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# Florence/Lauderdale Tourism

For the Month of August 2018



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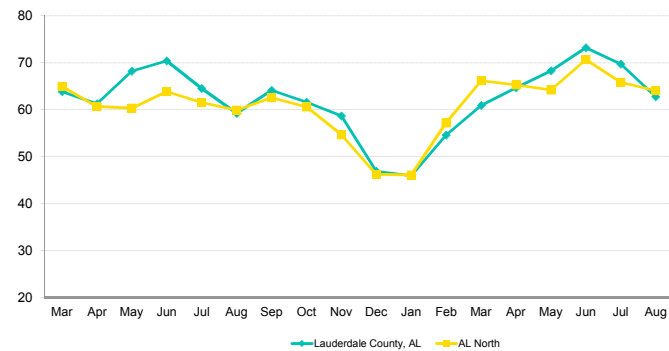
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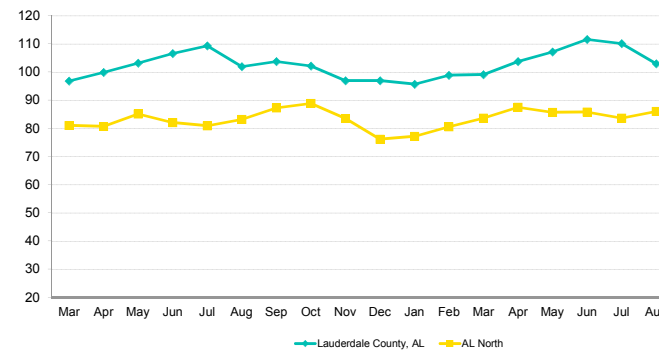
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Florence/Lauderdale Tourism  
For the Month of August 2018

