



West Coast Region 2015 Year-End Data Review

**ARIZONA**
OFFICE OF TOURISM



AOT Research Staff



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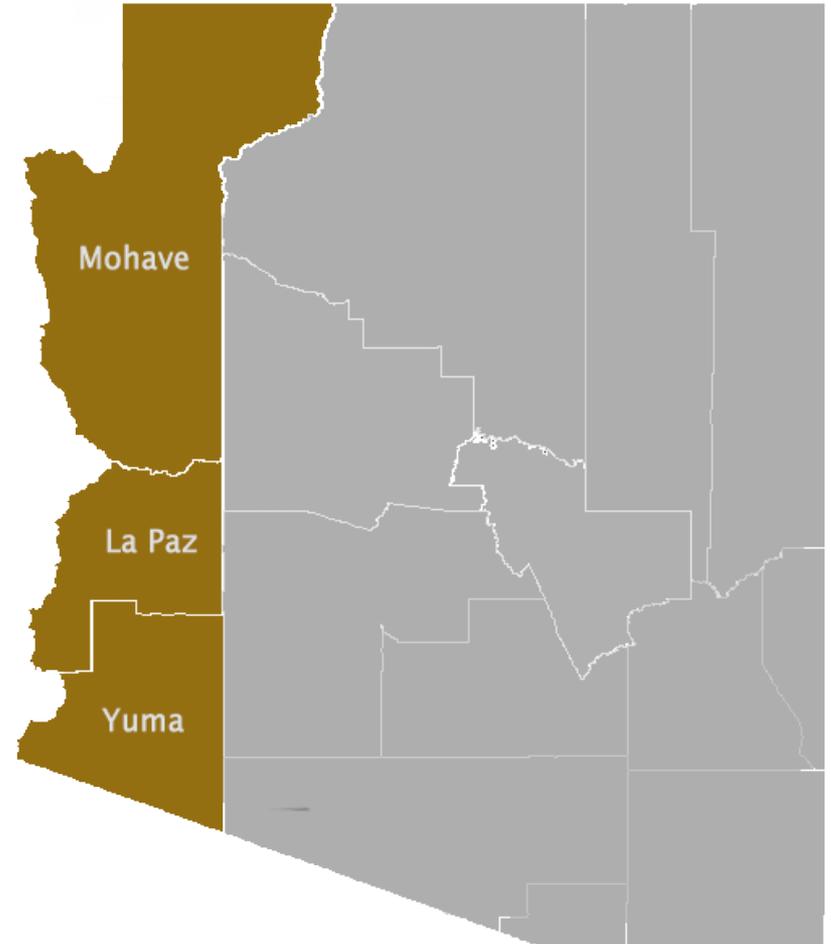
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Agenda

- 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

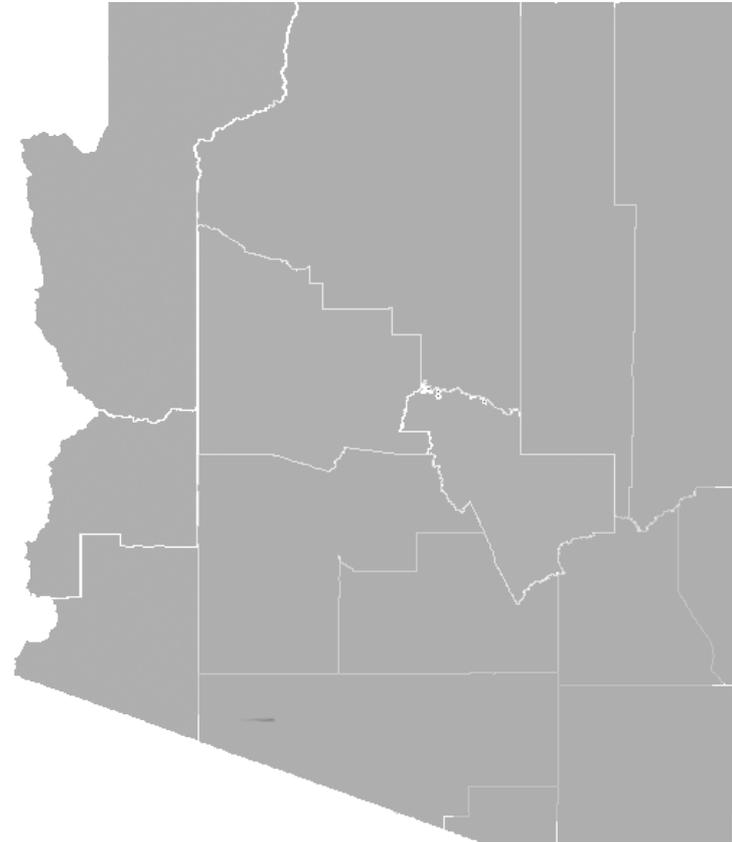
Overnight Visitors

Up 3.4% YOY

\$21.0 Billion

Direct Spending

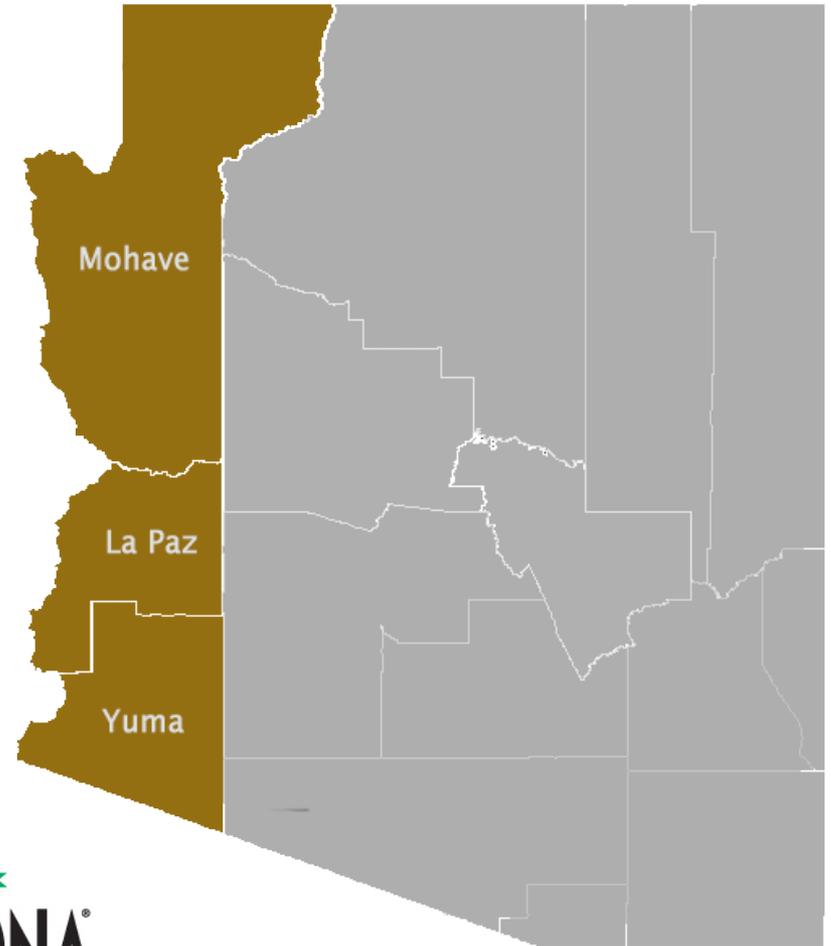
Up 1.3% YOY



2015 West Coast Region Industry Performance

4.5 Million
Domestic Overnight
Visitors

\$1.29 Billion
Direct Spending



Primary Research Partners



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

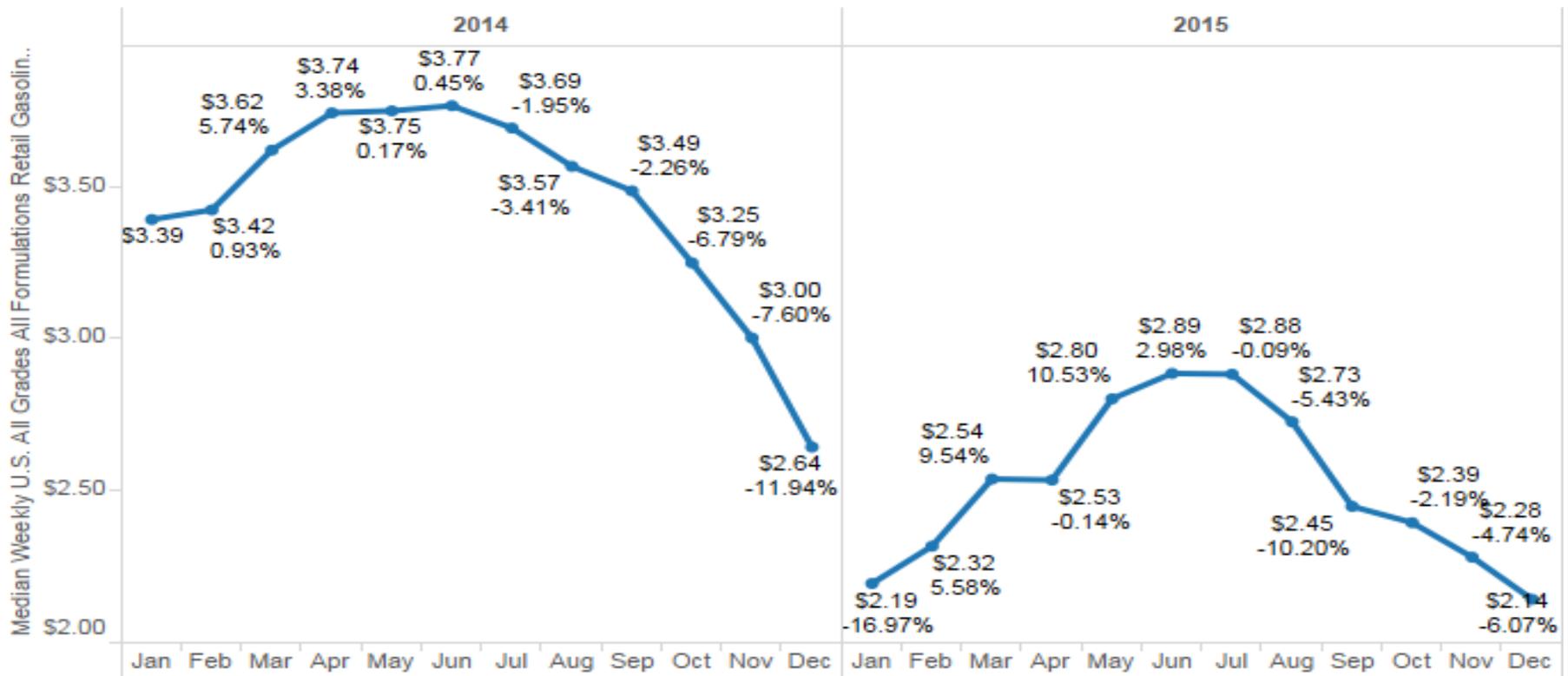
- Economic Impact of Travel
- Domestic and International Spending
- Jobs, Earnings, Taxes Generated
- Spending by Accommodation Type
- Spending by Commodity Purchased
- Regional, County, and Legislative District Data Available

ECONOMIC IMPACT OF TRAVEL 2015

West Coast 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

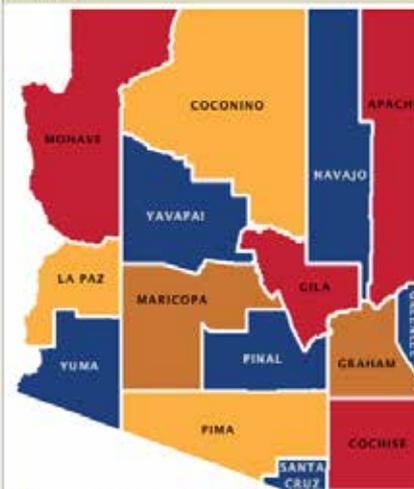
Prepared for the

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	23%	25%
Private Home	22%	22%
Campground	10%	10%
Vacation Home	9%	9%
Day Travel	36%	35%
Destination Spending	100%	100%

