



Tucson & Southern Region 2015 Year-End Data Review



AOT Research Staff



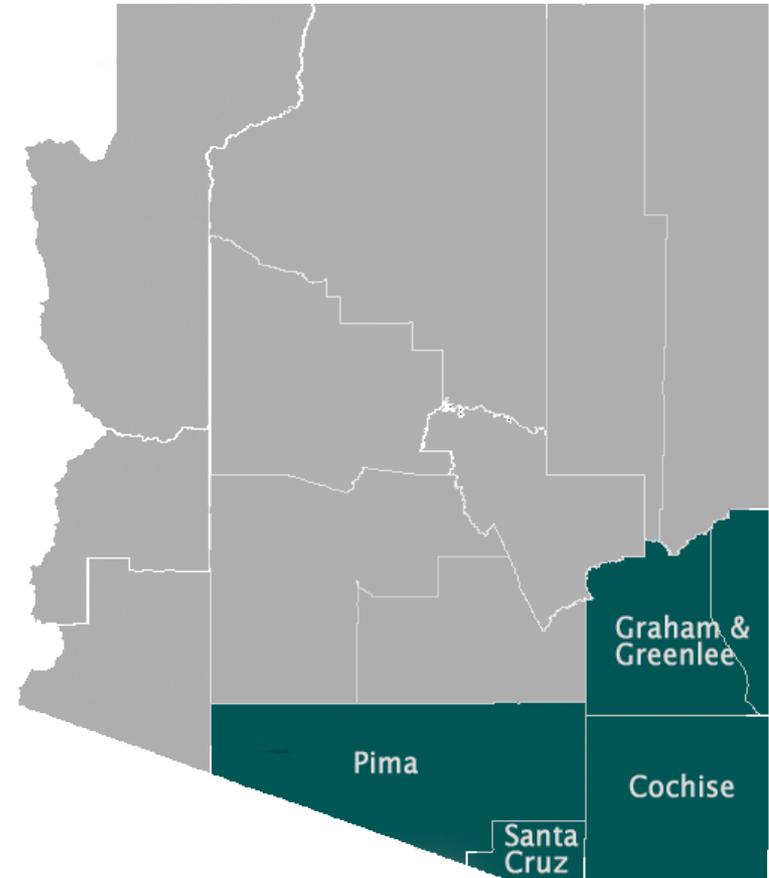
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Agenda

- Statewide Overview
- Economic Impact of Tourism
- Regional Visitor Profile
- Regional International Visa Card Spending Profile
- Year-To-Date Indicators



Presentation slides available at:

<https://tourism.az.gov/research-statistics>

2015 Arizona Tourism Industry Performance

42.1 Million

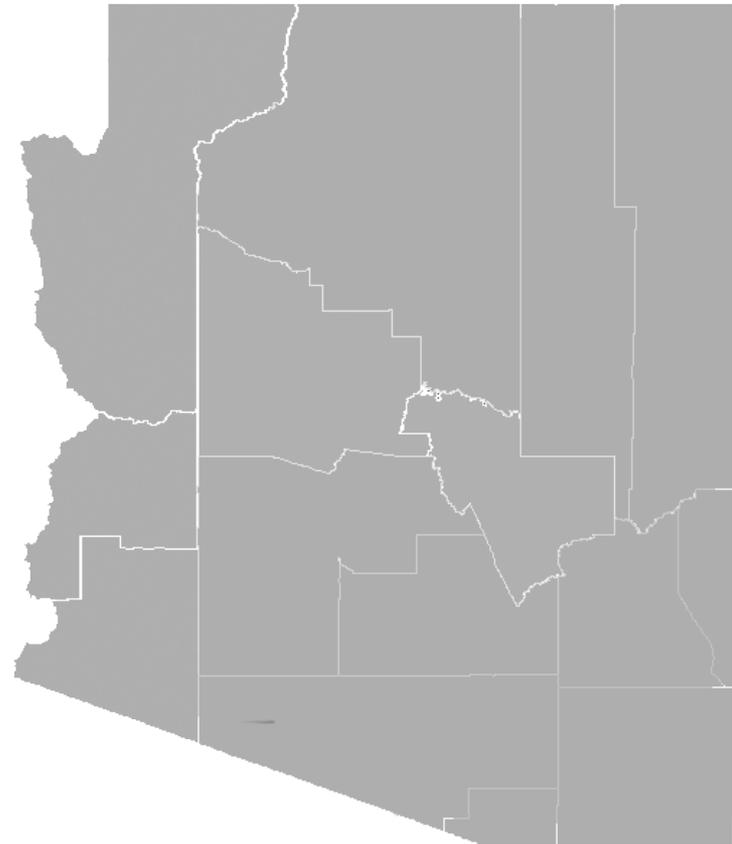
Overnight Visitors

Up 3.4% YOY

\$21.0 Billion

Direct Spending

Up 1.3% YOY



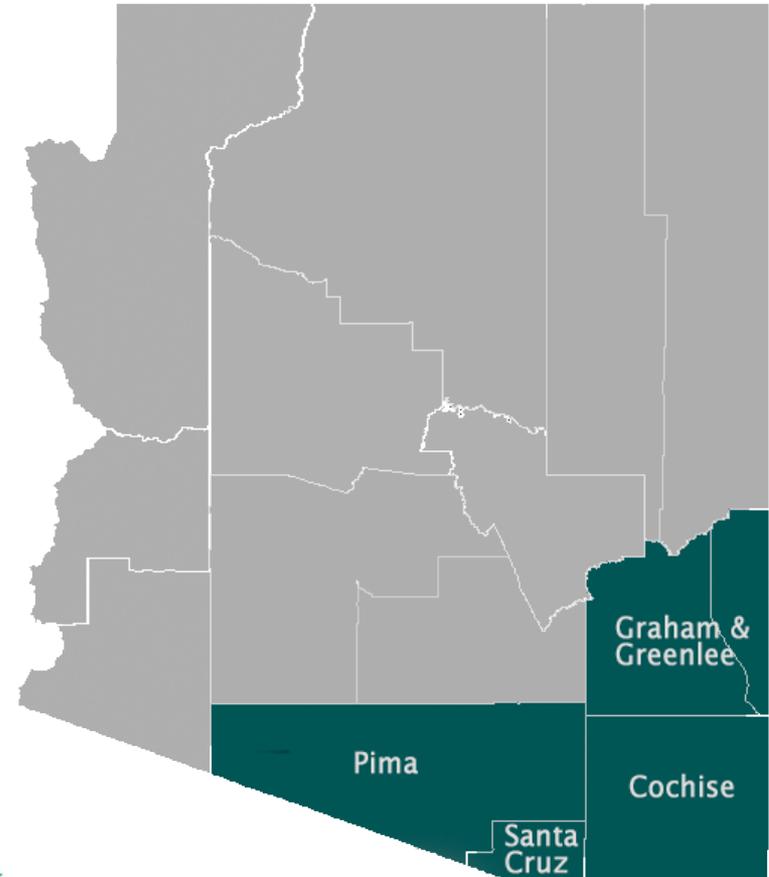
2015 Tucson & Southern Region Industry Performance

6.5 Million

Domestic Overnight Visitors

\$3.4 Billion

Direct Spending



Primary Research Partners



- Domestic Travel Only
- Annual, Nationally Representative Survey
- Regional Visitor Volume
- Visitor Origins
- Visitor Age
- Activities Participated

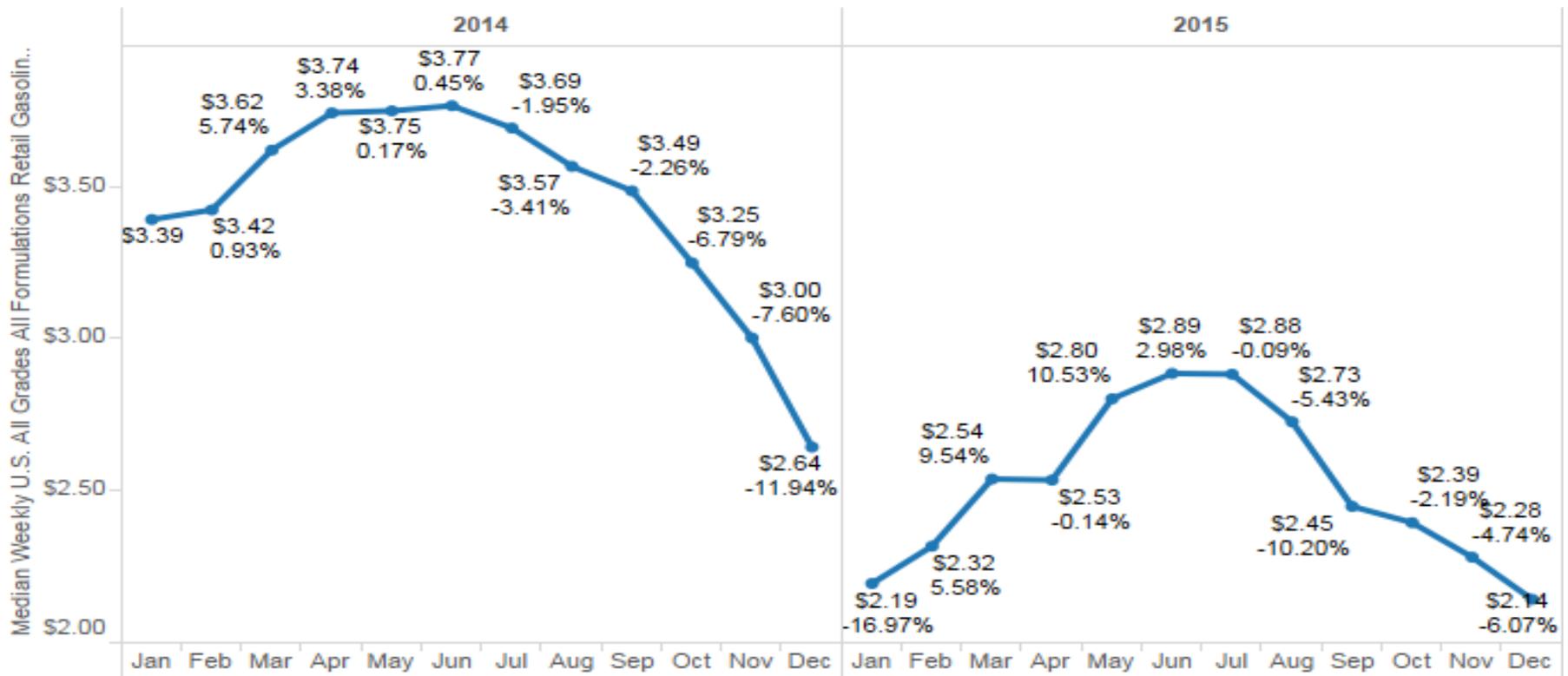
- Economic Impact of Travel
- Domestic and International Spending
- Jobs, Earnings, Taxes Generated
- Spending by Accommodation Type
- Spending by Commodity Purchased
- Regional, County, and Legislative District Data Available

ECONOMIC IMPACT OF TRAVEL 2015

Tucson & Southern Region

Gasoline Price Impact

National Gas Price Line Chart



Visitor Spending & Economic Impact

<https://tourism.az.gov/research-statistics/economic-impact>

Dean Runyan Associates

Arizona Travel Impacts 1998-2015p



Photo courtesy of Arizona Office of Tourism

June 2016

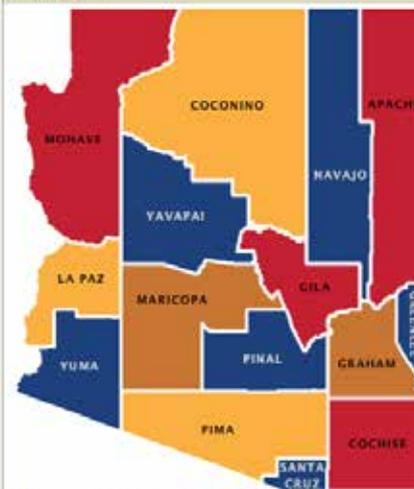
Prepared for the

Arizona Office of Tourism
Phoenix, Arizona

ARIZONA TRAVEL IMPACTS

Access data by clicking on county map, or switch tab for region or state map

Select County



Select Legislative District

Select Region

Select State

You now have direct access to travel impact data, as reported in the Economic Impact reports, prepared annually by Dean Runyan Associates, Inc. for the Arizona Office of Tourism. The Economic Impact Report includes direct economic impacts of travel to and through Arizona and its regions, counties and legislative districts in categories listed below:

Direct Travel Spending

Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes, paid by the traveler at the point of sale.

Direct Earnings

The earnings (wage and salary disbursements, earned benefits and proprietor income) of employees and owners of businesses that are attributable to travel expenditures.

Direct Employment

Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers and proprietors.

Direct Tax Receipts

Tax receipts collected by state, counties and municipalities, as levied on applicable travel-related purchases, including lodging, food and beverage service, retail goods and motor fuel.

