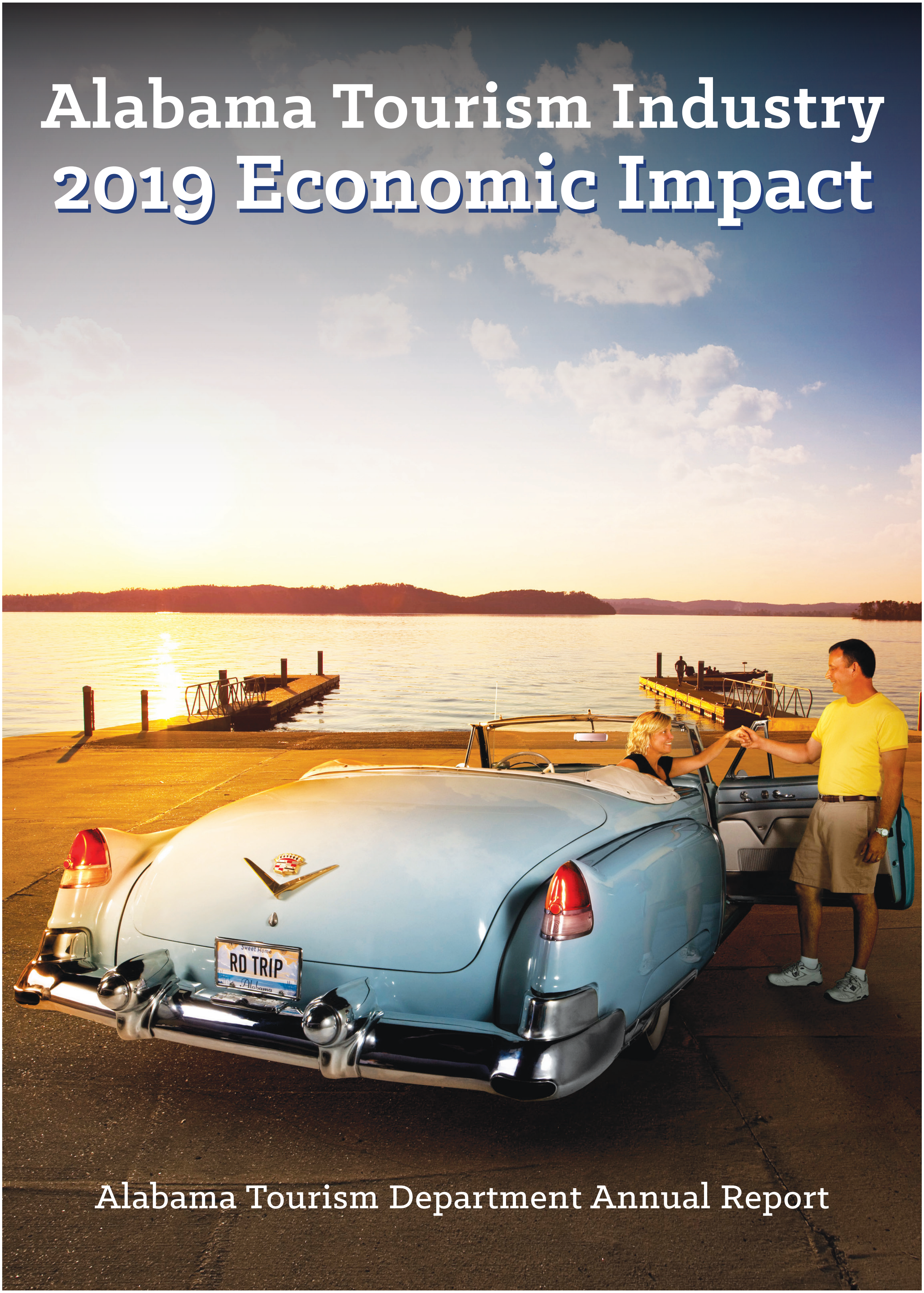
Alabama Tourism Industry
2019 Economic Impact



Alabama Tourism Department Annual Report

KAY IVEY
GOVERNOR

Alabama Tourism Department

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2019 record traveler expenditures near $17 billion

By Lee Sentell

Twenty-eight million tourists spent **a record $16.8 billion** while vacationing in Alabama in 2019, thanks to **the arrival of more than a million additional guests** who spent a billion dollars more than tourists the previous year.

For the first time guests **paid more than one billion dollars in taxes to state and local governments**, dollars which saved the average state family an estimated $537 a year in taxes. With growth at nearly 8 percent, it was the third consecutive year **that travel expenditures grew by more than a billion dollars**.

The travel and hospitality industry **employed more than 200,000 workers for the first time** in 2019. The economic impact analysis using a model developed by Dr. Keivan Deravi demonstrated that some 140,705 direct jobs led to the creation of 67,918 additional or indirect jobs. The analysis said that every $119,237 in travel industry spending creates one direct job in Alabama.

The state's tourists' expenditures have **grown by 85 percent in the decade** since the Deepwater Horizon oil spill, setting records during each of the succeeding nine years.

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ECONOMIC IMPACT
ALABAMA TRAVEL INDUSTRY 2019

Sweet Home Alabama

Tourism helped fund **208,623** jobs last year. Every **$119,237** of expenditures in the travel industry creates one direct job in Alabama. For every two direct jobs created, the Alabama economy indirectly creates one additional job.

$61,634,711 of Alabama's 4% state lodging tax goes to the state's General Fund.

EXECUTIVE SUMMARY

- Travelers are estimated to have spent $16.8 billion in Alabama in 2019. This represents an increase of 7.8 percent as compared to 2018 spending.

- Based on the primary and secondary data, it is estimated that more than 28.7 million people visited the State of Alabama during 2019.

- In 2019, more than $1 billion of state and local tax revenues were generated by travel and tourism activities. Without those taxes, each household in Alabama would have had to pay $537 in additional taxes to maintain current service levels.

- Travel industry expenditures represent 7.5 percent of Alabama's Gross Domestic Product – overall production – in 2019.

- An estimated 208,623 jobs – 10.1 percent of non-agricultural employment in Alabama – were directly or indirectly attributable to the travel and tourism industry.

- The total impact of the travel and tourism industry on Alabama's earnings in 2019 is estimated to be $5.7 billion.

- Every $119,237 of travel-related expenditures creates one direct job in Alabama.

- For every $1 in Alabama's travel-related expenditures, the state retains a total of $0.34.

- The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile, and Montgomery, accounting for 67 percent of the total number of visitors to the state.

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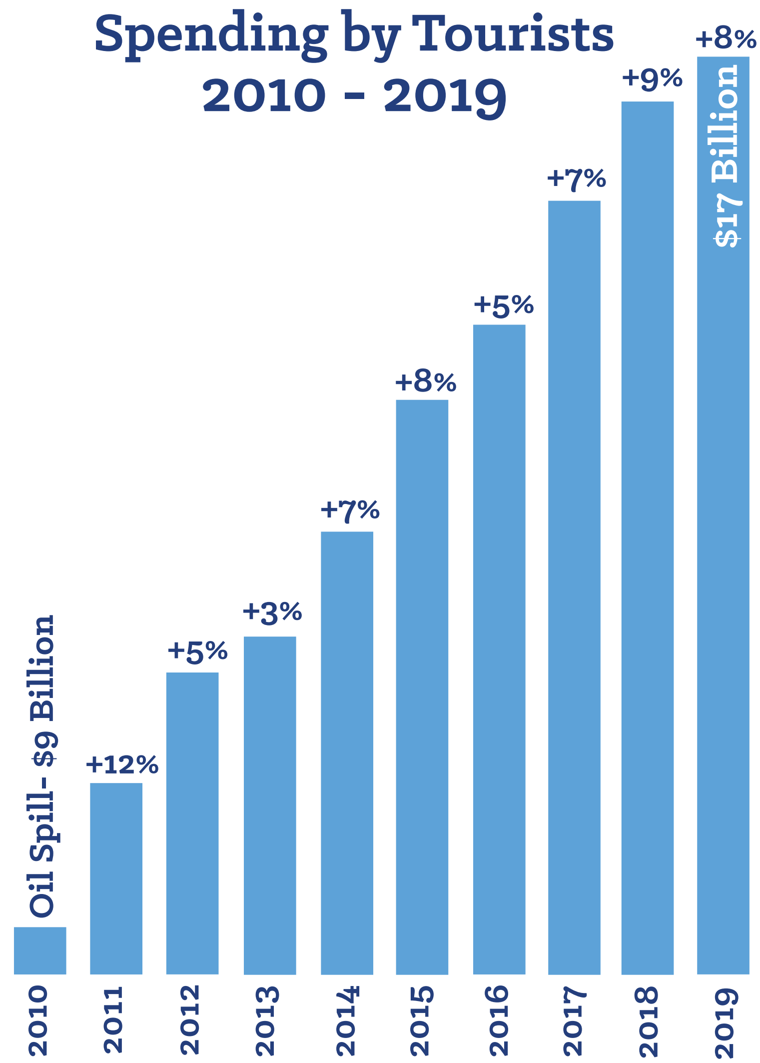

