Agenda

• Statewide Recap and 2021 so far
• Economic Impact of COVID on travel to the Northern Region
• 2021 Regional Tourism Indicators
• 2021 Traveler Behaviors
  • Survey Data
  • Mobile Device Location Data
• Resident and Traveler Sentiment
Arizona Tourism in 2020

- Overnight Visitors: 32.1 million (-31%)
- Travel Spending: $15 billion (-41%)
Domestic Overnight Visitation
Arizona

Source: Tourism Economics, 2020
International Visitation to Arizona

YOY % Change (2020 v. 2019)

Declines in 2020 international visitation to Arizona

Source: Tourism Economics, updated 10/1/2021
Domestic Overnight Visitation to Arizona

% Change compared to 2019

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>-11%</td>
<td>-19%</td>
</tr>
<tr>
<td>Q2</td>
<td>-4%</td>
<td>-48%</td>
</tr>
<tr>
<td>Q3</td>
<td>-23%</td>
<td>-21%</td>
</tr>
<tr>
<td>Q4</td>
<td>-21%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Tourism Economics
Domestic Overnight Visitation to Arizona

% Change compared to 2019

Source: Tourism Economics

Business

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>-17%</td>
<td>-37%</td>
</tr>
<tr>
<td>Q2</td>
<td>-18%</td>
<td>-65%</td>
</tr>
<tr>
<td>Q3</td>
<td>-49%</td>
<td></td>
</tr>
<tr>
<td>Q4</td>
<td>-42%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Tourism Economics
Domestic Overnight Visitation to Arizona
% Change compared to 2019

Source: Tourism Economics
Domestic Overnight Visitation to Arizona
% Change compared to 2019

Q1: -7% 2020, -12% 2021
Q2: -34% 2020, 4% 2021
Q3: -17% 2020, -13% 2021
Q4: -60% 2020, -50% 2021

Source: Tourism Economics
2020 Visitor Spending
($ Millions and YOY % Change)

Source: Arizona Travel Impacts, Dean Runyan Associates, 2020p
2020 Travel Impacts
(YOY Difference and % Change compared to 2019)

Apache County

Direct Travel Spending
-$27.4 Million
-22.2%

Accommodations Spending
+$1 Million
+4.8%

Local Tax Receipts
-$866,000
-21%

Food Service Spending
-$7.7 Million
-

Employment*
-210 jobs
-13.3%

Earnings*
-$4.6 Million
-11.9%

Source: Arizona Travel Impacts, Dean Runyan Associates, 2020p

*Employment and Earnings include CARES Act support
2020 Travel Impacts
(YOY Difference and % Change compared to 2019)

Coconino County

Direct Travel Spending
-$735 Million
-43.3%

Accommodations Spending
-$210 Million
-36.4%

Local Tax Receipts
-$29.6 Million
-35.2%

Food Service Spending
-$186 Million
-44.7%

Employment*
-2,430 jobs
-17.6%

Earnings*
-$51.5 Million
-11.2%

*Employment and Earnings include CARES Act support

Source: Arizona Travel Impacts, Dean Runyan Associates, 2020p
2020 Travel Impacts
(YOY Difference and % Change compared to 2019)

Source: Arizona Travel Impacts, Dean Runyan Associates, 2020

**Navajo County**

- **Direct Travel Spending**: $51 Million, -13.5%
- **Accommodations Spending**: +$2.1 Million, +2.6%
- **Local Tax Receipts**: -$1.5 Million, -9.4%
- **Food Service Spending**: -$13.4 Million, -12.9%
- **Employment***: -290 jobs, -7.3%
- **Earnings***: -$0.7 Million, -0.7%

*Employment and Earnings include CARES Act support.
% of Spend by Accommodation Choice
Apache County

2019
- Campground: 7%
- Day Travel: 5%
- Hotel, Motel, STVR: 39%
- Private Home: 36%
- Vacation Home: 13%

