SWEET HOME ALABAMA

TRAVEL

Economic Impact 2010

Annual Travel Spending in 2010
$9 billion in expenditures

Annual Travel Payroll in Alabama
$3.5 billion in salary and wages

Employment
156,899 jobs in Alabama–8.4% of all non-agricultural employment

State and Local Tax Collections
$552 million generated by travel

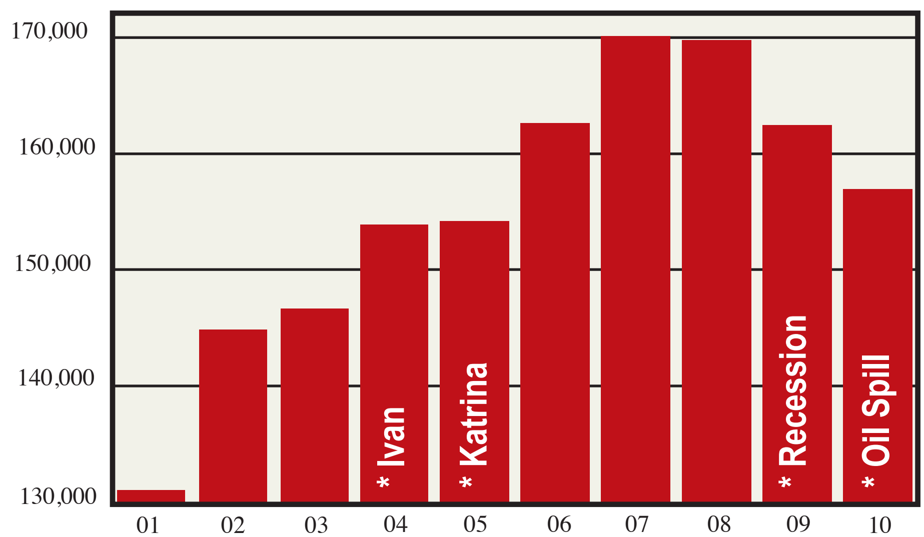
State Lodging Tax
$44.4 million

Lodging Tax to the State General Fund
$33.2 million

For every $1 in travel-related spending:

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

Tourism Jobs Trends

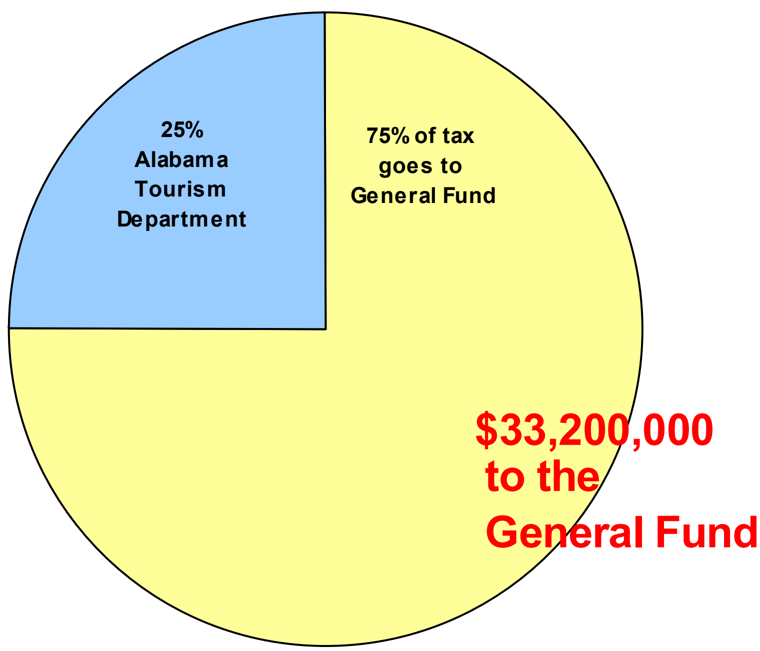


* Hurricanes and other factors that negatively impacted tourism traffic.

ECONOMIC IMPACT
ALABAMA TRAVEL INDUSTRY 2010

EVERY $85,901 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 2010.

- Based on the primary and secondary data, it is estimated that 23 million people visited the State of Alabama during 2010.

- Travelers are estimated to have spent over $9 billion in Alabama. This represents a decrease of 2 percent as compared to 2009 spending.

- In 2010, over $662 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 $381 in additional taxes to maintain current service levels.

- Travel industry expenditures represent 5.3 percent of Alabama's Gross Domestic Product ï overall production ï in 2010.

- An estimated 156,899 jobs ï 8.4 percent of non-agricultural employment in Alabama ï 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 2010 is estimated at over $3.5 billion.

- Every $85,901 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 62 percent of the total number of visitors to the state.

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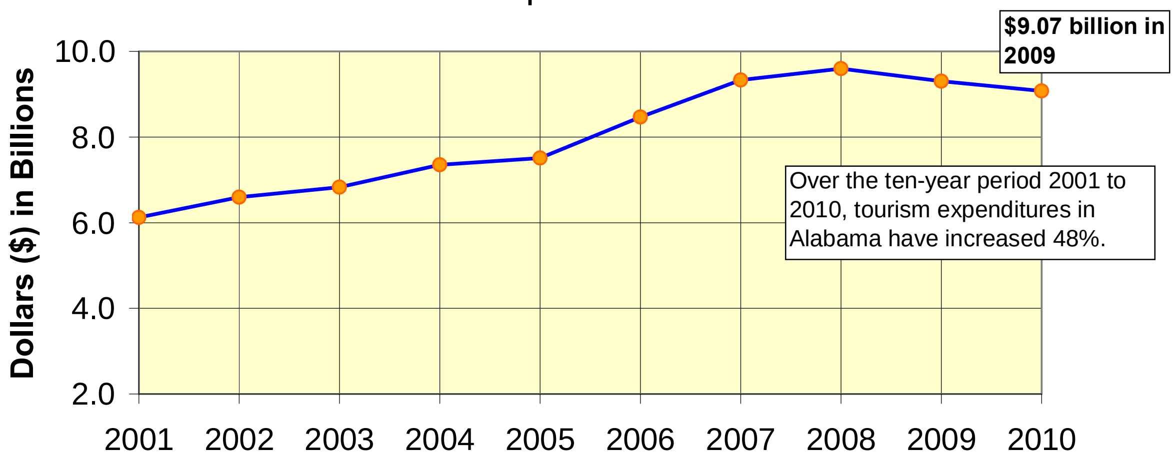
LIST OF TABLES AND FIGURES

Year	Expenditure Amount ($)
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
2010	9,074,704,379

Figure 1

Alabama Tourism Expenditures 2001-2010



INTRODUCTION

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2010. Information sources used to prepare this report included primary 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 ñby month of expenditureò 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 2010 report.

