



Photo credit: The Greater Key West Chamber of Commerce

# Dashboard Trends | December 2025

January 6, 2026

The Greater Key West Chamber of Commerce



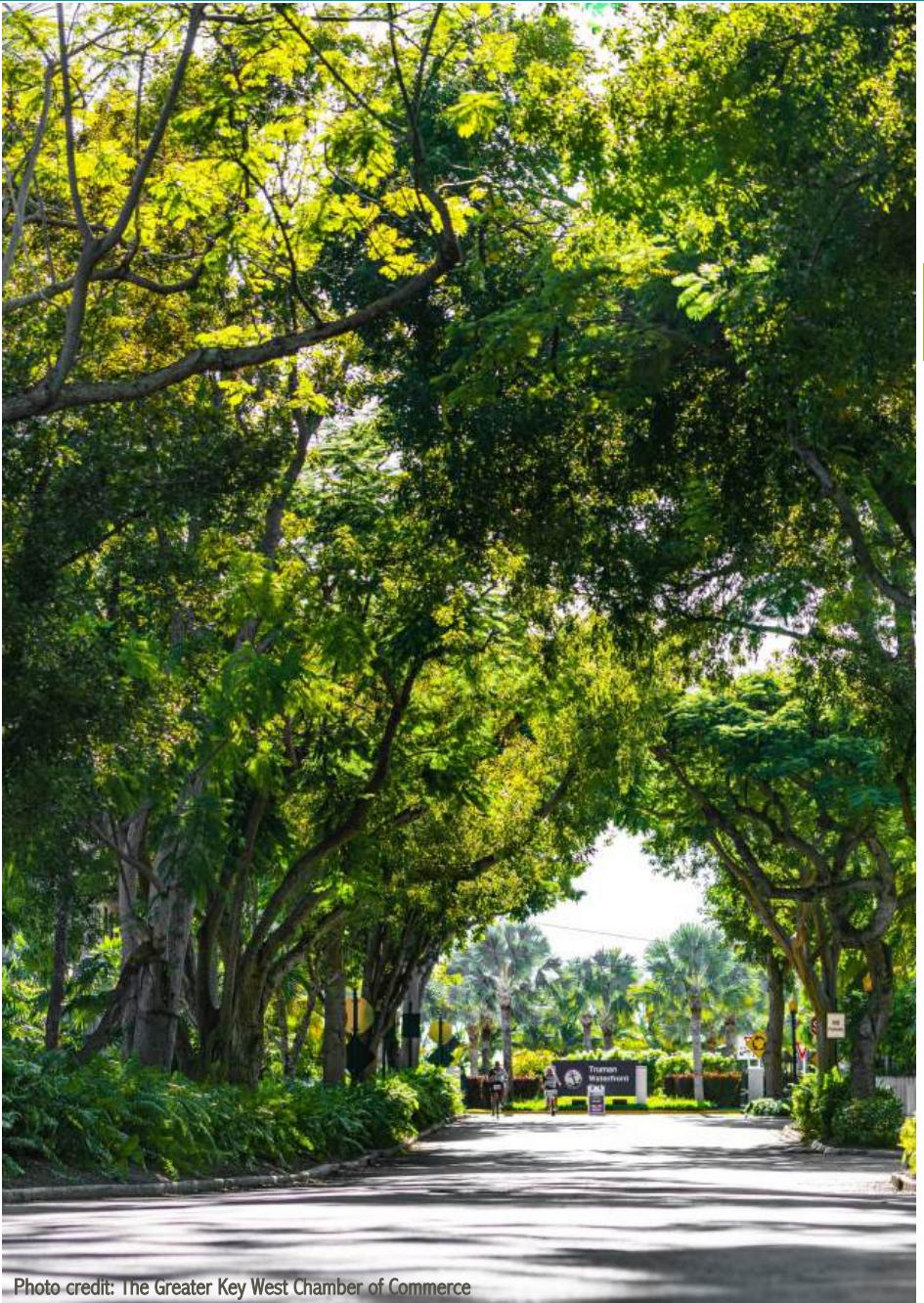
# The Greater Key West Chamber of Commerce

## Dashboards | December 2025

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(Due to different delivery dates, this report reflects all data available through January 6, 2026)



# KEY WEST HOTEL MONTHLY UPDATE

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**December Monthly Dashboard**

# Key West Hotel Data | Monthly Update



	Occupancy Rate		Average Daily Rate		Percent Changes from 2024	
	2025	2024	2025	2024	Occupancy	ADR
November	78.5%	78.7%	\$333.78	\$337.88	-0.2 percentage points	-1.2%
YTD	76.9%	76.5%	\$339.65	\$351.78	+0.4 percentage points	-3.5%

## Occupancy Rate | Key Observations:

- The November 2025 Key West Hotel Occupancy Rate was 78.5%, which was on par when compared to the same month in 2024 (-0.2% percentage points). The November 2024 Key West Hotel Occupancy rate was 78.7%.
- The Year-to-Date Average Monthly Occupancy Rate (January-November 2025) is 76.9%, which is also consistent (+0.4% percentage points) with the same time frame in 2024.

