



## Gulf Shores & Orange Beach Tourism

### DESTINATION GROWTH INDICATORS

August 2023

	July 2023	July 2022	% Var. 2023/2022	July 2021	% Var. 2023/2021	YTD 2023	YTD 2022	% Var 2023/2022	YTD 2021	% Var. 2023/2021
* Hotel Occupancy Rate	90.6%	85.8%	5.6%	89.8%	0.9%	63.9%	62.9%	1.5%	66.9%	-4.5%
* Hotel Average Daily Rate (ADR)	\$285.00	\$287.70	-0.9%	\$339.40	-16.0%	\$186.91	\$189.49	-1.4%	\$191.74	-2.5%
* Hotel RevPAR	\$258.00	\$246.73	4.6%	\$304.92	-15.4%	\$130.43	\$129.41	0.8%	\$141.09	-7.6%
** Vacation Rentals Occupancy Rate	84.4%	86.6%	-2.5%	89.4%	-5.6%	59.6%	62.8%	-5.1%	64.6%	-7.7%
** Vacation Rentals Average Daily Rate	\$459.00	\$491.00	-6.5%	\$495.87	-7.4%	\$253.75	\$256.92	-1.2%	\$237.08	7.0%
** Vacation Rentals RevPAR	\$387.00	\$425.00	-8.9%	\$443.53	-12.7%	\$165.75	\$179.22	-7.5%	\$175.53	-5.6%
	June 2023	June 2022	% Var. 2023/2022	June 2021	% Var. 2023/2021	YTD 2023	YTD 2022	% Var 2023/2022	YTD 2021	% Var. 2023/2021
* Taxable Retail Sales	\$190,759,180	\$185,537,792	2.8%	\$169,201,366	12.7%	\$826,810,664	\$814,897,252	1.5%	\$727,820,061	13.6%
* Taxable Lodging Rentals	\$159,310,023	\$156,577,169	1.7%	\$140,278,956	13.6%	\$490,316,779	\$490,861,701	-0.1%	\$409,339,413	19.8%

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

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\*\*\* Note: Hotel data derives from Key Data, LLC starting June 2023, but Smith Travel Research, Inc. prior to June 2023



**Gulf Shores & Orange Beach Tourism**  
**HOTEL OCCUPANCY SUMMARY**  
**August 2023 (July 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%	60.3%	\$105.65	\$118.10	\$129.60	\$58.50	\$68.53	\$78.13
<b>WINTER</b>	<b>48.0%</b>	<b>45.4%</b>	<b>45.0%</b>	<b>\$100.60</b>	<b>\$112.39</b>	<b>\$117.24</b>	<b>\$48.39</b>	<b>\$51.49</b>	<b>\$53.61</b>
MAR	74.5%	66.6%	66.5%	\$169.60	\$188.22	\$183.69	\$126.31	\$125.43	\$122.11
APR	71.2%	65.0%	62.5%	\$196.44	\$196.71	\$189.99	\$139.79	\$127.96	\$118.75
MAY	72.9%	69.2%	70.8%	\$240.07	\$238.89	\$219.86	\$175.01	\$165.42	\$155.71
<b>SPRING</b>	<b>72.9%</b>	<b>67.0%</b>	<b>66.6%</b>	<b>\$202.04</b>	<b>\$207.94</b>	<b>\$197.85</b>	<b>\$147.04</b>	<b>\$139.60</b>	<b>\$132.19</b>
JUN	82.9%	80.6%	85.8%	\$286.61	\$267.23	\$265.00	\$237.55	\$215.30	\$228.00
JUL	89.8%	85.8%	90.6%	\$339.40	\$287.70	\$285.00	\$304.92	\$246.73	\$258.00
AUG	66.6%	60.1%		\$216.10	\$192.62		\$143.89	115.79	
<b>SUMMER</b>	<b>79.8%</b>	<b>75.5%</b>	<b>88.2%</b>	<b>\$280.70</b>	<b>\$249.18</b>	<b>\$275.00</b>	<b>\$228.79</b>	<b>\$192.61</b>	<b>\$243.00</b>
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	
<b>FALL</b>	<b>58.0%</b>	<b>57.6%</b>		<b>\$163.60</b>	<b>\$158.60</b>		<b>\$96.36</b>	<b>\$92.54</b>	
<b>ANNUAL</b>	<b>64.7%</b>	<b>61.3%</b>	<b>63.9%</b>	<b>\$186.74</b>	<b>\$182.03</b>	<b>\$186.91</b>	<b>\$130.14</b>	<b>\$119.06</b>	<b>\$130.43</b>
YTD Totals	66.9%	62.9%	1.5%	\$191.74	\$189.49	-1.4%	\$141.09	\$129.41	0.8%
			2023 vs 2022			2023 vs 2022			2023 vs 2022
	-4.5%	2023 vs 2021		-2.5%	2023 vs 2021		-7.6%	2023 vs 2021	

