

Hotel - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	83.2%	81.1%	3%	85.2%	-2%
ADR	\$285.00	\$276.00	3%	\$275.00	4%
RevPar	\$237.00	\$223.00	6%	\$234.00	1%

Vacation Rental - Monthly

Metrics	Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
Occupancy Rate	79.5%	76.4%	4%	76.7%	4%
ADR	\$464.00	\$443.00	5%	\$432.00	7%
RevPar	\$369.00	\$339.00	9%	\$332.00	11%

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	\$159,644,494	-10...	\$149,622,979	-100%
Lodging Rentals	\$116,396,465	\$113,280,366	3%	\$95,829,259	21%

Hotel - YTD

Current Year	Prev. Year	% Var	Prev 2 Years Ago	% Var Prev 2 Years Ago
63.1%	61.5%	3%	59.8%	5%
\$179.71	\$180.29	-0%	\$177.71	1%
\$123.43	\$121.14	2%	\$118.43	4%

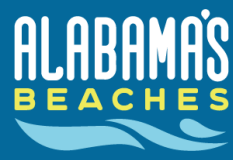
Vacation Rental - YTD

Current Year	Prev. Year	% Var	Prev. 2 Years Ago	% Var Prev 2 Years Ago
51.6%	49.1%	5%	53.6%	-4%
\$226.86	\$221.29	3%	\$215.00	6%
\$130.71	\$121.29	8%	\$124.57	5%

YTD Total Sales

May 1, 2026 - May 31, 2026 ▾

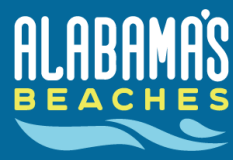
Current Year	Prev. Years	% Var	Prev. 2 Years Ago	% Var Prev. 2 Years Ago
\$352,606,859	\$605,250,176	-42%	\$613,704,398	-43%
\$393,036,450	\$362,085,367	9%	\$333,971,788	18%



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%	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	61.7%	59.8%	61.5%	63.1%	\$181.23	\$177.71	\$180.29	\$179.71	\$120.14	\$118.43	\$121.14	\$123.43



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%	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	56.6%	53.6%	49.1%	51.6%	\$214.29	\$215.00	\$221.29	\$226.86	\$131.43	\$124.57	\$121.29	\$130.71

Tax

retail sales figures to be updated ASAP

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$116,396,465	\$113,280,366	2.8%	\$95,829,259	21.5%
Retail Sales	\$0	\$159,644,494	-100.0%	\$149,622,979.33	-100.0%

Tax (YTD)

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$393,036,450	\$362,085,367	8.5%	\$333,971,788	17.7%
Retail Sales	\$352,606,859	\$605,250,176	-41.7%	\$613,704,398	-42.5%

Tax - Foley

Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$4,196,343	\$3,768,087	11.4%	\$3,373,266.71	24.4%
Retail Sales	\$117,401,753	\$113,975,915	3.0%	\$118,440,703	-0.9%

Tax - Foley (YTD)

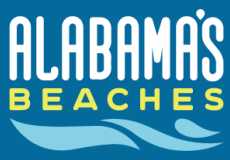
Metrics	Current Year	Prev. Year	% Var	Prev. 2 Year	% Var Prev 2 Year
Lodging Rentals	\$17,351,559	\$16,185,090	7.2%	\$13,973,779	24.2%
Retail Sales	\$668,372,916	\$643,858,356	3.8%	\$675,698,732	-1.1%

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	\$636,051,484	-44.6%	\$613,704,398	-42.5%	\$605,250,176	-41.7%	\$352,606,859

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	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	\$331,006,756	18.7%	\$333,971,788	17.7%	\$362,085,367	8.5%	\$393,036,450

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)