



ARIZONA  
OFFICE OF TOURISM

# Industry Impact

## Northern Arizona

DIRECT TRAVEL SPENDING  
GENERATED IN 2018



**\$ 24**  
**BILLION**



OVERNIGHT VISITS IN 2018



**45.5**  
**MILLION**

DIRECT TRAVEL SPENDING  
GENERATED IN 2018



**\$3.3**  
**BILLION**

# 2018 Year-End Impact

Northern and North Central Regions

**\$3.3  
Billion**

Total Direct  
Spending



7.7%

**32,140  
Jobs**

Generated by Travel  
Spending



2.4%

**\$936  
Million**

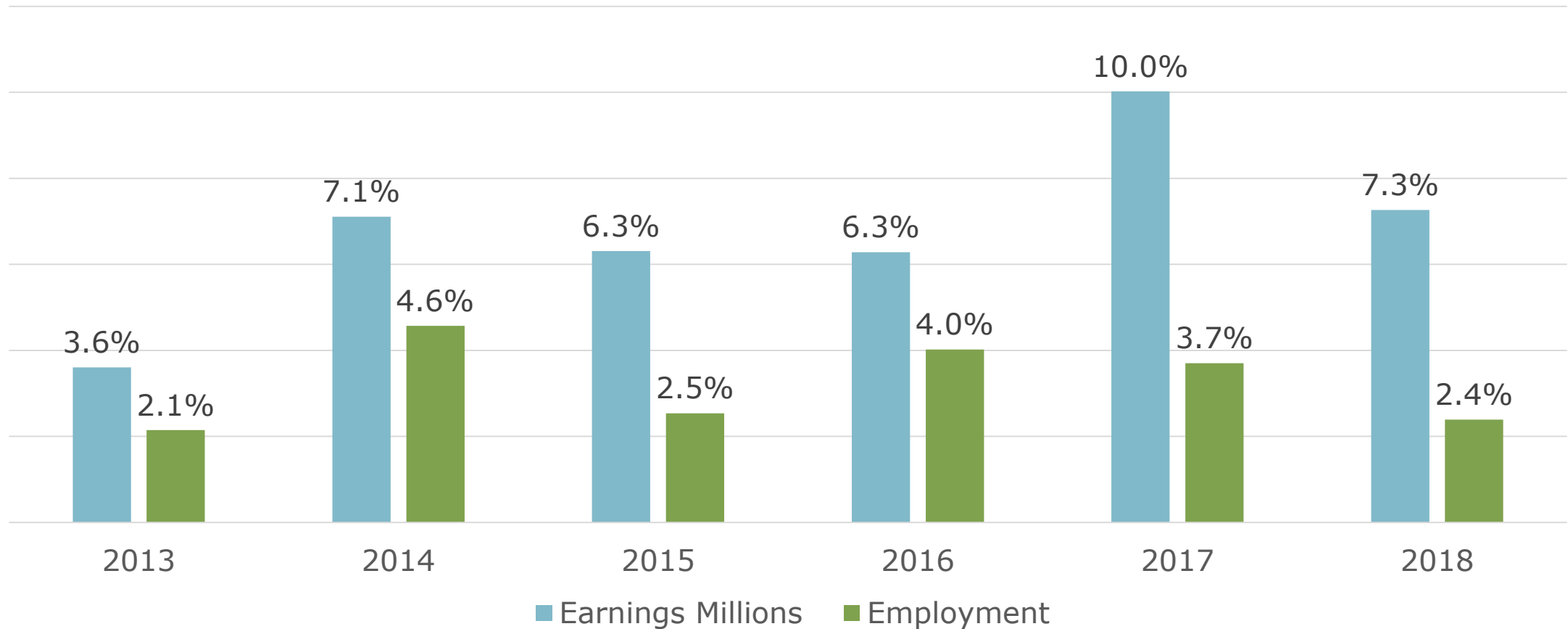
Industry Earnings



7.3%

# Earnings and Jobs Growth

## Northern and North Central Regions



Source: Dean Runyan Associates, 2018p

# Visitor Spending

## Northern and North Central Regions

Accommodations

\$914  
Million

Arts, Entertainment,  
Recreation

\$570  
Million

Food Service

\$754  
Million

