

Industry Impact Phoenix & Central Region



DIRECT TRAVEL SPENDING
GENERATED IN 2018



\$ 24
BILLION



OVERNIGHT VISITS IN 2018



45.5
MILLION

DIRECT TRAVEL SPENDING
GENERATED IN 2018



\$ 16
BILLION



2018 Year-End Impact

Phoenix & Central Region

**\$16.1
Billion**

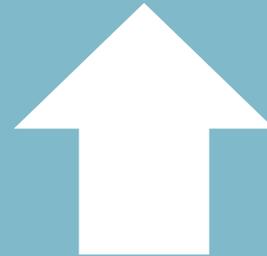
Total Direct
Spending



9%

**114,370
Jobs**

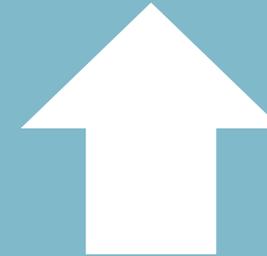
Generated by Travel
Spending



3%

**\$5.1
Billion**

Industry Earnings



7%

Earnings and Jobs Growth



Source: Dean Runyan Associates, 2018p

Visitor Spending

Phoenix & Central Region

Accommodations

\$2.5
Billion

Arts, Entertainment,
Recreation

\$1.5
Billion

Food Service

\$3.2
Billion

Local Transportation

\$1.4
Billion

Retail

\$1.7
Billion

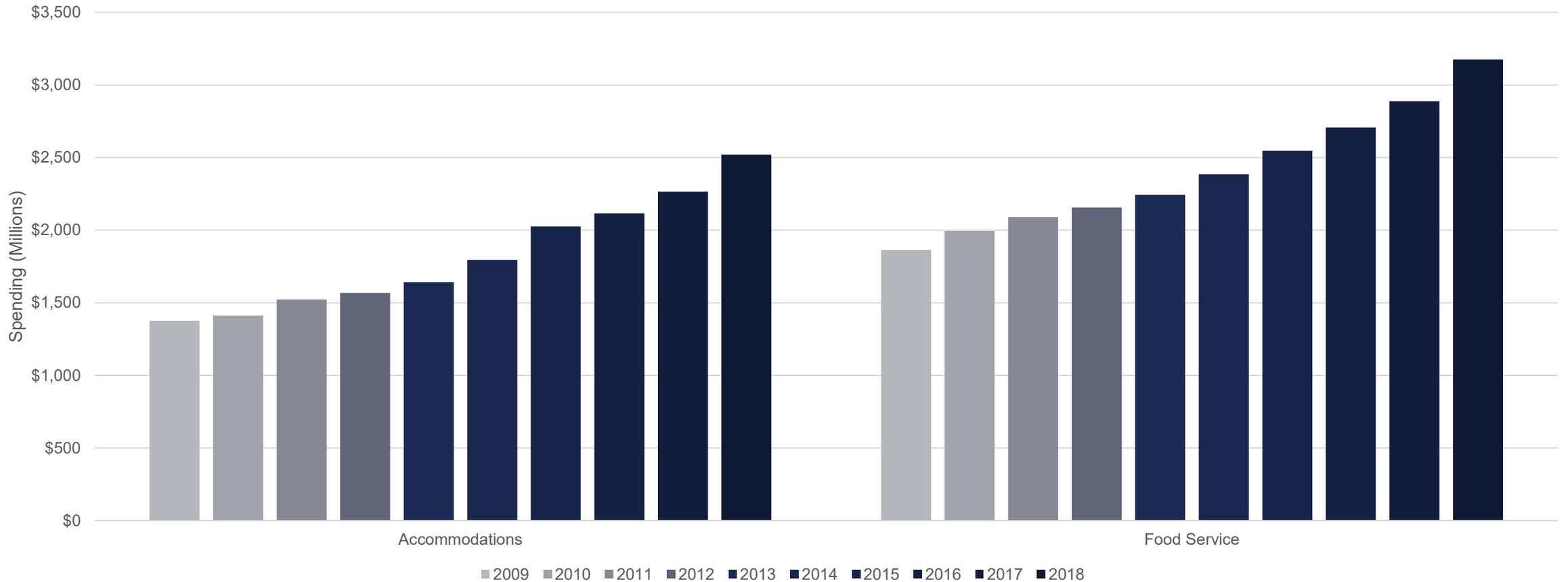
