Hotel & Vacation Rental Occupancy Summary

Sep 1, 2026 - Sep 30, 2026

Hotel - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var | Prev 2 Years Ago
Occupancy Rate	69.7%	64.5%	8%	65.5%	6%
ADR	$195.00	$179.00	9%	$176.00	11%
RevPar	$136.00	$115.00	18%	$115.00	18%

Hotel - YTD

Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var | Prev 2 Years Ago
67.3%	65.4%	3%	64.3%	5%
$194.80	$191.20	2%	$189.80	3%
$140.70	$134.50	5%	$132.80	6%

Vacation Rental - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var | Prev 2 Years Ago
Occupancy Rate	44.9%	37.1%	21%	47.0%	-4%
ADR	$236.00	$209.00	13%	$218.00	8%
RevPar	$106.00	$78.00	36%	$102.00	4%

Vacation Rental - YTD

Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var | Prev 2 Years Ago
53.9%	50.7%	6%	55.5%	-3%
$256.10	$245.90	4%	$242.90	5%
$153.80	$139.40	10%	$146.80	5%

Total Sales

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var | Prev. 2 Years Ago
Retail Sales	$0	$129,551,268	-10...	$125,370,341	-100%
Lodging Rentals	$84,848,593	$78,998,269	7%	$76,290,404	11%

YTD Total Sales

Aug 1, 2026 - Aug 31, 2026

Current Year	Prev. Years	% Var	Prev. 2 Years Ago	% Var | Prev. 2 Years Ago
$1,038,873,338	$1,129,503,336	-8%	$1,117,136,208	-7%
$844,127,031	$778,445,595	8%	$728,877,964	16%

***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.*

YTD Hotel Occupancy Detail

2026

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	35.0%	19.0%	36.6%	37.7%	$122.00	$110.00	$120.00	$116.00	$31.00	$21.00	$44.00	$44.00
January	34.1%	33.7%	34.0%	36.3%	$110.00	$107.00	$106.00	$109.00	$37.00	$36.00	$36.00	$39.00
February	59.2%	61.1%	56.1%	58.1%	$129.60	$129.00	$127.00	$130.00	$77.00	$79.00	$71.00	$76.00
March	70.9%	71.4%	71.2%	74.1%	$198.00	$192.00	$183.00	$190.00	$140.00	$137.00	$130.00	$141.00
April	69.2%	69.6%	69.3%	75.5%	$203.00	$198.00	$204.00	$206.00	$141.00	$138.00	$141.00	$156.00
May	78.1%	78.9%	82.4%	77.0%	$233.00	$233.00	$246.00	$222.00	$182.00	$184.00	$203.00	$171.00
June	85.4%	85.2%	81.1%	83.2%	$273.00	$275.00	$276.00	$285.00	$233.00	$234.00	$223.00	$237.00
July	90.8%	85.0%	89.6%	90.3%	$292.00	$281.00	$276.00	$290.00	$265.00	$239.00	$247.00	$262.00
August	69.0%	73.6%	69.0%	70.7%	$202.00	$197.00	$195.00	$205.00	$136.00	$145.00	$135.00	$145.00
September	66.0%	65.5%	64.5%	69.7%	$183.00	$176.00	$179.00	$195.00	$118.00	$115.00	$115.00	$136.00
October	65.1%	72.1%	68.2%	0	$173.00	$174.00	$173.00	0	$92.00	$126.00	$118.00	0
November	46.2%	53.9%	49.5%	0	$138.00	$138.00	$135.00	0	$64.00	$74.00	$67.00	0
Year-to-Date	**65.7%**	**65.0%**	**65.6%**	**67.3%**	**$192.60**	**$188.36**	**$189.55**	**$194.80**	**$132.00**	**$132.18**	**$133.00**	**$140.70**

** **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*

YTD Vacation Rental Detail

2026

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	22.5%	20.8%	17.1%	17.9%	$141.00	$140.00	$145.00	$146.00	$32.00	$29.00	$25.00	$26.00
January	49.5%	49.4%	43.7%	41.9%	$81.00	$85.00	$89.00	$94.00	$40.00	$42.00	$39.00	$39.00
February	71.4%	69.8%	60.7%	63.2%	$93.00	$96.00	$100.00	$105.00	$66.00	$67.00	$61.00	$66.00
March	63.0%	58.6%	46.5%	53.5%	$218.00	$230.00	$223.00	$221.00	$137.00	$133.00	$104.00	$118.00
April	48.2%	40.5%	42.3%	50.4%	$239.00	$217.00	$222.00	$232.00	$115.00	$88.00	$94.00	$117.00
May	58.8%	59.3%	57.2%	55.1%	$300.00	$305.00	$327.00	$326.00	$176.00	$181.00	$187.00	$180.00
June	82.8%	76.7%	76.4%	79.5%	$428.00	$432.00	$443.00	$464.00	$354.00	$332.00	$339.00	$369.00
July	84.9%	81.5%	77.5%	81.4%	$442.00	$433.00	$435.00	$461.00	$375.00	$353.00	$337.00	$375.00
August	53.8%	51.5%	48.6%	51.3%	$267.00	$273.00	$266.00	$276.00	$143.00	$141.00	$130.00	$142.00
September	51.9%	47.0%	37.1%	44.9%	$222.00	$218.00	$209.00	$236.00	$115.00	$102.00	$78.00	$106.00
October	49.8%	48.2%	49.6%	0	$227.00	$224.00	$229.00	0	$113.00	$108.00	$113.00	0
November	23.9%	21.2%	21.0%	0	$158.00	$166.00	$171.00	0	$38.00	$35.00	$36.00	0
Year-to-Date	**57.9%**	**54.8%**	**50.6%**	**53.9%**	**$241.64**	**$241.18**	**$244.36**	**$256.10**	**$151.45**	**$143.27**	**$137.00**	**$153.80**