Local Transportation

\$291  
Million

Retail

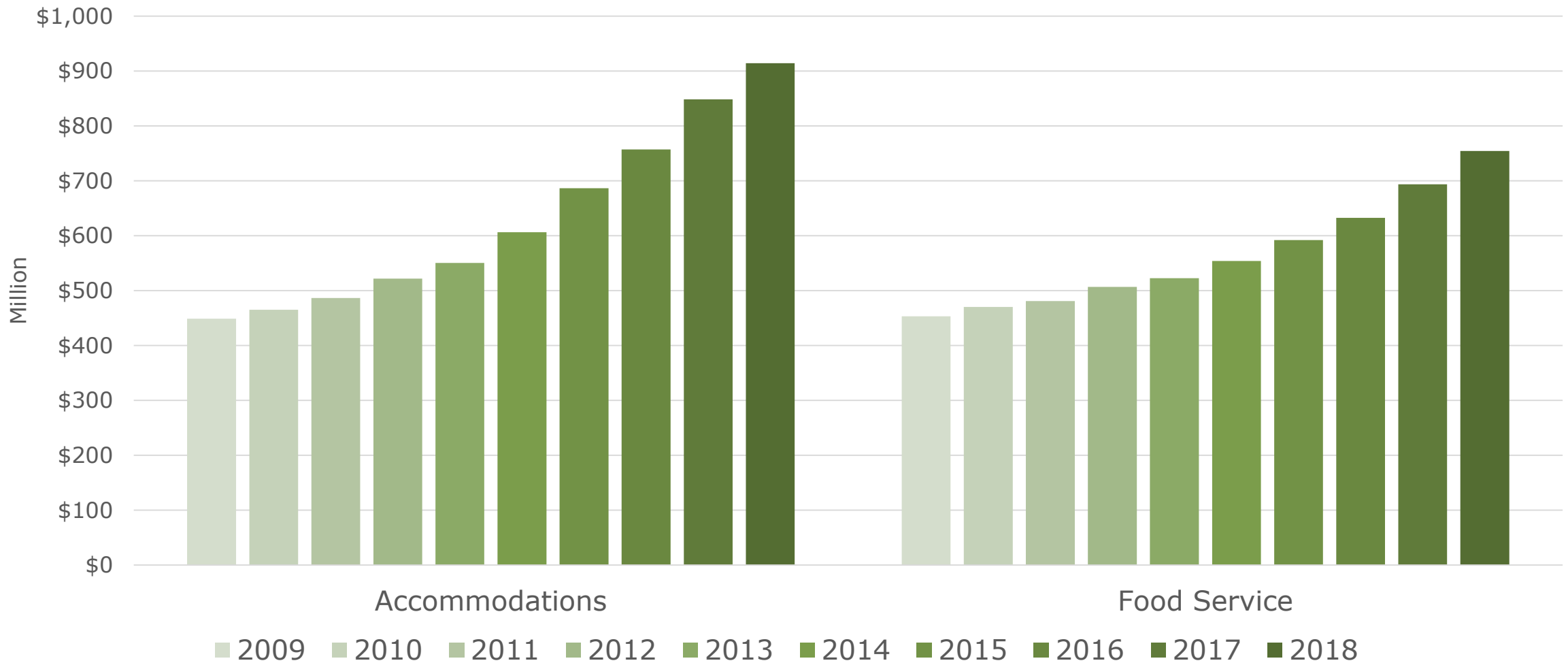
\$384  
Million

Visitor Air  
Transportation

\$13  
Million

# Visitor Spending by Commodity

Northern and North Central Regions



Source: Dean Runyan Associates, 2018p



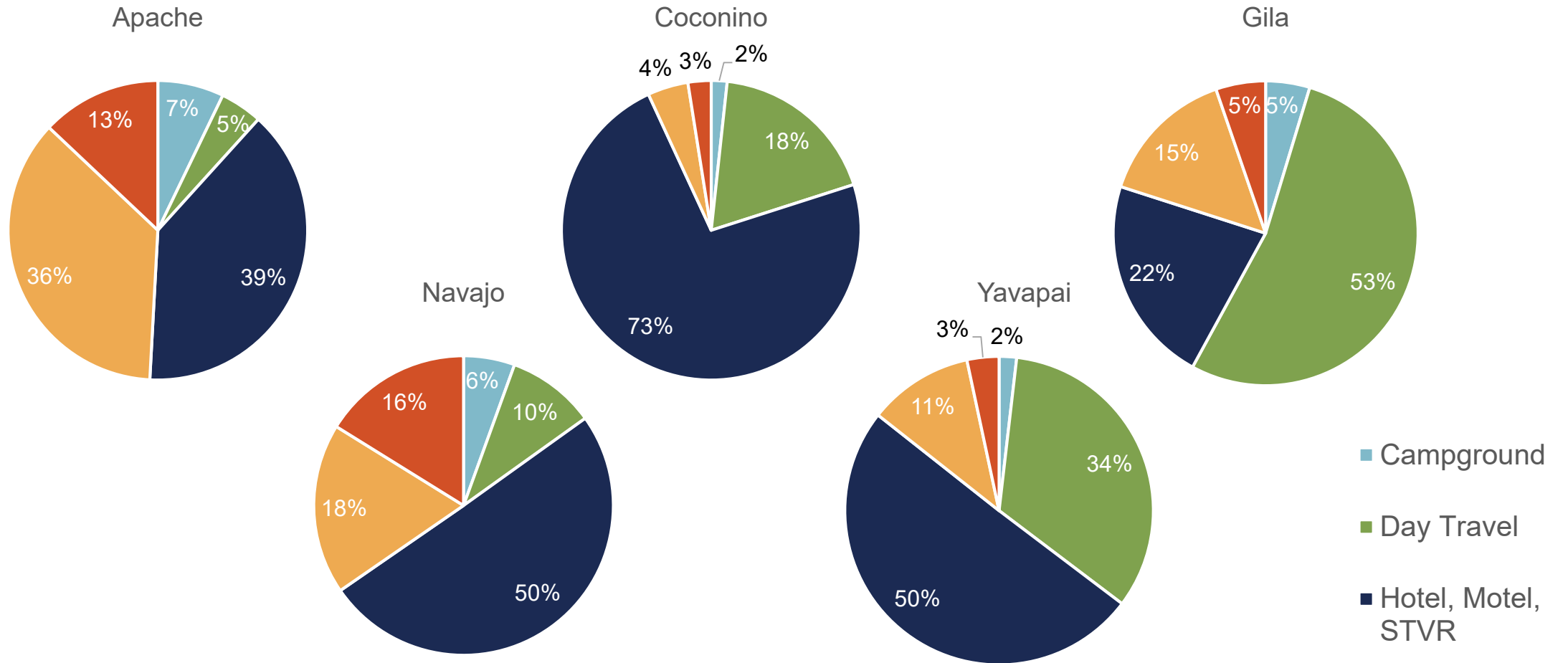
# Visitor Spending by Commodity

Northern and North Central Regions



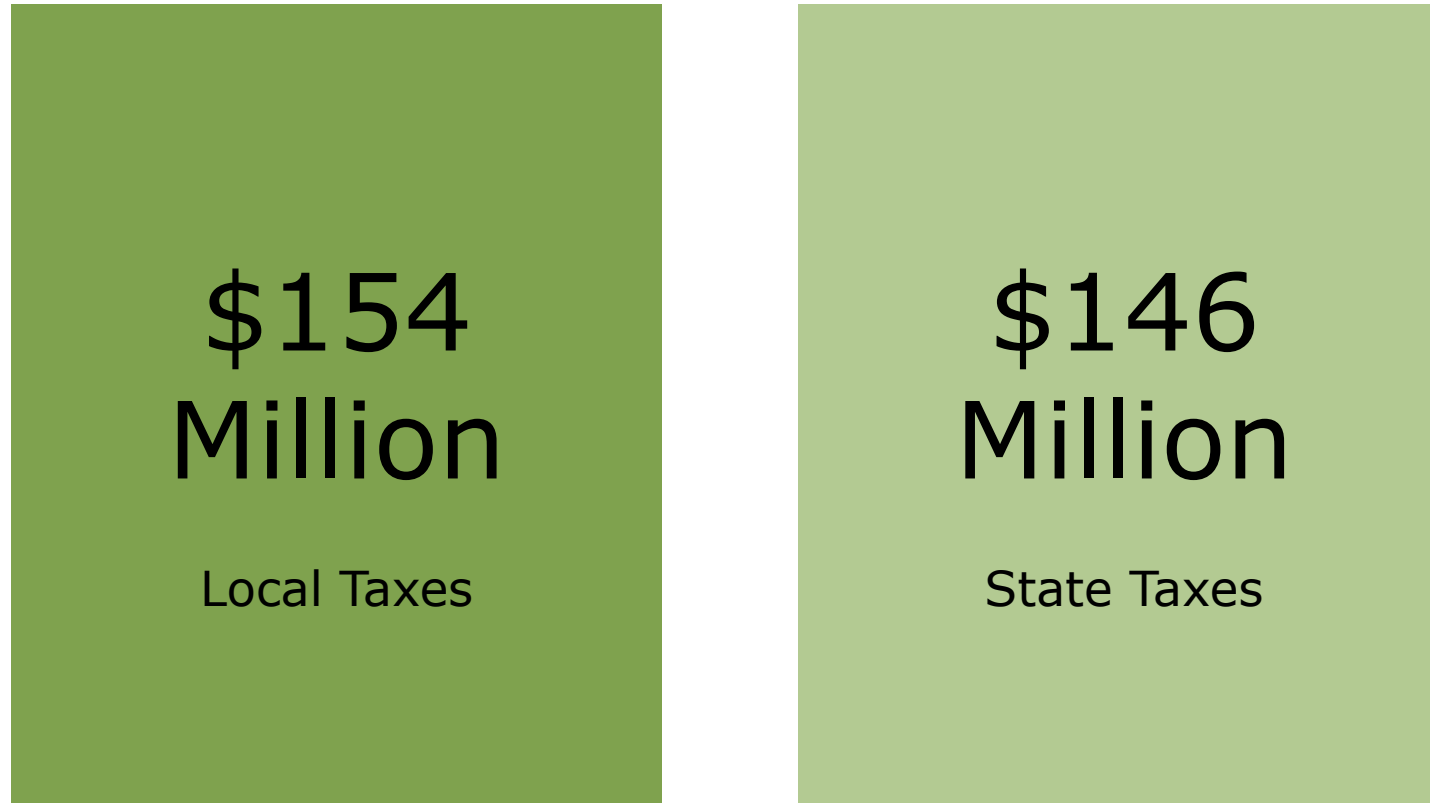
Source: Dean Runyan Associates, 2018p

# Spending by Accommodation Type



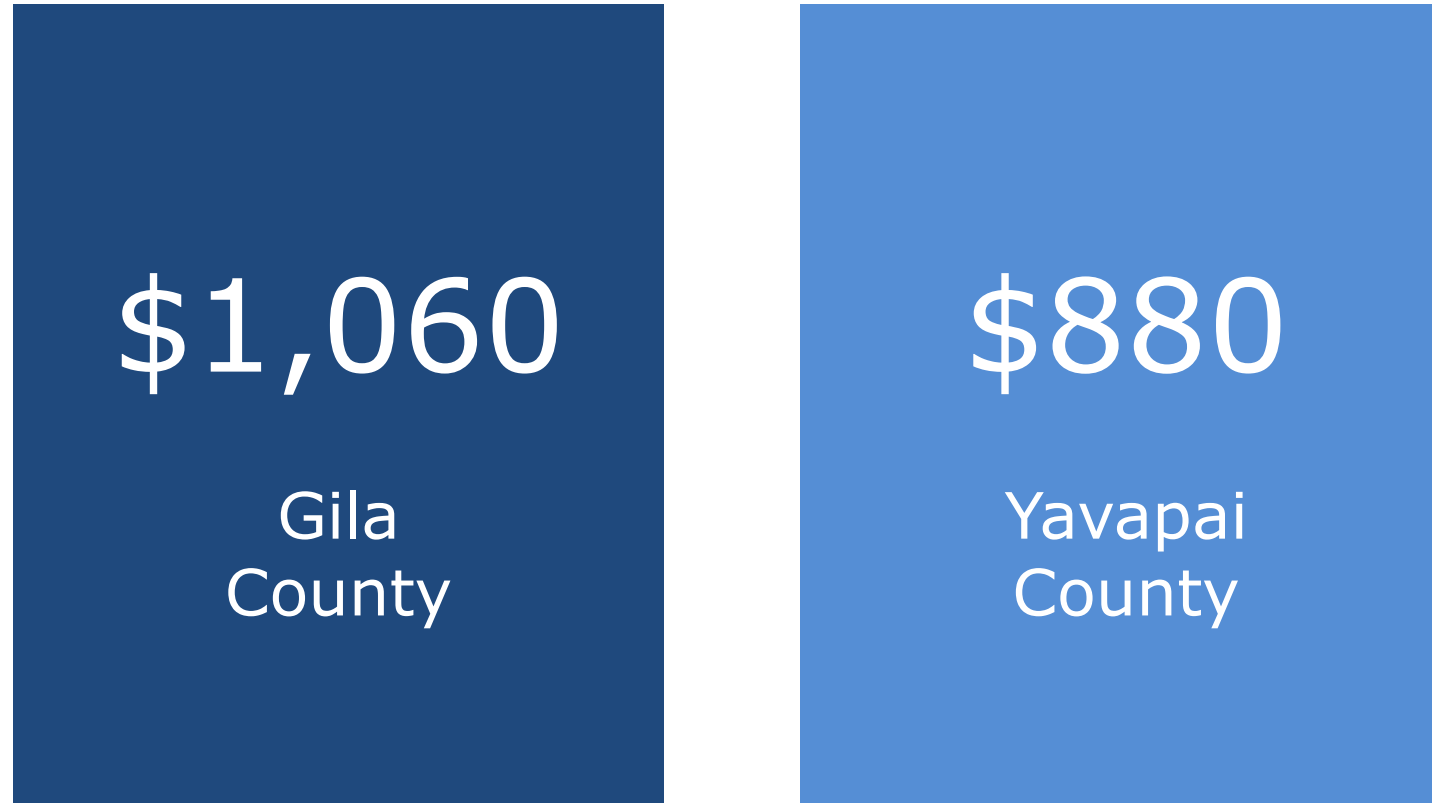
# Taxes Generated by Visitor Spending

Northern and North Central Regions



# Taxes Generated per Household

## North Central Region



# Taxes Generated per Household

## Northern Region

\$440

Apache  
County

\$2,970

Coconino  
County

\$860

Navajo  
County

