

# **ECONOMIC IMPACT ALABAMA TRAVEL INDUSTRY 2004**

**APRIL 15, 2005**

**SUBMITTED TO LEE SENTELL, DIRECTOR  
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## EXECUTIVE SUMMARY

### A NOTE TO THE 2004 TRAVEL AND TOURISM IMPACT ANALYSIS:

2004 was an eventful, if not unusual, year for tourism in Alabama. With four hurricanes (Charley, Frances, Ivan, and Jeanne) and a major tropical storm (Bonnie), we observed a series of one-time events that impacted the overall tourism landscape for 2004 and beyond.

More specifically, the influx of evacuees from Florida due to Hurricanes Charley, Frances, and Jeanne and Tropical Storm Bonnie, caused Alabama to experience a significant increase in its lodging demand, particularly in the eastern and central regions of the state. Hurricane Ivan crippled the tourism flow to the Alabama Gulf Coast region. However, temporary construction workers, along with FEMA personnel, emergency relief workers, and insurance adjusters created an unusual demand for available lodging throughout Mobile and Baldwin counties, along with other areas of south Alabama during the fourth quarter of 2004.

The influx of evacuees from Florida due to Hurricanes Charley, Frances, and Jeanne and Tropical Storm Bonnie is estimated to have resulted in an additional gain of \$240 million in expenditures in 2004. Conversely, Alabama lost approximately \$107 million due to Hurricane Ivan in terms of net lost revenue associated with loss of lodging capacity along its beautiful beaches.

Overall, we estimate that the hurricane-related activities resulted in a net gain of \$133 million of additional expenditures in 2004. In other words, we estimate that 2% of the reported 8% increase in tourism in 2004 can be directly attributed to the unusually active hurricane season along the Gulf Coast of the United States.

It is important to note that the estimated \$133 million increase in tourism impact is not a net increase for the Alabama economy. That is, we believe this increase in tourism impact was not a discretionary increase, but rather a substitution from normal discretionary expenditures. Furthermore, we believe that the loss to Baldwin County's economy is significant. It is our estimate that the growth in tourism expenditures were cut in half in 2004 for this region of Alabama.

In the long-term, however, we are convinced and confident that the Alabama Gulf Coast area will emerge stronger than before and will become a showcase for the entire southeastern corner of the United States.

- Analysis of state lodging tax revenues, Smith Travel Research data on hotel occupancy rates, and field intercept surveys were conducted to estimate the economic impact of tourism on Alabama for calendar year 2004.
- Based on the primary and secondary data, it is estimated that over 20.6 million people visited the State of Alabama during 2004.
- The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile, and Montgomery.

- The above counties accounted for 64 percent of the total number of visitors to the state.
- Travelers spent over \$7.3 billion in Alabama. This represents an increase of 8 percent over 2003 spending.
- Travel industry expenditures represent about three percent of Alabama's Gross State Product – overall production – in 2004.
- Over 157,200 jobs – 8.3 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 2004 is estimated at more than \$3.1 billion.
- In 2004, almost \$548 million of state and local tax revenues were realized, primarily due to travel and tourism activities.
- Every \$69,455 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 \$0.43.
- In terms of travel and tourism activities, Baldwin and Jefferson counties are by far the largest beneficiaries.
- Seven counties account for 74 percent of all travel-generated employment: Baldwin, Jefferson, Madison, Mobile, Montgomery, Shelby, and Tuscaloosa.

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## INTRODUCTION

### A NOTE TO THE 2004 TRAVEL AND TOURISM IMPACT ANALYSIS:

2004 was an eventful, if not unusual, year for tourism in Alabama. With four hurricanes (Charley, Frances, Ivan, and Jeanne) and a major tropical storm (Bonnie), we observed a series of one-time events that impacted the overall tourism landscape for 2004 and beyond.

More specifically, the influx of evacuees from Florida due to Hurricanes Charley, Frances, and Jeanne and Tropical Storm Bonnie, caused Alabama to experience a significant increase in its lodging demand, particularly in the eastern and central regions of the state. Hurricane Ivan crippled the tourism flow to the Alabama Gulf Coast region. However, temporary construction workers, along with FEMA personnel, emergency relief workers, and insurance adjusters created an unusual demand for available lodging throughout Mobile and Baldwin counties, along with other areas of south Alabama during the fourth quarter of 2004.

The influx of evacuees from Florida due to Hurricanes Charley, Frances, and Jeanne and Tropical Storm Bonnie is estimated to have resulted in an additional gain of \$240 million in expenditures in 2004. Conversely, Alabama lost approximately \$107 million due to Hurricane Ivan in terms of net lost revenue associated with loss of lodging capacity along its beautiful beaches.

Overall, we estimate that the hurricane-related activities resulted in a net gain of \$133 million of additional expenditures in 2004. In other words, we estimate that 2% of the reported 8% increase in tourism in 2004 can be directly attributed to the unusually active hurricane season along the Gulf Coast of the United States.

It is important to note that the estimated \$133 million increase in tourism impact is not a net increase for the Alabama economy. That is, we believe this increase in tourism impact was not a discretionary increase, but rather a substitution from normal discretionary expenditures. Furthermore, we believe that the loss to Baldwin County's economy is significant. It is our estimate that the growth in tourism expenditures were cut in half in 2004 for this region of Alabama.

In the long-term, however, we are convinced and confident that the Alabama Gulf Coast area will emerge stronger than before and will become a showcase for the entire southeastern corner of the United States.

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2004. To that end, Auburn University Montgomery's Center for Business and Economic Development (CBED), a division of University Outreach, greatly benefited from the valuable assistance received from the Alabama Bureau of Tourism and Travel (the Bureau).

The Bureau provided all necessary information to complete this project, which 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. Specifically, this study used information obtained from

selected issues of Impact of Travel on State Economies (The Research Department of the Travel Industry Association of America [TIA]). Any, and all, revisions in travel industry multipliers or adjustments in primary data by TIA have been incorporated into the Alabama 2004 report. The CBED staff is grateful that the Bureau made this important document available.

Additional sources of information were used in preparing the 2004 economic impact study. Information on hotel occupancy rates and lodging revenue generation was obtained from Smith Travel Research. The results of 1,056 field-intercept surveys that were conducted at locations and events throughout the state are also utilized. The survey questions used for these interviews were developed in coordination with the Bureau.

Economic impact analysis was performed using a model developed by CBED. This model, designed for 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.

The Center for Business and Economic Development also benefited from numerous conversations with the director and staff of the Alabama Bureau of Tourism and Travel. Their evaluations and insightful suggestions made this study stronger in content and substance. The Center appreciates the assistance of Mr. Lee Sentell, Director of the Alabama Bureau of Tourism and Travel, and his staff for all their help throughout this project.

## 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 were obtained from Smith Travel Research (STR). STR data and the venue survey results were used in order 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 2004, 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. Later, this data were adjusted to include the number of people who chose not to stay overnight. This information was obtained from the venue survey research. The results are reported in *Table 1*, below, and *Table 2*, on page 4.

**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 & MOTEL ACCOMMODATIONS	
	2003	2004	2003	2004
BALDWIN	4,049,230	4,088,213	1,310,052	1,322,665
JEFFERSON	2,528,626	2,785,779	1,610,735	1,774,541
MADISON	2,287,860	2,324,069	1,590,063	1,615,228
MOBILE	2,210,740	2,640,497	1,286,651	1,536,769
MONTGOMERY	1,237,140	1,329,780	749,707	805,847
OTHER COUNTIES	6,667,214	7,487,391	4,618,354	5,095,792
<b>STATE OF ALABAMA</b>	<b>18,980,810</b>	<b>20,655,729</b>	<b>11,165,562</b>	<b>12,150,842</b>

Source: Smith Travel Research and Auburn University Montgomery Outreach.

**TABLE 2**  
**AVERAGE HOTEL OCCUPANCY RATES AND ROOM RATES FOR THE STATE OF ALABAMA**  
**AND SELECTED COUNTIES**

COUNTY	AVERAGE OCCUPANCY RATE (%)		AVERAGE ROOM RATE (\$)		ROOM SUPPLY (HOTELS & MOTELS) ANNUAL MONTHLY AVERAGE*	
	2003	2004	2003	2004	2003	2004
BALDWIN (HOTELS ONLY)	59	70	87	91	115,730	108,407
JEFFERSON	58	62	63	66	366,430	368,355
MADISON	60	61	60	62	158,322	158,616
MOBILE	55	64	56	58	179,276	179,276
MONTGOMERY	62	64	55	57	162,167	167,030
STATE OF ALABAMA	57	61	58	60	1,790,761	1,802,002

\*Room Supply is the number of rooms available multiplied by the number of days in a month.  
Source: Smith Travel Research

It is estimated that over 20.6 million visitors made Alabama their travel destination in 2004. It is also estimated that Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, approximately 64 percent of the travelers chose these counties as their destination. Smith Travel Research data is presented in *Appendix A*, page 44.

### TRAVEL INDUSTRY EXPENDITURES IN ALABAMA

In 2004, travelers spent more than \$7.3 billion in Alabama. This represents an increase of 8 percent over 2003 spending, as shown in *Table 3*, below.

**TABLE 3**  
**TRAVEL EXPENDITURES IN ALABAMA**

YEAR	EXPENDITURES	CHANGE
2004	\$7,349,983,937	8%
2003	\$6,825,654,123	3%
2002	\$6,598,172,037	8%

In order to compare the growth of travel industry expenditures to Alabama's overall economy, travel expenditures for 2003 and 2004 were adjusted for inflation and then compared to the growth rates in the Gross State Product and the service sector.

**TABLE 4**  
**REAL RATES OF GROWTH IN 2002-2004\***

YEAR	GROSS STATE		TRAVEL
	PRODUCT	SERVICES	INDUSTRY
2004	3.0%	4.8%	4.9%
2003	0.9%	2.0%	1.1%
2002	0.7%	1.8%	6.1%

As shown in *Table 4*, above, growth in the travel industry for 2004 is greater than growth in both the Gross State 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 three percent of all statewide economic activities in Alabama.

In *Table 5*, below, 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 - 2004**

	EXPENDITURES	SHARE OF TOTAL
LODGING FACILITIES	\$ 941,967,455	13%
EATING AND DRINKING ESTABLISHMENTS	\$ 2,068,441,137	28%
GENERAL RETAIL	\$ 766,207,573	10%
ENTERTAINMENT	\$ 734,276,473	10%
PUBLIC TRANSPORTATION	\$ 1,209,078,050	16%
AUTO TRANSPORTATION	<u>\$ 1,630,013,249</u>	<u>22%</u>
<b>TOTAL</b>	<b>\$ 7,349,983,937</b>	<b>100%</b>

The largest single travel expenditure was made on eating and drinking. This category (food services in general) accounted for 28 percent of all the travel and tourism spending in the state. Transportation and lodging were the next largest travel expenditure categories.

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\* Source: Bureau of Economic Analysis (BEA), U.S. Department of Commerce, and Auburn University Montgomery (AUM) Outreach. The 2002 numbers are actual numbers and 2003-2004 numbers were estimated by AUM Outreach.

## TRAVEL - GENERATED EMPLOYMENT

In 2004, more than 105,800 Alabama jobs were directly attributable to the travel industry. These jobs were created in direct response to services demanded by travelers in the state. The employment industry breakdown is presented in *Table 6*, below.

*Table 6* indicates that the biggest beneficiaries of travel-related activities were eating and drinking establishments. This sector accounted for 53 percent of all the travel-related jobs created in the state in 2004. Other industries that benefited strongly were lodging facilities and entertainment.

**TABLE 6**  
**TRAVEL-RELATED DIRECT EMPLOYMENT - 2004**

	PERSONS EMPLOYED	SHARE OF TOTAL
LODGING FACILITIES	20,324	19%
EATING AND DRINKING ESTABLISHMENTS	56,568	53%
GENERAL RETAIL	6,915	7%
ENTERTAINMENT	13,695	13%
PUBLIC TRANSPORTATION	3,049	3%
AUTO TRANSPORTATION	<u>5,273</u>	<u>5%</u>
<b>TOTAL</b>	105,824	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* (page 7) shows the direct, indirect, and overall job impact of the travel industry on Alabama employment.

According to *Table 7*, the 105,800 direct jobs led to the creation of more than 51,400 additional, or indirect, jobs in the state in 2004.

**TABLE 7**  
**TRAVEL INDUSTRY TOTAL (IMPACT) EMPLOYMENT - 2004**

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	20,324	12,834	33,158
EATING AND DRINKING ESTABLISHMENTS	56,568	21,320	77,888
GENERAL RETAIL	6,915	3,074	9,989
ENTERTAINMENT	13,695	5,285	18,980
PUBLIC TRANSPORTATION	3,049	3,271	6,320
AUTO TRANSPORTATION	<u>5,273</u>	<u>5,657</u>	<u>10,930</u>
<b>TOTAL</b>	105,824	51,441	157,265

This overall job creation impact of over 157,200 jobs is impressive. According to this analysis, 8.3 percent of all the non-agricultural employment in the State of Alabama in 2004 was directly and indirectly associated with the state's travel industry.\*

Furthermore, the analysis shows that every \$69,455 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 2004 are presented in *Table 8*, below.

**TABLE 8**  
**TRAVEL-RELATED DIRECT EARNINGS - 2004**

	EARNINGS	SHARE OF TOTAL
LODGING FACILITIES	\$ 326,391,723	19%
EATING AND DRINKING ESTABLISHMENTS	\$ 716,714,854	41%
GENERAL RETAIL	\$ 114,931,136	7%
ENTERTAINMENT	\$ 254,426,798	15%
PUBLIC TRANSPORTATION	\$ 211,994,739	12%
AUTO TRANSPORTATION	<u>\$ 122,587,659</u>	<u>7%</u>
<b>TOTAL</b>	\$ 1,747,046,909	100%

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\* The 2004 Alabama state non-agricultural employment was 1,901,600. This information was provided by the Alabama Department of Industrial Relations – Labor Market Division.

According to CBED's 2004 estimate, the travel industry was responsible for generating over \$1.7 billion in direct earnings in Alabama. The growth rate in direct travel-related earnings shows an increase of approximately 8 percent over 2003.

Again, the biggest beneficiaries appear to be eating and drinking establishments and lodging facilities. The overall impact of travel expenditures on earnings is presented in *Table 9*, below.

**TABLE 9  
TRAVEL INDUSTRY TOTAL (IMPACT) EARNINGS - 2004**

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	326,391,723	286,702,490	613,094,213
EATING AND DRINKING ESTABLISHMENTS	716,714,854	559,682,630	1,276,397,484
GENERAL RETAIL	114,931,136	72,211,233	187,142,369
ENTERTAINMENT	254,426,798	181,355,422	435,782,220
PUBLIC TRANSPORTATION	211,994,739	182,082,281	394,077,020
AUTO TRANSPORTATION	<u>122,587,659</u>	<u>105,290,539</u>	<u>227,878,198</u>
<b>TOTAL</b>	<b>\$ 1,747,046,909</b>	<b>\$ 1,387,324,595</b>	<b>\$ 3,134,371,504</b>

The total impact of the travel industry on Alabama's earning power is estimated at more than \$3.1 billion for 2004. This includes direct earnings of over \$1.7 billion and an indirect impact of almost \$1.4 billion. This suggests that the industry was responsible for 3.4 percent of total earnings in the state in 2004.

Additionally, every \$1 in travel-related spending translates to \$0.24 in direct earnings. The indirect impact is estimated to amount to an additional \$0.19 in earnings, bringing the total to \$0.43.

This suggests that for every \$1 in travel-related expenditures, the state directly and indirectly retains \$0.43 in earnings for its citizens.

## TRAVEL-GENERATED TAX REVENUE

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

**TABLE 10**

### **GOVERNMENT REVENUE ASSOCIATED WITH TRAVEL INDUSTRY 2002-2004**

<b>YEAR</b>	<b>STATE REVENUE</b>	<b>LOCAL REVENUE</b>	<b>TOTAL</b>	<b>% CHANGE</b>
2004	392,965,800	154,996,524	547,962,324	8%
2003	364,932,584	143,939,452	508,872,036	3%
2002	352,770,288	139,142,308	491,912,596	-----

CBED estimates that in 2004, almost \$548 million in tax revenues were realized, primarily due to travel-related activities. These revenues were in the form of income, sales, excise, property, and corporate income taxes.

As a result, we estimate that every \$1 in travel-related spending resulted in \$0.05 and \$0.02 in tax revenue for state and local governments, respectively.

## 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**

<u>TOTAL EXPENDITURES</u>	<u>2003</u>	<u>2004</u>	<u>GROWTH</u>
MOUNTAIN REGION	1,121,887,843	1,253,808,777	12%
METROPOLITAN REGION	1,937,078,840	2,122,186,141	10%
RIVER HERITAGE REGION	1,152,561,809	1,298,814,011	13%
GULF COAST REGION	2,444,301,322	2,616,829,702	7%
STATE OF ALABAMA	6,825,654,126	7,349,983,937	8%
<u>TRAVEL-RELATED EARNINGS</u>	<u>2003</u>	<u>2004</u>	<u>GROWTH</u>
MOUNTAIN REGION	417,658,729	467,194,577	12%
METROPOLITAN REGION	836,171,213	916,415,355	10%
RIVER HERITAGE REGION	522,046,829	588,708,111	13%
GULF COAST REGION	1,061,168,843	1,136,709,189	7%
STATE OF ALABAMA	2,910,773,131	3,134,371,504	8%
<u>TRAVEL-RELATED EMPLOYMENT</u>	<u>2003</u>	<u>2004</u>	<u>GROWTH</u>
TOTAL – DIRECT AND INDIRECT			
MOUNTAIN REGION	21,229	23,442	10%
METROPOLITAN REGION	42,498	45,978	8%
RIVER HERITAGE REGION	26,535	29,540	11%
GULF COAST REGION	53,934	57,034	6%
STATE OF ALABAMA	147,944	157,265	6%
DIRECT			
MOUNTAIN REGION	14,286	15,773	10%
METROPOLITAN REGION	28,597	30,939	8%
RIVER HERITAGE REGION	17,853	19,875	11%
GULF COAST REGION	36,292	38,379	6%
STATE OF ALABAMA	99,549	105,824	6%

## **TRAVEL-GENERATED EMPLOYMENT: COUNTY-BY-COUNTY BASIS**

Total travel-generated employment in 2004 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 for 2003 and 2004, and the rate of annual change.

*Table 13*, on page 15, represents travel-generated total employment (both direct and indirect) in each county for 2003 and 2004, 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 employment in the state.

*Table 15*, on page 19, shows the 35 counties with the highest growth rate in travel-generated total employment.

Several conclusions can be drawn from the information presented in *Tables 12 through 15*, which are as follows:

- Baldwin and Jefferson counties are, by far, the largest travel-concentrated counties in the state, accounting for 43 percent of all travel-related employment.
- Seven counties - Baldwin, Jefferson, Madison, Mobile, Montgomery, Shelby, and Tuscaloosa - account for 116,713 travel-related workers, or 74 percent of all travel-generated employment.
- Autauga, Barbour, Blount, Butler, Choctaw, Coffee, Colbert, Conecuh, Covington, Dallas, DeKalb, Elmore, Escambia, Etowah, Franklin, Limestone, Madison, Marion, Monroe, Montgomery, Morgan, Pike, Randolph, Shelby, St. Clair, Tallapoosa, and Walker counties showed noticeable improvement in travel-related employment in 2004. However, the majority of travel and tourism activities remains heavily concentrated in only a handful of counties.

