



Photo credit: The Greater Key West Chamber of Commerce

# Statistics on Tourism | October 2025

All Available Data as of October 30, 2025

The Greater Key West Chamber of Commerce



# The Greater Key West Chamber of Commerce Statistics on Tourism | October 2025

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(Due to different delivery dates, this report reflects all data available through October 30, 2025)

# Statistics on Tourism | October 2025

## KEY FIGURES INCLUDED IN THIS MONTH'S REPORT



### KEY WEST HOTEL MONTHLY UPDATE

- September 2025 Monthly Occupancy Rate: **51.1% (-4.8%)**
- September 2025 Monthly Average Daily Rate: **\$213.30 (-6.3%)**



### KEY WEST CRUISE SHIPS

- September 2025 Passenger Counts: **33,005 (-18.3%)**
- Year-to-Date 2025 Passenger Counts: **484,078 (+15.3%)**
  - Year-to-Date 2019 Passenger Counts: **704,703 (-31.3% compared to 2025)**
- Year-to-Date 2025 Passenger Revenue: **\$1,585,355 (+\$211,129 compared to 2024)**
  - Year-to-Date 2019 Passenger Revenue: **\$2,307,902 (-\$722,547 compared to 2025)**
- September 2025 Port Calls: **14 (-17.6%)**
- Year-to-Date 2025 Port Calls: **176 (+4.8%)**



### KEY WEST FERRY

- September 2025 Passenger Arrivals: **2,592 (+10.8%)**
- Year-to-Date 2025 Passenger Arrivals: **55,734 (-2.2%)**



### KEY WEST AIRPORT

- September 2025 Passenger Arrivals: **36,339 (+1.7%)**
- Year-to-Date 2025 Passenger Arrivals: **543,575 (+1.6%)**



### KEY WEST (DAC I) BED TAX DATA

- August 2025 Bed Tax Collected: **\$1,439,156 (-2.4%)**
- Year-to-Date 2025 Bed Tax Collected: **\$20,794,332 (-0.7%)**



### LABOR FORCE

- August 2025 Unemployment Rate | **Key West:** 3.0%, **Monroe County:** 3.1%
- August 2025 Unemployed Persons | **Key West:** 508, **Monroe County:** 1,588
- August 2025 Employed Persons | **Key West:** 16,444, **Monroe County:** 49,314
- August 2025 Labor Force | **Key West:** 16,952, **Monroe County:** 50,902



### MONROE COUNTY SALES TAX

- August 2025 Tourism & Recreation Taxable Sales: **\$219,870,288 (-7.21%)**
- August 2025 Total County Sales (Including Retail and Commercial): **\$400,876,444 (-5.64%)**

(Data in parenthesis depicts year over year difference)

# KEY WEST HOTEL MONTHLY UPDATE


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**Statistics on Tourism | October 2025**



# Key West Hotel Data | Monthly Update



	Occupancy Rate		Average Daily Rate		Percent Changes from 2024	
	2025	2024	2025	2024	Occupancy	ADR
September	51.1%	55.9%	\$213.30	\$227.71	-4.8 percentage points	-6.3%
YTD	77.8%	78.2%	\$345.85	\$358.09	-0.4 percentage points	+3.4%

## Occupancy Rate | Key Observations:

- The September 2025 Key West Hotel Occupancy Rate was 51.1%, which was lower compared to the same month in 2024 (-4.8 percentage points). The September 2024 Key West Hotel Occupancy rate was 55.9%.
- The Year-to-Date Average Monthly Occupancy Rate (January-September 2025) is 77.8%, which is consistent with the same time frame in 2024.

## Average Daily Rate | Key Observations:

- The September 2025 Key West Hotel Average Daily Rate was \$213.30 which was down -6.3 percentage points from September 2024 (\$227.71).
- The Year-to-Date Average Daily Rate (January-September 2025) is \$345.85, which was consistent with the same timeframe in 2024 (\$358.09).

# CRUISE SHIP DATA

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**Statistics on Tourism | October 2025**

# Key West Cruise Ship Data | Passenger Counts



## Passenger Counts

Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	88,918	83,391	95,732	89,444	95,576	98,575	-	1,647	54,940	54,810	58,993
Feb	84,501	74,567	74,008	92,680	91,897	101,250	-	3,281	43,306	39,363	63,968
Mar	108,069	68,984	77,623	97,130	81,945	40,403	-	13,117	58,717	57,757	67,002
Apr	71,509	76,324	69,648	83,309	91,405	-	-	28,791	44,304	49,133	53,240
May	30,317	33,887	45,579	69,965	69,289	-	-	15,633	30,854	43,001	52,535
Jun	35,358	41,525	54,979	61,727	73,215	-	-	28,460	33,398	45,445	53,600
Jul	41,821	47,747	63,113	70,171	80,274	-	-	32,601	40,611	45,824	50,542
Aug	32,791	41,926	56,316	54,383	64,985	-	-	37,627	29,637	43,861	51,193
Sep	37,244	31,467	11,714	33,763	56,117	-	-	19,722	33,968	40,417	33,005
Oct	37,570	52,206	46,137	52,534	77,902	-	-	24,627	24,240	41,283	
Nov	73,579	56,599	72,358	65,623	80,674	-	1,000	43,542	38,816	41,999	
Dec	85,260	88,264	94,872	90,463	101,516	-	3,369	45,106	47,013	60,106	
Total	726,937	696,887	762,079	861,192	964,795	240,228	4,369	294,154	479,804	562,999	484,078

(Source: City of Key West Port Operations Office)

# Key West Cruise Ship Data | Passenger Counts

## Percentage Change from Prior Year



Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	8.5%	-6.2%	14.8%	-6.6%	6.9%	3.1%	-100.0%	100.0%	3235.8%	-0.2%	7.6%
Feb	5.1%	-11.8%	-0.7%	25.2%	-0.8%	10.2%	-100.0%	100.0%	1219.9%	-9.1%	62.5%
Mar	-0.7%	-36.2%	12.5%	25.1%	-15.6%	-50.7%	-100.0%	100.0%	347.6%	-1.6%	16.0%
Apr	-8.8%	6.7%	-8.7%	19.6%	9.7%	-100.0%	0.0%	100.0%	53.9%	10.9%	8.4%
May	-48.8%	11.8%	34.5%	53.5%	-1.0%	-100.0%	0.0%	100.0%	97.4%	39.4%	22.2%
Jun	-27.8%	17.4%	32.4%	12.3%	18.6%	-100.0%	0.0%	100.0%	17.4%	36.1%	17.9%
Jul	-11.3%	14.2%	32.2%	11.2%	14.4%	-100.0%	0.0%	100.0%	24.6%	12.8%	10.3%
Aug	-13.8%	27.9%	34.3%	-3.4%	19.5%	-100.0%	0.0%	100.0%	-21.2%	48.0%	16.7%
Sep	-3.5%	-15.5%	-62.8%	188.2%	66.2%	-100.0%	0.0%	100.0%	72.2%	19.0%	-18.3%
Oct	-23.6%	39.0%	-11.6%	13.9%	48.3%	-100.0%	0.0%	100.0%	-1.6%	70.3%	
Nov	13.2%	-23.1%	27.8%	-9.3%	22.9%	-100.0%	100.0%	4254.2%	-10.9%	8.2%	
Dec	-15.7%	3.5%	7.5%	-4.6%	12.2%	-100.0%	100.0%	1238.9%	4.2%	27.9%	
AVG	-8.8%	-4.1%	9.4%	13.0%	12.0%	-75.1%	-98.2%	6632.8%	63.1%	17.3%	15.9%

(Source: City of Key West Port Operations Office)



# Key West Cruise Ship Data | Passenger Counts

## Year-to-Date Number of Passenger Arrivals



Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	88,918	83,391	95,732	89,444	95,576	98,575	-	1,647	54,940	54,810	58,993
Feb	173,419	157,958	169,740	182,124	187,473	199,825	-	4,928	98,246	94,173	122,961
Mar	281,488	226,942	247,363	279,254	269,418	240,228	-	18,045	156,963	151,930	189,963
Apr	352,997	303,266	317,011	362,563	360,823	240,228	-	46,836	201,267	201,063	243,203
May	383,314	337,153	362,590	432,528	430,112	240,228	-	62,469	232,121	244,064	295,738
Jun	418,672	378,678	417,569	494,255	503,327	240,228	-	90,929	265,519	289,509	349,338
Jul	460,493	426,425	480,682	564,426	583,601	240,228	-	123,530	306,130	335,333	399,880
Aug	493,284	468,351	536,998	618,809	648,586	240,228	-	161,157	335,767	379,194	451,073
Sep	530,528	499,818	548,712	652,572	704,703	240,228	-	180,879	369,735	419,611	484,078
Oct	568,098	552,024	594,849	705,106	782,605	240,228	-	205,506	393,975	460,894	
Nov	641,677	608,623	667,207	770,729	863,279	240,228	1,000	249,048	432,791	502,893	
Dec	726,937	696,887	762,079	861,192	964,795	240,228	4,369	294,154	479,804	562,999	

(Source: City of Key West Port Operations Office)

# Key West Cruise Ship Data | Passenger Counts

## Year-to-Date Percentage Change from Prior Year (Passenger Arrivals)

Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	8.5%	-6.2%	14.8%	-6.6%	6.9%	3.1%	-100.0%	100.0%	3235.8%	-0.2%	7.6%
Feb	6.8%	-8.9%	7.5%	7.3%	2.9%	6.6%	-100.0%	100.0%	1893.6%	-4.1%	30.6%
Mar	3.8%	-19.4%	9.0%	12.9%	-3.5%	-10.8%	-100.0%	100.0%	769.8%	-3.2%	25.0%
Apr	1.0%	-14.1%	4.5%	14.4%	-0.5%	-33.4%	-100.0%	100.0%	329.7%	-0.1%	21.0%
May	-6.3%	-12.0%	7.5%	19.3%	-0.6%	-44.1%	-100.0%	100.0%	271.6%	5.1%	21.2%
Jun	-8.6%	-9.6%	10.3%	18.4%	1.8%	-52.3%	-100.0%	100.0%	192.0%	9.0%	20.7%
Jul	-8.8%	-7.4%	12.7%	17.4%	3.4%	-58.8%	-100.0%	100.0%	147.8%	9.5%	19.2%
Aug	-9.2%	-5.1%	14.7%	15.2%	4.8%	-63.0%	-100.0%	100.0%	108.3%	12.9%	19.0%
Sep	-8.8%	-5.8%	9.8%	18.9%	8.0%	-65.9%	-100.0%	100.0%	104.4%	13.5%	15.3%
Oct	-9.9%	-2.8%	7.8%	18.5%	11.0%	-69.3%	-100.0%	100.0%	91.7%	17.0%	
Nov	-7.8%	-5.2%	9.6%	15.5%	12.0%	-72.2%	-99.6%	24804.8%	73.8%	16.2%	
Dec	-8.8%	-4.1%	9.4%	13.0%	12.0%	-75.1%	-98.2%	6632.8%	63.1%	17.3%	

(Source: City of Key West Port Operations Office)

# Key West Cruise Ship Data | Port Calls

## Number of Port Calls



Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	43	43	47	47	42	51	-	5	26	24	24
Feb	39	35	36	41	40	48	-	5	20	24	24
Mar	48	33	33	44	35	20	-	14	22	22	23
Apr	31	33	30	38	39	-	-	16	16	17	20
May	11	12	17	27	27	-	-	6	11	16	21
Jun	12	17	20	23	28	-	-	12	11	15	17
Jul	13	17	23	25	30	-	-	14	13	16	16
Aug	11	16	23	21	26	-	-	16	10	17	17
Sep	13	16	6	14	27	-	-	10	12	17	14
Oct	16	28	21	24	39	-	-	12	10	17	
Nov	29	27	37	32	37	-	2	19	17	18	
Dec	40	44	48	43	47	-	6	20	21	25	
Total	306	321	341	379	417	119	8	149	189	228	176

(Source: City of Key West Port Operations Office)

# Key West Cruise Ship Data | Port Calls



## Percentage Change from Prior Year (Port Calls)

Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	16.2%	0.0%	9.3%	0.0%	-10.6%	21.4%	-100.0%	100.0%	420.0%	-7.7%	0.0%
Feb	5.4%	-10.3%	2.9%	13.9%	-2.4%	20.0%	-100.0%	100.0%	300.0%	20.0%	0.0%
Mar	2.1%	-31.3%	0.0%	33.3%	-20.5%	-42.9%	-100.0%	100.0%	57.1%	0.0%	4.6%
Apr	-3.1%	6.5%	-9.1%	26.7%	2.6%	-100.0%	0.0%	100.0%	0.0%	6.3%	17.7%
May	-54.2%	9.1%	41.7%	58.8%	0.0%	-100.0%	0.0%	100.0%	83.3%	45.5%	31.3%
Jun	-25.0%	41.7%	17.6%	15.0%	21.7%	-100.0%	0.0%	100.0%	-8.3%	36.4%	13.3%
Jul	-18.8%	30.8%	35.3%	8.7%	20.0%	-100.0%	0.0%	100.0%	-7.1%	23.1%	0.0%
Aug	-15.4%	45.5%	43.8%	-8.7%	23.8%	-100.0%	0.0%	100.0%	-37.5%	70.0%	0.0%
Sep	-7.1%	23.1%	-62.5%	133.3%	92.9%	-100.0%	0.0%	100.0%	20.0%	41.7%	-17.6%
Oct	-20.0%	75.0%	-25.0%	14.3%	62.5%	-100.0%	0.0%	100.0%	-16.7%	70.0%	
Nov	0.0%	-6.9%	37.0%	-13.5%	15.6%	-100.0%	100.0%	850.0%	-10.5%	5.9%	
Dec	-21.6%	10.0%	9.1%	-10.4%	9.3%	-100.0%	100.0%	233.3%	5%	19.0%	
AVG	-8.9%	4.9%	6.2%	11.1%	10.0%	-71.5%	-93.3%	1762.5%	26.8%	20.6%	5.5%

(Source: City of Key West Port Operations Office)

# Key West Cruise Ship Data | Port Calls

## Year-to-Date Number of Port Calls



Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	43	43	47	47	42	51	-	5	26	24	24
Feb	82	78	83	88	82	88	-	10	46	48	48
Mar	130	111	116	132	117	108	-	24	68	70	71
Apr	161	144	146	170	156	108	-	40	84	87	91
May	172	156	163	197	183	108	-	46	95	103	112
Jun	184	173	183	220	211	108	-	58	106	118	129
Jul	197	190	206	245	241	108	-	72	119	134	145
Aug	208	206	229	266	267	108	-	88	129	151	162
Sep	221	222	235	280	294	108	-	98	141	168	176
Oct	237	250	256	304	333	108	-	110	151	185	
Nov	266	277	293	336	370	108	2	129	168	203	
Dec	306	321	341	379	417	108	8	149	189	228	

(Source: City of Key West Port Operations Office)

