TRAVEL

Economic Impact Report 2009



Annual Travel Spending in 2009
$9.3 billion in expenditures

Annual Travel Payroll in Alabama
$3.6 billion in salary and wages

Employment
162,464 jobs in Alabama—8.6% of all non-agricultural employment

State and Local Tax Collections
$679 million generated by travel

State Lodging Tax
$43.4 million

Lodging Tax to the State General Fund
$32.5 million

For every $1 in travel-related spending:

- Workers in Alabama earn 39¢
- State government collects 5¢
- Local governments collect 2¢

Travel spending* *decreased nationally from the previous year by 9 percent.
Spending in Alabama decreased only 3 percent.

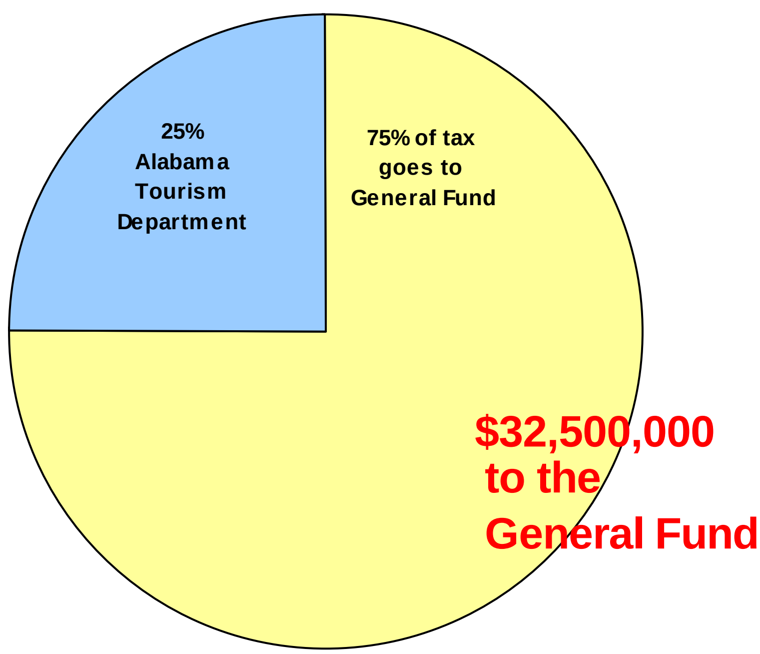



ECONOMIC IMPACT

ALABAMA TRAVEL INDUSTRY 2009

Every $85,050 of expenditures in the travel industry creates one direct job in Alabama. For every two direct jobs created, the Alabama economy indirectly creates one additional job.

4% STATE LODGING TAX



EXECUTIVE SUMMARY

- Analysis of state lodging tax revenues, Smith Travel Research data on hotel occupancy rates, and field intercept surveys conducted in previous years were used to estimate the economic impact of tourism on Alabama for calendar year 2009.

- Based on the primary and secondary data, it is estimated that almost 21 million people visited the State of Alabama during 2009.

- Travelers are estimated to have spent over $9.3 billion in Alabama. This represents a decrease of 3 percent as compared to 2008 spending.

- In 2009, over $679 million of state and local tax revenues were generated by travel and tourism activities. Without those taxes, each household in Alabama would have had to pay $391 in additional taxes to maintain current service levels.

- Travel industry expenditures represent 5.5 percent of Alabama's Gross Domestic Product – overall production – in 2009.

- An estimated 162,464 jobs – 8.6 percent of non-agricultural employment in Alabama – were directly or indirectly attributable to the travel and tourism industry.

- The total impact of the travel and tourism industry on Alabama's earnings in 2009 is estimated at over $3.6 billion.

- Every $85,050 of travel-related expenditures creates one direct job in Alabama.

- For every $1 in Alabama's travel-related expenditures, the state retains a total of $0.39.

- The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile, and Montgomery, accounting for 65 percent of the total number of visitors to the state.

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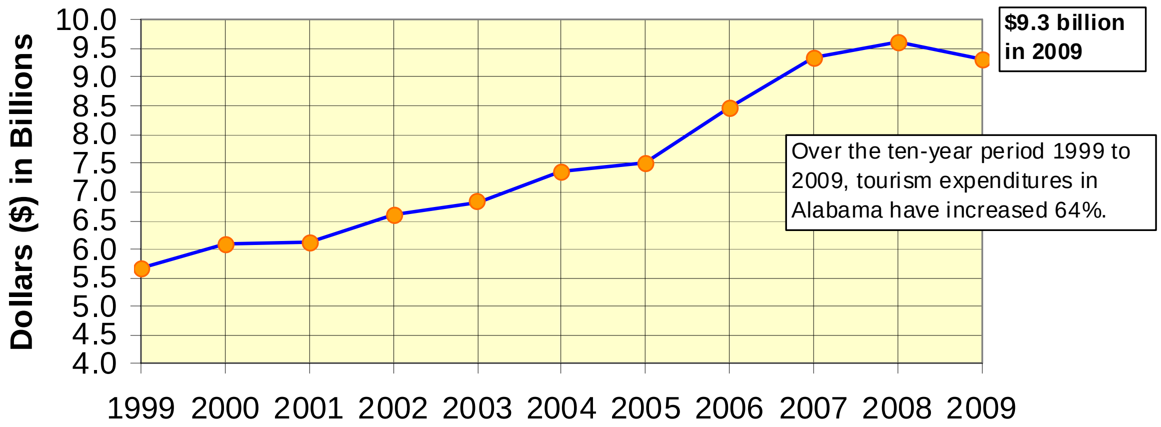
Year	Expenditure Amount ($)
1999	5,677,438,119
2000	6,083,680,846
2001	6,120,850,644
2002	6,598,172,037
2003	6,827,262,068
2004	7,351,692,906
2005	7,508,600,725
2006	8,464,797,584
2007	9,333,356,043
2008	9,599,370,556
2009	9,303,501,738

Figure 1

Alabama Tourism Expenditures 1999-2009



INTRODUCTION

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2009. Information sources used to prepare this report included pbrimary data, detailed monthly lodging tax data, copies of previously commissioned economic impact studies, and other relevant information and publications. State lodging tax data analyzed for this report was on a "by month of expenditure" basis. This data was provided by the Alabama Department of Revenue. This study also used information obtained from selected issues of Impact of Travel on State Economies (The Research Department of the U.S. Travel Association [USTA]). Any, and all, revisions in travel industry multipliers or adjustments in primary data by USTA have been incorporated into the Alabama 2009 report.

Additional sources of information were used in preparing the 2009 economic impact study. Information on hotel occupancy rates and lodging revenue generation was obtained from Smith Travel Research. The results of field-intercept surveys that were conducted in previous years at locations and events throughout the state were also utilized.

The recession of 2008-2009 has been the most serious economic downturn in the United States since the Great Depression of the 1930s. A direct effect of the downturn has been fewer visitors, less spending and lower lodging tax collections. Since State lodging tax is an important data source for making the economic impact estimates, tourism-related expenditure estimates are immediately affected by fluctuations in the amount of state lodging tax collected. Earning and employment data are, however, lagging indicators and as such they are subject to less volatility. The 2009 tourism economic impact presented in this report reflects this immediate and lagging interaction as is evident by the variability in the percentage growth rates of the spending and earning impact estimates.

Economic impact analysis was performed using a model developed by Dr. Keivan Deravi, an economist in the School of Business, Auburn University Montgomery. This model, designed for the Alabama Tourism Department and the State of Alabama, uses Alabama industry multipliers developed by the Regional Input-Output Modeling System, United States Department of Commerce, Economic and Statistical Division, Bureau of Economic Analysis, Regional Economic Analysis Division.

