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# Florence/Lauderdale Tourism

For the Month of April 2020



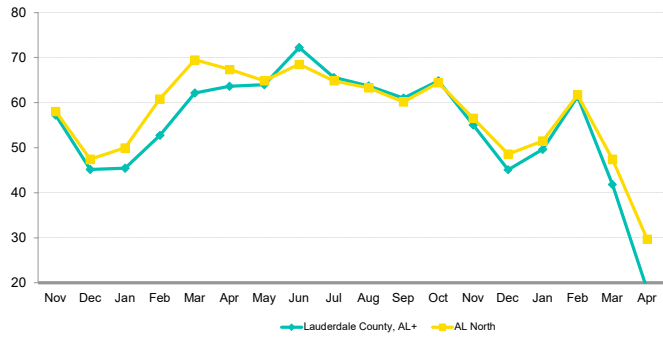
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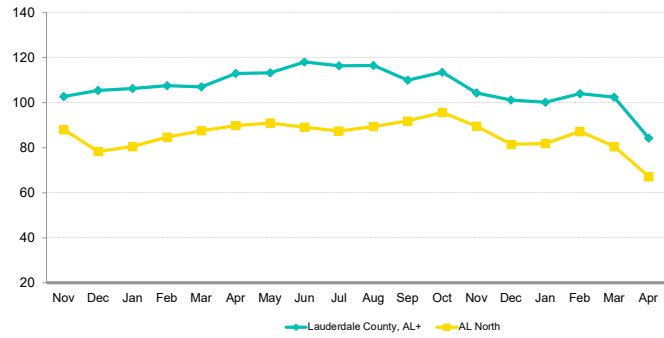
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### Occupancy Comparison



### ADR Comparison



Occupancy (%)	2018				2019								2020					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Lauderdale County, AL+	57.2	45.2	45.4	52.7	62.1	63.6	64.0	72.2	65.6	63.7	61.0	64.8	55.0	45.1	49.6	61.4	41.8	18.6
AL North	58.1	47.4	50.0	60.8	69.5	67.4	64.9	68.5	64.8	63.3	60.2	64.4	56.5	48.6	51.5	61.7	47.4	29.7
Index	98.6	95.3	90.9	86.7	89.4	94.5	98.7	105.5	101.2	100.7	101.4	100.6	97.3	92.9	96.4	99.4	88.2	62.6
% Chg	2018				2019								2020					
Lauderdale County, AL+	-6.0	-7.0	-4.1	-6.9	0.9	-3.9	-9.6	-4.7	-10.0	-1.6	1.6	-1.7	-3.9	-0.1	9.2	16.4	-32.7	-70.8
AL North	6.4	2.9	8.7	6.5	5.1	3.3	1.1	-2.4	-0.7	-0.6	-0.8	-4.1	-2.6	2.4	3.0	1.5	-31.8	-55.9

Year To Date			Running 12 Month		
2018	2019	2020	2018	2019	2020
57.9	56.0	42.6	62.3	61.4	55.3
58.6	61.9	47.4	58.6	62.0	56.8
98.9	90.4	89.8	106.3	99.1	97.3
0.8	-3.3	-23.9	-1.9	-1.4	-10.0
4.0	5.7	-23.4	2.6	5.8	-8.4

ADR	2018				2019								2020					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Lauderdale County, AL+	102.72	105.36	106.26	107.55	107.04	112.98	113.25	118.03	116.36	116.53	109.96	113.44	104.28	101.16	100.21	104.04	102.44	84.25
AL North	88.04	78.30	80.50	84.68	87.58	89.82	90.92	89.15	87.40	89.37	91.83	95.68	89.50	81.46	81.88	87.19	80.47	67.13
Index	116.7	134.6	132.0	127.0	122.2	125.8	124.6	132.4	133.1	130.4	119.7	118.6	116.5	124.2	122.4	119.3	127.3	125.5
% Chg	2018				2019								2020					
Lauderdale County, AL+	-0.4	1.7	4.9	3.0	1.5	2.6	-0.3	-0.1	-0.2	7.1	-7.2	0.8	1.5	-4.0	-5.7	-3.3	-4.3	-25.4
AL North	5.2	2.5	4.2	4.9	4.6	2.5	5.8	4.1	4.6	4.1	3.1	8.0	1.6	4.0	1.7	3.0	-8.1	-25.3

