Dean Runyan Associates

Arizona Travel Impacts
1998-2013p

Photo courtesy of Arizona Office of Tourism

May 2014

Prepared for the

Arizona Office of Tourism
Phoenix, Arizona

ARIZONA TRAVEL IMPACTS
1998-2013P

Arizona Office of Tourism

Primary Research Conducted By:
Dean Runyan Associates
Portland, Oregon

May 2014

EXECUTIVE SUMMARY

This report describes the economic impacts of travel to and through Arizona and the state's fifteen counties. The estimates of the direct impacts associated with traveler spending in Arizona were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The estimates for Arizona are generally comparable to the U.S. Travel and Tourism Satellite Accounts produced by the Bureau of Economic Analysis. The estimates of spending, earnings, employment and tax receipts are also used as input data to derive estimates of other economic measures, including gross domestic product (GDP) and secondary effects of the travel industry.

ANOTHER YEAR OF MODERATE EXPANSION FOR THE ARIZONA TRAVEL INDUSTRY

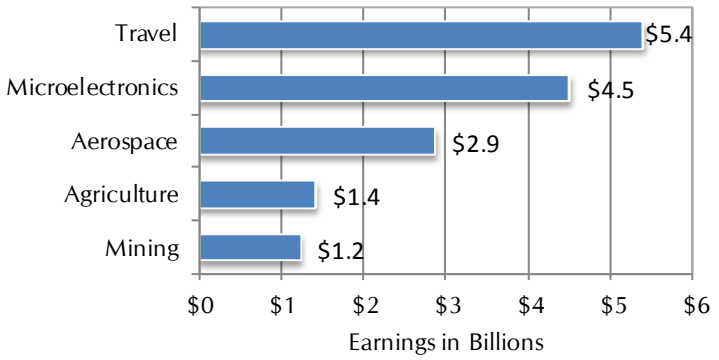
Following the steep decline in travel to Arizona brought on by the 2008-2009 recession, travel activity in the state is showing moderate, but sustained, improvement. Although total travel employment is still below the 2006 peak due to job losses in air transportation and travel arrangement services, employment in the leisure and hospitality sector has recovered.

- ***Spending.*** Total direct travel spending in Arizona was $19.8 billion in 2013. This represents a 2.7 percent increase over the preceding year in current dollars. Small increases in airfares and lower gasoline prices were the reason for the relatively low increase in current dollar spending. In real dollars (adjusted for inflation) Arizona travel spending increased by 2.3 percent – similar to the increase for 2011-12.
- ***Travel Activity.*** Visitor air travel on domestic flights to Arizona destinations increased by 0.4 percent in 2013. Room demand, as reported by Smith Travel Research, increased by 1.9 percent for the year.
- ***Employment.*** Direct travel-generated employment was 163,500 in 2013. This represents an addition of 2,200 jobs, an increase of 1.4 percent.
- ***Secondary Impacts.*** The re-spending of travel-related revenues by businesses and employees creates secondary impacts. In 2013, the secondary impacts were 141,000 jobs with $5.7 billion in earnings.
- ***GDP.*** The Gross Domestic Product of the travel industry was $7.7 billion in 2013. The travel industry and the microelectronics industry have been the top two export-oriented industries in the state in recent years.

THE ARIZONA TRAVEL INDUSTRY IS A LEADING EXPORT-ORIENTED INDUSTRY

Travel and tourism is one of the most important ***"export-oriented"*** industries in Arizona. Spending by visitors generates sales in lodging, food services, recreation, transportation and retail businesses – the "travel industry." These sales support jobs for Arizona residents and contribute tax revenue to local and state governments. Travel is especially important in the non-metropolitan areas of the state, where manufacturing and traded services are less prevalent.

Selected Arizona Export-Oriented Industries, 2013



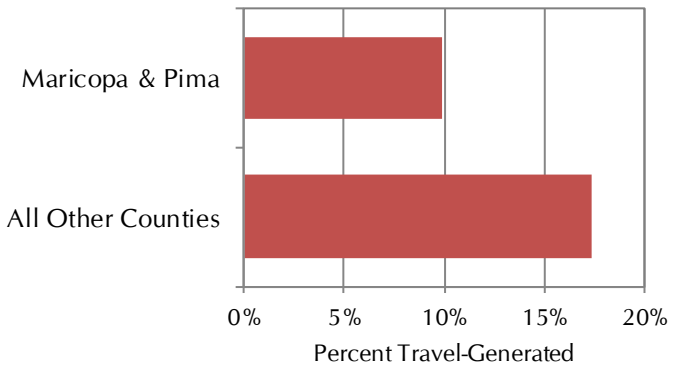
Note: Preliminary 2013 estimates by Dean Runyan Associates.
Agriculture includes food and beverage processing industries.

THE TRAVEL INDUSTRY GENERATES TAX BENEFITS FOR ARIZONA RESIDENTS

In 2013, the travel industry generated $1,100 in local, state and federal tax receipts for each Arizona household.

- In 2013, almost seven percent of all local and state tax revenues were generated by the travel industry.
- The tax revenue impacts of the Arizona travel industry are relatively more important in non-urban counties (see graph).

State Transaction Privilege Taxes Generated
By Direct Travel Spending, 2013 FY



ARIZONA TRAVEL IMPACTS, 1998-2013P

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PREFACE

The purpose of this study is to document the economic significance of the travel industry in Arizona from 1998 to 2013. These findings show the level of travel spending by visitors traveling to and within the state, and the impact this spending had on the economy in terms of earnings, employment and tax revenue.

Dean Runyan Associates prepared this study for the Arizona Office of Tourism. Dean Runyan Associates has specialized in research and planning services for the travel, tourism and recreation industry since 1984. With respect to economic impact analysis, the firm developed and currently maintains the Regional Travel Impact Model (RTIM), a proprietary computer model for analyzing travel economic impacts at the state, regional and local level. Dean Runyan Associates also has extensive experience in project feasibility analysis, market evaluation, survey research and travel and tourism planning.

Many individuals and organizations provided data and assistance for this report. State agencies include the Department of Revenue, Department of Commerce, Gaming Commission and State Parks. Information was also provided by the College of Business and Public Administration at the University of Arizona and the School of Hotel and Restaurant Management at Northern Arizona University. Federal agencies that provided essential data for this report include the Bureau of Economic Analysis, the Department of Labor, the Department of Transportation, the U.S. Forest Service, and the National Park Service.

Special thanks are due to Melissa Elkins, Research Manager for the Arizona Office of Tourism. Without her support and assistance, this report would not have been possible.

Dean Runyan Associates
833 SW 11th Ave., Suite 920
Portland, OR 97205

(503) 226-2973
info@deanrunyan.com
www.deanrunyan.com

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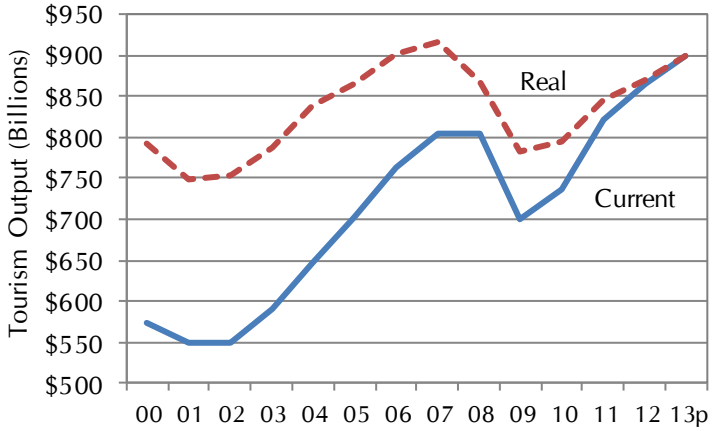
I. U.S. TRAVEL

The national level data in this section focuses on visitor spending trends in current and real dollars, international visitation to the U.S., and trends in travel-generated employment.

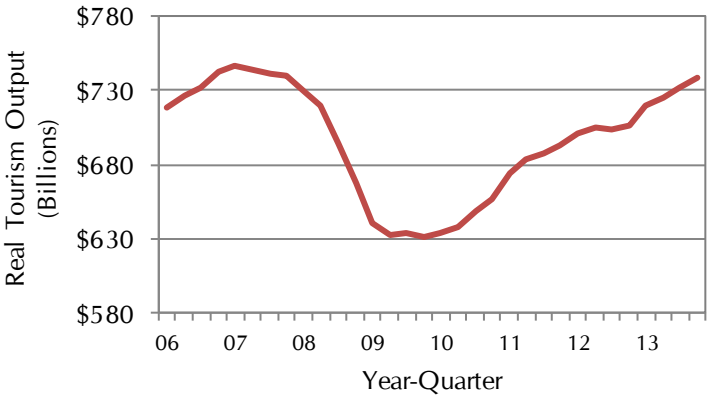
The following two graphs are derived from the Bureau of Economic Analysis Travel and Tourism Satellite Accounts.[1] Both graphs show direct tourism output for the United States – spending by domestic and international visitors.

Annual Direct Travel Spending in U.S., 2000-13p



Spending by domestic and international visitors was $900 billion in 2013 in current dollars. This represents a 4.0 percent increase over 2012. When adjusted for changes in prices (real dollars), spending increased by 3.6 percent – compared to a 2.8 percent increase from 2011 to 2012.

Direct Travel Spending in U.S.
2008-Q1 to 2013-Q4
Annualized Seasonally Adjusted in 2005 Dollars



On a seasonally adjusted quarterly basis, real travel spending in the last quarter of 2013 almost attained the previous high recorded in the first quarter of 2007.

Real travel spending has increased at a fairly constant pace over the past three years, with the exception of the last two quarters of 2012.

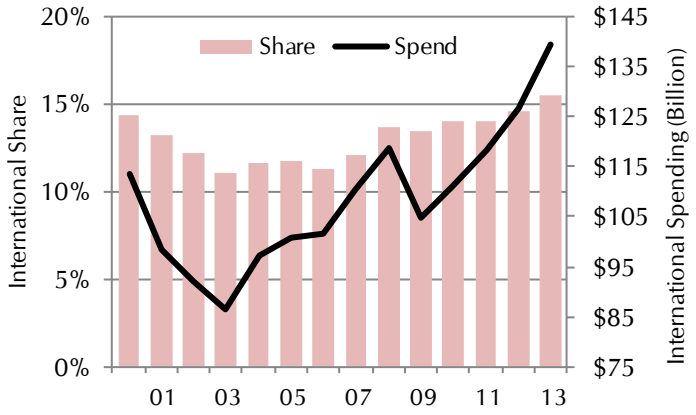
[1] See http://www.bea.gov/industry/index.htm#satellite.

The following three graphs are concerned with international travel to the U.S. The first graph is derived from the Bureau of Economic Analysis Travel and Tourism Satellite Accounts and International Transactions.[2] The following two graphs are derived from the monthly international arrival data released by the Office of Travel and Tourism Industries.[3]

International Direct Travel Spending in U.S.

Amounts in Real Dollars (Billions)

International Share of U.S. Internal Travel*

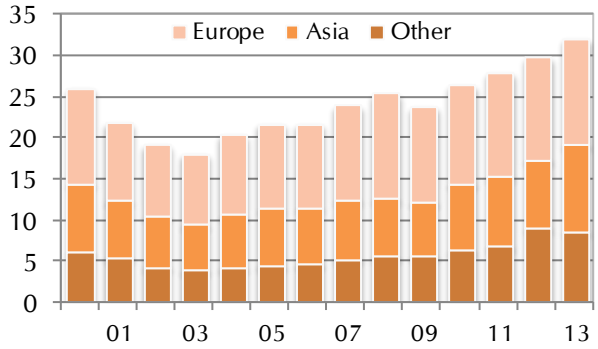


*Airfares for international flights on U.S. air carriers are not included.

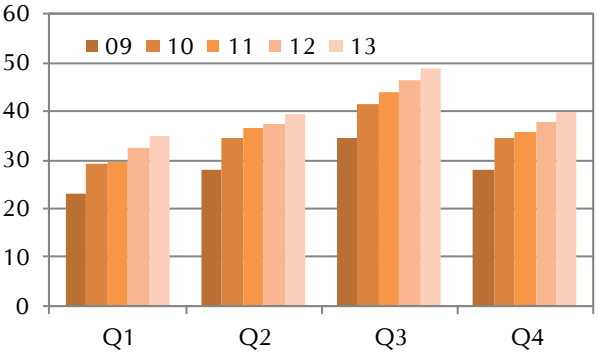
Spending by international visitors in the U.S. increased by 10.0 percent from 2012 to 2013 in real dollars – the fourth consecutive year of growth. This compares to a 2.4 percent rate of growth in real spending by domestic visitors.

(Note: These estimates have been calculated by Dean Runyan Associates.)

Overseas Arrivals (Millions)



The growth and increased share of in international travel spending in the U.S. has been driven by an increase in overseas arrivals over the past four years -- an average annual increase of more than 7.5 percent. The 2009-2013p average annual increase for Asian countries has been almost 13 percent.

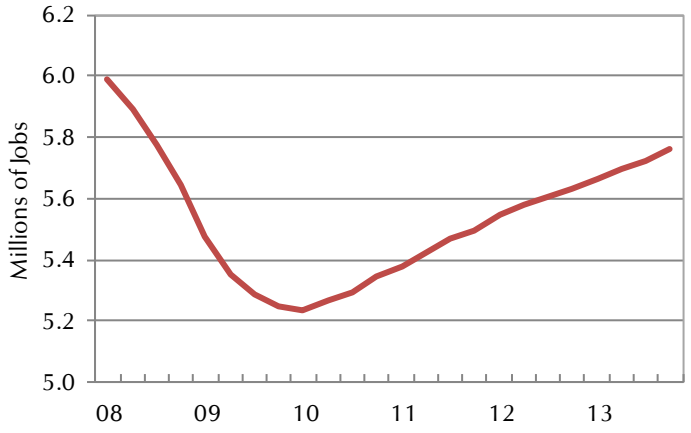


[2] See www.bea.gov/international/index.htm for quarterly international estimates of travel and tourism exports (travel to the U.S. by international visitors). Estimates of inflation-adjusted real spending by Dean Runyan Associates.

[3] See http://tinet.ita.doc.gov/research/monthly/index.html. Annual and 4th quarter 2013 estimates by Dean Runyan Associates.

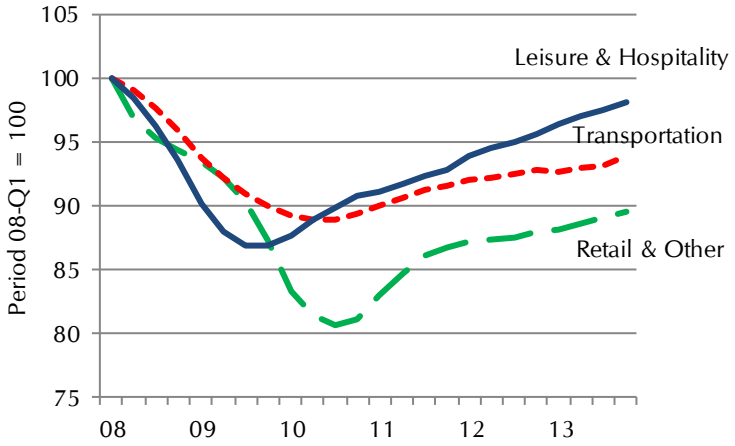
The following two graphs show quarterly employment trends since 2008 for seasonally adjusted data.* The first graph shows that travel-generated employment was at its lowest level in the first quarter of 2010 and has not yet fully recovered. (Employment is typically a lagging indicator of overall economic activity.) The second graph shows the employment trends of different types of businesses within the travel industry. In general, the leisure and hospitality sector has recovered more fully than transportation, retail and other business in the travel industry. This is in part due to the cyclical patterns of these industry sectors and in part due to structural changes. (For example, air transportation now uses fewer employees to transport an equivalent number of passengers.)

U.S. Travel Industry Employment
Seasonally Adjusted at Annual Rates
2008-Q1 to 2013-Q4



Travel industry employment includes the **leisure and hospitality** sector (arts, entertainment, recreation, accommodations and food services). This represents about two-thirds of all travel industry employment. **Transportation** includes all air and ground transportation goods and services, including motor fuel and travel arrangement. This comprises about one-fifth of all travel industry employment. Slightly more than one-tenth of travel industry employment is in **retail and other** businesses.

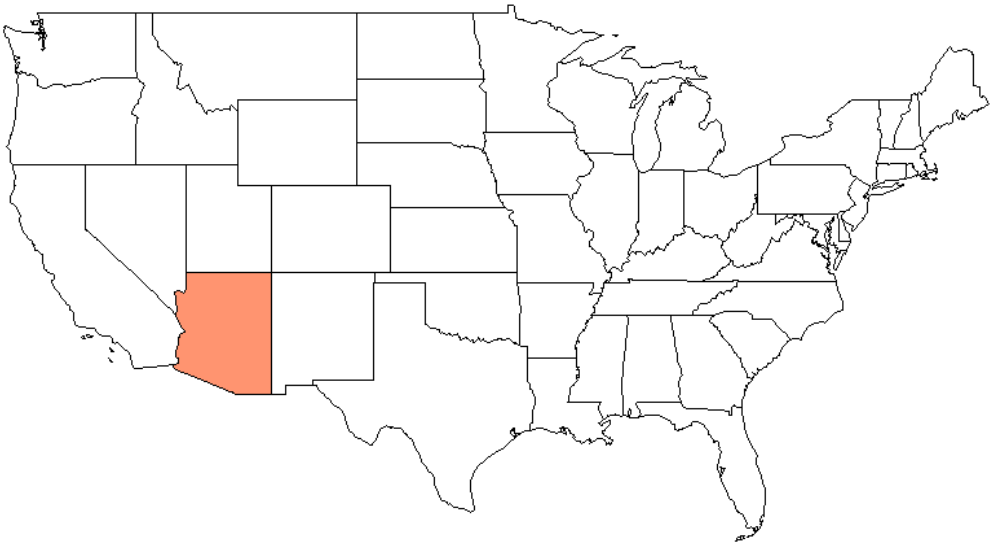
Components of U.S. Travel Industry Employment
Year-Quarter 2008-1 = 100



Source: Bureau of Economic Analysis Travel & Tourism Satellite Accounts.

*Seasonal adjustment permits quarter to quarter trend analysis.

II. ARIZONA TRAVEL



The multi-billion dollar travel industry in Arizona is an important part of the state and local economies. The industry is represented primarily by businesses in the leisure and hospitality sector, transportation, and retail. The money that visitors spend on various goods and services while in Arizona produces business receipts at these firms, which in turn generate earnings and employment for Arizona residents. In addition, state and local governments collect taxes that are generated from visitor spending. Most of these taxes are imposed on the sale of goods and services to visitors, thus avoiding a tax burden on local residents.

The economic impacts directly generated by visitor spending also contribute to significant secondary impacts. A portion of the business receipts generated by visitor spending is spent by businesses within Arizona for other goods and services (indirect impacts). Visitor generated earnings are also spent by employees for goods and services produced in Arizona (induced impacts).

SUMMARY OF ARIZONA TRAVEL

- Total direct travel spending in Arizona was $19.8 billion in 2013. This represents a 2.7 percent increase over the preceding year in current dollars. Small increases in airfares and lower gasoline prices were the reason for the relatively low increase in current dollar spending. In real dollars (adjusted for inflation) Arizona travel spending increased by 2.3 percent – similar to the increase for 2011-12.
- Lodging sales, a primary component of visitor spending, increased by 4.1 percent from 2012 to 2013 following a 3.8 percent increase the preceding year.
- Visitor air travel on domestic flights to Arizona destinations increased by 0.4 percent in 2013. Visitor air arrivals to the state are essentially unchanged since the large declines in 2008 and 2009.
- Direct travel-generated employment was 163,500 in 2013. This represents an addition of 2,200, an increase of 1.4 percent. Job losses occurred in air transportation, travel arrangement services and convention/trade show support. More than three thousand jobs were added in the leisure and hospitality sector – an increase of almost three percent. (See detailed employment estimates, page 17.)
- The Gross Domestic Product of the travel industry was $7.7 billion in 2013. The travel industry and the microelectronics industry have been the top two export-oriented industries in the state in recent years.
- The re-spending of travel-related revenues by businesses and employees creates secondary impacts. In 2013, the secondary impacts were 141,000 jobs with $5.7 billion in earnings.

TRAVEL TRENDS

Following the steep decline in travel to Arizona brought on by the 2008-2009 recession, travel activity in the state is showing moderate, but sustained, improvement. Although total travel employment is still below the 2006 peak due to job losses in air transportation and travel arrangement services, employment in the leisure and hospitality sector has recovered.

Total direct travel spending in Arizona was $19.8 billion in 2013. This represents a 2.7 percent increase over the preceding year in current dollars. Lodging sales, a primary component of visitor spending, increased by 4.1 percent. *(Arizona Department of Revenue)*. Spending on motor fuel actually declined due to lower gas prices.

