

Gulf State Park Pier

2020 REPORT



Alabama Tourism Industry Economic Impact

ALABAMA TOURISM DEPARTMENT ANNUAL REPORT



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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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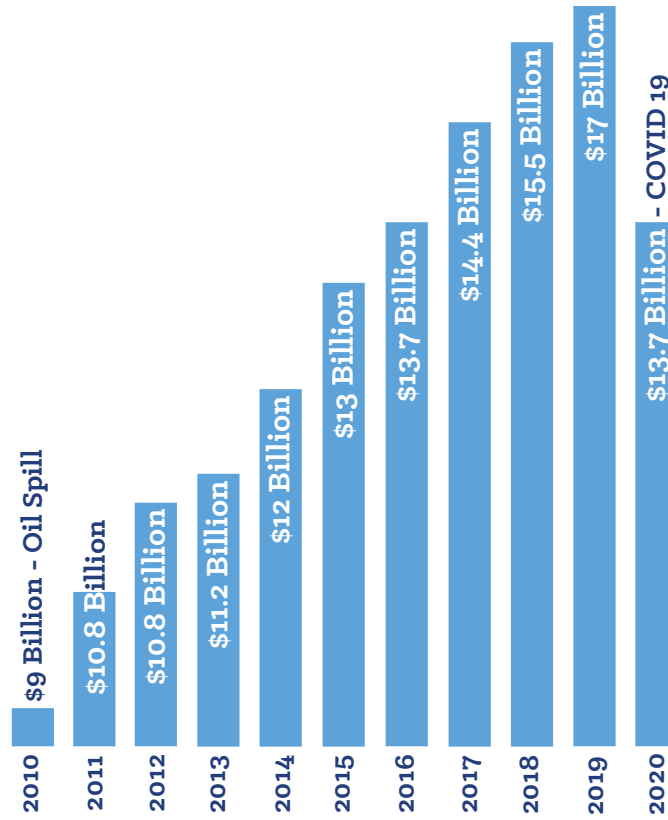
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Figure 1
Alabama Tourism Expenditures 2010-2020



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
State of Alabama	28,733,406	22,519,710	19,759,201	15,486,207

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
State of Alabama	63.0	49.6	92	82	2,325,910	2,321,227

*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 Gross Domestic Product	Services	Travel 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.

*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 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>
Total	\$13,360,238,399	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 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 Employed	Share of 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>
Total	111,482	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 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 (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>
Total	111,482	53,748	165,230

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>
Total	\$3,202,326,409	100%

*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 (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>
Total	\$2,560,400,143	\$2,031,436,267	\$4,591,836,410

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

Year	State Revenue	Local Revenue	Total	% Change
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.

*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.

