

2025 ALABAMA TOURISM ECONOMIC REPORT





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DIRECTOR



Alabama Tourism Department



KAY IVEY
GOVERNOR

Over 29 million tourists spend \$24.9 Billion in 2025, marking the fifth year of solid growth

Around 29.2 million tourists vacationed at Alabama beaches, hotels, state parks, and campgrounds in 2025, setting records for the fifth year in a row, according to Governor Kay Ivey. Spending in Sweet Home Alabama has increased by almost \$1 billion each year for the past five years, putting the new record at \$24.9 billion spent in a single year.

The tourism industry helped support 255,780 jobs in the past year, the governor said. For every \$140,735 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 hospitality industry was responsible for generating \$4.6 billion in direct earnings, with the total impact earnings exceeding \$8.2 billion. The state's eating and drinking establishments accounted for more than half of the jobs in 2025. The food industry created 53 percent of the positions, with overnight accommodations providing 22 percent, the study revealed. Entertainment provided 12 percent of jobs, and general retail contributed an additional 6 percent.

The five counties of Baldwin, Jefferson, Madison, Mobile, and Montgomery attracted the largest numbers of travelers. More specifically, 72.5 percent of the total number of travelers chose one of the top five counties as their destination.

The amount spent in the state has climbed for 14 of the past 15 years, only falling in 2020 during the height of the COVID pandemic. Over a decade ago, tourists spent \$11 billion in one year, less than half the amount spent in 2025, state tourism director Lee Sentell said.

The travel industry directly benefits the state's total economy, tourism officials said. State law mandates that three-quarters of the 4 percent State Lodging Tax goes directly into Alabama's General Fund that the Alabama Legislature provides for services to all state residents. In 2025, about \$91.5 million was generated by tourists, which benefited all residents of the state, officials said.

Peavine Falls, Oak Mountain State Park

Gov. Kay Ivey
255,780
Tourism Jobs
in Alabama

**\$91.5 million of
Alabama's 4% state
lodging tax goes to the
state's General Fund.**

Tourism helped fund 255,780 jobs last year. Every \$140,735 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.

Executive Summary

- Travelers are estimated to have spent \$24.9 billion in Alabama in 2025. This represents an increase of 4 percent as compared to 2024 spending.
- Based on the primary and secondary data, it is estimated that more than 29.2 million people visited the State of Alabama during 2025.
- In 2025, more than \$1.4 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 \$725 in additional taxes to maintain current service levels.
- Travel industry expenditures represent 6.5 percent of Alabama's Gross Domestic Product – overall production – in 2025.
- An estimated 255,780 jobs – 11.6 percent of non-agricultural employment in Alabama – were directly or indirectly attributable to the travel and tourism industry.
- The total impact of the travel and tourism industry on Alabama's earnings in 2025 is estimated to be \$8.2 billion.
- Every \$140,735 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 72.5 percent of the total number of visitors to the state.

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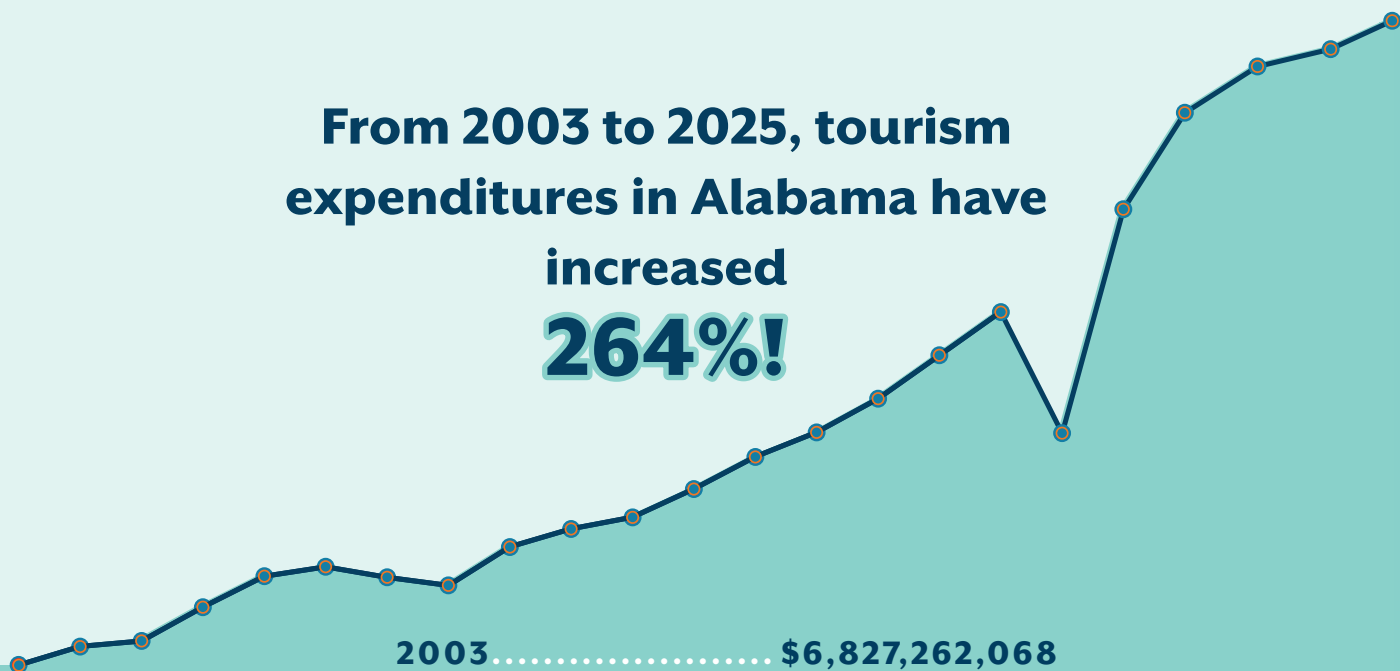
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Figure 1
Alabama Tourism Expenditures
2003 - 2025

From 2003 to 2025, tourism expenditures in Alabama have increased **264%!**



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
2023.....	\$23,458,519,899
2024.....	\$23,914,424,296
2025.....	\$24,873,276,791

Introduction

Alabama's travel and tourism industry generated \$24.9 billion in economic impact in 2025, accounting for roughly 6.5 percent of the state's economy. It also produced over \$1.4 billion in state and local tax revenue, helping fund essential public services while easing the tax burden on residents.

Beyond these figures, tourism reflects Alabama's rich identity. Its history, culture, and natural beauty, from some of the country's most important civil rights sites to its white-sand beaches, mountains and river valleys, draw visitors from throughout the world. This combination of assets makes tourism a key driver of economic growth, supporting Alabama's jobs and businesses, from hotels and restaurants to transportation and entertainment. In the process, Alabama tourism both showcases what makes the state unique and strengthens its economic future.

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2025. 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 2025 report.

