WEEKLY PERFORMANCE SNAPSHOT

July 27, 2026

The Florida Keys & Key West

MONROE COUNTY TDC

THE BOTTOM LINE

For July 12–18, hotel occupancy rose year over year in the Florida Keys (+5.9%) and Key West (+6.3%) on flat-to-lower rate. Vacation rentals for July–October are pacing at $14.3M, up 23.9% over last year per Key Data's latest pull, which now reflects a correction for a property manager portfolio transition.

JULY 12–18 REVPAR · FLORIDA KEYS	JULY 12–18 REVPAR · KEY WEST	VACATION RENTAL REVENUE
$216.86	$212.14	$14.3M
▲5.4% vs LY	▲4.0% vs LY	▲23.9% vs LY
ADR $276.56 · Occ 78.4%	*ADR $264.97 · Occ 80.1%*	*July–Oct on the books*

HOTEL PERFORMANCE

Source: STR/CoStar · weekly, July 12–18 vs. same week LY

- **Florida Keys occupancy up 5.9% YoY.** Occupancy reached 78.4%, up from 74.0% last year. ADR held nearly flat at $276.56 (-0.5%), so the RevPAR gain to $216.86 (+5.4%) came from occupancy.
- **Key West occupancy up 6.3% YoY.** Occupancy hit 80.1%, up from 75.3%. ADR eased 2.2% to $264.97; RevPAR still rose to $212.14 (+4.0%).

HOTEL FORWARD OUTLOOK

Source: TravelClick D360

JUL	AUG	SEP	OCT
+9.2%	+1.6%	+15.9%	+5.8%
Occ	Occ	Occ	Occ

- **Occupancy on the books is ahead of last year in every month through October.** All four months show positive YoY occupancy per D360.
- **September is the strongest month (+15.9% Occ); August the softest (+1.6% Occ).** No single month is driving the trend.

VACATION RENTAL PACING

Source: Key Data · as of 7/24/26 vs. same point LY (7/25/25)

JUL	AUG	SEP	OCT
+26.5%	+12.8%	+36.0%	+24.8%
$6.6M	$3.2M	$1.8M	$2.7M

- **$14.3M on the books** for July–October, up $2.8M (+23.9%) over the same point last year.
- **Growth is spread across all four months,** not concentrated in one. ADR is also up 10.3% ($473 vs. $429), so the gain reflects both more bookings and higher rates.

Figures reflect a Key Data correction for a double-counted booking issue tied to a property manager portfolio transition, plus an updated market supply count (~40 fewer units). Prior VR figures shared with the board should be treated as superseded by this pull.

MARKET CONTEXT: GAS PRICES & TRAVEL COSTS

Source: Future Partners, State of the American Traveler, July 2026

$3.70 National avg. gas price/gal, down from a $4.43 peak but above $3.25 a year ago	**31.5%** Cite gas cost as a travel deterrent, up from 12.0% in February
51.9% Would cut back on road trips this summer if gas prices don't come down	**87.5%** Still show strong excitement for leisure travel in the next 12 months