

Date Created: Oct 17, 2018

Florence/Lauderdale Tourism

For the Month of September 2018



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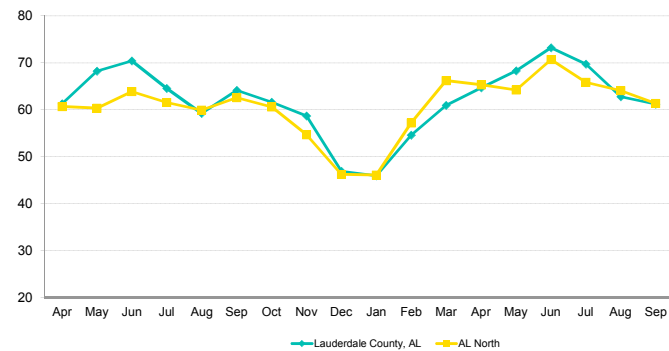
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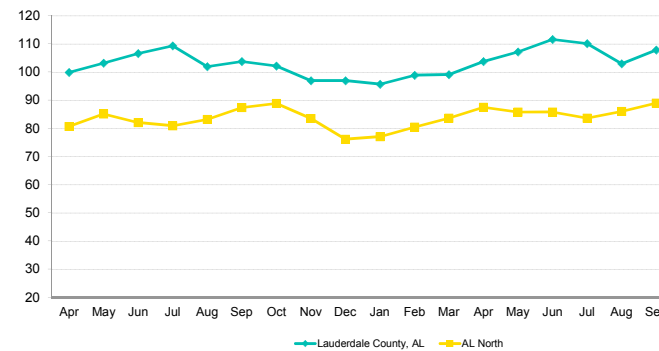
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Florence/Lauderdale Tourism
For the Month of September 2018

Occupancy Comparison



ADR Comparison

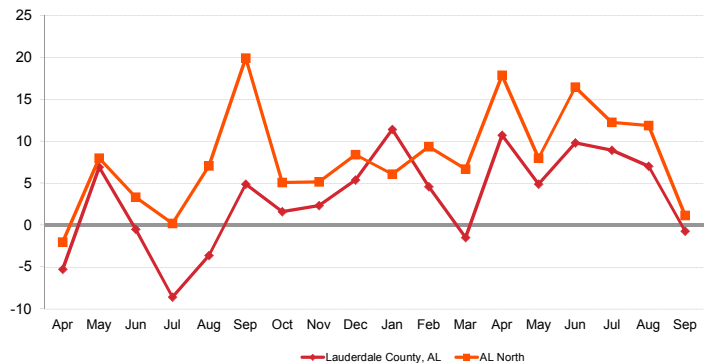


Occupancy (%)	2017										2018									Year To Date			Running 12 Month		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2016	2017	2018	2016	2017	2018	
Lauderdale County, AL	61.2	68.2	70.4	64.5	59.2	64.1	61.6	58.6	46.9	45.9	54.5	60.9	64.6	68.2	73.1	69.7	62.7	61.2	63.2	61.0	62.4	61.2	59.4	60.7	
AL North	60.6	60.3	63.8	61.5	59.9	62.5	60.5	54.7	46.2	46.0	57.2	66.1	65.3	64.2	70.6	65.8	64.1	61.3	59.2	59.3	62.3	57.4	57.5	60.2	
Index	101.0	113.2	110.3	104.9	98.9	102.5	101.7	107.3	101.5	99.8	95.4	92.1	99.0	106.3	103.5	105.9	98.0	99.9	106.8	102.8	100.1	106.5	103.3	100.9	
% Chg																									
Lauderdale County, AL	-4.7	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	2.6	-3.6	2.3	2.9	-2.9	2.2	
AL North	-3.3	0.5	-1.0	-4.1	1.0	10.9	0.7	5.5	4.6	2.1	4.0	1.9	7.6	6.5	10.7	7.0	7.0	-2.0	2.2	0.2	5.1	2.2	0.1	4.7	
ADR																									
Lauderdale County, AL	99.84	103.15	106.58	109.25	101.87	103.72	102.11	96.95	96.87	95.69	98.80	99.05	103.71	107.12	111.59	110.15	102.90	107.86	98.99	101.73	104.69	98.30	101.02	103.34	
AL North	80.63	85.08	82.05	80.86	83.14	87.40	88.85	83.53	76.17	77.07	80.51	83.61	87.49	85.76	85.77	83.66	86.05	88.98	79.13	81.68	84.61	79.04	81.82	84.35	
Index	123.8	121.2	129.9	135.1	122.5	118.7	114.9	116.1	127.2	124.2	122.7	118.5	118.5	124.9	130.1	131.7	119.6	121.2	125.1	124.5	123.7	124.4	123.5	122.5	
% Chg																									
Lauderdale County, AL	-0.6	5.2	3.3	4.3	4.0	4.4	2.1	-4.3	3.2	2.3	2.9	2.3	3.9	3.8	4.7	0.8	1.0	4.0	1.0	2.8	2.9	2.1	2.8	2.3	
AL North	-0.7	5.0	2.3	2.4	3.5	6.3	3.1	-1.5	2.8	2.3	4.3	3.2	8.5	0.8	4.5	3.5	3.5	1.8	2.8	3.2	3.6	3.2	3.5	3.1	
RevPAR																									
Lauderdale County, AL	61.12	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	62.59	62.01	65.31	60.14	59.99	62.72	
AL North	48.90	51.29	52.35	49.73	49.77	54.65	53.79	45.66	35.18	35.48	46.02	55.31	57.11	55.05	60.59	55.05	55.12	54.53	46.84	48.45	52.73	45.40	47.03	50.75	
Index	125.0	137.2	143.3	141.7	121.2	121.7	116.9	124.5	129.1	123.9	117.1	109.1	117.4	132.8	134.7	139.5	117.1	121.0	133.6	128.0	123.9	132.5	127.6	123.6	
% Chg																									
Lauderdale County, AL	-5.2	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	3.7	-0.9	5.3	5.0	-0.2	4.5	
AL North	-4.0	5.5	1.3	-1.8	4.5	17.9	3.8	3.9	7.6	4.5	8.5	5.1	16.8	7.3	15.7	10.7	10.8	-0.2	5.1	3.4	8.8	5.5	3.6	7.9	