Additional sources of information were used in preparing the 2010 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.

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 22, 2011

NOTE

The Deepwater Horizon oil spill in the Gulf of Mexico in April 2010 had a profound effect on the Alabama Gulf Coast area's tourism industry, on the people who live there and service its economy, and on the businesses that realize earnings and generate payroll throughout the area. The area's tourism industry was particularly affected. The adverse impact was inflicted at the worst possible time, namely, at the peak of the earning and employment season. Large numbers of out of state visitors who would normally have come to the Gulf Shores and Orange Beach areas stayed away, causing large decreases in the occupancy rates of these cities' hotels and condominiums.

While oil spill recovery workers and others involved with the clean-up process were housed in hotels and motels in Mobile and Baldwin Counties, they were not tourists, did not spend like them and most likely did not use the facilities and amenities that draw their earning from tourism-related spending. The weight and the share of the Gulf Coast area economy on Alabama tourism are substantial and undeniable. And, the lion share's of Gulf Coast accommodations are condos and not hotel rooms.

Some areas in the State experienced double-digit increases in their hotel and motel occupancy rates during this period. The Alabama state lodging tax collections increased by 2 percent in 2010. One source of this increase was from taxes paid for housing the oil spill workers. Another source has to do with the fact that more people stayed in those counties' hotels and motels. Yet, another source can be special audits and one time only payments.

Despite the overall total increase in state lodging tax collections, tourism-related expenditures, jobs and earnings decreased in many counties. Regardless of the tourism spending patterns, the economies of most counties did not experience job or payroll (earnings) growth. The growth in tourism spending in many areas was not large enough to provide a sustainable employment and earnings increase. Productivity growth and increased efficiency was used in lieu of more hiring and more payrolls.

All in all, 2010 was a year of economic hardship for many. The tourism season, which was on a recovery trajectory, was derailed and pushed off track for the biggest tourism area of the State's economy. There were more people visiting the State but fewer tourists spending their tourism dollars in Alabama.

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 2010, 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	
	2009	2010	2009	2010
BALDWIN	4,628,856	4,026,487	1,118,289	1,353,179
JEFFERSON	2,583,174	2,813,538	1,645,482	1,792,224
MOBILE	2,536,391	3,300,015	1,476,180	1,920,608
MADISON	2,537,716	2,756,787	1,763,713	1,915,967
MONTGOMERY	1,273,590	1,371,356	771,796	831,042
OTHER COUNTIES	7,338,889	8,920,809	7,595,964	8,133,434
STATE OF ALABAMA	**20,898,616**	**23,188,992**	**14,371,424**	**15,946,454**

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*	
	2009	2010	2009	2010	2009	2010
BALDWIN (HOTELS ONLY)	48	57	102	95	143,043	147,265
JEFFERSON	51	54	77	75	408,539	426,166
MADISON	54	59	77	76	191,678	194,954
MOBILE	53	67	72	73	209,767	214,541
MONTGOMERY	50	52	63	61	208,203	213,559
STATE OF ALABAMA	50	54	72	71	2,118,471	2,191,259

*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 23 million visitors made Alabama their travel destination in 2010. It is also estimated that Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, 62 percent of the travelers chose these counties as their destination.

TRAVEL INDUSTRY EXPENDITURES IN ALABAMA

In 2010, it is estimated that travelers spent over $9 billion in Alabama. This represents a decrease of 2 percent as compared to 2009 spending, as shown in *Table 3*, below.

TABLE 3
TRAVEL EXPENDITURES IN ALABAMA

YEAR	EXPENDITURES	CHANGE
2010	$ 9,074,704,379	-2%
2009	$ 9,303,501,738	-3%
2008	$ 9,599,370,556	----

In order to compare the growth of travel industry expenditures to Alabama's overall economy, travel expenditures for 2008 through 2010 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 2008-2010[*]

YEAR	ALABAMA GROSS DOMESTIC PRODUCT	SERVICES	TRAVEL INDUSTRY
2010	1.1%	1.0%	-4.2%
2009	-2.6%	2.0%	-4.9%
2008	0.6%	2.0%	0.8%

As shown in *Table 4,* above, growth in the travel industry for 2010 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 5.3 percent of all statewide economic activities in Alabama.

In *Table 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 2008 and 2009 numbers are actual numbers and the 2010 figures are our estimates.

TABLE 5
TRAVEL EXPENDITURES BY CATEGORY - 2010

	EXPENDITURES	SHARE OF TOTAL
LODGING FACILITIES	$ 1,210,377,237	13%
EATING AND DRINKING ESTABLISHMENTS	$ 2,428,107,176	27%
GENERAL RETAIL	$ 888,451,450	10%
ENTERTAINMENT	$ 869,334,425	10%
PUBLIC TRANSPORTATION	$ 1,331,696,814	15%
AUTO TRANSPORTATION	$ 2,346,737,277	26%
TOTAL	$ 9,074,704,379	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 2010, an estimated 105,642 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 2010. Other industries that benefited strongly were lodging facilities and entertainment.

TABLE 6
TRAVEL-RELATED DIRECT EMPLOYMENT - 2010

	PERSONS EMPLOYED	SHARE OF TOTAL
LODGING FACILITIES	21,918	21%
EATING AND DRINKING ESTABLISHMENTS	55,731	53%
GENERAL RETAIL	6,730	6%
ENTERTAINMENT	13,674	13%
PUBLIC TRANSPORTATION	2,809	3%
AUTO TRANSPORTATION	4,780	5%
TOTAL	105,642	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 105,642 direct jobs led to the creation of 51,257 additional, or indirect, jobs in the state in 2010.

TABLE 7
TRAVEL INDUSTRY TOTAL (IMPACT) EMPLOYMENT - 2010

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	21,918	13,841	35,759
EATING AND DRINKING ESTABLISHMENTS	55,731	21,005	76,736
GENERAL RETAIL	6,730	2,991	9,721
ENTERTAINMENT	13,674	5,277	18,951
PUBLIC TRANSPORTATION	2,809	3,015	5,824
AUTO TRANSPORTATION	4,780	5,128	9,908
TOTAL	105,642	51,257	156,899

This overall job creation impact of 156,899 jobs is impressive. According to this analysis, 8.4 percent of all the non-agricultural employment in the State of Alabama in 2010 was directly and indirectly associated with the state's travel industry.*

Furthermore, the analysis shows that every $85,901 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 2010 are presented in *Table 8,* below.