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**Gulf Shores & Orange Beach Tourism**  
**VACATION RENTALS OCCUPANCY SUMMARY**  
**August 2023 (July 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%	74.2%	\$63.00	\$78.84	\$81.86	\$92.00	\$44.00	\$49.63	\$61.05	\$68.00
<b>WINTER</b>	<b>50.0%</b>	<b>46.8%</b>	<b>51.7%</b>	<b>50.3%</b>	<b>\$65.33</b>	<b>\$81.93</b>	<b>\$95.08</b>	<b>\$104.67</b>	<b>\$28.67</b>	<b>\$33.00</b>	<b>\$44.68</b>	<b>\$48.00</b>
MAR	41.2%	67.4%	64.4%	60.7%	\$109.00	\$200.05	\$228.14	\$226.00	\$38.00	\$134.92	\$146.85	\$137.00
APR	6.0%	59.0%	49.0%	43.8%	\$54.00	\$231.67	\$248.59	\$259.00	\$3.00	\$136.76	\$121.84	\$113.00
MAY	61.5%	73.2%	62.7%	54.8%	\$229.00	\$286.28	\$328.40	\$324.00	\$117.00	\$209.44	\$206.01	\$178.00
<b>SPRING</b>	<b>36.3%</b>	<b>66.5%</b>	<b>58.7%</b>	<b>53.1%</b>	<b>\$130.67</b>	<b>\$239.33</b>	<b>\$268.38</b>	<b>\$269.67</b>	<b>\$52.67</b>	<b>\$160.37</b>	<b>\$158.23</b>	<b>\$142.67</b>
JUN	78.0%	87.1%	84.4%	82.1%	\$337.00	\$436.93	\$474.00	\$448.00	\$235.00	\$380.56	\$400.00	\$367.00
JUL	83.6%	89.4%	86.6%	84.4%	\$370.00	\$495.87	\$491.00	\$459.00	\$281.00	\$443.53	\$425.00	\$387.00
AUG	59.7%	64.0%	52.1%		\$231.00	\$302.72	\$305.00		\$122.00	\$193.78	\$159.00	
<b>SUMMER</b>	<b>73.8%</b>	<b>80.2%</b>	<b>74.4%</b>	<b>83.3%</b>	<b>\$312.67</b>	<b>\$411.84</b>	<b>\$423.33</b>	<b>\$453.50</b>	<b>\$212.67</b>	<b>\$339.29</b>	<b>\$328.00</b>	<b>\$377.00</b>
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	
<b>FALL</b>	<b>29.8%</b>	<b>46.3%</b>	<b>41.6%</b>		<b>\$151.67</b>	<b>\$201.24</b>	<b>\$218.67</b>		<b>\$31.33</b>	<b>\$97.68</b>	<b>\$94.00</b>	
<b>ANNUAL</b>	<b>47.5%</b>	<b>59.9%</b>	<b>56.6%</b>	<b>59.6%</b>	<b>\$165</b>	<b>\$233.59</b>	<b>\$251.36</b>	<b>\$253.75</b>	<b>\$81.33</b>	<b>\$157.58</b>	<b>\$156.23</b>	<b>\$165.75</b>
YTD Totals	52.6%	64.6%	62.8%	-5.1%	\$161.88	\$237.08	\$256.92	-1.2%	\$95.00	\$175.53	\$179.22	-7.5%
				2023 vs 2022				2023 vs 2022				2023 vs 2022
		-7.7%	2023 vs 2021			7.0%	2023 vs 2021			-5.6%	2023 vs 2021	

