

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Oct 2010	Oct 2011	% Change	Oct 2010	Oct 2011	% Change	Oct 2010	Oct 2011	% Change	Oct 2010	Oct 2011	% Change	Oct 2010	Oct 2011	% Change
Apache County	63.5%	61.2%	-3.6%	\$77.86	\$79.31	1.9%	\$49.47	\$48.56	-1.8%	19,359	18,658	-3.6%	30,473	30,473	0.0%
Cochise County	54.9%	50.1%	-8.8%	\$70.68	\$69.28	-2.0%	\$38.80	\$34.68	-10.6%	51,806	47,234	-8.8%	94,364	94,364	0.0%
Coconino County	68.8%	68.6%	-0.2%	\$83.77	\$86.59	3.4%	\$57.61	\$59.40	3.1%	231,953	231,358	-0.3%	337,280	337,249	0.0%
Gila County	44.6%	52.7%	18.1%	\$71.86	\$70.66	-1.7%	\$32.04	\$37.22	16.2%	16,214	19,153	18.1%	36,363	36,363	0.0%
Graham County	44.2%	46.4%	5.1%	\$68.27	\$68.90	0.9%	\$30.17	\$32.00	6.1%	8,493	8,927	5.1%	19,220	19,220	0.0%
Greenlee County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
La Paz County	42.1%	52.1%	23.9%	\$62.53	\$61.01	-2.4%	\$26.31	\$31.80	20.9%	8,100	10,036	23.9%	19,251	19,251	0.0%
Maricopa County	60.8%	59.0%	-2.9%	\$102.30	\$108.59	6.1%	\$62.18	\$64.06	3.0%	1,104,711	1,077,981	-2.4%	1,817,623	1,827,171	0.5%
Mohave County	54.8%	54.6%	-0.4%	\$59.70	\$63.38	6.2%	\$32.73	\$34.60	5.7%	72,706	72,378	-0.5%	132,618	132,587	0.0%
Navajo County	57.3%	52.6%	-8.1%	\$66.27	\$67.05	1.2%	\$37.95	\$35.27	-7.1%	58,850	52,979	-10.0%	102,765	100,719	-2.0%
Pima County	58.0%	51.6%	-11.1%	\$91.68	\$88.52	-3.5%	\$53.22	\$45.66	-14.2%	287,395	257,137	-10.5%	495,101	498,480	0.7%
Pinal County	48.7%	56.3%	15.7%	\$67.76	\$70.38	3.9%	\$33.00	\$39.66	20.2%	29,874	37,609	25.9%	61,349	66,743	8.8%
Santa Cruz County	49.5%	45.0%	-9.1%	\$73.78	\$70.35	-4.6%	\$36.54	\$31.67	-13.3%	16,811	15,282	-9.1%	33,945	33,945	0.0%
Yavapai County	61.1%	63.7%	4.3%	\$125.93	\$124.78	-0.9%	\$76.94	\$79.52	3.3%	92,605	96,605	4.3%	151,559	151,590	0.0%
Yuma County	48.1%	52.8%	9.7%	\$71.69	\$71.70	0.0%	\$34.50	\$37.84	9.7%	55,729	61,120	9.7%	115,816	115,816	0.0%

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change
Apache County	57.9%	59.0%	1.8%	\$77.50	\$79.20	2.2%	\$44.91	\$46.73	4.1%	173,148	176,308	1.8%	298,832	298,832	0.0%
Cochise County	56.0%	55.0%	-1.8%	\$70.21	\$69.69	-0.7%	\$39.33	\$38.31	-2.6%	519,590	508,705	-2.1%	927,677	925,345	-0.3%
Coconino County	68.6%	67.4%	-1.7%	\$87.10	\$91.74	5.3%	\$59.76	\$61.88	3.6%	2,218,144	2,192,130	-1.2%	3,233,049	3,250,068	0.5%
Gila County	51.4%	52.2%	1.7%	\$70.89	\$68.99	-2.7%	\$36.42	\$36.04	-1.0%	183,220	186,308	1.7%	356,592	356,592	0.0%
Graham County	35.6%	46.1%	29.3%	\$68.61	\$68.39	-0.3%	\$24.45	\$31.53	28.9%	67,399	86,892	28.9%	189,084	188,480	-0.3%
Greenlee County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
La Paz County	48.5%	54.2%	11.8%	\$63.50	\$62.41	-1.7%	\$30.79	\$33.84	9.9%	91,534	102,367	11.8%	188,784	188,784	0.0%
Maricopa County	56.3%	59.2%	5.3%	\$102.80	\$106.01	3.1%	\$57.86	\$62.81	8.6%	10,023,888	10,605,247	5.8%	17,809,388	17,900,762	0.5%
Mohave County	57.4%	59.4%	3.4%	\$61.71	\$62.30	1.0%	\$35.44	\$36.98	4.3%	741,656	771,859	4.1%	1,291,503	1,300,451	0.7%
Navajo County	53.4%	53.0%	-0.7%	\$67.79	\$68.15	0.5%	\$36.19	\$36.13	-0.2%	542,466	524,529	-3.3%	1,015,997	989,318	-2.6%
Pima County	56.2%	57.0%	1.4%	\$90.39	\$90.28	-0.1%	\$50.80	\$51.47	1.3%	2,725,510	2,764,154	1.4%	4,848,865	4,847,799	0.0%
Pinal County	47.6%	58.6%	23.2%	\$68.98	\$70.08	1.6%	\$32.84	\$41.10	25.1%	286,422	376,490	31.4%	601,616	642,015	6.7%
Santa Cruz County	50.2%	50.3%	0.2%	\$72.02	\$72.28	0.4%	\$36.14	\$36.35	0.6%	167,049	167,404	0.2%	332,880	332,880	0.0%
Yavapai County	55.0%	56.6%	2.9%	\$113.95	\$116.73	2.4%	\$62.66	\$66.05	5.4%	814,257	840,612	3.2%	1,480,829	1,485,594	0.3%
Yuma County	50.7%	57.8%	14.0%	\$72.03	\$72.24	0.3%	\$36.54	\$41.78	14.3%	576,226	656,879	14.0%	1,135,744	1,135,744	0.0%

n/a= not available

* % change compared to last year

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.