

Statewide Lodging Performance Fourth Quarter 2012

Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2011	55.3%	\$102.39	\$56.64	245,192,236	443,280,877
2012	56.7%	\$106.51	\$60.36	252,886,423	446,253,804
% change	2.5%	4.0%	6.6%	3.1%	0.7%
Mountain Region					
2011	52.3%	\$91.15	\$47.68	27,861,693	53,263,809
2012	52.8%	\$92.44	\$48.83	28,288,650	53,552,517
% change	1.0%	1.4%	2.4%	1.5%	0.5%
State of Arizona					
2011	52.9%	\$93.21	\$49.33	5,459,605	10,315,273
2012	53.6%	\$93.93	\$50.31	5,528,220	10,321,018
% change	1.2%	0.8%	2.0%	1.3%	0.1%
Metro Phoenix					
2011	55.0%	\$102.35	\$56.32	3,127,635	5,684,085
2012	54.7%	\$103.09	\$56.34	3,132,557	5,731,839
% change	-0.7%	0.7%	0.0%	0.2%	0.8%
Metro Tucson					
2011	50.9%	\$86.32	\$43.90	760,433	1,495,235
2012	54.8%	\$85.08	\$46.58	798,862	1,459,021
% change	7.7%	-1.4%	6.1%	5.1%	-2.4%
Flagstaff AZ					
2011	55.4%	\$70.69	\$39.15	262,021	473,131
2012	59.4%	\$73.16	\$43.49	276,493	465,097
% change	7.3%	3.5%	11.1%	5.5%	-1.7%
Non-metro AZ					
2011	50.4%	\$79.89	\$40.27	1,501,082	2,977,713
2012	51.2%	\$82.17	\$42.04	1,520,353	2,971,857
% change	1.5%	2.9%	4.4%	1.3%	-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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.