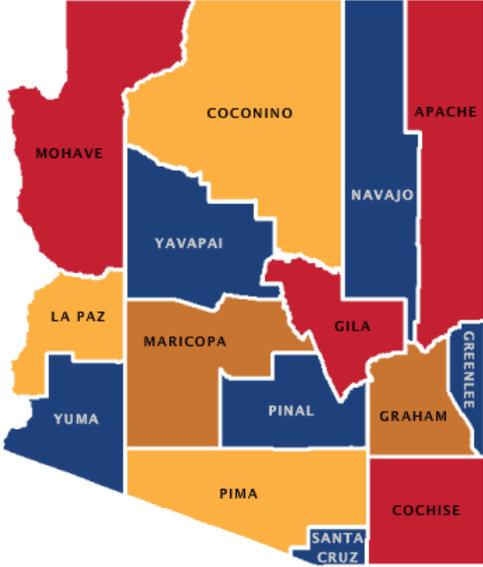


Interactive Data Tool and App

ARIZONA TRAVEL IMPACTS

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

Select County



Select Legislative District

Select Region

Select State

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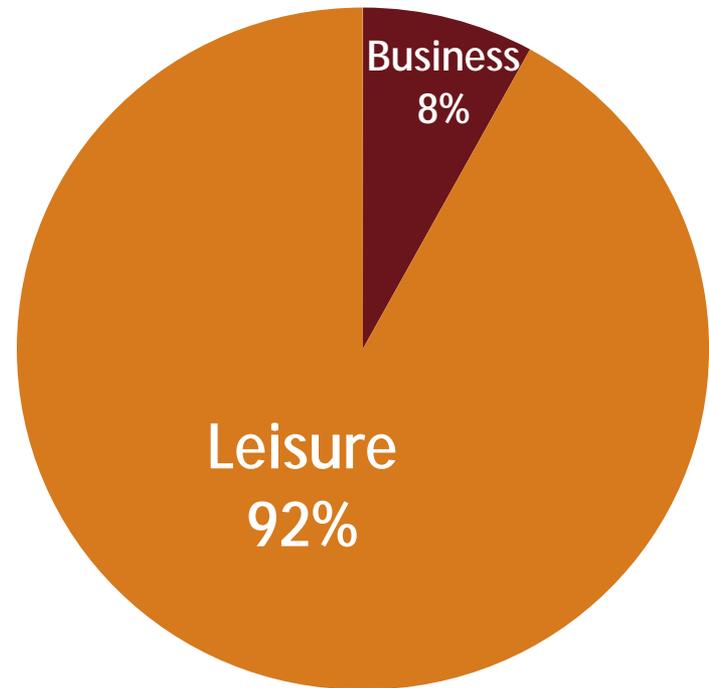
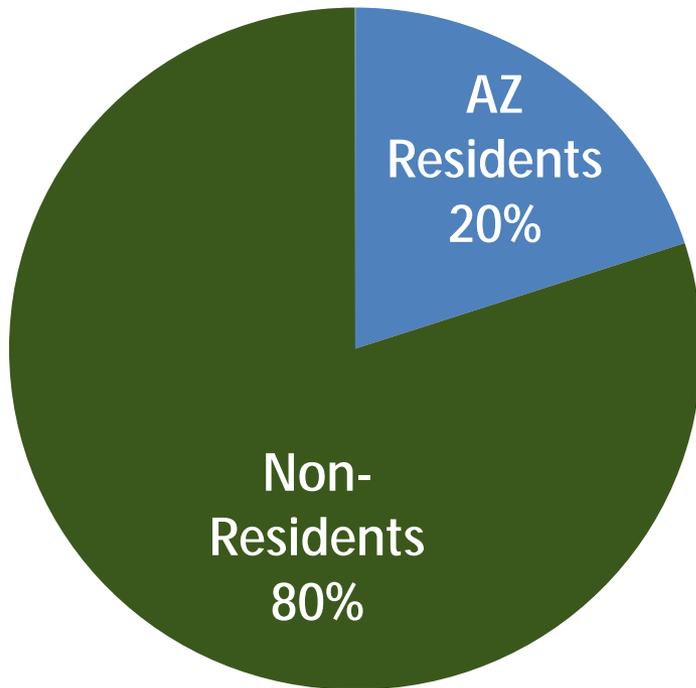
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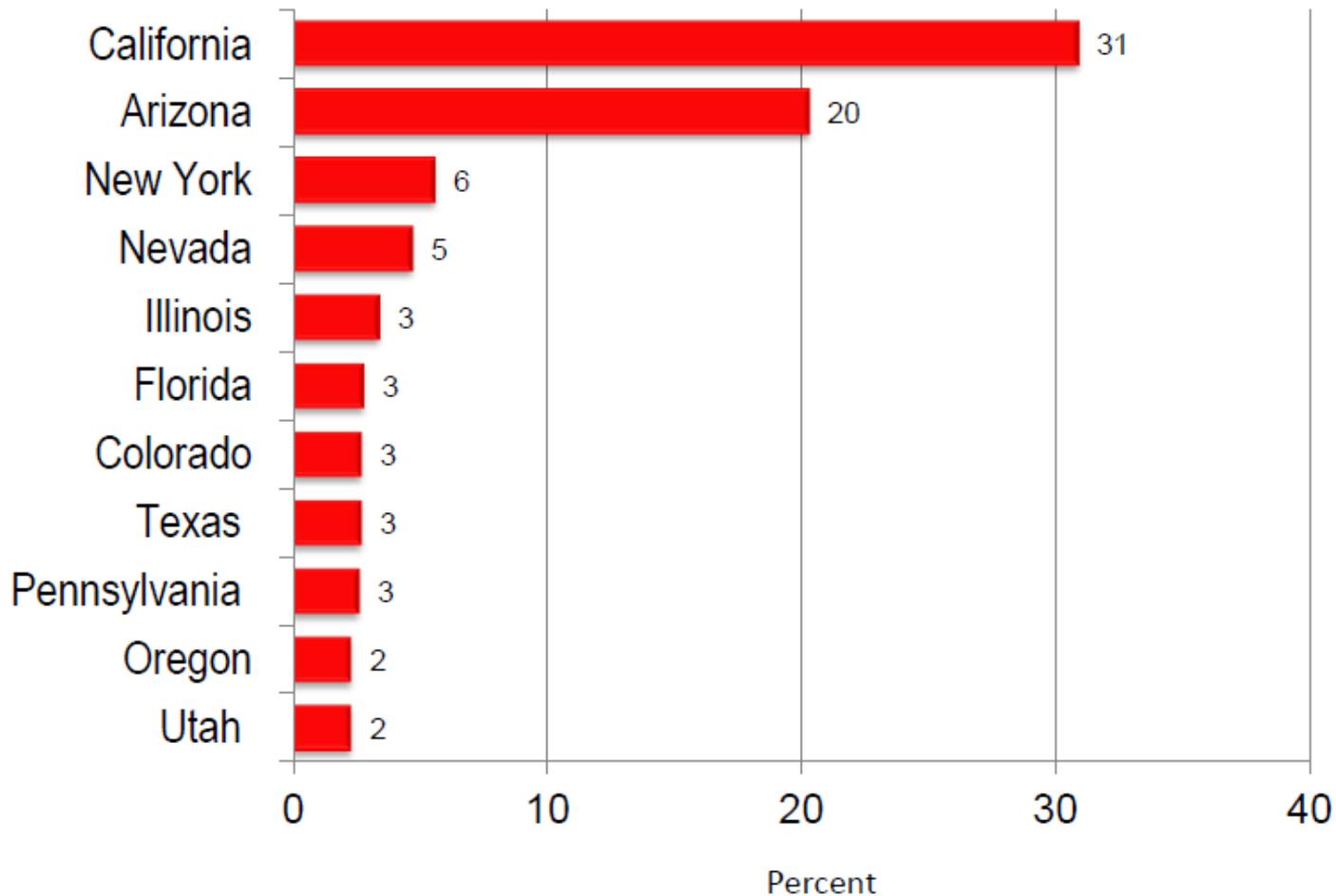
DOMESTIC OVERNIGHT VISITOR PROFILE 2015

West Coast Region

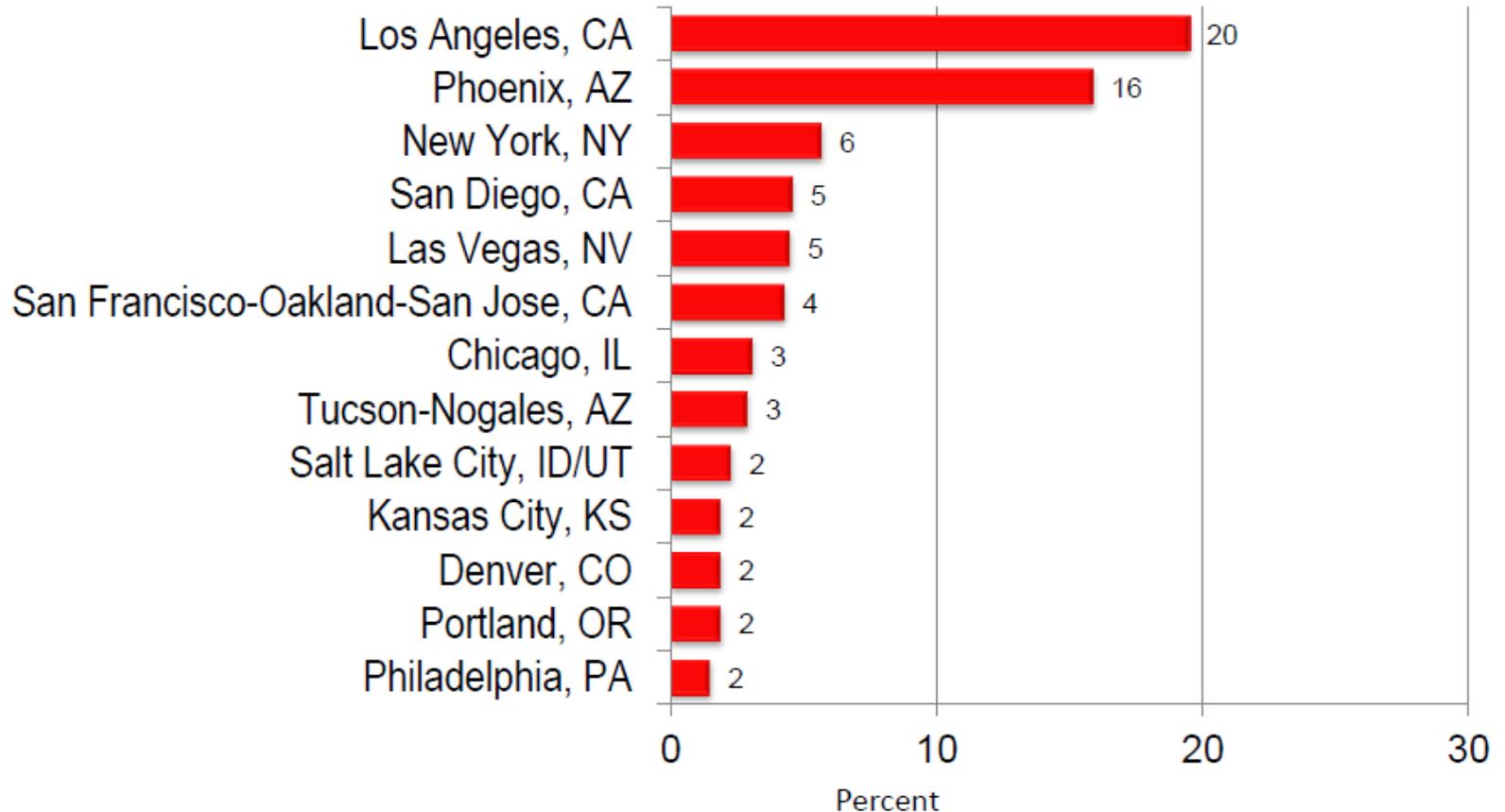
2015 WEST COAST REGION OVERNIGHT VISITOR PROFILE



