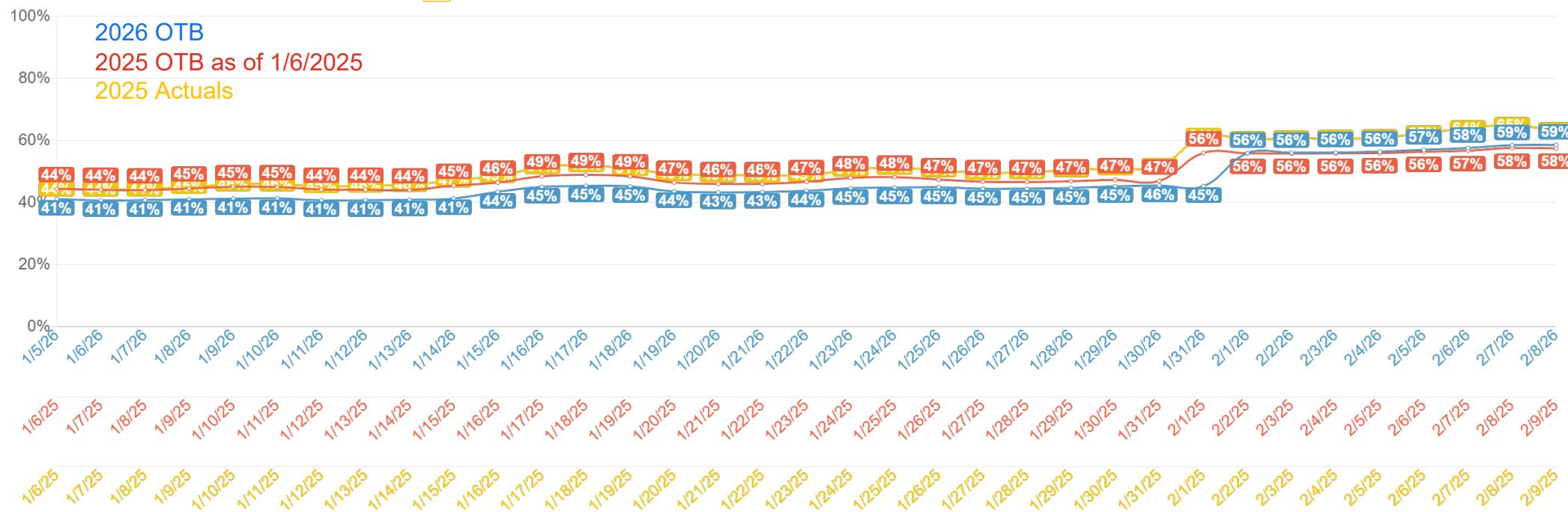


Gulf Shores-Orange Beach-Ft Morgan Adjusted Paid & Owner Occupancy

Gulf Shores-Orange Beach-Ft Morgan | (1/5/2026 to 2/8/2026 as of 1/5/2026) | 46.4% Gulf Shores-Orange Beach-Ft Morgan (Compared 1/6/2025 to 2/9/2025 as of 1/6/2025) | 48.9%
Gulf Shores-Orange Beach-Ft Morgan (Compared 1/6/2025 to 2/9/2025 as of 1/5/2026) | 51.9%



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Created: 1/5/26 08:01 AM

Data Source: VR (Direct)

