



International Visitor Volumes for Arizona:

2017 Analysis



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

Overview

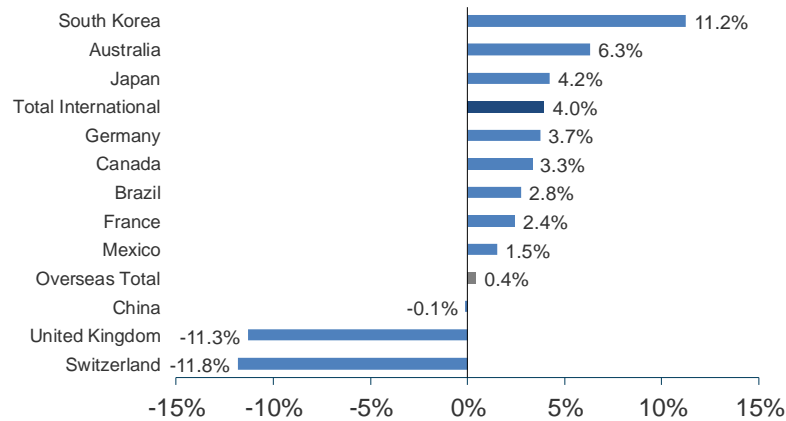
- An understanding of the volumes and trends of key international markets is critical to sound destination marketing.
- However, government data does not provide adequate sample sizes to produce reliable estimates of international markets for Arizona.
- Tourism Economics has developed an international visitor tracking model for Arizona that incorporates multiple data sources to produce reliable volumes and trends for 49 international markets.
- The model weights aviation (OAG bookings by origin and destination), credit card statistics (Visa cardholders by country of origin), and various government databases to stabilize results over time.
- Weights are based on historic correlations with government data over time.