Additional sources of information were used in preparing the 2025 economic impact study. Information on hotel occupancy rates and lodging revenue generation was obtained from Smith Travel Research. The results of field-in-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 were 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 were 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 2025, 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	
	2024	2025	2024	2025
Baldwin	8,392,921	8,850,186	6,040,437	6,419,390
Jefferson	3,388,490	3,444,450	2,158,468	2,194,114
Mobile	3,466,330	3,425,927	2,017,404	1,993,890
Madison	3,982,545	3,888,660	2,767,869	2,702,618
Montgomery	1,556,265	1,574,864	943,097	954,368
Other Counties	8,160,265	8,044,950	5,978,683	5,835,653
State of Alabama	28,946,816	29,229,037	19,905,957	20,100,033

Source: Smith Travel Research

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

Counties	Av. Occupancy Rate (%)		Av. Room Rate (\$)	
	2024	2025	2024	2025
Baldwin (hotels only)	61.9	61.2	164	165
Jefferson	62.0	62.0	122	126
Madison	62.7	57.6	121	118
Mobile	59.7	59.0	106	106
Montgomery	60.9	61.4	109	111
State of Alabama	58.7	57.6	117	118

It is estimated that more than 29.2 million visitors made Alabama their travel destination in 2025. It is also estimated that Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, 72.5 percent of the travelers chose these counties as their destination.

Travel Industry Expenditures in Alabama

In 2025, it is estimated that travelers spent \$24.9 billion in Alabama. This represents an increase of 4 percent as compared to 2024 spending, as shown in Table 3.

Table 3
Travel Expenditures in Alabama

Year	Expenditures	Change
2025	\$24,873,276,791	4.0%
2024	\$23,914,424,296	1.9%
2023	\$23,458,519,899	-----

In order to compare the growth of travel industry expenditures to Alabama’s overall economy, travel expenditures for 2023 through 2025 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 2023-2025*

Year	Alabama Gross Domestic Product	Services	Travel Industry
2025	2.0%	2.1%	1.23%
2024	2.9%	1.0%	-0.98%
2023	3.5%	3.4%	0.63%

As shown in Table 4, growth in the travel industry for 2025 is less 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 6.5 percent of all statewide economic activities in Alabama.

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

* Source: Bureau of Economic Analysis (BEA), U.S. Department of Commerce. For the Alabama Gross Domestic Product and Service percentage changes, the 2023 and 2024 numbers are actual numbers and the 2025 figures are our estimates.

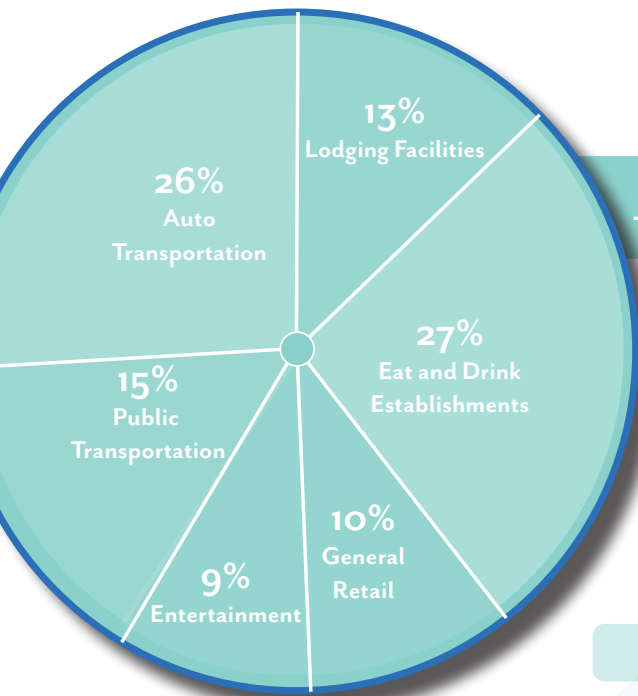


Table 5
Travel Expenditures by Category-2025

	Expenditures	Share of Total
Lodging Facilities	\$3,317,578,929	13%
Eating and Drinking Establishments	\$6,655,311,218	27%
General Retail	\$2,435,197,655	10%
Entertainment	\$2,382,798,919	9%
Public Transportation	\$3,650,109,368	15%
Auto Transportation	\$6,432,280,702	26%
Total	\$24,873,276,791	100%

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

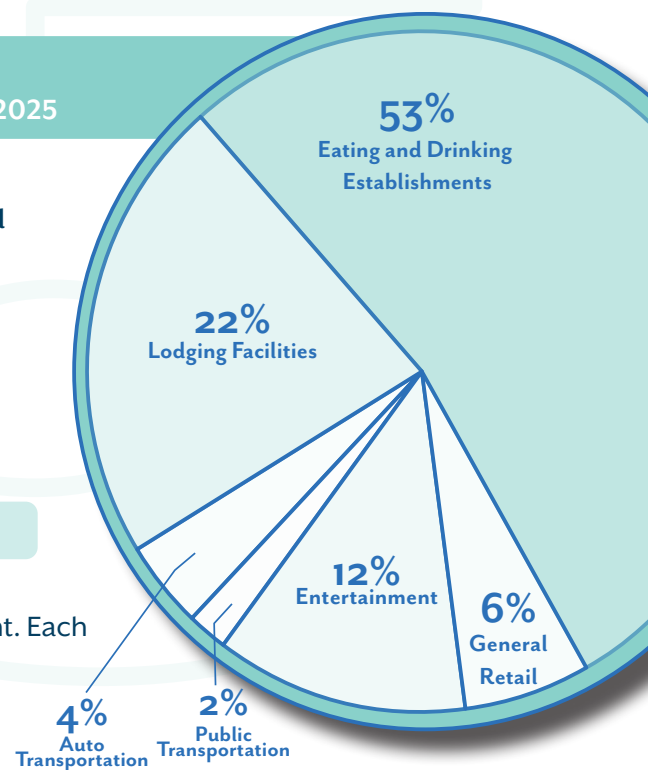
Travel - Generated Employment

In 2025, an estimated 176,738 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 2025. Other industries that benefited strongly were lodging facilities and entertainment.

Table 6
Travel-Related Direct Employment-2025

	Persons Employed	Share of Total
Lodging Facilities	39,478	22%
Eating and Drinking Establishments	94,097	53%
General Retail	11,072	6%
Entertainment	20,602	12%
Public Transportation	4,254	2%
Auto Transportation	7,235	4%
Total	176,738	100%



The job creation process, however, does not end with direct employment. Each job created by travel provided income for those employed in the above

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

According to Table 7, the 176,738 direct jobs led to the creation of 79,042 additional, or indirect, jobs in the state in 2025.

Table 7
Travel Industry Total (Impact) Employment - 2025

	Direct	Indirect (Other Industries)	Total
Lodging Facilities	39,478	20,825	60,303
Eating and Drinking Establishments	94,097	33,016	127,113
General Retail	11,072	4,922	15,994
Entertainment	20,602	7,950	28,552
Public Transportation	4,254	2,686	6,940
Auto Transportation	7,235	9,642	16,878
Total	176,738	79,042	255,780

This overall job creation impact of 255,780 jobs is impressive. According to this analysis, 11.6 percent of all the non-agricultural employment in the State of Alabama in 2025 was directly and indirectly associated with the state’s travel industry.*

Furthermore, the analysis shows that every \$140,735 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 2025 are presented in Table 8.

