



Arizona Tourism:

A GRAND FUTURE

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THE ARIZONA
GOVERNOR'S
CONFERENCE
ON TOURISM



Research Division

Ralph Coleman, Jr.
Director of Research



Arizona Travel Accolades FY16

- Bisbee named the best historic small town by USA Today
- Tucson designated by United Nations Educational, Scientific and Cultural Organization (UNESCO) as World City of Gastronomy
- Kartchner Caverns in Benson is ranked #1 for the best cave in USA by USA Today
- The Grand Canyon is ranked #1 by US News and World Report:
 - Best Places to Visit, Adventure, Spring and Family Vacations in USA

2015 AZ Travel Industry Performance

42.1 Million
Overnight
Visitors

Up 3.4% YOY

\$21.0 Billion
Direct
Spending

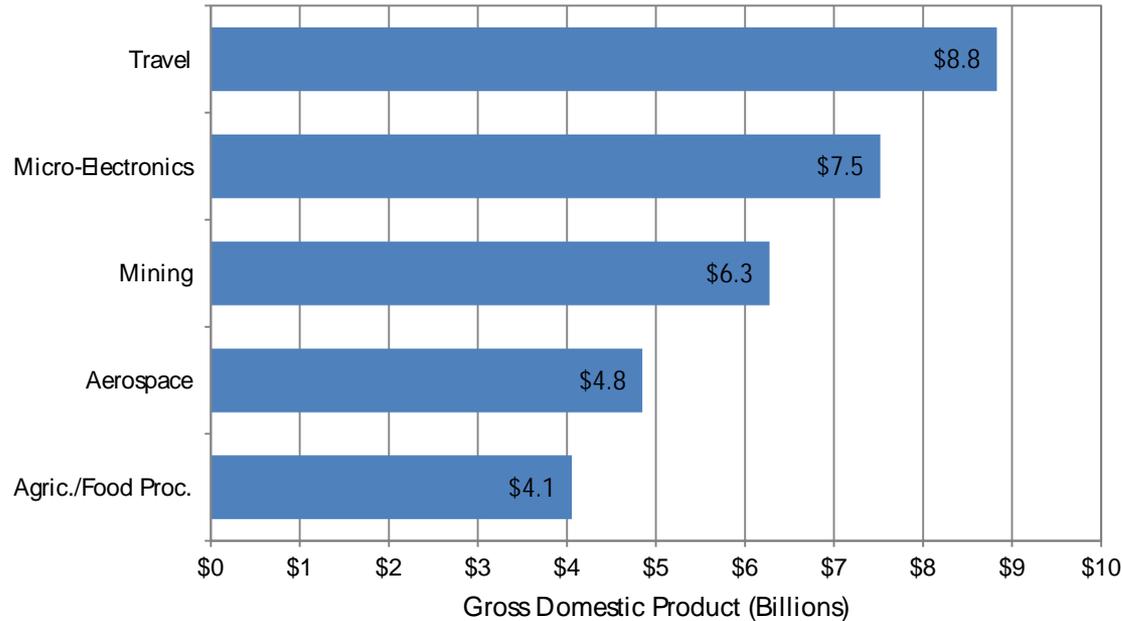
Up 1.3% YOY

2015 AZ Travel Industry Performance

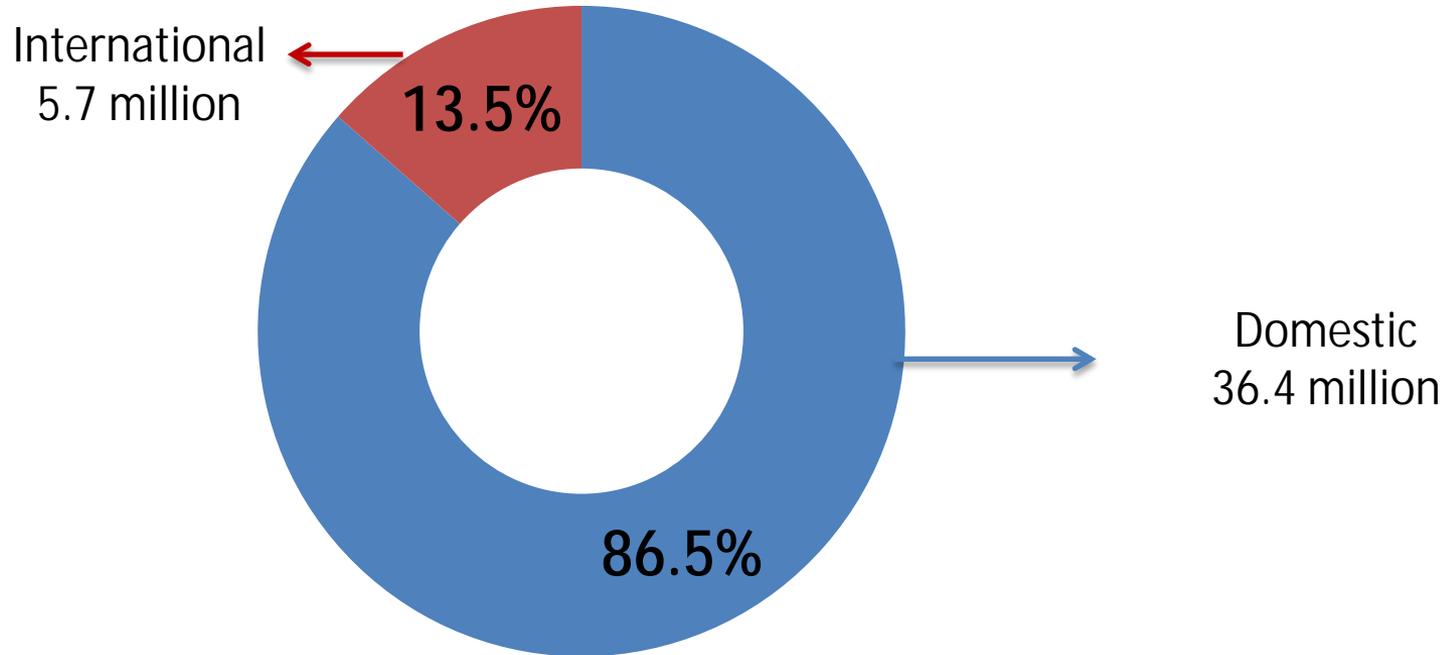
- \$6.2 Billion in Employment Earnings
 - Up 6.7% YOY
- 179,600 industry jobs
 - Up 3.8% YOY
- \$2.9 Billion in federal, state, and local tax revenue
 - Up 6.4% YOY

2015 AZ Gross Domestic Product

2015 GDP of Major Arizona Export Industries



2015 Arizona Visitor Origin



Domestic Overnight Visitors

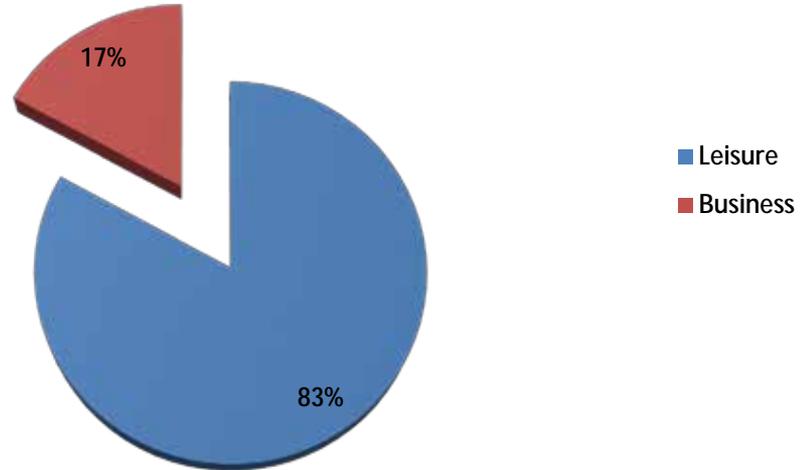
- 36.4 Million Overnight Visitors
 - Up 4.0% YOY
- Visitors from Top Origin States/Regional Impact:

State	Overnight Visitors
Arizona	10.2 Million
California	7.8 Million
Illinois	1.9 Million
Colorado	1.6 Million
Texas	1.6 Million
New York	1.5 Million

