



Gulf Shores & Orange Beach Tourism
DESTINATION GROWTH INDICATORS
 May 2020

	MAY 2020	MAY 2019	% Var.	YTD 2020	YTD 2019	% Var
* Hotel Occupancy Rate	67.4%	74.4%	8.7%	43.5%	59.9%	-27.5%
* Hotel Average Daily Rate (ADR)	\$168.70	\$179.74	12.2%	\$105.11	\$140.62	-25.3%
* Hotel RevPAR	\$113.67	\$133.65	21.8%	\$48.17	\$90.78	-46.9%
** Vacation Rentals Occupancy Rate	64.9%	55.4%	17.1%	47.0%	59.9%	-21.6%
** Vacation Rentals Average Daily Rate	\$216.00	\$267.00	-19.1%	\$113.67	\$192.00	-40.8%
** Vacation Rentals RevPAU	\$112.00	\$148.00	-24.3%	\$46.67	\$116.25	-59.9%
			% Var.	YTD 2020	YTD 2019	% Var
	APRIL 2020	APRIL 2019				
Taxable Retail Sales	\$45,456,700	\$85,392,981	-87.9%	\$265,471,666	\$991,795,294	-73.2%
Taxable Lodging Rentals	\$2,654,132	\$39,045,892	-93.2%	\$82,909,764	\$572,656,306	-85.5%

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

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

	OCCUPANCY RATE				AVERAGE DAILY RATE (ADR)				REVENUE PER AVAILABLE ROOM (RevPAR)			
	2017	2018	2019	2020	2017	2018	2019	2020	2017	2018	2019	2020
DEC	34.6%	32.7%	30.0%	33.3%	\$90.02	\$86.11	\$89.74	\$90.84	\$31.17	\$28.17	\$26.97	\$30.21
JAN	38.6%	33.0%	33.7%	57.1%	\$86.35	\$78.23	\$83.52	\$58.00	\$33.37	\$25.82	\$28.12	\$33.00
FEB	60.3%	56.8%	54.6%	56.4%	\$100.15	\$95.05	\$98.80	\$99.67	\$60.37	\$53.95	\$53.94	\$56.17
WINTER	44.5%	40.8%	39.4%	48.9%	\$92.17	\$86.46	\$90.69	\$82.84	\$41.64	\$35.98	\$36.34	\$39.79
MAR	72.9%	73.6%	72.7%	37.4%	\$141.67	\$142.01	\$148.15	\$128.76	\$103.31	\$104.46	\$107.74	\$48.15
APR	69.7%	65.6%	62.0%	9.2%	\$145.00	\$148.40	\$150.39	\$84.67	\$101.11	\$97.28	\$93.29	\$7.83
MAY	72.9%	69.3%	74.4%	67.4%	\$177.27	\$169.11	\$179.74	\$168.70	\$129.18	\$117.18	\$133.65	\$113.67
SPRING	71.8%	69.5%	69.7%	38.0%	\$154.65	\$153.17	\$159.43	\$127.38	\$111.20	\$106.31	\$111.56	\$56.55
JUN	79.3%	86.2%	85.7%		\$188.82	\$203.55	\$207.07		\$149.68	\$175.43	\$177.44	
JUL	87.0%	89.2%	80.1%		\$215.02	\$222.22	\$211.95		\$187.08	\$198.32	\$169.86	
AUG	62.4%	67.9%	63.1%		\$146.61	\$158.82	\$156.24		\$91.45	\$107.81	\$98.65	
SUMMER	76.2%	81.1%	76.3%		\$183.48	\$194.86	\$191.75		\$142.74	\$160.52	\$148.65	
SEP	66.2%	61.7%	61.5%		\$134.36	\$139.87	\$132.44		\$88.89	\$86.24	\$81.46	
OCT	58.4%	71.4%	58.2%		\$117.39	\$130.61	\$128.76		\$68.60	\$93.21	\$74.89	
NOV	47.6%	46.4%	43.1%		\$98.33	\$103.11	\$100.69		\$46.77	\$47.85	\$43.39	
FALL	57.4%	59.8%	54.3%		\$116.69	\$124.53	\$120.63		\$68.09	\$75.77	\$66.58	
ANNUAL	62.5%	62.8%	59.9%	43.5%	\$136.75	\$139.76	\$140.62	\$105.11	\$90.92	\$94.64	\$90.78	\$48.17

