

# Alabama Tourism Industry Economic Impact Report 2021



ALABAMA TOURISM DEPARTMENT ANNUAL REPORT



KAY IVEY  
GOVERNOR



## Alabama Tourism Department



LEE SENTELL  
DIRECTOR

### Alabama Tourism's Great Recovery

By Lee Sentell

**For four of the first five years that Kay Ivey served as governor, Alabama's tourism industry grew by an additional one million people a year who spent a billion more dollars each year than they did the previous year.**

The national tourism industry suffered a drop of 45% during 2020, the peak year of the COVID pandemic. Alabama, on the other hand, lost only 20% of its revenue from 2019. Alabama **ranked among the top six states** for *least loss* of revenue.

Alabama recovered strongly in 2021 when **26% more tourists** vacationed in Alabama than the previous year. Those **28.2 million visitors** spent a record amount of **almost \$20 billion**. This was **\$3 billion higher** than the prior record two years earlier, according to state economist Dr. Keivan Deravi.

**Thanks to a partnership with the Retirement Systems of Alabama**, the number of television markets in which Alabama tourism commercials are aired at no cost has grown in three years from **44 to 113 markets**. Commercials promoting Alabama attractions including the RSA's Robert Trent Jones Golf Trail now reach **36% of the nation's households**.

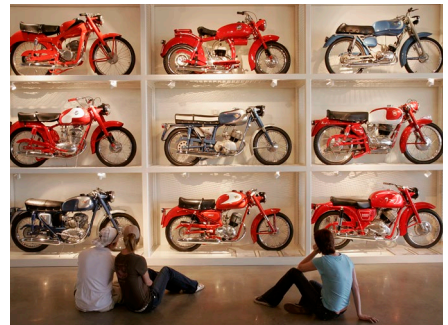
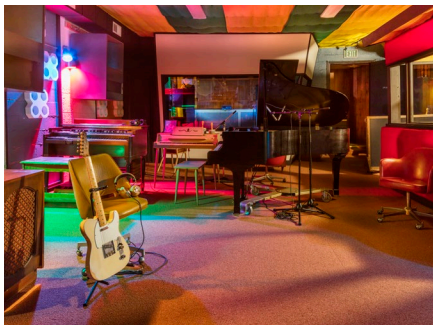
With tourists returning in record numbers in 2021, industry employment surged from an estimated 165,238 workers during the COVID year in 2020 to **227,334 employees** last year.

Two strategic actions by **Gov. Ivey helped Alabama's tourism industry almost double in revenue in only 10 years**. Revenues went from \$10.7 billion in 2012 in expenditures under the previous administration to **\$19.7 billion in 2021 under Gov. Ivey**.

First, she reopened the state's Gulf Coast beaches on May 1, 2021 that had been closed due to COVID. The action drew record numbers of out-of-state travelers back to Alabama's coastal beaches.

Also, the governor funded a \$10 million federal CARES grant that the Alabama Tourism Department requested. The mission was to create and transmit digital ads that showcased attractions in each of the state's 67 counties. The ads were seen in surrounding states some **268 million times** during a six-week period. The campaign generated a dramatic surge in inquiries from prospective vacationers.

Google Search collects inquiries about hotels, cities, attractions, restaurants and airlines by state. Searches for Alabama travel information jumped from 30th place two years earlier to **fourth place among the 50 states**, according to the U.S. Travel Association. More people searched for Alabama information than they did for such populous states as Texas, California, Hawaii and New York.



# **Economic Impact**

## **ALABAMA TRAVEL INDUSTRY 2021**



Tourism helped fund 227,334 jobs last year. Every \$128,231 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.

**\$72,602,073 of  
Alabama's 4% state  
lodging tax went to the  
state's General Fund.**

**In the previous year the  
tax was \$49,281,378.**

## Executive Summary

- Travelers are estimated to have spent \$19.6 billion in Alabama in 2021. This represents an increase of 47% as compared to 2020 spending.
- Based on the primary and secondary data, it is estimated that more than 28.2 million people visited the State of Alabama during 2021.
- In 2021, \$1.1 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 \$631 in additional taxes to maintain current service levels.
- Travel industry expenditures represent 8.2% of Alabama's Gross Domestic Product – overall production – in 2021.
- An estimated 227,334 jobs – 11.1% 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 2021 is estimated to be \$6.7 billion.
- Every \$128,231 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 \$0.34.
- The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile and Montgomery, accounting for 69.6% of the total number of visitors to the state.

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### **CARES Act campaign makes a difference**

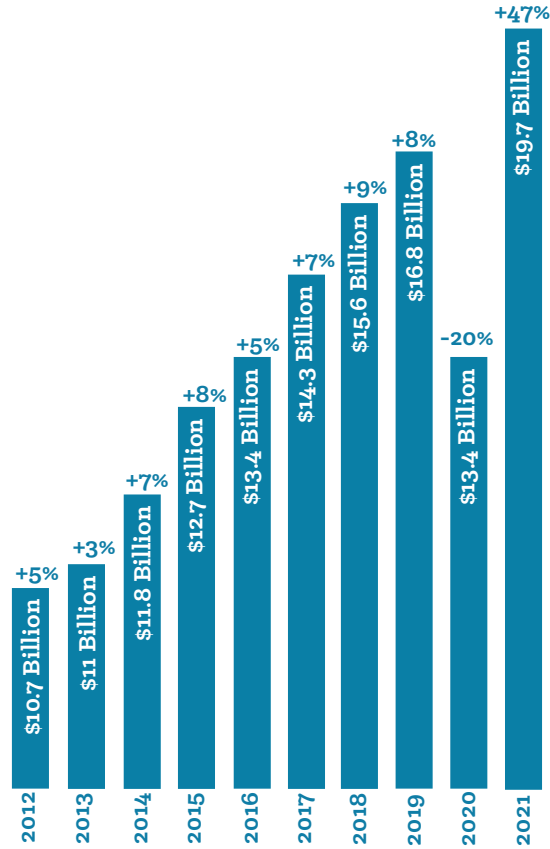


GREY BRENNAN  
DEPUTY DIRECTOR

With a \$10 million federal grant from Gov. Kay Ivey, Tourism Department Deputy Director Grey Brennan and Intermark Group of Birmingham organized the CARES Act Marketing Campaign that promoted multiple tourist attractions in each of the 67 counties that helped Alabama recover from the COVID pandemic. The sites included Baldwin County’s Gulf Coast Zoo, Barbour County’s Lakepoint State Park Resort, Bibb County’s Cahaba River National Wildlife Refuge, Blount County’s Rickwood Caverns State Park, Bullock County’s Field Trails Mural, the Hank Williams Sr. Boyhood Home in Butler County, the Anniston Museum of Natural History in Calhoun County, the Joe Lewis Statue in Chambers County, Orbix Hot Glass in Cherokee County, the Confederate Memorial Park in Chilton County, the Choctaw County Historical Museum, the Clarke County Historical Museum, the Gold Camp in Clay County, Cheaha State Park in Cleburne County, the old Coffee County Jail, the Alabama Music Hall of Fame in Colbert County, the Harvest Pantry in Conecuh County, the Pinhoti Trailhead in Coosa County, Conecuh National Forest in Covington

