Gulf Shores & Orange Beach Daily Occupancy Report Vacation Rental Bookings as of July 31, 2018 "RETAIL REPORT": 60-DAY ADVANCE VIEW

This report shows the vacation rental occupancy for each day looking out 60 days in the Gulf Shores, Orange Beach and Fort Morgan area that is on the books as of the report date.

- The red bars indicate the percentage of occupancy for vacation rentals on a particular day for the current year. This Normally occupancy grows in the month for the month as well as for future months. percentage of occupancy is also listed above the red bar.

The Wharf Uncorked Food & Wine Festival

9/13 - 9/15/2018

- This report is only representative of the vacation rental occupancy and does not include hotels.
- The green bars indicate the percentage of occupancy for vacation rentals on a particular day for the previous year.
- The line graph shows what the actual vacation rental occupancy was for that day in the prior year.

- Local companies can use this information in staff scheduling and to be ready for peak periods.
- 100% 2018 as of 7/31/18 90% 2017 as of 7/31/17 -0—2017 Total actual bookings 80% 70% 29% 60% **Occupancy Rate** 50% 30% 20% 10% 0% 8-Aug-18 9-Aug-18 6-Aug-18 7-Aug-18 30-Aug-18 31-Aug-18 2-Sep-18 5-Sep-18 8-Sep-18 4-Aug-18 5-Aug-18 11-Aug-18 14-Aug-18 17-Aug-18 28-Aug-18 1-Sep-18 3-Sep-18 4-Sep-18 7-Sep-18 18-Sep-18 24-Sep-18 30-Sep-18 29-Sep-18 1-Aug-18 2-Aug-18 3-Aug-18 25-Aug-18 13-Sep-18 10-Aug-18 12-Aug-18 13-Aug-18 16-Aug-18 18-Aug-18 19-Aug-18 20-Aug-18 21-Aug-18 22-Aug-18 23-Aug-18 24-Aug-18 26-Aug-18 27-Aug-18 29-Aug-18 6-Sep-18 9-Sep-18 10-Sep-18 11-Sep-18 12-Sep-18 14-Sep-18 15-Sep-18 16-Sep-18 17-Sep-18 19-Sep-18 20-Sep-18 21-Sep-18 22-Sep-18 23-Sep-18 25-Sep-18 26-Sep-18 27-Sep-18 28-Sep-18 15-Aug-18 Labor Day 2018 Brett Robinson Alabama The Bandwagon Tour with Keith Urban Graffiti U World **Evolve Tour Imagine** 2018 Publix Super Cup Soccer Shindig on the Sand 9/3/18 **Coastal Triathalon Miranda Lambert And Little Tour 2018 with Kelsea Ballerini Dragons with Special Tournament-BOYS** 9/29/18 **Big Town Guest Grace Vanderwaal** 8/25/2018 9/8/2018 9/15-9/16/2018 8/2/2018 8/7/2018
- Source: DestiMetrics. Copyright 2018.

DAY

Report Date: 7/31/18