# Key West Cruise Ship Data | Port Calls



## Year-to-Date Percentage Change from Prior Year (Port Calls)

Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	16.2%	0.0%	9.3%	0.0%	-10.6%	-4.8%	-100.0%	100.0%	1580.0%	-7.7%	0.0%
Feb	10.8%	-4.9%	6.4%	6.0%	-6.8%	7.3%	-100.0%	100.0%	360.0%	4.3%	0.0%
Mar	7.4%	-14.6%	4.5%	13.8%	-11.4%	-7.7%	-100.0%	100.0%	183.3%	2.9%	1.4%
Apr	5.2%	-10.6%	1.4%	16.4%	-8.2%	-30.8%	-100.0%	100.0%	110.0%	3.6%	4.6%
May	-2.8%	-9.3%	4.5%	20.9%	-7.1%	-41.0%	-100.0%	100.0%	106.5%	8.4%	8.7%
Jun	-4.7%	-6.0%	5.8%	20.2%	-4.1%	-48.8%	-100.0%	100.0%	82.8%	11.3%	9.3%
Jul	-5.7%	-3.6%	8.4%	18.9%	-1.6%	-55.2%	-100.0%	100.0%	65.3%	12.6%	8.2%
Aug	-6.3%	-1.0%	11.2%	16.2%	0.4%	-59.6%	-100.0%	100.0%	46.6%	17.1%	7.3%
Sep	-6.4%	0.5%	5.9%	19.1%	5.0%	-63.3%	-100.0%	100.0%	43.9%	19.1%	4.8%
Oct	-7.4%	5.5%	2.4%	18.8%	9.5%	-67.6%	-100.0%	100.0%	37.3%	22.5%	
Nov	-6.7%	4.1%	5.8%	14.7%	10.1%	-70.8%	-98.1%	6350.0%	30.2%	20.8%	
Dec	-8.9%	4.9%	6.2%	11.1%	10.0%	-74.1%	-92.6%	1762.5%	26.8%	20.6%	

(Source: City of Key West Port Operations Office)

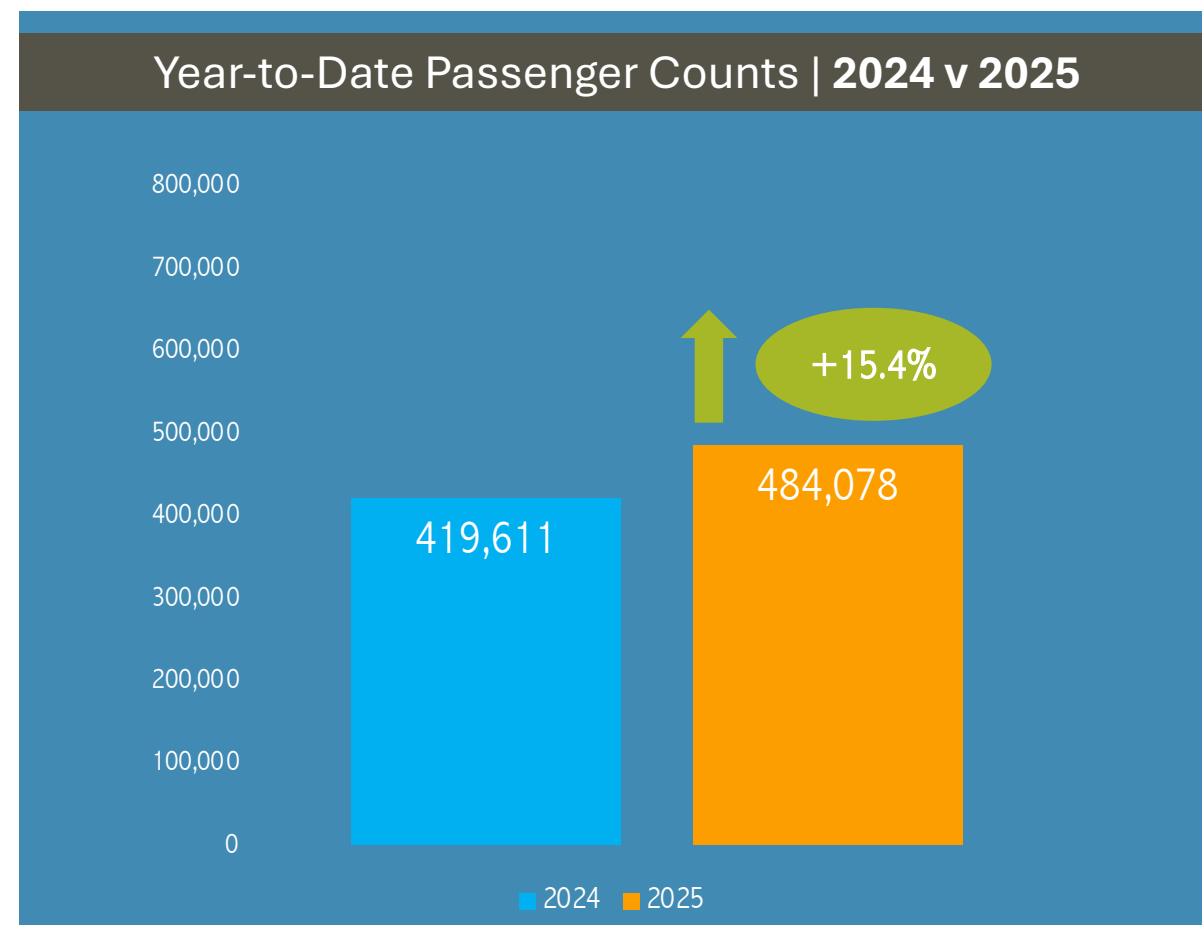
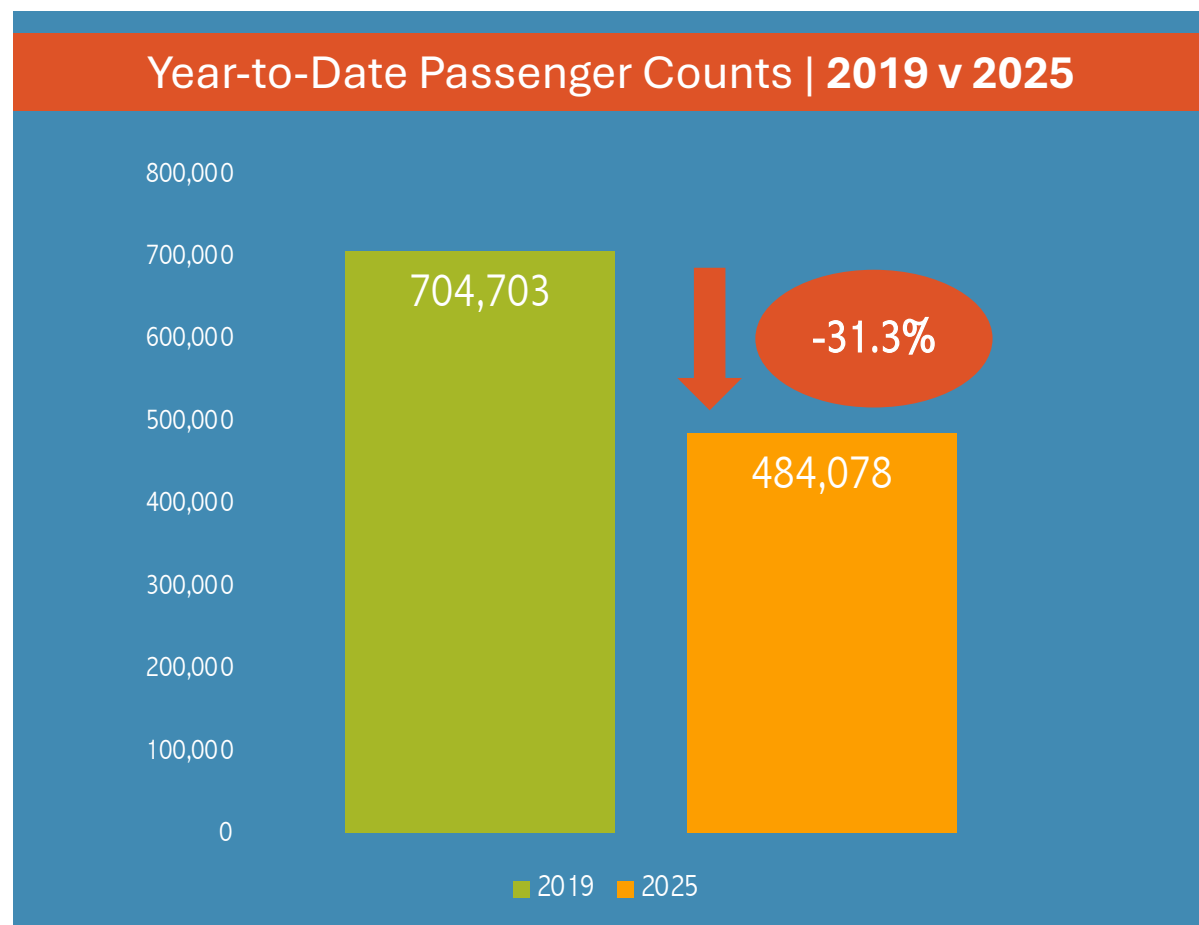


# Key West Cruise Ship Data | Passenger Counts



## Year-to-Date Number of Passenger Arrivals (September)

From January through September 2025, Key West recorded 484,078 passenger arrivals. This reflects a **31.3% decrease** compared to the same period in 2019 (704,703 passengers). However, when compared to 2024, arrivals are showing a rebound, with 2025 passenger counts **up 15.4%** over the first nine months of last year.



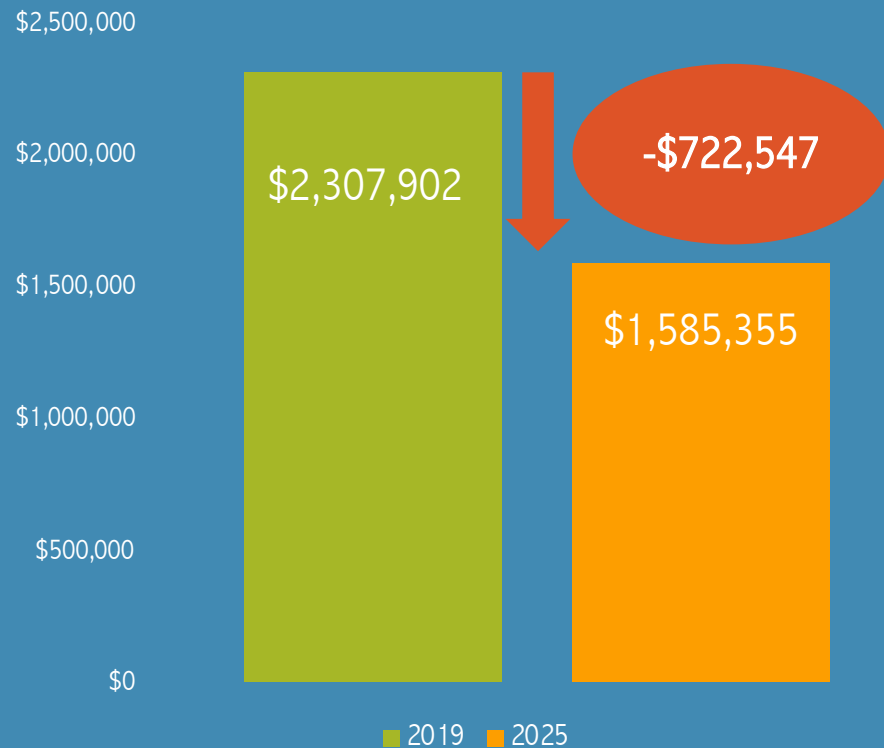
# Key West Cruise Ship Data | Passenger Revenue



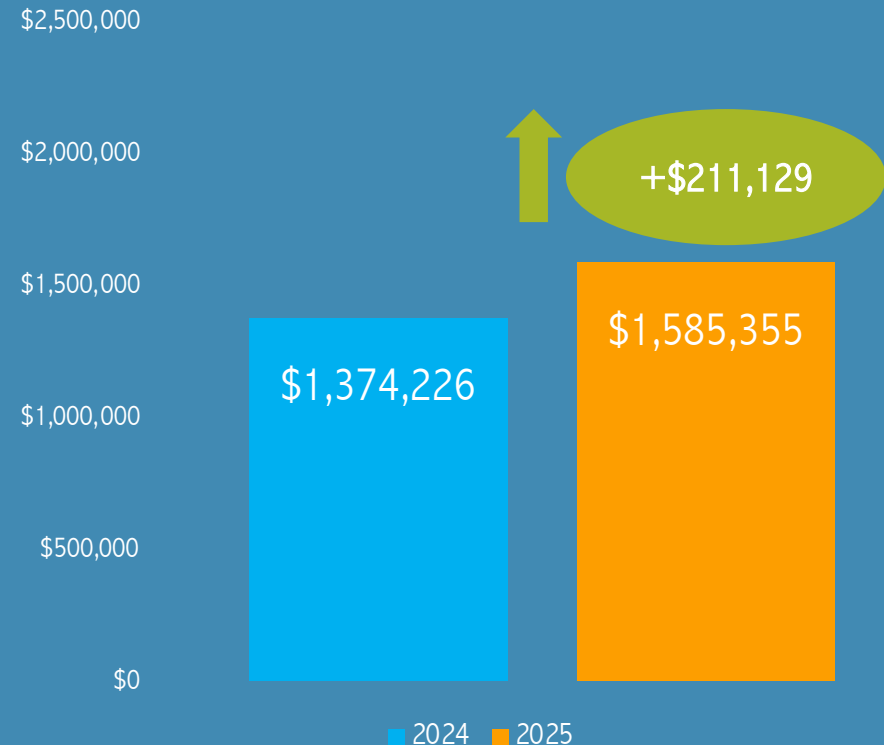
## Year-to-Date Passenger Disembarkation Fee Revenue (September)

From January through September 2025, Key West collected \$1,585,355 in disembarkation fee revenue (\$3.275 per passenger) from passenger arrivals. This reflects a **decrease in revenue of \$722,547** compared to the same period in 2019 (\$2,307,902). However, when compared to 2024, 2025 revenue saw an **increase of \$211,129** over the first nine months of last year.

