



Gulf Shores & Orange Beach Tourism
DESTINATION GROWTH INDICATORS
October 2022

	OCTOBER 2022	OCTOBER 2021	% Var. 2022/2021	OCTOBER 2019	% Var. 2022/2019	YTD 2022	YTD 2021	% Var 2022/2021	YTD 2019	% Var. 2022/2019
* Hotel Occupancy Rate	62.6%	62.2%	0.6%	58.2%	7.6%	62.5%	66.1%	-5.3%	61.5%	1.8%
* Hotel Average Daily Rate (ADR)	\$167.19	\$172.96	-3.3%	\$128.76	29.8%	186.63	\$191.82	-2.7%	\$144.25	29.4%
* Hotel RevPAR	\$104.71	\$107.57	-2.7%	\$74.89	39.8%	\$124.13	\$136.14	-8.8%	\$95.09	30.5%
** Vacation Rentals Occupancy Rate	49.5%	53.6%	-7.6%	44.7%	10.7%	59.4%	62.9%	-5.6%	54.8%	8.4%
** Vacation Rentals Average Daily Rate	\$240.00	\$216.41	10.9%	\$167.16	43.6%	258.85	\$240.86	7.5%	\$185.68	39.4%
** Vacation Rentals RevPAR	\$119.00	\$115.97	2.6%	\$74.72	59.3%	166.61	\$168.04	-0.9%	\$110.26	51.1%
	SEPTEMBER 2022	SEPTEMBER 2021	% Var. 2022/2021	SEPTEMBER 2019	% Var. 2022/2019	YTD 2022	YTD 2021	% Var 2022/2021	YTD 2019	% Var. 2022/2019
* Taxable Retail Sales	\$110,677,701	\$108,636,140	1.9%	\$73,314,267	51.0%	\$1,250,800,975	\$1,146,903,042	9.1%	\$869,849,014	43.8%
* Taxable Lodging Rentals	\$57,729,966	\$58,455,791	-1.2%	\$36,958,800	56.2%	\$805,117,129	\$726,692,034	10.8%	\$522,049,282	54.2%

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