

Date Created: Mar 16, 2018

Florence/Lauderdale Tourism

For the Month of February 2018



Table Of Contents	1
Comp Trend	2
Comp Trend-Raw	3
Response Lauderdale County, AL	4
Help	5

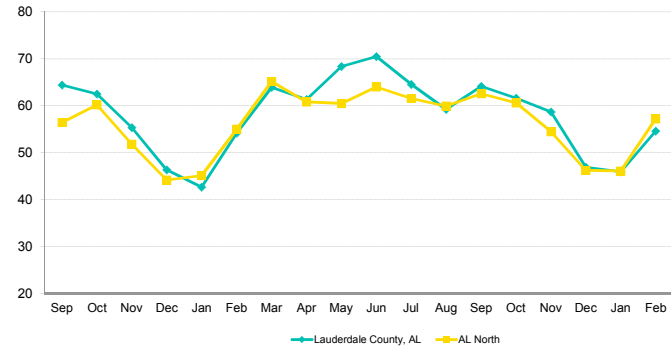
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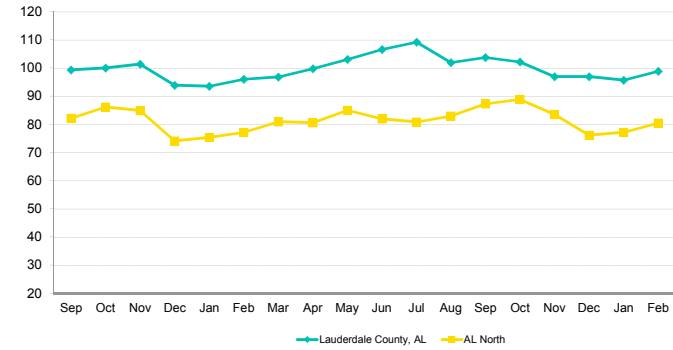
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Florence/Lauderdale Tourism
For the Month of February 2018

Occupancy Comparison



ADR Comparison



Occupancy (%)	2016				2017								2018		Year To Date			Running 12 Month						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	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	46.9	45.9	54.5	48.0	48.1	50.0	59.7	61.1	59.9
AL North	56.4	60.1	51.8	44.1	45.1	55.0	65.1	60.8	60.4	64.0	61.5	59.9	62.5	60.5	54.5	46.2	46.0	57.2	51.5	49.8	51.3	56.8	57.1	58.2
Index	114.2	103.9	106.9	105.0	94.5	98.5	98.1	100.9	113.1	110.1	104.9	98.8	102.5	101.7	107.7	101.5	99.8	95.4	93.2	96.6	97.5	105.2	107.1	103.0
% Chg																								
Lauderdale County, AL	-0.9	0.0	-1.9	-0.1	0.6	-0.3	-0.5	-4.5	1.8	-3.6	-13.2	-8.3	-0.5	-1.5	5.9	1.2	7.8	0.7	-3.0	0.1	4.0	-0.6	2.3	-1.9
AL North	-1.0	1.1	-0.3	-2.6	-4.6	-2.4	5.0	-3.2	0.7	-0.7	-4.1	1.1	10.9	0.7	5.2	4.6	2.1	4.0	3.3	-3.4	3.1	1.4	0.5	2.0

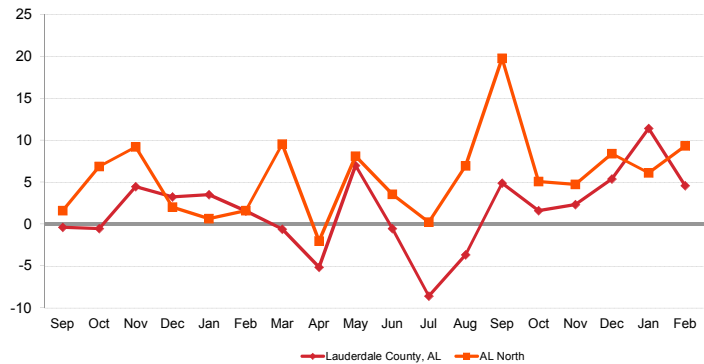
ADR	2016				2017								2018		Year To Date			Running 12 Month						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	99.37	99.97	101.31	93.88	93.50	96.04	96.84	99.75	103.08	106.54	109.24	101.87	103.71	102.11	96.95	96.87	95.69	98.80	92.69	94.86	97.30	97.74	99.20	101.32
AL North	82.19	86.18	84.84	74.10	75.33	77.17	80.90	80.51	84.97	81.96	80.84	82.99	87.26	88.85	83.50	76.17	77.11	80.51	74.10	76.30	78.91	77.49	80.19	82.36
Index	120.9	116.0	119.4	126.7	124.1	124.5	119.7	123.9	121.3	130.0	135.1	122.7	118.9	114.9	116.1	127.2	124.1	122.7	125.1	124.3	123.3	126.1	123.7	123.0
% Chg																								
Lauderdale County, AL	0.5	-0.5	6.5	3.4	2.9	1.9	-0.1	-0.7	5.1	3.2	4.3	4.0	4.4	2.1	-4.3	3.2	2.3	2.9	1.6	2.3	2.6	6.7	1.5	2.1
AL North	1.1	3.5	7.3	2.4	4.0	2.0	3.2	-0.9	4.9	2.2	2.4	3.3	6.2	3.1	-1.6	2.8	2.4	4.3	1.5	3.0	3.4	3.4	3.5	2.7

