

Date Created: Jun 19, 2018

Florence/Lauderdale Tourism

For the Month of May 2018



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

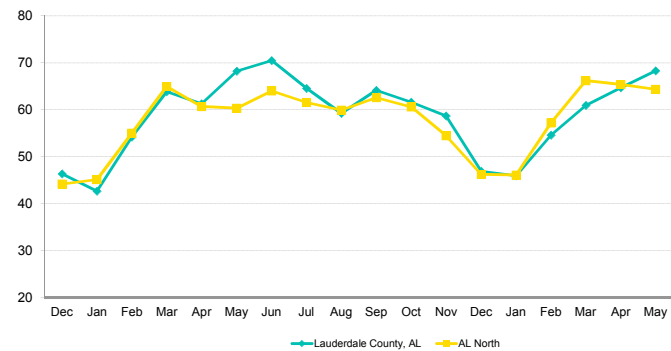
735 East Main Street, Hendersonville, TN 37075 USA
T : +1 615 824 8664
destininfo@str.com www.str.com

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

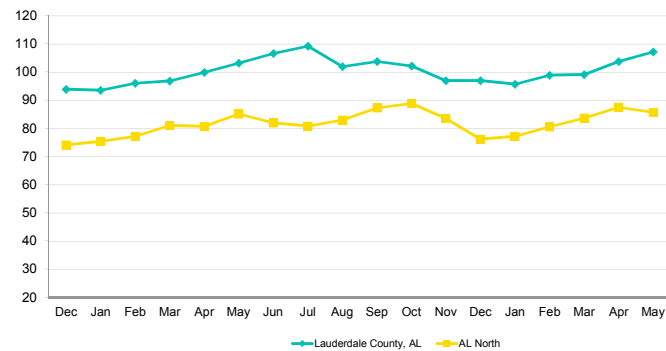
The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately.
Source: 2018 STR, Inc. / STR Global, Ltd. trading as "STR".

Florence/Lauderdale Tourism
For the Month of May 2018

Occupancy Comparison



ADR Comparison



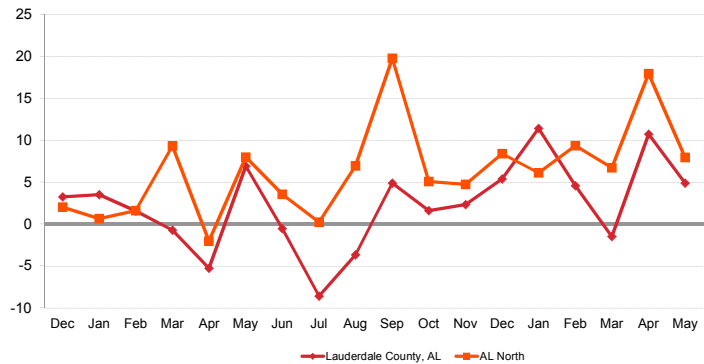
Occupancy (%)	2016												2017					2018					Year To Date			Running 12 Month		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017	2018				
Lauderdale County, AL	46.4	42.6	54.2	63.8	61.2	68.2	70.4	64.5	59.2	64.1	61.6	58.6	46.9	45.9	54.5	60.9	64.6	68.2	58.5	58.1	58.9	60.5	60.9	60.0				
AL North	44.1	45.1	55.0	64.9	60.6	60.3	64.0	61.5	59.9	62.5	60.5	54.5	46.2	46.0	57.2	66.1	65.4	64.3	57.7	57.2	59.8	57.3	57.2	59.0				
Index	105.0	94.5	98.5	98.3	101.0	113.2	110.1	104.9	98.8	102.5	101.7	107.7	101.5	99.8	95.4	92.1	98.9	106.1	101.4	101.5	98.5	105.6	106.5	101.6				
% Chg																												
Lauderdale County, AL	-0.1	0.6	-0.3	-0.6	-4.7	1.7	-3.6	-13.2	-8.3	-0.5	-1.5	5.9	1.2	7.8	0.7	-4.6	5.6	0.1	2.4	-0.7	1.4	2.0	0.6	-1.6				
AL North	-2.6	-4.6	-2.4	4.7	-3.3	0.5	-0.7	-4.1	1.1	10.9	0.7	5.2	4.6	2.1	4.0	1.9	7.8	6.7	3.6	-0.8	4.6	3.0	-0.3	3.2				