Regional	Overnight Visitors
Phoenix & Central	22.1 Million
Tucson & Southern	6.5 Million
Northern	7.3 Million
North Central	5.2 Million
West Coast	4.5 Million

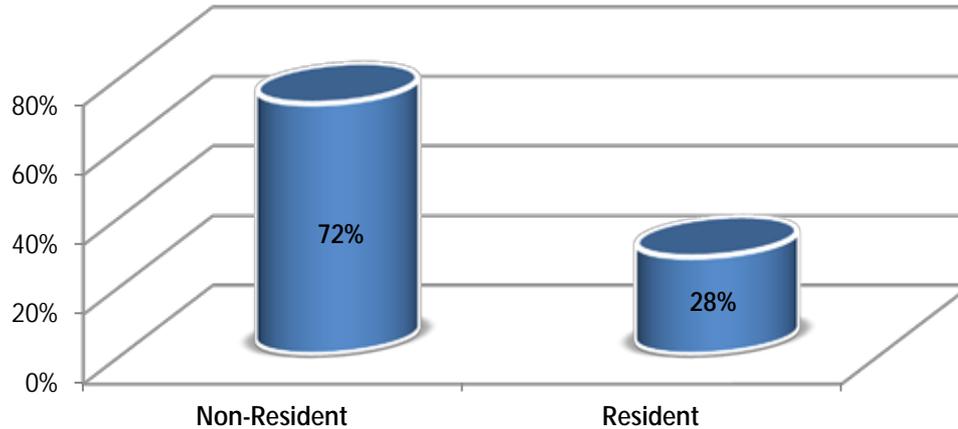
Domestic Overnight Visitor Type

- Leisure Visitors 30.4M
- Business Visitors 6.1M



2015 Domestic Overnight Visitor Type

- Resident 10.2 million
- Nonresident 26.2 million



International Visitors

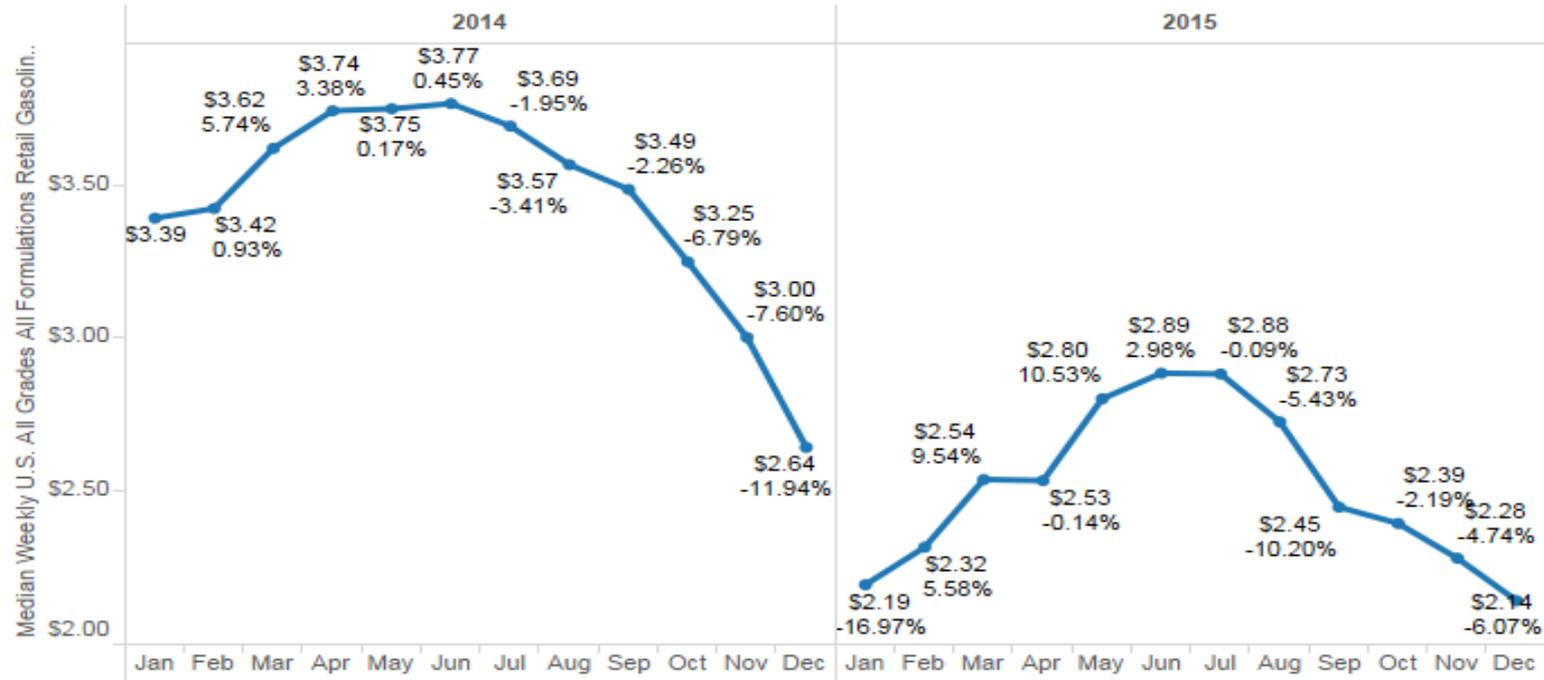
International Overnight Visits to Arizona						
	2010	2011	2012	2013	2014	2015
Mexico	3,310,184	3,158,622	3,373,909	3,635,939	3,854,431	3,790,919
Canada	650,000	703,800	728,000	850,200	896,467	928,051
Germany	116,580	120,000	120,229	119,971	127,705	133,903
United Kingdom	131,107	123,000	117,000	114,186	116,542	117,581
France	97,108	110,000	106,865	105,846	113,385	111,960
China	20,972	25,000	31,000	36,705	52,105	63,911
Korea Republic of	41,701	40,000	44,111	52,725	54,015	61,128
Japan	40,931	45,000	47,015	49,080	51,602	54,803
