

# 2020 REPORT



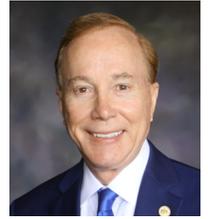
## Alabama Tourism Industry Economic Impact



KAY IVEY  
GOVERNOR



## Alabama Tourism Department



LEE SENTELL  
DIRECTOR

### **Alabama’s travel industry survived pandemic better than 45 other states**

By Lee Sentell

Robust spending by tourists at Alabama beaches in 2020 allowed the state to rank in the top five in the nation for the smallest percentage drop in travel expenditures during the international pandemic, Alabama Tourism Department director Lee Sentell says.

Tourism dollars spent in Alabama dropped 20 percent compared to the previous year, versus a nationwide average drop of 42 percent, according to Travel Economics. Expenditures in Baldwin County, home to most of Alabama’s beach accommodations, slipped only 6 percent.

“Baldwin County’s success is all the more remarkable when you factor in that the beaches were closed for six weeks in the spring and one week due to a hurricane in the fall,” Sentell said. He credited the decision by Gov. Kay Ivey to reopen the beaches last May 1 in mitigating the losses.

Overall, visitors to Alabama spent \$13.3 billion for food, accommodations, travel, shopping and incidentals, according to the Alabama Tourism Department.

Even before the pandemic, the department focused its 2020 strategy on outdoor experiences – positioning that led the state to minimize the pandemic’s impact. More than 12 million people visited the state’s 21 state parks including the six million tourists who enjoyed Alabama’s pristine white sand beaches at Gulf State Park.

Guests paid more than \$890 million dollars in taxes to state and local governments. Those taxes saved the average state family an estimated \$427 a year in taxes for services, officials said.

The state’s travel and hospitality industry employed more than 165,000 workers last year. An economic impact analysis using a model developed by Montgomery economist Dr. Keivan Deravi said that every \$119,842 in travel industry spending creates one direct job in Alabama. Some 111,482 direct jobs led to the creation of 53,747 additional or indirect jobs.

Prior to the pandemic, the amount tourists spent in Alabama had grown 85 percent in the decade after the Deepwater Horizon oil spill, setting records during each of the succeeding nine years.



# **Economic Impact**

## **ALABAMA TRAVEL INDUSTRY 2020**



Tourism helped fund 165,230 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.

**\$49,280,744 of  
Alabama's 4% state  
lodging tax goes to the  
state's General Fund.**

## Executive Summary

- Travelers are estimated to have spent \$13.4 billion in Alabama in 2020. This represents a decrease of 20 percent as compared to 2019 spending.
- Based on the primary and secondary data, it is estimated that more than 22.5 million people visited the State of Alabama during 2020.
- In 2020, more than \$800 million 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 \$427 in additional taxes to maintain current service levels.
- Travel industry expenditures represent 6.1 percent of Alabama's Gross Domestic Product – overall production – in 2020.
- An estimated 165,230 jobs – 8.3 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 2020 is estimated to be \$4.6 billion.
- Every \$119,842 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 67.5 percent of the total number of visitors to the state.

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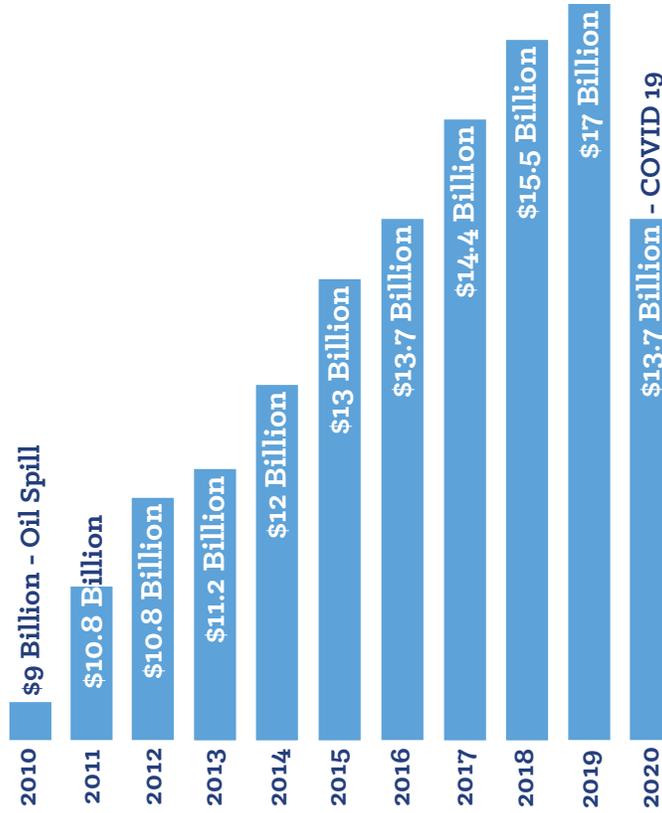
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**Figure 1**  
**Alabama Tourism Expenditures 2010-2020**



From 2003 to 2020, tourism expenditures in Alabama have increased 96%.

| 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          |
| 2020 | 13,360,238,399          |

## Introduction

The economic disruptions and shutdowns the COVID-19 pandemic caused in 2020 disproportionately impacted the tourism and travel industry. The 2020 Alabama tourism statistics are neither a true representation of the state's potential nor its future trend. Instead, they represent a snapshot in time of the interruption of the industry's normal operations by an extraordinary worldwide situation. The pent-up demand for travel by consumers, along with an incomparable level of public sector reinforcement, is providing a clear and substantial economic boost to the travel industry. Going forward in 2021 and beyond, the economic growth platform provided by these factors will be the biggest that has been seen in decades.

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2020. 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 2020 report.

Additional sources of information were used in preparing the 2020 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 retired economics professor Dr. Keivan Deravi, who is president of Economics Research Services, Inc., an Alabama-based consulting firm. 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, 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 13, 2021

## 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 2020, 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 Hotel and Motel Accommodations |                   |
|-------------------------|--------------------------|-------------------|---|-------------------|
|                         | <u>2019</u>              | <u>2020</u>       | <u>2019</u>   | <u>2020</u>       |
| Baldwin                 | 6,880,489                | 5,956,566         | 1,876,702   | 1,720,322         |
| Jefferson               | 3,551,223                | 2,394,076         | 2,262,129   | 1,525,026         |
| Mobile                  | 3,336,851                | 2,813,422         | 1,942,047   | 1,637,412         |
| Madison                 | 3,657,178                | 2,810,094         | 2,541,739   | 1,953,015         |
| Montgomery              | 1,964,373                | 1,224,802         | 1,196,362   | 745,941           |
| Other Counties          | 9,343,292                | 7,320,751         | 9,940,221   | 7,904,491         |
| <b>State of Alabama</b> | <b>28,733,406</b>        | <b>22,519,710</b> | <b>19,759,201</b>   | <b>15,486,207</b> |

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 (Hotel and Motels) Annual Monthly Average* |                  |
|-------------------------|----------------------------|-------------|------------------------|-------------|--|------------------|
|                         | <u>2019</u>                | <u>2020</u> | <u>2019</u>            | <u>2020</u> | <u>2019</u>  | <u>2020</u>      |
| Baldwin (hotel only)    | 60.6                       | 53.9        | 134                    | 132         | 196,335  | 196,437          |
| Jefferson               | 66.0                       | 47.9        | 98                     | 82          | 423,121  | 408,366          |
| Madison                 | 70.4                       | 53.2        | 92                     | 81          | 216,455  | 220,078          |
| Mobile                  | 60.9                       | 53.3        | 82                     | 77          | 233,700  | 230,026          |
| Montgomery              | 67.1                       | 50.3        | 85                     | 71          | 194,466  | 195,798          |
| <b>State of Alabama</b> | <b>63.0</b>                | <b>49.6</b> | <b>92</b>              | <b>82</b>   | <b>2,325,910</b>                                       | <b>2,321,227</b> |

\*Room Supply is the number of rooms available multiplied by the number of days in a month.

It is estimated that more than 22.5 million visitors made Alabama their travel destination in 2020. It is also estimated that Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, 67.5 percent of the travelers chose these counties as their destination.

### Travel Industry Expenditures in Alabama

In 2020, it is estimated that travelers spent more than \$13.4 billion in Alabama. This represents a decrease of 20 percent as compared to 2019 spending, as shown in *Table 3*.