Data collection and report compilation was done by Alabama Tourism Department staff member Pam Smith.

We wish to express our appreciation and thanks to Dr. Deravi for his assistance in the preparation of this report.

April 20, 2010

ESTIMATES OF THE NUMBER OF VISITORS, HOTEL AND MOTEL OCCUPANCY RATES, AND AVERAGE ROOM RATES FOR THE STATE OF ALABAMA

The detailed information pertaining to hotel and motel occupancy rates, average room rates, room demand, and room revenue was obtained from Smith Travel Research (STR). STR data and venue survey results obtained from site-intercept studies conducted from 2000 to 2005 were used to estimate the number of visitors for the State and for the top five counties in terms of travel expenditures. More specifically, the room demand for calendar year 2009, the average number of nights staying in the area, and the average number of people in a party were used to estimate the total number of visitors who used the lodging establishments. The data was then adjusted to include the number of people who chose not to stay overnight. This information was obtained from the previous years' venue survey research. The results are shown in *Table 1* and *Table 2,* below.

TABLE 1
ESTIMATED TOTAL NUMBER OF VISITORS FOR THE STATE OF ALABAMA AND SELECTED COUNTIES

COUNTY	TOTAL NUMBER OF VISITORS		NUMBER OF TRAVELERS STAYING IN HOTEL AND MOTEL ACCOMMODATIONS	
	2008	2009	2008	2009
BALDWIN	4,537,438	4,628,856	1,092,375	1,087,063
JEFFERSON	2,790,526	2,583,174	1,777,565	1,763,858
MOBILE	2,672,126	2,536,391	1,555,178	1,543,627
MADISON	2,680,905	2,537,716	1,863,229	1,858,286
MONTGOMERY	1,302,542	1,273,590	789,340	771,539
OTHER COUNTIES	8,070,016	7,338,889	8,087,956	8,035,186
STATE OF ALABAMA	**22,053,553**	**20,898,616**	**15,165,643**	**15,059,559**

Source: Smith Travel Research

TABLE 2
AVERAGE HOTEL OCCUPANCY RATES AND ROOM RATES FOR THE STATE OF ALABAMA AND SELECTED COUNTIES

COUNTY	AVERAGE OCCUPANCY RATE (%)		AVERAGE ROOM RATE ($)		ROOM SUPPLY (HOTELS AND MOTELS) ANNUAL MONTHLY AVERAGE*	
	2008	2009	2008	2009	2008	2009
BALDWIN (HOTELS ONLY)	57	48	112	102	117,337	143,043
JEFFERSON	58	52	83	77	390,426	408,666
MADISON	60	54	78	77	184,688	194,907
MOBILE	60	53	79	72	192,134	209,767
MONTGOMERY	51	51	65	63	201,950	202,843
STATE OF ALABAMA	56	50	76	72	1,984,596	2,118,471

*Room Supply is the number of rooms available multiplied by the number of days in a month.

Source: Smith Travel Research

It is estimated that almost 21 million visitors made Alabama their travel destination in 2009. It is also estimated that Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, 65 percent of the travelers chose these counties as their destination.

TRAVEL INDUSTRY EXPENDITURES IN ALABAMA

In 2009, it is estimated that travelers spent over $9.3 billion in Alabama. This represents a decrease of 3 percent as compared to 2008 spending, as shown in *Table 3*, below.

TABLE 3
TRAVEL EXPENDITURES IN ALABAMA

YEAR	EXPENDITURES	CHANGE
2009	$ 9,303,501,738	-3%
2008	$ 9,599,370,556	3%
2007	$ 9,333,356,043	----

In order to compare the growth of travel industry expenditures to Alabama's overall economy, travel expenditures for 2007 through 2009 were adjusted for inflation and then compared to the growth rates in the state's Gross Domestic Product and the service sector.

TABLE 4
REAL RATES OF GROWTH IN 2007-2009*

YEAR	ALABAMA GROSS DOMESTIC PRODUCT	SERVICES	TRAVEL INDUSTRY
2009	-0.9%	1.0%	-4.9%
2008	0.8%	2.0%	0.8%
2007	0.9%	2.0%	8.3%

As shown in *Table 4,* above, growth in the travel industry for 2009 is less than growth in either the Alabama Gross Domestic Product or the service sector.

Documenting the travel industry's importance and its contribution to the state economy, this report notes that travel-related expenditures represent 5.5 percent of all statewide economic activities in Alabama.

In *Table 5*, (page 5) direct travel expenditures in Alabama are listed by category. This serves to identify the industries most impacted by travel and tourism spending.

* Source: Bureau of Economic Analysis (BEA), U.S. Department of Commerce. For the Alabama Gross Domestic Product and Service percentage changes, the 2007 and 2008 numbers are actual numbers and the 2009 figures are our estimates.

TABLE 5
TRAVEL EXPENDITURES BY CATEGORY - 2009

	EXPENDITURES	SHARE OF TOTAL
LODGING FACILITIES	$ 1,240,894,056	13%
EATING AND DRINKING ESTABLISHMENTS	$ 2,489,326,195	27%
GENERAL RETAIL	$ 910,851,666	10%
ENTERTAINMENT	$ 891,252,651	10%
PUBLIC TRANSPORTATION	$ 1,365,272,424	15%
AUTO TRANSPORTATION	$ 2,405,904,746	26%
TOTAL	$ 9,303,501,738	100%

The largest single travel expenditure was made on eating and drinking. This category (food services in general) accounted for 27 percent of all the travel and tourism spending in the state. Transportation and lodging were the next largest travel expenditure categories.

TRAVEL - GENERATED EMPLOYMENT

In 2009, an estimated 109,388 Alabama jobs were directly attributable to the travel industry. These jobs were created in direct response to services demanded by travelers in the state. The employment industry breakdown is presented in *Table 6*, below.

Table 6 indicates that the biggest beneficiaries of travel-related activities were eating and drinking establishments. This sector accounted for 53 percent of all the travel-related jobs created in the state in 2009. Other industries that benefited strongly were lodging facilities and entertainment.

TABLE 6
TRAVEL-RELATED DIRECT EMPLOYMENT - 2009

	PERSONS EMPLOYED	SHARE OF TOTAL
LODGING FACILITIES	22,695	21%
EATING AND DRINKING ESTABLISHMENTS	57,707	53%
GENERAL RETAIL	6,968	6%
ENTERTAINMENT	14,159	13%
PUBLIC TRANSPORTATION	2,910	3%
AUTO TRANSPORTATION	4,949	5%
TOTAL	109,388	100%

The job creation process, however, does not end with direct employment. Each job created by travel provided income for those employed in the above sub-sectors of the economy. This income generated expenditures, which in turn, created additional demand for goods and services and thus, more jobs in the state. This indirect job creation is known as the multiplier effect or economic impact. *Table 7* shows the direct, indirect, and overall job impact of the travel industry on Alabama employment.

According to *Table 7*, the 109,388 direct jobs led to the creation of 53,076 additional, or indirect, jobs in the state in 2009.

TABLE 7
TRAVEL INDUSTRY TOTAL (IMPACT) EMPLOYMENT - 2009

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	22,695	14,332	37,027
EATING AND DRINKING ESTABLISHMENTS	57,707	21,750	79,457
GENERAL RETAIL	6,968	3,098	10,066
ENTERTAINMENT	14,159	5,464	19,623
PUBLIC TRANSPORTATION	2,910	3,121	6,031
AUTO TRANSPORTATION	4,949	5,311	10,260
TOTAL	109,388	53,076	162,464

This overall job creation impact of 162,464 jobs is impressive. According to this analysis, 8.6 percent of all the non-agricultural employment in the State of Alabama in 2009 was directly and indirectly associated with the state's travel industry.*

Furthermore, the analysis shows that every $85,050 in travel industry spending creates one direct job in Alabama. Finally, for every two direct jobs created, the Alabama economy indirectly creates one additional job.