This travel spending resulted in 2,200 additional jobs in the travel industry, an increase of 1.4 percent. The leisure and hospitality sector added 3,200 jobs, an increase of 2.7 percent. *(See detailed impact table, page 16.)*

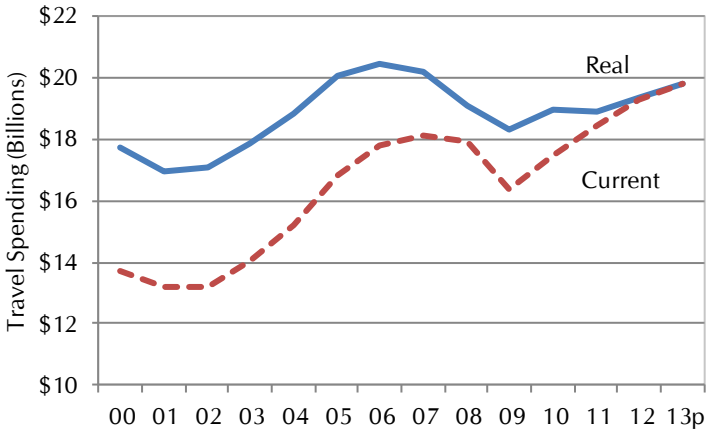
Arizona Travel Trends, 1998-2013p

	Spending	Earnings	Employment	Tax Revenue ($Million)			
	($Billion)	($Billion)	(Thousand)	Local	State	Federal	Total
1998	11.8	3.4	152.7	503	463	750	1,716
1999	12.7	3.6	157.9	546	497	804	1,846
2000	13.7	3.9	160.0	586	533	853	1,973
2001	13.2	3.8	153.2	550	526	788	1,863
2002	13.2	3.8	151.1	564	545	800	1,909
2003	14.1	4.0	154.4	598	575	843	2,016
2004	15.2	4.3	158.5	637	615	917	2,169
2005	16.8	4.6	164.8	693	669	982	2,344
2006	17.8	4.9	168.5	728	698	1,049	2,475
2007	18.1	5.2	167.9	749	713	1,095	2,557
2008	18.0	5.1	165.1	748	704	1,074	2,526
2009	16.4	4.8	156.2	717	671	1,032	2,420
2010	17.5	4.9	154.3	727	706	1,063	2,496
2011	18.5	5.1	157.0	774	770	1,011	2,555
2012	19.3	5.3	161.3	790	799	1,048	2,638
2013p	19.8	5.4	163.5	786	791	1,153	2,730
Annual Percentage Change							
12-13p	2.7	1.2	1.4	-0.5	-1.0	10.0	3.5
98-13p	3.5	3.2	0.5	3.0	3.6	2.9	3.1

Note: Estimates for 2013p are preliminary. These direct travel impacts do not include secondary (indirect and induced) impacts. One-way visitor airfares are included. Total earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes full- and part-time payroll employees and self-employed.

The decrease in local and state tax revenue in 2013 was due to the expiration of the temporary 1 percent tax on May 31, 2013. If there had not been a tax rate change, local revenues would have increased by 2 percent and state revenues would have increased by 4 percent. The increase in federal taxes was due, in part, to the expiration of the temporary payroll tax reduction on January 1, 2013.

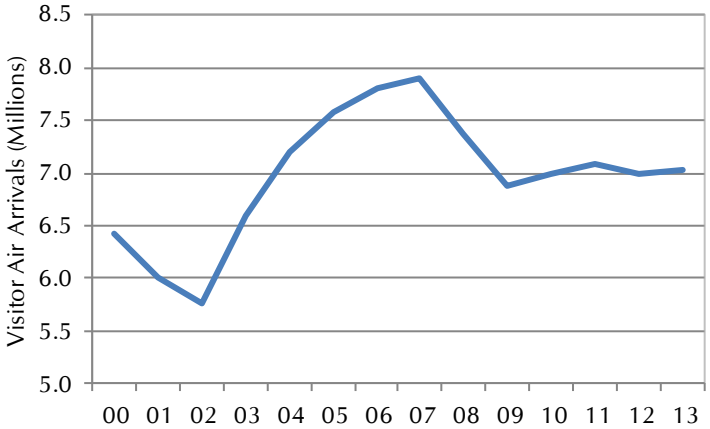
Arizona Direct Travel Spending
Real and Current Dollars
2000-2013p



In real dollars (adjusted for inflation) Arizona travel spending increased by 2.3 percent over 2012 – close to the 2.7 percent increase in current dollars. Unlike preceding years, there was little change in transportation prices.

Sources: Smith Travel Research, Energy Information Administration, U.S. Department of Transportation Origin and Destination Survey, and Bureau of Labor Statistics CPI-West Urban.

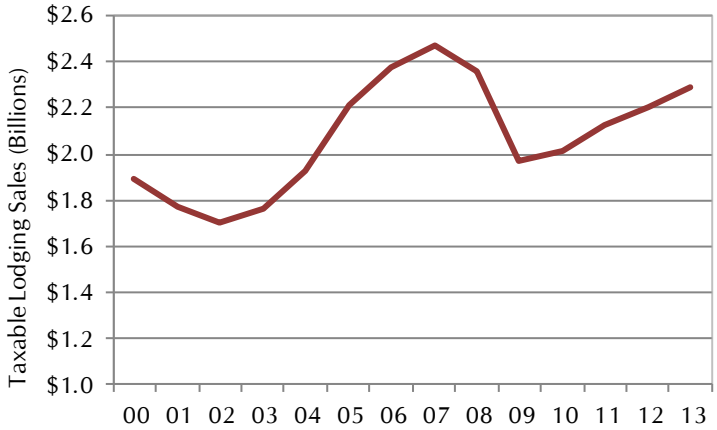
Air Passenger Visitor Arrivals to Arizona
U.S. Air Carriers, 2000-2013



Visitor air arrivals to Arizona increased by 0.4 percent from 2012 to 2013. Visitor air arrivals to the state are essentially unchanged since the large declines in 2008 and 2009.

Sources: U.S. Department of Transportation Origin and Destination Survey and Dean Runyan Associates.

Arizona Taxable Lodging Sales
2000-2013



Taxable lodging sales increased by 4.1 percent annually from 2012 to 2013 – following a 3.8 percent increase the preceding year.

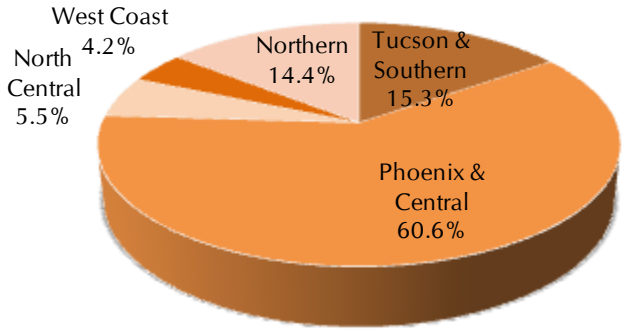
Source: Arizona Department of Revenue. Lodging sales for the second quarter of 2013 were adjusted by Dean Runyan Associates to correct an anomaly in tax payments received.

SEASONAL AND REGIONAL TRAVEL IMPACTS

The pie chart shows the annual distribution of lodging sales by region. The lodging sales of the Phoenix and Central Arizona region are greater than the four other regions combined.

(The Northern Arizona region includes Apache, Coconino and Navajo counties. The West Coast region includes La Paz, Mohave and Yuma counties. The North Central region includes Gila and Yavapai counties. The Phoenix and Central Arizona region includes Maricopa and Pinal counties. The Tucson and Southern Arizona region includes Cochise, Graham, Greenlee, Pima and Santa Cruz counties.)

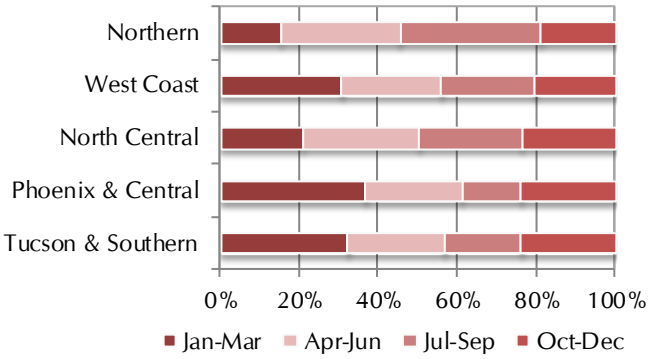
Regional Shares of Arizona Taxable Lodging Sales, 2013



The next two graphs provide quarterly breakouts for the regions and the state.

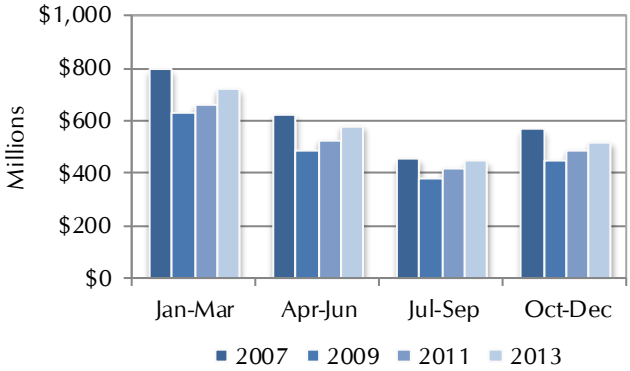
Lodging sales are greatest in the first quarter for three of Arizona's tourism regions – the West Coast, Phoenix and Tucson. By contrast, spring and summer quarters are most important for the Northern and North Central regions.

Taxable Lodging Sales by Region and Quarter, 2013



The bottom column chart provides a statewide quarterly breakout of lodging sales in two year increments beginning in 2007. (The peak year for lodging sales in the state was 2007. See graph on preceding page.) Lodging sales in 2013 was still below 2007 levels for all four quarters. The deficit for the first quarter (-9.6 percent) was the greatest, while the third quarter (-2.7 percent) was the least.

Arizona Taxable Lodging Sales by Quarter, 2007-2013 (Millions)



Source: Arizona Department of Revenue taxable hotel/motel sales.

VISITOR ORIGIN

Out-of-state travelers generate more than three-fourths of the visitor impacts in Arizona. Visitors from other states are the largest segment (more than 60 percent of spending), while international travel, including day travel from Mexico, comprises approximately 17 percent of visitor impacts.

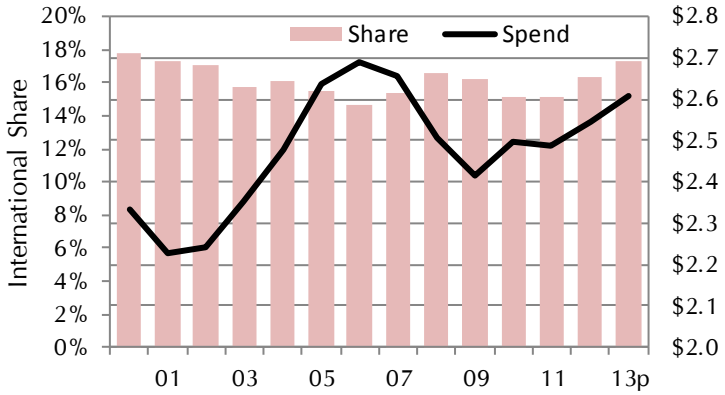
Arizona Travel Impacts by Origin of Visitor, 2013p

Origin	Spending ($ Billion)	Earnings ($ Billion)	Employment (Thousand)	Tax Receipts ($ Million) Local/State	Federal
Arizona	3.8	0.8	30.3	327	181
Other U.S.	10.8	3.1	98.8	997	717
International	2.8	0.6	21.0	231	106
All Visitors	17.4	4.5	150.1	1,555	1,005
Other Travel	2.4	0.9	13.5	21	148
Total Travel	19.8	5.4	163.5	1,576	1,153

Sources: Dean Runyan Associates, International Trade Administration and Bureau of Economic Analysis (U.S. Dept. of Commerce), TNS TravelsAmerica visitor survey, Statistics Canada, Vera Pavlakovich-Kochi and Alberta H. Charney, "Mexican Visitors to Arizona: Visitor Characteristics and Economic Impacts, 2007-08" (Karl Eller College of Business and Public Administration, University of Arizona) and Bureau of Transportation Statistics Border Crossing/Entry Data.

International Visitor Spending in Arizona, 2000-2013p

Spending in Real (2013) Dollars



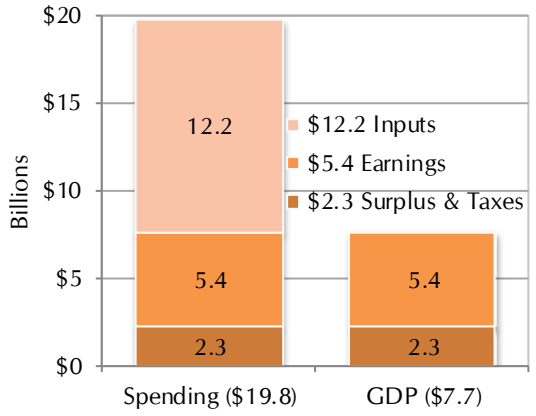
Sources: See above chart for source of international estimates. See first graph on preceding page for constant dollar estimates. Constant dollar visitor spending does not include "Other Travel."

ARIZONA TRAVEL INDUSTRY GROSS DOMESTIC PRODUCT

In concept, the Gross Domestic Product (GDP) of a particular industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always smaller than output or sales because GDP measures only the "value added" of an industry and does not include the cost of the inputs that are also necessary to produce a good or service. Alternatively, GDP can be thought of as the sum of earnings, indirect business taxes (primarily excise and property taxes) and other operating surplus (including profits). Estimates of travel spending and travel industry GDP are shown in the chart below. Arizona travel industry GDP amounted to $7.7 billion in 2013. Arizona travel industry GDP represented 2.9 percent of the total Arizona GDP in 2013(preliminary).

About 60 percent of all travel spending in Arizona is attributed to intermediate inputs and goods resold at retail. Intermediate inputs cover a range of goods and services that are purchased by travel industry businesses for the purpose of creating a product or service for the traveler. For example, lodging establishments purchase cable television services. Restaurants purchase food and beverages from vendors. In both cases, these inputs are classified as the GDP of other industries. In addition, travel spending occurs at many retail establishments where the goods purchased from the retailer are purchased as finished goods from suppliers. These resold goods are also counted as products of other industries. This would include motor fuel, groceries and most of the commodities sold at retail establishments.[1]

Arizona Travel Industry Gross Domestic Product, 2013p



Sources: Dean Runyan Associates, Bureau of Economic Analysis, and Minnesota Implan Group. Details may not add to totals due to rounding.

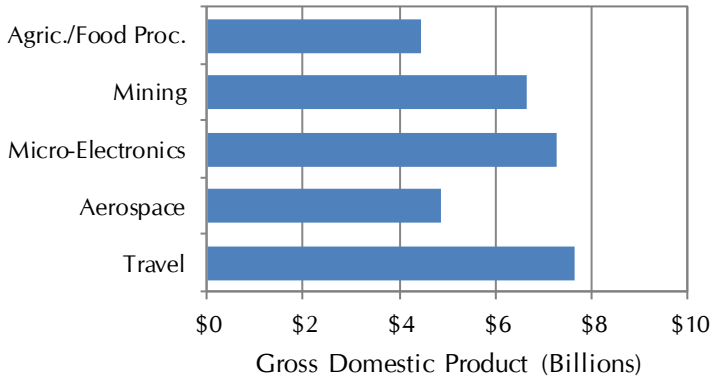
[1] About 38 percent of the $12.2 billion of inputs and goods resold are purchased from other Arizona businesses.

GROSS DOMESTIC PRODUCT OF ARIZONA EXPORT-ORIENTED INDUSTRIES

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations.[2] Agriculture, mining, and manufacturing are the best examples of export-oriented industries. Clearly, there are cases in each of these three sectors where the products are sold within the local or regional market. Nonetheless, in general most businesses within these industries depend on export markets. The travel industry is also an export-oriented industry because goods and services are sold to *visitors*, rather than residents. The travel industry injects money into the local economy, as do the exports of other industries.

Exports are not necessarily more important than locally traded goods and services. However, diverse export-oriented industries in any economy are a source of strength – in part because they generate income that contributes to the development of other local services and amenities. Such industries characterize the "comparative advantage" of the local economy within larger regional, national and global markets. A comparison of the GDP's of the leading export-oriented industries in Arizona is shown below.

2013 GDP of Major Arizona Export Industries



Sources: Bureau of Economic Analysis, Bureau of Labor Statistics and Dean Runyan Associates. 2013 estimates for non-travel industries based on 2012 GDP and 2013 earnings and payroll.

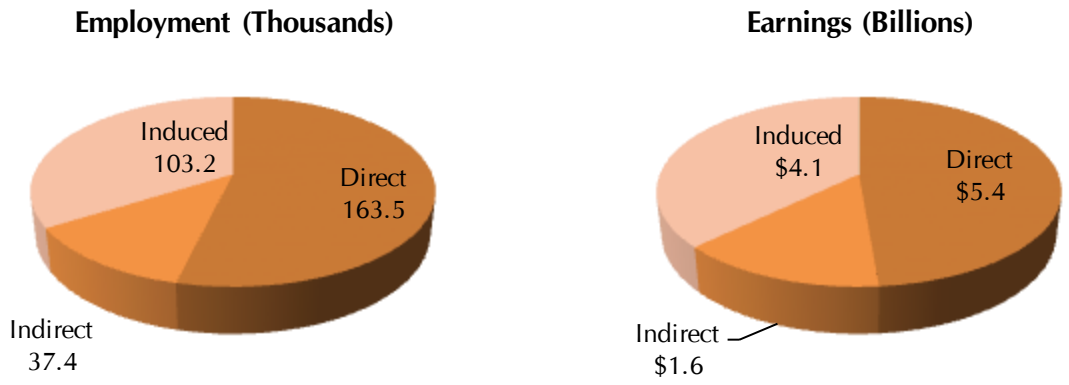
[2] See also pages 57 of Appendix A and page 70 of Appendix D.

DIRECT, SECONDARY AND TOTAL IMPACTS

Travel spending within Arizona brings money into many Arizona communities in the form of business receipts. Portions of these receipts are spent within the state for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. This re-spending of travel-related revenues creates *indirect and induced impacts*. To summarize:

- **Direct** impacts represent the employment and earnings attributable to travel expenditures made directly by travelers at businesses throughout the state.
- **Indirect** impacts represent the employment and earnings associated with industries that supply goods and services to the direct businesses (i.e., those that receive money directly from travelers throughout the state).
- **Induced** impacts represent the employment and earnings that result from purchases for food, housing, transportation, recreation, and other goods and services made by travel industry employees, and the employees of the indirectly affected industries.

Total Employment and Earnings Generated by Travel Spending in Arizona, 2013p



Note: Indirect and induced impacts estimated by Dean Runyan Associates with Minnesota IMPLAN model. Total employment was 304,000. The employment multiplier for 2013 is 1.85 (304/164). Total earnings were $11.1 billion. The earnings multiplier is 2.05 (($11.08/$5.39).

The impacts in this section are presented in terms of the employment and earnings of eleven major industry groups. These industry groups are similar, but not identical to the business service (or commodity) categories presented elsewhere in this report. (The specific industries that comprise these major groups are listed in Appendix D.) Direct travel impacts, such as those discussed in the first part of this section and the regional and county impacts presented elsewhere in this report are found in the following industry groups:

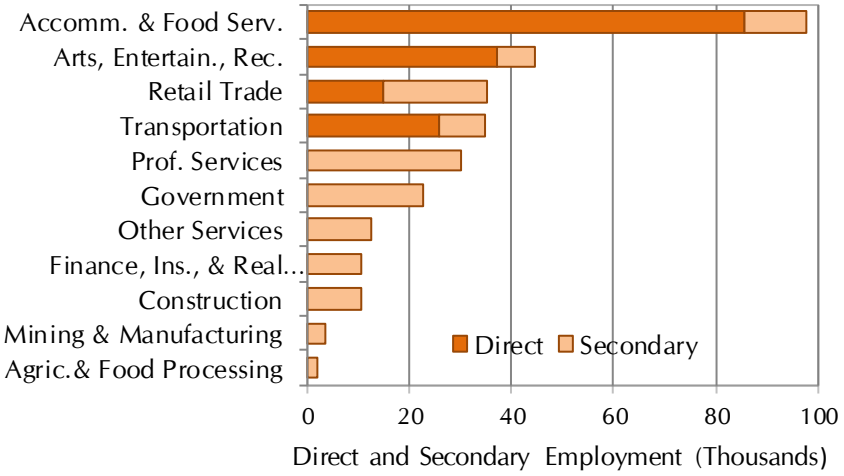
- **Accommodations & Food Services**
- **Arts, Entertainment and Recreation**
- **Retail Trade**
- **Transportation**

As is indicated in the following tables and graphs, the total direct employment and earnings of these four industry groups is identical to the total direct employment and earnings shown in the first part of this section. The only difference is that these industry groups represent industry groupings (firms) rather than commodity or business service groupings.

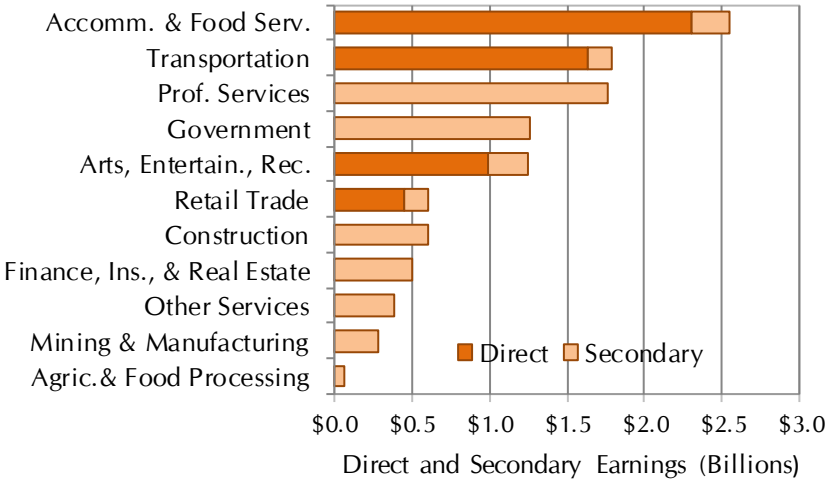
The indirect and induced impacts of travel spending are found in all eleven-industry groupings shown in the following tables and graphs. To summarize the primary secondary impacts:

- **Professional Services** (30,000 jobs and $1.8 billion earnings). Legal, medical, educational and other professional services are utilized by travel businesses (indirect effect) and by employees of these firms (induced effect).
- **Other Services** (12,000 jobs and $387 million earnings). Employees of travel-related businesses purchase services from various providers, such as dry cleaners and repair shops. Similarly, travel businesses utilize a number of service providers, such as laundry, maintenance and business services.
- **Government** (23,000 jobs and $1.3 billion earnings). Employees of travel-related businesses pay fees to attend public educational institutions and to operate motor vehicles.
- **Finance, Insurance and Real Estate** (10,000 jobs and $502 million earnings). Employees and businesses use the services of financial institutions, insurers and real estate businesses.

