



As a reminder, our revenue and other monthly reports are not received until mid to late month for the month prior which is why we must report January 2024 numbers for this report.

Tourist Development Tax Revenues

January 2024	\$297,215.39
January 2023	\$347,294.88
Change	-14.0%

Hotel & Resort Snapshot

	Occupancy	Average Daily Rate
January 2024	52.7%	\$150.14
January 2023	57.4%	\$142.27
Change	-8.3%	+5.5%

Vacation Rental Snapshot: Airbnb & VRBO only

	Average Listings	Occupancy Rate	Average Daily Rate
January 2024	873	45%	\$ 286.00
January 2023	775	49%	\$306.00
Change	+12.6%	-8.1%	- 6.5%

Total Sales on all Accommodations

January 2024	\$6,052,455.88
January 2023	\$7,109,453.71