

Gulf Shores & Orange Beach Tourism
DESTINATION GROWTH INDICATORS
December

	2019	2018	% Var.	YTD FY '19	YTD FY '18	% Var.
* Hotel Occupancy Rate	33.3%	30.1%	11%			
* Hotel Average Daily Rate	\$90.80	\$88.63	2%			
* Hotel RevPAR	\$30.20	\$26.63	13%			
** Vacation Rentals Occupancy Rate	16.6%	16.7%	-1%			
** Vacation Rentals Average Daily Rate	\$93.00	\$90.00	3%			
** Vacation Rentals RevPAU	\$15.00	\$15.00	0%			
	Nov-19	Nov-18	% Var.	YTD FY '19	YTD FY '18	% Var.
Taxable Retail Sales	\$50,478,769	\$46,865,657	7.7%	\$983,224,390	\$938,448,327	4.8%
Taxable Lodging Rentals	\$13,915,545	\$15,610,787	-10.9%	\$572,770,896	\$537,594,793	6.5%

*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			
	2017	2018	2019	2020	2017	2018	2019	2020	2017	2018	2019	2020
DEC	34.6%	32.7%	30.1%	33.3%	\$90.02	\$86.11	\$88.63	\$90.84	\$31.17	\$28.17	\$26.63	\$30.21
JAN	38.6%	33.0%	33.7%	0.0%	\$86.35	\$78.23	\$83.52	\$0.00	\$33.37	\$25.82	\$28.12	\$0.00
FEB	60.3%	56.8%	54.6%	0.0%	\$100.15	\$95.05	\$98.80	\$0.00	\$60.37	\$53.95	\$53.94	\$0.00
WINTER	44.5%	40.8%	39.5%	33.3%	\$92.17	\$86.46	\$90.32	\$90.84	\$41.64	\$35.98	\$36.23	\$30.21
MAR	72.9%	73.6%	72.7%	0.0%	\$141.67	\$142.01	\$148.15	\$0.00	\$103.31	\$104.46	\$107.74	\$0.00
APR	69.7%	65.6%	62.0%	0.0%	\$145.00	\$148.40	\$150.39	\$0.00	\$101.11	\$97.28	\$93.29	\$0.00
MAY	72.9%	69.3%	74.4%	0.0%	\$177.27	\$169.11	\$179.74	\$0.00	\$129.18	\$117.18	\$133.65	\$0.00
SPRING	71.8%	69.5%	69.7%	0.0%	\$154.65	\$153.17	\$159.43	\$0.00	\$111.20	\$106.31	\$111.56	\$0.00
JUN	79.3%	86.2%	85.7%	0.0%	\$188.82	\$203.55	\$207.07	\$0.00	\$149.68	\$175.43	\$177.44	\$0.00
JUL	87.0%	89.2%	80.1%	0.0%	\$215.02	\$222.22	\$211.95	\$0.00	\$187.08	\$198.32	\$169.86	\$0.00
AUG	62.4%	67.9%	63.1%	0.0%	\$146.61	\$158.82	\$156.24	\$0.00	\$91.45	\$107.81	\$98.65	\$0.00
SUMMER	76.2%	81.1%	76.3%	0.0%	\$183.48	\$194.86	\$191.75	\$0.00	\$142.74	\$160.52	\$148.65	\$0.00
SEP	66.2%	61.7%	61.5%	0.0%	\$134.36	\$139.87	\$132.44	\$0.00	\$88.89	\$86.24	\$81.46	\$0.00
OCT	58.4%	71.4%	58.2%	0.0%	\$117.39	\$130.61	\$128.76	\$0.00	\$68.60	\$93.21	\$74.89	\$0.00
NOV	47.6%	46.4%	43.1%	0.0%	\$98.33	\$103.11	\$100.69	\$0.00	\$46.77	\$47.85	\$43.39	\$0.00
FALL	57.4%	59.8%	54.3%	0.0%	\$116.69	\$124.53	\$120.63	\$0.00	\$68.09	\$75.77	\$66.58	\$0.00
ANNUAL	62.5%	62.8%	59.9%	8.3%	\$136.75	\$139.76	\$140.53	\$22.71	\$90.92	\$94.64	\$90.76	\$7.55