County, the Crenshaw County Lake, the EWTN’s Shrine of the Most Blessed Sacrament in Cullman County, Old Cahawba Archaeological Park in Dallas County, Little River Canyon National Preserve in DeKalb County, Coosa River Adventures in Elmore County, Wind Creek Casino in Escambia County, Noccoalula Falls in Etowah County, Fannie’s Restaurant in Fayette County, Dismals Canyon in Franklin County, Constitution Oak Tree in Geneva County, Everhope Plantation in Greene County, Moundville Archaeological Park in Hale County, Huggin’ Molly’s Restaurant in Henry County, Landmark Park in Houston County, Unclaimed Baggage in Jackson County, Robert Trent Jones Golf Trail in Jefferson County, Lamar County Fishing Lake, FAME Recording Studios in Lauderdale County, Jesse Owens Memorial Park & Museum in Lawrence County, the Jule Collins Smith Museum of Fine Art in Lee County, the Alabama Veterans Museum and Archives in Limestone County, Priestester’s Pecans Retail Store in Lowndes County, Tuskegee History Center in Macon County, Huntsville Botanical Gardens in Madison County, Rural Heritage Center in Marengo County, Brown Pottery & Sons in Marion County, Cathedral Caverns in Marshall County, Bellingrath Gardens & Home in Mobile County, “To Kill a Mockingbird” Sculpture in Monroe County, Rosa Parks Museum in Montgomery County, Cook Museum of Natural Science in Morgan County, Moore-Webb-Holmes Plantation in Perry County, Pickens County Courthouse, Pioneer Museum of Alabama in Pike County, Lake Wedowee in Randolph County, Fort Mitchell Historic Site in Russell County, Shelby County Arts Center, Horse Pens 40 in St. Clair County, Sumter County Nature Trails, Talladega Superspeedway in Talladega County, Wind Creek State Park in Tallapoosa County, Moundville Archaeological Park in Tuscaloosa County, Walker County Lake, St. Stephens Historical Park in Washington County, Gee’s Bend Ferry in Wilcox County, and Sipsey Wilderness in Winston County.

**Figure 1**  
**Alabama Tourism Expenditures 2012-2021**



**From 2003 to 2021, tourism expenditures in Alabama have increased 188%.**

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



## Introduction

The tourism industry in Alabama rebounded with a vengeance in 2021.

It grew an impressive 47% over the COVID-depressed economy of 2020. Visitors' expenditures increased by \$7 billion, from \$13 billion in 2020 to \$20 billion in 2021. The tourism industry in Alabama also regained all the jobs it lost in 2020 and led the state to a full labor market recovery in 2021. The rebound in tourism was a major catalyst for propelling the Alabama state economy into its post-COVID recovery. With more than 227,000 jobs and \$6.8 billion in payroll, the Alabama tourism industry cemented its importance to the overall health of Alabama's economy.

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2021. Information sources used to prepare this report include 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 2021 report.

Additional sources of information were used in preparing the 2021 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 and the 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 preparing 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 2021, 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 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>2020</u>	<u>2021</u>	<u>2020</u>	<u>2021</u>
Baldwin	5,956,566	8,037,849	1,720,322	2,139,084
Jefferson	2,394,076	3,188,305	1,525,026	2,030,950
Mobile	2,813,422	3,288,205	1,637,412	1,913,735
Madison	2,810,094	3,708,695	1,953,015	2,577,543
Montgomery	1,224,802	1,460,646	745,941	889,577
Other Counties	7,320,751	8,611,868	7,904,491	9,907,221
<b>State of Alabama</b>	<b>22,519,710</b>	<b>28,295,567</b>	<b>15,486,207</b>	<b>19,458,111</b>

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 (Hotel and Motels) Annual Monthly Average*	
	<u>2020</u>	<u>2021</u>	<u>2020</u>	<u>2021</u>	<u>2020</u>	<u>2021</u>
Baldwin (hotel only)	53.9	66.6	132	169	196,437	200,902
Jefferson	47.8	60.4	83	99	408,366	441,224
Madison	53.3	67.9	81	95	220,078	227,365
Mobile	53.2	63.5	76	89	230,026	226,939
Montgomery	50.4	60.5	71	80	195,798	195,427
<b>State of Alabama</b>	<b>49.6</b>	<b>61.0</b>	<b>82</b>	<b>98</b>	<b>2,321,227</b>	<b>2,387,435</b>

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

It is estimated that more than 28.2 million visitors made Alabama their travel destination in 2021. It is also estimated that Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, 69.6% of the travelers chose these counties as their destination.

## Travel Industry Expenditures in Alabama

In 2021, it is estimated that travelers spent \$19.6 billion in Alabama. This represents an increase of 47% as compared to 2020 spending, as shown in Table 3.

**Table 3**  
**Travel Expenditures in Alabama**

Year	Expenditures	Change
2021	\$19,668,636,489	+47%
2020	\$13,360,238,399	-20%
2019	\$16,777,421,546	----

In order to compare the growth of travel industry expenditures to Alabama's overall economy, travel expenditures for 2019 through 2021 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 2019-2020\***

Year	Alabama Gross Domestic Product	Services	Travel Industry
2021	6.6%	11.9%	+46.6%
2020	-1.4%	-4.1%	-20.9%
2019	1.0%	2.7%	7.4%

As shown in Table 4, growth in the travel industry for 2021 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 8.2% of all statewide economic activities in Alabama.

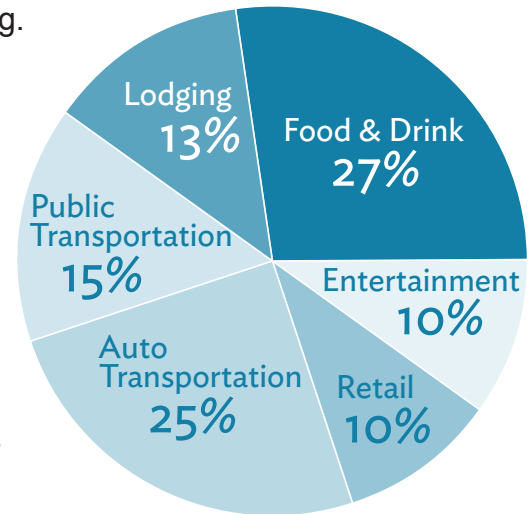
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\*Source: Bureau of Economic Analysis (BEA), U.S. Department of Commerce. For the Alabama Gross Domestic Product and Service percentage changes, the 2019 and 2020 numbers are actual numbers and the 2021 figures are our estimates.

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 - 2021**

	Expenditures	
Lodging Facilities	\$2,623,387,925	13%
Eating and Drinking Establishments	\$5,262,712,194	27%
General Retail	\$1,925,641,638	10%
Entertainment	\$1,884,207,142	10%
Public Transportation	\$2,886,337,610	15%
Auto Transportation	<u>\$5,086,349,981</u>	<u>25%</u>
<b>Total</b>	<b>\$19,668,636,489</b>	<b>100%</b>



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

### Travel - Generated Employment

In 2021, an estimated 153,385 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 54% of all the travel-related jobs created in the state in 2021. Other industries that benefited strongly were lodging facilities and entertainment.

