

Hotel & Vacation Rental Occupancy Summary

Mar 1, 2026 - Mar 31, 2026 ▾

Hotel - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	74.1%	71.2%	4%	71.4%	4%
ADR	\$190.00	\$183.00	4%	\$192.00	-1%
RevPar	\$141.00	\$130.00	8%	\$137.00	3%

Vacation Rental - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	53.5%	46.5%	15%	58.6%	-9%
ADR	\$221.00	\$223.00	-1%	\$230.00	-4%
RevPar	\$118.00	\$104.00	13%	\$133.00	-11%

Total Sales

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
Retail Sales	\$77,236,827	\$72,847,079	6%	\$85,933,781	-10%
Lodging Rentals	\$48,982,837	\$44,689,735	10%	\$44,312,015	11%

Hotel - YTD

Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
51.6%	49.5%	4%	46.3%	11%
\$136.25	\$134.00	2%	\$134.50	1%
\$75.00	\$70.25	7%	\$68.25	10%

Vacation Rental - YTD

Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev 2 Years Ago
44.1%	42.0%	5%	49.6%	-11%
\$141.50	\$139.25	2%	\$137.75	3%
\$62.25	\$57.25	9%	\$67.75	-8%

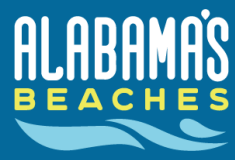
YTD Total Sales

Feb 1, 2026 - Feb 28, 2026 ▾

Current Year	Prev. Years	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
\$215,663,429	\$204,562,221	5%	\$223,596,750	-4%
\$105,293,590	\$98,912,765	6%	\$96,494,199	9%

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.

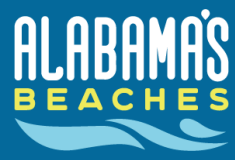


YTD Hotel Occupancy Detail

2026

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%	56.1%	58.1%	\$129.60	\$129.00	\$127.00	\$130.00	\$77.00	\$79.00	\$71.00	\$76.00
March	70.9%	71.4%	71.2%	74.1%	\$198.00	\$192.00	\$183.00	\$190.00	\$140.00	\$137.00	\$130.00	\$141.00
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	49.8%	46.3%	49.5%	51.6%	\$139.90	\$134.50	\$134.00	\$136.25	\$71.25	\$68.25	\$70.25	\$75.00

* **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



YTD Vacation Rental Detail

2026

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%	60.7%	63.2%	\$93.00	\$96.00	\$100.00	\$105.00	\$66.00	\$67.00	\$61.00	\$66.00
March	63.0%	58.6%	46.5%	53.5%	\$218.00	\$230.00	\$223.00	\$221.00	\$137.00	\$133.00	\$104.00	\$118.00
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%	21.2%	21.0%	0	\$158.00	\$166.00	\$171.00	0	\$38.00	\$35.00	\$36.00	0
Year-to-Date	51.6%	49.6%	42.0%	44.1%	\$133.25	\$137.75	\$139.25	\$141.50	\$68.75	\$67.75	\$57.25	\$62.25

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.

Tax

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$48,982,837	\$44,689,735	9.6%	\$44,312,015	10.5%
Retail Sales	\$77,236,827	\$72,847,079	6.0%	\$85,933,781	-10.1%

Tax (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$105,293,590	\$98,912,765	6.5%	\$96,494,199	9.1%
Retail Sales	\$215,663,429	\$204,562,221	5.4%	\$223,596,750	-3.5%

Tax - Foley

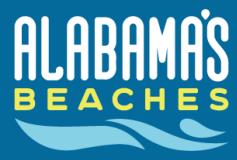
Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$2,396,261	\$2,221,967	7.8%	\$1,775,453.86	35.0%
Retail Sales	\$100,417,774	\$93,736,990	7.1%	\$102,308,419	-1.8%

Tax - Foley (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$5,840,409	\$5,584,283	4.6%	\$4,547,654	28.4%
Retail Sales	\$312,823,950	\$304,525,071	2.7%	\$318,383,996	-1.7%

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)



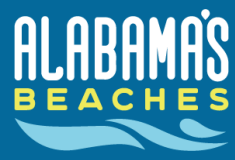
Taxable Retail Sales Detail

2026

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	-4.2%	\$62,577,514	7.0%	\$61,585,728	8.7%	\$66,934,132
February	\$80,046,036	-3.5%	\$85,933,781	-10.1%	\$72,847,079	6.0%	\$77,236,827
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	\$231,567,360	-6.9%	\$223,596,750	-3.5%	\$204,562,221	5.4%	\$215,663,429

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

2026

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	17.7%	\$33,575,021	8.8%	\$33,641,145	8.6%	\$36,522,169
February	\$40,715,545	20.3%	\$44,312,015	10.5%	\$44,689,735	9.6%	\$48,982,837
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	\$91,616,751	14.9%	\$96,494,199	9.1%	\$98,912,765	6.5%	\$105,293,590

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)