International travel to Arizona, VisaVue vs OAG

VisaVue

International Visits to Arizona

% Change, 2017

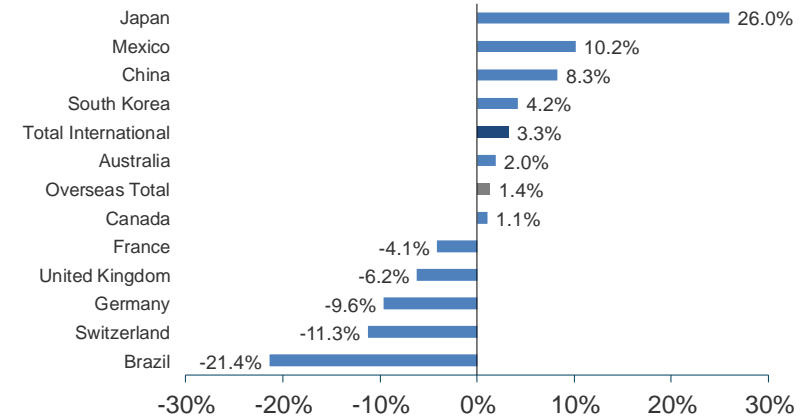


Source: VisaVue

OAG

International Visits to Arizona

% Change, 2017

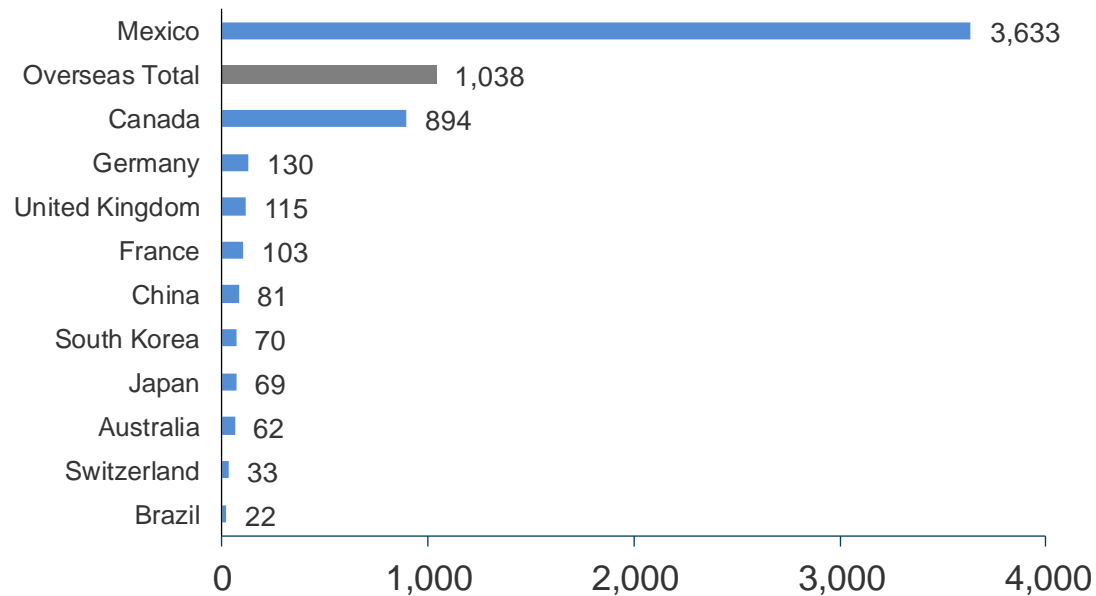


Source: OAG

Arizona international travel, summary

International Visits to Arizona

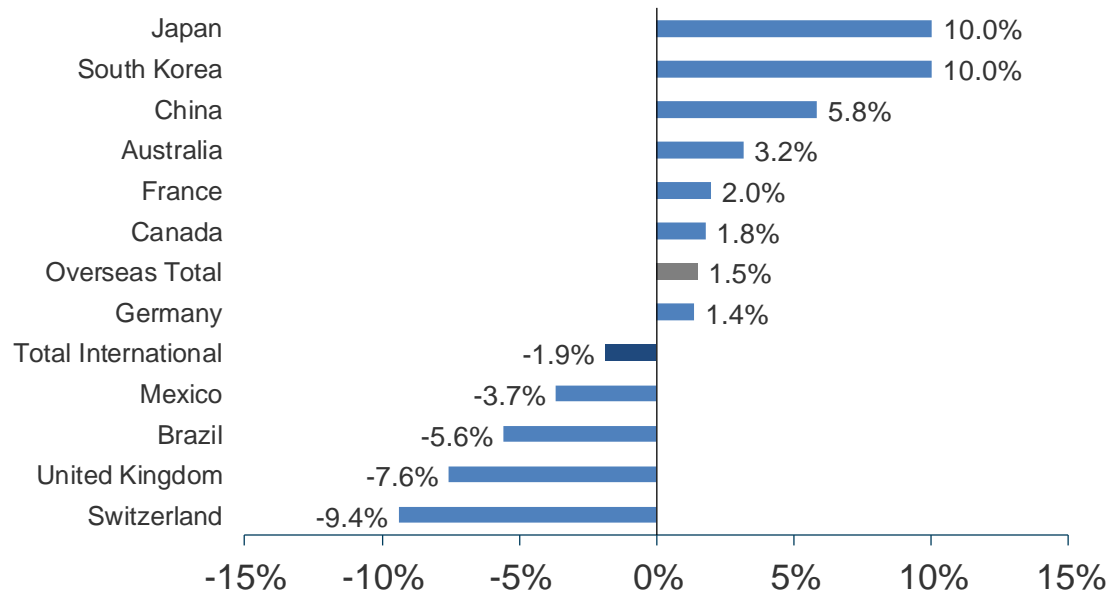
Levels, in thousands, 2017



Arizona international travel, summary

International Visits to Arizona

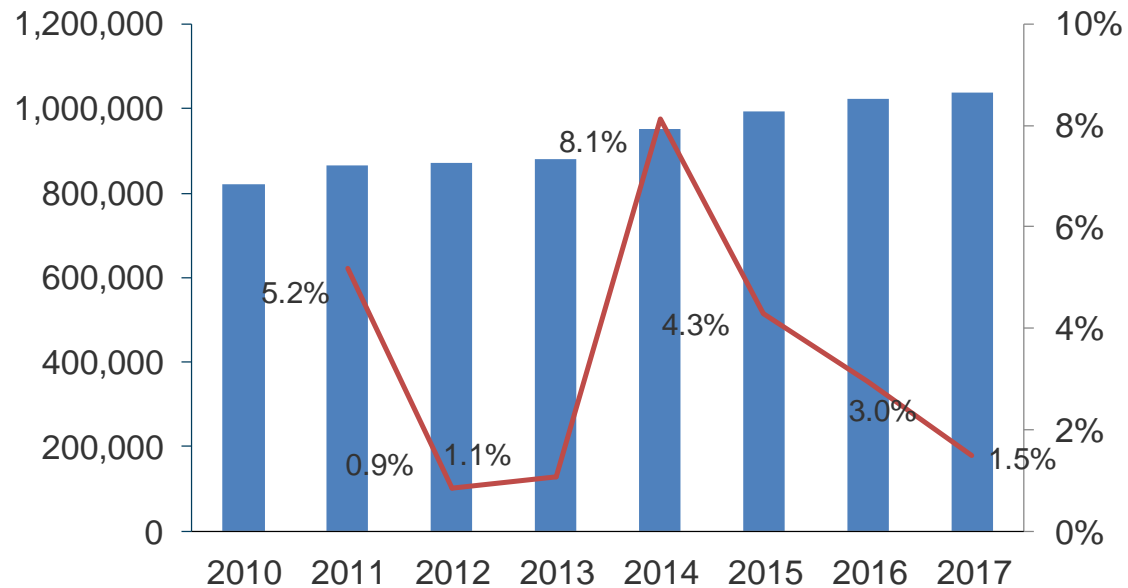
% Change, 2017



Overseas summary

Overseas travel to Arizona

Levels and % change (right)