**Table 3**  
**Travel Expenditures in Alabama**

| Year | Expenditures     | Change |
|------|------------------|--------|
| 2020 | \$13,360,238,399 | -20%   |
| 2019 | \$16,777,421,546 | 8%     |
| 2018 | \$15,558,256,428 | ---    |

In order to compare the growth of travel industry expenditures to Alabama’s overall economy, travel expenditures for 2018 through 2020 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 2018-2020\***

| Year | Alabama<br>Gross Domestic<br>Product | Services | Travel<br>Industry |
|------|--------------------------------------|----------|--------------------|
| 2020 | -2.4%                                | -0.6%    | -20.7%             |
| 2019 | 1.1%                                 | 1.8%     | 7.1%               |
| 2018 | 2.6%                                 | 2.4%     | 7.9%               |

As shown in *Table 4*, growth in the travel industry for 2020 is less 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 6.1 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 2018 and 2019 numbers are actual numbers and the 2020 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 - 2020**

|                                    | Expenditures            | Share of<br>Total |
|------------------------------------|-------------------------|-------------------|
| Lodging Facilities                 | \$1,781,978,538         | 13%               |
| Eating and Drinking Establishments | \$3,574,782,094         | 27%               |
| General Retail                     | \$1,308,023,124         | 10%               |
| Entertainment                      | \$1,279,878,075         | 9%                |
| Public Transportation              | \$1,960,591,350         | 15%               |
| Auto Transportation                | <u>\$3,454,985,218</u>  | <u>26%</u>        |
| <b>Total</b>                       | <b>\$13,360,238,399</b> | <b>100%</b>       |

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 2020, an estimated 111,482 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 2020. Other industries that benefited strongly were lodging facilities and entertainment.

**Table 6**  
**Travel-Related Direct Employment - 2020**

|                                    | Persons<br>Employed | Share of<br>Total |
|------------------------------------|---------------------|-------------------|
| Lodging Facilities                 | 22,497              | 20%               |
| Eating and Drinking Establishments | 59,877              | 54%               |
| General Retail                     | 7,585               | 7%                |
| Entertainment                      | 13,817              | 12%               |
| Public Transportation              | 2,853               | 3%                |
| Auto Transportation                | <u>4,853</u>        | <u>4%</u>         |
| <b>Total</b>                       | <b>111,482</b>      | <b>100%</b>       |

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 111,482 direct jobs led to the creation of 53,748 additional, or indirect, jobs in the state in 2020.

**Table 7**  
**Travel Industry Total (Impact) Employment - 2020**

|                                    | Direct         | Indirect<br>(Other Industries) | Total          |
|------------------------------------|----------------|--------------------------------|----------------|
| Lodging Facilities                 | 22,497         | 14,207                         | 36,704         |
| Eating and Drinking Establishments | 59,877         | 22,568                         | 82,445         |
| General Retail                     | 7,585          | 3,372                          | 10,957         |
| Entertainment                      | 13,817         | 5,332                          | 19,149         |
| Public Transportation              | 2,853          | 1,801                          | 4,654          |
| Auto Transportation                | <u>4,853</u>   | <u>6,468</u>                   | <u>11,321</u>  |
| <b>Total</b>                       | <b>111,482</b> | <b>53,748</b>                  | <b>165,230</b> |

This overall job creation impact of 165,230 jobs is impressive. According to this analysis, 8.3 percent of all the non-agricultural employment in the State of Alabama in 2020 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 - 2020**

|                                    | Earnings               | Share of Total |
|------------------------------------|------------------------|----------------|
| Lodging Facilities                 | \$507,195,641          | 20%            |
| Eating and Drinking Establishments | \$1,065,017,791        | 42%            |
| General Retail                     | \$176,967,834          | 7%             |
| Entertainment                      | \$367,567,147          | 14%            |
| Public Transportation              | \$279,410,871          | 11%            |
| Auto Transportation                | <u>\$164,240,859</u>   | <u>6%</u>      |
| <b>Total</b>                       | <b>\$3,202,326,409</b> | <b>100%</b>    |

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\*The 2020 Alabama state non-agricultural employment was 1,986,100. This information was provided by the Alabama Department of Industrial Relations – Labor Market Division.

It is estimated that, in 2020, the travel industry was responsible for generating over \$2.6 billion in direct earnings in Alabama. The growth rate in direct travel-related earnings shows a decrease of 20 percent as compared to 2019.

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 - 2020**

|                                    | Direct                 | Indirect<br>(Other Industries) | Total                  |
|------------------------------------|------------------------|--------------------------------|------------------------|
| Lodging Facilities                 | \$507,195,641          | \$445,520,652                  | \$952,716,293          |
| Eating and Drinking Establishments | \$1,065,017,791        | \$831,672,392                  | \$1,896,690,183        |
| General Retail                     | \$176,967,834          | \$111,188,891                  | \$288,156,725          |
| Entertainment                      | \$367,567,147          | \$262,001,862                  | \$629,569,009          |
| Public Transportation              | \$279,410,871          | \$239,985,997                  | \$519,396,868          |
| Auto Transportation                | <u>\$164,240,859</u>   | <u>\$141,066,473</u>           | <u>\$305,307,332</u>   |
| <b>Total</b>                       | <b>\$2,560,400,143</b> | <b>\$2,031,436,267</b>         | <b>\$4,591,836,410</b> |

The total impact of the travel industry on Alabama’s earning power is estimated at about \$4.6 billion for 2020. This includes direct earnings of nearly \$2.6 billion and an indirect impact of more than \$2 billion. This suggests that the industry was responsible for 3.3 percent of total earnings in the state in 2020.

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 2018-2020**

| <b>Year</b> | <b>State Revenue</b> | <b>Local Revenue</b> | <b>Total</b>    | <b>% Change</b> |
|-------------|----------------------|----------------------|-----------------|-----------------|
| 2020        | \$577,839,587        | \$231,676,714        | \$809,516,301   | -20.0%          |
| 2019        | \$722,711,634        | \$289,761,139        | \$1,012,472,773 | 6.1%            |
| 2018        | \$681,125,686        | \$273,087,834        | \$954,213,520   | ---             |

We estimate that in 2020, more than \$800 million 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 \$427 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 1,897,576 (updated for 2019). 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**

| <b><u>Total Expenditures (\$)</u></b> | <b><u>2019</u></b> | <b><u>2020</u></b> | <b><u>Growth</u></b> | <b>Percentage of State Total</b> |
|---------------------------------------|--------------------|--------------------|----------------------|----------------------------------|
| North Region                          | 3,209,282,833      | 2,610,260,442      | -18.7%               | 19.5%                            |
| Central Region                        | 4,064,457,173      | 2,647,036,982      | -34.9%               | 19.8%                            |
| South Region                          | 2,846,748,727      | 1,954,492,649      | -31.3%               | 14.6%                            |
| Gulf Coast Region                     | 6,656,932,813      | 6,148,448,326      | -7.6%                | 46.0%                            |
| State of Alabama                      | 16,777,421,546     | 13,360,238,399     | -20.4%               | 100.0%                           |

