

Statewide Lodging Performance by County Fourth Quarter 2013

County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2013	% Change	2013	% Change	2013	% Change	2013	% Change	2013	% Change
Apache	46.2%	3.3%	75.79	-0.1%	35.00	3.1%	41,761	2.6%	90,436	0.0%
Cochise	44.2%	5.8%	63.29	-5.2%	27.97	0.5%	122,978	5.2%	278,300	0.0%
Coconino	54.2%	-1.5%	82.88	2.4%	44.91	0.9%	520,192	-2.2%	959,909	0.9%
Gila	48.6%	-4.5%	68.61	2.1%	33.38	-2.5%	52,411	-5.0%	107,732	-0.2%
Graham	61.5%	27.7%	83.48	14.5%	51.38	46.5%	35,104	27.1%	57,040	0.0%
Greenlee	N/A		N/A		N/A		N/A		N/A	
La Paz	46.3%	-10.0%	N/A	1.2%	N/A	-9.0%	26,445	-10.6%	57,132	0.0%
Maricopa	58.3%	6.9%	107.32	3.1%	62.54	10.2%	3,211,852	6.3%	5,511,648	-0.3%
Mohave	52.9%	4.2%	62.42	3.7%	33.05	8.1%	206,515	4.4%	390,080	0.0%
Navajo	45.6%	10.8%	67.27	0.2%	30.71	10.9%	133,496	9.9%	292,468	0.0%
Pima	54.6%	0.4%	87.72	0.5%	47.89	0.9%	805,219	1.2%	1,474,745	1.0%
Pinal	52.4%	0.3%	75.01	8.0%	39.31	8.3%	106,375	0.2%	202,952	0.0%
Santa Cruz	46.2%	10.8%	66.44	-5.6%	30.68	4.7%	45,241	10.6%	97,980	0.0%
Yavapai	55.2%	4.2%	127.70	0.6%	70.47	4.9%	252,584	4.5%	457,700	0.0%
Yuma	47.0%	-9.0%	68.02	-3.1%	31.96	-11.8%	161,220	-9.5%	343,160	0.0%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.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