International visits to Arizona, levels

International Overnight Visits to Arizona

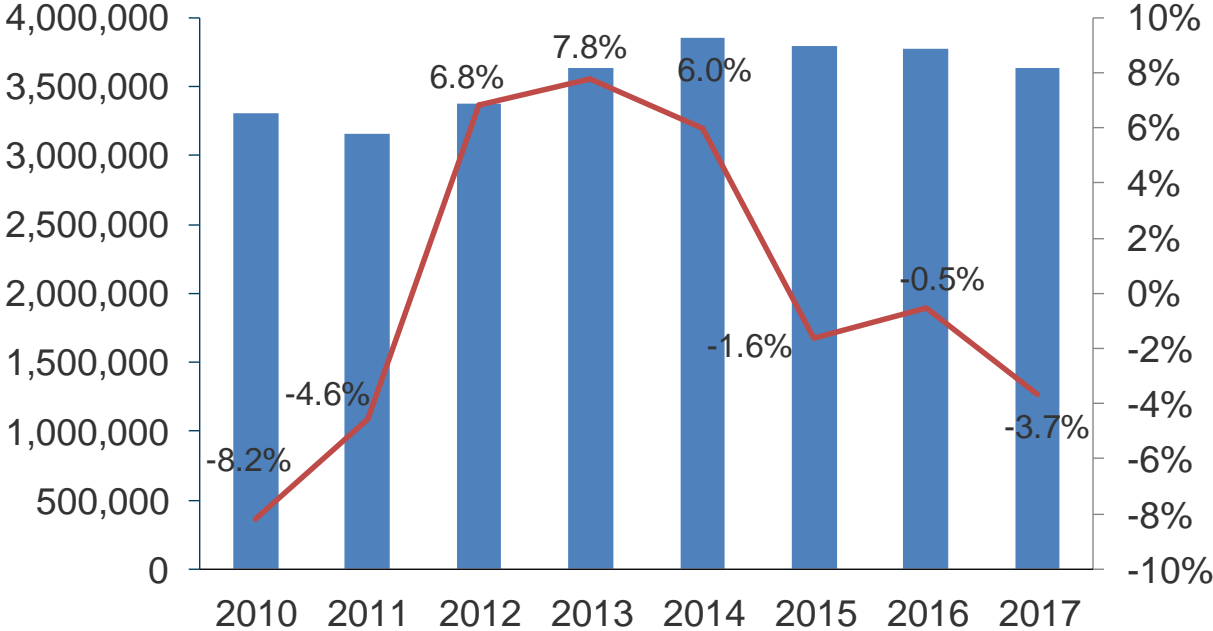
	2010	2011	2012	2013	2014	2015	2016	2017
Mexico	3,310,184	3,158,622	3,373,909	3,635,939	3,854,431	3,790,919	3,771,407	3,633,296
Canada	650,000	703,800	728,000	850,200	896,467	928,051	878,647	894,241
Germany	116,580	120,000	120,229	119,971	127,705	133,903	127,823	129,582
United Kingdom	131,107	123,000	117,000	114,186	116,542	117,581	124,013	114,634
France	97,108	110,000	106,865	105,846	113,385	111,960	101,303	103,309
China	20,972	25,000	31,000	36,705	52,105	63,911	76,884	81,373
South Korea	41,701	40,000	44,111	52,725	54,015	61,128	63,524	69,882
Japan	40,931	45,000	47,015	49,080	51,602	54,803	62,724	69,010
Australia	40,812	44,000	45,803	43,711	47,535	54,466	59,908	61,798
Switzerland	35,507	39,000	36,674	34,380	36,554	36,502	35,946	32,567
Brazil	20,349	23,000	27,001	27,978	30,992	29,649	23,784	22,458
Other Overseas	276,324	295,000	295,650	296,194	321,878	329,263	346,636	353,089
Overseas Total	821,391	864,000	871,347	880,777	952,313	993,167	1,022,545	1,037,703
Total International	4,781,575	4,726,422	4,973,256	5,366,916	5,703,210	5,712,138	5,672,599	5,565,240

International visits to Arizona, % change

International Overnight Visits to Arizona							
	2011	2012	2013	2014	2015	2016	2017
Mexico	-4.6%	6.8%	7.8%	6.0%	-1.6%	-0.5%	-3.7%
Canada	8.3%	3.4%	16.8%	5.4%	3.5%	-5.3%	1.8%
Germany	2.9%	0.2%	-0.2%	6.4%	4.9%	-4.5%	1.4%
United Kingdom	-6.2%	-4.9%	-2.4%	2.1%	0.9%	5.5%	-7.6%
France	13.3%	-2.9%	-1.0%	7.1%	-1.3%	-9.5%	2.0%
China	19.2%	24.0%	18.4%	42.0%	22.7%	20.3%	5.8%
South Korea	-4.1%	10.3%	19.5%	2.4%	13.2%	3.9%	10.0%
Japan	9.9%	4.5%	4.4%	5.1%	6.2%	14.5%	10.0%
Australia	7.8%	4.1%	-4.6%	8.7%	14.6%	10.0%	3.2%
Switzerland	9.8%	-6.0%	-6.3%	6.3%	-0.1%	-1.5%	-9.4%
Brazil	13.0%	17.4%	3.6%	10.8%	-4.3%	-19.8%	-5.6%
Other Overseas	6.8%	0.2%	0.2%	8.7%	2.3%	5.3%	1.9%
Overseas Total	5.2%	0.9%	1.1%	8.1%	4.3%	3.0%	1.5%
Total International	-1.2%	5.2%	7.9%	6.3%	0.2%	-0.7%	-1.9%

