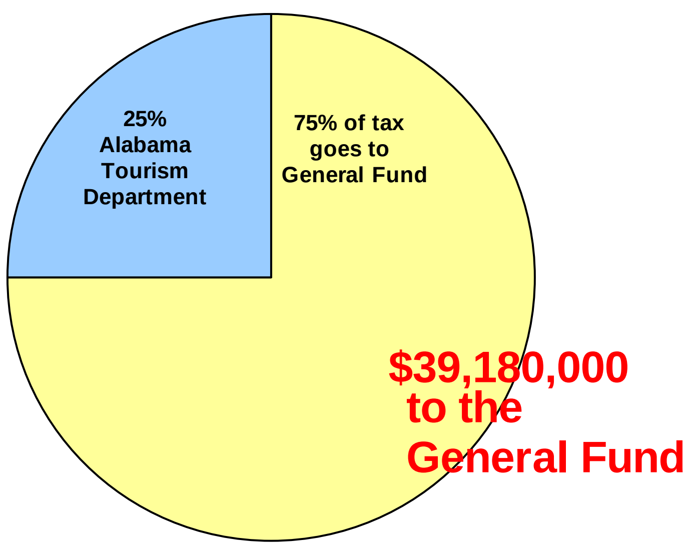
ECONOMIC IMPACT
ALABAMA TRAVEL INDUSTRY 2012

EVERY $98,170 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 2012.

- Based on the primary and secondary data, it is estimated that over 23 million people visited the State of Alabama during 2012.

- Travelers are estimated to have spent over $10.6 billion in Alabama. This represents an increase of 5 percent as compared to 2011 spending.

- In 2012, over $716 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 $393 in additional taxes to maintain current service levels.

- Travel industry expenditures represent 6 percent of Alabama's Gross Domestic Product – overall production – in 2012.

- An estimated 161,376 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 2012 is estimated at over $3.8 billion.

- Every $98,170 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 $0.36.

- The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile, and Montgomery, accounting for 66 percent of the total number of visitors to the state.

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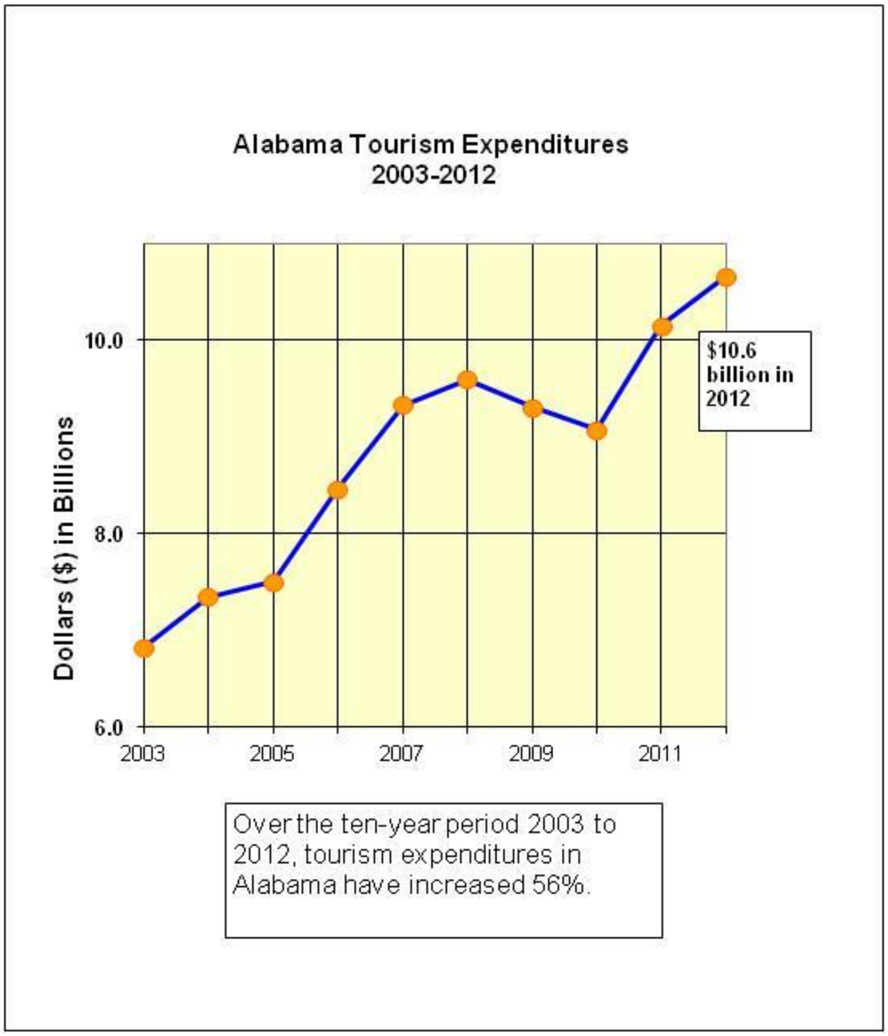


Year	Expenditure Amount ($)
2003	6,827,262,068
2004	7,351,692,906
2005	7,508,600,725
2006	8,464,797,584
2007	9,333,356,043
2008	9,599,370,556
2009	9,303,501,738
2010	9,074,704,379
2011	10,156,511,225
2012	10,666,782,091

INTRODUCTION

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2012. 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 "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 2012 report.

Additional sources of information were used in preparing the 2012 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.

