Arizona Travel Impacts
July 16, 2014

Economic Impact

Overnight Visitation

Regional Profiles
Arizona Travel Industry Performance 2013

$19.8 billion direct spending
up 2.7% over 2012

39.1 million overnight visitors
up 2.5% over 2012

Source: Dean Runyan Associates, Tourism Economics
Arizona Travel Impact
2013 Summary

The $19.8 billion direct spending generated...

Source: Dean Runyan Associates
Photo: Yuma, Arizona

$5.4 billion employment earnings
up 1.2% YOY

163,500 industry jobs
up 1.4% YOY

$2.7 billion federal, state and local tax revenue
up 3.5% YOY
2013 Gross Domestic Product, Selected Arizona Export-Oriented Industries

- Travel: $7.7 B
- Micro-Electronics: $7.3 B
- Mining: $6.7 B
- Aerospace: 4.9 B
- Agric./Food Proc.: 4.4 B

Source: Dean Runyan Associates
In 2013, the travel and tourism industry positively impacted all 15 counties generating $19.8 billion in total direct spending.
Direct Travel Spending in Arizona, 2007-2013

<table>
<thead>
<tr>
<th>Year</th>
<th>Direct Travel Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$19.8 B</td>
</tr>
<tr>
<td>2012</td>
<td>$19.3 B</td>
</tr>
<tr>
<td>2011</td>
<td>$18.5 B</td>
</tr>
<tr>
<td>2010</td>
<td>$17.5 B</td>
</tr>
<tr>
<td>2009</td>
<td>$16.4 B</td>
</tr>
<tr>
<td>2008</td>
<td>$18.0 B</td>
</tr>
<tr>
<td>2007</td>
<td>$18.1 B</td>
</tr>
</tbody>
</table>

Source: Tourism Economics

9.3% increase
Total Overnight Visitation to Arizona, 2007-2013

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>33.8</td>
<td>5.3</td>
</tr>
<tr>
<td>2012</td>
<td>33.1</td>
<td>5.0</td>
</tr>
<tr>
<td>2011</td>
<td>32.8</td>
<td>4.7</td>
</tr>
<tr>
<td>2010</td>
<td>31.8</td>
<td>4.8</td>
</tr>
<tr>
<td>2009</td>
<td>30.0</td>
<td>4.8</td>
</tr>
<tr>
<td>2008</td>
<td>32.4</td>
<td>5.0</td>
</tr>
<tr>
<td>2007</td>
<td>33.8</td>
<td>4.9</td>
</tr>
</tbody>
</table>

Source: Tourism Economics

1.1% increase
2013 Total Overnight Visitation to Arizona: 39.1 Million

Source: Tourism Economics

- Domestic: 86.4%
- International: 13.6%

- 33.8 M (Up 1.9%)
- 5.3 M (Up 6.6%)
International Overnight Visitation

2013

Top Countries of Origin

1. Mexico: 3.6 million
2. Canada: 773,260
3. Germany: 119,966
4. United Kingdom: 114,183
5. France: 105,846
6. Korea: 52,725
7. Japan: 48,704
8. Australia: 43,711
9. Switzerland: 34,380
10. China: 34,028
11. Brazil: 27,978

Source: Tourism Economics
Domestic Overnight Visitation 2013

Top States of Origin

1. Arizona: 9.6 million
2. California: 7.1 million
3. Texas: 1.5 million
4. Illinois: 1.2 million
5. New Mexico: 1.0 million

Source: Longwoods International, Tourism Economics
2013 Domestic Overnight Visitation to Arizona: 33.8 Million

Domestic Visitation 2013: Resident vs. Non-Resident
- Resident: 28%
- Non-Resident: 72%

Domestic Visitation 2013: Leisure vs. Business
- Leisure: 83%
- Business: 17%

Source: Tourism Economics
# Arizona Domestic Overnight Visitor Profile 2013

<table>
<thead>
<tr>
<th>Non-resident</th>
<th>Resident</th>
</tr>
</thead>
<tbody>
<tr>
<td>72%</td>
<td>share 28%</td>
</tr>
<tr>
<td>4.5</td>
<td>nights 2.2</td>
</tr>
<tr>
<td>2.9</td>
<td>persons 2.9</td>
</tr>
<tr>
<td>$809</td>
<td>expenditures* $372</td>
</tr>
<tr>
<td>74% paid</td>
<td>accommodations 64% paid</td>
</tr>
<tr>
<td>$71,990</td>
<td>avg HH income $54,600</td>
</tr>
<tr>
<td>43.5 years</td>
<td>average age 44.9 years</td>
</tr>
</tbody>
</table>

