The Economic Impact of Travel

Arizona

2020p
State, Region, County Impacts

May 2021

PREPARED FOR
Arizona Office of Tourism

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The Economic Impact of Travel in Arizona

2020p
State, Region, County Impacts

Arizona Office of Tourism

5/27/2021

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National Impacts

2020p

National / Summary

U.S. Travel Impacts 2020p

The COVID-19 pandemic brought economic disruption to almost all sectors of the U.S. economy in 2020, but few industries were as hard hit as travel. The combination of economic instability and health and safety measures in the U.S. led to a large reduction in the demand for such services. Total travel output decreased by 36% (-$408B) in 2020, as compared to 2019 levels. Leisure & Hospitality and Transportation are two of the most affected industries. Prior to the first reported case in the U.S., the travel industry had reached $1.13 trillion growing 3% between 2018 and 2019. Expectations were for continued growth in travel for 2020, as economic indicators like unemployment were at all-time lows.

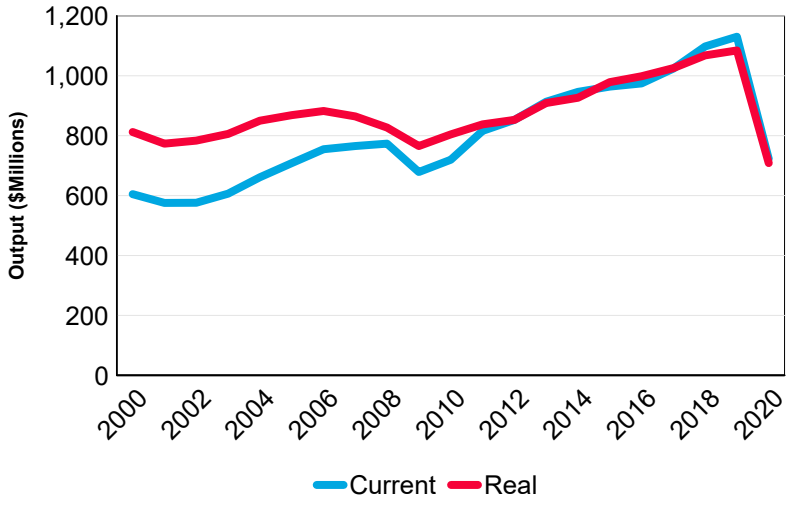
At the time of this report, the BEA Tourism Satellite Account covered travel activity through 2019; all 2020 estimates have been made by Dean Runyan Associates.

• Spending by resident and foreign visitors was $723 billion in 2020 in current dollars. This represents a 36% decrease over 2019, where international travel made up 25% of these losses. When adjusted for changes in prices (real dollars), spending decreased by 35% from 2019 to 2020.

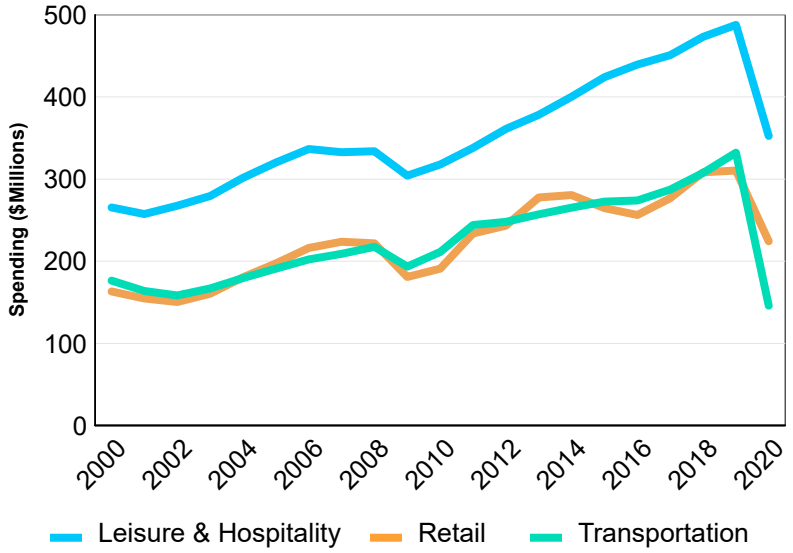
• Leisure & Hospitality, as a share of total spending, increased to 48%, compared to 43% in 2019. The overall shift in total spending was heavily impacted by the 56% decline in Transportation spending, influenced by reduced air volume and price decreases in gasoline.

The U.S. travel industry **contracted 36% in 2020**, the largest losses occurring in Transportation: - $**186 billion.**

Direct Travel Output 2000-2020p

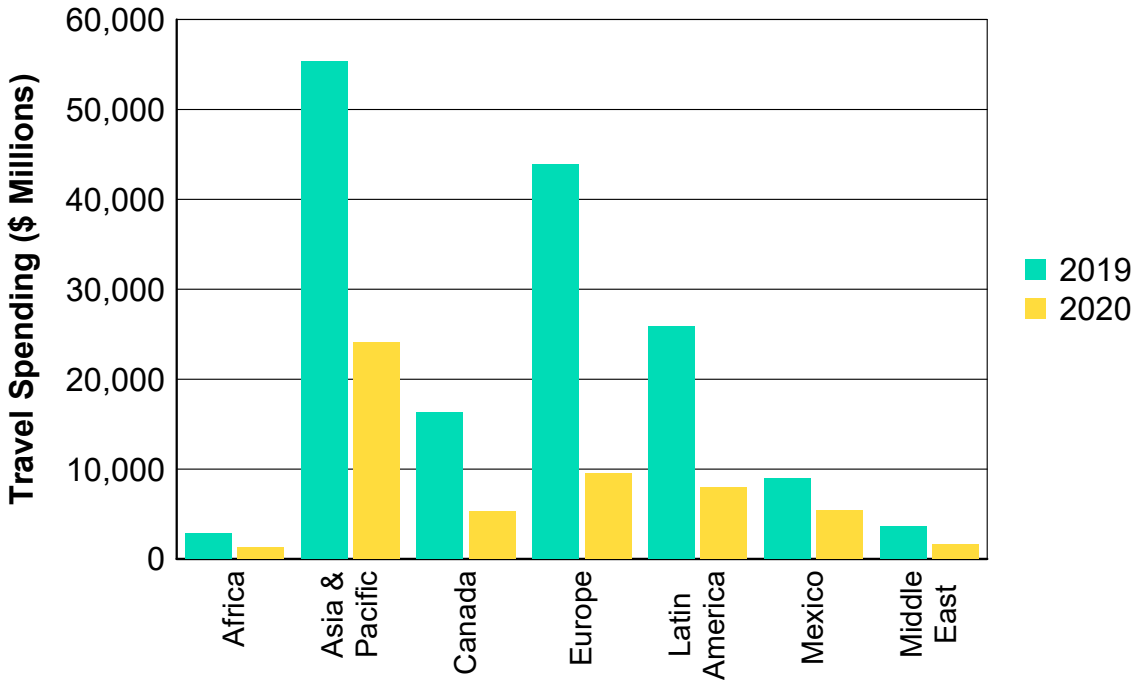


Spending by Summary Commodity 2000-2020p



National / Summary

International Spending 2020p



International spending is down 63% in 2020.

Spending from the Asia & Pacific countries decreased 44%, a loss of $31 billion.

Travel restrictions active in 2020 due to COVID-19 (CDC):

China, Iran, Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Monaco, San Marino, Vatican City, United Kingdom, Republic of Ireland, Brazil, South America.

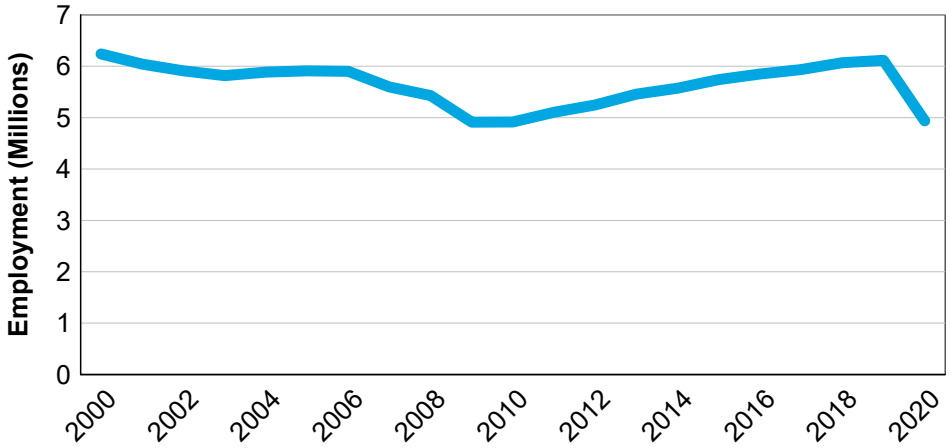
Border restrictions also apply to Canada and Mexico.

Many foreign countries implemented restrictions on their residents that may not be included in the above list that affected travel to the U.S.

Sources: Dean Runyan Associates, Bureau of Economic Analysis

National / Summary

U.S. Travel Industry Employment

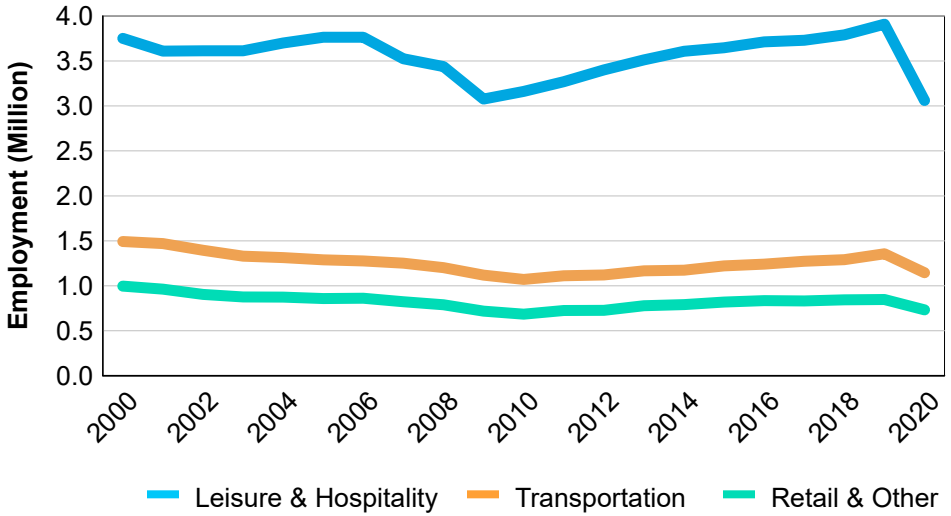


Sources: Bureau of Economic Analysis, Dean Runyan Associates

National employment in the travel industry decreased by 1.2 million jobs (-19% YOY).

Employment includes CARES act support, data limitations prevent disaggregation.

U.S. Travel Industry Employment by Sector



Sources: Bureau of Economic Analysis, Dean Runyan Associates

The Leisure & Hospitality sector was the most heavily impacted, losing about 900,000 jobs in 2020 (-22% YOY).

Employment includes CARES act support, data limitations prevent disaggregation.

State Impacts

2020p

Arizona / Summary

State Travel Impacts 2020p

The COVID-19 pandemic has caused global economic hardship. The travel industry has been especially hard hit, even more so than during the Great Recession. U.S. travel spending declined an estimated 36% in 2020. The Arizona travel industry was even more affected, experiencing an estimated decline of 41% in travel spending.

· Travel spending declined 41.2% from $25.6 billion in 2019 to $15 billion in 2020.

· Direct employment experienced a loss of approximately 33,800 jobs across the state. This represents a 17.4% decline in travel employment. The largest amount of job losses occurred within accommodations and food services sector, which lost 16,920 travel jobs.

· Tax receipts generated by travel spending are down 28.1% compared to 2019. Local and state taxes have declined 31.7% and 35.3% respectively.

These preliminary estimates for Arizona are subject to revision as more complete source data becomes available. This year has resulted in higher data variability and can lead to larger than normal revisions.

The U.S. travel industry **contracted 36% in 2020**, whereas Arizona's travel economy **declined 41%**

Arizona / Trend

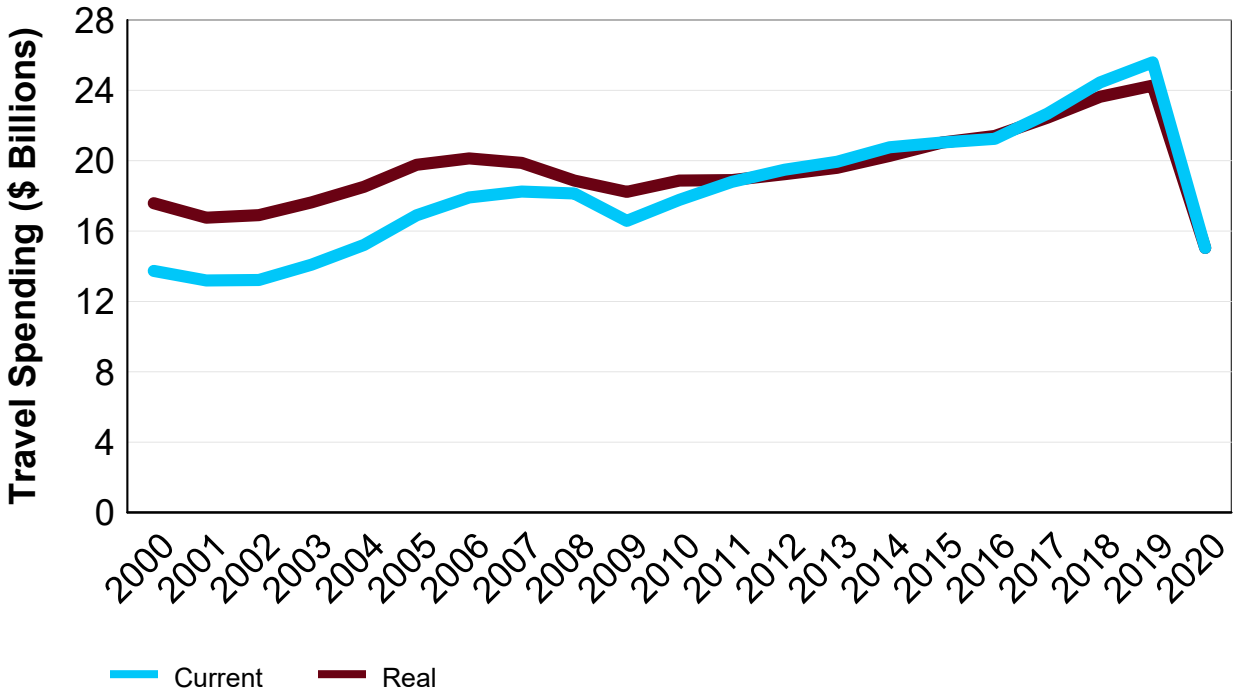
Direct Travel Impacts 2011-2020p (Preliminary)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg.Annual % Chg. 2019-20	Avg.Annual % Chg. 2011-20
Spending ($Millions)												
Total (Current $)	18,798	19,489	19,936	20,762	21,034	21,245	22,679	24,446	25,591	15,043	▼ -41.2%	▼ -2.4%
Other	2,147	2,398	2,486	2,573	2,580	2,628	2,764	2,949	3,050	1,302	▼ -57.3%	▼ -5.4%
Visitor	16,651	17,090	17,450	18,189	18,454	18,617	19,916	21,497	22,541	13,741	▼ -39.0%	▼ -2.1%
Non-transportation	11,425	11,757	12,081	12,683	13,394	13,831	14,701	15,744	16,558	10,809	▼ -34.7%	▼ -0.6%
Transportation	5,226	5,333	5,369	5,506	5,060	4,786	5,215	5,753	5,983	2,931	▼ -51.0%	▼ -6.2%
Earnings ($Millions)												
Earnings (Current $)	5,176	5,393	5,546	5,827	6,216	6,464	6,968	7,397	7,667	6,679	▼ -12.9%	▲ 2.9%
Employment (000's)												
Employment	158.7	162.5	165.6	172.7	179.5	184.2	187.9	192.3	194.3	160.5	▼ -17.4%	▲ 0.1%
Tax Revenue ($Millions)												
Total (Current $)	2,556	2,617	2,733	2,814	2,999	3,093	3,309	3,625	3,778	2,716	▼ -28.1%	▲ 0.7%
Local	727	735	756	787	856	893	953	1,111	1,161	786	▼ -32.3%	▲ 0.9%
State	801	825	805	796	839	859	933	1,010	1,051	718	▼ -31.7%	▼ -1.2%
Federal	1,028	1,057	1,172	1,230	1,304	1,341	1,423	1,505	1,566	1,212	▼ -22.6%	▲ 1.8%

Employment and Earnings include CARES Act support.

Arizona / Trend

Direct Spending / Real and Current Dollars

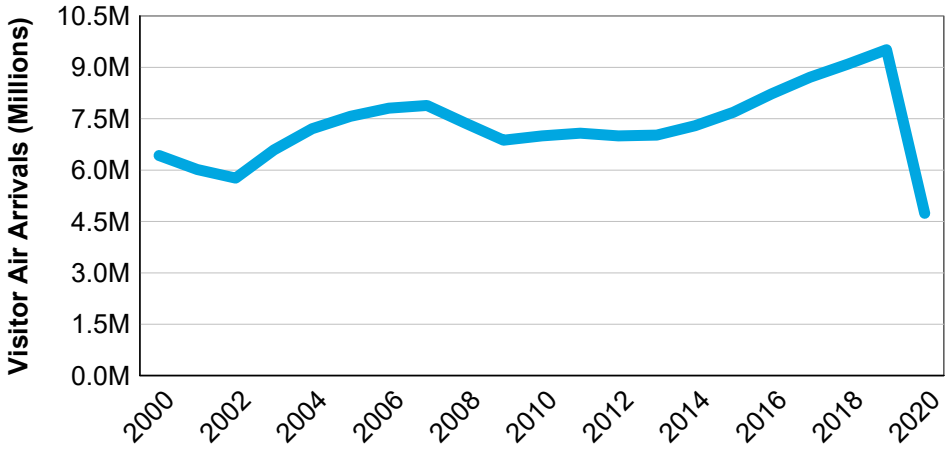


Between 2019 and 2020, travel spending adjusted for inflation (real) decreased 38%, compared to a 41% decrease in travel spending un-adjusted for inflation (current).

Sources: Bureau of Labor Statistics CPI, Dean Runyan Associates

Arizona / Trend

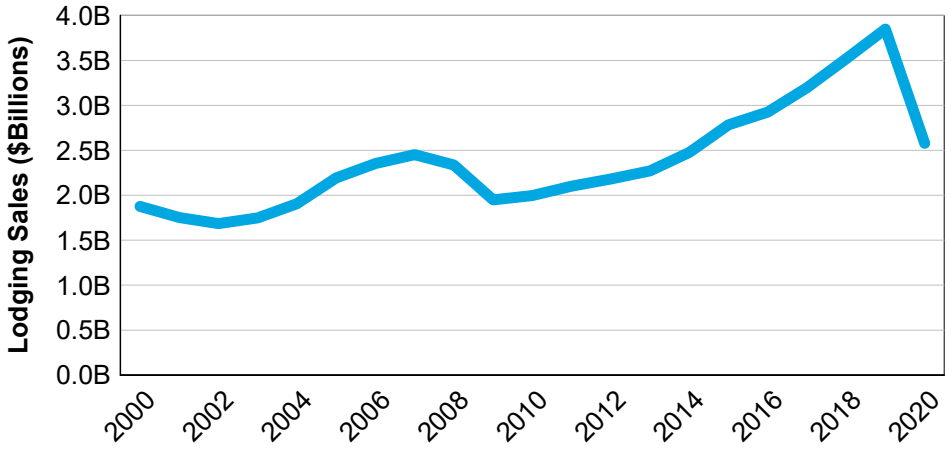
Air Passenger Visitor Arrivals / U.S. Air Carriers



4.7 million domestic visitors traveled to Arizona by air in 2020. This is a decline of 50% from 2019 visitation of 9.5 million.

Sources: Bureau of Transportation Statistics, Dean Runyan Associates

Taxable Lodging Sales / Arizona



Lodging sales is an important indicator of the strength of the travel industry as it directly reflects visitor spending in one of the key sectors.

Taxable lodging sales decreased 33% annually from 2019 to 2020, from $3.8 billion to $2.6 billion.

Sources: Arizona Department of Revenue, Northern Arizona University, Dean Runyan Associates

Arizona / Trend

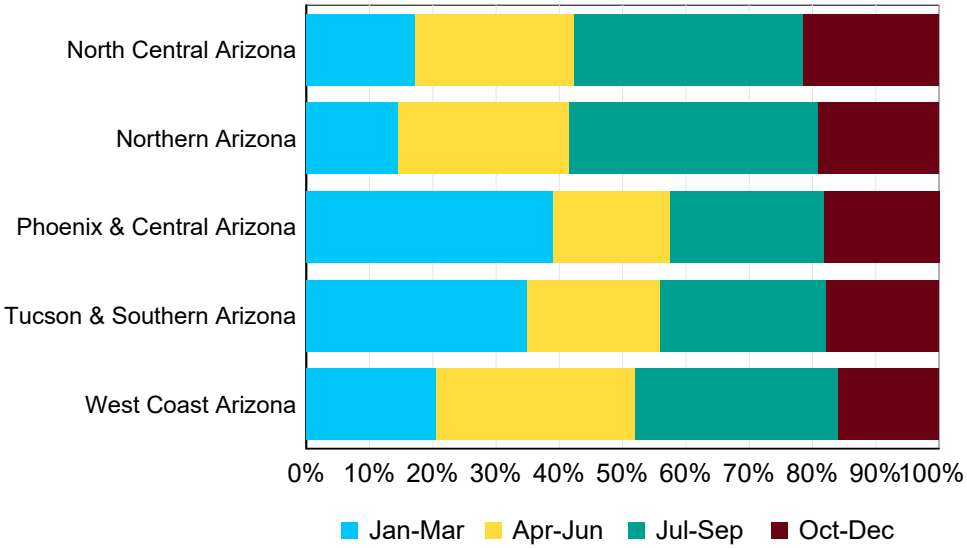
Seasonal & Regional / Lodging Sales

Lodging sales are a strong indicator to seasonal travel patterns in the Arizona tourism industry. Lodging sales of the Phoenix and Central Arizona region area are greater than the four other regions combined (54.6%). This share has declined 6.3% compared to 2019 (60.9%).

