

Hotel & Vacation Rental Occupancy Summary

Feb 1, 2025 - Feb 28, 2025

Hotel - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	54.0%	61.1%	-11.6%	59.2%	-8.8%
ADR	\$124.00	\$129.00	-3.9%	\$129.60	-4.3%
RevPar	\$68.00	\$79.00	-13.9%	\$77.00	-11.7%

Hotel - YTD

Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
35.3%	37.9%	-6.9%	42.8%	-17.4%
\$113.00	\$115.33	-2.0%	\$120.53	-6.2%
\$41.33	\$45.33	-8.8%	\$48.33	-14.5%

Vacation Rental - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	64.1%	69.8%	-8.2%	71.4%	-10.2%
ADR	\$99.00	\$96.00	3.1%	\$93.00	6.5%
RevPar	\$63.00	\$67.00	-6.0%	\$66.00	-4.5%

Vacation Rental - YTD

Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev 2 Years Ago
42.4%	46.7%	-9.2%	47.8%	-11.4%
\$109.33	\$107.00	2.2%	\$105.00	4.1%
\$43.00	\$46.00	-6.5%	\$46.00	-6.5%

Total Sales

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
Retail Sales	61,585,728	62,577,514	-1.6%	69,897,703	-11.9%
Lodging Rentals	33,641,145	33,575,021	0.2%	31,034,934	8.4%

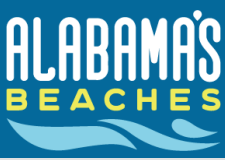
YTD Total Sales

Jan 1, 2025 - Jan 31, 2025

Current Year	Prev. Years	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
\$131,715,141	\$137,662,969	-4.3%	\$151,521,324	-13.1%
\$54,223,031	\$52,182,184	3.9%	\$50,901,206	6.5%

HOTEL SOURCES: Smith Travel Research, Inc. - Republication or other use of this data without the express written permission of STR is strictly prohibited. Note: Hotel data derives from Key Data, LLC starting June 2023; Smith Travel Research, Inc. prior to June 2023

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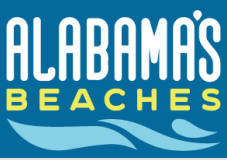


Hotel Occupancy Detail

Fiscal Year: FY2025

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	25.1%	35.0%	19.0%	19.9%	\$140.00	\$122.00	\$110.00	\$109.00	\$35.00	\$31.00	\$21.00	\$22.00
January	32.0%	34.1%	33.7%	32.1%	\$111.00	\$110.00	\$107.00	\$106.00	\$40.00	\$37.00	\$36.00	\$34.00
February	57.0%	59.2%	61.1%	54.0%	\$127.00	\$129.60	\$129.00	\$124.00	\$61.00	\$77.00	\$79.00	\$68.00
March	67.0%	70.9%	71.4%	0	\$203.00	\$198.00	\$192.00	0	\$146.00	\$140.00	\$137.00	0
April	70.0%	69.2%	69.6%	0	\$209.00	\$203.00	\$198.00	0	\$126.00	\$141.00	\$138.00	0
May	72.0%	78.1%	78.7%	0	\$255.00	\$233.00	\$230.00	0	\$202.00	\$182.00	\$181.00	0
June	83.9%	85.4%	85.2%	0	\$293.00	\$273.00	\$275.00	0	\$388.00	\$233.00	\$234.00	0
July	85.9%	90.8%	85.0%	0	\$303.00	\$292.00	\$281.00	0	\$409.00	\$265.00	\$239.00	0
August	64.0%	69.0%	74.6%	0	\$205.00	\$202.00	\$201.00	0	\$158.00	\$136.00	\$151.00	0
September	63.0%	66.0%	59.5%	0	\$190.00	\$183.00	\$176.00	0	\$124.00	\$118.00	\$105.00	0
October	65.0%	65.1%	71.3%	0	\$177.00	\$173.00	\$174.00	0	\$119.00	\$92.00	\$124.00	0
November	50.0%	46.2%	54.3%	0	\$138.00	\$138.00	\$138.00	0	\$41.00	\$64.00	\$74.00	0
Year-to-Date	38.0%	42.8%	37.9%	35.3%	\$126.00	\$120.53	\$115.33	\$113.00	\$45.33	\$48.33	\$45.33	\$41.33

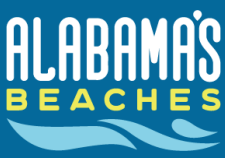
* **Hotel SOURCE:** Smith Travel Research, Inc. - Republication or other use of this data without the express written permission of STR is strictly prohibited. Note: Hotel data derives from Key Data, LLC starting June 2023; Smith Travel Research, Inc. prior to June 2023



