

# 2022 Alabama Tourism Economic Report

ALABAMA TOURISM DEPARTMENT





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# Alabama Tourism Expenditures Double In A Decade

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

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

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

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

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

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

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



# Economic Impact

## Alabama Travel Industry 2022



Tourism helped fund 238,741 jobs last year. Every \$139,041 of expenditures in the travel industry creates one direct job in Alabama. For every two direct jobs created, the Alabama economy indirectly creates one additional job. \$82,456,976 of Alabama's 4% state lodging tax supported the state's General Fund.

# Executive Summary

- Travelers are estimated to have spent \$22.4 billion in Alabama in 2022. This represents an increase of 13.8 percent as compared to 2021 spending.
- Based on the primary and secondary data, it is estimated that more than 28.6 million people visited the State of Alabama during 2022.
- In 2022, \$1.3 billion of state and local tax revenues were generated by travel and tourism activities. Without those taxes, each household in Alabama would have had to pay \$685 in additional taxes to maintain current service levels.
- Travel industry expenditures represent 8.6 percent of Alabama's Gross Domestic Product – overall production – in 2022.
- An estimated 238,741 jobs – 11.3 percent of non-agricultural employment in Alabama – were directly or indirectly attributable to the travel and tourism industry.
- The total impact of the travel and tourism industry on Alabama's earnings in 2022 is estimated to be \$7.4 billion.
- Every \$139,041 of travel-related expenditures creates one direct job in Alabama.
- For every \$1 in Alabama's travel-related expenditures, the state retains a total of \$0.33.
- The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile and Montgomery, accounting for 71.3 percent of the total number of visitors to the state.

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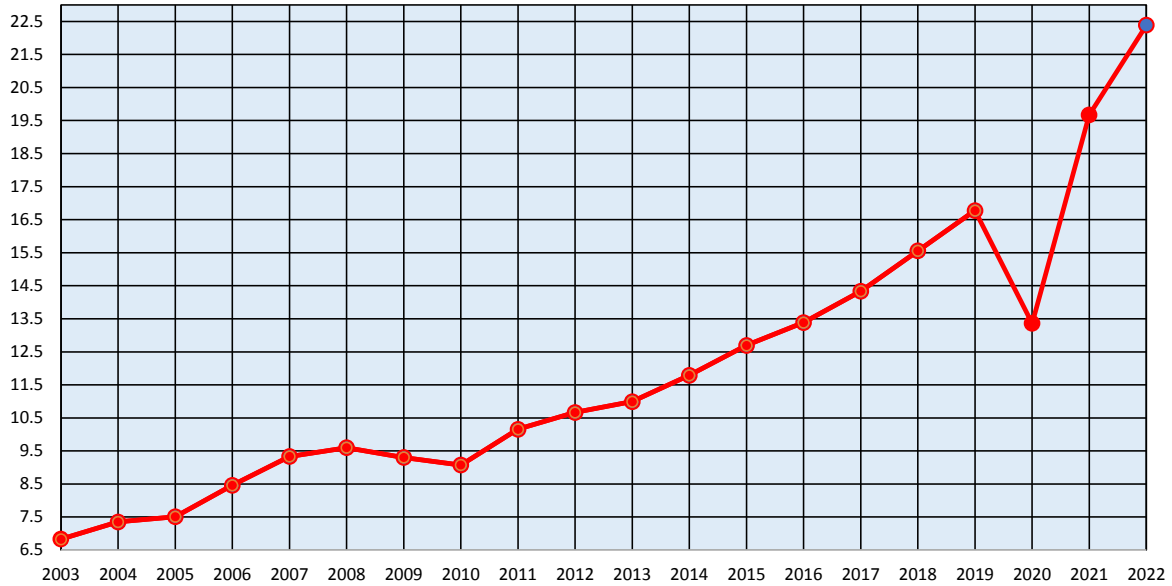
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# Figure 1

