

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Dec 2008	Dec 2009	% Change	Dec 2008	Dec 2009	% Change	Dec 2008	Dec 2009	% Change	Dec 2008	Dec 2009	% Change	Dec 2008	Dec 2009	% Change
Apache County	38.2%	35.1%	-8.3%	\$71.62	\$69.34	-3.2%	\$27.38	\$24.31	-11.2%	11,756	10,782	-8.3%	30,752	30,752	0.0%
Cochise County	49.2%	46.8%	-4.8%	\$66.29	\$64.77	-2.3%	\$32.59	\$30.31	-7.0%	46,111	44,900	-2.6%	93,806	95,945	2.3%
Coconino County	43.0%	44.2%	2.7%	\$72.11	\$72.41	0.4%	\$31.02	\$32.00	3.2%	137,985	145,015	5.1%	320,788	328,135	2.3%
Gila County	40.9%	39.1%	-4.3%	\$67.39	\$64.97	-3.6%	\$27.54	\$25.41	-7.7%	14,858	14,220	-4.3%	36,363	36,363	0.0%
Graham County	35.6%	28.0%	-21.6%	\$68.21	\$63.67	-6.7%	\$24.31	\$17.80	-26.8%	5,922	5,408	-8.7%	16,616	19,344	16.4%
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	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
Maricopa County	43.9%	44.2%	0.7%	\$104.15	\$90.22	-13.4%	\$45.72	\$39.88	-12.8%	752,335	791,767	5.2%	1,713,959	1,790,932	4.5%
Mohave County	45.0%	44.1%	-1.8%	\$57.25	\$53.72	-6.2%	\$25.74	\$23.71	-7.9%	59,091	59,002	-0.2%	131,440	133,703	1.7%
Navajo County	42.2%	38.2%	-9.6%	\$59.84	\$57.63	-3.7%	\$25.26	\$21.99	-13.0%	44,659	40,363	-9.6%	105,772	105,772	0.0%
Pima County	50.4%	47.5%	-5.8%	\$86.12	\$78.79	-8.5%	\$43.41	\$37.41	-13.8%	239,150	235,679	-1.5%	474,393	496,403	4.6%
Pinal County	43.4%	41.6%	-4.2%	\$66.29	\$62.34	-6.0%	\$28.77	\$25.93	-9.9%	27,268	25,514	-6.4%	62,837	61,349	-2.4%
Santa Cruz County	50.0%	50.2%	0.4%	\$72.52	\$68.10	-6.1%	\$36.26	\$34.19	-5.7%	16,151	17,229	6.7%	32,302	34,317	6.2%
Yavapai County	39.1%	37.8%	-3.3%	\$106.55	\$104.35	-2.1%	\$41.64	\$39.43	-5.3%	59,384	58,080	-2.2%	151,962	153,698	1.1%
Yuma County	50.3%	42.0%	-16.5%	\$74.16	\$73.32	-1.1%	\$37.30	\$30.78	-17.5%	51,655	48,480	-6.1%	102,703	115,475	12.4%

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	2008 YTD	2009 YTD	% Change	2008 YTD	2009 YTD	% Change	2008 YTD	2009 YTD	% Change	2008 YTD	2009 YTD	% Change	2008 YTD	2009 YTD	% Change
Apache County	58.9%	56.0%	-5.0%	\$79.99	\$78.60	-1.7%	\$47.14	\$43.99	-6.7%	213,364	202,635	-5.0%	362,080	362,080	0.0%
Cochise County	64.2%	53.1%	-17.3%	\$68.60	\$67.65	-1.4%	\$44.01	\$35.90	-18.4%	678,528	588,323	-13.3%	1,057,634	1,108,699	4.8%
Coconino County	65.0%	62.2%	-4.3%	\$86.60	\$83.90	-3.1%	\$56.30	\$52.18	-7.3%	2,486,727	2,400,051	-3.5%	3,824,952	3,858,724	0.9%
Gila County	59.3%	47.1%	-20.5%	\$74.14	\$69.86	-5.8%	\$43.96	\$32.94	-25.1%	253,891	201,866	-20.5%	428,145	428,145	0.0%
Graham County	65.9%	33.7%	-48.8%	\$75.10	\$69.16	-7.9%	\$49.46	\$23.32	-52.9%	103,785	76,791	-26.0%	157,601	227,760	44.5%
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	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
Maricopa County	59.4%	52.5%	-11.6%	\$126.43	\$106.91	-15.4%	\$75.06	\$56.13	-25.2%	11,579,967	10,833,120	-6.4%	19,505,185	20,632,336	5.8%
Mohave County	57.2%	53.8%	-6.0%	\$68.54	\$61.11	-10.8%	\$39.23	\$32.87	-16.2%	886,169	843,205	-4.8%	1,548,220	1,567,675	1.3%
Navajo County	60.0%	54.7%	-8.9%	\$66.65	\$66.52	-0.2%	\$40.02	\$36.38	-9.1%	736,405	681,193	-7.5%	1,226,338	1,245,380	1.6%
Pima County	61.4%	53.6%	-12.7%	\$101.04	\$90.20	-10.7%	\$62.01	\$48.34	-22.0%	3,408,573	3,037,171	-10.9%	5,553,736	5,667,197	2.0%
Pinal County	58.9%	48.4%	-17.8%	\$76.64	\$69.23	-9.7%	\$45.11	\$33.50	-25.7%	360,422	353,095	-2.0%	612,415	729,583	19.1%
Santa Cruz County	62.0%	45.4%	-26.7%	\$73.55	\$69.86	-5.0%	\$45.58	\$31.75	-30.4%	218,515	174,629	-20.1%	352,608	384,295	9.0%
Yavapai County	62.4%	51.9%	-16.9%	\$121.83	\$113.58	-6.8%	\$76.03	\$58.93	-22.5%	1,073,103	933,457	-13.0%	1,719,538	1,799,236	4.6%
Yuma County	58.1%	49.3%	-15.0%	\$78.61	\$74.04	-5.8%	\$45.66	\$36.54	-20.0%	684,545	660,424	-3.5%	1,178,389	1,338,277	13.6%

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.