# Economic Impact

Arizona's warm weather and magnificent natural beauty made tourism the number one export industry in Arizona in 2018. 45.5 million people visited Arizona in 2018 who collectively spent \$24.4 billion in the state. The money spent by visitors supports jobs and generates tax revenue. The \$3.63 billion in 2018 tax revenue equals an annual tax savings of \$1,360 for every Arizona household and supported 192,300 industry jobs.

Overnight Visitation

**45.5 million**

Total Overnight Visitation, 2018

Visitor Spending

**\$24.4 billion**

Direct Travel Spending, 2018

Taxes

**\$3.63 billion**

Total Tax Revenue, 2018

Jobs

**192 thousand**

Total Generated Employment, 2018



## Arizona Travel Impacts 2000-2018

Arizona Office of Tourism commissions an annual study to examine the economic impact of the travel industry in the state and presents the updated data at the annual [Governor's Conference on Tourism](#). The following reports detail the impact of the travel industry to the state and each of its five regions and fifteen counties. The second report presents the same information by legislative district.

[Arizona Travel Impacts 2000-2018](#)

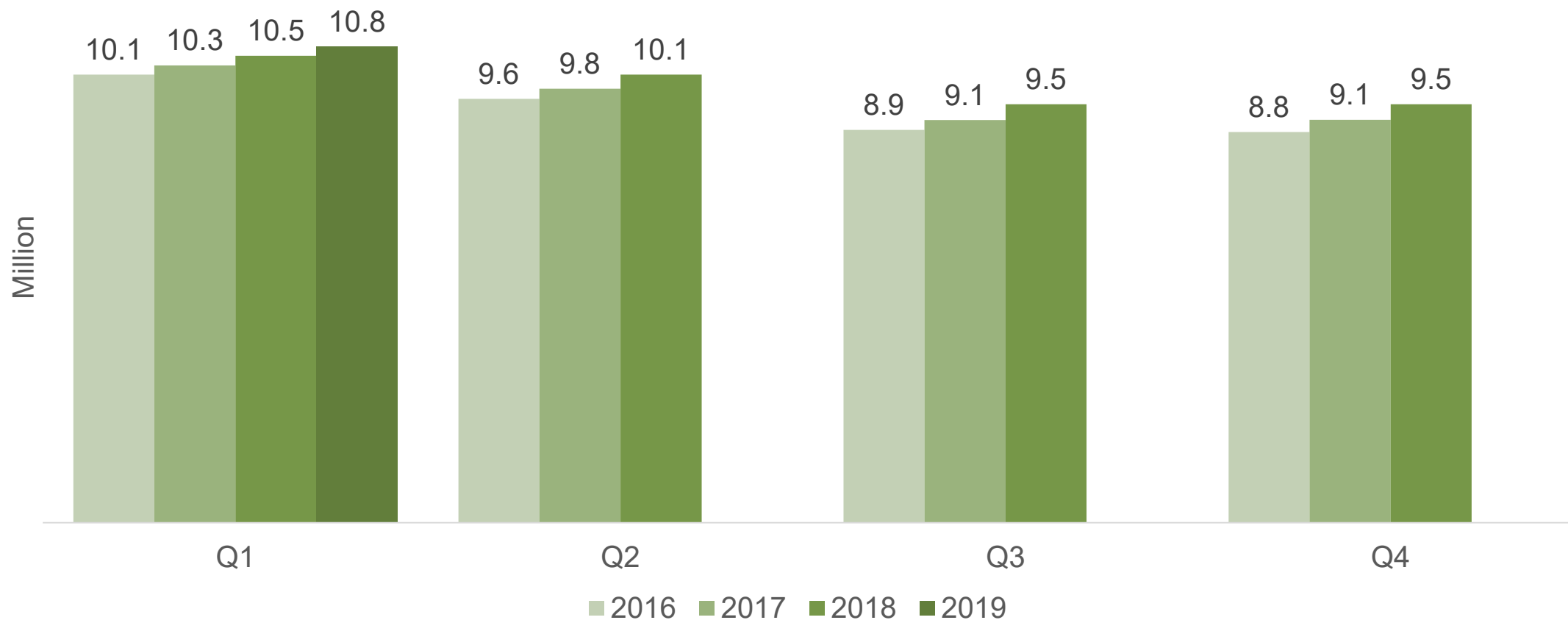
[Arizona Travel Impacts by Legislative District 2000-2018](#)

[www.tourism.az.gov/economic-impact/](http://www.tourism.az.gov/economic-impact/)

A scenic landscape featuring a large body of water, likely a reservoir or lake, surrounded by rugged, rocky terrain. The sky is dark and stormy, with a prominent lightning bolt striking down from the clouds. The foreground is dominated by large, smooth, rounded boulders. The overall mood is dramatic and powerful.

