



Gulf Shores & Orange Beach Tourism

DESTINATION GROWTH INDICATORS

JULY 2022

| | JUNE 2022 | JUNE 2021 | % Var. 2022/2021 | JUNE 2019 | % Var. 2022/2019 | YTD 2022 | YTD 2021 | % Var 2022/2021 | YTD 2019 | % Var. 2022/2019 |
|--|---------------|---------------|---------------------|---------------|---------------------|---------------|---------------|--------------------|---------------|---------------------|
| * Hotel Occupancy Rate | 80.6% | 82.9% | -2.8% | 85.7% | -6.0% | 59.6% | 63.6% | -6.3% | 59.0% | 1.1% |
| * Hotel Average Daily Rate (ADR) | \$267.23 | \$286.61 | -6.8% | \$207.07 | 29.1% | \$175.46 | \$170.64 | 2.8% | \$136.77 | 28.3% |
| * Hotel RevPAR | \$215.30 | \$237.55 | -9.4% | \$177.44 | 21.3% | \$112.65 | \$117.69 | -4.3% | \$88.74 | 27.0% |
| ** Vacation Rentals Occupancy Rate | 84.4% | 87.1% | -3.1% | 78.6% | 7.4% | 59.4% | 61.0% | -2.7% | 54.6% | 8.8% |
| ** Vacation Rentals Average Daily Rate | \$474.00 | \$436.93 | 8.5% | \$341.66 | 38.7% | \$223.48 | \$200.10 | 11.7% | \$160.49 | 39.2% |
| ** Vacation Rentals RevPAR | \$400.00 | \$380.56 | 5.1% | \$268.52 | 49.0% | \$144.10 | \$137.24 | 5.0% | \$94.21 | 53.0% |
| | MAY 2022 | MAY 2021 | % Var. 2022/2021 | MAY 2019 | % Var. 2022/2019 | YTD 2022 | YTD 2021 | % Var 2022/2021 | YTD 2019 | % Var. 2022/2019 |
| * Taxable Retail Sales | \$152,802,026 | \$139,905,292 | 9.2% | \$106,910,957 | 42.9% | \$629,359,460 | \$558,618,695 | 12.7% | \$428,772,838 | 46.8% |
| * Taxable Lodging Rentals | \$98,620,670 | \$87,667,569 | 12.5% | \$59,666,859 | 65.3% | \$334,284,532 | \$269,060,457 | 24.2% | \$197,916,391 | 68.9% |

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



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

| | OCCUPANCY RATE | | | AVERAGE DAILY RATE (ADR) | | | REVENUE PER AVAILABLE ROOM (RevPAR) | | |
|-------------------|----------------|---------------------|---------------------|--------------------------|---------------------|---------------------|-------------------------------------|---------------------|---------------------|
| | 2019 | 2021 | 2022 | 2019 | 2021 | 2022 | 2019 | 2021 | 2022 |
| DEC | 30.0% | 41.1% | 41.5% | \$89.74 | \$101.33 | \$119.09 | \$26.97 | \$41.68 | \$49.40 |
| JAN | 33.7% | 47.5% | 36.5% | \$83.52 | \$94.81 | \$99.97 | \$28.12 | \$44.99 | \$36.53 |
| FEB | 54.6% | 55.4% | 58.0% | \$98.80 | \$105.65 | \$118.10 | \$53.94 | \$58.50 | \$68.53 |
| WINTER | 39.4% | 48.0% | 45.4% | \$90.69 | \$100.60 | \$112.39 | \$36.34 | \$48.39 | \$51.49 |
| MAR | 72.7% | 74.5% | 66.6% | \$148.15 | \$169.60 | \$188.22 | \$107.74 | \$126.31 | \$125.43 |
| APR | 62.0% | 71.2% | 65.0% | \$150.39 | \$196.44 | \$196.71 | \$93.29 | \$139.79 | \$127.96 |
| MAY | 74.4% | 72.9% | 69.2% | \$179.74 | \$240.07 | \$238.89 | \$133.65 | \$175.01 | \$165.42 |
| SPRING | 69.7% | 72.9% | 67.0% | \$159.43 | \$202.04 | \$207.94 | \$111.56 | \$147.04 | \$139.60 |
| JUN | 85.7% | 82.9% | 80.6% | \$207.07 | \$286.61 | \$267.23 | \$177.44 | \$237.55 | \$215.30 |
| JUL | 80.1% | 89.8% | | \$211.95 | \$339.40 | | \$169.86 | \$304.92 | |
| AUG | 63.1% | 66.6% | | \$156.24 | \$216.10 | | \$98.65 | \$143.89 | |
| SUMMER | 76.3% | 79.8% | 80.6% | \$191.75 | \$280.70 | \$267.23 | \$148.65 | \$228.79 | \$215.30 |
| SEP | 61.5% | 62.7% | | \$132.44 | \$187.06 | | \$81.46 | \$117.34 | |
| OCT | 58.2% | 62.2% | | \$128.76 | \$172.96 | | \$74.89 | \$107.57 | |
| NOV | 43.1% | 49.1% | | \$100.69 | \$130.79 | | \$43.39 | \$64.16 | |
| FALL | 54.3% | 58.0% | | \$120.63 | \$163.60 | | \$66.58 | \$96.36 | |
| ANNUAL | 59.9% | 64.7% | 59.6% | \$140.62 | \$186.74 | \$175.46 | \$90.78 | \$130.14 | \$112.65 |
| YTD Totals | 59.0% | 63.6% | -6.3% | \$136.77 | \$170.64 | 2.8% | \$88.74 | \$117.69 | -4.3% |
| | | | 2022 vs 2021 | | | 2022 vs 2021 | | | 2022 vs 2021 |
| | 1.1% | 2022 vs 2019 | | 28.3% | 2022 vs 2019 | | 27.0% | 2022 vs 2019 | |

