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# Florence/Lauderdale Tourism

For the Month of June 2019



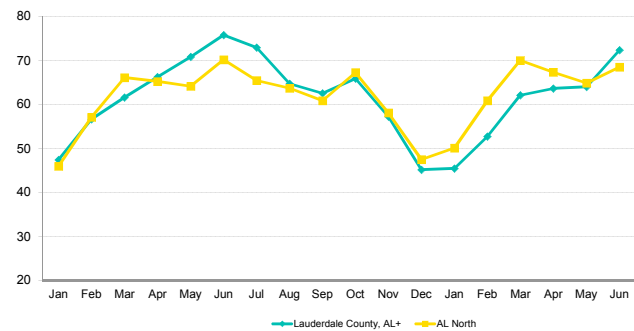
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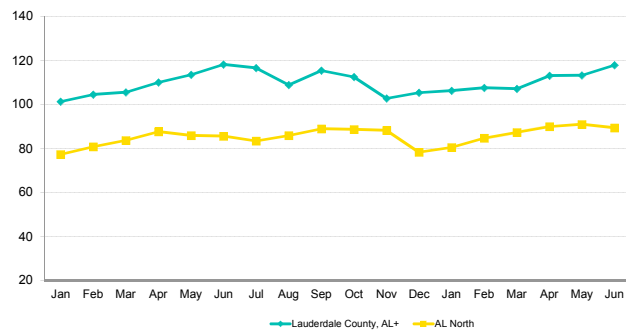
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### Occupancy Comparison



### ADR Comparison



| Occupancy (%)          | 2018  |      |      |       |       |       |       |       |       |      |      |      | 2019 |      |      |      |      |       | Year To Date |       |      | Running 12 Month |       |      |
|------------------------|-------|------|------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|-------|--------------|-------|------|------------------|-------|------|
|                        | Jan   | Feb  | Mar  | Apr   | May   | Jun   | Jul   | Aug   | Sep   | Oct  | Nov  | Dec  | Jan  | Feb  | Mar  | Apr  | May  | Jun   | 2017         | 2018  | 2019 | 2017             | 2018  | 2019 |
| Lauderdale County, AL+ | 47.4  | 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 | 57.2  | 62.5         | 63.1  | 60.1 | 63.4             | 62.4  | 60.8 |
| AL North               | 46.0  | 57.1 | 66.1 | 65.3  | 64.1  | 70.2  | 65.4  | 63.7  | 60.9  | 67.3 | 58.1 | 47.5 | 50.1 | 60.9 | 70.0 | 67.4 | 64.9 | 68.5  | 58.3         | 61.5  | 63.7 | 57.1             | 59.5  | 62.1 |
| Index                  | 103.1 | 99.2 | 93.1 | 101.5 | 110.4 | 108.0 | 111.5 | 101.7 | 102.8 | 98.0 | 98.5 | 95.2 | 90.7 | 86.6 | 88.7 | 94.5 | 98.7 | 105.6 | 107.3        | 102.6 | 94.4 | 111.1            | 105.0 | 97.9 |
| % Chg                  |       |      |      |       |       |       |       |       |       |      |      |      |      |      |      |      |      |       |              |       |      |                  |       |      |
| Lauderdale County, AL+ | 8.6   | 0.4  | -6.9 | 3.9   | -1.0  | 3.0   | 8.6   | 3.3   | -7.6  | 3.3  | -6.0 | -7.0 | -4.1 | -6.9 | 0.9  | -3.9 | -9.6 | -4.5  | -1.0         | 0.9   | -4.8 | 0.2              | -1.6  | -2.6 |
| AL North               | 2.2   | 4.0  | 1.9  | 7.6   | 6.4   | 10.1  | 6.3   | 6.3   | -2.7  | 11.2 | 6.5  | 3.0  | 9.0  | 6.6  | 5.9  | 3.3  | 1.1  | -2.3  | -0.9         | 5.5   | 3.6  | -0.5             | 4.1   | 4.3  |