TRAVEL-GENERATED EARNINGS

Travel expenditures in Alabama lead to employment, which in turn leads to additional earnings. Travel industry direct earnings for Alabama in 2009 are presented in *Table 8,* below.

TABLE 8
TRAVEL-RELATED DIRECT EARNINGS - 2009

	EARNINGS	SHARE OF TOTAL
LODGING FACILITIES	$ 415,429,749	20%
EATING AND DRINKING ESTABLISHMENTS	$ 833,383,118	41%
GENERAL RETAIL	$ 132,007,488	6%
ENTERTAINMENT	$ 299,824,314	15%
PUBLIC TRANSPORTATION	$ 226,814,250	11%
AUTO TRANSPORTATION	$ 133,323,972	7%
TOTAL	$ 2,040,782,891	100%

* The 2009 Alabama state non-agricultural employment was 1,885,700. This information was provided by the Alabama Department of Industrial Relations – Labor Market Division.

It is estimated that, in 2009, the travel industry was responsible for generating over $2 billion in direct earnings in Alabama. The growth rate in direct travel-related earnings shows a decrease of 3 percent as compared to 2008.

Again, the largest beneficiaries appear to be eating and drinking establishments and lodging facilities. The overall impact of travel expenditures on earnings is presented in *Table 9,* below.

TABLE 9
TRAVEL INDUSTRY TOTAL (IMPACT) EARNINGS - 2009

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	$ 415,429,749	$ 364,913,492	$ 780,343,241
EATING AND DRINKING ESTABLISHMENTS	$ 833,383,118	$ 650,788,876	$ 1,484,171,994
GENERAL RETAIL	$ 132,007,488	$ 82,940,305	$ 214,947,793
ENTERTAINMENT	$ 299,824,314	$ 213,714,771	$ 513,539,085
PUBLIC TRANSPORTATION	$ 226,814,250	$ 194,810,759	$ 421,625,009
AUTO TRANSPORTATION	$ 133,323,972	$ 114,511,960	$ 247,835,932
TOTAL	$ 2,040,782,891	$ 1,621,680,163	$ 3,662,463,054

The total impact of the travel industry on Alabama's earning power is estimated at over $3.6 billion for 2009. This includes direct earnings of over $2 billion and an indirect impact of over $1.6 billion. This suggests that the industry was responsible for 3.4 percent of total earnings in the state in 2009.

Additionally, every $1 in travel-related spending translates to $0.22 in direct earnings. The indirect impact is estimated to amount to an additional $0.17 in earnings, bringing the total to $0.39.

This suggests that for every $1 in travel-related expenditures, the state directly and indirectly retains $0.39 in earnings for its citizens.

TRAVEL-GENERATED TAX REVENUE

Table 10, below, highlights the impact of travel-related industries on state and local government revenues.

TABLE 10
GOVERNMENT REVENUE ASSOCIATED WITH TRAVEL INDUSTRY 2007-2009

YEAR	STATE REVENUE	LOCAL REVENUE	TOTAL	% CHANGE
2009	$ 484,811,205	$ 194,378,283	$ 679,189,488	-3%
2008	$ 501,368,889	$ 201,016,856	$ 702,385,745	3%
2007	$ 487,475,124	$ 195,446,345	$ 682,921,469	----

We estimate that in 2009, over $679 million in tax revenues were realized, primarily due to travel-related activities. These revenues were in the form of income, sales, excise, property, and corporate income taxes. Without those taxes, each household in Alabama would have had to pay $391 in additional taxes to maintain current service levels.[*]

As a result, we estimate that every $1 in travel-related spending resulted in $0.05 and $0.02 in tax revenue for state and local governments, respectively.

[*]The U.S. Census 2000 number of Alabama households was 1,737,080. This information was provided by the U.S. Census Bureau.

ALABAMA TRAVEL DATA BY REGION

The following is a comparison of Alabama travel data tabulated according to the four Alabama regional tourism divisions:

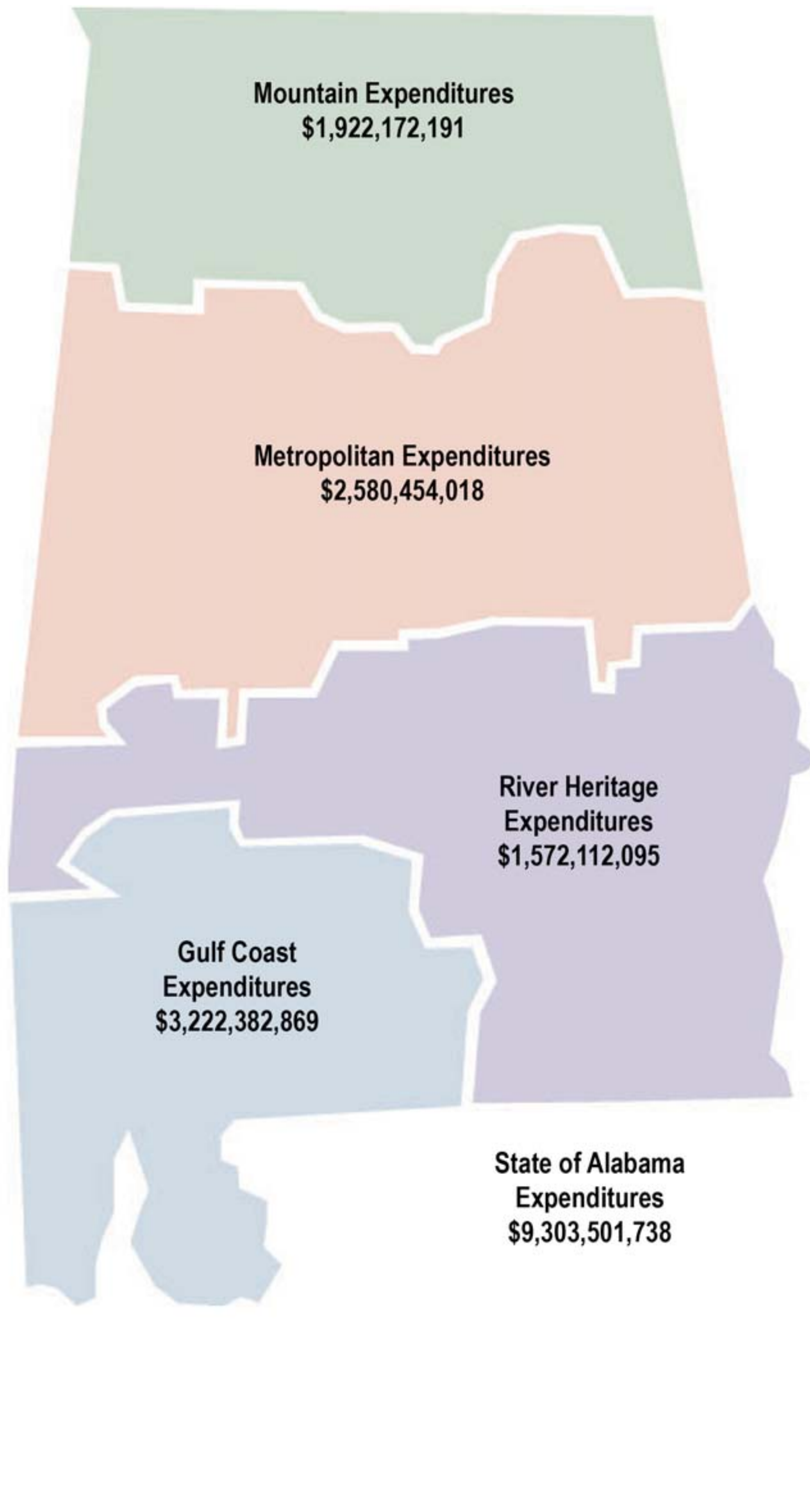
TABLE 11
ALABAMA REGIONAL TOURISM DATA

TOTAL EXPENDITURES ($)	2008	2009	GROWTH	PERCENTAGE OF STATE TOTAL
MOUNTAIN REGION	2,055,803,137	1,922,172,191	-7%	21%
METROPOLITAN REGION	2,585,591,013	2,580,454,018	-0.2%	28%
RIVER HERITAGE REGION	1,644,533,443	1,572,112,095	-4%	17%
GULF COAST REGION	3,322,776,505	3,222,382,869	-3%	35%
STATE OF ALABAMA	9,599,370,556	9,303,501,738	-3%	100%

