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# Florence/Lauderdale Tourism

For the Month of August 2020



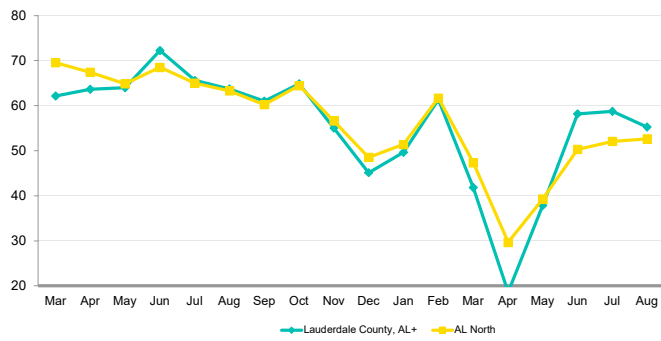
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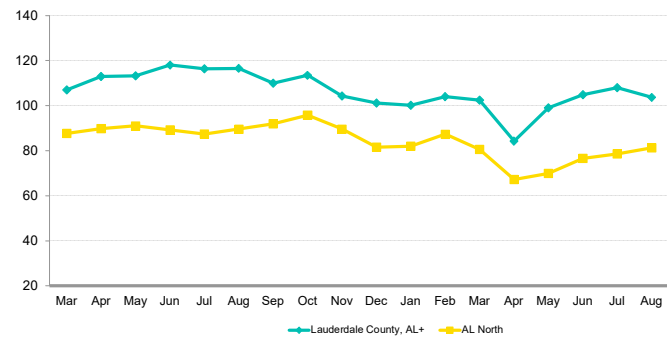
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### Occupancy Comparison



### ADR Comparison



Occupancy (%)	2019												2020								Year To Date			Running 12 Month		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2018	2019	2020	2018	2019	2020		
Lauderdale County, AL+	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	37.8	58.2	58.7	55.2	64.6	61.2	47.6	63.1	59.8	50.6		
AL North	69.6	67.4	64.9	68.5	65.0	63.3	60.2	64.5	56.6	48.5	51.4	61.7	47.3	29.6	39.2	50.3	52.1	52.6	62.3	63.7	48.0	60.1	61.9	51.1		
Index	89.3	94.4	98.7	105.4	101.0	100.8	101.3	100.6	97.2	93.0	96.5	99.5	88.4	62.8	96.4	115.8	112.8	105.0	103.7	96.1	99.2	104.9	96.6	98.9		
% Chg													9.2	16.4	-32.7	-70.8	-40.9	-19.4	-10.5	-13.4	2.2	-5.1	-22.3	1.7	-5.1	-15.5
Lauderdale County, AL+	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	-40.9	-19.4	-10.5	-13.4	2.2	-5.1	-22.3	1.7	-5.1	-15.5		
AL North	5.1	3.3	1.1	-2.4	-0.6	-0.7	-0.8	-4.1	-2.6	2.2	2.7	1.3	-31.9	-56.0	-39.5	-26.6	-19.9	-16.9	5.7	2.3	-24.7	5.5	3.0	-17.4		

