Sweet Home Alabama

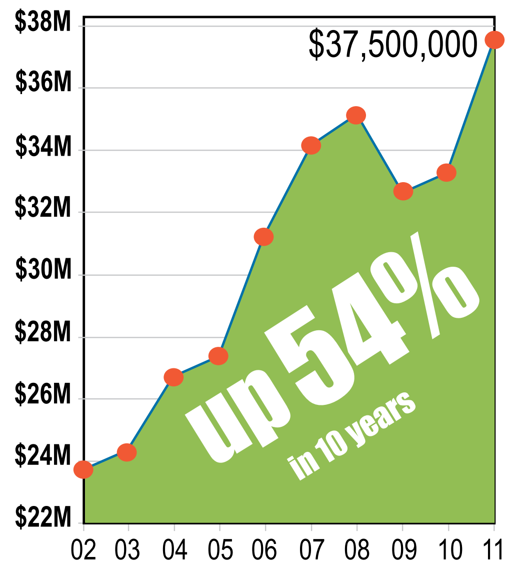
TRAVEL

Economic Impact 2011

EXECUTIVE SUMMARY

- Based on the primary and secondary data, it is estimated that over 23.6 million people visited the State of Alabama during 2011.
- Travelers are estimated to have spent over $10 billion in Alabama. This represents an increase of 12 percent as compared to 2010 spending.
- In 2011, over $682 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 $375 in additional taxes to maintain current service levels.
- Travel industry expenditures represent 5.9 percent of Alabama's Gross Domestic Product – overall production – in 2011.
- An estimated 159,956 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 2011 is estimated at over $3.6 billion.
- Every $94,304 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 63 percent of the total number of visitors to the state.

Lodgings Tax contributions to the State's General Fund

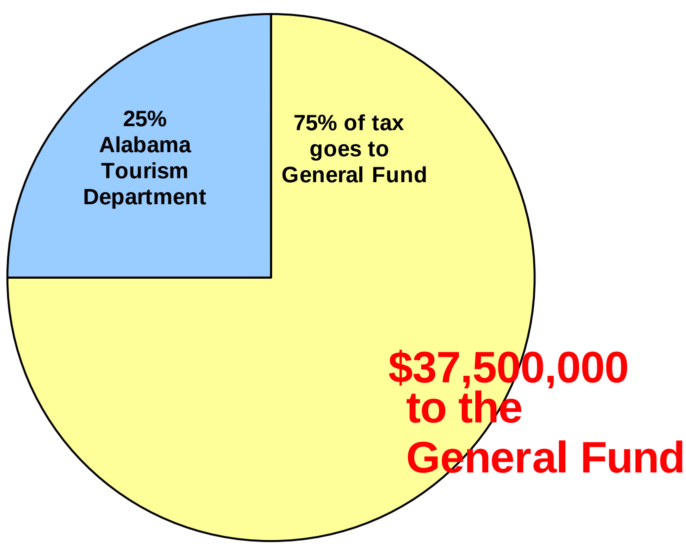


ECONOMIC IMPACT
ALABAMA TRAVEL INDUSTRY 2011

Sweet Home Alabama

Every $94,304 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 2011.

- Based on the primary and secondary data, it is estimated that over 23.6 million people visited the State of Alabama during 2011.

- Travelers are estimated to have spent over $10 billion in Alabama. This represents an increase of 12 percent as compared to 2010 spending.

- In 2011, over $682 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 $375 in additional taxes to maintain current service levels.

- Travel industry expenditures represent 5.9 percent of Alabama's Gross Domestic Product – overall production – in 2011.

- An estimated 159,956 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 2011 is estimated at over $3.6 billion.

- Every $94,304 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 63 percent of the total number of visitors to the state.

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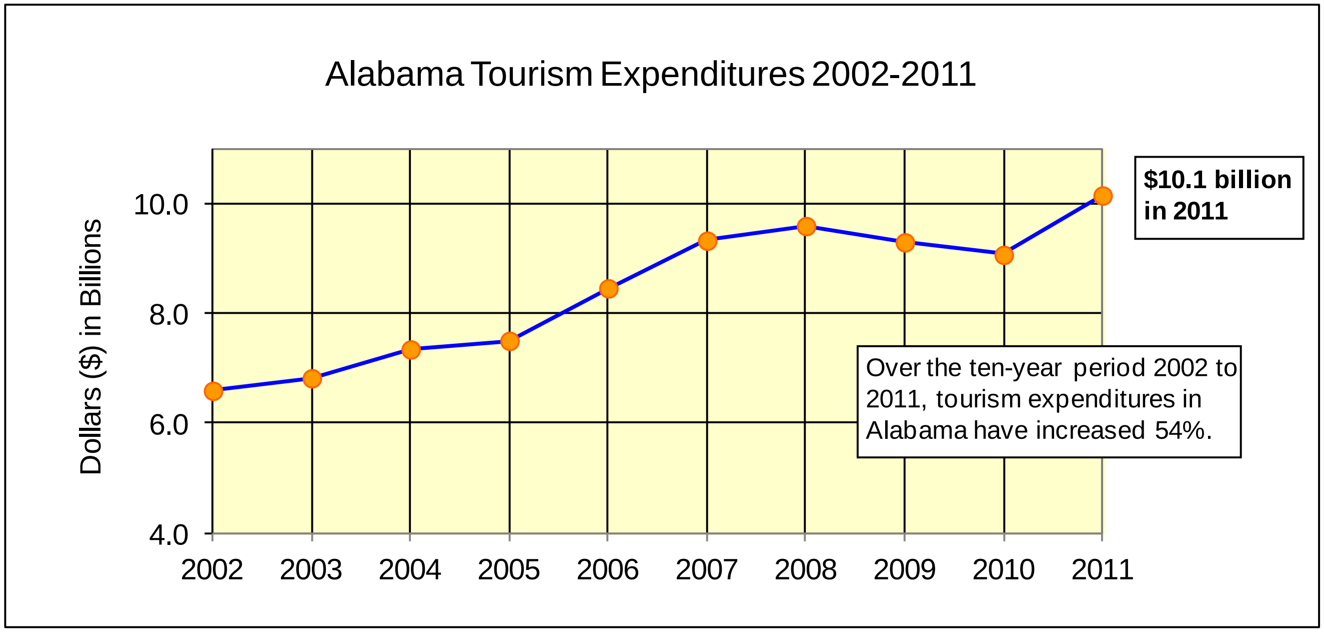
Year	Expenditure Amount ($)
2002	6,598,172,037
2003	6,827,262,068
2004	7,351,692,906
2005	7,508,600,725
2006	8,464,797,584
2007	9,333,356,043
2008	9,599,370,556
2009	9,303,501,738
2010	9,074,704,379
2011	10,156,511,225



INTRODUCTION

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2011. 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 2011 report.

