



Hotel & Vacation Rental Occupancy Summary

Jan 1, 2026 - Jan 31, 2026 ▾

Hotel - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	36.3%	34.0%	7%	33.7%	8%
ADR	\$109.00	\$106.00	3%	\$107.00	2%
RevPar	\$39.00	\$36.00	8%	\$36.00	8%

Hotel - YTD

Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
37.0%	35.3%	5%	26.4%	40%
\$112.50	\$113.00	-0%	\$108.50	4%
\$41.50	\$40.00	4%	\$28.50	46%

Vacation Rental - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	41.9%	43.7%	-4%	49.4%	-15%
ADR	\$94.00	\$89.00	6%	\$85.00	11%
RevPar	\$39.00	\$39.00	0%	\$42.00	-7%

Vacation Rental - YTD

Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev 2 Years Ago
29.9%	30.4%	-2%	35.1%	-15%
\$120.00	\$117.00	3%	\$112.50	7%
\$32.50	\$32.00	2%	\$35.50	-8%

Total Sales

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
Retail Sales	\$71,492,469	\$70,129,414	2%	\$75,085,455	-5%
Lodging Rentals	\$19,788,584	\$20,581,886	-4%	\$18,607,163	6%

YTD Total Sales

Dec 1, 2025 - Dec 31, 2025 ▾

Current Year	Prev. Years	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
\$71,492,469	\$70,129,414	2%	\$75,085,455	-5%
\$19,788,584	\$20,581,886	-4%	\$18,607,163	6%

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: FY2026

Month ^	Occupancy Rate				ADR				RevPAR			
	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	35.0%	19.0%	36.6%	37.7%	\$122.00	\$110.00	\$120.00	\$116.00	\$31.00	\$21.00	\$44.00	\$44.00
January	34.1%	33.7%	34.0%	36.3%	\$110.00	\$107.00	\$106.00	\$109.00	\$37.00	\$36.00	\$36.00	\$39.00
February	59.2%	61.1%	54.0%	0	\$129.60	\$129.00	\$124.00	0	\$77.00	\$79.00	\$68.00	0
March	70.9%	71.4%	69.5%	0	\$198.00	\$192.00	\$182.00	0	\$140.00	\$137.00	\$130.00	0
April	69.2%	69.6%	69.1%	0	\$203.00	\$198.00	\$203.00	0	\$141.00	\$138.00	\$141.00	0
May	78.1%	78.9%	82.1%	0	\$233.00	\$233.00	\$246.00	0	\$182.00	\$184.00	\$202.00	0
June	85.4%	85.2%	86.3%	0	\$273.00	\$275.00	\$270.00	0	\$233.00	\$234.00	\$233.00	0
July	90.8%	85.0%	89.6%	0	\$292.00	\$281.00	\$276.00	0	\$265.00	\$239.00	\$247.00	0
August	69.0%	73.6%	69.6%	0	\$202.00	\$197.00	\$197.00	0	\$136.00	\$145.00	\$137.00	0
September	66.0%	65.5%	64.1%	0	\$183.00	\$176.00	\$179.00	0	\$118.00	\$115.00	\$115.00	0
October	65.1%	72.1%	68.2%	0	\$173.00	\$174.00	\$173.00	0	\$92.00	\$126.00	\$118.00	0
November	46.2%	53.9%	49.5%	0	\$138.00	\$138.00	\$135.00	0	\$64.00	\$74.00	\$67.00	0
Year-to-Date	34.6%	26.4%	35.3%	37.0%	\$116.00	\$108.50	\$113.00	\$112.50	\$34.00	\$28.50	\$40.00	\$41.50

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Vacation Rentals Detail

Fiscal Year: FY2026

Month ^	Occupancy Rate				ADR				RevPAR			
	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	22.5%	20.8%	17.1%	17.9%	\$141.00	\$140.00	\$145.00	\$146.00	\$32.00	\$29.00	\$25.00	\$26.00
January	49.5%	49.4%	43.7%	41.9%	\$81.00	\$85.00	\$89.00	\$94.00	\$40.00	\$42.00	\$39.00	\$39.00
February	71.4%	69.8%	64.1%	0	\$93.00	\$96.00	\$99.00	0	\$66.00	\$67.00	\$63.00	0
March	63.0%	58.6%	52.1%	0	\$218.00	\$230.00	\$212.00	0	\$137.00	\$133.00	\$111.00	0
April	48.2%	40.5%	45.4%	0	\$239.00	\$217.00	\$222.00	0	\$115.00	\$88.00	\$101.00	0
May	58.8%	59.3%	59.2%	0	\$300.00	\$305.00	\$332.00	0	\$176.00	\$181.00	\$197.00	0
June	82.8%	76.7%	79.5%	0	\$428.00	\$432.00	\$441.00	0	\$354.00	\$332.00	\$351.00	0
July	84.9%	81.5%	82.2%	0	\$442.00	\$433.00	\$433.00	0	\$375.00	\$353.00	\$356.00	0
August	53.8%	51.5%	53.3%	0	\$267.00	\$273.00	\$270.00	0	\$143.00	\$141.00	\$144.00	0
September	51.9%	47.0%	47.2%	0	\$222.00	\$218.00	\$207.00	0	\$115.00	\$102.00	\$97.00	0
October	49.8%	48.2%	49.6%	0	\$227.00	\$224.00	\$229.00	0	\$113.00	\$108.00	\$113.00	0
November	23.9%	2120.0%	21.0%	0	\$158.00	\$166.00	\$171.00	0	\$38.00	\$35.00	\$36.00	0
Year-to-Date	36.0%	35.1%	30.4%	29.9%	\$1111.00	\$1112.50	\$1117.00	\$120.00	\$36.00	\$35.50	\$32.00	\$32.50