Visitor Air
Transportation

\$1.9
Billion

Visitor Spending by Commodity

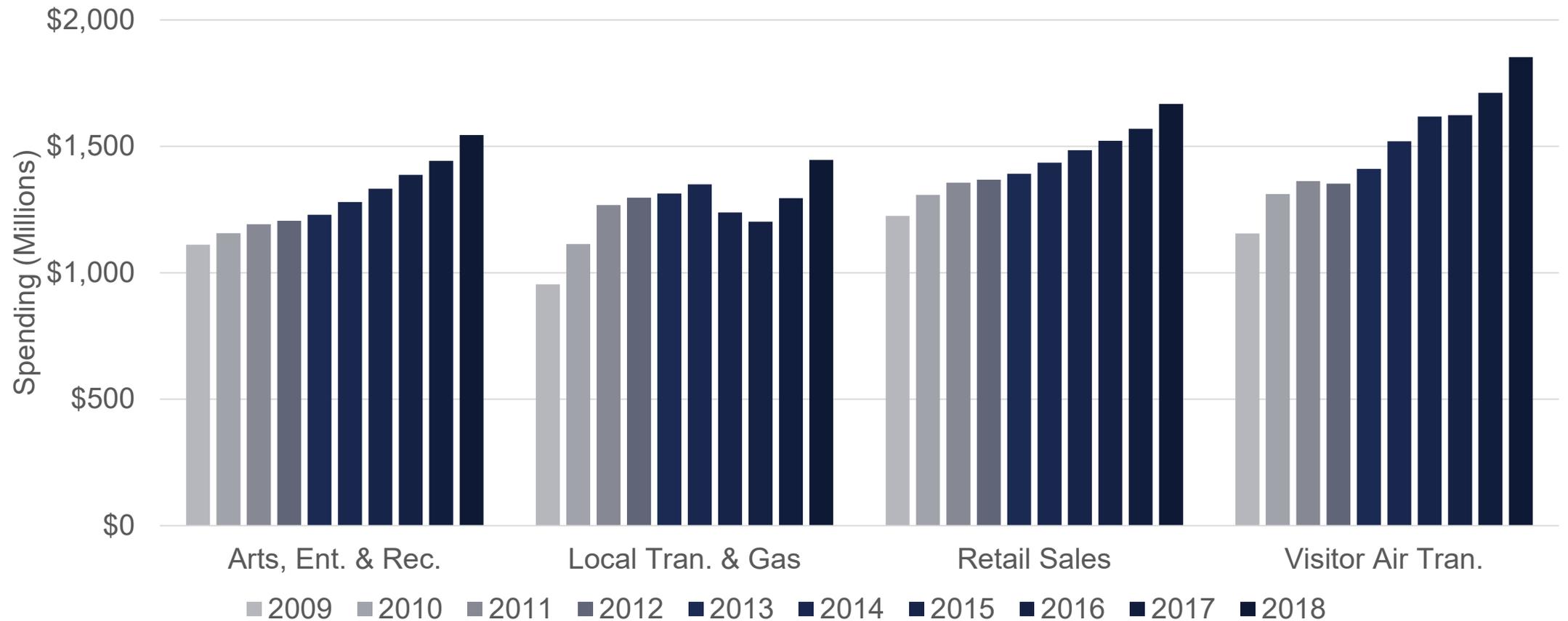
Phoenix & Central Region

Spend



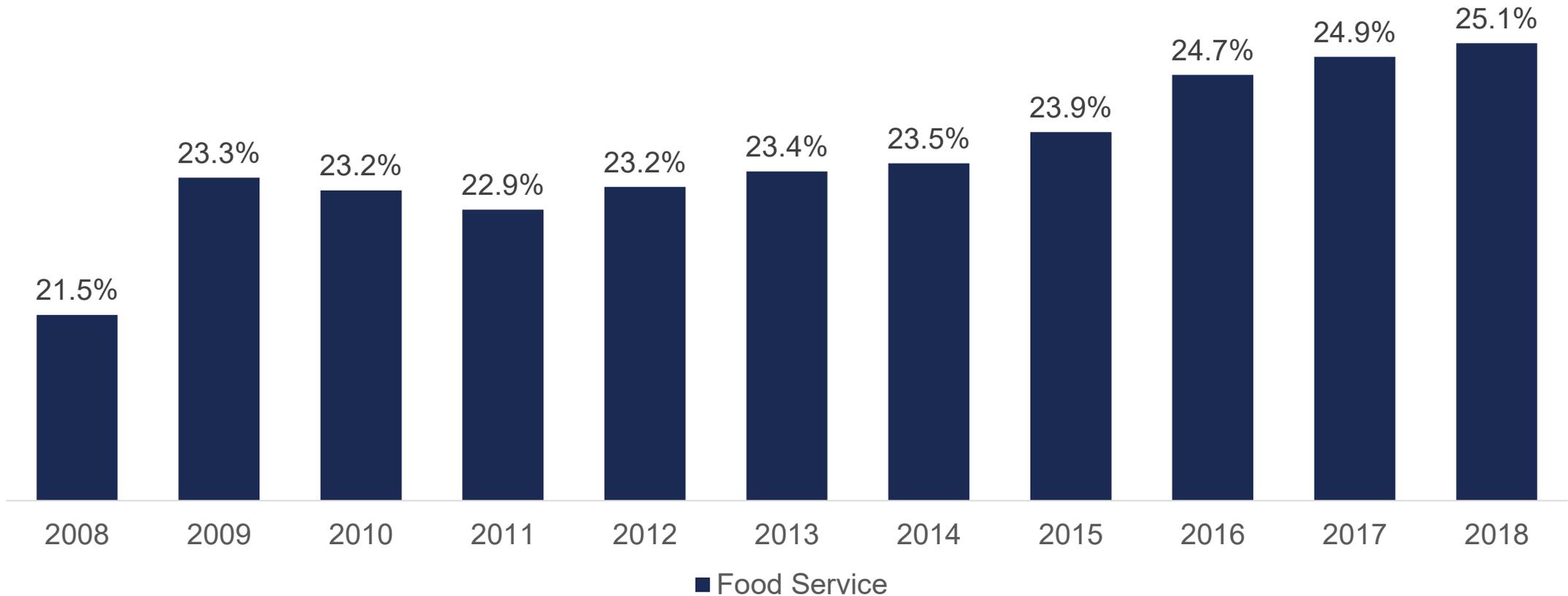
Visitor Spending by Commodity

Phoenix & Central Region



Percent of Visitor Spend