Additional sources of information were used in preparing the 2011 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 11, 2012

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 2011, 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	
	2010	2011	2010	2011
BALDWIN	4,039,072	4,928,182	1,365,764	1,382,480
JEFFERSON	2,807,366	3,027,186	1,788,292	1,928,318
MOBILE	3,287,399	2,874,349	1,913,266	1,672,871
MADISON	2,732,812	2,804,183	1,899,304	1,948,907
MONTGOMERY	1,338,829	1,355,087	811,330	821,182
OTHER COUNTIES	8,905,957	8,670,779	8,115,165	8,516,435
STATE OF ALABAMA	23,111,435	23,659,765	15,893,121	16,270,193

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*	
	2010	2011	2010	2011	2010	2011
BALDWIN (HOTELS ONLY)	57	56	95	103	147,265	150,883
JEFFERSON	54	60	75	79	422,793	413,270
MADISON	59	60	77	77	194,011	195,768
MOBILE	67	57	73	72	214,541	219,997
MONTGOMERY	51	52	62	63	210,731	210,968
STATE OF ALABAMA	54	55	71	73	2,177,803	2,183,115

*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 23.6 million visitors made Alabama their travel destination in 2011. It is also estimated that Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, 63 percent of the travelers chose these counties as their destination.

TRAVEL INDUSTRY EXPENDITURES IN ALABAMA

In 2011, it is estimated that travelers spent over $10 billion in Alabama. This represents an increase of 12 percent as compared to 2010 spending, as shown in *Table 3*, below.

TABLE 3
TRAVEL EXPENDITURES IN ALABAMA

YEAR	EXPENDITURES	CHANGE
2011	$ 10,156,511,225	12%
2010	$ 9,074,704,379	-2%
2009	$ 9,303,501,738	----

In order to compare the growth of travel industry expenditures to Alabama's overall economy, travel expenditures for 2009 through 2011 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 2009-2011*

YEAR	ALABAMA GROSS DOMESTIC PRODUCT	SERVICES	TRAVEL INDUSTRY
2011	1.2%	2.2%	9.9%
2010	2.0%	1.8%	-4.3%
2009	-3.3%	0.1%	-5.1%

As shown in *Table 4,* above, growth in the travel industry for 2011 is more 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 5.9 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 2009 and 2010 numbers are actual numbers and the 2011 figures are our estimates.

TABLE 5
TRAVEL EXPENDITURES BY CATEGORY - 2011

	EXPENDITURES	SHARE OF TOTAL
LODGING FACILITIES	$ 1,354,667,820	13%
EATING AND DRINKING ESTABLISHMENTS	$ 2,717,564,865	27%
GENERAL RETAIL	$ 994,364,857	10%
ENTERTAINMENT	$ 972,968,868	10%
PUBLIC TRANSPORTATION	$ 1,490,450,055	15%
AUTO TRANSPORTATION	$ 2,626,494,760	26%
TOTAL	$ 10,156,511,225	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 2011, an estimated 107,700 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 2011. Other industries that benefited strongly were lodging facilities and entertainment.

TABLE 6
TRAVEL-RELATED DIRECT EMPLOYMENT - 2011

	PERSONS EMPLOYED	SHARE OF TOTAL
LODGING FACILITIES	22,345	21%
EATING AND DRINKING ESTABLISHMENTS	56,817	53%
GENERAL RETAIL	6,861	6%
ENTERTAINMENT	13,940	13%
PUBLIC TRANSPORTATION	2,864	3%
AUTO TRANSPORTATION	4,873	5%
TOTAL	107,700	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 107,700 direct jobs led to the creation of 52,256 additional, or indirect, jobs in the state in 2011.

TABLE 7
TRAVEL INDUSTRY TOTAL (IMPACT) EMPLOYMENT - 2011

	DIRECT	**INDIRECT (OTHER INDUSTRIES)**	**TOTAL**
LODGING FACILITIES	22,345	14,110	36,455
EATING AND DRINKING ESTABLISHMENTS	56,817	21,414	78,231
GENERAL RETAIL	6,861	3,050	9,911
ENTERTAINMENT	13,940	5,380	19,320
PUBLIC TRANSPORTATION	2,864	3,074	5,938
AUTO TRANSPORTATION	4,873	5,228	10,101
TOTAL	107,700	52,256	159,956

This overall job creation impact of 159,956 jobs is impressive. According to this analysis, 8.6 percent of all the non-agricultural employment in the State of Alabama in 2011 was directly and indirectly associated with the state's travel industry.*

Furthermore, the analysis shows that every $94,304 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 2011 are presented in *Table 8,* below.

TABLE 8
TRAVEL-RELATED DIRECT EARNINGS - 2011

	EARNINGS	**SHARE OF TOTAL**
LODGING FACILITIES	$ 417,237,688	20%
EATING AND DRINKING ESTABLISHMENTS	$ 837,009,979	41%
GENERAL RETAIL	$ 132,581,981	6%
ENTERTAINMENT	$ 301,129,142	15%
PUBLIC TRANSPORTATION	$ 227,801,338	11%
AUTO TRANSPORTATION	$ 133,904,195	7%
TOTAL	$ 2,049,664,323	100%

* The 2011 Alabama state non-agricultural employment was 1,866,500. This information was provided by the Alabama Department of Industrial Relations – Labor Market Division.