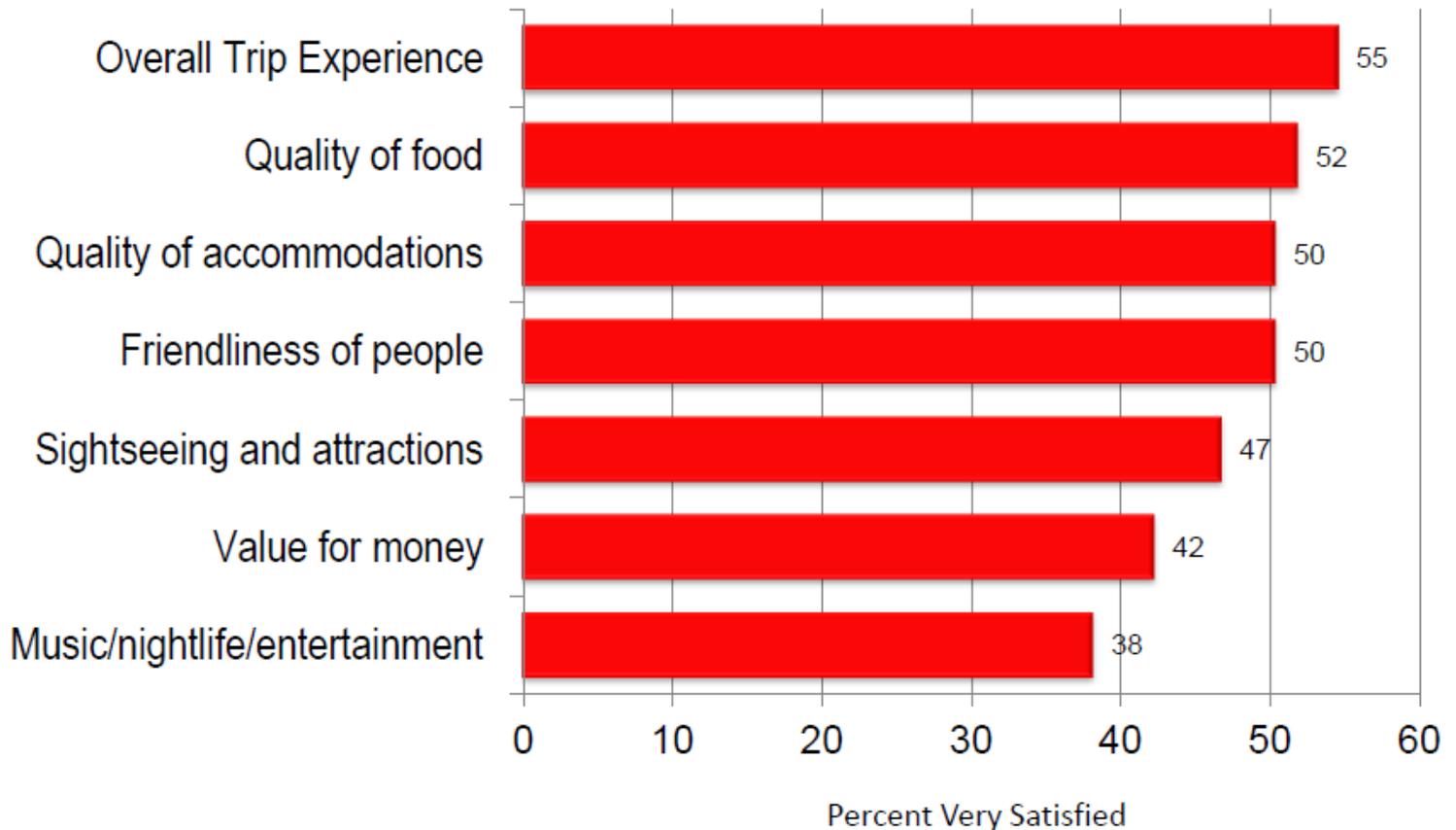
State of Origin of Overnight Trip



DMA of Origin of Overnight Trip

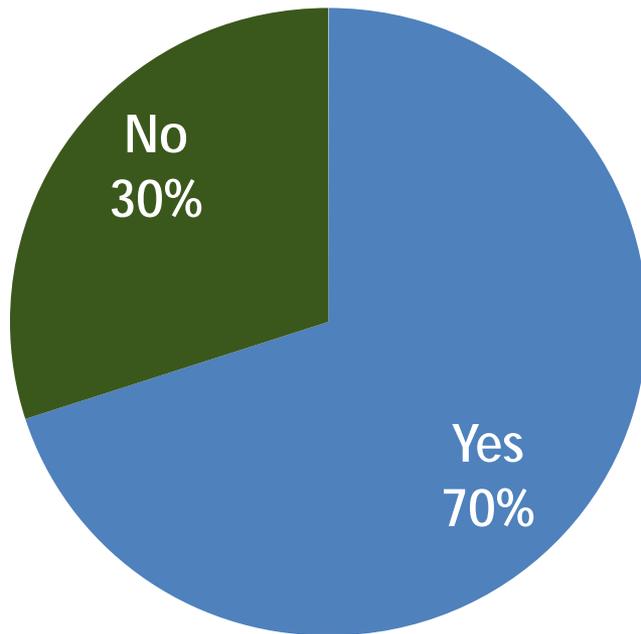


Trip Satisfaction - % Very Satisfied

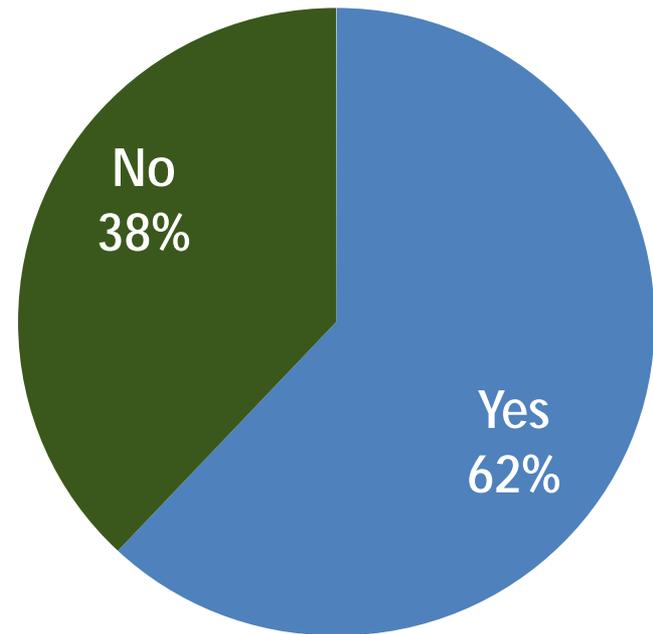


Past Visitation

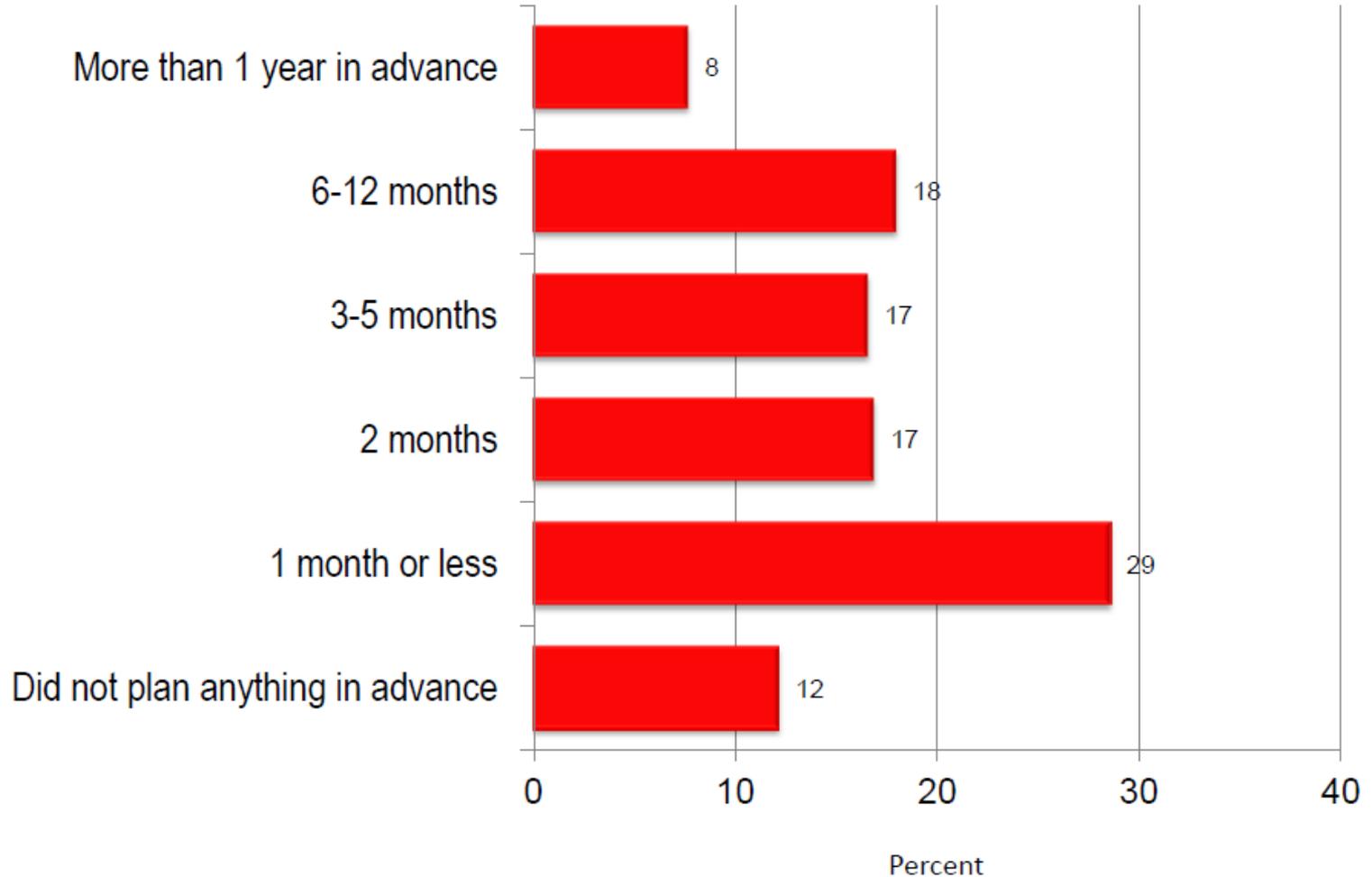
Have you ever visited the West Coast Region before?



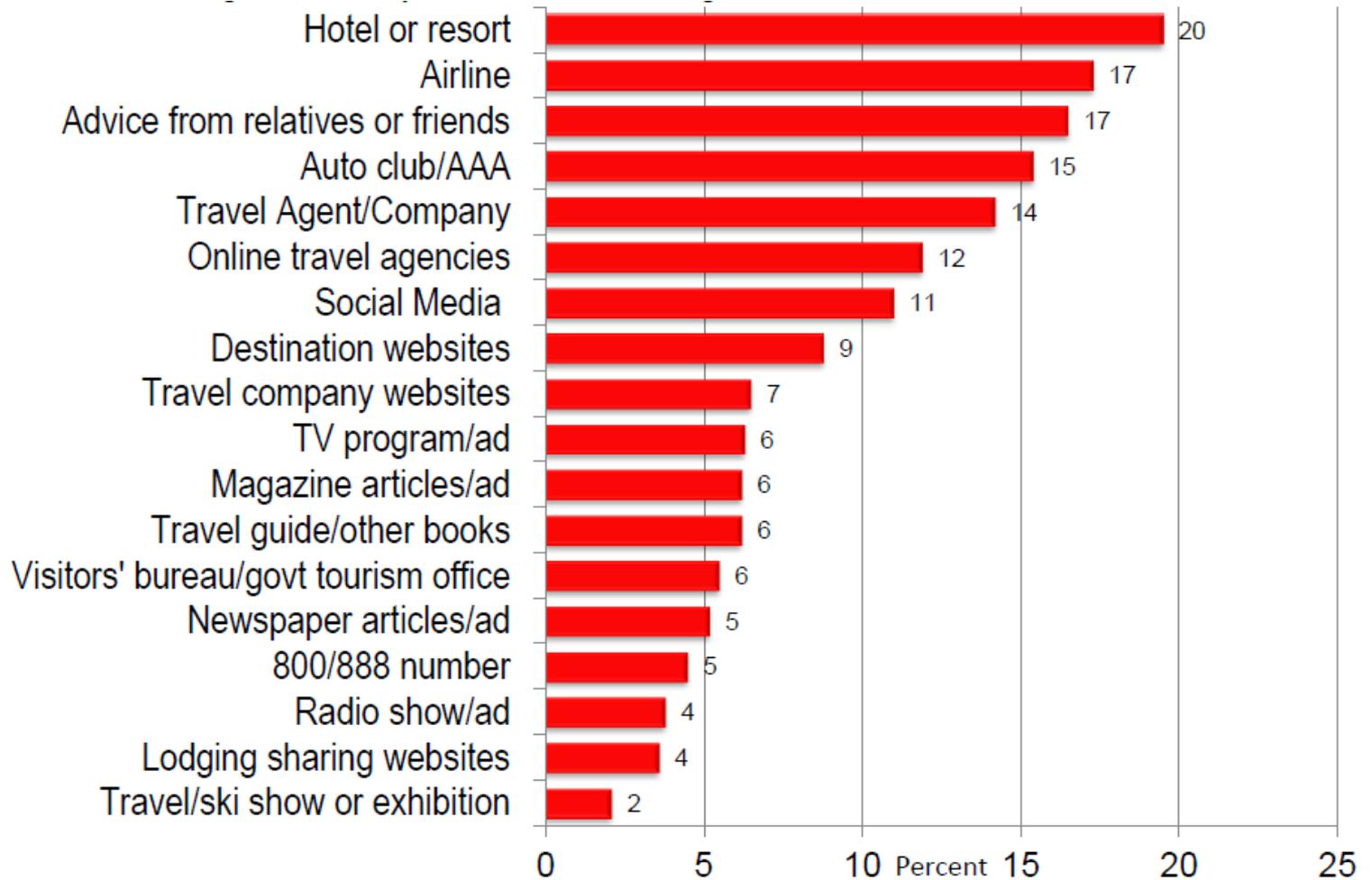
Have you visited the West Coast Region in the past year?



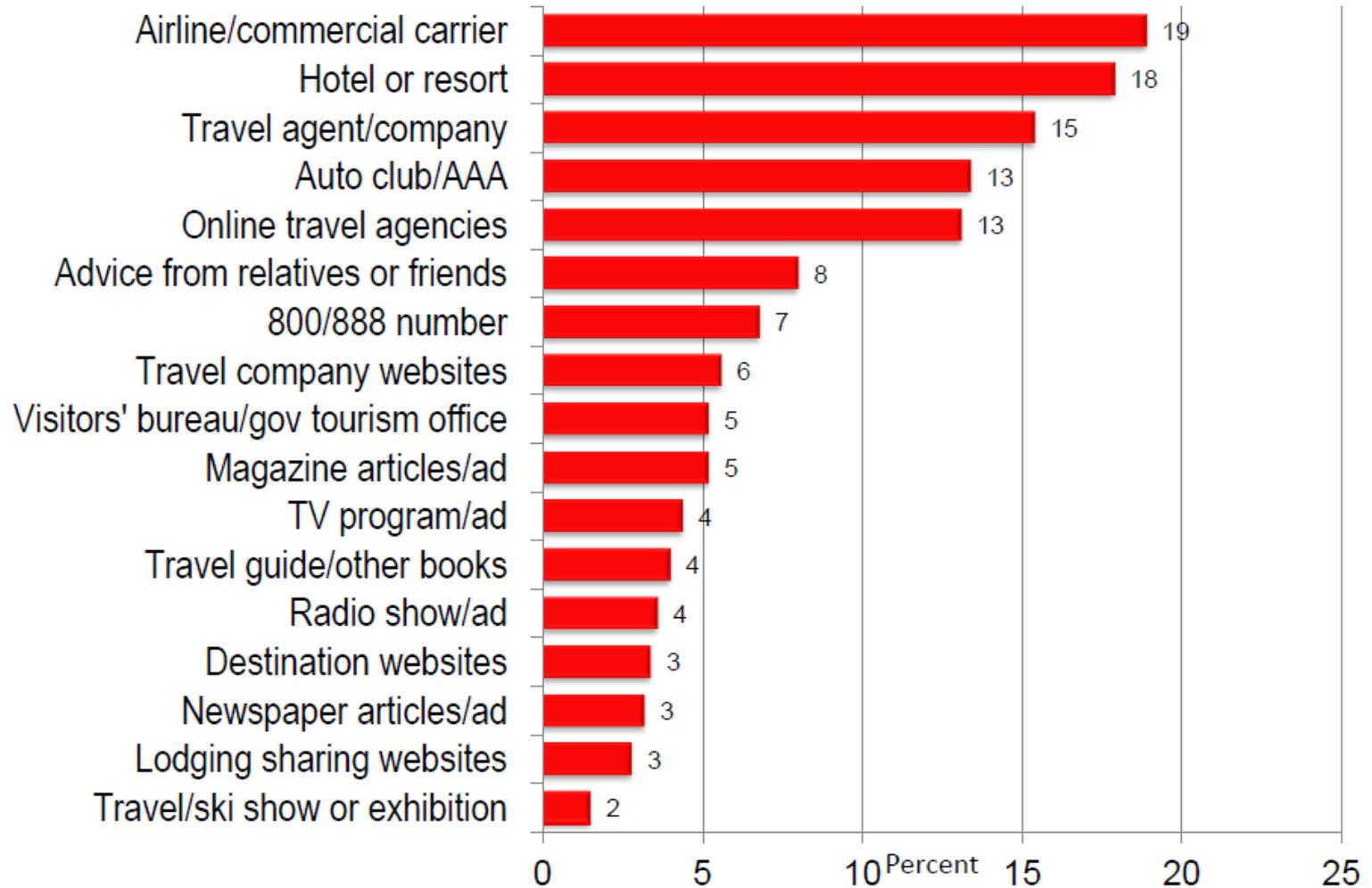
Length of Trip Planning



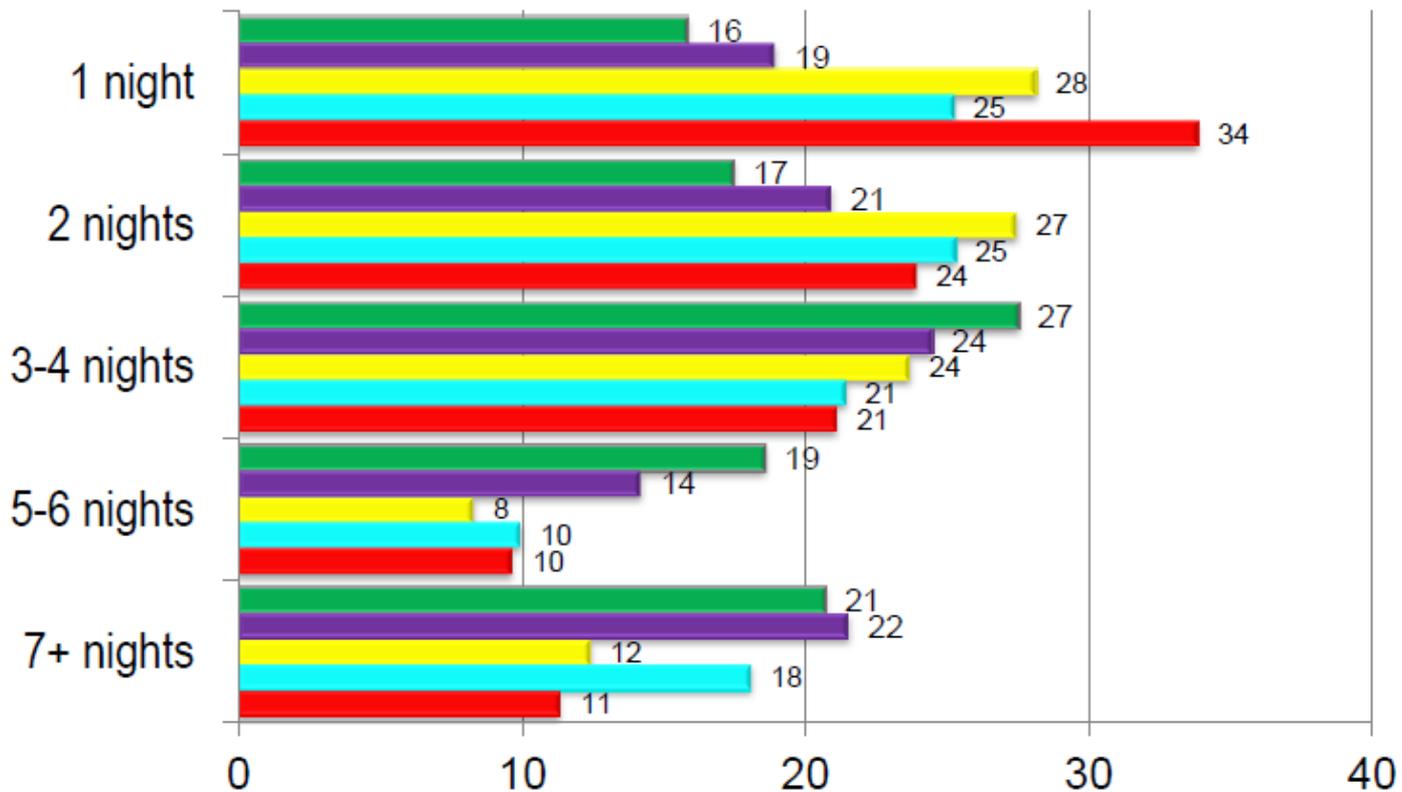
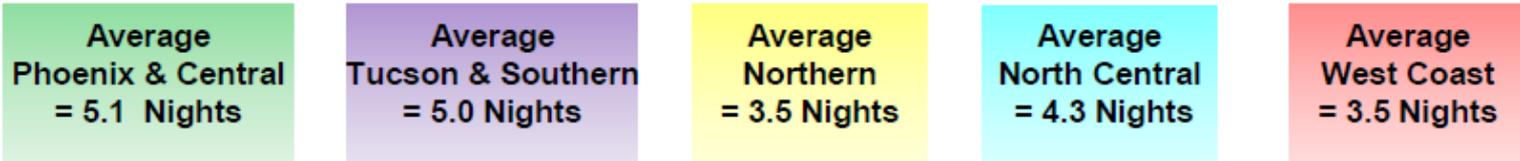
Trip Planning Information Sources



