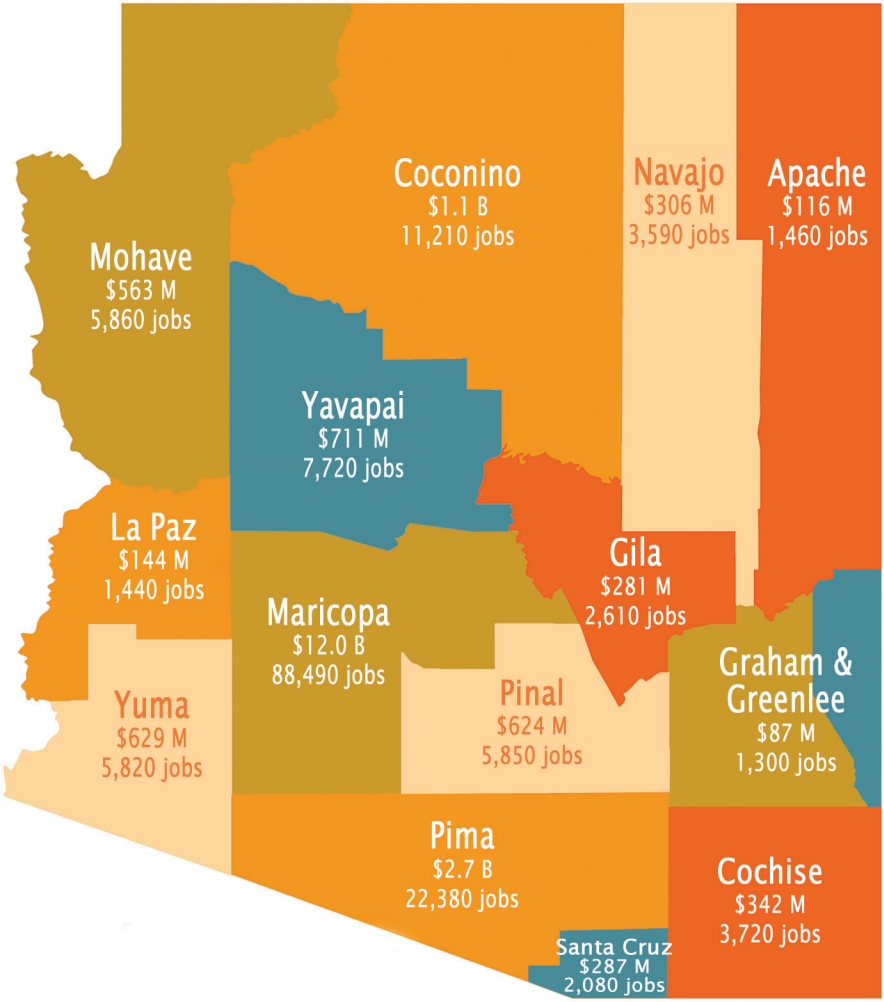
ARIZONA
OFFICE OF TOURISM

2014 Edition

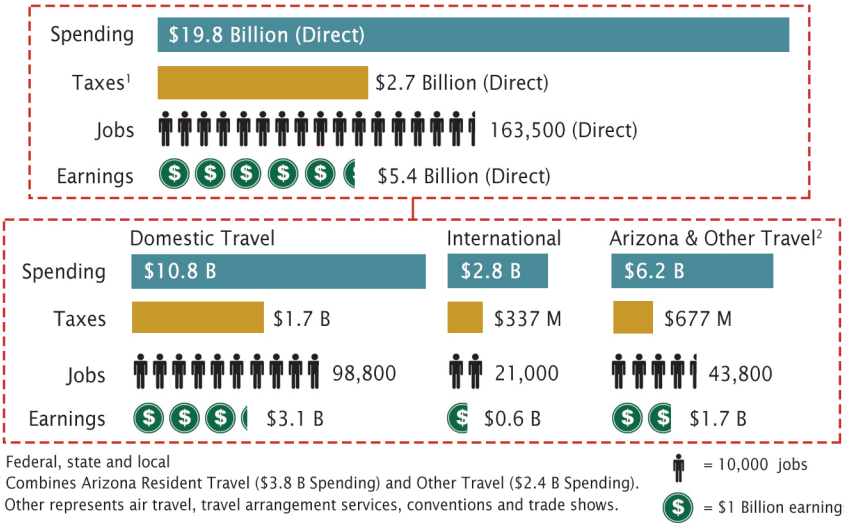
Travel and Tourism Works for Arizona



The travel and tourism industry positively impacts all 15 counties generating **$19.8 Billion** in total direct travel spending

Arizona Travel Impact & Benefits

Arizona Travel Industry Impact



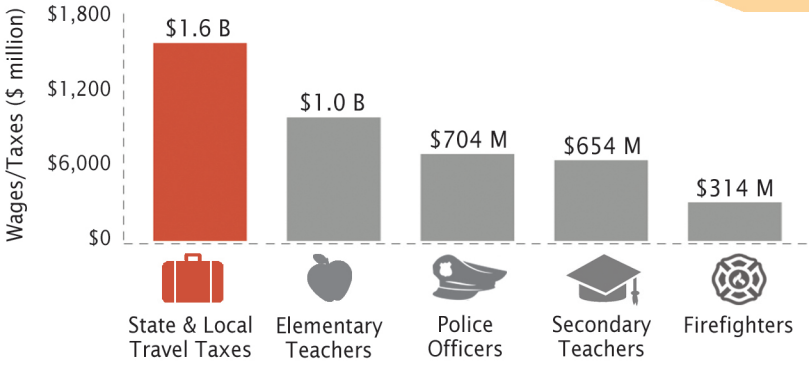
[1] Federal, state and local
[2] Combines Arizona Resident Travel ($3.8 B Spending) and Other Travel ($2.4 B Spending). Other represents air travel, travel arrangement services, conventions and trade shows.

