

Statewide Lodging Performance Fourth Quarter 2024 (October, November, December)					
Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2023	59.0%	\$155.46	\$91.65	303,580,136	514,938,573
2024	60.0%	\$158.50	\$95.05	310,424,943	517,648,863
% change Q4	1.7%	2.0%	3.7%	2.3%	0.5%
Mountain Region					
2023	62.1%	\$168.03	\$104.27	36,802,244	59,309,688
2024	60.8%	\$166.24	\$101.03	36,200,978	59,569,895
% change Q4	-2.1%	-1.1%	-3.1%	-1.6%	0.4%
State of Arizona					
2023	64.3%	\$154.89	\$99.55	7,324,001	11,395,664
2024	64.5%	\$158.66	\$102.29	7,423,761	11,514,676
% change Q4	0.3%	2.4%	2.8%	1.4%	1.0%
Metro Phoenix					
2023	67.5%	\$166.32	\$112.28	4,366,899	6,468,931
2024	67.4%	\$170.69	\$115.08	4,420,937	6,557,388
% change Q4	-0.1%	2.6%	2.5%	1.2%	1.4%
Metro Tucson					
2023	60.1%	\$142.31	\$85.50	901,824	1,501,072
2024	60.5%	\$149.40	\$90.38	922,857	1,525,456
% change Q4	0.7%	5.0%	5.7%	2.3%	1.6%
Flagstaff AZ					
2023	68.3%	\$122.35	\$83.57	347,851	509,249
2024	68.7%	\$121.35	\$83.41	348,811	507,472
% change Q4	0.6%	-0.8%	-0.2%	0.3%	-0.3%
AZ Northeast & Holbrook					
2023	54.2%	\$103.44	\$56.05	220,296	406,576
2024	54.4%	\$106.61	\$58.01	221,368	406,824
% change Q4	0.4%	3.1%	3.5%	0.5%	0.1%
AZ Southeast & Sierra Vista					
2023	53.8%	\$101.91	\$54.81	242,266	450,484
2024	55.2%	\$104.15	\$57.51	248,142	449,420
% change Q4	2.7%	2.2%	4.9%	2.4%	-0.2%
Non-metro AZ					
2023	59.9%	\$134.70	\$80.71	2,184,625	3,645,909
2024	60.3%	\$135.51	\$81.70	2,208,318	3,662,840
% change Q4	0.6%	0.6%	1.2%	1.1%	0.5%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and STR.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