

Statewide Lodging Performance Fourth Quarter 2013

Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2012	56.5%	\$106.72	\$60.30	252,144,431	446,245,478
2013	57.5%	\$110.15	\$63.34	258,469,698	449,526,454
% change	1.8%	3.2%	5.0%	2.5%	0.7%
Mountain Region					
2012	52.6%	\$92.47	\$48.63	28,173,455	53,572,845
2013	54.0%	\$95.64	\$51.64	29,095,114	53,886,661
% change	2.7%	3.4%	6.2%	3.3%	0.6%
State of Arizona					
2012	53.4%	\$94.44	\$50.39	5,506,087	10,318,778
2013	55.4%	\$96.76	\$53.63	5,723,724	10,326,158
% change	3.9%	2.5%	6.4%	4.0%	0.1%
Metro Phoenix					
2012	54.6%	\$103.17	\$56.29	3,126,382	5,729,967
2013	58.1%	\$106.28	\$61.71	3,318,227	5,714,600
% change	6.4%	3.0%	9.6%	6.1%	-0.3%
Metro Tucson					
2012	54.5%	\$87.38	\$47.61	795,683	1,460,309
2013	54.6%	\$87.72	\$47.89	805,219	1,474,745
% change	0.2%	0.4%	0.6%	1.2%	1.0%
Flagstaff AZ					
2012	59.4%	\$73.21	\$43.50	276,326	465,097
2013	58.8%	\$76.88	\$45.20	278,380	473,499
% change	-1.0%	5.0%	3.9%	0.7%	1.8%
Non-metro AZ					
2012	50.9%	\$82.56	\$41.99	1,510,608	2,970,201
2013	50.6%	\$83.40	\$42.16	1,505,712	2,978,297
% change	-0.6%	1.0%	0.4%	-0.3%	0.3%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.