

Visitors to Arizona's North Central Region

Prepared by
 Arizona Office of Tourism
 Research Division

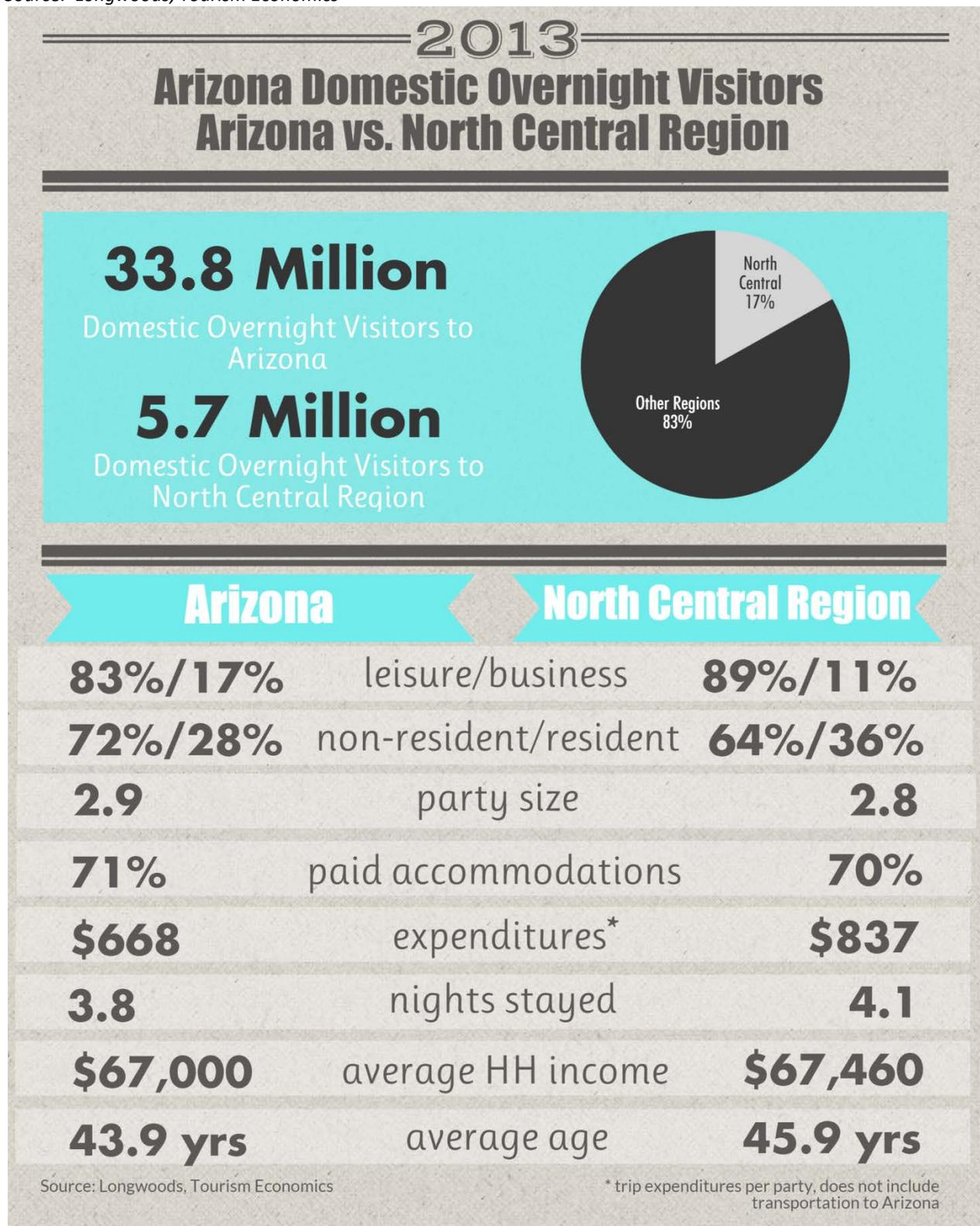


Introduction

This summary is a compilation of several sources; visitor volume from Longwoods, profile data from Tourism Economics, visitor Visa card spending from Buxton, and online travel search and book data from nSight. Each source utilizes a different methodology; the Arizona Office of Tourism aggregates and interprets the data to create a more complete picture of the Arizona visitor. AOT utilizes this data to target potential visitors, create impactful marketing campaigns, and assist Arizona communities in marketing their destination.

