

Date Created: Sep 16, 2019

Florence/Lauderdale Tourism

For the Month of August 2019



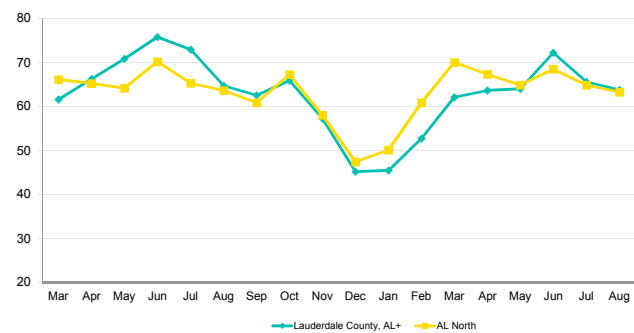
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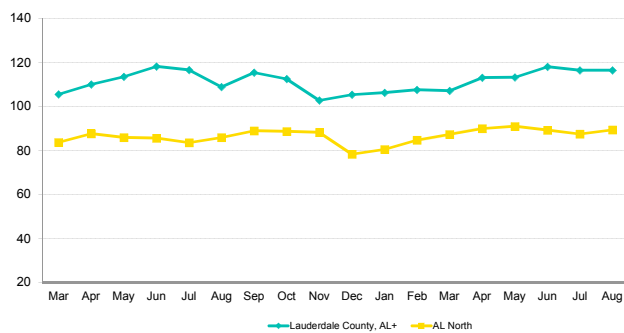
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Occupancy Comparison



ADR Comparison



Occupancy (%)	2018												2019						Year To Date			Running 12 Month		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	61.6	66.2	70.8	75.8	72.9	64.7	62.5	65.9	57.2	45.2	45.4	52.7	62.1	63.6	64.0	72.2	65.6	63.7	63.1	64.6	61.2	62.0	63.1	60.0
AL North	66.1	65.3	64.1	70.2	65.3	63.6	60.8	67.3	58.1	47.5	50.1	60.9	70.0	67.4	64.9	68.5	64.8	63.3	58.9	62.2	63.7	56.9	60.1	62.0
Index	93.1	101.5	110.4	108.0	111.7	101.8	102.8	98.0	98.5	95.2	90.7	86.6	88.7	94.5	98.7	105.5	101.2	100.8	107.2	103.7	96.1	108.9	104.9	96.9
% Chg																								
Lauderdale County, AL+	-6.9	3.9	-1.0	3.0	8.5	3.3	-7.6	3.3	-6.0	-7.0	-4.1	-6.9	0.9	-3.9	-9.6	-4.7	-10.0	-1.5	-4.0	2.2	-5.1	-2.9	1.7	-4.8
AL North	1.9	7.6	6.4	10.1	6.2	6.3	-2.7	11.2	6.5	3.0	9.0	6.6	5.9	3.2	1.1	-2.4	-0.7	-0.6	-1.1	5.7	2.4	-1.0	5.6	3.1

