Monthly Summary Report

July 2026

Powered by SYMPHONY | TOURISM ECONOMICS

Executive Summary

July 2026

Highlights

Florida Keys lodging performance was strong in July, with hotel occupancy reaching 80.4%, up 6.0% YOY while ADR increased 3.3% to $297.59 and revenue climbed 9.4% to $80.0 million. Short-term rentals also posted gains, with adjusted occupancy rising to 45.8% from 41.9%, ADR increasing 12.5% YOY to $476, and adjusted RevPAR reaching $218 compared with $177 last year.

Website activity softened in July, with 408.1K users, down 17.4% year over year, and 444.4K sessions, down 19.2%. Engagement also declined, with engaged sessions down 31.8% and page views falling 34.8% to 651.2K. Meta remained the leading traffic source, accounting for 53.4% of website traffic, followed by Google at 17.7%.

Key West International Airport recorded 70.9K TSA passengers in July, up 10.5% YOY, while fiscal year-to-date volume reached 810.2K, an increase of 7.0%. Philadelphia was the leading air origin market at 6.9% of arrivals, followed closely by Boston at 6.5%, Newark at 6.3%, and Washington, D.C. at 6.2%.

The US lost a net of 23,000 jobs in July as seasonal hiring cooled. The leisure and hospitality sector shed 40,000 jobs as post-World Cup staffing wound down. Despite the job losses, a multi-year low in the labor force participation rate has kept the unemployment rate at 4.1%.

National hotel performance held its momentum in July, with demand up 2.8% YOY and rates up 5.7% YOY, which drove an 8.2% YOY jump in RevPAR. July marked the sixth consecutive month in which RevPAR grew more than 4.0% YOY, pushing the year-to-date gain to 5.4%.

Hotel Demand
268.8K
+6.0% YOY

Hotel ADR
$297.59
+3.3% YOY

Hotel RevPAR
$239.38
+9.5% YOY

EYW Checkpoint Volume
70.9K
+10.5% YOY

Website Sessions
444.4K
-19.2% YOY

Sources: STR, Azira (formerly Near), TSA, Transunion, Sprout Social, Google Analytics, and Bureau of Labor Statistics

Hotel Review

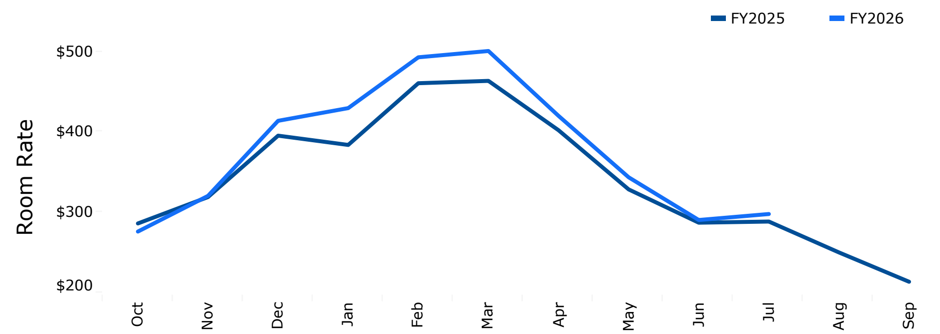
Monthly Performance by Market

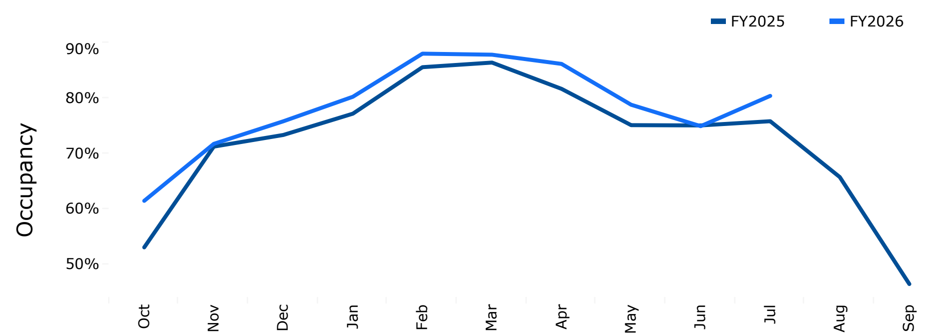
		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
May	Florida Keys	78.8%	+4.9%	$343	+4.6%	$271	+9.7%
	Islamorada+	77.7%	+10.3%	$398	+9.4%	$309	+20.6%
	Key Largo, FL+	74.9%	+1.6%	$307	+2.4%	$230	+4.0%
	Key West, FL	82.7%	+4.0%	$345	+3.9%	$285	+8.1%
	Marathon+	72.2%	+4.6%	$301	+1.5%	$217	+6.2%
	Upper Florida Keys	74.9%	+5.9%	$341	+5.4%	$256	+11.6%
Jun	Florida Keys	75.0%	-0.2%	$290	+1.2%	$217	+1.0%
	Islamorada+	77.9%	+7.1%	$343	+7.0%	$267	+14.6%
	Key Largo, FL+	72.1%	-4.2%	$264	-3.5%	$190	-7.5%
	Key West, FL	76.8%	+0.8%	$283	+1.3%	$217	+2.1%
	Marathon+	75.1%	+0.8%	$290	+2.6%	$218	+3.4%
	Upper Florida Keys	73.1%	-1.2%	$298	+1.1%	$217	-0.2%
Jul	Florida Keys	80.4%	+6.0%	$298	+3.3%	$239	+9.5%
	Islamorada+	79.3%	+10.6%	$348	+7.6%	$276	+19.0%
	Key Largo, FL+	74.7%	+1.9%	$276	+0.4%	$206	+2.2%
	Key West, FL	81.9%	+5.7%	$286	+2.2%	$235	+8.0%
	Marathon+	82.4%	+6.5%	$302	+4.8%	$249	+11.6%
	Upper Florida Keys	78.9%	+6.4%	$310	+4.3%	$244	+11.0%