2020
- Campground: 8%
- Day Travel: 4%
- Hotel, Motel, STVR: 50%
- Private Home: 23%
- Vacation Home: 15%

Source: Arizona Travel Impacts, Dean Runyan Associates, 2020p
*STVR stands for Short-Term Vacation Rental
% of Spend by Accommodation Choice
Coconino County

Source: Arizona Travel Impacts, Dean Runyan Associates, 2020

*STVR stands for Short-Term Vacation Rental
% of Spend by Accommodation Choice
Navajo County

### 2019
- **Hotel, Motel, STVR**: 53%
- **Private Home**: 18%
- **Vacation Home**: 15%
- **Day Travel**: 9%
- **Campground**: 5%

### 2020
- **Hotel, Motel, STVR**: 60%
- **Private Home**: 10%
- **Vacation Home**: 16%
- **Day Travel**: 8%
- **Campground**: 6%

*STVR stands for Short-Term Vacation Rental

Source: [Arizona Travel Impacts](https://www.arizonatourism.com), Dean Runyan Associates, 2020
Spending by Accommodation Choice
Apache County

Source: Arizona Travel Impacts, Dean Runyan Associates, 2020
Spending by Accommodation Choice
Coconino County

Source: Arizona Travel Impacts, Dean Runyan Associates, 2020p
Spending by Accommodation Choice
Navajo County

Source: Arizona Travel Impacts, Dean Runyan Associates, 2020
Spending by Commodity Purchased
Apache County

Source: Arizona Travel Impacts, Dean Runyan Associates, 2020
Spending by Commodity Purchased
Coconino County

Source: Arizona Travel Impacts, Dean Runyan Associates, 2020p
Spending by Commodity Purchased
Navajo County

<table>
<thead>
<tr>
<th>Commodity Purchased</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>$79</td>
<td>$81</td>
</tr>
<tr>
<td>Arts, Ent. &amp; Rec.</td>
<td>$36</td>
<td>$32</td>
</tr>
<tr>
<td>Food Service</td>
<td>$104</td>
<td>$90</td>
</tr>
<tr>
<td>Food Stores</td>
<td>$24</td>
<td>$19</td>
</tr>
<tr>
<td>Local Tran. &amp; Gas</td>
<td>$37</td>
<td>$24</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$75</td>
<td>$68</td>
</tr>
<tr>
<td>Visitor Air Tran.</td>
<td>$0</td>
<td>$0</td>
</tr>
</tbody>
</table>

Source: Arizona Travel Impacts, Dean Runyan Associates, 2020
Spending by Commodity Purchased

% change

Source: Arizona Travel Impacts, Dean Runyan Associates, 2020

Arizona
Apache
Coconino
Navajo
2021 Tourism Indicators To-Date

Northern Region

https://tourism.az.gov/data-trends/
Airbnb – Northern Region

YOY % Change

<table>
<thead>
<tr>
<th>Supply</th>
<th></th>
<th>Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northern Region</td>
<td>9%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Source: AirDNA
Airbnb – City Level
YOY % Change

Supply

<table>
<thead>
<tr>
<th>City</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flagstaff</td>
<td>300,000</td>
<td>320,000</td>
</tr>
<tr>
<td>Sedona</td>
<td>500,000</td>
<td>600,000</td>
</tr>
</tbody>
</table>

Demand

<table>
<thead>
<tr>
<th>City</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flagstaff</td>
<td>200,000</td>
<td>290,000</td>
</tr>
<tr>
<td>Sedona</td>
<td>400,000</td>
<td>1000,000</td>
</tr>
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</table>

Source: AirDNA
Airport Passenger Traffic
Phoenix Sky Harbor - Domestic

Source: Airport Passenger Traffic, Northern Arizona University, Arizona Airports
Airport Passenger Traffic
Northern Region