Direct and Secondary Employment
Generated by Travel Spending in Arizona, 2013p



Direct and Secondary Earnings
Generated by Travel Spending in Arizona, 2013p



See notes at end of table on page 20.

Detailed estimates are reported in the following table. It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire state of Arizona and do not necessarily reflect economic patterns for individual counties, regions or sub-regions within the state. While total economic impacts can be calculated on a county or regional level, such a detailed analysis is not included in this study. In general, geographic areas with lower levels of aggregate economic activity will have smaller secondary impacts within those same geographic boundaries.

Direct & Secondary Visitor-Generated Employment in Arizona, 2013p

(thousand jobs)

Industry Group	Direct	Secondary Indirect	Secondary Induced	Secondary Total	Grand Total
Accomm. & Food Serv.	85	4	8	12	98
Arts, Entertain., Rec.	37	5	2	8	45
Retail Trade	15	3	17	20	35
Transportation	26	5	4	9	35
Prof. Services	0	8	23	30	30
Government	0	1	22	23	23
Other Services	0	5	8	12	12
Finance, Ins., & Real Estate	0	4	7	10	10
Construction	0	1	10	10	10
Mining & Manufacturing	0	1	2	4	4
Agric.& Food Processing	0	1	1	2	2
All Industries	164	37	103	141	304

Direct & Secondary Visitor-Generated Earnings in Arizona, 2013p

($ Million)

Industry Group	Direct	Secondary Indirect	Secondary Induced	Secondary Total	Grand Total
Accomm. & Food Serv.	2,309	73	165	238	2,546
Transportation	1,631	123	36	160	1,791
Prof. Services	0	520	1,244	1,764	1,764
Government	0	85	1,180	1,265	1,265
Arts, Entertain., Rec.	997	196	56	252	1,249
Retail Trade	458	13	140	153	611
Construction	0	48	562	611	611
Finance, Ins., & Real Estate	0	175	326	502	502
Other Services	0	186	201	387	387
Mining & Manufacturing	0	109	179	287	287
Agric.& Food Processing	0	32	35	67	67
All Industries	5,394	1,560	4,125	5,685	11,079

Source: Dean Runyan Associates and Minnesota Implan Group.
Note: These industry groups are not equivalent to the categories used in the direct impact tables used in this report. See Appendix D. Details may not add to totals due to rounding.

Detailed direct travel impacts for 2002 through 2013p are shown on the following page.

Arizona Direct Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Billion)							
Destination Spending	13.5	15.7	15.8	15.5	16.4	17.0	17.4
Other Travel*	1.7	2.1	2.1	2.0	2.1	2.3	2.4
Total Direct Spending	15.2	17.8	18.0	17.5	18.5	19.3	19.8
Visitor Spending by Type of Traveler Accommodation ($Billion)							
Hotel, Motel	6.4	7.7	7.3	7.0	7.4	7.6	7.9
Private Home	3.0	3.5	3.8	3.9	4.1	4.2	4.3
Campground	0.5	0.5	0.6	0.5	0.5	0.7	0.7
Vacation Home	0.5	0.6	0.6	0.7	0.7	0.7	0.7
Day Travel	3.1	3.4	3.5	3.4	3.6	3.8	3.8
Destination Spending	13.5	15.7	15.8	15.5	16.4	17.0	17.4
Visitor Spending by Commodity Purchased ($Billion)							
Accommodations	2.3	2.8	2.7	2.4	2.5	2.6	2.7
Food Service	2.8	3.1	3.2	3.3	3.5	3.6	3.7
Food Stores	0.8	0.8	0.9	0.8	0.9	0.9	0.9
Local Tran. & Gas	2.1	2.8	3.2	3.0	3.6	3.7	3.7
Arts, Ent. & Rec.	1.9	2.1	2.0	2.0	2.1	2.1	2.2
Retail Sales	2.4	2.5	2.3	2.4	2.4	2.5	2.5
Visitor Air Tran.	1.2	1.5	1.5	1.5	1.5	1.5	1.6
Destination Spending	13.5	15.7	15.8	15.5	16.4	17.0	17.4
Industry Earnings Generated by Travel Spending ($Billion)							
Accom. & Food Serv.	1.7	2.0	2.1	2.1	2.1	2.2	2.3
Arts, Ent. & Rec.	0.8	0.9	0.9	0.9	0.9	1.0	1.0
Retail**	0.5	0.6	0.6	0.5	0.5	0.5	0.5
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Visitor Air Tran.	0.5	0.6	0.6	0.6	0.6	0.6	0.6
Other Travel*	0.7	0.8	0.8	0.8	0.8	0.9	0.9
Total Direct Earnings	4.3	4.9	5.1	4.9	5.1	5.3	5.4
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	78.5	83.4	82.9	79.6	81.5	83.0	85.5
Arts, Ent. & Rec.	36.4	38.5	37.3	35.3	35.4	36.5	37.1
Retail**	18.3	19.6	19.9	16.6	16.6	16.6	16.7
Ground Tran.	3.5	3.6	3.3	3.3	3.4	3.5	3.5
Visitor Air Tran.	7.7	8.2	7.8	7.0	7.3	7.5	7.2
Other Travel*	14.2	15.1	14.0	12.4	12.7	14.3	13.5
Total Direct Employment	158.5	168.5	165.1	154.3	157.0	161.3	163.5
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	637	728	748	727	774	790	786
State Tax Receipts	615	698	704	706	770	799	791
Federal Tax Receipts	917	1,049	1,074	1,063	1,011	1,048	1,153
Total Direct Gov't Revenue	2,169	2,475	2,526	2,496	2,555	2,638	2,730

Details may not add to totals due to rounding.
***Local and State tax revenues include property taxes and taxes attributable to travel industry employees. These tax receipts are not included in the county breakouts.

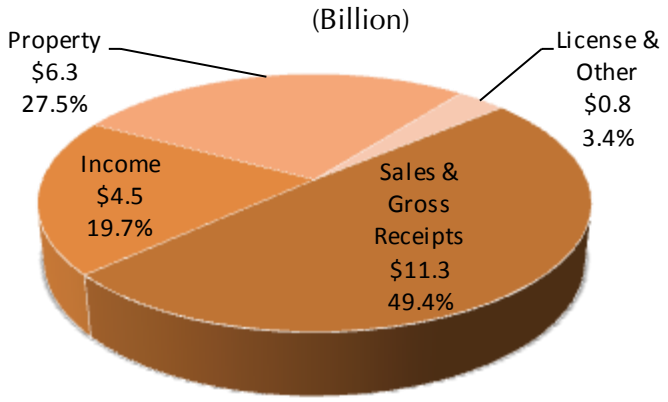
III. STATE AND LOCAL GOVERNMENT REVENUE

This section of the report provides an analysis of the state and local government revenue supported by the travel industry. Most major sources of government revenue, including sales, property and income taxes are included.

The pie chart below, adapted from the Bureau of the Census' State and Local Government Finance and other data sources, shows the main categories of tax revenue in Arizona. About one-half of all state and local tax revenue in Arizona is derived from sales or gross receipts taxes.[1] Three-fourths of all sales taxes are collected by the state. The next largest category is property taxes -- paid primarily by homeowners and businesses to local governments.[2] All income taxes (80 percent paid by individuals) are collected by the state.

Arizona State and Local Government Tax Revenues

2012-13 Fiscal Year
(Billion)



Sources: The 2011-12 fiscal year estimates of state and local tax revenues in Arizona were prepared by Dean Runyan Associates from various sources, including the Bureau of the Census (State and Local Government Finance), the Arizona Department of Revenue, the Bureau of Economic Analysis and a selection of annual financial reports for cities and counties. The state transaction privilege tax is designated as a general sales tax. Over 90 percent of all property taxes are local. About 80 percent of all income tax receipts are personal (vs. corporate). Selective sales taxes include taxes on lodging, motor fuel, alcohol, tobacco and public utilities. Other taxes include license taxes. State tax receipts comprise 60 percent of all state and local tax receipts.

The primary sources of travel industry tax revenue are:

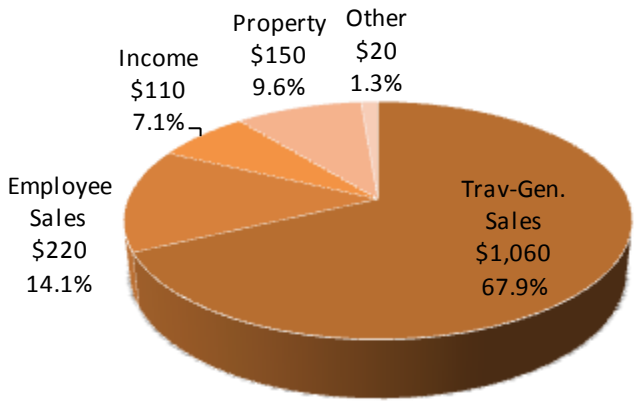
- Sales tax receipts generated by ***visitor spending.*** This includes local and state sales taxes, lodging taxes, and motor fuel taxes. Other selective sales taxes (e.g., cigarettes, liquor) were not estimated separately from the general sales tax.

[1] The state transaction privilege tax is considered a sales tax in this report.
[2] Businesses pay 62 percent of all property taxes in Arizona based on calculations by Dean Runyan Associates from data reported by the Bureau of the Census, State and Local Government Finance and *Property Taxes on Business Capital*, Ernst and Young (March 2006).

- Taxes paid by ***travel industry employees*** attributable to travel generated earnings (sales, property and income taxes). The estimates for these taxes were based primarily on the share of travel industry earnings in relation to total personal income in the state.
- Taxes paid by ***travel industry businesses*** attributable to travel generated business receipts (property and income taxes). The estimates for these taxes were based primarily on the share of travel industry earnings in relation to total earnings in the state. Other business taxes, such as licenses and payroll taxes, were not included.

The distribution of taxes generated by the travel industry for the 2012-13 fiscal year is shown in the following pie chart. The categories are the same as the preceding figure, with the exception that sales tax receipts are also distinguished between those that are generated by visitor spending and those that are generated by the spending of travel industry employees.

Arizona Travel Industry State and Local Government Tax Revenues
2012-13 Fiscal Year
(Million)



Source: Dean Runyan Associates. "Other" travel-generated tax revenue includes gaming taxes.

Whereas slightly less than one-half of all state and local tax revenue in Arizona was attributable to sales tax collections in the 2012-13 fiscal year, more than 80 percent of all travel industry tax revenue was attributable to sales tax receipts from visitors (68.2 percent) and the purchases of employees in the travel industry (14.4 percent). More than two-thirds of all tax revenues supported by the travel industry were directly related to visitor spending.

Travel industry state and local tax revenues are compared to total Arizona state and local tax revenues in the following table. Because the travel industry generates a relatively high proportion of sales tax revenues, it is associated with proportionately more tax revenues than would be expected given the size of the industry, as measured by earnings or gross domestic product. Whereas the earnings and GDP of the travel industry are in the range of

3 percent of the state totals, travel industry tax revenues represent almost 7 percent of all state and local tax revenues in Arizona.

Arizona State and Local Tax Revenues
2012-13 Fiscal Year
($Million)

	Total	Travel Generated	Percent Travel
Sales & Gross Receipts	11,330	1,280	11.3%
Income	4,520	110	2.4%
Property	6,310	150	2.3%
License & Other	780	20	2.2%
Total Tax Receipts	22,940	15,560	6.8%

Source: Dean Runyan Associates and Bureau of the Census, State and Local Government Finance.

The tax revenue benefits of the travel industry are also borne out in comparison with other industries. This is illustrated in the table and figure below. The concept of Gross Domestic Product was discussed earlier (page 11; see also appendix A). The tax payment categories are defined as follows:

- ***Indirect Business Taxes*** *(IBT)* include all property taxes, licenses, fees and sales taxes paid by the firm to all levels of government. Business income taxes are not included. Overall, sales taxes are the largest component. Even though consumers normally paid these taxes at the point of sale, they are defined as indirect business taxes in terms of GDP. Indirect Business Taxes are an official category of Gross Domestic Product, as defined by the Bureau of Economic Analysis.
- ***Employee Property and Income Taxes*** *(EPIT)* include the state and local property and income taxes paid by employees. These personal tax payments are estimated by Dean Runyan Associates on the basis of industry earnings and tax revenue data. EPIT is *not* an official category.

The tax payments generated by the travel industry in relation to Gross Domestic Product are greater than all industries except retail trade. Retail trade tax payments are especially high, of course, because of sales tax payments. However, in contrast to the travel industry, the sales taxes paid by retail establishments are primarily taxes on residents rather than visitors.

GDP and Tax Payments of Selected Arizona Industries
2012 Calendar Year
($Million)

	GDP	Indirect Bus. Taxes	Employee Inc. & Prop. Taxes	Sum of Bus. & Employee Taxes
Construction	12,857	300	223	523
Health Care	20,620	461	336	797
Manufacturing	21,934	652	306	959
Retail	19,911	3,739	463	4,203
Travel	7,569	1,301	131	1,432
All Industries	266,891	16,833	5,853	22,685

Tax Payments as Percent of GDP for Selected Arizona Industries
2012 Calendar Year

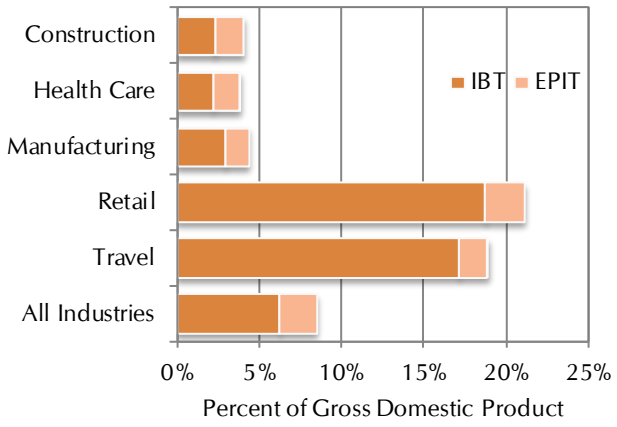
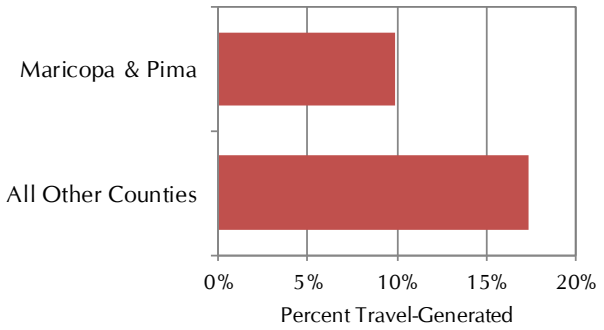


Table and graph sources: Bureau and Economic Analysis and Dean Runyan Associates. Travel industry and employee income and property tax payments estimated by Dean Runyan Associates. Other GDP and Indirect Business Taxes estimated by Bureau of Economic Analysis. *Travel Industry Business & Employee tax payments of $1,432 million are lower than the estimate on page 19 because business income taxes are not included and because employee sales tax payments are included in the indirect business taxes of other industries (especially retail trade). This is consistent with GDP accounting.

It is also important to recognize that the local and state tax revenues generated by travel spending are proportionately more important for non-urban areas. There are two reasons for this. First, the travel industry generally comprises a larger proportion of the economy in non-urban areas. Second, counties and municipalities impose special excise taxes on visitors (lodging, eating and drinking establishments, auto rentals) that are disproportionately borne by visitors, rather than residents.

The first point is illustrated in the chart below, where the percentage of the state transaction privilege tax generated by travel spending for two groups of counties is displayed. Maricopa and Pima counties – the most urbanized counties in the state – generate relatively lower tax impacts from visitor spending than do the less urbanized counties in the state.

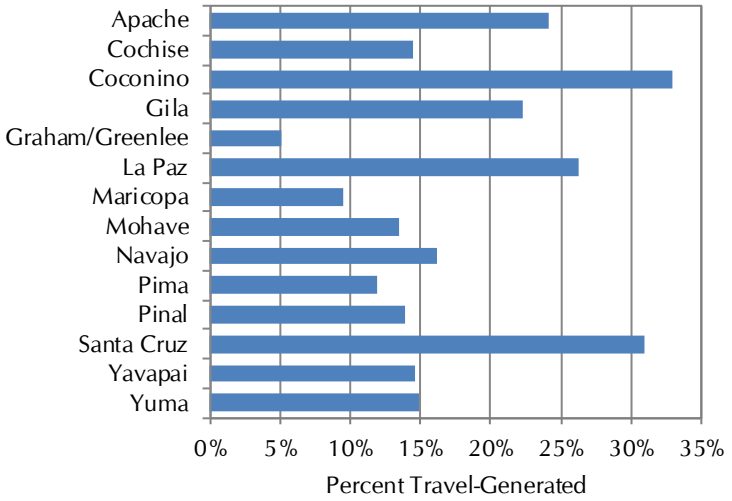
State Transaction Privilege Taxes Generated By Direct Travel Spending, 2013 FY



Source: Dean Runyan Associates and Arizona Department of Revenue.

Detailed estimates for each county are also shown. The visitor-related share of local excise taxes would generally be somewhat higher, due to local taxes on lodging, eating and drinking, and auto rentals, as noted above.

State Transaction Privilege Taxes Generated by Direct Travel Spending, 2013 FY

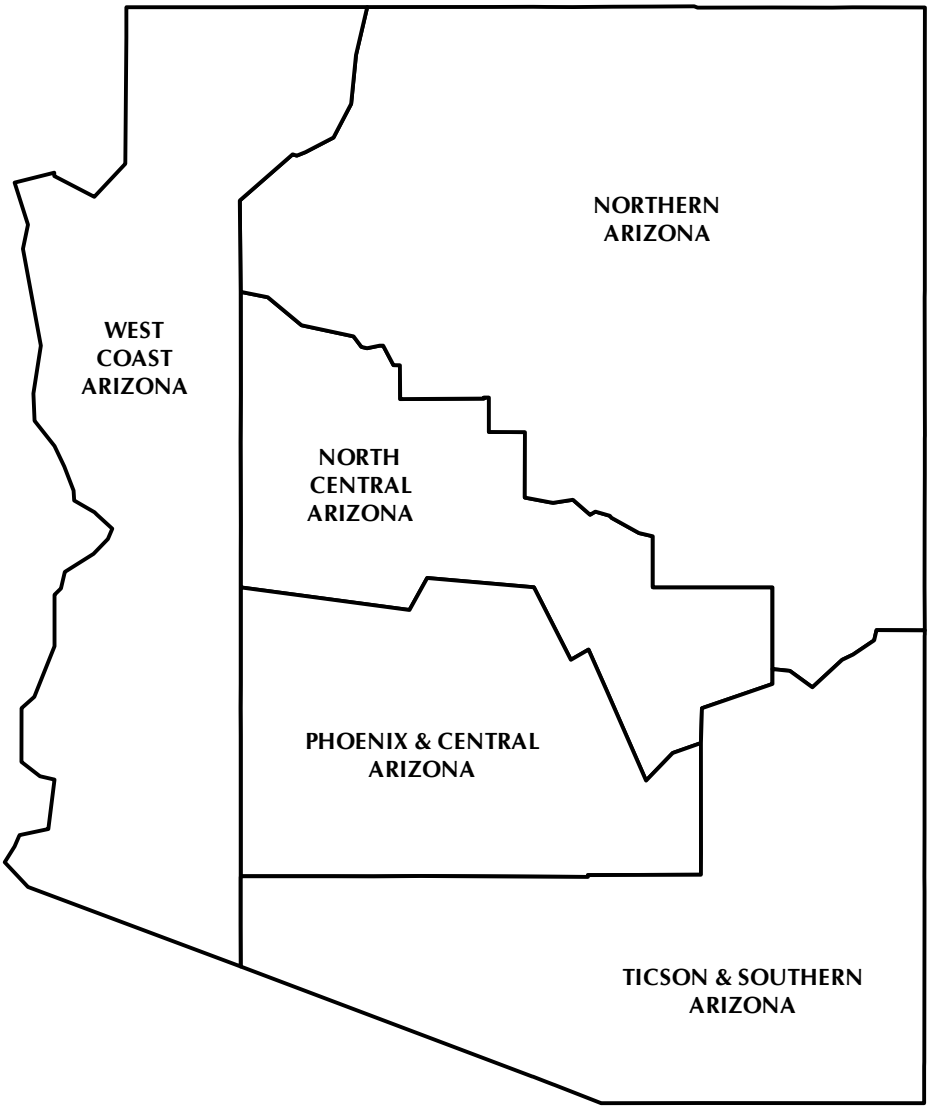


Source: Dean Runyan Associates and Arizona Department of Revenue. These estimates represent the total state transaction privilege tax receipts generated by travel spending. Counties and municipalities generally are allocated a portion of these receipts based on resident population. Other county and municipal excise taxes are also imposed on visitors.

To summarize this analysis of travel-generated state and local government revenue:

- The travel industry accounted for almost seven percent of all state and local tax revenues in Arizona in the 2012-13 fiscal year – more than twice the industry proportion of statewide earnings and gross domestic product.
- Most of the travel industry tax receipts are a result of ***visitor spending*** rather than taxes on Arizona ***residents***.
- The proportion of tax receipts generated by the Arizona travel industry in relation to industry GDP is twice as great as the statewide industry average.
- The tax revenues generated by the travel industry are relatively more important for the non-urban areas of the state as compared to the urbanized areas of greater Phoenix and Tucson.

