

Statewide Lodging Performance Second Quarter 2013

Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2012	65.0%	\$106.64	\$69.33	287,609,279	442,370,031
2013	65.9%	\$110.41	\$72.76	293,810,190	445,825,949
% change	1.4%	3.5%	4.9%	2.2%	0.8%
Mountain Region					
2012	62.0%	\$93.54	\$57.95	32,879,959	53,073,979
2013	63.1%	\$95.50	\$60.22	33,635,887	53,343,662
% change	1.8%	2.1%	3.9%	2.3%	0.5%
State of Arizona					
2012	58.8%	\$95.65	\$56.21	6,009,166	10,225,569
2013	59.5%	\$97.63	\$58.09	6,083,267	10,224,745
% change	1.2%	2.1%	3.3%	1.2%	0.0%
Metro Phoenix					
2012	57.0%	\$101.67	\$57.94	3,221,222	5,651,914
2013	58.7%	\$104.02	\$61.10	3,312,207	5,639,230
% change	3.1%	2.3%	5.4%	2.8%	-0.2%
Metro Tucson					
2012	56.8%	\$87.76	\$49.81	817,961	1,441,019
2013	56.0%	\$87.23	\$48.85	813,732	1,452,940
% change	-1.3%	-0.6%	-1.9%	-0.5%	0.8%
Flagstaff AZ					
2012	72.8%	\$80.60	\$58.68	341,024	468,413
2013	73.9%	\$86.06	\$63.62	344,613	466,168
% change	1.5%	6.8%	8.4%	1.1%	-0.5%
Non-metro AZ					
2012	62.7%	\$90.47	\$56.76	1,867,235	2,976,116
2013	61.6%	\$92.97	\$57.28	1,833,477	2,975,782
% change	-1.8%	2.8%	0.9%	-1.8%	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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.