

MOBILE CELEBRATES TOURISM

By the Numbers

NUMBER OF VISITORS**

2014 - 2,958,008
2015 - 3,050,633
2016 - 3,227,689
2017 - 3,406,459
2018 - 3,296,924
2019 - 3,336,851
2020 - 2,813,442
2021 - 3,288,205
2022 - 3,294,083
2023 - 3,391,712
2024 - 3,500,000
2025 - TBD

Alabama Tourism Department,
Economic Impact of Travel

AVERAGE DAILY HOTEL RATE

2014 - \$74.76
2015 - \$76.28
2016 - \$76.50
2017 - \$78.13
2018 - \$82.86
2019 - \$83.74
2020 - \$77.73
2021 - \$90.87
2022 - \$104.11
2023 - \$106.11
2024 - \$106.94
2025 - \$107.86*

CITY & COUNTY LODGING TAX REVENUE (operating fund, fiscal year)

	City	County
2014	\$7,174,830	\$2,320,052
2015	\$7,529,252	\$2,421,391
2016	\$7,876,145	\$2,554,441
2017	\$8,269,682	\$2,721,602
2018	\$8,888,287	\$2,851,613
2019	\$8,874,232	\$3,042,325
2020	\$7,290,241	\$2,502,250
2021	\$9,436,590	\$3,484,335
2022	\$10,907,305	\$3,891,673
2023	\$11,231,889	\$4,071,175
2024	\$11,619,358	\$4,193,282
2025	\$12,717,747	TBD

Data from Mobile's City and County Monthly Financial Reports

TOTAL VISITOR SPEND

2018 - \$1,255,161,957
2019 - \$1,302,542,294
2020 - \$1,130,984,936
2021 - \$1,530,662,264
2022 - \$1,708,327,530
2023 - \$1,781,786,876
2024 - \$1,900,000,000
2025 - TBD

Alabama Tourism Department, Economic Impact of Travel

HOTEL OCCUPANCY RATE (annual)

2014	59.3%
2015	60.9%
2016	62.6%
2017	64.5%
2018	63.8%
2019	60.2%
2020	53.3%
2021	62.5%
2022	57.8%
2023	58.2%
2024	59.4%*
2025	59%

Smith Travel Research

*Reflects data through November 30, 2025. Smith Travel Research.**Visitor numbers do not reflect short term renters' visitorship.