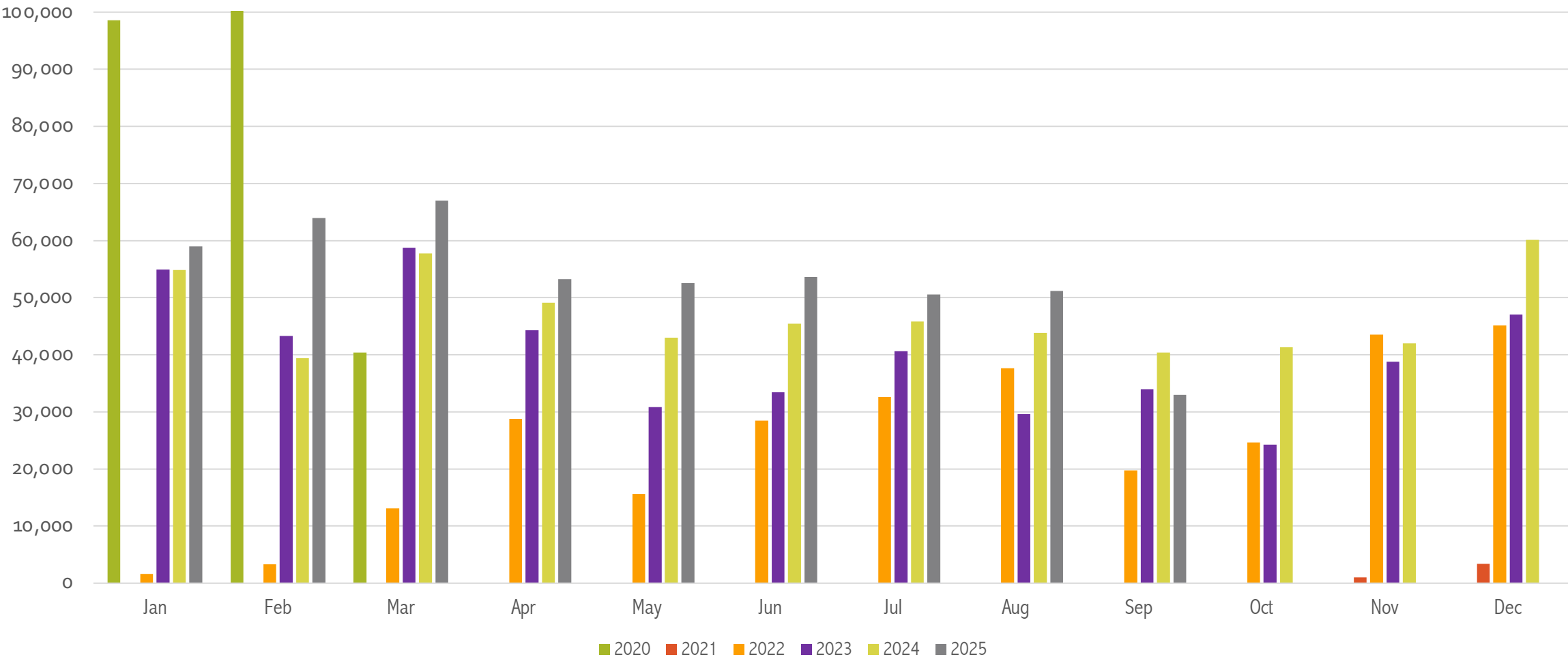
### Year-to-Date Passenger Revenue | 2019 v 2025



### Year-to-Date Passenger Revenue | 2024 v 2025

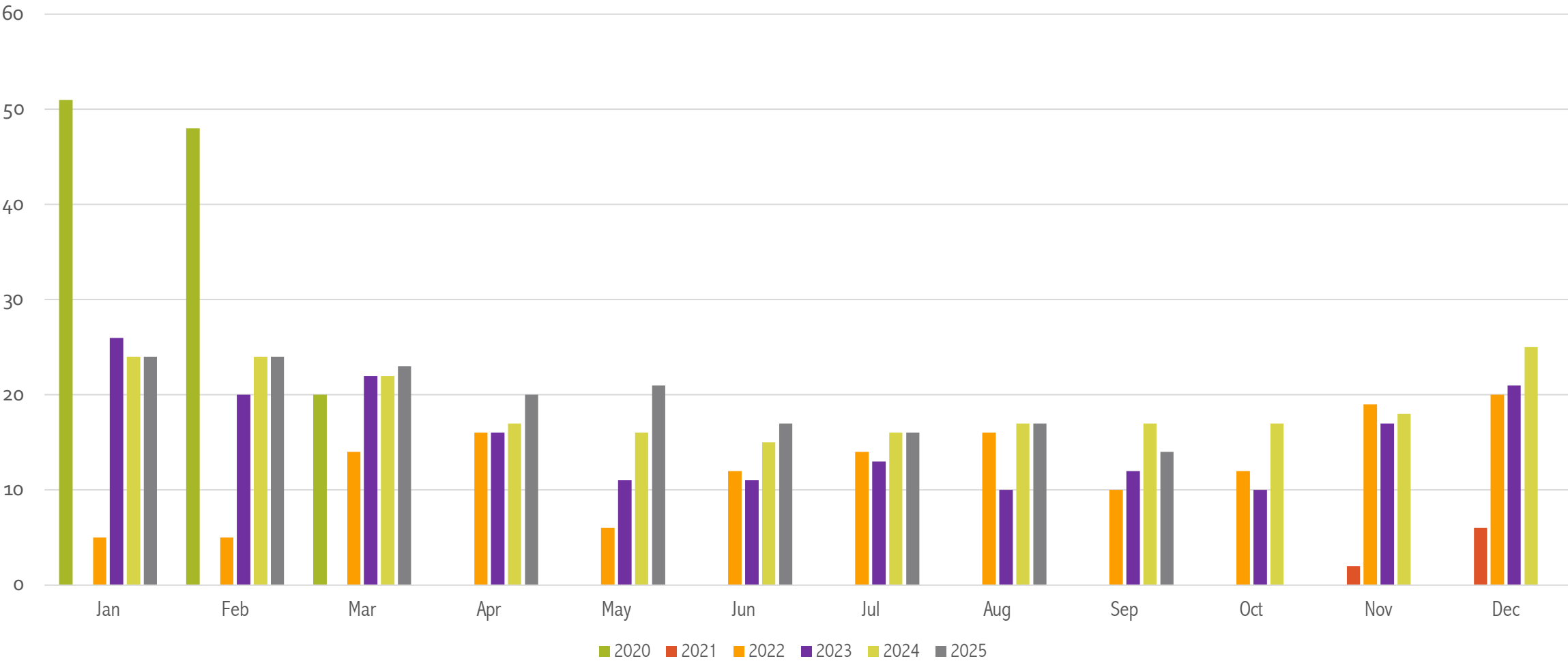


# Cruise Ship Passenger Arrivals | 2020-2025



(Source: City of Key West Port Operations Office)

# Cruise Ship Port Calls | 2020-2025



(Source: City of Key West Port Operations Office)

# KEY WEST FERRY DATA

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**Statistics on Tourism | October 2025**

# Key West Ferry Data | Passenger Counts

## Number of Passenger Arrivals (Assumed to Be One-Half of In/Out Volume)

Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	10,179	7,869	8,513	6,735	9,852	11,103	5,683	8,529	6,634	7,705	6,757
Feb	12,553	11,401	13,076	11,603	14,007	14,357	8,062	12,569	9,655	9,945	9,805
Mar	15,262	14,585	15,422	13,196	15,348	7,799	11,897	14,496	11,470	10,864	10,445
Apr	10,091	10,143	10,348	9,660	8,364	-	10,322	10,085	7,632	8,307	7,482
May	7,502	7,851	8,045	6,975	7,260	-	8,967	8,375	6,650	6,287	5,991
Jun	5,974	5,575	5,753	6,241	5,926	2,354	7,418	5,950	5,538	4,387	4,585
Jul	6,911	7,038	6,937	7,095	6,016	2,303	7,683	6,461	5,106	4,379	4,455
Aug	5,159	4,916	4,513	5,580	4,818	1,651	4,994	5,227	7,194	2,793	3,622
Sep	4,471	4,807	1,039	4,124	3,985	2,295	4,788	3,724	3,705	2,340	2,592
Oct	6,404	5,894	3,069	5,826	6,215	3,550	5,872	1,267	4,817	2,535	
Nov	5,257	6,138	4,425	6,759	7,002	2,877	6,046	2,523	5,502	4,511	
Dec	6,487	7,588	6,151	6,640	7,542	4,358	7,882	4,445	5,856	6,176	
Total	96,247	93,803	87,288	90,431	96,334	52,647	89,612	83,649	79,759	70,229	55,734

(Source: City of Key West, Port & Marine Services)



# Key West Ferry Data | Passenger Counts

## Percentage Change from Prior Year (Passenger Arrivals)



Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	38.9%	-22.7%	8.2%	-20.9%	46.3%	12.7%	-48.8%	50.1%	-22.2%	16.2%	-12.3%
Feb	4.2%	-9.2%	14.7%	-11.3%	20.7%	2.5%	-43.8%	55.9%	-23.2%	3.0%	-1.4%
Mar	15.2%	-4.4%	5.7%	-14.4%	16.3%	-49.2%	52.6%	21.8%	-20.9%	-5.3%	-3.9%
Apr	13.4%	0.5%	2.0%	-6.7%	-13.4%	-100.0%	100.0%	-2.3%	-24.3%	8.8%	-9.9%
May	9.5%	4.6%	2.5%	-13.3%	4.1%	-100.0%	100.0%	-6.6%	-20.6%	-5.5%	-4.7%
Jun	12.9%	-6.7%	3.2%	8.5%	-5.1%	-60.3%	215.1%	-19.8%	-6.9%	-20.8%	4.5%
Jul	35.4%	1.8%	-1.4%	2.3%	-15.2%	-61.7%	233.6%	-15.9%	-21.0%	-14.2%	1.7%
Aug	-0.1%	-4.7%	-8.2%	23.6%	-13.7%	-65.7%	202.5%	4.7%	37.6%	-61.2%	29.7%
Sep	8.9%	7.5%	-78.4%	296.9%	-3.4%	-42.4%	108.6%	-22.2%	-0.5%	-36.8%	10.8%
Oct	8.3%	-8.0%	-47.9%	89.8%	6.7%	-42.9%	65.4%	-78.4%	280.2%	-47.4%	
Nov	2.6%	16.8%	-27.9%	52.8%	3.6%	-58.9%	110.1%	-58.3%	118.1%	-18.0%	
Dec	-6.0%	17.0%	-18.9%	8.0%	13.6%	-42.2%	80.9%	-43.6%	31.7%	5.5%	
AVG	12.0%	-2.5%	-6.9%	3.6%	6.5%	-45.4%	70.2%	-6.7%	-4.7%	-12.0%	1.6%

(Source: City of Key West, Port & Marine Services)

# Key West Ferry Data | Passenger Counts

## Year-to-Date Passenger Arrivals



Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	10,179	7,869	8,513	6,735	9,852	11,103	5,683	8,529	6,634	7,705	6,757
Feb	22,732	19,270	21,588	18,337	23,859	25,460	13,745	21,098	16,288	17,650	16,562
Mar	37,993	33,855	37,010	31,533	39,207	33,259	25,642	35,594	27,758	28,514	27,007
Apr	48,084	43,998	47,358	41,193	47,571	33,259	35,964	45,679	35,390	36,821	34,489
May	55,586	51,848	55,403	48,168	54,831	33,259	44,931	54,053	42,040	43,108	40,480
Jun	61,560	57,423	61,155	54,409	60,756	35,613	52,349	60,003	47,579	47,494	45,065
Jul	68,470	64,460	68,092	61,503	66,772	37,916	60,031	66,464	52,683	51,873	49,520
Aug	73,629	69,376	72,605	67,083	71,590	39,567	65,025	71,691	59,877	54,667	53,142
Sep	78,099	74,183	73,644	71,207	75,575	41,862	69,813	75,415	63,584	57,007	55,734
Oct	84,503	80,077	76,713	77,033	81,790	45,412	75,685	76,682	68,401	59,542	
Nov	89,760	86,215	81,137	83,791	88,792	48,289	81,731	79,205	73,903	64,053	
Dec	96,247	93,803	87,288	90,431	96,334	52,647	89,612	83,649	79,759	70,229	

(Source: City of Key West, Port & Marine Services)

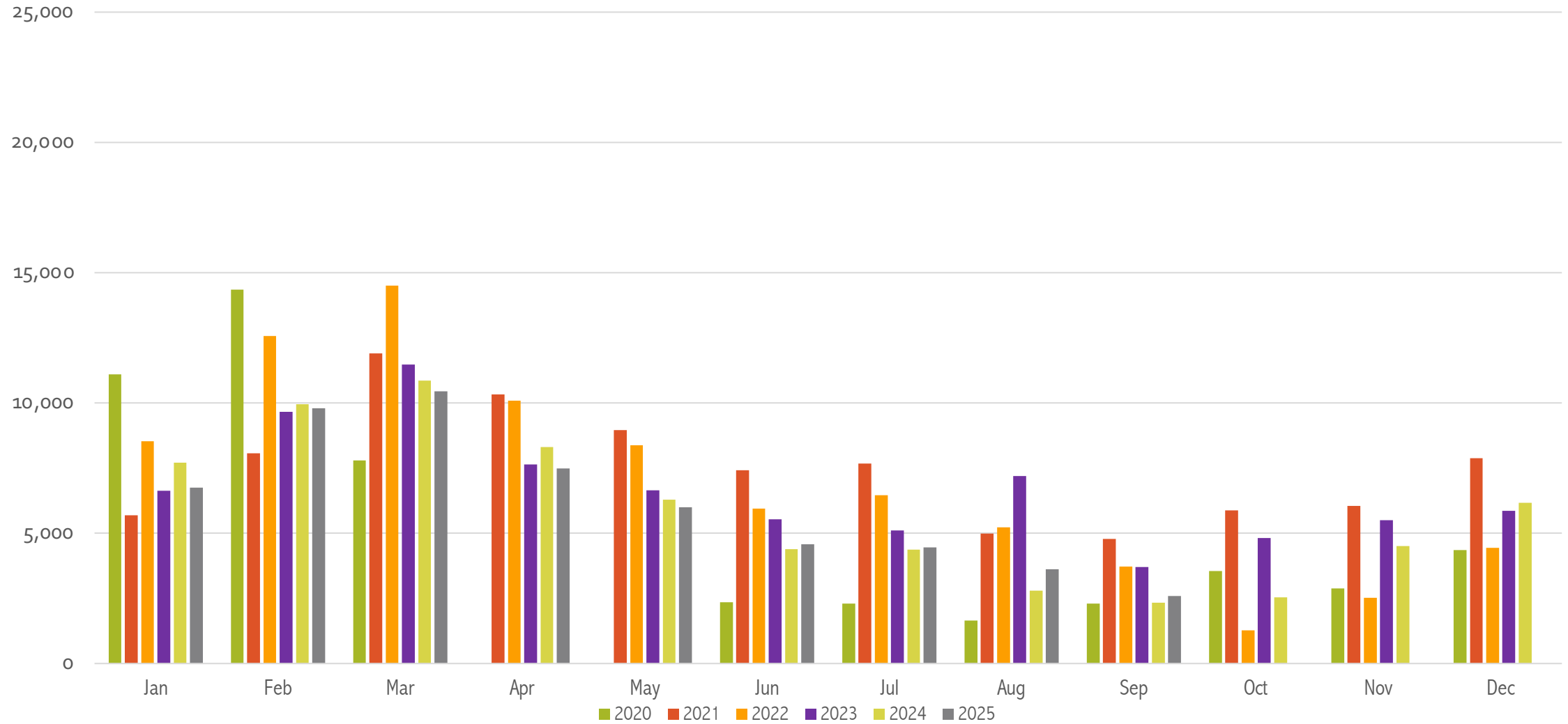
# Key West Ferry Data | Passenger Counts

## Year-to-Date Percentage Change from Prior Year (Passenger Arrivals)

Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	38.9%	-22.7%	8.2%	-20.9%	46.3%	12.7%	-48.8%	50.1%	-22.2%	16.2%	-12.3%
Feb	17.3%	-15.2%	12.0%	-15.1%	30.1%	6.7%	-46.0%	53.5%	-22.8%	8.4%	-6.2%
Mar	16.5%	-10.9%	9.3%	-14.8%	24.3%	-15.2%	-22.9%	38.8%	-22.0%	2.7%	-5.3%
Apr	15.8%	-8.5%	7.6%	-13.0%	15.5%	-30.1%	8.1%	27.0%	-22.5%	4.0%	-6.3%
May	14.9%	-6.7%	6.9%	-13.1%	13.8%	-39.3%	35.1%	20.3%	-22.2%	2.5%	-6.1%
Jun	14.7%	-6.7%	6.5%	-11.0%	11.7%	-41.4%	47.0%	14.6%	-20.7%	-0.2%	-5.1%
Jul	16.5%	-5.9%	5.6%	-9.7%	8.6%	-43.2%	58.3%	10.7%	-20.7%	-1.5%	-4.5%
Aug	15.2%	-5.8%	4.7%	-7.6%	6.7%	-44.7%	64.3%	10.3%	-16.5%	-8.7%	-2.8%
Sep	14.8%	-5.0%	-0.7%	-3.3%	6.1%	-44.6%	66.8%	8.0%	-15.7%	-10.3%	-2.2%
Oct	14.3%	-5.2%	-4.2%	0.4%	6.2%	-44.5%	66.7%	1.3%	-10.8%	-13.0%	
Nov	13.5%	-3.9%	-5.9%	3.3%	6.0%	-45.6%	69.3%	-3.1%	-6.7%	-13.3%	
Dec	12.0%	-2.5%	-6.9%	3.6%	6.5%	-45.4%	70.2%	-6.7%	-4.7%	-12.0%	