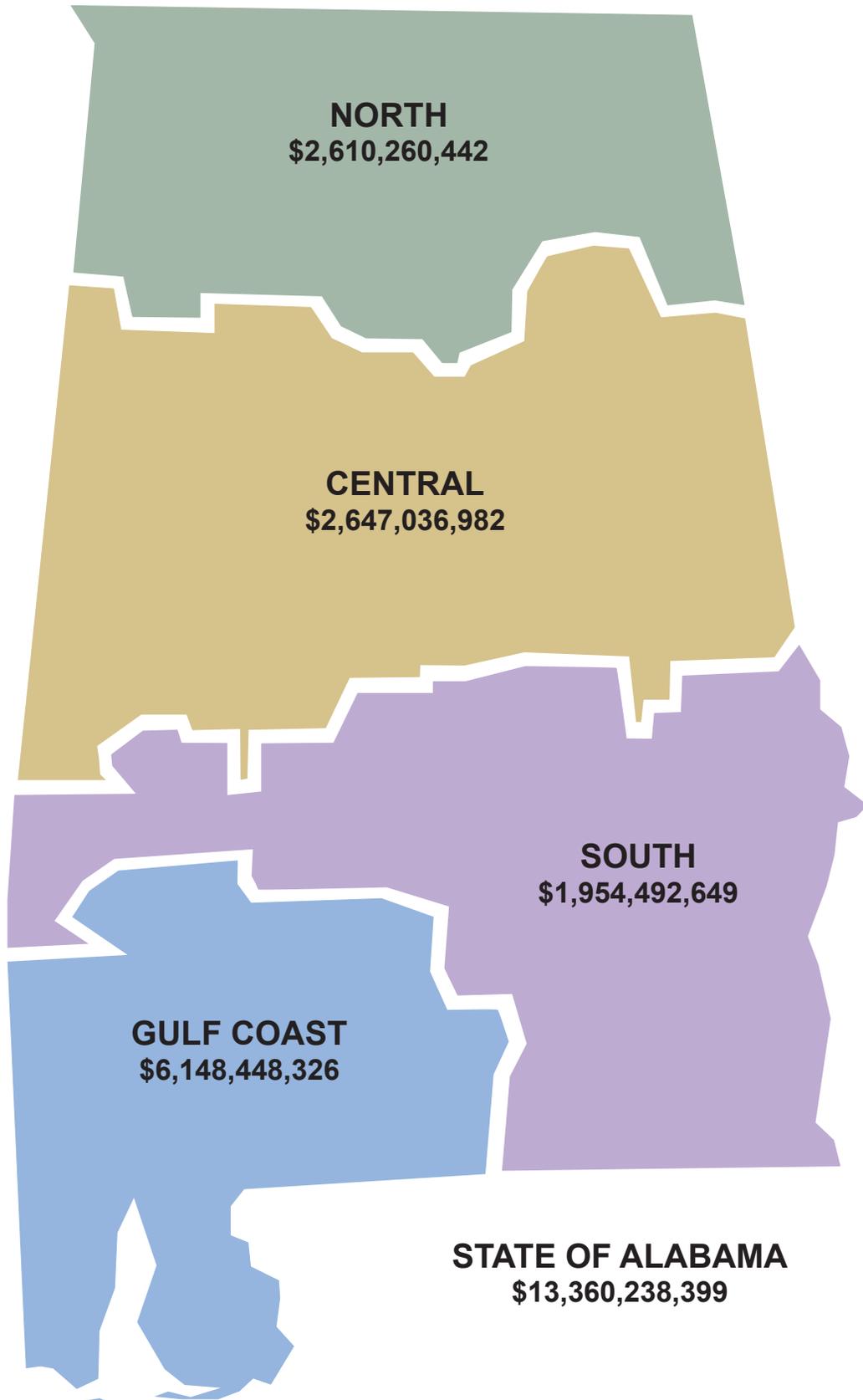
  

| <b><u>Travel-Related Earnings (\$)</u></b> | <b><u>2019</u></b> | <b><u>2020</u></b> | <b><u>Growth</u></b> | <b>Percentage of State Total</b> |
|--|--------------------|--------------------|----------------------|----------------------------------|
| North Region                               | 986,932,884        | 813,254,742        | -17.6%               | 17.7%                            |
| Central Region                             | 1,470,778,246      | 971,586,618        | -33.9%               | 21.2%                            |
| South Region                               | 1,055,544,629      | 728,453,373        | -31.0%               | 15.9%                            |
| Gulf Coast Region                          | 2,233,121,641      | 2,078,541,677      | -6.9%                | 45.3%                            |
| State of Alabama                           | 5,746,377,400      | 4,591,836,410      | -20.1%               | 100.0%                           |

| <b><u>Travel-Related Employment</u></b> | <b><u>2019</u></b> | <b><u>2020</u></b> | <b><u>Growth</u></b> | <b>Percentage of State Total</b> |
|---|--------------------|--------------------|----------------------|----------------------------------|
| Total – Direct and Indirect             |                    |                    |                      |                                  |
| North Region                            | 37,644             | 31,130             | -17.3%               | 18.8%                            |
| Central Region                          | 56,455             | 37,686             | -33.2%               | 22.8%                            |
| South Region                            | 39,415             | 27,239             | -30.9%               | 16.5%                            |
| Gulf Coast Region                       | 75,109             | 69,175             | -7.9%                | 41.9%                            |
| State of Alabama                        | 208,623            | 165,230            | -20.8%               | 100.0%                           |
| Direct                                  |                    |                    |                      |                                  |
| North Region                            | 25,341             | 20,953             | -17.3%               | 18.0%                            |
| Central Region                          | 38,021             | 25,386             | -33.2%               | 27.0%                            |
| South Region                            | 26,544             | 18,345             | -30.9%               | 18.9%                            |
| Gulf Coast Region                       | 50,799             | 46,798             | -7.9%                | 36.1%                            |
| State of Alabama                        | 140,705            | 111,482            | -20.8%               | 100.0%                           |

**Figure 2**  
**2020 Travel-Related Total**  
**Expenditures by Alabama Travel**  
**Region**



## **Travel-Generated Employment: County-By-County Basis**

Total travel-generated employment in 2020 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 43 percent of all travel-related employment.
- Seven counties: Baldwin, Jefferson, Madison, Mobile, Montgomery, Shelby, and Tuscaloosa account for 121,609 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 2020.

*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 20.

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

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

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

**Table 12**  
**Direct Travel-Related Employment**  
**by County**

| <b>County</b> | <b>2018</b> | <b>2019</b> | <b>2020</b> | <b>2019-2020<br/>Rate of<br/>Growth</b> |
|---------------|-------------|-------------|-------------|---|
| Autauga       | 272         | 304         | 235         | -22.7%                                  |
| Baldwin       | 35,868      | 36,762      | 34,419      | -6.4%                                   |
| Barbour       | 599         | 673         | 537         | -20.2%                                  |
| Bibb          | ----        | 21          | 23          | 9.5%                                    |
| Blount        | 82          | 72          | 73          | 1.4%                                    |
| Bullock       | ----        | 11          | 10          | -9.1%                                   |
| Butler        | 499         | 550         | 440         | -20.0%                                  |
| Calhoun       | 741         | 704         | 529         | -24.9%                                  |
| Chambers      | 293         | 281         | 222         | -21.0%                                  |
| Cherokee      | 131         | 139         | 154         | 10.8%                                   |
| Chilton       | 367         | 417         | 335         | -19.7%                                  |
| Choctaw       | 56          | 64          | 73          | 14.1%                                   |
| Clarke        | 392         | 452         | 442         | -2.2%                                   |
| Clay          | 17          | 20          | 25          | 25.0%                                   |
| Cleburne      | 147         | 145         | 148         | 2.1%                                    |
| Coffee        | 729         | 816         | 645         | -21.0%                                  |
| Colbert       | 594         | 663         | 378         | 2.3%                                    |
| Conecuh       | 205         | 203         | 169         | -16.7%                                  |
| Coosa         | 44          | 39          | 38          | -2.6%                                   |
| Covington     | 455         | 513         | 404         | -21.2%                                  |
| Crenshaw      | 18          | 19          | 23          | 21.1%                                   |
| Cullman       | 1,155       | 1,150       | 979         | -14.9%                                  |
| Dale          | 568         | 606         | 402         | -33.7%                                  |
| Dallas        | 692         | 802         | 730         | -9.0%                                   |
| DeKalb        | 743         | 829         | 803         | -3.1%                                   |
| Elmore        | 1,782       | 2,064       | 1,588       | -23.1%                                  |
| Escambia      | 550         | 548         | 452         | -17.5%                                  |
| Etowah        | 1,242       | 1,293       | 1,109       | -14.2%                                  |
| Fayette       | 29          | 27          | 23          | -14.8%                                  |
| Franklin      | 162         | 160         | 181         | 13.1%                                   |
| Geneva        | 38          | 43          | 42          | -2.3%                                   |
| Greene        | 86          | 97          | 77          | -20.6%                                  |
| Hale          | ----        | 9           | 9           | 0.0%                                    |
| Henry         | 30          | 31          | 24          | -22.6%                                  |
| Houston       | 2,852       | 3,174       | 2,267       | -28.6%                                  |
| Jackson       | 539         | 580         | 476         | -17.9%                                  |

**Table 12 (continued)**  
**Direct Travel-Related Employment**  
**by County**

| <b>County</b>      | <b>2018</b>    | <b>2019</b>    | <b>2020</b>    | <b>2019-2020<br/>Rate of<br/>Growth</b> |
|--------------------|----------------|----------------|----------------|---|
| Jefferson          | 21,078         | 21,969         | 13,653         | -37.9%                                  |
| Lamar              | 10             | 9              | 8              | -11.1%                                  |
| Lauderdale         | 1,971          | 1,970          | 1,543          | -21.7%                                  |
| Lawrence           | 106            | 103            | 134            | 30.1%                                   |
| Lee                | 4,316          | 4,764          | 3,058          | -35.8%                                  |
| Limestone          | 1,109          | 1,152          | 810            | -29.7%                                  |
| Lowndes*           | ----           | ----           | ----           | ----                                    |
| Macon              | 95             | 126            | 131            | 4.0%                                    |
| Madison            | 11,619         | 12,773         | 9,906          | -22.4%                                  |
| Marengo            | 406            | 426            | 409            | -4.0%                                   |
| Marion             | 333            | 318            | 259            | -18.6%                                  |
| Marshall           | 1,889          | 2,004          | 1,963          | -2.0%                                   |
| Mobile             | 12,136         | 12,563         | 11,031         | -12.2%                                  |
| Monroe             | 216            | 261            | 277            | 6.1%                                    |
| Montgomery         | 9,303          | 9,721          | 5,995          | -38.3%                                  |
| Morgan             | 1,825          | 2,015          | 1,722          | -14.5%                                  |
| Perry              | 48             | 63             | 53             | -15.9%                                  |
| Pickens            | 30             | 36             | 28             | -22.2%                                  |
| Pike               | 736            | 820            | 577            | -29.6%                                  |
| Randolph           | 63             | 65             | 75             | 15.4%                                   |
| Russell            | 840            | 951            | 683            | -28.2%                                  |
| Shelby             | 4,463          | 4,610          | 3,225          | -30.0%                                  |
| St. Clair          | 868            | 903            | 736            | -18.5%                                  |
| Sumter             | 133            | 135            | 107            | -20.7%                                  |
| Talladega          | 1,116          | 1,076          | 906            | -15.8%                                  |
| Tallapoosa         | 614            | 665            | 756            | 13.7%                                   |
| Tuscaloosa         | 5,862          | 6,079          | 3,872          | -36.3%                                  |
| Walker             | 633            | 651            | 538            | -17.4%                                  |
| Washington         | 9              | 10             | 8              | -20.0%                                  |
| Wilcox             | 63             | 66             | 72             | 9.1%                                    |
| Winston            | 117            | 120            | 163            | 35.8%                                   |
| <b>State Total</b> | <b>133,984</b> | <b>140,705</b> | <b>111,482</b> | <b>-20.8.0%</b>                         |