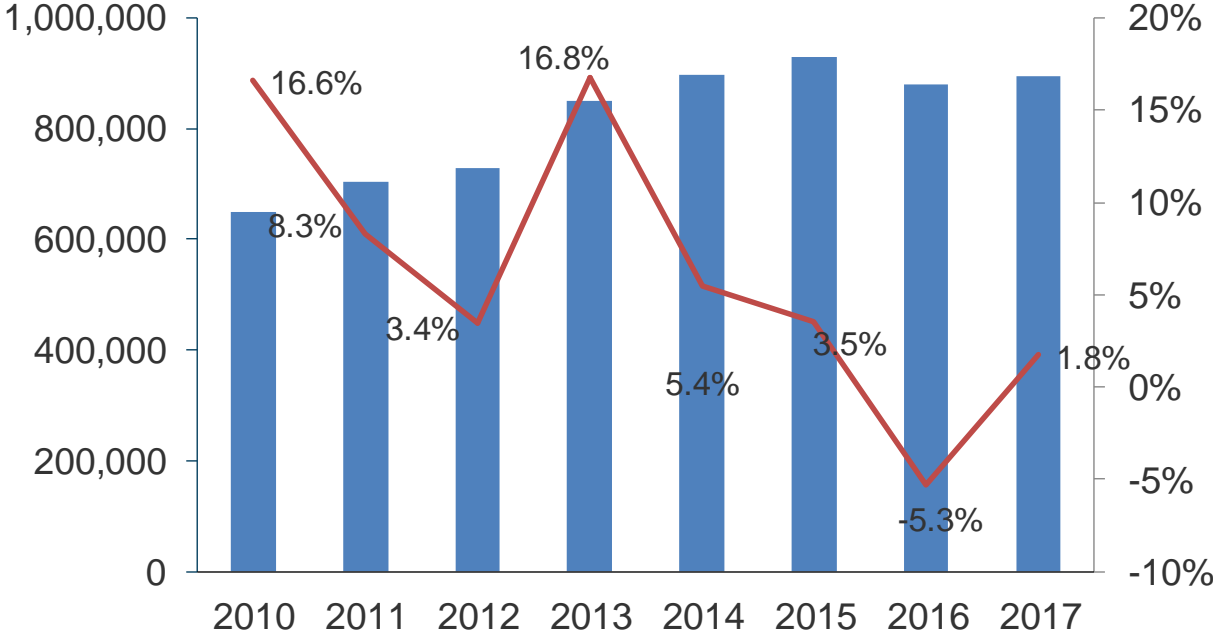
Mexico travel to Arizona

Levels and % change (red line, right axis)



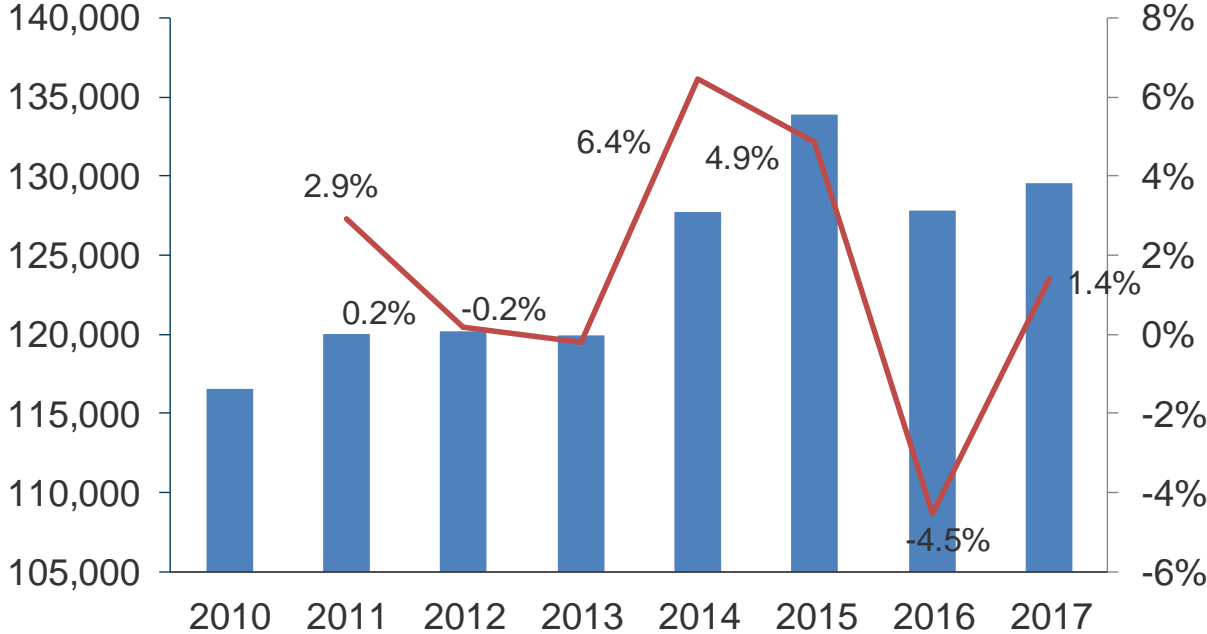
Canada travel to Arizona

Levels and % change (red line, right axis)



