

2024

ALABAMA TOURISM ECONOMIC REPORT

Alabama Tourism Department

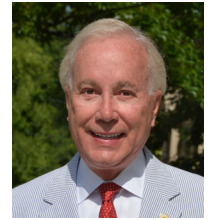
GULF STATE PARK



KAY IVEY
GOVERNOR



Alabama Tourism Department



LEE SENTELL
DIRECTOR

29 million tourists spend \$23.9 Billion in 2024, fourth year of solid growth

Around 29 million tourists vacationed at Alabama beaches, hotels, state parks, and campgrounds in 2024, setting records for the fourth year in a row, according to Governor Kay Ivey. Spending in Sweet Home Alabama has increased by almost \$1 billion each year for four of the past five years, putting the new record at \$23.9 billion spent in a single year.

The tourism industry helped support 248,590 jobs in the past year, the governor said. For every \$140,726 of expenditures in the travel industry, one new direct job is created. Economists estimate that for every two direct jobs created, the Alabama economy indirectly creates one additional job.

The hospitality industry was responsible for generating \$4.4 billion in direct earnings with the total impact earnings exceeding \$7.9 billion. The state's eating and drinking establishments accounted for more than half of the jobs in 2024. The food industry created 53 percent of the positions, with overnight accommodations providing 21 percent, the study revealed. Entertainment provided 12 percent of jobs and general retail contributed an additional 7 percent.

The five counties of Baldwin, Jefferson, Madison, Mobile, and Montgomery attracted the largest numbers of travelers. More specifically, 72 percent of travelers chose one of the top five counties as their destination.

The amount spent in the state has climbed for 13 of the past 14 years, only falling in 2020 during the height of the COVID pandemic. A decade ago, tourists spent \$11 billion in one year, less than half the amount spent in 2024, state tourism director Lee Sentell said.

The travel industry directly benefits the state's total economy, tourism officials said. State law mandates that three-quarters of the 4 percent State Lodging Tax goes directly into Alabama's General Fund that the Alabama Legislature provides for services to all state residents. In 2024, about \$88 million was generated by tourists which benefited all residents of the state, officials said.



Gulf State Park



Helen Keller Birthplace, Ivy Green



16th Street Baptist Church

*Economic Impact
Alabama Travel Industry 2024*



**\$87,980,257 of
Alabama's 4% state
lodging tax goes to the
state's General Fund.**

Tourism helped fund 248,590 jobs last year. Every \$140,726 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.

Executive Summary

- Travelers are estimated to have spent \$23.9 billion in Alabama in 2024. This represents an increase of 1.9 percent as compared to 2023 spending.
- Based on the primary and secondary data, it is estimated that more than 28.9 million people visited the State of Alabama during 2024.
- In 2024, \$1.4 billion of state and local tax revenues were generated by travel and tourism activities. Without those taxes, each household in Alabama would have had to pay \$707 in additional taxes to maintain current service levels.
- Travel industry expenditures represent 7.3 percent of Alabama's Gross Domestic Product – overall production – in 2024.
- An estimated 248,590 jobs – 11.3 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 2024 is estimated to be \$7.9 billion.
- Every \$140,726 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 \$0.33.
- The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile and Montgomery, accounting for 71.8 percent of the total number of visitors to the state.

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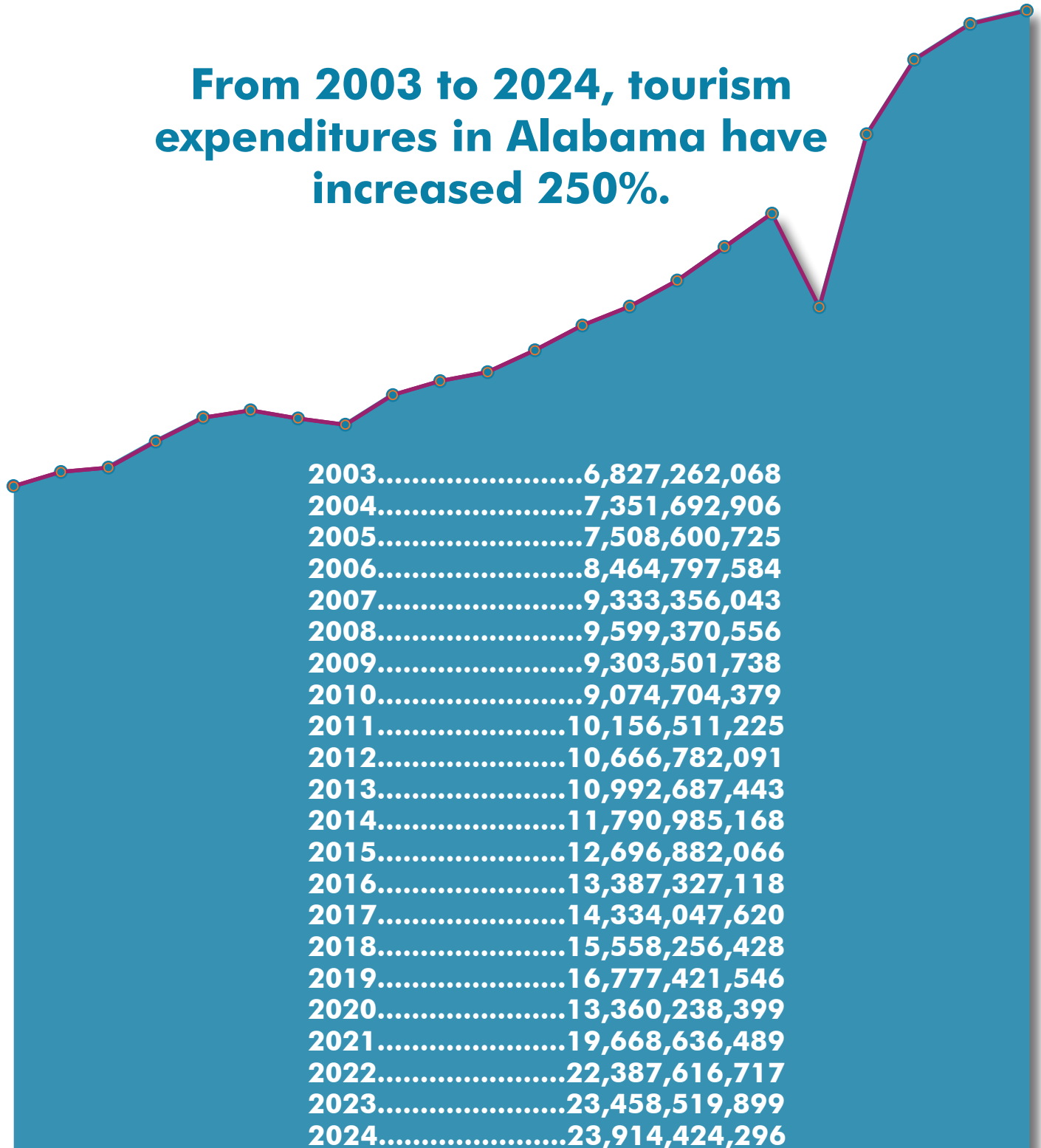
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Alabama Tourism Expenditures
2003 - 2024

From 2003 to 2024, tourism expenditures in Alabama have increased 250%.



Introduction

In 2024, tourism continued to be a vital contributor to Alabama's economic prosperity, reflecting broader trends observed across the Southeastern United States. More than 28.9 million visitors came to Alabama, generating approximately \$23.9 billion in economic activities and over 248,500 jobs. The figures underscore the sector's robust recovery and growth. All aspects of Alabama's tourism market, from its resource rich Black Belt region to its iconic beaches and its cultural heritage sites, contributed to the increase in tourism in 2024. This increase aligns with regional patterns, as the Southeastern U.S. approached 90% of pre-pandemic tourism levels, with full recovery expected in 2025. The state's beauty and its quality of life are major factors in attracting so many tourists to visit.

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2024. 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 2024 report.

Additional sources of information were used in preparing the 2024 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 were 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.

