

Statewide Lodging Performance by County First Quarter 2025 (January, February, March)										
County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2025	% Ch Q1 2025 vs 2024	2025	% Ch Q1 2025 vs 2024	2025	% Ch Q1 2025 vs 2024	2025	% Ch Q1 2025 vs 2024	2025	% Ch Q1 2025 vs 2024
Apache	46.3%	-3.0%	131.94	10.2%	61.07	6.9%	42,200	-7.2%	91,170	-3.0%
Cochise	57.9%	4.4%	101.02	2.6%	58.48	7.2%	140,996	2.3%	243,571	-2.0%
Coconino	53.7%	-1.7%	129.73	2.0%	69.69	0.4%	644,568	-1.2%	1,199,797	1.0%
Gila	56.6%	10.6%	119.54	14.6%	67.64	26.8%	60,956	10.8%	107,730	0.0%
Graham	66.5%	5.3%	125.86	9.4%	83.67	15.0%	37,337	4.8%	56,160	0.0%
Greenlee	N/A		N/A		N/A		N/A		N/A	
La Paz	61.9%	-5.1%	110.22	-0.4%	68.17	-5.4%	40,136	-5.3%	64,890	0.0%
Maricopa	76.1%	-0.9%	227.03	0.9%	172.75	0.0%	4,746,160	1.2%	6,237,378	2.1%
Mohave	61.3%	5.2%	104.54	1.3%	64.06	6.6%	247,744	5.8%	404,280	0.9%
Navajo	49.0%	0.9%	96.38	3.1%	47.23	4.1%	149,567	-2.4%	305,190	-3.0%
Pima	70.6%	-0.9%	182.85	1.0%	129.07	0.3%	1,063,287	0.8%	1,506,328	1.7%
Pinal	69.9%	-9.1%	128.59	-1.6%	89.91	-10.6%	150,023	-12.9%	214,560	-4.2%
Santa Cruz	53.3%	-1.2%	95.17	-3.7%	50.71	-5.0%	44,307	-1.3%	83,160	0.0%
Yavapai	61.0%	-0.8%	207.24	3.8%	126.42	2.9%	291,154	0.8%	477,303	2.1%
Yuma	67.2%	1.8%	112.24	-4.7%	75.47	-2.9%	221,325	1.3%	329,154	-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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and CoStar Group. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF COSTAR GROUP IS STRICTLY PROHIBITED.

N/A = Not Available