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			
	2017	2018	2019	2020	2017	2018	2019	2020	2017	2018	2019	2020
DEC	15.7%	17.8%	16.7%	16.6%	\$94.00	\$91.00	\$90.00	\$93.00	\$14.00	\$16.00	\$15.00	\$15.00
JAN	* 44.9%	49.8%	54.0%	0.00%	\$55.00	\$55.00	\$57.00	\$0.00	\$24.09	\$27.00	\$31.00	\$0.00
FEB	<u>70.4%</u>	<u>75.0%</u>	<u>78.1%</u>	<u>0.00%</u>	<u>\$63.00</u>	<u>\$67.00</u>	<u>\$69.00</u>	<u>\$0.00</u>	<u>\$45.00</u>	<u>\$50.00</u>	<u>\$54.00</u>	<u>\$0.00</u>
WINTER	43.7%	47.5%	49.6%	16.60%	\$70.67	\$71.00	\$72.00	\$93.00	\$27.70	\$31.00	\$33.33	\$15.00
MAR	51.9%	55.2%	59.4%	\$0.00	\$155.00	\$166.00	\$168.00	\$0.00	\$80.00	\$91.00	\$99.00	\$0.00
APR	35.8%	32.8%	33.5%	\$0.00	\$203.00	\$212.00	\$210.00	\$0.00	\$73.00	\$70.00	\$70.00	\$0.00
MAY	<u>46.4%</u>	<u>45.4%</u>	<u>48.7%</u>	<u>\$0.00</u>	<u>\$271.00</u>	<u>\$265.00</u>	<u>\$273.00</u>	<u>\$0.00</u>	<u>\$126.00</u>	<u>\$120.00</u>	<u>\$133.00</u>	<u>\$0.00</u>
SPRING	44.7%	44.5%	47.2%	\$0.00	\$209.67	\$214.33	\$217.00	\$0.00	\$93.00	\$93.67	\$100.67	\$0.00
JUN	76.3%	76.4%	78.8%	\$0.00	\$350.00	\$348.00	\$363.00	\$0.00	\$267.00	\$266.00	\$286.00	\$0.00
JUL	82.9%	84.7%	81.4%	\$0.00	\$371.00	\$365.00	\$381.00	\$0.00	\$307.00	\$309.00	\$310.00	\$0.00
AUG	<u>45.1%</u>	<u>49.4%</u>	<u>49.9%</u>	<u>\$0.00</u>	<u>\$239.00</u>	<u>\$236.00</u>	<u>\$240.00</u>	<u>\$0.00</u>	<u>\$108.00</u>	<u>\$117.00</u>	<u>\$120.00</u>	<u>\$0.00</u>
SUMMER	68.1%	70.2%	70.0%	\$0.00	\$320.00	\$316.33	\$328.00	\$0.00	\$227.33	\$230.67	\$238.67	\$0.00
SEP	44.8%	43.7%	38.6%	\$0.00	\$179.00	\$185.00	\$180.00	\$0.00	\$80.00	\$81.00	\$69.00	\$0.00
OCT	47.2%	48.4%	41.8%	\$0.00	\$149.00	\$173.00	\$182.00	\$0.00	\$70.00	\$83.00	\$76.00	\$0.00
NOV	<u>20.1%</u>	<u>20.4%</u>	<u>17.6%</u>	<u>\$0.00</u>	<u>\$123.00</u>	<u>\$118.00</u>	<u>\$125.00</u>	<u>\$0.00</u>	<u>\$25.00</u>	<u>\$24.00</u>	<u>\$22.00</u>	<u>\$0.00</u>
FALL	37.4%	37.5%	32.7%	\$0.00	\$150.33	\$158.67	\$162.33	\$0.00	\$58.33	\$62.67	\$55.67	\$0.00
ANNUAL	48.5%	49.9%	49.9%	4.2%	\$187.67	\$190.08	\$194.83	\$23.25	\$101.59	\$104.50	\$107.08	\$3.75

* Source: January, 2016 - Inntopia fka Destimetrics began providing occupancy numbers

