



Travel USA Visitor Profile



2022

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Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- This report provides an overview for Arizona's domestic tourism business in 2022.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Arizona, the following sample was achieved in 2022:



Overnight Base Size

7,038

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.



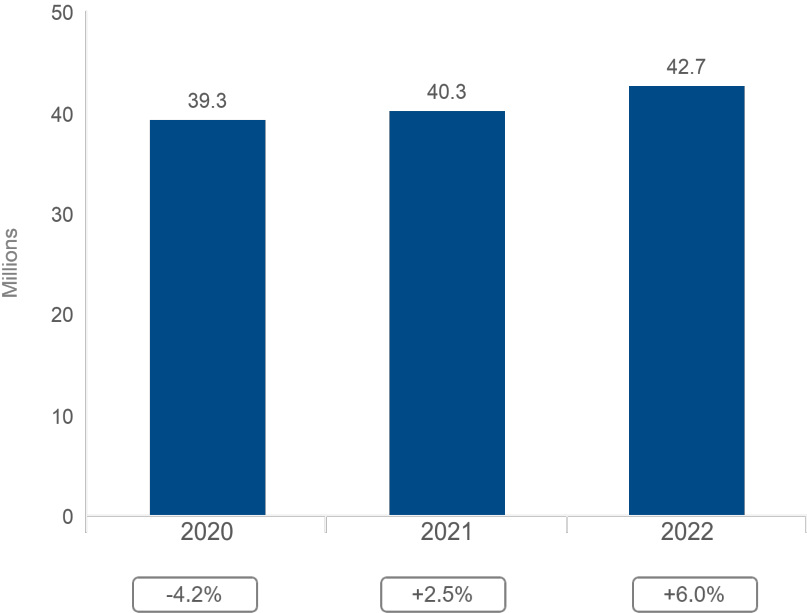
Travel USA Visitor Profile

Arizona

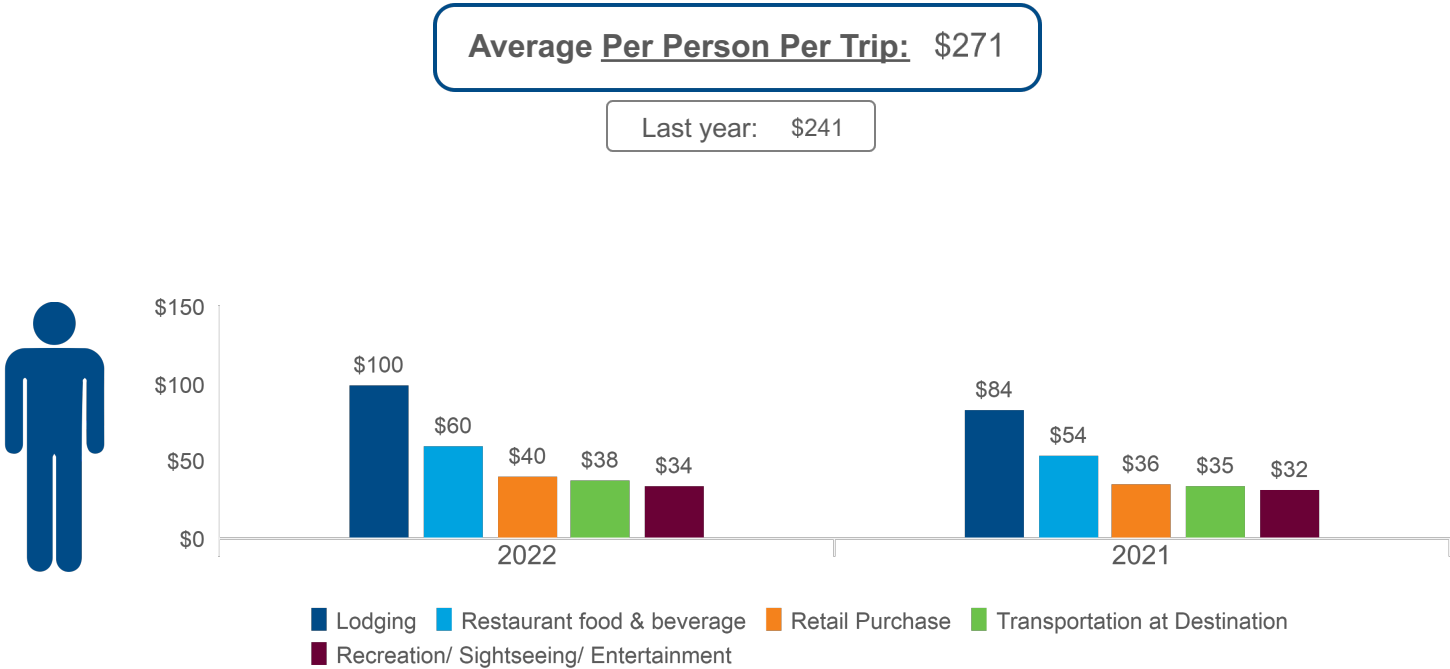


2022

Overnight Trips to Arizona



Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector














Average Per Person Per Trip:

Leisure \$257

Business \$420

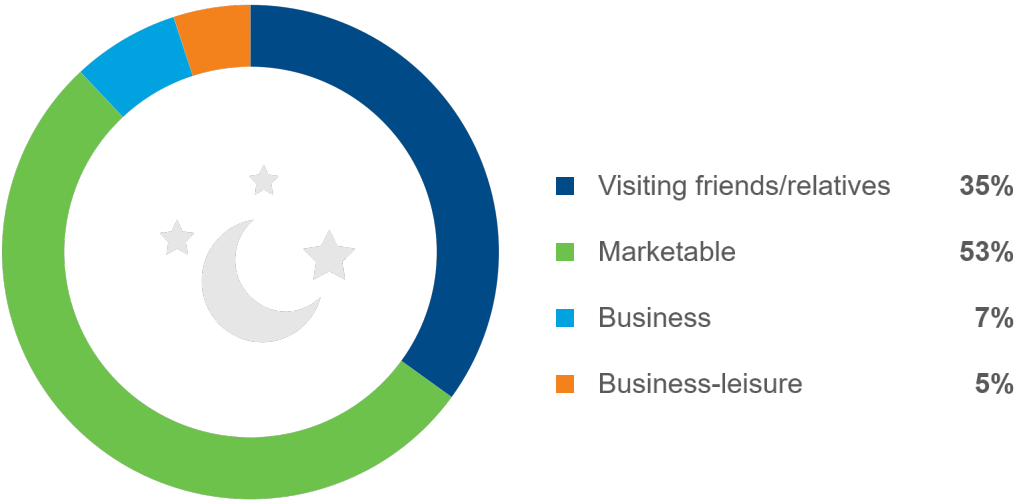
Main Purpose of Trip

	35% Visiting friends/ relatives	
	14% Touring	
	11% Outdoors	
	8% Special event	
	7% City trip	
	5% Casino	
	3% Resort	
	2% Theme park	
		5% Business-Leisure

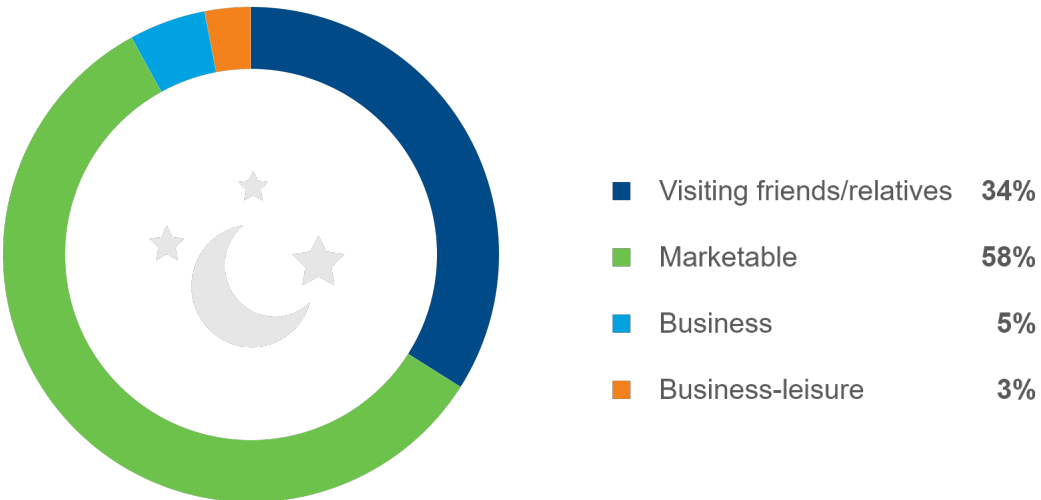
Main Purpose of Leisure Trip

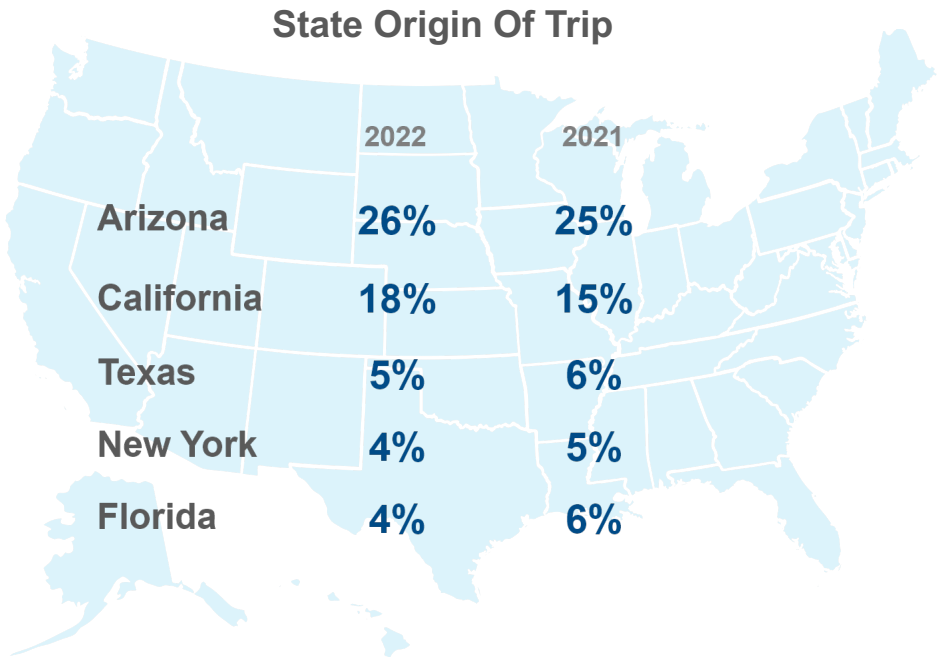
	2022	2021
Visiting friends/ relatives	35%	34%
Touring	14%	16%
Outdoors	11%	13%
Special event	8%	6%
City trip	7%	7%
Casino	5%	5%
Resort	3%	3%
Theme park	2%	2%

2022 Arizona Overnight Trips



Last Year's Arizona Overnight Trips





DMA Origin Of Trip

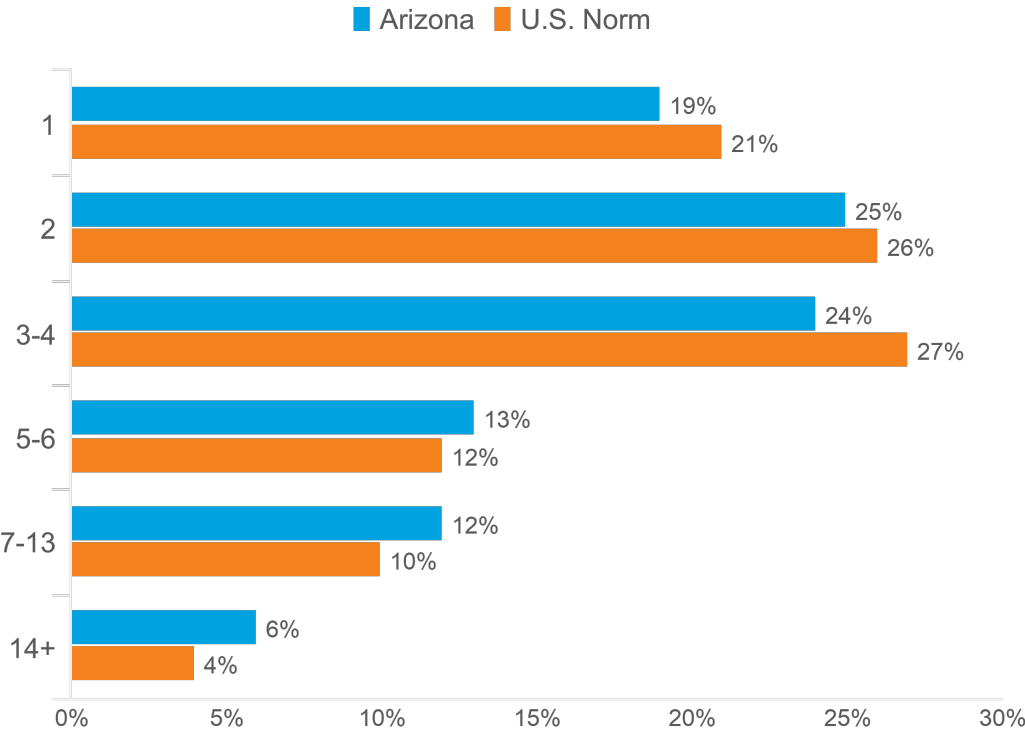
	2022	2021
Phoenix, AZ	20%	20%
Los Angeles, CA	11%	10%
Tucson (Nogales), AZ	6%	5%
New York, NY	5%	5%

Past Visitation to Arizona

86% of overnight travelers to Arizona are repeat visitors

63% of overnight travelers to Arizona had visited before in the past 12 months

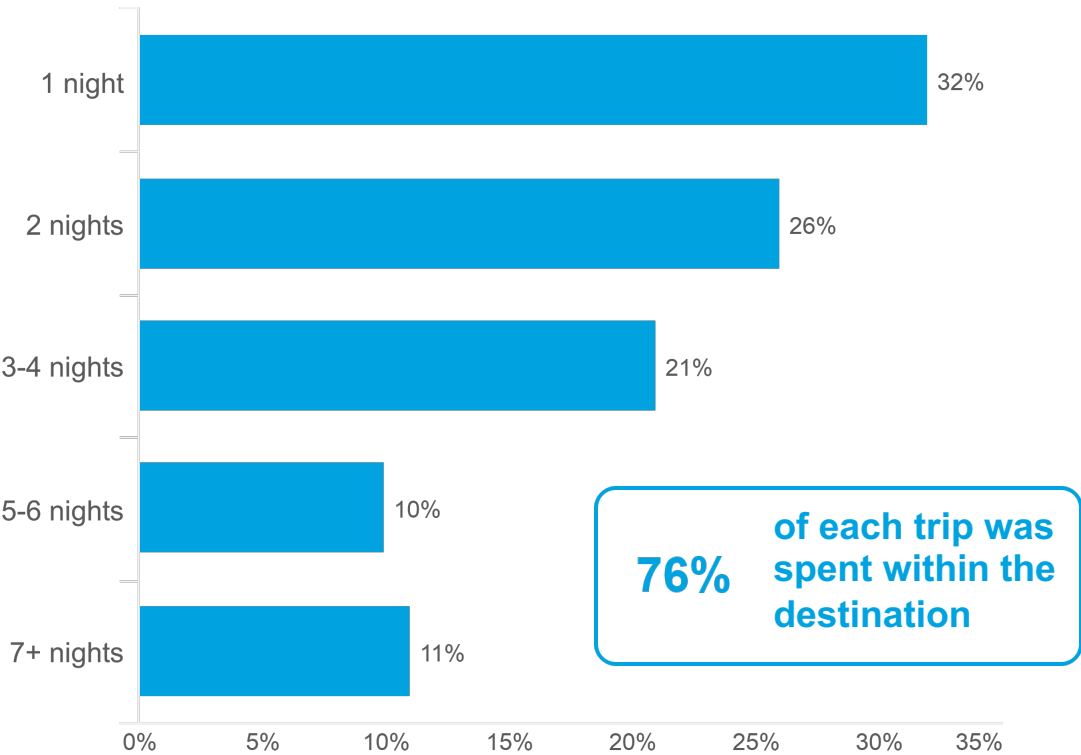
Total Nights Away on Trip



Arizona
4.6
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Arizona



76% of each trip was spent within the destination

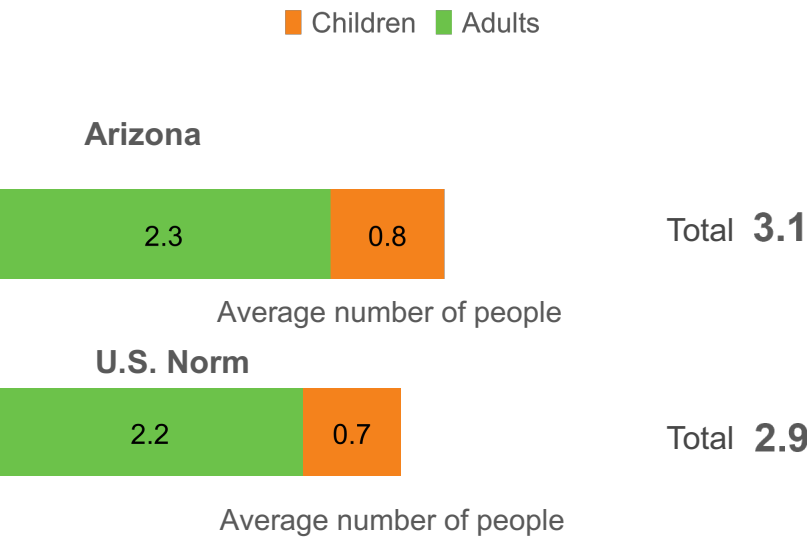
Average number of nights
3.5

Average last year
3.2

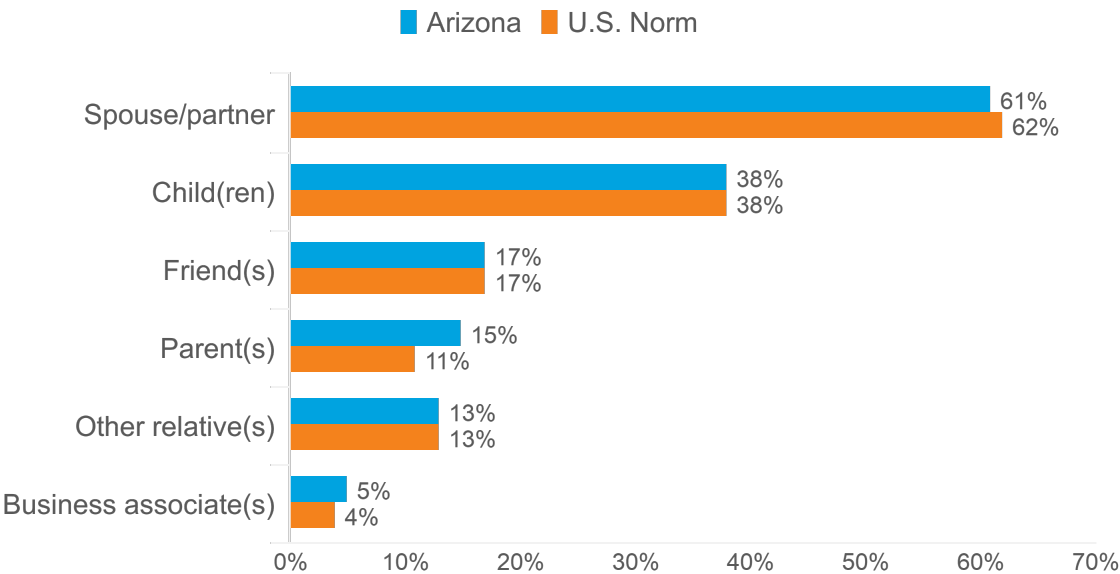
Arizona's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Size of Travel Party

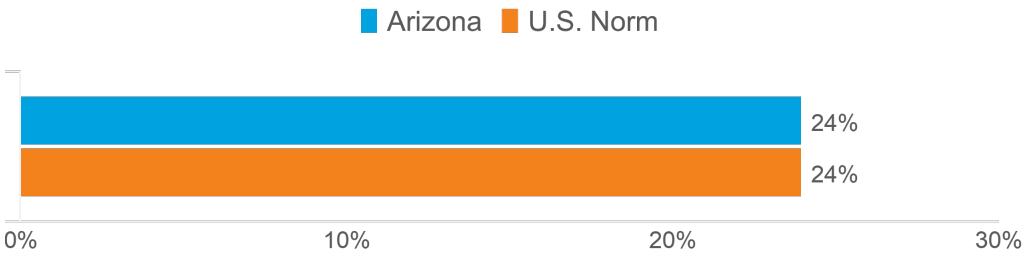


Composition of Immediate Travel Party

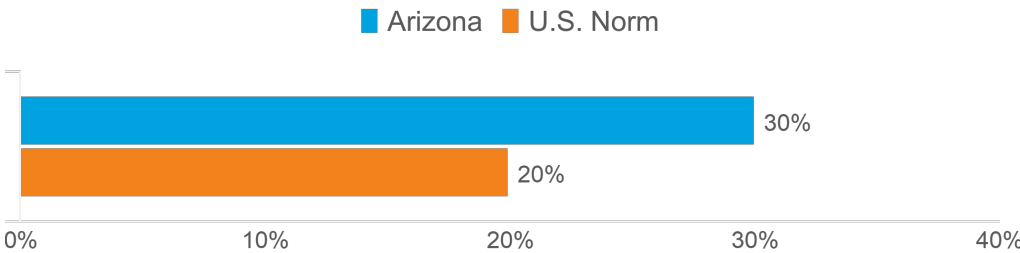


Base: 2022 Overnight Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities



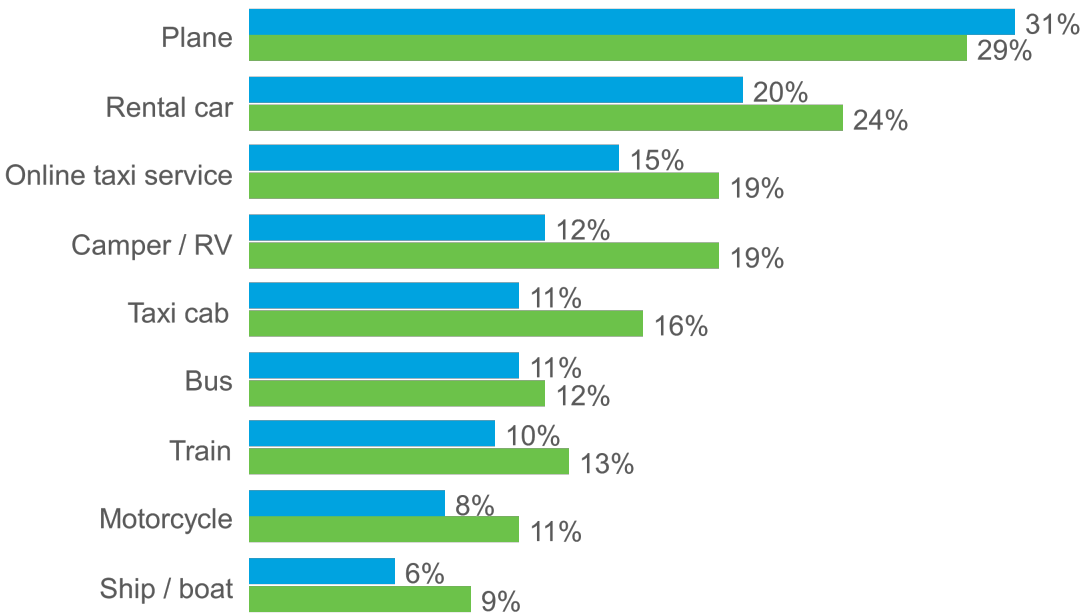
Transportation Used to get to Destination