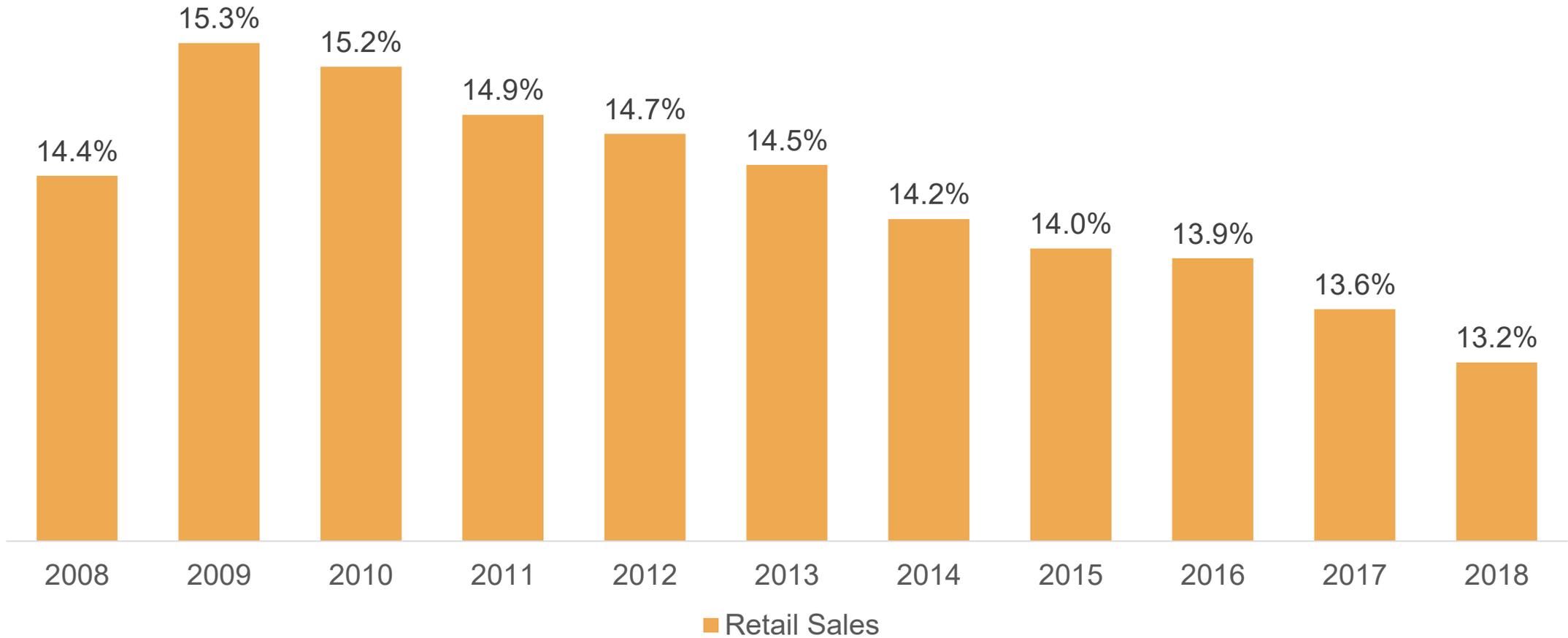
Phoenix & Central Region



Source: Dean Runyan Associates, 2018p

Percent of Visitor Spend

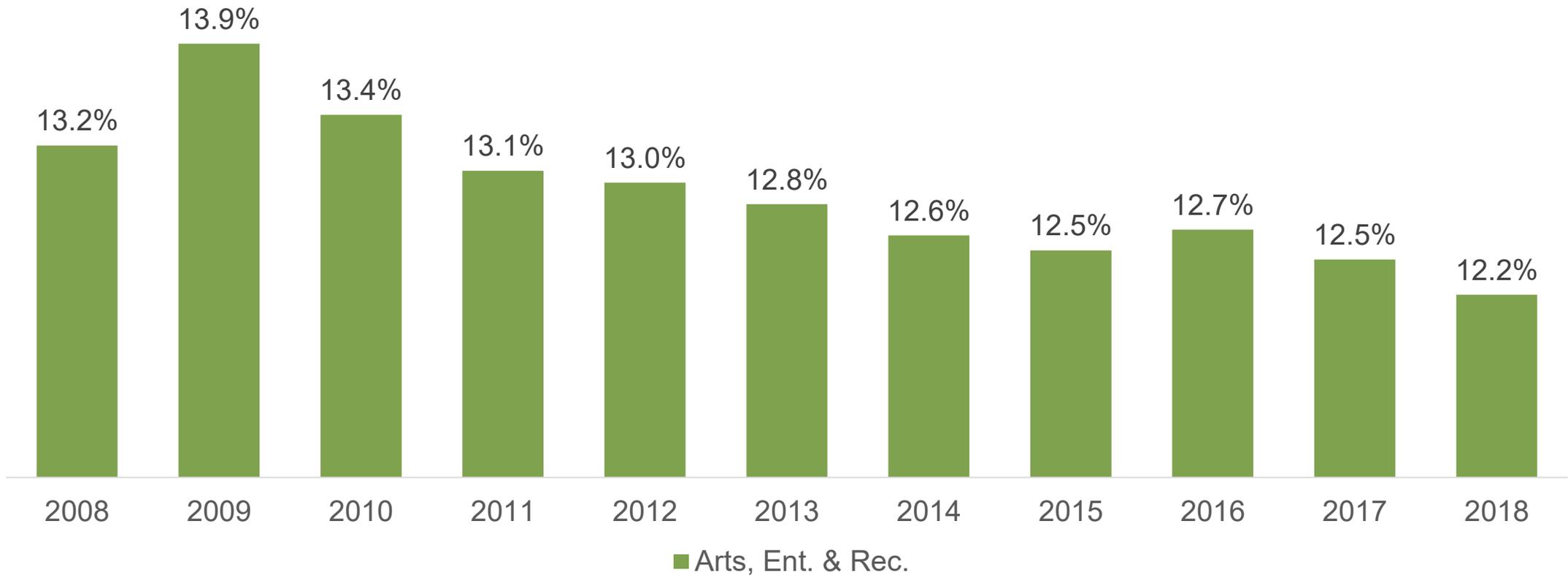
Phoenix & Central Region



Source: Dean Runyan Associates, 2018p