## Alabama Tourism Expenditures 2003 - 2022



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

| Year | Expenditure Amount (\$) |
|------|-------------------------|
| 2003 | 6,827,262,068           |
| 2004 | 7,351,692,906           |
| 2005 | 7,508,600,725           |
| 2006 | 8,464,797,584           |
| 2007 | 9,333,356,043           |
| 2008 | 9,599,370,556           |
| 2009 | 9,303,501,738           |
| 2010 | 9,074,704,379           |
| 2011 | 10,156,511,225          |
| 2012 | 10,666,782,091          |
| 2013 | 10,992,687,443          |
| 2014 | 11,790,985,168          |
| 2015 | 12,696,882,066          |
| 2016 | 13,387,327,118          |
| 2017 | 14,334,047,620          |
| 2018 | 15,558,256,428          |
| 2019 | 16,777,421,546          |
| 2020 | 13,360,238,399          |
| 2021 | 19,668,636,489          |
| 2022 | 22,387,616,717          |



# Introduction

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

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

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2022. Information sources used to prepare this report included primary data, detailed monthly lodging tax data, copies of previously commissioned economic impact studies, and other relevant information and publications. State lodging tax data analyzed for this report was on a “by month of expenditure” basis. The data was provided by the Alabama Department of Revenue. This study also used information obtained from selected issues of “Impact of Travel on State Economies” (The Research Department of the U.S. Travel Association [USTA]). Any, and all, revisions in travel industry multipliers or adjustments in primary data by USTA have been incorporated into the Alabama 2022 report.

Additional sources of information were used in preparing the 2022 economic impact study. Information on hotel occupancy rates and lodging revenue generation was obtained from Smith Travel Research. The results of field-intercept surveys that were conducted in previous years at locations and events throughout the state were also utilized.

Economic impact analysis was performed using a model developed by retired economics professor Dr. Keivan Deravi, who is president of Economics Research Services, Inc., an Alabama-based consulting firm. This model, designed for the Alabama Tourism Department and the State of Alabama, uses Alabama industry multipliers developed by the Regional Input-Output Modeling System, United States Department of Commerce, Economic and Statistical Division, Bureau of Economic Analysis, Regional Economic Analysis Division.

Data collection and report compilation was done by Alabama Tourism Department staff member Pam Smith.

We wish to express our appreciation and thanks to Dr. Deravi for his assistance in the preparation of this report.

## Estimates of the Number of Visitors, Hotel and Motel Occupancy Rates, and Average Room Rates for the State of Alabama

The detailed information pertaining to hotel and motel occupancy rates, average room rates, room demand, and room revenue was obtained from Smith Travel Research (STR). STR data and venue survey results obtained from site-intercept studies conducted from 2000 to 2005 were used to estimate the number of visitors for the State and for the top five counties in terms of travel expenditures. More specifically, the room demand for calendar year 2022, the average number of nights staying in the area, and the average number of people in a party were used to estimate the total number of visitors who used the lodging establishments. The data was then adjusted to include the number of people who chose not to stay overnight. This information was obtained from previous years' venue survey research. The results are shown in *Table 1* and *Table 2*.

**Table 1**  
**Estimated Total Number of Visitors for the State of Alabama and Selected Counties**

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

Source: Smith Travel Research

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

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

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

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

## Travel Industry Expenditures in Alabama

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

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

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

In order to compare the growth of travel industry expenditures to Alabama’s overall economy, travel expenditures for 2020 through 2022 were adjusted for inflation and then compared to the growth rates in the state's Gross Domestic Product and the service sector.

**Table 4**  
**Real Rates of Growth in 2020-2022\***

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

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

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

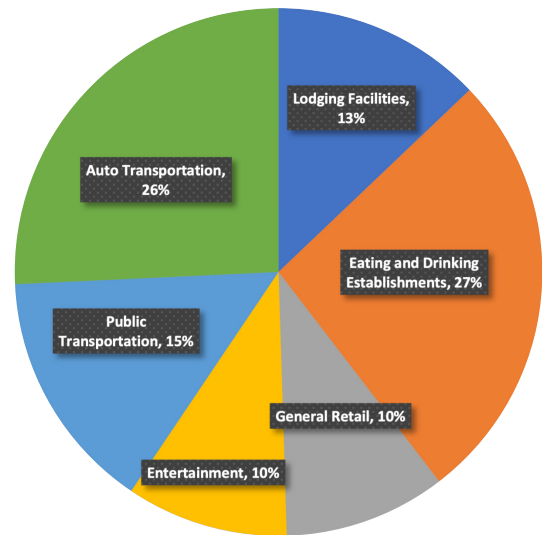
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\*Source: Bureau of Economic Analysis (BEA), U.S. Department of Commerce. For the Alabama Gross Domestic Product and Service percentage changes, the 2020 and 2021 numbers are actual numbers and the 2022 figures are our estimates.