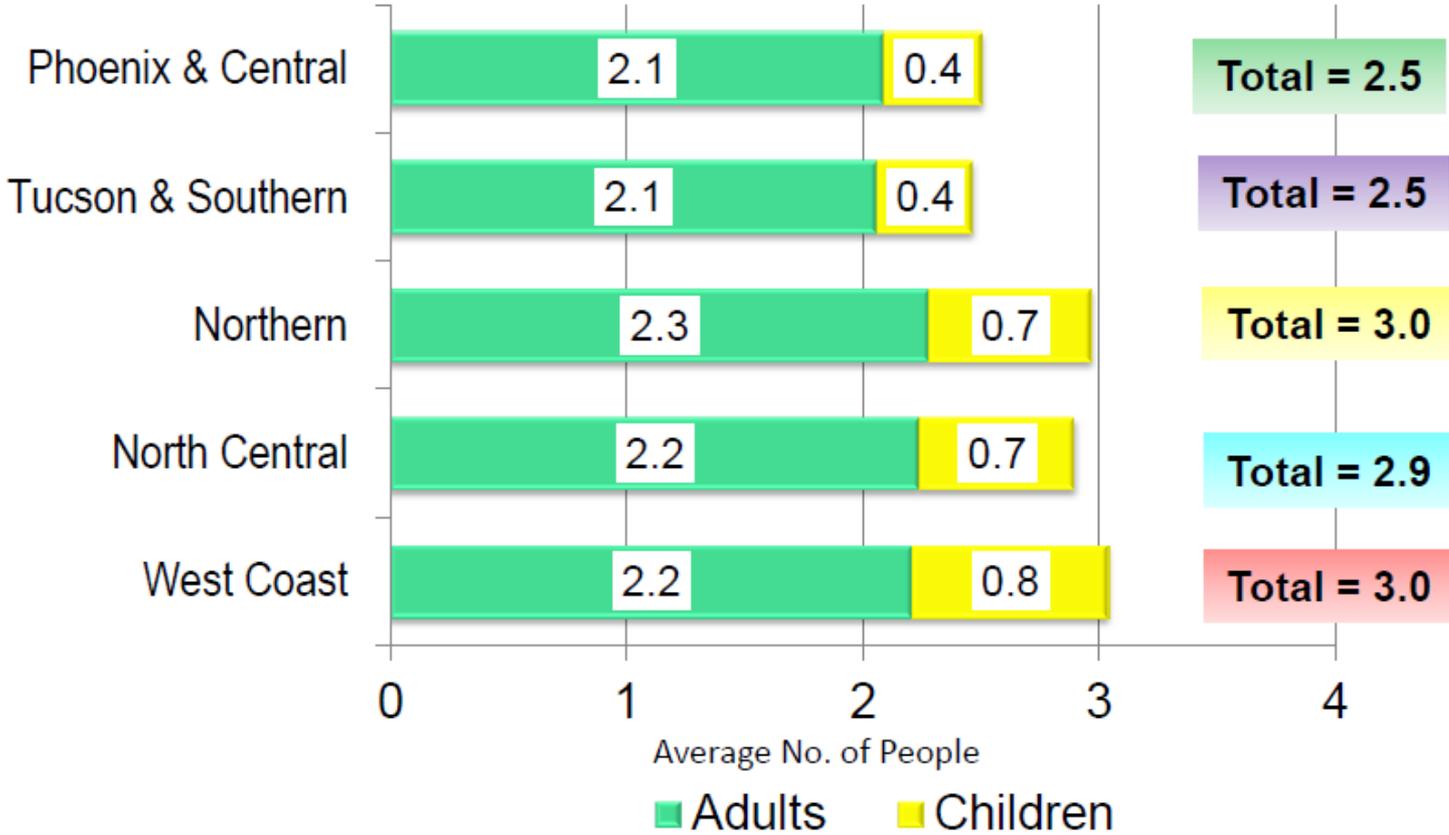
Method of Booking Trip



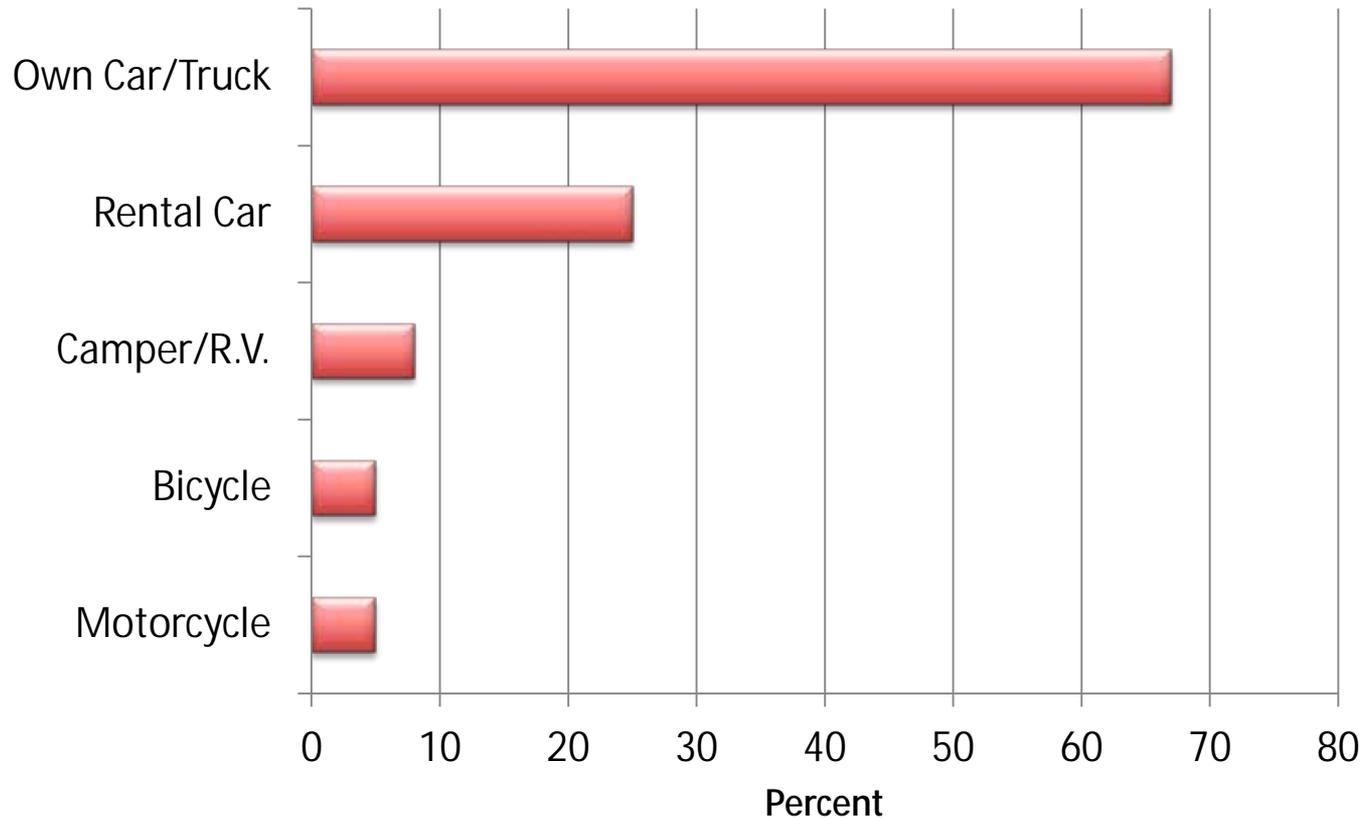
Number of Nights Spent in Region



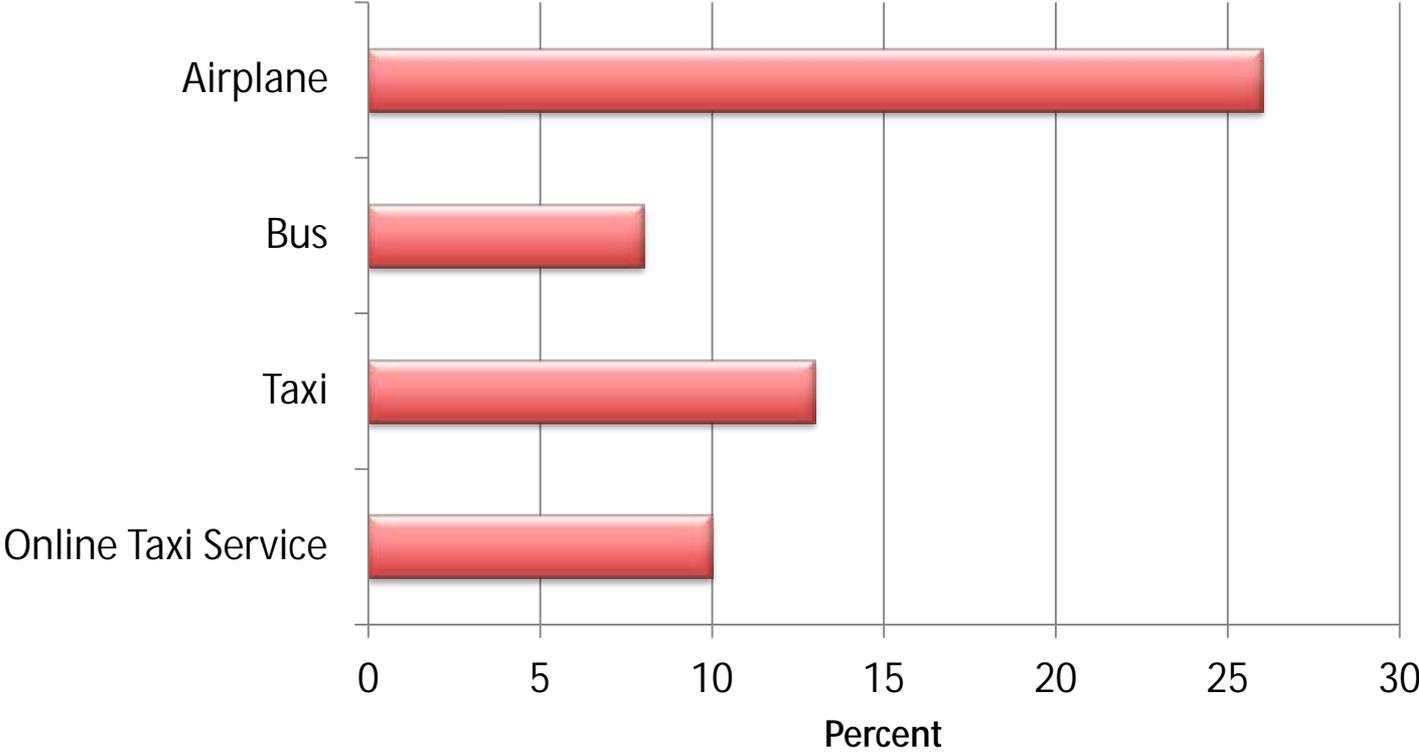
Travel Party



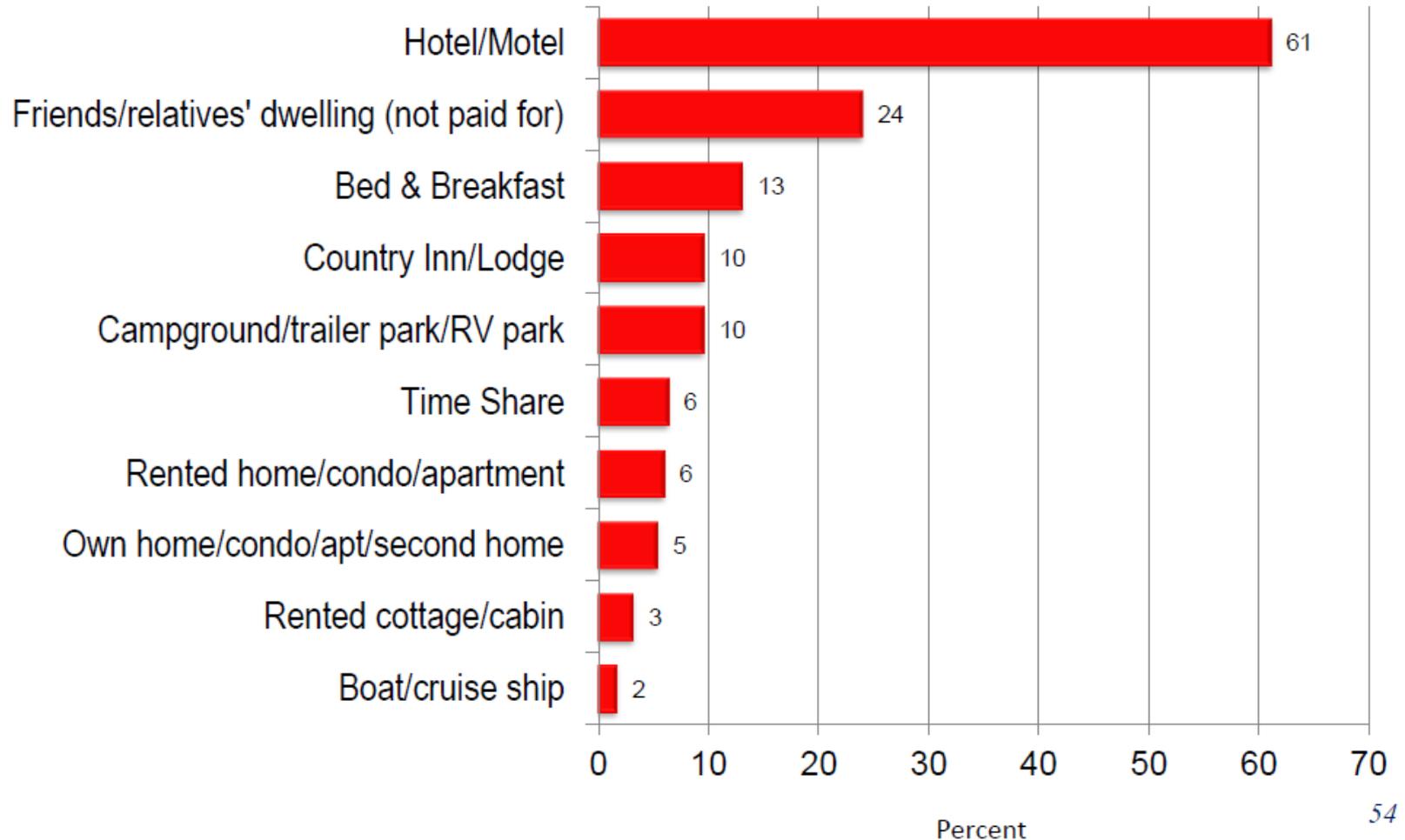
Transportation – Personal Vehicles