Download PDF Reports:

- Arizona State, Regional and County Travel Impacts
- Arizona Travel Impacts by Legislative District

Dean Runyan Associates

This web application was prepared for the Arizona Office of Tourism.
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Spending by Type of Accommodation

Accommodation Type	2014 Share	2015 Share
Hotel, Motel	41%	43%
Private Home	21%	21%
Campground	2%	1%
Vacation Home	2%	2%
Day Travel	35%	33%
Destination Spending	100%	100%

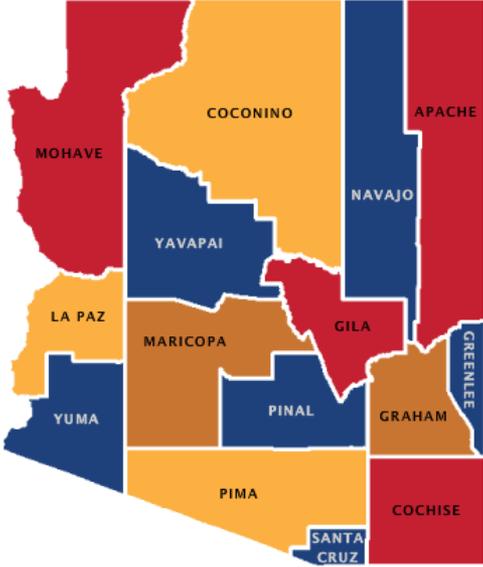


Interactive Data Tool and App

ARIZONA TRAVEL IMPACTS

Access data by clicking on county map, or switch tab for region or state map

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Select Legislative District

Select Region

Select State

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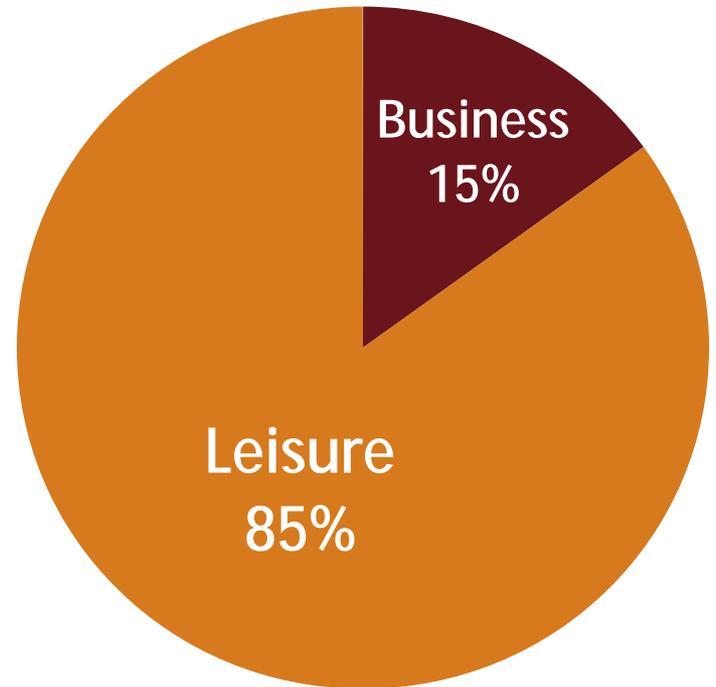
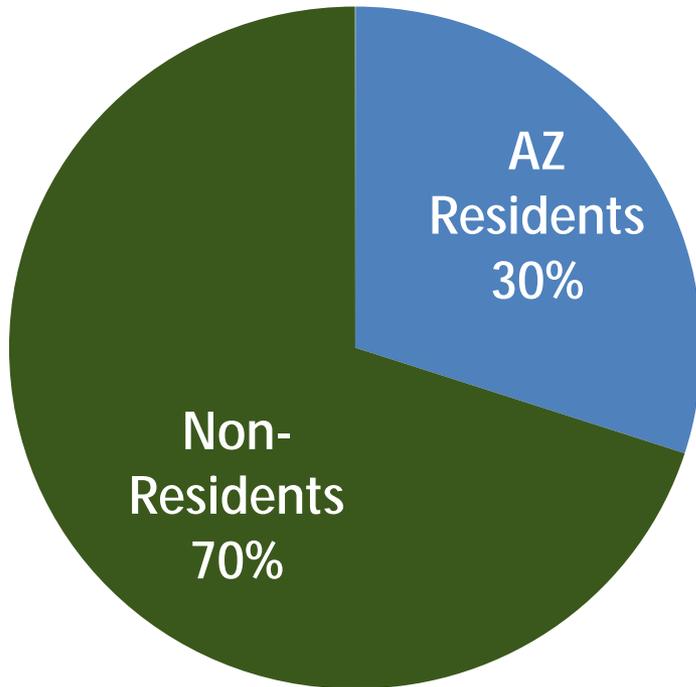
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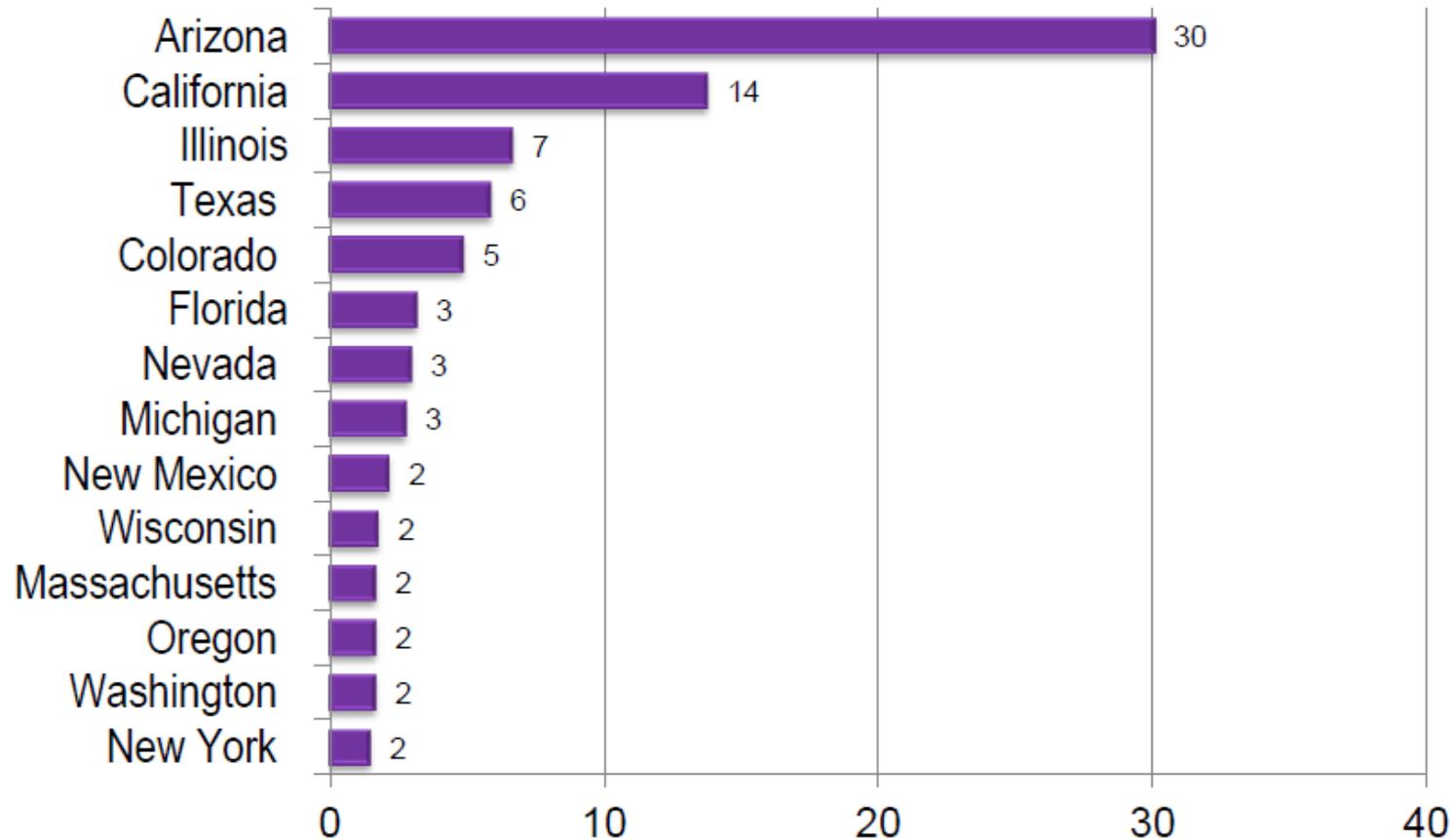
DOMESTIC OVERNIGHT VISITOR PROFILE 2015

