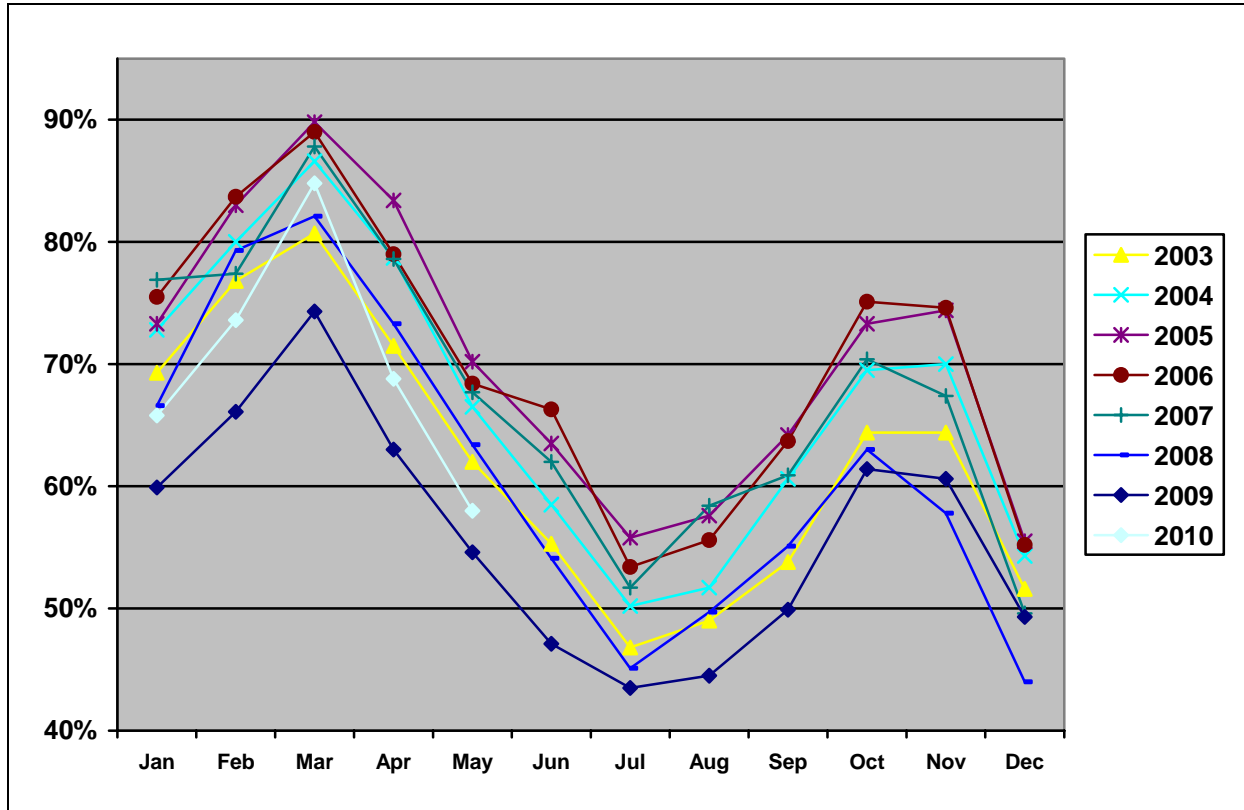


## Scottsdale Occupancy 2003-2010 (to date)



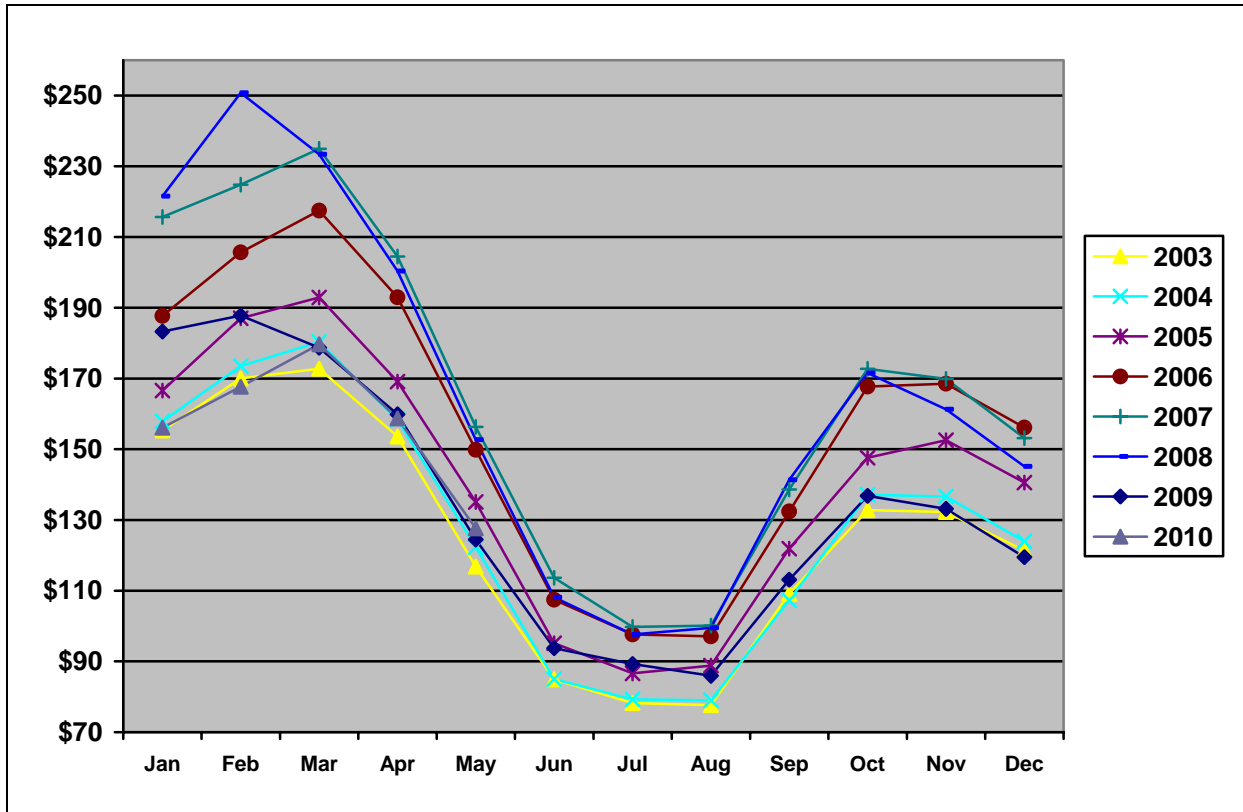
### Scottsdale Occupancy

	2003	2004	2005	2006	2007	2008	2009	2010
<b>Jan</b>	69.3%	72.8%	73.3%	75.5%	76.9%	66.6%	59.9%	65.8%
<b>Feb</b>	76.8%	80.0%	83.0%	83.7%	77.4%	79.3%	66.1%	73.6%
<b>Mar</b>	80.7%	86.6%	89.8%	89.0%	87.8%	82.1%	74.3%	84.8%
<b>Apr</b>	71.5%	78.7%	83.4%	79.0%	78.6%	73.3%	63.0%	68.8%
<b>May</b>	62.0%	66.5%	70.2%	68.4%	67.7%	63.4%	54.6%	58.0%
<b>Jun</b>	55.3%	58.5%	63.5%	66.3%	62.0%	54.1%	47.1%	
<b>Jul</b>	46.8%	50.2%	55.8%	53.4%	51.7%	45.1%	43.5%	
<b>Aug</b>	49.0%	51.7%	57.6%	55.6%	58.4%	49.7%	44.5%	
<b>Sep</b>	53.8%	60.6%	64.2%	63.7%	60.9%	55.1%	49.9%	
<b>Oct</b>	64.4%	69.5%	73.3%	75.1%	70.4%	63.0%	61.4%	
<b>Nov</b>	64.4%	70.0%	74.4%	74.6%	67.4%	57.8%	60.6%	
<b>Dec</b>	51.6%	54.3%	55.5%	55.2%	49.6%	44.0%	49.3%	
<b>Annual Avg.*</b>	<b>62.2%</b>	<b>66.6%</b>	<b>70.4%</b>	<b>69.9%</b>	<b>66.6%</b>	<b>61.0%</b>	<b>56.0%</b>	

\*Annual Average Scottsdale Occupancy in 2002 was 61.0%

Source: [Smith Travel Research](#)

