

# 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

Alabama Tourism Department,  
 Economic Impact of Travel

### CITY LODGING TAX REVENUE (operating fund, fiscal year)

2011 - \$7,023,206  
 2012 - \$6,675,486  
 2013 - \$6,940,074  
 2014 - \$7,185,494  
 2015 - \$7,538,472  
 2016 - \$7,888,848  
 2017 - \$9,169,288

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

Smith Travel Research

### TOTAL VISITOR SPEND

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

Alabama Tourism Department, Economic Impact of Travel