It is estimated that, in 2011, the travel industry was responsible for generating over $2 billion in direct earnings in Alabama. The growth rate in direct travel-related earnings shows an increase of 3 percent as compared to 2010.

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 - 2011

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	$ 417,237,688	$ 366,501,586	$ 783,739,274
EATING AND DRINKING ESTABLISHMENTS	$ 837,009,979	$ 653,621,092	$ 1,490,631,071
GENERAL RETAIL	$ 132,581,981	$ 83,301,259	$ 215,883,240
ENTERTAINMENT	$ 301,129,142	$ 214,644,852	$ 515,773,994
PUBLIC TRANSPORTATION	$ 227,801,338	$ 195,658,570	$ 423,459,908
AUTO TRANSPORTATION	$ 133,904,195	$ 115,010,313	$ 248,914,508
TOTAL	$ 2,049,664,323	$ 1,628,737,672	$ 3,678,401,995

The total impact of the travel industry on Alabama's earning power is estimated at over $3.6 billion for 2011. 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 3.2 percent of total earnings in the state in 2011.

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 2009-2011

YEAR	STATE REVENUE	LOCAL REVENUE	TOTAL	% CHANGE
2011	$ 486,921,090	$ 195,224,212	$ 682,145,302	3%
2010	$ 472,888,433	$ 189,598,015	$ 662,486,448	-2%
2009	$ 484,811,205	$ 194,378,283	$ 679,189,488	----

We estimate that in 2011, over $682 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 $375 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:

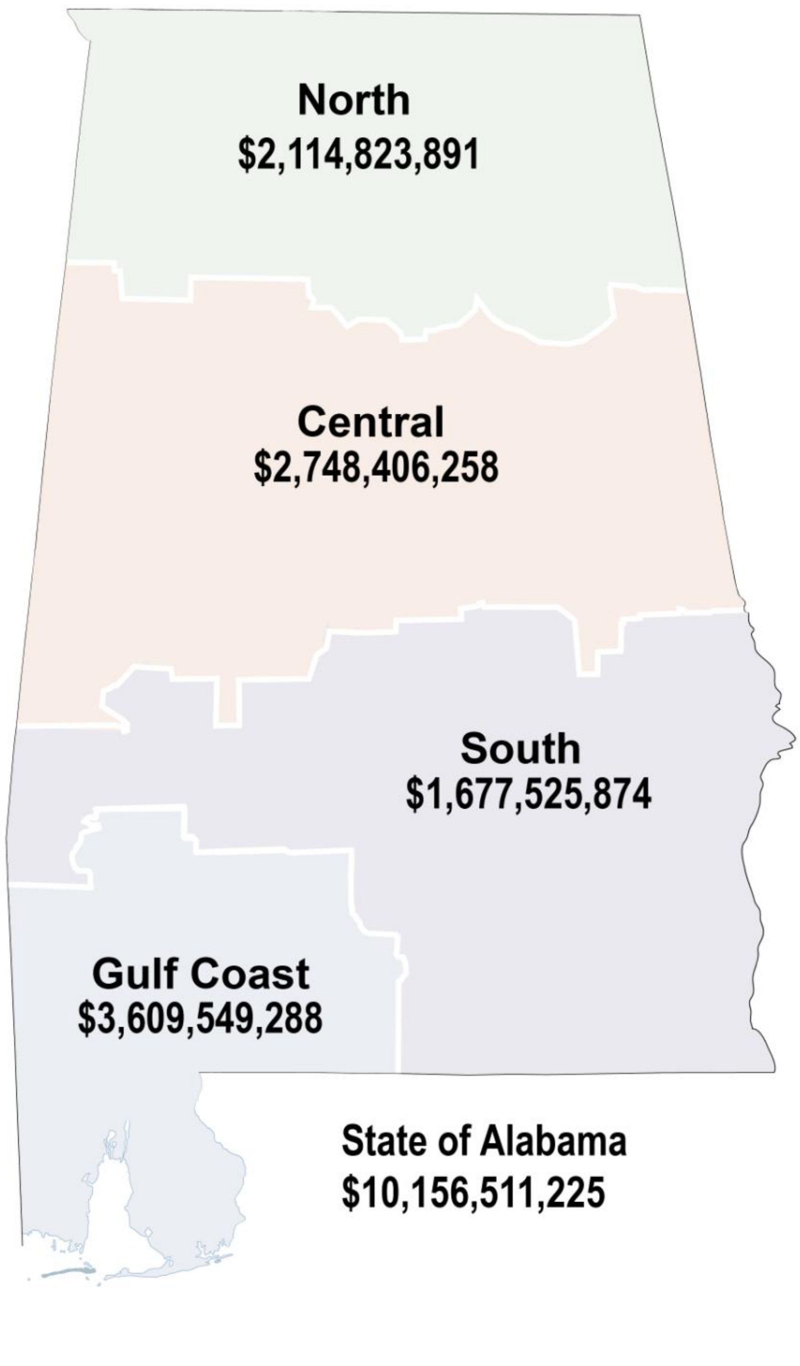
TABLE 11
ALABAMA REGIONAL TOURISM DATA

TOTAL EXPENDITURES ($)	2010	2011	GROWTH	PERCENTAGE OF STATE TOTAL
NORTH REGION	2,013,248,074	2,114,823,891	5%	21%
CENTRAL REGION	2,451,735,251	2,748,406,258	12%	27%
SOUTH REGION	1,649,812,840	1,677,525,874	2%	17%
GULF COAST REGION	2,938,000,249	3,609,549,288	23%	36%
STATE OF ALABAMA	9,074,704,379	10,156,511,225	12%	100%

TRAVEL-RELATED EARNINGS ($)	2010	2011	GROWTH	PERCENTAGE OF STATE TOTAL
NORTH REGION	662,032,097	679,492,514	3%	18%
CENTRAL REGION	994,247,208	1,055,251,026	6%	29%
SOUTH REGION	662,435,794	666,281,891	1%	18%
GULF COAST REGION	1,249,011,009	1,276,488,451	2%	35%
STATE OF ALABAMA	3,572,393,541	3,678,401,995	3%	100%

