



GULF SHORES & ORANGE BEACH

It's a Whole Different State

2018 TOURISM SUMMIT

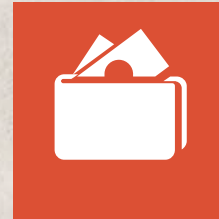
Herb Malone, President/CEO



Tourism's Impact in 2016



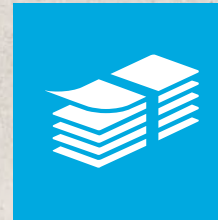
6.3M
Guests



\$4.2B
Visitor Spending

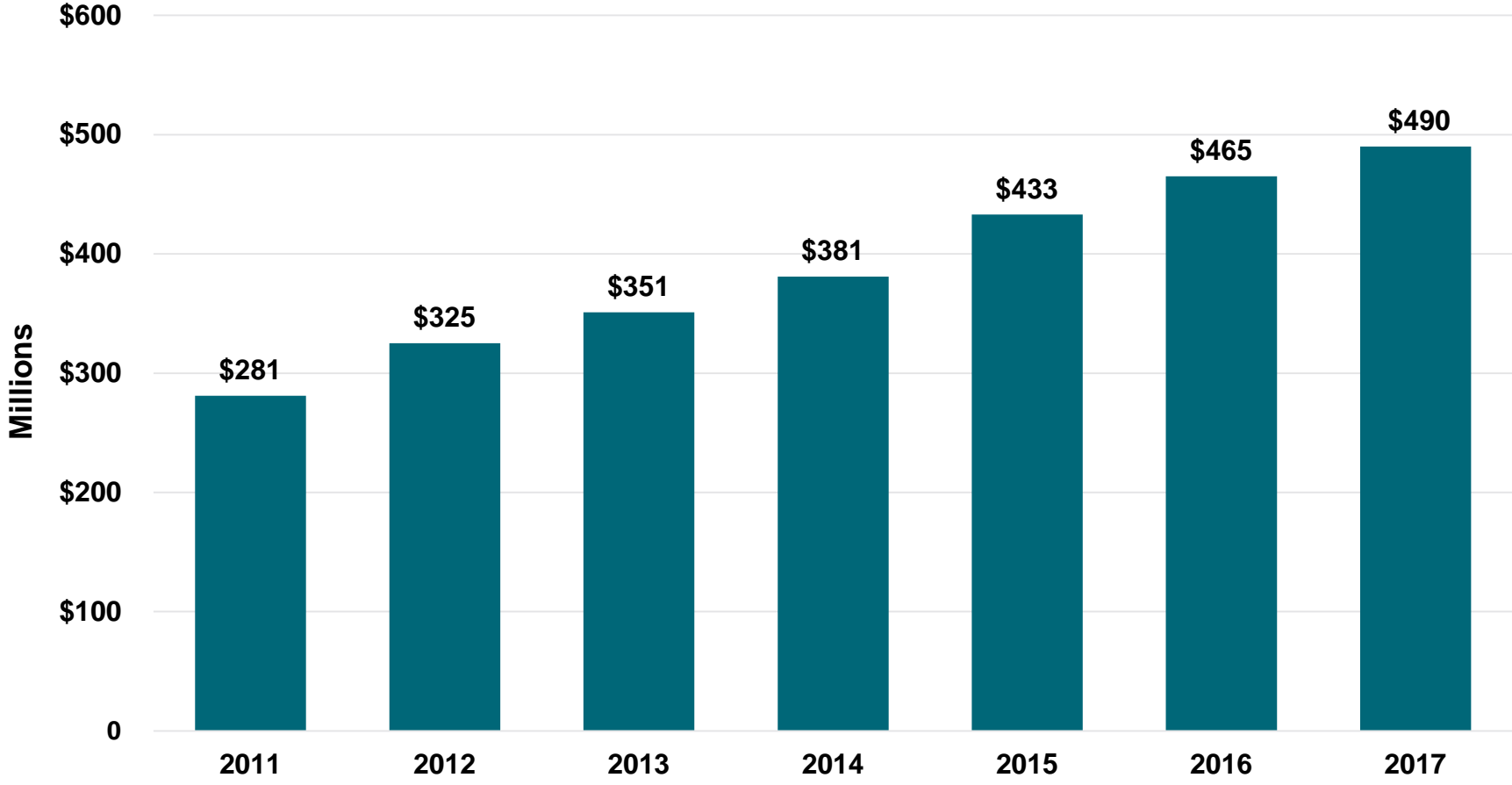


49,681
Travel Related Jobs



\$1.4B
Wages & Salaries

Taxable Lodging Revenue



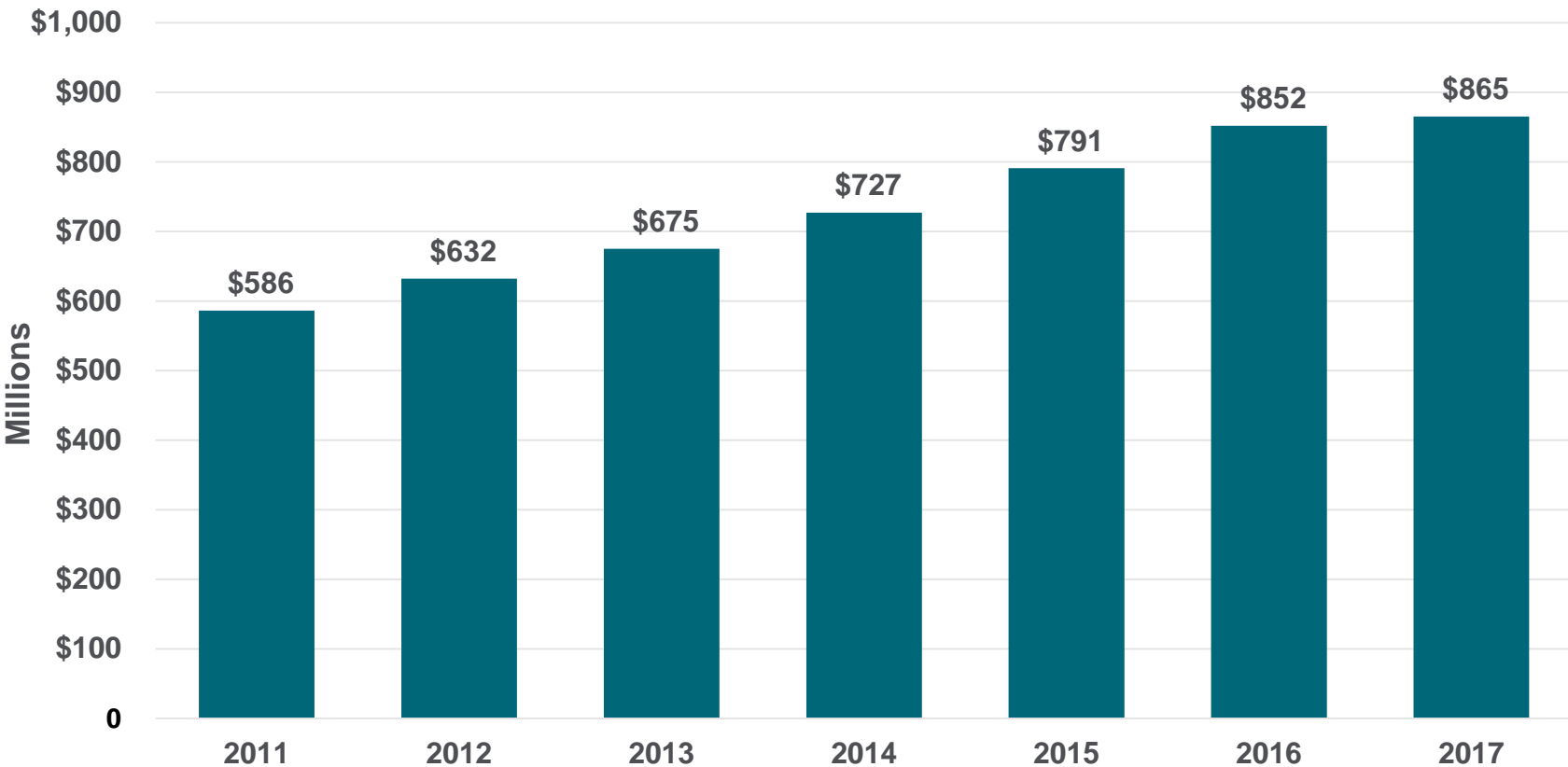