Includes: Flagstaff Pulliam, Page Municipal, Show Low Regional Airports

Source: Airport Passenger Traffic, Northern Arizona University, Arizona Airports
State Park Visitation
Northern Region

Includes: Fool Hollow Lake RA, Homolovi, Lyman Lake, Riordan Mansion, and Slide Rock State Parks

Source: State Park Visitation, Northern Arizona University, Arizona State Parks
National Park Visitation
Northern Region

Includes: Canyon de Chelly NM, Glen Canyon NRA, Grand Canyon NP, Hubbell Trading Post NHS, Navajo NM, Petrified Forest NP, Sunset Crater Volcano NM, Walnut Canyon NM, and Wupatki NM

Source: National Park Visitation, Northern Arizona University, National Park Service
Appreciate AZ
Toolkit and Resources

People form lasting connections with nature when they understand how to protect it. Here are the seven principles of Appreciate AZ anyone can use to take care of the outdoors.

1. Plan Ahead and Prepare
   There’s so much more than just desert in Arizona. Planning ahead and preparing for the slider, diverse terrain and temperatures ensures you’ll be able to fully enjoy the experience that Arizona has to offer.

2. Stick to Trails
   Wander with wonder, but please stick to the trails and camps only on existing or designated campgrounds. When you minimize your impact, you protect plants, animals and yourself.

3. Trash Your Trash
   Ecosystems are delicate and even organic trash can have a negative impact. So, when it comes to trash and waste, pack it in and pack it out.

4. Leave What You Find
   In Arizona, there is so much to discover and history to explore. Take pictures and make memories, but please don’t take vegetation or leave a mark.

5. Be Careful with Fire
   Minimize the impacts by using only designated fire pits and keeping your campfires small and attended. Arizona’s hot, dry climate is perfect to catch a blaze, making this principle ever so important.

6. Respect Wildlife
   Arizona’s great outdoors is home to more than 200 species of wildlife. It’s fun to observe them from a distance, so be prepared to stop and let the wildlife go their way.

7. Share the Outdoors
   Arizona’s landscapes provide the perfect backdrop for reflection. Respect others and their unique connection to the land. Let’s all enjoy the natural world together.

Visit AppreciateAZ.com for tips on traveling sustainably in Arizona.

https://tourism.az.gov/leavenotrace/
Gross Sales
Apache County

Source: Northern Arizona University's Economic Policy Institute, Arizona Department of Revenue
Gross Sales
Coconino County

Source: Northern Arizona University's Economic Policy Institute, Arizona Department of Revenue
Gross Sales
Navajo County

Source: Northern Arizona University's Economic Policy Institute, Arizona Department of Revenue
Traveler Behaviors
Main Purpose of Trip Trend

Northern Region

Source: Longwoods International
# Top Origin Markets
## Northern Region

<table>
<thead>
<tr>
<th>DMA</th>
<th>DMA</th>
<th>DMA</th>
<th>DMA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Percent of Trips in 2018</strong></td>
<td><strong>Percent of Trips in 2019</strong></td>
<td><strong>Percent of Trips in 2020</strong></td>
<td></td>
</tr>
<tr>
<td>Phoenix, AZ</td>
<td>32</td>
<td>Phoenix, AZ</td>
<td>35</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>8</td>
<td>Los Angeles, CA</td>
<td>8</td>
</tr>
<tr>
<td>Tucson (Nogales), AZ</td>
<td>5</td>
<td>New York, NY</td>
<td>5</td>
</tr>
<tr>
<td>New York, NY</td>
<td>4</td>
<td>Tucson (Nogales), AZ</td>
<td>4</td>
</tr>
<tr>
<td>Albuquerque-Santa Fe, NM</td>
<td>3</td>
<td>Las Vegas, NV</td>
<td>2</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>2</td>
<td>Albuquerque-Santa Fe, NM</td>
<td>2</td>
</tr>
<tr>
<td>Las Vegas, NV</td>
<td>2</td>
<td>Salt Lake City, ID/UT</td>
<td>2</td>
</tr>
<tr>
<td>Denver, CO</td>
<td>2</td>
<td>Washington, DC</td>
<td>2</td>
</tr>
<tr>
<td>Houston, TX</td>
<td>2</td>
<td>Dallas-Ft. Worth, TX</td>
<td>2</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>2</td>
<td>Pittsburgh, PA</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Longwoods International
## Top Origin Markets 2021