63% of overnight travelers use own car/truck to get to their destination

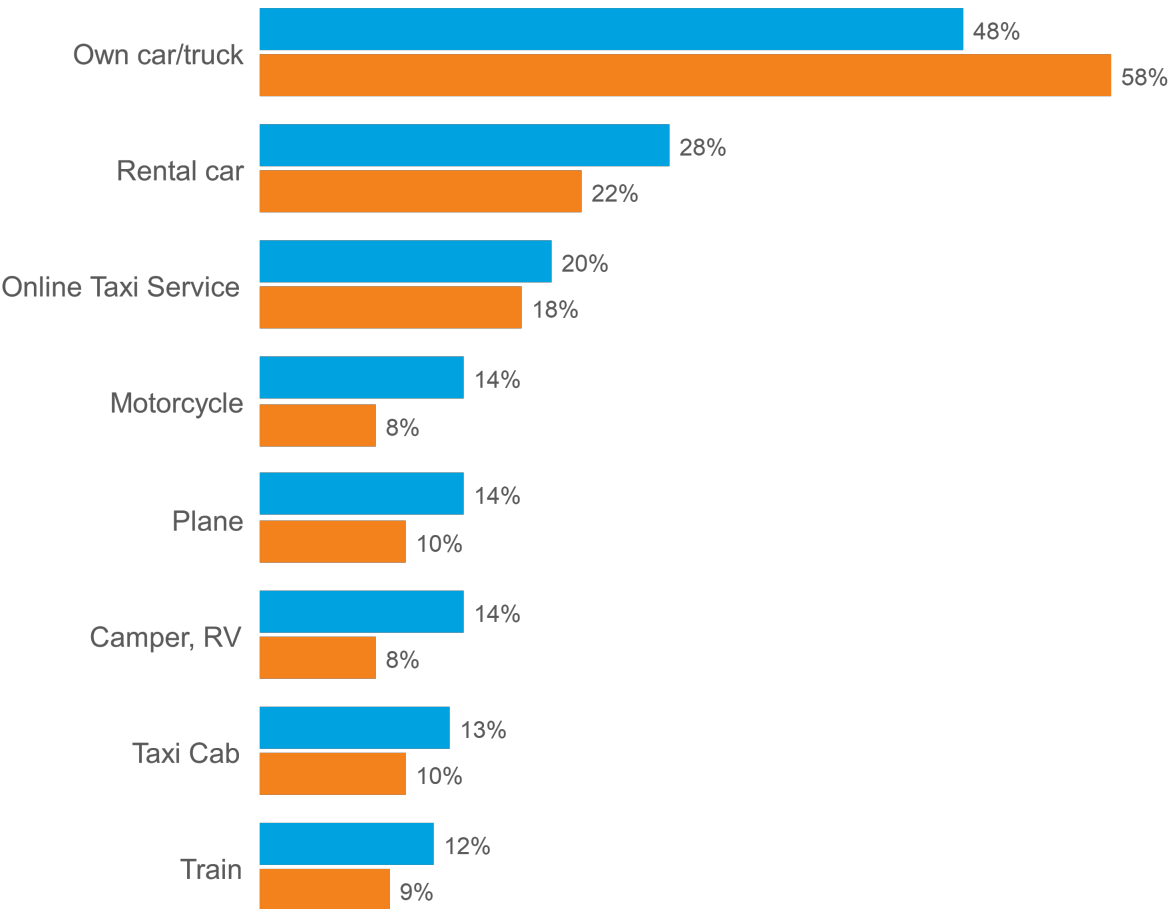
Previous year: 65%

■ 2022 ■ 2021

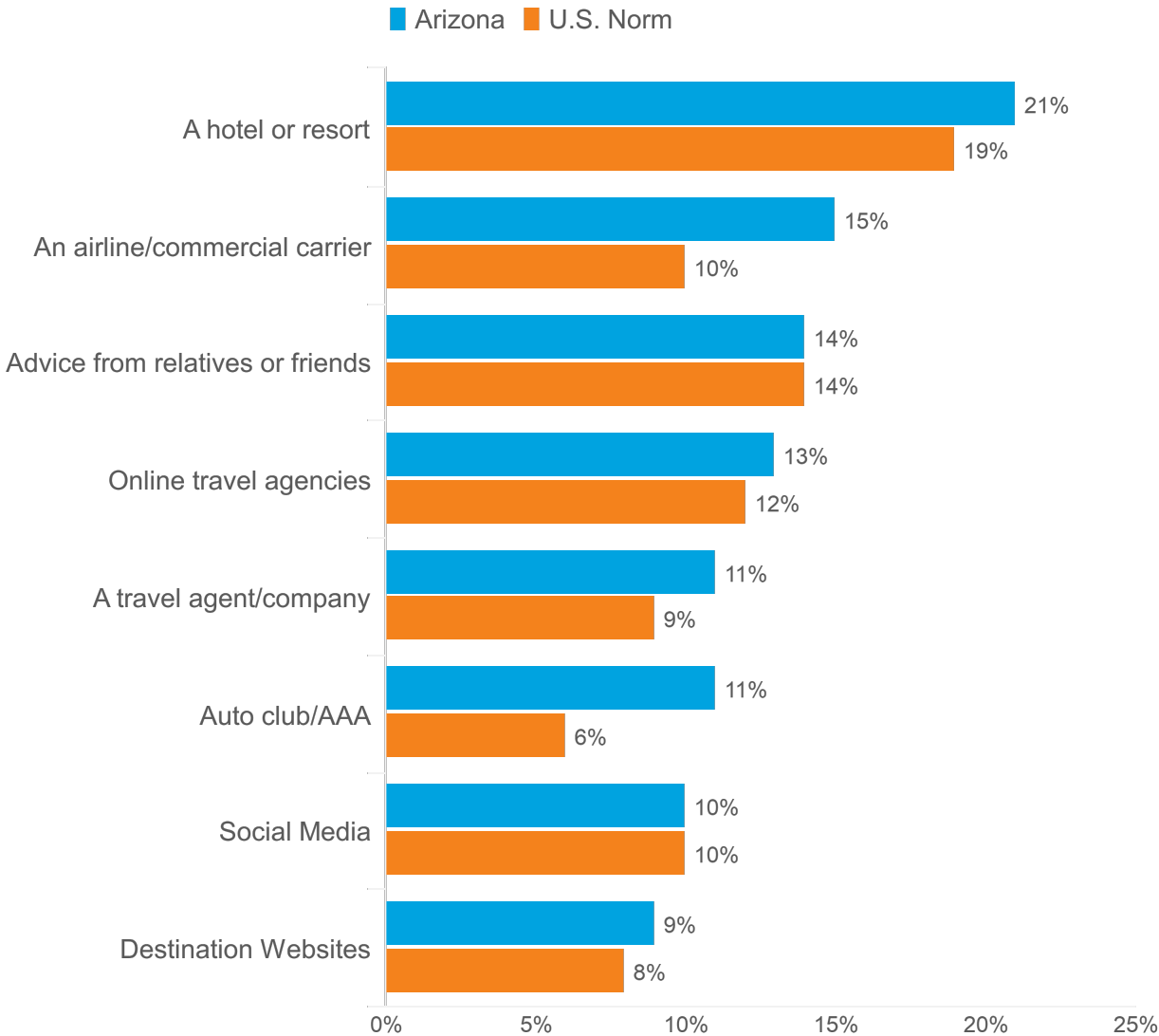


Transportation Used within Destination

■ Arizona ■ U.S. Norm



Trip Planning Information Sources

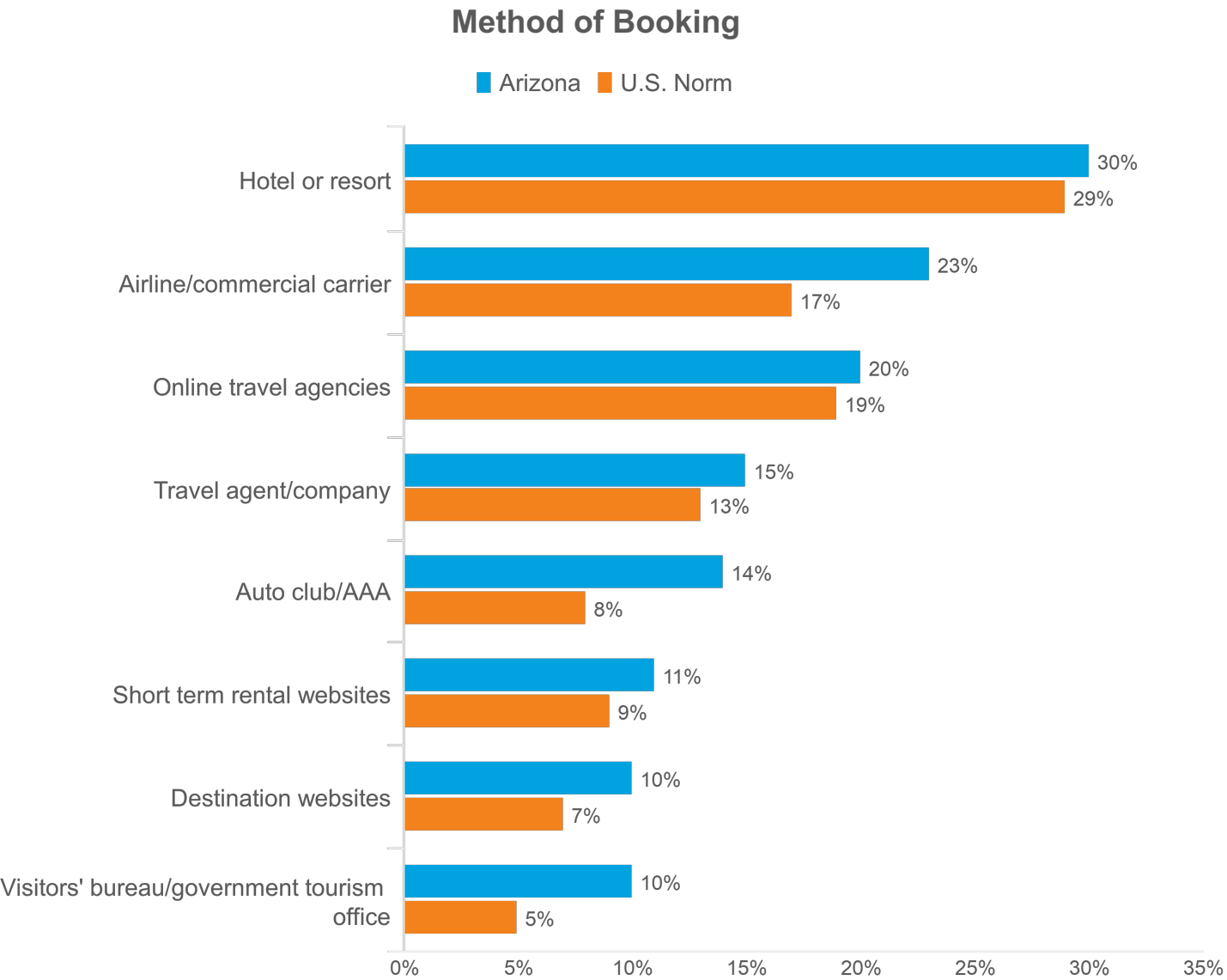


Length of Trip Planning








	Arizona	U.S. Norm
1 month or less	26%	31%
2 months	18%	16%
3-5 months	21%	18%
6-12 months	16%	14%
More than 1 year in advance	5%	5%
Did not plan anything in advance	13%	16%

Arizona's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



Accommodations

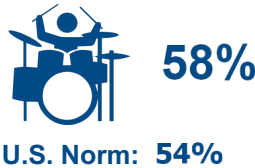
		2022	2021
	Hotel	42%	41%
	Motel	17%	19%
	Home of friends / relatives	16%	14%
	Resort hotel	13%	14%
	Bed & breakfast	11%	15%
	Campground / RV park	9%	11%
	Rented home / condo / apartment	8%	9%

Activity Groupings

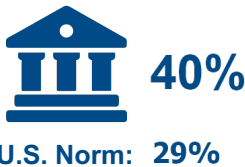
Outdoor Activities



Entertainment Activities



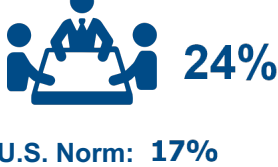
Cultural Activities



Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	2022	2021
Shopping	24%	20%
Sightseeing	20%	18%
Attending celebration	16%	17%
Landmark/historic site	16%	15%
Hiking/backpacking	15%	13%
Casino	14%	13%
Swimming	13%	12%
Bar/nightclub	13%	11%
Museum	13%	12%
National/state park	12%	12%

Shopping Types on Trip

		Arizona	U.S. Norm
	Convenience/grocery shopping	48%	44%
	Outlet/mall shopping	47%	48%
	Souvenir shopping	40%	41%
	Big box stores (Walmart, Costco)	39%	33%
	Boutique shopping	30%	29%
	Antiquing	17%	12%

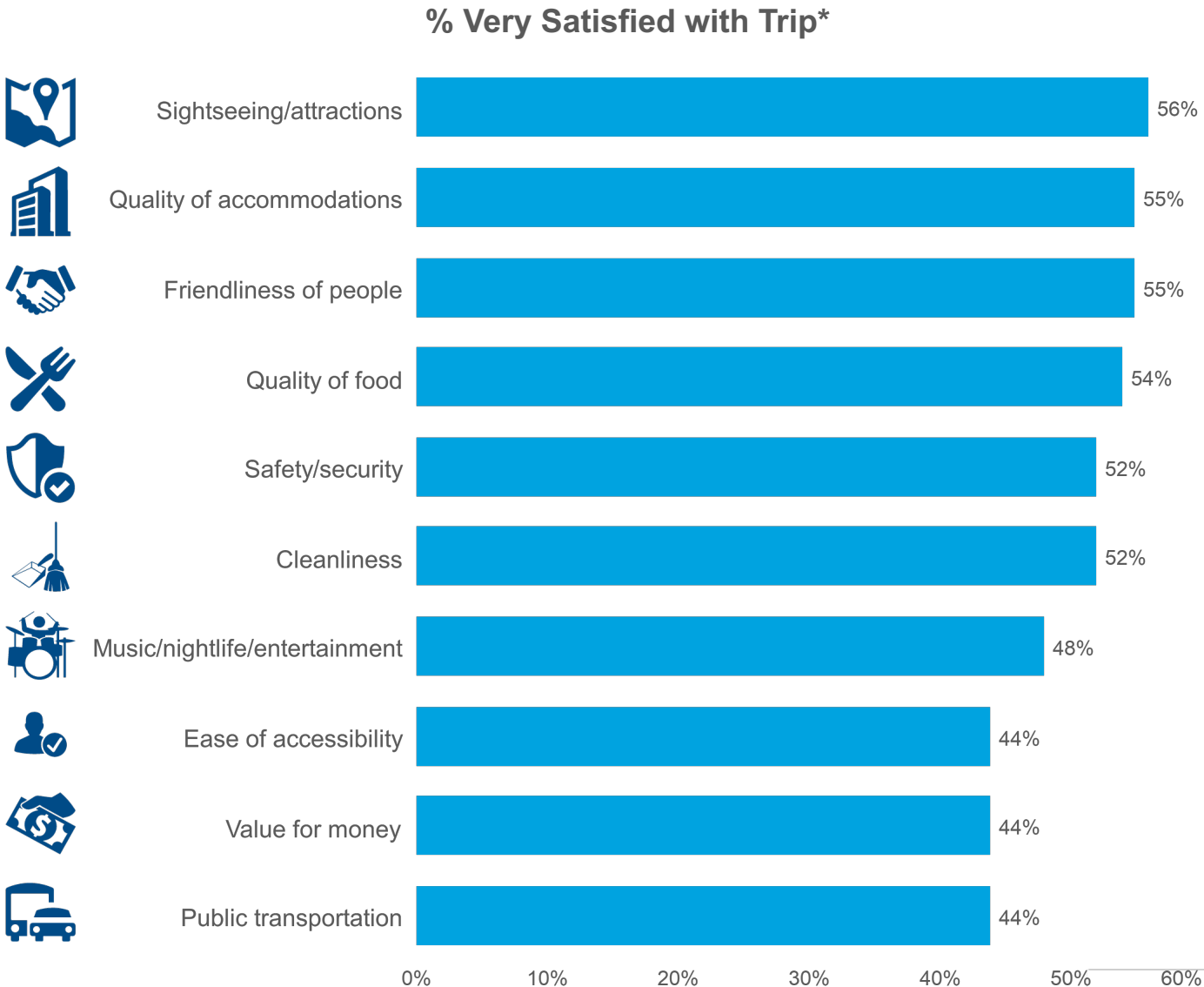
Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

		Arizona	U.S. Norm
	Unique/local food	45%	47%
	Fine/upscale dining	25%	25%
	Street food/food trucks	24%	23%
	Food delivery service (UberEATS, DoorDash, etc.)	22%	21%
	Picnicking	18%	13%
	Gastropubs	14%	10%



71%
of overnight travelers were
very satisfied with their overall
trip experience

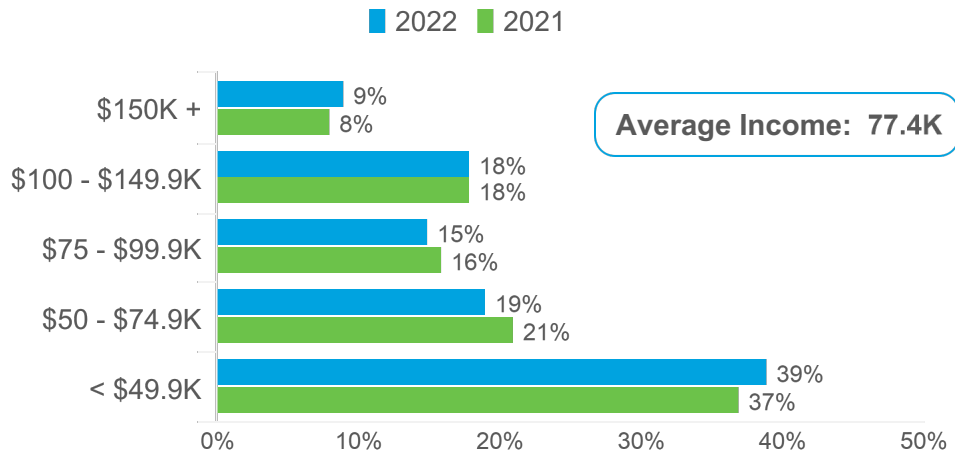


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

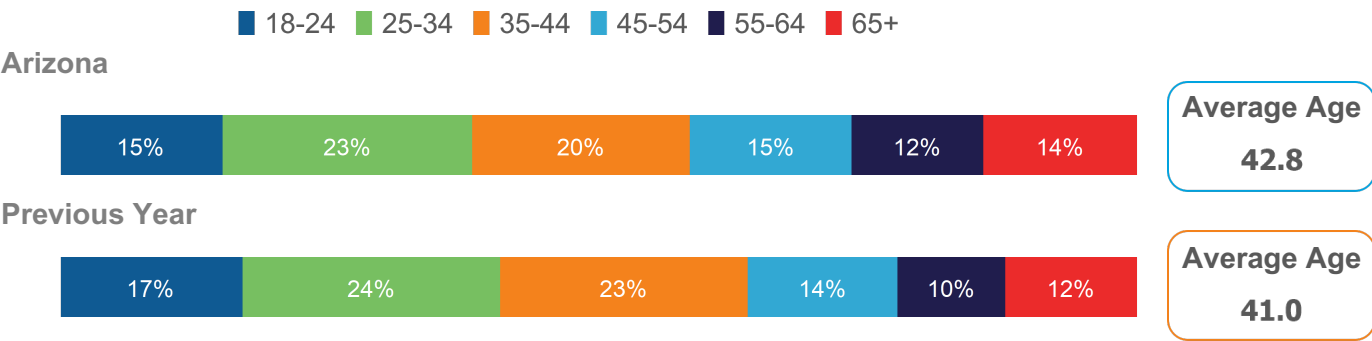
Demographic Profile of Overnight Arizona Visitors

