

**Gulf Shores & Orange Beach Tourism**  
**DESTINATION GROWTH INDICATORS**  
**May**

	2019	2018	% Var.	YTD FY '19	YTD FY '18	% Var.
* Hotel Occupancy Rate	74.4%	69.3%	7.3%			
* Hotel Average Daily Rate	\$179.74	\$169.11	6.3%			
* Hotel RevPAR	\$133.65	\$117.18	14.1%			
** Vacation Rentals Occupancy Rate	48.7%	45.4%	7.4%			
** Vacation Rentals Average Daily Rate	\$273.00	\$265.00	3.2%			
** Vacation Rentals RevPAU	\$133.00	\$120.00	10.8%			
	April 2019	April 2018	% Var.	YTD FY '19	YTD FY '18	% Var.
Taxable Retail Sales	\$85,392,981	\$77,541,348	10.1%	\$321,861,880	\$303,914,293	5.9%
Taxable Lodging Rentals	\$38,473,546	\$33,597,513	14.5%	\$136,336,117	\$120,104,004	13.5%

\*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**  
**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>56.8%</u>	<u>54.6%</u>	<u>\$97.29</u>	<u>\$100.15</u>	<u>\$95.05</u>	<u>\$98.80</u>	<u>\$56.68</u>	<u>\$60.37</u>	<u>\$53.95</u>	<u>\$53.94</u>
<b>WINTER</b>	<b>43.4%</b>	<b>44.5%</b>	<b>40.8%</b>	<b>39.4%</b>	<b>\$89.97</b>	<b>\$92.17</b>	<b>\$86.46</b>	<b>\$90.69</b>	<b>\$39.38</b>	<b>\$41.64</b>	<b>\$35.98</b>	<b>\$36.34</b>
MAR	70.9%	72.9%	73.6%	72.7%	\$140.33	\$141.67	\$142.01	\$148.15	\$99.23	\$103.31	\$104.46	\$107.74
APR	65.8%	69.7%	65.6%	62.0%	\$140.07	\$145.00	\$148.40	\$150.39	\$92.13	\$101.11	\$97.28	\$93.29
MAY	<u>71.0%</u>	<u>72.9%</u>	<u>69.3%</u>	<u>74.4%</u>	<u>\$175.08</u>	<u>\$177.27</u>	<u>\$169.11</u>	<u>\$179.74</u>	<u>\$124.11</u>	<u>\$129.18</u>	<u>\$117.18</u>	<u>\$133.65</u>
<b>SPRING</b>	<b>69.2%</b>	<b>71.8%</b>	<b>69.5%</b>	<b>69.7%</b>	<b>\$151.83</b>	<b>\$154.65</b>	<b>\$153.17</b>	<b>\$159.43</b>	<b>\$105.16</b>	<b>\$111.20</b>	<b>\$106.31</b>	<b>\$111.56</b>
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>
<b>SUMMER</b>	<b>79.3%</b>	<b>76.2%</b>	<b>80.9%</b>	<b>0.0%</b>	<b>\$186.05</b>	<b>\$183.48</b>	<b>\$193.58</b>	<b>\$0.00</b>	<b>\$150.78</b>	<b>\$142.74</b>	<b>\$158.92</b>	<b>\$0.00</b>
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>
<b>FALL</b>	<b>62.1%</b>	<b>57.4%</b>	<b>59.8%</b>	<b>0.0%</b>	<b>\$119.12</b>	<b>\$116.69</b>	<b>\$125.31</b>	<b>\$0.00</b>	<b>\$74.97</b>	<b>\$68.09</b>	<b>\$76.21</b>	<b>\$0.00</b>
<b>ANNUAL</b>	<b>63.5%</b>	<b>62.5%</b>	<b>62.8%</b>	<b>54.6%</b>	<b>\$136.74</b>	<b>\$136.75</b>	<b>\$139.63</b>	<b>\$125.06</b>	<b>\$92.57</b>	<b>\$90.92</b>	<b>\$94.35</b>	<b>\$73.95</b>

