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Florence/Lauderdale Tourism

For the Month of February 2019



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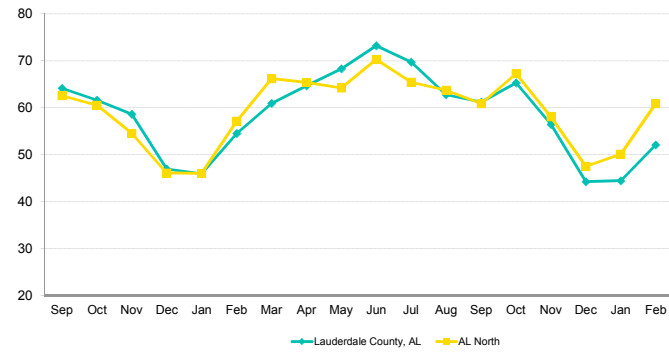
735 East Main Street, Hendersonville, TN 37075 USA
T : +1 615 824 8664
destininfo@str.com www.str.com

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

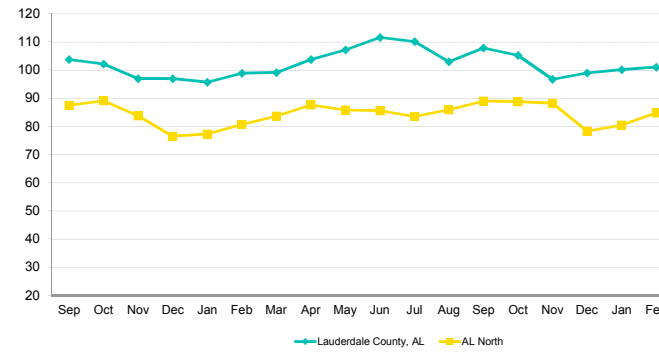
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Florence/Lauderdale Tourism
For the Month of February 2019

Occupancy Comparison



ADR Comparison



Occupancy (%)	2017				2018								2019		Year To Date			Running 12 Month						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2017	2018	2019	2017	2018	2019
Lauderdale County, AL	64.1	61.6	58.6	46.9	45.9	54.5	60.9	64.6	68.2	73.1	69.7	62.7	61.2	65.2	56.4	44.2	44.4	52.1	48.1	50.0	48.0	61.1	59.9	60.3
AL North	62.5	60.5	54.5	46.1	46.0	57.1	66.2	65.3	64.2	70.3	65.4	63.7	60.9	67.3	58.1	47.5	50.1	60.9	49.7	51.3	55.2	57.1	58.1	61.6
Index	102.5	101.8	107.5	101.8	100.0	95.5	92.1	99.0	106.3	104.1	106.5	98.5	100.6	97.0	97.1	93.1	88.6	85.5	96.7	97.6	87.0	107.1	103.1	97.8
% Chg																								
Lauderdale County, AL	-0.5	-1.5	5.9	1.2	7.8	0.7	-4.6	5.6	0.1	3.9	8.0	5.9	-4.6	6.0	-3.8	-5.8	-3.4	-4.5	0.1	4.0	-4.0	2.3	-1.9	0.6
AL North	10.8	0.8	5.2	4.4	2.2	4.0	1.8	7.6	6.5	10.1	6.3	6.3	-2.7	11.2	6.5	3.0	9.0	6.5	-3.5	3.1	7.7	0.6	1.9	6.0