## Average Daily Rate | Key Observations:

- The November 2025 Key West Hotel Average Daily Rate was \$333.78 which was slightly down by -1.2 percentage points from November 2024 (\$337.88).
- The Year-to-Date Average Daily Rate (January-November 2025) is \$339.65, which was down by -3.5% within the same timeframe in 2024 (\$351.78).

# MONROE COUNTY BED TAX BY DAC

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**December Monthly Dashboard**

# Monroe County | Bed Tax by DAC

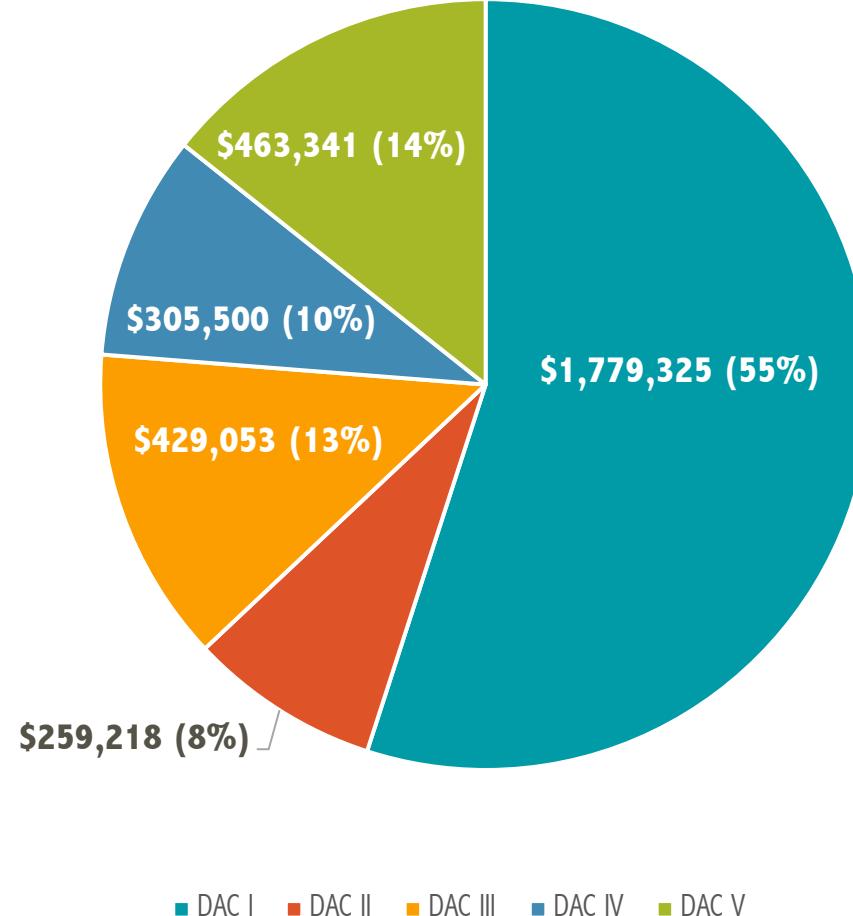
## October 2025



### Key Observations:

- The total Bed Tax collected in Monroe County (DAC I-V) October 2025 was \$3,236,437.
- DAC I (Key West) represents over half of monies collected, \$1,779,325 (55%), ten months into the year.