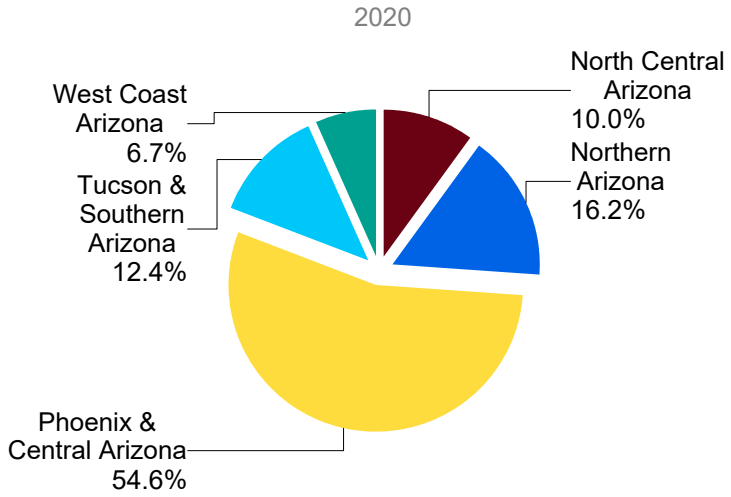
In 2020 the third quarter (Jul-Sep) experienced the least amount of variation year over year.

The Northern Arizona region includes Apache, Coconino and Navajo counties. The West Coast region includes La Paz, Mohave and Yuma counties. The North Central region includes Gila and Yavapai counties. The Phoenix and Central Arizona region includes Maricopa and Pinal counties. The Tucson and Southern Arizona region includes Cochise, Graham, Greenlee, Pima and Santa Cruz counties.

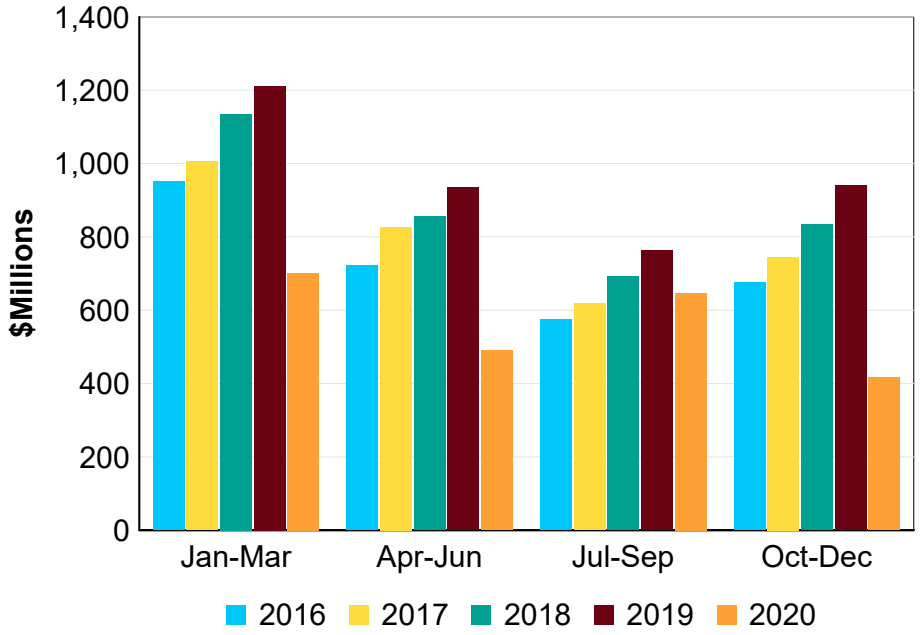
Taxable Lodging Sales by Region and Quarter, 2020



Regional Shares of Arizona Taxable Lodging Sales

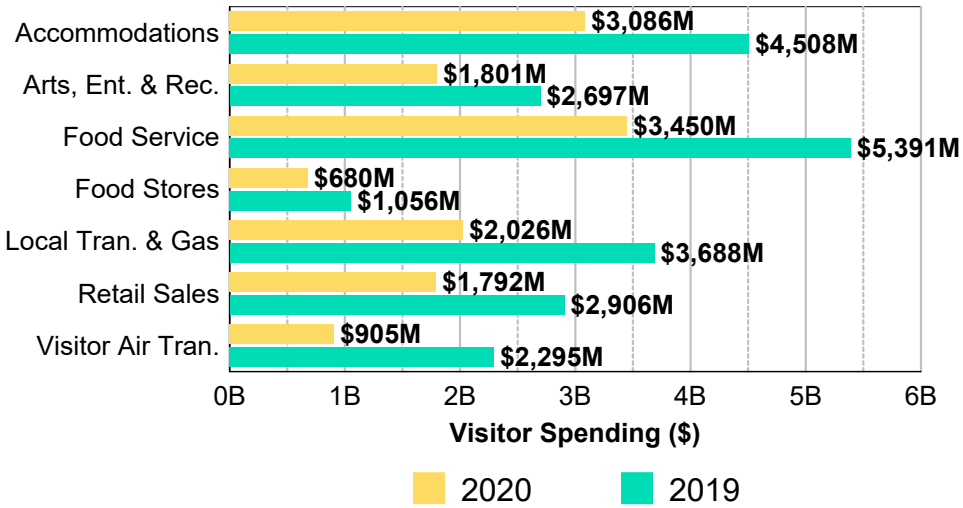


Arizona Taxable Lodging Sales by Quarter



Arizona / Trend

Visitor Spending by Commodity Purchased / Arizona

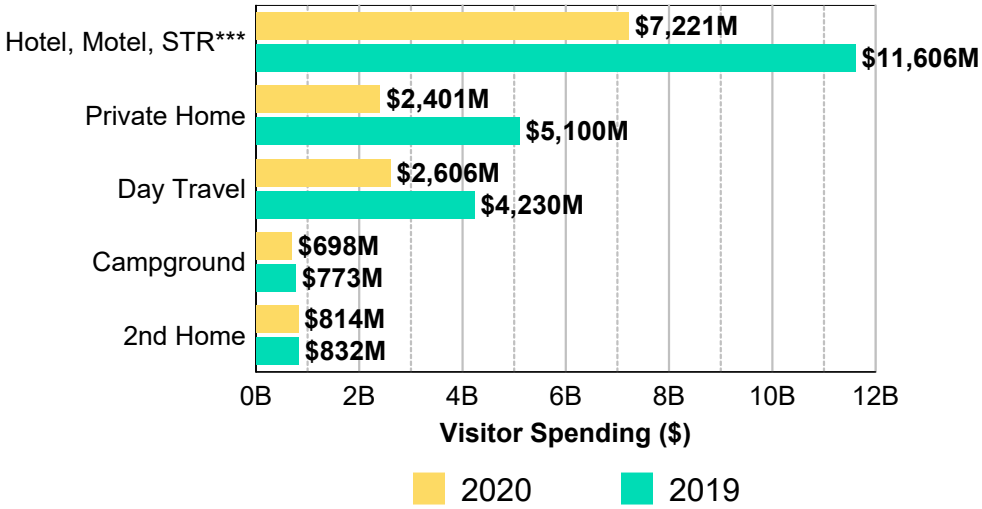


Sources: Arizona Department of Revenue, Dean Runyan Associates

The largest loss occurred in food and beverage service. $1.9 billion was lost in 2020 compared to 2019, a decline of 36.0%.

Accommodations lost approximately $1.4 billion, a decline of 31.5%.

Visitor Spending by Accommodation Type / Arizona



Sources: Arizona Department of Revenue, Dean Runyan Associates

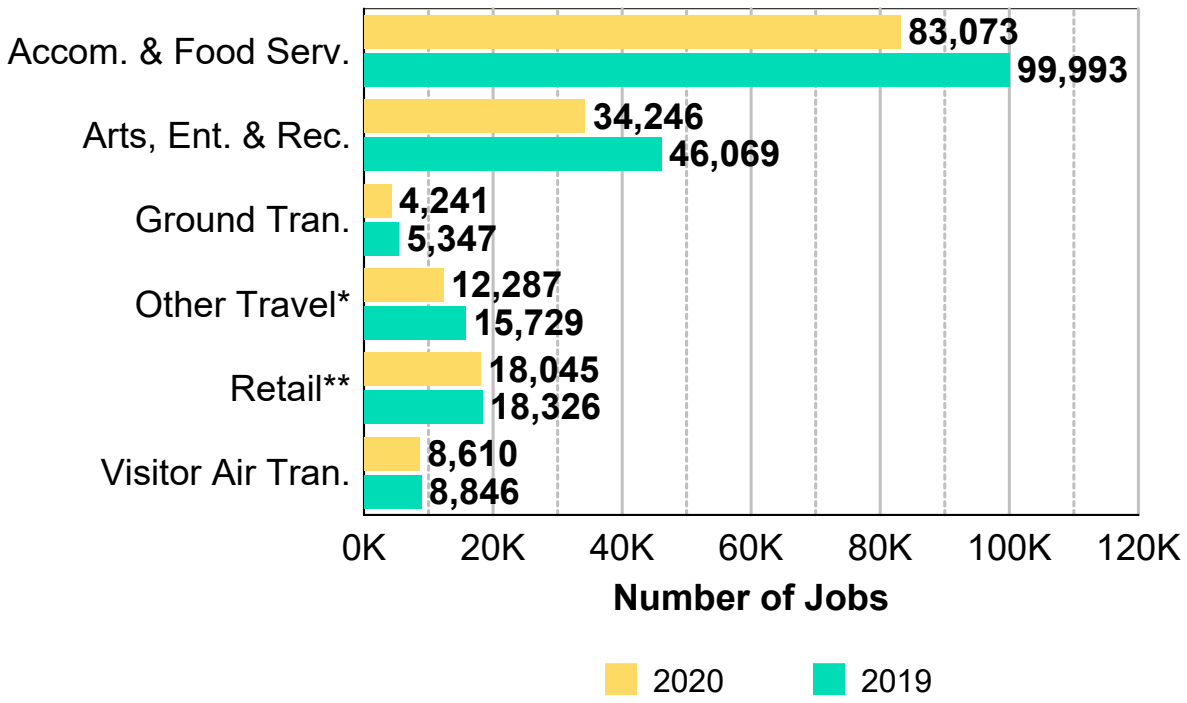
***STR (Short Term Rental)

Visitors who stayed in a Hotel, Motel, or STR (short term rental) spent $6.8 billion in 2020, a decline of 41.8%.

Visitors who stayed in a Private Home with friends and relatives spent $2.4 billion in 2020, a decline of 52.9%.

Arizona / Trend

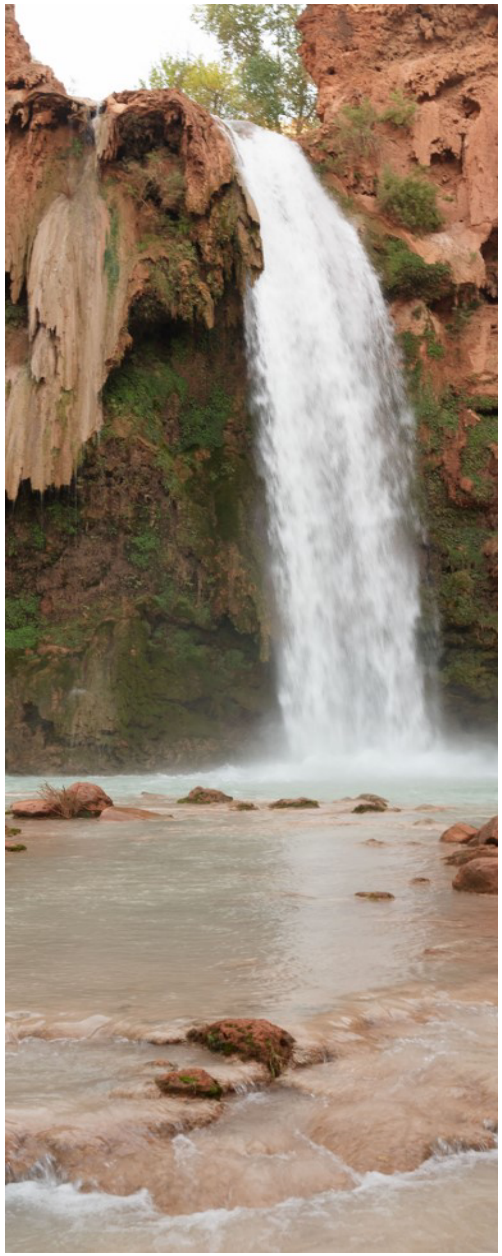
Travel Industry Employment / Arizona



*Other travel includes resident air travel, travel arrangement & reservation services, and convention & trade show organizers.
**Retail includes gasoline stations.
Employment includes CARES Act support.

Total direct job loss is estimated at 33,800 jobs. Leisure and Hospitality lost approximately 28,740 jobs in 2020, representing 85% of the direct job loss. Overall, travel industry employment experienced a decline of 17%.

Sources: Bureau of Labor Statistics, Bureau of Economic Analysis, Dean Runyan Associates



Arizona / Origin

Direct Travel Impacts Origin, 2020

U.S. residents of states other than Arizona accounted for approximately 62% of all travel spending in Arizona in 2020. Residents of Arizona accounted for 31%, while international visitors accounted for 7% of travel spending in the state. Detailed estimates by visitor residence are reported in the following table for spending, earnings, employment, and tax receipts.

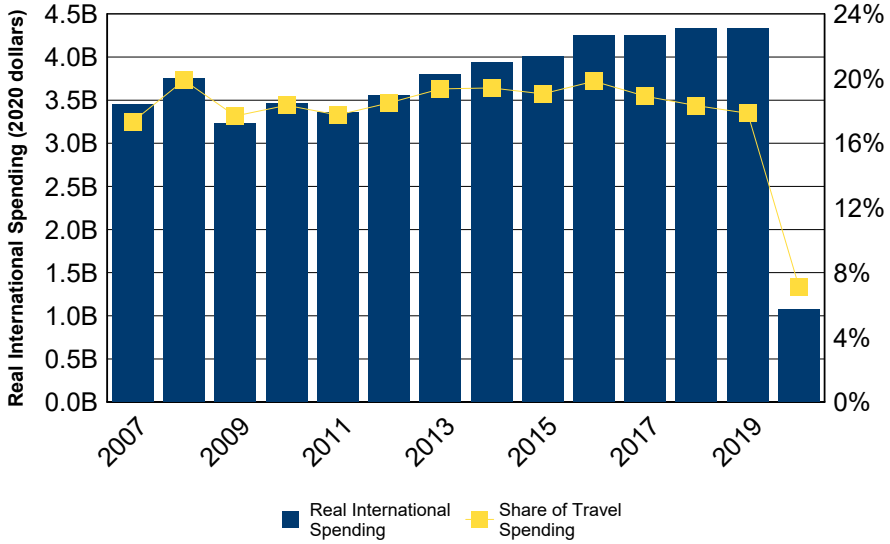
International spending historically has been around 20% of travel spending in Arizona. The COVID-19 pandemic has resulted in travel restrictions to the U.S. from multiple large travel markets.

Category	Arizona	Other US	International	All Visitors
Spending ($Billions)	4.6	9.4	1.1	15.0
Earnings ($Billions)	1.9	3.7	1.1	6.7
Employment (000's Jobs)	40.1	90.7	29.7	160.5
Local/State Tax ($Millions)	307.2	881.7	315.1	1,504.0
Federal Tax ($Millions)	327.6	722.7	161.3	1,211.7

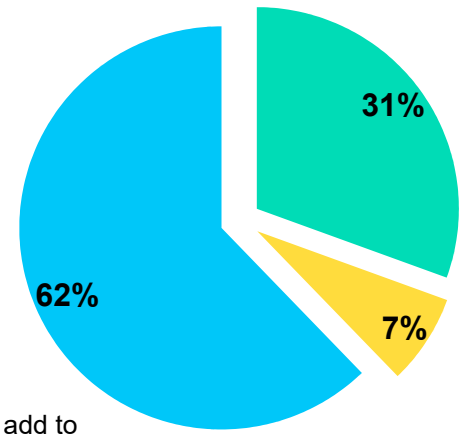
Note: All figures rounded

International spending impacts for Arizona were derived from the U.S. International Transaction estimates from the Bureau of Economic Analysis (BEA) and origin & destination counts from the National Travel and Tourism Office. The remaining economic impact categories are derived from the travel impact results in this report.

International Visitor Spending in Real Dollars



Travel Spending by Visitor Residence, 2020



Figures may not add to 100% due to rounding.

Arizona International Other U.S.

Arizona / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Millions)											
Destination Spending	16,651	17,090	17,450	18,189	18,454	18,617	19,916	21,497	22,541	13,741	▼ -39.0%
Other Travel*	2,147	2,398	2,486	2,573	2,580	2,628	2,764	2,949	3,050	1,302	▼ -57.3%
TOTAL	18,798	19,489	19,936	20,762	21,034	21,245	22,679	24,446	25,591	15,043	▼ -41.2%
Visitor Spending by Type of Traveler Accommodation ($Millions)											
Hotel, Motel, STR***	7,449	7,688	7,909	8,399	8,916	9,196	9,941	10,932	11,606	7,221	▼ -37.8%
Private Home	4,196	4,216	4,284	4,420	4,399	4,390	4,643	4,931	5,100	2,401	▼ -52.9%
Campground	694	698	694	707	664	648	678	723	773	698	▼ -9.7%
2nd Home	688	710	719	737	735	747	770	805	832	814	▼ -2.2%
Day Travel	3,623	3,779	3,845	3,926	3,739	3,636	3,883	4,106	4,230	2,606	▼ -38.4%
TOTAL	16,651	17,090	17,450	18,189	18,454	18,617	19,916	21,497	22,541	13,741	▼ -39.0%
Visitor Spending by Commodity Purchased ($Millions)											
Accommodations	2,530	2,616	2,719	2,951	3,303	3,469	3,759	4,127	4,508	3,086	▼ -31.5%
Food Service	3,489	3,615	3,744	3,947	4,191	4,398	4,730	5,127	5,391	3,450	▼ -36.0%
Food Stores	875	912	940	985	992	971	1,000	1,021	1,056	680	▼ -35.6%
Local Tran. & Gas	3,633	3,755	3,741	3,754	3,206	2,927	3,250	3,637	3,688	2,026	▼ -45.1%
Arts, Ent. & Rec.	2,101	2,126	2,151	2,217	2,298	2,375	2,486	2,630	2,697	1,801	▼ -33.2%
Retail Sales	2,430	2,488	2,528	2,583	2,610	2,617	2,727	2,839	2,906	1,792	▼ -38.3%
Visitor Air Tran.	1,593	1,578	1,628	1,752	1,854	1,859	1,965	2,117	2,295	905	▼ -60.6%
TOTAL	16,651	17,090	17,450	18,189	18,454	18,617	19,916	21,497	22,541	13,741	▼ -39.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.
***STR (Short Term Rental)

Arizona / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($Millions)											
Accom. & Food Serv.	2,146	2,231	2,330	2,464	2,655	2,785	3,020	3,229	3,373	2,863	▼ -15.1%
Arts, Ent. & Rec.	916	967	995	1,083	1,129	1,180	1,252	1,356	1,430	1,151	▼ -19.5%
Retail**	500	501	505	538	566	584	608	634	653	687	▲ 5.2%
Ground Tran.	145	148	149	160	172	182	207	225	243	203	▼ -16.5%
Visitor Air Tran.	630	618	615	628	704	715	792	816	842	854	▲ 1.5%
Other Travel*	839	929	952	954	989	1,018	1,089	1,137	1,126	921	▼ -18.2%
TOTAL	5,176	5,393	5,546	5,827	6,216	6,464	6,968	7,397	7,667	6,679	▼ -12.9%
Travel Industry Employment (Thousand Jobs)											
Accom. & Food Serv.	82.1	83.2	86.1	88.7	92.2	95.1	97.0	99.3	100.0	83.1	▼ -16.9%
Arts, Ent. & Rec.	35.6	36.6	37.3	39.7	41.3	41.9	43.1	45.0	46.1	34.2	▼ -25.7%
Retail**	16.8	16.6	16.9	17.6	18.1	18.4	18.4	18.4	18.3	18.0	▼ -1.5%
Ground Tran.	3.6	3.7	3.8	3.9	4.1	4.4	4.9	5.1	5.3	4.2	▼ -20.7%
Visitor Air Tran.	7.4	7.5	7.2	7.6	8.1	8.2	8.4	8.7	8.8	8.6	▼ -2.7%
Other Travel*	13.2	14.9	14.3	15.3	15.7	16.1	16.1	15.7	15.7	12.3	▼ -21.9%
TOTAL	158.7	162.5	165.6	172.7	179.5	184.2	187.9	192.3	194.3	160.5	▼ -17.4%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	727	735	756	787	856	893	953	1,111	1,161	786	▼ -32.3%
State Tax Receipts	801	825	805	796	839	859	933	1,010	1,051	718	▼ -31.7%
Federal Tax Receipts	1,028	1,057	1,172	1,230	1,304	1,341	1,423	1,505	1,566	1,212	▼ -22.6%
TOTAL	2,556	2,617	2,733	2,814	2,999	3,093	3,309	3,625	3,778	2,716	▼ -28.1%

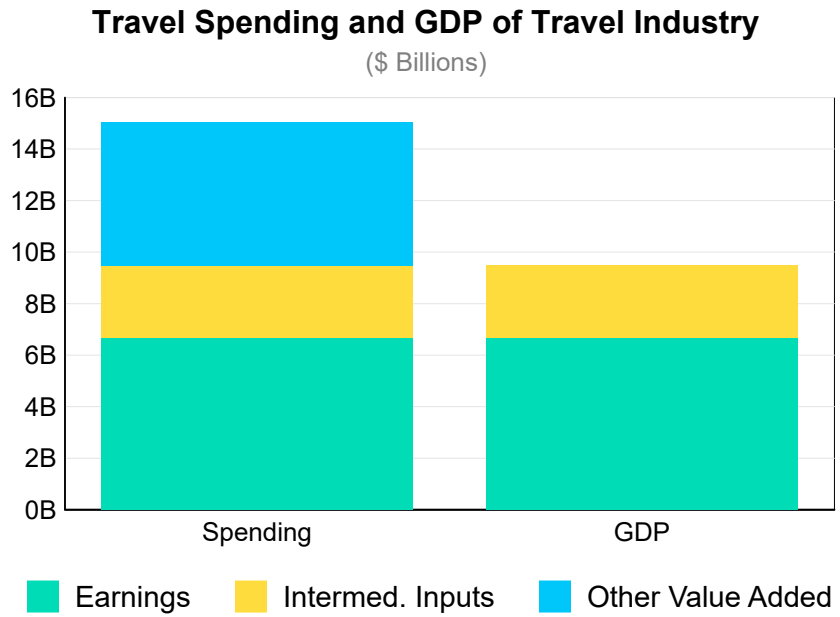
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.
**Retail includes gasoline.
Earnings and employment include CARES Act support.

