

Hotel & Vacation Rental Occupancy Summary

Jun 1, 2025 - Jun 30, 2025

Hotel - Monthly

| Metrics | Current Year | Prev. Year | % Var | Prev 2 Years Ago | % Var Prev 2 Years Ago |
|----------------|--------------|------------|-------|------------------|--------------------------|
| Occupancy Rate | 86.3% | 85.2% | 1.3% | 85.4% | 1.1% |
| ADR | \$270.00 | \$275.00 | -1.8% | \$273.00 | -1.1% |
| RevPar | \$233.00 | \$234.00 | -0.4% | \$233.00 | 0.0% |

Hotel - YTD

| Current Year | Prev. Year | % Var | Prev 2 Years Ago | % Var Prev 2 Years Ago |
|--------------|------------|-------|------------------|--------------------------|
| 59.0% | 59.8% | -1.4% | 61.7% | -4.4% |
| \$177.14 | \$177.71 | -0.3% | \$181.23 | -2.3% |
| \$118.57 | \$118.43 | 0.1% | \$120.14 | -1.3% |

Vacation Rental - Monthly

| Metrics | Current Year | Prev. Year | % Var | Prev 2 Years Ago | % Var Prev 2 Years Ago |
|----------------|--------------|------------|-------|------------------|--------------------------|
| Occupancy Rate | 79.5% | 76.7% | 3.7% | 82.8% | -4.0% |
| ADR | \$441.00 | \$432.00 | 2.1% | \$428.00 | 3.0% |
| RevPar | \$351.00 | \$332.00 | 5.7% | \$354.00 | -0.8% |

Vacation Rental - YTD

| Current Year | Prev. Year | % Var | Prev. 2 Years Ago | % Var Prev 2 Years Ago |
|--------------|------------|-------|-------------------|--------------------------|
| 51.9% | 53.6% | -3.1% | 56.6% | -8.3% |
| \$219.29 | \$215.00 | 2.0% | \$214.29 | 2.3% |
| \$127.00 | \$124.57 | 1.9% | \$131.43 | -3.4% |

Total Sales

| Metrics | Current Year | Prev. Year | % Var | Prev. 2 Years Ago | % Var Prev. 2 Years Ago |
|-----------------|---------------|---------------|-------|-------------------|---------------------------|
| Retail Sales | \$159,644,494 | \$149,622,979 | 6.7% | \$153,785,713 | 3.8% |
| Lodging Rentals | \$113,280,366 | \$95,829,259 | 18.2% | \$92,714,058 | 22.2% |

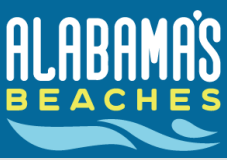
YTD Total Sales

May 1, 2025 - May 31, 2025

| Current Year | Prev. Years | % Var | Prev. 2 Years Ago | % Var Prev. 2 Years Ago |
|---------------|---------------|-------|-------------------|---------------------------|
| \$605,250,176 | \$613,704,398 | -1.4% | \$636,051,484 | -4.8% |
| \$362,085,367 | \$333,971,788 | 8.4% | \$331,006,756 | 9.4% |

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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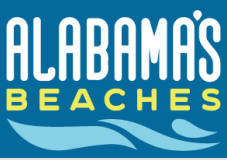


Hotel Occupancy Detail

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% | 86.3% | \$293.00 | \$273.00 | \$275.00 | \$270.00 | \$388.00 | \$233.00 | \$234.00 | \$233.00 |
| 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 | 58.1% | 61.7% | 59.8% | 59.0% | \$191.14 | \$181.23 | \$177.71 | \$177.14 | \$142.57 | \$120.14 | \$118.43 | \$118.57 |

* **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

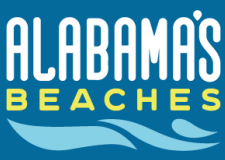


Vacation Rentals Detail

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% | 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% | 79.5% | \$474.00 | \$428.00 | \$432.00 | \$441.00 | \$400.00 | \$354.00 | \$332.00 | \$351.00 |
| 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 | 59.4% | 56.6% | 53.6% | 51.9% | \$223.48 | \$214.29 | \$215.00 | \$219.29 | \$144.10 | \$131.43 | \$124.57 | \$127.00 |

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Tax Summary

May 1, 2025 - May 31, 2025

Tax

| Metrics | Current Year | Prev. Year | % Var | Prev. 2 Year | % Var Prev 2 Year |
|-----------------|---------------|---------------|-------|------------------|---------------------|
| Lodging Rentals | \$113,280,366 | \$95,829,259 | 18.2% | \$92,714,058 | 22.2% |
| Retail Sales | \$159,644,494 | \$149,622,979 | 6.7% | \$153,785,712.67 | 3.8% |

Tax (YTD)

| Metrics | Current Year | Prev. Year | % Var | Prev. 2 Year | % Var Prev 2 Year |
|-----------------|---------------|---------------|-------|---------------|---------------------|
| Lodging Rentals | \$362,085,367 | \$333,971,788 | 8.4% | \$331,006,756 | 9.4% |
| Retail Sales | \$605,250,176 | \$613,704,398 | -1.4% | \$636,051,484 | -4.8% |

Tax - Foley

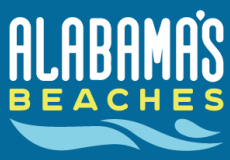
| Metrics | Current Year | Prev. Year | % Var | Prev. 2 Year | % Var Prev 2 Year |
|-----------------|---------------|---------------|-------|----------------|---------------------|
| Lodging Rentals | \$3,768,087 | \$3,373,267 | 11.7% | \$3,193,081.86 | 18.0% |
| Retail Sales | \$113,975,915 | \$118,440,703 | -3.8% | \$110,720,754 | 2.9% |

Tax - Foley (YTD)

| Metrics | Current Year | Prev. Year | % Var | Prev. 2 Year | % Var Prev 2 Year |
|-----------------|---------------|---------------|-------|---------------|---------------------|
| Lodging Rentals | \$16,185,090 | \$13,973,779 | 15.8% | \$13,659,010 | 18.5% |
| Retail Sales | \$643,858,356 | \$675,698,732 | -4.7% | \$636,055,708 | 1.2% |

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 | 4.5% | \$153,785,713 | 3.8% | \$149,622,979 | 6.7% | \$159,644,494 |
| 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 |
| Year-to-Date | \$629,359,460 | -3.8% | \$636,051,484 | -4.8% | \$613,704,398 | -1.4% | \$605,250,176 |



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 | 14.9% | \$92,714,058 | 22.2% | \$95,829,259 | 18.2% | \$113,280,366 |
| 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 | \$334,284,532 | 8.3% | \$331,006,756 | 9.4% | \$333,971,788 | 8.4% | \$362,085,367 |

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)