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 were 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 2024, 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 | |
|-------------------------|--------------------------|-------------------|---|-------------------|
| | 2023 | 2024 | 2023 | 2024 |
| Baldwin | 8,384,406 | 8,392,921 | 2,104,325 | 2,123,264 |
| Jefferson | 3,371,632 | 3,388,490 | 2,147,729 | 2,158,468 |
| Mobile | 3,391,712 | 3,466,330 | 1,973,976 | 2,017,404 |
| Madison | 3,974,596 | 3,982,545 | 2,762,344 | 2,767,869 |
| Montgomery | 1,543,914 | 1,556,265 | 940,290 | 943,097 |
| Other Counties | 8,159,976 | 8,160,265 | 9,894,373 | 9,895,856 |
| State of Alabama | 28,826,235 | 28,946,816 | 19,823,037 | 19,905,957 |

Source: Smith Travel Research

Table 2
Average Hotel Occupancy Rates and Room Rates for the State of Alabama and Selected Counties

| Counties | Av. Occupancy Rate (%) | | Av. Room Rate (\$) | |
|-------------------------|------------------------|-------------|--------------------|------------|
| | 2023 | 2024 | 2023 | 2024 |
| Baldwin (hotels only) | 61.9 | 62.5 | 166 | 164 |
| Jefferson | 63.8 | 62.1 | 120 | 122 |
| Madison | 66.3 | 62.7 | 118 | 121 |
| Mobile | 59.4 | 59.7 | 105 | 107 |
| Montgomery | 60.1 | 60.6 | 106 | 109 |
| State of Alabama | 60.1 | 58.7 | 116 | 117 |

It is estimated that more than 28.9 million visitors made Alabama their travel destination in 2024. It is also estimated that Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, 71.8 percent of the travelers chose these counties as their destination.

Travel Industry Expenditures in Alabama

In 2024, it is estimated that travelers spent \$23.9 billion in Alabama. This represents an increase of 1.9 percent as compared to 2023 spending, as shown in *Table 3*.

| <i>Table 3</i> <i>Travel Expenditures in Alabama</i> | | |
|---|------------------|--------|
| Year | Expenditures | Change |
| 2024 | \$23,914,424,296 | 1.9% |
| 2023 | \$23,458,519,899 | 4.8% |
| 2022 | \$22,387,616,717 | ---- |

In order to compare the growth of travel industry expenditures to Alabama’s overall economy, travel expenditures for 2022 through 2024 were adjusted for inflation and then compared to the growth rates in the state’s Gross Domestic Product and the service sector.

| <i>Table 4</i> <i>Real Rates of Growth in 2022-2024*</i> | | | |
|---|--------------------------------------|----------|--------------------|
| Year | Alabama Gross Domestic Product | Services | Travel Industry |
| 2024 | 2.5% | 3.5% | -0.06% |
| 2023 | 2.9% | 3.0% | -0.21% |
| 2022 | 1.1% | 5.3% | 5.39% |

As shown in *Table 4*, growth in the travel industry for 2024 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 7.3 percent of all statewide economic activities in Alabama.

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

*Source: Bureau of Economic Analysis (BEA), U.S. Department of Commerce. For the Alabama Gross Domestic Product and Service percentage changes, the 2022 and 2023 numbers are actual numbers and the 2024 figures are our estimates.

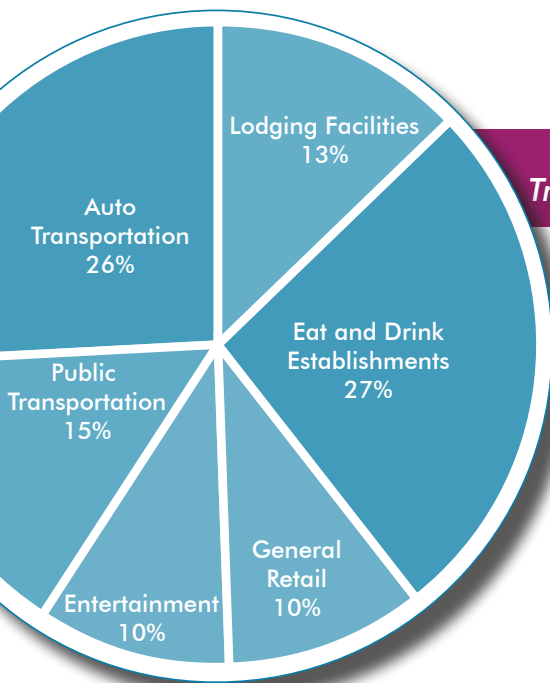


Table 5
Travel Expenditures by Category-2024

| | Expenditures | Share of Total |
|------------------------------------|-------------------------|----------------|
| Lodging Facilities | \$3,189,687,905 | 13% |
| Eating and Drinking Establishments | \$6,398,752,269 | 27% |
| General Retail | \$2,341,321,992 | 10% |
| Entertainment | \$2,290,943,201 | 10% |
| Public Transportation | \$3,509,399,460 | 15% |
| Auto Transportation | \$6,184,319,468 | 26% |
| Total | \$23,914,424,296 | 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 2024, an estimated 169,936 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 53 percent of all the travel-related jobs created in the state in 2024. Other industries that benefited strongly were lodging facilities and entertainment.

Table 6
Travel-Related Direct Employment-2024

| | Persons Employed | Share of Total |
|------------------------------------|------------------|----------------|
| Lodging Facilities | 35,316 | 21% |
| Eating and Drinking Establishments | 90,668 | 53% |
| General Retail | 11,017 | 7% |
| Entertainment | 20,501 | 12% |
| Public Transportation | 4,233 | 3% |
| Auto Transportation | 7,201 | 4% |
| Total | 169,936 | 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 169,936 direct jobs led to the creation of 78,654 additional, or indirect, jobs in the state in 2024.

Table 7
Travel Industry Total (Impact) Employment - 2024

| | Direct | Indirect (Other Industries) | Total |
|------------------------------------|----------------|--|----------------|
| Lodging Facilities | 36,316 | 20,724 | 57,040 |
| Eating and Drinking Establishments | 90,668 | 32,854 | 123,522 |
| General Retail | 11,017 | 4,899 | 15,916 |
| Entertainment | 20,501 | 7,911 | 28,412 |
| Public Transportation | 4,233 | 2,673 | 6,906 |
| Auto Transportation | 7,201 | 9,593 | 16,794 |
| Total | 169,936 | 78,654 | 248,590 |

This overall job creation impact of 248,590 jobs is impressive. According to this analysis, 11.3 percent of all the non-agricultural employment in the State of Alabama in 2024 was directly and indirectly associated with the state's travel industry.*

Furthermore, the analysis shows that every \$140,726 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 2024 are presented in *Table 8*.

Table 8
Travel-Related Direct Earning - 2024

| | Earnings | Share of Total |
|------------------------------------|------------------------|-----------------------|
| Lodging Facilities | \$869,067,274 | 20% |
| Eating and Drinking Establishments | \$1,821,244,864 | 41% |
| General Retail | \$301,964,892 | 7% |
| Entertainment | \$640,620,065 | 15% |
| Public Transportation | \$486,975,541 | 11% |
| Auto Transportation | \$286,249,712 | 6% |
| Total | \$4,406,122,348 | 100% |

*The 2024 Alabama state non-agricultural employment was 2,190,300. This information was provided by the Alabama Department of Industrial Relations – Labor Market Division.

It is estimated that, in 2024, the travel industry was responsible for generating \$4.4 billion in direct earnings in Alabama. The growth rate in direct travel-related earnings shows an increase of 1.9 percent as compared to 2023

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 - 2024

| | Direct | Indirect (Other Industries) | Total |
|------------------------------------|------------------------|--|------------------------|
| Lodging Facilities | \$869,067,274 | \$763,388,693 | \$1,632,455,967 |
| Eating and Drinking Establishments | \$1,821,244,864 | \$1,422,210,115 | \$3,243,454,979 |
| General Retail | \$301,964,892 | \$189,724,542 | \$491,689,434 |
| Entertainment | \$640,620,065 | \$456,633,982 | \$1,097,254,047 |
| Public Transportation | \$486,975,541 | \$418,263,292 | \$905,238,833 |
| Auto Transportation | \$286,249,712 | \$245,859,878 | \$532,109,590 |
| Total | \$4,406,122,348 | \$3,496,080,502 | \$7,902,202,850 |

The total impact of the travel industry on Alabama’s earning power is estimated to be \$7.9 billion for 2024. This includes direct earnings of \$4.4 billion and an indirect impact of \$3.5 billion. This suggests that the industry was responsible for 4.1 percent of total earnings in the state in 2024.

Additionally, every \$1 in travel-related spending translates to \$0.18 in direct earnings. The indirect impact is estimated to amount to an additional \$0.15 in earnings, bringing the total to \$0.33.

