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Florence/Lauderdale Tourism

For the Month of October 2019



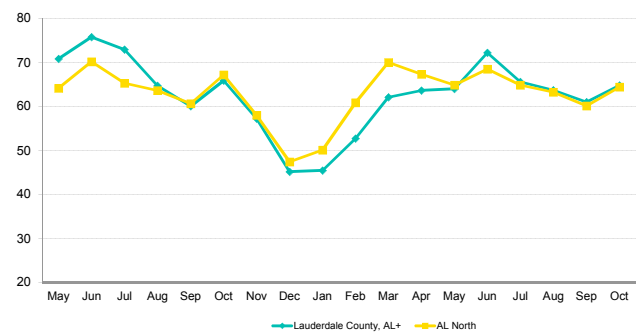
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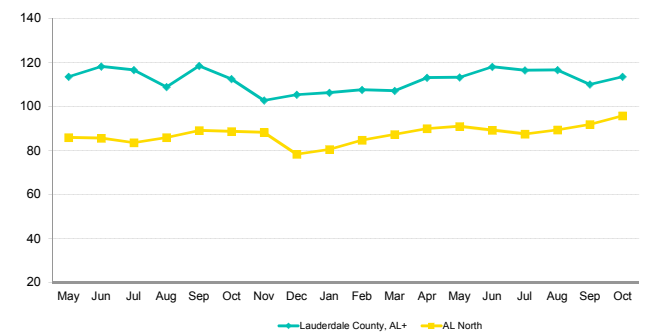
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Occupancy Comparison



ADR Comparison



Occupancy (%)	2018												2019						Year To Date			Running 12 Month		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	70.8	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	63.7	64.3	61.6	61.8	62.6	59.8
AL North	64.1	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	59.4	62.6	63.5	57.5	60.5	61.7
Index	110.4	108.0	111.7	101.8	99.0	98.1	98.5	95.2	90.7	86.6	88.7	94.5	98.7	105.5	101.2	100.7	101.4	100.6	107.2	102.7	97.0	107.6	103.5	97.0
% Chg																			2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	-1.0	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	-3.5	0.9	-4.2	-3.1	1.3	-4.5
AL North	6.4	10.1	6.2	6.3	-2.9	11.1	6.5	3.0	9.0	6.6	5.9	3.2	1.1	-2.4	-0.7	-0.6	-0.8	-4.1	0.2	5.4	1.4	0.0	5.3	1.9

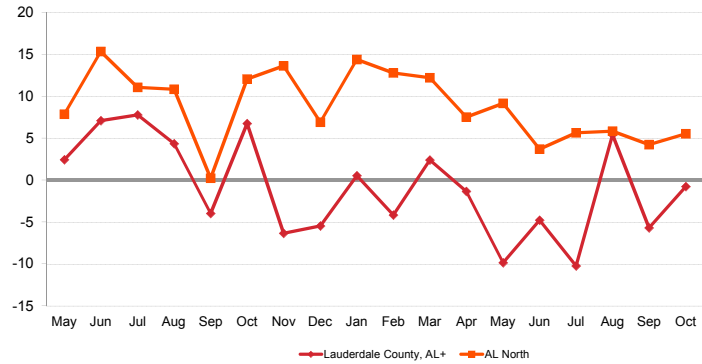
ADR	2018												2019						Year To Date			Running 12 Month			
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2017	2018	2019	2017	2018	2019	
Lauderdale County, AL+	113.54	118.14	116.63	108.82	118.44	112.50	102.72	105.36	106.22	107.56	107.07	113.02	113.25	118.05	116.38	116.55	109.97	113.53	108.22	111.49	112.57	107.66	110.31	111.33	
AL North	85.96	85.66	83.54	85.86	89.04	88.60	88.18	78.28	80.48	84.75	85.86	87.30	89.90	90.98	89.20	87.44	89.43	91.90	95.71	82.23	85.10	88.94	82.23	84.45	88.19
Index	132.1	137.9	139.6	126.7	133.0	127.0	116.5	134.6	132.0	126.9	122.7	125.7	124.5	132.3	133.1	130.3	119.7	118.6	131.0	131.0	126.6	130.9	130.6	126.2	
% Chg																			2017	2018	2019	2017	2018	2019	
Lauderdale County, AL+	3.5	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	3.1	3.0	1.0	3.4	2.5	0.9	
AL North	0.8	4.1	3.1	3.2	1.9	-0.5	5.3	2.4	4.1	5.0	4.2	2.6	5.8	4.1	4.7	4.2	3.2	8.0	3.4	3.0	4.5	3.6	2.7	4.4	