**Table 6  
Travel-Related Direct Employment - 2021**

	Persons Employed	Share of Total
Lodging Facilities	30,953	20%
Eating and Drinking Establishments	82,383	54%
General Retail	10,435	7%
Entertainment	19,011	12%
Public Transportation	3,925	3%
Auto Transportation	<u>6,678</u>	<u>4%</u>
<b>Total</b>	<b>153,385</b>	<b>100%</b>

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 153,385 direct jobs led to the creation of 73,949 additional, or indirect, jobs in the state in 2021.

**Table 7**  
**Travel Industry Total (Impact) Employment - 2021**

	Direct	Indirect (Other Industries)	Total
Lodging Facilities	30,953	19,547	50,500
Eating and Drinking Establishments	82,383	31,050	113,433
General Retail	10,435	4,640	15,075
Entertainment	19,011	7,336	26,347
Public Transportation	3,925	2,479	6,404
Auto Transportation	<u>6,678</u>	<u>8,897</u>	<u>15,575</u>
<b>Total</b>	<b>153,385</b>	<b>73,949</b>	<b>227,334</b>

This overall job creation impact of 227,334 jobs is impressive. According to this analysis, 11.1% of all the non-agricultural employment in the State of Alabama in 2021 was directly and indirectly associated with the state’s travel industry.\*

Furthermore, the analysis shows that every \$128,231 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 2021 are presented in Table 8.

**Table 8**  
**Travel-Related Direct Earnings - 2021**

	Earnings	Share of Total
Lodging Facilities	\$746,681,788	20%
Eating and Drinking Establishments	\$1,567,894,760	42%
General Retail	\$260,527,986	7%
Entertainment	\$541,123,921	14%
Public Transportation	\$411,342,274	11%
Auto Transportation	<u>\$241,791,626</u>	<u>6%</u>
<b>Total</b>	<b>\$3,769,326,355</b>	<b>100%</b>

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\*The 2021 Alabama state non-agricultural employment was 2,039,700. This information was provided by the Alabama Department of Industrial Relations – Labor Market Division.

It is estimated that, in 2021, the travel industry was responsible for generating \$3.7 billion in direct earnings in Alabama. The growth rate in direct travel-related earnings shows an increase of 47% as compared to 2020.

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 - 2021**

	<b>Direct</b>	<b>Indirect</b> <b>(Other Industries)</b>	<b>Total</b>
Lodging Facilities	\$746,681,788	\$655,885,283	\$1,402,567,071
Eating and Drinking Establishments	\$1,567,894,760	\$1,224,369,018	\$2,792,263,778
General Retail	\$260,527,986	\$163,689,734	\$424,217,720
Entertainment	\$541,123,921	\$385,713,131	\$926,837,052
Public Transportation	\$411,342,274	\$353,301,880	\$764,644,154
Auto Transportation	<u>\$241,791,626</u>	<u>\$207,674,826</u>	<u>\$449,466,452</u>
<b>Total</b>	<b>\$3,769,362,355</b>	<b>\$2,990,633,872</b>	<b>\$6,759,996,227</b>

The total impact of the travel industry on Alabama's earning power is estimated to be \$6.7 billion for 2021. This includes direct earnings of \$3.7 billion and an indirect impact of \$3 billion. This suggests that the industry was responsible for 4.4% of total earnings in the state in 2021.

Additionally, every \$1 in travel-related spending translates to \$0.19 in direct earnings. The indirect impact is estimated to amount to an additional \$0.15 in earnings, bringing the total to \$0.34.

This suggests that for every \$1 in travel-related expenditures, the state directly and indirectly retains \$0.34 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 2019-2021**

<b>Year</b>	<b>State Revenue</b>	<b>Local Revenue</b>	<b>Total</b>	<b>% Change</b>
2021	\$850,682,185	\$341,069,144	\$1,191,751,329	+47.0%
2020	\$577,839,587	\$231,676,714	\$809,516,301	-20.1%
2019	\$722,711,634	\$289,761,139	\$1,012,472,773	---

We estimate that in 2021, \$1.1 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 \$631 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.

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\*The U.S. Census 2020 number of Alabama households was 1,888,504 This information was provided by the U.S. Census Bureau.

## Alabama Travel Data by Region

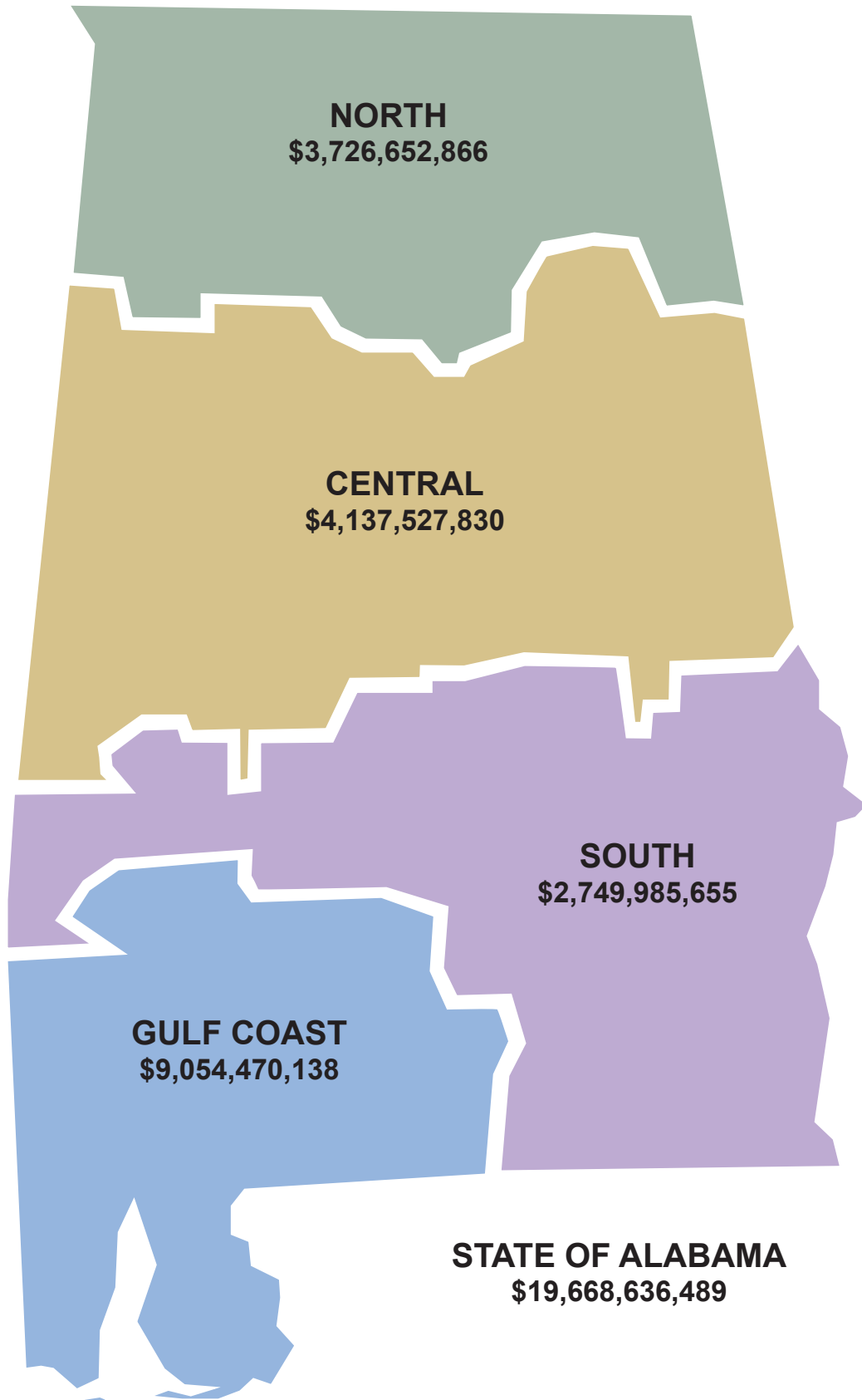
The following is a comparison of Alabama travel data tabulated according to the four Alabama regional tourism divisions:

**Table 11**  
**Alabama Regional Tourism Data**

<b><u>Total Expenditures (\$)</u></b>	<b><u>2020</u></b>	<b><u>2021</u></b>	<b><u>Growth</u></b>	<b>Percentage of State Total</b>
North Region	2,610,260,442	3,726,652,866	42.8%	18.9%
Central Region	2,647,036,982	4,137,527,830	56.3%	21.0%
South Region	1,954,492,649	2,749,985,655	40.7%	14.0%
Gulf Coast Region	6,148,448,326	9,054,470,138	47.3%	46.0%
State of Alabama	13,360,238,399	19,668,636,489	47.2%	100.0%
				<b>Percentage of State Total</b>
<b><u>Travel-Related Earnings (\$)</u></b>	<b><u>2020</u></b>	<b><u>2021</u></b>	<b><u>Growth</u></b>	
North Region	813,254,742	1,154,259,482	41.9%	17.1%
Central Region	971,586,618	1,499,543,382	54.3%	22.2%
South Region	728,453,373	1,023,841,237	40.6%	15.1%
Gulf Coast Region	2,078,541,677	3,082,352,126	48.3%	45.6%
State of Alabama	4,591,836,410	6,759,996,227	47.2%	100.0%
				<b>Percentage of State Total</b>
<b><u>Travel-Related Employment</u></b>	<b><u>2020</u></b>	<b><u>2021</u></b>	<b><u>Growth</u></b>	
Total – Direct and Indirect				
North Region	31,130	44,071	41.6%	19.4%
Central Region	37,686	57,775	53.3%	25.4%
South Region	27,239	37,690	38.4%	16.6%
Gulf Coast Region	69,183	87,798	26.9%	38.6%
State of Alabama	165,238	227,334	37.6%	100.0%
Direct				
North Region	20,953	29,667	41.6%	19.3%
Central Region	25,386	38,914	53.3%	25.4%
South Region	18,345	25,387	38.4%	16.6%
Gulf Coast Region	46,798	59,417	27.0%	38.7%
State of Alabama	111,482	153,385	37.6%	100.0%



**Figure 2**  
**2021 Travel-Related Total**  
**Expenditures by Alabama Travel**  
**Region**



## **Travel-Generated Employment: County-By-County Basis**

Total travel-generated employment in 2021 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 40 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 165,717 travel-related workers, which is 73% 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 2021.

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**

<b>County</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2020-2021 Rate of Growth</b>
Autauga	304	235	293	24.7%
Baldwin	36,762	34,419	43,144	25.3%
Barbour	673	537	711	32.4%
Bibb	21	23	25	8.7%
Blount	72	73	100	37.0%
Bullock	11	10	16	60.0%
Butler	550	440	580	31.8%
Calhoun	704	529	741	40.1%
Chambers	281	222	421	89.6%
Cherokee	139	154	225	46.1%
Chilton	417	335	426	27.2%
Choctaw	64	73	74	1.4%
Clarke	452	442	535	21.0%
Clay	20	25	37	48.0%
Cleburne	145	148	220	48.6%
Coffee	816	645	882	36.7%
Colbert	663	678	964	42.2%
Conecuh	203	169	207	22.5%
Coosa	39	38	62	63.2%
Covington	513	404	557	37.9%
Crenshaw	19	23	22	-4.3%
Cullman	1,150	979	1,509	54.1%
Dale	606	402	571	42.0%
Dallas	802	730	840	15.1%
DeKalb	829	803	1,248	55.4%
Elmore	2,064	1,588	2,080	31.0%
Escambia	548	452	809	79.0%
Etowah	1,293	1,109	1,543	39.1%
Fayette	27	23	33	43.5%
Franklin	160	181	227	25.4%
Geneva	43	42	55	31.0%
Greene	97	77	121	57.1%
Hale	9	9	11	22.2%
Henry	31	24	23	-4.2%
Houston	3,174	2,267	3,090	36.3%
Jackson	580	476	651	36.8%

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

County	2019	2020	2021	2020-2021 Rate of Growth
Jefferson	21,969	13,653	20,990	53.7%
Lamar	9	8	8	0.0%
Lauderdale	1,970	1,543	2,263	47.7%
Lawrence	103	134	159	18.7%
Lee	4,764	3,058	5,161	68.8%
Limestone	1,152	810	1,146	41.5%
Lowndes*	----	----	----	----
Macon	126	131	160	22.1%
Madison	12,773	9,906	14,145	42.8%
Marengo	426	409	525	28.4%
Marion	318	259	394	52.1%
Marshall	2,004	1,963	2,470	25.8%
Mobile	12,563	11,031	14,371	30.3%
Monroe	261	277	342	23.5%
Montgomery	9,721	5,995	8,015	33.7%
Morgan	2,015	1,722	2,416	40.3%
Perry	63	53	68	28.3%
Pickens	36	28	35	25.0%
Pike	820	577	891	54.4%
Randolph	65	75	96	28.0%
Russell	951	683	745	9.1%
Shelby	4,610	3,225	4,800	48.8%
St. Clair	903	736	1,227	66.7%
Sumter	135	107	162	51.4%
Talladega	1,076	906	1,314	45.0%
Tallapoosa	665	756	934	23.5%
Tuscaloosa	6,079	3,872	6,418	65.8%
Walker	651	538	765	42.2%
Washington	10	8	9	12.5%
Wilcox	66	72	96	33.3%
Winston	120	163	202	23.9%
<b>State Total</b>	<b>140,705</b>	<b>111,482</b>	<b>153,385</b>	<b>37.6%</b>

\*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**

<b>County</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2020-2021 Rate of Growth</b>
Autauga	452	349	435	24.6%
Baldwin	54,261	50,787	63,628	25.3%
Barbour	1,000	798	1,056	32.3%
Bibb	21	23	25	8.7%
Blount	108	108	149	38.0%
Bullock	11	10	16	60.0%
Butler	817	654	861	31.7%
Calhoun	1,056	794	1,113	40.2%
Chambers	417	330	625	89.4%
Cherokee	206	228	334	46.5%
Chilton	619	497	633	27.4%
Choctaw	97	111	111	0.0%
Clarke	671	657	795	21.0%
Clay	30	38	55	44.7%
Cleburne	205	209	311	48.8%
Coffee	1,211	957	1,310	36.9%
Colbert	991	1,015	1,443	42.2%
Conecuh	302	251	308	22.7%
Coosa	58	57	92	61.4%
Covington	762	600	828	38.0%
Crenshaw	29	35	33	-5.7%
Cullman	1,708	1,455	2,241	54.0%
Dale	900	597	848	42.0%
Dallas	1,192	1,084	1,248	15.1%
DeKalb	1,231	1,193	1,854	55.4%
Elmore	3,065	2,359	3,089	30.9%
Escambia	814	672	1,201	78.7%
Etowah	1,920	1,647	2,292	39.2%
Fayette	41	34	50	47.1%
Franklin	237	269	337	25.3%
Geneva	63	62	81	30.6%
Greene	144	114	181	58.8%
Hale	9	9	11	22.2%
Henry	47	36	35	-2.8%
Houston	4,715	3,367	4,589	36.3%
Jackson	868	712	974	36.8%

