

2024 ARIZONA TOURISM INDUSTRY

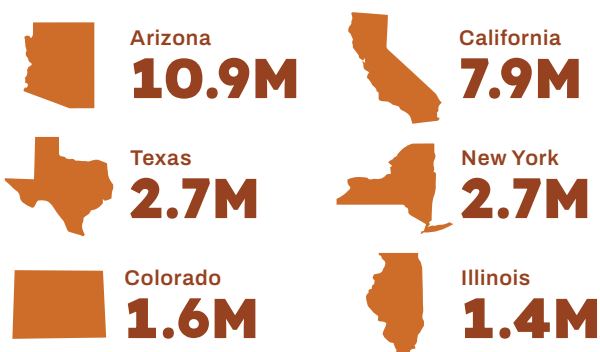
STATEWIDE ECONOMIC IMPACT

41.16M

Domestic overnight visitors who experienced Arizona as a travel destination

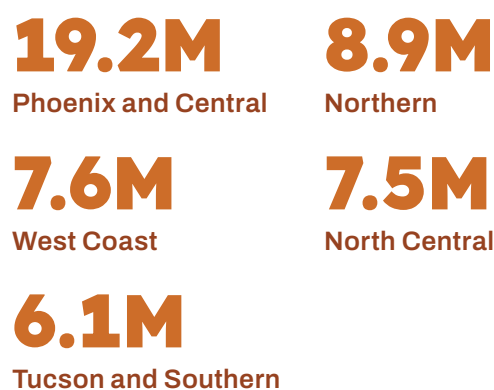
⬆ 0.7% over 2023

VISITORS FROM TOP ORIGIN STATES



REGIONAL OVERNIGHT VISITATION

REFLECTS OVERLAP IN VISITS TO MULTIPLE REGIONS



*Top Origin States and Regional Overnight Visitation volume estimates are based on survey data. These data can vary from year to year.

\$29.7B

Direct travel spending generated within Arizona

⬆ 1.1% over 2023

VISITOR SPENDING

\$20.7B

Non-transportation spending

⬆ 1.8% over 2023

\$81.4M

Direct travel spending injected into our state's economy every day

193,856

Industry-related jobs directly generated by travel spending

⬆ 3.2% over 2023

When combined with indirect and induced employment, the travel industry impacts **324,136** jobs.

\$9.3B

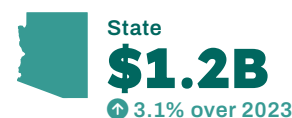
Earnings generated by Arizonans employed by tourism jobs

⬆ 6.6% over 2023

\$4.3B

Local, state and federal tax revenues generated as a result of direct travel spending

⬆ 3.8% over 2023



The Travel and Tourism industry ranks **NUMBER 1** among Arizona's export-oriented industries.

COUNTY LEVEL IMPACT

ARIZONA TRAVEL-GENERATED TAX REVENUE PER RESIDENT HOUSEHOLD, 2024

COUNTY	LOCAL (MILLIONS)	STATE (MILLIONS)	TOTAL (MILLIONS)	NUMBER OF HOUSEHOLDS	TAX PER HOUSEHOLD
 Apache	\$4.4	\$6.2	\$10.6	20,439	\$517
 Cochise	\$15.7	\$15.8	\$31.5	50,476	\$624
 Coconino	\$97.9	\$81.0	\$178.9	53,642	\$3,335
 Gila	\$12.9	\$16.3	\$29.2	23,253	\$1,254
 Graham	\$3.8	\$3.5	\$7.3	12,460	\$586
 Greenlee	\$0.3	\$0.7	\$1.0	3,444	\$292
 La Paz	\$7.1	\$7.8	\$15.0	8,887	\$1,686
 Maricopa	\$922.0	\$708.9	\$1,630.8	1,697,342	\$961
 Mohave	\$32.5	\$35.0	\$67.5	96,899	\$697
 Navajo	\$18.1	\$19.3	\$37.4	39,171	\$954
 Pima	\$81.6	\$146.6	\$228.2	430,965	\$530
 Pinal	\$37.1	\$44.6	\$81.7	157,193	\$520
 Santa Cruz	\$8.8	\$10.6	\$19.4	16,816	\$1,154
 Yavapai	\$68.4	\$55.5	\$124.0	108,900	\$1,138
 Yuma	\$25.9	\$31.1	\$57.0	76,903	\$742
 Arizona	\$1,336.5	\$1,183.0	\$2,519.5	2,796,790	\$901

\$901

Tax revenue generated by the tourism industry lessens the annual tax burden by **\$901** for every Arizona household