\*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**

| <b>County</b> | <b>2018</b> | <b>2019</b> | <b>2020</b> | <b>2018-2019<br/>Rate of<br/>Growth</b> |
|---------------|-------------|-------------|-------------|---|
| Autauga       | 403         | 452         | 349         | -22.8%                                  |
| Baldwin       | 53,161      | 54,262      | 50,787      | -6.4%                                   |
| Barbour       | 890         | 1,000       | 798         | -20.2%                                  |
| Bibb          | ----        | 21          | 23          | 9.5%                                    |
| Blount        | 121         | 108         | 108         | 0.0%                                    |
| Bullock       | ----        | 11          | 10          | -9.1%                                   |
| Butler        | 741         | 817         | 654         | -20.0%                                  |
| Calhoun       | 1,112       | 1,056       | 794         | -24.8%                                  |
| Chambers      | 436         | 417         | 330         | -20.9%                                  |
| Cherokee      | 195         | 206         | 228         | 10.7%                                   |
| Chilton       | 545         | 619         | 497         | -19.7%                                  |
| Choctaw       | 84          | 97          | 111         | 14.4%                                   |
| Clarke        | 582         | 671         | 657         | -2.1%                                   |
| Clay          | 25          | 30          | 38          | 26.7%                                   |
| Cleburne      | 209         | 205         | 209         | 2.0%                                    |
| Coffee        | 1,082       | 1,211       | 957         | -21.0%                                  |
| Colbert       | 889         | 991         | 1,015       | 2.4%                                    |
| Conecuh       | 304         | 302         | 251         | -16.9%                                  |
| Coosa         | 65          | 58          | 57          | -1.7%                                   |
| Covington     | 676         | 762         | 600         | -21.3%                                  |
| Crenshaw      | 26          | 29          | 35          | 20.7%                                   |
| Cullman       | 1,715       | 1,708       | 1,455       | -14.8%                                  |
| Dale          | 843         | 900         | 597         | -33.7%                                  |
| Dallas        | 1,028       | 1,192       | 1,084       | -9.1%                                   |
| DeKalb        | 1,104       | 1,231       | 1,193       | -3.1%                                   |
| Elmore        | 2,646       | 3,065       | 2,359       | -23.0%                                  |
| Escambia      | 818         | 814         | 672         | -17.4%                                  |
| Etowah        | 1,845       | 1,920       | 1,647       | -14.2%                                  |
| Fayette       | 44          | 41          | 34          | -17.1%                                  |
| Franklin      | 241         | 237         | 269         | 13.5%                                   |
| Geneva        | 56          | 63          | 62          | -1.6%                                   |
| Greene        | 129         | 144         | 114         | -20.8%                                  |
| Hale          | ----        | 9           | 9           | 0.0%                                    |
| Henry         | 45          | 47          | 36          | -23.4%                                  |
| Houston       | 4,236       | 4,715       | 3,367       | -28.6%                                  |
| Jackson       | 807         | 868         | 712         | -18.0%                                  |

**Table 13 (continued)**  
**Total (Direct and Indirect)**  
**Travel-Related Employment by County**

| County             | 2018           | 2019           | 2020           | 2019-2020<br>Rate of<br>Growth |
|--------------------|----------------|----------------|----------------|--------------------------------|
| Jefferson          | 31,305         | 32,628         | 20,278         | -37.9%                         |
| Lamar              | 15             | 13             | 12             | -7.7%                          |
| Lauderdale         | 2,927          | 2,926          | 2,292          | -21.7%                         |
| Lawrence           | 159            | 154            | 200            | 29.9%                          |
| Lee                | 6,411          | 7,076          | 4,542          | -35.8%                         |
| Limestone          | 1,647          | 1,711          | 1,203          | -29.7%                         |
| Lowndes*           | ----           | ----           | ----           | ----                           |
| Macon              | 145            | 192            | 199            | 3.6%                           |
| Madison            | 17,256         | 18,970         | 14,713         | -22.4%                         |
| Marengo            | 591            | 620            | 595            | 4.0%                           |
| Marion             | 488            | 465            | 379            | -18.5%                         |
| Marshall           | 2,805          | 2,977          | 2,916          | -2.0%                          |
| Mobile             | 18,025         | 18,658         | 16,384         | -12.2%                         |
| Monroe             | 321            | 388            | 412            | 6.2%                           |
| Montgomery         | 13,817         | 14,438         | 8,904          | -38.3%                         |
| Morgan             | 2,711          | 2,993          | 2,557          | -14.6%                         |
| Perry              | 71             | 94             | 79             | -16.0%                         |
| Pickens            | 45             | 54             | 41             | -24.1%                         |
| Pike               | 1,094          | 1 218          | 858            | -29.6%                         |
| Randolph           | 94             | 96             | 111            | 15.6%                          |
| Russell            | 1,248          | 1,412          | 1,015          | -28.1%                         |
| Shelby             | 6,629          | 6,847          | 4,789          | -30.1%                         |
| St. Clair          | 1,289          | 1,341          | 1,093          | -18.5%                         |
| Sumter             | 197            | 200            | 159            | -20.5%                         |
| Talladega          | 1,657          | 1,599          | 1,346          | -15.8%                         |
| Tallapoosa         | 912            | 987            | 1,123          | 13.8%                          |
| Tuscaloosa         | 8,706          | 9,028          | 5,751          | -36.3%                         |
| Walker             | 940            | 968            | 799            | -17.5%                         |
| Washington         | 14             | 14             | 12             | -14.3%                         |
| Wilcox             | 94             | 98             | 107            | 9.2%                           |
| Winston            | 174            | 179            | 243            | 35.8%                          |
| <b>State Total</b> | <b>198,890</b> | <b>208,623</b> | <b>165,230</b> | <b>-20.8%</b>                  |

\*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**

| <b>County</b> | <b>2020</b> | <b>Share of Total</b> |
|---------------|-------------|-----------------------|
| Baldwin       | 50,787      | 30.74%                |
| Jefferson     | 20,278      | 12.27%                |
| Mobile        | 16,384      | 9.92%                 |
| Madison       | 14,713      | 8.90%                 |
| Montgomery    | 8,904       | 5.39%                 |
| Tuscaloosa    | 5,751       | 3.48%                 |
| Shelby        | 4,789       | 2.90%                 |
| Lee           | 4,542       | 2.75%                 |
| Houston       | 3,367       | 2.04%                 |
| Marshall      | 2,916       | 1.76%                 |
| Morgan        | 2,557       | 1.55%                 |
| Elmore        | 2,359       | 1.43%                 |
| Lauderdale    | 2,292       | 1.39%                 |
| Etowah        | 1,647       | 1.00%                 |
| Cullman       | 1,455       | 0.88%                 |
| Talladega     | 1,346       | 0.81%                 |
| Limestone     | 1,203       | 0.73%                 |
| Dekalb        | 1,193       | 0.72%                 |
| Tallapoosa    | 1,123       | 0.68%                 |
| St. Clair     | 1,093       | 0.66%                 |
| Dallas        | 1,084       | 0.66%                 |
| Colbert       | 1,015       | 0.61%                 |
| Russell       | 1,015       | 0.61%                 |
| Coffee        | 957         | 0.58%                 |
| Pike          | 858         | 0.52%                 |
| Walker        | 799         | 0.48%                 |
| Barbour       | 798         | 0.48%                 |
| Calhoun       | 794         | 0.48%                 |
| Jackson       | 712         | 0.43%                 |
| Escambia      | 672         | 0.41%                 |
| Clarke        | 657         | 0.40%                 |
| Butler        | 654         | 0.40%                 |