May 1, 2013

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 2012, 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	
	2011	2012	2011	2012
BALDWIN	4,928,182	5,324,875	1,382,480	1,434,671
JEFFERSON	3,027,186	2,883,569	1,928,318	1,836,833
MOBILE	2,874,349	2,829,714	1,672,871	1,646,893
MADISON	2,804,183	2,737,582	1,948,907	1,902,619
MONTGOMERY	1,355,087	1,348,429	821,182	817,148
OTHER COUNTIES	8,670,778	7,930,113	8,516,435	8,215,654
STATE OF ALABAMA	23,659,765	23,054,282	16,270,193	15,853,818

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*	
	2011	2012	2011	2012	2011	2012
BALDWIN (HOTELS ONLY)	57	57	102	107	153,834	154,973
JEFFERSON	60	57	79	80	413,270	410,475
MADISON	60	58	78	78	195,768	197,868
MOBILE	57	56	71	72	220,118	220,066
MONTGOMERY	52	54	63	65	209,067	201,362
STATE OF ALABAMA	55	54	73	75	2,181,201	2,167,281

*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 over 23 million visitors made Alabama their travel destination in 2012. It is also estimated that Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, 66 percent of the travelers chose these counties as their destination.

TRAVEL INDUSTRY EXPENDITURES IN ALABAMA

In 2012, it is estimated that travelers spent over $10.6 billion in Alabama. This represents an increase of 5 percent as compared to 2011 spending, as shown in *Table 3*, below.

TABLE 3
TRAVEL EXPENDITURES IN ALABAMA

YEAR	EXPENDITURES	CHANGE
2012	$ 10,666,782,091	5%
2011	$ 10,156,511,225	12%
2010	$ 9,074,704,379	----

In order to compare the growth of travel industry expenditures to Alabama's overall economy, travel expenditures for 2010 through 2012 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 2010-2012*

YEAR	ALABAMA GROSS DOMESTIC PRODUCT	SERVICES	TRAVEL INDUSTRY
2012	2.0%	3.3%	3.1%
2011	-0.8%	1.7%	9.8%
2010	2.3%	3.1%	-4.5%

As shown in *Table 4,* above, growth in the travel industry for 2012 is greater than growth in the Alabama Gross Domestic Product and comparable to that of the service sector.

Documenting the travel industry's importance and its contribution to the state economy, this report notes that travel-related expenditures represent 6 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 2010 and 2011 numbers are actual numbers and the 2012 figures are our estimates.

TABLE 5
TRAVEL EXPENDITURES BY CATEGORY - 2012

	EXPENDITURES	SHARE OF TOTAL
LODGING FACILITIES	$ 1,422,727,363	13%
EATING AND DRINKING ESTABLISHMENTS	$ 2,854,097,396	27%
GENERAL RETAIL	$ 1,044,322,505	10%
ENTERTAINMENT	$ 1,021,851,566	10%
PUBLIC TRANSPORTATION	$ 1,565,331,402	15%
AUTO TRANSPORTATION	$ 2,758,451,859	26%
TOTAL	$ 10,666,782,091	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 2012, an estimated 108,656 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 2012. Other industries that benefited strongly were lodging facilities and entertainment.

TABLE 6
TRAVEL-RELATED DIRECT EMPLOYMENT - 2012

	PERSONS EMPLOYED	SHARE OF TOTAL
LODGING FACILITIES	22,543	21%
EATING AND DRINKING ESTABLISHMENTS	57,321	53%
GENERAL RETAIL	6,922	6%
ENTERTAINMENT	14,064	13%
PUBLIC TRANSPORTATION	2,890	3%
AUTO TRANSPORTATION	4,916	5%
TOTAL	108,656	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 108,656 direct jobs led to the creation of 52,720 additional, or indirect, jobs in the state in 2012.

TABLE 7
TRAVEL INDUSTRY TOTAL (IMPACT) EMPLOYMENT - 2012

	DIRECT	**INDIRECT (OTHER INDUSTRIES)**	**TOTAL**
LODGING FACILITIES	22,543	14,236	36,779
EATING AND DRINKING ESTABLISHMENTS	57,321	21,604	78,925
GENERAL RETAIL	6,922	3,077	9,999
ENTERTAINMENT	14,064	5,428	19,492
PUBLIC TRANSPORTATION	2,890	3,100	5,990
AUTO TRANSPORTATION	4,916	5,275	10,191
TOTAL	108,656	52,720	161,376

This overall job creation impact of 161,376 jobs is impressive. According to this analysis, 8.6 percent of all the non-agricultural employment in the State of Alabama in 2012 was directly and indirectly associated with the state's travel industry.*

Furthermore, the analysis shows that every $98,170 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 2012 are presented in *Table 8,* below.

TABLE 8
TRAVEL-RELATED DIRECT EARNINGS - 2012

	EARNINGS	**SHARE OF TOTAL**
LODGING FACILITIES	$ 438,200,028	20%
EATING AND DRINKING ESTABLISHMENTS	$ 879,061,998	41%
GENERAL RETAIL	$ 139,243,001	6%
ENTERTAINMENT	$ 316,258,099	15%
PUBLIC TRANSPORTATION	$ 239,246,252	11%
AUTO TRANSPORTATION	$ 140,631,644	7%
TOTAL	$ 2,152,641,022	100%

* The 2012 Alabama state non-agricultural employment was 1,882,600. This information was provided by the Alabama Department of Industrial Relations – Labor Market Division.

It is estimated that, in 2012, the travel industry was responsible for generating over $2.1 billion in direct earnings in Alabama. The growth rate in direct travel-related earnings shows an increase of 5 percent as compared to 2011.

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 - 2012

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	$ 438,200,028	$ 384,914,904	$ 823,114,932
EATING AND DRINKING ESTABLISHMENTS	$ 879,061,998	$ 686,459,514	$ 1,565,521,512
GENERAL RETAIL	$ 139,243,001	$ 87,486,377	$ 226,729,378
ENTERTAINMENT	$ 316,258,099	$ 225,428,773	$ 541,686,872
PUBLIC TRANSPORTATION	$ 239,246,252	$ 205,488,606	$ 444,734,858
AUTO TRANSPORTATION	$ 140,631,644	$ 120,788,518	$ 261,420,162
TOTAL	$ 2,152,641,022	$ 1,710,566,692	$ 3,863,207,714

The total impact of the travel industry on Alabama's earning power is estimated at over $3.8 billion for 2012. This includes direct earnings of over $2.1 billion and an indirect impact of over $1.7 billion. This suggests that the industry was responsible for 3.3 percent of total earnings in the state in 2012.