Tucson & Southern Region

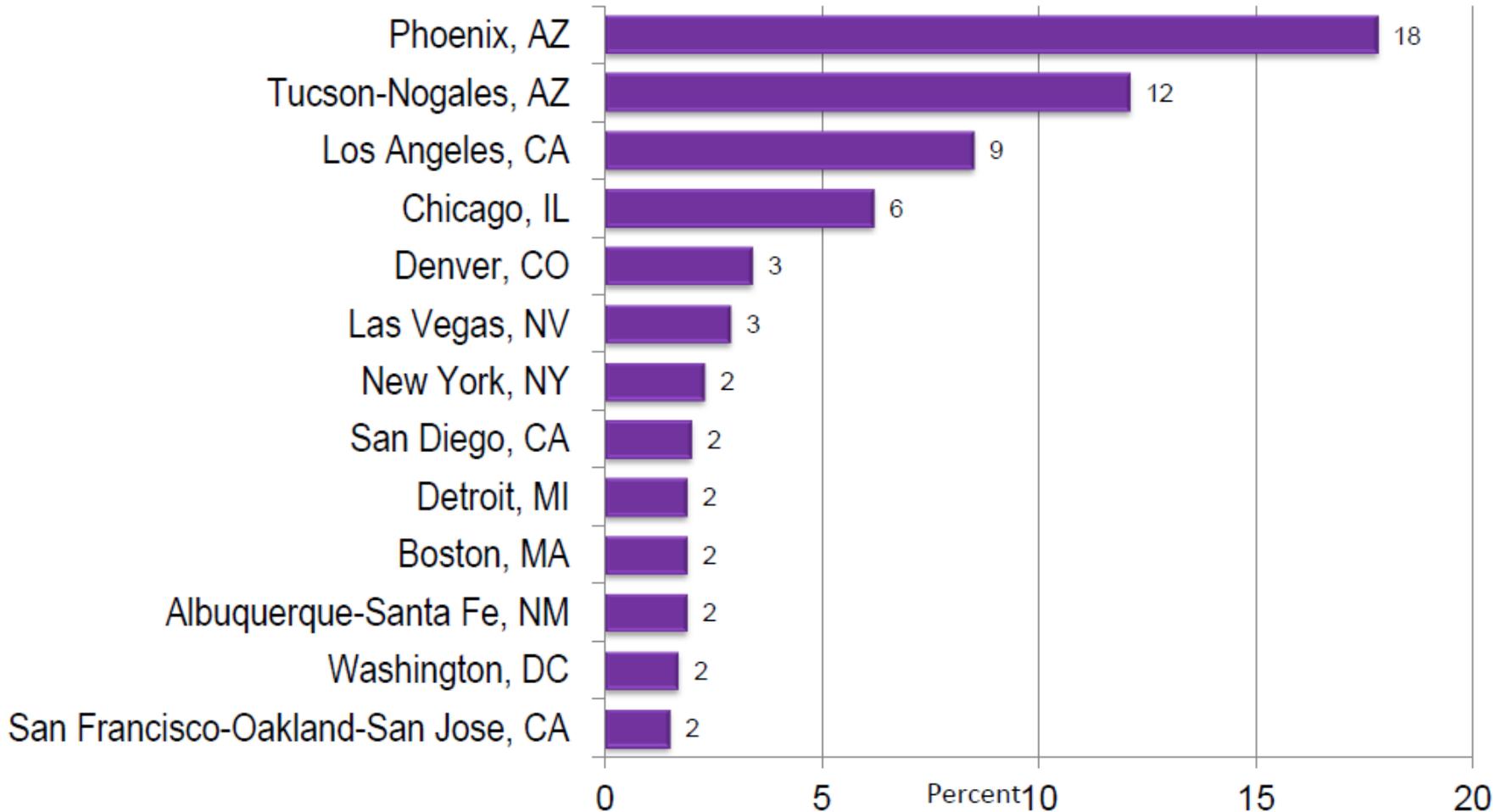
2015 REGIONAL VISITOR PROFILE



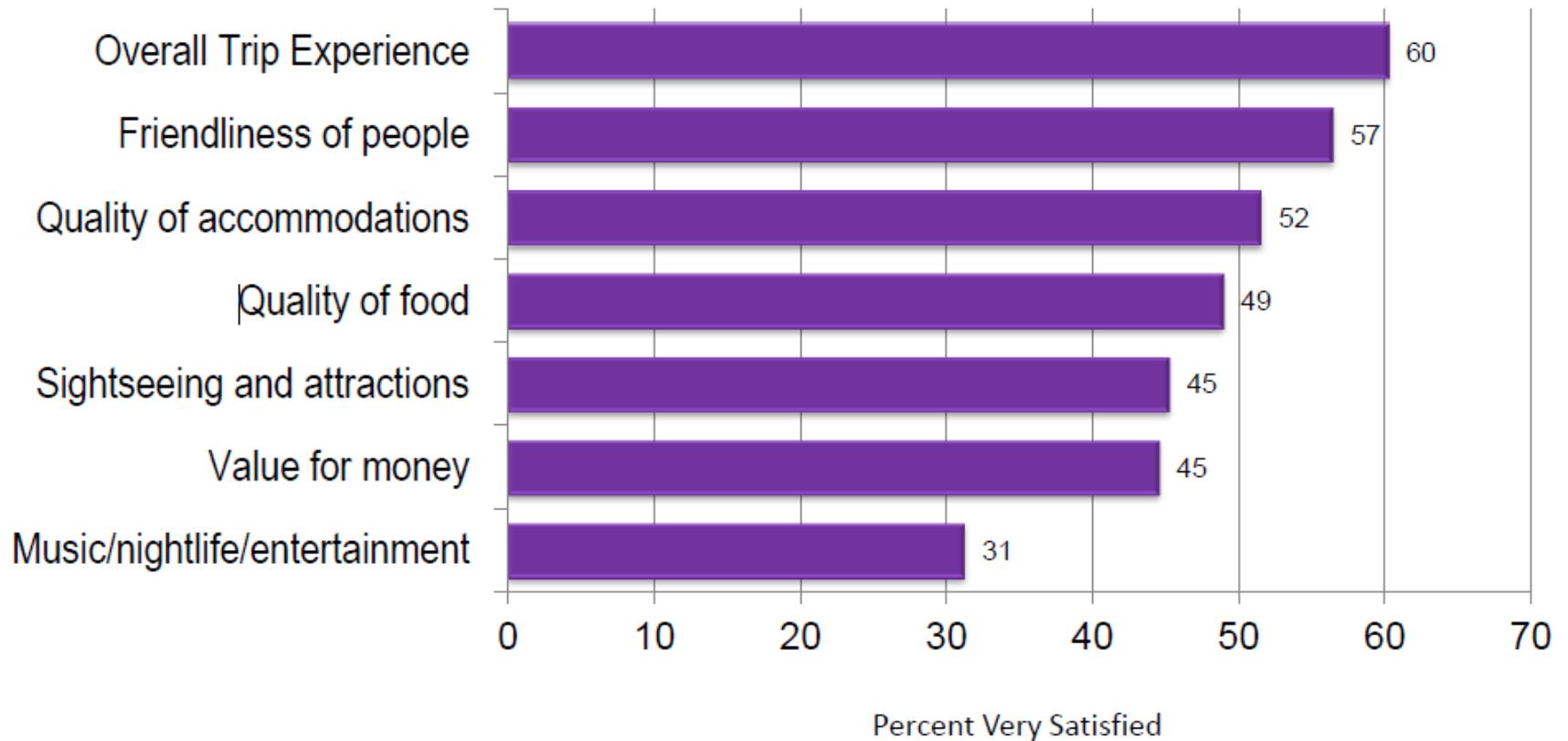
State of Origin of Overnight Trip



DMA of Origin of Overnight Trip

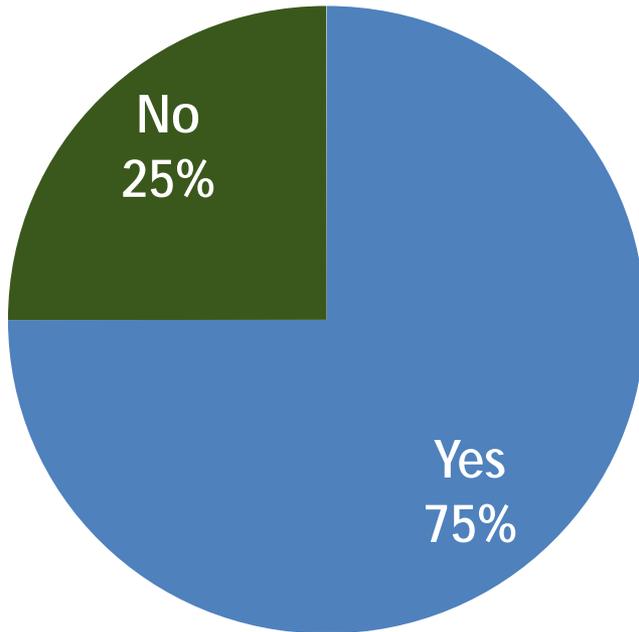


Trip Satisfaction - % Very Satisfied

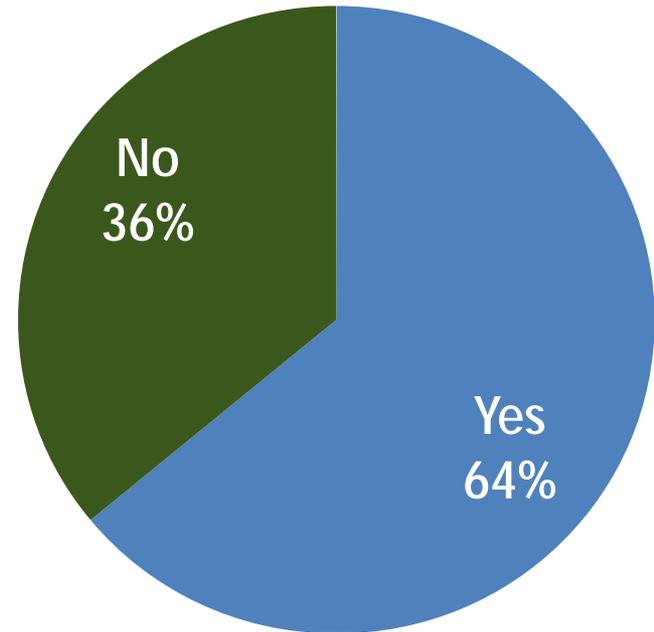


Past Visitation

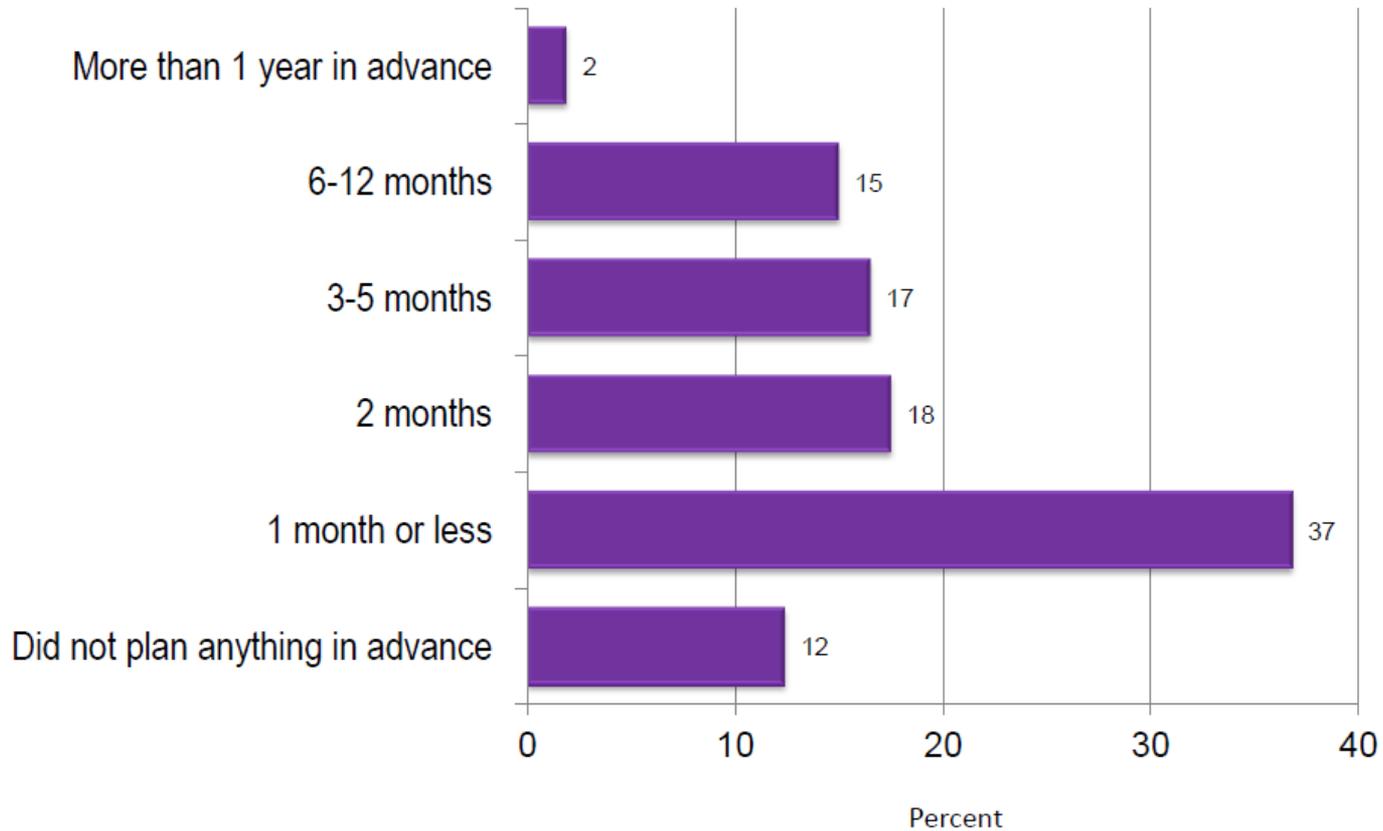
Have you ever visited the Tucson & Southern Region before?



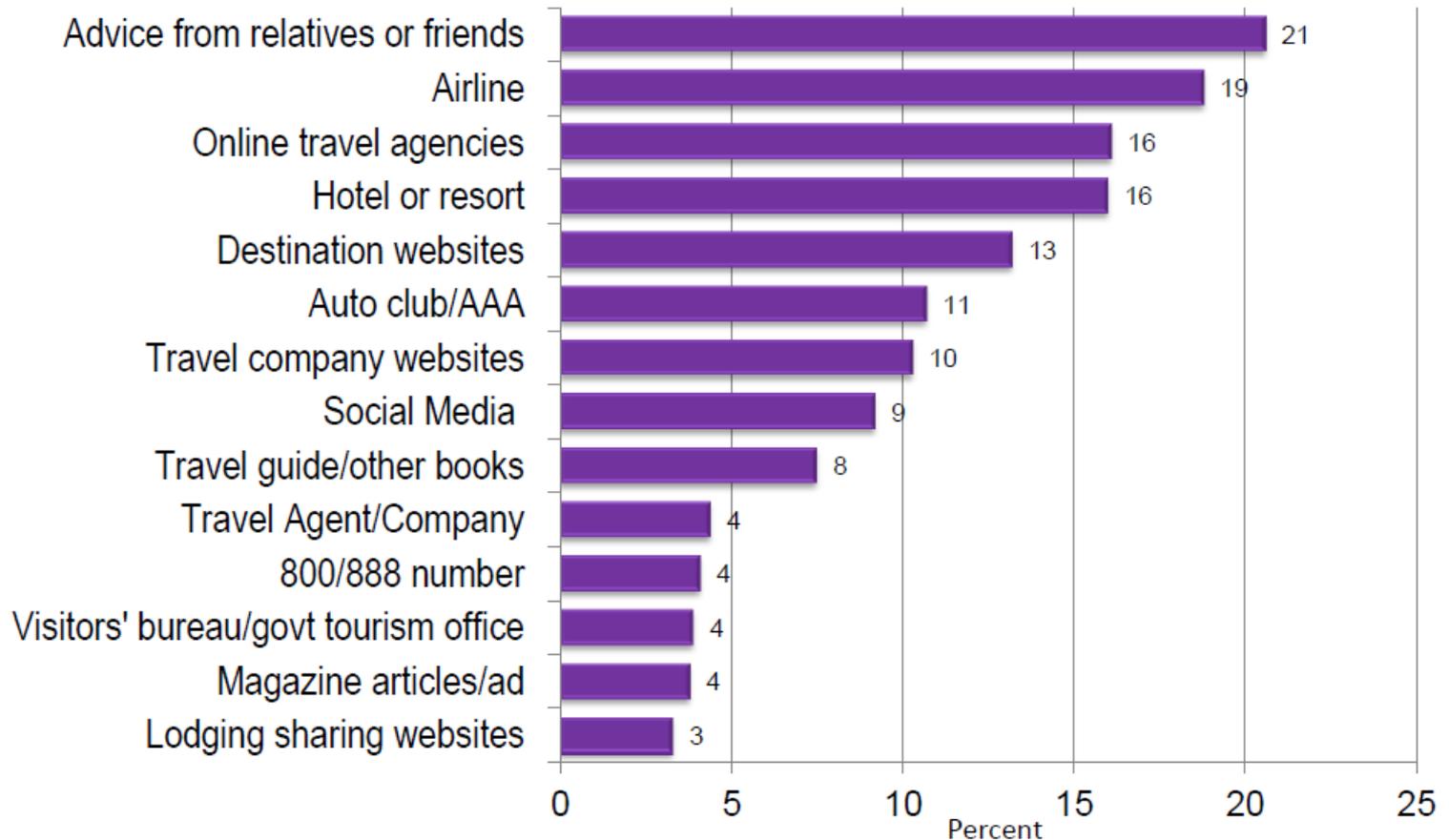
Have you visited the Tucson & Southern Region in the past year?



