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Florence/Lauderdale Tourism

For the Month of December 2017



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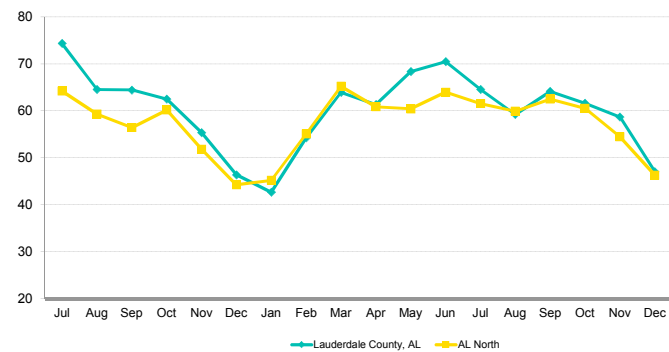
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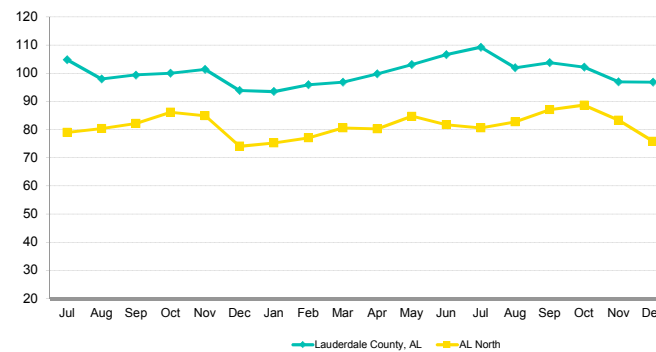
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Florence/Lauderdale Tourism
For the Month of December 2017

Occupancy Comparison



ADR Comparison

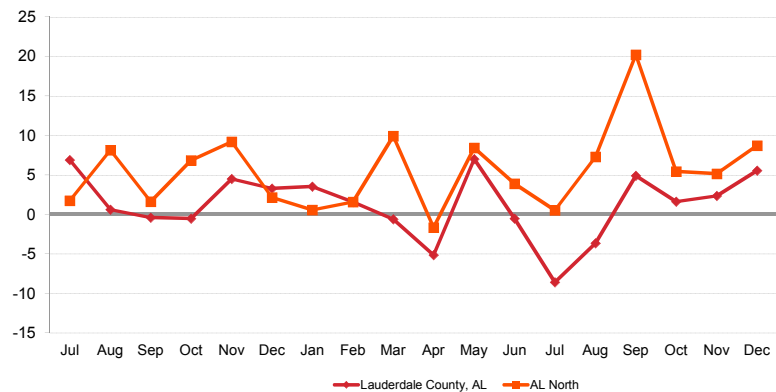


Occupancy (%)	2016						2017						Year To Date			Running 12 Month								
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2015	2016	2017	2015	2016	2017
Lauderdale County, AL	74.3	64.5	64.4	62.5	55.3	46.4	42.6	54.2	63.9	61.3	68.3	70.4	64.5	59.2	64.1	61.6	58.6	47.0	60.0	61.1	59.7	60.0	61.1	59.7
AL North	64.2	59.3	56.4	60.1	51.8	44.2	45.1	55.1	65.2	60.8	60.4	63.9	61.5	59.9	62.5	60.5	54.4	46.3	56.5	57.4	58.0	56.5	57.4	58.0
Index	115.8	108.9	114.2	103.9	106.9	104.8	94.5	98.5	98.0	100.8	113.1	110.2	104.9	98.9	102.6	101.8	107.7	101.5	106.1	106.5	102.9	106.1	106.5	102.9
% Chg																								
Lauderdale County, AL	4.8	2.9	-0.9	0.0	-1.9	-0.1	0.6	-0.1	-0.5	-4.5	1.8	-3.6	-13.2	-8.3	-0.5	-1.5	5.9	1.4	-0.2	1.9	-2.3	-0.2	1.9	-2.3
AL North	-1.6	3.5	-1.0	1.1	-0.3	-2.4	-4.7	-2.3	5.1	-3.1	0.7	-0.7	-4.1	1.0	10.8	0.6	5.1	4.6	0.0	1.5	1.0	0.0	1.5	1.0
ADR	2016						2017						Year To Date			Running 12 Month								
Lauderdale County, AL	104.73	97.92	99.37	99.97	101.31	93.88	93.47	95.89	96.84	99.75	103.08	106.54	109.24	101.87	103.71	102.11	96.95	96.82	97.53	98.92	101.01	97.53	98.92	101.01
AL North	78.97	80.36	82.19	86.18	84.84	74.05	75.24	77.05	80.61	80.24	84.71	81.71	80.60	82.75	87.09	88.65	83.31	75.84	77.35	79.85	81.80	77.35	79.85	81.80
Index	132.6	121.9	120.9	116.0	119.4	126.8	124.2	124.5	120.1	124.3	121.7	130.4	135.5	123.1	119.1	115.2	116.4	127.7	126.1	123.9	123.5	126.1	123.9	123.5
% Chg																								
Lauderdale County, AL	2.0	-2.3	0.5	-0.5	6.5	3.4	2.9	1.7	-0.1	-0.7	5.1	3.2	4.3	4.0	4.4	2.1	-4.3	3.1	7.0	1.4	2.1	7.0	1.4	2.1
AL North	2.7	3.8	1.1	3.5	7.3	2.3	4.1	1.8	2.8	-1.2	4.5	1.9	2.1	3.0	6.0	2.9	-1.8	2.4	3.9	3.2	2.4	3.9	3.2	2.4
RevPAR	2016						2017						Year To Date			Running 12 Month								
Lauderdale County, AL	77.83	63.19	64.01	62.48	56.07	43.52	39.85	52.01	61.89	61.18	70.41	75.03	70.48	60.31	66.50	62.89	56.84	45.49	58.49	60.42	60.26	58.49	60.42	60.26
AL North	50.66	47.62	46.36	51.82	43.94	32.74	33.96	42.43	52.55	48.81	51.16	52.25	49.56	49.55	54.42	53.63	45.36	35.09	43.71	45.82	47.42	43.71	45.82	47.42
Index	153.6	132.7	138.1	120.6	127.6	132.9	117.3	122.6	117.8	125.3	137.6	143.6	142.2	121.7	122.2	117.3	125.3	129.6	133.8	131.9	127.1	133.8	131.9	127.1
% Chg																								
Lauderdale County, AL	6.9	0.6	-0.4	-0.5	4.5	3.3	3.5	1.6	-0.6	-5.2	7.0	-0.5	-9.4	-4.6	3.9	0.7	1.4	4.5	6.8	3.3	-0.3	6.8	3.3	-0.3
AL North	1.1	7.5	0.1	4.7	7.0	-0.2	-0.8	-0.5	8.0	-4.3	5.2	1.1	-2.2	4.1	17.4	3.5	3.2	7.2	3.9	4.8	3.5	3.9	4.8	3.5