Additionally, every $1 in travel-related spending translates to $0.20 in direct earnings. The indirect impact is estimated to amount to an additional $0.16 in earnings, bringing the total to $0.36.

This suggests that for every $1 in travel-related expenditures, the state directly and indirectly retains $0.36 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 2010-2012

YEAR	STATE REVENUE	LOCAL REVENUE	TOTAL	% CHANGE
2012	$ 511,384,377	$ 205,032,426	$ 716,416,802	5%
2011	$ 486,921,090	$ 195,224,212	$ 682,145,303	3%
2010	$ 472,888,433	$ 189,598,015	$ 662,486,448	----

We estimate that in 2012, over $716 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 $393 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 2010 number of Alabama households was 1,821,210. 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:

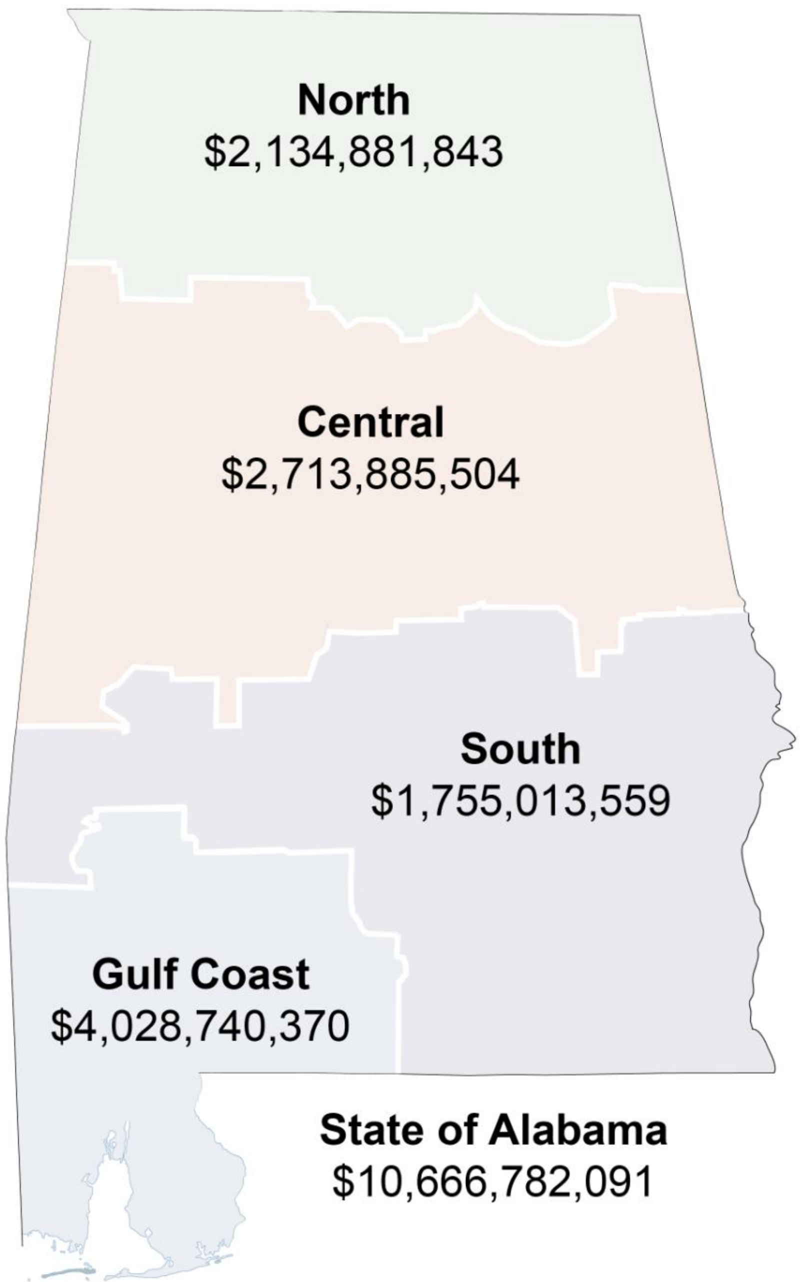
Table 11
Alabama Regional Tourism Data

Total Expenditures ($)	2011	2012	Growth	Percentage of State Total
North Region	2,114,823,891	2,134,881,843	1%	20%
Central Region	2,748,406,258	2,713,885,504	-1%	25%
South Region	1,677,525,874	1,755,013,559	5%	16%
Gulf Coast Region	3,609,549,288	4,028,740,370	12%	38%
State of Alabama	10,156,511,225	10,666,782,091	5%	100%

Travel-Related Earnings ($)	2011	2012	Growth	Percentage of State Total
North Region	679,492,514	694,172,774	2%	18%
Central Region	1,055,251,026	1,030,592,790	-2%	27%
South Region	666,281,891	677,608,703	2%	18%
Gulf Coast Region	1,276,488,451	1,459,743,533	14%	38%
State of Alabama	3,678,401,995	3,863,207,714	5%	100%

Travel-Related Employment	2011	2012	Growth	Percentage of State Total
Total – Direct and Indirect				
North Region	29,548	28,998	-2%	18%
Central Region	45,890	43,049	-6%	27%
South Region	28,976	28,307	-2%	18%
Gulf Coast Region	55,508	60,977	10%	38%
State of Alabama	159,956	161,376	1%	100%
Direct				
North Region	19,895	19,529	-2%	18%
Central Region	30,897	28,986	-6%	27%
South Region	19,508	19,060	-2%	18%
Gulf Coast Region	37,374	41,053	10%	38%
State of Alabama	107,700	108,656	1%	100%

FIGURE 2
2012 TRAVEL-RELATED TOTAL
EXPENDITURES BY ALABAMA TRAVEL
REGION



TRAVEL-GENERATED EMPLOYMENT: COUNTY-BY-COUNTY BASIS

Total travel-generated employment in 2012 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 28 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 43 percent of all travel-related employment.

