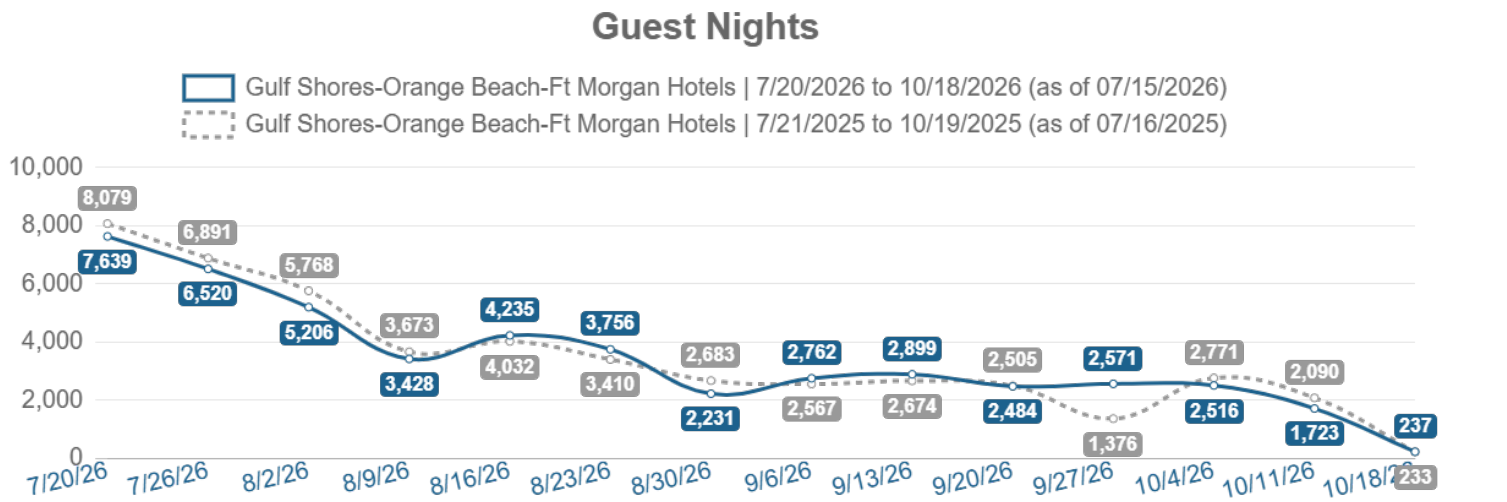
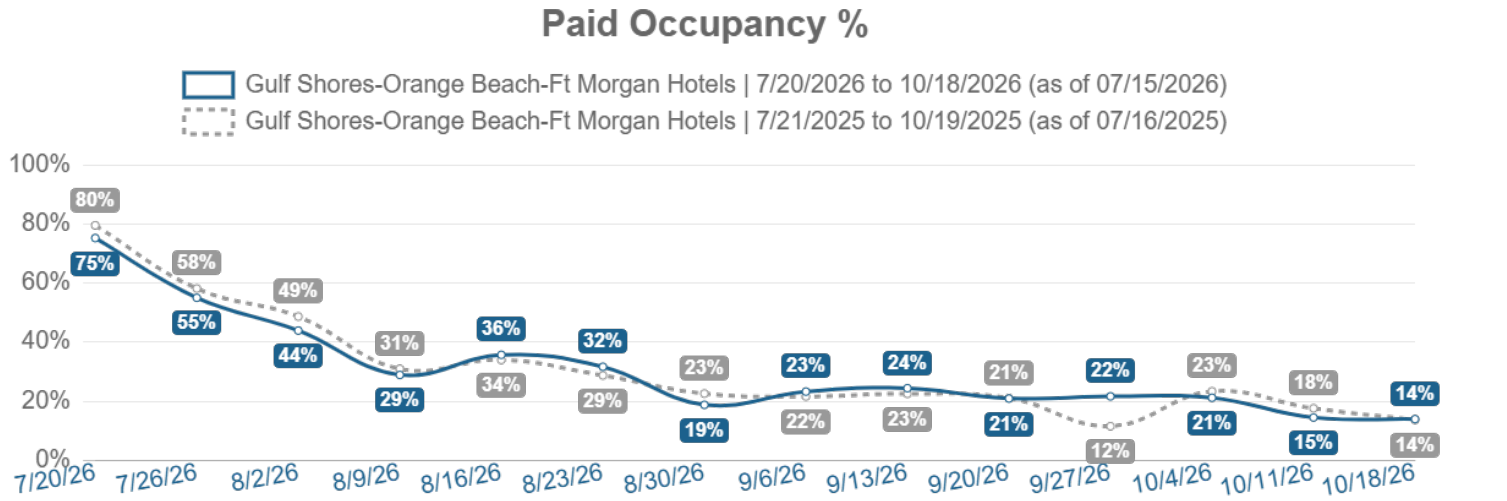


