

Date Created: Jul 16, 2020

Florence/Lauderdale Tourism

For the Month of June 2020



Table Of Contents	1
Comp Trend	2
Comp Trend-Raw	3
Response Lauderdale County, AL+	4
Help	5

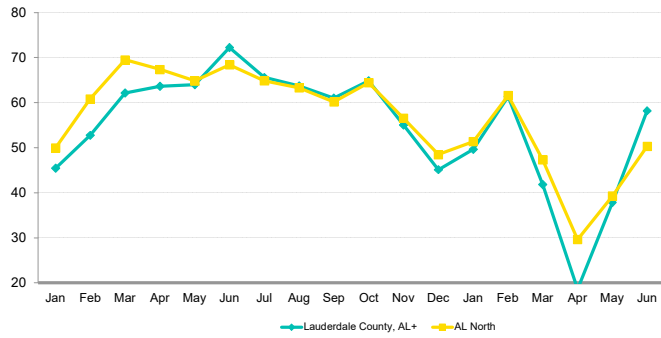
Corporate North American Headquarters
T : +1 (615) 824 8664
destininfo@str.com www.str.com

International Headquarters
T : +44 (0)207 922 1930
industryinfo@str.com www.str.com

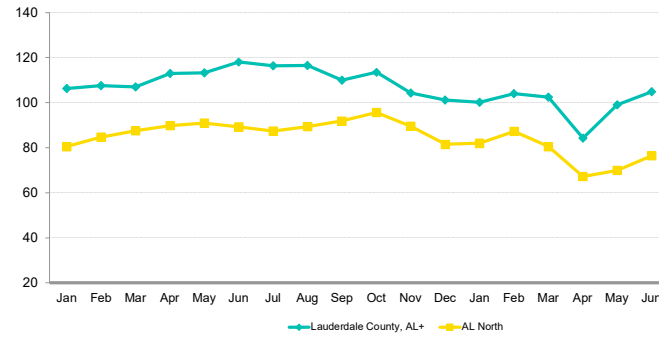
This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Florence/Lauderdale Tourism
For the Month of June 2020

Occupancy Comparison



ADR Comparison



Occupancy (%)	2019												2020						Year To Date			Running 12 Month		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	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	61.4	41.8	18.6	37.8	58.2	63.1	60.1	44.4	62.4	60.5	51.9
AL North	50.0	60.8	69.5	67.4	64.8	68.4	64.8	63.3	60.2	64.4	56.5	48.5	51.3	61.6	47.3	29.6	39.2	50.3	61.4	63.5	46.4	59.5	61.9	53.1
Index	90.9	86.7	89.4	94.5	98.8	105.6	101.2	100.7	101.4	100.6	97.3	93.1	96.6	99.6	88.4	62.8	96.4	115.8	102.7	94.6	95.5	105.0	97.8	97.7
% Chg																								
Lauderdale County, AL+	-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	16.4	-32.7	-70.8	-40.9	-19.4	0.9	-4.8	-26.1	-1.6	-3.0	-14.3
AL North	8.7	6.5	5.1	3.3	1.1	-2.4	-0.7	-0.6	-0.8	-4.1	-2.6	2.2	2.7	1.3	-31.9	-56.0	-39.5	-26.5	5.5	3.3	-26.9	4.1	4.2	-14.3

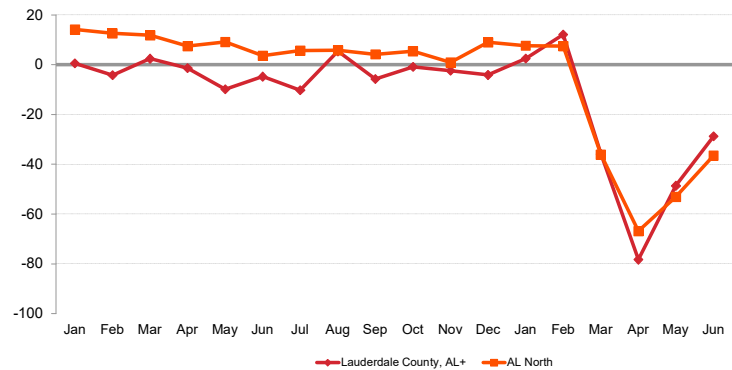
ADR	2019												2020						Year To Date			Running 12 Month		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	106.26	107.55	107.04	112.98	113.25	118.03	116.36	116.53	109.96	113.44	104.28	101.16	100.21	104.04	102.44	84.25	98.99	104.85	109.67	111.37	101.11	109.21	111.31	106.82
AL North	80.50	84.68	87.58	89.82	90.94	89.17	87.40	89.37	91.83	95.68	89.50	81.51	81.93	87.23	80.51	67.18	69.90	76.50	83.90	87.48	78.52	83.83	86.66	84.74
Index	132.0	127.0	122.2	125.8	124.5	132.4	133.1	130.4	119.7	118.6	116.5	124.1	122.3	119.3	127.2	125.4	141.6	137.1	130.7	127.3	128.8	130.3	128.4	126.1
% Chg																								
Lauderdale County, AL+	4.9	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	3.2	1.6	-9.2	3.1	1.9	-4.0
AL North	4.2	4.9	4.6	2.5	5.8	4.1	4.6	4.1	3.1	8.0	1.6	4.1	1.8	3.0	-8.1	-25.2	-23.1	-14.2	3.9	4.3	-10.2	3.4	3.4	-2.2