- Seven counties - Baldwin, Jefferson, Madison, Mobile, Montgomery, Shelby, and Tuscaloosa - account for 120,827 travel-related workers, which is 75 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 2011.

*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	2010	2011	2012	2011-2012 Rate of Growth
Autauga	327	304	277	-9%
Baldwin	24,790	26,540	29,510	11%
Barbour	453	437	367	-16%
Bibb	24	26	19	-27%
Blount	75	78	77	-1%
Bullock*	----	----	----	----
Butler	446	453	401	-11%
Calhoun	792	792	566	-29%
Chambers	213	217	277	28%
Cherokee	163	172	150	-13%
Chilton	303	323	324	0.3%
Choctaw	54	55	37	-33%
Clarke	354	350	417	19%
Clay	12	11	12	9%
Cleburne	108	113	116	3%
Coffee	624	664	559	-16%
Colbert	531	527	531	1%
Conecuh	172	180	175	-3%
Coosa	28	28	28	0%
Covington	339	334	342	2%
Crenshaw	15	14	14	0%
Cullman	889	929	864	-7%
Dale	310	358	451	26%
Dallas	963	876	846	-3%
DeKalb	637	646	600	-7%
Elmore	1,229	1,253	1,057	-16%
Escambia	424	431	540	25%
Etowah	1,184	1,239	1,055	-15%
Fayette	26	27	20	-26%
Franklin	134	142	155	9%
Geneva	31	33	30	-9%
Greene	45	53	59	11%
Hale	11	11	8	-27%
Henry	43	37	41	11%
Houston	2,589	2,482	2,224	-10%
Jackson	319	388	484	25%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment.

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

County	2010	2011	2012	2011-2012 Rate of Growth
Jefferson	17,788	18,795	17,260	-8%
Lamar	8	7	11	57%
Lauderdale	1,404	1,481	1,548	5%
Lawrence	129	135	102	-24%
Lee	3,047	3,231	3,580	11%
Limestone	793	821	898	9%
Lowndes	0	0	0	----
Macon	225	186	208	12%
Madison	9,558	9,693	9,888	2%
Marengo	390	364	368	1%
Marion	167	228	221	-3%
Marshall	1,817	1,617	1,325	-18%
Mobile	10,914	9,619	10,130	5.3%
Monroe	268	244	274	12%
Montgomery	7,106	7,054	6,924	-2%
Morgan	1,681	1,712	1,558	-9%
Perry	20	18	40	122%
Pickens	25	23	24	4%
Pike	582	594	603	2%
Randolph	63	56	51	-9%
Russell	737	711	670	-6%
Shelby	3,298	3,554	3,586	1%
St. Clair	670	722	728	1%
Sumter	144	147	122	-17%
Talladega	764	723	724	0.1%
Tallapoosa	475	463	489	6%
Tuscaloosa	4,016	4,196	4,057	-3%
Walker	569	592	465	-21%
Washington	14	10	7	-30%
Wilcox	80	68	61	-10%
Winston	97	87	73	-16%
Out of State	136	26	28	
State Total	**105,642**	**107,700**	**108,656**	**1%**

TABLE 13
TOTAL (DIRECT AND INDIRECT)
TRAVEL-RELATED EMPLOYMENT BY COUNTY

COUNTY	2010	2011	2012	2011-2012 RATE OF GROWTH
AUTAUGA	485	452	412	-9%
BALDWIN	36,818	39,418	43,828	11%
BARBOUR	673	649	545	-16%
BIBB	36	38	28	-26%
BLOUNT	111	115	115	0%
BULLOCK *	----	----	----	----
BUTLER	663	673	595	-12%
CALHOUN	1,177	1,176	840	-29%
CHAMBERS	316	322	411	28%
CHEROKEE	242	256	222	-13%
CHILTON	450	480	482	0.4%
CHOCTAW	81	82	56	-32%
CLARKE	526	520	619	19%
CLAY	18	16	17	6%
CLEBURNE	161	168	173	3%
COFFEE	927	986	830	-16%
COLBERT	789	782	782	0%
CONECUH	255	267	266	-0.4%
COOSA	41	42	42	0%
COVINGTON	503	496	508	2%
CRENSHAW	22	20	21	5%
CULLMAN	1,321	1,380	1,284	-7%
DALE	460	532	670	26%
DALLAS	1,430	1,301	1,256	-3%
DEKALB	946	960	891	-7%
ELMORE	1,826	1,861	1,570	-16%
ESCAMBIA	630	640	803	25%
ETOWAH	1,758	1,839	1,567	-15%
FAYETTE	38	41	30	-27%
FRANKLIN	199	211	230	9%
GENEVA	46	49	44	-10%
GREENE	67	79	88	11%
HALE	16	16	11	-31%
HENRY	64	56	61	9%
HOUSTON	3,845	3,686	3,303	-10%
JACKSON	474	576	719	25%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment.

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

County	2010	2011	2012	2011-2012 Rate of Growth
Jefferson	26,418	27,914	25,635	-8%
Lamar	12	10	17	70%
Lauderdale	2,085	2,199	2,300	5%
Lawrence	192	200	152	-24%
Lee	4,525	4,799	5,317	11%
Limestone	1,178	1,220	1,334	9%
Lowndes	0	0	0	----
Macon	334	276	309	12%
Madison	14,195	14,396	14,685	2%
Marengo	579	541	546	1%
Marion	247	339	328	-3%
Marshall	2,698	2,402	1,967	-18%
Mobile	16,209	14,286	15,045	5%
Monroe	398	362	406	12%
Montgomery	10,553	10,477	10,284	-2%
Morgan	2,496	2,543	2,314	-9%
Perry	30	27	60	122%
Pickens	37	34	36	6%
Pike	865	882	895	1%
Randolph	94	84	76	-10%
Russell	1,095	1,056	995	-6%
Shelby	4,898	5,279	5,325	1%
St. Clair	995	1,072	1,081	1%
Sumter	214	218	181	-17%
Talladega	1,134	1,073	1,075	0.2%
Tallapoosa	706	688	726	6%
Tuscaloosa	5,965	6,233	6,025	-3%
Walker	845	880	690	-22%
Washington	21	15	10	-33%
Wilcox	118	102	90	-12%
Winston	144	130	108	-17%
Out of State	205	34	45	
State Total	**156,899**	**159,956**	**161,376**	**1%**

