

Date Created: Aug 16, 2019

# Florence/Lauderdale Tourism

For the Month of July 2019



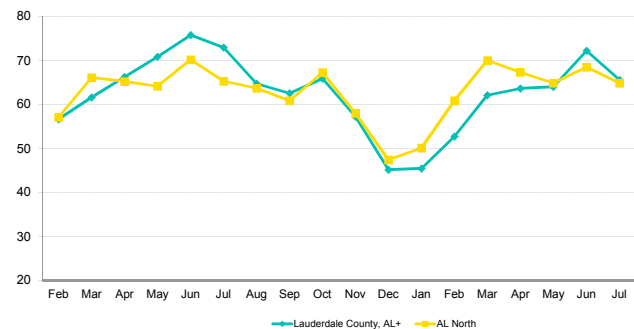
Table Of Contents	1
Comp Trend	2
Comp Trend-Raw	3
Response Lauderdale County, AL+	4
Help	5

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

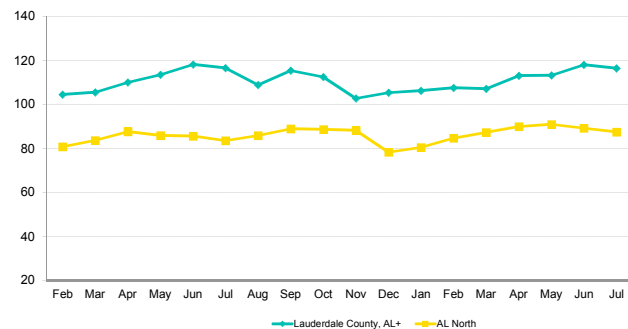
Blue Fin Building, 110 Southwark Street, London SE1 0TA  
T : +44 (0)20 7922 1930  
industryinfo@str.com    www.str.com

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report , in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report , please contact us immediately.  
Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".

### Occupancy Comparison



### ADR Comparison



Occupancy (%)	2018												2019							Year To Date			Running 12 Month			
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2017	2018	2019	2017	2018	2019		
Lauderdale County, AL+	56.7	61.6	66.2	70.8	75.8	72.9	64.8	62.5	65.9	57.2	45.2	45.4	52.7	62.1	63.6	64.0	72.2	65.6	63.2	64.5	60.9	62.5	62.9	60.1		
AL North	57.1	66.1	65.3	64.1	70.2	65.3	63.7	60.8	67.3	58.1	47.5	50.1	60.9	70.0	67.4	64.9	68.5	64.9	58.7	62.0	63.8	56.9	59.8	62.0		
Index	99.2	93.1	101.5	110.4	108.0	111.7	101.7	102.8	98.0	98.5	95.2	90.7	86.6	88.7	94.5	98.7	105.5	101.1	107.6	104.0	95.4	109.9	105.2	97.0		
% Chg																										
Lauderdale County, AL+	0.4	-6.9	3.9	-1.0	3.0	8.5	3.3	-7.6	3.3	-6.0	-7.0	-4.1	-6.9	0.9	-3.9	-9.6	-4.7	-10.0	-3.3	2.1	-5.7	-1.8	0.6	-4.4		
AL North	4.0	1.9	7.6	6.4	10.1	6.2	6.3	-2.7	11.2	6.5	3.0	9.0	6.6	5.9	3.2	1.1	-2.4	-0.7	-1.4	5.6	2.9	-0.7	5.1	3.7		

ADR	2018												2019							Year To Date			Running 12 Month			
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2017	2018	2019	2017	2018	2019		
Lauderdale County, AL+	104.44	105.49	110.10	113.54	118.14	116.83	108.80	115.36	112.50	102.72	105.36	106.22	107.56	107.07	113.02	113.25	118.05	116.38	107.99	110.82	112.17	106.46	109.20	110.99		
AL North	80.73	83.75	87.66	85.96	85.66	83.54	85.91	88.98	88.69	88.18	78.28	80.48	84.75	87.30	89.90	90.98	89.20	87.44	80.82	83.88	87.45	81.25	84.09	87.02		
Index	129.4	126.0	125.6	132.1	137.9	139.6	126.6	129.6	126.8	116.5	134.6	132.0	126.9	122.7	125.7	124.5	132.3	133.1	133.6	132.1	128.3	131.0	129.9	127.6		
% Chg																										
Lauderdale County, AL+	2.6	2.6	3.8	3.5	3.9	-0.7	1.0	5.4	3.3	-0.4	1.7	4.9	3.0	1.5	2.7	-0.3	-0.1	-0.2	2.6	2.6	1.2	1.9	2.6	1.6		
AL North	4.3	3.1	8.5	0.8	4.1	3.1	3.3	1.7	-0.5	5.3	2.4	4.1	5.0	4.2	2.6	5.8	4.1	4.7	2.8	3.8	4.3	3.2	3.5	3.5		

