January 1 - December 31, 2024

Comparison: January 1 - December 31, 2023

Powered by **DATAFY**

January 1 - December 31, 2024

Geo Data Filters: (In-State) (Out-of-State) (Distance: 50 - 4944 mi) (Dates: 1/1/24 - 12/31/24) (Dates: 1/1/23 - 12/31/23)

(Districts: All Included) (Clusters: Districts Included) (POIs: All Included) (Counties: Monroe, FL Excluded) (Trip Lengths: 1 Excluded)

2024 Calendar year saw a **4.76% increase in total trips** and a **8.83% decrease in visitor days** compared to Calendar Year 2023. This shows that the volume of trips have increased compared to the same quarter last year, however length of stay has decreased.

Volume Estimates
2024
Visitor Days: 18,862818
Total Trips: 4,663,792

2023
Visitor Days: 20,689,117
Total Trips: 4,451,967

Geo Data Filters: In-State | Out-of-State | Distance: 50 - 4944 mi | Dates: 1/1/24 - 12/31/24 | Dates: 1/1/23 - 12/31/23

Districts: All Included | Clusters: Districts Included | POIs: All Included | Counties: Monroe, FL Excluded | Trip Lengths: 1 Excluded
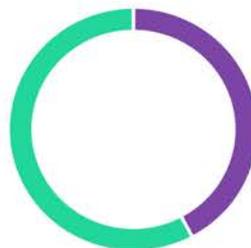
Selected Districts

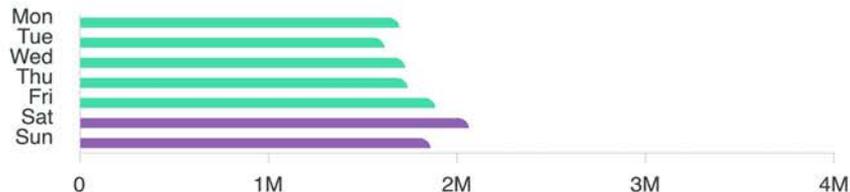Color by: District

In-State vs Out-of-State % Share

Geo Data

- In-State 42.2%
- Out-of-State 57.8%

Visitors by Day

Geo Data

Number of Visitor Days

January 1 - December 31, 2024

Top States by Visitor Days (Geo Data)

#	1/1/24 - 12/31/24	1/1/23 - 12/31/23	1/1/22 - 12/31/22	1/1/21 - 12/31/21
1	Florida 42.1%	Florida 41.4%	Florida 35.8%	Florida 38.6%
2	Texas 3.74%	Texas 3.86%	Texas 4.05%	Texas 4.44%
3	Georgia 3.68%	Georgia 3.82%	Georgia 3.91%	Georgia 3.92%
4	Ohio 3.48%	Ohio 3.46%	Ohio 3.81%	Ohio 3.59%
5	Michigan 3.37%	North Carolina 3.42%	North Carolina 3.76%	Michigan 3.48%
6	North Carolina 3.33%	Michigan 3.29%	Michigan 3.71%	North Carolina 3.36%
7	New York 3.06%	New York 3.09%	New York 3.47%	New York 2.95%
8	New Jersey 2.95%	New Jersey 2.95%	Pennsylvania 3.26%	Illinois 2.88%
9	Pennsylvania 2.84%	Pennsylvania 2.86%	New Jersey 3.25%	New Jersey 2.79%
10	Illinois 2.67%	Illinois 2.7%	Illinois 2.93%	Pennsylvania 2.75%

Geo Data Filters: In-State | Out-of-State | Distance: 50 - 4944 mi | Dates: 1/1/24 - 12/31/24 | ⇄ Dates: 1/1/23 - 12/31/23

Districts: All Included | Clusters: Districts Included | POIs: All Included | Counties: Monroe, FL Excluded | Trip Lengths: 1 Excluded