Germany travel to Arizona

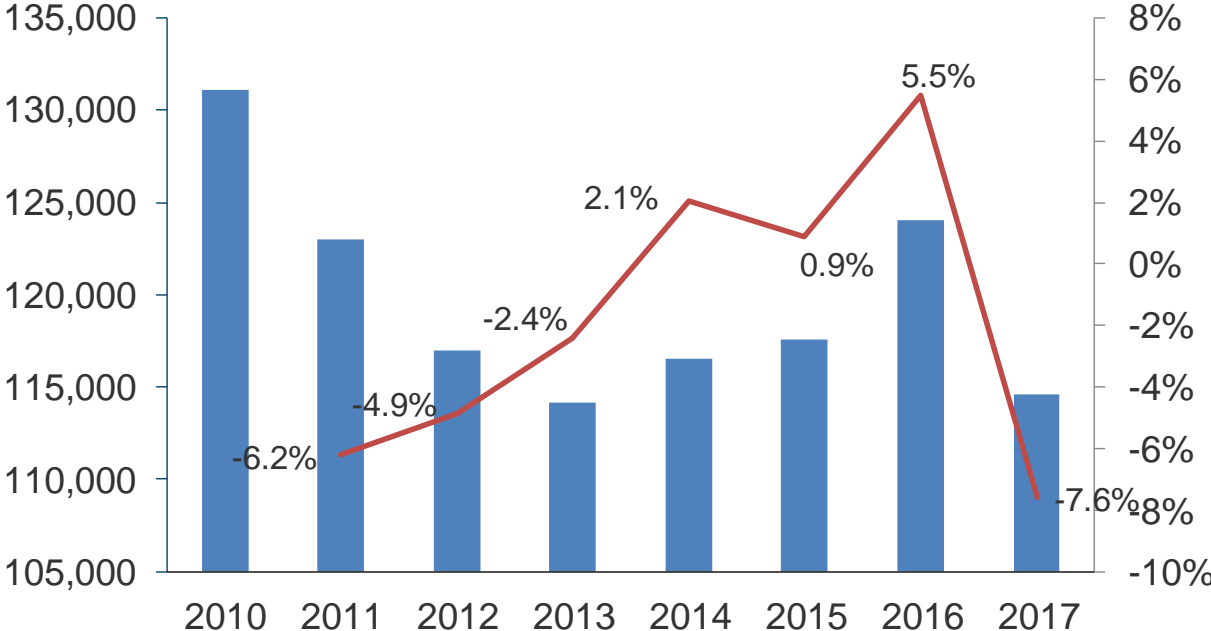
Levels and % change (red line, right axis)



United Kingdom

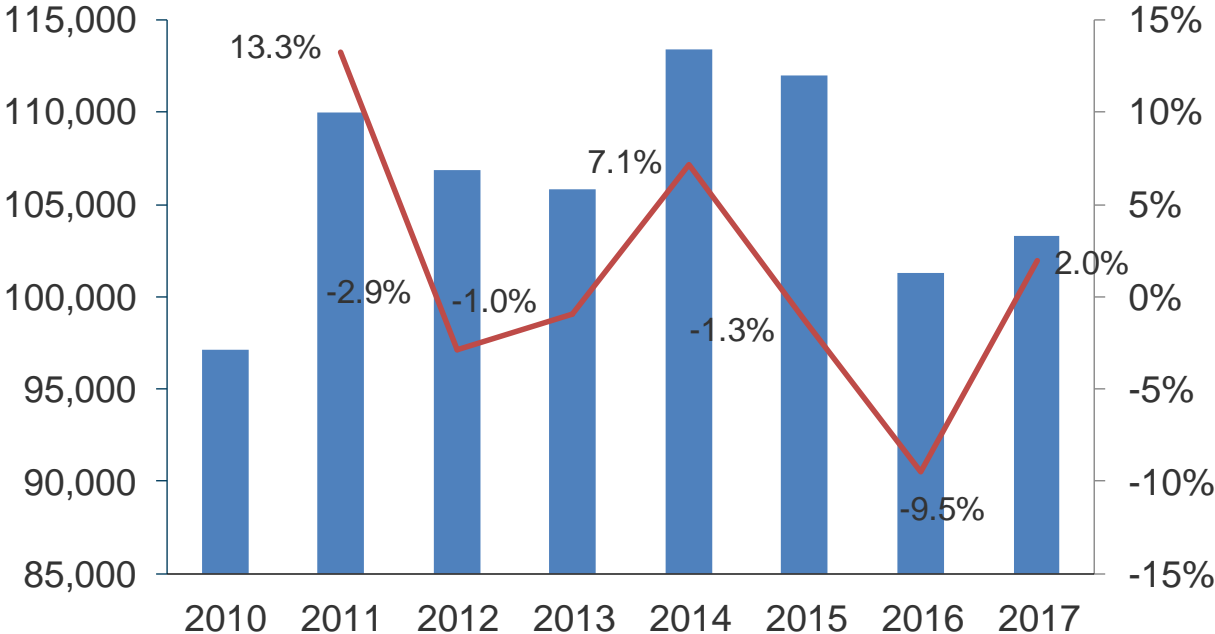
UK travel to Arizona

Levels and % change (red line, right axis)