TABLE 8
TRAVEL-RELATED DIRECT EARNINGS - 2010

	EARNINGS	SHARE OF TOTAL
LODGING FACILITIES	$ 405,213,249	20%
EATING AND DRINKING ESTABLISHMENTS	$ 812,888,054	41%
GENERAL RETAIL	$ 128,761,080	6%
ENTERTAINMENT	$ 292,450,853	15%
PUBLIC TRANSPORTATION	$ 221,236,296	11%
AUTO TRANSPORTATION	$ 130,045,188	7%
TOTAL	$ 1,990,594,720	100%

* The 2010 Alabama state non-agricultural employment was 1,869,000. This information was provided by the Alabama Department of Industrial Relations – Labor Market Division.

It is estimated that, in 2010, the travel industry was responsible for generating approximately $2 billion in direct earnings in Alabama. The growth rate in direct travel-related earnings shows a decrease of 2.5 percent as compared to 2009.

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 - 2010

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	$ 405,213,249	$ 355,939,318	$ 761,152,567
EATING AND DRINKING ESTABLISHMENTS	$ 812,888,054	$ 634,784,282	$ 1,447,672,336
GENERAL RETAIL	$ 128,761,080	$ 80,900,586	$ 209,661,666
ENTERTAINMENT	$ 292,450,853	$ 208,458,968	$ 500,909,821
PUBLIC TRANSPORTATION	$ 221,236,296	$ 190,019,855	$ 411,256,151
AUTO TRANSPORTATION	$ 130,045,188	$ 111,695,813	$ 241,741,001
TOTAL	$ 1,990,594,720	$ 1,581,798,822	$ 3,572,393,542

The total impact of the travel industry on Alabamaߴs earning power is estimated at over $3.5 billion for 2010. This includes direct earnings of over $2 billion and an indirect impact of over $1.5 billion. This suggests that the industry was responsible for 3.3 percent of total earnings in the state in 2010.

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 2008-2010

YEAR	STATE REVENUE	LOCAL REVENUE	TOTAL	% CHANGE
2010	$ 472,888,433	$ 189,598,015	$ 662,486,448	-2%
2009	$ 484,811,205	$ 194,378,283	$ 679,189,488	-3%
2008	$ 501,368,889	$ 201,016,856	$ 702,385,745	----

We estimate that in 2010, over $662 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 $381 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:

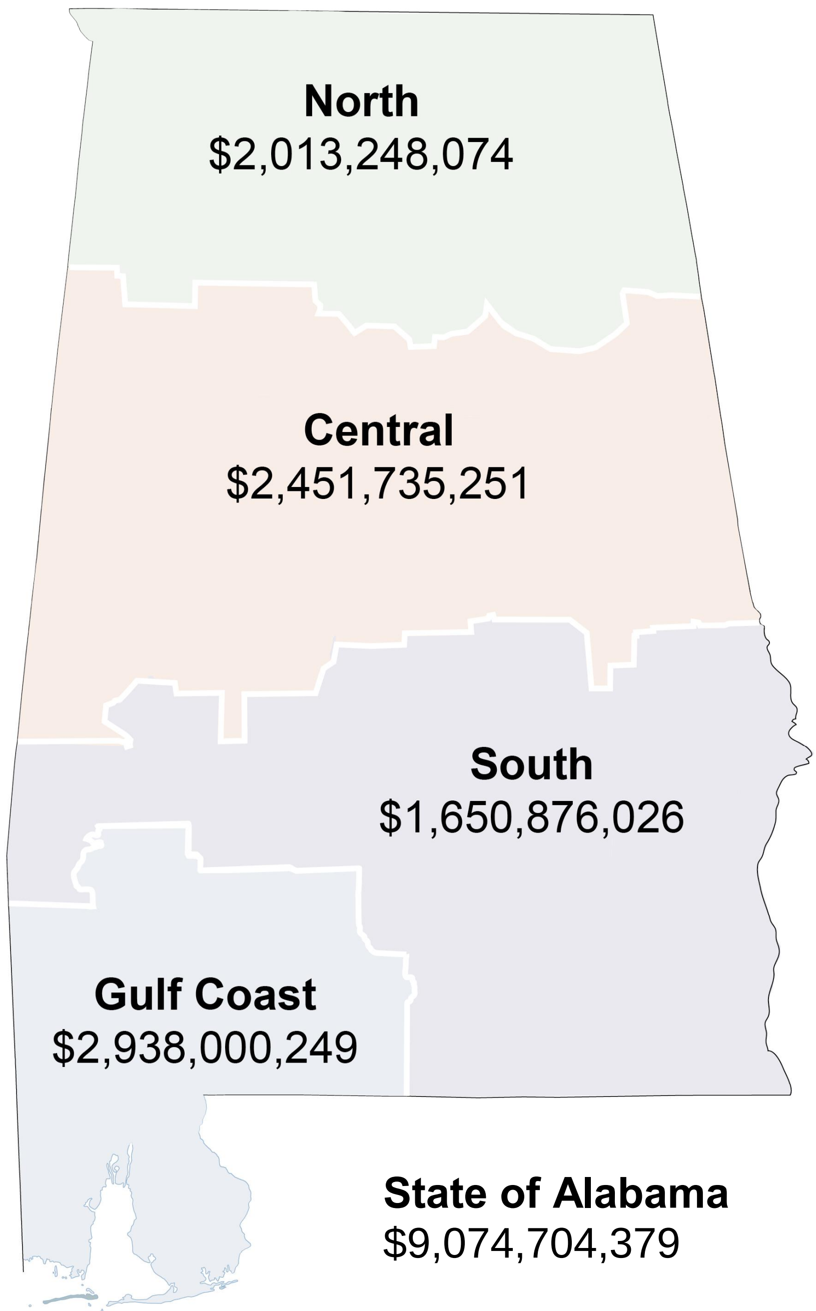
Table 11
Alabama Regional Tourism Data

Total Expenditures ($)	**2009**	**2010**	**Growth**	**Percentage of State Total**
North Region	1,922,172,191	2,013,248,074	5%	22%
Central Region	2,580,454,018	2,451,735,251	-5%	27%
South Region	1,572,112,095	1,650,876,026	5%	18%
Gulf Coast Region	3,222,382,869	2,938,000,249	-9%	33%
State of Alabama	9,303,501,738	9,074,704,379	-2%	100%