IV: REGIONAL TRAVEL IMPACTS
1998-2013P



The ***Northern Arizona*** *region includes Apache, Coconino and Navajo counties.* ***West Coast Arizona*** *includes La Paz, Mohave and Yuma counties.* ***North Central Arizona*** *includes Gila and Yavapai counties.* ***Phoenix and Central Arizona*** *includes Maricopa and Pinal counties.* ***Tucson and Southern Arizona*** *includes Cochise, Graham, Greenlee, Pima and Santa Cruz counties.*

2013p Arizona Regional Travel Impacts

	Travel Spending		Related Travel-Generated Impacts				
	Total ($Million)	Visitor ($Million)	Earnings ($Million)	Employment (jobs)	Local Taxes ($Million)	State Taxes ($Million)	Total Taxes ($Million)
Northern Arizona	1,491	1,405	404	16,260	62	68	129
West Coast Arizona	1,337	1,205	302	13,120	47	59	106
North Central Arizona	992	916	239	10,330	33	44	76
Phoenix & Central Arizona	12,608	9,565	3,727	94,350	515	481	996
Tucson & Southern Arizona	3,384	2,799	722	29,470	130	140	270
Arizona	19,811	**	5,394	163,530	786	791	1,578

Details may not add to totals due to rounding.
**The sum of regional visitor spending is less than statewide visitor spending because a portion of ground transportation is allocated to "other travel" at the regional level. See appendix, page 56.

Arizona Regional Total Travel Spending, 1998-2013p
($ Millions)

	1998	2000	2002	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013p	Annual Percent Chg. 12-13p	Annual Percent Chg. 98-13p
Northern Arizona	917	1,057	997	1,091	1,183	1,246	1,289	1,395	1,261	1,336	1,409	1,472	1,491	1.3	3.3
West Coast Arizona	792	904	952	1,062	1,149	1,228	1,223	1,272	1,220	1,245	1,313	1,337	1,337	0.0	3.6
North Central Arizona	568	687	691	739	822	873	909	910	829	874	921	974	992	1.8	3.8
Phoenix & Central Arizona	7,219	8,366	7,842	9,281	10,356	11,076	11,331	11,109	9,977	10,844	11,583	12,081	12,608	4.4	3.8
Tucson & Southern Arizona	2,337	2,703	2,698	3,015	3,300	3,380	3,365	3,274	3,078	3,181	3,238	3,426	3,384	-1.2	2.5
Arizona	11,832	13,716	13,180	15,188	16,809	17,802	18,118	17,960	16,364	17,479	18,464	19,290	19,811	2.7	3.5

Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

Arizona Regional Travel-Generated Earnings, 1998-2013p
($ Millions)

	1998	2000	2002	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013p	Annual Percent Chg. 12-13p	98-13p
Northern Arizona	257	289	276	300	313	333	361	390	366	375	385	398	404	1.5	3.1
West Coast Arizona	194	215	233	254	265	291	296	309	307	293	295	297	302	1.6	3.0
North Central Arizona	155	184	187	195	212	230	245	246	227	221	219	232	239	3.1	3.0
Phoenix & Central Arizona	2,254	2,610	2,497	2,887	3,095	3,375	3,537	3,420	3,248	3,352	3,537	3,664	3,727	1.7	3.4
Tucson & Southern Arizona	503	577	599	647	697	717	731	708	683	677	682	740	722	-2.4	2.4
Arizona	3,363	3,874	3,792	4,283	4,583	4,945	5,171	5,073	4,831	4,917	5,117	5,331	5,394	1.2	3.2

Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

Arizona Regional Travel-Generated Employment, 1998-2013p
(thousands)

	1998	2000	2002	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013p	Annual Percent Chg. 11-13p	98-13p
Northern Arizona	16.2	16.8	15.2	15.4	15.8	15.7	16.0	16.8	15.7	16.0	16.1	16.1	16.3	1.1	0.0
West Coast Arizona	11.8	12.0	12.9	13.0	13.4	14.5	13.8	13.7	13.5	13.0	13.1	13.1	13.1	0.2	0.7
North Central Arizona	9.5	10.2	11.3	10.9	11.2	11.3	11.4	11.5	10.6	10.2	10.1	10.4	10.3	-0.7	0.5
Phoenix & Central Arizona	87.2	90.8	81.6	87.7	91.7	94.2	95.0	93.2	87.2	86.7	89.3	92.1	94.3	2.4	0.5
Tucson & Southern Arizona	28.0	30.2	30.1	31.5	32.7	32.7	31.8	30.0	29.1	28.4	28.3	29.6	29.5	-0.4	0.3
Arizona	152.7	160.0	151.1	158.5	164.8	168.5	167.9	165.1	156.2	154.3	157.0	161.3	163.5	1.4	0.5

Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

Travel-Generated Employment and Earnings as Percent of Total, 2013p

	Employment (thousands)			Earnings (Million)		
	Total	**Travel**	**Percent Travel**	**Total**	**Travel**	**Percent Travel**
Northern Arizona	155.7	16.3	10.4%	$6,112	$404	6.6%
West Coast Arizona	153.1	13.1	8.6%	$6,368	$302	4.7%
North Central Arizona	105.5	10.3	9.8%	$3,756	$239	6.4%
Phoenix & Central Arizona	2,394.3	94.3	3.9%	$125,654	$3,727	3.0%
Tucson & Southern Arizona	586.7	29.5	5.0%	$27,101	$722	2.7%
Arizona Total	3,395.4	163.5	4.8%	$168,990	$5,394	3.2%

Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics, and U.S. Bureau of Economic Analysis. Total and travel-generated employment estimates by Dean Runyan Associates. Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

Northern Arizona
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	1,039	1,182	1,321	1,266	1,327	1,385	1,405
Other Travel*	52	64	74	70	82	87	86
Total Direct Spending	1,091	1,246	1,395	1,336	1,409	1,472	1,491
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	624	722	780	764	795	840	858
Private Home	111	131	141	145	157	161	158
Campground	40	43	86	48	50	50	51
Vacation Home	75	82	89	89	93	96	96
Day Travel	188	204	225	220	230	239	241
Destination Spending	1,039	1,182	1,321	1,266	1,327	1,385	1,405
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	271	316	362	344	361	381	396
Food Service	248	276	306	309	315	331	341
Food Stores	65	69	84	76	80	83	84
Local Tran. & Gas	95	130	176	150	181	190	183
Arts, Ent. & Rec.	166	173	182	176	177	181	184
Retail Sales	188	203	203	198	198	205	204
Visitor Air Tran.	6	15	8	13	14	14	13
Destination Spending	1,039	1,182	1,321	1,266	1,327	1,385	1,405
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	180	199	243	231	231	244	251
Arts, Ent. & Rec.	70	76	84	91	99	100	100
Retail**	37	42	47	39	40	40	40
Visitor Air Tran.	4	8	6	6	6	5	5
Other Travel*	9	8	11	7	8	8	8
Total Direct Earnings	300	333	390	375	385	398	404
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	9.5	9.4	10.2	9.8	9.9	10.0	10.1
Arts, Ent. & Rec.	3.8	4.1	4.2	4.2	4.2	4.1	4.3
Retail**	1.7	1.8	1.9	1.6	1.6	1.6	1.5
Visitor Air Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	0.3	0.3	0.3	0.2	0.2	0.2	0.3
Total Direct Employment	15.4	15.7	16.8	16.0	16.1	16.1	16.3
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	46.1	51.5	60.8	58.0	61.7	64.0	61.7
State Tax Receipts	51.1	56.6	63.7	61.8	67.6	70.5	67.7
Total Direct Gov't Revenue	97.3	108.0	124.5	119.9	129.4	134.5	129.4

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Northern Arizona includes Apache, Coconino and Navajo counties.

West Coast Arizona
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	994	1,133	1,150	1,137	1,189	1,205	1,205
Other Travel*	68	95	122	108	125	132	132
Total Direct Spending	1,062	1,228	1,272	1,245	1,313	1,337	1,337
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	226	289	259	253	278	277	266
Private Home	189	224	247	250	264	265	275
Campground	95	112	125	126	133	128	120
Vacation Home	81	91	99	98	103	105	106
Day Travel	404	418	420	410	411	429	438
Destination Spending	994	1,133	1,150	1,137	1,189	1,205	1,205
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	113	146	135	124	133	132	128
Food Service	208	240	245	259	266	271	278
Food Stores	119	120	128	124	126	131	135
Local Tran. & Gas	96	138	167	156	187	191	184
Arts, Ent. & Rec.	223	252	251	251	259	255	249
Retail Sales	226	227	212	211	206	214	218
Visitor Air Tran.	9	10	12	12	12	12	12
Destination Spending	994	1,133	1,150	1,137	1,189	1,205	1,205
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	103	123	130	136	140	137	145
Arts, Ent. & Rec.	87	103	106	95	94	98	93
Retail**	52	55	56	50	49	49	49
Visitor Air Tran.	3	0	0	1	1	0	0
Other Travel*	9	10	16	11	11	12	14
Total Direct Earnings	254	291	309	293	295	297	302
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	6.0	6.7	6.5	6.6	6.8	6.4	6.8
Arts, Ent. & Rec.	4.7	5.3	4.6	4.2	4.2	4.5	4.2
Retail**	1.9	2.1	2.0	1.8	1.7	1.7	1.7
Visitor Air Tran.	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.4	0.6	0.4	0.4	0.4	0.5
Total Direct Employment	13.0	14.5	13.7	13.0	13.1	13.1	13.1
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	40.2	44.6	46.7	45.3	47.8	48.2	46.6
State Tax Receipts	47.7	54.5	55.4	55.6	59.7	60.5	59.0
Total Direct Gov't Revenue	87.9	99.1	102.1	101.0	107.5	108.8	105.5

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

West Coast Arizona includes La Paz, Mohave and Yuma counties.

North Central Arizona
Travel Impacts, 2004-2012p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	694	813	843	812	851	899	916
Other Travel*	45	60	67	61	70	75	75
Total Direct Spending	739	873	910	874	921	974	992
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	218	289	277	250	261	293	309
Private Home	88	105	115	117	127	130	129
Campground	21	17	26	25	27	27	27
Vacation Home	31	35	38	37	39	40	40
Day Travel	336	368	388	382	398	408	410
Destination Spending	694	813	843	812	851	899	916
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	102	136	139	121	126	142	151
Food Service	130	152	157	161	166	176	183
Food Stores	52	55	62	61	64	66	67
Local Tran. & Gas	61	86	106	97	117	124	120
Arts, Ent. & Rec.	244	269	268	261	263	273	277
Retail Sales	105	114	110	111	113	116	117
Visitor Air Tran.	0	1	0	1	1	2	1
Destination Spending	694	813	843	812	851	899	916
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	79	96	107	96	100	111	121
Arts, Ent. & Rec.	86	98	102	93	87	89	85
Retail**	23	27	28	25	25	25	25
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	7	8	9	7	6	6	8
Total Direct Earnings	195	230	246	221	219	232	239
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	4.3	4.6	4.7	4.2	4.3	4.6	4.8
Arts, Ent. & Rec.	5.3	5.3	5.2	4.7	4.6	4.6	4.3
Retail**	1.0	1.1	1.2	1.0	1.0	1.0	1.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.4	0.4	0.3	0.3	0.2	0.2	0.2
Total Direct Employment	10.9	11.3	11.5	10.2	10.1	10.4	10.3
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	24.4	28.8	31.2	29.9	31.8	33.5	32.9
State Tax Receipts	31.8	38.5	40.0	39.0	41.9	44.2	43.6
Total Direct Gov't Revenue	56.2	67.4	71.2	68.9	73.7	77.7	76.4

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

North Central Arizona includes Gila and Yavapai counties.

Phoenix & Central Arizona
Travel Impacts, 2002-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	7,346	8,669	8,575	8,511	9,006	9,202	9,565
Other Travel*	1,935	2,472	2,631	2,450	2,696	2,887	3,043
Total Direct Spending	9,281	11,140	11,206	10,961	11,703	12,089	12,608
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	3,953	4,765	4,457	4,246	4,506	4,649	4,846
Private Home	1,924	2,227	2,338	2,452	2,574	2,591	2,692
Campground	252	269	289	278	293	297	320
Vacation Home	244	283	322	334	347	356	362
Day Travel	973	1,124	1,169	1,201	1,285	1,310	1,345
Destination Spending	7,346	8,669	8,575	8,511	9,006	9,202	9,565
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	1,376	1,742	1,674	1,401	1,508	1,559	1,628
Food Service	1,589	1,831	1,847	1,984	2,078	2,145	2,246
Food Stores	263	285	310	317	338	342	356
Local Tran. & Gas	810	1,027	1,108	1,107	1,259	1,290	1,303
Arts, Ent. & Rec.	1,081	1,186	1,137	1,151	1,185	1,199	1,230
Retail Sales	1,217	1,331	1,242	1,301	1,348	1,362	1,392
Visitor Air Tran.	1,011	1,266	1,257	1,250	1,290	1,305	1,411
Destination Spending	7,346	8,669	8,575	8,511	9,006	9,202	9,565
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	998	1,170	1,254	1,218	1,279	1,320	1,375
Arts, Ent. & Rec.	467	537	538	536	542	584	625
Retail**	204	234	233	217	229	226	227
Ground Tran.	88	101	95	102	109	111	113
Visitor Air Tran.	475	565	542	560	607	593	551
Other Travel*	655	779	774	736	786	831	836
Total Direct Earnings	2,887	3,386	3,437	3,368	3,552	3,666	3,727
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	41.0	44.3	44.8	42.8	44.3	44.8	46.5
Arts, Ent. & Rec.	16.9	18.0	18.0	16.8	17.1	17.8	18.9
Retail**	6.7	7.2	7.3	6.6	6.7	6.7	6.8
Ground Tran.	2.6	2.8	2.6	2.6	2.7	2.8	2.8
Visitor Air Tran.	7.4	7.8	7.4	6.7	7.0	7.2	6.9
Other Travel*	13.1	14.6	13.6	11.8	12.1	13.0	12.4
Total Direct Employment	87.7	94.6	93.8	87.3	89.9	92.2	94.3
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	405.6	468.1	475.9	462.4	494.8	502.4	509.3
State Tax Receipts	360.3	414.3	418.9	427.4	475.7	488.4	486.5
Total Direct Gov't Revenue	765.9	882.4	894.8	889.7	970.5	990.9	995.9

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Phoenix & Central Arizona includes Maricopa and Pinal counties.

Tucson & Southern Arizona
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	2,609	2,883	2,719	2,671	2,667	2,771	2,799
Other Travel*	406	497	555	510	571	655	585
Total Direct Spending	3,015	3,380	3,274	3,181	3,238	3,426	3,384
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	1,075	1,262	1,114	1,097	1,093	1,118	1,128
Private Home	468	528	569	575	597	600	590
Campground	35	67	49	42	45	46	46
Vacation Home	46	51	56	56	59	60	60
Day Travel	986	975	932	901	874	947	974
Destination Spending	2,609	2,883	2,719	2,671	2,667	2,771	2,799
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	392	487	428	391	388	394	397
Food Service	592	658	616	652	651	682	699
Food Stores	299	287	290	274	265	289	302
Local Tran. & Gas	286	362	364	355	393	411	403
Arts, Ent. & Rec.	207	224	209	211	210	212	211
Retail Sales	663	656	590	584	557	585	597
Visitor Air Tran.	170	210	223	204	203	199	190
Destination Spending	2,609	2,883	2,719	2,671	2,667	2,771	2,799
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	341	385	383	375	385	410	416
Arts, Ent. & Rec.	87	98	95	94	92	93	94
Retail**	134	137	131	117	113	116	116
Ground Tran.	27	30	25	27	28	29	29
Visitor Air Tran.	5	10	12	11	10	9	7
Other Travel*	52	57	63	53	55	83	60
Total Direct Earnings	647	717	708	677	682	740	722
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	17.7	18.7	16.9	16.4	16.5	17.2	17.3
Arts, Ent. & Rec.	5.8	6.0	5.4	5.5	5.4	5.4	5.5
Retail**	5.2	5.1	4.8	4.1	4.0	4.0	4.0
Ground Tran.	0.8	0.8	0.7	0.7	0.7	0.7	0.7
Visitor Air Tran.	0.1	0.2	0.2	0.2	0.2	0.2	0.1
Other Travel*	1.9	1.9	2.0	1.5	1.4	2.1	1.8
Total Direct Employment	31.5	32.7	30.0	28.4	28.3	29.6	29.5
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	120.0	135.8	134.9	128.5	130.7	134.3	130.3
State Tax Receipts	124.5	136.9	130.1	131.4	138.2	144.3	140.0
Total Direct Gov't Revenue	244.6	272.7	265.0	259.9	268.9	278.5	270.3

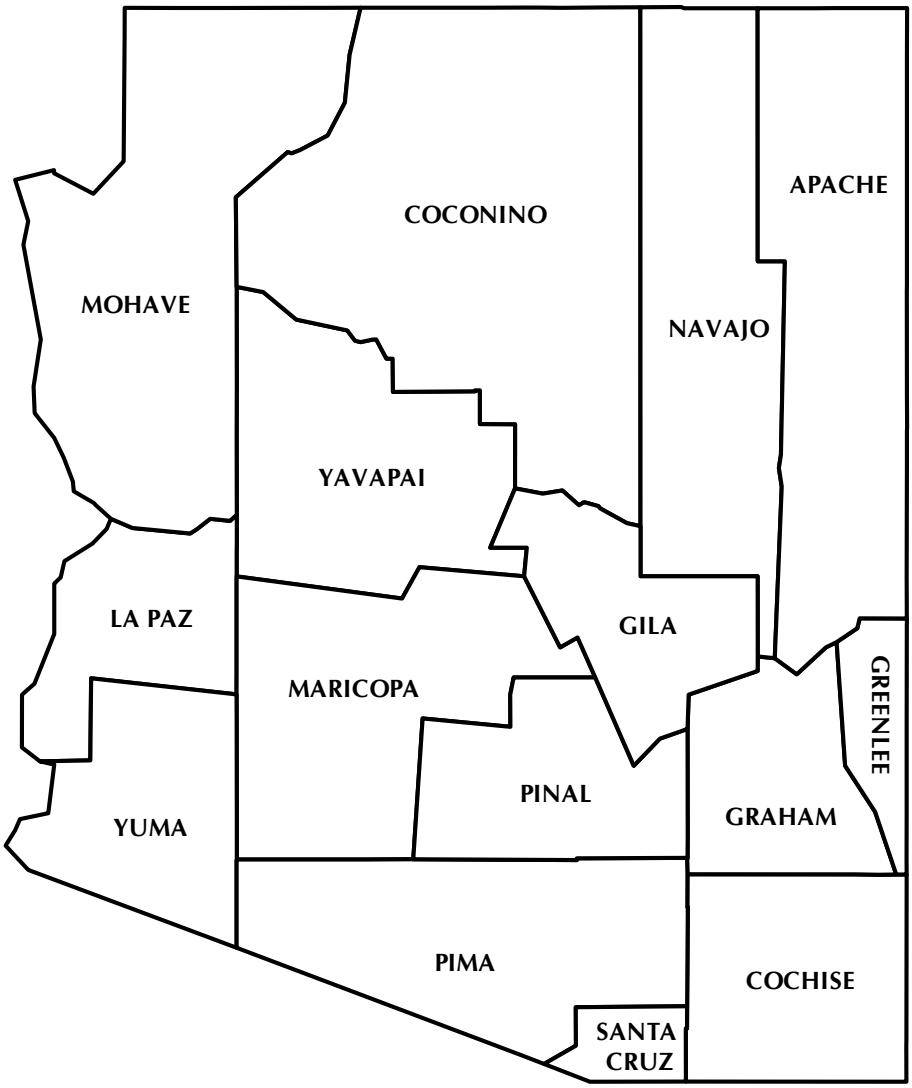
Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Tucson & Southern Arizona includes Cochise, Graham, Greenlee, Pima and Santa Cruz counties.

V: County Travel Impacts
1998-2013P



The analysis of travel impacts at the county level provides a valuable overview of how the economic benefits of travel and tourism are distributed throughout the state.

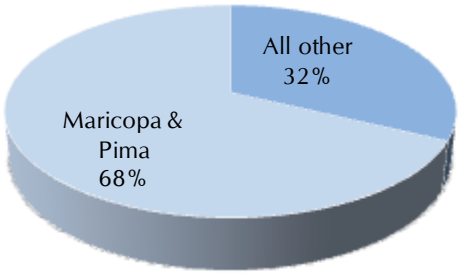
Urban areas, such as Maricopa County, tend to have highly developed travel industry infrastructure consisting of large inventories of amusement and recreation opportunities, commercial accommodations, and well-developed transportation links. Hotel/motel guests are important to these areas and, hence, a large proportion of travel expenditures are spent on overnight lodging.

In many of the less urbanized areas of Arizona, however, the economic significance of travel and tourism is actually relatively more important. The infrastructure that serves visitors to Maricopa County also serves local residents. Most of the spending on recreation and food services in Maricopa county is by local residents. This is not the case in most other less urbanized areas of the state – leisure and hospitality businesses are generally much more dependent on visitor spending rather than local residents.

In the graph below, the two most populous counties in Arizona, Maricopa and Pima, are compared with the thirteen other counties in the state with respect to their share of total employment – two-thirds of all travel-generated jobs in the state are in the two most populous counties.

Distribution of Travel-Generated Employment, 2013p

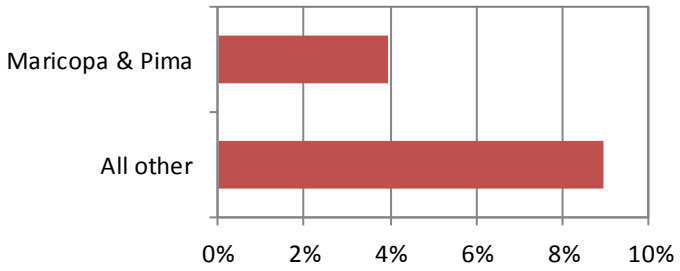
Percent of State Direct Travel-Generated Employment



Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics, and U.S. Bureau of Economic Analysis. Total and travel-generated employments estimates by Dean Runyan Associates.

However, as a group the less urbanized counties in the state actually have a higher proportion of travel-generated employment in relation to the total employment of the county. This is shown graphically below. Four percent of all employment in Maricopa and Pima counties is travel-generated. By contrast, the proportion is more than double in for the other Arizona counties.

