

Gulf Shores & Orange Beach Tourism
DESTINATION GROWTH INDICATORS
JANUARY

	2019	2018	% Var.	YTD FY '19	YTD FY '18	% Var.
* Hotel Occupancy Rate	33.7%	33.0%	2.0%			
* Hotel Average Daily Rate	\$83.52	\$78.23	6.8%			
* Hotel RevPAR	\$28.12	\$25.82	8.9%			
** Vacation Rentals Occupancy Rate	54.0%	49.8%	8.5%			
** Vacation Rentals Average Daily Rate	\$57.00	\$55.00	2.5%			
** Vacation Rentals RevPAU	\$31.00	\$27.00	11.2%			
	December 2018	December 2017	% Var.	YTD FY '18	YTD FY '17	% Var.
Taxable Retail Sales	\$46,865,657	\$46,607,948	0.6%	\$46,865,657	\$46,607,948	0.6%
Taxable Lodging Rentals	\$9,445,286	\$9,339,594	1.1%	\$9,445,286	\$9,339,594	1.1%

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

**SOURCE: Inntopia fka DestiMetrics

Gulf Shores & Orange Beach Tourism
TAXABLE RETAIL SALES
Gulf Shores and Orange Beach
Source: Cities' Revenue Department

	2016	VAR.	2017	VAR.	2018	VAR.	2019	VAR.
DEC	\$39,910,013	4.4%	\$42,763,187	7.1%	\$46,607,948	9.0%	\$46,865,657	0.6%
JAN	\$38,219,076	-1.4%	\$38,762,231	1.4%	\$43,254,254	11.6%	\$0	0.0%
FEB	<u>\$44,697,442</u>	<u>9.4%</u>	<u>\$48,401,560</u>	<u>8.3%</u>	<u>\$51,736,796</u>	<u>6.9%</u>	<u>\$0</u>	<u>0.0%</u>
WINTER	\$122,826,532	4.2%	\$129,926,978	5.8%	\$141,598,998	9.0%	\$46,865,657	0.6%
MAR	\$75,607,135	14.4%	\$77,463,617	2.5%	\$84,773,947	9.4%	\$0	0.0%
APR	\$65,499,794	-4.4%	\$74,592,106	13.9%	\$77,541,348	4.0%	\$0	0.0%
MAY	<u>\$86,598,308</u>	<u>8.4%</u>	<u>\$88,308,457</u>	<u>2.0%</u>	<u>\$95,375,447</u>	<u>8.0%</u>	<u>\$0</u>	<u>0.0%</u>
SPRING	\$227,705,238	6.2%	\$240,364,179	5.6%	\$257,690,742	7.2%	\$0	0.0%
JUN	\$110,330,038	0.9%	\$110,754,006 *	0.4%	\$125,806,347	13.6%	\$0	0.0%
JUL	\$123,010,279	3.5%	\$127,910,322	4.0%	\$134,802,547	5.4%	\$0	0.0%
AUG	<u>\$69,645,398</u>	<u>-7.8%</u>	<u>\$76,771,433</u>	<u>10.2%</u>	<u>\$87,571,218</u>	<u>14.1%</u>	<u>\$0</u>	<u>0.0%</u>
SUMMER	\$302,985,715	-0.3%	\$315,435,762	4.1%	\$348,180,112	10.4%	\$0	0.0%
SEP	\$64,721,984	8.3%	\$73,800,941	14.0%	\$70,871,967	-4.0%	\$0	0.0%
OCT	\$62,098,968	8.6%	\$59,252,496	-4.6%	\$71,460,621	20.6%	\$0	0.0%
NOV	<u>\$44,071,233</u>	<u>15.9%</u>	<u>\$45,729,414</u>	<u>3.8%</u>	<u>\$48,645,886</u>	<u>6.4%</u>	<u>\$0</u>	<u>0.0%</u>
FALL	\$170,892,185	10.3%	\$178,782,851	4.6%	\$190,978,474	6.8%	\$0	0.0%
ANNUAL	\$824,409,670	4.2%	\$864,509,771	4.9%	\$938,448,327	8.6%	\$46,865,657	0.6%

*Dec 2016 - June 2017 numbers changed to reflect City of Gulf Shores' adjustments.