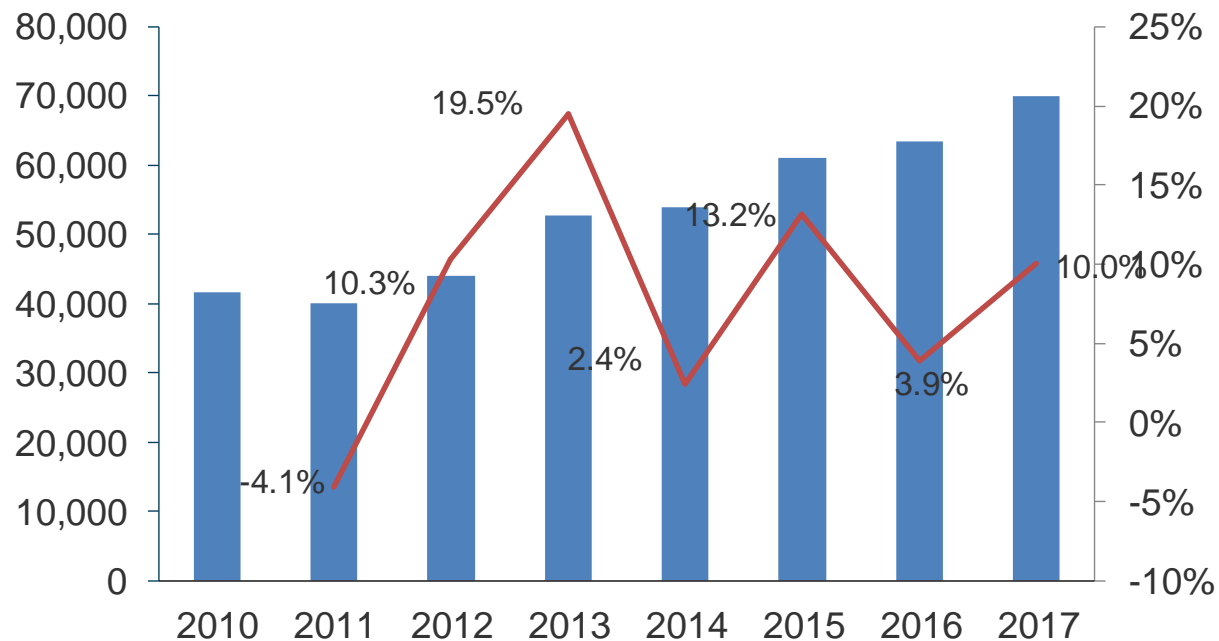
France travel to Arizona

Levels and % change (red line, right axis)



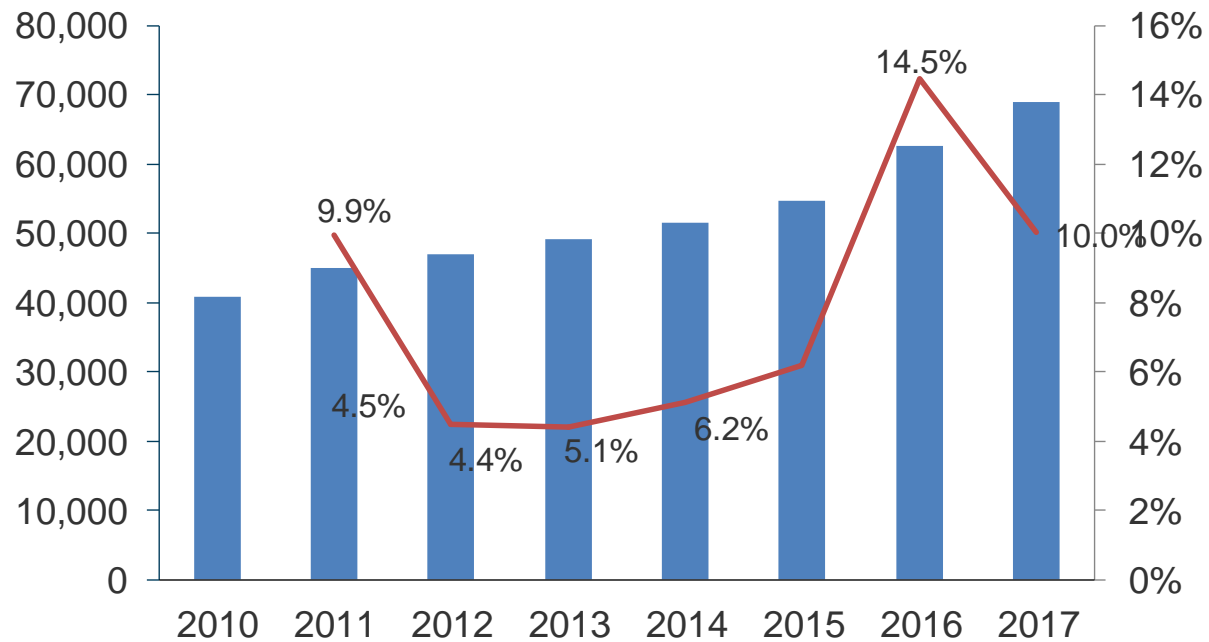
South Korea travel to Arizona

Levels and % change (red line, right axis)



