

Statewide Lodging Performance by County Third Quarter 2009

County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2009	% Change	2009	% Change	2009	% Change	2009	% Change	2009	% Change
Apache	67.7%	-2.1%	85.20	-3.8%	57.67	-5.8%	61,777	-2.2%	91,264	0.0%
Cochise	48.7%	-16.9%	67.18	-1.0%	32.70	-17.8%	135,516	-16.2%	278,392	1.1%
Coconino	79.0%	-6.0%	95.00	-2.1%	75.01	-7.9%	782,811	-5.0%	991,460	1.0%
Gila	45.4%	-23.3%	69.44	-6.4%	31.52	-28.2%	47,863	-23.4%	105,436	0.0%
Graham	30.1%	-56.5%	69.02	-11.1%	20.74	-61.5%	17,254	-37.6%	57,408	43.3%
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	44.9%	-11.7%	79.85	-13.3%	35.84	-23.4%	2,330,081	-6.8%	5,190,490	5.7%
Mohave	54.7%	-5.8%	61.08	-9.5%	33.39	-14.7%	216,925	-4.3%	396,796	1.7%
Navajo	63.2%	-4.2%	73.31	-1.5%	46.36	-5.7%	198,697	-3.6%	314,180	0.7%
Pima	48.0%	-12.0%	73.00	-9.5%	35.04	-20.4%	682,947	-10.1%	1,422,644	2.1%
Pinal	41.2%	-19.6%	59.81	-8.3%	24.63	-26.2%	74,983	-6.6%	182,068	16.2%
Santa Cruz	42.0%	-26.8%	69.18	-4.4%	29.07	-30.0%	40,281	-21.4%	95,864	8.7%
Yavapai	54.6%	-16.6%	110.07	-7.6%	60.06	-22.9%	248,726	-11.9%	455,855	5.9%
Yuma	39.9%	-18.9%	71.67	-4.9%	28.59	-22.8%	136,705	-6.7%	342,700	15.2%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.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