

ARIZONA
OFFICE OF TOURISM

Industry Impact

Southern Arizona

DIRECT TRAVEL SPENDING
GENERATED IN 2018



\$ 24
BILLION



OVERNIGHT VISITS IN 2018



45.5
MILLION



DIRECT TRAVEL SPENDING
GENERATED IN 2018



\$4.3
BILLION

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**

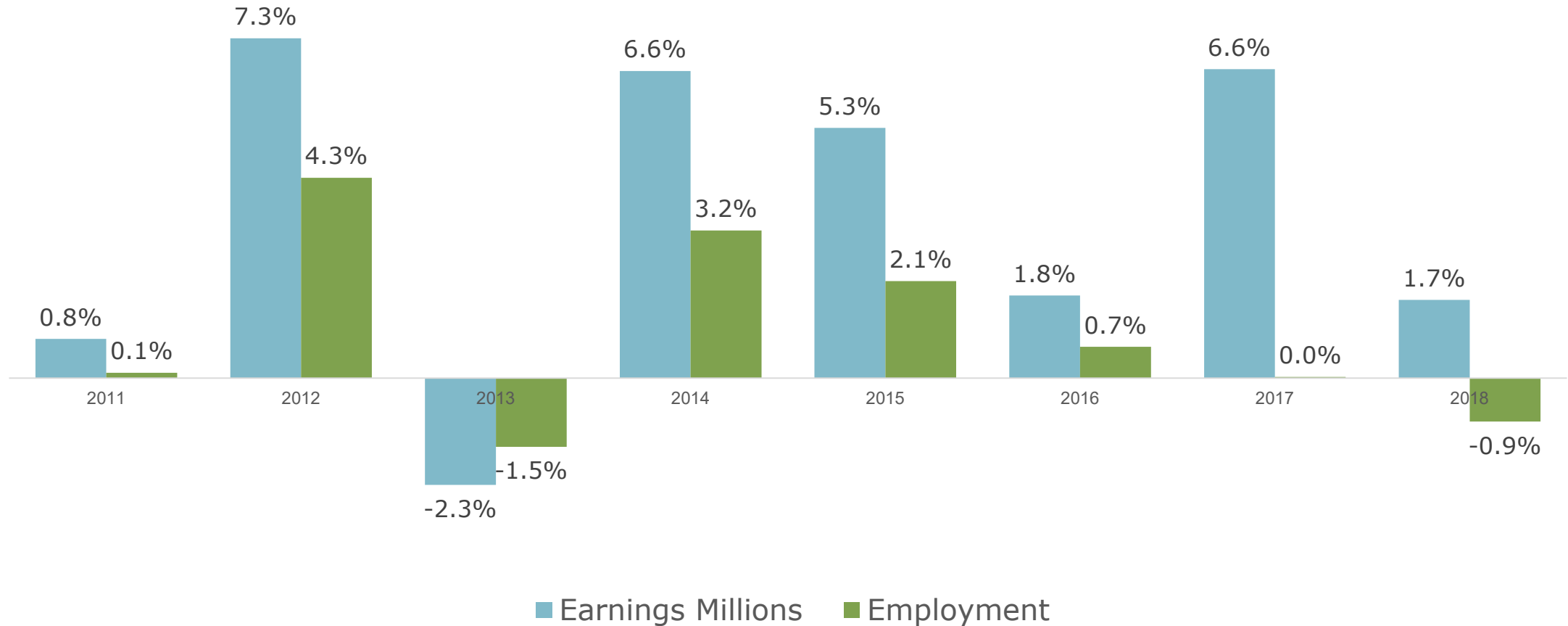
Industry Earnings



1.4%

Earnings and Jobs Growth

Yuma County, Tucson & Southern Region



