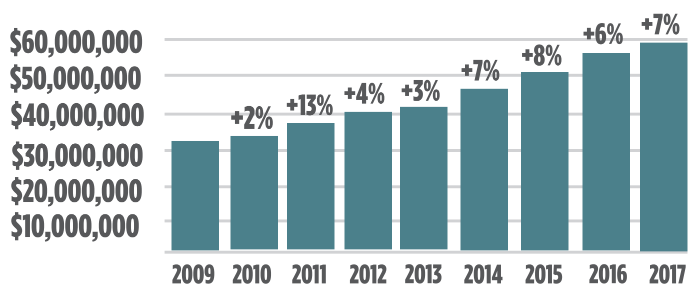
The Alabama Tourism Department
Economic Impact 2017

EXECUTIVE SUMMARY

- Travelers are estimated to have spent more than $14.3 billion in Alabama. This represents an increase of 7.1 percent as compared to 2016 spending.
- Based on the primary and secondary data, it is estimated that more than 26.6 million people visited the State of Alabama during 2017.
- In 2017, more than $879 million of state and local tax revenues were generated by travel and tourism activities. Without those taxes, each household in Alabama would have had to pay $467 in additional taxes to maintain current service levels.
- Travel industry expenditures represent 7 percent of Alabama's Gross Domestic Product – overall production – in 2017.
- An estimated 186,906 jobs – 9.4 percent of non-agricultural employment in Alabama – were directly or indirectly attributable to the travel and tourism industry.
- The total impact of the travel and tourism industry on Alabama's earnings in 2017 is estimated at close to $5 billion.
- Every $113,843 of travel-related expenditures creates one direct job in Alabama.
- For every $1 in Alabama's travel-related expenditures, the state retains a total of $0.34.
- The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile, and Montgomery, accounting for 68 percent of the total number of visitors to the state.

GROWTH IN LODGING TAXES FROM 2009 - 2017



Big growth in Lodgings Taxes for General Fund.

ECONOMIC IMPACT
ALABAMA TRAVEL INDUSTRY 2017

Sweet Home Alabama

TOURISM HELPED FUND MORE THAN 186,000 JOBS LAST YEAR. EVERY $113,843 OF EXPENDITURES IN THE TRAVEL INDUSTRY CREATES ONE DIRECT JOB IN ALABAMA. FOR EVERY TWO DIRECT JOBS CREATED, THE ALABAMA ECONOMY INDIRECTLY CREATES ONE ADDITIONAL JOB.

$52,997,000 of Alabama's 4% state lodging tax goes to the state's General Fund.

EXECUTIVE SUMMARY

- Travelers are estimated to have spent more than $14.3 billion in Alabama. This represents an increase of 7.1 percent as compared to 2016 spending.

- Based on the primary and secondary data, it is estimated that more than 26.6 million people visited the State of Alabama during 2017.

- In 2017, more than $879 million of state and local tax revenues were generated by travel and tourism activities. Without those taxes, each household in Alabama would have had to pay $467 in additional taxes to maintain current service levels.

- Travel industry expenditures represent 7 percent of Alabama's Gross Domestic Product – overall production – in 2017.

- An estimated 186,906 jobs – 9.4 percent of non-agricultural employment in Alabama – were directly or indirectly attributable to the travel and tourism industry.

- The total impact of the travel and tourism industry on Alabama's earnings in 2017 is estimated at close to $5 billion.

- Every $113,843 of travel-related expenditures creates one direct job in Alabama.

- For every $1 in Alabama's travel-related expenditures, the state retains a total of $0.34.

- The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile, and Montgomery, accounting for 68 percent of the total number of visitors to the state.

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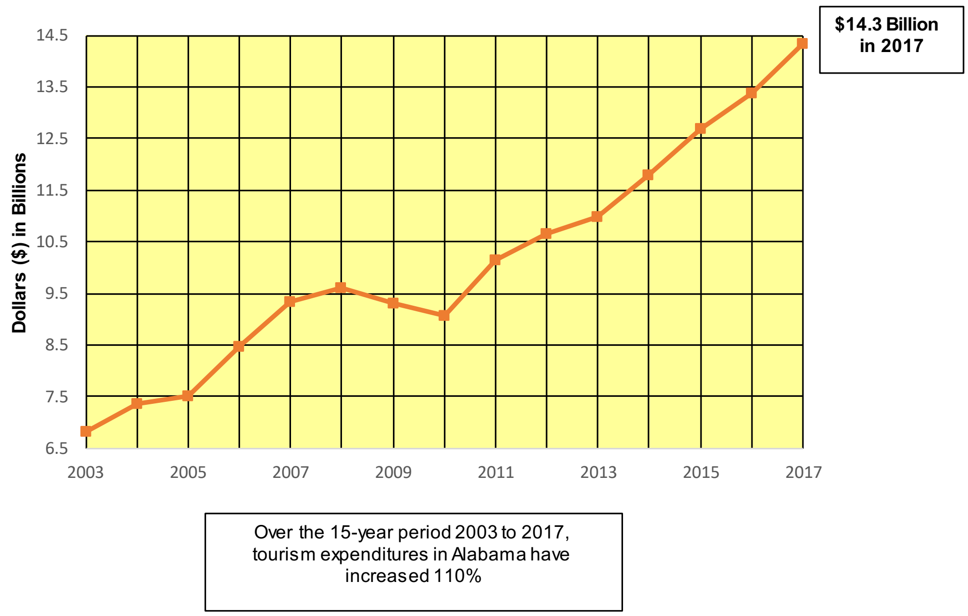
Alabama Tourism Expenditures
2003-2017



Year	Expenditure Amount ($)
2003	6,827,262,068
2004	7,351,692,906
2005	7,508,600,725
2006	8,464,797,584
2007	9,333,356,043
2008	9,599,370,556
2009	9,303,501,738
2010	9,074,704,379
2011	10,156,511,225
2012	10,666,782,091
2013	10,992,687,443
2014	11,790,985,168
2015	12,696,882,066
2016	13,387,327,118
2017	14,334,047,620

INTRODUCTION

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2017. Information sources used to prepare this report included primary data, detailed monthly lodging tax data, copies of previously commissioned economic impact studies, and other relevant information and publications. State lodging tax data analyzed for this report was on a "by month of expenditure" basis. This data was provided by the Alabama Department of Revenue. This study also used information obtained from selected issues of Impact of Travel on State Economies (The Research Department of the U.S. Travel Association [USTA]). Any, and all, revisions in travel industry multipliers or adjustments in primary data by USTA have been incorporated into the Alabama 2017 report.

Additional sources of information were used in preparing the 2017 economic impact study. Information on hotel occupancy rates and lodging revenue generation was obtained from Smith Travel Research. The results of field-intercept surveys that were conducted in previous years at locations and events throughout the state were also utilized.

Economic impact analysis was performed using a model developed by Dr. Keivan Deravi, an economist in the School of Business, Auburn University Montgomery. This model, designed for the Alabama Tourism Department and the State of Alabama, uses Alabama industry multipliers developed by the Regional Input-Output Modeling System, United States Department of Commerce, Economic and Statistical Division, Bureau of Economic Analysis, Regional Economic Analysis Division.

Data collection and report compilation was done by Alabama Tourism Department staff member Pam Smith.

We wish to express our appreciation and thanks to Dr. Deravi for his assistance in the preparation of this report.