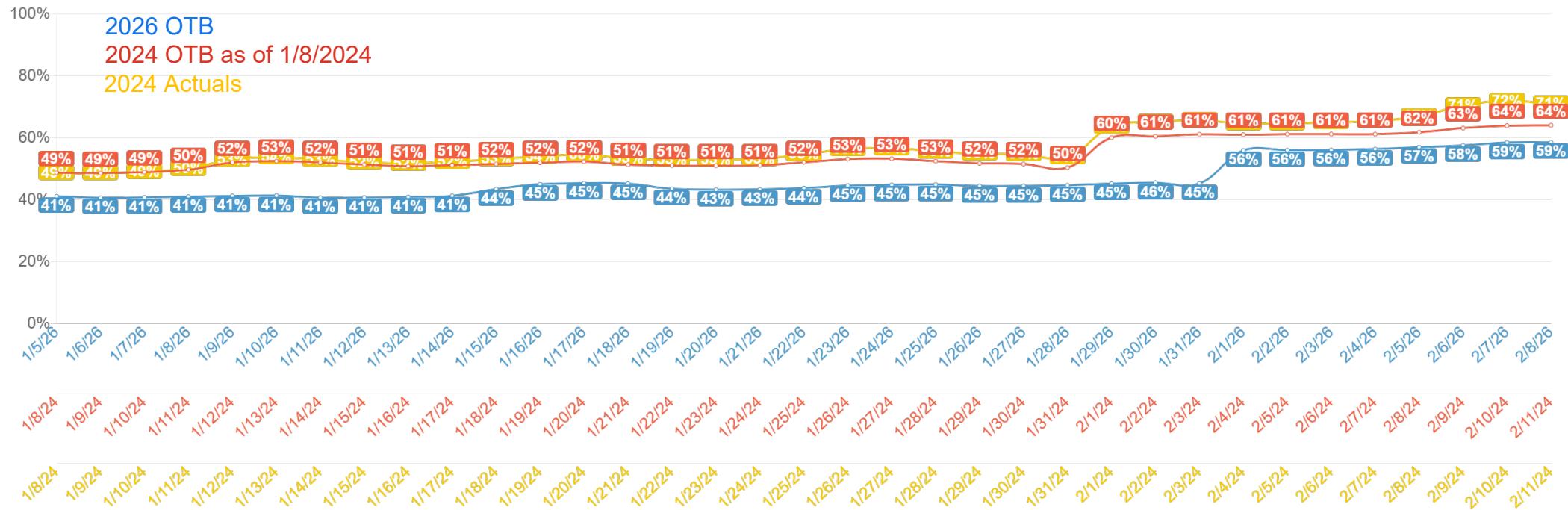
Market(s): Gulf Shores-Orange Beach-Ft Morgan

Filter(s): none

Gulf Shores-Orange Beach-Ft Morgan Adjusted Paid & Owner Occupancy

█ Gulf Shores-Orange Beach-Ft Morgan | (1/5/2026 to 2/8/2026 as of 1/5/2026) | 46.4%
 █ Gulf Shores-Orange Beach-Ft Morgan (Compared 1/8/2024 to 2/11/2024 as of 1/8/2024) | 54.7%

█ Gulf Shores-Orange Beach-Ft Morgan (Compared 1/8/2024 to 2/11/2024 as of 1/5/2026) | 57.5%



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Data Source: VR (Direct)

