

Statewide Lodging Performance Third Quarter 2025 (July, August, September)					
Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2024	66.9%	\$161.12	\$107.73	348,794,466	521,667,730
2025	65.9%	\$161.14	\$106.23	346,975,397	526,329,914
% change Q3	-1.4%	0.0%	-1.4%	-0.5%	0.9%
Mountain Region					
2024	70.9%	\$166.81	\$118.19	42,641,907	60,183,670
2025	68.7%	\$162.85	\$111.87	41,700,524	60,702,937
% change Q3	-3.0%	-2.4%	-5.3%	-2.2%	0.9%
State of Arizona					
2024	60.0%	\$127.02	\$76.16	6,896,305	11,501,234
2025	57.3%	\$124.76	\$71.43	6,672,002	11,652,654
% change Q3	-4.5%	-1.8%	-6.2%	-3.3%	1.3%
Metro Phoenix					
2024	59.2%	\$124.24	\$73.52	3,856,110	6,515,987
2025	57.3%	\$123.43	\$70.76	3,803,471	6,634,375
% change Q3	-3.1%	-0.7%	-3.8%	-1.4%	1.8%
Metro Tucson					
2024	52.9%	\$120.14	\$63.51	801,066	1,515,239
2025	48.0%	\$112.19	\$53.85	731,387	1,523,685
% change Q3	-9.2%	-6.6%	-15.2%	-8.7%	0.6%
Flagstaff AZ					
2024	74.9%	\$125.95	\$94.40	378,832	505,448
2025	70.7%	\$123.42	\$87.20	365,725	517,616
% change Q3	-5.7%	-2.0%	-7.6%	-3.5%	2.4%
AZ Northeast & Holbrook					
2024	60.7%	\$112.95	\$68.60	247,749	407,908
2025	58.0%	\$115.55	\$67.06	236,335	407,223
% change Q3	-4.4%	2.3%	-2.2%	-4.6%	-0.2%
AZ Southeast & Sierra Vista					
2024	57.7%	\$105.88	\$61.06	259,141	449,360
2025	53.9%	\$106.07	\$57.17	244,176	452,986
% change Q3	-6.5%	0.2%	-6.4%	-5.8%	0.8%
Non-metro AZ					
2024	64.1%	\$133.02	\$85.26	2,360,404	3,682,790
2025	60.6%	\$129.84	\$78.73	2,260,930	3,728,826
% change Q3	-5.4%	-2.4%	-7.7%	-4.2%	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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and CoStar Group.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.