

Date Created: Feb 16, 2018

Florence/Lauderdale Tourism

For the Month of January 2018



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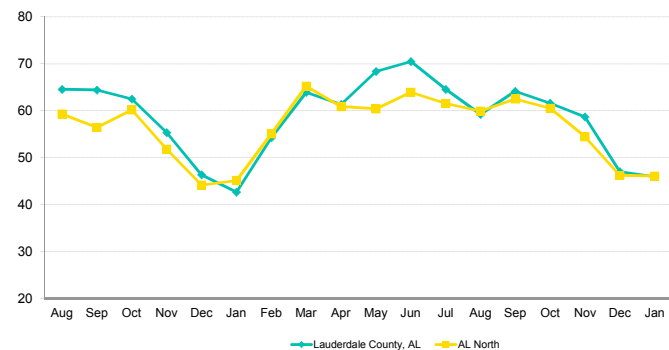
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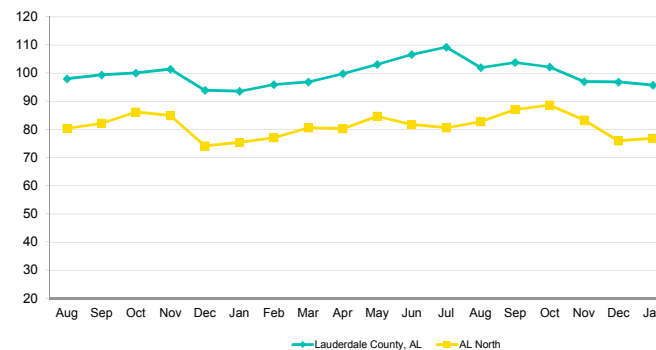
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Florence/Lauderdale Tourism
For the Month of January 2018

Occupancy Comparison



ADR Comparison



Occupancy (%)	2016					2017												2018	Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	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	45.9	42.4	42.6	45.9	59.7	61.1	59.9
AL North	59.3	56.4	60.1	51.8	44.1	45.1	55.1	65.2	60.8	60.4	63.9	61.5	59.9	62.5	60.5	54.4	46.2	46.1	47.2	45.1	46.1	56.6	57.2	58.0
Index	108.9	114.2	103.9	106.9	105.0	94.5	98.5	98.0	100.8	113.1	110.2	104.9	98.9	102.6	101.8	107.7	101.7	99.8	89.7	94.5	99.8	105.4	106.9	103.3
% Chg																								
Lauderdale County, AL	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	7.8	-7.4	0.6	7.8	-1.1	2.4	-1.9
AL North	3.5	-1.0	1.1	-0.3	-2.6	-4.6	-2.3	5.1	-3.1	0.7	-0.7	-4.1	1.0	10.8	0.6	5.1	4.7	2.2	3.0	-4.6	2.2	0.3	1.0	1.5

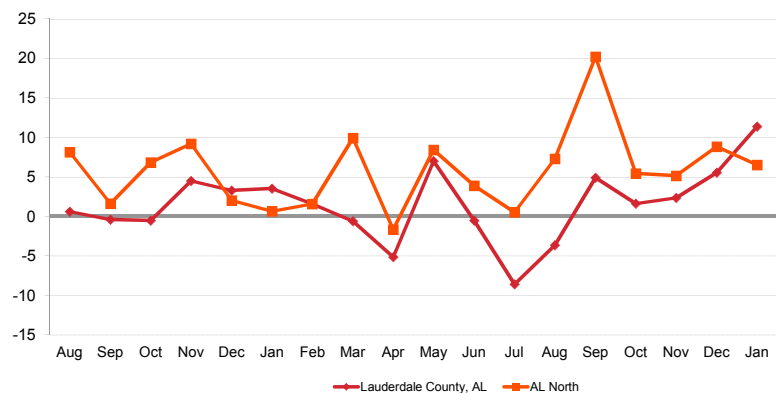
ADR	2016					2017												2018	Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	97.92	99.37	99.97	101.31	93.88	93.50	95.89	96.84	99.75	103.08	106.54	109.24	101.87	103.71	102.11	96.95	96.82	95.69	90.85	93.50	95.69	97.58	99.08	101.11
AL North	80.36	82.19	86.18	84.84	74.10	75.33	77.05	80.61	80.24	84.71	81.71	80.60	82.75	87.09	88.65	83.31	75.92	76.85	72.40	75.33	76.85	77.36	80.08	81.90
Index	121.9	120.9	116.0	119.4	126.7	124.1	124.5	120.1	124.3	121.7	130.4	135.5	123.1	119.1	115.2	116.4	127.5	124.5	125.5	124.1	124.5	126.1	123.7	123.5
% Chg																								
Lauderdale County, AL	-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	2.3	0.3	2.9	2.3	6.8	1.5	2.1
AL North	3.8	1.1	3.5	7.3	2.4	4.0	1.8	2.8	-1.2	4.5	1.9	2.1	3.0	6.0	2.9	-1.8	2.5	2.0	0.5	4.0	2.0	3.5	3.5	2.3