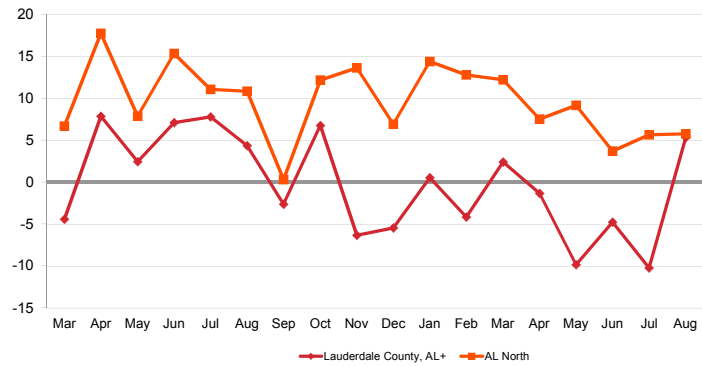
ADR	2018												2019						Year To Date			Running 12 Month		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	105.49	110.10	113.54	118.14	116.63	108.82	115.36	112.50	102.72	105.36	106.22	107.56	107.07	113.02	113.25	118.05	116.38	116.46	107.96	110.57	112.74	106.92	109.29	111.69
AL North	83.75	87.66	85.96	85.66	83.54	85.86	88.98	88.69	88.18	78.28	80.48	84.75	87.30	89.90	90.98	89.20	87.44	89.39	81.12	84.14	87.70	81.50	84.32	87.32
Index	126.0	125.6	132.1	137.9	139.6	126.7	129.6	126.8	116.5	134.6	132.0	126.9	122.7	125.7	124.5	132.3	133.1	130.3	133.1	131.4	128.6	131.2	129.6	127.9
% Chg																								
Lauderdale County, AL+	2.6	3.8	3.5	3.9	-0.7	1.0	5.4	3.3	-0.4	1.7	4.9	3.0	1.5	2.7	-0.3	-0.1	-0.2	7.0	2.9	2.4	2.0	2.6	2.2	2.2
AL North	3.1	8.5	0.8	4.1	3.1	3.2	1.7	-0.5	5.3	2.4	4.1	5.0	4.2	2.6	5.8	4.1	4.7	4.1	2.9	3.7	4.2	3.2	3.5	3.6

RevPAR	2018												2019						Year To Date			Running 12 Month		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	64.96	72.91	80.41	89.52	85.03	70.46	72.13	74.15	58.77	47.59	48.26	56.72	66.53	71.93	72.49	85.26	76.35	74.24	68.18	71.38	69.04	66.30	68.94	67.07
AL North	55.39	57.20	55.13	60.10	54.55	54.63	54.14	59.65	51.21	37.15	40.31	51.59	61.12	60.57	59.00	61.10	56.70	56.54	47.77	52.36	55.91	46.41	50.69	54.11
Index	117.3	127.5	145.9	149.0	155.9	129.0	133.2	124.3	114.8	128.1	119.7	109.9	108.9	118.8	122.9	139.6	134.6	131.3	142.7	136.3	123.5	142.9	136.0	123.9
% Chg																								
Lauderdale County, AL+	-4.4	7.9	2.4	7.1	7.8	4.4	-2.6	6.7	-6.3	-5.5	0.5	-4.1	2.4	-1.3	-9.9	-4.8	-10.2	5.4	-1.2	4.7	-3.3	-0.3	4.0	-2.7
AL North	5.1	16.7	7.2	14.6	9.5	9.7	-1.0	10.6	12.1	5.4	13.4	11.9	10.4	5.9	7.0	1.7	4.0	3.5	1.8	9.6	6.8	2.2	9.2	6.7

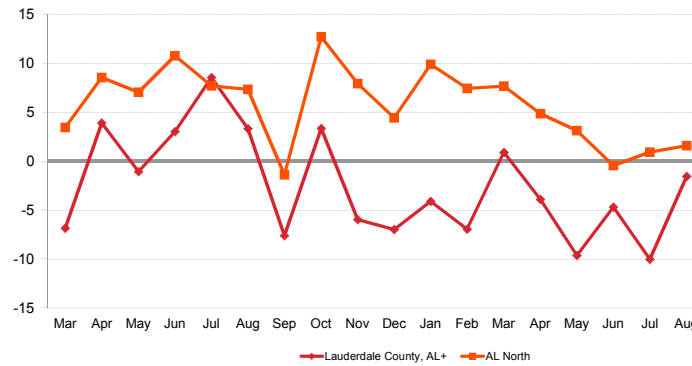
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2018											2019						Year To Date			Running 12 Month				
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2017	2018	2019	2017	2018	2019	
Lauderdale County, AL+	26,133	25,290	26,133	25,290	26,133	26,133	25,290	26,133	25,290	26,133	26,133	23,604	26,133	25,290	26,133	25,290	26,133	26,133	204,849	204,849	204,849	307,695	307,695	307,695	
AL North	694,183	672,630	695,051	672,630	700,848	700,631	680,340	703,049	680,370	703,049	699,794	632,072	705,901	683,130	708,908	686,070	712,287	716,038	5,400,463	5,457,098	5,544,200	8,096,949	8,186,480	8,311,008	
Index	3.8	3.8	3.8	3.8	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.6	3.8	3.8	3.7	3.8	3.8	3.7		
% 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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
AL North	1.5	0.9	0.6	0.6	1.4	1.0	1.4	1.4	1.4	1.4	1.4	0.8	0.8	1.7	1.6	2.0	2.0	1.6	2.2	1.9	1.0	1.6	1.8	1.1	1.5

