

Statewide Lodging Performance First Quarter 2025 (January, February, March)					
Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2024	58.2%	\$154.86	\$90.10	292,351,152	502,463,250
2025	58.4%	\$157.75	\$92.13	295,353,770	505,756,626
% change Q1	0.4%	1.9%	2.2%	1.0%	0.7%
Mountain Region					
2024	63.7%	\$187.64	\$119.54	37,020,672	58,108,166
2025	62.0%	\$181.05	\$112.30	36,159,697	58,298,302
% change Q1	-2.6%	-3.5%	-6.1%	-2.3%	0.3%
State of Arizona					
2024	70.0%	\$193.53	\$135.56	7,826,897	11,174,392
2025	69.6%	\$195.50	\$136.06	7,882,990	11,326,971
% change Q1	-0.6%	1.0%	0.4%	0.7%	1.4%
Metro Phoenix					
2024	76.8%	\$222.10	\$170.46	4,859,813	6,331,871
2025	75.9%	\$224.01	\$169.99	4,896,183	6,451,938
% change Q1	-1.1%	0.9%	-0.3%	0.7%	1.9%
Metro Tucson					
2024	71.2%	\$180.15	\$128.34	1,054,881	1,480,730
2025	70.6%	\$182.85	\$129.07	1,063,287	1,506,328
% change Q1	-0.9%	1.5%	0.6%	0.8%	1.7%
Flagstaff AZ					
2024	62.7%	\$108.02	\$67.68	311,026	496,440
2025	60.5%	\$105.21	\$63.62	300,185	496,409
% change Q1	-3.5%	-2.6%	-6.0%	-3.5%	0.0%
AZ Northeast & Holbrook					
2024	48.7%	\$99.75	\$48.54	199,719	410,400
2025	48.4%	\$104.04	\$50.36	192,719	398,160
% change Q1	-0.5%	4.3%	3.7%	-3.5%	-3.0%
AZ Southeast & Sierra Vista					
2024	55.8%	\$102.04	\$56.92	247,971	444,541
2025	58.6%	\$106.29	\$62.29	257,659	439,681
% change Q1	5.1%	4.2%	9.4%	3.9%	-1.1%
Non-metro AZ					
2024	57.2%	\$127.28	\$72.79	2,045,716	3,577,251
2025	57.3%	\$128.43	\$73.54	2,060,068	3,597,845
% change Q1	0.1%	0.9%	1.0%	0.7%	0.6%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and CoStar Group.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