Who visits the North Central Region?

Source: Longwoods, Tourism Economics



North Central Region: Visitor Profile Based on Visa Card Spend

Period: May 2013-April 2014

Source: Buxton

Visitor Profile:

- Age Range of 55+ (67% of spend)
- Professional Occupation/Retired (70% of spend)
- College Educated (65% of spend)
- Income level of \$50K+ (54% of spend)
- Married (62% of spend)

Top Visitor Segments

These segments represent approximately 38% of North Central region visitation spending. For more detailed data on the segments, visit:

<http://guides.business-strategies.co.uk/mosaicusa2011/html/animation.htm>

1. C11 – Aging of Aquarius

- Age: 85% are between 51-65
- Income: 65% have a household income greater than \$100,000/year
- Children in Household: less than 1%
- Travel domestically: 58%

2. A02 – Platinum Prosperity

- Age: 60% are between 51-65
- Income: 100% have a household income greater than \$100,000/year
- Children in Household: 4%
- Travel domestically: 64%

3. A01 – American Royalty

- Age: 48% are between 51-65
- Income: 87% have a household income greater than \$100,000/year
- Children in Household: 26%
- Travel domestically: 60%

4. B07 – Generational Soup

- Age: 55% are between 51-65
- Income: 68% have a household income greater than \$100,000/year
- Children in Household: 38%
- Travel domestically: 60%

5. C13 – Silver Sophisticates

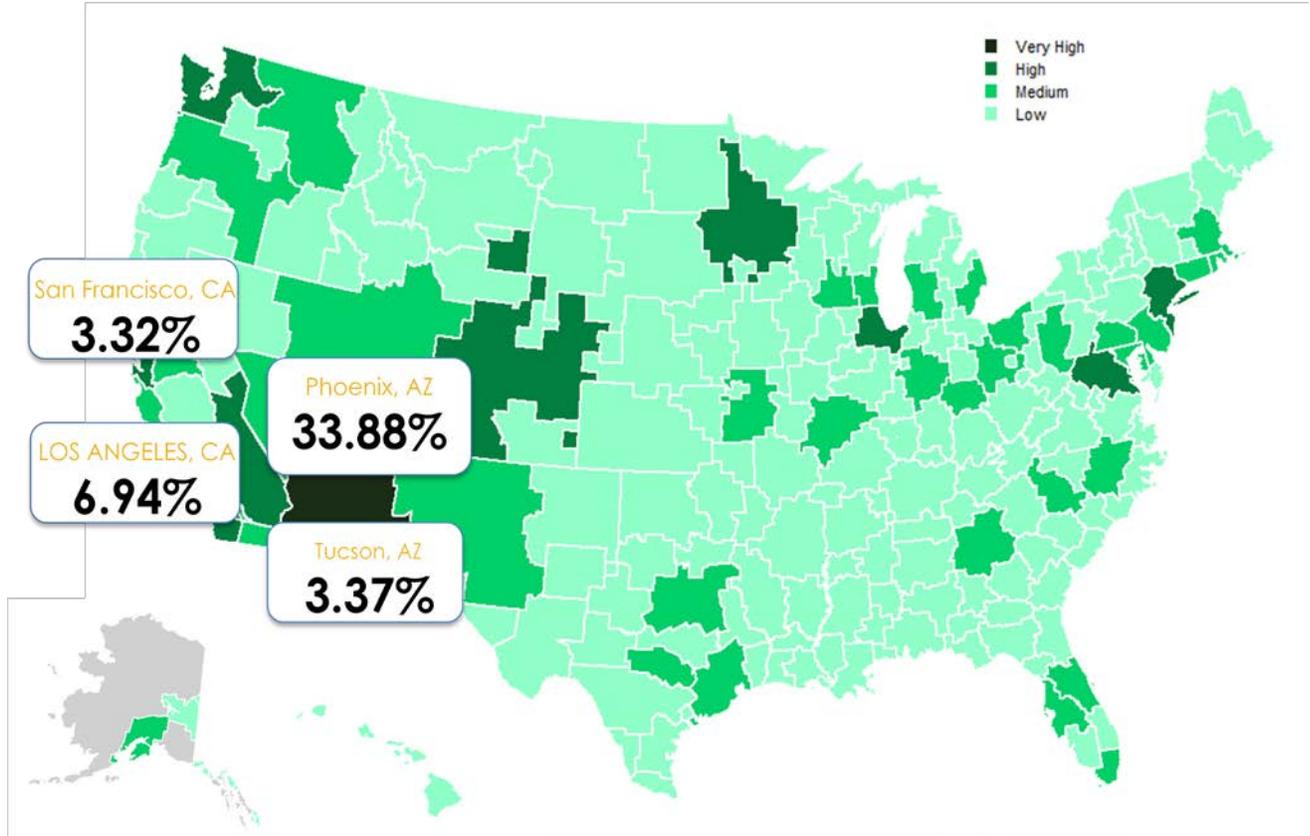
- Age: 58% are between 51-75
- Income: 49% have an income greater than \$100,000/year

