

Statewide Lodging Performance by County Fourth Quarter 2023 (October, November, December)										
County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2023	% Ch Q4 2023 vs 2022	2023	% Ch Q4 2023 vs 2022	2023	% Ch Q4 2023 vs 2022	2023	% Ch Q4 2023 vs 2022	2023	% Ch Q4 2023 vs 2022
Apache	50.6%	-2.6%	125.58	10.9%	63.55	7.9%	47,051	-2.6%	92,981	0.0%
Cochise	53.4%	-7.6%	99.42	1.2%	53.05	-6.4%	126,743	-12.7%	237,504	-5.5%
Coconino	64.1%	1.2%	142.19	1.1%	91.13	2.4%	776,922	2.5%	1,212,300	0.9%
Gila	51.9%	-12.0%	107.98	4.7%	56.03	-7.8%	58,726	-11.9%	113,168	-0.1%
Graham	57.3%	-2.6%	112.47	4.8%	64.46	2.1%	32,009	-3.0%	55,844	0.0%
Greenlee	N/A		N/A		N/A		N/A		N/A	
La Paz	56.4%	-3.6%	102.77	-0.1%	58.01	-3.7%	37,444	-4.2%	66,332	-0.4%
Maricopa	67.5%	-3.2%	167.87	0.5%	113.28	-2.7%	4,227,358	-2.0%	6,264,727	1.2%
Mohave	58.7%	2.1%	109.36	7.4%	64.23	9.6%	239,542	4.3%	407,814	2.3%
Navajo	54.7%	-4.9%	96.00	-0.1%	52.55	-4.9%	169,196	-2.7%	309,056	2.0%
Pima	60.2%	-3.3%	141.92	-2.5%	85.48	-5.6%	908,515	-1.4%	1,508,399	2.1%
Pinal	66.6%	-8.5%	106.36	3.3%	70.79	-5.5%	151,312	-8.5%	227,332	0.0%
Santa Cruz	55.2%	-6.2%	100.10	3.1%	55.24	-3.3%	46,911	-6.2%	85,008	0.0%
Yavapai	63.2%	-3.1%	211.24	9.6%	133.48	6.1%	301,661	-0.7%	477,388	2.5%
Yuma	57.6%	-13.7%	117.56	-1.0%	67.72	-14.5%	191,455	-13.3%	332,340	0.3%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and STR.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

N/A = Not Available