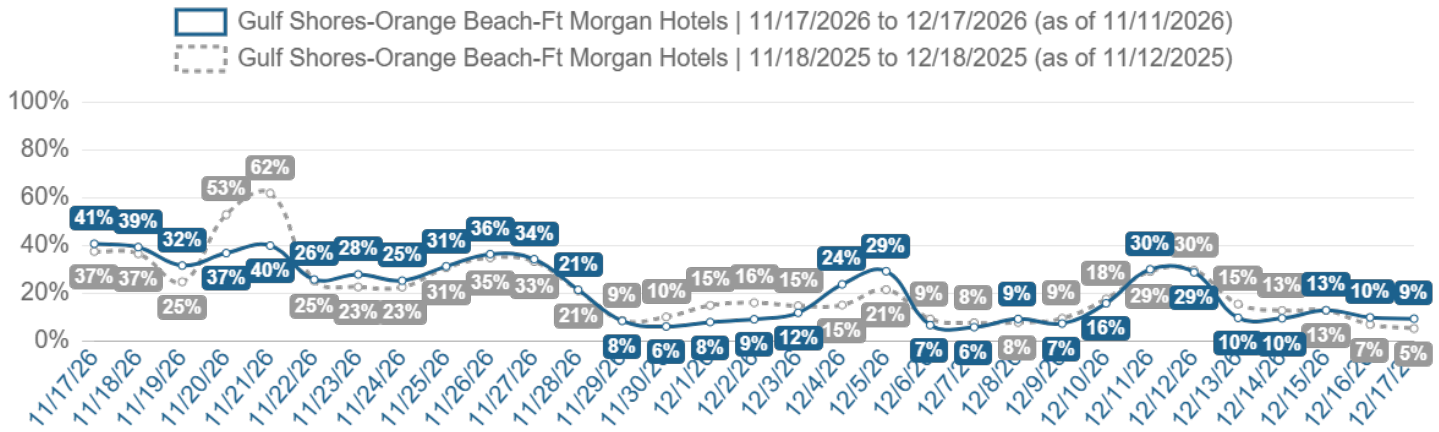
2026 30 Day Hotel Occupancy
Paid On-the-Books (OTB) Occupancy_Daily View_Same Day-of-Week 2025 Comparison

KEYDATA™

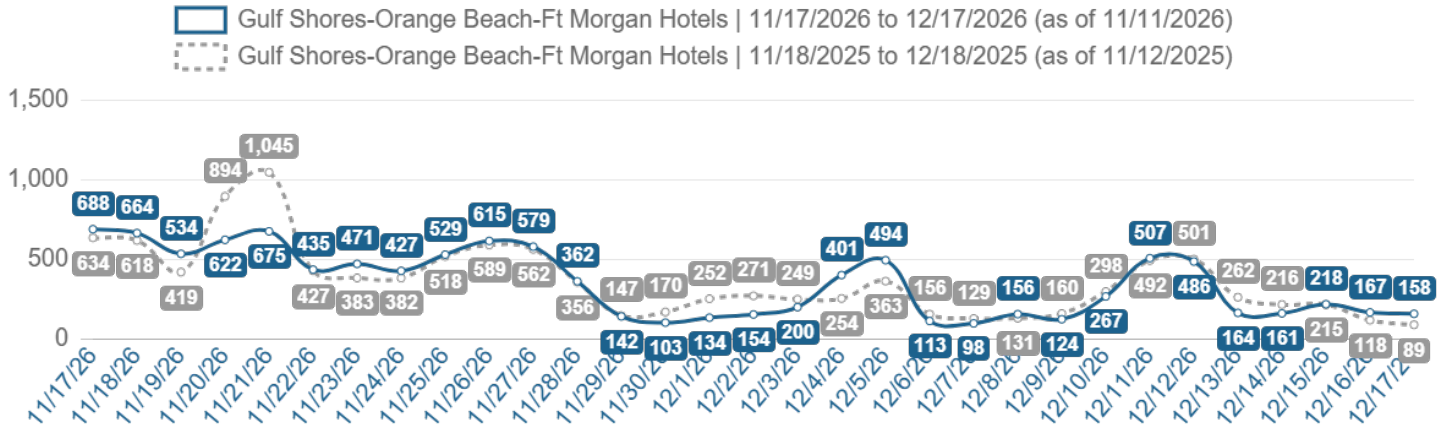
Data Source: Hotel (Direct)