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>75.0%</u>	<u>78.1%</u>	<u>\$58.23</u>	<u>\$63.00</u>	<u>\$67.00</u>	<u>\$69.00</u>	<u>\$42.82</u>	<u>\$45.00</u>	<u>\$50.00</u>	<u>\$54.00</u>
<b>WINTER</b>	<b>46.7%</b>	<b>43.7%</b>	<b>47.5%</b>	<b>49.5%</b>	<b>\$58.40</b>	<b>\$70.67</b>	<b>\$71.00</b>	<b>\$73.00</b>	<b>\$26.68</b>	<b>\$27.70</b>	<b>\$31.00</b>	<b>\$33.33</b>
MAR	59.1%	51.9%	55.2%	59.4%	\$163.14	\$155.00	\$166.00	\$168.00	\$96.46	\$80.00	\$91.00	\$99.00
APR	30.8%	35.8%	32.8%	33.5%	\$187.42	\$203.00	\$212.00	\$210.00	\$57.65	\$73.00	\$70.00	\$70.00
MAY	<u>47.8%</u>	<u>46.4%</u>	<u>45.4%</u>	<u>48.7%</u>	<u>\$257.62</u>	<u>\$271.00</u>	<u>\$265.00</u>	<u>\$273.00</u>	<u>\$123.17</u>	<u>\$126.00</u>	<u>\$120.00</u>	<u>\$133.00</u>
<b>SPRING</b>	<b>45.9%</b>	<b>44.7%</b>	<b>44.5%</b>	<b>47.2%</b>	<b>\$202.73</b>	<b>\$209.67</b>	<b>\$214.33</b>	<b>\$217.00</b>	<b>\$92.43</b>	<b>\$93.00</b>	<b>\$93.67</b>	<b>\$100.67</b>
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>
<b>SUMMER</b>	<b>68.8%</b>	<b>68.1%</b>	<b>70.7%</b>	<b>0.0%</b>	<b>\$306.53</b>	<b>\$320.00</b>	<b>\$317.33</b>	<b>\$0.00</b>	<b>\$220.71</b>	<b>\$227.33</b>	<b>\$233.33</b>	<b>\$0.00</b>
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>
<b>FALL</b>	<b>35.9%</b>	<b>37.4%</b>	<b>38.3%</b>	<b>0.0%</b>	<b>\$143.02</b>	<b>\$150.33</b>	<b>\$160.67</b>	<b>\$0.00</b>	<b>\$52.98</b>	<b>\$58.33</b>	<b>\$64.33</b>	<b>\$0.00</b>
<b>ANNUAL</b>	<b>49.4%</b>	<b>48.5%</b>	<b>50.3%</b>	<b>96.7%</b>	<b>\$177.67</b>	<b>\$187.67</b>	<b>\$190.83</b>	<b>\$290.00</b>	<b>\$98.20</b>	<b>\$101.59</b>	<b>\$105.58</b>	<b>\$134.00</b>

Source: Inntopia fka DestiMetrics

\*January, 2016 - Inntopia began providing occupancy numbers

**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%	\$47,336,645	9.4%
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>\$53,260,831</u>	<u>2.9%</u>
<b>WINTER</b>	<b>\$122,826,532</b>	<b>4.2%</b>	<b>\$129,926,978</b>	<b>5.8%</b>	<b>\$141,598,998</b>	<b>9.0%</b>	<b>\$147,463,133</b>	<b>4.1%</b>
MAR	\$75,607,135	14.4%	\$77,463,617	2.5%	\$84,773,947	9.4%	\$89,005,767	5.0%
APR	\$65,499,794	-4.4%	\$74,592,106	13.9%	\$77,541,348	4.0%	\$85,392,981	10.1%
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>
<b>SPRING</b>	<b>\$227,705,238</b>	<b>6.2%</b>	<b>\$240,364,179</b>	<b>5.6%</b>	<b>\$257,690,742</b>	<b>7.2%</b>	<b>\$174,398,748</b>	<b>7.4%</b>
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>
<b>SUMMER</b>	<b>\$302,985,715</b>	<b>-0.3%</b>	<b>\$315,435,762</b>	<b>4.1%</b>	<b>\$348,180,112</b>	<b>10.4%</b>	<b>\$0</b>	<b>0.0%</b>
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>
<b>FALL</b>	<b>\$170,892,185</b>	<b>10.3%</b>	<b>\$178,782,851</b>	<b>4.6%</b>	<b>\$190,978,474</b>	<b>6.8%</b>	<b>\$0</b>	<b>0.0%</b>
<b>ANNUAL</b>	<b>\$824,409,670</b>	<b>4.2%</b>	<b>\$864,509,771</b>	<b>4.9%</b>	<b>\$938,448,327</b>	<b>8.6%</b>	<b>\$321,861,880</b>	<b>5.9%</b>