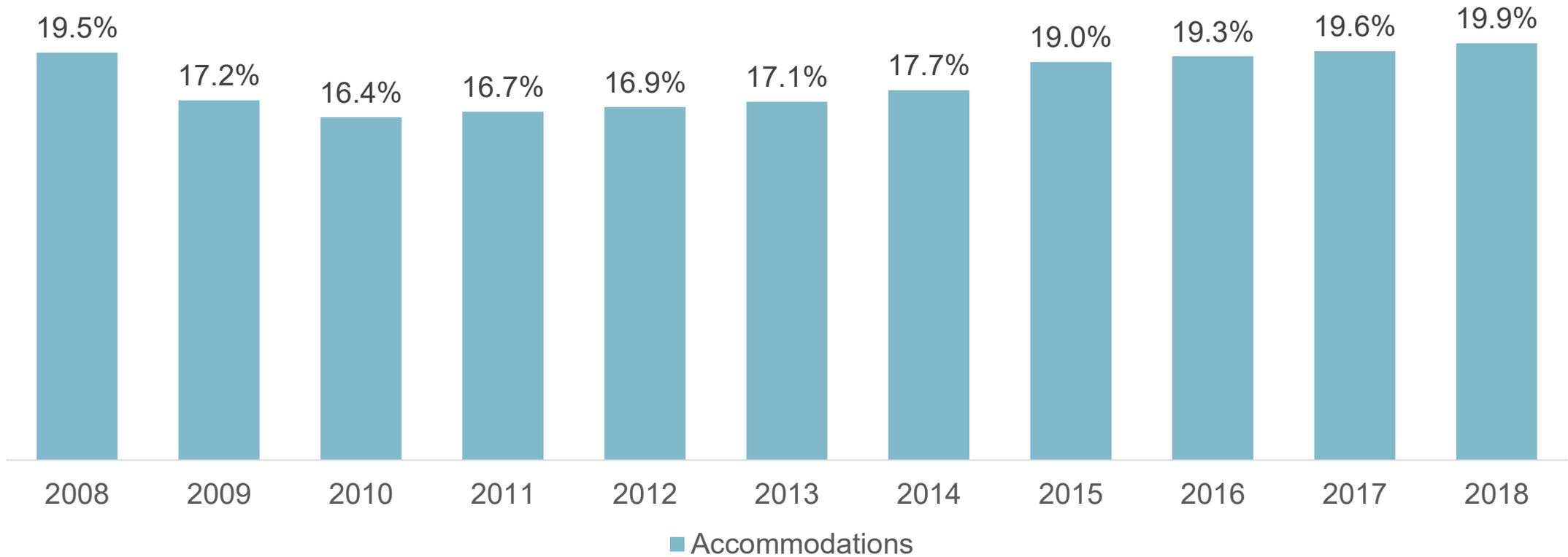
Percent of Visitor Spend

Phoenix & Central Region



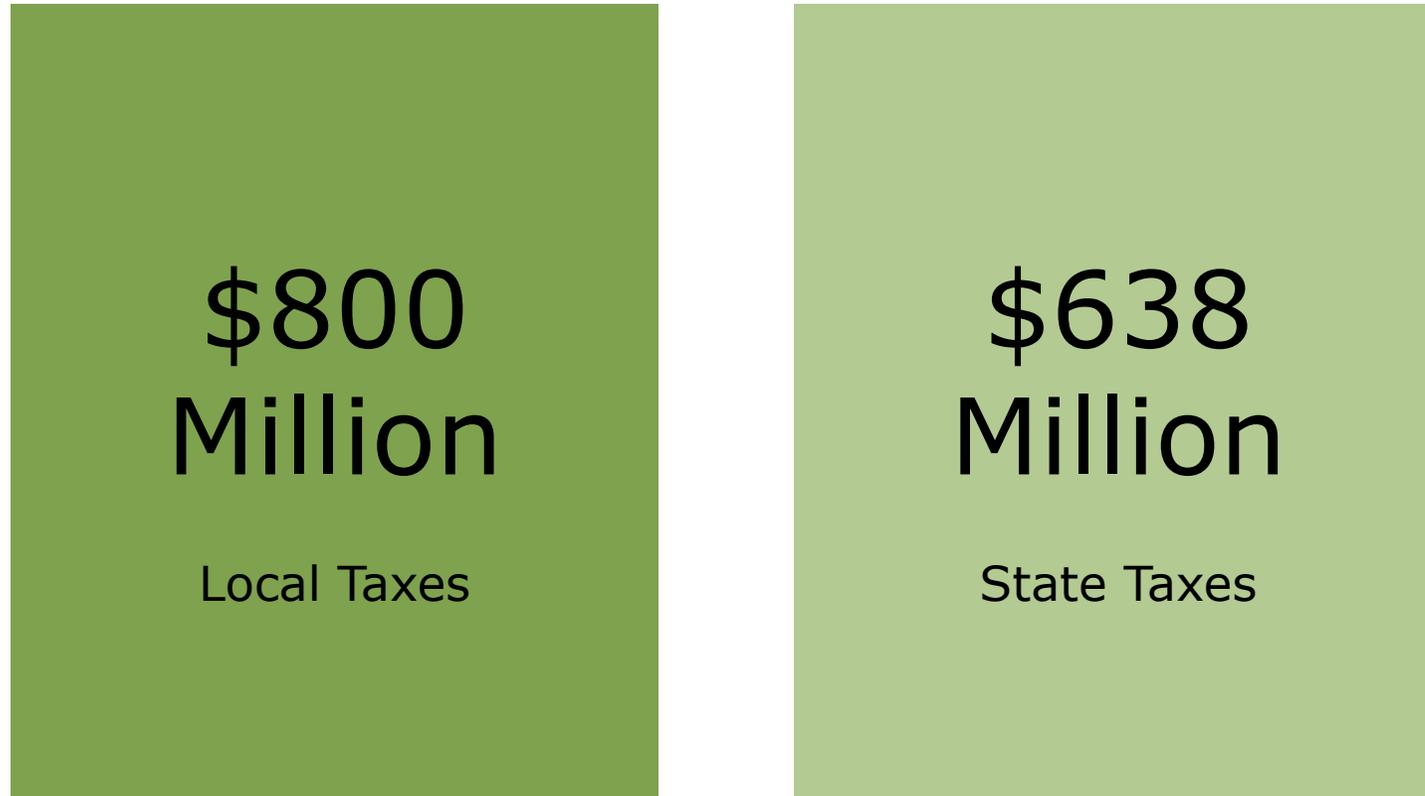
Percent of Visitor Spend

Phoenix & Central Region



Taxes Generated by Visitor Spending

Phoenix & Central Region



Taxes Generated per Household