RevPAR	2018												2019						Year To Date			Running 12 Month		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	80.41	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	68.89	71.64	69.32	66.59	69.10	66.61
AL North	55.13	60.10	54.55	54.63	54.03	59.53	51.21	37.15	40.31	51.59	61.12	60.57	59.00	61.10	56.70	56.58	55.30	61.68	49.07	53.27	56.44	47.27	51.12	54.39
Index	145.9	149.0	155.9	129.0	131.7	124.6	114.8	128.1	119.7	109.9	108.9	118.8	122.9	139.6	134.6	131.3	121.4	119.3	140.4	134.5	122.8	140.9	135.2	122.5
% Chg																			2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	2.4	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	-0.4	4.0	-3.2	0.2	3.8	-3.6
AL North	7.2	14.6	9.5	9.7	-1.1	10.5	12.1	5.4	13.4	11.9	10.4	5.9	7.0	1.7	4.0	3.6	2.3	3.6	3.6	8.5	6.0	3.6	8.1	6.4

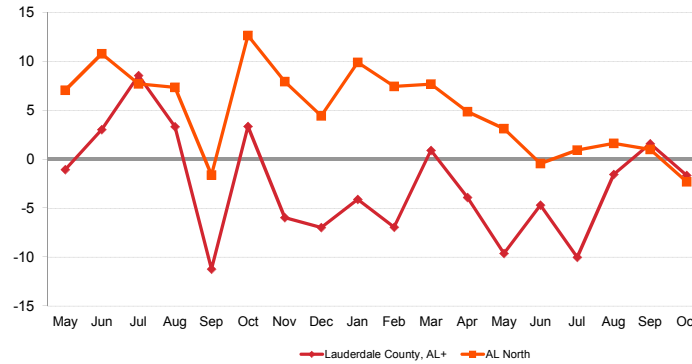
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2018									2019								Year To Date			Running 12 Month			
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	26,133	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	256,272	256,272	256,272	307,695	307,695	307,695
AL North	695,051	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	716,007	6,765,216	6,840,487	6,953,147	8,116,595	8,205,116	8,336,566
Index	3.8	3.8	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	3.6	3.8	3.7	3.7	3.8	3.8	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	
AL North	0.6	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	1.1	1.6	1.8	1.1	1.6

Demand	2018									2019								Year To Date			Running 12 Month			
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	18,508	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	163,145	164,659	157,822	190,301	192,736	184,095
AL North	445,760	471,918	457,587	445,798	412,852	472,359	395,090	333,619	350,517	384,794	494,249	460,216	459,752	469,903	461,891	453,015	416,953	461,434	4,018,840	4,281,417	4,412,724	4,666,235	4,966,912	5,141,433
Index	4.2	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	3.7	4.1	3.8	3.6	4.1	3.9	3.6
% Chg																								
Lauderdale County, AL+	-1.0	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	-3.5	0.9	-4.2	-3.1	1.3	-4.5
AL North	7.1	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	-2.3	2.0	6.5	3.1	1.8	6.4	3.5

Revenue	2018									2019								Year To Date			Running 12 Month			
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	2,101,391	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	17,655,348	18,358,651	17,765,530	20,488,725	21,260,559	20,495,541
AL North	38,315,306	40,425,573	38,228,063	38,276,670	36,760,294	41,851,929	34,840,233	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	44,164,281	331,992,452	364,362,555	392,465,436	383,701,687	419,462,589	453,422,738
Index	5.5	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	4.4	5.3	5.0	4.5	5.3	5.1	4.5
% Chg																								
Lauderdale County, AL+	2.4	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	-0.4	4.0	-3.2	0.2	3.8	-3.6
AL North	7.9	15.3	11.1	10.8	0.2	12.0	13.6	6.9	14.4	12.8	12.2	7.5	9.2	3.7	5.7	5.8	4.2	5.5	5.4	9.8	7.7	5.5	9.3	8.1

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