\*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%	\$9,344,921	10.4%	\$9,787,162	4.7%
JAN	\$10,693,803	8.3%	\$11,999,853	12.2%	\$13,551,198	12.9%	\$16,097,882	18.8%
FEB	<u>\$15,925,299</u>	12.6%	<u>\$18,057,954</u>	13.4%	<u>\$20,274,137</u>	12.3%	<u>\$23,550,530</u>	16.2%
<b>WINTER</b>	<b>\$34,145,851</b>	<b>10.2%</b>	<b>\$38,522,167</b>	<b>12.8%</b>	<b>\$43,170,255</b>	<b>12.1%</b>	<b>\$49,435,574</b>	<b>14.5%</b>
MAR	\$36,908,623	30.9%	\$37,670,554	2.1%	\$43,336,236	15.0%	\$48,426,997	11.7%
APR	\$28,412,207	-5.9%	\$34,839,589	22.6%	\$33,597,513	-3.6%	\$38,473,546	14.5%
MAY	<u>\$47,966,905</u>	7.6%	<u>\$53,158,173</u>	10.8%	<u>\$51,392,291</u>	-3.3% **	\$0	0.0%
<b>SPRING</b>	<b>\$113,287,734</b>	<b>10.0%</b>	<b>\$125,668,315</b>	<b>10.9%</b>	<b>\$128,326,040</b>	<b>2.1%</b>	<b>\$86,900,543</b>	<b>13.0%</b>
JUN	\$92,042,601	7.5%	\$92,816,743	0.9%	\$104,950,595	13.1%	\$0	0.0%
JUL	\$109,970,796	6.6%	\$113,794,439	3.5%	\$112,912,207	-0.8%	\$0	0.0%
AUG	<u>\$42,933,211</u>	-8.1%	<u>\$43,531,613</u>	1.4%	<u>\$50,571,734</u>	16.2%	<u>\$0</u>	0.0%
<b>SUMMER</b>	<b>\$244,946,608</b>	<b>4.0%</b>	<b>\$250,142,795</b>	<b>2.1%</b>	<b>\$268,434,535</b>	<b>7.3%</b>	<b>\$0</b>	<b>0.0%</b>
SEP	\$31,483,369	8.6%	\$35,354,182	12.3%	\$35,071,149	-0.8%	\$0	0.0%
OCT	\$29,633,474	17.0%	\$28,092,019	-5.2%	\$36,920,367	31.4%	\$0	0.0%
NOV	<u>\$12,428,533</u>	31.5%	<u>\$13,320,799</u>	7.2%	<u>\$15,005,747</u>	12.6%	<u>\$0</u>	0.0%
<b>FALL</b>	<b>\$73,545,375</b>	<b>15.3%</b>	<b>\$76,766,999</b>	<b>4.4%</b>	<b>\$86,997,262</b>	<b>13.3%</b>	<b>\$0</b>	<b>0.0%</b>
<b>ANNUAL</b>	<b>\$465,925,567</b>	<b>7.5%</b>	<b>\$491,100,275</b>	<b>5.4%</b>	<b>\$526,928,092</b>	<b>7.3%</b>	<b>\$136,336,117</b>	<b>13.5%</b>
MAR	\$36,908,623	30.9%	\$37,670,554	2.1%	\$43,336,236	15.0%	\$48,426,997	11.7%
APR	<u>\$28,412,207</u>	-5.9%	<u>\$34,839,589</u>	22.6%	<u>\$33,597,513</u>	-3.6%	<u>\$38,473,546</u>	14.5%
<b>TOTAL</b>	<b>\$65,320,829</b>	<b>11.9%</b>	<b>\$72,510,143</b>	<b>11.0%</b>	<b>\$76,933,749</b>	<b>6.1%</b>	<b>\$86,900,543</b>	<b>13.0%</b>