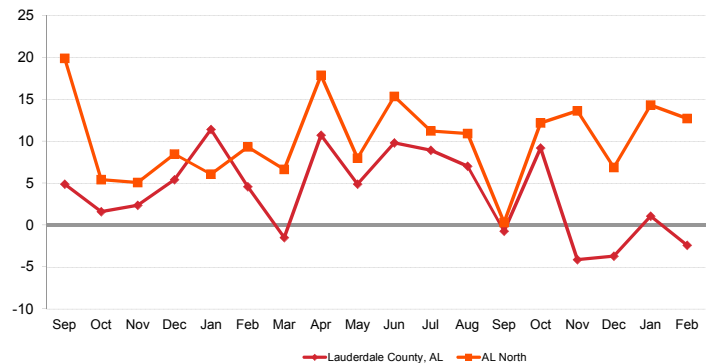
ADR	2017				2018								2019		Year To Date			Running 12 Month						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2017	2018	2019	2017	2018	2019
Lauderdale County, AL	103.72	102.15	96.97	96.88	95.70	98.81	99.05	103.71	107.12	111.59	110.15	102.90	107.86	105.26	96.65	99.02	100.11	101.03	94.86	97.31	100.59	99.20	101.34	104.24
AL North	87.47	89.12	83.78	76.48	77.32	80.73	83.68	87.56	85.82	85.53	83.47	85.91	88.98	88.70	88.18	78.27	80.45	84.73	76.55	79.13	82.69	80.28	82.57	85.31
Index	118.6	114.6	115.7	126.7	123.8	122.4	118.4	118.4	124.8	130.5	132.0	119.8	121.2	118.7	109.6	126.5	124.4	119.2	123.9	123.0	121.6	123.6	122.7	122.2
% Chg																								
Lauderdale County, AL	4.4	2.2	-4.3	3.2	2.4	2.9	2.3	3.9	3.8	4.7	0.8	1.0	4.0	3.0	-0.3	2.2	4.6	2.3	2.3	2.6	3.4	1.5	2.2	2.9
AL North	6.4	3.3	-1.3	3.1	2.3	4.3	3.2	8.5	0.8	4.2	3.2	3.3	1.7	-0.5	5.3	2.3	4.0	4.9	3.3	3.4	4.5	3.6	2.9	3.3

RevPAR	2017				2018								2019		Year To Date			Running 12 Month						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2017	2018	2019	2017	2018	2019
Lauderdale County, AL	66.50	62.89	56.85	45.44	43.96	53.88	60.33	67.03	73.10	81.62	76.77	64.56	66.01	68.67	54.51	43.76	44.44	52.59	45.62	48.67	48.31	60.60	60.71	62.82
AL North	54.71	53.91	45.69	35.23	35.53	46.12	55.37	57.18	55.11	60.10	54.61	54.73	54.15	59.66	51.21	37.14	40.29	51.56	38.06	40.56	45.64	45.80	48.00	52.55
Index	121.5	116.7	124.4	129.0	123.7	116.8	109.0	117.2	132.7	135.8	140.6	118.0	121.9	115.1	106.4	117.8	110.3	102.0	119.9	120.0	105.9	132.3	126.5	119.5
% Chg																								
Lauderdale County, AL	3.9	0.7	1.4	4.4	10.3	3.6	-2.4	9.7	3.9	8.8	8.9	7.0	-0.7	9.2	-4.1	-3.7	1.1	-2.4	2.5	6.7	-0.7	3.8	0.2	3.5
AL North	17.8	4.2	3.8	7.6	4.5	8.5	5.1	16.8	7.3	14.7	9.7	9.8	-1.0	10.7	12.1	5.4	13.4	11.8	-0.3	6.6	12.5	4.2	4.8	9.5

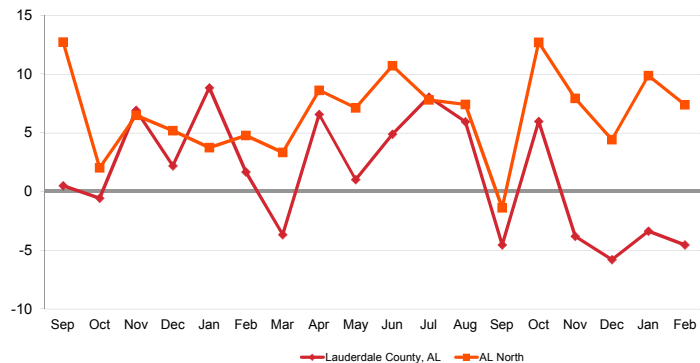
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2017				2018								2019		Year To Date			Running 12 Month							
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2017	2018	2019	2017	2018	2019	
Lauderdale County, AL	31,590	32,643	31,590	32,643	32,643	29,484	32,643	31,590	32,643	31,590	32,643	32,643	31,590	32,643	31,590	32,643	32,643	29,484	61,537	62,127	62,127	380,695	383,125	384,345	
AL North	671,190	693,563	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	699,887	632,128	1,305,874	1,321,125	1,332,015	8,015,664	8,145,096	8,234,428	
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	4.6	4.6	4.6	4.6	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	
% Chg																									
Lauderdale County, AL	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	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.6	0.3
AL North	1.7	1.2	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	0.8	0.8	0.8	1.4	1.2	0.8	0.8	1.6	1.1	

