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# Florence/Lauderdale Tourism

For the Month of November 2018



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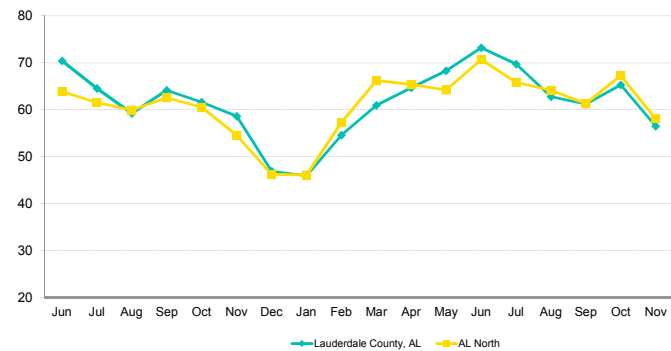
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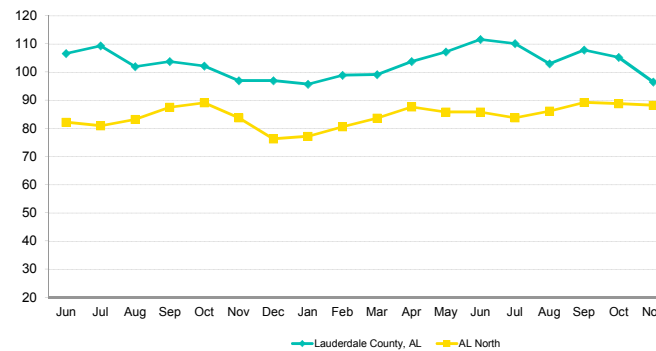
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Florence/Lauderdale Tourism  
For the Month of November 2018

### Occupancy Comparison



### ADR Comparison



Occupancy (%)	2017								2018								Year To Date			Running 12 Month				
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	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	62.7	61.2	65.2	56.5	62.5	60.8	62.1	61.1	59.6	60.8
AL North	63.8	61.5	59.9	62.5	60.5	54.5	46.2	46.1	57.2	66.2	65.3	64.2	70.7	65.8	64.1	61.3	67.3	58.1	58.6	59.0	62.4	57.5	57.8	61.0
Index	110.3	104.8	98.9	102.5	101.8	107.5	101.5	99.7	95.3	92.1	99.0	106.3	103.5	105.9	97.9	99.9	97.0	97.2	106.5	103.0	99.5	106.3	103.1	99.6
<b>% Chg</b>																								
Lauderdale County, AL	-3.7	-13.2	-8.2	-0.5	-1.5	5.9	1.2	7.8	0.7	-4.6	5.6	0.1	3.9	8.0	5.9	-4.6	6.0	-3.7	2.0	-2.6	2.2	2.3	-2.5	2.1
AL North	-1.0	-4.1	1.0	10.8	0.8	5.2	4.6	2.1	4.0	1.8	7.6	6.5	10.7	7.0	7.0	-2.0	11.2	6.5	1.9	0.7	5.7	2.0	0.5	5.7

ADR	2017								2018								Year To Date			Running 12 Month				
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	106.58	109.25	101.87	103.72	102.15	96.97	96.87	95.69	98.80	99.05	103.71	107.12	111.59	110.15	102.90	107.86	105.26	96.52	99.27	101.35	104.08	98.72	100.86	103.61
AL North	82.10	80.92	83.20	87.47	89.12	83.78	76.23	77.12	80.56	83.68	87.56	85.82	85.82	83.72	86.11	89.15	88.70	88.17	80.32	82.62	85.38	79.79	82.07	84.80
Index	129.8	135.0	122.4	118.6	114.6	115.7	127.1	124.1	122.6	118.4	118.4	124.8	130.0	131.6	119.5	121.0	118.7	109.5	123.6	122.7	121.9	123.7	122.9	122.2
<b>% Chg</b>																								
Lauderdale County, AL	3.3	4.3	4.0	4.4	2.2	-4.3	3.2	2.3	2.9	2.3	3.9	3.8	4.7	0.8	1.0	4.0	3.0	-0.5	1.3	2.1	2.7	1.4	2.2	2.7
AL North	2.3	2.4	3.5	6.4	3.3	-1.3	2.8	2.3	4.3	3.2	8.5	0.8	4.5	3.5	3.5	1.9	-0.5	5.2	3.3	2.9	3.3	3.4	2.9	3.3

