

# Hotel & Vacation Rental Occupancy Summary

May 1, 2025 - May 31, 2025

## Hotel - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var   Prev 2 Years Ago
Occupancy Rate	82.1%	78.9%	4.1%	78.1%	5.1%
ADR	\$246.00	\$233.00	5.6%	\$233.00	5.6%
RevPar	\$202.00	\$184.00	9.8%	\$182.00	11.0%

## Hotel - YTD

Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var   Prev 2 Years Ago
54.5%	55.6%	-2.1%	57.8%	-5.7%
\$161.67	\$161.50	0.1%	\$165.93	-2.6%
\$99.50	\$99.17	0.3%	\$101.33	-1.8%

## Vacation Rental - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var   Prev 2 Years Ago
Occupancy Rate	59.2%	59.3%	-0.2%	58.8%	0.7%
ADR	\$332.00	\$305.00	8.9%	\$300.00	10.7%
RevPar	\$197.00	\$181.00	8.8%	\$176.00	11.9%

## Vacation Rental - YTD

Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var   Prev 2 Years Ago
47.3%	49.7%	-4.9%	52.2%	-9.4%
\$182.33	\$178.83	2.0%	\$178.67	2.1%
\$89.67	\$90.00	-0.4%	\$94.33	-4.9%

## Total Sales

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var   Prev. 2 Years Ago
Retail Sales	118,677,607	110,975,445	6.9%	118,550,719	0.1%
Lodging Rentals	71,747,010	62,130,133	15.5%	70,629,795	1.6%

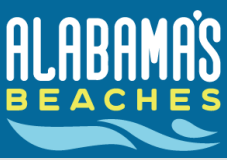
## YTD Total Sales

Apr 1, 2025 - Apr 30, 2025

Current Year	Prev. Years	% Var	Prev. 2 Years Ago	% Var   Prev. 2 Years Ago
\$445,605,682	\$464,081,418	-4.0%	\$482,265,771	-7.6%
\$248,805,001	\$238,142,529	4.5%	\$238,292,698	4.4%

**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

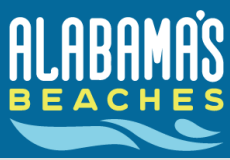
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# Hotel Occupancy Detail

Fiscal Year: FY2025

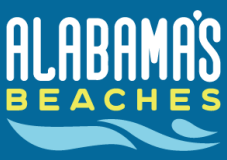
Occupancy Rate					ADR				RevPAR			
Month ^	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current	Prev. 3 Year	Prev. 2 Year	Prev. Year	Current
December	25.1%	35.0%	19.0%	19.9%	\$140.00	\$122.00	\$110.00	\$109.00	\$35.00	\$31.00	\$21.00	\$22.00
January	32.0%	34.1%	33.7%	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%	69.5%	\$203.00	\$198.00	\$192.00	\$182.00	\$146.00	\$140.00	\$137.00	\$130.00
April	70.0%	69.2%	69.6%	69.1%	\$209.00	\$203.00	\$198.00	\$203.00	\$126.00	\$141.00	\$138.00	\$141.00
May	72.0%	78.1%	78.9%	82.1%	\$255.00	\$233.00	\$233.00	\$246.00	\$202.00	\$182.00	\$184.00	\$202.00
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	53.8%	57.8%	55.6%	54.5%	\$174.17	\$165.93	\$161.50	\$161.67	\$101.67	\$101.33	\$99.17	\$99.50



# 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%	52.1%	\$228.14	\$218.00	\$230.00	\$212.00	\$146.85	\$137.00	\$133.00	\$111.00
April	49.0%	48.2%	40.5%	45.4%	\$248.59	\$239.00	\$217.00	\$222.00	\$121.84	\$115.00	\$88.00	\$101.00
May	62.7%	58.8%	59.3%	59.2%	\$328.40	\$300.00	\$305.00	\$332.00	\$206.01	\$176.00	\$181.00	\$197.00
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	55.2%	52.2%	49.7%	47.3%	\$181.73	\$178.67	\$178.83	\$182.33	\$101.46	\$94.33	\$90.00	\$89.67