Base: 2022 Overnight Person-Trips

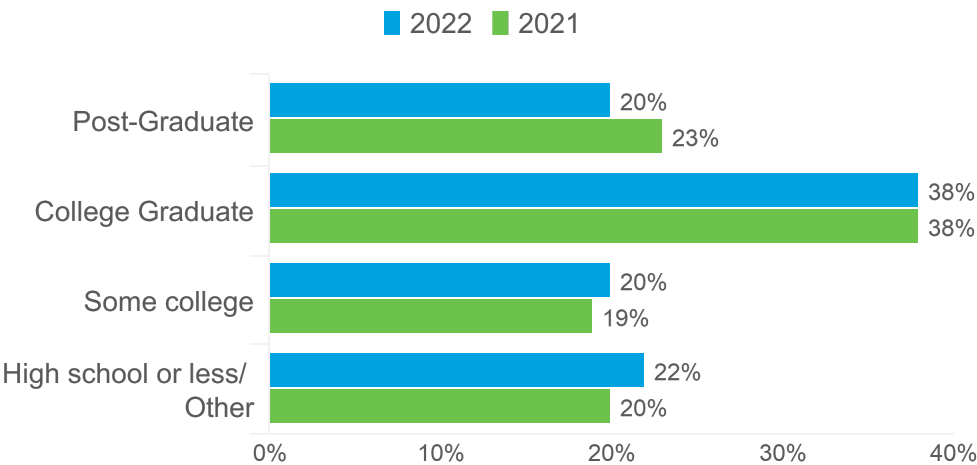
Household Income



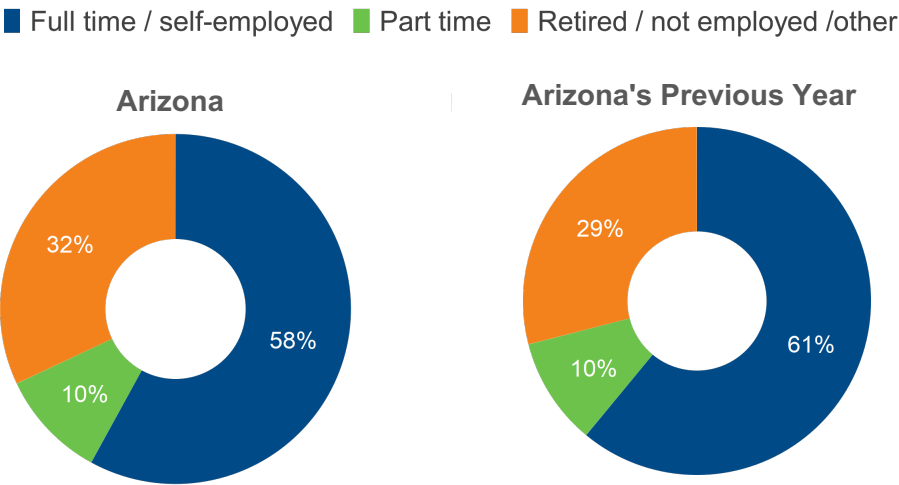
Age



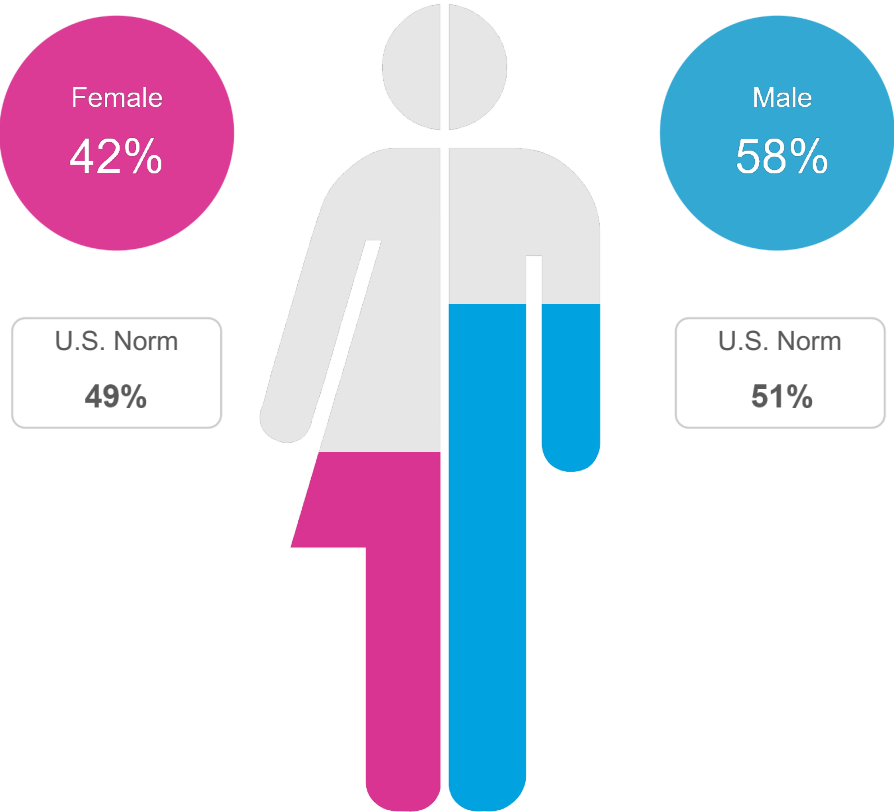
Educational Attainment



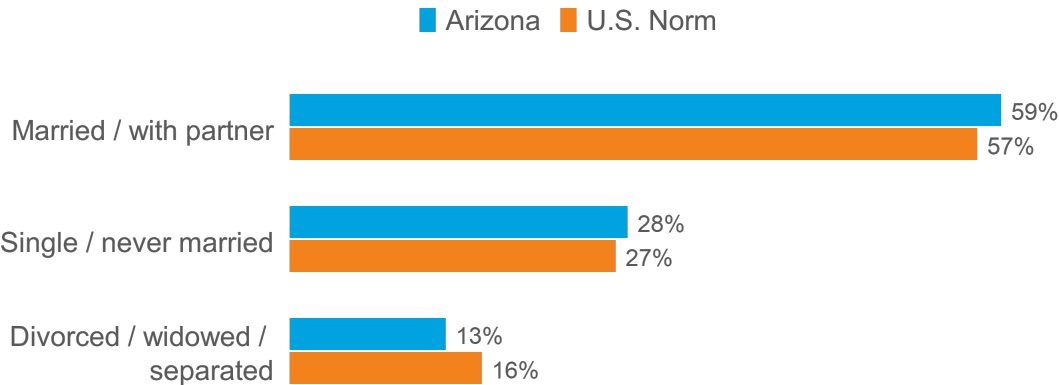
Employment



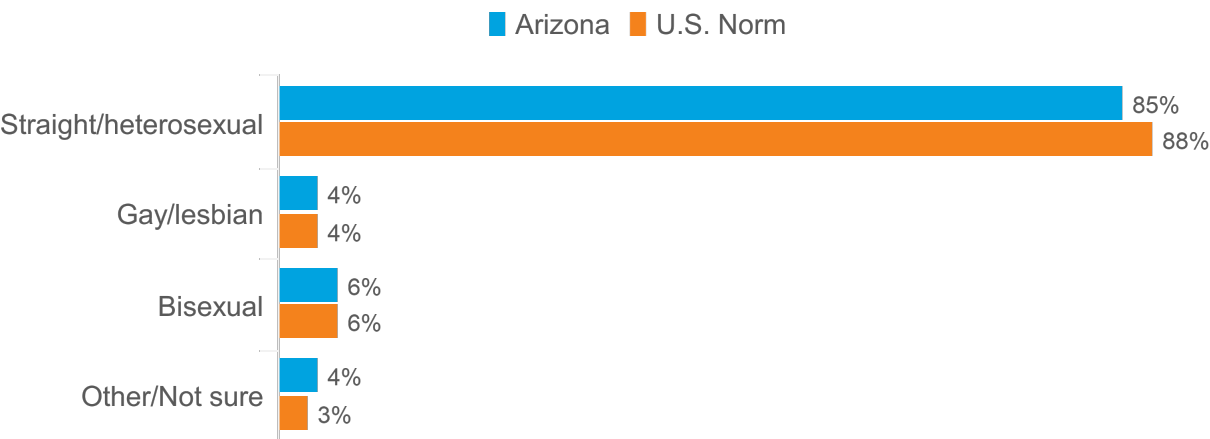
Gender



Marital Status



Sexual Orientation

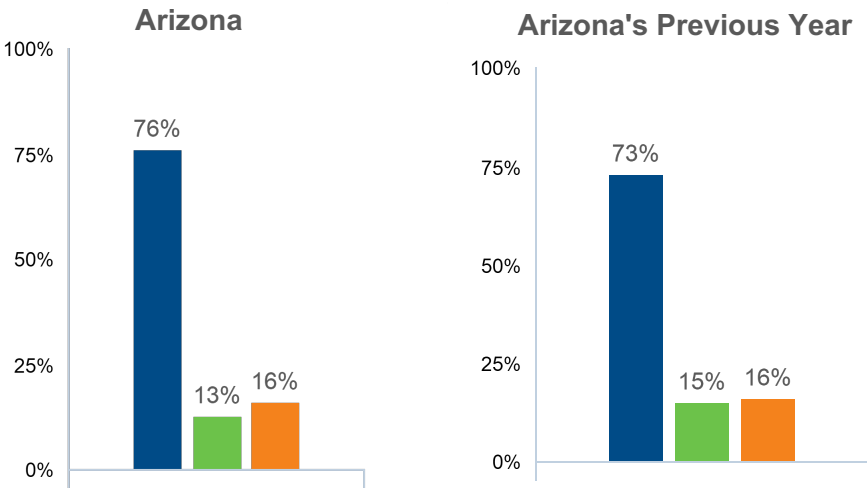


Demographic Profile of Overnight Arizona Visitors

Base: 2022 Overnight Person-Trips

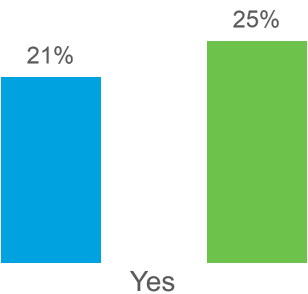
Race

White African-American Other



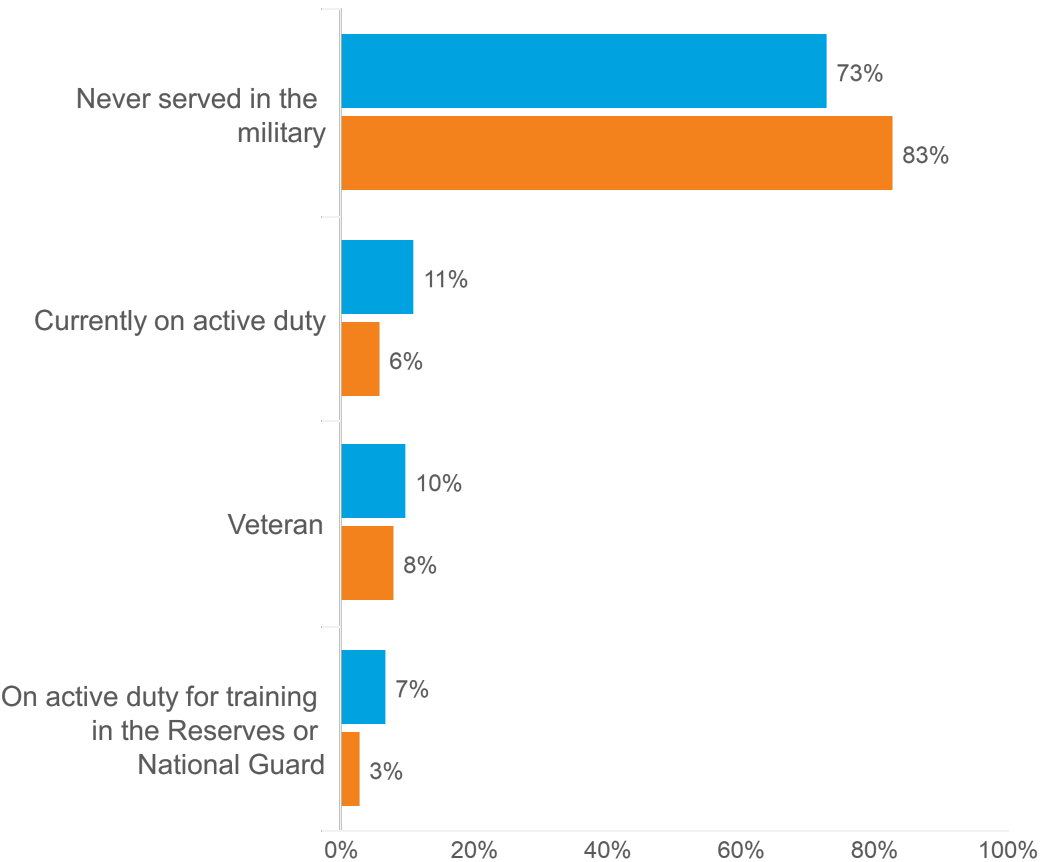
Hispanic Background

2022 2021

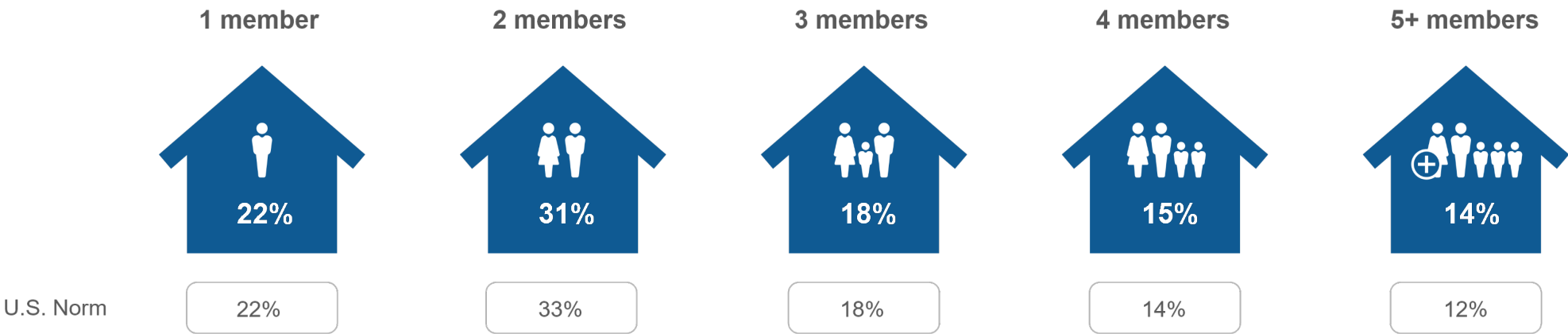


Military Status

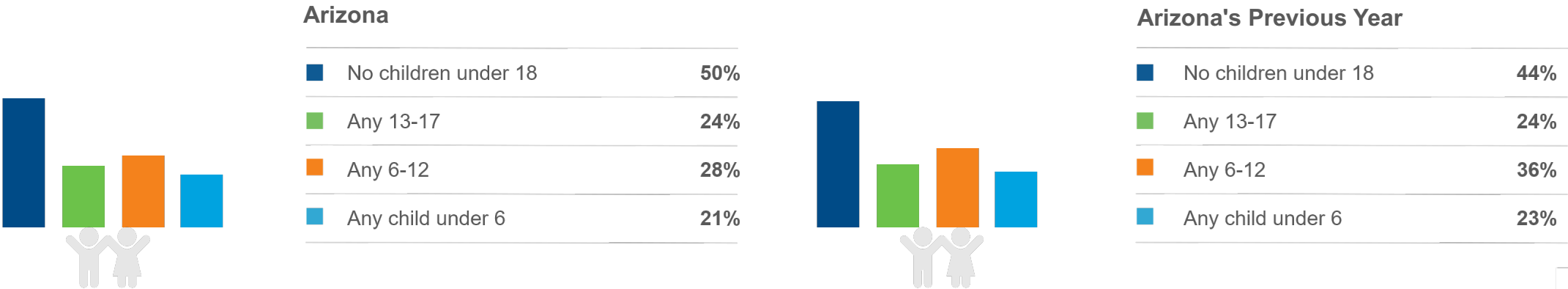
Arizona U.S. Norm



Household Size



Children in Household





Travel USA Visitor Profile

Regions Map & Volumes

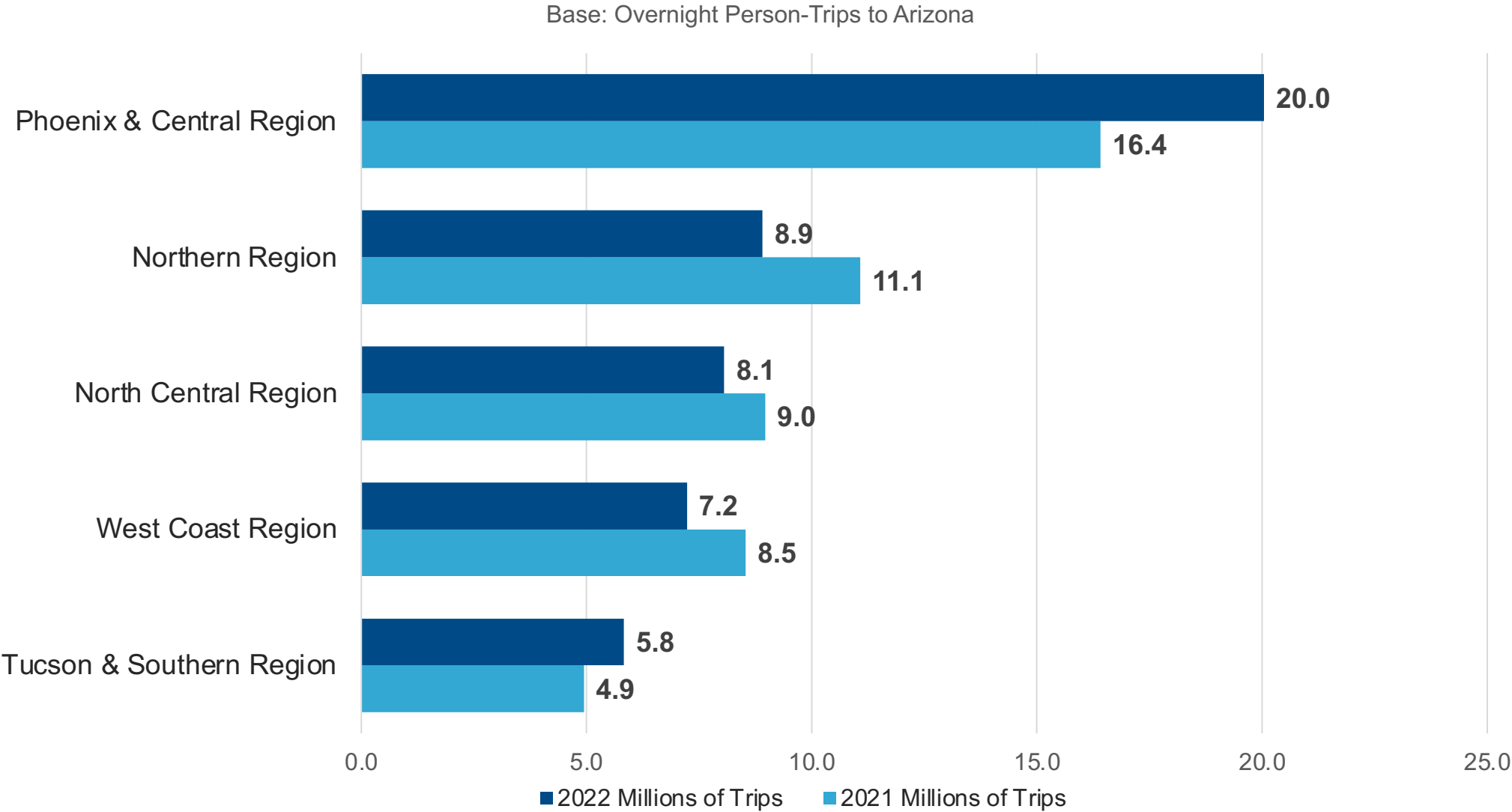


2022

ARIZONA REGIONS



Overnight Visitor Volume by Region*



*Adds to more than total state visitor volume because people may visit more than one region during their trip



Travel USA Visitor Profile

West Coast Region



2022

Introduction

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- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
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Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For AZ West Coast Region, the following sample was achieved in 2022:



Overnight Base Size

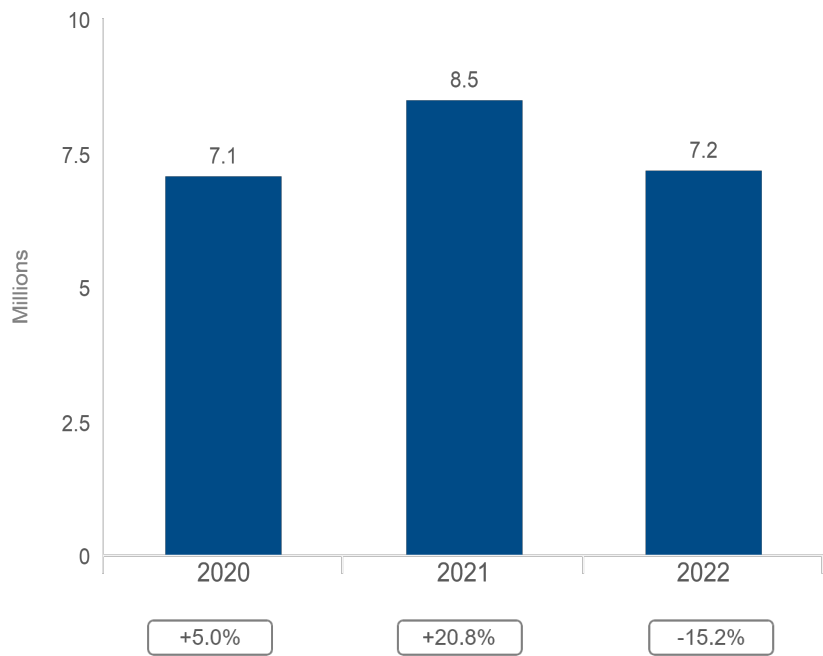
1,001

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

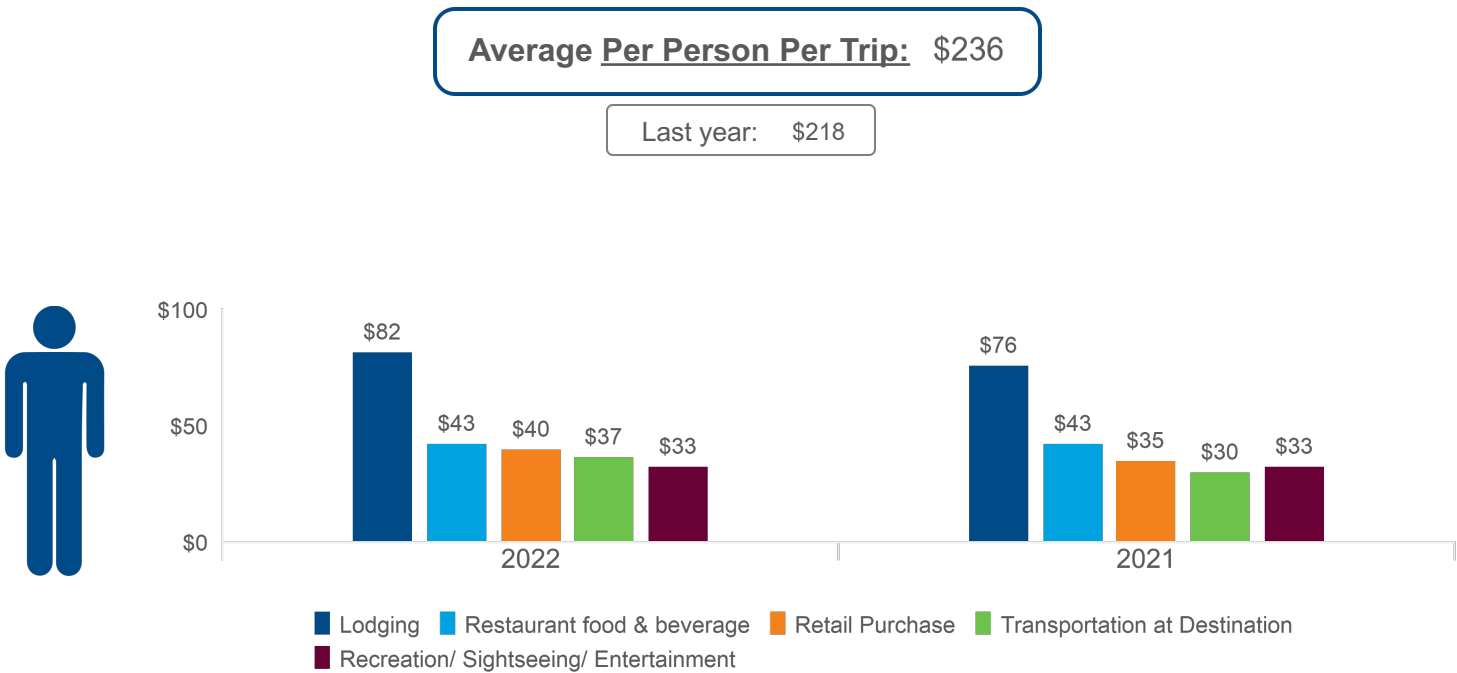
Size and Structure of AZ West Coast Region's Domestic Travel Market

Base: 2022 Overnight Person-Trips

Overnight Trips to AZ West Coast Region














Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector



AZ West Coast Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Main Purpose of Trip

	39% Visiting friends/ relatives		2% Conference/ Convention
	16% Touring		
	11% Outdoors		
	7% Special event		
	6% City trip		4% Other business trip
	5% Casino		
	2% Cruise		4% Business-Leisure
	2% Theme park		

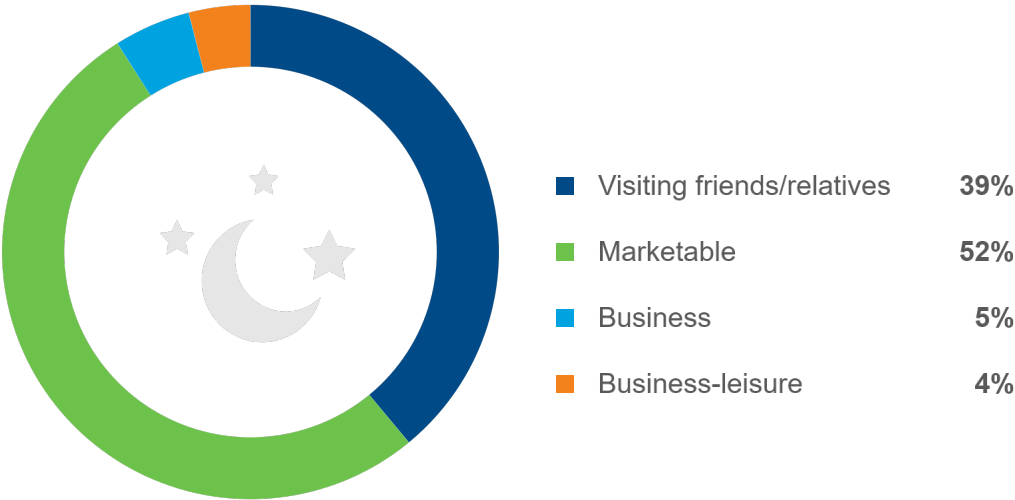
Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	39%	40%
Touring	16%	17%
Outdoors	11%	14%
Special event	7%	5%
City trip	6%	6%
Casino	5%	4%
Cruise	2%	2%
Theme park	2%	2%