Percent of Total Area Employment that is Travel-Generated, 2013p



Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics, and U.S. Bureau of Economic Analysis. Total and travel-generated employment estimates by Dean Runyan Associates. Travel-generate employment in Maricopa and Pima counties constitutes 4.0 percent of all employment in those counties. The comparable figure for other Arizona counties is 8.9 percent.

In general, the employment and earnings estimates provided in the preceding figures are probably the best measure at the county level of the relative importance of travel and tourism for local economies. The following table provides estimates for individual counties. Total employment includes all full-time and part-time wage and salary employment and self-employment. Because total employment includes all *jobs*, regardless of the hours worked, the average annual earnings of the job or the number of individuals employed, this indicator is in some respects less useful than earnings estimates. Nonetheless, the distribution of counties is similar for earnings and employment.

Travel-Generated Employment and Earnings as Percent of Total, 2013p

	Employment			Earnings (Million)		
	Total	Travel	Percent Travel	Total	Travel	Percent Travel
Apache	30,010	1,460	4.9%	$1,090	$28	2.6%
Cochise	55,770	3,720	6.7%	$2,710	$77	2.9%
Coconino	85,400	11,210	13.1%	$3,492	$292	8.4%
Gila	21,990	2,610	11.9%	$820	$59	7.2%
Graham/Greenlee	17,130	1,300	7.6%	$838	$18	2.2%
La Paz	7,640	1,440	18.8%	$341	$34	9.9%
Maricopa	2,310,370	88,490	3.8%	$122,230	$3,594	2.9%
Mohave	62,320	5,860	9.4%	$2,435	$132	5.4%
Navajo	40,330	3,590	8.9%	$1,530	$84	5.5%
Pima	495,230	22,380	4.5%	$22,588	$577	2.6%
Pinal	83,910	5,850	7.0%	$3,425	$133	3.9%
Santa Cruz	18,590	2,080	11.2%	$965	$50	5.1%
Yavapai	83,540	7,720	9.2%	$2,935	$180	6.1%
Yuma	83,190	5,820	7.0%	$3,592	$136	3.8%
Arizona Total	3,395,390	163,530	4.8%	$168,990	$5,394	3.2%

Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics, and U.S. Bureau of Economic Analysis. Total and travel-generated employment estimates by Dean Runyan Associates.
Note: Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

Detailed direct travel impact estimates for 1998 through 2013p can be found on the following pages. As noted in the appendix to this report, county level estimates are necessarily less reliable than the statewide estimates. Furthermore, estimates for the smallest counties are less reliable than those for larger counties due to survey sample sizes and other data limitations. For this reason, small changes in year-to-year estimates are less important than longer-term trends.

2013p Arizona County Travel Impacts

	Travel Spending		Related Travel-Generated Impacts				
	Total ($Million)	Visitor ($Million)	Earnings ($Million)	Employment (jobs)	Local Taxes ($Million)	State Taxes ($Million)	Total Taxes ($Million)
Apache	116	100	28	1,460	4.6	5.6	10.2
Cochise	342	311	77	3,720	15.2	16.1	31.4
Coconino	1,068	1,022	292	11,210	44.6	47.5	92.1
Gila	281	269	59	2,610	8.3	12.3	20.6
Graham/Greenlee	87	76	18	1,300	3.5	4.2	7.6
La Paz	144	140	34	1,440	4.9	6.4	11.3
Maricopa	11,984	9,030	3,594	88,490	492.3	451.4	943.7
Mohave	563	495	132	5,860	19.3	24.7	44.0
Navajo	306	282	84	3,590	12.4	14.6	27.1
Pima	2,667	2,135	577	22,380	100.2	107.8	207.9
Pinal	624	535	133	5,850	22.5	29.7	52.2
Santa Cruz	287	277	50	2,080	11.4	11.9	23.4
Yavapai	711	647	180	7,720	24.5	31.3	55.8
Yuma	629	570	136	5,820	22.4	27.8	50.2
Arizona	19,811	**	5,394	163,530	786.2	791.3	1,577.5

Details may not add to totals due to rounding.
**The sum of county visitor spending is less than statewide visitor spending because a portion of county ground transportation is allocated to "other travel" at the county level. See appendix, page 56.

Arizona County Total Travel Spending, 1998-2013p
($ Millions)

	1998	2000	2002	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013p	Annual Percent Chg. 12-13p	98-13p
Apache	83	104	99	101	115	122	123	147	119	121	126	129	116	-9.4	2.3
Cochise	226	269	271	311	331	340	367	375	352	369	360	350	342	-2.1	2.8
Coconino	639	704	667	758	812	845	885	939	879	940	994	1,039	1,068	2.8	3.5
Gila	195	218	213	228	248	260	269	260	245	256	265	279	281	0.6	2.4
Graham/Greenlee	36	44	40	42	49	62	65	67	52	61	70	75	87	15.3	6.0
La Paz	105	114	117	122	134	127	130	133	130	128	139	143	144	1.1	2.1
Maricopa	6,997	8,114	7,570	8,960	9,993	10,659	10,851	10,584	9,480	10,257	10,946	11,450	11,984	4.7	3.7
Mohave	310	351	377	422	459	516	504	515	478	514	527	539	563	4.5	4.1
Navajo	195	249	231	232	256	280	281	308	262	275	288	305	306	0.5	3.1
Pima	1,832	2,110	2,098	2,362	2,618	2,697	2,649	2,550	2,380	2,489	2,570	2,730	2,667	-2.3	2.5
Pinal	222	252	272	320	362	417	480	526	497	587	637	631	624	-1.2	7.1
Santa Cruz	242	280	289	299	302	281	284	282	294	262	239	271	287	6.1	1.2
Yavapai	372	469	477	510	573	613	640	651	584	617	655	695	711	2.3	4.4
Yuma	377	439	458	518	556	585	590	624	611	604	647	655	629	-4.0	3.5
Arizona	11,832	13,716	13,180	15,188	16,809	17,802	18,118	17,960	16,364	17,479	18,464	19,290	19,811	2.7	3.5

Note: Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

Arizona County Travel-Generated Earnings, 1998-2013p
($ Millions)

	1998	2000	2002	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013p	Annual Percent Chg. 12-13p	98-13p
Apache	20	24	24	23	25	27	29	32	31	30	30	31	28	-10.3	2.3
Cochise	50	57	59	67	70	73	82	84	81	80	78	77	77	1.2	3.0
Coconino	189	204	195	221	228	240	265	282	266	268	277	281	292	3.7	2.9
Gila	50	54	54	56	61	65	68	66	63	56	55	58	59	2.5	1.1
Graham/Greenlee	8	10	9	9	11	14	15	15	12	13	14	15	18	21.2	5.2
La Paz	23	25	26	26	28	27	28	29	29	28	31	31	34	7.1	2.5
Maricopa	2,200	2,551	2,431	2,814	3,014	3,281	3,425	3,298	3,128	3,226	3,407	3,528	3,594	1.9	3.3
Mohave	85	94	104	110	116	133	133	136	133	121	120	120	132	10.5	3.0
Navajo	48	60	57	56	59	66	68	76	69	76	77	85	84	-1.4	3.8
Pima	401	460	479	517	563	579	580	555	536	535	547	602	577	-4.1	2.5
Pinal	54	58	65	73	81	94	112	122	121	127	130	135	133	-1.9	6.2
Santa Cruz	44	49	52	54	54	52	54	54	54	49	44	47	50	5.8	0.8
Yavapai	105	129	133	139	152	165	177	180	164	165	164	174	180	3.3	3.7
Yuma	86	97	103	118	120	131	135	144	145	143	144	146	136	-6.8	3.1
Arizona	3,363	3,874	3,792	4,283	4,583	4,945	5,171	5,073	4,831	4,917	5,117	5,331	5,394	1.2	3.2

Note: Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

Arizona County Travel-Generated Employment, 1998-2013p

														Annual Percent Chg.	
	1998	2000	2002	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013p	11-13p	98-13p
Apache	1,550	1,630	1,530	1,520	1,610	1,590	1,580	1,700	1,640	1,630	1,610	1,560	1,460	-6.2	-0.4
Cochise	3,690	3,930	3,800	3,930	4,030	4,110	4,380	4,340	4,120	4,050	3,890	3,740	3,720	-0.5	0.0
Coconino	11,220	11,180	10,240	10,740	10,950	10,750	11,100	11,520	10,900	10,850	10,980	10,870	11,210	3.1	0.0
Gila	3,150	3,120	3,220	3,040	3,130	3,160	3,120	3,000	2,940	2,660	2,670	2,660	2,610	-1.8	-1.2
Graham/Greenlee	40	40	40	40	50	60	70	70	50	60	70	80	90	20.4	5.2
La Paz	1,500	1,420	1,350	1,290	1,350	1,200	1,220	1,220	1,230	1,200	1,320	1,310	1,440	9.6	-0.3
Maricopa	84,020	87,700	77,850	83,780	87,470	89,530	90,130	87,910	82,280	81,590	83,880	86,520	88,490	2.3	0.3
Mohave	5,500	5,680	5,950	6,020	6,250	7,070	6,500	6,380	6,170	5,780	5,650	5,450	5,860	7.5	0.4
Navajo	3,430	3,940	3,420	3,140	3,200	3,360	3,300	3,570	3,190	3,500	3,500	3,650	3,590	-1.7	0.3
Pima	21,230	23,030	22,900	24,140	25,200	25,040	23,810	22,160	21,760	21,360	21,560	22,860	22,380	-2.1	0.4
Pinal	3,160	3,130	3,780	3,960	4,270	4,680	4,880	5,250	4,920	5,110	5,440	5,580	5,850	4.9	4.2
Santa Cruz	2,430	2,520	2,550	2,560	2,530	2,390	2,330	2,260	2,220	2,000	1,830	1,920	2,080	8.1	-1.1
Yavapai	6,370	7,100	8,120	7,900	8,060	8,180	8,280	8,460	7,710	7,490	7,470	7,750	7,720	-0.3	1.3
Yuma	4,800	4,950	5,590	5,700	5,840	6,200	6,040	6,110	6,130	6,070	6,160	6,330	5,820	-8.1	1.3
Arizona	152,740	160,030	151,110	158,550	164,810	168,460	167,920	165,120	156,230	154,280	156,970	161,270	163,530	1.4	0.5

Note: Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

Apache County
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	91.5	109.1	118.4	108.1	109.9	111.4	100.2
Other Travel*	9.4	12.7	14.7	13.7	16.6	17.1	16.3
Total Direct Spending	100.9	121.8	133.0	121.9	126.5	128.5	116.4
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	43.9	55.6	59.6	49.8	46.8	46.8	37.4
Private Home	27.5	31.4	34.8	34.6	38.0	39.0	37.5
Campground	5.8	6.5	7.1	7.0	7.5	7.7	7.6
Vacation Home	10.4	11.2	12.0	12.1	12.7	13.0	12.9
Day Travel	3.8	4.4	4.8	4.6	4.9	5.0	4.7
Destination Spending	91.5	109.1	118.4	108.1	109.9	111.4	100.2
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	19.0	22.9	26.1	22.2	21.1	21.0	17.8
Food Service	23.4	27.5	29.3	28.6	28.7	29.4	27.4
Food Stores	8.0	8.6	9.6	9.3	9.8	10.0	9.6
Local Tran. & Gas	10.5	15.0	18.7	16.5	19.8	20.4	18.3
Arts, Ent. & Rec.	8.0	8.9	8.9	8.3	8.2	8.3	7.6
Retail Sales	22.6	26.2	25.7	23.2	22.4	22.3	19.4
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Destination Spending	91.5	109.1	118.4	108.1	109.9	111.4	100.2
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	14.5	17.0	20.3	21.3	21.6	22.5	20.0
Arts, Ent. & Rec.	3.5	4.0	4.3	3.9	3.6	3.7	3.5
Retail**	4.5	5.4	5.7	4.7	4.7	4.6	4.1
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.5	0.7	0.8	0.5	0.5	0.5	0.5
Total Direct Earnings	23.1	27.2	31.1	30.4	30.4	31.3	28.0
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	920	1,020	1,030	1,100	1,110	1,090	1,010
Arts, Ent. & Rec.	300	250	300	290	260	240	240
Retail**	260	280	270	210	210	200	180
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	40	40	50	20	20	20	30
Total Direct Employment	1,520	1,590	1,650	1,630	1,610	1,560	1,460
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	4.9	5.7	6.4	5.6	5.6	5.6	4.8
State Tax Receipts	5.1	5.8	6.2	5.9	6.3	6.4	5.5
Total Direct Gov't Revenue	9.9	11.5	12.6	11.6	11.9	12.0	10.2

Details may not add to totals due to rounding.

*Other Travel includes ground transportation to other Arizona destinations and travel arrangement services. **Retail includes gasoline.

Cochise County
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	291.9	314.7	345.5	342.4	328.7	316.6	310.6
Other Travel*	19.4	25.3	29.2	26.4	31.4	33.0	31.8
Total Direct Spending	311.3	340.0	374.7	368.8	360.2	349.6	342.4
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	105.2	124.3	144.1	144.3	131.7	111.8	102.9
Private Home	51.0	57.2	62.9	65.5	69.1	68.7	67.9
Campground	7.8	8.6	9.6	9.3	10.0	10.2	10.2
Vacation Home	5.6	6.1	6.6	6.6	6.9	7.1	7.0
Day Travel	122.3	118.5	122.3	116.6	111.0	118.8	122.7
Destination Spending	291.9	314.7	345.5	342.4	328.7	316.6	310.6
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	34.7	41.6	52.1	51.9	47.2	40.3	35.9
Food Service	71.8	77.8	84.1	88.0	83.4	80.9	81.5
Food Stores	62.0	57.0	59.5	55.8	52.7	57.2	60.0
Local Tran. & Gas	30.2	40.6	50.8	47.2	53.5	53.0	50.2
Arts, Ent. & Rec.	20.5	22.0	22.8	22.9	21.7	20.1	19.6
Retail Sales	72.8	75.7	76.1	76.5	70.2	65.1	63.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Destination Spending	291.9	314.7	345.5	342.4	328.7	316.6	310.6
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	35.8	39.5	48.8	48.8	48.9	48.3	49.1
Arts, Ent. & Rec.	9.5	10.7	11.6	10.9	9.7	9.8	10.0
Retail**	19.5	20.1	21.1	18.7	17.4	16.7	16.4
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.0	2.3	2.6	1.7	1.7	1.8	2.0
Total Direct Earnings	66.8	72.6	84.2	80.2	77.7	76.6	77.5
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	2,310	2,390	2,540	2,470	2,420	2,370	2,370
Arts, Ent. & Rec.	670	700	810	760	700	650	640
Retail**	860	890	870	750	700	660	640
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	100	120	120	70	60	70	70
Total Direct Employment	3,930	4,110	4,340	4,050	3,890	3,740	3,720
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	15.0	16.1	18.4	18.3	17.5	16.3	15.2
State Tax Receipts	15.0	16.0	17.7	17.6	17.8	17.0	16.1
Total Direct Gov't Revenue	30.1	32.1	36.1	36.0	35.3	33.3	31.4

Details may not add to totals due to rounding.

*Other Travel includes ground transportation to other Arizona destinations and travel arrangement services. **Retail includes gasoline.

Coconino County
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	730.4	813.2	902.8	903.7	952.3	993.7	1,022.5
Other Travel*	27.8	31.5	36.7	36.1	42.0	45.2	45.9
Total Direct Spending	758.2	844.6	939.4	939.8	994.3	1,038.9	1,068.4
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	477.6	537.9	602.3	600.0	633.4	664.9	690.4
Private Home	42.5	52.0	53.5	58.1	62.2	63.2	62.9
Campground	20.0	19.8	24.7	23.9	25.2	26.4	26.3
Vacation Home	27.0	29.3	31.6	31.7	33.2	34.0	34.3
Day Travel	163.2	174.1	190.6	189.9	198.3	205.3	208.5
Destination Spending	730.4	813.2	902.8	903.7	952.3	993.7	1,022.5
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	208.1	240.4	276.7	271.3	289.1	304.5	320.7
Food Service	171.7	185.3	205.6	214.8	219.9	230.8	240.6
Food Stores	41.0	42.0	48.4	48.1	50.5	52.1	53.5
Local Tran. & Gas	62.6	83.8	108.6	100.1	120.4	126.9	123.7
Arts, Ent. & Rec.	130.1	133.7	139.8	138.0	139.0	142.9	145.9
Retail Sales	110.8	113.4	116.0	118.0	119.6	122.8	125.0
Visitor Air Tran.	6.1	14.6	7.7	13.4	13.7	13.7	13.2
Destination Spending	730.4	813.2	902.8	903.7	952.3	993.7	1,022.5
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	131.1	141.9	174.4	162.2	162.0	169.9	177.2
Arts, Ent. & Rec.	55.8	59.9	65.8	69.5	77.3	74.5	77.1
Retail**	22.9	25.0	27.8	24.4	25.1	25.1	25.1
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	4.1	7.6	5.8	5.8	6.4	5.4	5.2
Other Travel*	7.4	5.4	8.7	5.7	6.4	6.4	7.1
Total Direct Earnings	221.3	239.8	282.4	267.6	277.2	281.4	291.7
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	6,560	6,280	6,910	6,510	6,530	6,620	6,740
Arts, Ent. & Rec.	2,940	3,140	3,170	3,140	3,170	3,000	3,220
Retail**	960	1,000	1,090	940	970	960	950
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	80	150	120	110	120	100	100
Other Travel*	200	170	230	160	190	190	210
Total Direct Employment	10,740	10,750	11,520	10,850	10,980	10,870	11,210
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	31.5	34.2	41.0	40.8	43.9	45.4	44.6
State Tax Receipts	34.5	37.2	42.2	42.4	46.9	48.8	47.5
Total Direct Gov't Revenue	66.0	71.4	83.2	83.2	90.7	94.2	92.1

Details may not add to totals due to rounding.

*Other Travel includes ground transportation to other Arizona destinations and travel arrangement services. **Retail includes gasoline.

Gila County
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	221.4	250.5	248.6	246.3	253.5	266.7	268.8
Other Travel*	7.1	9.4	11.0	10.0	12.0	12.5	12.0
Total Direct Spending	228.5	260.0	259.6	256.3	265.5	279.2	280.8
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	41.7	55.5	42.6	40.7	39.6	47.4	50.3
Private Home	30.9	34.8	37.6	39.0	41.5	42.7	42.1
Campground	10.4	11.5	12.8	12.4	13.4	13.7	13.6
Vacation Home	11.8	12.7	13.6	13.4	14.0	14.3	14.4
Day Travel	126.5	136.0	142.0	140.9	145.2	148.6	148.5
Destination Spending	221.4	250.5	248.6	246.3	253.5	266.7	268.8
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	16.3	21.0	18.0	16.9	16.5	18.8	19.7
Food Service	38.4	43.3	43.2	45.4	46.1	49.0	50.3
Food Stores	17.9	18.6	20.2	20.1	21.1	21.7	21.9
Local Tran. & Gas	19.8	27.3	32.6	30.3	36.2	38.2	36.7
Arts, Ent. & Rec.	96.3	106.0	102.2	100.5	100.3	104.7	105.9
Retail Sales	32.7	34.4	32.4	33.1	33.3	34.3	34.4
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Destination Spending	221.4	250.5	248.6	246.3	253.5	266.7	268.8
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	19.4	22.6	23.3	22.3	22.3	24.6	27.0
Arts, Ent. & Rec.	28.8	32.8	32.8	25.2	23.9	24.6	23.8
Retail**	7.8	8.7	9.0	8.0	8.2	8.1	8.0
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.4	0.5	0.6	0.4	0.4	0.4	0.4
Total Direct Earnings	56.4	64.6	65.7	55.9	54.6	57.8	59.2
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	1,230	1,280	1,190	1,120	1,100	1,160	1,240
Arts, Ent. & Rec.	1,440	1,480	1,390	1,200	1,220	1,160	1,030
Retail**	350	370	380	330	330	320	330
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	20	30	30	20	20	20	20
Total Direct Employment	3,040	3,160	3,000	2,660	2,670	2,660	2,610
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	6.9	7.8	8.1	7.9	8.3	8.7	8.3
State Tax Receipts	9.5	11.6	11.5	11.4	11.9	12.5	12.3
Total Direct Gov't Revenue	16.4	19.4	19.6	19.3	20.2	21.2	20.6

Details may not add to totals due to rounding.

*Other Travel includes ground transportation to other Arizona destinations and travel arrangement services. **Retail includes gasoline.

Graham & Greenlee Counties
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	36.7	54.0	57.7	52.5	59.5	64.5	76.2
Other Travel*	5.5	7.5	9.3	8.4	10.2	10.8	10.5
Total Direct Spending	42.3	61.5	67.0	60.9	69.7	75.3	86.8
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	14.1	27.1	27.1	21.3	25.0	29.6	40.5
Private Home	16.1	18.9	21.7	22.5	25.0	25.1	25.4
Campground	1.6	1.8	2.0	1.9	2.0	2.1	2.1
Vacation Home	0.7	0.7	0.8	0.8	0.9	0.9	0.9
Day Travel	4.3	5.5	6.0	5.9	6.6	6.8	7.3
Destination Spending	36.7	54.0	57.7	52.5	59.5	64.5	76.2
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	4.8	9.1	9.9	7.6	8.8	10.6	15.2
Food Service	10.6	14.5	15.4	15.2	16.6	17.7	20.5
Food Stores	3.9	4.6	5.2	5.1	5.6	5.7	6.1
Local Tran. & Gas	5.2	8.2	10.3	9.4	11.8	12.4	12.9
Arts, Ent. & Rec.	3.3	4.4	4.4	4.1	4.4	4.6	5.2
Retail Sales	8.9	13.3	12.5	11.2	12.4	13.5	16.3
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Destination Spending	36.7	54.0	57.7	52.5	59.5	64.5	76.2
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	5.2	7.9	9.2	7.6	8.2	9.1	11.5
Arts, Ent. & Rec.	1.8	2.4	2.5	2.4	2.5	2.7	3.1
Retail**	2.0	2.9	3.0	2.4	2.7	2.8	3.2
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.4	0.5	0.3	0.3	0.3	0.3
Total Direct Earnings	9.3	13.6	15.2	12.7	13.7	14.9	18.0
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	440	630	640	500	520	570	710
Arts, Ent. & Rec.	280	410	430	380	380	390	460
Retail**	90	130	120	100	110	110	120
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	20	20	30	20	20	20	20
Total Direct Employment	830	1,190	1,220	1,000	1,020	1,080	1,300
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	1.7	2.5	2.7	2.4	2.7	3.0	3.5
State Tax Receipts	2.3	3.1	3.2	3.0	3.5	3.7	4.2
Total Direct Gov't Revenue	3.9	5.5	6.0	5.4	6.2	6.7	7.6

Details may not add to totals due to rounding.