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



■ DAC I ■ DAC II ■ DAC III ■ DAC IV ■ DAC V

(Source: Monroe County Tax Collector's Office)

# KEY WEST (DAC I) BED TAX COLLECTION

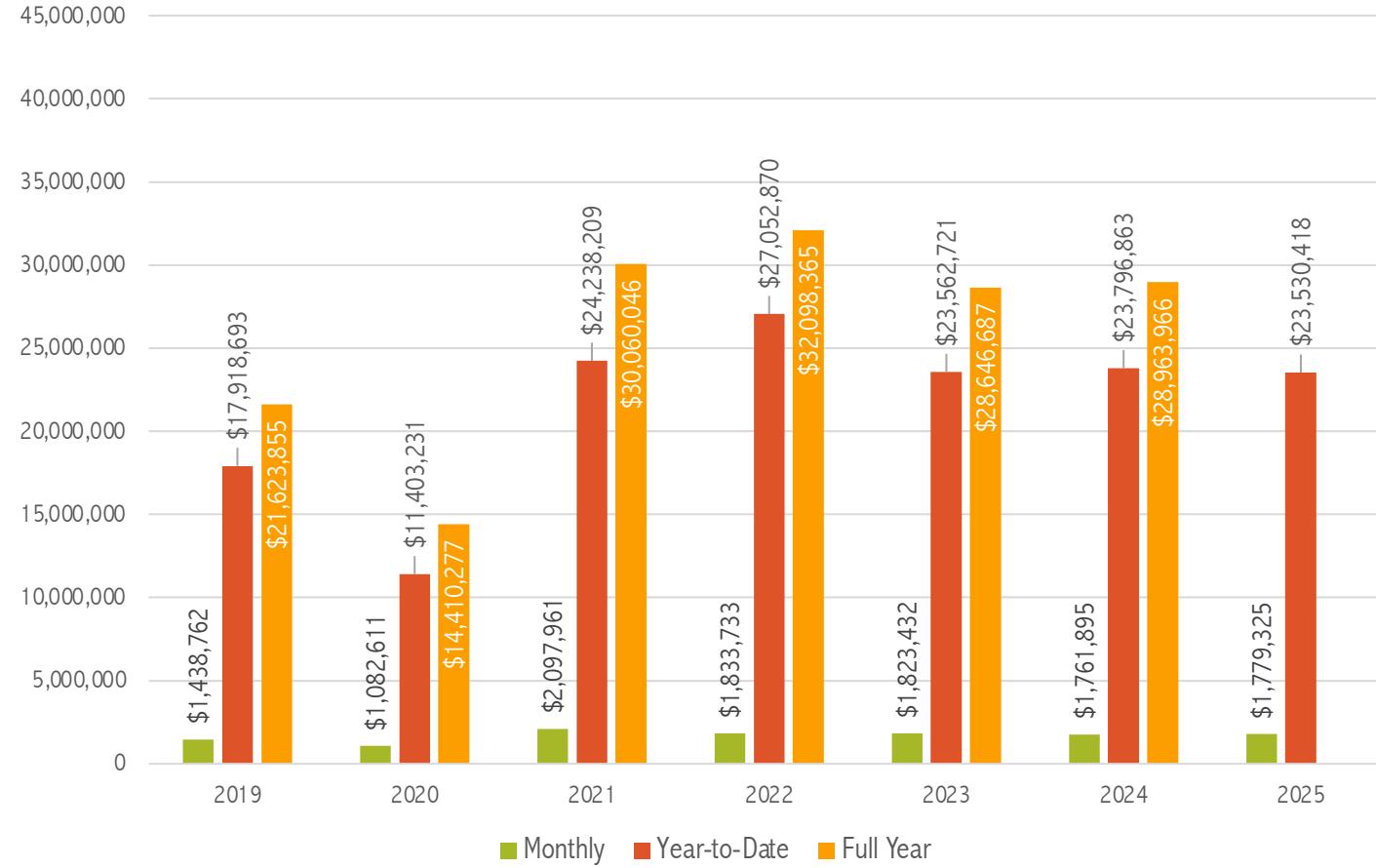
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**December Monthly Dashboard**

### Key Observations:

- The total Bed Tax collected in Key West (DAC I) in October 2025 was \$1,779,325 which was consistent (+1.0%) with the same month in 2024 (October 2024, \$1,761,895).
- The total Bed Tax collected Year-to-Date (January – October) in Key West (DAC I) was \$23,530,418. This was consistent (-1.1%) with the same time frame in 2024 (January – October 2024).