Table 8
Travel-Related Direct Earning - 2025

	Earnings	Share of Total
Lodging Facilities	\$903,912,659	20%
Eating and Drinking Establishments	\$1,894,267,956	41%
General Retail	\$314,072,221	7%
Entertainment	\$666,305,824	15%
Public Transportation	\$506,500,900	11%
Auto Transportation	\$297,726,938	6%
Total	\$4,582,786,498	100%

*The 2025 Alabama state non-agricultural employment was 2,210,800. This information was provided by the Alabama Department of Industrial Relations – Labor Market Division.

It is estimated that, in 2025, the travel industry was responsible for generating \$4.6 billion in direct earnings in Alabama. The growth rate in direct travel-related earnings shows an increase of 4 percent as compared to 2024.

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 - 2025

	Direct	Indirect (Other Industries)	Total
Lodging Facilities	\$903,912,659	\$793,996,880	\$1,697,909,539
Eating and Drinking Establishments	\$1,894,267,956	\$1,479,233,846	\$3,373,501,802
General Retail	\$314,072,221	\$197,331,576	\$511,403,797
Entertainment	\$666,305,824	\$474,942,791	\$1,141,248,615
Public Transportation	\$506,500,900	\$435,033,623	\$941,534,523
Auto Transportation	\$297,726,938	\$255,717,667	\$553,444,605
Total	\$4,582,786,498	\$3,636,256,383	\$8,219,042,881

The total impact of the travel industry on Alabama’s earning power is estimated to be \$8.2 billion for 2025. This includes direct earnings of \$4.6 billion and an indirect impact of \$3.6 billion. This suggests that the industry was responsible for 4.1 percent of total earnings in the state in 2025.

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 2023-2025

Year	State Revenue	Local Revenue	Total	% Change
2025	\$1,034,258,441	\$414,671,481	\$1,448,929,922	4.0%
2024	\$994,388,290	\$398,686,101	\$1,393,074,391	1.9%
2023	\$975,431,280	\$391,085,552	\$1,366,516,832	-----

We estimate that in 2025, more than \$1.4 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 \$725 in additional taxes to maintain current service levels.*

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

*The U.S. Census 2025 number of Alabama households was 1,997,247. This information was provided by the U.S. Census Bureau.

Alabama Travel Data by Region

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

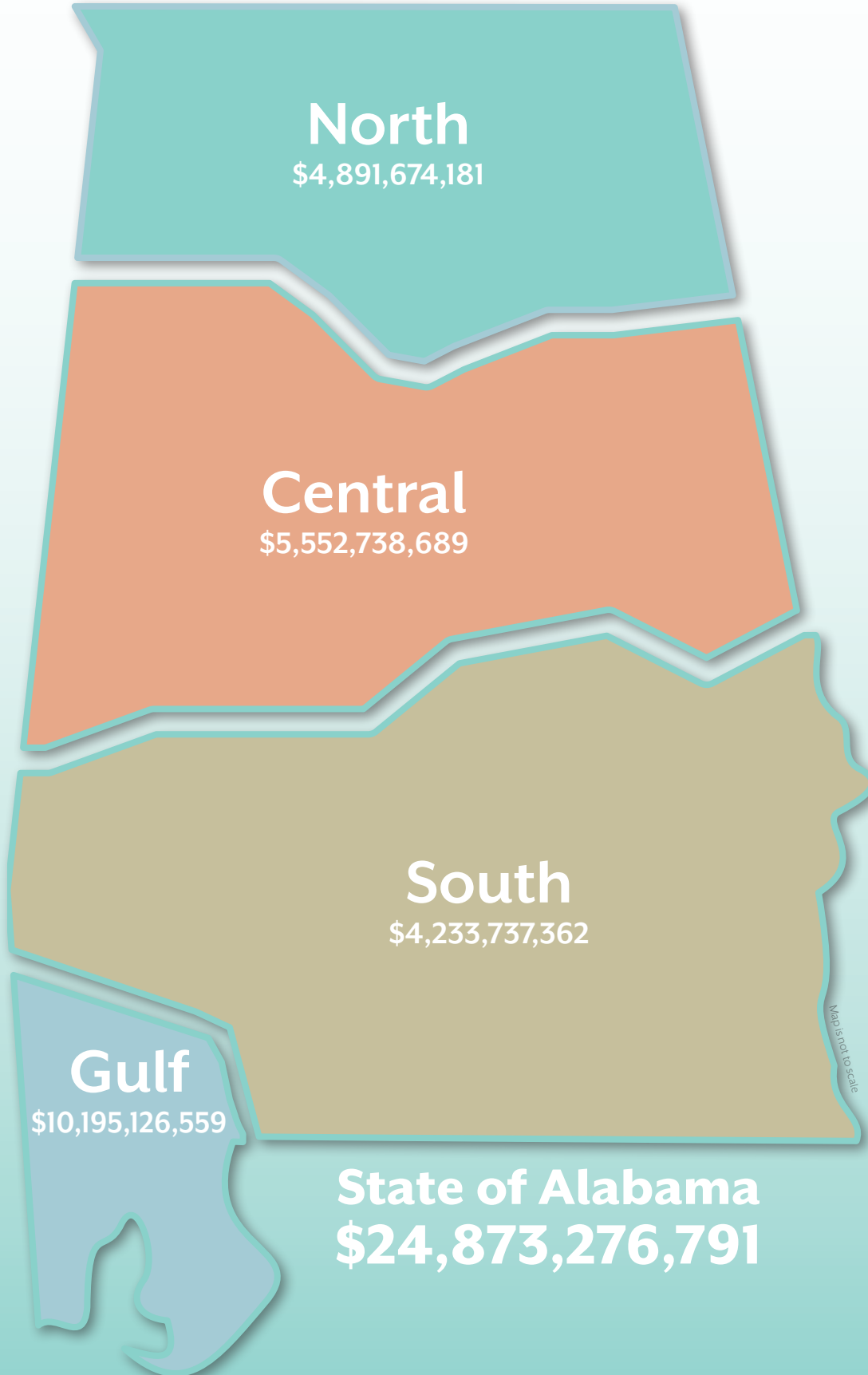
Table 11
Alabama Regional Tourism Data

Total Expenditures (\$)	2024	2025	Growth	Percentage of State Total
North Region	4,923,556,642	4,891,674,181	-0.6%	19.7%
Central Region	5,242,075,461	5,552,738,689	5.9%	22.3%
South Region	4,037,841,877	4,233,737,362	4.9%	17.0%
Gulf Coast Region	9,710,950,316	10,195,126,559	5.0%	41.0%
State of Alabama	23,914,424,296	24,873,276,791	4.0%	100.0%