*Other Travel includes ground transportation to other Arizona destinations and travel arrangement services. **Retail includes gasoline.

La Paz County
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	119.6	123.0	129.2	123.9	134.7	138.0	139.8
Other Travel*	2.8	3.7	4.2	3.8	4.6	4.8	4.6
Total Direct Spending	122.4	126.7	133.4	127.7	139.3	142.8	144.4
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	12.5	8.4	6.6	3.9	6.9	8.3	9.9
Private Home	11.7	13.2	14.5	14.3	16.4	16.3	16.3
Campground	26.2	28.6	31.2	30.4	31.9	32.5	32.4
Vacation Home	14.8	15.8	16.7	16.3	17.0	17.5	17.6
Day Travel	54.5	57.0	60.1	59.0	62.4	63.4	63.6
Destination Spending	119.6	123.0	129.2	123.9	134.7	138.0	139.8
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	11.1	10.4	10.1	8.5	9.6	10.2	10.9
Food Service	20.9	21.4	22.5	22.8	24.6	25.4	26.3
Food Stores	11.1	11.2	12.4	12.1	13.1	13.3	13.4
Local Tran. & Gas	11.7	15.3	18.9	17.1	21.3	22.0	21.3
Arts, Ent. & Rec.	46.5	46.6	47.7	45.9	47.8	48.5	49.1
Retail Sales	18.3	18.0	17.6	17.5	18.4	18.6	18.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Destination Spending	119.6	123.0	129.2	123.9	134.7	138.0	139.8
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	9.0	8.9	9.7	10.5	12.6	12.5	14.3
Arts, Ent. & Rec.	12.8	13.4	14.0	13.6	14.2	14.4	14.9
Retail**	4.3	4.5	4.8	4.2	4.4	4.3	4.3
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.1	0.1	0.1	0.1
Total Direct Earnings	26.2	27.0	28.9	28.5	31.3	31.4	33.6
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	560	520	520	560	650	650	750
Arts, Ent. & Rec.	520	470	480	450	470	480	510
Retail**	200	200	210	180	190	180	170
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	1,290	1,200	1,220	1,200	1,320	1,310	1,440
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	4.1	4.1	4.6	4.4	4.8	4.9	4.9
State Tax Receipts	5.1	5.5	5.8	5.7	6.3	6.5	6.4
Total Direct Gov't Revenue	9.2	9.6	10.4	10.1	11.1	11.4	11.3

Details may not add to totals due to rounding.

*Other Travel includes ground transportation to other Arizona destinations and travel arrangement services. **Retail includes gasoline.

Maricopa County
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	7,056	8,301	8,118	7,996	8,455	8,662	9,030
Other Travel*	1,904	2,422	2,561	2,375	2,608	2,795	2,954
Total Direct Spending	8,960	10,723	10,679	10,372	11,063	11,458	11,984
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	3,928	4,731	4,420	4,212	4,466	4,611	4,813
Private Home	1,803	2,071	2,138	2,211	2,318	2,345	2,445
Campground	213	226	240	231	243	245	269
Vacation Home	205	231	254	258	269	275	281
Day Travel	908	1,042	1,066	1,084	1,159	1,186	1,222
Destination Spending	7,056	8,301	8,118	7,996	8,455	8,662	9,030
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	1,347	1,706	1,632	1,361	1,465	1,516	1,586
Food Service	1,501	1,719	1,707	1,816	1,902	1,972	2,071
Food Stores	235	252	268	270	288	293	306
Local Tran. & Gas	776	975	1,034	1,031	1,166	1,197	1,215
Arts, Ent. & Rec.	1,035	1,130	1,071	1,076	1,108	1,125	1,156
Retail Sales	1,152	1,252	1,150	1,193	1,236	1,255	1,286
Visitor Air Tran.	1,011	1,266	1,257	1,250	1,290	1,305	1,411
Destination Spending	7,056	8,301	8,118	7,996	8,455	8,662	9,030
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	961	1,123	1,191	1,144	1,203	1,240	1,301
Arts, Ent. & Rec.	446	509	504	507	513	553	590
Retail**	191	217	212	195	207	205	207
Ground Tran.	88	101	95	102	109	111	113
Visitor Air Tran.	475	565	542	560	607	593	551
Other Travel*	653	777	770	733	784	829	833
Total Direct Earnings	2,814	3,292	3,315	3,241	3,422	3,530	3,594
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	38.9	41,750	41,840	39.7	41.0	41.5	43.0
Arts, Ent. & Rec.	15.7	16,590	16,740	15.6	15.8	16.5	17.4
Retail**	6.1	6,560	6,460	5.9	5.9	5.9	6.1
Ground Tran.	2.6	2,770	2,590	2.6	2.7	2.8	2.8
Visitor Air Tran.	7.4	7,820	7,450	6.7	7.0	7.2	6.9
Other Travel*	13.0	14,450	13,450	11.6	12.0	12.9	12.3
Total Direct Employment	83.8	89,940	88,530	82.2	84.4	86.6	88.5
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	393.7	453.5	456.6	440.6	471.5	480.0	487.9
State Tax Receipts	343.9	393.8	393.4	397.9	443.4	456.5	455.8
Total Direct Gov't Revenue	737.6	847.2	850.0	838.5	914.9	936.5	943.7

Details may not add to totals due to rounding.

*Other Travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention and trade shows. **Retail includes gasoline.

Mohave County
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	387.0	468.4	450.5	460.5	466.3	473.4	495.3
Other Travel*	34.5	47.4	64.3	53.0	61.0	65.4	67.6
Total Direct Spending	421.5	515.8	514.7	513.5	527.3	538.8	562.9
All Overnight							
Hotel, Motel	112.2	145.7	112.4	119.0	119.5	120.0	123.7
Private Home	118.2	142.0	153.7	155.8	157.3	160.7	172.7
Campground	17.2	19.1	21.2	20.5	22.1	22.6	22.5
Vacation Home	31.1	35.7	38.3	37.7	39.4	40.4	40.5
Day	108.2	126.0	124.8	127.6	128.0	129.8	135.9
Destination Spending	387.0	468.4	450.5	460.5	466.3	473.4	495.3
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	55.4	71.9	57.8	55.3	56.2	56.5	58.2
Food Service	102.1	121.7	118.5	128.8	126.3	129.3	138.8
Food Stores	36.0	40.2	42.5	43.0	43.4	44.0	46.8
Local Tran. & Gas	46.5	68.3	79.5	75.5	87.0	89.7	90.5
Arts, Ent. & Rec.	78.8	89.3	82.3	84.3	81.7	82.0	85.8
Retail Sales	68.3	77.0	69.8	73.6	71.6	71.8	75.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Destination Spending	387.0	468.4	450.5	460.5	466.3	473.4	495.3
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	52.1	63.3	62.6	62.8	64.9	61.3	65.6
Arts, Ent. & Rec.	35.7	42.3	41.0	31.8	29.1	32.0	37.9
Retail**	16.5	19.9	20.0	18.0	17.7	17.3	17.9
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	5.6	7.3	12.5	8.3	8.3	9.2	10.9
Total Direct Earnings	110.0	132.8	136.0	120.8	119.9	119.8	132.3
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	3,050	3,550	3,200	3,220	3,230	2,950	3,080
Arts, Ent. & Rec.	2,120	2,540	2,030	1,630	1,500	1,580	1,800
Retail**	610	710	680	630	610	600	610
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	240	270	470	310	310	320	360
Total Direct Employment	6,020	7,070	6,380	5,780	5,650	5,450	5,860
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	15.8	18.7	18.6	18.7	19.2	19.3	19.3
State Tax Receipts	19.7	23.1	22.4	23.0	24.1	24.4	24.7
Total Direct Gov't Revenue	35.5	41.8	41.1	41.7	43.3	43.7	44.0

Details may not add to totals due to rounding.

*Other Travel includes ground transportation to other Arizona destinations and travel arrangement services. **Retail includes gasoline.

Navajo County
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	217.1	260.0	285.6	254.5	264.5	279.7	282.0
Other Travel*	15.2	20.1	22.5	20.0	24.0	25.1	24.3
Total Direct Spending	232.3	280.0	308.1	274.5	288.5	304.8	306.3
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	102.7	128.5	141.3	114.3	115.2	128.1	130.5
Private Home	40.9	48.1	53.9	52.3	57.0	58.4	57.3
Campground	14.2	16.4	17.2	16.7	17.6	16.4	17.1
Vacation Home	38.0	41.7	45.6	45.4	47.4	48.6	49.0
Day Travel	21.4	25.2	27.7	25.8	27.3	28.2	28.2
Destination Spending	217.1	260.0	285.6	254.5	264.5	279.7	282.0
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	44.1	52.9	60.4	50.1	50.6	55.2	57.2
Food Service	53.2	63.4	69.3	65.5	66.8	71.0	72.6
Food Stores	16.3	18.0	20.2	19.1	20.1	20.5	20.7
Local Tran. & Gas	21.4	31.4	39.7	33.9	40.8	42.8	41.0
Arts, Ent. & Rec.	27.5	30.9	32.0	29.6	29.8	30.3	30.5
Retail Sales	54.6	63.4	64.0	56.3	56.3	59.8	59.9
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Destination Spending	217.1	260.0	285.6	254.5	264.5	279.7	282.0
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	34.1	40.1	48.6	47.7	47.5	52.0	53.7
Arts, Ent. & Rec.	10.5	12.3	13.3	18.0	18.4	21.9	19.2
Retail**	9.8	11.8	12.7	10.1	10.4	10.6	10.4
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.2	1.5	1.3	0.7	0.7	0.7	0.7
Total Direct Earnings	55.5	65.7	75.8	76.5	76.9	85.2	84.0
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	2,050	2,120	2,320	2,240	2,240	2,290	2,340
Arts, Ent. & Rec.	590	670	680	810	810	900	800
Retail**	430	490	510	410	410	420	410
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	70	80	70	40	30	30	30
Total Direct Employment	3,140	3,360	3,570	3,500	3,500	3,650	3,590
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	10.0	11.8	13.6	11.7	12.3	13.0	12.4
State Tax Receipts	11.4	13.3	14.6	13.4	14.4	15.3	14.6
Total Direct Gov't Revenue	21.4	25.1	28.2	25.1	26.7	28.3	27.1

Details may not add to totals due to rounding.

*Other Travel includes ground transportation to other Arizona destinations and travel arrangement services. **Retail includes gasoline.

Pima County
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	1,987	2,241	2,043	2,022	2,051	2,131	2,135
Other Travel*	375	456	506	467	519	600	532
Total Direct Spending	2,362	2,697	2,550	2,489	2,570	2,730	2,667
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	924	1,074	903	895	908	946	950
Private Home	375	423	451	452	467	468	459
Campground	25	56	36	29	31	33	32
Vacation Home	39	43	47	47	49	51	51
Day Travel	624	645	605	598	595	633	643
Destination Spending	1,987	2,241	2,043	2,022	2,051	2,131	2,135
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	339	420	349	316	320	330	332
Food Service	471	526	475	508	514	542	552
Food Stores	128	134	132	129	131	138	140
Local Tran. & Gas	236	294	279	278	306	321	315
Arts, Ent. & Rec.	175	188	173	174	175	178	177
Retail Sales	469	468	411	413	401	423	428
Visitor Air Tran.	170	210	223	204	203	199	190
Destination Spending	1,987	2,241	2,043	2,022	2,051	2,131	2,135
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	282	319	304	297	309	334	336
Arts, Ent. & Rec.	71	80	76	77	75	76	76
Retail**	81	86	79	72	72	73	73
Ground Tran.	27	30	25	27	28	29	29
Visitor Air Tran.	5	10	12	11	10	9	7
Other Travel*	50	54	59	51	53	81	57
Total Direct Earnings	517	579	555	535	547	602	577
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	13,790	14,590	12,700	12,410	12,710	13,320	13,280
Arts, Ent. & Rec.	4,550	4,550	3,860	4,090	4,070	4,080	4,030
Retail**	3,050	3,110	2,870	2,560	2,540	2,520	2,500
Ground Tran.	820	830	680	690	700	730	720
Visitor Air Tran.	130	220	250	210	200	180	130
Other Travel*	1,800	1,750	1,800	1,400	1,350	2,030	1,710
Total Direct Employment	24,140	25,040	22,160	21,360	21,560	22,860	22,380
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	91.3	105.7	101.5	96.8	100.4	103.7	100.2
State Tax Receipts	95.0	106.3	97.5	99.8	106.5	111.8	107.8
Total Direct Gov't Revenue	186.3	211.9	199.0	196.6	206.9	215.5	207.9

Details may not add to totals due to rounding.

*Other Travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention and trade shows. **Retail includes gasoline.

Pinal County
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	290.0	368.1	456.2	514.6	551.0	540.1	535.0
Other Travel*	30.2	48.8	69.3	72.3	86.2	91.3	88.7
Total Direct Spending	320.2	416.9	525.6	586.8	637.1	631.4	623.6
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	25.4	33.8	37.1	34.7	40.0	37.8	32.5
Private Home	120.9	156.2	199.9	241.3	256.1	246.2	246.9
Campground	39.1	43.3	48.2	46.6	50.2	51.4	51.2
Vacation Home	39.5	52.4	67.4	75.3	78.7	80.6	81.4
Day Travel	65.1	82.4	103.6	116.7	126.1	124.0	123.0
Destination Spending	290.0	368.1	456.2	514.6	551.0	540.1	535.0
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	29.1	36.7	42.3	40.4	43.4	43.2	41.6
Food Service	87.9	111.7	140.1	168.1	175.8	173.0	175.0
Food Stores	28.4	33.3	42.3	47.4	50.5	49.5	49.8
Local Tran. & Gas	33.9	51.8	73.7	76.4	93.4	93.1	88.7
Arts, Ent. & Rec.	46.1	55.9	66.2	74.6	76.5	74.2	73.8
Retail Sales	64.6	78.7	91.6	107.6	111.4	107.1	106.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Destination Spending	290.0	368.1	456.2	514.6	551.0	540.1	535.0
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	37.0	47.2	62.9	73.4	76.4	80.2	74.4
Arts, Ent. & Rec.	21.6	27.4	34.1	29.3	28.7	31.4	35.0
Retail**	13.3	16.9	21.0	21.3	22.4	21.0	20.5
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.6	2.6	3.8	2.6	2.6	2.7	2.8
Total Direct Earnings	73.4	94.2	121.8	126.7	130.0	135.3	132.7
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	2,170	2,500	2,990	3,060	3,250	3,350	3,480
Arts, Ent. & Rec.	1,170	1,390	1,270	1,140	1,230	1,330	1,470
Retail**	540	670	820	780	830	770	760
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	80	120	180	130	130	130	140
Total Direct Employment	3,960	4,680	5,250	5,110	5,440	5,580	5,850
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	12.3	15.2	20.1	22.7	24.5	23.7	22.5
State Tax Receipts	16.0	20.0	24.7	28.5	31.1	30.7	29.7
Total Direct Gov't Revenue	28.3	35.2	44.8	51.2	55.6	54.4	52.2

Details may not add to totals due to rounding.

*Other Travel includes ground transportation to other Arizona destinations and travel arrangement services. **Retail includes gasoline.

Santa Cruz County
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	293.7	273.5	272.9	253.6	227.9	259.8	276.9
Other Travel*	5.7	8.0	9.5	8.8	10.6	11.1	10.6
Total Direct Spending	299.4	281.5	282.4	262.4	238.5	270.9	287.5
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	31.0	36.3	39.0	36.2	28.0	31.0	35.0
Private Home	25.6	29.0	33.1	34.9	36.2	38.0	37.5
Campground	1.0	1.1	1.3	1.2	1.3	1.4	1.4
Vacation Home	1.0	1.2	1.3	1.3	1.3	1.4	1.3
Day Travel	235.1	206.0	198.2	180.0	161.1	188.2	201.7
Destination Spending	293.7	273.5	272.9	253.6	227.9	259.8	276.9
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	13.0	15.6	16.9	15.5	11.9	12.8	14.0
Food Service	39.3	39.6	41.1	41.2	36.9	41.4	44.7
Food Stores	105.1	91.8	92.9	83.7	76.1	88.5	95.2
Local Tran. & Gas	15.1	19.1	23.2	20.7	22.2	24.9	24.9
Arts, Ent. & Rec.	8.5	9.1	9.3	9.1	8.0	8.5	9.0
Retail Sales	112.6	98.5	89.5	83.3	72.8	83.6	89.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Destination Spending	293.7	273.5	272.9	253.6	227.9	259.8	276.9
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	17.8	18.5	21.1	20.8	18.4	19.1	20.0
Arts, Ent. & Rec.	4.2	4.7	5.1	4.2	4.0	4.3	5.2
Retail**	31.3	28.0	27.3	23.6	20.8	23.1	24.0
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.5	0.6	0.3	0.3	0.3	0.3
Total Direct Earnings	53.6	51.7	54.0	48.8	43.6	46.8	49.5
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	1,110	1,070	1,000	970	870	900	940
Arts, Ent. & Rec.	260	330	340	290	300	290	390
Retail**	1,160	970	900	720	650	710	720
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	20	30	30	20	20	20	20
Total Direct Employment	2,560	2,390	2,260	2,000	1,830	1,920	2,080
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	12.0	11.6	12.3	11.0	10.0	11.3	11.4
State Tax Receipts	12.2	11.6	11.7	11.0	10.4	11.8	11.9
Total Direct Gov't Revenue	24.3	23.1	23.9	22.0	20.5	23.0	23.4

Details may not add to totals due to rounding.

*Other Travel includes ground transportation to other Arizona destinations and travel arrangement services. **Retail includes gasoline.

Yavapai County
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	472.9	568.9	594.6	565.9	597.1	632.4	647.4
Other Travel*	37.5	50.7	56.7	52.5	59.4	62.3	63.5
Total Direct Spending	510.4	619.6	651.3	618.4	656.5	694.7	710.9
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	176.4	230.8	234.4	209.7	221.3	245.6	258.9
Private Home	56.9	69.6	77.0	78.3	85.3	87.6	87.2
Campground	10.8	11.8	13.0	12.6	13.2	13.8	13.8
Vacation Home	19.0	21.9	24.2	23.9	25.0	25.6	26.1
Day Travel	209.8	234.7	246.0	241.4	252.3	259.8	261.5
Destination Spending	472.9	568.9	594.6	565.9	597.1	632.4	647.4
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	85.8	114.9	121.3	104.4	109.7	122.8	131.1
Food Service	91.5	109.4	113.7	115.7	120.0	127.2	132.5
Food Stores	34.2	37.8	41.5	40.6	43.1	44.5	45.4
Local Tran. & Gas	41.0	60.2	73.6	66.5	81.0	85.7	83.3
Arts, Ent. & Rec.	147.7	165.5	166.3	160.4	163.0	168.4	171.1
Retail Sales	72.4	80.6	77.8	77.5	79.4	81.9	83.0
Visitor Air Tran.	0.2	0.5	0.4	0.8	1.0	1.9	1.0
Destination Spending	472.9	568.9	594.6	565.9	597.1	632.4	647.4
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	59.9	73.6	83.8	73.7	77.9	86.1	94.0
Arts, Ent. & Rec.	56.8	66.4	68.9	68.0	63.2	64.6	61.4
Retail**	15.3	18.1	19.1	16.5	17.1	17.2	17.1
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.1	0.2	0.3	0.3	0.3	0.4	0.3
Other Travel*	6.4	7.8	8.0	6.3	5.7	6.1	7.2
Total Direct Earnings	138.6	166.2	180.1	164.8	164.2	174.2	180.0
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	3,050	3,290	3,530	3,050	3,190	3,440	3,590
Arts, Ent. & Rec.	3,880	3,880	3,850	3,550	3,420	3,440	3,260
Retail**	630	750	780	650	670	670	660
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	10	10	10	10	10
Other Travel*	340	330	300	240	190	190	210
Total Direct Employment	7,900	8,250	8,460	7,490	7,470	7,750	7,720
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	17.5	21.1	23.1	21.7	23.1	24.4	24.4
State Tax Receipts	22.3	27.2	28.5	27.8	30.4	32.0	31.4
Total Direct Gov't Revenue	39.8	48.3	51.6	49.6	53.5	56.5	55.8

Details may not add to totals due to rounding.

*Other Travel includes ground transportation to other Arizona destinations and travel arrangement services. **Retail includes gasoline.

