WEEKLY PERFORMANCE SNAPSHOT

November 2, 2026

The Florida Keys & Key West
MONROE COUNTY TDC

THE BOTTOM LINE

For the week of October 18–24, Florida Keys RevPAR rose 10.3% and Key West rose 11.9%, with ADR driving most of the gain. Vacation Rental Revenue for November–January is up 7.1% on the books, and D360 shows RevPAR ahead in each of the next three months.

OCT 18–24 REVPAR · FLORIDA KEYS
$251.91
▲10.3% vs LY
ADR $364.02 · Occ 69.2%

OCT 18–24 REVPAR · KEY WEST
$322.58
▲11.9% vs LY
ADR $419.71 · Occ 76.9%

VACATION RENTAL REVENUE
$20.3M
▲7.1% vs LY
Nov–Jan on the books

HOTEL PERFORMANCE

Source: STR/CoStar · weekly, October 18–24

- **ADR drove the gain.** Florida Keys ADR rose 7.0% to $364.02 and occupancy rose 3.1% to 69.2%.
- **Key West followed the same pattern.** ADR rose 7.9% to $419.71 and occupancy rose 3.7% to 76.9%.
- **Calendar YTD RevPAR is up 11.5%** for the Florida Keys ($280.66) and up 10.3% for Key West ($298.18).

FORWARD OUTLOOK

Source: TravelClick D360 · as of October 25, 2026

NOV	DEC	JAN
+19.9% RevPAR	+13.4% RevPAR	+8.5% RevPAR

- **RevPAR is ahead in all three months,** with the gain narrowing from November to January.
- **November splits evenly,** ADR up 10.1% and occupancy up 9.8%. January leans on occupancy (+5.2%) over ADR (+3.3%).

VACATION RENTAL PACING

Source: Key Data · as of 11/1 vs same point LY

NOV	DEC	JAN
+2.9% $5.8M	+8.2% $7.2M	+9.6% $7.4M

- **$20.3M on the books** for November–January, up $1.4M (+7.1%) over same point LY.
- **Every month is ahead,** with gains building from +2.9% in November to +9.6% in January.

U.S. HOTEL MARKET

Source: CoStar · U.S. weekly, October 18–24

+12.6% U.S. RevPAR, $125.31	+7.4% U.S. ADR, $179.55
+4.8% U.S. occupancy, 69.8%	+39.7% Chicago RevPAR, top gain of the top 25 markets

- **U.S. RevPAR growth outpaced the Florida Keys and Key West** this week. U.S. RevPAR fell 5.3% in the same week of 2025.

Sources: STR/CoStar, TravelClick D360, Key Data, CoStar U.S. weekly

PREPARED BY THE MONROE COUNTY TDC