Travel-Related Earnings (\$)	2024	2025	Growth	Percentage of State Total
North Region	1,396,804,571	1,387,686,107	-0.7%	16.9%
Central Region	1,708,724,721	1,808,153,254	5.8%	22.0%
South Region	1,369,039,081	1,432,112,089	4.6%	17.4%
Gulf Coast Region	3,427,634,474	3,591,091,431	4.8%	43.7%
State of Alabama	7,902,202,850	8,219,042,881	4.0%	100.0%

Travel-Related Employment	2024	2025	Growth	Percentage of State Total
Total – Direct and Indirect				
North Region	50,569	50,633	0.1%	19.8%
Central Region	61,886	65,513	5.9%	25.6%
South Region	48,040	50,028	4.1%	19.6%
Gulf Coast Region	88,095	89,606	1.7%	35.0%
State of Alabama	248,590	255,780	2.9%	100.0%
Direct				
North Region	34,705	34,710	0.0%	19.6%
Central Region	42,006	44,476	5.9%	25.2%
South Region	32,478	34,029	4.8%	19.3%
Gulf Coast Region	60,687	63,665	4.9%	36.0%
State of Alabama	169,936	176,738	4.0%	100.0%

Figure 2
2025 Travel-Related Total
Expenditures by Alabama Travel Region



Travel-Generated Employment: County-By-County Basis

Total travel-generated employment in 2025 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 31 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 40 percent of all travel-related employment.
- Seven counties - Baldwin, Jefferson, Madison, Mobile, Montgomery, Shelby, and Tuscaloosa account for 178,614 travel-related workers, which is 69.8 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 2025.

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 25, shows travel-related earnings by county, including the annual growth rate.

Table 20, on page 27, shows travel-related expenditures by county.

Table 21, on page 29, contains annual state lodging tax data and provides the amount and percentage of annual change.



Each year, thousands of bags go unclaimed by airline, bus and train passengers across the United States.

In Scottsboro, Alabama, Unclaimed Baggage gives those lost items a second chance. The company carefully sorts, cleans, authenticates, and resells the contents, turning forgotten items into cherished belongings again.

For shoppers, that second life often means scoring incredible deals on high-quality, name-brand items.

**Sweet Home
Alabama**

alabama.travel

Table 12
Direct Travel-Related Employment by County

County	2023	2024	2025	Rate of Growth 2024-2025
Autauga	415	382	412	7.9%
Baldwin	44,767	44,922	48,077	7.0%
Barbour	738	745	689	-7.5%
Bibb	23	28	36	28.6%
Blount	122	97	117	20.6%
Bullock	13	16	15	-6.3%
Butler	641	650	643	-1.1%
Calhoun	820	884	911	3.1%
Chambers	375	402	391	-2.7%
Cherokee	261	300	411	37.0%
Chilton	512	502	507	1.0%
Choctaw	53	47	47	0.0%
Clarke	568	630	692	9.8%
Clay	50	75	73	-2.7%
Cleburne	221	218	196	-10.1%
Coffee	1,014	1,062	1,011	-4.8%
Colbert	1,018	1,020	1,075	5.4%
Conecuh	181	193	267	38.3%
Coosa	48	48	71	47.9%
Covington	537	558	609	9.1%
Crenshaw	26	16	12	-25.0%
Cullman	1,838	2,029	2,335	15.1%
Dale	479	456	436	-4.4%
Dallas	882	1,008	892	-11.5%
DeKalb	1,292	1,476	1,548	4.9%
Elmore	2,544	2,712	2,981	9.9%
Escambia	771	840	843	0.4%
Etowah	1,646	1,638	1,643	0.3%
Fayette	47	45	43	-4.4%
Franklin	285	236	273	15.7%
Geneva	53	54	58	7.4%
Greene	143	138	128	-7.2%
Hale	20	19	26	36.8%
Henry	28	35	52	48.6%
Houston	3,335	3,365	3,309	-1.7%
Jackson	782	802	799	-0.4%

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

County	2023	2024	2025	Rate of Growth 2024-2025
Jefferson	22,441	22,779	23,299	2.3%
Lamar	10	6	9	50.0%
Lauderdale	2,461	2,456	2,704	10.1%
Lawrence	150	145	141	-2.8%
Lee	6,113	6,702	7,301	8.9%
Limestone	1,489	1,460	1,488	1.9%
Lowndes*	----	----	----	----
Macon	173	165	212	28.5%
Madison	16,398	16,213	15,345	-5.4%
Marengo	557	609	665	9.2%
Marion	462	432	438	1.4%
Marshall	3,050	3,302	3,598	9.0%
Mobile	15,115	15,765	15,588	-1.1%
Monroe	428	448	415	-7.4%
Montgomery	9,315	9,853	10,235	3.9%
Morgan	2,504	2,799	2,437	-12.9%
Perry	90	88	91	3.4%
Pickens	47	44	44	0.0%
Pike	968	916	1,067	16.5%
Randolph	151	149	183	22.8%
Russell	1,252	976	925	-5.2%
Shelby	4,856	4,716	5,157	9.4%
St. Clair	1,405	1,414	1,766	24.9%
Sumter	153	138	178	29.0%
Talladega	1,619	1,665	1,659	-0.4%
Tallapoosa	1,103	1,202	1,384	15.1%
Tuscaloosa	7,233	6,698	7,431	10.9%
Walker	788	748	893	19.4%
Washington	8	11	10	-9.1%
Wilcox	89	89	89	0.0%
Winston	252	300	358	19.3%
State Total	167,228	169,936	176,738	4.0%

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

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

County	2023	2024	2025	2024-2025 Rate of Growth
Autauga	597	549	592	7.8%
Baldwin	65,454	64,680	66,454	2.7%
Barbour	1,097	1,107	1,023	-7.6%
Bibb	23	28	36	28.6%
Blount	182	145	174	20.0%
Bullock	13	16	15	-6.3%
Butler	952	965	955	-1.0%
Calhoun	1,232	1,327	1,368	3.1%
Chambers	556	597	581	-2.7%
Cherokee	387	446	610	36.8%
Chilton	760	746	753	0.9%
Choctaw	80	72	71	-1.4%
Clarke	844	935	1,027	9.8%
Clay	75	112	108	-3.6%
Cleburne	312	308	278	-9.7%
Coffee	1,506	1,577	1,502	-4.8%
Colbert	1,524	1,527	1,609	5.4%
Conecuh	269	287	397	38.3%
Coosa	72	71	106	49.3%
Covington	797	828	905	9.3%
Crenshaw	39	34	26	-23.5%
Cullman	2,730	3,013	3,468	15.1%
Dale	711	678	648	-4.4%
Dallas	1,310	1,498	1,325	-11.5%
DeKalb	1,919	2,192	2,300	4.9%
Elmore	3,778	4,028	4,428	9.9%
Escambia	1,144	1,248	1,252	0.3%
Etowah	2,444	2,433	2,441	0.3%
Fayette	71	67	65	-3.0%
Franklin	423	350	406	16.0%
Geneva	78	81	87	7.4%
Greene	212	206	190	-7.8%
Hale	20	19	26	36.8%
Henry	42	53	78	47.2%
Houston	4,953	4,997	4,914	-1.7%
Jackson	1,170	1,200	1,197	-0.3%

