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Florence/Lauderdale Tourism

For the Month of May 2019



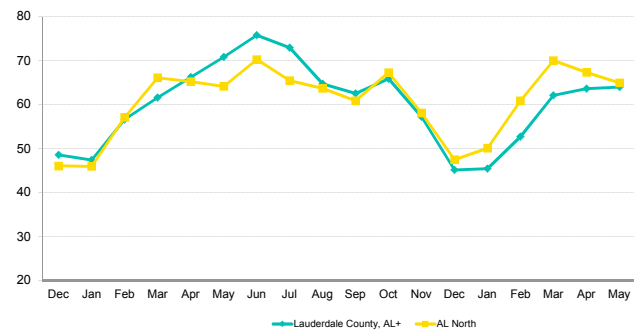
Table Of Contents	1
Comp Trend	2
Comp Trend-Raw	3
Response Lauderdale County, AL+	4
Help	5

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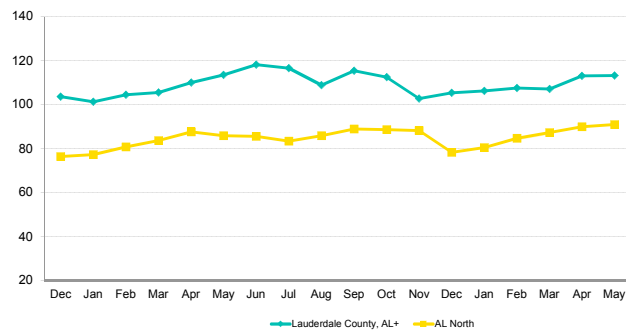
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Occupancy Comparison



ADR Comparison



Occupancy (%)	2017	2018												2019					Year To Date			Running 12 Month		
		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2017	2018	2019	2017	2018
Lauderdale County, AL+	48.6	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	60.4	60.6	57.6	63.7	62.2	61.0
AL North	46.1	46.0	57.1	66.1	65.3	64.1	70.3	65.4	63.7	60.9	67.3	58.1	47.5	50.1	60.9	70.0	67.4	64.9	57.2	59.7	62.7	57.2	58.9	62.2
Index	105.4	103.1	99.2	93.1	101.5	110.4	107.8	111.5	101.7	102.8	98.0	98.5	95.2	90.7	86.6	88.7	94.5	98.6	105.6	101.4	92.0	111.3	105.6	98.2
% Chg																								
Lauderdale County, AL+	1.0	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	-0.4	0.4	-4.8	0.9	-2.2	-1.9
AL North	4.4	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	1.3	-0.9	4.5	5.0	-0.3	3.1	5.5

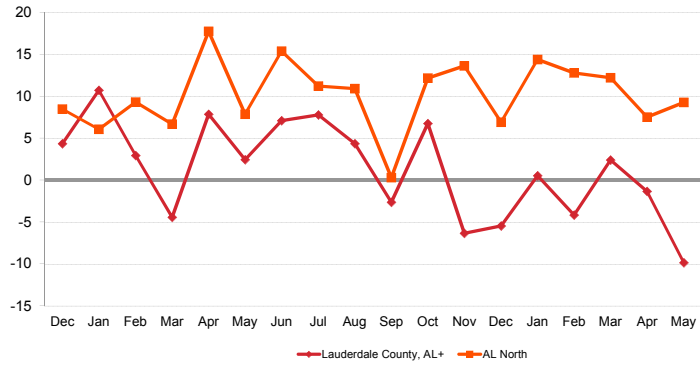
ADR	2017	2018												2019					Year To Date			Running 12 Month		
		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2017	2018	2019	2017	2018
Lauderdale County, AL+	103.65	101.30	104.44	105.49	110.10	113.54	118.14	116.60	108.80	115.36	112.50	102.72	105.36	106.22	107.56	107.07	113.02	113.25	104.47	107.57	109.73	105.58	108.75	111.11
AL North	76.48	77.32	80.73	83.75	87.66	85.96	85.53	83.47	85.91	88.98	88.69	88.18	78.28	80.48	84.75	87.30	89.90	90.96	80.44	78.28	87.07	80.88	83.53	86.33
Index	135.5	131.0	129.4	126.0	125.6	132.1	138.1	139.7	126.6	129.6	126.8	116.5	134.6	132.0	126.9	122.7	125.7	124.5	129.9	128.8	126.0	130.6	130.2	128.7
% Chg																								
Lauderdale County, AL+	3.3	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	1.9	3.0	2.0	1.5	3.0	2.2
AL North	3.1	2.2	4.3	3.1	8.5	0.8	4.2	3.2	3.3	1.7	-0.5	5.3	2.4	4.1	5.0	4.2	2.6	5.8	3.0	3.8	4.2	3.4	3.3	3.3