**Table 14 (continued)**  
**Total Travel-Related Employment by County**  
**Ordered by Size**

| <b>County</b>      | <b>2020</b>    | <b>Share of Total</b> |
|--------------------|----------------|-----------------------|
| Covington          | 600            | 0.36%                 |
| Dale               | 597            | 0.36%                 |
| Marengo            | 595            | 0.36%                 |
| Chilton            | 497            | 0.30%                 |
| Monroe             | 412            | 0.25%                 |
| Marion             | 379            | 0.23%                 |
| Autauga            | 349            | 0.21%                 |
| Chambers           | 330            | 0.20%                 |
| Franklin           | 269            | 0.16%                 |
| Conecuh            | 251            | 0.15%                 |
| Winston            | 243            | 0.15%                 |
| Cherokee           | 228            | 0.14%                 |
| Cleburne           | 209            | 0.13%                 |
| Lawrence           | 200            | 0.12%                 |
| Macon              | 199            | 0.12%                 |
| Sumter             | 159            | 0.10%                 |
| Greene             | 114            | 0.07%                 |
| Choctaw            | 111            | 0.07%                 |
| Randolph           | 111            | 0.07%                 |
| Blount             | 108            | 0.07%                 |
| Wilcox             | 107            | 0.06%                 |
| Perry              | 79             | 0.05%                 |
| Geneva             | 62             | 0.04%                 |
| Coosa              | 57             | 0.03%                 |
| Pickens            | 41             | 0.02%                 |
| Clay               | 38             | 0.02%                 |
| Henry              | 36             | 0.02%                 |
| Crenshaw           | 35             | 0.02%                 |
| Fayette            | 34             | 0.02%                 |
| Bibb               | 23             | 0.01%                 |
| Lamar              | 12             | 0.01%                 |
| Washington         | 12             | 0.01%                 |
| Bullock            | 10             | 0.01%                 |
| <b>State Total</b> | <b>165,230</b> | <b>100.00%</b>        |

**Table 15**  
**Counties with Largest**  
**Total Employment Growth in 2020**

| <b>County</b> | <b>2018</b> | <b>2019</b> | <b>2020</b> | <b>2019-2020<br/>Rate of<br/>Growth</b> |
|---------------|-------------|-------------|-------------|---|
| Winston       | 174         | 179         | 243         | 35.8%                                   |
| Lawrence      | 159         | 154         | 200         | 29.9%                                   |
| Clay          | 25          | 30          | 38          | 26.7%                                   |
| Crenshaw      | 26          | 29          | 35          | 20.7%                                   |
| Randolph      | 94          | 96          | 111         | 15.6%                                   |
| Choctaw       | 84          | 97          | 111         | 14.4%                                   |
| Tallapoosa    | 912         | 987         | 1,123       | 13.8%                                   |
| Franklin      | 241         | 237         | 269         | 13.5%                                   |
| Cherokee      | 195         | 206         | 228         | 10.7%                                   |
| Bibb          | ----        | 21          | 23          | 9.5%                                    |
| Wilcox        | 94          | 98          | 107         | 9.2%                                    |
| Monroe        | 321         | 388         | 412         | 6.2%                                    |
| Macon         | 145         | 192         | 199         | 3.6%                                    |
| Colbert       | 889         | 991         | 1,015       | 2.4%                                    |
| Cleburne      | 209         | 205         | 209         | 2.0%                                    |

## 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 the graph shown below and 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 58.1 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 21.2 percent and 20.7 percent, respectively, of state lodging taxes being collected for each of these periods.

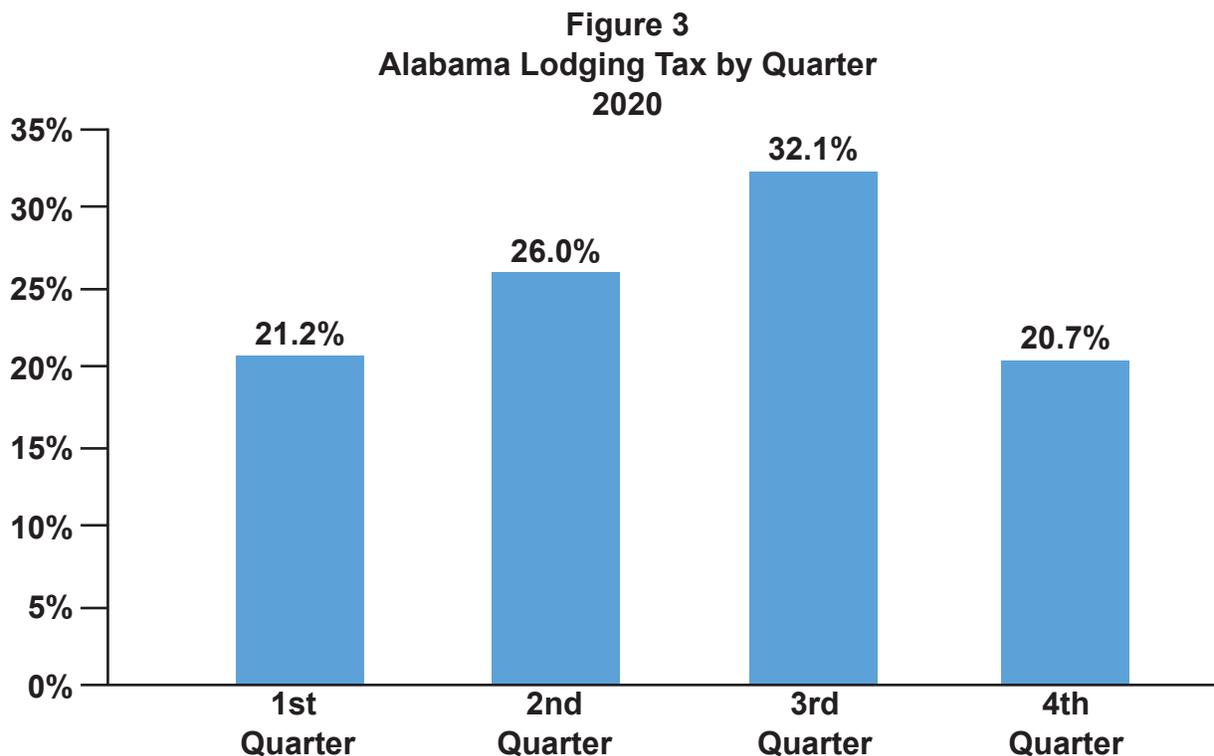


Table 16 represents the quarterly fluctuations for the seven counties in the state that have the highest levels of travel and tourism.

- Baldwin County shows the most seasonality in travel and tourism activities. Three-quarters (75 percent) of all 2020 lodging taxes in this county were collected in the second and third quarters. In the second and third quarters, 34 percent and 41 percent were collected, respectively.
- Of the seven major travel destinations in the state, all showed variations due to seasonality. Baldwin showed increased activity in the second and third quarters. Jefferson had increased activity in the first, third and fourth quarters. Mobile, Shelby and Tuscaloosa had increased activity in the third and fourth quarters. Madison and Montgomery showed increased activity in the first quarter of the year.

**Table 16**  
**Ratio of Counties' Quarterly to Annual Lodging Tax**

|            | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter |
|------------|-------------|-------------|-------------|-------------|
| Baldwin    | 13%         | 34%         | 41%         | 12%         |
| Jefferson  | 30%         | 19%         | 27%         | 25%         |
| Madison    | 35%         | 17%         | 23%         | 25%         |
| Mobile     | 23%         | 23%         | 28%         | 26%         |
| Montgomery | 32%         | 20%         | 23%         | 24%         |
| Shelby     | 24%         | 23%         | 26%         | 27%         |
| Tuscaloosa | 23%         | 20%         | 30%         | 27%         |

**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:

|                               |   |
|-------------------------------|---|
| <b>Anniston-Oxford</b>        | Calhoun   |
| <b>Auburn-Opelika</b>         | Lee   |
| <b>Birmingham-Hoover</b>      | Bibb, Blount, Chilton, Jefferson,<br>St. Clair, Shelby and Walker |
| <b>Decatur</b>                | Lawrence and Morgan   |
| <b>Dothan</b>                 | Geneva, Henry and Houston   |
| <b>Florence-Muscle Shoals</b> | Colbert and Lauderdale  |
| <b>Gadsden</b>                | Etowah  |
| <b>Huntsville</b>             | Limestone and Madison   |
| <b>Mobile</b>                 | Mobile  |
| <b>Montgomery</b>             | Autauga, Elmore, Lowndes and<br>Montgomery                        |
| <b>Tuscaloosa</b>             | 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:

- 52 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:

|                      |   |
|----------------------|---|
| <b>Northern Area</b> | Decatur, Florence-Muscle Shoals, Huntsville and Gadsden                       |
| <b>Central Area</b>  | Anniston-Oxford, Auburn-Opelika, Birmingham-Hoover, Montgomery and Tuscaloosa |
| <b>Southern Area</b> | 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 26.8 percent of the state's total.
- The Northern Area is second, in terms of travel and tourism activities, with 14.8 percent of the state's total.
- The Southern Area is ranked third in comparison to the Central and Northern areas, with a 10.1 percent share of the state's travel and tourism activities.

