



Statewide Lodging Performance										
Market	January					Year to Date				
	Occupancy	ADR	RevPAR	Demand	Supply	Occupancy	ADR	RevPAR	Demand	Supply
United States										
2013	51.0%	\$106.11	\$54.14	76,207,716	149,368,044	51.0%	\$106.11	\$54.14	76,207,716	149,368,044
2014	52.2%	\$109.24	\$57.02	78,686,762	150,749,404	52.2%	\$109.24	\$57.02	78,686,762	150,749,404
% change	2.3%	2.9%	5.3%	3.3%	0.9%	2.3%	2.9%	5.3%	3.3%	0.9%
Mountain Region										
2013	50.9%	\$110.18	\$56.03	9,166,897	18,025,291	50.9%	\$110.18	\$56.03	9,166,897	18,025,291
2014	54.0%	\$112.46	\$60.67	9,784,357	18,135,155	54.0%	\$112.46	\$60.67	9,784,357	18,135,155
% change	6.1%	2.1%	8.3%	6.7%	0.6%	6.1%	2.1%	8.3%	6.7%	0.6%
State of Arizona										
2013	54.5%	\$106.99	\$58.33	1,887,704	3,462,607	54.5%	\$106.99	\$58.33	1,887,704	3,462,607
2014	57.1%	\$108.88	\$62.19	1,980,166	3,466,854	57.1%	\$108.88	\$62.19	1,980,166	3,466,854
% change	4.8%	1.8%	6.6%	4.9%	0.1%	4.8%	1.8%	6.6%	4.9%	0.1%
Metro Phoenix										
2013	61.3%	\$123.16	\$75.46	1,181,629	1,928,696	61.3%	\$123.16	\$75.46	1,181,629	1,928,696
2014	63.9%	\$125.12	\$79.91	1,228,802	1,923,891	63.9%	\$125.12	\$79.91	1,228,802	1,923,891
% change	4.3%	1.6%	5.9%	4.0%	-0.2%	4.3%	1.6%	5.9%	4.0%	-0.2%
Metro Tucson										
2013	55.7%	\$93.00	\$51.77	270,980	486,762	55.7%	\$93.00	\$51.77	270,980	486,762
2014	54.1%	\$95.57	\$51.73	266,861	493,024	54.1%	\$95.57	\$51.73	266,861	493,024
% change	-2.8%	2.8%	-0.1%	-1.5%	1.3%	-2.8%	2.8%	-0.1%	-1.5%	1.3%
Flagstaff AZ										
2013	44.7%	\$66.84	\$29.87	69,979	156,581	44.7%	\$66.84	\$29.87	69,979	156,581
2014	44.6%	\$69.48	\$31.02	71,151	159,371	44.6%	\$69.48	\$31.02	71,151	159,371
% change	-0.1%	4.0%	3.8%	1.7%	1.8%	-0.1%	4.0%	3.8%	1.7%	1.8%
Non-metro AZ										
2013	41.9%	\$73.28	\$30.74	416,846	993,798	41.9%	\$73.28	\$30.74	416,846	993,798
2014	46.0%	\$76.31	\$35.08	458,159	996,526	46.0%	\$76.31	\$35.08	458,159	996,526
% change	9.6%	4.1%	14.1%	9.9%	0.3%	9.6%	4.1%	14.1%	9.9%	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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