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Gulf Shores & Orange Beach Tourism
VACATION RENTALS OCCUPANCY SUMMARY
 Gulf Shores & Orange Beach

	OCCUPANCY RATE				AVERAGE DAILY RATE (ADR)				REVENUE PER AVAILABLE ROOM (RevPAR)			
	2017	2018	2019	2020	2017	2018	2019	2020	2017	2018	2019	2020
DEC	21.4%	22.3%	21.3%	16.6%	\$86.00	\$85.00	\$83.00	\$93.00	\$19.00	\$19.00	\$18.00	\$15.00
JAN	60.1%	59.4%	60.1%	60.4%	\$55.00	\$56.00	\$57.00	\$61.00	\$33.00	\$33.00	\$34.00	\$37.00
FEB	82.2%	84.5%	87.0%	91.9%	\$64.00	\$63.00	\$65.00	\$70.00	\$52.00	\$53.00	\$57.00	\$64.00
WINTER	54.6%	55.4%	56.1%	56.3%	\$68.33	\$68.00	\$68.33	\$74.67	\$34.67	\$35.00	\$36.33	\$38.67
MAR	62.3%	63.9%	66.8%	42.3%	\$153.00	\$155.00	\$158.00	\$126.00	\$95.00	\$99.00	\$105.00	\$47.00
APR	35.5%	39.3%	40.5%	5.8%	\$200.00	\$198.00	\$204.00	\$116.00	\$71.00	\$78.00	\$83.00	\$5.00
MAY	55.5%	53.3%	55.4%	64.9%	\$256.00	\$247.00	\$267.00	\$216.00	\$142.00	\$132.00	\$148.00	\$112.00
SPRING	51.1%	52.2%	54.2%	37.7%	\$203.00	\$200.00	\$209.67	\$152.67	\$102.67	\$103.00	\$112.00	\$54.67
JUN	81.6%	85.4%	84.0%		\$339.00	\$338.00	\$359.00		\$277.00	\$289.00	\$301.00	
JUL	72.8%	89.8%	85.6%		\$356.00	\$355.00	\$377.00		\$259.00	\$319.00	\$322.00	
AUG	52.6%	57.5%	54.7%		\$234.00	\$232.00	\$248.00		\$123.00	\$133.00	\$135.00	
SUMMER	69.0%	77.6%	74.8%		\$309.67	\$308.33	\$328.00		\$219.67	\$247.00	\$252.67	
SEP	53.6%	51.3%	44.8%		\$175.00	\$178.00	\$181.00		\$94.00	\$91.00	\$81.00	
OCT	49.1%	55.3%	49.2%		\$155.00	\$159.00	\$180.00		\$76.00	\$88.00	\$89.00	
NOV	24.7%	25.3%	17.6%		\$116.00	\$108.00	\$125.00		\$29.00	\$27.00	\$22.00	
FALL	42.5%	44.0%	37.2%		\$148.67	\$148.33	\$162.00		\$66.33	\$68.67	\$64.00	
ANNUAL	54.3%	57.3%	55.6%	47.0%	\$182.42	\$181.17	\$192.00	\$113.67	\$105.83	\$113.42	\$116.25	\$46.67

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* NOTE: Metrics updated 3/2020 with data from Key Data.



