

Smith Travel Research Overview

Data By Measure – Oct. 1 – Dec. 28, 2024

Year	Occupancy	ADR	Demand	Revenue
2021	55.88	\$121.67	28,521	\$3,474,424
2022	55.39	\$125.74	28,300	\$3,573,741
2023	59.44	\$126.64	30,342	\$3,848,032
12/28/2024	65.70	127.05	32,479	\$4,150,581

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

Smith Travel Research Overview

Data By Measure – Jan. 1 – Dec. 28, 2024

Year	Occupancy	ADR	Demand	Revenue
2021	55.84	\$115.14	113,146	\$13,118,856
2022	54.35	\$124.24	110,085	\$13,758,449
2023	56.33	\$121.47	114,048	\$13,922,764
12/28/2024	63.19	\$124.01	127,254	\$15,862,169

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