

TOT Comparison

	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	Change +/- to previous FY
July	\$ 508,195	\$ 541,806	\$ 591,184	\$ 636,778	\$ 699,845	\$ 761,346	\$ 844,845	\$ 877,391	\$ 861,241	\$ 884,317	\$ 913,019	\$ 530,064	\$ 1,214,080	\$ 1,297,863	\$ 1,245,883	\$ 1,296,720	4.1%
August	\$ 511,564	\$ 542,194	\$ 574,395	\$ 623,655	\$ 674,244	\$ 732,271	\$ 774,501	\$ 765,232	\$ 728,932	\$ 775,513	\$ 826,465	\$ 623,523	\$ 992,620	\$ 1,057,478	\$ 1,037,434	\$ 1,118,496	7.8%
September	\$ 400,023	\$ 437,543	\$ 490,524	\$ 508,583	\$ 505,954	\$ 557,002	\$ 643,127	\$ 650,117	\$ 693,704	\$ 682,810	\$ 720,414	\$ 660,405	\$ 965,595	\$ 1,039,589	\$ 1,024,869	\$ 916,405	-10.6%
October	\$ 414,870	\$ 442,586	\$ 437,805	\$ 469,977	\$ 509,435	\$ 594,032	\$ 642,221	\$ 628,049	\$ 601,208	\$ 650,101	\$ 711,393	\$ 632,733	\$ 889,485	\$ 993,400	\$ 986,681	\$ 921,571	-6.6%
November	\$ 280,913	\$ 330,924	\$ 347,437	\$ 359,163	\$ 425,769	\$ 475,360	\$ 468,016	\$ 497,162	\$ 513,487	\$ 556,885	\$ 593,403	\$ 422,488	\$ 722,487	\$ 770,599	\$ 757,010	\$ 823,654	8.8%
December	\$ 246,684	\$ 274,417	\$ 314,784	\$ 319,451	\$ 355,315	\$ 391,132	\$ 429,600	\$ 434,836	\$ 473,701	\$ 488,296	\$ 488,757	\$ 236,391	\$ 638,253	\$ 628,735	\$ 628,260	\$ 625,230	-0.5%
January	\$ 230,279	\$ 256,351	\$ 276,165	\$ 302,153	\$ 331,853	\$ 400,239	\$ 387,304	\$ 396,559	\$ 415,690	\$ 465,547	\$ 520,813	\$ 302,621	\$ 557,369	\$ 554,408	\$ 621,595		
February	\$ 273,373	\$ 302,246	\$ 323,359	\$ 344,160	\$ 366,980	\$ 431,510	\$ 466,915	\$ 439,735	\$ 503,451	\$ 524,327	\$ 596,021	\$ 426,144	\$ 716,045	\$ 735,450	\$ 687,480		
March	\$ 326,099	\$ 333,783	\$ 392,266	\$ 426,879	\$ 448,103	\$ 520,795	\$ 559,235	\$ 549,642	\$ 577,285	\$ 602,781	\$ 268,458	\$ 614,973	\$ 820,473	\$ 807,997	\$ 850,274		
April	\$ 423,158	\$ 451,133	\$ 475,913	\$ 486,850	\$ 564,617	\$ 610,894	\$ 609,439	\$ 708,724	\$ 641,919	\$ 741,364	\$ 69,184	\$ 742,477	\$ 1,068,408	\$ 1,056,663	\$ 1,025,966		
May	\$ 372,997	\$ 433,874	\$ 447,116	\$ 489,862	\$ 546,916	\$ 601,614	\$ 598,093	\$ 645,114	\$ 630,820	\$ 665,603	\$ 174,982	\$ 760,006	\$ 919,831	\$ 910,508	\$ 989,619		
June	\$ 490,326	\$ 512,543	\$ 578,234	\$ 610,948	\$ 630,729	\$ 727,028	\$ 731,038	\$ 765,362	\$ 796,899	\$ 835,727	\$ 409,945	\$ 973,975	\$ 1,100,000	\$ 1,160,330	\$1,201,226.00		
Total/Average	\$ 4,478,481	\$ 4,859,400	\$ 5,249,181	\$ 5,578,460	\$ 6,059,758	\$ 6,803,224	\$ 7,154,334	\$ 7,357,923	\$ 7,438,338	\$ 7,873,272	\$ 6,292,853	\$ 6,925,799	\$ 10,604,646	\$ 11,013,020	\$ 11,056,297	\$ 5,702,076	-48.4%

*Figures from Smith Travel Research Report	Occupancy			ADR			RevPAR		
	2023-24	2024-25	Change +/-	2023-24	2024-25	Change +/-	2023-24	2024-25	Change +/-
July	83.4	83.3	-0.1%	200.16	203.25	1.5%	166.97	169.32	1.4%
August	73.8	77	4.3%	190.51	194.49	2.1%	140.61	149.82	6.6%
September	71	70	-1.4%	195.47	184.04	-5.8%	138.84	128.89	-7.2%
October	70	69.3	-1.0%	185	178.14	-3.7%	129.42	123.46	-4.6%
November	62.6	66.8	6.7%	165.42	171.03	3.4%	103.48	114.16	10.3%
December	56.4	59.8	6.0%	150.28	146.17	-2.7%	84.73	87.41	3.2%
January	54.3			139.69			75.79		
February	59.7			152.68			91.2		
March	67.9			160.49			108.93		
April	72.1			187.59			135.30		
May	70.9			180.85			128.17		
June	75.1			211.41			158.76		
Total/Average	68.10	71.03	0.024	\$ 176.63	\$ 179.52	-0.008777	\$ 121.85	\$ 128.84	0.02

Updated: 02/06/2025