### **OTHER TABLE LISTINGS:**

*Table 16*, on page 21 provides the ratio of county quarterly-to-annual state lodging tax in 2004.

*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 29, contains annual state lodging tax data for 2003 and 2004 and provides the amount and percentage of annual change.

*Table 22*, on page 31, lists counties with increases in state lodging tax larger than the state growth rate.

**TABLE 12**  
**DIRECT TRAVEL-RELATED EMPLOYMENT**  
**BY COUNTY 2003-2004**

COUNTY	2003	2004	RATE OF GROWTH
AUTAUGA	479	557	16%
BALDWIN	27,806	29,064	5%
BARBOUR	248	311	26%
BIBB	177	191	8%
BLOUNT	80	104	29%
BULLOCK	47	45	-4%
BUTLER	426	563	32%
CALHOUN	1,073	1,099	2%
CHAMBERS	181	174	-4%
CHEROKEE	117	103	-12%
CHILTON	347	309	-11%
CHOCTAW	49	64	31%
CLARKE	302	271	-10%
CLAY	10	5	-55%
CLEBURNE	22	16	-24%
COFFEE	451	552	22%
COLBERT	621	740	19%
CONECUH	162	205	26%
COOSA	19	21	13%
COVINGTON	292	365	25%
CRENSHAW	13	23	74%
CULLMAN	945	1,018	8%
DALE	261	235	-10%
DALLAS	1,567	1,801	15%
DEKALB	525	607	16%
ELMORE	632	699	10%
ESCAMBIA	318	363	14%
ETOWAH	1,076	1,182	10%
FAYETTE	15	17	10%
FRANKLIN	113	163	45%
GENEVA	49	47	-4%
GREENE	11	13	12%
HALE	12	14	17%
HENRY	34	43	26%
HOUSTON	2,267	2,457	8%
JACKSON	336	282	-16%

**TABLE 12 (CONTINUED)**  
**DIRECT TRAVEL-RELATED EMPLOYMENT**  
**BY COUNTY 2003-2004**

COUNTY	2003	2004	RATE OF GROWTH
JEFFERSON	15,875	16,712	5%
LAMAR	13	12	-7%
LAUDERDALE	733	779	6%
LAWRENCE	159	163	3%
LEE	2,355	2,515	7%
LIMESTONE	620	698	13%
LOWNDES	0	0	----
MACON	187	193	3%
MADISON	7,156	8,090	13%
MARENGO	261	224	-14%
MARION	159	174	10%
MARSHALL	1,080	1,051	-3%
MOBILE	7,505	8,191	9%
MONROE	191	276	44%
MONTGOMERY	7,050	7,849	11%
MORGAN	1,642	1,801	10%
PERRY	26	24	-7%
PICKENS	26	30	15%
PIKE	512	617	20%
RANDOLPH	87	99	14%
RUSSELL	578	619	7%
SHELBY	3,549	4,279	21%
ST. CLAIR	567	802	41%
SUMTER	198	214	8%
TALLADEGA	669	626	-6%
TALLAPOOSA	296	345	17%
TUSCALOOSA	3,983	4,351	9%
WALKER	365	404	11%
WASHINGTON	8	9	11%
WILCOX	95	96	1%
WINSTON	95	66	-31%
OUT OF STATE*	2,426	792	-67%
<b>STATE TOTAL</b>	<b>99,549</b>	<b>105,824</b>	<b>6%</b>

\* Hotel and motel chains based outside of Alabama pay lump sum lodging taxes for all their facilities. Therefore, a county employment distribution for those facilities cannot be determined.

**TABLE 13**  
**TOTAL (DIRECT AND INDIRECT)**  
**TRAVEL-RELATED EMPLOYMENT BY COUNTY 2003-2004**

COUNTY	2003	2004	RATE OF GROWTH
AUTAUGA	712	828	16%
BALDWIN	41,323	43,192	5%
BARBOUR	369	463	25%
BIBB	263	284	8%
BLOUNT	119	154	29%
BULLOCK	70	67	-4%
BUTLER	633	837	32%
CALHOUN	1,595	1,633	2%
CHAMBERS	269	259	-4%
CHEROKEE	174	154	-11%
CHILTON	516	459	-11%
CHOCTAW	73	96	32%
CLARKE	448	403	-10%
CLAY	15	7	-53%
CLEBURNE	32	24	-25%
COFFEE	670	820	22%
COLBERT	923	1,099	19%
CONECUH	241	305	27%
COOSA	28	31	11%
COVINGTON	433	542	25%
CRENSHAW	20	35	75%
CULLMAN	1,404	1,513	8%
DALE	388	349	-10%
DALLAS	2,328	2,677	15%
DEKALB	780	902	16%
ELMORE	940	1,039	11%
ESCAMBIA	472	539	14%
ETOWAH	1,599	1,757	10%
FAYETTE	23	25	9%
FRANKLIN	167	243	46%
GENEVA	73	70	-4%
GREENE	17	19	12%
HALE	18	21	17%
HENRY	51	64	25%
HOUSTON	3,368	3,652	8%
JACKSON	499	419	-16%

**TABLE 13 (CONTINUED)**  
**TOTAL (DIRECT AND INDIRECT)**  
**TRAVEL-RELATED EMPLOYMENT BY COUNTY 2003-2004**

COUNTY	2003	2004	RATE OF GROWTH
JEFFERSON	23,592	24,836	5%
LAMAR	20	18	-10%
LAUDERDALE	1,089	1,158	6%
LAWRENCE	236	243	3%
LEE	3,501	3,738	7%
LIMESTONE	921	1,037	13%
LOWNDES	0	0	---
MACON	279	287	3%
MADISON	10,635	12,023	13%
MARENGO	388	332	-14%
MARION	236	259	10%
MARSHALL	1,606	1,562	-3%
MOBILE	11,154	12,172	9%
MONROE	284	409	44%
MONTGOMERY	10,478	11,665	11%
MORGAN	2,440	2,676	10%
PERRY	38	36	-5%
PICKENS	39	45	15%
PIKE	761	917	20%
RANDOLPH	130	147	13%
RUSSELL	858	919	7%
SHELBY	5,274	6,359	21%
ST. CLAIR	842	1,192	42%
SUMTER	294	317	8%
TALLADEGA	994	930	-6%
TALLAPOOSA	439	513	17%
TUSCALOOSA	5,919	6,466	9%
WALKER	542	600	11%
WASHINGTON	12	14	17%
WILCOX	142	143	1%
WINSTON	142	98	-31%
OUT OF STATE*	3,606	1,173	-67%
<b>STATE TOTAL</b>	<b>147,944</b>	<b>157,265</b>	<b>6%</b>

\* Hotel and motel chains based outside of Alabama pay lump sum lodging taxes for all their facilities. Therefore, a county employment distribution for those facilities cannot be determined.

**TABLE 14**  
**TOTAL TRAVEL-RELATED EMPLOYMENT BY COUNTY**  
**ORDERED BY SIZE - 2004**

<b>COUNTY</b>	<b>2004</b>	<b>SHARE OF TOTAL</b>
BALDWIN	43,192	27.5%
JEFFERSON	24,836	15.8%
MOBILE	12,172	7.7%
MADISON	12,023	7.6%
MONTGOMERY	11,665	7.4%
TUSCALOOSA	6,466	4.1%
SHELBY	6,359	4.0%
LEE	3,738	2.4%
HOUSTON	3,652	2.3%
DALLAS	2,677	1.7%
MORGAN	2,676	1.7%
ETOWAH	1,757	1.1%
CALHOUN	1,633	1.0%
MARSHALL	1,562	1.0%
CULLMAN	1,513	1.0%
ST. CLAIR	1,192	0.8%
OUT OF STATE	1,173	0.7%
LAUDERDALE	1,158	0.7%
COLBERT	1,099	0.7%
ELMORE	1,039	0.7%
LIMESTONE	1,037	0.7%
TALLADEGA	930	0.6%
RUSSELL	919	0.6%
PIKE	917	0.6%
DEKALB	902	0.6%
BUTLER	837	0.5%
AUTAUGA	828	0.5%
COFFEE	820	0.5%
WALKER	600	0.4%
COVINGTON	542	0.3%
ESCAMBIA	539	0.3%
TALLAPOOSA	513	0.3%
BARBOUR	463	0.3%
CHILTON	459	0.3%
JACKSON	419	0.3%
MONROE	409	0.3%
CLARKE	403	0.3%
DALE	349	0.2%
MARENGO	332	0.2%
SUMTER	317	0.2%

**TABLE 14 (CONTINUED)**  
**TOTAL TRAVEL-RELATED EMPLOYMENT BY COUNTY**  
**ORDERED BY SIZE-2004**

COUNTY	2004	SHARE OF TOTAL
CONECUH	305	0.2%
MACON	287	0.2%
BIBB	284	0.2%
CHAMBERS	259	0.2%
MARION	259	0.2%
LAWRENCE	243	0.2%
FRANKLIN	243	0.2%
BLOUNT	154	0.1%
CHEROKEE	154	0.1%
RANDOLPH	147	0.1%
WILCOX	143	0.1%
WINSTON	98	0.1%
CHOCTAW	96	0.1%
GENEVA	70	0.04%
BULLOCK	67	0.04%
HENRY	64	0.04%
PICKENS	45	0.03%
PERRY	36	0.02%
CRENSHAW	35	0.02%
COOSA	31	0.02%
FAYETTE	25	0.02%
CLEBURNE	24	0.02%
HALE	21	0.01%
GREENE	19	0.01%
LAMAR	18	0.01%
WASHINGTON	14	0.01%
CLAY	7	0.004%
LOWNDES	0	0.000%
<b>STATE TOTAL</b>	<b>157,265</b>	<b>100.0%</b>

\* Hotel and motel chains based outside of Alabama pay lump sum lodging taxes for all their facilities. Therefore, a county employment distribution for those facilities cannot be determined.

**TABLE 15**  
**COUNTIES WITH LARGEST**  
**TOTAL EMPLOYMENT GROWTH IN 2004\***

COUNTY	2003	2004	RATE OF GROWTH
FRANKLIN	167	243	46%
MONROE	284	409	44%
ST. CLAIR	842	1,192	42%
BUTLER	633	837	32%
CHOCTAW	73	96	32%
BLOUNT	119	154	29%
CONECUH	241	305	27%
BARBOUR	369	463	25%
COVINGTON	433	542	25%
COFFEE	670	820	22%
SHELBY	5,274	6,359	21%
PIKE	761	917	20%
COLBERT	923	1,099	19%
TALLAPOOSA	439	513	17%
AUTAUGA	712	828	16%
DEKALB	780	902	16%
DALLAS	2,328	2,677	15%
ESCAMBIA	472	539	14%
MADISON	10,635	12,023	13%
LIMESTONE	921	1,037	13%
MONTGOMERY	10,478	11,665	11%
WALKER	542	600	11%
ELMORE	940	1,039	11%
ETOWAH	1,599	1,757	10%
MARION	236	259	10%
MORGAN	2,440	2,676	10%
TUSCALOOSA	5,919	6,466	9%
MOBILE	11,154	12,172	9%
HOUSTON	3,368	3,652	8%
BIBB	263	284	8%
SUMTER	294	317	8%
CULLMAN	1,404	1,513	8%
RUSSELL	858	919	7%
LEE	3,501	3,738	7%
LAUDERDALE	1,089	1,158	6%

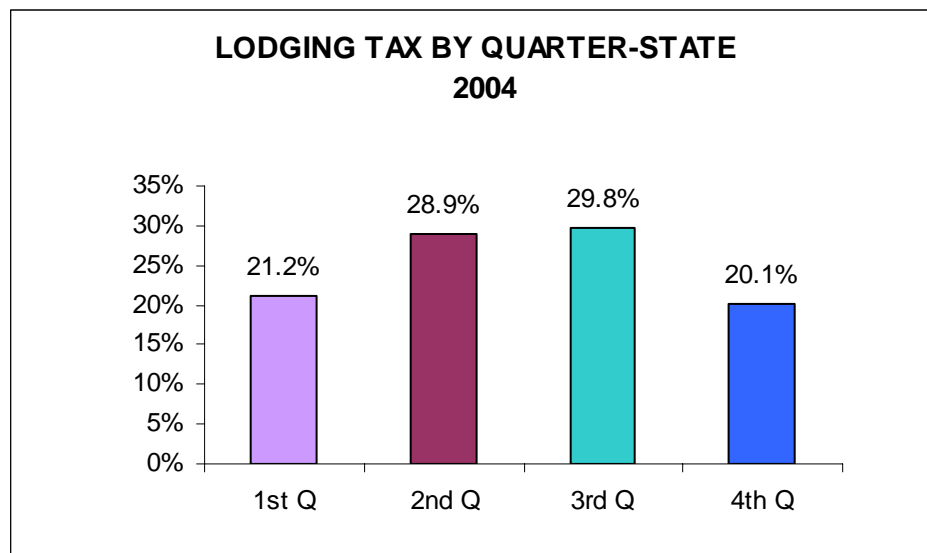
\* In order to be included in the list, job growth had to involve 20 or more jobs. Counties with growth percentages in this range, involving less than 20 jobs, included Coosa, Crenshaw, Fayette, Greene, Hale, Henry, Pickens, Randolph, and Washington.

## LODGING TAX-SEASONAL AND DESIGNATED DEMOGRAPHIC AREA ANALYSES

**SEASONAL ANALYSIS** - Quarterly lodging tax collections were used to gain insight into the seasonal travel-related activities in each county and at the state level. The results are reported in the graph shown below and in *Table 16*, on page 21.

The graph below, titled *Lodging Tax by Quarter-State*, illustrates the ratio of the state's quarterly lodging tax collection to its annual lodging tax.

- According to the graph, the combined second and third quarter period (April through September) appears to be the strongest travel-related season, with 59 percent of all state lodging taxes collected during this period.
- This graph also indicates that the first quarter (January through March) and the fourth quarter (October through December) were the least active travel and tourism periods, with 21.2 percent and 20.1 percent, respectively, of state lodging taxes collected during 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. Three-quarters (75 percent) of all 2004 lodging taxes in this county were collected in the second and third quarters. In the second quarter, 37 percent was collected, while the third quarter accounted for 38 percent.

- Of the seven major travel destinations in the state, all showed variations due to seasonality. Baldwin and Montgomery counties showed increased activity in the second and third quarters. Madison had increased activity in the second quarter, while Mobile, Shelby, and Tuscaloosa had an increase during the second and third quarters. Jefferson was evenly distributed across all four quarters.

**TABLE 16**  
**RATIO OF COUNTIES' QUARTERLY TO ANNUAL LODGING TAX - 2004\***

	1 <sup>ST</sup> QUARTER	2 <sup>ND</sup> QUARTER	3 <sup>RD</sup> QUARTER	4 <sup>TH</sup> QUARTER
BALDWIN	15%	37%	38%	9%
JEFFERSON	25%	25%	25%	25%
MADISON	23%	28%	26%	23%
MOBILE	25%	22%	27%	26%
MONTGOMERY	25%	28%	27%	21%
SHELBY	22%	24%	26%	28%
TUSCALOOSA	21%	25%	27%	27%

\*Quarterly ratios total 100 percent in each row when added horizontally.

**DESIGNATED DEMOGRAPHIC AREA ANALYSIS** - In order to analyze area differences that may exist in terms of travel and tourism activities in Alabama, state lodging tax collections were grouped by Metropolitan Statistical Areas (MSAs).

At present, there are eleven MSAs in Alabama. These MSAs, and their counties, are as follows:

<b>ANNISTON</b>	CALHOUN
<b>AUBURN-OPELIKA</b>	LEE
<b>BIRMINGHAM</b>	JEFFERSON, SHELBY, ST. CLAIR, AND BLOUNT
<b>DECATUR</b>	LAWRENCE AND MORGAN
<b>DOTHAN</b>	DALE AND HOUSTON
<b>FLORENCE</b>	LAUDERDALE AND COLBERT
<b>GADSDEN</b>	ETOWAH
<b>HUNTSVILLE</b>	LIMESTONE AND MADISON
<b>MOBILE</b>	MOBILE AND BALDWIN
<b>MONTGOMERY</b>	AUTAUGA, ELMORE, AND MONTGOMERY
<b>TUSCALOOSA</b>	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:

- 87 percent of all the lodging tax in the state is collected in these 11 MSAs.
- The Mobile MSA is largest in terms of travel-related spending.
- Birmingham MSA is second, Huntsville MSA is third, and Montgomery MSA is fourth in terms of travel-related spending.

In terms of travel-related growth among MSAs in 2004, the areas showing growth were Dothan (6 percent), Tuscaloosa (6 percent), and Mobile (4 percent).