This suggests that for every \$1 in travel-related expenditures, the state directly and indirectly retains \$0.33 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 2022-2024

| Year | State Revenue | Local Revenue | Total | % Change |
|------|---------------|---------------|-----------------|----------|
| 2024 | \$994,388,290 | \$398,686,101 | \$1,393,074,391 | 1.9% |
| 2023 | \$975,431,280 | \$391,085,552 | \$1,366,516,832 | 4.8% |
| 2022 | \$930,901,937 | \$373,232,134 | \$1,304,134,071 | ---- |

We estimate that in 2024, \$1.4 billion in tax revenues were realized, primarily due to travel-related activities. These revenues were in the form of income, sales, excise, property and corporate income taxes. Without those taxes, each household in Alabama would have had to pay \$707 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 2024 number of Alabama households was 1,969,105. This information was provided by the U.S. Census Bureau.

Alabama Travel Data by Region

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

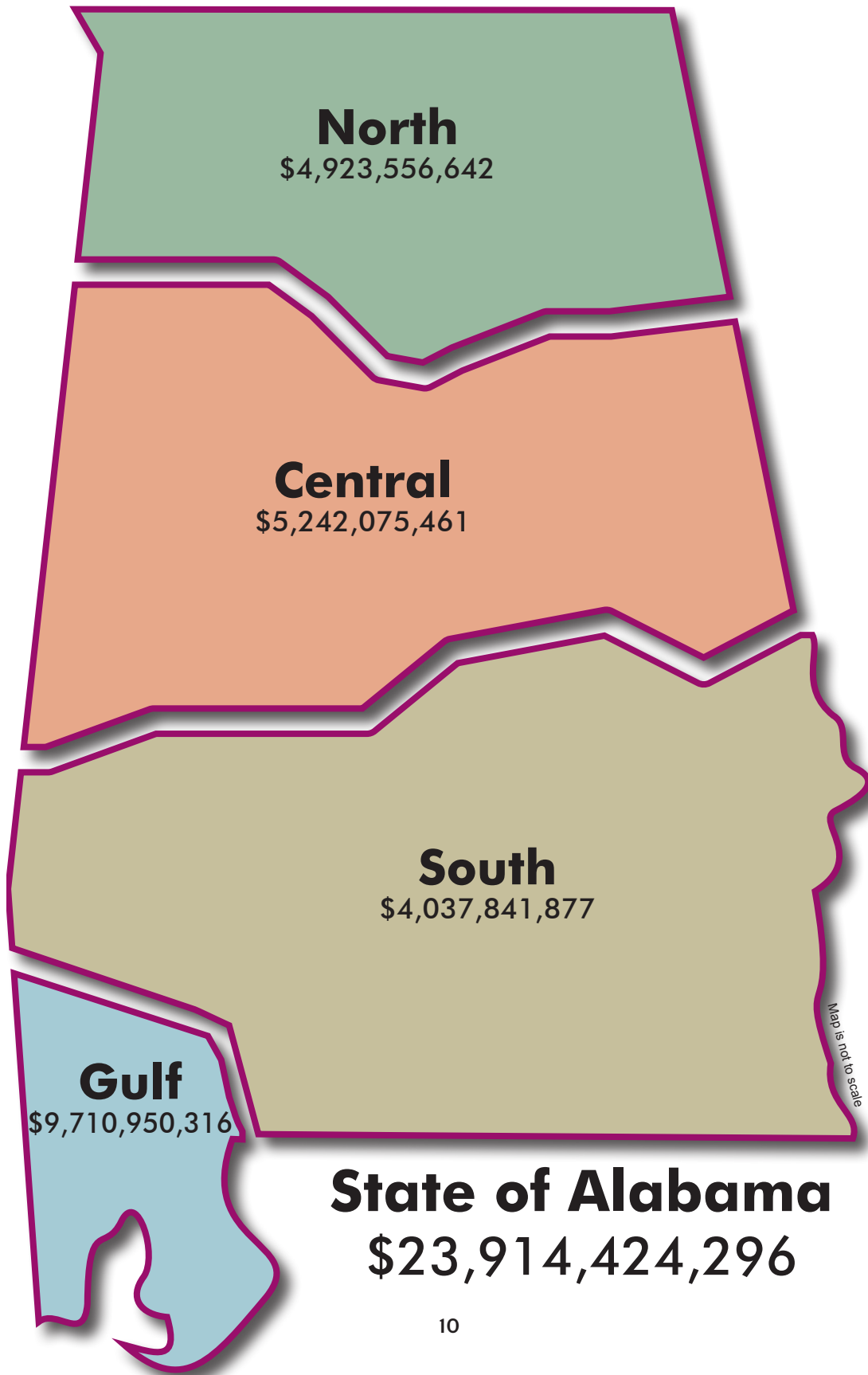
Table 11
Alabama Regional Tourism Data

| Total Expenditures (\$) | 2023 | 2024 | Growth | Percentage of State Total |
|--------------------------------|-----------------------|-----------------------|---------------|----------------------------------|
| North Region | 4,740,532,138 | 4,923,556,642 | 3.9% | 20.6% |
| Central Region | 5,202,636,272 | 5,242,075,461 | 0.8% | 21.9% |
| South Region | 3,819,288,946 | 4,037,841,877 | 5.7% | 16.9% |
| Gulf Coast Region | 9,696,062,543 | 9,710,950,316 | 0.2% | 40.6% |
| State of Alabama | 22,458,519,899 | 23,914,424,296 | 1.9% | 100.0% |

| Travel-Related Earnings (\$) | 2023 | 2024 | Growth | Percentage of State Total |
|-------------------------------------|----------------------|----------------------|---------------|----------------------------------|
| North Region | 1,348,381,321 | 1,396,804,571 | 3.6% | 17.7% |
| Central Region | 1,694,804,698 | 1,708,724,721 | 0.8% | 21.6% |
| South Region | 1,292,719,320 | 1,369,039,081 | 5.9% | 17.3% |
| Gulf Coast Region | 3,415,649,978 | 3,427,634,477 | 0.4% | 43.4% |
| State of Alabama | 7,751,555,317 | 7,902,202,850 | 1.9% | 100.0% |

| Travel-Related Employment | 2023 | 2024 | Growth | Percentage of State Total |
|----------------------------------|----------------|----------------|---------------|----------------------------------|
| Total – Direct and Indirect | | | | |
| North Region | 46,523 | 50,569 | 2.1% | 20.3% |
| Central Region | 62,088 | 61,886 | -0.3% | 24.9% |
| South Region | 46,025 | 48,040 | 4.4% | 19.3% |
| Gulf Coast Region | 87,903 | 88,095 | 0.2% | 35.4% |
| State of Alabama | 245,539 | 248,590 | 1.2% | 100.0% |
| Direct | | | | |
| North Region | 34,010 | 34,705 | 2.0% | 20.4% |
| Central Region | 42,155 | 42,005 | -0.4% | 24.7% |
| South Region | 31,181 | 32,537 | 4.3% | 19.1% |
| Gulf Coast Region | 59,882 | 60,687 | 1.3% | 35.7% |
| State of Alabama | 167,228 | 169,936 | 1.6% | 100.0% |

Figure 2
2024 Travel-Related Total
Expenditures by Alabama Travel Region



Travel-Generated Employment: County-By-County Basis

Total travel-generated employment in 2024 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 31 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 40 percent of all travel-related employment.
- Seven counties - Baldwin, Jefferson, Madison, Mobile, Montgomery, Shelby, and Tuscaloosa account for 175,857 travel-related workers, which is 71 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 2024.

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 25, shows travel-related earnings by county, including the annual growth rate.

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

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

Table 12
Direct Travel-Related Employment
by County

| County | 2022 | 2023 | 2024 | Rate of Growth 2023-2024 |
|---------------|-------------|-------------|-------------|---|
| Autauga | 358 | 415 | 382 | -8.0% |
| Baldwin | 44,369 | 44,767 | 44,922 | 0.3% |
| Barbour | 719 | 738 | 745 | 0.9% |
| Bibb | 22 | 23 | 28 | 21.7% |
| Blount | 107 | 122 | 97 | -20.5% |
| Bullock | 15 | 13 | 16 | 23.1% |
| Butler | 604 | 641 | 650 | 1.4% |
| Calhoun | 772 | 820 | 884 | 7.8% |
| Chambers | 492 | 375 | 402 | 7.2% |
| Cherokee | 270 | 261 | 300 | 14.9% |
| Chilton | 451 | 512 | 502 | -2.0% |
| Choctaw | 58 | 53 | 47 | -11.3% |
| Clarke | 593 | 568 | 630 | 10.9% |
| Clay | 42 | 50 | 75 | 50.0% |
| Cleburne | 224 | 221 | 218 | -1.4% |
| Coffee | 966 | 1,014 | 1,062 | 4.7% |
| Colbert | 1,011 | 1,018 | 1,020 | 0.2% |
| Conecuh | 197 | 181 | 193 | 6.6% |
| Coosa | 82 | 48 | 48 | 0.0% |
| Covington | 599 | 537 | 558 | 3.9% |
| Crenshaw | 22 | 26 | 16 | -38.5% |
| Cullman | 1,626 | 1,838 | 2,029 | 10.4% |
| Dale | 502 | 479 | 456 | -4.8% |
| Dallas | 950 | 882 | 1,008 | 14.3% |
| DeKalb | 1,316 | 1,292 | 1,476 | 14.2% |
| Elmore | 2,255 | 2,544 | 2,712 | 6.6% |
| Escambia | 748 | 771 | 840 | 8.9% |
| Etowah | 1,600 | 1,646 | 1,638 | -0.5% |
| Fayette | 40 | 47 | 45 | -4.3% |
| Franklin | 281 | 285 | 236 | -17.2% |
| Geneva | 59 | 53 | 54 | 1.9% |
| Greene | 115 | 143 | 138 | -3.5% |
| Hale | 12 | 20 | 19 | -5.0% |
| Henry | 26 | 28 | 35 | 25.0% |
| Houston | 3,256 | 3,335 | 3,365 | 0.9% |
| Jackson | 731 | 782 | 802 | 2.6% |