TRAVEL-RELATED EARNINGS ($)	2008	2009	GROWTH	PERCENTAGE OF STATE TOTAL
MOUNTAIN REGION	678,524,340	664,393,437	-2%	18%
METROPOLITAN REGION	1,076,040,249	1,023,786,737	-5%	28%
RIVER HERITAGE REGION	693,331,941	663,296,065	-4%	18%
GULF COAST REGION	1,338,857,113	1,310,696,652	-2%	36%
STATE OF ALABAMA	3,786,433,935	3,662,463,054	-3%	100%

TRAVEL-RELATED EMPLOYMENT	2008	2009	GROWTH	PERCENTAGE OF STATE TOTAL
TOTAL – DIRECT AND INDIRECT				
MOUNTAIN REGION	30,403	29,472	-3%	18%
METROPOLITAN REGION	48,212	45,414	-6%	28%
RIVER HERITAGE REGION	31,066	29,424	-5%	18%
GULF COAST REGION	59,987	58,142	-3%	36%
STATE OF ALABAMA	169,651	162,464	-4%	100%
DIRECT				
MOUNTAIN REGION	20,491	19,842	-3%	18%
METROPOLITAN REGION	32,496	30,579	-6%	28%
RIVER HERITAGE REGION	20,939	19,809	-5%	18%
GULF COAST REGION	40,435	39,147	-3%	36%
STATE OF ALABAMA	114,353	109,388	-4%	100%

FIGURE 2
2009 TRAVEL-RELATED TOTAL EXPENDITURES BY ALABAMA TRAVEL REGION



TRAVEL-GENERATED EMPLOYMENT: COUNTY-BY-COUNTY BASIS

Total travel-generated employment in 2009 was distributed on a county-by-county level on the basis of each county's share of total lodging expenditures. The results are reported in tables on the following pages, as explained below:

Table 12, on page 13, represents direct travel-generated employment for each county and the rate of annual change.

Table 13, on page 15, represents travel-generated total employment (both direct and indirect) in each county and the rate of annual change.

Table 14, on page 17, ranks the counties in Alabama, from greatest to least, based on the benefit received from travel-generated total employment in the state.

Table 15, on page 19, shows the 11 counties with the highest growth rate in travel-generated total employment.

Several conclusions can be drawn from the information presented in *Tables 12 through 15*, which are as follows:

- Baldwin and Jefferson counties are, by far, the largest travel-concentrated counties in the state, accounting for 42 percent of all travel-related employment.

- Seven counties - Baldwin, Jefferson, Madison, Mobile, Montgomery, Shelby, and Tuscaloosa - account for 119,884 travel-related workers, which is 74 percent of all travel-generated employment.

OTHER TABLE LISTINGS:

Table 16, on page 21 provides the ratio of county quarterly-to-annual state lodging tax in 2009.

Table 17, on page 23, shows the metropolitan statistical area (MSA) share of state lodging tax per MSA.

Table 18, on page 23, shows the distribution of state lodging tax among designated demographic areas.

Additional information on *Tables 16* through *18* will be provided in the following section, starting on page 20.

Table 19, on page 24, shows travel-related earnings by county, including the annual growth rate.

Table 20, on page 26, shows travel-related expenditures by county.

Table 21, on page 28, contains annual state lodging tax data and provides the amount and percentage of annual change.

Table 12
Direct Travel-Related Employment by County

County	2007	2008	2009	2008-2009 Rate of Growth
Autauga	530	474	373	-21%
Baldwin	28,159	28,018	27,322	-2%
Barbour	439	437	431	-1%
Bibb	72	55	27	-51%
Blount	95	95	80	-16%
Bullock	17	15	12	-20%
Butler	514	499	456	-9%
Calhoun	956	898	813	-9%
Chambers	202	202	220	9%
Cherokee	160	158	157	-1%
Chilton	411	388	336	-13%
Choctaw	43	49	50	2%
Clarke	417	419	374	-11%
Clay	7	8	12	50%
Cleburne	105	108	113	5%
Coffee	541	565	585	4%
Colbert	661	658	600	-9%
Conecuh	207	206	180	-13%
Coosa	30	29	29	0%
Covington	344	339	332	-2%
Crenshaw	20	19	17	-11%
Cullman	1,054	1,034	932	-10%
Dale	380	366	340	-7%
Dallas	1,111	1,115	997	-11%
Dekalb	711	700	657	-6%
Elmore	1,231	1,293	1,301	1%
Escambia	386	405	408	1%
Etowah	1,393	1,363	1,274	-7%
Fayette	30	31	29	-6%
Franklin	135	135	131	-3%
Geneva	44	40	34	-15%
Greene	18	24	35	46%
Hale	13	13	11	-15%
Henry	44	45	40	-11%
Houston	2,728	2,708	2,556	-6%
Jackson	383	368	331	-10%

TABLE 12 (CONTINUED)
DIRECT TRAVEL-RELATED EMPLOYMENT
BY COUNTY

COUNTY	2007	2008	2009	2008-2009 RATE OF GROWTH
JEFFERSON	19,819	19,398	18,498	-5%
LAMAR	10	10	9	-10%
LAUDERDALE	1,398	1,426	1,372	-4%
LAWRENCE	173	166	148	-11%
LEE	3,240	3,331	3,130	-6%
LIMESTONE	815	819	785	-4%
LOWNDES	0	0	0	----
MACON	208	186	196	5%
MADISON	9,343	9,647	9,518	-1%
MARENGO	394	408	414	1%
MARION	174	171	173	1%
MARSHALL	1,604	1,726	1,808	5%
MOBILE	10,823	11,082	10,582	-5%
MONROE	293	295	271	-8%
MONTGOMERY	7,807	7,725	7,236	-6%
MORGAN	1,915	1,929	1,782	-8%
PERRY	30	28	24	-14%
PICKENS	32	30	27	-10%
PIKE	675	662	604	-9%
RANDOLPH	91	83	70	-16%
RUSSELL	587	571	621	9%
SHELBY	4,184	4,091	3,561	-13%
ST. CLAIR	853	836	731	-13%
SUMTER	187	176	149	-15%
TALLADEGA	869	855	799	-7%
TALLAPOOSA	468	471	492	4%
TUSCALOOSA	4,121	4,166	4,002	-4%
WALKER	579	596	592	-1%
WASHINGTON	8	10	10	0%
WILCOX	93	92	84	-9%
WINSTON	88	96	94	-2%
OUT OF STATE*	48	-8	11	----
STATE TOTAL	**114,520**	**114,353**	**109,388**	**-4%**

*Number is negative for 2008 because state lodging tax payments originally credited to this category were removed and applied to county categories for which the tax amounts were intended.

