Date Created: Oct 17, 2018

Florence/Lauderdale Tourism

For the Month of September 2018

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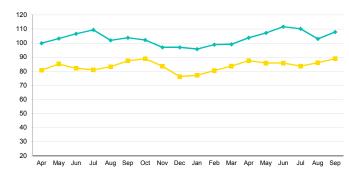
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Florence/Lauderdale Tourism For the Month of September 2018

Occupancy Comparison

80 70 60 50 40 30 Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep

ADR Comparison



Occupancy (%)					2017									2018						Year To Date		Ru	ınning 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					2017									2018						Year To Date		Ru	nning 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	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

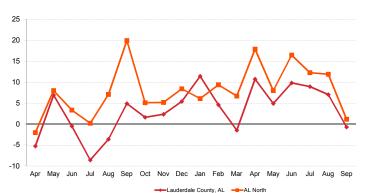
RevPAR					2017									2018						Year To Date		Ru	ınning 12 Month	
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2016	2017	2018	2016	2017	2018
Lauderdale County, AL	61.12	70.36	75.04	70.48	60.33	66.50	62.89	56.84	45.43	43.96	53.88	60.33	67.03	73.10	81.62	76.77	64.56	66.01	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		4.0	4.0	4.5	47.0	2.0	2.0	7.0	4.5	0.5		40.0	7.0	45.7	40.7	40.0	0.0	F 4	0.4	0.0		0.0	7.0

A blank row indicates insufficient data.

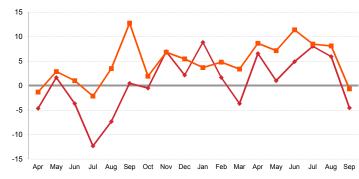
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Florence/Lauderdale Tourism For the Month of September 2018

Revenue Percent Change Comparison



Demand Percent Change Comparison



Lauderdale	County, AL	AL North

Supply					2017									2018						Year To Date	
Supply	Apr	Mav	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2016	2017	2018
Lauderdale County, AL		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	31,590	32,643	32,643	31,590	284,739	285,659	287,469
AL North		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
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
% Chg																					
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	1.0	0.0	0.0	0.0	0.0	0.3	0.6
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

		Year To Date	
l	2016	2017	2018
	284,739	285,659	287,469
	5,971,794	6,086,395	6,151,996
l	4.8	4.7	4.7
Ī	0.0	0.3	0.6

R	unning 12 Month	
2016	2017	2018
380,695	381,615	384,345
7,970,326	8,128,059	8,215,156
4.8	4.7	4.7
0.0	0.2	0.7
0.7		

Demand					2017									2018					ı
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
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	
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	
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	
% Chg																			
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	
Al Morth	4.0	2.0	4.0	0.4	2.5	40.0	4.0	0.0	F 4	2.7	4.0	2.4	0.0	7.4	44.4	0.5	0.4	0.7	1

	Year To Date			Running 12 Month
2016	2017	2018	2016	2017
180,027	174,117	179,322	232,89	5 226,630
3,534,633	3,610,184	3,833,509	4,578,6	27 4,672,040
5.1	4.8	4.7	5.1	4.9
2.6	-3.3	3.0	2.9	-2 7

6.0

2010	2017	2010
232,895	226,630	233,255
4,578,627	4,672,040	4,943,267
5.1	4.9	4.7
2.9	-2.7	2.9

Revenue					2017									2018				
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
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
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
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
% Chg																		
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
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

	Year To Date	
2016	2017	2018
17,821,405	17,712,323	18,773,797
279,702,109	294,889,176	324,371,136
6.4	6.0	5.8

Running 12 Month											
2016	2017	2018									
22,894,353	22,893,942	24,105,187									
361,881,903	382,260,667	416,944,801									
6.3	6.0	5.8									
5.0	0.0	5.3									

A blank row indicates insufficient data.

Tab 4 - Response Lauderdale County, AL

Florence/Lauderdale Tourism

For the Month of September 2018

								2016	2017 2018																						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date		Chg in Rms	J	- М	A N	ر _ا ا	JA	s	0 1	ı D	J F	. м	A	ΛJ	J	AS	5 0	N I	J	F	мА	М	JJ	A	s o	N D
34664	Baymont Inn & Suites Florence Muscle Shoals	Florence, AL	35630	Dec 2012		64		-	-	-	\rightarrow	-	-	-	-	-	$\overline{}$	-	-	-	_	$\overline{}$	_	-	-	-	-			-	
	Closed - Independent Economy Inn	Florence, AL	35630		Jun 1985	0	Υ																						П		
19299	Closed Homestead Executive Inn	Florence, AL	35630	Apr 2005	Jun 1985	0	Υ																								
5356	Closed Knights Inn Florence	Florence, AL	35630	Jan 1999		0	Υ													П											
60265	Comfort Suites Florence	Florence, AL	35630	Jun 2010	Jun 2010	68					•		•		•		•		•	•		•		•	•	• •	•				
27043	Days Inn Florence Downtown	Florence, AL	35630	Aug 2014	Jun 1964	64	Υ			• •	•		•	• •	•		•		•	•	• •	•		•	•	• •	•				
10475	Florence Inn & Suites	Florence, AL	35630	Dec 2017	Jun 1975	70		0 0	0 0	0 0	0	0 0	0	0 0	0	0 0	0	0 0	0	0	0 0	0	0								
66958	GunRunner Hotel	Florence, AL	35630	Jul 2017	Jul 2017	10																									
36723	Hampton Inn Florence Midtown	Florence, AL	35630	Jul 1998	Jul 1998	90		• •		• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	• •			
56872	Hampton Inn Suites Florence Downtown	Florence, AL	35630	Nov 2007	Nov 2007	88		• •		• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•		• •	•	• •			
59876	Holiday Inn Express & Suites Florence Northeast	Florence, AL	35630	Jan 2010	Jan 2010	79		• •		• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	• •			
53518	Marriott Shoals Hotel & Spa	Florence, AL	35630	Jun 2005	Jun 2005	199		• •		• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	• •	• 4		
39061	Quality Inn Florence	Florence, AL	35630	May 2010	Oct 1999	47		• •		• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	• •		•	
60430	Residence Inn Florence	Florence, AL	35630	Jun 2010	Jun 2010	110		• •		• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•		• •	•	• •			
30004	Americas Best Value Inn & Suites Killen Florence	Killen, AL	35645	Feb 2017	Jan 1989	34		• •		• •	•	• •	•	• •	0	0 0	0	0 0	0	0	0 0	0	0 0	0	0	0 0	0	0 0	0 1	5	
47003	Economy Inn	Rogersville, AL	35652	Jun 1980	Jun 1980	55																									
10476	Joe Wheeler State Park Resort	Rogersville, AL	35652	Jun 1974	Jun 1974	75																									
			Total Prope	erties:	17	1053		- Monthly data received by STR																							

- Monthly and daily data received by STR Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

A blank row indicates insufficient data.

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