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

County	2023	2024	2025	2024-2025 Rate of Growth
Jefferson	33,129	33,628	34,397	2.3%
Lamar	14	9	13	44.4%
Lauderdale	3,655	3,648	4,015	10.1%
Lawrence	223	216	210	-2.8%
Lee	9,079	9,953	10,843	8.9%
Limestone	2,211	2,169	2,210	1.9%
Lowndes*	----	----	----	----
Macon	264	252	323	28.2%
Madison	23,355	23,091	21,855	-5.4%
Marengo	811	887	968	9.1%
Marion	676	632	641	1.4%
Marshall	4,530	4,904	5,344	9.0%
Mobile	22,449	23,415	23,152	-1.1%
Monroe	636	666	616	-7.5%
Montgomery	13,585	14,369	14,926	3.9%
Morgan	3,719	4,157	3,620	-12.9%
Perry	133	131	135	3.1%
Pickens	70	66	66	0.0%
Pike	1,437	1,361	1,585	16.5%
Randolph	224	222	272	22.5%
Russell	1,859	1,450	1,374	-5.2%
Shelby	7,212	7,004	7,659	9.4%
St. Clair	2,087	2,100	2,622	24.9%
Sumter	228	204	264	29.4%
Talladega	2,405	2,474	2,464	-0.4%
Tallapoosa	1,639	1,786	2,056	15.1%
Tuscaloosa	10,443	9,670	10,728	10.9%
Walker	1,171	1,111	1,326	19.4%
Washington	12	17	16	-5.9%
Wilcox	132	132	132	0.0%
Winston	375	446	533	19.5%
State Total	245,539	248,590	255,780	2.9%

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

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

County	2025	Share of Total
Baldwin	66,454	25.98%
Jefferson	34,397	13.45%
Mobile	23,152	9.05%
Madison	21,855	8.54%
Montgomery	14,926	5.84%
Lee	10,843	4.24%
Tuscaloosa	10,728	4.19%
Shelby	7,659	2.99%
Marshall	5,344	2.09%
Houston	4,914	1.92%
Elmore	4,428	1.73%
Lauderdale	4,015	1.57%
Morgan	3,620	1.42%
Cullman	3,468	1.36%
St. Clair	2,622	1.03%
Talladega	2,464	0.96%
Etowah	2,441	0.95%
DeKalb	2,300	0.90%
Limestone	2,210	0.86%
Tallapoosa	2,056	0.80%
Colbert	1,609	0.63%
Pike	1,585	0.62%
Coffee	1,502	0.59%
Russell	1,374	0.54%
Calhoun	1,368	0.53%
Walker	1,326	0.52%
Dallas	1,325	0.52%
Escambia	1,252	0.49%
Jackson	1,197	0.47%
Clarke	1,027	0.40%
Barbour	1,023	0.40%
Marengo	968	0.38%
Butler	955	0.37%

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

County	2025	Share of Total
Covington	905	0.35%
Chilton	753	0.29%
Dale	648	0.25%
Marion	641	0.25%
Monroe	616	0.24%
Cherokee	610	0.24%
Autauga	592	0.23%
Chambers	581	0.23%
Winston	533	0.21%
Franklin	406	0.16%
Conecuh	397	0.16%
Macon	323	0.13%
Cleburne	278	0.11%
Randolph	272	0.11%
Sumter	264	0.10%
Lawrence	210	0.08%
Greene	190	0.07%
Blount	174	0.07%
Perry	135	0.05%
Wilcox	132	0.05%
Clay	108	0.04%
Coosa	106	0.04%
Geneva	87	0.03%
Henry	78	0.03%
Choctaw	71	0.03%
Pickens	66	0.03%
Fayette	65	0.03%
Bibb	36	0.01%
Crenshaw	26	0.01%
Hale	26	0.01%
Washington	16	0.01%
Bullock	15	0.01%
Lamar	13	0.01%
State Total	255,780	100.00%

Table 15
Counties with Largest
Total Employment Growth in 2025

County	2023	2024	2025	2024 - 2025 Rate of Growth
Coosa	72	71	106	49.3%
Henry	42	53	78	47.2%
Lamar	14	9	13	44.4%
Conecuh	269	287	397	38.3%
Hale	20	19	26	36.8%
Cherokee	387	446	610	36.8%
Sumter	228	204	264	29.4%
Bibb	23	28	36	28.6%
Macon	264	252	323	28.2%
St. Clair	2,087	2,100	2,622	24.9%
Randolph	224	222	272	22.5%
Blount	182	145	174	20.0%
Winston	375	446	533	19.5%
Walker	1,171	1,111	1,326	19.4%
Pike	1,437	1,361	1,585	16.5%
Franklin	423	350	406	16.0%
Tallapoosa	1,639	1,786	2,056	15.1%
Cullman	2,730	3,013	3,468	15.1%
Tuscaloosa	10,443	9,670	10,728	10.9%
Lauderdale	3,655	3,648	4,015	10.1%
Elmore	3,778	4,028	4,428	9.9%
Clarke	844	935	1,027	9.8%
Shelby	7,212	7,004	7,659	9.4%
Covington	797	828	905	9.3%
Marengo	811	887	968	9.1%
Marshall	4,530	4,904	5,344	9.0%
Lee	9,079	9,953	10,843	8.9%
Autauga	597	549	592	7.8%
Geneva	78	81	87	7.4%
Colbert	1,524	1,527	1,609	5.4%
DeKalb	1,919	2,192	2,300	4.9%
Montgomery	13,585	14,369	14,926	3.9%
Calhoun	1,232	1,327	1,368	3.1%
Perry	133	131	135	3.1%
Baldwin	65,454	64,680	66,454	2.7%
Jefferson	33,129	33,628	34,397	2.3%