TRAVEL-RELATED EMPLOYMENT	2010	2011	GROWTH	PERCENTAGE OF STATE TOTAL
TOTAL – DIRECT AND INDIRECT				
NORTH REGION	29,075	29,548	2%	18%
CENTRAL REGION	43,668	45,890	5%	29%
SOUTH REGION	29,094	28,976	-0.4%	18%
GULF COAST REGION	54,857	55,508	1%	35%
STATE OF ALABAMA	156,899	159,956	2%	100%
DIRECT				
NORTH REGION	19,578	19,895	2%	18%
CENTRAL REGION	29,402	30,897	5%	29%
SOUTH REGION	19,590	19,508	-0.4%	18%
GULF COAST REGION	36,936	37,374	1%	35%
STATE OF ALABAMA	105,642	107,700	2%	100%

FIGURE 2
2011 TRAVEL-RELATED TOTAL
EXPENDITURES BY ALABAMA TRAVEL
REGION



TRAVEL-GENERATED EMPLOYMENT: COUNTY-BY-COUNTY BASIS

Total travel-generated employment in 2011 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 26 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 118,003 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 2010.

*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	2009	2010	2011	2010-2011 RATE OF GROWTH
AUTAUGA	373	327	304	-7%
BALDWIN	27,322	24,790	26,540	7%
BARBOUR	431	453	437	-4%
BIBB	27	24	26	8%
BLOUNT	80	75	78	4%
BULLOCK*	----	----	----	----
BUTLER	456	446	453	2%
CALHOUN	813	792	792	0%
CHAMBERS	220	213	217	2%
CHEROKEE	157	163	172	6%
CHILTON	336	303	323	7%
CHOCTAW	50	54	55	2%
CLARKE	374	354	350	-1%
CLAY	12	12	11	-8%
CLEBURNE	113	108	113	5%
COFFEE	585	624	664	6%
COLBERT	600	531	527	-1%
CONECUH	180	172	180	5%
COOSA	29	28	28	0%
COVINGTON	332	339	334	-1%
CRENSHAW	17	15	14	-7%
CULLMAN	932	889	929	4%
DALE	340	310	358	15%
DALLAS	997	963	876	-9%
DEKALB	657	637	646	1%
ELMORE	1,301	1,229	1,253	2%
ESCAMBIA	408	424	431	2%
ETOWAH	1,274	1,184	1,239	5%
FAYETTE	29	26	27	4%
FRANKLIN	131	134	142	6%
GENEVA	34	31	33	6%
GREENE	35	45	53	18%
HALE	11	11	11	0%
HENRY	40	43	37	-14%
HOUSTON	2,556	2,589	2,482	-4%
JACKSON	331	319	388	22%

*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	2009	2010	2011	2010-2011 Rate of Growth
Jefferson	18,498	17,788	18,795	6%
Lamar	9	8	7	-13%
Lauderdale	1,372	1,404	1,481	5%
Lawrence	148	129	135	5%
Lee	3,130	3,047	3,231	6%
Limestone	785	793	821	4%
Lowndes	0	0	0	----
Macon	196	225	186	-17%
Madison	9,518	9,558	9,693	1%
Marengo	414	390	364	-7%
Marion	173	167	228	37%
Marshall	1,808	1,817	1,617	-11%
Mobile	10,582	10,914	9,619	-12%
Monroe	271	268	244	-9%
Montgomery	7,236	7,106	7,054	-1%
Morgan	1,782	1,681	1,712	2%
Perry	24	20	18	-10%
Pickens	27	25	23	-8%
Pike	604	582	594	2%
Randolph	70	63	56	-11%
Russell	621	737	711	-4%
Shelby	3,561	3,298	3,554	8%
St. Clair	731	670	722	8%
Sumter	149	144	147	2%
Talladega	799	764	723	-5%
Tallapoosa	492	475	463	-3%
Tuscaloosa	4,002	4,016	4,196	4%
Walker	592	569	592	4%
Washington	10	14	10	-29%
Wilcox	84	80	68	-15%
Winston	94	97	87	-10%
Out of State	23	136	26	-81%
State Total	**109,388**	**105,642**	**107,700**	**2%**

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

COUNTY	2009	2010	2011	2010-2011 RATE OF GROWTH
AUTAUGA	554	485	452	-7%
BALDWIN	40,578	36,818	39,418	7%
BARBOUR	640	673	649	-4%
BIBB	40	36	38	6%
BLOUNT	120	111	115	4%
BULLOCK *	----	----	----	----
BUTLER	678	663	673	2%
CALHOUN	1,207	1,177	1,176	-0.1%
CHAMBERS	327	316	322	2%
CHEROKEE	232	242	256	6%
CHILTON	499	450	480	7%
CHOCTAW	74	81	82	1%
CLARKE	555	526	520	-1%
CLAY	18	18	16	-11%
CLEBURNE	168	161	168	4%
COFFEE	869	927	986	6%
COLBERT	891	789	782	-1%
CONECUH	268	255	267	5%
COOSA	43	41	42	2%
COVINGTON	494	503	496	-1%
CRENSHAW	26	22	20	-9%
CULLMAN	1,384	1,321	1,380	4%
DALE	505	460	532	16%
DALLAS	1,481	1,430	1,301	-9%
DEKALB	976	946	960	1%
ELMORE	1,932	1,826	1,861	2%
ESCAMBIA	607	630	640	2%
ETOWAH	1,893	1,758	1,839	5%
FAYETTE	42	38	41	8%
FRANKLIN	195	199	211	6%
GENEVA	51	46	49	7%
GREENE	51	67	79	18%
HALE	16	16	16	0%
HENRY	60	64	56	-13%
HOUSTON	3,795	3,845	3,686	-4%
JACKSON	491	474	576	22%

