

March 2014

Arizona Office of Tourism
 Monthly Lodging Report



Statewide Lodging Performance										
Market	March					Year to Date				
	Occupancy	ADR	RevPAR	Demand	Supply	Occupancy	ADR	RevPAR	Demand	Supply
United States										
2013	63.5%	\$110.73	\$70.27	95,174,271	149,981,503	57.5%	\$108.36	\$62.34	249,916,280	434,412,964
2014	65.3%	\$115.28	\$75.31	98,806,879	151,251,356	59.2%	\$112.45	\$66.59	259,485,271	438,153,107
% change	2.9%	4.1%	7.2%	3.8%	0.8%	2.9%	3.8%	6.8%	3.8%	0.9%
Mountain Region										
2013	63.8%	\$106.54	\$67.95	11,517,175	18,059,732	57.3%	\$107.67	\$61.72	30,023,967	52,377,271
2014	67.9%	\$116.22	\$78.93	12,337,536	18,166,403	60.9%	\$113.50	\$69.13	32,095,816	52,696,897
% change	6.5%	9.1%	16.2%	7.1%	0.6%	6.3%	5.4%	12.0%	6.9%	0.6%
State of Arizona										
2013	73.5%	\$123.13	\$90.49	2,553,082	3,473,767	64.9%	\$115.83	\$75.14	6,528,320	10,063,470
2014	77.0%	\$129.67	\$99.86	2,683,914	3,485,020	68.2%	\$120.53	\$82.21	6,883,578	10,091,903
% change	4.8%	5.3%	10.4%	5.1%	0.3%	5.1%	4.1%	9.4%	5.4%	0.3%
Metro Phoenix										
2013	82.6%	\$142.62	\$117.87	1,593,984	1,928,727	72.2%	\$133.23	\$96.13	4,040,163	5,599,471
2014	86.8%	\$152.00	\$131.88	1,671,454	1,926,371	76.3%	\$139.49	\$106.45	4,268,241	5,592,923
% change	5.0%	6.6%	11.9%	4.9%	-0.1%	5.8%	4.7%	10.7%	5.6%	-0.1%
Metro Tucson										
2013	67.7%	\$102.77	\$69.55	329,439	486,793	66.5%	\$103.89	\$69.05	939,310	1,413,211
2014	67.9%	\$107.70	\$73.10	337,863	497,767	65.1%	\$107.69	\$70.09	937,497	1,440,359
% change	0.3%	4.8%	5.1%	2.6%	2.3%	-2.1%	3.7%	1.5%	-0.2%	1.9%
Flagstaff AZ										
2013	64.0%	\$72.56	\$46.41	100,163	156,581	53.1%	\$69.21	\$36.73	241,258	454,590
2014	67.2%	\$73.45	\$49.38	107,137	159,371	54.5%	\$70.80	\$38.62	252,392	462,690
% change	5.1%	1.2%	6.4%	7.0%	1.8%	2.8%	2.3%	5.2%	4.6%	1.8%
Non-metro AZ										
2013	58.9%	\$85.16	\$50.12	591,405	1,004,834	50.8%	\$78.82	\$40.03	1,470,830	2,895,780
2014	62.9%	\$86.15	\$54.20	633,847	1,007,469	54.6%	\$80.44	\$43.90	1,584,815	2,903,551
% change	6.9%	1.2%	8.1%	7.2%	0.3%	7.5%	2.1%	9.7%	7.7%	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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.