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Florence/Lauderdale Tourism

For the Month of January 2019



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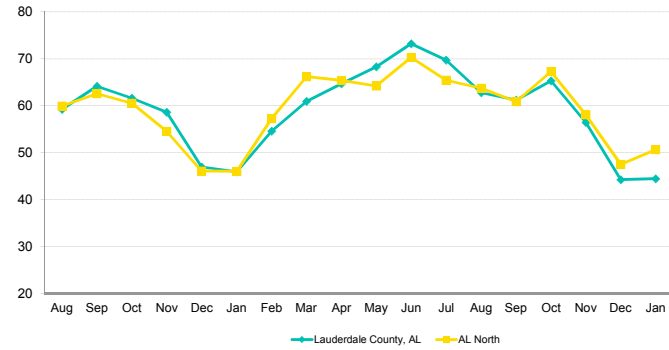
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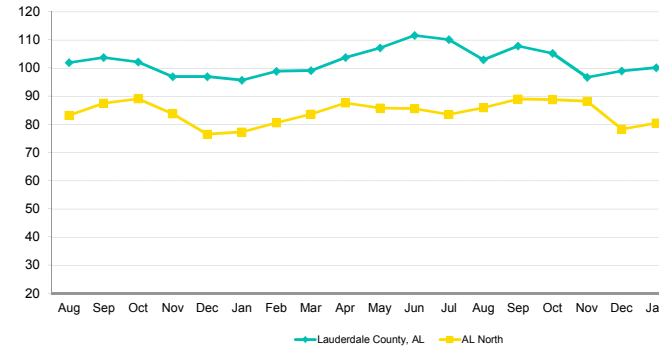
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Florence/Lauderdale Tourism
For the Month of January 2019

Occupancy Comparison



ADR Comparison



Occupancy (%)	2017					2018												2019	Year To Date			Running 12 Month				
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2017	2018	2019	2017	2018	2019		
Lauderdale County, AL	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	61.2	65.2	56.4	44.2	44.4	42.6	45.9	44.4	61.1	59.9	60.5		
AL North	59.9	62.5	60.5	54.5	46.1	46.0	57.2	66.2	65.3	64.2	70.3	65.4	63.7	60.9	67.3	58.1	47.5	50.6	45.0	46.0	50.6	57.2	58.0	61.4		
Index	98.9	102.5	101.8	107.5	101.8	100.0	95.3	92.1	99.0	106.3	104.1	106.5	98.5	100.6	97.0	97.1	93.1	87.7	94.8	100.0	87.7	106.9	103.3	98.5		
% Chg																										
Lauderdale County, AL	-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	-4.6	6.0	-3.8	-5.8	-3.4	0.6	7.8	-3.4	2.4	-2.0	1.0		
AL North	1.0	10.6	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	10.1	-4.7	2.2	10.1	1.0	1.4	5.9		

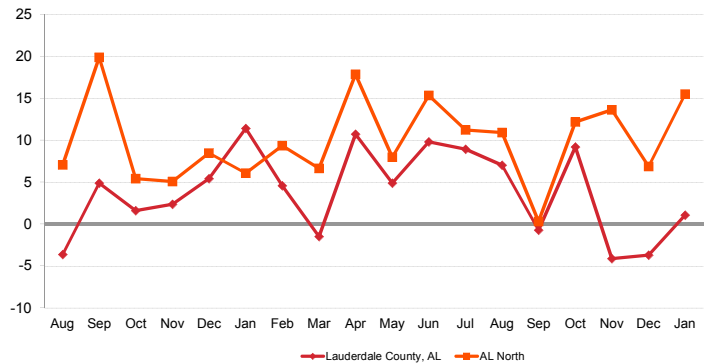
ADR	2017					2018												2019	Year To Date			Running 12 Month				
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2017	2018	2019	2017	2018	2019		
Lauderdale County, AL	101.87	103.72	102.15	96.97	96.88	95.70	98.80	99.05	103.71	107.12	111.59	110.15	102.90	107.86	105.26	96.65	99.02	100.11	93.50	95.70	100.11	99.08	101.16	104.07		
AL North	83.20	87.47	89.12	83.78	76.48	77.32	80.56	83.68	87.56	85.82	85.53	83.47	85.91	88.98	88.70	88.18	78.27	80.42	75.62	77.32	80.42	80.15	82.32	85.01		
Index	122.4	118.6	114.6	115.7	126.7	123.8	122.6	118.4	118.4	124.8	130.5	132.0	119.8	121.2	118.7	109.6	126.5	124.5	123.6	123.8	124.5	123.6	122.9	122.4		
% Chg																										
Lauderdale County, AL	4.0	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	2.9	2.4	4.6	1.5	2.1	2.9		
AL North	3.5	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	4.4	2.3	4.0	3.6	2.7	3.3		