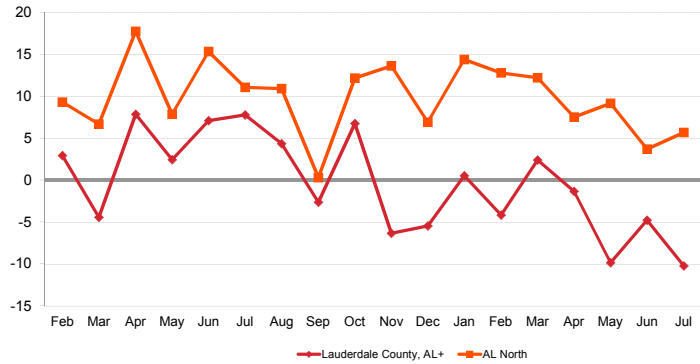
  

RevPAR	2018												2019							Year To Date			Running 12 Month			
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2017	2018	2019	2017	2018	2019		
Lauderdale County, AL+	59.17	64.96	72.91	80.41	89.52	85.03	70.45	72.13	74.15	58.77	47.59	48.26	56.72	66.53	71.93	72.49	85.26	76.35	68.27	71.51	68.29	66.54	68.69	66.74		
AL North	46.12	55.39	57.20	55.13	60.10	54.55	54.72	54.14	59.65	51.21	37.15	40.31	51.59	61.12	60.57	59.00	61.10	56.72	47.47	52.03	55.81	46.23	50.28	53.95		
Index	128.3	117.3	127.5	145.9	149.0	155.9	128.7	133.2	124.3	114.8	128.1	119.7	109.9	108.9	118.8	122.9	139.6	134.6	143.8	137.4	122.3	144.0	136.6	123.7		
% Chg																										
Lauderdale County, AL+	2.9	-4.4	7.9	2.4	7.1	7.8	4.3	-2.6	6.7	-6.3	-5.5	0.5	-4.1	2.4	-1.3	-9.9	-4.8	-10.2	-0.7	4.7	-4.5	0.1	3.2	-2.8		
AL North	8.5	5.1	16.7	7.2	14.6	9.5	9.8	-1.0	10.6	12.1	5.4	13.4	11.9	10.4	5.9	7.0	1.7	4.0	1.4	9.6	7.3	2.4	8.8	7.3		

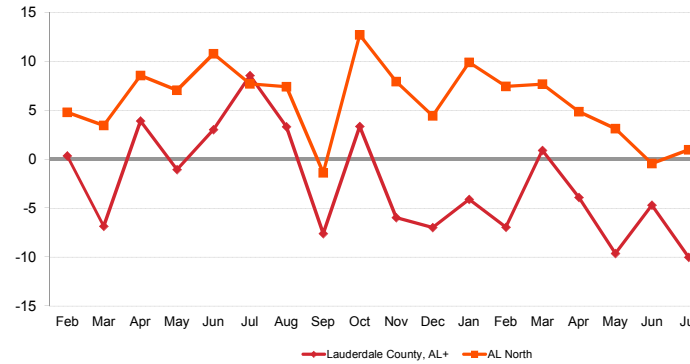
A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".

Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2018												2019							Year To Date			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2017	2018	2019	2017	2018	2019	
Lauderdale County, AL+	23,604	26,133	25,290	26,133	25,290	26,133	26,133	25,290	26,133	25,290	26,133	26,133	23,604	26,133	25,290	26,133	25,290	26,133	178,716	178,716	178,716	307,695	307,695	307,695	
AL North	627,004	694,183	672,630	695,051	672,630	700,848	700,631	680,340	703,049	680,370	703,049	699,794	632,072	705,901	683,130	708,908	686,070	712,287	4,706,838	4,756,467	4,828,162	8,080,302	8,179,474	8,295,601	
Index	3.8	3.8	3.8	3.8	3.8	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.8	3.8	3.7	3.8	3.8	3.7		
% Chg																									
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
AL North	0.8	1.5	0.9	0.6	0.6	1.4	1.0	1.4	1.4	1.4	1.4	0.8	0.8	1.7	1.6	2.0	2.0	1.6	1.8	1.1	1.5	1.7	1.2	1.4	