April 16, 2018

ESTIMATES OF THE NUMBER OF VISITORS, HOTEL AND MOTEL OCCUPANCY RATES, AND AVERAGE ROOM RATES FOR THE STATE OF ALABAMA

The detailed information pertaining to hotel and motel occupancy rates, average room rates, room demand, and room revenue was obtained from Smith Travel Research (STR). STR data and venue survey results obtained from site-intercept studies conducted from 2000 to 2005 were used to estimate the number of visitors for the State and for the top five counties in terms of travel expenditures. More specifically, the room demand for calendar year 2017, the average number of nights staying in the area, and the average number of people in a party were used to estimate the total number of visitors who used the lodging establishments. The data was then adjusted to include the number of people who chose not to stay overnight. This information was obtained from previous years' venue survey research. The results are shown in *Table 1* and *Table 2*.

TABLE 1
ESTIMATED TOTAL NUMBER OF VISITORS FOR THE STATE OF ALABAMA AND SELECTED COUNTIES

COUNTY	TOTAL NUMBER OF VISITORS		NUMBER OF TRAVELERS STAYING IN HOTEL AND MOTEL ACCOMMODATIONS	
	2016	2017	2016	2017
BALDWIN	6,339,754	6,421,992	1,653,953	1,695,114
JEFFERSON	3,204,041	3,352,539	2,040,974	2,135,568
MOBILE	3,227,689	3,406,459	1,878,515	1,982,559
MADISON	3,071,984	3,157,712	2,135,029	2,194,610
MONTGOMERY	1,787,988	1,796,928	1,083,521	1,088,938
OTHER COUNTIES	8,200,208	8,505,493	8,971,758	9,223,604
STATE OF ALABAMA	**25,831,664**	**26,641,123**	**17,763,750**	**18,320,393**

Source: Smith Travel Research

TABLE 2
AVERAGE HOTEL OCCUPANCY RATES AND ROOM RATES FOR THE STATE OF ALABAMA AND SELECTED COUNTIES

COUNTY	AVERAGE OCCUPANCY RATE (%)		AVERAGE ROOM RATE ($)		ROOM SUPPLY (HOTELS AND MOTELS) ANNUAL MONTHLY AVERAGE*	
	2016	2017	2016	2017	2016	2017
BALDWIN (HOTELS ONLY)	62.8	62.1	121	122	161,554	167,859
JEFFERSON	62.6	64.8	88	92	417,937	422,336
MADISON	64.6	64.8	82	84	198,154	203,228
MOBILE	62.4	64.3	76	77	225,083	230,893
MONTGOMERY	63.8	63.5	76	79	187,394	188,433
STATE OF ALABAMA	**59.5**	**60.6**	**83**	**85**	**2,206,988**	**2,249,849**

*Room Supply is the number of rooms available multiplied by the number of days in a month.
Source: Smith Travel Research

It is estimated that more than 26.6 million visitors made Alabama their travel destination in 2017. It is also estimated that Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, 68 percent of the travelers chose these counties as their destination.

TRAVEL INDUSTRY EXPENDITURES IN ALABAMA

In 2017, it is estimated that travelers spent more than $14.3 billion in Alabama. This represents an increase of 7.1 percent as compared to 2016 spending, as shown in *Table 3*.

TABLE 3
TRAVEL EXPENDITURES IN ALABAMA

YEAR	EXPENDITURES	CHANGE
2017	$ 14,334,047,620	7.1%
2016	$ 13,387,327,118	5.4%
2015	$ 12,696,882,066	----

In order to compare the growth of travel industry expenditures to Alabama's overall economy, travel expenditures for 2015 through 2017 were adjusted for inflation and then compared to the growth rates in the state's Gross Domestic Product and the service sector.

TABLE 4
REAL RATES OF GROWTH IN 2015-2017*

YEAR	ALABAMA GROSS DOMESTIC PRODUCT	SERVICES	TRAVEL INDUSTRY
2017	2.3%	2.4%	6.4%
2016	2.0%	2.4%	5.0%
2015	1.1%	2.1 %	6.9%

As shown in *Table 4,* growth in the travel industry for 2017 is greater than growth in the Alabama Gross Domestic Product and in the service sector.

Documenting the travel industry's importance and its contribution to the state economy, this report notes that travel-related expenditures represent 7 percent of all statewide economic activities in Alabama.

* Source: Bureau of Economic Analysis (BEA), U.S. Department of Commerce. For the Alabama Gross Domestic Product and Service percentage changes, the 2015 and 2016 numbers are actual numbers and the 2017 figures are our estimates.

In *Table 5*, direct travel expenditures in Alabama are listed by category. This serves to identify the industries most impacted by travel and tourism spending.

TABLE 5
TRAVEL EXPENDITURES BY CATEGORY - 2017

	EXPENDITURES	SHARE OF TOTAL
LODGING FACILITIES	$ 1,911,864,478	13%
EATING AND DRINKING ESTABLISHMENTS	$ 3,835,342,996	27%
GENERAL RETAIL	$ 1,403,363,113	10%
ENTERTAINMENT	$ 1,373,166,610	9%
PUBLIC TRANSPORTATION	$ 2,103,496,131	15%
AUTO TRANSPORTATION	$ 3,706,814,292	26%
TOTAL	$ 14,334,047,620	100%

The largest single travel expenditure was made on eating and drinking. This category (food services in general) accounted for 27 percent of all the travel and tourism spending in the state. Transportation and lodging were the next largest travel expenditure categories.

TRAVEL - GENERATED EMPLOYMENT

In 2017, an estimated 125,911 Alabama jobs were directly attributable to the travel industry. These jobs were created in direct response to services demanded by travelers in the state. The employment industry breakdown is presented in *Table 6*.

Table 6 indicates that the biggest beneficiaries of travel-related activities were eating and drinking establishments. This sector accounted for 53 percent of all the travel-related jobs created in the state in 2017. Other industries that benefited strongly were lodging facilities and entertainment.

TABLE 6
TRAVEL-RELATED DIRECT EMPLOYMENT - 2017

	PERSONS EMPLOYED	SHARE OF TOTAL
LODGING FACILITIES	25,571	20%
EATING AND DRINKING ESTABLISHMENTS	66,844	53%
GENERAL RETAIL	8,071	6%
ENTERTAINMENT	16,321	13%
PUBLIC TRANSPORTATION	3,371	3%
AUTO TRANSPORTATION	5,733	5%
TOTAL	125,911	100%

The job creation process, however, does not end with direct employment. Each job created by travel provided income for those employed in the above sub-sectors of the economy. This income generated expenditures, which in turn, created additional demand for goods and services and thus, more jobs in the state. This indirect job creation is known as the multiplier effect or economic impact. *Table 7* shows the direct, indirect, and overall job impact of the travel industry on Alabama employment.

According to *Table 7*, the 125,911 direct jobs led to the creation of 60,995 additional, or indirect, jobs in the state in 2017.

TABLE 7
TRAVEL INDUSTRY TOTAL (IMPACT) EMPLOYMENT - 2017

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	25,571	16,148	41,719
EATING AND DRINKING ESTABLISHMENTS	66,844	25,193	92,037
GENERAL RETAIL	8,071	3,589	11,660
ENTERTAINMENT	16,321	6,299	22,620
PUBLIC TRANSPORTATION	3,371	3,615	6,986
AUTO TRANSPORTATION	5,733	6,151	11,884
TOTAL	125,911	60,995	186,906

This overall job creation impact of 186,906 jobs is impressive. According to this analysis, 9.4 percent of all the non-agricultural employment in the State of Alabama in 2017 was directly and indirectly associated with the state's travel industry.*

Furthermore, the analysis shows that every $113,843 in travel industry spending creates one direct job in Alabama. Finally, for every two direct jobs created, the Alabama economy indirectly creates one additional job.

TRAVEL-GENERATED EARNINGS

Travel expenditures in Alabama lead to employment, which in turn leads to additional earnings. Travel industry direct earnings for Alabama in 2017 are presented in *Table 8*.