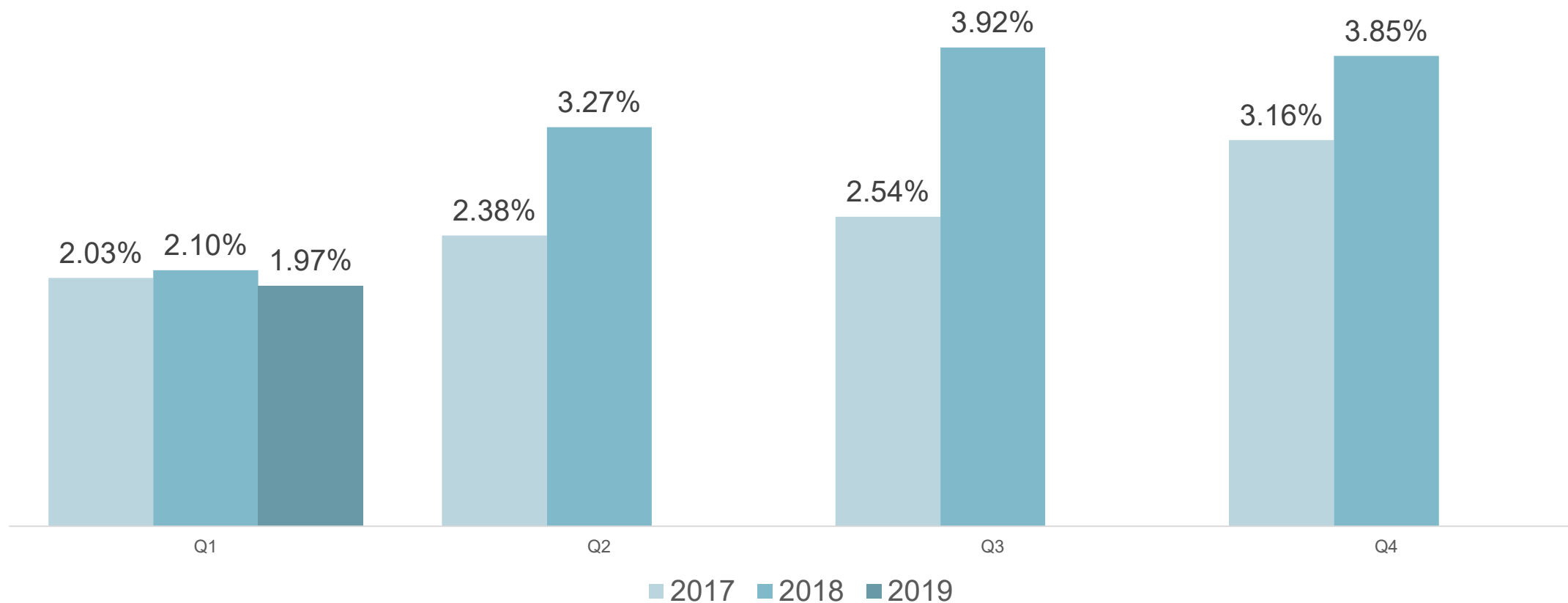
Looking Forward

# Statewide Domestic Overnight Visitation

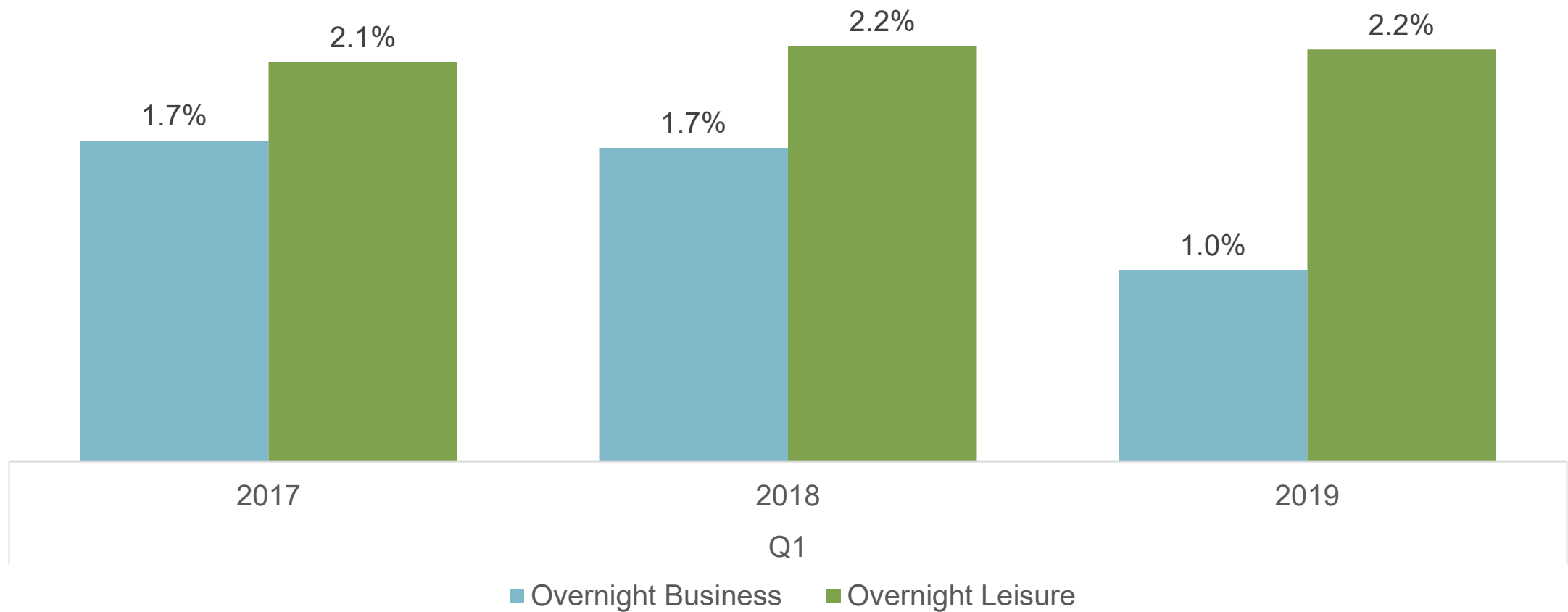




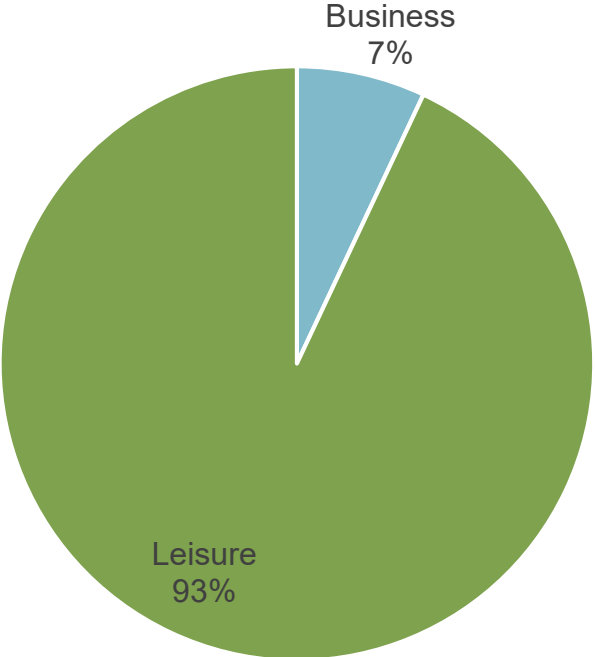
# YOY Domestic Visitation Growth



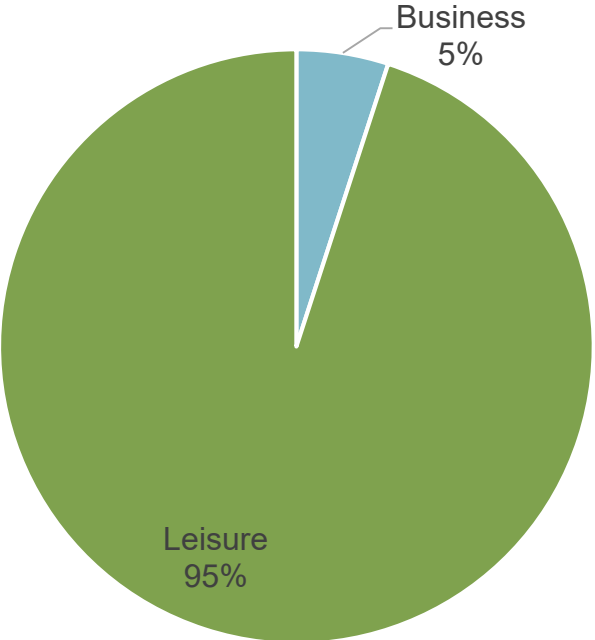
