Industry Impact
Southern Arizona
DIRECT TRAVEL SPENDING GENERATED IN 2018

$24 BILLION

Source: Dean Runyan Associates, 2018
OVERNIGHT VISITS IN 2018

45.5 MILLION

Source: Tourism Economics
DIRECT TRAVEL SPENDING GENERATED IN 2018

$4.3 BILLION

Source: Dean Runyan Associates, 2018
*Data in this presentation includes Yuma County
2018 Year-End Impact
Yuma County, Tucson & Southern Region

$4.3 Billion
Total Direct Spending
3.5%

37,330 Jobs
Generated by Travel Spending
-1%

$1.1 Billion
Industry Earnings
1.4%

Source: Dean Runyan Associates, 2018p
Earnings and Jobs Growth
Yuma County, Tucson & Southern Region

Source: Dean Runyan Associates, 2018
Visitor Spending
Yuma County, Tucson & Southern Region

Accommodations
$586 Million

Arts, Entertainment, Recreation
$362 Million

Food Service
$988 Million

Local Transportation
$435 Million

Retail
$687 Million

Visitor Air Transportation
$251 Million

Source: Dean Runyan Associates, 2018p
Visitor Spending by Commodity
Yuma County, Tucson & Southern Region

Source: Dean Runyan Associates, 2018
Visitor Spending by Commodity
Yuma County, Tucson & Southern Region

Source: Dean Runyan Associates, 2018
Spending by Accommodation Type

Source: Dean Runyan Associates, 2018
Spending by Accommodation Type

Source: Dean Runyan Associates, 2018
Taxes Generated by Visitor Spending
Yuma County, Tucson & Southern Region

$125 Million
Local Taxes

$189 Million
State Taxes

Source: Dean Runyan Associates, 2018p
Taxes Generated per Household

- $590 Cochise County
- $500 Graham County
- $250 Greenlee County

Source: Dean Runyan Associates, 2018
Taxes Generated per Household

- Pima County: $510
- Santa Cruz County: $1,140
- Yuma County: $750

Source: Dean Runyan Associates, 2018
Economic Impact

Arizona’s warm weather and magnificent natural beauty make tourism the number one export industry in Arizona. In 2018, 45.5 million people visited Arizona 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 192,000 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

Looking Forward
Statewide Domestic Overnight Visitation
Arizona

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<th>Q1</th>
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<th>Q3</th>
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<td>2019</td>
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Source: Tourism Economics
Business vs. Leisure Growth
Arizona

Source: Tourism Economics
Source: Longwoods International, 2018
YOY Domestic Visitation Growth
Arizona

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<tr>
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<tr>
<td>2017</td>
<td>2.03%</td>
<td>2.38%</td>
<td>3.92%</td>
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<td>2018</td>
<td>2.10%</td>
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<td>2019</td>
<td>1.97%</td>
<td>2.54%</td>
<td>3.92%</td>
<td>3.85%</td>
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Source: Tourism Economics
International Visa Card Spending
Tucson & Southern Region

Q1 2019 (January-March)
- MEXICO: 1.5%
- CANADA: -11.2%
- CHINA: 13.6%
- UNITED KINGDOM: 4.3%
- SOUTH KOREA: 193.1%
- JAPAN: -1.1%
- AUSTRALIA: -2.9%
- FRANCE: 11.8%
- GERMANY-10.7%
- INDIA: 82.9%

Q2 2019 (April-June)
- MEXICO: 15.5%
- CANADA: -13.6%
- CHINA: -5.8%
- UNITED KINGDOM: -38.2%
- GERMANY: -4.4%
- PUERTO RICO: 40.5%
- AUSTRALIA: 16.0%
- FRANCE: 17.2%
- JAPAN: -1.7%

Source: VisaVue
### International Visa Card Spending

#### West Coast Region

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<tr>
<th>Country</th>
<th>Q1 2019 (January-March)</th>
<th>Q2 2019 (April-June)</th>
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<td>CANADA</td>
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<td>BRAZIL</td>
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Source: VisaVue
Thank you

cfloyd@tourism.az.gov