

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Dec 2010	Dec 2011	% Change	Dec 2010	Dec 2011	% Change	Dec 2010	Dec 2011	% Change	Dec 2010	Dec 2011	% Change	Dec 2010	Dec 2011	% Change
Apache County	37.7%	38.0%	0.7%	\$71.01	\$69.21	-2.5%	\$26.80	\$26.29	-1.9%	11,500	11,576	0.7%	30,473	30,473	0.0%
Cochise County	46.1%	42.9%	-6.9%	\$66.54	\$64.42	-3.2%	\$30.70	\$27.65	-9.9%	43,529	40,505	-6.9%	94,364	94,364	0.0%
Coconino County	43.6%	44.8%	2.8%	\$76.81	\$78.35	2.0%	\$33.48	\$35.12	4.9%	138,848	141,754	2.1%	318,494	316,231	-0.7%
Gila County	39.6%	38.1%	-4.0%	\$64.32	\$63.94	-0.6%	\$25.48	\$24.33	-4.5%	14,407	13,837	-4.0%	36,363	36,363	0.0%
Graham County	34.6%	36.7%	6.1%	\$66.09	\$65.84	-0.4%	\$22.89	\$24.19	5.7%	6,657	7,061	6.1%	19,220	19,220	0.0%
Greenlee County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
La Paz County	41.5%	51.9%	25.1%	\$60.45	\$60.48	0.1%	\$25.09	\$31.42	25.2%	7,992	10,000	25.1%	19,251	19,251	0.0%
Maricopa County	49.5%	47.8%	-3.4%	\$89.00	\$92.05	3.4%	\$44.01	\$43.99	0.0%	899,082	876,414	-2.5%	1,818,119	1,833,805	0.9%
Mohave County	45.4%	43.7%	-3.6%	\$55.33	\$58.28	5.3%	\$25.10	\$25.49	1.5%	59,650	57,490	-3.6%	131,502	131,471	0.0%
Navajo County	38.2%	37.1%	-2.8%	\$59.56	\$61.03	2.5%	\$22.75	\$22.67	-0.4%	39,261	37,410	-4.7%	102,765	100,719	-2.0%
Pima County	49.0%	48.2%	-1.5%	\$78.67	\$77.24	-1.8%	\$38.53	\$37.26	-3.3%	242,459	243,704	0.5%	495,101	505,145	2.0%
Pinal County	50.7%	52.4%	3.4%	\$66.88	\$67.33	0.7%	\$33.88	\$35.28	4.1%	31,079	34,978	12.5%	61,349	66,743	8.8%
Santa Cruz County	48.5%	46.2%	-4.7%	\$71.92	\$70.81	-1.5%	\$34.85	\$32.68	-6.2%	16,448	15,667	-4.7%	33,945	33,945	0.0%
Yavapai County	39.1%	40.8%	4.4%	\$104.97	\$106.72	1.7%	\$41.04	\$43.56	6.2%	59,250	61,838	4.4%	151,559	151,497	0.0%
Yuma County	45.4%	50.6%	11.4%	\$70.75	\$70.66	-0.1%	\$32.11	\$35.74	11.3%	52,564	58,581	11.4%	115,816	115,816	0.0%

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	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change
Apache County	55.1%	55.9%	1.4%	\$76.68	\$78.03	1.8%	\$42.25	\$43.59	3.2%	197,666	200,424	1.4%	358,795	358,795	0.0%
Cochise County	54.6%	53.3%	-2.4%	\$69.76	\$69.20	-0.8%	\$38.07	\$36.85	-3.2%	607,515	591,638	-2.6%	1,113,361	1,111,029	-0.2%
Coconino County	64.7%	64.0%	-1.0%	\$85.55	\$89.78	4.9%	\$55.32	\$57.44	3.8%	2,495,597	2,477,775	-0.7%	3,859,793	3,872,329	0.3%
Gila County	49.3%	50.5%	2.4%	\$70.16	\$68.53	-2.3%	\$34.59	\$34.58	0.0%	211,060	216,068	2.4%	428,145	428,145	0.0%
Graham County	35.9%	44.9%	25.1%	\$68.18	\$68.21	0.0%	\$24.46	\$30.62	25.2%	81,410	101,584	24.8%	226,904	226,300	-0.3%
Greenlee County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
La Paz County	47.7%	54.2%	13.7%	\$63.11	\$62.11	-1.6%	\$30.08	\$33.66	11.9%	108,051	122,854	13.7%	226,665	226,665	0.0%
Maricopa County	56.1%	58.3%	3.9%	\$101.55	\$105.18	3.6%	\$56.95	\$61.29	7.6%	11,993,255	12,536,109	4.5%	21,386,704	21,511,355	0.6%
Mohave County	55.6%	57.2%	2.8%	\$61.12	\$61.86	1.2%	\$33.97	\$35.36	4.1%	855,435	884,893	3.4%	1,539,321	1,548,208	0.6%
Navajo County	51.2%	50.6%	-1.3%	\$66.74	\$67.22	0.7%	\$34.17	\$33.98	-0.6%	623,757	600,293	-3.8%	1,218,212	1,187,507	-2.5%
Pima County	55.5%	56.0%	0.8%	\$89.16	\$89.25	0.1%	\$49.51	\$49.94	0.9%	3,233,905	3,268,974	1.1%	5,823,096	5,841,794	0.3%
Pinal County	48.2%	58.0%	20.3%	\$68.66	\$69.99	1.9%	\$33.13	\$40.62	22.6%	348,484	448,782	28.8%	722,335	773,348	7.1%
Santa Cruz County	49.8%	49.8%	0.0%	\$72.03	\$72.06	0.0%	\$35.89	\$35.89	0.0%	199,123	199,052	0.0%	399,675	399,348	0.0%
Yavapai County	53.0%	54.7%	3.2%	\$113.28	\$115.97	2.4%	\$60.01	\$63.41	5.7%	942,497	975,308	3.5%	1,779,058	1,783,791	0.3%
Yuma County	50.1%	57.2%	14.2%	\$71.90	\$72.19	0.4%	\$36.00	\$41.29	14.7%	682,739	779,883	14.2%	1,363,640	1,363,640	0.0%

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.