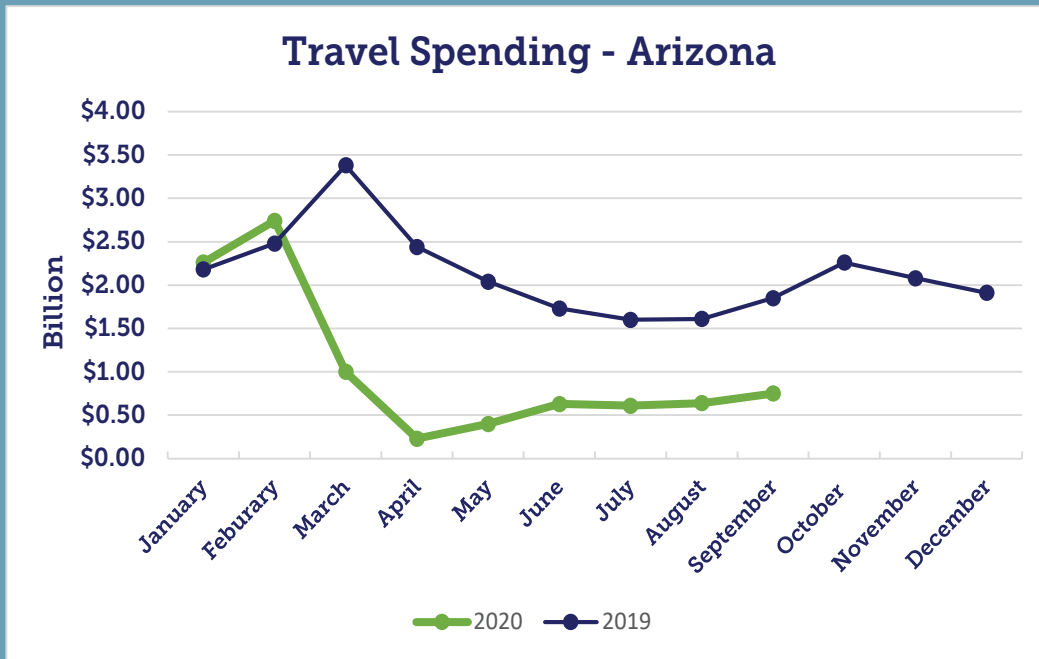


MONTHLY TOURISM REPORT

Report Date: October 29, 2020

tourism.az.gov

SEPTEMBER 2020 ARIZONA TOURISM INDUSTRY PERFORMANCE



YOY
(Sept. '20 vs. Sept. '19)

Travel Spending
↓ **Down 60%**
-\$1.1 billion
to \$752 million

Employment
↓ **Down 55%**
-105,800
to 87,000

Tax Revenue
↓ **Down 58%**
-\$44 million
to \$32.2 million

Hotel Occupancy
↓ **Down 20%**
-13.2 pp
to 51.5%

YEAR-TO-DATE ARIZONA TOURISM PERFORMANCE - Jan.-Sept. '20 vs. Jan.-Sept. '19

Travel Spending ↓ Down 52% -\$10 billion to \$9.3 billion	Tax Revenue ↓ Down 51% -\$405 million to \$389 million	Hotel Occupancy ↓ Down 28% -19.6 pp to 49.9%	Hotel Revenue ↓ Down 38% -\$1.05 billion to \$1.7 billion
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DATA DEFINITIONS

- Travel Spending:** The sum of visitor and travel spending in Arizona.
- Employment:** Industry employment (jobs) supported by travel spending.
- Tax Revenue:** The state tax revenue generated by travel spending.
- Hotel Occupancy:** The percent of available rooms that are occupied in a given time period. (Supply/Demand)
- YOY:** Year-over-year comparison. The top section provides August 2020 data compared to August 2019. The Year-To-Date section provides Jan.-Aug. 2020 data compared to the same time in 2019.
- PP:** Percentage points. The difference of two percentages.