TABLE 8
TRAVEL-RELATED DIRECT EARNINGS - 2017

	EARNINGS	SHARE OF TOTAL
LODGING FACILITIES	$ 554,058,326	20%
EATING AND DRINKING ESTABLISHMENTS	$ 1,142,645,458	41%
GENERAL RETAIL	$ 180,994,495	6%
ENTERTAINMENT	$ 409,100,983	15%
PUBLIC TRANSPORTATION	$ 310,983,348	11%
AUTO TRANSPORTATION	$ 182,799,517	7%
TOTAL	$ 2,780,582,127	100%

* The 2017 Alabama state non-agricultural employment was 1,996,000. This information was provided by the Alabama Department of Industrial Relations – Labor Market Division.

It is estimated that, in 2017, the travel industry was responsible for generating close to $2.8 billion in direct earnings in Alabama. The growth rate in direct travel-related earnings shows an increase of 5.1 percent as compared to 2016.

Again, the largest beneficiaries appear to be eating and drinking establishments and lodging facilities. The overall impact of travel expenditures on earnings is presented in *Table 9*.

TABLE 9
TRAVEL INDUSTRY TOTAL (IMPACT) EARNINGS - 2017

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	$ 554,058,326	$ 486,684,833	$ 1,040,743,159
EATING AND DRINKING ESTABLISHMENTS	$ 1,142,645,458	$ 892,291,839	$ 2,034,937,297
GENERAL RETAIL	$ 180,994,495	$ 113,718,841	$ 294,713,336
ENTERTAINMENT	$ 409,100,983	$ 291,607,181	$ 700,708,164
PUBLIC TRANSPORTATION	$ 310,983,348	$ 267,103,598	$ 578,086,946
AUTO TRANSPORTATION	$ 182,799,517	$ 157,006,506	$ 339,806,023
TOTAL	$ 2,780,582,127	$ 2,208,412,798	$ 4,988,994,925

The total impact of the travel industry on Alabama's earning power is estimated at close to $5 billion for 2017. This includes direct earnings of close to $2.8 billion and an indirect impact of more than $2.2 billion. This suggests that the industry was responsible for 3.9 percent of total earnings in the state in 2017.

Additionally, every $1 in travel-related spending translates to $0.19 in direct earnings. The indirect impact is estimated to amount to an additional $0.15 in earnings, bringing the total to $0.34.

This suggests that for every $1 in travel-related expenditures, the state directly and indirectly retains $0.34 in earnings for its citizens.

TRAVEL-GENERATED TAX REVENUE

Table 10 highlights the impact of travel-related industries on state and local government revenues.

TABLE 10
GOVERNMENT REVENUE ASSOCIATED WITH TRAVEL INDUSTRY 2015-2017

YEAR	STATE REVENUE	LOCAL REVENUE	TOTAL	% CHANGE
2017	$ 627,530,987	$ 251,599,787	$ 879,130,774	5.1%
2016	$ 597,186,187	$ 239,433,463	$ 836,619,650	4.8%
2015	$ 569,611,120	$ 228,377,625	$ 797,988,745	----

We estimate that in 2017, more than $879 million in tax revenues were realized, primarily due to travel-related activities. These revenues were in the form of income, sales, excise, property, and corporate income taxes. Without those taxes, each household in Alabama would have had to pay $467 in additional taxes to maintain current service levels.*

As a result, we estimate that every $1 in travel-related spending resulted in $0.04 and $0.02 in tax revenue for state and local governments, respectively.

*The U.S. Census 2010 number of Alabama households was 1,883,791. This information was provided by the U.S. Census Bureau.

ALABAMA TRAVEL DATA BY REGION

The following is a comparison of Alabama travel data tabulated according to the four Alabama regional tourism divisions:

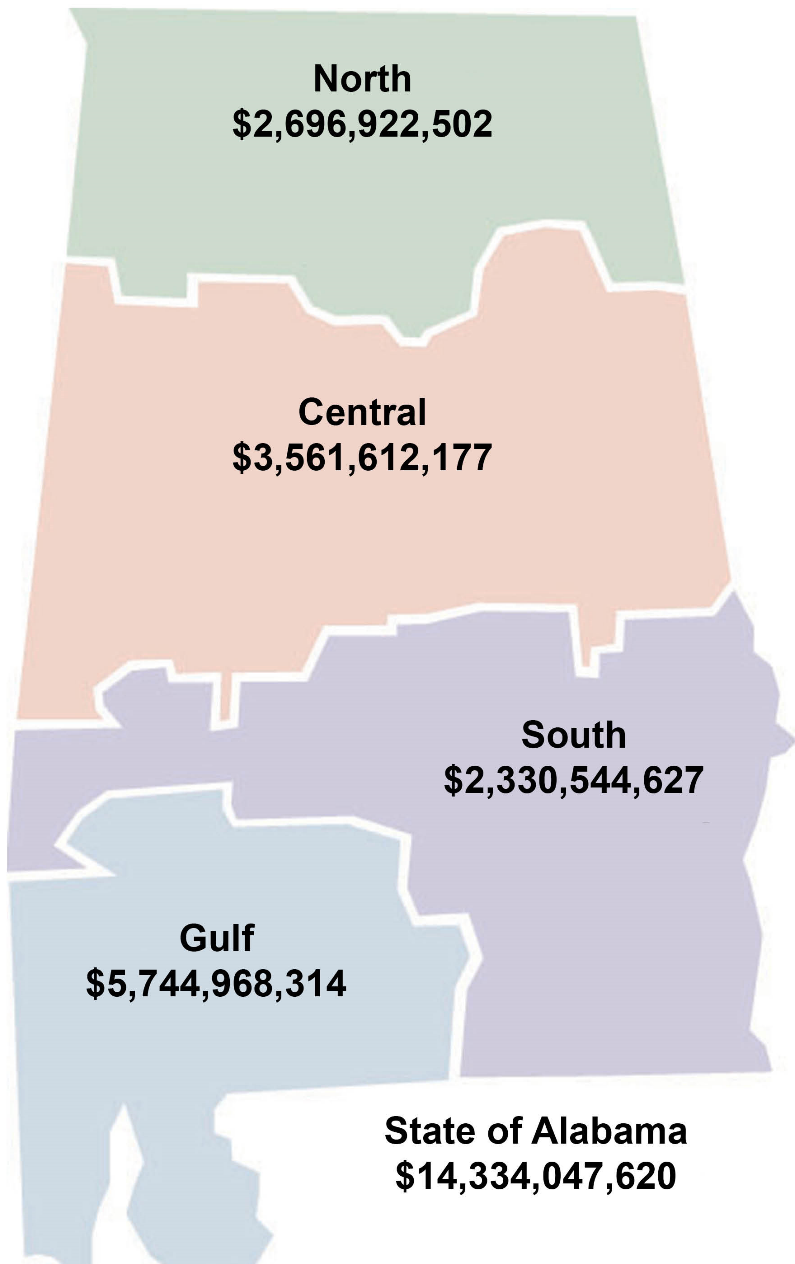
TABLE 11
ALABAMA REGIONAL TOURISM DATA

TOTAL EXPENDITURES ($)	2016	2017	GROWTH	PERCENTAGE OF STATE TOTAL
NORTH REGION	2,513,601,257	2,696,922,502	7.3%	18.8%
CENTRAL REGION	3,218,105,158	3,561,612,177	10.7%	24.8%
SOUTH REGION	2,235,715,411	2,330,544,627	4.2%	16.3%
GULF COAST REGION	5,419,905,292	5,744,968,314	6.0%	40.1%
STATE OF ALABAMA	13,387,327,118	14,334,047,620	7.1%	100.0%