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



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

| | OCCUPANCY RATE | | | | AVERAGE DAILY RATE (ADR) | | | | REVENUE PER AVAILABLE ROOM (RevPAR) | | | |
|-------------------|----------------|--------------|--------------|--------------------------|--------------------------|-----------------|-----------------|---------------------------|-------------------------------------|-----------------|-----------------|---------------------------|
| | 2019 | 2020 | 2021 | 2022 | 2019 | 2020 | 2021 | 2022 | 2019 | 2020 | 2021 | 2022 |
| DEC | 20.2% | 17.0% | 28.9% | 24.6% | \$76.00 | \$77.00 | \$96.00 | \$129.98 | \$15.00 | \$15.00 | \$15.00 | \$31.98 |
| JAN | 52.3% | 54.6% | 48.4% | 55.9% | \$57.86 | \$56.00 | \$70.96 | \$73.39 | \$30.24 | \$27.00 | \$34.36 | \$41.00 |
| FEB | 77.9% | 78.6% | 62.9% | 74.6% | \$64.87 | \$63.00 | \$78.84 | \$81.86 | \$50.51 | \$44.00 | \$49.63 | \$61.05 |
| WINTER | 50.1% | 50.0% | 46.8% | 51.7% | \$66.24 | \$65.33 | \$81.93 | \$95.08 | \$31.92 | \$28.67 | \$33.00 | \$44.68 |
| MAR | 60.0% | 41.2% | 67.4% | 64.4% | \$152.44 | \$109.00 | \$200.05 | \$228.14 | \$91.53 | \$38.00 | \$134.92 | \$146.85 |
| APR | 39.8% | 6.0% | 59.0% | 49.0% | \$186.34 | \$54.00 | \$231.67 | \$248.59 | \$74.24 | \$3.00 | \$136.76 | \$121.84 |
| MAY | 53.0% | 61.5% | 73.2% | 62.7% | \$244.28 | \$229.00 | \$286.28 | \$328.40 | \$129.46 | \$117.00 | \$209.44 | \$206.01 |
| SPRING | 51.0% | 36.3% | 66.5% | 58.7% | \$194.35 | \$130.67 | \$239.33 | \$268.38 | \$98.41 | \$52.67 | \$160.37 | \$158.23 |
| JUN | 78.6% | 78.0% | 87.1% | 84.4% | \$341.66 | \$337.00 | \$436.93 | \$474.00 | \$268.52 | \$235.00 | \$380.56 | \$400.00 |
| JUL | 80.0% | 83.6% | 89.4% | | \$360.38 | \$370.00 | \$495.87 | | \$288.12 | \$281.00 | \$443.53 | |
| AUG | 52.3% | 59.7% | 64.0% | | \$227.21 | \$231.00 | \$302.72 | | \$118.84 | \$122.00 | \$193.78 | |
| SUMMER | 70.3% | 73.8% | 80.2% | 84.4% | \$309.75 | \$312.67 | \$411.84 | \$474.00 | \$225.16 | \$212.67 | \$339.29 | \$400.00 |
| SEP | 43.6% | 35.1% | 57.5% | | \$164.29 | \$204.00 | \$233.77 | | \$71.66 | \$54.00 | \$134.51 | |
| OCT | 44.7% | 31.1% | 53.6% | | \$167.16 | \$142.00 | \$216.41 | | \$74.72 | \$25.00 | \$115.97 | |
| NOV | 19.2% | 23.2% | 27.7% | | \$116.39 | \$109.00 | \$153.54 | | \$22.32 | \$15.00 | \$42.55 | |
| FALL | 35.8% | 29.8% | 46.3% | | \$149.28 | \$151.67 | \$201.24 | | \$56.23 | \$31.33 | \$97.68 | |
| ANNUAL | 51.8% | 47.5% | 59.9% | 59.4% | \$179.91 | \$165.08 | \$233.59 | \$223.48 | \$102.93 | \$81.33 | \$157.58 | \$144.10 |
| YTD Totals | 54.6% | | 61.0% | -2.7% | \$160.49 | | \$200.10 | 11.7% | \$94.21 | | \$137.24 | 5.0% |
| | | | | 2022 vs 2021 | | | | 2022 vs 2021 | | | | 2022 vs 2021 |
| | | | | 8.8% 2022 vs 2019 | | | | 39.2% 2022 vs 2019 | | | | 53.0% 2022 vs 2019 |

