

Date Created: May 16, 2018

# Florence/Lauderdale Tourism

For the Month of April 2018



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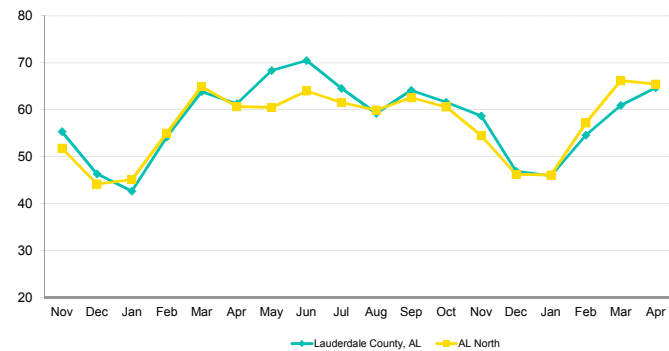
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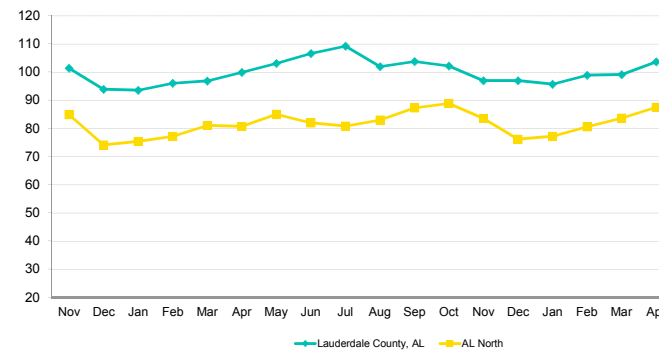
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Florence/Lauderdale Tourism  
For the Month of April 2018

### Occupancy Comparison



### ADR Comparison



Occupancy (%)	2016			2017			2018				Year To Date			Running 12 Month										
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2016	2017	2018	2016	2017	2018				
Lauderdale County, AL	55.3	46.4	42.6	54.2	63.8	61.2	68.3	70.4	64.5	59.2	64.1	61.6	58.6	46.9	45.9	54.5	60.9	64.7	56.3	55.4	56.5	60.3	60.8	60.0
AL North	51.8	44.1	45.1	55.0	64.9	60.6	60.4	64.0	61.5	59.9	62.5	60.5	54.5	46.2	46.0	57.2	66.1	65.4	57.1	56.4	58.7	57.1	57.1	58.7
Index	106.9	105.0	94.5	98.5	98.3	101.0	113.1	110.1	104.9	98.8	102.5	101.7	107.7	101.5	99.8	95.4	92.1	98.9	98.6	98.3	96.3	105.5	106.4	102.2
% Chg																								
Lauderdale County, AL	-1.9	-0.1	0.6	-0.3	-0.6	-4.7	1.8	-3.6	-13.2	-8.3	-0.5	-1.5	5.9	1.2	7.8	0.7	-4.6	5.6	1.6	-1.5	1.9	0.9	0.9	-1.4
AL North	-0.3	-2.6	-4.6	-2.4	4.7	-3.3	0.7	-0.7	-4.1	1.1	10.9	0.7	5.2	4.6	2.1	4.0	1.9	7.8	3.3	-1.1	4.0	2.2	0.1	2.7

ADR	2016			2017			2018				Year To Date			Running 12 Month										
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2016	2017	2018	2016	2017	2018				
Lauderdale County, AL	101.31	93.88	93.50	96.04	96.86	99.84	103.08	106.54	109.24	101.87	103.71	102.11	96.95	96.87	95.69	98.80	99.05	103.67	96.17	96.83	99.61	98.12	99.13	101.86
AL North	84.84	74.10	75.33	77.17	81.02	80.63	84.97	81.96	80.84	82.99	87.26	88.85	83.50	76.17	77.11	80.53	83.63	87.50	77.27	78.86	82.68	78.04	80.38	83.25
Index	119.4	126.7	124.1	124.5	119.6	123.8	121.3	130.0	135.1	122.7	118.9	114.9	116.1	127.2	124.1	122.7	118.4	118.5	124.5	122.8	120.5	125.7	123.3	122.4
% Chg																								
Lauderdale County, AL	6.5	3.4	2.9	1.9	-0.1	-0.6	5.1	3.2	4.3	4.0	4.4	2.1	-4.3	3.2	2.3	2.9	2.3	3.8	2.1	0.7	2.9	5.9	1.0	2.8
AL North	7.3	2.4	4.0	2.0	3.3	-0.7	4.9	2.2	2.4	3.3	6.2	3.1	-1.6	2.8	2.4	4.4	3.2	8.5	2.9	2.1	4.8	3.4	3.0	3.6