| ADR                    | 2018   |        |        |        |        |        |        |        |        |        |        |        | 2019   |        |        |        |        |        | Year To Date |        |        | Running 12 Month |        |        |
|------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------|--------|--------|------------------|--------|--------|
|                        | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | 2017         | 2018   | 2019   | 2017             | 2018   | 2019   |
| Lauderdale County, AL+ | 101.30 | 104.44 | 105.49 | 110.10 | 113.54 | 118.14 | 116.60 | 108.80 | 115.36 | 112.50 | 102.72 | 105.36 | 106.22 | 107.56 | 107.07 | 113.02 | 113.25 | 117.90 | 106.26       | 109.67 | 111.36 | 105.95           | 109.21 | 111.06 |
| AL North               | 77.32  | 80.73  | 83.75  | 87.66  | 85.96  | 85.66  | 83.47  | 85.91  | 88.98  | 88.69  | 86.18  | 78.28  | 80.48  | 84.75  | 87.30  | 89.90  | 90.98  | 89.34  | 80.78        | 83.94  | 87.48  | 81.06            | 83.86  | 86.68  |
| Index                  | 131.0  | 129.4  | 126.0  | 125.6  | 132.1  | 137.9  | 139.7  | 126.6  | 129.6  | 126.8  | 116.5  | 134.6  | 132.0  | 126.9  | 122.7  | 125.7  | 124.5  | 132.0  | 131.5        | 130.7  | 127.3  | 130.7            | 130.2  | 128.1  |
| % Chg                  |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |              |        |        |                  |        |        |
| Lauderdale County, AL+ | 2.0    | 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   | -0.2   | 2.2          | 3.2    | 1.5    | 1.6              | 3.1    | 1.7    |
| AL North               | 2.2    | 4.3    | 3.1    | 8.5    | 0.8    | 4.1    | 3.2    | 3.3    | 1.7    | -0.5   | 5.3    | 2.4    | 4.1    | 5.0    | 4.2    | 2.6    | 5.8    | 4.3    | 2.9          | 3.9    | 4.2    | 3.2              | 3.5    | 3.4    |

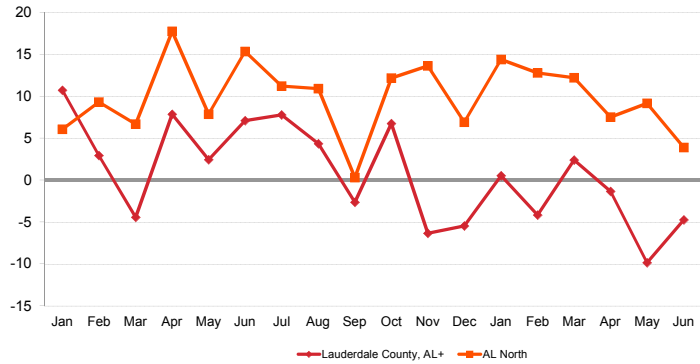
  

| RevPAR                 | 2018  |       |       |       |       |       |       |       |       |       |       |       | 2019  |       |       |       |       |       | Year To Date |       |       | Running 12 Month |       |       |
|------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------|-------|-------|------------------|-------|-------|
|                        | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun   | 2017         | 2018  | 2019  | 2017             | 2018  | 2019  |
| Lauderdale County, AL+ | 48.00 | 59.17 | 64.96 | 72.91 | 80.41 | 89.52 | 85.04 | 70.45 | 72.13 | 74.15 | 58.77 | 47.59 | 48.26 | 56.72 | 66.53 | 71.93 | 72.49 | 85.29 | 66.46        | 69.20 | 66.91 | 67.20            | 68.17 | 67.48 |
| AL North               | 35.53 | 46.12 | 55.39 | 57.20 | 55.13 | 60.10 | 54.61 | 54.73 | 54.15 | 59.65 | 51.21 | 37.15 | 40.31 | 51.60 | 61.13 | 60.57 | 59.01 | 61.22 | 47.06        | 51.59 | 55.68 | 46.30            | 49.87 | 53.78 |
| Index                  | 135.1 | 128.3 | 117.3 | 127.5 | 145.9 | 149.0 | 155.7 | 128.7 | 133.2 | 124.3 | 114.8 | 128.1 | 119.7 | 109.9 | 108.8 | 118.8 | 122.8 | 139.3 | 141.2        | 134.1 | 120.2 | 145.2            | 136.7 | 125.5 |
| % Chg                  |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |              |       |       |                  |       |       |
| Lauderdale County, AL+ | 10.7  | 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  | -4.7  | 1.1          | 4.1   | -3.3  | 1.8              | 1.4   | -1.0  |
| AL North               | 4.5   | 8.5   | 5.1   | 16.7  | 7.2   | 14.6  | 9.7   | 9.8   | -1.0  | 10.7  | 12.1  | 5.4   | 13.5  | 11.9  | 10.4  | 5.9   | 7.0   | 1.9   | 2.0          | 9.6   | 7.9   | 2.7              | 7.7   | 7.8   |