Fiscal Year-to-Date Performance

Florida Keys

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
78.5%	**$383**	**$301**	**3.3M**	**2.6M**	**$982.9M**
+4.1%	+4.8%	+9.1%	+0.0%	+4.2%	+9.1%





Source: STR

Hotel Competitive Performance

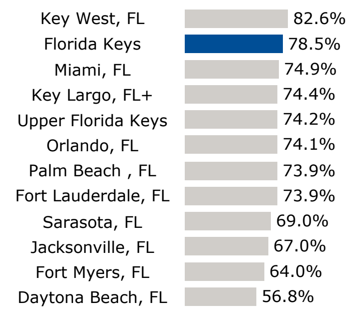
Monthly Performance by Market

		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
May	Daytona Beach, FL	59.8%	-3.1%	$159	-3.9%	$95	-6.9%
	Florida Keys	78.8%	+4.9%	$343	+4.6%	$271	+9.7%
	Fort Lauderdale, FL	69.9%	-0.8%	$180	+5.2%	$125	+4.4%
	Fort Myers, FL	58.6%	+0.8%	$159	+1.3%	$93	+2.1%
	Jacksonville, FL	67.4%	-2.4%	$147	+0.2%	$99	-2.2%
	Key Largo, FL+	74.9%	+1.6%	$307	+2.4%	$230	+4.0%
	Key West, FL	82.7%	+4.0%	$345	+3.9%	$285	+8.1%
	Miami, FL	70.4%	-1.8%	$245	+11.5%	$173	+9.5%
	Orlando, FL	71.4%	+2.9%	$207	+3.7%	$147	+6.8%
	Palm Beach , FL	68.8%	+0.6%	$252	+6.2%	$173	+6.8%
	Sarasota, FL	69.7%	+7.0%	$206	+5.1%	$143	+12.5%
	Upper Florida Keys	74.9%	+5.9%	$341	+5.4%	$256	+11.6%
Jun	Daytona Beach, FL	59.9%	+2.1%	$133	-5.9%	$80	-3.9%
	Florida Keys	75.0%	-0.2%	$290	+1.2%	$217	+1.0%
	Fort Lauderdale, FL	67.0%	-2.5%	$163	+5.5%	$109	+2.9%
	Fort Myers, FL	56.6%	+1.1%	$153	-0.2%	$86	+0.9%
	Jacksonville, FL	68.3%	+4.1%	$142	+0.4%	$97	+4.5%
	Key Largo, FL+	72.1%	-4.2%	$264	-3.5%	$190	-7.5%
	Key West, FL	76.8%	+0.8%	$283	+1.3%	$217	+2.1%
	Miami, FL	65.2%	-7.7%	$218	+23.2%	$142	+13.6%
	Orlando, FL	70.3%	-4.5%	$198	+0.0%	$139	-4.4%
	Palm Beach , FL	67.5%	+3.6%	$215	+10.8%	$145	+14.8%
	Sarasota, FL	69.4%	+1.3%	$202	+4.5%	$140	+5.9%
	Upper Florida Keys	73.1%	-1.2%	$298	+1.1%	$217	-0.2%
Jul	Daytona Beach, FL	63.5%	+1.0%	$142	-3.7%	$90	-2.7%
	Florida Keys	80.4%	+6.0%	$298	+3.3%	$239	+9.5%
	Fort Lauderdale, FL	66.7%	+0.4%	$155	+8.4%	$103	+8.8%
	Fort Myers, FL	58.2%	+2.7%	$149	+0.3%	$87	+3.0%
	Jacksonville, FL	70.2%	+3.5%	$145	+3.0%	$102	+6.7%
	Key Largo, FL+	74.7%	+1.9%	$276	+0.4%	$206	+2.2%
	Key West, FL	81.9%	+5.7%	$286	+2.2%	$235	+8.0%
	Miami, FL	66.4%	-4.0%	$208	+22.5%	$138	+17.6%
	Orlando, FL	71.9%	+1.3%	$184	+1.1%	$132	+2.4%
	Palm Beach , FL	64.3%	+5.7%	$200	+10.3%	$129	+16.6%
	Sarasota, FL	66.0%	+0.8%	$191	+5.9%	$126	+6.7%
	Upper Florida Keys	78.9%	+6.4%	$310	+4.3%	$244	+11.0%