Table 12 (Continued)
Direct Travel-Related Employment
by County

| County | 2022 | 2023 | 2024 | Rate of Growth 2023-2024 |
|--------------------|----------------|----------------|----------------|---|
| Jefferson | 21,804 | 22,441 | 22,779 | 1.5% |
| Lamar | 10 | 10 | 6 | -40.0% |
| Lauderdale | 2,393 | 2,461 | 2,456 | -0.2% |
| Lawrence | 148 | 150 | 145 | -3.3% |
| Lee | 5,843 | 6,113 | 6,702 | 9.6% |
| Limestone | 1,284 | 1,489 | 1,460 | -1.9% |
| Lowndes* | ---- | ---- | ---- | ---- |
| Macon | 184 | 173 | 165 | -4.6% |
| Madison | 14,878 | 16,398 | 16,213 | -1.1% |
| Marengo | 523 | 557 | 609 | 9.3% |
| Marion | 400 | 462 | 432 | -6.5% |
| Marshall | 2,787 | 3,050 | 3,302 | 8.3% |
| Mobile | 14,860 | 15,115 | 15,765 | 4.3% |
| Monroe | 367 | 428 | 448 | 4.7% |
| Montgomery | 8,761 | 9,315 | 9,853 | 5.8% |
| Morgan | 2,522 | 2,504 | 2,799 | 11.8% |
| Perry | 80 | 90 | 88 | -2.2% |
| Pickens | 35 | 47 | 44 | -6.4% |
| Pike | 925 | 968 | 916 | -5.4% |
| Randolph | 116 | 151 | 149 | -1.3% |
| Russell | 925 | 1,252 | 976 | -22.0% |
| Shelby | 4,974 | 4,856 | 4,716 | -2.9% |
| St. Clair | 1,297 | 1,405 | 1,414 | 0.6% |
| Sumter | 145 | 153 | 138 | -9.8% |
| Talladega | 1,469 | 1,619 | 1,665 | 2.8% |
| Tallapoosa | 1,058 | 1,103 | 1,202 | 9.0% |
| Tuscaloosa | 6,635 | 7,233 | 6,698 | -7.4% |
| Walker | 763 | 788 | 748 | -5.1% |
| Washington | 14 | 8 | 11 | 37.5% |
| Wilcox | 79 | 89 | 89 | 0.0% |
| Winston | 245 | 252 | 300 | 19.0% |
| State Total | 161,014 | 167,228 | 169,936 | 1.6% |

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

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

| County | 2022 | 2023 | 2024 | 2023-2024 Rate of Growth |
|---------------|-------------|-------------|-------------|-------------------------------------|
| Autauga | 532 | 597 | 549 | -8.0% |
| Baldwin | 65,523 | 65,454 | 64,680 | -1.2% |
| Barbour | 1,068 | 1,097 | 1,107 | 0.9% |
| Bibb | 22 | 23 | 28 | 21.7% |
| Blount | 158 | 182 | 145 | -20.3% |
| Bullock | 15 | 13 | 16 | 23.1% |
| Butler | 898 | 952 | 965 | 1.4% |
| Calhoun | 1,159 | 1,232 | 1,327 | 7.7% |
| Chambers | 731 | 556 | 597 | 7.4% |
| Cherokee | 401 | 387 | 446 | 15.2% |
| Chilton | 670 | 760 | 746 | -1.8% |
| Choctaw | 87 | 80 | 72 | -10.0% |
| Clarke | 881 | 844 | 935 | 10.8% |
| Clay | 62 | 75 | 112 | 49.3% |
| Cleburne | 316 | 312 | 308 | -1.3% |
| Coffee | 1,434 | 1,506 | 1,577 | 4.7% |
| Colbert | 1,512 | 1,524 | 1,527 | 0.2% |
| Conecuh | 290 | 269 | 287 | 6.7% |
| Coosa | 122 | 72 | 71 | -1.4% |
| Covington | 890 | 797 | 828 | 3.9% |
| Crenshaw | 33 | 39 | 34 | -12.8% |
| Cullman | 2,416 | 2,730 | 3,013 | 10.4% |
| Dale | 746 | 711 | 678 | -4.6% |
| Dallas | 1,411 | 1,310 | 1,498 | 14.4% |
| DeKalb | 1,955 | 1,919 | 2,192 | 14.2% |
| Elmore | 3,350 | 3,778 | 4,028 | 6.6% |
| Escambia | 1,111 | 1,144 | 1,248 | 9.1% |
| Etowah | 2,376 | 2,444 | 2,433 | -0.5% |
| Fayette | 60 | 71 | 67 | -5.6% |
| Franklin | 418 | 423 | 350 | -17.3% |
| Geneva | 87 | 78 | 81 | 3.8% |
| Greene | 171 | 212 | 206 | -2.8% |
| Hale | 12 | 20 | 19 | -5.0% |
| Henry | 40 | 42 | 53 | 26.2% |
| Houston | 4,836 | 4,953 | 4,997 | 0.9% |
| Jackson | 1,094 | 1,170 | 1,200 | 2.6% |

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

| County | 2022 | 2023 | 2024 | 2023-2024 Rate of Growth |
|--------------------|----------------|----------------|----------------|-------------------------------------|
| Jefferson | 32,383 | 33,129 | 33,628 | 1.5% |
| Lamar | 15 | 14 | 9 | -35.7% |
| Lauderdale | 3,554 | 3,655 | 3,648 | -0.2% |
| Lawrence | 221 | 223 | 216 | -3.1% |
| Lee | 8,667 | 9,079 | 9,953 | 9.6% |
| Limestone | 1,907 | 2,211 | 2,169 | -1.9% |
| Lowndes* | ---- | ---- | ---- | ---- |
| Macon | 281 | 264 | 252 | -4.5% |
| Madison | 21,096 | 23,355 | 23,091 | -1.1% |
| Marengo | 761 | 811 | 887 | 9.4% |
| Marion | 585 | 676 | 632 | -6.5% |
| Marshall | 4,139 | 4,530 | 4,904 | 8.3% |
| Mobile | 22,071 | 22,449 | 23,415 | 4.3% |
| Monroe | 545 | 636 | 666 | 4.7% |
| Montgomery | 13,012 | 13,585 | 14,369 | 5.8% |
| Morgan | 3,746 | 3,719 | 4,157 | 11.8% |
| Perry | 119 | 133 | 131 | -1.5% |
| Pickens | 52 | 70 | 66 | -5.7% |
| Pike | 1,374 | 1,437 | 1,361 | -5.3% |
| Randolph | 172 | 224 | 222 | -0.9% |
| Russell | 1,373 | 1,859 | 1,450 | -22.0% |
| Shelby | 7,387 | 7,212 | 7,004 | -2.9% |
| St. Clair | 1,926 | 2,087 | 2,100 | 0.6% |
| Sumter | 215 | 228 | 204 | -10.5% |
| Talladega | 2,182 | 2,405 | 2,474 | 2.9% |
| Tallapoosa | 1,571 | 1,639 | 1,786 | 9.0% |
| Tuscaloosa | 9,854 | 10,443 | 9,670 | -7.4% |
| Walker | 1,133 | 1,171 | 1,111 | -5.1% |
| Washington | 20 | 12 | 17 | 41.7% |
| Wilcox | 117 | 132 | 132 | 0.0% |
| Winston | 364 | 375 | 446 | 18.9% |
| State Total | 238,741 | 245,539 | 248,590 | 1.2% |