Gulf Shores & Orange Beach Tourism
TAXABLE LODGING RENTALS
Gulf Shores, Orange Beach, Alabama

Source: Alabama Department of Revenue

	2016	VAR.	2017	VAR.	2018	VAR.	2019	VAR.
DEC	\$7,526,750	8.0%	\$8,464,360	12.5%	\$9,339,594	10.3%	\$9,445,286	1.1%
JAN	\$10,694,048	8.3%	\$12,000,093	12.2%	\$13,550,321	12.9%	\$0	0.0%
FEB	<u>\$15,925,562</u>	12.6%	<u>\$18,058,077</u>	13.4%	<u>\$20,268,546</u>	12.2%	<u>\$0</u>	0.0%
WINTER	\$34,146,359	10.2%	\$38,522,529	12.8%	\$43,158,461	12.0%	\$9,445,286	1.1%
MAR	\$36,908,906	30.9%	\$37,670,607	2.1%	\$43,323,945	15.0%		0.0%
APR	\$28,412,489	-5.9%	\$34,840,007	22.6%	\$33,590,217	-3.6%		0.0%
MAY	<u>\$47,967,309</u>	7.6%	<u>\$53,158,638</u>	10.8%	<u>\$51,380,343</u>	-3.3%		0.0%
SPRING	\$113,288,703	10.0%	\$125,669,251	10.9%	\$128,294,505	2.1%	\$0	0.0%
JUN	\$92,042,962	7.5%	\$92,817,345	0.9%	\$104,925,843	13.0%		0.0%
JUL	\$109,971,504	6.6%	\$113,795,129	3.5%	\$112,879,767	-0.8%		0.0%
AUG	<u>\$42,933,621</u>	-8.1%	<u>\$43,531,745</u>	1.4%	<u>\$50,558,955</u>	16.1%		0.0%
SUMMER	\$244,948,086	4.0%	\$250,144,219	2.1%	\$268,364,564	7.3%	\$0	0.0%
SEP	\$31,486,216	8.6%	\$35,354,438	12.3%	\$35,092,340	-0.7%		0.0%
OCT	\$29,633,794	17.0%	\$28,086,853	-5.2%	\$36,872,633	31.3%		0.0%
NOV	<u>\$12,428,604</u>	31.5%	<u>\$13,312,955</u>	7.1%	<u>\$14,870,120</u>	11.7%		0.0%
FALL	\$73,548,614	15.3%	\$76,754,245	4.4%	\$86,835,093	13.1%	\$0	0.0%
ANNUAL	\$465,931,762	7.5%	\$491,090,243	5.4%	\$526,652,622	7.2%	\$9,445,286	1.1%

Gulf Shores & Orange Beach Tourism
HOTEL OCCUPANCY SUMMARY
Gulf Shores & Orange Beach, Alabama