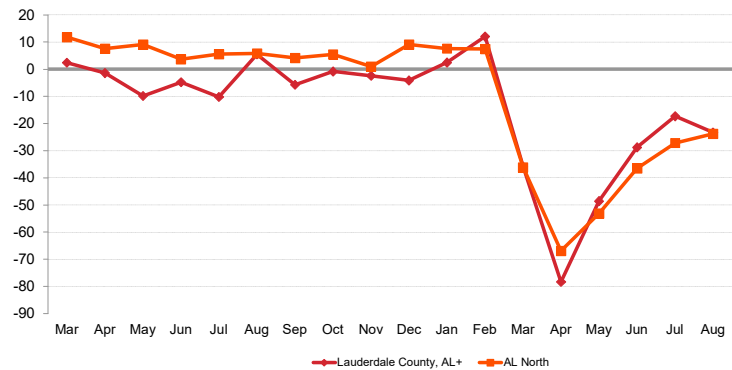
ADR	2019												2020								Year To Date			Running 12 Month		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2018	2019	2020	2018	2019	2020		
Lauderdale County, AL+	107.04	112.98	113.25	118.03	116.37	116.54	109.96	113.44	104.28	101.16	100.21	104.04	102.44	84.25	98.99	104.85	107.98	103.66	110.57	112.74	102.57	109.29	111.93	104.54		
AL North	87.64	89.88	90.99	89.22	87.36	89.56	91.90	95.76	89.57	81.57	81.98	87.29	80.57	67.21	69.94	76.56	78.54	81.32	84.17	87.77	78.96	84.35	87.37	83.17		
Index	122.1	125.7	124.5	132.3	133.2	130.1	119.7	118.5	116.4	124.0	122.2	119.2	127.1	125.3	141.5	137.0	137.5	127.5	131.4	128.5	129.9	129.6	128.1	125.7		
% Chg													-5.7	-3.3	-4.3	-25.4	-12.6	-11.2	-7.2	-11.1	2.4	2.0	-9.0	2.2	2.4	-6.6
Lauderdale County, AL+	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	-12.6	-11.2	-7.2	-11.1	2.4	2.0	-9.0	2.2	2.4	-6.6		
AL North	4.6	2.5	5.8	4.1	4.5	4.2	3.1	8.0	1.6	4.1	1.8	3.0	-8.1	-25.2	-23.1	-14.2	-10.1	-9.2	3.7	4.3	-10.0	3.4	3.6	-4.8		

RevPAR	2019												2020								Year To Date			Running 12 Month		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2018	2019	2020	2018	2019	2020		
Lauderdale County, AL+	66.51	71.90	72.49	85.24	76.33	74.28	67.10	73.54	57.37	45.63	49.70	63.85	42.85	15.67	37.44	61.02	63.41	57.25	71.38	69.04	48.80	68.94	66.98	52.85		
AL North	60.96	60.59	59.03	61.11	56.76	56.65	55.34	61.73	50.69	39.56	42.13	53.84	38.14	19.92	27.44	38.49	40.90	42.76	52.41	55.91	37.87	50.73	54.11	42.52		
Index	109.1	118.7	122.8	139.5	134.5	131.1	121.2	119.1	113.2	115.4	118.0	118.6	112.3	78.7	136.4	158.5	155.0	133.9	136.2	123.5	128.9	135.9	123.8	124.3		
% Chg													3.0	12.6	-35.6	-78.2	-48.3	-28.4	-16.9	-22.9	4.7	-3.3	-29.3	4.0	-2.8	-21.1
Lauderdale County, AL+	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	-48.3	-28.4	-16.9	-22.9	4.7	-3.3	-29.3	4.0	-2.8	-21.1		
AL North	10.0	5.9	7.0	1.6	3.9	3.6	2.3	3.5	-1.0	6.4	4.5	4.4	-37.4	-67.1	-53.5	-37.0	-27.9	-24.5	9.5	6.7	-32.3	9.2	6.7	-21.4		

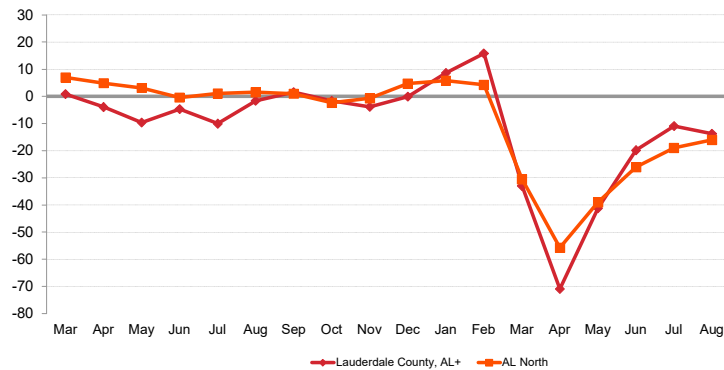
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### Revenue Percent Change Comparison