TABLE 14
TOTAL TRAVEL-RELATED EMPLOYMENT BY COUNTY
ORDERED BY SIZE

COUNTY	2012	SHARE OF TOTAL
BALDWIN	43,828	27.2%
JEFFERSON	25,635	15.9%
MOBILE	15,045	9.3%
MADISON	14,685	9.1%
MONTGOMERY	10,284	6.4%
TUSCALOOSA	6,025	3.7%
SHELBY	5,325	3.3%
LEE	5,317	3.3%
HOUSTON	3,303	2.0%
MORGAN	2,314	1.4%
LAUDERDALE	2,300	1.4%
MARSHALL	1,967	1.2%
ELMORE	1,570	1.0%
ETOWAH	1,567	1.0%
LIMESTONE	1,334	0.8%
CULLMAN	1,284	0.8%
DALLAS	1,256	0.8%
ST. CLAIR	1,081	0.7%
TALLADEGA	1,075	0.7%
RUSSELL	995	0.6%
PIKE	895	0.6%
DEKALB	891	0.6%
CALHOUN	840	0.5%
COFFEE	830	0.5%
ESCAMBIA	803	0.5%
COLBERT	782	0.5%
TALLAPOOSA	726	0.4%
JACKSON	719	0.4%
WALKER	690	0.4%
DALE	670	0.4%
CLARKE	619	0.4%
BUTLER	595	0.4%
MARENGO	546	0.3%
BARBOUR	545	0.3%
COVINGTON	508	0.3%
CHILTON	482	0.3%
AUTAUGA	412	0.3%
CHAMBERS	411	0.3%
MONROE	406	0.3%
MARION	328	0.2%

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

County	2012	Share of Total
Macon	309	0.2%
Conecuh	266	0.2%
Franklin	230	0.1%
Cherokee	222	0.1%
Sumter	181	0.1%
Cleburne	173	0.1%
Lawrence	152	0.1%
Blount	115	0.1%
Winston	108	0.1%
Wilcox	90	0.1%
Greene	88	0.1%
Randolph	76	0.05%
Henry	61	0.04%
Perry	60	0.04%
Choctaw	56	0.03%
Geneva	44	0.03%
Coosa	42	0.03%
Pickens	36	0.02%
Fayette	30	0.02%
Bibb	28	0.02%
Crenshaw	21	0.01%
Clay	17	0.01%
Lamar	17	0.01%
Hale	11	0.01%
Washington	10	0.01%
State Total	**161,376**	**100%**

Table 15
Counties with Largest
Total Employment Growth in 2012

County	2010	2011	2012	2011-2012 Rate of Growth
Perry	30	27	60	122%
Lamar	12	10	17	70%
Chambers	316	322	411	28%
Dale	460	532	670	26%
Escambia	630	640	803	25%
Jackson	474	576	719	25%
Clarke	526	520	619	19%
Monroe	398	362	406	12%
Macon	334	276	309	12%
Greene	67	79	88	11%
Baldwin	36,818	39,418	43,828	11%
Lee	4,525	4,799	5,317	11%
Limestone	1,178	1,220	1,334	9%
Franklin	199	211	230	9%
Henry	64	56	61	9%
Clay	18	16	17	6%
Pickens	37	34	36	6%
Tallapoosa	706	688	726	6%
Mobile	16,209	14,286	15,045	5%
Crenshaw	22	20	21	5%
Lauderdale	2,085	2,199	2,300	5%
Cleburne	161	168	173	3%
Covington	503	496	508	2%
Madison	14,195	14,396	14,685	2%
Pike	865	882	895	1%
Marengo	579	541	546	1%
Shelby	4,898	5,279	5,325	1%
St. Clair	995	1,072	1,081	1%

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 59.9 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 20.8 percent and 19.3 percent, respectively, of state lodging taxes being collected for each of these periods.