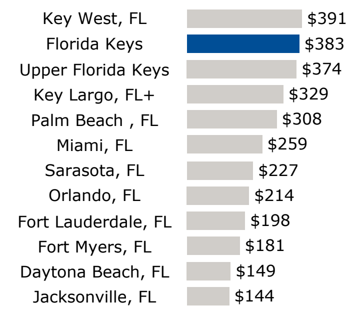
Fiscal Year-to-Date Performance

Performance by Market

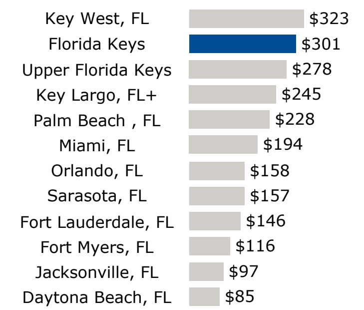
Occupancy



ADR

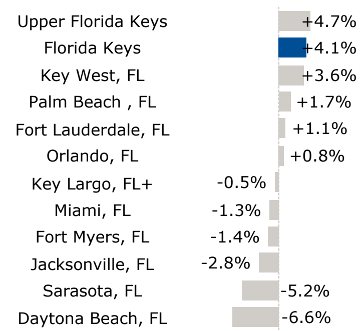


RevPAR

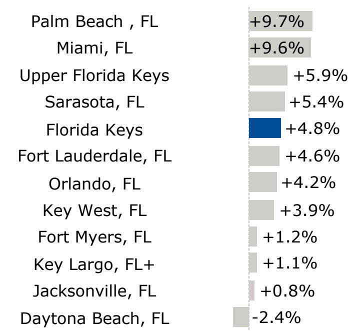


% Change vs. Previous Year

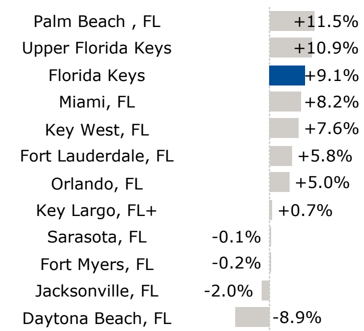
Occupancy % Change



ADR % Change



RevPAR % Change



Source: STR

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Preliminary Hotel Performance

Preliminary August 2026 Hotel Performance

Florida Keys

Occupancy	ADR	RevPAR
70.1%	**$246**	**$174**
+17.3%	+3.1%	+21.3%

Hotel Performance by Market

	Occupancy		ADR		RevPAR	
Florida Keys	70.1%	+17.3%	$246	+3.1%	$174	+21.3%
Daytona Beach, FL	52.8%	+5.8%	$119	-10.1%	$63	-6.4%
Florida Central North	54.8%	+6.3%	$111	-3.9%	$61	+2.2%
Florida Central South	52.3%	+1.3%	$118	+3.4%	$62	+4.7%
Florida Panhandle	64.1%	+7.0%	$154	+3.7%	$99	+10.9%
Fort Myers, FL	50.4%	+5.8%	$129	+5.5%	$65	+11.7%
Jacksonville, FL	62.0%	+4.1%	$126	+0.7%	$78	+5.0%
Key West	72.5%	+16.7%	$238	+1.7%	$174	+19.2%
Key West, FL	72.5%	+16.7%	$238	+1.7%	$174	+19.2%
Melbourne, FL	66.7%	+13.6%	$129	+1.6%	$86	+15.2%
Miami, FL	66.1%	+0.0%	$165	+4.7%	$109	+4.4%
Monroe Cty Ex Key West+	67.6%	+17.9%	$250	+6.0%	$171	+24.9%
Orlando, FL	59.3%	-1.3%	$163	+1.8%	$97	+0.5%
Palm Beach , FL	64.3%	+10.9%	$186	+7.6%	$120	+18.9%
Sarasota, FL	57.3%	-0.1%	$166	+5.6%	$95	+5.6%

