SEPTEMBER 2020
ARIZONA TOURISM INDUSTRY PERFORMANCE

Travel Spending - Arizona

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)

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

DATA DEFINITIONS

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.

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