



Hotel & Vacation Rental Occupancy Summary

Sep 1, 2024 - Sep 30, 2024 ▾

Hotel - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	59.5%	66.0%	-9.8%	63.0%	-5.6%
ADR	\$176.00	\$183.00	-3.8%	\$190.00	-7.4%
RevPar	\$105.00	\$118.00	-11.0%	\$124.00	-15.3%

Hotel - YTD

Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
65.7%	65.8%	-0.1%	62.0%	6.0%
\$191.20	\$194.56	-1.7%	\$203.60	-6.1%
\$134.40	\$136.00	-1.2%	\$168.90	-20.4%

Vacation Rental - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	43.9%	51.9%	-15.4%	49.2%	-10.8%
ADR	\$220.00	\$222.00	-0.9%	\$247.00	-10.9%
RevPar	\$97.00	\$115.00	-15.7%	\$121.00	-19.8%

Vacation Rental - YTD

Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev 2 Years Ago
53.8%	58.7%	-8.2%	60.4%	-10.8%
\$245.60	\$243.10	1.0%	\$260.74	-5.8%
\$143.60	\$155.30	-7.5%	\$171.37	-16.2%

Total Sales

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
Retail Sales	125,370,341	131,340,930	-4.5%	125,025,737	0.3%
Lodging Rentals	76,290,404	75,128,211	1.5%	78,088,188	-2.3%

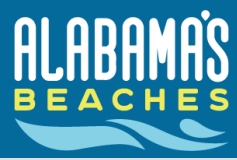
YTD Total Sales

Aug 1, 2024 - Aug 31, 2024 ▾

Current Year	Prev. Years	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
\$1,117,136,208	\$1,158,946,142	-3.6%	\$1,140,123,274	-2.0%
\$728,877,964	\$741,200,630	-1.7%	\$747,799,705	-2.5%

HOTEL SOURCES: Smith Travel Research, Inc. - Republication or other use of this data without the express written permission of STR is strictly prohibited. Note: Hotel data derives from Key Data, LLC starting June 2023; Smith Travel Research, Inc. prior to June 2023

VACATION RENTAL SOURCE: Copyright Key Data, LLC. Republication or other re-use of this data without the express written permission of Key Data is strictly prohibited.



Hotel Occupancy Detail

Occupancy Rate					ADR				RevPAR			
Month ^	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%	35.0%	38.0%	\$118.00	\$140.00	\$122.00	\$123.00	\$29.00	\$35.00	\$31.00	\$44.00
January	46.5%	32.0%	34.1%	33.7%	\$73.00	\$111.00	\$110.00	\$107.00	\$34.00	\$40.00	\$37.00	\$36.00
February	62.8%	57.0%	59.2%	61.1%	\$81.00	\$127.00	\$129.60	\$129.00	\$51.00	\$61.00	\$77.00	\$79.00
March	68.4%	67.0%	70.9%	71.4%	\$203.00	\$203.00	\$198.00	\$192.00	\$126.31	\$146.00	\$140.00	\$137.00
April	61.5%	70.0%	69.2%	69.6%	\$235.00	\$209.00	\$203.00	\$198.00	\$145.00	\$126.00	\$141.00	\$138.00
May	75.0%	72.0%	78.1%	78.7%	\$292.00	\$255.00	\$233.00	\$230.00	\$219.00	\$202.00	\$182.00	\$181.00
June	88.5%	83.9%	85.4%	85.2%	\$438.00	\$293.00	\$273.00	\$275.00	\$387.00	\$388.00	\$233.00	\$234.00
July	90.4%	85.9%	90.8%	85.0%	\$492.00	\$303.00	\$292.00	\$281.00	\$445.00	\$409.00	\$265.00	\$239.00
August	66.4%	64.0%	69.0%	74.6%	\$313.00	\$205.00	\$202.00	\$201.00	\$208.00	\$158.00	\$136.00	\$151.00
September	60.0%	63.0%	66.0%	59.5%	\$229.00	\$190.00	\$183.00	\$176.00	\$137.00	\$124.00	\$118.00	\$105.00
October	54.9%	65.0%	65.1%	0	\$219.00	\$177.00	\$173.00	0	\$120.00	\$119.00	\$92.00	0
November	28.5%	50.0%	46.2%	0	\$161.00	\$138.00	\$138.00	0	\$46.00	\$41.00	\$64.00	0
Year-to-Date	64.4%	62.0%	65.8%	65.7%	\$247.40	\$203.60	\$194.56	\$191.20	\$178.13	\$168.90	\$136.00	\$134.40

