

Gulf Shores & Orange Beach Tourism
DESTINATION GROWTH INDICATORS
November 2023

	October 2023	October 2022	% Var. 2023/2022	October 2021	% Var. 2023/2021	YTD 2023	YTD 2022	% Var 2023/2022	YTD 2021	% Var. 2023/2021
* Hotel Occupancy Rate	56.0%	62.6%	-10.5%	62.2%	-10.0%	63.7%	62.5%	1.8%	66.1%	-3.6%
* Hotel Average Daily Rate (ADR)	\$158.00	\$167.19	-5.5%	\$172.96	-8.6%	\$184.75	\$186.63	-1.0%	\$191.82	-3.7%
* Hotel RevPAR	\$92.00	\$104.71	-12.1%	\$107.57	-14.5%	\$126.31	\$124.13	1.8%	\$136.14	-7.2%
** Vacation Rentals Occupancy Rate	49.4%	50.2%	-1.6%	53.6%	-7.8%	57.1%	59.5%	-4.1%	62.9%	-9.2%
** Vacation Rentals Average Daily Rate	\$226.00	\$240.00	-5.8%	\$216.41	4.4%	\$251.45	\$258.85	-2.9%	\$240.86	4.4%
** Vacation Rentals RevPAR	\$112.00	\$119.00	-5.9%	\$115.97	-3.4%	\$154.27	\$166.61	-7.4%	\$168.04	-8.2%
	September 2023	September 2022	% Var. 2023/2022	September 2021	% Var. 2023/2021	YTD 2023	YTD 2022	% Var 2023/2022	YTD 2021	% Var. 2023/2021
* Taxable Retail Sales	\$110,277,013	\$110,677,701	-0.4%	\$108,636,140	1.5%	\$1,269,223,154	\$1,250,800,975	1.5%	\$1,146,903,042	10.7%
* Taxable Lodging Rentals	\$60,252,169	\$59,075,005	2.0%	\$58,455,791	3.1%	\$801,452,798	\$806,874,709	-0.7%	\$726,692,034	10.3%

* *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.*

*** *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
 November 2023 (October 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
WINTER	48.0%	45.4%	45.0%	\$100.60	\$112.39	\$117.24	\$48.39	\$51.49	\$53.61
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
SPRING	72.9%	67.0%	66.6%	\$202.04	\$207.94	\$197.85	\$147.04	\$139.60	\$132.19
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%	68.0%	\$216.10	\$192.62	\$199.00	\$143.89	115.79	\$136.00
SUMMER	79.8%	75.5%	81.5%	\$280.70	\$249.18	\$249.67	\$228.79	\$192.61	\$207.33
SEP	62.7%	61.9%	65.4%	\$187.06	\$177.21	\$180.00	\$117.34	\$109.61	\$118.00
OCT	62.2%	62.6%	56.0%	\$172.96	\$167.19	\$158.00	\$107.57	\$104.71	\$92.00
NOV	49.1%	48.2%		\$130.79	\$131.41		\$64.16	\$63.31	
FALL	58.0%	57.6%	60.7%	\$163.60	\$158.60	\$169.00	\$96.36	\$92.54	\$105.00
ANNUAL	64.7%	61.3%	63.7%	\$186.74	\$182.03	\$184.75	\$130.14	\$119.06	\$126.31
YTD Totals	66.1%	62.5%	1.8%	\$191.82	\$186.63	-1.0%	\$136.14	\$124.13	1.8%
			2023 vs 2022			2023 vs 2022			2023 vs 2022
	-3.6%	2023 vs 2021		-3.7%	2023 vs 2021		-7.2%	2023 vs 2021	

