



America's hotels: strengthening the economy in every state.

## ALABAMA

### Lodging Industry: 2009 State Overview

Alabama's hotels are an important segment of the state's economy. 8.9 percent of all jobs in the state are directly or indirectly related to the lodging industry, with hotels, motels, resorts, or lodges generating **\$806 million in tax revenue for state and local governments**.

Many of our properties are small businesses, a sector that created 45.3 percent of new jobs in the state.

Our industry reaches far beyond just providing our guests with comfortable rooms or convenient meeting spaces—we are interlinked with many other industries, such as transportation, restaurants, agriculture, manufacturing, and recreation, **supporting \$15.9 billion in total sales throughout the state**.

#### ECONOMIC FACTS for Alabama

Jobs	21,300 lodging jobs in 2008	Sales	In 2008, the lodging industry had \$1.1 billion in direct sales in Alabama	Locations	In 2008, there were 893 lodging properties in Alabama comprising 70,313 hotel rooms
	\$654.9 million in employee wages				

Sources: Figures are derived from industry statistical research, 2005 Quiet Good Survey, U.S. Bureau of Labor Statistics, Small Business Administration, and U.S. Census Bureau data.

## AMERICA'S Lodging and Travel Industry by the Numbers

### 4.4 MILLION PEOPLE

Average number of guests each night in all combined U.S. hotels

### 2.0 MILLION JOBS

Directly employed by the American lodging industry

### 48,062

Lodging properties in the U.S.

### 4,476,191

Guestrooms in U.S. lodging properties

### \$139.4 BILLION

Total sales revenue in 2007

### 15.1 MILLION JOBS

Created or supported in all U.S. industries through lodging's presence

### \$1.6 TRILLION

U.S. economic revenue generated throughout the national economic chain by the lodging and hospitality industry, which equates to 11% of national GDP

### \$240 BILLION

Spending by business travelers in 2007

### \$34 BILLION

Tax revenue generated each year by business travel for federal, state, local governments

### 97%

Percentage of hotel properties donating to local community charities

### \$815 MILLION

Total yearly value of rooms, food, services, or cash charitable donations by U.S. lodging industry

