

Hotel - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	68.1%	62.5%	9.0%	52.6%	29.5%
ADR	\$190.00	\$189.99	0.0%	\$239.00	-20.5%
RevPar	\$130.00	\$118.75	9.5%	\$126.00	3.2%

Hotel - YTD

Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
53.8%	49.8%	8.0%	53.8%	0.0%
\$144.40	\$150.54	-4.1%	\$152.00	-5.0%
\$83.60	\$77.98	7.2%	\$81.60	2.5%

Vacation Rental - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	40.0%	48.2%	-17.0%	49.0%	-18.4%
ADR	\$222.00	\$239.00	-7.1%	\$248.59	-10.7%
RevPar	\$89.00	\$115.00	-22.6%	\$121.84	-27.0%

Vacation Rental - YTD

Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev 2 Years Ago
47.3%	50.9%	-7.1%	53.7%	-11.9%
\$156.20	\$154.40	1.2%	\$152.39	2.5%
\$73.00	\$78.00	-6.4%	\$80.54	-9.4%

Tax

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
Retail Sales	\$129,509,224	\$132,147,6...	-2.0%	\$132,141,154	-2.0%
Lodging Rentals	\$79,518,198	\$76,046,153	4.6%	\$74,588,483	6.6%

Tax (YTD)

Mar 1, 2024 - Mar 31, 2024 ▾

Current Year	Prev. Years	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
\$353,105,973	\$363,715,052	-2.9%	\$350,129,622	0.9%
\$176,012,396	\$167,662,903	5.0%	\$162,962,469	8.0%

Hotel Occupancy Detail

Month ^	Occupancy Rate				ADR				RevPAR			
	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current
December	24.7%	25.1%	21.9%	36.0%	\$118.00	\$140.00	\$144.00	\$118.00	\$29.00	\$35.00	\$31.00	\$44.00
January	46.5%	53.3%	37.9%	34.0%	\$73.00	\$74.00	\$105.40	\$105.00	\$34.00	\$40.00	\$39.92	\$36.00
February	62.8%	72.4%	60.3%	58.9%	\$81.00	\$84.00	\$129.60	\$125.00	\$51.00	\$61.00	\$78.13	\$74.00
March	68.4%	65.5%	66.5%	72.0%	\$203.00	\$223.00	\$183.69	\$184.00	\$126.31	\$146.00	\$122.11	\$134.00
April	61.5%	52.6%	62.5%	68.1%	\$235.00	\$239.00	\$189.99	\$190.00	\$145.00	\$126.00	\$118.75	\$130.00
May	75.0%	62.8%	70.8%	0	\$292.00	\$321.00	\$219.86	0	\$219.00	\$202.00	\$155.71	0
June	88.5%	83.9%	85.8%	0	\$438.00	\$463.00	\$265.00	0	\$387.00	\$388.00	\$228.00	0
July	90.4%	85.9%	90.6%	0	\$492.00	\$476.00	\$285.00	0	\$445.00	\$409.00	\$258.00	0
August	66.4%	51.7%	68.0%	0	\$313.00	\$306.00	\$199.00	0	\$208.00	\$158.00	\$136.00	0
September	60.0%	51.0%	65.4%	0	\$229.00	\$242.00	\$180.00	0	\$137.00	\$124.00	\$118.00	0
October	54.9%	50.3%	56.0%	0	\$219.00	\$236.00	\$158.00	0	\$120.00	\$119.00	\$92.00	0
November	28.5%	24.5%	46.2%	0	\$161.00	\$167.00	\$135.00	0	\$46.00	\$41.00	\$64.00	0
Year-to-Date	52.8%	53.8%	49.8%	53.8%	\$142.00	\$152.00	\$150.54	\$144.40	\$77.06	\$81.60	\$77.98	\$83.60

Vacation Rentals Detail

Month ^	Occupancy Rate				ADR				RevPAR			
	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current
December	28.9%	24.6%	22.5%	21.1%	\$96.00	\$129.98	\$141.00	\$139.00	\$15.00	\$31.98	\$32.00	\$29.00
January	48.4%	55.9%	49.5%	49.4%	\$70.96	\$73.39	\$81.00	\$85.00	\$34.36	\$41.00	\$40.00	\$42.00
February	62.9%	74.6%	71.4%	67.4%	\$78.84	\$81.86	\$93.00	\$99.00	\$49.63	\$61.05	\$66.00	\$67.00
March	67.4%	64.4%	63.0%	58.6%	\$200.05	\$228.14	\$218.00	\$236.00	\$134.92	\$146.85	\$137.00	\$138.00
April	59.0%	49.0%	48.2%	40.0%	\$231.67	\$248.59	\$239.00	\$222.00	\$136.76	\$121.84	\$115.00	\$89.00
May	73.2%	62.7%	58.8%	0	\$286.28	\$328.40	\$300.00	0	\$209.44	\$206.01	\$176.00	0
June	87.1%	84.4%	82.8%	0	\$436.93	\$474.00	\$428.00	0	\$380.56	\$400.00	\$354.00	0
July	89.4%	86.6%	84.9%	0	\$495.87	\$491.00	\$442.00	0	\$443.53	\$425.00	\$375.00	0
August	64.0%	52.1%	53.8%	0	\$302.72	\$305.00	\$267.00	0	\$193.78	\$159.00	\$143.00	0
September	57.5%	49.2%	51.9%	0	\$233.77	\$247.00	\$222.00	0	\$134.51	\$121.00	\$115.00	0
October	53.6%	50.2%	49.8%	0	\$216.41	\$240.00	\$227.00	0	\$115.97	\$119.00	\$113.00	0
November	27.7%	24.8%	23.9%	0	\$153.54	\$169.00	\$158.00	0	\$42.55	\$42.00	\$38.00	0
Year-to-Date	53.3%	53.7%	50.9%	47.3%	\$135.50	\$152.39	\$154.40	\$156.20	\$74.13	\$80.54	\$78.00	\$73.00