In *Table 18*, MSAs are combined to form Designated Demographic Areas. These are as follows:

<b>NORTHERN AREA</b>	DECATUR, FLORENCE, AND HUNTSVILLE
<b>CENTRAL AREA</b>	ANNISTON, AUBURN-OPELIKA, BIRMINGHAM, GADSDEN, 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 37.0 percent of the state's total.
- The Southern Area is a close second, in terms of travel and tourism activities, with 36.6 percent of the state's total.
- The Northern Area is ranked third in comparison to the Central and Southern areas, with a 13.4 percent 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>2002</b>	<b>2003</b>	<b>2004</b>
ANNISTON	1.8%	1.7%	1.6%
AUBURN-OPELIKA	2.3%	2.3%	2.2%
BIRMINGHAM	19.3%	19.0%	20.0%
DECATUR	2.3%	2.2%	2.2%
DOTHAN	2.3%	2.4%	2.4%
FLORENCE	1.7%	1.6%	1.7%
GADSDEN	1.3%	1.3%	1.3%
HUNTSVILLE	9.4%	9.2%	9.5%
MOBILE	33.9%	35.3%	34.2%
MONTGOMERY	7.8%	7.8%	8.0%
TUSCALOOSA	3.6%	3.8%	3.8%

**TABLE 18**  
**MSA STATE LODGING TAX BY DESIGNATED DEMOGRAPHIC AREAS**

<b>AREAS</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
<b>NORTHERN</b>	13.4%	13.0%	13.4%
<b>CENTRAL – TOTAL</b>	36.1%	35.9%	37.0%
CENTRAL - ANNISTON, BIRMINGHAM, GADSDEN, AND TUSCALOOSA	26.0%	25.8%	26.8%
CENTRAL –AUBURN-OPELIKA AND MONTGOMERY	10.1%	10.1%	10.3%
<b>SOUTHERN</b>	36.2%	37.8%	36.6%

**TABLE 19**  
**TRAVEL-RELATED EARNINGS BY COUNTY - 2004**  
**TOTAL (DIRECT AND INDIRECT)**

COUNTY	2003	2004	RATE OF GROWTH
AUTAUGA	14,014,337	16,510,376	18%
BALDWIN	813,019,532	860,828,613	6%
BARBOUR	7,253,365	9,221,815	27%
BIBB	5,174,465	5,659,263	9%
BLOUNT	2,351,088	3,073,331	31%
BULLOCK	1,368,343	1,334,594	-2%
BUTLER	12,462,123	16,684,716	34%
CALHOUN	31,379,106	32,553,495	4%
CHAMBERS	5,292,975	5,168,154	-2%
CHEROKEE	3,424,783	3,064,563	-11%
CHILTON	10,158,832	9,153,153	-10%
CHOCTAW	1,431,163	1,903,586	33%
CLARKE	8,818,480	8,024,352	-9%
CLAY	298,822	136,368	-54%
CLEBURNE	628,676	485,199	-23%
COFFEE	13,185,744	16,338,176	24%
COLBERT	18,152,589	21,905,107	21%
CONECUH	4,749,825	6,076,047	28%
COOSA	550,054	627,631	14%
COVINGTON	8,527,926	10,807,453	27%
CRENSHAW	392,702	692,408	76%
CULLMAN	27,626,377	30,145,703	9%
DALE	7,633,523	6,958,895	-9%
DALLAS	45,804,102	53,344,844	16%
DEKALB	15,337,595	17,970,926	17%
ELMORE	18,492,633	20,698,000	12%
ESCAMBIA	9,290,802	10,745,214	16%
ETOWAH	31,456,186	35,021,372	11%
FAYETTE	450,971	504,610	12%
FRANKLIN	3,295,034	4,833,387	47%
GENEVA	1,437,757	1,392,528	-3%
GREENE	331,017	377,095	14%
HALE	356,197	420,589	18%
HENRY	995,029	1,266,046	27%
HOUSTON	66,272,348	72,782,250	10%
JACKSON	9,809,972	8,356,875	-15%

**TABLE 19 (CONTINUED)**  
**TRAVEL-RELATED EARNINGS BY COUNTY 2004**  
**TOTAL (DIRECT AND INDIRECT)**

COUNTY	2003	2004	RATE OF GROWTH
JEFFERSON	464,170,245	494,985,382	7%
LAMAR	389,123	364,994	-6%
LAUDERDALE	21,435,508	23,084,855	8%
LAWRENCE	4,636,845	4,835,578	4%
LEE	68,871,242	74,504,207	8%
LIMESTONE	18,122,162	20,669,608	14%
LOWNDES	0	0	----
MACON	5,481,050	5,716,671	4%
MADISON	209,240,278	239,616,641	15%
MARENGO	7,634,177	6,625,932	-13%
MARION	4,640,057	5,162,617	11%
MARSHALL	31,589,856	31,134,398	-1%
MOBILE	219,450,339	242,598,590	11%
MONROE	5,594,919	8,160,070	46%
MONTGOMERY	206,141,472	232,482,136	13%
MORGAN	47,996,585	53,340,988	11%
PERRY	755,852	710,835	-6%
PICKENS	769,792	899,708	17%
PIKE	14,969,433	18,272,518	22%
RANDOLPH	2,551,723	2,938,184	15%
RUSSELL	16,889,593	18,320,886	8%
SHELBY	103,771,839	126,741,812	22%
ST. CLAIR	16,570,825	23,748,226	43%
SUMTER	5,785,458	6,323,775	9%
TALLADEGA	19,563,524	18,531,267	-5%
TALLAPOOSA	8,642,783	10,219,772	18%
TUSCALOOSA	116,449,649	128,876,677	11%
WALKER	10,673,099	11,967,794	12%
WASHINGTON	244,946	276,303	13%
WILCOX	2,788,767	2,850,074	2%
WINSTON	2,790,471	1,955,891	-30%
OUT OF STATE	70,937,046	23,388,381	-67%
<b>STATE TOTAL</b>	<b>2,910,773,131</b>	<b>3,134,371,504</b>	<b>8%</b>

**TABLE 20**  
**TRAVEL-RELATED EXPENDITURES BY COUNTY**

COUNTY	2003	2004	RATE OF CHANGE
AUTAUGA	32,280,690	38,008,702	18%
BALDWIN	1,872,713,029	1,981,722,240	6%
BARBOUR	16,707,436	21,229,633	27%
BIBB	11,918,887	13,028,247	9%
BLOUNT	6,147,043	8,030,869	31%
BULLOCK	3,151,849	3,072,382	-3%
BUTLER	28,705,313	38,410,053	34%
CALHOUN	69,649,208	72,215,277	4%
CHAMBERS	12,191,865	11,897,661	-2%
CHEROKEE	9,614,363	8,598,285	-11%
CHILTON	23,399,901	21,071,566	-10%
CHOCTAW	3,296,549	4,382,264	33%
CLARKE	20,312,527	18,472,942	-9%
CLAY	688,308	313,933	-54%
CLEBURNE	1,448,096	1,116,980	-23%
COFFEE	30,372,105	37,612,280	24%
COLBERT	49,352,945	59,521,755	21%
CONECUH	10,940,769	13,987,730	28%
COOSA	1,266,997	1,444,875	14%
COVINGTON	21,295,724	26,972,933	27%
CRENSHAW	904,552	1,593,999	76%
CULLMAN	72,791,821	79,385,267	9%
DALE	17,583,094	16,020,143	-9%
DALLAS	105,505,386	122,805,703	16%
DEKALB	41,345,841	48,417,333	17%
ELMORE	42,596,019	47,649,074	12%
ESCAMBIA	21,400,477	24,736,666	16%
ETOWAH	84,961,389	94,537,592	11%
FAYETTE	1,023,472	1,144,562	12%
FRANKLIN	7,589,798	11,126,989	47%
GENEVA	3,311,737	3,205,753	-3%
GREENE	474,372	540,102	14%
HALE	820,467	968,243	18%
HENRY	2,291,953	2,914,576	27%
HOUSTON	152,652,039	167,552,753	10%
JACKSON	26,058,765	22,186,346	-15%
JEFFERSON	1,069,742,048	1,140,118,467	7%
LAMAR	896,309	840,256	-6%

**TABLE 20 (CONTINUED)**  
**TRAVEL-RELATED EXPENDITURES BY COUNTY**

<b>COUNTY</b>	<b>2003</b>	<b>2004</b>	<b>RATE OF CHANGE</b>
LAUDERDALE	59,151,044	63,666,593	8%
LAWRENCE	11,926,954	12,431,147	4%
LEE	158,638,344	171,516,888	8%
LIMESTONE	47,835,765	54,529,408	14%
LOWNDES	0	0	----
MACON	12,625,077	13,160,407	4%
MADISON	564,974,763	646,631,077	14%
MARENGO	17,584,599	15,253,626	-13%
MARION	12,606,974	14,018,877	11%
MARSHALL	85,563,737	84,282,693	-1%
MOBILE	505,482,947	558,488,663	10%
MONROE	12,887,363	18,785,380	46%
MONTGOMERY	423,251,455	476,649,614	13%
MORGAN	126,928,030	140,982,138	11%
PERRY	1,741,033	1,636,421	-6%
PICKENS	2,669,045	3,117,740	17%
PIKE	34,480,662	42,065,348	22%
RANDOLPH	5,877,652	6,764,024	15%
RUSSELL	38,903,568	42,176,696	8%
SHELBY	239,028,544	291,773,605	22%
ST. CLAIR	38,169,316	54,671,032	43%
SUMTER	13,326,252	14,558,025	9%
TALLADEGA	45,062,714	42,661,017	-5%
TALLAPOOSA	19,907,828	23,527,039	18%
TUSCALOOSA	268,230,671	296,688,298	11%
WALKER	247,584,466	27,551,179	12%
WASHINGTON	564,210	636,081	13%
WILCOX	6,423,658	6,561,184	2%
WINSTON	6,427,584	4,502,676	-30%
OUT OF STATE	163,396,728	53,842,630	-67%
<b>STATE TOTAL</b>	<b>6,825,654,126</b>	<b>7,349,983,937</b>	<b>8%</b>

## NORTH ALABAMA TOURISM ASSOCIATION AREA ANALYSIS

A comparison of tourism growth between the North Alabama Tourism Association (NATA) area and the State of Alabama is provided below.

<b>TOTAL EXPENDITURES</b>	<b>2003</b>	<b>2004</b>	<b>GROWTH</b>
NATA AREA	1,213,276,816	1,352,849,045	12%
STATE OF ALABAMA	6,825,654,126	7,349,983,937	8%
PERCENTAGE OF STATE TOTAL	18%	18%	
<b>TRAVEL-RELATED EMPLOYMENT</b>	<b>2003</b>	<b>2004</b>	<b>GROWTH</b>
TOTAL – DIRECT AND INDIRECT			
NATA AREA	22,970	25,297	10%
STATE OF ALABAMA	147,944	157,265	6%
PERCENTAGE OF STATE TOTAL	16%	16%	
DIRECT			
NATA AREA	15,457	17,021	10%
STATE OF ALABAMA	99,549	105,824	6%
PERCENTAGE OF STATE TOTAL	16%	16%	
<b>TRAVEL-RELATED EARNINGS</b>	<b>2003</b>	<b>2004</b>	<b>GROWTH</b>
NATA AREA	451,905,386	504,171,840	12%
STATE OF ALABAMA	2,910,773,131	3,134,371,504	8%
PERCENTAGE OF STATE TOTAL	16%	16%	

**TABLE 21**  
**ANNUAL STATE LODGING TAX 2003-2004**

COUNTY	2003	2004	DOLLAR INC./DECR.	CHANGE 03-04
AUTAUGA	150,160	176,805	26,645	18%
BALDWIN	9,103,979	9,633,914	529,935	6%
BARBOUR	77,718	98,754	21,036	27%
BIBB	57,576	62,934	5,358	9%
BLOUNT*	32,389	42,315	9,926	31%
BULLOCK	15,225	14,841	-384	-3%
BUTLER	131,101	175,424	44,323	34%
CALHOUN ‡	538,254	566,436	28,182	5%
CHAMBERS	57,243	55,862	-1,381	-2%
CHEROKEE*	46,735	41,796	-4,939	-11%
CHILTON	108,849	98,019	-10,830	-10%
CHOCTAW	15,924	21,169	5,245	33%
CLARKE	94,488	85,931	-8,557	-9%
CLAY	3,325	1,516	-1,809	-54%
CLEBURNE	6,995	5,396	-1,599	-23%
COFFEE	145,319	179,960	34,641	24%
COLBERT*	243,126	293,220	50,094	21%
CONECUH	52,851	67,569	14,718	28%
COOSA	6,120	6,980	860	14%
COVINGTON	92,229	116,816	24,587	27%
CRENSHAW	4,370	7,700	3,330	76%
CULLMAN*	363,285	396,191	32,906	9%
DALE	81,791	74,521	-7,270	-9%
DALLAS	490,780	571,255	80,475	16%
DEKALB*	211,292	247,430	36,138	17%
ELMORE	205,765	230,174	24,409	12%
ESCAMBIA	103,377	119,493	16,116	16%
ETOWAH*	425,244	473,174	47,930	11%
FAYETTE	5,018	5,612	594	12%
FRANKLIN*	45,393	66,548	21,155	47%
GENEVA	15,998	15,486	-512	-3%
GREENE	3,648	4,154	506	14%
HALE	3,926	4,633	707	18%
HENRY	11,072	14,079	3,007	27%
HOUSTON	710,092	779,405	69,313	10%

The state lodging tax rate is 4 percent, except for counties in the NATA area.

- \* Denotes the North Alabama Tourism Association area counties with a 5 percent rate.
- ± Denotes areas where local lodging tax data were used for the economic model due to inconsistent trends in state lodging tax data. These inconsistencies result from the Alabama Department of Revenue collection procedures that allow tax revenues from lodging establishments with out-of-state corporate offices to be categorized as "out-of-state" revenues, rather than as revenues collected from the county in which the lodging establishment is located.

**TABLE 21 (CONTINUED)**  
**ANNUAL STATE LODGING TAX 2003-2004**

<b>COUNTY</b>	<b>2003</b>	<b>2004</b>	<b>DOLLAR INC./DECR</b>	<b>CHANGE 03-04</b>
JACKSON* ±	150,107	134,704	-15,403	-10%
JEFFERSON ±	4,819,275	5,477,004	657,729	14%
LAMAR	4,330	4,059	-271	-6%
LAUDERDALE*	284,461	306,177	21,716	8%
LAWRENCE*	63,878	66,578	2,700	4%
LEE	737,938	797,845	59,907	8%
LIMESTONE*	238,305	271,651	33,346	14%
LOWNDES	0	0	0	---
MACON	60,987	63,573	2,586	4%
MADISON*	2,726,705	3,120,798	394,093	14%
MARENGO	84,944	73,684	-11,260	-13%
MARION*	63,922	71,081	7,159	11%
MARSHALL* ±	373,652	408,634	34,982	9%
MOBILE	2,308,604	2,550,687	242,083	10%
MONROE	62,254	90,745	28,491	46%
MONTGOMERY ±	2,168,595	2,444,323	275,728	13%
MORGAN*	636,942	707,467	70,525	11%
PERRY	8,330	7,830	-500	-6%
PICKENS	8,565	10,005	1,440	17%
PIKE	166,563	203,201	36,638	22%
RANDOLPH	28,393	32,674	4,281	15%
RUSSELL	180,968	196,193	15,225	8%
SHELBY	1,101,689	1,344,792	243,103	22%
ST. CLAIR	184,381	264,095	79,714	43%
SUMTER	63,761	69,654	5,893	9%
TALLADEGA	207,695	196,626	-11,069	-5%
TALLAPOOSA	96,167	113,650	17,483	18%
TUSCALOOSA	1,225,043	1,355,013	129,970	11%
WALKER	118,758	133,089	14,331	12%
WASHINGTON	2,725	3,073	348	13%
WILCOX	30,445	31,097	652	2%
WINSTON*	38,442	26,929	-11,513	-30%
OUT OF STATE	416,489	260,093	-156,396	-38%
<b>STATE TOTAL</b>	<b>32,323,970</b>	<b>35,592,536</b>	<b>3,268,566</b>	<b>10%</b>

The state lodging tax rate is 4 percent, except for counties in the NATA area.

\* Denotes the North Alabama Tourism Association area counties with a 5 percent rate.

± Denotes areas where local lodging tax data were used for economic model due to inconsistent trends in state lodging tax data. These inconsistencies result from the Alabama Department of Revenue collection procedures that allow tax revenues from lodging establishments with out-of-state corporate offices to be categorized as "out-of-state" revenues, rather than as revenues collected from the county in which the lodging establishment is located.

## COUNTY-BY-COUNTY ANALYSIS

In 2004, as shown in *Table 22*, below, several counties experienced an increase in state lodging tax revenues from 2003. There were 39 counties that had a state lodging tax growth rate equal to or larger than the overall state rate of 10 percent.

**TABLE 22**  
**COUNTIES WITH INCREASES IN STATE LODGING TAX**  
**LARGER THAN STATE GROWTH RATE**  
**2003-2004**

COUNTY	INCREASE	COUNTY	INCREASE
CRENSHAW	76%	DALLAS	16%
FRANKLIN	47%	ESCAMBIA	16%
MONROE	46%	RANDOLPH	15%
ST. CLAIR	43%	MADISON	14%
BUTLER	34%	COOSA	14%
CHOCTAW	33%	LIMESTONE	14%
BLOUNT	31%	GREENE	14%
CONECUH	28%	JEFFERSON	14%
HENRY	27%	WASHINGTON	13%
BARBOUR	27%	MONTGOMERY	13%
COVINGTON	27%	WALKER	12%
COFFEE	24%	ELMORE	12%
SHELBY	22%	FAYETTE	12%
PIKE	22%	ETOWAH	11%
COLBERT	21%	MARION	11%
TALLAPOOSA	18%	MORGAN	11%
HALE	18%	TUSCALOOSA	11%
AUTAUGA	18%	MOBILE	10%
DEKALB	17%	HOUSTON	10%
PICKENS	17%		

## COUNTIES WITH ANNUAL INCREASES

The following is a summary for each county that experienced an increase in state lodging tax from 2003 to 2004. Local organizations provided the reasons for increases.

Autauga County—a 18% increase (\$26,645) was attributed to the opening of a new motel in the county; to several fishing tournaments held during the year, such as the *Citgo Elite 50 BassMasters Fishing Tournament* (June 2004); the *Nationwide Tour Championship* golf tournament held at the Robert Trent Jones Golf Trail at Capitol Hill (October 2004); to numerous construction projects which brought out-of-town construction workers to the area; and to evacuees who stayed in area lodging while fleeing from Hurricane Ivan and other Gulf Coast hurricanes in 2004.

Barbour County—a 27% increase (\$21,036) was attributed to numerous fishing tournaments that occurred at the county's lakes throughout the year, which brought out-of-town fishermen to the area to stay in local motels. Increases during the third and fourth quarters of 2004 were also attributed to the many people who sought shelter in the county's hotels and motels while fleeing the hurricanes that occurred during the period.

Blount County—a 31% increase (\$9,926) was attributed to many events that occurred during the year, including a horse show, a Motocross event, and a rodeo (March 2004); the *June Fling* (June 2004); the *Covered Bridge Festival*, the *Oneonta Covered Bridge Marching Festival*, and to overflow lodgers attending the races at the Talladega Superspeedway (October 2004); and to numerous construction projects occurring throughout the year, which brought out-of-town workers to the area.

Butler County—a 34% increase (\$44,323) was attributed to numerous construction projects in the area, which brought out-of-town workers to stay in area motels. These projects included the construction of two Hyundai Tier One supplier factories (Hysco and Hwashin) and the construction and opening preparations for a Super WalMart. The *Hank Williams Festival* in June 2004 and Gulf Coast hurricane evacuees staying in the county's lodging establishments during August and September 2004 also contributed to the increase.

Calhoun County—a 5% increase (\$28,182) was attributed to overflow lodgers attending the races at the Talladega Superspeedway in April and October 2004, and to newly hired employees at the Anniston Army Depot visiting the area to look for housing during the first half of the year.

Colbert County—a 21% increase (\$50,094) was partially attributed to increased group business in the county during the first quarter of 2004, to numerous construction projects in the area which brought out-of-town workers to stay in the county's motels, and to the reopening of a portion of the county's largest hotel that had been closed for remodeling during the first quarter of 2003.

Conecuh County—a 28% increase (\$14,718) was attributed to evacuees who stayed in area lodging while fleeing from Hurricane Ivan and other Gulf Coast hurricanes in August and September 2004, and to the cleanup crews, insurance adjusters, and relief personnel who were in the area during the aftermath of Hurricane Ivan.

Crenshaw County—a 76% increase (\$3,330) was attributed to out-of-town construction workers and training specialists staying in the county's lodging establishments while preparing for the opening of two Hyundai Tier One auto supply plants (SMART and Dongwon). Hurricane evacuees staying in the area during August and September 2004 also contributed to the increase.

Cullman County—a 9% increase (\$32,906) was attributed to the promotion of the county as a stopover/destination for snowbirds as they travel through the area during the winter months. An increase in the number of group tours to the county and numerous business meetings during the year also contributed to the increase. Other events that brought increased numbers of out-of-town visitors to the area included the *Bloomin' Festival* and overflow lodgers attending the races at the Talladega Superspeedway (April 2004), numerous softball tournaments held at Heritage Park and the *Indian Festival* (June 2004), hurricane evacuees staying in county lodging (September 2004), and the *Farm City Arts and Crafts Show* (November 2004).