<table>
<thead>
<tr>
<th>DMA</th>
<th>Percent of Trips in Q1 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phoenix, AZ</td>
<td>24</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>8</td>
</tr>
<tr>
<td>New York, NY</td>
<td>8</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>4</td>
</tr>
<tr>
<td>Lincoln &amp; Hstngs-Kearney Plus, NE</td>
<td>3</td>
</tr>
<tr>
<td>Tucson (Nogales), AZ</td>
<td>3</td>
</tr>
<tr>
<td>Seattle-Tacoma, WA</td>
<td>2</td>
</tr>
<tr>
<td>Miami-Ft. Lauderdale, FL</td>
<td>2</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>2</td>
</tr>
<tr>
<td>Orlando-Daytona Beach-Melbrn, FL</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DMA</th>
<th>Percent of Trips in Q2 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phoenix, AZ</td>
<td>23</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>9</td>
</tr>
<tr>
<td>New York, NY</td>
<td>7</td>
</tr>
<tr>
<td>Lincoln &amp; Hstngs-Kearney Plus, NE</td>
<td>4</td>
</tr>
<tr>
<td>Tucson (Nogales), AZ</td>
<td>4</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>3</td>
</tr>
<tr>
<td>Spokane, ID/WA</td>
<td>3</td>
</tr>
<tr>
<td>San Francisco-Oakland-San Jose, CA</td>
<td>2</td>
</tr>
<tr>
<td>Dallas-Ft. Worth, TX</td>
<td>2</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: Longwoods International
Regional Profiles

The Arizona Office of Tourism, in partnership with the State of Arizona, is pleased to bring you the 2020 Visitor Profile, a comprehensive report on the state's tourism industry. This report provides insights into the state's economic impact, visitor demographics, and industry trends.

https://tourism.az.gov/regional-profiles/
Trip Planning Window
Northern Region

Q1 (January-March)

Percent of Trips

- Did not plan anything in advance
- More than 1 year in advance
- 6-12 months
- 3-5 months
- 2 months
- 1 month or less
- 2 months or less in advance

2019 2020 2021

Q2 (April-June)

Percent of Trips

- Did not plan anything in advance
- More than 1 year in advance
- 6-12 months
- 3-5 months
- 2 months
- 1 month or less
- 2 months or less in advance

2019 2020 2021

Source: Longwoods International
Total Nights Away
Northern Region

Q1 (January-March)

Q2 (April-June)

Source: Longwoods International
Travel Party Composition
Northern Region

Q1 (January-March)

Q2 (April-June)

Source: Longwoods International
Arrivalist
Apache County
Trips by Arrival County Over Time

Apache County

Mobile Device Detected (Sample)

- 11/2020 to 8/2021
- 4th of July Weekend
- Labor Day Weekend
- Indigenous People’s Day
- Memorial Day Weekend
- 4th of July Weekend

Graph showing arrivals and 15 per. Mov. Avg. (arrivals) over time.
## Top Origin Markets for Overnight Stays
**Time Period: 1/1/2020 – 8/31/21**