Travel-Related Earnings ($)	**2009**	**2010**	**Growth**	**Percentage of State Total**
North Region	664,393,437	662,032,097	-0.4%	18%
Central Region	1,023,786,737	994,247,208	-3%	28%
South Region	663,296,065	662,825,087	-0.1%	19%
Gulf Coast Region	1,310,696,652	1,249,011,009	-5%	35%
State of Alabama	3,662,463,054	3,572,393,542	-2%	100%

Travel-Related Employment	**2009**	**2010**	**Growth**	**Percentage of State Total**
Total ï Direct and Indirect				
North Region	29,472	29,075	-1%	18%
Central Region	45,414	43,668	-4%	28%
South Region	29,424	29,111	-1%	19%
Gulf Coast Region	58,142	54,857	-6%	35%
State of Alabama	162,464	156,899	-3%	100%
Direct				
North Region	19,842	19,578	-1%	18%
Central Region	30,579	29,402	-4%	28%
South Region	19,809	19,602	-1%	19%
Gulf Coast Region	39,147	36,936	-6%	35%
State of Alabama	109,388	105,642	-3%	100%

FIGURE 2
2010 TRAVEL-RELATED TOTAL
EXPENDITURES BY ALABAMA TRAVEL
REGION



TRAVEL-GENERATED EMPLOYMENT: COUNTY-BY-COUNTY BASIS

Total travel-generated employment in 2010 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 14, represents direct travel-generated employment for each county and the rate of annual change.

Table 13, on page 16, represents travel-generated total employment (both direct and indirect) in each county and the rate of annual change.

Table 14, on page 18, 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 20, shows the 15 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 40 percent of all travel-related employment.

- Seven counties - Baldwin, Jefferson, Madison, Mobile, Montgomery, Shelby, and Tuscaloosa - account for 115,057 travel-related workers, which is 73 percent of all travel-generated employment.

OTHER TABLE LISTINGS:

Table 16, on page 22 provides the ratio of county quarterly-to-annual state lodging tax in 2010.

Table 17, on page 24, shows the metropolitan statistical area (MSA) share of state lodging tax per MSA.

Table 18, on page 24, 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 21.

Table 19, on page 25, shows travel-related earnings by county, including the annual growth rate.

Table 20, on page 27, shows travel-related expenditures by county.

Table 21, on page 29, contains annual state lodging tax data and provides the amount and percentage of annual change.

TABLE 12
DIRECT TRAVEL-RELATED EMPLOYMENT
BY COUNTY

COUNTY	2008	2009	2010	2009-2010 RATE OF GROWTH
AUTAUGA	474	373	327	-12%
BALDWIN	28,018	27,322	24,790	-9%
BARBOUR	437	431	453	5%
BIBB	55	27	24	-11%
BLOUNT	95	80	75	-6%
BULLOCK	15	12	12	0%
BUTLER	499	456	446	-2%
CALHOUN	898	813	792	-3%
CHAMBERS	202	220	213	-3%
CHEROKEE	158	157	163	4%
CHILTON	388	336	303	-10%
CHOCTAW	49	50	54	8%
CLARKE	419	374	354	-5%
CLAY	8	12	12	0%
CLEBURNE	108	113	108	-4%
COFFEE	565	585	624	7%
COLBERT	658	600	531	-12%
CONECUH	206	180	172	-4%
COOSA	29	29	28	-3%
COVINGTON	339	332	339	2%
CRENSHAW	19	17	15	-12%
CULLMAN	1,034	932	889	-5%
DALE	366	340	310	-9%
DALLAS	1,115	997	963	-3%
DEKALB	700	657	637	-3%
ELMORE	1,293	1,301	1,229	-6%
ESCAMBIA	405	408	424	4%
ETOWAH	1,363	1,274	1,184	-7%
FAYETTE	31	29	26	-10%
FRANKLIN	135	131	134	2%
GENEVA	40	34	31	-9%
GREENE	24	35	45	29%
HALE	13	11	11	0%
HENRY	45	40	43	8%
HOUSTON	2,708	2,556	2,589	1%
JACKSON	368	331	319	-4%

Table 12 (continued)
Direct Travel-Related Employment by County

County	2008	2009	2010	2009-2010 Rate of Growth
Jefferson	19,398	18,498	17,788	-4%
Lamar	10	9	8	-11%
Lauderdale	1,426	1,372	1,404	2%
Lawrence	166	148	129	-13%
Lee	3,331	3,130	3,047	-3%
Limestone	819	785	793	1%
Lowndes	0	0	0	----
Macon	186	196	225	15%
Madison	9,647	9,518	9,558	0.4%
Marengo	408	414	390	-6%
Marion	171	173	167	-3%
Marshall	1,726	1,808	1,817	0.5%
Mobile	11,082	10,582	10,914	3%
Monroe	295	271	268	-1%
Montgomery	7,725	7,236	7,106	-2%
Morgan	1,929	1,782	1,681	-6%
Perry	28	24	20	-17%
Pickens	30	27	25	-7%
Pike	662	604	582	-4%
Randolph	83	70	63	-10%
Russell	571	621	737	19%
Shelby	4,091	3,561	3,298	-7%
St. Clair	836	731	670	-8%
Sumter	176	149	144	-3%
Talladega	855	799	764	-4%
Tallapoosa	471	492	475	-3%
Tuscaloosa	4,166	4,002	4,016	0.3%
Walker	596	592	569	-4%
Washington	10	10	14	40%
Wilcox	92	84	80	-5%
Winston	96	94	97	3%
Out of State*	-8	11	124	----
State Total	**114,353**	**109,388**	**105,642**	**-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 13
Total (Direct and Indirect)
Travel-Related Employment by County

County	2008	2009	2010	2009-2010 Rate of Growth
Autauga	703	554	485	-12%
Baldwin	41,567	40,578	36,818	-9%
Barbour	649	640	673	5%
Bibb	82	40	36	-10%
Blount	142	120	111	-8%
Bullock	23	18	17	-6%
Butler	740	678	663	-2%
Calhoun	1,333	1,207	1,177	-2%
Chambers	300	327	316	-3%
Cherokee	235	232	242	4%
Chilton	575	499	450	-10%
Choctaw	72	74	81	9%
Clarke	621	555	526	-5%
Clay	12	18	18	0%
Cleburne	161	168	161	-4%
Coffee	838	869	927	7%
Colbert	976	891	789	-11%
Conecuh	305	268	255	-5%
Coosa	44	43	41	-5%
Covington	503	494	503	2%
Crenshaw	29	26	22	-15%
Cullman	1,534	1,384	1,321	-5%
Dale	543	505	460	-9%
Dallas	1,654	1,481	1,430	-3%
Dekalb	1,038	976	946	-3%
Elmore	1,918	1,932	1,826	-5%
Escambia	601	607	630	4%
Etowah	2,023	1,893	1,758	-7%
Fayette	45	42	38	-10%
Franklin	200	195	199	2%
Geneva	60	51	46	-10%
Greene	36	51	67	31%
Hale	19	16	16	0%
Henry	66	60	64	7%
Houston	4,018	3,795	3,845	1%
Jackson	547	491	474	-3%