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

Gulf Shores and Orange Beach

Source: Cities' Revenue Department

	2017	VAR.	2018	VAR.	2019	VAR.	2020	VAR.
DEC	\$42,763,187	7.1%	\$46,607,948	9.0%	\$46,865,657	0.6%	\$50,478,769	7.7%
JAN	\$38,762,231	1.4%	\$43,254,254	11.6%	\$47,336,645	9.4%	\$0	0.0%
FEB	<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>	\$0	<u>0.0%</u>
WINTER	\$129,926,978	5.8%	\$141,598,998	9.0%	\$147,463,133	4.1%	\$50,478,769	7.7%
MAR	\$77,463,617	2.5%	\$84,773,947	9.4%	\$89,005,767	5.0%	\$0	0.0%
APR	\$74,592,106	13.9%	\$77,541,348	4.0%	\$85,392,981	10.1%	\$0	0.0%
MAY	<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>	\$0	<u>0.0%</u>
SPRING	\$240,364,179	5.6%	\$257,690,742	7.2%	\$281,309,704	9.2%	\$0	0.0%
JUN	\$110,754,006 *	0.4%	\$125,806,347	13.6%	\$129,975,912	3.3%	\$0	0.0%
JUL	\$127,910,322	4.0%	\$134,802,547	5.4%	\$143,597,368	6.5%	\$0	0.0%
AUG	<u>\$76,771,433</u>	<u>10.2%</u>	<u>\$87,571,218</u>	<u>14.1%</u>	<u>\$94,188,629</u>	<u>7.6%</u>	\$0	<u>0.0%</u>
SUMMER	\$315,435,762	4.1%	\$348,180,112	10.4%	\$367,761,909	5.6%	\$0	0.0%
SEP	\$73,800,941	14.0%	\$70,871,967	-4.0%	\$73,314,267	3.4%	\$0	0.0%
OCT	\$59,252,496	-4.6%	\$71,460,621	20.6%	\$71,467,511	0.0%	\$0	0.0%
NOV	<u>\$45,729,414</u>	<u>3.8%</u>	<u>\$48,645,886</u>	<u>6.4%</u>	<u>\$41,907,867</u>	<u>-13.9%</u>	\$0	<u>0.0%</u>
FALL	\$178,782,851	4.6%	\$190,978,474	6.8%	\$186,689,644	-2.2%	\$0	0.0%
ANNUAL	\$864,509,771	4.9%	\$938,448,327	8.6%	\$983,224,390	4.8%	\$50,478,769	7.7%

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

Lodging Revenue
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%	\$9,395,739	11.0%	\$10,326,960	9.9%
JAN	\$10,691,303	8.3%	\$11,999,853	12.2%	\$13,551,717	12.9%	\$16,786,652	23.9%
FEB	<u>\$15,925,299</u>	12.6%	<u>\$18,061,051</u>	13.4%	<u>\$20,817,216</u>	15.3%	<u>\$23,608,540</u>	13.4%
WINTER	\$34,143,351	10.2%	\$38,525,390	12.8%	\$43,764,672	13.6%	\$50,722,152	15.9%
MAR	\$36,908,623	30.9%	\$37,673,226	2.1%	\$44,221,928	17.4%	\$48,645,726	10.0%
APR	\$28,412,207	-5.9%	\$34,839,897	22.6%	\$34,434,725	-1.2%	\$39,047,369	13.4%
MAY	<u>\$47,966,905</u>	7.6%	\$53,157,912	10.8%	<u>\$52,369,399</u>	-1.5% **	<u>\$60,119,497</u>	14.8%
SPRING	\$113,287,734	10.0%	\$125,671,035	10.9%	\$131,026,052	4.3%	\$147,812,591	12.8%
JUN	\$92,042,601	7.5%	\$92,819,505	0.9%	\$106,628,067	14.9%	\$114,253,523	7.2%
JUL	\$109,972,598	6.6%	\$113,796,735	3.5%	\$115,280,328	1.3%	\$118,647,906	2.9%
AUG	<u>\$42,933,897</u>	-8.1%	<u>\$43,532,933</u>	1.4%	<u>\$51,611,099</u>	18.6%	<u>\$55,045,648</u>	6.7%
SUMMER	\$244,949,096	4.0%	\$250,149,173	2.1%	\$273,519,494	9.3%	\$287,947,077	5.3%
SEP	\$31,483,646	8.6%	\$35,356,400	12.3%	\$35,875,069	1.5%	\$36,775,699	2.5%
OCT	\$29,639,224	17.0%	\$28,095,963	-5.2%	\$37,798,719	34.5%	\$35,597,834	-5.8%
NOV	<u>\$12,428,533</u>	31.5%	<u>\$13,320,988</u>	7.2%	<u>\$15,610,787</u>	17.2%	<u>\$13,915,545</u>	-10.9%
FALL	\$73,551,403	15.3%	\$76,773,350	4.4%	\$89,284,575	16.3%	\$86,289,077	-3.4%
ANNUAL	\$465,931,584	7.5%	\$491,118,946	5.4%	\$537,594,793	9.5%	\$572,770,896	6.5%