### DAC I - Four Penny Promotional Bed Tax Collections



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

(Source: Monroe County Tax Collector's Office)

# KEY WEST PORT OPERATIONS

## NUMBER OF CRUISE SHIP PASSENGER ARRIVALS

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**December Monthly Dashboard**

# Key West Port Operations | Number of Cruise Ship Passenger Arrivals

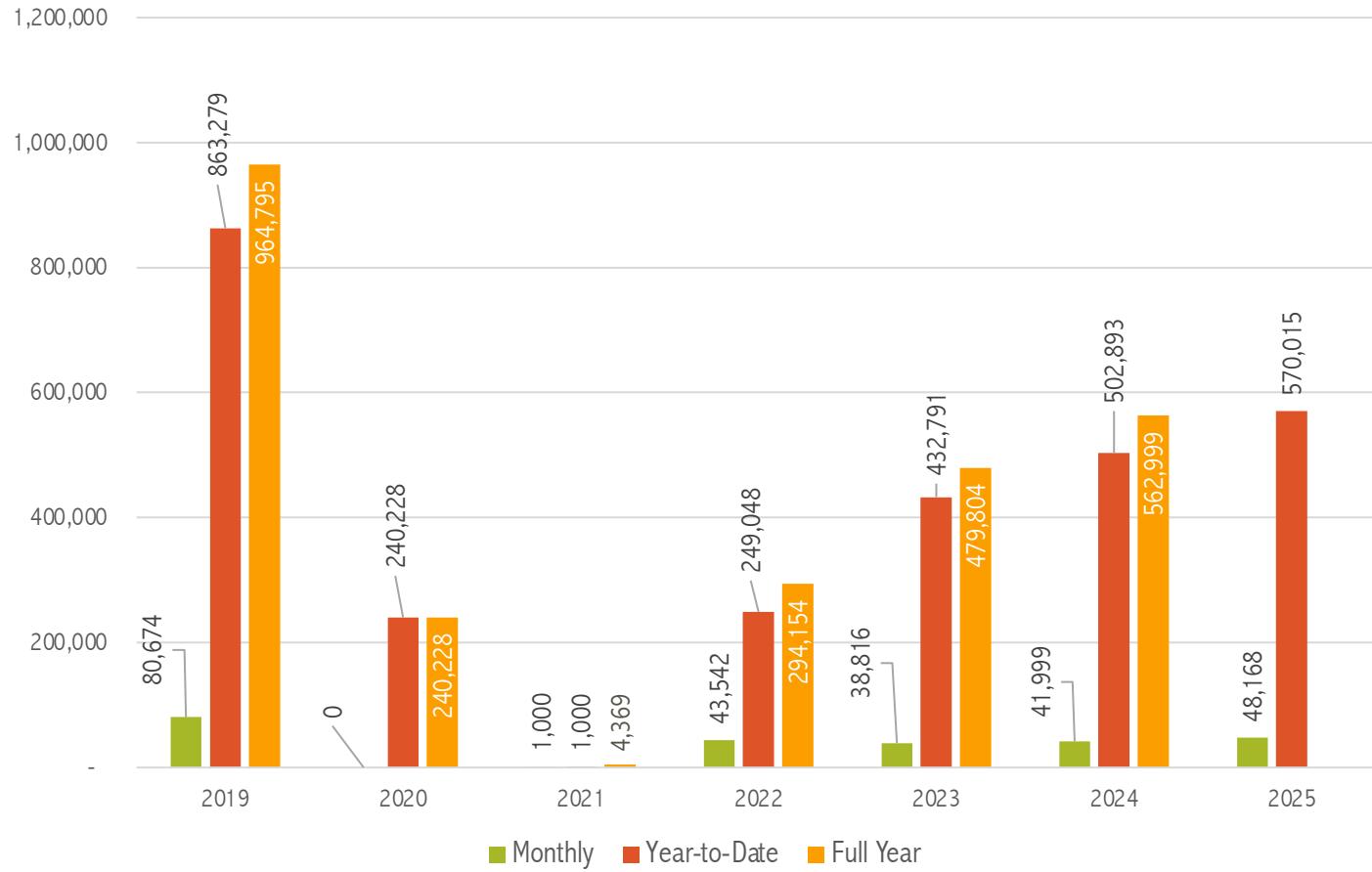
## Month, Year-to-Date, and Full Calendar Year Results; 2019 – November 2025



### Key Observations:

- The November 2025 Cruise Ship Passenger arrivals were 48,168, which was a +14.7% increase compared to November 2024 (41,999).
- The Year-to-Date Number of Cruise Ship Passenger arrivals (January – November 2025) is 570,015, which is an increase of +13.4% in the same time frame in 2024 (502,893 January – November).

