



Phoenix & Central Region 2015 Year-End Data Review



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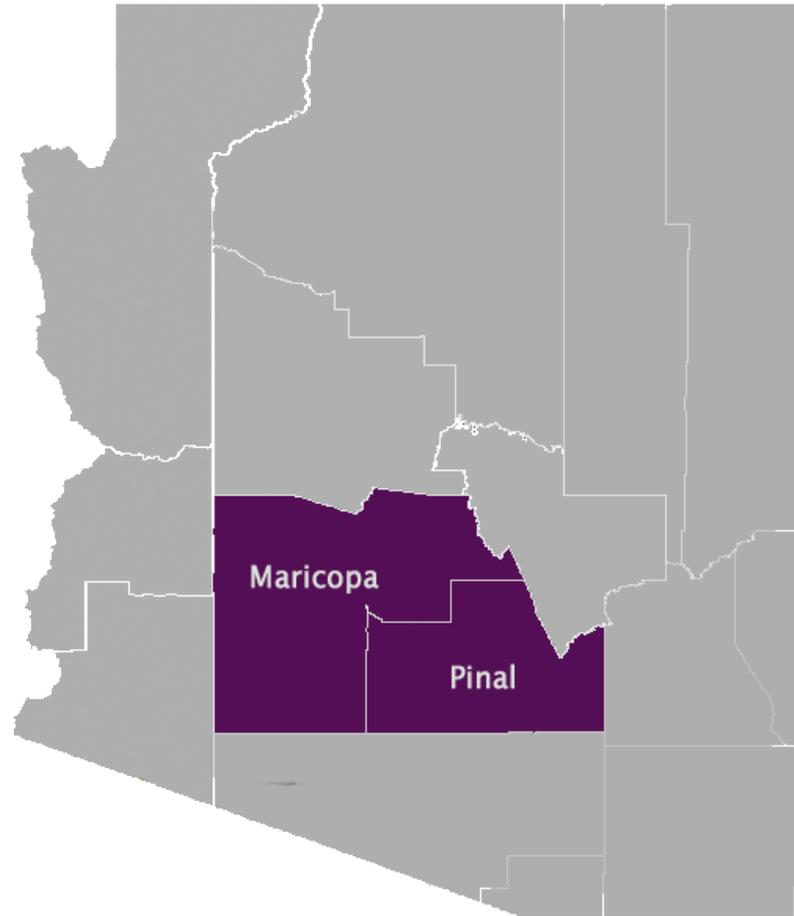
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Agenda

- 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

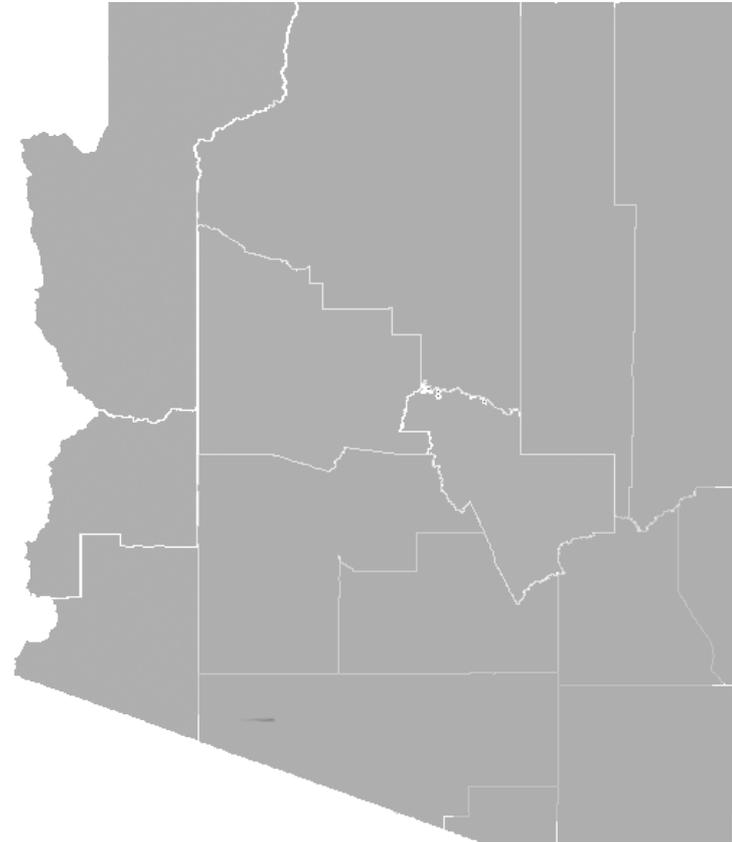
Overnight Visitors

Up 3.4% YOY

\$21.0 Billion

Direct Spending

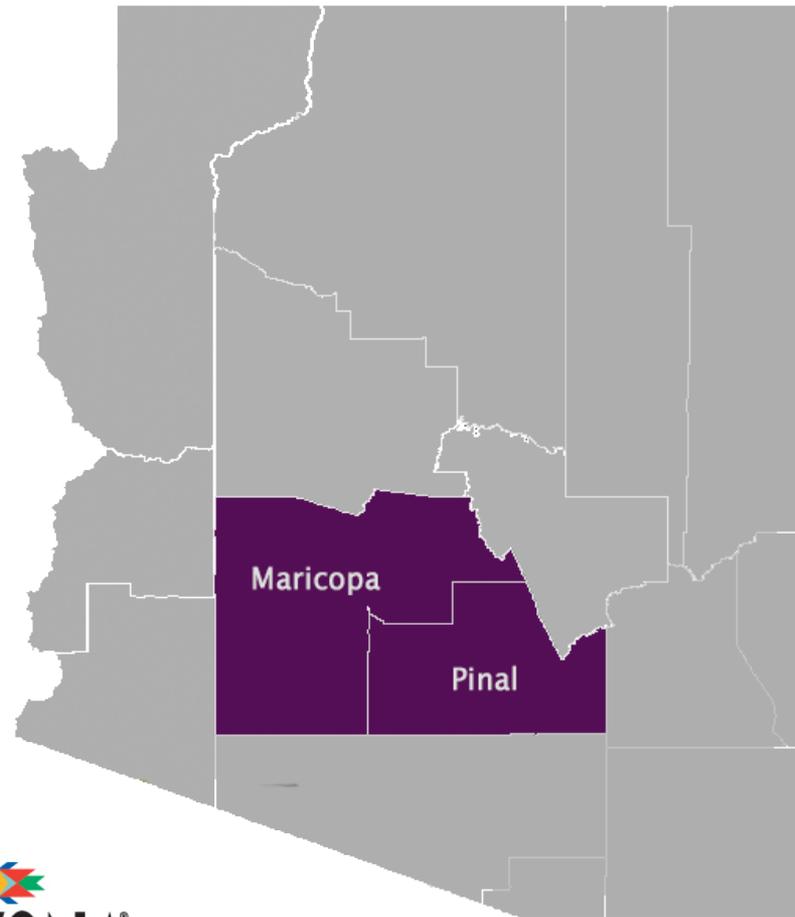
Up 1.3% YOY



2015 Phoenix & Central Region Industry Performance

22.1 Million
Domestic Overnight
Visitors

\$13.6 Billion
Direct Spending



Primary Research Partners



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

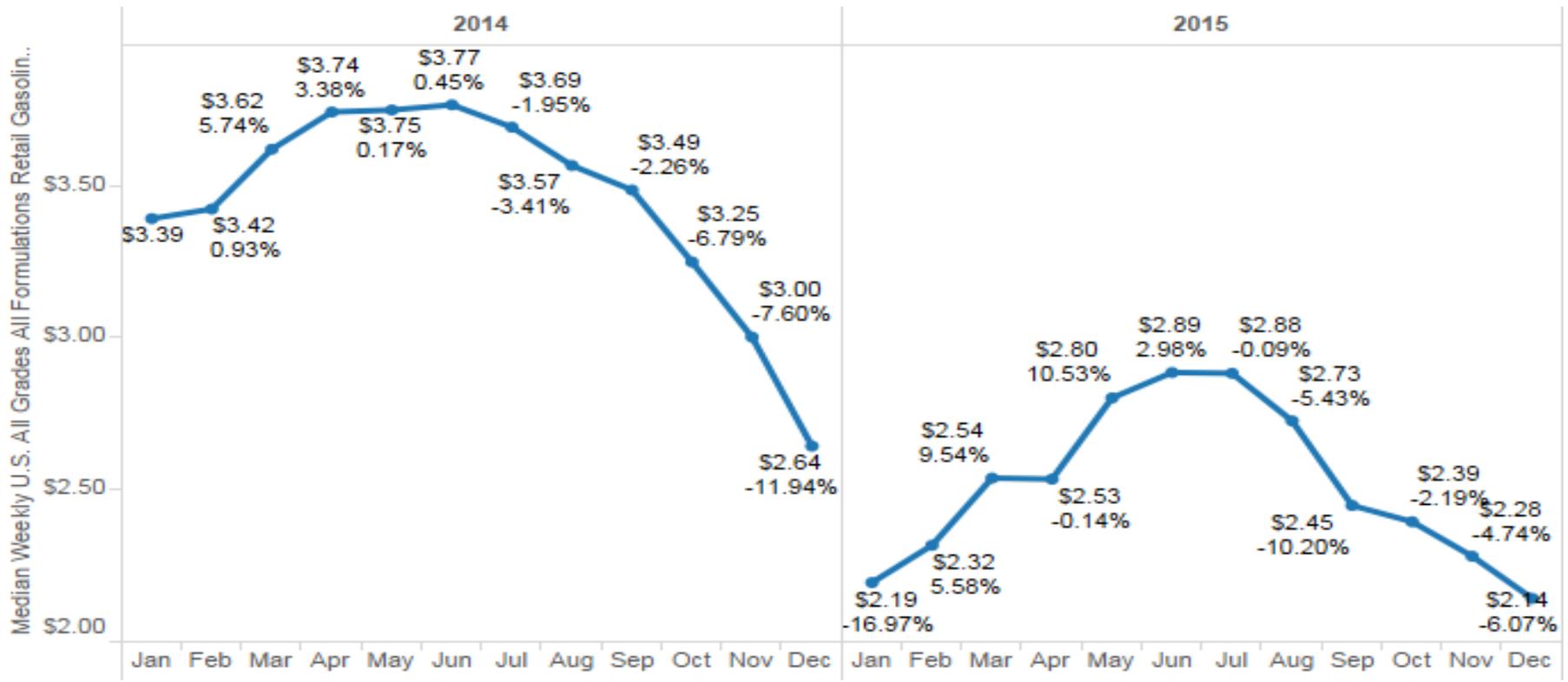
- Economic Impact of Travel
- Domestic and International Spending
- Jobs, Earnings, Taxes Generated
- Spending by Accommodation Type
- Spending by Commodity Purchased
- Regional, County, and Legislative District Data Available

ECONOMIC IMPACT OF TRAVEL 2015

Phoenix & Central 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

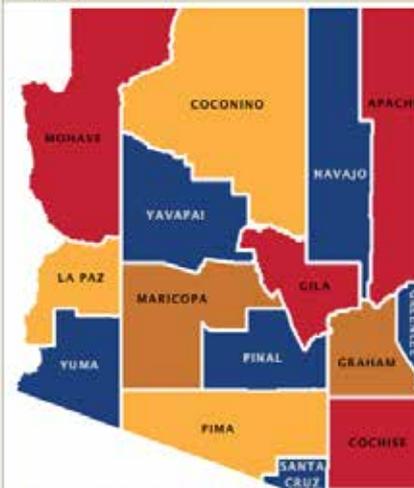
Prepared for the

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	51%	53%
Private Home	28%	27%
Campground	3%	3%
Vacation Home	4%	4%
Day Travel	14%	13%
Destination Spending	100%	100%