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

County	2019	2020	2021	2020-2021 Rate of Growth
Jefferson	32,628	20,278	31,174	53.7%
Lamar	13	12	12	0.0%
Lauderdale	2,926	2,292	3,368	46.9%
Lawrence	154	200	237	18.5%
Lee	7,076	4,542	7,665	68.8%
Limestone	1,711	1,203	1,702	41.5%
Lowndes*	----	----	----	----
Macon	192	199	243	22.1%
Madison	18,970	14,713	21,008	42.8%
Marengo	620	595	765	28.6%
Marion	465	379	576	52.0%
Marshall	2,977	2,916	3,668	25.8%
Mobile	18,658	16,384	21,344	30.3%
Monroe	388	412	508	23.3%
Montgomery	14,438	8,904	11,904	33.7%
Morgan	2,993	2,557	3,588	40.3%
Perry	94	79	100	26.6%
Pickens	45	41	51	24.4%
Pike	1,218	858	1,323	54.2%
Randolph	96	111	143	28.8%
Russell	1,412	1,015	1,107	9.1%
Shelby	6,847	4,789	7,129	48.9%
St. Clair	1,341	1,093	1,823	66.8%
Sumter	200	159	240	50.9%
Talladega	1,599	1,346	1,951	44.9%
Tallapoosa	987	1,123	1,387	23.5%
Tuscaloosa	9,028	5,751	9,532	65.7%
Walker	968	799	1,137	42.3%
Washington	14	12	14	16.7%
Wilcox	98	107	143	33.6%
Winston	179	243	300	23.5%
<b>State Total</b>	<b>208,623</b>	<b>165,238</b>	<b>227,334</b>	<b>37.6%</b>

\*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**

<b>County</b>	<b>2021</b>	<b>Share of Total</b>
Baldwin	63,628	27.99%
Jefferson	31,174	13.71%
Mobile	21,344	9.39%
Madison	21,008	9.24%
Montgomery	11,904	5.24%
Tuscaloosa	9,532	4.19%
Lee	7,665	3.37%
Shelby	7,129	3.14%
Houston	4,589	2.02%
Marshall	3,668	1.61%
Morgan	3,588	1.58%
Lauderdale	3,368	1.48%
Elmore	3,089	1.36%
Etowah	2,292	1.01%
Cullman	2,241	0.99%
Talladega	1,951	0.86%
Dekalb	1,854	0.82%
St. Clair	1,823	0.80%
Limestone	1,702	0.75%
Colbert	1,443	0.63%
Tallapoosa	1,387	0.61%
Pike	1,323	0.58%
Coffee	1,310	0.58%
Dallas	1,248	0.55%
Escambia	1,201	0.53%
Walker	1,137	0.50%
Calhoun	1,113	0.49%
Russell	1,107	0.49%
Barbour	1,056	0.46%
Jackson	974	0.43%
Butler	861	0.38%
Dale	848	0.37%
Covington	828	0.36%



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

<b>County</b>	<b>2021</b>	<b>Share of Total</b>
Clarke	795	0.35%
Marengo	765	0.34%
Chilton	633	0.28%
Chambers	625	0.27%
Marion	576	0.25%
Monroe	508	0.22%
Autauga	435	0.19%
Franklin	337	0.15%
Cherokee	334	0.15%
Cleburne	311	0.14%
Conecuh	308	0.14%
Winston	300	0.13%
Macon	243	0.11%
Sumter	240	0.11%
Lawrence	237	0.10%
Greene	181	0.08%
Blount	149	0.07%
Randolph	143	0.06%
Wilcox	143	0.06%
Choctaw	111	0.05%
Perry	100	0.04%
Coosa	92	0.04%
Geneva	81	0.04%
Clay	55	0.02%
Pickens	51	0.02%
Fayette	50	0.02%
Henry	35	0.02%
Crenshaw	33	0.01%
Bibb	25	0.01%
Bullock	16	0.01%
Washington	14	0.01%
Lamar	12	0.01%
Hale	11	0.005%
<b>State Total</b>	<b>227,334</b>	<b>100.00%</b>

**Table 15**  
**Counties with Largest**  
**Total Employment Growth in 2021**

<b>County</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2020-2021 Rate of Growth</b>
Chambers	417	330	625	89.4%
Escambia	814	672	1,201	78.7%
Lee	7,076	4,542	7,665	68.8%
St. Clair	1,341	1,093	1,823	66.8%
Tuscaloosa	9,028	5,751	9,532	65.7%
Coosa	58	57	92	61.4%
Bullock	11	10	16	60.0%
Greene	144	114	181	58.8%
Dekalb	1,231	1,193	1,854	55.4%
Pike	1,218	858	1,323	54.2%
Cullman	1,708	1,455	2,241	54.0%
Jefferson	32,628	20,278	31,174	53.7%
Marion	465	379	576	52.0%
Sumter	200	159	240	50.9%
Shelby	6,847	4,789	7,129	48.9%
Cleburne	205	209	311	48.8%
Fayette	41	34	50	47.1%
Lauderdale	2,926	2,292	3,368	46.9%
Cherokee	206	228	334	46.5%
Talladega	1,599	1,346	1,951	44.9%
Clay	30	38	55	44.7%
Madison	18,970	14,713	21,008	42.8%
Walker	968	799	1,137	42.3%
Colbert	991	1,015	1,443	42.2%
Dale	900	597	848	42.0%
Limestone	1,711	1,203	1,702	41.5%
Morgan	2,993	2,557	3,588	40.3%
Calhoun	1,056	794	1,113	40.2%
Etowah	1,920	1,647	2,292	39.2%
Covington	762	600	828	38.0%
Blount	108	108	149	38.0%
Coffee	1,211	957	1,310	36.9%
Jackson	868	712	974	36.8%
Houston	4,715	3,367	4,589	36.3%
Montgomery	14,438	8,904	11,904	33.7%
Wilcox	98	107	143	33.6%
Barbour	1,000	798	1,056	32.3%
Butler	817	654	861	31.7%
Elmore	3,065	2,359	3,089	30.9%
Geneva	63	62	81	30.6%

## 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 63% 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 16.8% and 20.3%, respectively, of state lodging taxes being collected for each of these periods.