**GULF SHORES &
ORANGE BEACH
TOURISM**
Alabama's White-Sand Beaches

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

	2017	VAR	2018	VAR	2019	VAR	2020	VAR
DEC	\$42,763,187	7.1%	\$46,607,948	9.0%	\$46,865,657	0.6%	\$49,628,800	5.9%
JAN	\$38,762,231	1.4%	\$43,254,254	11.6%	\$47,336,645	9.4%	\$56,965,333	20.3%
FEB	\$48,401,560	8.3%	\$51,736,796	6.9%	\$53,260,831	2.9%	\$53,685,400	0.8%
WINTER	\$129,926,978	5.8%	\$141,598,998	9.0%	\$147,463,133	4.1%	\$160,279,533	9.0%
MAR	\$77,463,617	2.5%	\$84,773,947	9.4%	\$89,005,767	5.0%	\$59,735,433	-32.9%
APR	\$74,592,106	13.9%	\$77,541,348	4.0%	\$85,392,981	10.1%	\$45,456,700	-46.8%
MAY	\$88,308,457	2.0%	\$95,375,447	8.0%	\$106,910,957	12.1%		
SPRING	\$240,364,180	5.6%	\$257,690,742	7.2%	\$281,309,705	9.2%	\$105,192,133	-39.8%
JUN	\$110,754,006	0.4%	\$125,806,347	13.6%	\$129,975,912	3.3%		
JUL	\$127,910,322	4.0%	\$134,802,547	5.4%	\$143,597,368	6.5%		
AUG	\$76,771,433	10.2%	\$87,571,218	14.1%	\$94,188,629	7.6%		
SUMMER	\$315,435,761	4.1%	\$348,180,112	10.4%	\$367,761,909	5.6%		
SEP	\$73,800,941	14.0%	\$70,871,967	-4.0%	\$73,314,267	3.4%		
OCT	\$59,252,496	-4.6%	\$71,460,621	20.6%	\$71,467,511	0.0%		
NOV	\$45,729,414	3.8%	\$48,645,886	6.4%	\$50,478,769	3.8%		
FALL	\$178,782,851	4.6%	\$190,978,474	6.8%	\$195,260,547	2.2%		
ANNUAL	\$864,509,770	4.9%	\$938,448,326	8.6%	\$991,795,294	5.7%	\$265,471,666	-73.2%

* SOURCE: Cities' Revenue Departments



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

	2017	VAR	2018	VAR	2019	VAR	2020	VAR
DEC	\$8,464,486	12.5%	\$9,346,186	10.4%	\$10,326,960	10.5%	\$12,389,436	20.0%
JAN	\$11,999,853	12.2%	\$13,551,717	12.9%	\$16,629,522	22.7%	\$19,369,853	16.5%
FEB	\$18,061,051	13.4%	\$20,817,216	15.3%	\$23,604,288	22.7%	\$26,520,313	12.4%
WINTER	\$38,525,390	12.7%	\$43,715,119	13.5%	\$50,560,770	13.4%	\$58,279,602	15.3%
MAR	\$37,673,226	2.1%	\$43,882,683	16.5%	\$48,642,870	10.8%	\$21,976,031	-54.8%
APR	\$34,839,897	22.6%	\$34,134,911	-2.0%	\$39,045,892	14.4%	\$2,654,132	-93.2%
MAY	\$53,157,912	10.8%	\$51,936,800	-2.3%	\$59,666,859	14.9%		
SPRING	\$125,671,035	11.8%	\$129,954,394	3.4%	\$147,355,621	13.4%	\$24,630,162	-58.7%
JUN	\$92,819,505	0.8%	\$105,507,177	13.7%	\$113,139,209	7.2%		
JUL	\$113,796,735	3.5%	\$114,032,661	0.2%	\$118,647,915	4.0%		
AUG	\$43,532,933	1.4%	\$51,133,837	17.5%	\$55,386,967	8.3%		
SUMMER	\$250,149,173	1.9%	\$270,673,675	8.2%	\$287,174,091	6.1%		
SEP	\$35,356,400	12.3%	\$35,633,053	0.8%	\$36,775,699	3.2%		
OCT	\$28,095,963	-5.2%	\$37,485,574	33.4%	\$36,204,489	-3.4%		
NOV	\$13,320,988	7.2%	\$15,546,581	16.7%	\$14,585,637	-6.2%		
FALL	\$76,773,351	4.8%	\$88,665,208	15.5%	\$87,565,824	-1.2%		
ANNUAL	\$491,118,949	7.8%	\$533,008,396	8.5%	\$572,656,306	7.4%	\$82,909,764	-85.5%