(Source: City of Key West, Port & Marine Services)

# Ferry Passenger Arrivals | 2020-2025



(Source: City of Key West, Port & Marine Services)

# KEY WEST AIRPORT DATA

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**Statistics on Tourism | October 2025**

# Key West Airport Data | Passenger Counts

## Number of Passenger Arrivals by Plane



Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	32,909	33,070	35,735	35,790	43,822	54,593	40,281	65,893	62,148	70,895	73,253
Feb	32,551	35,256	38,319	38,695	44,130	56,830	49,147	64,526	60,790	73,089	69,265
Mar	37,311	42,599	44,613	46,504	54,171	31,851	67,427	76,965	73,829	80,746	82,458
Apr	34,490	34,594	39,321	40,644	44,529	889	66,077	70,335	67,818	65,717	71,680
May	29,812	29,693	34,061	36,181	40,882	2,400	68,541	63,966	53,309	60,185	61,122
Jun	25,284	23,579	30,109	33,750	36,619	15,342	74,891	58,078	48,977	52,449	50,158
Jul	25,994	28,276	32,525	33,518	37,729	20,987	73,950	59,063	48,262	52,184	53,419
Aug	23,080	24,487	29,794	31,237	33,523	14,861	58,054	45,910	39,842	44,252	45,881
Sep	20,729	21,869	7,769	28,589	28,558	18,815	50,937	37,475	32,197	35,720	36,339
Oct	26,176	26,988	20,844	31,399	34,386	29,687	54,738	47,137	45,293	47,042	
Nov	26,525	28,909	27,271	32,880	36,878	30,844	60,462	53,209	56,792	62,598	
Dec	31,541	37,329	34,922	41,079	47,703	41,670	73,470	65,703	63,216	73,720	
Total	346,402	366,649	375,283	430,266	482,930	318,769	737,975	708,260	652,473	718,597	543,575

(Source: Key West International Airport)



# Key West Airport Data | Passenger Counts

## Percentage Change from Prior Year (Passenger Arrivals by Plane)

Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	-12.6%	0.5%	8.1%	0.2%	22.4%	24.6%	-26.2%	63.6%	-5.7%	14.1%	3.3%
Feb	-12.2%	8.3%	8.7%	1.0%	14.0%	28.8%	-13.5%	31.3%	-5.8%	20.2%	-5.2%
Mar	-17.8%	14.2%	4.7%	4.2%	16.5%	-41.2%	111.7%	14.1%	-4.1%	9.4%	2.1%
Apr	-12.7%	0.3%	13.7%	3.4%	9.6%	-98.0%	7332.7%	6.4%	-3.6%	-3.1%	9.1%
May	-20.0%	-0.4%	14.7%	6.2%	13.0%	-94.1%	2755.9%	-6.7%	-16.7%	12.9%	1.6%
Jun	1.7%	-6.7%	27.7%	12.1%	8.5%	-58.1%	388.1%	-22.4%	-15.7%	7.1%	-4.4%
Jul	10.2%	8.8%	15.0%	3.1%	12.6%	-44.4%	252.4%	-20.1%	-18.3%	8.1%	2.4%
Aug	7.3%	6.1%	21.7%	4.8%	7.3%	-55.7%	290.6%	-20.9%	-13.2%	11.1%	3.7%
Sep	13.3%	5.5%	-64.5%	268.0%	-0.1%	-34.1%	170.7%	-26.4%	-14.1%	10.9%	1.7%
Oct	14.6%	3.1%	-22.8%	50.6%	9.5%	-13.7%	84.4%	-13.9%	-3.9%	3.9%	
Nov	14.0%	9.0%	-5.7%	20.6%	12.2%	-16.4%	96.0%	-12.0%	6.7%	10.2%	
Dec	9.0%	18.4%	-6.4%	17.6%	16.1%	-12.6%	76.3%	-10.6%	-3.8%	16.6%	
AVG	-3.8%	5.8%	2.4%	14.7%	12.2%	-34.0%	131.5%	-4.0%	-7.9%	10.1%	1.6%

(Source: Key West International Airport)

# Key West Airport Data | Passenger Counts

## Year-to-Date Passenger Arrivals



Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	32,909	33,070	35,790	35,790	43,822	54,593	40,281	65,893	62,148	70,895	73,253
Feb	65,460	68,326	74,109	74,485	87,952	111,423	89,428	130,419	122,938	143,984	142,518
Mar	102,771	110,925	118,722	120,989	142,123	143,274	156,855	207,384	196,767	224,730	224,976
Apr	137,261	145,519	158,043	161,633	186,652	144,163	222,932	277,719	264,585	290,447	296,656
May	167,073	175,212	192,104	197,814	227,534	146,563	291,473	341,685	317,894	350,632	357,778
Jun	192,357	198,791	222,213	231,564	264,153	161,905	366,364	399,763	366,871	403,081	407,936
Jul	218,351	227,067	254,738	265,082	301,882	182,892	440,314	458,826	415,133	455,265	461,355
Aug	241,431	251,554	284,532	296,319	335,405	197,753	498,368	504,736	454,975	499,517	507,236
Sep	262,160	273,423	292,301	324,908	363,963	216,568	549,305	542,211	487,172	535,237	543,575
Oct	288,336	300,411	313,145	356,307	398,349	246,255	604,043	589,348	532,465	582,279	
Nov	314,861	329,320	340,416	389,187	435,227	277,099	664,505	642,557	589,257	644,877	
Dec	346,402	366,649	375,338	430,266	482,930	318,769	737,975	708,260	652,473	718,597	

(Source: Key West International Airport)

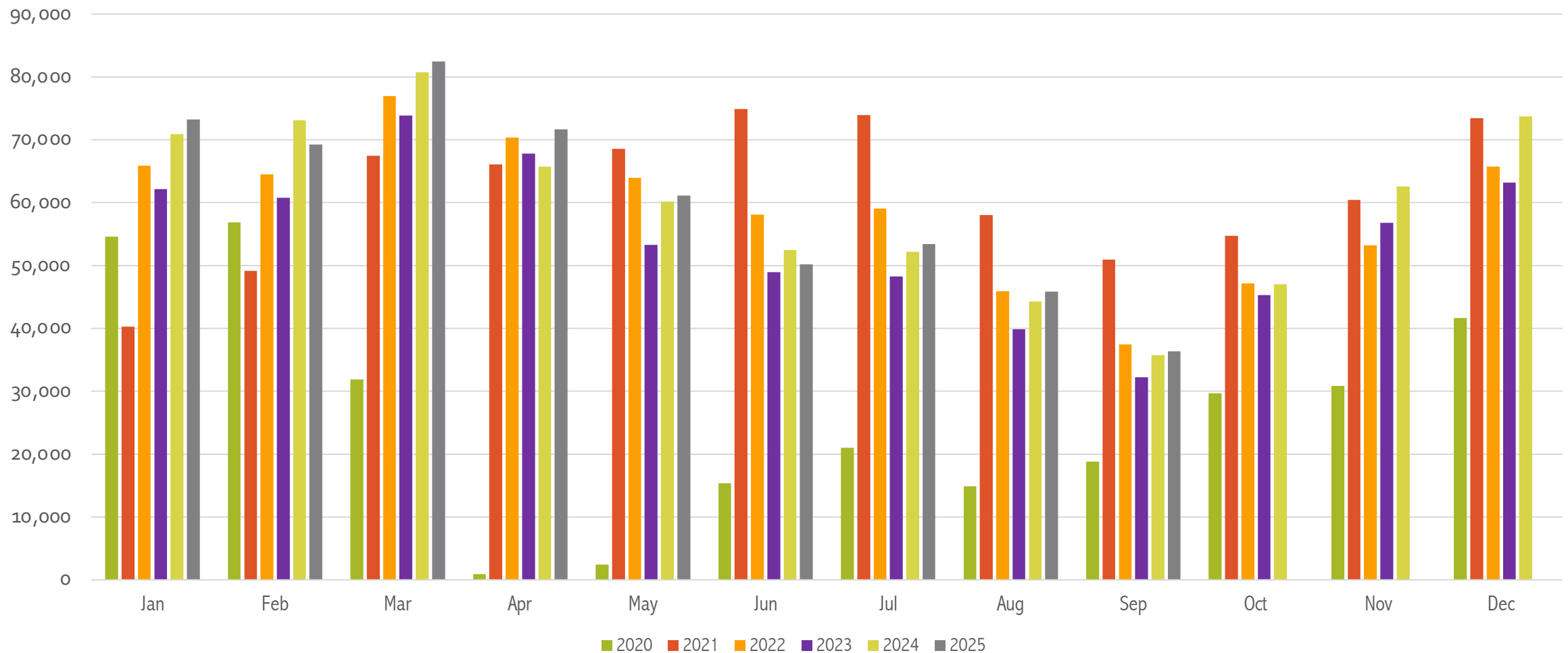
# Key West Airport Data | Passenger Counts

## Year-to-Date Percentage Change from Prior Year (Passenger Arrivals)

Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	-12.6%	0.5%	8.2%	0.0%	22.4%	24.6%	-26.2%	63.6%	-5.7%	14.1%	3.3%
Feb	-12.4%	4.4%	8.5%	0.5%	18.1%	26.7%	-19.7%	45.8%	-5.7%	17.1%	-1.0%
Mar	-14.4%	7.9%	7.0%	1.9%	17.5%	0.8%	9.5%	32.2%	-5.1%	14.2%	0.1%
Apr	-14.0%	6.0%	8.6%	2.3%	15.5%	-22.8%	54.6%	24.6%	-4.7%	9.8%	2.1%
May	-15.1%	4.9%	9.6%	3.0%	15.0%	-35.6%	98.9%	17.2%	-7.0%	10.3%	2.0%
Jun	-13.2%	3.3%	11.8%	4.2%	14.1%	-38.7%	126.3%	9.1%	-8.2%	9.9%	1.2%
Jul	-11.0%	4.0%	12.2%	4.1%	13.9%	-39.4%	140.8%	4.2%	-9.5%	9.7%	1.3%
Aug	-9.5%	4.2%	13.1%	4.1%	13.2%	-41.0%	152.0%	1.3%	-9.9%	9.8%	1.5%
Sep	-8.1%	4.3%	6.9%	11.2%	12.0%	-40.5%	153.6%	-1.3%	-10.2%	9.9%	1.6%
Oct	-6.4%	4.2%	4.2%	13.8%	11.8%	-38.2%	145.3%	-2.4%	-9.7%	9.4%	
Nov	-4.9%	4.6%	3.4%	14.3%	11.8%	-36.3%	139.8%	-3.3%	-8.3%	9.4%	
Dec	-3.8%	5.8%	2.4%	14.6%	12.2%	-34.0%	131.5%	-4.0%	-7.9%	10.1%	

(Source: Key West International Airport)

# Airport Passenger Arrivals | 2020-2025



(Source: Key West International Airport)

# KEY WEST BED TAX DATA

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**Statistics on Tourism | October Update**

# Key West Bed Tax Data | Four Penny Collection of Bed Tax



## Bed Tax Collected

Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	1,934,556	2,007,275	2,029,512	1,820,616	2,193,229	2,377,130	1,779,712	3,306,575	3,100,259	3,288,327	3,228,459
Feb	2,132,605	2,286,782	2,205,714	2,183,804	2,438,319	2,638,224	2,486,533	3,738,315	3,319,336	3,564,999	3,470,335
Mar	2,352,981	2,566,603	2,454,408	2,442,263	2,771,688	1,483,821	3,239,859	4,191,362	3,640,479	3,746,800	3,686,644
Apr	1,836,053	1,894,250	2,032,121	1,875,110	2,135,251	63,790	2,973,766	3,369,514	2,919,993	2,752,053	3,046,413
May	1,569,471	1,676,701	1,663,218	1,564,944	1,771,438	129,086	2,881,822	2,757,841	2,203,022	2,386,762	2,276,710
Jun	1,318,717	1,379,306	1,399,174	1,463,804	1,539,194	934,112	2,535,608	2,229,649	1,883,022	1,814,529	1,801,806
Jul	1,517,371	1,637,227	1,642,610	1,578,520	1,654,652	1,042,095	2,815,274	2,511,321	2,065,274	1,914,845	1,844,809
Aug	1,242,373	1,248,905	1,278,872	1,306,232	1,201,117	799,283	1,909,212	1,806,351	1,438,889	1,473,820	1,439,156
Sep	996,771	1,042,476	385,740	899,286	775,043	853,079	1,518,462	1,308,209	1,169,015	1,092,832	
Oct	1,392,397	1,388,975	1,109,146	1,361,955	1,438,762	1,082,611	2,097,961	1,833,733	1,823,432	1,761,895	
Nov	1,538,860	1,549,802	1,318,900	1,676,515	1,642,794	1,161,170	2,503,899	2,252,137	2,318,297	2,329,154	
Dec	1,806,361	1,890,171	1,633,194	2,007,968	2,062,368	1,845,876	3,317,938	2,793,358	2,765,669	2,837,950	
<b>Total</b>	<b>19,638,516</b>	<b>20,568,473</b>	<b>19,152,608</b>	<b>20,181,018</b>	<b>21,623,855</b>	<b>14,410,277</b>	<b>30,060,046</b>	<b>32,098,365</b>	<b>28,646,687</b>	<b>28,963,966</b>	<b>20,794,332</b>

Note: Numbers Represent U.S. Dollars; rounded to the nearest dollar

(Source: Monroe County Tax Collector's Office)



# Key West Bed Tax Data | Four Penny Collection of Bed Tax

## Percentage Change from Prior Year (Bed Tax Collected)



Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	11.3%	3.8%	1.1%	-10.3%	20.5%	8.4%	-25.1%	85.8%	-6.2%	6.1%	-1.8%
Feb	12.8%	7.2%	-3.5%	-1.0%	11.7%	8.2%	-5.7%	50.3%	-11.2%	7.4%	-2.7%
Mar	9.1%	9.1%	-4.4%	-0.5%	13.5%	-46.5%	118.3%	29.4%	-13.1%	2.9%	-1.6%
Apr	10.1%	3.2%	7.3%	-7.7%	13.9%	-97.0%	4561.8%	13.3%	-13.3%	-5.8%	10.7%
May	4.6%	6.8%	-0.8%	-5.9%	13.2%	-92.7%	2132.5%	-4.3%	-20.1%	8.3%	-4.6%
Jun	8.4%	4.6%	1.4%	4.6%	5.2%	-39.3%	171.4%	-12.1%	-15.5%	-3.6%	-0.7%
Jul	16.9%	7.9%	0.3%	-3.9%	4.8%	-37.0%	170.2%	-10.8%	-20.3%	-7.3%	-3.7%
Aug	6.3%	0.5%	2.4%	2.1%	-8.0%	-33.5%	138.9%	-5.4%	-20.3%	2.4%	-2.4%
Sep	22.7%	4.6%	-63.0%	133.1%	-13.8%	10.1%	78.0%	-13.8%	-10.6%	-6.5%	
Oct	9.1%	-0.2%	-20.1%	22.8%	5.6%	-24.8%	93.8%	-12.6%	-0.6%	-3.4%	
Nov	15.5%	0.7%	-14.9%	27.1%	-2.0%	-29.3%	115.6%	-10.1%	2.9%	0.5%	
Dec	9.6%	4.6%	-13.6%	22.9%	2.7%	-10.5%	79.7%	-15.8%	-1.0%	2.6%	
AVG	10.9%	4.7%	-6.9%	5.4%	7.1%	-33.4%	108.6%	6.8%	-10.8%	1.1%	-0.9%

(Source: Monroe County Tax Collector's Office)

