WEEKLY PERFORMANCE SNAPSHOT MONTHLY STR RELEASE

The Florida Keys & Key West

MONROE COUNTY TDC

September 21, 2026

August 2026 monthly STR data · Oct–Dec D360 outlook · vacation rental pacing · July bed tax

THE BOTTOM LINE

August 2026 monthly STR data shows Florida Keys RevPAR down 2.9% and Key West RevPAR down 3.1% year over year. Vacation rentals have $13.8M on the books for October through December, up 6.0% over the same point last year, with every month in the window pacing ahead.

AUGUST REVPAR · FLORIDA KEYS

$160.07

▼2.9% vs LY

ADR $245.80 · Occ 65.1%

AUGUST REVPAR · KEY WEST

$160.16

▼3.1% vs LY

ADR $238.72 · Occ 67.1%

VACATION RENTAL REVENUE

$13.8M

▲6.0% vs LY

October–December on the books

HOTEL PERFORMANCE

Source: STR/CoStar · monthly · August 2026

- **Florida Keys RevPAR down 2.9% in August,** to $160.07, on ADR down 1.1% to $245.80. Occupancy was down 1.8% to 65.1%.
- **Key West RevPAR down 3.1%,** to $160.16, with ADR down 1.5% to $238.72 and occupancy down 1.6% to 67.1%.
- **Calendar year to date, Florida Keys RevPAR is up 9.0%** to $306.86, on 5.8% ADR growth. Key West YTD RevPAR is up 8.0% to $323.99.

HOTEL FORWARD OUTLOOK

Source: TravelClick D360 · as of 9/13

OCT	NOV	DEC
+12.3% RevPAR	+27.5% RevPAR	+13.6% RevPAR

- **RevPAR (est) is pacing positive across all three months,** October through December.
- **Occupancy gains are the bigger driver than ADR,** peaking at +19.5% in November while ADR growth holds between +3.8% and +6.7%.

RevPAR YoY (est) derived from TravelClick D360 ADR YoY and Occupancy YoY change (RevPAR YoY = (1+ADR YoY) × (1+Occ YoY) − 1). Not a native RevPAR pull.

VACATION RENTAL PACING

Source: Key Data, Unit Revenue (Nightly) · as of 9/21 vs same point LY (9/22)

OCT	NOV	DEC
+8.4%	+1.4%	+8.5%
$3.53M	$4.63M	$5.63M

- **$13.8M on the books** for October through December, up $775K (+6.0%) over the same point last year.
- **Every month in the window is pacing ahead of last year,** led by December at +8.5%.

BED TAX COLLECTIONS

Source: Four Penny Report, Monroe County TDC · July 2026, as of 9/3

+3.2%	+2.8%
July collections, $4.75M vs LY	FY26 YTD (Oct–Jul), $57.6M vs LY

- **July collections were $4.75M,** up 3.2% over July 2025.
- **Fiscal year to date, collections total $57.6M,** up $1.6M (+2.8%) over the same period last year.

REGIONAL MARKET BENCHMARKING

Source: Amadeus D360 regional comp set · as of 9/13 · RevPAR YoY change (est) vs STLY

MARKET	OCT	NOV	DEC
Monroe County	+12.3%	+27.5%	+13.6%
Ft Lauderdale	+4.4%	+10.1%	+13.6%
Miami	+21.1%	+37.9%	+51.6%
Palm Beach	+9.7%	+25.6%	+33.6%
Sarasota	+18.0%	+8.6%	+0.0%
Puerto Rico	-3.0%	+23.8%	+42.1%
US Virgin Islands	+22.0%	+22.8%	+22.6%
Bahamas	+39.6%	+45.1%	+68.4%
Dominican Republic	+16.1%	+17.0%	+8.2%

- **Monroe County posts positive RevPAR (est) growth across all three months,** peaking at +27.5% in November.
- **Bahamas shows the widest gains in the comp set,** from +39.6% in October to +68.4% in December.
- **Puerto Rico is the only market with a negative month,** down 3.0% in October before turning positive.

RevPAR YoY (est) derived from TravelClick D360 ADR YoY and Occupancy YoY change by market (RevPAR YoY = (1+ADR YoY) × (1+Occ YoY) − 1). Not a native RevPAR pull.

Sources: STR/CoStar (monthly, calendar year), TravelClick D360, Key Data, Amadeus D360 regional comp set, Four Penny Report

PREPARED BY THE MONROE COUNTY TDC