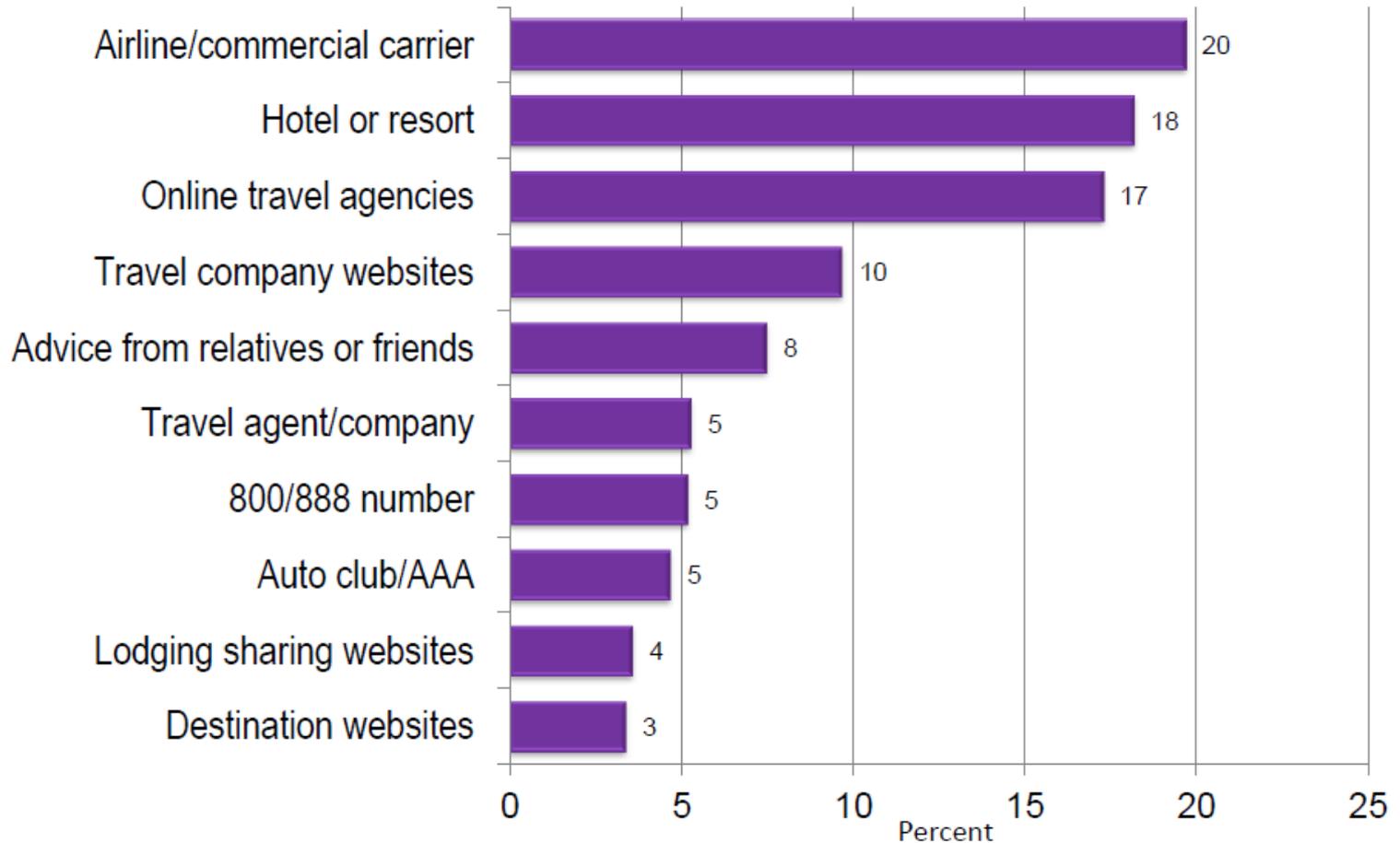
Length of Trip Planning



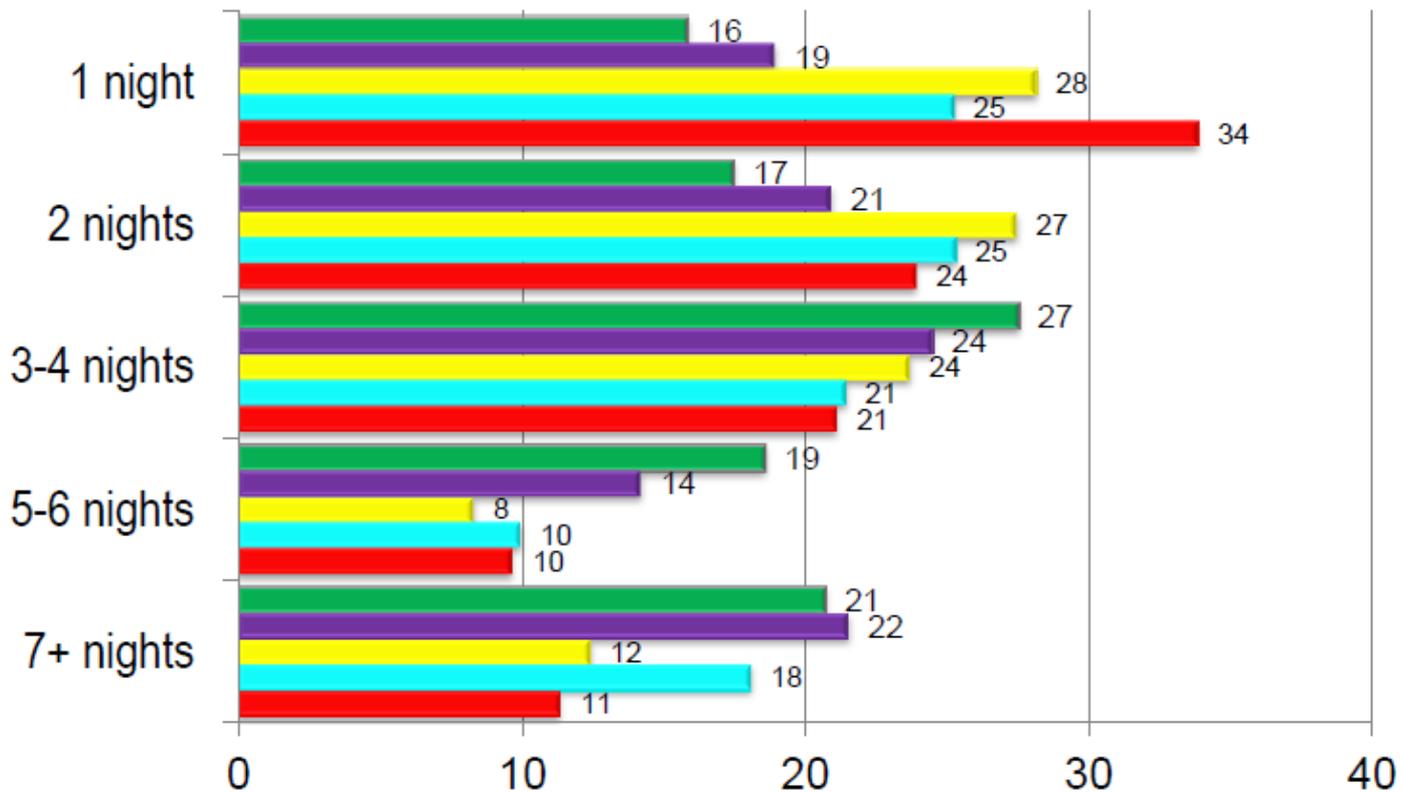
Trip Planning Information Sources



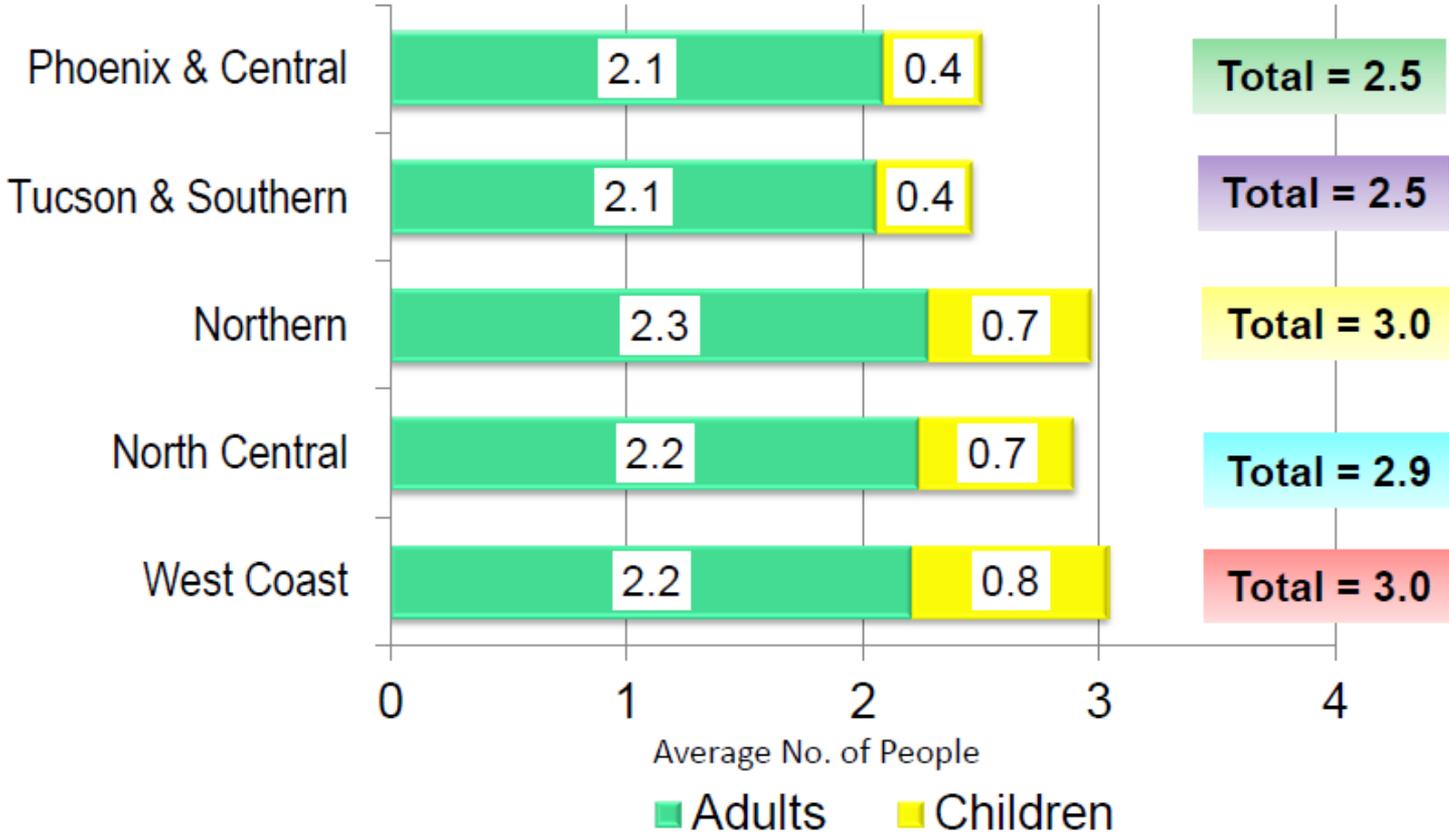
Method of Booking Trip



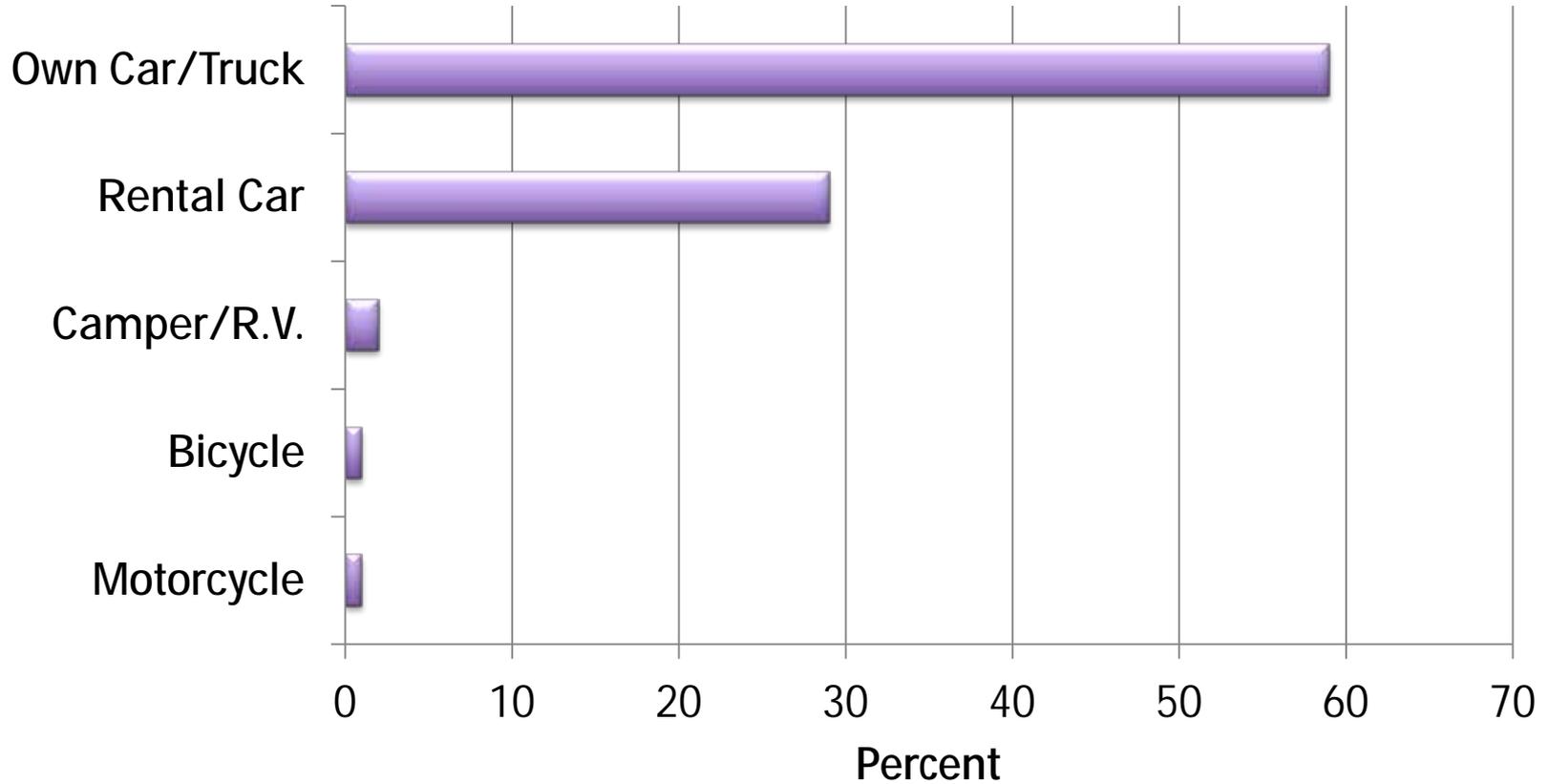
Number of Nights Spent in Region



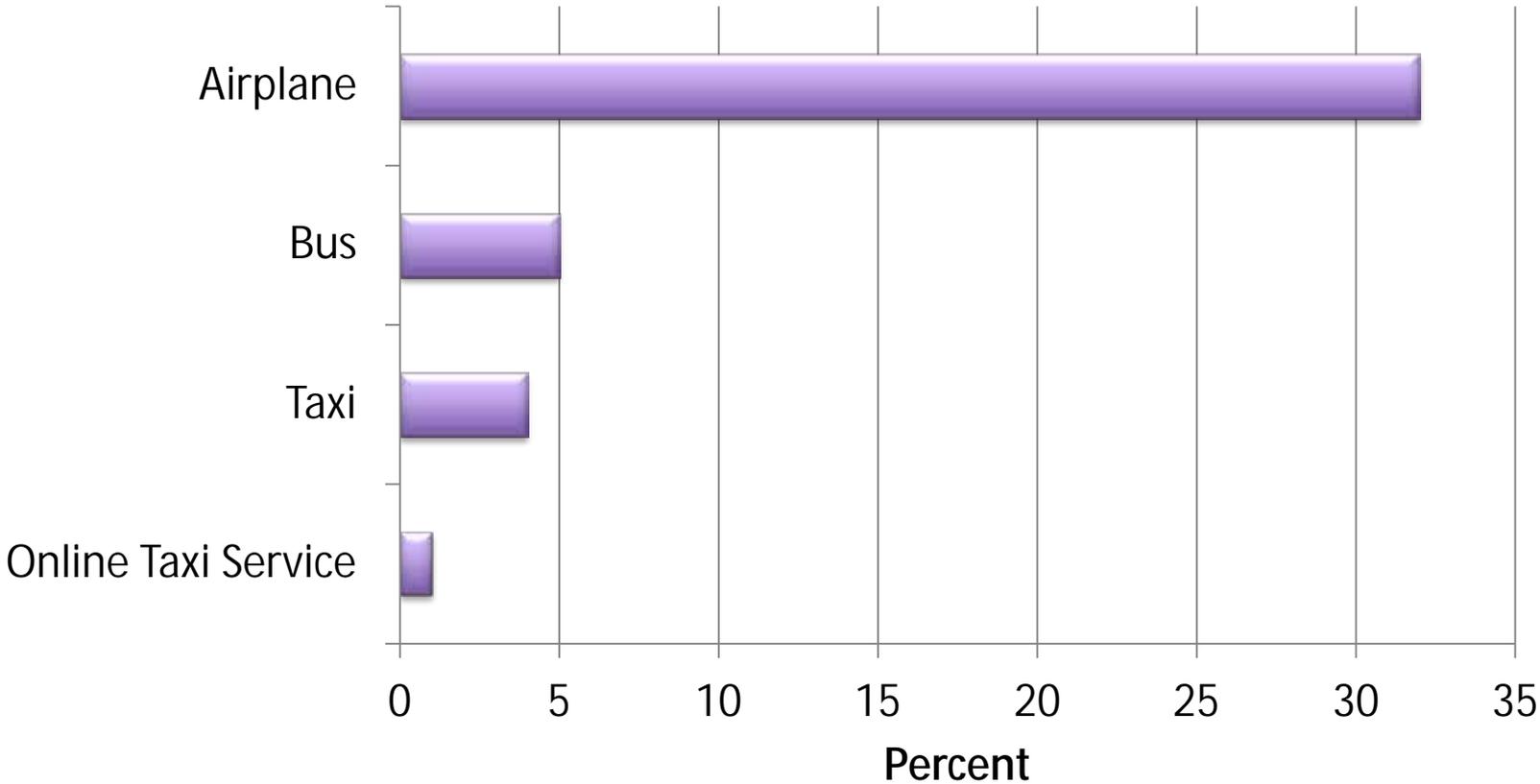
Travel Party



