

Statewide Lodging Performance by County Third Quarter 2013

County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2013	% Change	2013	% Change	2013	% Change	2013	% Change	2013	% Change
Apache	63.6%	2.9%	86.75	0.9%	55.19	3.9%	57,538	2.9%	90,436	0.0%
Cochise	44.9%	2.8%	65.78	-5.7%	29.51	-3.1%	124,524	2.6%	277,556	0.0%
Coconino	84.9%	0.5%	113.68	6.1%	96.56	6.6%	850,481	2.0%	1,001,236	1.5%
Gila	53.0%	-8.8%	73.44	3.0%	38.89	-6.1%	57,111	-8.7%	107,856	-0.1%
Graham	56.4%	13.2%	81.73	9.6%	46.14	24.2%	32,198	13.0%	57,040	0.0%
Greenlee	N/A		N/A		N/A		N/A		N/A	
La Paz	42.1%	-16.7%	N/A	9.7%	N/A	-8.6%	15,951	-45.6%	37,881	-33.7%
Maricopa	50.6%	5.3%	84.27	1.9%	42.66	7.3%	2,787,495	5.2%	5,505,806	-0.1%
Mohave	62.1%	3.9%	65.22	2.4%	40.49	6.4%	242,161	4.0%	390,080	0.0%
Navajo	65.1%	9.3%	78.53	3.9%	51.15	13.5%	190,485	9.2%	292,468	0.0%
Pima	50.1%	-1.1%	76.79	1.6%	38.46	0.6%	734,623	-0.1%	1,466,624	0.8%
Pinal	45.6%	4.3%	67.98	5.3%	31.00	9.9%	92,557	4.2%	202,952	0.0%
Santa Cruz	42.8%	7.7%	65.83	-4.8%	28.18	2.6%	41,952	7.7%	97,980	0.0%
Yavapai	61.7%	0.6%	122.59	3.1%	75.65	3.7%	282,432	0.6%	457,700	0.0%
Yuma	41.6%	-12.8%	69.71	1.3%	29.01	-11.6%	142,796	-12.9%	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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.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