

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Dec 2012	Dec 2013	% Change	Dec 2012	Dec 2013	% Change	Dec 2012	Dec 2013	% Change	Dec 2012	Dec 2013	% Change	Dec 2012	Dec 2013	% Change
Apache County	35.2%	38.4%	9.0%	\$72.10	71.85	-0.3%	\$25.38	\$27.57	8.6%	10,727	11,693	9.0%	30,473	30,473	0.0%
Cochise County	36.7%	41.1%	12.0%	\$64.37	62.30	-3.2%	\$23.59	\$25.58	8.4%	34,371	38,504	12.0%	93,775	93,775	0.0%
Coconino County	47.5%	50.1%	5.5%	\$79.73	82.78	3.8%	\$37.87	\$41.46	9.5%	148,931	158,461	6.4%	313,565	316,386	0.9%
Gila County	43.6%	42.9%	-1.8%	\$64.75	64.07	-1.0%	\$28.24	\$27.45	-2.8%	15,861	15,555	-1.9%	36,363	36,301	-0.2%
Graham County	41.6%	57.7%	38.7%	\$69.68	84.24	20.9%	\$28.98	\$48.61	67.7%	7,993	11,090	38.7%	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	44.0%	43.0%	-2.4%	\$63.14	62.25	-1.4%	\$27.80	\$26.74	-3.8%	8,475	8,270	-2.4%	19,251	19,251	0.0%
Maricopa County	47.1%	51.5%	9.3%	\$93.11	97.06	4.2%	\$43.85	\$49.96	13.9%	877,213	955,732	9.0%	1,862,511	1,856,590	-0.3%
Mohave County	44.8%	46.2%	3.2%	\$58.33	60.65	4.0%	\$26.12	\$28.04	7.3%	58,866	60,763	3.2%	131,440	131,440	0.0%
Navajo County	35.4%	40.0%	12.8%	\$65.20	63.78	-2.2%	\$23.08	\$25.48	10.4%	34,892	39,372	12.8%	98,549	98,549	0.0%
Pima County	50.4%	50.1%	-0.7%	\$81.43	81.81	0.5%	\$41.04	\$40.96	-0.2%	247,804	249,301	0.6%	491,629	497,922	1.3%
Pinal County	47.8%	50.0%	4.6%	\$66.20	71.11	7.4%	\$31.65	\$35.55	12.3%	32,697	34,190	4.6%	68,386	68,386	0.0%
Santa Cruz County	39.0%	42.7%	9.5%	\$69.69	67.90	-2.6%	\$27.16	\$28.96	6.6%	12,865	14,081	9.5%	33,015	33,015	0.0%
Yavapai County	43.3%	43.6%	0.7%	\$119.23	115.16	-3.4%	\$51.65	\$50.26	-2.7%	66,812	67,305	0.7%	154,225	154,225	0.0%
Yuma County	45.9%	45.4%	-1.1%	\$68.87	67.16	-2.5%	\$31.63	\$30.52	-3.5%	53,112	52,536	-1.1%	115,630	115,630	0.0%

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	2012 YTD	2013 YTD	% Change	2012 YTD	2013 YTD	% Change	2012 YTD	2013 YTD	% Change	2012 YTD	2013 YTD	% Change	2012 YTD	2013 YTD	% Change
Apache County	53.9%	52.6%	-2.3%	\$79.12	\$80.69	2.0%	\$42.63	\$42.47	-0.4%	192,327	188,851	-1.8%	356,995	358,795	0.5%
Cochise County	47.0%	45.6%	-2.9%	\$69.51	\$65.85	-5.3%	\$32.66	\$30.04	-8.0%	518,906	503,715	-2.9%	1,104,337	1,104,125	0.0%
Coconino County	65.3%	65.5%	0.4%	\$92.54	\$96.26	4.0%	\$60.41	\$63.09	4.4%	2,504,540	2,531,720	1.1%	3,836,721	3,862,836	0.7%
Gila County	54.2%	52.8%	-2.6%	\$70.25	\$71.33	1.5%	\$38.08	\$37.64	-1.2%	232,061	225,718	-2.7%	428,145	427,777	-0.1%
Graham County	50.1%	58.3%	16.2%	\$73.22	\$81.94	11.9%	\$36.70	\$47.74	30.1%	113,431	131,853	16.2%	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	56.6%	49.5%	-12.6%	\$63.18	\$66.84	5.8%	\$35.75	\$33.06	-7.5%	128,270	112,103	-12.6%	226,665	226,665	0.0%
Maricopa County	57.8%	59.9%	3.6%	\$107.22	\$110.12	2.7%	\$61.99	\$65.97	6.4%	12,646,386	13,094,223	3.5%	21,875,212	21,859,486	-0.1%
Mohave County	56.8%	58.5%	3.0%	\$63.28	\$65.04	2.8%	\$35.97	\$38.07	5.9%	879,636	906,023	3.0%	1,547,659	1,547,600	0.0%
Navajo County	50.2%	52.4%	4.3%	\$69.66	\$72.78	4.5%	\$34.98	\$38.11	9.0%	586,307	607,560	3.6%	1,167,551	1,160,335	-0.6%
Pima County	56.7%	56.7%	0.1%	\$89.31	\$90.43	1.3%	\$50.61	\$51.31	1.4%	3,302,226	3,304,415	0.1%	5,827,804	5,823,172	-0.1%
Pinal County	54.4%	53.9%	-1.0%	\$72.86	\$75.44	3.5%	\$39.66	\$40.63	2.5%	438,285	433,733	-1.0%	805,190	805,190	0.0%
Santa Cruz County	43.1%	46.4%	7.7%	\$70.48	\$68.05	-3.5%	\$30.36	\$31.57	4.0%	167,456	180,360	7.7%	388,725	388,725	0.0%
Yavapai County	57.5%	58.2%	1.2%	\$121.82	\$126.74	4.0%	\$70.01	\$73.73	5.3%	1,043,615	1,056,066	1.2%	1,816,023	1,815,455	0.0%
Yuma County	55.8%	51.0%	-8.7%	\$71.09	\$70.61	-0.7%	\$39.70	\$36.02	-9.3%	761,143	694,449	-8.8%	1,363,088	1,361,450	-0.1%

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.