In *Table 5*, direct travel expenditures in Alabama are listed by category. This serves to identify the industries most impacted by travel and tourism spending.

**Table 5**  
**Travel Expenditures by Category 2022**

|                                    | <b>Expenditures</b>     | <b>Share of Total</b> |
|------------------------------------|-------------------------|-----------------------|
| Lodging Facilities                 | \$2,986,043,460         | 13%                   |
| Eating and Drinking Establishments | \$5,990,226,296         | 27%                   |
| General Retail                     | \$2,191,841,155         | 10%                   |
| Entertainment                      | \$2,144,678,780         | 10%                   |
| Public Transportation              | \$3,285,343,149         | 15%                   |
| Auto Transportation                | \$5,789,483,877         | 26%                   |
| <b>Total</b>                       | <b>\$22,387,616,717</b> | <b>100%</b>           |



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

## Travel - Generated Employment

In 2022, an estimated 161,015 Alabama jobs were directly attributable to the travel industry. These jobs were created in direct response to services demanded by travelers in the state. The employment industry breakdown is presented in *Table 6*.

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

**Table 6**  
**Travel-Related Direct Employment 2022**

|                                    | <b>Persons Employed</b> | <b>Share of Total</b> |
|------------------------------------|-------------------------|-----------------------|
| Lodging Facilities                 | 32,429                  | 20%                   |
| Eating and Drinking Establishments | 86,140                  | 53%                   |
| General Retail                     | 10,887                  | 7%                    |
| Entertainment                      | 20,259                  | 13%                   |
| Public Transportation              | 4,183                   | 3%                    |
| Auto Transportation                | 7,117                   | 4%                    |
| <b>Total</b>                       | <b>161,015</b>          | <b>100%</b>           |

The job creation process, however, does not end with direct employment. Each job created by travel provided income for those employed in the above sub-sectors of the economy. This income generated

expenditures, which in turn, created additional demand for goods and services and thus, more jobs in the state. This indirect job creation is known as the multiplier effect or economic impact. *Table 7* shows the direct, indirect, and overall job impact of the travel industry on Alabama employment.

According to *Table 7*, the 161,015 direct jobs led to the creation of 77,726 additional, or indirect, jobs in the state in 2022.

**Table 7**  
**Travel Industry Total (Impact) Employment 2022**

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

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

Furthermore, the analysis shows that every \$139,041 in travel industry spending creates one direct job in Alabama. Finally, for every two direct jobs created, the Alabama economy indirectly creates one additional job.

## Travel-Generated Earnings

Travel expenditures in Alabama lead to employment, which in turn leads to additional earnings. Travel industry direct earnings for Alabama in 2022 are presented in *Table 8*.

**Table 8**  
**Travel-Related Direct Earnings 2022**

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

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

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

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

**Table 9**  
**Travel Industry Total (Impact) Earnings 2022**

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

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

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

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

# Travel-Generated Tax Revenue

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

**Table 10**  
**Government Revenue Associated with Travel Industry 2020-2022**

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

We estimate that in 2022, \$1.3 billion in tax revenues were realized, primarily due to travel-related activities. These revenues were in the form of income, sales, excise, property and corporate income taxes. Without those taxes, each household in Alabama would have had to pay \$685 in additional taxes to maintain current service levels.\*

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

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\*The U.S. Census 2020 number of Alabama households was 1,902,983. This information was provided by the U.S. Census Bureau.

