

Date Created: Aug 16, 2018

Florence/Lauderdale Tourism

For the Month of July 2018



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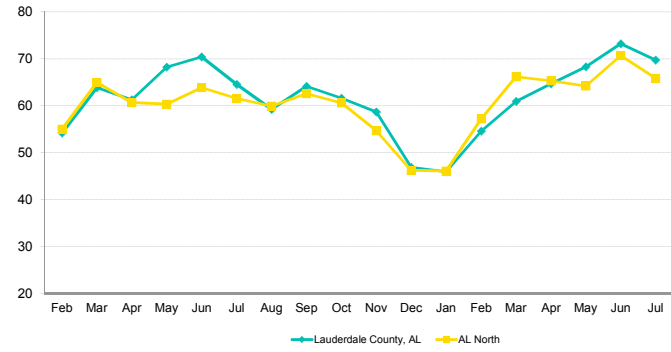
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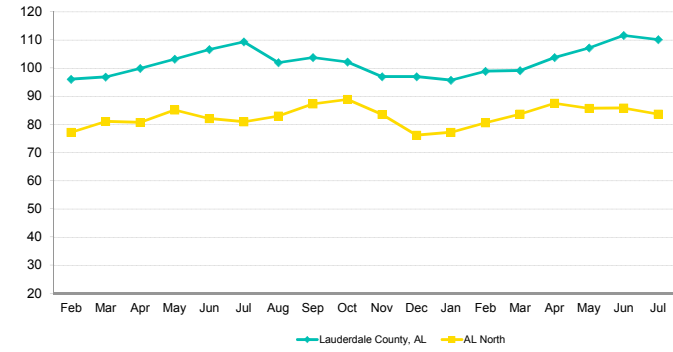
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Florence/Lauderdale Tourism
For the Month of July 2018

Occupancy Comparison



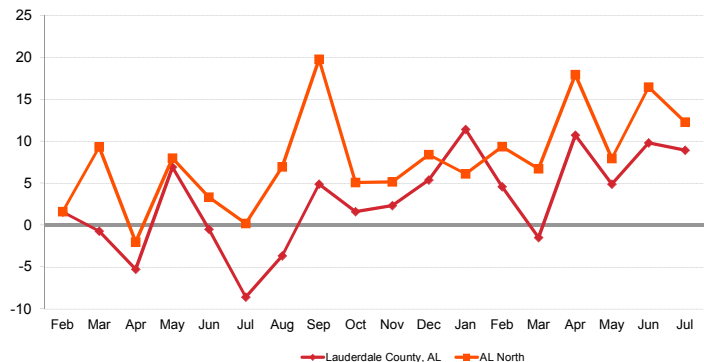
ADR Comparison



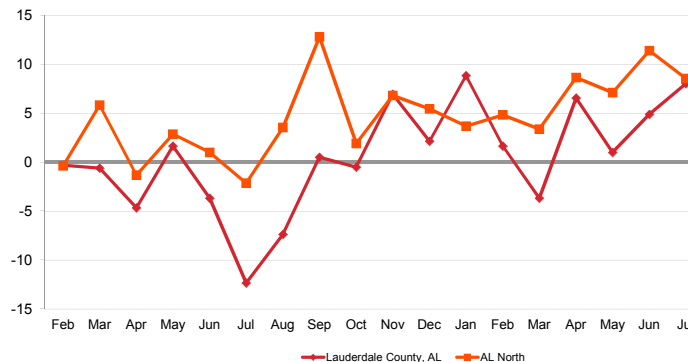
Occupancy (%)	2017												2018							Year To Date			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2016	2017	2018	2016	2017	2018	
Lauderdale County, AL	54.2	63.8	61.2	68.2	70.4	64.5	59.2	64.1	61.6	58.6	46.9	45.9	54.5	60.9	64.6	68.2	73.1	69.7	62.9	60.8	62.5	61.1	59.9	60.6	
AL North	55.0	64.9	60.6	60.3	63.8	61.5	59.9	62.5	60.5	54.7	46.2	46.0	57.2	66.1	65.3	64.2	70.6	65.8	59.6	58.8	62.2	57.3	56.9	59.9	
Index	98.5	98.3	101.0	113.2	110.3	104.9	98.8	102.5	101.7	107.3	101.5	99.8	95.4	92.1	99.0	106.3	103.5	105.9	105.5	103.4	100.5	106.5	105.2	101.2	
% Chg																									
Lauderdale County, AL	-0.3	-0.6	-4.7	1.7	-3.7	-13.2	-8.3	-0.5	-1.5	5.9	1.2	7.8	0.7	-4.6	5.6	0.1	3.9	8.0	3.1	-3.4	2.9	3.7	-2.0	1.3	
AL North	-2.4	4.7	-3.3	0.5	-1.0	-4.1	1.1	10.9	0.7	5.5	4.6	2.1	4.0	1.9	7.6	6.5	10.7	7.0	2.4	-1.3	5.8	2.4	-0.7	5.3	
ADR	2017												2018							Year To Date			Running 12 Month		
Lauderdale County, AL	96.04	96.86	99.84	103.15	106.58	109.25	101.87	103.71	102.11	96.95	96.87	95.69	98.80	99.05	103.71	107.12	111.59	110.15	99.10	101.41	104.52	98.46	100.28	102.92	
AL North	77.17	81.02	80.63	85.08	82.05	80.86	82.99	87.26	88.85	83.53	76.17	77.11	80.53	83.63	87.53	85.72	85.77	83.64	78.54	80.60	83.79	78.71	81.09	83.93	
Index	124.5	119.6	123.8	121.2	129.9	135.1	122.7	118.9	114.9	116.1	127.2	124.1	122.7	118.4	118.5	125.0	130.1	131.7	126.2	125.8	124.7	125.1	123.7	122.6	
% Chg																									
Lauderdale County, AL	1.9	-0.1	-0.6	5.2	3.3	4.3	4.0	4.4	2.1	-4.3	3.2	2.3	2.9	2.3	3.9	3.8	4.7	0.8	1.6	2.3	3.1	3.8	1.8	2.6	
AL North	2.0	3.3	-0.7	5.0	2.3	2.4	3.3	6.2	3.1	-1.5	2.8	2.4	4.4	3.2	8.6	0.8	4.5	3.4	3.0	2.6	4.0	3.4	3.0	3.5	
RevPAR	2017												2018							Year To Date			Running 12 Month		
Lauderdale County, AL	52.01	61.83	61.12	70.36	75.04	70.48	60.31	66.50	62.89	56.84	45.43	43.96	53.88	60.33	67.03	73.10	81.62	76.77	62.30	61.61	65.32	60.13	60.02	62.40	
AL North	42.43	52.61	48.90	51.29	52.35	49.73	49.71	54.58	53.79	45.66	35.18	35.50	46.04	55.32	57.14	55.02	60.59	55.06	46.79	47.37	52.12	45.12	46.16	50.30	
Index	122.6	117.5	125.0	137.2	143.3	141.7	121.3	121.8	116.9	124.5	129.1	123.8	117.0	109.1	117.3	132.9	134.7	139.4	133.1	130.1	125.3	133.3	130.0	124.1	
% Chg																									
Lauderdale County, AL	1.6	-0.7	-5.2	6.9	-0.5	-9.4	-4.6	3.9	0.7	1.4	4.4	10.3	3.6	-2.4	9.7	3.9	8.8	8.9	4.7	-1.1	6.0	7.7	-0.2	4.0	
AL North	-0.5	8.1	-4.0	5.5	1.3	-1.8	4.4	17.7	3.8	3.9	7.6	4.6	8.5	5.2	16.9	7.3	15.7	10.7	5.4	1.2	10.0	5.9	2.3	9.0	