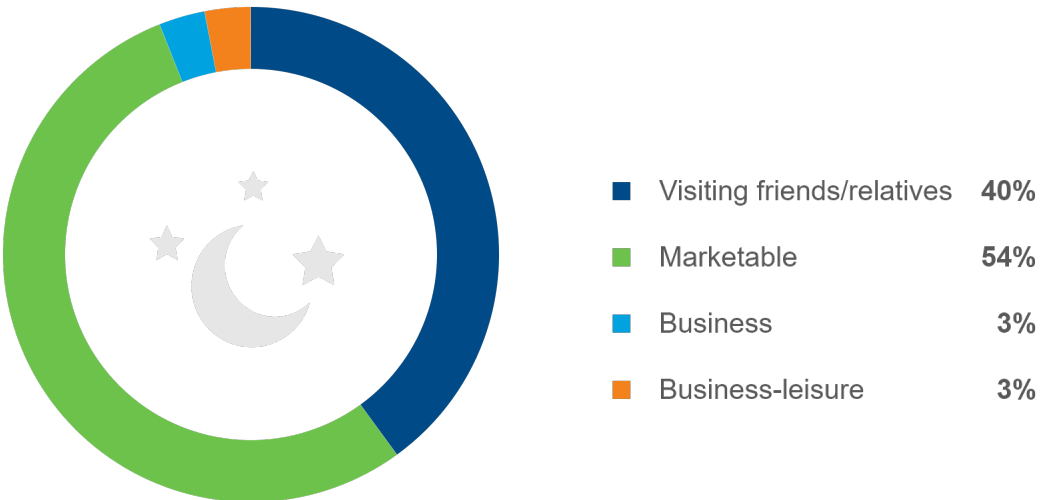
Structure of the AZ West Coast Region Overnight Travel Market

Base: 2022 Overnight Person-Trips

2022 AZ West Coast Region Overnight Trips

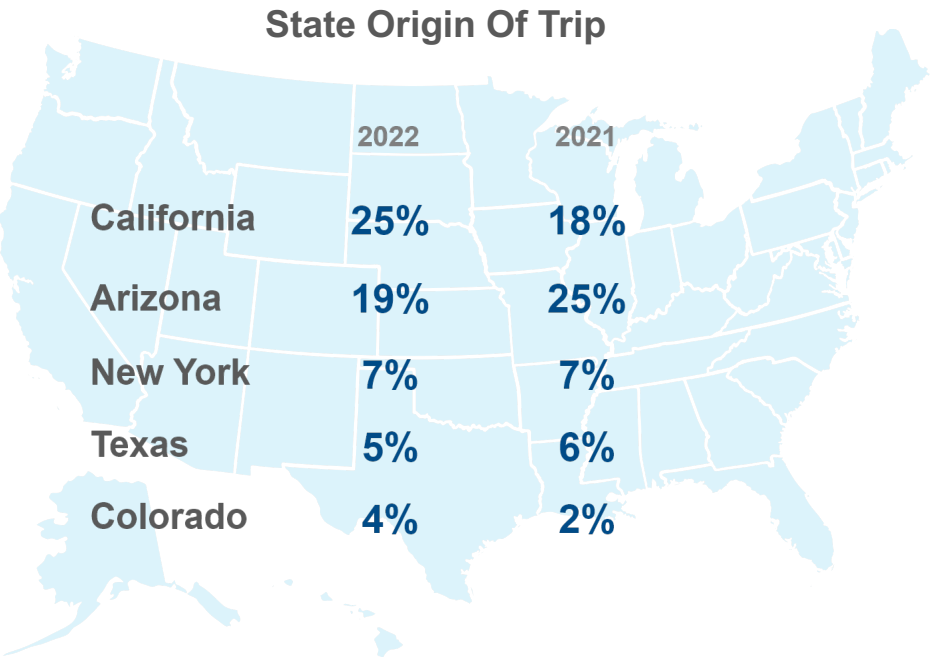


Last Year's AZ West Coast Region Overnight Trips



AZ West Coast Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



DMA Origin Of Trip

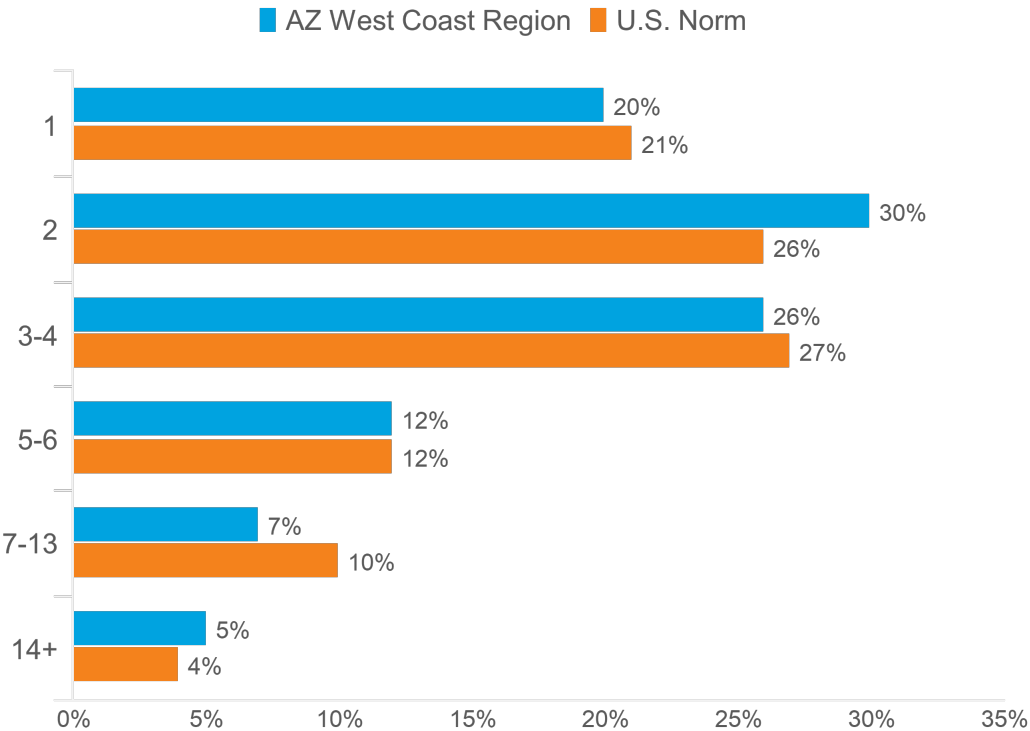
	2022	2021
Phoenix, AZ	16%	22%
Los Angeles, CA	16%	12%
New York, NY	7%	7%
San Francisco-Oakland-San Jose, CA	3%	2%
Denver, CO	3%	1%
Las Vegas, NV	3%	2%

Past Visitation to AZ West Coast Region

72% of overnight travelers to AZ West Coast Region are repeat visitors

53% of overnight travelers to AZ West Coast Region had visited before in the past 12 months

Total Nights Away on Trip



AZ West Coast Region

4.1

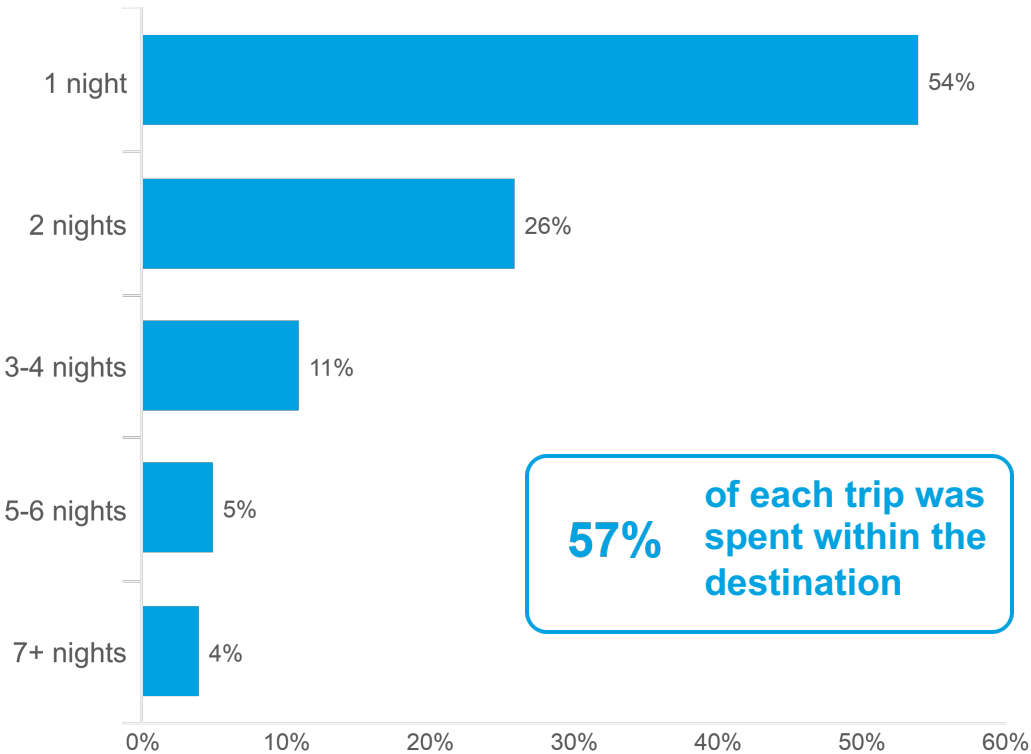
Average Nights

U.S. Norm

3.9

Average Nights

Nights Spent in AZ West Coast Region



57% of each trip was spent within the destination

Average number of nights

2.3

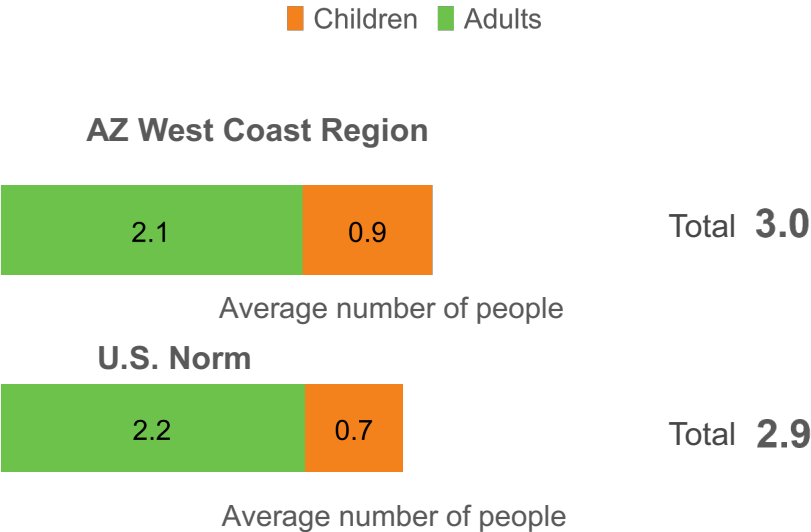
Average last year

2.1

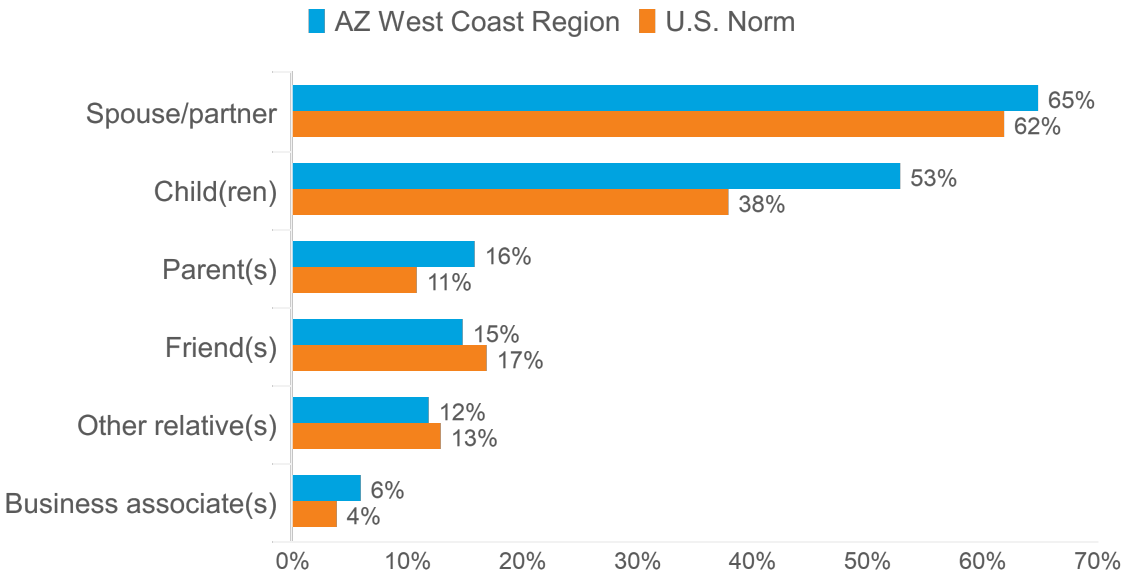
AZ West Coast Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Size of Travel Party

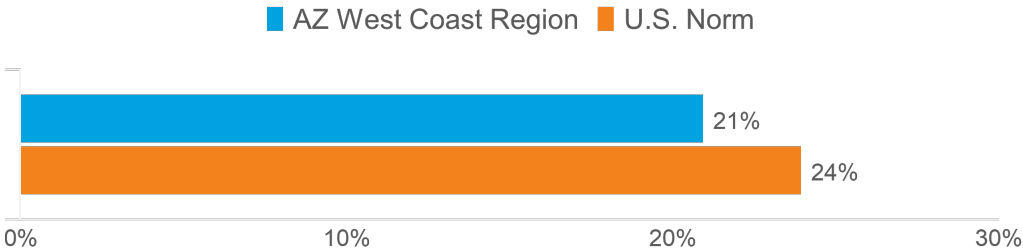


Composition of Immediate Travel Party

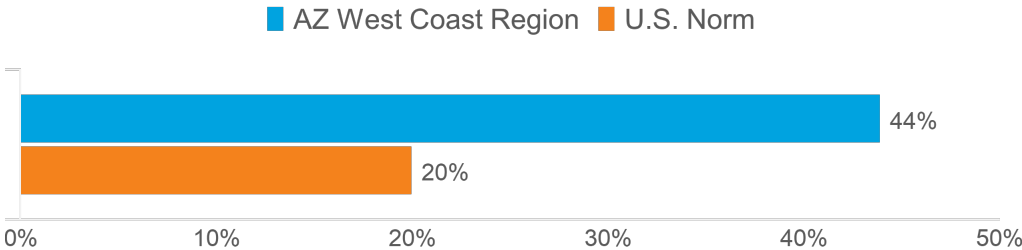


Base: 2022 Overnight Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities



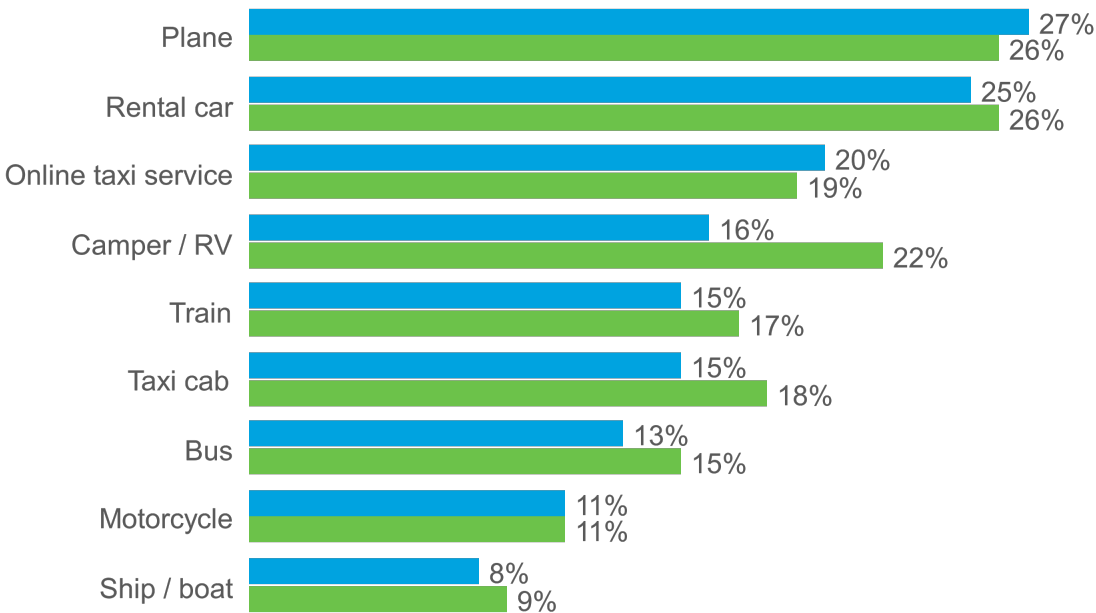
Transportation Used to get to Destination