* SOURCE: Alabama Department of Revenue

** May 2018 - Lodging Tax increased to 7% in GSOB



**GULF SHORES &
ORANGE BEACH
TOURISM**
Alabama's White-Sand Beaches

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

	2017	VAR	2018	VAR	2019	VAR	2020	VAR
DEC	\$428,095	6.3%	\$615,330	43.7%	\$728,876	18.5%	\$737,027	1.1%
JAN	\$512,580	10.7%	\$616,076	20.2%	\$708,637	15.0%	\$824,281	16.3%
FEB	\$1,022,801	34.9%	\$1,057,603	3.4%	\$1,102,460	4.2%	\$1,697,512	54.0%
WINTER	\$1,963,476	20.9%	\$2,289,009	16.6%	\$2,539,973	11.0%	\$3,258,820	28.3%
MAR	\$1,420,770	-3.7%	\$1,736,899	22.3%	\$2,281,624	31.4%	\$1,379,223	-39.6%
APR	\$1,389,348	36.3%	\$1,366,177	-1.7%	\$1,581,867	15.8%	\$455,720	-71.2%
MAY	\$1,843,769	3.2%	\$2,019,572	9.5%	\$2,187,447	8.3%		
SPRING	\$4,653,887	8.7%	\$5,122,648	10.1%	\$6,050,938	18.1%	\$1,834,943	-55.4%
JUN	\$2,061,566	5.9%	\$2,594,835	25.9%	\$2,854,210	10.0%		
JUL	\$2,869,273	15.9%	\$3,217,967	12.2%	\$3,257,485	1.2%		
AUG	\$1,346,406	25.7%	\$1,445,618	7.4%	\$1,502,717	3.9%		
SUMMER	\$6,277,245	14.3%	\$7,258,420	15.6%	\$7,614,412	4.9%		
SEP	\$1,155,376	33.8%	\$1,296,243	12.2%	\$1,096,483	-15.4%		
OCT	\$951,632	9.0%	\$1,493,615	57.0%	\$1,170,355	-21.6%		
NOV	\$714,643	-0.6%	\$1,098,041	53.6%	\$826,954	-24.7%		
FALL	\$2,821,651	14.9%	\$3,887,899	37.8%	\$3,093,792	-20.4%		
ANNUAL	\$15,716,259	13.5%	\$18,557,976	18.1%	\$19,299,115	4.0%	\$5,093,763	-73.6%

* SOURCE: City of Foley



**GULF SHORES &
ORANGE BEACH
TOURISM**
Alabama's White-Sand Beaches

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

	2017	VAR	2018	VAR	2019	VAR	2020	VAR
DEC	\$67,625,256	10.7%	\$69,785,134	3.2%	\$72,607,575	4.0%	\$79,040,233	8.9%
JAN	\$49,224,207	10.5%	\$48,870,132	-0.7%	\$55,597,195	13.8%	\$61,385,533	10.4%
FEB	\$50,712,113	-6.8%	\$54,761,327	8.0%	\$58,158,362	6.2%	\$63,795,639	9.7%
WINTER	\$167,561,576	4.7%	\$173,416,593	3.5%	\$186,363,132	7.5%	\$204,221,405	9.7%
MAR	\$67,505,765	5.4%	\$75,553,543	11.9%	\$80,387,296	6.4%	\$68,003,412	-15.4%
APR	\$59,730,438	3.3%	\$62,650,488	4.9%	\$71,133,673	13.5%	\$53,307,497	-25.1%
MAY	\$61,865,537	1.7%	\$69,118,925	11.7%	\$71,898,917	4.0%		
SPRING	\$189,101,740	3.5%	\$207,322,956	9.6%	\$223,419,886	7.8%	\$121,310,909	-20.2%
JUN	\$71,253,791	3.2%	\$78,679,101	10.4%	\$80,559,799	2.4%		
JUL	\$69,294,989	-2.9%	\$76,403,559	10.3%	\$82,600,537	8.1%		
AUG	\$64,023,933	10.9%	\$65,795,775	2.8%	\$73,358,072	11.5%		
SUMMER	\$204,572,713	3.7%	\$220,878,435	8.0%	\$236,518,408	7.1%		
SEP	\$60,129,996	6.1%	\$64,243,733	6.8%	\$68,470,849	6.6%		
OCT	\$57,952,784	-1.4%	\$67,493,521	16.5%	\$70,383,573	4.3%		
NOV	\$61,108,669	1.8%	\$68,689,432	12.4%	\$69,709,588	1.5%		
FALL	\$179,191,449	2.2%	\$200,426,686	11.9%	\$208,564,010	4.1%		
ANNUAL	\$740,427,478	3.5%	\$802,044,670	8.3%	\$854,865,436	6.6%	\$325,532,314	-61.9%

* SOURCE: City of Foley

** March 2017 - Retail Tax Increase to 3%