Australia	40,812	44,000	45,803	43,711	47,535	54,466
Switzerland	35,507	39,000	36,674	34,380	36,554	36,502
Brazil	20,349	23,000	27,001	27,978	30,992	29,649
Other Overseas	276,324	295,000	295,650	296,194	321,878	329,263
Overseas Total	821,391	864,000	871,347	880,777	952,313	993,167
Total International	4,781,575	4,726,422	4,973,256	5,366,916	5,703,210	5,712,138

International Visitors

International Overnight Visits to Arizona					
	2011	2012	2013	2014	2015
Mexico	-4.6%	6.8%	7.8%	6.0%	-1.6%
Canada	8.3%	3.4%	16.8%	5.4%	3.5%
Germany	2.9%	0.2%	-0.2%	6.4%	4.9%
United Kingdom	-6.2%	-4.9%	-2.4%	2.1%	0.9%
France	13.3%	-2.9%	-1.0%	7.1%	-1.3%
China	19.2%	24.0%	18.4%	42.0%	22.7%
Korea Republic of	-4.1%	10.3%	19.5%	2.4%	13.2%
Japan	9.9%	4.5%	4.4%	5.1%	6.2%
Australia	7.8%	4.1%	-4.6%	8.7%	14.6%
Switzerland	9.8%	-6.0%	-6.3%	6.3%	-0.1%
Brazil	13.0%	17.4%	3.6%	10.8%	-4.3%
Other Overseas	6.8%	0.2%	0.2%	8.7%	2.3%
Overseas Total	5.2%	0.9%	1.1%	8.1%	4.3%
Total International	-1.2%	5.2%	7.9%	6.3%	0.2%