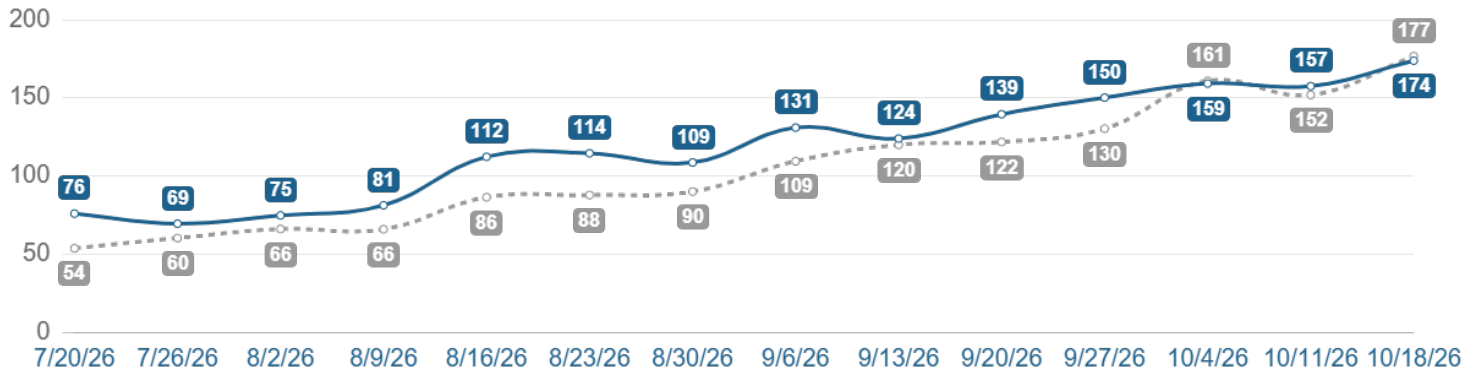
Data Source: Hotel (Direct)

KPI	Value	Compared	Difference
Paid Occupancy % (Hotels)	31.3%	31.6%	-1%
Guest Nights (Hotels)	48,207	48,752	-1%
Avg. Booking Window (Hotels)	104	87	20%
Avg. Length of Stay (Hotels)	2.9	2.8	0%



Avg. Booking Window

 Gulf Shores-Orange Beach-Ft Morgan Hotels | 7/20/2026 to 10/18/2026 (as of 07/15/2026)
 Gulf Shores-Orange Beach-Ft Morgan Hotels | 7/21/2025 to 10/19/2025 (as of 07/16/2025)



Avg. Length of Stay

 Gulf Shores-Orange Beach-Ft Morgan Hotels | 7/20/2026 to 10/18/2026 (as of 07/15/2026)
 Gulf Shores-Orange Beach-Ft Morgan Hotels | 7/21/2025 to 10/19/2025 (as of 07/16/2025)