ADR	2016												2017					2018					Year To Date			Running 12 Month		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017	2018				
Lauderdale County, AL	93.88	93.50	96.04	96.86	99.84	103.15	106.54	109.24	101.87	103.71	102.11	96.95	96.87	95.69	98.80	99.05	103.71	107.12	96.61	98.35	101.40	98.05	99.61	102.26				
AL North	74.10	75.33	77.17	81.02	80.63	85.08	81.96	80.84	82.99	87.26	88.85	83.50	76.17	77.11	80.53	83.63	87.53	85.67	78.07	80.22	83.35	78.22	80.75	83.33				
Index	126.7	124.1	124.5	119.6	123.8	121.2	130.0	135.1	122.7	118.9	114.9	116.1	127.2	124.1	122.7	118.4	118.5	125.0	123.7	122.6	121.7	125.4	123.4	122.7				
% Chg																												
Lauderdale County, AL	3.4	2.9	1.9	-0.1	-0.6	5.2	3.2	4.3	4.0	4.4	2.1	-4.3	3.2	2.3	2.9	2.3	3.9	3.8	1.4	1.8	3.1	5.1	1.6	2.7				
AL North	2.4	4.0	2.0	3.3	-0.7	5.0	2.2	2.4	3.3	6.2	3.1	-1.6	2.8	2.4	4.4	3.2	8.6	0.7	2.8	2.7	3.9	3.3	3.2	3.2				

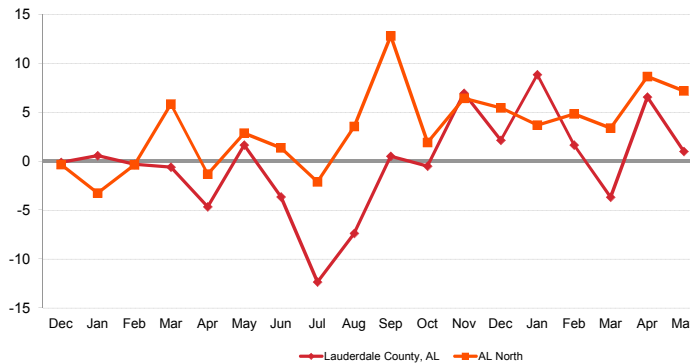
RevPAR	2016												2017					2018					Year To Date			Running 12 Month		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017	2018				
Lauderdale County, AL	43.52	39.84	52.01	61.83	61.12	70.36	75.03	70.48	60.31	66.50	62.89	56.84	45.43	43.96	53.88	60.33	67.03	73.10	56.51	57.11	59.73	59.37	60.67	61.31				
AL North	32.71	33.95	42.43	52.61	48.90	51.29	52.44	49.73	49.71	54.58	53.79	45.47	35.18	35.50	46.04	55.32	57.21	55.09	45.02	45.89	49.86	44.85	46.16	49.16				
Index	133.0	117.4	122.6	117.5	125.0	137.2	143.1	141.7	121.3	121.8	116.9	125.0	129.1	123.8	117.0	109.1	117.2	132.7	125.5	124.4	119.8	132.4	131.4	124.7				
% Chg																												
Lauderdale County, AL	3.3	3.5	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	3.9	1.1	4.6	7.2	2.2	1.1				
AL North	-0.3	-0.7	-0.5	8.1	-4.0	5.5	1.5	-1.8	4.4	17.7	3.8	3.5	7.6	4.6	8.5	5.2	17.0	7.4	6.5	1.9	8.6	6.4	2.9	6.5				

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: 2018 STR, Inc. / STR Global, Ltd. trading as "STR".

Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2016	2017												2018					Year To Date			Running 12 Month		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	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	29,484	32,643	31,590	32,643	157,493	157,493	159,003	380,695	380,695	384,045
AL North	689,843	685,472	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	673,410	695,857	3,296,352	3,355,328	3,389,435	7,951,510	8,072,434	8,183,662
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	4.7	4.7	4.8	4.7	4.7	4.8	4.7	4.7
% Chg																								
Lauderdale County, AL	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	1.0	1.0	1.0	1.0	0.0	0.0	1.0	0.0	0.0	0.9
AL North	2.3	1.4	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	0.8	0.5	0.5	1.8	1.0	0.7	1.5	1.4

Demand	2016	2017												2018					Year To Date			Running 12 Month		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	14,987	13,778	15,815	20,641	19,157	22,054	22,037	21,059	19,325	20,255	20,104	18,520	15,309	14,996	16,079	19,883	20,416	22,277	92,115	91,445	93,651	230,504	231,870	230,260
AL North	304,470	308,951	342,836	445,249	405,154	417,452	428,766	426,224	416,434	420,817	420,948	366,411	321,045	320,317	359,325	460,296	440,149	447,487	1,900,641	1,919,642	2,027,574	4,559,109	4,614,994	4,828,219
Index	4.9	4.5	4.6	4.6	4.7	5.3	5.1	4.9	4.6	4.8	4.8	5.1	4.8	4.7	4.5	4.3	4.6	5.0	4.8	4.8	4.6	5.1	5.0	4.8
% Chg																								
Lauderdale County, AL	-0.1	0.6	-0.3	-0.6	-4.7	1.7	-3.6	-12.4	-7.4	0.5	-0.5	6.9	2.1	8.8	1.7	-3.7	6.6	1.0	2.4	-0.7	2.4	2.0	0.6	-0.7
AL North	-0.3	-3.3	-0.4	5.8	-1.3	2.9	1.4	-2.1	3.6	12.8	1.9	6.4	5.4	3.7	4.8	3.4	8.6	7.2	4.2	1.0	5.6	3.8	1.2	4.6

Revenue	2016	2017												2018					Year To Date			Running 12 Month		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	1,406,972	1,288,241	1,518,918	1,999,284	1,912,592	2,274,864	2,347,805	2,300,588	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	8,899,488	8,993,899	9,496,654	22,601,424	23,097,435	23,545,758
AL North	22,562,428	23,272,340	26,455,849	36,071,851	32,667,327	35,517,374	35,141,184	34,454,120	34,561,428	36,718,889	37,399,451	30,594,858	24,455,393	24,698,500	28,934,872	38,494,763	38,525,972	38,337,823	148,390,199	153,984,741	168,991,930	356,619,581	372,642,658	402,317,253
Index	6.2	5.5	5.7	5.5	5.9	6.4	6.7	6.7	5.7	5.7	5.5	5.9	6.1	5.8	5.5	5.1	5.5	6.2	6.0	5.8	5.6	6.3	6.2	5.9
% Chg																								
Lauderdale County, AL	3.3	3.5	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	3.9	1.1	5.6	7.2	2.2	1.9
AL North	2.0	0.7	1.6	9.3	-2.0	8.0	3.6	0.2	6.9	19.8	5.1	4.7	8.4	6.1	9.4	6.7	17.9	7.9	7.1	3.8	9.7	7.2	4.5	8.0

A blank row indicates insufficient data.



How can we assist you?

Glossary:

For all STR definitions, please visit www.str.com/resources/glossary

Frequently Asked Questions (FAQ):

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

Please visit our website at 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

International:

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

T : +44 (0) 20 7922 1930

industryinfo@str.com

Asia Pacific:

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

T: +64 6800 7850

apinfo@str.com

For the latest in industry news, visit HotelNewsNow.com.

To learn more about the Hotel Data Conference, visit HotelDataConference.com.