*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 | 2024 | Share of Total |
|---------------|-------------|-----------------------|
| Baldwin | 64,680 | 26.02% |
| Jefferson | 33,628 | 13.53% |
| Mobile | 23,415 | 9.42% |
| Madison | 23,091 | 9.29% |
| Montgomery | 14,369 | 5.78% |
| Lee | 9,953 | 4.00% |
| Tuscaloosa | 9,670 | 3.89% |
| Shelby | 7,004 | 2.82% |
| Houston | 4,997 | 2.01% |
| Marshall | 4,904 | 1.97% |
| Morgan | 4,157 | 1.67% |
| Elmore | 4,028 | 1.62% |
| Lauderdale | 3,648 | 1.47% |
| Cullman | 3,013 | 1.21% |
| Talladega | 2,474 | 1.00% |
| Etowah | 2,433 | 0.98% |
| DeKalb | 2,192 | 0.88% |
| Limestone | 2,169 | 0.87% |
| St. Clair | 2,100 | 0.84% |
| Tallapoosa | 1,786 | 0.72% |
| Coffee | 1,577 | 0.63% |
| Colbert | 1,527 | 0.61% |
| Dallas | 1,498 | 0.60% |
| Russell | 1,450 | 0.58% |
| Pike | 1,361 | 0.55% |
| Calhoun | 1,327 | 0.53% |
| Escambia | 1,248 | 0.50% |
| Jackson | 1,200 | 0.48% |
| Walker | 1,111 | 0.45% |
| Barbour | 1,107 | 0.45% |
| Butler | 965 | 0.39% |
| Clarke | 935 | 0.38% |
| Marengo | 887 | 0.36% |

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

| County | 2023 | Share of Total |
|--------------------|----------------|-----------------------|
| Covington | 828 | 0.33% |
| Chilton | 746 | 0.30% |
| Dale | 678 | 0.27% |
| Monroe | 666 | 0.27% |
| Marion | 632 | 0.25% |
| Chambers | 597 | 0.24% |
| Autauga | 549 | 0.22% |
| Cherokee | 446 | 0.18% |
| Winston | 446 | 0.18% |
| Franklin | 350 | 0.14% |
| Cleburne | 308 | 0.12% |
| Conecuh | 287 | 0.12% |
| Macon | 252 | 0.10% |
| Randolph | 222 | 0.09% |
| Lawrence | 216 | 0.09% |
| Greene | 206 | 0.08% |
| Sumter | 204 | 0.08% |
| Blount | 145 | 0.06% |
| Wilcox | 132 | 0.05% |
| Perry | 131 | 0.05% |
| Clay | 112 | 0.05% |
| Geneva | 81 | 0.03% |
| Choctaw | 72 | 0.03% |
| Coosa | 71 | 0.03% |
| Fayette | 67 | 0.03% |
| Pickens | 66 | 0.03% |
| Henry | 53 | 0.02% |
| Crenshaw | 34 | 0.01% |
| Bibb | 28 | 0.01% |
| Hale | 19 | 0.01% |
| Washington | 17 | 0.01% |
| Bullock | 16 | 0.01% |
| Lamar | 9 | 0.004% |
| State Total | 248,590 | 100.00% |

Table 15
Counties with Largest
Total Employment Growth in 2023

| County | 2022 | 2023 | 2024 | 2023 - 2024 Rate of Growth |
|------------|--------|--------|--------|----------------------------------|
| Clay | 62 | 75 | 112 | 49.3% |
| Washington | 20 | 12 | 17 | 41.7% |
| Henry | 40 | 42 | 53 | 26.2% |
| Bullock | 15 | 13 | 16 | 23.1% |
| Bibb | 22 | 23 | 28 | 21.7% |
| Winston | 364 | 375 | 446 | 18.9% |
| Cherokee | 401 | 387 | 446 | 15.2% |
| Dallas | 1,411 | 1,310 | 1,498 | 14.4% |
| DeKalb | 1,955 | 1,919 | 2,192 | 14.2% |
| Morgan | 3,746 | 3,719 | 4,157 | 11.8% |
| Clarke | 881 | 844 | 935 | 10.8% |
| Cullman | 2,416 | 2,730 | 3,013 | 10.4% |
| Lee | 8,677 | 9,079 | 9,953 | 9.6% |
| Marengo | 761 | 811 | 887 | 9.4% |
| Escambia | 1,111 | 1,144 | 1,248 | 9.1% |
| Tallapoosa | 1,571 | 1,639 | 1,786 | 9.0% |
| Marshall | 4,139 | 4,530 | 4,904 | 8.3% |
| Calhoun | 1,159 | 1,232 | 1,327 | 7.7% |
| Chambers | 731 | 556 | 597 | 7.4% |
| Conecuh | 292 | 269 | 287 | 6.7% |
| Elmore | 3,350 | 3,778 | 4,028 | 6.6% |
| Montgomery | 13,012 | 13,585 | 14,369 | 5.8% |
| Monroe | 545 | 636 | 666 | 4.7% |
| Coffee | 1,434 | 1,506 | 1,577 | 4.7% |
| Mobile | 22,071 | 22,449 | 23,415 | 4.3% |
| Covington | 890 | 797 | 828 | 3.9% |
| Geneva | 87 | 78 | 81 | 3.8% |
| Talladega | 2,182 | 2,405 | 2,474 | 2.9% |
| Jackson | 1,094 | 1,170 | 1,200 | 2.6% |
| Jefferson | 32,383 | 33,129 | 33,628 | 1.5% |
| Butler | 898 | 952 | 965 | 1.4% |

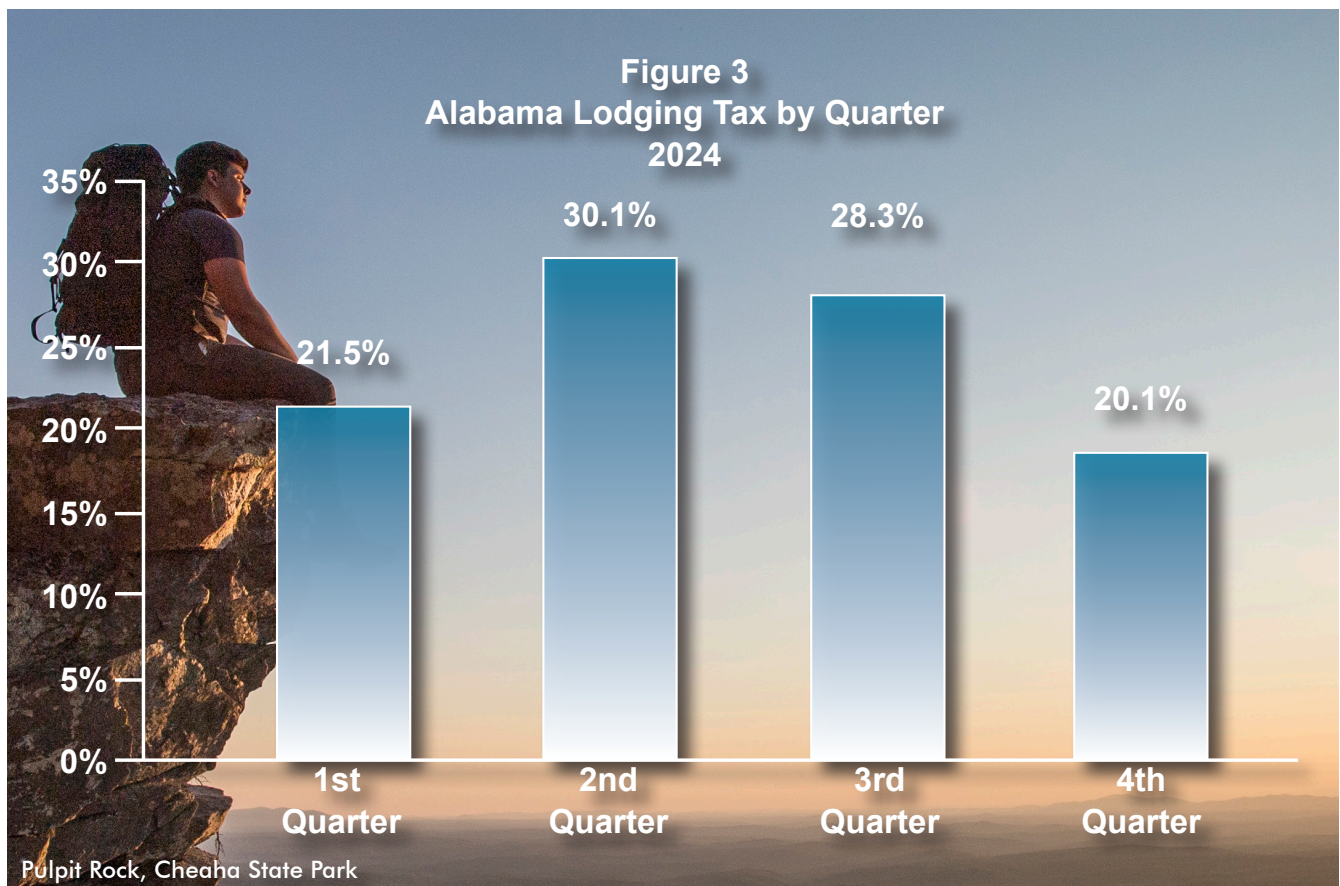
Lodging Tax

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 58.4 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 21.5 percent and 20.1 percent, respectively, of state lodging taxes being collected for each of these periods.