# Key West Bed Tax Data | Four Penny Collection of Bed Tax

## Year-to-Date Bed Tax Collected



Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	1,934,556	2,007,275	2,029,512	1,820,616	2,193,229	2,377,130	1,779,712	3,306,575	3,100,259	3,288,327	3,228,459
Feb	4,067,161	4,294,057	4,235,226	4,004,421	4,631,548	5,015,354	4,266,245	7,044,890	6,419,595	6,853,326	6,698,794
Mar	6,420,142	6,860,660	6,689,634	6,446,684	7,403,236	6,499,175	7,506,104	11,236,252	10,060,074	10,600,126	10,385,438
Apr	8,256,195	8,754,910	8,721,716	8,321,794	9,538,487	6,562,965	10,479,870	14,605,766	12,980,067	13,352,179	13,431,851
May	9,825,666	10,431,611	10,384,813	9,886,738	11,309,925	6,692,051	13,361,692	17,363,607	15,183,089	15,738,941	15,708,561
Jun	11,144,383	11,810,916	11,783,948	11,350,542	12,849,119	7,626,163	15,897,300	19,593,256	17,066,111	17,553,470	17,510,367
Jul	12,661,754	13,448,143	13,426,519	12,929,062	14,503,771	8,668,258	18,712,574	22,104,577	19,131,385	19,468,315	19,355,176
Aug	13,904,128	14,697,048	14,705,009	14,235,294	15,704,888	9,467,541	20,621,786	23,910,928	20,570,274	20,942,135	20,794,332
Sep	14,900,898	15,739,525	15,090,544	15,134,580	16,479,931	10,320,620	22,140,248	25,219,137	21,739,289	22,034,967	
Oct	16,293,296	17,128,500	16,199,588	16,496,535	17,918,693	11,403,231	24,238,209	27,052,870	23,562,721	23,796,863	
Nov	17,832,155	18,678,302	17,518,324	18,173,050	19,561,487	12,564,401	26,742,108	29,305,007	25,881,018	26,126,017	
Dec	19,638,516	20,528,849	19,151,360	20,181,018	21,623,855	14,410,277	30,060,046	32,098,365	28,646,687	28,963,966	

Note: Numbers Represent U.S. Dollars; rounded to the nearest dollar

(Source: Monroe County Tax Collector's Office)

# Key West Bed Tax Data | Four Penny Collection of Bed Tax

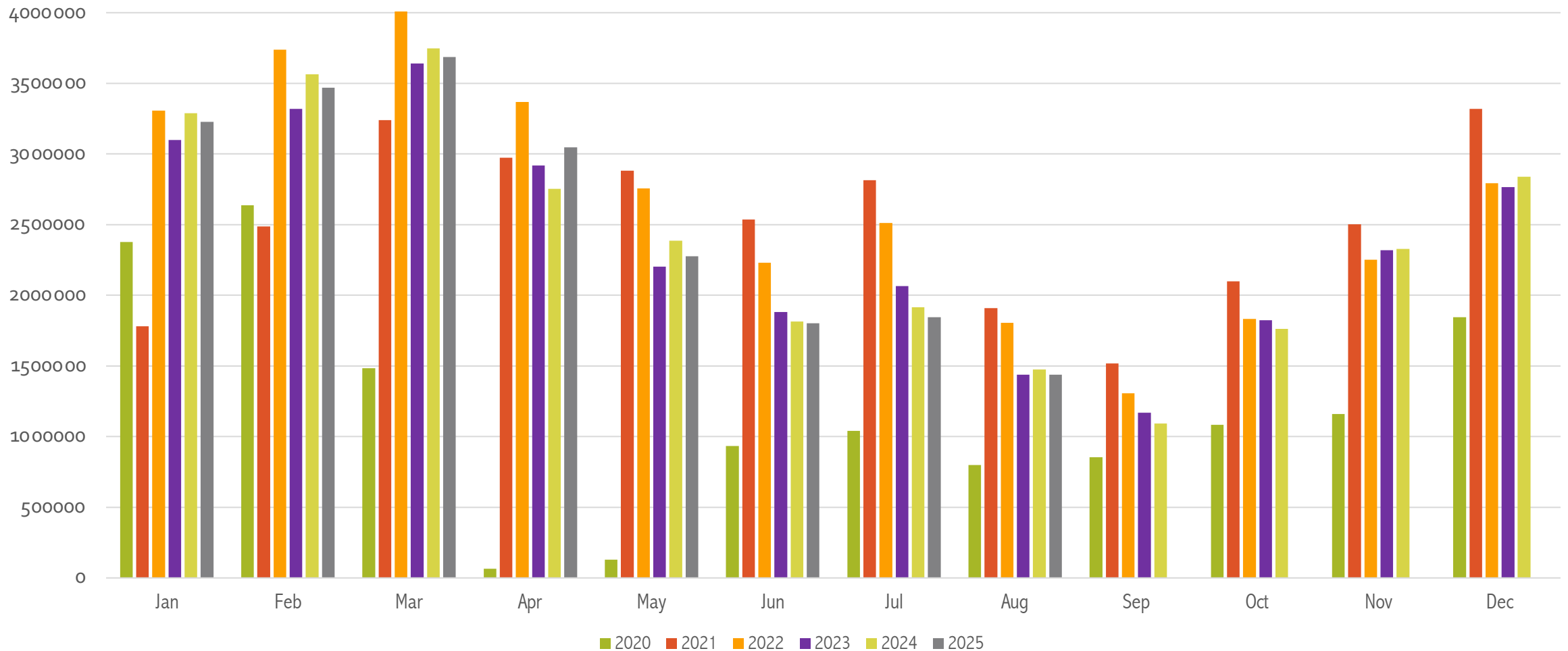
## Year-to-Date Percentage Change from Prior Year (Bed Tax Collected)



Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	11.3%	3.8%	1.1%	-10.3%	20.5%	8.4%	-25.1%	85.8%	-6.2%	6.1%	-1.8%
Feb	12.1%	5.6%	-1.4%	-5.4%	15.7%	8.3%	-14.9%	65.1%	-8.9%	6.8%	-2.3%
Mar	11.0%	6.9%	-2.5%	-3.6%	14.8%	-12.2%	15.5%	49.7%	-10.5%	5.4%	-2.0%
Apr	10.8%	6.0%	-0.4%	-4.6%	14.6%	-31.2%	59.7%	39.4%	-11.1%	2.9%	0.6%
May	9.7%	6.2%	-0.4%	-4.8%	14.4%	-40.8%	99.7%	30.0%	-12.6%	3.8%	-0.2%
Jun	9.6%	6.0%	-0.2%	-3.7%	13.2%	-40.6%	108.5%	23.2%	-12.9%	2.9%	-0.2%
Jul	10.4%	6.2%	-0.2%	-3.7%	12.2%	-40.2%	115.9%	18.1%	-13.5%	1.8%	-0.6%
Aug	10.0%	5.7%	0.1%	-3.2%	10.3%	-39.7%	117.8%	15.9%	-14.0%	1.8%	-0.7%
Sep	10.8%	5.6%	-4.1%	0.3%	8.9%	-37.4%	114.5%	13.9%	-13.8%	1.4%	
Oct	10.6%	5.1%	-5.4%	1.8%	8.6%	-36.4%	112.6%	11.6%	-12.9%	1.0%	
Nov	11.0%	4.7%	-6.2%	3.7%	7.6%	-35.8%	112.8%	9.6%	-11.7%	1.0%	
Dec	10.9%	4.5%	-6.7%	5.4%	7.1%	-33.4%	108.6%	6.8%	-10.8%	1.1%	

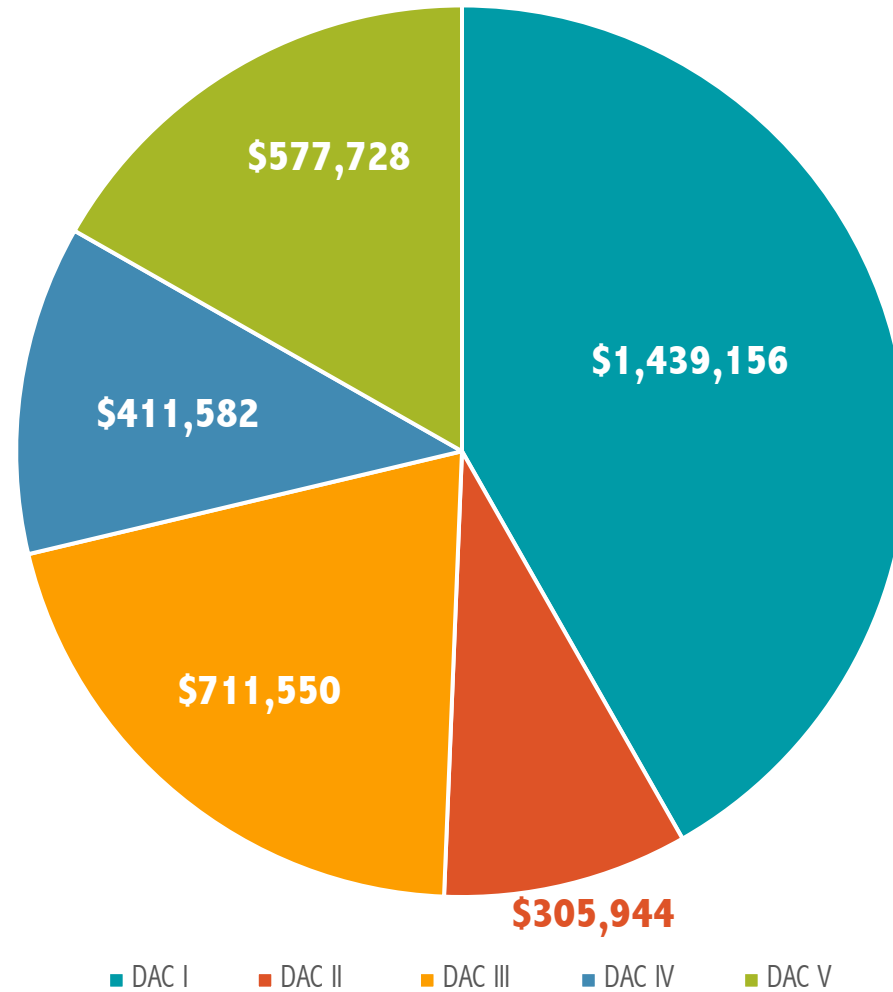
(Source: Monroe County Tax Collector's Office)

# Key West Bed Tax Collections | 2020-2025



(Source: Monroe County Tax Collector's Office)

# August 2025 Bed Tax Collections By DAC



(Source: Monroe County Tax Collector's Office)

# KEY WEST LABOR FORCE DATA

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**Statistics on Tourism | October Update**



# Glossary

## Key West Labor Force Data

**Seasonal Adjustment:** A statistical technique which eliminates the influences of weather, holidays, the opening and closing of schools, and other recurring season events from economic time-series. This permits easier observation and analysis of cyclical, trend and other nonseasonal movements in the data. By eliminating seasonal fluctuations, it is easier to compare data from month to month and analyze the cyclical trends and other nonseasonal movements in the data.

**Unemployment Rate:** The ratio of unemployed to the civilian labor force expressed as a percentage (unemployed/labor force).

**Unemployed Persons:** All persons who had no employment during the reference week, were available for work, except for temporary illness, and had made specific efforts to find employment some time during the four-week period ending with the reference week. Persons who were waiting to be recalled to a job from which they had been laid off need not have been looking for work to be classified as unemployed.

**Employed Persons:** All persons who, during the reference week (week including the twelfth day of the month), (a) did any work as paid employees, worked in their own business or profession or on their own farm, or worked 15 hours or more as unpaid works in an enterprise operated by a member of their family, or (b) were not working but who had jobs from which they were temporarily absent. Each employed person is counted only once, even if he or she holds more than one job.

**Labor Force:** All persons in the civilian noninstitutional population classified as either employed or unemployed.



# Key West Labor Force Data | Not Seasonally Adjusted



## Unemployment Rate

Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	3.7%	3.0%	3.0%	3.0%	2.5%	2.3%	4.1%	1.9%	1.6%	1.9%	2.5%
Feb	3.4%	2.8%	2.8%	2.8%	2.1%	2.0%	2.9%	1.7%	1.5%	2.0%	2.5%
Mar	3.2%	2.8%	2.6%	2.4%	2.0%	3.2%	3.1%	1.5%	1.6%	2.0%	2.2%
Apr	3.2%	2.8%	2.6%	2.3%	1.8%	27.3%	2.9%	1.2%	1.3%	1.9%	2.2%
May	3.1%	2.8%	2.5%	2.3%	1.7%	25.9%	2.8%	1.3%	1.6%	1.7%	2.2%
Jun	3.2%	2.8%	2.5%	2.7%	2.1%	15.6%	3.2%	1.7%	1.8%	2.0%	2.5%
Jul	3.2%	3.1%	2.6%	2.6%	2.1%	12.4%	2.7%	1.6%	1.9%	2.3%	2.6%
Aug	3.0%	2.9%	2.6%	2.5%	2.1%	7.8%	2.6%	1.6%	1.8%	2.1%	3.0%
Sep	2.8%	3.1%	6.0%	2.3%	1.8%	7.8%	2.4%	1.5%	1.9%	2.2%	
Oct	2.9%	2.9%	3.9%	2.1%	2.0%	6.6%	2.3%	1.5%	1.9%	2.1%	
Nov	3.0%	2.8%	2.9%	2.2%	1.9%	4.8%	2.2%	1.4%	1.7%	2.2%	
Dec	2.9%	2.8%	2.6%	2.1%	1.9%	3.6%	1.9%	1.3%	1.6%	1.8%	
Average	3.1%	2.9%	3.0%	2.5%	2.0%	9.9%	2.8%	1.5%	1.7%	2.0%	2.5%

(Source: U.S. Department of Labor, Bureau of Labor Statistics)



# Key West Labor Force Data | Not Seasonally Adjusted



## Unemployed Persons

Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	603	494	480	461	400	367	645	313	277	332	428
Feb	554	472	458	435	337	326	465	284	269	353	421
Mar	523	475	421	371	326	542	497	245	278	353	372
Apr	514	472	420	366	291	4236	463	205	235	331	380
May	509	472	406	365	272	4179	446	222	286	301	368
Jun	511	470	406	418	328	2459	533	299	313	344	424
Jul	508	522	424	411	329	1930	445	272	332	404	445
Aug	479	490	416	387	336	1191	438	275	327	356	508
Sep	435	511	862	354	287	997	403	265	340	369	
Oct	459	489	580	335	316	716	382	267	336	360	
Nov	480	476	435	350	305	545	371	251	311	374	
Dec	467	468	397	341	310	388	334	229	289	327	
Average	504	484	475	383	320	1,490	452	261	299	350	418

(Source: U.S. Department of Labor, Bureau of Labor Statistics)

# Key West Labor Force Data | Not Seasonally Adjusted



## Employed Persons

Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	15,481	16,111	15,711	14,839	15,485	15,920	15,094	16,168	16,990	16,895	16,463
Feb	15,561	16,263	15,819	15,020	15,644	16,076	15,332	16,270	17,130	17,008	16,538
Mar	15,637	16,393	15,944	15,228	15,880	16,173	15,475	16,446	17,293	17,104	16,740
Apr	15,552	16,208	15,999	15,209	15,668	11,290	15,351	16,396	17,285	16,845	16,737
May	15,689	16,307	15,933	15,337	15,753	11,972	15,717	16,582	17,201	16,962	16,624
Jun	15,560	16,103	15,736	15,232	15,587	13,270	16,021	16,897	17,227	17,028	16,475
Jul	15,442	16,149	15,594	15,247	15,615	13,620	16,201	16,919	17,360	17,006	16,532
Aug	15,592	16,303	15,570	15,219	15,645	13,994	16,267	17,076	17,404	16,870	16,444
Sep	15,383	16,165	13,481	15,021	15,440	14,062	16,225	16,953	17,307	16,711	
Oct	15,423	16,164	14,331	15,273	15,598	14,314	16,365	17,098	17,402	16,845	
Nov	15,452	16,287	14,536	15,381	15,658	14,553	16,603	17,234	17,577	16,933	
Dec	15,535	16,294	14,878	15,693	16,151	14,973	16,935	17,556	17,750	17,431	
Average	15,526	16,229	15,294	15,225	15,677	14,185	15,966	16,800	17,327	16,970	16,569

