

Statewide Lodging Performance Second Quarter 2012

Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2011	63.2%	\$101.63	\$64.22	278,286,706	440,405,334
2012	65.2%	\$106.36	\$69.32	288,175,639	442,162,809
% change	3.1%	4.7%	7.9%	3.6%	0.4%
Mountain Region					
2011	61.6%	\$89.06	\$54.82	32,477,966	52,760,208
2012	62.1%	\$93.66	\$58.16	32,963,377	53,089,005
% change	0.9%	5.2%	6.1%	1.5%	0.6%
State of Arizona					
2011	58.6%	\$93.74	\$54.96	5,978,884	10,197,436
2012	58.9%	\$95.36	\$56.18	6,032,681	10,239,366
% change	0.5%	1.7%	2.2%	0.9%	0.4%
Metro Phoenix					
2011	56.7%	\$100.34	\$56.88	3,177,249	5,605,459
2012	57.1%	\$101.47	\$57.91	3,227,666	5,655,736
% change	0.7%	1.1%	1.8%	1.6%	0.9%
Metro Tucson					
2011	56.3%	\$88.70	\$49.91	816,058	1,450,301
2012	57.0%	\$87.39	\$49.80	825,657	1,448,864
% change	1.3%	-1.5%	-0.2%	1.2%	-0.1%
Flagstaff AZ					
2011	68.8%	\$77.01	\$52.97	322,286	468,504
2012	73.6%	\$80.23	\$59.09	344,959	468,413
% change	7.1%	4.2%	11.5%	7.0%	0.0%
Non-metro AZ					
2011	62.5%	\$86.70	\$54.18	1,865,344	2,985,065
2012	63.1%	\$90.07	\$56.85	1,879,699	2,978,246
% change	1.0%	3.9%	4.9%	0.8%	-0.2%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.