Arizona / Travel GDP

Travel Industry GDP, 2020p

Gross Domestic Product (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individual in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations. The relationship between travel spending and the GDP of the Arizona travel industry is shown to the right. Arizona travel industry GDP of $9.4 billion represents approximately 2.5 percent of the total Arizona GDP.

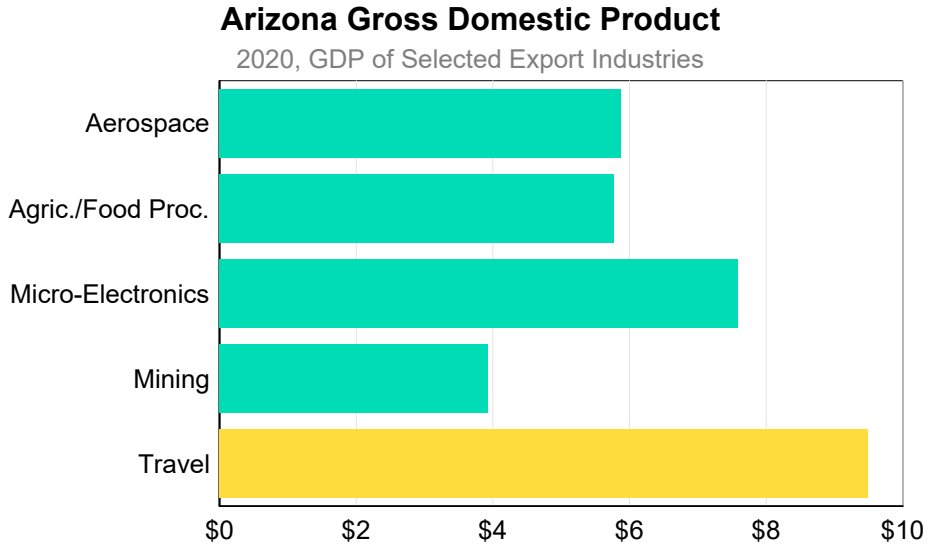
The estimates represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in Arizona will be delivered by other Arizona firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other Arizona businesses. These inputs are sometimes referred to as "indirect" effects.



Arizona / Travel GDP

Arizona Export-Oriented Industries, 2020

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations. Agriculture, extractive industries such as mining, and manufacturing are the best examples of goods-producing export industries. The travel industry is also an export-oriented industry because goods and services are sold to visitors, injecting money into the local economy, as do the exports of other industries.



A comparison of the leading export-oriented industries in Arizona is shown for 2020. Exports are not necessarily more important than locally traded goods and services. However, diverse export-oriented industries in any economy are a source of strength - in part because they generate income that contributes to development of other local services and amenities.

Source: Dean Runyan Associates and Bureau of Economic Analysis. GDP estimates by Dean Runyan Associates.

Arizona / Secondary Effects

Travel spending brings money into many Arizona communities in the form of business receipts. Portions of these receipts are spent within the state for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. This re-spending of travel-related revenues creates indirect and induced impacts.

Direct impacts represent effects attributable to traveler expenditures.

Indirect impacts represent effects associated with industries that supply goods and services to the direct businesses.

Induced impacts represent effects of purchases made by employees in both the direct and indirect businesses.

The impacts in this section are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories presented elsewhere in this report. (The specific industries that comprise these groups are listed in Implan/Secondary Effects.)

It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire state of Arizona and do not necessarily reflect economic patterns for individual counties, regions or sub-regions within the state. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.

Largest Secondary Industries 2020p

Professional Services (20,840 jobs and $1.3 billion in earnings) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.

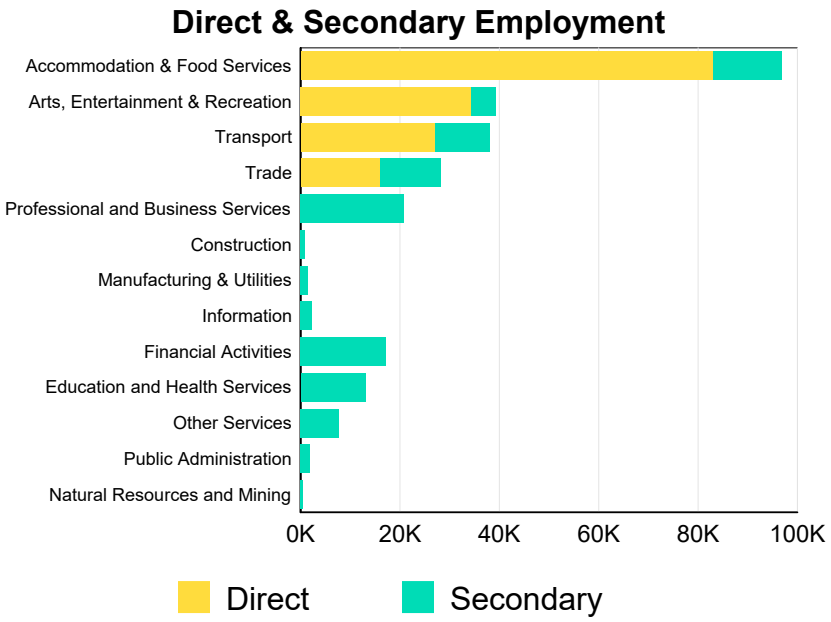
Education & Health Services (13,050 jobs and $846 million in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

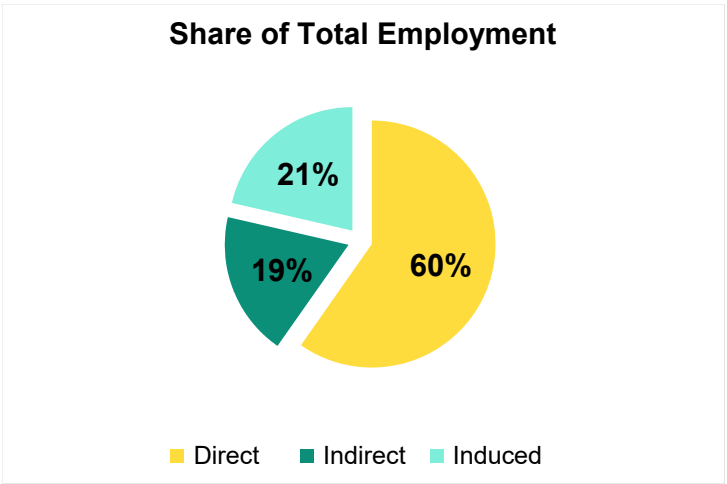
Financial Activities (17,250 jobs and $877 million in earnings) Both businesses and individuals make use of banking and insurance institutions.

Other Services (7,730 jobs and $376 million in earnings) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance, and business services.

Arizona / Secondary Effects

Total Employment 2020





Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	83,070	6,300	7,550	13,850	96,930
Arts, Entertainment & Recreation	34,250	3,380	1,650	5,020	39,270
Transport	27,120	7,860	3,140	11,000	38,120
Trade	16,060	1,990	10,190	12,170	28,230
Professional and Business Services	0	14,390	6,450	20,840	20,840
Construction	0	510	440	950	950
Manufacturing & Utilities	0	840	600	1,440	1,440
Information	0	1,320	940	2,260	2,260
Financial Activities	0	9,810	7,440	17,250	17,250
Education and Health Services	0	310	12,740	13,050	13,050
Other Services	0	2,280	5,450	7,730	7,730
Public Administration	0	1,190	670	1,860	1,860
Natural Resources and Mining	0	190	240	430	430
All Industries	160,500	50,360	57,510	107,870	268,370

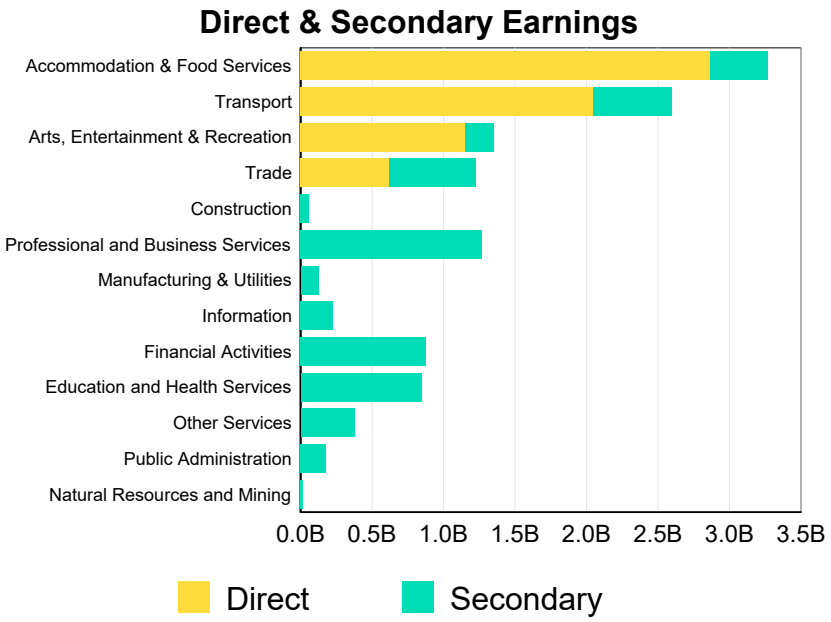
Values may not add to totals due to rounding.

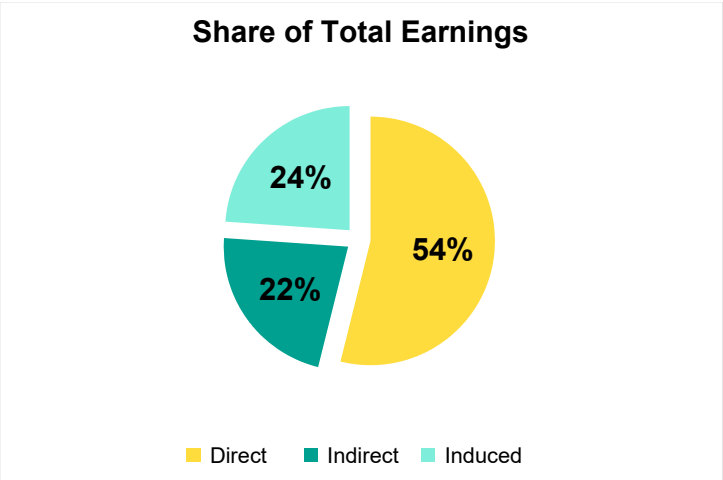
MOST DIRECT JOBS
Accommodation & Food Services

MOST SECONDARY JOBS
Professional & Business Services

Arizona / Secondary Effects

Total Earnings 2020





Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	2,863	192	212	403	3,267
Transport	2,045	424	127	551	2,596
Arts, Entertainment & Recreation	1,151	146	55	201	1,352
Trade	620	139	467	606	1,225
Construction	0	31	26	57	57
Professional and Business Services	0	881	388	1,269	1,269
Manufacturing & Utilities	0	76	49	125	125
Information	0	144	85	228	228
Financial Activities	0	463	414	877	877
Education and Health Services	0	16	830	846	846
Other Services	0	129	247	376	376
Public Administration	0	114	63	177	177
Natural Resources and Mining	0	7	10	17	17
All Industries	6,679	2,761	2,972	5,732	12,411

Values may not add to totals due to rounding. Figures in $Millions

MOST DIRECT Earnings
Accommodation & Food Services

MOST SECONDARY Earnings
Professional & Business Services

Arizona / Tax Revenue

Industry Gross Domestic Product and Taxes, 2020

One way to consider the contributions of various industries is to express the tax payments of businesses to government as a percentage of their Gross Domestic Product. Both figures highlight these tax payments for a sample of goods-producing and service sectors in the state, including travel.

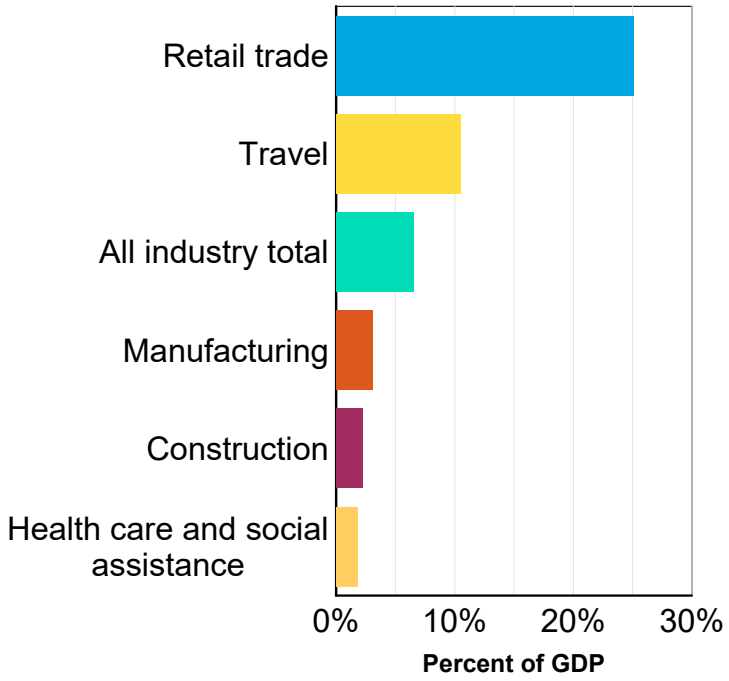
TOPI includes most taxes paid by businesses except for income taxes. This is why retail trade and travel have relatively high proportions of tax payments to their corresponding gross domestic products.

Production & Import Taxes as a Percent of GDP, Selected Industries, 2020 CY

Industry	GDP (Millions)	TOPI (Millions)	Percent
Construction	$19,473	$435	2.2%
Health care and social assistance	$31,733	$568	1.8%
Manufacturing	$31,112	$963	3.1%
Retail trade	$27,683	$6,934	25.0%
Travel	$9,484	$999	10.5%
All industry total	$372,461	$24,190	6.5%

Source: Bureau of Economic Analysis and Dean Runyan Associates
TOPI denotes taxes on production and imports less subsidies.

Production & Import Taxes as a Percent of GDP



Arizona / Tax Revenue

State and Local Tax Revenues FY 2020

The three primary sources of tax revenue generated by the travel industry are:

• Sales tax receipts generated by visitor spending. This includes local and state sales taxes, lodging taxes, alcoholic beverage taxes, motor vehicle rental taxes and motor fuel taxes.

• Taxes paid by travel industry businesses attributable to travel generated business receipts (property and income taxes).

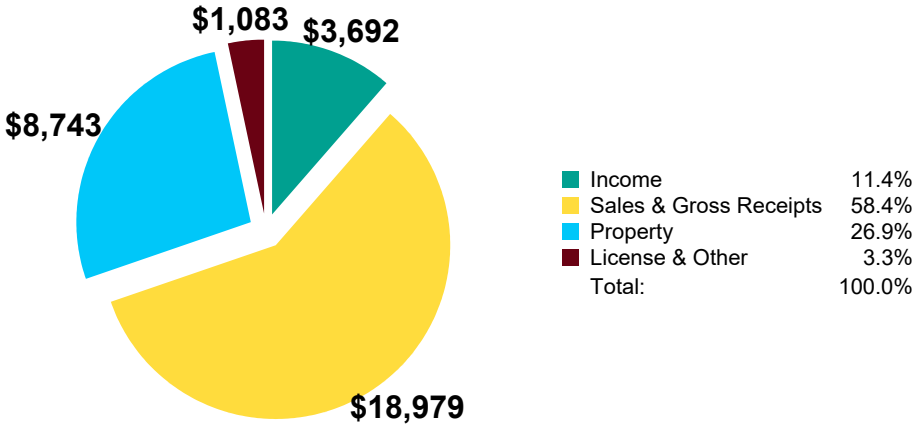
• Taxes paid by travel industry employees attributable to travel generated earnings (sales and property taxes).

Tax Type	Total	Travel	Percent Travel
Sales & Gross Receipts	$18,979	$1,495	7.9%
Property	$8,743	$174	2.0%
Income	$3,692	$138	3.7%
License & Other	$1,083	$50	4.7%
Total Tax Receipts	**$32,496**	**$1,858**	**5.7%**

Source: Dean Runyan Associates, Census Bureau

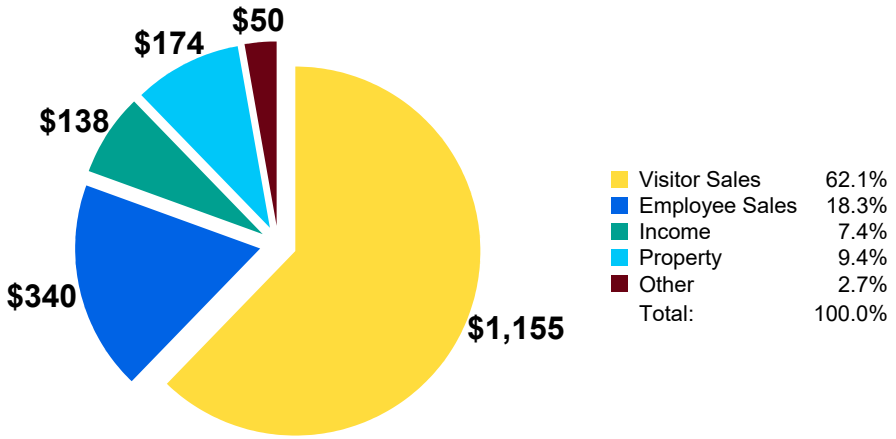
State and Local Government Tax Revenues

2019-2020 Fiscal Year ($Millions)



Travel Industry State and Local Government Tax Revenues

2019-2020 Fiscal Year ($Millions)



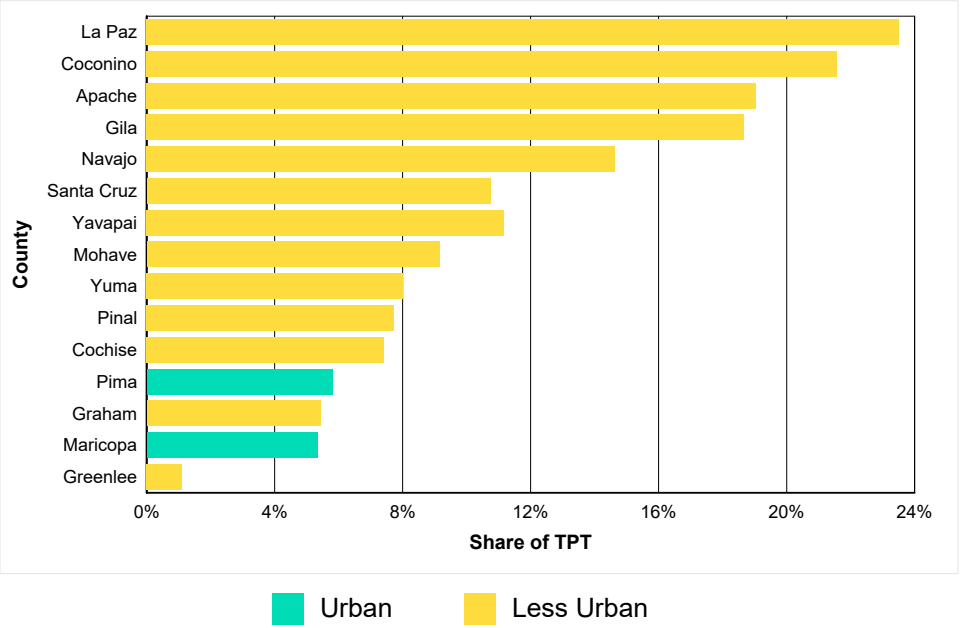
Arizona / Tax Revenue

Total and Visitor-Generated Taxable Sales, FY 2020

County	Total (Millions)	Travel (Millions)	Percent
Apache	$15.9	$3.0	19.0%
Cochise	$91.5	$6.8	7.4%
Coconino	$167.7	$36.2	21.6%
Gila	$35.6	$6.6	18.7%
Graham	$25.4	$1.4	5.4%
Greenlee	$25.4	$0.3	1.1%
La Paz	$16.0	$3.8	23.5%
Maricopa	$4,776.8	$255.2	5.3%
Mohave	$184.4	$16.9	9.2%
Navajo	$78.8	$11.5	14.6%
Pima	$885.0	$51.3	5.8%
Pinal	$208.5	$16.1	7.7%
Santa Cruz	$32.3	$3.5	10.7%
Yavapai	$214.7	$24.0	11.2%
Yuma	$159.7	$12.8	8.0%
Arizona	**$6,917.5**	**$449.4**	**6.5%**

State Transaction Privilege Tax

Generated by Direct Travel Spending, FY 2019



Source: Arizona Department of Revenue, Dean Runyan Associates

The tax impacts of the travel industry are generally greater for the less urbanized counties in the state. Overall travel contributes 6.2% to the statewide sales tax collections.