Year To Date			Running 12 Month		
2018	2019	2020	2018	2019	2020
105.68	108.67	100.32	108.38	111.40	109.28
82.81	86.06	80.85	83.44	85.89	87.21
127.6	126.3	124.1	129.9	129.7	125.3
2.8	2.8	-7.7	3.2	2.8	-1.9
4.7	3.9	-6.1	3.7	2.9	1.5

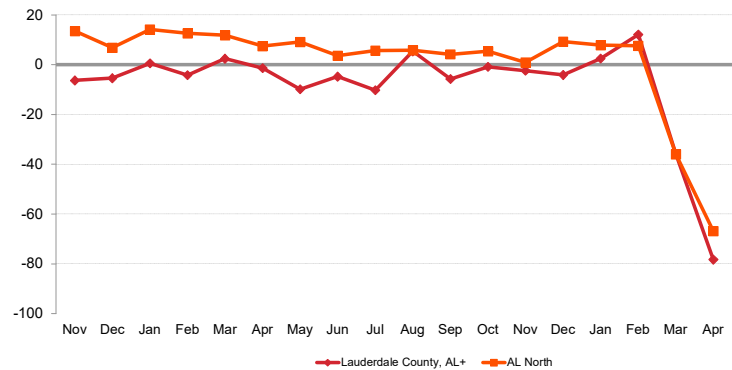
RevPAR	2018				2019								2020					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Lauderdale County, AL+	58.77	47.59	48.27	56.70	66.51	71.90	72.49	85.25	76.33	74.27	67.10	73.54	57.37	45.63	49.70	63.85	42.85	15.67
AL North	51.12	37.13	40.23	51.51	60.88	60.50	58.97	61.06	56.67	56.54	55.26	61.63	50.61	39.57	42.13	53.83	38.16	19.95
Index	115.0	128.2	120.0	110.1	109.3	118.8	122.9	139.6	134.7	131.4	121.4	119.3	113.4	115.3	118.0	118.6	112.3	78.6
% Chg	2018				2019								2020					
Lauderdale County, AL+	-6.3	-5.5	0.6	-4.2	2.4	-1.4	-9.9	-4.8	-10.2	5.4	-5.7	-0.8	-2.4	-4.1	3.0	12.6	-35.6	-78.2
AL North	12.0	5.4	13.3	11.8	10.0	5.9	7.0	1.6	3.9	3.5	2.3	3.5	-1.0	6.6	4.7	4.5	-37.3	-67.0

Year To Date			Running 12 Month		
2018	2019	2020	2018	2019	2020
61.22	60.86	42.72	67.52	68.42	60.38
48.52	53.30	38.35	48.90	53.26	49.51
126.2	114.2	111.4	138.1	128.5	122.0
3.6	-0.6	-29.8	1.2	1.3	-11.8
8.8	9.8	-28.0	6.3	8.9	-7.0

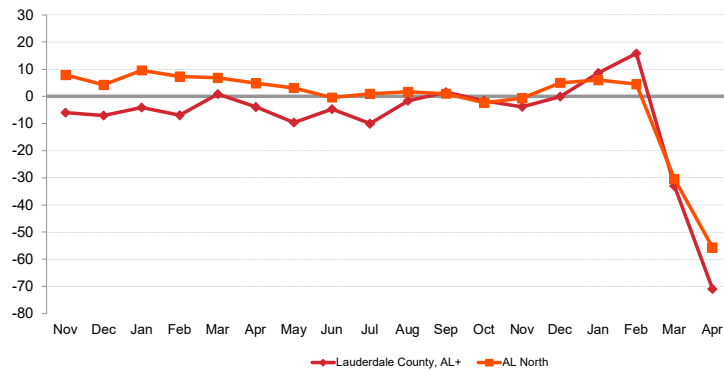
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### Revenue Percent Change Comparison