Lodging Tax

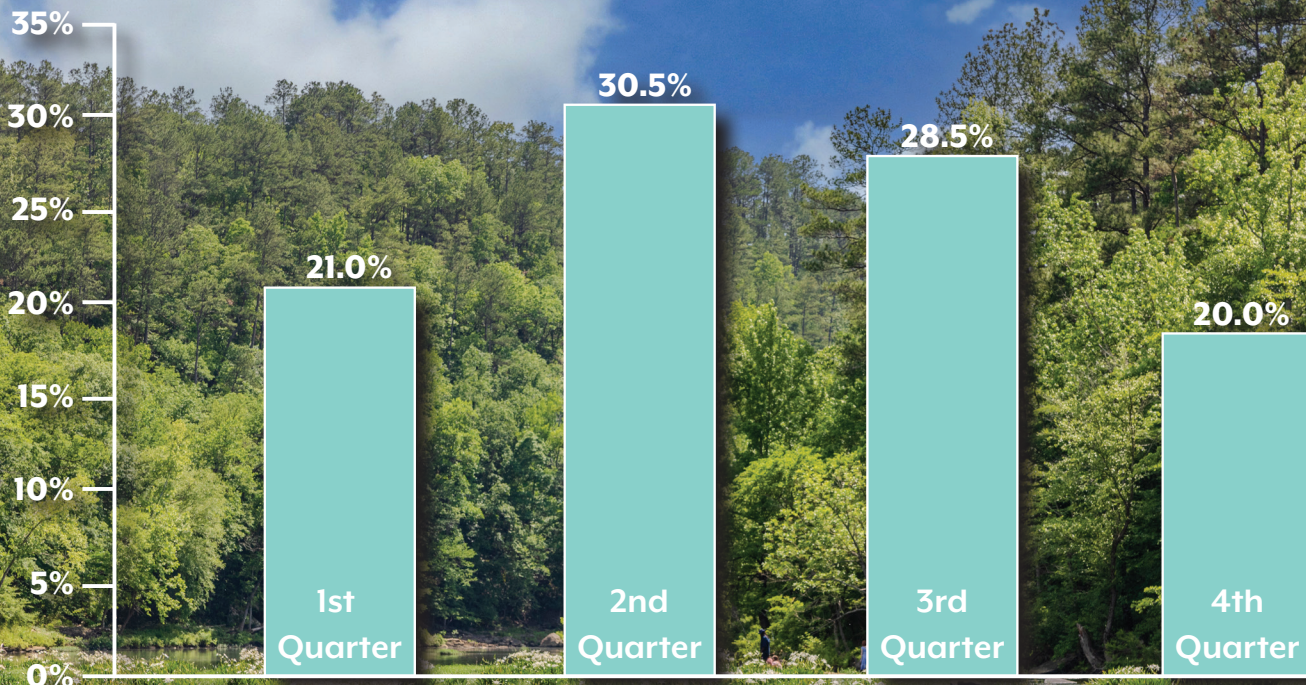
Seasonal and Designated Demographic Area Analyses

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 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 percent and 20 percent, respectively, of state lodging taxes being collected for each of these periods.

Figure 3 Alabama Lodging 2025 Tax by Quarter



Cahaba River, May to June

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

- Baldwin County shows the most seasonality in travel and tourism activities. Over two thirds (70 percent) of all 2025 lodging taxes in this county were collected in the second and third quarters. The first and fourth quarters had 17 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 and Jefferson had increased activity in the second and third quarters, while Madison, Mobile and Montgomery showed increased activity in the first, second and third quarters. Shelby showed increased activity in the second, third and fourth quarters, while Tuscaloosa had increased activity in the second and fourth quarters of the year.

Table 16
Ratio of Counties' Quarterly to Annual Lodging Tax

	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
Baldwin	17%	37%	33%	13%
Jefferson	23%	27%	26%	24%
Madison	25%	26%	27%	22%
Mobile	24%	28%	27%	21%
Montgomery	25%	27%	26%	22%
Shelby	21%	28%	26%	25%
Tuscaloosa	21%	25%	23%	31%

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:

- 89 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 43.4 percent of the state's total.
- The Central Area is second, in terms of travel and tourism activities, with 31.6 percent of the state's total.
- The Northern Area is ranked third in comparison to the Central and Southern areas, with a 14.4 percent share of the state's travel and tourism activities.

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

MSAs	2023	2024	2025
Anniston-Oxford	1.2%	1.3%	1.3%
Auburn-Opelika	3.4%	3.7%	3.9%
Birmingham-Hoover	15.3%	15.3%	15.4%
Daphne-Fairhope-Foley	34.8%	33.8%	34.6%
Decatur	1.6%	1.8%	1.5%
Dothan	1.7%	1.7%	1.6%
Florence-Muscle Shoals	1.9%	1.9%	1.9%
Gadsden	0.9%	0.9%	0.9%
Huntsville	11.1%	11.1%	10.1%
Mobile	7.4%	7.6%	7.2%
Montgomery	6.5%	6.8%	7.0%
Tuscaloosa	4.2%	3.8%	4.1%

Table 18
MSA State Lodging Tax by Designated Demographic Areas

Areas	2023	2024	2025
Northern	15.6%	15.7%	14.4%
Central – Total	30.6%	31.0%	31.6%
Central – Anniston-Oxford, Birmingham-Hoover and Tuscaloosa	20.7%	20.4%	20.8%
Central –Auburn-Opelika and Montgomery	9.9%	10.5%	10.9%
Southern	43.8%	43.1%	43.4%

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

County	2023	2024	2025	2024 - 2025 Rate of Growth
Autauga	19,140,395	17,650,275	19,085,428	8.1%
Baldwin	2,788,331,734	2,776,367,055	2,944,003,150	6.0%
Barbour	26,581,322	26,870,551	24,897,387	-7.3%
Bibb	894,457	1,068,490	1,416,373	32.6%
Blount	4,249,283	3,382,052	4,176,221	23.5%
Bullock	339,420	416,481	384,800	-7.6%
Butler	26,163,585	26,458,067	26,184,644	-1.0%
Calhoun	31,042,002	33,346,578	34,258,926	2.7%
Chambers	12,726,378	13,685,624	13,218,200	-3.4%
Cherokee	12,948,999	15,059,376	20,627,295	37.0%
Chilton	18,500,312	18,297,451	18,439,289	0.8%
Choctaw	2,089,920	1,904,314	1,887,137	-0.9%
Clarke	22,126,942	24,983,824	27,341,663	9.4%
Clay	1,327,713	2,034,788	1,945,286	-4.4%
Cleburne	7,971,355	7,887,756	7,085,713	-10.2%
Coffee	38,432,215	40,626,077	38,729,314	-4.7%
Colbert	38,237,435	38,326,584	40,191,251	4.9%
Conecuh	6,484,330	6,898,746	9,338,372	35.4%
Coosa	1,534,210	1,496,523	2,259,840	51.0%
Covington	18,488,464	19,291,127	21,049,367	9.1%
Crenshaw	922,140	783,592	618,222	-21.1%
Cullman	72,123,759	80,255,085	93,175,076	16.1%
Dale	18,121,494	17,296,598	16,580,338	-4.1%
Dallas	36,183,442	41,657,514	36,758,082	-11.8%
DeKalb	49,949,798	56,376,448	59,304,540	5.2%
Elmore	103,935,367	112,384,736	124,451,706	10.7%
Escambia	29,076,973	31,650,718	31,693,804	0.1%
Etowah	62,248,300	62,415,973	62,274,271	-0.2%
Fayette	1,581,745	1,489,909	1,411,645	-5.3%
Franklin	10,980,486	9,005,988	10,457,620	16.1%
Geneva	1,949,627	2,009,034	2,184,663	8.7%
Greene	4,848,627	4,696,342	4,409,290	-6.1%
Hale	442,467	435,622	589,448	35.3%
Henry	1,077,640	2,298,969	3,349,429	45.7%
Houston	134,335,851	136,598,664	133,551,039	-2.2%
Jackson	27,692,148	28,320,757	28,315,548	0.0%

