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Florence/Lauderdale Tourism

For the Month of December 2020



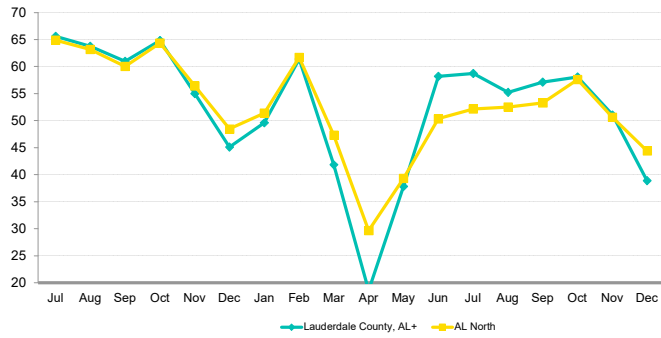
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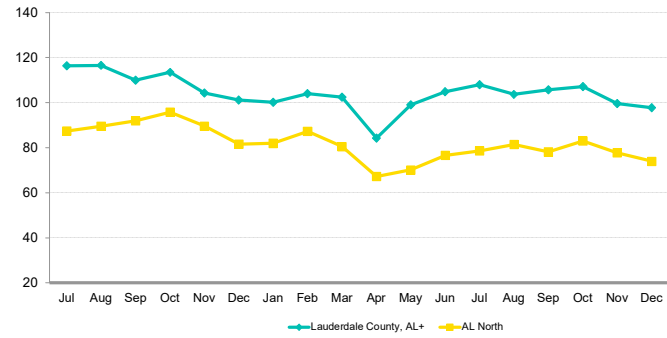
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Occupancy Comparison



ADR Comparison



Occupancy (%)	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lauderdale County, AL+	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	57.1	58.1	51.1	38.9
AL North	64.9	63.2	60.1	64.4	56.4	48.5	51.4	61.7	47.3	29.7	39.3	50.3	52.2	52.5	53.3	57.6	50.6	44.4
Index	101.1	100.9	101.6	100.7	97.5	93.1	96.5	99.4	88.4	62.7	96.2	115.6	112.6	105.2	107.2	100.8	100.9	87.6
% Chg																		
Lauderdale County, AL+	-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	-6.4	-10.4	-7.2	-13.8
AL North	-0.6	-0.8	-1.1	-4.3	-2.8	2.1	3.0	1.6	-31.8	-55.9	-39.3	-26.4	-19.6	-16.9	-11.3	-10.5	-10.3	-8.4

Year To Date			Running 12 Month		
2018	2019	2020	2018	2019	2020
62.1	59.6	48.8	62.1	59.6	48.8
60.9	61.5	49.2	60.9	61.5	49.2
101.8	97.0	99.3	101.8	97.0	99.3
-0.2	-3.9	-18.2	-0.2	-3.9	-18.2
5.2	0.9	-20.0	5.2	0.9	-20.0

ADR	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lauderdale County, AL+	116.37	116.54	109.98	113.46	104.29	101.16	100.21	104.04	102.44	84.25	98.99	104.85	107.98	103.66	105.69	107.14	99.57	97.79
AL North	87.34	89.52	91.95	95.75	89.60	81.53	81.93	87.23	80.48	67.16	70.10	76.56	78.54	81.37	78.08	82.96	77.75	73.97
Index	133.2	130.2	119.6	118.5	116.4	124.1	122.3	119.3	127.3	125.4	141.2	137.0	137.5	127.4	135.4	129.1	128.1	132.2
% Chg																		
Lauderdale County, AL+	-0.2	7.1	-7.1	0.9	1.5	-4.0	-5.7	-3.3	-4.3	-25.4	-12.6	-11.2	-7.2	-11.1	-3.9	-5.6	-4.5	-3.3
AL North	4.5	4.2	3.2	8.0	1.7	4.1	1.8	3.0	-8.1	-25.3	-22.9	-14.2	-10.1	-9.1	-15.1	-13.4	-13.2	-9.3

Year To Date			Running 12 Month		
2018	2019	2020	2018	2019	2020
110.45	111.19	102.75	110.45	111.19	102.75
84.91	88.52	78.78	84.91	88.52	78.78
130.1	125.6	130.4	130.1	125.6	130.4
2.7	0.7	-7.6	2.7	0.7	-7.6
3.2	4.3	-11.0	3.2	4.3	-11.0

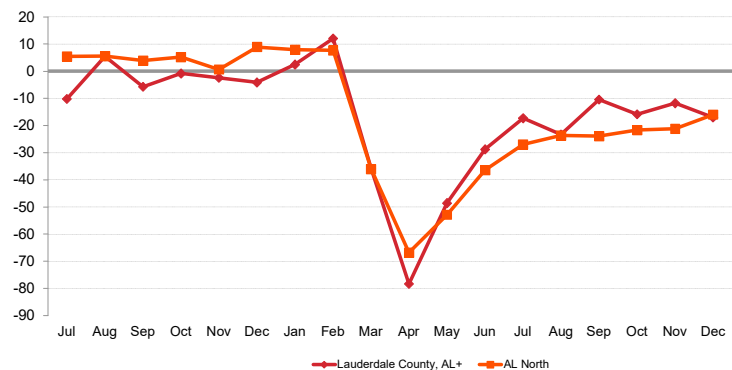
RevPAR	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lauderdale County, AL+	76.33	74.28	67.09	73.54	57.37	45.63	49.70	63.85	42.85	15.67	37.44	61.02	63.41	57.25	60.36	62.21	50.84	38.04
AL North	56.69	56.54	55.23	61.63	50.58	39.51	42.11	53.84	38.09	19.92	27.56	38.54	40.98	42.73	41.61	47.80	39.36	32.85
Index	134.6	131.4	121.5	119.3	113.4	115.5	118.0	118.6	112.5	78.7	135.9	158.3	154.7	134.0	145.1	130.2	129.2	115.8
% Chg																		
Lauderdale County, AL+	-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	-10.0	-15.4	-11.4	-16.6
AL North	3.6	3.4	2.1	3.4	-1.2	6.3	4.8	4.7	-37.3	-67.0	-53.2	-36.8	-27.7	-24.4	-24.7	-22.4	-22.2	-16.9

