

Gulf Shores & Orange Beach

Alabama's Gulf-facing beach towns

A real tourism-driven economy and a lifestyle built around the water — busy in summer, noticeably quieter the rest of the year.

\$73,873 MEDIAN HH INCOME (GULF SHORES)	0.3% EFFECTIVE PROPERTY TAX	33.0 COMBINED MILLAGE RATE
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At a Glance

Median HH income	\$73,873 (Gulf Shores).
Property tax	0.3% effective rate; combined city/county/school millage rate of 33.0 mills (2026).
School systems	Gulf Shores City Schools and Orange Beach's school system both rank among Alabama's top public school districts and high schools statewide, per Niche's 2026 rankings.
Economy	Tourism and hospitality (hotels, restaurants), Gulf State Park, The Wharf entertainment district, healthcare.

What It's Known For

Gulf Shores and Orange Beach are Alabama's Gulf-facing beach towns — a mix of full-time residents and vacation/second-home buyers, with a lifestyle built around the water. Summers are busy; the rest of the year is a lot quieter than people expect.

Major Employers

- Tourism & hospitality (hotels, restaurants)
- Gulf State Park
- The Wharf entertainment district
- Healthcare

Shopping & Groceries

Pelican Place in Gulf Shores has Target, Books-A-Million, and local boutiques; SanRoc Cay in Orange Beach covers swimwear, clothing, and home decor; The Wharf adds dining and entertainment. Publix is present in Gulf Shores.

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Distances

- ~45 mi to Mobile
- ~25-30 mi to Fairhope
- ~160 mi to Montgomery
- ~260 mi to Birmingham

Thinking about Gulf Shores & Orange Beach?

Tell me your budget and priorities and I'll help you figure out if this is the right fit — or connect you with a trusted local agent if it's outside my direct coverage. Reach out any time at krysten@yoursweethomealabama.com.