



Gulf Shores & Orange Beach Tourism
DESTINATION GROWTH INDICATORS
January 2021

	JAN 2021	JAN 2020	% Var.	YTD 2021	YTD 2020	% Var
* Hotel Occupancy Rate	47.4%	57.1%	-17.0%	44.3%	45.2%	-2.1%
* Hotel Average Daily Rate (ADR)	\$95.63	\$58.00	64.9%	\$98.48	\$74.42	32.3%
* Hotel RevPAR	\$45.32	\$33.00	37.3%	\$43.50	\$31.61	37.6%
** Vacation Rentals Occupancy Rate	55.5%	60.4%	-8.1%	36.0%	38.5%	-6.6%
** Vacation Rentals Average Daily Rate	\$67.00	\$61.00	9.8%	\$78.00	\$122.00	-36.1%
** Vacation Rentals RevPAU	\$23.00	\$37.00	-37.8%	\$17.00	\$26.00	-34.6%
	DEC 2021	DEC 2020	% Var.	YTD 2021	YTD 2020	% Var
Taxable Retail Sales	\$61,468,933	\$49,628,800	23.9%	\$61,468,933	\$49,628,800	23.9%
Taxable Lodging Rentals	\$12,531,310	\$10,326,960	21.3%	\$12,531,310	\$10,326,960	21.3%

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