

2022 Alabama Tourism Economic Report

ALABAMA TOURISM DEPARTMENT





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Alabama Tourism Expenditures Double In A Decade

Tourists visited Alabama’s beaches, campgrounds, state parks, and hotels in record numbers in 2022. In a decade, the amount spent more than doubled from \$10.6 billion in 2012 to a record \$22.4 billion in 2022, with the trend on pace for even greater growth during the current year, according to Governor Kay Ivey.

The amount spent in the state has climbed for 12 of the past 13 years, only falling in 2020 during the height of the COVID pandemic, state tourism director Lee Sentell said.

He said more than 28.6 million visitors made Alabama their travel destination in 2022. Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, economists said 71.3% of travelers chose these counties as their destinations.

It is estimated that the industry was responsible for generating \$4.1 billion in direct earnings with the total impact earnings exceeding \$7.4 billion.

The tourism industry helped generate 238,741 jobs in the past year. For every \$139,041 of expenditures in the travel industry, one new direct job is created. Economists estimate that for every two direct jobs created, the Alabama economy indirectly creates one additional job.

The state’s eating and drinking establishments accounted for more than half of the jobs. The food industry created 53 percent of the positions, with overnight accommodations providing 20 percent of positions. Entertainment provided 13 percent of jobs and general retail contributed 7 percent more.

The travel industry benefits the state’s total economy. State law mandates that three-quarters of the 4 percent state lodging tax goes directly into Alabama’s General Fund that the Alabama Legislature spends for services to all residents in the state. Last year, about \$82,457,000 generated by tourists benefited all residents of the state.



Economic Impact

Alabama Travel Industry 2022



Tourism helped fund 238,741 jobs last year. Every \$139,041 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. \$82,456,976 of Alabama's 4% state lodging tax supported the state's General Fund.

Executive Summary

- Travelers are estimated to have spent \$22.4 billion in Alabama in 2022. This represents an increase of 13.8 percent as compared to 2021 spending.
- Based on the primary and secondary data, it is estimated that more than 28.6 million people visited the State of Alabama during 2022.
- In 2022, \$1.3 billion 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 \$685 in additional taxes to maintain current service levels.
- Travel industry expenditures represent 8.6 percent of Alabama's Gross Domestic Product – overall production – in 2022.
- An estimated 238,741 jobs – 11.3 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 2022 is estimated to be \$7.4 billion.
- Every \$139,041 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 \$0.33.
- The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile and Montgomery, accounting for 71.3 percent of the total number of visitors to the state.

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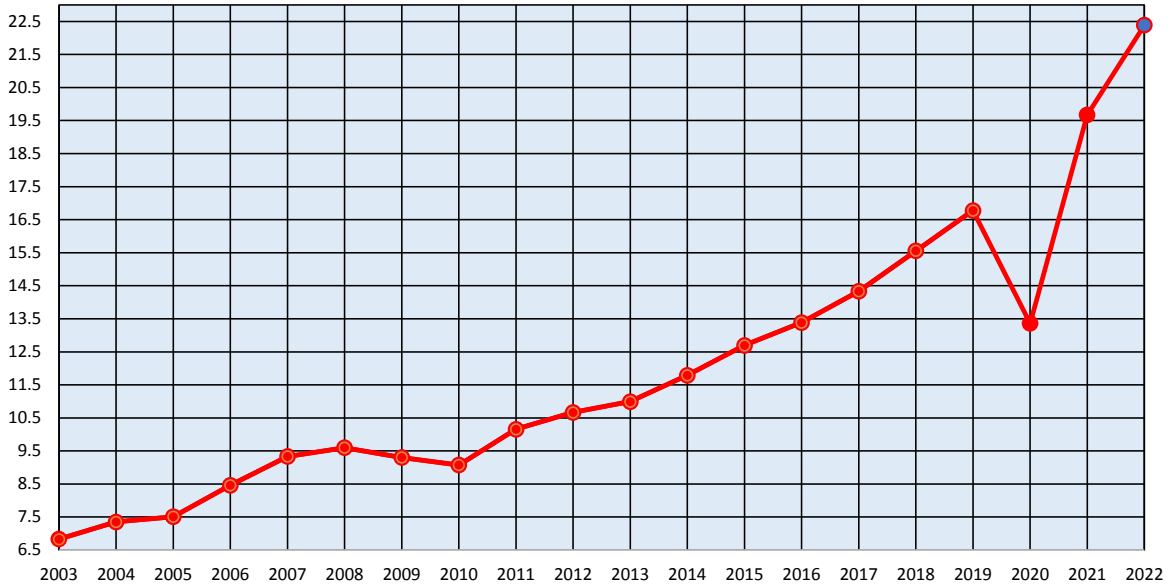
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Figure 1

Alabama Tourism Expenditures 2003 - 2022



From 2003 to 2022, tourism expenditures in Alabama have increased 228%

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
2013	10,992,687,443
2014	11,790,985,168
2015	12,696,882,066
2016	13,387,327,118
2017	14,334,047,620
2018	15,558,256,428
2019	16,777,421,546
2020	13,360,238,399
2021	19,668,636,489
2022	22,387,616,717

Introduction

After tourism in the state dropped 20.3 percent during the COVID outbreak in 2020, the fifth lowest drop among the 50 states, Alabama had an astonishing 47 percent increase in tourism in 2021 – an increase so large it made one wonder how much growth it could accomplish this year. The answer was another amazing growth rate – 13.8 percent.

In 2022 the tourist and tourism industry spent \$22.4 billion in Alabama’s attractions and events. Over 238,000 Alabamians found employment in the tourism industry. And the industry collectively produced \$7.4 billion in earnings and payroll. The growth of the tourism industry in Alabama has been impressive. Economic growth in south Alabama, primarily resulting from tourism, propelled the area into a new era of prosperity. The future of the tourism industry has never been brighter. With proper resources and investment and strategic long-term planning, growth will continue to be strong.

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2022. 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. The 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 2022 report.

Additional sources of information were used in preparing the 2022 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 retired economics professor Dr. Keivan Deravi, who is president of Economics Research Services, Inc., an Alabama-based consulting firm. 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.

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 2022, 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 previous years' venue survey research. The results are shown in *Table 1* and *Table 2*.