### Demand Percent Change Comparison



Supply	2019												2020						Year To Date			Running 12 Month						
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2018	2019	2020	2018	2019	2020				
Lauderdale County, AL+	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	26,009	25,170	26,009	26,009	204,849	204,849	203,877	307,695	307,695	306,723				
AL North	704,041	681,330	707,048	684,270	710,427	714,178	691,140	714,085	691,590	718,828	718,704	649,152	718,704	686,100	712,783	689,790	718,549	721,370	5,442,518	5,529,620	5,615,152	8,164,580	8,289,108	8,430,795				
Index	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.6	3.6	3.6	3.6	3.7	3.6	3.6	3.6	3.6	3.8	3.7	3.6	3.8	3.7	3.6				
% Chg													-0.5	-0.5	-0.5	-0.5	-0.5	-0.5	-0.5	-0.5	-0.5	-0.5	0.0	0.0	-0.5	0.0	0.0	-0.3
Lauderdale County, AL+	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	-0.5	-0.5	-0.5	-0.5	0.0	0.0	-0.5	0.0	0.0	-0.3				
AL North	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	0.8	0.8	1.1	1.0	1.1	1.6	1.5	1.1	1.5	1.7				

Demand	2019												2020						Year To Date			Running 12 Month		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	16,238	16,094	16,726	18,265	17,142	16,657	15,432	16,941	13,912	11,789	12,899	14,417	10,879	4,682	9,837	14,648	15,273	14,363	132,241	125,438	96,998	194,103	184,129	155,072
AL North	489,708	459,291	458,640	468,694	461,619	451,786	416,210	460,324	391,370	348,620	369,302	400,370	340,198	203,336	279,704	346,792	374,195	379,347	3,388,887	3,522,720	2,693,244	4,910,531	5,133,052	4,309,768
Index	3.3	3.5	3.6	3.9	3.7	3.7	3.7	3.7	3.6	3.4	3.5	3.6	3.2	2.3	3.5	4.2	4.1	3.8	3.9	3.6	3.6	4.0	3.6	3.6
% Chg	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	-41.2	-19.8	-10.9	-13.8	2.2	-5.1	-22.7	1.7	-5.1	-15.8
Lauderdale County, AL+	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	-41.2	-19.8	-10.9	-13.8	2.2	-5.1	-22.7	1.7	-5.1	-15.8
AL North	6.9	4.9	3.1	-0.4	1.1	1.5	1.0	-2.4	-0.7	4.8	5.8	4.3	-30.5	-55.7	-39.0	-26.0	-18.9	-16.0	6.8	3.9	-23.5	6.7	4.5	-16.0

Revenue	2019												2020						Year To Date			Running 12 Month		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	1,738,103	1,818,226	1,894,284	2,155,836	1,994,827	1,941,244	1,696,866	1,921,861	1,450,808	1,192,543	1,292,561	1,499,902	1,114,444	394,444	973,792	1,535,890	1,649,214	1,488,922	14,621,502	14,142,326	9,949,169	21,212,807	20,609,492	16,211,246
AL North	42,917,976	41,280,868	41,733,661	41,814,680	40,326,514	40,460,228	38,248,917	44,078,600	35,053,693	28,436,597	30,275,611	34,947,614	27,410,256	13,666,574	19,561,745	26,549,548	29,387,857	30,847,400	285,251,811	309,179,272	212,646,604	414,200,325	448,498,443	358,464,411
Index	4.0	4.4	4.5	5.2	4.9	4.8	4.4	4.4	4.1	4.2	4.3	4.3	4.1	2.9	5.0	5.8	5.6	4.8	5.1	4.6	4.7	5.1	4.6	4.5
% Chg	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	-48.6	-28.8	-17.3	-23.3	4.7	-3.3	-29.6	4.0	-2.8	-21.3
Lauderdale County, AL+	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	-48.6	-28.8	-17.3	-23.3	4.7	-3.3	-29.6	4.0	-2.8	-21.3
AL North	11.8	7.5	9.1	3.7	5.6	5.8	4.2	5.4	0.9	9.1	7.6	7.5	-36.1	-66.9	-53.1	-36.5	-27.1	-23.8	10.7	8.4	-31.2	10.3	8.3	-20.1

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