

Statewide Lodging Performance First Quarter 2024 (January, February, March)					
Market Year	Occupancy	ADR	RevPAR	Demand	Supply
<b>United States</b>					
2023	59.4%	\$151.94	\$90.20	296,838,576	499,992,078
<b>2024</b>	<b>58.2%</b>	<b>\$155.16</b>	<b>\$90.24</b>	<b>292,534,126</b>	<b>502,977,682</b>
% change Q1	-2.0%	2.1%	0.0%	-1.5%	0.6%
<b>Mountain Region</b>					
2023	65.0%	\$180.69	\$117.50	37,569,852	57,773,530
<b>2024</b>	<b>63.3%</b>	<b>\$190.58</b>	<b>\$120.54</b>	<b>36,901,573</b>	<b>58,342,013</b>
% change Q1	-2.7%	5.5%	2.6%	-1.8%	1.0%
<b>State of Arizona</b>					
2023	71.8%	\$201.49	\$144.71	7,929,835	11,041,736
<b>2024</b>	<b>70.3%</b>	<b>\$192.88</b>	<b>\$135.57</b>	<b>7,862,095</b>	<b>11,185,521</b>
% change Q1	-2.1%	-4.3%	-6.3%	-0.9%	1.3%
<b>Metro Phoenix</b>					
2023	78.1%	\$235.72	\$184.19	4,920,467	6,297,203
<b>2024</b>	<b>77.1%</b>	<b>\$220.72</b>	<b>\$170.11</b>	<b>4,909,198</b>	<b>6,369,476</b>
% change Q1	-1.4%	-6.4%	-7.6%	-0.2%	1.1%
<b>Metro Tucson</b>					
2023	74.0%	\$182.01	\$134.71	1,078,410	1,457,090
<b>2024</b>	<b>71.2%</b>	<b>\$179.97</b>	<b>\$128.18</b>	<b>1,057,490</b>	<b>1,484,730</b>
% change Q1	-3.8%	-1.1%	-4.8%	-1.9%	1.9%
<b>Flagstaff AZ</b>					
2023	61.9%	\$111.50	\$69.03	293,444	473,971
<b>2024</b>	<b>62.6%</b>	<b>\$108.04</b>	<b>\$67.64</b>	<b>310,796</b>	<b>496,440</b>
% change Q1	1.1%	-3.1%	-2.0%	5.9%	4.7%
<b>AZ Northeast &amp; Holbrook</b>					
2023	50.8%	\$97.03	\$49.28	197,870	389,625
<b>2024</b>	<b>48.6%</b>	<b>\$98.05</b>	<b>\$47.69</b>	<b>198,465</b>	<b>408,075</b>
% change Q1	-4.2%	1.0%	-3.2%	0.3%	4.7%
<b>AZ Southeast &amp; Sierra Vista</b>					
2023	61.5%	\$101.51	\$62.46	270,672	439,931
<b>2024</b>	<b>56.0%</b>	<b>\$102.72</b>	<b>\$57.54</b>	<b>241,985</b>	<b>431,980</b>
% change Q1	-9.0%	1.2%	-7.9%	-10.6%	-1.8%
<b>Non-metro AZ</b>					
2023	59.3%	\$123.92	\$73.44	2,081,879	3,512,944
<b>2024</b>	<b>57.2%</b>	<b>\$126.81</b>	<b>\$72.50</b>	<b>2,033,984</b>	<b>3,557,536</b>
% change Q1	-3.5%	2.3%	-1.3%	-2.3%	1.3%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and STR. 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.