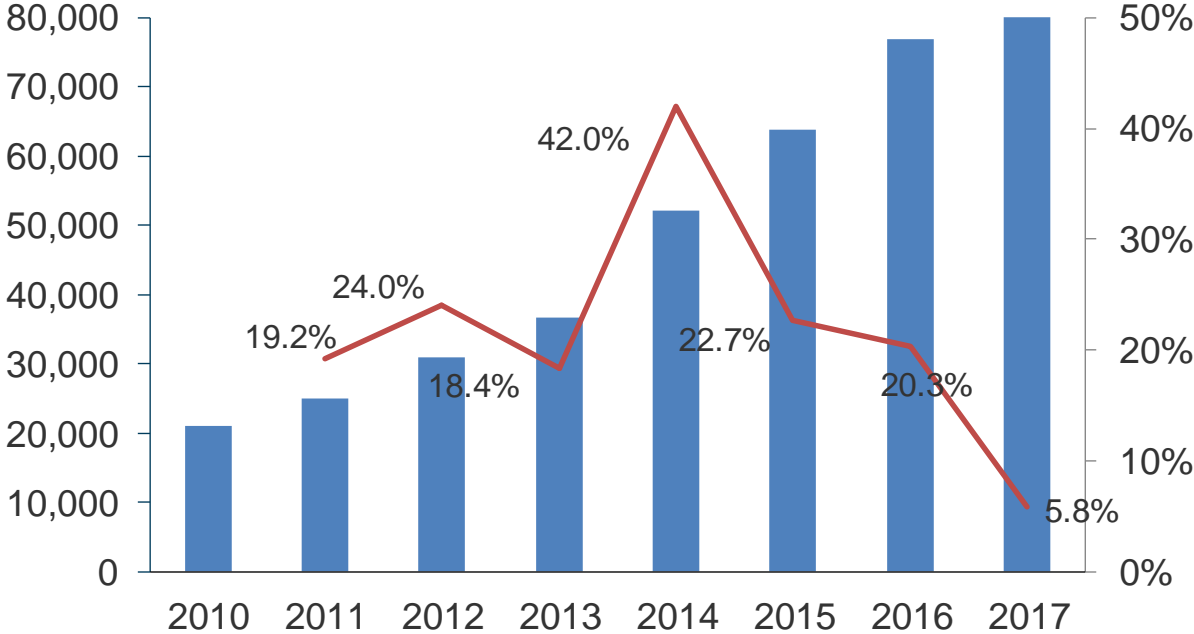
Japan travel to Arizona

Levels and % change (red line, right axis)



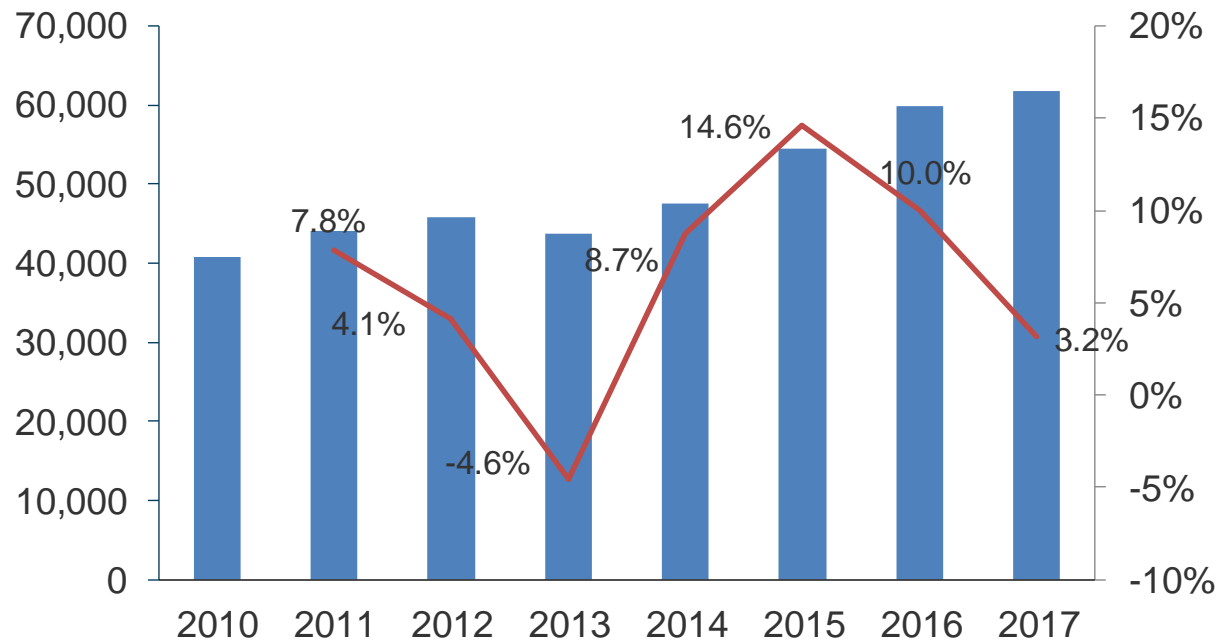
China travel to Arizona

Levels and % change (red line, right axis)