Table 13
Total (Direct and Indirect)
Travel-Related Employment by County

County	2007	2008	2009	2008-2009 Rate of Growth
Autauga	787	703	554	-21%
Baldwin	41,775	41,567	40,578	-2%
Barbour	652	649	640	-1%
Bibb	106	82	40	-51%
Blount	141	142	120	-15%
Bullock	25	23	18	-22%
Butler	763	740	678	-8%
Calhoun	1,418	1,333	1,207	-9%
Chambers	299	300	327	9%
Cherokee	238	235	232	-1%
Chilton	609	575	499	-13%
Choctaw	64	72	74	3%
Clarke	619	621	555	-11%
Clay	10	12	18	50%
Cleburne	156	161	168	4%
Coffee	803	838	869	4%
Colbert	981	976	891	-9%
Conecuh	308	305	268	-12%
Coosa	45	44	43	-2%
Covington	511	503	494	-2%
Crenshaw	29	29	26	-10%
Cullman	1,564	1,534	1,384	-10%
Dale	563	543	505	-7%
Dallas	1,649	1,654	1,481	-10%
Dekalb	1,054	1,038	976	-6%
Elmore	1,826	1,918	1,932	1%
Escambia	572	601	607	1%
Etowah	2,066	2,023	1,893	-6%
Fayette	44	45	42	-7%
Franklin	200	200	195	-3%
Geneva	66	60	51	-15%
Greene	27	36	51	42%
Hale	19	19	16	-16%
Henry	66	66	60	-9%
Houston	4,048	4,018	3,795	-6%
Jackson	569	547	491	-10%

Table 13 (continued)
Total (Direct and Indirect)
Travel-Related Employment by County

County	2007	2008	2009	2008-2009 Rate of Growth
Jefferson	29,403	28,779	27,474	-5%
Lamar	15	15	14	-7%
Lauderdale	2,074	2,116	2,038	-4%
Lawrence	257	246	220	-11%
Lee	4,807	4,942	4,649	-6%
Limestone	1,209	1,215	1,166	-4%
Lowndes	0	0	0	----
Macon	309	276	291	5%
Madison	13,861	14,312	14,137	-1%
Marengo	585	605	614	1%
Marion	259	254	256	1%
Marshall	2,380	2,561	2,686	5%
Mobile	16,057	16,442	15,716	-4%
Monroe	434	437	403	-8%
Montgomery	11,583	11,460	10,747	-6%
Morgan	2,841	2,861	2,647	-7%
Perry	45	41	35	-15%
Pickens	48	45	40	-11%
Pike	1,001	983	898	-9%
Randolph	135	123	104	-15%
Russell	871	847	923	9%
Shelby	6,207	6,069	5,289	-13%
St. Clair	1,266	1,240	1,085	-13%
Sumter	278	261	222	-15%
Talladega	1,289	1,268	1,186	-6%
Tallapoosa	695	699	731	5%
Tuscaloosa	6,114	6,180	5,943	-4%
Walker	859	885	880	-1%
Washington	12	14	15	7%
Wilcox	137	137	125	-9%
Winston	130	143	140	-2%
Out of State *	65	-17	12	----
State Total	**169,898**	**169,651**	**162,464**	**-4%**

*Number is negative for 2008 because state lodging tax payments originally credited to this category were removed and applied to county categories for which the tax amounts were intended.

Table 14
Total Travel-Related Employment by County
Ordered by Size

County	2009	Share of Total
Baldwin	40,578	25.0%
Jefferson	27,474	16.9%
Mobile	15,716	9.7%
Madison	14,137	8.7%
Montgomery	10,747	6.6%
Tuscaloosa	5,943	3.7%
Shelby	5,289	3.3%
Lee	4,649	2.9%
Houston	3,795	2.3%
Marshall	2,686	1.7%
Morgan	2,647	1.6%
Lauderdale	2,038	1.3%
Elmore	1,932	1.2%
Etowah	1,893	1.2%
Dallas	1,481	0.9%
Cullman	1,384	0.9%
Calhoun	1,207	0.7%
Talladega	1,186	0.7%
Limestone	1,166	0.7%
St. Clair	1,085	0.7%
Dekalb	976	0.6%
Russell	923	0.6%
Pike	898	0.6%
Colbert	891	0.5%
Walker	880	0.5%
Coffee	869	0.5%
Tallapoosa	731	0.4%
Butler	678	0.4%
Barbour	640	0.4%
Marengo	614	0.4%
Escambia	607	0.4%
Clarke	555	0.3%
Autauga	554	0.3%
Dale	505	0.3%
Chilton	499	0.3%
Covington	494	0.3%
Jackson	491	0.3%
Monroe	403	0.2%
Chambers	327	0.2%
Macon	291	0.2%

Table 14 (continued)
Total Travel-Related Employment by County
Ordered by Size

County	2009	Share of Total
Conecuh	268	0.2%
Marion	256	0.2%
Cherokee	232	0.1%
Sumter	222	0.1%
Lawrence	220	0.1%
Franklin	195	0.1%
Cleburne	168	0.1%
Winston	140	0.1%
Wilcox	125	0.1%
Blount	120	0.1%
Randolph	104	0.1%
Choctaw	74	0.05%
Henry	60	0.04%
Geneva	51	0.03%
Greene	51	0.03%
Coosa	43	0.03%
Fayette	42	0.03%
Bibb	40	0.02%
Pickens	40	0.02%
Perry	35	0.02%
Crenshaw	26	0.02%
Bullock	18	0.01%
Clay	18	0.01%
Hale	16	0.01%
Washington	15	0.01%
Lamar	14	0.01%
Out of State	12	0.01%
Lowndes	0	0.00%
State Total	**162,464**	**100%**

TABLE 15
COUNTIES WITH LARGEST
TOTAL EMPLOYMENT GROWTH IN 2009

COUNTY	2007	2008	2009	2008-2009 RATE OF GROWTH
CLAY	10	12	18	50%
GREENE	27	36	51	42%
CHAMBERS	299	300	327	9%
RUSSELL	871	847	923	9%
WASHINGTON	12	14	15	7%
MACON	309	276	291	5%
MARSHALL	2,380	2,561	2,686	5%
TALLAPOOSA	695	699	731	5%
CLEBURNE	156	161	168	4%
COFFEE	803	838	869	4%
CHOCTAW	64	72	74	3%

LODGING TAX-SEASONAL AND DESIGNATED DEMOGRAPHIC AREA ANALYSES

SEASONAL ANALYSIS – Quarterly lodging tax collections were used to gain insight into the seasonal travel-related activities in each county and at the state level. The results are reported in the graph shown below and in *Table 16,* on page 21.

The graph below, titled *Lodging Tax by Quarter-State*, illustrates the ratio of the state's quarterly lodging tax collection to its annual lodging tax.

- According to the graph, the combined second and third quarter period (April through September) appears to be the strongest travel-related season, with 58.3 percent of all state lodging taxes collected during this period.

- This graph also indicates that the first quarter (January through March) and the fourth quarter (October through December) were the least active travel and tourism periods, with 21.3 percent and 20.5 percent, respectively, of state lodging taxes being collected during these periods.