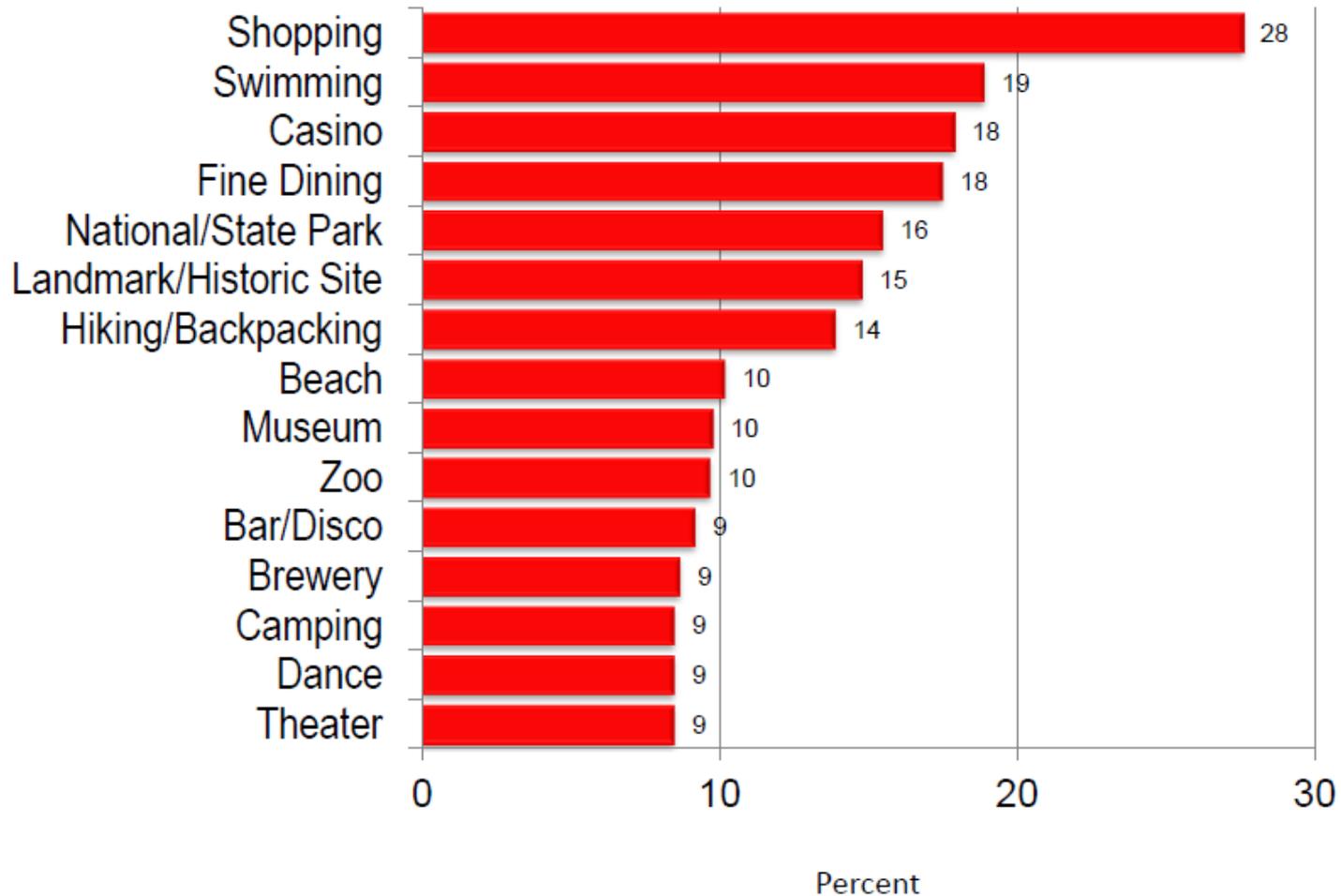
Transportation – Commercial Vehicles



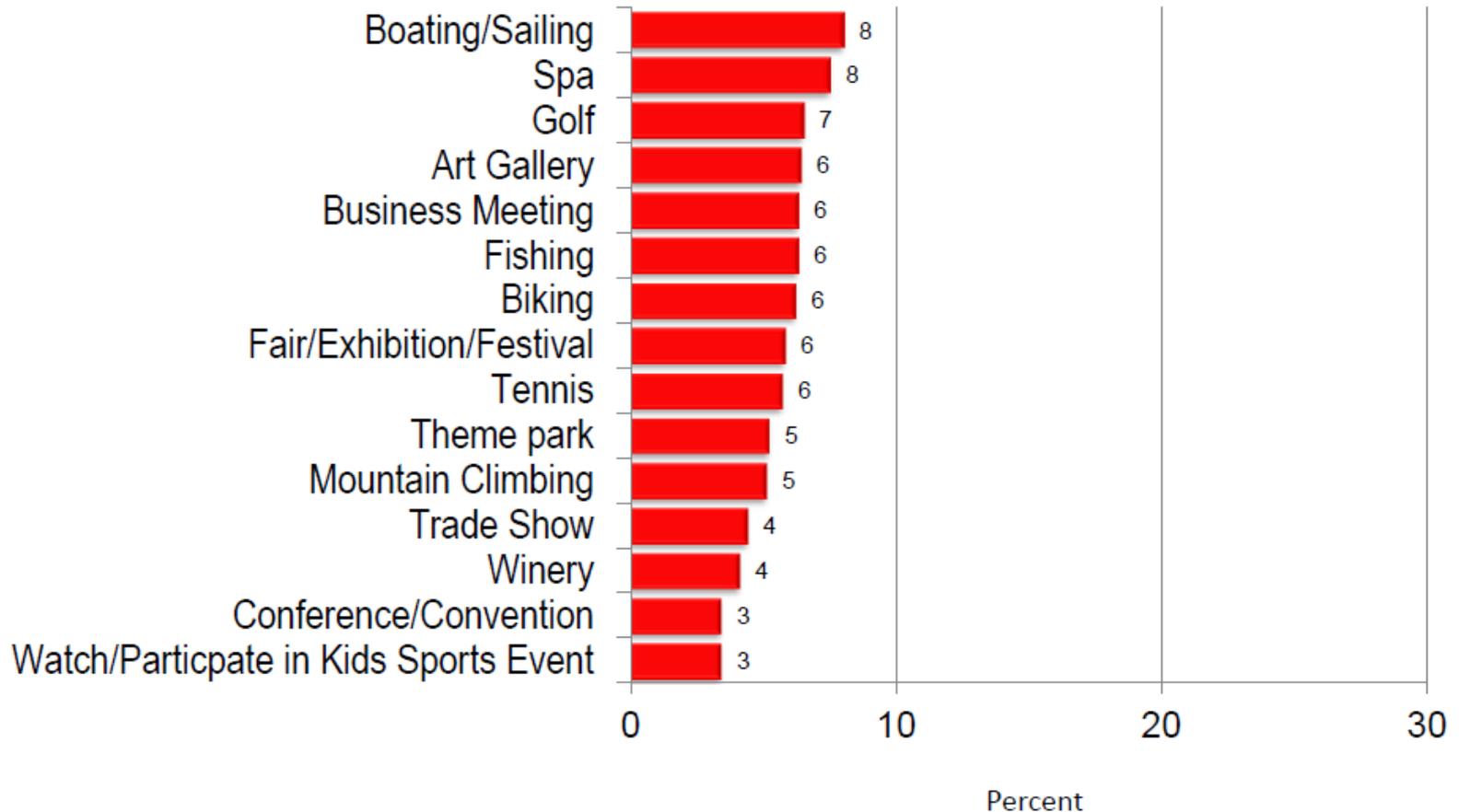
Accommodation



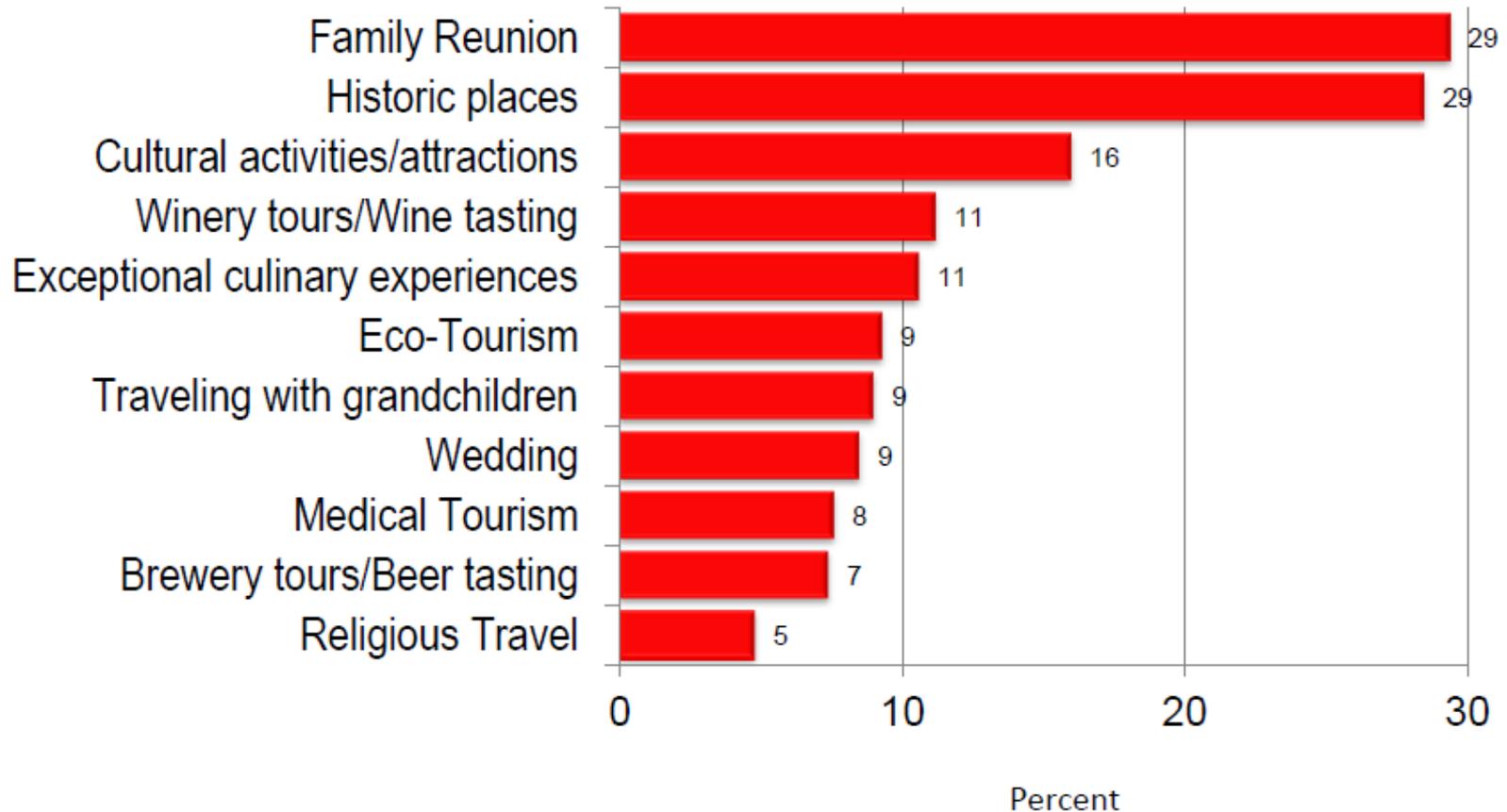
Activities and Experiences



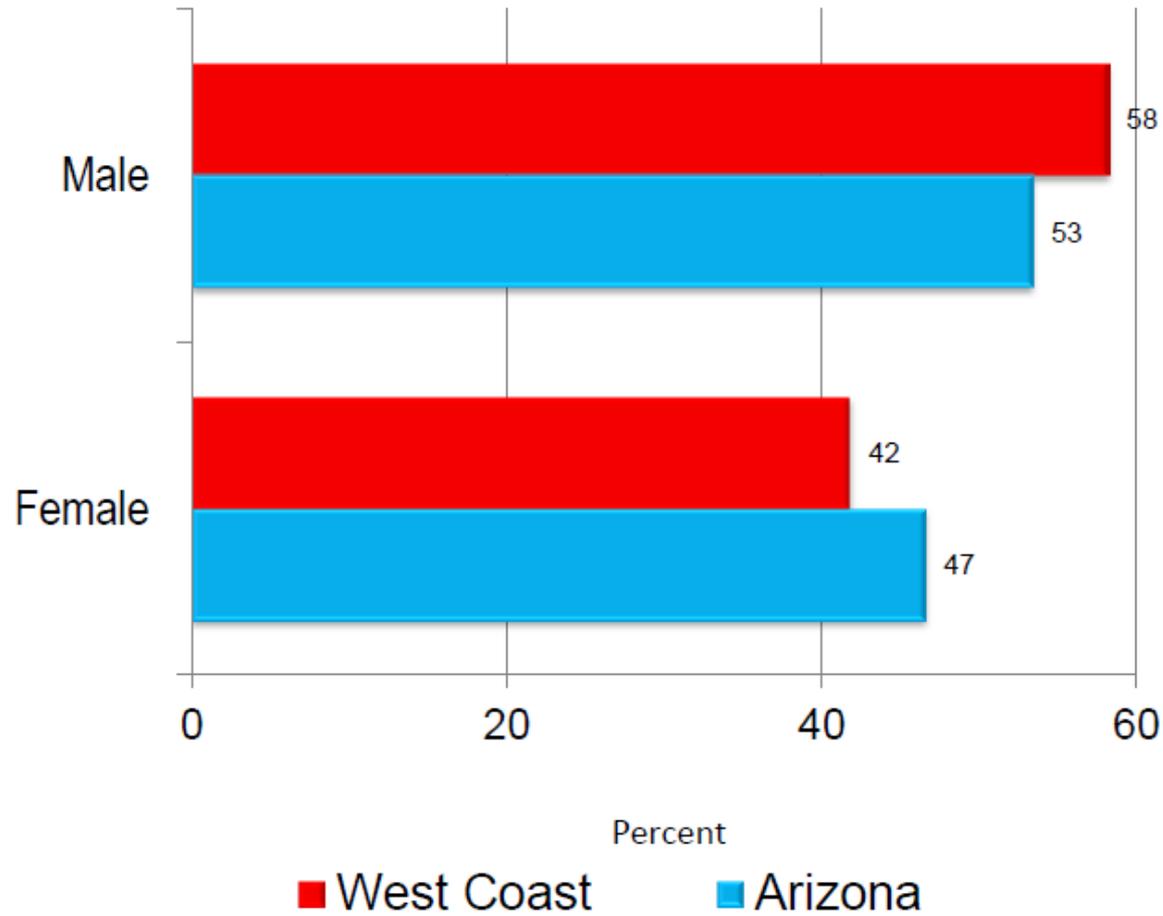
Activities and Experiences (cont.)



