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Florence/Lauderdale Tourism

For the Month of January 2020



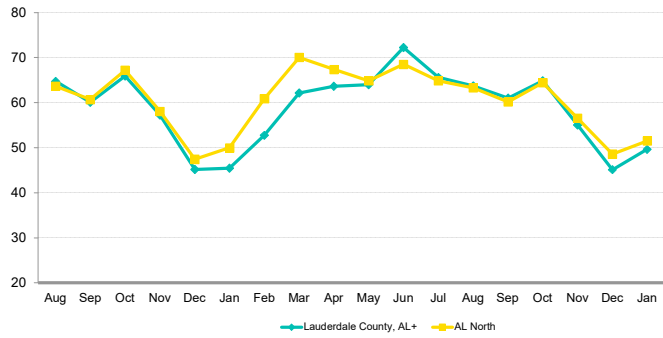
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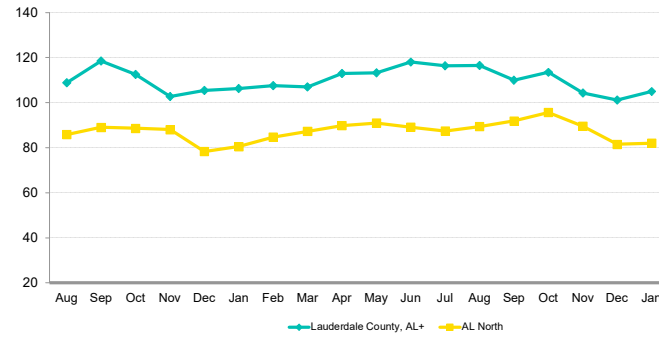
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Occupancy Comparison



ADR Comparison



Occupancy (%)	2018					2019												2020			Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2018	2019	2020	2018	2019	2020		
Lauderdale County, AL+	64.7	60.1	65.9	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	47.4	45.4	49.6	62.5	61.9	60.0		
AL North	63.6	60.7	67.2	58.1	47.4	50.0	60.9	70.0	67.4	64.9	68.5	64.8	63.3	60.2	64.4	56.6	48.6	51.5	46.0	50.0	51.5	57.9	61.2	61.7		
Index	101.8	99.0	98.1	98.6	95.3	90.9	86.6	88.7	94.5	98.7	105.5	101.2	100.7	101.4	100.6	97.3	92.9	96.3	103.1	90.9	96.3	107.8	101.0	97.2		
% Chg																										
Lauderdale County, AL+	3.3	-11.2	3.3	-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	8.6	-4.1	9.2	-2.1	-0.9	-3.0		
AL North	6.3	-2.9	11.1	6.4	2.9	8.7	6.6	5.9	3.2	1.1	-2.4	-0.7	-0.6	-0.8	-4.1	-2.6	2.5	3.0	2.2	8.7	3.0	1.4	5.7	0.7		

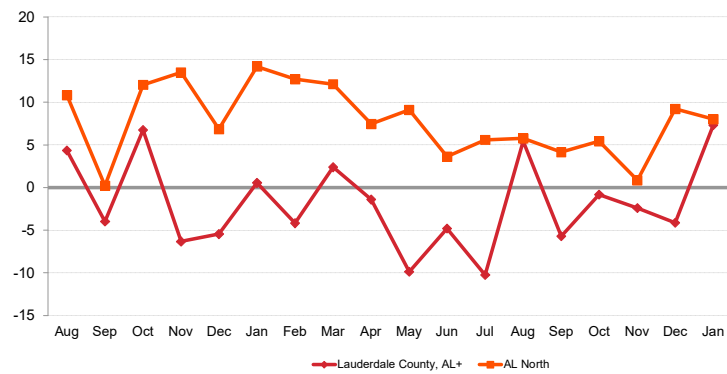
ADR	2018					2019												2020			Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2018	2019	2020	2018	2019	2020		
Lauderdale County, AL+	108.82	118.44	112.50	102.72	105.36	106.26	107.54	107.03	112.96	113.25	118.03	116.36	116.53	109.96	113.44	104.28	101.16	104.95	101.30	106.26	104.95	107.59	110.78	111.06		
AL North	85.86	89.04	88.60	88.04	78.30	80.50	84.68	87.23	89.83	90.92	89.15	87.40	89.37	91.83	95.68	89.52	81.48	82.02	77.26	80.50	82.02	82.37	85.06	88.51		
Index	126.7	133.0	127.0	116.7	134.6	132.0	127.0	122.7	125.7	124.6	132.4	133.1	130.4	119.7	118.6	116.5	124.1	127.9	131.1	132.0	127.9	130.6	130.2	125.5		
% Chg																										
Lauderdale County, AL+	1.0	8.2	3.3	-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	-1.2	2.0	4.9	-1.2	2.5	3.0	0.3		
AL North	3.2	1.9	-0.5	5.2	2.5	4.2	4.9	4.2	2.5	5.8	4.1	4.6	4.1	3.1	8.0	1.7	4.1	1.9	2.2	4.2	1.9	2.8	3.3	4.1		