MAR	\$36,908,623	30.9%	\$37,673,226	2.1%	\$44,221,928	17.4%	\$48,645,726	10.0%
APR	<u>\$28,412,207</u>	-5.9%	<u>\$34,839,897</u>	22.6%	<u>\$34,434,725</u>	-1.2%	<u>\$39,047,369</u>	13.4%
TOTAL	\$65,320,829	11.9%	\$72,513,123	11.0%	\$76,020,551	11.0%	\$76,020,551	11.0%

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

Revised - 1/21/2020

Gulf Shores & Orange Beach Tourism TAXABLE RETAIL SALES

Foley, Alabama

Source: City of Foley

	2017	VAR.	2018	VAR.	YTD	2019	VAR.	2020	VAR.
DEC	\$67,625,256	10.7%	\$69,785,134	3.2%	\$69,785,134	\$72,607,575	4.0%	\$69,709,588	-4.0%
JAN	\$49,224,207	10.5%	\$48,870,132	-0.7%	\$48,870,132	\$55,597,195	13.8%	\$0	0.0%
FEB	<u>\$50,712,113</u>	-6.8%	<u>\$54,761,327</u>	8.0%	<u>\$54,761,327</u>	<u>\$58,158,362</u>	6.2%	<u>\$0</u>	0.0%
WINTER	\$167,561,575	4.7%	\$173,416,593	3.5%	\$173,416,593	\$186,363,131	7.5%	\$69,709,588	-4.0%
MAR	\$67,505,765	5.4% *	\$75,553,543	11.9%	\$75,553,543	\$80,387,296	6.4%	\$0	0.0%
APR	\$59,730,438	3.3%	\$62,650,488	4.9%	\$62,650,488	\$71,133,673	13.5%	\$0	0.0%
MAY	<u>\$61,865,537</u>	1.7%	<u>\$69,118,925</u>	11.7%	<u>\$69,118,925</u>	<u>\$71,898,917</u>	4.0%	<u>\$0</u>	0.0%
SPRING	\$189,101,740	3.5%	\$207,322,956	9.6%	\$207,322,956	\$223,419,885	7.8%	\$0	0.0%
JUN	\$71,253,791	3.2%	\$78,679,101	10.4%	\$78,679,101	\$80,559,799	2.4%	\$0	0.0%
JUL	\$69,294,989	-2.9%	\$76,403,559	10.3%	\$76,403,559	\$82,600,537	8.1%	\$0	0.0%
AUG	<u>\$64,023,933</u>	10.9%	<u>\$65,795,775</u>	2.8%	<u>\$65,795,775</u>	<u>\$73,358,072</u>	11.5%	<u>\$0</u>	0.0%
SUMMER	\$204,572,713	3.3%	\$220,878,435	8.0%	\$220,878,435	\$236,518,409	7.1%	\$0	0.0%
SEP	\$60,129,996	6.1%	\$64,243,733	6.8%	\$64,243,733	\$68,470,849	6.6%	\$0	0.0%
OCT	\$57,952,784	-1.4%	\$67,493,521	16.5%	<u>\$67,493,521</u>	\$68,470,849	1.4%	\$0	0.0%
NOV	<u>\$61,108,669</u>	14.3%	<u>\$68,689,432</u>	12.4%	<u>\$68,689,432</u>	<u>\$70,383,573</u>	2.5%	<u>\$0</u>	0.0%
FALL	\$179,191,449	6.1%	\$200,426,686	11.9%	\$200,426,686	\$207,325,271	3.4%	\$0	0.0%
ANNUAL	\$740,427,477	4.3%	\$802,044,671	8.3%	\$802,044,671	\$853,626,696	6.4%	\$69,709,588	-4.0%

