WEEKLY PERFORMANCE SNAPSHOT · MONTHLY STR RELEASE

November 23, 2026

October 2026 monthly STR data · Dec–Feb D360 outlook · vacation rental pacing · September bed tax

The Florida Keys & Key West
MONROE COUNTY TDC

THE BOTTOM LINE

October 2026 monthly STR data shows **Florida Keys RevPAR up 13.6%** and **Key West RevPAR up 12.7%.** Hotel RevPAR is pacing ahead December through February, and Vacation Rental Revenue on the books is up 3.2%.

OCTOBER REVPAR · FLORIDA KEYS
$193.26
▲13.6% vs LY
ADR $294.42 · Occ 65.6%

OCTOBER REVPAR · KEY WEST
$223.77
▲12.7% vs LY
ADR $310.57 · Occ 72.1%

VACATION RENTAL REVENUE
$24.0M
▲3.2% vs LY
December–February on the books

HOTEL PERFORMANCE

Source: STR/CoStar · October 2026 monthly

- **Florida Keys RevPAR rose 13.6%.** Occupancy was 65.6% (+7.0%) and ADR was $294.42 (+6.3%).
- **Key West RevPAR rose 12.7%.** Occupancy was 72.1% (+6.2%) and ADR was $310.57 (+6.2%).
- **Calendar YTD RevPAR is up 10.0%** in the Florida Keys ($277.45) and 9.0% in Key West ($295.22).

HOTEL FORWARD OUTLOOK

Source: TravelClick D360 · as of November 15, 2026

DEC	JAN	FEB
+11.8%	+12.1%	+9.5%
RevPAR	RevPAR	RevPAR

- **Estimated RevPAR is pacing positive across all three months,** December through February.
- **December and February are rate-led** (ADR +7.7%, +8.3%); February occupancy is up 1.1%. **January is occupancy-led** (+9.6%).
- **December and January are below the October 18 pull,** which showed +12.6% and +15.6%.

VACATION RENTAL PACING

Source: Key Data, Unit Revenue (Nightly) · as of 11/20 vs same point LY

DEC	JAN	FEB
+4.3%	+4.7%	+0.9%
$7.67M	$7.84M	$8.52M

- **$24.0M on the books** for December through February, up $738K (+3.2%) over the same point last year.
- **Every month is pacing ahead of last year.** January leads at +4.7%, and February is up 0.9%.

BED TAX COLLECTIONS

Source: Monroe County TDC Four Penny Report · through September 30, 2026

+14.9%	+2.6%
September · $2.30M	FY26 (Oct–Sep) · $63.2M

- **September collections were $2.30M,** up 14.9% against a soft September 2025 (−7.1%), and up 6.7% from September 2024.
- **FY26 closed at $63.2M,** up 2.6%, the highest fiscal year since FY22.

REGIONAL MARKET BENCHMARKING

Source: TravelClick D360 regional comp set · as of November 15, 2026 · RevPAR change vs same time last year

MARKET	DEC	JAN	FEB
Monroe County	**+11.8%**	**+12.1%**	**+9.5%**
Ft Lauderdale	+14.0%	+9.6%	+16.8%
Miami	+27.1%	+9.0%	+19.0%
Palm Beach	+7.3%	+4.4%	+6.4%
Sarasota	+5.4%	+1.7%	+17.5%
Puerto Rico	+20.4%	+28.6%	+40.3%
US Virgin Islands	+29.0%	+22.1%	+9.7%
Bahamas	+10.7%	−1.8%	−14.1%
Dominican Republic	+10.5%	+11.8%	+19.5%

- **Monroe County posts positive RevPAR in all three months,** and leads Florida in January (+12.1%, 3rd of 9).
- **February is Monroe's softest month in the comp set** at +9.5%, 7th of 9, with occupancy up 1.1%.
- **Bahamas is the only market with negative months,** down 1.8% in January and 14.1% in February.

RevPAR figures are estimated: (1 + ADR YoY) × (1 + occupancy YoY) − 1, derived from D360 ADR and committed occupancy pace. Applied to all nine markets; monthly occupancy is weighted from daily data.

Sources: STR/CoStar (monthly, calendar year), TravelClick D360, Key Data, Monroe County TDC Four Penny Report

PREPARED BY THE MONROE COUNTY TDC