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Florence/Lauderdale Tourism

For the Month of April 2019



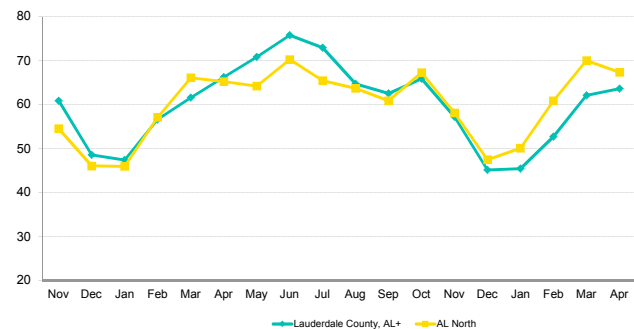
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735 East Main Street, Hendersonville, TN 37075 USA
T : +1 615 824 8664
destininfo@str.com www.str.com

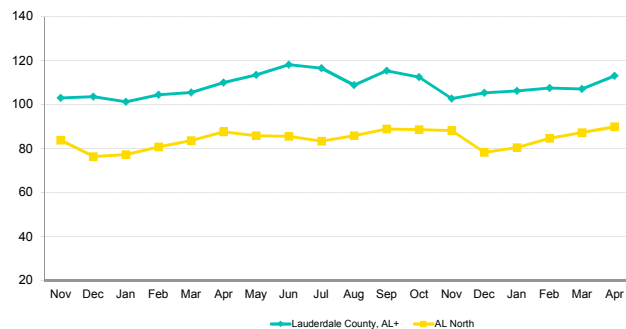
Blue Fin Building, 110 Southwark Street, London SE1 0TA
T : +44 (0)20 7922 1930
industryinfo@str.com www.str.com

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Occupancy Comparison



ADR Comparison



Occupancy (%)	2017			2018												2019				Year To Date			Running 12 Month		
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	60.8	48.6		47.4	56.7	61.6	66.2	70.8	75.8	72.9	64.8	62.5	65.9	57.2	45.2	45.4	52.7	62.1	63.6	57.5	57.9	56.0	63.5	62.3	61.6
AL North	54.5	46.1		46.0	57.1	66.1	65.3	64.2	70.3	65.4	63.7	60.9	67.3	58.1	47.5	50.1	60.9	70.0	67.4	56.4	58.6	62.1	57.1	58.6	62.1
Index	111.6	105.4		103.1	99.2	93.1	101.5	110.3	107.8	111.5	101.7	102.8	98.0	98.5	95.2	90.7	86.6	88.7	94.5	101.9	98.8	90.2	111.2	106.3	99.2
% Chg																									
Lauderdale County, AL+	5.5	1.0		8.6	0.4	-6.9	3.9	-1.0	3.0	8.6	3.3	-7.6	3.3	-6.0	-7.0	-4.1	-6.9	0.9	-3.9	-1.2	0.8	-3.3	1.2	-1.9	-1.1
AL North	5.2	4.4		2.2	4.0	1.9	7.6	6.5	10.1	6.3	6.3	-2.7	11.2	6.5	3.0	9.0	6.6	5.9	3.3	-1.2	4.0	6.0	0.1	2.6	6.0

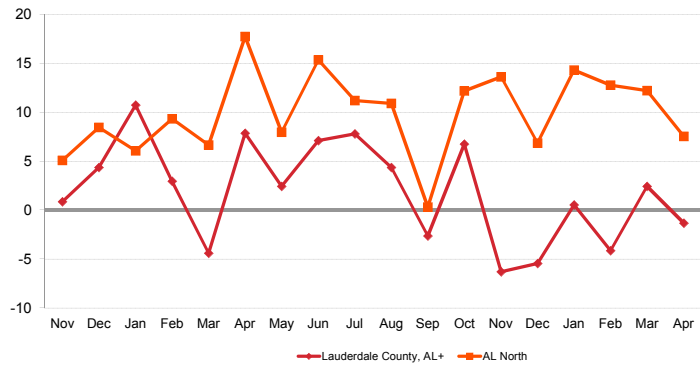
ADR	2017			2018												2019				Year To Date			Running 12 Month		
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	103.11	103.65		101.30	104.44	105.49	110.10	113.54	118.14	116.60	108.80	115.36	112.50	102.72	105.36	106.22	107.56	107.07	113.02	102.79	105.68	108.69	105.02	108.38	111.16
AL North	83.78	76.48		77.32	80.73	83.75	87.66	85.82	85.53	83.47	85.91	88.98	88.70	88.18	78.27	80.45	84.75	87.30	89.89	79.09	82.85	86.00	80.49	83.44	85.86
Index	123.1	135.5		131.0	129.4	126.0	125.6	132.3	138.1	139.7	126.6	129.6	126.8	116.5	134.6	132.0	126.9	122.7	125.7	130.0	127.6	126.4	130.5	129.9	129.5
% Chg																									
Lauderdale County, AL+	-4.3	3.3		2.0	2.6	2.6	3.8	3.5	3.9	-0.7	1.0	5.4	3.3	-0.4	1.7	4.9	3.0	1.5	2.7	0.6	2.8	2.8	0.9	3.2	2.6
AL North	-1.3	3.1		2.3	4.3	3.1	8.5	0.8	4.2	3.2	3.3	1.7	-0.5	5.3	2.3	4.0	5.0	4.2	2.5	2.3	4.8	3.8	3.1	3.7	2.9

