

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Dec 2011	Dec 2012	% Change	Dec 2011	Dec 2012	% Change	Dec 2011	Dec 2012	% Change	Dec 2011	Dec 2012	% Change	Dec 2011	Dec 2012	% Change
Apache County	37.6%	35.2%	-6.4%	\$69.10	72.19	4.5%	\$25.98	\$25.41	-2.2%	11,225	10,727	-4.4%	29,853	30,473	2.1%
Cochise County	42.9%	38.9%	-9.4%	\$64.47	63.76	-1.1%	\$27.66	\$24.78	-10.4%	40,481	36,656	-9.4%	94,364	94,333	0.0%
Coconino County	44.8%	48.0%	7.3%	\$78.26	79.22	1.2%	\$35.03	\$38.05	8.6%	140,594	150,600	7.1%	314,061	313,565	-0.2%
Gila County	37.9%	43.9%	15.9%	\$64.33	64.48	0.2%	\$24.39	\$28.32	16.1%	13,786	15,972	15.9%	36,363	36,363	0.0%
Graham County	36.7%	41.6%	13.2%	\$65.86	69.67	5.8%	\$24.19	\$28.98	19.8%	7,058	7,993	13.2%	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	51.8%	44.1%	-15.0%	\$60.75	62.98	3.7%	\$31.48	\$27.75	-11.9%	9,976	8,482	-15.0%	19,251	19,251	0.0%
Maricopa County	47.5%	47.1%	-0.8%	\$92.24	93.04	0.9%	\$43.79	\$43.80	0.0%	878,483	877,125	-0.2%	1,850,545	1,863,255	0.7%
Mohave County	43.9%	45.7%	4.0%	\$57.21	58.78	2.7%	\$25.10	\$26.84	6.9%	57,688	60,008	4.0%	131,471	131,440	0.0%
Navajo County	36.7%	34.9%	-4.8%	\$61.50	64.92	5.5%	\$22.56	\$22.66	0.4%	36,698	34,394	-6.3%	100,068	98,549	-1.5%
Pima County	48.1%	50.5%	4.9%	\$79.69	79.37	-0.4%	\$38.35	\$40.08	4.5%	243,575	248,075	1.8%	506,075	491,195	-2.9%
Pinal County	51.6%	47.5%	-7.9%	\$66.93	65.93	-1.5%	\$34.54	\$31.35	-9.2%	34,443	32,516	-5.6%	66,743	68,386	2.5%
Santa Cruz County	46.2%	40.3%	-12.7%	\$70.55	69.06	-2.1%	\$32.60	\$27.86	-14.8%	15,258	13,317	-12.7%	33,015	33,015	0.0%
Yavapai County	40.9%	43.2%	5.6%	\$107.45	118.00	9.8%	\$43.99	\$51.01	15.9%	63,223	66,667	5.4%	154,411	154,225	-0.1%
Yuma County	50.5%	45.4%	-10.1%	\$70.82	69.46	-1.9%	\$35.78	\$31.54	-11.8%	58,517	52,507	-10.3%	115,816	115,630	-0.2%

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	2011 YTD	2012 YTD	% Change	2011 YTD	2012 YTD	% Change	2011 YTD	2012 YTD	% Change	2011 YTD	2012 YTD	% Change	2011 YTD	2012 YTD	% Change
Apache County	55.8%	53.9%	-3.5%	\$78.33	\$79.14	1.0%	\$43.73	\$42.63	-2.5%	199,264	192,331	-3.5%	356,955	356,995	0.0%
Cochise County	53.3%	48.4%	-9.2%	\$69.11	\$68.72	-0.6%	\$36.86	\$33.29	-9.7%	592,626	538,205	-9.2%	1,111,029	1,110,907	0.0%
Coconino County	63.7%	65.4%	2.7%	\$89.74	\$92.29	2.8%	\$57.15	\$60.34	5.6%	2,449,831	2,508,564	2.4%	3,846,779	3,836,721	-0.3%
Gila County	50.2%	54.3%	8.0%	\$68.88	\$70.09	1.8%	\$34.61	\$38.03	9.9%	215,122	232,303	8.0%	428,145	428,145	0.0%
Graham County	44.9%	50.1%	11.6%	\$68.22	\$73.20	7.3%	\$30.61	\$36.64	19.7%	101,549	113,281	11.6%	226,300	226,300	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	54.7%	56.7%	3.5%	\$62.52	\$63.01	0.8%	\$34.22	\$35.70	4.3%	124,069	128,419	3.5%	226,665	226,665	0.0%
Maricopa County	58.0%	57.8%	-0.2%	\$105.12	\$107.12	1.9%	\$60.94	\$61.96	1.7%	12,584,190	12,658,505	0.6%	21,708,455	21,882,175	0.8%
Mohave County	57.0%	56.7%	-0.5%	\$62.03	\$63.28	2.0%	\$35.36	\$35.88	1.5%	882,515	877,589	-0.6%	1,548,208	1,547,659	0.0%
Navajo County	50.4%	50.2%	-0.4%	\$67.49	\$69.65	3.2%	\$34.02	\$34.95	2.7%	597,189	585,903	-1.9%	1,184,945	1,167,551	-1.5%
Pima County	55.6%	56.8%	2.3%	\$89.95	\$88.99	-1.1%	\$49.98	\$50.59	1.2%	3,250,331	3,310,033	1.8%	5,850,029	5,822,694	-0.5%
Pinal County	56.9%	54.5%	-4.3%	\$70.66	\$72.83	3.1%	\$40.20	\$39.66	-1.4%	440,045	438,433	-0.4%	773,348	805,190	4.1%
Santa Cruz County	49.9%	44.0%	-11.9%	\$71.84	\$70.16	-2.3%	\$35.84	\$30.84	-13.9%	196,626	170,882	-13.1%	394,155	388,725	-1.4%
Yavapai County	55.0%	57.4%	4.3%	\$115.71	\$121.47	5.0%	\$63.65	\$69.73	9.5%	1,000,170	1,042,424	4.2%	1,818,101	1,816,023	-0.1%
Yuma County	57.3%	55.9%	-2.5%	\$72.41	\$71.07	-1.9%	\$41.49	\$39.71	-4.3%	781,337	761,658	-2.5%	1,363,640	1,363,088	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.