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

County	2023	2024	2025	2024 - 2025 Rate of Growth
Jefferson	938,962,514	970,130,502	992,427,792	2.3%
Lamar	391,456	262,109	390,206	48.9%
Lauderdale	91,356,987	92,036,801	100,640,105	9.3%
Lawrence	5,336,254	5,159,911	4,996,576	-3.2%
Lee	270,749,297	302,152,489	328,616,886	8.8%
Limestone	55,926,656	55,024,606	56,113,996	2.0%
Lowndes*	----	----	----	----
Macon	6,501,145	6,210,059	7,958,483	28.2%
Madison	681,164,485	692,115,996	647,388,014	-6.5%
Marengo	18,854,684	20,432,764	22,122,893	8.3%
Marion	17,254,850	16,037,708	16,193,714	1.0%
Marshall	117,143,871	128,225,396	140,534,655	9.6%
Mobile	627,318,244	651,267,422	647,088,281	-0.6%
Monroe	14,558,688	15,255,260	14,050,559	-7.9%
Montgomery	410,089,566	440,570,798	464,023,576	5.3%
Morgan	91,626,078	102,876,867	88,158,170	-14.3%
Perry	2,780,624	2,734,163	2,825,878	3.4%
Pickens	1,719,791	1,611,002	1,611,659	0.0%
Pike	35,279,894	33,511,487	38,166,970	13.9%
Randolph	3,988,848	3,990,883	4,983,734	24.9%
Russell	47,903,498	37,681,498	35,666,431	-5.3%
Shelby	180,337,943	175,726,930	189,921,724	8.1%
St. Clair	48,893,890	49,510,100	61,777,528	24.8%
Sumter	4,947,140	4,491,354	5,917,983	31.8%
Talladega	54,480,662	56,560,127	56,593,763	0.1%
Tallapoosa	37,688,897	41,366,173	49,428,614	19.5%
Tuscaloosa	306,718,569	286,363,717	319,911,955	11.7%
Walker	33,025,098	31,538,578	37,328,408	18.4%
Washington	293,529	394,758	375,718	-4.8%
Wilcox	3,039,892	3,050,681	3,045,178	-0.2%
Winston	10,141,932	12,185,023	15,139,055	24.2%
State Total	7,751,555,317	7,902,202,850	8,219,042,881	4.0%

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

Table 20
Travel-Related Expenditures by County

County	2023	2024	2025	2024 - 2025 Rate of Growth
Autauga	56,097,295	51,701,521	56,005,336	8.3%
Baldwin	7,914,275,667	7,846,507,543	8,339,674,282	6.3%
Barbour	72,645,626	73,978,535	68,320,616	-7.6%
Bibb	2,698,136	3,241,791	4,339,240	33.9%
Blount	13,158,666	10,461,014	12,610,603	20.5%
Bullock	1,545,784	1,895,688	1,754,621	-7.4%
Butler	68,791,420	69,616,151	68,938,247	-1.0%
Calhoun	104,894,339	113,468,037	117,094,044	3.2%
Chambers	40,589,511	43,624,903	42,210,241	-3.2%
Cherokee	48,137,453	55,951,887	76,776,037	37.2%
Chilton	54,221,317	53,597,243	54,109,268	1.0%
Choctaw	5,862,216	5,315,308	5,274,404	-0.8%
Clarke	70,493,274	79,551,073	87,214,299	9.6%
Clay	2,418,568	3,594,743	3,470,185	-3.5%
Cleburne	19,417,872	19,162,303	17,106,311	-10.7%
Coffee	112,638,388	119,002,680	113,649,439	-4.5%
Colbert	115,050,697	115,308,140	122,235,850	6.0%
Conecuh	17,689,542	18,893,718	26,086,466	38.1%
Coosa	3,970,534	3,910,525	6,104,771	56.1%
Covington	61,137,731	63,756,862	69,692,173	9.3%
Crenshaw	2,702,639	2,370,269	1,814,146	-23.5%
Cullman	251,649,762	279,866,919	325,502,559	16.3%
Dale	53,111,066	50,665,524	48,654,261	-4.0%
Dallas	106,047,610	122,023,983	107,864,947	-11.6%
DeKalb	159,087,724	181,928,845	192,719,445	5.9%
Elmore	325,656,274	352,855,485	391,529,364	11.0%
Escambia	79,959,961	87,455,003	87,737,769	0.3%
Etowah	213,011,522	214,776,676	214,653,161	-0.1%
Fayette	4,753,607	4,475,149	4,247,651	-5.1%
Franklin	32,181,966	26,380,512	30,687,417	16.3%
Geneva	5,714,030	5,884,902	6,410,795	8.9%
Greene	8,917,586	8,569,178	7,935,856	-7.4%
Hale	2,327,280	2,290,015	3,104,198	35.6%
Henry	5,262,294	6,734,185	9,828,750	46.0%
Houston	393,715,889	400,127,412	391,899,550	-2.1%
Jackson	91,417,062	93,584,474	93,099,073	-0.5%

Table 20 (Continued)
Travel-Related Expenditures by County

County	2023	2024	2025	2024 - 2025 Rate of Growth
Jefferson	2,976,546,168	3,067,549,364	3,139,426,456	2.3%
Lamar	1,068,395	715,205	1,039,716	45.4%
Lauderdale	333,833,494	336,132,493	368,210,106	9.5%
Lawrence	17,564,909	16,954,917	16,428,189	-3.1%
Lee	800,596,865	892,963,204	972,910,530	9.0%
Limestone	187,580,669	184,835,097	188,362,270	1.9%
Lowndes*	----	----	----	----
Macon	7,482,254	7,151,168	9,134,857	27.7%
Madison	2,427,319,395	2,464,987,136	2,309,808,982	-6.3%
Marengo	50,000,145	54,595,160	59,652,360	9.3%
Marion	64,017,996	59,606,030	60,274,566	1.1%
Marshall	404,505,565	442,527,047	485,875,325	9.8%
Mobile	1,781,786,876	1,864,442,773	1,855,452,277	-0.5%
Monroe	38,987,231	41,006,181	37,544,342	-8.4%
Montgomery	1,235,896,854	1,317,973,827	1,391,440,349	5.6%
Morgan	352,290,955	404,037,165	350,005,718	-13.4%
Perry	7,676,163	7,562,127	7,844,778	3.7%
Pickens	6,413,026	6,074,986	6,047,614	-0.5%
Pike	97,087,728	91,854,228	105,679,731	15.1%
Randolph	16,950,424	16,947,054	22,523,965	32.9%
Russell	140,397,132	110,377,362	104,661,547	-5.2%
Shelby	442,289,668	428,727,434	465,301,962	8.5%
St. Clair	133,832,203	135,563,539	171,804,089	26.7%
Sumter	14,499,240	13,156,160	17,366,057	32.0%
Talladega	159,673,699	165,677,001	163,438,725	-1.4%
Tallapoosa	110,459,847	121,170,583	145,046,057	19.7%
Tuscaloosa	999,591,345	937,974,353	1,051,011,753	12.1%
Walker	89,427,344	85,023,768	102,165,752	20.2%
Washington	860,285	1,156,334	1,102,526	-4.7%
Wilcox	8,909,413	8,936,114	8,935,937	0.0%
Winston	29,724,303	36,218,290	44,424,880	22.7%
State Total	\$23,458,519,899	\$23,914,424,296	24,873,276,791	4.0%