### Occupancy Comparison



### ADR Comparison

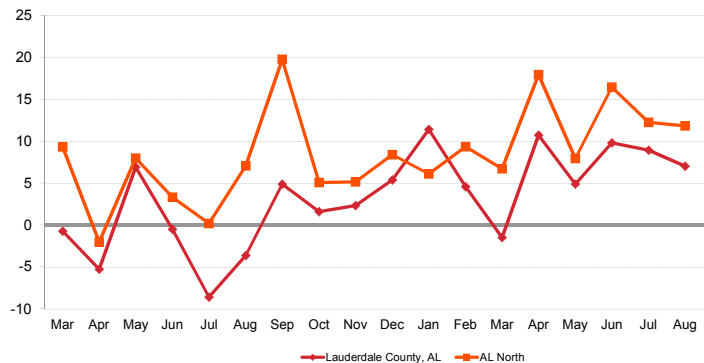


Occupancy (%)	2017												2018								Year To Date			Running 12 Month		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2016	2017	2018	2016	2017	2018		
Lauderdale County, AL	63.8	61.2	68.2	70.4	64.5	59.2	64.1	61.6	58.6	46.9	45.9	54.5	60.9	64.6	68.2	73.1	69.7	62.7	63.1	60.6	62.5	61.2	59.4	60.9		
AL North	64.9	60.6	60.3	63.8	61.5	59.9	62.5	60.5	54.7	46.2	46.0	57.2	66.1	65.3	64.2	70.6	65.8	64.0	59.5	58.9	62.4	57.5	57.0	60.3		
Index	98.3	101.0	113.2	110.3	104.9	98.9	102.5	101.7	107.3	101.5	99.8	95.4	92.1	99.0	106.3	103.5	105.9	98.0	106.0	102.8	100.1	106.5	104.3	101.1		
% Chg																										
Lauderdale County, AL	-0.6	-4.7	1.7	-3.7	-13.2	-8.2	-0.5	-1.5	5.9	1.2	7.8	0.7	-4.6	5.6	0.1	3.9	8.0	5.9	3.1	-4.0	3.2	3.7	-3.0	2.6		
AL North	4.7	-3.3	0.5	-1.0	-4.1	1.0	10.9	0.7	5.5	4.6	2.1	4.0	1.9	7.6	6.5	10.7	7.0	7.0	2.5	-1.0	6.0	2.8	-0.9	5.8		
ADR	2017												2018								Year To Date			Running 12 Month		
Lauderdale County, AL	96.86	99.84	103.15	106.58	109.25	101.87	103.71	102.11	96.95	96.87	95.69	98.80	99.05	103.71	107.12	111.59	110.15	102.90	98.95	101.46	104.31	98.26	100.63	103.00		
AL North	81.02	80.63	85.08	82.05	80.86	83.14	87.26	88.85	83.53	76.17	77.11	80.53	83.63	87.53	85.72	85.77	83.66	86.03	78.77	80.93	84.09	78.96	81.34	84.21		
Index	119.6	123.8	121.2	129.9	135.1	122.5	118.9	114.9	116.1	127.2	124.1	122.7	118.4	118.5	125.0	130.1	131.7	119.6	125.6	125.4	124.1	124.4	123.7	122.3		
% Chg																										
Lauderdale County, AL	-0.1	-0.6	5.2	3.3	4.3	4.0	4.4	2.1	-4.3	3.2	2.3	2.9	2.3	3.9	3.8	4.7	0.8	1.0	1.1	2.5	2.8	2.8	2.4	2.4		
AL North	3.3	-0.7	5.0	2.3	2.4	3.5	6.2	3.1	-1.5	2.8	2.4	4.4	3.2	8.6	0.8	4.5	3.5	3.5	3.1	2.7	3.9	3.4	3.0	3.5		
RevPAR	2017												2018								Year To Date			Running 12 Month		
Lauderdale County, AL	61.83	61.12	70.36	75.04	70.48	60.33	66.50	62.89	56.84	45.43	43.96	53.88	60.33	67.03	73.10	81.62	76.77	64.56	62.41	61.45	65.22	60.16	59.78	62.76		
AL North	52.61	48.90	51.29	52.35	49.73	49.77	54.58	53.79	45.66	35.18	35.50	46.04	55.32	57.14	55.02	60.59	55.05	55.10	46.90	47.68	52.50	45.40	46.34	50.76		
Index	117.5	125.0	137.2	143.3	141.7	121.2	121.8	116.9	124.5	129.1	123.8	117.0	109.1	117.3	132.9	134.7	139.5	117.2	133.1	128.9	124.2	132.5	129.0	123.6		
% Chg																										
Lauderdale County, AL	-0.7	-5.2	6.9	-0.5	-9.4	-4.5	3.9	0.7	1.4	4.4	10.3	3.6	-2.4	9.7	3.9	8.8	8.9	7.0	4.2	-1.5	6.1	6.6	-0.6	5.0		
AL North	8.1	-4.0	5.5	1.3	-1.8	4.5	17.7	3.8	3.9	7.6	4.6	8.5	5.2	16.9	7.3	15.7	10.7	10.7	5.7	1.7	10.1	6.3	2.1	9.5		

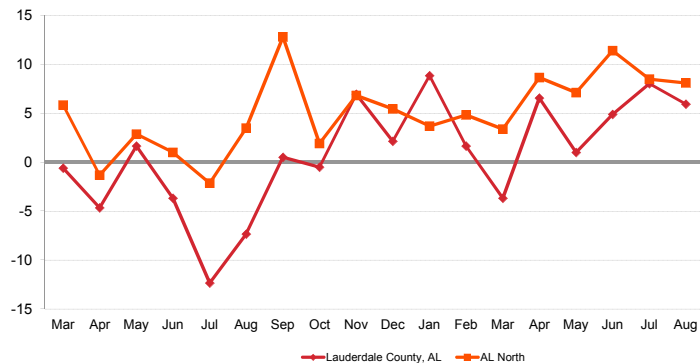
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### Revenue Percent Change Comparison



### Demand Percent Change Comparison



Supply	2017												2018							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Lauderdale County, AL	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	32,643	31,590	32,643	32,643		
AL North	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	674,250	696,725	674,250	702,460	702,429		
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	4.6	4.6	4.6		

Year To Date		
2016	2017	2018
253,449	254,069	255,879
5,310,384	5,413,585	5,470,282
4.8	4.7	4.7