TRAVEL-RELATED EARNINGS ($)	2016	2017	GROWTH	PERCENTAGE OF STATE TOTAL
NORTH REGION	807,438,394	842,586,614	4.4%	16.9%
CENTRAL REGION	1,217,810,027	1,296,148,673	6.4%	26.0%
SOUTH REGION	846,202,079	866,609,815	2.4%	17.4%
GULF COAST REGION	1,876,274,236	1,983,649,823	5.7%	39.8%
STATE OF ALABAMA	4,747,724,736	4,988,994,925	5.1%	100.0%

TRAVEL-RELATED EMPLOYMENT	2016	2017	GROWTH	PERCENTAGE OF STATE TOTAL
TOTAL – DIRECT AND INDIRECT				
NORTH REGION	31,554	33,116	5.0%	17.7%
CENTRAL REGION	47,537	50,733	6.7%	27.1%
SOUTH REGION	32,493	33,267	2.4%	17.8%
GULF COAST REGION	67,923	69,790	2.7%	37.3%
STATE OF ALABAMA	179,507	186,906	4.1%	100.0%
DIRECT				
NORTH REGION	21,244	22,295	4.9%	17.7%
CENTRAL REGION	32,005	34,158	6.7%	27.1%
SOUTH REGION	21,880	22,404	2.4%	17.8%
GULF COAST REGION	45,891	47,054	2.5%	37.4%
STATE OF ALABAMA	121,020	125,911	4.0%	100.0%

FIGURE 2
2017 TRAVEL-RELATED TOTAL
EXPENDITURES BY ALABAMA TRAVEL
REGION



TRAVEL-GENERATED EMPLOYMENT: COUNTY-BY-COUNTY BASIS

Total travel-generated employment in 2017 was distributed on a county-by-county level on the basis of each county's share of total lodging expenditures. The results are reported in tables on the following pages, as explained below:

Table 12, on page 13, represents direct travel-generated employment for each county and the rate of annual change.

Table 13, on page 15, represents travel-generated total employment (both direct and indirect) in each county and the rate of annual change.

Table 14, on page 17, ranks the counties in Alabama, from greatest to least, based on the benefit received from travel-generated total employment in the state.

Table 15, on page 19, shows the 42 counties with the highest growth rate in travel-generated total employment.

Several conclusions can be drawn from the information presented in *Tables 12 through 15*, which are as follows:

- Baldwin and Jefferson counties are, by far, the largest travel-concentrated counties in the state, accounting for 43 percent of all travel-related employment.

- Seven counties - Baldwin, Jefferson, Madison, Mobile, Montgomery, Shelby, and Tuscaloosa - account for 139,661 travel-related workers, which is 75 percent of all travel-generated employment.

OTHER TABLE LISTINGS:

Table 16, on page 21 provides the ratio of county quarterly-to-annual state lodging tax in 2017.

Table 17, on page 23, shows the metropolitan statistical area (MSA) share of state lodging tax per MSA.

Table 18, on page 23, shows the distribution of state lodging tax among designated demographic areas.

Additional information on *Tables 16* through *18* will be provided in the following section, starting on page 20.

Table 19, on page 24, shows travel-related earnings by county, including the annual growth rate.

Table 20, on page 26, shows travel-related expenditures by county.

Table 21, on page 28, contains annual state lodging tax data and provides the amount and percentage of annual change.

TABLE 12
DIRECT TRAVEL-RELATED EMPLOYMENT
BY COUNTY

COUNTY	2015	2016	2017	2016-2017 RATE OF GROWTH
AUTAUGA	272	318	265	-16.7%
BALDWIN	32,535	33,516	34,116	1.8%
BARBOUR	433	443	521	17.6%
BIBB*	----	----	----	----
BLOUNT	80	80	83	3.8%
BULLOCK*	----	----	----	----
BUTLER	487	479	475	-0.8%
CALHOUN	622	662	718	8.5%
CHAMBERS	263	271	318	17.3%
CHEROKEE	105	113	121	7.1%
CHILTON	300	309	377	22.0%
CHOCTAW	38	40	47	17.5%
CLARKE	390	358	362	1.1%
CLAY	6	13	13	0.0%
CLEBURNE	131	131	132	0.8%
COFFEE	582	646	675	4.5%
COLBERT	528	532	541	1.7%
CONECUH	194	188	194	3.2%
COOSA	33	38	42	10.5%
COVINGTON	355	350	385	10.0%
CRENSHAW	18	14	15	7.1%
CULLMAN	1,010	1,010	1,037	2.7%
DALE	393	423	494	16.8%
DALLAS	710	634	661	4.3%
DEKALB	683	695	722	3.9%
ELMORE	1,409	1,453	1,571	8.1%
ESCAMBIA	481	531	571	7.5%
ETOWAH	1,207	1,203	1,215	1.0%
FAYETTE	21	25	28	12.0%
FRANKLIN	186	160	184	15.0%
GENEVA	31	26	33	26.9%
GREENE	74	90	93	3.3%
HALE*	----	----	----	----
HENRY	29	35	18	-48.6%
HOUSTON	2,535	2,665	2,658	-0.3%
JACKSON	474	464	470	1.3%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 12 (CONTINUED)
DIRECT TRAVEL-RELATED EMPLOYMENT
BY COUNTY

COUNTY	2015	2016	2017	2016-2017 RATE OF GROWTH
JEFFERSON	18,418	18,468	19,550	5.9%
LAMAR	8	8	8	0.0%
LAUDERDALE	1,857	1,904	1,919	0.8%
LAWRENCE	106	112	107	-4.5%
LEE	3,964	4,204	4,275	1.7%
LIMESTONE	1,050	1,057	1,028	-2.7%
LOWNDES*	----	----	----	----
MACON	126	120	129	7.5%
MADISON	10,229	10,378	11,086	6.8%
MARENGO	375	399	422	5.8%
MARION	256	299	311	4.0%
MARSHALL	1,698	1,737	1,817	4.6%
MOBILE	10,878	11,076	11,564	4.4%
MONROE	230	214	236	10.3%
MONTGOMERY	8,067	8,186	8,265	1.0%
MORGAN	1,281	1,401	1,540	9.9%
PERRY	51	56	61	8.9%
PICKENS	28	27	29	7.4%
PIKE	660	664	649	-2.3%
RANDOLPH	51	56	60	7.1%
RUSSELL	734	727	784	7.8%
SHELBY	4,038	4,064	4,287	5.5%
ST. CLAIR	738	789	843	6.8%
SUMTER	115	117	156	33.3%
TALLADEGA	873	813	946	16.4%
TALLAPOOSA	526	590	664	12.5%
TUSCALOOSA	4,665	4,948	5,232	5.7%
WALKER	521	530	601	13.4%
WASHINGTON	9	8	11	37.5%
WILCOX	57	54	62	14.8%
WINSTON	95	99	114	15.2%
OUT OF STATE	----	----	----	----
STATE TOTAL	118,319	121,020	125,911	4.0%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 13
TOTAL (DIRECT AND INDIRECT)
TRAVEL-RELATED EMPLOYMENT BY COUNTY