### Number of Cruise Ship Passenger Arrivals



(Source: City of Key West Port Operations Office)

# KEY WEST INTERNATIONAL AIRPORT PASSENGER ARRIVALS

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**December Monthly Dashboard**

# Key West International Airport | Passenger Arrivals

## Month, Year-to-Date, and Full Calendar Year Results; 2019 – October 2025

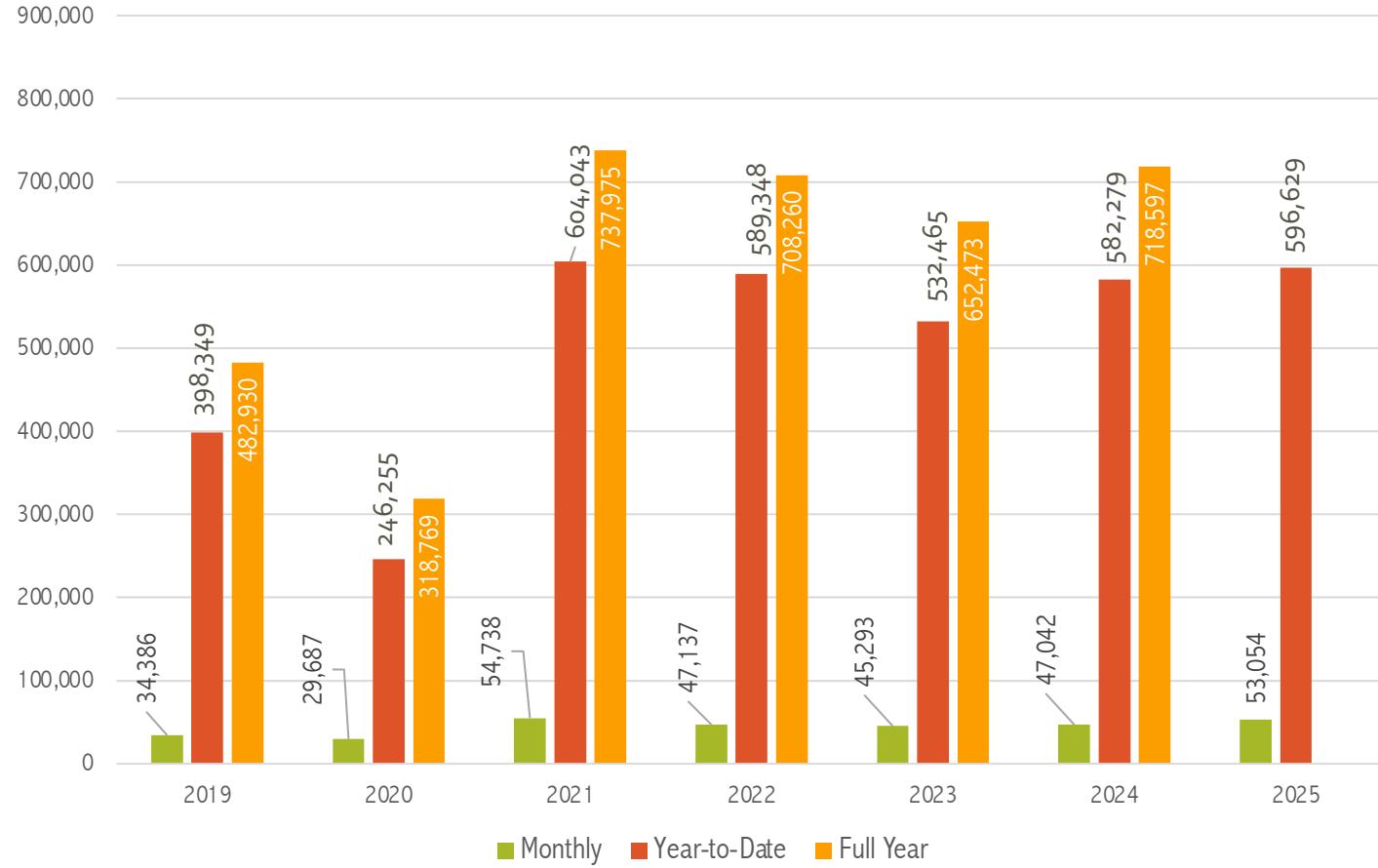


### Key Observations:

- The total October 2025 Passenger Arrivals at Key West International Airport was 53,054, which was a +12.8% increase over the same month in 2024 (October 2024, 47,042).
- The Year-to-Date Number of Passenger Arrivals at Key West International Airport (January – October 2025) was 596,629, which was a +2.5% increase over the same time frame in 2024 (582,279, January – October).

Note: November Key West Airport figures were not published at the time of this report.