### Demand Percent Change Comparison



Supply	2018			2019												2020				Year To Date			Running 12 Month		
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	25,290	26,133		26,133	23,604	26,133	25,290	26,133	25,290	26,133	26,133	25,290	26,133	25,290	26,133	26,009	23,492	26,009	25,170	101,160	101,160	100,680	307,695	307,695	307,215
AL North	680,370	703,049		699,794	632,072	705,901	683,130	708,908	686,070	712,287	716,038	692,940	715,945	693,390	720,688	720,564	650,832	720,564	687,900	2,687,938	2,720,897	2,779,860	8,161,444	8,256,865	8,426,126
Index	3.7	3.7		3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.6	3.6	3.7	3.6	3.6	3.6	3.6	3.6	3.7	3.8	3.7	3.6	3.8	3.7	3.6
% Chg																									
Lauderdale County, AL+	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.5	-0.5	-0.5	-0.5	0.0	0.0	-0.5	0.0	0.0	-0.2
AL North	1.4	1.4		0.8	0.8	1.7	1.6	2.0	2.0	1.6	2.2	1.9	1.8	1.9	2.5	3.0	3.0	2.1	0.7	1.2	1.2	2.2	1.6	1.2	2.0
Demand	2018			2019												2020				Year To Date			Running 12 Month		
Lauderdale County, AL+	14,470	11,803		11,871	12,445	16,238	16,094	16,727	18,266	17,144	16,657	15,432	16,941	13,912	11,789	12,899	14,417	10,879	4,682	58,596	56,648	42,877	191,691	188,984	169,745
AL North	394,993	333,345		349,748	384,466	490,700	460,128	459,747	469,911	461,894	453,014	416,956	461,180	392,087	350,041	370,763	401,792	341,678	204,378	1,575,021	1,685,042	1,318,611	4,782,299	5,119,654	4,783,441
Index	3.7	3.5		3.4	3.2	3.3	3.5	3.6	3.9	3.7	3.7	3.7	3.7	3.5	3.4	3.5	3.6	3.2	2.3	3.7	3.4	3.3	4.0	3.7	3.5
% Chg																									
Lauderdale County, AL+	-6.0	-7.0		-4.1	-6.9	0.9	-3.9	-9.6	-4.7	-10.0	-1.6	1.6	-1.7	-3.9	-0.1	8.7	15.8	-33.0	-70.9	0.8	-3.3	-24.3	-1.9	-1.4	-10.2
AL North	7.9	4.3		9.6	7.3	6.9	4.9	3.1	-0.4	0.9	1.6	1.0	-2.4	-0.7	5.0	6.0	4.5	-30.4	-55.6	5.2	7.0	-21.7	4.1	7.1	-6.6
Revenue	2018			2019												2020				Year To Date			Running 12 Month		
Lauderdale County, AL+	1,486,401	1,243,611		1,261,371	1,338,435	1,738,103	1,818,226	1,894,258	2,155,874	1,994,854	1,941,022	1,696,866	1,921,861	1,450,808	1,192,543	1,292,561	1,499,902	1,114,444	394,444	6,192,555	6,156,135	4,301,351	20,774,810	21,052,248	18,549,436
AL North	34,777,133	26,100,928		28,154,165	32,555,493	42,973,219	41,328,261	41,801,870	41,894,267	40,367,911	40,487,083	38,288,831	44,124,610	35,090,852	28,515,970	30,357,130	35,031,579	27,495,345	13,720,591	130,422,215	145,011,137	106,604,644	399,054,686	439,747,033	417,176,038
Index	4.3	4.8		4.5	4.1	4.0	4.4	4.5	5.1	4.9	4.8	4.4	4.4	4.1	4.2	4.3	4.3	4.1	2.9	4.7	4.2	4.0	5.2	4.8	4.4
% Chg																									
Lauderdale County, AL+	-6.3	-5.5		0.6	-4.2	2.4	-1.4	-9.9	-4.8	-10.2	5.4	-5.7	-0.8	-2.4	-4.1	2.5	12.1	-35.9	-78.3	3.6	-0.6	-30.1	1.2	1.3	-11.9
AL North	13.5	6.9		14.2	12.7	11.8	7.5	9.1	3.6	5.6	5.8	4.2	5.4	0.9	9.3	7.8	7.6	-36.0	-66.8	10.1	11.2	-26.5	8.0	10.2	-5.1

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