

Date Created: Nov 16, 2020

Florence/Lauderdale Tourism

For the Month of October 2020



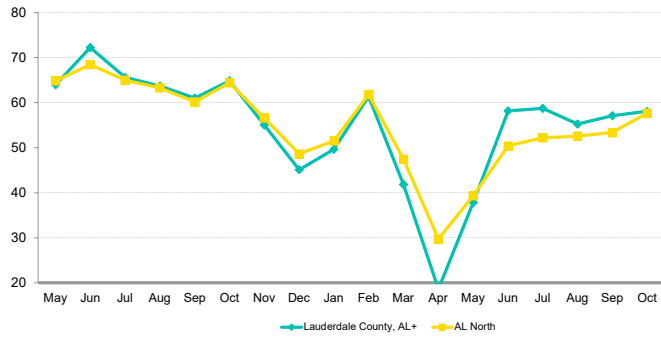
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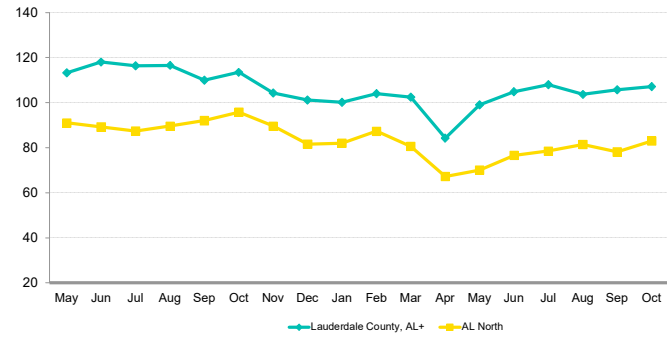
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Occupancy Comparison



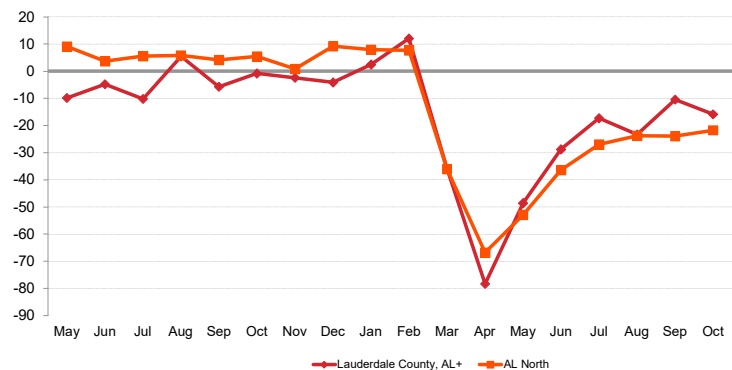
ADR Comparison



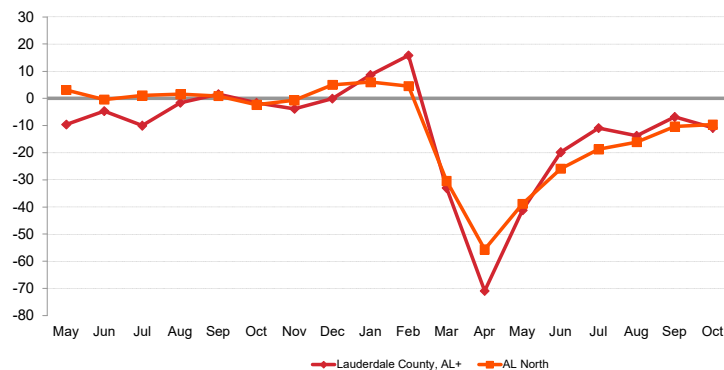
Occupancy (%)	2019												2020						Year To Date			Running 12 Month		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	64.0	72.2	65.6	63.7	61.0	64.8	55.0	45.1	49.6	61.4	41.8	18.6	37.8	58.2	58.7	55.2	57.1	58.1	64.3	61.6	49.6	62.6	59.8	49.7
AL North	64.9	68.5	65.0	63.3	60.1	64.4	56.6	48.6	51.5	61.8	47.4	29.7	39.3	50.4	52.2	52.6	53.4	57.6	62.6	63.4	49.6	60.6	61.6	50.1
Index	98.7	105.4	101.0	100.8	101.4	100.6	97.2	92.8	96.3	99.3	88.2	62.6	96.1	115.5	112.5	105.0	107.0	100.7	102.6	97.1	100.0	103.4	97.0	99.2
% Chg	2019												2020						Year To Date			Running 12 Month		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	-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	-13.4	-6.4	-10.4	0.9	-4.2	-19.5	1.3	-4.5	-17.0
AL North	1.1	-2.4	-0.6	-0.7	-1.0	-4.1	-2.6	2.4	2.9	1.5	-31.8	-55.9	-39.3	-26.4	-19.7	-16.9	-11.2	-10.6	5.3	1.3	-21.9	5.3	1.8	-18.8
ADR	2019												2020						Year To Date			Running 12 Month		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	113.25	118.03	116.37	116.54	109.98	113.46	104.28	101.16	100.21	104.04	102.44	84.25	98.99	104.85	107.98	103.66	105.69	107.14	111.50	112.55	103.47	110.31	111.32	103.37
AL North	90.99	89.22	87.36	89.56	92.00	95.79	89.56	81.52	82.01	87.31	80.53	67.20	70.08	76.53	78.50	81.35	78.09	82.98	85.15	89.01	79.35	84.49	88.25	80.48
Index	124.5	132.3	133.2	130.1	119.5	118.4	116.4	124.1	122.2	119.2	127.2	125.4	141.2	137.0	137.5	127.4	135.3	129.1	130.9	126.5	130.4	130.6	126.1	128.4
Lauderdale County, AL+	-0.3	-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	3.0	0.9	-8.1	2.5	0.9	-7.1
AL North	5.8	4.1	4.5	4.2	3.2	8.0	1.6	4.1	1.8	3.0	-8.1	-25.2	-23.0	-14.2	-10.1	-9.2	-15.1	-13.4	3.0	4.5	-10.8	2.7	4.5	-8.8
RevPAR	2019												2020						Year To Date			Running 12 Month		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	72.49	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	71.64	69.31	51.31	69.10	66.60	51.32
AL North	59.03	61.11	56.76	56.65	55.33	61.73	50.68	39.62	42.23	53.96	38.21	19.97	27.58	38.56	40.97	42.77	41.68	47.83	53.32	56.45	39.33	51.17	54.40	40.29
Index	122.8	139.5	134.5	131.1	121.3	119.1	113.2	115.2	117.7	118.3	112.1	78.5	135.8	158.2	154.8	133.8	144.6	130.1	134.4	122.8	130.4	135.0	122.4	127.4
Lauderdale County, AL+	-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	-22.9	-10.0	-15.4	4.0	-3.3	-26.0	3.8	-3.6	-22.9
AL North	7.0	1.6	3.9	3.6	2.2	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	8.5	5.9	-30.3	8.1	6.3	-25.9