Arizona / Tax Revenue

Tax Revenue Generated by Travel per Household, 2020p CY

County	Local (Millions)	State (Millions)	Total (Millions)	Households (000's)	Tax Per Household
Apache	$3.3	$4.7	$8.0	22.8	$350
Cochise	$10.3	$10.4	$20.7	49.2	$420
Coconino	$54.4	$45.9	$100.3	49.4	$2,028
Gila	$9.9	$13.0	$22.9	22.3	$1,028
Graham	$2.1	$2.1	$4.1	11.7	$352
Greenlee	$0.2	$0.4	$0.6	3.6	$162
La Paz	$6.2	$6.9	$13.1	9.7	$1,356
Maricopa	$528.4	$423.0	$951.4	1,689.6	$563
Mohave	$22.3	$24.0	$46.3	89.5	$517
Navajo	$14.2	$15.4	$29.6	37.1	$798
Pima	$48.1	$83.5	$131.6	420.0	$313
Pinal	$22.4	$27.4	$49.8	159.2	$313
Santa Cruz	$4.9	$5.8	$10.7	15.2	$700
Yavapai	$40.6	$33.9	$74.5	103.4	$720
Yuma	$18.5	$22.0	$40.4	71.6	$565
Arizona	**$786**	**$718**	**$1,504**	**2,754**	**$546**

Region Impacts

2020p

Tourism Regions

North Central Arizona

Gila
Yavapai

Northern Arizona

Apache
Coconino
Navajo

Phoenix & Central Arizona

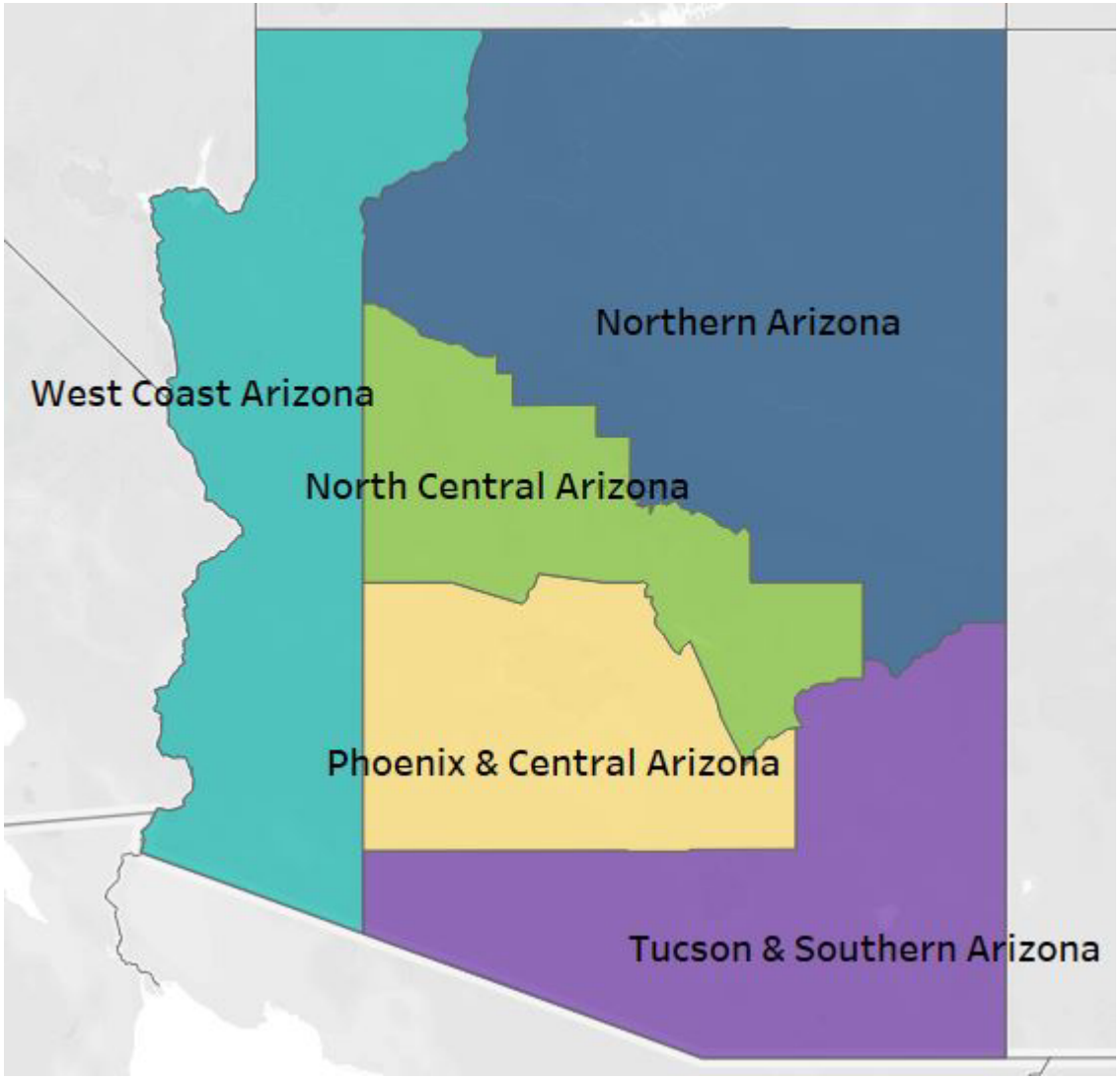
Maricopa
Pinal

Tucson & Southern Arizona

Cochise
Graham
Greenlee
Pima
Santa Cruz

West Coast Arizona

La Paz
Mohave
Yuma



Region / Summary

Direct Travel Impacts 2020p

	Travel Spending						
	Total (Millions)	Visitor * (Millions)	Earnings (Millions)	Employ. (000's Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
North Central Arizona	$1,039	$997	$343	11.4	$51	$47	$97
Northern Arizona	$1,384	$1,333	$549	16.4	$72	$66	$138
Phoenix & Central Arizona	$9,483	$7,883	$4,617	95.6	$551	$450	$1,001
Tucson & Southern Arizona	$1,993	$1,700	$795	24.9	$66	$102	$168
West Coast Arizona	$1,145	$1,080	$376	12.2	$47	$53	$100
Arizona	**$15,043**	**$12,993**	**$6,679**	**160.5**	**$786**	**$718**	**$1,504**

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.
*The sum of visitor spending is less than statewide visitor spending because a portion of ground transportation is allocated to "other travel" at the regional level.

Travel Industry Earnings & Employment, 2020

Region	Earnings ($M) Total	Travel	Percent	Employment (Jobs) Total	Travel	Percent
North Central Arizona	5,301	343	6.5%	119,705	11,430	9.5%
Northern Arizona	7,289	549	7.5%	144,348	16,370	11.3%
Phoenix & Central Arizona	173,647	4,617	2.7%	2,776,996	95,590	3.4%
Tucson & Southern Arizona	34,674	795	2.3%	601,527	24,900	4.1%
West Coast Arizona	8,950	376	4.2%	162,453	12,230	7.5%
Arizona	**229,860**	**6,679**	**2.9%**	**3,805,030**	**160,500**	**4.2%**

Source: Bureau of Economic Analysis, Bureau of Labor Statistics, Dean Runyan Associates
Note: 2020 Total Employment & Earnings has been estimated by Dean Runyan Associates

Region / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2011-20
Spending ($Million)												
North Central Arizona												
Total (Current $)	923	973	996	1,024	1,026	1,042	1,143	1,246	1,322	1,039	▼ -21.4%	▲ 1.2%
Other	73	75	77	78	51	46	58	81	80	42	▼ -47.5%	▼ -5.4%
Visitor	850	898	920	947	975	996	1,085	1,165	1,242	997	▼ -19.7%	▲ 1.6%
Non-transportation	732	772	797	826	877	911	988	1,056	1,129	928	▼ -17.7%	▲ 2.4%
Transportation	118	126	123	121	98	85	97	109	113	68	▼ -39.6%	▼ -5.3%
Northern Arizona												
Total (Current $)	1,411	1,483	1,510	1,598	1,653	1,733	1,898	2,031	2,197	1,384	▼ -37.0%	▼ -0.2%
Other	86	99	102	101	87	75	84	91	104	50	▼ -51.7%	▼ -5.2%
Visitor	1,325	1,383	1,408	1,497	1,567	1,658	1,815	1,940	2,093	1,333	▼ -36.3%	▲ 0.1%
Non-transportation	1,131	1,180	1,209	1,294	1,397	1,504	1,637	1,745	1,878	1,228	▼ -34.6%	▲ 0.8%
Transportation	195	204	200	203	169	154	178	194	215	106	▼ -50.6%	▼ -5.9%
Phoenix & Central Arizona												
Total (Current $)	11,863	12,219	12,638	13,264	13,636	13,891	14,711	16,067	16,719	9,483	▼ -43.3%	▼ -2.2%
Other	2,733	2,928	3,055	3,125	2,997	2,937	3,131	3,431	3,515	1,600	▼ -54.5%	▼ -5.2%
Visitor	9,130	9,290	9,582	10,140	10,639	10,954	11,580	12,637	13,203	7,883	▼ -40.3%	▼ -1.5%
Non-transportation	6,500	6,641	6,858	7,269	7,783	8,129	8,574	9,337	9,748	6,247	▼ -35.9%	▼ -0.4%
Transportation	2,630	2,649	2,724	2,870	2,856	2,825	3,006	3,300	3,456	1,636	▼ -52.7%	▼ -4.6%

Region / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2011-20
Spending ($Million)												
Tucson & Southern Arizona												
Total (Current $)	3,267	3,461	3,432	3,503	3,432	3,305	3,545	3,658	3,854	1,993	▼ -48.3%	▼ -4.8%
Other	599	690	627	629	571	549	588	598	622	293	▼ -52.9%	▼ -6.9%
Visitor	2,668	2,771	2,805	2,874	2,861	2,756	2,957	3,060	3,231	1,700	▼ -47.4%	▼ -4.4%
Non-transportation	2,071	2,161	2,206	2,266	2,299	2,232	2,386	2,449	2,595	1,430	▼ -44.9%	▼ -3.6%
Transportation	597	609	598	608	562	524	571	611	637	270	▼ -57.6%	▼ -7.6%
West Coast Arizona												
Total (Current $)	1,335	1,353	1,360	1,373	1,287	1,275	1,381	1,444	1,501	1,145	▼ -23.7%	▼ -1.5%
Other	144	147	148	152	93	84	110	118	119	65	▼ -45.4%	▼ -7.7%
Visitor	1,191	1,206	1,211	1,221	1,194	1,191	1,272	1,326	1,382	1,080	▼ -21.9%	▼ -1.0%
Non-transportation	991	1,003	1,011	1,027	1,038	1,054	1,117	1,156	1,208	976	▼ -19.3%	▼ -0.2%
Transportation	200	203	200	194	156	136	155	170	173	104	▼ -40.0%	▼ -6.3%

Region / Summary Trend

Travel Industry Earnings 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2011-20
Earnings ($Million)												
Northern Arizona	384	401	414	443	471	500	553	585	606	549	▼ -9.4%	▲ 3.6%
West Coast Arizona	300	301	306	323	334	354	385	406	411	376	▼ -8.6%	▲ 2.3%
North Central Arizona	218	231	242	259	276	294	320	351	370	343	▼ -7.3%	▲ 4.6%
Phoenix & Central Arizor	3,588	3,716	3,854	4,020	4,309	4,478	4,816	5,148	5,320	4,617	▼ -13.2%	▲ 2.6%
Tucson & Southern Arizo	685	744	730	781	826	838	894	907	960	795	▼ -17.2%	▲ 1.5%
Arizona	**5,176**	**5,393**	**5,546**	**5,827**	**6,216**	**6,464**	**6,968**	**7,397**	**7,667**	**6,679**	▼ -12.9%	▲ 2.6%

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Travel Industry Employment 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2011-20
Employment (Thousand Jobs)												
Northern Arizona	16.1	16.2	16.6	17.2	17.6	18.3	19.0	19.4	19.3	16.4	▼ -15.1%	▲ 0.2%
West Coast Arizona	13.3	13.2	13.1	13.5	14.0	14.4	14.5	14.7	14.7	12.2	▼ -17.1%	▼ -0.8%
North Central Arizona	10.2	10.4	10.6	11.2	11.5	12.0	12.4	12.8	13.2	11.4	▼ -13.7%	▲ 1.2%
Phoenix & Central Arizor	90.8	93.0	95.8	100.2	105.2	108.1	110.6	114.4	115.7	95.6	▼ -17.4%	▲ 0.5%
Tucson & Southern Arizo	28.4	29.7	29.5	30.6	31.1	31.3	31.4	31.1	31.4	24.9	▼ -20.6%	▼ -1.3%
Arizona	**158.7**	**162.5**	**165.6**	**172.7**	**179.5**	**184.2**	**187.9**	**192.3**	**194.3**	**160.5**	▼ -17.4%	▲ 0.1%

Note: Employment includes payroll employees and proprietors.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

North Central Arizona Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	850	898	920	947	975	996	1,085	1,165	1,242	997	▼ -19.7%
Other Travel*	73	75	77	78	51	46	58	81	80	42	▼ -47.5%
TOTAL	923	973	996	1,024	1,026	1,042	1,143	1,246	1,322	1,039	▼ -21.4%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	261	293	312	332	365	387	449	505	560	467	▼ -16.6%
Private Home	127	130	130	131	128	126	134	139	144	71	▼ -50.5%
Campground	27	27	27	28	27	27	28	30	32	27	▼ -13.9%
2nd Home	39	39	40	41	41	42	43	45	46	45	▼ -2.2%
Day Travel	397	408	411	415	413	413	430	447	460	386	▼ -16.0%
TOTAL	850	898	920	947	975	996	1,085	1,165	1,242	997	▼ -19.7%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	126	141	153	167	192	211	245	276	306	289	▼ -5.5%
Food Service	166	176	183	190	202	211	231	249	268	197	▼ -26.7%
Food Stores	64	66	67	70	72	72	74	76	79	62	▼ -22.0%
Local Tran. & Gas	117	124	122	120	97	84	96	108	111	67	▼ -39.5%
Arts, Ent. & Rec.	263	273	277	280	289	295	311	323	339	277	▼ -18.2%
Retail Sales	113	116	117	118	121	122	127	132	136	104	▼ -23.8%
Visitor Air Tran.	1	2	1	1	1	1	1	1	2	1	▼ -43.2%
TOTAL	850	898	920	947	975	996	1,085	1,165	1,242	997	▼ -19.7%

Details may not add to totals due to rounding.
*Other Travel includes ground transportation and air travel impacts to other Arizona destinations, travel arrangement and convention/trade show services.
***STR (Short Term Rental)

North Central Arizona Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	100	110	120	129	146	159	174	192	205	186	▼ -9.2%
Arts, Ent. & Rec.	87	89	89	95	98	101	108	114	120	110	▼ -9.1%
Retail**	25	25	25	26	28	29	31	32	33	38	▲ 15.7%
Visitor Air Tran.	0	0	0	0	0	1	1	1	1	1	▲ 7.8%
Other Travel*	6	6	7	8	3	3	6	12	11	8	▼ -23.0%
TOTAL	218	231	242	259	276	294	320	351	370	343	▼ -7.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	4,280	4,600	4,830	5,100	5,490	5,870	6,030	6,340	6,450	5,400	▼ -16.3%
Arts, Ent. & Rec.	4,630	4,590	4,510	4,830	4,840	4,870	5,110	5,100	5,460	4,620	▼ -15.4%
Retail**	1,000	980	990	1,020	1,070	1,080	1,090	1,110	1,110	1,200	▲ 8.2%
Visitor Air Tran.	10	10	10	10	10	10	10	10	10	10	▲ 3.4%
Other Travel*	230	220	220	230	120	130	170	240	220	210	▼ -8.5%
TOTAL	10,150	10,390	10,550	11,190	11,530	11,960	12,410	12,790	13,240	11,430	▼ -13.7%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	32	34	36	38	41	44	50	56	60	51	▼ -16.1%
State Tax Receipts	42	44	43	43	45	47	51	56	59	47	▼ -20.2%
TOTAL	74	78	79	81	87	91	101	112	119	97	▼ -18.2%

Details may not add to totals due to rounding.
*Other Travel includes ground transportation and air travel impacts to other Arizona destinations, travel arrangement and convention/trade show services.
**Retail includes gasoline.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Northern Arizona Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	1,325	1,383	1,408	1,497	1,567	1,658	1,815	1,940	2,093	1,333	▼ -36.3%
Other Travel*	86	99	102	101	87	75	84	91	104	50	▼ -51.7%
TOTAL	1,411	1,483	1,510	1,598	1,653	1,733	1,898	2,031	2,197	1,384	▼ -37.0%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	795	840	863	934	1,007	1,088	1,214	1,308	1,421	907	▼ -36.2%
Private Home	157	161	159	163	158	157	163	164	176	87	▼ -50.8%
Campground	50	50	50	49	47	47	49	51	55	50	▼ -8.2%
2nd Home	92	94	95	97	97	99	100	103	106	102	▼ -3.5%
Day Travel	230	238	242	253	258	267	290	313	335	187	▼ -44.1%
TOTAL	1,325	1,383	1,408	1,497	1,567	1,658	1,815	1,940	2,093	1,333	▼ -36.3%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	361	381	398	439	494	546	604	638	680	472	▼ -30.6%
Food Service	315	331	340	364	390	422	463	505	555	348	▼ -37.3%
Food Stores	80	83	83	88	93	95	99	103	110	70	▼ -36.2%
Local Tran. & Gas	181	190	186	187	153	138	159	183	192	97	▼ -49.4%
Arts, Ent. & Rec.	177	181	184	193	202	215	230	247	263	156	▼ -40.5%
Retail Sales	198	205	204	211	218	227	241	253	271	182	▼ -33.0%
Visitor Air Tran.	14	14	13	15	17	16	19	12	23	9	▼ -61.1%
TOTAL	1,325	1,383	1,408	1,497	1,567	1,658	1,815	1,940	2,093	1,333	▼ -36.3%

Details may not add to totals due to rounding.
*Other Travel includes ground transportation and air travel impacts to other Arizona destinations, travel arrangement and convention/trade show services.
***STR (Short Term Rental)

Northern Arizona Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	231	244	254	268	284	301	332	359	373	326	▼ -12.5%
Arts, Ent. & Rec.	99	100	102	112	118	126	138	141	144	135	▼ -5.9%
Retail**	40	40	40	43	46	50	51	53	53	56	▲ 5.6%
Visitor Air Tran.	6	6	5	7	8	9	15	13	14	14	▲ 0.4%
Other Travel*	8	11	13	14	14	14	17	20	22	17	▼ -22.6%
TOTAL	384	401	414	443	471	500	553	585	606	549	▼ -9.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	9,890	10,010	10,190	10,420	10,600	11,030	11,290	11,820	11,870	9,830	▼ -17.2%
Arts, Ent. & Rec.	4,230	4,130	4,310	4,570	4,640	4,930	5,310	5,060	4,860	4,200	▼ -13.7%
Retail**	1,590	1,580	1,560	1,620	1,700	1,800	1,760	1,780	1,750	1,720	▼ -1.6%
Visitor Air Tran.	120	100	100	120	150	180	220	190	210	200	▼ -3.7%
Other Travel*	260	370	420	460	490	400	430	510	590	420	▼ -29.3%
TOTAL	16,090	16,190	16,580	17,200	17,590	18,340	19,010	19,360	19,290	16,370	▼ -15.1%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	62	64	64	70	77	84	90	98	104	72	▼ -30.8%
State Tax Receipts	67	69	66	67	72	76	84	91	96	66	▼ -31.5%
TOTAL	129	134	131	138	149	160	174	189	200	138	▼ -31.1%

Details may not add to totals due to rounding.
*Other Travel includes ground transportation and air travel impacts to other Arizona destinations, travel arrangement and convention/trade show services.
**Retail includes gasoline.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Phoenix & Central Arizona Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	9,130	9,290	9,582	10,140	10,639	10,954	11,580	12,637	13,203	7,883	▼ -40.3%
Other Travel*	2,733	2,928	3,055	3,125	2,997	2,937	3,131	3,431	3,515	1,600	▼ -54.5%
TOTAL	11,863	12,219	12,638	13,264	13,636	13,891	14,711	16,067	16,719	9,483	▼ -43.3%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	4,575	4,695	4,872	5,212	5,613	5,842	6,219	6,896	7,258	4,418	▼ -39.1%
Private Home	2,623	2,624	2,696	2,828	2,918	2,970	3,112	3,325	3,445	1,640	▼ -52.4%
Campground	293	297	304	321	314	315	327	347	373	349	▼ -6.3%
2nd Home	345	357	365	378	386	397	411	430	447	444	▼ -0.7%
Day Travel	1,294	1,318	1,346	1,401	1,408	1,430	1,512	1,639	1,680	1,032	▼ -38.6%
TOTAL	9,130	9,290	9,582	10,140	10,639	10,954	11,580	12,637	13,203	7,883	▼ -40.3%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	1,522	1,568	1,642	1,794	2,025	2,115	2,265	2,519	2,759	1,757	▼ -36.3%
Food Service	2,091	2,156	2,243	2,385	2,547	2,706	2,889	3,175	3,302	2,143	▼ -35.1%
Food Stores	339	343	352	375	394	399	408	430	441	299	▼ -32.1%
Local Tran. & Gas	1,268	1,297	1,313	1,350	1,238	1,202	1,295	1,447	1,456	841	▼ -42.2%
Arts, Ent. & Rec.	1,192	1,205	1,229	1,280	1,332	1,387	1,443	1,545	1,564	1,002	▼ -35.9%
Retail Sales	1,356	1,368	1,391	1,435	1,485	1,522	1,569	1,667	1,682	1,046	▼ -37.8%
Visitor Air Tran.	1,363	1,353	1,411	1,520	1,618	1,623	1,711	1,853	1,999	794	▼ -60.3%
TOTAL	9,130	9,290	9,582	10,140	10,639	10,954	11,580	12,637	13,203	7,883	▼ -40.3%

Details may not add to totals due to rounding.
*Other Travel includes ground transportation and air travel impacts to other Arizona destinations, travel arrangement and convention/trade show services.
***STR (Short Term Rental)