Top DMAs by Visitor Days ⊙ Geo Data

	1/1/24 - 12/31/24	1/1/23 - 12/31/23	1/1/22 - 12/31/22	1/1/21 - 12/31/21
1	Miami-Ft. Lauderdale 19.1%	Miami-Ft. Lauderdale 18%	Miami-Ft. Lauderdale 15.1%	Miami-Ft. Lauderdale 16.9%
2	Tampa-St. Pete -Sarasota 5.75%	Tampa-St. Pete -Sarasota 5.93%	Tampa-St. Pete -Sarasota 5.55%	Tampa-St. Pete -Sarasota 5.53%
3	Orlando-Daytona Bch-Melbrn 5.35%	Orlando-Daytona Bch-Melbrn 5.57%	Orlando-Daytona Bch-Melbrn 5.09%	Orlando-Daytona Bch-Melbrn 5.02%
4	West Palm Beach-Ft. Pierce 4.9%	West Palm Beach-Ft. Pierce 4.96%	New York 4.83%	West Palm Beach-Ft. Pierce 4.41%
5	New York 4.26%	New York 4.33%	West Palm Beach-Ft. Pierce 4.16%	New York 4.19%
6	Ft. Myers-Naples 3.15%	Ft. Myers-Naples 3.25%	Atlanta 2.75%	Ft. Myers-Naples 2.89%
7	Atlanta 2.56%	Atlanta 2.62%	Philadelphia 2.72%	Atlanta 2.66%
8	Philadelphia 2.44%	Philadelphia 2.47%	Ft. Myers-Naples 2.7%	Philadelphia 2.33%
9	Jacksonville 2.29%	Jacksonville 2.42%	Chicago 2.28%	Jacksonville 2.24%
10	Chicago 2.08%	Chicago 2.12%	Jacksonville 2.18%	Chicago 2.21%

Geo Data Filters: (In-State) (Out-of-State) (Distance: 50 - 4944 mi) (Dates: 1/1/24 - 12/31/24) (⇄ Dates: 1/1/23 - 12/31/23)
(Districts: All Included) (Clusters: Districts Included) (POIs: All Included) (Counties: Monroe, FL Excluded) (Trip Lengths: 1 Excluded)

Top DMAs by Visitor Days (◉ Geo Data) (Out-of-State)   ▽ ①

	1/1/24 - 12/31/24	1/1/23 - 12/31/23	1/1/22 - 12/31/22	1/1/21 - 12/31/21
1	New York 7.36%	New York 7.43%	New York 7.59%	New York 6.81%
2	Atlanta 4.41%	Atlanta 4.5%	Atlanta 4.33%	Atlanta 4.34%
3	Philadelphia 4.22%	Philadelphia 4.23%	Philadelphia 4.28%	Philadelphia 3.79%
4	Chicago 3.59%	Chicago 3.64%	Chicago 3.59%	Chicago 3.6%
5	Detroit 2.76%	Detroit 2.7%	Detroit 2.71%	Minneapolis-St. Paul 2.64%
6	Washington-DC -Hagrstwn 2.52%	Washington-DC -Hagrstwn 2.54%	Minneapolis-St. Paul 2.62%	Detroit 2.59%
7	Minneapolis-St. Paul 2.38%	Dallas-Ft. Worth 2.37%	Washington-DC -Hagrstwn 2.61%	Dallas-Ft. Worth 2.58%
8	Dallas-Ft. Worth 2.32%	Minneapolis-St. Paul 2.34%	Boston -Manchester 2.58%	Washington-DC -Hagrstwn 2.27%
9	Boston -Manchester 2.26%	Boston -Manchester 2.31%	Dallas-Ft. Worth 2.26%	Boston -Manchester 2.22%
10	Charlotte 2.09%	Charlotte 2.15%	Charlotte 2.13%	Houston 2.02%

January 1 - December 31, 2024

Geo Data Filters: In-State | Out-of-State | Distance: 50 - 4944 mi | Dates: 1/1/24 - 12/31/24 | Dates: 1/1/23 - 12/31/23

Districts: All Included | Clusters: Districts Included | POIs: All Included | Counties: Monroe, FL Excluded | Trip Lengths: 1 Excluded

District Visitation

◎ Geo Data

District	Share of Visitor Days
Key West	45.5%
Key Largo	38.2%
Islamorada	34.6%
Marathon	34.3%
Lower Keys	30.7%