## Scottsdale Room Rate 2003-2010 (to date)



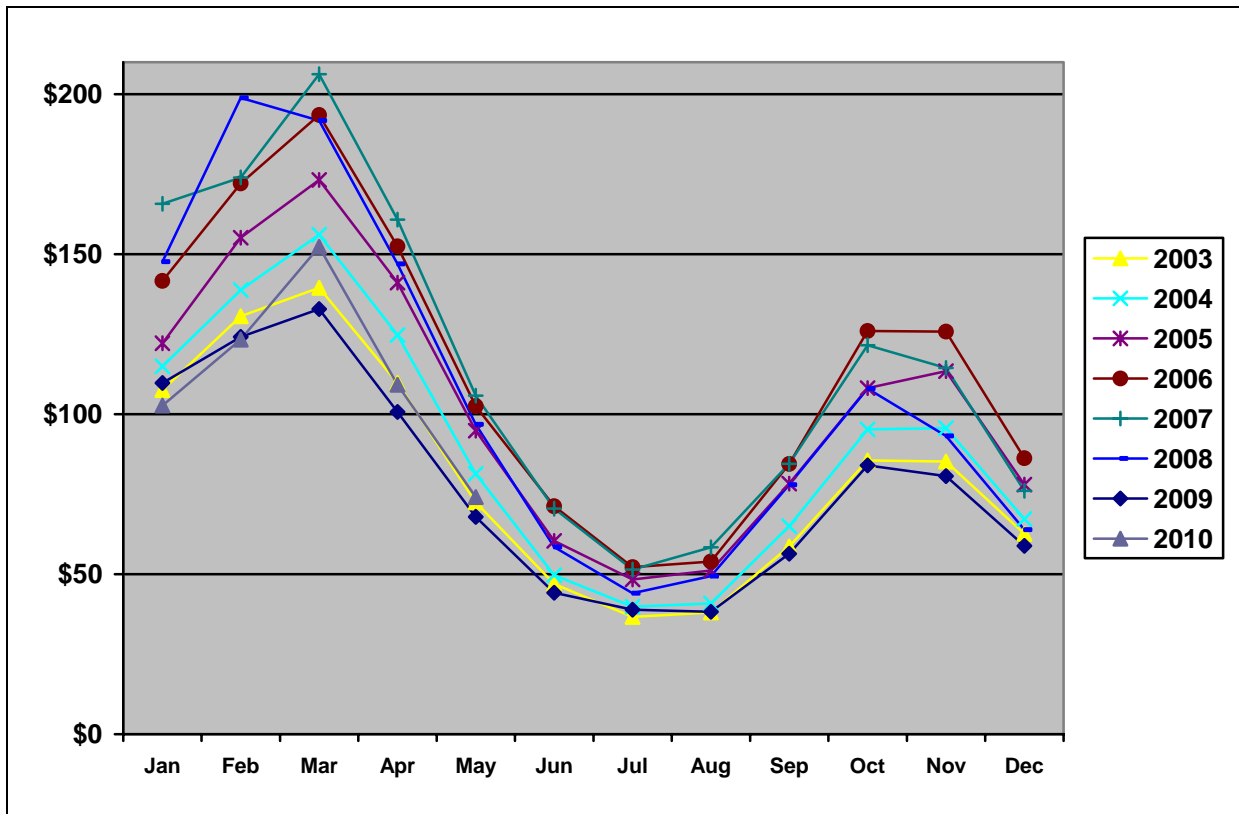
### Scottsdale Room Rate

	2003	2004	2005	2006	2007	2008	2009	2010
<b>Jan</b>	\$155.30	\$157.91	\$166.59	\$187.69	\$215.66	\$221.56	\$183.24	\$156.08
<b>Feb</b>	\$170.03	\$173.50	\$187.00	\$205.64	\$224.80	\$250.74	\$187.78	\$167.65
<b>Mar</b>	\$172.77	\$180.37	\$192.91	\$217.46	\$234.93	\$233.38	\$178.73	\$179.65
<b>Apr</b>	\$153.58	\$158.35	\$169.14	\$192.94	\$204.47	\$200.37	\$159.88	\$158.70
<b>May</b>	\$116.84	\$122.33	\$135.05	\$149.85	\$156.30	\$152.68	\$124.47	\$127.66
<b>Jun</b>	\$84.95	\$84.97	\$95.14	\$107.44	\$113.65	\$108.13	\$93.71	
<b>Jul</b>	\$78.22	\$79.28	\$86.63	\$97.63	\$99.74	\$97.61	\$89.26	
<b>Aug</b>	\$77.66	\$79.02	\$88.79	\$97.09	\$100.10	\$99.46	\$85.92	
<b>Sep</b>	\$109.11	\$107.25	\$121.87	\$132.42	\$138.60	\$141.34	\$113.11	
<b>Oct</b>	\$132.81	\$137.09	\$147.56	\$167.70	\$172.75	\$171.56	\$136.79	
<b>Nov</b>	\$132.24	\$136.63	\$152.56	\$168.51	\$169.91	\$161.27	\$133.11	
<b>Dec</b>	\$121.36	\$123.99	\$140.56	\$156.12	\$153.12	\$145.13	\$119.49	
<b>Annual Avg.*</b>	<b>\$130.84</b>	<b>\$134.20</b>	<b>\$145.31</b>	<b>\$164.19</b>	<b>\$170.59</b>	<b>\$172.26</b>	<b>\$139.28</b>	

\*Annual Average Scottsdale Room Rate in 2002 was \$137.57

Source: [Smith Travel Research](#)

