#### 2025 30+ Day Occupancy Paid and Owner On-the-Books (OTB) Occupancy\_Daily View\_Same Day-of-Week 2024 Comparison



#### Gulf Shores-Orange Beach-Ft Morgan Adjusted Paid Occupancy %

Gulf Shores-Orange Beach-Ft Morgan | (7/14/2025 to 8/13/2025 as of 7/14/2025) | 62.0% Gulf Shores-Orange Beach-Ft Morgan (Compared 7/15/2024 to 8/14/2024 as of 7/15/2024) | 61.5% Gulf Shores-Orange Beach-Ft Morgan (Compared 7/15/2024 to 8/14/2024 as of 7/14/2025) | 71.4%



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#### 2025 30+ Day Occupancy Paid and Owner On-the-Books (OTB) Occupancy\_Daily View\_Same Day-of-Week 2023 Comparison



#### Gulf Shores-Orange Beach-Ft Morgan Adjusted Paid Occupancy %

Gulf Shores-Orange Beach-Ft Morgan | (7/14/2025 to 8/13/2025 as of 7/13/2025) | 62.0% Gulf Shores-Orange Beach-Ft Morgan (Compared 7/17/2023 to 8/16/2023 as of 7/17/2023) | 63.1% Gulf Shores-Orange Beach-Ft Morgan (Compared 7/17/2023 to 8/16/2023 as of 7/14/2025) | 73.0%



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# IN KEYDATA™

Data Source: VR (Direct)

KPI	Value	Compared	Difference
Nights Available	230,453	221,769	4%
Guest Nights	142,914	136,352	5%
Adjusted Paid & Owner Occupancy	65.1%	64.6%	1%
Avg. Length of Stay	4.7	4.8	-1%



## Nights Available



### Adjusted Paid & Owner Occupancy

Avg. Length of Stay



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