



Gulf Shores & Orange Beach Tourism

DESTINATION GROWTH INDICATORS

February 2023

	JANUARY 2023	JANUARY 2022	% Var. 2023/2022	JANUARY 2021	% Var. 2023/2021	YTD 2023	YTD 2022	% Var 2023/2022	YTD 2021	% Var. 2023/2021
* Hotel Occupancy Rate	37.9%	36.5%	3.8%	57.1%	-33.6%	37.3%	41.5%	-10.1%	41.1%	-9.2%
* Hotel Average Daily Rate (ADR)	\$105.40	\$99.97	5.4%	\$58.00	81.7%	\$111.06	\$119.09	-6.7%	\$101.33	9.6%
* Hotel RevPAR	\$39.92	\$36.53	9.3%	\$33.00	21.0%	\$41.35	\$49.40	-16.3%	\$41.68	-0.8%
** Vacation Rentals Occupancy Rate	54.1%	55.9%	-3.2%	54.6%	-0.8%	38.3%	40.2%	-4.8%	38.7%	-0.9%
** Vacation Rentals Average Daily Rate	\$81.00	\$73.39	10.4%	\$56.00	44.6%	\$111.00	\$101.69	9.2%	\$83.48	33.0%
** Vacation Rentals RevPAR	\$44.00	\$41.00	7.3%	\$27.00	63.0%	\$38.00	\$36.49	4.1%	\$24.68	54.0%
	DECEMBER 2022	DECEMBER 2021	% Var. 2022/2021	DECEMBER 2020*	% Var. 2022/2019	YTD 2023	YTD 2022	% Var 2023/2022	YTD 2020	% Var. 2023/2021
* Taxable Retail Sales	\$81,623,621	\$76,359,889	6.9%	\$49,628,800	64.5%	\$81,623,621	\$76,359,889	6.9%	\$49,628,800	64.5%
* Taxable Lodging Rentals	\$19,866,272	\$20,533,675	-3.3%	\$12,389,436	60.3%	\$19,866,272	\$20,533,675	-3.3%	\$12,389,436	60.3%

* SOURCE: Smith Travel Research, Inc. - Republication or other use of this data without the express written permission of STR is strictly prohibited.

** SOURCE: Copyright Key Data, LLC (2021). Republication or other re-use of this data without the express written permission of Key Data is strictly prohibited.

* Reminder: 2020 comparisons include impacts from C-19 and H. Sally



Gulf Shores & Orange Beach Tourism
HOTEL OCCUPANCY SUMMARY
 February 2023 (January Reporting)

	OCCUPANCY RATE			AVERAGE DAILY RATE (ADR)			REVENUE PER AVAILABLE ROOM (RevPAR)		
	2021	2022	2023	2021	2022	2023	2021	2022	2023
DEC	41.1%	41.5%	36.7%	\$101.33	\$119.09	\$116.71	\$41.68	\$49.40	\$42.78
JAN	47.5%	36.5%	37.9%	\$94.81	\$99.97	\$105.40	\$44.99	\$36.53	\$39.92
FEB	55.4%	58.0%		\$105.65	\$118.10		\$58.50	\$68.53	
WINTER	48.0%	45.4%	37.3%	\$100.60	\$112.39	\$111.06	\$48.39	\$51.49	\$41.35
MAR	74.5%	66.6%		\$169.60	\$188.22		\$126.31	\$125.43	
APR	71.2%	65.0%		\$196.44	\$196.71		\$139.79	\$127.96	
MAY	72.9%	69.2%		\$240.07	\$238.89		\$175.01	\$165.42	
SPRING	72.9%	67.0%		\$202.04	\$207.94		\$147.04	\$139.60	
JUN	82.9%	80.6%		\$286.61	\$267.23		\$237.55	\$215.30	
JUL	89.8%	85.8%		\$339.40	\$287.70		\$304.92	\$246.73	
AUG	66.6%	60.1%		\$216.10	\$192.62		\$143.89	115.79	
SUMMER	79.8%	75.5%		\$280.70	\$249.18		\$228.79	\$192.61	
SEP	62.7%	61.9%		\$187.06	\$177.21		\$117.34	\$109.61	
OCT	62.2%	62.6%		\$172.96	\$167.19		\$107.57	\$104.71	
NOV	49.1%	48.2%		\$130.79	\$131.41		\$64.16	\$63.31	
FALL	58.0%	57.6%		\$163.60	\$158.60		\$96.36	\$92.54	
ANNUAL	64.7%	61.3%	37.3%	\$186.74	\$182.03	\$111.06	\$130.14	\$119.06	\$41.35
YTD Totals	41.1%	41.5%	-10.1%	\$101.33	\$119.09	-6.7%	\$41.68	\$49.40	-16.3%
			2023 vs 2022			2023 vs 2022			2023 vs 2022
	-9.2%	2023 vs 2021		9.6%	2023 vs 2021		-0.8%	2023 vs 2021	

**SOURCE: Smith Travel Research, Inc. - Republication or other use of this data without the express written permission of STR is strictly prohibited.



