MONTHLY TOURISM REPORT
Report Date: October 5, 2020

AUGUST 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 - 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% - 79,000 to 47.9%
Hotel Revenue: Down 38% - $966.6 mil. to $1.6 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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