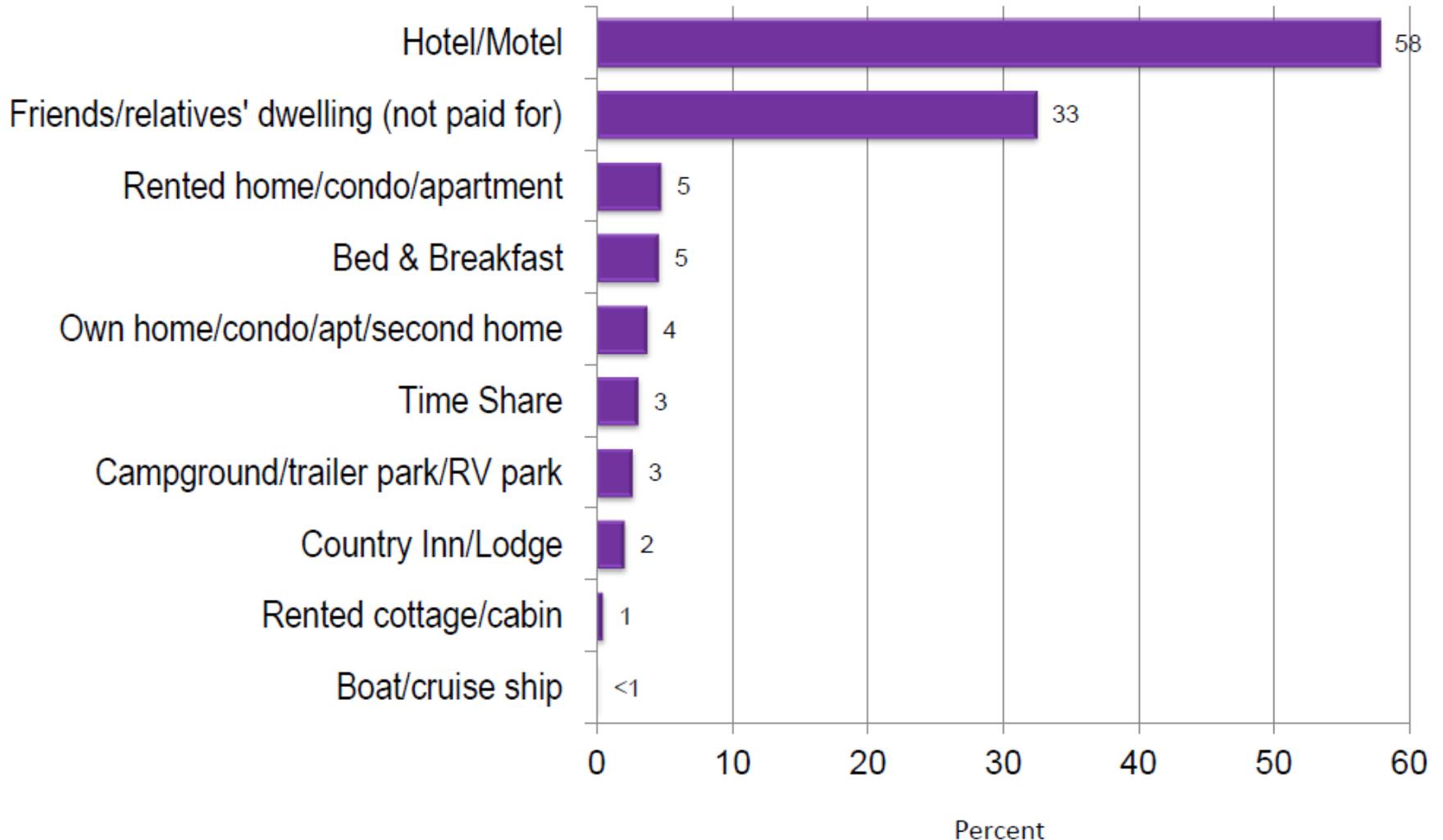
Transportation – Personal Vehicles



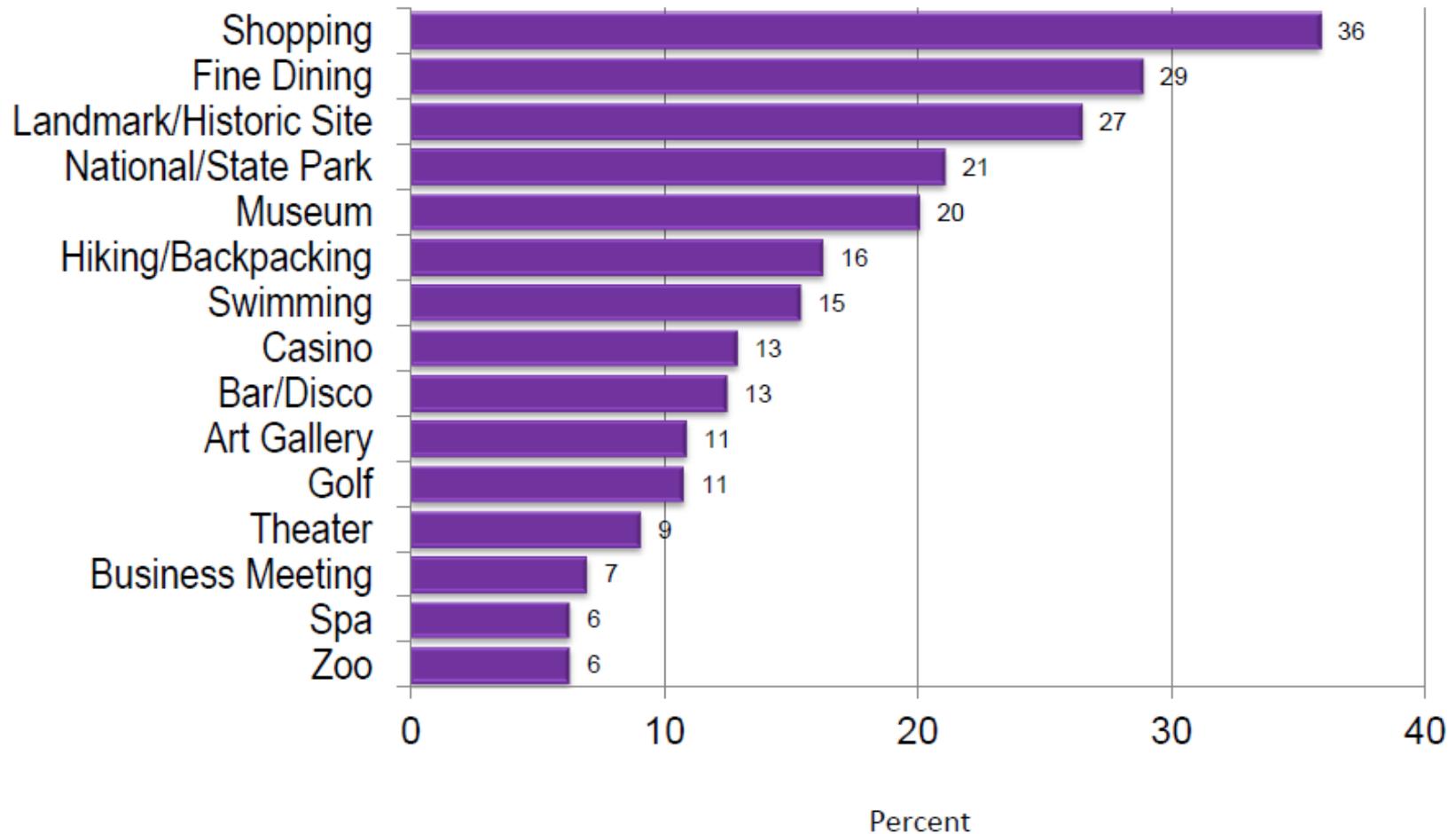
Transportation – Commercial Vehicles



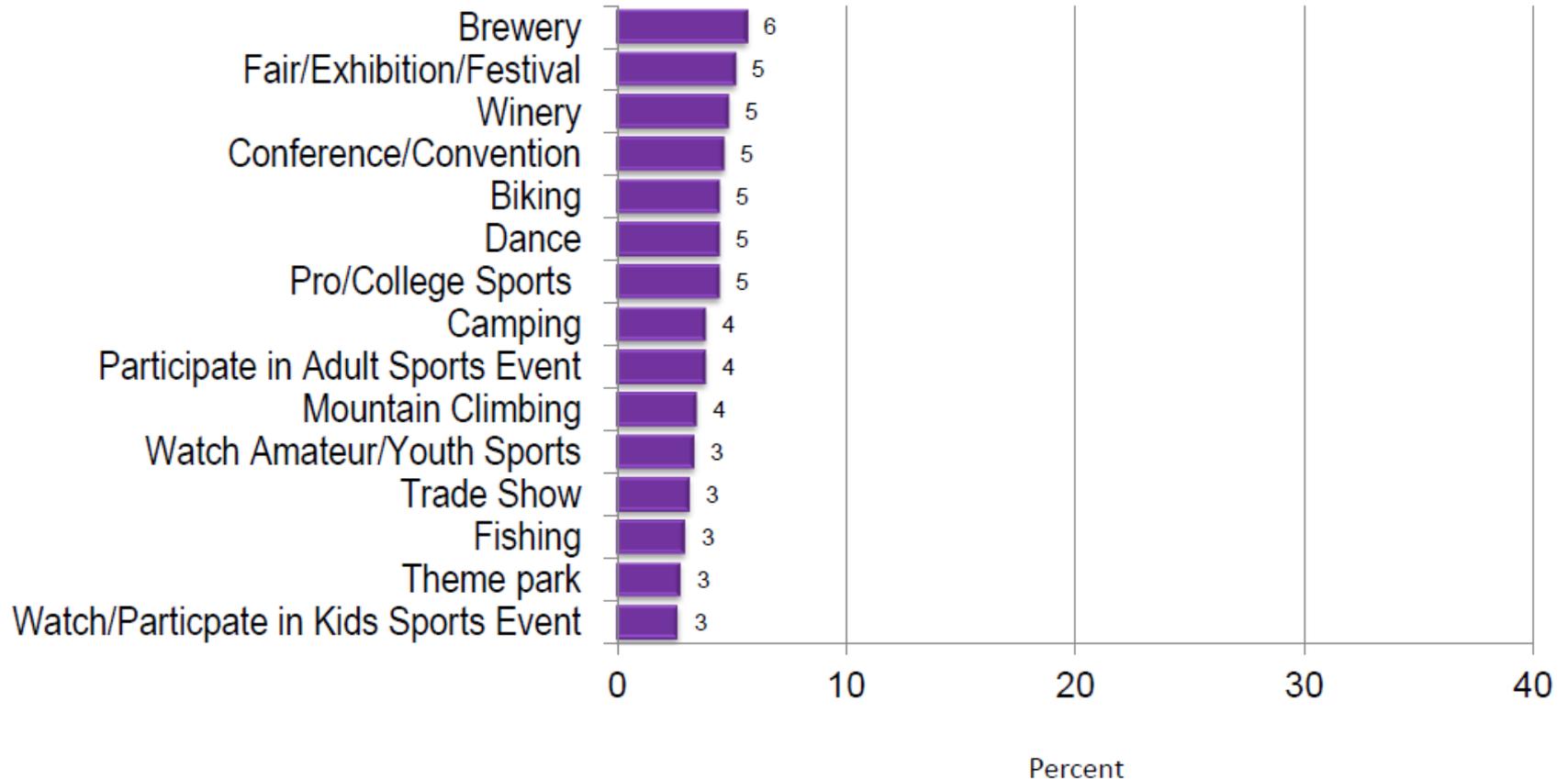
Accommodation



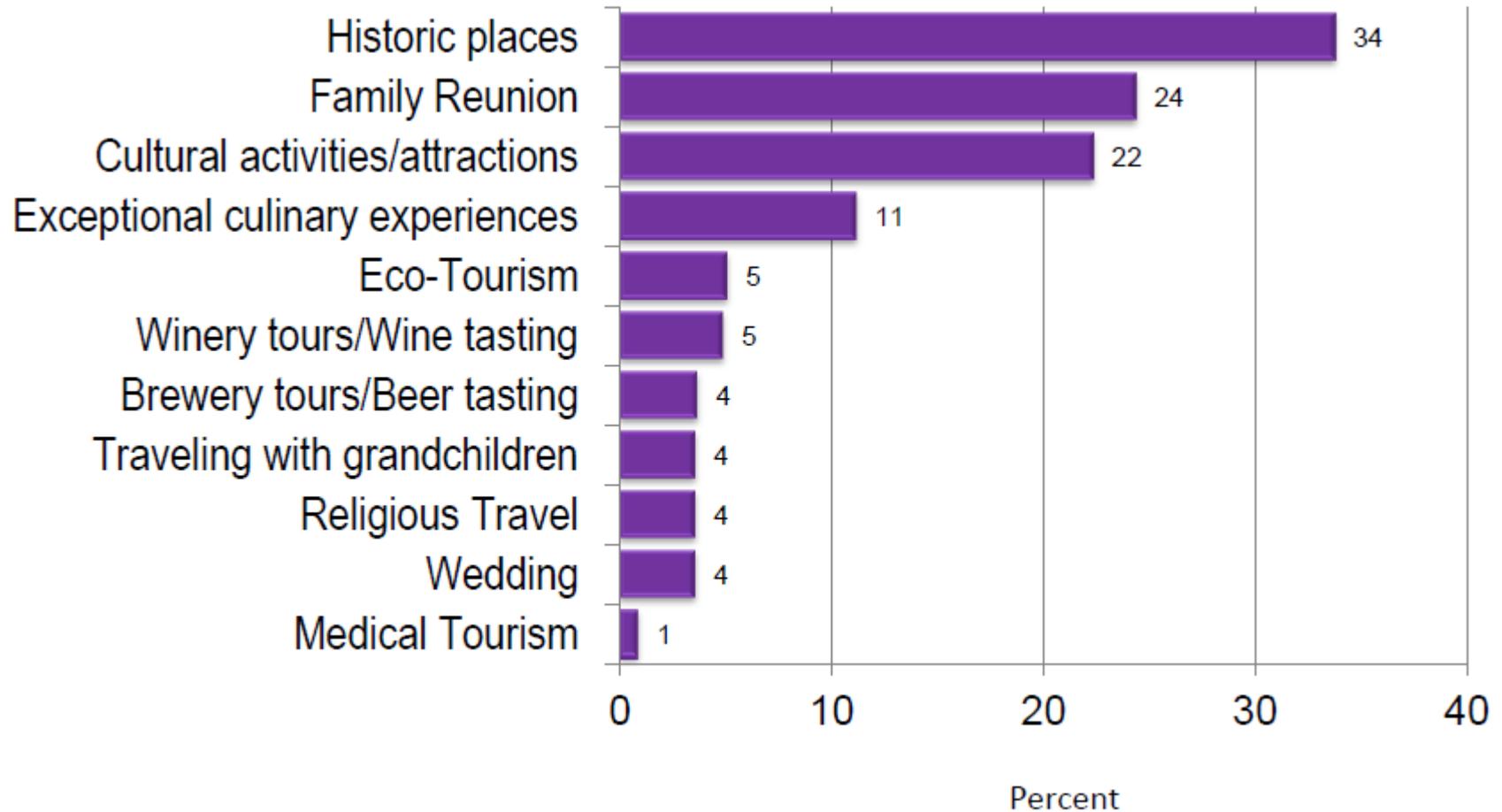
Activities and Experiences



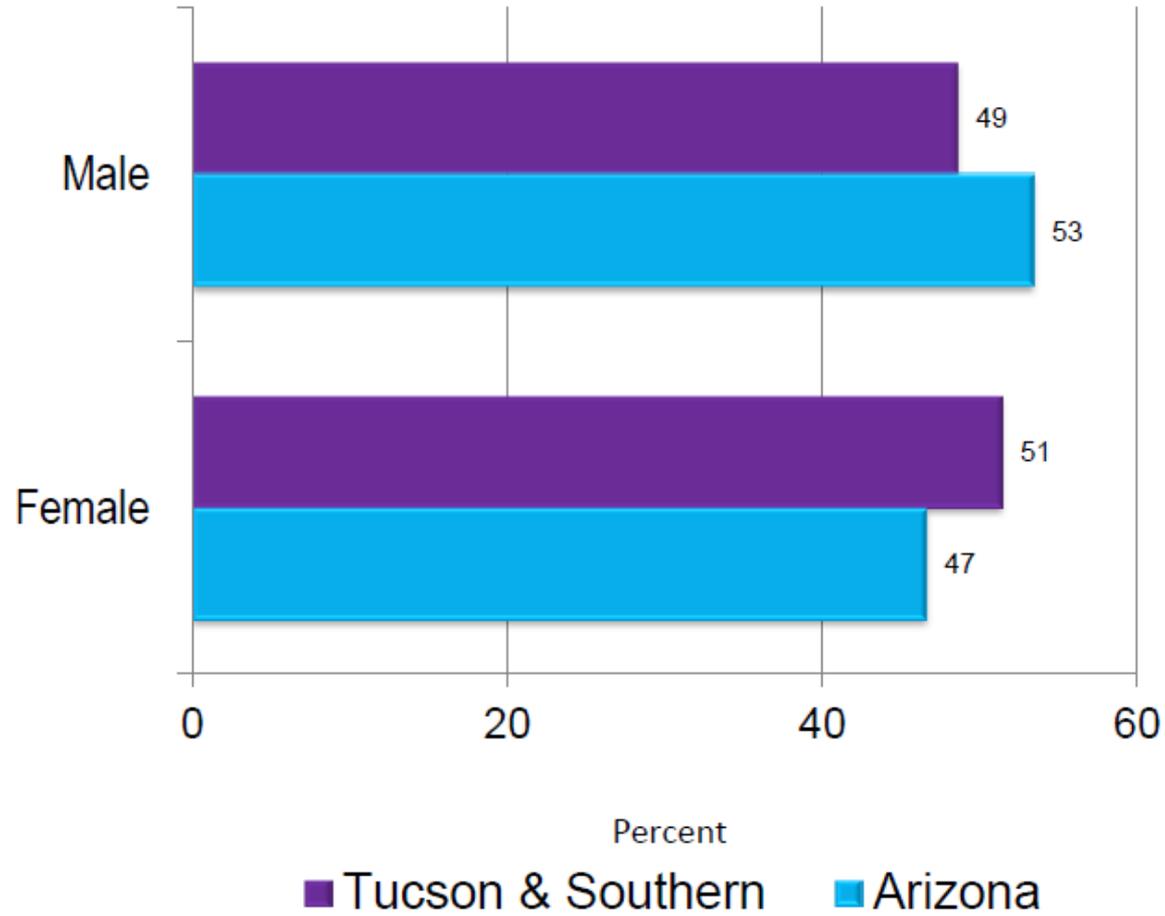
Activities and Experiences (cont.)