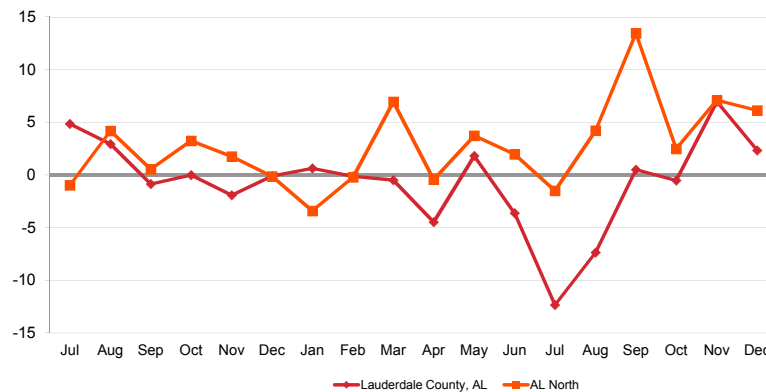
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2016						2017						Year To Date			Running 12 Month					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2015	2016	2017
Lauderdale County, AL	32,333	32,333	31,290	32,333	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	380,695	380,695	382,535
AL North	678,590	678,652	661,410	686,991	664,830	689,843	685,472	623,588	690,277	672,510	697,097	674,610	697,376	699,887	677,250	699,825	677,250	699,701	7,933,494	8,013,458	8,194,843
Index	4.8	4.8	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.6	4.6	4.6	4.7	4.7	4.7	4.7	4.7	4.7	4.8	4.8	4.7

% Chg	2016						2017						Year To Date			Running 12 Month					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2015	2016	2017
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	1.0	1.0	1.0	1.0	1.0	1.0	0.0	0.0	0.5
AL North	0.6	0.6	1.5	2.1	2.1	2.3	1.4	2.1	1.8	2.7	3.0	2.7	2.8	3.1	2.4	1.9	1.9	1.4	0.5	1.0	2.3

Demand	2016						2017						Year To Date			Running 12 Month					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2015	2016	2017
Lauderdale County, AL	24,027	20,863	20,155	20,209	17,317	14,987	13,784	15,840	20,664	19,191	22,085	22,037	21,059	19,325	20,255	20,104	18,520	15,337	228,305	232,540	228,201
AL North	435,332	402,141	373,025	413,072	344,314	305,039	309,364	343,383	449,965	409,087	421,008	431,327	428,820	419,067	423,207	423,356	368,700	323,734	4,482,747	4,597,919	4,751,018
Index	5.5	5.2	5.4	4.9	5.0	4.9	4.5	4.6	4.6	4.7	5.2	5.1	4.9	4.6	4.8	4.7	5.0	4.7	5.1	5.1	4.8

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Revenue	2016						2017						Year To Date			Running 12 Month					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2015	2016	2017
Lauderdale County, AL	2,516,333	2,042,995	2,002,725	2,020,220	1,754,427	1,406,972	1,288,398	1,518,970	2,001,094	1,914,397	2,276,447	2,347,805	2,300,588	1,968,631	2,100,690	2,052,853	1,795,572	1,484,861	22,265,698	23,003,007	23,050,306
AL North	34,376,933	32,316,226	30,660,487	35,598,028	29,211,035	22,587,545	23,276,182	26,458,650	36,273,532	32,825,925	35,663,590	35,245,046	34,561,097	34,677,835	36,856,946	37,530,919	30,717,574	24,552,290	346,757,306	367,140,334	388,639,586
Index	7.3	6.3	6.5	5.7	6.0	6.2	5.5	5.7	5.5	5.8	6.4	6.7	6.7	5.7	5.7	5.5	5.8	6.0	6.4	6.3	5.9

% Chg	2016						2017						Year To Date			Running 12 Month					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2015	2016	2017
Lauderdale County, AL	6.9	0.6	-0.4	-0.5	4.5	3.3	3.5	1.6	-0.6	-5.2	7.0	-0.5	-8.6	-3.6	4.9	1.6	2.3	5.5	6.8	3.3	0.2
AL North	1.7	8.2	1.6	6.9	9.2	2.1	0.5	1.6	9.9	-1.6	8.4	3.9	0.5	7.3	20.2	5.4	5.2	8.7	4.4	5.9	5.9



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