

Statewide Lodging Performance by County Fourth Quarter 2009

County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2009	% Change	2009	% Change	2009	% Change	2009	% Change	2009	% Change
Apache	44.2%	-7.5%	73.66	-1.9%	32.57	-9.3%	40,348	-7.3%	91,264	0.0%
Cochise	49.7%	-10.3%	66.21	-3.1%	32.89	-13.0%	140,371	-9.3%	282,601	1.5%
Coconino	51.5%	-2.8%	75.77	-0.5%	39.02	-3.3%	505,373	-1.5%	981,477	2.0%
Gila	42.6%	-11.5%	67.04	-5.9%	28.57	-16.6%	45,994	-12.0%	107,916	0.0%
Graham	31.3%	-31.8%	66.29	-10.9%	20.74	-38.8%	17,958	-24.6%	57,408	16.4%
Greenlee	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
La Paz	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
Maricopa	51.3%	-2.6%	99.89	-14.4%	51.20	-16.6%	2,719,917	2.1%	5,306,030	5.2%
Mohave	49.6%	-0.7%	55.37	-10.7%	27.49	-11.4%	196,998	1.0%	396,796	1.7%
Navajo	44.3%	-9.8%	61.31	-3.0%	27.17	-12.5%	139,183	-9.7%	314,087	0.0%
Pima	51.5%	-6.4%	85.33	-9.6%	43.96	-15.3%	747,035	-3.5%	1,449,984	3.2%
Pinal	46.0%	-8.3%	66.23	-4.7%	30.48	-12.7%	83,804	-11.0%	182,068	-2.4%
Santa Cruz	51.3%	-2.8%	68.95	-5.2%	35.40	-7.8%	51,248	6.9%	99,829	9.9%
Yavapai	47.0%	-10.6%	114.54	-4.1%	53.87	-14.1%	214,587	-8.2%	456,288	3.4%
Yuma	47.2%	-13.2%	73.55	-2.9%	34.75	-15.8%	161,923	-1.5%	342,700	13.3%

Source: Smith Travel Research- 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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available