Note: July and August numbers have been updated in this report

(Source: U.S. Department of Labor, Bureau of Labor Statistics)

# Key West Labor Force Data | Not Seasonally Adjusted



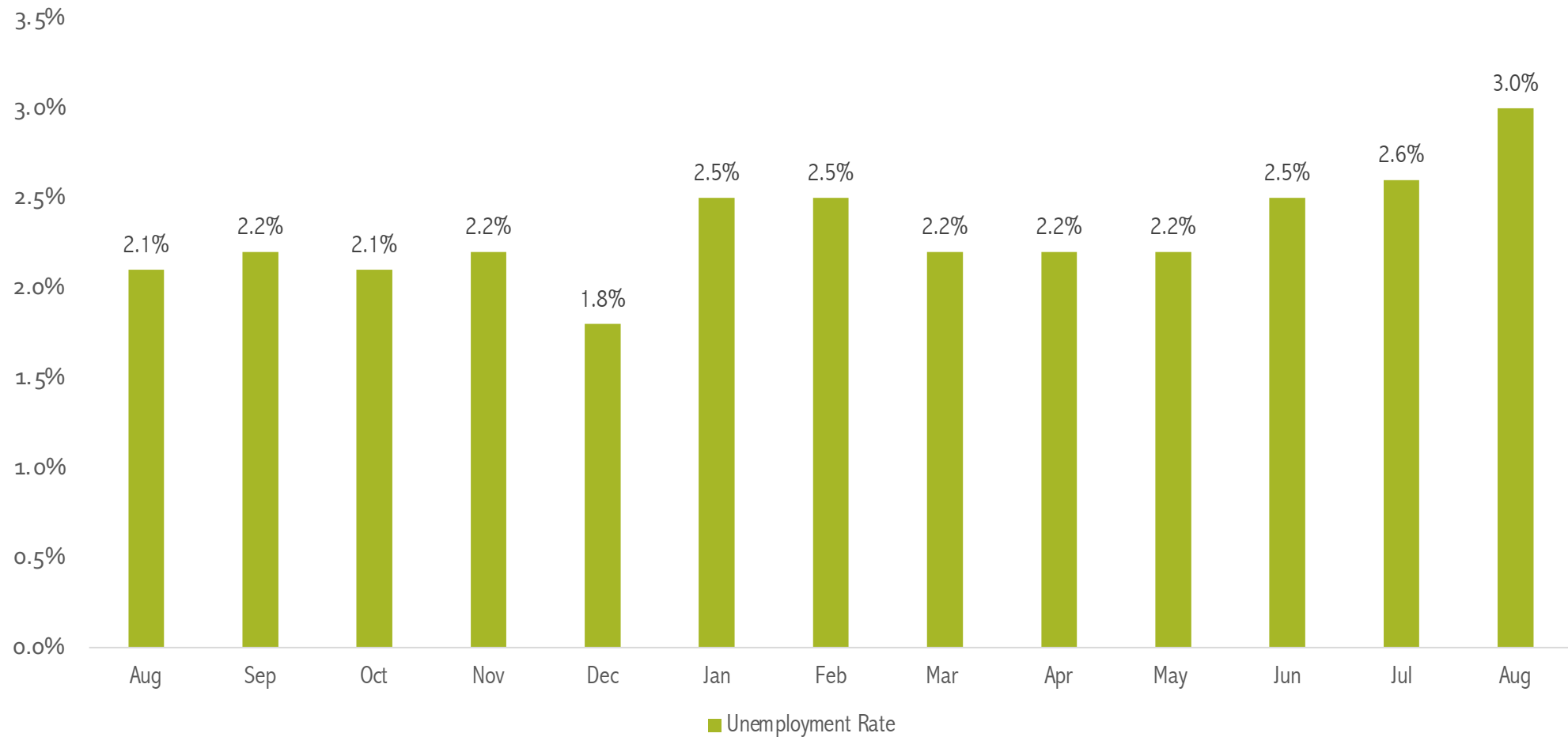
## Labor Force

Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	16,084	16,605	16,191	15,300	15,885	16,287	15,739	16,481	17,267	17,227	16,891
Feb	16,115	16,735	16,277	15,455	15,981	16,402	15,797	16,554	17,399	17,361	16,959
Mar	16,160	16,868	16,365	15,599	16,206	16,715	15,972	16,691	17,571	17,457	17,112
Apr	16,066	16,680	16,419	15,575	15,959	15,526	15,814	16,601	17,520	17,176	17,117
May	16,198	16,779	16,339	15,702	16,025	16,151	16,163	16,804	17,487	17,263	16,992
Jun	16,071	16,573	16,142	15,650	15,915	15,729	16,554	17,196	17,540	17,372	16,899
Jul	15,950	16,671	16,018	15,658	15,944	15,550	16,646	17,191	17,692	17,410	16,977
Aug	16,071	16,793	15,986	15,606	15,981	15,185	16,705	17,351	17,731	17,226	16,952
Sep	15,818	16,676	14,343	15,375	15,727	15,059	16,628	17,218	17,647	17,080	
Oct	15,882	16,653	14,911	15,608	15,914	15,030	16,747	17,365	17,738	17,205	
Nov	15,932	16,763	14,971	15,731	15,963	15,098	16,974	17,485	17,888	17,307	
Dec	16,002	16,762	15,275	16,034	16,461	15,361	17,269	17,785	18,039	17,758	
Average	16,029	16,713	15,770	15,608	15,997	15,674	16,417	17,060	17,627	17,320	16,987

Note: July and August numbers have been updated in this report

(Source: U.S. Department of Labor, Bureau of Labor Statistics)

# Key West Unemployment | August 2024 – August 2025



(Source: U.S. Department of Labor, Bureau of Labor Statistics)

# MONROE COUNTY LABOR FORCE DATA

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**Statistics on Tourism | October Update**

# Monroe County Labor Force Data | **Not Seasonally Adjusted**

## Unemployment Rate



Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	4.0%	3.4%	3.2%	3.4%	2.6%	2.3%	3.7%	2.3%	1.7%	2.1%	2.7%
Feb	3.7%	3.2%	2.9%	3.0%	2.2%	2.1%	3.1%	2.0%	1.6%	2.1%	2.6%
Mar	3.5%	3.2%	2.7%	2.7%	2.1%	3.4%	3.3%	1.7%	1.7%	2.1%	2.4%
Apr	3.4%	3.1%	2.5%	2.5%	1.9%	22.1%	3.2%	1.5%	1.4%	2.0%	2.4%
May	3.5%	3.0%	2.7%	2.4%	2.0%	20.6%	3.1%	1.5%	1.7%	1.9%	2.4%
Jun	3.6%	3.3%	2.8%	2.7%	2.2%	12.4%	3.5%	1.8%	1.9%	2.1%	2.7%
Jul	3.7%	3.4%	2.9%	2.6%	2.3%	10.5%	3.1%	1.7%	1.9%	2.4%	2.8%
Aug	3.5%	3.4%	2.9%	2.6%	2.3%	6.9%	3.0%	1.7%	2.0%	2.2%	3.1%
Sep	3.4%	3.3%	5.8%	2.4%	2.1%	5.7%	2.5%	1.6%	2.0%	2.3%	
Oct	3.4%	3.3%	4.6%	2.3%	2.1%	4.3%	2.4%	1.7%	1.9%	2.3%	
Nov	3.3%	3.3%	3.8%	2.3%	2.0%	3.6%	2.2%	1.6%	1.9%	2.3%	
Dec	3.2%	3.1%	3.3%	2.3%	2.0%	2.7%	2.1%	1.4%	1.8%	2.0%	
Average	3.5%	3.3%	3.3%	2.6%	2.2%	8.1%	2.9%	1.7%	1.8%	2.1%	2.6%

(Source: U.S. Department of Labor, Bureau of Labor Statistics)

# Monroe County Labor Force Data | Not Seasonally Adjusted

## Unemployed Persons



Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	1,795	1,584	1,494	1,493	1,196	1,113	1,691	1,103	858	1,071	1,353
Feb	1,669	1,492	1,383	1,348	1,012	1,001	1,430	973	839	1,077	1,349
Mar	1,598	1,492	1,264	1,235	993	1,643	1,528	832	866	1,081	1,209
Apr	1,556	1,434	1,189	1,117	889	9,323	1,486	711	745	1,023	1,223
May	1,625	1,419	1,253	1,099	925	9,052	1,439	744	866	940	1,219
Jun	1,626	1,518	1,297	1,239	1,035	5,471	1,690	927	966	1,079	1,354
Jul	1,674	1,585	1,331	1,197	1,049	4,624	1,514	854	1,005	1,233	1,433
Aug	1,601	1,539	1,337	1,162	1,071	3,034	1,442	856	1,039	1,139	1,588
Sep	1,519	1,547	2,411	1,050	949	2,468	1,224	823	1,056	1,157	
Oct	1,513	1,519	1,999	1,057	971	1,876	1,194	844	1,014	1,140	
Nov	1,490	1,439	1,643	1,049	944	1,571	1,108	837	974	1,146	
Dec	1,443	1,392	1,457	1,048	941	1,207	1,069	712	938	1,025	
Average	1,592	1,497	1,505	1,175	998	3,532	1,401	851	931	1,093	1,341

(Source: U.S. Department of Labor, Bureau of Labor Statistics)

# Monroe County Labor Force Data | Not Seasonally Adjusted



## Employed Persons

Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	44,109	44,910	45,322	42,796	45,000	46,265	43,864	47,487	49,882	49,603	49,373
Feb	44,317	45,247	45,633	43,319	45,462	46,719	44,557	47,765	50,295	49,937	49,598
Mar	44,524	45,492	45,995	43,918	46,150	47,001	44,971	48,285	50,773	50,218	50,204
Apr	44,336	45,106	46,153	43,865	45,534	32,809	44,611	48,140	50,749	49,457	50,193
May	44,712	45,359	45,963	44,234	45,781	34,793	45,676	48,685	50,502	49,800	49,856
Jun	44,427	44,797	45,396	43,930	45,299	38,563	46,558	49,610	50,580	49,995	49,407
Jul	44,068	44,863	44,984	43,974	45,378	39,581	47,083	49,675	50,969	49,929	49,578
Aug	44,571	45,328	44,915	43,892	45,466	40,669	47,275	50,135	51,098	49,531	49,314
Sep	44,022	44,906	38,891	43,323	44,869	40,867	47,152	49,775	50,813	49,065	
Oct	44,179	44,868	41,343	44,048	45,329	41,598	47,560	50,199	51,091	49,456	
Nov	44,204	45,063	41,933	44,359	45,504	42,294	48,249	50,599	51,605	49,716	
Dec	44,518	45,206	42,919	45,260	46,936	43,514	49,214	51,544	52,114	51,117	
Average	44,332	45,095	44,121	43,910	45,559	41,223	46,398	49,325	50,873	49,819	49,690

Note: July and August numbers have been updated in this report

(Source: U.S. Department of Labor, Bureau of Labor Statistics)



# Monroe County Labor Force Data | Not Seasonally Adjusted

## Labor Force

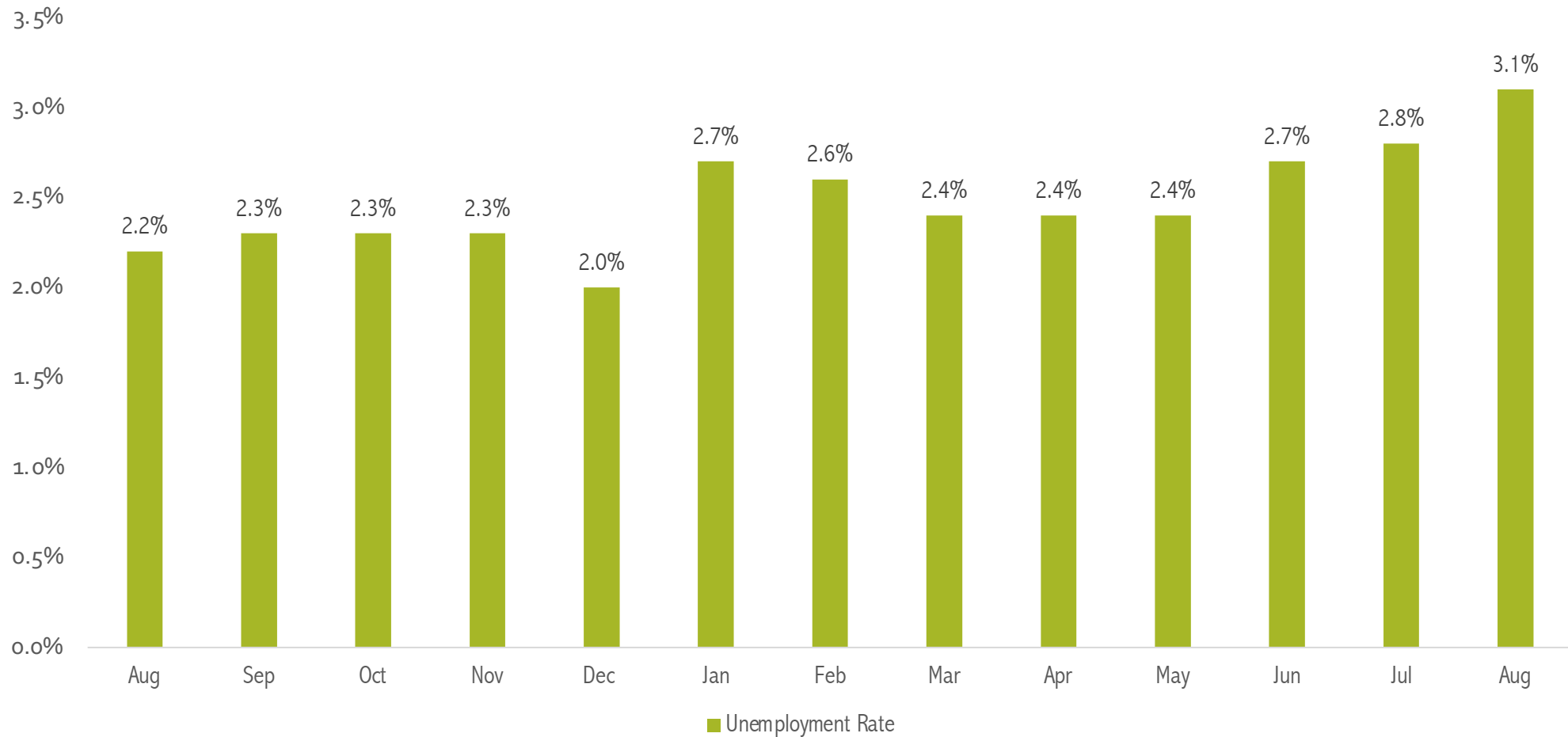


Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	45,904	46,494	46,816	44,289	46,196	47,378	45,555	48,590	50,740	50,674	50,726
Feb	45,986	46,739	47,016	44,667	46,474	47,720	45,987	48,738	51,134	51,014	50,947
Mar	46,122	46,984	47,259	45,153	47,143	48,644	46,499	49,117	51,646	51,299	51,413
Apr	45,892	46,540	47,342	44,982	46,423	42,132	46,097	48,851	51,494	50,480	51,416
May	46,337	46,778	47,216	45,333	46,706	43,845	47,115	49,429	51,368	50,740	51,075
Jun	46,053	46,315	46,693	45,169	46,334	44,034	48,248	50,537	51,546	51,074	50,761
Jul	45,742	46,448	46,315	45,171	46,427	44,205	48,597	50,529	51,974	51,162	51,011
Aug	46,172	46,867	46,252	45,054	46,537	43,703	48,717	50,991	52,137	50,670	50,902
Sep	45,541	46,453	41,302	44,373	45,818	43,335	48,376	50,598	51,869	50,222	
Oct	45,692	46,387	43,342	45,105	46,300	43,474	48,754	51,043	52,105	50,596	
Nov	45,694	46,502	43,576	45,408	46,448	43,865	49,357	51,436	52,579	50,862	
Dec	45,961	46,598	44,376	46,308	47,877	44,721	50,283	52,256	53,052	52,202	
Average	45,925	46,592	45,625	45,084	46,557	44,755	47,799	50,176	51,803	50,916	51,031

