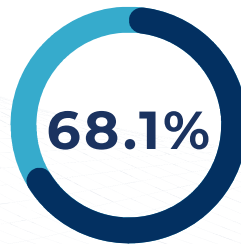




ALABAMA

AAHOA Member-owned hotels represent a significant part of the U.S. economy. To quantify these important impacts, AAHOA engaged Oxford Economics, an international leader in global forecasting and quantitative analysis, to conduct a comprehensive economic impact analysis on the national level and for each state in the U.S. Here are some of the impressive findings from Alabama.



OWNERSHIP OVERVIEW

AAHOA Members own 68.1% of the hotels in Alabama

669

Hotels

50,142

Hotel rooms

LABOR & JOB IMPACTS

58,275

Total impact jobs

36,494

Direct impact jobs

\$2.4B

Annual wages, salaries, and other compensation

ANNUAL ECONOMIC IMPACTS

\$1.6B

Total hotel sales

\$1B

Federal, state, and local taxes

\$139M

Total lodging taxes

\$3.8B

Contribution to state GDP

\$513

Federal, state, and local taxes per household



GUEST SPENDING

Guests staying at member-owned hotels spend \$4.0B at hotels and local businesses



MEMBER PURCHASES

Member-owned hotels purchase \$560M of inputs from other businesses