WEEKLY PERFORMANCE SNAPSHOT

September 7, 2026

The Florida Keys & Key West

MONROE COUNTY TDC

THE BOTTOM LINE

For the week of August 23-29, Florida Keys RevPAR fell 18.2% year over year to $114.93, with Key West down further at 20.1% to $114.63. The decline reflects Labor Day's calendar shift, not a demand change; the week capturing the holiday is expected to show gains. Calendar year-to-date RevPAR remains positive in both markets. Vacation rental revenue on the books for September through November is up 10.7% over last year, and hotel forward pace is positive across all three months.

AUG 23-29 REVPAR · FLORIDA KEYS

$114.93

▼18.2% vs LY

ADR $213.42 · Occ 53.9%

AUG 23-29 REVPAR · KEY WEST

$114.63

▼20.1% vs LY

ADR $207.64 · Occ 55.2%

VACATION RENTAL REVENUE

$10.1M

▲10.7% vs LY

Sep-Nov on the books

HOTEL PERFORMANCE

Source: STR/CoStar · weekly, week of 8/23-8/29

- **Florida Keys RevPAR was $114.93,** down 18.2% year over year. Occupancy fell to 53.9% (-3.8%), ADR fell to $213.42 (-15.0%).
- **Key West RevPAR was $114.63,** down 20.1% year over year. Occupancy fell to 55.2% (-5.6%), ADR fell to $207.64 (-15.3%).
- **Calendar year-to-date RevPAR remains positive** in both markets, up 11.0% in the Keys to $309.57 and up 9.6% in Key West to $326.61.
- **This week's decline reflects Labor Day's calendar shift,** not a demand change. The week including the holiday is expected to show gains.

HOTEL FORWARD OUTLOOK

Source: TravelClick D360

SEP	OCT	NOV
+25.4%	+11.5%	+25.3%
RevPAR (est)	RevPAR (est)	RevPAR (est)

- **Pace is positive across all three months** currently on the books.
- **September and November lead,** both near +25% estimated RevPAR growth. October pace is more moderate at +11.5%.

VACATION RENTAL PACING

Source: Key Data · as of 9/5 vs same point LY

SEP	OCT	NOV
+29.4%	+10.0%	+2.6%
$2.5M	$3.3M	$4.3M

- **$10.1M on the books** for September through November, up $975K (+10.7%) over same point LY.
- **Growth is front-loaded in September** at +29.4% and moderates through the fall, down to +2.6% by November.

MARKET CONTEXT

Source: NTTO / International Trade Administration · CY 2025

9.34M Overseas visitors to Florida in 2025, top state nationally	**+480K** Florida's YoY visitor gain, largest of any state
8.9M Overseas visitors to New York City, top city-MSA	**62.5%** Share of overseas visitors captured by the top 5 states

Sources: STR/CoStar, TravelClick D360, Key Data, NTTO/International Trade Administration

PREPARED BY THE MONROE COUNTY TDC