

# 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 - \$8,264,627  
 2018 - \$8,883,232

City of Mobile Monthly Financial Reports

### AVERAGE DAILY HOTEL RATE

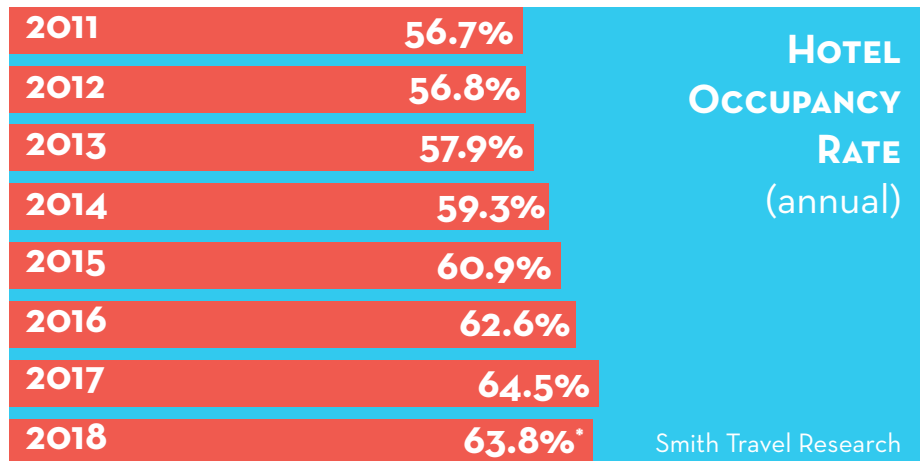
2011 - \$71.49  
 2012 - \$71.89  
 2013 - \$73.11  
 2014 - \$74.76  
 2015 - \$76.28  
 2016 - \$76.50  
 2017 - \$78.13  
 2018 - \$82.86

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%