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



**Gulf Shores & Orange Beach Tourism**  
**TAXABLE RETAIL SALES**  
**August 2023 (June 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%	\$69,897,703	-3.8%
FEB	\$53,685,400	0.8%	\$63,647,900	18.6%	68,985,415	8.4%	\$80,046,036	16.0%
<b>WINTER</b>	<b>\$160,279,533</b>	<b>8.7%</b>	<b>\$186,653,132</b>	<b>16.5%</b>	<b>\$217,988,468</b>	<b>16.8%</b>	<b>\$231,567,360</b>	<b>6.2%</b>
MAR	\$59,735,433	-32.9%	\$115,989,433	94.2%	132,141,154	13.9%	\$132,147,692	0.0%
APR	\$45,456,700	-46.8%	\$116,070,838	155.3%	126,427,812	8.9%	\$118,550,719	-6.2%
MAY	\$114,294,682	6.9%	\$139,905,292	22.4%	152,802,026	9.2%	\$153,785,713	0.6%
<b>SPRING</b>	<b>\$219,486,815</b>	<b>-22.0%</b>	<b>\$371,965,563</b>	<b>69.5%</b>	<b>\$411,370,992</b>	<b>10.6%</b>	<b>\$404,484,123</b>	<b>-1.7%</b>
JUN	\$139,448,800	7.3%	\$169,201,366	21.3%	185,537,792	9.7%	\$190,759,180	2.8%
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%		
<b>SUMMER</b>	<b>\$389,893,566</b>	<b>6.0%</b>	<b>\$479,648,206</b>	<b>23.0%</b>	<b>\$510,763,814</b>	<b>6.5%</b>	<b>\$190,759,180</b>	<b>-62.7%</b>
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%		
<b>FALL</b>	<b>\$189,362,199</b>	<b>-3.0%</b>	<b>\$287,537,513</b>	<b>51.8%</b>	<b>\$288,074,883</b>	<b>0.2%</b>		
<b>ANNUAL</b>	<b>\$959,022,113</b>	<b>-3.3%</b>	<b>\$1,325,804,415</b>	<b>38.2%</b>	<b>\$1,428,198,157</b>	<b>7.7%</b>	<b>\$826,810,664</b>	<b>-42.1%</b>
<b>YTD</b>	<b>\$519,215,148</b>		<b>\$727,820,061</b>		<b>\$814,897,252</b>			

2023 vs 2021 13.6%

2023 vs 2022 1.5%

**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**  
Alabama's White-Sand Beaches

**Gulf Shores & Orange Beach Tourism**  
**TAXABLE LODGING RENTALS**  
**August 2023 (June 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%	\$31,034,934	2.4%
FEB	\$27,364,055	15.9%	\$23,486,007	3.9%	\$37,524,558	59.8%	\$40,715,545	8.5%
<b>WINTER</b>	<b>\$59,233,134</b>	<b>17.2%</b>	<b>\$56,500,545</b>	<b>-14.2%</b>	<b>\$88,373,987</b>	<b>56.4%</b>	<b>\$91,616,751</b>	<b>3.7%</b>
MAR	\$23,767,028	-51.1%	\$59,249,578	149.3%	\$74,588,483	25.9%	\$76,046,153	2.0%
APR	\$3,018,381	-92.3%	\$65,642,766	2074.8%	\$72,701,393	10.8%	\$70,629,795	-2.8%
MAY	\$67,592,350	13.3%	\$87,667,569	29.7%	\$98,620,670	12.5%	\$92,714,058	-6.0%
<b>SPRING</b>	<b>\$94,377,759</b>	<b>-36.0%</b>	<b>\$212,559,913</b>	<b>125.2%</b>	<b>\$245,910,545</b>	<b>15.7%</b>	<b>\$239,390,006</b>	<b>-2.7%</b>
JUN	\$116,263,839	2.8%	\$140,278,956	20.7%	\$156,577,169	11.6%	\$159,310,023	1.7%
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%		
<b>SUMMER</b>	<b>\$320,281,655</b>	<b>11.5%</b>	<b>\$399,175,787</b>	<b>24.6%</b>	<b>\$413,515,173</b>	<b>3.6%</b>	<b>\$159,310,023</b>	<b>-61.5%</b>
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%		
<b>FALL</b>	<b>\$66,825,855</b>	<b>-24.0%</b>	<b>\$138,981,274</b>	<b>108.0%</b>	<b>\$142,892,429</b>	<b>2.8%</b>		
<b>ANNUAL</b>	<b>\$540,718,403</b>	<b>-5.6%</b>	<b>\$807,217,518</b>	<b>49.3%</b>	<b>\$890,692,134</b>	<b>10.3%</b>	<b>\$490,316,779</b>	<b>-45.0%</b>
<b>YTD</b>	<b>\$269,874,732</b>		<b>\$409,339,413</b>		<b>\$490,861,701</b>			

**2023 vs 2021 19.8%**

**2023 vs 2022 -0.1%**

\*\* Source: Alabama Department of Revenue

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