



Gulf Shores & Orange Beach Tourism
DESTINATION GROWTH INDICATORS
 February 2021

	FEB 2021	FEB 2020	% Var.	YTD 2021	YTD 2020	% Var
* Hotel Occupancy Rate	55.7%	56.4%	-1.2%	48.1%	48.9%	-1.8%
* Hotel Average Daily Rate (ADR)	\$106.43	\$99.67	6.8%	\$101.13	\$82.84	22.1%
* Hotel RevPAR	\$59.27	\$56.17	5.5%	\$48.76	\$39.79	22.5%
** Vacation Rentals Occupancy Rate	66.9%	75.0%	-10.8%	48.3%	49.2%	-1.8%
** Vacation Rentals Average Daily Rate	\$75.00	\$60.00	25.0%	\$79.67	\$64.33	23.8%
** Vacation Rentals RevPAU	\$50.00	\$49.00	2.0%	\$36.33	\$30.67	18.5%
	JAN 2021	JAN 2020	% Var.	YTD 2021	YTD 2020	% Var
Taxable Retail Sales	\$61,536,299	\$56,965,333	8.0%	\$123,005,232	\$106,594,133	15.4%
Taxable Lodging Rentals	\$19,531,338	\$19,479,643	0.3%	\$32,457,195	\$31,869,079	1.8%

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