**Table 17**  
**State Lodging Tax:**  
**MSA as a Percent of Total State**

| <b>MSAs</b>            | <b>2018</b> | <b>2019</b> | <b>2020</b> |
|------------------------|-------------|-------------|-------------|
| Anniston-Oxford        | 1.7%        | 1.4%        | 1.3%        |
| Auburn-Opelika         | 3.0%        | 3.1%        | 2.4%        |
| Birmingham-Hoover      | 17.6%       | 17.5%       | 13.8%       |
| Decatur                | 1.8%        | 1.8%        | 2.0%        |
| Dothan                 | 2.1%        | 2.1%        | 1.9%        |
| Florence-Muscle Shoals | 2.0%        | 1.9%        | 1.9%        |
| Gadsden                | 1.0%        | 1.0%        | 1.0%        |
| Huntsville             | 9.8%        | 10.4%       | 9.9%        |
| Mobile                 | 7.9%        | 7.5%        | 8.2%        |
| Montgomery             | 7.3%        | 7.3%        | 6.0%        |
| Tuscaloosa             | 4.2%        | 4.1%        | 3.3%        |

**Table 18**  
**MSA State Lodging Tax by Designated Demographic Areas**

| <b>Areas</b>  | <b>2018</b> | <b>2019</b> | <b>2020</b> |
|---|-------------|-------------|-------------|
| <b>Northern</b>   | 14.6%       | 15.0%       | 14.8%       |
| <b>Central – Total</b>  | 33.7%       | 33.4%       | 26.8%       |
| Central – Anniston-Oxford,<br>Birmingham-Hoover<br>and Tuscaloosa | 23.4%       | 23.0%       | 18.4%       |
| Central –Auburn-Opelika and<br>Montgomery                         | 10.3%       | 10.4%       | 8.4%        |
| <b>Southern</b>   | 9.9%        | 9.7%        | 10.1%       |

**Table 19**  
**Travel-Related Earnings by County**  
**Total (Direct and Indirect)**

| <b>County</b> | <b>2018</b>   | <b>2019</b>   | <b>2020</b>   | <b>2019-2020<br/>Rate of<br/>Growth</b> |
|---------------|---------------|---------------|---------------|---|
| Autauga       | 12,192,909    | 13,796,816    | 10,497,108    | -23.9%                                  |
| Baldwin       | 1,623,161,354 | 1,690,720,154 | 1,599,906,111 | -5.4%                                   |
| Barbour       | 21,806,690    | 24,729,102    | 19,734,664    | -20.2%                                  |
| Bibb          | ----          | 707,650       | 780,445       | 10.3%                                   |
| Blount        | 2,945,333     | 2,628,328     | 2,656,852     | 1.1%                                    |
| Bullock       | ----          | 244,805       | 225,089       | -8.1%                                   |
| Butler        | 20,000,273    | 22,529,611    | 18,175,731    | -19.3%                                  |
| Calhoun       | 28,405,758    | 26,991,482    | 20,021,398    | -25.8%                                  |
| Chambers      | 10,310,523    | 10,048,640    | 7,833,890     | -22.0%                                  |
| Cherokee      | 6,712,797     | 7,295,429     | 8,185,934     | 12.2%                                   |
| Chilton       | 12,777,710    | 14,818,282    | 11,785,619    | -20.5%                                  |
| Choctaw       | 2,245,185     | 2,623,242     | 2,998,433     | 14.3%                                   |
| Clarke        | 15,029,340    | 17,688,900    | 17,345,140    | -1.9%                                   |
| Clay          | 445,543       | 550,630       | 677,604       | 23.1%                                   |
| Cleburne      | 5,212,143     | 5,206,545     | 5,329,719     | 2.4%                                    |
| Coffee        | 27,227,115    | 30,583,639    | 23,809,574    | -22.1%                                  |
| Colbert       | 21,935,944    | 24,578,803    | 25,047,086    | 1.9%                                    |
| Conecuh       | 7,265,022     | 7,346,792     | 6,114,542     | -16.8%                                  |
| Coosa         | 1,447,498     | 1,321,739     | 1,293,259     | -2.2%                                   |
| Covington     | 16,591,420    | 18,854,600    | 14,630,652    | -22.4%                                  |
| Crenshaw      | 617,179       | 682,830       | 827,910       | 21.2%                                   |
| Cullman       | 44,255,485    | 45,146,648    | 38,504,362    | -14.7%                                  |
| Dale          | 21,603,227    | 23,587,963    | 15,742,181    | -33.3%                                  |
| Dallas        | 25,744,374    | 30,458,397    | 28,010,217    | -8.0%                                   |
| DeKalb        | 28,386,329    | 32,177,947    | 31,213,456    | -3.0%                                   |
| Elmore        | 66,757,890    | 79,054,863    | 60,558,059    | -23.4%                                  |
| Escambia      | 20,995,495    | 21,234,213    | 17,484,208    | -17.7%                                  |
| Etowah        | 45,768,998    | 48,475,224    | 41,486,090    | -14.4%                                  |
| Fayette       | 1,026,585     | 987,974       | 827,051       | -16.3%                                  |
| Franklin      | 6,084,247     | 6,122,207     | 7,066,564     | 15.4%                                   |
| Geneva        | 1,333,493     | 1,527,975     | 1,503,330     | -1.6%                                   |
| Greene        | 3,125,780     | 3,541,922     | 2,801,584     | -20.9%                                  |
| Hale          | ----          | 214,527       | 210,165       | -2.0%                                   |
| Henry         | 1,113,613     | 1,212,043     | 905,365       | -25.3%                                  |
| Houston       | 112,343,217   | 125,685,621   | 89,401,689    | -28.9%                                  |
| Jackson       | 19,760,948    | 21,697,201    | 17,801,206    | -18.0%                                  |

**Table 19 (continued)**  
**Travel-Related Earnings by County**  
**Total (Direct and Indirect)**

| County             | 2018                 | 2019                 | 2020                 | 2019-2020<br>Rate of<br>Growth |
|--------------------|----------------------|----------------------|----------------------|--------------------------------|
| Jefferson          | 825,910,412          | 870,631,935          | 535,493,690          | -38.5%                         |
| Lamar              | 409,930              | 360,039              | 339,373              | -5.7%                          |
| Lauderdale         | 71,574,464           | 72,412,751           | 56,488,438           | -22.0%                         |
| Lawrence           | 3,777,879            | 3,728,239            | 4,791,841            | 28.5%                          |
| Lee                | 177,247,355          | 195,544,072          | 126,927,775          | -35.1%                         |
| Limestone          | 41,588,821           | 43,858,282           | 30,477,476           | -30.5%                         |
| Lowndes*           | -----                | -----                | -----                | -----                          |
| Macon              | 3,401,336            | 4,577,106            | 4,754,812            | 3.9%                           |
| Madison            | 466,857,821          | 514,298,640          | 398,203,752          | -22.6%                         |
| Marengo            | 13,827,034           | 14,580,242           | 14,006,422           | -3.9%                          |
| Marion             | 12,121,019           | 11,859,637           | 9,552,301            | -19.5%                         |
| Marshall           | 69,116,245           | 73,533,659           | 72,174,452           | -1.8%                          |
| Mobile             | 468,130,416          | 486,939,288          | 428,012,875          | -12.1%                         |
| Monroe             | 7,125,161            | 8,834,858            | 9,381,956            | 6.2%                           |
| Montgomery         | 376,085,587          | 394,512,617          | 245,037,050          | -37.9%                         |
| Morgan             | 65,046,434           | 74,234,745           | 62,898,844           | -15.3%                         |
| Perry              | 1,516,645            | 2,049,161            | 1,744,599            | -14.9%                         |
| Pickens            | 1,160,060            | 1,418,436            | 1,095,871            | -22.7%                         |
| Pike               | 27,347,365           | 30,706,826           | 21,105,798           | -31.3%                         |
| Randolph           | 2,277,578            | 2,317,521            | 1,942,352            | -16.2%                         |
| Russell            | 32,551,001           | 37,734,362           | 27,039,886           | -28.3%                         |
| Shelby             | 158,136,123          | 167,240,896          | 117,452,078          | -29.8%                         |
| St. Clair          | 30,220,472           | 31,823,951           | 25,631,335           | -19.5%                         |
| Sumter             | 4,201,901            | 4,394,905            | 3,501,893            | -20.3%                         |
| Talladega          | 39,035,464           | 38,611,951           | 32,551,080           | -15.7%                         |
| Tallapoosa         | 19,999,955           | 22,164,010           | 25,238,446           | 13.9%                          |
| Tuscaloosa         | 228,920,995          | 238,297,362          | 152,426,687          | -36.0%                         |
| Walker             | 25,585,817           | 27,078,688           | 22,608,480           | -16.5%                         |
| Washington         | 339,548              | 357,436              | 296,845              | -17.0%                         |
| Wilcox             | 2,219,077            | 2,317,897            | 2,561,628            | 10.5%                          |
| Winston            | 4,722,000            | 4,885,144            | 6,706,088            | 37.3%                          |
| <b>State Total</b> | <b>5,415,083,332</b> | <b>5,746,377,400</b> | <b>4,591,836,410</b> | <b>-20.1%</b>                  |

