

Date Created: Dec 16, 2019

# Florence/Lauderdale Tourism

For the Month of November 2019



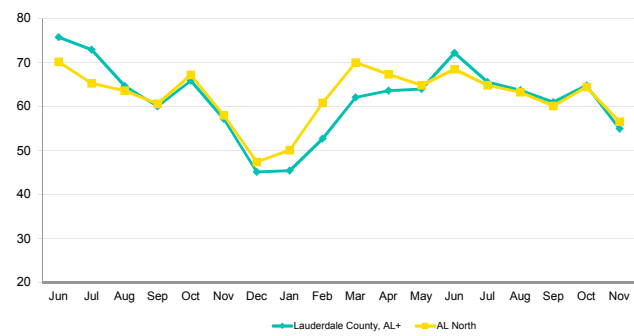
Table Of Contents	1
Comp Trend	2
Comp Trend-Raw	3
Response Lauderdale County, AL+	4
Help	5

735 East Main Street, Hendersonville, TN 37075 USA  
T : +1 615 824 8664  
destininfo@str.com    www.str.com

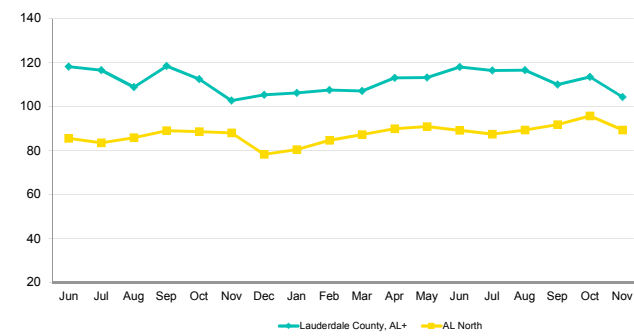
Blue Fin Building, 110 Southwark Street, London SE1 0TA  
T : +44 (0)20 7922 1930  
industryinfo@str.com    www.str.com

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination 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 the STR Destination Report , please contact us immediately.  
Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".

### Occupancy Comparison



### ADR Comparison



Occupancy (%)	2018								2019								Year To Date			Running 12 Month				
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	75.8	72.9	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	63.4	63.6	61.0	62.1	62.3	59.6
AL North	70.2	65.3	63.6	60.7	67.2	58.1	47.5	50.1	60.9	70.0	67.4	64.9	68.5	64.8	63.3	60.2	64.4	56.6	59.0	62.2	62.8	57.7	60.8	61.5
Index	108.0	111.7	101.8	99.0	98.1	98.6	95.2	90.7	86.6	88.7	94.5	98.7	105.5	101.2	100.7	101.4	100.6	97.2	107.5	102.3	97.1	107.6	102.5	96.9
% Chg																								
Lauderdale County, AL+	3.0	8.5	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	-2.8	0.3	-4.1	-2.5	0.4	-4.3
AL North	10.1	6.2	6.3	-2.9	11.1	6.4	3.0	9.0	6.6	5.9	3.2	1.1	-2.4	-0.7	-0.6	-0.8	-4.1	-2.5	0.6	5.4	1.1	0.4	5.4	1.2

ADR	2018								2019								Year To Date			Running 12 Month				
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	118.14	116.63	108.82	118.44	112.50	102.72	105.36	106.22	107.56	107.07	113.02	113.25	118.05	116.38	116.55	109.97	113.53	104.32	107.78	110.79	111.90	107.29	110.31	111.48
AL North	85.66	83.54	85.86	89.04	88.60	88.04	78.28	80.48	84.75	87.30	89.90	90.98	89.20	87.44	89.43	91.90	95.74	89.43	82.70	85.35	88.98	82.15	84.78	88.29
Index	137.9	139.6	126.7	133.0	127.0	116.7	134.6	132.0	126.9	122.7	125.7	124.5	132.3	133.1	130.3	119.7	118.6	116.7	130.3	129.8	125.8	130.6	130.1	126.3
% Chg																								
Lauderdale County, AL+	3.9	-0.7	1.0	8.2	3.3	-0.4	1.7	4.9	3.0	1.5	2.7	-0.3	-0.1	-0.2	7.1	-7.1	0.9	1.6	2.5	2.8	1.0	2.5	2.8	1.1
AL North	4.1	3.1	3.2	1.9	-0.5	5.2	2.4	4.1	5.0	4.2	2.6	5.8	4.1	4.7	4.2	3.2	8.1	1.6	3.0	3.2	4.3	3.0	3.2	4.1