Phoenix & Central Arizona Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	1,289	1,328	1,396	1,473	1,572	1,648	1,778	1,924	1,999	1,681	▼ -15.9%
Arts, Ent. & Rec.	545	587	616	670	701	738	780	856	918	713	▼ -22.3%
Retail**	230	227	228	246	265	281	291	309	315	339	▲ 7.3%
Ground Tran.	116	119	120	129	139	149	170	183	197	171	▼ -13.3%
Visitor Air Tran.	612	602	602	610	684	693	764	789	814	826	▲ 1.5%
Other Travel*	795	854	893	892	947	971	1,034	1,087	1,077	888	▼ -17.6%
TOTAL	3,588	3,716	3,854	4,020	4,309	4,478	4,816	5,148	5,320	4,617	▼ -13.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	44,580	45,030	47,160	48,480	50,120	51,860	53,170	55,020	55,330	46,530	▼ -15.9%
Arts, Ent. & Rec.	17,170	17,870	18,780	20,010	21,350	21,490	22,140	23,730	24,500	17,360	▼ -29.1%
Retail**	6,760	6,670	6,830	7,190	7,620	7,940	8,010	8,130	8,020	8,050	▲ 0.4%
Ground Tran.	2,920	2,970	3,040	3,160	3,320	3,600	4,030	4,130	4,340	3,570	▼ -17.6%
Visitor Air Tran.	7,040	7,160	7,000	7,300	7,720	7,820	8,010	8,360	8,440	8,210	▼ -2.7%
Other Travel*	12,340	13,290	13,010	14,100	15,070	15,400	15,240	15,000	15,040	11,860	▼ -21.2%
TOTAL	90,800	92,990	95,820	100,240	105,190	108,110	110,600	114,370	115,670	95,590	▼ -17.4%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	492	495	514	536	586	613	665	800	833	551	▼ -33.9%
State Tax Receipts	491	503	495	491	522	538	582	638	660	450	▼ -31.7%
TOTAL	983	998	1,010	1,026	1,108	1,151	1,247	1,438	1,493	1,001	▼ -32.9%

Details may not add to totals due to rounding.
*Other Travel includes ground transportation and air travel impacts to other Arizona destinations, travel arrangement and convention/trade show services.
**Retail includes gasoline.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

Tucson & Southern Arizona Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	2,668	2,771	2,805	2,874	2,861	2,756	2,957	3,060	3,231	1,700	▼ -47.4%
Other Travel*	599	690	627	629	571	549	588	598	622	293	▼ -52.9%
TOTAL	3,267	3,461	3,432	3,503	3,432	3,305	3,545	3,658	3,854	1,993	▼ -48.3%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	1,093	1,118	1,131	1,169	1,227	1,197	1,292	1,360	1,452	795	▼ -45.3%
Private Home	598	600	592	604	599	589	623	650	677	298	▼ -56.0%
Campground	45	46	45	45	43	42	44	46	49	46	▼ -5.7%
2nd Home	58	60	60	61	61	62	63	66	67	66	▼ -1.9%
Day Travel	874	947	976	995	931	866	935	938	986	495	▼ -49.8%
TOTAL	2,668	2,771	2,805	2,874	2,861	2,756	2,957	3,060	3,231	1,700	▼ -47.4%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	388	394	398	414	443	440	473	508	561	362	▼ -35.5%
Food Service	651	682	699	724	760	756	817	851	899	481	▼ -46.5%
Food Stores	265	289	302	313	299	275	286	279	291	151	▼ -48.2%
Local Tran. & Gas	394	411	408	406	358	319	352	375	383	178	▼ -53.5%
Arts, Ent. & Rec.	210	212	211	214	220	217	227	232	238	130	▼ -45.4%
Retail Sales	557	585	597	600	578	544	582	579	607	307	▼ -49.4%
Visitor Air Tran.	203	198	190	202	204	205	219	236	254	92	▼ -63.8%
TOTAL	2,668	2,771	2,805	2,874	2,861	2,756	2,957	3,060	3,231	1,700	▼ -47.4%

Details may not add to totals due to rounding.
*Other Travel includes ground transportation and air travel impacts to other Arizona destinations, travel arrangement and convention/trade show services.
***STR (Short Term Rental)

Tucson & Southern Arizona Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	385	411	416	444	481	491	530	536	574	460	▼ -20.0%
Arts, Ent. & Rec.	92	93	93	104	107	107	114	127	130	104	▼ -20.0%
Retail**	113	116	117	123	123	119	123	123	127	123	▼ -3.5%
Ground Tran.	28	29	29	31	33	33	38	42	46	32	▼ -30.4%
Visitor Air Tran.	10	9	8	10	11	12	12	12	12	13	▲ 3.4%
Other Travel*	57	86	67	70	71	76	77	67	71	64	▼ -9.8%
TOTAL	685	744	730	781	826	838	894	907	960	795	▼ -17.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	16,540	17,180	17,280	17,860	18,400	18,420	18,400	17,940	18,320	14,350	▼ -21.7%
Arts, Ent. & Rec.	5,450	5,410	5,450	5,820	5,900	6,060	6,150	6,620	6,530	4,840	▼ -25.8%
Retail**	4,000	4,000	4,020	4,120	4,050	3,870	3,840	3,740	3,750	3,360	▼ -10.2%
Ground Tran.	710	740	740	750	800	800	900	950	1,010	670	▼ -33.8%
Visitor Air Tran.	200	180	130	170	170	180	160	170	170	170	▼ -0.9%
Other Travel*	1,510	2,210	1,920	1,850	1,830	1,980	1,950	1,670	1,590	1,500	▼ -5.5%
TOTAL	28,400	29,710	29,540	30,580	31,140	31,310	31,400	31,080	31,370	24,900	▼ -20.6%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	97	99	99	100	106	105	97	101	107	66	▼ -38.8%
State Tax Receipts	143	149	143	140	144	141	154	160	169	102	▼ -39.5%
TOTAL	240	249	241	240	249	246	250	262	276	168	▼ -39.2%

Details may not add to totals due to rounding.
*Other Travel includes ground transportation and air travel impacts to other Arizona destinations, travel arrangement and convention/trade show services.
**Retail includes gasoline.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

West Coast Arizona Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	1,191	1,206	1,211	1,221	1,194	1,191	1,272	1,326	1,382	1,080	▼ -21.9%
Other Travel*	144	147	148	152	93	84	110	118	119	65	▼ -45.4%
TOTAL	1,335	1,353	1,360	1,373	1,287	1,275	1,381	1,444	1,501	1,145	▼ -23.7%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	278	277	267	279	293	306	341	373	406	380	▼ -6.3%
Private Home	265	265	277	272	259	256	281	286	291	150	▼ -48.6%
Campground	133	128	122	120	117	116	119	125	134	122	▼ -9.1%
2nd Home	104	106	106	108	108	110	113	117	121	118	▼ -1.8%
Day Travel	412	429	440	441	416	402	418	425	430	309	▼ -28.1%
TOTAL	1,191	1,206	1,211	1,221	1,194	1,191	1,272	1,326	1,382	1,080	▼ -21.9%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	133	132	128	137	148	157	173	185	202	207	▲ 2.5%
Food Service	266	271	279	284	292	304	330	347	368	282	▼ -23.4%
Food Stores	126	131	135	138	135	130	133	133	135	98	▼ -27.2%
Local Tran. & Gas	188	191	188	180	141	122	140	154	157	95	▼ -39.3%
Arts, Ent. & Rec.	259	255	250	250	254	261	274	283	293	235	▼ -19.8%
Retail Sales	206	214	219	218	209	203	208	209	210	153	▼ -27.1%
Visitor Air Tran.	12	12	12	14	15	14	15	16	17	9	▼ -46.3%
TOTAL	1,191	1,206	1,211	1,221	1,194	1,191	1,272	1,326	1,382	1,080	▼ -21.9%

Details may not add to totals due to rounding.
*Other Travel includes ground transportation and air travel impacts to other Arizona destinations, travel arrangement and convention/trade show services.
***STR (Short Term Rental)

West Coast Arizona Region / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	140	137	144	150	172	187	205	217	222	210	▼ -5.3%
Arts, Ent. & Rec.	94	98	95	103	105	108	113	119	119	90	▼ -24.4%
Retail**	49	49	50	52	52	52	54	56	58	64	▲ 10.5%
Visitor Air Tran.	1	0	0	0	0	1	1	1	1	1	▲ 7.4%
Other Travel*	16	16	17	19	5	7	13	12	12	11	▼ -6.2%
TOTAL	300	301	306	323	334	354	385	406	411	376	▼ -8.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	6,810	6,440	6,660	6,810	7,540	7,950	8,070	8,210	8,010	6,980	▼ -12.9%
Arts, Ent. & Rec.	4,170	4,550	4,250	4,440	4,600	4,550	4,420	4,500	4,720	3,220	▼ -31.8%
Retail**	1,740	1,700	1,700	1,720	1,690	1,680	1,650	1,660	1,670	1,730	▲ 3.2%
Visitor Air Tran.	20	10	10	10	10	10	20	20	20	20	▲ 3.0%
Other Travel*	530	520	530	550	190	240	350	330	320	290	▼ -8.6%
TOTAL	13,270	13,210	13,140	13,520	14,040	14,440	14,510	14,710	14,740	12,230	▼ -17.1%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	43	43	43	43	45	47	51	55	57	47	▼ -17.1%
State Tax Receipts	59	60	58	56	57	57	62	65	68	53	▼ -21.6%
TOTAL	102	102	100	99	102	104	113	120	124	100	▼ -19.6%

Details may not add to totals due to rounding.
*Other Travel includes ground transportation and air travel impacts to other Arizona destinations, travel arrangement and convention/trade show services.
**Retail includes gasoline.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

County Impacts

2020p

County / Earnings & Employment

Direct Travel-Generated Earnings & Employment, 2020

County	Earnings ($M) Total	Earnings ($M) Travel	Percent	Employment (Jobs) Total	Employment (Jobs) Travel	Percent
Apache	1,157	34	2.9%	26,002	1,330	5.1%
Cochise	3,393	82	2.4%	53,732	3,030	5.6%
Coconino	4,330	406	9.4%	77,808	11,380	14.6%
Gila	950	85	8.9%	20,097	2,790	13.9%
Graham	630	14	2.3%	13,276	740	5.6%
Greenlee	430	2	0.4%	5,669	90	1.5%
La Paz	379	45	11.7%	7,814	1,330	17.0%
Maricopa	168,828	4,408	2.6%	2,674,115	88,980	3.3%
Mohave	3,286	171	5.2%	71,773	5,580	7.8%
Navajo	1,802	109	6.0%	40,539	3,650	9.0%
Pima	29,040	648	2.2%	509,263	19,290	3.8%
Pinal	4,819	209	4.3%	102,882	6,600	6.4%
Santa Cruz	1,181	49	4.2%	19,588	1,750	8.9%
Yavapai	4,351	258	5.9%	99,608	8,630	8.7%
Yuma	5,285	160	3.0%	82,866	5,320	6.4%

Source: Bureau of Economic Analysis, Bureau of Labor Statistics, Dean Runyan Associates
Note: 2020 Total Employment & Earnings has been estimated by Dean Runyan Associates.
Employment and Earnings include CARES Act support.

County / Summary

Direct Travel Impacts 2020p

	Travel Spending						
	Total (Millions)	Visitor (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Apache	$96	$89	$34	1,330	$3.3	$4.7	$8.0
Cochise	$207	$193	$82	3,030	$10.3	$10.4	$20.7
Coconino	$962	$930	$406	11,380	$54.4	$45.9	$100.3
Gila	$287	$282	$85	2,790	$9.9	$13.0	$22.9
Graham	$40	$36	$14	740	$2.1	$2.1	$4.1
Greenlee	$8	$7	$2	90	$0.2	$0.4	$0.6
La Paz	$154	$152	$45	1,330	$6.2	$6.9	$13.1
Maricopa	$8,949	$7,398	$4,408	88,980	$528.4	$423.0	$951.4
Mohave	$521	$487	$171	5,580	$22.3	$24.0	$46.3
Navajo	$325	$314	$109	3,650	$14.2	$15.4	$29.6
Pima	$1,619	$1,350	$648	19,290	$48.1	$83.5	$131.6
Pinal	$534	$485	$209	6,600	$22.4	$27.4	$49.8
Santa Cruz	$119	$114	$49	1,750	$4.9	$5.8	$10.7
Yavapai	$751	$715	$258	8,630	$40.6	$33.9	$74.5
Yuma	$469	$440	$160	5,320	$18.5	$22.0	$40.4
Arizona	**$15,043**	*	**$6,679**	**160,500**	**$785.6**	**$718.3**	**$1,504.0**

Details may not add to totals due to rounding.
*Sum of county visitor spending is less than statewide visitor spending because a portion of county ground transportation is allocated to "other travel" at the county level.
Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.
Earnings and Employment include CARES act support, data limitations prevent disaggregation.

County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2011-20
Spending ($Million)												
Apache												
Total (Current $)	126.5	128.6	116.5	119.1	114.9	116.5	117.9	118.7	123.6	96.1	▼ -22.2%	▼ -2.7%
Other	16.6	17.2	16.5	16.1	12.8	11.2	12.3	13.7	13.7	7.2	▼ -47.2%	▼ -8.0%
Visitor	109.9	111.5	100.0	102.9	102.2	105.3	105.5	105.0	109.8	88.9	▼ -19.1%	▼ -2.1%
Non-transportation	90.1	91.0	81.3	84.4	87.5	92.3	91.7	90.2	94.6	80.1	▼ -15.3%	▼ -1.2%
Transportation	19.8	20.4	18.7	18.5	14.7	12.9	13.8	14.8	15.2	8.8	▼ -42.2%	▼ -7.8%
Cochise												
Total (Current $)	362.0	349.8	343.0	338.0	325.3	306.7	327.2	330.5	345.4	206.7	▼ -40.2%	▼ -5.4%
Other	32.9	33.2	32.2	31.3	22.8	19.8	23.0	25.6	25.3	13.7	▼ -45.9%	▼ -8.4%
Visitor	329.1	316.6	310.8	306.7	302.4	287.0	304.2	304.9	320.1	193.1	▼ -39.7%	▼ -5.2%
Non-transportation	275.5	263.7	259.6	258.3	263.7	255.0	268.4	266.3	280.8	173.6	▼ -38.2%	▼ -4.5%
Transportation	53.6	53.0	51.2	48.4	38.7	32.0	35.8	38.6	39.3	19.4	▼ -50.6%	▼ -9.6%
Coconino												
Total (Current $)	995.7	1,050.2	1,088.1	1,171.6	1,236.2	1,311.2	1,449.8	1,569.0	1,696.6	961.9	▼ -43.3%	▼ -0.3%
Other	44.0	56.7	60.6	60.5	54.5	46.7	52.4	56.0	68.6	31.5	▼ -54.1%	▼ -3.3%
Visitor	951.7	993.5	1,027.5	1,111.1	1,181.7	1,264.5	1,397.4	1,513.0	1,628.0	930.4	▼ -42.8%	▼ -0.2%
Non-transportation	817.6	853.0	888.3	967.4	1,059.2	1,151.5	1,265.2	1,368.8	1,466.0	857.7	▼ -41.5%	▲ 0.5%
Transportation	134.0	140.5	139.2	143.7	122.5	113.0	132.3	144.2	162.0	72.7	▼ -55.1%	▼ -5.9%
Gila												
Total (Current $)	265.6	278.7	281.6	278.3	277.8	278.6	294.3	296.5	321.1	287.4	▼ -10.5%	▲ 0.8%
Other	12.3	12.5	12.6	12.4	9.5	8.3	9.5	10.5	10.5	5.6	▼ -46.7%	▼ -7.5%
Visitor	253.3	266.2	269.0	265.9	268.3	270.3	284.8	286.0	310.6	281.8	▼ -9.3%	▲ 1.1%
Non-transportation	217.1	228.0	231.7	230.5	239.8	245.7	257.4	256.5	279.8	260.5	▼ -6.9%	▲ 1.8%
Transportation	36.2	38.2	37.3	35.5	28.5	24.6	27.4	29.5	30.8	21.2	▼ -31.0%	▼ -5.2%

County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2011-20
Spending ($Million)												
Graham												
Total (Current $)	58.2	62.5	72.7	76.1	56.9	55.0	62.8	63.7	70.3	40.2	▼ -42.7%	▼ -3.6%
Other	8.9	9.0	9.0	9.0	6.8	5.8	6.7	7.5	7.6	4.1	▼ -46.4%	▼ -7.5%
Visitor	49.4	53.4	63.7	67.1	50.1	49.2	56.1	56.2	62.6	36.2	▼ -42.3%	▼ -3.1%
Non-transportation	39.6	43.2	52.9	56.3	42.8	42.9	48.7	48.4	54.3	32.2	▼ -40.6%	▼ -2.0%
Transportation	9.7	10.2	10.8	10.8	7.3	6.3	7.4	7.9	8.4	3.9	▼ -53.3%	▼ -8.7%
Greenlee												
Total (Current $)	12.2	13.1	14.9	15.8	12.4	12.1	13.4	13.6	14.7	8.2	▼ -44.1%	▼ -3.8%
Other	2.0	2.1	2.0	2.1	1.7	1.5	1.6	1.8	1.8	0.9	▼ -48.1%	▼ -7.1%
Visitor	10.2	11.0	12.8	13.7	10.7	10.6	11.8	11.8	12.9	7.3	▼ -43.6%	▼ -3.3%
Non-transportation	8.1	8.8	10.5	11.3	9.0	9.1	10.1	10.0	11.1	6.5	▼ -41.7%	▼ -2.2%
Transportation	2.1	2.2	2.3	2.4	1.7	1.5	1.7	1.8	1.9	0.8	▼ -55.0%	▼ -8.8%
La Paz												
Total (Current $)	139.3	142.4	143.9	140.6	139.6	139.4	145.7	163.7	166.7	154.3	▼ -7.4%	▲ 1.0%
Other	4.7	4.8	4.7	4.6	3.6	3.1	3.5	4.0	4.0	2.2	▼ -46.3%	▼ -7.5%
Visitor	134.6	137.6	139.2	136.0	136.0	136.3	142.2	159.6	162.7	152.2	▼ -6.5%	▲ 1.2%
Non-transportation	113.3	115.6	117.7	115.8	119.7	122.2	126.6	141.5	144.6	138.8	▼ -4.0%	▲ 2.1%
Transportation	21.3	22.0	21.5	20.2	16.2	14.0	15.6	18.1	18.1	13.3	▼ -26.4%	▼ -4.6%
Maricopa												
Total (Current $)	11,232	11,594	12,017	12,620	12,995	13,255	14,020	15,316	15,945	8,949	▼ -43.9%	▼ -2.2%
Other	2,645	2,838	2,966	3,035	2,925	2,873	3,057	3,345	3,427	1,551	▼ -54.7%	▼ -5.2%
Visitor	8,586	8,756	9,051	9,585	10,071	10,383	10,963	11,971	12,518	7,398	▼ -40.9%	▼ -1.5%
Non-transportation	6,048	6,198	6,416	6,804	7,288	7,621	8,029	8,753	9,145	5,812	▼ -36.4%	▼ -0.4%
Transportation	2,538	2,557	2,635	2,781	2,783	2,762	2,934	3,217	3,373	1,586	▼ -53.0%	▼ -4.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Percent change calculated on unrounded figures.

County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2011-20
Spending ($Million)												
Mohave												
Total (Current $)	545.1	554.0	580.4	580.8	524.3	529.2	599.5	629.5	667.0	521.3	▼ -21.8%	▼ -0.4%
Other	78.3	80.4	83.3	86.3	40.7	38.9	58.3	60.4	58.8	34.3	▼ -41.8%	▼ -7.9%
Visitor	466.8	473.6	497.1	494.5	483.6	490.3	541.2	569.1	608.1	487.1	▼ -19.9%	▲ 0.4%
Non-transportation	379.7	383.9	405.0	407.7	415.9	431.5	471.9	492.8	529.8	440.1	▼ -16.9%	▲ 1.5%
Transportation	87.1	89.7	92.2	86.8	67.7	58.8	69.4	76.4	78.3	47.0	▼ -40.0%	▼ -6.0%
Navajo												
Total (Current $)	288.7	303.9	305.7	307.4	302.1	305.5	330.7	343.0	376.4	325.5	▼ -13.5%	▲ 1.2%
Other	24.9	25.4	24.8	24.5	19.3	16.9	18.8	21.2	21.3	11.3	▼ -46.6%	▼ -7.6%
Visitor	263.8	278.5	280.8	283.0	282.7	288.6	311.9	321.8	355.2	314.1	▼ -11.6%	▲ 1.8%
Non-transportation	223.0	235.7	239.2	242.6	250.5	260.4	279.8	286.5	317.8	289.8	▼ -8.8%	▲ 2.7%
Transportation	40.7	42.7	41.7	40.4	32.3	28.2	32.0	35.4	37.4	24.4	▼ -34.8%	▼ -5.0%
Pima												
Total (Current $)	2,595	2,764	2,713	2,784	2,772	2,697	2,902	3,021	3,189	1,619	▼ -49.2%	▼ -4.6%
Other	544	635	573	576	532	514	549	554	579	270	▼ -53.4%	▼ -6.8%
Visitor	2,051	2,129	2,140	2,208	2,240	2,183	2,353	2,467	2,610	1,350	▼ -48.3%	▼ -4.1%
Non-transportation	1,542	1,611	1,631	1,686	1,745	1,713	1,843	1,921	2,040	1,112	▼ -45.5%	▼ -3.2%
Transportation	509	519	508	522	495	469	510	546	570	238	▼ -58.2%	▼ -7.3%
Pinal												
Total (Current $)	631.4	625.1	620.7	644.0	640.4	635.8	691.7	751.6	774.3	533.6	▼ -31.1%	▼ -1.7%
Other	87.4	90.4	89.0	89.5	72.6	64.2	74.3	85.6	88.6	48.6	▼ -45.1%	▼ -5.7%
Visitor	544.1	534.7	531.8	554.5	567.8	571.6	617.4	666.0	685.7	485.0	▼ -29.3%	▼ -1.1%
Non-transportation	451.7	442.5	442.3	465.1	494.6	508.1	544.8	583.6	602.8	435.0	▼ -27.8%	▼ -0.4%
Transportation	92.4	92.3	89.4	89.4	73.1	63.4	72.5	82.4	83.0	50.0	▼ -39.7%	▼ -5.9%

