

# Arizona North Central

## REGIONAL PROFILE

Compiled by AOT Research

### Economic Impact

#### Economic Impact, 2012

**\$ Direct travel spending**  
\$981.2 Million in the region

**Travel and tourism jobs**  
11,080 jobs in the region

#### State Parks Visitation, 2013

- Dead Horse Ranch SP welcomed 39% of Arizona State Parks visitors in the region during 2013, which was 139,849 out of a total 356,400.
- Five of the 28 State Parks are located in the North Central region and represented 16.0% of total visitation to Arizona National Parks in 2013.

### Parks

### Lodging

#### North Central Region Lodging, 2013

- 115 properties, which is 10.2% of the Arizona total
- 6,146 rooms, which is 5.6% of the Arizona total
- In 2013, Gila County had an occupancy percentage of 52.8%, ADR of \$71.33, and RevPAR of \$37.64.
- In 2013, Yavapai County had an occupancy percentage of 58.2%, ADR of \$126.74, and RevPAR of \$73.73.

#### National Parks Visitation, 2013

- Montezuma Castle NM welcomed 75% of National Parks visitors in the region during 2013, which was 389,091 out of a total 514,469.
- Three of the 21 National Parks are located in the North Central region and represented 4.3% of total visitation to Arizona National Parks in 2013.

Updated 4/23/14. Sources: National Parks Service, NAU, and State Parks.  
Occ % - Occupancy Percent; ADR - Average Daily Rate; RevPAR - Revenue per Available Room

\* The North Central Region is comprised of Gila and Yavapai counties.  
Effective January 1, 2014 Graham and Greenlee counties became part of the Tucson and Southern Region