70% of overnight travelers use own car/truck to get to their destination

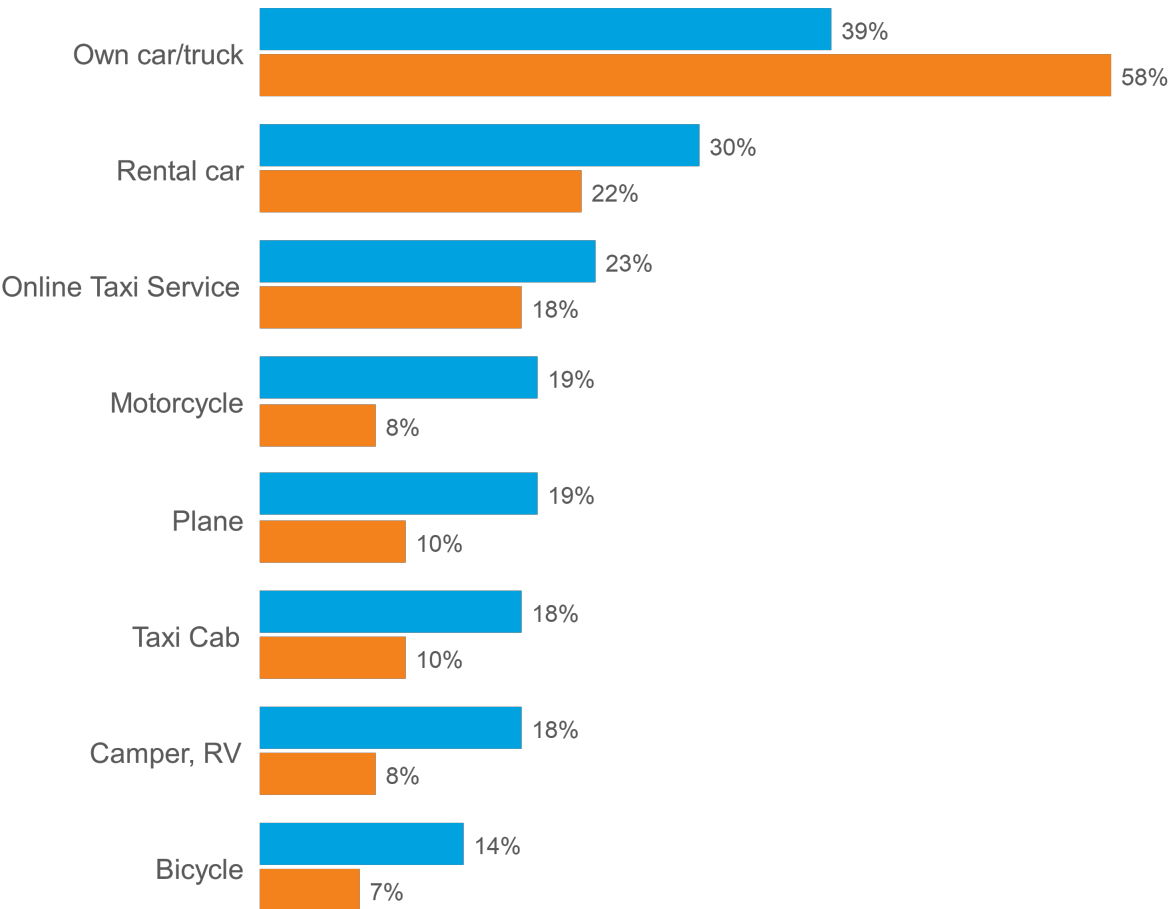
Previous year: 71%

■ 2022 ■ 2021

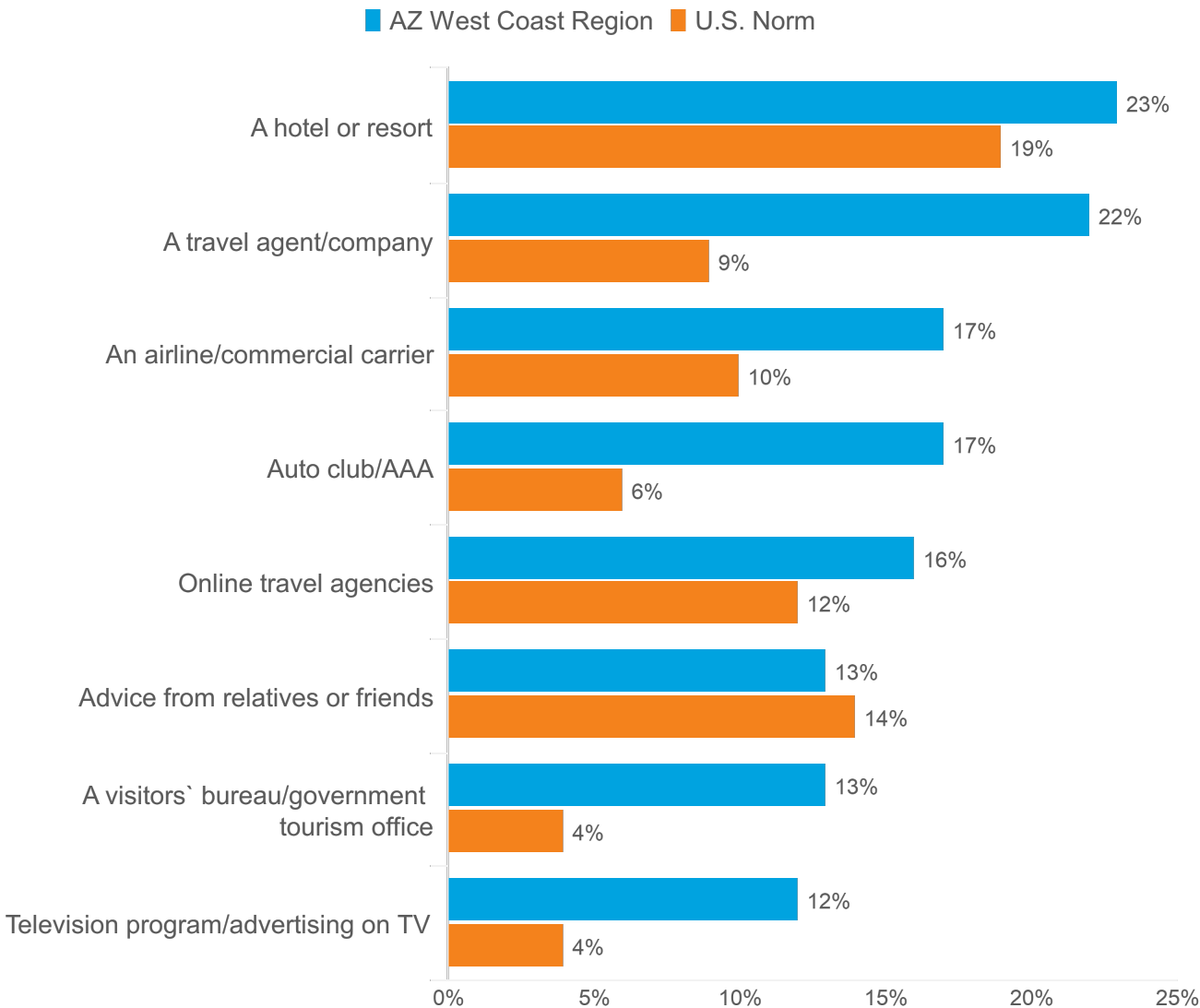


Transportation Used within Destination

■ AZ West Coast Region ■ U.S. Norm



Trip Planning Information Sources

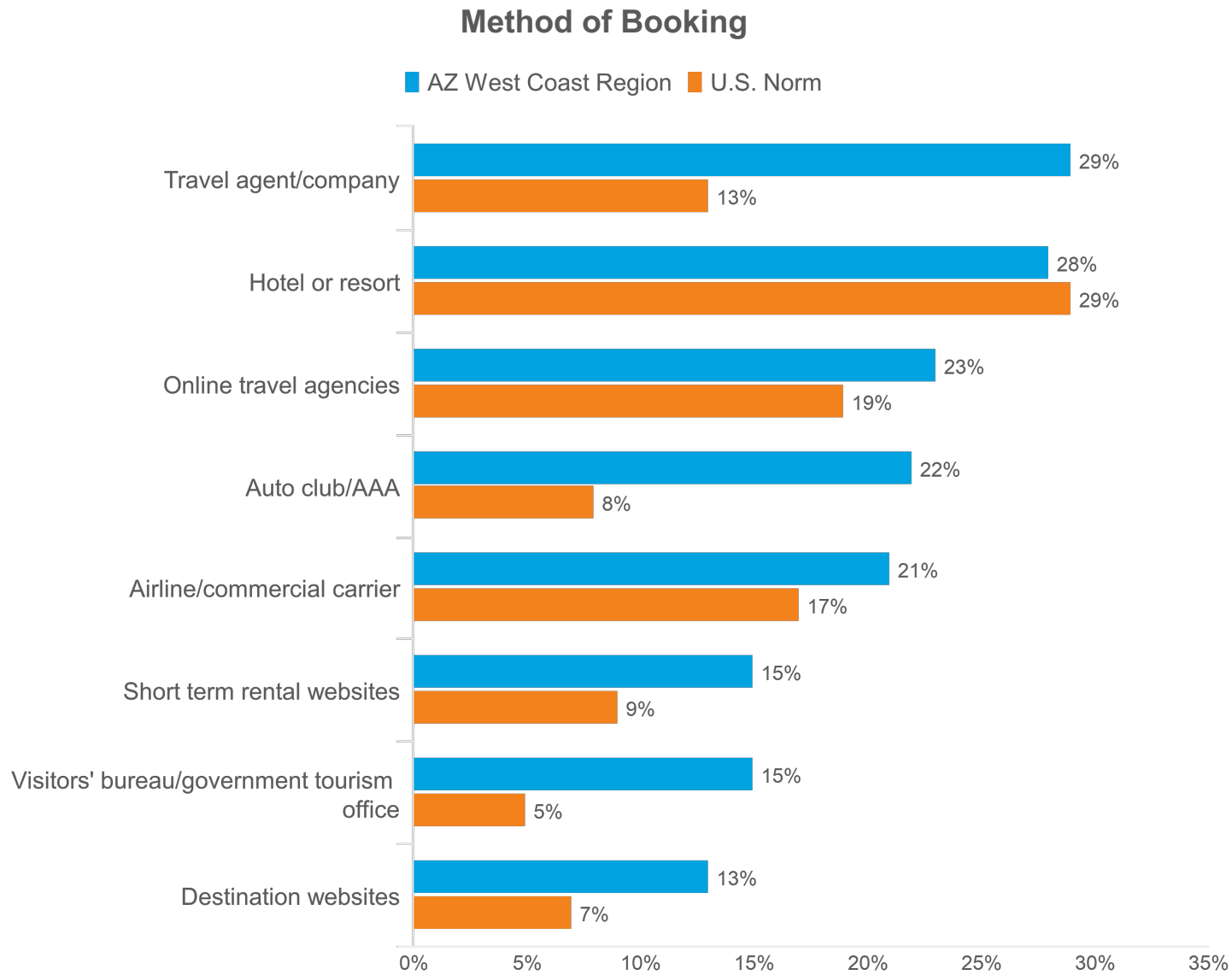


Length of Trip Planning








	AZ West Coast Region	U.S. Norm
1 month or less	21%	31%
2 months	16%	16%
3-5 months	23%	18%
6-12 months	21%	14%
More than 1 year in advance	7%	5%
Did not plan anything in advance	13%	16%

AZ West Coast Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



Accommodations

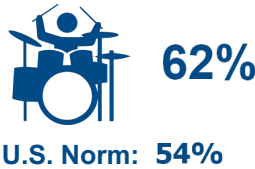
	2022	2021
 Hotel	48%	49%
 Motel	29%	27%
 Resort hotel	16%	16%
 Bed & breakfast	15%	19%
 Country inn / lodge	11%	11%
 Campground / RV park	10%	13%
 Time share	10%	12%

Activity Groupings

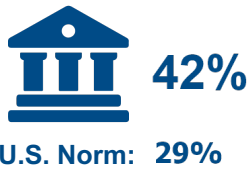
Outdoor Activities



Entertainment Activities



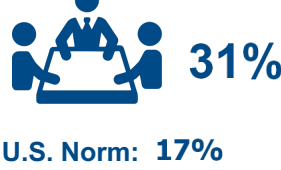
Cultural Activities



Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	2022	2021
Shopping	20%	17%
Casino	16%	13%
Sightseeing	16%	15%
Attending celebration	15%	17%
Business meeting	14%	13%
Landmark/historic site	14%	13%
Attended/participated in an amateur sports event	14%	11%
Swimming	14%	13%
Civil Rights/African-American heritage sights/experiences	13%	11%
Museum	13%	13%

Shopping Types on Trip

	AZ West Coast Region	U.S. Norm
	Outlet/mall shopping	47%48%
	Convenience/grocery shopping	45%44%
	Souvenir shopping	43%41%
	Big box stores (Walmart, Costco)	41%33%
	Boutique shopping	37%29%
	Antiquing	18%12%

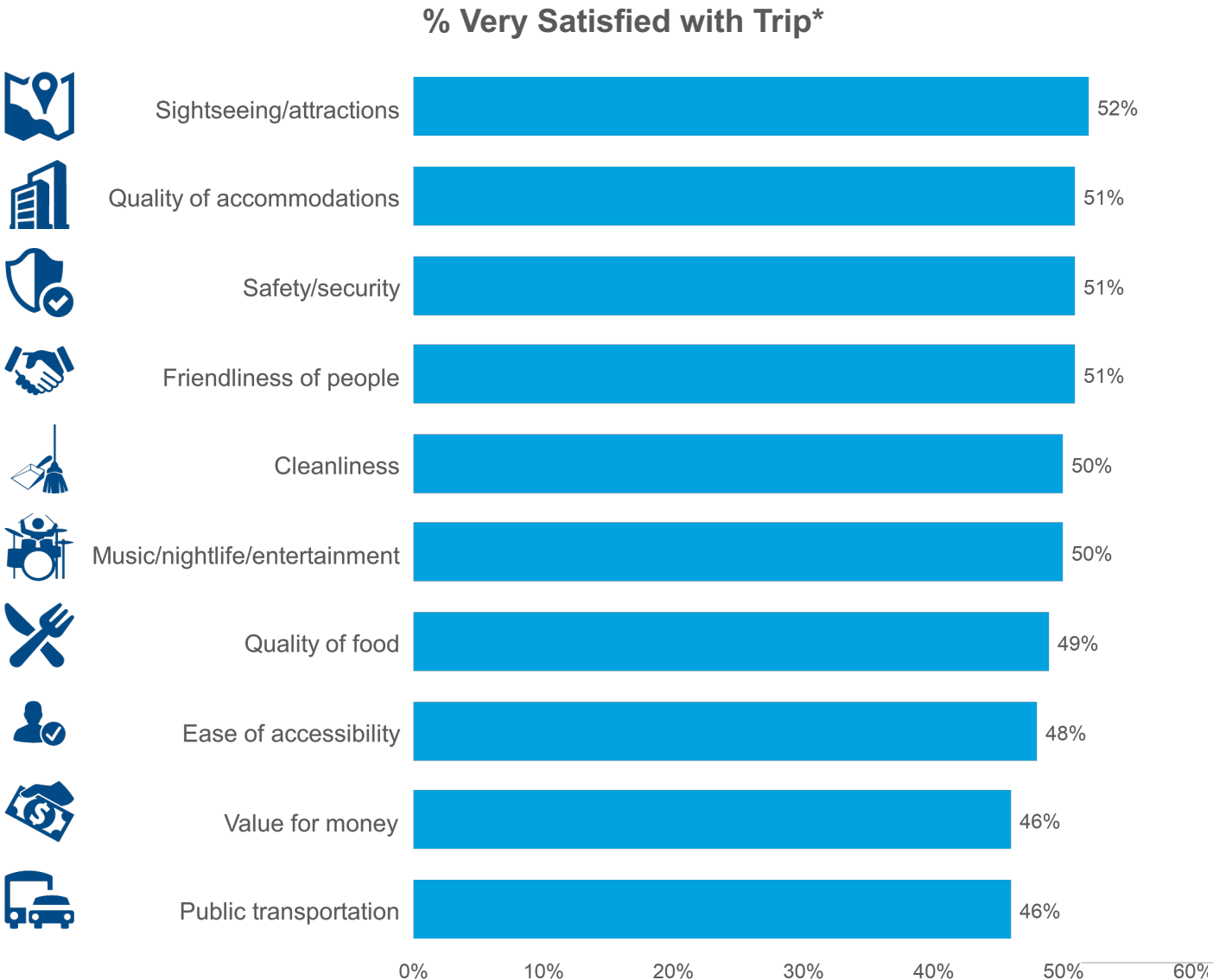
Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

	AZ West Coast Region	U.S. Norm
	Unique/local food	44%47%
	Street food/food trucks	35%23%
	Food delivery service (UberEATS, DoorDash, etc.)	29%21%
	Fine/upscale dining	26%25%
	Picnicking	23%13%
	Gastropubs	18%10%



60%
of overnight travelers were
very satisfied with their overall
trip experience

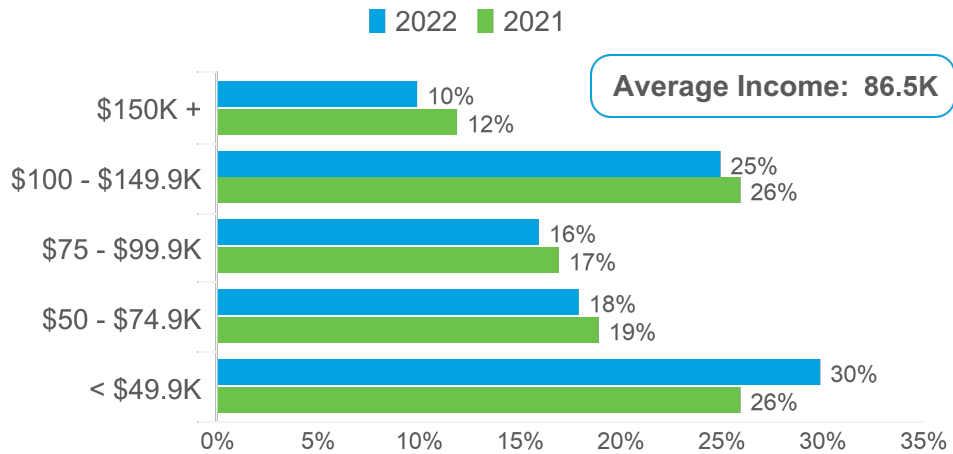


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

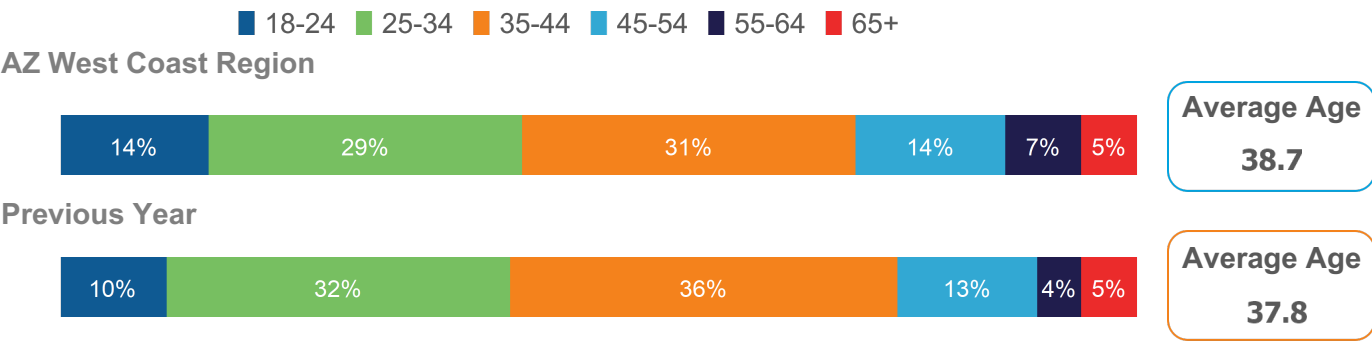
Demographic Profile of Overnight AZ West Coast Region Visitors

Base: 2022 Overnight Person-Trips

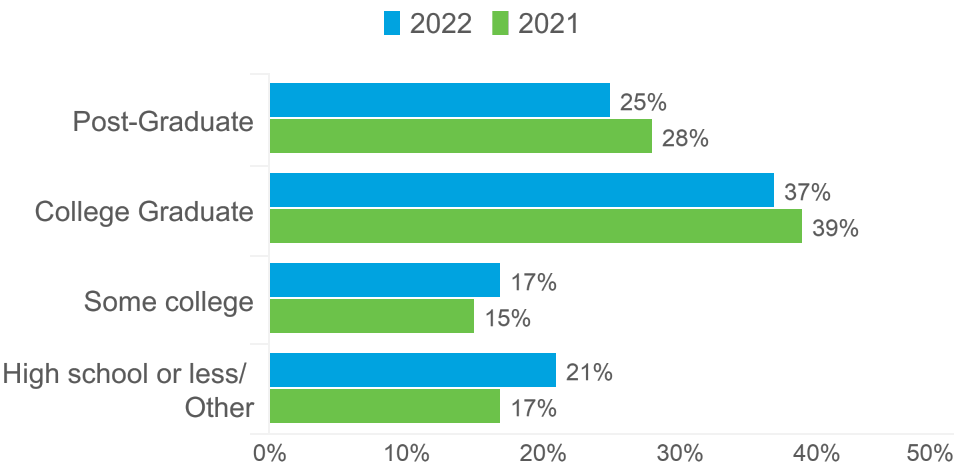
Household Income



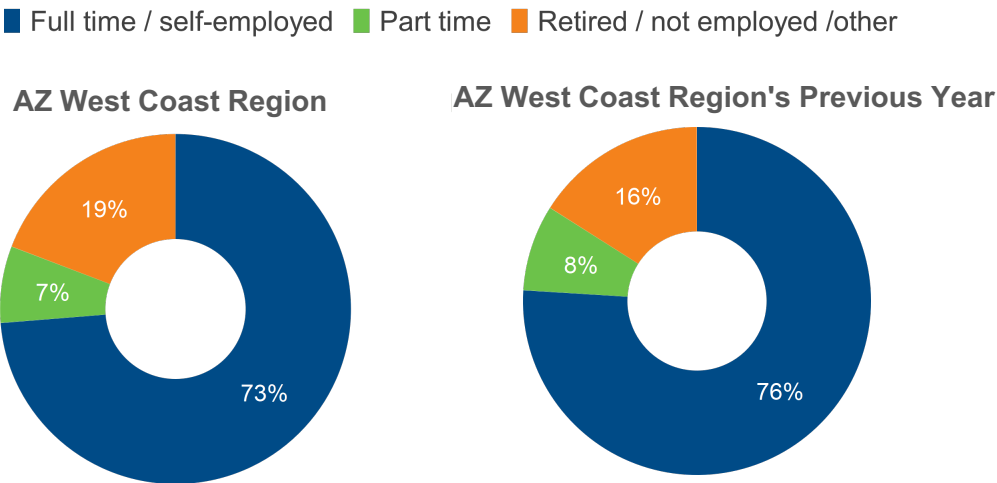
Age



Educational Attainment



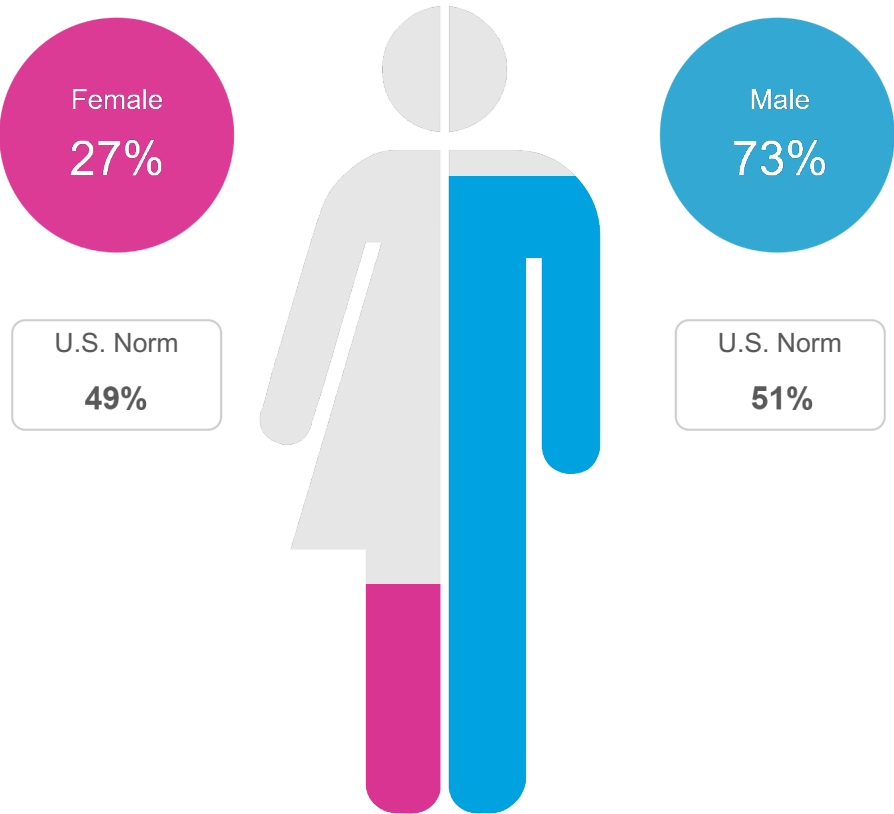
Employment



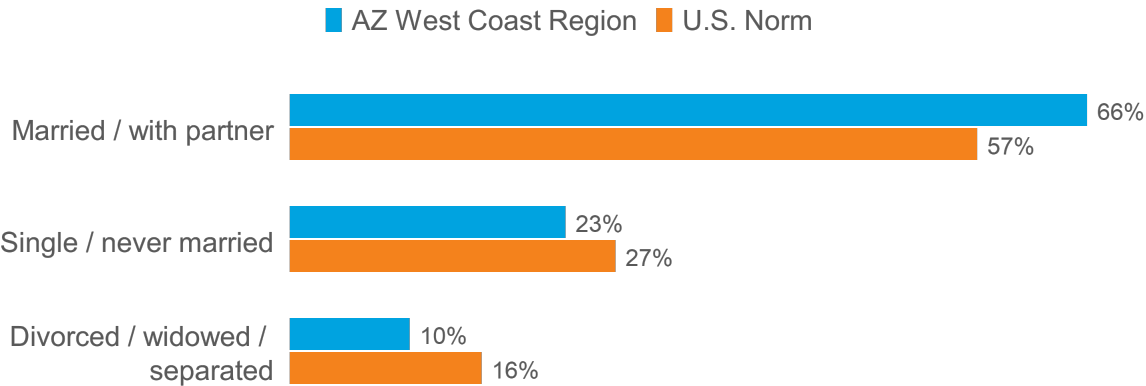
Demographic Profile of Overnight AZ West Coast Region Visitors