## 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%	\$55,597,195	12.9%
FEB	<u>\$54,441,201</u>	15.9%	<u>\$50,712,113</u>	-6.8%	<u>\$54,761,327</u>	8.0%	<u>\$58,158,362</u>	14.7%
<b>WINTER</b>	<b>\$160,102,435</b>	<b>7.2%</b>	<b>\$167,561,575</b>	<b>4.7%</b>	<b>\$173,416,593</b>	<b>3.5%</b>	<b>\$186,363,131</b>	<b>11.2%</b>
MAR	\$64,035,477	6.8%	\$67,505,765	5.4% *	\$75,553,543	11.9%	\$80,387,296	19.1%
APR	\$57,794,398	7.2%	\$59,730,438	3.3%	\$62,650,488	4.9%	\$71,133,673	19.1%
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%
<b>SPRING</b>	<b>\$182,674,970</b>	<b>5.3%</b>	<b>\$189,101,740</b>	<b>3.5%</b>	<b>\$207,322,956</b>	<b>9.6%</b>	<b>\$151,520,968</b>	<b>19.1%</b>
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%
<b>SUMMER</b>	<b>\$198,103,463</b>	<b>3.4%</b>	<b>\$204,572,713</b>	<b>3.3%</b>	<b>\$220,878,435</b>	<b>8.0%</b>	<b>\$0</b>	<b>0.0%</b>
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%
<b>FALL</b>	<b>\$175,477,370</b>	<b>8.6%</b>	<b>\$179,191,449</b>	<b>6.1%</b>	<b>\$200,426,686</b>	<b>11.9%</b>	<b>\$0</b>	<b>0.0%</b>
<b>ANNUAL</b>	<b>\$716,358,237</b>	<b>6.0%</b>	<b>\$740,427,477</b>	<b>4.3%</b>	<b>\$802,044,671</b>	<b>8.3%</b>	<b>\$337,884,100</b>	<b>14.6%</b>

\*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%	\$708,637	15.0%
FEB	<u>\$758,292</u>	16.3%	<u>\$1,022,801</u>	34.9%	<u>\$1,057,603</u>	3.4%	<u>\$1,102,460</u>	4.2%
<b>WINTER</b>	<b>\$1,623,885</b>	<b>9.1%</b>	<b>\$1,963,476</b>	<b>20.9%</b>	<b>\$2,289,009</b>	<b>16.6%</b>	<b>\$2,539,973</b>	<b>11.0%</b>
MAR	\$1,474,821	35.8%	\$1,420,770	-3.7%	\$1,736,899	22.3%	\$2,281,624	31.4%
APR	\$1,019,062	2.6%	\$1,389,348	36.3%	\$1,366,177	-1.7%	\$1,581,867	15.8%
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%
<b>SPRING</b>	<b>\$4,279,897</b>	<b>19.2%</b>	<b>\$4,653,887</b>	<b>8.7%</b>	<b>\$5,122,648</b>	<b>10.1%</b>	<b>\$3,863,491</b>	<b>24.5%</b>
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%
<b>SUMMER</b>	<b>\$5,493,500</b>	<b>7.1%</b>	<b>\$6,277,245</b>	<b>14.3%</b>	<b>\$7,258,421</b>	<b>15.6%</b>	<b>\$0</b>	<b>0.0%</b>
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%
<b>FALL</b>	<b>\$2,455,424</b>	<b>17.6%</b>	<b>\$2,821,652</b>	<b>14.9%</b>	<b>\$3,887,899</b>	<b>37.8%</b>	<b>\$0</b>	<b>0.0%</b>
<b>ANNUAL</b>	<b>\$13,852,705</b>	<b>12.7%</b>	<b>\$15,716,260</b>	<b>13.5%</b>	<b>\$18,557,977</b>	<b>18.1%</b>	<b>\$6,403,464</b>	<b>18.8%</b>