***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.*

Tax Summary

Aug 1, 2026 - Aug 31, 2026

Tax

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var | Prev 2 Year
Lodging Rentals	$84,848,593	$78,998,269	7.4%	$76,290,404	11.2%
Retail Sales	$0	$129,551,268	-100.0%	$125,370,341.33	-100.0%

Tax (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var | Prev 2 Year
Lodging Rentals	$844,127,031	$778,445,595	8.4%	$728,877,964	15.8%
Retail Sales	$1,038,873,338	$1,129,503,336	-8.0%	$1,117,136,208	-7.0%

Tax - Foley

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var | Prev 2 Year
Lodging Rentals	$2,382,696	$2,280,174	4.5%	$2,143,426.71	11.2%
Retail Sales	$115,972,373	$109,513,426	5.9%	$108,609,261	6.8%

Tax - Foley (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var | Prev 2 Year
Lodging Rentals	$31,500,240	$27,793,004	13.3%	$24,966,114	26.2%
Retail Sales	$1,045,646,996	$1,005,891,255	4.0%	$1,035,446,577	1.0%

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

2026

Month	Prev. 3 Year	% Var	Prev. 2 Year	% Var	Prev. Year	% Var	Current
December	$81,623,621	-12.4%	$75,085,455	-4.8%	$70,129,414	1.9%	$71,492,469
January	$69,897,703	-4.2%	$62,577,514	7.0%	$61,585,728	8.7%	$66,934,132
February	$80,046,036	-3.5%	$85,933,781	-10.1%	$72,847,079	6.0%	$77,236,827
March	$132,147,692	3.6%	$129,509,224	5.7%	$122,365,855	11.9%	$136,943,430
April	$118,550,719	11.8%	$110,975,445	19.5%	$118,677,607	11.7%	$132,564,749
May	$153,785,713	-1.4%	$149,622,979	1.3%	$159,644,494	-5.0%	$151,628,198
June	$190,759,180	-0.3%	$187,003,198	1.7%	$190,437,403	-0.1%	$190,206,046
July	$200,794,548	5.5%	$191,058,271	10.9%	$204,264,489	3.7%	$211,867,487
August	$131,340,930	0.0%	$125,370,341	0.0%	$129,551,268	0.0%	$0
September	$110,277,013	0.0%	$97,882,228	0.0%	$106,539,629	0.0%	$0
October	$107,365,706	0.0%	$135,959,360	0.0%	$111,318,625	0.0%	$0
November	$68,663,258	0.0%	$70,169,779	0.0%	$72,537,704	0.0%	$0
Year-to-Date	**$1,269,223,154**	**-18.1%**	**$1,215,018,436**	**-14.5%**	**$1,236,042,965**	**-16.0%**	**$1,038,873,338**

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

2026

Month	Prev. 3 Year	% Var	Prev. 2 Year	% Var	Prev. Year	% Var	Currrent
December	$19,866,272	-0.4%	$18,607,163	6.3%	$20,581,886	-3.9%	$19,788,584
January	$31,034,934	17.7%	$33,575,021	8.8%	$33,641,145	8.6%	$36,522,169
February	$40,715,545	20.3%	$44,312,015	10.5%	$44,689,735	9.6%	$48,982,837
March	$76,046,153	14.7%	$79,518,198	9.7%	$78,145,226	11.6%	$87,202,152
April	$70,629,795	19.1%	$62,130,133	35.4%	$71,747,010	17.3%	$84,144,244
May	$92,714,058	25.5%	$95,829,259	21.5%	$113,280,366	2.8%	$116,396,465
June	$159,310,023	14.7%	$160,456,340	13.8%	$168,605,621	8.3%	$182,655,559
July	$175,755,640	4.5%	$158,159,433	16.1%	$168,756,339	8.8%	$183,586,429
August	$75,128,211	12.9%	$76,290,404	11.2%	$78,998,269	7.4%	$84,848,593
September	$60,252,169	0.0%	$54,967,915	0.0%	$57,464,246	0.0%	$0
October	$52,373,586	0.0%	$61,335,568	0.0%	$61,918,217	0.0%	$0
November	$26,858,592	0.0%	$24,611,248	0.0%	$26,535,147	0.0%	$0
Year-to-Date	**$801,452,798**	**5.3%**	**$783,845,878**	**7.7%**	**$835,909,842**	**1.0%**	**$844,127,031**

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)