

Statewide Lodging Performance					
Fourth Quarter 2023 (October, November, December)					
Market Year	Occupancy	ADR	RevPAR	Demand	Supply
<b>United States</b>					
2022	59.9%	\$150.71	\$90.29	307,214,880	512,791,483
<b>2023</b>	<b>59.0%</b>	<b>\$155.11</b>	<b>\$91.46</b>	<b>303,853,472</b>	<b>515,318,147</b>
% change Q4	-1.6%	2.9%	1.3%	-1.1%	0.5%
<b>Mountain Region</b>					
2022	62.9%	\$158.15	\$99.50	37,221,813	59,161,122
<b>2023</b>	<b>62.1%</b>	<b>\$166.43</b>	<b>\$103.31</b>	<b>36,964,678</b>	<b>59,547,924</b>
% change Q4	-1.3%	5.2%	3.8%	-0.7%	0.7%
<b>State of Arizona</b>					
2022	66.3%	\$152.71	\$101.30	7,474,130	11,267,556
<b>2023</b>	<b>64.2%</b>	<b>\$154.57</b>	<b>\$99.26</b>	<b>7,318,581</b>	<b>11,396,633</b>
% change Q4	-3.2%	1.2%	-2.0%	-2.1%	1.1%
<b>Metro Phoenix</b>					
2022	69.8%	\$164.29	\$114.66	4,479,855	6,418,700
<b>2023</b>	<b>67.4%</b>	<b>\$165.75</b>	<b>\$111.79</b>	<b>4,378,670</b>	<b>6,492,059</b>
% change Q4	-3.4%	0.9%	-2.5%	-2.3%	1.1%
<b>Metro Tucson</b>					
2022	62.4%	\$146.22	\$91.19	921,411	1,477,430
<b>2023</b>	<b>60.2%</b>	<b>\$141.92</b>	<b>\$85.48</b>	<b>908,515</b>	<b>1,508,399</b>
% change Q4	-3.4%	-2.9%	-6.3%	-1.4%	2.1%
<b>Flagstaff AZ</b>					
2022	70.0%	\$123.09	\$86.20	341,281	487,324
<b>2023</b>	<b>68.3%</b>	<b>\$122.39</b>	<b>\$83.60</b>	<b>347,857</b>	<b>509,249</b>
% change Q4	-2.5%	-0.6%	-3.0%	1.9%	4.5%
<b>AZ Northeast &amp; Holbrook</b>					
2022	56.1%	\$99.45	\$55.84	223,341	397,777
<b>2023</b>	<b>53.8%</b>	<b>\$102.31</b>	<b>\$55.06</b>	<b>217,350</b>	<b>403,877</b>
% change Q4	-4.2%	2.9%	-1.4%	-2.7%	1.5%
<b>AZ Southeast &amp; Sierra Vista</b>					
2022	58.5%	\$99.63	\$58.31	263,983	451,011
<b>2023</b>	<b>53.8%</b>	<b>\$102.85</b>	<b>\$55.30</b>	<b>235,055</b>	<b>437,152</b>
% change Q4	-8.1%	3.2%	-5.2%	-11.0%	-3.1%
<b>Non-metro AZ</b>					
2022	62.2%	\$131.92	\$82.07	1,995,306	3,207,291
<b>2023</b>	<b>59.8%</b>	<b>\$137.64</b>	<b>\$82.35</b>	<b>1,928,694</b>	<b>3,223,697</b>
% change Q4	-3.8%	4.3%	0.3%	-3.3%	0.5%

Source: STR, Inc.-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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and STR. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

Note: % change represents the current Quarter over the same Quarter in the previous year.