RevPAR	2017	2018												2019					Year To Date			Running 12 Month		
		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2017	2018	2019	2017	2018
Lauderdale County, AL+	50.33	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	63.05	65.16	63.26	67.20	67.88	67.83
AL North	35.23	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	59.07	45.99	49.90	54.59	46.23	49.24	53.68
Index	142.9	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	122.7	137.1	130.6	115.9	145.4	137.5	126.4
% Chg																								
Lauderdale County, AL+	4.4	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	1.4	3.3	-2.9	2.4	0.7	0.2
AL North	7.6	4.5	8.5	5.1	16.7	7.2	14.7	9.7	9.8	-1.0	10.7	12.1	5.4	13.5	11.9	10.4	5.9	7.2	2.1	8.5	9.4	3.1	6.5	9.0

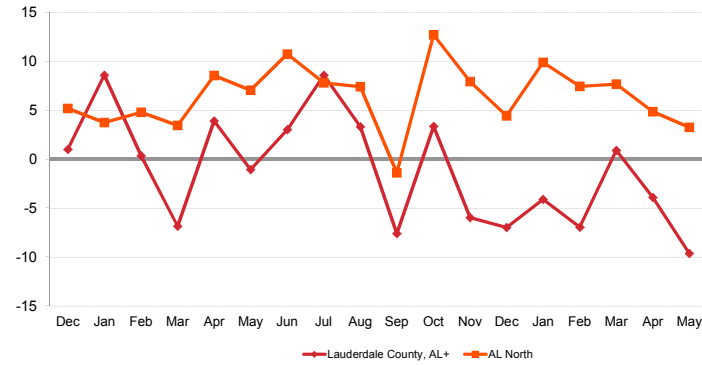
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2017	2018												2019					Year To Date			Running 12 Month		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	26,133	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	127,293	127,293	127,293	307,695	307,695	307,695
AL North	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	699,732	632,016	705,839	683,070	708,846	3,347,174	3,382,989	3,429,503	8,052,724	8,165,660	8,270,052
Index	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8
% 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	0.8	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	1.7	1.1	1.4	1.3	1.4	1.3

Demand	2017	2018												2019					Year To Date			Running 12 Month		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	12,690	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	76,831	77,104	73,382	195,849	191,495	187,840
AL North	319,472	318,993	358,160	459,073	438,917	445,760	472,624	458,511	446,271	413,969	472,825	395,090	333,619	350,517	384,794	494,249	460,216	460,345	1,913,680	2,020,903	2,150,121	4,603,249	4,813,285	5,143,030
Index	4.0	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	4.0	3.8	3.4	4.3	4.0	3.7
% Chg																								
Lauderdale County, AL+	1.0	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	-0.4	0.4	-4.8	0.9	-2.2	-1.9
AL North	5.2	3.7	4.8	3.5	8.6	7.1	10.7	7.8	7.4	-1.4	12.7	7.9	4.4	9.9	7.4	7.7	4.9	3.3	0.8	5.6	6.4	1.0	4.6	6.9

Revenue	2017	2018												2019					Year To Date			Running 12 Month		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	1,315,360	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	8,026,208	8,293,945	8,052,150	20,678,446	20,824,993	20,871,694
AL North	24,433,036	24,664,004	28,915,628	38,449,492	38,475,596	38,315,306	40,425,431	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	41,871,940	153,945,601	168,820,026	187,211,783	372,290,198	402,052,755	443,977,092
Index	5.4	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	5.2	4.9	4.3	5.6	5.2	4.7
% Chg																								
Lauderdale County, AL+	4.4	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	1.4	3.3	-2.9	2.4	0.7	0.2
AL North	8.5	6.1	9.3	6.7	17.7	7.9	15.4	11.2	10.9	0.3	12.2	13.6	6.9	14.4	12.8	12.2	7.5	9.3	3.8	9.7	10.9	4.4	8.0	10.4

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