DeKalb County—a 17% increase (\$36,138) was attributed to the opening of a Hampton Inn during April 2004, and to out-of-town workers staying in the area because of the construction of a Lowe's store. Other events that contributed to the increase were the excellent weather conditions for snow skiing during late January/early February 2004, which brought visitors to the area to ski at the local ski resort; increased attendance at the area's summer camps; numerous ball tournaments; activities related to ALABAMA's *June Jam Songwriter's Showcase* in June 2004; and to many out-of-town visitors who were drawn to the area during the fall months because of an article about the Lookout Mountain Parkway that appeared in the October 2004 edition of *Southern Living*.

Elmore County—a 12% increase (\$24,409) was attributed to numerous fishing tournaments during 2004 which brought visitors to the area, ongoing construction projects that caused out-of-town construction workers to stay in local motels, and hurricane evacuees seeking shelter in area lodging during August and September 2004.

Escambia County—a 16% increase (\$16,116) was primarily attributed to Hurricane Ivan. Many evacuees stayed in the county's lodging during the storm. Many disaster relief workers, construction and cleanup crew members, utility workers, FEMA and US Army Corps of Engineers personnel, and others occupied most of the available rooms in the county during the fourth quarter of 2004.

Fayette County—a 12% increase (\$594) was partially attributed to the *Balloon Blast* that was held in August 2004, which brought many out-of-town visitors to the area.

Franklin County—a 47% increase (\$21,155) was attributed to the opening of a new plant in the county and the construction and opening of a Super WalMart in Russellville that brought out-of-town workers to the area to stay in local hotels/motels. Also contributing to the increase were many area events, such as the *Watermelon Festival* that was held in August 2004.

Hale County—an 18% increase (\$707) was partially attributed to an increased number of visitors who stayed in the county's two bed and breakfast inns during the first quarter of 2004.

Henry County—a 27% increase (\$3,007) was partially attributed to the many hurricane evacuees who stayed in the county's lodging during Hurricane Ivan and the other Gulf Coast hurricanes of 2004. Many construction crews also stayed in the county on their way to and from hurricane-related construction projects during the third and fourth quarters of 2004.

Houston County—a 10% increase (\$69,313) was attributed to numerous events that occurred in the county during the year, including the following: a Family Service Partners meeting and a South Alabama Code Officials conference (February 2004); the *Atlantic Sun Women's Basketball Tournament*, a Family Members of Alcoholics Recovery meeting and a state junior bowling league tournament (March 2004); the *Alabama Public Housing Softball Tournament* (July 2004); an ISA softball tournament (August 2004); a scheduled maintenance outage at the Farley Nuclear plant and a meeting of the Bull Whip Squadron (October 2004); and numerous sports tournaments (November 2004). The construction and opening of two new hotels (one each opening in November and December) also contributed to the increase, as did hurricane evacuees who stayed in area lodging during Hurricanes Charley and Frances in August and Hurricane Ivan in September.

Jefferson County—a 14% increase (\$657,729) was attributed to the many large conventions, business meetings and sporting events held in the area throughout the year, including the *U.S. Olympic Marathon Team Trials* (February 2004), which were held in conjunction with the *Mercedes Marathon*; a meeting of the American Jail Association (April 2004); and the *Cooperative Baptist Fellowship General Assembly* (June 2004).

Lauderdale County—an 8% increase (\$21,716) was attributed to many events that occurred during the year, including the *EverStart Bass Tournament* (March 2004); the *Shoals Water Garden Tour* (May 2004); the *Dixie Youth World Series Baseball Tournament* (August 2004); the *Trail of Tears Commemoration and Motorcycle Ride* and a large influx of people fleeing Hurricane Ivan (September 2004); the *Southern Bassin' Couples Tournament*, the *Bass World Sports* fishing tournament, the

*Alabama Renaissance Faire*, and the University of North Alabama homecoming celebration (October 2004); and the *Lions Antique Show* and numerous group tours (November 2004).

Lee County—an 8% increase (\$59,907) was attributed to many events, conventions and business meetings that occurred during the year, such as a NCAA swim meet held at Auburn University in March; an increased number of Auburn University home football games that occurred during the third quarter of 2004 than during the same period of 2003; and an increased number of visitors staying at the Lodge and Conference Center at Grand National, which is one of the Robert Trent Jones Golf Trail destinations.

Limestone County—an 14% increase (\$33,346) was attributed to pass-through traffic staying in the county's hotels/motels while traveling to and from the Gulf Coast beaches. Many local construction projects, including a Lowe's store and building projects at the TVA-Browns Ferry nuclear plant also contributed to the increase by bringing out-of-town workers to stay in the area. Events that contributed to the increase included numerous state baseball tournaments held throughout the spring and summer months and the Tennessee Valley Old Time Fiddlers Convention (October 2004).

Madison County—a 14% increase (\$394,093) was partially attributed to the growing number of business travelers coming to the area and to an increase in room rates at local lodging establishments. Also contributing to the increase was a new Best Western motel that opened in June 2004.

Marshall County—a 9% increase (\$34,982) was partially attributed to many fishing tournaments that occurred during the year, such as a Bassmasters tournament in February 2004 and several qualifying tournaments for the WalMart Bass Fishing League.

Mobile County—a 10% increase (\$242,083) was partially attributed to the marked increase in the occupancy rate of area lodging establishments due to evacuees fleeing Hurricane Ivan. Many evacuees stayed in the county's lodging during and after the storm. Many disaster relief workers, construction and cleanup crew members, utility workers, FEMA and US Army Corps of Engineers personnel, insurance adjusters, and others were in the area from September through December. The *2004 GMAC Bowl* hosted in Mobile in December also contributed to the influx of visitors.

Monroe County—a 46% increase (\$28,491) was attributed to many events that brought out-of-town visitors to the county during the year, including the *Parrish Hat Show and Tea* and a construction project (April 2004), the *To Kill a Mockingbird* play production (May 2004), numerous family reunions and weddings (July 2004), and a scheduled maintenance shutdown of the Alabama River Pulp mill (September 2004). Hurricane Ivan caused many evacuees to seek shelter in the county's lodging during

the storm. Many disaster relief workers, construction and cleanup crew members, utility workers, FEMA and US Army Corps of Engineers personnel, and others occupied most of the available rooms in the county during the third and fourth quarters of 2004.

Montgomery County—a 13% increase (\$275,728) was attributed to many events during the year, including the *USTA Open Girls/Boys 16 Tennis National Tournament*, the *Alabama High School Athletic Association All-Star Sports Week*, and the *4-H State Horse Show* (July 2004); and the *Alabama Junior Miss Pageant* (December 2004). The hurricanes that occurred in the Gulf Coast area in 2004, including Hurricane Ivan, caused many evacuees to seek shelter in the county's lodging during September. During the aftermath of the storms, many people were unable to return to their homes and continued to stay in the county. Emergency management personnel, construction crews and personnel assessing hurricane damage also stayed in the area during this period.

Morgan County—an 11% increase (\$70,525) was attributed to an increase in the number of conventions and in the number of tour groups coming to the county during the year. Other events which contributed to the increase include the following: the *NAIA Softball Championship* and numerous Triple Crown and IBC softball tournaments (May 2004); many family reunions (June 2004); the *ASA Girls National Softball Tournament* and the *Dixie Youth Baseball State Tournament* (July 2004); the *ASA Girls 14 and Under National Softball Tournament* (August 2004); the *American Bass Anglers Tournament* (October 2004); the *Fishers of Men Bass Tournament* and the *Alabama Gospel Singing Convention* (November 2004); and the *Alabama Archaeology Society Annual Convention* (December 2004).

Pike County—a 22% increase (\$36,638) was credited to a new Hampton Inn which opened in the county (March 2004); several beauty pageants, a musical production at Troy University, and an arts and crafts festival (April 2004); and *Girls State* (June 2004). Increases in state lodging tax receipts for September and for the fourth quarter months was attributed to hurricane evacuees from Florida and Alabama seeking shelter in county lodging establishments, and to relief workers, construction and cleanup crews, emergency management personnel and others who stayed in the area during the storms' aftermath.

Randolph County—a 15% increase (\$4,281) was attributed the opening of a new motel in the county during the second quarter of 2004 and to many construction projects throughout the year which brought out-of-town workers to the area. These projects included construction of a new electric transmission line by Alabama Power, maintenance work on a natural gas pipeline, and the construction of new businesses, including a Wendy's restaurant and a Dollar General Store. An increase in September 2004 state lodging tax receipts was attributed to hurricane evacuees seeking shelter in the county's lodging establishments.

Russell County—an 8% increase (\$15,225) was attributed to visitors attending many events in the county during the year, such as the *Celebrate Phenix City* celebration in June 2004. Many local construction projects brought out-of-town workers to the area in 2004. These projects included construction of the Fifth Avenue street extension, store opening preparations for a new Publix grocery store, construction of a new hospital, and the construction of many new businesses, such as a Home Depot store, an IHOP restaurant, and a Chick-fil-a restaurant.

Shelby County—a 22% increase (\$243,103) was attributed to participants and visitors of several sporting events coming to the county during the year, such as the *Alabama vs. Mississippi High School Boys and Girls All-Star Basketball Tournament* and the *Vulcan Cup Soccer Tournament* in March 2004 and the *AYSA Soccer Tournament* in November 2004. A new Homewood Suites by Hilton which opened during the second half of the year also contributed to the increase, as did numerous construction projects in the county, which brought out-of-town workers to stay in area lodging establishments. Hurricane evacuees seeking shelter in the county also contributed to the increase.

St. Clair County—a 43% increase (\$79,714) was attributed to overflow lodgers attending the races at the Talladega Superspeedway in April and October 2004 and to the July 4th fireworks celebration on Logan Martin Lake. Many construction projects during the year brought out-of-town workers to the county, including the opening of the new Honda plant expansion in May 2004 and ongoing construction work on Interstate 20. Many utility and construction crews stayed in the area during the fourth quarter while traveling to areas damaged by the Gulf Coast hurricanes.

Walker County—a 12% increase (\$14,331) was partially attributed to overflow lodgers attending the races at the Talladega Superspeedway in April and October 2004.

Wilcox County—a 2% increase (\$652) was partially attributed to the annual maintenance shutdown of the county's Weyerhaeuser facility, which brought many outside contract workers to the area in March 2004.

## **COUNTIES WITH MONTHLY INCREASES**

Chilton County—a 20% increase for September 2004 was attributed to evacuees who stayed in area lodging while fleeing from Hurricane Ivan and other Gulf Coast hurricanes that occurred during the 2004 hurricane season.

Clarke County—Increases for the months of September, October and November 2004 (40%, 13%, and 60%, respectively) were attributed to evacuees who stayed in the county's lodging establishments because of the 2004 Gulf Coast hurricanes, and to the cleanup and constructions crews, insurance adjusters, and relief personnel who were in the area during the aftermath of Hurricane Ivan.

Geneva County—a 15% increase during the second quarter (April, May, June) 2004 was attributed to construction of a levee in the City of Geneva, which brought out-of-town workers to the area.

**FIELD-INTERCEPT SURVEY RESULTS**

Bureau staff selected various events and attractions throughout the state as locations where 1,056 field-intercept surveys were administered to event attendees. The field-intercept surveys were conducted to provide additional economic data for the preparation of the 2004 Economic Impact Analysis. The survey form used is provided in *Appendix B* (pages 51-54). These surveys helped to determine travel party size, length of stay, and spending volumes and patterns. Other information collected by the surveys includes: the number of room nights per travel party for those travelers staying in hotels; the mode of transportation and the number of miles traveled to reach the event/site; type of lodging used; other activities that would be engaged in while visiting the area and the source(s) by which a survey respondent had been informed about the event/site. *Appendix C* (pages 55-64) contains the comprehensive survey results of the field-intercept surveys. *Appendix D* (pages 65-79) contains the survey results as tallied by event/site and by county.

**FIELD-INTERCEPT SURVEYS – COMPREHENSIVE RESULTS**

As shown in *Table 23*, 90.8 percent of visitors were attending a specific event as part of a non-business trip, compared to 9.2 percent who were visiting a site while being on a business trip. Also, 62.8 percent of visitors responded that attending a specific event was their primary reason for being in the area, as opposed to 9.1 percent, who indicated the event was a secondary reason for their presence in the area, and 28.2 percent who said that they lived in the area. Based on survey results, tourists traveled an average of 200 miles, one-way, to reach a specific event.

**TABLE 23  
PURPOSE OF TRIP  
FIELD-INTERCEPT SURVEY RESULTS**

PART OF A BUSINESS TRIP	9.2%
NON-BUSINESS TRIP	90.8%

The field-intercept surveys indicate that 42.9 percent of the travelers would be spending the night away from home for approximately three nights. There was an average of approximately five people in a travel party. As shown in *Table 24* (page 39), 44 percent of the travelers staying away from home preferred to stay overnight in

a hotel, followed by 23.7 percent who decided to stay with family or friends, and 12.5 percent who stayed in an RV. Ten percent of the travelers stayed in a condo while visiting the area. The personal automobile was the favored mode of transportation, as indicated by 82 percent of those surveyed (see *Table 25*, below).

**TABLE 24**  
**ACCOMMODATIONS\***  
**FIELD-INTERCEPT SURVEY RESULTS**

RV	12.5%
FAMILY / FRIENDS	23.7%
HOTEL	44.0%
CONDO	10.0%
CAMPGROUND (NOT RV)	6.0%
MILITARY BASE	1.3%
SECONDARY HOME	1.6%
OTHER	0.8%

*\*Asked only to respondents staying away from home.*

**TABLE 25**  
**MODE OF TRANSPORTATION USED TO**  
**REACH EVENTS\***  
**FIELD-INTERCEPT SURVEY RESULTS**

PERSONAL AUTOMOBILE	82.0%
CHARTERED TRANSPORTATION	0.2%
RV/ VAN	4.3%
AIRPLANE	4.1%
RENTAL CAR	3.3%
GOVERNMENT/ COMPANY VEHICLE	0.2%
HOTEL SHUTTLE	0.1%
BIKE	0.3%
WALK	0.4%
MOTORCYCLE	7.8%
BOAT	0.3%

*\* Totals may exceed 100% due to multiple modes of transportation used by some travelers.*

The average total spending per person per day at the event was \$70.10, while total expenditures per person per day other than at the event averaged \$29.66. The expenditures of the travelers surveyed are listed by category in *Table 26*, below. Hotels or condo expenditures represent a substantial part of total expenses (\$118.10), followed by spending on gasoline (\$43.12), and souvenirs purchased at the event (\$19.33).

**TABLE 26**  
**AVERAGE EXPENDITURES WHILE ATTENDING EVENT**  
**OR WHILE IN THE AREA OF THE EVENT**  
**FIELD-INTERCEPT SURVEY RESULTS**

HOTEL/CONDO EXPENDITURES PER ROOM PER NIGHT	\$118.10
FUEL EXPENDITURES	\$43.12
MEALS PER PERSON PER DAY AT THE EVENT	\$15.51
MEALS PER PERSON PER DAY IN AREA OTHER THAN AT THE EVENT	\$10.97
CLOTHING PER PERSON AT THE EVENT	\$19.32
CLOTHING PER PERSON IN AREA OTHER THAN AT THE EVENT	\$7.92
SOUVENIRS PER PERSON AT THE EVENT	\$19.33
SOUVENIRS PER PERSON IN AREA OTHER THAN AT THE EVENT	\$1.46
OTHER EXPENDITURES PER PERSON AT THE EVENT	\$16.36
OTHER EXPENDITURES PER PERSON IN AREA OTHER THAN AT THE EVENT	\$9.20

The characteristics of the participants in the field-intercept surveys are shown below in *Table 27*. Of all travelers surveyed, 5.7 percent were part of an organized tour or large group.

**TABLE 27**  
**CHARACTERISTICS OF RESPONDENTS**  
**FIELD-INTERCEPT SURVEY RESULTS**

PART OF ORGANIZED TOUR OR LARGE GROUP	Yes	5.7%
	No	94.3%
HOUSEHOLD SIZE		
	1	12.0%
	2	37.3%
	3	20.2%
	4	21.4%
	5 OR MORE	9.1%
RACE		
	WHITE	89.1%
	AFRICAN AMERICAN	8.4%
	HISPANIC	0.3%
	ASIAN/ PACIFIC ISLANDER	0.9%
	NATIVE AMERICAN/ ALASKAN	
	NATIVE	0.5%
	OTHER	0.4%
	NA	0.4%
INCOME		
	LESS THAN \$15,000	1.1%
	\$15,000 - \$25,000	4.6%
	\$25,000 - \$50,000	21.8%
	\$50,000 - \$100,000	37.6%
	MORE THAN \$100,000	18.3%
	NA	16.6%
GENDER		
	FEMALE	40.2%
	MALE	59.8%

Of those surveyed, 27.1 percent indicated that they had made plans to do other activities while in the area of the event. In this group of survey participants who had planned to do other things, outdoor recreation was the most popular choice (18.9 percent), followed by enjoying an area's nightlife (16.1 percent), shopping (14.7 percent), and going on tours or sightseeing (12.9 percent). These results are shown below in *Table 28*.

**TABLE 28**  
**OTHER ACTIVITIES PARTICIPATED IN WHILE IN THE AREA\* \*\***  
**FIELD-INTERCEPT SURVEY RESULTS**

MUSEUMS & ATTRACTIONS - OTHER	3.5%
SCIENCE & TECHNOLOGY ATTRACTIONS	1.0%
BEACHES	0.3%
TRAVELING	0.7%
DON'T KNOW	2.1%
SIGHTSEEING / TOURS	12.9%
NIGHTLIFE	16.1%
CONCERTS	4.5%
ZOOS	0.7%
SCHOOL OR BUSINESS RELATED	2.4%
OUTDOOR RECREATION	18.9%
DINING OUT	4.2%
HISTORICAL MONUMENTS/ ATTRACTIONS (OTHER THAN CIVIL RIGHTS)	0.7%
WEDDING/ REUNION/ PRIVATE PARTY	0.3%
VISIT A SPECIFIC CITY	2.8%
VISIT FAMILY/ FRIENDS	10.5%
THEATERS AND ART	0.3%
CAVERNS AND PARKS	0.7%
THEME PARKS	3.1%
SHOPPING	14.7%
SPORTING EVENTS	3.5%
LOCAL FESTIVALS	0.3%
MOVIES	2.4%
MONUMENTS/ ATTRACTIONS – CIVIL RIGHTS	1.7%
RELIGIOUS ACTIVITY / ATTEND CHURCH	0.3%
ENTERTAINMENT (GENERAL)	4.2%
RELAXING	0.7%
RACE TRACKS (BARBER, TALLADEGA, OTHER)	0.3%
REAL ESTATE SHOPPING	0.3%
PERSONAL CARE (HAIRCUT, SPA, ETC.)	0.7%

\* Totals may exceed 100% due to multiple responses.

\*\*Includes only respondents who have made plans.

Survey participants started planning their trips to the events an average of 109 days (3.6 months) in advance. The majority of those surveyed planned their trips themselves (99.1 percent) and 27.7 percent used the Internet to assist with their planning.

As shown in *Table 29*, travelers had heard about the event that they were attending through a previous visit to the area or attraction (18.8 percent), they had previous knowledge of the event (16.7 percent), they currently live in the area or used to live in the area (13.7 percent), or they heard about it from friends or through word of mouth (13.1 percent).