*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	2009	2010	2011	2010-2011 Rate of Growth
Jefferson	27,474	26,418	27,914	6%
Lamar	14	12	10	-17%
Lauderdale	2,038	2,085	2,199	5%
Lawrence	220	192	200	4%
Lee	4,649	4,525	4,799	6%
Limestone	1,166	1,178	1,220	4%
Lowndes	0	0	0	----
Macon	291	334	276	-17%
Madison	14,137	14,195	14,396	1%
Marengo	614	579	541	-7%
Marion	256	247	339	37%
Marshall	2,686	2,698	2,402	-11%
Mobile	15,716	16,209	14,286	-12%
Monroe	403	398	362	-9%
Montgomery	10,747	10,553	10,477	-1%
Morgan	2,647	2,496	2,543	2%
Perry	35	30	27	-10%
Pickens	40	37	34	-8%
Pike	898	865	882	2%
Randolph	104	94	84	-11%
Russell	923	1,095	1,056	-4%
Shelby	5,289	4,898	5,279	8%
St. Clair	1,085	995	1,072	8%
Sumter	222	214	218	2%
Talladega	1,186	1,134	1,073	-5%
Tallapoosa	731	706	688	-3%
Tuscaloosa	5,943	5,965	6,233	4%
Walker	880	845	880	4%
Washington	15	21	15	-29%
Wilcox	125	118	102	-14%
Winston	140	144	130	-10%
Out of State	30	205	34	-83%
State Total	**162,464**	**156,899**	**159,956**	**2%**

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

COUNTY	2011	SHARE OF TOTAL
BALDWIN	39,418	24.6%
JEFFERSON	27,914	17.5%
MADISON	14,396	9.0%
MOBILE	14,286	8.9%
MONTGOMERY	10,477	6.5%
TUSCALOOSA	6,233	3.9%
SHELBY	5,279	3.3%
LEE	4,799	3.0%
HOUSTON	3,686	2.3%
MORGAN	2,543	1.6%
MARSHALL	2,402	1.5%
LAUDERDALE	2,199	1.4%
ELMORE	1,861	1.2%
ETOWAH	1,839	1.1%
CULLMAN	1,380	0.9%
DALLAS	1,301	0.8%
LIMESTONE	1,220	0.8%
CALHOUN	1,176	0.7%
TALLADEGA	1,073	0.7%
ST. CLAIR	1,072	0.7%
RUSSELL	1,056	0.7%
COFFEE	986	0.6%
DEKALB	960	0.6%
PIKE	882	0.6%
WALKER	880	0.6%
COLBERT	782	0.5%
TALLAPOOSA	688	0.4%
BUTLER	673	0.4%
BARBOUR	649	0.4%
ESCAMBIA	640	0.4%
JACKSON	576	0.4%
MARENGO	541	0.3%
DALE	532	0.3%
CLARKE	520	0.3%
COVINGTON	496	0.3%
CHILTON	480	0.3%
AUTAUGA	452	0.3%
MONROE	362	0.2%
MARION	339	0.2%
CHAMBERS	322	0.2%

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

County	2011	Share of Total
Macon	276	0.2%
Conecuh	267	0.2%
Cherokee	256	0.2%
Sumter	218	0.1%
Franklin	211	0.1%
Lawrence	200	0.1%
Cleburne	168	0.1%
Winston	130	0.1%
Blount	115	0.1%
Wilcox	102	0.1%
Randolph	84	0.1%
Choctaw	82	0.1%
Greene	79	0.05%
Henry	56	0.04%
Geneva	49	0.03%
Coosa	42	0.03%
Fayette	41	0.03%
Bibb	38	0.02%
Pickens	34	0.02%
Out of State	34	0.02%
Perry	27	0.02%
Crenshaw	20	0.01%
Clay	16	0.01%
Hale	16	0.01%
Washington	15	0.01%
Lamar	10	0.01%
State Total	**159,956**	**100%**

Table 15
Counties with Largest
Total Employment Growth in 2011

County	2009	2010	2011	2010-2011 Rate of Growth
Marion	256	247	339	37%
Jackson	491	474	576	22%
Greene	51	67	79	18%
Dale	505	460	532	16%
Fayette	42	38	41	8%
Shelby	5,289	4,898	5,279	8%
St. Clair	1,085	995	1,072	8%
Baldwin	40,578	36,818	39,418	7%
Chilton	499	450	480	7%
Geneva	51	46	49	7%
Coffee	869	927	986	6%
Lee	4,649	4,525	4,799	6%
Franklin	195	199	211	6%
Cherokee	232	242	256	6%
Jefferson	27,474	26,418	27,914	6%
Bibb	40	36	38	6%
Lauderdale	2,038	2,085	2,199	5%
Conecuh	268	255	267	5%
Etowah	1,893	1,758	1,839	5%
Tuscaloosa	5,943	5,965	6,233	4%
Cullman	1,384	1,321	1,380	4%
Cleburne	168	161	168	4%
Lawrence	220	192	200	4%
Walker	880	845	880	4%
Blount	120	111	115	4%
Limestone	1,166	1,178	1,220	4%

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 60.5 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 20.1 percent and 19.4 percent, respectively, of state lodging taxes being collected for each of these periods.