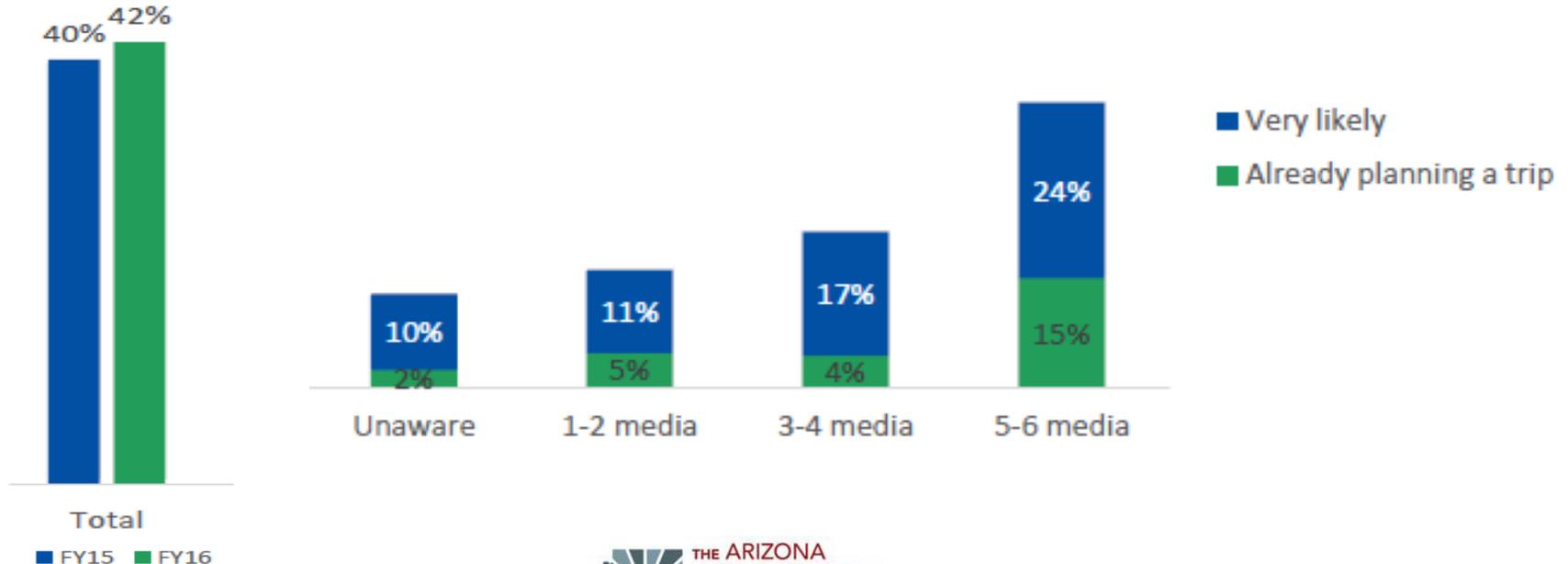
Gasoline Prices Impact

National Gas Price Line Chart



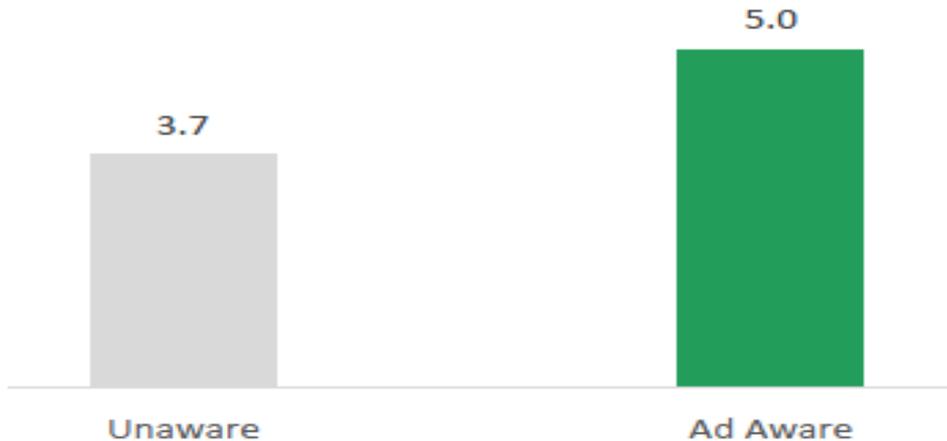
FY16 Advertising Effectiveness

Percentage of
Ad-Aware U.S. Leisure

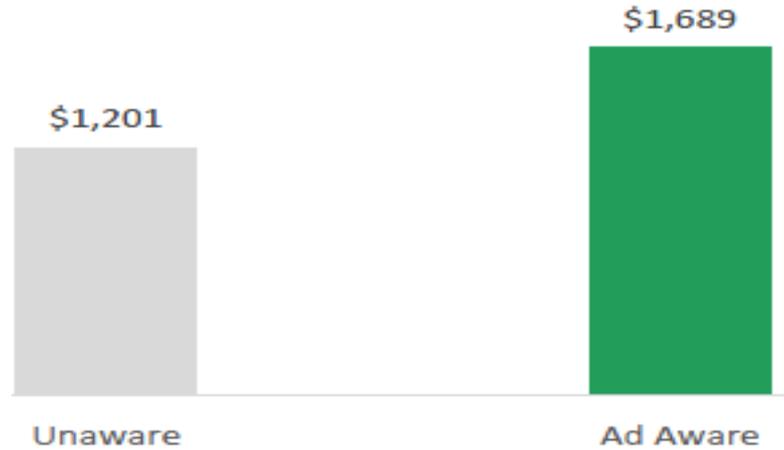


FY16 Advertising Effectiveness

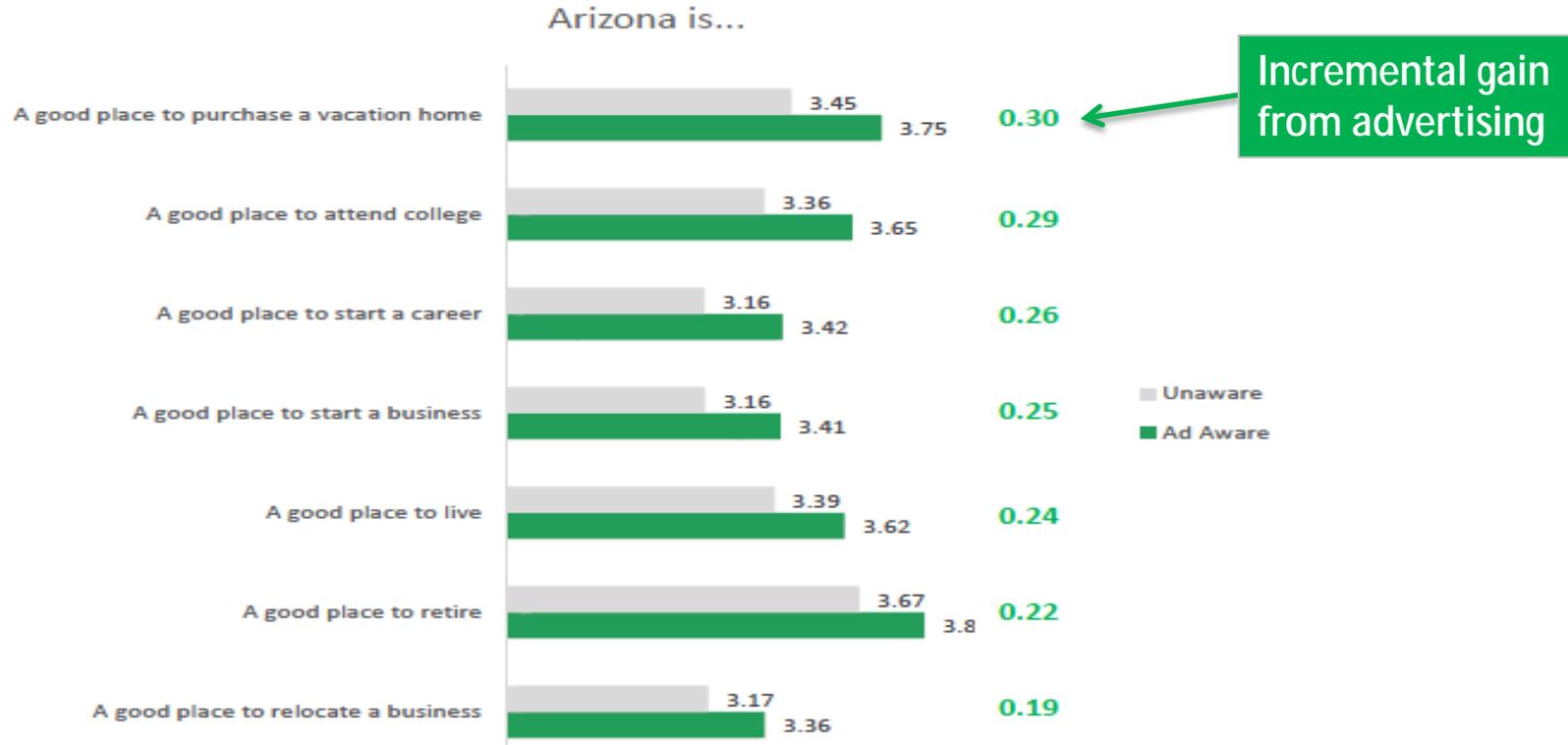
Average Number of Activities on Trip



Average Trip Spending



FY16 Advertising Effectiveness



Phoenix & Central Region Overview

Domestic Visitor Profile

	2015
Domestic	
Phoenix & Central Region Overnight Visitors	22.1M
Non-resident/Resident	83%/17%
Party Size	2.5
Paid Accommodation	57%
Expenditures	\$857
Nights Stayed in Region	5.1
Avg. HH Income	\$73,238
Avg. Age	47

Visitor Spending Patterns

	Spend (\$Millions)	% Change YOY
Accommodations	2,025	13%
Food Service	2,548	7%
Food Stores	394	5%
Local Tran. & Gas	1,239	-8%
Arts, Ent. & Rec.	1,333	4%
Retail Sales	1,486	4%
Visitor Air Tran.	1,618	6%
Destination Spending	10,642	5%

Northern Region Overview

Domestic Visitor Profile

	2015
