



Hotel & Vacation Rental Occupancy Summary

Jul 1, 2026 - Jul 31, 2026 ▾

Hotel - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	90.3%	89.6%	1%	85.0%	6%
ADR	\$290.00	\$276.00	5%	\$281.00	3%
RevPar	\$262.00	\$247.00	6%	\$239.00	10%

Vacation Rental - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	81.4%	77.5%	5%	81.5%	-0%
ADR	\$461.00	\$435.00	6%	\$433.00	6%
RevPar	\$375.00	\$337.00	11%	\$353.00	6%

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	\$190,437,403	-10...	\$187,003,198	-100%
Lodging Rentals	\$182,655,559	\$168,605,621	8%	\$160,456,340	14%

Hotel - YTD

Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
66.5%	65.0%	2%	63.0%	6%
\$193.50	\$192.25	1%	\$190.63	2%
\$140.75	\$136.88	3%	\$133.50	5%

Vacation Rental - YTD

Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev 2 Years Ago
55.4%	52.7%	5%	57.1%	-3%
\$256.13	\$248.00	3%	\$242.25	6%
\$161.25	\$148.25	9%	\$153.13	5%

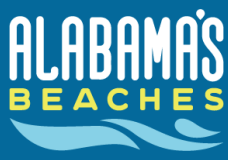
YTD Total Sales

Jun 1, 2026 - Jun 30, 2026 ▾

Current Year	Prev. Years	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
\$352,606,859	\$795,687,579	-56%	\$800,707,596	-56%
\$575,692,009	\$530,690,988	8%	\$494,428,128	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

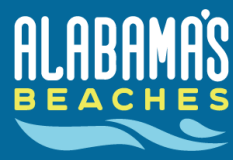
VACATION RENTAL SOURCE: Copyright Key Data, LLC. Republication or other re-use of this data without the express written permission of Key Data is strictly prohibited.



YTD Hotel Occupancy Detail

2026

Occupancy Rate					ADR				RevPAR			
Month ^	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%	81.1%	83.2%	\$273.00	\$275.00	\$276.00	\$285.00	\$233.00	\$234.00	\$223.00	\$237.00
July	90.8%	85.0%	89.6%	90.3%	\$292.00	\$281.00	\$276.00	\$290.00	\$265.00	\$239.00	\$247.00	\$262.00
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	65.3%	63.0%	65.0%	66.5%	\$195.08	\$190.63	\$192.25	\$193.50	\$138.25	\$133.50	\$136.88	\$140.75



YTD Vacation Rental Detail

2026

Occupancy Rate					ADR				RevPAR			
Month ^	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%	76.4%	79.5%	\$428.00	\$432.00	\$443.00	\$464.00	\$354.00	\$332.00	\$339.00	\$369.00
July	84.9%	81.5%	77.5%	81.4%	\$442.00	\$433.00	\$435.00	\$461.00	\$375.00	\$353.00	\$337.00	\$375.00
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	60.1%	57.1%	52.7%	55.4%	\$242.75	\$242.25	\$248.00	\$256.13	\$161.88	\$153.13	\$148.25	\$161.25

Tax

retail sales figures to be updated ASAP

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$182,655,559	\$168,605,621	8.3%	\$160,456,340	13.8%
Retail Sales	\$0	\$190,437,403	-100.0%	\$187,003,198	-100.0%

Tax (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$575,692,009	\$530,690,988	8.5%	\$494,428,128	16.4%
Retail Sales	\$352,606,859	\$795,687,579	-55.7%	\$800,707,596	-56.0%

Tax - Foley

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$5,543,877	\$4,626,210	19.8%	\$4,160,424.71	33.3%
Retail Sales	\$130,024,138	\$126,272,103	3.0%	\$127,111,560	2.3%

Tax - Foley (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$22,895,436	\$20,811,300	10.0%	\$18,134,203	26.3%
Retail Sales	\$798,397,054	\$770,130,459	3.7%	\$802,810,292	-0.5%

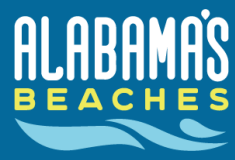
RETAIL TAX SOURCES: City of Gulf Shores Revenue Department; City of Orange Beach Revenue Department; City of Foley Revenue Department

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)

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

Year-to-Date	\$826,810,664	-57.4%	\$800,707,596	-56.0%	\$795,687,579	-55.7%	\$352,606,859
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retail sales figures to be updated ASAP



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	25.5%	\$95,829,259	21.5%	\$113,280,366	2.8%	\$116,396,465
June	\$159,310,023	14.7%	\$160,456,340	13.8%	\$168,605,621	8.3%	\$182,655,559
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	\$490,316,779	17.4%	\$494,428,128	16.4%	\$530,690,988	8.5%	\$575,692,009

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)