Preliminary August 2026 by Day-of-Week

Week Days

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Florida Keys	65.2%	+20.7%	$227	+3.9%	$150	+25.9%
Daytona Beach, FL	48.0%	+11.0%	$111	-4.0%	$53	+6.0%
Florida Central North	53.0%	+8.6%	$100	-1.2%	$53	+7.1%
Florida Central South	50.5%	+1.8%	$113	+4.0%	$57	+5.8%
Florida Panhandle	61.1%	+8.2%	$146	+6.8%	$89	+15.6%
Fort Myers, FL	49.8%	+6.8%	$126	+6.8%	$63	+14.0%
Jacksonville, FL	60.7%	+7.3%	$122	+2.1%	$74	+9.6%
Key West, FL	68.4%	+19.7%	$221	+2.9%	$153	+23.8%
Melbourne, FL	62.9%	+13.8%	$122	+0.8%	$77	+14.3%
Miami, FL	62.8%	+0.3%	$158	+5.6%	$99	+5.7%
Orlando, FL	56.1%	-0.3%	$162	+1.9%	$91	+1.6%
Palm Beach , FL	62.5%	+11.8%	$179	+9.8%	$112	+22.2%
Sarasota, FL	55.1%	+0.3%	$158	+7.4%	$87	+7.7%

Week Ends

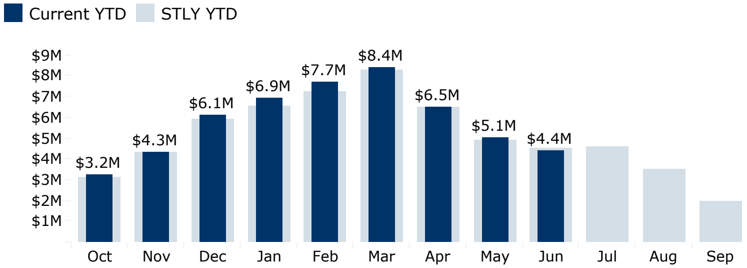
	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Florida Keys	82.4%	+11.1%	$282	+4.3%	$234	+14.7%
Daytona Beach, FL	65.0%	-2.6%	$133	-15.7%	$86	-20.7%
Florida Central North	59.4%	+1.5%	$130	-7.5%	$80	-5.0%
Florida Central South	56.7%	+0.4%	$128	+2.6%	$72	+2.7%
Florida Panhandle	71.7%	+4.5%	$170	-0.1%	$122	+3.4%
Fort Myers, FL	51.9%	+3.4%	$137	+3.5%	$71	+6.8%
Jacksonville, FL	65.3%	-2.6%	$134	-1.0%	$88	-3.7%
Key West, FL	82.9%	+11.0%	$272	+1.9%	$227	+12.3%
Melbourne, FL	76.0%	+13.4%	$144	+3.4%	$109	+16.9%
Miami, FL	74.4%	-0.5%	$181	+3.3%	$134	+2.2%
Orlando, FL	67.5%	-3.3%	$164	+1.4%	$111	-1.8%
Palm Beach , FL	68.9%	+8.9%	$202	+3.9%	$139	+12.7%
Sarasota, FL	63.1%	-0.8%	$183	+2.9%	$116	+2.0%

