

ARIZONA

OFFICE OF TOURISM

International Visitation to Arizona



Top Visitor Markets to Arizona ('000 visits)

Origin market	Date										
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Mexico	3,255	2,879	3,310	3,159	3,374	3,636	3,854	3,791	3,771	3,633	3,827
Canada	609	579	650	704	728	850	896	928	879	924	975
Germany	142	123	117	120	120	120	128	134	128	130	134
United Kingdom	147	124	131	123	117	114	117	118	124	115	124
France	108	103	97	110	107	106	113	112	101	103	109
China	18	18	21	25	31	37	52	64	77	81	82
Japan	56	44	41	45	47	49	52	55	63	69	71
Australia	40	40	41	44	46	44	48	54	60	62	68
South Korea	50	43	42	40	44	53	54	61	64	70	67
Switzerland	31	30	36	39	37	34	37	37	36	33	34
India	23	21	21	20	21	23	25	27	29	29	32
Italy	32	30	26	29	26	27	29	25	24	25	28

Top Visitor Markets - % Change YOY

Origin market	Date										
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Mexico	-11.53%	14.97%	-4.58%	6.82%	7.77%	6.01%	-1.65%	-0.51%	-3.66%	5.32%	
Canada	-4.95%	12.25%	8.28%	3.44%	16.79%	5.44%	3.52%	-5.32%	5.11%	5.57%	
Germany	-13.89%	-4.95%	2.93%	0.19%	-0.21%	6.45%	4.85%	-4.54%	1.38%	3.13%	
United Kingdom	-15.54%	5.47%	-6.18%	-4.88%	-2.40%	2.06%	0.89%	5.47%	-7.56%	8.54%	
France	-4.57%	-5.35%	13.28%	-2.85%	-0.95%	7.12%	-1.26%	-9.52%	1.98%	5.18%	
China	3.13%	15.53%	19.21%	24.00%	18.40%	41.96%	22.66%	20.30%	5.84%	0.31%	
Japan	-22.47%	-6.27%	9.94%	4.48%	4.39%	5.14%	6.20%	14.45%	10.02%	3.57%	
Australia	0.23%	2.65%	7.81%	4.10%	-4.57%	8.75%	14.58%	9.99%	3.16%	10.41%	
South Korea	-13.98%	-3.82%	-4.08%	10.28%	19.53%	2.45%	13.17%	3.92%	10.01%	-4.62%	
Switzerland	-1.90%	17.76%	9.84%	-5.96%	-6.25%	6.32%	-0.14%	-1.52%	-9.40%	3.76%	
India	-9.41%	-1.20%	-0.62%	1.36%	8.82%	12.59%	7.27%	7.24%	-0.53%	8.63%	
Italy	-7.49%	-11.74%	11.15%	-12.58%	4.03%	8.28%	-11.89%	-4.22%	1.37%	13.87%	

Source: Tourism Economics. updated 8-2-2019