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Gulf Shores & Orange Beach Tourism
VACATION RENTALS OCCUPANCY SUMMARY
 November 2023 (October 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
WINTER	50.0%	46.8%	51.7%	50.3%	\$65.33	\$81.93	\$95.08	\$104.67	\$28.67	\$33.00	\$44.68	\$48.00
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
SPRING	36.3%	66.5%	58.7%	53.1%	\$130.67	\$239.33	\$268.38	\$269.67	\$52.67	\$160.37	\$158.23	\$142.67
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%	84.5%	\$370.00	\$495.87	\$491.00	\$459.00	\$281.00	\$443.53	\$425.00	\$387.00
AUG	59.7%	64.0%	52.1%	49.6%	\$231.00	\$302.72	\$305.00	\$288.00	\$122.00	\$193.78	\$159.00	\$143.00
SUMMER	73.8%	80.2%	74.4%	72.1%	\$312.67	\$411.84	\$423.33	\$398.33	\$212.67	\$339.29	\$328.00	\$299.00
SEP	35.1%	57.5%	49.9%	52.0%	\$204.00	\$233.77	\$247.00	\$222.00	\$54.00	\$134.51	\$121.00	\$116.00
OCT	31.1%	53.6%	50.2%	49.4%	\$142.00	\$216.41	\$240.00	\$226.00	\$25.00	\$115.97	\$119.00	\$112.00
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%	50.7%	\$151.67	\$201.24	\$218.67	\$224.00	\$31.33	\$97.68	\$94.00	\$114.00
ANNUAL	47.5%	59.9%	56.6%	57.1%	\$165	\$233.59	\$251.36	\$251.45	\$81.33	\$157.58	\$156.23	\$154.27
YTD Totals	49.7%	62.9%	59.5%	-4.1%	\$170.18	\$240.86	\$258.85	-2.9%	\$87.36	\$168.04	\$166.61	-7.4%
				2023 vs 2022				2023 vs 2022				2023 vs 2022
		-9.2%	2023 vs 2021			4.4%	2023 vs 2021			-8.2%	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
 November 2023 (September 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%
WINTER	\$160,279,533	8.7%		\$186,653,132	16.5%		\$217,988,468	16.8%		\$231,567,360	6.2%
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%
SPRING	\$219,486,815	-22.0%		\$371,965,563	69.5%		\$411,370,992	10.6%		\$404,484,123	-1.7%
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%		\$200,794,548	0.3%
AUG	\$102,676,966	9.0%		\$125,356,005	22.1%		125,025,737	-0.3%		\$131,340,930	5.1%
SUMMER	\$389,893,566	6.0%		\$479,648,206	23.0%		\$510,763,814	6.5%		\$522,894,658	2.4%
SEP	\$68,859,400	-6.1%		\$108,636,140	57.8%		110,677,701	1.9%		\$110,277,013	-0.4%
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%		\$1,269,223,154	-11.1%
YTD	\$838,519,314			\$1,146,903,042			\$1,250,800,975				

2023 vs 2021 10.7%

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
TAXABLE LODGING RENTALS
 November 2023 (September 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%
WINTER	\$59,233,134	17.2%	\$56,500,545	-14.2%	\$88,373,987	56.4%	\$91,616,751	3.7%
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%
SPRING	\$94,377,759	-36.0%	\$212,559,913	125.2%	\$245,910,545	15.7%	\$239,390,006	-2.7%
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%	\$175,755,640	-1.7%
AUG	\$73,296,228	32.3%	\$90,054,879	22.9%	\$78,088,188	-13.3%	\$75,128,211	-3.8%
SUMMER	\$320,281,655	11.5%	\$399,175,787	24.6%	\$413,515,173	3.6%	\$410,193,874	-0.8%
SEP	\$29,358,642	-20.6%	\$58,455,791	99.1%	\$59,075,005	1.1%	\$60,252,169	2.0%
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%	\$60,252,169	
ANNUAL	\$540,718,403	-5.6%	\$807,217,518	49.3%	\$890,692,134	10.3%	\$801,452,798	-10.0%
YTD	\$503,251,190		\$726,692,034		\$806,874,709			

2023 vs 2021 10.3%

2023 vs 2022 -0.7%

** Source: Alabama Department of Revenue

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