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

Table 21
Annual State Lodging Tax

County	2023	2024	2025	2024 - 2025 Dollar Increase/ Decrease	2024 - 2025 Rate of Growth
Autauga	271,577	250,296	271,132	20,836	8.3%
Baldwin	40,041,382	39,698,543	42,193,638	2,495,099	6.3%
Barbour	351,690	358,143	330,752	-27,391	-7.6%
Bibb	13,565	16,298	21,815	5,517	33.9%
Blount*	69,333	55,119	66,445	11,326	20.5%
Bullock	7,771	9,530	8,821	-709	-7.4%
Butler	326,976	330,896	327,674	-3,222	-1.0%
Calhoun	1,381,733	1,494,671	1,542,435	47,764	3.2%
Chambers	198,337	213,169	206,257	-6,912	-3.2%
Cherokee*	233,995	271,980	373,206	101,226	37.2%
Chilton	262,495	259,474	261,952	2,478	1.0%
Choctaw	29,472	26,722	26,516	-206	-0.8%
Clarke	341,270	385,120	422,219	37,099	9.6%
Clay	12,159	18,072	17,446	-626	-3.5%
Cleburne	97,621	96,336	86,000	-10,336	-10.7%
Coffee	560,882	592,573	565,916	-26,657	-4.5%
Colbert*	566,770	568,038	602,166	34,128	6.0%
Conecuh	88,932	94,986	131,146	36,160	38.1%
Coosa	19,961	19,660	30,691	11,031	56.1%
Covington	264,778	276,121	301,826	25,705	9.3%
Crenshaw	40,315	34,239	27,061	-7,178	-21.0%
Cullman*	1,255,917	1,396,742	1,624,497	227,755	16.3%
Dale	257,120	245,281	235,544	-9,737	-4.0%
Dallas	323,071	371,743	328,608	-43,135	-11.6%
DeKalb*	812,996	929,723	984,867	55,144	5.9%
Elmore	1,637,195	1,773,936	1,968,364	194,428	11.0%
Escambia	401,988	439,669	441,090	1,421	0.3%
Etowah*	1,066,153	1,074,988	1,074,370	-618	-0.1%
Fayette	23,306	21,941	20,825	-1,116	-5.1%
Franklin*	200,312	164,202	191,010	26,808	16.3%
Geneva	28,727	29,586	32,229	2,643	8.9%
Greene	57,666	55,413	51,317	-4,096	-7.4%
Hale	11,589	11,403	15,457	4,054	35.6%
Henry	26,456	33,855	49,413	15,558	46.0%
Houston	1,906,047	1,937,086	1,897,253	-39,833	-2.1%

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

Table 21 (Continued)
Annual State Lodging Tax

County	2023	2024	2025	2024 - 2025 Dollar Increase/ Decrease	2024 - 2025 Rate of Growth.
Jackson*	562,898	576,244	573,255	-2,989	-0.5%
Jefferson	14,073,187	14,503,452	14,843,289	339,837	2.3%
Lamar	5,371	3,596	5,227	1,631	45.4%
Lauderdale*	1,605,427	1,616,483	1,770,747	154,264	9.5%
Lawrence*	94,073	90,806	82,084	-8,722	-9.6%
Lee	3,875,828	4,322,989	4,710,028	387,039	9.0%
Limestone*	1,114,499	1,098,186	1,119,143	20,957	1.9%
Lowndes#	----	----	----	----	----
Macon	37,616	35,952	45,924	9,972	27.7%
Madison*	11,714,831	11,896,625	11,147,697	-748,928	-6.3%
Marengo	251,369	274,470	299,895	25,425	9.3%
Marion*	324,594	302,224	305,614	3,390	1.1%
Marshall*	1,325,407	1,449,989	1,592,024	142,035	9.8%
Mobile	8,469,103	8,861,979	8,819,245	-42,734	-0.5%
Monroe	196,003	206,153	188,749	-17,404	-8.4%
Montgomery	5,605,509	5,977,776	6,310,989	333,213	5.6%
Morgan*	1,767,843	2,027,512	1,756,375	-271,137	-13.4%
Perry	38,223	37,656	39,063	1,407	3.7%
Pickens	20,580	19,496	19,408	-88	-0.5%
Pike	488,096	461,785	531,291	69,506	15.1%
Randolph	85,216	85,199	113,236	28,037	32.9%
Russell	679,687	534,356	506,685	-27,671	-5.2%
Shelby	2,121,557	2,056,502	2,231,941	175,439	8.5%
St. Clair	672,824	681,528	809,031	127,503	18.7%
Sumter	72,199	65,511	86,474	20,963	32.0%
Talladega	765,916	794,713	783,976	-10,737	-1.4%
Tallapoosa	555,323	609,170	729,200	120,030	19.7%
Tuscaloosa	4,751,209	4,458,334	4,995,618	537,284	12.1%
Walker	449,584	427,446	513,625	86,179	20.2%
Washington	4,325	5,813	5,543	-270	-4.6%
Wilcox	43,946	44,078	44,077	-1	0.0%
Winston*	185,015	225,436	276,517	51,081	22.7%
State Total	\$115,146,815	\$117,307,010	\$121,985,928	\$4,678,919	4.0%

*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.

Denotes 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
Amy Jordan

MARKETING DIVISION

Grey Brennan – Deputy Director
Jade Moyer – Executive Assistant
Courtney Austin
Mary Ella Cauthen
Shawna Faniel
Laura Hicks
Brooklyn Lundy
Pam Smith

MAIL DIVISION

Mattie Pierce – Distribution Manager
Bryan Oswalt
Greg Smith

IT DIVISION

Graham Roderick – IT Manager

PUBLICATIONS DIVISION

Dwayne O'Riley
Austin Simmons
Brandon Walker

GOVERNOR'S MANSION GIFT SHOP

Nicole Owens – Manager
Jessica Niedenthal

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Dawn Chandler
Rick Harmon
Rosemary Judkins
Kerry Teague
Jo Jo Terry

ARDMORE WELCOME CENTER

Trisa Collier – Welcome Center
Administrator
Jessica Jackson – Manager
Sherry Griffith
Bernice Hopson
Jasmia Horton
Dennis Scott
David Stanford

BALDWIN WELCOME CENTER

Ursel Forbes – Manager
Shalynthia Brascom
Amos Rogers
Paul Shestak
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
Kellie Dawson
Tindra Hammett
Heather Tuxbury

GRAND BAY WELCOME CENTER

Emily White – Manager
Connie Douglas
Cynthia Golembiewski
Anne Hayden
Deavionne Lee
Sandra Presley
Antonio Stanford

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Ann Tiller – Manager
MaKayla Colby
Judith Renee Lee
Christy McClendon

LANETT WELCOME CENTER

Gabby Striblin – Manager
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