Year	Expenditure Amount ($)
2003	6,827,262,068
2004	7,351,692,906
2005	7,508,600,725
2006	8,464,797,584
2007	9,333,356,043
2008	9,599,370,556
2009	9,303,501,738
2010	9,074,704,379
2011	10,156,511,225
2012	10,666,782,091
2013	10,992,687,443
2014	11,790,985,168
2015	12,696,882,066
2016	13,387,327,118
2017	14,334,047,620
2018	15,558,256,428
2019	16,777,421,546

INTRODUCTION

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2019. Information sources used to prepare this report included primary data, detailed monthly lodging tax data, copies of previously commissioned economic impact studies, and other relevant information and publications. State lodging tax data analyzed for this report was on a “by month of expenditure” basis. The data was provided by the Alabama Department of Revenue. This study also used information obtained from selected issues of “Impact of Travel on State Economies” (The Research Department of the U.S. Travel Association [USTA]). Any, and all, revisions in travel industry multipliers or adjustments in primary data by USTA have been incorporated into the Alabama 2019 report.

Additional sources of information were used in preparing the 2019 economic impact study. Information on hotel occupancy rates and lodging revenue generation was obtained from Smith Travel Research. The results of field-intercept surveys that were conducted in previous years at locations and events throughout the state were also utilized.

Economic impact analysis was performed using a model developed by Dr. Keivan Deravi, President of Economics Research Services, Inc., an Alabama based consulting firm, and a retired professor of economics. This model, designed for the Alabama Tourism Department and the State of Alabama, uses Alabama industry multipliers developed by the Regional Input-Output Modeling System, United States Department of Commerce, Economic and Statistical Division, Bureau of Economic Analysis and the Regional Economic Analysis Division.

Data collection and report compilation was done by Alabama Tourism Department staff member Pam Smith.

We wish to express our appreciation and thanks to Dr. Deravi for his assistance in the preparation of this report.

April 16, 2020

ESTIMATES OF THE NUMBER OF VISITORS, HOTEL AND MOTEL OCCUPANCY RATES, AND AVERAGE ROOM RATES FOR THE STATE OF ALABAMA

The detailed information pertaining to hotel and motel occupancy rates, average room rates, room demand, and room revenue was obtained from Smith Travel Research (STR). STR data and venue survey results obtained from site-intercept studies conducted from 2000 to 2005 were used to estimate the number of visitors for the State and for the top five counties in terms of travel expenditures. More specifically, the room demand for calendar year 2019, the average number of nights staying in the area, and the average number of people in a party were used to estimate the total number of visitors who used the lodging establishments. The data was then adjusted to include the number of people who chose not to stay overnight. This information was obtained from previous years' venue survey research.The results are shown in *Table 1* and *Table 2*.

TABLE 1
ESTIMATED TOTAL NUMBER OF VISITORS FOR THE STATE OF ALABAMA AND SELECTED COUNTIES

COUNTY	TOTAL NUMBER OF VISITORS		NUMBER OF TRAVELERS STAYING IN HOTELS AND MOTEL ACCOMMODATIONS	
	2018	2019	2018	2019
BALDWIN	6,574,308	6,880,489	1,757,345	1,876,702
JEFFERSON	3,464,526	3,551,223	2,206,903	2,262,129
MOBILE	3,296,924	3,336,851	1,918,810	1,942,047
MADISON	3,350,090	3,657,178	2,328,313	2,541,739
MONTGOMERY	1,922,087	1,964,373	1,170,609	1,196,362
OTHER COUNTIES	9,117,199	9,343,292	9,683,860	9,940,221
STATE OF ALABAMA	**27,725,134**	**28,733,406**	**19,065,839**	**19,759,201**

Source: Smith Travel Research

TABLE 2
AVERAGE HOTEL OCCUPANCY RATES AND ROOM RATES FOR THE STATE OF ALABAMA AND SELECTED COUNTIES

COUNTY	AVERAGE OCCUPANCY RATE (%)		AVERAGE ROOM RATE ($)		ROOM SUPPLY (HOTELS AND MOTELS) ANNUAL MONTHLY AVERAGE*	
	2018	2019	2018	2019	2018	2019
BALDWIN**	61.9	60.6	127	134	177,659	190,404
JEFFERSON	65.8	66.6	94	96	427,477	435,805
MADISON	66.9	70.5	87	92	208,418	216,455
MOBILE	63.3	61.0	81	82	226,712	238,065
MONTGOMERY	66.7	67.1	82	85	191,493	194,458
STATE OF ALABAMA	**62.4**	**63.3**	**88**	**91**	**2,270,054**	**2,322,911**

*Room Supply is the number of rooms available multiplied by the number of days in a month.
**(Hotels only)

It is estimated that more than 28.7 million visitors made Alabama their travel destination in 2019. It is also estimated that Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, 67 percent of the travelers chose these counties as their destination.

TRAVEL INDUSTRY EXPENDITURES IN ALABAMA

In 2019, it is estimated that travelers spent more than $16.7 billion in Alabama. This represents an increase of 7.8 percent as compared to 2018 spending, as shown in *Table 3*.

TABLE 3
TRAVEL EXPENDITURES IN ALABAMA

YEAR	EXPENDITURES	CHANGE
2019	$16,777,421,546	7.8%
2018	$15,558,256,428	8.5%
2017	$14,334,047,620	----

In order to compare the growth of travel industry expenditures to Alabama's overall economy, travel expenditures for 2017 through 2019 were adjusted for inflation and then compared to the growth rates in the state's Gross Domestic Product and the service sector.

TABLE 4
REAL RATES OF GROWTH IN 2017-2019*

YEAR	ALABAMA GROSS DOMESTIC PRODUCT	SERVICES	TRAVEL INDUSTRY
2019	1.7%	2.3%	7.4%
2018	1.9%	1.8%	7.8%
2017	1.2%	1.2%	6.4%

As shown in *Table 4*, growth in the travel industry for 2019 is greater than growth in the Alabama Gross Domestic Product and in the service sector.

Documenting the travel industry's importance and its contribution to the state economy, this report notes that travel-related expenditures represent 7.4 percent of all statewide economic activities in Alabama.

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*Source: Bureau of Economic Analysis (BEA), U.S. Department of Commerce. For the Alabama Gross Domestic Product and Service percentage changes, the 2017 and 2018 numbers are actual numbers and the 2019 figures are our estimates.

In *Table 5*, direct travel expenditures in Alabama are listed by category. This serves to identify the industries most impacted by travel and tourism spending.

TABLE 5
TRAVEL EXPENDITURES BY CATEGORY - 2019

	EXPENDITURES	SHARE OF TOTAL
LODGING FACILITIES	$2,237,759,853	13%
EATING AND DRINKING ESTABLISHMENTS	$4,489,113,468	27%
GENERAL RETAIL	$1,642,579,623	10%
ENTERTAINMENT	$1,607,235,840	9%
PUBLIC TRANSPORTATION	$2,462,056,932	15%
AUTO TRANSPORTATION	$4,338,675,830	26%
TOTAL	**$16,777,421,546**	**100%**

The largest single travel expenditure was made on eating and drinking. This category (food services in general) accounted for 27 percent of all the travel and tourism spending in the state. Transportation and lodging were the next largest travel expenditure categories.

TRAVEL - GENERATED EMPLOYMENT

In 2019, an estimated 140,705 Alabama jobs were directly attributable to the travel industry. These jobs were created in direct response to services demanded by travelers in the state. The employment industry breakdown is presented in *Table 6*.

Table 6 indicates that the biggest beneficiaries of travel-related employment were eating and drinking establishments. This sector accounted for 54 percent of all the travel-related jobs created in the state in 2019. Other industries that benefited strongly were lodging facilities and entertainment.

TABLE 6
TRAVEL-RELATED DIRECT EMPLOYMENT - 2019

	PERSONS EMPLOYED	SHARE OF TOTAL
LODGING FACILITIES	28,534	20%
EATING AND DRINKING ESTABLISHMENTS	75,944	54%
GENERAL RETAIL	8,840	6%
ENTERTAINMENT	17,525	13%
PUBLIC TRANSPORTATION	3,650	3%
AUTO TRANSPORTATION	6,212	4%
TOTAL	**140,705**	**100%**

The job creation process, however, does not end with direct employment. Each job created by travel provided income for those employed in the above sub-sectors of the economy. This income generated expenditures, which in turn, created additional demand for goods and services and thus, more jobs in the state.

