

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Oct 2012	Oct 2013	% Change	Oct 2012	Oct 2013	% Change	Oct 2012	Oct 2013	% Change	Oct 2012	Oct 2013	% Change	Oct 2012	Oct 2013	% Change
Apache County	58.2%	58.2%	0.2%	\$80.63	\$80.91	0.3%	\$46.89	\$47.12	0.5%	17,721	17,748	0.2%	30,473	30,473	0.0%
Cochise County	46.7%	44.7%	-4.1%	\$69.85	\$64.25	-8.0%	\$32.61	\$28.75	-11.8%	43,773	41,963	-4.1%	93,775	93,775	0.0%
Coconino County	71.9%	64.5%	-10.2%	\$87.87	\$89.02	1.3%	\$63.18	\$57.45	-9.1%	240,483	217,746	-9.5%	334,459	337,373	0.9%
Gila County	59.4%	54.1%	-8.9%	\$69.56	\$72.60	4.4%	\$41.31	\$39.28	-4.9%	21,595	19,640	-9.1%	36,363	36,301	-0.2%
Graham County	53.8%	67.3%	25.0%	\$74.60	\$83.91	12.5%	\$40.14	\$56.44	40.6%	10,342	12,928	25.0%	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	57.2%	48.1%	-15.9%	\$62.97	\$66.25	5.2%	\$36.05	\$31.89	-11.5%	11,021	9,267	-15.9%	19,251	19,251	0.0%
Maricopa County	59.7%	61.6%	3.1%	\$111.00	\$114.09	2.8%	\$66.31	\$70.29	6.0%	1,112,914	1,144,935	2.9%	1,862,914	1,858,388	-0.2%
Mohave County	58.4%	61.5%	5.3%	\$62.10	\$64.87	4.5%	\$36.29	\$39.93	10.0%	76,812	80,897	5.3%	131,440	131,440	0.0%
Navajo County	52.8%	54.9%	4.0%	\$69.87	\$73.05	4.6%	\$36.86	\$40.08	8.7%	51,991	54,068	4.0%	98,549	98,549	0.0%
Pima County	58.3%	54.3%	-6.8%	\$91.80	\$92.34	0.6%	\$53.49	\$50.16	-6.2%	286,855	269,647	-6.0%	492,280	496,403	0.8%
Pinal County	54.4%	53.3%	-2.1%	\$71.34	\$77.51	8.6%	\$38.79	\$41.28	6.4%	37,186	36,423	-2.1%	68,386	68,386	0.0%
Santa Cruz County	44.6%	46.7%	4.7%	\$71.55	\$65.32	-8.7%	\$31.89	\$30.49	-4.4%	14,717	15,410	4.7%	33,015	33,015	0.0%
Yavapai County	64.5%	67.9%	5.1%	\$134.46	\$138.26	2.8%	\$86.77	\$93.81	8.1%	99,531	104,645	5.1%	154,225	154,225	0.0%
Yuma County	55.0%	46.6%	-15.2%	\$71.27	\$69.48	-2.5%	\$39.20	\$32.40	-17.3%	63,590	53,914	-15.2%	115,630	115,630	0.0%

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	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	57.0%	55.2%	-3.3%	\$80.05	\$81.95	2.4%	\$45.64	\$45.21	-1.0%	169,357	164,838	-2.7%	297,032	298,832	0.6%
Cochise County	48.5%	46.0%	-5.2%	\$70.20	\$66.42	-5.4%	\$34.02	\$30.53	-10.3%	445,759	422,658	-5.2%	919,812	919,600	0.0%
Coconino County	68.7%	68.8%	0.1%	\$94.70	\$98.68	4.2%	\$65.10	\$67.88	4.3%	2,213,279	2,229,013	0.7%	3,219,766	3,240,300	0.6%
Gila County	55.7%	54.3%	-2.4%	\$71.05	\$72.11	1.5%	\$39.54	\$39.18	-0.9%	198,474	193,610	-2.5%	356,592	356,346	-0.1%
Graham County	51.0%	58.2%	14.1%	\$73.37	\$81.65	11.3%	\$37.43	\$47.52	27.0%	96,145	109,681	14.1%	188,480	188,480	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	58.1%	50.3%	-13.5%	\$63.26	\$67.66	7.0%	\$36.76	\$34.02	-7.5%	109,714	94,925	-13.5%	188,784	188,784	0.0%
Maricopa County	59.0%	60.7%	2.9%	\$108.42	\$111.41	2.8%	\$63.94	\$67.60	5.7%	10,739,128	11,048,789	2.9%	18,211,111	18,208,520	0.0%
Mohave County	58.8%	60.5%	2.8%	\$63.97	\$65.75	2.8%	\$37.64	\$39.78	5.7%	758,547	779,903	2.8%	1,289,019	1,288,960	0.0%
Navajo County	53.1%	54.6%	3.0%	\$70.34	\$74.20	5.5%	\$37.33	\$40.55	8.6%	516,776	528,098	2.2%	973,632	966,416	-0.7%
Pima County	57.5%	57.2%	-0.6%	\$90.11	\$91.42	1.5%	\$51.79	\$52.25	0.9%	2,793,207	2,768,862	-0.9%	4,859,775	4,844,830	-0.3%
Pinal County	55.1%	54.3%	-1.3%	\$73.68	\$75.95	3.1%	\$40.57	\$41.26	1.7%	369,261	364,310	-1.3%	670,624	670,624	0.0%
Santa Cruz County	43.6%	46.5%	6.5%	\$70.60	\$68.25	-3.3%	\$30.80	\$31.72	3.0%	141,267	150,476	6.5%	323,760	323,760	0.0%
Yavapai County	59.6%	60.1%	0.8%	\$122.03	\$127.81	4.7%	\$72.72	\$76.76	5.5%	901,387	908,091	0.7%	1,512,548	1,511,980	0.0%
Yuma County	56.9%	51.8%	-9.0%	\$71.34	\$71.20	-0.2%	\$40.62	\$36.88	-9.2%	646,667	587,398	-9.2%	1,135,558	1,133,920	-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.