FIGURE 3

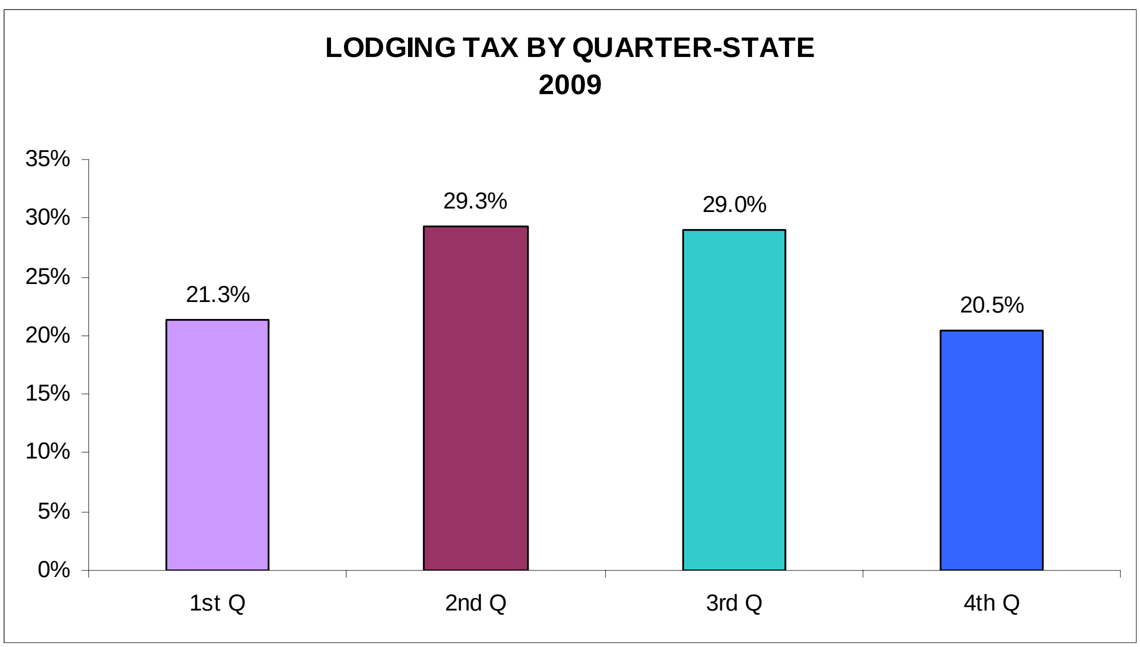


Table 16 represents the quarterly fluctuations for the seven counties in the state that have the highest levels of travel and tourism.

- Baldwin County shows the most seasonality in travel and tourism activities. Almost three-fourths (73 percent) of all 2009 lodging taxes in this county were collected in the second and third quarters. In the second quarter 34 percent was collected, while the third quarter accounted for 39 percent.

- Of the seven major travel destinations in the state, all showed variations due to seasonality. Baldwin, Jefferson, Madison and Shelby counties showed increased activity in the second and third quarters. Tuscaloosa had its highest activity during the third and fourth quarters. Mobile and Montgomery showed its highest activity during the first, second, and third quarters.

TABLE 16
RATIO OF COUNTIES' QUARTERLY TO ANNUAL LODGING TAX

	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER
BALDWIN	13%	34%	39%	14%
JEFFERSON	24%	27%	25%	24%
MADISON	24%	28%	26%	22%
MOBILE	28%	26%	26%	21%
MONTGOMERY	25%	27%	26%	22%
SHELBY	24%	29%	25%	21%
TUSCALOOSA	21%	25%	27%	27%

DESIGNATED DEMOGRAPHIC AREA ANALYSIS – In order to analyze area differences that may exist in terms of travel and tourism activities in Alabama, state lodging tax collections were grouped by Metropolitan Statistical Areas (MSAs).

At present, there are eleven MSAs located entirely in Alabama. These MSAs**,** and their counties**,** are as follows:

ANNISTON-OXFORD	CALHOUN
AUBURN-OPELIKA	LEE
BIRMINGHAM-HOOVER	BIBB, BLOUNT, CHILTON, JEFFERSON, ST. CLAIR, SHELBY AND WALKER
DECATUR	LAWRENCE AND MORGAN
DOTHAN	GENEVA, HENRY AND HOUSTON
FLORENCE-MUSCLE SHOALS	COLBERT AND LAUDERDALE
GADSDEN	ETOWAH
HUNTSVILLE	LIMESTONE AND MADISON
MOBILE	MOBILE
MONTGOMERY	AUTAUGA, ELMORE, LOWNDES AND MONTGOMERY
TUSCALOOSA	GREENE, HALE AND TUSCALOOSA

The state lodging tax share**,** presented by MSA and designated demographic areas**,** is found in *Tables 17* and *18* on page 23.

Table 17 shows the state lodging tax share of each MSA relative to the total lodging tax for the state. This information can be summarized as follows:

- 63 percent of all the lodging tax in the state is collected in these 11 MSAs.
- The Birmingham-Hoover MSA is largest in terms of travel-related spending.
- Huntsville MSA is second, Mobile MSA is third and Montgomery MSA is fourth in terms of travel-related spending.

In *Table 18,* MSAs are combined to form Designated Demographic Areas. These are as follows:

NORTHERN AREA	DECATUR, FLORENCE-MUSCLE SHOALS AND HUNTSVILLE
CENTRAL AREA	ANNISTON-OXFORD, AUBURN-OPELIKA, BIRMINGHAM-HOOVER, GADSDEN, MONTGOMERY AND TUSCALOOSA
SOUTHERN AREA	DOTHAN AND MOBILE

Table 18 shows the lodging tax share of each area relative to the state. These results can be summarized as follows:

- The Central Area has the largest lodging tax share, with 36.1 percent of the state's total.
- The Northern Area is second, in terms of travel and tourism activities, with 15.4 percent of the state's total.
- The Southern Area is ranked third in comparison to the Central and Northern areas, with an 11.0 percent share of the state's travel and tourism activities.

Table 17
State Lodging Tax:
MSA as a Percent of Total State

MSAs	2007	2008	2009
Anniston-Oxford	1.8%	1.8%	1.8%
Auburn-Opelika	2.7%	2.9%	2.6%
Birmingham-Hoover	22.0%	21.7%	19.8%
Decatur	2.1%	2.2%	2.0%
Dothan	2.2%	2.3%	2.4%
Florence-Muscle Shoals	2.0%	2.2%	2.2%
Gadsden	1.4%	1.4%	1.4%
Huntsville	10.4%	11.0%	11.3%
Mobile	9.1%	9.3%	8.6%
Montgomery	7.1%	7.2%	7.2%
Tuscaloosa	3.4%	3.5%	3.5%

Table 18
MSA State Lodging Tax by Designated Demographic Areas

Areas	2007	2008	2009
Northern	14.5%	15.4%	15.4%
Central – Total	38.5%	38.4%	36.1%
Central – Anniston-Oxford, Birmingham-Hoover, Gadsden and Tuscaloosa	28.7%	28.4%	26.4%
Central –Auburn-Opelika and Montgomery	9.8%	10.1%	9.7%
Southern	11.3%	11.6%	11.0%

Table 19
Travel-Related Earnings by County
Total (Direct and Indirect)

