

## Statewide Lodging Performance Fourth 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	52.9%	\$103.71	\$54.91	225,606,979	426,105,451
2009	50.6%	\$95.77	\$48.49	222,553,896	439,494,524
% change	-4.4%	-7.7%	-11.7%	-1.4%	3.1%
<b>Mountain Region</b>					
2008	50.9%	\$96.87	\$49.32	25,801,783	50,675,330
2009	48.8%	\$86.19	\$42.10	25,540,070	52,293,062
% change	-4.1%	-11.0%	-14.7%	-1.0%	3.2%
<b>State of Arizona</b>					
2008	52.9%	\$100.70	\$53.29	5,147,202	9,726,652
2009	50.3%	\$89.76	\$45.11	5,090,605	10,130,456
% change	-5.0%	-10.9%	-15.4%	-1.1%	4.2%
<b>Metro Phoenix</b>					
2008	52.7%	\$109.60	\$57.80	2,758,994	5,231,985
2009	51.1%	\$104.78	\$53.53	2,803,721	5,488,098
% change	-3.1%	-4.4%	-7.4%	1.6%	4.9%
<b>Metro Tucson</b>					
2008	55.1%	\$94.68	\$52.18	774,460	1,405,146
2009	51.5%	\$85.33	\$43.96	747,035	1,449,984
% change	-6.5%	-9.9%	-15.8%	-3.5%	3.2%
<b>Flagstaff AZ</b>					
2008	55.3%	\$69.86	\$38.60	254,701	460,987
2009	53.2%	\$67.35	\$35.84	253,344	476,075
% change	-3.7%	-3.6%	-7.2%	-0.5%	3.3%
<b>Non-metro AZ</b>					
2008	52.5%	\$79.85	\$41.94	1,528,393	2,909,815
2009	47.7%	\$77.33	\$36.87	1,443,120	3,026,958
% change	-9.2%	-3.1%	-12.1%	-5.6%	4.0%

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 This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.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