



**Gulf Shores & Orange Beach Tourism  
DESTINATION GROWTH INDICATORS**

JULY 2021

	JULY 2021	JULY 2020	% Var. 2021/2020	JULY 2019	% Var. 2021/2019	YTD 2021	YTD 2020	% Var. 2021/2020	YTD 2019	% Var. 2021/2019
* Hotel Occupancy Rate	89.8%	81.3%	10.5%	80.1%	12.1%	67.3%	50.5%	33.3%	62.5%	7.6%
* Hotel Average Daily Rate (ADR)	\$339.40	\$239.60	41.7%	\$211.95	60.1%	\$192.54	\$135.29	42.3%	\$147.64	30.4%
* Hotel RevPAR	\$304.92	\$194.80	56.5%	\$169.86	79.5%	\$142.50	\$80.91	76.1%	\$100.29	42.1%
** Vacation Rentals Occupancy Rate	93.2%	83.8%	11.3%	80.2%	16.2%	66.5%	51.7%	28.6%	57.5%	15.7%
** Vacation Rentals Average Daily Rate	\$493.00	\$370.00	33.2%	\$347.00	42.1%	\$234.13	\$158.30	47.9%	\$176.11	32.9%
** Vacation Rentals RevPAU	\$394.00	\$309.00	27.5%	\$281.00	40.2%	\$145.50	\$97.04	49.9%	\$107.89	34.9%
	JUNE 2021	JUNE 2020	% Var. 2021/2020	JUNE 2019	% Var. 2021/2019	YTD 2021	YTD 2020	% Var. 2021/2020	YTD 2019	% Var. 2021/2019
Taxable Retail Sales	\$169,201,366	\$139,448,800	21.3%	\$129,975,912	30.2%	\$727,820,061	\$416,348,466	74.8%	\$558,748,750	30.3%
Taxable Lodging Rentals	\$140,278,956	\$116,263,839	20.7%	\$113,139,209	24.0%	\$409,339,413	\$269,874,732	51.7%	\$311,055,600	31.6%

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