

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

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and CoStar Group.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

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