Trips by Length of Stay

(◎ Geo Data) (⤢ Compare Dates)

🟣 2 Days	24%	↘ 2.55%	
🔵 4 Days	15.3%	↗ 0.03%	
🟡 6+ Days	29%	↗ 2.74%	
🟢 3 Days	18.4%	↘ 1.04%	
🟠 5 Days	13.2%	↗ 0.81%	

Comparison of Trips

(◎ Geo Data)
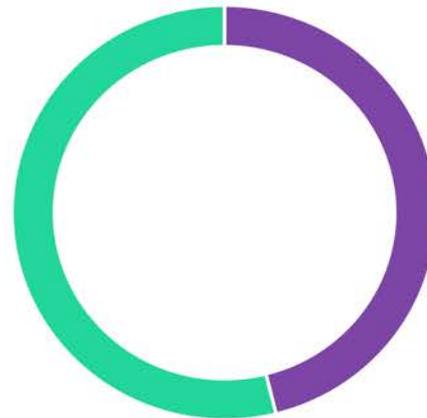
🟣 One Time 46.1%   🟢 Repeat 53.9%

January 1 - December 31, 2024

Geo Data Filters: In-State · Out-of-State · Distance: 50 - 4944 mi · Dates: 1/1/24 - 12/31/24 · Dates: 1/1/23 - 12/31/23
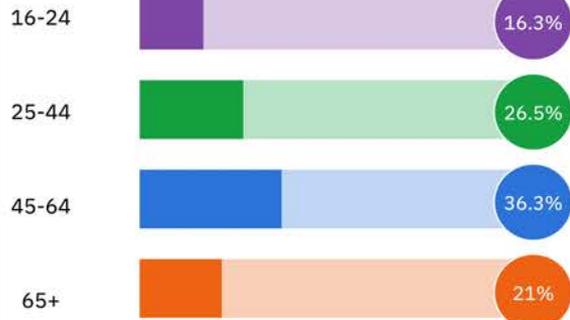
Districts: All Included · Clusters: Districts Included · POIs: All Included · Counties: Monroe, FL Excluded · Trip Lengths: 1 Excluded

Age — Demographics

Age	Percentage
16-24	16.3%
25-44	26.5%
45-64	36.3%
65+	21%

Income — Demographics

Income	Percentage
$0-50K	23.1%
$50-75K	15.4%
$75-100K	16.1%
$100K-150k	21.5%
$150K+	23.8%

Household — Demographics

Household	Percentage
1-2	39.8%
3-5	47.6%
6+	12.6%

January 1 - December 31, 2024

Geo Data Filters: (In-State) (Out-of-State) (Distance: 50 - 4944 mi) (Dates: 1/1/24 - 12/31/24) (⇄ Dates: 1/1/23 - 12/31/23)

(Districts: All Included) (Clusters: Districts Included) (POIs: All Included) (Counties: Monroe, FL Excluded) (Trip Lengths: 1 Excluded)
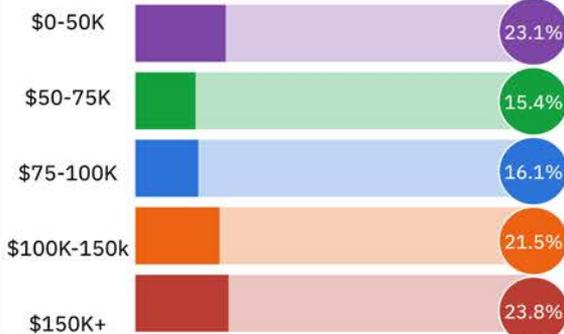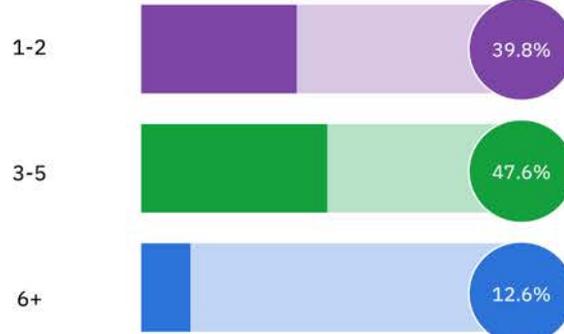
STR Monthly Averages for 1/24 - 12/24

