

# Smith Travel Research Overview

## Data By Measure – July – September 2025

Year	Occupancy	ADR	Demand	Revenue
2022	54.1%	\$117.47	27,647	\$3,245,437
2023	54.3%	\$117.89	27,696	\$3,258,343
2024	64.7%	\$118.27	32,988	\$3,899,128
2025	71.2%	\$121.92	36,258	\$4,434,727

# Smith Travel Research Overview

Data By Measure – October 1 – December 27, 2025

Year	Occupancy	ADR	Demand	Revenue
2022	55.4%	\$125.74	28,300	\$3,573,741
2023	59.4%	\$126.64	30,342	\$3,833,220
2024	65.6%	\$126.77	33,376	\$4,249,512
12/27/2025	65.2%	\$124.97	31,816	\$3,996,499

\* Figures do not include The Kendall, The William or Short-Term Rental Properties

# Smith Travel Research Overview

## Data By Measure – January 1 – December 27, 2025

Year	Occupancy	ADR	Demand	Revenue
2022	54.4%	\$124.24	110,085	\$13,758,449
2023	56.3%	\$121.47	114,048	\$13,897,313
2024	63.2%	\$123.96	127,614	\$15,899,689
12/27/2025	63.4%	\$121.80	126,806	\$15,529,840

\* Figures do not include The Kendall, The William or Short-Term Rental Properties