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	
	<u>2021</u>	<u>2022</u>	<u>2021</u>	<u>2022</u>
Baldwin	8,037,849	8,311,418	2,139,084	2,052,157
Jefferson	3,188,305	3,354,245	2,030,950	2,136,654
Mobile	3,288,205	3,294,083	1,913,735	1,917,156
Madison	3,708,695	3,905,528	2,577,543	2,714,342
Montgomery	1,460,646	1,541,437	889,577	938,782
Other Counties	8,611,868	8,220,960	9,907,221	9,927,399
State of Alabama	28,295,567	28,627,670	19,458,111	19,686,489

Source: Smith Travel Research

Table 2
Average Hotel Occupancy Rates and Room Rates for the State of Alabama and Selected Counties

Counties	Average Occupancy Rate (%)		Average Room Rate (\$)		Room Supply (Hotels & Motels) Annual Monthly Average*	
	<u>2021</u>	<u>2022</u>	<u>2021</u>	<u>2022</u>	<u>2021</u>	<u>2022</u>
Baldwin (hotels only)	66.1	61.4	168	169	202,033	205,688
Jefferson	60.4	63.3	99	115	430,705	432,556
Madison	67.9	69.5	95	108	224,313	234,426
Mobile	63.1	59.1	90	102	230,241	229,033
Montgomery	60.4	64.0	80	95	195,731	193,754
State of Alabama	60.9	61.2	98	109	2,375,297	2,393,342

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

It is estimated that more than 28.6 million visitors made Alabama their travel destination in 2022. It is also estimated that Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, 71.3 percent of the travelers chose these counties as their destination.

Travel Industry Expenditures in Alabama

In 2022, it is estimated that travelers spent \$22.4 billion in Alabama. This represents an increase of 13.8 percent as compared to 2021 spending, as shown in *Table 3*.

Table 3
Travel Expenditures in Alabama

Year	Expenditures	Change
2022	22,387,616,717	13.8%
2021	19,668,636,489	47.0%
2020	13,360,238,399	----

In order to compare the growth of travel industry expenditures to Alabama’s overall economy, travel expenditures for 2020 through 2022 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 2020-2022*

Year	Alabama Gross Domestic Product	Services	Travel Industry
2022	1.9%	2.4%	5.4%
2021	4.9%	8.4%	46.6%
2020	-0.4%	-0.8%	-20.9%

As shown in *Table 4*, growth in the travel industry for 2022 is greater than growth in the Alabama Gross Domestic Product and in the service sector.

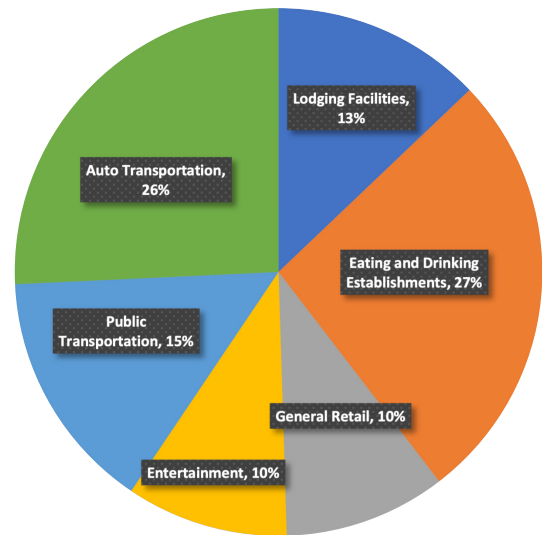
Documenting the travel industry’s importance and its contribution to the state economy, this report notes that travel-related expenditures represent 8.6 percent of all statewide economic activities in Alabama.

*Source: Bureau of Economic Analysis (BEA), U.S. Department of Commerce. For the Alabama Gross Domestic Product and Service percentage changes, the 2020 and 2021 numbers are actual numbers and the 2022 figures are our estimates.

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.

Table 5
Travel Expenditures by Category 2022

	Expenditures	Share of Total
Lodging Facilities	\$2,986,043,460	13%
Eating and Drinking Establishments	\$5,990,226,296	27%
General Retail	\$2,191,841,155	10%
Entertainment	\$2,144,678,780	10%
Public Transportation	\$3,285,343,149	15%
Auto Transportation	\$5,789,483,877	26%
Total	\$22,387,616,717	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 2022, an estimated 161,015 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*.

Table 6 indicates that the biggest beneficiaries of travel-related employment were eating and drinking establishments. This sector accounted for 53 percent of all the travel-related jobs created in the state in 2022. Other industries that benefited strongly were lodging facilities and entertainment.

Table 6
Travel-Related Direct Employment 2022

	Persons Employed	Share of Total
Lodging Facilities	32,429	20%
Eating and Drinking Establishments	86,140	53%
General Retail	10,887	7%
Entertainment	20,259	13%
Public Transportation	4,183	3%
Auto Transportation	7,117	4%
Total	161,015	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 161,015 direct jobs led to the creation of 77,726 additional, or indirect, jobs in the state in 2022.

Table 7
Travel Industry Total (Impact) Employment 2022

	Direct	Indirect (Other Industries)	Total
Lodging Facilities	32,429	20,479	52,908
Eating and Drinking Establishments	86,140	32,466	1,118,606
General Retail	10,887	4,841	15,728
Entertainment	20,259	7,818	28,077
Public Transportation	4,183	2,642	6,825
Auto Transportation	7,117	9,480	16,597
Total	161,015	77,726	238,741

This overall job creation impact of 238,741 jobs is impressive. According to this analysis, 11.3 percent of all the non-agricultural employment in the State of Alabama in 2022 was directly and indirectly associated with the state’s travel industry.*

Furthermore, the analysis shows that every \$139,041 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 2022 are presented in *Table 8*.

Table 8
Travel-Related Direct Earnings 2022

	Earnings	Share of Total
Lodging Facilities	\$813,581,995	20%
Eating and Drinking Establishments	\$1,704,968,159	41%
General Retail	\$282,686,055	7%
Entertainment	\$599,719,913	15%
Public Transportation	\$455,884,768	11%
Auto Transportation	\$267,974,206	6%
TOTAL	\$4,124,815,096	100%

*The 2022 Alabama state non-agricultural employment was 2,111,700. This information was provided by the Alabama Department of Industrial Relations – Labor Market Division.

It is estimated that, in 2022, the travel industry was responsible for generating \$4.1 billion in direct earnings in Alabama. The growth rate in direct travel-related earnings shows an increase of 9.4 percent as compared to 2021.

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*.

Table 9
Travel Industry Total (Impact) Earnings 2022

	Direct	Indirect (Other Industries)	Total
Lodging Facilities	\$813,581,995	\$714,650,425	\$1,528,232,420
Eating and Drinking Establishments	\$1,704,968,159	\$1,331,409,636	\$3,036,377,795
General Retail	\$282,686,055	\$177,611,649	\$460,297,704
Entertainment	\$599,719,913	\$427,480,355	\$1,027,200,268
Public Transportation	\$455,884,768	\$391,559,427	\$847,444,195
Auto Transportation	\$267,974,206	\$230,163,043	\$498,137,249
Total	\$4,124,815,096	\$3,272,874,535	\$7,397,689,631

The total impact of the travel industry on Alabama’s earning power is estimated to be \$7.4 billion for 2022. This includes direct earnings of \$4.1 billion and an indirect impact of \$3.3 billion. This suggests that the industry was responsible for 4.4 percent of total earnings in the state in 2022.