(☆ STR Data) (STR Areas: MonroeCountyTDC Included) (Dates: 1/1/24 - 12/1/24)

(⇄ Compare Dates)

ADR
$348.00
↗ 0.6% vs Compare Dates

OCCUPANCY
71.6%
↘ 4.7% vs Compare Dates

REVPAR
$260.00
↘ 3.3% vs Compare Dates

REVENUE
$71,098,766
↘ 19.9% vs Compare Dates

SUPPLY
274,740
↘ 16.3% vs Compare Dates

DEMAND
196,862
↘ 20.3% vs Compare Dates

STR Trends - ADR

(☆ STR Data) (STR Areas: MonroeCountyTDC Included) (Dates: 1/1/24 - 12/1/24)

ADR values by month: Jan 391, Feb 467, Mar 496, Apr 400, May 346, Jun 303, Jul 292, Aug 249, Sep 224, Oct 274, Nov 346, 390

● 2024

STR Trends - Occupancy

(☆ STR Data) (STR Areas: MonroeCountyTDC Included) (Dates: 1/1/24 - 12/1/24)

Occupancy values by month: Jan 77.9, Feb 85, Mar 86.2, Apr 80.5, May 74.7, Jun 70, Jul 75.4, Aug 65, Sep 50.2, Oct 52.9, Nov 69.4, 72.2

● 2024

January 1 - December 31, 2024

Key Data Monthly Averages for 1/24 - 12/24

♂ Key Data | Key Data Areas: Florida Keys Vacation Area Included | Dates: 1/1/24 - 12/31/24

⇄ Compare Dates

OCCUPANCY
46.8%
↘ 12.8% vs 1/23 - 12/23

ADR
$465.00
↘ 20.2% vs 1/23 - 12/23

REVPAR
$178.00
↘ 29.4% vs 1/23 - 12/23

DEMAND
22,569
↗ 96.8% vs 1/23 - 12/23

PROPERTY NIGHTS
49,035
↗ 122.6% vs 1/23 - 12/23

ACTIVE PROPERTIES
1,637
↗ 121.5% vs 1/23 - 12/23

Key Data Trends - ADR

♂ Key Data | Key Data Areas: Florida Keys Vacation Area Included

Dates: 1/1/24 - 12/31/24

Month	ADR
Jan	555
Feb	589
Mar	598
Apr	494
May	416
Jun	417
Jul	421
Aug	379
Sep	327
Oct	390
Nov	457
Dec	534

Key Data Trends - Occupancy

♂ Key Data | Key Data Areas: Florida Keys Vacation Area Included

Dates: 1/1/24 - 12/31/24

Month	Occupancy
Jan	58.2
Feb	57.8
Mar	62
Apr	50.5
May	45.4
Jun	45.7
Jul	51.1
Aug	34
Sep	30.9
Oct	34.2
Nov	42.8
Dec	48.7

January 1 - December 31, 2024

Geo Data Filters: | In-State | Out-of-State | Distance: 50 - 4944 mi | Dates: 1/1/24 - 12/31/24 | ⤢ Dates: 1/1/23 - 12/31/23 |

| Districts: All Included | Clusters: Districts Included | POIs: All Included | Counties: Monroe, FL Excluded | Trip Lengths: 1 Excluded |

Visitor Volume Estimated are based off of: a composite model weighting in STR and Geolocation data.

* Weighting recommendation determined based on correlation coefficient analysis along with heavy weighting towards STR due to its direct measurement source. Vehicle data is not available in all months. In the months that vehicle data is unavailable, additional weighting is applied to STR and mobile device geolocation remains at approximately 35%

Overnight Stays, excluding Monroe County

Geolocation data is based off the captured sample size of devices within the area geofenced and then statistically modeled to estimate visitor volumes. (Note: due to federal regulations, geolocation data does not capture children under age 16. However, the model includes estimates.)