Running 12 Month		
2016	2017	2018
380,695	381,315	384,345
7,960,246	8,116,659	8,206,252
4.8	4.7	4.7

% Chg	2017												2018							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Lauderdale County, AL	0.0	0.0	0.0	0.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0	0.0	0.0		
AL North	1.1	2.1	2.4	2.0	2.1	2.5	1.7	1.2	1.2	0.8	1.5	0.8	1.5	0.9	0.6	0.6	1.4	1.0		

Year To Date		
2016	2017	2018
0.0	0.2	0.7
0.5	1.9	1.0

Running 12 Month		
2016	2017	2018
0.0	0.2	0.8
0.6	2.0	1.1

Demand	2017												2018							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Lauderdale County, AL	20,641	19,157	22,054	22,028	21,058	19,332	20,255	20,104	18,520	15,309	14,996	16,079	19,883	20,416	22,277	23,107	22,750	20,482		
AL North	445,249	405,154	417,452	427,597	426,065	416,187	420,817	420,948	367,765	321,045	320,317	359,325	460,296	440,149	447,218	476,332	462,179	449,895		
Index	4.6	4.7	5.3	5.2	4.9	4.6	4.8	4.8	5.0	4.8	4.7	4.5	4.3	4.6	5.0	4.9	4.9	4.6		

Year To Date		
2016	2017	2018
159,872	153,863	159,990
3,161,596	3,189,491	3,415,711
5.1	4.8	4.7

Running 12 Month		
2016	2017	2018
233,069	226,531	234,178
4,576,650	4,624,372	4,946,286
5.1	4.9	4.7

% Chg	2017												2018							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Lauderdale County, AL	-0.6	-4.7	1.7	-3.7	-12.4	-7.3	0.5	-0.5	6.9	2.1	8.8	1.7	-3.7	6.6	1.0	4.9	8.0	5.9		
AL North	5.8	-1.3	2.9	1.0	-2.1	3.5	12.8	1.9	6.8	5.4	3.7	4.8	3.4	8.6	7.1	11.4	8.5	8.1		

Year To Date		
2016	2017	2018
3.1	-3.8	4.0
3.1	0.9	7.1

Running 12 Month		
2016	2017	2018
3.7	-2.8	3.4
3.4	1.0	7.0

Revenue	2017												2018							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Lauderdale County, AL	1,999,284	1,912,592	2,274,864	2,347,851	2,300,577	1,969,329	2,100,690	2,052,853	1,795,572	1,482,965	1,435,025	1,588,600	1,969,401	2,117,372	2,386,256	2,578,526	2,505,886	2,107,558		
AL North	36,071,851	32,667,327	35,517,374	35,083,462	34,450,776	34,603,705	36,718,889	37,399,451	30,718,821	24,455,393	24,698,500	28,934,872	38,494,763	38,525,972	38,337,249	40,853,569	38,668,102	38,703,472		
Index	5.5	5.9	6.4	6.7	6.7	5.7	5.7	5.5	5.8	6.1	5.8	5.5	5.1	5.5	6.2	6.3	6.5	5.4		

Year To Date		
2016	2017	2018
15,818,680	15,611,656	16,688,624
249,041,039	258,122,684	287,216,499
6.4	6.0	5.8

Running 12 Month		
2016	2017	2018
22,902,204	22,796,000	24,120,704
361,391,191	376,154,662	416,509,053
6.3	6.1	5.8

% Chg	2017												2018							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Lauderdale County, AL	-0.7	-5.2	6.9	-0.5	-8.6	-3.6	4.9	1.6	2.3	5.4	11.4	4.6	-1.5	10.7	4.9	9.8	8.9	7.0		
AL North	9.3	-2.0	8.0	3.3	0.2	7.1	19.8	5.1	5.2	8.4	6.1	9.4	6.7	17.9	7.9	16.4	12.2	11.8		

Year To Date		
2016	2017	2018
4.2	-1.3	6.9
6.2	3.6	11.3

Running 12 Month		
2016	2017	2018
6.6	-0.5	5.8
6.9	4.1	10.7

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