

Statewide Lodging Performance					
Fourth Quarter 2018 (October, November, December)					
Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2017	61.7%	\$125.44	\$77.34	290,928,183	471,894,342
2018	61.9%	\$127.90	\$79.21	298,188,093	481,487,855
% change Q4	0.5%	2.0%	2.4%	2.5%	2.0%
Mountain Region					
2017	59.0%	\$111.67	\$65.89	32,702,101	55,421,080
2018	60.5%	\$113.30	\$68.53	33,946,167	56,120,995
% change Q4	2.5%	1.5%	4.0%	3.8%	1.3%
State of Arizona					
2017	63.5%	\$113.51	\$72.12	6,731,691	10,595,707
2018	65.5%	\$116.79	\$76.44	7,020,207	10,725,614
% change Q4	3.0%	2.9%	6.0%	4.3%	1.2%
Metro Phoenix					
2017	66.4%	\$120.49	\$80.01	3,943,501	5,938,321
2018	68.1%	\$125.37	\$85.43	4,115,517	6,039,689
% change Q4	2.6%	4.0%	6.8%	4.4%	1.7%
Metro Tucson					
2017	61.1%	\$105.10	\$64.25	882,582	1,443,747
2018	63.9%	\$108.77	\$69.49	912,039	1,427,650
% change Q4	4.5%	3.5%	8.2%	3.3%	-1.1%
Flagstaff AZ					
2017	67.4%	\$97.49	\$65.72	341,325	506,322
2018	69.0%	\$99.47	\$68.63	347,623	503,815
% change Q4	2.4%	2.0%	4.4%	1.8%	-0.5%
Non-metro AZ					
2017	59.6%	\$103.92	\$61.91	1,829,688	3,071,131
2018	61.8%	\$103.65	\$64.07	1,914,122	3,096,447
% change Q4	3.8%	-0.3%	3.5%	4.6%	0.8%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

Note: % change represents the current Quarter over the same Quarter in the previous year.