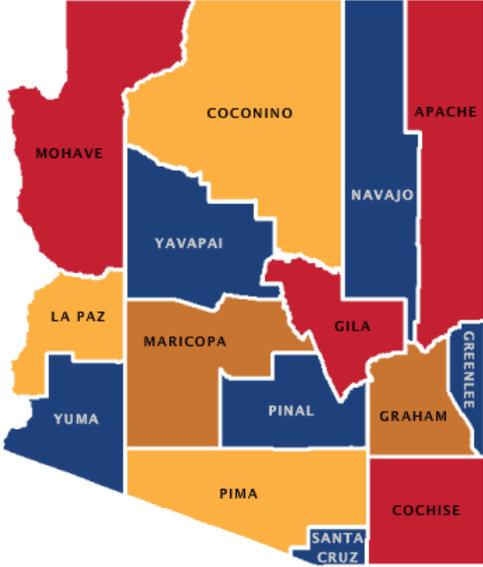


Interactive Data Tool and App

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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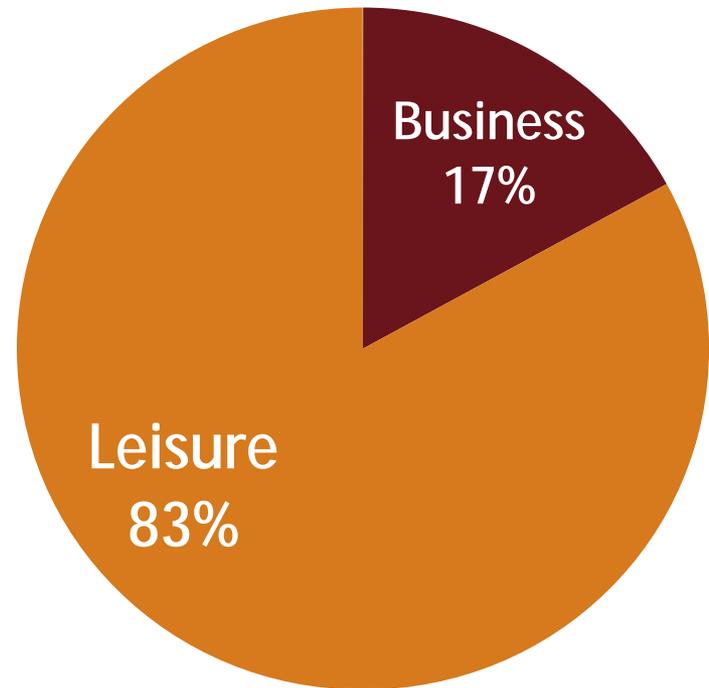
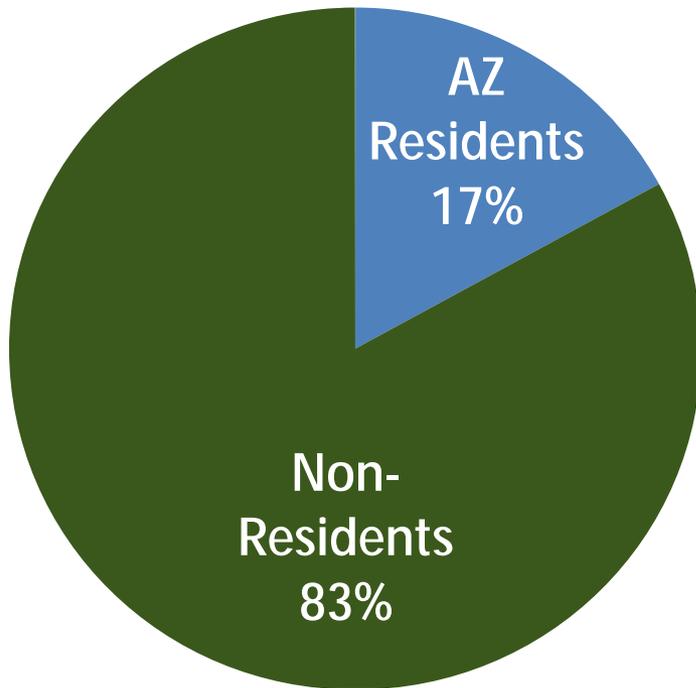
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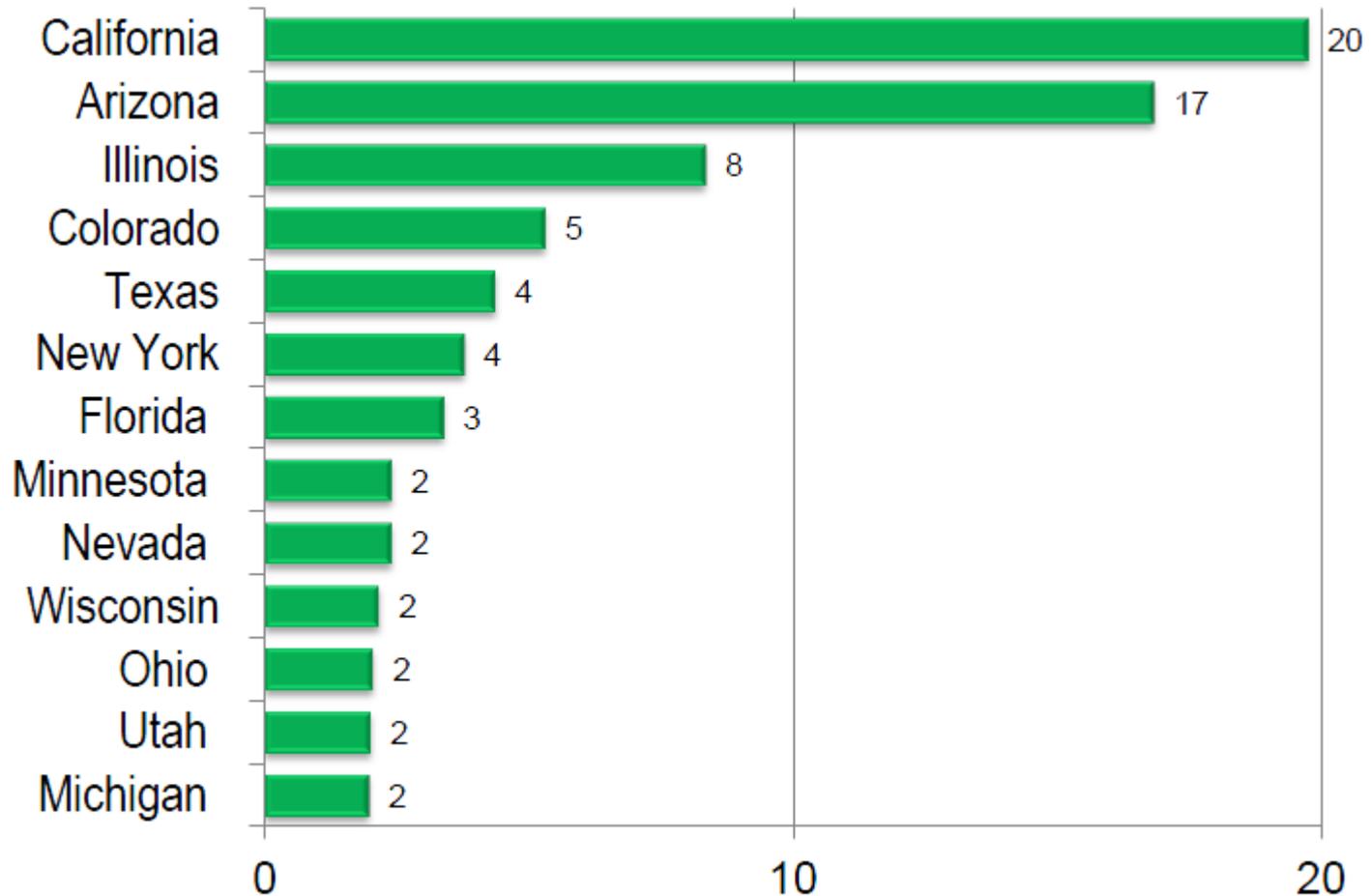
DOMESTIC OVERNIGHT VISITOR PROFILE 2015

