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Florence/Lauderdale Tourism

For the Month of July 2020



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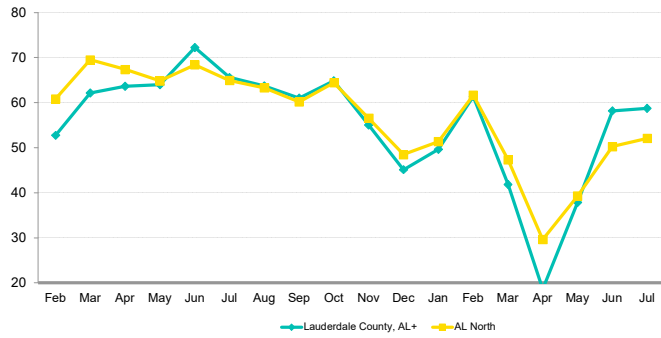
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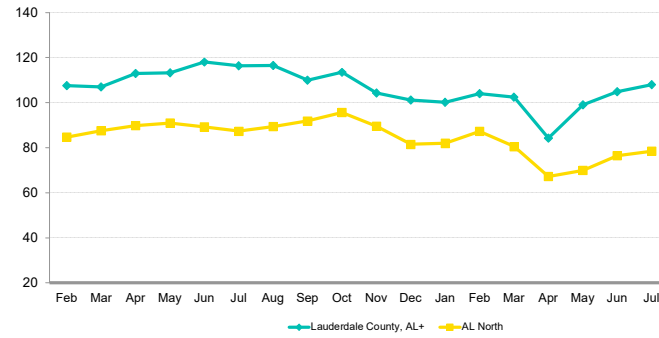
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Florence/Lauderdale Tourism
For the Month of July 2020

Occupancy Comparison



ADR Comparison



Occupancy (%)	2019												2020						Year To Date			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	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	37.8	58.2	58.7	64.5	60.9	46.5	62.9	59.9	51.3
AL North	60.8	69.5	67.4	64.8	68.4	64.9	63.3	60.2	64.4	56.5	48.5	51.3	61.6	47.3	29.6	39.2	50.2	52.1	62.0	63.7	47.3	59.8	61.9	52.0
Index	86.7	89.4	94.5	98.8	105.6	101.1	100.7	101.4	100.6	97.3	93.1	96.6	99.6	100.7	62.8	96.4	115.8	112.8	104.1	95.5	98.3	105.2	96.8	98.6
% Chg																								
Lauderdale County, AL+	-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	-40.9	-19.4	-10.5	2.1	-5.7	-23.7	0.6	-4.7	-14.4
AL North	6.5	5.1	3.3	1.1	-2.4	-0.6	-0.6	-0.8	-4.1	-2.6	2.2	2.7	1.3	-31.9	-56.0	-39.5	-26.6	-19.8	5.6	2.7	-25.8	5.1	3.6	-16.0

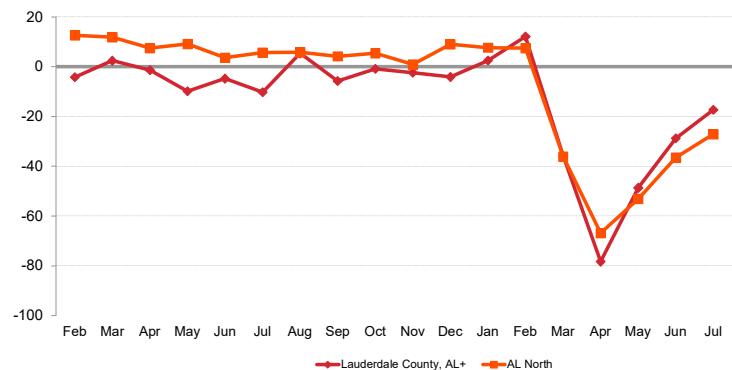
ADR	2019												2020						Year To Date			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	107.55	107.04	112.98	113.25	118.03	116.37	116.53	109.96	113.44	104.28	101.16	100.21	104.04	102.44	84.25	98.99	104.85	107.98	110.82	112.16	102.38	109.20	111.23	105.89
AL North	84.68	87.58	89.82	90.94	89.17	87.31	89.37	91.83	95.68	89.50	81.51	81.93	87.23	80.51	67.18	69.90	76.51	78.43	83.85	87.45	78.51	84.05	87.00	83.92
Index	127.0	122.2	125.8	124.5	132.4	133.3	130.4	119.7	118.6	116.5	124.1	122.3	119.3	127.2	125.4	141.6	137.0	137.7	132.2	128.3	130.4	129.9	127.9	126.2
% Chg																								
Lauderdale County, AL+	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	-12.6	-11.2	-7.2	2.6	1.2	-8.7	2.6	1.9	-4.8
AL North	4.9	4.6	2.5	5.8	4.1	4.5	4.1	3.1	8.0	1.6	4.1	1.8	3.0	-8.1	-25.2	-23.1	-14.2	-10.2	3.8	4.3	-10.2	3.4	3.5	-3.5

