WEEKLY PERFORMANCE SNAPSHOT

# August 10, 2026

*The Florida Keys & Key West*

MONROE COUNTY TDC

THE BOTTOM LINE

**For July 26 to August 1, 2026, RevPAR grew double digits in both the Florida Keys (+14.9%) and Key West (+15.9%), driven mainly by occupancy gains. Vacation rental bookings for August through November are pacing at $14.8M, up 17.5% over the same point last year.**

JUL 26 TO AUG 1 REVPAR · FLORIDA KEYS

**$260.36**

▲14.9% vs LY

*ADR $299.11 · Occ 87.0%*

JUL 26 TO AUG 1 REVPAR · KEY WEST

**$253.91**

▲15.9% vs LY

*ADR $288.00 · Occ 88.2%*

VACATION RENTAL REVENUE

**$14.8M**

▲17.5% vs LY

*Aug-Nov on the books*

## HOTEL PERFORMANCE

*Source: STR/CoStar · weekly, based on preliminary figures*

- **Florida Keys occupancy 87.0%,** up 8.0 points YoY. ADR $299.11, up 6.4%. RevPAR $260.36, up 14.9%.
- **Key West occupancy 88.2%,** up 9.0 points YoY. ADR $288.00, up 6.4%. RevPAR $253.91, up 15.9%.

## HOTEL FORWARD OUTLOOK

*Source: TravelClick D360*

| AUG | SEP | OCT | NOV |
|---|---|---|---|
| -0.2% | +23.6% | +14.2% | +27.4% |
| RevPAR | RevPAR | RevPAR | RevPAR |

- **August RevPAR YoY (est) is flat,** down 0.2%.
- **September through November show RevPAR YoY gains** of 14.2% to 27.4%.

## VACATION RENTAL PACING

*Source: Key Data · as of 8/10/2026 vs same point LY*

| AUG | SEP | OCT | NOV |
|---|---|---|---|
| +17.4% | +33.1% | +17.6% | +10.2% |
| $4.4M | $2.5M | $3.5M | $4.4M |

- **$14.8M on the books** for August through November, up $2.2M (17.5%) over same point LY.
- **September is pacing furthest ahead,** up 33.1% YoY.

## MARKET CONTEXT

*Source: Tourism Economics, Q2 2026*

**+8.4%**
National hotel RevPAR YoY, June 2026, ADR-driven

**-4.3%**
Overseas visitor arrivals to the US, June 2026 YTD

**-31%**
Canadian visits to the US, June 2026 vs historical average

**79%**
Americans planning leisure travel in next 12 months, Q2 2026

*Sources: STR/CoStar, TravelClick D360, Key Data, Tourism Economics*

PREPARED BY THE MONROE COUNTY TDC