2025 90+ Day Occupancy Paid and Owner On-the-books (OTB) Occupancy_Weekly 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 10/12/2025 as of 7/13/2025) | 38.2% Gulf Shores-Orange Beach-Ft Morgan (Compared 7/15/2024 to 10/13/2024 as of 7/15/2024) | 38.5% Gulf Shores-Orange Beach-Ft Morgan (Compared 7/15/2024 to 10/13/2024 as of 7/15/2024) | 38.5%



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2025 90+ Day Occupancy Paid and Owner On-the-books (OTB) Occupancy_Weekly View_Same Day-of-Week 2023 Comparison Gulf Shores-Orange Beach-Ft Morgan Adjusted Paid Occupancy %

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Gulf Shores-Orange Beach-Ft Morgan | (7/14/2025 to 10/12/2025 as of 7/13/2025) | 38.2% Gulf Shores-Orange Beach-Ft Morgan (Compared 7/17/2023 to 10/15/2023 as of 7/17/2023) | 41.2% Gulf Shores-Orange Beach-Ft Morgan (Compared 7/17/2023 to 10/15/2023 as of 7/14/2025) | 61.0%



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IN KEYDATA™

Data Source: VR (Direct)

7/14/25

7/21/25

7/28/25

8/4/25

8/11/25

8/18/25

8/25/25

9/1/25

9/8/25

9/15/25

9/22/25

9/29/25

10/6/25

KPI	Value	Compared	Difference
Nights Available	675,949	653,249	3%
Guest Nights	258,112	251,778	3%
Adjusted Paid & Owner Occupancy	43.2%	43.5%	-1%
Avg. Length of Stay	5.0	5.1	-1%





Adjusted Paid & Owner Occupancy

Avg. Length of Stay



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