	Occupancy Rate				Average Daily Rate				Revenue per Available Room			
	2016	2017	2018	2019	2016	2017	2018	2019	2016	2017	2018	2019
DEC	34.0%	34.6%	32.7%	30.0%	\$88.84	\$90.02	\$86.11	\$89.74	\$30.25	\$31.17	\$28.17	\$26.97
JAN	37.3%	38.6%	33.0%	33.7%	\$83.78	\$86.35	\$78.23	\$83.52	\$31.20	\$33.37	\$25.82	\$28.12
FEB	<u>58.9%</u>	<u>60.3%</u>	<u>55.2%</u>	<u>0.0%</u>	<u>\$97.29</u>	<u>\$100.15</u>	<u>\$98.80</u>	<u>\$0.00</u>	<u>\$56.68</u>	<u>\$60.37</u>	<u>\$54.49</u>	<u>\$0.00</u>
WINTER	43.4%	44.5%	40.3%	31.9%	\$89.97	\$92.17	\$87.71	\$86.63	\$39.38	\$41.64	\$36.16	\$27.55
MAR	70.9%	72.9%	73.2%	0.0%	\$140.33	\$141.67	\$141.75	\$0.00	\$99.23	\$103.31	\$103.79	\$0.00
APR	65.8%	69.7%	65.6%	0.0%	\$140.07	\$145.00	\$148.39	\$0.00	\$92.13	\$101.11	\$97.28	\$0.00
MAY	<u>71.0%</u>	<u>72.9%</u>	<u>69.4%</u>	<u>0.0%</u>	<u>\$175.08</u>	<u>\$177.27</u>	<u>\$168.64</u>	<u>\$0.00</u>	<u>\$124.11</u>	<u>\$129.18</u>	<u>\$117.07</u>	<u>\$0.00</u>
SPRING	69.2%	71.8%	69.4%	0.0%	\$151.83	\$154.65	\$152.93	\$0.00	\$105.16	\$111.20	\$106.05	\$0.00
JUN	84.2%	79.3%	86.2%	0.0%	\$194.28	\$188.82	\$203.55	\$0.00	\$163.28	\$149.68	\$175.43	\$0.00
JUL	89.8%	87.0%	88.7%	0.0%	\$217.57	\$215.02	\$218.57	\$0.00	\$195.47	\$187.08	\$193.92	\$0.00
AUG	<u>64.0%</u>	<u>62.4%</u>	<u>67.7%</u>	<u>0.0%</u>	<u>\$146.29</u>	<u>\$146.61</u>	<u>\$158.63</u>	<u>\$0.00</u>	<u>\$93.59</u>	<u>\$91.45</u>	<u>\$107.40</u>	<u>\$0.00</u>
SUMMER	79.3%	76.2%	80.9%	0.0%	\$186.05	\$183.48	\$193.58	\$0.00	\$150.78	\$142.74	\$158.92	\$0.00
SEP	68.0%	66.2%	61.6%	0.0%	\$132.56	\$134.36	\$139.88	\$0.00	\$90.19	\$88.89	\$86.23	\$0.00
OCT	66.4%	58.4%	71.4%	0.0%	\$123.96	\$117.39	\$131.74	\$0.00	\$82.30	\$68.60	\$94.00	\$0.00
NOV	<u>52.0%</u>	<u>47.6%</u>	<u>46.4%</u>	<u>0.0%</u>	<u>\$100.84</u>	<u>\$98.33</u>	<u>\$104.30</u>	<u>\$0.00</u>	<u>\$52.43</u>	<u>\$46.77</u>	<u>\$48.40</u>	<u>\$0.00</u>
FALL	62.1%	57.4%	59.8%	0.0%	\$119.12	\$116.69	\$125.31	\$0.00	\$74.97	\$68.09	\$76.21	\$0.00
ANNUAL	63.5%	62.5%	62.6%	31.9%	\$136.74	\$136.75	\$139.88	\$86.63	\$92.57	\$90.92	\$94.33	\$27.55