County / Summary Trend

Direct Travel Spending 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2011-20
Spending ($Million)												
Santa Cruz												
Total (Current $)	239.2	271.2	288.5	288.6	265.8	233.8	239.1	228.4	234.7	118.5	▼ -49.5%	▼ -6.8%
Other	10.9	11.2	10.8	10.5	8.3	7.0	8.0	8.9	8.9	4.7	▼ -46.9%	▼ -8.1%
Visitor	228.2	260.0	277.7	278.2	257.5	226.7	231.1	219.6	225.9	113.8	▼ -49.6%	▼ -6.7%
Non-transportation	205.9	235.0	252.2	254.3	238.9	212.3	215.0	202.4	208.7	106.4	▼ -49.0%	▼ -6.4%
Transportation	22.3	25.0	25.5	23.9	18.6	14.5	16.1	17.2	17.1	7.4	▼ -56.8%	▼-10.4%
Yavapai												
Total (Current $)	657.5	694.7	714.9	746.2	748.2	763.1	848.6	949.5	1,000.5	751.3	▼ -24.9%	▲ 1.3%
Other	60.6	62.8	64.1	65.3	41.6	37.6	48.6	70.2	69.2	36.3	▼ -47.6%	▼ -5.0%
Visitor	596.9	631.9	650.8	680.9	706.6	725.5	800.0	879.3	931.3	715.1	▼ -23.2%	▲ 1.8%
Non-transportation	514.9	544.4	564.9	595.7	637.5	665.4	730.2	799.8	848.8	667.9	▼ -21.3%	▲ 2.6%
Transportation	82.0	87.5	85.8	85.2	69.1	60.1	69.8	79.5	82.5	47.2	▼ -42.8%	▼ -5.4%
Yuma												
Total (Current $)	650.4	656.7	635.3	651.2	623.3	606.1	636.2	650.9	667.0	468.9	▼ -29.7%	▼ -3.2%
Other	60.9	62.3	60.2	60.8	48.6	42.0	48.0	53.2	56.0	28.5	▼ -49.2%	▼ -7.3%
Visitor	589.5	594.5	575.1	590.4	574.7	564.1	588.2	597.7	611.0	440.5	▼ -27.9%	▼ -2.9%
Non-transportation	497.9	503.4	488.4	503.6	502.2	500.5	518.4	522.1	534.0	396.7	▼ -25.7%	▼ -2.2%
Transportation	91.6	91.1	86.7	86.8	72.5	63.6	69.9	75.6	76.9	43.7	▼ -43.2%	▼ -7.1%

County / Summary Trend

Travel Industry Employment 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2011-20
Employment (Jobs)												
Apache	1,640	1,590	1,480	1,540	1,610	1,700	1,600	1,590	1,540	1,330	▼ -13.3%	▼ -2.0%
Cochise	3,910	3,750	3,710	3,750	3,760	3,580	3,430	3,420	3,510	3,030	▼ -13.6%	▼ -2.5%
Coconino	10,950	10,960	11,420	11,890	12,030	12,640	13,340	13,640	13,810	11,380	▼ -17.6%	▲ 0.4%
Gila	2,670	2,660	2,640	2,690	2,740	2,920	2,900	2,880	2,950	2,790	▼ -5.2%	▲ 0.4%
Graham	900	950	1,050	1,050	840	810	880	910	910	740	▼ -18.8%	▼ -2.0%
Greenlee	130	140	150	160	140	110	110	110	110	90	▼ -21.4%	▼ -4.1%
La Paz	1,320	1,310	1,380	1,380	1,330	1,350	1,300	1,410	1,410	1,330	▼ -5.7%	▲ 0.1%
Maricopa	85,430	87,480	90,160	94,530	99,180	101,270	103,800	107,660	108,810	88,980	▼ -18.2%	▲ 0.4%
Mohave	5,780	5,560	5,750	6,100	6,450	6,710	6,960	7,090	6,400	5,580	▼ -12.8%	▼ -0.3%
Navajo	3,510	3,650	3,690	3,760	3,940	4,000	4,070	4,130	3,940	3,650	▼ -7.3%	▲ 0.4%
Pima	21,630	22,950	22,600	23,440	24,050	24,700	24,970	24,670	24,770	19,290	▼ -22.1%	▼ -1.1%
Pinal	5,360	5,500	5,660	5,710	6,010	6,840	6,810	6,710	6,860	6,600	▼ -3.7%	▲ 2.1%
Santa Cruz	1,840	1,920	2,020	2,180	2,360	2,110	2,010	1,980	2,070	1,750	▼ -15.3%	▼ -0.5%
Yavapai	7,470	7,730	7,910	8,500	8,790	9,040	9,510	9,910	10,300	8,630	▼ -16.2%	▲ 1.5%
Yuma	6,170	6,340	6,010	6,050	6,260	6,370	6,250	6,210	6,930	5,320	▼ -23.3%	▼ -1.5%

Employment includes CARES act support.

County / Summary Trend

Travel Industry Earnings 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg. 2019-20	Avg. Annual % Chg. 2011-20
Earnings ($Million)												
Apache	31	32	29	31	33	36	37	38	39	34	▼ -11.9%	▲ 0.9%
Cochise	78	77	77	79	81	79	82	84	89	82	▼ -8.6%	▲ 0.4%
Coconino	276	284	299	323	343	365	409	434	458	406	▼ -11.2%	▲ 3.9%
Gila	55	58	61	65	69	73	78	82	85	85	▼ -0.9%	▲ 4.5%
Graham	12	13	14	15	12	12	13	14	15	14	▼ -3.7%	▲ 2.2%
Greenlee	2	2	3	3	3	2	2	2	3	2	▼ -27.0%	▼ -2.0%
La Paz	31	31	33	33	34	34	36	41	43	45	▲ 2.4%	▲ 3.6%
Maricopa	3,460	3,582	3,723	3,884	4,162	4,310	4,635	4,961	5,120	4,408	▼ -13.9%	▲ 2.5%
Mohave	125	124	134	145	151	165	185	196	180	171	▼ -5.1%	▲ 3.2%
Navajo	77	85	86	89	94	98	106	113	109	109	▼ -0.7%	▲ 3.5%
Pima	549	605	587	631	674	693	743	752	796	648	▼ -18.6%	▲ 1.7%
Pinal	128	134	131	137	147	168	181	187	200	209	▲ 4.4%	▲ 5.0%
Santa Cruz	44	47	49	53	57	53	54	54	58	49	▼ -14.3%	▲ 1.2%
Yavapai	164	173	181	194	207	221	242	269	284	258	▼ -9.2%	▲ 4.7%
Yuma	144	146	139	145	150	155	165	169	188	160	▼ -14.5%	▲ 1.1%

Earnings includes CARES act support.

Apache County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	109.9	111.5	100.0	102.9	102.2	105.3	105.5	105.0	109.8	88.9	▼ -19.1%
Other Travel*	16.6	17.2	16.5	16.1	12.8	11.2	12.3	13.7	13.7	7.2	▼ -47.2%
TOTAL	126.5	128.6	116.5	119.1	114.9	116.5	117.9	118.7	123.6	96.1	▼ -22.2%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	46.8	46.8	37.1	38.5	40.3	43.1	43.2	41.1	43.1	44.5	▲ 3.3%
Private Home	38.1	39.0	37.7	39.1	37.1	37.1	37.1	38.0	39.7	20.3	▼ -48.9%
Campground	7.5	7.7	7.5	7.4	7.1	6.9	7.2	7.5	8.1	7.4	▼ -8.2%
2nd Home	12.7	13.0	12.9	13.1	13.0	13.4	13.3	13.6	13.9	13.4	▼ -3.8%
Day Travel	4.9	5.0	4.7	4.8	4.7	4.7	4.8	4.8	5.1	3.3	▼ -34.2%
TOTAL	109.9	111.5	100.0	102.9	102.2	105.3	105.5	105.0	109.8	88.9	▼ -19.1%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	21.1	21.0	17.3	17.9	19.1	20.7	20.6	19.7	20.5	21.5	▲ 4.8%
Food Service	28.7	29.4	27.4	28.8	29.9	31.9	32.2	32.5	34.7	27.0	▼ -22.2%
Food Stores	9.8	10.0	9.6	10.1	10.2	10.4	10.1	10.0	10.5	7.3	▼ -30.7%
Local Tran. & Gas	19.8	20.4	18.7	18.5	14.7	12.9	13.8	14.8	15.2	8.8	▼ -42.2%
Arts, Ent. & Rec.	8.2	8.3	7.6	7.8	8.0	8.3	8.2	8.1	8.4	6.7	▼ -20.2%
Retail Sales	22.4	22.4	19.4	19.9	20.3	21.0	20.6	19.8	20.6	17.7	▼ -14.0%
TOTAL	109.9	111.5	100.0	102.9	102.2	105.3	105.5	105.0	109.8	88.9	▼ -19.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
***STR (Short Term Rental)

Apache County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	22.1	23.0	20.8	21.8	23.5	26.0	26.8	27.6	27.3	22.6	▼ -17.2%
Arts, Ent. & Rec.	3.7	3.7	3.4	4.0	4.1	4.3	4.4	4.4	4.7	4.6	▼ -1.9%
Retail**	4.7	4.6	4.1	4.4	4.7	5.0	5.1	5.3	5.7	5.9	▲ 3.7%
Other Travel*	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.7	0.7	▼ -0.4%
TOTAL	31.0	31.9	28.9	30.8	32.9	35.9	36.8	38.0	38.5	33.9	▼ -11.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,140	1,110	1,050	1,090	1,150	1,240	1,170	1,160	1,090	900	▼ -17.8%
Arts, Ent. & Rec.	260	240	210	220	210	200	180	180	190	180	▼ -3.1%
Retail**	210	200	200	210	220	230	210	220	230	230	▼ -1.2%
Other Travel*	20	20	30	30	30	30	30	30	30	30	▼ -7.6%
TOTAL	1,640	1,590	1,480	1,540	1,610	1,700	1,600	1,590	1,540	1,330	▼ -13.3%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	3.8	3.8	3.2	3.3	3.5	3.8	3.9	4.0	4.1	3.3	▼ -21.0%
State Tax Receipts	6.1	6.2	5.3	5.4	5.5	5.8	5.8	5.9	6.1	4.7	▼ -22.9%
TOTAL	10.0	10.0	8.5	8.6	9.0	9.5	9.7	9.9	10.2	8.0	▼ -22.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline.

Federal Tax Receipts not included.

Cochise County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	329.1	316.6	310.8	306.7	302.4	287.0	304.2	304.9	320.1	193.1	▼ -39.7%
Other Travel*	32.9	33.2	32.2	31.3	22.8	19.8	23.0	25.6	25.3	13.7	▼ -45.9%
TOTAL	362.0	349.8	343.0	338.0	325.3	306.7	327.2	330.5	345.4	206.7	▼ -40.2%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	131.7	111.8	102.4	98.5	106.2	104.5	113.9	113.4	124.2	81.0	▼ -34.8%
Private Home	69.3	68.8	68.4	67.4	66.1	62.5	65.2	67.5	69.6	36.1	▼ -48.1%
Campground	10.0	10.2	10.0	9.9	9.4	9.2	9.6	10.0	10.8	10.7	▼ -1.0%
2nd Home	6.9	7.0	6.9	6.9	6.9	6.9	6.9	7.2	7.3	7.1	▼ -2.6%
Day Travel	111.1	118.8	123.0	124.0	113.9	103.9	108.6	106.9	108.3	58.2	▼ -46.2%
TOTAL	329.1	316.6	310.8	306.7	302.4	287.0	304.2	304.9	320.1	193.1	▼ -39.7%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	47.2	40.2	35.2	35.5	38.4	38.8	43.5	42.9	47.8	36.4	▼ -23.9%
Food Service	83.5	80.9	81.4	81.2	85.1	84.3	89.4	91.0	96.8	58.3	▼ -39.8%
Food Stores	52.8	57.3	59.9	61.7	57.9	52.6	53.8	51.8	52.2	29.2	▼ -44.1%
Local Tran. & Gas	53.6	53.0	51.2	48.4	38.7	32.0	35.8	38.6	39.3	19.4	▼ -50.6%
Arts, Ent. & Rec.	21.8	20.1	19.6	19.0	20.0	19.7	20.3	20.4	21.3	12.9	▼ -39.3%
Retail Sales	70.3	65.1	63.5	61.1	62.3	59.5	61.4	60.2	62.6	36.9	▼ -41.2%
TOTAL	329.1	316.6	310.8	306.7	302.4	287.0	304.2	304.9	320.1	193.1	▼ -39.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
***STR (Short Term Rental)

Cochise County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	49.2	48.5	48.8	50.2	51.1	49.7	51.9	53.3	56.6	50.3	▼ -11.1%
Arts, Ent. & Rec.	9.8	9.8	10.0	10.4	11.0	11.0	11.6	12.3	13.2	11.5	▼ -13.4%
Retail**	17.5	16.8	16.6	17.0	17.4	16.8	17.2	17.2	18.0	18.4	▲ 2.4%
Other Travel*	1.7	1.7	1.8	1.9	1.1	1.2	1.6	1.6	1.6	1.6	▼ -2.1%
TOTAL	78.2	76.8	77.3	79.5	80.5	78.6	82.2	84.4	89.4	81.7	▼ -8.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,440	2,380	2,340	2,360	2,370	2,210	2,110	2,120	2,150	1,830	▼ -14.7%
Arts, Ent. & Rec.	700	650	650	680	690	700	670	670	710	580	▼ -18.4%
Retail**	700	660	650	650	650	630	600	580	600	570	▼ -4.7%
Other Travel*	70	60	70	70	50	50	50	50	50	50	▼ -7.7%
TOTAL	3,910	3,750	3,710	3,750	3,760	3,580	3,430	3,420	3,510	3,030	▼ -13.6%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	14.2	13.1	12.2	12.0	12.6	12.4	13.3	14.0	15.0	10.3	▼ -31.4%
State Tax Receipts	16.7	16.0	15.0	14.1	14.5	14.0	14.8	15.0	15.7	10.4	▼ -34.1%
TOTAL	30.9	29.1	27.2	26.2	27.1	26.4	28.1	28.9	30.8	20.7	▼ -32.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline.

Federal Tax Receipts not included.

Coconino County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	951.7	993.5	1,027.5	1,111.1	1,181.7	1,264.5	1,397.4	1,513.0	1,628.0	930.4	▼ -42.8%
Other Travel*	44.0	56.7	60.6	60.5	54.5	46.7	52.4	56.0	68.6	31.5	▼ -54.1%
TOTAL	995.7	1,050.2	1,088.1	1,171.6	1,236.2	1,311.2	1,449.8	1,569.0	1,696.6	961.9	▼ -43.3%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	633.4	664.9	695.2	764.3	832.3	906.3	1,013.2	1,105.3	1,189.9	674.3	▼ -43.3%
Private Home	62.2	63.2	63.3	65.9	64.8	64.1	67.8	66.4	74.3	34.3	▼ -53.9%
Campground	25.2	26.4	25.9	25.5	24.3	23.7	24.7	25.9	27.8	25.5	▼ -8.2%
2nd Home	32.8	33.9	34.2	35.0	35.3	36.0	36.6	37.8	38.8	37.1	▼ -4.4%
Day Travel	198.1	205.2	208.9	220.3	225.1	234.3	255.2	277.6	297.2	159.3	▼ -46.4%
TOTAL	951.7	993.5	1,027.5	1,111.1	1,181.7	1,264.5	1,397.4	1,513.0	1,628.0	930.4	▼ -42.8%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	289.0	304.5	323.9	363.9	415.8	462.2	513.3	548.8	580.3	369.4	▼ -36.4%
Food Service	219.8	230.7	240.5	260.6	282.2	307.9	342.2	379.7	416.4	230.3	▼ -44.7%
Food Stores	50.4	52.1	53.3	57.2	60.6	62.6	66.2	70.4	75.2	44.1	▼ -41.4%
Local Tran. & Gas	120.3	126.8	126.0	128.2	105.7	97.0	113.6	132.4	139.1	63.8	▼ -54.1%
Arts, Ent. & Rec.	138.9	142.9	145.8	154.6	163.3	174.4	188.9	204.4	218.0	118.0	▼ -45.9%
Retail Sales	119.5	122.8	124.9	131.1	137.3	144.3	154.5	165.5	175.9	95.9	▼ -45.5%
Visitor Air Tran.	13.7	13.7	13.2	15.5	16.8	16.0	18.6	11.8	22.9	8.9	▼ -61.1%
TOTAL	951.7	993.5	1,027.5	1,111.1	1,181.7	1,264.5	1,397.4	1,513.0	1,628.0	930.4	▼ -42.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
***STR (Short Term Rental)

Coconino County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	161.3	169.3	179.4	192.1	202.2	213.6	238.0	261.2	271.1	231.9	▼ -14.5%
Arts, Ent. & Rec.	77.1	74.4	76.8	85.2	90.5	97.6	107.8	106.5	116.9	108.9	▼ -6.8%
Retail**	24.9	25.0	25.1	27.5	30.0	32.5	33.5	35.2	35.5	36.0	▲ 1.5%
Visitor Air Tran.	6.4	5.5	5.4	6.5	7.9	9.4	14.8	13.0	14.3	14.4	▲ 0.4%
Other Travel*	6.5	10.2	11.9	12.2	12.8	12.2	15.2	18.0	20.0	15.1	▼ -24.5%
TOTAL	276.2	284.3	298.7	323.5	343.3	365.4	409.4	433.9	457.8	406.3	▼ -11.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	6,500	6,600	6,820	6,990	7,020	7,330	7,630	8,140	8,250	6,640	▼ -19.5%
Arts, Ent. & Rec.	3,160	3,000	3,200	3,410	3,390	3,690	4,040	3,740	3,750	3,170	▼ -15.3%
Retail**	970	950	950	990	1,050	1,110	1,100	1,140	1,090	1,020	▼ -6.4%
Visitor Air Tran.	120	100	100	120	150	180	220	190	210	200	▼ -3.7%
Other Travel*	200	310	350	390	420	320	360	430	520	350	▼ -32.3%
TOTAL	10,950	10,960	11,420	11,890	12,030	12,640	13,340	13,640	13,810	11,380	▼ -17.6%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	47.7	48.9	50.4	55.8	61.9	67.3	72.3	79.1	84.0	54.4	▼ -35.2%
State Tax Receipts	46.6	48.4	46.7	48.2	52.1	55.8	62.4	67.9	72.4	45.9	▼ -36.7%
TOTAL	94.2	97.2	97.1	104.1	114.0	123.1	134.6	147.0	156.4	100.3	▼ -35.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline.

Federal Tax Receipts not included.

Gila County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	253.3	266.2	269.0	265.9	268.3	270.3	284.8	286.0	310.6	281.8	▼ -9.3%
Other Travel*	12.3	12.5	12.6	12.4	9.5	8.3	9.5	10.5	10.5	5.6	▼ -46.7%
TOTAL	265.6	278.7	281.6	278.3	277.8	278.6	294.3	296.5	321.1	287.4	▼ -10.5%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	39.6	47.4	50.6	48.9	53.5	56.4	64.8	62.9	79.0	87.0	▲ 10.2%
Private Home	41.4	42.6	42.3	41.3	40.9	40.2	42.1	42.2	44.7	23.1	▼ -48.3%
Campground	13.4	13.7	13.4	13.2	12.6	12.3	12.8	13.4	14.4	11.4	▼ -20.9%
2nd Home	13.8	14.0	14.1	14.3	14.3	14.5	14.7	15.1	15.5	15.0	▼ -3.3%
Day Travel	145.1	148.4	148.6	148.2	147.0	146.9	150.4	152.3	157.0	145.2	▼ -7.5%
TOTAL	253.3	266.2	269.0	265.9	268.3	270.3	284.8	286.0	310.6	281.8	▼ -9.3%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	16.5	18.7	19.6	20.0	22.4	23.9	27.1	26.6	32.4	38.4	▲ 18.5%
Food Service	46.0	48.8	50.2	50.3	53.2	55.4	58.9	59.7	66.0	57.1	▼ -13.5%
Food Stores	21.1	21.6	21.8	22.1	22.8	22.6	22.8	22.7	23.8	20.6	▼ -13.1%
Local Tran. & Gas	36.2	38.2	37.3	35.5	28.5	24.6	27.4	29.5	30.8	21.2	▼ -31.0%
Arts, Ent. & Rec.	100.3	104.6	105.8	104.4	107.3	109.6	113.8	113.2	121.5	112.3	▼ -7.5%
Retail Sales	33.3	34.2	34.3	33.6	34.1	34.2	34.8	34.4	36.1	32.0	▼ -11.2%
TOTAL	253.3	266.2	269.0	265.9	268.3	270.3	284.8	286.0	310.6	281.8	▼ -9.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
***STR (Short Term Rental)

Gila County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	22.3	24.7	26.9	28.5	30.9	34.1	37.1	41.3	43.1	38.6	▼ -10.4%
Arts, Ent. & Rec.	23.8	24.6	25.6	28.0	28.8	29.5	30.9	30.6	31.9	33.2	▲ 4.0%
Retail**	8.1	8.1	8.0	8.2	8.7	9.0	9.3	9.4	9.7	12.2	▲ 25.4%
Other Travel*	0.4	0.4	0.5	0.5	0.4	0.5	0.5	0.5	0.6	0.6	▼ -1.1%
TOTAL	54.6	57.7	61.1	65.3	68.8	73.1	77.8	81.9	85.3	84.6	▼ -0.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,110	1,170	1,240	1,300	1,380	1,500	1,510	1,590	1,570	1,280	▼ -18.5%
Arts, Ent. & Rec.	1,220	1,150	1,050	1,030	1,000	1,040	1,020	930	1,020	1,100	▲ 7.9%
Retail**	330	320	330	330	340	350	340	330	330	390	▲ 17.7%
Other Travel*	20	20	20	20	20	20	20	20	20	20	▼ -7.8%
TOTAL	2,670	2,660	2,640	2,690	2,740	2,920	2,900	2,880	2,950	2,790	▼ -5.2%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	7.3	7.6	7.6	7.7	8.2	8.6	9.5	9.9	10.7	9.9	▼ -7.6%
State Tax Receipts	11.8	12.4	12.1	11.8	12.3	12.5	13.4	13.7	14.7	13.0	▼ -11.2%
TOTAL	19.1	20.0	19.8	19.5	20.5	21.1	22.8	23.6	25.4	22.9	▼ -9.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline.

Federal Tax Receipts not included.