## Scottsdale Revenue Per Available Room (RevPAR) 2003-2010 (to date)



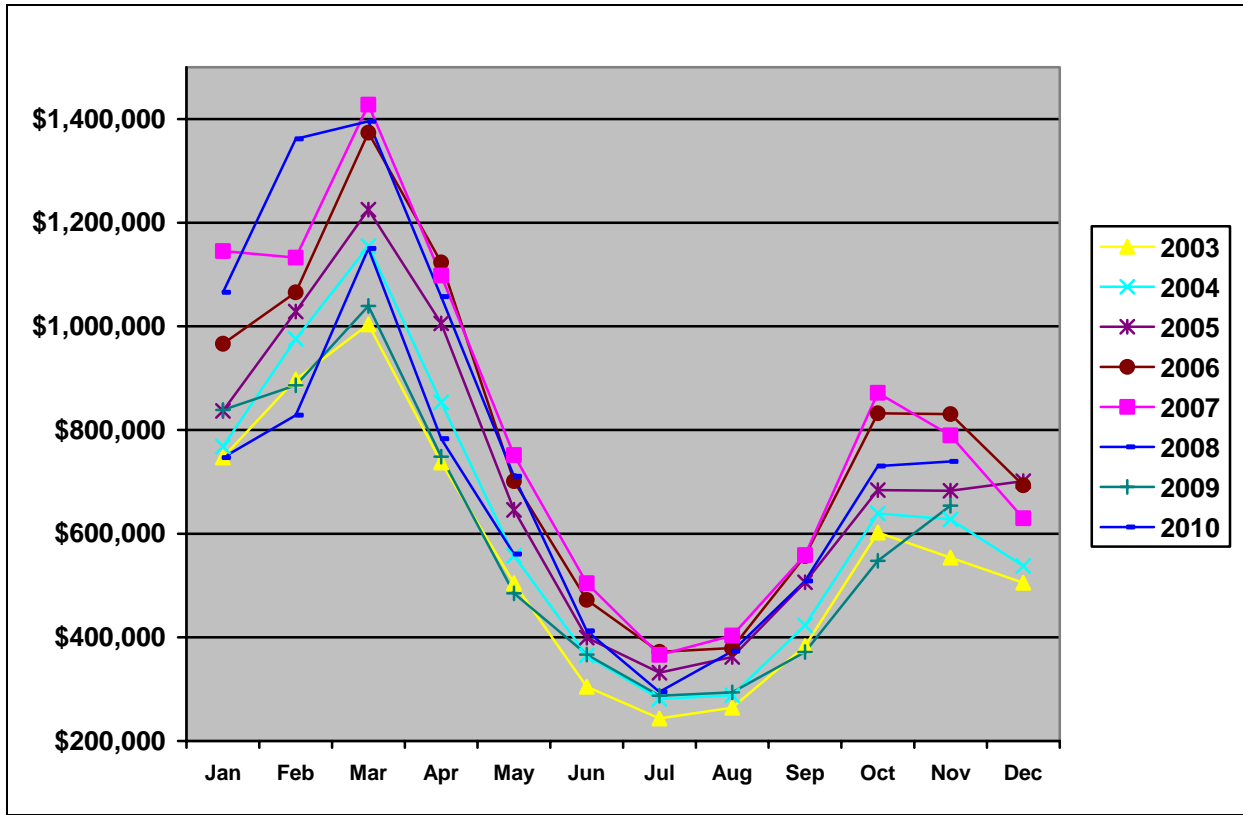
### Scottsdale RevPAR

	2003	2004	2005	2006	2007	2008	2009	2010
<b>Jan</b>	\$107.57	\$114.94	\$122.16	\$141.65	\$165.77	\$147.62	\$109.74	\$102.72
<b>Feb</b>	\$130.56	\$138.77	\$155.13	\$172.12	\$173.99	\$198.85	\$124.10	\$123.33
<b>Mar</b>	\$139.46	\$156.12	\$173.22	\$193.46	\$206.26	\$191.72	\$132.85	\$152.30
<b>Apr</b>	\$109.76	\$124.70	\$141.06	\$152.44	\$160.80	\$146.94	\$100.68	\$109.21
<b>May</b>	\$72.43	\$81.33	\$94.84	\$102.52	\$105.78	\$96.79	\$67.91	\$74.07
<b>Jun</b>	\$46.94	\$49.70	\$60.41	\$71.22	\$70.45	\$58.53	\$44.17	
<b>Jul</b>	\$36.62	\$39.83	\$48.37	\$52.18	\$51.46	\$44.02	\$38.87	
<b>Aug</b>	\$38.05	\$40.82	\$51.15	\$53.95	\$58.43	\$49.41	\$38.25	
<b>Sep</b>	\$58.66	\$65.00	\$78.29	\$84.41	\$84.47	\$77.92	\$56.41	
<b>Oct</b>	\$85.54	\$95.26	\$108.15	\$125.96	\$121.59	\$108.00	\$83.97	
<b>Nov</b>	\$85.18	\$95.65	\$113.48	\$125.78	\$114.48	\$93.19	\$80.62	
<b>Dec</b>	\$62.63	\$67.28	\$77.98	\$86.23	\$76.00	\$63.89	\$58.86	
<b>Annual Avg.*</b>	<b>\$81.40</b>	<b>\$89.35</b>	<b>\$102.31</b>	<b>\$114.72</b>	<b>\$113.58</b>	<b>\$105.05</b>	<b>\$78.03</b>	

\*Annual Average Scottsdale RevPAR in 2002 was \$83.97

