

BY THE NUMBERS

RUNNING 12-MONTH ➤ JAN 1 - DEC 31

76.3%

occupancy

Amid unprecedented growth, the traditional hotel/motel market grew 2.7% over 2018. Demand for rooms grew 1.1%. The months of March and April led the year with occupancy rates topping 86%. Best day of the year -- February 16, 2019 with a 96.1% occupancy rate. Calendar year occupancy is down 1.6% over 2018.

\$146.87

ADR

For the better part of 2019, hotel partners recognized a shift in consumer price sensitivity. Alternative lodging (vacation rental homes) has increased nearly 37% from 2018. The Florida Keys and the Caribbean are back open for business after devastating hurricanes. Hoteliers are adjusting to stay competitive. Calendar year ADR is down 1% over 2018.

\$112.05

revPAR

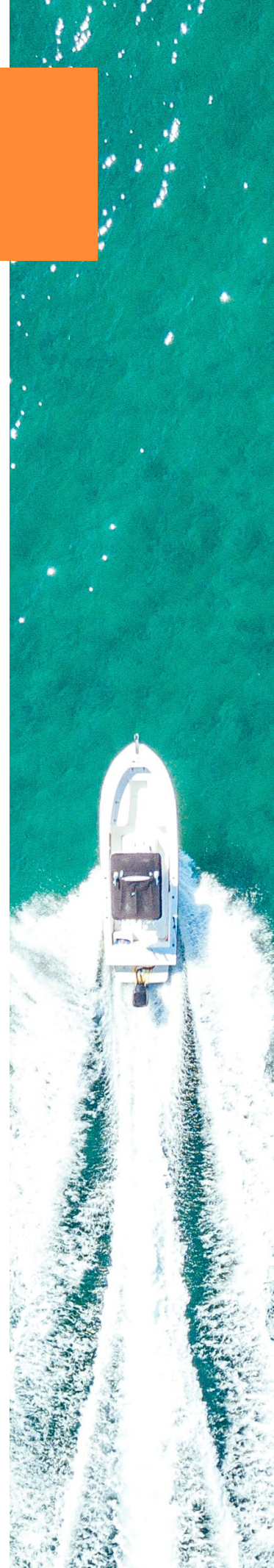
RevPAR is a product of occupancy and ADR. With both metrics down slightly over 2018 and the 2.7% growth in hotel/motel rooms, RevPAR is down 2.5% over last year.

\$80,413,598

TDT revenue

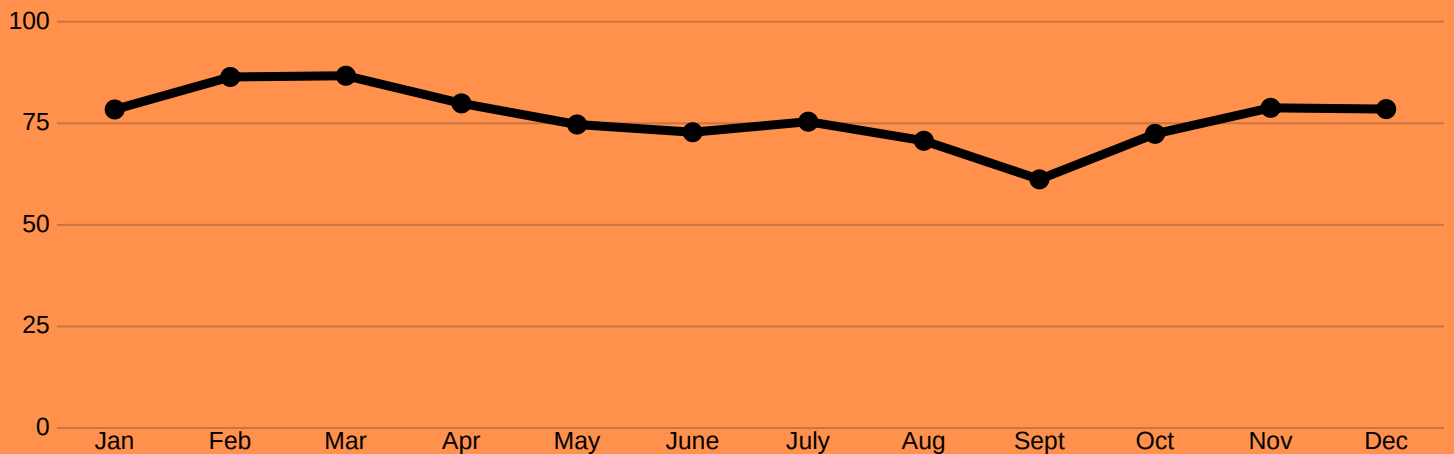
Through Nov 2019 (latest totals available), revenue collections are 2% higher than same time last year. October 2019 posted a 6.5% increase over 2018, while November posted a 8.1% increase over 2018.

Stay in the know! Visit: [sunny.org/partners/market-research/](https://www.sunny.org/partners/market-research/) Click on the first link "GFLCVB Hospitality Report" for the latest lodging metrics, tax revenue, hotel pipeline, employment and more.

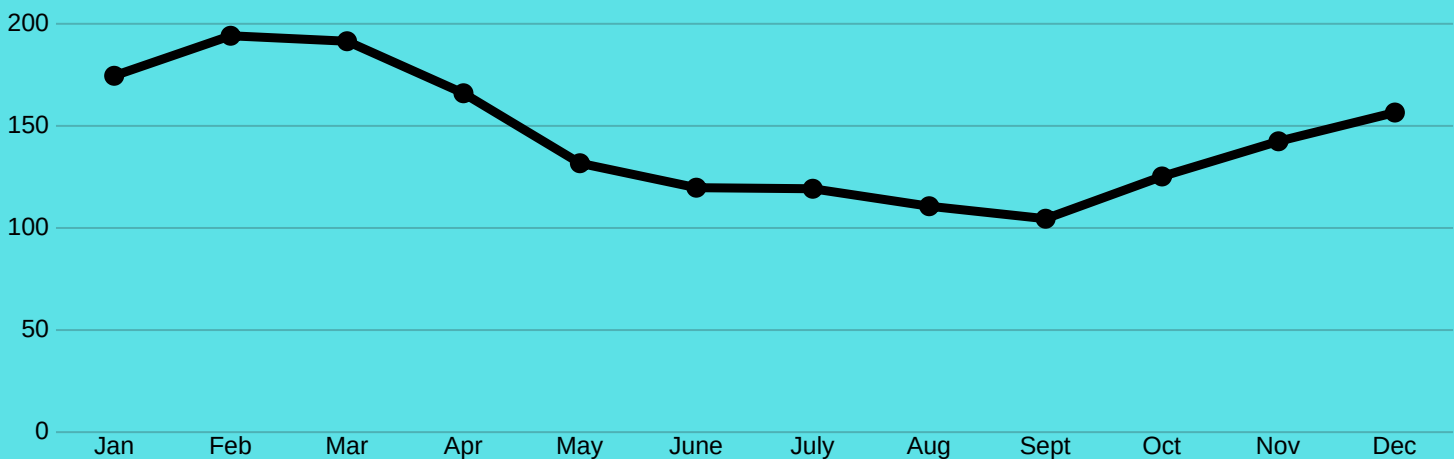


2019

OCCUPANCY



ADR



REVPAR