**TABLE 29**  
**METHOD BY WHICH EVENT/ATTRACTION BECAME KNOWN TO TRAVELER\***  
**FIELD-INTERCEPT SURVEY RESULTS**

FRIENDS/ WORD OF MOUTH	13.1%
FAMILY MEMBER	8.9%
PREVIOUS VISIT TO AREA/ ATTRACTION	18.8%
HIRED TO DO A JOB	0.1%
INTERNET	3.1%
SCHOOL-RELATED/ WHILE ATTENDING SCHOOL	1.9%
LIVE IN THE AREA/ USED TO LIVE IN THE AREA	13.7%
CO-WORKER/ AT WORK	3.9%
HAVE KNOWN ABOUT IT FOR YEARS/ JUST KNOW	16.7%
TV NEWS OR PROGRAM	0.6%
ABTT/ VISITOR'S GUIDE	0.1%
ADVERTISEMENT (GENERAL)	1.2%
BILLBOARD/ SIGN	0.4%
BROCHURE/ FLYER	1.2%
CHURCH-GROUP/ CLUB-RELATED	0.5%
ANOTHER EVENT/ ATTRACTION	0.4%
RADIO	4.3%
GOLFERS / GOLF COURSE	0.2%
TOUR	0.9%
WALK-IN/ DRIVE-BY/ SPUR OF THE MOMENT	0.1%
MAGAZINE	1.3%
NEWSPAPER	4.5%
SHOPS/ STORES/ MALL	0.4%
MEMBER/ SEASON TICKET HOLDER/ REGULAR ATTENDEE	1.0%
TV (GENERAL)	6.3%
PRINT MEDIA (GENERAL)	0.4%
HOTEL	0.2%
RACING FAN (NASCAR, BIKES)	0.1%
SPONSOR	0.6%
FOOTBALL FAN	0.3%
ALUMNI	1.7%
USED TO PARTICIPATE	0.5%
OWN HORSES	0.2%
REAL ESTATE AGENT	0.1%
TAKING PART IN EVENT	0.4%
REFUSED/NA	1.6%

\* Totals may exceed 100% due to multiple responses.

## **APPENDIX A SMITH TRAVEL RESEARCH DATA**

Smith Travel Research (STR) is an independent research firm that provides information and analysis to the lodging industry. These industry sectors include all major hotel chains, individual hotels, management companies, consultants, investors, lenders, and other lodging industry analysts.

The tables on the following pages represent year 2004 STR data for the State of Alabama and the top ten Alabama counties in terms of lodging expenditures.

An explanation of table headings is listed below:

**Occupancy** is the percent of rooms occupied.

**ADR (Average Daily Rate)** is the average daily dollar rate of rooms (revenue/demand).

**Revpar** is the revenue per available room (revenue/total room supply).

**Room Supply** is the total number of rooms available during the month (number of rooms available multiplied by the number of days in the month).

**Room Demand** is the total number of rooms sold during the month.

**Room Revenue** is the total amount of money generated.

APPENDIX A (CONTINUED)

STATE OF ALABAMA\*

2004	Occupancy (%)	ADR (\$)	RevPar (\$)	Room Supply	Room Demand	Room Revenue (\$)
January	48.7	55.27	26.93	1,821,095	887,330	49,040,448
February	58.9	58.06	34.20	1,647,156	970,268	56,331,661
March	63.7	58.22	37.11	1,828,318	1,165,285	67,846,470
April	63.5	61.28	38.92	1,770,600	1,124,612	68,919,168
May	60.6	59.77	36.25	1,837,928	1,114,699	66,628,721
June	66.0	60.83	40.13	1,779,810	1,174,207	71,424,220
July	68.5	61.86	42.36	1,836,626	1,257,666	77,796,926
August	60.4	60.34	36.44	1,840,935	1,111,877	67,088,999
September	65.2	61.70	40.24	1,780,170	1,161,120	71,639,820
October	68.2	64.22	43.80	1,842,640	1,256,710	80,706,577
November	59.6	60.90	36.29	1,786,710	1,064,720	64,841,478
December	50.0	57.92	28.95	1,852,033	925,547	53,611,355
<b>Total Year</b>	61.1	60.23	36.81	21,624,021	13,214,041	795,875,843

BALDWIN COUNTY\*

2004	Occupancy (%)	ADR (\$)	RevPar (\$)	Room Supply	Room Demand	Room Revenue (\$)
January	44.8	64.51	28.87	109,368	48,956	3,157,914
February	60.4	77.31	46.73	98,784	59,713	4,616,168
March	69.2	84.58	58.57	109,368	75,727	6,405,189
April	68.2	92.61	63.13	105,840	72,151	6,681,848
May	68.7	97.75	67.12	111,972	76,893	7,516,062
June	81.1	105.67	85.66	108,360	87,839	9,281,892
July	87.1	115.92	101.00	111,972	97,560	11,309,471
August	66.4	92.24	61.21	111,972	74,313	6,854,304
September	64.8	84.72	54.93	105,450	68,363	5,792,055
October	83.8	92.21	77.28	110,453	92,564	8,535,765
November	76.6	85.31	65.35	106,890	81,877	6,985,015
December	64.3	76.61	49.25	110,453	71,014	5,440,212
<b>Total Year</b>	69.7	91.05	63.48	1,300,882	906,970	82,575,895

\*Data Source: Smith Travel Research Company

**APPENDIX A (CONTINUED)**

**HOUSTON COUNTY\***

<b>2004</b>	<b>Occupancy (%)</b>	<b>ADR (\$)</b>	<b>RevPar (\$)</b>	<b>Room Supply</b>	<b>Room Demand</b>	<b>Room Revenue (\$)</b>
January	57.7	43.80	25.26	61,845	35,666	1,562,175
February	66.0	44.13	29.14	55,860	36,883	1,627,697
March	81.9	42.73	35.01	61,845	50,673	2,165,485
April	72.0	43.44	31.29	59,850	43,108	1,872,536
May	69.7	42.90	29.91	61,845	43,122	1,850,018
June	75.6	44.71	33.79	59,850	45,232	2,022,433
July	80.4	46.08	37.03	61,845	49,707	2,290,361
August	66.2	44.61	29.51	61,845	40,916	1,825,092
September	81.9	48.30	39.55	59,850	49,008	2,367,073
October	79.1	43.24	34.21	61,845	48,941	2,116,010
November	64.7	45.88	29.69	61,860	40,022	1,836,338
December	52.3	45.42	23.73	66,557	34,777	1,579,405
<b>Total Year</b>	<b>70.5</b>	<b>44.62</b>	<b>31.45</b>	<b>734,897</b>	<b>518,055</b>	<b>23,114,623</b>

**JEFFERSON COUNTY\***

<b>2004</b>	<b>Occupancy (%)</b>	<b>ADR (\$)</b>	<b>RevPar (\$)</b>	<b>Room Supply</b>	<b>Room Demand</b>	<b>Room Revenue (\$)</b>
January	50.9	60.93	31.02	373,457	190,127	11,583,866
February	61.4	62.72	38.50	337,316	207,045	12,985,596
March	65.2	64.07	41.76	376,402	245,330	15,717,374
April	65.2	69.26	45.15	364,260	237,459	16,446,766
May	62.4	64.54	40.25	376,402	234,762	15,150,805
June	68.4	64.48	44.13	364,260	249,283	16,073,261
July	67.0	63.83	42.74	371,938	249,030	15,896,482
August	60.7	65.10	39.49	376,247	228,242	14,858,523
September	64.2	66.72	42.86	364,110	233,911	15,606,753
October	67.8	73.24	49.62	376,247	254,909	18,670,438
November	58.4	66.62	38.90	363,750	212,425	14,151,192
December	50.0	63.60	31.83	375,875	188,098	11,962,396
<b>Total Year</b>	<b>61.8</b>	<b>65.59</b>	<b>40.52</b>	<b>4,420,264</b>	<b>2,730,621</b>	<b>179,103,452</b>

\*Data Source: Smith Travel Research Company

**APPENDIX A (CONTINUED)**

**LEE COUNTY\***

<b>2004</b>	<b>Occupancy (%)</b>	<b>ADR (\$)</b>	<b>RevPar (\$)</b>	<b>Room Supply</b>	<b>Room Demand</b>	<b>Room Revenue (\$)</b>
January	42.0	55.27	23.21	60,326	25,336	1,400,445
February	49.8	59.36	29.56	54,488	27,132	1,610,512
March	55.9	59.23	33.09	60,326	33,699	1,996,078
April	59.3	59.92	35.53	58,380	34,614	2,074,116
May	58.6	61.71	36.16	60,326	35,345	2,181,176
June	62.6	60.19	37.68	58,380	36,551	2,199,923
July	60.7	59.16	35.89	60,326	36,594	2,164,965
August	60.9	61.15	37.27	60,326	36,768	2,248,257
September	60.7	75.31	45.70	58,380	35,425	2,667,773
October	61.1	80.48	49.14	60,326	36,840	2,964,720
November	52.9	70.58	37.33	58,380	30,881	2,179,600
December	39.5	57.20	22.57	60,326	23,806	1,361,746
<b>Total Year</b>	<b>55.3</b>	<b>63.74</b>	<b>35.27</b>	<b>710,290</b>	<b>392,991</b>	<b>25,049,311</b>

**MADISON COUNTY\***

<b>2004</b>	<b>Occupancy (%)</b>	<b>ADR (\$)</b>	<b>RevPar (\$)</b>	<b>Room Supply</b>	<b>Room Demand</b>	<b>Room Revenue (\$)</b>
January	50.1	60.66	30.40	160,673	80,524	4,884,263
February	57.5	61.76	35.53	145,124	83,474	5,155,770
March	65.4	61.73	40.35	160,673	105,021	6,482,519
April	67.5	61.34	41.43	155,490	105,017	6,441,519
May	64.1	62.07	39.77	160,673	102,930	6,389,227
June	68.4	61.97	42.39	155,490	106,371	6,591,816
July	69.2	62.23	43.03	162,626	112,466	6,998,312
August	65.9	62.97	41.47	162,626	107,093	6,743,291
September	60.4	62.36	37.66	157,380	95,046	5,926,670
October	62.5	62.23	38.87	162,626	101,569	6,320,663
November	56.4	62.02	35.00	157,380	88,804	5,507,667
December	45.9	61.26	28.12	162,626	74,649	4,573,193
<b>Total Year</b>	<b>61.1</b>	<b>61.92</b>	<b>37.84</b>	<b>1,903,387</b>	<b>1,162,964</b>	<b>72,014,910</b>

\*Data Source: Smith Travel Research Company

**APPENDIX A (CONTINUED)**

**MOBILE COUNTY\***

<b>2004</b>	<b>Occupancy (%)</b>	<b>ADR (\$)</b>	<b>RevPar (\$)</b>	<b>Room Supply</b>	<b>Room Demand</b>	<b>Room Revenue (\$)</b>
January	48.5	57.23	27.75	182,714	88,605	5,070,483
February	61.6	65.09	40.07	165,032	101,593	6,612,228
March	64.0	56.67	36.28	182,714	116,960	6,628,003
April	57.2	55.23	31.60	176,820	101,175	5,587,908
May	57.7	55.11	31.80	182,714	105,441	5,810,964
June	64.9	55.80	36.24	176,820	114,827	6,407,488
July	68.6	57.29	39.29	182,714	125,305	7,178,176
August	56.8	58.51	33.25	182,714	103,823	6,074,971
September	68.5	60.02	41.09	176,820	121,055	7,266,312
October	84.1	61.64	51.85	182,714	153,681	9,472,896
November	74.4	58.13	43.27	176,820	131,620	7,651,654
December	63.4	56.09	35.57	182,714	115,871	6,499,554
<b>Total Year</b>	<b>64.1</b>	<b>58.16</b>	<b>37.31</b>	<b>2,151,310</b>	<b>1,379,956</b>	<b>80,260,637</b>

**MONTGOMERY COUNTY\***

<b>2004</b>	<b>Occupancy (%)</b>	<b>ADR (\$)</b>	<b>RevPar (\$)</b>	<b>Room Supply</b>	<b>Room Demand</b>	<b>Room Revenue (\$)</b>
January	52.2	53.17	27.77	168,392	87,943	4,675,942
February	64.7	56.42	36.53	152,096	98,472	5,556,271
March	68.0	56.26	38.25	168,392	114,503	6,441,618
April	73.2	55.58	40.69	162,960	119,314	6,630,894
May	66.6	56.08	37.37	171,213	114,084	6,398,325
June	65.1	56.77	36.94	165,690	107,828	6,121,295
July	65.4	56.36	36.86	171,213	111,973	6,311,028
August	61.8	57.45	35.53	171,213	105,892	6,083,901
September	71.6	59.52	42.61	164,010	117,418	6,989,111
October	69.0	58.88	40.61	169,477	116,908	6,883,173
November	61.9	57.67	35.71	167,070	103,445	5,965,243
December	50.0	54.84	27.44	172,639	86,376	4,736,880
<b>Total Year</b>	<b>64.1</b>	<b>56.69</b>	<b>36.32</b>	<b>2,004,365</b>	<b>1,284,156</b>	<b>72,793,681</b>

\*Data Source: Smith Travel Research Company

**APPENDIX A (CONTINUED)**

**MORGAN COUNTY\***

<b>2004</b>	<b>Occupancy (%)</b>	<b>ADR (\$)</b>	<b>RevPar (\$)</b>	<b>Room Supply</b>	<b>Room Demand</b>	<b>Room Revenue (\$)</b>
January	37.8	53.10	20.08	53,940	20,400	1,083,314
February	47.0	53.14	24.97	48,720	22,890	1,216,416
March	50.1	53.77	26.94	53,940	27,032	1,453,378
April	47.8	55.97	26.76	52,200	24,956	1,396,752
May	50.0	55.45	27.73	53,940	26,972	1,495,546
June	50.2	54.62	27.43	52,200	26,218	1,431,943
July	56.6	54.74	30.96	53,940	30,514	1,670,204
August	50.2	56.15	28.18	53,940	27,071	1,520,096
September	51.4	54.60	28.04	52,200	26,806	1,463,560
October	53.1	53.34	28.32	53,940	28,641	1,527,820
November	45.2	51.73	23.39	52,200	23,603	1,220,991
December	34.7	52.03	18.06	53,940	18,725	974,244
<b>Total Year</b>	<b>47.8</b>	<b>54.16</b>	<b>25.91</b>	<b>635,100</b>	<b>303,828</b>	<b>16,454,264</b>

**SHELBY COUNTY\***

<b>2004</b>	<b>Occupancy (%)</b>	<b>ADR (\$)</b>	<b>RevPar (\$)</b>	<b>Room Supply</b>	<b>Room Demand</b>	<b>Room Revenue (\$)</b>
January	53.5	57.05	30.54	51,088	27,351	1,560,349
February	64.5	57.87	37.30	46,144	29,743	1,721,136
March	69.9	59.27	41.45	51,088	35,731	2,117,606
April	73.3	63.78	46.77	49,440	36,256	2,312,532
May	72.4	60.10	43.50	51,088	36,972	2,222,149
June	75.1	60.46	45.40	49,440	37,119	2,244,400
July	75.0	60.40	45.29	51,088	38,304	2,313,690
August	71.1	60.38	42.94	51,088	36,339	2,193,969
September	75.2	62.05	46.65	49,440	37,173	2,306,521
October	74.8	65.76	49.19	51,088	38,210	2,512,782
November	63.2	62.55	39.51	49,440	31,229	1,953,309
December	56.8	60.91	34.61	51,088	29,028	1,768,034
<b>Total Year</b>	<b>68.7</b>	<b>61.01</b>	<b>41.94</b>	<b>601,520</b>	<b>413,455</b>	<b>25,226,477</b>

\*Data Source: Smith Travel Research Company

**APPENDIX A (CONTINUED)**

**TUSCALOOSA COUNTY\***

<b>2004</b>	<b>Occupancy (%)</b>	<b>ADR (\$)</b>	<b>RevPar (\$)</b>	<b>Room Supply</b>	<b>Room Demand</b>	<b>Room Revenue (\$)</b>
January	54.4	50.49	27.47	70,494	38,351	1,936,243
February	69.7	52.32	36.48	63,672	44,397	2,323,012
March	72.6	52.88	38.37	70,494	51,160	2,705,182
April	67.9	53.06	36.04	68,220	46,332	2,458,408
May	69.1	53.19	36.73	71,455	49,348	2,624,883
June	77.5	53.64	41.55	69,150	53,562	2,873,026
July	83.1	54.02	44.87	71,455	59,352	3,206,109
August	73.9	53.90	39.81	71,455	52,778	2,844,690
September	72.6	65.07	47.21	69,150	50,170	3,264,576
October	73.3	63.15	46.30	73,098	53,588	3,384,287
November	67.2	61.88	41.56	70,740	47,518	2,940,186
December	62.6	51.56	32.30	73,098	45,789	2,360,851
<b>Total Year</b>	<b>70.3</b>	<b>55.58</b>	<b>39.08</b>	<b>842,481</b>	<b>592,345</b>	<b>32,921,453</b>

**APPENDIX B**  
**FIELD-INTERCEPT SURVEY FORM**

**Introduction:** Hello, Ma'am/Sir. The Alabama Bureau of Tourism and Travel is conducting a survey with people who are attending the [*name of site/event*] this weekend as part of an economic impact study of the Alabama travel industry being conducted for the Governor. May I have a few minutes of your time to complete this survey, please?

1. First, as far as you know, have you or any other members of your party been interviewed at the [*name of site/event*] by the Alabama Bureau of Tourism and Travel?

No → **CONTINUE**                       Yes → **TERMINATE**

2. Is your visit to this area part of a business trip or is this a non-business trip?

Part of business trip → **SKIP to Q.3**

Non-business → **CONTINUE**

- 2A. Would you say visiting/attending this event is your main (primary) reason for being in the area?

Yes - Primary reason                       No - Secondary reason                       Live here

3. Where is your home residence? City, state and ZIP code please?

City/Town: \_\_\_\_\_

State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

**[ASK COUNTRY OF RESIDENCE IF NOT FROM U.S. \_\_\_\_\_]**

4. Including yourself, how many people are in your party? \_\_\_\_\_

- 4a. Are you here as part of an organized tour or large group?

Yes     No

5. Approximately how many miles, one-way, did you travel to get to [*name of site/event*]? \_\_\_\_\_miles

6. And will you be staying away from your home while attending [*name of site/event*]?

Yes → **CONTINUE**                       No → **SKIP TO Q.11**

7. How many nights are you staying in the area to attend [*name of site/event*]?

\_\_\_\_\_

8. And where are you staying while attending [*name of site/event*]?

RV → **SKIP TO Q.11**

**APPENDIX B (CONTINUED)**

Family/Friends → **SKIP TO Q.11**

Hotel → 9. How many rooms are being used by members of your party: \_\_\_\_\_

10. What is the approximate cost of each room per night?  
 \_\_\_\_\_ **(ESTIMATE IF NECESSARY.)**

Condo → And do you own or rent this condo?

Own → **SKIP to Q.11**

Rent → 9. How many condos are being used by members of your party: \_\_\_\_\_

10. What is the approximate cost of each condo?

\$ \_\_\_\_\_ per night/week/month?