**Apache County**

<table>
<thead>
<tr>
<th>Origin DMA</th>
<th>Visitor Share</th>
<th>Repeat Visit Ratio</th>
<th>Average Time in Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phoenix</td>
<td>20.9%</td>
<td>23%</td>
<td>2 Days, 1 Hour, 3 Minutes</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>12.8%</td>
<td>23%</td>
<td>1 Day, 5 Hours, 52 Minutes</td>
</tr>
<tr>
<td>Tucson/Sierra Vista</td>
<td>4.9%</td>
<td>20%</td>
<td>2 Days, 18 Hours, 60 Minutes</td>
</tr>
<tr>
<td>Albuquerque/Santa Fe</td>
<td>4.0%</td>
<td>26%</td>
<td>2 Days, 6 Hours, 56 Minutes</td>
</tr>
<tr>
<td>Dallas/Fort Worth</td>
<td>2.9%</td>
<td>12%</td>
<td>2 Days, 8 Hours, 50 Minutes</td>
</tr>
<tr>
<td>Denver</td>
<td>2.8%</td>
<td>5%</td>
<td>3 Days, 20 Hours, 42 Minutes</td>
</tr>
<tr>
<td>Sacramento/Stockton/Modesto</td>
<td>2.8%</td>
<td>17%</td>
<td>1 Day, 18 Hours, 10 Minutes</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>2.8%</td>
<td>14%</td>
<td>2 Days, 10 Hours, 38 Minutes</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>2.4%</td>
<td>16%</td>
<td>23 Hours, 52 Minutes</td>
</tr>
<tr>
<td>Fresno/Visalia</td>
<td>2.1%</td>
<td>24%</td>
<td>1 Day, 3 Hours, 28 Minutes</td>
</tr>
</tbody>
</table>
Arrivalist
Coconino County
Trips by Arrival County Over Time

Coconino County

Mobile Device Detected (Sample)

Memorial Day Weekend

Labor Day Weekend

Labor Day Weekend

Memorial Day Weekend

11/2020 12/21/2020 05/21/2020 06/21/2020 07/21/2020 08/21/2020 09/21/2020 10/21/2020 11/21/2020 12/21/2020 01/21/2021 02/21/2021 03/21/2021 04/21/2021 05/21/2021 06/21/2021 07/21/2021 08/21/2021

0 10000 20000 30000 40000 50000 60000 70000 80000

arrivals 15 per. Mov. Avg. (arrivals)
## Top Origin Markets for Overnight Stays

**Time Period: 1/1/2020 – 8/31/21**

**Coconino County**

<table>
<thead>
<tr>
<th>Origin DMA</th>
<th>Visitor Share</th>
<th>Repeat Visit Ratio</th>
<th>Average Time in Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phoenix</td>
<td>39.6%</td>
<td>45%</td>
<td>2 Days, 44 Minutes</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>10.6%</td>
<td>22%</td>
<td>2 Days, 2 Hours, 56 Minutes</td>
</tr>
<tr>
<td>Albuquerque/Santa Fe</td>
<td>4.6%</td>
<td>36%</td>
<td>1 Day, 22 Hours, 28 Minutes</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>4.1%</td>
<td>27%</td>
<td>2 Days, 18 Hours, 4 Minutes</td>
</tr>
<tr>
<td>Tucson/Sierra Vista</td>
<td>3.4%</td>
<td>26%</td>
<td>2 Days, 12 Hours, 54 Minutes</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>2.7%</td>
<td>25%</td>
<td>1 Day, 21 Hours, 24 Minutes</td>
</tr>
<tr>
<td>Denver</td>
<td>1.8%</td>
<td>10%</td>
<td>3 Days, 17 Hours, 8 Minutes</td>
</tr>
<tr>
<td>San Diego</td>
<td>1.8%</td>
<td>12%</td>
<td>2 Days, 18 Hours, 48 Minutes</td>
</tr>
<tr>
<td>San Francisco/Oakland/San Jose</td>
<td>1.4%</td>
<td>8%</td>
<td>2 Days, 12 Hours, 38 Minutes</td>
</tr>
<tr>
<td>Sacramento/Stockton/Modesto</td>
<td>1.4%</td>
<td>16%</td>
<td>2 Days, 2 Hours, 48 Minutes</td>
</tr>
</tbody>
</table>
Arrivalist
Navajo County
Trips by Arrival County Over Time

