

Statewide Lodging Performance Fourth Quarter 2025 (October, November, December)					
Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2024	60.1%	\$158.81	\$95.51	311,810,303	518,459,089
2025	58.9%	\$160.43	\$94.51	307,864,167	522,583,674
% change Q4	-2.0%	1.0%	-1.0%	-1.3%	0.8%
Mountain Region					
2024	62.3%	\$168.32	\$104.92	37,365,354	59,940,231
2025	60.6%	\$164.59	\$99.69	36,542,084	60,331,376
% change Q4	-2.8%	-2.2%	-5.0%	-2.2%	0.7%
State of Arizona					
2024	64.5%	\$158.63	\$102.35	7,424,342	11,507,333
2025	63.2%	\$159.48	\$100.80	7,401,193	11,710,564
% change Q4	-2.0%	0.5%	-1.5%	-0.3%	1.8%
Metro Phoenix					
2024	67.5%	\$170.71	\$115.23	4,414,480	6,540,064
2025	67.7%	\$172.83	\$117.08	4,526,607	6,681,985
% change Q4	0.4%	1.2%	1.6%	2.5%	2.2%
Metro Tucson					
2024	60.5%	\$149.03	\$90.24	924,845	1,527,479
2025	58.7%	\$140.44	\$82.44	904,897	1,541,569
% change Q4	-3.1%	-5.8%	-8.6%	-2.2%	0.9%
Flagstaff AZ					
2024	68.7%	\$121.45	\$83.50	347,483	505,448
2025	64.8%	\$117.35	\$75.98	339,218	523,875
% change Q4	-5.8%	-3.4%	-9.0%	-2.4%	3.6%
AZ Northeast & Holbrook					
2024	54.4%	\$106.61	\$57.99	221,327	406,916
2025	51.3%	\$108.46	\$55.68	209,027	407,192
% change Q4	-5.6%	1.7%	-4.0%	-5.6%	0.1%
AZ Southeast & Sierra Vista					
2024	55.2%	\$104.17	\$57.48	247,881	449,236
2025	50.7%	\$102.93	\$52.14	230,511	455,032
% change Q4	-8.2%	-1.2%	-9.3%	-7.0%	1.3%
Non-metro AZ					
2024	60.3%	\$135.58	\$81.76	2,215,533	3,674,022
2025	56.5%	\$135.35	\$76.45	2,099,955	3,717,688
% change Q4	-6.3%	-0.2%	-6.5%	-5.2%	1.2%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and CoStar Group.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