FIGURE 3

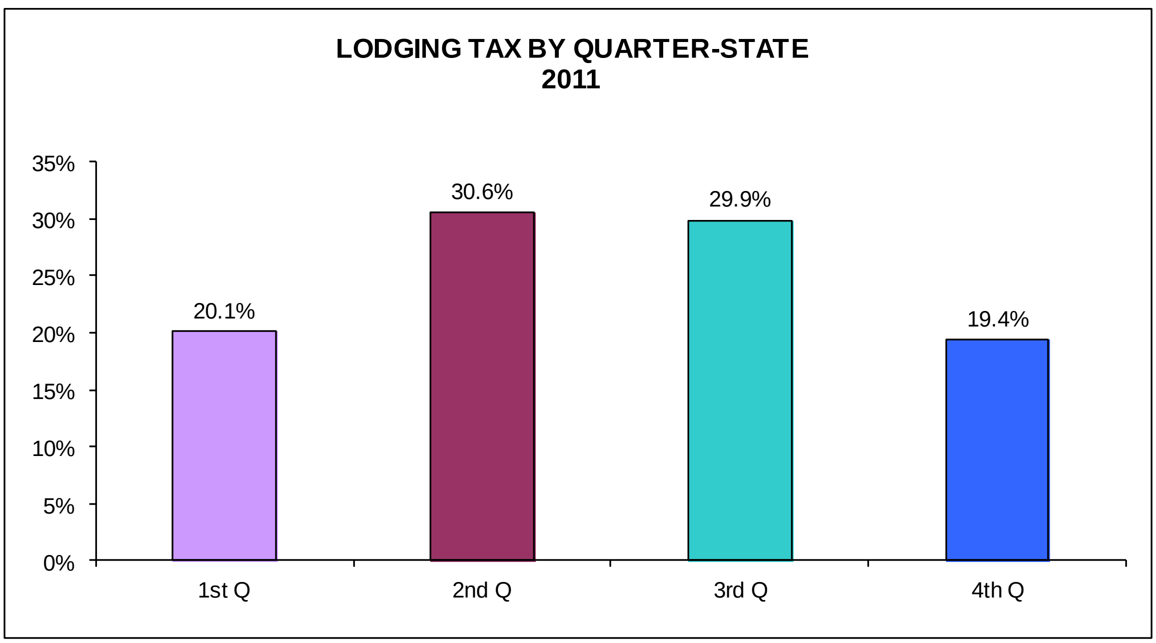


Table 16 represents the quarterly fluctuations for the seven counties in the state that have the highest levels of travel and tourism.

- Baldwin County shows the most seasonality in travel and tourism activities. Over two-thirds (76 percent) of all 2011 lodging taxes in this county were collected in the second and third quarters. In the second quarter 36 percent was collected, while the third quarter accounted for 40 percent.

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

TABLE 16
RATIO OF COUNTIES' QUARTERLY TO ANNUAL LODGING TAX

	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER
BALDWIN	13%	36%	40%	11%
JEFFERSON	22%	30%	26%	22%
MADISON	24%	27%	27%	22%
MOBILE	27%	27%	26%	21%
MONTGOMERY	24%	26%	26%	23%
SHELBY	20%	31%	26%	24%
TUSCALOOSA	19%	29%	28%	25%

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:

- 62 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 35.8 percent of the state's total.

- The Northern Area is second, in terms of travel and tourism activities, with 16 percent of the state's total.

- The Southern Area is ranked third in comparison to the Central and Northern areas, with a 10.5 percent share of the state's travel and tourism activities.

TABLE 17
STATE LODGING TAX:
MSA AS A PERCENT OF TOTAL STATE

MSAS	2009	2010	2011
ANNISTON-OXFORD	1.8%	1.8%	1.6%
AUBURN-OPELIKA	2.6%	2.8%	2.7%
BIRMINGHAM-HOOVER	19.8%	20.3%	20.6%
DECATUR	2.0%	2.0%	1.8%
DOTHAN	2.4%	2.6%	2.2%
FLORENCE-MUSCLE SHOALS	2.2%	2.1%	2.2%
GADSDEN	1.4%	1.3%	1.2%
HUNTSVILLE	11.3%	11.8%	10.8%
MOBILE	8.6%	11.1%	8.3%
MONTGOMERY	7.2%	7.4%	6.9%
TUSCALOOSA	3.5%	3.9%	4.0%

TABLE 18
MSA STATE LODGING TAX BY DESIGNATED DEMOGRAPHIC AREAS

AREAS		2009	2010	2011
NORTHERN		16.8%	17.2%	16.0%
CENTRAL – TOTAL		34.7%	36.1%	35.8%
	CENTRAL – ANNISTON-OXFORD, BIRMINGHAM-HOOVER AND TUSCALOOSA	25.0%	25.9%	26.2%
	CENTRAL –AUBURN-OPELIKA AND MONTGOMERY	9.7%	10.2%	9.6%
SOUTHERN		11.0%	13.7%	10.5%

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

COUNTY	2009	2010	2011	2010-2011 RATE OF GROWTH
AUTAUGA	12,488,909	11,042,998	10,392,842	-6%
BALDWIN	914,759,441	838,302,740	906,461,332	8%
BARBOUR	14,437,799	15,327,038	14,925,072	-3%
BIBB	902,634	822,372	877,672	7%
BLOUNT	2,694,030	2,529,009	2,648,449	5%
BULLOCK*	----	----	----	----
BUTLER	15,273,228	15,092,545	15,465,474	2%
CALHOUN	27,214,104	26,792,811	27,052,834	1%
CHAMBERS	7,369,019	7,187,796	7,401,089	3%
CHEROKEE	5,239,947	5,502,858	5,890,673	7%
CHILTON	11,239,999	10,235,717	11,035,206	8%
CHOCTAW	1,673,269	1,840,914	1,895,542	3%
CLARKE	12,515,953	11,969,044	11,954,806	0%
CLAY	416,499	406,972	367,840	-10%
CLEBURNE	3,777,629	3,659,482	3,862,322	6%
COFFEE	19,579,149	21,110,981	22,678,039	7%
COLBERT	20,081,289	17,969,575	17,987,386	0.1%
CONECUH	6,037,191	5,802,773	6,143,970	6%
COOSA	961,281	937,622	960,506	2%
COVINGTON	11,129,235	11,452,862	11,403,046	-0.4%
CRENSHAW	578,179	508,287	463,353	-9%
CULLMAN	31,208,044	30,077,227	31,735,317	6%
DALE	11,379,401	10,481,748	12,226,113	17%
DALLAS	33,386,894	32,568,461	29,916,414	-8%
DEKALB	22,003,885	21,533,274	22,070,412	2%
ELMORE	43,557,523	41,564,521	42,797,921	3%
ESCAMBIA	13,673,398	14,339,423	14,726,108	3%
ETOWAH	42,666,873	40,038,538	42,301,623	6%
FAYETTE	956,348	868,461	937,993	8%
FRANKLIN	4,400,651	4,528,927	4,849,790	7%
GENEVA	1,143,529	1,038,638	1,115,865	7%
GREENE	1,158,477	1,526,230	1,806,700	18%
HALE	357,659	361,872	364,162	1%
HENRY	1,342,154	1,449,175	1,279,958	-12%
HOUSTON	85,562,812	87,551,727	84,753,867	-3%
JACKSON	11,075,278	10,802,908	13,237,614	23%

