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Florence/Lauderdale Tourism

For the Month of September 2020



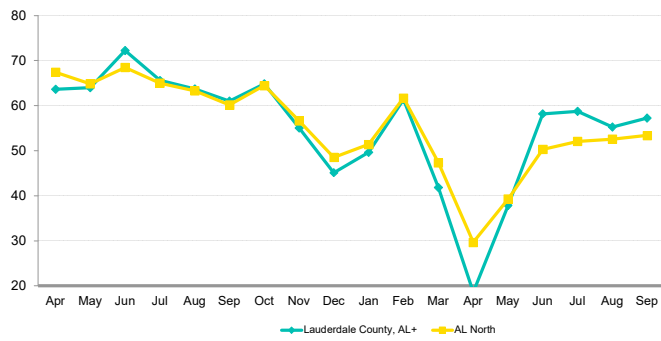
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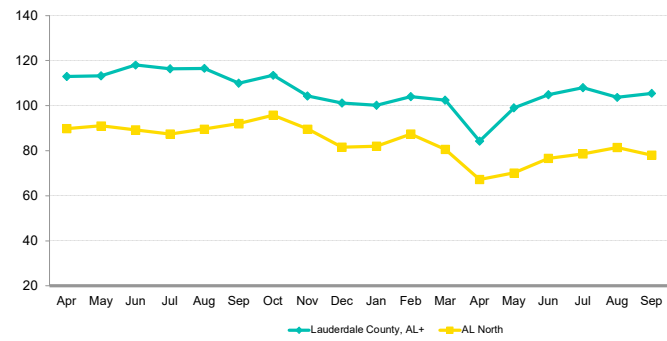
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Occupancy Comparison



ADR Comparison



Occupancy (%)	2019												2020					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Lauderdale County, AL+	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	58.7	55.2	57.2
AL North	67.4	64.9	68.5	65.0	63.3	60.1	64.5	56.6	48.5	51.4	61.7	47.3	29.6	39.2	50.3	52.1	52.6	53.4
Index	94.4	98.7	105.4	101.0	100.8	101.4	100.6	97.2	93.0	96.5	99.5	88.4	62.8	96.4	115.8	112.8	105.0	107.2
% Chg	2019												2020					
Lauderdale County, AL+	-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	-10.5	-13.4	-6.2
AL North	3.3	1.1	-2.4	-0.6	-0.7	-1.0	-4.1	-2.6	2.2	2.7	1.3	-31.9	-56.0	-39.5	-26.6	-19.9	-16.9	-11.2

Year To Date			Running 12 Month		
2018	2019	2020	2018	2019	2020
64.1	61.2	48.6	62.5	59.9	50.2
62.1	63.3	48.6	60.0	61.9	50.6
103.2	96.7	100.2	104.1	96.8	99.4
0.7	-4.5	-20.5	0.8	-4.1	-16.1
4.7	2.0	-23.3	4.4	3.1	-18.3

ADR	2019												2020					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Lauderdale County, AL+	112.98	113.25	118.03	116.37	116.54	109.98	113.44	104.28	101.16	100.21	104.04	102.44	84.25	98.99	104.85	107.98	103.66	105.46
AL North	89.88	90.99	89.22	87.36	89.56	92.00	95.76	89.57	81.57	82.05	87.36	80.57	67.21	70.11	76.56	78.53	81.35	78.07
Index	125.7	124.5	132.3	133.2	130.1	119.5	118.5	116.4	124.0	122.1	119.1	127.1	125.3	141.2	137.0	137.5	127.4	135.1
% Chg	2019												2020					
Lauderdale County, AL+	2.6	-0.3	-0.1	-0.2	7.1	-7.1	0.8	1.5	-4.0	-5.7	-3.3	-4.3	-25.4	-12.6	-11.2	-7.2	-11.1	-4.1
AL North	2.5	5.8	4.1	4.5	4.2	3.2	8.0	1.6	4.1	1.9	3.1	-8.1	-25.2	-23.0	-14.2	-10.1	-9.2	-15.1

Year To Date			Running 12 Month		
2018	2019	2020	2018	2019	2020
111.38	112.44	102.94	109.99	111.23	104.08
84.71	88.21	78.89	84.48	87.61	81.91
131.5	127.5	130.5	130.2	127.0	127.1
3.0	1.0	-8.4	2.4	1.1	-6.4
3.4	4.1	-10.6	3.0	3.7	-6.5

RevPAR	2019												2020					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Lauderdale County, AL+	71.90	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
AL North	60.59	59.03	61.11	56.76	56.65	55.33	61.73	50.69	39.56	42.16	53.89	38.14	19.92	27.51	38.49	40.90	42.77	41.68
Index	118.7	122.8	139.5	134.5	131.1	121.3	119.1	113.2	115.4	117.9	118.5	112.3	78.7	136.1	158.5	155.0	133.8	144.8
% Chg	2019												2020					
Lauderdale County, AL+	-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	-16.9	-22.9	-10.0
AL North	5.9	7.0	1.6	3.9	3.6	2.2	3.5	-1.0	6.4	4.6	4.5	-37.4	-67.1	-53.4	-37.0	-27.9	-24.5	-24.7