### Number of Airplane Passenger Arrivals



(Source: Key West International Airport)

# KEY WEST PORT OPERATIONS NUMBER OF FERRY PASSENGER ARRIVALS

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**December Monthly Dashboard**

# Key West Port Operations | Ferry Passenger Arrivals

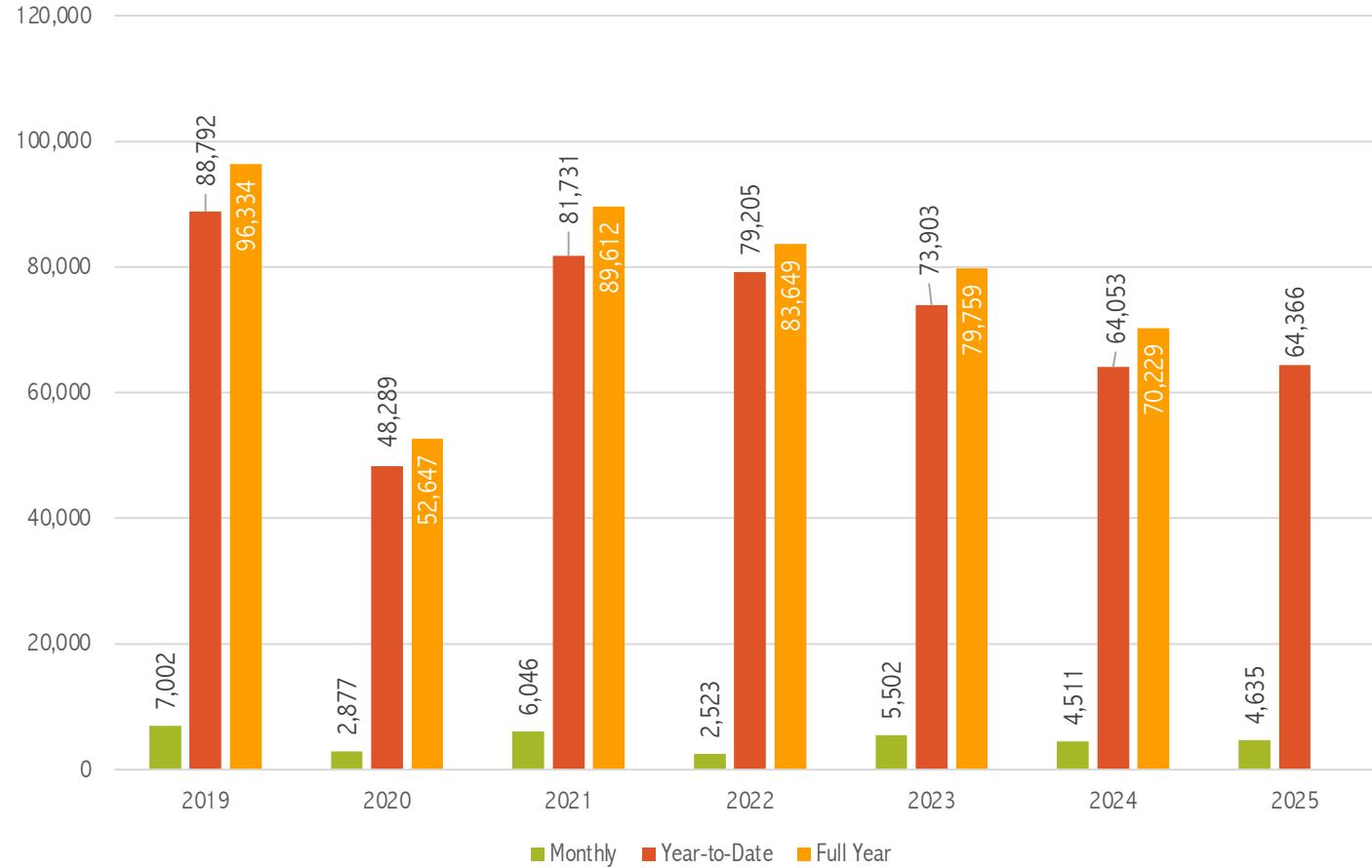
## Month, Year-to-Date, and Full Calendar Year Results; 2019 – November 2025



### Key Observations:

- A total of 4,635 passengers arrived by Ferry in November 2025. This was a +2.8% increase from Ferry Passenger Arrivals in November of 2024 (4,511).
- The total Year-to-Date Passenger Arrivals (January- November 2025) were 64,366, which was a consistent (+0.5%) over the same time frame in November of 2024 (64,053).