- Table 16* represents the quarterly fluctuations for the seven counties in the state that have the highest levels of travel and tourism.
- Baldwin County shows the most seasonality in travel and tourism activities. Almost three-quarters (68 percent) of all 2024 lodging taxes in this county were collected in the second and third quarters. The first and fourth quarters had 18 percent and 13 percent shares, respectively, of taxes collected.
 - Of the seven major travel destinations in the state, all showed variations due to seasonality. Baldwin, Jefferson, Madison and Shelby had increased activity in the second and third quarters, while, Mobile and Montgomery showed increased activity in the first, second and third quarters. Tuscaloosa had increased activity in the third and fourth quarters of the year.

| <div> <div>Table 16</div> <div>Ratio of Counties' Quarterly to Annual Lodging Tax</div> </div> | | | | |
|--|---------|---------|---------|---------|
| | 1st Qtr | 2nd Qtr | 3rd Qtr | 4th Qtr |
| Baldwin | 18% | 36% | 32% | 13% |
| Jefferson | 23% | 27% | 25% | 24% |
| Madison | 23% | 27% | 27% | 23% |
| Mobile | 25% | 28% | 25% | 21% |
| Montgomery | 25% | 27% | 25% | 23% |
| Shelby | 23% | 29% | 25% | 23% |
| Tuscaloosa | 21% | 23% | 29% | 26% |

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 12 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 |
| Daphne-Fairhope-Foley | Baldwin |
| 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:

- 90 percent of all the lodging tax in the state is collected in these 12 MSAs.
- The Daphne-Fairhope-Foley MSA is largest in terms of travel-related spending.
- Birmingham-Hoover MSA is second, Huntsville MSA is third and Mobile 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 | Daphne-Fairhope-Foley, 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 Southern Area has the largest lodging tax share, with 43.1 percent of the state’s total.
- The Central Area is second, in terms of travel and tourism activities, with 31.0 percent of the state’s total.
- The Northern Area is ranked third in comparison to the Central and Southern areas, with a 15.7 percent share of the state’s travel and tourism activities.

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

| MSAs | 2022 | 2023 | 2024 |
|------------------------|-------------|-------------|-------------|
| Anniston-Oxford | 1.2% | 1.2% | 1.3% |
| Auburn-Opelika | 3.3% | 3.4% | 3.7% |
| Birmingham-Hoover | 15.5% | 15.3% | 15.3% |
| Daphne-Fairhope-Foley | 36.2% | 34.8% | 33.8% |
| Decatur | 1.7% | 1.6% | 1.8% |
| Dothan | 1.7% | 1.7% | 1.7% |
| Florence-Muscle Shoals | 1.9% | 1.9% | 1.9% |
| Gadsden | 0.9% | 0.9% | 0.9% |
| Huntsville | 10.2% | 11.1% | 11.1% |
| Mobile | 7.4% | 7.4% | 7.6% |
| Montgomery | 6.2% | 6.5% | 6.8% |
| Tuscaloosa | 3.9% | 4.2% | 3.8% |

Table 18
MSA State Lodging Tax by Designated Demographic Areas

| Areas | 2022 | 2023 | 2024 |
|---|-------------|-------------|-------------|
| Northern | 14.7% | 15.6% | 15.7% |
| Central – Total | 30.0% | 30.6% | 30.9% |
| Central – Anniston-Oxford, Birmingham-Hoover and Tuscaloosa | 20.5% | 20.7% | 20.4% |
| Central – Auburn-Opelika and Montgomery | 9.5% | 9.9% | 10.5% |
| Southern | 45.3% | 43.8% | 43.1% |

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Wintzell’s Oyster House – Mobile



Toomer’s Drugs – Auburn



Big Bob Gibson Bar-B-Q – Decatur



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

| County | 2022 | 2023 | 2024 | 2023 - 2024 Rate of Growth |
|---------------|---------------|---------------|---------------|---------------------------------------|
| Autauga | 16,454,300 | 19,140,395 | 17,650,275 | -7.8% |
| Baldwin | 2,700,339,827 | 2,788,331,734 | 2,776,367,055 | -0.4% |
| Barbour | 25,874,918 | 26,581,322 | 26,870,551 | 1.1% |
| Bibb | 851,208 | 894,457 | 1,068,490 | 19.5% |
| Blount | 3,830,578 | 4,249,283 | 3,382,052 | -20.4% |
| Bullock | 372,723 | 339,420 | 416,481 | 22.7% |
| Butler | 24,736,424 | 26,163,585 | 26,458,067 | 1.1% |
| Calhoun | 29,342,548 | 31,042,002 | 33,346,578 | 7.4% |
| Chambers | 17,002,317 | 12,726,378 | 13,685,624 | 7.5% |
| Cherokee | 13,510,348 | 12,948,999 | 15,059,376 | 16.3% |
| Chilton | 16,369,419 | 18,500,312 | 18,297,451 | -1.1% |
| Choctaw | 2,290,048 | 2,089,920 | 1,904,314 | -8.9% |
| Clarke | 22,984,717 | 22,126,942 | 24,983,824 | 12.9% |
| Clay | 1,085,094 | 1,327,713 | 2,034,788 | 53.3% |
| Cleburne | 8,036,120 | 7,971,355 | 7,887,756 | -1.0% |
| Coffee | 36,350,672 | 38,432,215 | 40,626,077 | 5.7% |
| Colbert | 37,812,271 | 38,237,435 | 38,326,584 | 0.2% |
| Conecuh | 6,969,409 | 6,484,330 | 6,898,746 | 6.4% |
| Coosa | 2,581,086 | 1,534,210 | 1,496,523 | -2.5% |
| Covington | 21,099,855 | 18,488,464 | 19,291,127 | 4.3% |
| Crenshaw | 819,235 | 922,140 | 783,592 | -15.0% |
| Cullman | 65,078,102 | 72,123,759 | 80,255,085 | 11.3% |
| Dale | 19,187,025 | 18,121,494 | 17,296,598 | -4.6% |
| Dallas | 39,068,667 | 36,183,442 | 41,657,514 | 15.1% |
| DeKalb | 50,957,610 | 49,949,798 | 56,376,448 | 12.9% |
| Elmore | 91,404,796 | 103,935,367 | 112,384,736 | 8.1% |
| Escambia | 28,373,237 | 29,076,973 | 31,650,718 | 8.9% |
| Etowah | 60,142,127 | 62,248,300 | 62,415,973 | 0.3% |
| Fayette | 1,403,515 | 1,581,745 | 1,489,909 | -5.8% |
| Franklin | 10,854,971 | 10,980,486 | 9,005,988 | -18.0% |
| Geneva | 2,154,907 | 1,949,627 | 2,009,034 | 3.0% |
| Greene | 4,254,526 | 4,848,627 | 4,696,342 | -3.1% |
| Hale | 269,215 | 442,467 | 435,622 | -1.5% |
| Henry | 999,580 | 1,077,640 | 2,298,969 | 113.3% |
| Houston | 131,308,773 | 134,335,851 | 136,598,664 | 1.7% |
| Jackson | 26,195,136 | 27,692,148 | 28,320,757 | 2.3% |