This indirect job creation is known as the multiplier effect or economic impact. *Table 7* shows the direct, indirect, and overall job impact of the travel industry on Alabama employment.

According to *Table 7*, the 140,705 direct jobs led to the creation of 67,918 additional, or indirect, jobs in the state in 2019.

TABLE 7
TRAVEL INDUSTRY TOTAL (IMPACT) EMPLOYMENT - 2019

	DIRECT	INDIRECT OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	28,534	18,019	46,553
EATING AND DRINKING ESTABLISHMENTS	75,944	28,624	104,568
GENERAL RETAIL	8,840	3,930	12,770
ENTERTAINMENT	17,525	6,763	24,288
PUBLIC TRANSPORTATION	3,650	1,377	5,027
AUTO TRANSPORTATION	6,212	9,205	15,417
TOTAL	**140,705**	**67,918**	**208,623**

This overall job creation impact of 208,623 jobs is impressive. According to this analysis, 10.1 percent of all the non-agricultural employment in the State of Alabama in 2019 was directly and indirectly associated with the state's travel industry.*

Furthermore, the analysis shows that every $119,237 in travel industry spending creates one direct job in Alabama. Finally, for every two direct jobs created, the Alabama economy indirectly creates one additional job.

TRAVEL-GENERATED EARNINGS

Travel expenditures in Alabama lead to employment, which in turn leads to additional earnings. Travel industry direct earnings for Alabama in 2019 are presented in *Table 8*.

TABLE 8
TRAVEL-RELATED DIRECT EARNINGS - 2019

	EARNINGS	SHARE OF TOTAL
LODGING FACILITIES	$636,922,398	20%
EATING AND DRINKING ESTABLISHMENTS	$1,337,420,179	42%
GENERAL RETAIL	$204,212,602	6%
ENTERTAINMENT	$461,580,758	14%
PUBLIC TRANSPORTATION	$354,066,307	11%
AUTO TRANSPORTATION	$208,124,165	7%
TOTAL	**$3,202,326,409**	**100%**

*The 2019 Alabama state non-agricultural employment was 2,072,600. This information was provided by the Alabama Department of Industrial Relations – Labor Market Division.

It is estimated that, in 2019, the travel industry was responsible for generating over $3.2 billion in direct earnings in Alabama. The growth rate in direct travel-related earnings shows an increase of 6.1 percent as compared to 2018.

Again, the largest beneficiaries appear to be eating and drinking establishments and lodging facilities. The overall impact of travel expenditures on earnings is presented in *Table 9*.

TABLE 9
TRAVEL INDUSTRY TOTAL (IMPACT) EARNINGS - 2019

	DIRECT	**INDIRECT (OTHER INDUSTRIES)**	**TOTAL**
LODGING FACILITIES	$636,922,398	$559,472,635	$1,196,395,033
EATING AND DRINKING ESTABLISHMENTS	$1,337,420,179	$1,044,391,417	$2,381,811,596
GENERAL RETAIL	$204,212,602	$128,306,777	$332,519,379
ENTERTAINMENT	$461,580,758	$329,014,764	$790,595,522
PUBLIC TRANSPORTATION	$354,066,307	$304,107,551	$658,173,858
AUTO TRANSPORTATION	$208,124,165	$178,757,847	$386,882,012
TOTAL	**$3,202,326,409**	**$2,544,050,991**	**$5,746,377,400**

The total impact of the travel industry on Alabama's earning power is estimated at over $5.7 billion for 2019. This includes direct earnings of over $3.2 billion and an indirect impact of more than $2.5 billion. This suggests that the industry was responsible for 4.1 percent of total earnings in the state in 2019.

Additionally, every $1 in travel-related spending translates to $0.19 in direct earnings. The indirect impact is estimated to amount to an additional $0.15 in earnings, bringing the total to $0.34.

This suggests that for every $1 in travel-related expenditures, the state directly and indirectly retains $0.34 in earnings for its citizens.

TRAVEL-GENERATED TAX REVENUE

Table 10 highlights the impact of travel-related industries on state and local government revenues.

TABLE 10
GOVERNMENT REVENUE ASSOCIATED WITH TRAVEL INDUSTRY 2017-2019

YEAR	STATE REVENUE	LOCAL REVENUE	TOTAL	% CHANGE
2019	$722,711,634	$289,761,139	$1,012,472,773	6.1%
2018	$681,125,686	$273,087,834	$954,213,520	8.5%
2017	$627,530,987	$251,599,787	$879,130,774	----

We estimate that in 2019, more than $1 billion in tax revenues were realized, primarily due to travel-related activities. These revenues were in the form of income, sales, excise, property, and corporate income taxes. Without those taxes, each household in Alabama would have had to pay $537 in additional taxes to maintain current service levels.*

As a result, we estimate that every $1 in travel-related spending resulted in $0.04 and $0.02 in tax revenue for state and local governments, respectively.

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*The U.S. Census 2010 number of Alabama households was 1,883,791. This information was provided by the U.S. Census Bureau.

ALABAMA TRAVEL DATA BY REGION

The following is a comparison of Alabama travel data tabulated according to the four Alabama regional tourism divisions:

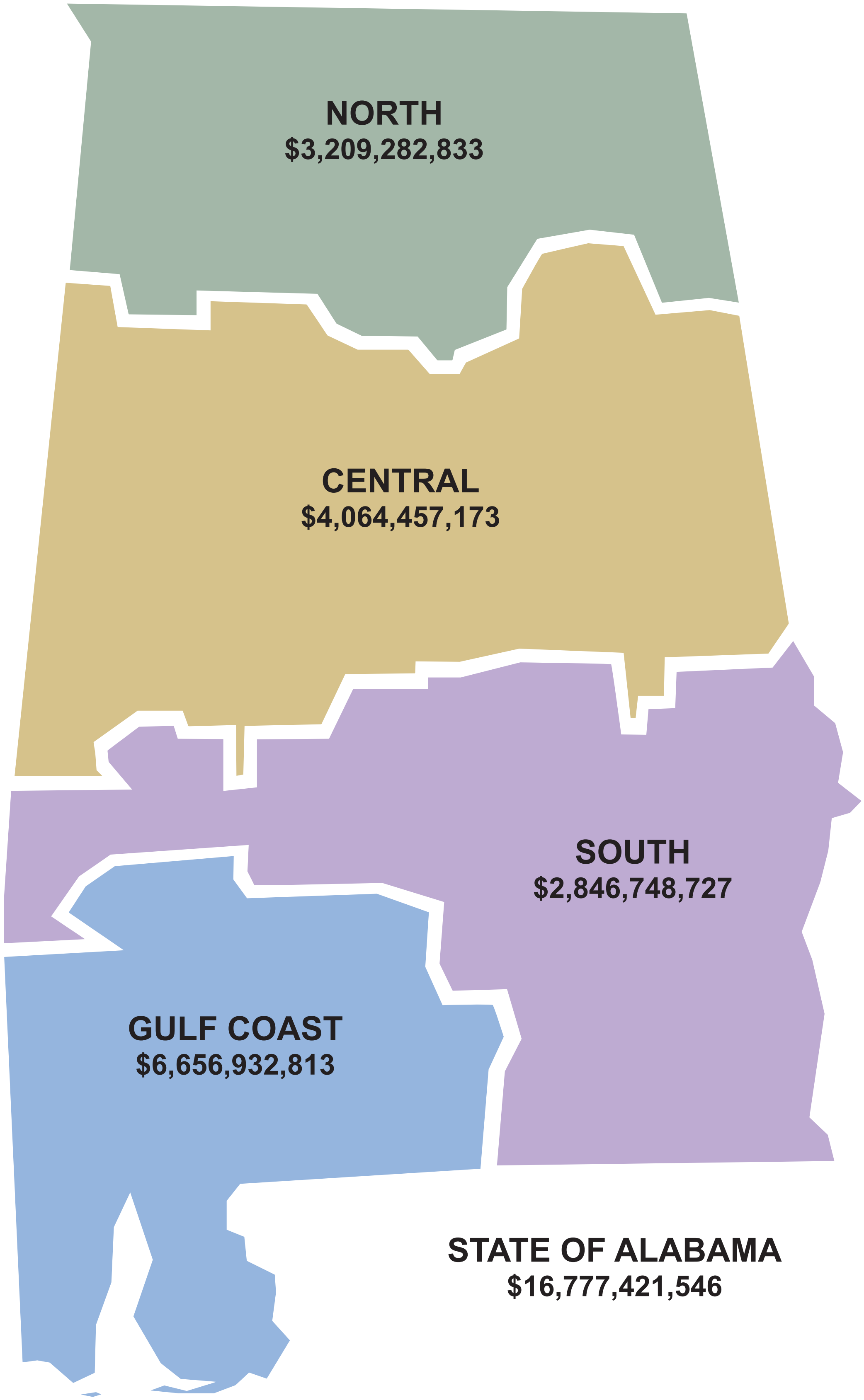
TABLE 11
ALABAMA REGIONAL TOURISM DATA

TOTAL EXPENDITURES ($)	2018	2019	GROWTH	PERCENTAGE OF STATE TOTAL
NORTH REGION	2,926,299,074	3,209,282,833	9.7%	19.1%
CENTRAL REGION	3,874,496,863	4,064,457,173	4.9%	24.2%
SOUTH REGION	2,592,921,401	2,846,748,727	9.8%	17.0%
GULF COAST REGION	6,164,539,090	6,656,932,813	8.0%	39.7%
STATE OF ALABAMA	15,558,256,428	16,777,421,546	7.8%	100.0%