Yuma County
Travel Impacts, 2004-2013p

	2004	2006	2008	2010	2011	2012	2013p
Total Direct Travel Spending ($Million)							
Destination Spending	487.4	541.8	569.9	552.8	587.7	593.3	569.9
Other Travel*	30.7	43.6	53.7	51.1	59.1	62.0	59.3
Total Direct Spending	518.0	585.4	623.6	603.8	646.8	655.3	629.2
Visitor Spending by Type of Accommodation ($Million)							
Hotel, Motel	101.0	134.5	140.2	130.3	151.2	149.2	132.3
Private Home	58.8	68.4	78.6	79.8	90.3	87.5	85.9
Campground	51.6	64.5	72.5	74.8	79.2	72.9	65.5
Vacation Home	35.1	39.5	43.7	44.5	46.5	47.6	47.7
Day Travel	240.8	234.9	234.9	223.5	220.6	236.0	238.6
Destination Spending	487.4	541.8	569.9	552.8	587.7	593.3	569.9
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	46.9	63.2	66.8	60.1	67.3	65.1	58.5
Food Service	85.2	97.4	103.8	107.3	114.7	116.2	113.3
Food Stores	71.5	68.8	72.9	69.1	69.1	73.4	74.7
Local Tran. & Gas	38.1	54.7	68.4	63.1	79.0	79.2	72.1
Arts, Ent. & Rec.	97.3	115.8	121.1	120.9	129.2	124.1	114.4
Retail Sales	139.2	132.4	124.4	120.1	116.1	123.5	124.5
Visitor Air Tran.	9.2	9.6	12.4	12.3	12.3	11.8	12.5
Destination Spending	487.4	541.8	569.9	552.8	587.7	593.3	569.9
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	42.1	50.4	58.1	62.4	62.9	63.6	65.6
Arts, Ent. & Rec.	38.3	47.2	50.7	50.0	50.3	51.9	40.3
Retail**	30.8	31.0	31.5	27.5	27.1	27.7	27.2
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	2.9	0.2	0.3	0.7	0.8	0.2	0.3
Other Travel*	3.5	2.6	3.3	2.7	2.9	2.4	2.6
Total Direct Earnings	117.6	131.5	143.8	143.2	144.0	145.9	136.0
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	2,380	2,650	2,800	2,860	2,910	2,840	2,950
Arts, Ent. & Rec.	2,040	2,280	2,060	2,140	2,190	2,480	1,870
Retail**	1,120	1,150	1,110	960	930	920	890
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	60	10	10	10	20	10	10
Other Travel*	100	110	130	90	100	90	90
Total Direct Employment	5,700	6,200	6,110	6,070	6,160	6,330	5,820
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	20.3	21.8	23.4	22.2	23.7	24.0	22.4
State Tax Receipts	22.9	25.8	27.2	26.9	29.3	29.7	27.8
Total Direct Gov't Revenue	43.2	47.6	50.6	49.1	53.1	53.7	50.2

Details may not add to totals due to rounding.

*Other Travel includes ground transportation to other Arizona destinations and travel arrangement services. **Retail includes gasoline.

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APPENDICES

APPENDIX A	2013 TRAVEL IMPACT ESTIMATES
APPENDIX B	KEY TERMS AND DEFINITIONS
APPENDIX C	REGIONAL TRAVEL IMPACT MODEL
APPENDIX D	TRAVEL INDUSTRY ACCOUNTS
APPENDIX E	ARIZONA EARNINGS AND EMPLOYMENT BY INDUSTRY SECTOR
APPENDIX F	INDUSTRY GROUPS

2013 TRAVEL IMPACT ESTIMATES

This appendix provides a brief overview of the methodology, terminology and limitations of the travel impact and visitor volume estimates.

REVISIONS TO 2013 REPORT

There were no major methodological revisions in this year's report. There were some small revisions to the estimates for the years 2010 through 2012. In addition:

- There is a new section on regional travel impacts that are comparable to the county and statewide estimates.
- State and local taxes are now reported separately at the statewide level. They are also comparable to the state and local taxes for the counties and regions. In the past, estimates of local property taxes and the sales tax payments of travel industry employees were reported only at the state level. These tax revenues are now also allocated to counties and regions.

DIRECT IMPACTS

The estimates of the direct impacts associated with traveler spending in Arizona were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the Arizona travel industry were gathered from various local, state and federal sources.

Travel impacts consist of estimates of travel spending and the employment, earnings, and state and local taxes generated by this spending. These estimates are also broken out by type of traveler accommodation and by the type of business in which the expenditures occur.

GROUND TRANSPORTATION ESTIMATES

County and regional level estimates of destination or visitor spending include only a portion of the ground transportation expenditures for travel that occur in the county. The remaining portion is included in "other travel" as it represents transportation costs for travel to another destination within Arizona. State level estimates of visitor spending include all of these expenditures for ground transportation.

SECONDARY (INDIRECT AND INDUCED) IMPACTS

Direct impacts are reported for all counties within Arizona. Secondary employment and earnings impacts over and above direct impacts are reported at the state level only for the year 2013. These indirect and induced impacts are generated from the direct impacts produced by the RTIM, discussed above, and an input-output model

of the Arizona economy prepared by the Minnesota IMPLAN Group, Inc. Indirect impacts represent the purchases of goods and services from other firms by businesses that directly receive expenditures from travelers. Hotels, for example, purchase maintenance services from independent contractors. Induced impacts represent the purchase of goods and services by employees whose earnings are in part derived from travel expenditures. The sum of the direct, indirect and induced impacts equals the total impact of all spending by visitors in the state. The "multiplier" refers to the ratio of the total impacts to the direct impacts for employment or earnings. A description of the methodology used to estimate secondary impacts can be found in the Appendix.

PRELIMINARY ESTIMATES

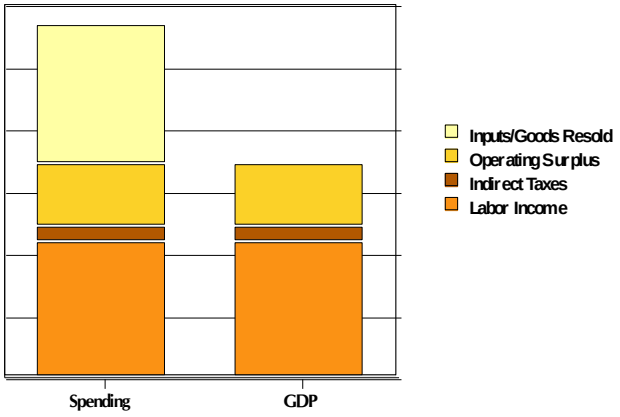
Preliminary estimates for 2013 were prepared at the state, regional and county level. These estimates take advantage of the most current available data. However, because full-year data was not available in all cases, these estimates are subject to subsequent revision as additional information relating to travel and its economic impact in 2013 becomes available.

GROSS DOMESTIC PRODUCT

An estimate of the Gross Domestic Product (GDP) of the Arizona travel industry based on the RTIM direct travel impacts is also provided in this report. The GDP of an industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always less than output or sales because GDP measures only the "value added" of an industry and does not include the cost of the inputs that are also necessary to produce a good or service. GDP is a useful concept because it permits comparisons of the economic contributions of different industries.

The relationship between spending and gross domestic product is illustrated in the figure below. Examples of inputs are the food or accounting services that restaurants purchase from suppliers. "Goods resold" are the commodities that retail establishments purchase from manufacturers or wholesale trade businesses and resell with a markup. These inputs or goods are not counted as the GDP of the restaurant or retail industry because their value was created in other industries (agriculture, accounting, manufacturing).

Relationship Between Spending and Gross Domestic Product



It is for this reason that "travel spending" – as measured from surveys of visitors – is not the best measure of the travel industry's real economic contribution. This is because some visitor spending is actually counted as the GDP of other industries (e.g., agriculture, accounting, manufacturing). Furthermore, these other industries may or may not be located within the geographic area of interest. If the farm were located within the region of interest, then the GDP of the local farm would be included as an indirect or secondary effect. If not (e.g., a manufacturing firm in another state or country), then that portion of GDP is not counted.

The preceding graph also shows the three main components of GDP. For most industries, labor income (essentially equivalent to earnings in this report) is the primary component of GDP. This is true of the travel industry. A second component is the tax payments that businesses make to government, such as sales, excise and property taxes. In the case of excise taxes, businesses are essentially a collection agency for the government. The final component, operating surplus, represents the income and payments (e.g., dividends, interest) to other stakeholders of the firm.

The concept of GDP also illustrates that with small geographic units of analysis (e.g., counties), earnings, employment, and tax revenues are the best measures of the economic value of the travel industry to the local economy. Small area measures of GDP are less reliable and much of the operating surplus may leak out of the local economy anyway. Indirect effects are also generally less in smaller economies.

COMPARISON WITH OTHER EXPORT-ORIENTED INDUSTRIES

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations. Agriculture, extractive industries, and manufacturing are the best examples of goods producing export-oriented industries. Many professional services (e.g., engineering, architecture, law) are also traded in export markets. The travel industry is also an export-oriented industry because goods and services are sold to *visitors*, rather than residents. The travel industry injects money into the local economy, as do the exports of other industries.

Exports are not necessarily more important than locally traded goods and services. However, diverse export-oriented industries in any economy are a source of strength – in part because they generate income that contributes to the development of other local services and amenities. Such industries characterize the "comparative advantage" of the local economy within larger regional, national and global markets.

For the purposes of this report, we have defined five major export-oriented industries in Arizona.

- **Aerospace**. This industry comprises establishments engaged in aerospace product and parts manufacturing.
- **Microelectronics**. This industry includes establishments that manufacture computers, communications equipment and similar products and components that utilize integrated circuits. This is the largest manufacturing subsector (NAICS 334).
- **Food**. The food group encompasses parts of two major industry categories: agriculture, and food manufacturing or processing.
- **Mining**. This industry is comprised primarily of copper mining companies.
- **Travel**. A portion of the transportation, retail, leisure, and hospitality industries as estimated in this report.

Comparisons with these industries are more meaningful for the travel industry than comparisons with non-export oriented industries (e.g., health care, retail trade, government) where industry growth is largely a function of population and demographic factors. See Appendix C for a list of Arizona industries.

INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein:

- The estimates contained in this report are based on the most current data available and supersede all previous estimates of travel impacts.
- The estimates in this report are expressed in *current* dollars unless otherwise noted.
- The employment estimates in this report are estimates of the total number of full and part-time jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment are included in these estimates. Caution should therefore be used in comparing these estimates with other employment data series.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel related economic activity should therefore be interpreted cautiously.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. Nonetheless, it should be emphasized that all credible estimates of direct travel impacts at the state level, including those of Dean Runyan Associates, are of similar magnitude.

KEY TERMS AND DEFINITIONS

Commodity: A classification of a product or service, such as lodging or food service. An establishment or industry may produce more than one commodity.

Direct Impacts: Employment, earnings and tax receipts *directly* generated by travel spending, as distinguished from secondary and total impacts.

Earnings: Earnings include wage and salary disbursements, other earned income or benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

Employment: Industry employment (jobs) associated with travel-generated *earnings*. Includes both full-time and part-time positions, and salaried or self-employed individuals. Employment is reported as an average for a time period, typically annual. (Unless otherwise noted, the employment estimates refer to establishment or industry employment at place of work, not the employment status or residence of the individual.)

Federal Taxes: Federal taxes include the motor fuel excise tax, airline ticket taxes, and personal income and payroll taxes.

Industry: A classification of business or government establishments based on their primary technological process. (See NAICS Appendix table.)

Local Taxes: Lodging, sales and auto rental taxes imposed by cities, counties and other regional tax jurisdictions in Arizona. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger Facility Charges attributable to visitors (a fee imposed on airline tickets) are included in counties with airports. Property tax payments attributable to travel industry businesses and employees are also included.

Other spending: Other spending includes spending by residents on ground and air transportation for travel to other destinations, spending on travel arrangement services, and convention/ trade shows.

Private Home: Unpaid overnight accommodations of friends and relatives.

Receipts: Travel expenditures less the sales and excise taxes paid by the consumer.

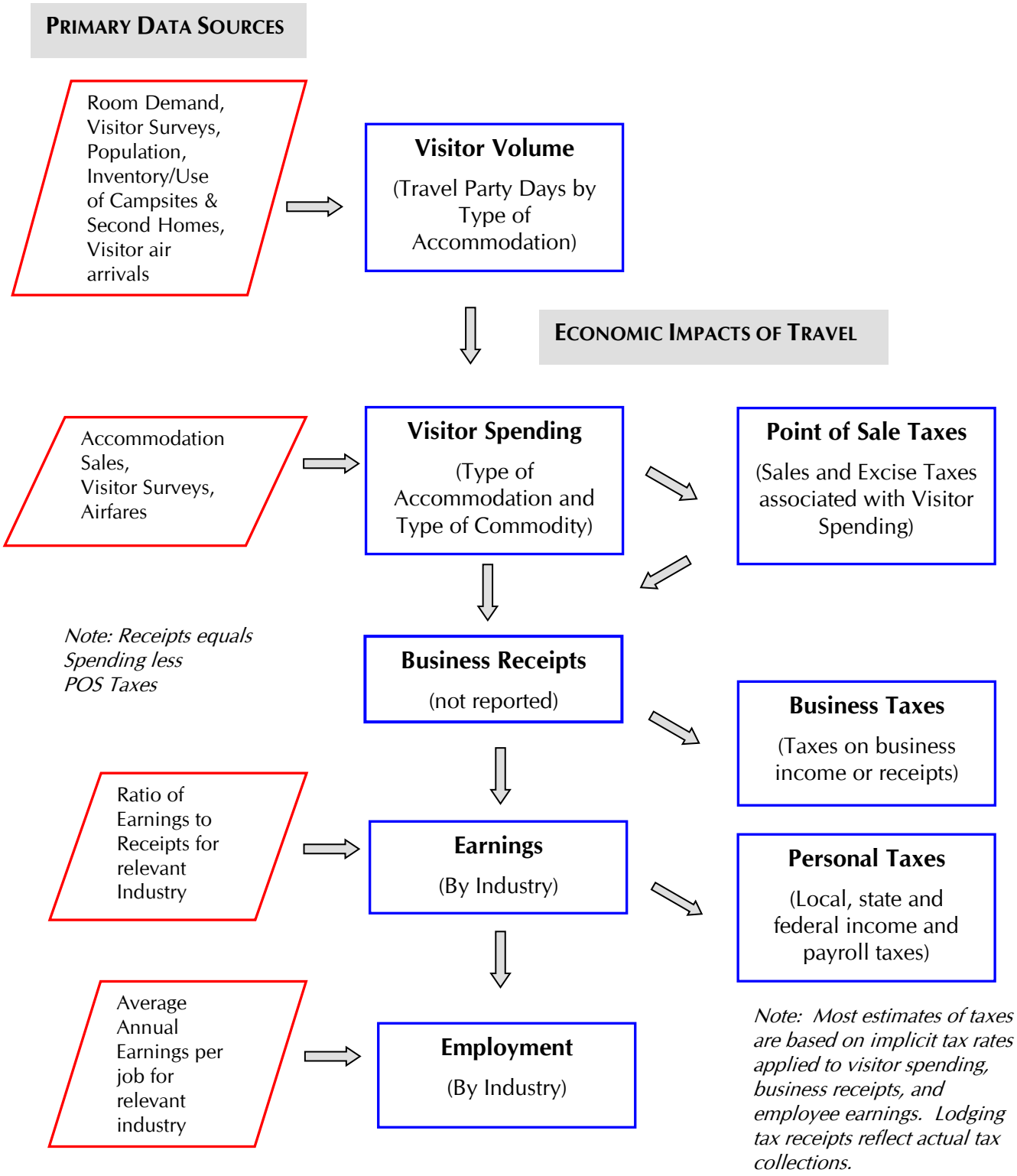
State Taxes: Lodging, sales, motor fuel, and business and personal income taxes imposed by the state of Arizona. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

Total Impacts: The sum of *Direct* and *Secondary* impacts.

Travel spending: The sum of visitor and other spending related to travel.

Visitor spending: All spending on goods & services by visitors at the destination. Also referred to as destination spending.

REGIONAL TRAVEL IMPACT MODEL



TRAVEL INDUSTRY ACCOUNTS: A COMPARISON OF THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS

An economic account is a method for displaying inter-related information about a set of economic activities. A travel industry account is a method to report different types of related information about the purchase of goods and services by visitors. The Bureau of Economic Analysis (BEA), which now provides annual and quarterly estimates of travel and tourism at the national level, describes a Travel and Tourism Satellite Account (TTSA) as "present(ing) a rearrangement of information from the National Income and Product Accounts, from the industry accounts, and from other sources so that travel and tourism activities can be analyzed more completely than is possible in the structure of the traditional national economic accounts."[1] Similarly, the RTIM has been developed by Dean Runyan Associates to estimate travel spending, earnings, employment, and tax receipts at the state, county, and regional levels. These initial findings can, in turn, be used as input data for deriving estimates of other economic measures, such as value-added and indirect effects.

This appendix provides an overview of the Regional Travel Impact Model (RTIM) and travel and tourism satellite accounts (TTSAs). Although there is no single or absolute form of a TTSA, the one developed by the Bureau of Economic Analysis (BEA) will be the basis of the analysis here. The definitions, framework, and estimating methods used for the U.S. BEA TTSA follow, as closely as is practicable, the guidelines for similar travel satellite accounts that were developed by the World Tourism Organization (WTO) and the Organization for Economic Co-operation and Development (OECD).

The primary focus is on the direct impacts of visitor spending. Visitors are defined as persons that stay overnight away from home, or travel more than fifty miles one-way on a non-routine trip. Only the expenditures related to specific trips are counted as visitor spending. Other travel related expenditures such as the consumption of durable goods (e.g., recreational vehicles or sporting equipment) or the purchase of vacation homes are not considered.

While such a definition of the travel industry (i.e., the trip related expenditures of visitors) is conservative, it is also in keeping with the notion of the travel industry as being an export-oriented industry for specific local communities. That is, visitors are important to regions because they inject money into the local economy. This focus on the export-oriented nature of the travel industry for local communities becomes blurred if the industry is defined so as to include non-trip related expenditures.

[1] Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, "U.S. Travel and Tourism Satellite Accounts for 1998-2003," Survey of Current Business 84 (September 2004): 43-59.

PRIMARY CONCEPTS, CATEGORIES & DATA REQUIREMENTS

There are three primary types of information that are measured and/or estimated in a travel industry account. The first is a measure of the ***travel industry*** in terms of both the characteristics of the business firms that sell travel goods and services and the characteristics of consumers that purchase travel industry goods and services. The second is a measure of the ***demand segments*** that consume travel industry goods and services. For example, the distinction between business and leisure travel is a measure of demand segments. The third is a measure of the ***components of economic output*** associated with the travel industry. The employee earnings generated by visitor spending is one such component. Travel-generated tax receipts are another. These three categories of information represent different aspects of the accounting ledger – they represent different ways of viewing or analyzing the travel industry.

The bulk of this paper will discuss these three types of information in terms of their conceptual foundations, the data requirements, and some of the more salient issues that users of this information should be aware of. There will also be some discussion of ***indirect and induced effects*** in that these effects can be reasonably estimated from the direct travel industry accounts. These secondary (versus direct) effects describe the relationship of the travel industry to other sectors of the larger economy.

The intent of this discussion will be to provide a general overview of the process of constructing travel industry accounts and the underlying similarity between the RTIM and a TTSA. More technical issues are generally placed in footnotes.

TRAVEL INDUSTRY

Defining the travel industry is probably the most critical and data intensive effort involved in developing a travel industry account. It is an exercise in matching supply (sellers of goods and services) with demand (the travelers that purchase those particular goods and services). It is complicated by the fact that no single industrial classification scheme provides a valid measure of the travel industry.[2] There are only three significant industrial classifications (Accommodations [NAICS 721], Scheduled Passenger Air Transportation [NAICS 481111] and Travel Arrangement and Reservation Services [NAICS 5615]) that *primarily* sell travel industry goods and services.[3] Firms in other industries (retail, recreation, transportation) provide goods and services to both travelers and other types of consumers.

Because of this, most satellite accounts, as well as the RTIM, incorporate at least some information about the expenditures of visitors in order to define the supply of

[2] The North American Industrial Classification System (NAICS) is the current standard in the United States.

[3] Even these industries are not purely travel. For example, the accommodations industry provides services to local residents (food service and meeting rooms). Passenger airlines also ship cargo on the same planes that carry passengers. Fortunately, it is usually possible to make adjustments for these non-travel components through the use of additional data.

visitor industry firms. For example, if there is an estimate of visitor-days and an estimate of how much the average visitor spends on food services per day, then an estimate of visitor spending on food services can be calculated. In most cases, this will be only a fraction of all food service sales in that residents are a larger market for most restaurants.[4]

The industry sectors that are usually matched to visitor spending in this way are: accommodations (NAICS 721), food service (722), arts, entertainment and recreation (71), and retail trade (44-45). A portion of transportation business is also part of the travel industry for obvious reasons.

In the case of the transportation sector, the definition and measurement of the travel industry component is more complicated because most transportation spending by visitors involves travel to and from the destination, rather than travel at or within the destination market. This is not an issue if the geographic scope of the travel industry market includes the origin and destination of travel. National travel industry accounts thus include all domestic passenger air transportation in the travel industry. The issue is more complicated at the state or regional level, however. Suppose, for example, that the focus of a travel industry account is the state of Arizona. How should the purchase of a round trip airline ticket by a Chicago resident traveling to Phoenix be treated in that only some of the economic impact of this spending will occur in Arizona? A reasonable approach would be to allocate only a portion of this spending (and related payroll, taxes, etc.) to Arizona and ignore the remainder for the purpose of creating a travel industry account for Arizona. However, if this procedure were followed for every state, the sum of the state accounts would be less than the national travel account. The state accounts would be additive if outbound air travel from each state were included. However, this is methodologically inconsistent with the construction of a national account, which does not include outbound travel as a component of domestic tourism demand. The approach used in the RTIM is to make a distinction between the *visitor industry*, that includes only visitor demand, and the *travel industry*, which includes visitor demand and that portion of outbound travel that can be attributed to the resident economy. For example, the passenger air transportation employment in Arizona can be divided between three groups of travelers: inbound, outbound, and pass-through. Only that employment attributable to inbound travel is part of the Arizona *visitor industry*. Employment attributable to outbound and pass-through travelers is included with the larger *travel industry*.[5]

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[4] The proportion can vary enormously among regions and localities, however. In many popular visitor destinations, the primary market for food service will be visitors. It should also be noted that even with reliable visitor survey data, there is still the issue of how to translate spending on food service *commodities* to the supply of food service by *industry*. As indicated in the footnote above, food service is also supplied by the accommodation industry.