RevPAR	2019												2020						Year To Date			Running 12 Month		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	48.27	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	69.20	66.89	44.85	68.17	67.39	55.41
AL North	40.23	51.51	60.88	60.50	58.94	61.01	56.67	56.54	55.26	61.63	50.61	39.50	42.06	53.75	38.09	19.91	27.42	38.46	51.56	55.55	36.46	49.84	53.67	44.97
Index	120.0	110.1	109.3	118.6	123.0	139.7	134.7	131.4	121.4	119.3	113.4	115.5	118.1	118.8	112.5	78.7	138.5	158.7	134.2	120.4	123.0	136.8	125.6	123.2
% Chg																								
Lauderdale County, AL+	0.6	-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	4.1	-3.3	-32.9	1.4	-1.1	-17.8
AL North	13.3	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	9.5	7.7	-34.4	7.7	7.7	-16.2

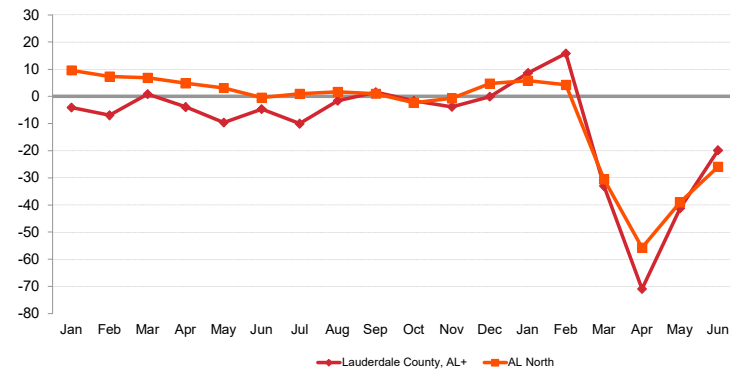
A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2019												2020						Year To Date			Running 12 Month		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	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	23,492	26,009	25,170	26,009	25,170	152,583	152,583	151,859	307,695	307,695	306,971
AL North	699,794	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	691,690	4,055,619	4,115,875	4,186,093	8,169,740	8,284,162	8,437,381
Index	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.6	3.6	3.7	3.6	3.6	3.6	3.6	3.6	3.7	3.6	3.6	3.8	4.1	3.7	3.8	3.7	3.6
% 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	-0.5	-0.5	-0.5	-0.5	-0.5	-0.5	0.0	0.0	-0.5	0.0	0.0	-0.2
AL North	0.8	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	1.0	1.5	1.7	1.3	1.4	1.8
Demand	2019												2020						Year To Date			Running 12 Month		
Lauderdale County, AL+	11,871	12,445	16,238	16,094	16,726	18,265	17,144	16,657	15,432	16,941	13,912	11,789	12,899	14,417	10,879	4,682	9,837	14,648	96,268	91,639	67,362	192,060	186,303	159,237
AL North	349,748	384,466	490,700	460,128	459,434	469,429	461,894	453,014	416,956	461,180	392,087	349,262	369,935	401,029	340,911	203,853	280,359	347,642	2,492,165	2,613,905	1,943,729	4,857,087	5,130,839	4,478,122
Index	3.4	3.2	3.3	3.5	3.6	3.9	3.7	3.7	3.7	3.7	3.5	3.4	3.5	3.6	3.2	2.3	3.5	4.2	3.9	3.5	3.5	4.0	3.6	3.6
% Chg																								
Lauderdale County, AL+	-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	15.8	-33.0	-70.9	-41.2	-19.8	0.9	-4.8	-26.5	-1.6	-3.0	-14.5
AL North	9.6	7.3	6.9	4.9	3.1	-0.5	0.9	1.6	1.0	-2.4	-0.7	4.8	5.8	4.3	-30.5	-55.7	-39.0	-25.9	6.5	4.9	-25.6	5.4	5.6	-12.7
Revenue	2019												2020						Year To Date			Running 12 Month		
Lauderdale County, AL+	1,261,371	1,338,435	1,738,103	1,818,226	1,894,284	2,155,836	1,994,854	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	10,558,015	10,206,255	6,811,033	20,975,083	20,736,908	17,008,986
AL North	28,154,165	32,555,493	42,973,219	41,328,261	41,781,759	41,859,473	40,367,911	40,487,083	38,288,831	44,124,610	35,090,852	28,469,167	30,308,907	34,983,503	27,447,275	13,694,357	19,596,976	26,595,218	209,102,701	228,652,369	152,626,234	407,166,039	444,647,386	379,454,688
Index	4.5	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	5.0	4.5	4.5	5.2	4.7	4.5
% Chg																								
Lauderdale County, AL+	0.6	-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	4.1	-3.3	-33.3	1.4	-1.1	-18.0
AL North	14.2	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	10.6	9.3	-33.2	9.0	9.2	-14.7

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR", © CoStar Realty Information, Inc.



How can we assist you?

Glossary:

For all STR definitions, please visit www.str.com/data-insights/resources/glossary

Frequently Asked Questions (FAQ):

For all STR FAQs, please click here or visit <http://www.str.com/data-insights/resources/FAQ>

For additional support, please contact your regional office.

For the latest in industry news, visit HotelNewsNow.com.

To learn more about the Hotel Data Conference, visit HotelDataConference.com.