

## Statewide Lodging Performance by County Second Quarter 2012

County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2012	% Change	2012	% Change	2012	% Change	2012	% Change	2012	% Change
Apache	63.7%	-3.4%	80.42	0.9%	51.26	-2.5%	56,632	-4.4%	88,853	-0.7%
Cochise	50.2%	-15.5%	70.25	0.1%	35.29	-15.3%	139,155	-15.9%	277,004	0.0%
Coconino	76.6%	4.5%	96.34	3.8%	73.82	8.4%	754,451	4.4%	984,672	0.0%
Gila	57.6%	3.1%	74.17	6.5%	42.70	9.8%	61,448	2.6%	106,743	0.0%
Graham	54.1%	18.8%	74.40	8.8%	40.28	29.4%	30,542	19.0%	56,420	0.0%
Greenlee	N/A		N/A		N/A		N/A		N/A	
La Paz	54.4%	5.4%	62.00	1.8%	33.76	7.2%	30,770	5.1%	56,511	0.0%
Maricopa	57.3%	1.1%	102.42	1.1%	58.64	2.2%	3,123,298	1.6%	5,454,990	0.7%
Mohave	57.9%	-4.5%	66.12	2.9%	38.31	-1.7%	223,555	-4.7%	385,840	0.0%
Navajo	57.4%	-2.8%	71.15	3.7%	40.83	0.8%	168,025	-3.7%	292,747	-0.9%
Pima	57.0%	1.3%	87.39	-1.8%	49.80	-0.6%	825,657	1.2%	1,448,864	-0.1%
Pinal	52.0%	-6.7%	72.72	5.4%	37.81	-1.6%	104,368	0.2%	200,746	7.3%
Santa Cruz	44.3%	-16.2%	70.36	-2.2%	31.15	-18.0%	42,903	-18.5%	96,915	-2.7%
Yavapai	64.8%	7.1%	129.02	4.8%	83.66	12.3%	288,072	7.0%	444,262	-0.1%
Yuma	53.3%	-4.6%	70.47	-3.4%	37.56	-7.8%	181,232	-4.6%	339,976	0.0%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available