Base: 2022 Overnight Person-Trips

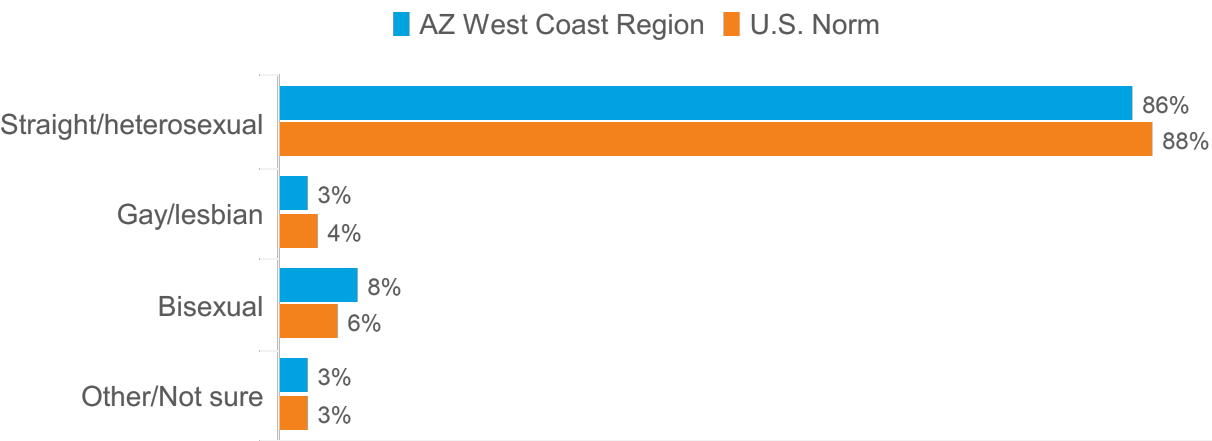
Gender



Marital Status



Sexual Orientation

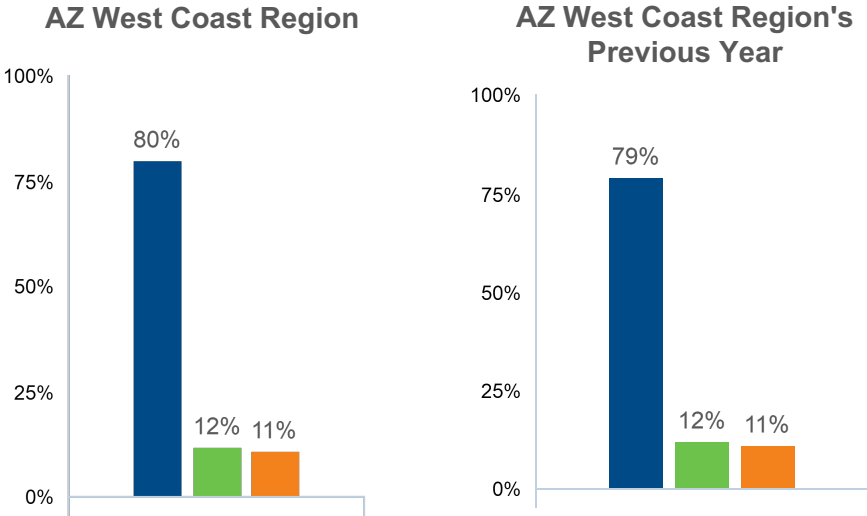


Demographic Profile of Overnight AZ West Coast Region Visitors

Base: 2022 Overnight Person-Trips

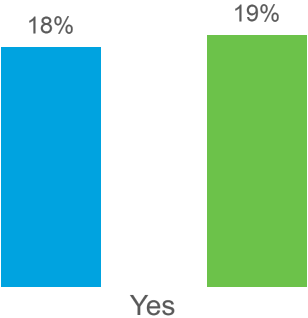
Race

White African-American Other



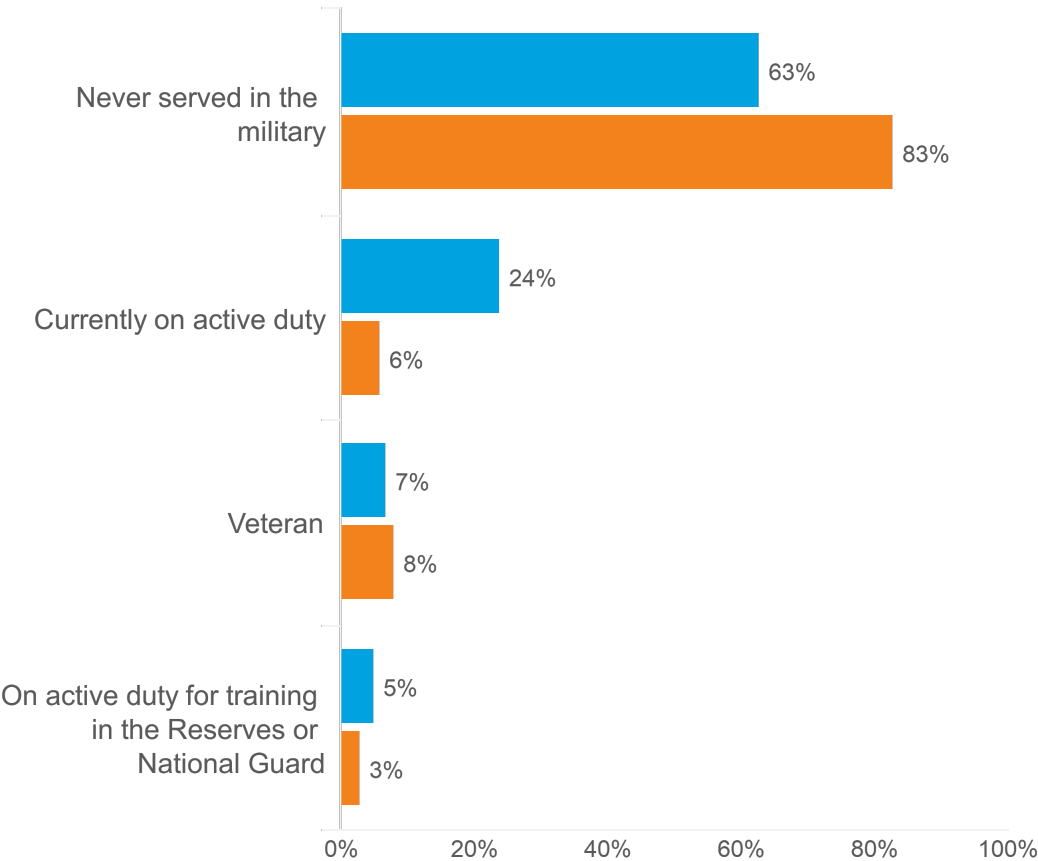
Hispanic Background

2022 2021



Military Status

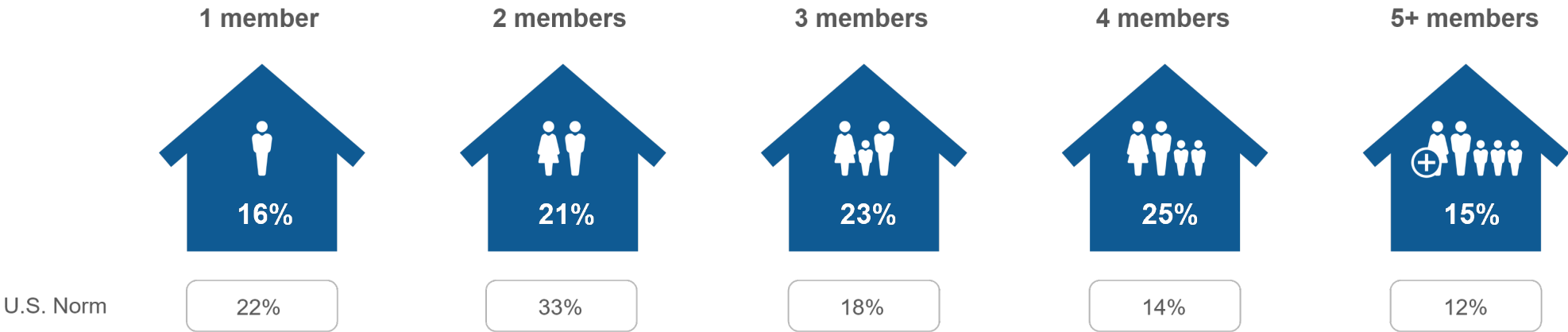
AZ West Coast Region U.S. Norm



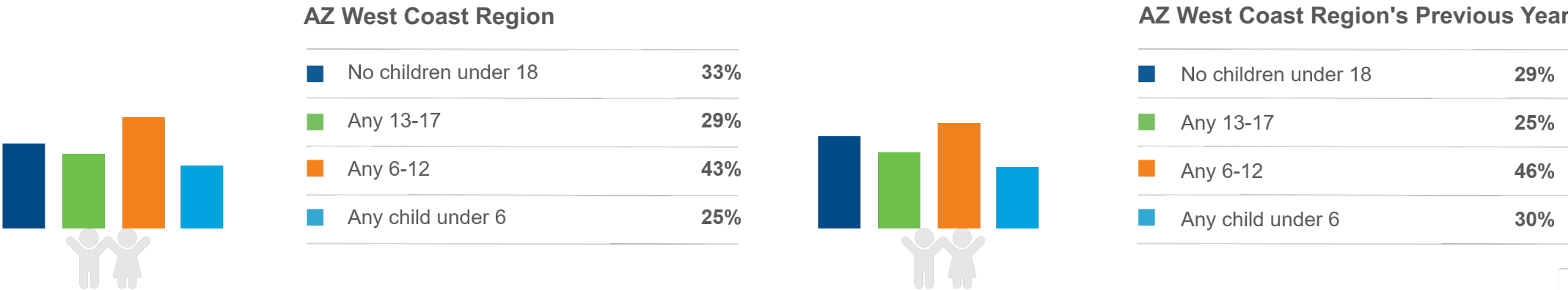
Demographic Profile of Overnight AZ West Coast Region Visitors

Base: 2022 Overnight Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Northern Region



2022

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
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- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- This report provides an overview for AZ Northern Region's domestic tourism business in 2022.

Methodology

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For AZ Northern Region, the following sample was achieved in 2022:

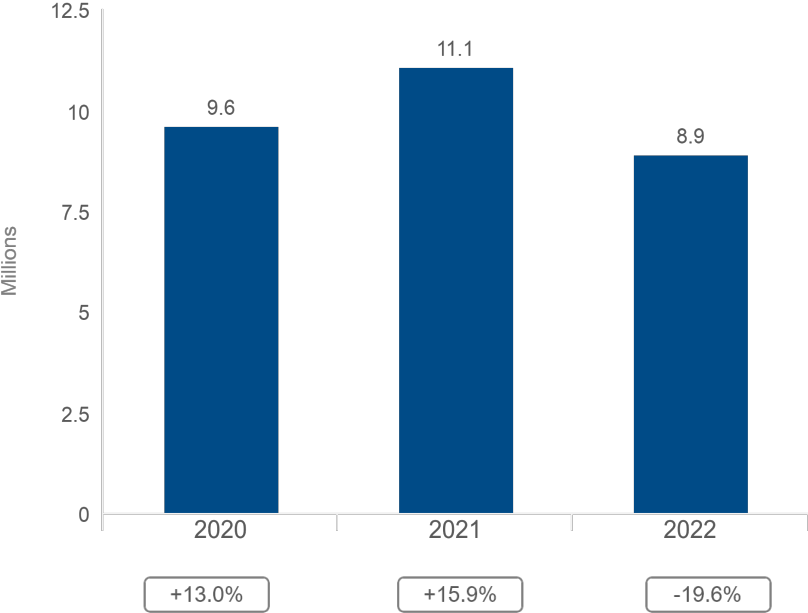


Overnight Base Size

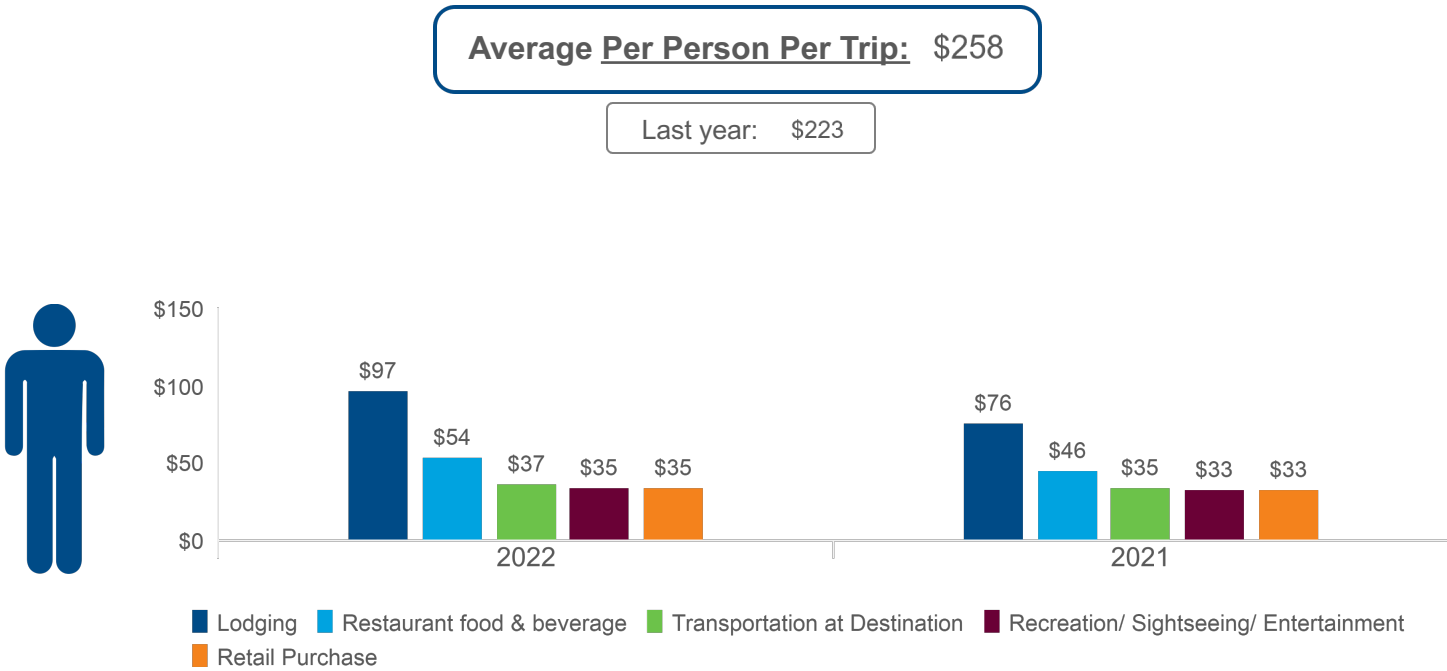
1,233

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.












Overnight Trips to AZ Northern Region



Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector



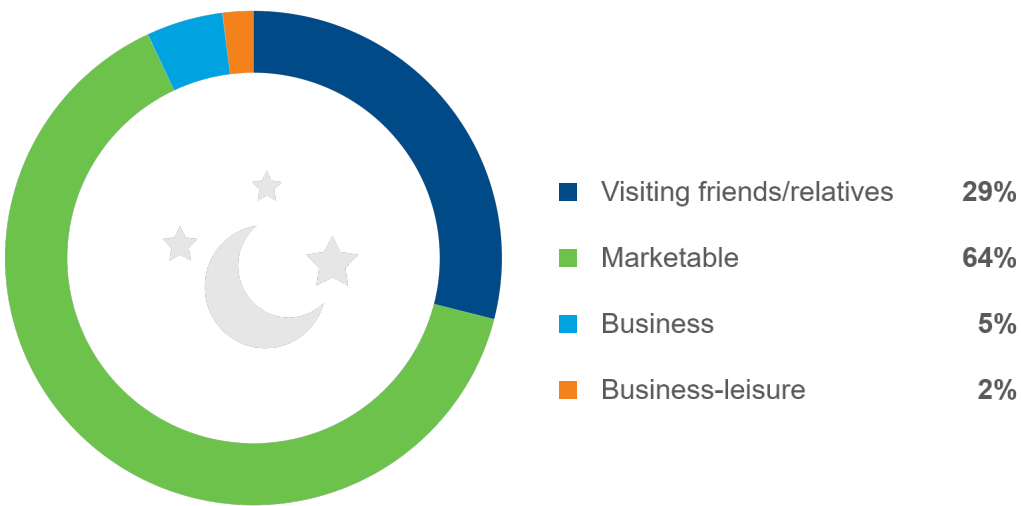
Main Purpose of Trip

	29% Visiting friends/ relatives		1% Conference/ Convention
	24% Touring		
	18% Outdoors		
	7% Special event		
	6% City trip		3% Other business trip
	3% Casino		
	2% Theme park		2% Business-Leisure
	2% Cruise		

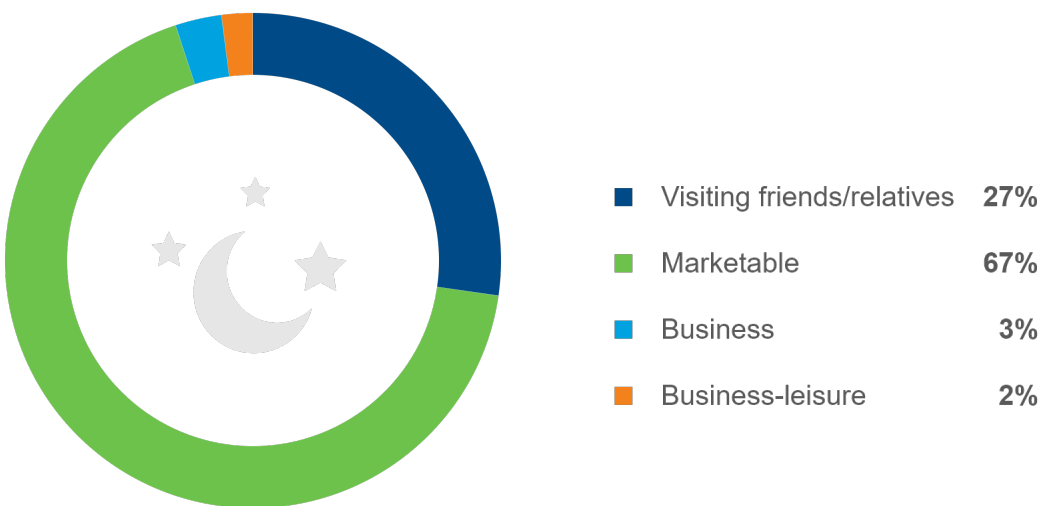
Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	29%	27%
Touring	24%	23%
Outdoors	18%	20%
Special event	7%	5%
City trip	6%	7%
Casino	3%	3%
Theme park	2%	2%
Cruise	2%	2%

2022 AZ Northern Region Overnight Trips

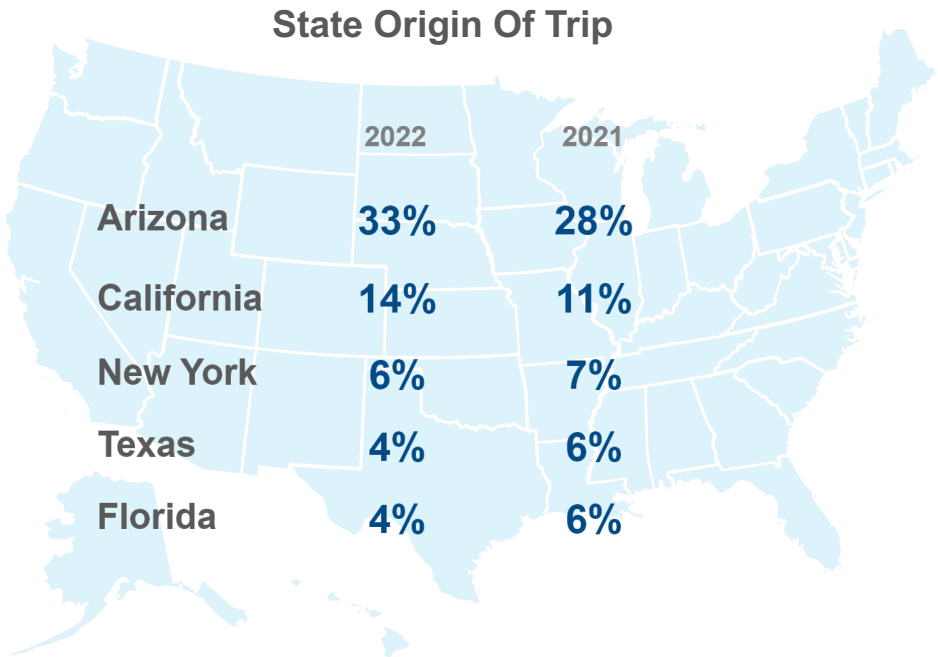


Last Year's AZ Northern Region Overnight Trips



AZ Northern Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



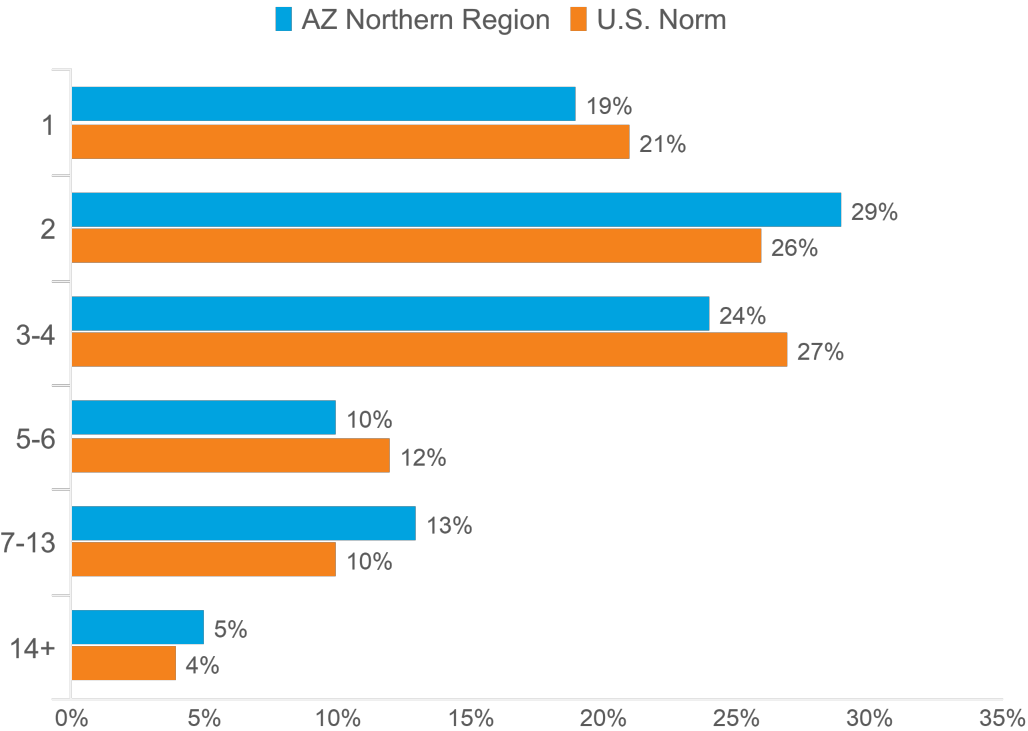
DMA Origin Of Trip

	2022	2021
Phoenix, AZ	27%	24%
Los Angeles, CA	9%	7%
New York, NY	6%	6%
Tucson (Nogales), AZ	5%	4%

Past Visitation to AZ Northern Region

- 76% of overnight travelers to AZ Northern Region are repeat visitors
- 55% of overnight travelers to AZ Northern Region had visited before in the past 12 months

