

Statewide Lodging Performance by County										
County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2025	% Ch Q4 2025 vs 2024	2025	% Ch Q4 2025 vs 2024	2025	% Ch Q4 2025 vs 2024	2025	% Ch Q4 2025 vs 2024	2025	% Ch Q4 2025 vs 2024
Apache	49.3%	-4.7%	134.90	7.9%	66.54	2.8%	45,969	-5.2%	93,196	0.0%
Cochise	48.6%	-9.7%	94.72	-4.8%	46.05	-13.9%	120,888	-10.1%	248,676	-0.1%
Coconino	59.9%	-6.8%	141.92	-2.8%	84.98	-9.4%	741,868	-6.6%	1,238,909	0.8%
Gila	51.0%	-3.5%	121.42	5.1%	61.90	1.5%	59,097	1.6%	115,920	5.5%
Graham	55.9%	-11.2%	126.44	4.3%	70.68	-7.2%	32,092	-11.0%	57,408	0.0%
Greenlee	N/A		N/A		N/A		N/A		N/A	
La Paz	56.4%	-4.6%	101.15	-2.7%	57.08	-7.1%	37,435	-4.8%	66,332	0.0%
Maricopa	67.9%	0.6%	175.03	1.4%	118.84	2.0%	4,388,163	2.6%	6,462,657	2.2%
Mohave	53.3%	-6.3%	105.08	2.3%	56.01	-4.1%	217,210	-8.6%	407,468	-2.2%
Navajo	51.9%	-5.3%	101.18	0.2%	52.54	-5.0%	162,095	-5.6%	312,156	0.1%
Pima	58.7%	-2.7%	140.45	-5.4%	82.44	-8.0%	904,897	-2.2%	1,541,569	0.9%
Pinal	63.1%	0.2%	103.03	1.2%	65.03	1.4%	138,444	0.0%	219,328	0.0%
Santa Cruz	53.7%	-0.6%	95.78	-3.0%	51.46	-3.6%	45,678	-1.1%	85,008	0.0%
Yavapai	62.7%	-2.0%	220.12	2.8%	137.96	0.7%	309,800	0.4%	494,285	2.9%
Yuma	53.8%	-12.9%	107.37	0.2%	57.82	-12.8%	194,602	-6.0%	361,396	8.0%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and CoStar Group.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