



**2015**

**Arizona Domestic Overnight Visitors  
2015 vs. 2014**

**36.4  
Million**

Domestic Overnight  
Visitors to Arizona

AZ Domestic Visitation Trend



**2015**

**2014**

**83%/17%**

leisure/business

**83%/17%**

**72%/28%**

non-resident/resident

**72%/28%**

**2.8**

party size

**2.9**

**62%**

net paid accommodations

**64%**

**\$688**

expenditures\*

**\$651**

**4.0**

nights stayed in AZ

**3.7**

**\$69,300**

average HH income

**\$70,380**

**45.0 yrs**

average age

**45.1 yrs**

Source: Longwoods, Tourism Economics

\* trip expenditures per party, does not include transportation to Arizona