Source: Alabama Department of Revenue



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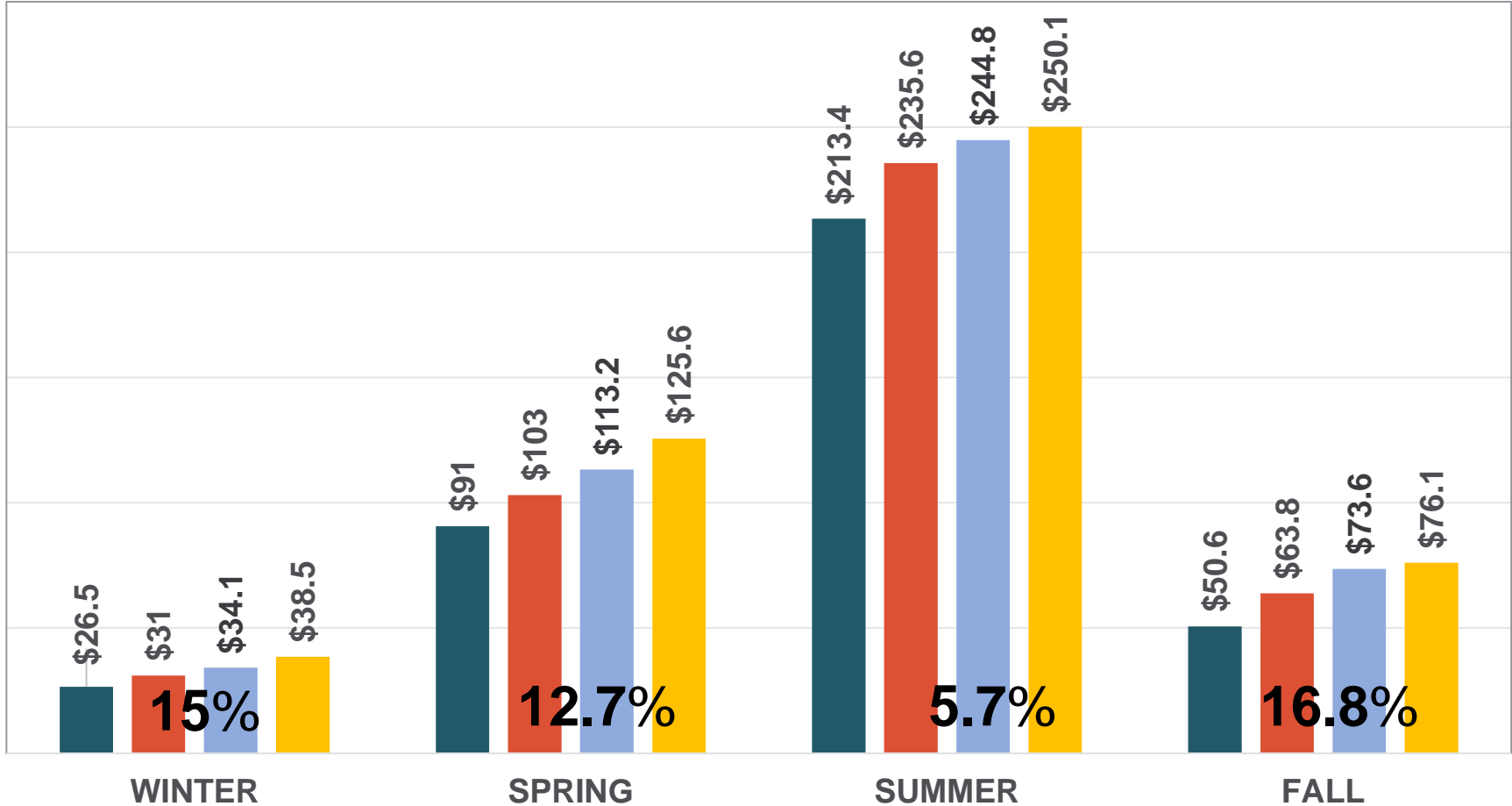
Taxable Retail Sales



Source: Cities' Department of Revenue

Lodging Revenue (millions)