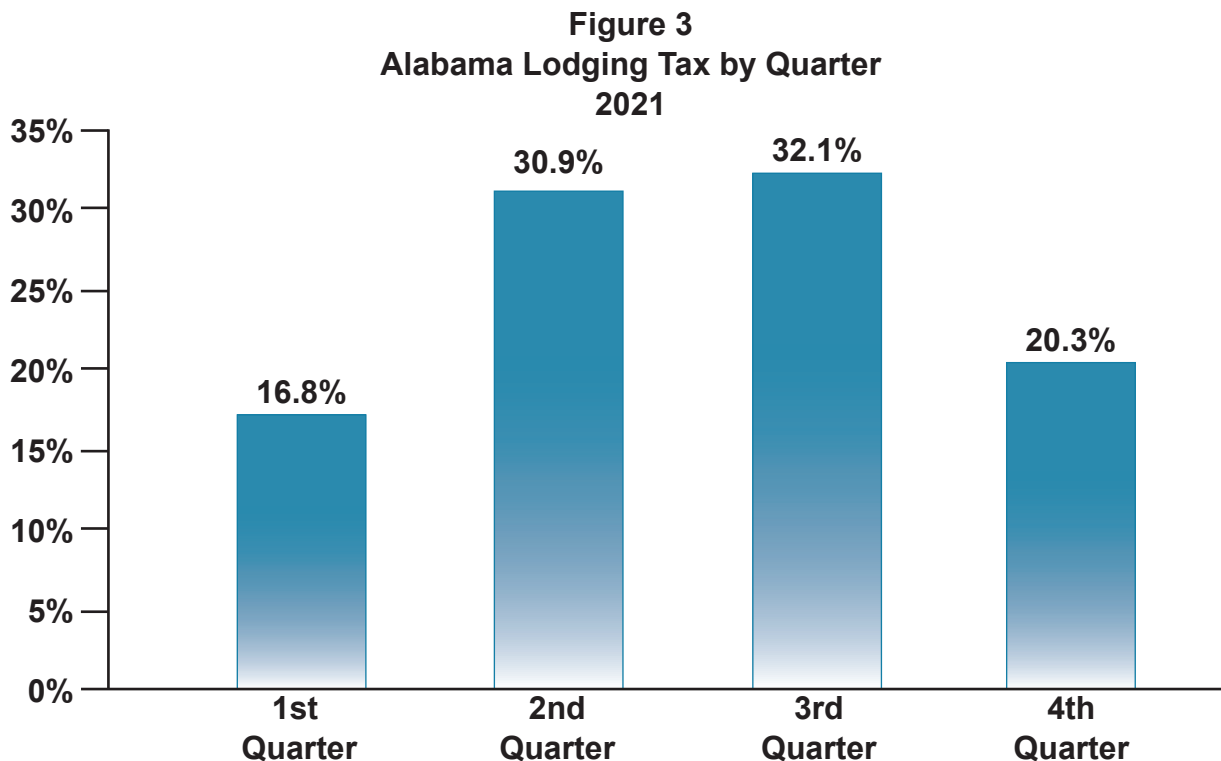


Table 16 represents the quarterly fluctuations for the seven counties in the state that have the highest levels of travel and tourism.

- Baldwin County shows the most seasonality in travel and tourism activities. Almost three-quarters (74%) of all 2021 lodging taxes in this county were collected in the second and third quarters. The first and fourth quarters each had a 13% share of taxes collected.
- Of the seven major travel destinations in the state, all showed variations due to seasonality. Baldwin showed increased activity in the second and third quarters. Jefferson, Madison, Mobile, Montgomery, Shelby and Tuscaloosa each 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	13%	36%	38%	13%
Jefferson	19%	28%	28%	25%
Madison	20%	26%	29%	25%
Mobile	19%	29%	31%	22%
Montgomery	19%	28%	28%	25%
Shelby	19%	29%	28%	25%
Tuscaloosa	16%	26%	30%	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 11 MSAs located entirely in Alabama. These MSAs, and their counties, are as follows:

<b>Anniston-Oxford</b>	Calhoun
<b>Auburn-Opelika</b>	Lee
<b>Birmingham-Hoover</b>	Bibb, Blount, Chilton, Jefferson, St. Clair, Shelby and Walker
<b>Decatur</b>	Lawrence and Morgan
<b>Dothan</b>	Geneva, Henry and Houston
<b>Florence-Muscle Shoals</b>	Colbert and Lauderdale
<b>Gadsden</b>	Etowah
<b>Huntsville</b>	Limestone and Madison
<b>Mobile</b>	Mobile
<b>Montgomery</b>	Autauga, Elmore, Lowndes and Montgomery
<b>Tuscaloosa</b>	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:

- 52% 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:

<b>Northern Area</b>	Decatur, Florence-Muscle Shoals, Huntsville and Gadsden
<b>Central Area</b>	Anniston-Oxford, Auburn-Opelika, Birmingham-Hoover, Montgomery and Tuscaloosa
<b>Southern Area</b>	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 27.9% of the state's total.
- The Northern Area is second, in terms of travel and tourism activities, with 14.4% of the state's total.
- The Southern Area is ranked third in comparison to the Central and Northern areas, with a 9.3% share of the state's travel and tourism activities.

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

<b>MSAs</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Anniston-Oxford	1.4%	1.3%	1.2%
Auburn-Opelika	3.1%	2.4%	2.8%
Birmingham-Hoover	17.5%	13.8%	14.6%
Decatur	1.8%	2.0%	1.8%
Dothan	2.1%	1.9%	1.7%
Florence-Muscle Shoals	1.9%	1.9%	1.9%
Gadsden	1.0%	1.0%	1.0%
Huntsville	10.4%	9.9%	9.7%
Mobile	7.5%	8.2%	7.6%
Montgomery	7.3%	6.0%	5.6%
Tuscaloosa	4.1%	3.3%	3.7%

**Table 18**  
**MSA State Lodging Tax by Designated Demographic Areas**

<b>Areas</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
<b>Northern</b>	15.0%	14.8%	14.4%
<b>Central – Total</b>	33.4%	26.8%	27.9%
Central – Anniston-Oxford, Birmingham-Hoover and Tuscaloosa	23.0%	18.4%	19.5%
Central –Auburn-Opelika and Montgomery	10.4%	8.4%	8.4%
<b>Southern</b>	9.7%	10.1%	9.3%

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

County	2019	2020	2021	2020-2021 Rate of Growth
Autauga	13,796,816	10,497,108	13,136,003	25.1%
Baldwin	1,690,720,155	1,599,906,111	2,429,437,462	51.8%
Barbour	24,729,102	19,734,664	25,653,225	30.0%
Bibb	707,650	780,445	848,706	8.7%
Blount	2,628,328	2,656,852	3,548,817	33.6%
Bullock	244,805	225,089	368,186	63.6%
Butler	22,529,611	18,175,731	23,625,287	30.0%
Calhoun	26,991,482	20,021,398	27,803,302	38.9%
Chambers	10,048,640	7,833,890	15,017,678	91.7%
Cherokee	7,295,429	8,185,934	11,894,467	45.3%
Chilton	14,818,282	11,785,619	15,141,765	28.5%
Choctaw	2,623,242	2,998,433	3,014,519	0.5%
Clarke	17,688,900	17,345,140	20,870,440	20.3%
Clay	550,630	677,604	978,031	44.3%
Cleburne	5,206,545	5,329,719	7,911,180	48.4%
Coffee	30,583,639	23,809,574	32,373,179	36.0%
Colbert	24,578,803	25,047,086	35,572,204	42.0%
Conecuh	7,346,792	6,114,542	7,431,968	21.5%
Coosa	1,321,739	1,293,259	2,071,253	60.2%
Covington	18,854,600	14,630,652	20,170,155	37.9%
Crenshaw	682,830	827,910	815,447	-1.5%
Cullman	45,146,648	38,504,362	59,505,995	54.5%
Dale	23,587,963	15,742,181	22,521,791	43.1%
Dallas	30,458,397	28,010,217	32,208,814	15.0%
DeKalb	32,177,947	31,213,456	48,071,592	54.0%
Elmore	79,054,863	60,558,059	82,187,127	35.7%
Escambia	21,234,213	17,484,208	31,184,967	78.4%
Etowah	48,475,224	41,486,090	57,684,556	39.0%
Fayette	987,974	827,051	1,199,132	45.0%
Franklin	6,122,207	7,066,564	8,915,385	26.2%
Geneva	1,527,975	1,503,330	1,995,136	32.7%
Greene	3,541,922	2,801,584	4,484,892	60.1%
Hale	214,527	210,165	254,982	21.3%
Henry	1,212,043	905,365	892,428	-1.4%
Houston	125,685,621	89,401,689	122,651,278	37.2%
Jackson	21,697,201	17,801,206	24,550,046	37.9%

