2020 Economic Impact Data

- **$15 billion**
  Amount of Direct Travel Spending Generated within Arizona
  – 41% annual decrease over 2019

- **$41.2 million**
  Amount of Direct Travel Spending Injected into Arizona’s Economy Every Single Day
  – 41% annual decrease over 2019

- **$2.7 billion**
  Amount of Local, State and Federal Tax Revenues Generated
  – 28.1% annual decrease over 2019

- **160,500**
  Number of Industry Related Jobs Directly Supported by Travel Spending
  – 17.4% annual decrease over 2019

- **$6.7 billion**
  Amount of Earnings Generated by Arizonans Employed by Tourism Jobs
  – 13% annual decrease over 2019

- **$15 billion**
  Amount of Direct Travel Spending Generated within Arizona

- **160,500**
  Number of Industry Related Jobs Directly Supported by Travel Spending

- **30.14 million**
  Number of Domestic Overnight Visitors to Arizona
  – 25.8% annual decrease over 2019

- **2.0 million**
  Number of International Visitors to Arizona, Including Mexico and Canada
  – 68% annual decrease over 2019
  (Overseas Visitation Down 84%)

- **Mexico**
  1.5 million

- **Canada**
  222,900

- **France**
  18,900

- **Germany**
  19,900

- **United Kingdom**
  20,200

- **New York**
  1.8 million

- **Florida**
  1.5 million

- **Texas**
  2.1 million

- **California**
  6.8 million

- **Arizona**
  9.1 million

- **Visitors from Top Origin States:**

Sources: Tourism Economics, Longwoods International, Dean Runyan Associates