WEEKLY PERFORMANCE SNAPSHOT · MONTHLY STR RELEASE

October 26, 2026

September 2026 monthly STR data · Nov–Jan D360 outlook · vacation rental pacing · August bed tax

The Florida Keys & Key West
MONROE COUNTY TDC

THE BOTTOM LINE

September 2026 monthly STR data shows Florida Keys RevPAR up 26.7% and Key West RevPAR up 21.0% year over year, against a soft September 2025. Vacation rentals have $20.1M on the books for November through January, up 9.1% over the same point last year.

SEPTEMBER REVPAR · FLORIDA KEYS
$127.12
▲26.7% vs LY
ADR $233.46 · Occ 54.4%

SEPTEMBER REVPAR · KEY WEST
$134.49
▲21.0% vs LY
ADR $230.79 · Occ 58.3%

VACATION RENTAL REVENUE
$20.1M
▲9.1% vs LY
November–January on the books

HOTEL PERFORMANCE

Source: STR/CoStar · monthly · September 2026

- **Florida Keys RevPAR up 26.7% in September,** to $127.12. Occupancy was up 15.7% to 54.4% and ADR was up 9.6% to $233.46.
- **Key West RevPAR up 21.0%,** to $134.49, with occupancy up 13.5% to 58.3% and ADR up 6.7% to $230.79.
- **Calendar year to date, Florida Keys RevPAR is up 9.7%** to $287.06. Key West YTD RevPAR is up 8.6% to $303.17.

HOTEL FORWARD OUTLOOK

Source: TravelClick D360 · as of 10/18

NOV	DEC	JAN
+21.2%	+12.6%	+15.6%
RevPAR	RevPAR	RevPAR

- **Estimated RevPAR is pacing positive across all three months,** November through January.
- **ADR growth slows across the window,** from +10.3% in November to +3.3% in January. Occupancy is up 9.8% in November and 11.9% in January.

VACATION RENTAL PACING

Source: Key Data, Unit Revenue (Nightly) · as of 10/25 vs same point LY (10/26)

NOV	DEC	JAN
+4.2%	+9.5%	+12.7%
$5.67M	$7.02M	$7.41M

- **$20.1M on the books** for November through January, up $1.67M (+9.1%) over the same point last year.
- **Every month in the window is pacing ahead of last year,** led by January at +12.7%.

BED TAX COLLECTIONS

Source: Four Penny Report, Monroe County TDC · August 2026, as of 10/8

−11.1%	+2.1%
August · $3.11M	FY26 YTD (Oct–Aug) · $60.8M

- **August collections were $3.11M,** down 11.1% against a strong August 2025 (+7.3%), and down 4.7% from August 2024.
- **Fiscal year to date, collections total $60.8M,** up $1.24M (+2.1%) over the same period last year.

REGIONAL MARKET BENCHMARKING

Source: Amadeus D360 regional comp set · as of 10/18 · estimated RevPAR YoY change vs STLY

MARKET	NOV	DEC	JAN
Monroe County	+21.2%	+12.6%	+15.6%
Ft Lauderdale	+3.1%	+11.3%	+9.6%
Miami	+31.5%	+39.3%	+14.0%
Palm Beach	+12.6%	+21.7%	+4.7%
Sarasota	+11.1%	+2.5%	+2.4%
Puerto Rico	+12.9%	+34.4%	+41.3%
US Virgin Islands	+14.3%	+28.3%	+18.9%
Bahamas	+12.9%	+24.3%	+1.7%
Dominican Republic	+2.3%	+0.5%	+8.6%

- **Every market in the comp set is pacing positive** for all three months.
- **Monroe County leads Florida in January at +15.6%** and is second to Miami in November.
- **Puerto Rico shows the strongest late window,** at +34.4% in December and +41.3% in January.

Estimated RevPAR combines forecast ADR and occupancy changes from TravelClick D360: (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