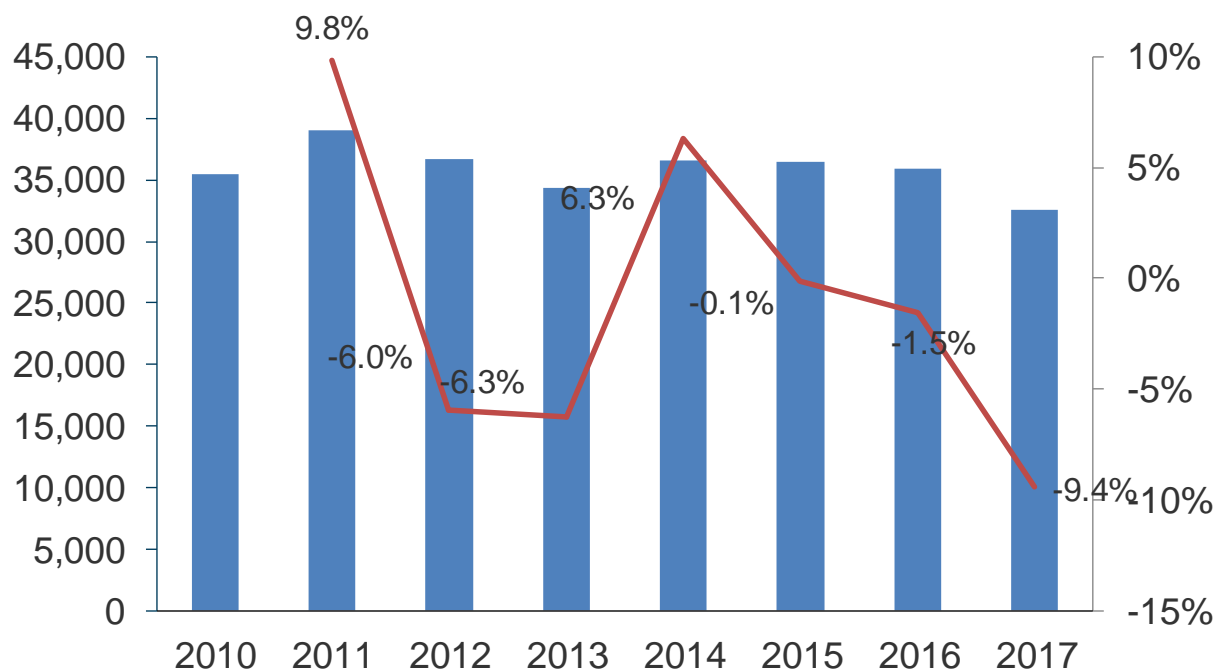
Australia travel to Arizona

Levels and % change (red line, right axis)



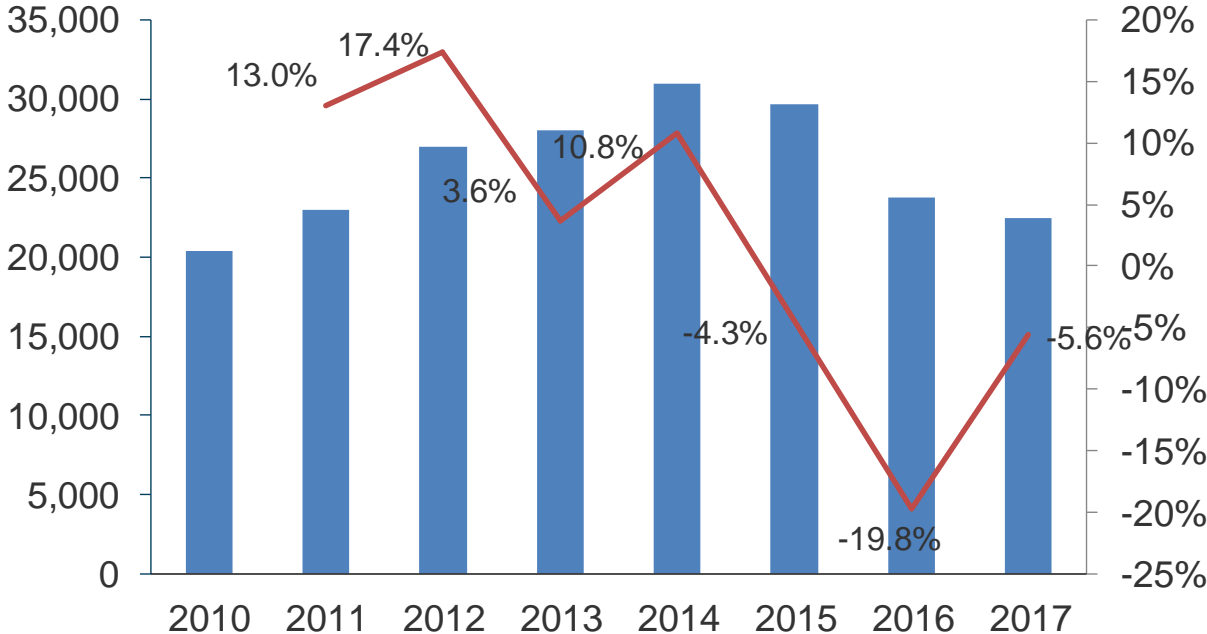
Switzerland travel to Arizona

Levels and % change (red line, right axis)



Brazil travel to Arizona

Levels and % change (red line, right axis)





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