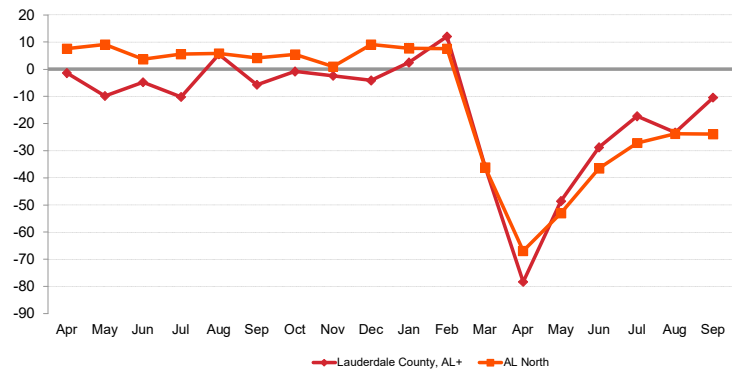
Year To Date			Running 12 Month		
2018	2019	2020	2018	2019	2020
71.35	68.82	50.07	68.70	66.65	52.29
52.60	55.85	38.31	50.68	54.21	41.41
135.6	123.2	130.7	135.5	122.9	126.3
3.7	-3.5	-27.2	3.3	-3.0	-21.5
8.2	6.2	-31.4	7.5	7.0	-23.6

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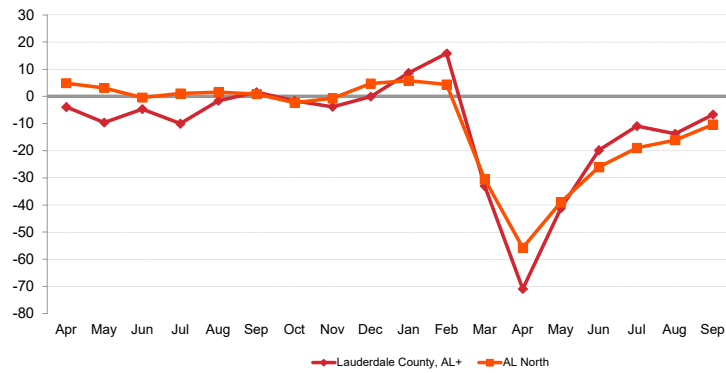
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply		2019										2020						Year To Date			Running 12 Month				
		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	Index	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.6	3.6	3.6	3.7	3.6	3.6	3.6	3.6	3.6	3.6	6,121,058	6,220,760	6,313,038	8,173,730	8,301,708	8,437,541
Lauderdale County, AL+	% Chg	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	0.0	0.0	-0.5	0.0	0.0	-0.4	
AL North	Index	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.6	3.6	3.6	3.7	3.6	3.6	3.6	3.6	3.6	6,121,058	6,220,760	6,313,038	8,173,730	8,301,708	8,437,541	
AL North	% Chg	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	1.1	1.0	1.0	1.1	1.6	1.5	1.0	1.6	1.6

Demand		2019										2020						Year To Date			Running 12 Month				
		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	Index	3.5	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	3,800,902	3,938,379	3,065,811	4,903,801	5,136,696	4,266,125
Lauderdale County, AL+	% Chg	-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	-10.9	-13.8	-6.6	0.7	-4.5	-20.9	0.8	-4.1	-16.4
AL North	Index	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	4.4	5.0	5.6	4.8	5.2	3,800,902	3,938,379	3,065,811	4,903,801	5,136,696	4,266,125
AL North	% Chg	4.9	3.1	-0.4	1.1	1.5	0.9	-2.4	-0.7	4.8	5.8	4.3	-30.5	-55.7	-39.0	-26.0	-18.9	-16.1	-10.3	5.8	3.6	-22.2	5.4	4.7	-16.9

Revenue		2019										2020						Year To Date			Running 12 Month				
		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2018	2019	2020	2018	2019	2020
Lauderdale County, AL+	Index	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	4.4	5.0	5.6	4.8	5.2	321,968,107	347,418,685	241,849,339	414,280,746	450,021,561	349,418,229
Lauderdale County, AL+	% Chg	-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	-17.3	-23.3	-10.5	3.7	-3.5	-27.6	3.3	-3.0	-21.8
AL North	Index	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	4.4	5.0	5.6	4.8	5.2	321,968,107	347,418,685	241,849,339	414,280,746	450,021,561	349,418,229
AL North	% Chg	7.5	9.1	3.7	5.6	5.8	4.1	5.4	0.9	9.1	7.7	7.6	-36.1	-66.9	-53.0	-36.5	-27.1	-23.7	-23.9	9.4	7.9	-30.4	8.6	8.6	-22.4

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