Market(s): Gulf Shores-Orange Beach-Ft Morgan

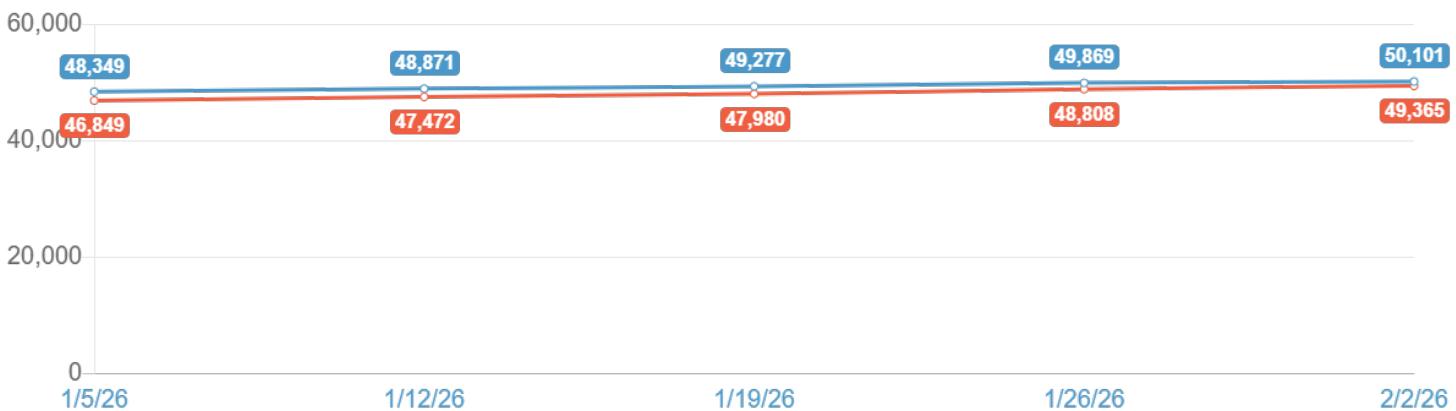
Filter(s): none

Data Source: VR (Direct)

| KPI | Value | Compared | Difference |
|---------------------|---------|----------|------------|
| Nights Available | 246,467 | 240,474 | 2% |
| Guest Nights | 100,735 | 103,509 | -3% |
| Avg. Length of Stay | 23.6 | 22.6 | 4% |
| Avg. Booking Window | 201 | 195 | 4% |

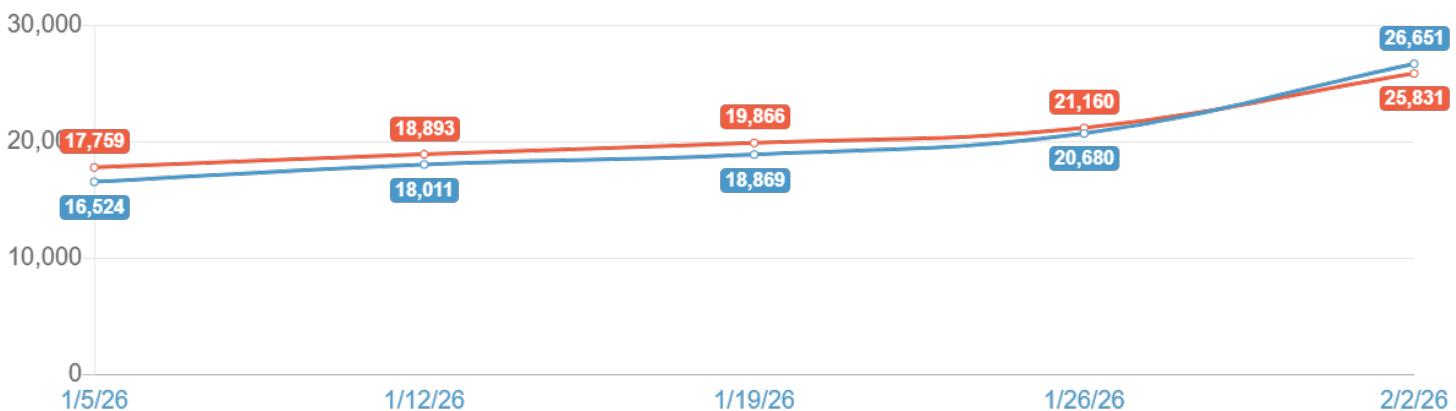
Nights Available

 1/5/2026 to 2/8/2026 as of 1/5/2026 | 246,467  1/5/2025 to 2/8/2025 as of 1/6/2025 | 240,474