Graham County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	49.4	53.4	63.7	67.1	50.1	49.2	56.1	56.2	62.6	36.2	▼ -42.3%
Other Travel*	8.9	9.0	9.0	9.0	6.8	5.8	6.7	7.5	7.6	4.1	▼ -46.4%
TOTAL	58.2	62.5	72.7	76.1	56.9	55.0	62.8	63.7	70.3	40.2	▼ -42.7%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	21.2	25.1	34.7	37.5	23.7	23.0	28.2	27.8	32.1	19.1	▼ -40.3%
Private Home	20.3	20.3	20.5	20.9	18.8	18.6	19.8	20.2	21.6	11.2	▼ -48.3%
Campground	1.9	1.9	1.9	1.8	1.8	1.7	1.8	1.9	2.0	1.8	▼ -8.2%
2nd Home	0.6	0.6	0.6	0.7	0.6	0.6	0.7	0.7	0.7	0.7	▼ -2.8%
Day Travel	5.4	5.6	6.0	6.3	5.2	5.2	5.7	5.7	6.2	3.3	▼ -47.0%
TOTAL	49.4	53.4	63.7	67.1	50.1	49.2	56.1	56.2	62.6	36.2	▼ -42.3%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	7.4	9.0	13.2	13.7	8.4	8.3	10.5	10.3	12.2	8.7	▼ -28.6%
Food Service	13.7	14.6	16.9	18.2	15.2	15.6	17.5	17.7	19.8	11.2	▼ -43.5%
Food Stores	4.6	4.7	5.0	5.3	4.8	4.8	5.0	4.9	5.3	3.1	▼ -42.3%
Local Tran. & Gas	9.7	10.2	10.8	10.8	7.3	6.3	7.4	7.9	8.4	3.9	▼ -53.3%
Arts, Ent. & Rec.	3.6	3.7	4.2	4.5	3.7	3.7	4.0	4.0	4.3	2.4	▼ -44.6%
Retail Sales	10.3	11.2	13.6	14.6	10.7	10.5	11.8	11.5	12.7	6.9	▼ -45.4%
TOTAL	49.4	53.4	63.7	67.1	50.1	49.2	56.1	56.2	62.6	36.2	▼ -42.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
***STR (Short Term Rental)

Graham County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	6.8	7.6	8.8	9.0	7.3	7.3	7.8	8.7	9.1	9.3	▲ 1.9%
Arts, Ent. & Rec.	2.2	2.3	2.4	2.6	2.1	2.1	2.4	2.4	2.7	1.9	▼ -31.8%
Retail**	2.2	2.2	2.5	2.8	2.3	2.3	2.5	2.5	2.6	2.7	▲ 5.6%
Other Travel*	0.4	0.4	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.4	▼ -1.2%
TOTAL	11.6	12.5	14.1	14.9	12.1	12.1	13.1	14.0	14.9	14.3	▼ -3.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	430	470	550	540	420	410	400	440	420	390	▼ -7.2%
Arts, Ent. & Rec.	370	380	390	400	320	300	370	370	380	240	▼ -35.9%
Retail**	90	90	100	100	90	90	90	90	90	90	▼ -3.5%
Other Travel*	20	20	20	20	10	10	20	20	20	20	▼ -7.3%
TOTAL	900	950	1,050	1,050	840	810	880	910	910	740	▼ -18.8%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	2.0	2.3	2.9	3.1	2.2	2.2	2.6	2.7	3.0	2.1	▼ -32.1%
State Tax Receipts	2.8	3.0	3.3	3.3	2.7	2.7	2.9	3.0	3.3	2.1	▼ -36.6%
TOTAL	4.9	5.3	6.2	6.4	4.9	4.9	5.6	5.7	6.3	4.1	▼ -34.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline.

Federal Tax Receipts not included.

Greenlee County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	10.2	11.0	12.8	13.7	10.7	10.6	11.8	11.8	12.9	7.3	▼ -43.6%
Other Travel*	2.0	2.1	2.0	2.1	1.7	1.5	1.6	1.8	1.8	0.9	▼ -48.1%
TOTAL	12.2	13.1	14.9	15.8	12.4	12.1	13.4	13.6	14.7	8.2	▼ -44.1%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	3.9	4.5	6.2	6.7	4.3	4.1	5.0	5.0	5.7	3.4	▼ -40.1%
Private Home	4.7	4.8	4.9	5.1	4.8	4.8	5.0	5.0	5.3	2.7	▼ -49.6%
Campground	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▼ -8.2%
2nd Home	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▼ -5.4%
Day Travel	1.2	1.2	1.3	1.4	1.2	1.2	1.3	1.3	1.4	0.7	▼ -48.4%
TOTAL	10.2	11.0	12.8	13.7	10.7	10.6	11.8	11.8	12.9	7.3	▼ -43.6%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	1.3	1.6	2.3	2.3	1.5	1.4	1.8	1.8	2.1	1.5	▼ -28.2%
Food Service	2.9	3.1	3.6	3.9	3.4	3.5	3.9	3.9	4.3	2.4	▼ -44.4%
Food Stores	1.0	1.0	1.1	1.2	1.1	1.1	1.2	1.1	1.2	0.7	▼ -44.6%
Local Tran. & Gas	2.1	2.2	2.3	2.4	1.7	1.5	1.7	1.8	1.9	0.8	▼ -55.0%
Arts, Ent. & Rec.	0.8	0.8	0.9	1.0	0.8	0.8	0.9	0.9	1.0	0.5	▼ -44.9%
Retail Sales	2.1	2.3	2.7	2.9	2.2	2.2	2.4	2.3	2.6	1.4	▼ -45.5%
TOTAL	10.2	11.0	12.8	13.7	10.7	10.6	11.8	11.8	12.9	7.3	▼ -43.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
***STR (Short Term Rental)

Greenlee County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	1.4	1.5	1.9	2.0	1.6	1.1	1.3	1.2	1.4	1.0	▼ -25.7%
Arts, Ent. & Rec.	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.3	▼ -32.2%
Retail**	0.5	0.5	0.6	0.7	0.6	0.6	0.6	0.6	0.7	0.5	▼ -30.1%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -2.0%
TOTAL	2.3	2.5	3.0	3.1	2.6	2.1	2.4	2.3	2.6	1.9	▼ -27.0%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	90	100	110	110	100	60	70	70	70	50	▼ -18.0%
Arts, Ent. & Rec.	10	10	10	20	10	10	20	20	20	10	▼ -28.9%
Retail**	20	20	20	30	20	20	20	20	20	10	▼ -30.3%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -5.4%
TOTAL	130	140	150	160	140	110	110	110	110	90	▼ -21.4%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.2	0.3	0.2	▼ -39.9%
State Tax Receipts	0.6	0.7	0.7	0.7	0.6	0.6	0.7	0.7	0.7	0.4	▼ -41.8%
TOTAL	0.8	0.9	1.0	1.0	0.9	0.8	0.9	0.9	1.0	0.6	▼ -41.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline.

Federal Tax Receipts not included.

La Paz County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	134.6	137.6	139.2	136.0	136.0	136.3	142.2	159.6	162.7	152.2	▼ -6.5%
Other Travel*	4.7	4.8	4.7	4.6	3.6	3.1	3.5	4.0	4.0	2.2	▼ -46.3%
TOTAL	139.3	142.4	143.9	140.6	139.6	139.4	145.7	163.7	166.7	154.3	▼ -7.4%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	6.9	8.3	10.2	8.8	10.3	11.0	12.9	23.8	23.6	29.5	▲ 25.1%
Private Home	16.5	16.4	16.4	15.6	15.6	15.3	16.2	17.2	16.9	8.8	▼ -47.7%
Campground	31.9	32.5	31.9	31.4	30.6	30.4	31.3	32.5	34.7	32.0	▼ -8.0%
2nd Home	16.9	17.1	17.3	17.5	17.3	17.6	18.1	18.9	19.3	18.9	▼ -2.1%
Day Travel	62.4	63.3	63.5	62.8	62.1	62.0	63.7	67.3	68.2	62.9	▼ -7.7%
TOTAL	134.6	137.6	139.2	136.0	136.0	136.3	142.2	159.6	162.7	152.2	▼ -6.5%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	9.6	10.1	10.8	10.6	11.4	11.9	12.7	16.7	17.5	20.3	▲ 16.3%
Food Service	24.5	25.3	26.2	25.9	27.4	28.5	30.2	34.5	35.5	32.7	▼ -7.6%
Food Stores	13.0	13.2	13.3	13.4	13.8	13.7	13.8	14.5	14.8	13.5	▼ -8.9%
Local Tran. & Gas	21.3	22.0	21.5	20.2	16.2	14.0	15.6	18.1	18.1	13.3	▼ -26.4%
Arts, Ent. & Rec.	47.7	48.4	48.8	47.8	48.8	49.8	51.1	55.8	56.7	53.8	▼ -5.0%
Retail Sales	18.4	18.5	18.6	18.1	18.4	18.4	18.7	20.1	20.2	18.5	▼ -8.4%
TOTAL	134.6	137.6	139.2	136.0	136.0	136.3	142.2	159.6	162.7	152.2	▼ -6.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
***STR (Short Term Rental)

La Paz County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	12.5	12.5	13.4	13.3	13.6	13.3	14.2	17.0	18.5	16.4	▼ -10.9%
Arts, Ent. & Rec.	14.2	14.4	14.8	15.1	15.5	15.9	16.5	18.2	18.8	20.6	▲ 9.4%
Retail**	4.4	4.3	4.3	4.4	4.6	4.8	4.9	5.4	6.0	7.3	▲ 21.1%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	▲ 1.4%
TOTAL	31.3	31.3	32.6	32.9	33.9	34.1	35.8	40.8	43.5	44.5	▲ 2.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	650	650	700	690	670	670	650	730	730	600	▼ -17.9%
Arts, Ent. & Rec.	470	480	500	510	480	490	470	490	480	490	▲ 2.6%
Retail**	190	180	180	170	180	190	180	190	200	230	▲ 19.1%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▲ 3.4%
TOTAL	1,320	1,310	1,380	1,380	1,330	1,350	1,300	1,410	1,410	1,330	▼ -5.7%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	4.3	4.4	4.3	4.2	4.4	4.5	5.3	6.2	6.5	6.2	▼ -4.4%
State Tax Receipts	6.2	6.3	6.2	5.9	6.1	6.1	6.4	7.2	7.4	6.9	▼ -7.0%
TOTAL	10.6	10.7	10.6	10.1	10.5	10.6	11.6	13.5	13.9	13.1	▼ -5.8%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline.

Federal Tax Receipts not included.

Maricopa County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	8,586	8,756	9,051	9,585	10,071	10,383	10,963	11,971	12,518	7,398	▼ -40.9%
Other Travel*	2,645	2,838	2,966	3,035	2,925	2,873	3,057	3,345	3,427	1,551	▼ -54.7%
TOTAL	11,232	11,594	12,017	12,620	12,995	13,255	14,020	15,316	15,945	8,949	▼ -43.9%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	4,535	4,657	4,839	5,178	5,575	5,803	6,170	6,835	7,196	4,366	▼ -39.3%
Private Home	2,370	2,381	2,451	2,568	2,648	2,699	2,821	3,015	3,129	1,468	▼ -53.1%
Campground	243	245	253	271	267	269	279	296	318	293	▼ -8.0%
2nd Home	268	278	284	294	299	308	317	331	343	340	▼ -0.9%
Day Travel	1,170	1,195	1,223	1,273	1,281	1,304	1,376	1,494	1,531	931	▼ -39.2%
TOTAL	8,586	8,756	9,051	9,585	10,071	10,383	10,963	11,971	12,518	7,398	▼ -40.9%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	1,479	1,526	1,600	1,751	1,979	2,066	2,211	2,459	2,694	1,698	▼ -37.0%
Food Service	1,917	1,984	2,070	2,200	2,348	2,499	2,663	2,930	3,046	1,964	▼ -35.5%
Food Stores	289	294	303	323	339	344	351	370	380	254	▼ -33.2%
Local Tran. & Gas	1,175	1,204	1,224	1,261	1,165	1,139	1,222	1,364	1,373	791	▼ -42.4%
Arts, Ent. & Rec.	1,116	1,132	1,156	1,203	1,252	1,305	1,356	1,453	1,471	936	▼ -36.4%
Retail Sales	1,246	1,262	1,286	1,327	1,371	1,407	1,449	1,541	1,554	961	▼ -38.2%
Visitor Air Tran.	1,363	1,353	1,411	1,520	1,618	1,623	1,711	1,853	1,999	794	▼ -60.3%
TOTAL	8,586	8,756	9,051	9,585	10,071	10,383	10,963	11,971	12,518	7,398	▼ -40.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
***STR (Short Term Rental)

Maricopa County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	1,214	1,248	1,319	1,395	1,487	1,544	1,663	1,806	1,869	1,542	▼ -17.5%
Arts, Ent. & Rec.	517	556	585	637	666	701	743	818	880	681	▼ -22.6%
Retail**	208	206	207	224	241	256	265	282	287	305	▲ 6.5%
Ground Tran.	116	119	120	129	139	149	170	183	197	171	▼ -13.3%
Visitor Air Tran.	612	602	602	610	684	693	764	789	814	826	▲ 1.5%
Other Travel*	792	851	890	889	944	968	1,031	1,083	1,073	883	▼ -17.7%
TOTAL	3,460	3,582	3,723	3,884	4,162	4,310	4,635	4,961	5,120	4,408	▼ -13.9%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	41,370	41,710	43,650	45,010	46,470	47,530	48,800	50,750	50,840	42,050	▼ -17.3%
Arts, Ent. & Rec.	15,960	16,560	17,510	18,710	20,000	20,020	20,750	22,330	23,220	16,360	▼ -29.5%
Retail**	5,940	5,910	6,070	6,390	6,750	7,050	7,120	7,240	7,100	7,080	▼ -0.3%
Ground Tran.	2,920	2,970	3,040	3,160	3,320	3,600	4,030	4,130	4,340	3,570	▼ -17.6%
Visitor Air Tran.	7,040	7,160	7,000	7,300	7,720	7,820	8,010	8,360	8,440	8,210	▼ -2.7%
Other Travel*	12,210	13,170	12,890	13,960	14,930	15,250	15,090	14,860	14,880	11,710	▼ -21.3%
TOTAL	85,430	87,480	90,160	94,530	99,180	101,270	103,800	107,660	108,810	88,980	▼ -18.2%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	472	476	495	516	565	590	640	773	804	528	▼ -34.3%
State Tax Receipts	461	473	467	463	492	507	549	602	623	423	▼ -32.1%
TOTAL	933	949	962	979	1,057	1,098	1,189	1,375	1,427	951	▼ -33.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
**Retail includes gasoline.
Federal Tax Receipts not included.

Mohave County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	466.8	473.6	497.1	494.5	483.6	490.3	541.2	569.1	608.1	487.1	▼ -19.9%
Other Travel*	78.3	80.4	83.3	86.3	40.7	38.9	58.3	60.4	58.8	34.3	▼ -41.8%
TOTAL	545.1	554.0	580.4	580.8	524.3	529.2	599.5	629.5	667.0	521.3	▼ -21.8%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	119.5	120.0	124.7	132.6	137.2	144.9	162.7	182.8	210.9	218.5	▲ 3.6%
Private Home	157.5	160.8	173.5	165.5	155.2	153.8	173.2	174.2	175.6	92.5	▼ -47.4%
Campground	22.1	22.6	22.2	21.8	20.8	20.4	21.2	22.2	23.8	22.3	▼ -6.2%
2nd Home	39.5	40.4	40.6	41.3	41.5	42.0	43.1	44.4	45.9	45.2	▼ -1.5%
Day Travel	128.2	129.8	136.1	133.2	128.9	129.3	141.2	145.6	151.8	108.5	▼ -28.5%
TOTAL	466.8	473.6	497.1	494.5	483.6	490.3	541.2	569.1	608.1	487.1	▼ -19.9%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	56.2	56.5	58.7	64.0	69.3	74.8	82.8	89.5	101.6	111.2	▲ 9.5%
Food Service	126.4	129.4	138.7	139.3	142.4	149.3	166.3	175.5	189.6	147.8	▼ -22.1%
Food Stores	43.5	44.1	46.7	46.5	46.8	46.8	50.0	50.3	52.2	37.8	▼ -27.5%
Local Tran. & Gas	87.1	89.7	92.2	86.8	67.7	58.8	69.4	76.4	78.3	47.0	▼ -40.0%
Arts, Ent. & Rec.	81.8	82.0	85.7	84.7	84.8	87.2	94.3	97.5	102.8	79.8	▼ -22.4%
Retail Sales	71.7	71.9	75.1	73.2	72.6	73.3	78.6	80.0	83.6	63.5	▼ -24.0%
TOTAL	466.8	473.6	497.1	494.5	483.6	490.3	541.2	569.1	608.1	487.1	▼ -19.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
***STR (Short Term Rental)

Mohave County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	64.9	61.3	66.8	71.6	89.8	100.3	112.3	118.0	113.5	109.4	▼ -3.6%
Arts, Ent. & Rec.	29.1	32.0	34.5	39.0	39.2	40.6	41.7	46.7	34.8	27.5	▼ -21.1%
Retail**	17.7	17.3	18.0	18.2	18.8	19.6	21.1	21.9	22.9	25.8	▲ 12.5%
Other Travel*	12.8	13.1	14.6	16.1	3.1	4.3	9.9	9.2	8.6	8.0	▼ -7.2%
TOTAL	124.6	123.8	133.9	144.9	150.9	164.8	185.0	195.7	179.9	170.7	▼ -5.1%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,240	2,950	3,110	3,290	3,940	4,220	4,390	4,430	4,140	3,680	▼ -11.2%
Arts, Ent. & Rec.	1,500	1,580	1,590	1,750	1,790	1,700	1,660	1,770	1,350	990	▼ -26.4%
Retail**	610	600	620	610	620	640	650	660	680	700	▲ 3.3%
Other Travel*	430	430	430	450	110	150	260	230	220	200	▼ -9.0%
TOTAL	5,780	5,560	5,750	6,100	6,450	6,710	6,960	7,090	6,400	5,580	▼ -12.8%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	16.8	16.5	17.5	18.1	19.3	20.6	23.2	25.2	25.5	22.3	▼ -12.8%
State Tax Receipts	24.1	24.3	24.4	23.7	24.1	24.8	27.8	29.4	30.0	24.0	▼ -20.0%
TOTAL	40.9	40.8	41.9	41.8	43.4	45.5	51.0	54.6	55.6	46.3	▼ -16.7%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline.

Federal Tax Receipts not included.

Navajo County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	263.8	278.5	280.8	283.0	282.7	288.6	311.9	321.8	355.2	314.1	▼ -11.6%
Other Travel*	24.9	25.4	24.8	24.5	19.3	16.9	18.8	21.2	21.3	11.3	▼ -46.6%
TOTAL	288.7	303.9	305.7	307.4	302.1	305.5	330.7	343.0	376.4	325.5	▼ -13.5%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	115.2	128.1	130.4	131.3	134.1	139.0	157.4	161.8	188.0	187.9	▼ 0.0%
Private Home	57.1	58.5	57.7	58.2	55.8	55.3	57.7	59.4	61.8	32.0	▼ -48.2%
Campground	17.6	16.4	16.8	16.2	16.1	16.3	16.8	17.8	19.1	17.5	▼ -8.1%
2nd Home	46.7	47.4	47.9	48.9	48.9	50.0	50.4	52.0	53.3	51.9	▼ -2.7%
Day Travel	27.2	28.1	28.1	28.3	27.8	28.0	29.6	30.8	33.0	24.8	▼ -24.9%
TOTAL	263.8	278.5	280.8	283.0	282.7	288.6	311.9	321.8	355.2	314.1	▼ -11.6%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	50.5	55.0	56.5	57.0	59.5	63.3	69.7	69.5	78.7	80.8	▲ 2.6%
Food Service	66.6	70.7	72.2	74.3	77.6	81.7	88.5	92.9	103.7	90.3	▼ -12.9%
Food Stores	20.1	20.4	20.6	21.2	21.8	21.9	22.4	22.7	24.1	18.8	▼ -22.1%
Local Tran. & Gas	40.7	42.7	41.7	40.4	32.3	28.2	32.0	35.4	37.4	24.4	▼ -34.8%
Arts, Ent. & Rec.	29.6	30.0	30.2	30.3	30.9	31.9	33.2	34.1	36.5	31.6	▼ -13.3%
Retail Sales	56.2	59.6	59.7	59.7	60.7	61.7	66.0	67.4	74.8	68.3	▼ -8.8%
TOTAL	263.8	278.5	280.8	283.0	282.7	288.6	311.9	321.8	355.2	314.1	▼ -11.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
***STR (Short Term Rental)

Navajo County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	47.6	52.1	53.5	54.5	58.7	61.1	67.2	70.6	74.3	71.8	▼ -3.4%
Arts, Ent. & Rec.	18.3	21.7	21.8	22.8	23.3	24.3	25.8	29.7	22.0	21.5	▼ -2.2%
Retail**	10.4	10.5	10.4	10.9	11.5	12.1	12.4	12.1	12.1	14.3	▲ 18.6%
Other Travel*	0.8	0.8	0.8	0.8	0.8	0.8	0.9	0.9	1.0	1.0	▲ 0.4%
TOTAL	77.1	85.2	86.5	89.0	94.3	98.2	106.3	113.3	109.3	108.6	▼ -0.7%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,250	2,300	2,330	2,350	2,420	2,450	2,490	2,520	2,530	2,290	▼ -9.5%
Arts, Ent. & Rec.	810	890	900	940	1,040	1,040	1,090	1,140	930	840	▼ -9.2%
Retail**	410	420	410	420	440	460	440	430	430	480	▲ 10.2%
Other Travel*	40	40	40	40	40	40	40	40	40	40	▼ -7.9%
TOTAL	3,510	3,650	3,690	3,760	3,940	4,000	4,070	4,130	3,940	3,650	▼ -7.3%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	10.7	11.4	10.9	11.1	12.1	12.6	13.9	14.8	15.7	14.2	▼ -9.4%
State Tax Receipts	14.1	14.9	14.2	13.8	14.3	14.6	15.9	16.7	17.7	15.4	▼ -13.1%
TOTAL	24.8	26.3	25.0	24.9	26.3	27.2	29.8	31.5	33.4	29.6	▼ -11.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline.

Federal Tax Receipts not included.