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

County	2008	2009	2010	2009-2010 Rate of Growth
Jefferson	28,779	27,474	26,418	-4%
Lamar	15	14	12	-14%
Lauderdale	2,116	2,038	2,085	2%
Lawrence	246	220	192	-13%
Lee	4,942	4,649	4,525	-3%
Limestone	1,215	1,166	1,178	1%
Lowndes	0	0	0	----
Macon	276	291	334	15%
Madison	14,312	14,137	14,195	0.4%
Marengo	605	614	579	-6%
Marion	254	256	247	-4%
Marshall	2,561	2,686	2,698	0.4%
Mobile	16,442	15,716	16,209	3%
Monroe	437	403	398	-1%
Montgomery	11,460	10,747	10,553	-2%
Morgan	2,861	2,647	2,496	-6%
Perry	41	35	30	-14%
Pickens	45	40	37	-8%
Pike	983	898	865	-4%
Randolph	123	104	94	-10%
Russell	847	923	1,095	19%
Shelby	6,069	5,289	4,898	-7%
St. Clair	1,240	1,085	995	-8%
Sumter	261	222	214	-4%
Talladega	1,268	1,186	1,134	-4%
Tallapoosa	699	731	706	-3%
Tuscaloosa	6,180	5,943	5,965	0.4%
Walker	885	880	845	-4%
Washington	14	15	21	40%
Wilcox	137	125	118	-6%
Winston	143	140	144	3%
Out of State *	-17	12	188	----
State Total	**169,651**	**162,464**	**156,899**	**-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 14
TOTAL TRAVEL-RELATED EMPLOYMENT BY COUNTY
ORDERED BY SIZE

COUNTY	2010	SHARE OF TOTAL
BALDWIN	36,818	23.5%
JEFFERSON	26,418	16.8%
MOBILE	16,209	10.3%
MADISON	14,195	9.0%
MONTGOMERY	10,553	6.7%
TUSCALOOSA	5,965	3.8%
SHELBY	4,898	3.1%
LEE	4,525	2.9%
HOUSTON	3,845	2.5%
MARSHALL	2,698	1.7%
MORGAN	2,496	1.6%
LAUDERDALE	2,085	1.3%
ELMORE	1,826	1.2%
ETOWAH	1,758	1.1%
DALLAS	1,430	0.9%
CULLMAN	1,321	0.8%
LIMESTONE	1,178	0.8%
CALHOUN	1,177	0.8%
TALLADEGA	1,134	0.7%
RUSSELL	1,095	0.7%
ST. CLAIR	995	0.6%
DEKALB	946	0.6%
COFFEE	927	0.6%
PIKE	865	0.6%
WALKER	845	0.5%
COLBERT	789	0.5%
TALLAPOOSA	706	0.4%
BARBOUR	673	0.4%
BUTLER	663	0.4%
ESCAMBIA	630	0.4%
MARENGO	579	0.4%
CLARKE	526	0.3%
COVINGTON	503	0.3%
AUTAUGA	485	0.3%
JACKSON	474	0.3%
DALE	460	0.3%
CHILTON	450	0.3%
MONROE	398	0.3%
MACON	334	0.2%
CHAMBERS	316	0.2%

TABLE 14 (CONTINUED)
TOTAL TRAVEL-RELATED EMPLOYMENT BY COUNTY
ORDERED BY SIZE

COUNTY	2010	SHARE OF TOTAL
CONECUH	255	0.2%
MARION	247	0.2%
CHEROKEE	242	0.2%
SUMTER	214	0.1%
FRANKLIN	199	0.1%
LAWRENCE	192	0.1%
OUT OF STATE	188	0.1%
CLEBURNE	161	0.1%
WINSTON	144	0.1%
WILCOX	118	0.1%
BLOUNT	111	0.1%
RANDOLPH	94	0.1%
CHOCTAW	81	0.1%
GREENE	67	0.04%
HENRY	64	0.04%
GENEVA	46	0.03%
COOSA	41	0.03%
FAYETTE	38	0.02%
PICKENS	37	0.02%
BIBB	36	0.02%
PERRY	30	0.02%
CRENSHAW	22	0.01%
WASHINGTON	21	0.01%
CLAY	18	0.01%
BULLOCK	17	0.01%
HALE	16	0.01%
LAMAR	12	0.01%
LOWNDES	0	0.00%
STATE TOTAL	**156,899**	**100%**

TABLE 15
COUNTIES WITH LARGEST
TOTAL EMPLOYMENT GROWTH IN 2010

COUNTY	2008	2009	2010	2009-2010 RATE OF GROWTH
WASHINGTON	14	15	21	40%
GREENE	36	51	67	31%
RUSSELL	847	923	1,095	19%
MACON	276	291	334	15%
CHOCTAW	72	74	81	9%
COFFEE	838	869	927	7%
HENRY	66	60	64	7%
BARBOUR	649	640	673	5%
CHEROKEE	235	232	242	4%
ESCAMBIA	601	607	630	4%
MOBILE	16,442	15,716	16,209	3%
WINSTON	143	140	144	3%
LAUDERDALE	2,116	2,038	2,085	2%
FRANKLIN	200	195	199	2%
COVINGTON	503	494	503	2%

LODGING TAX-SEASONAL AND DESIGNATED DEMOGRAPHIC AREA ANALYSES

SEASONAL ANALYSIS ï 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 22.

The graph below, titled *Lodging Tax by Quarter-State*, illustrates the ratio of the stateõs 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 57.3 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 21.4 percent of state lodging taxes being collected for each of these periods.