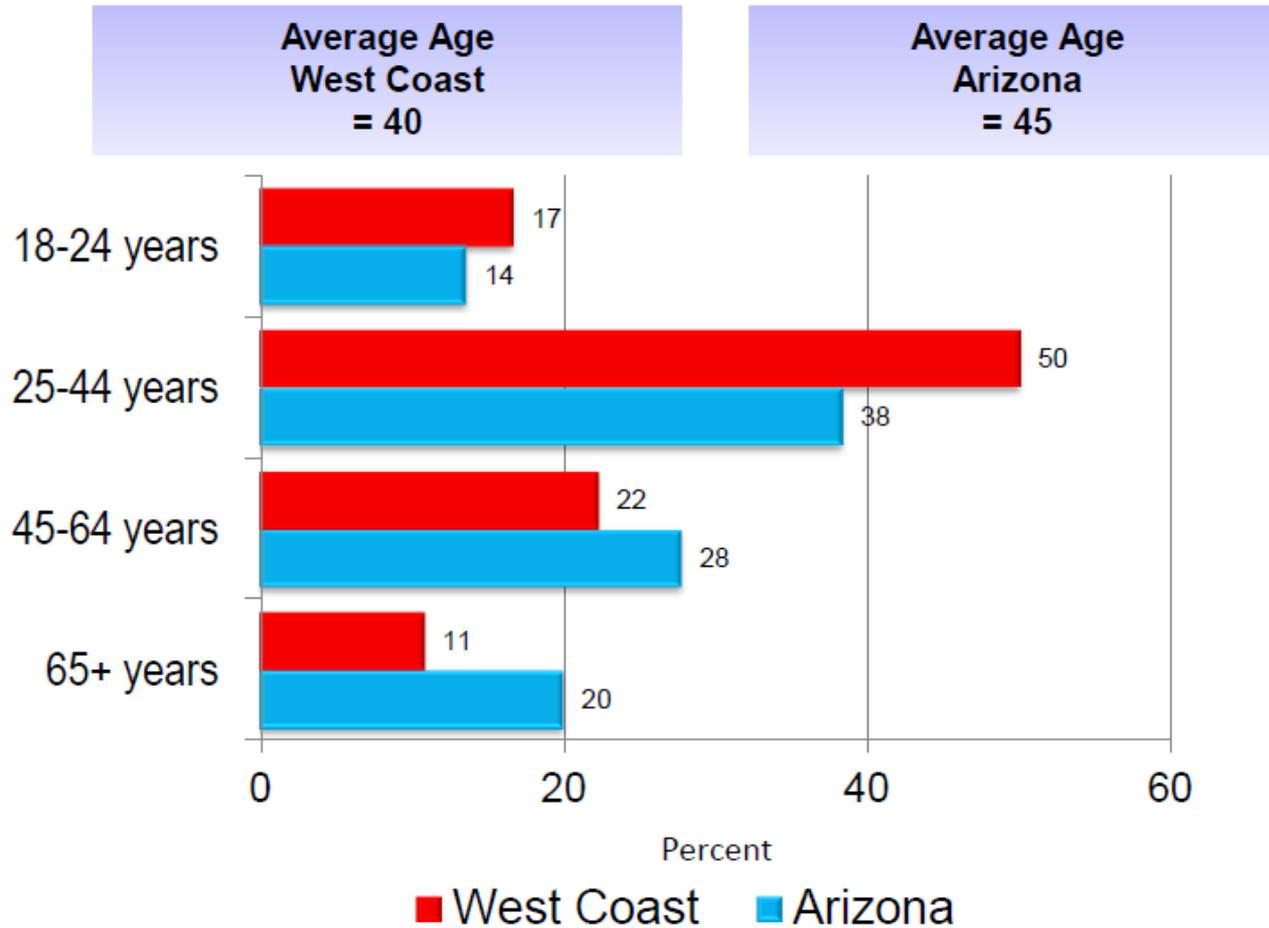
Activities of Special Interest



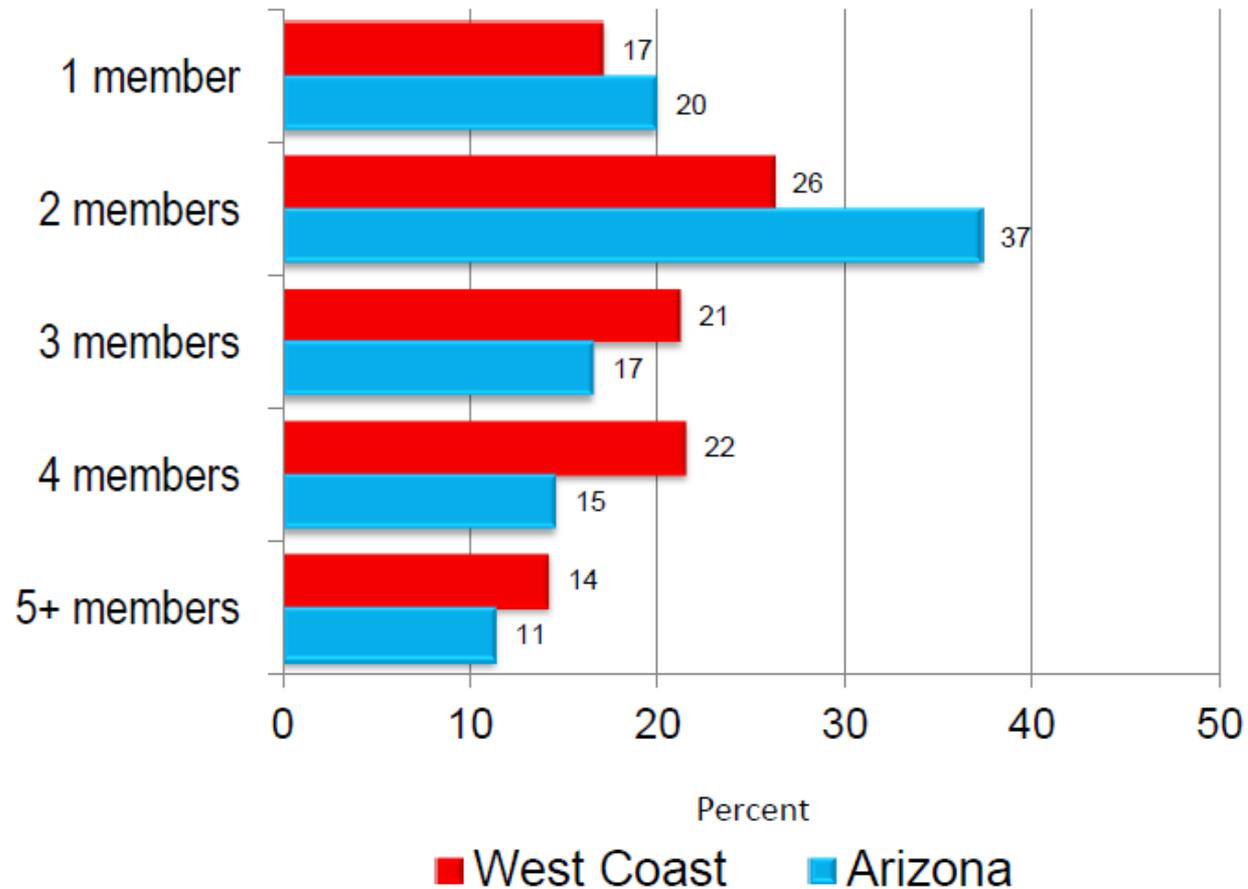
Gender



Age

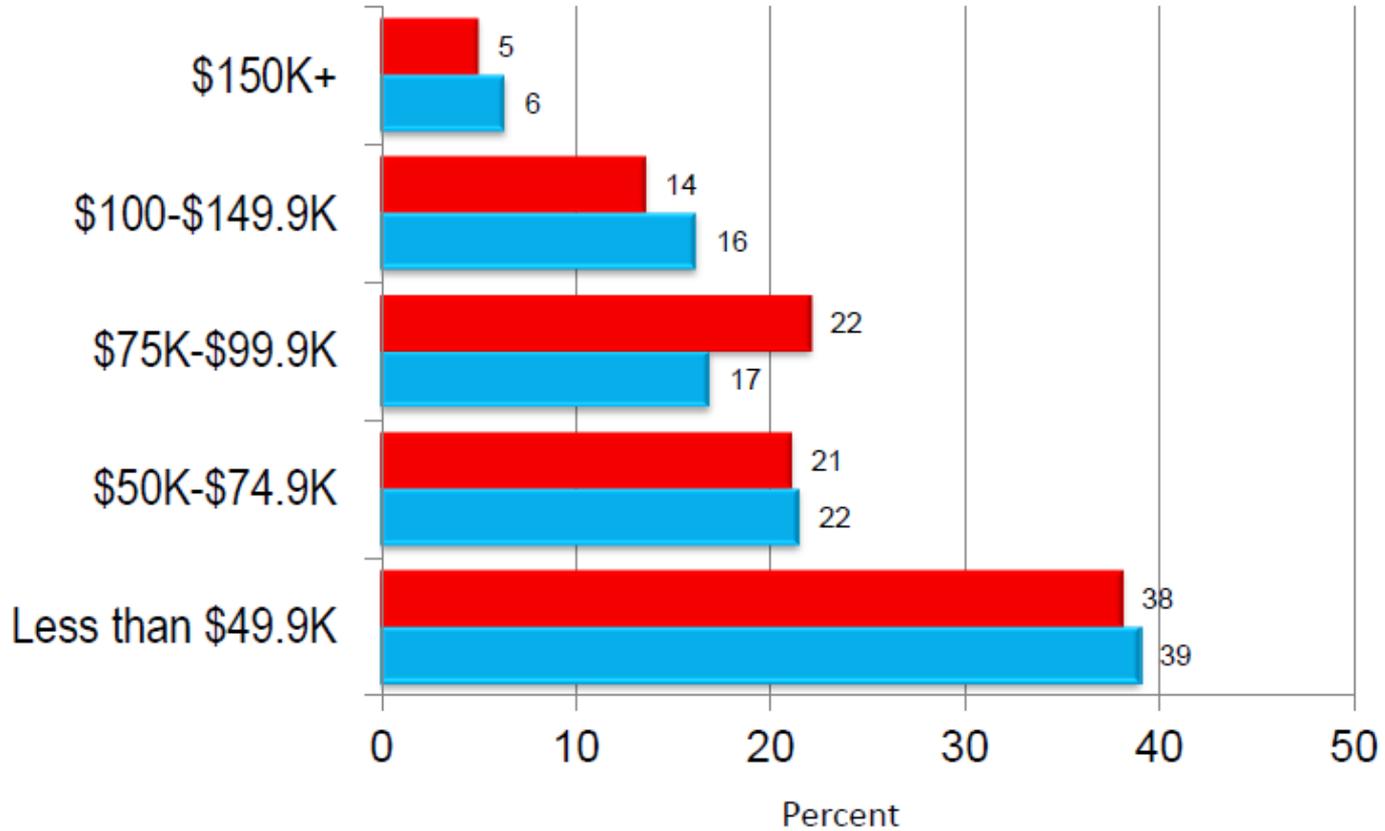


Household Size



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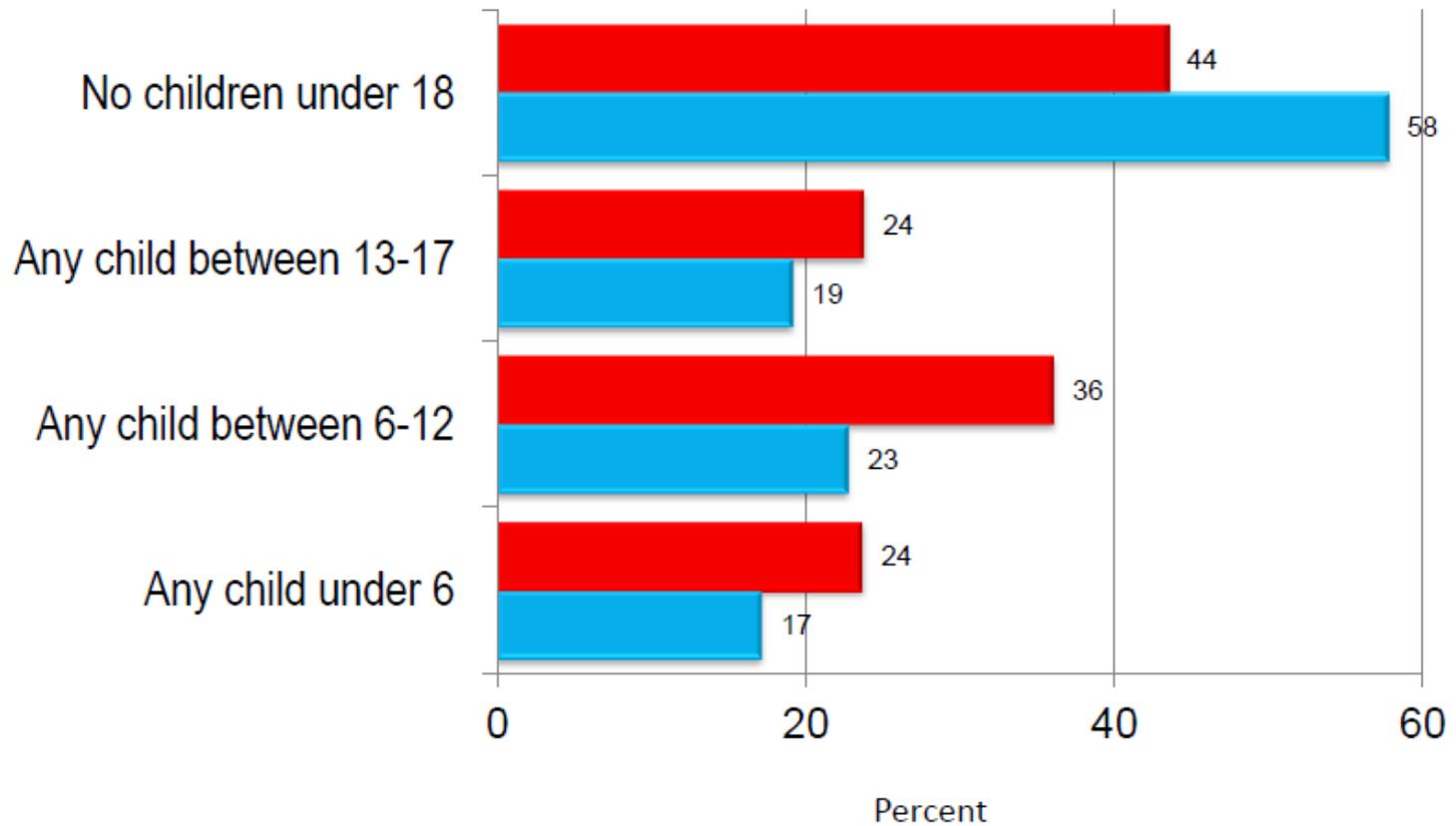
Household Income