RevPAR	2017					2018												2019	Year To Date			Running 12 Month				
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2017	2018	2019	2017	2018	2019		
Lauderdale County, AL	60.33	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	39.84	43.96	44.44	60.54	60.58	62.92		
AL North	49.84	54.71	53.91	45.69	35.23	35.53	46.09	55.37	57.18	55.11	60.10	54.61	54.73	54.15	59.66	51.21	37.14	40.70	34.01	35.53	40.70	45.82	47.72	52.17		
Index	121.1	121.5	116.7	124.4	129.0	123.7	116.9	109.0	117.2	132.7	135.8	140.6	118.0	121.9	115.1	106.4	117.8	109.2	117.2	123.7	109.2	132.1	126.9	120.6		
% Chg																										
Lauderdale County, AL	-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	-0.7	9.2	-4.1	-3.7	1.1	3.5	10.3	1.1	4.0	0.1	3.9		
AL North	4.5	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	14.5	-0.5	4.5	14.5	4.6	4.2	9.3		

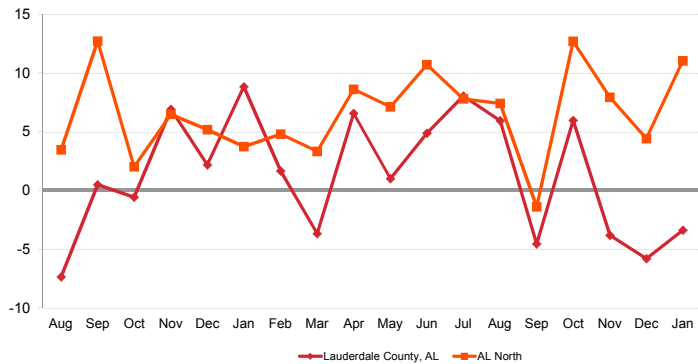
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2017					2018												2019			Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2017	2018	2019	2017	2018	2019		
Lauderdale County, AL	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	31,590	32,643	31,590	32,643	32,643	32,333	32,643	32,643	380,695	382,845	384,345		
AL North	693,625	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	683,798	694,121	699,887	8,004,604	8,140,168	8,229,304		
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	4.6	4.6	4.6	4.6	4.7	4.7	4.7	4.7	4.7	4.7	4.7		

% Chg	2017					2018												2019			Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2017	2018	2019	2017	2018	2019		
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	0.4	
AL North	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	1.4	1.4	1.4	1.4	0.8	1.1	1.5	0.8	0.8	1.7	1.1		

Demand	2017					2018												2019			Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2017	2018	2019	2017	2018	2019		
Lauderdale County, AL	19,332	20,254	20,096	18,519	15,313	14,996	16,079	19,883	20,416	22,277	23,107	22,750	20,482	19,332	21,295	17,816	14,426	14,491	13,778	14,996	14,491	232,620	229,263	232,354		
AL North	415,479	419,786	419,514	366,023	319,472	318,971	358,698	459,303	439,252	446,303	472,624	458,511	446,272	413,969	472,821	395,090	333,599	354,206	307,500	318,971	354,206	4,575,847	4,719,178	5,050,648		
Index	4.7	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	4.5	4.7	4.1	5.1	4.9	4.6		

% Chg	2017					2018												2019			Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2017	2018	2019	2017	2018	2019		
Lauderdale County, AL	-7.3	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	0.6	8.8	-3.4	2.4	-1.4	1.3		
AL North	3.5	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	11.0	-3.7	3.7	11.0	1.8	3.1	7.0		

Revenue	2017					2018												2019			Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2017	2018	2019	2017	2018	2019		
Lauderdale County, AL	1,969,329	2,100,667	2,052,864	1,795,764	1,483,456	1,435,128	1,588,600	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	1,288,241	1,435,128	1,450,747	23,046,883	23,191,294	24,181,597		
AL North	34,568,573	36,720,717	37,388,402	30,666,998	24,433,039	24,664,005	28,895,541	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	26,110,375	28,485,318	23,252,799	24,664,005	28,485,318	366,746,881	388,469,242	429,341,098		
Index	5.7	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	5.5	5.8	5.1	6.3	6.0	5.6		

% Chg	2017					2018												2019			Year To Date			Running 12 Month		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2017	2018	2019	2017	2018	2019		
Lauderdale County, AL	-3.6	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	3.5	11.4	1.1	4.0	0.6	4.3		
AL North	7.1	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	15.5	0.6	6.1	15.5	5.4	5.9	10.5		

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