FIGURE 3

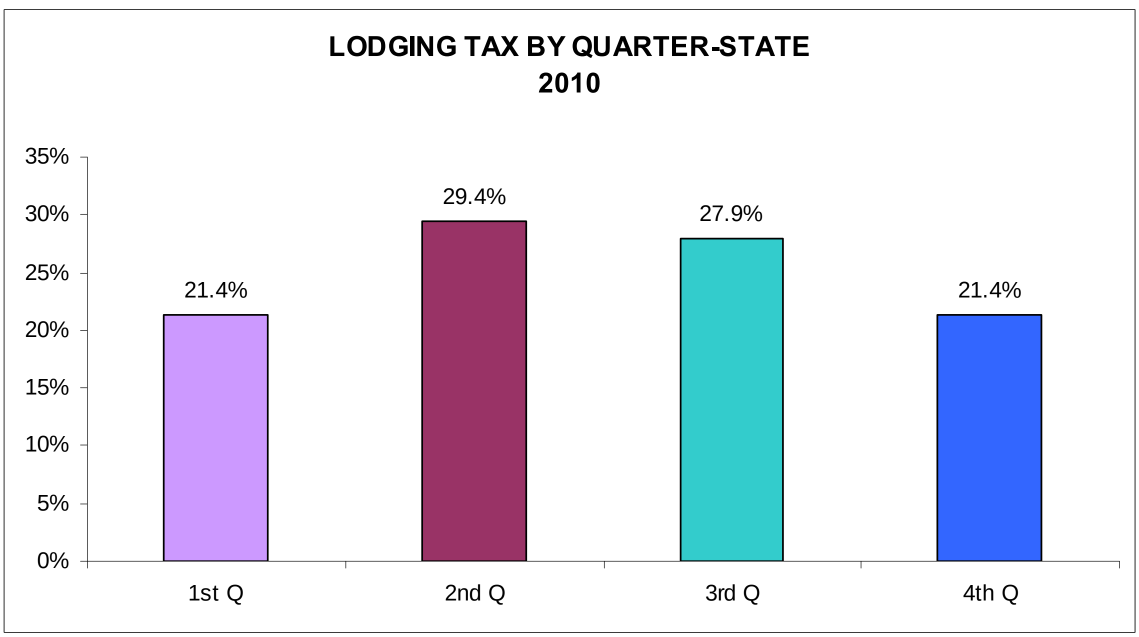


Table 16 represents the quarterly fluctuations for the seven counties in the state that have the highest levels of travel and tourism.

- Baldwin County shows the most seasonality in travel and tourism activities. Over two-thirds (68 percent) of all 2010 lodging taxes in this county were collected in the second and third quarters. In the second quarter 37 percent was collected, while the third quarter accounted for 31 percent.

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

TABLE 16
RATIO OF COUNTIES' QUARTERLY TO ANNUAL LODGING TAX

	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER
BALDWIN	18%	37%	31%	14%
JEFFERSON	24%	27%	26%	24%
MADISON	22%	28%	27%	23%
MOBILE	23%	29%	30%	19%
MONTGOMERY	24%	26%	26%	23%
SHELBY	22%	28%	25%	24%
TUSCALOOSA	20%	25%	29%	26%

DESIGNATED DEMOGRAPHIC AREA ANALYSIS ï 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 24.

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:

- 67 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, HUNTSVILLE AND GADSDEN
CENTRAL AREA	ANNISTON-OXFORD, AUBURN-OPELIKA, BIRMINGHAM-HOOVER, 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 stateôs total.

- The Northern Area is second, in terms of travel and tourism activities, with 17.2 percent of the stateôs total.

- The Southern Area is ranked third in comparison to the Central and Northern areas, with a 13.7 percent share of the stateôs travel and tourism activities.

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

MSAs	2008	2009	2010
Anniston-Oxford	1.8%	1.8%	1.8%
Auburn-Opelika	2.9%	2.6%	2.8%
Birmingham-Hoover	21.7%	19.8%	20.3%
Decatur	2.2%	2.0%	2.0%
Dothan	2.3%	2.4%	2.6%
Florence-Muscle Shoals	2.2%	2.2%	2.1%
Gadsden	1.4%	1.4%	1.3%
Huntsville	11.0%	11.3%	11.8%
Mobile	9.3%	8.6%	11.1%
Montgomery	7.2%	7.2%	7.4%
Tuscaloosa	3.5%	3.5%	3.9%

Table 18
MSA State Lodging Tax by Designated Demographic Areas

Areas		2008	2009	2010
Northern		16.7%	16.8%	17.2%
Central – Total		37.1%	34.7%	36.1%
	Central ï Anniston-Oxford, Birmingham-Hoover and Tuscaloosa	27.0%	25.0%	25.9%
	Central ï Auburn-Opelika and Montgomery	10.1%	9.7%	10.2%
Southern		11.6%	11.0%	13.7%

TABLE 19
TRAVEL-RELATED EARNINGS BY COUNTY
TOTAL (DIRECT AND INDIRECT)

COUNTY	2008	2009	2010	2009-2010 RATE OF GROWTH
AUTAUGA	15,698,608	12,488,909	11,042,998	-12%
BALDWIN	927,726,351	914,759,441	838,302,740	-8%
BARBOUR	14,474,192	14,437,799	15,327,038	6%
BIBB	1,834,931	902,634	822,372	-9%
BLOUNT	3,162,147	2,694,030	2,529,009	-6%
BULLOCK	504,456	411,791	389,293	-5%
BUTLER	16,509,831	15,273,228	15,092,545	-1%
CALHOUN	29,749,658	27,214,104	26,792,811	-2%
CHAMBERS	6,686,581	7,369,019	7,187,796	-2%
CHEROKEE	5,238,338	5,239,947	5,502,858	5%
CHILTON	12,841,397	11,239,999	10,235,717	-9%
CHOCTAW	1,615,072	1,673,269	1,840,914	10%
CLARKE	13,871,155	12,515,953	11,969,044	-4%
CLAY	257,777	416,499	406,972	-2%
CLEBURNE	3,584,934	3,777,629	3,659,482	-3%
COFFEE	18,702,198	19,579,149	21,110,981	8%
COLBERT	21,777,753	20,081,289	17,969,575	-11%
CONECUH	6,818,084	6,037,191	5,802,773	-4%
COOSA	972,386	961,281	937,622	-2%
COVINGTON	11,222,517	11,129,235	11,452,862	3%
CRENSHAW	637,939	578,179	508,287	-12%
CULLMAN	34,247,219	31,208,044	30,077,227	-4%
DALE	12,129,471	11,379,401	10,481,748	-8%
DALLAS	36,917,644	33,386,894	32,568,461	-2%
DEKALB	23,163,319	22,003,885	21,533,274	-2%
ELMORE	42,800,965	43,557,523	41,564,521	-5%
ESCAMBIA	13,406,717	13,673,398	14,339,423	5%
ETOWAH	45,142,177	42,666,873	40,038,538	-6%
FAYETTE	1,012,293	956,348	868,461	-9%
FRANKLIN	4,467,587	4,400,651	4,528,927	3%
GENEVA	1,334,375	1,143,529	1,038,638	-9%
GREENE	805,053	1,158,477	1,526,230	32%
HALE	417,199	357,659	361,872	1%
HENRY	1,474,102	1,342,154	1,449,175	8%
HOUSTON	89,676,267	85,562,812	87,551,727	2%
JACKSON	12,201,604	11,075,278	10,802,908	-2%