Note: Includes daily data through 8/22/2026
Source: STR

The Florida Keys & Key West Hotel Occ Tax Collections

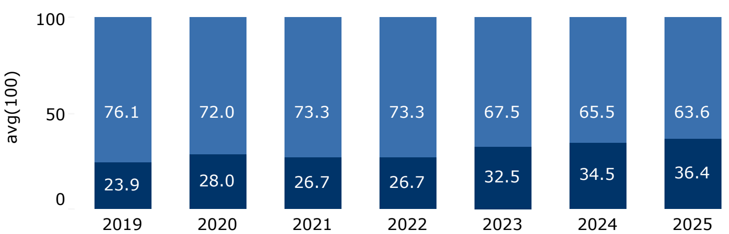
Hotel Occ Tax Tax Collections by Month

Fiscal Year 2026 | Location: All



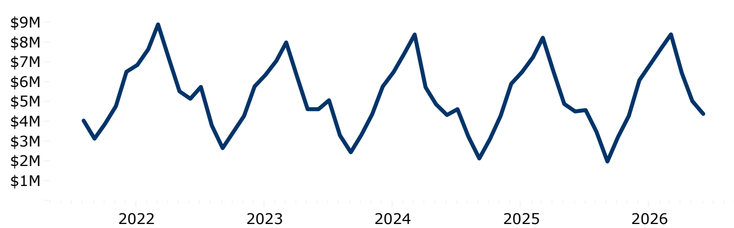
Bed Tax Contribution

Fiscal Year | Non - STR | STR



Hotel Occ Tax Tax Collections

Long Term Trend | Location: All



Oct 2025 - Jun 2026 Collections

$52.7M

+2.5% YOY

Hotel Occ Tax Tax Collections by Month

Fiscal Year 2026

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	YTD
District I	$1.8M	$2.3M	$2.9M	$3.4M	$3.7M	$3.8M	$3.0M	$2.4M	$1.8M				$25.1M
District II	$256.4K	$364.7K	$525.2K	$692.8K	$676.0K	$692.3K	$506.1K	$421.7K	$358.3K				$4.5M
District III	$409.3K	$600.3K	$1.1M	$1.2M	$1.4M	$1.6M	$1.1M	$827.0K	$950.9K				$9.2M
District IV	$315.9K	$430.1K	$653.4K	$679.1K	$820.9K	$980.1K	$780.0K	$612.2K	$573.1K				$5.8M
District V	$470.4K	$622.2K	$917.3K	$980.8K	$1.2M	$1.4M	$1.0M	$810.9K	$722.3K				$8.1M
Total	$3.2M	$4.3M	$6.1M	$6.9M	$7.7M	$8.4M	$6.5M	$5.1M	$4.4M				$52.7M

Change vs. Previous Year

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	YTD
District I	+1.1%	-1.5%	+2.5%	+3.9%	+6.8%	+2.4%	-1.0%	+4.1%	-0.3%				+2.3%
District II	+14.9%	+12.3%	-1.7%	+9.5%	+6.0%	+0.2%	-9.3%	+2.9%	-6.5%				+2.3%
District III	+1.8%	-3.2%	+3.0%	+7.8%	+8.0%	-1.7%	+0.8%	-4.5%	-3.5%				+1.3%
District IV	+19.1%	+10.4%	+6.5%	+15.7%	+11.0%	+5.9%	+5.9%	+12.3%	+1.1%				+8.9%
District V	+0.6%	-5.0%	+5.0%	+2.0%	-0.7%	+3.9%	-1.3%	+0.6%	-8.4%				+0.0%
Total	+3.7%	-0.2%	+3.0%	+5.9%	+6.2%	+2.1%	-0.7%	+2.8%	-2.7%				+2.5%