Demand	2017				2018								2019		Year To Date			Running 12 Month						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2017	2018	2019	2017	2018	2019
Lauderdale County, AL	20,254	20,096	18,519	15,313	14,996	16,078	19,883	20,416	22,277	23,107	22,750	20,482	19,332	21,295	17,816	14,426	14,491	15,347	29,593	31,074	29,838	232,573	229,526	231,622
AL North	419,786	419,514	366,023	319,472	318,971	358,160	459,303	439,252	446,303	472,624	458,511	446,271	413,969	472,821	395,090	333,599	350,489	384,668	649,309	677,131	735,157	4,573,474	4,735,065	5,072,900
Index	4.8	4.8	5.1	4.8	4.7	4.5	4.3	4.6	5.0	4.9	5.0	4.6	4.7	4.5	4.5	4.3	4.1	4.0	4.6	4.6	4.1	5.1	4.8	4.6
% Chg																								
Lauderdale County, AL	0.5	-0.6	6.9	2.2	8.8	1.7	-3.7	6.6	1.0	4.9	8.0	5.9	-4.6	6.0	-3.8	-5.8	-3.4	-4.5	0.1	5.0	-4.0	2.3	-1.3	0.9
AL North	12.7	2.0	6.5	5.2	3.7	4.8	3.3	8.6	7.1	10.7	7.8	7.4	-1.4	12.7	7.9	4.4	9.9	7.4	-2.1	4.3	8.6	1.4	3.5	7.1

Revenue	2017				2018								2019		Year To Date			Running 12 Month						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2017	2018	2019	2017	2018	2019
Lauderdale County, AL	2,100,667	2,052,864	1,795,764	1,483,456	1,435,128	1,588,616	1,969,401	2,117,372	2,386,256	2,578,526	2,505,886	2,107,558	2,085,173	2,241,607	1,721,962	1,428,509	1,450,747	1,550,542	2,807,159	3,023,744	3,001,289	23,070,393	23,260,992	24,143,539
AL North	36,720,717	37,388,402	30,666,998	24,433,039	24,664,005	28,915,628	38,434,011	38,460,212	38,302,427	40,425,430	38,271,204	38,341,356	36,834,568	41,940,424	34,840,232	26,110,519	28,195,852	32,591,648	49,702,355	53,579,633	60,787,500	367,149,888	390,956,101	432,747,883
Index	5.7	5.5	5.9	6.1	5.8	5.5	5.1	5.5	6.2	6.4	6.5	5.5	5.7	5.3	4.9	5.5	5.1	4.8	5.6	5.6	4.9	6.3	5.9	5.6
% Chg																								
Lauderdale County, AL	4.9	1.6	2.4	5.4	11.4	4.6	-1.5	10.7	4.9	9.8	8.9	7.0	-0.7	9.2	-4.1	-3.7	1.1	-2.4	2.5	7.7	-0.7	3.8	0.8	3.8
AL North	19.9	5.4	5.1	8.5	6.1	9.3	6.7	17.9	8.0	15.4	11.2	10.9	0.3	12.2	13.6	6.9	14.3	12.7	1.1	7.8	13.5	5.0	6.5	10.7

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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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