Pima County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	2,051	2,129	2,140	2,208	2,240	2,183	2,353	2,467	2,610	1,350	▼ -48.3%
Other Travel*	544	635	573	576	532	514	549	554	579	270	▼ -53.4%
TOTAL	2,595	2,764	2,713	2,784	2,772	2,697	2,902	3,021	3,189	1,619	▼ -49.2%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	908	946	953	994	1,053	1,033	1,109	1,177	1,251	669	▼ -46.5%
Private Home	467	468	460	474	473	469	498	520	543	229	▼ -57.9%
Campground	31	33	32	31	30	30	31	32	35	32	▼ -6.9%
2nd Home	49	50	51	52	52	53	54	56	58	57	▼ -1.8%
Day Travel	595	633	644	657	631	598	661	682	724	363	▼ -49.8%
TOTAL	2,051	2,129	2,140	2,208	2,240	2,183	2,353	2,467	2,610	1,350	▼ -48.3%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	320	330	333	349	379	378	402	437	482	304	▼ -36.9%
Food Service	514	542	552	576	611	610	662	694	732	385	▼ -47.4%
Food Stores	131	138	140	146	146	139	149	152	160	83	▼ -48.4%
Local Tran. & Gas	306	321	318	321	292	265	291	310	316	146	▼ -53.7%
Arts, Ent. & Rec.	175	178	177	181	186	185	193	198	202	109	▼ -46.0%
Retail Sales	401	423	428	433	423	402	436	441	464	231	▼ -50.2%
Visitor Air Tran.	203	198	190	202	204	205	219	236	254	92	▼ -63.8%
TOTAL	2,051	2,129	2,140	2,208	2,240	2,183	2,353	2,467	2,610	1,350	▼ -48.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
***STR (Short Term Rental)

Pima County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	309	334	337	360	393	407	444	446	477	373	▼ -21.7%
Arts, Ent. & Rec.	75	76	75	85	88	88	94	105	107	85	▼ -20.8%
Retail**	72	73	73	77	79	78	81	82	86	83	▼ -2.9%
Ground Tran.	28	29	29	31	33	33	38	42	46	32	▼ -30.4%
Visitor Air Tran.	10	9	8	10	11	12	12	12	12	13	▲ 3.4%
Other Travel*	54	84	65	67	69	74	75	65	68	61	▼ -10.2%
TOTAL	549	605	587	631	674	693	743	752	796	648	▼ -18.6%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	12,720	13,330	13,340	13,810	14,290	14,630	14,780	14,300	14,550	11,150	▼ -23.4%
Arts, Ent. & Rec.	4,070	4,080	4,060	4,350	4,440	4,640	4,700	5,170	5,030	3,640	▼ -27.6%
Retail**	2,540	2,520	2,510	2,610	2,610	2,550	2,570	2,510	2,510	2,250	▼ -10.6%
Ground Tran.	710	740	740	750	800	800	900	950	1,010	670	▼ -33.8%
Visitor Air Tran.	200	180	130	170	170	180	160	170	170	170	▼ -0.9%
Other Travel*	1,400	2,110	1,820	1,750	1,750	1,900	1,860	1,570	1,490	1,410	▼ -5.4%
TOTAL	21,630	22,950	22,600	23,440	24,050	24,700	24,970	24,670	24,770	19,290	▼ -22.1%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	73	76	75	77	82	83	73	77	81	48	▼ -40.3%
State Tax Receipts	113	119	113	111	116	114	126	132	139	83	▼ -40.0%
TOTAL	186	194	188	188	198	197	198	209	220	132	▼ -40.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
**Retail includes gasoline.
Federal Tax Receipts not included.

Pinal County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	544.1	534.7	531.8	554.5	567.8	571.6	617.4	666.0	685.7	485.0	▼ -29.3%
Other Travel*	87.4	90.4	89.0	89.5	72.6	64.2	74.3	85.6	88.6	48.6	▼ -45.1%
TOTAL	631.4	625.1	620.7	644.0	640.4	635.8	691.7	751.6	774.3	533.6	▼ -31.1%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	40.0	37.8	33.3	33.4	38.1	38.9	49.0	60.8	61.6	51.4	▼ -16.6%
Private Home	252.3	243.2	245.0	260.1	269.2	270.8	291.0	310.0	315.9	171.4	▼ -45.7%
Campground	50.2	51.4	50.5	49.6	47.3	46.3	48.1	50.4	54.2	56.3	▲ 3.9%
2nd Home	77.0	79.5	80.5	84.2	86.2	89.4	93.5	99.0	104.6	104.6	▼ 0.0%
Day Travel	124.5	122.8	122.4	127.3	127.0	126.2	135.9	145.8	149.5	101.4	▼ -32.1%
TOTAL	544.1	534.7	531.8	554.5	567.8	571.6	617.4	666.0	685.7	485.0	▼ -29.3%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	43.0	42.9	41.7	43.0	46.8	48.7	53.9	60.7	64.8	59.2	▼ -8.7%
Food Service	173.5	171.1	173.3	184.7	199.0	207.8	226.3	245.3	255.7	178.7	▼ -30.1%
Food Stores	49.8	49.0	49.2	52.3	55.2	55.1	57.2	59.6	61.4	45.8	▼ -25.5%
Local Tran. & Gas	92.4	92.3	89.4	89.4	73.1	63.4	72.5	82.4	83.0	50.0	▼ -39.7%
Arts, Ent. & Rec.	75.5	73.5	73.1	76.3	79.9	81.9	86.7	91.4	93.0	66.2	▼ -28.8%
Retail Sales	109.8	105.9	105.0	108.9	113.8	114.6	120.7	126.5	127.9	85.1	▼ -33.4%
TOTAL	544.1	534.7	531.8	554.5	567.8	571.6	617.4	666.0	685.7	485.0	▼ -29.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
***STR (Short Term Rental)

Pinal County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	75.4	79.4	76.8	78.1	84.8	103.7	114.3	117.6	129.9	139.4	▲ 7.3%
Arts, Ent. & Rec.	28.2	31.0	31.1	33.6	35.4	36.6	36.6	38.2	37.4	32.0	▼ -14.5%
Retail**	21.9	20.7	20.3	22.0	23.9	24.9	26.1	27.3	28.6	33.1	▲ 15.6%
Other Travel*	2.6	2.6	2.7	2.9	3.0	3.2	3.5	3.7	4.2	4.3	▲ 3.3%
TOTAL	128.2	133.7	131.0	136.6	147.1	168.4	180.5	186.9	200.2	208.9	▲ 4.4%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,210	3,310	3,510	3,470	3,650	4,340	4,370	4,270	4,500	4,470	▼ -0.5%
Arts, Ent. & Rec.	1,210	1,310	1,270	1,300	1,350	1,470	1,400	1,390	1,280	1,000	▼ -21.8%
Retail**	820	760	760	800	870	880	890	900	920	980	▲ 6.2%
Other Travel*	130	120	130	140	140	140	150	150	160	150	▼ -5.8%
TOTAL	5,360	5,500	5,660	5,710	6,010	6,840	6,810	6,710	6,860	6,600	▼ -3.7%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	20.1	19.7	19.3	19.7	21.4	22.8	24.9	27.2	28.4	22.4	▼ -21.3%
State Tax Receipts	29.6	29.3	28.1	27.8	29.5	30.5	33.0	35.3	36.7	27.4	▼ -25.2%
TOTAL	49.6	49.0	47.3	47.6	50.8	53.2	57.9	62.5	65.1	49.8	▼ -23.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline.

Federal Tax Receipts not included.

Santa Cruz County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	228.2	260.0	277.7	278.2	257.5	226.7	231.1	219.6	225.9	113.8	▼ -49.6%
Other Travel*	10.9	11.2	10.8	10.5	8.3	7.0	8.0	8.9	8.9	4.7	▼ -46.9%
TOTAL	239.2	271.2	288.5	288.6	265.8	233.8	239.1	228.4	234.7	118.5	▼ -49.5%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	28.0	31.0	35.1	32.6	39.2	32.8	35.0	37.4	39.3	22.2	▼ -43.4%
Private Home	36.4	38.2	38.0	36.0	35.8	33.3	35.7	37.3	37.7	19.5	▼ -48.2%
Campground	1.3	1.4	1.3	1.3	1.3	1.2	1.3	1.3	1.4	1.3	▼ -8.2%
2nd Home	1.3	1.3	1.3	1.3	1.3	1.3	1.4	1.4	1.4	1.4	▼ -3.1%
Day Travel	161.2	188.2	201.9	206.9	179.9	158.0	157.8	142.1	146.0	69.4	▼ -52.5%
TOTAL	228.2	260.0	277.7	278.2	257.5	226.7	231.1	219.6	225.9	113.8	▼ -49.6%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	11.9	12.8	14.0	13.4	16.4	14.0	15.1	15.9	17.1	11.3	▼ -34.2%
Food Service	37.0	41.5	44.8	44.4	45.4	42.0	44.2	44.4	46.2	24.3	▼ -47.5%
Food Stores	76.1	88.6	95.3	98.9	88.3	77.6	77.0	69.5	71.5	34.9	▼ -51.1%
Local Tran. & Gas	22.3	25.0	25.5	23.9	18.6	14.5	16.1	17.2	17.1	7.4	▼ -56.8%
Arts, Ent. & Rec.	8.0	8.5	9.0	8.4	9.4	8.5	8.9	9.2	9.3	5.0	▼ -46.8%
Retail Sales	72.9	83.7	89.1	89.1	79.3	70.1	69.8	63.4	64.6	31.0	▼ -52.0%
TOTAL	228.2	260.0	277.7	278.2	257.5	226.7	231.1	219.6	225.9	113.8	▼ -49.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
***STR (Short Term Rental)

Santa Cruz County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	18.4	19.1	19.8	22.3	27.7	25.3	25.8	26.8	30.7	25.6	▼ -16.6%
Arts, Ent. & Rec.	4.1	4.3	4.4	5.2	5.9	5.4	5.7	6.1	6.3	5.5	▼ -13.5%
Retail**	20.8	23.1	24.2	25.3	23.6	21.5	21.8	20.8	20.1	17.8	▼ -11.4%
Other Travel*	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.5	▲ 0.3%
TOTAL	43.6	46.9	48.7	53.3	57.5	52.6	53.7	54.1	57.6	49.3	▼ -14.3%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	870	900	930	1,040	1,220	1,110	1,030	1,020	1,140	930	▼ -18.8%
Arts, Ent. & Rec.	300	290	330	390	440	400	400	400	390	360	▼ -5.7%
Retail**	650	710	740	730	680	580	570	540	520	450	▼ -15.1%
Other Travel*	20	20	20	20	20	20	20	20	20	20	▼ -8.0%
TOTAL	1,840	1,920	2,020	2,180	2,360	2,110	2,010	1,980	2,070	1,750	▼ -15.3%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	7.2	7.9	8.1	8.0	8.2	7.3	7.8	7.8	8.1	4.9	▼ -39.7%
State Tax Receipts	9.9	11.1	11.1	10.6	10.4	9.3	9.6	9.5	9.8	5.8	▼ -41.3%
TOTAL	17.1	18.9	19.1	18.6	18.5	16.6	17.4	17.3	18.0	10.7	▼ -40.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline.

Federal Tax Receipts not included.

Yavapai County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	596.9	631.9	650.8	680.9	706.6	725.5	800.0	879.3	931.3	715.1	▼ -23.2%
Other Travel*	60.6	62.8	64.1	65.3	41.6	37.6	48.6	70.2	69.2	36.3	▼ -47.6%
TOTAL	657.5	694.7	714.9	746.2	748.2	763.1	848.6	949.5	1,000.5	751.3	▼ -24.9%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	221.3	245.6	261.6	282.8	311.4	330.6	384.4	442.5	481.2	380.0	▼ -21.0%
Private Home	85.4	87.5	87.8	89.6	87.3	86.3	92.3	96.8	99.6	48.2	▼ -51.6%
Campground	13.2	13.8	13.5	14.7	14.6	14.8	15.2	16.1	17.3	15.9	▼ -8.0%
2nd Home	24.7	25.4	25.8	26.7	27.0	27.7	28.5	29.5	30.5	30.0	▼ -1.7%
Day Travel	252.2	259.6	262.0	267.1	266.3	266.1	279.6	294.4	302.6	240.9	▼ -20.4%
TOTAL	596.9	631.9	650.8	680.9	706.6	725.5	800.0	879.3	931.3	715.1	▼ -23.2%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	109.6	122.7	133.3	147.4	169.7	187.1	217.9	249.8	273.7	250.8	▼ -8.4%
Food Service	120.0	127.1	132.4	139.9	149.2	155.7	171.8	189.5	202.2	139.6	▼ -31.0%
Food Stores	43.1	44.4	45.3	47.6	49.6	49.4	51.3	53.5	55.4	41.1	▼ -25.8%
Local Tran. & Gas	81.0	85.7	84.9	84.4	68.5	59.3	68.5	78.7	80.2	45.9	▼ -42.8%
Arts, Ent. & Rec.	162.9	168.3	170.9	176.0	182.0	185.8	197.2	209.8	217.1	164.6	▼ -24.2%
Retail Sales	79.3	81.8	83.0	84.7	87.0	87.5	92.1	97.3	100.3	71.8	▼ -28.4%
Visitor Air Tran.	1.0	1.8	1.0	0.8	0.7	0.8	1.3	0.8	2.3	1.3	▼ -43.2%
TOTAL	596.9	631.9	650.8	680.9	706.6	725.5	800.0	879.3	931.3	715.1	▼ -23.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
***STR (Short Term Rental)

Yavapai County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	77.7	85.8	93.1	100.6	114.9	125.1	137.4	150.5	161.6	147.3	▼ -8.8%
Arts, Ent. & Rec.	63.0	64.4	63.4	67.2	69.7	71.7	77.2	83.8	88.6	76.4	▼ -13.8%
Retail**	17.0	17.1	17.1	18.2	19.6	20.3	21.6	22.7	23.4	26.1	▲ 11.7%
Visitor Air Tran.	0.3	0.4	0.3	0.3	0.5	0.7	0.9	0.7	0.5	0.6	▲ 7.8%
Other Travel*	5.7	5.9	6.7	7.4	2.4	2.9	5.4	11.6	10.4	7.9	▼ -24.3%
TOTAL	163.8	173.5	180.5	193.8	207.1	220.7	242.5	269.3	284.5	258.2	▼ -9.2%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	3,180	3,430	3,590	3,810	4,110	4,370	4,520	4,740	4,880	4,120	▼ -15.6%
Arts, Ent. & Rec.	3,410	3,430	3,460	3,790	3,840	3,820	4,080	4,170	4,440	3,520	▼ -20.7%
Retail**	670	660	660	690	720	730	740	770	770	800	▲ 4.1%
Visitor Air Tran.	<10	<10	<10	<10	<10	10	10	10	<10	<10	▲ 3.4%
Other Travel*	210	200	190	200	100	110	150	220	200	180	▼ -8.6%
TOTAL	7,470	7,730	7,910	8,500	8,790	9,040	9,510	9,910	10,300	8,630	▼ -16.2%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	24.9	26.2	28.1	30.0	33.2	35.5	40.5	46.4	49.5	40.6	▼ -18.0%
State Tax Receipts	30.0	31.6	30.9	31.1	33.1	34.2	37.9	41.9	44.2	33.9	▼ -23.2%
TOTAL	54.9	57.8	59.0	61.1	66.3	69.6	78.4	88.3	93.7	74.5	▼ -20.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline.

Federal Tax Receipts not included.

Yuma County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Direct Travel Spending ($Million)											
Destination Spending	589.5	594.5	575.1	590.4	574.7	564.1	588.2	597.7	611.0	440.5	▼ -27.9%
Other Travel*	60.9	62.3	60.2	60.8	48.6	42.0	48.0	53.2	56.0	28.5	▼ -49.2%
TOTAL	650.4	656.7	635.3	651.2	623.3	606.1	636.2	650.9	667.0	468.9	▼ -29.7%
Visitor Spending by Type of Traveler Accommodation ($Milllion)											
Hotel, Motel, STR***	151.2	149.2	131.9	137.7	145.8	150.6	165.5	166.1	171.4	132.4	▼ -22.8%
Private Home	90.6	87.7	86.7	90.8	88.6	87.2	91.6	94.7	98.3	48.3	▼ -50.9%
Campground	79.2	72.9	68.0	66.9	65.3	64.9	66.8	70.4	75.5	67.6	▼ -10.5%
2nd Home	47.4	48.2	48.5	49.5	49.6	50.4	51.7	53.9	55.4	54.4	▼ -2.0%
Day Travel	221.1	236.3	240.0	245.4	225.4	211.0	212.7	212.5	210.2	137.9	▼ -34.4%
TOTAL	589.5	594.5	575.1	590.4	574.7	564.1	588.2	597.7	611.0	440.5	▼ -27.9%
Visitor Spending by Commodity Purchased ($Million)											
Accommodations	67.5	65.2	59.0	62.1	67.2	70.4	77.1	78.7	83.2	75.7	▼ -8.9%
Food Service	115.1	116.5	113.8	119.2	122.4	126.0	133.4	136.8	142.5	101.1	▼ -29.1%
Food Stores	69.2	73.5	75.1	78.4	74.3	69.6	69.0	68.3	68.1	47.0	▼ -30.9%
Local Tran. & Gas	79.2	79.4	74.2	73.2	57.5	49.2	55.0	59.9	60.4	34.9	▼ -42.3%
Arts, Ent. & Rec.	129.6	124.4	115.6	117.6	120.6	123.7	128.5	129.8	133.8	101.6	▼ -24.1%
Retail Sales	116.4	123.7	124.9	126.4	117.6	110.9	110.4	108.5	106.4	71.4	▼ -33.0%
Visitor Air Tran.	12.3	11.7	12.5	13.6	15.0	14.4	14.9	15.6	16.5	8.9	▼ -46.3%
TOTAL	589.5	594.5	575.1	590.4	574.7	564.1	588.2	597.7	611.0	440.5	▼ -27.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.
***STR (Short Term Rental)

Yuma County / Detail Trend

Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
Travel Industry Earnings ($MIllion)											
Accom. & Food Serv.	63.0	63.7	63.7	64.6	68.7	73.0	78.4	82.5	90.1	84.5	▼ -6.2%
Arts, Ent. & Rec.	50.5	52.0	45.5	48.5	49.9	51.5	54.4	54.1	64.9	41.5	▼ -36.1%
Retail**	27.1	27.7	27.5	29.1	28.5	27.9	28.2	29.1	28.8	30.8	▲ 6.6%
Visitor Air Tran.	0.8	0.3	0.3	0.3	0.4	0.5	0.7	0.8	0.7	0.8	▲ 7.4%
Other Travel*	3.0	2.3	2.5	2.6	2.0	2.2	2.8	2.9	3.1	2.9	▼ -3.8%
TOTAL	144.4	145.9	139.4	145.2	149.5	155.1	164.5	169.4	187.7	160.5	▼ -14.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	2,920	2,840	2,850	2,830	2,940	3,060	3,040	3,060	3,140	2,700	▼ -14.2%
Arts, Ent. & Rec.	2,200	2,490	2,160	2,190	2,340	2,360	2,290	2,240	2,890	1,730	▼ -40.0%
Retail**	930	920	900	930	890	850	820	810	790	790	▼ -0.8%
Visitor Air Tran.	20	<10	<10	<10	<10	10	20	20	20	20	▲ 3.0%
Other Travel*	100	90	90	90	80	80	90	90	90	80	▼ -8.5%
TOTAL	6,170	6,340	6,010	6,050	6,260	6,370	6,250	6,210	6,930	5,320	▼ -23.3%
Tax Receipts Generated by Travel Spending ($Millions)											
Local Tax Receipts	22.0	21.9	20.8	21.1	21.6	21.9	22.4	23.4	24.6	18.5	▼ -25.0%
State Tax Receipts	28.9	29.1	27.0	26.3	26.5	26.4	28.1	28.9	30.1	22.0	▼ -26.9%
TOTAL	50.9	50.9	47.7	47.4	48.1	48.3	50.5	52.2	54.7	40.4	▼ -26.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

*Other Travel includes ground transportation and air travel impacts for travel to other Arizona visitor destinations, travel arrangement services and convention/trade shows services.

**Retail includes gasoline.

Federal Tax Receipts not included.

Glossary

Term	Definition
Hotel, Motel, STR	Accommodation types that house transient lodging activity.
Private Home	Personal residences used to host visiting friends and family overnight.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Day Travel	Greater than 50 miles traveled non-routine to the destination.
Visitor Spending	Direct spending made by visitors in a destination.
Other Spending	Spending by residents on travel arrangment services, or spending for convention activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Direct Employment	Employment generated by direct spending; Includes full time, part time, seasonal, and proprietors.
Local Taxes	City and county taxes generated by travel spending.
State Taxes	State taxes generated by travel spending.
Destination Spending	Interchangable with Visitor Spending. Direct spending made by visitors in a destination.
STR	Short Term Rental, private and semi-private lodging rented by owners or property management companies (e.g. AirBnB, VRBO).
2nd Home	Homes under private ownership for personal use as a vacation property.

Assumptions / Methodology

Travel Impacts Methodology

Dean Runyan Associates uses our proprietary Regional Travel Impact Model (RTIM). This input-output model uses a fiscal based approach to accurately quantify travel and reduce reliance and variability of survey data. Each accommodation type (Hotel/Motel/STR, Private Home, 2nd Home, Camping, and Day) is modeled uniquely to capture the different types of economic contributions from these visitors. Earnings and employment data are derived from the relationship between business income and employee expenses. Tax receipts are generated based on each unique tax rate that applies to the underlying economic activity.

Our approach starts at local levels of geography building up to state findings.

The RTIM is in use in 11 states covering over 400 counties and local jurisdictions. Findings from this study are directly comparable to any of our research publications.

Travel Impacts Assumptions

- Overnight visitors are defined as non-local overnight visitation utilizing accommodations that are Hotels/Motels/STR, Camping, Private Home (VFR), and 2nd home ownership.
- Day visitors include anyone that has traveled 50 miles one way, and is not routine travel (commuting or periodic retail trips).
- Travel contains tourism activity, business activity, and other transient activity.
- Source data is accurate and complete. (Sources include: Bureau of Labor Statistics, Census Bureau, Bureau of Economic Analysis, STR LLC., U.S. Department of Transportation, Omnitrak Group, Arizona Department of Revenue).