FIGURE 3

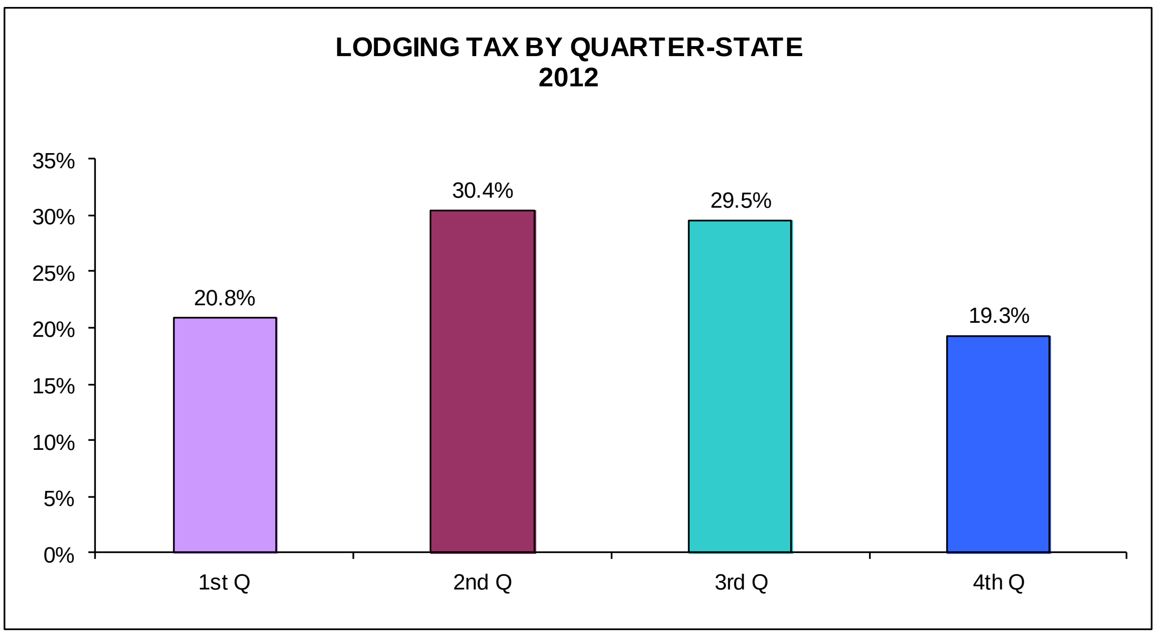


Table 16 represents the quarterly fluctuations for the seven counties in the state that have the highest levels of travel and tourism.

- Baldwin County shows the most seasonality in travel and tourism activities. Over two-thirds (76 percent) of all 2012 lodging taxes in this county were collected in the second and third quarters. In both the second and the third quarters, 38 percent was collected.

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

TABLE 16
RATIO OF COUNTIES' QUARTERLY TO ANNUAL LODGING TAX

	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER
BALDWIN	14%	38%	38%	10%
JEFFERSON	25%	27%	24%	23%
MADISON	24%	29%	25%	22%
MOBILE	28%	26%	25%	21%
MONTGOMERY	25%	26%	26%	23%
SHELBY	23%	27%	26%	23%
TUSCALOOSA	21%	26%	29%	24%

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:

- 60 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 33.9 percent of the state's total.
- The Northern Area is second, in terms of travel and tourism activities, with 15.7 percent of the state's total.
- The Southern Area is ranked third in comparison to the Central and Northern areas, with a 10.3 percent share of the state's travel and tourism activities.

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

MSAs	2010	2011	2012
Anniston-Oxford	1.8%	1.6%	1.5%
Auburn-Opelika	2.8%	2.7%	3.2%
Birmingham-Hoover	20.3%	20.6%	18.9%
Decatur	2.0%	1.8%	1.8%
Dothan	2.6%	2.2%	2.0%
Florence-Muscle Shoals	2.1%	2.2%	2.1%
Gadsden	1.3%	1.2%	1.2%
Huntsville	11.8%	10.8%	10.6%
Mobile	11.1%	8.3%	8.3%
Montgomery	7.4%	6.9%	6.6%
Tuscaloosa	3.9%	4.0%	3.7%

Table 18
MSA State Lodging Tax by Designated Demographic Areas

Areas	2010	2011	2012
Northern	17.2%	16.0%	15.7%
Central – Total	36.1%	35.8%	33.9%
Central – Anniston-Oxford, Birmingham-Hoover and Tuscaloosa	25.9%	26.2%	24.2%
Central –Auburn-Opelika and Montgomery	10.2%	9.6%	9.8%
Southern	13.7%	10.5%	10.3%

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

COUNTY	2010	2011	2012	2011-2012 RATE OF GROWTH
AUTAUGA	11,042,998	10,392,842	9,859,721	-5%
BALDWIN	838,302,740	906,461,332	1,049,204,242	16%
BARBOUR	15,327,038	14,925,072	13,035,119	-13%
BIBB	822,372	877,672	680,673	-22%
BLOUNT	2,529,009	2,648,449	2,742,877	4%
BULLOCK*	----	----	----	----
BUTLER	15,092,545	15,465,474	14,242,868	-8%
CALHOUN	26,792,811	27,052,834	20,118,343	-26%
CHAMBERS	7,187,796	7,401,089	9,839,553	33%
CHEROKEE	5,502,858	5,890,673	5,320,611	-10%
CHILTON	10,235,717	11,035,206	11,527,910	4%
CHOCTAW	1,840,914	1,895,542	1,332,125	-30%
CLARKE	11,969,044	11,954,806	14,809,246	24%
CLAY	406,972	367,840	418,732	14%
CLEBURNE	3,659,482	3,862,322	4,133,632	7%
COFFEE	21,110,981	22,678,039	19,869,020	-12%
COLBERT	17,969,575	17,987,386	18,709,882	4%
CONECUH	5,802,773	6,143,970	6,365,173	4%
COOSA	937,622	960,506	996,102	4%
COVINGTON	11,452,862	11,403,046	12,161,898	7%
CRENSHAW	508,287	463,353	491,399	6%
CULLMAN	30,077,227	31,735,317	30,733,398	-3%
DALE	10,481,748	12,226,113	16,041,603	31%
DALLAS	32,568,461	29,916,414	30,079,293	1%
DEKALB	21,533,274	22,070,412	21,332,695	-3%
ELMORE	41,564,521	42,797,921	37,584,469	-12%
ESCAMBIA	14,339,423	14,726,108	19,214,226	30%
ETOWAH	40,038,538	42,301,623	37,514,860	-11%
FAYETTE	868,461	937,993	719,512	-23%
FRANKLIN	4,528,927	4,849,790	5,503,112	13%
GENEVA	1,038,638	1,115,865	1,051,099	-6%
GREENE	1,526,230	1,806,700	2,113,500	17%
HALE	361,872	364,162	272,629	-25%
HENRY	1,449,175	1,279,958	1,448,990	13%
HOUSTON	87,551,727	84,753,867	79,077,769	-7%
JACKSON	10,802,908	13,237,614	17,223,598	30%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment.

