

MOBILE CELEBRATES TOURISM

By The Numbers

NUMBER OF VISITORS

2011 - 2,874,349
2012 - 2,829,714
2013 - 2,874,808
2014 - 2,958,008
2015 - 3,050,633
2016 - 3,227,689
2017 - 3,406,459
2018 - 3,296,924

Alabama Tourism Department,
Economic Impact of Travel

CITY & COUNTY LODGING TAX REVENUE

(operating fund, fiscal year)

	City	County
2011	\$7,010,084	\$2,216,282
2012	\$6,670,668	\$2,175,120
2013	\$6,927,187	\$2,254,541
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

Data from Mobile's City and County Monthly Financial Reports

AVERAGE DAILY HOTEL RATE

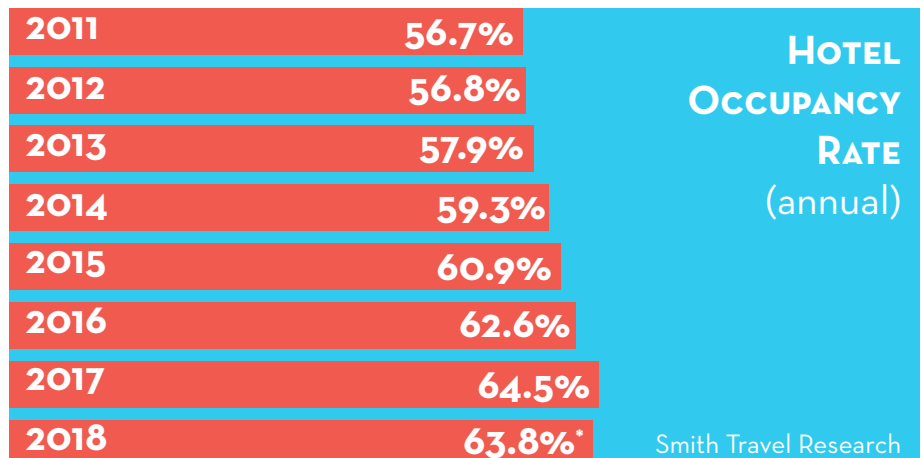
2011 - \$71.49
2012 - \$71.89
2013 - \$73.11
2014 - \$74.76
2015 - \$76.28
2016 - \$76.50
2017 - \$78.13
2018 - \$82.86

Smith Travel Research

TOTAL VISITOR SPEND

2015 - \$1,027,623,404
2016 - \$1,081,954,872
2017 - \$1,167,139,662
2018 - \$1,255,161,957

Alabama Tourism Department, Economic Impact of Travel



Smith Travel Research

*2018 Smith Travel Research numbers note:
Room Inventory grew 46,000 rooms YOY (126 per day) 2% | Room Demand grew 0.9%