

Gulf Shores & Orange Beach Tourism
DESTINATION GROWTH INDICATORS
August

	2019	2018	% Var.	YTD FY '19	YTD FY '18	% Var.
* Hotel Occupancy Rate	63.1%	67.9%	-7%			
* Hotel Average Daily Rate	\$156.24	\$158.82	-1.6%			
* Hotel RevPAR	\$98.65	\$107.81	-8.5%			
** Vacation Rentals Occupancy Rate	49.9%	49.4%	1.1%			
** Vacation Rentals Average Daily Rate	\$240.00	\$236.00	1.5%			
** Vacation Rentals RevPAU	\$120.00	\$117.00	2.6%			
	July 2019	July 2018	% Var.	YTD FY '19	YTD FY '18	% Var.
Taxable Retail Sales	\$143,597,368	\$134,802,547	6.5%	\$702,346,117	\$659,898,634	6.4%
Taxable Lodging Rentals	\$116,770,321	\$114,017,741	2.4%	\$427,511,278	\$393,174,568	8.7%

*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>
WINTER	43.4%	44.5%	40.8%	39.4%	\$89.97	\$92.17	\$86.46	\$90.69	\$39.38	\$41.64	\$35.98	\$36.34
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>
SPRING	69.2%	71.8%	69.5%	69.7%	\$151.83	\$154.65	\$153.17	\$159.43	\$105.16	\$111.20	\$106.31	\$111.56
JUN	84.2%	79.3%	86.2%	85.7%	\$194.28	\$188.82	\$203.55	\$207.07	\$163.28	\$149.68	\$175.43	\$177.44
JUL	89.8%	87.0%	89.2%	80.1%	\$217.57	\$215.02	\$222.22	\$211.95	\$195.47	\$187.08	\$198.32	\$169.86
AUG	<u>64.0%</u>	<u>62.4%</u>	<u>67.9%</u>	<u>63.1%</u>	<u>\$146.29</u>	<u>\$146.61</u>	<u>\$158.82</u>	<u>\$156.24</u>	<u>\$93.59</u>	<u>\$91.45</u>	<u>\$107.81</u>	<u>\$98.65</u>
SUMMER	79.3%	76.2%	81.1%	76.3%	\$186.05	\$183.48	\$194.86	\$191.75	\$150.78	\$142.74	\$160.52	\$148.65
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%	62.8%	61.8%	\$136.74	\$136.75	\$139.95	\$147.29	\$92.57	\$90.92	\$94.75	\$98.85

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>
WINTER	46.7%	43.7%	47.5%	49.5%	\$58.40	\$70.67	\$71.00	\$73.00	\$26.68	\$27.70	\$31.00	\$33.33
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>
SPRING	45.9%	44.7%	44.5%	47.2%	\$202.73	\$209.67	\$214.33	\$217.00	\$92.43	\$93.00	\$93.67	\$100.67
JUN	78.3%	76.3%	76.4%	78.8%	\$335.19	\$350.00	\$348.00	\$363.00	\$262.30	\$267.00	\$266.00	\$286.00
JUL	83.8%	82.9%	84.7%	81.4%	\$356.45	\$371.00	\$365.00	\$381.00	\$298.67	\$307.00	\$309.00	\$310.00
AUG	<u>44.4%</u>	<u>45.1%</u>	<u>49.4%</u>	<u>49.9%</u>	<u>\$227.95</u>	<u>\$239.00</u>	<u>\$236.00</u>	<u>\$240.00</u>	<u>\$101.16</u>	<u>\$108.00</u>	<u>\$117.00</u>	<u>\$120.00</u>
SUMMER	68.8%	68.1%	70.2%	70.0%	\$306.53	\$320.00	\$316.33	\$328.00	\$220.71	\$227.33	\$230.67	\$238.67
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%	55.6%	\$177.67	\$187.67	\$190.58	\$206.00	\$98.20	\$101.59	\$104.92	\$124.22

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>
WINTER	\$122,826,532	4.2%	\$129,926,978	5.8%	\$141,598,998	9.0%	\$147,463,133	4.1%
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>\$106,910,957</u>	<u>12.1%</u>
SPRING	\$227,705,238	6.2%	\$240,364,179	5.6%	\$257,690,742	7.2%	\$281,309,704	9.2%
JUN	\$110,330,038	0.9%	\$110,754,006 *	0.4%	\$125,806,347	13.6%	\$129,975,912	3.3%
JUL	\$123,010,279	3.5%	\$127,910,322	4.0%	\$134,802,547	5.4%	\$143,597,368	6.5%
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%	\$273,573,280	5.0%
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%	\$702,346,117	6.4%