Tax

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$19,788,584	\$20,581,886	-3.9%	\$18,607,163	6.3%
Retail Sales	\$71,492,469	\$70,129,414	1.9%	\$75,085,455	-4.8%

Tax (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$19,788,584	\$20,581,886	-3.9%	\$18,607,163	6.3%
Retail Sales	\$71,492,469	\$70,129,414	1.9%	\$75,085,455	-4.8%

Tax - Foley

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$1,556,548	\$1,524,698	2.1%	\$1,265,796.57	23.0%
Retail Sales	\$116,110,663	\$114,298,803	1.6%	\$119,526,649	-2.9%

Tax - Foley (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$1,556,548	\$1,524,698	2.1%	\$1,265,797	23.0%
Retail Sales	\$116,110,663	\$114,298,803	1.6%	\$119,526,649	-2.9%

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)



Taxable Retail Sales Detail

Fiscal Year: FY2026

Month	Prev. 3 Year	% Var	Prev. 2 Year	% Var	Prev. Year	% Var	Current
December	\$81,623,621	-12.4%	\$75,085,455	-4.8%	\$70,129,414	1.9%	\$71,492,469
January	\$69,897,703	0.0%	\$62,577,514	0.0%	\$61,585,728	0.0%	\$0
February	\$80,046,036	0.0%	\$85,933,781	0.0%	\$72,847,079	0.0%	\$0
March	\$132,147,692	0.0%	\$129,509,224	0.0%	\$122,365,855	0.0%	\$0
April	\$118,550,719	0.0%	\$110,975,445	0.0%	\$118,677,607	0.0%	\$0
May	\$153,785,713	0.0%	\$149,622,979	0.0%	\$159,644,494	0.0%	\$0
June	\$190,759,180	0.0%	\$187,003,198	0.0%	\$190,437,403	0.0%	\$0
July	\$200,794,548	0.0%	\$191,058,271	0.0%	\$204,264,489	0.0%	\$0
August	\$131,340,930	0.0%	\$125,370,341	0.0%	\$129,551,268	0.0%	\$0
September	\$110,277,013	0.0%	\$97,882,228	0.0%	\$106,539,629	0.0%	\$0
October	\$107,365,706	0.0%	\$135,959,360	0.0%	\$111,318,625	0.0%	\$0
November	\$68,663,258	0.0%	\$70,169,779	0.0%	\$72,537,704	0.0%	\$0
Year-to-Date	\$81,623,621	-12.4%	\$75,085,455	-4.8%	\$70,129,414	1.9%	\$71,492,469

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)



Taxable Lodging Rentals Detail

Fiscal Year: FY2026

Month	Prev. 3 Year	% Var	Prev. 2 Year	% Var	Prev. Year	% Var	Current
December	\$19,866,272	-0.4%	\$18,607,163	6.3%	\$20,581,886	-3.9%	\$19,788,584
January	\$31,034,934	0.0%	\$33,575,021	0.0%	\$33,641,145	0.0%	\$0
February	\$40,715,545	0.0%	\$44,312,015	0.0%	\$44,689,735	0.0%	\$0
March	\$76,046,153	0.0%	\$79,518,198	0.0%	\$78,145,226	0.0%	\$0
April	\$70,629,795	0.0%	\$62,130,133	0.0%	\$71,747,010	0.0%	\$0
May	\$92,714,058	0.0%	\$95,829,259	0.0%	\$113,280,366	0.0%	\$0
June	\$159,310,023	0.0%	\$160,456,340	0.0%	\$168,605,621	0.0%	\$0
July	\$175,755,640	0.0%	\$158,159,433	0.0%	\$168,756,339	0.0%	\$0
August	\$75,128,211	0.0%	\$76,290,404	0.0%	\$78,998,269	0.0%	\$0
September	\$60,252,169	0.0%	\$54,967,915	0.0%	\$57,464,246	0.0%	\$0
October	\$52,373,586	0.0%	\$61,335,568	0.0%	\$61,918,217	0.0%	\$0
November	\$26,858,592	0.0%	\$24,611,248	0.0%	\$26,535,147	0.0%	\$0
Year-to-Date	\$19,866,272	-0.4%	\$18,607,163	6.3%	\$20,581,886	-3.9%	\$19,788,584

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)