Source: Smith Travel Research

*->Dec 2015 - Numbers provided by STR

**Gulf Shores & Orange Beach Tourism
VACATION RENTALS OCCUPANCY SUMMARY
Gulf Shores & Orange Beach, Alabama**

	Occupancy Rate				Average Daily Rate				Revenue Per Available Unit			
	2016	2017	2018	2019	2016	2017	2018	2019	2016	2017	2018	2019
DEC	20.3%	15.7%	17.8%	16.4%	\$66.82	\$94.00	\$91.00	\$93.00	\$13.55	\$14.00	\$16.00	\$15.00
JAN	47.2% *	44.9%	49.8%	54.0%	\$50.16	\$55.00	\$55.00	\$57.00	\$23.67	\$24.09	\$27.00	\$31.00
FEB	<u>72.7%</u>	<u>70.4%</u>	<u>74.8%</u>	<u>0.0%</u>	<u>\$58.23</u>	<u>\$63.00</u>	<u>\$65.00</u>	<u>\$0.00</u>	<u>\$42.82</u>	<u>\$45.00</u>	<u>\$49.00</u>	<u>\$0.00</u>
WINTER	46.7%	43.7%	47.5%	35.2%	\$58.40	\$70.67	\$70.33	\$75.00	\$26.68	\$27.70	\$30.67	\$23.00
MAR	59.1%	51.9%	54.6%	0.0%	\$163.14	\$155.00	\$158.00	\$0.00	\$96.46	\$80.00	\$86.00	\$0.00
APR	30.8%	35.8%	32.2%	0.0%	\$187.42	\$203.00	\$207.00	\$0.00	\$57.65	\$73.00	\$66.00	\$0.00
MAY	<u>47.8%</u>	<u>46.4%</u>	<u>45.4%</u>	<u>0.0%</u>	<u>\$257.62</u>	<u>\$271.00</u>	<u>\$263.00</u>	<u>\$0.00</u>	<u>\$123.17</u>	<u>\$126.00</u>	<u>\$120.00</u>	<u>\$0.00</u>
SPRING	45.9%	44.7%	44.1%	0.0%	\$202.73	\$209.67	\$209.33	\$0.00	\$92.43	\$93.00	\$90.67	\$0.00
JUN	78.3%	76.3%	77.1%	0.0%	\$335.19	\$350.00	\$346.00	\$0.00	\$262.30	\$267.00	\$267.00	\$0.00
JUL	83.8%	82.9%	85.0%	0.0%	\$356.45	\$371.00	\$369.00	\$0.00	\$298.67	\$307.00	\$314.00	\$0.00
AUG	<u>44.4%</u>	<u>45.1%</u>	<u>50.0%</u>	<u>0.0%</u>	<u>\$227.95</u>	<u>\$239.00</u>	<u>\$237.00</u>	<u>\$0.00</u>	<u>\$101.16</u>	<u>\$108.00</u>	<u>\$119.00</u>	<u>\$0.00</u>
SUMMER	68.8%	68.1%	70.7%	0.0%	\$306.53	\$320.00	\$317.33	\$0.00	\$220.71	\$227.33	\$233.33	\$0.00
SEP	43.2%	44.8%	44.4%	0.0%	\$157.91	\$179.00	\$184.00	\$0.00	\$68.22	\$80.00	\$81.00	\$0.00
OCT	45.7%	47.2%	49.6%	0.0%	\$146.16	\$149.00	\$173.00	\$0.00	\$66.73	\$70.00	\$86.00	\$0.00
NOV	<u>18.9%</u>	<u>20.1%</u>	<u>21.0%</u>	<u>0.0%</u>	<u>\$125.00</u>	<u>\$123.00</u>	<u>\$125.00</u>	<u>\$0.00</u>	<u>\$24.00</u>	<u>\$25.00</u>	<u>\$26.00</u>	<u>\$0.00</u>
FALL	35.9%	37.4%	38.3%	0.0%	\$143.02	\$150.33	\$160.67	\$0.00	\$52.98	\$58.33	\$64.33	\$0.00
ANNUAL	49.4%	48.5%	50.1%	35.2%	\$177.67	\$187.67	\$189.42	\$75.00	\$98.20	\$101.59	\$104.75	\$23.00