The data provides insights into behavior patterns of visitors. Estimates are not foot traffic counters. There are data limitations.
To be picked up in geolocation data, a person must be within the footprint of the area while actively using an application on their mobile device with the geolocation privacy setting turned on.

The Datafy data is dynamic and will change from time to time as data providers and regulations shift and as improvements to the geolocation algorithms are made.

Glossary

General Definitions

Distance Filter: This dynamic filter allows you to specify the distance between the users' home location and your POI. It'll allow you to make real time adjustments to segments like visitors days and trips. (Note: It's calculated on flight distance - not driving distance.)

Home Zip Code: The home zip code of the device. It's calculated by observing the historical patterns of the device and is updated monthly, based on the behavior of that device.

Percent Change: This tracks the percentage difference (either increase or decrease) between two values. In here, you'll typically see it being used on metrics like Percent Change of Trips and Percentage Change of Visitor Days. For example: if your destination saw an increase from 100 trips to 125 trips, your percent change in trips would be a 25% increase.

Geolocation Data Definitions

Cluster: A group of points of interest (POIs). They could be based on factors like venue type or visitor purpose.

Share of Trips: Measures the presence of a particular market by the percentage of which it makes up the destination's total trips. For example: If your destination had a total of 80 trips, and 20 of those visitors came from New York, New York would have a 25% share of trips.

Share of Visitor Days: Measures the presence of a particular market by indicating the percentage of its individual visitor days compared to the total number of visitor days. For example, if visitors from San Francisco showed 20 visitor days out of a total of 80 visitor days, San Francisco witnessed a 25% share of visitor days.

Trips: The number of distinct trips by a visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled. For example, if a visitor comes in-market Thursday - Sunday, it only counts as one trip. If they return later in the month, that is counted as a second trip.

Trip Length: Measures how long, in consecutive days, the visitor spent in the destination.

Unique Device: A unique mobile device used to gather an estimate of the unique/individual visitors to a given POI or cluster.

Visitor Days: An estimate of the number of daily visitors to a given POI or cluster of POIs. The daily estimate can be calculated based on whichever date range is selected by the users.

Demographics Definitions

Education: We can report on the education level of households into three categories: high school degree, bachelor's degree, and graduate degree.

Age: Age is calculated by aggregating and weighting the age groups of the known members of the household, based on the probability of someone in each age group being present in the household. For example, if the report shows 15% in the 65+ category, 15% of your visitors have someone 65+ in their household.

Ethnicity: Demographics like ethnicity are pulled from the household profile that the device is associated with, and classified based on the definitions provided by the U.S. Census Bureau.

Households with Children: Reports on the percentage of households that have someone under the age of 18 living in them.

Census Demographics: We calculate the home zip code of the device and then link that user's demographics, social, housing, and economic characteristics by using data from the U.S. Census and American Community Survey.

STR Data Definitions

Demand: Refers to the number of rooms sold within a specific time period, excluding complimentary rooms.

Occupancy: The percentage of available rooms sold during a specified time period. Occupancy = Rooms Sold / Rooms Available

Revenue: Total revenue generated from guest room rentals or sales.

RevPAR: Stands for Revenue Per Available Room, and is calculated by dividing total room revenue by the total number of available rooms. Room Revenue / Rooms Available = RevPAR.

Supply: Number of rooms available in a hotel (or set of hotels) multiplied by the number of days in a specified time period. For example, if you're looking for the supply during the month of October, you would multiply (number of available rooms) x (31 days in the month).

Key Data Definitions

Glossary

Demand: Percentage of total occupancy based on total properties available by week.

Occupancy: Key Data's Occupancy KPI is the percentage of Guest Nights out of the total nights in the period.

Revenue: The Total Revenue (Recognized) KPI is the total amount charged to guests, excluding taxes. This includes rent (Unit Revenue (Recognized)) and additional fees (Other Revenue (Recognized)). Key Data Calculation: Total Revenue (Nightly) = Unit Revenue (Recognized) + Other Revenue (Recognized)