*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	2009	2010	2011	2010-2011 RATE OF GROWTH
JEFFERSON	619,343,791	601,512,396	641,922,721	7%
LAMAR	312,948	277,831	222,716	-20%
LAUDERDALE	45,941,102	47,483,459	50,569,603	6%
LAWRENCE	4,957,589	4,375,506	4,598,002	5%
LEE	104,812,660	103,024,041	110,352,060	7%
LIMESTONE	26,285,199	26,819,994	28,050,245	5%
LOWNDES	0	0	0	----
MACON	6,562,570	7,596,880	6,342,346	-17%
MADISON	318,691,205	323,199,881	331,056,180	2%
MARENGO	13,852,569	13,178,916	12,441,548	-6%
MARION	5,776,366	5,634,310	7,789,692	38%
MARSHALL	60,542,359	61,433,624	55,239,185	-10%
MOBILE	354,290,870	369,060,066	328,535,765	-11%
MONROE	9,083,081	9,063,606	8,322,099	-8%
MONTGOMERY	242,273,639	240,286,435	240,935,331	0.3%
MORGAN	59,668,745	56,833,116	58,486,592	3%
PERRY	788,041	682,105	623,010	-9%
PICKENS	906,632	831,267	788,505	-5%
PIKE	20,237,503	19,697,204	20,281,706	3%
RANDOLPH	2,349,792	2,141,852	1,928,601	-10%
RUSSELL	20,805,220	24,933,657	24,277,453	-3%
SHELBY	119,229,975	111,530,833	121,387,266	9%
ST. CLAIR	24,464,673	22,651,714	24,645,293	9%
SUMTER	5,003,815	4,870,594	5,015,126	3%
TALLADEGA	26,745,123	25,829,946	24,676,710	-4%
TALLAPOOSA	16,469,386	16,064,361	15,817,129	-2%
TUSCALOOSA	133,985,667	135,815,208	143,326,414	6%
WALKER	19,833,255	19,239,766	20,231,211	5%
WASHINGTON	336,718	473,357	344,371	-27%
WILCOX	2,808,032	2,688,766	2,337,941	-13%
WINSTON	3,160,875	3,269,891	2,981,751	-9%
OUT OF STATE	701,944	4,667,433	888,113	----
STATE TOTAL	**$ 3,662,463,054**	**$ 3,572,393,541**	**$ 3,678,401,995**	**3%**

Table 20
Travel-Related Expenditures by County

County	2009	2010	2011	2010-2011 Rate of Growth
Autauga	26,639,558	26,916,109	26,761,148	-1%
Baldwin	2,309,645,446	1,795,498,423	2,624,123,136	46%
Barbour	37,516,987	43,283,812	39,229,979	-9%
Bibb	2,155,916	2,015,978	2,361,194	17%
Blount	6,533,626	6,636,623	7,287,870	10%
Bullock*	----	----	----	----
Butler	37,523,166	38,583,697	42,109,848	9%
Calhoun	58,083,697	59,932,098	60,698,062	1%
Chambers	22,942,615	21,363,877	21,966,794	3%
Cherokee	17,975,461	18,274,074	19,719,748	8%
Chilton	25,257,176	24,208,149	27,753,526	15%
Choctaw	4,469,485	4,619,796	4,755,708	3%
Clarke	24,432,800	31,824,566	31,535,209	-1%
Clay	1,738,435	564,842	341,025	-40%
Cleburne	9,527,631	8,931,058	9,453,111	6%
Coffee	55,377,150	55,131,509	61,365,854	11%
Colbert	55,958,155	44,242,785	44,957,430	2%
Conecuh	13,403,283	14,024,730	18,351,749	31%
Coosa	2,447,789	2,373,053	2,488,630	5%
Covington	32,712,489	33,687,416	33,662,328	-0.1%
Crenshaw	1,348,090	1,021,727	1,020,004	-0.2%
Cullman	83,796,547	87,595,689	107,683,214	23%
Dale	27,000,139	24,679,376	36,164,327	47%
Dallas	73,588,014	81,828,755	80,374,549	-2%
DeKalb	61,978,760	66,917,779	69,205,200	3%
Elmore	102,600,426	97,986,755	106,027,648	8%
Escambia	33,447,155	39,285,479	42,559,756	8%
Etowah	121,037,293	114,637,586	124,149,721	8%
Fayette	2,179,955	1,799,076	2,094,794	16%
Franklin	11,286,064	12,049,612	13,724,028	14%
Geneva	2,646,272	2,577,104	3,104,256	20%
Greene	2,628,242	2,897,226	3,296,544	14%
Hale	793,102	917,640	921,445	0.4%
Henry	3,255,537	4,064,388	3,323,176	-18%
Houston	215,070,514	230,777,588	220,585,997	-4%
Jackson	29,662,088	36,040,068	51,547,484	43%

*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	2009	2010	2011	2010-2011 RATE OF GROWTH
JEFFERSON	1,622,066,587	1,485,247,602	1,679,125,609	13%
LAMAR	666,647	530,965	470,120	-11%
LAUDERDALE	140,798,649	152,029,570	178,634,218	17%
LAWRENCE	12,088,459	11,608,587	12,356,263	6%
LEE	239,824,648	256,007,119	280,839,264	10%
LIMESTONE	72,560,278	86,412,528	97,192,901	12%
LOWNDES	0	0	0	----
MACON	22,092,303	23,581,949	10,033,382	-57%
MADISON	939,807,492	996,398,480	1,019,225,889	2%
MARENGO	33,474,273	31,236,931	30,327,591	-3%
MARION	19,735,249	17,655,471	28,911,514	64%
MARSHALL	184,975,116	192,805,428	162,847,531	-16%
MOBILE	819,855,668	1,032,082,694	869,998,891	-16%
MONROE	20,607,520	23,729,841	22,210,678	-6%
MONTGOMERY	533,371,674	561,679,267	566,334,625	1%
MORGAN	156,640,263	161,688,595	169,374,547	5%
PERRY	1,915,751	1,450,144	1,260,133	-13%
PICKENS	2,922,888	3,358,985	3,315,042	-1%
PIKE	46,826,229	50,350,565	54,733,243	9%
RANDOLPH	4,943,858	5,639,032	4,965,688	-12%
RUSSELL	69,844,994	74,880,649	70,762,791	-5%
SHELBY	270,140,394	256,549,796	286,689,514	12%
ST. CLAIR	54,245,470	52,033,343	60,252,940	16%
SUMTER	11,426,140	12,882,987	13,405,121	4%
TALLADEGA	62,401,338	65,847,167	64,460,537	-2%
TALLAPOOSA	48,409,099	39,094,954	37,951,682	-3%
TUSCALOOSA	325,807,238	357,183,154	413,931,978	16%
WALKER	47,754,050	46,914,125	51,202,769	9%
WASHINGTON	990,997	1,554,516	769,869	-50%
WILCOX	6,001,967	6,918,328	6,010,156	-13%
WINSTON	7,338,691	8,255,199	8,006,333	-3%
OUT OF STATE	7,308,745	21,907,965	6,205,914	----
STATE TOTAL	**$ 9,303,501,738**	**$ 9,074,704,379**	**$ 10,156,511,225**	**12%**