# Alabama Travel Data by Region

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

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

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

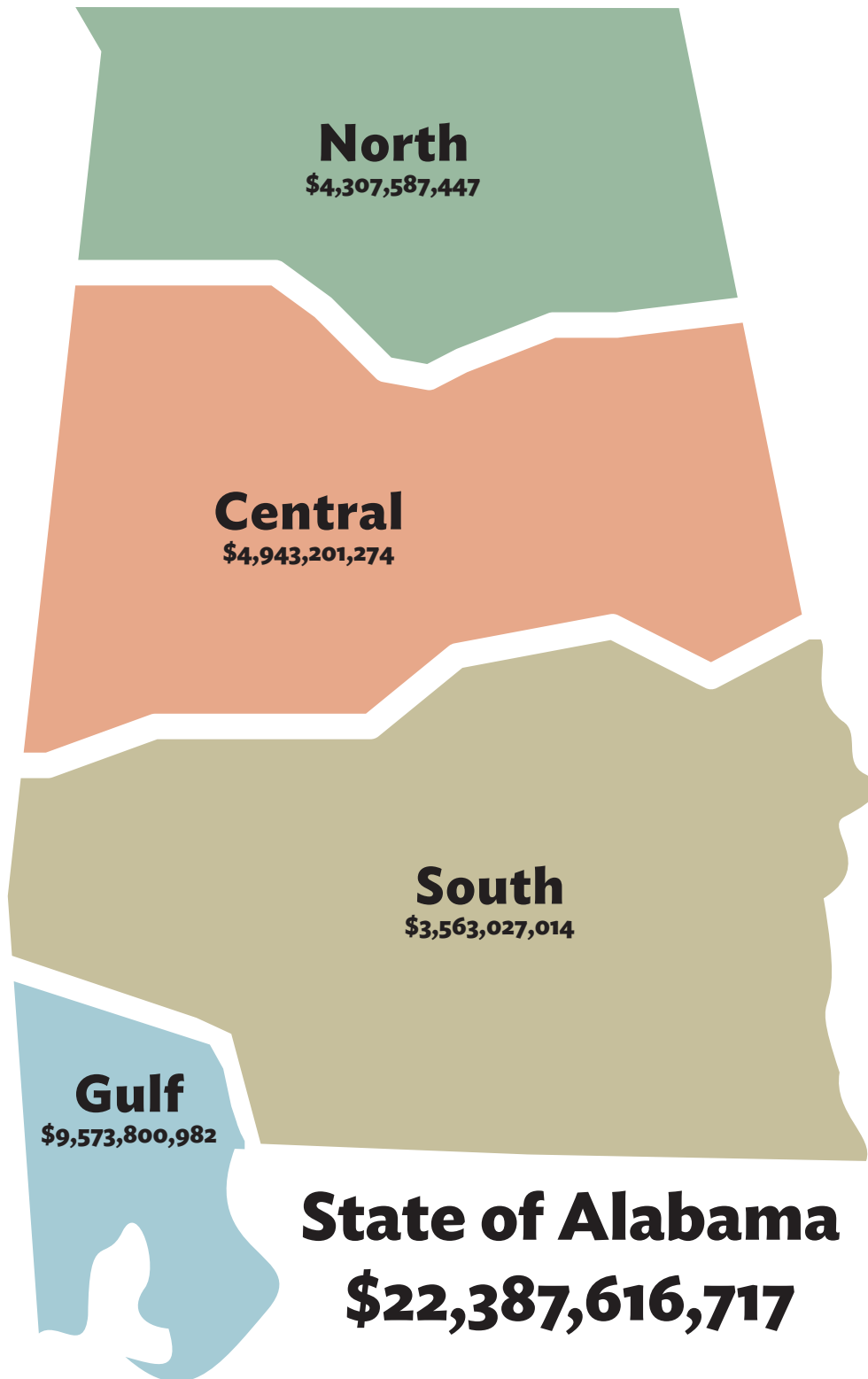
| <b>Travel-Related Earnings (\$)</b> | <b>2021</b>          | <b>2022</b>          | <b>Growth</b> | <b>Percentage of State Total</b> |
|-------------------------------------|----------------------|----------------------|---------------|----------------------------------|
| North Region            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

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

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



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



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

Total travel-generated employment in 2022 was distributed on a county-by-county level on the basis of each county's share of total lodging expenditures. The results are reported in tables on the following pages, as explained below:

*Table 12*, on page 13, represents direct travel-generated employment for each county and the rate of annual change.

*Table 13*, on page 15, represents travel-generated total employment (both direct and indirect) in each county and the rate of annual change.

*Table 14*, on page 17, ranks the counties in Alabama, from greatest to least, based on the benefit received from travel-generated total employment in the state.

*Table 15*, on page 19, shows the 38 counties with the highest growth rate in travel-generated total employment.

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

- Baldwin and Jefferson counties are, by far, the largest travel-concentrated counties in the state, accounting for 41 percent of all travel-related employment.
- Seven counties—Baldwin, Jefferson, Madison, Mobile, Montgomery, Shelby, and Tuscaloosa—account for 172,326 travel-related workers, which is 72 percent of all travel-generated employment.