COUNTY	2015	2016	2017	2016-2017 RATE OF GROWTH
AUTAUGA	403	473	394	-16.7%
BALDWIN	48,241	49,544	50,574	2.1%
BARBOUR	643	658	773	17.5%
BIBB*	----	----	----	----
BLOUNT	119	119	123	3.4%
BULLOCK *	----	----	----	----
BUTLER	723	711	706	-0.7%
CALHOUN	933	994	1,078	8.5%
CHAMBERS	391	403	473	17.4%
CHEROKEE	156	167	180	7.8%
CHILTON	445	459	560	22.0%
CHOCTAW	58	61	71	16.4%
CLARKE	579	532	538	1.1%
CLAY	9	19	19	0.0%
CLEBURNE	185	186	187	0.5%
COFFEE	864	960	1,003	4.5%
COLBERT	790	796	809	1.6%
CONECUH	288	280	288	2.9%
COOSA	49	56	63	12.5%
COVINGTON	527	520	572	10.0%
CRENSHAW	27	20	22	10.0%
CULLMAN	1,500	1,500	1,540	2.7%
DALE	583	629	734	16.7%
DALLAS	1,054	942	981	4.1%
DEKALB	1,015	1,032	1,073	4.0%
ELMORE	2,093	2,158	2,333	8.1%
ESCAMBIA	715	788	849	7.7%
ETOWAH	1,792	1,787	1,804	1.0%
FAYETTE	31	37	42	13.5%
FRANKLIN	277	237	273	15.2%
GENEVA	47	39	49	25.6%
GREENE	110	134	138	3.0%
HALE*	----	----	----	----
HENRY	44	54	27	-50.0%
HOUSTON	3,764	3,959	3,947	-0.3%
JACKSON	710	694	703	1.3%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 13 (CONTINUED)
TOTAL (DIRECT AND INDIRECT)
TRAVEL-RELATED EMPLOYMENT BY COUNTY

COUNTY	2015	2016	2017	2016-2017 RATE OF GROWTH
JEFFERSON	27,354	27,429	29,035	5.9%
LAMAR	12	11	12	9.1%
LAUDERDALE	2,758	2,828	2,849	0.7%
LAWRENCE	158	167	160	-4.2%
LEE	5,888	6,243	6,349	1.7%
LIMESTONE	1,559	1,569	1,527	-2.7%
LOWNDES*	----	----	----	----
MACON	191	183	196	7.1%
MADISON	15,193	15,413	16,465	6.8%
MARENGO	546	582	615	5.7%
MARION	374	438	456	4.1%
MARSHALL	2,523	2,580	2,698	4.6%
MOBILE	16,156	16,450	17,175	4.4%
MONROE	342	317	350	10.4%
MONTGOMERY	11,981	12,157	12,275	1.0%
MORGAN	1,903	2,080	2,287	10.0%
PERRY	76	84	90	7.1%
PICKENS	42	40	42	5.0%
PIKE	980	985	964	-2.1%
RANDOLPH	75	84	89	6.0%
RUSSELL	1,090	1,079	1,164	7.9%
SHELBY	5,997	6,036	6,368	5.5%
ST. CLAIR	1,097	1,172	1,252	6.8%
SUMTER	171	174	232	33.3%
TALLADEGA	1,296	1,207	1,405	16.4%
TALLAPOOSA	780	876	986	12.6%
TUSCALOOSA	6,929	7,348	7,770	5.7%
WALKER	774	788	892	13.2%
WASHINGTON	14	12	16	33.3%
WILCOX	84	80	92	15.0%
WINSTON	142	147	169	15.0%
OUT OF STATE	----	----	----	----
STATE TOTAL	175,650	179,507	186,906	4.1%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 14
TOTAL TRAVEL-RELATED EMPLOYMENT BY COUNTY
ORDERED BY SIZE

COUNTY	2017	SHARE OF TOTAL
BALDWIN	50,574	27.06%
JEFFERSON	29,035	15.53%
MOBILE	17,175	9.19%
MADISON	16,465	8.81%
MONTGOMERY	12,275	6.57%
TUSCALOOSA	7,770	4.16%
SHELBY	6,368	3.41%
LEE	6,349	3.40%
HOUSTON	3,947	2.11%
LAUDERDALE	2,849	1.52%
MARSHALL	2,698	1.44%
ELMORE	2,333	1.25%
MORGAN	2,287	1.22%
ETOWAH	1,804	0.97%
CULLMAN	1,540	0.82%
LIMESTONE	1,527	0.82%
TALLADEGA	1,405	0.75%
ST. CLAIR	1,252	0.67%
RUSSELL	1,164	0.62%
CALHOUN	1,078	0.58%
DEKALB	1,073	0.57%
COFFEE	1,003	0.54%
TALLAPOOSA	986	0.53%
DALLAS	981	0.52%
PIKE	964	0.52%
WALKER	892	0.48%
ESCAMBIA	849	0.45%
COLBERT	809	0.43%
BARBOUR	773	0.41%
DALE	734	0.39%
BUTLER	706	0.38%
JACKSON	703	0.38%
MARENGO	615	0.33%
COVINGTON	572	0.31%
CHILTON	560	0.30%
CLARKE	538	0.29%
CHAMBERS	473	0.25%
MARION	456	0.24%

Table 14 (continued)
Total Travel-Related Employment by County
Ordered by Size

County	2017	Share of Total
Autauga	394	0.21%
Monroe	350	0.19%
Conecuh	288	0.15%
Franklin	273	0.15%
Sumter	232	0.12%
Macon	196	0.10%
Cleburne	187	0.10%
Cherokee	180	0.10%
Winston	169	0.09%
Lawrence	160	0.09%
Greene	138	0.07%
Blount	123	0.07%
Wilcox	92	0.05%
Perry	90	0.05%
Randolph	89	0.05%
Choctaw	71	0.04%
Coosa	63	0.03%
Geneva	49	0.03%
Fayette	42	0.02%
Pickens	42	0.02%
Henry	27	0.01%
Crenshaw	22	0.01%
Clay	19	0.01%
Washington	16	0.01%
Lamar	12	0.01%
State Total	**186,906**	**100.00%**

Table 15
Counties with Largest
Total Employment Growth in 2017

County	2015	2016	2017	2016-2017 Rate of Growth
Sumter	171	174	232	33.3%
Washington	14	12	16	33.3%
Geneva	47	39	49	25.6%
Chilton	445	459	560	22.0%
Barbour	643	658	773	17.5%
Chambers	391	403	473	17.4%
Dale	583	629	734	16.7%
Talladega	1,296	1,207	1,405	16.4%
Choctaw	58	61	71	16.4%
Franklin	277	237	273	15.2%
Wilcox	84	80	92	15.0%
Winston	142	147	169	15.0%
Fayette	31	37	42	13.5%
Walker	774	788	892	13.2%
Tallapoosa	780	876	986	12.6%
Coosa	49	56	63	12.5%
Monroe	342	317	350	10.4%
Covington	527	520	572	10.0%
Crenshaw	27	20	22	10.0%
Morgan	1,903	2,080	2,287	10.0%
Lamar	12	11	12	9.1%
Calhoun	933	994	1,078	8.5%
Elmore	2,093	2,158	2,333	8.1%
Russell	1,090	1,079	1,164	7.9%
Cherokee	156	167	180	7.8%
Escambia	715	788	849	7.7%
Perry	76	84	90	7.1%
Macon	191	183	196	7.1%
St. Clair	1,097	1,172	1,252	6.8%
Madison	15,193	15,413	16,465	6.8%
Randolph	75	84	89	6.0%
Jefferson	27,354	27,429	29,035	5.9%
Tuscaloosa	6,929	7,348	7,770	5.7%
Marengo	546	582	615	5.7%
Shelby	5,997	6,036	6,368	5.5%
Pickens	42	40	42	5.0%
Marshall	2,523	2,580	2,698	4.6%
Coffee	864	960	1,003	4.5%
Mobile	16,156	16,450	17,175	4.4%
Dallas	1,054	942	981	4.1%
Marion	374	438	456	4.1%
DeKalb	1,015	1,032	1,073	4.0%

LODGING TAX-SEASONAL AND DESIGNATED DEMOGRAPHIC AREA ANALYSES

SEASONAL ANALYSIS – Quarterly lodging tax collections were used to gain insight into the seasonal travel-related activities in each county and at the state level. The results are reported in the graph shown below and in *Table 16,* on page 21.

The graph *Alabama Lodging Tax by Quarter* illustrates the ratio of the state's quarterly lodging tax collection to its annual lodging tax.

