

## Statewide Lodging Performance First Quarter 2013

Market Year	Occupancy	ADR	RevPAR	Demand	Supply
<b>United States</b>					
2012	56.7%	\$103.63	\$58.72	244,572,615	431,665,062
2013	57.7%	\$108.27	\$62.48	250,948,585	434,885,246
% change	1.8%	4.5%	6.4%	2.6%	0.7%
<b>Mountain Region</b>					
2012	56.5%	\$104.86	\$59.29	29,487,565	52,149,838
2013	57.4%	\$107.65	\$61.81	30,089,957	52,402,129
% change	1.6%	2.7%	4.3%	2.0%	0.5%
<b>State of Arizona</b>					
2012	64.4%	\$111.66	\$71.92	6,506,759	10,102,649
2013	65.0%	\$115.75	\$75.26	6,552,578	10,077,711
% change	1.0%	3.7%	4.7%	0.7%	-0.2%
<b>Metro Phoenix</b>					
2012	71.6%	\$128.36	\$91.95	3,994,609	5,576,494
2013	72.3%	\$133.44	\$96.41	4,045,525	5,599,222
% change	0.9%	4.0%	4.9%	1.3%	0.4%
<b>Metro Tucson</b>					
2012	64.8%	\$102.80	\$66.64	952,483	1,469,306
2013	66.8%	\$103.17	\$68.95	953,067	1,426,081
% change	3.1%	0.4%	3.5%	0.1%	-2.9%
<b>Flagstaff AZ</b>					
2012	47.5%	\$65.41	\$31.08	219,665	462,299
2013	53.1%	\$69.16	\$36.71	241,273	454,590
% change	11.7%	5.7%	18.1%	9.8%	-1.7%
<b>Non-metro AZ</b>					
2012	51.0%	\$75.45	\$38.50	1,480,726	2,902,049
2013	50.8%	\$78.64	\$39.98	1,472,906	2,897,400
% change	-0.4%	4.2%	3.8%	-0.5%	-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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.