Phoenix & Central Region

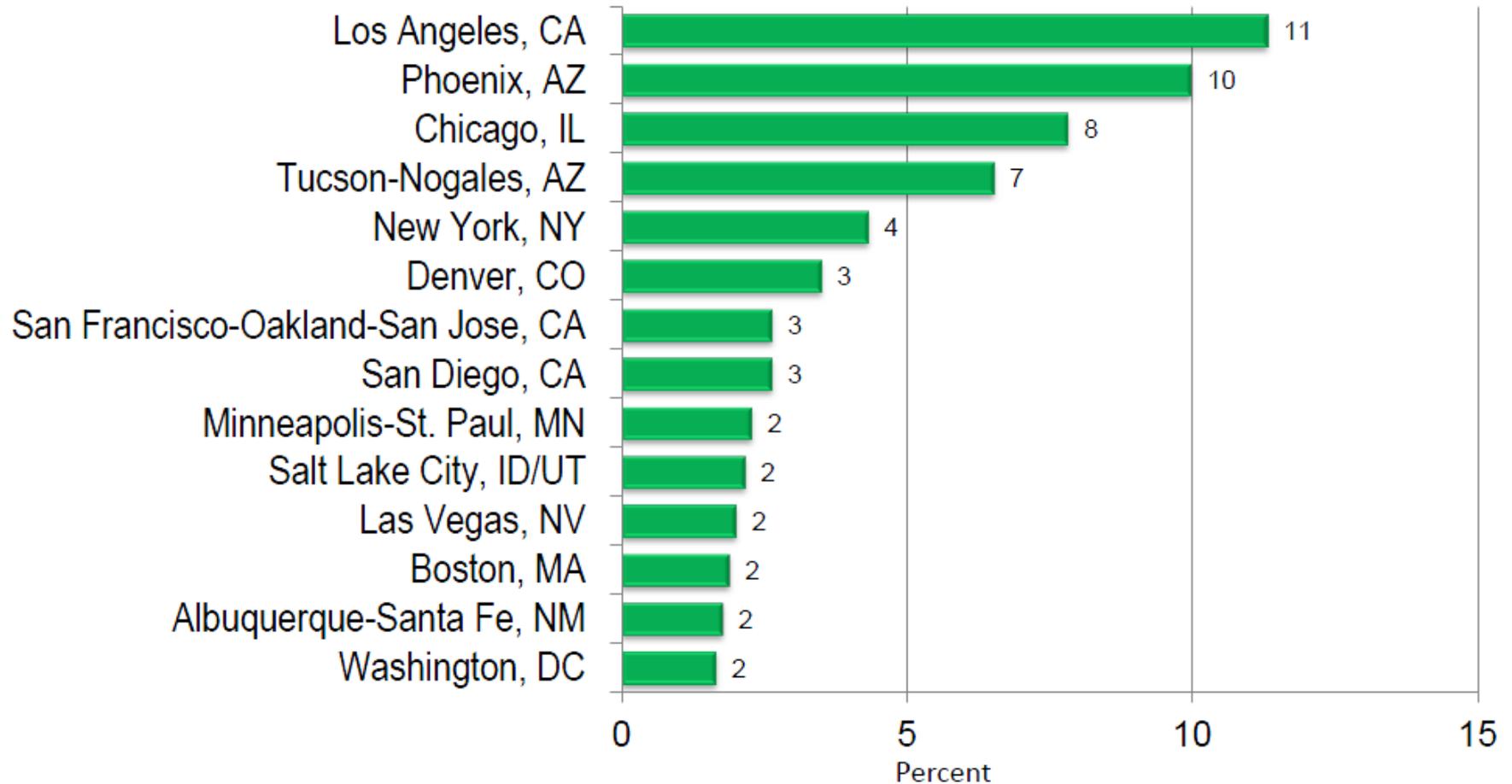
2015 PHOENIX & CENTRAL REGION OVERNIGHT VISITOR PROFILE



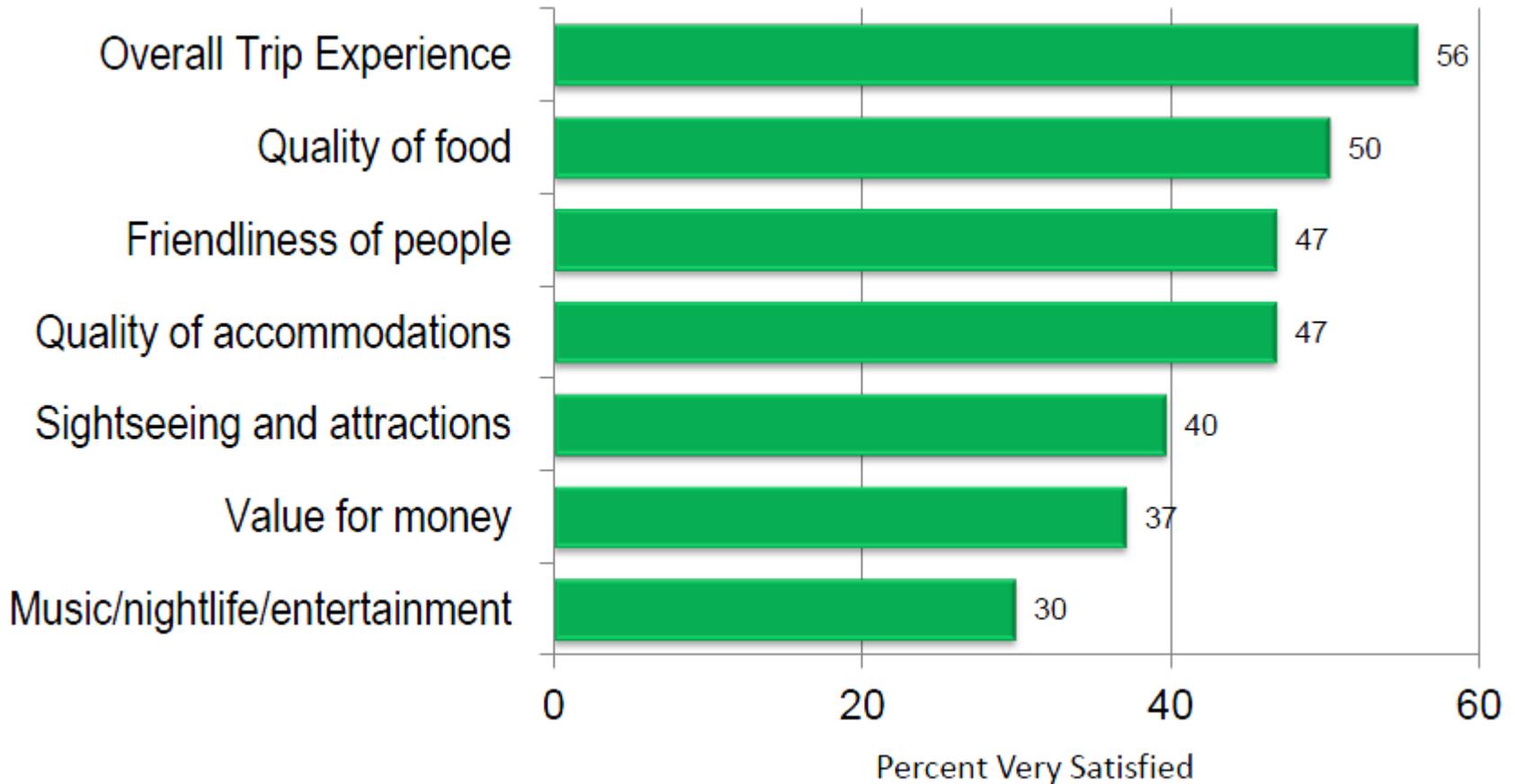
State of Origin of Overnight Trip



DMA of Origin of Overnight Trip

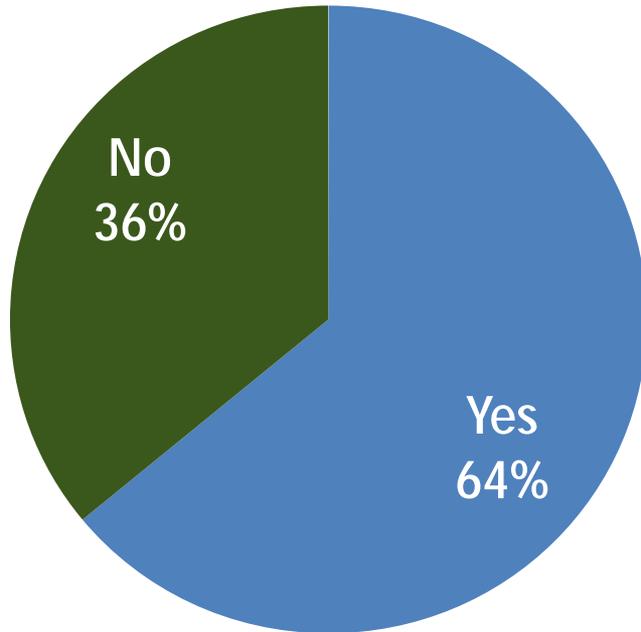


Trip Satisfaction - % Very Satisfied

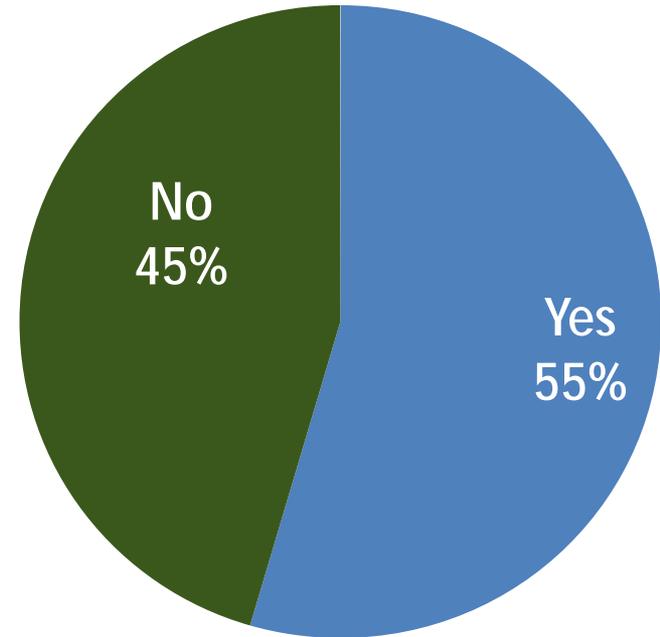


Past Visitation

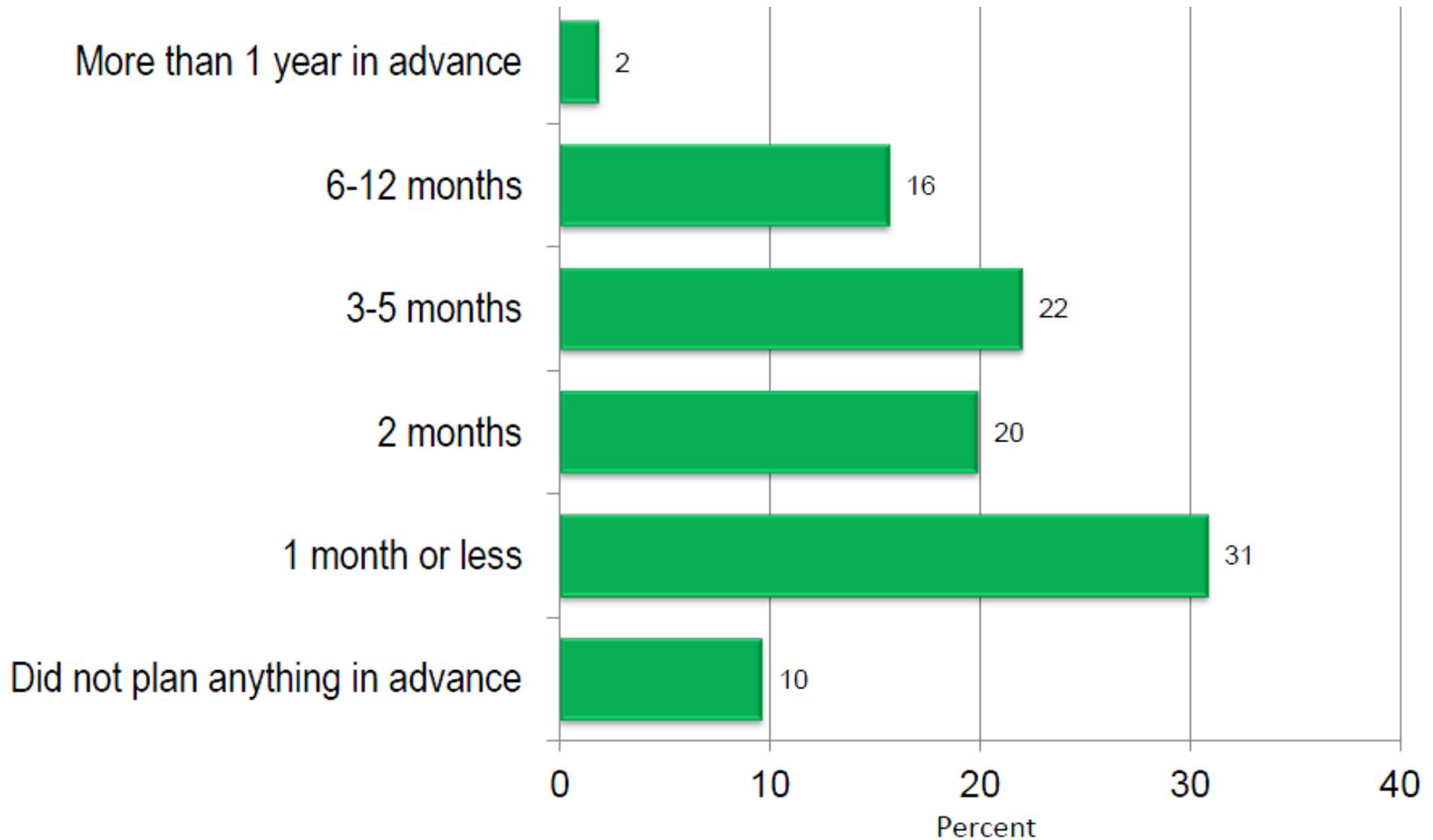
Have you ever visited the Phoenix & Central Region before?



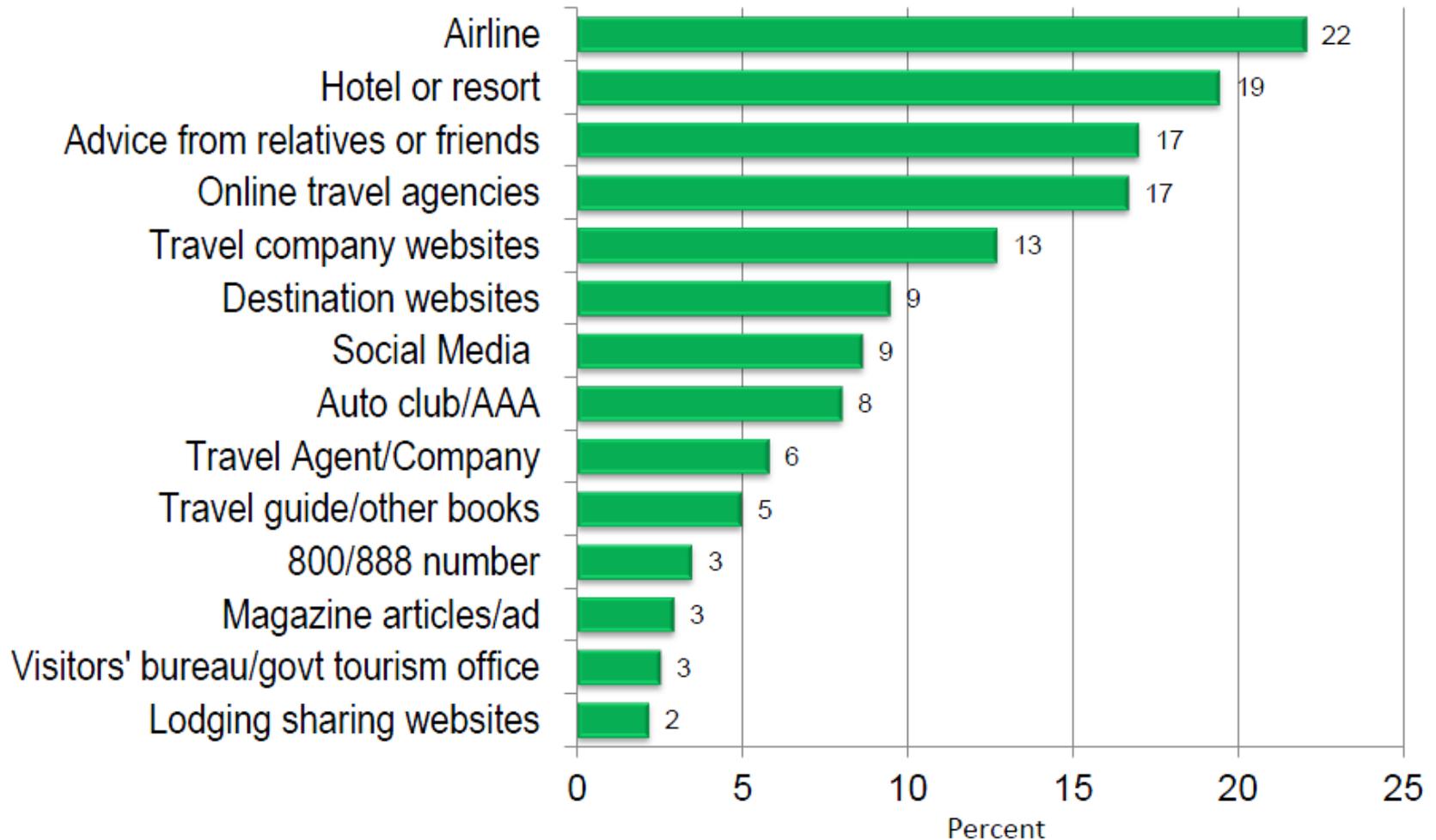
Have you visited the Phoenix & Central Region in the past year?