Navajo County

- Memorial Day Weekend
- 4th of July Weekend
- Labor Day Weekend
- Valentine's Day/Presidents' Day Weekend
- Memorial Day Weekend

Mobile Device Detected (Sample)
### Top Origin Markets for Overnight Stays

**Time Period: 1/1/2020 – 8/31/21**

**Navajo County**

<table>
<thead>
<tr>
<th>Origin DMA</th>
<th>Visitor Share</th>
<th>Repeat Visit Ratio</th>
<th>Average Time in Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phoenix</td>
<td>23.0%</td>
<td>27%</td>
<td>2 Days, 6 Hours, 9 Minutes</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>12.0%</td>
<td>33%</td>
<td>1 Day, 10 Hours, 30 Minutes</td>
</tr>
<tr>
<td>Albuquerque/Santa Fe</td>
<td>11.6%</td>
<td>32%</td>
<td>2 Days, 9 Hours, 4 Minutes</td>
</tr>
<tr>
<td>Tucson/Sierra Vista</td>
<td>4.4%</td>
<td>24%</td>
<td>2 Days, 23 Hours, 17 Minutes</td>
</tr>
<tr>
<td>Denver</td>
<td>2.6%</td>
<td>6%</td>
<td>4 Days, 1 Hour, 42 Minutes</td>
</tr>
<tr>
<td>Fresno/Visalia</td>
<td>2.4%</td>
<td>44%</td>
<td>1 Day, 3 Hours, 31 Minutes</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>2.3%</td>
<td>27%</td>
<td>1 Day, 6 Hours, 55 Minutes</td>
</tr>
<tr>
<td>Dallas/Fort Worth</td>
<td>2.1%</td>
<td>19%</td>
<td>2 Days, 4 Hours, 21 Minutes</td>
</tr>
<tr>
<td>Sacramento/Stockton/Modesto</td>
<td>2.0%</td>
<td>23%</td>
<td>1 Day, 14 Hours, 9 Minutes</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>1.6%</td>
<td>11%</td>
<td>2 Days, 20 Hours, 52 Minutes</td>
</tr>
</tbody>
</table>
Resident & Traveler Sentiment
Arizona Residents

- Domestic American travelers
- Filtered for Arizona Residents
- July – September 2021
- 253 responses
I do not want travelers coming to visit my community right now.

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>17.3%</td>
</tr>
<tr>
<td>Agree</td>
<td>31.0%</td>
</tr>
<tr>
<td>Neutral (neither agree nor disagree)</td>
<td>48.3%</td>
</tr>
<tr>
<td>Disagree</td>
<td>2.4%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Source: Destination Analysts
Arizona-Oriented Travelers

• Domestic American travelers
• March 2020 – September 2021
• 300-400 responses per wave

• Filtered for Arizona-Orientated which includes:
  • Visited Arizona (last 3 years)
  • Likely to Visit Arizona (next 3 years)
Thinking about the current coronavirus situation, how concerned are you about…

Concern - Time Series

Source: Destination Analysts
Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month. How excited would you be to go?

Source: Destination Analysts
At this moment, how safe would you feel doing each type of travel activity?

Source: Destination Analysts
How Americans Feel About Travel

May – July 2020

Source: Destination Analysts
Resources

- [www.tourism.az.gov](http://www.tourism.az.gov)
- [https://www.ustravel.org/toolkit/covid-19-travel-industry-research](https://www.ustravel.org/toolkit/covid-19-travel-industry-research)
- [https://www.visitarizona.com/leave-no-trace/](https://www.visitarizona.com/leave-no-trace/) (for consumers)
- [https://tourism.az.gov/leavenotrace/](https://tourism.az.gov/leavenotrace/) (for destinations)

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Thank you!

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