### Other Table Listings

*Table 16*, on page 21, provides the ratio of county quarterly-to-annual state lodging tax in 2022.

*Table 17*, on page 23, shows the metropolitan statistical area (MSA) share of state lodging tax per MSA.

*Table 18*, on page 23, shows the distribution of state lodging tax among designated demographic areas.

Additional information on Tables 16 through 18 will be provided in the following section, starting on page 20.

*Table 19*, on page 24, shows travel-related earnings by county, including the annual growth rate.

*Table 20*, on page 26, shows travel-related expenditures by county.

*Table 21*, on page 28, contains annual state lodging tax data and provides the amount and percentage of annual change.

**Table 12**  
**Direct Travel-Related Employment**  
**by County**

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

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

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

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

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

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

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

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

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

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

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



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

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

**Table 15**  
**Counties with Largest**  
**Total Employment Growth in 2022**

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

# Lodging Tax

## Seasonal and Designated Demographic Area Analyses

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

The graph Alabama Lodging Tax by Quarter illustrates the ratio of the state’s quarterly lodging tax collection to its annual lodging tax.

- According to the graph, the combined second and third quarter period (April through September) appears to be the strongest travel-related season, with 60.5 percent of all state lodging taxes collected during this period.
- This graph also indicates that the first quarter (January through March) and the fourth quarter (October through December) were the least active travel and tourism periods, with 19.9 percent and 19.7 percent, respectively, of state lodging taxes being collected for each of these periods.

Figure 3

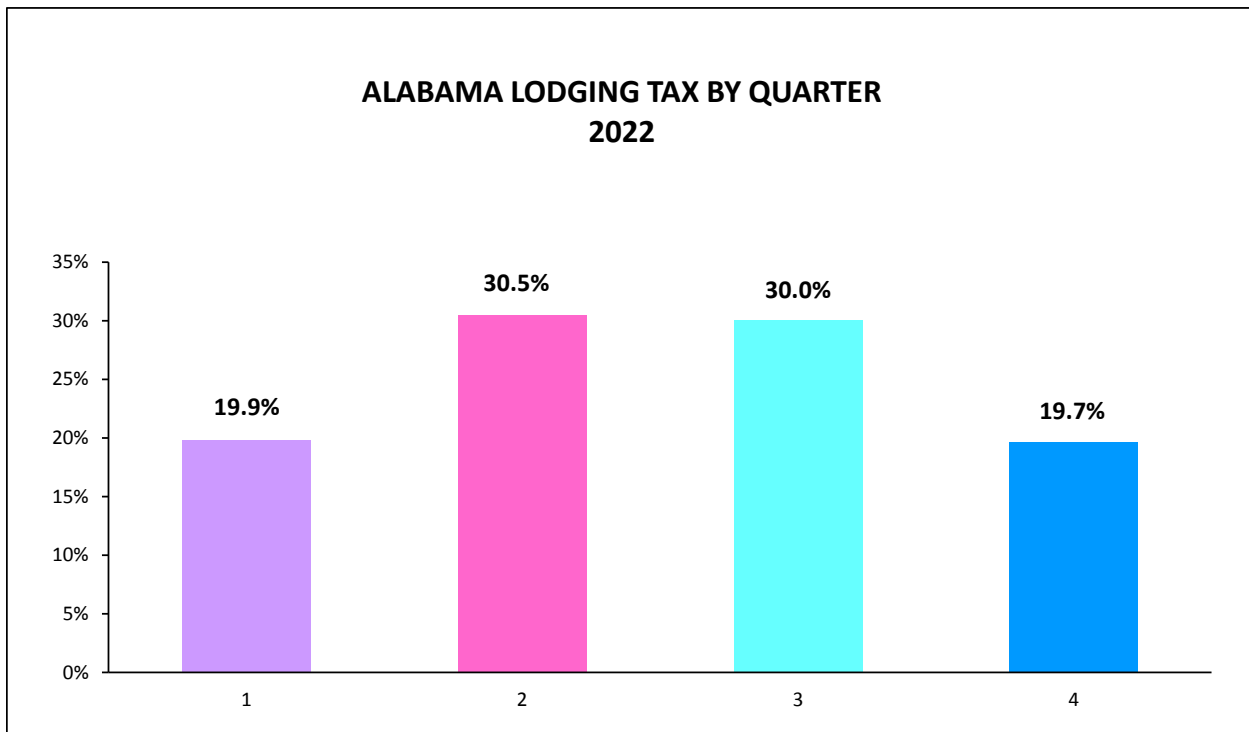


Table 16 represents the quarterly fluctuations for the seven counties in the state that have the highest levels of travel and tourism.