Demand	2018											2019						Year To Date			Running 12 Month			
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	16,092	16,748	18,508	19,164	19,053	16,920	15,814	17,226	14,470	11,803	11,874	12,446	16,239	16,096	16,727	18,266	17,144	16,658	129,360	132,241	125,450	190,794	194,103	184,763
AL North	459,073	438,917	445,760	471,918	457,587	445,798	413,969	472,825	395,090	333,619	350,517	384,794	494,249	460,216	459,752	469,903	461,891	452,907	3,179,818	3,396,206	3,534,229	4,610,781	4,921,001	5,149,732
Index	3.5	3.8	4.2	4.1	4.2	3.8	3.8	3.6	3.7	3.5	3.4	3.2	3.3	3.5	3.6	3.9	3.7	3.7	4.1	3.9	3.5	4.1	3.9	3.6
% Chg																								
Lauderdale County, AL+	-6.9	3.9	-1.0	3.0	8.5	3.3	-7.6	3.3	-6.0	-7.0	-4.1	-6.9	0.9	-3.9	-9.6	-4.7	-10.0	-1.5	-4.0	2.2	-5.1	-2.9	1.7	-4.8
AL North	3.5	8.6	7.1	10.8	7.7	7.3	-1.4	12.7	7.9	4.4	9.9	7.4	7.7	4.9	3.1	-0.4	0.9	1.6	0.7	6.8	4.1	0.9	6.7	4.6

Revenue	2018											2019						Year To Date			Running 12 Month			
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	1,697,554	1,843,949	2,101,391	2,264,068	2,222,194	1,841,291	1,824,226	1,937,887	1,486,401	1,243,610	1,261,259	1,338,731	1,738,693	1,819,209	1,894,258	2,156,292	1,995,273	1,939,988	13,965,951	14,621,498	14,143,703	20,399,206	21,212,803	20,635,827
AL North	38,449,492	38,475,596	38,315,306	40,425,573	38,228,063	38,276,670	36,834,568	41,935,445	34,840,233	26,117,069	28,209,408	32,609,826	43,145,834	41,374,776	41,826,958	41,916,897	40,389,706	40,486,912	257,957,005	285,750,333	309,960,316	375,766,228	414,959,480	449,687,632
Index	4.4	4.8	5.5	5.6	5.8	5.8	5.0	4.6	4.3	4.8	4.5	4.1	4.0	4.4	4.5	5.1	4.9	4.8	5.4	5.1	4.6	5.4	5.1	4.6
% Chg																								
Lauderdale County, AL+	-4.4	7.9	2.4	7.1	7.8	4.4	-2.6	6.7	-6.3	-5.5	0.5	-4.1	2.4	-1.3	-9.9	-4.8	-10.2	5.4	-1.2	4.7	-3.3	-0.3	4.0	-2.7
AL North	6.7	17.7	7.9	15.3	11.1	10.8	0.3	12.2	13.6	6.9	14.4	12.8	12.2	7.5	9.2	3.7	5.7	5.8	3.7	10.8	8.5	4.0	10.4	8.4

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