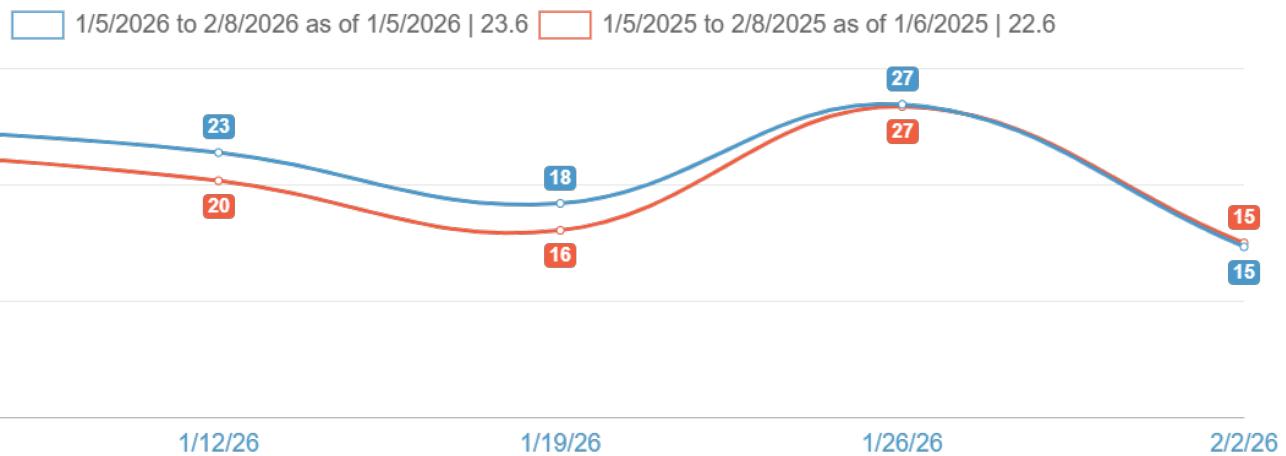


Guest Nights

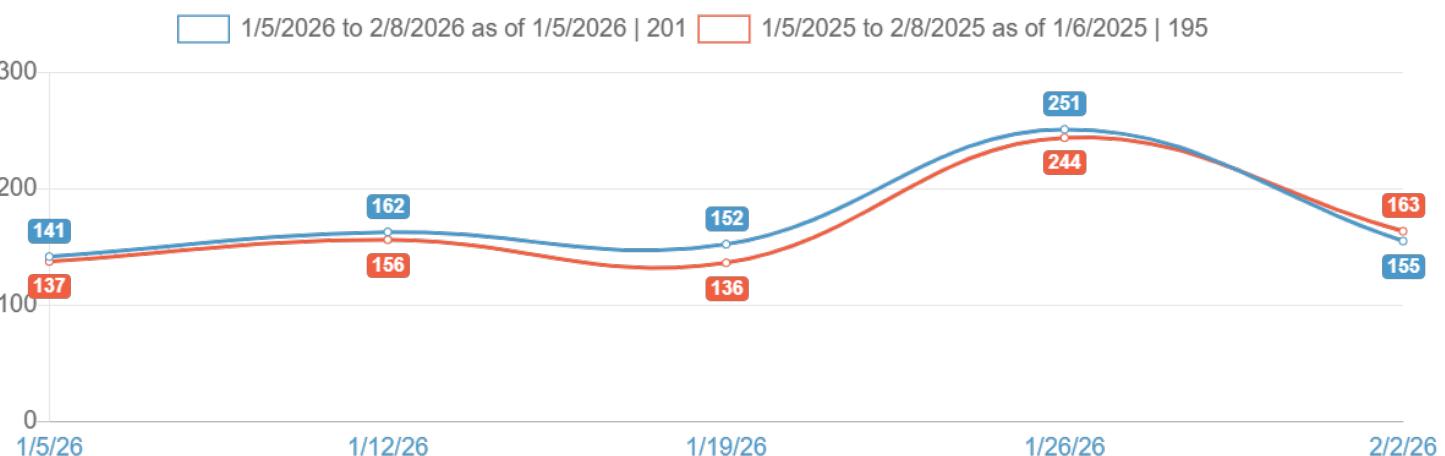
 1/5/2026 to 2/8/2026 as of 1/5/2026 | 100,735  1/5/2025 to 2/8/2025 as of 1/6/2025 | 103,509



Avg. Length of Stay



Avg. Booking Window



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 Market(s): Gulf Shores-Orange Beach-Ft Morgan
 Filter(s): none