



# Tracking Domestic Visitor Volumes for Arizona:

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2015 Estimates



TOURISM  
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AN OXFORD ECONOMICS COMPANY

# Annual summary

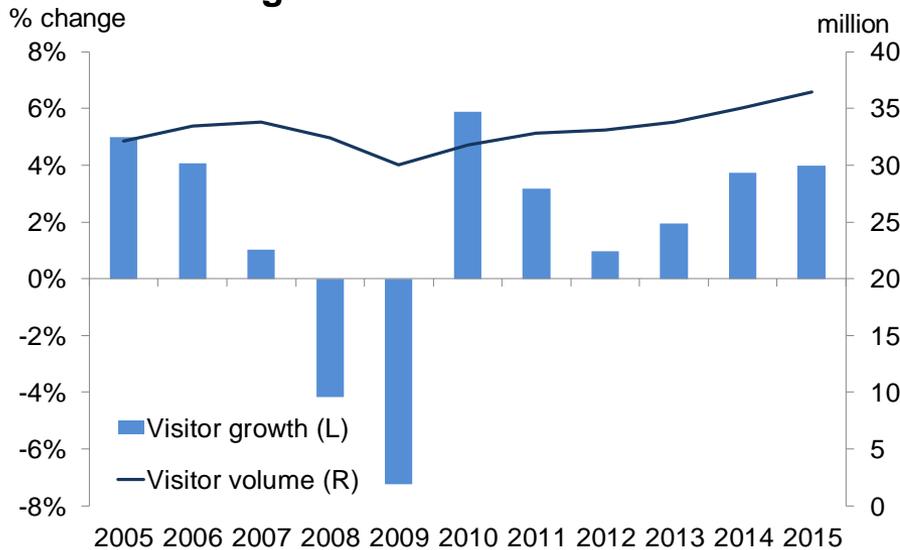
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- Arizona attracted 36.4 million overnight domestic visitors in 2015, a new record, and 7.8% ahead of the prior peak (33.8 million in 2007).
- Overnight visitation growth improved further in 2015, accelerating to 4.0% growth, from 3.7% in 2014.
- The leisure segment performed well, growing 4.2%. The business segment (3.1%) lagged leisure growth, but showed favorable acceleration relative to 2014 (2.7%).
- Resident (3.1%) was slower than nonresident growth (4.3%), resulting in a state average of 4.0%.
- Real amusement sales rose 17.5%, followed by state park visitors at 16.8%. Hotel rooms sold expanded 4.4%.

# Annual summary

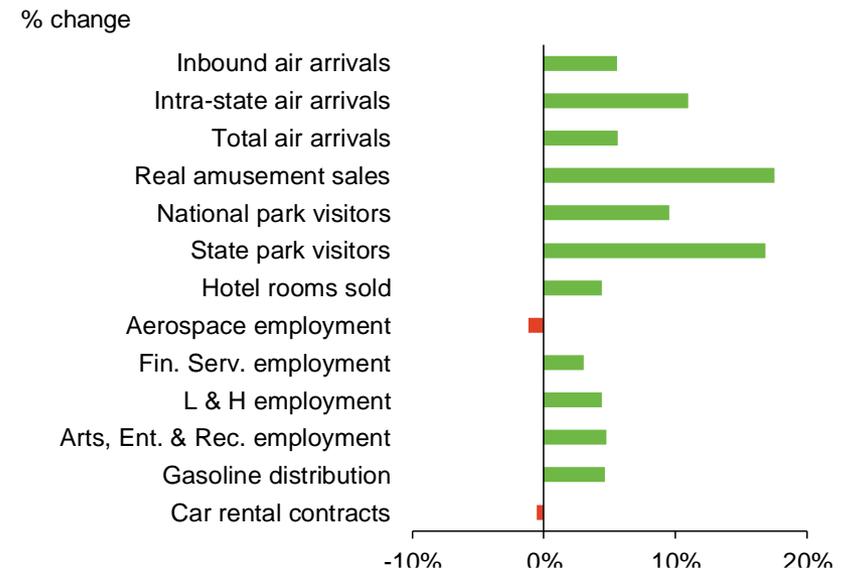
- Air arrivals continued to grow, with a 5.6% gain. Except for declines in aerospace employment and car rentals, all indicators increased for the year.

## Annual overnight visitor trend



Source: AOT / Tourism Economics

## 2015 Growth in indicators



# Annual visitation summary

## AZ Domestic Overnight Visitor Volume Estimates (million)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Overnight Leisure	23.50	24.74	25.78	26.69	27.00	25.60	24.75	26.08	27.02	27.44	28.03	29.14	30.35
Overnight Business	5.38	5.87	6.37	6.77	6.80	6.79	5.28	5.72	5.79	5.69	5.74	5.90	6.08
Overnight Resident	8.92	9.32	9.66	9.97	10.08	9.70	8.96	9.25	9.31	9.37	9.56	9.89	10.20
Overnight Nonresident	19.95	21.30	22.48	23.49	23.72	22.69	21.08	22.55	23.50	23.76	24.22	25.14	26.23
Total Overnight Visitors	28.87	30.62	32.15	33.46	33.80	32.39	30.03	31.80	32.81	33.13	33.77	35.03	36.43

## AZ Domestic Overnight Visitor Volume Estimates (annual % growth)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Overnight Leisure	3.7%	5.3%	4.2%	3.5%	1.2%	-5.2%	-3.3%	5.4%	3.6%	1.5%	2.2%	3.9%	4.2%
Overnight Business	7.6%	9.3%	8.5%	6.3%	0.5%	-0.2%	-22.2%	8.3%	1.3%	-1.7%	0.9%	2.7%	3.1%
Overnight Resident	2.8%	4.4%	3.7%	3.2%	1.1%	-3.8%	-7.6%	3.3%	0.7%	0.6%	2.0%	3.5%	3.1%
Overnight Nonresident	5.1%	6.8%	5.6%	4.5%	1.0%	-4.4%	-7.1%	7.0%	4.2%	1.1%	1.9%	3.8%	4.3%
Total Overnight Visitors	4.4%	6.0%	5.0%	4.1%	1.0%	-4.2%	-7.3%	5.9%	3.2%	1.0%	1.9%	3.7%	4.0%

# Overnight visitor shares by segment

## AZ Domestic Overnight Visitor Volume Estimates Share of Overnight Visits (%)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Overnight Leisure	81.4%	80.8%	80.2%	79.8%	79.9%	79.0%	82.4%	82.0%	82.3%	82.8%	83.0%	83.2%	83.3%
Overnight Business	18.6%	19.2%	19.8%	20.2%	20.1%	21.0%	17.6%	18.0%	17.7%	17.2%	17.0%	16.8%	16.7%
Overnight Resident	30.9%	30.4%	30.1%	29.8%	29.8%	29.9%	29.8%	29.1%	28.4%	28.3%	28.3%	28.2%	28.0%
Overnight Nonresident	69.1%	69.6%	69.9%	70.2%	70.2%	70.1%	70.2%	70.9%	71.6%	71.7%	71.7%	71.8%	72.0%



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