Domestic Northern Region Overnight Visitors	7.3M
Non-resident/Resident	59%/41%
Party Size	3
Paid Accommodation	66%
Expenditures	\$662
Nights Stayed in Region	3.5
Avg. HH Income	\$67,320
Avg. age	44

Visitor Spending Patterns

	Spend (\$Millions)	% Change YOY
Accommodations	494	13%
Food Service	390	7%
Food Stores	93	5%
Local Tran. & Gas	153	-18%
Arts, Ent. & Rec.	202	5%
Retail Sales	218	4%
Visitor Air Tran.	17	8%
Destination Spending	1,567	5%

Tucson & Southern Region Overview

Domestic Visitor Profile

	2015
Tucson & Southern Region Overnight Visitors	6.5M
Non-resident/Resident	70%/30%
Party Size	2.5
Paid Accommodation	61%
Expenditures	\$740
Nights Stayed in Region	5
Avg. HH Income	\$67,870
Avg. Age	48

Visitor Spending Patterns

	Spend (\$Millions)	% Change YOY
Accommodations	443	7%
Food Service	760	5%
Food Stores	299	-5%
Local Tran. & Gas	358	-12%
Arts, Ent. & Rec.	220	3%
Retail Sales	578	-4%
Visitor Air Tran.	204	1%
Destination Spending	2,862	0%

North Central Region Overview

Domestic Visitor Profile

	2015