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

County	2010	2011	2012	2011-2012 Rate of Growth
Jefferson	601,512,396	641,922,721	613,686,774	-4%
Lamar	277,831	222,716	404,807	82%
Lauderdale	47,483,459	50,569,603	55,048,789	9%
Lawrence	4,375,506	4,598,002	3,638,707	-21%
Lee	103,024,041	110,352,060	127,281,780	15%
Limestone	26,819,994	28,050,245	31,936,323	14%
Lowndes	0	0	0	----
Macon	7,596,880	6,342,346	7,398,246	17%
Madison	323,199,881	331,056,180	351,551,902	6%
Marengo	13,178,916	12,441,548	13,066,621	5%
Marion	5,634,310	7,789,692	7,842,312	1%
Marshall	61,433,624	55,239,185	47,096,810	-15%
Mobile	369,060,066	328,535,765	360,176,374	10%
Monroe	9,063,606	8,322,099	9,724,956	17%
Montgomery	240,286,435	240,935,331	246,187,955	2%
Morgan	56,833,116	58,486,592	55,399,095	-5%
Perry	682,105	623,010	1,432,090	130%
Pickens	831,267	788,505	868,270	10%
Pike	19,697,204	20,281,706	21,423,446	6%
Randolph	2,141,852	1,928,601	1,824,261	-5%
Russell	24,933,657	24,277,453	23,824,108	-2%
Shelby	111,530,833	121,387,266	127,485,855	5%
St. Clair	22,651,714	24,645,293	25,883,492	5%
Sumter	4,870,594	5,015,126	4,322,004	-14%
Talladega	25,829,946	24,676,710	25,725,224	4%
Tallapoosa	16,064,361	15,817,129	17,384,435	10%
Tuscaloosa	135,815,208	143,326,414	144,227,260	1%
Walker	19,239,766	20,231,211	16,527,732	-18%
Washington	473,357	344,371	249,316	-28%
Wilcox	2,688,766	2,337,941	2,151,174	-8%
Winston	3,269,891	2,981,751	2,577,803	-14%
Out of State	4,667,433	888,113	1,089,914	
State Total	**$ 3,572,393,541**	**$ 3,678,401,995**	**$ 3,863,207,714**	**5%**

TABLE 20
TRAVEL-RELATED EXPENDITURES BY COUNTY

COUNTY	2010	2011	2012	2011-2012 RATE OF GROWTH
AUTAUGA	26,916,109	26,761,148	26,349,389	-2%
BALDWIN	1,795,498,423	2,624,123,136	2,982,715,752	14%
BARBOUR	43,283,812	39,229,979	34,835,409	-11%
BIBB	2,015,978	2,361,194	1,819,050	-23%
BLOUNT	6,636,623	7,287,870	7,299,426	0.2%
BULLOCK*	----	----	----	----
BUTLER	38,583,697	42,109,848	38,063,032	-10%
CALHOUN	59,932,098	60,698,062	60,832,039	0.2%
CHAMBERS	21,363,877	21,966,794	26,295,491	20%
CHEROKEE	18,274,074	19,719,748	18,035,301	-9%
CHILTON	24,208,149	27,753,526	30,807,503	11%
CHOCTAW	4,619,796	4,755,708	3,560,007	-25%
CLARKE	31,824,566	31,535,209	39,576,636	25%
CLAY	564,842	341,025	490,986	44%
CLEBURNE	8,931,058	9,453,111	9,852,425	4%
COFFEE	55,131,509	61,365,854	53,098,514	-13%
COLBERT	44,242,785	44,957,430	45,767,821	2%
CONECUH	14,024,730	18,351,749	17,425,742	-5%
COOSA	2,373,053	2,488,630	2,662,011	7%
COVINGTON	33,687,416	33,662,328	36,671,170	9%
CRENSHAW	1,021,727	1,020,004	1,313,227	29%
CULLMAN	87,595,689	107,683,214	97,778,568	-9%
DALE	24,679,376	36,164,327	42,870,020	19%
DALLAS	81,828,755	80,374,549	80,384,728	0.01%
DEKALB	66,917,779	69,205,200	69,437,604	0.3%
ELMORE	97,986,755	106,027,648	100,441,769	-5%
ESCAMBIA	39,285,479	42,559,756	51,348,625	21%
ETOWAH	114,637,586	124,149,721	122,346,996	-1%
FAYETTE	1,799,076	2,094,794	1,971,695	-6%
FRANKLIN	12,049,612	13,724,028	14,706,668	7%
GENEVA	2,577,104	3,104,256	2,808,987	-10%
GREENE	2,897,226	3,296,544	3,657,170	11%
HALE	917,640	921,445	728,580	-21%
HENRY	4,064,388	3,323,176	3,872,322	17%
HOUSTON	230,777,588	220,585,997	211,329,603	-4%
JACKSON	36,040,068	51,547,484	55,243,905	7%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment.

Table 20 (continued)
Travel-Related Expenditures by County

County	2010	2011	2012	2011-2012 Rate of Growth
Jefferson	1,485,247,602	1,679,125,609	1,640,033,402	-2%
Lamar	530,965	470,120	1,081,818	130%
Lauderdale	152,029,570	178,634,218	183,421,749	3%
Lawrence	11,608,587	12,356,263	11,301,302	-9%
Lee	256,007,119	280,839,264	340,151,327	21%
Limestone	86,412,528	97,192,901	101,789,282	5%
Lowndes	0	0	0	----
Macon	23,581,949	10,033,382	11,559,824	15%
Madison	996,398,480	1,019,225,889	1,037,279,067	2%
Marengo	31,236,931	30,327,591	31,223,851	3%
Marion	17,655,471	28,911,514	28,594,270	-1%
Marshall	192,805,428	162,847,531	158,092,333	-3%
Mobile	1,032,082,694	869,998,891	911,018,098	5%
Monroe	23,729,841	22,210,678	25,989,238	17%
Montgomery	561,679,267	566,334,625	609,810,717	8%
Morgan	161,688,595	169,374,547	176,898,561	4%
Perry	1,450,144	1,260,133	3,827,158	204%
Pickens	3,358,985	3,315,042	3,635,064	10%
Pike	50,350,565	54,733,243	57,252,605	5%
Randolph	5,639,032	4,965,688	4,875,206	-2%
Russell	74,880,649	70,762,791	63,668,202	-10%
Shelby	256,549,796	286,689,514	290,937,204	1%
St. Clair	52,033,343	60,252,940	61,978,808	3%
Sumter	12,882,987	13,405,121	11,550,243	-14%
Talladega	65,847,167	64,460,537	68,748,795	7%
Tallapoosa	39,094,954	37,951,682	41,752,746	10%
Tuscaloosa	357,183,154	413,931,978	402,178,944	-3%
Walker	46,914,125	51,202,769	44,169,166	-14%
Washington	1,554,516	769,869	666,279	-13%
Wilcox	6,918,328	6,010,156	5,748,856	-4%
Winston	8,255,199	8,006,333	6,888,990	-14%
Out of State	21,907,965	6,205,914	34,260,815	
State Total	**$ 9,074,704,379**	**$ 10,156,511,225**	**10,666,782,091**	**5%**