RevPAR	2017			2018												2019				Year To Date			Running 12 Month		
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	62.73	50.33		48.00	59.17	64.96	72.91	80.41	89.52	85.04	70.45	72.13	74.15	58.77	47.59	48.26	56.72	66.53	71.93	59.06	61.22	60.87	66.72	67.52	68.51
AL North	45.69	35.23		35.53	46.12	55.39	57.20	55.11	60.10	54.61	54.73	54.15	59.66	51.21	37.14	40.30	51.60	61.13	60.56	44.58	48.55	53.41	45.99	48.91	53.34
Index	137.3	142.9		135.1	128.3	117.3	127.5	145.9	149.0	155.7	128.7	133.2	124.3	114.8	128.1	119.8	109.9	108.8	118.8	132.5	126.1	114.0	145.1	138.0	128.4
% Chg																									
Lauderdale County, AL+	0.9	4.4		10.7	2.9	-4.4	7.9	2.4	7.1	7.8	4.3	-2.6	6.7	-6.3	-5.5	0.5	-4.1	2.4	-1.3	-0.6	3.6	-0.6	2.1	1.2	1.5
AL North	3.8	7.6		4.5	8.5	5.1	16.7	7.3	14.7	9.7	9.8	-1.0	10.7	12.1	5.4	13.4	11.9	10.4	5.9	1.1	8.9	10.0	3.2	6.4	9.0

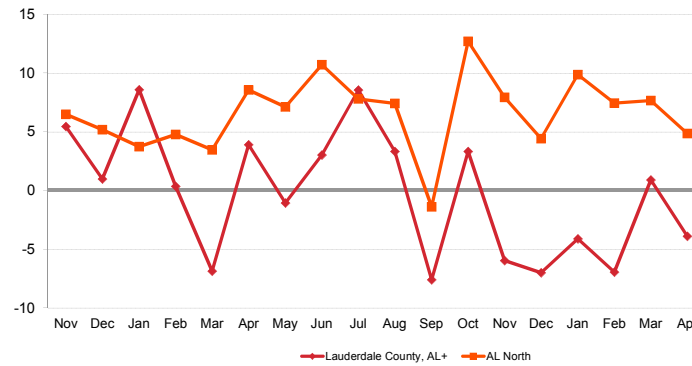
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2017		2018												2019				Year To Date			Running 12 Month		
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	25,290	26,133	26,133	23,604	26,133	25,290	26,133	25,290	26,133	25,290	26,133	25,290	26,133	26,133	26,133	23,604	26,133	25,290	101,160	101,160	101,160	307,695	307,695	307,695
AL North	671,190	693,439	694,121	627,004	694,183	672,630	695,051	672,630	700,786	700,569	680,280	702,987	680,310	702,987	699,732	632,016	705,839	683,070	2,656,339	2,687,938	2,720,657	8,036,697	8,161,444	8,256,257
Index	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.8	3.8	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	0.0
AL North	1.2	0.8	1.5	0.8	1.5	0.9	0.6	0.6	1.4	1.0	1.4	1.4	1.4	1.4	0.8	0.8	1.7	1.6	1.5	1.2	1.2	1.1	1.6	1.2