TABLE 19 (CONTINUED)
TRAVEL-RELATED EARNINGS BY COUNTY
TOTAL (DIRECT AND INDIRECT)

COUNTY	2008	2009	2010	2009-2010 RATE OF GROWTH
JEFFERSON	642,308,904	619,343,791	601,512,396	-3%
LAMAR	342,383	312,948	277,831	-11%
LAUDERDALE	47,222,225	45,941,102	47,483,459	3%
LAWRENCE	5,483,158	4,957,589	4,375,506	-12%
LEE	110,294,930	104,812,660	103,024,041	-2%
LIMESTONE	27,126,146	26,285,199	26,819,994	2%
LOWNDES	0	0	0	----
MACON	6,170,203	6,562,570	7,596,880	16%
MADISON	319,423,575	318,691,205	323,199,881	1%
MARENGO	13,497,319	13,852,569	13,178,916	-5%
MARION	5,665,381	5,776,366	5,634,310	-2%
MARSHALL	57,152,791	60,542,359	61,433,624	1%
MOBILE	366,960,353	354,290,870	369,060,066	4%
MONROE	9,757,243	9,083,081	9,063,606	-0.2%
MONTGOMERY	255,775,187	242,273,639	240,286,435	-1%
MORGAN	63,859,485	59,668,745	56,833,116	-5%
PERRY	913,761	788,041	682,105	-13%
PICKENS	1,004,134	906,632	831,267	-8%
PIKE	21,930,575	20,237,503	19,697,204	-3%
RANDOLPH	2,755,586	2,349,782	2,141,852	-9%
RUSSELL	18,913,820	20,805,220	24,933,657	20%
SHELBY	135,461,530	119,229,975	111,530,833	-6%
ST. CLAIR	27,684,423	24,464,673	22,651,714	-7%
SUMTER	5,824,265	5,003,815	4,870,594	-3%
TALLADEGA	28,302,949	26,745,123	25,829,946	-3%
TALLAPOOSA	15,601,034	16,469,386	16,064,361	-2%
TUSCALOOSA	137,934,565	133,985,667	135,815,208	1%
WALKER	19,744,506	19,833,255	19,239,766	-3%
WASHINGTON	317,210	336,718	473,357	41%
WILCOX	3,052,270	2,808,032	2,688,766	-4%
WINSTON	3,191,435	3,160,875	3,269,891	3%
OUT OF STATE *	-319,708	290,163	4,278,141	----
STATE TOTAL	**$ 3,786,433,935**	**$ 3,662,463,054**	**$3,572,393,542**	**-2%**

*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	2008	2009	2010	2009-2010 RATE OF GROWTH
AUTAUGA	30,238,144	26,639,558	26,916,109	1%
BALDWIN	2,266,360,221	2,309,645,446	1,795,498,423	-22%
BARBOUR	35,353,470	37,516,987	43,283,812	15%
BIBB	2,070,353	2,155,916	2,015,978	-6%
BLOUNT	9,009,810	6,533,626	6,636,623	2%
BULLOCK	959,444	928,180	1,063,186	15%
BUTLER	38,383,639	37,523,166	38,583,697	3%
CALHOUN	63,261,180	58,083,697	59,932,098	3%
CHAMBERS	16,516,612	22,942,615	21,363,877	-7%
CHEROKEE	15,569,661	17,975,461	18,274,074	2%
CHILTON	28,230,105	25,257,176	24,208,149	-4%
CHOCTAW	4,876,440	4,469,485	4,619,796	3%
CLARKE	34,431,681	24,432,800	31,824,566	30%
CLAY	806,588	1,738,435	564,842	-68%
CLEBURNE	9,318,862	9,527,631	8,931,058	-6%
COFFEE	49,647,530	55,377,150	55,131,509	-0.4%
COLBERT	63,679,539	55,958,155	44,242,785	-21%
CONECUH	16,597,904	13,403,283	14,024,730	5%
COOSA	2,294,126	2,447,789	2,373,053	-3%
COVINGTON	29,535,288	32,712,489	33,687,416	3%
CRENSHAW	1,494,418	1,348,090	1,021,727	-24%
CULLMAN	94,442,286	83,796,547	87,595,689	5%
DALE	27,902,316	27,000,139	24,679,376	-9%
DALLAS	91,577,557	73,588,014	81,828,755	11%
DEKALB	65,818,531	61,978,760	66,917,779	8%
ELMORE	114,922,020	102,600,426	97,986,755	-4%
ESCAMBIA	35,945,326	33,447,155	39,285,479	17%
ETOWAH	127,076,177	121,037,293	114,637,586	-5%
FAYETTE	2,632,353	2,179,955	1,799,076	-17%
FRANKLIN	11,008,389	11,286,064	12,049,612	7%
GENEVA	2,658,562	2,646,272	2,577,104	-3%
GREENE	1,811,279	2,628,242	2,897,226	10%
HALE	1,033,073	793,102	917,640	16%
HENRY	3,659,110	3,255,537	4,064,388	25%
HOUSTON	218,092,639	215,070,514	230,777,588	7%
JACKSON	32,571,796	29,662,088	36,040,068	22%