Source: Dean Runyan Associates, 2018p

Visitor Spending

Yuma County, Tucson & Southern Region

Accommodations

\$586
Million

Arts, Entertainment,
Recreation

\$362
Million

Food Service

\$988
Million

Local Transportation

\$435
Million

Retail

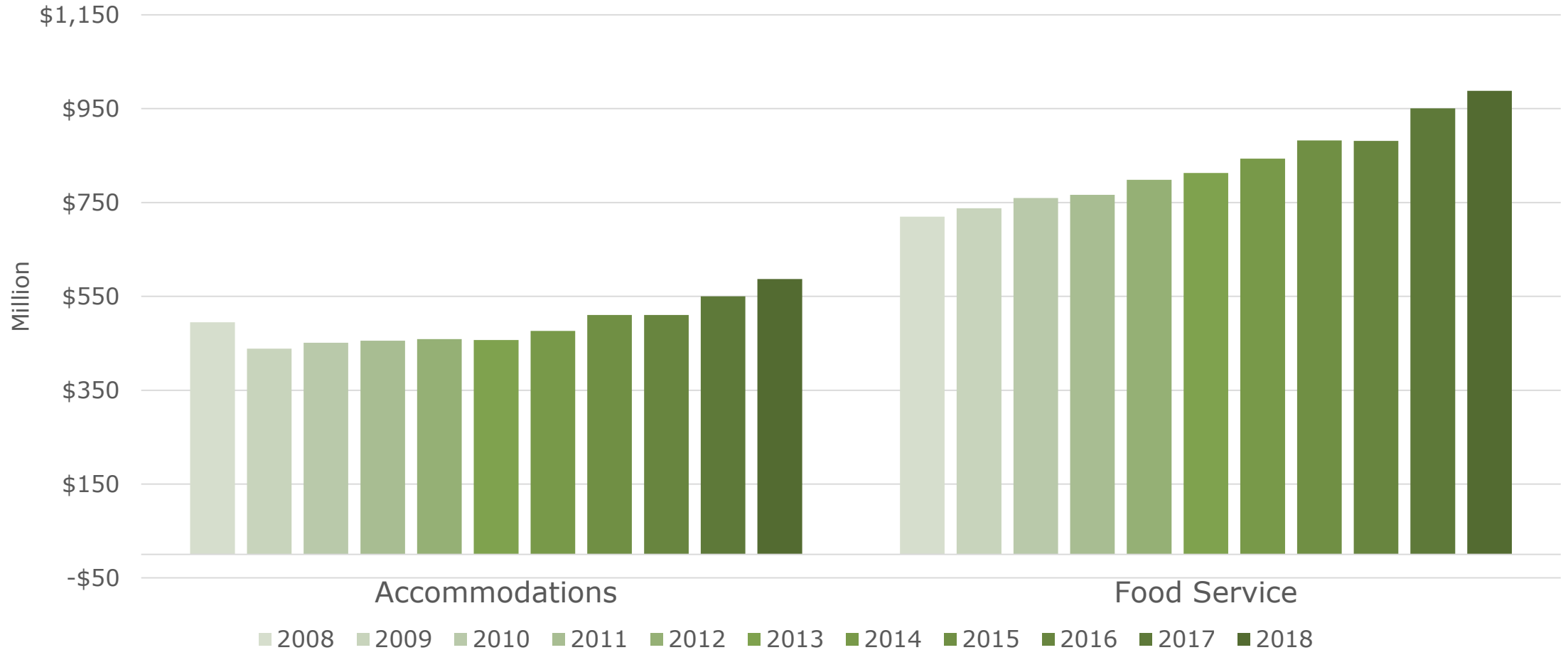
\$687
Million

Visitor Air
Transportation

\$251
Million

Visitor Spending by Commodity

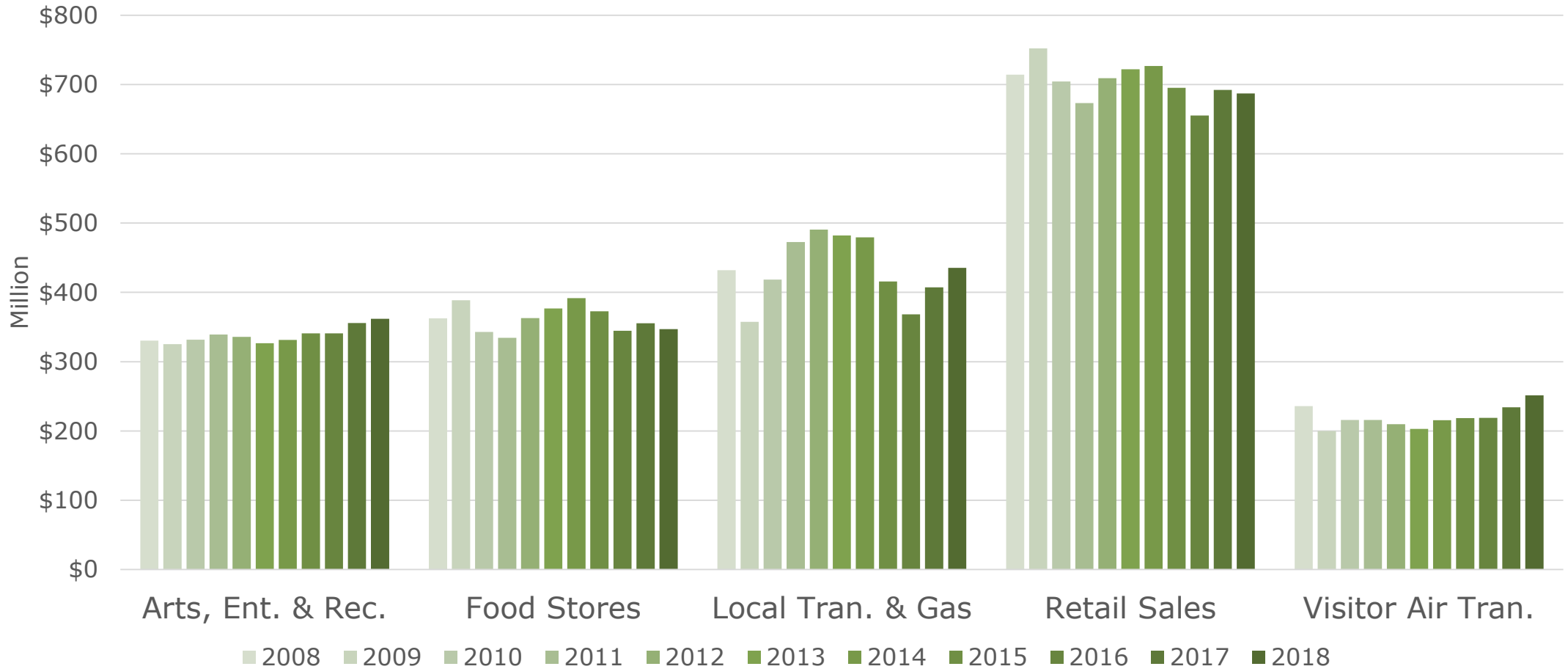