Additionally, every \$1 in travel-related spending translates to \$0.18 in direct earnings. The indirect impact is estimated to amount to an additional \$0.15 in earnings, bringing the total to \$0.33.

This suggests that for every \$1 in travel-related expenditures, the state directly and indirectly retains \$0.33 in earnings for its citizens.

Travel-Generated Tax Revenue

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

Table 10
Government Revenue Associated with Travel Industry 2020-2022

Year	State Revenue	Local Revenue	Total	% Change
2022	930,901,937	373,232,134	1,304,134,071	9.4
2021	850,682,185	341,069,145	1,191,751,330	47.2
2020	577,839,587	231,676,715	809,516,302	----

We estimate that in 2022, \$1.3 billion 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 \$685 in additional taxes to maintain current service levels.*

As a result, we estimate that every \$1 in travel-related spending resulted in \$0.04 and \$0.02 in tax revenue for state and local governments, respectively.

*The U.S. Census 2020 number of Alabama households was 1,902,983. 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

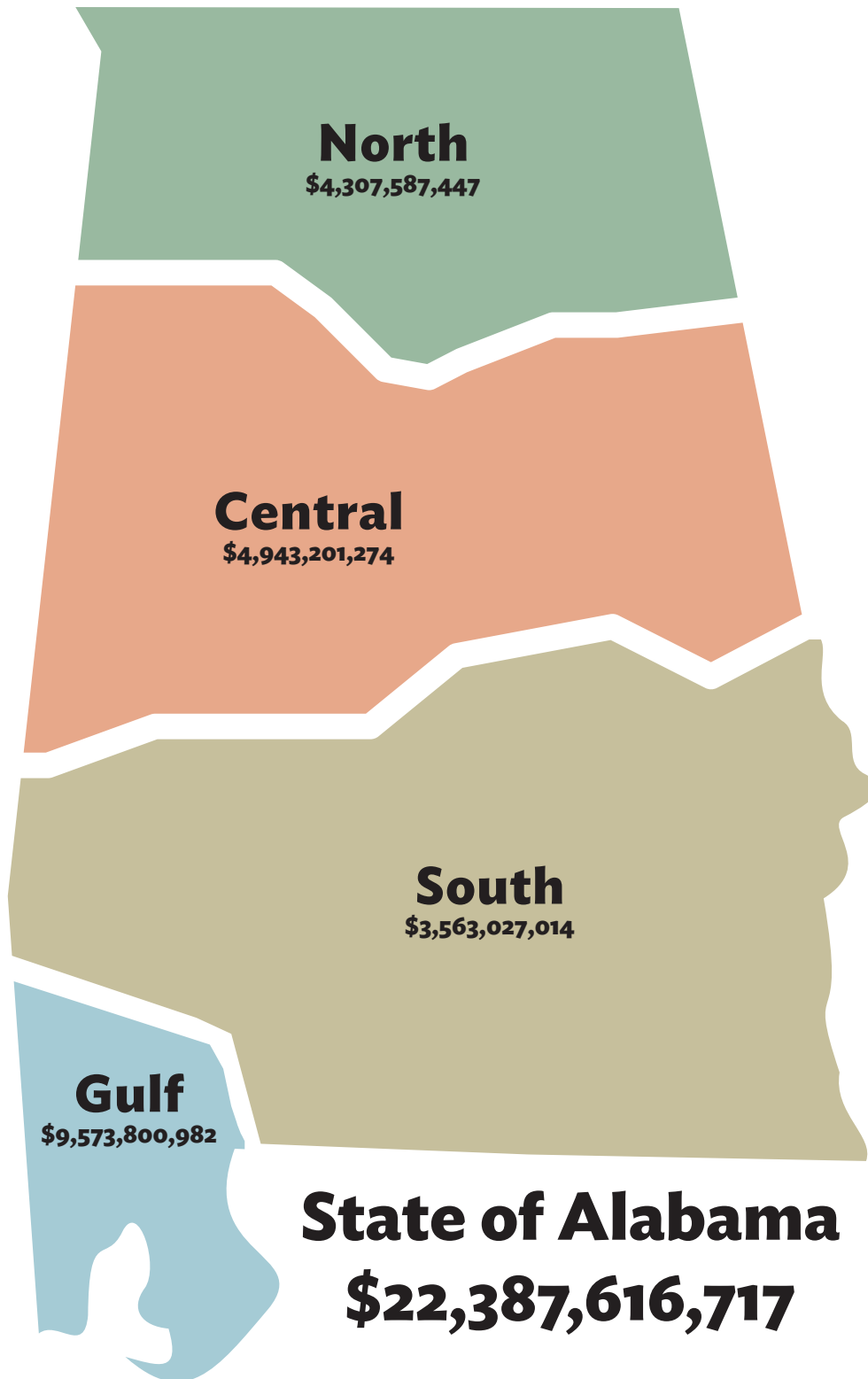
Total Expenditures (\$)	2021	2022	Growth	Percentage of State Total
North Region	3,726,652,866	4,307,587,447	15.6%	19.2%
Central Region	4,137,527,830	4,943,201,274	19.5%	22.1%
South Region	2,944,647,817	3,563,027,014	21.0%	15.9%
Gulf Coast Region	8,859,807,976	9,573,800,982	8.1%	42.8%
State of Alabama	19,668,636,489	22,387,616,717	13.8%	100.0%

Travel-Related Earnings (\$)	2021	2022	Growth	Percentage of State Total
North Region	1,154,259,482	1,258,500,183	9.0%	17.0%
Central Region	1,499,543,382	1,610,791,379	7.4%	21.8%
South Region	1,095,258,319	1,213,109,456	10.8%	16.4%
Gulf Coast Region	3,010,935,044	3,315,288,613	10.1%	44.8%
State of Alabama	6,759,996,227	7,397,689,631	9.4%	100.0%

Travel-Related Employment	2021	2022	Growth	Percentage of State Total
Total – Direct and Indirect				
North Region	44,071	46,942	6.5%	19.7%
Central Region	57,775	60,334	4.4%	25.3%
South Region	40,516	43,871	8.3%	18.4%
Gulf Coast Region	84,972	87,594	3.1%	36.7%
State of Alabama	227,334	238,741	5.0%	100.0%

Direct				
North Region	29,667	31,599	6.5%	19.6%
Central Region	38,914	40,638	4.4%	25.2%
South Region	27,289	29,548	8.3%	18.4%
Gulf Coast Region	57,516	59,229	3.0%	36.8%
State of Alabama	153,386	161,015	5.0%	100.0%

Figure 2
2022 Travel-Related Total
Expenditures by Alabama Travel
Region



Travel-Generated Employment: County-By-County Basis

Total travel-generated employment in 2022 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 38 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 41 percent of all travel-related employment.
- Seven counties—Baldwin, Jefferson, Madison, Mobile, Montgomery, Shelby, and Tuscaloosa—account for 172,326 travel-related workers, which is 72 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 2022.