Table 20 (continued)
Travel-Related Expenditures by County

County	2008	2009	2010	2009-2010 Rate of Growth
Jefferson	1,542,774,936	1,622,066,587	1,485,247,602	-8%
Lamar	914,313	666,647	530,965	-20%
Lauderdale	146,699,130	140,798,649	152,029,570	8%
Lawrence	14,055,837	12,088,459	11,608,587	-4%
Lee	285,660,290	239,824,648	256,007,119	7%
Limestone	78,501,331	72,560,278	86,412,528	19%
Lowndes	0	0	0	----
Macon	11,891,686	22,092,303	23,581,949	7%
Madison	991,111,856	939,807,492	996,398,480	6%
Marengo	35,336,597	33,474,273	31,236,931	-7%
Marion	16,128,006	19,735,249	17,655,471	-11%
Marshall	195,102,467	184,975,116	192,805,428	4%
Mobile	944,031,090	819,855,668	1,032,082,694	26%
Monroe	24,376,546	20,607,520	23,729,841	15%
Montgomery	558,425,462	533,371,674	561,679,267	5%
Morgan	185,825,575	156,640,263	161,688,595	3%
Perry	1,819,223	1,915,751	1,450,144	-24%
Pickens	3,386,157	2,922,888	3,358,985	15%
Pike	52,214,104	46,826,229	50,350,565	8%
Randolph	5,655,360	4,943,858	5,639,032	14%
Russell	44,239,091	69,844,994	74,880,649	7%
Shelby	320,014,718	270,140,394	256,549,796	-5%
St. Clair	65,678,590	54,245,470	52,033,343	-4%
Sumter	12,617,849	11,426,140	12,882,987	13%
Talladega	67,674,089	62,401,338	65,847,167	6%
Tallapoosa	38,877,325	48,409,099	39,094,954	-19%
Tuscaloosa	346,863,177	325,807,238	357,183,154	10%
Walker	51,340,745	47,754,050	46,914,125	-2%
Washington	1,033,737	990,997	1,554,516	57%
Wilcox	7,465,636	6,001,967	6,918,328	15%
Winston	9,202,746	7,338,691	8,255,199	12%
Out of State*	-9,333,542	6,380,565	20,844,779	----
State Total	**$ 9,599,370,556**	**$ 9,303,501,738**	**$ 9,074,704,379**	**-2%**

*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	2008	2009	2010	2009-2010 DOLLAR INCREASE/DECREASE	2009-2010 RATE OF GROWTH
AUTAUGA	142,673	123,924	130,306	6,382	5%
BALDWIN	11,175,422	11,228,510	9,084,139	-2,144,371	-19%
BARBOUR	166,809	174,525	209,544	35,019	20%
BIBB	10,144	10,415	10,135	-280	-3%
BLOUNT*	47,473	34,426	34,968	542	2%
BULLOCK	4,701	4,484	5,345	861	19%
BUTLER	177,813	171,380	183,394	12,014	7%
CALHOUN ±	833,315	765,114	789,463	24,349	3%
CHAMBERS	78,659	107,724	104,393	-3,331	-3%
CHEROKEE*	75,684	87,378	88,830	1,452	2%
CHILTON	133,198	117,493	117,196	-297	-0.3%
CHOCTAW	23,894	21,591	23,225	1,634	8%
CLARKE	162,459	113,658	154,068	40,410	36%
CLAY	3,952	8,398	2,840	-5,558	-66%
CLEBURNE	45,660	46,026	44,900	-1,126	-2%
COFFEE	240,946	264,968	274,527	9,559	4%
COLBERT*	313,702	275,665	217,952	-57,713	-21%
CONECUH	81,326	64,749	70,508	5,759	9%
COOSA	11,241	11,825	11,930	105	1%
COVINGTON	127,913	141,673	145,895	4,222	3%
CRENSHAW	21,726	19,323	15,241	-4,082	-21%
CULLMAN*	471,336	418,206	437,167	18,961	5%
DALE	131,652	125,601	119,477	-6,124	-5%
DALLAS	271,908	215,418	249,289	33,871	16%
DEKALB*	336,357	316,734	341,974	25,240	8%
ELMORE	563,093	495,642	492,616	-3,026	-1%
ESCAMBIA	176,124	161,577	197,503	35,926	22%
ETOWAH*	636,034	605,809	573,778	-32,031	-5%
FAYETTE	12,906	10,688	8,821	-1,867	-17%
FRANKLIN*	66,781	67,502	75,001	7,499	11%
GENEVA	13,026	12,784	12,956	172	1%
GREENE	13,929	20,212	22,281	2,069	10%
HALE	5,014	3,795	4,569	774	20%
HENRY	17,929	15,727	20,433	4,706	30%
HOUSTON	1,029,029	1,000,483	1,117,234	116,751	12%

* 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	2009	2010	2009-2010 DOLLAR INCREASE/DECREASE	2009-2010 RATE OF GROWTH
JACKSON* ±	169,093	186,375	231,306	44,931	24%
JEFFERSON ±	7,928,286	6,671,855	7,082,224	410,369	6%
LAMAR	4,480	3,220	2,669	-551	-17%
LAUDERDALE*	705,486	677,110	731,120	54,010	8%
LAWRENCE*	75,279	64,743	62,173	-2,570	-4%
LEE	1,347,835	1,115,636	1,239,375	123,739	11%
LIMESTONE*	391,073	361,476	430,484	69,008	19%
LOWNDES	0	0	280	280	----
MACON	58,267	106,724	118,555	11,831	11%
MADISON*	4,783,346	4,535,738	4,808,860	273,122	6%
MARENGO	214,142	161,708	157,040	-4,668	-3%
MARION*	81,775	100,065	89,520	-10,545	-11%
MARSHALL* ±	559,827	527,181	590,759	63,578	12%
MOBILE	4,373,249	3,744,528	4,905,645	1,161,117	31%
MONROE	119,440	99,551	119,299	19,748	20%
MONTGOMERY ±	2,670,969	2,493,382	2,653,335	159,953	6%
MORGAN*	932,497	786,042	811,375	25,333	3%
PERRY	8,829	9,166	7,221	-1,945	-21%
PICKENS	10,867	9,380	10,779	1,399	15%
PIKE	255,838	226,208	253,131	26,923	12%
RANDOLPH	27,710	23,883	28,350	4,467	19%
RUSSELL	208,734	324,911	362,510	37,599	12%
SHELBY	1,496,077	1,245,132	1,230,607	-14,525	-1%
ST. CLAIR	321,811	262,049	261,591	-458	-0.2%
SUMTER	61,236	54,672	64,151	9,479	17%
TALLADEGA	316,378	287,620	315,853	28,233	10%
TALLAPOOSA	190,491	233,855	196,545	-37,310	-16%
TUSCALOOSA	1,606,853	1,488,060	1,697,746	209,686	14%
WALKER	251,559	230,690	235,855	5,165	2%
WASHINGTON	5,065	4,787	7,815	3,028	63%
WILCOX	35,890	28,447	34,125	5,678	20%
WINSTON*	55,828	43,893	51,383	7,490	17%
OUT OF STATE**	-45,732	30,823	104,794	73,971	----
STATE TOTAL	**$ 46,846,306**	**$ 43,402,337**	**$ 44,288,373**	**$ 886,036**	**2%**

* 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.

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