Total Nights Away on Trip



AZ Northern Region

4.4

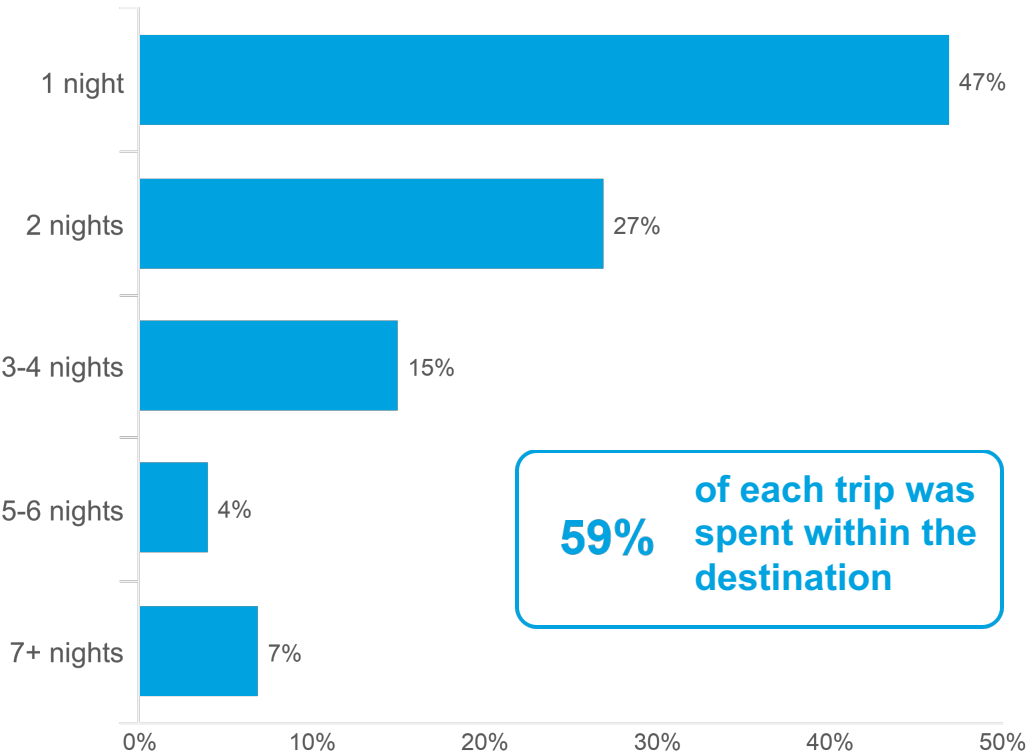
Average Nights

U.S. Norm

3.9

Average Nights

Nights Spent in AZ Northern Region



Average number of nights

2.6

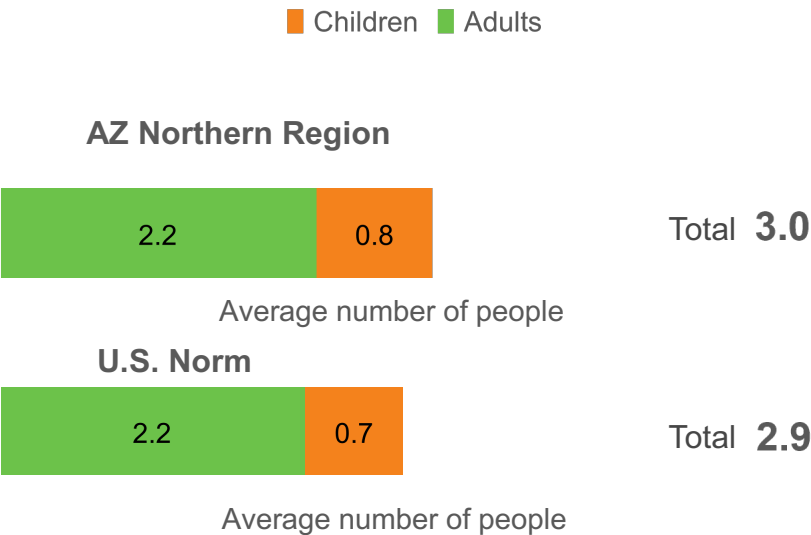
Average last year

2.1

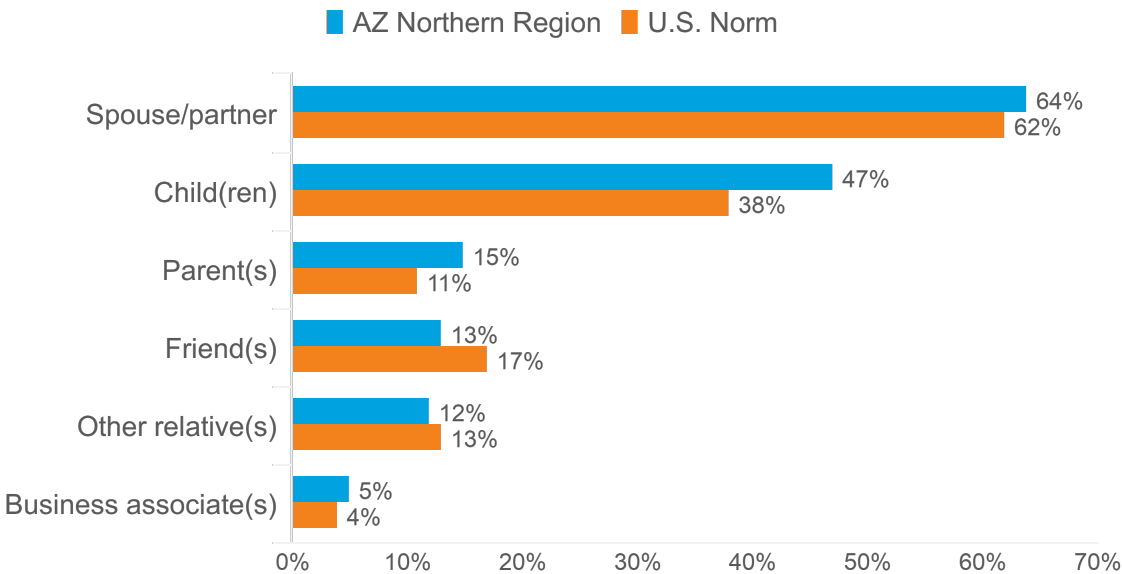
AZ Northern Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Size of Travel Party

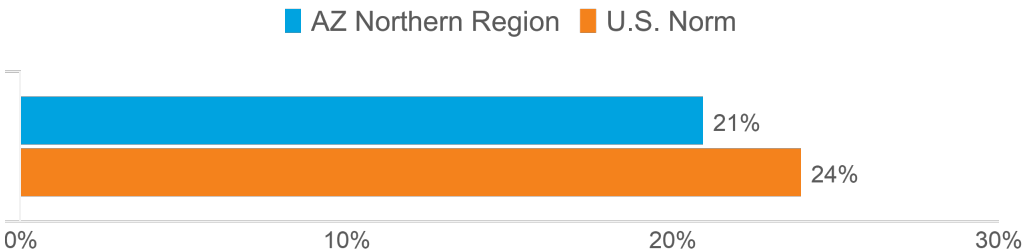


Composition of Immediate Travel Party

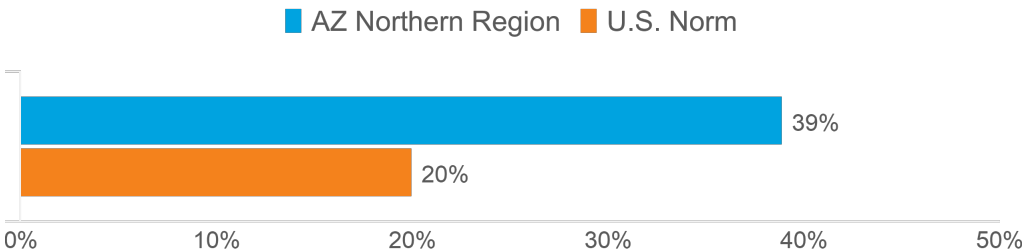


Base: 2022 Overnight Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities



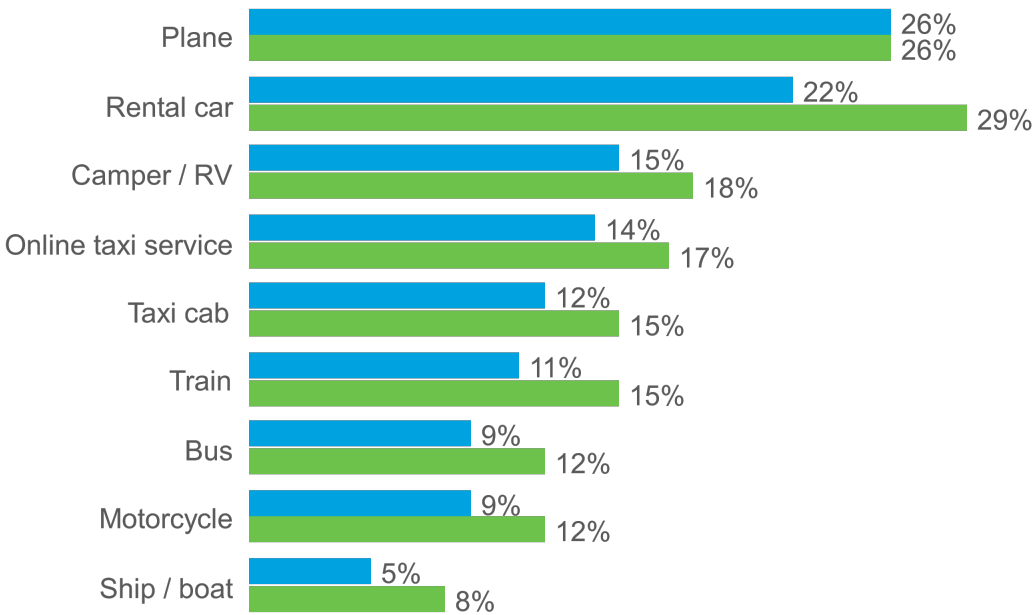
Transportation Used to get to Destination



66% of overnight travelers use own car/truck to get to their destination

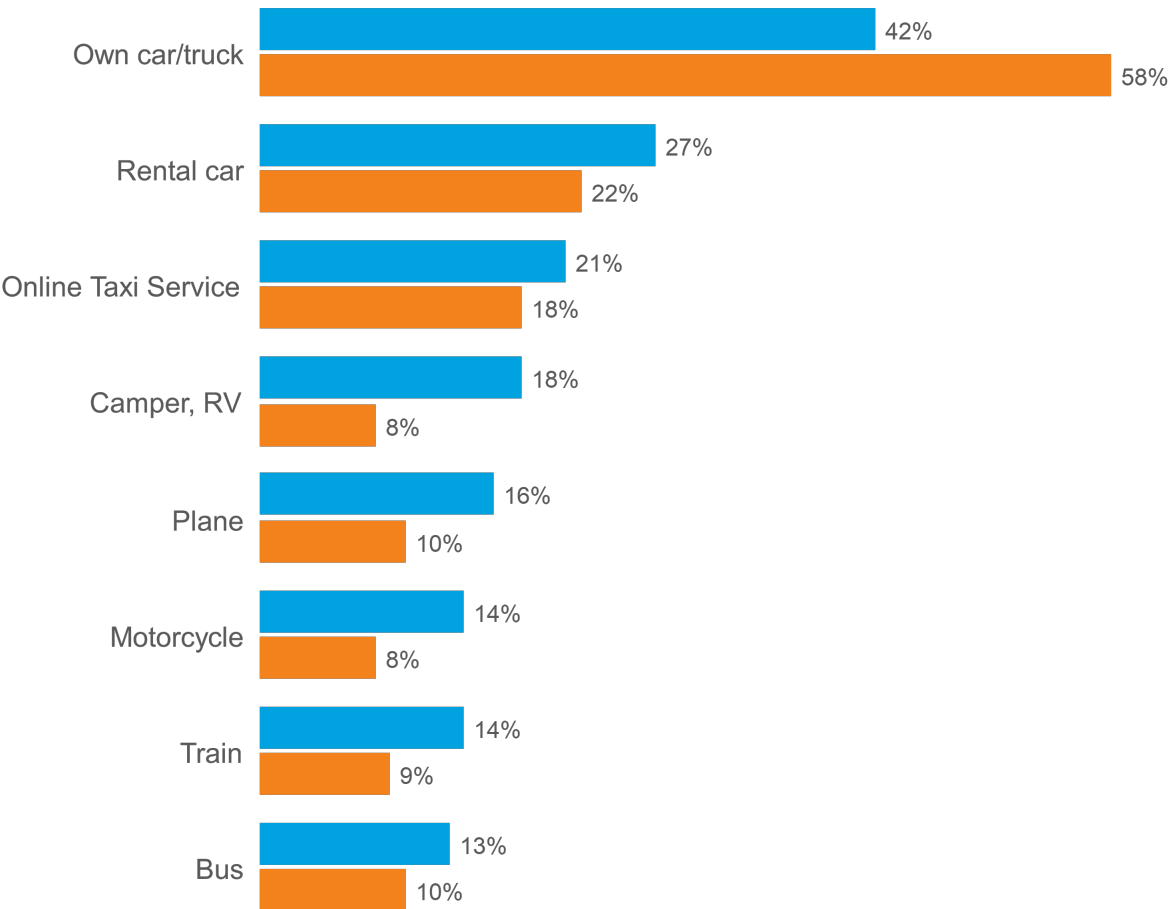
Previous year: 64%

■ 2022 ■ 2021

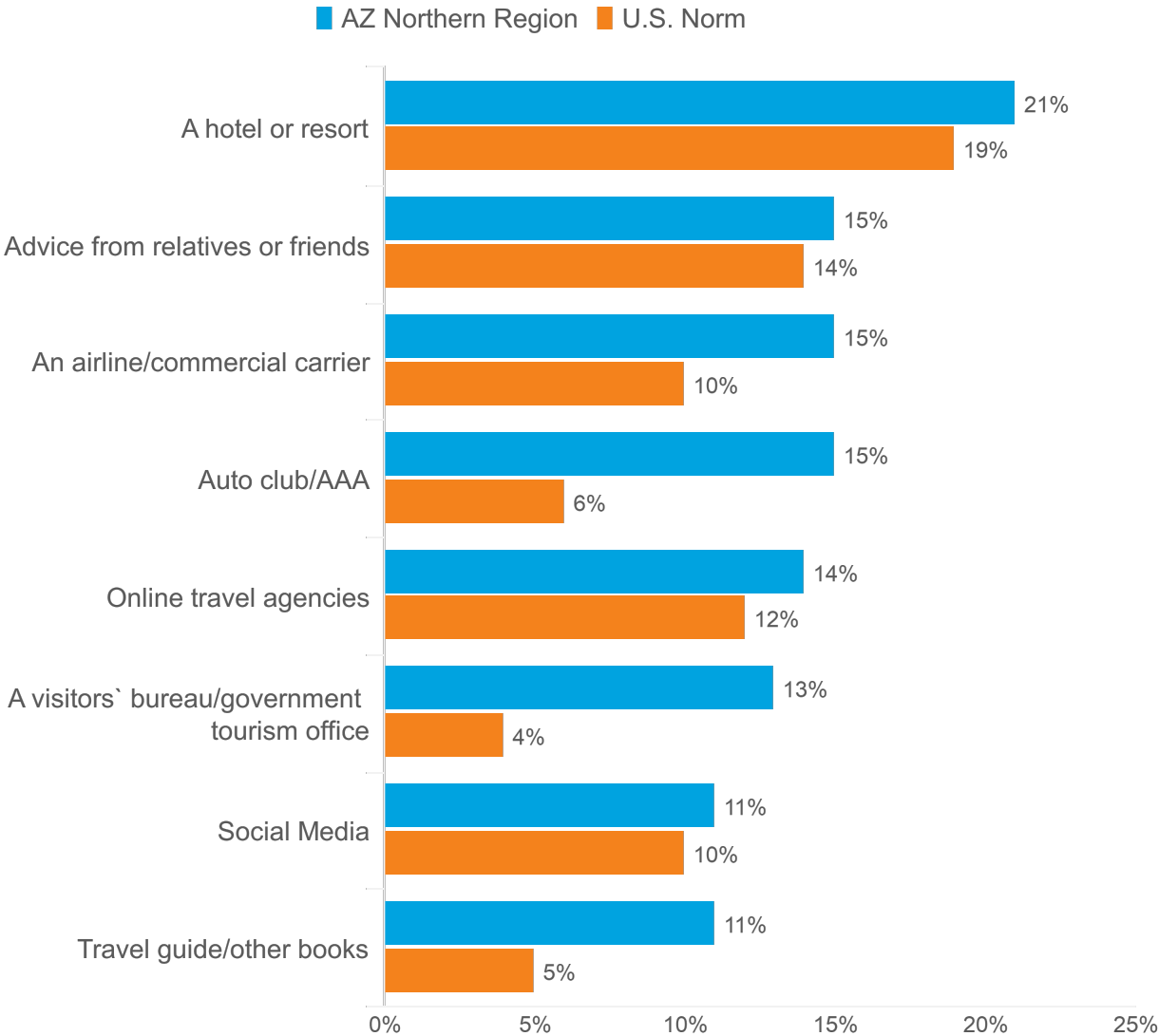


Transportation Used within Destination

■ AZ Northern Region ■ U.S. Norm



Trip Planning Information Sources

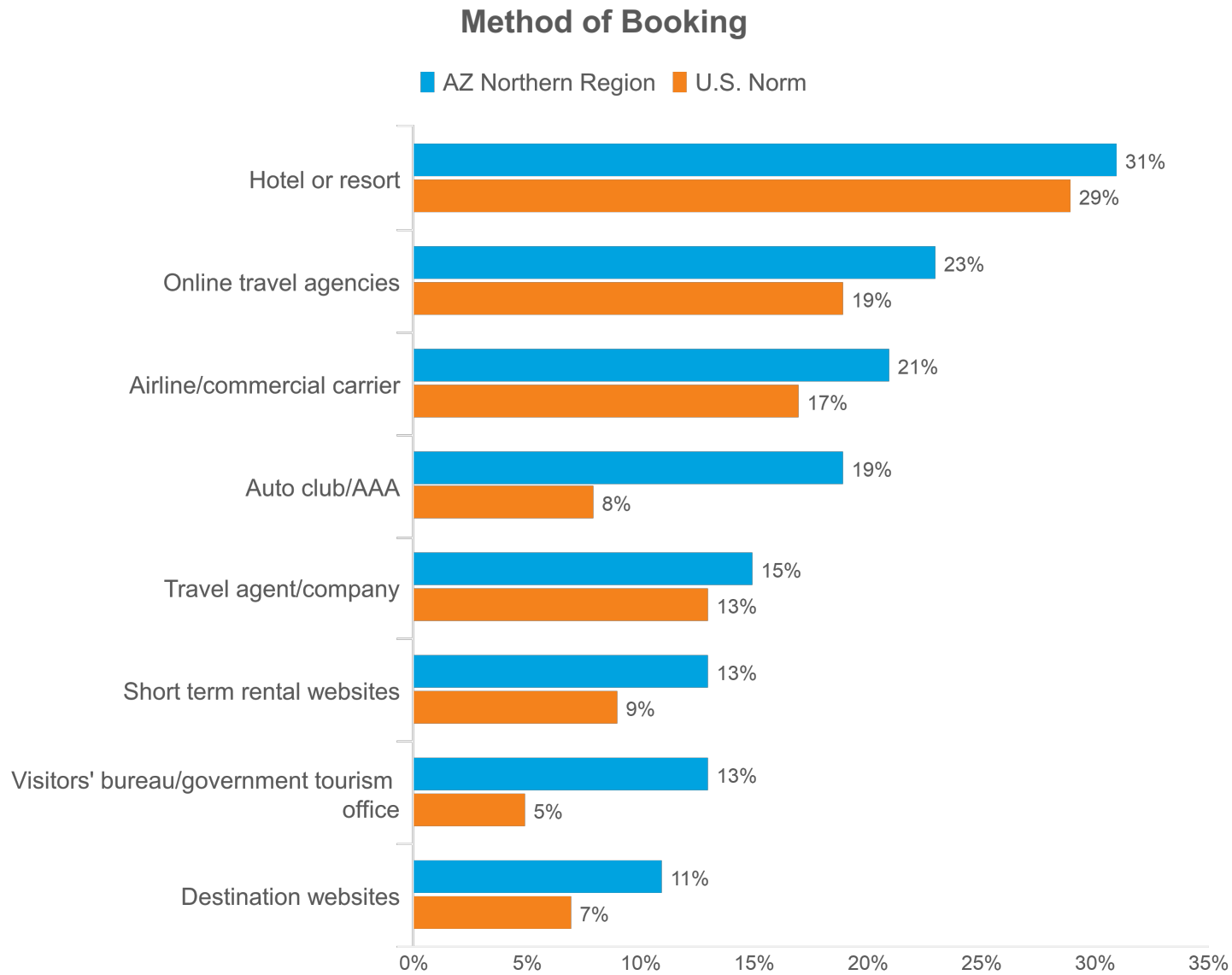


Length of Trip Planning








	AZ Northern Region	U.S. Norm
1 month or less	21%	31%
2 months	20%	16%
3-5 months	24%	18%
6-12 months	20%	14%
More than 1 year in advance	5%	5%
Did not plan anything in advance	9%	16%

AZ Northern Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



Accommodations

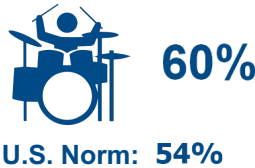
	2022	2021
 Hotel	45%	47%
 Motel	21%	21%
 Bed & breakfast	13%	18%
 Campground / RV park	13%	13%
 Home of friends / relatives	12%	8%
 Resort hotel	11%	10%
 Country inn / lodge	9%	11%

Activity Groupings

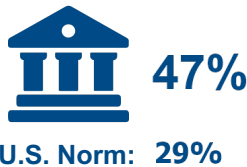
Outdoor Activities



Entertainment Activities



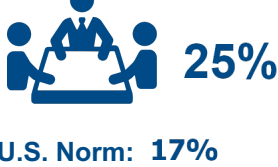
Cultural Activities













Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	2022	2021
 Hiking/backpacking	22%	15%
 Landmark/historic site	21%	16%
 Sightseeing	21%	17%
 Shopping	21%	17%
 National/state park	17%	12%
 Museum	15%	11%
 Attending celebration	14%	13%
 Local parks/playgrounds	13%	10%
 Nature tours/wildlife viewing/birding	13%	11%
 Swimming	12%	11%

Shopping Types on Trip

	AZ Northern Region	U.S. Norm
	Souvenir shopping	50%41%
	Convenience/grocery shopping	48%44%
	Big box stores (Walmart, Costco)	36%33%
	Outlet/mall shopping	36%48%
	Boutique shopping	33%29%
	Antiquing	25%12%

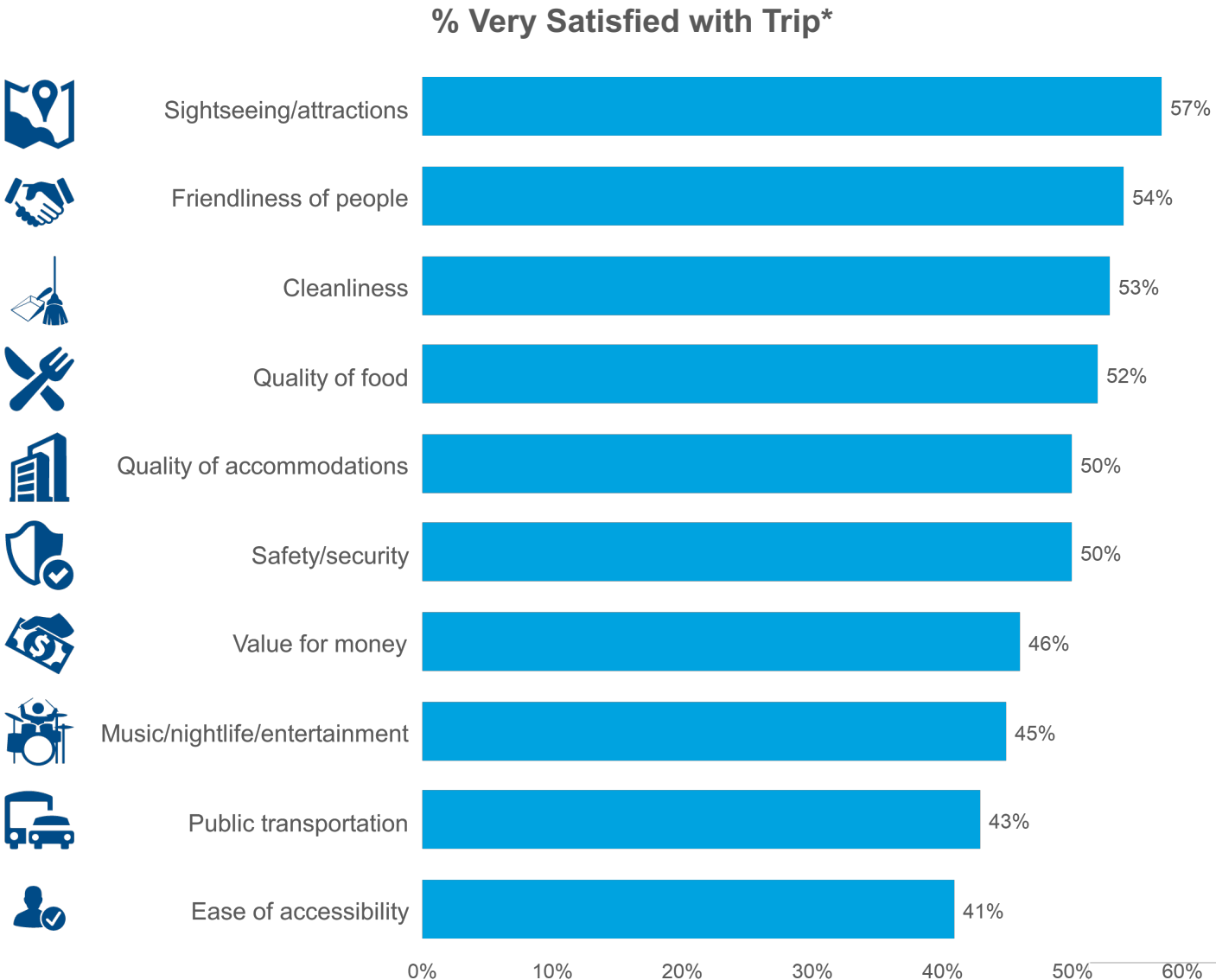
Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