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

County	2019	2020	2021	2020-2021 Rate of Growth
Jefferson	870,631,935	535,493,690	830,628,043	55.1%
Lamar	360,039	339,373	352,565	3.9%
Lauderdale	72,412,751	56,488,438	82,241,359	45.6%
Lawrence	3,728,239	4,791,841	5,702,587	19.0%
Lee	195,544,072	126,927,775	213,114,533	67.9%
Limestone	43,858,282	30,477,476	42,991,993	41.1%
Lowndes*	-----	-----	-----	-----
Macon	4,577,106	4,754,812	5,826,776	22.5%
Madison	514,298,640	398,203,752	569,278,438	43.0%
Marengo	14,580,242	14,006,422	17,788,867	27.0%
Marion	11,859,637	9,552,301	14,522,402	52.0%
Marshall	73,533,659	72,174,452	92,646,015	28.4%
Mobile	486,939,288	428,012,875	581,497,582	35.9%
Monroe	8,834,858	9,381,956	11,585,872	23.5%
Montgomery	394,512,617	245,037,050	340,249,815	38.9%
Morgan	74,234,745	62,898,844	88,948,034	41.4%
Perry	2,049,161	1,744,599	2,206,593	26.5%
Pickens	1,418,436	1,095,871	1,347,430	23.0%
Pike	30,706,826	21,105,798	32,562,846	54.3%
Randolph	2,317,521	1,942,352	2,499,793	28.7%
Russell	37,734,362	27,039,886	29,282,309	8.3%
Shelby	167,240,896	117,452,078	174,893,026	48.9%
St. Clair	31,823,951	25,631,335	43,132,460	68.3%
Sumter	4,394,905	3,501,893	5,283,943	50.9%
Talladega	38,611,951	32,551,080	46,851,844	43.9%
Tallapoosa	22,164,010	25,238,446	31,413,765	24.5%
Tuscaloosa	238,297,362	152,426,687	253,160,184	66.1%
Walker	27,078,688	22,608,480	32,062,815	41.8%
Washington	357,436	296,845	343,837	15.8%
Wilcox	2,317,897	2,561,628	3,403,514	32.9%
Winston	4,885,144	6,706,088	8,185,592	22.1%
<b>State Total</b>	<b>5,746,377,401</b>	<b>4,591,836,410</b>	<b>6,759,996,227</b>	<b>47.2%</b>

\*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**

<b>County</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2020-2021 Rate of Growth</b>
Autauga	38,049,277	29,599,273	37,068,002	25.2%
Baldwin	5,203,742,264	4,880,822,653	7,320,185,712	50.0%
Barbour	67,479,508	53,116,703	69,857,783	31.5%
Bibb	2,460,671	2,702,549	2,941,119	8.8%
Blount	7,170,685	7,235,976	10,035,287	38.7%
Bullock	1,243,978	1,139,046	1,864,575	63.7%
Butler	56,678,319	44,166,500	59,070,999	33.7%
Calhoun	89,273,378	63,773,458	89,308,825	40.0%
Chambers	28,452,646	22,089,651	42,377,834	91.8%
Cherokee	26,201,254	29,277,604	42,573,256	45.4%
Chilton	42,974,150	34,244,645	43,740,832	27.7%
Choctaw	7,275,245	8,378,939	8,415,405	0.4%
Clarke	48,815,606	47,896,961	58,893,526	23.0%
Clay	974,732	1,202,217	1,747,026	45.3%
Cleburne	12,709,691	13,004,328	19,285,738	48.3%
Coffee	85,072,883	65,619,039	89,833,417	36.9%
Colbert	69,261,129	71,839,333	101,534,310	41.3%
Conecuh	20,040,160	16,482,446	20,212,365	22.6%
Coosa	3,361,381	3,292,444	5,338,372	62.1%
Covington	59,088,500	45,119,693	62,790,407	39.2%
Crenshaw	1,908,020	2,359,806	2,301,079	-2.5%
Cullman	147,344,069	124,435,803	193,876,162	55.8%
Dale	67,805,431	44,389,096	63,553,414	43.2%
Dallas	87,004,937	78,981,952	90,888,867	15.1%
DeKalb	99,832,289	96,722,344	149,801,478	54.9%
Elmore	229,432,872	175,313,286	236,478,625	34.9%
Escambia	57,583,758	46,770,969	84,454,759	80.6%
Etowah	161,300,501	135,964,126	191,847,752	41.1%
Fayette	2,660,088	2,235,660	3,262,041	45.9%
Franklin	17,334,980	19,925,980	25,157,997	26.3%
Geneva	4,478,893	4,400,958	5,807,247	32.0%
Greene	6,548,815	4,914,149	7,795,644	58.6%
Hale	1,090,117	1,063,528	1,291,286	21.4%
Henry	5,820,194	4,374,664	4,290,787	-1.9%
Houston	349,780,050	246,018,345	338,508,800	37.6%
Jackson	70,321,974	56,799,013	77,339,048	36.2%