Yuma County, Tucson & Southern Region



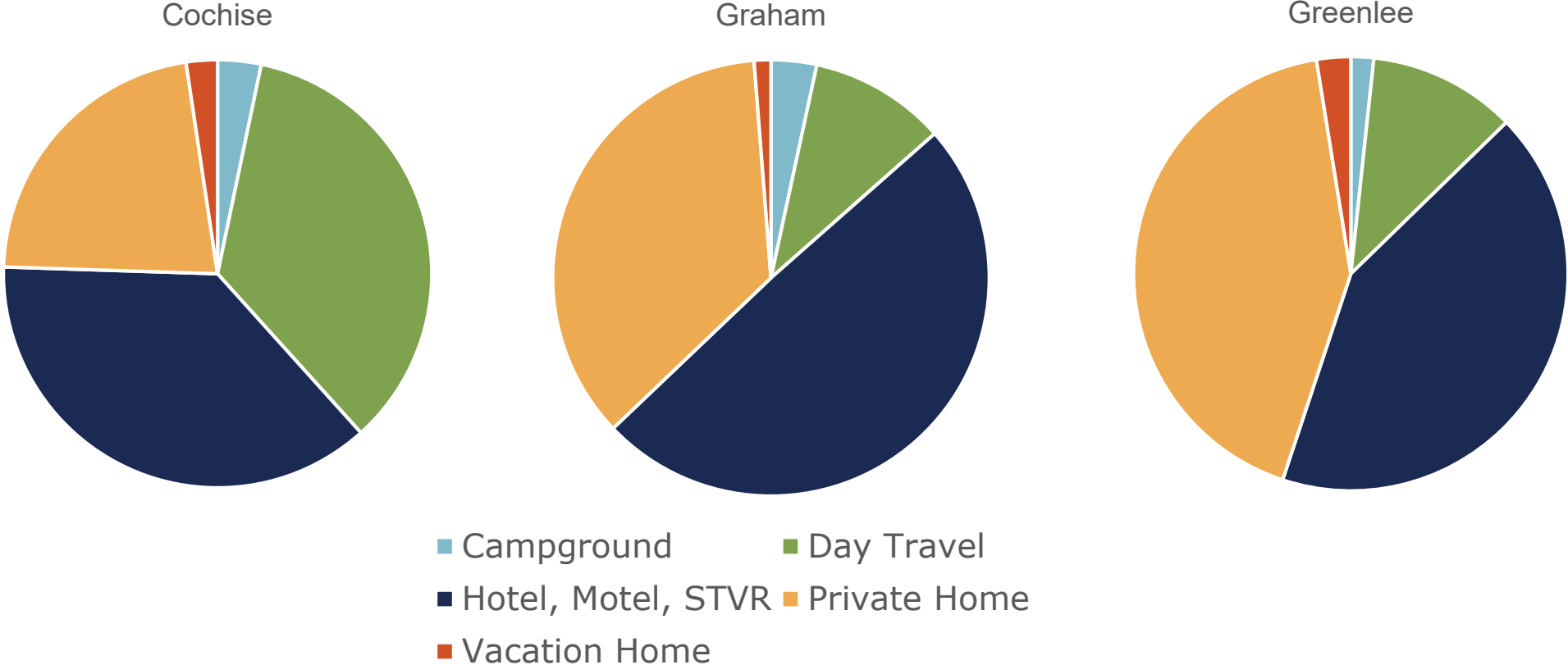
Source: Dean Runyan Associates, 2018p

Visitor Spending by Commodity

Yuma County, Tucson & Southern Region

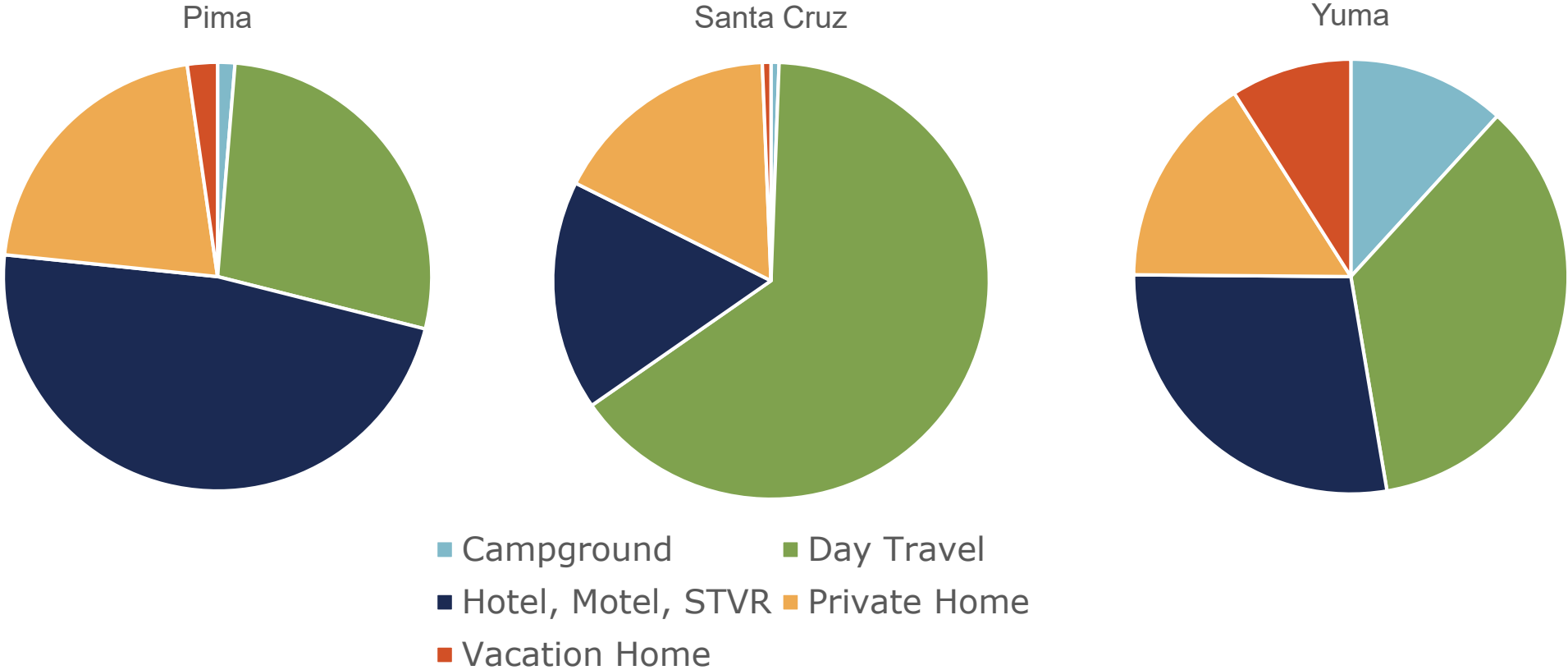


Spending by Accommodation Type



Source: Dean Runyan Associates, 2018p

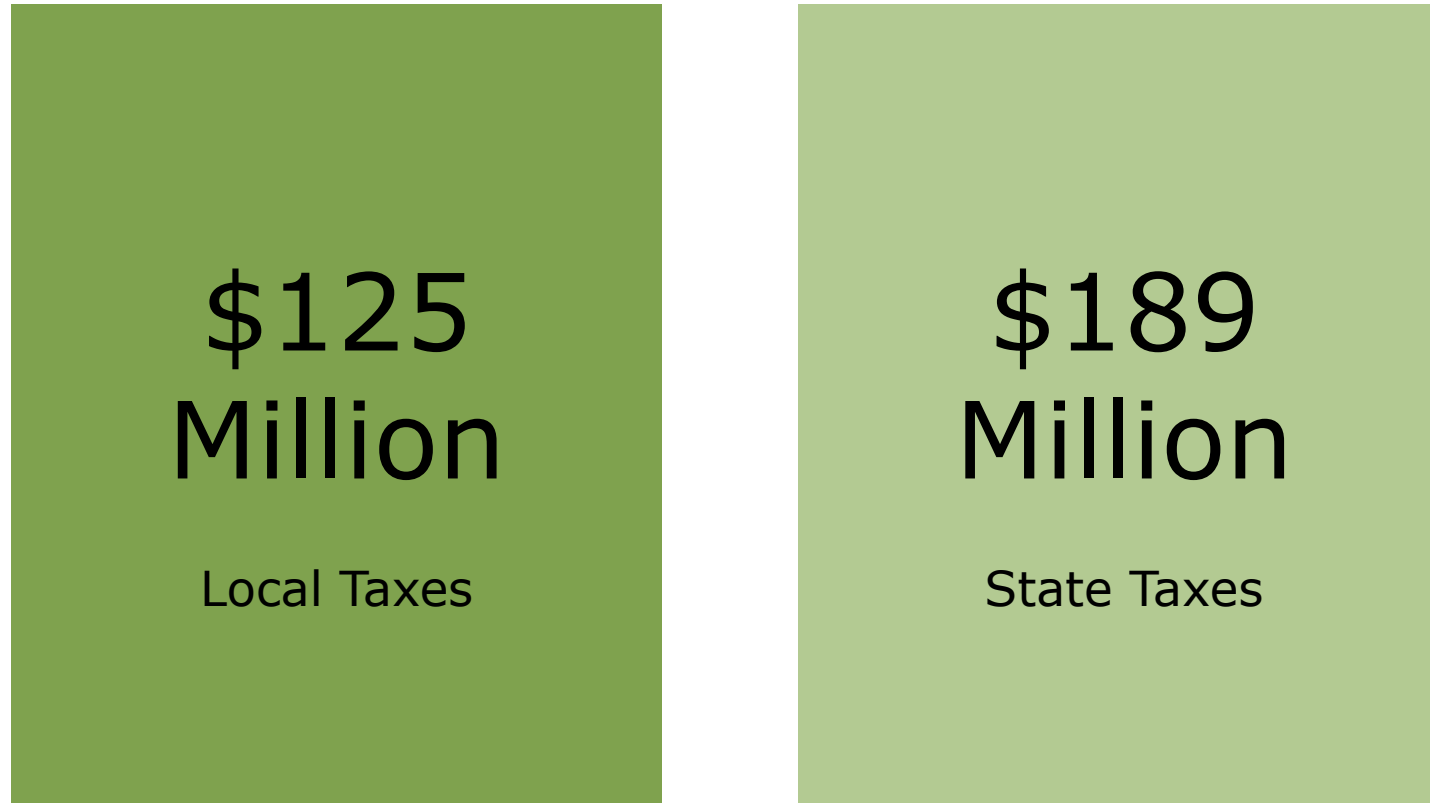
Spending by Accommodation Type



Source: Dean Runyan Associates, 2018p