- According to the graph, the combined second and third quarter period (April through September) appears to be the strongest travel-related season, with 60.4 percent of all state lodging taxes collected during this period.

- This graph also indicates that the first quarter (January through March) and the fourth quarter (October through December) were the least active travel and tourism periods, with 20.2 percent and 19.4 percent, respectively, of state lodging taxes being collected for each of these periods.

FIGURE 3

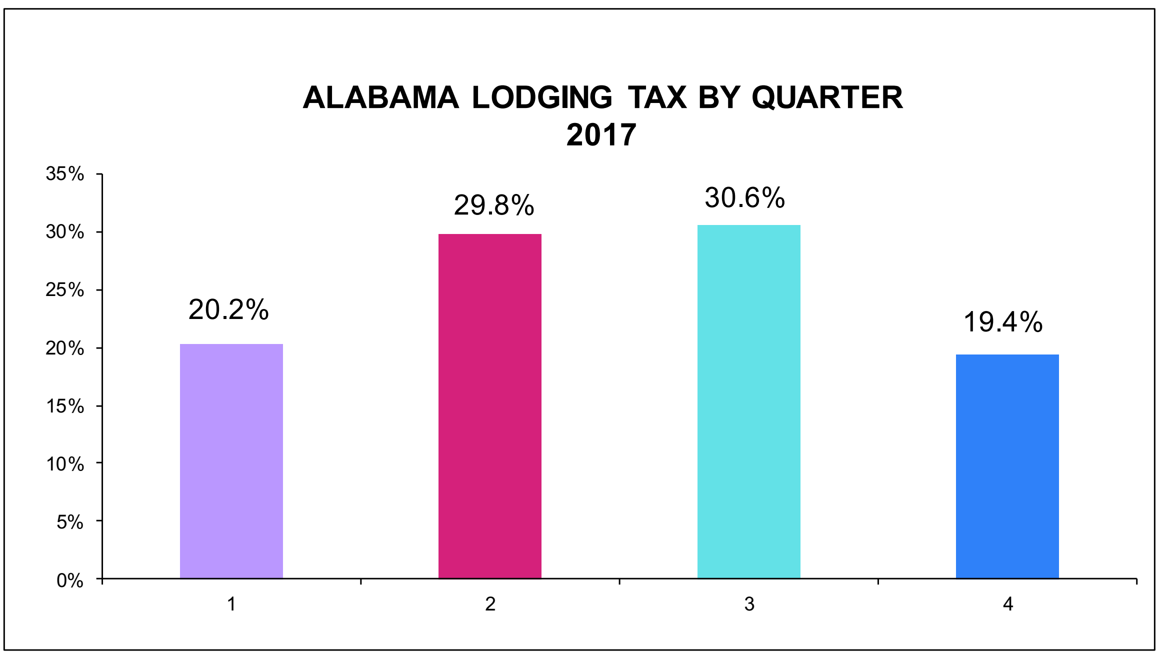


Table 16 represents the quarterly fluctuations for the seven counties in the state that have the highest levels of travel and tourism.

- Baldwin County shows the most seasonality in travel and tourism activities. Almost three-quarters (74 percent) of all 2017 lodging taxes in this county were collected in the second and third quarters. In the second and third quarters, 36 percent and 38 percent were collected, respectively.

- Of the seven major travel destinations in the state, all showed variations due to seasonality. Baldwin, Jefferson, Madison, and Shelby showed increased activity in the second and third quarters. Montgomery and Tuscaloosa had increased activity in the third quarter. Mobile showed increased activity in the first, second and third quarters.

TABLE 16
RATIO OF COUNTIES' QUARTERLY TO ANNUAL LODGING TAX

	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER
BALDWIN	15%	36%	38%	11%
JEFFERSON	23%	28%	26%	23%
MADISON	24%	27%	27%	22%
MOBILE	26%	26%	27%	21%
MONTGOMERY	24%	25%	28%	23%
SHELBY	22%	28%	26%	24%
TUSCALOOSA	20%	25%	30%	25%

DESIGNATED DEMOGRAPHIC AREA ANALYSIS – In order to analyze area differences that may exist in terms of travel and tourism activities in Alabama, state lodging tax collections were grouped by Metropolitan Statistical Areas (MSAs).
At present, there are eleven MSAs located entirely in Alabama. These MSAs, and their counties, are as follows:

ANNISTON-OXFORD	CALHOUN
AUBURN-OPELIKA	LEE
BIRMINGHAM-HOOVER	BIBB, BLOUNT, CHILTON, JEFFERSON, ST. CLAIR, SHELBY AND WALKER
DECATUR	LAWRENCE AND MORGAN
DOTHAN	GENEVA, HENRY AND HOUSTON
FLORENCE-MUSCLE SHOALS	COLBERT AND LAUDERDALE
GADSDEN	ETOWAH
HUNTSVILLE	LIMESTONE AND MADISON
MOBILE	MOBILE
MONTGOMERY	AUTAUGA, ELMORE, LOWNDES AND MONTGOMERY
TUSCALOOSA	GREENE, HALE AND TUSCALOOSA

The state lodging tax share, presented by MSA and designated demographic areas, is found in *Tables 17* and *18* on page 23.

Table 17 shows the state lodging tax share of each MSA relative to the total lodging tax for the state. This information can be summarized as follows:

- 58 percent of all the lodging tax in the state is collected in these 11 MSAs.

- The Birmingham-Hoover MSA is largest in terms of travel-related spending.

- Huntsville MSA is second, Mobile MSA is third and Montgomery MSA is fourth in terms of travel-related spending.

In *Table 18,* MSAs are combined to form Designated Demographic Areas. These are as follows:

NORTHERN AREA	DECATUR, FLORENCE-MUSCLE SHOALS, HUNTSVILLE AND GADSDEN
CENTRAL AREA	ANNISTON-OXFORD, AUBURN-OPELIKA, BIRMINGHAM-HOOVER, MONTGOMERY AND TUSCALOOSA
SOUTHERN AREA	DOTHAN AND MOBILE

Table 18 shows the lodging tax share of each area relative to the state. These results can be summarized as follows:

- The Central Area has the largest lodging tax share, with 33.9 percent of the state's total.

- The Northern Area is second, in terms of travel and tourism activities, with 14.5 percent of the state's total.

- The Southern Area is ranked third in comparison to the Central and Northern areas, with a 9.8 percent share of the state's travel and tourism activities.

Table 17
State Lodging Tax:
MSA as a Percent of Total State

MSAs	2015	2016	2017
Anniston-Oxford	1.5%	1.6%	1.7%
Auburn-Opelika	3.0%	3.2%	3.2%
Birmingham-Hoover	18.1%	17.7%	18.2%
Decatur	1.4%	1.5%	1.6%
Dothan	2.1%	2.1%	2.0%
Florence-Muscle Shoals	2.2%	2.1%	2.0%
Gadsden	1.2%	1.1%	1.1%
Huntsville	9.7%	9.7%	9.8%
Mobile	7.8%	7.8%	7.8%
Montgomery	7.0%	7.1%	6.8%
Tuscaloosa	3.8%	4.0%	4.1%

Table 18
MSA State Lodging Tax by Designated Demographic Areas

Areas	2015	2016	2017
Northern	14.5%	14.4%	14.5%
Central – Total	33.5%	33.6%	33.9%
Central – Anniston-Oxford, Birmingham-Hoover and Tuscaloosa	23.5%	23.3%	24.0%
Central –Auburn-Opelika and Montgomery	10.1%	10.3%	10.0%
Southern	9.9%	9.9%	9.8%

TABLE 19
TRAVEL-RELATED EARNINGS BY COUNTY
TOTAL (DIRECT AND INDIRECT)