= 10,000 jobs
= $1 Billion earnings

Arizona Travel Taxes Impact

Direct visitor spending generated $2.7 billion in local, state and federal tax revenues, representing a $1,100 tax break per Arizona household.

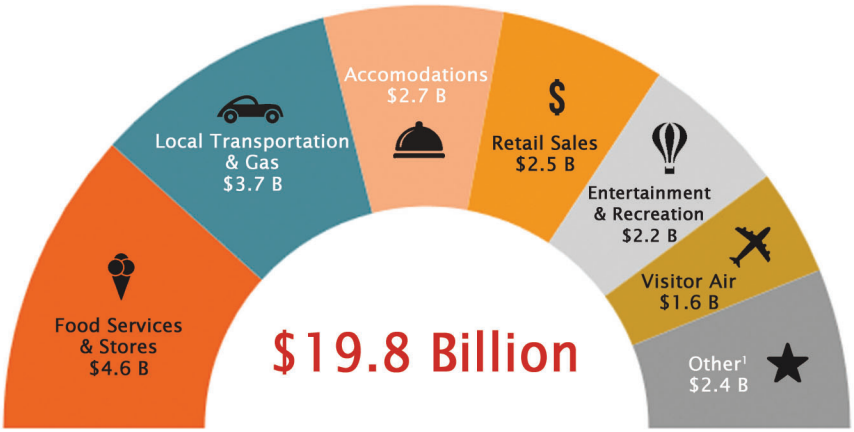
Local and state travel taxes generated $1.6 billion, which is nearly enough to cover the wages of all police officers, secondary school teachers and firefighters in the entire state.



Travel Taxes Finance Essential Public Services

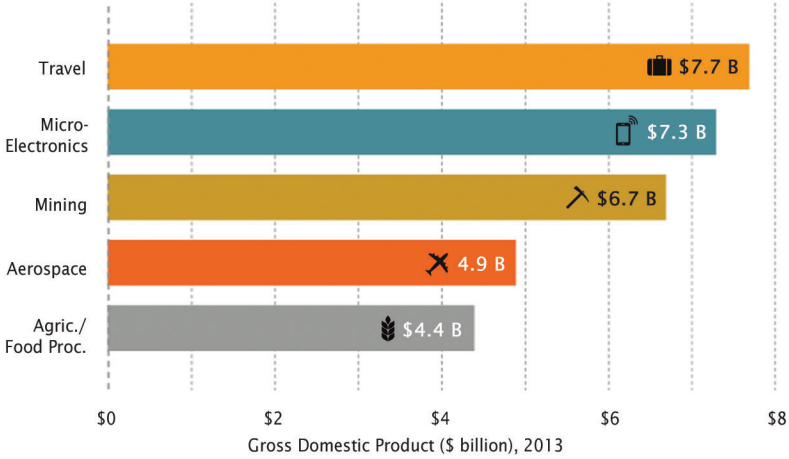
Arizona Travel Impact & Benefits

Direct Visitor Spending



[1] Other represents resident air travel, travel arrangement services, conventions and trade shows.

Gross Domestic Product in Leading Arizona Export-Oriented Industries



Gross Domestic Product (GDP) represents an industry's value to the economy. When compared to other top export-oriented industries in Arizona, the travel and tourism industry consistently ranks first or second in GDP output year over year. This consistent performance provides a vital stabilizing effect on Arizona's economy.

Arizona Visitor Profile

39.1 Million Overnight Visitors

Domestic: 33.8 million overnight visitors, of which, 24.2 million are non-resident visitors.

>The average non-resident visitor stays

4.5 nights

>The average non-resident party size is

2.9 persons

>The average non-resident spends

$809 per party/trip*

International: 5.3 million overnight visitors, of which, 890,000 travel from overseas.

>The average overseas visitor stays

4.7 nights

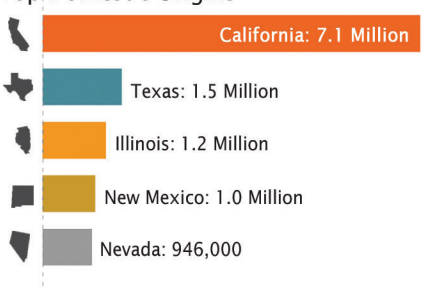
>The average overseas party size is

4.0 persons

>The average overseas visitor spends

$3,872 per party/trip*

Top Domestic Origins



Top International Origins

Sources: Dean Runyan Associates (2013), Tourism Economics (2013), Longwoods International (2013), Bureau of Labor Statistics (2013), University of Arizona Study on Mexico Visitors to Arizona (2007-08), National Travel & Tourism Office – U.S. Department of Commerce (2013) & Statistics Canada (2012).
* excluding transportation to destination

The Arizona Office of Tourism works to enhance the state's economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development. For information regarding the agency's programs, contact the Public Information Officer at 602-364-3724.

tourism.az.gov VisitArizona.com