

## Statewide Lodging Performance Third 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	65.7%	\$107.30	\$70.53	280,220,919	426,316,951
2009	60.5%	\$96.82	\$58.62	266,426,022	440,019,573
% change	-7.9%	-9.8%	-16.9%	-4.9%	3.2%
<b>Mountain Region</b>					
2008	66.8%	\$99.88	\$66.73	33,768,872	50,547,973
2009	60.8%	\$87.12	\$52.95	31,676,310	52,118,647
% change	-9.0%	-12.8%	-20.6%	-6.2%	3.1%
<b>State of Arizona</b>					
2008	56.8%	\$89.17	\$50.68	5,420,158	9,535,936
2009	50.0%	\$80.62	\$40.35	4,997,685	9,986,565
% change	-12.0%	-9.6%	-20.4%	-7.8%	4.7%
<b>Metro Phoenix</b>					
2008	50.9%	\$92.05	\$46.88	2,581,327	5,068,601
2009	44.8%	\$79.22	\$35.46	2,405,064	5,372,558
% change	-12.1%	-13.9%	-24.4%	-6.8%	6.0%
<b>Metro Tucson</b>					
2008	54.5%	\$80.87	\$44.11	759,852	1,393,210
2009	48.0%	\$73.00	\$35.04	682,947	1,422,644
% change	-12.0%	-9.7%	-20.5%	-10.1%	2.1%
<b>Flagstaff AZ</b>					
2008	76.9%	\$84.89	\$65.29	355,387	462,024
2009	74.1%	\$80.67	\$59.78	349,807	472,028
% change	-3.7%	-5.0%	-8.4%	-1.6%	2.2%
<b>Non-metro AZ</b>					
2008	67.2%	\$90.12	\$60.60	1,944,183	2,891,505
2009	58.9%	\$87.00	\$51.27	1,783,037	3,025,947
% change	-12.4%	-3.5%	-15.4%	-8.3%	4.6%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.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