*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%	\$8,464,486	12.5%	\$9,346,186	10.4%	\$10,326,305	10.5%
JAN	\$10,693,803	8.3%	\$11,999,853	12.2%	\$13,551,368	12.9%	\$16,624,610	22.7%
FEB	<u>\$15,925,299</u>	12.6%	<u>\$18,059,785</u>	13.4%	<u>\$20,815,250</u>	15.3%	<u>\$23,594,514</u>	13.4%
WINTER	\$34,145,851	10.2%	\$38,524,124	12.8%	\$43,712,804	13.5%	\$50,545,429	15.6%
MAR	\$36,908,623	30.9%	\$37,671,164	2.1%	\$43,878,249	16.5%	\$48,635,286	10.8%
APR	\$28,412,207	-5.9%	\$34,839,710	22.6%	\$34,133,085	-2.0%	\$39,033,691	14.4%
MAY	<u>\$47,966,905</u>	7.6%	<u>\$53,158,173</u>	10.8%	<u>\$51,937,602</u>	-2.3% **	<u>\$59,604,741</u>	14.8%
SPRING	\$113,287,734	10.0%	\$125,669,046	10.9%	\$129,948,935	3.4%	\$147,273,718	13.3%
JUN	\$92,042,601	7.5%	\$92,818,237	0.9%	\$105,495,089	13.7%	\$112,921,811	7.0%
JUL	\$109,972,598	6.6%	\$113,795,894	3.5%	\$114,017,741	0.2%	\$116,770,321	2.4%
AUG	<u>\$42,933,211</u>	-8.1%	<u>\$43,532,933</u>	1.4%	<u>\$51,125,926</u>	17.4%	<u>\$0</u>	0.0%
SUMMER	\$244,948,410	4.0%	\$250,147,063	2.1%	\$270,638,756	8.2%	\$229,692,132	4.6%
SEP	\$31,483,369	8.6%	\$35,354,821	12.3%	\$35,628,467	0.8%	\$0	0.0%
OCT	\$29,633,492	17.0%	\$28,092,116	-5.2%	\$37,479,762	33.4%	\$0	0.0%
NOV	<u>\$12,428,533</u>	31.5%	<u>\$13,320,986</u>	7.2%	<u>\$15,543,637</u>	16.7%	<u>\$0</u>	0.0%
FALL	\$73,545,393	15.3%	\$76,767,923	4.4%	\$88,651,866	15.5%	\$0	0.0%
ANNUAL	\$465,927,387	7.5%	\$491,108,155	5.4%	\$532,952,360	8.5%	\$427,511,278	8.7%

MAY	\$47,966,905	7.6%	\$53,158,173	10.8%	\$51,937,602	-2.3% **	\$59,604,741	14.8%
JUN	<u>\$92,042,601</u>	7.5%	<u>\$92,818,237</u>	0.9%	<u>\$105,495,089</u>	13.7%	<u>\$112,921,811</u>	4.6%
TOTAL	\$140,009,506	7.5%	\$145,976,409	4.3%	\$157,432,690	7.8%	\$172,526,552	9.6%

** Lodging tax increased to 7% in Gulf Shores and Orange Beach

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%
WINTER	\$160,102,435	7.2%	\$167,561,575	4.7%	\$173,416,593	3.5%	\$186,363,131	11.2%
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>\$71,898,917</u>	16.2%
SPRING	\$182,674,970	5.3%	\$189,101,740	3.5%	\$207,322,956	9.6%	\$223,419,885	18.1%
JUN	\$69,019,423	1.3%	\$71,253,791	3.2%	\$78,679,101	10.4%	\$80,559,799	13.1%
JUL	\$71,346,532	4.8%	\$69,294,989	-2.9%	\$76,403,559	10.3%	\$82,600,537	19.2%
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%	\$163,160,337	16.1%
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%	\$572,943,353	15.2%

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

*Effective 2/1/07 retail tax increase (1% in city, .50 in PJ)

**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%
WINTER	\$1,623,885	9.1%	\$1,963,476	20.9%	\$2,289,009	16.6%	\$2,539,973	11.0%
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>\$2,187,447</u>	8.3%
SPRING	\$4,279,897	19.2%	\$4,653,887	8.7%	\$5,122,648	10.1%	\$6,050,938	18.1%
JUN	\$1,947,384	3.4%	\$2,061,566	5.9%	\$2,594,835	25.9%	\$2,854,210	10.0%
JUL	\$2,475,350	6.7%	\$2,869,273	15.9%	\$3,217,967	12.2%	\$3,257,485	1.2%
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%	\$6,111,695	5.1%
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%	\$14,702,606	11.2%