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	2020	2021	2022	Rate of Growth 2021-2022
Autauga	235	293	358	22.2%
Baldwin	34,420	43,145	44,370	2.8%
Barbour	537	711	719	1.1%
Bibb	23	25	22	-12.0%
Blount	73	100	107	7.0%
Bullock	10	16	15	-6.3%
Butler	440	580	604	4.1%
Calhoun	529	741	772	4.2%
Chambers	222	421	492	16.9%
Cherokee	154	225	270	20.0%
Chilton	335	426	451	5.9%
Choctaw	73	74	58	-21.6%
Clarke	442	535	593	10.8%
Clay	25	37	42	13.5%
Cleburne	148	220	224	1.8%
Coffee	645	882	966	9.5%
Colbert	678	964	1,011	4.9%
Conecuh	169	207	197	-4.8%
Coosa	38	62	82	32.3%
Covington	404	557	599	7.5%
Crenshaw	23	22	22	0.0%
Cullman	979	1,509	1,626	7.8%
Dale	402	571	502	-12.1%
Dallas	730	840	950	13.1%
DeKalb	803	1,248	1,316	5.4%
Elmore	1,588	2,080	2,255	8.4%
Escambia	452	809	748	-7.5%
Etowah	1,109	1,543	1,600	3.7%
Fayette	23	33	40	21.2%
Franklin	181	227	281	23.8%
Geneva	42	55	59	7.3%
Greene	77	121	115	-5.0%
Hale	9	11	12	9.1%
Henry	24	23	26	13.0%
Houston	2,267	3,090	3,256	5.4%
Jackson	476	651	731	12.3%

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

County	2020	2021	2022	Rate of Growth 2021-2022
Jefferson	13,653	20,990	21,804	3.9%
Lamar	8	8	10	25.0%
Lauderdale	1,543	2,268	2,393	5.5%
Lawrence	134	159	148	-6.9%
Lee	3,058	5,161	5,843	13.2%
Limestone	810	1,146	1,284	12.0%
Lowndes*	----	----	----	----
Macon	131	160	184	15.0%
Madison	9,906	14,145	4,878	5.2%
Marengo	409	525	523	-0.4%
Marion	259	394	400	1.5%
Marshall	1,963	2,470	2,787	12.8%
Mobile	11,031	14,371	14,860	3.4%
Monroe	277	342	367	7.3%
Montgomery	5,995	8,015	8,761	9.3%
Morgan	1,722	2,416	2,522	4.4%
Perry	53	68	80	17.6%
Pickens	28	35	35	0.0%
Pike	577	891	925	3.8%
Randolph	75	96	116	20.8%
Russell	683	745	925	24.2%
Shelby	3,225	4,800	4,974	3.6%
St. Clair	736	1,227	1,297	5.7%
Sumter	107	162	145	-10.5%
Talladega	906	1,314	1,469	11.8%
Tallapoosa	756	934	1,058	13.3%
Tuscaloosa	3,872	6,418	6,635	3.4%
Walker	538	765	763	-0.3%
Washington	8	9	14	55.6%
Wilcox	72	96	79	-17.7%
Winston	163	202	245	21.3%
State Total	111,483	153,386	161,015	5.0%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

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

County	2020	2021	2022	2021-2022 Rate of Growth
Autauga	349	435	532	22.3%
Baldwin	50,795	63,628	65,523	3.0%
Barbour	798	1,056	1,068	1.1%
Bibb	23	25	22	-12.0%
Blount	108	149	158	6.0%
Bullock	10	16	15	-6.3%
Butler	654	861	898	4.3%
Calhoun	794	1,113	1,159	4.1%
Chambers	330	625	731	17.0%
Cherokee	228	334	401	20.1%
Chilton	497	633	670	5.8%
Choctaw	111	111	87	-21.6%
Clarke	657	795	881	10.8%
Clay	38	55	62	12.7%
Cleburne	209	311	316	1.6%
Coffee	957	1,310	1,434	9.5%
Colbert	1,015	1,443	1,512	4.8%
Conecuh	251	308	292	-5.2%
Coosa	57	92	122	32.6%
Covington	600	828	890	7.5%
Crenshaw	35	33	33	0.0%
Cullman	1,455	2,241	2,416	7.8%
Dale	597	848	746	-12.0%
Dallas	1,084	1,248	1,411	13.1%
DeKalb	1,193	1,854	1,955	5.4%
Elmore	2,359	3,089	3,350	8.4%
Escambia	672	1,201	1,111	-7.5%
Etowah	1,647	2,292	2,376	3.7%
Fayette	34	50	60	20.0%
Franklin	269	337	418	24.0%
Geneva	62	81	87	7.4%
Greene	114	181	171	-5.5%
Hale	9	11	12	9.1%
Henry	36	35	40	14.3%
Houston	3,367	4,589	4,836	5.4%
Jackson	712	974	1,094	12.3%

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

County	2020	2021	2022	2021-2022 Rate of Growth
Jefferson	20,278	31,174	32,383	3.9%
Lamar	12	12	15	25.0%
Lauderdale	2,292	3,368	3,554	5.5%
Lawrence	200	237	221	-6.8%
Lee	4,542	7,665	8,677	13.2%
Limestone	1,203	1,702	1,907	12.0%
Lowndes*	-----	-----	-----	----
Macon	199	243	281	15.6%
Madison	14,713	21,008	22,096	5.2%
Marengo	595	765	761	-0.5%
Marion	379	576	585	1.6%
Marshall	2,916	3,668	4,139	12.8%
Mobile	16,384	21,344	22,071	3.4%
Monroe	412	508	545	7.3%
Montgomery	8,904	11,904	13,012	9.3%
Morgan	2,557	3,588	3,746	4.4%
Perry	79	100	119	19.0%
Pickens	41	51	52	2.0%
Pike	858	1,323	1,374	3.9%
Randolph	111	143	172	20.3%
Russell	1,015	1,107	1,373	24.0%
Shelby	4,789	7,129	7,387	3.6%
St. Clair	1,093	1,823	1,926	5.7%
Sumter	159	240	215	-10.4%
Talladega	1,346	1,951	2,182	11.8%
Tallapoosa	1,123	1,387	1,571	13.3%
Tuscaloosa	5,751	9,532	9,854	3.4%
Walker	799	1,137	1,133	-0.4%
Washington	12	14	20	42.9%
Wilcox	107	143	117	-18.2%
Winston	243	300	364	21.3%
State Total	165,238	227,334	238,741	5.0%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