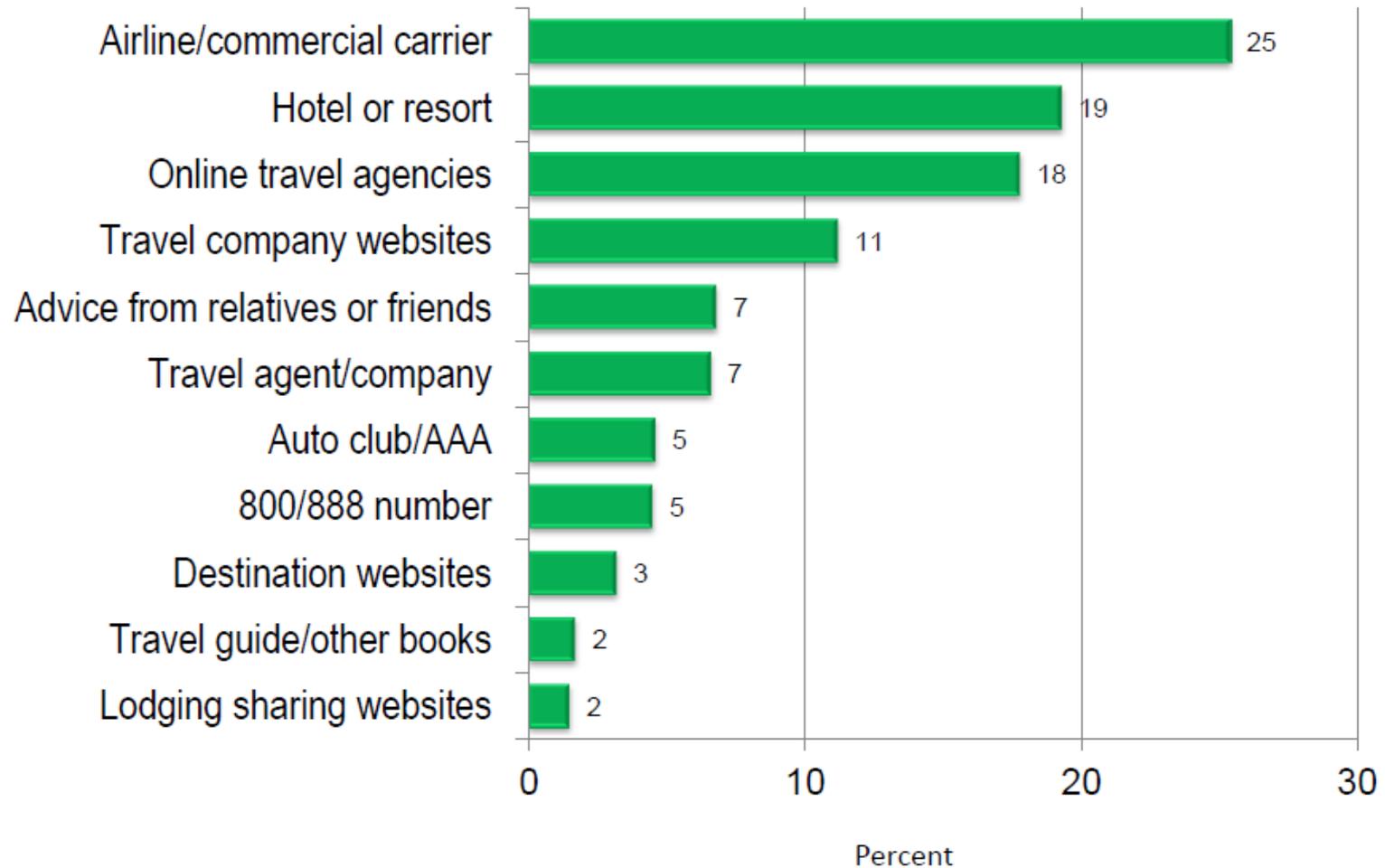
Length of Trip Planning



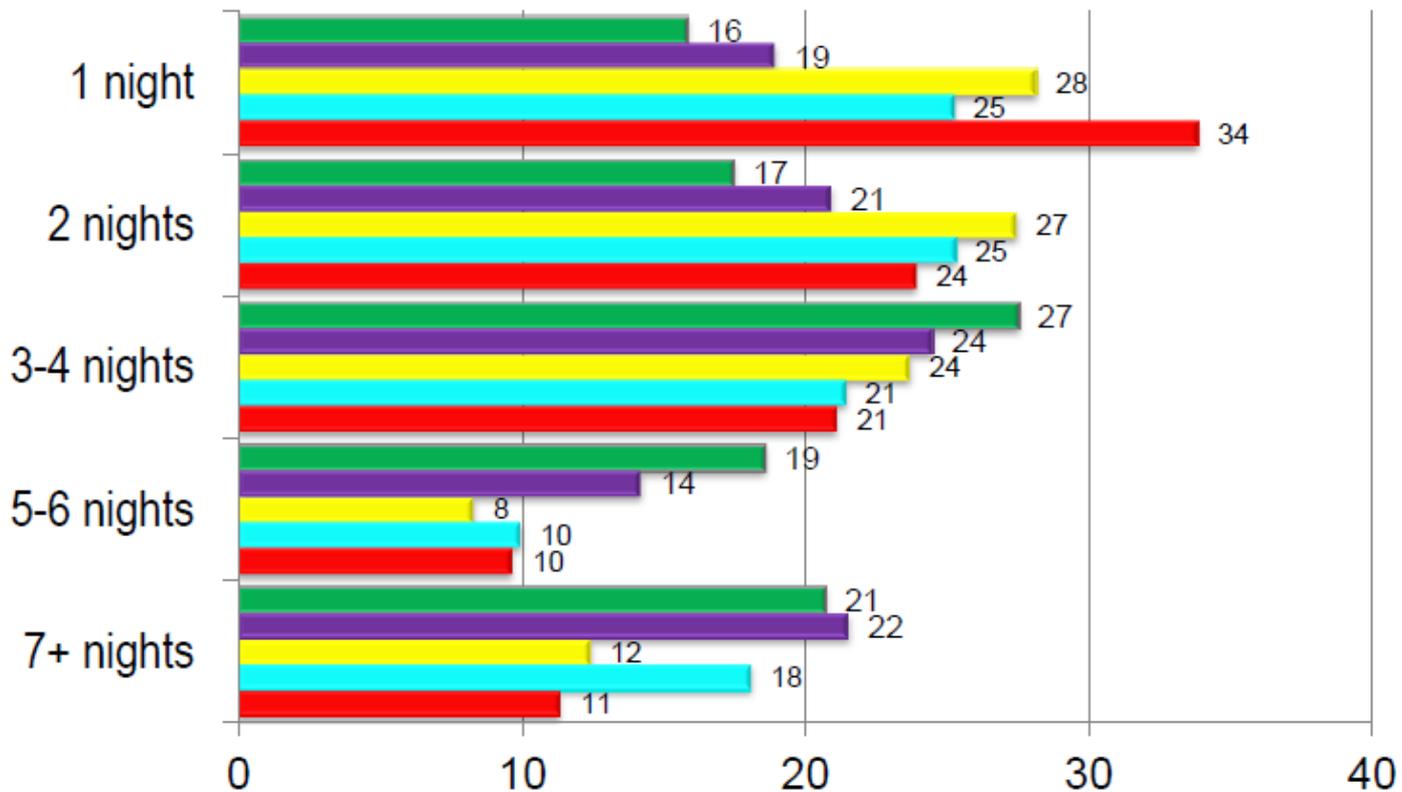
Trip Planning Information Sources



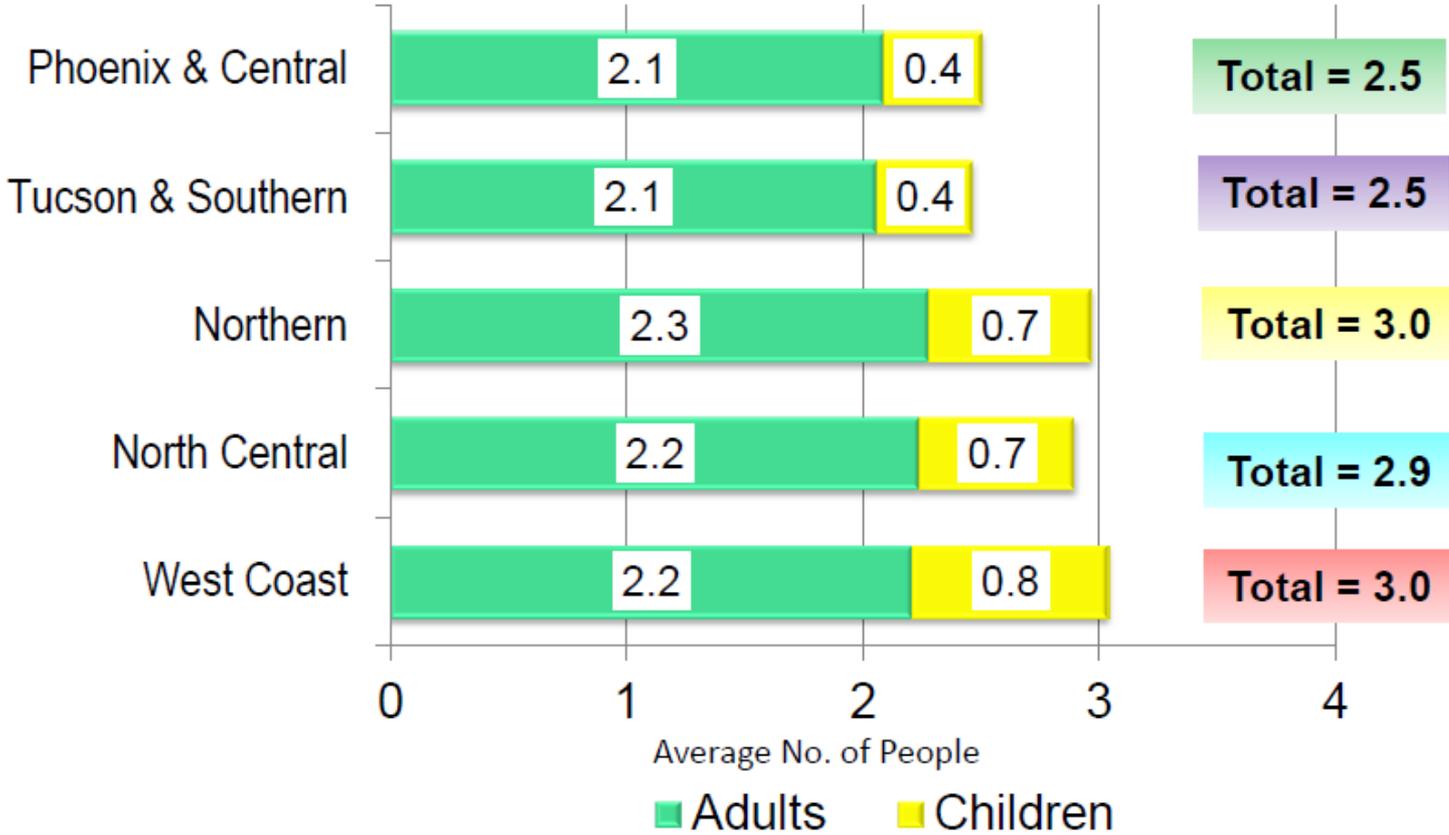
Method of Booking Trip



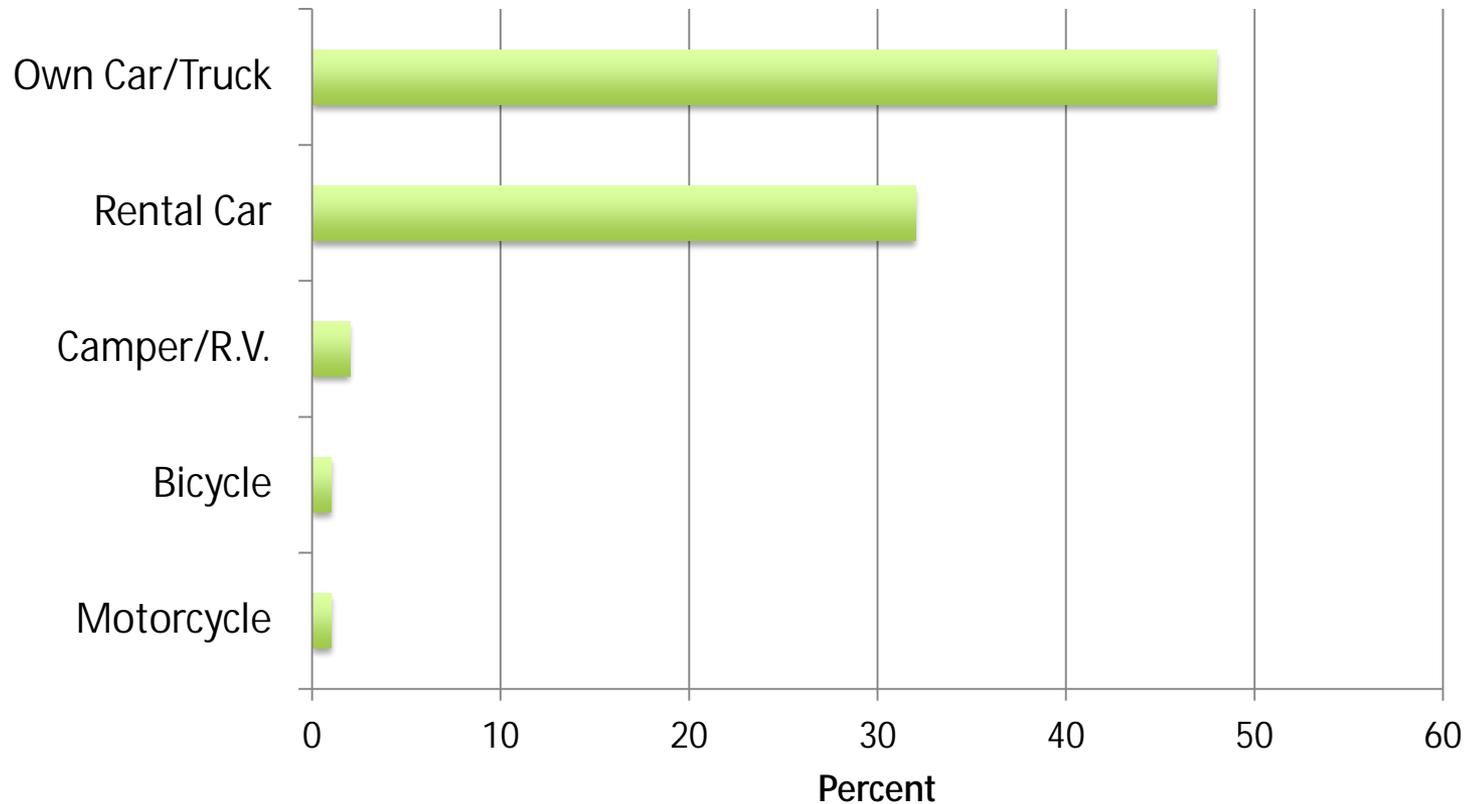
Number of Nights Spent in Region



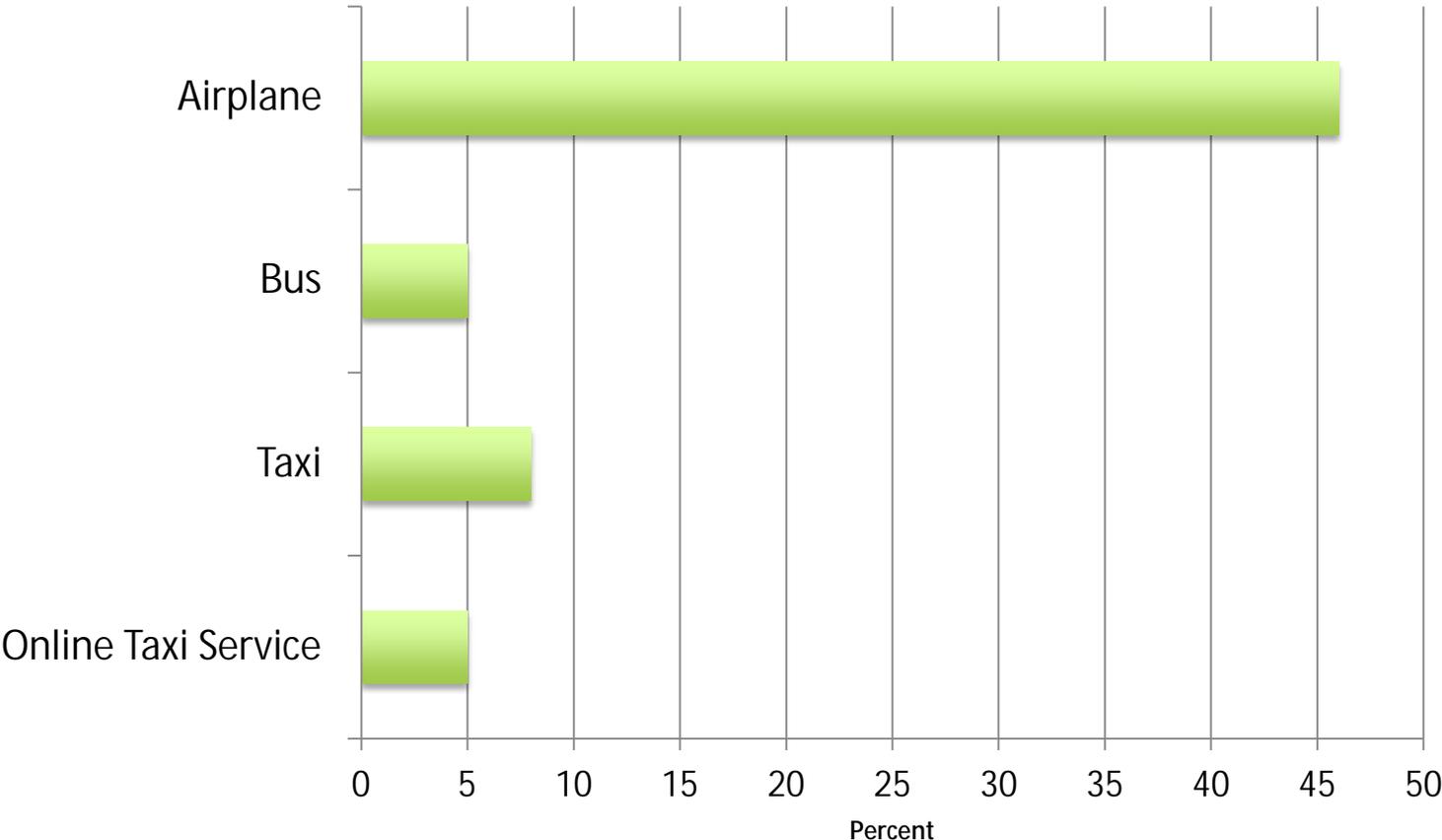