Source: Inntopia fka DestiMetrics

*January, 2016 - Inntopia began providing occupancy numbers

**Gulf Shores & Orange Beach Tourism
TAXABLE RETAIL SALES**

Foley, Alabama

Source: City of Foley

	2016	VAR.	2017	VAR.	2018	VAR.	2019	VAR.
DEC	\$61,103,374	2.4%	\$67,625,256	10.7%	\$69,785,134	3.2%	\$72,607,575	7.4%
JAN	\$44,557,860	4.3%	\$49,224,207	10.5%	\$48,870,132	-0.7%	\$0	0.0%
FEB	<u>\$54,441,201</u>	15.9%	<u>\$50,712,113</u>	-6.8%	<u>\$54,761,327</u>	8.0%	<u>\$0</u>	0.0%
WINTER	\$160,102,435	7.2%	\$167,561,575	4.7%	\$173,416,593	3.5%	\$72,607,575	7.4%
MAR	\$64,035,477	6.8%	\$67,505,765	5.4% *	\$75,553,543	11.9%	\$0	0.0%
APR	\$57,794,398	7.2%	\$59,730,438	3.3%	\$62,650,488	4.9%	\$0	0.0%
MAY	<u>\$60,845,095</u>	2.2%	<u>\$61,865,537</u>	1.7%	<u>\$69,118,925</u>	11.7%	<u>\$0</u>	0.0%
SPRING	\$182,674,970	5.3%	\$189,101,740	3.5%	\$207,322,956	9.6%	\$0	0.0%
JUN	\$69,019,423	1.3%	\$71,253,791	3.2%	\$78,679,101	10.4%	\$0	0.0%
JUL	\$71,346,532	4.8%	\$69,294,989	-2.9%	\$76,403,559	10.3%	\$0	0.0%
AUG	<u>\$57,737,509</u>	4.1%	<u>\$64,023,933</u>	10.9%	<u>\$65,795,775</u>	2.8%	<u>\$0</u>	0.0%
SUMMER	\$198,103,463	3.4%	\$204,572,713	3.3%	\$220,878,435	8.0%	\$0	0.0%
SEP	\$56,666,968	4.6%	\$60,129,996	6.1%	\$64,243,733	6.8%	\$0	0.0%
OCT	\$58,780,980	9.0%	\$57,952,784	-1.4%	\$67,493,521	16.5%	\$0	0.0%
NOV	<u>\$60,029,422</u>	12.3%	<u>\$61,108,669</u>	14.3%	<u>\$68,689,432</u>	12.4%	<u>\$0</u>	0.0%
FALL	\$175,477,370	8.6%	\$179,191,449	6.1%	\$200,426,686	11.9%	\$0	0.0%
ANNUAL	\$716,358,237	6.0%	\$740,427,477	4.3%	\$802,044,671	8.3%	\$72,607,575	7.4%

*Effective 3/1/17 retail tax increase (3%)

**Gulf Shores & Orange Beach Tourism
TAXABLE LODGING RENTALS**

Foley, Alabama

Source: City of Foley

	2016	VAR.	2017	VAR.	2018	VAR.	2019	VAR.
DEC	\$402,629	6.9%	\$428,095	6.3%	\$615,330	43.7%	\$728,876	18.5%
JAN	\$462,963	0.7%	\$512,580	10.7%	\$616,076	20.2%	\$0	0.0%
FEB	<u>\$758,292</u>	16.3%	<u>\$1,022,801</u>	34.9%	<u>\$1,057,603</u>	3.4%	<u>\$0</u>	0.0%
WINTER	\$1,623,885	9.1%	\$1,963,476	20.9%	\$2,289,009	16.6%	\$728,876	18.5%
MAR	\$1,474,821	35.8%	\$1,420,770	-3.7%	\$1,736,899	22.3%	\$0	0.0%
APR	\$1,019,062	2.6%	\$1,389,348	36.3%	\$1,366,177	-1.7%	\$0	0.0%
MAY	<u>\$1,786,015</u>	18.2%	<u>\$1,843,769</u>	3.2%	<u>\$2,019,572</u>	9.5%	<u>\$0</u>	0.0%
SPRING	\$4,279,897	19.2%	\$4,653,887	8.7%	\$5,122,648	10.1%	\$0	0.0%
JUN	\$1,947,384	3.4%	\$2,061,566	5.9%	\$2,594,835	25.9%	\$0	0.0%
JUL	\$2,475,350	6.7%	\$2,869,273	15.9%	\$3,217,967	12.2%	\$0	0.0%
AUG	<u>\$1,070,766</u>	16.0%	<u>\$1,346,406</u>	25.7%	<u>\$1,445,618</u>	7.4%	<u>\$0</u>	0.0%
SUMMER	\$5,493,500	7.1%	\$6,277,245	14.3%	\$7,258,421	15.6%	\$0	0.0%
SEP	\$863,306	6.8%	\$1,155,376	33.8%	\$1,296,243	12.2%	\$0	0.0%
OCT	\$873,198	15.2%	\$951,632	9.0%	\$1,493,615	57.0%	\$0	0.0%
NOV	<u>\$718,920</u>	38.0%	<u>\$714,643</u>	-0.6%	<u>\$1,098,041</u>	53.6%	<u>\$0</u>	0.0%
FALL	\$2,455,424	17.6%	\$2,821,652	14.9%	\$3,887,899	37.8%	\$0	0.0%
ANNUAL	\$13,852,705	12.7%	\$15,716,260	13.5%	\$18,557,977	18.1%	\$728,876	18.5%