**(ESTIMATE IF NECESSARY and CIRCLE APPROPRIATE TIME FRAME)**

Campground (other than RV) → **SKIP TO Q.11**

Other: (Specify: \_\_\_\_\_) → **SKIP TO Q.11**

11. Now, I want you to think about your party's per person expenditures while attending [name of site/event].

		<u>At [name of site/event]</u>	<u>In area but other than at [name of site/event]</u>
A. How much would you estimate you will be spending on <u>meals per day per person</u> ? ( ) No		\$ _____	\$ _____
B. How much will you be spending on shopping for <u>clothes per person</u> ? ( ) No		\$ _____	\$ _____
C. And, how much will you be spending on <u>souvenirs per person</u> ? ( ) No		\$ _____	\$ _____
D. Any other <u>expenditure per person</u> ? ( ) No		\$ _____	\$ _____

**(MARK NO IF QUESTION NOT ANSWERED)**

12. Now, other than attending [name of site/event], has any member of your party made plans to do anything else while in the area?

No → Q12-A. And are you or other members of your party familiar enough with this area to know about other activities you may be interested in?

Yes       No       Not Sure

Yes → And what would that be? \_\_\_\_\_

**APPENDIX B (CONTINUED)**

13. What mode of transportation did you use to get to the area?

- Personal automobile
- Chartered transportation
- RV/Van
- Airplane
- Rental car → And in what city did you rent the car? \_\_\_\_\_  
And for how many days will you be renting a car? \_\_\_\_\_ days
- Other (*Specify:* \_\_\_\_\_)

***If respondent LIVES IN AREA do NOT ask Q14. → SKIP to Q.15***

14. How much would you say you will be spending on fuel purchases in the immediate area for all vehicles in your party?

- \$ \_\_\_\_\_  Live here

15. Where did you hear about [*name of site/event*]?

\_\_\_\_\_

16. Approximately how long ago did you start planning your trip to [*name of site/event*]?

\_\_\_\_\_

17. Did you use a travel agent or did you plan this trip yourself?

- Travel Agent  Self

18. Did you use the Internet in planning your trip to [*name of site/event*]?

- Yes → **CONTINUE**  No → **SKIP TO Q.19**

18a. What websites did you visit in planning your trip to [*name of site/event*]?

- Alabama Bureau of Tourism website  
 Other website (*Specify:* \_\_\_\_\_)

19. What factors were most important in your decision to attend [*name of site/event*]?

\_\_\_\_\_

20. Do you recall whether you have seen advertisements or articles about tourist attractions in Alabama during the past several months?

- Yes → **CONTINUE**  No → **SKIP TO Q.21**



## APPENDIX C COMPREHENSIVE SURVEY RESULTS

**Table 1-A**

**Is your visit to this area part of a business trip or is this a non-business trip?**

VISIT	Part Of A Business Trip	9.2%
	Non-Business Trip	90.8%
TOTAL	n =	1056
	% Of Total	100.0%

**Table 1-B**

**Would you say visiting/ attending this event is your main reason for being in the area?\***

PRIMARY REASON	Yes - Primary Reason	62.8%
	No - Secondary Reason	9.1%
	Live Here	28.2%
TOTAL	n =	959
	% Of Total	100.0%

*\* Includes only respondents who indicated their visit was part of a non-business trip.*

**Table 2**

**Average Miles Traveled One-Way To Reach Event**

AVERAGE MILES TRAVELED ONE-WAY TO REACH EVENT	200.2
---	-------

**Table 3**

**Will you be staying away from your home while attending this event?**

STAY AWAY FROM HOME	Yes	42.9%
	No	57.1%
TOTAL	n =	1056
	% Of Total	100.0%

## APPENDIX C (CONTINUED)

**Table 4**

**Where are you staying while attending this event?\***

		NUMBER OF PEOPLE IN PARTY			TOTAL
		Less than 15	15 or more	NA	
LODGING	RV	12.8%	4.3%	25.0%	12.5%
	Family/ Friends	24.2%	17.4%		23.7%
	Hotel	44.2%	39.1%	50.0%	44.0%
	Condo	10.2%	8.7%		10.0%
	Campground (not RV)	5.7%	13.0%		6.0%
	Apartment	0.2%			0.2%
	Military Base	0.5%	13.0%	25.0%	1.3%
	Yacht/ Boat	0.2%			0.2%
	Secondary Home	1.4%	4.3%		1.6%
Other	0.5%			0.4%	
TOTAL	n =	421	23	4	448
	% Of Total	94.0%	5.1%	0.9%	100.0%

\* Asked only to respondents staying away from home.

**Table 5**

**Description of Travel Parties\***

**(TOTAL)**

	NUMBER OF PEOPLE IN PARTY		TOTAL
	Less than 15	15 or more	Average
	Average	Average	
Average Number Of Nights Staying In Area To Attend Event	3.5	1.8	3.4
Average Number Of People In Party	3.7	26.3	4.7
Average Number of Rooms In Party	1.6	6.4	1.8

\* Includes only respondents who indicated that was their primary reason for being in the area.

**Table 6**

**Description of Travel Parties\***

**(Hotel Stays ONLY)**

	NUMBER OF PEOPLE IN PARTY		TOTAL
	Less than 15	15 or more	Average
	Average	Average	
Average Number Of Nights Staying In Area To Attend Event	3.6	1.4	3.5
Average Number Of People In Party	3.7	28	4.6
Average Number of Rooms In Party	1.7	8.2	1.9

\* Includes only respondents who indicated that attending the event was their primary reason for being in the area and who are staying in a hotel.

## APPENDIX C (CONTINUED)

**Table 7-A**

**Average Amount Spent On Selected Items While Attending Event**

	NUMBER OF PEOPLE IN PARTY			TOTAL
	Less than 15	15 or more	NA	
Meals Per Person Per Day At The Event	\$15.30	\$19.64	\$21.67	\$15.51
Clothing Per Person At The Event	\$19.25	\$18.64	\$67.50	\$19.32
Souvenirs Per Person At The Event	\$19.18	\$19.29	\$66.67	\$19.33
Other Expenditures Per Person At The Event	\$17.11	\$1.22	\$6.67	\$16.36
Total Expenditures Per Person Per Day At The Event	\$70.44	\$56.56	\$200.00	\$70.10

**Table 7-B**

**Average Amount Spent On Selected Items While In Area Other Than At Event\***

	NUMBER OF PEOPLE IN PARTY		TOTAL
	Less than 15	15 or more	
Hotel/Condo Expenditures Per Room Per Night	\$114.98	\$187.14	\$118.10
Fuel Expenditures	\$40.65	\$89.07	\$43.12
Meals Per Person Per Day In Area Other Than At The Event	\$11.09	\$8.26	\$10.97
Clothing Per Person In Area Other Than At The Event	\$8.27	\$0.00	\$7.92
Souvenirs Per Person In Area Other Than At The Event	\$1.52	\$0.00	\$1.46
Other Expenditures Per Person In Area Other Than At The Event	\$9.61	\$0.00	\$9.20
Total Expenditures Per Person Per Day In Area Other Than At The Event	\$30.67	\$8.26	\$29.66

\* Includes only respondents who indicated that attending the event was their primary reason for being in the area.

**Table 8**

**Other than attending this event, has any member of your party made plans to do anything else while in the area?**

PLANNED OTHER ACTIVITIES	No	72.9%
	Yes	27.1%
TOTAL	n =	1056
	% Of Total	100.0%

**Table 9**

**Are you or other members of your party familiar enough with this area to know about other activities you may be interested in?\***

OTHER ACTIVITIES	Yes	77.4%
	No	15.8%
	Not Sure	6.8%
TOTAL	n =	770
	% Of Total	100.0%

\* Includes only respondents who had not made plans.

## APPENDIX C (CONTINUED)

**Table 10**

**What other things will you be doing while in the area?\*** \*\*

OTHER ACTIVITIES	Museums & Attractions - Other	3.5%
	Science & Technology Attractions	1.0%
	Beaches	0.3%
	Traveling	0.7%
	Don't Know	2.1%
	Sightseeing / Tours	12.9%
	Nightlife	16.1%
	Concerts	4.5%
	Zoos	0.7%
	School Or Business Related	2.4%
	Outdoor Recreation	18.9%
	Dining Out	4.2%
	Historical Monuments/ Attractions (Other Than Civil Rights)	0.7%
	Wedding/ Reunion/ Private Party	0.3%
	Visit A Specific City	2.8%
	Visit Family/ Friends	10.5%
	Theaters & Art	0.3%
	Caverns & Parks	0.7%
	Theme Parks	3.1%
	Shopping	14.7%
	Sporting Events	3.5%
	Local Festivals	0.3%
	Movies	2.4%
	Monuments/ Attractions - Civil Rights	1.7%
	Religious Activity/ Attend Church	0.3%
	Entertainment (General)	4.2%
Relaxing	0.7%	
Race Tracks (Barber, Talladega, other)	0.3%	
Real Estate Shopping	0.3%	
Personal Care (haircut, spa, etc)	0.7%	

\* Totals may exceed 100% due to multiple responses.

\*\* Includes only respondents who have made plans.

**Table 11**

**What mode of transportation did you use to get to the area?\***

TRANSPORTATION	Personal Automobile	82.0%
	Chartered Transportation	0.2%
	RV/ Van	4.3%
	Airplane	4.1%
	Rental Car	3.3%
	Government/ Company Vehicle	0.2%
	Hotel Shuttle	0.1%
	Bike	0.3%
	Walk	0.4%
	Motorcycle	7.8%
	Boat	0.3%

\* Totals may exceed 100% due to multiple modes of transportation used by some travelers.

## APPENDIX C (CONTINUED)

Table 12

**Where did you hear about this event/attraction?\***

Friends/ Word Of Mouth	13.1%
Family Member	8.9%
Previous Visit To Area/ Attraction	18.8%
Hired To Do A Job	0.1%
Internet	3.1%
School-Related/ While Attending School	1.9%
Live In The Area/ Used To Live In The Area	13.7%
Co-Worker/ At Work	3.9%
Have Known About It For Years/ Just Know	16.7%
TV News Or Program	0.6%
ABTT/ Visitor's Guide	0.1%
Advertisement (general)	1.2%
Billboard/ Sign	0.4%
Brochure/ Flyer	1.2%
Church-Group/ Club-Related	0.5%
Another Event/ Attraction	0.4%
Radio	4.3%
Golfers/ Golf Course	0.2%
Tour	0.9%
Walk-in/ Drive By/ Spur Of The Moment	0.1%
Magazine	1.3%
Newspaper	4.5%
Shops/ Stores/ Mall	0.4%
Member/ Season Ticket Holder/ Regular Attendee	1.0%
TV (general)	6.3%
Print Media (general)	0.4%
Hotel	0.2%
Racing Fan (NASCAR, bikes)	0.1%
Sponsor	0.6%
Football Fan	0.3%
Alumni	1.7%
Used To Participate	0.5%
Own Horses	0.2%
Real Estate Agent	0.1%
Taking Part In Event	0.4%
Refused/NA	1.6%

\* Totals may exceed 100% due to multiple responses.

## APPENDIX C (CONTINUED)

**Table 13**  
**Approximately how long ago did you start**  
**planning your trip to this event?**  
**(Average Number of Days\*)**

	Average
AVERAGE NUMBER OF DAYS TO PLAN TRIP	108.7

*\* On the average, attendees started planning for their visit to events over three (3.6) months in advance.*

**Table 14**  
**Did you use a travel agent or did you plan this trip yourself?**

PLAN TRIP	Travel agent	0.9%
	Self	99.1%
TOTAL	n =	1056
	% Of Total	100.0%

**Table 15**  
**Did you use the Internet in planning your trip to this event?**

USE INTERNET	Yes	27.7%
	No	72.2%
	NA/DK	0.2%
TOTAL	n =	1056
	% Of Total	100.0%

## APPENDIX C (CONTINUED)

Table 16

What websites did you visit in planning your trip to this event?\* \*\*

Website	
ABTT	2.7%
Travelocity	2.4%
MapQuest Or Other Mileage Site	3.7%
Other/ Not Sure	9.9%
Yahoo.com	3.7%
TheCivilRightsInstitute.com	0.3%
GulfShoreRentals.com	0.7%
GulfShores.com	3.7%
Hotel Website	4.4%
Huntsville Website	0.3%
RTJgolf.com	6.1%
Car Rental Websites	0.3%
Alabama State Parks	1.0%
USAirways.com	0.3%
NationalPeanutFestival.com	1.0%
Expedia.com	2.0%
Realty Company	1.7%
Google	3.4%
Barber Motorsports	16.7%
Trail Of Tears	9.5%
Harley.com	0.3%
City Of Montgomery	1.0%
Chamber Of Commerce	1.4%
University Website	1.0%
Alabama.com	1.0%
AL Deep Sea Fishing Rodeo	1.4%
AOL.com	1.7%
Weather.com	0.3%
Camping Website	0.7%
MeyerRealty.com	1.7%
SunCoastBeachVacations.com	0.3%
MSN.com	0.7%
Tripmaker Deluxe	0.3%
Racking Horse (RHBA)	3.4%
Golf Website	0.3%
Big Spring Jam	5.8%
Ticket Purchasing Website	0.7%
Kentuck.org	5.4%
Search Engine	0.3%
PGA.com	1.0%
Nationwide.com	1.0%
BrunosEventTeam.com	0.3%
Rolltide.com	2.4%
Bukk.com	0.3%

\* Asked only to respondents who used the Internet to plan trip.

\*\* Totals may exceed 100% due to multiple responses.

## APPENDIX C (CONTINUED)

Table 17

**What factors were most important in your decision to visit this event?\***

Not Much Else In Area	0.4%
Visiting Family/ Friends	1.9%
Attend Graduation/ Wedding/ Reunion/ Private Party	0.2%
To See Site (general)	0.2%
Show Family Member Where Attended School/ Lived	0.1%
Free Time/ Something To Do/ Entertainment	5.7%
Personal Reasons	0.2%
Kids	6.4%
History/ Heritage	5.1%
Specific Attraction At Site	27.9%
Weather	8.9%
Location/ Proximity	6.4%
Size Of Attraction (e.g. zoo, gardens, mall, etc.)	0.1%
Group Trip (church or social)	0.3%
Quality Time With Family/ Date	7.5%
Friends/ Family Opinion	0.3%
Reputation/ Quality Of The Site/ Attraction	4.6%
Cost	2.5%
Pleasant Place/ Safe/ Clean	0.9%
Enjoyed Prior Visit	1.9%
Educational/ School Project	0.4%
Family-Friendly	0.9%
Variety	0.2%
Timing/ When Attraction Is Open	1.3%
Own Property/ Condo In Area	0.4%
Vacation/ Relaxation	1.0%
Shopping	0.3%
Accommodations	0.8%
Not Crowded/ Tranquil/ Peaceful	0.7%
Close To Other Things I Want To Visit	0.1%
Passing Through/ In Area Already/ Sightseeing	0.4%
Tour (part of a tour)	0.6%
Members/ Season Ticket Holders/ Patrons	1.3%
Never Visited Before/ Something New	1.1%
Advertising	0.2%
Taking Part In Event/ Volunteer	7.7%
NA	1.5%
Support Event	2.0%
Concert	0.2%
Free Coupon/ Promotion	2.0%
Challenge	0.2%
Tradition	2.0%
Nightlife	0.8%
Outdoor Recreation	0.4%
Environment/ Atmosphere	2.0%
Support Team	3.2%
Prizes	0.8%
None	0.3%
Graduate/Alumni	1.5%
Ticket/Pass Available	0.4%
Other	4.5%

\* Totals may exceed 100% due to multiple responses.

## APPENDIX C (CONTINUED)

Table 18

**Do you recall whether you have seen or heard any advertisements or read any articles about Alabama during the past several months?**

SEEN ADVERTISEMENT	Yes	56.9%
	No	42.7%
	NA	0.4%
TOTAL	n =	1056
	% Of Total	100.0%

Table 19-A

**Where did you see or hear advertisements or articles about Alabama?\* \*\***

ADVERTISEMENT	TV	63.9%
	Internet	15.3%
	Newspaper	29.3%
	Magazine	25.0%
	Radio	20.3%
	Billboard	17.0%
	Tourist Information Center	1.0%
	Flyer	0.8%
	Hotels	1.0%
	Family/ Friends/ Word Of Mouth	0.3%
	Newsletter From Work	0.3%
	Realty Company	0.3%
	Plane	0.3%
	School	0.2%
	Bike Shop	0.2%
	Restaurant	0.2%
	Phone Book	0.2%
NA	2.5%	
TOTAL	n =	601

\* Asked only to respondents who have seen advertisement.

\*\* Totals may exceed 100% due to multiple responses.

Table 19-B

**Where did you see or hear advertisements or articles about Alabama?\* \*\***

ADVERTISEMENT	TV	36.4%
	Internet	8.7%
	Newspaper	16.7%
	Magazine	14.2%
	Radio	11.6%
	Billboard	9.7%
	Tourist Information Center	0.6%
	Flyer	0.5%
	Hotels	0.6%
	Family/ Friends/ Word Of Mouth	0.2%
	Newsletter From Work	0.2%
	Realty Company	0.2%
	Plane	0.2%
	School	0.1%
	Bike Shop	0.1%
	Restaurant	0.1%
	Phone Book	0.1%
	NA	1.4%
	No Advertising Recall	43.1%
TOTAL	n =	1056

\* Includes all visitors.

\*\* Totals may exceed 100% due to multiple responses.

## APPENDIX C (CONTINUED)

**Table 20-A**  
**Characteristics of Visitors**

PART OF ORGANIZED TOUR OR LARGE GROUP	Yes	5.7%
	No	94.3%
HOUSEHOLD SIZE	1	12.0%
	2	37.3%
	3	20.2%
	4	21.4%
	5 or More	9.1%
RACE	White	89.1%
	African American	8.4%
	Hispanic	0.3%
	Asian/ Pacific Islander	0.9%
	Native American/	0.5%
	Other	0.4%
INCOME	NA	0.4%
	Less Than \$15,000	1.1%
	\$15,000 - \$25,000	4.6%
	\$25,000 - \$50,000	21.8%
	\$50,000 - \$100,000	37.6%
	More Than \$100,000	18.3%
GENDER	NA	16.6%
	Female	40.2%
	Male	59.8%

**Table 20-B**  
**Characteristics of Visitors**

GEOGRAPHICAL ORIGIN	Alabama	68.4%
	Arizona	0.1%
	Arkansas	0.2%
	California	1.1%
	Colorado	0.2%
	Connecticut	0.1%
	Florida	2.9%
	Georgia	3.7%
	Idaho	0.1%
	Illinois	0.9%
	Indiana	0.6%
	Kansas	0.1%
	Kentucky	2.1%
	Louisiana	2.8%
	Maryland	0.4%
	Massachusetts	0.1%
	Michigan	0.3%
	Mississippi	3.7%
	Missouri	0.9%
	Nebraska	0.1%
	New Jersey	0.1%
	New Mexico	0.2%
	New York	0.3%
	North Carolina	0.7%
	Ohio	0.2%
	Oklahoma	0.2%
	Oregon	0.2%
	Pennsylvania	0.3%
	South Carolina	0.2%
	Tennessee	6.8%
	Texas	1.3%
	Utah	0.2%
	Virginia	0.4%
Washington	0.2%	
West Virginia	0.1%	
Wisconsin	0.1%	

## APPENDIX D

### SURVEY RESULTS FOR IN-STATE ATTRACTIONS BY COUNTY AND BY EVENT

**Table 1-A**  
Is your visit to this area part of a business trip or is this a non-business trip?

		Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison	Mobile	Montgomery	Morgan	Tuscaloosa		
		Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
VISIT	Part of a business trip	25.9%	1.5%		3.6%	1.0%	9.6%	1.9%	11.5%	7.7%	26.0%	22.8%	0.9%
	Non-business trip	74.1%	98.5%	100.0%	96.4%	99.0%	90.4%	98.1%	88.5%	92.3%	74.0%	77.2%	99.1%
TOTAL	n =	58	136	57	111	104	52	52	104	52	100	114	116
	% of Total	5.5%	12.9%	5.4%	10.5%	9.8%	4.9%	4.9%	9.8%	4.9%	9.5%	10.8%	11.0%

**Table 1-B**  
Would you say visiting/ attending this event is your main reason for being in the area?\*

		Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison	Mobile	Montgomery	Morgan	Tuscaloosa		
		Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
PRIMARY REASON	Yes - Primary Reason	25.6%	79.1%	35.1%	43.9%	94.2%	40.4%	41.2%	71.7%	31.3%	95.9%	39.8%	81.7%
	No - Secondary Reason	14.0%	9.7%		6.5%	2.9%	6.4%	9.8%	16.3%	47.9%		11.4%	1.7%
	Live Here	60.5%	11.2%	64.9%	49.5%	2.9%	53.2%	49.0%	12.0%	20.8%	4.1%	48.9%	16.5%
TOTAL	n =	43	134	57	107	103	47	51	92	48	74	88	115
	% of Total	4.5%	14.0%	5.9%	11.2%	10.7%	4.9%	5.3%	9.6%	5.0%	7.7%	9.2%	12.0%

\* Includes only respondents who indicated their visit was part of a non-business trip.