- Children in Household: 3%
 - Travel domestically: 49%
- 6. E21 – Unspoiled Splendor**
- Age: 90% are between 51-65 years old
 - Income: 24% have a household income greater than \$100,000/year
 - Children in Household: 1.6%
 - Travel domestically: 47%
- 7. J34 – Autumn Years**
- Age: 82% are over the age of 66
 - Income: 20% have a household income greater than \$100,000/year
 - Children in Household: 2%
 - Travel domestically: 42%
- 8. Q62 – Reaping Rewards**
- Age: 68% are over the age of 76
 - Income: 17% have a household income greater than \$100,000/year
 - Children in Household: 0.6%
 - Travel domestically: 45%

North Central Region: Top Visitor Cities of Origin by Visa Card Spend

Period: May 2013-April 2014

Source: Buxton

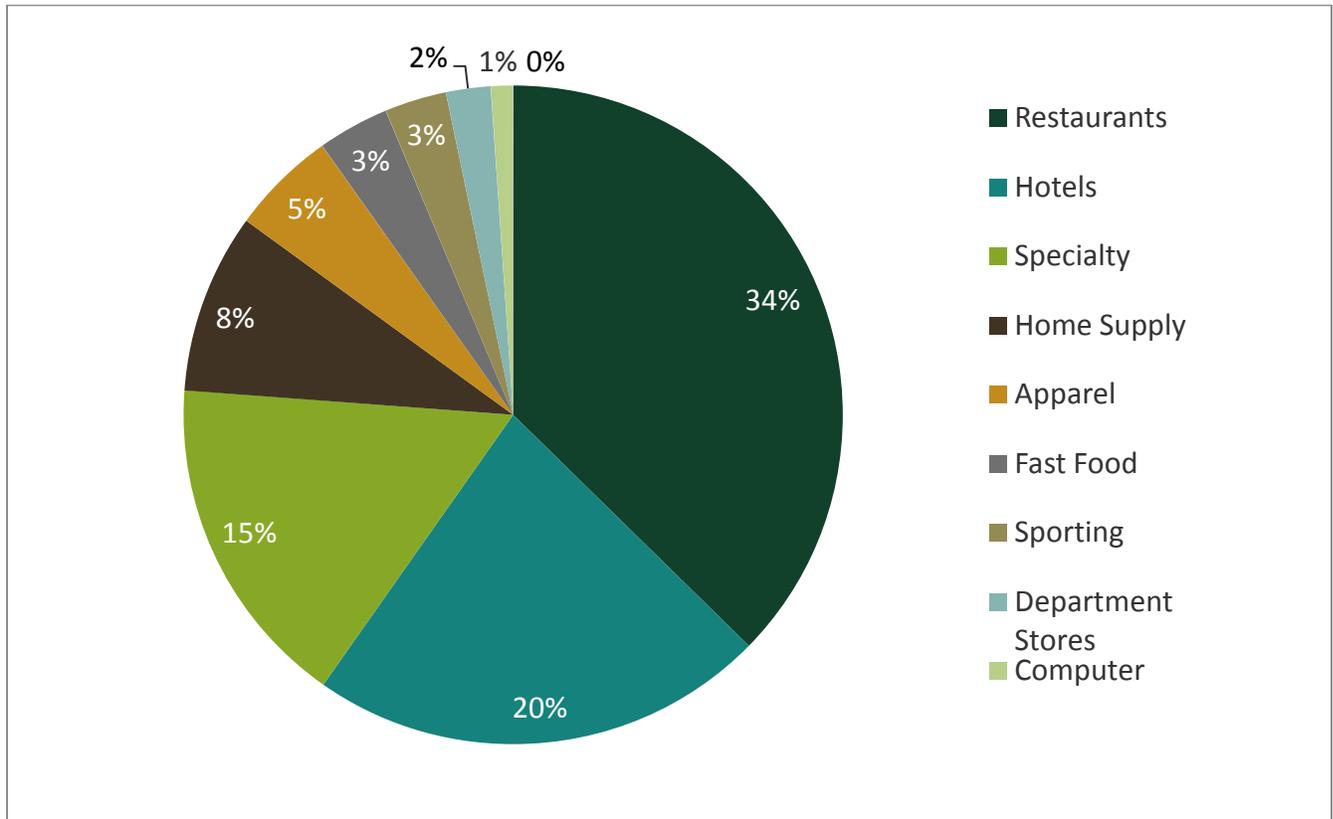


	Top DMAs	% of Spend
1	Phoenix (Prescott) AZ	33.88%
2	Los Angeles CA	6.94%
3	Tucson (Sierra Vista) AZ	3.37%
4	San Francisco-Oakland-San Jose CA	3.32%
5	Chicago IL	3.12%
6	New York NY	2.84%
7	Seattle-Tacoma WA	2.66%
8	San Diego CA	2.01%
9	Denver CO	1.98%
10	Minneapolis-St. Paul MN	1.97%