TABLE 21
ANNUAL STATE LODGING TAX

COUNTY	2009	2010	2011	2010-2011 DOLLAR INCREASE/ DECREASE	2010-2011 RATE OF GROWTH
AUTAUGA	123,924	130,306	129,555	-751	-1%
BALDWIN	11,228,510	9,084,139	13,276,480	4,192,341	46%
BARBOUR	174,525	209,544	189,919	-19,625	-9%
BIBB	10,415	10,135	11,871	1,736	17%
BLOUNT*	34,426	34,968	38,400	3,432	10%
BULLOCK#	----	----	----	----	----
BUTLER	171,380	183,394	200,154	16,760	9%
CALHOUN ±	765,114	789,463	799,552	10,089	1%
CHAMBERS	107,724	104,393	107,339	2,946	3%
CHEROKEE*	87,378	88,830	95,857	7,027	8%
CHILTON	117,493	117,196	134,360	17,164	15%
CHOCTAW	21,591	23,225	23,909	684	3%
CLARKE	113,658	154,068	152,667	-1,401	-1%
CLAY	8,398	2,840	1,714	-1,126	-40%
CLEBURNE	46,026	44,900	47,524	2,624	6%
COFFEE	264,968	274,527	305,571	31,044	11%
COLBERT*	275,665	217,952	221,472	3,520	2%
CONECUH	64,749	70,508	92,261	21,753	31%
COOSA	11,825	11,930	12,511	581	5%
COVINGTON	141,673	145,895	145,786	-109	-0.1%
CRENSHAW	19,323	15,241	15,215	-26	-0.2%
CULLMAN*	418,206	437,167	537,418	100,251	23%
DALE	125,601	119,477	175,078	55,601	47%
DALLAS	215,418	249,289	244,859	-4,430	-2%
DEKALB*	316,734	341,974	353,664	11,690	3%
ELMORE	495,642	492,616	533,040	40,424	8%
ESCAMBIA	161,577	197,503	213,964	16,461	8%
ETOWAH*	605,809	573,778	621,387	47,609	8%
FAYETTE	10,688	8,821	10,270	1,449	16%
FRANKLIN*	67,502	75,001	85,423	10,422	14%
GENEVA	12,784	12,956	15,606	2,650	20%
GREENE	20,212	22,281	25,352	3,071	14%
HALE	3,795	4,569	4,588	19	0.4%
HENRY	15,727	20,433	16,707	-3,726	-18%
HOUSTON	1,000,483	1,117,234	1,067,895	-49,339	-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	2009	2010	2011	2010-2011 Dollar Increase/ Decrease	2010-2011 Rate of Growth
Jackson* ±	186,375	231,306	307,024	75,718	33%
Jefferson	6,671,855	7,082,224	8,204,908	1,122,684	16%
Lamar	3,220	2,669	2,363	-306	-11%
Lauderdale*	677,110	731,120	859,064	127,944	17%
Lawrence*	64,743	62,173	66,177	4,004	6%
Lee	1,115,636	1,239,375	1,359,591	120,216	10%
Limestone*	361,476	430,484	484,189	53,705	12%
Lowndes	0	280	993	713	255%
Macon	106,724	118,555	50,442	-68,113	-57%
Madison*	4,535,738	4,808,860	4,919,031	110,171	2%
Marengo	161,708	157,040	152,468	-4,572	-3%
Marion*	100,065	89,520	146,592	57,072	64%
Marshall* ±	527,181	590,759	520,142	-70,617	-12%
Mobile	3,744,528	4,905,645	4,135,236	-770,409	-16%
Monroe	99,551	119,299	111,661	-7,638	-6%
Montgomery ±	2,493,382	2,653,335	2,775,748	122,413	5%
Morgan*	786,042	811,375	849,944	38,569	5%
Perry	9,166	7,221	6,275	-946	-13%
Pickens	9,380	10,779	10,638	-141	-1%
Pike	226,208	253,131	275,164	22,033	9%
Randolph	23,883	28,350	24,964	-3,386	-12%
Russell	324,911	362,510	342,575	-19,935	-5%
Shelby	1,245,132	1,230,607	1,375,180	144,573	12%
St. Clair	262,049	261,591	302,914	41,323	16%
Sumter	54,672	64,151	66,751	2,600	4%
Talladega	287,620	315,853	309,202	-6,651	-2%
Tallapoosa	233,855	196,545	190,797	-5,748	-3%
Tuscaloosa	1,488,060	1,697,746	1,967,481	269,735	16%
Walker	230,690	235,855	257,415	21,560	9%
Washington	4,787	7,815	3,870	-3,945	-50%
Wilcox	28,447	34,125	29,645	-4,480	-13%
Winston*	43,893	51,383	49,834	-1,549	-3%
Out of State	30,823	104,794	31,199	-73,595	-70%
State Total	**$43,397,853**	**$44,283,028**	**$50,096,845**	**$5,813,817**	**13%**

* 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.

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