

Statewide Lodging Performance Second Quarter 2025 (April, May, June)					
Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2024	66.9%	\$160.61	\$107.39	343,169,270	513,256,936
2025	65.9%	\$162.19	\$106.92	340,990,745	517,282,292
% change Q2	-1.4%	1.0%	-0.4%	-0.6%	0.8%
Mountain Region					
2024	70.3%	\$164.78	\$115.84	41,524,855	59,064,847
2025	67.1%	\$163.03	\$109.42	39,862,357	59,392,638
% change Q2	-4.5%	-1.1%	-5.5%	-4.0%	0.6%
State of Arizona					
2024	67.7%	\$156.64	\$106.12	7,680,532	11,337,254
2025	64.5%	\$153.94	\$99.31	7,424,535	11,508,946
% change Q2	-4.8%	-1.7%	-6.4%	-3.3%	1.5%
Metro Phoenix					
2024	69.4%	\$164.20	\$113.92	4,456,709	6,423,331
2025	65.2%	\$159.73	\$104.22	4,271,905	6,547,080
% change Q2	-6.0%	-2.7%	-8.5%	-4.1%	1.9%
Metro Tucson					
2024	59.8%	\$144.40	\$86.40	895,156	1,495,996
2025	56.7%	\$143.69	\$81.50	860,720	1,517,559
% change Q2	-5.2%	-0.5%	-5.7%	-3.8%	1.4%
Flagstaff AZ					
2024	76.3%	\$130.62	\$99.60	382,754	501,956
2025	73.9%	\$126.23	\$93.30	370,816	501,683
% change Q2	-3.1%	-3.4%	-6.3%	-3.1%	-0.1%
AZ Northeast & Holbrook					
2024	61.2%	\$114.21	\$69.93	248,883	406,442
2025	60.8%	\$118.36	\$72.00	245,043	402,857
% change Q2	-0.7%	3.6%	3.0%	-1.5%	-0.9%
AZ Southeast & Sierra Vista					
2024	61.1%	\$108.27	\$66.10	272,348	446,095
2025	61.5%	\$109.59	\$67.40	274,269	445,973
% change Q2	0.7%	1.2%	2.0%	0.7%	0.0%
Non-metro AZ					
2024	67.9%	\$145.24	\$98.57	2,463,327	3,629,498
2025	66.1%	\$144.76	\$95.68	2,429,681	3,675,993
% change Q2	-2.6%	-0.3%	-2.9%	-1.4%	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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and CoStar Group.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.