Taxes Generated by Visitor Spending

Yuma County, Tucson & Southern Region



Taxes Generated per Household

\$590

Cochise
County

\$500

Graham
County

\$250

Greenlee
County

Taxes Generated per Household

\$510

Pima
County

\$1,140

Santa Cruz
County

\$750

Yuma
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](#)

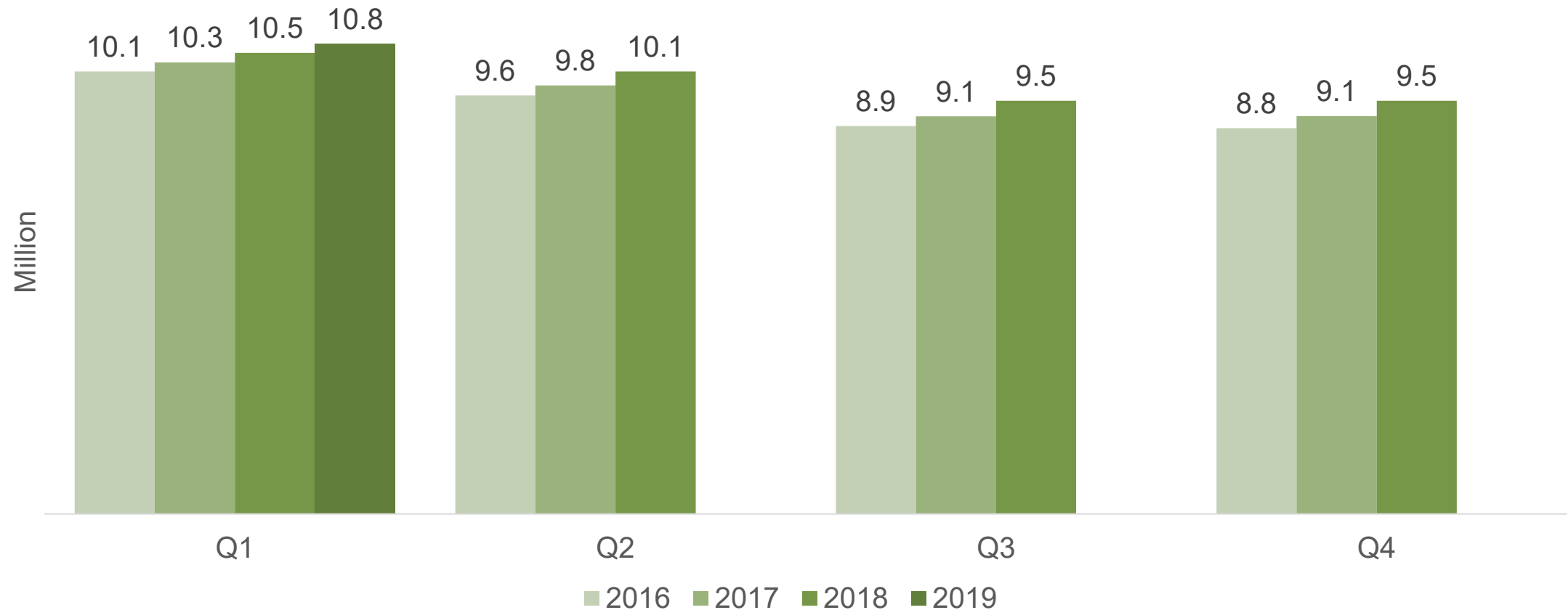
[Arizona Travel Impacts by Legislative District 2000-2018](#)