**Table 2**  
Average Miles Traveled One-Way To Reach Event

	Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison	Mobile	Montgomery	Morgan	Tuscaloosa		
	Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
AVERAGE MILES TRAVELED ONE-WAY TO REACH EVENT	289.7	314	24.8	123.1	140.6	64.8	433.8	61.2	618.8	247.2	162.7	141



## APPENDIX D (CONTINUED)

**Table 5**  
**Description of Travel Parties\***  
**(TOTAL)**

	Autauga		Baldwin		Houston		Jefferson	Lauderdale		Madison		Madison	Mobile	Montgomery		Morgan		Tuscaloosa	Tuscaloosa	
	Nationwide Golf Championship		Beaches		National Peanut Festival		Rolex Sports Car Series	Trail of Tears		Big Spring Jam		RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites		Racking Horse Celebration		Kentuck Festival	Iron Bowl	
	NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY	
	Less than 15	Less than 15	15 or more	Less than 15	15 or more	Less than 15	Less than 15	15 or more	Less than 15	15 or more	Less than 15	Less than 15	Less than 15	15 or more	Less than 15	15 or more	Less than 15	Less than 15	15 or more	
Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	
Average number of nights staying in area to attend event	4.1	3.5	2.7	1.5		2.5	1.2	1.3	1		5.2	2.9	2.7		6.1			2	2.2	1.3
Average number of people in party	2.2	4.1	22.7	4.2	38.5	2.8	4.9	22.9	4.4	20	3.4	3.5	3.3	100	3.5	60		3.1	4.1	21.8
Average number of rooms in party	1.8	1.4	2.7	1		1.2	2.7	9.3	1		2.3	1.7	1		1.6			1	1.7	

\* Includes only respondents who indicated that attending the event was their primary reason for being in the area.

**Table 6**  
**Description of Travel Parties\***  
**(Hotel Stays ONLY)**

	Autauga		Baldwin		Houston	Jefferson	Lauderdale		Madison	Madison	Mobile	Montgomery	Morgan	Tuscaloosa	Tuscaloosa	
	Nationwide Golf Championship		Beaches		National Peanut Festival	Rolex Sports Car Series	Trail of Tears		Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl	
	NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY	
	Less than 15	Less than 15	15 or more	Less than 15	Less than 15	Less than 15	15 or more	Less than 15	Less than 15	Less than 15	Less than 15	Less than 15	Less than 15	Less than 15	Less than 15	
Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average	Average		
Average number of nights staying in area to attend event	6.2	2.6	3	1		2.3	1.1	1	1.5	5.8	3	1.7		5.4	2.5	1.8
Average number of people in party	3.4	3.9	40	2		2.3	5	25	3.5	3.5	5.3	2.2		3.8	2	4.1
Average number of rooms in party	1.8	1.6	4	1		1.2	2.7	9.3	1	2.3	1.7	1		1.6	1	1.7

\* Includes only respondents who indicated that attending the event was their primary reason for being in the area and who stayed in a hotel.

## APPENDIX D (CONTINUED)

Table 7-A  
Average Amount Spent On Selected Items While Attending Event

	Autauga			Baldwin		Houston		Jefferson		Lauderdale		Madison		Madison	Mobile		Montgomery		Morgan			Tuscaloosa	Tuscaloosa	
	Nationwide Golf Championship			Beaches		National Peanut Festival		Rolex Sports Car Series		Trail of Tears		Big Spring Jam		RTJ Hampton Cove	Deep Sea Fishing Rodeo		Civil Rights Sites		Racking Horse Celebration			Kentuck Festival	Iron Bowl	
	NUMBER OF PEOPLE IN PARTY			NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY			NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY	
	Less than 15	15 or more	NA	Less than 15	15 or more	Less than 15	15 or more	Less than 15	NA	Less than 15	15 or more	Less than 15	15 or more	Less than 15	Less than 15	15 or more	Less than 15	15 or more	NA	Less than 15	15 or more	15 or more		
Meals per person per day at the event	\$11.04	\$55.00	\$0.00	\$31.03	\$20.00	\$15.32	\$17.50	\$10.00	\$0.00	\$15.94	\$21.71	\$17.94	\$13.33	\$9.45	\$12.12	\$17.50	\$0.00	\$0.00	\$19.28	\$20.00	\$65.00	\$11.58	\$12.06	\$12.78
Clothing per person at the event	\$7.13	\$57.50	\$60.00	\$41.83	\$1.67	\$0.38	\$0.00	\$7.51		\$27.91	\$34.71	\$3.59	\$0.00	\$4.76	\$7.88	\$7.50	\$0.63	\$0.00	\$77.02	\$10.00	\$75.00	\$2.75	\$6.51	\$7.78
Souvenirs per person at the event	\$12.35	\$0.00	\$0.00	\$12.98	\$13.57	\$3.65	\$29.00	\$12.46	\$0.00	\$17.49	\$33.47	\$7.95	\$13.33	\$8.02	\$3.41	\$0.00	\$6.25	\$5.00	\$34.24	\$20.00	\$200.00	\$66.93	\$13.10	\$7.78
Other expenditures per person at the event	\$2.83	\$0.00	\$0.00	\$19.03	\$3.57	\$9.11	\$0.00	\$1.50	\$20.00	\$1.29	\$0.00	\$6.53	\$3.33	\$1.88	\$2.31	\$0.00	\$1.67	\$0.00	\$109.59	\$0.00	\$0.00	\$17.07	\$2.13	\$2.22
Total expenditures per person per day at the event	\$29.47	\$112.50	\$60.00	\$105.46	\$33.33	\$28.22	\$46.50	\$29.14		\$62.50	\$86.73	\$37.30	\$30.00	\$16.82	\$26.44	\$30.00	\$6.82	\$5.00	\$239.12	\$50.00	\$340.00	\$98.46	\$33.33	\$30.56

Table 7-B  
Average Amount Spent On Selected Items While In Area Other Than At Event\*

	Autauga			Baldwin		Houston		Jefferson		Lauderdale		Madison		Madison	Mobile	Montgomery		Morgan			Tuscaloosa	Tuscaloosa	
	Nationwide Golf Championship			Beaches		National Peanut Festival		Rolex Sports Car Series		Trail of Tears		Big Spring Jam		RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites		Racking Horse Celebration			Kentuck Festival	Iron Bowl	
	NUMBER OF PEOPLE IN PARTY			NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY		NUMBER OF PEOPLE IN PARTY			NUMBER OF PEOPLE IN PARTY	NUMBER OF PEOPLE IN PARTY	
	Less than 15	15 or more	Average	Less than 15	15 or more	Average	Less than 15	15 or more	Average	Less than 15	15 or more	Average	Less than 15	Less than 15	Less than 15	15 or more	Average	Average	Average	Average	Average	Average	Average
Hotel/Condo Expenditures Per Room Per Night			\$107.20	\$177.34	\$352.67	\$70.00		\$69.25	\$71.29	\$63.00	\$130.00		\$84.70	\$116.67	\$76.33		\$68.00		\$67.50	\$99.21			
Fuel expenditures			\$57.73	\$50.91	\$50.00	\$15.59	\$20.00	\$28.09	\$31.05	\$127.69	\$14.62		\$22.58	\$36.95	\$24.58	\$0.00	\$99.31	\$0.00	\$13.31	\$26.00	\$55.00		
Meals per person per day in area other than at the event			\$15.43			\$2.15	\$0.00	\$7.30	\$8.53	\$10.38	\$2.88	\$0.00	\$11.00	\$4.40	\$6.59	\$0.00	\$38.49	\$50.00	\$2.41	\$16.06	\$4.44		
Clothing per person in area other than at the event			\$14.86			\$1.85	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3.57	\$0.59	\$2.61	\$0.00	\$62.31	\$0.00	\$0.00	\$4.90	\$0.00		
Souvenirs per person in area other than at the event			\$1.39			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1.43	\$0.33	\$11.14	\$0.00	\$5.71	\$0.00	\$0.00	\$2.72	\$0.00		
Other expenditures per person in area other than at the event			\$42.84			\$0.00	\$0.00	\$0.84	\$1.29	\$0.00	\$0.48	\$0.00	\$1.14	\$7.66	\$0.00	\$0.00	\$51.44	\$0.00	\$0.00	\$6.50	\$0.00		
Total expenditures per person per day in area other than at the event			\$74.56			\$4.12	\$0.00	\$7.09	\$9.83	\$10.38	\$3.38	\$0.00	\$16.35	\$13.38	\$21.05	\$0.00	\$164.21	\$50.00	\$2.17	\$29.51	\$4.44		

\* Includes only respondents who indicated that attending the event was their primary reason for being in the area.

## APPENDIX D (CONTINUED)

**Table 8**

**Other than attending this event, has any member of your party  
made plans to do anything else while in the area?**

		Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison		Mobile	Montgomery	Morgan	Tuscaloosa	
		Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
PLANNED OTHER ACTIVITIES	No	87.9%	52.9%	91.2%	84.7%	83.7%	90.4%	71.2%	67.3%	28.8%	73.0%	77.2%	72.4%
	Yes	12.1%	47.1%	8.8%	15.3%	16.3%	9.6%	28.8%	32.7%	71.2%	27.0%	22.8%	27.6%
TOTAL	n =	58	136	57	111	104	52	52	104	52	100	114	116
	% of Total	5.5%	12.9%	5.4%	10.5%	9.8%	4.9%	4.9%	9.8%	4.9%	9.5%	10.8%	11.0%

**Table 9**

**Are you or other members of your party familiar enough with this  
area to know about other activities you may be interested in?\***

		Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison		Mobile	Montgomery	Morgan	Tuscaloosa	
		Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
OTHER ACTIVITIES	Yes	78.4%	59.7%	98.1%	83.0%	64.4%	85.1%	78.4%	90.0%	93.3%	69.9%	73.9%	78.6%
	No	9.8%	26.4%	1.9%	7.4%	33.3%	6.4%	10.8%	10.0%		20.5%	25.0%	11.9%
	Not Sure	11.8%	13.9%		9.6%	2.3%	8.5%	10.8%		6.7%	9.6%	1.1%	9.5%
TOTAL	n =	51	72	52	94	87	47	37	70	15	73	88	84
	% of Total	6.6%	9.4%	6.8%	12.2%	11.3%	6.1%	4.8%	9.1%	1.9%	9.5%	11.4%	10.9%

\* Includes only respondents who have not made plans.

## APPENDIX D (CONTINUED)

**Table 10**  
**What other things will you be doing while in the area?\* \*\***

	Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison	Mobile	Montgomery	Morgan	Tuscaloosa		
	Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
Museums & Attractions - Other		1.6%		41.2%					2.7%		3.8%	
Science & Technology Attractions							6.7%			7.4%		
Beaches								2.9%				
Traveling									5.4%			
Don't Know		3.1%				20.0%		2.9%	2.7%			3.1%
Sightseeing / Tours	14.3%	3.1%		5.9%	47.1%	20.0%		5.9%	40.5%	22.2%	3.8%	
Nightlife	14.3%	21.9%		5.9%	29.4%	20.0%	6.7%	5.9%		7.4%		59.4%
Concerts		1.6%	20.0%		17.6%		53.3%					
Zoos		1.6%						2.9%				
School Or Business Related									13.5%		7.7%	
Outdoor Recreation	28.6%	46.9%		5.9%	5.9%			35.3%		22.2%		6.3%
Dining Out		9.4%	20.0%			40.0%				3.7%	3.8%	3.1%
Historical Monuments/ Attractions (Other Than Civil Rights)								2.9%			3.8%	
Wedding/ Reunion/ Private Party									2.7%			
Visit A Specific City		6.3%		5.9%					2.7%		3.8%	3.1%
Visit Family/ Friends	28.6%	1.6%	20.0%	5.9%			6.7%	11.8%	18.9%	7.4%	30.8%	9.4%
Theaters & Art									2.7%			
Caverns & Parks		1.6%						2.9%				
Theme Parks		14.1%										
Shopping	28.6%	10.9%	20.0%	23.5%		40.0%		2.9%	8.1%	40.7%	34.6%	6.3%
Sporting Events							6.7%		2.7%		26.9%	3.1%
Local Festivals										3.7%		
Movies						40.0%	20.0%			7.4%		
Monuments/ Attractions - Civil Rights				5.9%					10.8%			
Religious Activity/ Attend Church				5.9%								
Entertainment (General)			20.0%				6.7%	26.5%		3.7%		
Relaxing												6.3%
Race Tracks (Barber, Talladega, other)				5.9%								
Real Estate Shopping		1.6%										
Personal Care (haircut, spa, etc)									3.7%			3.1%

\* Totals may exceed 100% due to multiple responses.

\*\* Includes only respondents who have made plans.

## APPENDIX D (CONTINUED)

**Table 11**  
**What mode of transportation did you use to get to the area?\***

		Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison		Mobile	Montgomery	Morgan	Tuscaloosa	
		Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
TRANSPORTATION	Personal Automobile	77.6%	86.8%	98.2%	93.7%	22.1%	90.4%	84.6%	90.4%	71.2%	95.0%	92.1%	84.5%
	Chartered Transportation						1.9%			1.9%			
	RV/ Van		7.4%	1.8%	3.6%	1.0%	3.8%	3.8%	1.9%	1.9%	3.0%	8.8%	7.8%
	Airplane	13.8%	2.9%		1.8%		3.8%	11.5%	1.0%	23.1%	1.0%	0.9%	5.2%
	Rental Car	22.4%	5.9%		0.9%		1.9%	7.7%		3.8%	3.0%	0.9%	1.7%
	Government/ Company Vehicle								1.9%				
	Hotel Shuttle											0.9%	
	Bike		0.7%						1.9%				
	Walk									1.90%			2.6%
	Motorcycle				0.9%	77.9%							
Boat								2.9%					

\* Totals may exceed 100% due to multiple modes of transportation used by some travelers.

## APPENDIX D (CONTINUED)

Table 12

Where did you hear about this event/attraction?\*

	Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison		Mobile	Montgomery	Morgan	Tuscaloosa	
	Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
Friends/ Word Of Mouth	6.9%	29.4%	7.0%	9.9%	17.3%	11.5%	17.3%	7.7%	9.6%	4.0%	21.1%	4.3%
Family Member	3.4%	15.4%		14.4%	2.9%	7.7%	5.8%	4.8%	21.2%	6.0%	5.3%	14.7%
Previous Visit To Area/ Attraction	6.9%	16.2%	17.5%	8.1%	30.8%	17.3%	7.7%	16.3%	1.9%	58.0%	21.1%	7.8%
Hired To Do A Job					1.0%							
Internet	3.4%	3.7%	1.8%	9.0%	4.8%	3.8%	9.6%		3.8%		0.9%	
School-Related/ While Attending School	1.7%	0.7%							7.7%		3.5%	8.6%
Live In The Area/ Used To Live In The Area	3.4%	17.6%	40.4%	0.9%	2.9%	13.5%	34.6%	27.9%	5.8%		20.2%	10.3%
Co-Worker/ At Work	10.3%	2.2%	1.8%	12.6%	1.9%	5.8%	1.9%	1.9%	5.8%	4.0%	0.9%	0.9%
Have Known About it For Years/ Just Know	5.2%	16.2%	15.8%	6.3%	28.8%	5.8%		29.8%	7.7%	15.0%	7.0%	37.9%
TV News Or Program			1.8%			3.8%		1.0%	1.9%		0.9%	
ABTT/ Visitor's Guide					1.0%							
Advertisement (general)	1.7%		1.8%	1.8%	1.0%	11.5%	1.9%		1.9%			
Billboard/ Sign				3.6%								
Brochure/ Flyer				1.8%	3.8%				11.5%		0.9%	
Church-Group/ Club-Related				1.8%	2.9%							
Another Event/ Attraction				1.8%			1.9%		1.9%			
Radio	13.8%		12.3%	11.7%	1.0%	15.4%		6.7%		1.0%		
Golfers/ Golf Course	3.4%											
Tour	3.4%								15.4%			
Walk-in/ Drive By/ Spur Of The Moment		0.7%										
Magazine	1.7%	0.7%		2.7%	1.9%					1.0%	5.3%	
Newspaper	10.3%		5.3%	7.2%	1.9%	7.7%		1.0%	3.8%	3.0%	15.8%	
Shops/ Stores/ Mall				1.8%	1.0%	1.9%						
Member/ Season Ticket Holder/ Regular Attendee					1.0%		3.8%		1.9%	3.0%		3.4%
TV (general)	46.6%	2.2%	7.0%	9.9%	1.0%	13.5%	9.6%	3.8%	1.9%		0.9%	1.7%
Print Media (general)				0.9%	1.0%	1.9%	1.9%					
Hotel						1.9%			1.9%			
Racing Fan (NASCAR, bikes)				0.9%								
Sponsor	6.9%			0.9%				1.0%				
Football Fan												2.6%
Alumni												15.5%
Used To Participate										3.0%		1.7%
Own Horses										2.0%		
Real Estate Agent							1.9%					
Taking Part In Event			1.8%	2.7%								
Refused/NA	1.7%	2.2%		0.9%				3.8%	3.8%	3.0%	3.5%	0.9%

\* Totals may exceed 100% due to multiple responses.

## APPENDIX D (CONTINUED)

**Table 13**  
**Approximately how long ago did you start**  
**planning your trip to this event?**  
**(Average Number of Days\*)**

	Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison		Mobile	Morgan	Montgomery	Tuscaloosa	
	Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Racking Horse Celebration	Civil Rights Sites	Kentuck Festival	Iron Bowl
AVERAGE NUMBER OF DAYS TO PLAN TRIP	82.9	53.3	57.8	78	163.9	40.8	66.6	89.4	300	58.3	90	187.6

\* On the average, attendees started planning for their visit to this event over three (3.6) months in advance.

