WEEKLY PERFORMANCE SNAPSHOT

August 31, 2026

August 16-22 daily data · forward outlook · market context

The Florida Keys & Key West

MONROE COUNTY TDC

THE BOTTOM LINE

For the week of August 16-22, Florida Keys RevPAR rose 7.5% year over year to $139.03, with occupancy up 5.3 points to 61.1%. Key West RevPAR gained a more modest 1.9% to $138.24, as ADR softened while occupancy climbed. Vacation rental pacing for the September-November window stands at $9.79 million, up 13.3% over the same point last year.

AUG 16-22 REVPAR · FLORIDA KEYS	AUG 16-22 REVPAR · KEY WEST	VACATION RENTAL REVENUE
$139.03	**$138.24**	**$9.79M**
▲7.5% vs LY	▲1.9% vs LY	▲13.3% vs LY
ADR $227.46 · Occ 61.1%	*ADR $219.53 · Occ 63.0%*	*Sep-Nov on the books*

HOTEL PERFORMANCE

Source: STR/CoStar · weekly

- **Florida Keys RevPAR up 7.5% to $139.03.** Occupancy rose 5.3 points to 61.1% and ADR gained 2.2% to $227.46. Calendar year-to-date RevPAR is up 11.2% to $315.25.
- **Key West RevPAR up 1.9% to $138.24.** Occupancy climbed 3.6 points to 63.0%, while ADR declined 1.6% to $219.53. Calendar year-to-date RevPAR is up 9.8% to $332.77.

HOTEL FORWARD OUTLOOK

Source: TravelClick D360

SEP	OCT	NOV
+22.8%	+10.5%	+23.9%
RevPAR	RevPAR	RevPAR

- **Fall pace points to broad-based RevPAR growth.** September (+22.8%) and November (+23.9%) lead, with October trailing at +10.5%.

Forward figures are shown for a maximum of three months. Results of internal predictability testing (AI-assisted, D360 pace vs. STR actuals across 19 months) can be found here.

VACATION RENTAL PACING

Source: Key Data · as of 8/30 vs same point LY

SEP	OCT	NOV
+34.8%	+12.0%	+6.9%
$2.40M	$3.18M	$4.21M

- **$9.79M on the books** for September-November, up $1.15M (+13.3%) over the same point last year.
- **Growth is front-loaded in September** (+34.8%) and moderates through the fall, with November pacing up 6.9%.

MARKET CONTEXT

Source: U.S. Travel Association, Monthly Data Snapshot (July 17, 2026)

+3.6% U.S. travel spending, 1H 2026 vs. 1H 2025	**+0.3%** Domestic air throughput, 1H 2026 (442M passengers)
<-1% International inbound visits, 1H 2026 vs. LY	**+13%** Visits from Mexico, 1H 2026, top inbound market