

Gulf Shores & Orange Beach Tourism

DESTINATION GROWTH INDICATORS

April 2022

	MAR 2022	MAR 2021	% Var. 2022/2021	MAR 2019	% Var. 2022/2019	YTD 2022	YTD 2021	% Var 2022/2021	YTD 2019	% Var. 2022/2019
* Hotel Occupancy Rate	66.9%	74.7%	-10.4%	72.7%	-8.0%	50.9%	54.7%	-7.1%	47.8%	6.5%
* Hotel Average Daily Rate (ADR)	\$189.42	\$171.90	10.2%	\$148.15	27.9%	\$131.88	\$118.82	11.0%	\$105.05	25.5%
* Hotel RevPAR	\$126.74	\$128.41	-1.3%	\$107.74	17.6%	\$70.53	\$68.67	2.7%	\$54.19	30.1%
** Vacation Rentals Occupancy Rate	60.7%	68.7%	-11.6%	62.5%	-2.8%	54.8%	53.8%	1.8%	54.9%	-0.3%
** Vacation Rentals Average Daily Rate	\$213.00	\$193.00	10.4%	\$141.00	51.1%	\$121.50	\$107.50	13.0%	\$82.75	46.8%
** Vacation Rentals RevPAR	\$102.00	\$91.00	12.1%	\$74.00	37.8%	\$51.50	\$40.50	27.2%	\$39.25	31.2%
	FEB 2022	FEB 2021	% Var. 2022/2021	FEB 2019	% Var. 2022/2019	YTD 2022	YTD 2021	% Var 2022/2021	YTD 2019	% Var. 2022/2019
* Taxable Retail Sales	\$68,985,415	\$63,647,900	8.4%	\$53,260,831	29.5%	\$217,988,468	\$186,653,132	16.8%	\$147,463,133	47.8%
* Taxable Lodging Rentals	\$37,524,558	\$23,486,007	59.8%	\$23,604,288	59.0%	\$88,373,987	\$56,500,545	56.4%	\$50,560,770	74.8%

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* *No 2020 comparisons due to C-19 and H. Sally*