\*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**

| <b>County</b> | <b>2018</b>   | <b>2019</b>   | <b>2020</b>   | <b>2019-2020<br/>Rate of<br/>Growth</b> |
|---------------|---------------|---------------|---------------|---|
| Autauga       | 33,995,154    | 38,049,277    | 29,599,273    | -22.2%                                  |
| Baldwin       | 4,766,538,029 | 5,203,742,264 | 4,880,822,653 | -6.2%                                   |
| Barbour       | 60,799,416    | 67,479,508    | 53,116,703    | -21.3%                                  |
| Bibb          | 2,330,602     | 2,460,671     | 2,702,549     | 9.8%                                    |
| Blount        | 8,075,361     | 7,170,685     | 7,235,976     | 0.9%                                    |
| Bullock       | ----          | 1,243,978     | 1,139,046     | -8.4%                                   |
| Butler        | 51,760,018    | 56,678,319    | 44,166,500    | -22.1%                                  |
| Calhoun       | 95,186,543    | 89,273,378    | 63,773,458    | -28.6%                                  |
| Chambers      | 30,247,949    | 28,452,646    | 22,089,651    | -22.4%                                  |
| Cherokee      | 24,500,958    | 26,201,254    | 29,277,604    | 11.7%                                   |
| Chilton       | 38,002,371    | 42,974,150    | 34,244,645    | -20.3%                                  |
| Choctaw       | 6,259,820     | 7,275,245     | 8,378,939     | 15.2%                                   |
| Clarke        | 41,903,430    | 48,815,606    | 47,896,961    | -1.9%                                   |
| Clay          | 741,857       | 974,732       | 1,202,217     | 23.3%                                   |
| Cleburne      | 12,780,746    | 12,709,691    | 13,004,328    | 2.3%                                    |
| Coffee        | 75,912,149    | 85,072,883    | 65,619,039    | -22.9%                                  |
| Colbert       | 62,221,554    | 69,261,129    | 71,839,333    | 3.7%                                    |
| Conecuh       | 20,255,668    | 20,040,160    | 16,482,446    | -17.8%                                  |
| Coosa         | 3,785,598     | 3,361,381     | 3,292,444     | -2.1%                                   |
| Covington     | 52,192,811    | 59,088,500    | 45,119,693    | -23.6%                                  |
| Crenshaw      | 1,770,800     | 1,908,020     | 2,359,806     | 23.7%                                   |
| Cullman       | 146,893,955   | 147,344,069   | 124,435,803   | -15.5%                                  |
| Dale          | 63,984,871    | 67,805,431    | 44,389,096    | -34.5%                                  |
| Dallas        | 75,781,018    | 87,004,937    | 78,981,952    | -9.2%                                   |
| DeKalb        | 89,692,842    | 99,832,289    | 96,722,344    | -3.1%                                   |
| Elmore        | 192,382,786   | 229,432,872   | 175,313,286   | -23.6%                                  |
| Escambia      | 57,536,988    | 57,583,758    | 46,770,969    | -18.8%                                  |
| Etowah        | 155,727,428   | 161,300,501   | 135,964,126   | -15.7%                                  |
| Fayette       | 2,934,949     | 2,660,088     | 2,235,660     | -16.0%                                  |
| Franklin      | 17,714,087    | 17,334,980    | 19,925,980    | 14.9%                                   |
| Geneva        | 4,043,158     | 4,478,893     | 4,400,958     | -1.7%                                   |
| Greene        | 5,940,335     | 6,548,815     | 4,914,149     | -25.0%                                  |
| Hale          | ----          | 1,090,117     | 1,063,528     | -2.4%                                   |
| Henry         | 5,606,695     | 5,820,194     | 4,374,664     | -24.8%                                  |
| Houston       | 312,474,525   | 349,780,050   | 246,018,345   | -29.7%                                  |
| Jackson       | 66,358,360    | 70,321,974    | 56,799,013    | -19.2%                                  |

**Table 20 (continued)**  
**Travel-Related Expenditures by County**

| <b>County</b>      | <b>2018</b>           | <b>2019</b>           | <b>2020</b>           | <b>2019-2020<br/>Rate of<br/>Growth</b> |
|--------------------|-----------------------|-----------------------|-----------------------|---|
| Jefferson          | 2,285,512,005         | 2,411,186,623         | 1,453,128,289         | -39.7%                                  |
| Lamar              | 1,142,929             | 943,226               | 891,163               | -5.5%                                   |
| Lauderdale         | 248,808,316           | 248,036,511           | 191,023,670           | -23.0%                                  |
| Lawrence           | 12,241,457            | 11,855,194            | 15,703,240            | 32.5%                                   |
| Lee                | 469,594,874           | 522,098,657           | 332,162,662           | -36.4%                                  |
| Limestone          | 138,292,135           | 145,077,678           | 101,120,323           | -30.3%                                  |
| Lowndes*           | ----                  | ----                  | ----                  | ----                                    |
| Macon              | 3,979,288             | 5,337,791             | 5,563,732             | 4.2%                                    |
| Madison            | 1,405,116,109         | 1,618,731,468         | 1,220,260,858         | -24.6%                                  |
| Marengo            | 37,050,179            | 38,234,942            | 36,458,419            | -4.6%                                   |
| Marion             | 46,093,152            | 43,718,516            | 35,488,272            | -18.8%                                  |
| Marshall           | 238,831,138           | 251,297,066           | 246,932,270           | -1.7%                                   |
| Mobile             | 1,255,161,957         | 1,302,542,294         | 1,130,984,963         | -13.2%                                  |
| Monroe             | 19,865,721            | 23,237,307            | 24,683,666            | 6.2%                                    |
| Montgomery         | 971,893,490           | 1,025,957,307         | 640,420,857           | -37.6%                                  |
| Morgan             | 252,566,773           | 278,475,422           | 239,128,149           | -14.1%                                  |
| Perry              | 4,228,572             | 5,548,108             | 4,666,319             | -15.9%                                  |
| Pickens            | 4,283,031             | 5,097,739             | 3,810,273             | -25.3%                                  |
| Pike               | 76,247,419            | 84,405,388            | 57,235,986            | -32.2%                                  |
| Randolph           | 6,350,135             | 6,562,043             | 7,754,151             | 18.2%                                   |
| Russell            | 90,755,720            | 103,033,427           | 72,450,529            | -29.7%                                  |
| Shelby             | 384,729,675           | 405,974,569           | 275,973,708           | -32.0%                                  |
| St. Clair          | 84,257,953            | 87,060,369            | 69,237,826            | -20.5%                                  |
| Sumter             | 12,716,083            | 12,698,213            | 9,874,479             | -22.2%                                  |
| Talladega          | 108,835,106           | 104,247,939           | 86,725,638            | -16.8%                                  |
| Tallapoosa         | 60,765,685            | 65,297,970            | 76,226,671            | 16.7%                                   |
| Tuscaloosa         | 660,719,310           | 697,234,960           | 450,017,762           | -35.5%                                  |
| Walker             | 71,336,031            | 72,099,745            | 60,208,074            | -16.5%                                  |
| Washington         | 946,695               | 971,424               | 806,668               | -17.0%                                  |
| Wilcox             | 6,437,210             | 6,563,108             | 7,223,164             | 10.1%                                   |
| Winston            | 13,165,449            | 13,324,097            | 18,403,481            | 38.1%                                   |
| <b>State Total</b> | <b>15,558,256,428</b> | <b>16,777,421,546</b> | <b>13,360,238,399</b> | <b>-20.4%</b>                           |