Vacation Rentals Detail

Fiscal Year: FY2025

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	24.6%	22.5%	20.8%	18.3%	\$129.98	\$141.00	\$140.00	\$140.00	\$31.98	\$32.00	\$29.00	\$26.00
January	55.9%	49.5%	49.4%	44.7%	\$73.39	\$81.00	\$85.00	\$89.00	\$41.00	\$40.00	\$42.00	\$40.00
February	74.6%	71.4%	69.8%	64.1%	\$81.86	\$93.00	\$96.00	\$99.00	\$61.05	\$66.00	\$67.00	\$63.00
March	64.4%	63.0%	58.6%	0	\$228.14	\$218.00	\$236.00	0	\$146.85	\$137.00	\$138.00	0
April	49.0%	48.2%	40.0%	0	\$248.59	\$239.00	\$222.00	0	\$121.84	\$115.00	\$89.00	0
May	62.7%	58.8%	57.4%	0	\$328.40	\$300.00	\$310.00	0	\$206.01	\$176.00	\$178.00	0
June	84.4%	82.8%	76.7%	0	\$474.00	\$428.00	\$432.00	0	\$400.00	\$354.00	\$332.00	0
July	86.6%	84.9%	76.0%	0	\$491.00	\$442.00	\$436.00	0	\$425.00	\$375.00	\$331.00	0
August	52.1%	53.8%	47.9%	0	\$305.00	\$267.00	\$277.00	0	\$159.00	\$143.00	\$133.00	0
September	49.2%	51.9%	43.9%	0	\$247.00	\$222.00	\$220.00	0	\$121.00	\$115.00	\$97.00	0
October	50.2%	49.8%	46.7%	0	\$240.00	\$227.00	\$226.00	0	\$119.00	\$113.00	\$106.00	0
November	24.8%	23.9%	21.5%	0	\$169.00	\$158.00	\$164.00	0	\$42.00	\$38.00	\$35.00	0
Year-to-Date	51.7%	47.8%	46.7%	42.4%	\$95.08	\$105.00	\$107.00	\$109.33	\$44.68	\$46.00	\$46.00	\$43.00



Tax Summary

Jan 1, 2025 - Jan 31, 2025

Tax

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	33,641,145	33,575,021	0.2%	31,034,934	8.4%
Retail Sales	61,585,728	62,577,514	-1.6%	69,897,703	-11.9%

Tax - Foley

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	1,837,618	1,506,404	22.0%	1,440,358	27.6%
Retail Sales	96,489,278	96,548,928	-0.1%	94,676,380	1.9%

Tax (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$54,223,031	\$52,182,184	3.9%	\$50,901,206	6.5%
Retail Sales	\$131,715,141	\$137,662,969	-4.3%	\$151,521,324	-13.1%

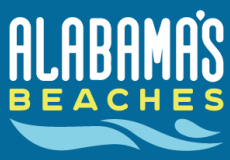
Tax - Foley (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$3,362,316	\$2,772,200	21.3%	\$2,798,146	20.2%
Retail Sales	\$210,788,081	\$216,075,577	-2.4%	\$207,193,398	1.7%

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	11.7%	132,141,154	-2.0%	132,147,692	-2.0%	129,509,224
April	116,070,838	-4.4%	126,427,812	-12.2%	118,550,719	-6.4%	110,975,445
May	139,905,292	6.9%	152,802,026	-2.1%	153,785,713	-2.7%	149,622,979
June	169,201,366	10.5%	185,537,792	0.8%	190,759,180	-2.0%	187,003,198
July	185,090,835	3.2%	200,200,285	-4.6%	200,794,548	-4.8%	191,058,271
August	125,356,005	0.0%	125,025,737	0.3%	131,340,930	-4.5%	125,370,341
September	108,636,140	-9.9%	110,677,701	-11.6%	110,277,013	-11.2%	97,882,228
October	105,078,750	29.4%	104,839,322	29.7%	107,365,706	26.6%	135,959,360
November	73,822,623	-4.9%	72,557,860	-3.3%	68,663,258	2.2%	70,169,779
Year-to-Date	\$149,003,053	-11.6%	\$151,521,324	-13.1%	\$137,662,969	-4.3%	\$131,715,141

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)



Taxable Lodging Rentals Detail

Fiscal Year: FY2024

Month	Prev. 3 Year	% Var	Prev. 2 Year	% Var	Prev. Year	% Var	Current
December	12,766,007	45.8%	20,533,675	-9.4%	19,866,272	-6.3%	18,607,163
January	20,248,531	65.8%	30,315,755	10.8%	31,034,934	8.2%	33,575,021
February	23,486,007	88.7%	37,524,558	18.1%	40,715,545	8.8%	44,312,015
March	59,249,578	34.2%	74,588,483	6.6%	76,046,153	4.6%	79,518,198
April	65,642,766	-5.4%	72,701,393	-14.5%	70,629,795	-12.0%	62,130,133
May	87,667,569	9.3%	98,620,670	-2.8%	92,714,058	3.4%	95,829,259
June	140,278,956	14.4%	156,577,169	2.5%	159,310,023	0.7%	160,456,340
July	168,841,952	-6.3%	178,849,817	-11.6%	175,755,640	-10.0%	158,159,433
August	90,054,879	-15.3%	78,088,188	-2.3%	75,128,211	1.5%	76,290,404
September	58,455,791	-6.0%	59,075,005	-7.0%	60,252,169	-8.8%	54,967,915
October	54,546,726	12.4%	58,669,366	4.5%	52,373,586	17.1%	61,335,568
November	25,978,758	-5.3%	25,148,059	-2.1%	26,858,592	-8.4%	24,611,248
Year-to-Date	\$50,849,429	6.6%	\$50,901,206	6.5%	\$52,182,184	3.9%	\$54,223,031

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)