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

**Table 16**  
**Ratio of Counties' Quarterly to Annual Lodging Tax**

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

Designated Demographic Area Analysis – In order to analyze area differences that may exist in terms of travel and tourism activities in Alabama, state lodging tax collections were grouped by Metropolitan Statistical Areas (MSAs). At present, there are 12 MSAs located entirely in Alabama. These MSAs, and their counties, are as follows:

- Anniston-Oxford**.....Calhoun
- Auburn-Opelika**.....Lee
- Birmingham-Hoover**.....Bibb, Blount, Chilton, Jefferson, St. Clair, Shelby and Walker
- Daphne-Fairhope-Foley**.....Baldwin
- Decatur**.....Lawrence and Morgan
- Dothan**.....Geneva, Henry and Houston
- Florence-Muscle Shoals**.....Colbert and Lauderdale
- Gadsden**.....Etowah
- Huntsville**.....Limestone and Madison
- Mobile**.....Mobile
- Montgomery**.....Autauga, Elmore, Lowndes and Montgomery
- Tuscaloosa**.....Hale, Pickens and Tuscaloosa

The state lodging tax share, presented by MSA and designated demographic areas, is found in Tables 17 and 18 on page 23.

Table 17 shows the state lodging tax share of each MSA relative to the total lodging tax for the state. This information can be summarized as follows:

- 90 percent of all the lodging tax in the state is collected in these 12 MSAs.
- The Daphne-Fairhope-Foley MSA is largest in terms of travel-related spending.
- Birmingham-Hoover MSA is second, Huntsville MSA is third and Mobile MSA is fourth in terms of travel-related spending.

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

**Northern Area**.....Decatur, Florence-Muscle Shoals, Huntsville and Gadsden  
**Central Area**.....Anniston-Oxford, Auburn-Opelika, Birmingham-Hoover, Montgomery and Tuscaloosa  
**Southern Area**.....Daphne-Fairhope-Foley, Dothan and Mobile

Table 18 shows the lodging tax share of each area relative to the state. These results can be summarized as follows:

- The Southern Area has the largest lodging tax share, with 45.3 percent of the state's total.
- The Central Area is second, in terms of travel and tourism activities, with 30.0 percent of the state's total.
- The Northern Area is ranked third in comparison to the Central and Northern areas, with a 14.7 percent share of the state's travel and tourism activities.

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

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

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

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

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

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

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

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

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



**Table 20**  
**Travel-Related Expenditures by County**

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

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

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

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

**Table 21**  
**Annual State Lodging Tax**

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

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

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

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

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

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

# ALABAMA TOURISM DEPARTMENT STAFF

## **ADMINISTRATIVE DIVISION**

Lee Sentell – Director  
Mickie Justice – Executive Assistant  
Charlene Anderson

## **FINANCIAL SERVICES DIVISION**

Grant Wallace – Finance Director  
Leigh Cross  
Dawn Chandler  
Amy Jordan

## **MARKETING DIVISION**

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

## **MAIL DIVISION**

Mattie Pierce – Distribution Manager  
Bryan Oswalt  
Brandon Walker

## **PERSONNEL DIVISION**

Lori Syck – Personnel Director

## **PUBLICATIONS DIVISION**

Rick Harmon – Publications Manager  
Dwayne O’Riley  
Morgan Williamson

## **GOVERNOR’S MANSION GIFT SHOP**

Nicole Owens – Manager  
Jessica Niedenthal

## **RETIRED EMPLOYEES**

Marilyn Stamps  
Kerry Teague

## **ARDMORE WELCOME CENTER**

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

## **BALDWIN WELCOME CENTER**

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

## **CLEBURNE WELCOME CENTER**

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

## **DEKALB WELCOME CENTER**

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

## **GRAND BAY WELCOME CENTER**

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

## **HOUSTON WELCOME CENTER**

Deborah Tillis – Manager  
Tiffiney Cole  
Jennifer Strickland  
Anne Tiller

## **LANETT WELCOME CENTER**

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

## **SUMTER WELCOME CENTER**

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

# Spending by tourists in Alabama 2013 - 2022

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