### Number of Ferry Passenger Arrivals



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

# MONROE COUNTY TOURISM & RECREATION TAXABLE SALES

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**December Monthly Dashboard**

# Monroe County | Tourism and Recreation Taxable Sales

## Month, Year-to-Date, and Full Calendar Year Results; 2020 – October 2025

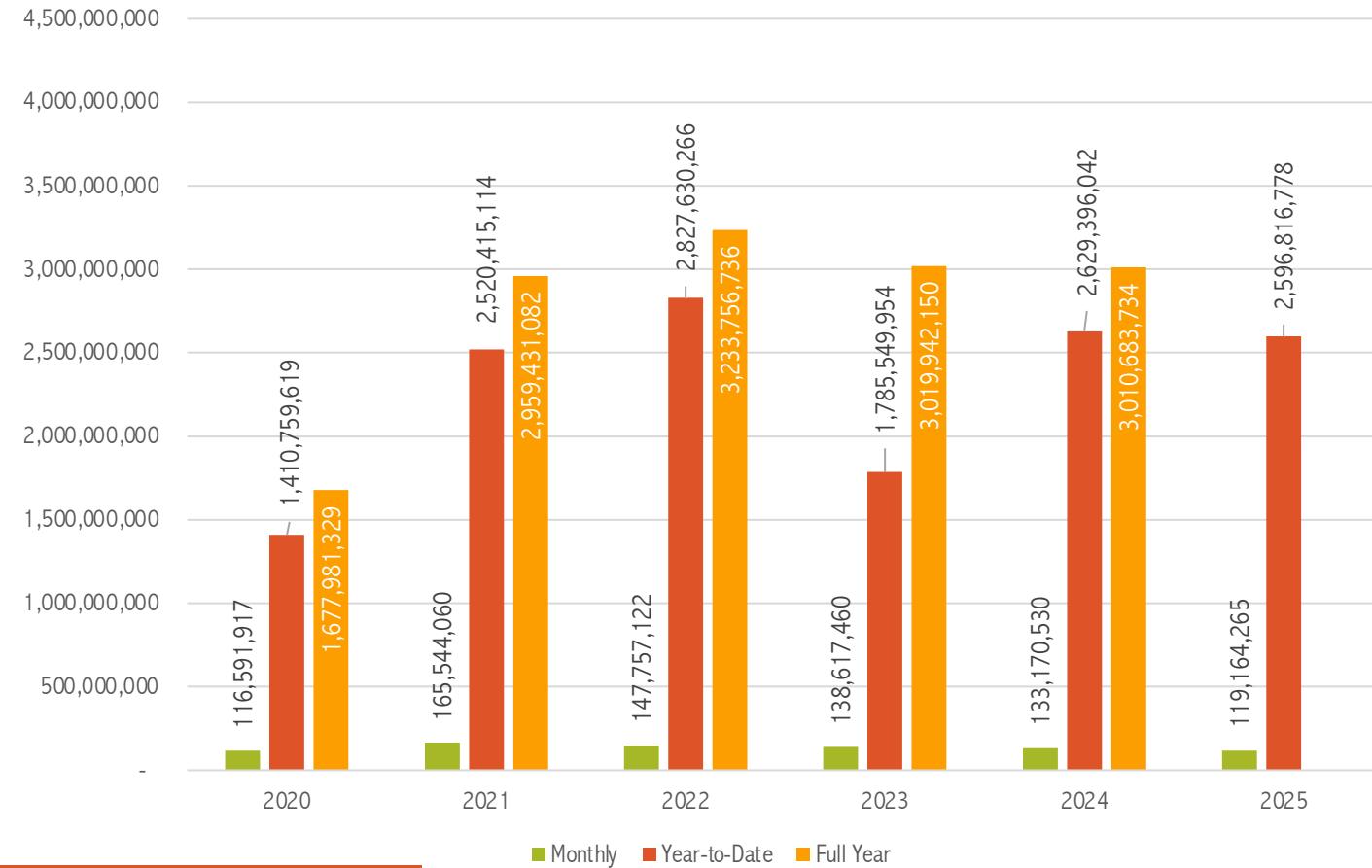


### Key Observations:

- Monroe County Tourism & Recreation Taxable Sales for October of 2025 were \$119,164,265, which was a decrease (-10.5%) from October 2024 (\$133,170,530).

Note: November Monroe County Sales Tax figures were not published at the time of this report.

