

Mobile Tourism Improvement District Hotels

Re: Tourism Improvement District Renewal

Dear Hotel Partner,

After many years of work and collaboration within our entire hotel community and the City of Mobile, the Tourism Improvement District Ordinance was renewed with the petitioned modifications by the Mobile City Council on March 11, 2025. This letter will provide details and actions to be taken at all hotels with 40+ rooms within the city limits of Mobile.

- Beginning on June 1, 2025 a 1% of total room rate per occupied room per night assessment will be added to all folios. Throughout the five-year ordinance, the rate will increase as outlined in the chart below.
- The assessment should be labeled “Tourism Assessment” on the folio.
- Tax exempt guests are still assessed and responsible for paying the fee.
- Remittance will be monthly and will be through the normal electronic portal where you would pay your monthly lodging taxes to the City.

Years	Assessment Rate
June 1, 2025 – September 30, 2025	1.0%
October 1, 2025 – September 30, 2026	1.5%
October 1, 2026 – April 30, 2030	2.0%

Attached is a comprehensive FAQ sheet to help you through this process. If there are any questions regarding any of the formalities or documentation in regard to the Tourism Assessment, please find all the corresponding documents on [www.mobilearealodgingcorporation.com](http://www.mobilearealodgingcorporation.com). Please know this Tourism Assessment is separate from any lodging taxes imposed by the City or County.

This is an important and innovative step to build upon the original Tourism Improvement District and increase lodging and visitors to Mobile. There will be more information to follow but please feel free to ask any questions so that we can help in any way. I look forward to entering this new and exciting step into our future.

Kent Blackinton  
President Mobile Area Lodging Association  
Direct: 251.415.3075

## FAQ

- When does this take effect?
  - Assessments will begin on June 1<sup>st</sup>, 2025, and last through April 30, 2030, with two rate increases within the five-year period.
- Are there any exceptions to the assessment?
  - On any stay of over 31 days, the assessment is no longer assessed provided the first 30 days were assessed. There are no refunds of the first 30 days.
  - If your hotel has less than 40 rooms, or is outside of the city limits of Mobile, you are not to assess the fee.
  - Comp Rooms are not assessed the fee.
- Can I change the wording of the assessment?
  - No, for consistency it needs to read as “Tourism Assessment” on the folio with the additional taxes and fees.
- How do we pay the assessment?
  - Remittance will be an additional form in the City’s portal ([mobileselfservice.tylertech.com](http://mobileselfservice.tylertech.com) or go to [cityofmobile.org](http://cityofmobile.org) under business > tax payments) labeled TID. It will be remitted electronically and monthly based on room revenue each month.
  - Please be aware that some OTAs like Priceline already collect and submit all taxes and assessments on rooms booked and paid for through their platform. Track your room nights booked through those specific OTAs and remit accordingly.
- Is the assessment subject to any taxes?
  - No, the assessment is not taxable.
- Do I have to participate?
  - Yes, this is a city ordinance passed on March 11<sup>th</sup>, 2025.
- Where does this money go?
  - The Mobile Area Lodging Corporation will manage and decide how all monies are spent marketing our destination, this corporations board is derived of hotel owners and representatives through a vote of the entire district.
- What if I have an existing contract?
  - The fee should still be assessed as a part of the existing taxes and fees clause.
- How can I best describe this fee to guests?
  - The Tourism Assessment is used to market hotels in Mobile and improve the visitor experience. It is not a tax and is not optional or able to be waived, as it is enforced by city ordinance. The fee is used for projects such as print and digital marketing, capital improvement and destination beautification projects, hotel security, etc.

If there are any questions regarding any of the formalities or documentation in regard to the Tourism Assessment, please utilize the resource documents at [www.mobilearealodgingcorporation.com](http://www.mobilearealodgingcorporation.com) or contact the City Revenue Department at 251-208-7462.