

# Hotel & Vacation Rental Occupancy Summary

May 1, 2026 - May 31, 2026 ▾

## Hotel - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var   Prev 2 Years Ago
Occupancy Rate	77.0%	82.4%	-7%	78.9%	-2%
ADR	\$222.00	\$246.00	-10%	\$233.00	-5%
RevPar	\$171.00	\$203.00	-16%	\$184.00	-7%

## Vacation Rental - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var   Prev 2 Years Ago
Occupancy Rate	55.1%	57.2%	-4%	59.3%	-7%
ADR	\$326.00	\$327.00	-0%	\$305.00	7%
RevPar	\$180.00	\$187.00	-4%	\$181.00	-1%

## Total Sales

retail sales figures to be updated ASAP

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var   Prev. 2 Years Ago
Retail Sales	\$0	\$118,677,607	-10...	\$110,975,445	-100%
Lodging Rentals	\$84,144,244	\$71,747,010	17%	\$62,130,133	35%

## Hotel - YTD

Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var   Prev 2 Years Ago
59.8%	58.3%	3%	55.6%	7%
\$162.17	\$164.33	-1%	\$161.50	0%
\$104.50	\$104.17	0%	\$99.17	5%

## Vacation Rental - YTD

Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var   Prev 2 Years Ago
47.0%	44.6%	5%	49.7%	-5%
\$187.33	\$184.33	2%	\$178.83	5%
\$91.00	\$85.00	7%	\$90.00	1%

## YTD Total Sales

Apr 1, 2026 - Apr 30, 2026 ▾

Current Year	Prev. Years	% Var	Prev. 2 Years Ago	% Var   Prev. 2 Years Ago
\$352,606,859	\$445,605,682	-21%	\$464,081,418	-24%
\$276,639,985	\$248,805,001	11%	\$238,142,529	16%

**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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# 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%	69.3%	75.5%	\$203.00	\$198.00	\$204.00	\$206.00	\$141.00	\$138.00	\$141.00	\$156.00
May	78.1%	78.9%	82.4%	77.0%	\$233.00	\$233.00	\$246.00	\$222.00	\$182.00	\$184.00	\$203.00	\$171.00
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
<b>Year-to-Date</b>	<b>57.8%</b>	<b>55.6%</b>	<b>58.3%</b>	<b>59.8%</b>	<b>\$165.93</b>	<b>\$161.50</b>	<b>\$164.33</b>	<b>\$162.17</b>	<b>\$101.33</b>	<b>\$99.17</b>	<b>\$104.17</b>	<b>\$104.50</b>

\* **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%	42.3%	50.4%	\$239.00	\$217.00	\$222.00	\$232.00	\$115.00	\$88.00	\$94.00	\$117.00
May	58.8%	59.3%	57.2%	55.1%	\$300.00	\$305.00	\$327.00	\$326.00	\$176.00	\$181.00	\$187.00	\$180.00
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
<b>Year-to-Date</b>	<b>52.2%</b>	<b>49.7%</b>	<b>44.6%</b>	<b>47.0%</b>	<b>\$178.67</b>	<b>\$178.83</b>	<b>\$184.33</b>	<b>\$187.33</b>	<b>\$94.33</b>	<b>\$90.00</b>	<b>\$85.00</b>	<b>\$91.00</b>

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	\$84,144,244	\$71,747,010	17.3%	\$62,130,133	35.4%

Retail Sales	\$0	\$118,677,607	-100.0%	\$110,975,445	-100.0%
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retail sales figures to be updated ASAP

## Tax (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var   Prev 2 Year
Lodging Rentals	\$276,639,985	\$248,805,001	11.2%	\$238,142,529	16.2%

Retail Sales	\$352,606,859	\$445,605,682	-20.9%	\$464,081,418	-24.0%
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## Tax - Foley

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var   Prev 2 Year
Lodging Rentals	\$3,469,364	\$3,111,084	11.5%	\$2,664,633.43	30.2%

Retail Sales	\$113,464,648	\$109,556,217	3.6%	\$114,042,746	-0.5%
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## Tax - Foley (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var   Prev 2 Year
Lodging Rentals	\$13,155,216	\$12,417,003	5.9%	\$10,600,512	24.1%

Retail Sales	\$550,971,163	\$529,882,441	4.0%	\$557,258,029	-1.1%
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**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

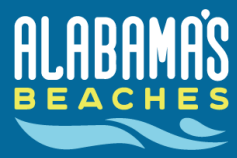
Month	Prev. 3 Year	% Var	Prev. 2 Year	% Var	Prev. Year	% Var	Current
December	\$81,623,621	-12.4%	\$75,085,455	-4.8%	\$70,129,414	1.9%	\$71,492,469
January	\$69,897,703	-4.2%	\$62,577,514	7.0%	\$61,585,728	8.7%	\$66,934,132
February	\$80,046,036	-3.5%	\$85,933,781	-10.1%	\$72,847,079	6.0%	\$77,236,827
March	\$132,147,692	3.6%	\$129,509,224	5.7%	\$122,365,855	11.9%	\$136,943,430
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

<b>Year-to-Date</b>	<b>\$482,265,771</b>	<b>-26.9%</b>	<b>\$464,081,418</b>	<b>-24.0%</b>	<b>\$445,605,682</b>	<b>-20.9%</b>	<b>\$352,606,859</b>
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retail sales figures to be updated ASAP

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	14.7%	\$79,518,198	9.7%	\$78,145,226	11.6%	\$87,202,152
April	\$70,629,795	19.1%	\$62,130,133	35.4%	\$71,747,010	17.3%	\$84,144,244
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
<b>Year-to-Date</b>	<b>\$238,292,698</b>	<b>16.1%</b>	<b>\$238,142,529</b>	<b>16.2%</b>	<b>\$248,805,001</b>	<b>11.2%</b>	<b>\$276,639,985</b>

**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)