

Hotel - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	72.0%	66.5%	8.3%	65.5%	9.9%
ADR	\$184.00	\$183.69	0.2%	\$223.00	-17.5%
RevPar	\$134.00	\$122.11	9.7%	\$146.00	-8.2%

Hotel - YTD

Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
50.2%	46.7%	7.7%	54.1%	-7.1%
\$133.00	\$140.67	-5.5%	\$130.25	2.1%
\$72.00	\$67.79	6.2%	\$70.50	2.1%

Vacation Rental - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	58.6%	63.0%	-7.0%	64.4%	-9.0%
ADR	\$236.00	\$218.00	8.3%	\$228.14	3.4%
RevPar	\$138.00	\$137.00	0.7%	\$146.85	-6.0%

Vacation Rental - YTD

Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev 2 Years Ago
49.1%	51.6%	-4.8%	54.9%	-10.5%
\$139.75	\$133.25	4.9%	\$128.34	8.9%
\$69.00	\$68.75	0.4%	\$70.22	-1.7%

Tax

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
Retail Sales	\$85,933,781	\$80,046,036	7.4%	\$68,985,415	24.6%
Lodging Rentals	\$44,312,015	\$40,715,545	8.8%	\$37,524,558	18.1%

Tax (YTD)

Feb 1, 2024 - Feb 29, 2024 ▾

Current Year	Prev. Years	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
\$223,596,750	\$231,567,360	-3.4%	\$217,988,468	2.6%
\$96,494,199	\$91,616,751	5.3%	\$88,373,987	9.2%

Month ▲	Occupancy Rate				ADR				RevPAR			
	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current
December	24.7%	25.1%	21.9%	36.0%	\$118.00	\$140.00	\$144.00	\$118.00	\$29.00	\$35.00	\$31.00	\$44.00
January	46.5%	53.3%	37.9%	34.0%	\$73.00	\$74.00	\$105.40	\$105.00	\$34.00	\$40.00	\$39.92	\$36.00
February	62.8%	72.4%	60.3%	58.9%	\$81.00	\$84.00	\$129.60	\$125.00	\$51.00	\$61.00	\$78.13	\$74.00
March	68.4%	65.5%	66.5%	72.0%	\$203.00	\$223.00	\$183.69	\$184.00	\$126.31	\$146.00	\$122.11	\$134.00
April	61.5%	52.6%	62.5%	0	\$235.00	\$239.00	\$189.99	0	\$145.00	\$126.00	\$118.75	0
May	75.0%	62.8%	70.8%	0	\$292.00	\$321.00	\$219.86	0	\$219.00	\$202.00	\$155.71	0
June	88.5%	83.9%	85.8%	0	\$438.00	\$463.00	\$265.00	0	\$387.00	\$388.00	\$228.00	0
July	90.4%	85.9%	90.6%	0	\$492.00	\$476.00	\$285.00	0	\$445.00	\$409.00	\$258.00	0
August	66.4%	51.7%	68.0%	0	\$313.00	\$306.00	\$199.00	0	\$208.00	\$158.00	\$136.00	0
September	60.0%	51.0%	65.4%	0	\$229.00	\$242.00	\$180.00	0	\$137.00	\$124.00	\$118.00	0
October	54.9%	50.3%	56.0%	0	\$219.00	\$236.00	\$158.00	0	\$120.00	\$119.00	\$92.00	0
November	28.5%	24.5%	46.2%	0	\$161.00	\$167.00	\$135.00	0	\$46.00	\$41.00	\$64.00	0
Year-to-Date	50.6%	54.1%	46.7%	50.2%	\$118.75	\$130.25	\$140.67	\$133.00	\$60.08	\$70.50	\$67.79	\$72.00
Annual Average (edit requested for YTD)												
				YTD				YTD				YTD

