Date Created: Dec 16, 2020

Florence/Lauderdale Tourism

For the Month of November 2020
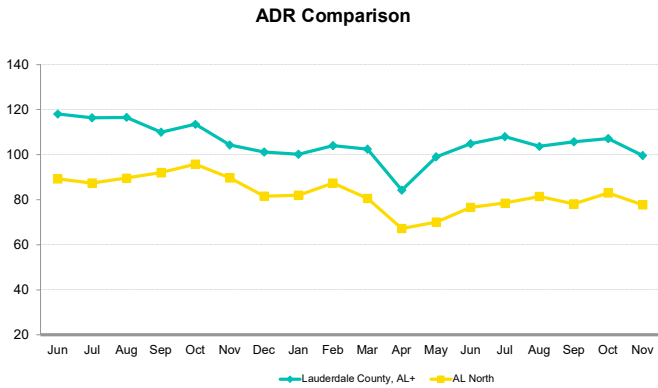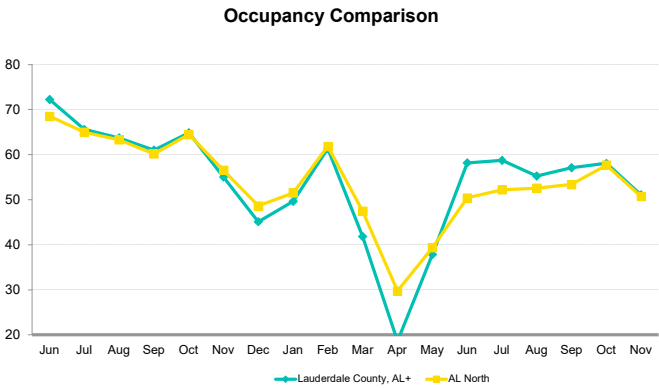
Tab 2 - Comp Trend

Florence/Lauderdale Tourism

For the Month of November 2020

Occupancy Comparison

Legend: Lauderdale County, AL+ — AL North
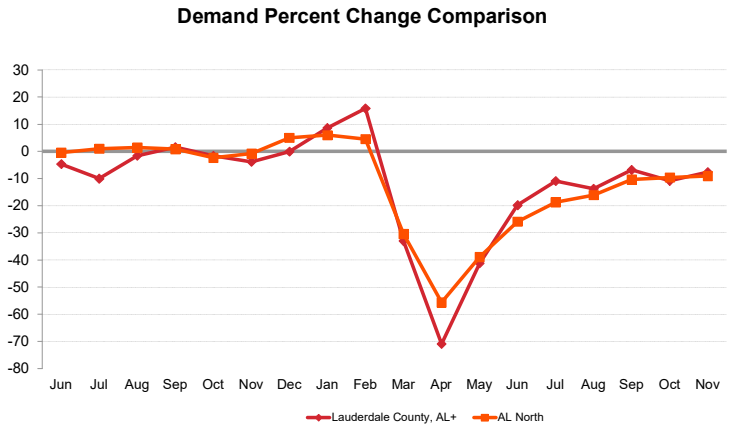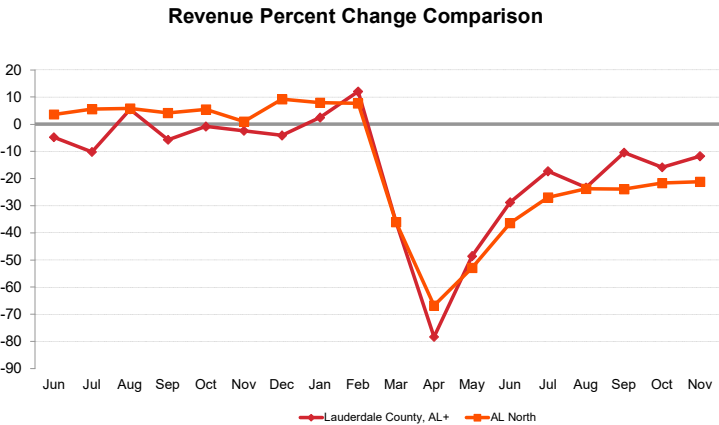
ADR Comparison