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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2019									2020								Year To Date			Running 12 Month			
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	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	26,009	25,170	26,009	256,272	256,272	255,056	307,695	307,695	306,479
AL North	707,048	684,270	710,427	714,178	691,140	714,085	691,590	718,828	718,704	649,152	718,704	686,100	712,783	689,790	718,487	721,308	698,010	721,277	6,822,247	6,934,845	7,034,315	8,183,216	8,314,604	8,444,733
Index	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.6	3.6	3.6	3.6	3.7	3.6	3.6	3.6	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	-0.5	-0.5	0.0	0.0	-0.5	0.0	0.0	-0.4
Lauderdale County, AL+	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	-0.5	-0.5	-0.5	-0.5	0.0	0.0	-0.5	0.0	0.0	-0.4
AL North	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	1.0	1.0	1.0	1.1	1.7	1.4	1.1	1.6	1.6

Demand	2019									2020								Year To Date			Running 12 Month				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2018	2019	2020	2018	2019	2020	
Lauderdale County, AL+	16,726	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	164,659	157,805	126,473	192,736	184,078	152,174	
AL North	458,640	468,694	461,619	451,786	415,659	460,155	391,341	349,345	370,098	401,197	340,965	203,887	280,455	347,543	374,982	379,254	372,582	415,712	4,272,306	4,398,534	3,486,675	4,956,693	5,125,447	4,227,361	
Index	3.6	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	3.9	3.6	3.6	3.9	3.6	3.6	
% Chg										8.7	15.8	-33.0	-70.9	-41.2	-19.8	-10.9	-13.8	-6.8	-10.9	0.9	-4.2	-19.9	1.3	-4.5	-17.3
Lauderdale County, AL+	-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	-13.8	-6.8	-10.9	0.9	-4.2	-19.9	1.3	-4.5	-17.3	
AL North	3.1	-0.4	1.1	1.5	0.9	-2.4	-0.7	5.0	6.0	4.5	-30.4	-55.6	-38.9	-25.8	-18.8	-16.1	-10.4	-9.7	6.5	3.0	-20.7	6.4	3.4	-17.5	

Revenue	2019									2020								Year To Date			Running 12 Month				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2018	2019	2020	2018	2019	2020	
Lauderdale County, AL+	1,894,284	2,155,836	1,994,827	1,941,244	1,696,802	1,921,831	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	1,488,922	1,519,162	1,617,961	18,358,656	17,760,958	13,086,292	21,260,564	20,490,970	15,729,643	
AL North	41,733,661	41,814,680	40,326,514	40,460,228	38,239,413	44,077,252	35,049,608	28,478,559	30,350,042	35,029,972	27,459,088	13,701,636	19,655,305	26,599,187	29,437,923	30,851,254	29,093,502	34,497,510	363,768,906	391,495,937	276,675,418	418,769,602	452,298,013	340,203,586	
Index	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	4.8	5.2	4.7	5.0	4.5	4.7	5.1	4.5	4.6	
% Chg										2.5	12.1	-35.9	-78.3	-48.6	-28.8	-17.3	-23.3	-10.5	-15.8	4.0	-3.3	-26.3	3.8	-3.6	-23.2
Lauderdale County, AL+	-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	-23.3	-10.5	-15.8	4.0	-3.3	-26.3	3.8	-3.6	-23.2	
AL North	9.1	3.7	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	-23.7	-23.9	-21.7	9.7	7.6	-29.3	9.3	8.0	-24.8	

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