Gulf Shores & Orange Beach Tourism
VACATION RENTALS OCCUPANCY SUMMARY
February 2023 (January Reporting)

	OCCUPANCY RATE				AVERAGE DAILY RATE (ADR)				REVENUE PER AVAILABLE ROOM (RevPAR)			
	2020*	2021	2022	2023	2020*	2021	2022	2023	2020*	2021	2022	2023
DEC	17.0%	28.9%	24.6%	22.5%	\$77.00	\$96.00	\$129.98	\$141.00	\$15.00	\$15.00	\$31.98	\$32.00
JAN	54.6%	48.4%	55.9%	54.1%	\$56.00	\$70.96	\$73.39	\$81.00	\$27.00	\$34.36	\$41.00	\$44.00
FEB	78.6%	62.9%	74.6%		\$63.00	\$78.84	\$81.86		\$44.00	\$49.63	\$61.05	
WINTER	50.0%	46.8%	51.7%	38.3%	\$65.33	\$81.93	\$95.08	\$111.00	\$28.67	\$33.00	\$44.68	\$38.00
MAR	41.2%	67.4%	64.4%		\$109.00	\$200.05	\$228.14		\$38.00	\$134.92	\$146.85	
APR	6.0%	59.0%	49.0%		\$54.00	\$231.67	\$248.59		\$3.00	\$136.76	\$121.84	
MAY	61.5%	73.2%	62.7%		\$229.00	\$286.28	\$328.40		\$117.00	\$209.44	\$206.01	
SPRING	36.3%	66.5%	58.7%		\$130.67	\$239.33	\$268.38		\$52.67	\$160.37	\$158.23	
JUN	78.0%	87.1%	84.4%		\$337.00	\$436.93	\$474.00		\$235.00	\$380.56	\$400.00	
JUL	83.6%	89.4%	86.6%		\$370.00	\$495.87	\$491.00		\$281.00	\$443.53	\$425.00	
AUG	59.7%	64.0%	52.1%		\$231.00	\$302.72	\$305.00		\$122.00	\$193.78	\$159.00	
SUMMER	73.8%	80.2%	74.4%		\$312.67	\$411.84	\$423.33		\$212.67	\$339.29	\$328.00	
SEP	35.1%	57.5%	49.9%		\$204.00	\$233.77	\$247.00		\$54.00	\$134.51	\$121.00	
OCT	31.1%	53.6%	50.2%		\$142.00	\$216.41	\$240.00		\$25.00	\$115.97	\$119.00	
NOV	23.2%	27.7%	24.8%		\$109.00	\$153.54	\$169.00		\$15.00	\$42.55	\$42.00	
FALL	29.8%	46.3%	41.6%		\$151.67	\$201.24	\$218.67		\$31.33	\$97.68	\$94.00	
ANNUAL	47.5%	59.9%	56.6%	38.3%	\$165	\$233.59	\$251.36	\$111.00	\$81.33	\$157.58	\$156.23	\$38.00
YTD Totals	35.8%	38.7%	40.2%	-4.8%	\$66.50	\$83.48	\$101.69	9.2%	\$21.00	\$24.68	\$36.49	4.1%
				2023 vs 2022				2023 vs 2022				2023 vs 2022
		-0.9%	2023 vs 2021			33.0%	2023 vs 2021			54.0%	2023 vs 2021	

****SOURCE:** Copyright Key Data, LLC (2021). Republication or other re-use of this data without the express written permission of Key Data is strictly prohibited.