TRAVEL-RELATED EARNINGS ($)	2018	2019	GROWTH	PERCENTAGE OF STATE TOTAL
NORTH REGION	910,654,764	986,932,884	8.4%	17.2%
CENTRAL REGION	1,400,126,892	1,470,554,837	5.0%	25.6%
SOUTH REGION	962,255,340	1,055,544,629	9.7%	18.4%
GULF COAST REGION	2,142,046,336	2,233,345,051	4.3%	38.9%
STATE OF ALABAMA	5,415,083,332	5,746,377,400	6.1%	100.0%

TRAVEL-RELATED EMPLOYMENT	2018	2019	GROWTH	PERCENTAGE OF STATE TOTAL
TOTAL – DIRECT AND INDIRECT				
NORTH REGION	35,084	37,644	7.3%	18.0%
CENTRAL REGION	54,425	56,455	3.7%	27.1%
SOUTH REGION	36,156	39,415	9.0%	18.9%
GULF COAST REGION	73,225	75,109	2.6%	36.0%
STATE OF ALABAMA	198,890	208,623	4.9%	100.0%
DIRECT				
NORTH REGION	23,617	25,341	7.3%	18.0%
CENTRAL REGION	36,642	38,021	3.8%	27.0%
SOUTH REGION	24,349	26,544	9.0%	18.9%
GULF COAST REGION	49,374	50,799	2.9%	36.1%
STATE OF ALABAMA	133,982	140,705	5.0%	100.0%

FIGURE 2
2019 TRAVEL-RELATED TOTAL EXPENDITURES BY ALABAMA TRAVEL REGION



TRAVEL-GENERATED EMPLOYMENT: COUNTY-BY-COUNTY BASIS

Total travel-generated employment in 2019 was distributed on a county-by-county level on the basis of each county's share of total lodging expenditures. The results are reported in tables on the following pages, as explained below:

Table 12, on page 13, represents direct travel-generated employment for each county and the rate of annual change.

Table 13, on page 15, represents travel-generated total employment (both direct and indirect) in each county and the rate of annual change.

Table 14, on page 17, ranks the counties in Alabama, from greatest to least, based on the benefit received from travel-generated total employment in the state.

Table 15, on page 19, shows the 43 counties with the highest growth rate in travel-generated total employment.

Several conclusions can be drawn from the information presented in *Tables 12 through 15*, which are as follows:

- Baldwin and Jefferson counties are, by far, the largest travel-concentrated counties in the state, accounting for 42 percent of all travel-related employment.

- Seven counties: Baldwin, Jefferson, Madison, Mobile, Montgomery, Shelby, and Tuscaloosa account for 154,831 travel-related workers, which is 74 percent of all travel-generated employment.

OTHER TABLE LISTINGS:

Table 16, on page 21, provides the ratio of county quarterly-to-annual state lodging tax in 2019.

Table 17, on page 23, shows the metropolitan statistical area (MSA) share of state lodging tax per MSA.

Table 18, on page 23, shows the distribution of state lodging tax among designated demographic areas.

Additional information on *Tables 16 through 18* will be provided in the following section, starting on page 21.

Table 19, on page 24 and 25, shows travel-related earnings by county, including the annual growth rate.

Table 20, on page 26 and 27, shows travel-related expenditures by county.

Table 21, on page 28 and 29, contains annual state lodging tax data and provides the amount and percentage of annual change.

TABLE 12
DIRECT TRAVEL-RELATED EMPLOYMENT
BY COUNTY

COUNTY	2017	2018	2019	2018-2019 RATE OF GROWTH
AUTAUGA	265	272	304	11.8%
BALDWIN	34,120	35,866	36,762	2.5%
BARBOUR	521	599	673	12.4%
BIBB*	----	----	21	----
BLOUNT	83	82	72	-12.2%
BULLOCK*	----	----	11	----
BUTLER	475	499	550	10.2%
CALHOUN	718	741	704	-5.0%
CHAMBERS	318	293	281	-4.1%
CHEROKEE	121	131	139	6.1%
CHILTON	377	367	417	13.6%
CHOCTAW	47	56	64	14.3%
CLARKE	362	392	452	15.3%
CLAY	13	17	20	17.6%
CLEBURNE	132	147	145	-1.4%
COFFEE	675	729	816	11.9%
COLBERT	541	594	663	11.6%
CONECUH	194	205	203	-1.0%
COOSA	42	44	39	-11.4%
COVINGTON	385	455	513	12.7%
CRENSHAW	15	18	19	5.6%
CULLMAN	1,037	1,155	1,150	-0.4%
DALE	494	568	606	6.7%
DALLAS	661	692	802	15.9%
DEKALB	722	743	829	11.6%
ELMORE	1,571	1,782	2,064	15.8%
ESCAMBIA	571	550	548	-0.4%
ETOWAH	1,215	1,242	1,293	4.1%
FAYETTE	28	29	27	-6.9%
FRANKLIN	184	162	160	-1.2%
GENEVA	33	38	43	13.2%
GREENE	93	86	97	12.8%
HALE*	----	----	9	----
HENRY	18	30	31	3.3%
HOUSTON	2,658	2,852	3,174	11.3%
JACKSON	470	539	580	7.6%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 12 (CONTINUED)
DIRECT TRAVEL-RELATED EMPLOYMENT
BY COUNTY

COUNTY	2017	2018	2019	2018-2019 RATE OF GROWTH
JEFFERSON	19,550	21,078	21,969	4.2%
LAMAR	8	10	9	-10.0%
LAUDERDALE	1,919	1,971	1,970	-0.1%
LAWRENCE	107	106	103	-2.8%
LEE	4,275	4,316	4,764	10.4%
LIMESTONE	1,028	1,109	1,152	3.9%
LOWNDES*	----	----	----	----
MACON	129	95	126	32.6%
MADISON	11,086	11,619	12,773	9.9%
MARENGO	422	406	426	4.9%
MARION	311	333	318	-4.5%
MARSHALL	1,817	1,889	2,004	6.1%
MOBILE	11,564	12,136	12,563	3.5%
MONROE	236	216	261	20.8%
MONTGOMERY	8,265	9,303	9,721	4.5%
MORGAN	1,540	1,825	2,015	10.4%
PERRY	61	48	63	31.3%
PICKENS	29	30	36	20.0%
PIKE	649	736	820	11.4%
RANDOLPH	60	63	65	3.2%
RUSSELL	784	840	951	13.2%
SHELBY	4,287	4,463	4,610	3.3%
ST. CLAIR	843	868	903	4.0%
SUMTER	156	133	135	1.5%
TALLADEGA	946	1,116	1,076	-3.6%
TALLAPOOSA	664	614	665	8.3%
TUSCALOOSA	5,232	5,862	6,079	3.7%
WALKER	601	633	651	2.8%
WASHINGTON	11	9	10	11.1%
WILCOX	62	63	66	4.8%
WINSTON	114	117	120	2.6%
STATE TOTAL	**125,915**	**133,982**	**140,705**	**5.0%**