# Business vs. Leisure Growth



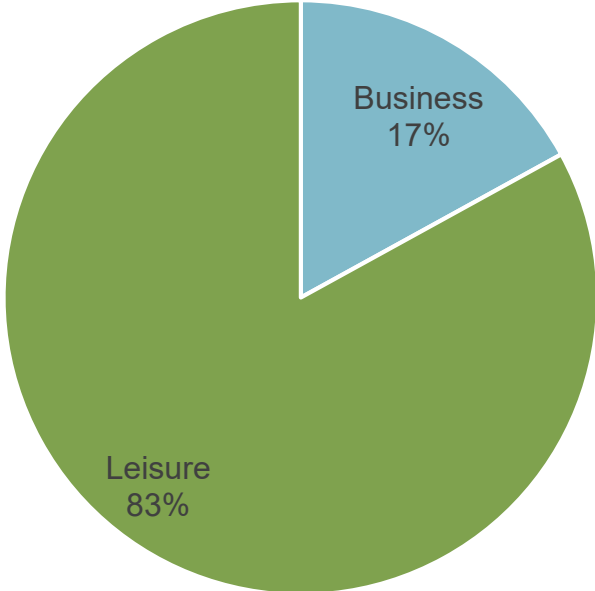
Northern



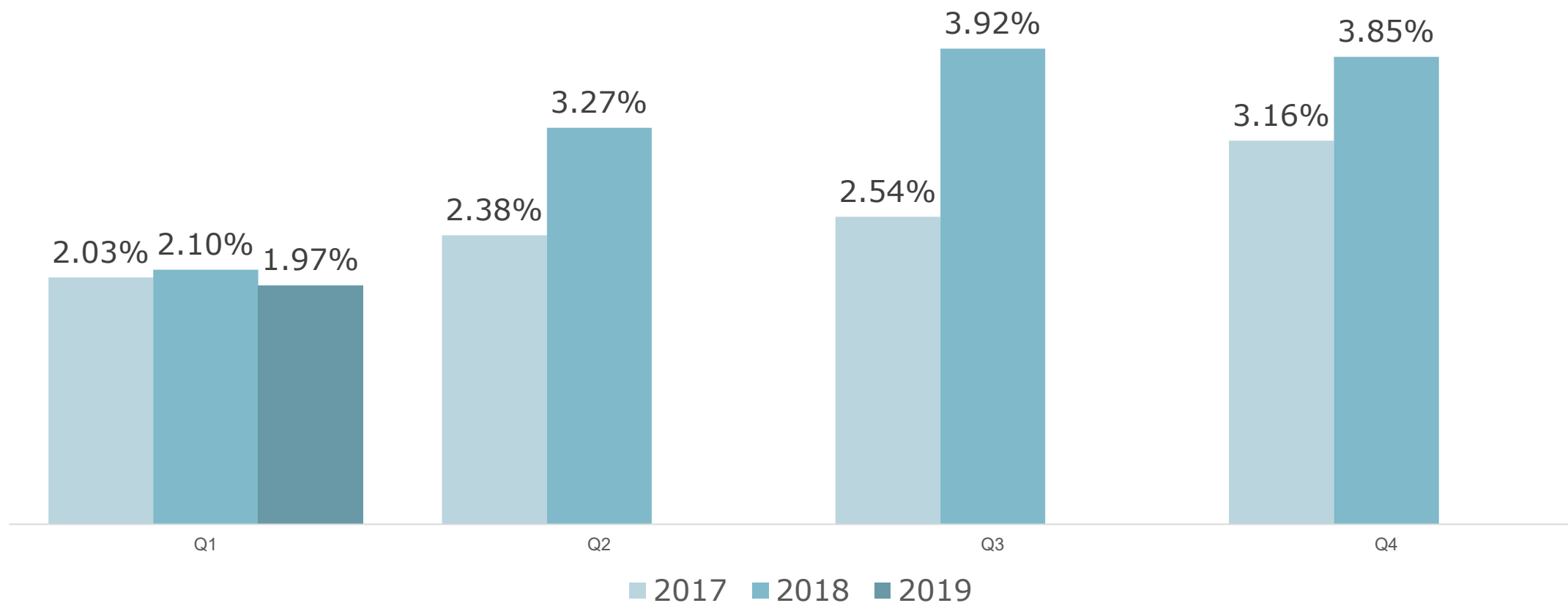
North Central



Arizona



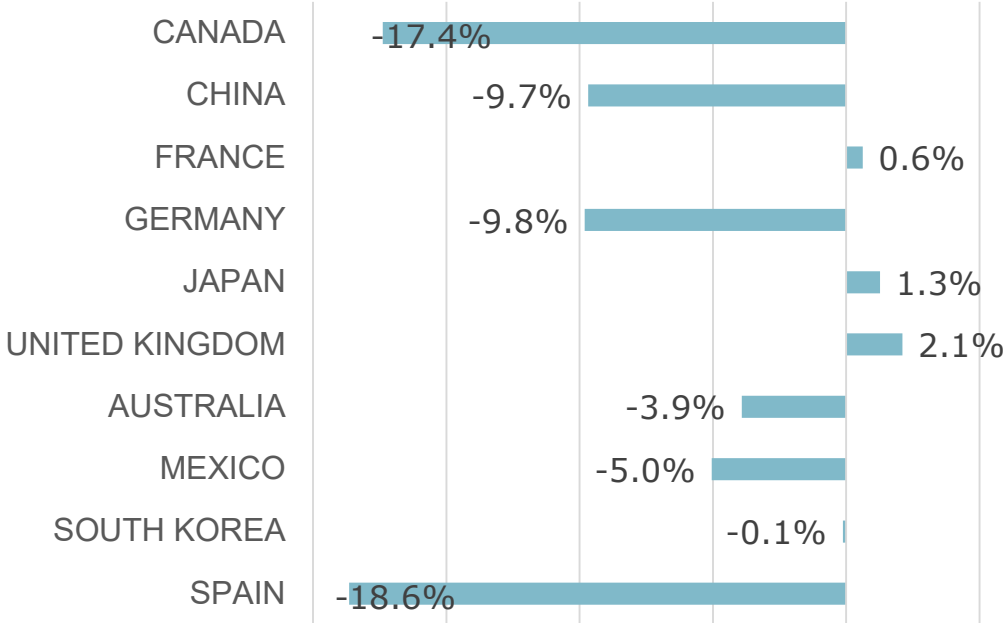
