



Tourism Indicator Definitions

VISITATION TERMS:

Visitor Volume - An estimate of the total number of domestic and international overnight visitors to Arizona.

Overnight Visitor - A person who travels 50+ miles outside their home area and stays overnight for fewer than 30 nights.

Resident Visitor - In AOT's data, a resident visitor is an Arizona resident who traveled 50+ miles outside their home area and stayed overnight.

Nonresident Visitor - A resident of another state or country who travels to Arizona and stays overnight.

DMA (Designated Market Area) - A geographic area defined by The Nielsen Company that represents television markets. In AOT's data, DMAs are used to define visitor origin markets.

ECONOMIC IMPACT TERMS:

Direct Spending - Money spent by visitors on lodging, food services, recreation, transportation and retail businesses (goods and services) in Arizona. Estimated by Dean Runyan Associates using their Regional Travel Impact Model (RTIM).

Jobs - Employment generated directly by visitor spending. Includes employment in accommodations, food services, arts, entertainment, recreation, transportation, and retail, among others industries. Includes full- and part- time employment of payroll employees and proprietors.

Earnings - Includes wages and salaries generated by travel-related jobs, earned benefits and proprietor income. Only includes the earnings attributable to travel expenditures.

Tax Revenue - Local, state, and federal tax receipts from visitors (i.e. lodging taxes, sales taxes, auto rental and motor fuel taxes, airport passenger facility charges). Also includes the payroll and income taxes attributable to the travel industry income of employees and businesses.

Indirect impacts - The employment and earnings associated with industries that supply goods and services to the businesses that receive money directly from travelers throughout the state. A secondary impact of travel.

Induced impacts - The employment and earnings that results 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. A secondary impact of travel.

TOURISM INDICATOR TERMS:

Airport Passenger Volume - The number of passengers boarding and disembarking aircraft (enplanements and deplanements) at commercial service airports. Includes revenue and non-revenue generated passengers. All scheduled service is reported; charter passengers are reported for those airports that provide it.

Gross Sales and Tourism Taxes

Gross Sales - The total of all sales transactions reported in a given time period for four economic sectors - Lodging, Restaurant/Bar, Retail and Amusement - as reported by Arizona Department of Revenue.

Tourism Taxes - An estimate of state tax collections for four economic sectors that are generated by travelers to Arizona (Lodging, Restaurant/Bar, Retail and Amusement). Calculated by Northern Arizona University's Arizona Hospitality Research & Resource Center by multiplying gross sales and state tax percentages.

Bed Tax - Transient lodging tax rates (bed, city, county, and state tax) by community.

Restaurant and Bar Tax - City, county, and state restaurant and bar tax rates by community.

Lodging Performance

Occ (Occupancy) - Lodging performance measure calculated by dividing the number of rooms sold by rooms available. Percentage of available rooms sold during a specified time period.

ADR (Average Daily Rate) - Lodging performance measure calculated by dividing room revenue by rooms sold. A measure of the average rate paid for rooms sold.

RevPAR (Revenue per Available Room) - Lodging performance measure calculated by dividing total room revenue by the total number of available rooms.

National Park Visitation - Measures recreation visits which are defined by NPS as “The entry of a person onto lands or waters administered by the NPS except for non-reportable and non-recreation visits. The applicable rule is that one entrance per individual per day is countable.”

State Park Visitation - Measures the number of people entering a state park during a given time period.

ARIZONA REGIONS:

North Central Region - comprises Gila and Yavapai Counties.

Northern Region - comprises Apache, Coconino and Navajo Counties.

Phoenix & Central Region - comprises Maricopa and Pinal Counties.

Tucson & Southern Region - comprises Cochise, Graham, Greenlee, Pima and Santa Cruz Counties.

West Coast Region - comprises La Paz, Mohave and Yuma Counties.