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



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

| | 2019 | VAR | 2020 | VAR | 2021 | VAR | 2022 | VAR |
|---------------|----------------------|--------------|----------------------|---------------|------------------------|--------------|----------------------|---------------------|
| DEC | \$46,865,657 | 0.6% | \$49,628,800 | 5.9% | \$61,468,933 | 23.9% | \$76,359,889 | 24.2% |
| JAN | \$47,336,645 | 9.4% | \$56,965,333 | 20.3% | \$61,536,299 | 8.0% | \$72,643,164 | 18.0% |
| FEB | \$53,260,831 | 2.9% | \$53,685,400 | 0.8% | \$63,647,900 | 18.6% | \$68,985,415 | 8.4% |
| WINTER | \$147,463,133 | 4.1% | \$160,279,533 | 8.7% | \$186,653,132 | 16.5% | \$217,988,468 | 16.8% |
| MAR | \$89,005,767 | 5.0% | \$59,735,433 | -32.9% | \$115,989,433 | 94.2% | \$132,141,154 | 13.9% |
| APR | \$85,392,981 | 10.1% | \$45,456,700 | -46.8% | \$116,070,838 | 155.3% | \$126,427,812 | 8.9% |
| MAY | \$106,910,957 | 12.1% | \$114,294,682 | 6.9% | \$139,905,292 | 22.4% | \$152,802,026 | 9.2% |
| SPRING | \$281,309,705 | 9.2% | \$219,486,815 | -22.0% | \$371,965,563 | 69.5% | \$411,370,992 | 10.6% |
| JUN | \$129,975,912 | 3.3% | \$139,448,800 | 7.3% | \$169,201,366 | 21.3% | \$0 | -100.0% |
| JUL | \$143,597,368 | 6.5% | \$147,767,800 | 2.9% | \$185,090,835 | 25.3% | \$0 | -100.0% |
| AUG | \$94,188,629 | 7.6% | \$102,676,966 | 9.0% | \$125,356,005 | 22.1% | \$0 | -100.0% |
| SUMMER | \$367,761,909 | 5.6% | \$389,893,566 | 6.0% | \$479,648,206 | 23.0% | \$0 | -100.0% |
| SEP | \$73,314,267 | 3.4% | \$68,859,400 | -6.1% | \$108,636,140 | 57.8% | \$0 | -100.0% |
| OCT | \$71,467,511 | 0.0% | \$60,048,533 | -16.0% | \$105,078,750 | 75.0% | \$0 | -100.0% |
| NOV | \$50,478,769 | 3.8% | \$60,454,266 | 19.8% | \$73,822,623 | 22.1% | \$0 | -100.0% |
| FALL | \$195,260,547 | 2.2% | \$189,362,199 | -3.0% | \$287,537,513 | 51.8% | \$0 | -100.0% |
| ANNUAL | \$991,795,294 | 5.7% | \$959,022,113 | -3.3% | \$1,325,804,415 | 38.2% | \$629,359,460 | -52.5% |
| YTD | \$428,772,838 | | | | \$558,618,695 | | | |
| | | 46.8% | 2022 vs 2019 | | | | 12.7% | 2022 vs 2021 |