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 13
TOTAL (DIRECT AND INDIRECT)
TRAVEL-RELATED EMPLOYMENT BY COUNTY

COUNTY	2017	2018	2019	2018-2019 RATE OF GROWTH
AUTAUGA	394	403	452	12.2%
BALDWIN	50,574	53,161	54,262	2.1%
BARBOUR	773	890	1,000	12.4%
BIBB*	----	----	21	----
BLOUNT	123	121	108	-10.7%
BULLOCK *	----	----	11	----
BUTLER	706	741	817	10.3%
CALHOUN	1,078	1,112	1,056	-5.0%
CHAMBERS	473	436	417	-4.4%
CHEROKEE	180	195	206	5.6%
CHILTON	560	545	619	13.6%
CHOCTAW	71	84	97	15.5%
CLARKE	538	582	671	15.3%
CLAY	19	25	30	20.0%
CLEBURNE	187	209	205	-1.9%
COFFEE	1,003	1,082	1,211	11.9%
COLBERT	809	889	991	11.5%
CONECUH	288	304	302	-0.7%
COOSA	63	65	58	-10.8%
COVINGTON	572	676	762	12.7%
CRENSHAW	22	26	29	11.5%
CULLMAN	1,540	1,715	1,708	-0.4%
DALE	734	843	900	6.8%
DALLAS	981	1,028	1,192	16.0%
DEKALB	1,073	1,104	1,231	11.5%
ELMORE	2,333	2,646	3,065	15.8%
ESCAMBIA	849	818	814	-0.5%
ETOWAH	1,804	1,845	1,920	4.1%
FAYETTE	42	44	41	-6.8%
FRANKLIN	273	241	237	-1.7%
GENEVA	49	56	63	12.5%
GREENE	138	129	144	11.6%
HALE*	----	----	9	----
HENRY	27	45	47	4.4%
HOUSTON	3,947	4,236	4,715	11.3%
JACKSON	703	807	868	7.6%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 13 (CONTINUED)
TOTAL (DIRECT AND INDIRECT)
TRAVEL-RELATED EMPLOYMENT BY COUNTY

COUNTY	2017	2018	2019	2018-2019 RATE OF GROWTH
JEFFERSON	29,035	31,305	32,628	4.2%
LAMAR	12	15	13	-13.3%
LAUDERDALE	2,849	2,927	2,926	0.0%
LAWRENCE	160	159	154	-3.1%
LEE	6,349	6,411	7,076	10.4%
LIMESTONE	1,527	1,647	1,711	3.9%
LOWNDES*	----	----	----	----
MACON	196	145	192	32.4%
MADISON	16,465	17,256	18,970	9.9%
MARENGO	615	591	620	4.9%
MARION	456	488	465	-4.7%
MARSHALL	2,698	2,805	2,977	6.1%
MOBILE	17,175	18,025	18,658	3.5%
MONROE	350	321	388	20.9%
MONTGOMERY	12,275	13,817	14,438	4.5%
MORGAN	2,287	2,711	2,993	10.4%
PERRY	90	71	94	32.4%
PICKENS	42	45	54	20.0%
PIKE	964	1,094	1,218	11.3%
RANDOLPH	89	94	96	2.1%
RUSSELL	1,164	1,248	1,412	13.1%
SHELBY	6,368	6,629	6,847	3.3%
ST. CLAIR	1,252	1,289	1,341	4.0%
SUMTER	232	197	200	1.5%
TALLADEGA	1,405	1,657	1,599	-3.5%
TALLAPOOSA	986	912	987	8.2%
TUSCALOOSA	7,770	8,706	9,028	3.7%
WALKER	892	940	968	3.0%
WASHINGTON	16	14	14	0.0%
WILCOX	92	94	98	4.3%
WINSTON	169	174	179	2.9%
STATE TOTAL	**186,906**	**198,890**	**208,623**	**4.9%**

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 14
TOTAL TRAVEL-RELATED EMPLOYMENT BY COUNTY
ORDERED BY SIZE

COUNTY	2019	SHARE OF TOTAL
BALDWIN	54,262	26.01%
JEFFERSON	32,628	15.64%
MADISON	18,970	9.09%
MOBILE	18,658	8.94%
MONTGOMERY	14,438	6.92%
TUSCALOOSA	9,028	4.33%
LEE	7,076	3.39%
SHELBY	6,847	3.28%
HOUSTON	4,715	2.26%
ELMORE	3,065	1.47%
MORGAN	2,993	1.43%
MARSHALL	2,977	1.43%
LAUDERDALE	2,926	1.40%
ETOWAH	1,920	0.92%
LIMESTONE	1,711	0.82%
CULLMAN	1,708	0.82%
TALLADEGA	1,599	0.77%
RUSSELL	1,412	0.68%
ST. CLAIR	1,341	0.64%
DEKALB	1,231	0.59%
PIKE	1,218	0.58%
COFFEE	1,211	0.58%
DALLAS	1,192	0.57%
CALHOUN	1,056	0.51%
BARBOUR	1,000	0.48%
COLBERT	991	0.48%
TALLAPOOSA	987	0.47%
WALKER	968	0.46%
DALE	900	0.43%
JACKSON	868	0.42%
BUTLER	817	0.39%
ESCAMBIA	814	0.39%

TABLE 14 (CONTINUED)
TOTAL TRAVEL-RELATED EMPLOYMENT BY COUNTY
ORDERED BY SIZE

COUNTY	2019	SHARE OF TOTAL
COVINGTON	762	0.37%
CLARKE	671	0.32%
MARENGO	620	0.30%
CHILTON	619	0.30%
MARION	465	0.22%
AUTAUGA	452	0.22%
CHAMBERS	417	0.20%
MONROE	388	0.19%
CONECUH	302	0.14%
FRANKLIN	237	0.11%
CHEROKEE	206	0.10%
CLEBURNE	205	0.10%
SUMTER	200	0.10%
MACON	192	0.09%
WINSTON	179	0.09%
LAWRENCE	154	0.07%
GREENE	144	0.07%
BLOUNT	108	0.05%
WILCOX	98	0.05%
CHOCTAW	97	0.05%
RANDOLPH	96	0.05%
PERRY	94	0.05%
GENEVA	63	0.03%
COOSA	58	0.03%
PICKENS	54	0.03%
HENRY	47	0.02%
FAYETTE	41	0.02%
CLAY	30	0.01%
CRENSHAW	29	0.01%
BIBB	21	0.01%
WASHINGTON	14	0.01%
LAMAR	13	0.01%
BULLOCK	11	0.01%
HALE	9	0.004%
STATE TOTAL	**208,623**	**100.00%**

TABLE 15
COUNTIES WITH LARGEST
TOTAL EMPLOYMENT GROWTH IN 2019

COUNTY	2017	2018	2019	2018-2019 RATE OF GROWTH
MACON	196	145	192	32.4%
PERRY	90	71	94	32.4%
MONROE	350	321	388	20.9%
CLAY	19	25	30	20.0%
PICKENS	42	45	54	20.0%
DALLAS	981	1,028	1,192	16.0%
ELMORE	2,333	2,646	3,065	15.8%
CHOCTAW	71	84	97	15.5%
CLARKE	538	582	671	15.3%
CHILTON	560	545	619	13.6%
RUSSELL	1,164	1,248	1,412	13.1%
COVINGTON	572	676	762	12.7%
GENEVA	49	56	63	12.5%
BARBOUR	773	890	1,000	12.4%
AUTAUGA	394	403	452	12.2%
COFFEE	1,003	1,082	1,211	11.9%
GREENE	138	129	144	11.6%
CRENSHAW	22	26	29	11.5%
DEKALB	1,073	1,104	1,231	11.5%
COLBERT	809	889	991	11.5%
PIKE	964	1,094	1,218	11.3%
HOUSTON	3,947	4,236	4,715	11.3%
MORGAN	2,287	2,711	2,993	10.4%
LEE	6,349	6,411	7,076	10.4%
BUTLER	706	741	817	10.3%
MADISON	16,465	17,256	18,970	9.9%
TALLAPOOSA	986	912	987	8.2%
JACKSON	703	807	868	7.6%
DALE	734	843	900	6.8%
MARSHALL	2,698	2,805	2,977	6.1%
CHEROKEE	180	195	206	5.6%
MARENGO	615	591	620	4.9%
MONTGOMERY	12,275	13,817	14,438	4.5%
HENRY	27	45	47	4.4%
WILCOX	92	94	98	4.3%
JEFFERSON	29,035	31,305	32,628	4.2%
ETOWAH	1,804	1,845	1,920	4.1%
ST. CLAIR	1,252	1,289	1,341	4.0%
LIMESTONE	1,527	1,647	1,711	3.9%
TUSCALOOSA	7,770	8,706	9,028	3.7%
MOBILE	17,175	18,025	18,658	3.5%
SHELBY	6,368	6,629	6,847	3.3%
WALKER	892	940	968	3.0%

LODGING TAX—SEASONAL AND DESIGNATED DEMOGRAPHIC AREA ANALYSES

SEASONAL ANALYSIS—Quarterly lodging tax collections were used to gain insight into the seasonal travel-related activities in each county and at the state level. The results are reported in *Table 16*, on page 21.