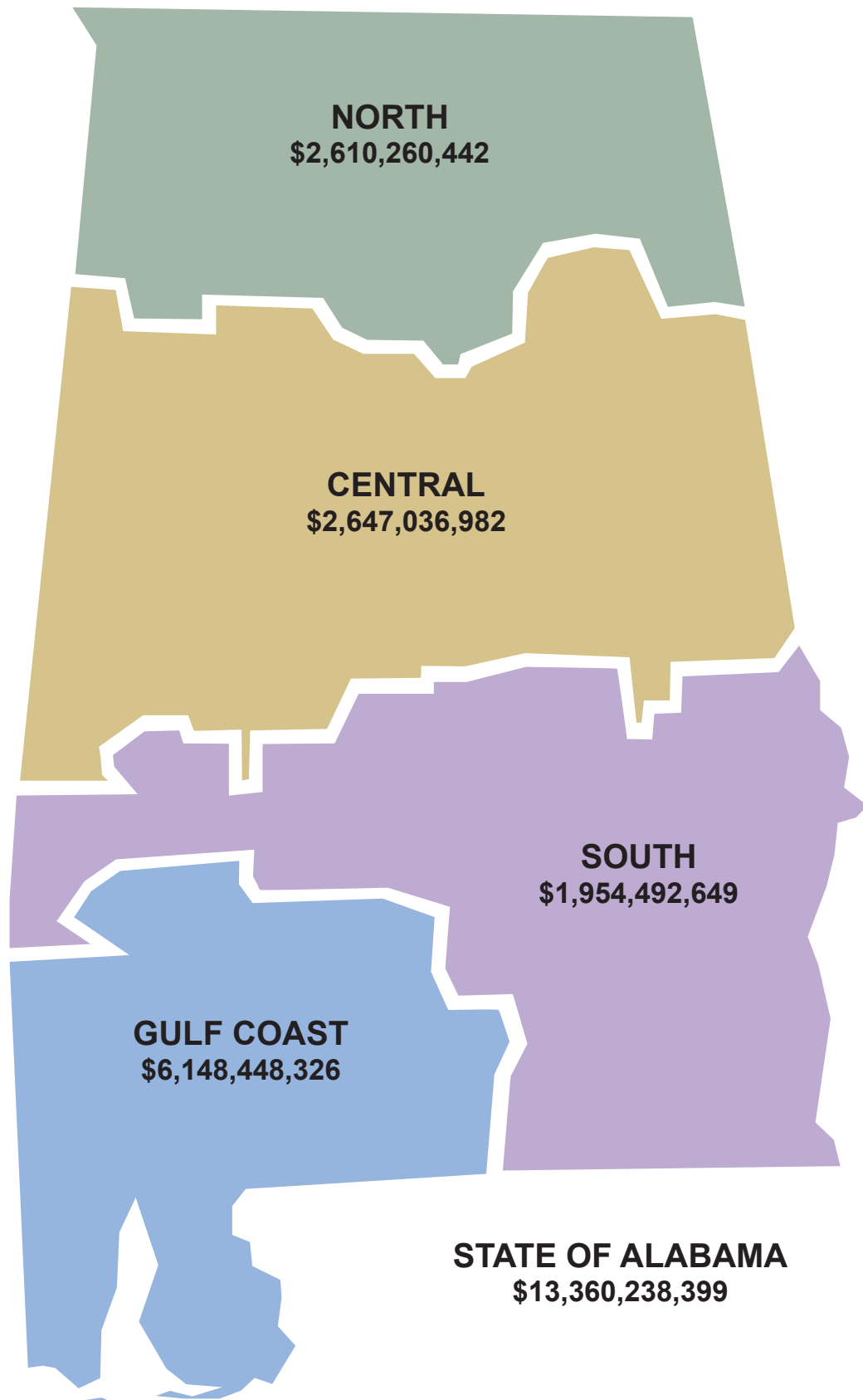
Alabama Travel Data by Region

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

Table 11
Alabama Regional Tourism Data

<u>Total Expenditures (\$)</u>	<u>2019</u>	<u>2020</u>	<u>Growth</u>	Percentage of State Total
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%
<u>Travel-Related Earnings (\$)</u>	<u>2019</u>	<u>2020</u>	<u>Growth</u>	Percentage of State Total
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%
<u>Travel-Related Employment</u>	<u>2019</u>	<u>2020</u>	<u>Growth</u>	Percentage of State Total
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

County	2018	2019	2020	2019-2020 Rate of Growth
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

County	2018	2019	2020	2019-2020 Rate of Growth
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%
State Total	133,984	140,705	111,482	-20.8.0%

*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	2018	2019	2020	2018-2019 Rate of Growth
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 Rate of 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%
State Total	198,890	208,623	165,230	-20.8%

*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 14
Total Travel-Related Employment by County
Ordered by Size

County	2020	Share of Total
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

County	2020	Share of Total
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%
State Total	165,230	100.00%

Table 15
Counties with Largest
Total Employment Growth in 2020

County	2018	2019	2020	2019-2020 Rate of Growth
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.