**Table 20 (continued)  
Travel-Related Expenditures by County**

<b>County</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2020-2021 Rate of Growth</b>
Jefferson	2,411,186,623	1,453,128,289	2,301,073,871	58.4%
Lamar	943,226	891,163	918,927	3.1%
Lauderdale	248,036,511	191,023,670	280,510,216	46.8%
Lawrence	11,855,194	15,703,240	18,701,796	19.1%
Lee	522,098,657	332,162,662	558,313,098	68.1%
Limestone	145,077,678	101,120,323	142,587,239	41.0%
Lowndes*	----	----	----	----
Macon	5,337,791	5,563,732	6,820,351	22.6%
Madison	1,618,731,468	1,220,260,858	1,768,002,820	44.9%
Marengo	38,234,942	36,458,419	46,652,795	28.0%
Marion	43,718,516	35,488,272	53,726,484	51.4%
Marshall	251,297,066	246,932,270	315,178,278	27.6%
Mobile	1,302,542,294	1,130,984,963	1,539,622,264	36.1%
Monroe	23,237,307	24,683,666	30,161,637	22.2%
Montgomery	1,025,957,307	640,420,857	889,930,671	39.0%
Morgan	278,475,422	239,128,149	333,188,544	39.3%
Perry	5,548,108	4,666,319	5,922,851	26.9%
Pickens	5,097,739	3,810,273	4,687,175	23.0%
Pike	84,405,388	57,235,986	89,102,576	55.7%
Randolph	6,562,043	7,754,151	10,092,604	30.2%
Russell	103,033,427	72,450,529	78,832,505	8.8%
Shelby	405,974,569	275,973,708	410,694,152	48.8%
St. Clair	87,060,369	69,237,826	116,649,684	68.5%
Sumter	12,698,213	9,874,479	14,910,563	51.0%
Talladega	104,247,939	86,725,638	126,132,434	45.4%
Tallapoosa	65,297,970	76,226,671	94,469,199	23.9%
Tuscaloosa	697,234,960	450,017,762	748,968,572	66.4%
Walker	72,099,745	60,208,074	85,919,081	42.7%
Washington	971,424	806,668	939,875	16.5%
Wilcox	6,563,108	7,223,164	9,604,252	33.0%
Winston	13,324,097	18,403,481	22,592,199	22.8%
<b>State Total</b>	<b>16,777,421,546</b>	<b>13,360,238,399</b>	<b>19,668,636,489</b>	<b>47.2%</b>

\*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**

<b>County</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2020-2021 Dollar Increase/ Decrease</b>	<b>2020-2021 Rate of Growth</b>
Autauga	184,203	143,295	179,453	36,158	25.23%
Baldwin	26,327,797	24,693,173	37,034,846	12,341,673	49.98%
Barbour	326,680	257,147	338,194	81,047	31.52%
Bibb	12,371	13,587	14,786	1,199	8.82%
Blount*	37,782	38,126	52,876	14,750	38.69%
Bullock	6,254	5,726	9,374	3,648	63.71%
Butler	269,401	209,930	280,773	70,843	33.75%
Calhoun	1,175,964	840,063	1,176,431	336,368	40.04%
Chambers	139,032	107,939	207,076	99,137	91.85%
Cherokee*	127,363	142,317	206,947	64,630	45.41%
Chilton	208,045	165,784	211,757	45,973	27.73%
Choctaw	36,575	42,124	42,307	183	0.43%
Clarke	236,325	231,877	285,114	53,237	22.96%
Clay	4,900	6,044	8,783	2,739	45.32%
Cleburne	63,896	65,378	96,957	31,579	48.30%
Coffee	423,620	326,749	447,325	120,576	36.90%
Colbert*	341,199	353,899	500,185	146,286	41.34%
Conecuh	100,749	82,863	101,615	18,752	22.63%
Coosa	16,899	16,552	26,838	10,286	62.14%
Covington	255,903	195,407	271,936	76,529	39.16%
Crenshaw	28,462	35,201	34,325	-876	-2.49%
Cullman*	735,355	621,026	967,585	346,559	55.80%
Dale	328,258	214,895	307,673	92,778	43.17%
Dallas	265,058	240,616	276,891	36,275	15.08%
DeKalb*	510,179	494,287	765,540	271,253	54.88%
Elmore	1,153,444	881,365	1,188,866	307,501	34.89%
Escambia	289,495	235,135	424,585	189,450	80.57%
Etowah*	807,332	680,520	960,226	279,706	41.10%
Fayette	13,042	10,961	15,993	5,032	45.91%
Franklin*	107,899	124,027	156,593	32,566	26.26%
Geneva	22,517	22,125	29,195	7,070	31.95%
Greene	42,348	31,777	50,411	18,634	58.64%
Hale	5,428	5,296	6,430	1,134	21.41%
Henry	29,260	21,993	21,571	-422	-1.92%
Houston	1,693,346	1,191,017	1,638,780	447,763	37.60%

\* 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

**Table 21 (continued)  
Annual State Lodging Tax**

<b>County</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2020-2021 Dollar Increase/ Decrease</b>	<b>2020-2021 Rate of Growth</b>
Jackson*	433,006	349,738	476,213	126,475	36.16%
Jefferson	11,400,152	6,870,428	10,879,536	4,009,108	58.35%
Lamar	4,742	4,480	4,620	140	3.13%
Lauderdale*	1,192,824	918,645	1,348,992	430,347	46.85%
Lawrence*	63,493	84,102	100,162	16,060	19.10%
Lee	2,527,570	1,608,057	2,702,890	1,094,833	68.08%
Limestone*	722,738	600,800	847,173	246,373	41.01%
Lowndes#	---	---	---	---	---
Macon	26,835	27,971	34,288	6,317	22.58%
Madison*	7,812,390	5,889,274	8,532,810	2,643,536	44.89%
Marengo	192,221	183,290	234,541	51,251	27.96%
Marion*	221,669	179,938	272,413	92,475	51.39%
Marshall*	823,403	809,101	1,032,717	223,616	27.64%
Mobile	6,191,181	5,375,743	7,318,058	1,942,315	36.13%
Monroe	116,823	124,094	151,634	27,540	22.19%
Montgomery	4,653,311	2,904,680	4,036,352	1,131,672	38.96%
Morgan*	1,397,427	1,199,977	1,671,984	472,007	39.33%
Perry	27,627	23,236	29,493	6,257	26.93%
Pickens	16,359	12,228	15,042	2,814	23.01%
Pike	424,337	287,747	447,952	160,205	55.68%
Randolph	32,990	38,983	50,739	11,756	30.16%
Russell	498,803	350,746	381,642	30,896	8.81%
Shelby	1,947,362	1,323,779	1,970,001	646,222	48.82%
St. Clair	437,685	348,084	586,441	238,357	68.48%
Sumter	63,231	49,170	74,247	25,077	51.00%
Talladega	500,052	416,002	605,027	189,025	45.44%
Tallapoosa	328,277	383,220	474,932	91,712	23.93%
Tuscaloosa	3,314,063	2,139,003	3,559,961	1,420,958	66.43%
Walker	362,472	302,688	431,947	129,259	42.70%
Washington	4,884	4,055	4,725	670	16.52%
Wilcox	32,373	35,628	47,373	11,745	32.97%
Winston*	82,934	114,550	140,622	26,072	22.76%
<b>State Total</b>	<b>82,179,615</b>	<b>65,707,658</b>	<b>96,802,764</b>	<b>31,095,106</b>	<b>47.32%</b>

\* 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.

# 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

Scott Burbank – Finance Director  
Leigh Cross  
Dawn Chandler  
Amy Jordan

### MARKETING DIVISION

Grey Brennan – Deputy Director  
Devin Kennedy – Executive Assistant  
Courtney Austin  
Rosemary Judkins  
Jamie Martin  
Graham Roderick  
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  
Andi Martin  
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 Gulley  
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 – Manager  
Cathy Cureton  
Kelli Dawson  
Tindra Hammett  
Heather Tuxbury

### GRAND BAY WELCOME CENTER

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

### HOUSTON WELCOME CENTER

Deborah Tillis – Manager  
Tiffiney Cole  
Caitlyn Penn  
Ann Tiller

### LANETT WELCOME CENTER

Laura Smith – Manager  
Linda Adams  
Melinda Edwards  
Greg Greenia

### SUMTER WELCOME CENTER

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

Year	Expenditure Amount (\$)
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

# Spending by Alabama Tourists

## 2012 - 2021

