

# Gulf Shores & Orange Beach Daily Occupancy Report Vacation Rental Bookings as of July 31, 2018

## "RETAIL REPORT": 60-DAY ADVANCE VIEW

Report Date: 7/31/18

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 percentage of occupancy is also listed above the red bar.
- 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.
- **Normally occupancy grows in the month for the month as well as for future months.**
- This report is only representative of the vacation rental occupancy and does not include hotels.
- Local companies can use this information in staff scheduling and to be ready for peak periods.