Travel Party



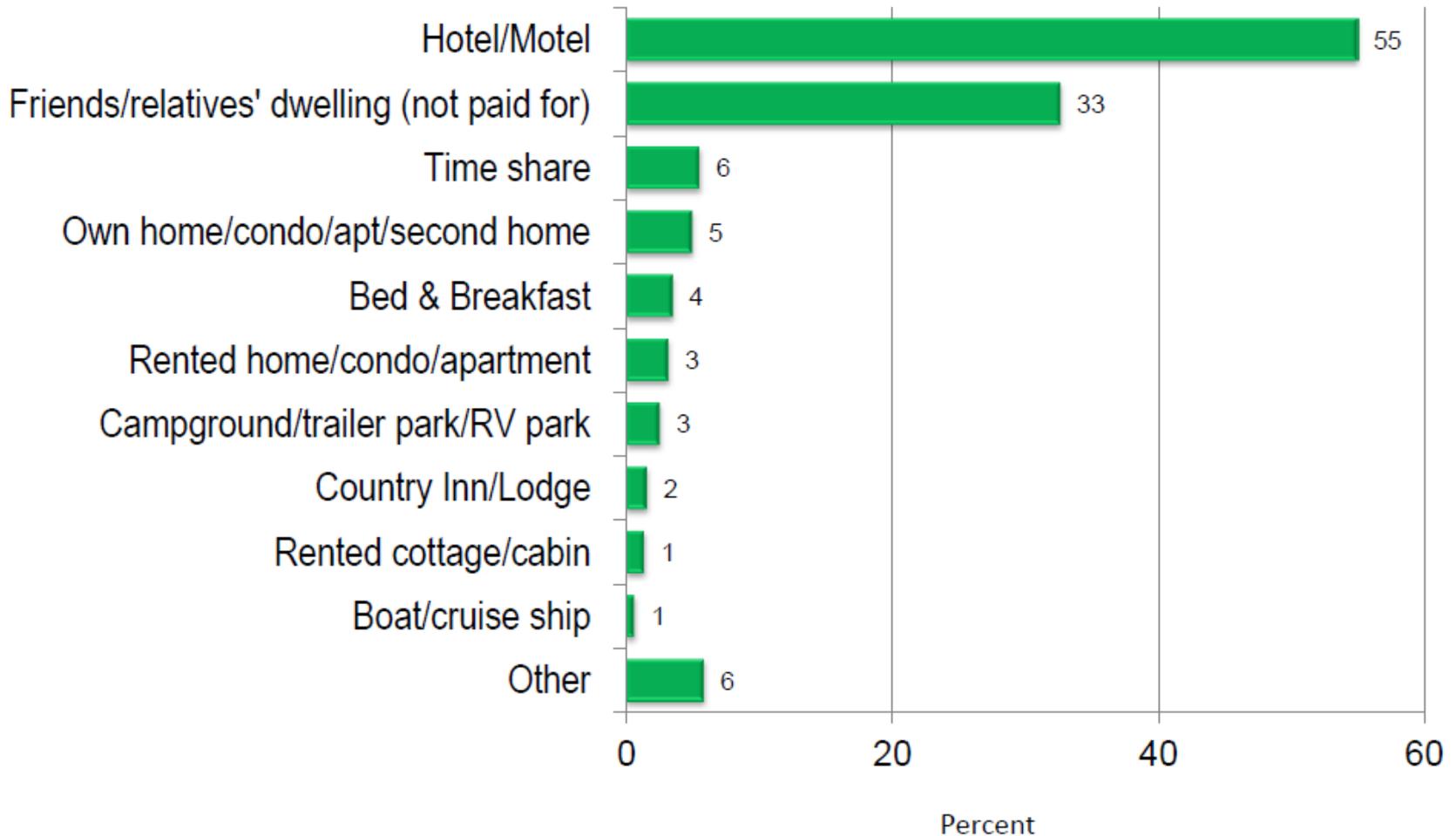
Transportation – Personal Vehicles



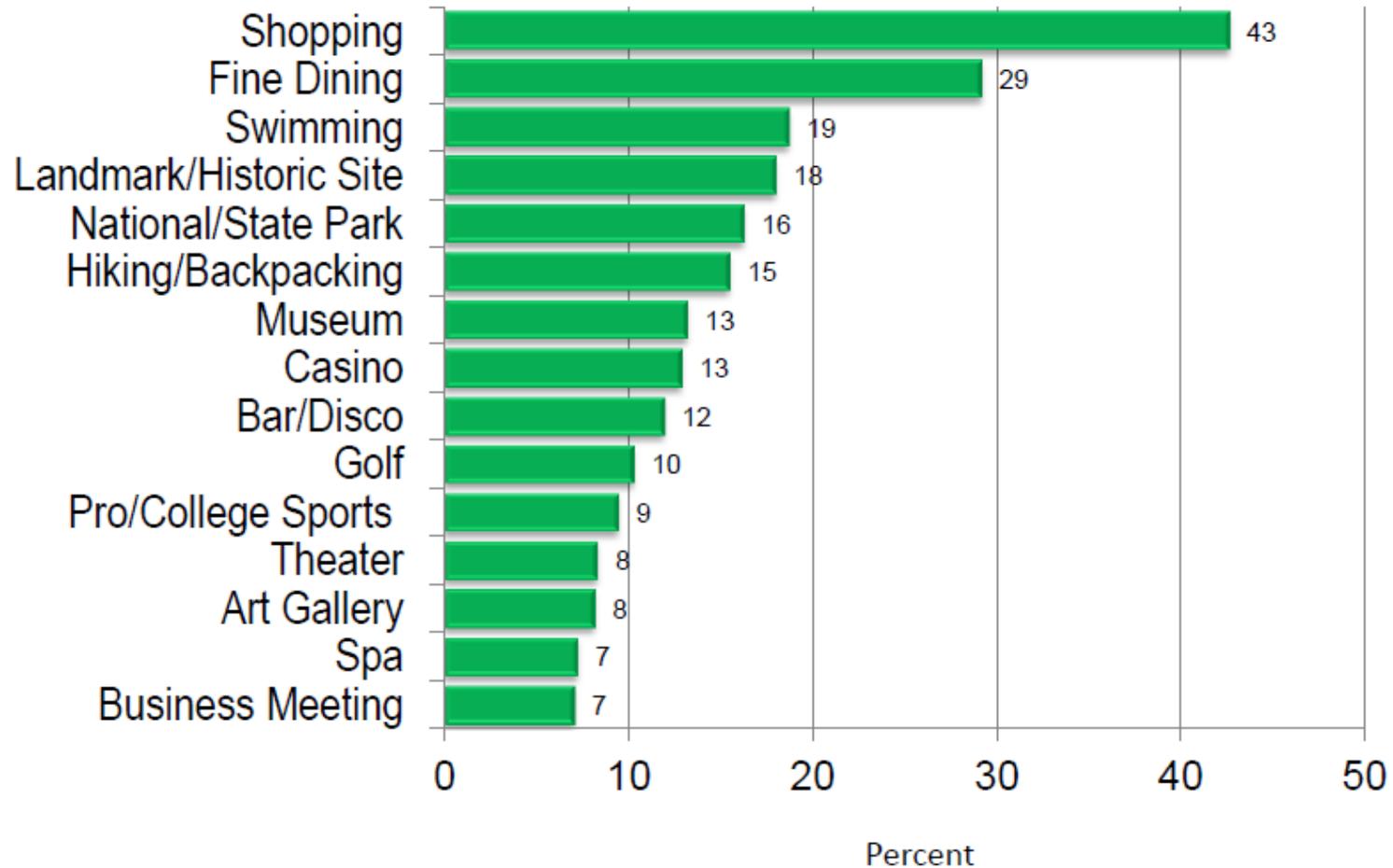
Transportation – Commercial Vehicles



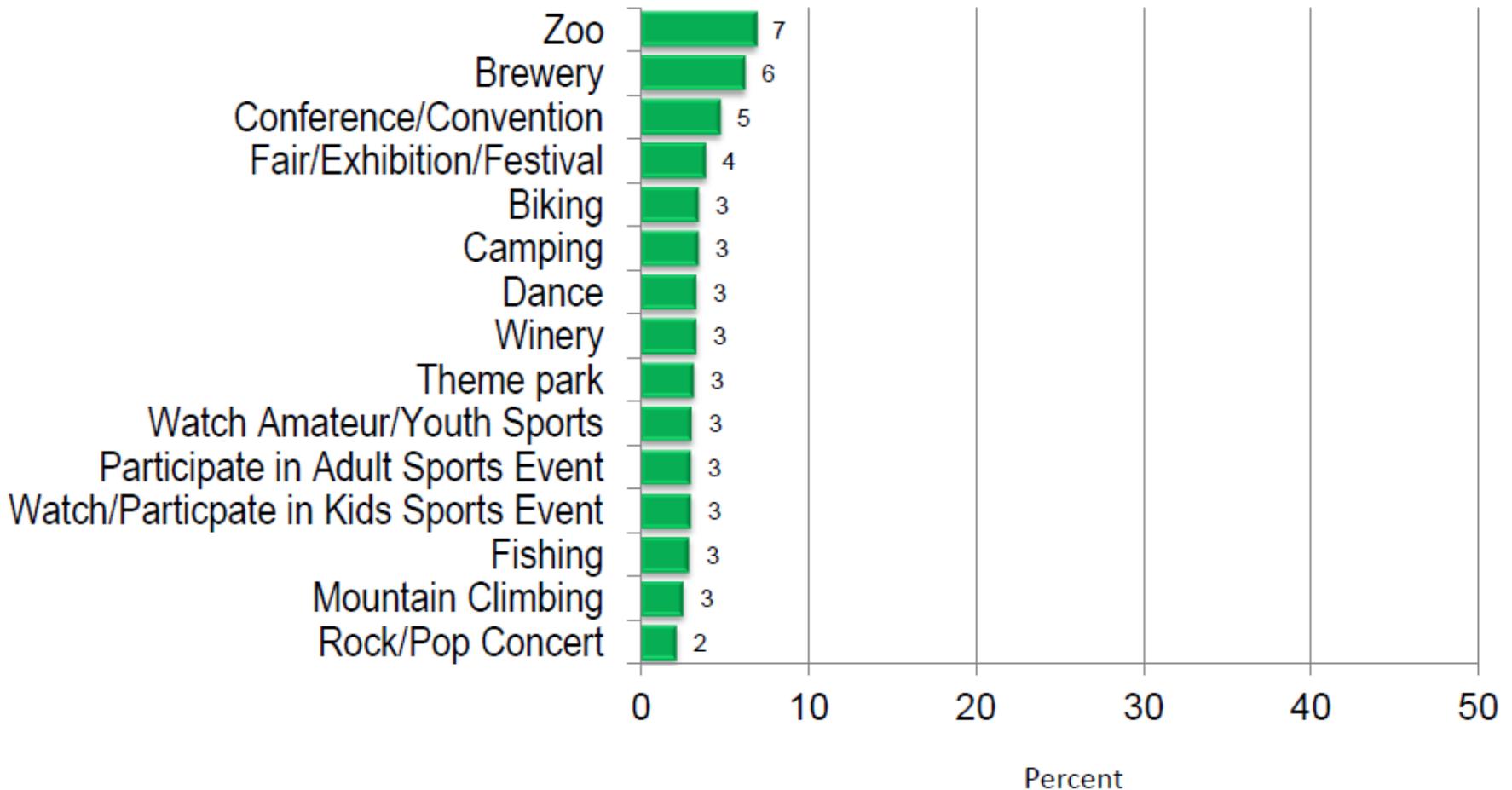
Accommodation



Activities and Experiences



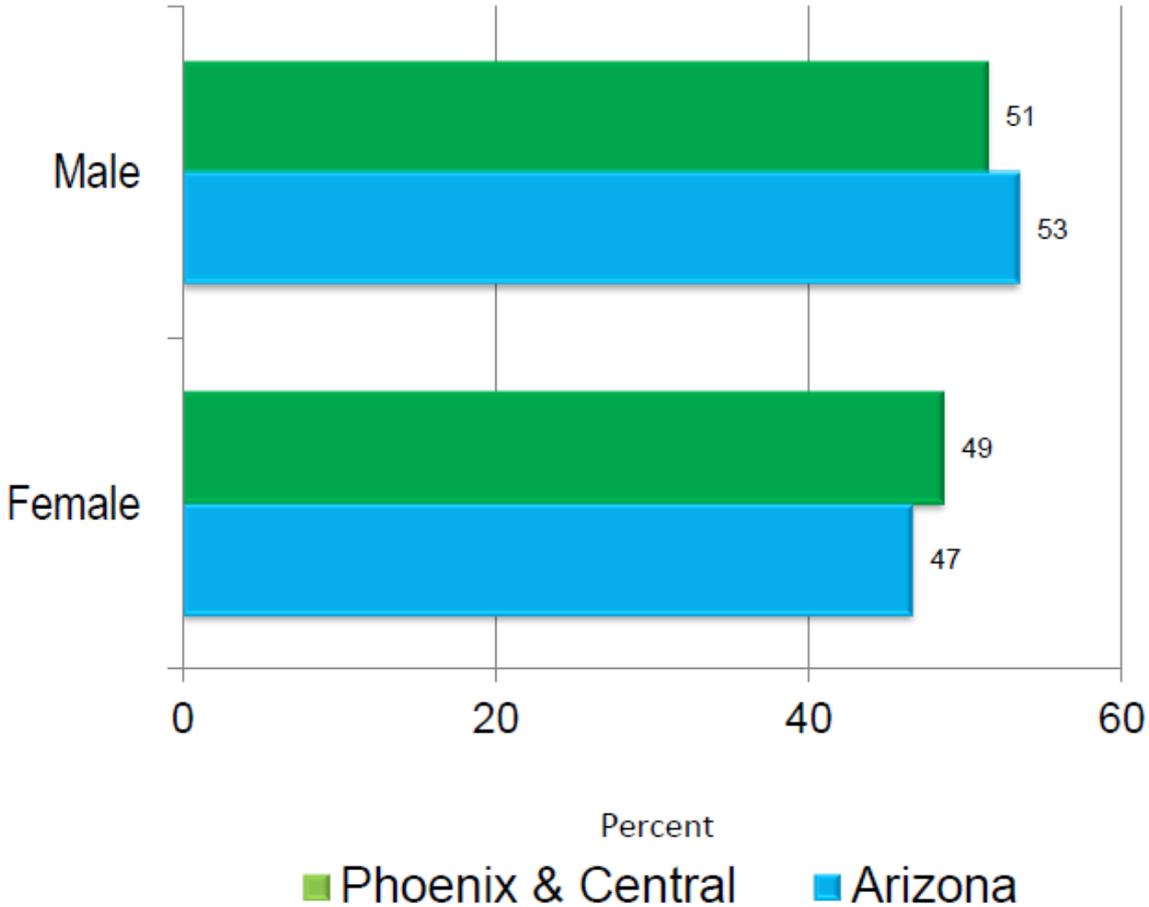
Activities and Experiences (cont.)