*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.	YTD	2019	VAR.
DEC	\$402,629	6.9%	\$428,095	6.3%	\$615,330	43.7%	\$615,330	\$728,876	18.5%
JAN	\$462,963	0.7%	\$512,580	10.7%	\$616,076	20.2%	\$616,076	\$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>\$1,057,603</u>	<u>\$1,102,460</u>	4.2%
WINTER	\$1,623,885	9.1%	\$1,963,476	20.9%	\$2,289,009	16.6%	\$2,289,009	\$2,539,973	11.0%
MAR	\$1,474,821	35.8%	\$1,420,770	-3.7%	\$1,736,899	22.3%	\$1,736,899	\$2,281,624	31.4%
APR	\$1,019,062	2.6%	\$1,389,348	36.3%	\$1,366,177	-1.7%	\$1,366,177	\$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>\$2,019,572</u>	<u>\$2,187,447</u>	8.3%
SPRING	\$4,279,897	19.2%	\$4,653,887	8.7%	\$5,122,648	10.1%	\$5,122,648	\$6,050,938	18.1%
JUN	\$1,947,384	3.4%	\$2,061,566	5.9%	\$2,594,835	25.9%	\$2,594,835	\$2,854,210	10.0%
JUL	\$2,475,350	6.7%	\$2,869,273	15.9%	\$3,217,967	12.2%	\$3,217,967	\$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>\$1,445,618</u>	<u>\$1,502,717</u>	3.9%
SUMMER	\$5,493,500	7.1%	\$6,277,245	14.3%	\$7,258,421	15.6%	\$7,258,421	\$7,614,412	4.9%
SEP	\$863,306	6.8%	\$1,155,376	33.8%	\$1,296,243	12.2%	\$1,296,243	\$1,096,483	-15.4%
OCT	\$873,198	15.2%	\$951,632	9.0%	\$1,493,615	57.0%	\$1,493,615	\$1,170,355	-21.6%
NOV	<u>\$718,920</u>	38.0%	<u>\$714,643</u>	-0.6%	<u>\$1,098,041</u>	53.6%	\$1,098,041	<u>\$959,197</u>	-12.6%
FALL	\$2,455,424	17.6%	\$2,821,652	14.9%	\$3,887,899	37.8%	\$3,887,899	\$3,226,035	-17.0%
ANNUAL	\$13,852,705	12.7%	\$15,716,260	13.5%	\$18,557,977	18.1%	\$18,557,977	\$19,431,358	4.7%

*Effective 10/1/13 lodging tax Increased to 7%

Gulf Shores & Orange Beach Tourism
DESTINATION GROWTH INDICATORS
November

	2019	2018	% Var.	YTD FY '19	YTD FY '18	% Var.
* Hotel Occupancy Rate	43.1%	46.4%	-7.1			
* Hotel Average Daily Rate	\$100.69	\$103.11	-2.3			
* Hotel RevPAR	\$43.39	\$47.85	-9.3			
** Vacation Rentals Occupancy Rate	17.6%	20.4%	-13.4%			
** Vacation Rentals Average Daily Rate	\$125.00	\$118.00	6.1%			
** Vacation Rentals RevPAU	\$22.00	\$24.00	-8.2%			
	Oct-19	Oct-18	% Var.	YTD FY '19	YTD FY '18	% Var.
Taxable Retail Sales	\$71,467,511	\$71,460,621	0.0%	\$941,316,523	\$889,802,441	5.8%
Taxable Lodging Rentals	\$34,775,701	\$37,485,574	-7.2%	\$553,905,397	\$517,461,812	7.0%

