

2020 Arizona Travel Industry Figures (Embargoed until 7/20)

2020 ARIZONA VISITATION DATA AT-A-GLANCE		
Total Overnight Visitation	32.1 million	Down 31%*
Visitor Spending	\$15 billion	Down 41%*
Tax Revenue	\$2.7 billion	Down 28%*
Jobs	160,500	Down 17.4%*
Earnings	\$6.7 billion	Down 13%*
<i>All data reflects calendar year 2020. *Compared to calendar year 2019 data.</i>		

Domestic & International Overnight Visitors

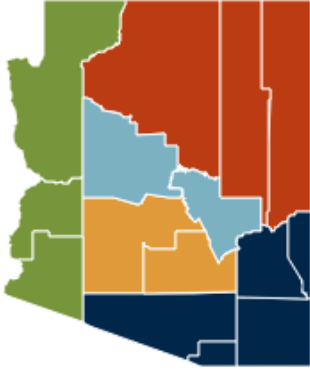
- **32.1 Million** (Down 31% over 2019)

Data Note: International visitation figures are forecasts for 2020 made in December. Final international visitation volume estimates are expected to arrive in August 2021 and are subject to change as new data points become available.

Domestic Overnight Visitors

- **30.14 Million** (Down 25.8% over 2019)

TOP ORIGIN STATES	
Arizona	9.1 million
California	6.8 million
Texas	2.1 million
New York	1.8 million
Florida	1.5 million
Illinois	1.2 million

REGIONAL OVERNIGHT VISITATION BY REGION		
Phoenix & Central	19 million	
Northern	10 million	
North Central	8 million	
West Coast	7 million	
Tucson & Southern	6 million	

Data Note: Top Origin States and Regional Overnight Visitation volume estimates are based on survey data. These data can vary from year to year.

International Overnight Visitors

- **2.0 Million** (Down 68% over 2019 (Overseas Visitation Down 84%))

TOP ORIGIN COUNTRIES OVERNIGHT VISITATION		
Mexico	1,500,000	Down 61%*
Canada	222,900	Down 77%*
U.K.	20,200	Down 84%*
Germany	19,900	Down 86%*
France	18,900	Down 84%*
South Korea	15,900	Down 79%*
Japan	15,800	Down 81%*
Australia	11,500	Down 84%*
China	7,700	Down 90%*
India	6,500	Down 80%*

*Data Note: International visitation figures are forecasts for 2020. International visitation volume estimates for 2020 are expected to arrive in August 2021 and are subject to change as new data points become available. *Compared to calendar year 2019 data.*



Direct Travel Spending

- **\$15 Billion:** Direct travel spending generated within Arizona. (Down 41% over 2019)
 - Non-transportation spending was \$10.8 billion (down 35% over 2019)
- **\$41.2 Million:** Direct travel spending injected into our state's economy every ***single*** day.

Industry Employment

- **160,500:** Industry-related jobs directly generated by travel spending. (Down 17.4% over 2019)
 - When combined with indirect and induced employment, the travel industry impacts 268,370 jobs.
 - **Data Note:** In 2020, employment and earnings were supported in part by CARES Act funding.
- **\$6.7 Billion:** Earnings generated by Arizonans employed by tourism jobs. (Down 13% over 2019)
 - **Data Note:** In 2020, employment and earnings were supported in part by CARES Act funding.

Tax Revenue

- **\$2.7 Billion:** Local, state and federal tax revenues generated as a result of direct travel spending. (Down 28.1% over 2019)

ARIZONA TOURISM TAX REVENUES GENERATED		
Federal	\$1.21 billion	45% of all tax revenue (Down 22.6% over 2019)
State	\$718 million	26% of all tax revenue (Down 31.7% over 2019)
Local	\$786 million	29% of all tax revenue (Down 32.3% over 2019)
Overall	\$2.7 billion	Down 28.1% over 2019