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

County	2022	Share of Total
Baldwin	65,523	27.45%
Jefferson	32,383	13.56%
Madison	22,096	9.26%
Mobile	22,071	9.24%
Montgomery	13,012	5.45%
Tuscaloosa	9,854	4.13%
Lee	8,677	3.63%
Shelby	7,387	3.09%
Houston	4,836	2.03%
Marshall	4,139	1.73%
Morgan	3,746	1.57%
Lauderdale	3,554	1.49%
Elmore	3,350	1.40%
Cullman	2,416	1.01%
Etowah	2,376	1.00%
Talladega	2,182	0.91%
Dekalb	1,955	0.82%
St. Clair	1,926	0.81%
Limestone	1,907	0.80%
Tallapoosa	1,571	0.66%
Colbert	1,512	0.63%
Coffee	1,434	0.60%
Dallas	1,411	0.59%
Pike	1,374	0.58%
Russell	1,373	0.58%
Calhoun	1,159	0.49%
Walker	1,133	0.47%
Escambia	1,111	0.47%
Jackson	1,094	0.46%
Barbour	1,068	0.45%
Butler	898	0.38%
Covington	890	0.37%
Clarke	881	0.37%

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

County	2022	Share of Total
Marengo	761	0.32%
Dale	746	0.31%
Chambers	731	0.31%
Chilton	670	0.28%
Marion	585	0.25%
Monroe	545	0.23%
Autauga	532	0.22%
Franklin	418	0.18%
Cherokee	401	0.17%
Winston	364	0.15%
Cleburne	316	0.13%
Conecuh	292	0.12%
Macon	281	0.12%
Lawrence	221	0.09%
Sumter	215	0.09%
Randolph	172	0.07%
Greene	171	0.07%
Blount	158	0.07%
Coosa	122	0.05%
Perry	119	0.05%
Wilcox	117	0.05%
Choctaw	87	0.04%
Geneva	87	0.04%
Clay	62	0.03%
Fayette	60	0.03%
Pickens	52	0.02%
Henry	40	0.02%
Crenshaw	33	0.01%
Bibb	22	0.01%
Washington	20	0.01%
Bullock	15	0.01%
Lamar	15	0.01%
Hale	12	0.01%
State Total	238,741	100.00%

Table 15
Counties with Largest
Total Employment Growth in 2022

County	2020	2021	2022	2021 - 2022 Rate of Growth
Washington	12	14	20	42.9%
Coosa	57	92	122	32.6%
Lamar	12	12	15	25.0%
Franklin	269	337	418	24.0%
Russell	1,015	1,107	1,373	24.0%
Autauga	349	435	532	22.3%
Winston	243	300	364	21.3%
Randolph	111	143	172	20.3%
Cherokee	228	334	401	20.1%
Fayette	34	50	60	20.0%
Perry	79	100	119	19.0%
Chambers	330	625	731	17.0%
Macon	199	243	281	15.6%
Henry	36	35	40	14.3%
Tallapoosa	1,123	1,387	1,571	13.3%
Lee	4,542	7,665	8,677	13.2%
Dallas	1,084	1,248	1,411	13.1%
Marshall	2,916	3,668	4,139	12.8%
Clay	38	55	62	12.7%
Jackson	712	974	1,094	12.3%
Limestone	1,203	1,702	1,907	12.0%
Talladega	1,346	1,951	2,182	11.8%
Clarke	657	795	881	10.8%
Coffee	957	1,310	1,434	9.5%
Montgomery	8,904	11,904	13,012	9.3%
Hale	9	11	12	9.1%
Elmore	2,359	3,089	3,350	8.4%
Cullman	1,455	2,241	2,416	7.8%
Covington	600	828	890	7.5%
Geneva	62	81	87	7.4%
Monroe	412	508	545	7.3%
Blount	108	149	158	6.0%
Chilton	497	633	670	5.8%
St. Clair	1,093	1,823	1,926	5.7%
Lauderdale	2,292	3,368	3,554	5.5%
Dekalb	1,193	1,854	1,955	5.4%
Houston	3,367	4,589	4,836	5.4%
Madison	14,713	21,008	22,096	5.2%

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 Alabama Lodging Tax by Quarter 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 19.9 percent and 19.7 percent, respectively, of state lodging taxes being collected for each of these periods.

Figure 3

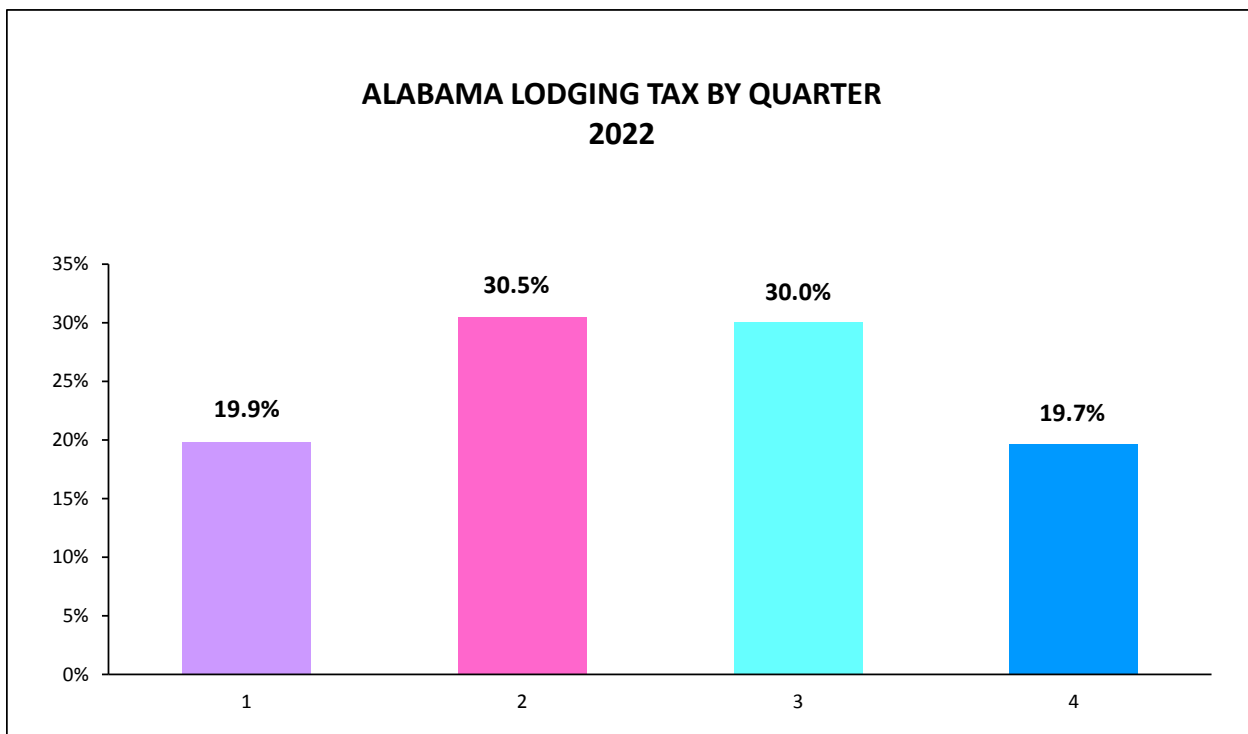


Table 16 represents the quarterly fluctuations for the seven counties in the state that have the highest levels of travel and tourism.