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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2017												2018						Year To Date			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	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	32,643	31,590	32,643	31,590	32,643	221,116	221,426	223,236	380,695	381,005	384,345
AL North	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	695,857	674,250	696,725	674,250	702,522	4,631,732	4,718,286	4,767,915	7,955,937	8,100,012	8,199,184
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	4.6	4.8	4.7	4.7	4.8	4.7	4.7	
% Chg	2017												2018						Year To Date			Running 12 Month		
Lauderdale County, AL	0.0	0.0	0.0	0.0	0.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0	0.0	0.1	0.8	0.0	0.1	0.9	
AL North	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	1.5	0.9	0.6	0.6	1.4	0.5	1.9	1.1	0.6	1.8	1.2

Demand	2017												2018						Year To Date			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	15,815	20,641	19,157	22,054	22,028	21,058	19,325	20,255	20,104	18,520	15,309	14,996	16,079	19,883	20,416	22,277	23,107	22,750	139,009	134,531	139,508	232,477	228,062	233,021
AL North	342,836	445,249	405,154	417,452	427,597	426,065	416,434	420,817	420,948	367,765	321,045	320,317	359,325	460,296	440,149	447,218	476,332	462,473	2,759,392	2,773,304	2,966,110	4,560,497	4,610,326	4,913,119
Index	4.6	4.6	4.7	5.3	5.2	4.9	4.6	4.8	4.8	5.0	4.8	4.7	4.5	4.3	4.6	5.0	4.9	4.9	5.0	4.9	4.7	5.1	4.9	4.7
Lauderdale County, AL	-0.3	-0.6	-4.7	1.7	-3.7	-12.4	-7.4	0.5	-0.5	6.9	2.1	8.8	1.7	-3.7	6.6	1.0	4.9	8.0	3.1	-3.2	3.7	3.7	-1.9	2.2
AL North	-0.4	5.8	-1.3	2.9	1.0	-2.1	3.6	12.8	1.9	6.8	5.4	3.7	4.8	3.4	8.6	7.1	11.4	8.5	2.9	0.5	7.0	3.0	1.1	6.6

Revenue	2017												2018						Year To Date			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	1,518,918	1,999,284	1,912,592	2,274,864	2,347,851	2,300,577	1,968,631	2,100,690	2,052,853	1,795,572	1,482,965	1,435,025	1,588,600	1,969,401	2,117,372	2,386,256	2,578,526	2,505,886	13,775,685	13,642,327	14,581,066	22,890,186	22,869,666	23,981,777
AL North	26,455,849	36,071,851	32,667,327	35,517,374	35,083,462	34,450,776	34,561,428	36,718,889	37,399,451	30,718,821	24,455,393	24,698,500	28,934,872	38,494,763	38,525,972	38,337,249	40,853,569	38,681,194	216,721,582	223,518,979	248,526,119	358,951,125	373,867,183	412,380,101
Index	5.7	5.5	5.9	6.4	6.7	6.7	5.7	5.7	5.5	5.8	6.1	5.8	5.5	5.1	5.5	6.2	6.3	6.5	6.4	6.1	5.9	6.4	6.1	5.8
Lauderdale County, AL	1.6	-0.7	-5.2	6.9	-0.5	-8.6	-3.6	4.9	1.6	2.3	5.4	11.4	4.6	-1.5	10.7	4.9	9.8	8.9	4.7	-1.0	6.9	7.7	-0.1	4.9
AL North	1.6	9.3	-2.0	8.0	3.3	0.2	6.9	19.8	5.1	5.2	8.4	6.1	9.4	6.7	17.9	7.9	16.4	12.3	6.0	3.1	11.2	6.5	4.2	10.3

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