

Smith Travel Research Market Trend Report

Courtesy of Monroe County Tourist Development Council

For the month of: May 2008

	Current Month - May 2008 vs May 2007												Year to Date - May 2008 vs May 2007												Participation			
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from May 2008						Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD 2008						Properties		Rooms	
	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Florida Keys	74.4	71.4	182.81	190.78	135.97	136.23	4.2	-4.2	-0.2	3.1	3.3	7.6	77.3	77.2	214.10	225.00	165.49	173.80	0.1	-4.8	-4.8	-2.0	2.9	3.0	156	42	8523	4431
Florida Keys Luxury	69.4	65.9	288.47	294.71	200.21	194.30	5.3	-2.1	3.0	12.5	9.2	15.0	73.8	69.5	350.70	359.02	258.83	249.51	6.2	-2.3	3.7	8.5	4.6	11.1	18	12	1776	1531
Florida Keys Upscale	67.9	69.8	221.37	217.21	150.38	151.60	-2.7	1.9	-0.8	-2.7	-1.9	-4.5	66.0	77.1	255.10	254.40	168.36	196.08	-14.4	0.3	-14.1	-15.7	-1.9	-16.0	25	9	1420	965
Florida Keys Midprice	74.6	71.4	158.62	163.26	118.34	116.57	4.5	-2.8	1.5	5.7	4.1	8.8	78.2	76.6	181.42	189.66	141.92	145.33	2.1	-4.3	-2.3	2.8	5.3	7.5	56	20	3740	1802
Florida Keys Economy																									23	1	619	133
Florida Keys Budget																									34		968	
Key West	82.6	78.5	187.87	192.52	155.11	151.04	5.2	-2.4	2.7	10.0	7.1	12.8	85.7	83.1	220.19	227.56	188.71	188.99	3.2	-3.2	-0.1	7.5	7.7	11.1	85	27	4452	2643
Key West Lower Tier																									28	1	851	133
Key West Middle Tier	84.5	81.4	154.04	157.59	130.10	128.22	3.8	-2.3	1.5	11.0	9.4	13.6	88.7	85.8	180.23	186.21	159.83	159.84	3.3	-3.2	-0.0	12.4	12.4	16.1	29	10	1711	901
Key West Upper Tier	75.9	72.9	266.47	258.46	202.33	188.44	4.1	3.1	7.4	16.6	8.6	13.1	78.4	75.8	312.56	308.94	245.15	234.02	3.5	1.2	4.8	12.4	7.3	11.1	28	16	1890	1609
Florida Keys Excluding Key West	65.4	64.3	175.81	188.62	115.04	121.21	1.8	-6.8	-5.1	-5.7	-0.7	1.2	68.2	71.5	205.79	222.05	140.27	158.77	-4.7	-7.3	-11.7	-13.3	-1.8	-6.4	71	15	4071	1788
Florida Keys Excluding Key West Lower Tier																									24		670	
Florida Keys Excluding Key West Middle Tier	44.7	47.1	121.95	133.48	54.55	62.80	-4.9	-8.6	-13.1	-13.1	0.0	-4.9	55.5	55.0	138.21	146.71	76.71	80.70	0.9	-5.8	-4.9	-4.9	0.0	0.9	21	4	853	283
Florida Keys Excluding Key West Upper Tier	65.0	64.7	214.02	219.10	139.12	141.79	0.4	-2.3	-1.9	-2.9	-1.0	-0.6	65.2	71.4	254.63	261.25	165.96	186.51	-8.7	-2.5	-11.0	-13.6	-2.9	-11.4	26	11	2548	1505

Key Largo	
Occupancy (%)	#
	May
	This Year # 71.6
	Last Year # 65.4
Percent Change # 9.4	
ADR (\$)	#
	May
	This Year # 154.59
	Last Year # 169.26
Percent Change # -8.7	
RevPAR (\$)	#
	May
	This Year # 110.70
	Last Year # 110.76
Percent Change # -0.1	

Year To Date	
2007	2008
71.6	74.9
69.0	71.6
3.8	4.6

Running 12 Months		
2006	2007	2008
60.3	60.0	65.8
59.3	60.3	60.0
1.7	-0.4	9.6

Year To Date	
2007	2008
203.50	188.65
191.43	203.50
6.3	-7.3

Running 12 Months		
2006	2007	2008
164.83	174.63	168.09
158.96	164.83	174.63
3.7	5.9	-3.7

Year To Date	
2007	2008
145.77	141.35
132.08	145.77
10.4	-3.0

Running 12 Months		
2006	2007	2008
99.40	104.86	110.59
94.30	99.40	104.86
5.4	5.5	5.5

SOURCE: Smith Travel Research Copyright 2008

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