RevPAR	2016					2017												2018	Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	63.19	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	45.49	43.96	38.49	39.84	43.96	56.24	60.54	60.59
AL North	47.62	46.36	51.82	43.94	32.71	33.95	42.43	52.55	48.81	51.16	52.25	49.56	49.55	54.42	53.63	45.36	35.09	35.39	34.19	33.95	35.39	43.79	45.78	47.52
Index	132.7	138.1	120.6	127.6	133.0	117.4	122.6	117.8	125.3	137.6	143.6	142.2	121.7	122.2	117.3	125.3	129.6	124.2	112.6	117.4	124.2	133.0	132.3	127.5
% Chg																								
Lauderdale County, AL	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	10.3	-7.1	3.5	10.3	5.7	4.0	0.1
AL North	7.5	0.1	4.7	7.0	-0.3	-0.7	-0.5	8.0	-4.3	5.2	1.1	-2.2	4.1	17.4	3.5	3.2	7.3	4.2	3.5	-0.7	4.2	3.9	4.5	3.8

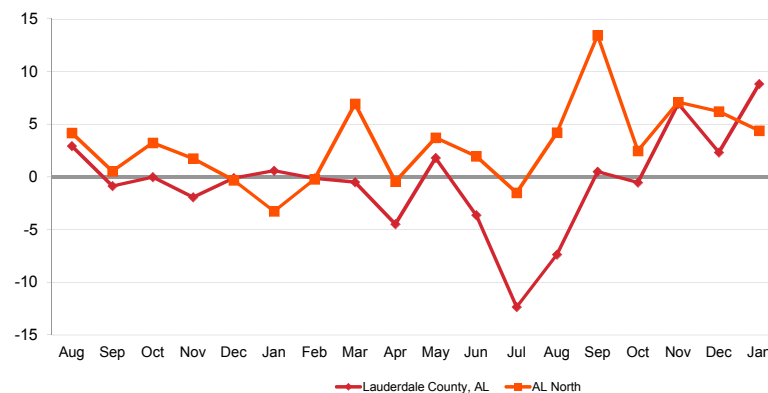
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2016					2017												2018	Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	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	32,643	32,333	32,333	32,643	380,695	380,695	382,845
AL North	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	700,383	676,296	685,472	700,383	7,941,554	8,022,634	8,209,754
Index	4.8	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.7	4.6	4.6	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		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2016	2017	2018	2016	2017	2018
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	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	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	2.2	1.2	1.4	2.2	0.6	1.0	2.3

Demand	2016					2017												2018	Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	20,863	20,155	20,209	17,317	14,987	13,778	15,840	20,664	19,191	22,085	22,037	21,059	19,325	20,255	20,104	18,520	15,337	14,996	13,698	13,778	14,996	227,203	232,620	229,413
AL North	402,141	373,025	413,072	344,314	304,470	308,951	343,383	449,965	409,087	421,008	431,327	428,820	419,067	423,207	423,356	368,700	323,363	322,540	319,357	308,951	322,540	4,495,663	4,586,013	4,763,823
Index	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	4.6	4.3	4.5	4.6	4.8	5.1	4.8

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Revenue	2016					2017												2018	Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	2,042,995	2,002,725	2,020,220	1,754,427	1,406,972	1,288,241	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	1,435,025	1,244,418	1,288,241	1,435,025	22,169,918	23,046,830	23,196,933
AL North	32,316,226	30,660,487	35,598,028	29,211,035	22,562,428	23,272,340	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	24,550,718	24,787,918	23,121,247	23,272,340	24,787,918	347,795,274	367,237,515	390,149,750
Index	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	5.8	5.4	5.5	5.8	6.4	6.3	5.9

% Chg	2016					2017												2018	Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	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	11.4	-7.1	3.5	11.4	5.7	4.0	0.7
AL North	8.2	1.6	6.9	9.2	2.0	0.7	1.6	9.9	-1.6	8.4	3.9	0.5	7.3	20.2	5.4	5.2	8.8	6.5	4.7	0.7	6.5	4.6	5.6	6.2



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