\*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**

| <b>County</b> | <b>2018</b> | <b>2019</b> | <b>2020</b> | <b>2019-2020<br/>Dollar<br/>Increase/<br/>Decrease</b> | <b>2019-2020<br/>Rate of<br/>Growth</b> |
|---------------|-------------|-------------|-------------|--|---|
| Autauga       | 164,576     | 184,203     | 143,295     | -40,908  | -22.21%                                 |
| Baldwin       | 24,115,808  | 26,327,797  | 24,693,173  | -1,634,624   | -6.21%                                  |
| Barbour       | 294,340     | 326,680     | 257,147     | -69,533  | -21.28%                                 |
| Bibb          | 11,717      | 12,371      | 13,587      | 1,216  | 9.83%                                   |
| Blount*       | 42,549      | 37,782      | 38,126      | 344  | 0.91%                                   |
| Bullock       | 6,962       | 6,254       | 5,726       | -528   | -8.44%                                  |
| Butler        | 246,023     | 269,401     | 209,930     | -59,471  | -22.08%                                 |
| Calhoun       | 1,253,856   | 1,175,964   | 840,063     | -335,901   | -28.56%                                 |
| Chambers      | 147,804     | 139,032     | 107,939     | -31,093  | -22.36%                                 |
| Cherokee*     | 119,098     | 127,363     | 142,317     | 14,954   | 11.74%                                  |
| Chilton       | 183,976     | 208,045     | 165,784     | -42,261  | -20.31%                                 |
| Choctaw       | 31,470      | 36,575      | 42,124      | 5,549  | 15.17%                                  |
| Clarke        | 202,862     | 236,325     | 231,877     | -4,448   | -1.88%                                  |
| Clay          | 3,730       | 4,900       | 6,044       | 1,144  | 23.35%                                  |
| Cleburne      | 64,254      | 63,896      | 65,378      | 1,482  | 2.32%                                   |
| Coffee        | 378,004     | 423,620     | 326,749     | -96,871  | -22.87%                                 |
| Colbert*      | 306,520     | 341,199     | 353,899     | 12,700   | 3.72%                                   |
| Conecuh       | 101,833     | 100,749     | 82,863      | -17,886  | -17.75%                                 |
| Coosa         | 19,032      | 16,899      | 16,552      | -347   | -2.05%                                  |
| Covington     | 0           | 255,903     | 195,407     | -60,496  | -23.64%                                 |
| Crenshaw      | 26,415      | 28,462      | 35,201      | 6,739  | 23.68%                                  |
| Cullman*      | 733,109     | 735,355     | 621,026     | -114,329   | -15.55%                                 |
| Dale          | 309,762     | 328,258     | 214,895     | -113,363   | -34.53%                                 |
| Dallas        | 230,865     | 265,058     | 240,616     | -24,442  | -9.22%                                  |
| DeKalb*       | 458,363     | 510,179     | 494,287     | -15,892  | -3.11%                                  |
| Elmore        | 967,180     | 1,153,444   | 881,365     | -272,079   | -23.59%                                 |
| Escambia      | 289,260     | 289,495     | 235,135     | -54,360  | -18.78%                                 |
| Etowah*       | 779,438     | 807,332     | 680,520     | -126,812   | -15.71%                                 |
| Fayette       | 14,390      | 13,042      | 10,961      | -2,081   | -15.96%                                 |
| Franklin*     | 110,259     | 107,899     | 124,027     | 16,128   | 14.95%                                  |
| Geneva        | 20,326      | 22,517      | 22,125      | -392   | -1.74%                                  |
| Greene        | 38,413      | 42,348      | 31,777      | -10,571  | -24.96%                                 |
| Hale          | 4,323       | 5,428       | 5,296       | -132   | -2.43%                                  |
| Henry         | 28,187      | 29,260      | 21,993      | -7,267   | -24.84%                                 |
| Houston       | 1,512,743   | 1,693,346   | 1,191,017   | -502,329   | -29.66%                                 |

\* 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

**Table 21 (continued)**  
**Annual State Lodging Tax**

| County             | 2018              | 2019              | 2020              | 2019-2020                       | 2019-2020         |
|--------------------|-------------------|-------------------|-------------------|---------------------------------|-------------------|
|                    |                   |                   |                   | Dollar<br>Increase/<br>Decrease | Rate of<br>Growth |
| Jackson*           | 408,600           | 433,006           | 349,738           | -83,268                         | -19.23%           |
| Jefferson          | 10,492,594        | 11,400,152        | 6,870,428         | -4,529,724                      | -39.73%           |
| Lamar              | 5,746             | 4,742             | 4,480             | -262                            | -5.53%            |
| Lauderdale*        | 1,196,536         | 1,192,824         | 918,645           | -274,179                        | -22.99%           |
| Lawrence*          | 65,562            | 63,493            | 84,102            | 20,609                          | 32.46%            |
| Lee                | 2,273,390         | 2,527,570         | 1,608,057         | -919,513                        | -36.38%           |
| Limestone*         | 688,934           | 722,738           | 600,800           | -121,938                        | -16.87%           |
| Lowndes #          | ----              | ----              | ----              | ----                            | ----              |
| Macon              | 20,005            | 26,835            | 27,971            | 1,136                           | 4.23%             |
| Madison*           | 6,781,431         | 7,812,390         | 5,889,274         | -1,923,116                      | -24.62%           |
| Marengo            | 186,265           | 192,221           | 183,290           | -8,931                          | -4.65%            |
| Marion*            | 233,709           | 221,669           | 179,938           | -41,731                         | -18.83%           |
| Marshall*          | 782,557           | 823,403           | 809,101           | -14,302                         | -1.74%            |
| Mobile             | 5,965,975         | 6,191,181         | 5,375,743         | -815,438                        | -13.17%           |
| Monroe             | 99,872            | 116,823           | 124,094           | 7,271                           | 6.22%             |
| Montgomery         | 4,408,101         | 4,653,311         | 2,904,680         | -1,748,631                      | -37.58%           |
| Morgan*            | 1,267,414         | 1,397,427         | 1,199,977         | -197,450                        | -14.13%           |
| Perry              | 21,056            | 27,627            | 23,236            | -4,391                          | -15.89%           |
| Pickens            | 13,745            | 16,359            | 12,228            | -4,131                          | -25.25%           |
| Pike               | 383,324           | 424,337           | 287,747           | -136,590                        | -32.19%           |
| Randolph           | 31,924            | 32,990            | 38,983            | 5,993                           | 18.17%            |
| Russell            | 439,364           | 498,803           | 350,746           | -148,057                        | -29.68%           |
| Shelby             | 1,845,455         | 1,947,362         | 1,323,779         | -623,583                        | -32.02%           |
| St. Clair          | 423,596           | 437,685           | 348,084           | -89,601                         | -20.47%           |
| Sumter             | 63,320            | 63,231            | 49,170            | -14,061                         | -22.24%           |
| Talladega          | 522,056           | 500,052           | 416,002           | -84,050                         | -16.81%           |
| Tallapoosa         | 305,492           | 328,277           | 383,220           | 54,943                          | 16.74%            |
| Tuscaloosa         | 3,140,499         | 3,314,063         | 2,139,003         | -1,175,060                      | -35.46%           |
| Walker             | 358,633           | 362,472           | 302,688           | -59,784                         | -16.49%           |
| Washington         | 4,759             | 4,884             | 4,055             | -829                            | -16.97%           |
| Wilcox             | 31,752            | 32,373            | 35,628            | 3,255                           | 10.05%            |
| Winston*           | 81,947            | 82,934            | 114,550           | 31,616                          | 38.12%            |
| <b>State Total</b> | <b>75,987,099</b> | <b>82,179,615</b> | <b>65,707,658</b> | <b>-16,471,957</b>              | <b>-20.04%</b>    |

\* 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.

# ALABAMA TOURISM DEPARTMENT - STAFF

## ADMINISTRATIVE DIVISION

Lee Sentell – Director  
Mickie Justice – Executive Assistant  
Charlene Anderson

## FINANCIAL SERVICES DIVISION

Scott Burbank  
Leigh Cross  
Dawn Chandler  
Amy Jordan

## MARKETING DIVISION

Grey Brennan – Deputy Director  
Devin Kennedy – Executive Assistant  
Courtney Austin  
Rosemary Judkins  
Jamie Martin  
Graham Roderick  
Pam Smith  
Jo Jo Terry

## MAIL DIVISION

Mattie Pierce  
Tyler Clark  
Bryan Oswalt  
Elbert Taylor

## PERSONNEL DIVISION

Lori Syck

## PUBLICATIONS DIVISION

Rick Harmon  
Dwayne O'Riley  
Austin Simmons  
Andi Martin

## GOVERNOR'S MANSION GIFT SHOP

Nicole Owens  
Tiffany Flowers  
Jessica Niedenthal

## RETIRED EMPLOYEES

Marilyn Stamps  
Kerry Teague

## ARDMORE WELCOME CENTER

Trisa Collier – Welcome Center Administrator  
Jessica Jackson – Manager  
Sherry Griffith  
Ashley Harris  
Bernice Hopson  
Carl Stanford

## BALDWIN WELCOME CENTER

Ursel Forbes - Manager  
Shalynthia Gulley  
Paul Shestak  
Barbara Trevathan

## CLEBURNE WELCOME CENTER

Patrick Greenia – Manager  
Tabetha Akins  
Natalie Atkinson  
Aundria Sanders  
Lora Walker

## DEKALB WELCOME CENTER

Sosthenes Sealy - Manager  
Cathy Cureton  
Kelli Dawson  
Heather Tuxbury  
Tinda Hammet

## GRAND BAY WELCOME CENTER

Constance Pearce – Manager  
Anne Hayden  
Sandra Presley  
Minnie Spicer  
Antonio Stanford  
Emily White

## HOUSTON WELCOME CENTER

Deborah Tillis - Manager  
Tiffiney Cole  
Emily Fails  
Caitlyn Penn  
Ann Tiller

## LANETT WELCOME CENTER

Laura Smith – Manager  
Linda Adams  
Melinda Edwards  
Patrick Greenia  
Kelvante Philpot

## SUMTER WELCOME CENTER

Gerlena Hale - Manager  
Sandy Jenkins  
Belinda Nation  
Teresa Winn

# Tourism Growth In Past Decade

DeKalb County