The graph *Alabama Lodging Tax by Quarter* illustrates the ratio of the state's quarterly lodging tax collection to its annual lodging tax.

• According to the graph, the combined second and third quarter period (April through September) appears to be the strongest travel-related season, with 59.5 percent of all state lodging taxes collected during this period.

• This graph also indicates that the first quarter (January through March) and the fourth quarter (October through December) were the least active travel and tourism periods, with 20.9 percent and 19.6 percent, respectively, of state lodging taxes being collected for each of these periods.

Table 16 represents the quarterly fluctuations for the seven counties in the state that have the highest levels of travel and tourism.

• Baldwin County shows the most seasonality in travel and tourism activities. Almost three-quarters (73 percent) of all 2019 lodging taxes in this county were collected in the second and third quarters. In the second and third quarters, 37 percent and 36 percent were collected, respectively.

• Of the seven major travel destinations in the state, all showed variations due to seasonality. Baldwin and Madison showed increased activity in the second and third quarters. Jefferson, Montgomery and Shelby had increased activity in the second quarter and Tuscaloosa had increased activity in the third quarter. Mobile showed increased activity in the first, second and third quarters.

TABLE 16
RATIO OF COUNTIES' QUARTERLY TO ANNUAL LODGING TAX

	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER
BALDWIN	16%	37%	36%	12%
JEFFERSON	24%	28%	25%	23%
MADISON	24%	27%	26%	23%
MOBILE	26%	27%	26%	20%
MONTGOMERY	24%	27%	25%	24%
SHELBY	22%	28%	25%	24%
TUSCALOOSA	21%	25%	28%	25%

DESIGNATED DEMOGRAPHIC AREA ANALYSIS – In order to analyze area differences that may exist in terms of travel and tourism activities in Alabama, state lodging tax collections were grouped by Metropolitan Statistical Areas (MSAs). At present, there are 11 MSAs located entirely in Alabama. These MSAs, and their counties, are as follows:

ANNISTON-OXFORD	CALHOUN
AUBURN-OPELIKA	LEE
BIRMINGHAM-HOOVER	BIBB, BLOUNT, CHILTON, JEFFERSON, ST. CLAIR, SHELBY AND WALKER
DECATUR	LAWRENCE AND MORGAN
DOTHAN	GENEVA, HENRY AND HOUSTON
FLORENCE-MUSCLE SHOALS	COLBERT AND LAUDERDALE
GADSDEN	ETOWAH
HUNTSVILLE	LIMESTONE AND MADISON
MOBILE	MOBILE
MONTGOMERY	AUTAUGA, ELMORE, LOWNDES AND MONTGOMERY
TUSCALOOSA	HALE, PICKENS AND TUSCALOOSA

The state lodging tax share, presented by MSA and designated demographic areas, is found in *Tables 17* and *18* on page 23.

Table 17 shows the state lodging tax share of each MSA relative to the total lodging tax for the state. This information can be summarized as follows:

• 58 percent of all the lodging tax in the state is collected in these 11 MSAs.

• The Birmingham-Hoover MSA is largest in terms of travel-related spending.

• Huntsville MSA is second, Mobile MSA is third and Montgomery MSA is fourth in terms of travel-related spending.

In *Table 18*, MSAs are combined to form Designated Demographic Areas. These are as follows:

NORTHERN AREA	DECATUR, FLORENCE-MUSCLE SHOALS, HUNTSVILLE AND GADSDEN
CENTRAL AREA	ANNISTON-OXFORD, AUBURN-OPELIKA, BIRMINGHAM-HOOVER, MONTGOMERY AND TUSCALOOSA
SOUTHERN AREA	DOTHAN AND MOBILE

Table 18 shows the lodging tax share of each area relative to the state. These results can be summarized as follows:

• The Central Area has the largest lodging tax share, with 33.4 percent of the state’s total.

• The Northern Area is second, in terms of travel and tourism activities, with 15.0 percent of the state’s total.

• The Southern Area is ranked third in comparison to the Central and Northern areas, with a 9.7 percent share of the state’s travel and tourism activities.

TABLE 17
STATE LODGING TAX:
MSA AS A PERCENT OF TOTAL STATE

MSA	2017	2018	2019
ANNISTON-OXFORD	1.7%	1.7%	1.4%
AUBURN-OPELIKA	3.2%	3.0%	3.1%
BIRMINGHAM-HOOVER	18.2%	17.6%	17.5%
DECATUR	1.6%	1.8%	1.8%
DOTHAN	2.0%	2.1%	2.1%
FLORENCE-MUSCLE SHOALS	2.0%	2.0%	1.9%
GADSDEN	1.1%	1.0%	1.0%
HUNTSVILLE	9.8%	9.8%	10.4%
MOBILE	7.9%	7.9%	7.5%
MONTGOMERY	6.8%	7.3%	7.3%
TUSCALOOSA	4.0%	4.2%	4.1%

TABLE 18
MSA STATE LODGING TAX BY DESIGNATED DEMOGRAPHIC AREAS

AREAS	2017	2018	2019
NORTHERN	14.5%	14.6%	15.0%
CENTRAL – TOTAL	33.9%	33.7%	33.4%
CENTRAL – ANNISTON-OXFORD, BIRMINGHAM-HOOVER AND TUSCALOOSA	23.9%	23.4%	23.0%
CENTRAL –AUBURN-OPELIKA AND MONTGOMERY	10.0%	10.3%	10.4%
SOUTHERN	9.8%	9.9%	9.7%

TABLE 19
TRAVEL-RELATED EARNINGS BY COUNTY
TOTAL (DIRECT AND INDIRECT)

COUNTY	2017	2018	2019	2018-2019 RATE OF GROWTH
AUTAUGA	12,088,429	12,192,909	13,796,816	13.2%
BALDWIN	1,496,917,898	1,623,161,354	1,690,943,563	4.2%
BARBOUR	18,253,364	21,806,690	24,729,102	13.4%
BIBB*	----	----	484,241	----
BLOUNT	2,970,787	2,945,333	2,628,328	-10.8%
BULLOCK*	----	----	244,805	----
BUTLER	18,286,128	20,000,273	22,529,611	12.6%
CALHOUN	27,197,348	28,405,758	26,991,482	-5.0%
CHAMBERS	12,079,989	10,310,523	10,048,640	-2.5%
CHEROKEE	5,623,502	6,712,797	7,295,429	8.7%
CHILTON	14,091,692	12,777,710	14,818,282	16.0%
CHOCTAW	1,732,136	2,245,185	2,623,242	16.8%
CLARKE	13,567,698	15,029,340	17,688,900	17.7%
CLAY	291,271	445,543	550,630	23.6%
CLEBURNE	4,514,385	5,212,143	5,206,545	-0.1%
COFFEE	25,114,201	27,227,115	30,583,639	12.3%
COLBERT	19,461,939	21,935,944	24,578,803	12.0%
CONECUH	6,596,781	7,265,022	7,346,792	1.1%
COOSA	1,362,074	1,447,498	1,321,739	-8.7%
COVINGTON	14,027,833	16,591,420	18,854,600	13.6%
CRENSHAW	496,519	617,179	682,830	10.6%
CULLMAN	38,728,417	44,255,485	45,146,648	2.0%
DALE	17,904,307	21,603,227	23,587,963	9.2%
DALLAS	23,956,847	25,744,374	30,458,397	18.3%
DEKALB	27,239,473	28,386,329	32,177,947	13.4%
ELMORE	57,501,385	66,757,890	79,054,863	18.4%
ESCAMBIA	21,819,452	20,995,495	21,234,213	1.1%
ETOWAH	44,187,162	45,768,998	48,475,224	5.9%
FAYETTE	986,586	1,026,585	987,974	-3.8%
FRANKLIN	6,964,053	6,084,247	6,122,207	0.6%
GENEVA	1,134,152	1,333,493	1,527,975	14.6%
GREENE	3,353,963	3,125,780	3,541,922	13.3%
HALE*	----	----	214,527	----
HENRY	709,028	1,113,613	1,212,043	8.8%
HOUSTON	104,859,558	112,343,217	125,685,621	11.9%
JACKSON	16,626,032	19,760,948	21,697,201	9.8%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 19 (CONTINUED)
TRAVEL-RELATED EARNINGS BY COUNTY
TOTAL (DIRECT AND INDIRECT)

