

# Hotel & Vacation Rental Occupancy Summary

Aug 1, 2025 - Aug 31, 2025

## Hotel - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var   Prev 2 Years Ago
Occupancy Rate	69.6%	73.6%	-5.4%	69.0%	0.9%
ADR	\$197.00	\$197.00	0.0%	\$202.00	-2.5%
RevPar	\$137.00	\$145.00	-5.5%	\$136.00	0.7%

## Hotel - YTD

Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var   Prev 2 Years Ago
63.6%	64.2%	-0.9%	65.7%	-3.3%
\$190.33	\$191.33	-0.5%	\$195.84	-2.8%
\$134.89	\$134.78	0.1%	\$138.00	-2.3%

## Vacation Rental - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var   Prev 2 Years Ago
Occupancy Rate	53.3%	51.5%	3.5%	53.8%	-0.9%
ADR	\$270.00	\$273.00	-1.1%	\$267.00	1.1%
RevPar	\$144.00	\$141.00	2.1%	\$143.00	0.7%

## Vacation Rental - YTD

Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var   Prev 2 Years Ago
55.4%	56.5%	-1.8%	59.4%	-6.7%
\$248.67	\$245.67	1.2%	\$245.44	1.3%
\$154.33	\$151.78	1.7%	\$159.78	-3.4%

## Total Sales

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var   Prev. 2 Years Ago
Retail Sales	\$204,264,489	\$191,058,271	6.9%	\$200,794,548	1.7%
Lodging Rentals	\$168,756,339	\$158,159,433	6.7%	\$175,755,640	-4.0%

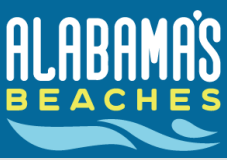
## YTD Total Sales

Jul 1, 2025 - Jul 31, 2025

Current Year	Prev. Years	% Var	Prev. 2 Years Ago	% Var   Prev. 2 Years Ago
\$999,952,068	\$991,765,867	0.8%	\$1,027,605,212	-2.7%
\$699,447,327	\$652,587,560	7.2%	\$666,072,419	5.0%

**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

**VACATION RENTAL SOURCE:** Copyright Key Data, LLC. Republication or other re-use of this data without the express written permission of Key Data is strictly prohibited.

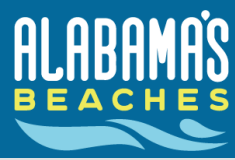


# Hotel Occupancy Detail

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%	89.6%	\$303.00	\$292.00	\$281.00	\$276.00	\$409.00	\$265.00	\$239.00	\$247.00
August	64.0%	69.0%	73.6%	69.6%	\$205.00	\$202.00	\$197.00	\$197.00	\$158.00	\$136.00	\$145.00	\$137.00
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	61.9%	65.7%	64.2%	63.6%	\$205.11	\$195.84	\$191.33	\$190.33	\$173.89	\$138.00	\$134.78	\$134.89

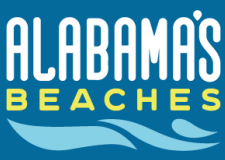
\* **Hotel SOURCE:** Smith Travel Research, Inc. - Republication or other use of this data without the express written permission of STR is strictly prohibited. Note: Hotel data derives from Key Data, LLC starting June 2023; Smith Travel Research, Inc. prior to June 2023



# 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%	81.5%	82.2%	\$491.00	\$442.00	\$433.00	\$433.00	\$425.00	\$375.00	\$353.00	\$356.00
August	52.1%	53.8%	51.5%	53.3%	\$305.00	\$267.00	\$273.00	\$270.00	\$159.00	\$143.00	\$141.00	\$144.00
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	61.6%	59.4%	56.5%	55.4%	\$262.26	\$245.44	\$245.67	\$248.67	\$176.97	\$159.78	\$151.78	\$154.33



# Tax Summary

Jul 1, 2025 - Jul 31, 2025 ▾

## Tax

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var   Prev 2 Year
Lodging Rentals	\$168,756,339	\$158,159,433	6.7%	\$175,755,640	-4.0%
Retail Sales	\$204,264,489	\$191,058,271	6.9%	\$200,794,547.67	1.7%

## Tax (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var   Prev 2 Year
Lodging Rentals	\$699,447,327	\$652,587,560	7.2%	\$666,072,419	5.0%
Retail Sales	\$999,952,068	\$991,765,867	0.8%	\$1,027,605,212	-2.7%

## Tax - Foley

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var   Prev 2 Year
Lodging Rentals	\$4,701,530	\$4,688,484	0.3%	\$5,218,069.29	-9.9%
Retail Sales	\$126,247,370	\$124,027,025	1.8%	\$127,679,522	-1.1%

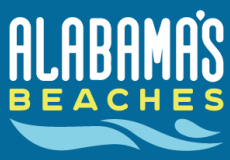
## Tax - Foley (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var   Prev 2 Year
Lodging Rentals	\$25,512,830	\$22,822,688	11.8%	\$23,086,326	10.5%
Retail Sales	\$896,377,829	\$926,837,316	-3.3%	\$885,362,153	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	2.6%	\$190,759,180	-0.2%	\$187,003,198	1.8%	\$190,437,403
July	\$200,200,285	2.0%	\$200,794,548	1.7%	\$191,058,271	6.9%	\$204,264,489
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>\$1,015,097,537</b>	<b>-1.5%</b>	<b>\$1,027,605,212</b>	<b>-2.7%</b>	<b>\$991,765,867</b>	<b>0.8%</b>	<b>\$999,952,068</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	14.9%	\$92,714,058	22.2%	\$95,829,259	18.2%	\$113,280,366
June	\$156,577,169	7.7%	\$159,310,023	5.8%	\$160,456,340	5.1%	\$168,605,621
July	\$178,849,817	-5.6%	\$175,755,640	-4.0%	\$158,159,433	6.7%	\$168,756,339
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	\$669,711,517	4.4%	\$666,072,419	5.0%	\$652,587,560	7.2%	\$699,447,327

**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)