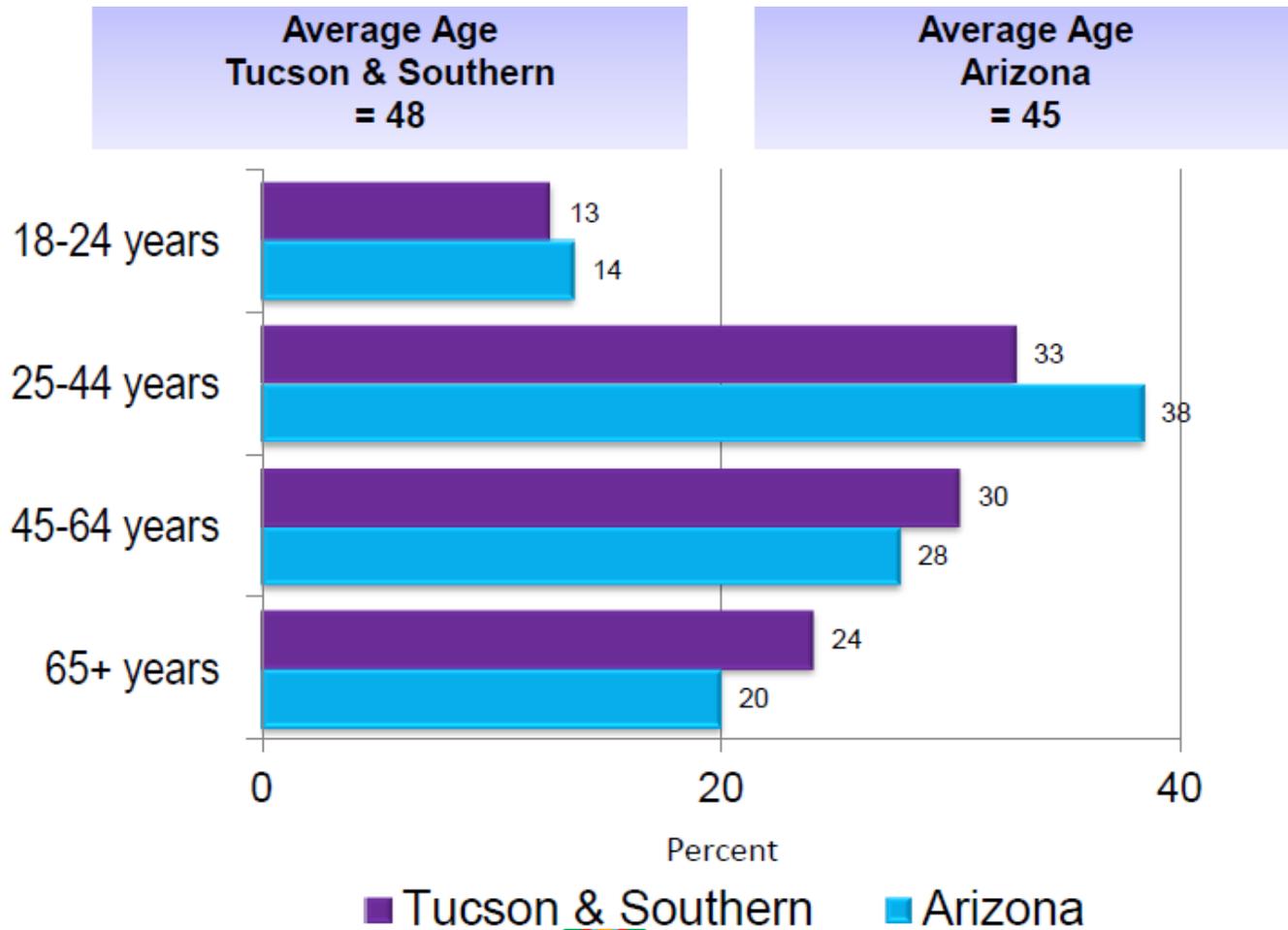
Activities of Special Interest



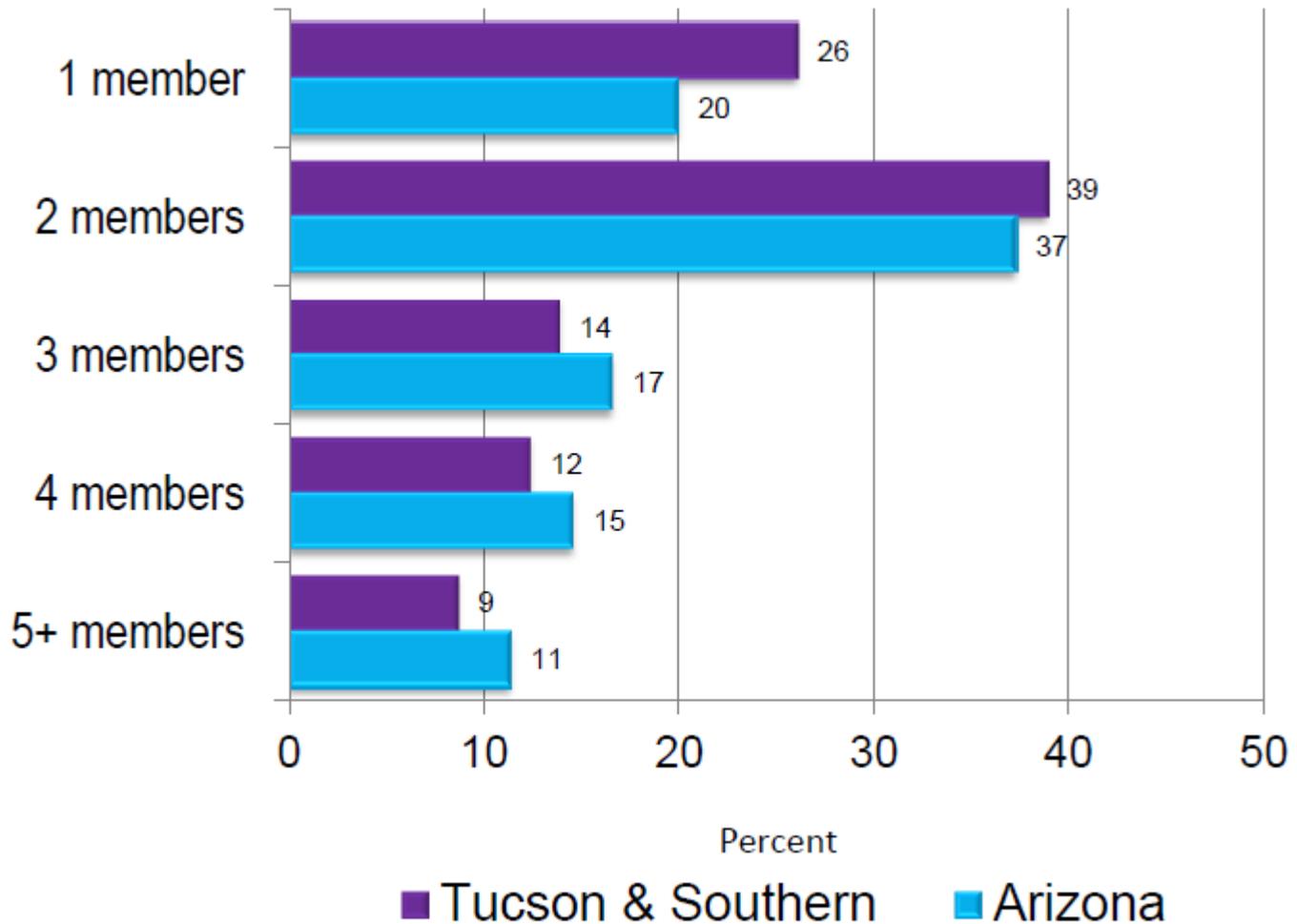
Gender



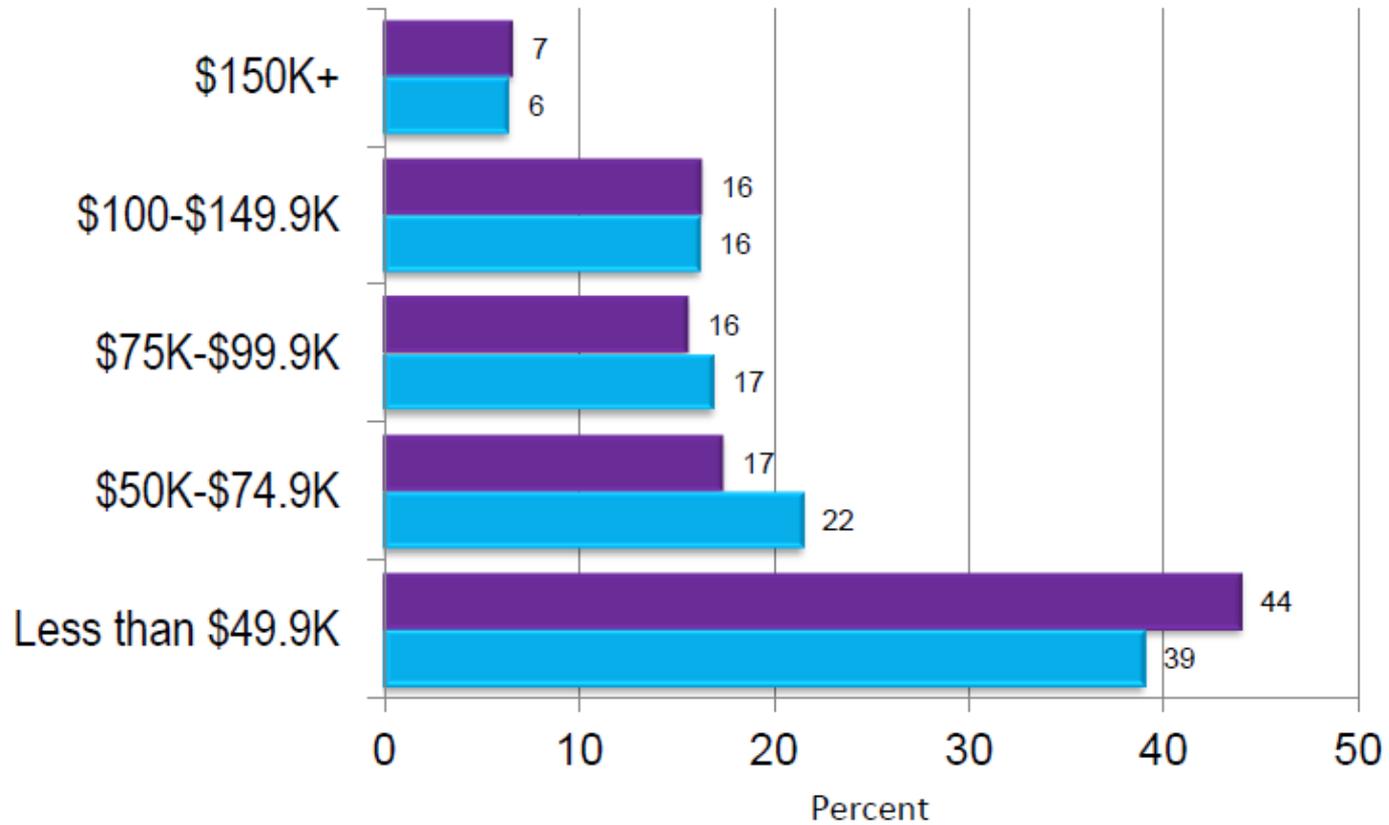
Age



Household Size



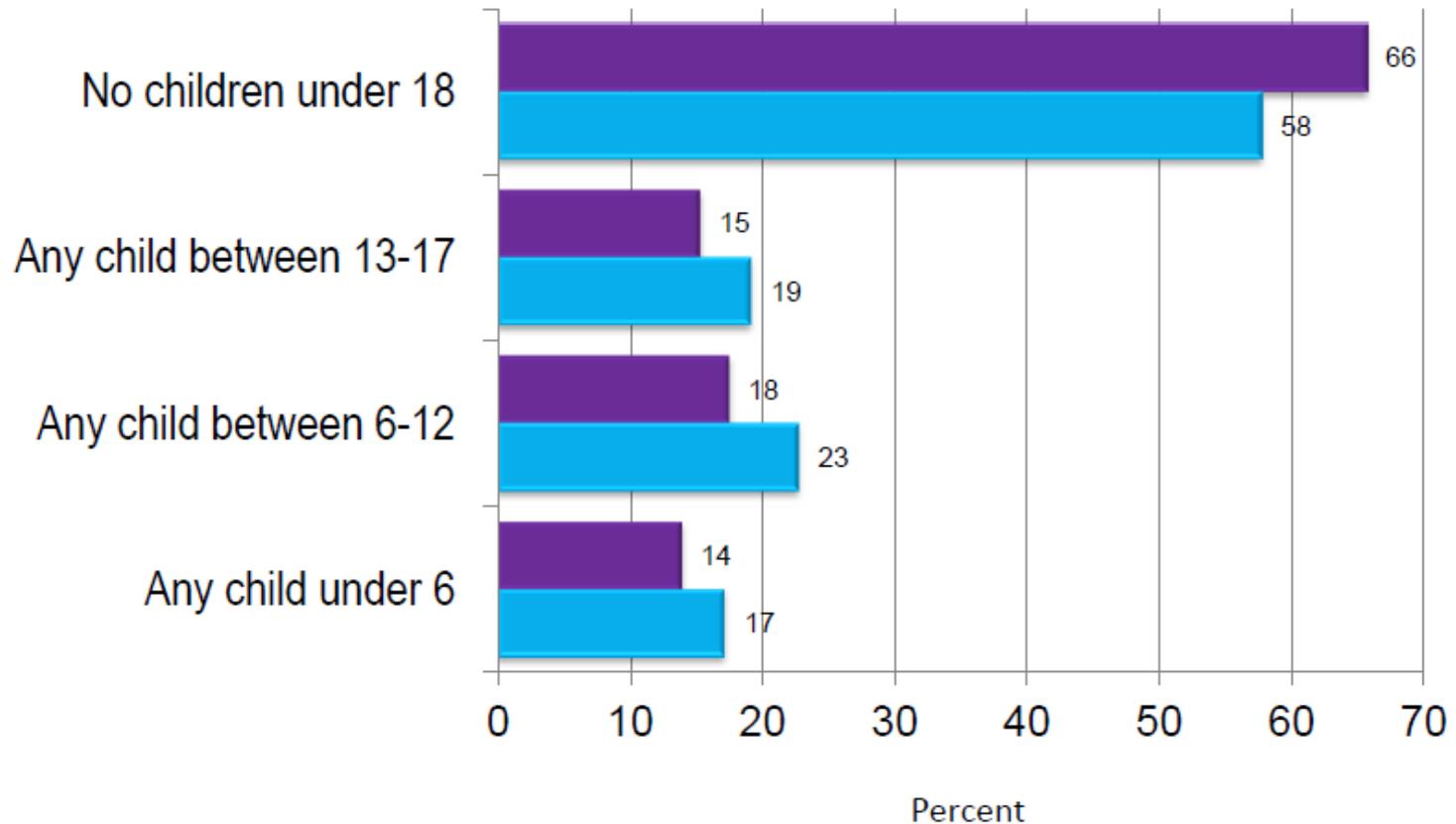
Household Income



■ Tucson & Southern ■ Arizona



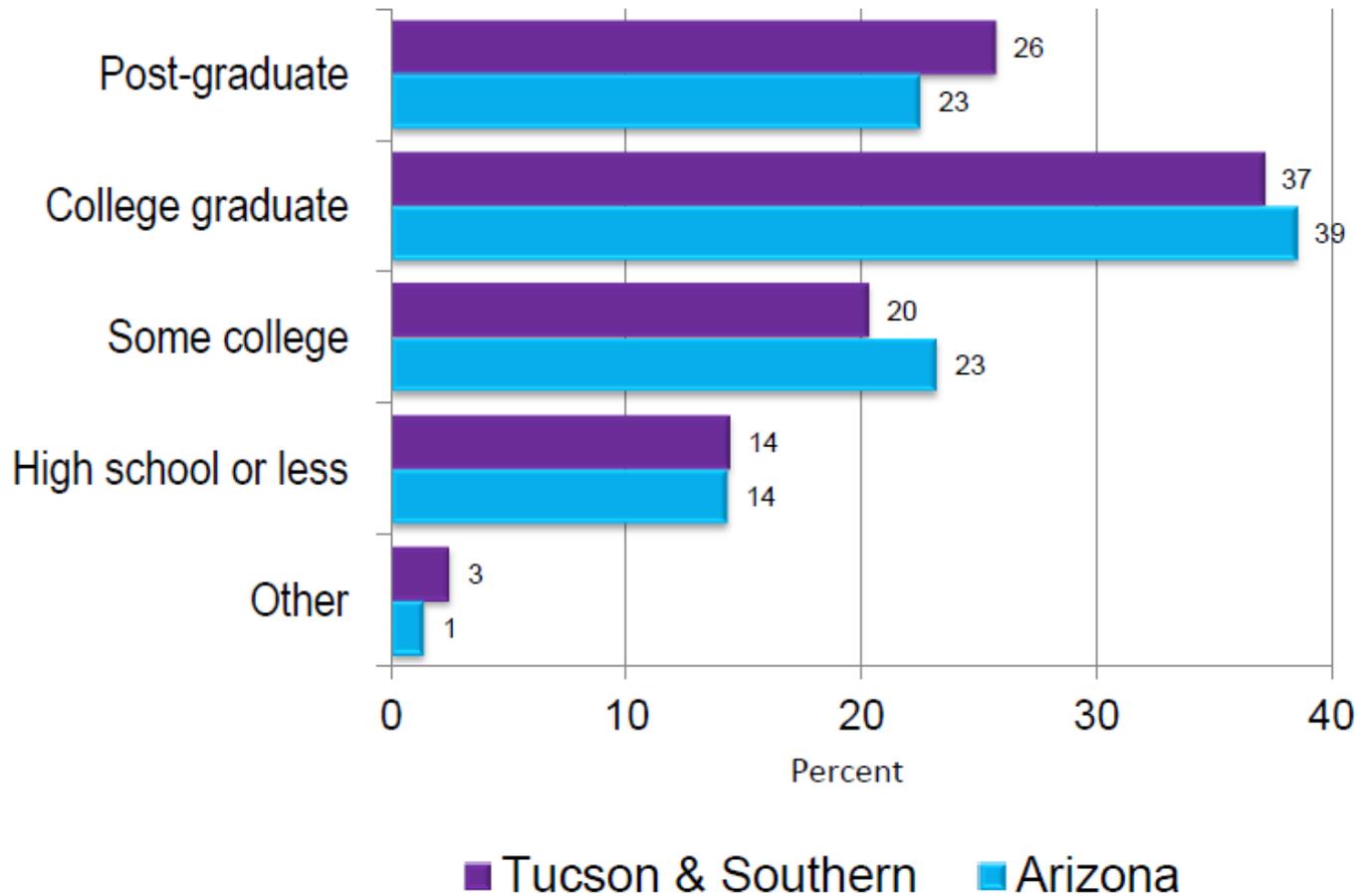
Children in Household



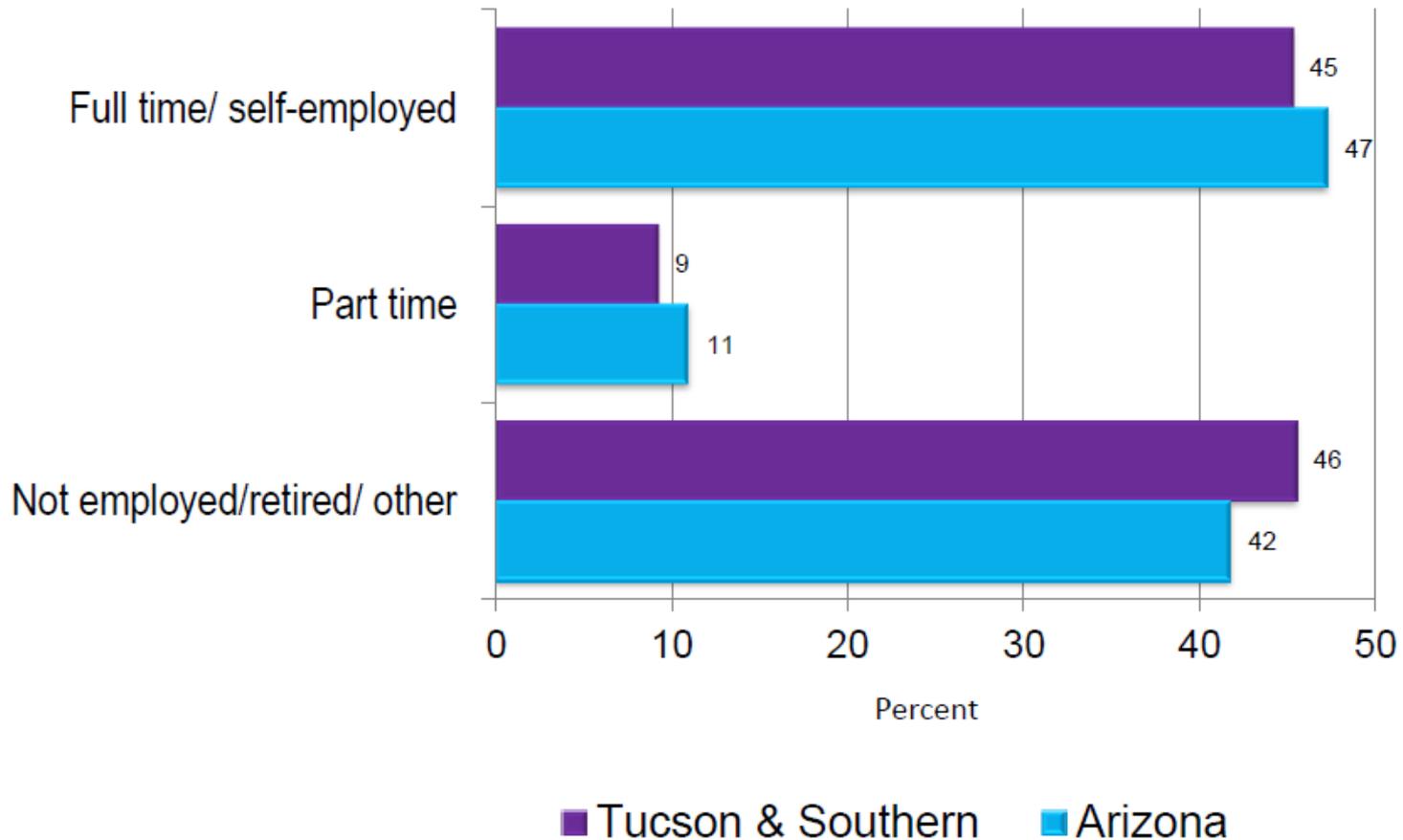
■ Tucson & Southern ■ Arizona

ARIZONA
OFFICE OF TOURISM

Education



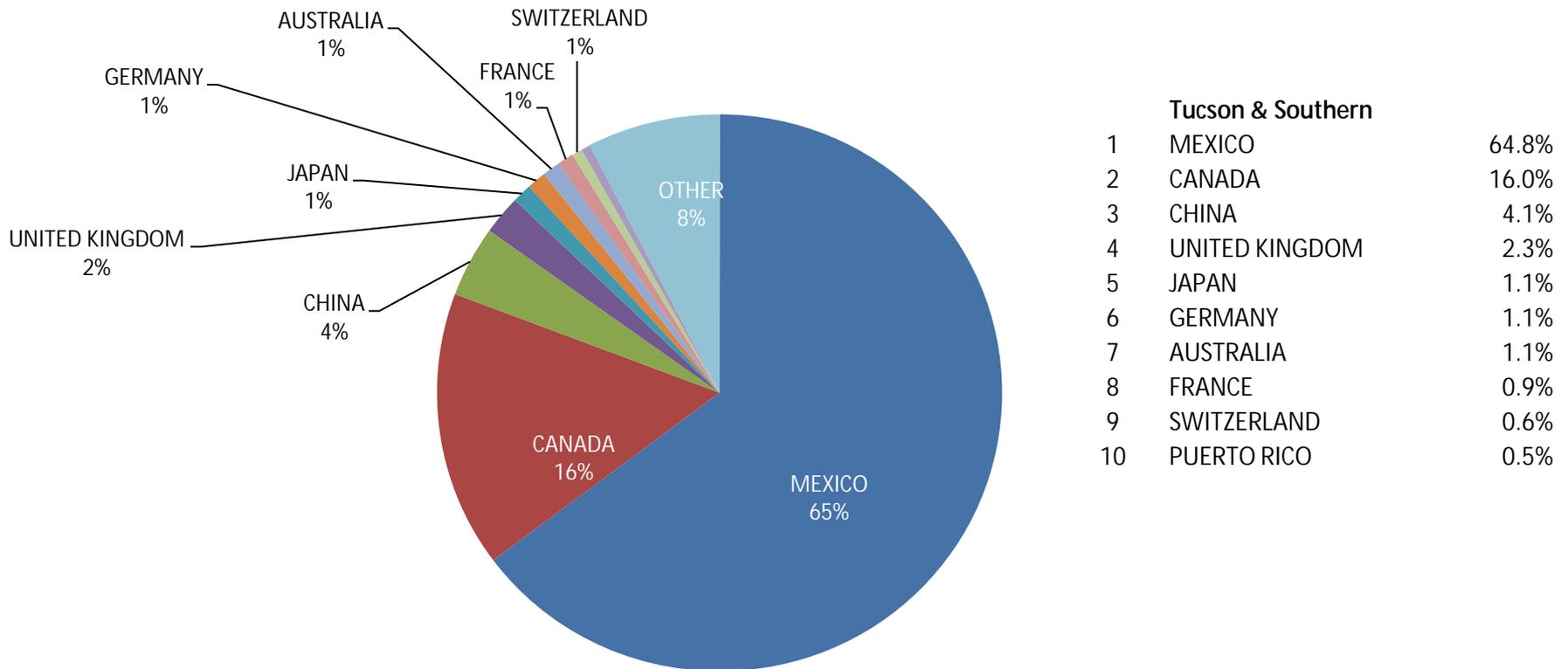
Employment



INTERNATIONAL VISA CARD SPENDING

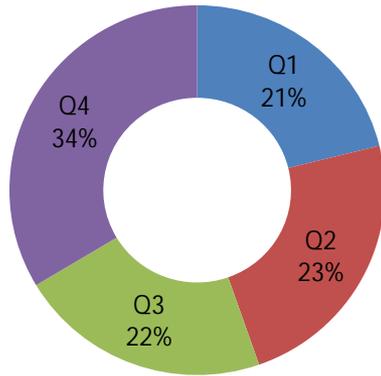
Tucson & Southern Region

2015 Visa Spending by Country

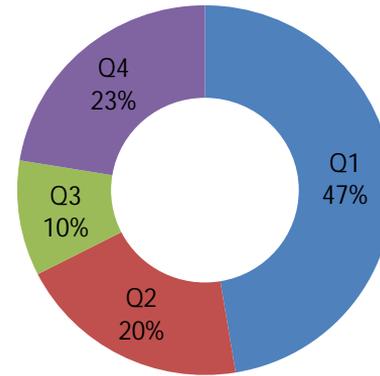


2015 Visa Spending by Calendar Quarter

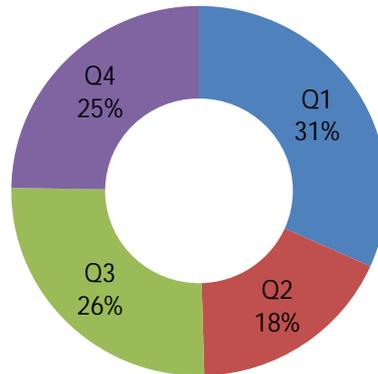
MEXICO



CANADA

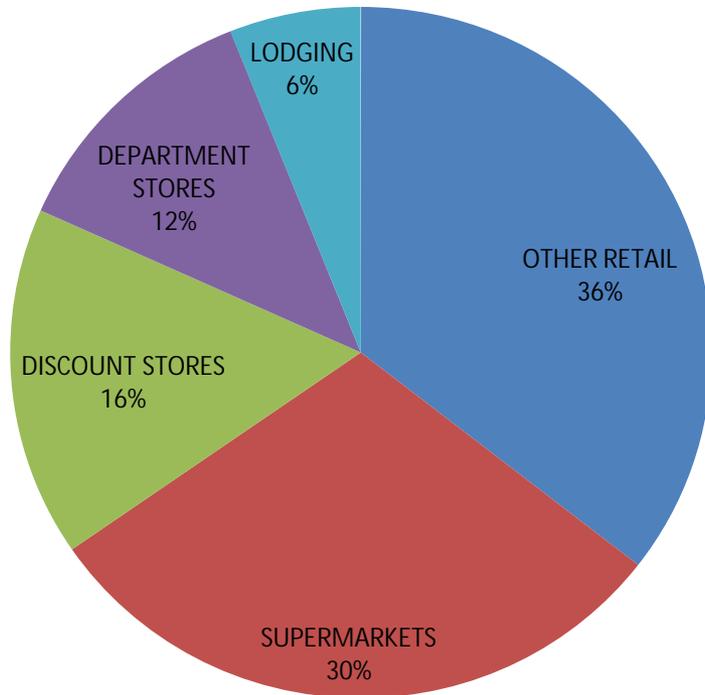


