

Hotel - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	32.1%	33.7%	-4.7%	34.1%	-5.9%
ADR	\$106.00	\$107.00	-0.9%	\$110.00	-3.6%
RevPar	\$34.00	\$36.00	-5.6%	\$37.00	-8.1%

Hotel - YTD

Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
26.0%	26.4%	-1.3%	34.6%	-24.7%
\$107.50	\$108.50	-0.9%	\$116.00	-7.3%
\$28.00	\$28.50	-1.8%	\$34.00	-17.6%

Vacation Rental - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	45.2%	49.4%	-8.5%	49.5%	-8.7%
ADR	\$90.00	\$85.00	5.9%	\$81.00	11.1%
RevPar	\$40.00	\$42.00	-4.8%	\$40.00	0.0%

Vacation Rental - YTD

Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev 2 Years Ago
31.8%	35.1%	-9.5%	36.0%	-11.8%
\$115.00	\$112.50	2.2%	\$111.00	3.6%
\$33.00	\$35.50	-7.0%	\$36.00	-8.3%

Total Sales

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
Retail Sales	70,129,414	75,085,455	-6.6%	81,623,621	-14.1%
Lodging Rentals	20,581,886	18,607,163	10.6%	19,866,272	3.6%

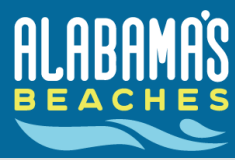
YTD Total Sales

Dec 1, 2024 - Dec 31, 2024 ▾

Current Year	Prev. Years	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
\$70,129,414	\$75,085,455	-6.6%	\$81,623,621	-14.1%
\$20,581,886	\$18,607,163	10.6%	\$19,866,272	3.6%

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

Fiscal Year: FY2025

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	25.1%	35.0%	19.0%	19.9%	\$140.00	\$122.00	\$110.00	\$109.00	\$35.00	\$31.00	\$21.00	\$22.00
January	32.0%	34.1%	33.7%	32.1%	\$111.00	\$110.00	\$107.00	\$106.00	\$40.00	\$37.00	\$36.00	\$34.00
February	57.0%	59.2%	61.1%	0	\$127.00	\$129.60	\$129.00	0	\$61.00	\$77.00	\$79.00	0
March	67.0%	70.9%	71.4%	0	\$203.00	\$198.00	\$192.00	0	\$146.00	\$140.00	\$137.00	0
April	70.0%	69.2%	69.6%	0	\$209.00	\$203.00	\$198.00	0	\$126.00	\$141.00	\$138.00	0
May	72.0%	78.1%	78.7%	0	\$255.00	\$233.00	\$230.00	0	\$202.00	\$182.00	\$181.00	0
June	83.9%	85.4%	85.2%	0	\$293.00	\$273.00	\$275.00	0	\$388.00	\$233.00	\$234.00	0
July	85.9%	90.8%	85.0%	0	\$303.00	\$292.00	\$281.00	0	\$409.00	\$265.00	\$239.00	0
August	64.0%	69.0%	74.6%	0	\$205.00	\$202.00	\$201.00	0	\$158.00	\$136.00	\$151.00	0
September	63.0%	66.0%	59.5%	0	\$190.00	\$183.00	\$176.00	0	\$124.00	\$118.00	\$105.00	0
October	65.0%	65.1%	71.3%	0	\$177.00	\$173.00	\$174.00	0	\$119.00	\$92.00	\$124.00	0
November	50.0%	46.2%	54.3%	0	\$138.00	\$138.00	\$138.00	0	\$41.00	\$64.00	\$74.00	0
Year-to-Date	28.5%	34.6%	26.4%	26.0%	\$125.50	\$116.00	\$108.50	\$107.50	\$37.50	\$34.00	\$28.50	\$28.00

* **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	24.6%	22.5%	20.8%	18.3%	\$129.98	\$141.00	\$140.00	\$140.00	\$31.98	\$32.00	\$29.00	\$26.00
January	55.9%	49.5%	49.4%	45.2%	\$73.39	\$81.00	\$85.00	\$90.00	\$41.00	\$40.00	\$42.00	\$40.00
February	74.6%	71.4%	67.4%	0	\$81.86	\$93.00	\$99.00	0	\$61.05	\$66.00	\$67.00	0
March	64.4%	63.0%	58.6%	0	\$228.14	\$218.00	\$236.00	0	\$146.85	\$137.00	\$138.00	0
April	49.0%	48.2%	40.0%	0	\$248.59	\$239.00	\$222.00	0	\$121.84	\$115.00	\$89.00	0
May	62.7%	58.8%	57.4%	0	\$328.40	\$300.00	\$310.00	0	\$206.01	\$176.00	\$178.00	0
June	84.4%	82.8%	76.7%	0	\$474.00	\$428.00	\$432.00	0	\$400.00	\$354.00	\$332.00	0
July	86.6%	84.9%	76.0%	0	\$491.00	\$442.00	\$436.00	0	\$425.00	\$375.00	\$331.00	0
August	52.1%	53.8%	47.9%	0	\$305.00	\$267.00	\$277.00	0	\$159.00	\$143.00	\$133.00	0
September	49.2%	51.9%	43.9%	0	\$247.00	\$222.00	\$220.00	0	\$121.00	\$115.00	\$97.00	0
October	50.2%	49.8%	46.7%	0	\$240.00	\$227.00	\$226.00	0	\$119.00	\$113.00	\$106.00	0
November	24.8%	23.9%	21.5%	0	\$169.00	\$158.00	\$164.00	0	\$42.00	\$38.00	\$35.00	0
Year-to-Date	40.3%	36.0%	35.1%	31.8%	\$101.69	\$111.00	\$112.50	\$115.00	\$36.49	\$36.00	\$35.50	\$33.00