North Central Region: Overall Visitor Spend by Category

Period: May 2013-April 2014

Source: Buxton



Share of Spending on Hotels from Top Source Markets:

Of the top ten source markets, what percentage of the total expenditure is for overnight accommodation?

	Top DMAs	% of Spend on Hotels
1	Phoenix (Prescott) AZ	15.9%
2	Los Angeles CA	25.0%
3	Tucson (Sierra Vista) AZ	26.3%
4	San Francisco-Oakland-San Jose CA	31.2%
5	Chicago IL	29.5%
6	New York NY	34.9%
7	Seattle-Tacoma WA	24.8%
8	San Diego CA	24.7%
9	Denver CO	22.7%
10	Minneapolis-St. Paul MN	21.8%

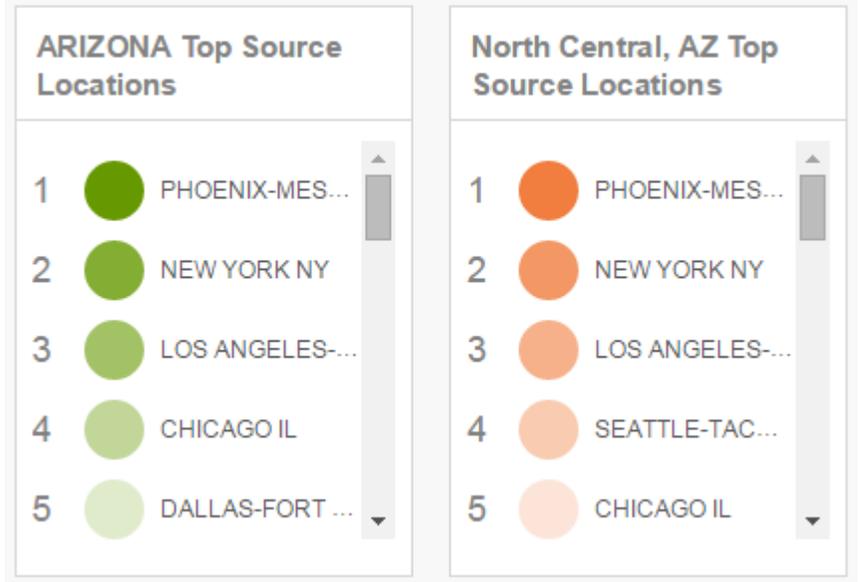
North Central Region: Where are visitors searching from?

Period: May 2013-April 2014 (Travel Date)

Source: nSight

Top Ten Source Locations for North Central Region:

1. Phoenix-Mesa, AZ
2. New York, NY
3. Los Angeles-Riverside-Orange County, CA
4. Seattle-Tacoma, WA
5. Chicago, IL
6. San Diego, CA
7. Nuremberg, DE
8. San Jose, CA
9. Lubeck, DE
10. San Francisco, CA



Search to Stay Trend

The average number of days from the time a visitor begins searching to the time they arrive at the destination.