CHINA

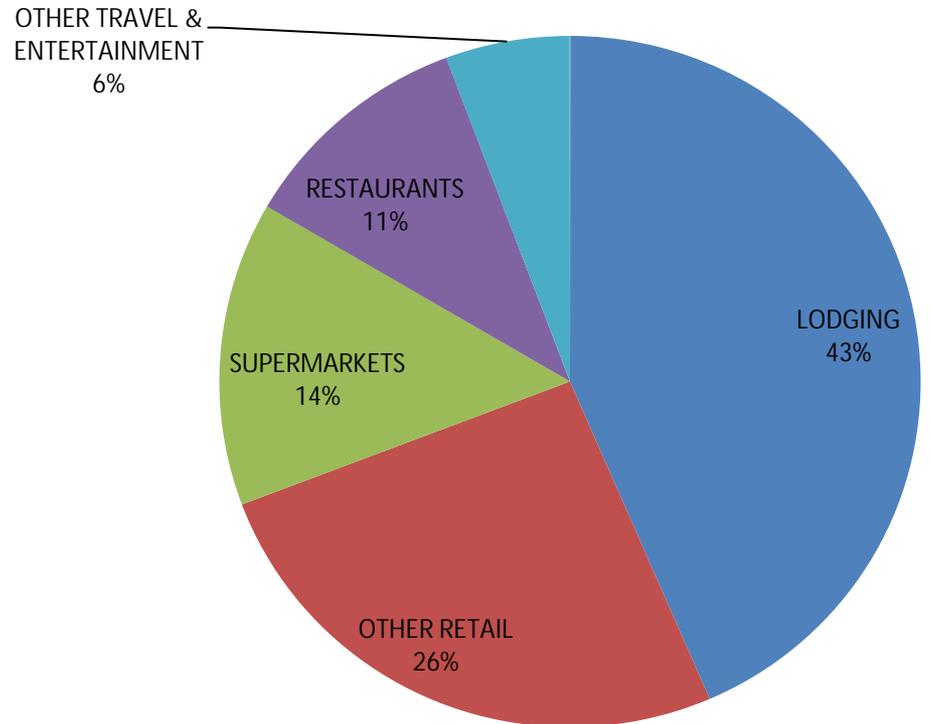


2015 Visa Spending by Merchant Category

Mexico Top 5 Merchant Segments



Canada Top 5 Merchant Segments



Visa Spending Trends by Country

Country	Tucson & Southern Region	Arizona
MEXICO	-24.70%	-22.60%
CANADA	-12.20%	-15.70%
CHINA	51.90%	34.80%
UNITED KINGDOM	-12.00%	-2.20%
JAPAN	-8.60%	-0.30%
GERMANY	-13.30%	-15.60%
AUSTRALIA	0.50%	-5.40%
FRANCE	-19.50%	-17.60%
SWITZERLAND	2.50%	-0.80%
PUERTO RICO	5.10%	-0.20%



2016 TOURISM INDICATORS TO DATE

Tucson & Southern Region

<https://tourism.az.gov/research-statistics/data-trends/research>

State Parks Visitation

State Parks Visitation YTD YOY



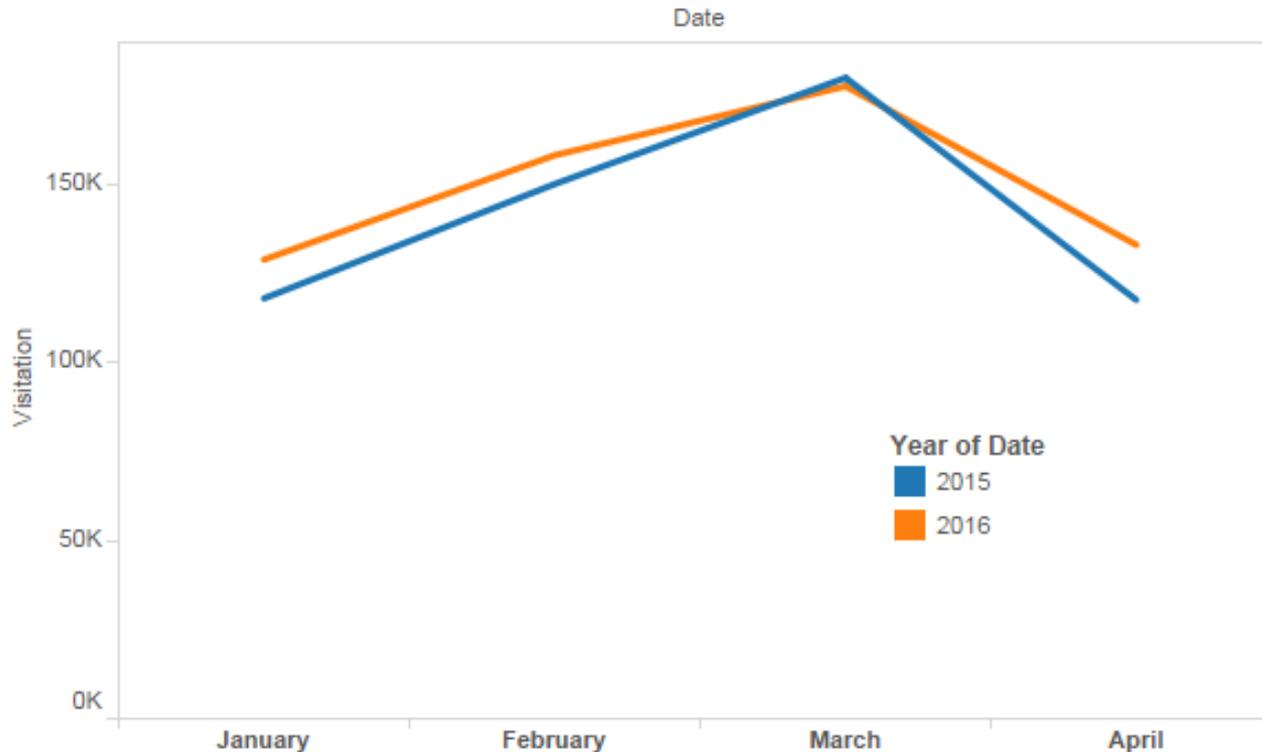
Visitor Count YTD

Park	Date
Catalina SP	2016
Patagonia Lake SP	101,289
Roper Lake SP	69,254
Tombstone Courthouse SHP	27,578
