

Statewide Lodging Performance by County First Quarter 2026 (January, February, March)										
County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2026	% Ch Q1 2026 vs 2025	2026	% Ch Q1 2026 vs 2025	2026	% Ch Q1 2026 vs 2025	2026	% Ch Q1 2026 vs 2025	2026	% Ch Q1 2026 vs 2025
Apache	50.9%	9.3%	134.43	1.3%	68.40	10.8%	46,391	9.9%	91,170	0.0%
Cochise	57.3%	-1.1%	98.08	-2.7%	56.22	-3.8%	139,433	-1.1%	243,270	-0.1%
Coconino	54.3%	0.8%	130.65	3.0%	70.95	3.8%	652,822	2.1%	1,202,104	0.9%
Gila	54.0%	-4.4%	122.56	2.8%	66.19	-1.8%	61,243	0.7%	113,400	5.5%
Graham	59.3%	-10.8%	131.63	5.1%	78.00	-6.3%	33,277	-10.9%	56,160	0.0%
Greenlee	N/A		N/A		N/A		N/A		N/A	
La Paz	62.0%	0.2%	110.61	0.4%	68.57	0.6%	40,227	0.2%	64,890	0.0%
Maricopa	78.8%	3.3%	235.24	3.7%	185.29	7.1%	5,000,844	5.3%	6,349,136	2.0%
Mohave	57.9%	-5.8%	108.25	5.5%	62.68	-0.7%	233,720	-5.9%	403,622	-0.2%
Navajo	50.1%	2.4%	98.38	2.3%	49.25	4.7%	151,647	1.0%	302,940	-1.0%
Pima	72.5%	3.1%	179.83	-1.8%	130.34	1.2%	1,096,874	3.0%	1,513,381	0.2%
Pinal	74.1%	5.9%	134.65	4.5%	99.78	10.7%	158,998	6.0%	214,560	0.0%
Santa Cruz	58.0%	8.8%	97.83	2.9%	56.78	11.9%	48,264	8.9%	83,160	0.0%
Yavapai	63.4%	3.0%	215.52	3.7%	136.69	6.8%	308,465	5.1%	486,360	1.8%
Yuma	63.7%	-6.3%	112.65	1.4%	71.79	-4.7%	227,709	2.8%	357,300	9.2%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and CoStar Group. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF COSTAR GROUP IS STRICTLY PROHIBITED.

N/A = Not Available