3 Year Average Rate of Growth

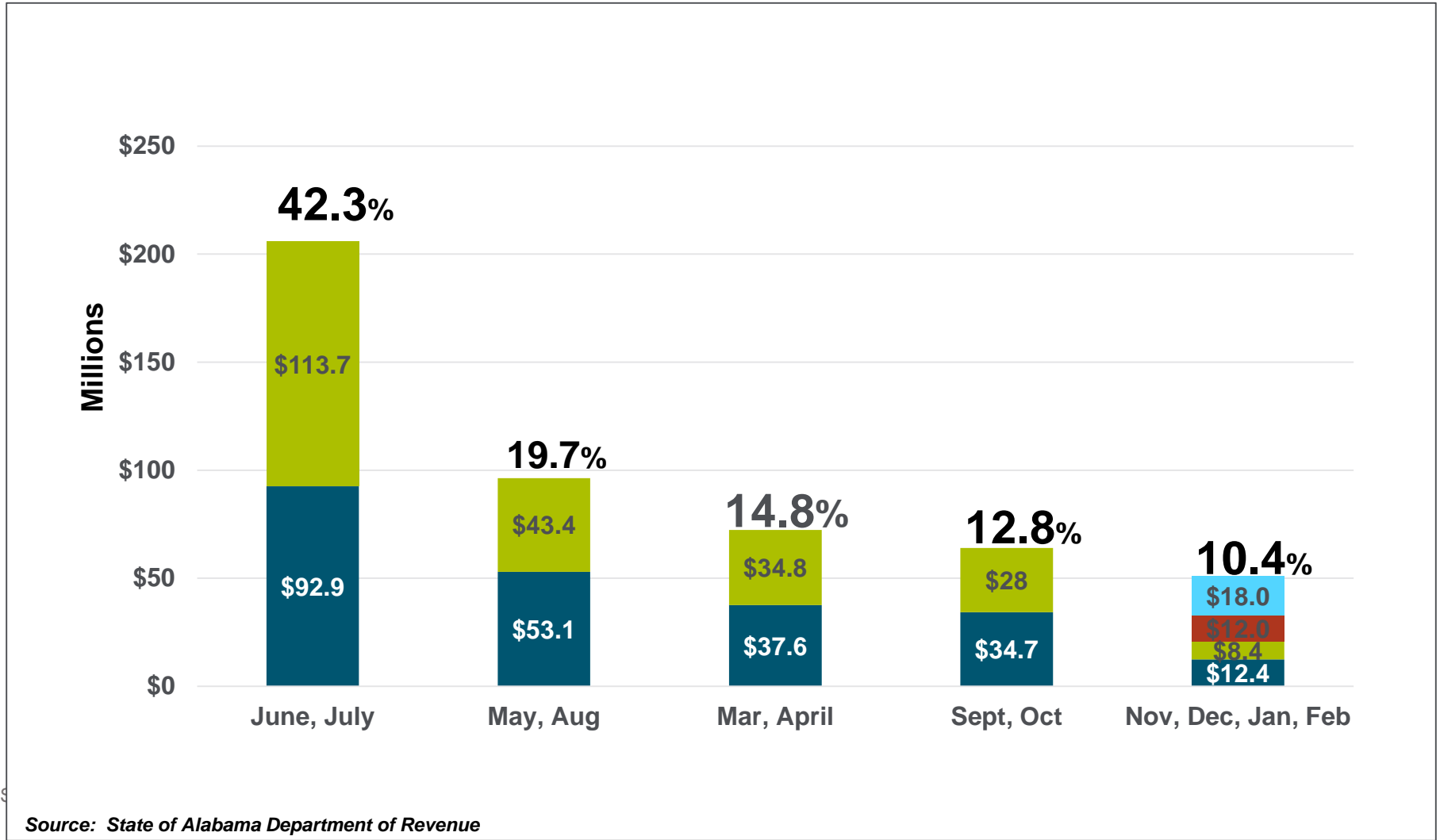


Source: Alabama Department of Revenue

■ '13-'14 ■ '14-'15 ■ '15-'16 ■ '16-'17

Lodging Revenue - 2017

(New Paradigm)



Destination Growth Indicators Summary Page

JANUARY	2018	2017	% Var.
Hotel Occupancy Rate*	32%	39.2%	-18.2%
Hotel Average Daily Rate*	\$81.78	\$86.49	-5.5%
Hotel RevPAR*	\$26.19	\$33.88	-22.7%
Vacation Rentals Occupancy Rate**	50%	44.9%	11.3%
Vacation Rentals Average Daily Rate**	\$54.00	\$54.00	0.1%
Vacation Rentals RevPAU**	\$27.00	\$24.00	11.4%

* Smith Travel Research, Inc. - Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

** Inntopia fka DestiMetrics

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