- Baldwin County shows the most seasonality in travel and tourism activities. Almost three-quarters (71 percent) of all 2022 lodging taxes in this county were collected in the second and third quarters. The first and fourth quarters had 16 percent and 13 percent shares, respectively, of taxes collected.
- Of the seven major travel destinations in the state, all showed variations due to seasonality. Baldwin, Jefferson, Madison, Mobile, Montgomery and Shelby all showed increased activity in the second and third quarters. Tuscaloosa had increased activity in the second, third and fourth quarters of the year.

Table 16
Ratio of Counties’ Quarterly to Annual Lodging Tax

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Baldwin	16%	36%	35%	13%
Jefferson	22%	29%	26%	23%
Madison	21%	27%	28%	24%
Mobile	24%	28%	27%	21%
Montgomery	23%	26%	27%	24%
Shelby	22%	29%	27%	22%
Tuscaloosa	20%	25%	28%	28%

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 12 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
- Daphne-Fairhope-Foley**.....Baldwin
- 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**.....Hale, Pickens 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:

- 90 percent of all the lodging tax in the state is collected in these 12 MSAs.
- The Daphne-Fairhope-Foley MSA is largest in terms of travel-related spending.
- Birmingham-Hoover MSA is second, Huntsville MSA is third and Mobile 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.....Daphne-Fairhope-Foley, 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 Southern Area has the largest lodging tax share, with 45.3 percent of the state's total.
- The Central Area is second, in terms of travel and tourism activities, with 30.0 percent of the state's total.
- The Northern Area is ranked third in comparison to the Central and Northern areas, with a 14.7 percent share of the state's travel and tourism activities.

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

MSAs	2020	2021	2022
Anniston-Oxford	1.3%	1.2%	1.2%
Auburn-Opelika	2.4%	2.8%	3.3%
Birmingham-Hoover	13.8%	14.6%	15.5%
Decatur	2.0%	1.8%	1.7%
Daphne-Fairhope-Foley	37.6%	38.3%	36.2%
Dothan	1.9%	1.7%	1.7%
Florence-Muscle Shoals	1.9%	1.9%	1.9%
Gadsden	1.0%	1.0%	0.9%
Huntsville	9.9%	9.7%	10.2%
Mobile	8.2%	7.6%	7.4%
Montgomery	6.0%	5.6%	6.2%
Tuscaloosa	3.3%	3.7%	3.9%

Table 18
MSA State Lodging Tax by Designated Demographic Areas

Areas	2020	2021	2022
Northern	14.8%	14.4%	14.7%
Central – Total	26.8%	27.9%	30.0%
Central – Anniston-Oxford, Birmingham-Hoover and Tuscaloosa	18.4%	19.5%	20.5%
Central –Auburn-Opelika and Montgomery	8.4%	8.4%	9.5%
Southern	47.6%	47.6%	45.3%

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

County	2020	2021	2022	2021-2022 Rate of Growth
Autauga	10,497,108	13,136,003	16,454,300	25.3%
Baldwin	1,599,906,111	2,429,437,462	2,700,339,827	11.2%
Barbour	19,734,664	25,653,225	25,874,918	0.9%
Bibb	780,445	848,706	851,208	0.3%
Blount	2,656,852	3,548,817	3,830,578	7.9%
Bullock	225,089	368,186	372,723	1.2%
Butler	18,175,731	23,625,287	24,736,424	4.7%
Calhoun	20,021,398	27,803,302	29,342,548	5.5%
Chambers	7,833,890	15,017,678	17,002,317	13.2%
Cherokee	8,185,934	11,894,467	13,510,348	13.6%
Chilton	11,785,619	15,141,765	16,369,419	8.1%
Choctaw	2,998,433	3,014,519	2,290,048	-24.0%
Clarke	17,345,140	20,870,440	22,984,717	10.1%
Clay	677,604	978,031	1,085,094	10.9%
Cleburne	5,329,719	7,911,180	8,036,120	1.6%
Coffee	23,809,574	32,373,179	36,350,672	12.3%
Colbert	25,047,086	35,572,204	37,812,271	6.3%
Conecuh	6,114,542	7,431,968	6,969,409	-6.2%
Coosa	1,293,259	2,071,253	2,581,086	24.6%
Covington	14,630,652	20,170,155	21,099,855	4.6%
Crenshaw	827,910	815,447	819,235	0.5%
Cullman	38,504,362	59,505,995	65,078,102	9.4%
Dale	15,742,181	22,521,791	19,187,025	-14.8%
Dallas	28,010,217	32,208,814	39,068,667	21.3%
DeKalb	31,213,456	48,071,592	50,957,610	6.0%
Elmore	60,558,059	82,187,127	91,404,796	11.2%
Escambia	17,484,208	31,184,967	28,373,237	-9.0%
Etowah	41,486,090	57,684,556	60,142,127	4.3%
Fayette	827,051	1,199,132	1,403,515	17.0%
Franklin	7,066,564	8,915,385	10,854,971	21.8%
Geneva	1,503,330	1,995,136	2,154,907	8.0%
Greene	2,801,584	4,484,892	4,254,526	-5.1%
Hale	210,165	254,982	269,215	5.6%
Henry	905,365	892,428	999,580	12.0%
Houston	89,401,689	122,651,278	131,308,773	7.1%
Jackson	17,801,206	24,550,046	26,195,136	6.7%

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

County	2020	2021	2022	2021 - 2022 Rate of Growth
Jefferson	535,493,690	830,628,043	894,266,464	7.7%
Lamar	339,373	352,565	408,176	15.8%
Lauderdale	56,488,438	82,241,359	88,160,695	7.2%
Lawrence	4,791,841	5,702,587	5,291,489	-7.2%
Lee	126,927,775	213,114,533	252,562,462	18.5%
Limestone	30,477,476	42,991,993	47,622,730	10.8%
Lowndes*	-----	-----	-----	-----
Macon	4,754,812	5,826,776	6,671,254	14.5%
Madison	398,203,752	569,278,438	625,561,300	9.9%
Marengo	14,006,422	17,788,867	17,773,581	-0.1%
Marion	9,552,301	14,522,402	14,612,768	0.6%
Marshall	72,174,452	92,646,015	106,056,997	14.5%
Mobile	428,012,875	581,497,582	614,948,786	5.8%
Monroe	9,381,956	11,585,872	12,393,053	7.0%
Montgomery	245,037,050	340,249,815	380,686,048	11.9%
Morgan	62,898,844	88,948,034	92,938,506	4.5%
Perry	1,744,599	2,206,593	2,547,029	15.4%
Pickens	1,095,871	1,347,430	1,355,967	0.6%
Pike	21,105,798	32,562,846	33,800,180	3.8%
Randolph	1,942,352	2,499,793	2,927,052	17.1%
Russell	27,039,886	29,282,309	35,582,214	21.5%
Shelby	117,452,078	174,893,026	184,582,433	5.5%
St. Clair	25,631,335	43,132,460	45,601,489	5.7%
Sumter	3,501,893	5,283,943	4,598,492	-13.0%
Talladega	32,551,080	46,851,844	50,942,210	8.7%
Tallapoosa	25,238,446	31,413,765	36,230,507	15.3%
Tuscaloosa	152,426,687	253,160,184	274,161,906	8.3%
Walker	22,608,480	32,062,815	31,974,606	-0.3%
Washington	296,845	343,837	484,849	41.0%
Wilcox	2,561,628	3,403,514	2,706,529	-20.5%
Winston	6,706,088	8,185,592	9,874,555	20.6%
State Total	4,591,836,410	6,759,996,227	7,397,689,631	9.4%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