### Monroe County Tourism & Recreation Taxable Sales



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

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

# MONROE COUNTY STATE SALES TAX COLLECTIONS

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**December Monthly Dashboard**

# Monroe County | State Sales Tax Collections

## September 2024 – September 2025

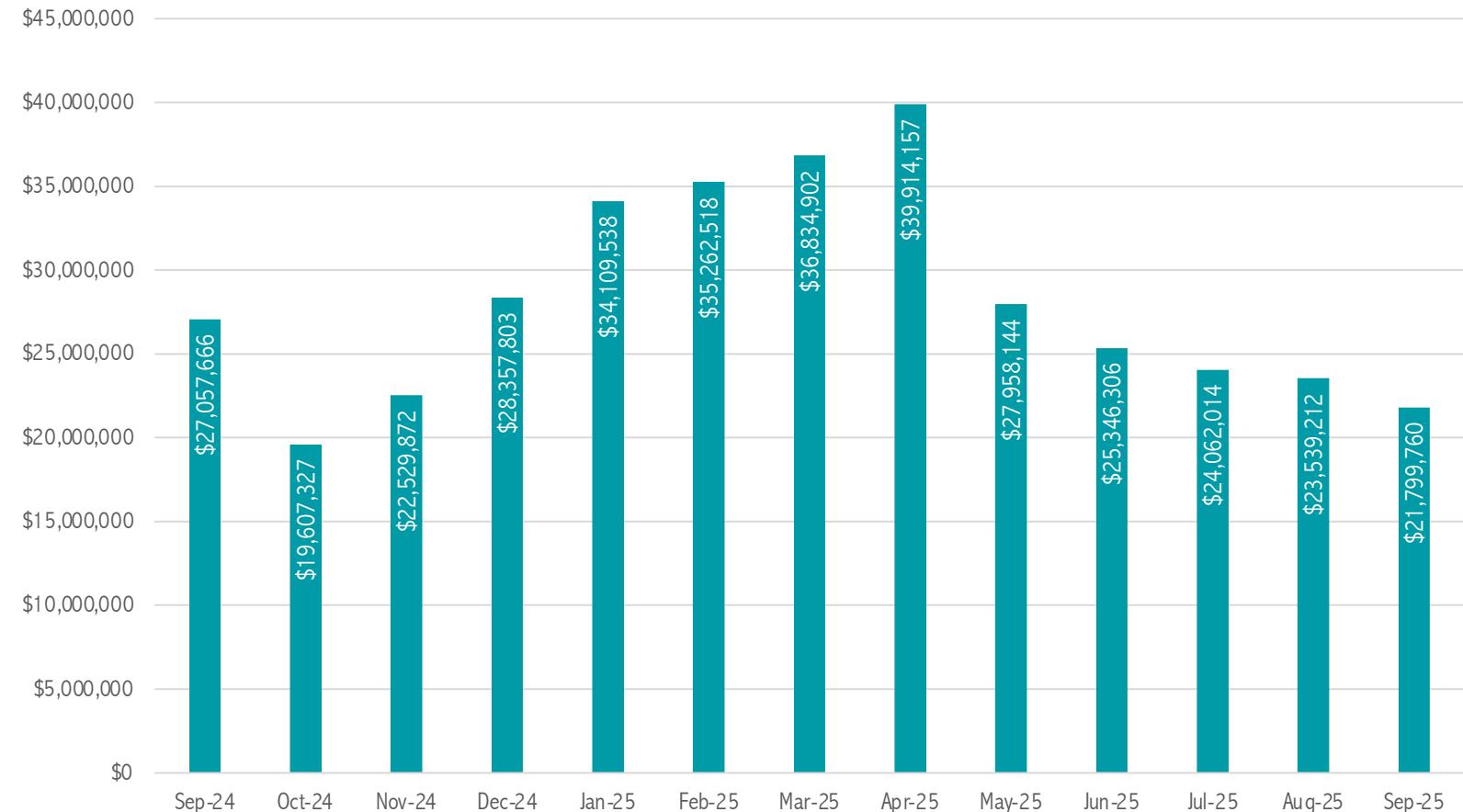


### Key Observations:

- Monroe County State Sales Tax collected for the month of September 2025 was \$21,799,760 which was a -19.4% decrease from September 2024 (\$27,057,666).

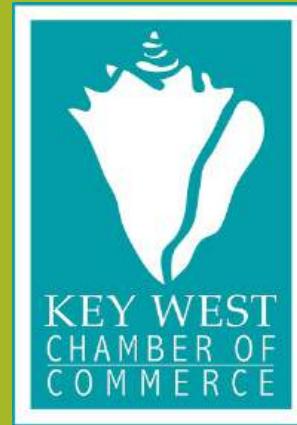
Note: November State Sales Tax Collection figures were not published at the time of this report.

### Monroe County | State Sales Tax Collections



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

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



## The Greater Key West Chamber of Commerce

*The mission of the Greater Key West Chamber of Commerce is to serve its members and support a viable economy for Key West.*

### **Kerry L. Baker**

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