County	2007	2008	2009	2008-2009 Rate of Growth
Autauga	17,044,250	15,698,608	12,488,909	-20%
Baldwin	905,221,315	927,726,351	914,759,441	-1%
Barbour	14,124,309	14,474,192	14,437,799	-0.3%
Bibb	2,303,793	1,834,931	902,634	-51%
Blount	3,064,017	3,162,147	2,694,030	-15%
Bullock	550,297	504,456	411,791	-18%
Butler	16,524,021	16,509,831	15,273,228	-7%
Calhoun	30,720,602	29,749,658	27,214,104	-9%
Chambers	6,485,677	6,686,581	7,369,019	10%
Cherokee	5,154,288	5,238,338	5,239,947	0.03%
Chilton	13,198,227	12,841,397	11,239,999	-12%
Choctaw	1,377,767	1,615,072	1,673,269	4%
Clarke	13,418,555	13,871,155	12,515,953	-10%
Clay	213,884	257,777	416,499	62%
Cleburne	3,378,543	3,584,934	3,777,629	5%
Coffee	17,405,835	18,702,198	19,579,149	5%
Colbert	21,252,107	21,777,753	20,081,289	-8%
Conecuh	6,665,059	6,818,084	6,037,191	-11%
Coosa	966,107	972,386	961,281	-1%
Covington	11,068,786	11,222,517	11,129,235	-1%
Crenshaw	636,087	637,939	578,179	-9%
Cullman	33,898,942	34,247,219	31,208,044	-9%
Dale	12,203,198	12,129,471	11,379,401	-6%
Dallas	35,726,106	36,917,644	33,386,894	-10%
Dekalb	22,844,093	23,163,319	22,003,885	-5%
Elmore	39,557,280	42,800,965	43,557,523	2%
Escambia	12,401,785	13,406,717	13,673,398	2%
Etowah	44,778,405	45,142,177	42,666,873	-5%
Fayette	953,466	1,012,293	956,348	-6%
Franklin	4,339,112	4,467,587	4,400,651	-1%
Geneva	1,429,955	1,334,375	1,143,529	-14%
Greene	593,236	805,053	1,158,477	44%
Hale	404,122	417,199	357,659	-14%
Henry	1,426,000	1,474,102	1,342,154	-9%
Houston	87,709,272	89,676,267	85,562,812	-5%
Jackson	12,323,231	12,201,604	11,075,278	-9%

Table 19 (continued)
Travel-Related Earnings by County
Total (Direct and Indirect)

County	2007	2008	2009	2008-2009 Rate of Growth
Jefferson	637,139,838	642,308,904	619,343,791	-4%
Lamar	317,499	342,383	312,948	-9%
Lauderdale	44,935,105	47,222,225	45,941,102	-3%
Lawrence	5,559,919	5,483,158	4,957,589	-10%
Lee	104,167,681	110,294,930	104,812,660	-5%
Limestone	26,198,228	27,126,146	26,285,199	-3%
Lowndes	0	0	0	----
Macon	6,697,640	6,170,203	6,562,570	6%
Madison	300,346,674	319,423,575	318,691,205	-0.2%
Marengo	12,666,844	13,497,319	13,852,569	3%
Marion	5,604,589	5,665,381	5,776,366	2%
Marshall	51,562,559	57,152,791	60,542,359	6%
Mobile	347,933,208	366,960,353	354,290,870	-3%
Monroe	9,405,542	9,757,243	9,083,081	-7%
Montgomery	250,990,006	255,775,187	242,273,639	-5%
Morgan	61,551,168	63,859,485	59,668,745	-7%
Perry	979,494	913,761	788,041	-14%
Pickens	1,029,837	1,004,134	906,632	-10%
Pike	21,688,123	21,930,575	20,237,503	-8%
Randolph	2,917,802	2,755,586	2,349,782	-15%
Russell	18,873,375	18,913,820	20,805,220	10%
Shelby	134,496,666	135,461,530	119,229,975	-12%
St. Clair	27,428,319	27,684,423	24,464,673	-12%
Sumter	6,025,696	5,824,265	5,003,815	-14%
Talladega	27,928,730	28,302,949	26,745,123	-6%
Tallapoosa	15,059,716	15,601,034	16,469,386	6%
Tuscaloosa	132,481,535	137,934,565	133,985,667	-3%
Walker	18,604,407	19,744,506	19,833,255	0.4%
Washington	254,434	317,210	336,718	6%
Wilcox	2,976,272	3,052,270	2,808,032	-8%
Winston	2,814,720	3,191,435	3,160,875	-1%
Out of State *	1,508,202	-319,708	290,163	----
State Total	**$ 3,681,505,557**	**$ 3,786,433,935**	**$ 3,662,463,054**	**-3%**

*Number is negative for 2008 because state lodging tax payments originally credited to this category were removed and applied to county categories for which the tax amounts were intended.

Table 20
Travel-Related Expenditures by County

County	2007	2008	2009	2008-2009 Rate of Growth
Autauga	36,766,863	30,238,144	26,639,558	-12%
Baldwin	2,288,106,482	2,266,360,221	2,309,645,446	2%
Barbour	35,481,933	35,353,470	37,516,987	6%
Bibb	2,545,127	2,070,353	2,155,916	4%
Blount	7,620,893	9,009,810	6,533,626	-27%
Bullock	1,200,779	959,444	928,180	-3%
Butler	38,684,805	38,383,639	37,523,166	-2%
Calhoun	63,198,601	63,261,180	58,083,697	-8%
Chambers	15,896,999	16,516,612	22,942,615	39%
Cherokee	14,831,343	15,569,661	17,975,461	15%
Chilton	30,810,730	28,230,105	25,257,176	-11%
Choctaw	3,213,288	4,876,440	4,469,485	-8%
Clarke	34,950,981	34,431,681	24,432,800	-29%
Clay	589,946	806,588	1,738,435	116%
Cleburne	9,499,688	9,318,862	9,527,631	2%
Coffee	41,975,727	49,647,530	55,377,150	12%
Colbert	59,912,515	63,679,539	55,958,155	-12%
Conecuh	15,274,388	16,597,904	13,403,283	-19%
Coosa	2,471,571	2,294,126	2,447,789	7%
Covington	29,149,682	29,535,288	32,712,489	11%
Crenshaw	1,494,418	1,494,418	1,348,090	-10%
Cullman	92,185,045	94,442,286	83,796,547	-11%
Dale	30,461,175	27,902,316	27,000,139	-3%
Dallas	85,210,039	91,577,557	73,588,014	-20%
DeKalb	67,274,188	65,818,531	61,978,760	-6%
Elmore	109,217,788	114,922,020	102,600,426	-11%
Escambia	33,193,919	35,945,326	33,447,155	-7%
Etowah	130,875,167	127,076,177	121,037,293	-5%
Fayette	2,325,468	2,632,353	2,179,955	-17%
Franklin	10,729,328	11,008,389	11,286,064	3%
Geneva	3,272,511	2,658,562	2,646,272	-0.5%
Greene	1,020,269	1,811,279	2,628,242	45%
Hale	856,053	1,033,073	793,102	-23%
Henry	3,154,643	3,659,110	3,255,537	-11%
Houston	208,863,912	218,092,639	215,070,514	-1%
Jackson	34,518,244	32,571,796	29,662,088	-9%