Phoenix & Central Region



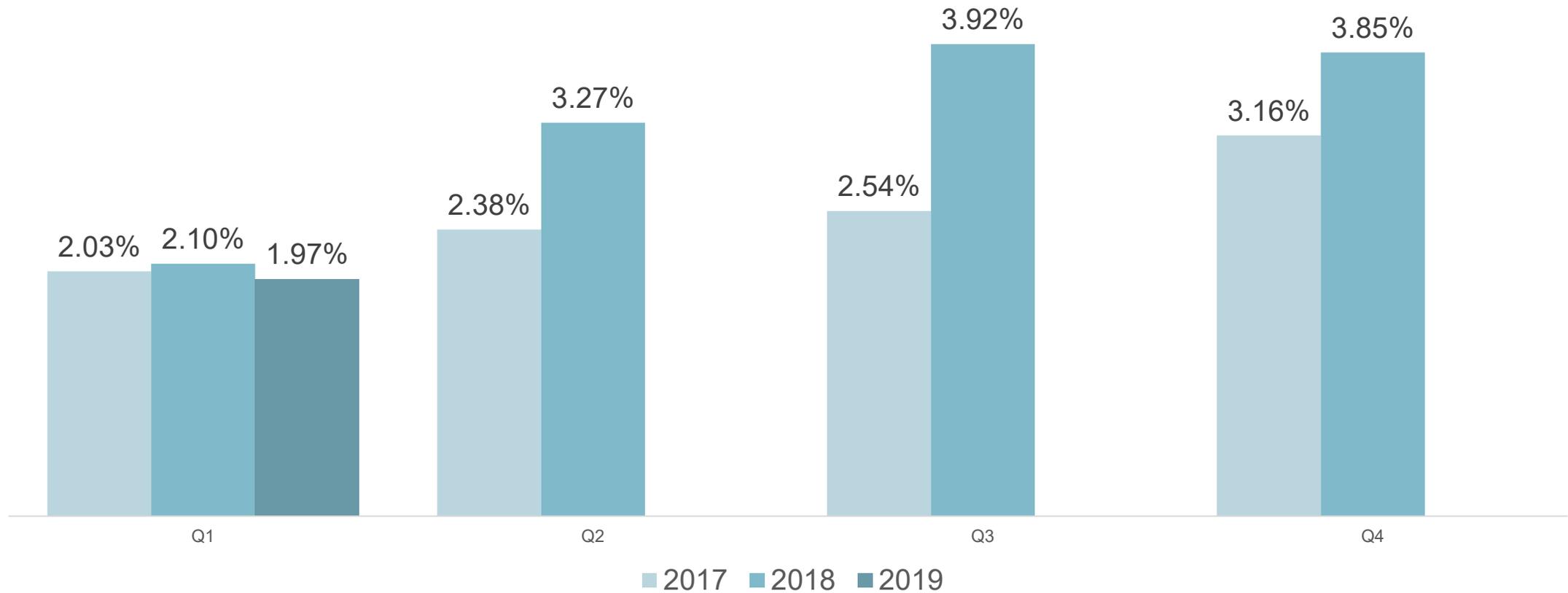


Looking Forward

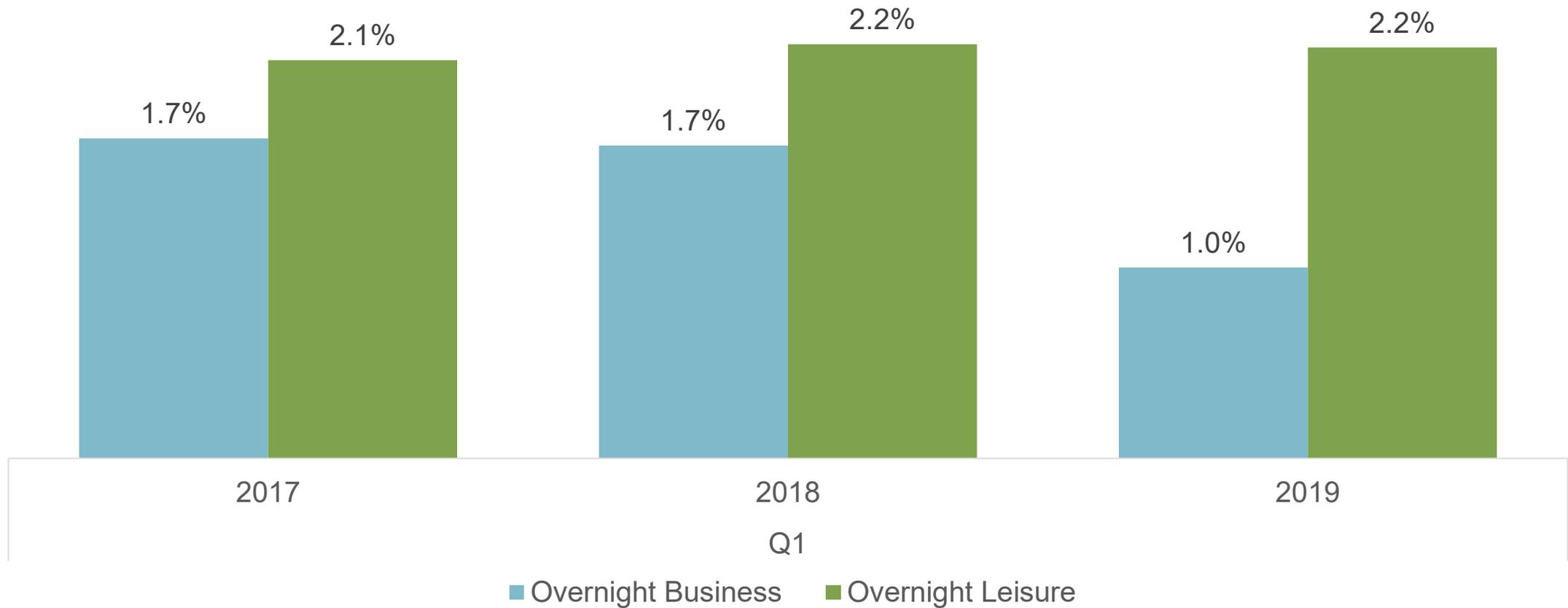
Statewide Domestic Overnight Visitation



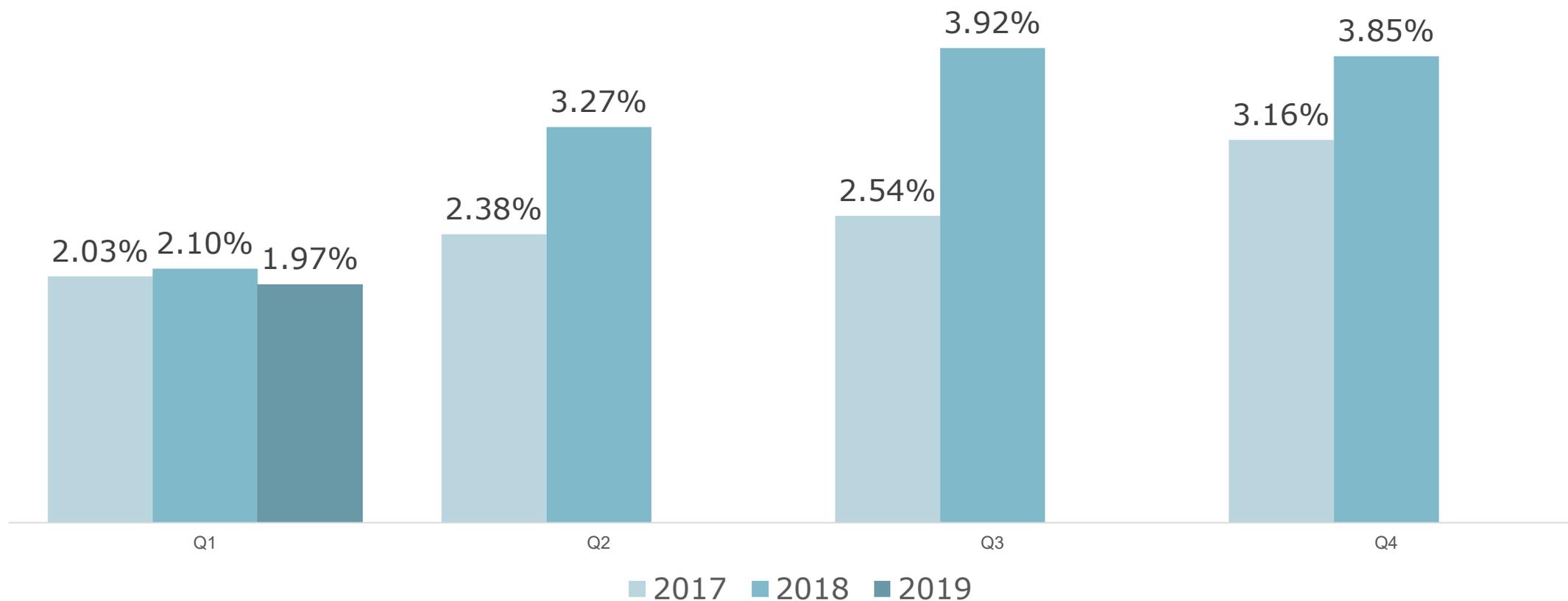
YOY Domestic Visitation Growth



Business vs. Leisure Growth