Airport TSA Checkpoint Volume & Visitor Origins

EYW - Key West International

Monthly TSA Checkpoint Volume

July 2026 Volume

70.9K

+10.5% YOY

Year-to-Date TSA Checkpoint Volume & Visitor Origins

Oct 2025 - Jul 2026 Volume

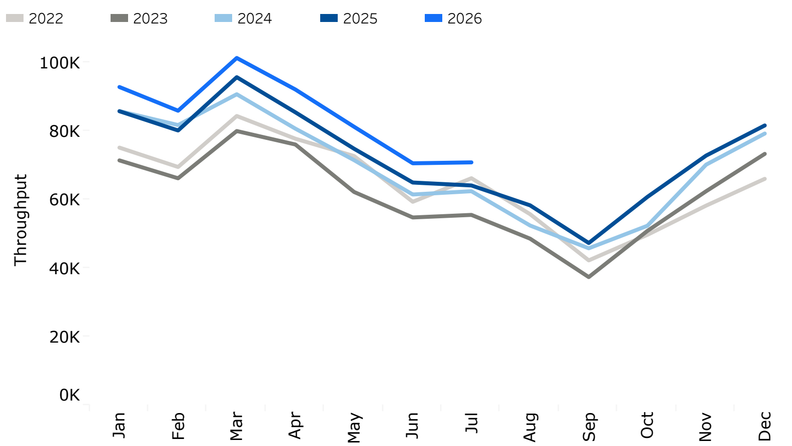
810.2K

+7.0% YOY

Source: Transportation Security Administration

TSA Checkpoint Volume by Month

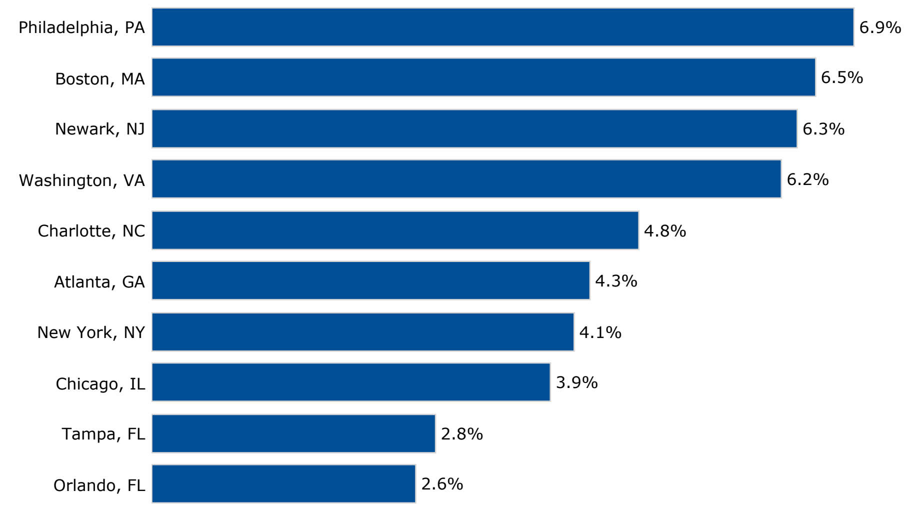
Last Five Calendar Years



Source: Transportation Security Administration

Top Origin Markets - Air

Oct 2025 - Jun 2026 Visitor Arrivals



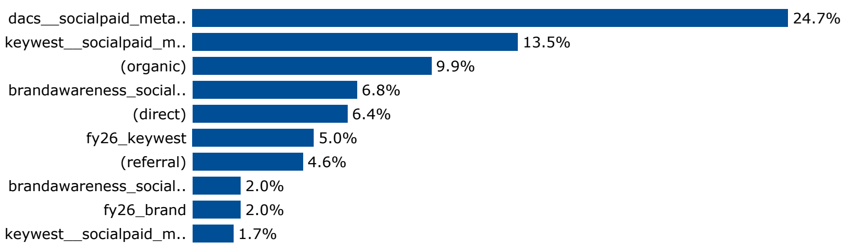
Source: OAG

Website Performance Summary

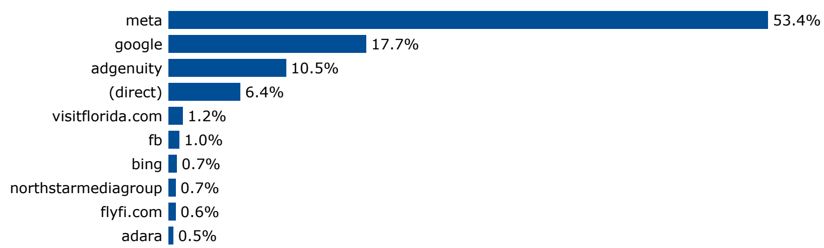
July 2026 | Properties: 321274354

Users	Sessions	Engaged Sessions	Engagement Rate	Page Views	Pages Per Session	Avg. Session Duration	Bounce Rate
408.1K	444.4K	224.4K	50.5%	651.2K	1.47 pages	00:10:01	49.5%
-17.4% YOY	-19.2% YOY	-31.8% YOY	-9.38% pt YOY	-34.8% YOY	-0.35 pages YOY	-198 sec YOY	+9.38% pt YOY

Campaigns

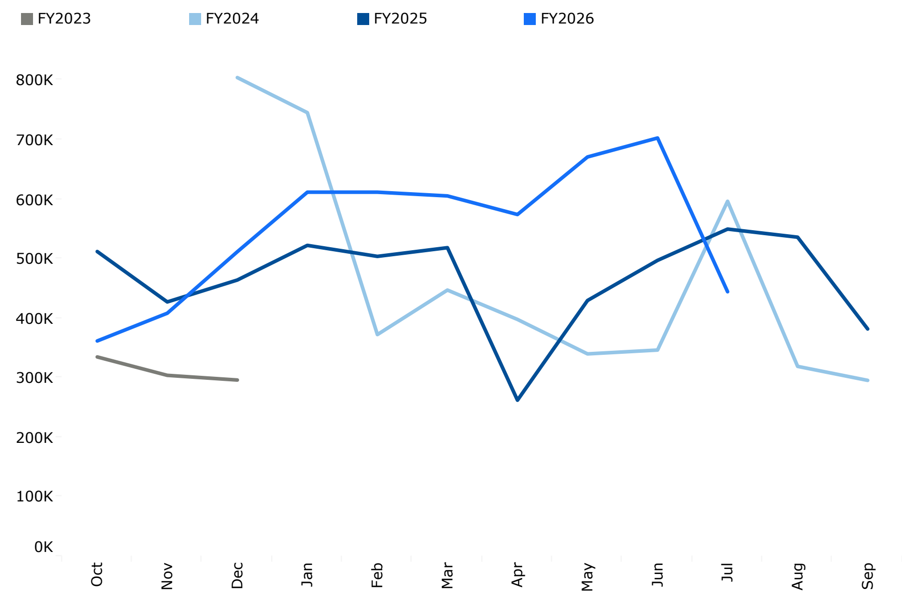


Sources



Sessions Analysis

Monthly Trend

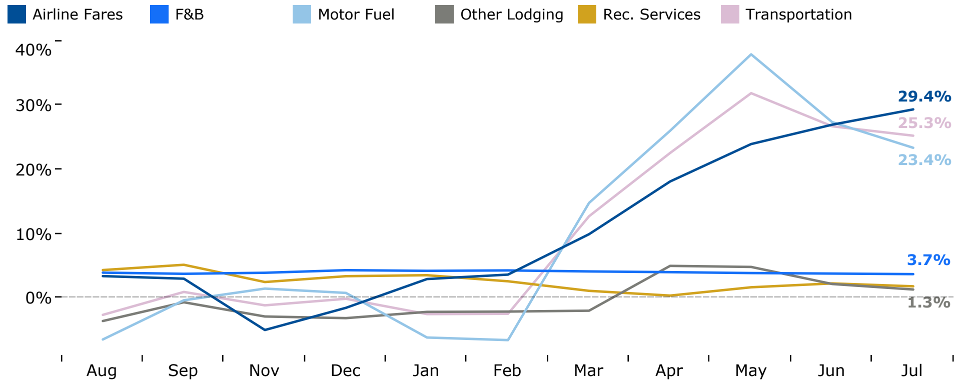


Source: Google Analytics
Note: Due to Google's practice of exporting sampled data to protect user identities, figures may not precisely match data viewed in the Google Analytics platform.

