

Date Created: Nov 16, 2018

# Florence/Lauderdale Tourism

For the Month of October 2018



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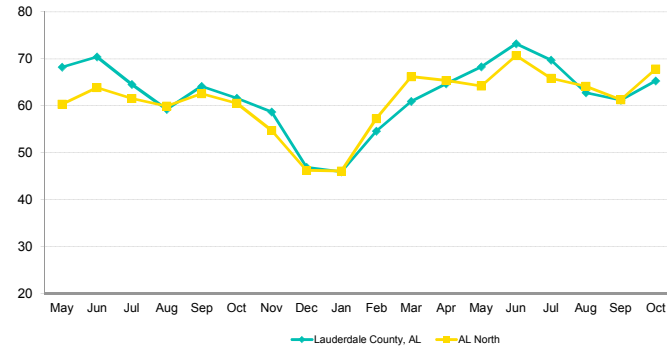
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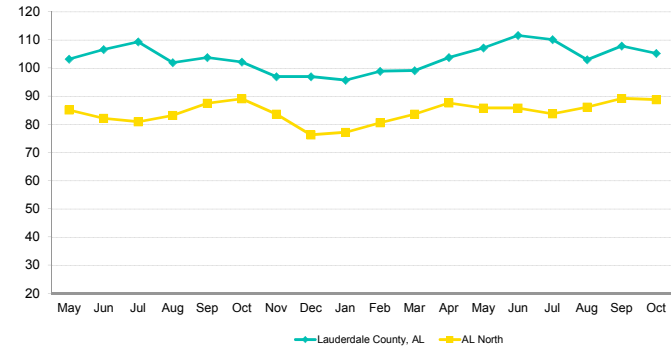
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Florence/Lauderdale Tourism  
For the Month of October 2018

### Occupancy Comparison



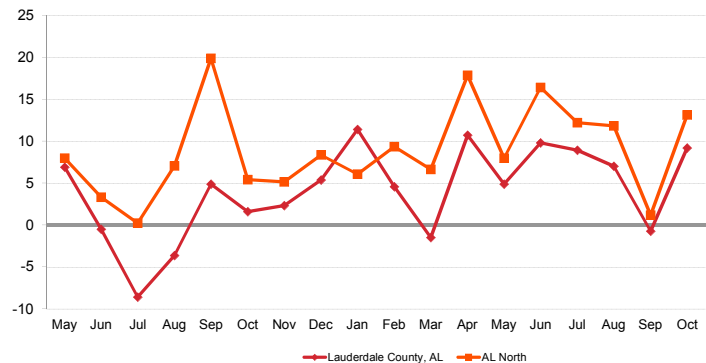
### ADR Comparison



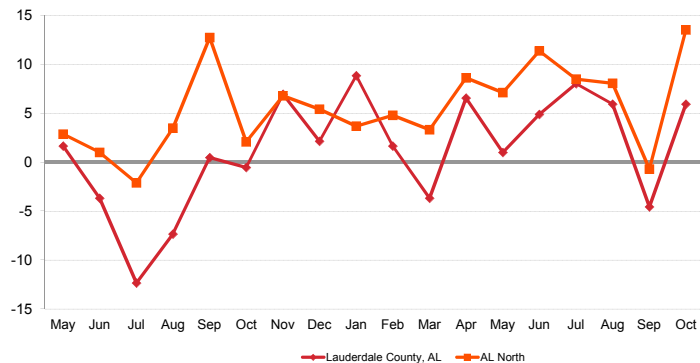
Occupancy (%)	2017										2018										Year To Date			Running 12 Month		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2016	2017	2018	2016	2017	2018		
Lauderdale County, AL	68.2	70.4	64.5	59.2	64.1	61.6	58.6	46.9	45.9	54.5	60.9	64.6	68.2	73.1	69.7	62.7	61.2	65.2	63.2	61.0	62.7	61.2	59.3	61.0		
AL North	60.3	63.8	61.5	59.9	62.5	60.5	54.7	46.2	46.1	57.2	66.2	65.3	64.2	70.7	65.8	64.1	61.3	67.8	59.3	59.5	62.9	57.5	57.5	60.8		
Index	113.1	110.3	104.8	98.9	102.5	101.8	107.2	101.5	99.7	95.3	92.1	99.0	106.3	103.5	105.9	97.9	99.9	96.2	106.5	102.6	99.6	106.4	103.1	100.3		
% Chg																										
Lauderdale County, AL	1.7	-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	5.9	2.3	-3.4	2.7	3.2	-3.0	2.8		
AL North	0.5	-1.0	-4.1	1.0	10.8	0.9	5.5	4.6	2.1	4.0	1.8	7.6	6.5	10.7	7.0	7.0	-2.0	12.0	2.1	0.3	5.8	2.2	0.1	5.7		
ADR																										
Lauderdale County, AL	103.15	106.58	109.25	101.87	103.72	102.13	96.95	96.87	95.69	98.80	99.05	103.71	107.12	111.59	110.15	102.90	107.86	105.26	99.09	101.77	104.75	98.26	101.21	103.62		
AL North	85.15	82.10	80.92	83.20	87.47	89.08	83.60	76.23	77.12	80.56	83.68	87.56	85.82	85.82	83.72	86.11	89.15	88.77	79.92	82.51	85.14	79.35	82.14	84.45		
Index	121.1	129.8	135.0	122.4	118.6	114.6	116.0	127.1	124.1	122.6	118.4	118.4	124.8	130.0	131.6	119.5	121.0	118.6	124.0	123.3	123.0	123.8	123.2	122.7		
% Chg																										
Lauderdale County, AL	5.2	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	3.1	0.8	2.7	2.9	1.3	3.0	2.4		
AL North	5.0	2.3	2.4	3.5	6.4	3.3	-1.5	2.8	2.3	4.3	3.2	8.5	0.8	4.5	3.5	3.5	1.9	-0.4	3.0	3.2	3.2	3.0	3.5	2.8		
RevPAR																										
Lauderdale County, AL	70.36	75.04	70.48	60.33	66.50	62.89	56.84	45.43	43.96	53.88	60.33	67.03	73.10	81.62	76.77	64.56	66.01	68.67	62.58	62.10	65.65	60.11	60.03	63.21		
AL North	51.36	52.42	49.79	49.84	54.71	53.91	45.71	35.22	35.52	46.09	55.37	57.18	55.11	60.66	55.11	55.18	54.63	60.17	47.38	49.07	53.55	45.63	47.27	51.36		
Index	137.0	143.2	141.5	121.1	121.5	116.7	124.3	129.0	123.8	116.9	109.0	117.2	132.7	134.6	139.3	117.0	120.8	114.1	132.1	126.6	122.6	131.7	127.0	123.1		
% Chg																										
Lauderdale County, AL	6.9	-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	3.2	-0.8	5.7	4.5	-0.1	5.3		
AL North	5.5	1.3	-1.8	4.5	17.8	4.2	3.9	7.5	4.5	8.5	5.1	16.8	7.3	15.7	10.7	10.7	-0.1	11.6	5.1	3.6	9.1	5.2	3.6	8.7		