* **Hotel SOURCE:** Smith Travel Research, Inc. - Republication or other use of this data without the express written permission of STR is strictly prohibited. Note: Hotel data derives from Key Data, LLC starting June 2023; Smith Travel Research, Inc. prior to June 2023

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%	57.4%	\$286.28	\$328.40	\$300.00	\$310.00	\$209.44	\$206.01	\$176.00	\$178.00
June	87.1%	84.4%	82.8%	76.7%	\$436.93	\$474.00	\$428.00	\$432.00	\$380.56	\$400.00	\$354.00	\$332.00
July	89.4%	86.6%	84.9%	76.0%	\$495.87	\$491.00	\$442.00	\$436.00	\$443.53	\$425.00	\$375.00	\$331.00
August	64.0%	52.1%	53.8%	48.0%	\$302.72	\$305.00	\$267.00	\$277.00	\$193.78	\$159.00	\$143.00	\$133.00
September	57.5%	49.2%	51.9%	43.9%	\$233.77	\$247.00	\$222.00	\$220.00	\$134.51	\$121.00	\$115.00	\$97.00
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	63.8%	60.4%	58.7%	53.8%	\$243.31	\$260.74	\$243.10	\$245.60	\$173.25	\$171.37	\$155.30	\$143.60

Tax

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	76,290,404	75,128,211	1.5%	78,088,188	-2.3%
Retail Sales	125,370,341	131,340,930	-4.5%	125,025,737	0.3%

Tax (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$728,877,964	\$741,200,630	-1.7%	\$747,799,705	-2.5%
Retail Sales	\$1,117,136,208	\$1,158,946,142	-3.6%	\$1,140,123,274	-2.0%

Tax - Foley

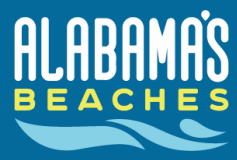
Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	2,143,427	2,164,419	-1.0%	1,979,526	8.3%
Retail Sales	108,609,261	112,794,627	-3.7%	105,206,321	3.2%

Tax - Foley (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$24,966,114	\$25,250,745	-1.1%	\$24,390,754	2.4%
Retail Sales	\$1,035,446,577	\$998,156,779	3.7%	\$940,279,436	10.1%

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)

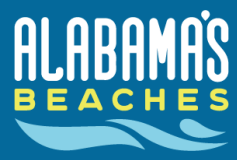


Taxable Retail Sales Detail

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	-4.4%	126,427,812	-12.2%	118,550,719	-6.4%	110,975,445
May	139,905,292	6.9%	152,802,026	-2.1%	153,785,713	-2.7%	149,622,979
June	169,201,366	10.5%	185,537,792	0.8%	190,759,180	-2.0%	187,003,198
July	185,090,835	3.2%	200,200,285	-4.6%	200,794,548	-4.8%	191,058,271
August	125,356,005	0.0%	125,025,737	0.3%	131,340,930	-4.5%	125,370,341
September	108,636,140	0.0%	110,677,701	0.0%	110,277,013	0.0%	0
October	105,078,750	0.0%	104,839,322	0.0%	107,365,706	0.0%	0
November	73,822,623	0.0%	72,557,860	0.0%	68,663,258	0.0%	0
Year-to-Date	\$1,038,266,902	7.6%	\$1,140,123,274	-2.0%	\$1,158,946,142	-3.6%	\$1,117,136,208

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	-5.4%	72,701,393	-14.5%	70,629,795	-12.0%	62,130,133
May	87,667,569	9.3%	98,620,670	-2.8%	92,714,058	3.4%	95,829,259
June	140,278,956	14.4%	156,577,169	2.5%	159,310,023	0.7%	160,456,340
July	168,841,952	-6.3%	178,849,817	-11.6%	175,755,640	-10.0%	158,159,433
August	90,054,879	-15.3%	78,088,188	-2.3%	75,128,211	1.5%	76,290,404
September	58,455,791	0.0%	59,075,005	0.0%	60,252,169	0.0%	0
October	54,546,726	0.0%	58,669,366	0.0%	52,373,586	0.0%	0
November	25,978,758	0.0%	25,148,059	0.0%	26,858,592	0.0%	0
Year-to-Date	\$668,236,244	9.1%	\$747,799,705	-2.5%	\$741,200,630	-1.7%	\$728,877,964

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)