Legend: Lauderdale County, AL+ — AL North

Occupancy (%)	2019							2020											Year To Date			Running 12 Month		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	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	55.2	57.1	58.1	51.1	63.6	61.0	49.7	62.3	59.6	49.3
AL North	68.5	65.0	63.3	60.2	64.5	56.5	48.6	51.5	61.8	47.4	29.7	39.3	50.4	52.2	52.6	53.4	57.7	50.7	62.2	62.8	49.7	60.9	61.5	49.6
Index	105.4	100.9	100.7	101.4	100.6	97.3	92.8	96.3	99.3	88.2	62.6	96.1	115.5	112.5	105.0	107.0	100.6	100.7	102.3	97.1	100.1	102.4	96.9	99.5

% Chg																								
Lauderdale County, AL+	-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	-13.4	-6.4	-10.4	-7.2	0.3	-4.1	-18.5	0.4	-4.3	-17.3
AL North	-2.3	-0.5	-0.6	-0.9	-4.1	-2.7	2.4	2.9	1.5	-31.8	-55.9	-39.4	-26.4	-19.7	-16.9	-11.3	-10.5	-10.3	5.4	1.0	-20.9	5.4	1.1	-19.4

ADR	2019							2020											Year To Date			Running 12 Month		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	118.03	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	110.79	111.88	103.11	110.31	111.46	102.96
AL North	89.24	87.38	89.58	92.02	95.80	89.68	81.54	82.03	87.34	80.56	67.21	70.10	76.55	78.52	81.37	78.10	83.00	77.77	85.40	89.08	79.22	84.83	88.38	79.41
Index	132.3	133.2	130.1	119.5	118.4	116.3	124.1	122.2	119.1	127.2	125.3	141.2	137.0	137.5	127.4	135.3	129.1	128.0	129.7	125.6	130.2	130.0	126.1	129.6

% Chg																								
Lauderdale County, AL+	-0.1	-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	2.8	1.0	-7.8	2.8	1.0	-7.6
AL North	4.1	4.5	4.3	3.3	8.0	1.8	4.0	1.8	3.0	-8.1	-25.2	-23.0	-14.2	-10.1	-9.2	-15.1	-13.4	-13.3	3.2	4.3	-11.1	3.2	4.2	-10.1

RevPAR	2019							2020											Year To Date			Running 12 Month		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	85.24	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	70.48	68.23	51.27	68.77	66.48	50.79
AL North	61.14	56.79	56.68	55.36	61.75	50.72	39.63	42.24	53.99	38.22	19.98	27.58	38.57	40.98	42.79	41.70	47.88	39.45	53.13	55.96	39.36	51.62	54.38	39.38
Index	139.4	134.4	131.1	121.2	119.1	113.1	115.1	117.6	118.3	112.1	78.5	135.7	158.2	154.7	133.8	144.8	129.9	128.9	132.7	121.9	130.3	133.2	122.3	129.0

% Chg																								
Lauderdale County, AL+	-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	-22.9	-10.0	-15.4	-11.4	3.1	-3.2	-24.9	3.2	-3.3	-23.6
AL North	1.7	4.0	3.6	2.3	3.5	-1.0	6.6	4.8	4.6	-37.3	-67.0	-53.3	-36.9	-27.8	-24.5	-24.7	-22.5	-22.2	8.8	5.3	-29.7	8.7	5.3	-27.6

A blank row indicates insufficient data.

Tab 3 - Comp Trend-Raw

Florence/Lauderdale Tourism

For the Month of November 2020

Revenue Percent Change Comparison

Demand Percent Change Comparison

Legend: — Lauderdale County, AL+   — AL North

Supply

	2019							2020											Year To Date			Running 12 Month		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	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	26,009	25,170	26,009	25,170	281,562	281,562	280,226	307,695	307,695	306,359
AL North	683,670	709,807	713,558	690,540	713,496	691,020	718,239	718,115	648,620	718,115	685,500	712,194	689,220	717,898	720,719	697,440	720,688	700,290	7,499,597	7,619,816	7,728,799	8,191,176	8,320,385	8,447,038
Index	3.7	3.7	3.7	3.7	3.7	3.7	3.6	3.6	3.6	3.6	3.7	3.7	3.7	3.6	3.6	3.6	3.6	3.6	3.8	3.7	3.6	3.8	3.7	3.6