RevPAR	2019												2020						Year To Date			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	56.70	66.51	71.90	72.49	85.24	76.33	74.27	67.10	73.54	57.37	45.63	49.70	63.85	42.85	15.67	37.44	61.02	63.41	68.69	66.66	54.31	68.69	66.66	54.31
AL North	51.51	60.88	60.50	58.94	61.01	56.67	56.54	55.26	61.63	50.61	39.50	42.06	53.76	38.09	19.91	27.42	38.45	40.83	52.00	55.72	37.10	50.24	53.86	43.63
Index	110.1	109.3	118.8	123.0	139.7	134.7	131.4	121.4	119.3	113.4	115.5	118.1	118.8	112.5	78.7	136.5	158.7	155.3	137.5	122.5	128.2	136.7	123.8	124.5
% Chg																								
Lauderdale County, AL+	-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	-48.3	-28.4	-16.9	4.7	-4.5	-30.3	3.2	-3.0	-18.5
AL North	11.8	10.0	5.9	7.0	1.6	3.9	3.5	2.3	3.5	-1.0	6.4	4.6	4.4	-37.4	-67.1	-53.5	-37.0	-28.0	9.5	7.2	-33.4	8.7	7.2	-19.0

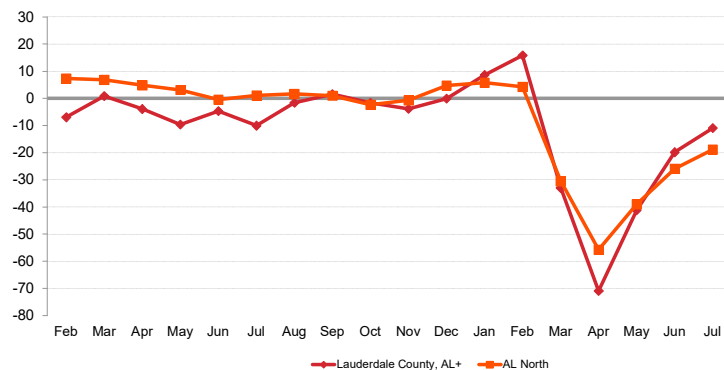
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2019												2020							Year To Date			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2018	2019	2020	2018	2019	2020	
Lauderdale County, AL+	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	26,009	25,170	26,009	178,716	178,716	177,868	307,695	307,695	306,847	
AL North	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	714,643	691,590	720,409	4,756,467	4,828,162	4,906,502	8,179,474	8,295,601	8,445,503	
Index	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.6	3.7	3.6	3.6	3.6	3.6	3.6	3.7	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	0.0	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	0.0	-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	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	0.8	0.8	1.1	1.1	1.5	1.6	1.2	1.4	1.8	
Demand	2019												2020							Year To Date			Running 12 Month		
Lauderdale County, AL+	12,445	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	115,321	108,781	82,635	193,559	184,392	157,366	
AL North	384,466	490,700	460,128	459,434	469,429	462,367	453,014	416,956	461,180	392,087	349,262	369,935	401,072	340,911	203,853	280,359	347,517	375,070	2,949,752	3,076,272	2,318,717	4,889,842	5,135,619	4,391,216	
Index	3.2	3.3	3.5	3.6	3.9	3.7	3.7	3.7	3.7	3.5	3.4	3.5	4.0	3.2	2.3	3.5	4.2	4.1	3.9	3.5	3.6	4.0	3.6	3.6	
% Chg	-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	-41.2	-19.8	-10.9	2.1	-5.7	-24.0	0.6	-4.7	-14.7	
Lauderdale County, AL+	7.3	6.9	4.9	3.1	-0.5	1.0	1.6	1.0	-2.4	-0.7	4.8	5.8	4.3	-30.5	-55.7	-39.0	-26.0	-18.9	6.7	4.3	-24.6	6.4	5.0	-14.5	
AL North																									
Revenue	2019												2020							Year To Date			Running 12 Month		
Lauderdale County, AL+	1,338,435	1,738,103	1,818,226	1,894,284	2,155,836	1,994,827	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	973,792	1,535,890	1,649,214	12,780,210	12,201,082	8,460,247	21,135,825	20,509,540	16,663,346	
AL North	32,555,493	42,973,219	41,328,261	41,781,759	41,859,473	40,368,345	40,487,083	38,288,831	44,124,610	35,090,852	28,469,167	30,308,907	34,986,366	27,447,275	13,694,357	19,596,976	26,590,057	29,415,536	247,330,765	269,020,715	182,039,473	410,971,465	446,787,668	368,500,015	
Index	4.1	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	5.2	4.5	4.6	5.1	4.6	4.5	
% Chg	-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	-48.6	-28.8	-17.3	4.7	-4.5	-30.7	3.2	-3.0	-18.8	
Lauderdale County, AL+	12.7	11.8	7.5	9.1	3.6	5.6	5.8	4.2	5.4	0.9	9.1	7.7	7.5	-36.1	-66.9	-53.1	-36.5	-27.1	10.7	8.8	-32.3	10.0	8.7	-17.5	
AL North																									

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