KPI	Value	Compared	Difference
Paid Occupancy % (Hotels)	20.7%	21.5%	-4%
Guest Nights (Hotels)	10,848	11,300	-4%
Avg. Booking Window (Hotels)	58	53	10%
Avg. Length of Stay (Hotels)	2.6	2.6	1%

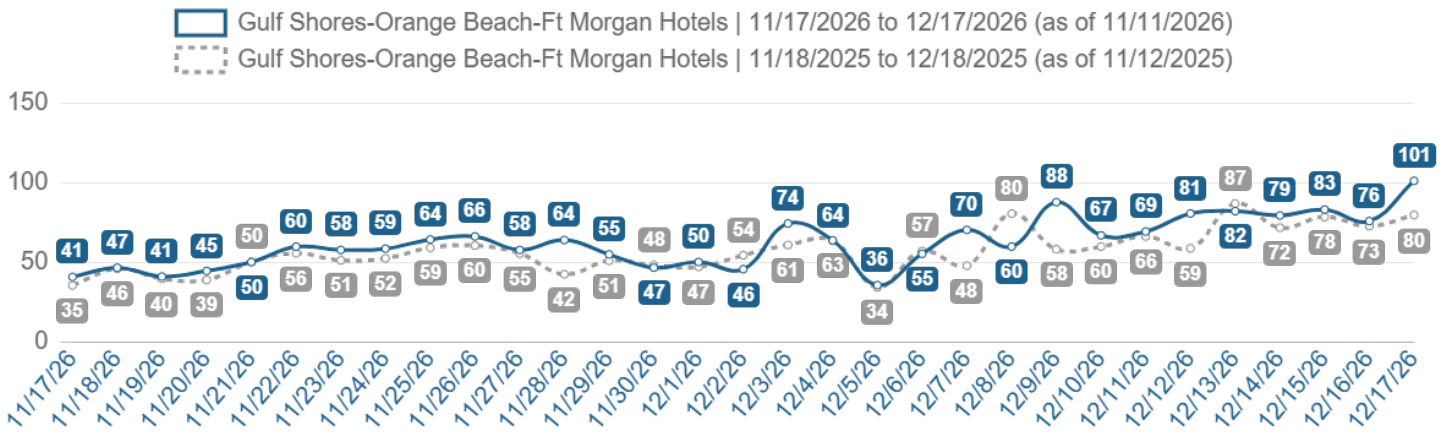
Paid Occupancy %



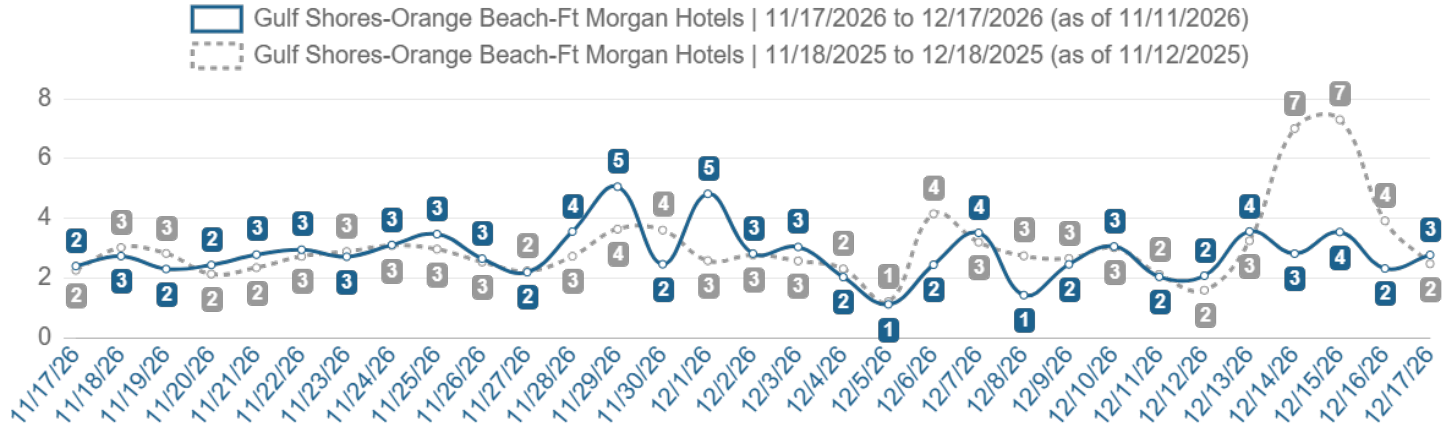
Guest Nights



Avg. Booking Window



Avg. Length of Stay



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Market(s): Gulf Shores-Orange Beach-Ft Morgan
Filter(s): none