

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Nov 2012	Nov 2013	% Change	Nov 2012	Nov 2013	% Change	Nov 2012	Nov 2013	% Change	Nov 2012	Nov 2013	% Change	Nov 2012	Nov 2013	% Change
Apache County	41.5%	41.8%	0.6%	\$72.43	\$72.16	-0.4%	\$30.07	\$30.15	0.2%	12,243	12,320	0.6%	29,490	29,490	0.0%
Cochise County	42.7%	46.8%	9.6%	\$66.16	\$63.23	-4.4%	\$28.27	\$29.62	4.8%	38,776	42,511	9.6%	90,750	90,750	0.0%
Coconino County	46.9%	47.0%	0.3%	\$72.22	\$73.69	2.0%	\$33.88	\$34.66	2.3%	142,330	143,985	1.2%	303,390	306,150	0.9%
Gila County	50.4%	49.0%	-2.7%	\$66.25	\$68.17	2.9%	\$33.37	\$33.41	0.1%	17,726	17,216	-2.9%	35,190	35,130	-0.2%
Graham County	50.0%	59.6%	19.3%	\$74.75	\$82.23	10.0%	\$37.35	\$49.01	31.2%	9,293	11,086	19.3%	18,600	18,600	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	54.1%	47.8%	-11.6%	\$62.39	\$62.35	-0.1%	\$33.76	\$29.81	-11.7%	10,081	8,908	-11.6%	18,630	18,630	0.0%
Maricopa County	57.2%	61.8%	8.2%	\$106.75	\$109.17	2.3%	\$61.03	\$67.52	10.6%	1,030,045	1,111,185	7.9%	1,801,590	1,796,670	-0.3%
Mohave County	48.9%	51.0%	4.2%	\$59.52	\$61.02	2.5%	\$29.12	\$31.11	6.9%	62,223	64,855	4.2%	127,200	127,200	0.0%
Navajo County	36.3%	42.0%	15.6%	\$64.00	\$62.90	-1.7%	\$23.25	\$26.42	13.6%	34,639	40,056	15.6%	95,370	95,370	0.0%
Pima County	54.8%	59.6%	8.8%	\$88.18	\$88.51	0.4%	\$48.32	\$52.74	9.2%	261,024	286,271	9.7%	476,400	480,420	0.8%
Pinal County	54.9%	54.0%	-1.6%	\$70.55	\$76.18	8.0%	\$38.73	\$41.17	6.3%	36,327	35,762	-1.6%	66,180	66,180	0.0%
Santa Cruz County	41.7%	49.3%	18.2%	\$70.02	\$66.24	-5.4%	\$29.20	\$32.65	11.8%	13,324	15,750	18.2%	31,950	31,950	0.0%
Yavapai County	50.5%	54.0%	6.9%	\$121.59	\$124.46	2.4%	\$61.44	\$67.24	9.4%	75,416	80,634	6.9%	149,250	149,250	0.0%
Yuma County	54.8%	48.9%	-10.7%	\$70.39	\$67.42	-4.2%	\$38.60	\$33.00	-14.5%	61,364	54,770	-10.7%	111,900	111,900	0.0%

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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	55.6%	54.0%	-3.0%	\$79.54	\$81.27	2.2%	\$44.24	\$43.85	-0.9%	181,600	177,158	-2.4%	326,522	328,322	0.6%
Cochise County	47.9%	46.0%	-4.0%	\$69.88	\$66.14	-5.4%	\$33.50	\$30.45	-9.1%	484,535	465,179	-4.0%	1,010,562	1,010,350	0.0%
Coconino County	66.9%	66.9%	0.1%	\$93.34	\$97.16	4.1%	\$62.41	\$65.01	4.2%	2,355,609	2,372,899	0.7%	3,523,156	3,546,450	0.7%
Gila County	55.2%	53.9%	-2.4%	\$70.66	\$71.78	1.6%	\$38.99	\$38.66	-0.8%	216,200	210,826	-2.5%	391,782	391,476	-0.1%
Graham County	50.9%	58.3%	14.5%	\$73.49	\$81.73	11.2%	\$37.42	\$47.65	27.4%	105,438	120,742	14.5%	207,080	207,080	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	57.8%	50.1%	-13.3%	\$63.18	\$67.20	6.4%	\$36.49	\$33.64	-7.8%	119,795	103,833	-13.3%	207,414	207,414	0.0%
Maricopa County	58.8%	60.7%	3.2%	\$108.28	\$111.16	2.7%	\$63.68	\$67.46	5.9%	11,769,173	12,139,882	3.1%	20,012,701	20,002,896	0.0%
Mohave County	58.0%	59.6%	2.9%	\$63.63	\$65.38	2.7%	\$36.88	\$38.99	5.7%	820,770	844,620	2.9%	1,416,219	1,416,160	0.0%
Navajo County	51.6%	53.5%	3.7%	\$69.94	\$73.40	5.0%	\$36.08	\$39.28	8.9%	551,415	568,152	3.0%	1,069,002	1,061,786	-0.7%
Pima County	57.2%	57.4%	0.2%	\$89.95	\$91.13	1.3%	\$51.49	\$52.28	1.5%	3,054,342	3,055,009	0.0%	5,336,175	5,325,250	-0.2%
Pinal County	55.0%	54.2%	-1.5%	\$73.40	\$75.81	3.3%	\$40.40	\$41.10	1.7%	405,588	399,448	-1.5%	736,804	736,804	0.0%
Santa Cruz County	43.5%	46.7%	7.6%	\$70.55	\$68.06	-3.5%	\$30.66	\$31.82	3.8%	154,591	166,279	7.6%	355,710	355,710	0.0%
Yavapai County	58.8%	59.5%	1.2%	\$122.00	\$127.54	4.5%	\$71.71	\$75.90	5.8%	976,803	988,674	1.2%	1,661,798	1,661,230	0.0%
Yuma County	56.8%	51.5%	-9.2%	\$71.25	\$70.88	-0.5%	\$40.44	\$36.53	-9.7%	708,031	642,168	-9.3%	1,247,458	1,245,820	-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.