

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Dec 2007	Dec 2008	% Change	Dec 2007	Dec 2008	% Change	Dec 2007	Dec 2008	% Change	Dec 2007	Dec 2008	% Change	Dec 2007	Dec 2008	% Change
Apache	40.5%	38.7%	-4.3%	\$70.44	\$71.62	1.7%	\$28.50	\$27.73	-2.7%	12,441	11,909	-4.3%	30,752	30,752	0.0%
Cochise	55.8%	49.4%	-11.5%	\$65.26	\$65.48	0.3%	\$36.44	\$32.37	-11.2%	48,274	46,800	-3.1%	86,459	94,674	9.5%
Coconino	42.8%	41.3%	-3.5%	\$71.22	\$68.48	-3.9%	\$30.50	\$28.31	-7.2%	135,437	133,280	-1.6%	316,293	322,400	1.9%
Gila	50.2%	41.4%	-17.7%	\$67.58	\$64.82	-4.1%	\$33.95	\$26.81	-21.0%	17,645	14,529	-17.7%	35,123	35,123	0.0%
Graham	68.0%	35.5%	-47.9%	\$76.36	\$68.23	-10.6%	\$51.94	\$24.20	-53.4%	7,950	5,894	-25.9%	11,687	16,616	42.2%
Greenlee		N/A			N/A			N/A			N/A			N/A	
La Paz		N/A			N/A			N/A			N/A			N/A	
Maricopa	52.3%	43.8%	-16.3%	\$110.18	\$104.05	-5.6%	\$57.68	\$45.57	-21.0%	841,950	750,174	-10.9%	1,608,311	1,712,719	6.5%
Mohave	45.6%	45.0%	-1.3%	\$61.43	\$57.58	-6.3%	\$28.00	\$25.92	-7.5%	60,233	59,190	-1.7%	132,122	131,502	-0.5%
Navajo	45.7%	42.2%	-7.8%	\$58.26	\$60.52	3.9%	\$26.64	\$25.53	-4.2%	46,856	44,595	-4.8%	102,455	105,741	3.2%
Pima	52.6%	51.2%	-2.6%	\$89.15	\$86.64	-2.8%	\$46.88	\$44.40	-5.3%	251,336	246,070	-2.1%	477,958	480,221	0.5%
Pinal	56.7%	46.3%	-18.3%	\$70.15	\$65.82	-6.2%	\$39.77	\$30.48	-23.4%	25,608	22,211	-13.3%	45,167	47,957	6.2%
Santa Cruz	56.9%	51.2%	-9.9%	\$72.38	\$69.80	-3.6%	\$41.16	\$35.75	-13.2%	16,905	16,542	-2.1%	29,729	32,302	8.7%
Yavapai	48.4%	39.5%	-18.5%	\$117.08	\$106.86	-8.7%	\$56.72	\$42.20	-25.6%	70,302	59,976	-14.7%	145,111	151,869	4.7%
Yuma	48.6%	51.2%	5.4%	\$77.83	\$73.47	-5.6%	\$37.84	\$37.63	-0.5%	48,195	53,241	10.5%	99,138	103,943	4.8%

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	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change
Apache	60.1%	58.7%	-2.3%	\$71.77	\$78.05	8.7%	\$43.10	\$45.82	6.3%	217,453	212,553	-2.3%	362,080	362,080	0.0%
Cochise	72.4%	64.2%	-11.4%	\$63.60	\$68.16	7.2%	\$46.05	\$43.75	-5.0%	702,109	685,485	-2.4%	969,562	1,067,854	10.1%
Coconino	65.0%	65.1%	0.1%	\$82.78	\$86.28	4.2%	\$53.84	\$56.16	4.3%	2,466,353	2,499,867	1.4%	3,791,987	3,840,493	1.3%
Gila	69.6%	59.3%	-14.8%	\$71.24	\$71.08	-0.2%	\$49.57	\$42.15	-15.0%	274,837	245,244	-10.8%	395,001	413,545	4.7%
Graham		N/A			N/A			N/A			N/A			N/A	
Greenlee		N/A			N/A			N/A			N/A			N/A	
La Paz		N/A			N/A			N/A			N/A			N/A	
Maricopa	66.9%	59.3%	-11.3%	\$122.06	\$126.20	3.4%	\$81.66	\$74.85	-8.3%	12,490,131	11,560,692	-7.4%	18,670,284	19,490,585	4.4%
Mohave	58.0%	57.0%	-1.7%	\$71.72	\$69.14	-3.6%	\$41.57	\$39.40	-5.2%	901,692	882,649	-2.1%	1,555,630	1,548,950	-0.4%
Navajo	63.5%	60.1%	-5.3%	\$62.83	\$66.92	6.5%	\$39.90	\$40.23	0.8%	766,099	737,058	-3.8%	1,206,325	1,225,973	1.6%
Pima	66.7%	62.0%	-7.1%	\$101.08	\$101.58	0.5%	\$67.41	\$62.95	-6.6%	3,688,175	3,484,556	-5.5%	5,530,124	5,622,356	1.7%
Pinal	65.3%	61.0%	-6.6%	\$75.27	\$77.05	2.4%	\$49.15	\$46.97	-4.4%	347,285	337,639	-2.8%	531,805	553,855	4.1%
Santa Cruz	69.2%	61.9%	-10.5%	\$72.21	\$72.83	0.8%	\$49.95	\$45.07	-9.8%	242,111	218,222	-9.9%	350,035	352,608	0.7%
Yavapai	66.7%	62.6%	-6.1%	\$122.44	\$122.86	0.3%	\$81.63	\$76.88	-5.8%	1,123,315	1,075,331	-4.3%	1,684,897	1,718,443	2.0%
Yuma	65.7%	58.8%	-10.5%	\$77.59	\$77.97	0.5%	\$51.00	\$45.85	-10.1%	672,540	701,505	4.3%	1,023,112	1,192,989	16.6%

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.