Source: [Smith Travel Research](#)

## Scottsdale Bed Tax Collections 2004-2010 (to date)



### Scottsdale Bed Tax Collections

	2004	2005	2006	2007	2008	2009	2010
<b>Jan</b>	\$768,241	\$836,851	\$966,366	\$1,145,222	\$1,065,634	\$838,870	\$746,527
<b>Feb</b>	\$975,676	\$1,028,404	\$1,065,586	\$1,132,446	\$1,361,716	\$886,188	\$828,485
<b>Mar</b>	\$1,154,875	\$1,225,394	\$1,373,686	\$1,427,745	\$1,395,675	\$1,039,177	\$1,150,123
<b>Apr</b>	\$853,472	\$1,005,729	\$1,123,309	\$1,098,091	\$1,057,041	\$748,393	\$783,160
<b>May</b>	\$557,395	\$645,984	\$701,287	\$751,622	\$710,413	\$484,786	\$560,558
<b>Jun</b>	\$364,844	\$399,428	\$472,291	\$504,334	\$412,163	\$366,474	
<b>Jul</b>	\$281,213	\$331,683	\$371,782	\$365,852	\$294,899	\$287,445	
<b>Aug</b>	\$288,503	\$361,974	\$379,088	\$403,225	\$373,040	\$293,820	
<b>Sep</b>	\$423,155	\$506,242	\$556,836	\$558,736	\$508,832	\$371,649	
<b>Oct</b>	\$638,982	\$684,021	\$832,095	\$871,790	\$730,114	\$547,610	
<b>Nov</b>	\$627,781	\$682,816	\$830,766	\$789,492	\$739,333	\$653,810	
<b>Dec</b>	\$537,716	\$701,101	\$693,215	\$629,853	\$567,325	\$496,390	
<b>Annual Total</b>	\$7,471,853	\$8,409,627	\$9,366,307	\$9,678,408	\$9,216,185	\$7,014,612	

Source: City of Scottsdale