

June 15, 2026

THE BOTTOM LINE

Preliminary May figures are in. **Florida Keys RevPAR was \$269.61, up 12.4%** over last year on higher occupancy (78.5%) and rate (+5.9%); **Key West RevPAR was \$284.28, up 10.7%**. Summer and fall are pacing ahead of last year, with June the lone exception at 1.1% behind.

MAY REVPAR · FLORIDA KEYS

\$269.61

▲ 12.4% vs LY

ADR \$343.35 · Occ 78.5%

MAY REVPAR · KEY WEST

\$284.28

▲ 10.7% vs LY

ADR \$344.61 · Occ 82.5%

SUMMER OCC PACE · FLORIDA KEYS

46.7%

#1 of 5 FL markets

Committed, 6/1-8/31 · as of 6/7

HOTEL PERFORMANCE

Source: STR · May 1-31 · preliminary

- ◆ **Florida Keys RevPAR \$269.61, up 12.4%.** Occupancy rose to 78.5% from 74.0% and ADR to \$343.35, up 5.9%.
- ◆ **Key West RevPAR \$284.28, up 10.7%.** Occupancy 82.5%, ADR \$344.61, up 5.0%. Weekends led both markets, with Keys weekend occupancy at 90.1%.

HOTEL FORWARD OUTLOOK

Source: TravelClick D360 · committed occupancy YoY · as of 6/7

| JUN | JUL | AUG | SEP | OCT |
|-------|-------|-------|--------|-------|
| -1.1% | +6.8% | +0.9% | +14.9% | +3.4% |
| Occ | Occ | Occ | Occ | Occ |

- ◆ **June is tracking 1.1% behind last year** on committed occupancy, with the gap split roughly evenly across group and transient.
- ◆ **July through October are all ahead.** September's large gain sits on a thin early booking base and will firm up over the summer.

VACATION RENTAL PACING

The Key Data platform is temporarily down for an update and current figures are not reliable. Pacing will follow early next week once corrected data is available.

MARKET CONTEXT

Sources: TravelClick D360 · Key West International Airport

COMPETITIVE SET

Committed occupancy, summer stays (6/1-8/31) · as of 6/7

- ◆ **Monroe County leads at 46.7%**, ahead of Palm Beach (36.1%), Miami (35.5%), Fort Lauderdale (32.7%), and Sarasota (30.8%).
- ◆ **The lead is widest in June**, with the Keys near 70% committed while the comparison markets sit in the mid-50s.

AIR ACCESS

Key West International Airport · Flying High, Summer 2026

- ◆ **640,080 passengers January through April, up 6.2%**, the busiest first quarter on record for the airport.
- ◆ **Second-quarter seat capacity is projected up 7.45%.** New Allegiant nonstop service to Columbus (LCK) began May 21.