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

| County | 2022 | 2023 | 2024 | 2023 - 2024 Rate of Growth |
|--------------------|------------------------|------------------------|------------------------|-------------------------------|
| Jefferson | 894,266,464 | 938,962,514 | 970,130,502 | 3.3% |
| Lamar | 408,176 | 391,456 | 262,109 | -33.0% |
| Lauderdale | 88,160,695 | 91,356,987 | 92,036,801 | 0.7% |
| Lawrence | 5,291,489 | 5,336,254 | 5,159,911 | -3.3% |
| Lee | 252,562,462 | 270,749,297 | 302,152,489 | 11.6% |
| Limestone | 47,622,730 | 55,926,656 | 55,024,606 | -1.6% |
| Lowndes* | ----- | ----- | ----- | ----- |
| Macon | 6,671,254 | 6,501,145 | 6,210,059 | -4.5% |
| Madison | 625,561,300 | 681,164,485 | 692,115,996 | 1.6% |
| Marengo | 17,773,581 | 18,854,684 | 20,432,764 | 8.4% |
| Marion | 14,612,768 | 17,254,850 | 16,037,708 | -7.1% |
| Marshall | 106,056,997 | 117,143,871 | 128,225,396 | 9.5% |
| Mobile | 614,948,786 | 627,318,244 | 651,267,422 | 3.8% |
| Monroe | 12,393,053 | 14,558,688 | 15,255,260 | 4.8% |
| Montgomery | 380,686,048 | 410,089,566 | 440,570,798 | 7.4% |
| Morgan | 92,938,506 | 91,626,078 | 102,876,867 | 12.3% |
| Perry | 2,547,029 | 2,780,624 | 2,734,163 | -1.7% |
| Pickens | 1,355,967 | 1,719,791 | 1,611,002 | -6.3% |
| Pike | 33,800,180 | 35,279,894 | 33,511,487 | -5.0% |
| Randolph | 2,927,052 | 3,988,848 | 3,990,883 | 0.1% |
| Russell | 35,582,214 | 47,903,498 | 37,681,498 | -21.3% |
| Shelby | 184,582,433 | 180,337,943 | 175,726,930 | -2.6% |
| St. Clair | 45,601,489 | 48,893,890 | 49,510,100 | 1.3% |
| Sumter | 4,598,492 | 4,947,140 | 4,491,354 | -9.2% |
| Talladega | 50,942,210 | 54,480,662 | 56,560,127 | 3.8% |
| Tallapoosa | 36,230,507 | 37,688,897 | 41,366,173 | 9.8% |
| Tuscaloosa | 274,161,906 | 306,718,569 | 286,363,717 | -6.6% |
| Walker | 31,974,606 | 33,025,098 | 31,538,578 | -4.5% |
| Washington | 484,849 | 293,529 | 394,758 | 34.5% |
| Wilcox | 2,706,529 | 3,039,892 | 3,050,681 | 0.4% |
| Winston | 9,874,555 | 10,141,932 | 12,185,023 | 20.1% |
| State Total | \$7,397,689,631 | \$7,751,555,317 | \$7,902,202,850 | 1.9% |

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

Table 20
Travel-Related Expenditures by County

| County | 2022 | 2023 | 2024 | 2023 - 2024 Rate of Growth |
|---------------|---------------|---------------|---------------|---|
| Autauga | 48,293,171 | 56,097,295 | 51,701,521 | -7.8% |
| Baldwin | 7,865,473,452 | 7,914,275,667 | 7,846,507,543 | -0.9% |
| Barbour | 70,675,337 | 72,645,626 | 73,978,535 | 1.8% |
| Bibb | 2,566,222 | 2,698,136 | 3,241,791 | 20.1% |
| Blount | 11,414,496 | 13,158,666 | 10,461,014 | -20.5% |
| Bullock | 1,699,858 | 1,545,784 | 1,895,688 | 22.6% |
| Butler | 64,700,254 | 68,791,420 | 69,616,151 | 1.2% |
| Calhoun | 98,665,470 | 104,894,339 | 113,468,037 | 8.2% |
| Chambers | 54,304,079 | 40,589,511 | 43,624,903 | 7.5% |
| Cherokee | 50,295,460 | 48,137,453 | 55,951,887 | 16.2% |
| Chilton | 48,044,048 | 54,221,317 | 53,597,243 | -1.2% |
| Choctaw | 6,457,901 | 5,862,216 | 5,315,308 | -9.3% |
| Clarke | 73,329,845 | 70,493,274 | 79,551,073 | 12.8% |
| Clay | 1,973,274 | 2,418,568 | 3,594,743 | 48.6% |
| Cleburne | 19,635,489 | 19,417,872 | 19,162,303 | -1.3% |
| Coffee | 106,688,785 | 112,638,388 | 119,002,680 | 5.7% |
| Colbert | 113,680,947 | 115,050,697 | 115,308,140 | 0.2% |
| Conecuh | 19,138,323 | 17,689,542 | 18,893,718 | 6.8% |
| Coosa | 7,048,733 | 3,970,534 | 3,910,525 | -1.5% |
| Covington | 68,386,286 | 61,137,731 | 63,756,862 | 4.3% |
| Crenshaw | 2,299,099 | 2,702,639 | 2,370,269 | -12.3% |
| Cullman | 221,117,816 | 251,649,762 | 279,866,919 | 11.2% |
| Dale | 56,313,689 | 53,111,066 | 50,665,524 | -4.6% |
| Dallas | 114,666,066 | 106,047,610 | 122,023,983 | 15.1% |
| DeKalb | 162,915,986 | 159,087,724 | 181,928,845 | 14.4% |
| Elmore | 284,073,683 | 325,656,274 | 352,855,485 | 8.4% |
| Escambia | 78,007,874 | 79,959,961 | 87,455,003 | 9.4% |
| Etowah | 205,769,835 | 213,011,522 | 214,776,676 | 0.8% |
| Fayette | 4,007,913 | 4,753,607 | 4,475,149 | -5.9% |
| Franklin | 31,859,210 | 32,181,966 | 26,380,512 | -18.0% |
| Geneva | 6,324,627 | 5,714,030 | 5,884,902 | 3.0% |
| Greene | 7,384,719 | 8,917,586 | 8,569,178 | -3.9% |
| Hale | 1,418,018 | 2,327,280 | 2,290,015 | -1.6% |
| Henry | 4,882,633 | 5,262,294 | 6,734,185 | 28.0% |
| Houston | 385,389,668 | 393,715,889 | 400,127,412 | 1.6% |
| Jackson | 86,254,796 | 91,417,062 | 93,584,474 | 2.4% |

Table 20 (Continued)
Travel-Related Expenditures by County

| County | 2022 | 2023 | 2024 | 2023 - 2024 Rate of Growth |
|--------------------|-------------------------|-------------------------|-------------------------|----------------------------------|
| Jefferson | 2,847,652,827 | 2,976,546,168 | 3,067,549,364 | 3.1% |
| Lamar | 1,118,984 | 1,068,395 | 715,205 | -33.1% |
| Lauderdale | 322,610,470 | 333,833,494 | 336,132,493 | 0.7% |
| Lawrence | 17,437,121 | 17,564,909 | 16,954,917 | -3.5% |
| Lee | 747,877,834 | 800,596,865 | 892,963,204 | 11.5% |
| Limestone | 159,787,637 | 187,580,669 | 184,835,097 | -1.5% |
| Lowndes* | ---- | ---- | ---- | ---- |
| Macon | 7,992,130 | 7,482,254 | 7,151,168 | -4.4% |
| Madison | 2,119,885,318 | 2,427,319,395 | 2,464,987,136 | 1.6% |
| Marengo | 46,898,009 | 50,000,145 | 54,595,160 | 9.2% |
| Marion | 54,589,385 | 64,017,996 | 59,606,030 | -6.9% |
| Marshall | 366,741,087 | 404,505,565 | 442,527,047 | 9.4% |
| Mobile | 1,708,327,530 | 1,781,786,876 | 1,864,442,773 | 4.6% |
| Monroe | 32,686,396 | 38,987,231 | 41,006,181 | 5.2% |
| Montgomery | 1,133,250,146 | 1,235,896,854 | 1,317,973,827 | 6.6% |
| Morgan | 354,246,184 | 352,290,955 | 404,037,165 | 14.7% |
| Perry | 7,001,447 | 7,676,163 | 7,562,127 | -1.5% |
| Pickens | 4,749,298 | 6,413,026 | 6,074,986 | -5.3% |
| Pike | 93,145,800 | 97,087,728 | 91,854,228 | -5.4% |
| Randolph | 12,277,927 | 16,950,424 | 16,947,054 | 0.0% |
| Russell | 100,482,944 | 140,397,132 | 110,377,362 | -21.4% |
| Shelby | 455,200,948 | 442,289,668 | 428,727,434 | -3.1% |
| St. Clair | 124,358,796 | 133,832,203 | 135,563,539 | 1.3% |
| Sumter | 13,496,520 | 14,499,240 | 13,156,160 | -9.3% |
| Talladega | 144,247,537 | 159,673,699 | 165,677,001 | 3.8% |
| Tallapoosa | 106,336,102 | 110,459,847 | 121,170,583 | 9.7% |
| Tuscaloosa | 895,241,971 | 999,591,345 | 937,974,353 | -6.2% |
| Walker | 86,470,952 | 89,427,344 | 85,023,768 | -4.9% |
| Washington | 1,423,026 | 860,285 | 1,156,334 | 34.4% |
| Wilcox | 7,943,630 | 8,909,413 | 8,936,114 | 0.3% |
| Winston | 28,981,699 | 29,724,303 | 36,218,290 | 21.8% |
| State Total | \$22,387,616,717 | \$23,458,519,899 | \$23,914,424,296 | 1.9% |