RevPAR	2018					2019												2020			Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2018	2019	2020	2018	2019	2020		
Lauderdale County, AL+	70.46	71.15	74.15	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	52.05	48.00	48.27	52.05	67.21	68.56	66.64		
AL North	54.63	54.03	59.53	51.12	37.13	40.23	51.55	61.08	60.52	58.97	61.06	56.67	56.54	55.26	61.63	50.63	39.58	42.23	35.52	40.23	42.23	47.72	52.10	54.61		
Index	129.0	131.7	124.6	115.0	128.2	120.0	110.0	108.9	118.8	122.9	139.6	134.7	131.4	121.4	119.3	113.3	115.3	123.2	135.1	120.0	123.2	140.8	131.6	122.0		
% Chg																										
Lauderdale County, AL+	4.4	-4.0	6.7	-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	7.8	10.7	0.6	7.8	0.3	2.0	-2.8		
AL North	9.7	-1.1	10.5	12.0	5.4	13.3	11.8	10.3	5.8	7.0	1.6	3.9	3.5	2.3	3.5	-1.0	6.6	5.0	4.5	13.3	5.0	4.2	9.2	4.8		

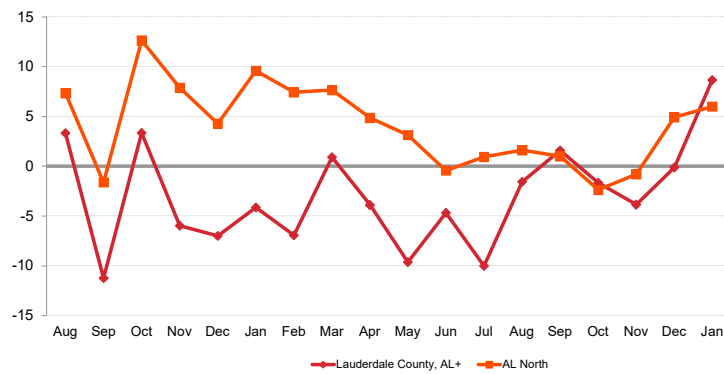
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2018					2019												2020	Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	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	25,290	26,133	25,290	26,133	26,009	26,133	26,133	26,009	307,695	307,695	307,571
AL North	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	692,940	715,945	692,850	720,130	720,006	694,121	699,794	720,006	8,140,168	8,229,579	8,386,277
Index	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	3.6	3.7	3.7	3.6	3.6	3.8	3.7	3.6	3.8	3.7	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	-0.5	0.0	0.0	-0.5	0.0	0.0	0.0
AL North	1.0	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	1.8	1.8	2.4	2.9	1.5	0.8	2.9	1.7	1.1	1.9
Demand	2018					2019												2020	Year To Date			Running 12 Month		
Lauderdale County, AL+	16,920	15,192	17,226	14,470	11,803	11,871	12,446	16,239	16,096	16,727	18,266	17,144	16,657	15,432	16,941	13,912	11,789	12,899	12,383	11,871	12,899	192,201	190,420	184,548
AL North	445,798	412,852	472,359	394,993	333,345	349,748	384,800	494,259	460,213	459,747	469,911	461,894	453,014	416,956	461,180	391,840	349,811	370,737	319,111	349,748	370,737	4,716,213	5,040,510	5,174,362
Index	3.8	3.7	3.6	3.7	3.5	3.4	3.2	4.3	3.5	3.6	3.9	3.7	3.7	3.7	3.6	3.4	3.4	3.5	3.9	3.4	3.5	4.1	3.8	3.6
% Chg																								
Lauderdale County, AL+	3.3	-11.2	3.3	-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	8.6	-4.1	8.7	-2.1	-0.9	-3.1
AL North	7.3	-1.6	12.6	7.9	4.3	9.6	7.4	7.7	4.9	3.1	-0.4	0.9	1.6	1.0	-2.4	-0.8	4.9	6.0	3.8	9.6	6.0	3.1	6.9	2.7
Revenue	2018					2019												2020	Year To Date			Running 12 Month		
Lauderdale County, AL+	1,841,291	1,799,266	1,937,887	1,486,401	1,243,610	1,261,372	1,338,413	1,738,116	1,818,255	1,894,258	2,155,874	1,994,854	1,941,022	1,696,866	1,921,861	1,450,807	1,192,542	1,353,690	1,254,396	1,261,372	1,353,690	20,678,757	21,095,638	20,496,558
AL North	38,276,670	36,760,294	41,851,929	34,777,133	26,100,928	28,154,165	32,584,176	43,116,225	41,341,950	41,801,870	41,894,267	40,367,911	40,487,083	38,288,831	44,124,610	35,076,981	28,503,316	30,409,354	24,655,459	28,154,165	30,409,354	388,463,557	428,730,777	457,996,574
Index	4.8	4.9	4.6	4.3	4.8	4.5	4.1	4.0	4.4	4.5	5.1	4.9	4.8	4.4	4.1	4.2	4.5	4.5	5.1	4.5	4.5	5.3	4.9	4.5
% Chg																								
Lauderdale County, AL+	4.4	-4.0	6.7	-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	7.3	10.7	0.6	7.3	0.3	2.0	-2.8
AL North	10.8	0.2	12.0	13.5	6.9	14.2	12.7	12.1	7.4	9.1	3.6	5.6	5.8	4.2	5.4	0.9	9.2	8.0	6.0	14.2	8.0	5.9	10.4	6.8

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