Note: July and August numbers have been updated in this report

(Source: U.S. Department of Labor, Bureau of Labor Statistics)

# Monroe County Unemployment | August 2024 - August 2025



(Source: U.S. Department of Labor, Bureau of Labor Statistics)

# FLORIDA LABOR FORCE DATA

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**Statistics on Tourism | October Update**

# Florida Labor Force Data | Not Seasonally Adjusted



## Unemployment Rate

Month	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	5.2%	4.9%	4.1%	3.8%	3.1%	6.1%	3.7%	2.8%	3.1%	3.7%
Feb	4.8%	4.5%	3.8%	3.3%	2.7%	5.5%	3.3%	2.7%	3.1%	3.7%
Mar	4.8%	4.3%	3.7%	3.3%	4.2%	5.2%	3.0%	2.6%	3.3%	3.5%
Apr	4.7%	4.0%	3.4%	2.9%	12.8%	4.9%	2.7%	2.4%	3.1%	3.5%
May	4.6%	4.1%	3.4%	3.1%	14.2%	4.7%	2.7%	2.7%	2.9%	3.5%
Jun	5.1%	4.4%	3.9%	3.5%	11.9%	5.2%	3.1%	3.1%	3.5%	3.9%
Jul	5.2%	4.5%	3.9%	3.6%	12.2%	4.9%	3.0%	3.1%	3.8%	4.1%
Aug	5.2%	4.6%	3.8%	3.5%	8.9%	4.7%	3.0%	3.3%	3.7%	4.4%
Sep	5.1%	4.2%	3.5%	3.2%	8.3%	4.2%	2.7%	3.1%	3.4%	
Oct	4.9%	4.0%	3.5%	2.1%	7.0%	3.9%	2.8%	3.1%	3.5%	
Nov	4.7%	4.0%	3.3%	2.9%	6.5%	3.6%	2.6%	3.0%	3.6%	
Dec	4.5%	3.8%	3.4%	2.7%	6.2%	3.1%	2.3%	2.9%	3.2%	
Average	4.9%	4.3%	3.6%	3.2%	8.2%	4.7%	2.9%	2.9%	3.4%	3.8%

Note: September numbers were not available at the time of this report

(Source: U.S. Department of Labor, Bureau of Labor Statistics)

# Florida Labor Force Data | Not Seasonally Adjusted



## Unemployed Persons

Month	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	500,841	485,197	411,404	386,741	324,447	612,022	396,676	306,387	345,180	411,883
Feb	468,520	446,969	382,760	337,680	284,122	556,144	345,408	293,635	348,034	414,791
Mar	470,242	425,060	373,284	334,489	426,263	531,269	316,855	289,053	363,785	391,112
Apr	454,990	401,307	346,666	299,078	1,209,186	500,166	287,056	261,409	347,533	387,099
May	449,027	411,566	343,375	314,963	1,426,017	480,548	292,321	298,200	323,882	392,541
Jun	500,065	443,329	400,869	359,306	1,201,429	540,906	335,411	337,858	387,519	438,680
Jul	512,933	455,463	396,564	372,571	1,247,724	509,806	325,193	342,234	417,141	455,982
Aug	511,807	458,026	384,572	365,630	903,737	487,212	329,096	363,956	409,387	491,920
Sep	506,773	423,361	353,362	329,669	840,318	435,328	295,586	347,925	380,039	
Oct	486,328	404,192	352,094	321,590	709,855	406,720	300,988	347,484	382,414	
Nov	462,801	402,162	339,246	304,148	655,017	378,215	284,382	330,238	390,998	
Dec	448,445	380,547	340,301	283,910	625,096	331,194	250,216	317,780	350,910	
Average	481,064	428,098	368,708	334,148	821,101	480,794	313,266	319,680	370,569	423,001

Note: September numbers were not available at the time of this report

(Source: U.S. Department of Labor, Bureau of Labor Statistics)

# Florida Labor Force Data | Not Seasonally Adjusted



## Employed Persons

Month	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	9,209,244	9,381,489	9,589,784	9,780,573	10,062,496	9,497,080	10,195,438	10,474,126	10,710,091	10,789,247
Feb	9,275,573	9,456,329	9,679,759	9,854,261	10,134,281	9,605,436	10,274,609	10,563,146	10,730,796	10,762,740
Mar	9,291,336	9,499,717	9,682,130	9,840,449	9,740,176	9,654,797	10,338,815	10,630,692	10,724,188	10,778,380
Apr	9,314,007	9,560,502	9,725,202	9,880,387	8,205,861	9,738,178	10,382,429	10,671,578	10,691,635	10,803,486
May	9,376,480	9,582,914	9,771,034	9,923,786	8,599,038	9,811,036	10,448,771	10,662,095	10,680,074	10,766,126
Jun	9,349,033	9,573,708	9,759,356	9,931,753	8,858,377	9,827,708	10,450,255	10,682,277	10,666,228	10,752,610
Jul	9,378,028	9,581,987	9,775,482	9,952,714	8,981,669	9,912,741	10,469,299	10,695,681	10,642,860	10,798,872
Aug	9,371,444	9,533,700	9,731,198	9,965,711	9,205,911	9,938,852	10,508,988	10,701,330	10,642,026	10,740,707
Sep	9,442,810	9,593,529	9,820,279	10,052,100	9,306,091	10,049,638	10,575,297	10,744,932	10,702,511	
Oct	9,456,812	9,599,723	9,841,345	10,089,553	9,472,673	10,113,383	10,588,652	10,742,272	10,642,216	
Nov	9,416,791	9,576,195	9,803,738	10,049,743	9,453,285	10,137,953	10,543,856	10,749,925	10,539,915	
Dec	9,441,288	9,598,907	9,815,873	10,085,150	9,491,726	10,183,402	10,612,085	10,708,572	10,774,455	
Average	9,360,237	9,544,892	9,749,598	9,950,515	9,292,632	9,872,517	10,449,041	10,668,886	10,678,916	10,774,021

Note: September numbers were not available at the time of this report

(Source: U.S. Department of Labor, Bureau of Labor Statistics)

# Florida Labor Force Data | Not Seasonally Adjusted



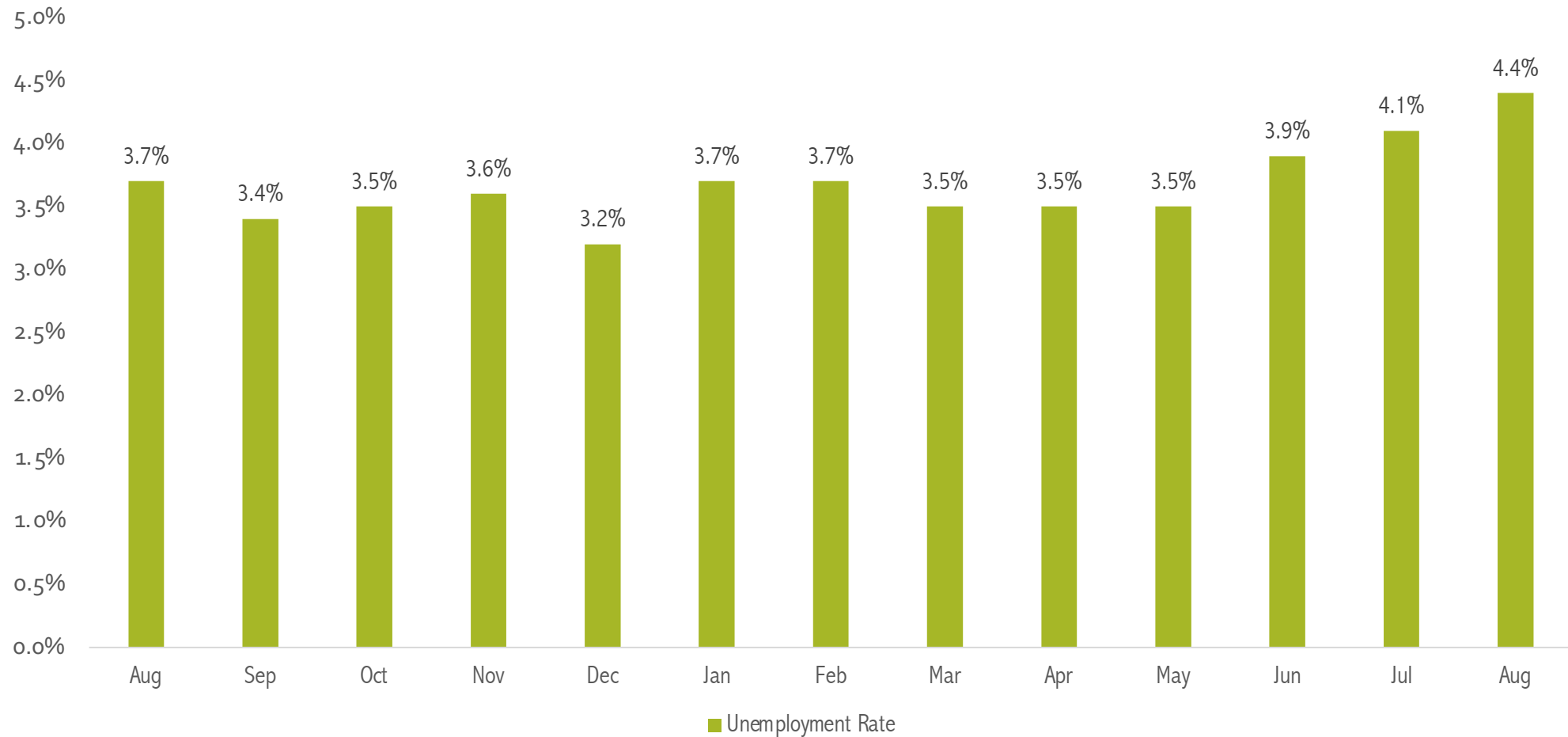
## Labor Force

Month	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jan	9,710,085	9,866,686	10,001,188	10,167,314	10,386,943	10,109,102	10,592,114	10,780,513	11,055,271	11,201,130
Feb	9,744,093	9,903,298	10,062,519	10,191,941	10,418,403	10,161,580	10,620,017	10,856,781	11,078,830	11,177,531
Mar	9,761,578	9,924,777	10,055,414	10,174,938	10,166,439	10,186,066	10,655,670	10,919,745	11,087,973	11,169,492
Apr	9,768,997	9,961,809	10,071,868	10,179,465	9,415,047	10,238,344	10,669,485	10,932,987	11,039,168	11,190,585
May	9,825,507	9,994,480	10,114,409	10,238,749	10,025,055	10,291,584	10,741,092	10,960,295	11,003,956	11,158,667
Jun	9,849,098	10,017,037	10,160,225	10,291,059	10,059,806	10,368,614	10,785,666	11,020,135	11,053,747	11,191,290
Jul	9,890,961	10,037,450	10,172,046	10,325,285	10,229,393	10,422,547	10,794,492	11,037,915	11,060,001	11,254,854
Aug	9,883,251	9,991,726	10,115,770	10,331,341	10,109,648	10,426,064	10,838,084	11,065,286	11,051,413	11,177,531
Sep	9,949,583	10,016,890	10,173,641	10,381,769	10,146,409	10,484,966	10,870,883	11,092,857	11,082,550	
Oct	9,943,140	10,003,915	10,193,439	10,411,143	10,182,528	10,520,103	10,889,640	11,089,756	11,024,630	
Nov	9,879,592	9,978,357	10,142,984	10,353,891	10,108,302	10,516,168	10,828,238	11,080,163	10,930,913	
Dec	9,889,733	9,979,454	10,156,174	10,369,060	10,116,822	10,514,596	10,862,301	11,026,352	11,125,365	
Average	9,841,302	9,972,990	10,118,306	10,284,663	10,113,733	10,353,311	10,762,307	10,988,565	11,049,485	11,190,135

Note: September numbers were not available at the time of this report

(Source: U.S. Department of Labor, Bureau of Labor Statistics)

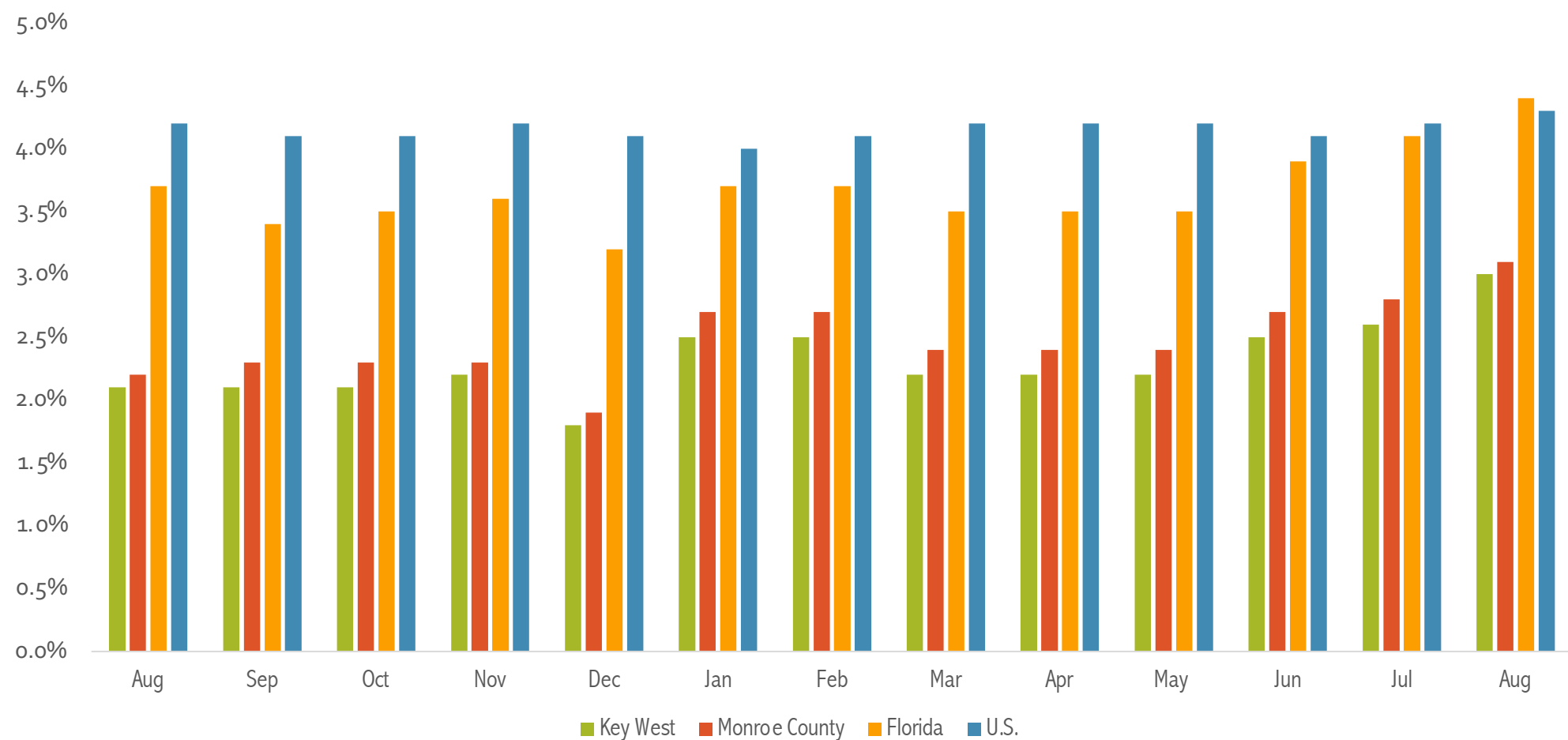
# Florida Labor Unemployment | August 2024 – August 2025