Tax

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$79,518,198	\$76,046,153	4.6%	\$74,588,483	6.6%
Retail Sales	\$129,509,224	\$132,147,692	-2.0%	\$132,141,154	-2.0%

Tax (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$176,012,396	\$167,662,903	5.0%	\$162,962,469	8.0%
Retail Sales	\$353,105,973	\$363,715,052	-2.9%	\$350,129,622	0.9%

Tax - Foley

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$3,388,224	\$3,168,933	6.9%	\$3,007,504	12.7%
Retail Sales	\$124,831,286	\$116,929,895	6.8%	\$107,581,200	16.0%

Tax - Foley (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$7,935,879	\$7,920,257	0.2%	\$7,081,323	12.1%
Retail Sales	\$443,215,282	\$415,604,063	6.6%	\$376,720,404	17.7%

RETAIL TAX SOURCES: City of Gulf Shores Revenue Department; City of Orange Beach Revenue Department; City of Foley Revenue Department

LODGING TAX SOURCES: Alabama Department of Revenue (taxes collected in Gulf Shores, Orange Beach, and the Unincorporated Area of Fort Morgan) and City of Foley Revenue Department (taxes collected within the City of Foley)

Month	Prev. 3 Year	% Var	Prev. 2 Year	% Var	Prev. Year	% Var	Current
December	\$61,468,933	22.2%	\$76,359,889	-1.7%	\$81,623,621	-8.0%	\$75,085,455
January	\$61,536,299	1.7%	\$72,643,164	-13.9%	\$69,897,703	-10.5%	\$62,577,514
February	\$63,647,900	35.0%	\$68,985,415	24.6%	\$80,046,036	7.4%	\$85,933,781
March	\$115,989,433	11.7%	\$132,141,154	-2.0%	\$132,147,692	-2.0%	\$129,509,224
April	\$116,070,838	-100.0%	\$126,427,812	-100.0%	\$118,550,719	-100.0%	\$0
May	\$139,905,292	-100.0%	\$152,802,026	-100.0%	\$153,785,713	-100.0%	\$0
June	\$169,201,366	-100.0%	\$185,537,792	-100.0%	\$190,759,180	-100.0%	\$0
July	\$185,090,835	-100.0%	\$200,200,285	-100.0%	\$200,794,548	-100.0%	\$0
August	\$125,356,005	-100.0%	\$125,025,737	-100.0%	\$131,340,930	-100.0%	\$0
September	\$108,636,140	-100.0%	\$110,677,701	-100.0%	\$110,277,013	-100.0%	\$0
October	\$105,078,750	-100.0%	\$104,839,322	-100.0%	\$107,365,706	-100.0%	\$0
November	\$73,822,623	-100.0%	\$72,557,860	-100.0%	\$68,663,258	-100.0%	\$0
Year-to-Date	\$302,642,565	16.7%	\$350,129,622	0.9%	\$363,715,052	-2.9%	\$353,105,973

RETAIL TAX SOURCES: City of Gulf Shores Revenue Department; City of Orange Beach Revenue Department; City of Foley Revenue Department

LODGING TAX SOURCES: Alabama Department of Revenue (taxes collected in Gulf Shores, Orange Beach, and the Unincorporated Area of Fort Morgan) and City of Foley Revenue Department (taxes collected within the City of Foley)

Taxable Lodging Rentals Detail

Month	Prev. 3 Year	% Var	Prev. 2 Year	% Var	Prev. Year	% Var	Current
December	\$12,766,007	45.8%	\$20,533,675	-9.4%	\$19,866,272	-6.3%	\$18,607,163
January	\$20,248,531	65.8%	\$30,315,755	10.8%	\$31,034,934	8.2%	\$33,575,021
February	\$23,486,007	88.7%	\$37,524,558	18.1%	\$40,715,545	8.8%	\$44,312,015
March	\$59,249,578	34.2%	\$74,588,483	6.6%	\$76,046,153	4.6%	\$79,518,198
April	\$65,642,766	-100.0%	\$72,701,393	-100.0%	\$70,629,795	-100.0%	\$0
May	\$87,667,569	-100.0%	\$98,620,670	-100.0%	\$92,714,058	-100.0%	\$0
June	\$140,278,956	-100.0%	\$156,577,169	-100.0%	\$159,310,023	-100.0%	\$0
July	\$168,841,952	-100.0%	\$178,849,817	-100.0%	\$175,755,640	-100.0%	\$0
August	\$90,054,879	-100.0%	\$78,088,188	-100.0%	\$75,128,211	-100.0%	\$0
September	\$58,455,791	-100.0%	\$59,075,005	-100.0%	\$60,252,169	-100.0%	\$0
October	\$54,546,726	-100.0%	\$58,669,366	-100.0%	\$52,373,586	-100.0%	\$0
November	\$25,978,758	-100.0%	\$25,148,059	-100.0%	\$26,858,592	-100.0%	\$0
Year-to-Date	\$115,750,123	52.1%	\$162,962,469	8.0%	\$167,662,903	5.0%	\$176,012,396

RETAIL TAX SOURCES: City of Gulf Shores Revenue Department; City of Orange Beach Revenue Department; City of Foley Revenue Department

LODGING TAX SOURCES: Alabama Department of Revenue (taxes collected in Gulf Shores, Orange Beach, and the Unincorporated Area of Fort Morgan) and City of Foley Revenue Department (taxes collected within the City of Foley)