Demand	2017		2018												2019				Year To Date			Running 12 Month		
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	15,387	12,690	12,383	13,373	16,092	16,748	18,508	19,164	19,059	16,922	15,814	17,226	14,470	11,803	11,874	12,446	16,239	16,096	58,127	58,596	56,655	195,470	191,691	189,621
AL North	366,023	319,472	318,971	358,160	459,073	438,916	446,303	472,624	458,511	446,271	413,969	472,821	395,090	333,599	350,489	384,794	494,249	460,222	1,497,324	1,575,120	1,689,754	4,591,981	4,784,165	5,128,942
Index	4.2	4.0	3.9	3.7	3.5	3.8	4.1	4.1	4.2	3.8	3.8	3.6	3.7	3.5	3.4	3.2	3.3	3.5	3.9	3.7	3.4	4.3	4.0	3.7
% Chg																								
Lauderdale County, AL+	5.5	1.0	8.6	0.4	-6.9	3.9	-1.0	3.0	8.6	3.3	-7.6	3.3	-6.0	-7.0	-4.1	-6.9	0.9	-3.9	-1.2	0.8	-3.3	1.2	-1.9	-1.1
AL North	6.5	5.2	3.7	4.8	3.5	8.6	7.1	10.7	7.8	7.4	-1.4	12.7	7.9	4.4	9.9	7.4	7.7	4.9	0.3	5.2	7.3	1.1	4.2	7.2

Revenue	2017		2018												2019				Year To Date			Running 12 Month		
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	1,586,548	1,315,360	1,254,396	1,396,655	1,697,554	1,843,949	2,101,391	2,264,068	2,222,297	1,841,055	1,824,226	1,937,887	1,486,401	1,243,610	1,261,259	1,338,731	1,738,693	1,819,209	5,975,001	6,192,554	6,157,892	20,528,112	20,774,809	21,078,827
AL North	30,666,998	24,433,036	24,664,004	28,915,627	38,449,493	38,474,425	38,302,423	40,425,431	38,271,202	38,341,359	36,834,568	41,940,420	34,840,233	26,110,516	28,195,851	32,609,826	43,145,834	41,368,971	118,428,426	130,503,549	145,320,482	369,624,258	399,214,619	440,386,635
Index	5.2	5.4	5.1	4.8	4.4	4.8	5.5	5.6	5.8	4.8	5.0	4.6	4.3	4.8	4.5	4.1	4.0	4.4	5.0	4.7	4.2	5.6	5.2	4.8
% Chg																								
Lauderdale County, AL+	0.9	4.4	10.7	2.9	-4.4	7.9	2.4	7.1	7.8	4.3	-2.6	6.7	-6.3	-5.5	0.5	-4.1	2.4	-1.3	-0.6	3.6	-0.6	2.1	1.2	1.5
AL North	5.1	8.5	6.1	9.3	6.7	17.7	8.0	15.4	11.2	10.9	0.3	12.2	13.6	6.9	14.3	12.8	12.2	7.5	2.6	10.2	11.4	4.3	8.0	10.3

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Tab 4 - Response Lauderdale County, AL+

Florence/Lauderdale Tourism

For the Month of April 2019

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2017												2018												2019																																																											
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D																																																
34664	Baymont Inn & Suites Florence Muscle Shoals	Florence, AL	35630	Dec 2012	Apr 1996	64		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																						
48943	Closed - Independent Economy Inn	Florence, AL	35630	Dec 2011	Jun 1985	0	Y																																																																																				
19299	Closed Homestead Executive Inn	Florence, AL	35630	Apr 2005	Jun 1985	0	Y																																																																																				
5356	Closed Knights Inn Florence	Florence, AL	35630	Jan 1999		0	Y																																																																																				
60265	Comfort Suites Florence Shoals Area	Florence, AL	35630	Jun 2010	Jun 2010	68		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●										
27043	Days Inn Florence Downtown	Florence, AL	35630	Aug 2014	Jun 1964	64	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
56872	Hampton Inn Florence Downtown	Florence, AL	35630	Nov 2007	Nov 2007	88		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●					
36723	Hampton Inn Florence Midtown	Florence, AL	35630	Jul 1998	Jul 1998	90		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●			
59876	Holiday Inn Express & Suites Florence Northeast	Florence, AL	35630	Jan 2010	Jan 2010	79		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
53518	Marriott Shoals Hotel & Spa	Florence, AL	35630	Jun 2005	Jun 2005	199		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
39061	Quality Inn Florence	Florence, AL	35630	May 2010	Oct 1999	47		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
60430	Residence Inn Florence	Florence, AL	35630	Jun 2010	Jun 2010	110		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
30004	Americas Best Value Inn & Suites Killen Florence	Killen, AL	35645	Feb 2017	Jan 1989	34		○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○																													
Total Properties:																																																																																											

○ - Monthly data received by STR
 ● - Monthly and daily data received by STR
 Blank - No data received by STR
 Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

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North America:

735 East Main Street, Hendersonville, TN 37075 USA

T : +1 615 824 8664

destininfo@str.com

International:

Blue Fin Building, 110 Southwark Street, London SE1 0TA

T : +44 (0) 20 7922 1930

industryinfo@str.com

Asia Pacific:

Thong Teck Building, 15 Scotts Road #08-12, 228 218 Singapore

T: +64 6800 7850

apinfo@str.com

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