

Statewide Lodging Performance										
Market Year	Month of April					Year-to-Date				
	Occupancy	ADR	RevPAR	Demand	Supply	Occupancy	ADR	RevPAR	Demand	Supply
United States										
2009	55.8%	\$98.88	\$55.13	78,495,034	140,771,580	52.0%	\$100.17	\$52.12	290,682,709	558,731,847
2010	58.4%	\$97.72	\$57.06	84,252,848	144,280,350	53.6%	\$96.73	\$51.82	307,293,085	573,576,634
% change	4.7%	-1.2%	3.5%	7.3%	2.5%	3.0%	-3.4%	-0.6%	5.7%	2.7%
Mountain										
2009	55.2%	\$93.28	\$51.45	9,230,128	16,732,860	52.9%	\$101.99	\$53.94	35,270,769	66,692,607
2010	56.6%	\$90.07	\$50.99	9,753,099	17,226,030	53.7%	\$95.69	\$51.42	36,944,638	68,751,025
% change	2.6%	-3.4%	-0.9%	5.7%	2.9%	1.6%	-6.2%	-4.7%	4.7%	3.1%
State of Arizona										
2009	57.7%	\$106.03	\$61.18	1,869,406	3,239,850	58.5%	\$112.82	\$66.03	7,543,662	12,890,039
2010	60.0%	\$102.21	\$61.38	1,996,647	3,325,140	61.1%	\$104.86	\$64.07	8,103,067	13,263,300
% change	4.1%	-3.6%	0.3%	6.8%	2.6%	4.4%	-7.1%	-3.0%	7.4%	2.9%
Metro Phoenix										
2009	57.7%	\$122.30	\$70.63	1,013,751	1,755,480	61.7%	\$132.13	\$81.52	4,300,848	6,970,456
2010	61.8%	\$115.23	\$71.18	1,115,381	1,805,610	66.3%	\$119.32	\$79.07	4,776,412	7,207,623
% change	7.0%	-5.8%	0.8%	10.0%	2.9%	7.4%	-9.7%	-3.0%	11.1%	3.4%
Metro Tucson										
2009	55.7%	\$97.89	\$54.57	257,500	461,910	60.2%	\$109.22	\$65.71	1,109,611	1,844,447
2010	59.3%	\$96.48	\$57.19	283,998	479,130	63.0%	\$101.40	\$63.85	1,206,868	1,916,551
% change	6.3%	-1.4%	4.8%	10.3%	3.7%	4.7%	-7.2%	-2.8%	8.8%	3.9%
Flagstaff AZ										
2009	63.1%	\$67.20	\$42.38	94,693	150,150	52.5%	\$66.59	\$34.99	315,600	600,600
2010	59.0%	\$65.49	\$38.65	91,501	155,040	51.5%	\$64.49	\$33.23	319,638	620,219
% change	-6.4%	-2.5%	-8.8%	-3.4%	3.3%	-1.9%	-3.2%	-5.0%	1.3%	3.3%
Non-metro AZ										
2009	58.0%	\$82.95	\$48.10	561,624	968,520	52.3%	\$76.99	\$40.27	2,019,510	3,860,800
2010	57.1%	\$81.89	\$46.74	564,182	988,470	50.9%	\$75.55	\$38.42	1,999,450	3,931,406
% change	-1.6%	-1.3%	-2.8%	0.5%	2.1%	-2.8%	-1.9%	-4.6%	-1.0%	1.8%

Source: Smith Travel Research