% Chg

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	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	-0.5	-0.5	-0.5	-0.5	-0.5	0.0	0.0	-0.5	0.0	0.0	-0.4
AL North	1.9	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	1.6	1.4	1.1	1.6	1.5

Demand

	2019							2020											Year To Date			Running 12 Month		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	18,265	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	179,129	171,717	139,325	191,819	183,520	151,114
AL North	468,392	461,335	451,510	415,413	459,873	390,761	349,118	369,846	400,943	340,693	203,730	280,234	347,307	374,720	378,984	372,340	415,764	355,237	4,665,885	4,786,491	3,839,798	4,984,930	5,119,008	4,188,916
Index	3.9	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	3.6	3.6	3.8	3.6	3.6	3.8	3.6	3.6

% Chg

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	-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	-13.8	-6.8	-10.9	-7.6	0.3	-4.1	-18.9	0.4	-4.3	-17.7
AL North	-0.5	1.0	1.5	0.8	-2.4	-0.8	5.0	6.0	4.5	-30.4	-55.6	-38.9	-25.9	-18.8	-16.1	-10.4	-9.6	-9.1	6.6	2.6	-19.8	6.5	2.7	-18.2

Revenue

	2019							2020											Year To Date			Running 12 Month		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	2,155,836	1,994,827	1,941,244	1,696,802	1,921,831	1,450,835	1,192,543	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	19,845,057	19,211,793	14,365,977	21,160,417	20,455,404	15,558,520
AL North	41,797,993	40,310,605	40,445,047	38,226,153	44,057,928	35,045,109	28,466,552	30,336,644	35,016,677	27,444,920	13,693,316	19,643,254	26,585,794	29,423,005	30,836,067	29,079,949	34,507,560	27,627,495	398,468,893	426,382,631	304,194,680	422,864,513	452,440,273	332,661,233
Index	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	4.8	5.2	4.7	4.6	5.0	4.5	4.7	5.0	4.5	4.7

% Chg

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	-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	-23.3	-10.5	-15.8	-11.8	3.1	-3.2	-25.2	3.2	-3.3	-23.9
AL North	3.6	5.6	5.8	4.1	5.4	0.9	9.2	7.9	7.7	-36.0	-66.8	-52.9	-36.4	-27.0	-23.8	-23.9	-21.7	-21.2	10.0	7.0	-28.7	9.9	7.0	-26.5

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Tab 4 - Response Lauderdale County, AL+

Florence/Lauderdale Tourism

For the Month of November 2020

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms
34664	Baymont Inn & Suites Florence Muscle Shoals	Florence, AL	35630	Dec 2012	Apr 1996	64	
48943	Closed - Independent Economy Inn	Florence, AL	35630	Dec 2011	Jun 1985	0	
19299	Closed Homestead Executive Inn	Florence, AL	35630	Apr 2005	Jun 1985	0	
5356	Closed Knights Inn Florence	Florence, AL	35630	Jan 1999		0	
60265	Comfort Suites Florence Shoals Area	Florence, AL	35630	Jun 2010	Jun 2010	68	
27043	Great American Hotel	Florence, AL	35630	Jan 2020	Jun 1964	60	Y
56872	Hampton by Hilton Inn & Suites Florence-Downtown	Florence, AL	35630	Nov 2007	Nov 2007	88	
36723	Hampton by Hilton Inn Florence-Midtown	Florence, AL	35630	Jul 1998	Jul 1998	90	
59876	Holiday Inn Express & Suites Florence Northeast	Florence, AL	35630	Jan 2010	Jan 2010	79	
53518	Marriott Shoals Hotel & Spa	Florence, AL	35630	Jun 2005	Jun 2005	199	
39061	Quality Inn Florence	Florence, AL	35630	May 2010	Oct 1999	47	
60430	Residence Inn Florence	Florence, AL	35630	Jun 2010	Jun 2010	110	
30004	Lakeview Inn & Suites	Killen, AL	35645	Mar 2020	Jan 1989	34	

Total Properties: 13   839

Response grid headers: 2018 | 2019 | 2020 — months J F M A M J J A S O N D (per year)

Legend:
- ○ - Monthly data received by STR
- ● - Monthly and daily data received by STR
- Blank - No data received by STR
- Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

A blank row indicates insufficient data.

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

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