Table 20
Travel-Related Expenditures by County

County	2020	2021	2022	2021-2022 Rate of Growth
Autauga	29,599,273	37,068,002	48,293,171	30.3%
Baldwin	4,880,822,653	7,320,185,712	7,865,473,452	7.4%
Barbour	53,116,703	69,857,783	70,675,337	1.2%
Bibb	2,702,549	2,941,119	2,566,222	-12.7%
Blount	7,235,976	10,035,287	11,414,496	13.7%
Bullock	1,139,046	1,864,575	1,699,858	-8.8%
Butler	44,166,500	59,070,999	64,700,254	9.5%
Calhoun	63,773,458	89,308,825	98,665,470	10.5%
Chambers	22,089,651	42,377,834	54,304,079	28.1%
Cherokee	29,277,604	42,573,256	50,295,460	18.1%
Chilton	34,244,645	43,740,832	48,044,048	9.8%
Choctaw	8,378,939	8,415,405	6,457,901	-23.3%
Clarke	47,896,961	58,893,526	73,329,845	24.5%
Clay	1,202,217	1,747,026	1,973,274	13.0%
Cleburne	13,004,328	19,285,738	19,635,489	1.8%
Coffee	65,619,039	89,833,417	106,688,785	18.8%
Colbert	71,839,333	101,534,310	113,680,947	12.0%
Conecuh	16,482,446	20,212,365	19,138,323	-5.3%
Coosa	3,292,444	5,338,372	7,048,733	32.0%
Covington	45,119,693	62,790,407	68,386,286	8.9%
Crenshaw	2,359,806	2,301,079	2,299,099	-0.1%
Cullman	124,435,803	193,876,162	221,117,816	14.1%
Dale	44,389,096	63,553,414	56,313,689	-11.4%
Dallas	78,981,952	90,888,867	114,666,066	26.2%
DeKalb	96,722,344	149,801,478	162,915,986	8.8%
Elmore	175,313,286	236,478,625	284,073,683	20.1%
Escambia	46,770,969	84,454,759	78,007,874	-7.6%
Etowah	135,964,126	191,847,752	205,769,835	7.3%
Fayette	2,235,660	3,262,041	4,007,913	22.9%
Franklin	19,925,980	25,157,997	31,859,210	26.6%
Geneva	4,400,958	5,807,247	6,324,627	8.9%
Greene	4,914,149	7,795,644	7,384,719	-5.3%
Hale	1,063,528	1,291,286	1,418,018	9.8%
Henry	4,374,664	4,290,787	4,882,633	13.8%
Houston	246,018,345	338,508,800	385,389,668	13.8%
Jackson	56,799,013	77,339,048	86,254,796	11.5%

Table 20 (Continued)
Travel-Related Expenditures by County

County	2020	2021	2022	2021-2022 Rate of Growth
Jefferson	1,453,128,289	2,301,073,871	2,847,652,827	23.8%
Lamar	891,163	918,927	1,118,984	21.8%
Lauderdale	191,023,670	280,510,216	322,610,470	15.0%
Lawrence	15,703,240	18,701,796	17,437,121	-6.8%
Lee	332,162,662	558,313,098	747,877,834	34.0%
Limestone	101,120,323	142,587,239	159,787,637	12.1%
Lowndes*	----	----	----	----
Macon	5,563,732	6,820,351	7,992,130	17.2%
Madison	1,220,260,858	1,768,002,820	2,119,885,318	19.9%
Marengo	36,458,419	46,652,795	46,898,009	0.5%
Marion	35,488,272	53,726,484	54,589,385	1.6%
Marshall	246,932,270	315,178,278	366,741,087	16.4%
Mobile	1,130,984,963	1,539,622,264	1,708,327,530	11.0%
Monroe	24,683,666	30,161,637	32,686,396	8.4%
Montgomery	640,420,857	889,930,671	1,133,250,146	27.3%
Morgan	239,128,149	333,188,544	354,246,184	6.3%
Perry	4,666,319	5,922,851	7,001,447	18.2%
Pickens	3,810,273	4,687,175	4,749,298	1.3%
Pike	57,235,986	89,102,576	93,145,800	4.5%
Randolph	7,754,151	10,092,604	12,277,927	21.7%
Russell	72,450,529	78,832,505	100,482,944	27.5%
Shelby	275,973,708	410,694,152	455,200,948	10.8%
St. Clair	69,237,826	116,649,684	124,358,796	6.6%
Sumter	9,874,479	14,910,563	13,496,520	-9.5%
Talladega	86,725,638	126,132,434	144,247,537	14.4%
Tallapoosa	76,226,671	94,469,199	106,336,102	12.6%
Tuscaloosa	450,017,762	748,968,572	895,241,971	19.5%
Walker	60,208,074	85,919,081	86,470,952	0.6%
Washington	806,668	939,875	1,423,026	51.4%
Wilcox	7,223,164	9,604,252	7,943,630	-17.3%
Winston	18,403,481	22,592,199	28,981,699	28.3%
State Total	13,360,238,399	19,668,636,489	22,387,616,717	13.8%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

