



March 2025 LODGING TRENDS

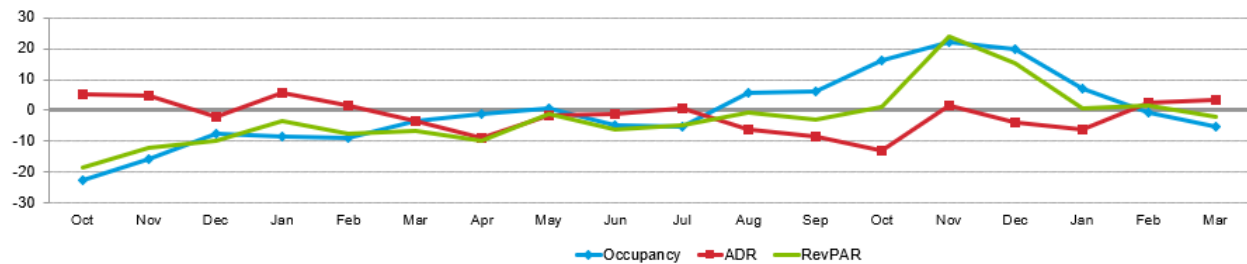
Bed Tax Revenues

March 2025	\$352,791.99
March 2024	\$366,825.98

Total Sales on all Accommodations

March 2025	\$7,393,249.96
March 2024	\$7,488,178.54

Monthly Percent Change



Vacation Rental Snapshot: Airbnb & VRBO Only -AirDNA

		Avail Listings	Booked Listings	Occupancy Rate	Avg Daily Rate	RevPar
March	2025	1243	1217	73%	\$332	\$242
March	2024	1210	1175	74%	\$316	\$233
Change		+3%	+4%	-1%	+5%	+4%

Hotel & Resort Snapshot – Smith Travel Report (STR)

	Occupancy	Average Daily Rate	RevPar
March 2025	70.8%	\$211.14	\$149.58
March 2024	74.7%	\$204.11	\$152.39
Change	-5.1%	+3.4	-1.8%