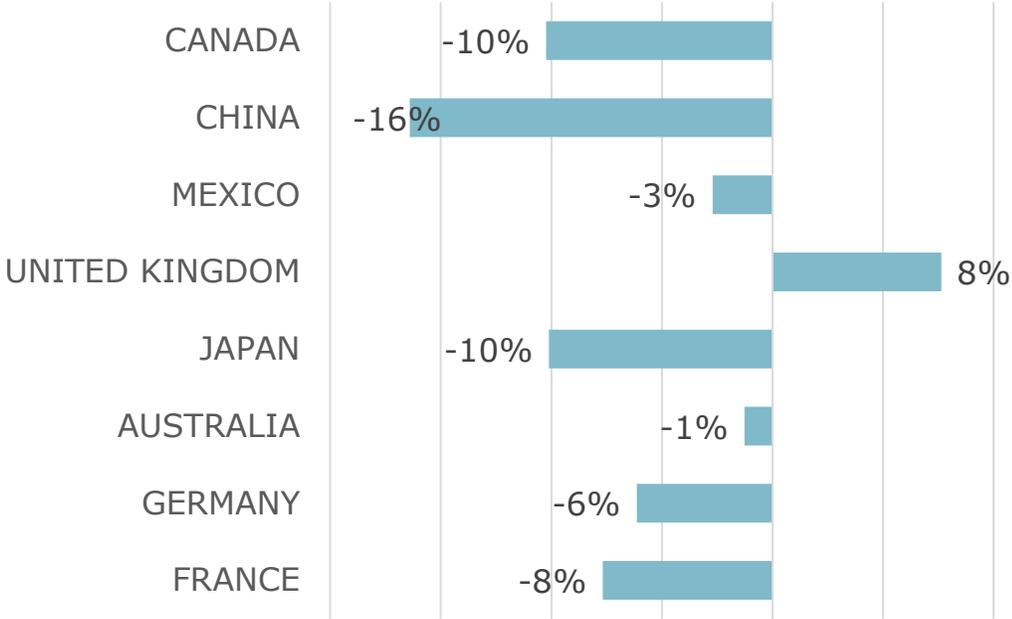
YOY Domestic Visitation Growth



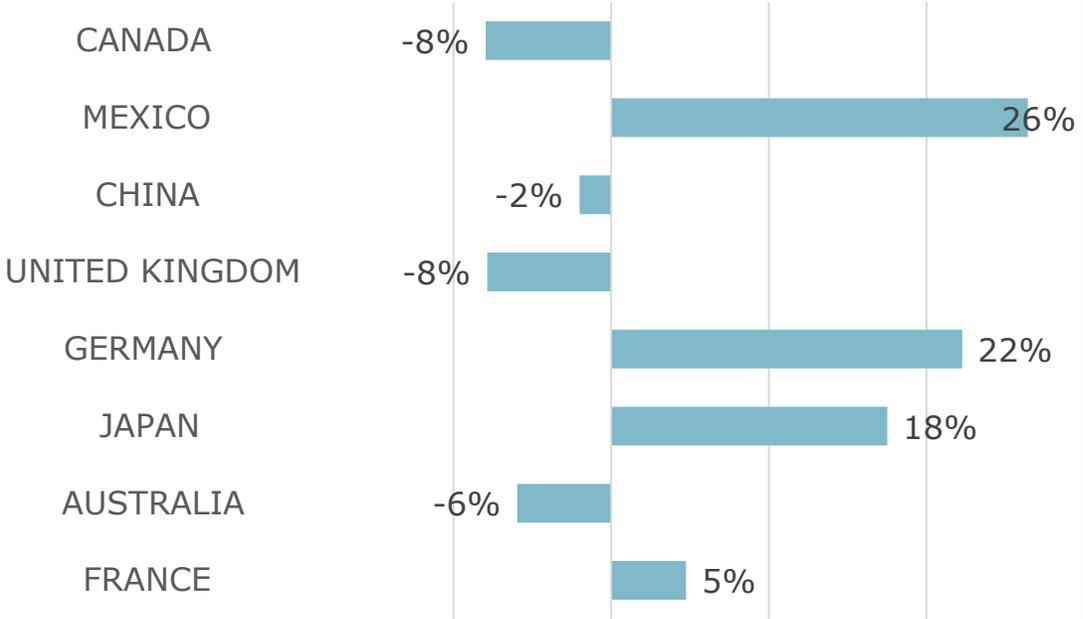
International Visa Card Spending

Phoenix & Central Region

Q1 2019 (January-March)



Q2 2019 (April-June)



ARIZONA
OFFICE OF TOURISM

Thank you