

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
 2019 - 3,336,851
 2020 - 2,813,442
 2021 - 3,288,205

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
2019	\$8,874,232	\$3,042,325
2020	\$7,290,241	\$2,502,250
2021	\$9,436,590	\$3,484,335

Data from Mobile's City and County Monthly Financial Reports

TOTAL VISITOR SPEND

2015 - \$1,027,623,404
 2016 - \$1,081,954,872
 2017 - \$1,167,139,662
 2018 - \$1,255,161,957
 2019 - \$1,302,542,294
 2020 - \$1,130,984,936
 2021 - \$1,539,662,264

Alabama Tourism Department, Economic Impact of Travel

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
 2019 - \$83.74
 2020 - \$77.73
 2021 - \$89.81

Smith Travel Research

HOTEL OCCUPANCY RATE (annual)

2011	56.7%
2012	56.8%
2013	57.9%
2014	59.3%
2015	60.9%
2016	62.6%
2017	64.5%
2018	63.8%
2019	61.1%
2020	53.3%
2021	63.0%

Smith Travel Research