**Table 14**  
**Did you use a travel agent or did you plan this trip yourself?**

		Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison		Mobile	Montgomery	Morgan	Tuscaloosa	
		Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
PLAN TRIP	Travel agent	3.4%	2.9%							3.8%		0.9%	
	Self	96.6%	97.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	96.2%	100.0%	99.1%	100.0%
TOTAL	n =	58	136	57	111	104	52	52	104	52	100	114	116
	% of Total	5.5%	12.9%	5.4%	10.5%	9.8%	4.9%	4.9%	9.8%	4.9%	9.5%	10.8%	11.0%

**Table 15**  
**Did you use the Internet in planning your trip to this event?**

		Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison		Mobile	Montgomery	Morgan	Tuscaloosa	
		Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
USE INTERNET	Yes	27.6%	41.2%	5.3%	47.7%	34.6%	36.5%	42.3%	9.6%	21.2%	24.0%	22.8%	13.8%
	No	72.4%	58.8%	94.7%	52.3%	65.4%	63.5%	57.7%	90.4%	78.8%	75.0%	76.3%	86.2%
	NA/DK										1.0%	0.9%	
TOTAL	n =	58	136	57	111	104	52	52	104	52	100	114	116
	% of Total	5.5%	12.9%	5.4%	10.5%	9.8%	4.9%	4.9%	9.8%	4.9%	9.5%	10.8%	11.0%

## APPENDIX D (CONTINUED)

Table 16  
What websites did you visit in planning your trip to this event? \*\*

	Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison		Mobile	Montgomery	Morgan	Tuscaloosa	
	Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
ABTT	6.3%	8.8%					4.5%			4.2%		
Travelocity	6.3%	3.5%					4.5%	9.1%	9.1%	4.2%		
MapQuest Or Other Mileage Site		7.0%		3.8%				9.1%	9.1%	4.2%	3.8%	6.3%
Other/ Not Sure	12.5%	14.0%		1.9%	13.9%	5.3%	4.5%	9.1%	18.2%	12.5%	19.2%	
Yahoo.com	6.3%	3.5%					4.5%			12.5%		25.0%
TheCivilRightsInstitute.com									9.1%			
GulfShoreRentals.com		3.5%										
GulfShores.com		19.3%										
Hotel Website		3.5%		5.7%	5.6%					16.7%	3.8%	6.3%
Huntsville Website							4.5%					
RTJgolf.com	12.5%						72.7%					
Car Rental Websites				1.9%								
Alabama State Parks		3.5%						9.1%				
USAirways.com		1.8%										
NationalPeanutFestival.com			100.0%									
Expedia.com		5.3%					4.5%		9.1%		3.8%	
Realty Company		7.0%						9.1%				
Google		5.3%		1.9%		5.3%			9.1%	8.3%		12.5%
Barber Motorsport				92.5%								
Trail of Tears					77.8%							
Harley.com					2.8%							
City Of Montgomery									27.3%			
Chamber Of Commerce							4.5%		9.1%		7.7%	
University Website		1.8%							9.1%			6.3%
Alabama.com	6.3%							18.2%				
AL Deep Sea Fishing Rodeo								36.4%				
AOL.com	6.3%	3.5%			2.8%					4.2%		
Weather.com		1.8%										
Camping Website		3.5%										
MeyerRealty.com		8.8%										
SunCoastBeachVacations.com		1.8%										
MSN.com		1.8%				5.3%						
Tripmaker Deluxe		1.8%										
Racking Horse (RHBA)										41.7%		
Golf Website							4.5%					
Big Spring Jam						89.5%						
Ticket Purchasing Website				3.8%								
Kentuck.org											61.5%	
Search Engine											3.8%	
PGAatour.com	18.8%											
Nationwide.com	18.8%											
BrunosEventTeam.com	6.3%											
Rolltide.com												43.8%
Bukk.com												6.3%

\* Asked only to respondents who used the Internet to plan trip.

\*\* Totals may exceed 100% due to multiple responses.

## APPENDIX D (CONTINUED)

Table 17

What factors were most important in your decision to visit this event?\*

	Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison	Mobile	Montgomery	Morgan	Tuscaloosa		
	Nationwide Golf Championship	Beaches	National Peanut Festival	Rolax Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
Not Much Else In Area										4.0%		
Visiting Family/ Friends	5.2%	5.1%		0.9%			5.8%	1.9%			1.8%	1.7%
Attend Graduation/ Wedding/ Reunion/ Private Party		1.5%										
To See Site (general)					1.0%				1.9%			
Show Family Member Where Attended School/ Lived									1.9%			
Free Time/ Something To Do/ Entertainment	6.9%	0.7%	8.8%	6.3%	11.5%	5.8%		13.5%	1.9%	4.0%	5.3%	2.6%
Personal Reasons									1.9%		0.9%	
Kids	6.9%	2.2%	47.4%	0.9%	1.0%	19.2%		7.7%	3.8%	5.0%	5.3%	0.9%
History/ Heritage					20.2%				63.5%			
Specific Attraction At Site	41.4%	18.4%	29.8%	27.0%	29.8%	59.6%	34.6%	38.5%		22.0%	37.7%	12.1%
Weather	5.2%	29.4%		2.7%	18.3%	9.6%	7.7%	3.8%		2.0%	11.4%	0.9%
Location/ Proximity	10.3%	16.9%	5.3%	20.7%	1.0%		11.5%	1.9%			3.5%	
Size of Attraction (e.g. zoo, gardens, mall, etc.)						1.9%						
Group Trip (church or social)					2.9%							
Quality Time With Family/ Date	5.2%	8.8%	5.3%	7.2%	1.9%	7.7%	3.8%	11.5%	9.6%	6.0%	10.5%	8.6%
Friends/ Family Opinion							1.9%		3.8%			
Reputation/ Quality Of The Site/ Attraction	1.7%	10.3%	1.8%	9.0%			21.2%	1.0%	1.9%	2.0%	7.0%	
Cost		9.6%	1.8%	4.5%	1.0%	3.8%	3.8%	1.0%				0.9%
Pleasant Place/ Safe/ Clean		5.9%			1.0%							
Enjoyed Prior Visit	3.4%	1.5%	1.8%	0.9%	2.9%	1.9%		1.9%		3.0%	4.4%	
Educational/ School Project									7.7%			
Family-Friendly		2.9%		1.8%				1.0%		1.0%	0.9%	
Variety											1.8%	
Timing/ When Attraction Is Open		0.7%	5.3%	1.8%			5.8%				4.4%	
Own Property/ Condo In Area		2.2%						1.0%				
Vacation/ Relaxation		5.9%			1.0%			1.0%		1.0%		
Shopping								1.0%		1.0%	0.9%	
Accommodations	1.7%	2.9%		0.9%	1.0%					1.0%		
Not Crowded/ Tranquil/ Peaceful		3.7%		0.9%				1.0%				
Close To Other Things I Want To Visit											0.9%	
Passing Through/ In Area Already/ Sightseeing								1.0%	1.9%		1.8%	
Tour (part of a tour)	3.4%								7.7%			
Members/ Season Ticket Holders/ Patrons							5.8%			2.0%		7.8%
Never Visited Before/ Something New		0.7%		2.7%	1.9%		1.9%				4.4%	
Advertising								1.9%				
Taking Part In Event/ Volunteer	1.7%	0.7%		2.7%	15.4%	1.9%		11.5%		39.0%	7.0%	
NA	5.2%			0.9%	1.9%	1.9%	1.9%	1.0%		4.0%	0.9%	1.7%
Support Event	6.9%			11.7%				1.9%		1.0%	0.9%	
Concert											1.8%	
Free Coupon/ Promotion			3.5%	10.8%		1.9%						5.2%
Challenge							3.8%					
Tradition		0.7%	5.3%		1.9%					3.0%	0.9%	9.5%
Nightlife		2.2%			1.0%			1.0%				2.6%
Outdoor Recreation		1.5%						1.9%				
Environment/ Atmosphere				1.8%							2.6%	13.8%
Support Team												29.3%
Prizes								4.8%		3.0%		
None				1.8%							0.9%	
Graduate/Alumni												13.8%
Ticket/Pass Available												3.4%
Other	12.1%	0.7%		0.9%	1.0%	5.8%		4.8%		19.0%	8.8%	

\* Totals may exceed 100% due to multiple responses.

## APPENDIX D (CONTINUED)

Table 18

Do you recall whether you have seen or heard any advertisements or read any articles about Alabama during the past several months?

		Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison		Mobile	Montgomery	Morgan	Tuscaloosa	
		Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
SEEN ADVERTISEMENT	Yes	65.5%	53.7%	35.1%	60.4%	47.1%	73.1%	75.0%	56.7%	40.4%	54.0%	56.1%	68.1%
	No	34.5%	46.3%	64.9%	38.7%	52.9%	26.9%	23.1%	43.3%	59.6%	44.0%	43.9%	31.9%
	NA				0.9%			1.9%			2.0%		
TOTAL	n =	58	136	57	111	104	52	52	104	52	100	114	116
	% of Total	5.5%	12.9%	5.4%	10.5%	9.8%	4.9%	4.9%	9.8%	4.9%	9.5%	10.8%	11.0%

Table 19-A

Where did you see or hear advertisements or articles about Alabama?\* \*\*

		Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison		Mobile	Montgomery	Morgan	Tuscaloosa	
		Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
ADVERTISEMENT	TV	81.6%	54.8%	80.0%	55.2%	44.9%	81.6%	74.4%	47.5%	71.4%	50.0%	62.5%	86.1%
	Internet	28.9%	19.2%	10.0%	13.4%	20.4%	28.9%	2.6%	10.2%	4.8%	13.0%	20.3%	8.9%
	Newspaper	39.5%	20.5%	15.0%	34.3%	18.4%	34.2%	17.9%	22.0%	23.8%	24.1%	39.1%	44.3%
	Magazine	21.1%	46.6%	20.0%	23.9%	26.5%	21.1%	15.4%	13.6%	4.8%	40.7%	37.5%	7.6%
	Radio	28.9%	13.7%	15.0%	20.9%	28.6%	52.6%	7.7%	22.0%		20.4%	15.6%	16.5%
	Billboard	10.5%	30.1%	15.0%	25.4%	14.3%	15.8%	5.1%	33.9%	4.8%	24.1%	6.3%	3.8%
	Tourist Information Center		1.4%			2.0%		2.6%	3.4%		1.9%		
	Flyer					8.2%		2.6%					
	Hotels		1.4%								7.4%	1.6%	
	Family/Friends/Word of Mouth					2.0%						1.6%	
	Newsletter From Work			5.0%								1.6%	
	Realty Company		1.4%						1.7%				
	Plane		2.7%										
	School					2.0%							
	Bike Shop					2.0%							
	Restaurant										1.9%		
	Phone Book							2.6%					
	NA				4.5%			10.3%		23.8%	1.9%	3.1%	
TOTAL	n =	38	73	20	67	49	38	39	59	21	54	64	79

\* Asked only to respondents who have seen advertisement.

\*\* Totals may exceed 100% due to multiple responses.

## APPENDIX D (CONTINUED)

Table 19-B

Where did you see or hear advertisements or articles about Alabama?\* \*\*

		Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison	Mobile	Montgomery	Morgan	Tuscaloosa		
		Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
ADVERTISEMENT	TV	53.4%	29.4%	28.1%	33.3%	21.2%	59.6%	55.8%	26.9%	28.8%	27.0%	35.1%	58.6%
	Internet	19.0%	10.3%	3.5%	8.1%	9.6%	21.2%	1.9%	5.8%	1.9%	7.0%	11.4%	6.0%
	Newspaper	25.9%	11.0%	5.3%	20.7%	8.7%	25.0%	13.5%	12.5%	9.6%	13.0%	21.9%	30.2%
	Magazine	13.8%	25.0%	7.0%	14.4%	12.5%	15.4%	11.5%	7.7%	1.9%	22.0%	21.1%	5.2%
	Radio	19.0%	7.4%	5.3%	12.6%	13.5%	38.5%	5.8%	12.5%		11.0%	8.8%	11.2%
	Billboard	6.9%	16.2%	5.3%	15.3%	6.7%	11.5%	3.8%	19.2%	1.9%	13.0%	3.5%	2.6%
	Tourist Information Center		0.7%			1.0%		1.9%	1.9%		1.0%		
	Flyer					3.8%		1.9%					
	Hotels		0.7%								4.0%	0.9%	
	Family/ Friends/ Word of Mouth					1.0%						0.9%	
	Newsletter From Work			1.8%								0.9%	
	Realty Company		0.7%						1.0%				
	Plane		1.5%										
	School					1.0%							
	Bike Shop					1.0%							
	Restaurant										1.0%		
	Phone Book							1.9%					
	NA				2.7%			7.7%		9.6%	1.0%	1.8%	
No Advertising Recall	34.5%	46.3%	64.9%	39.6%	52.9%	26.9%	25.0%	43.3%	59.6%	46.0%	43.9%	31.9%	
TOTAL	n =	58	136	57	111	104	52	52	104	52	100	114	116

\* Includes all visitors.

\*\* Totals may exceed 100% due to multiple responses.

## APPENDIX D (CONTINUED)

Table 20-A  
Characteristics of Visitors

		Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison		Mobile	Montgomery	Morgan	Tuscaloosa	
		Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl
PART OF ORGANIZED TOUR OR LARGE GROUP	Yes	8.6%	10.3%	3.5%	0.9%	11.5%	3.8%	1.9%	4.8%	11.5%	8.0%	1.8%	1.7%
	No	91.4%	89.7%	96.5%	99.1%	88.5%	96.2%	98.1%	95.2%	88.5%	92.0%	98.2%	98.3%
HOUSEHOLD SIZE	1	17.2%	9.6%	10.5%	11.7%	8.7%	9.6%	11.5%	9.6%	23.1%	9.0%	14.9%	14.7%
	2	43.1%	35.3%	21.1%	42.3%	37.5%	17.3%	40.4%	34.6%	28.8%	50.0%	39.5%	40.5%
	3	13.8%	22.8%	26.3%	22.5%	20.2%	13.5%	7.7%	20.2%	13.5%	21.0%	20.2%	25.9%
	4	20.7%	25.0%	35.1%	19.8%	20.2%	42.3%	25.0%	20.2%	23.1%	12.0%	18.4%	13.8%
	5 or more	5.2%	7.4%	7.0%	3.6%	13.5%	17.3%	15.4%	15.4%	11.5%	8.0%	7.0%	5.2%
RACE	White	91.4%	86.0%	86.0%	93.7%	97.1%	84.6%	92.3%	90.4%	63.5%	94.0%	90.4%	87.1%
	African American	6.9%	9.6%	14.0%	3.6%	1.0%	11.5%	1.9%	8.7%	30.8%	5.0%	7.0%	12.1%
	Hispanic		0.7%			1.0%				1.9%			
	Asian/ Pacific Islander	1.7%	2.9%		2.7%					1.9%		0.9%	
	Native American/ Alaskan Native					1.0%	3.8%					0.9%	0.9%
	Other		0.7%						1.0%	1.9%	1.0%		
	NA							5.8%				0.9%	
INCOME	Less than \$15,000		1.5%	5.3%		1.9%				1.9%		2.6%	0.9%
	\$15,000 - \$25,000	1.7%	3.7%	8.8%	9.9%	4.8%	7.7%		3.8%	1.9%	4.0%	5.3%	2.6%
	\$25,000 - \$50,000	13.8%	18.4%	33.3%	15.3%	32.7%	30.8%	11.5%	25.0%	11.5%	22.0%	21.9%	22.4%
	\$50,000 - \$100,000	46.6%	41.9%	28.1%	38.7%	38.5%	25.0%	23.1%	41.3%	28.8%	40.0%	29.8%	49.1%
	More than \$100,000	31.0%	18.4%	14.0%	22.5%	8.7%	17.3%	48.1%	12.5%	13.5%	20.0%	21.1%	8.6%
	NA	6.9%	16.2%	10.5%	13.5%	13.5%	19.2%	17.3%	17.3%	42.3%	14.0%	19.3%	16.4%
GENDER	Female	12.1%	56.6%	50.9%	21.6%	34.6%	48.1%	5.8%	21.2%	55.8%	61.0%	58.8%	38.8%
	Male	87.9%	43.4%	49.1%	78.4%	65.4%	51.9%	94.2%	78.8%	44.2%	39.0%	41.2%	61.2%

## APPENDIX D (CONTINUED)

Table 20-B  
Characteristics of Visitors

		Autauga	Baldwin	Houston	Jefferson	Lauderdale	Madison		Mobile	Montgomery	Morgan	Tuscaloosa		
		Nationwide Golf Championship	Beaches	National Peanut Festival	Rolex Sports Car Series	Trail of Tears	Big Spring Jam	RTJ Hampton Cove	Deep Sea Fishing Rodeo	Civil Rights Sites	Racking Horse Celebration	Kentuck Festival	Iron Bowl	
GEOGRAPHICAL ORIGIN	Alabama	66.7%	46.2%	82.5%	80.2%	68.3%	88.2%	61.5%	90.3%	41.3%	30.0%	79.5%	84.5%	
	Arizona							1.9%						
	Arkansas										2.0%			
	California	3.5%						9.6%		6.5%		0.9%		
	Colorado	1.8%				1.0%								
	Connecticut											0.9%		
	Florida	5.3%	3.8%	14.0%	1.8%		2.0%	1.9%	1.0%	4.3%		2.7%	3.4%	
	Georgia	3.5%	8.3%	3.5%	4.5%	2.9%		5.8%		4.3%	4.0%	3.6%	2.6%	
	Idaho				0.9%									
	Illinois	5.3%	0.8%					1.9%			3.0%	0.9%		
	Indiana		0.8%				1.0%		1.0%	2.2%	1.0%		0.9%	
	Kansas	1.8%												
	Kentucky		3.0%				1.9%				14.0%		1.7%	
	Louisiana		16.7%		1.8%			2.0%	1.9%	1.0%			1.8%	
	Maryland										6.5%			0.9%
	Massachusetts	1.8%												
	Michigan	1.8%	0.8%									1.0%		
	Mississippi	1.8%	6.1%		2.7%	5.8%			4.9%	6.5%	8.0%	2.7%	0.9%	
	Missouri		2.3%				1.0%		1.9%	1.0%	2.2%	2.0%		
	Nebraska										2.2%			
	New Jersey										2.2%			
	New Mexico												1.8%	
	New York		0.8%		0.9%								0.9%	
	North Carolina	5.3%	0.8%									2.0%	0.9%	
	Ohio		1.5%											
	Oklahoma		0.8%								2.2%			
	Oregon										4.3%			
	Pennsylvania		0.8%		0.9%						2.2%			
	South Carolina											2.0%		
	Tennessee	1.8%	5.3%		4.5%	18.3%	2.0%	5.8%	1.0%	6.5%	25.0%	1.8%	3.4%	
	Texas		0.8%		1.8%			3.9%	3.8%	2.2%	4.0%	0.9%	0.9%	
	Utah										2.2%		0.9%	
Virginia		0.8%					2.0%			2.2%	1.0%			
Washington								3.8%						
West Virginia											1.0%			
Wisconsin												0.9%		