www.tourism.az.gov/economic-impact/

A desert landscape featuring several tall saguaro cacti in the foreground and middle ground. The background shows rugged, reddish-brown mountains under a clear blue sky. A large, semi-transparent green rectangular overlay is centered in the image, containing the text "Looking Forward" in a white, sans-serif font.

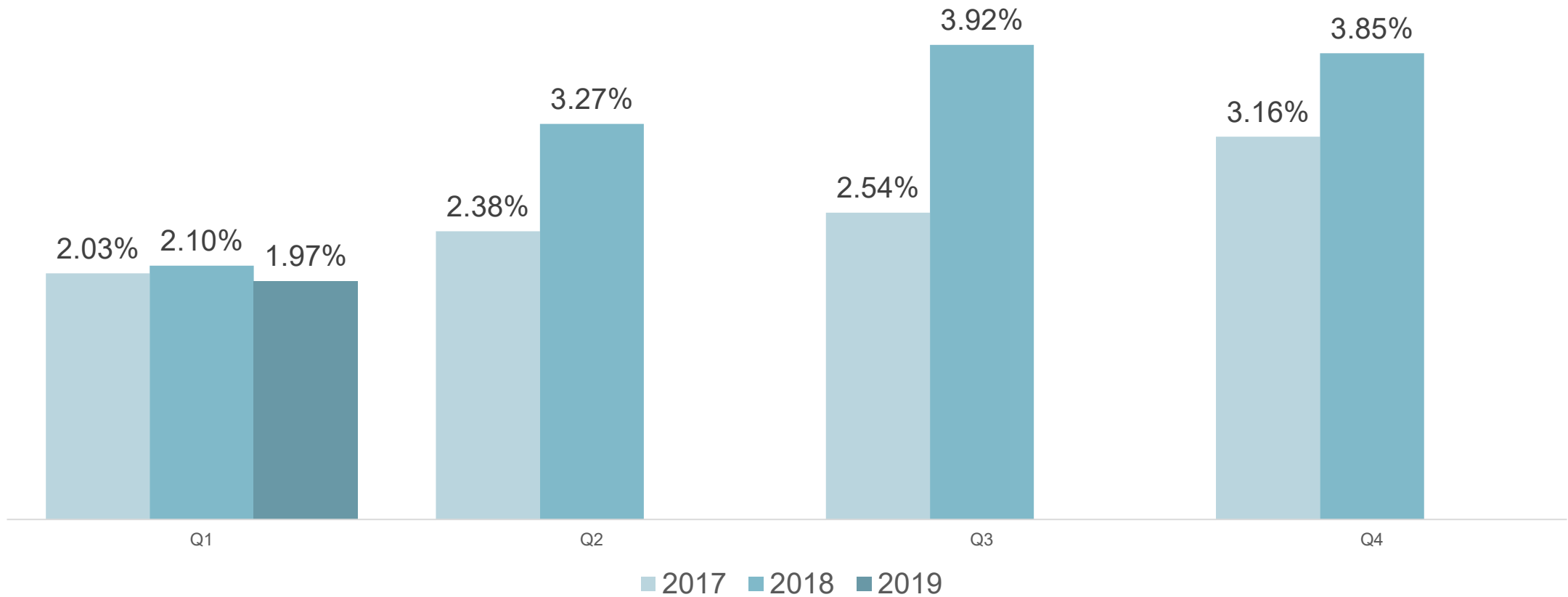
Looking Forward

Statewide Domestic Overnight Visitation Arizona



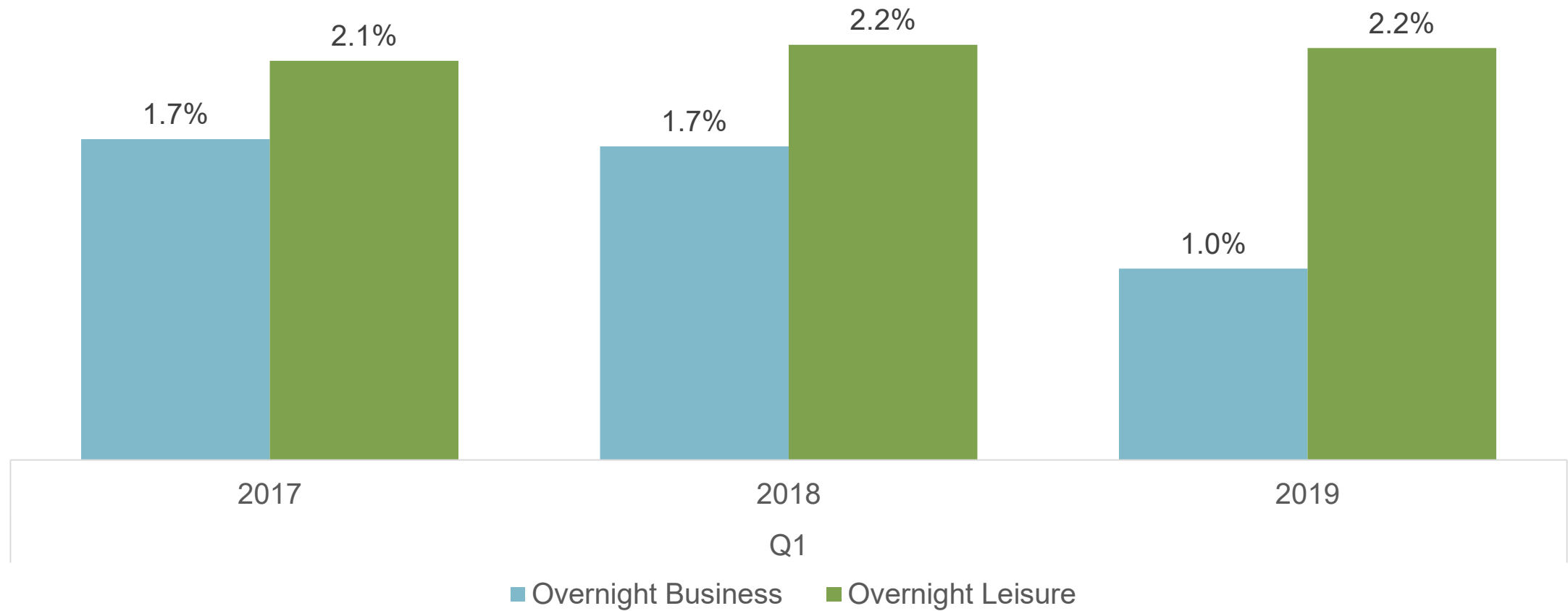
YOY Domestic Visitation Growth

Arizona

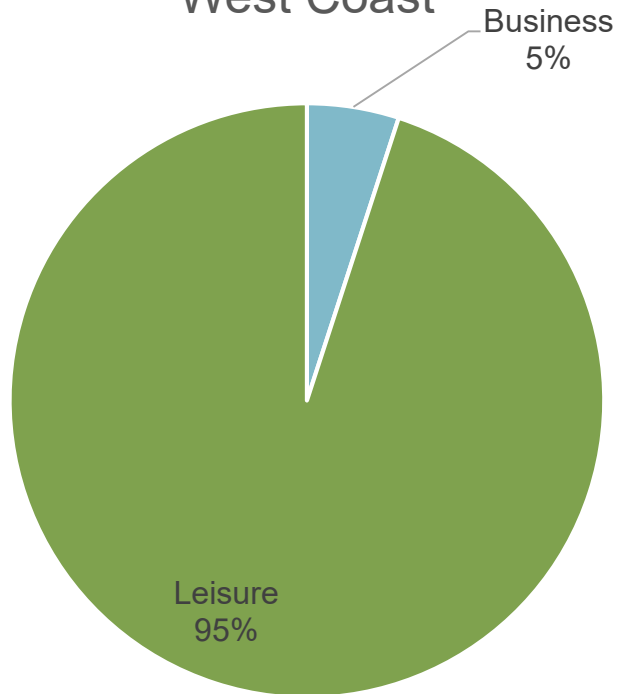


Business vs. Leisure Growth

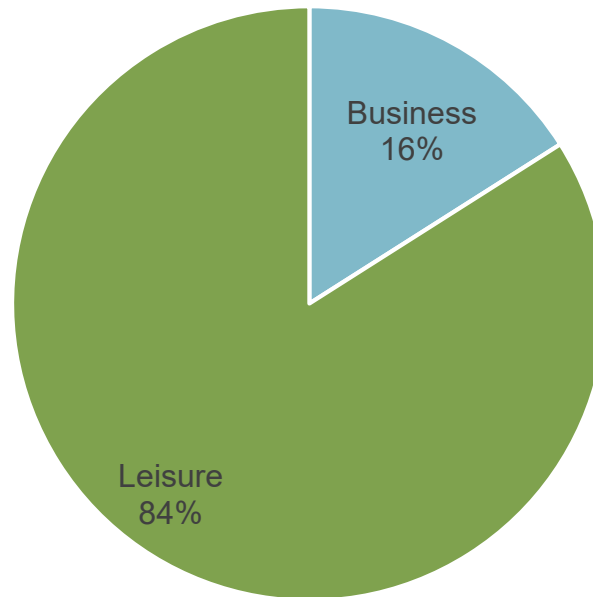
Arizona