Demand	2018												2019							Year To Date			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2017	2018	2019	2017	2018	2019	
Lauderdale County, AL+	13,373	16,092	16,748	18,508	19,164	19,053	16,922	15,814	17,226	14,470	11,803	11,874	12,446	16,239	16,096	16,727	18,266	17,144	112,984	115,321	108,792	192,335	193,559	185,027	
AL North	358,160	459,073	438,917	445,760	471,918	457,587	446,271	413,969	472,825	395,090	333,619	350,517	384,794	494,249	460,216	459,752	469,903	461,976	2,764,512	2,950,408	3,081,407	4,597,004	4,890,682	5,143,181	
Index	3.7	3.5	3.8	4.2	4.1	4.2	3.8	3.8	3.6	3.7	3.5	3.4	3.2	3.3	3.5	3.6	3.9	3.7	4.1	3.9	3.5	4.2	4.0	3.6	
% Chg																									
Lauderdale County, AL+	0.4	-6.9	3.9	-1.0	3.0	8.5	3.3	-7.6	3.3	-6.0	-7.0	-4.1	-6.9	0.9	-3.9	-9.6	-4.7	-10.0	-3.3	2.1	-5.7	-1.8	0.6	-4.4	
AL North	4.8	3.5	8.6	7.1	10.8	7.7	7.4	-1.4	12.7	7.9	4.4	9.9	7.4	7.7	4.9	3.1	-0.4	1.0	0.3	6.7	4.4	0.9	6.4	5.2	

Revenue	2018												2019							Year To Date			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2017	2018	2019	2017	2018	2019	
Lauderdale County, AL+	1,396,655	1,697,554	1,843,949	2,101,391	2,264,068	2,222,194	1,841,055	1,824,226	1,937,887	1,486,401	1,243,610	1,261,259	1,338,731	1,738,693	1,819,209	1,894,258	2,156,292	1,995,273	12,201,641	12,780,207	12,203,715	20,475,549	21,135,822	20,536,894	
AL North	28,915,628	38,449,492	38,475,596	38,315,306	40,425,573	38,228,063	38,341,359	36,834,568	41,935,445	34,840,233	26,117,069	28,209,408	32,609,826	43,145,834	41,374,776	41,826,958	41,916,897	40,397,420	223,420,197	247,473,663	269,481,118	373,516,808	411,251,384	447,549,793	
Index	4.8	4.4	4.8	5.5	5.6	5.8	4.8	5.0	4.6	4.3	4.8	4.5	4.1	4.0	4.4	4.5	5.1	4.9	5.5	5.2	4.5	5.5	5.1	4.6	
% Chg																									
Lauderdale County, AL+	2.9	-4.4	7.9	2.4	7.1	7.8	4.3	-2.6	6.7	-6.3	-5.5	0.5	-4.1	2.4	-1.3	-9.9	-4.8	-10.2	-0.7	4.7	-4.5	0.1	3.2	-2.8	
AL North	9.3	6.7	17.7	7.9	15.3	11.1	10.9	0.3	12.2	13.6	6.9	14.4	12.8	12.2	7.5	9.2	3.7	5.7	3.2	10.8	8.9	4.1	10.1	8.8	

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".





# How can we assist you?

**Glossary:**

For all STR definitions, please visit [www.str.com/resources/glossary](http://www.str.com/resources/glossary)

**Frequently Asked Questions (FAQ):**

For all STR FAQs, please click here or visit [www.str.com/resources/faq](http://www.str.com/resources/faq)

Please visit our website at [www.str.com](http://www.str.com), or if you need additional assistance please reach out to our Customer Support team.

**North America:**

735 East Main Street, Hendersonville, TN 37075 USA

T : +1 615 824 8664

[destininfo@str.com](mailto:destininfo@str.com)

**International:**

Blue Fin Building, 110 Southwark Street, London SE1 0TA

T : +44 (0) 20 7922 1930

[industryinfo@str.com](mailto:industryinfo@str.com)

**Asia Pacific:**

Thong Teck Building, 15 Scotts Road #08-12, 228 218 Singapore

T: +64 6800 7850

[apinfo@str.com](mailto:apinfo@str.com)

For the latest in industry news, visit [HotelNewsNow.com](http://HotelNewsNow.com).

To learn more about the Hotel Data Conference, visit [HotelDataConference.com](http://HotelDataConference.com).