Figure 3
Alabama Lodging Tax by Quarter
2020

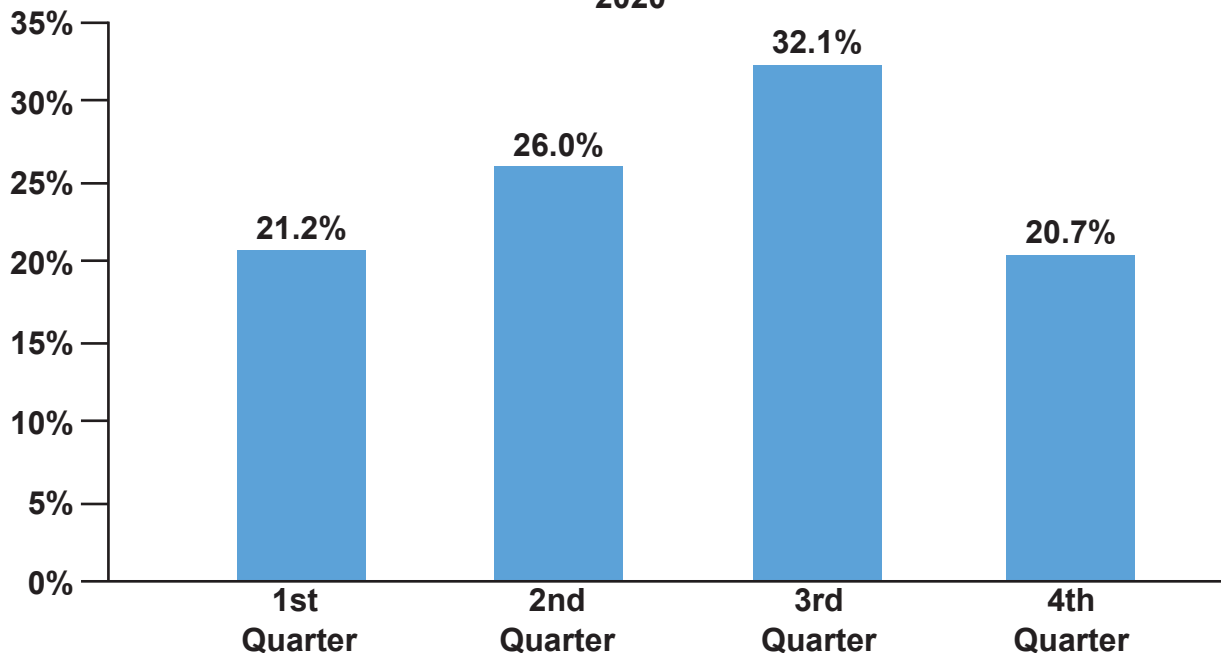


Table 16 represents the quarterly fluctuations for the seven counties in the state that have the highest levels of travel and tourism.

- 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:

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:

- 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:

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 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

MSAs	2018	2019	2020
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

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

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

County	2018	2019	2020	2019-2020 Rate of Growth
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 Rate of 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%
State Total	5,415,083,332	5,746,377,400	4,591,836,410	-20.1%

*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	2018	2019	2020	2019-2020 Rate of Growth
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

County	2018	2019	2020	2019-2020 Rate of Growth
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%
State Total	15,558,256,428	16,777,421,546	13,360,238,399	-20.4%

*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	2018	2019	2020	2019-2020 Dollar Increase/ Decrease	2019-2020 Rate of Growth
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 Dollar Increase/ Decrease	2019-2020 Rate of 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%
State Total	75,987,099	82,179,615	65,707,658	-16,471,957	-20.04%

* 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

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Sherry Griffith
Ashley Harris
Bernice Hopson
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Barbara Trevathan

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Tabetha Akins
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Aundria Sanders
Lora Walker

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Heather Tuxbury
Tinda Hammet

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Tourism Growth In Past Decade