RevPAR	2016				2017								2018		Year To Date			Running 12 Month						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	64.01	62.48	56.07	43.52	39.84	52.01	61.89	61.18	70.41	75.03	70.48	60.31	66.50	62.89	56.84	45.43	43.96	53.88	44.52	45.62	48.67	58.38	60.60	60.72
AL North	46.36	51.82	43.94	32.71	33.95	42.43	52.70	48.95	51.33	52.44	49.73	49.71	54.58	53.79	45.47	35.18	35.50	46.02	38.20	37.99	40.49	43.98	45.75	47.93
Index	138.1	120.6	127.6	133.0	117.4	122.6	117.4	125.0	137.2	143.1	141.7	121.3	121.8	116.9	125.0	129.1	123.8	117.1	116.6	120.1	120.2	132.8	132.5	126.7
% Chg																								
Lauderdale County, AL	-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	4.4	10.3	3.6	-1.4	2.5	6.7	6.1	3.8	0.2
AL North	0.1	4.7	7.0	-0.3	-0.7	-0.5	8.3	-4.0	5.6	1.5	-1.8	4.4	17.7	3.8	3.5	7.6	4.6	8.5	4.8	-0.5	6.6	4.9	4.0	4.8

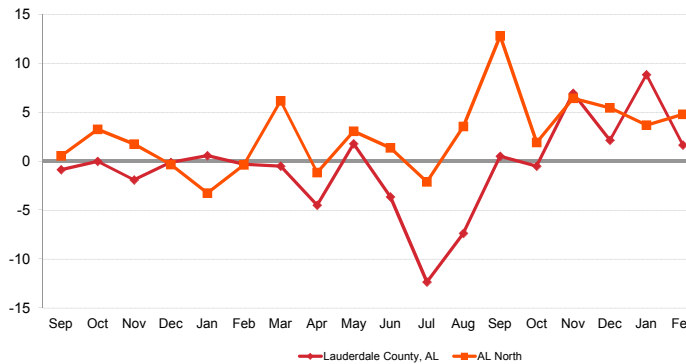
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2016				2017								2018		Year To Date			Running 12 Month						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	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	32,643	29,484	61,537	61,537	62,127	380,695	380,695	383,125
AL North	661,410	686,991	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	1,287,144	1,309,060	1,324,311	7,949,730	8,035,374	8,164,806
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	

% Chg		2016				2017								2018		Year To Date			Running 12 Month					
Lauderdale County, AL	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	1.0	0.0	0.0	1.0	0.0	0.0	0.6	
AL North	1.5	2.1	2.1	2.3	1.4	2.1	1.1	2.1	2.4	2.0	2.1	2.5	1.7	1.2	1.2	0.8	1.5	0.8	1.3	1.7	1.2	0.8	1.1	1.6

Demand	2016				2017								2018		Year To Date			Running 12 Month						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	20,155	20,209	17,317	14,987	13,778	15,815	20,664	19,191	22,085	22,037	21,059	19,325	20,255	20,104	18,520	15,309	14,996	16,079	29,560	29,593	31,075	227,396	232,573	229,624
AL North	373,025	413,072	344,314	304,470	308,951	342,836	446,708	406,143	418,339	428,766	426,224	416,434	420,817	420,948	366,411	321,045	320,317	359,267	663,443	651,787	679,584	4,511,925	4,584,639	4,751,419
Index	5.4	4.9	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	4.5	4.5	4.6	5.0	5.1	4.8

% Chg		2016				2017								2018		Year To Date			Running 12 Month					
Lauderdale County, AL	-0.9	0.0	-1.9	-0.1	0.6	-0.3	-0.5	-4.5	1.8	-3.6	-12.4	-7.4	0.5	-0.5	6.9	2.1	8.8	1.7	-3.0	0.1	5.0	-0.6	2.3	-1.3
AL North	0.5	3.2	1.7	-0.3	-3.3	-0.4	6.2	-1.2	3.1	1.4	-2.1	3.6	12.8	1.9	6.4	5.4	3.7	4.8	4.6	-1.8	4.3	2.2	1.6	3.6

Revenue	2016				2017								2018		Year To Date			Running 12 Month						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	2,002,725	2,020,220	1,754,427	1,406,972	1,288,241	1,518,918	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	1,482,965	1,435,025	1,588,600	2,739,826	2,807,159	3,023,625	22,225,753	23,070,357	23,264,667
AL North	30,660,487	35,598,028	29,211,035	22,562,428	23,272,340	26,455,849	36,138,746	32,699,924	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	28,924,400	49,163,017	49,728,189	53,622,900	349,614,970	367,646,387	391,332,675
Index	6.5	5.7	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	5.6	5.6	5.6	6.4	6.3	5.9

% Chg		2016				2017								2018		Year To Date			Running 12 Month					
Lauderdale County, AL	-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	5.4	11.4	4.6	-1.4	2.5	7.7	6.1	3.8	0.8
AL North	1.6	6.9	9.2	2.0	0.7	1.6	9.5	-2.0	8.1	3.6	0.2	6.9	19.8	5.1	4.7	8.4	6.1	9.3	6.2	1.1	7.8	5.7	5.2	6.4

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