

SARASOTA COUNTY HOTEL-MOTEL OCCUPANCY													
YEAR	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	Average per Year
2005	69%	81%	91%	78%	67%	70%	70%	58%	47%	61%	66%	59%	68%
2006	67%	80%	85%	75%	66%	63%	67%	50%	48%	63%	67%	54%	65%
2007	69%	82%	88%	75%	73%	63%	61%	53%	44%	52.6%	57.7%	52.2%	64%
2008	70.5%	81.9%	90.0%	69.3%	60.0%	58.0%	64.4%	50.8%	40.7%	48.2%	51.3%	46.5%	61%
2009	65.8%	79.5%	86.5%	67.7%	56.6%	54.6%	62.7%	50.6%	41.9%	48.7%	49.4%	47.4%	59%
2010	63.4%	79.8%	89.6%	68.7%	57.7%	55.7%	64.2%	49.1%	40.9%	48.7%	51.2%	47.9%	60%
2011	60.0%	79.2%	91.6%	70.6%	59.5%	60.7%	71.4%	56.1%	48.8%	52.1%	56.6%	54.2%	63%
2012	64.0%	85.2%	94.7%	73.3%	59.6%	65.3%	73.3%	57.6%	53.1%	55.5%	59.5%	56.3%	66%
2013	67.6%	86.9%	93.9%	72.2%	63.2%	68.2%	75.3%	60.8%	52.0%	56.9%	59.7%	61.2%	68%
2014	68.3%	91.5%	94.2%	75.5%	67.2%	71.6%	77.5%	62.8%	54.0%	63.8%	65.8%	68.9%	72%
2015	75.3%	94.7%	95.1%	78.2%	69.4%	71.8%	75.5%	58.8%	54.5%	63.5%	65.4%	69.1%	73%
2016	70.0%	89.8%	93.7%	76.6%	69.5%	70.9%	76.5%	60.2%	55.9%	63.4%	65.6%	68.2%	72%
2017	76.7%	90.4%	92.9%	78.7%									
SARASOTA COUNTY LODGING AVERAGE DAILY RATE													
YEAR	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	Average per Year
2005	\$114.75	\$166.83	\$190.52	\$162.74	\$130.67	\$108.34	\$112.02	\$101.05	\$116.68	\$123.82	\$135.59	\$148.90	\$ 134.33
2006	\$168.96	\$206.37	\$208.32	\$172.08	\$136.31	\$125.10	\$123.31	\$107.30	\$113.63	\$156.93	\$180.12	\$167.89	\$ 155.53
2007	\$152.55	\$196.85	\$238.29	\$202.87	\$170.41	\$157.50	\$155.02	\$137.05	\$130.83	\$146.83	\$154.42	\$148.27	\$ 165.91
2008	\$191.03	\$180.90	\$191.03	\$149.50	\$130.80	\$122.40	\$134.16	\$116.47	\$110.81	\$143.94	\$150.54	\$144.09	\$ 147.14
2009	\$141.05	\$165.41	\$166.53	\$143.82	\$122.00	\$116.14	\$127.80	\$106.44	\$107.08	\$127.38	\$136.66	\$138.24	\$ 133.21
2010	\$137.68	\$157.33	\$163.68	\$140.75	\$122.50	\$117.51	\$127.40	\$104.42	\$105.76	\$127.99	\$133.82	\$133.02	\$ 130.99
2011	\$134.46	\$157.96	\$168.92	\$157.51	\$130.55	\$119.59	\$134.99	\$113.93	\$113.02	\$135.82	\$139.30	\$138.86	\$ 137.08
2012	\$142.34	\$172.05	\$185.38	\$161.62	\$133.36	\$125.85	\$140.68	\$119.58	\$115.36	\$135.31	\$141.37	\$146.63	\$ 143.29
2013	\$147.61	\$181.60	\$198.15	\$160.46	\$140.68	\$132.85	\$148.71	\$128.07	\$119.31	\$142.22	\$147.23	\$155.83	\$150.23
2014	\$133.39	\$194.52	\$213.52	\$184.82	\$153.22	\$142.79	\$161.10	\$142.62	\$125.87	\$136.09	\$159.01	\$168.31	\$159.61
2015	\$164.19	\$208.59	\$260.29	\$207.23	\$168.59	\$151.37	\$170.38	\$142.92	\$130.49	\$146.66	\$161.49	\$173.02	\$173.77
2016	\$154.40	\$216.44	\$266.88	\$197.08	\$169.29	\$154.45	\$179.56	\$144.07	\$131.53	\$149.34	\$162.52	\$174.55	\$175.01
2017	\$178.57	\$219.47	\$256.94	\$204.26									

Note significant change in data collection beginning October 2007.