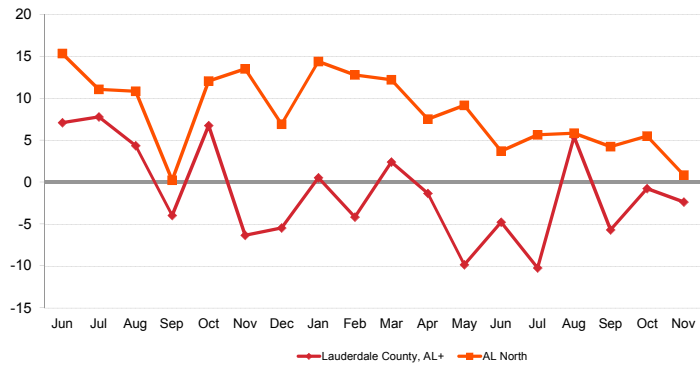
  

RevPAR	2018								2019								Year To Date			Running 12 Month				
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	89.52	85.03	70.46	71.15	74.15	58.77	47.59	48.26	56.72	66.53	71.93	72.49	85.26	76.35	74.29	67.10	73.60	57.39	68.34	70.48	68.25	66.63	68.77	66.50
AL North	60.10	54.55	54.63	54.03	59.53	51.12	37.15	40.31	51.59	61.12	60.57	59.00	61.10	56.70	56.58	55.30	61.67	50.63	48.76	53.07	55.92	47.41	51.57	54.34
Index	149.0	155.9	129.0	131.7	124.6	115.0	128.1	119.7	109.9	108.9	118.8	122.9	139.6	134.6	131.3	121.4	119.3	113.4	140.1	132.8	122.1	140.6	133.4	122.4
% Chg																								
Lauderdale County, AL+	7.1	7.8	4.4	-4.0	6.7	-6.3	-5.5	0.5	-4.1	2.4	-1.3	-9.9	-4.8	-10.2	5.4	-5.7	-0.8	-2.4	-0.3	3.1	-3.2	0.0	3.2	-3.3
AL North	14.6	9.5	9.7	-1.1	10.5	12.0	5.4	13.4	11.9	10.4	5.9	7.0	1.7	4.0	3.6	2.3	3.6	-1.0	3.6	8.8	5.4	3.4	8.8	5.4

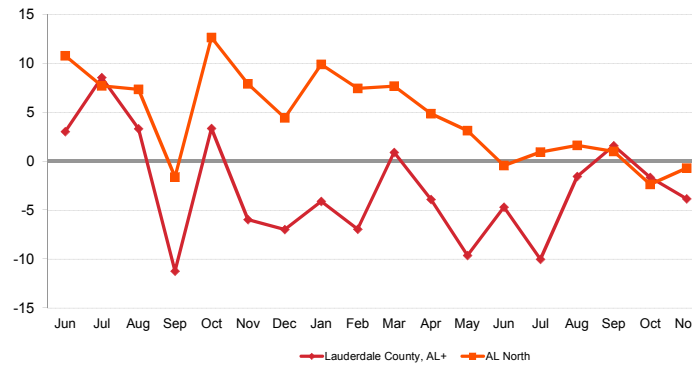
A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination 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 the STR Destination Report, please contact us immediately. Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".

Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply								2018								2019								Year To Date			Running 12 Month		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2017	2018	2019	2017	2018	2019					
Lauderdale County, AL+	25,290	26,133	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	281,562	281,562	281,562	307,695	307,695	307,695					
AL North	672,630	700,848	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	7,436,406	7,520,857	7,645,935	8,124,575	8,214,296	8,348,984					
Index	3.8	3.7	3.7	6.0	3.7	3.7	3.7	6.9	3.7	3.7	3.7	3.7	3.7	3.7	3.6	3.6	3.7	3.7	3.8	3.7	3.7	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
AL North	0.6	1.4	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	1.7	1.1	1.7	1.8	1.1	1.6					

Demand								2018								2019								Year To Date			Running 12 Month		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2017	2018	2019	2017	2018	2019					
Lauderdale County, AL+	19,164	19,053	16,920	15,192	17,226	14,470	11,803	11,874	12,446	16,239	16,096	16,727	18,266	17,144	16,657	15,432	16,941	13,912	178,532	179,129	171,734	191,097	191,819	183,537					
AL North	471,918	457,587	445,798	412,852	472,359	394,993	333,619	350,517	384,794	494,249	460,216	459,752	469,903	461,891	453,015	416,953	461,173	392,232	4,384,926	4,676,410	4,804,695	4,688,636	4,995,882	5,138,314					
Index	4.1	4.2	3.8	3.7	3.6	3.7	3.5	3.4	3.2	3.3	3.5	3.6	3.9	3.7	3.7	3.7	3.5	4.1	3.8	3.6	4.1	3.8	3.6						
% Chg																													
Lauderdale County, AL+	3.0	8.5	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	-2.8	0.3	-4.1	-2.5	0.4	-4.3					
AL North	10.8	7.7	7.3	-1.6	12.6	7.9	4.4	9.9	7.4	7.7	4.9	3.1	-0.4	0.9	1.6	1.0	-2.4	-0.7	2.4	6.6	2.7	2.2	6.6	2.9					

Revenue								2018								2019								Year To Date			Running 12 Month		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2017	2018	2019	2017	2018	2019					
Lauderdale County, AL+	2,264,068	2,222,194	1,841,291	1,799,266	1,937,887	1,486,401	1,243,610	1,261,259	1,338,731	1,738,693	1,819,209	1,894,258	2,156,292	1,995,273	1,941,433	1,697,065	1,923,317	1,451,296	19,241,896	19,845,052	19,216,826	20,502,411	21,160,412	20,460,436					
AL North	40,425,573	38,228,063	38,276,670	36,760,294	41,851,929	34,777,133	26,117,069	28,209,408	32,609,826	43,145,834	41,374,776	41,826,958	41,916,897	40,389,706	40,511,536	38,316,215	44,154,595	35,076,123	362,633,673	399,139,688	427,531,873	385,161,496	423,572,724	453,648,942					
Index	5.6	5.8	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	5.3	5.0	4.5	5.3	5.0	4.5						
% Chg																													
Lauderdale County, AL+	7.1	7.8	4.4	-4.0	6.7	-6.3	-5.5	0.5	-4.1	2.4	-1.3	-9.9	-4.8	-10.2	5.4	-5.7	-0.8	-2.4	-0.3	3.1	-3.2	0.0	3.2	-3.3					
AL North	15.3	11.1	10.8	0.2	12.0	13.5	6.9	14.4	12.8	12.2	7.5	9.2	3.7	5.7	5.8	4.2	5.5	0.9	5.4	10.1	7.1	5.2	10.0	7.1					

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination 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 the STR Destination Report, please contact us immediately. Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".





# How can we assist you?

**Glossary:**

For all STR definitions, please visit [www.str.com/resources/glossary](http://www.str.com/resources/glossary)

**Frequently Asked Questions (FAQ):**

For all STR FAQs, please click [here](#) or visit [www.str.com/resources/faq](http://www.str.com/resources/faq)

Please visit our website at [www.str.com](http://www.str.com), or if you need additional assistance please reach out to our Customer Support team.

**North America:**

735 East Main Street, Hendersonville, TN 37075 USA

T : +1 615 824 8664

[destininfo@str.com](mailto:destininfo@str.com)

**International:**

Blue Fin Building, 110 Southwark Street, London SE1 0TA

T : +44 (0) 20 7922 1930

[industryinfo@str.com](mailto:industryinfo@str.com)

**Asia Pacific:**

Thong Teck Building, 15 Scotts Road #08-12, 228 218 Singapore

T: +64 6800 7850

[apinfo@str.com](mailto:apinfo@str.com)

For the latest in industry news, visit [HotelNewsNow.com](http://HotelNewsNow.com).

To learn more about the Hotel Data Conference, visit [HotelDataConference.com](http://HotelDataConference.com).