# Tax Summary

Apr 1, 2025 - Apr 30, 2025 ▾

## Tax

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var   Prev 2 Year
Lodging Rentals	71,747,010	62,130,133	15.5%	70,629,795	1.6%
Retail Sales	118,677,607	110,975,445	6.9%	118,550,719	0.1%

## Tax (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var   Prev 2 Year
Lodging Rentals	\$248,805,001	\$238,142,529	4.5%	\$238,292,698	4.4%
Retail Sales	\$445,605,682	\$464,081,418	-4.0%	\$482,265,771	-7.6%

## Tax - Foley

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var   Prev 2 Year
Lodging Rentals	3,111,084	2,664,633	16.8%	2,545,671	22.2%
Retail Sales	109,556,217	114,042,746	-3.9%	109,730,891	-0.2%

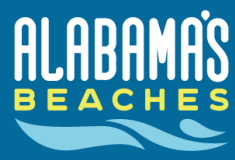
## Tax - Foley (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var   Prev 2 Year
Lodging Rentals	\$12,417,003	\$10,600,512	17.1%	\$10,465,928	18.6%
Retail Sales	\$529,882,441	\$557,258,029	-4.9%	\$525,334,954	0.9%

**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	76,359,889	-8.2%	81,623,621	-14.1%	75,085,455	-6.6%	70,129,414
January	72,643,164	-15.2%	69,897,703	-11.9%	62,577,514	-1.6%	61,585,728
February	68,985,415	5.6%	80,046,036	-9.0%	85,933,781	-15.2%	72,847,079
March	132,141,154	-7.4%	132,147,692	-7.4%	129,509,224	-5.5%	122,365,855
April	126,427,812	-6.1%	118,550,719	0.1%	110,975,445	6.9%	118,677,607
May	152,802,026	0.0%	153,785,713	0.0%	149,622,979	0.0%	0
June	185,537,792	0.0%	190,759,180	0.0%	187,003,198	0.0%	0
July	200,200,285	0.0%	200,794,548	0.0%	191,058,271	0.0%	0
August	125,025,737	0.0%	131,340,930	0.0%	125,370,341	0.0%	0
September	110,677,701	0.0%	110,277,013	0.0%	97,882,228	0.0%	0
October	104,839,322	0.0%	107,365,706	0.0%	135,959,360	0.0%	0
November	72,557,860	0.0%	68,663,258	0.0%	70,169,779	0.0%	0
<b>Year-to-Date</b>	<b>\$476,557,434</b>	<b>-6.5%</b>	<b>\$482,265,771</b>	<b>-7.6%</b>	<b>\$464,081,418</b>	<b>-4.0%</b>	<b>\$445,605,682</b>



# Taxable Lodging Rentals Detail

Fiscal Year: FY2025

Month	Prev. 3 Year	% Var	Prev. 2 Year	% Var	Prev. Year	% Var	Current
December	20,533,675	0.2%	19,866,272	3.6%	18,607,163	10.6%	20,581,886
January	30,315,755	11.0%	31,034,934	8.4%	33,575,021	0.2%	33,641,145
February	37,524,558	19.1%	40,715,545	9.8%	44,312,015	0.9%	44,689,735
March	74,588,483	4.8%	76,046,153	2.8%	79,518,198	-1.7%	78,145,226
April	72,701,393	-1.3%	70,629,795	1.6%	62,130,133	15.5%	71,747,010
May	98,620,670	0.0%	92,714,058	0.0%	95,829,259	0.0%	0
June	156,577,169	0.0%	159,310,023	0.0%	160,456,340	0.0%	0
July	178,849,817	0.0%	175,755,640	0.0%	158,159,433	0.0%	0
August	78,088,188	0.0%	75,128,211	0.0%	76,290,404	0.0%	0
September	59,075,005	0.0%	60,252,169	0.0%	54,967,915	0.0%	0
October	58,669,366	0.0%	52,373,586	0.0%	61,335,568	0.0%	0
November	25,148,059	0.0%	26,858,592	0.0%	24,611,248	0.0%	0
Year-to-Date	\$235,663,862	5.6%	\$238,292,698	4.4%	\$238,142,529	4.5%	\$248,805,001

**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)