COUNTY	2015	2016	2017	2016-2017 RATE OF GROWTH
AUTAUGA	11,162,945	15,233,796	12,088,429	-20.6%
BALDWIN	1,308,586,782	1,406,178,511	1,496,917,899	6.5%
BARBOUR	15,048,571	15,409,440	18,253,364	18.5%
BIBB*	----	----	----	----
BLOUNT	2,904,754	2,895,797	2,970,787	2.6%
BULLOCK*	----	----	----	----
BUTLER	18,761,161	18,561,942	18,286,128	-1.5%
CALHOUN	23,432,395	25,096,734	27,197,348	8.4%
CHAMBERS	9,890,650	10,325,740	12,079,989	17.0%
CHEROKEE	4,793,866	5,207,359	5,623,502	8.0%
CHILTON	11,031,766	11,535,134	14,091,692	22.2%
CHOCTAW	1,384,546	1,505,514	1,732,136	15.1%
CLARKE	14,553,973	13,622,779	13,567,698	-0.4%
CLAY	232,095	299,802	291,271	-2.8%
CLEBURNE	4,399,219	4,465,338	4,514,385	1.1%
COFFEE	21,424,967	24,189,291	25,114,201	3.8%
COLBERT	18,668,551	19,240,314	19,461,939	1.2%
CONECUH	6,675,069	6,426,518	6,596,781	2.6%
COOSA	1,126,770	1,264,337	1,362,074	7.7%
COVINGTON	12,783,187	12,910,132	14,027,833	8.7%
CRENSHAW	658,356	457,096	496,519	8.6%
CULLMAN	37,144,142	37,620,790	38,728,417	2.9%
DALE	13,918,242	15,282,422	17,904,307	17.2%
DALLAS	25,562,811	23,080,743	23,956,847	3.8%
DEKALB	25,659,709	26,149,385	27,239,473	4.2%
ELMORE	51,134,119	53,051,331	57,501,385	8.4%
ESCAMBIA	18,168,477	20,232,759	21,819,452	7.8%
ETOWAH	44,283,662	44,073,467	44,187,162	0.3%
FAYETTE	774,675	891,638	986,586	10.6%
FRANKLIN	6,235,655	6,067,159	6,964,053	14.8%
GENEVA	1,165,393	949,688	1,134,152	19.4%
GREENE	2,620,415	3,303,617	3,353,963	1.5%
HALE*	----	----	----	----
HENRY	1,105,682	1,391,437	709,028	-49.0%
HOUSTON	97,026,894	104,587,282	104,859,558	0.3%
JACKSON	17,015,781	16,623,644	16,626,032	0.01%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

Table 19 (continued)
Travel-Related Earnings by County
Total (Direct and Indirect)

County	2015	2016	2017	2016-2017 Rate of Growth
Jefferson	697,605,585	712,649,412	757,735,297	6.3%
Lamar	305,959	298,850	317,188	6.1%
Lauderdale	67,255,258	70,003,388	69,694,742	-0.4%
Lawrence	3,761,467	4,003,784	3,783,751	-5.5%
Lee	157,739,672	170,660,684	174,185,413	2.1%
Limestone	40,061,841	40,847,053	37,576,505	-8.0%
Lowndes*	----	----	----	----
Macon	4,691,315	4,536,980	4,887,841	7.7%
Madison	388,724,671	408,879,780	437,067,104	6.9%
Marengo	13,083,177	13,572,146	14,303,201	5.4%
Marion	9,128,867	10,665,060	11,065,292	3.8%
Marshall	61,193,714	62,591,424	64,852,529	3.6%
Mobile	405,079,820	422,310,599	436,617,448	3.4%
Monroe	8,050,644	7,205,884	7,749,594	7.5%
Montgomery	308,821,805	317,611,642	321,973,252	1.4%
Morgan	45,458,017	48,682,355	52,240,371	7.3%
Perry	1,777,297	1,944,306	2,059,606	5.9%
Pickens	1,143,081	1,069,883	1,113,289	4.1%
Pike	23,602,088	23,750,015	23,352,322	-1.7%
Randolph	1,867,624	2,050,507	2,175,283	6.1%
Russell	28,093,580	27,532,313	29,677,205	7.8%
Shelby	143,647,425	148,580,646	152,338,162	2.5%
St. Clair	26,028,832	27,941,261	29,449,805	5.4%
Sumter	4,014,827	4,116,149	5,246,143	27.5%
Talladega	30,541,990	27,963,243	31,537,919	12.8%
Tallapoosa	17,725,374	19,233,344	21,539,129	12.0%
Tuscaloosa	182,793,949	193,183,291	204,955,889	6.1%
Walker	21,105,826	21,596,795	23,803,655	10.2%
Washington	342,012	297,186	380,951	28.2%
Wilcox	2,062,035	1,928,185	2,166,694	12.4%
Winston	3,647,487	3,887,635	4,504,955	15.9%
Out of State	----	----	----	----
State Total	4,528,690,519	4,747,724,736	4,988,994,925	5.1%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 20
TRAVEL-RELATED EXPENDITURES BY COUNTY

COUNTY	2015	2016	2017	2016-2017 RATE OF GROWTH
AUTAUGA	30,334,502	41,686,022	33,699,211	-19.2%
BALDWIN	3,948,273,771	4,206,699,290	4,438,873,738	5.5%
BARBOUR	40,893,412	41,675,570	50,885,351	22.1%
BIBB*	----	----	----	----
BLOUNT	7,740,384	7,736,510	8,158,077	5.4%
BULLOCK*	----	----	----	----
BUTLER	48,543,712	47,110,061	46,974,328	-0.3%
CALHOUN	72,063,741	79,960,338	90,866,140	13.6%
CHAMBERS	26,877,132	28,255,532	35,176,568	24.5%
CHEROKEE	16,523,418	18,074,061	20,518,980	13.5%
CHILTON	29,612,272	31,564,939	41,660,158	32.0%
CHOCTAW	3,762,403	4,119,713	4,828,718	17.2%
CLARKE	39,549,376	37,277,607	37,823,005	1.5%
CLAY	143,021	329,297	311,688	-5.3%
CLEBURNE	10,491,522	10,745,766	10,833,830	0.8%
COFFEE	55,294,732	66,191,993	68,510,591	3.5%
COLBERT	52,133,550	52,610,028	53,740,839	2.1%
CONECUH	19,114,380	18,076,722	18,640,156	3.1%
COOSA	2,574,236	3,214,210	3,546,941	10.4%
COVINGTON	38,093,078	38,197,118	42,428,858	11.1%
CRENSHAW	1,789,035	1,250,806	1,434,186	14.7%
CULLMAN	120,164,330	122,556,791	128,530,667	4.9%
DALE	39,284,862	43,292,343	52,413,753	21.1%
DALLAS	81,657,091	68,069,414	70,787,451	4.0%
DEKALB	78,988,510	82,368,799	85,786,441	4.1%
ELMORE	141,391,696	150,081,448	165,300,973	10.1%
ESCAMBIA	46,933,135	55,365,269	59,826,033	8.1%
ETOWAH	146,853,956	147,178,226	150,324,584	2.1%
FAYETTE	2,108,598	2,501,881	2,820,204	12.7%
FRANKLIN	19,383,342	16,602,277	20,289,379	22.2%
GENEVA	3,166,872	2,598,744	3,411,850	31.3%
GREENE	4,732,249	6,204,932	6,429,350	3.6%
HALE*	----	----	----	----
HENRY	3,004,612	3,807,552	1,976,574	-48.1%
HOUSTON	263,663,620	286,194,434	284,815,138	-0.5%
JACKSON	55,496,361	54,788,165	55,823,452	1.9%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