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

Table 21
Annual State Lodging Tax

| County | 2022 | 2023 | 2024 | 2023 - 2024 Dollar Increase/ Decrease | 2023 - 2024 Rate of Growth |
|---------------|-------------|-------------|-------------|--|---|
| Autauga | 233,796 | 271,577 | 250,296 | -21,281 | -7.8% |
| Baldwin | 39,794,502 | 40,041,382 | 39,698,543 | -342,839 | -0.9% |
| Barbour | 342,152 | 351,690 | 358,143 | 6,453 | 1.8% |
| Bibb | 12,901 | 13,565 | 16,298 | 2,733 | 20.1% |
| Blount* | 60,143 | 69,333 | 55,119 | -14,214 | -20.5% |
| Bullock | 8,546 | 7,771 | 9,530 | 1,759 | 22.6% |
| Butler | 307,530 | 326,976 | 330,896 | 3,920 | 1.2% |
| Calhoun | 1,299,683 | 1,381,733 | 1,494,671 | 112,938 | 8.2% |
| Chambers | 265,352 | 198,337 | 213,169 | 14,832 | 7.5% |
| Cherokee* | 244,485 | 233,995 | 271,980 | 37,986 | 16.2% |
| Chilton | 232,590 | 262,495 | 259,474 | -3,021 | -1.2% |
| Choctaw | 32,466 | 29,472 | 26,722 | -2,750 | -9.3% |
| Clarke | 355,002 | 341,270 | 385,120 | 43,850 | 12.8% |
| Clay | 9,920 | 12,159 | 18,072 | 5,913 | 48.6% |
| Cleburne | 98,715 | 97,621 | 96,336 | -1,285 | -1.3% |
| Coffee | 531,256 | 560,882 | 592,573 | 31,691 | 5.7% |
| Colbert* | 560,022 | 566,770 | 568,038 | 1,268 | 0.2% |
| Conecuh | 96,215 | 88,932 | 94,986 | 6,054 | 6.8% |
| Coosa | 35,437 | 19,961 | 19,660 | -302 | -1.5% |
| Covington | 296,171 | 264,778 | 276,121 | 11,343 | 4.3% |
| Crenshaw | 34,295 | 40,315 | 34,239 | -6,076 | -15.1% |
| Cullman* | 1,103,540 | 1,255,917 | 1,396,742 | 140,824 | 11.2% |
| Dale | 272,624 | 257,120 | 245,281 | -11,839 | -4.6% |
| Dallas | 349,327 | 323,071 | 371,743 | 48,672 | 15.1% |
| DeKalb* | 832,560 | 812,996 | 929,723 | 116,726 | 14.4% |
| Elmore | 1,428,144 | 1,637,195 | 1,773,936 | 136,741 | 8.4% |
| Escambia | 392,175 | 401,988 | 439,669 | 37,680 | 9.4% |
| Etowah* | 1,029,908 | 1,066,153 | 1,074,988 | 8,835 | 0.8% |
| Fayette | 19,650 | 23,306 | 21,941 | -1,365 | -5.9% |
| Franklin* | 198,303 | 200,312 | 164,202 | -36,110 | -18.0% |
| Geneva | 31,796 | 28,727 | 29,586 | 859 | 3.0% |
| Greene | 47,753 | 57,666 | 55,413 | -2,253 | -3.9% |
| Hale | 7,061 | 11,589 | 11,403 | -186 | -1.6% |
| Henry | 24,547 | 26,456 | 33,855 | 7,400 | 28.0% |
| Houston | 1,865,738 | 1,906,047 | 1,937,086 | 31,039 | 1.6% |

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

Table 21 (Continued)
Annual State Lodging Tax

| County | 2022 | 2023 | 2024 | 2023 - 2024 Dollar Increase/ Decrease | 2023 - 2024 Rate of Growth. |
|--------------------|----------------------|----------------------|----------------------|---|-----------------------------------|
| Jackson* | 531,112 | 562,898 | 576,244 | 13,346 | 2.4% |
| Jefferson | 13,463,776 | 14,073,187 | 14,503,452 | 430,265 | 3.1% |
| Lamar | 5,626 | 5,371 | 3,596 | -1,776 | -33.1% |
| Lauderdale* | 1,551,455 | 1,605,427 | 1,616,483 | 11,056 | 0.7% |
| Lawrence* | 93,389 | 94,073 | 90,806 | -3,267 | -3.5% |
| Lee | 3,620,606 | 3,875,828 | 4,322,989 | 447,161 | 11.5% |
| Limestone* | 949,369 | 1,114,499 | 1,098,186 | -16,313 | -1.5% |
| Lowndes# | ---- | ---- | ---- | ---- | ---- |
| Macon | 40,179 | 37,616 | 35,952 | -1,664 | -4.4% |
| Madison* | 10,231,080 | 11,714,831 | 11,896,625 | 181,794 | 1.6% |
| Marengo | 235,774 | 251,369 | 274,470 | 23,101 | 9.2% |
| Marion* | 276,788 | 324,594 | 302,224 | -22,370 | -6.9% |
| Marshall* | 1,201,668 | 1,325,407 | 1,449,989 | 124,582 | 9.4% |
| Mobile | 8,119,939 | 8,469,103 | 8,861,979 | 392,876 | 4.6% |
| Monroe | 164,327 | 196,003 | 206,153 | 10,150 | 5.2% |
| Montgomery | 5,139,947 | 5,605,509 | 5,977,776 | 372,267 | 6.6% |
| Morgan* | 1,777,654 | 1,767,843 | 2,027,512 | 259,669 | 14.7% |
| Perry | 34,864 | 38,223 | 37,656 | -568 | -1.5% |
| Pickens | 15,241 | 20,580 | 19,496 | -1,085 | -5.3% |
| Pike | 468,279 | 488,096 | 461,785 | -26,311 | -5.4% |
| Randolph | 61,726 | 85,216 | 85,199 | -17 | 0.0% |
| Russell | 486,455 | 679,687 | 534,356 | -145,331 | -21.4% |
| Shelby | 2,183,489 | 2,121,557 | 2,056,502 | -65,055 | -3.1% |
| St. Clair | 625,198 | 672,824 | 681,528 | 8,704 | 1.3% |
| Sumter | 67,206 | 72,199 | 65,511 | -6,688 | -9.3% |
| Talladega | 691,921 | 765,916 | 794,713 | 28,796 | 3.8% |
| Tallapoosa | 534,591 | 555,323 | 609,170 | 53,847 | 9.7% |
| Tuscaloosa | 4,255,221 | 4,751,209 | 4,458,334 | -292,875 | -6.2% |
| Walker | 434,722 | 449,584 | 427,446 | -22,138 | -4.9% |
| Washington | 7,154 | 4,325 | 5,813 | 1,488 | 34.4% |
| Wilcox | 39,182 | 43,946 | 44,078 | 132 | 0.3% |
| Winston* | 180,393 | 185,015 | 225,436 | 40,421 | 21.8% |
| State Total | \$109,942,631 | \$115,146,815 | \$117,307,010 | \$2,160,194 | 1.9% |

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

Denotes 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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Mickie Justice – Executive Assistant
Charlene Anderson

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Leigh Cross
Amy Jordan

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Jade Moye – Executive Assistant
Courtney Austin
Mary Ella Cauthen
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Rosemary Judkins
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Administrator
Jessica Jackson – Manager
Sherry Griffith
Bernice Hopson
Jasmia Horton
David Stanford

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Ursel Forbes – Manager
Shalynthia Brascom
Paul Shestak
Jessica Thomas

CLEBURNE WELCOME CENTER

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

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Sosthenes Sealy – Acting Manager
Cathy Cureton
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Tindra Hammett
Heather Tuxbury

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Emily White – Manager
Connie Douglas
Anne Hayden
Ashley McLain
Sandra Presley
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