Tubac Presidio SHP	20,991
	6,062



National Parks Visitation

National Parks YOY



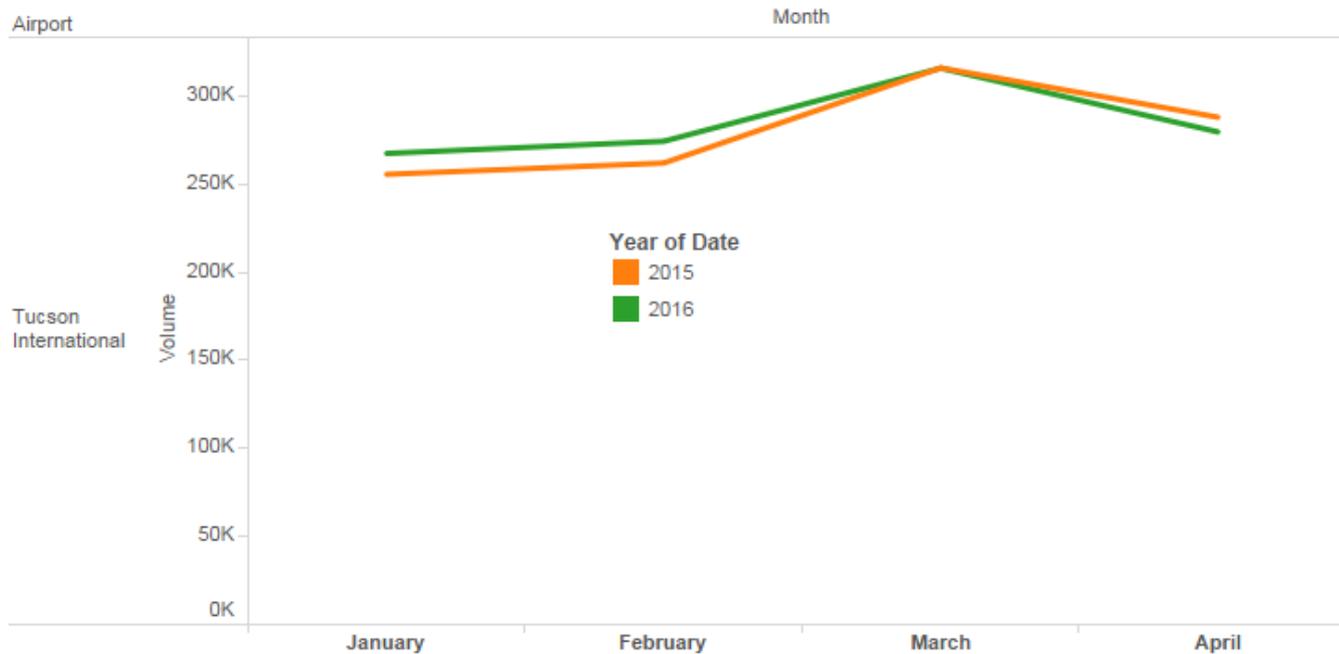
Visitation YTD

Park	Date
Chiricahua NM	23,866
Coronado NM	48,750
Fort Bowie NHS	4,127
Organ Pipe Cactus NM	107,188
Saguaro NP	391,045
Tumacacori NHP	21,974



Airport Passenger Volume

Airport Passenger Volume

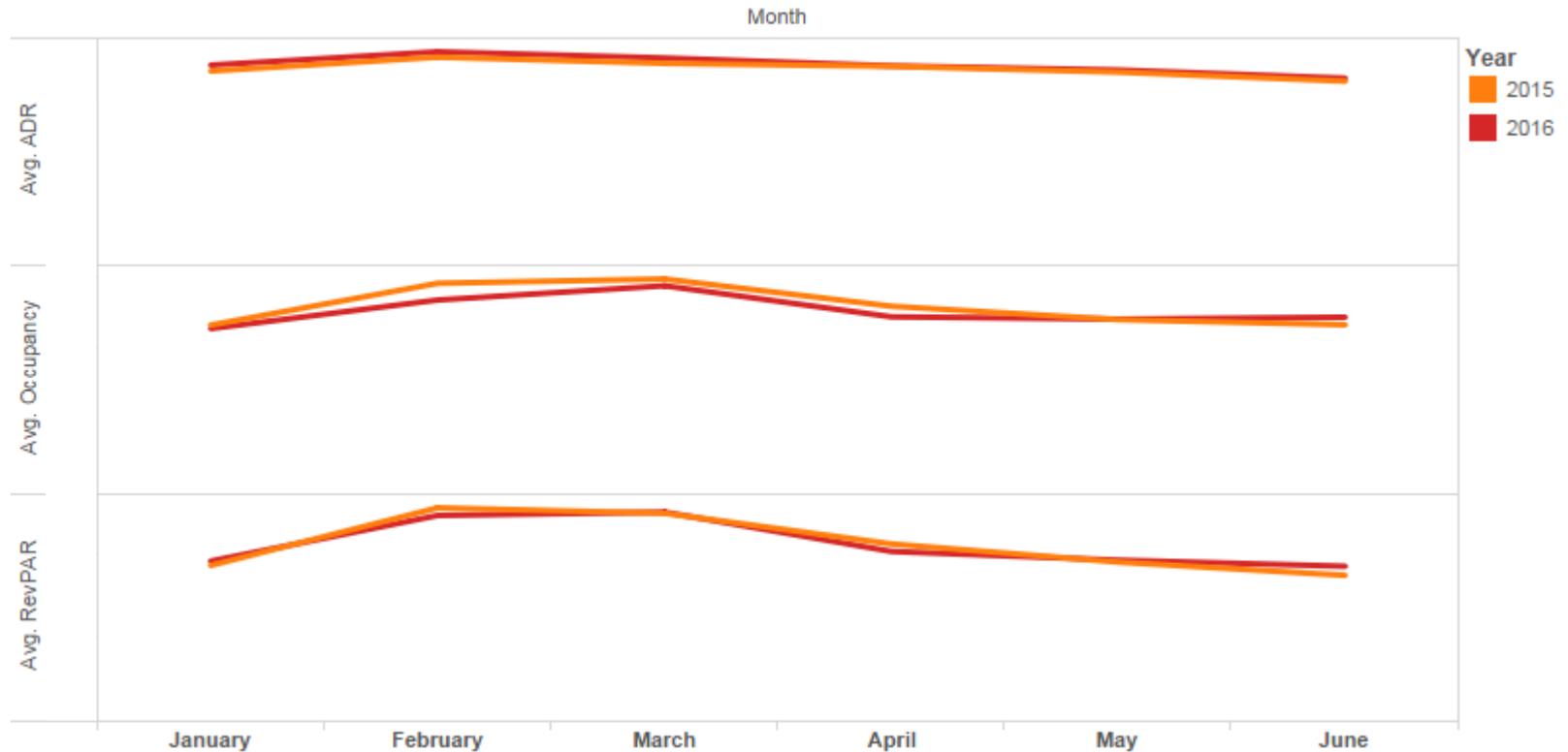


Airport	Month	Date
Tucson International	January	267,465
	February	274,374
	March	315,852
	April	279,697



Lodging Indicators

YOY Lodging Indicators - Tucson & Southern Region



Gross Sales by County

http://franke.nau.edu/ahrrc/library/monthly_gross_sales_data



Q&A

Tucson & Southern Region

Presentation slides available at:

<https://tourism.az.gov/research-statistics>

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