Table 21
Annual State Lodging Tax

County	2010	2011	2012	2011-2012 Dollar Increase/ Decrease	2011-2012 Rate of Growth
Autauga	130,306	129,555	127,562	-1,993	-2%
Baldwin	9,084,139	13,276,480	15,090,743	1,814,262	14%
Barbour	209,544	189,919	168,644	-21,275	-11%
Bibb	10,135	11,871	9,145	-2,726	-23%
Blount*	34,968	38,400	38,461	61	0.2%
Bullock#	----	----	----	----	----
Butler	183,394	200,154	180,919	-19,235	-10%
Calhoun ±	789,463	799,552	801,317	1,765	0.2%
Chambers	104,393	107,339	128,491	21,152	20%
Cherokee*	88,830	95,857	87,669	-8,188	-9%
Chilton	117,196	134,360	149,144	14,785	11%
Choctaw	23,225	23,909	17,897	-6,011	-25%
Clarke	154,068	152,667	191,597	38,930	25%
Clay	2,840	1,714	2,468	754	44%
Cleburne	44,900	47,524	49,532	2,008	4%
Coffee	274,527	305,571	264,404	-41,167	-13%
Colbert*	217,952	221,472	225,464	3,992	2%
Conecuh	70,508	92,261	87,606	-4,655	-5%
Coosa	11,930	12,511	13,383	872	7%
Covington	145,895	145,786	158,817	13,031	9%
Crenshaw	15,241	15,215	19,589	4,374	29%
Cullman*	437,167	537,418	487,987	-49,431	-9%
Dale	119,477	175,078	207,541	32,463	19%
Dallas	249,289	244,859	244,890	31	0.01%
DeKalb*	341,974	353,664	354,852	1,188	0.3%
Elmore	492,616	533,040	504,958	-28,082	-5%
Escambia	197,503	213,964	258,149	44,185	21%
Etowah*	573,778	621,387	612,364	-9,023	-1%
Fayette	8,821	10,270	9,667	-604	-6%
Franklin*	75,001	85,423	91,540	6,116	7%
Geneva	12,956	15,606	14,122	-1,484	-10%
Greene	22,281	25,352	28,125	2,773	11%
Hale	4,569	4,588	3,628	-960	-21%
Henry	20,433	16,707	19,468	2,761	17%
Houston	1,117,234	1,067,895	1,023,083	-44,812	-4%

* 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.

#No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment.

TABLE 21 (CONTINUED)
ANNUAL STATE LODGING TAX

COUNTY	2010	2011	2012	2011-2012 DOLLAR INCREASE/ DECREASE	2011-2012 RATE OF GROWTH
JACKSON* ±	231,306	307,024	330,246	23,222	8%
JEFFERSON	7,082,224	8,204,908	7,745,242	-459,666	-6%
LAMAR	2,669	2,363	5,439	3,075	130%
LAUDERDALE*	731,120	859,064	882,087	23,024	3%
LAWRENCE*	62,173	66,177	60,527	-5,650	-9%
LEE	1,239,375	1,359,591	1,646,731	287,140	21%
LIMESTONE*	430,484	484,189	507,087	22,898	5%
LOWNDES	280	993	2,156	1,163	117%
MACON	118,555	50,442	58,116	7,674	15%
MADISON*	4,808,860	4,919,031	5,006,160	87,129	2%
MARENGO	157,040	152,468	156,974	4,506	3%
MARION*	89,520	146,592	144,983	-1,609	-1%
MARSHALL* ±	590,759	520,142	505,793	-14,349	-3%
MOBILE	4,905,645	4,135,236	4,330,207	194,971	5%
MONROE	119,299	111,661	130,658	18,996	17%
MONTGOMERY ±	2,653,335	2,775,748	2,830,043	54,295	2%
MORGAN*	811,375	849,944	887,700	37,757	4%
PERRY	7,221	6,275	19,057	12,782	204%
PICKENS	10,779	10,638	11,665	1,027	10%
PIKE	253,131	275,164	287,830	12,666	5%
RANDOLPH	28,350	24,964	24,509	-455	-2%
RUSSELL	362,510	342,575	308,229	-34,346	-10%
SHELBY	1,230,607	1,375,180	1,395,555	20,375	1%
ST. CLAIR	261,591	302,914	311,591	8,677	3%
SUMTER	64,151	66,751	57,514	-9,236	-14%
TALLADEGA	315,853	309,202	329,771	20,570	7%
TALLAPOOSA	196,545	190,797	209,907	19,109	10%
TUSCALOOSA	1,697,746	1,967,481	1,911,617	-55,864	-3%
WALKER	235,855	257,415	222,055	-35,361	-14%
WASHINGTON	7,815	3,870	3,350	-521	-13%
WILCOX	34,125	29,645	28,356	-1,289	-4%
WINSTON*	51,383	49,834	42,880	-6,955	-14%
OUT OF STATE	110,139	31,199	172,242	141,042	
STATE TOTAL	**$ 44,288,372**	**$ 50,096,845**	**$ 52,239,503**	**$ 2,142,658**	**4%**

* 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.

Sweet Home Alabama

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