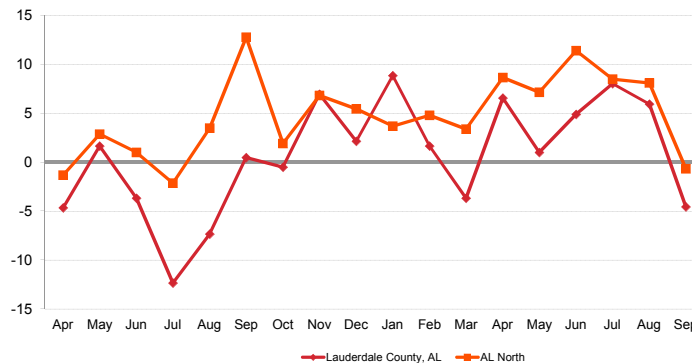
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2017										2018								Year To Date			Running 12 Month		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	31,290	32,333	31,290	32,643	32,643	31,590	32,643	31,590	32,643	32,643	32,643	29,484	31,590	32,643	31,590	32,643	32,643	31,590	284,739	285,659	287,469	380,695	381,615	384,345
AL North	668,070	692,509	670,170	692,788	695,299	672,810	695,237	672,810	695,113	695,795	628,516	695,857	674,250	696,725	674,250	702,460	702,243	681,900	5,971,794	6,086,395	6,151,996	7,970,326	8,128,059	8,215,156
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	4.6	4.6	4.6	4.8	4.7	4.7	4.8	4.7	4.7
% Chg	2017										2018								Year To Date			Running 12 Month		
Lauderdale County, AL	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	0.0	0.0	0.3	0.6	0.0	0.2	0.7	
AL North	2.1	2.4	2.0	2.1	2.5	1.7	1.2	1.2	0.8	1.5	0.8	1.5	0.9	0.6	0.6	1.4	1.0	1.4	0.6	1.9	1.1	0.7	2.0	1.1

Demand	2017										2018								Year To Date			Running 12 Month		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	19,157	22,054	22,028	21,058	19,332	20,254	20,104	18,520	15,309	14,996	16,079	19,883	20,416	22,277	23,107	22,750	20,482	19,332	180,027	174,117	179,322	232,895	226,630	233,255
AL North	405,154	417,452	427,597	426,065	416,187	420,693	420,948	367,765	321,045	320,304	359,303	460,292	440,155	447,220	476,332	462,179	449,828	417,896	3,534,633	3,610,184	3,833,509	4,578,627	4,672,040	4,943,267
Index	4.7	5.3	5.2	4.9	4.6	4.8	4.8	5.0	4.8	4.7	4.5	4.3	4.6	5.0	4.9	4.9	4.6	4.6	5.1	4.8	4.7	5.1	4.9	4.7
% Chg	2017										2018								Year To Date			Running 12 Month		
Lauderdale County, AL	-4.7	1.7	-3.7	-12.4	-7.3	0.5	-0.5	6.9	2.1	8.8	1.7	-3.7	6.6	1.0	4.9	8.0	5.9	-4.6	2.6	-3.3	3.0	2.9	-2.7	2.9
AL North	-1.3	2.9	1.0	-2.1	3.5	12.8	1.9	6.8	5.4	3.7	4.8	3.4	8.6	7.1	11.4	8.5	8.1	-0.7	2.8	2.1	6.2	2.9	2.0	5.8

Revenue	2017										2018								Year To Date			Running 12 Month		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	1,912,592	2,274,864	2,347,851	2,300,577	1,969,329	2,100,667	2,052,853	1,795,572	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	17,821,405	17,712,323	18,773,797	22,894,353	22,893,942	24,105,187
AL North	32,667,327	35,517,374	35,083,462	34,450,776	34,603,705	36,766,492	37,399,451	30,718,821	24,455,393	24,686,712	28,926,149	38,485,452	38,507,559	38,351,465	40,853,569	38,668,102	38,707,198	37,184,930	279,702,109	294,889,176	324,371,136	361,881,903	382,260,667	416,944,801
Index	5.9	6.4	6.7	6.7	5.7	5.7	5.5	5.8	6.1	5.8	5.5	5.1	5.5	6.2	6.3	6.5	5.4	5.6	6.4	6.0	5.8	6.3	6.0	5.8
% Chg	2017										2018								Year To Date			Running 12 Month		
Lauderdale County, AL	-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	9.8	8.9	7.0	-0.7	3.7	-0.6	6.0	5.0	0.0	5.3
AL North	-2.0	8.0	3.3	0.2	7.1	19.9	5.1	5.2	8.4	6.1	9.3	6.7	17.9	8.0	16.4	12.2	11.9	1.1	5.7	5.4	10.0	6.2	5.6	9.1

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