*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%	61.7%	61.5%	\$132.56	\$134.36	\$139.87	\$132.44	\$90.19	\$88.89	\$86.24	\$81.46
OCT	66.4%	58.4%	71.4%	58.2%	\$123.96	\$117.39	\$130.61	\$128.76	\$82.30	\$68.60	\$93.21	\$74.89
NOV	<u>52.0%</u>	<u>47.6%</u>	<u>46.4%</u>	<u>43.1%</u>	<u>\$100.84</u>	<u>\$98.33</u>	<u>\$103.11</u>	<u>\$100.69</u>	<u>\$52.43</u>	<u>\$46.77</u>	<u>\$47.85</u>	<u>\$43.39</u>
FALL	62.1%	57.4%	59.8%	54.3%	\$119.12	\$116.69	\$124.53	\$120.63	\$74.97	\$68.09	\$75.77	\$66.58
ANNUAL	63.5%	62.5%	62.8%	59.9%	\$136.74	\$136.75	\$139.76	\$140.62	\$92.57	\$90.92	\$94.64	\$90.78

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%	43.7%	38.6%	\$157.91	\$179.00	\$185.00	\$180.00	\$68.22	\$80.00	\$81.00	\$69.00
OCT	45.7%	47.2%	48.4%	41.8%	\$146.16	\$149.00	\$173.00	\$182.00	\$66.73	\$70.00	\$83.00	\$76.00
NOV	<u>18.9%</u>	<u>20.1%</u>	<u>20.4%</u>	<u>17.6%</u>	<u>\$125.00</u>	<u>\$123.00</u>	<u>\$118.00</u>	<u>\$125.00</u>	<u>\$24.00</u>	<u>\$25.00</u>	<u>\$24.00</u>	<u>\$22.00</u>
FALL	35.9%	37.4%	37.5%	32.7%	\$143.02	\$150.33	\$158.67	\$162.33	\$52.98	\$58.33	\$62.67	\$55.67
ANNUAL	49.4%	48.5%	49.9%	49.9%	\$177.67	\$187.67	\$190.08	\$195.08	\$98.20	\$101.59	\$104.50	\$107.08

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>\$94,188,629</u>	<u>7.6%</u>
SUMMER	\$302,985,715	-0.3%	\$315,435,762	4.1%	\$348,180,112	10.4%	\$367,761,909	5.6%
SEP	\$64,721,984	8.3%	\$73,800,941	14.0%	\$70,871,967	-4.0%	\$73,314,267	3.4%
OCT	\$62,098,968	8.6%	\$59,252,496	-4.6%	\$71,460,621	20.6%	\$71,467,511	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%	\$144,781,777	1.7%
ANNUAL	\$824,409,670	4.2%	\$864,509,771	4.9%	\$938,448,327	8.6%	\$941,316,523	5.8%

*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%	\$10,326,960	10.5%
JAN	\$10,691,303	8.3%	\$11,999,853	12.2%	\$13,551,717	12.9%	\$16,629,522	22.7%
FEB	<u>\$15,925,299</u>	12.6%	<u>\$18,061,051</u>	13.4%	<u>\$20,817,216</u>	15.3%	<u>\$23,604,288</u>	13.4%
WINTER	\$34,143,351	10.2%	\$38,525,390	12.8%	\$43,715,118	13.5%	\$50,560,770	15.7%
MAR	\$36,908,623	30.9%	\$37,673,226	2.1%	\$43,882,683	16.5%	\$48,642,870	10.8%
APR	\$28,412,207	-5.9%	\$34,839,897	22.6%	\$34,134,911	-2.0%	\$39,045,892	14.4%
MAY	<u>\$47,966,905</u>	7.6%	<u>\$53,157,912</u>	10.8%	<u>\$51,936,800</u>	-2.3% **	<u>\$59,666,859</u>	14.9%
SPRING	\$113,287,734	10.0%	\$125,671,035	10.9%	\$129,954,394	3.4%	\$147,355,620	13.4%
JUN	\$92,042,601	7.5%	\$92,819,505	0.9%	\$105,507,177	13.7%	\$113,139,209	7.2%
JUL	\$109,972,598	6.6%	\$113,796,735	3.5%	\$114,032,661	0.2%	\$117,407,005	3.0%
AUG	<u>\$42,933,897</u>	-8.1%	<u>\$43,532,933</u>	1.4%	<u>\$51,133,837</u>	17.5%	<u>\$54,485,552</u>	6.6%
SUMMER	\$244,949,096	4.0%	\$250,149,173	2.1%	\$270,673,674	8.2%	\$285,031,765	5.3%
SEP	\$31,483,646	8.6%	\$35,356,400	12.3%	\$35,633,053	0.8%	\$36,181,541	1.5%
OCT	\$29,639,224	17.0%	\$28,095,963	-5.2%	\$37,485,574	33.4%	\$34,775,701	-7.2%
NOV	<u>\$12,428,533</u>	31.5%	<u>\$13,320,988</u>	7.2%	<u>\$ 15,546,581</u>	16.7%	<u>\$0</u>	0.0%
FALL	\$73,551,403	15.3%	\$76,773,350	4.4%	\$88,665,207	15.5%	\$70,957,242	-3.0%
ANNUAL	\$465,931,583	7.5%	\$491,118,947	5.4%	\$533,008,392	8.5%	\$553,905,397	7.0%
MAY	\$47,966,905	7.6%	\$53,157,912	10.8%	\$51,936,800	-2.3% **	\$59,666,859	14.9%
JUN	\$92,042,601	7.5%	\$92,819,505	0.9%	\$105,507,177	13.7%	\$113,139,209	5.3%
TOTAL	\$140,009,506	7.5%	\$145,977,417	4.3%	\$157,443,977	7.9%	\$172,806,067	9.8%