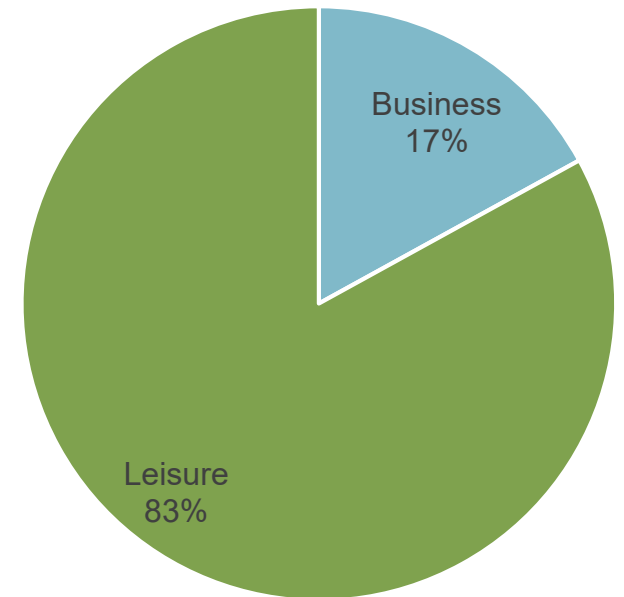
West Coast



Tucson & Southern

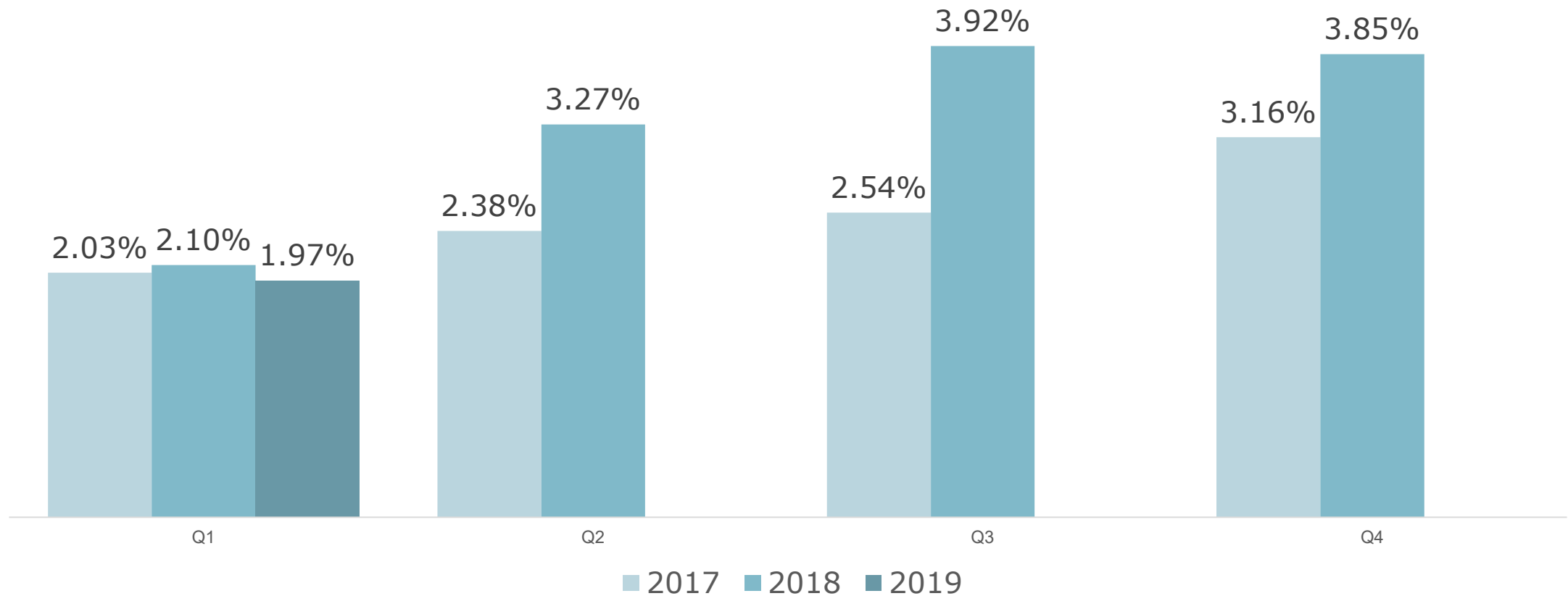


Arizona



YOY Domestic Visitation Growth

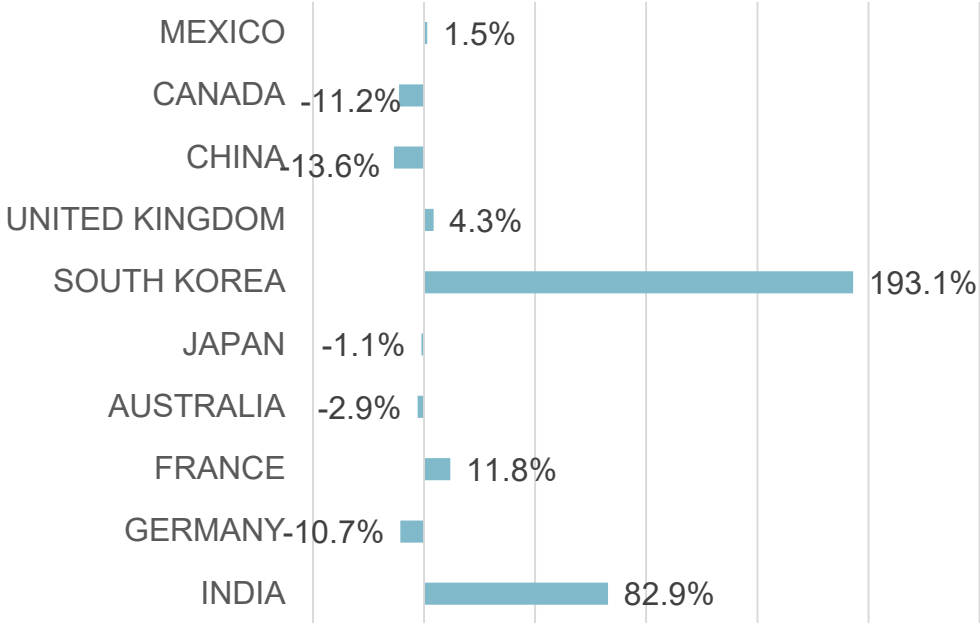
Arizona



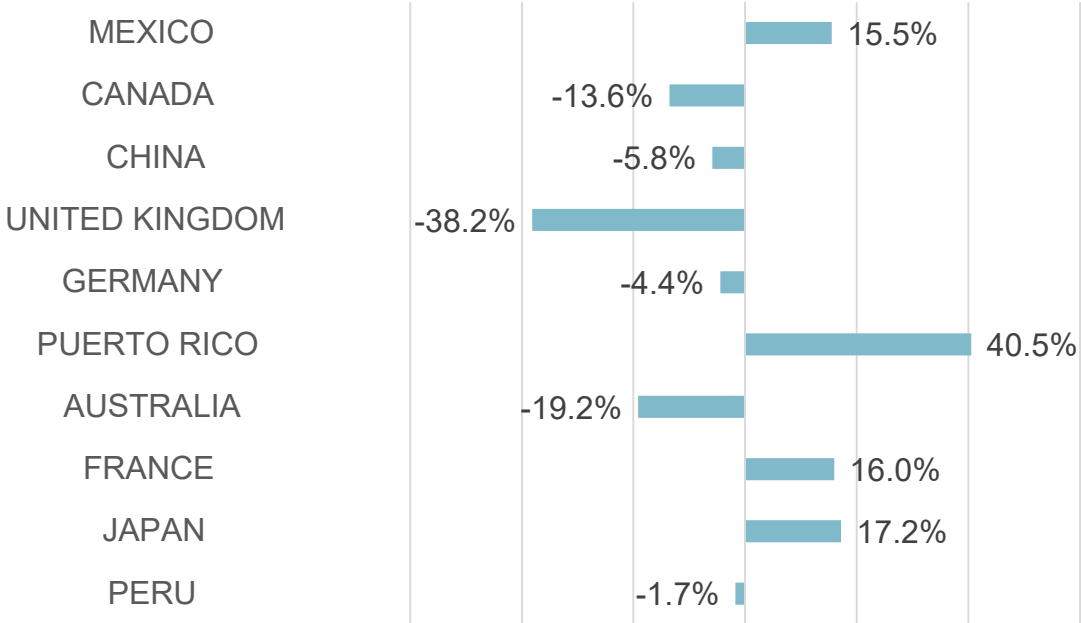
International Visa Card Spending

Tucson & Southern Region