*** Reminder:** 2020 comparisons include impacts from C-19 and H. Sally



Gulf Shores & Orange Beach Tourism
TAXABLE RETAIL SALES
February 2023 (December Reporting)

	2020*	VAR	2021	VAR	2022	VAR	2023	VAR
DEC	\$49,628,800	5.9%	\$61,468,933	23.9%	76,359,889	24.2%	\$81,623,621	6.9%
JAN	\$56,965,333	20.3%	\$61,536,299	8.0%	72,643,164	18.0%		
FEB	\$53,685,400	0.8%	\$63,647,900	18.6%	68,985,415	8.4%		
WINTER	\$160,279,533	8.7%	\$186,653,132	16.5%	\$217,988,468	16.8%	\$81,623,621	-62.6%
MAR	\$59,735,433	-32.9%	\$115,989,433	94.2%	132,141,154	13.9%		
APR	\$45,456,700	-46.8%	\$116,070,838	155.3%	126,427,812	8.9%		
MAY	\$114,294,682	6.9%	\$139,905,292	22.4%	152,802,026	9.2%		
SPRING	\$219,486,815	-22.0%	\$371,965,563	69.5%	\$411,370,992	10.6%		
JUN	\$139,448,800	7.3%	\$169,201,366	21.3%	185,537,792	9.7%		
JUL	\$147,767,800	2.9%	\$185,090,835	25.3%	200,200,285	8.2%		
AUG	\$102,676,966	9.0%	\$125,356,005	22.1%	125,025,737	-0.3%		
SUMMER	\$389,893,566	6.0%	\$479,648,206	23.0%	\$510,763,814	6.5%		
SEP	\$68,859,400	-6.1%	\$108,636,140	57.8%	110,677,701	1.9%		
OCT	\$60,048,533	-16.0%	\$105,078,750	75.0%	104,839,322	-0.2%		
NOV	\$60,454,266	19.8%	\$73,822,623	22.1%	72,557,860	-1.7%		
FALL	\$189,362,199	-3.0%	\$287,537,513	51.8%	\$288,074,883	0.2%		
ANNUAL	\$959,022,113	-3.3%	\$1,325,804,415	38.2%	\$1,428,198,157	7.7%	\$81,623,621	-94.3%
YTD	\$49,628,800		\$61,468,933		\$76,359,889			

2023 vs 2021 32.8%

2023 vs 2022 6.9%

SOURCE: Cities' Revenue Departments

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

*** Reminder: 2020 comparisons include impacts from C-19 and H. Sally**



Gulf Shores & Orange Beach Tourism
TAXABLE LODGING RENTALS
February 2023 (December Reporting)

	2020*	VAR	2021	VAR	2022	VAR	2023	VAR
DEC	\$12,389,436	20.0%	\$12,766,007	3.0%	\$20,533,675	60.8%	\$19,866,272	-3.3%
JAN	\$19,479,643	17.1%	\$20,248,531	3.9%	\$30,315,755	49.7%		
FEB	\$27,364,055	15.9%	\$23,486,007	3.9%	\$37,524,558	59.8%		
WINTER	\$59,233,134	17.2%	\$56,500,545	-14.2%	\$88,373,987	56.4%	\$19,866,272	-77.5%
<hr/>								
MAR	\$23,767,028	-51.1%	\$59,249,578	149.3%	\$74,588,483	25.9%		
APR	\$3,018,381	-92.3%	\$65,642,766	2074.8%	\$72,701,393	10.8%		
MAY	\$67,592,350	13.3%	\$87,667,569	29.7%	\$98,620,670	12.5%		
SPRING	\$94,377,759	-36.0%	\$212,559,913	125.2%	\$245,910,545	15.7%		
<hr/>								
JUN	\$116,263,839	2.8%	\$140,278,956	20.7%	\$156,577,169	11.6%		
JUL	\$130,721,588	10.2%	\$168,841,952	29.2%	\$178,849,817	5.9%		
AUG	\$73,296,228	32.3%	\$90,054,879	22.9%	\$78,088,188	-13.3%		
SUMMER	\$320,281,655	11.5%	\$399,175,787	24.6%	\$413,515,173	3.6%		
<hr/>								
SEP	\$29,358,642	-20.6%	\$58,455,791	99.1%	\$59,075,005	1.1%		
OCT	\$20,939,325	-42.4%	\$54,546,726	160.5%	\$58,669,366	7.6%		
NOV	\$16,527,888	13.3%	\$25,978,758	57.2%	\$25,148,059	-3.2%		
FALL	\$66,825,855	-24.0%	\$138,981,274	108.0%	\$142,892,429	2.8%		
<hr/>								
ANNUAL	\$540,718,403	-5.6%	\$807,217,518	49.3%	\$890,692,134	10.3%	\$19,866,272	-97.8%
YTD	\$12,389,436		\$12,766,007		\$20,533,675			

2023 vs 2021 55.6%

2023 vs 2022 -3.3%

**** Source: Alabama Department of Revenue**

*** Reminder: 2020 comparisons include impacts from C-19 and H. Sally**