(Source: U.S. Department of Labor, Bureau of Labor Statistics)



# Comparative Unemployment Rates | August 2024 – August 2025



(Source: U.S. Department of Labor, Bureau of Labor Statistics)

# MONROE COUNTY SALES TAX DATA

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**Statistics on Tourism | October Update**

# Monroe County Sales Tax Data

## Tourism & Recreation Taxable Sales



Month	2020	2021	2022	2023	2024	2025
Jan	\$193,999,213	\$200,263,968	\$306,875,199	\$275,744,960	\$277,800,254	\$282,289,606
Feb	\$221,014,335	\$204,414,422	\$305,929,224	\$300,648,138	\$302,282,129	\$304,828,263
Mar	\$239,247,606	\$244,111,824	\$328,523,723	\$318,445,469	\$332,749,282	\$323,221,559
Apr	\$140,173,671	\$321,662,051	\$385,852,481	\$355,709,991	\$374,029,703	\$359,001,139
May	\$21,804,282	\$294,501,355	\$321,071,044	\$295,765,596	\$280,867,530	\$297,812,345
Jun	\$32,419,186	\$283,978,399	\$270,753,413	\$239,235,801	\$252,291,914	\$248,382,494
Jul	\$137,672,321	\$274,530,462	\$250,519,750	\$236,303,691	\$223,281,387	\$226,069,574
Aug	\$150,112,035	\$289,224,687	\$274,277,095	\$253,290,864	\$236,956,543	\$219,870,288
Sep	\$157,725,053	\$242,183,886	\$236,071,215	\$215,053,848	\$215,966,770	
Oct	\$116,591,917	\$165,544,060	\$147,757,122	\$138,617,460	\$133,170,530	
Nov	\$131,623,469	\$204,139,719	\$186,259,512	\$176,903,959	\$165,941,930	
Dec	\$135,598,241	\$234,876,249	\$219,866,957	\$214,222,373	\$215,345,762	
Total	\$1,677,981,329	\$2,959,431,082	\$3,233,756,736	\$3,019,942,150	\$3,010,683,734	\$2,261,475,268

Note: Numbers Represent U.S. Dollars; rounded to the nearest dollar

Note: September numbers were not available at the time of this report (Source: Florida Department of Revenue, Office of Research & Analysis)

# Monroe County Sales Tax Data



## Percentage Change from Prior Year (Tourism & Recreation Taxable Sales)

Month	2020	2021	2022	2023	2024	2025
Jan	7.98%	3.23%	53.24%	-10.14%	0.75%	-1.62%
Feb	13.04%	-7.51%	49.66%	-1.73%	0.54%	-0.84%
Mar	13.51%	2.03%	34.58%	-3.07%	4.49%	-2.86%
Apr	-44.73%	129.47%	19.96%	-7.81%	5.15%	-4.02%
May	-89.51%	1250.66%	9.02%	-7.88%	-5.04%	6.03%
Jun	-81.13%	775.96%	-4.66%	-11.64%	5.46%	-1.55%
Jul	-20.31%	99.41%	-8.75%	-5.67%	-5.51%	1.25%
Aug	-19.26%	92.67%	-5.17%	-7.65%	-6.45%	-7.21%
Sep	-6.32%	53.55%	-2.52%	-8.90%	0.42%	
Oct	17.52%	41.99%	-10.74%	-6.19%	-3.93%	
Nov	-0.21%	55.09%	-8.76%	-5.02%	-6.20%	
Dec	-17.38%	73.21%	-6.39%	-2.57%	0.52%	
Average	-21.64%	76.37%	9.27%	-6.61%	-0.82%	-1.35%

Note: September numbers were not available at the time of this report

(Source: Florida Department of Revenue, Office of Research & Analysis)

# Monroe County Sales Tax Data

## Year-to-Date Tourism & Recreation Taxable Sales



Month	2020	2021	2022	2023	2024	2025
Jan	\$193,999,213	\$200,263,968	\$306,875,199	\$275,744,960	\$277,800,254	\$282,289,606
Feb	\$415,013,548	\$404,678,390	\$612,804,423	\$576,393,098	\$580,082,383	\$587,117,869
Mar	\$654,261,154	\$648,790,214	\$941,328,146	\$894,838,566	\$912,831,665	\$910,339,428
Apr	\$794,434,824	\$970,452,265	\$1,327,180,627	\$1,250,548,557	\$1,286,861,368	\$1,269,340,567
May	\$816,239,106	\$1,264,953,620	\$1,648,251,672	\$1,546,314,153	\$1,567,728,898	\$1,567,152,912
Jun	\$848,658,292	\$1,548,932,019	\$1,919,005,084	\$1,785,549,954	\$1,820,020,812	\$1,815,535,406
Jul	\$986,330,613	\$1,823,462,481	\$2,169,524,834	\$2,021,853,645	\$2,043,302,199	\$2,041,604,980
Aug	\$1,136,442,649	\$2,112,687,168	\$2,443,801,929	\$2,275,144,510	\$2,280,258,742	\$2,261,475,268
Sep	\$1,294,167,702	\$2,354,871,054	\$2,679,873,144	\$2,490,198,358	\$2,496,225,512	
Oct	\$1,410,759,619	\$2,520,415,114	\$2,827,630,266	\$2,628,815,818	\$2,629,396,042	
Nov	\$1,542,383,088	\$2,724,554,833	\$3,013,889,778	\$2,805,719,777	\$2,795,337,972	
Dec	\$1,677,981,329	\$2,959,431,082	\$3,233,756,736	\$3,019,942,150	\$3,010,683,734	

Note: Numbers Represent U.S. Dollars; rounded to the nearest dollar

Note: September numbers were not available at the time of this report (Source: Florida Department of Revenue, Office of Research & Analysis)

# Monroe County Sales Tax Data

## Total County Sales (Including Retail and Commercial)

Month	2020	2021	2022	2023	2024	2025
Jan	\$347,694,342	\$357,047,228	\$488,399,066	\$471,450,469	\$460,330,791	\$447,472,523
Feb	\$366,301,005	\$348,711,987	\$470,347,002	\$481,511,583	\$483,457,622	\$471,023,311
Mar	\$378,842,377	\$396,731,113	\$540,149,708	\$500,526,931	\$512,718,487	\$483,609,552
Apr	\$264,472,997	\$511,000,448	\$591,314,883	\$563,275,547	\$581,484,122	\$548,913,760
May	\$112,873,523	\$476,159,281	\$522,274,064	\$489,447,353	\$463,217,850	\$505,379,816
Jun	\$138,398,639	\$453,911,085	\$453,700,187	\$419,485,884	\$436,239,729	\$405,689,930
Jul	\$275,819,084	\$459,645,344	\$434,915,915	\$416,531,557	\$400,834,422	\$409,624,461
Aug	\$292,349,751	\$467,611,943	\$463,425,470	\$430,429,120	\$424,837,842	\$400,876,444
Sep	\$276,937,334	\$390,778,276	\$397,626,292	\$369,162,178	\$370,750,430	
Oct	\$241,975,781	\$308,684,012	\$291,449,905	\$282,174,738	\$268,578,199	
Nov	\$261,512,494	\$344,733,013	\$335,733,112	\$326,378,991	\$309,519,217	
Dec	\$261,959,083	\$385,677,959	\$394,383,049	\$367,518,138	\$370,248,427	
Total	\$3,219,136,410	\$4,900,691,687	\$5,383,718,654	\$5,117,892,491	\$5,082,217,138	\$3,672,589,797

Note: Numbers Represent U.S. Dollars; rounded to the nearest dollar

Note: September numbers were not available at the time of this report (Source: Florida Department of Revenue, Office of Research & Analysis)

# Monroe County Sales Tax Data

## Percentage Change from Prior Year (Total County Sales)



Month	2020	2021	2022	2023	2024	2025
Jan	7.85%	2.69%	36.79%	-3.47%	-2.36%	-2.79%
Feb	9.27%	-4.80%	34.88%	2.37%	0.40%	-2.57%
Mar	7.65%	4.72%	36.15%	-7.34%	2.44%	-5.68%
Apr	-35.82%	93.21%	15.72%	-4.74%	3.23%	-5.60%
May	-68.94%	321.85%	9.68%	-6.29%	-5.36%	9.10%
Jun	-54.90%	227.97%	-0.05%	-7.54%	3.99%	-7.00%
Jul	-15.80%	66.65%	-5.38%	-4.23%	-3.77%	2.19%
Aug	-10.48%	59.95%	-0.90%	-7.12%	-1.30%	-5.64%
Sep	-5.77%	41.11%	1.75%	-7.16%	0.43%	
Oct	15.73%	27.57%	-5.58%	-3.18%	-4.82%	
Nov	0.06%	31.82%	-2.61%	-2.79%	-5.17%	
Dec	-10.28%	47.23%	2.26%	-6.81%	0.74%	
Average	-15.34%	52.24%	9.86%	-4.94%	-0.96%	-2.25%

Note: September numbers were not available at the time of this report

(Source: Florida Department of Revenue, Office of Research & Analysis)

# Monroe County Sales Tax Data

## Year-to-Date Total County Sales (Including Retail and Commercial)



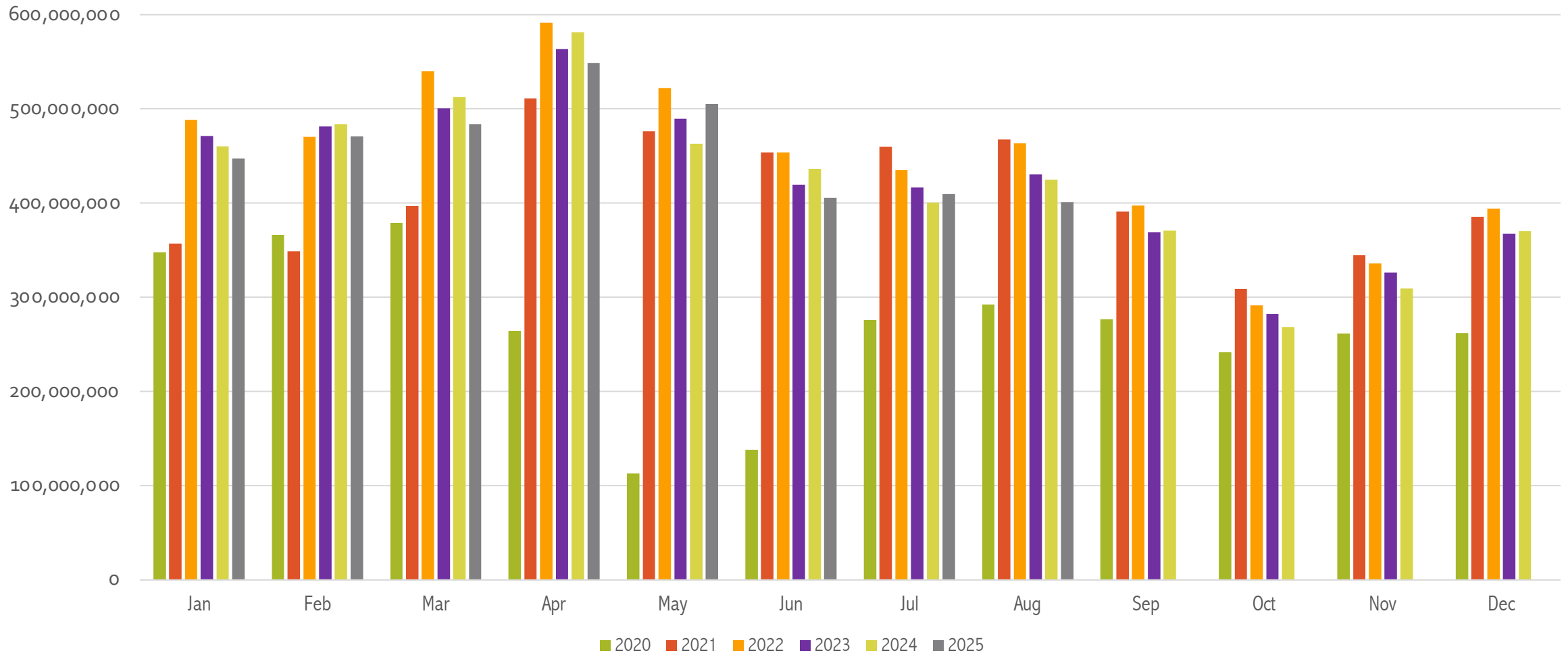
Month	2020	2021	2022	2023	2024	2025
Jan	\$347,694,342	\$357,047,228	\$488,399,066	\$471,450,469	\$460,330,791	\$447,472,523
Feb	\$713,995,347	\$705,759,214	\$958,746,068	\$952,962,052	\$943,788,413	\$918,495,834
Mar	\$1,092,837,724	\$1,102,490,327	\$1,498,895,776	\$1,453,488,983	\$1,456,506,900	\$1,402,105,386
Apr	\$1,357,310,721	\$1,613,490,775	\$2,090,210,660	\$2,016,764,531	\$2,037,991,022	\$1,951,019,146
May	\$1,470,184,244	\$2,089,650,056	\$2,612,484,724	\$2,506,211,883	\$2,501,208,872	\$2,456,398,962
Jun	\$1,608,582,883	\$2,543,561,141	\$3,066,184,911	\$2,925,697,767	\$2,937,448,601	\$2,862,088,892
Jul	\$1,884,401,968	\$3,003,206,485	\$3,501,100,826	\$3,342,229,324	\$3,338,283,023	\$3,271,713,353
Aug	\$2,176,751,719	\$3,470,818,428	\$3,964,526,296	\$3,772,658,445	\$3,763,120,865	\$3,672,589,797
Sep	\$2,453,689,053	\$3,861,596,703	\$4,362,152,588	\$4,141,820,623	\$4,133,871,295	
Oct	\$2,695,664,833	\$4,170,280,716	\$4,653,602,493	\$4,423,995,362	\$4,402,449,494	
Nov	\$2,957,177,327	\$4,515,013,728	\$4,989,335,605	\$4,750,374,352	\$4,711,968,711	
Dec	\$3,219,136,410	\$4,900,691,687	\$5,383,718,654	\$5,117,892,491	\$5,082,217,138	

Note: Numbers Represent U.S. Dollars; rounded to the nearest dollar

Note: September numbers were not available at the time of this report (Source: Florida Department of Revenue, Office of Research & Analysis)



# Monroe County Taxable Sales | 2020-2025



(Source: Florida Department of Revenue, Office of Research & Analysis)

Photo credit: The Greater Key West Chamber of Commerce



## The Greater Key West Chamber of Commerce

*works as a catalyst for business success, a convener of leaders,  
and a champion for a sustainable thriving community.*

### **Kerry L. Baker**

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