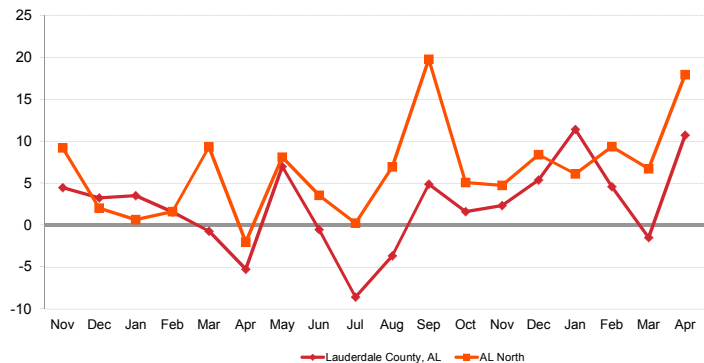
  

RevPAR	2016			2017			2018				Year To Date			Running 12 Month										
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2016	2017	2018	2016	2017	2018				
Lauderdale County, AL	56.07	43.52	39.84	52.01	61.83	61.12	70.41	75.03	70.48	60.31	66.50	62.89	56.84	45.43	43.96	53.88	60.33	67.03	54.11	53.68	56.27	59.13	60.28	61.07
AL North	43.94	32.71	33.95	42.43	52.61	48.90	51.33	52.44	49.73	49.71	54.58	53.79	45.47	35.18	35.50	46.04	55.32	57.20	44.09	44.49	48.50	44.57	45.93	48.84
Index	127.6	133.0	117.4	122.6	117.5	125.0	137.2	143.1	141.7	121.3	121.8	116.9	125.0	129.1	123.8	117.0	109.1	117.2	122.7	120.7	116.0	132.7	131.3	125.0
% Chg																								
Lauderdale County, AL	4.5	3.3	3.5	1.6	-0.7	-5.2	7.0	-0.5	-9.4	-4.6	3.9	0.7	1.4	4.4	10.3	3.6	-2.4	9.7	3.7	-0.8	4.8	6.9	2.0	1.3
AL North	7.0	-0.3	-0.7	-0.5	8.1	-4.0	5.6	1.5	-1.8	4.4	17.7	3.8	3.5	7.6	4.6	8.5	5.2	17.0	6.3	0.9	9.0	5.7	3.1	6.3

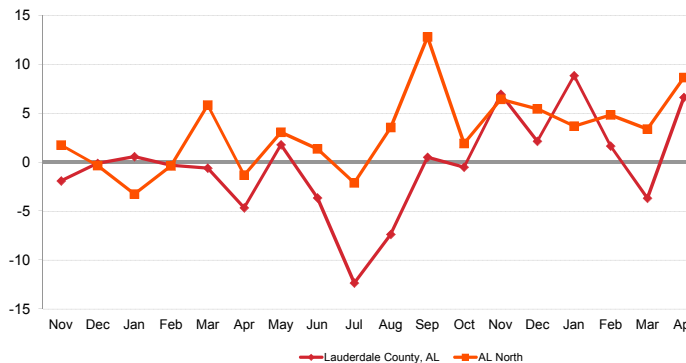
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### Revenue Percent Change Comparison



### Demand Percent Change Comparison



Supply	2016		2017												2018				Year To Date			Running 12 Month		
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	31,290	32,333	32,333	29,204	32,333	31,290	32,333	31,290	32,643	32,643	31,590	32,643	31,590	32,643	32,643	29,484	32,643	31,590	125,160	125,160	126,360	380,695	380,695	383,735
AL North	664,830	689,843	685,472	623,588	685,689	668,070	692,509	670,170	692,788	695,299	672,810	695,237	672,810	695,113	695,795	628,516	695,857	673,410	2,619,870	2,662,819	2,693,578	7,953,525	8,056,407	8,180,314
Index	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.8	4.7	4.7	4.8	4.7	4.7	

Demand	2016		2017												2018				Year To Date			Running 12 Month		
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	17,317	14,987	13,778	15,815	20,641	19,157	22,085	22,037	21,059	19,325	20,255	20,104	18,520	15,309	14,996	16,079	19,883	20,424	70,420	69,391	71,382	229,410	231,511	230,076
AL North	344,314	304,470	308,951	342,836	445,249	405,154	418,339	428,766	426,224	416,434	420,817	420,948	366,411	321,045	320,317	359,325	460,296	440,251	1,494,758	1,502,190	1,580,189	4,541,853	4,603,426	4,799,173
Index	5.0	4.9	4.5	4.6	4.6	4.7	5.3	5.1	4.9	4.6	4.8	4.8	5.1	4.8	4.7	4.5	4.3	4.6	4.7	4.6	4.5	5.1	5.0	4.8

Revenue	2016		2017												2018				Year To Date			Running 12 Month		
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	1,754,427	1,406,972	1,288,241	1,518,918	1,999,284	1,912,592	2,276,447	2,347,805	2,300,588	1,968,631	2,100,690	2,052,853	1,795,572	1,482,965	1,435,025	1,588,600	1,969,401	2,117,372	6,772,007	6,719,035	7,110,398	22,508,969	22,950,052	23,435,949
AL North	29,211,035	22,562,428	23,272,340	26,455,849	36,071,851	32,667,327	35,545,782	35,141,184	34,454,120	34,561,428	36,718,889	37,399,451	30,594,858	24,455,393	24,698,500	28,934,872	38,494,763	38,521,206	115,500,681	118,467,367	130,649,341	354,448,866	370,014,886	399,520,446
Index	6.0	6.2	5.5	5.7	5.5	5.9	6.4	6.7	6.7	5.7	5.7	5.5	5.9	6.1	5.8	5.5	5.1	5.5	5.9	5.7	5.4	6.4	6.2	5.9

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