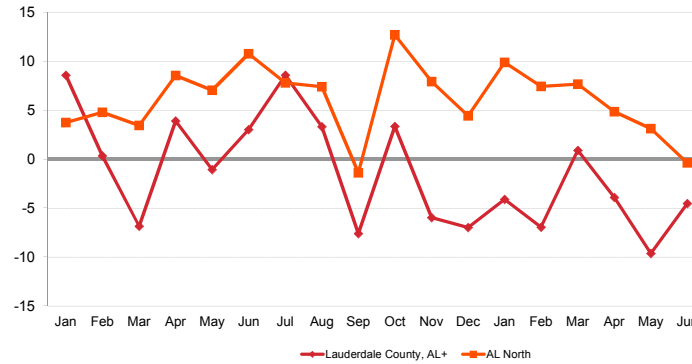
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Revenue Percent Change Comparison



Demand Percent Change Comparison



| Supply                 | 2018    |         |         |         |         |         |         |         |         |         |         |         | 2019    |         |         |         |         |         | Year To Date |           |           | Running 12 Month |           |           |
|------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------|-----------|-----------|------------------|-----------|-----------|
|                        | Jan     | Feb     | Mar     | Apr     | May     | Jun     | Jul     | Aug     | Sep     | Oct     | Nov     | Dec     | Jan     | Feb     | Mar     | Apr     | May     | Jun     | 2017         | 2018      | 2019      | 2017             | 2018      | 2019      |
| Lauderdale County, AL+ | 26,133  | 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  | 152,583      | 152,583   | 152,583   | 307,695          | 307,695   | 307,695   |
| AL North               | 694,121 | 627,004 | 694,183 | 672,630 | 695,051 | 672,630 | 700,786 | 700,569 | 680,280 | 702,987 | 680,310 | 702,987 | 699,732 | 632,016 | 705,839 | 683,070 | 708,846 | 686,010 | 4,015,724    | 4,055,619 | 4,115,513 | 8,066,104        | 8,169,740 | 8,283,432 |
| Index                  | 3.8     | 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                  | 2018 |     |     |     |     |     |     |     |     |     |     |     | 2019 |     |     |     |     |     | Year To Date |      |      | Running 12 Month |      |      |
|------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|--------------|------|------|------------------|------|------|
|                        | Jan  | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan  | Feb | Mar | Apr | May | Jun | 2017         | 2018 | 2019 | 2017             | 2018 | 2019 |
| 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               | 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  | 0.8 | 1.7 | 1.6 | 2.0 | 2.0 | 1.7          | 1.0  | 1.5  | 1.5              | 1.3  | 1.4  |

| Demand                 | 2018    |         |         |         |         |         |         |         |         |         |         |         | 2019    |         |         |         |         |         | Year To Date |           |           | Running 12 Month |           |           |
|------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------|-----------|-----------|------------------|-----------|-----------|
|                        | Jan     | Feb     | Mar     | Apr     | May     | Jun     | Jul     | Aug     | Sep     | Oct     | Nov     | Dec     | Jan     | Feb     | Mar     | Apr     | May     | Jun     | 2017         | 2018      | 2019      | 2017             | 2018      | 2019      |
| Lauderdale County, AL+ | 12,383  | 13,373  | 16,092  | 16,748  | 18,508  | 19,164  | 19,059  | 16,922  | 15,814  | 17,226  | 14,470  | 11,803  | 11,874  | 12,446  | 16,239  | 16,096  | 16,727  | 18,296  | 95,430       | 96,268    | 91,678    | 195,163          | 192,060   | 186,972   |
| AL North               | 318,993 | 358,160 | 459,073 | 438,917 | 445,760 | 471,918 | 458,511 | 446,271 | 413,969 | 472,825 | 395,090 | 333,619 | 350,517 | 384,794 | 494,249 | 460,216 | 459,752 | 470,081 | 2,339,680    | 2,492,821 | 2,619,609 | 4,606,632        | 4,858,383 | 5,139,894 |
| Index                  | 3.9     | 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     | 4.1          | 3.9       | 3.5       | 4.2              | 4.0       | 3.6       |

