

## Statewide Lodging Performance First Quarter 2012

<b>Market Year</b>	<b>Occupancy</b>	<b>ADR</b>	<b>RevPAR</b>	<b>Demand</b>	<b>Supply</b>
<b>United States</b>					
2011	54.7%	\$99.59	\$54.47	235,329,949	430,285,925
2012	56.8%	\$103.50	\$58.78	245,165,541	431,672,240
% change	3.8%	3.9%	7.9%	4.2%	0.3%
<b>Mountain Region</b>					
2011	56.7%	\$101.52	\$57.59	29,433,490	51,884,476
2012	56.8%	\$105.50	\$59.90	29,624,041	52,171,580
% change	0.1%	3.9%	4.0%	0.6%	0.6%
<b>State of Arizona</b>					
2011	64.9%	\$108.00	\$70.12	6,504,823	10,018,748
2012	64.5%	\$111.45	\$71.85	6,510,367	10,098,308
% change	-0.7%	3.2%	2.5%	0.1%	0.8%
<b>Metro Phoenix</b>					
2011	72.6%	\$122.90	\$89.19	4,002,320	5,515,201
2012	71.7%	\$128.21	\$91.94	3,997,046	5,574,049
% change	-1.2%	4.3%	3.1%	-0.1%	1.1%
<b>Metro Tucson</b>					
2011	64.7%	\$103.61	\$67.05	930,250	1,437,390
2012	65.1%	\$102.10	\$66.50	955,595	1,467,130
% change	0.6%	-1.5%	-0.8%	2.7%	2.1%
<b>Flagstaff AZ</b>					
2011	47.3%	\$65.02	\$30.79	218,892	462,330
2012	48.0%	\$65.10	\$31.24	221,854	462,299
% change	1.4%	0.1%	1.5%	1.4%	0.0%
<b>Non-metro AZ</b>					
2011	51.2%	\$73.98	\$37.89	1,490,891	2,910,727
2012	51.0%	\$75.28	\$38.41	1,480,697	2,902,329
% change	-0.4%	1.8%	1.4%	-0.7%	-0.3%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.