Occupancy Rate

ADR

RevPAR

Month ▾	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current
December	28.9%	24.6%	22.5%	21.1%	\$96.00	\$129.98	\$141.00	\$139.00	\$15.00	\$31.98	\$32.00	\$29.00
January	48.4%	55.9%	49.5%	49.4%	\$70.96	\$73.39	\$81.00	\$85.00	\$34.36	\$41.00	\$40.00	\$42.00
February	62.9%	74.6%	71.4%	67.4%	\$78.84	\$81.86	\$93.00	\$99.00	\$49.63	\$61.05	\$66.00	\$67.00
March	67.4%	64.4%	63.0%	58.6%	\$200.05	\$228.14	\$218.00	\$236.00	\$134.92	\$146.85	\$137.00	\$138.00
April	59.0%	49.0%	48.2%	0	\$231.67	\$248.59	\$239.00	0	\$136.76	\$121.84	\$115.00	0
May	73.2%	62.7%	58.8%	0	\$286.28	\$328.40	\$300.00	0	\$209.44	\$206.01	\$176.00	0
June	87.1%	84.4%	82.8%	0	\$436.93	\$474.00	\$428.00	0	\$380.56	\$400.00	\$354.00	0
July	89.4%	86.6%	84.9%	0	\$495.87	\$491.00	\$442.00	0	\$443.53	\$425.00	\$375.00	0
August	64.0%	52.1%	53.8%	0	\$302.72	\$305.00	\$267.00	0	\$193.78	\$159.00	\$143.00	0
September	57.5%	49.2%	51.9%	0	\$233.77	\$247.00	\$222.00	0	\$134.51	\$121.00	\$115.00	0
October	53.6%	50.2%	49.8%	0	\$216.41	\$240.00	\$227.00	0	\$115.97	\$119.00	\$113.00	0
November	27.7%	24.8%	23.9%	0	\$153.54	\$169.00	\$158.00	0	\$42.55	\$42.00	\$38.00	0
Year-to-Date	51.9%	54.9%	51.6%	49.1%	\$1111.46	\$128.34	\$133.25	\$139.75	\$58.48	\$70.22	\$139.75	\$69.00

Annual Average
(edit requested for YTD)

YTD

YTD

YTD

Tax

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$44,312,015	\$40,715,545	8.8%	\$37,524,558	18.1%
Retail Sales	\$85,933,781	\$80,046,036	7.4%	\$68,985,415	24.6%

Tax (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$96,494,199	\$91,616,751	5.3%	\$88,373,987	9.2%
Retail Sales	\$223,596,750	\$231,567,360	-3.4%	\$217,988,468	2.6%

Tax - Foley

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$1,775,454	\$1,953,178	-9.1%	\$1,671,092	6.2%
Retail Sales	\$102,308,419	\$91,480,769	11.8%	\$83,077,757	23.1%

Tax - Foley (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$4,547,654	\$4,751,324	-4.3%	\$4,073,819	11.6%
Retail Sales	\$318,383,996	\$298,674,168	6.6%	\$269,139,204	18.3%

RETAIL TAX SOURCES: City of Gulf Shores Revenue Department; City of Orange Beach Revenue Department; City of Foley Revenue Department

LODGING TAX SOURCES: Alabama Department of Revenue (taxes collected in Gulf Shores, Orange Beach, and the Unincorporated Area of Fort Morgan) and City of Foley Revenue Department (taxes collected within the City of Foley)

Month	Prev. 3 Year	% Var	Prev. 2 Year	% Var	Prev. Year	% Var	Current
December	\$61,468,933	22.2%	\$76,359,889	-1.7%	\$81,623,621	-8.0%	\$75,085,455
January	\$61,536,299	1.7%	\$72,643,164	-13.9%	\$69,897,703	-10.5%	\$62,577,514
February	\$63,647,900	35.0%	\$68,985,415	24.6%	\$80,046,036	7.4%	\$85,933,781
March	\$115,989,433	-100.0%	\$132,141,154	-100.0%	\$132,147,692	-100.0%	\$0
April	\$116,070,838	-100.0%	\$126,427,812	-100.0%	\$118,550,719	-100.0%	\$0
May	\$139,905,292	-100.0%	\$152,802,026	-100.0%	\$153,785,713	-100.0%	\$0
June	\$169,201,366	-100.0%	\$185,537,792	-100.0%	\$190,759,180	-100.0%	\$0
July	\$185,090,835	-100.0%	\$200,200,285	-100.0%	\$200,794,548	-100.0%	\$0
August	\$125,356,005	-100.0%	\$125,025,737	-100.0%	\$131,340,930	-100.0%	\$0
September	\$108,636,140	-100.0%	\$110,677,701	-100.0%	\$110,277,013	-100.0%	\$0
October	\$105,078,750	-100.0%	\$104,839,322	-100.0%	\$107,365,706	-100.0%	\$0
November	\$73,822,623	-100.0%	\$72,557,860	-100.0%	\$68,663,258	-100.0%	\$0
YTD	\$186,653,132	19.8%	\$217,988,468	2.6%	\$231,567,360	-3.4%	\$223,596,750

RETAIL TAX SOURCES: City of Gulf Shores Revenue Department; City of Orange Beach Revenue Department; City of Foley Revenue Department

LODGING TAX SOURCES: Alabama Department of Revenue (taxes collected in Gulf Shores, Orange Beach, and the Unincorporated Area of Fort Morgan) and City of Foley Revenue Department (taxes collected within the City of Foley)