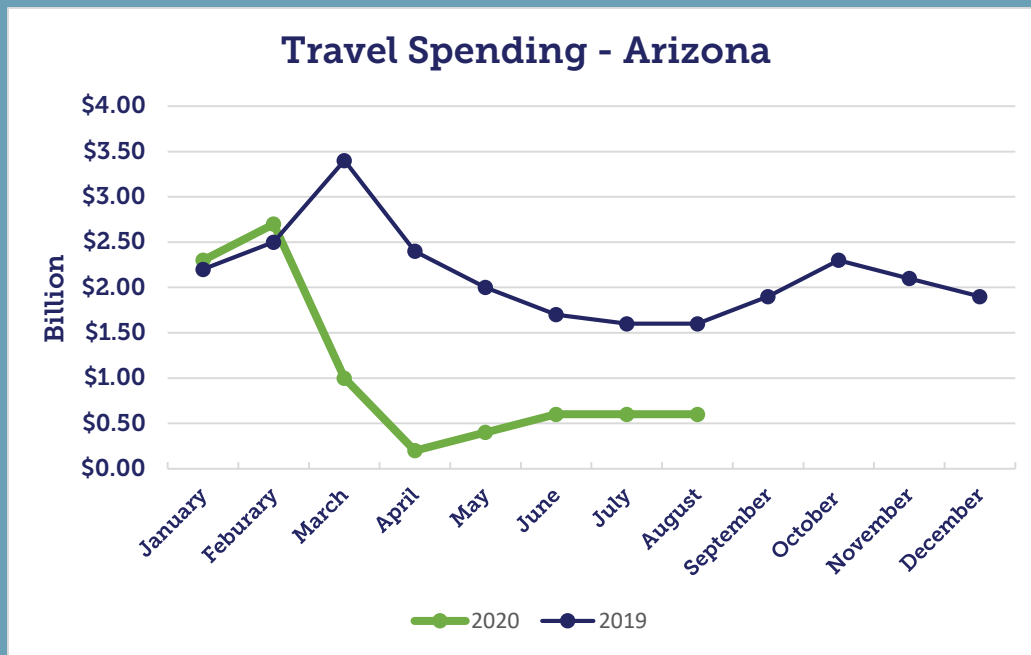


MONTHLY TOURISM REPORT

Report Date: October 5, 2020

tourism.az.gov

AUGUST 2020 ARIZONA TOURISM INDUSTRY PERFORMANCE



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

Travel Spending
↓ **Down 60%**
-\$966 million
to \$641 million

Employment
↓ **Down 59%**
-113,000
to 79,000

Tax Revenue
↓ **Down 58%**
-\$38 million
to \$27.8 million

Hotel Occupancy
↓ **Down 26%**
-16.6 pp
to 47.9%

YEAR-TO-DATE ARIZONA TOURISM PERFORMANCE - January-August 2020 vs. January-August 2019

Travel Spending ↓ Down 51% -\$9 billion to \$8.5 billion	Tax Revenue ↓ Down 50% -\$361 million to \$357 million	Hotel Occupancy ↓ Down 29% -20.4 pp to 49.7%	Hotel Revenue ↓ Down 38% -\$966.6 mil. to \$1.6 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.