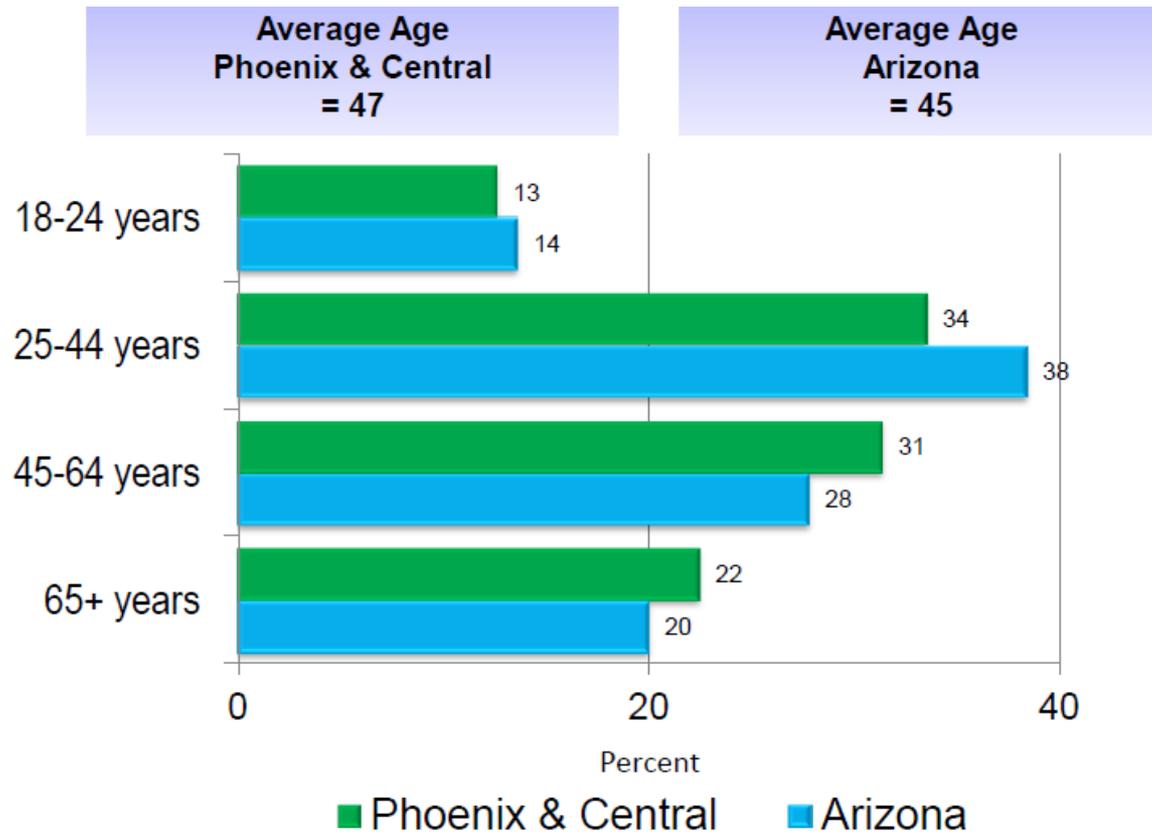
Activities of Special Interest



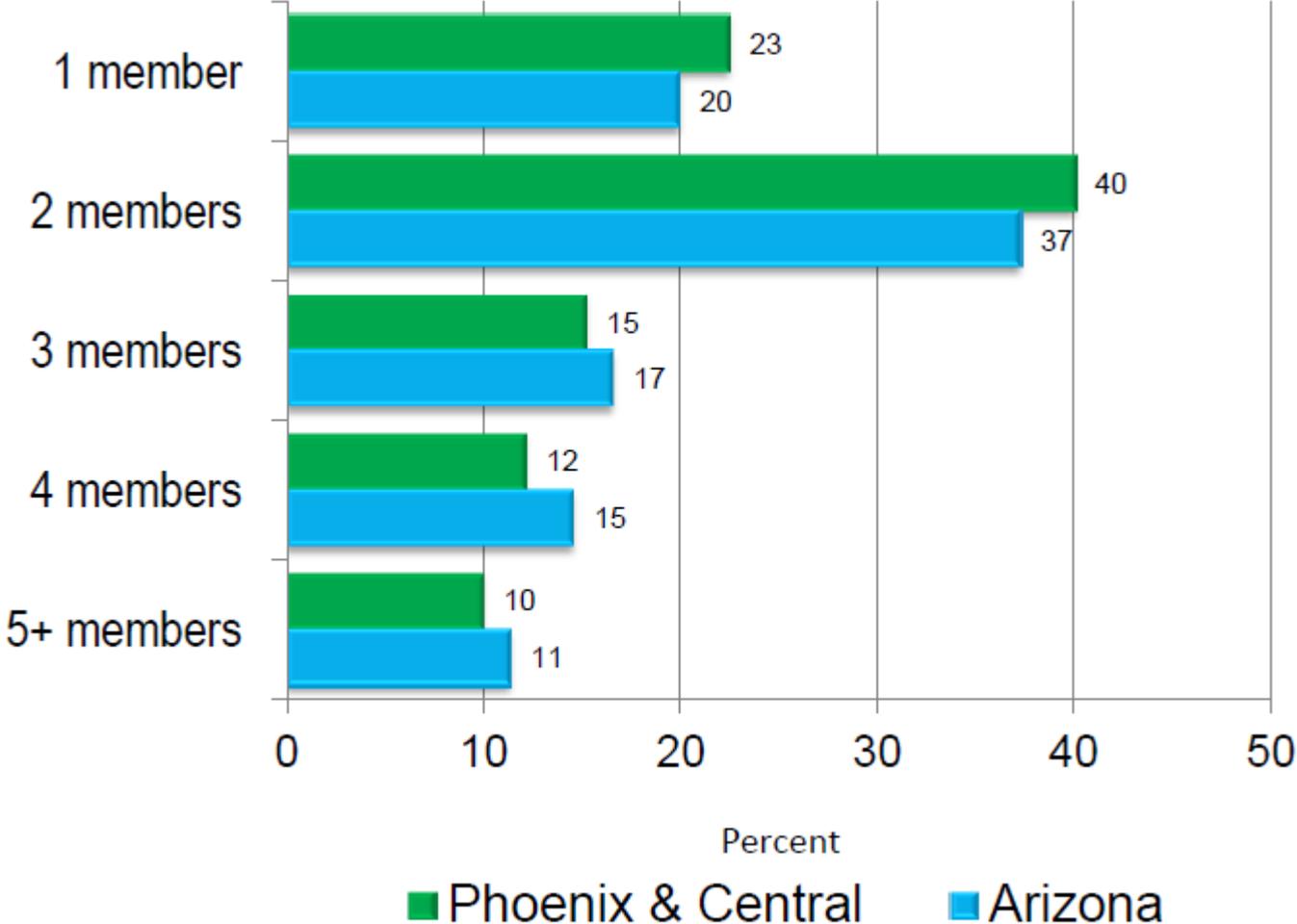
Gender



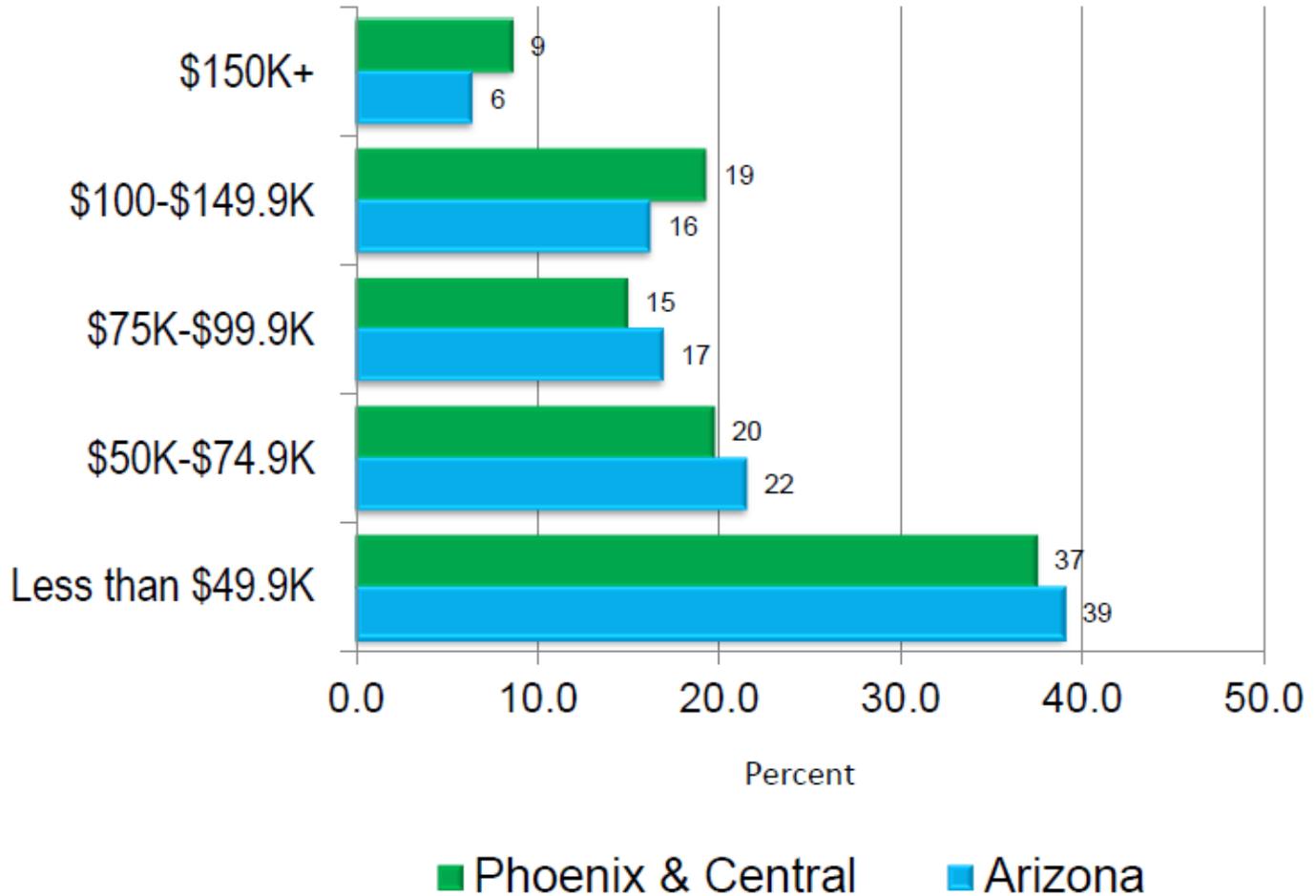
Age



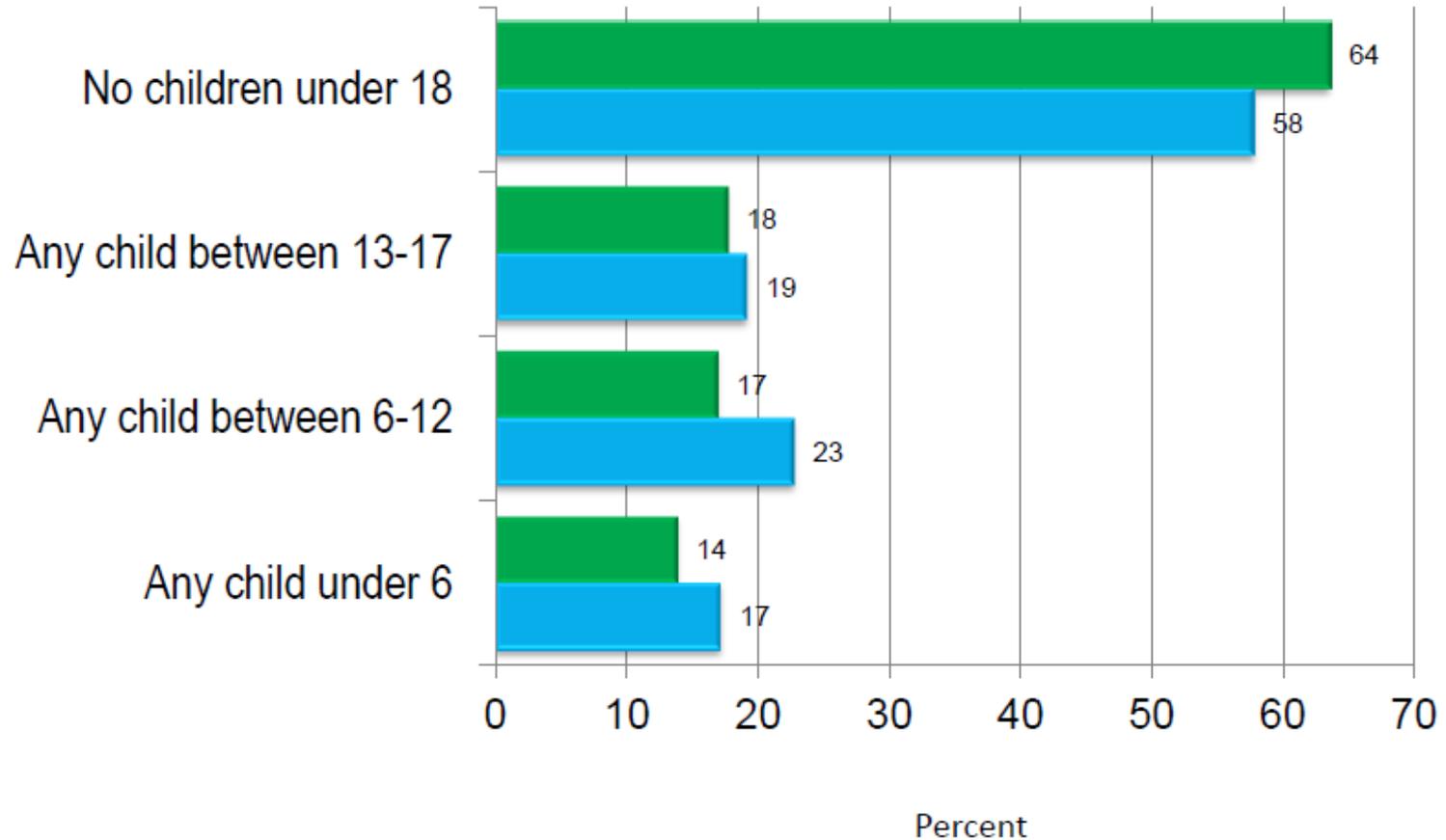
Household Size



Household Income



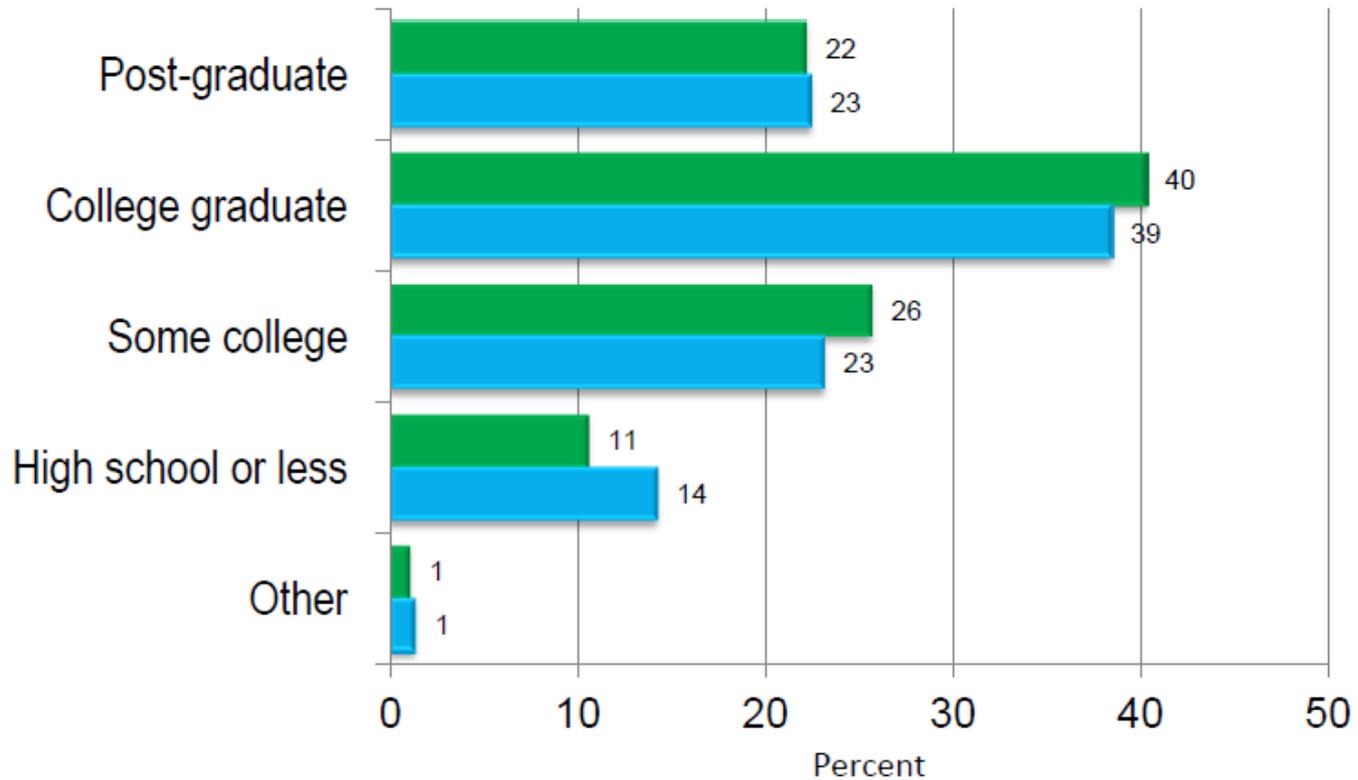
Children in Household



■ Phoenix & Central ■ Arizona



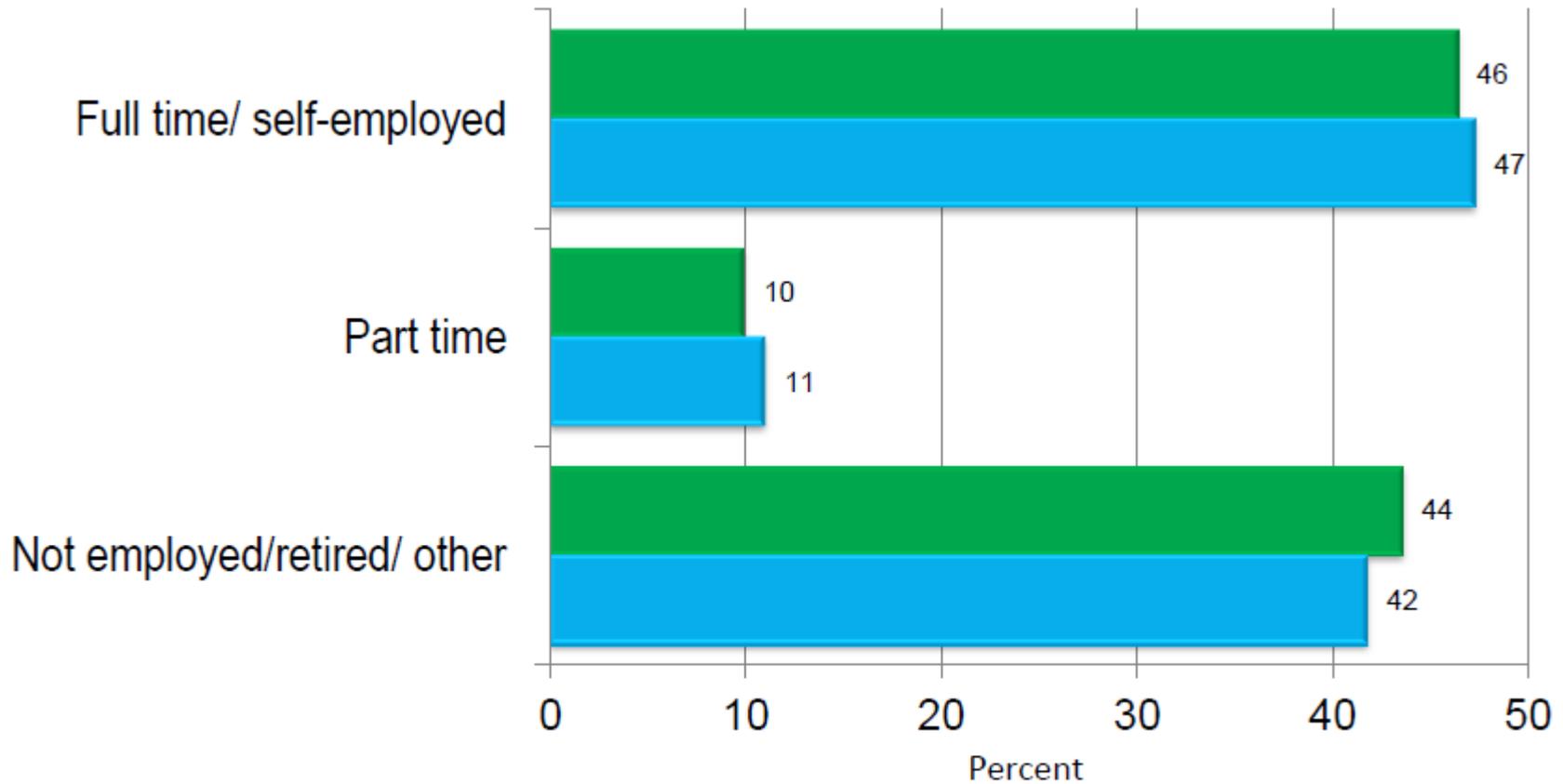
Education



■ Phoenix & Central ■ Arizona



Employment



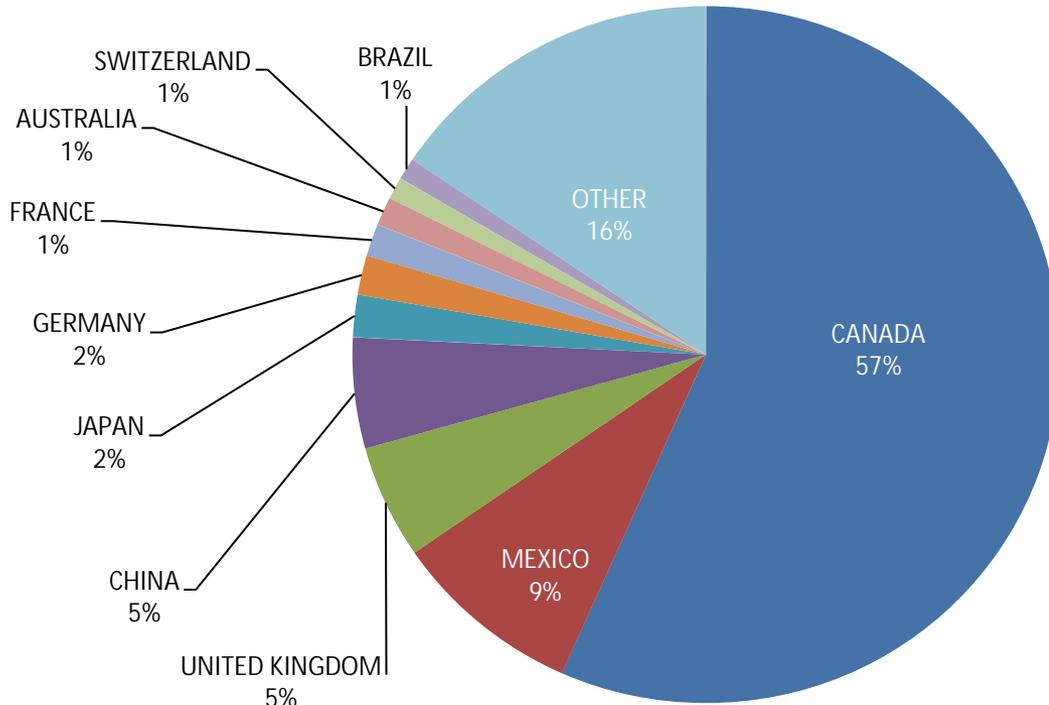
■ Phoenix & Central ■ Arizona

ARIZONA
OFFICE OF TOURISM

INTERNATIONAL VISA CARD SPENDING

Phoenix & Central Region

2015 Regional Visa Spending by Country

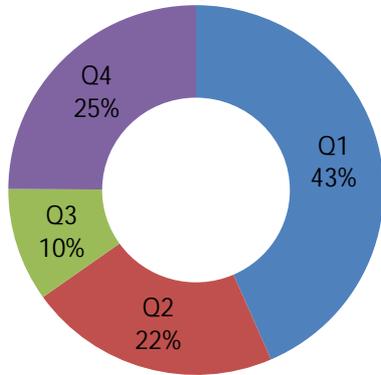


1	CANADA	56.7%
2	MEXICO	8.7%
3	UNITED KINGDOM	5.3%
4	CHINA	5.1%
5	JAPAN	2.0%