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### Revenue Percent Change Comparison



### Demand Percent Change Comparison



Supply	2017									2018									Year To Date			Running 12 Month			
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Index	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	32,333	31,290	32,643	32,643	31,590	32,643	31,590	32,643	32,643	32,643	29,484	32,643	31,590	32,643	31,590	32,643	32,643	31,590	32,643	317,072	318,302	320,112	380,695	381,925	384,345
AL North	690,835	668,550	691,114	693,625	671,190	693,563	671,190	693,439	693,439	694,121	627,004	694,183	672,630	695,051	672,630	700,786	700,569	680,280	702,987	6,645,909	6,765,216	6,840,241	7,971,766	8,116,595	8,204,870
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	4.6	4.6	4.8	4.7	4.7	4.8	4.7	4.7	
% Chg																									
Lauderdale County, AL	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	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.4	0.6	0.0	0.3	0.6
AL North	2.4	2.0	2.1	2.5	1.7	1.2	1.2	0.8	0.8	1.5	0.8	1.5	0.9	0.6	0.6	1.4	1.0	1.4	1.4	0.5	1.8	1.1	0.6	1.8	1.1

Demand	2017									2018									Year To Date			Running 12 Month			
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Index	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	22,054	22,028	21,058	19,332	20,254	20,101	18,520	15,309	15,309	14,996	16,079	19,883	20,416	22,277	23,107	22,750	20,482	19,332	21,295	200,236	194,218	200,617	232,895	226,522	234,446
AL North	416,663	426,820	425,288	415,479	419,786	419,691	367,020	320,413	320,413	319,700	358,698	459,303	439,252	446,303	475,394	461,321	448,982	416,866	476,505	3,940,309	4,023,281	4,302,324	4,584,208	4,670,921	4,989,757
Index	5.3	5.2	5.0	4.7	4.8	4.8	5.0	4.8	4.8	4.7	4.5	4.3	4.6	5.0	4.9	4.9	4.6	4.6	4.5	5.1	4.8	4.7	5.1	4.8	4.7
% Chg																									
Lauderdale County, AL	1.7	-3.7	-12.4	-7.3	0.5	-0.5	6.9	2.1	2.1	8.8	1.7	-3.7	6.6	1.0	4.9	8.0	5.9	-4.6	5.9	2.3	-3.0	3.3	3.2	-2.7	3.5
AL North	2.9	1.0	-2.1	3.5	12.7	2.1	6.8	5.4	5.4	3.7	4.8	3.3	8.6	7.1	11.4	8.5	8.1	-0.7	13.5	2.6	2.1	6.9	2.8	1.9	6.8

Revenue	2017									2018									Year To Date			Running 12 Month			
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Index	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	2,274,964	2,347,851	2,300,577	1,969,329	2,100,667	2,052,930	1,795,572	1,482,965	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	19,841,625	19,765,253	21,015,404	22,883,239	22,926,652	24,293,941
AL North	35,478,348	35,042,417	34,412,594	34,568,573	36,720,717	37,387,742	30,682,628	24,423,807	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	42,300,042	314,906,091	331,950,241	366,293,784	363,772,001	383,670,077	421,400,219
Index	6.4	6.7	6.7	5.7	5.7	5.5	5.9	6.1	6.1	5.8	5.5	5.1	5.5	6.2	6.3	6.5	5.5	5.6	5.3	6.3	6.0	5.7	6.3	6.0	5.8
% Chg																									
Lauderdale County, AL	6.9	-0.5	-8.6	-3.6	4.9	1.6	2.3	5.4	5.4	11.4	4.6	-1.5	10.7	4.9	9.8	8.9	7.0	-0.7	9.2	3.2	-0.4	6.3	4.5	0.2	6.0
AL North	8.0	3.3	0.2	7.1	19.9	5.4	5.1	8.4	8.4	6.1	9.3	6.7	17.9	8.0	16.4	12.2	11.8	1.2	13.1	5.7	5.4	10.3	5.8	5.5	9.8

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