■ West Coast ■ Arizona



Children in Household

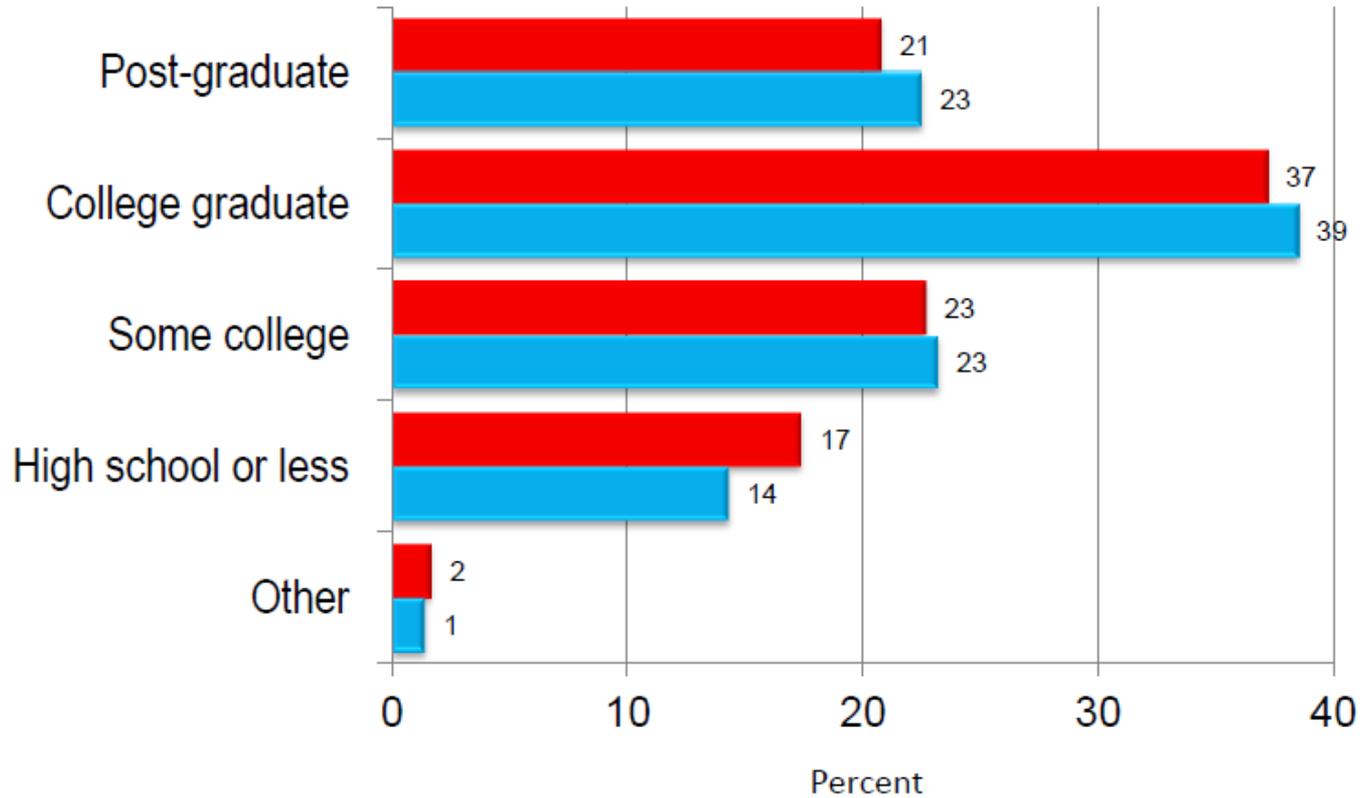


■ West Coast

■ Arizona

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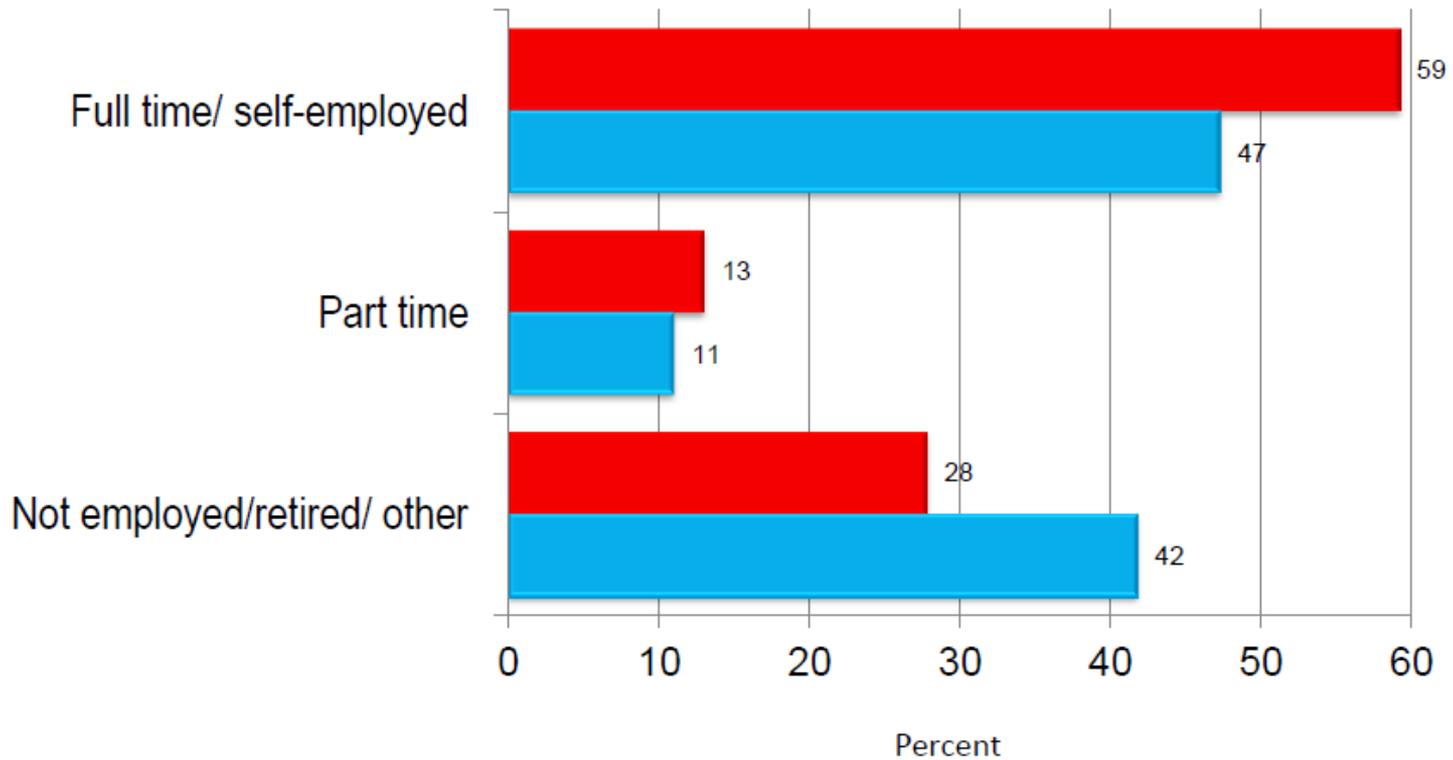
Education



■ West Coast ■ Arizona

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Employment



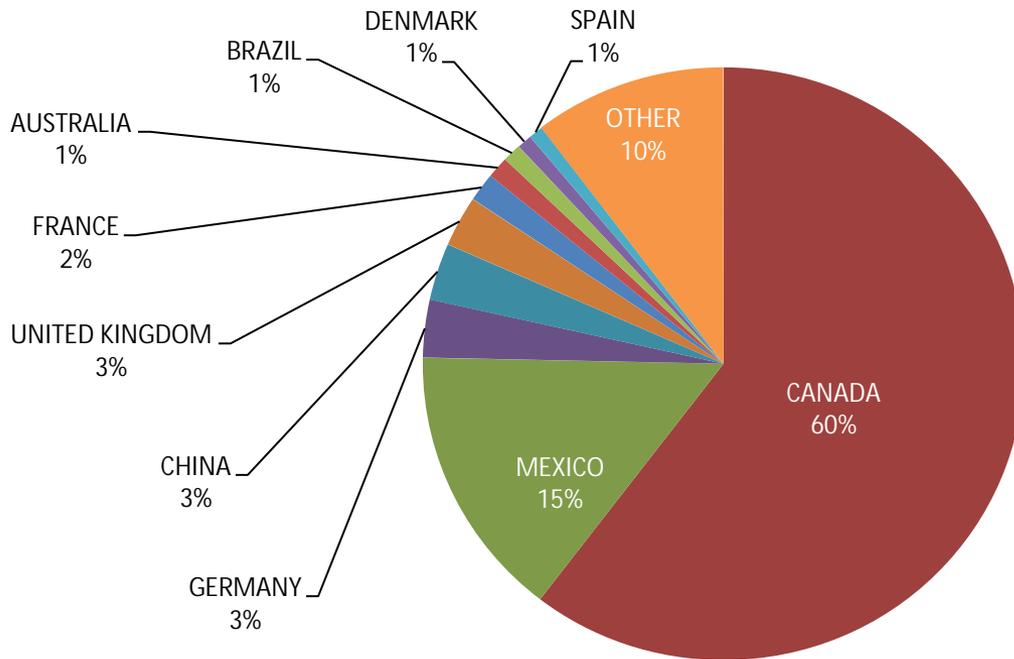
■ West Coast ■ Arizona



INTERNATIONAL VISA CARD SPENDING

West Coast Region

2015 Regional Visa Spending by Country

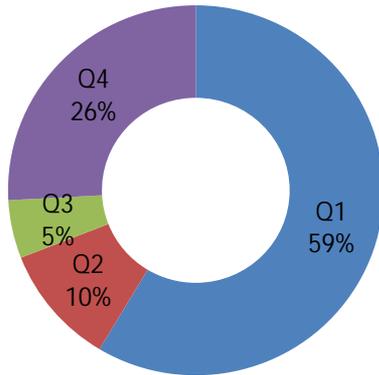


RANK	COUNTRY	SHARE
1	CANADA	60.4%
2	MEXICO	14.9%
3	GERMANY	3.1%
4	CHINA	3.1%
5	UNITED KINGDOM	2.8%
6	FRANCE	1.6%
7	AUSTRALIA	1.2%
8	BRAZIL	1.0%
9	DENMARK	0.8%
10	SPAIN	0.8%
	OTHER	10.3%
		100.0%