COUNTY	2017	2018	2019	2018-2019 RATE OF GROWTH
JEFFERSON	757,735,297	825,910,412	870,631,935	5.4%
LAMAR	317,188	409,930	360,039	-12.2%
LAUDERDALE	69,694,742	71,574,464	72,412,751	1.2%
LAWRENCE	3,783,751	3,777,879	3,728,239	-1.3%
LEE	174,185,413	177,247,355	195,544,072	10.3%
LIMESTONE	37,576,505	41,588,821	43,858,282	5.5%
LOWNDES*	----	----	----	----
MACON	4,887,841	3,401,336	4,577,106	34.6%
MADISON	437,067,104	466,857,821	514,298,640	10.2%
MARENGO	14,303,201	13,827,034	14,580,242	5.4%
MARION1	1,065,292	12,121,019	11,859,637	-2.2%
MARSHALL	64,852,529	69,116,245	73,533,659	6.4%
MOBILE	436,617,448	468,130,416	486,939,288	4.0%
MONROE	7,749,594	7,125,161	8,834,858	24.0%
MONTGOMERY	321,973,252	376,085,587	394,512,617	4.9%
MORGAN	52,240,371	65,046,434	74,234,745	14.1%
PERRY	2,059,606	1,516,645	2,049,161	35.1%
PICKENS	1,113,289	1,160,060	1,418,436	22.3%
PIKE	23,352,322	27,347,365	30,706,826	12.3%
RANDOLPH	2,175,283	2,277,578	2,317,521	1.8%
RUSSELL	29,677,205	32,551,001	37,734,362	15.9%
SHELBY	152,338,162	158,136,123	167,240,896	5.8%
ST. CLAIR	29,449,805	30,220,472	31,823,951	5.3%
SUMTER	5,246,143	4,201,901	4,394,905	4.6%
TALLADEGA	31,537,919	39,035,464	38,611,951	-1.1%
TALLAPOOSA	21,539,129	19,999,955	22,164,010	10.8%
TUSCALOOSA	204,955,889	228,920,995	238,297,362	4.1%
WALKER	23,803,655	25,585,817	27,078,688	5.8%
WASHINGTON	380,951	339,548	357,436	5.3%
WILCOX	2,166,694	2,219,077	2,317,897	4.5%
WINSTON	4,504,955	4,722,000	4,885,144	3.5%
STATE TOTAL	**4,988,994,924**	**5,415,083,332**	**5,746,377,400**	**6.1%**

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 20
TRAVEL-RELATED EXPENDITURES BY COUNTY

COUNTY	2017	2018	2019	2018-2019 RATE OF GROWTH
AUTAUGA	33,699,211	33,995,154	38,049,277	11.9%
BALDWIN	4,438,873,738	4,768,868,631	5,203,742,264	9.1%
BARBOUR	50,885,351	60,799,416	67,479,508	11.0%
BIBB*	----	----	2,460,671	----
BLOUNT	8,158,077	8,075,361	7,170,685	-11.2%
BULLOCK*	----	----	1,243,978	----
BUTLER	46,974,328	51,760,018	56,678,319	9.5%
CALHOUN	90,866,140	95,186,543	89,273,378	-6.2%
CHAMBERS	35,176,568	30,247,949	28,452,646	-5.9%
CHEROKEE	20,518,980	24,500,958	26,201,254	6.9%
CHILTON	41,660,158	38,002,371	42,974,150	13.1%
CHOCTAW	4,828,718	6,259,820	7,275,245	16.2%
CLARKE	37,823,005	41,903,430	48,815,606	16.5%
CLAY	311,688	741,857	974,732	31.4%
CLEBURNE	10,833,830	12,780,746	12,709,691	-0.6%
COFFEE	68,510,591	75,912,149	85,072,883	12.1%
COLBERT	53,740,839	62,221,554	69,261,129	11.3%
CONECUH	18,640,156	20,255,668	20,040,160	-1.1%
COOSA	3,546,941	3,785,598	3,361,381	-11.2%
COVINGTON	42,428,858	52,192,811	59,088,500	13.2%
CRENSHAW	1,434,186	1,770,800	1,908,020	7.7%
CULLMAN	128,530,667	146,893,955	147,344,069	0.3%
DALE	52,413,753	63,984,871	67,805,431	6.0%
DALLAS	70,787,451	75,781,018	87,004,937	14.8%
DEKALB	85,786,441	89,692,842	99,832,289	11.3%
ELMORE	165,300,973	192,382,786	229,432,872	19.3%
ESCAMBIA	59,826,033	57,536,988	57,583,758	0.1%
ETOWAH	150,324,584	155,727,428	161,300,501	3.6%
FAYETTE	2,820,204	2,934,949	2,660,088	-9.4%
FRANKLIN	20,289,379	17,714,087	17,334,980	-2.1%
GENEVA	3,411,850	4,043,158	4,478,893	10.8%
GREENE	6,429,350	5,940,335	6,548,815	10.2%
HALE*	----	----	1,090,117	----
HENRY	1,976,574	5,606,695	5,820,194	3.8%
HOUSTON	284,815,138	312,474,525	349,780,050	11.9%
JACKSON	55,823,452	66,358,360	70,321,974	6.0%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 20 (CONTINUED)
TRAVEL-RELATED EXPENDITURES BY COUNTY

COUNTY	2017	2018	2019	2018-2019 RATE OF GROWTH
JEFFERSON	2,071,550,003	2,285,512,005	2,411,186,623	5.5%
LAMAR	884,233	1,142,929	943,226	-17.5%
LAUDERDALE	242,240,639	248,808,316	248,036,511	-0.3%
LAWRENCE	12,258,796	12,241,457	11,855,194	-3.2%
LEE	461,246,246	469,594,874	522,098,657	11.2%
LIMESTONE	124,933,081	138,292,135	145,077,678	4.9%
LOWNDES*	----	----	----	----
MACON	8,122,708	3,979,288	5,337,791	34.1%
MADISON	1,305,536,193	1,405,116,109	1,618,731,468	15.2%
MARENGO	38,372,499	37,050,179	38,234,942	3.2%
MARION	41,552,651	46,093,152	43,718,516	-5.2%
MARSHALL	224,794,257	238,831,138	251,297,066	5.2%
MOBILE	1,167,139,662	1,255,161,957	1,302,542,294	3.8%
MONROE	21,603,734	19,865,721	23,237,307	17.0%
MONTGOMERY	841,214,187	971,893,490	1,025,957,307	5.6%
MORGAN	209,875,893	252,566,773	278,475,422	10.3%
PERRY	6,492,058	4,228,572	5,548,108	31.2%
PICKENS	4,078,182	4,283,031	5,097,739	19.0%
PIKE	65,099,840	76,247,419	84,405,388	10.7%
RANDOLPH	6,064,089	6,350,135	6,562,043	3.3%
RUSSELL	82,731,872	90,755,720	103,033,427	13.5%
SHELBY	368,738,471	384,729,675	405,974,569	5.5%
ST. CLAIR	82,097,945	84,257,953	87,060,369	3.3%
SUMTER	16,125,687	12,716,083	12,698,213	-0.1%
TALLADEGA	87,919,032	108,835,106	104,247,939	-4.2%
TALLAPOOSA	65,048,110	60,765,685	65,297,970	7.5%
TUSCALOOSA	594,611,453	660,719,310	697,234,960	5.5%
WALKER	66,358,035	71,336,031	72,099,745	1.1%
WASHINGTON	1,061,986	946,695	971,424	2.6%
WILCOX	6,290,293	6,437,210	6,563,108	2.0%
WINSTON	12,558,573	13,165,449	13,324,097	1.2%
STATE TOTAL	**14,334,047,620**	**15,558,256,428**	**16,777,421,546**	**7.8%**

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 21
ANNUAL STATE LODGING TAX