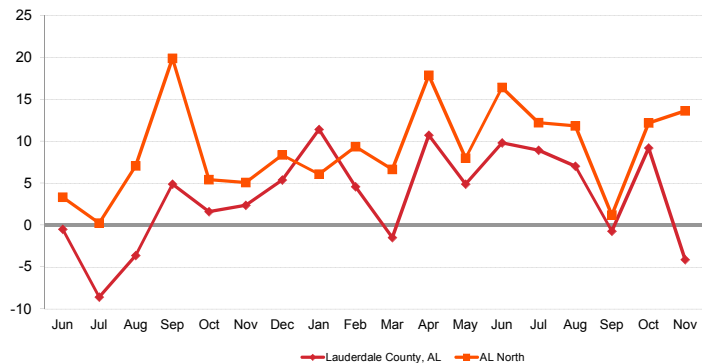
  

RevPAR	2017								2018								Year To Date			Running 12 Month				
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	75.04	70.48	60.33	66.50	62.89	56.85	45.43	43.96	53.88	60.33	67.03	73.10	81.62	76.77	64.56	66.01	68.67	54.51	61.99	61.62	64.65	60.31	60.09	63.02
AL North	52.42	49.79	49.84	54.71	53.91	45.69	35.22	35.52	46.09	55.37	57.18	55.11	60.66	55.11	55.18	54.63	59.66	51.21	47.08	48.76	53.29	45.87	47.41	51.77
Index	143.2	141.5	121.1	121.5	116.7	124.4	129.0	123.8	116.9	109.0	117.2	132.7	134.6	139.3	117.0	120.8	115.1	106.4	131.7	126.4	121.3	131.5	126.8	121.7
<b>% Chg</b>																								
Lauderdale County, AL	-0.5	-9.4	-4.5	3.9	0.7	1.4	4.4	10.3	3.6	-2.4	9.7	3.9	8.8	8.9	7.0	-0.7	9.2	-4.1	3.3	-0.6	4.9	3.7	-0.4	4.9
AL North	1.3	-1.8	4.5	17.8	4.2	3.8	7.5	4.5	8.5	5.1	16.8	7.3	15.7	10.7	10.7	-0.1	10.7	12.1	5.3	3.6	9.3	5.4	3.4	9.2

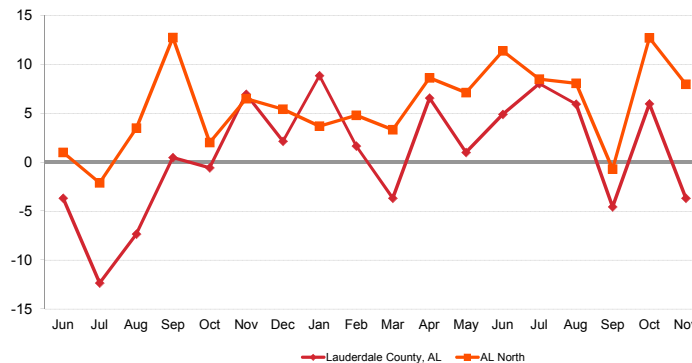
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### Revenue Percent Change Comparison



### Demand Percent Change Comparison



Supply	2017								2018									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Lauderdale County, AL	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	32,643	31,590	32,643	31,590
AL North	668,550	691,114	693,625	671,190	693,563	671,190	693,439	694,121	627,004	694,183	672,630	695,051	672,630	700,786	700,569	680,280	702,987	680,310
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	4.6	4.6	4.6	4.6

