

Statewide Lodging Performance by County First Quarter 2024 (January, February, March)										
County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2024	% Ch Q1 2024 vs 2023	2024	% Ch Q1 2024 vs 2023	2024	% Ch Q1 2024 vs 2023	2024	% Ch Q1 2024 vs 2023	2024	% Ch Q1 2024 vs 2023
Apache	48.3%	3.2%	120.94	9.8%	58.38	13.4%	43,919	3.8%	90,990	0.0%
Cochise	55.9%	-11.1%	99.26	0.3%	55.45	-10.8%	132,610	-13.9%	237,400	-3.2%
Coconino	54.9%	3.8%	127.81	-0.6%	70.12	3.2%	642,916	5.2%	1,171,919	1.1%
Gila	51.0%	-12.3%	103.16	-1.7%	52.62	-13.8%	56,100	-12.3%	109,980	-0.1%
Graham	63.7%	3.9%	115.58	1.5%	73.59	5.5%	34,782	4.0%	54,630	0.0%
Greenlee	N/A		N/A		N/A		N/A		N/A	
La Paz	65.4%	-1.7%	110.65	-1.6%	72.33	-3.2%	42,416	-2.2%	64,890	-0.4%
Maricopa	77.1%	-1.1%	223.94	-5.5%	172.60	-6.6%	4,737,741	-0.1%	6,146,968	1.2%
Mohave	58.7%	-7.6%	105.75	0.8%	62.07	-6.8%	234,218	-5.6%	399,056	1.8%
Navajo	48.7%	-6.7%	91.68	-2.3%	44.66	-8.8%	153,569	-0.7%	315,285	6.2%
Pima	71.2%	-3.7%	179.97	-0.8%	128.18	-4.5%	1,057,490	-1.9%	1,484,730	1.9%
Pinal	77.1%	-3.3%	131.68	-3.9%	101.46	-7.1%	171,457	-3.2%	222,508	0.1%
Santa Cruz	54.0%	-6.7%	98.78	2.3%	53.30	-4.5%	44,875	-6.5%	83,160	0.0%
Yavapai	61.8%	-1.4%	201.88	8.6%	124.78	7.1%	288,596	0.5%	466,920	1.6%
Yuma	65.8%	-11.2%	117.14	-5.3%	77.10	-16.0%	217,724	-9.5%	330,785	2.1%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and STR.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