COUNTY	2017	2018	2019	2018-2019 DOLLAR INCREASE/ DECREASE	2018-2019 RATE OF GROWTH
AUTAUGA	163,144	164,576	184,203	19,627	11.9%
BALDWIN	22,458,024	24,115,808	26,327,797	2,211,989	9.2%
BARBOUR	246,345	294,340	326,680	32,340	11.0%
BIBB**	----	----	12,371	----	----
BLOUNT*	42,985	42,549	37,782	-4,767	-11.2%
BULLOCK**	----	----	6,254	----	----
BUTLER	223,276	246,023	269,401	23,378	9.5%
CALHOUN	1,196,945	1,253,856	1,175,964	-77,892	-6.2%
CHAMBERS	171,887	147,804	139,032	-8,772	-5.9%
CHEROKEE*	99,742	119,098	127,363	8,265	6.9%
CHILTON	201,684	183,976	208,045	24,069	13.1%
CHOCTAW	24,276	31,470	36,575	5,105	16.2%
CLARKE	183,108	202,862	236,325	33,463	16.5%
CLAY	1,567	3,730	4,900	1,170	31.4%
CLEBURNE	54,466	64,254	63,896	-358	-0.6%
COFFEE	341,148	378,004	423,620	45,616	12.1%
COLBERT*	264,742	306,520	341,199	34,679	11.3%
CONECUH	93,711	101,833	100,749	-1,084	-1.1%
COOSA	17,832	19,032	16,899	-2,133	-11.2%
COVINGTON	183,753	226,039	255,903	29,864	13.2%
CRENSHAW	21,394	26,415	28,462	2,047	7.7%
CULLMAN*	641,462	733,109	735,355	2,246	0.3%
DALE	253,744	309,762	328,258	18,496	6.0%
DALLAS	215,652	230,865	265,058	34,193	14.8%
DEKALB*	438,400	458,363	510,179	51,816	11.3%
ELMORE	831,029	967,180	1,153,444	186,264	19.3%
ESCAMBIA	300,768	289,260	289,495	235	0.1%
ETOWAH*	752,396	779,438	807,332	27,894	3.6%
FAYETTE	13,827	14,390	13,042	-1,348	-9.4%
FRANKLIN*	126,289	110,259	107,899	-2,360	-2.1%
GENEVA	17,153	20,326	22,517	2,191	10.8%
GREENE	41,575	38,413	42,348	3,935	10.2%
HALE**	----	----	5,428	----	----
HENRY	9,937	28,187	29,260	1,073	3.8%
HOUSTON	1,378,839	1,512,743	1,693,346	180,603	11.9%

*Denotes the Alabama Mountain Lakes Tourist Association area counties with a 5 percent rate. The state lodging tax rate is 4 percent, except for counties in the AMLTA area.

**No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 21 (CONTINUED)
ANNUAL STATE LODGING TAX

COUNTY	2017	2018	2019	2018-2019 DOLLAR INCREASE/ DECREASE	2018-2019 RATE OF GROWTH
JACKSON*	343,731	408,600	433,006	24,406	6.0%
JEFFERSON	10,122,458	10,492,594	11,400,152	907,558	8.6%
LAMAR	4,445	5,746	4,742	-1,004	-17.5%
LAUDERDALE*	1,164,951	1,196,536	1,192,824	-3,712	-0.3%
LAWRENCE*	65,655	65,562	63,493	-2,069	-3.2%
LEE	2,232,973	2,273,390	2,527,570	254,180	11.2%
LIMESTONE*	622,383	688,934	722,738	33,804	4.9%
LOWNDES**	----	----	----	----	----
MACON	40,836	20,005	26,835	6,830	34.1%
MADISON*	6,300,834	6,781,431	7,812,390	1,030,959	15.2%
MARENGO	192,913	186,265	192,221	5,956	3.2%
MARION*	210,687	233,709	221,669	-12,040	-5.2%
MARSHALL*	736,563	782,557	823,403	40,846	5.2%
MOBILE	5,547,591	5,965,975	6,191,181	225,206	3.8%
MONROE	108,610	99,872	116,823	16,951	17.0%
MONTGOMERY	3,815,394	4,408,101	4,653,311	245,210	5.6%
MORGAN*	1,053,185	1,267,414	1,397,427	130,013	10.3%
PERRY	32,327	21,056	27,627	6,571	31.2%
PICKENS	13,087	13,745	16,359	2,614	19.0%
PIKE	327,281	383,324	424,337	41,013	10.7%
RANDOLPH	30,486	31,924	32,990	1,066	3.3%
RUSSELL	400,519	439,364	498,803	59,439	13.5%
SHELBY	1,768,749	1,845,455	1,947,362	101,907	5.5%
ST. CLAIR	412,737	423,596	437,685	14,089	3.3%
SUMTER	80,298	63,320	63,231	-89	-0.1%
TALLADEGA	421,726	522,056	500,052	-22,004	-4.2%
TALLAPOOSA	327,021	305,492	328,277	22,785	7.5%
TUSCALOOSA	2,826,278	3,140,499	3,314,063	173,564	5.5%
WALKER	333,607	358,633	362,472	3,839	1.1%
WASHINGTON	5,339	4,759	4,884	125	2.6%
WILCOX	31,027	31,752	32,373	621	2.0%
WINSTON*	78,169	81,947	82,934	987	1.2%
STATE TOTAL	**70,662,960**	**75,964,097**	**82,179,615**	**6,215,518**	**8.2%**

*Denotes the Alabama Mountain Lakes Tourist Association area counties with a 5 percent rate. The state lodging tax rate is 4 percent, except for counties in the AMLTA area.

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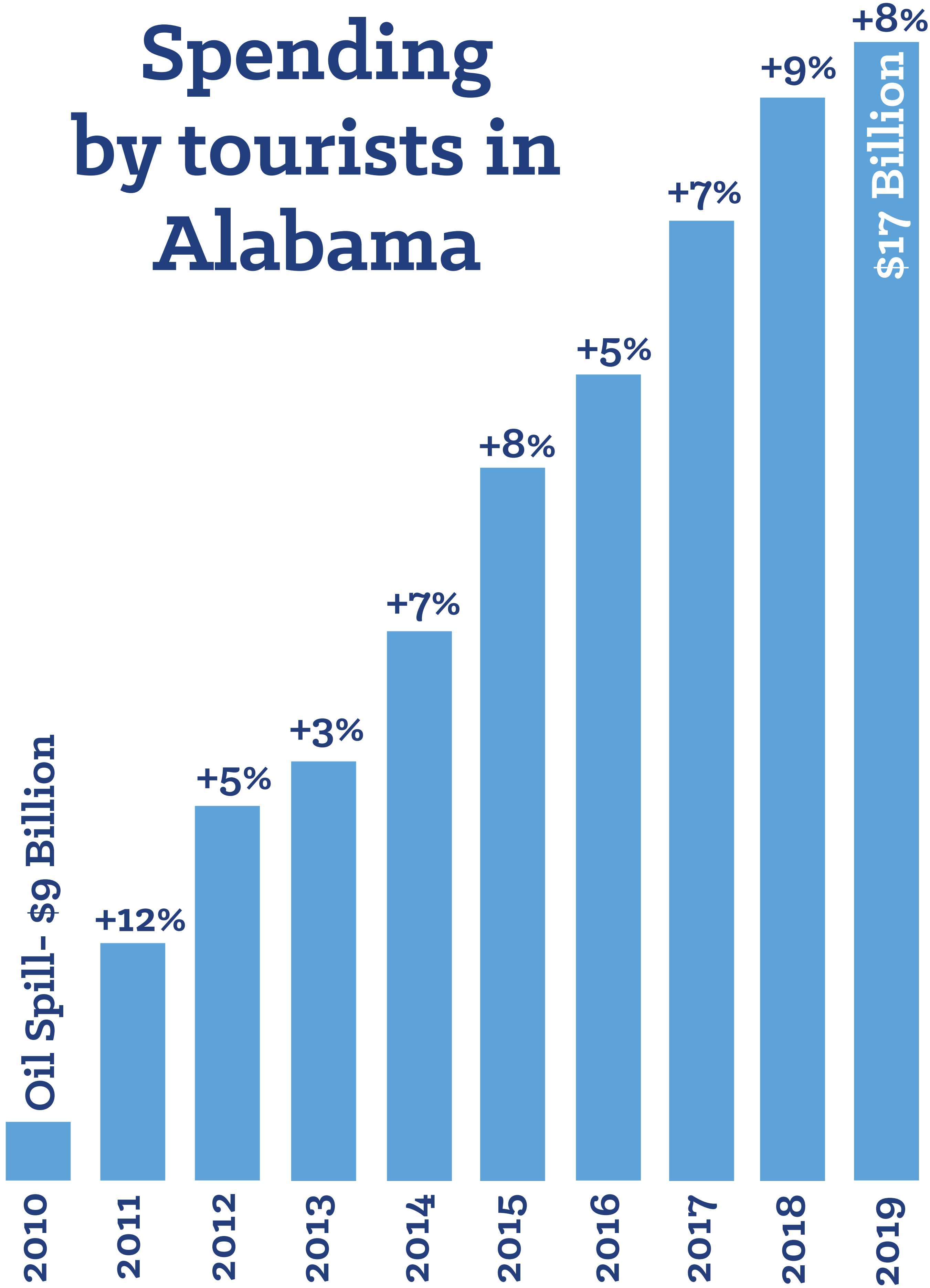
Spending by tourists in Alabama
Oil Spill- $9 Billion
+12%
+5%
+3%
+7%
+8%
+5%
+7%
+9%
+8%
$17 Billion
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019