Domestic	
Northern Central Region Overnight Visitors	5.2M
Non-resident/Resident	68%/32%
Party Size	2.9
Paid Accommodation	60%
Expenditures	\$871
Nights Stayed in Region	4.3
Avg. HH Income	\$73,770
Avg. Age	46

Visitor Spending Patterns

	Spend (\$Millions)	% Change YOY
Accommodations	192	15%
Food Service	203	6%
Food Stores	72	4%
Local Tran. & Gas	97	-19%
Arts, Ent. & Rec.	289	3%
Retail Sales	121	2%
Visitor Air Tran.	1	-12%
Destination Spending	975	3%

West Coast Region Overview

Domestic Visitor Profile

	2015
Domestic	
West Coast Region Overnight Visitors	4.5M
Non-resident/Resident	80%/20%
Party Size	3
Paid Accommodation	67%
Expenditures	\$512
Nights Stayed in Region	3.5
Avg. HH Income	\$67,700
Avg. Age	40

Visitor Spending Patterns

	Spend (\$Millions)	% Change YOY
Accommodations	148	8%
Food Service	293	3%
Food Stores	135	-2%
Local Tran. & Gas	142	-21%
Arts, Ent. & Rec.	254	2%
Retail Sales	209	-4%
Visitor Air Tran.	15	11%
Destination Spending	1,195	-2%

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