

## Statewide Lodging Performance First Quarter 2009

<b>Market Year</b>	<b>Occupancy</b>	<b>ADR</b>	<b>RevPAR</b>	<b>Demand</b>	<b>Supply</b>
<b>United States</b>					
2008	57.7%	\$108.46	\$62.54	233,644,471	405,181,520
2009	51.4%	\$100.12	\$51.47	215,175,294	418,556,759
% change	-10.8%	-7.7%	-17.7%	-7.9%	3.3%
<b>Mountain Region</b>					
2008	61.9%	\$119.73	\$74.17	29,939,548	48,331,137
2009	52.6%	\$104.45	\$54.98	26,316,216	49,996,105
% change	-15.0%	-12.8%	-25.9%	-12.1%	3.4%
<b>State of Arizona</b>					
2008	69.1%	\$132.72	\$91.65	6,335,496	9,174,369
2009	59.3%	\$114.47	\$67.89	5,698,320	9,607,072
% change	-14.1%	-13.8%	-25.9%	-10.1%	4.7%
<b>Metro Phoenix</b>					
2008	74.1%	\$160.87	\$119.15	3,598,792	4,858,997
2009	63.2%	\$135.08	\$85.37	3,255,662	5,151,130
% change	-14.7%	-16.0%	-28.3%	-9.5%	6.0%
<b>Metro Tucson</b>					
2008	73.5%	\$125.27	\$92.05	1,018,415	1,385,983
2009	62.5%	\$112.15	\$70.09	871,696	1,394,814
% change	-14.9%	-10.5%	-23.9%	-14.4%	0.6%
<b>Flagstaff AZ</b>					
2008	54.8%	\$69.41	\$38.01	239,656	437,611
2009	50.0%	\$66.47	\$33.21	227,463	455,341
% change	-8.8%	-4.2%	-12.6%	-5.1%	4.1%
<b>Non-metro AZ</b>					
2008	58.7%	\$78.95	\$46.35	1,611,638	2,745,135
2009	51.6%	\$74.26	\$38.31	1,496,334	2,900,698
% change	-12.1%	-5.9%	-17.3%	-7.2%	5.7%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.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

\* % change compared to last year