



## March 2025 LODGING TRENDS

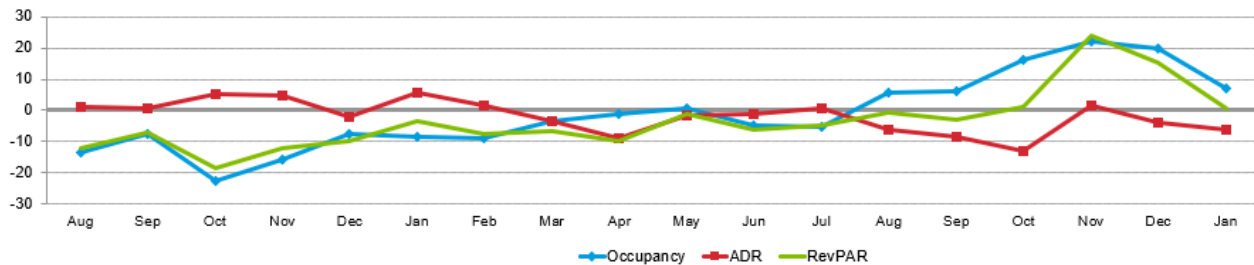
### Bed Tax Revenues

January 2025	\$352,915.52
January 2024	\$297,215.39

### Total Sales on all Accommodations

January 2025	\$7,186,052.74
January 2024	\$6,052,455.88

Monthly Percent Change



### Vacation Rental Snapshot: Airbnb & VRBO Only -AirDNA

		Avail Listings	Booked Listings	Occupancy Rate	Avg Daily Rate	RevPar
January	2025	1145	1030	41%	\$282	\$116
January	2024	1089	967	41%	\$260	\$107
Change		+5%	+6%	0%	0%	+8%

### Hotel & Resort Snapshot – Smith Travel Report (STR)

	Occupancy	Average Daily Rate	RevPar
January 2025	56.4%	\$141.13	\$79.55
January 2024	52.7%	\$150.14	\$79.12
Change	+7%	-6%	+ 0.6%