[5] The same issue arises with travel agencies and reservation services (NAICS 5615). Most of these services are probably related to outbound travel and are treated as such in the RTIM.

The following two tables display the specific industries that are included in the travel industry for the BEA's national TTSA and the RTIM. Although not identical, the industries are equivalent with only a few exceptions.[6]

Bureau of Economic Analysis Tourism Industries
Distribution of Travel-Generated Compensation
in United States, 2007

Accommodation & Food Services	**38.1%**
Traveler accommodations	21.5%
Food services and drinking places	16.6%
Transportation	**23.3%**
Air transportation	15.4%
Rail transportation	0.4%
Water transportation	1.2%
Interurban bus transportation	0.3%
Interurban charter bus transportation	0.2%
Urban transit systems & other tran.	1.7%
Taxi service	1.0%
Automotive equipment rental & leasing	2.0%
Automotive repair services	0.8%
Parking lots and garages	0.2%
Toll highways	0.1%
Recreation	**11.2%**
Scenic and sightseeing transportation	0.4%
Motion pictures and performing arts	1.1%
Spectator sports	2.3%
Participant sports	2.4%
Gambling	3.0%
All other recreation and entertainment	2.0%
Retail & Nondurable Goods Production	**16.2%**
Petroleum refineries	0.6%
Industries producing nondurable PCE commodities, excluding petroleum refineries	4.4%
Wholesale trade & tran. services	4.2%
Gasoline service stations	1.3%
Retail trade services, excluding gasoline service stations	5.8%
Travel Arrangement	**7.3%**
All other industries	**2.2%**
Total Tourism Compensation	**100.0%**

Source: Adapted from Eric S. Griffith and Steven L. Zemanek, "U.S. Travel and Tourism Satellite Accounts for 2005-2008," Survey of Current Business (June 2009): 37, table 6.

[6] The major exception is that the BEA includes the production of consumer non-durables that are sold through retail outlets. This is not a major component and would be even less so at the level of the state.

RTIM Travel Impact Industries Matched to NAICS

Travel Impact Industry	NAICS Industry (code)
Accommodation & Food Services	
	Accommodation (721)
	Food Services and Drinking Places (722)
Arts, Entertainment & Recreation	
	Performing Arts, Spectator Sports (711)
	Museums (712)
	Amusement, Gambling (713)
	Scenic and Sightseeing Transportation (487)
Retail	
	Food & Beverage Stores (445)
	Gasoline Stations (447)
	Clothing and Clothing Accessories Stores (448)
	Sporting Goods, Hobby, Book, and Music Stores (451)
	General Merchandise Stores (452)
	Miscellaneous Store Retailers (453)
Ground Transportation	
	Interurban and rural bus transportation (4852)
	Taxi and Limousine Service (4853)
	Charter Bus Industry (4855)
	Passenger Car Rental (532111)
	Parking Lots and Garages (812930)
Air Transportation	
	Scheduled Air Passenger Transportation (481111)
	Support Activities for Air Transportation (4881)
Administrative/Support Services	
	Travel Arrangement and Reservation Services (5615)
	Convention and Trade Show Organizers (56192)

Source: Dean Runyan Associates

DEMAND SEGMENTS

The distinction between inbound and outbound travel has already been discussed in the previous section and in terms of the concepts of the *visitor industry* and the *travel industry*. Three other types of demand segments that are related exclusively to the *visitor industry* will be discussed here. The first two demand categories are reported by the BEA in their national TTSA. They are: ***leisure versus business travel***, and ***resident versus non-resident travel***. The third demand category is typically reported in the RTIM: ***type of traveler accommodation***. These three demand categories will be discussed in turn.

The distinction between ***leisure versus business travel*** is useful for several reasons. Economists like to distinguish between personal consumption expenditures on the one hand and business expenditures on the other. Indeed, this distinction is central for the National Income and Product Accounts (NIPAs). Those in the travel industry are more likely to be interested in this distinction because leisure travelers represent a more "marketable" segment because their travel choices are less determined by economic and business factors. Futhermore, business and leisure travelers tend to have different spending profiles. The availability of this information in either a state or regional TTSA or RTIM is essentially dependent on the availability of survey data (as it is at the national level). It should be noted, however, that such estimates are considerably less reliable for smaller geographic areas because of the limitations of survey data. Even at the state level, year-to-year changes in the composition of this demand segment should be interpreted in conjunction with other data.

The distinction between ***resident versus non-resident travel*** is fundamental to a national TTSA because it mirrors the distinction between the domestic economy and international transactions. Non-resident travel in the United States is considered an export in the official international transaction accounts.[7] The distinction is obviously also important because it is based on different political, legal, and currency regimes – factors that in themselves influence travel behavior. At the level of the state or region, the distinction between resident and nonresident travel is less important, although it is often reported.[8] There are at least two reasons why this distinction is less useful at state and regional levels.

First, there is considerably less of an economic rationale for distinguishing resident and non-resident travel at the level of the state, or any other political jurisdiction within the United States, than there is at the national level. States do not maintain interstate trade balance sheets that chart the flow of goods and services across state boundaries. From an economic point of view, the administration of the tax system is the primary, if only, reason for this distinction. In the case of travel and tourism,

[7] Conversely, the spending of U.S. visitors in other countries is treated as an import in the international transaction accounts.

[8] The issues discussed with regard to the reliability of survey data for leisure versus business travel also applies to this category

the evaluation of the tax impacts of resident versus nonresident travel might also be important.[9]

Second, travel is behaviorally defined by length of distance from home (usually at least 50 miles one-way), trip purpose (non-routine), and/or the use of an overnight accommodation away from home. Rarely is domestic travel defined by virtue of crossing a geographic boundary.[10] The operators of tourist attractions in local communities are generally less interested in the origin of visitors than in the revenue that they generate for their businesses. In terms of the economic impacts at the *local* level, the distinction between in-state residents, out-of-state residents and international visitors may not be relevant other than for the purpose of marketing. However, other geographic characteristics of the visitor (e.g., distance traveled, the specific area of origin) are generally more useful measures of the visitor market than whether the visitor is a resident or nonresident.

Finally, the distinction among different ***types of traveler accommodations*** is generally reported in the RTIM. Typically, these categories are:

- Visitors who stay in hotels, motels, B&Bs., and similar lodging facilities
- Visitors who stay at campsites
- Visitors who stay in the private homes of friends or relatives
- Visitors who stay in vacation or second homes
- Visitors who do not stay in overnight accommodations on their trip away from home (day visitors).

These distinctions can be useful because estimates of economic impacts are often used for different purposes. The total of all accommodation types, of course, is an estimate of the total magnitude of the visitor industry. Visitors who stay in commercial lodging such as hotels and motels are most likely to have the greatest economic impact on a person-day basis. These visitors are also more likely to be influenced by marketing efforts. In urban areas, a large proportion will represent business travel. In other words, the type of accommodation category can be used in conjunction with other types of data to analyze the market characteristics of visitors.

[9] Nonresident visitors who pay taxes in their destination state represent an unambiguous gain for the state. This effect is less clear for resident travelers within the state.

[10] In essence, state level travel impact estimates really represent an aggregation of smaller geographic units, such as counties or regions. Populous states with large landmasses (e.g., California or Texas) will have a higher proportion of resident travel than small states (e.g., Rhode Island or Delaware).

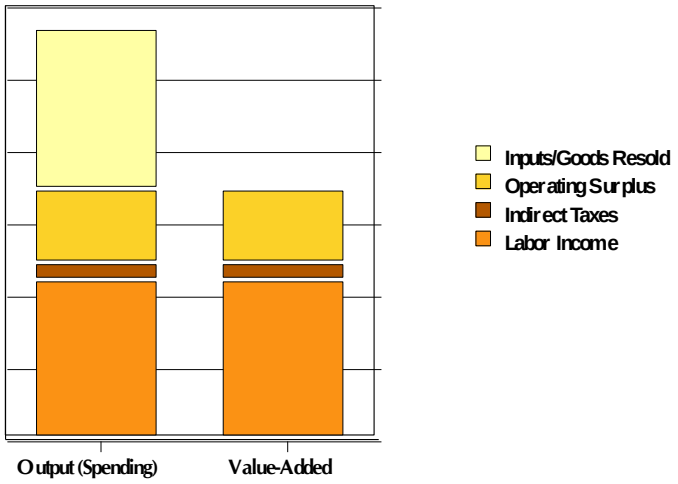
COMPONENTS OF INDUSTRY OUTPUT

Because both the RTIM and the TTSA are empirically linked to NAICS industry accounts, it is possible to provide estimates of different components of economic output. The major economic components most often estimated are:[11]

- Travel spending (Gross Output)
- Value-added (Gross Product)
- Earnings (labor income)
- Indirect business taxes (sales, excise, property taxes & fees).

The relationship of these components is shown below. As indicated, the value-added of a particular industry (the bar on the right) is equal to gross output (travel spending) minus the intermediate inputs used by travel industry businesses to produce the good or service. Restaurants, for example, prepare and serve the food products that are purchased from suppliers. Airlines purchase or lease airplanes from other firms. These intermediate inputs are not counted as part of the value-added of the travel industry. They are counted as value-added in other industries (e.g., agriculture, aerospace manufacturing).

Components of Industry Output



The distinction between gross output and value-added is probably even more important at the state or regional level. This is because the intermediate inputs that are purchased from other industries are even more likely to be purchased from businesses located in different regions or states. For example, the economic impact

[11] There are some small differences between the BEA TTSA and the RTIM in what these components include. The BEA allocates proprietor income to Operating Surplus, the RTIM allocates it to Labor Income. The RTIM does not have an estimate of property taxes in indirect taxes. Overall, property taxes on businesses are a relatively small proportion of indirect taxes.

of air passenger travel in the state of Hawaii should not include the purchase of airplanes manufactured in other parts of the world. Travel industry value-added is a more meaningful measure of the true economic impact of visitor spending in Hawaii because a portion of the economic impact of visitor spending in the state will actually occur elsewhere.[12]

Value-added can also be viewed in terms of the distribution or payout of industry receipts, exclusive of those paid to other firms for intermediate inputs. Some of the receipts are distributed to labor as wages, benefits, and proprietor income. Some receipts are paid to government as indirect taxes. These taxes are called "indirect" because most of them are actually paid by consumers in the form of sales or excise taxes.[13] The remainder leaves gross operating surplus. Out of gross operating surplus various payments are made in the form of dividends, interest, and other payments, or retained by the firm. The sum of these three broad categories of payments is equal to travel industry value-added. To summarize:

Value-added = Spending *less* intermediate goods & services, or

Value-added = Labor Income *plus* indirect business taxes *plus* gross operating surplus.

The RTIM is similar to the TTSA in that it also provides estimates of these components of economic output. Travel spending, earnings, and tax impacts are generally provided at the state or regional level. Value-added is generally reported at the state-level only (sometimes referred to as Travel Industry Gross State Product). At the level of the state, travel industry value-added or GSP is an important measure – more economically meaningful than travel spending.[14] For smaller geographic areas, however, the rationale for reporting value-added is less clear. First, there are real data limitations and data costs in deriving these estimates. Second, ***the most important components of value added for the travel industry are earnings and tax receipts***. Because the travel industry is relatively labor intensive and because a large proportion of travel industry goods and services are subject to excise and sales taxes, these two components of value-added (labor income and indirect taxes) are relatively high for the travel industry. The local effects of gross operating surplus are generally less important and certainly much more difficult to assess than are earnings and tax impacts. The relevance of earnings and tax receipts is also in keeping the export-oriented emphasis of the travel industry: earnings and tax receipts are more likely to stay in the local economy than is operating surplus.

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[12] It should also be noted the value of the intermediate inputs used by travel industry firms will not necessarily disappear if the travel industry stops buying them. Aerospace firms will shift their production to other users (e.g., military). Agriculture will seek new markets for their products.

[13] Other taxes included here are property taxes, business franchise taxes, and other fees. Income taxes are not included, because they are paid out of operating surplus.

[14] It is also possible to compare different industries with respect to their value-added. It is more difficult and less useful to compare industries on the basis of sales.

INDIRECT, INDUCED AND SECONDARY EFFECTS

To this point, the discussion of travel industry accounts has referred only to the direct output components. That is, the ripple effects of the re-spending of travel industry receipts throughout the larger economy have not been analyzed. The structure of both the TTSA and the RTIM permit such analysis.

- **Indirect** effects refer to the intermediate inputs used to produce the final product or service, providing that those inputs are themselves produced within the designated geographic area.
- **Induced** effects refer to the purchase of goods and services by *employees* that are attributable to direct and indirect impacts. These induced impacts are derived from economic data that describe the purchasing patterns of households. For example, employees of all the designated export-oriented industries will spend their income on food, household durables, health care, and so on.
- The sum of indirect and induced impacts is sometimes referred to as the **secondary** effect. These secondary impacts may be as great or greater than the direct impact alone.
- The ratio of the total effects (direct plus either indirect, induced, or secondary) to the direct effects is the **multiplier**.

The BEA reports the **indirect** components of economic output. This is equivalent to domestic travel spending less the goods and services imported from abroad to meet domestic demand. For travel, these imports would include souvenirs manufactured in China and petroleum extracted in Saudi Arabia. The indirect output multiplier for 2002 was 1.76. The ratio of domestic travel spending to travel industry value-added was 1.88. The difference reflects the intermediate inputs for travel imported from abroad.

At the state level, these indirect output multipliers are typically lower because relatively more of the intermediate inputs are purchased from outside of the state. At the county or metropolitan level, the multipliers are generally even lower for the same reason. Furthermore, the estimates are usually less reliable because of the data limitations of the regional input-output model used to estimate the indirect effects.

The BEA does not report **induced** effects – the effect of household spending of the direct and indirect labor income. Typically, these induced effects will be larger than the indirect effects at the state or regional level, in part because they are based on both the direct and indirect components.[15] As with indirect effects, the induced effects will also tend to be lower for smaller economic areas and the reliability of the estimates will be less.

[15] The induced effects can be estimated with the Implan model maintained by the Minnesota Implan Group.

Secondary effects should be interpreted cautiously. These effects describe the relationship of economic transactions at a point in time. These relationships will not necessarily remain constant with a change in direct economic output. This is because all economic resources have alternative uses. Because of this, it is often difficult to determine the effect of an increase or decrease in visitor spending on the larger economic system over time.

THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS COMPARED

This appendix has provided an overview of Dean Runyan Associates RTIM and the Bureau of Economic Analysis' domestic TTSA. These travel industry accounts are similar in terms of how they define the travel industry and the measures of the industry that are reported. The differences stem largely from their different levels of analysis – the BEA provides estimates at the national level only, while the RTIM's are typically constructed on a state or regional level. Because of this geographic focus, the RTIM provides a distinction between the visitor industry and the travel industry. The RTIM also provides measures of all of the components of economic output and secondary effects at the state or large region level. At smaller units of analysis, however, the emphasis is on earnings and tax receipts generated by travel spending as these are the most reliable and meaningful measures of the economic impact of travel at the local level.

Arizona Earnings and Employment by Industry Sector, 2012

Industry Sector	Earnings ($Billion)	Percent of Total	Employment (Thousand)	Percent of Total
Primarily Export-Oriented	**16.2**	**9.9%**	**229**	**6.8%**
Agriculture, Forestry, Fishing and related	1.2	0.7%	42	1.3%
Mining	1.4	0.8%	19	0.6%
Manufacturing	13.6	8.3%	167	5.0%
***Travel*	5.3	*3.3%*	161	*4.8%*
Primarily Non Export-Oriented	**83.4**	**51.1%**	**1,796**	**53.7%**
Construction	9.1	5.5%	165	4.9%
Utilities	1.6	1.0%	13	0.4%
Wholesale trade	8.7	5.4%	111	3.3%
Retail trade	12.4	7.6%	361	10.8%
Real estate and rental and leasing	4.5	2.8%	232	7.0%
Management of companies and enterprises	2.6	1.6%	31	0.9%
Administrative and waste services	9.3	5.7%	266	7.9%
Other services, except public administration	5.9	3.6%	175	5.2%
Government and government enterprises	29.3	18.0%	442	13.2%
Mixed	**63.8**	**39.1%**	**1,318**	**39.4%**
Transportation and warehousing	5.2	3.2%	96	2.9%
Information	3.3	2.0%	49	1.5%
Finance and insurance	11.2	6.8%	212	6.3%
Professional and technical services	13.1	8.0%	208	6.2%
Educational services	2.9	1.8%	71	2.1%
Health care and social assistance	20.2	12.4%	361	10.8%
Leisure and Hospitality	8.0	4.9%	321	9.6%
Arizona Total**	**163.4**	**100.0%**	**3,343**	**100.0%**

**Travel is not included in the sub and grand totals because it is also represented in other sectors (primarily leisure and hospitality, transporation, and retail trade).

Industry Groups

Accomm. & Food Serv.
- Eating & Drinking
- Hotels and Lodging Places

Agric. & Food Proc.
- Agricultural- Forestry- Fishery Services
- Animal and Marine Fats and Oils
- Blended and Prepared Flour
- Bottled and Canned Soft Drinks & Water
- Bread- Cake- and Related Products
- Canned and Cured Sea Foods
- Canned Fruits and Vegetables
- Canned Specialties
- Cattle Feedlots
- Cereal Preparations
- Cheese- Natural and Processed
- Chewing and Smoking Tobacco
- Chewing Gum
- Chocolate and Cocoa Products
- Cigarettes
- Cigars
- Commercial Fishing
- Condensed and Evaporated Milk
- Confectionery Products
- Cookies and Crackers
- Cotton
- Cottonseed Oil Mills
- Creamery Butter
- Dairy Farm Products
- Dehydrated Food Products
- Distilled Liquor- Except Brandy
- Dog- Cat- and Other Pet Food
- Feed Grains
- Flavoring Extracts and Syrups- N.E.C.
- Flour and Other Grain Mill Products
- Fluid Milk
- Food Grains
- Food Preparations- N.E.C
- Forest Products
- Forestry Products
- Frozen Fruits- Juices and Vegetables
- Frozen Specialties
- Fruits
- Grass Seeds

Agric. & Food Proc.

Greenhouse and Nursery Products
Hay and Pasture
Hogs- Pigs and Swine
Ice Cream and Frozen Desserts
Landscape and Horticultural Services
Macaroni and Spaghetti
Malt
Malt Beverages
Manufactured Ice
Meat Packing Plants
Miscellaneous Crops
Miscellaneous Livestock
Oil Bearing Crops
Other Meat Animal Products
Pickles- Sauces- and Salad Dressings
Potato Chips & Similar Snacks
Poultry and Eggs
Poultry Processing
Prepared Feeds- N.E.C
Prepared Fresh Or Frozen Fish Or Seafood
Ranch Fed Cattle
Range Fed Cattle
Rice Milling
Roasted Coffee
Salted and Roasted Nuts & Seeds
Sausages and Other Prepared Meats
Sheep- Lambs and Goats
Shortening and Cooking Oils
Soybean Oil Mills
Sugar
Sugar Crops
Tobacco
Tobacco Stemming and Redrying
Tree Nuts
Vegetable Oil Mills- N.E.C
Vegetables
Wet Corn Milling
Wines- Brandy- and Brandy Spirits

Arts, Entertain., Rec.

Amusement and Recreation Services- N.E.C.
Bowling Alleys and Pool Halls
Commercial Sports Except Racing
Membership Sports and Recreation Clubs
Motion Pictures
Other Nonprofit Organizations
Racing and Track Operation
Theatrical Producers- Bands Etc.
Water Transportation

Construction

Maintenance and Repair Oil and Gas Wells
Maintenance and Repair Other Facilities
Maintenance and Repair- Residential
New Farm Structures
New Government Facilities
New Highways and Streets
New Industrial and Commercial Buildings
New Mineral Extraction Facilities
New Residential Structures
New Utility Structures

Finance, Real Estate

Banking
Credit Agencies
Insurance Agents and Brokers
Insurance Carriers
Owner-occupied Dwellings
Real Estate
Security and Commodity Brokers

Government

Commodity Credit Corporation
Federal Electric Utilities
Federal Government - Military
Federal Government - Non-Military
Local Government Passenger Transit
Other Federal Government Enterprises
Other State and Local Govt Enterprises
State & Local Government - Education
State & Local Government - Non-Education
State and Local Electric Utilities
U.S. Postal Service

Misc. Manf.

Includes all utilities, mining and manfacturing industries not elsewhere classified

Misc. Services

Advertising
Beauty and Barber Shops
Computer and Data Processing Services
Detective and Protective Services
Domestic Services
Electrical Repair Service
Equipment Rental and Leasing
Funeral Service and Crematories
Laundry- Cleaning and Shoe Repair
Miscellaneous Personal Services
Miscellaneous Repair Shops
Other Business Services
Personnel Supply Services
Photofinishing- Commercial Photography
Portrait and Photographic Studios
Services To Buildings
Watch- Clock- Jewelry and Furniture Repair

Prof. Services

- Accounting- Auditing and Bookkeeping
- Business Associations
- Child Day Care Services
- Colleges- Universities- Schools
- Doctors and Dentists
- Elementary and Secondary Schools
- Engineering- Architectural Services
- Hospitals
- Job Trainings & Related Services
- Labor and Civic Organizations
- Legal Services
- Management and Consulting Services
- Nursing and Protective Care
- Other Educational Services
- Other Medical and Health Services
- Religious Organizations
- Research- Development & Testing Services
- Residential Care
- Social Services- N.E.C.

Retail Trade

- Apparel & Accessory Stores
- Building Materials & Gardening
- Food Stores
- Furniture & Home Furnishings Stores
- General Merchandise Stores
- Miscellaneous Retail
- Wholesale Trade

Transportation

- Air Transportation
- Arrangement Of Passenger Transportation
- Automobile Parking and Car Wash
- Automobile Rental and Leasing
- Automobile Repair and Services
- Automotive Dealers & Service Stations
- Local- Interurban Passenger Transit
- Motor Freight Transport and Warehousing
- Railroads and Related Services
- Transportation Services