National Travel Trends

Travel Price Index

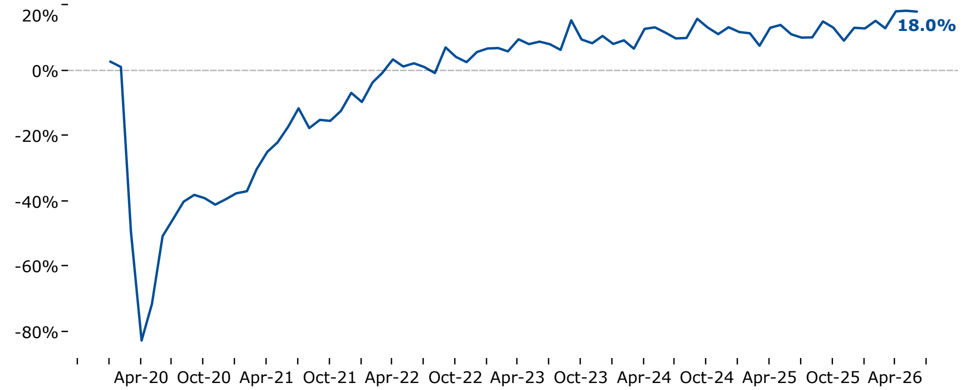
% Change Relative to Same Month in Previous Year | Last 12 Months



Source: U.S. Travel Association via U.S. Travel Recovery Tracker

Travel Spending (% change vs 2019)

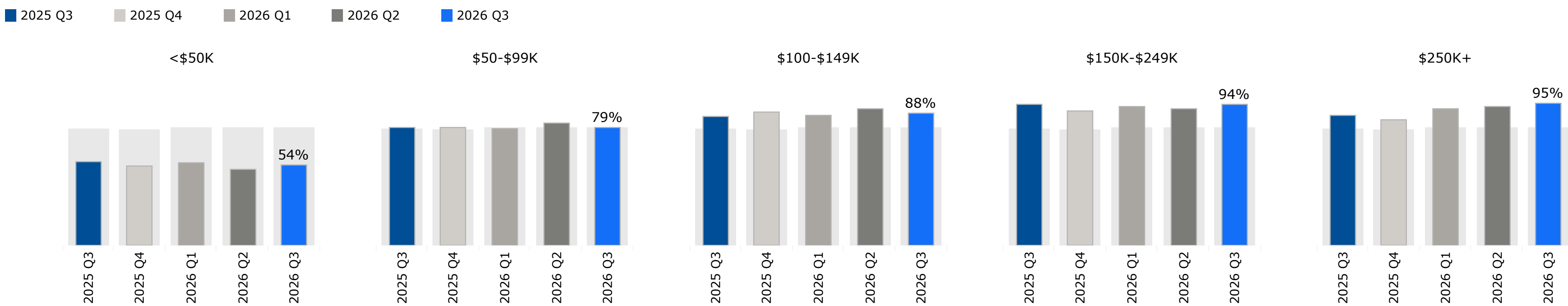
% Change vs. 2019 | U.S. total



Source: Tourism Economics via U.S. Travel Recovery Tracker

Planning Leisure Travel Within the Next 12 Months

% of American Consumers Planning Travel by Household Income (Calendar Year)

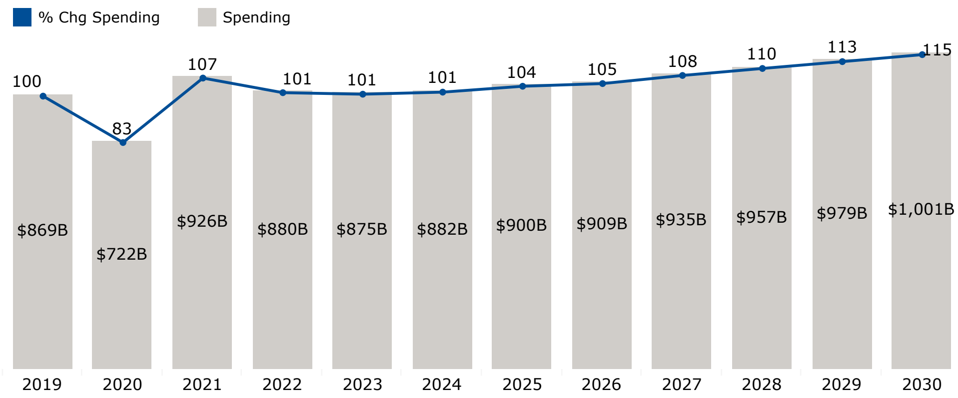


Note: Light gray bars represent the average for all survey respondants
Source: MMGY Global's Portait of American Travelers

