

Statewide Lodging Performance										
Market Year	Month of December					Year-to-Date				
	Occupancy	ADR	RevPAR	Demand	Supply	Occupancy	ADR	RevPAR	Demand	Supply
United States										
2009	43.6%	\$94.45	\$41.20	64,354,791	147,542,020	54.5%	\$98.17	\$53.50	941,003,041	1,726,699,683
2010	46.0%	\$96.22	\$44.23	68,622,566	149,299,007	57.6%	\$98.08	\$56.47	1,013,619,762	1,760,442,686
% change	5.4%	1.9%	7.4%	6.6%	1.2%	5.7%	-0.1%	5.5%	7.7%	2.0%
Mountain										
2009	42.0%	\$87.56	\$36.74	7,467,984	17,798,123	54.0%	\$91.95	\$49.69	111,433,977	206,203,047
2010	45.0%	\$87.92	\$39.56	8,086,569	17,972,808	56.7%	\$90.28	\$51.16	119,588,450	211,031,576
% change	7.2%	0.4%	7.7%	8.3%	1.0%	4.9%	-1.8%	3.0%	7.3%	2.3%
State of Arizona										
2009	43.4%	\$82.87	\$35.93	1,476,302	3,405,226	52.7%	\$95.86	\$50.54	20,854,466	39,553,235
2010	47.4%	\$82.62	\$39.13	1,628,268	3,437,559	55.7%	\$92.80	\$51.72	22,525,089	40,416,811
% change	9.3%	-0.3%	8.9%	10.3%	0.9%	5.7%	-3.2%	2.3%	8.0%	2.2%
Metro Phoenix										
2009	43.8%	\$89.84	\$39.33	812,212	1,855,412	52.1%	\$106.41	\$55.42	11,153,600	21,416,297
2010	49.7%	\$88.21	\$43.81	934,881	1,882,165	55.8%	\$100.94	\$56.34	12,301,249	22,040,214
% change	13.5%	-1.8%	11.4%	15.1%	1.4%	7.2%	-5.1%	1.7%	10.3%	2.9%
Metro Tucson										
2009	47.1%	\$79.49	\$37.40	232,007	493,086	53.0%	\$92.01	\$48.76	3,000,284	5,661,762
2010	49.1%	\$78.48	\$38.56	243,103	494,760	55.7%	\$89.18	\$49.66	3,231,812	5,804,087
% change	4.4%	-1.3%	3.1%	4.8%	0.3%	5.1%	-3.1%	1.8%	7.7%	2.5%
Flagstaff AZ										
2009	50.2%	\$66.28	\$33.25	80,329	160,146	61.6%	\$73.25	\$45.09	1,141,153	1,853,950
2010	50.9%	\$68.22	\$34.76	81,577	160,115	63.9%	\$72.43	\$46.28	1,206,634	1,888,412
% change	1.6%	2.9%	4.5%	1.6%	0.0%	3.8%	-1.1%	2.6%	5.7%	1.9%
Non-metro AZ										
2009	40.6%	\$73.41	\$29.80	407,213	1,003,067	53.3%	\$81.56	\$43.43	6,300,510	11,831,604
2010	41.9%	\$75.28	\$31.56	421,764	1,005,950	55.1%	\$81.84	\$45.13	6,583,055	11,937,659
% change	3.3%	2.5%	5.9%	3.6%	0.3%	3.6%	0.3%	3.9%	4.5%	0.9%

Source: Smith Travel Research