

Statewide Lodging Performance by County Fourth Quarter 2012

County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2012	% Change	2012	% Change	2012	% Change	2012	% Change	2012	% Change
Apache	45.1%	-4.3%	75.91	3.5%	34.23	-1.0%	40,778	-2.3%	90,436	2.1%
Cochise	44.1%	-5.3%	66.18	-1.9%	29.16	-7.1%	123,349	-5.2%	279,956	0.0%
Coconino	55.9%	4.4%	81.31	1.6%	45.47	6.1%	532,084	4.3%	951,414	-0.2%
Gila	51.5%	14.0%	66.87	-1.2%	34.43	12.6%	55,562	13.9%	107,916	0.0%
Graham	48.4%	16.9%	73.22	7.8%	35.46	26.1%	27,625	17.0%	57,040	0.0%
Greenlee	N/A		N/A		N/A		N/A		N/A	
La Paz	51.9%	-2.7%	62.73	3.0%	32.57	0.2%	29,665	-2.7%	57,132	0.0%
Maricopa	54.7%	-0.6%	104.28	0.7%	57.08	0.1%	3,026,380	0.2%	5,528,887	0.8%
Mohave	51.6%	4.6%	60.62	2.0%	31.26	6.8%	201,169	4.8%	390,080	0.0%
Navajo	41.6%	-2.5%	66.71	4.5%	27.77	1.8%	121,754	-3.3%	292,468	-1.5%
Pima	54.8%	7.6%	85.08	-1.5%	46.58	6.0%	798,862	5.1%	1,459,021	-2.4%
Pinal	52.3%	-3.5%	69.32	-0.2%	36.27	-3.6%	106,177	-1.1%	202,952	2.5%
Santa Cruz	43.1%	-7.2%	69.86	-0.8%	30.10	-7.9%	42,222	-7.3%	97,980	0.0%
Yavapai	52.9%	2.5%	125.08	7.4%	66.13	10.1%	241,980	2.1%	457,700	-0.2%
Yuma	52.0%	-3.0%	70.50	-2.0%	36.65	-4.9%	178,376	-3.1%	343,160	-0.2%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.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