Table 20 (continued)
Travel-Related Expenditures by County

County	2007	2008	2009	2008-2009 Rate of Growth
Jefferson	1,529,269,874	1,542,774,936	1,622,066,587	5%
Lamar	765,582	914,313	666,647	-27%
Lauderdale	129,419,480	146,699,130	140,798,649	-4%
Lawrence	15,792,701	14,055,837	12,088,459	-14%
Lee	260,652,090	285,660,290	239,824,648	-16%
Limestone	77,116,418	78,501,331	72,560,278	-8%
Lowndes	0	0	0	----
Macon	15,337,554	11,891,686	22,092,303	86%
Madison	898,997,483	991,111,856	939,807,492	-5%
Marengo	35,113,994	35,336,597	33,474,273	-5%
Marion	15,750,096	16,128,006	19,735,249	22%
Marshall	173,430,616	195,102,467	184,975,116	-5%
Mobile	893,566,446	944,031,090	819,855,668	-13%
Monroe	23,140,211	24,376,546	20,607,520	-15%
Montgomery	542,683,643	558,425,462	533,371,674	-4%
Morgan	176,470,324	185,825,575	156,640,263	-16%
Perry	2,177,239	1,819,223	1,915,751	5%
Pickens	4,028,882	3,386,157	2,922,888	-14%
Pike	52,756,392	52,214,104	46,826,229	-10%
Randolph	7,018,999	5,655,360	4,943,858	-13%
Russell	42,276,551	44,239,091	69,844,994	58%
Shelby	304,079,933	320,014,718	270,140,394	-16%
St. Clair	63,546,410	65,678,590	54,245,470	-17%
Sumter	13,486,303	12,617,849	11,426,140	-9%
Talladega	70,540,701	67,674,089	62,401,338	-8%
Tallapoosa	36,391,588	38,877,325	48,409,099	25%
Tuscaloosa	332,546,647	346,863,177	325,807,238	-6%
Walker	49,695,988	51,340,745	47,754,050	-7%
Washington	503,891	1,033,737	990,997	-4%
Wilcox	7,587,810	7,465,636	6,001,967	-20%
Winston	7,167,891	9,202,746	7,338,691	-20%
Out of State*	5,209,798	-9,333,542	6,380,565	----
State Total	**$ 9,333,356,043**	**$ 9,599,370,556**	**$ 9,303,501,738**	**-3%**

*Number is negative for 2008 because state lodging tax payments originally credited to this category were removed and applied to county categories for which the tax amounts were intended.

TABLE 21
ANNUAL STATE LODGING TAX

COUNTY	2007	2008	2009	2008-2009 DOLLAR INCREASE/DECREASE	2008-2009 RATE OF GROWTH
AUTAUGA	173,478	142,673	123,924	-18,749	-13%
BALDWIN	11,282,653	11,175,422	11,228,510	53,088	0.5%
BARBOUR	167,415	166,809	174,525	7,716	5%
BIBB	12,471	10,144	10,415	271	3%
BLOUNT*	40,155	47,473	34,426	-13,047	-27%
BULLOCK	5,884	4,701	4,484	-217	-5%
BUTLER	179,208	177,813	171,380	-6,433	-4%
CALHOUN ±	832,491	833,315	765,114	-68,201	-8%
CHAMBERS	75,708	78,659	107,724	29,065	37%
CHEROKEE*	72,095	75,684	87,378	11,694	15%
CHILTON	145,375	133,198	117,493	-15,705	-12%
CHOCTAW	15,744	23,894	21,591	-2,303	-10%
CLARKE	164,910	162,459	113,658	-48,801	-30%
CLAY	2,891	3,952	8,398	4,446	113%
CLEBURNE	46,546	45,660	46,026	366	1%
COFFEE	203,713	240,946	264,968	24,022	10%
COLBERT*	295,145	313,702	275,665	-38,037	-12%
CONECUH	74,841	81,326	64,749	-16,577	-20%
COOSA	12,110	11,241	11,825	584	5%
COVINGTON	126,243	127,913	141,673	13,760	11%
CRENSHAW	35,009	21,726	19,323	-2,403	-11%
CULLMAN*	460,071	471,336	418,206	-53,130	-11%
DALE	143,725	131,652	125,601	-6,051	-5%
DALLAS	253,002	271,908	215,418	-56,490	-21%
DEKALB*	343,796	336,357	316,734	-19,623	-6%
ELMORE	535,144	563,093	495,642	-67,451	-12%
ESCAMBIA	162,643	176,124	161,577	-14,547	-8%
ETOWAH*	655,049	636,034	605,809	-30,225	-5%
FAYETTE	11,401	12,906	10,688	-2,218	-17%
FRANKLIN*	65,088	66,781	67,502	721	1%
GENEVA	16,035	13,026	12,784	-242	-2%
GREENE	7,846	13,929	20,212	6,283	45%
HALE	4,155	5,014	3,795	-1,219	-24%
HENRY	15,457	17,929	15,727	-2,202	-12%
HOUSTON	985,485	1,029,029	1,000,483	-28,546	-3%

* Denotes the Alabama Mountain Lakes Tourist Association area counties with a 5 percent rate. The state lodging tax rate is 4 percent, except for counties in the AMLTA area.

± Denotes areas where local lodging tax data were used for the economic model due to inconsistent trends in state lodging tax data.

TABLE 21 (CONTINUED)
ANNUAL STATE LODGING TAX

COUNTY	2008	2008	2009	2008-2009 DOLLAR INCREASE/DECREASE	2008-2009 RATE OF GROWTH
JACKSON* ±	184,051	169,093	186,375	17,282	10%
JEFFERSON ±	7,858,884	7,928,286	6,671,855	-1,256,431	-16%
LAMAR	3,751	4,480	3,220	-1,260	-28%
LAUDERDALE*	622,387	705,486	677,110	-28,376	-4%
LAWRENCE*	84,582	75,279	64,743	-10,536	-14%
LEE	1,229,838	1,347,835	1,115,636	-232,199	-17%
LIMESTONE*	384,173	391,073	361,476	-29,597	-8%
LOWNDES	0	0	0	0	----
MACON	75,151	58,267	106,724	48,457	83%
MADISON*	4,338,779	4,783,346	4,535,738	-247,608	-5%
MARENGO	172,051	214,142	161,708	-52,434	-24%
MARION*	79,859	81,775	100,065	18,290	22%
MARSHALL* ±	483,797	559,827	527,181	-32,646	-6%
MOBILE	4,139,470	4,373,249	3,744,528	-628,721	-14%
MONROE	113,382	119,440	99,551	-19,889	-17%
MONTGOMERY ±	2,536,027	2,670,969	2,493,382	-177,587	-7%
MORGAN*	885,552	932,497	786,042	-146,455	-16%
PERRY	10,566	8,829	9,166	337	4%
PICKENS	12,929	10,867	9,380	-1,487	-14%
PIKE	258,495	255,838	226,208	-29,630	-12%
RANDOLPH	34,392	27,710	23,883	-3,827	-14%
RUSSELL	199,474	208,734	324,911	116,177	56%
SHELBY	1,421,582	1,496,077	1,245,132	-250,945	-17%
ST. CLAIR	311,364	321,811	262,049	-59,762	-19%
SUMTER	65,451	61,236	54,672	-6,564	-11%
TALLADEGA	329,780	316,378	287,620	-28,758	-9%
TALLAPOOSA	178,311	190,491	233,855	43,364	23%
TUSCALOOSA	1,540,531	1,606,853	1,488,060	-118,793	-7%
WALKER	243,500	251,559	230,690	-20,869	-8%
WASHINGTON	2,469	5,065	4,787	-278	-5%
WILCOX	36,477	35,890	28,447	-7,443	-21%
WINSTON*	43,483	55,828	43,893	-11,935	-21%
OUT OF STATE**	25,527	-45,732	30,823	----	----
STATE TOTAL	**$ 45,529,045**	**$ 46,846,306**	**$ 43,402,337**	**-$ 3,443,969**	**-7%**

* Denotes the Alabama Mountain Lakes Tourist Association area counties with a 5 percent rate. The state lodging tax rate is 4 percent, except for counties in the AMLTA area.

± Denotes areas where local lodging tax data were used for the economic model due to inconsistent trends in state lodging tax data.

**Number is negative for 2008 because state lodging tax payments originally credited to this category were removed and applied to county categories for which the tax amounts were intended.

Alabama

Alabama Tourism Department
P.O. Box 4927
Montgomery, AL 36103-4927
800-ALABAMA • www.Alabama.travel