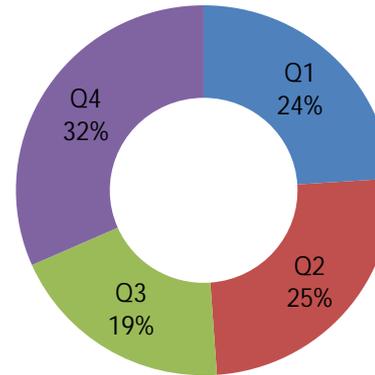


2015 Regional Visa Spending by Calendar Quarter

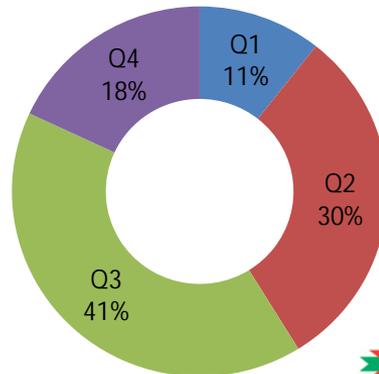
Canada



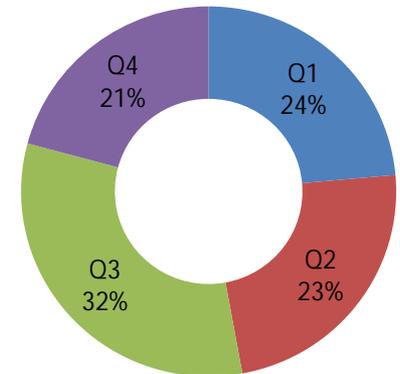
Mexico



Germany

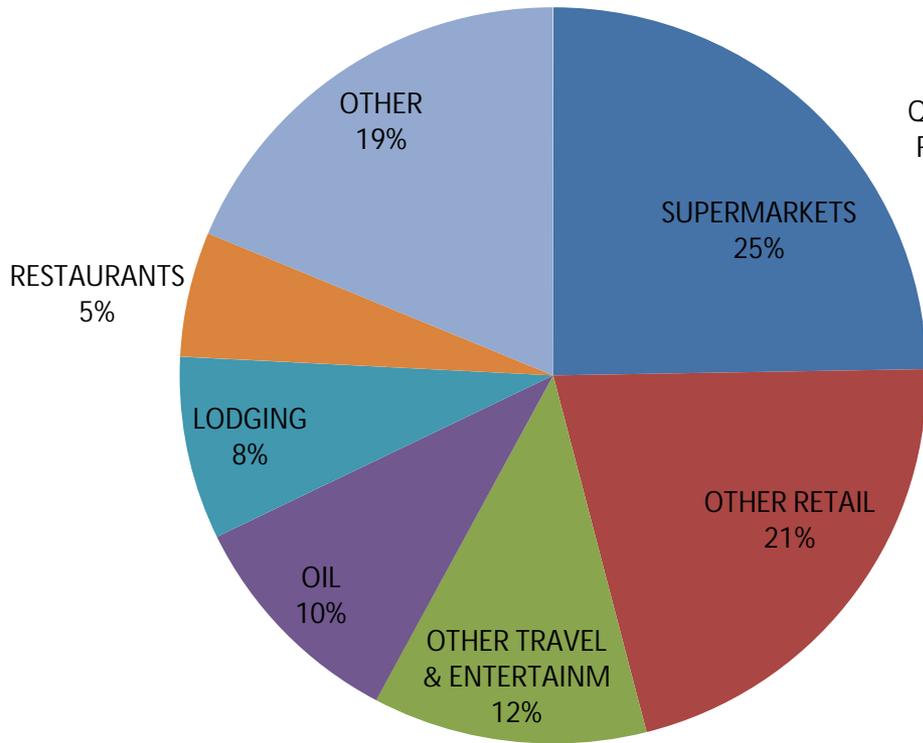


China

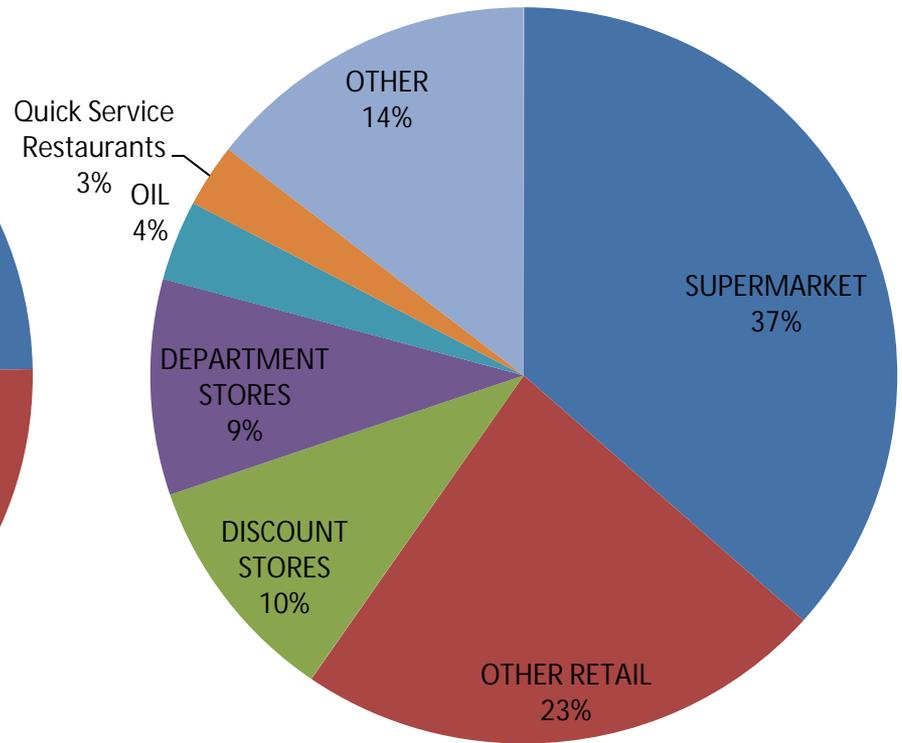


2015 Visa Spending by Merchant Category

Canada Top 5 Merchant Segments



Mexico Top 5 Merchant Segments



2015 Visa Spending Trends by Country

% Change in Spending YOY

Country	West Coast Region	Arizona
CANADA	-14.70%	-15.70%
MEXICO	-18.20%	-22.60%
GERMANY	-12.80%	-15.60%
CHINA	28.00%	34.80%
UNITED KINGDOM	13.20%	-2.20%
FRANCE	3.80%	-17.60%
AUSTRALIA	1.00%	-5.40%
BRAZIL	-30.60%	-31.10%
DENMARK	-8.20%	-10.80%
SPAIN	-6.60%	-20.30%



2016 TOURISM INDICATORS TO DATE

West Coast Region

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

State Parks Visitation

State Parks Visitation YTD YOY



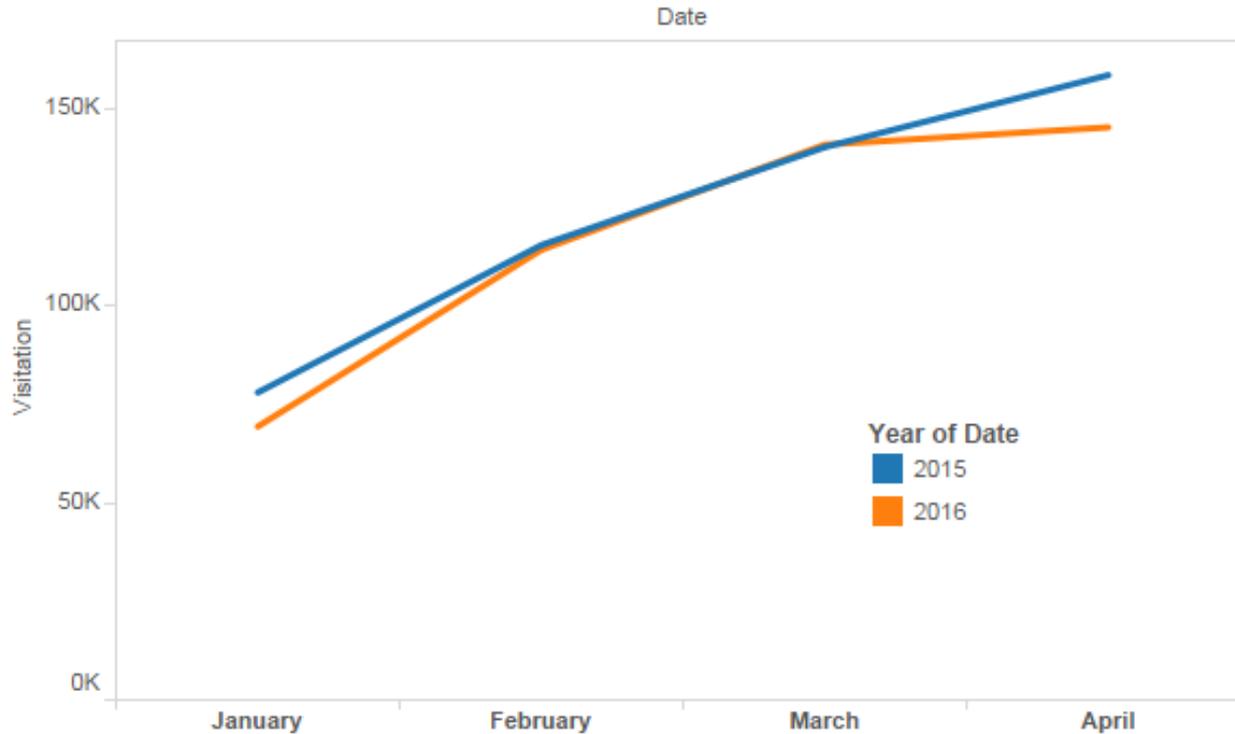
Visitor Count YTD

Park	Date	2016
Alamo Lake SP		26,415
Buckskin Mountain SP		36,984
Cattail Cove SP		20,307
Lake Havasu SP		169,199
Yuma Crossing SHP		11,601
Yuma Territorial Prison SHP		37,519



National Parks Visitation

National Parks YOY



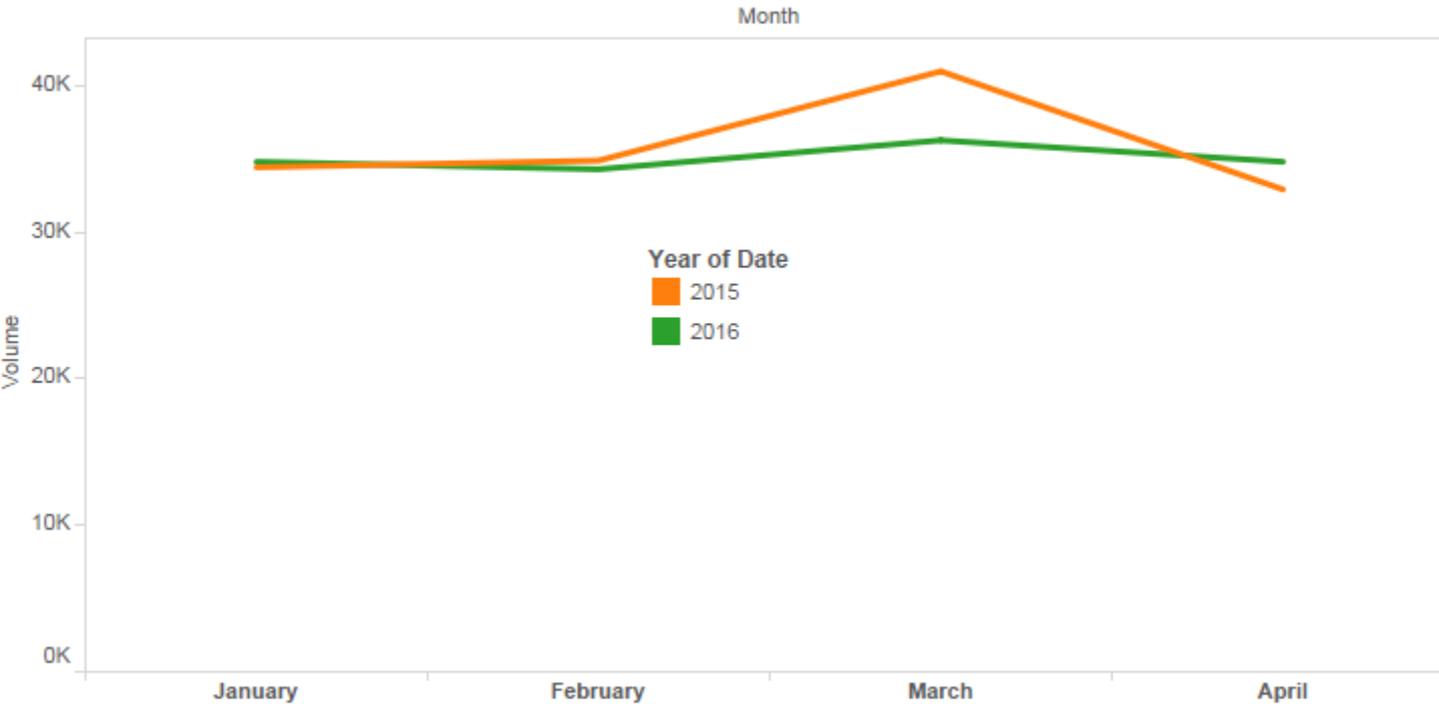
Visitation YTD

Park	Date
Lake Mead NRA	466,162
Pipe Spring NM	3,607



Airport Passenger Volume

Airport Passenger Volume

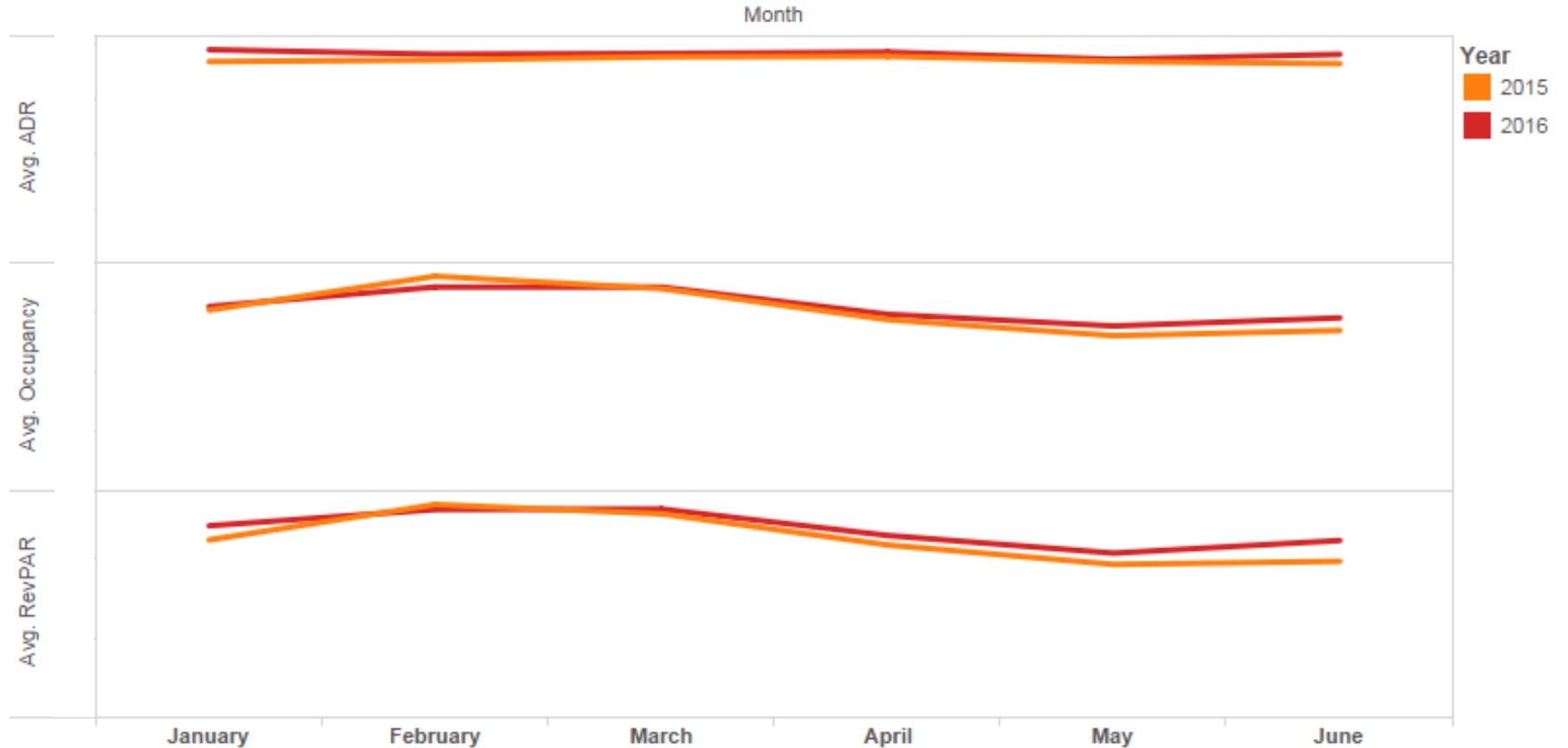


Airport	Date
Kingman	0
Laughlin/Bullhead City Inter..	85,666
Yuma International	54,526



Lodging Indicators

YOY Lodging Indicators - West Coast Region



Gross Sales by County

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



Q&A

West Coast Region

Presentation slides available at:

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

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