****Source: City of Gulf Shores and City of Orange Beach**

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



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

| | 2019 | VAR | 2020 | VAR | 2021 | VAR | 2022 | VAR |
|---------------|----------------------|--------------|----------------------|---------------|----------------------|---------------|----------------------|----------------|
| DEC | \$10,326,960 | 10.5% | \$12,389,436 | 20.0% | \$12,766,007 | 3.0% | \$20,533,675 | 60.8% |
| JAN | \$16,629,522 | 22.7% | \$19,479,643 | 17.1% | \$20,248,531 | 3.9% | \$30,315,755 | 49.7% |
| FEB | \$23,604,288 | 13.4% | \$27,364,055 | 17.1% | \$23,486,007 | -14.2% | \$37,524,558 | 59.8% |
| WINTER | \$50,560,770 | 15.7% | \$59,233,134 | 15.9% | \$56,500,545 | -4.6% | \$88,373,987 | 56.4% |
| MAR | \$48,642,870 | 10.8% | \$23,767,028 | -51.1% | \$59,249,578 | 149.3% | \$74,588,483 | 25.9% |
| APR | \$39,045,892 | 14.4% | \$3,018,381 | -92.3% | \$65,642,766 | 2074.8% | \$72,701,393 | 10.8% |
| MAY | \$59,666,859 | 14.9% | \$67,592,350 | 13.3% | \$87,667,569 | 29.7% | \$98,620,670 | 12.5% |
| SPRING | \$147,355,621 | 13.4% | \$94,377,759 | -36.0% | \$212,559,913 | 125.2% | \$245,910,545 | 15.7% |
| JUN | \$113,139,209 | 7.2% | \$116,263,839 | 2.8% | \$140,278,956 | 20.7% | \$0 | -100.0% |
| JUL | \$118,647,915 | 4.0% | \$130,721,588 | 10.2% | \$168,841,952 | 29.2% | \$0 | -100.0% |
| AUG | \$55,386,967 | 8.3% | \$73,296,228 | 32.3% | \$90,054,879 | 22.9% | \$0 | -100.0% |
| SUMMER | \$287,174,091 | 6.1% | \$320,281,655 | 11.5% | \$399,175,787 | 24.6% | \$0 | -100.0% |
| SEP | \$36,958,800 | 3.7% | \$29,358,642 | -20.6% | \$58,455,791 | 99.1% | \$0 | -100.0% |
| OCT | \$36,335,550 | -3.1% | \$20,939,325 | -42.4% | \$54,546,726 | 160.5% | \$0 | -100.0% |
| NOV | \$14,585,637 | -6.2% | \$16,527,888 | 13.3% | \$25,978,758 | 57.2% | \$0 | -100.0% |
| FALL | \$87,879,987 | -0.9% | \$66,825,855 | -24.0% | \$138,981,274 | 108.0% | \$0 | -100.0% |
| ANNUAL | \$572,970,468 | 7.5% | \$540,718,403 | -5.6% | \$807,217,518 | 49.3% | \$334,284,532 | -58.6% |
| YTD | \$197,916,391 | | | | \$269,060,457 | | | |
| | 68.9% | 2022 vs 2019 | | | | | 24.2% | 2022 vs. 2021 |

** Source: Alabama Department of Revenue

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