6	GERMANY	1.8%
7	FRANCE	1.5%
8	AUSTRALIA	1.3%
9	SWITZERLAND	1.0%
10	BRAZIL	1.0%
	OTHER	15.6%

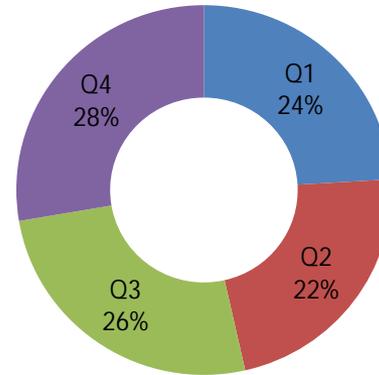


2015 Regional Visa Spending by Calendar Quarter

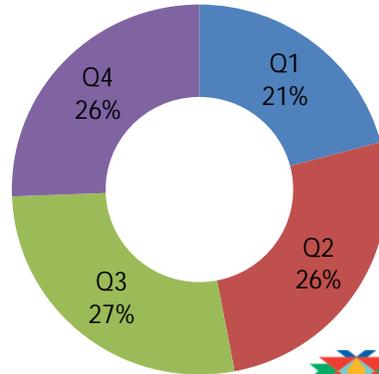
Canada



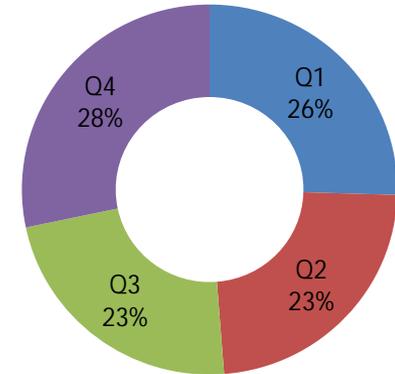
Mexico



UK

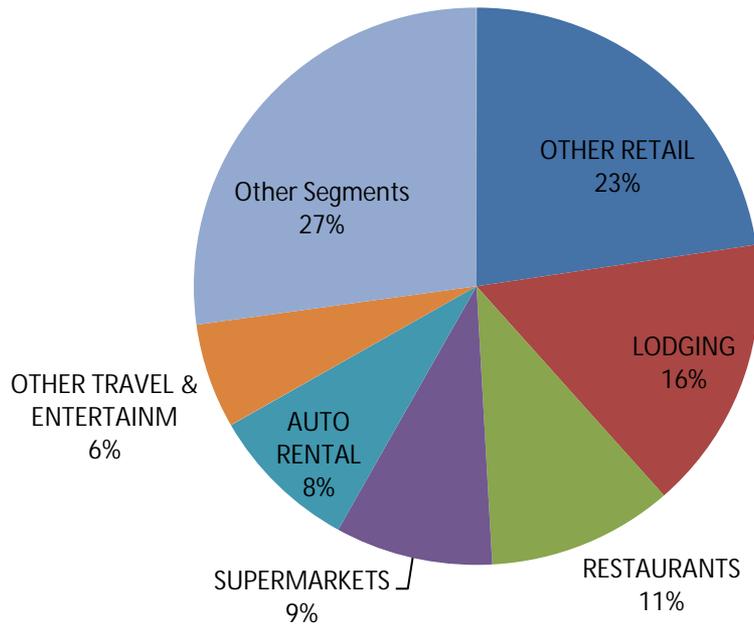


China

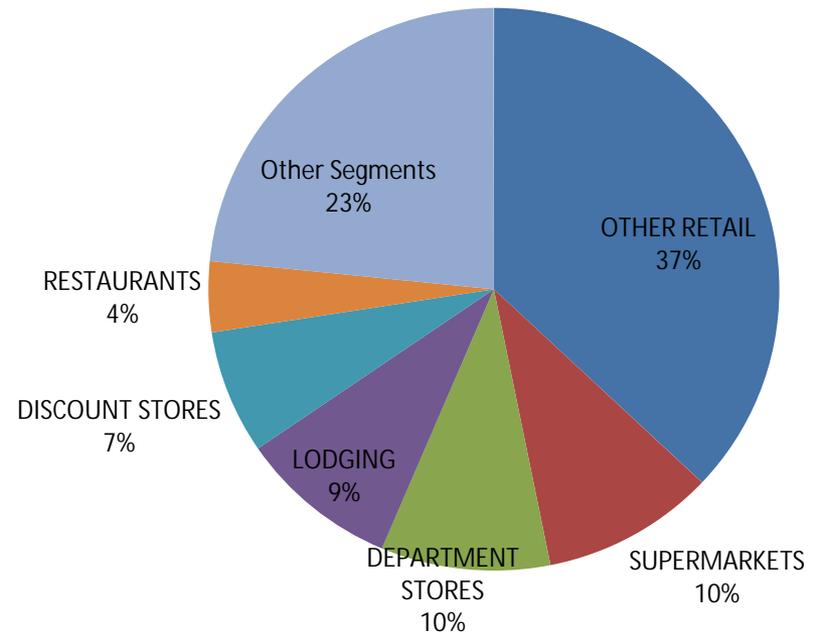


2015 Visa Spending by Merchant Category

Canada



Mexico



2015 Visa Spending Trends by Country

% Change in Spending YOY

Country	Phoenix & Central	Arizona
CANADA	-17.20%	-15.71%
MEXICO	-18.80%	-22.64%
UNITED KINGDOM	0.70%	-2.16%
CHINA	28.80%	34.84%
JAPAN	-1.60%	-0.31%
GERMANY	-8.50%	-15.57%
FRANCE	-11.90%	-17.57%
AUSTRALIA	-6.10%	-5.40%
SWITZERLAND	4.10%	-0.76%
BRAZIL	-30.10%	-31.12%