Q1 2019 (January-March)



Q2 2019 (April-June)

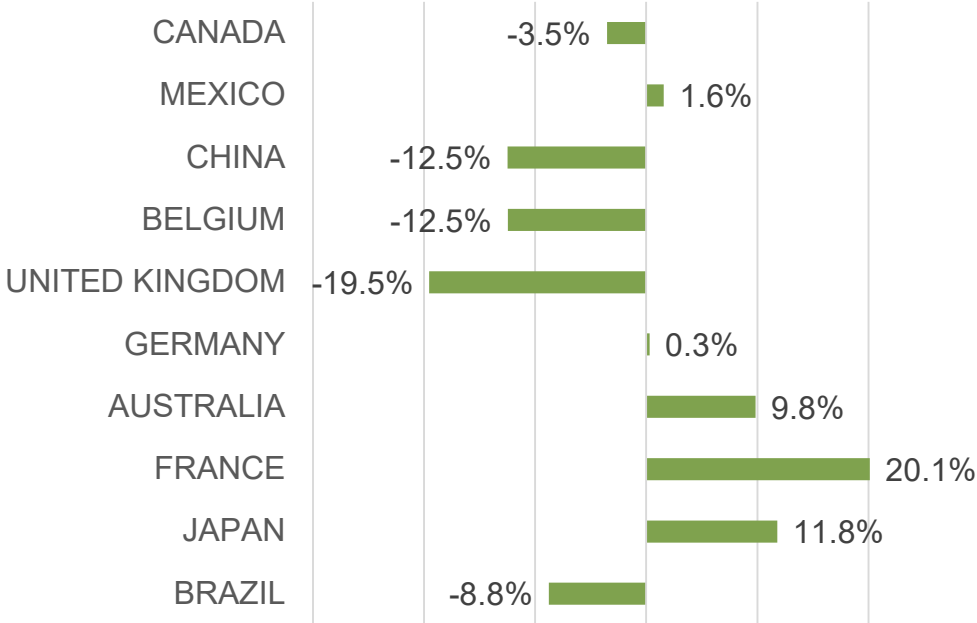


Source: VisaVue

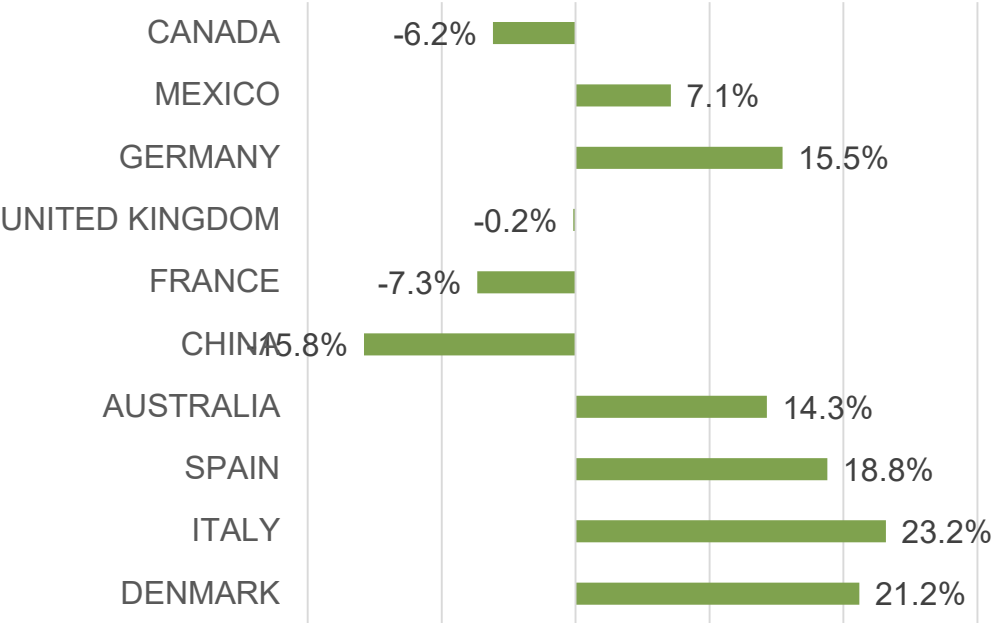
International Visa Card Spending

West Coast Region

Q1 2019 (January-March)



Q2 2019 (April-June)



ARIZONA
OFFICE OF TOURISM

Thank you

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