

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 LODGING TAX REVENUE

(operating fund, fiscal year)

2011 - \$7,010,084
2012 - \$6,670,668
2013 - \$6,927,187
2014 - \$7,174,830
2015 - \$7,529,252
2016 - \$7,876,145
2017 - \$8,269,682
2018 - \$8,888,287

City of Mobile Monthly Financial Reports

AVERAGE DAILY HOTEL RATE

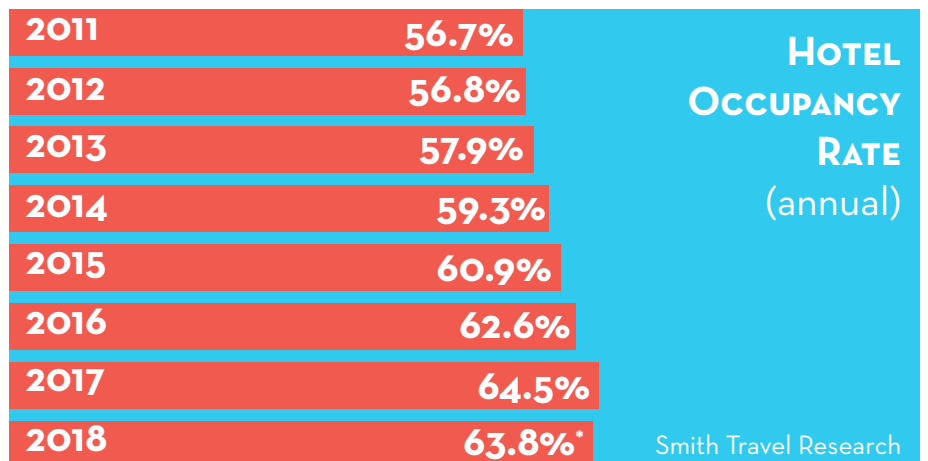
2011 - \$71.49
2012 - \$71.89
2013 - \$73.11
2014 - \$74.76
2015 - \$76.28
2016 - \$76.50
2017 - \$78.13
2018 - \$82.86

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



*2018 Smith Travel Research numbers note:

Room Inventory grew 46,000 rooms YOY (126 per day) 2% | Room Demand grew 0.9%