Year To Date	2016	2017	2018
	348,362	348,892	351,702
7,309,119	7,436,406	7,520,551	
4.8	4.7	4.7	

Running 12 Month	2016	2017	2018
	380,695	382,225	384,345
7,983,586	8,124,575	8,213,990	
4.8	4.7	4.7	

% Chg	2017								2018									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Lauderdale County, AL	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	0.0	0.0	0.0	0.0
AL North	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	1.0	1.4	1.4	1.4

Year To Date	2016	2017	2018
	0.0	0.4	0.5
0.7	1.7	1.1	

Running 12 Month	2016	2017	2018
	0.0	0.4	0.6
0.7	1.8	1.1	

Demand	2017								2018									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Lauderdale County, AL	22,028	21,058	19,332	20,254	20,096	18,519	15,309	14,996	16,079	19,883	20,416	22,277	23,107	22,750	20,482	19,332	21,295	17,840
AL North	426,820	425,288	415,479	419,786	419,514	366,023	320,413	319,700	358,698	459,303	439,252	446,303	475,394	461,321	448,982	416,866	472,821	395,162
Index	5.2	5.0	4.7	4.8	4.8	5.1	4.8	4.7	4.5	4.3	4.6	5.0	4.9	4.9	4.6	4.5	4.5	4.5

Year To Date	2016	2017	2018
	217,553	212,732	218,457
4,283,994	4,389,127	4,693,802	
5.1	4.8	4.7	

Running 12 Month	2016	2017	2018
	232,555	227,719	233,766
4,589,478	4,693,045	5,014,215	
5.1	4.9	4.7	

% Chg	2017								2018									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Lauderdale County, AL	-3.7	-12.4	-7.3	0.5	-0.6	6.9	2.1	8.8	1.7	-3.7	6.6	1.0	4.9	8.0	5.9	-4.6	6.0	-3.7
AL North	1.0	-2.1	3.5	12.7	2.0	6.5	5.4	3.7	4.8	3.3	8.6	7.1	11.4	8.5	8.1	-0.7	12.7	8.0

Year To Date	2016	2017	2018
	2.0	-2.2	2.7
2.6	2.5	6.9	

Running 12 Month	2016	2017	2018
	2.3	-2.1	2.7
2.7	2.3	6.8	

Revenue	2017								2018									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Lauderdale County, AL	2,347,851	2,300,577	1,969,329	2,100,667	2,052,864	1,795,764	1,482,965	1,435,025	1,588,600	1,969,401	2,117,372	2,386,256	2,578,526	2,505,886	2,107,558	2,085,173	2,241,607	1,721,962
AL North	35,042,417	34,412,594	34,568,573	36,720,717	37,388,402	30,666,998	24,423,807	24,656,693	28,895,541	38,434,011	38,460,212	38,302,427	40,799,583	38,622,270	38,660,283	37,162,722	41,940,424	34,840,162
Index	6.7	6.7	5.7	5.7	5.5	5.9	6.1	5.8	5.5	5.1	5.5	6.2	6.3	6.5	5.5	5.6	5.3	4.9

Year To Date	2016	2017	2018
	21,596,088	21,560,951	22,737,366
344,087,503	362,617,899	400,774,328	
6.3	5.9	5.7	

Running 12 Month	2016	2017	2018
	22,958,579	22,967,923	24,220,331
366,202,269	385,154,760	425,188,135	
6.3	6.0	5.7	

% Chg	2017								2018									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Lauderdale County, AL	-0.5	-8.6	-3.6	4.9	1.6	2.4	5.4	11.4	4.6	-1.5	10.7	4.9	9.8	8.9	7.0	-0.7	9.2	-4.1
AL North	3.3	0.2	7.1	19.9	5.4	5.1	8.4	6.1	9.3	6.7	17.9	8.0	16.4	12.2	11.8	1.2	12.2	13.6

Year To Date	2016	2017	2018
	3.3	-0.2	5.5
6.0	5.4	10.5	

Running 12 Month	2016	2017	2018
	3.7	0.0	5.5
6.1	5.2	10.4	

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