Table 21
Annual State Lodging Tax

County	2020	2021	2022	2021-2022 Dollar Increase/ Decrease	2021-2022 Rate of Growth
Autauga	143,295	179,453	233,796	54,343	30.28%
Baldwin	24,693,173	37,034,846	39,786,464	2,751,618	7.43%
Barbour	257,147	338,194	342,152	3,958	1.17%
Bibb	13,587	14,786	12,901	-1,885	-12.75%
Blount*	38,126	52,876	60,143	7,267	13.74%
Bullock	5,726	9,374	8,546	-828	-8.83%
Butler	209,930	280,773	307,530	26,757	9.53%
Calhoun	840,063	1,176,431	1,299,683	123,252	10.48%
Chambers	107,939	207,076	265,352	58,276	28.14%
Cherokee*	142,317	206,947	244,485	37,538	18.14%
Chilton	165,784	211,757	232,590	20,833	9.84%
Choctaw	42,124	42,307	32,466	-9,841	-23.26%
Clarke	231,877	285,114	355,002	69,888	24.51%
Clay	6,044	8,783	9,920	1,137	12.95%
Cleburne	65,378	96,957	98,715	1,758	1.81%
Coffee	326,749	447,325	531,256	83,931	18.76%
Colbert*	353,899	500,185	560,022	59,837	11.96%
Conecuh	82,863	101,615	96,215	-5,400	-5.31%
Coosa	16,552	26,838	35,437	8,599	32.04%
Covington	195,407	271,936	296,171	24,235	8.91%
Crenshaw	35,201	34,325	34,295	-30	-0.09%
Cullman*	621,026	967,585	1,103,540	135,955	14.05%
Dale	214,895	307,673	272,624	-35,049	-11.39%
Dallas	240,616	276,891	349,327	72,436	26.16%
DeKalb*	494,287	765,540	832,560	67,020	8.75%
Elmore	881,365	1,188,866	1,428,144	239,278	20.13%
Escambia	235,135	424,585	392,175	-32,410	-7.63%
Etowah*	680,520	960,226	1,029,908	69,682	7.26%
Fayette	10,961	15,993	19,650	3,657	22.87%
Franklin*	124,027	156,593	198,303	41,710	26.64%
Geneva	22,125	29,195	31,796	2,601	8.91%
Greene	31,777	50,411	47,753	-2,658	-5.27%
Hale	5,296	6,430	7,061	631	9.81%
Henry	21,993	21,571	24,547	2,976	13.80%
Houston	1,191,017	1,638,780	1,865,738	226,958	13.85%

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

Table 21 (Continued)
Annual State Lodging Tax

County	2020	2021	2022	2021-2022 Dollar Increase/ Decrease	2021-2022 Rate of Growth
Jackson*	349,738	476,213	531,112	54,899	11.53%
Jefferson	6,870,428	10,879,536	13,463,776	2,584,240	23.75%
Lamar	4,480	4,620	5,626	1,006	21.77%
Lauderdale*	918,645	1,348,992	1,551,455	202,463	15.01%
Lawrence*	84,102	100,162	93,389	-6,773	-6.76%
Lee	1,608,057	2,702,890	3,620,606	917,716	33.95%
Limestone*	600,800	847,173	949,369	102,196	12.06%
Lowndes#	-----	-----	-----	-----	-----
Macon	27,971	34,288	40,179	5,891	17.18%
Madison*	5,889,274	8,532,810	10,231,080	1,698,270	19.90%
Marengo	183,290	234,541	235,774	1,233	0.53%
Marion*	179,938	272,413	276,788	4,375	1.61%
Marshall*	809,101	1,032,717	1,201,668	168,951	16.36%
Mobile	5,375,743	7,318,058	8,119,939	801,881	10.96%
Monroe	124,094	151,634	164,327	12,693	8.37%
Montgomery	2,904,680	4,036,352	5,139,947	1,103,595	27.34%
Morgan*	1,199,977	1,671,984	1,777,654	105,670	6.32%
Perry	23,236	29,493	34,864	5,371	18.21%
Pickens	12,228	15,042	15,241	199	1.32%
Pike	287,747	447,952	468,279	20,327	4.54%
Randolph	38,983	50,739	61,726	10,987	21.65%
Russell	350,746	381,642	486,455	104,813	27.46%
Shelby	1,323,779	1,970,001	2,183,489	213,488	10.84%
St. Clair	348,084	586,441	625,198	38,757	6.61%
Sumter	49,170	74,247	67,206	-7,041	-9.48%
Talladega	416,002	605,027	691,921	86,894	14.36%
Tallapoosa	383,220	474,932	534,591	59,659	12.56%
Tuscaloosa	2,139,003	3,559,961	4,255,221	695,260	19.53%
Walker	302,688	431,947	434,722	2,775	0.64%
Washington	4,055	4,725	7,154	2,429	51.41%
Wilcox	35,628	47,373	39,182	-8,191	-17.29%
Winston*	114,550	140,622	180,393	39,771	28.28%
State Total	65,708,499	96,803,637	109,942,635	13,138,998	13.57%

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

#No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

ALABAMA TOURISM DEPARTMENT STAFF

ADMINISTRATIVE DIVISION

Lee Sentell – Director
Mickie Justice – Executive Assistant
Charlene Anderson

FINANCIAL SERVICES DIVISION

Grant Wallace – Finance Director
Leigh Cross
Dawn Chandler
Amy Jordan

MARKETING DIVISION

Grey Brennan – Deputy Director
Jade Moye – Executive Assistant
Courtney Austin
Shawna Faniel
Rosemary Judkins
Brooklyn Lundy
Jamie Martin
Erin Norton
Pam Smith
Jo Jo Terry

MAIL DIVISION

Mattie Pierce – Distribution Manager
Bryan Oswalt
Brandon Walker

PERSONNEL DIVISION

Lori Syck – Personnel Director

PUBLICATIONS DIVISION

Rick Harmon – Publications Manager
Dwayne O’Riley
Morgan Williamson

GOVERNOR’S MANSION GIFT SHOP

Nicole Owens – Manager
Jessica Niedenthal

RETIRED EMPLOYEES

Marilyn Stamps
Kerry Teague

ARDMORE WELCOME CENTER

Trisa Collier – Welcome Center
Administrator
Jessica Jackson – Manager
Sherry Griffith
Bernice Hopson
David Stanford

BALDWIN WELCOME CENTER

Ursel Forbes – Manager
Shalynthia Bascom
Paul Shestak
Barbara Trevathan
Jessica Thomas

CLEBURNE WELCOME CENTER

Patrick Greenia – Manager
Tabetha Akins
Natalie Atkinson
Aundria Sanders
Lora Walker

DEKALB WELCOME CENTER

Sosthenes Sealy – Acting Manager
Cathy Cureton
Kelli Dawson
Tindra Hammett
Heather Tuxbury

GRAND BAY WELCOME CENTER

Emily White – Manager
Connie Douglas
Anne Hayden
Sandra Presley
Minnie Spicer
Antonio Stanford

HOUSTON WELCOME CENTER

Deborah Tillis – Manager
Tiffiney Cole
Jennifer Strickland
Anne Tiller

LANETT WELCOME CENTER

Laura Smith – Manager
Linda Adams
Melinda Edwards
Greg Greenia
Gabby Striblin

SUMTER WELCOME CENTER

Gerlena Hale – Manager
Christine Boyd
Sandy Jenkins
Belinda Nation
Teresa Winn

Spending by tourists in Alabama 2013 - 2022

Year	Expenditure Amount (\$)
2013	10,992,687,443
2014	11,790,985,168
2015	12,696,882,066
2016	13,387,327,118
2017	14,334,047,620
2018	15,558,256,428
2019	16,777,421,546
2020	13,360,238,399
2021	19,668,636,489
2022	22,387,616,717