Table 20 (continued)
Travel-Related Expenditures by County

County	2015	2016	2017	2016-2017 Rate of Growth
Jefferson	1,832,752,456	1,886,417,857	2,071,550,003	9.8%
Lamar	831,423	817,777	884,233	8.1%
Lauderdale	227,867,009	238,835,289	242,240,639	1.4%
Lawrence	11,879,298	12,732,930	12,258,796	-3.7%
Lee	391,613,518	438,485,734	461,246,246	5.2%
Limestone	124,021,228	128,914,700	124,933,081	-3.1%
Lowndes*	----	----	----	----
Macon	7,871,517	7,504,198	8,122,708	8.2%
Madison	1,133,253,049	1,189,201,579	1,305,536,193	9.8%
Marengo	30,675,799	33,210,354	38,372,499	15.5%
Marion	33,147,098	39,443,417	41,552,651	5.3%
Marshall	208,871,064	212,209,968	224,794,257	5.9%
Mobile	1,027,623,404	1,081,954,872	1,167,139,662	7.9%
Monroe	21,877,048	19,718,306	21,603,734	9.6%
Montgomery	777,836,573	814,669,396	841,214,187	3.3%
Morgan	159,253,430	179,710,326	209,875,893	16.8%
Perry	5,317,358	6,057,064	6,492,058	7.2%
Pickens	4,102,173	3,817,053	4,078,182	6.8%
Pike	66,575,379	66,954,298	65,099,840	-2.8%
Randolph	5,075,133	5,611,041	6,064,089	8.1%
Russell	76,342,286	75,339,895	82,731,872	9.8%
Shelby	326,398,770	337,080,244	368,738,471	9.4%
St. Clair	65,367,008	74,003,511	82,097,945	10.9%
Sumter	10,910,005	11,263,501	16,125,687	43.2%
Talladega	82,995,665	76,519,099	87,919,032	14.9%
Tallapoosa	44,265,996	52,630,452	65,048,110	23.6%
Tuscaloosa	495,723,293	542,012,823	594,611,453	9.7%
Walker	57,353,568	59,097,841	66,358,035	12.3%
Washington	929,392	813,226	1,061,986	30.6%
Wilcox	5,603,433	5,276,318	6,290,293	19.2%
Winston	9,911,784	10,638,191	12,558,573	18.1%
Out of State	----	----	----	----
State Total	12,696,882,068	13,387,327,118	14,334,047,620	7.1%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

Table 21
Annual State Lodging Tax

County	2015	2016	2017	2016-2017 Dollar Increase/ Decrease	2016-2017 Rate of Growth
Autauga	146,855	201,809	163,144	-38,665	-19.2%
Baldwin	19,975,884	21,283,361	22,458,024	1,174,663	5.5%
Barbour	197,972	201,759	246,345	44,586	22.1%
Bibb#	----	----	----	----	----
Blount*	40,784	40,764	42,985	2,221	5.4%
Bullock#	----	----	----	----	----
Butler	230,736	223,921	223,276	-645	-0.3%
Calhoun	949,268	1,053,287	1,196,945	143,658	13.6%
Chambers	131,333	138,068	171,887	33,819	24.5%
Cherokee*	80,320	87,857	99,742	11,885	13.5%
Chilton	143,358	152,811	201,684	48,873	32.0%
Choctaw	18,915	20,711	24,276	3,565	17.2%
Clarke	191,465	180,467	183,108	2,641	1.5%
Clay	719	1,656	1,567	-89	-5.4%
Cleburne	52,745	54,023	54,466	443	0.8%
Coffee	275,340	329,602	341,148	11,546	3.5%
Colbert*	256,824	259,171	264,742	5,571	2.1%
Conecuh	96,095	90,878	93,711	2,833	3.1%
Coosa	12,942	16,159	17,832	1,673	10.4%
Covington	164,975	165,426	183,753	18,327	11.1%
Crenshaw	26,687	18,658	21,394	2,736	14.7%
Cullman*	599,708	611,648	641,462	29,814	4.9%
Dale	190,185	209,586	253,744	44,158	21.1%
Dallas	248,766	207,372	215,652	8,280	4.0%
DeKalb*	403,660	420,935	438,400	17,465	4.1%
Elmore	710,829	754,515	831,029	76,514	10.1%
Escambia	235,950	278,342	300,768	22,426	8.1%
Etowah*	735,025	736,648	752,396	15,748	2.1%
Fayette	10,338	12,266	13,827	1,561	12.7%
Franklin*	120,649	103,339	126,289	22,950	22.2%
Geneva	15,921	13,065	17,153	4,088	31.3%
Greene	30,601	40,124	41,575	1,451	3.6%
Hale#	----	----	----	----	----
Henry	15,105	19,142	9,937	-9,205	-48.1%
Houston	1,276,441	1,385,517	1,378,839	-6,678	-0.5%

* Denotes the Alabama Mountain Lakes Tourist Association area counties with a 5 percent rate. The state lodging tax rate is 4 percent, except for counties in the AMLTA area.

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TABLE 21 (CONTINUED)
ANNUAL STATE LODGING TAX

COUNTY	2015	2016	2017	2016-2017 DOLLAR INCREASE/ DECREASE	2016-2017 RATE OF GROWTH
JACKSON*	342,918	337,357	343,731	6,374	1.9%
JEFFERSON	8,955,593	9,217,825	10,122,458	904,633	9.8%
LAMAR	4,180	4,111	4,445	334	8.1%
LAUDERDALE*	1,095,827	1,148,575	1,164,951	16,376	1.4%
LAWRENCE*	63,622	68,194	65,655	-2,539	-3.7%
LEE	1,895,869	2,122,785	2,232,973	110,188	5.2%
LIMESTONE*	617,841	642,219	622,383	-19,836	-3.1%
LOWNDES#	----	----	----	----	----
MACON	39,573	37,726	40,836	3,110	8.2%
MADISON*	5,469,354	5,739,375	6,300,834	561,459	9.8%
MARENGO	154,219	166,961	192,913	25,952	15.5%
MARION*	168,068	199,992	210,687	10,695	5.3%
MARSHALL*	641,954	695,330	736,563	41,233	5.9%
MOBILE	4,884,450	5,142,695	5,547,591	404,896	7.9%
MONROE	109,984	99,131	108,610	9,479	9.6%
MONTGOMERY	3,527,940	3,694,998	3,815,394	120,396	3.3%
MORGAN*	799,155	901,810	1,053,185	151,375	16.8%
PERRY	26,478	30,161	32,327	2,166	7.2%
PICKENS	13,164	12,249	13,087	838	6.8%
PIKE	334,699	336,604	327,281	-9,323	-2.8%
RANDOLPH	25,515	28,209	30,486	2,277	8.1%
RUSSELL	369,586	364,733	400,519	35,786	9.8%
SHELBY	1,565,656	1,616,892	1,768,749	151,857	9.4%
ST. CLAIR	328,624	372,043	412,737	40,694	10.9%
SUMTER	54,326	56,087	80,298	24,211	43.2%
TALLADEGA	398,110	367,044	421,726	54,682	14.9%
TALLAPOOSA	222,542	264,593	327,021	62,428	23.6%
TUSCALOOSA	2,356,248	2,576,269	2,826,278	250,009	9.7%
WALKER	288,338	297,107	333,607	36,500	12.3%
WASHINGTON	4,672	4,088	5,339	1,251	30.6%
WILCOX	27,639	26,026	31,027	5,001	19.2%
WINSTON*	61,695	66,216	78,169	11,953	18.1%
OUT OF STATE	----	----	----	----	----
STATE TOTAL	**$62,434,234**	**$65,950,292**	**$70,662,960**	**$4,712,668**	**7.1%**

* Denotes the Alabama Mountain Lakes Tourist Association area counties with a 5 percent rate. The state lodging tax rate is 4 percent, except for counties in the AMLTA area.

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Sweet Home Alabama

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