Year To Date			Running 12 Month		
2018	2019	2020	2018	2019	2020
68.54	66.31	50.14	68.54	66.31	50.14
51.75	54.41	38.73	51.75	54.41	38.73
132.5	121.9	129.5	132.5	121.9	129.5
2.6	-3.2	-24.4	2.6	-3.2	-24.4
8.6	5.2	-28.8	8.6	5.2	-28.8

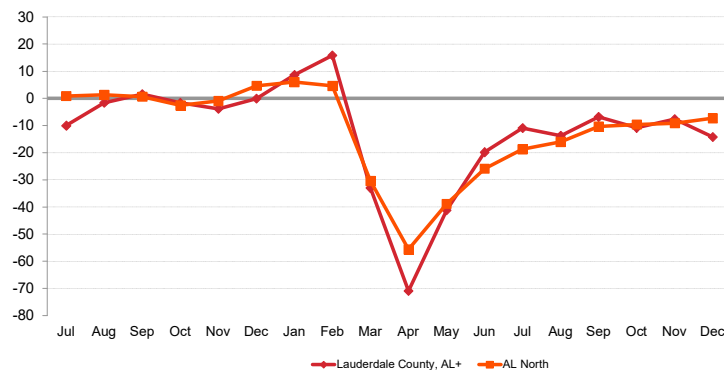
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2019						2020												Year To Date			Running 12 Month		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	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	25,170	26,009	25,170	26,009	307,695	307,695	306,235	307,695	307,695	306,235
AL North	711,760	715,511	692,340	715,325	692,790	720,068	719,944	650,272	719,944	687,270	714,023	690,990	719,727	722,548	699,210	722,517	702,060	728,159	8,223,161	8,360,592	8,476,664	8,223,161	8,360,592	8,476,664
Index	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	3.6	3.6	3.6	3.6	3.7	3.7	3.6	3.7	3.7	3.6
% Chg																								
Lauderdale County, AL+	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	-0.5	-0.5	-0.5	-0.5	0.0	0.0	-0.5	0.0	0.0	-0.5
AL North	1.5	2.1	1.8	1.8	1.9	2.5	3.0	3.0	2.1	0.7	0.8	0.8	1.1	1.0	1.0	1.0	1.3	1.1	1.1	1.7	1.4	1.1	1.7	1.4
Demand	2019						2020												Year To Date			Running 12 Month		
Lauderdale County, AL+	17,142	16,657	15,428	16,939	13,912	11,789	12,899	14,417	10,879	4,682	9,837	14,648	15,273	14,363	14,374	15,101	12,852	10,118	190,932	183,506	149,443	190,932	183,506	149,443
AL North	462,011	451,938	415,806	460,419	391,065	348,913	370,059	401,366	340,766	203,866	280,718	347,863	375,492	379,444	372,587	416,261	355,422	323,351	5,011,568	5,139,449	4,167,195	5,011,568	5,139,449	4,167,195
Index	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	4.1	3.6	3.1	3.8	3.6	3.6	3.8	3.6	3.6
% Chg																								
Lauderdale County, AL+	-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	-6.8	-10.9	-7.6	-14.2	-0.2	-3.9	-18.6	-0.2	-3.9	-18.6
AL North	0.9	1.3	0.6	-2.5	-1.0	4.7	6.0	4.6	-30.4	-55.6	-38.8	-25.8	-18.7	-16.0	-10.4	-9.6	-9.1	-7.3	6.4	2.6	-18.9	6.4	2.6	-18.9
Revenue	2019						2020												Year To Date			Running 12 Month		
Lauderdale County, AL+	1,994,827	1,941,244	1,696,802	1,921,831	1,450,835	1,192,559	1,292,561	1,499,902	1,114,444	394,444	973,792	1,535,890	1,649,214	1,488,922	1,519,162	1,617,961	1,279,685	989,486	21,088,668	20,404,352	15,355,462	21,088,668	20,404,352	15,355,462
AL North	40,350,609	40,455,895	38,234,757	44,083,174	35,040,806	28,447,382	30,320,229	35,012,998	27,426,044	13,691,735	19,677,995	26,633,282	29,492,388	30,873,507	29,092,635	34,533,989	27,634,012	23,918,821	425,515,388	454,927,154	328,307,634	425,515,388	454,927,154	328,307,634
Index	4.9	4.8	4.4	4.4	4.1	4.2	4.3	4.3	4.1	2.9	4.9	5.8	5.6	4.8	5.2	4.7	4.6	4.1	5.0	4.5	4.7	5.0	4.5	4.7
% Chg																								
Lauderdale County, AL+	-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	-10.5	-15.8	-11.8	-17.0	2.6	-3.2	-24.7	2.6	-3.2	-24.7
AL North	5.4	5.6	3.9	5.2	0.7	8.9	7.9	7.8	-36.0	-66.8	-52.9	-36.3	-26.9	-23.7	-23.9	-21.7	-21.1	-15.9	9.8	6.9	-27.8	9.8	6.9	-27.8

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