

Statewide Lodging Performance by County Fourth Quarter 2018 (October, November, December)										
County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2018	% Ch Q4 2018 vs 2017	2018	% Ch Q4 2018 vs 2017	2018	% Ch Q4 2018 vs 2017	2018	% Ch Q4 2018 vs 2017	2018	% Ch Q4 2018 vs 2017
Apache	49.2%	6.2%	82.15	-1.0%	40.42	5.3%	46,445	4.9%	94,392	0.0%
Cochise	50.2%	10.8%	76.25	0.5%	38.31	11.3%	135,526	8.0%	269,740	-2.1%
Coconino	66.4%	-1.5%	104.53	-0.6%	69.45	-2.0%	733,619	1.4%	1,104,155	3.1%
Gila	51.4%	4.4%	89.74	1.9%	46.09	6.3%	58,549	3.6%	113,988	0.0%
Graham	56.8%	24.4%	89.21	4.8%	50.65	30.4%	30,090	24.8%	52,992	0.0%
Greenlee	N/A		N/A		N/A		N/A		N/A	
La Paz	56.6%	8.6%	74.28	1.6%	42.05	10.4%	36,565	8.6%	64,584	0.0%
Maricopa	68.2%	2.6%	126.65	3.7%	86.43	6.4%	3,986,911	4.5%	5,841,981	1.8%
Mohave	57.3%	5.0%	76.96	3.5%	44.12	8.7%	228,570	9.1%	398,728	3.8%
Navajo	52.9%	10.1%	71.01	-4.9%	37.58	4.7%	151,514	8.5%	286,252	-0.6%
Pima	63.9%	4.6%	108.77	3.6%	69.49	8.3%	912,039	3.3%	1,427,650	-1.1%
Pinal	65.0%	0.7%	85.57	5.1%	55.66	5.9%	128,606	0.3%	197,708	0.0%
Santa Cruz	58.4%	15.7%	77.20	3.2%	45.10	19.4%	47,622	15.7%	81,512	0.0%
Yavapai	64.8%	0.5%	170.97	2.1%	110.73	2.6%	310,979	2.7%	480,176	2.4%
Yuma	68.7%	6.1%	84.89	1.9%	58.28	8.1%	210,708	4.0%	306,880	-2.1%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.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