* trip expenditures per party, does not include transportation to Arizona

Source: Longwoods, Tourism Economics
## Arizona Domestic Overnight Visitor Profile 2013

<table>
<thead>
<tr>
<th>Leisure</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>83.0%</td>
<td>share 17.0%</td>
</tr>
<tr>
<td>3.8 nights</td>
<td>3.4</td>
</tr>
<tr>
<td>3.0 persons</td>
<td>2.3</td>
</tr>
<tr>
<td>$655 expenditures*</td>
<td>$737</td>
</tr>
<tr>
<td>70% paid</td>
<td>accommodations 88% paid</td>
</tr>
<tr>
<td>$65,790 avg HH income</td>
<td>$78,150</td>
</tr>
<tr>
<td>43.5 years average age</td>
<td>46.3 years</td>
</tr>
</tbody>
</table>

* trip expenditures per party, does not include transportation to Arizona

Source: Longwoods, Tourism Economics
Apache, Coconino, and Navajo Counties

Arizona's Northern Region welcomed 7.1 million domestic visitors, up 22.3% year over year (YOY) who spent $1.5 billion (up 1.3%).

Source: Dean Runyan Associates, Tourism Economics

$404 million employment earnings
up 1.5% YOY

16,300 industry jobs
up 1.1% YOY

$129 million state and local tax revenue
down 3.8% YOY

Photo: Havasu Falls
North Central Region

Gila and Yavapai Counties
Arizona's North Central Region welcomed 5.7 million domestic visitors, up 27.4% year over year (YOY) who spent $992 million (up 1.8%).

Source: Dean Runyan Associates, Tourism Economics

$239 million employment earnings
up 3.1% YOY

10,300 industry jobs
down 0.7% YOY

$76 million state and local tax revenue
down 1.7% YOY
Maricopa and Pinal Counties
Arizona's Phoenix and Central Region welcomed 17.6 million domestic visitors, up 5.2% year over year (YOY) who spent $12.6 billion (up 4.4%).

Source: Dean Runyan Associates, Tourism Economics
Photo: Musical Instrument Museum

$3.7 billion employment earnings
up 1.7% YOY

94,300 industry jobs
up 2.4% YOY

$996 million state and local tax revenue
up 0.6% YOY
Cochise, Graham, Greenlee, Pima, and Santa Cruz Counties

In 2013, Arizona's Tucson and Southern Region welcomed 6.4 million domestic visitors, down 8.2% year over year (YOY) who spent $3.4 billion (down 1.2%).

Source: Dean Runyan Associates, Tourism Economics

Photo: Elgin, Arizona

$722 million employment earnings
down 2.4% YOY

29,500 industry jobs
down 0.4% YOY

$270 million state and local tax revenue
down 2.9% YOY
West Coast Region
2013

La Paz, Mohave, and Yuma Counties
Arizona's West Coast Region welcomed 4.4 million domestic visitors, up 4.4% year over year (YOY) who spent $1.3 billion (0% change).

Source: Dean Runyan Associates, Tourism Economics

$302 million employment earnings
up 1.6% YOY

13,100 industry jobs
up 0.2% YOY

$106 million state and local tax revenue
down 3.0% YOY

Photo: Yuma, Arizona
ARIZONA OFFICE OF TOURISM
INDICATORS: YEAR-TO-DATE

Lodging Travel Indicators

Occupancy: 66.4% through May
  Up 5.3% compared to 2013

RevPAR: $76.85 through May
  Up 9.6% compared to 2013

ADR: $115.71 through May
  Up 4.1% compared to 2013

Average search to stay for July travel: 77 days

Parks Visitation

525,657 National Parks Visitors through January
  Up 7.7% compared to 2013

705,443 State Parks Visitors through March
  Up 9.4% compared to 2013

Sources: NAI, NSIGHT, STR - As of 7/14/14  www.AZOT.gov
Arizona Travel Spending Market Share

Share of Travel Spending in Arizona, 2007-2013

Source: Dean Runyan Associates
Arizona Travel Market Share Compared to U.S.

Arizona's market share between 2007-2013 has resulted in a cumulative loss in travel and tourism spending of $1.2 billion.

Source: Dean Runyan Associates

$325 million cumulative loss in potential employment earnings

10,000 cumulative loss in potential industry jobs

$160 million cumulative loss in potential federal, state and local tax revenue

Photo: Goldwater Lake in Prescott, Arizona
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