Tax

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	20,581,886	18,607,163	10.6%	19,866,272	3.6%
Retail Sales	70,129,414	75,085,455	-6.6%	81,623,621	-14.1%

Tax (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$20,581,886	\$18,607,163	10.6%	\$19,866,272	3.6%
Retail Sales	\$70,129,414	\$75,085,455	-6.6%	\$81,623,621	-14.1%

Tax - Foley

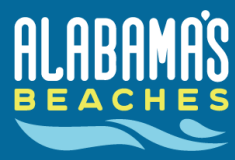
Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	1,524,698	1,265,797	20.5%	1,357,787	12.3%
Retail Sales	114,298,803	119,526,649	-4.4%	112,517,018	1.6%

Tax - Foley (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$1,524,698	\$1,265,797	20.5%	\$1,357,787	12.3%
Retail Sales	\$114,298,803	\$119,526,649	-4.4%	\$112,517,018	1.6%

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)



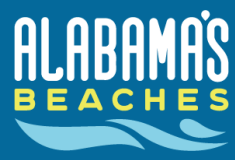
Taxable Retail Sales Detail

Fiscal Year: FY2025

Month	Prev. 3 Year	% Var	Prev. 2 Year	% Var	Prev. Year	% Var	Current
December	76,359,889	-8.2%	81,623,621	-14.1%	75,085,455	-6.6%	70,129,414
January	72,643,164	0.0%	69,897,703	0.0%	62,577,514	0.0%	0
February	68,985,415	0.0%	80,046,036	0.0%	85,933,781	0.0%	0
March	132,141,154	0.0%	132,147,692	0.0%	129,509,224	0.0%	0
April	126,427,812	0.0%	118,550,719	0.0%	110,975,445	0.0%	0
May	152,802,026	0.0%	153,785,713	0.0%	149,622,979	0.0%	0
June	185,537,792	0.0%	190,759,180	0.0%	187,003,198	0.0%	0
July	200,200,285	0.0%	200,794,548	0.0%	191,058,271	0.0%	0
August	125,025,737	0.0%	131,340,930	0.0%	125,370,341	0.0%	0
September	110,677,701	0.0%	110,277,013	0.0%	97,882,228	0.0%	0
October	104,839,322	0.0%	107,365,706	0.0%	135,959,360	0.0%	0
November	72,557,860	0.0%	68,663,258	0.0%	70,169,779	0.0%	0
Year-to-Date	\$76,359,889	-8.2%	\$81,623,621	-14.1%	\$75,085,455	-6.6%	\$70,129,414

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

Fiscal Year: FY2025

Month	Prev. 3 Year	% Var	Prev. 2 Year	% Var	Prev. Year	% Var	Current
December	20,533,675	0.2%	19,866,272	3.6%	18,607,163	10.6%	20,581,886
January	30,315,755	0.0%	31,034,934	0.0%	33,575,021	0.0%	0
February	37,524,558	0.0%	40,715,545	0.0%	44,312,015	0.0%	0
March	74,588,483	0.0%	76,046,153	0.0%	79,518,198	0.0%	0
April	72,701,393	0.0%	70,629,795	0.0%	62,130,133	0.0%	0
May	98,620,670	0.0%	92,714,058	0.0%	95,829,259	0.0%	0
June	156,577,169	0.0%	159,310,023	0.0%	160,456,340	0.0%	0
July	178,849,817	0.0%	175,755,640	0.0%	158,159,433	0.0%	0
August	78,088,188	0.0%	75,128,211	0.0%	76,290,404	0.0%	0
September	59,075,005	0.0%	60,252,169	0.0%	54,967,915	0.0%	0
October	58,669,366	0.0%	52,373,586	0.0%	61,335,568	0.0%	0
November	25,148,059	0.0%	26,858,592	0.0%	24,611,248	0.0%	0
Year-to-Date	\$20,533,675	0.2%	\$19,866,272	3.6%	\$18,607,163	10.6%	\$20,581,886

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)