# YOY Domestic Visitation Growth



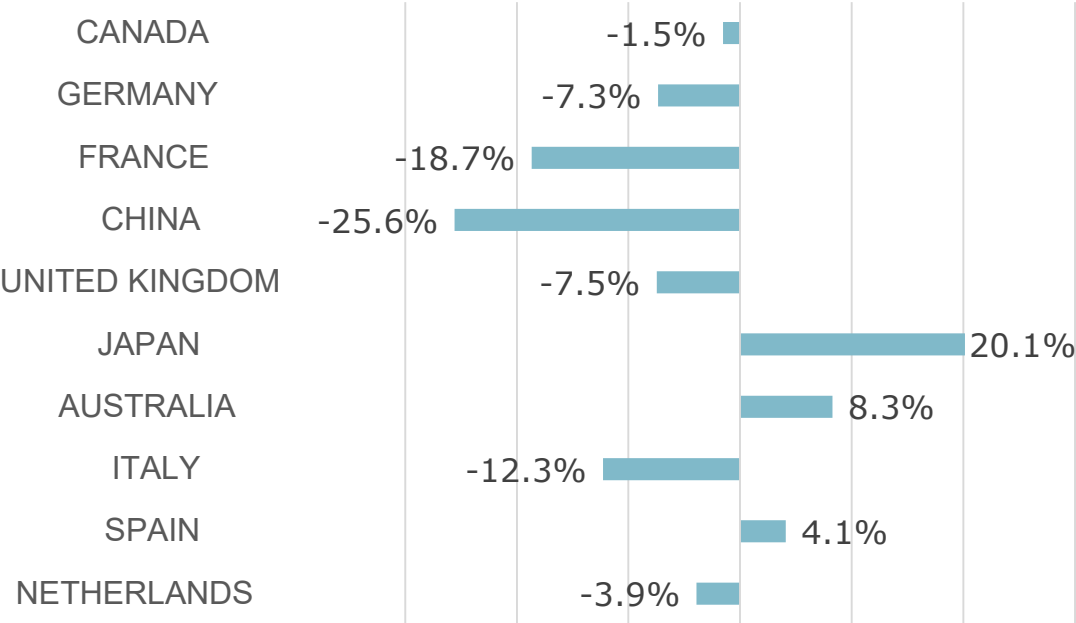
# International Visa Card Spending

## Northern Region

### Q1 2019 (January-March)



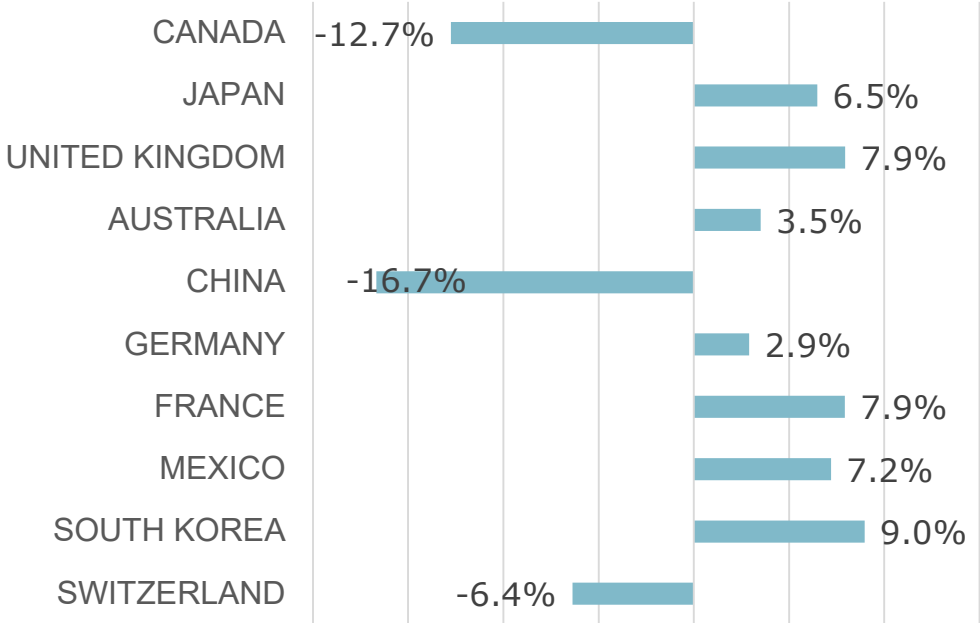
### Q2 2019 (April-June)



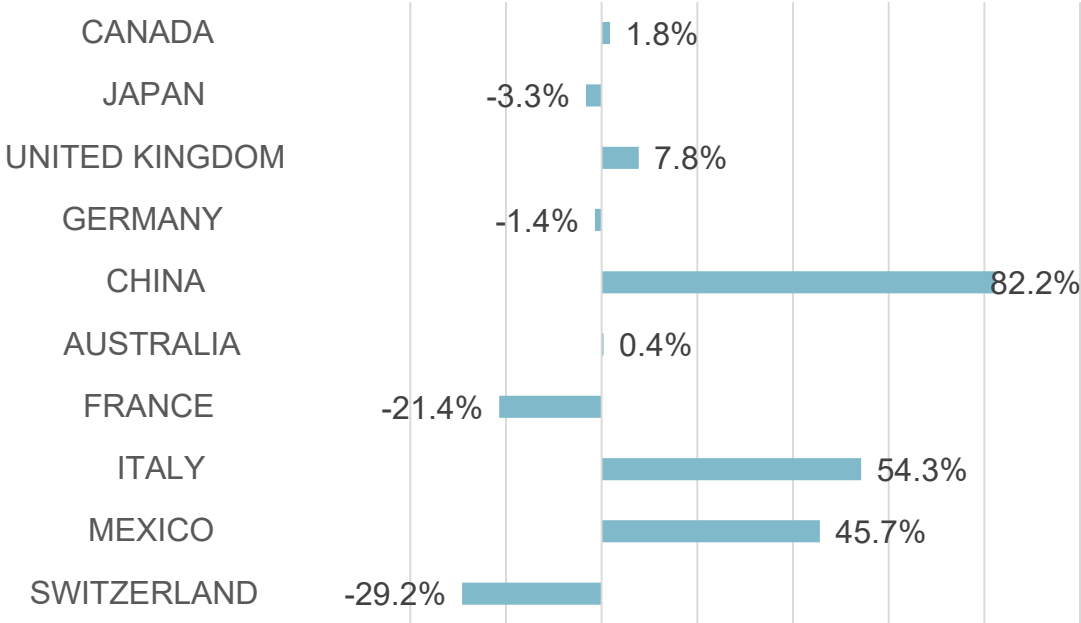
# International Visa Card Spending

## North Central Region

**Q1 2019 (January-March)**



**Q2 2019 (April-June)**



Source: VisaVue



ARIZONA  
OFFICE OF TOURISM



Thank you



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