Domestic Travel Forecast

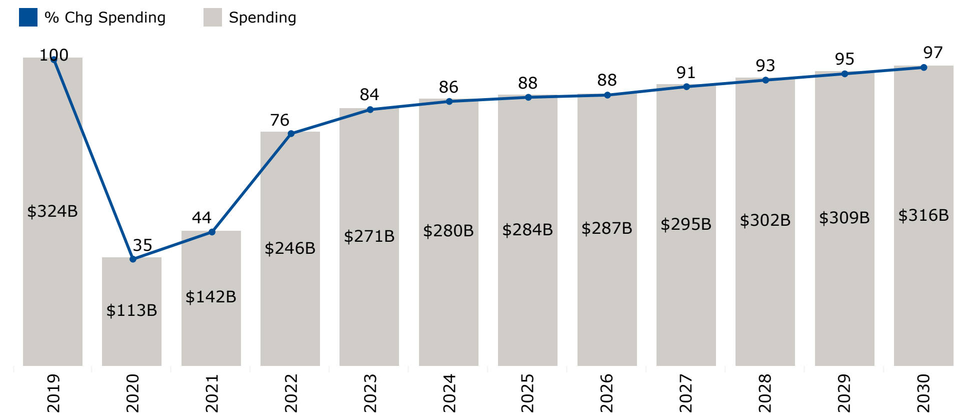
Real Domestic Leisure Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



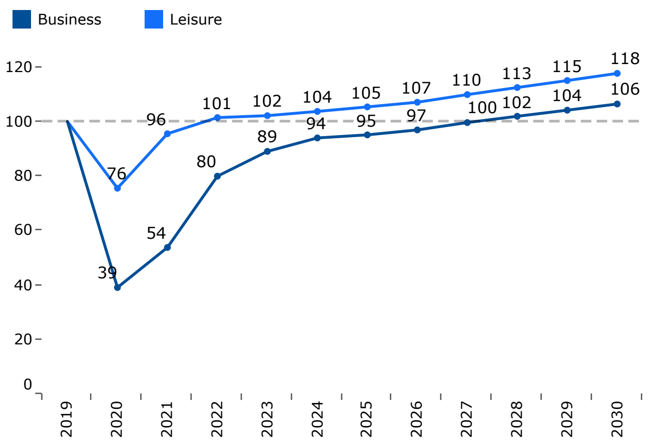
Real Domestic Business Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



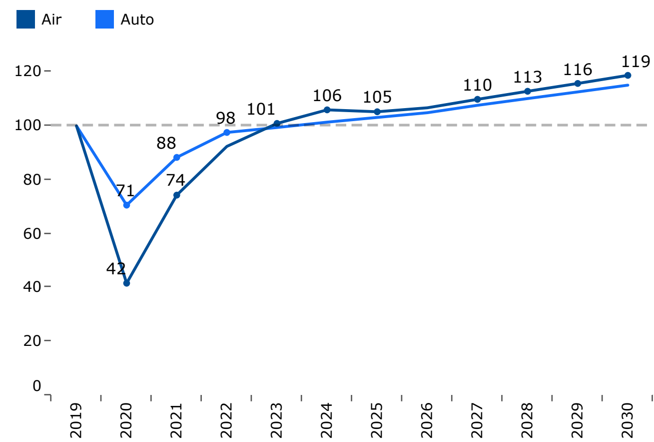
Leisure vs. Business Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



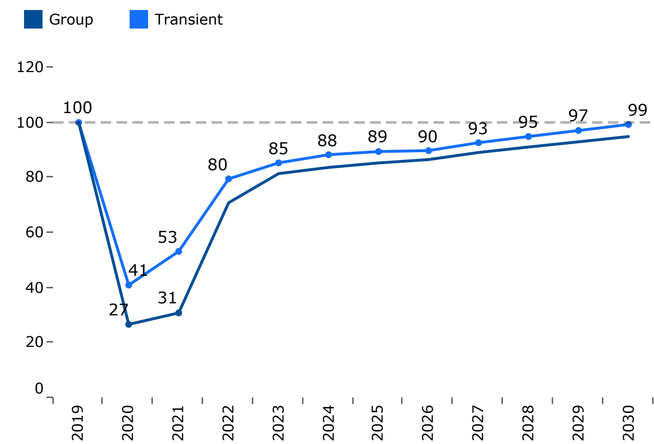
Auto vs. Air Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



Group vs. Transient Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



Forecast as of May 2026
Source: Tourism Economics via U.S. Travel Recovery Tracker

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