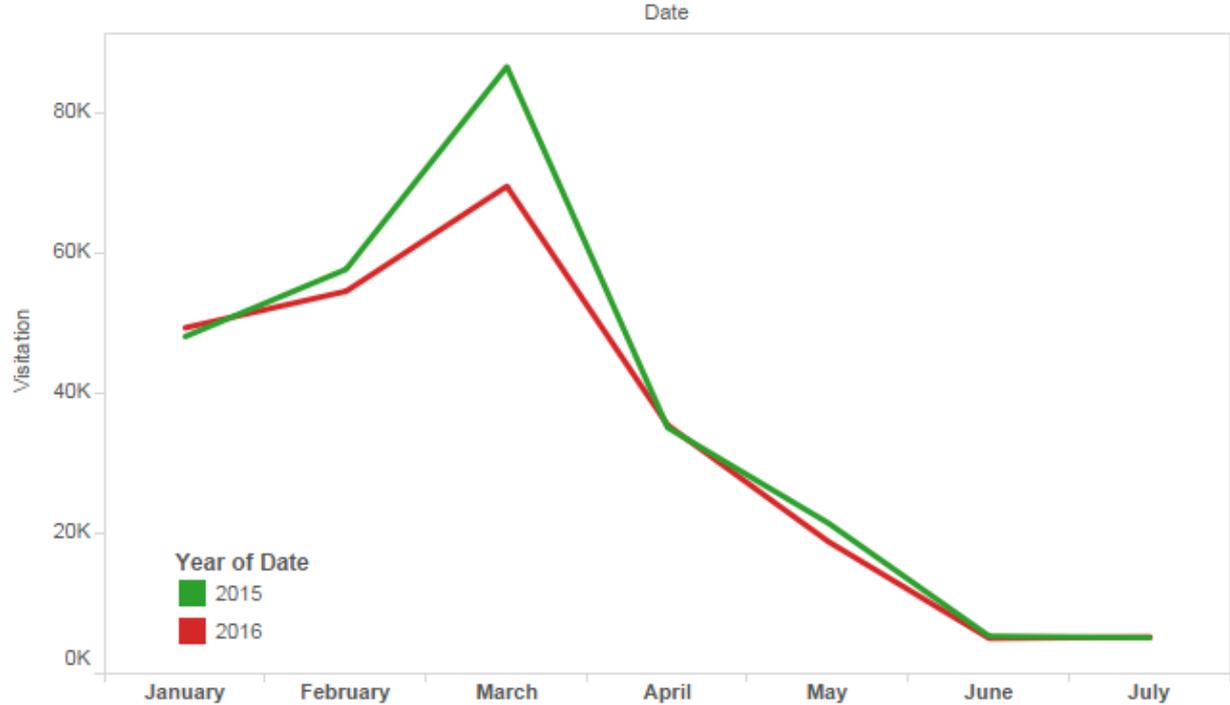
2016 TOURISM INDICATORS TO DATE

Phoenix & Central Region

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

State Parks Visitation

State Parks Visitation YTD YOY



Visitor Count YTD through July

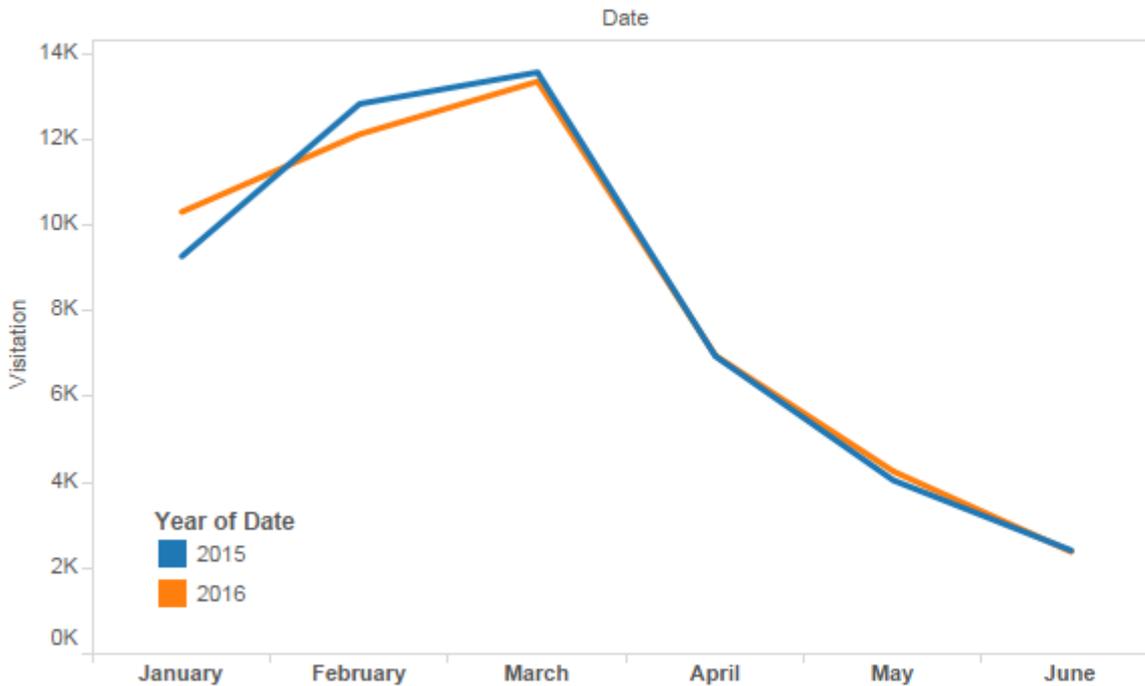
Park	Date		
	2014	2015	2016
Boyce Thompson ASP	49,924	62,058	60,247
Lost Dutchman SP	63,859	110,847	109,850
McFarland SHP	5,729	6,721	6,363
Oracle SP	7,751	4,942	5,059
Picacho Peak SP	40,602	74,641	56,270



Source: NAU

National Parks Visitation

National Parks YOY YTD



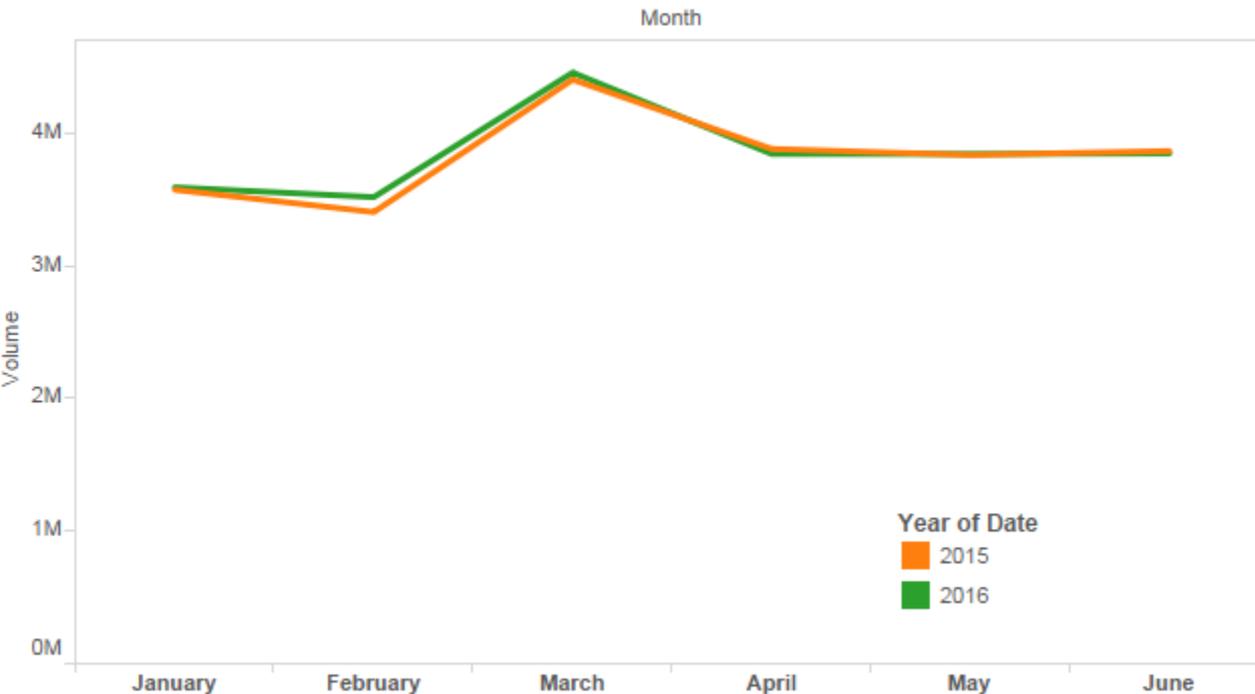
Visitation YTD through June

Park	Date		
	2014	2015	2016
Casa Grande NM	42,390	49,070	49,383



Airport Passenger Volume

Airport Passenger Volume YOY



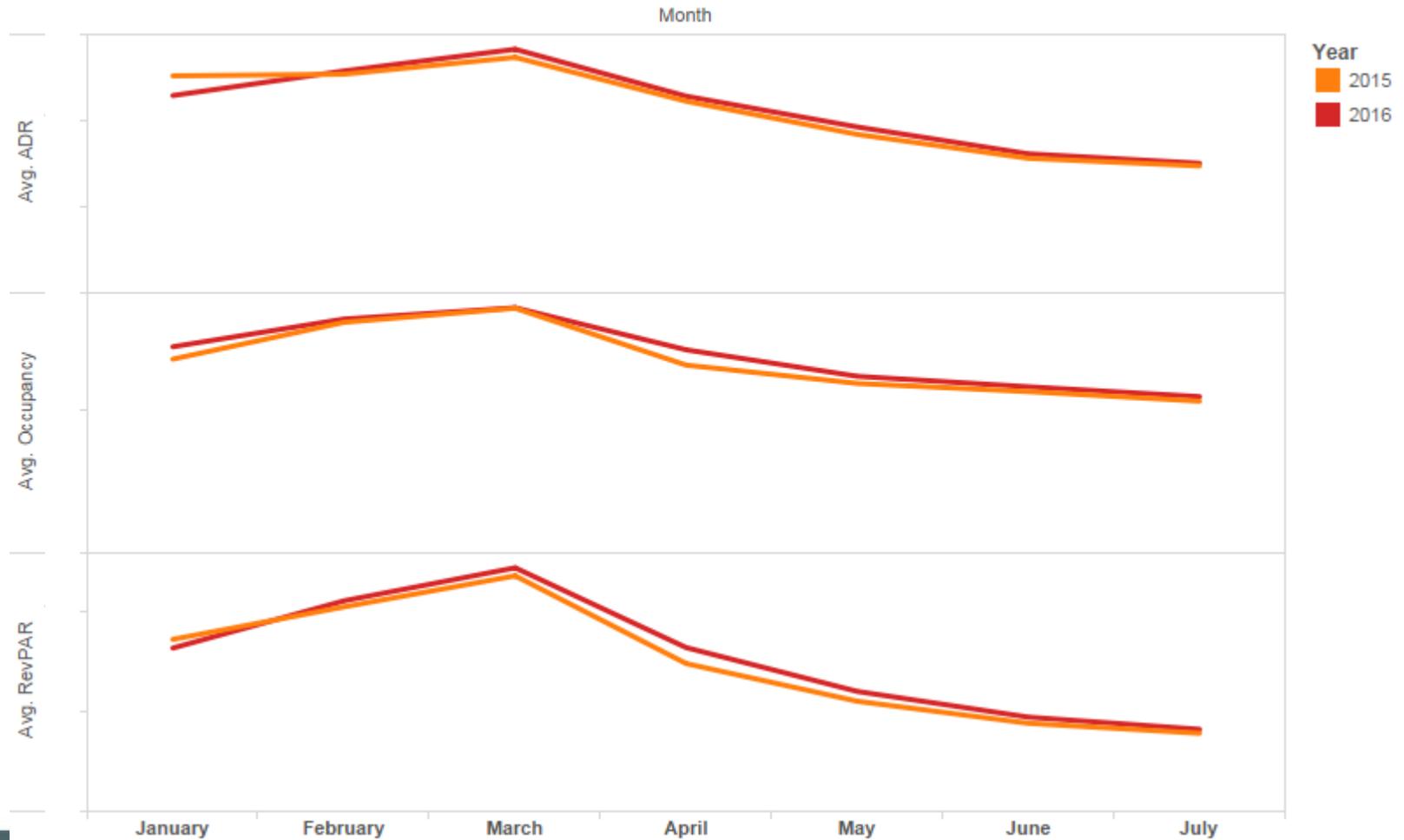
Passenger Volume YTD through June

Airport	Date	
	2015	2016
Phoenix Sky Harbor - Dome..	21,007,979	21,205,837
Phoenix Sky Harbor - Intern..	1,278,666	1,170,280
Phoenix-Mesa Gateway	682,095	728,505



Lodging Indicators

YOY Lodging Indicators - Phoenix & Central Region



Gross Sales by County

Arizona Hospitality Research & Resource Center, NAU

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



Q&A

Phoenix & Central Region

Presentation slides available at:

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

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