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

Revised - 12/10/2019

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	4.0%
JAN	\$44,557,860	4.3%	\$49,224,207	10.5%	\$48,870,132	-0.7%	\$55,597,195	13.8%
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>	6.2%
WINTER	\$160,102,435	7.2%	\$167,561,575	4.7%	\$173,416,593	3.5%	\$186,363,131	7.5%
MAR	\$64,035,477	6.8%	\$67,505,765	5.4% *	\$75,553,543	11.9%	\$80,387,296	6.4%
APR	\$57,794,398	7.2%	\$59,730,438	3.3%	\$62,650,488	4.9%	\$71,133,673	13.5%
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>	4.0%
SPRING	\$182,674,970	5.3%	\$189,101,740	3.5%	\$207,322,956	9.6%	\$223,419,885	7.8%
JUN	\$69,019,423	1.3%	\$71,253,791	3.2%	\$78,679,101	10.4%	\$80,559,799	2.4%
JUL	\$71,346,532	4.8%	\$69,294,989	-2.9%	\$76,403,559	10.3%	\$82,600,537	8.1%
AUG	<u>\$57,737,509</u>	4.1%	<u>\$64,023,933</u>	10.9%	<u>\$65,795,775</u>	2.8%	<u>\$73,358,072</u>	11.5%
SUMMER	\$198,103,463	3.4%	\$204,572,713	3.3%	\$220,878,435	8.0%	\$236,518,409	7.1%
SEP	\$56,666,968	4.6%	\$60,129,996	6.1%	\$64,243,733	6.8%	\$68,470,849	6.6%
OCT	\$58,780,980	9.0%	\$57,952,784	-1.4%	\$67,493,521	16.5%	\$70,383,573	4.3%
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%	\$138,854,422	5.4%
ANNUAL	\$716,358,237	6.0%	\$740,427,477	4.3%	\$802,044,671	8.3%	\$785,155,847	7.1%

*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>\$1,502,717</u>	3.9%
SUMMER	\$5,493,500	7.1%	\$6,277,245	14.3%	\$7,258,421	15.6%	\$7,614,412	4.9%
SEP	\$863,306	6.8%	\$1,155,376	33.8%	\$1,296,243	12.2%	\$1,096,483	-15.4%
OCT	\$873,198	15.2%	\$951,632	9.0%	\$1,493,615	57.0%	\$1,170,355	-21.6%
NOV	<u>\$718,920</u>	38.0%	<u>\$714,643</u>	-0.6%	<u>\$1,098,041</u>	53.6%	\$0	0.0%
FALL	\$2,455,424	17.6%	\$2,821,652	14.9%	\$3,887,899	37.8%	\$2,266,837	-18.7%
ANNUAL	\$13,852,705	12.7%	\$15,716,260	13.5%	\$18,557,977	18.1%	\$18,472,160	5.8%