| % Chg                  | 2018 |     |      |     |      |      |     |     |      |      |      |      | 2019 |      |     |      |      |      | Year To Date |      |      | Running 12 Month |      |      |
|------------------------|------|-----|------|-----|------|------|-----|-----|------|------|------|------|------|------|-----|------|------|------|--------------|------|------|------------------|------|------|
|                        | Jan  | Feb | Mar  | Apr | May  | Jun  | Jul | Aug | Sep  | Oct  | Nov  | Dec  | Jan  | Feb  | Mar | Apr  | May  | Jun  | 2017         | 2018 | 2019 | 2017             | 2018 | 2019 |
| Lauderdale County, AL+ | 8.6  | 0.4 | -6.9 | 3.9 | -1.0 | 3.0  | 8.6 | 3.3 | -7.6 | 3.3  | -6.0 | -7.0 | -4.1 | -6.9 | 0.9 | -3.9 | -9.6 | -4.5 | -1.0         | 0.9  | -4.8 | 0.2              | -1.6 | -2.6 |
| AL North               | 3.7  | 4.8 | 3.5  | 8.6 | 7.1  | 10.8 | 7.8 | 7.4 | -1.4 | 12.7 | 7.9  | 4.4  | 9.9  | 7.4  | 7.7 | 4.9  | 3.1  | -0.4 | 0.8          | 6.5  | 5.1  | 1.0              | 5.5  | 5.8  |

| Revenue                | 2018       |            |            |            |            |            |            |            |            |            |            |            | 2019       |            |            |            |            |            | Year To Date |             |             | Running 12 Month |             |             |
|------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|-------------|-------------|------------------|-------------|-------------|
|                        | Jan        | Feb        | Mar        | Apr        | May        | Jun        | Jul        | Aug        | Sep        | Oct        | Nov        | Dec        | Jan        | Feb        | Mar        | Apr        | May        | Jun        | 2017         | 2018        | 2019        | 2017             | 2018        | 2019        |
| Lauderdale County, AL+ | 1,254,396  | 1,396,655  | 1,697,554  | 1,843,949  | 2,101,391  | 2,264,068  | 2,222,297  | 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  | 2,157,066  | 10,140,188   | 10,558,013  | 10,209,216  | 20,678,441       | 20,975,081  | 20,764,692  |
| AL North               | 24,664,004 | 28,915,628 | 38,449,492 | 38,475,596 | 38,315,306 | 40,425,573 | 38,271,202 | 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 | 41,996,744 | 188,997,559  | 209,245,599 | 229,163,545 | 373,428,452      | 407,435,913 | 445,503,422 |
| Index                  | 5.1        | 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        | 5.4          | 5.0         | 4.5         | 5.5              | 5.1         | 4.7         |

| % Chg                  | 2018 |     |      |      |     |      |      |      |      |      |      |      | 2019 |      |      |      |      |      | Year To Date |      |      | Running 12 Month |      |      |
|------------------------|------|-----|------|------|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|--------------|------|------|------------------|------|------|
|                        | Jan  | Feb | Mar  | Apr  | May | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  | Jan  | Feb  | Mar  | Apr  | May  | Jun  | 2017         | 2018 | 2019 | 2017             | 2018 | 2019 |
| Lauderdale County, AL+ | 10.7 | 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 | -4.7 | 1.1          | 4.1  | -3.3 | 1.8              | 1.4  | -1.0 |
| AL North               | 6.1  | 9.3 | 6.7  | 17.7 | 7.9 | 15.3 | 11.2 | 10.9 | 0.3  | 12.2 | 13.6 | 6.9  | 14.4 | 12.8 | 12.2 | 7.5  | 9.2  | 3.9  | 3.7          | 10.7 | 9.5  | 4.2              | 9.1  | 9.3  |

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