	AZ Northern Region	U.S. Norm
	Unique/local food	43%47%
	Street food/food trucks	27%23%
	Fine/upscale dining	27%25%
	Food delivery service (UberEATS, DoorDash, etc.)	23%21%
	Picnicking	22%13%
	Gastropubs	18%10%



65%
of overnight travelers were
very satisfied with their overall
trip experience

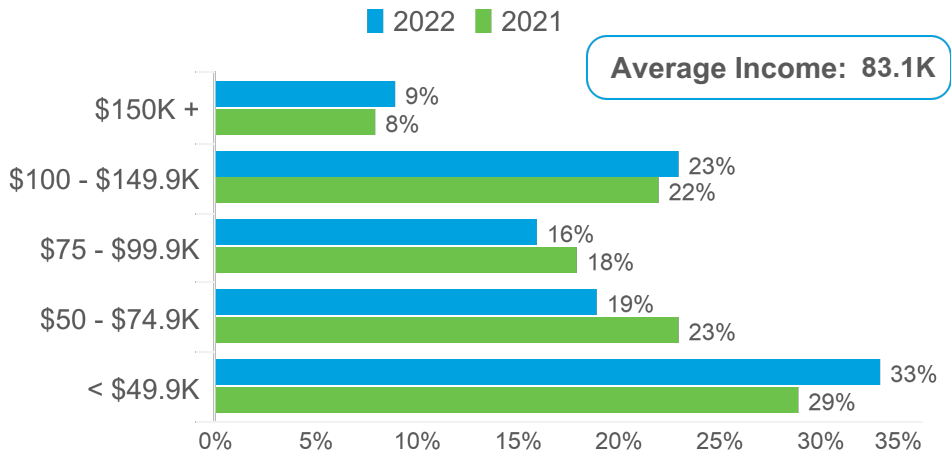


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

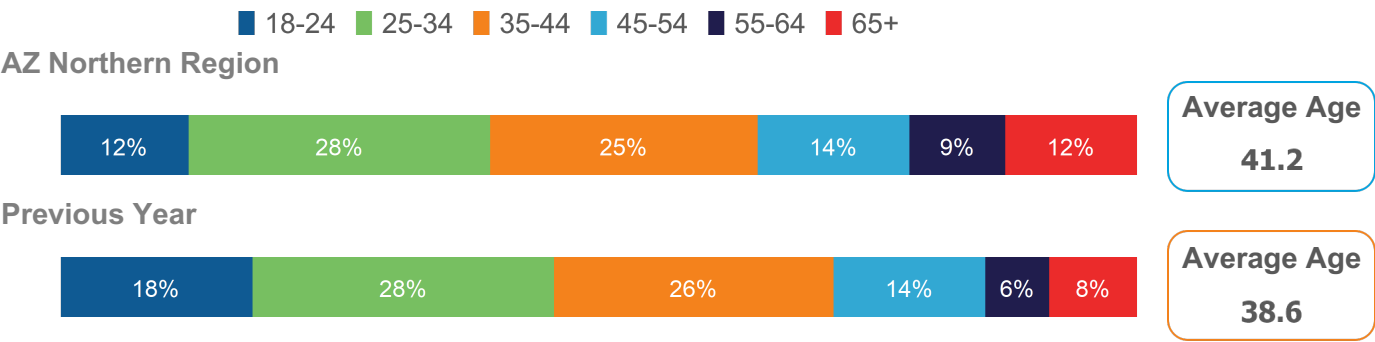
Demographic Profile of Overnight AZ Northern Region Visitors

Base: 2022 Overnight Person-Trips

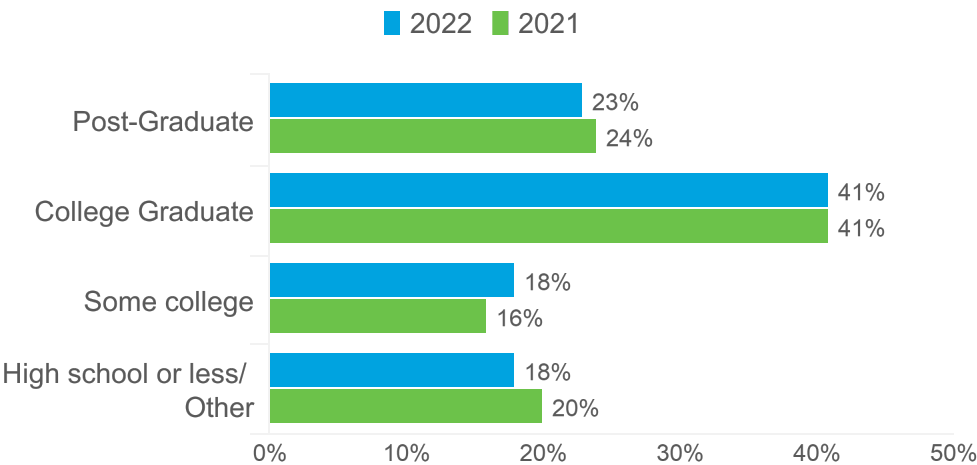
Household Income



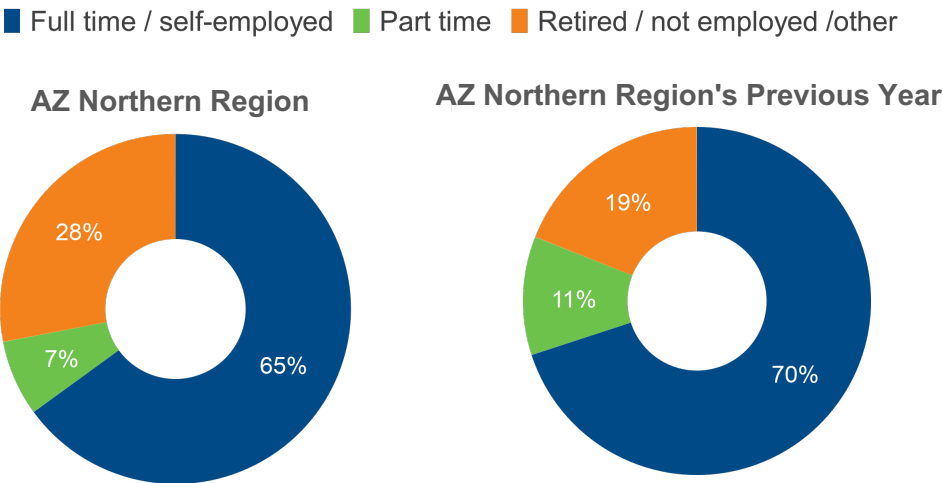
Age



Educational Attainment



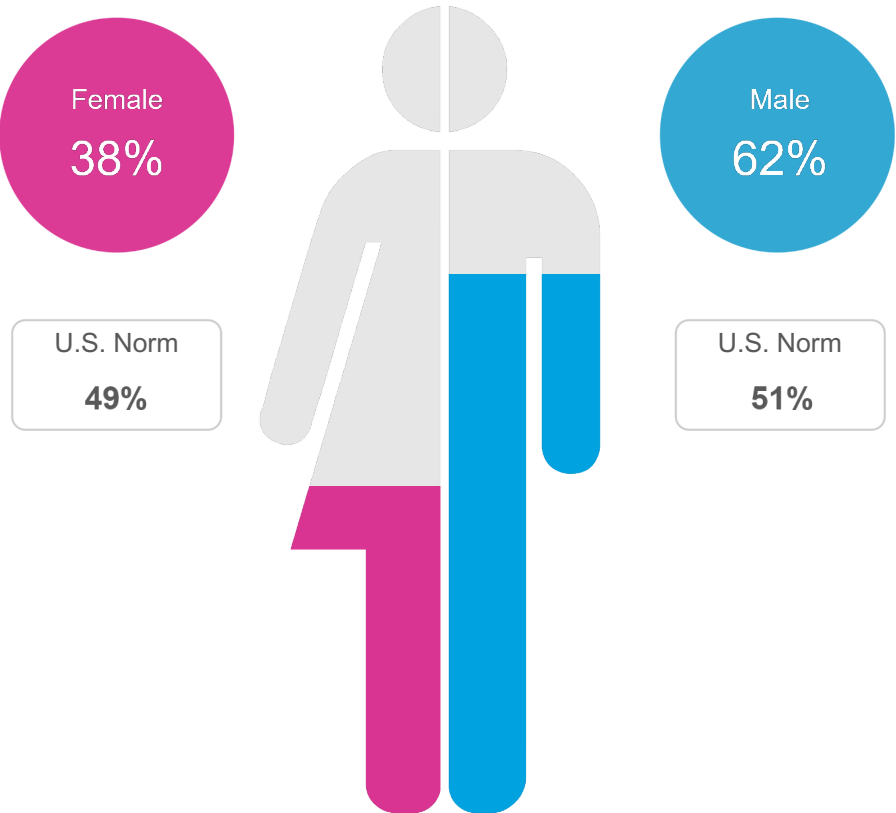
Employment



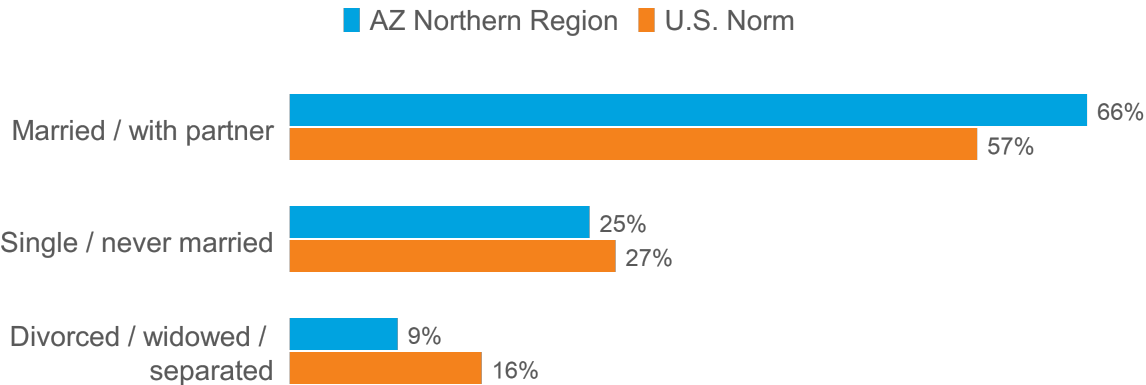
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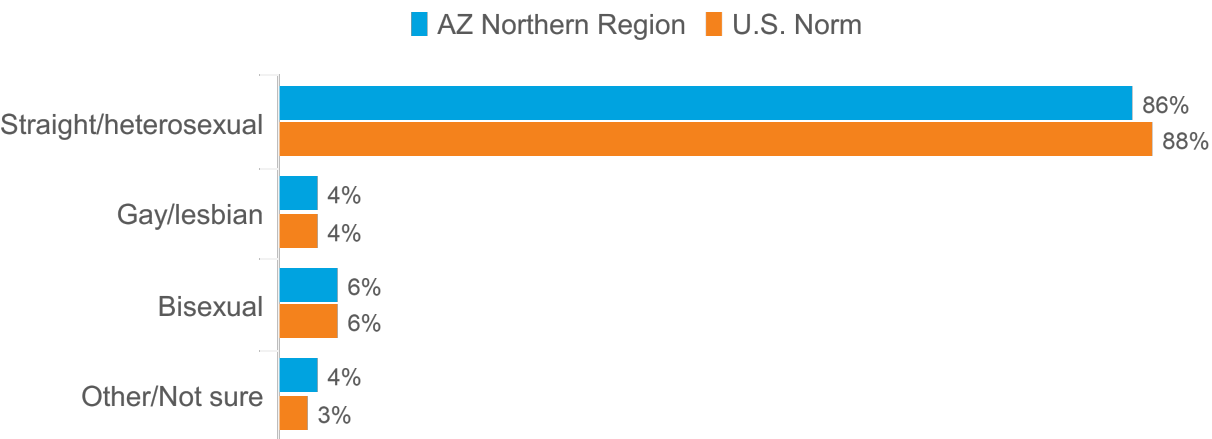
Gender



Marital Status



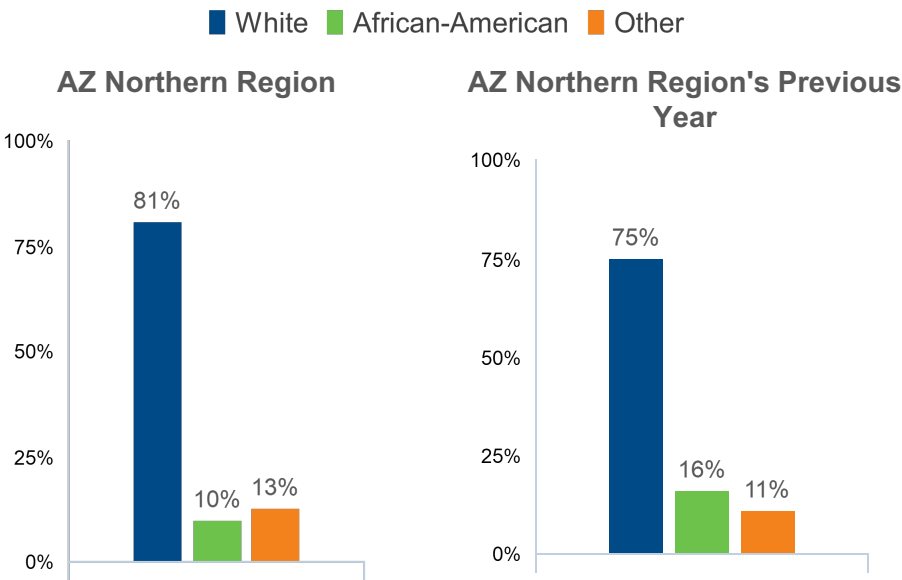
Sexual Orientation



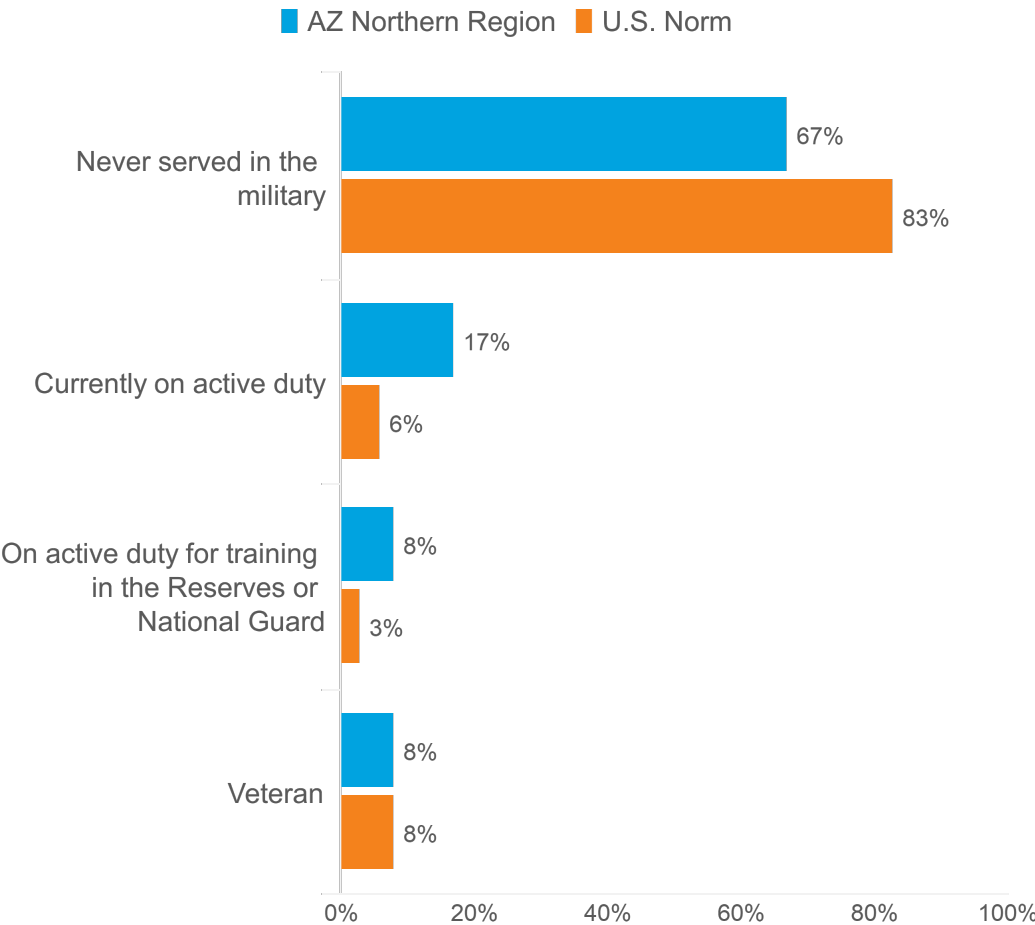
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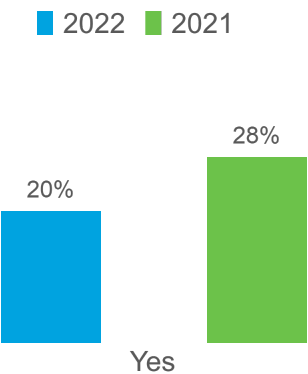
Race



Military Status



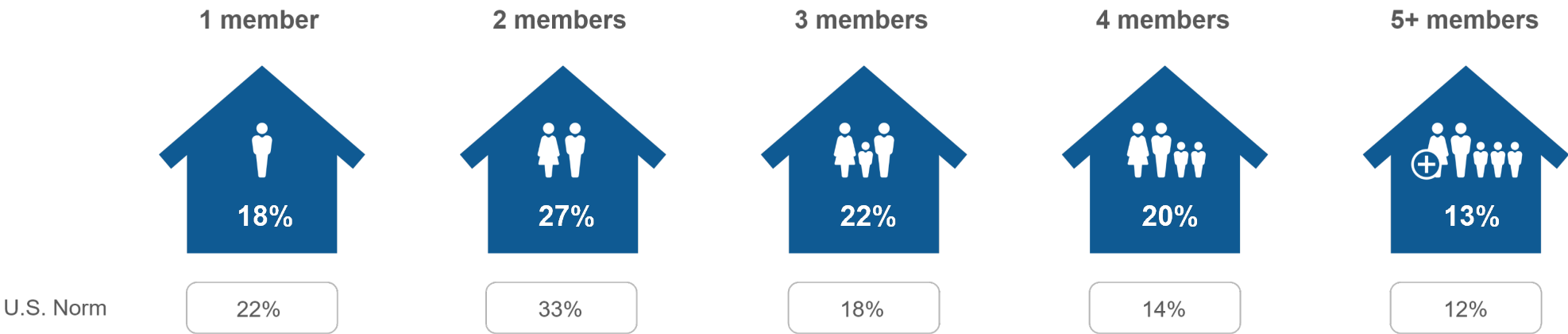
Hispanic Background



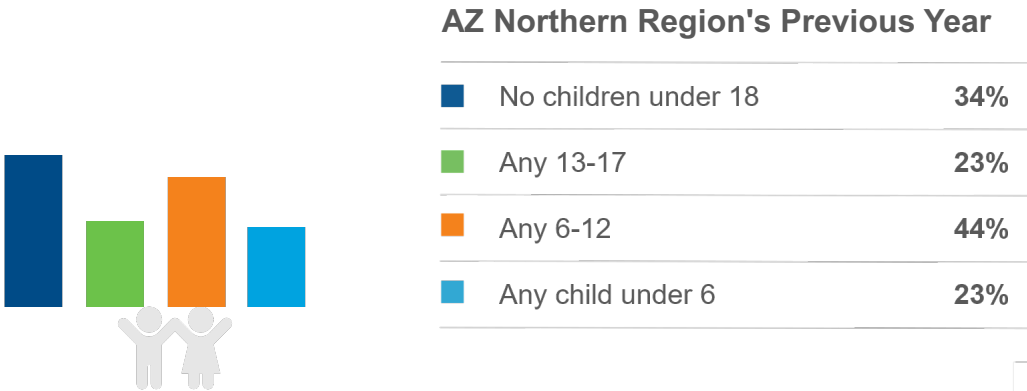
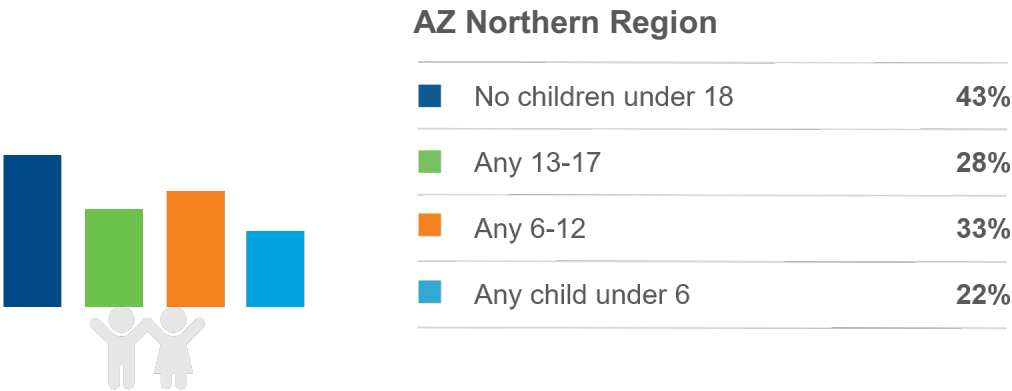
Demographic Profile of Overnight AZ Northern Region Visitors

Base: 2022 Overnight Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

North Central Region



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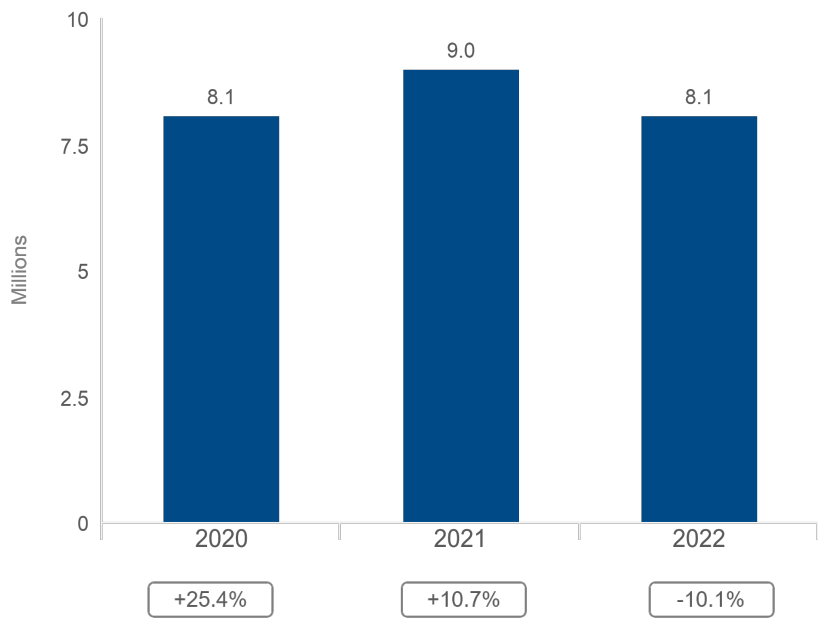


Overnight Base Size

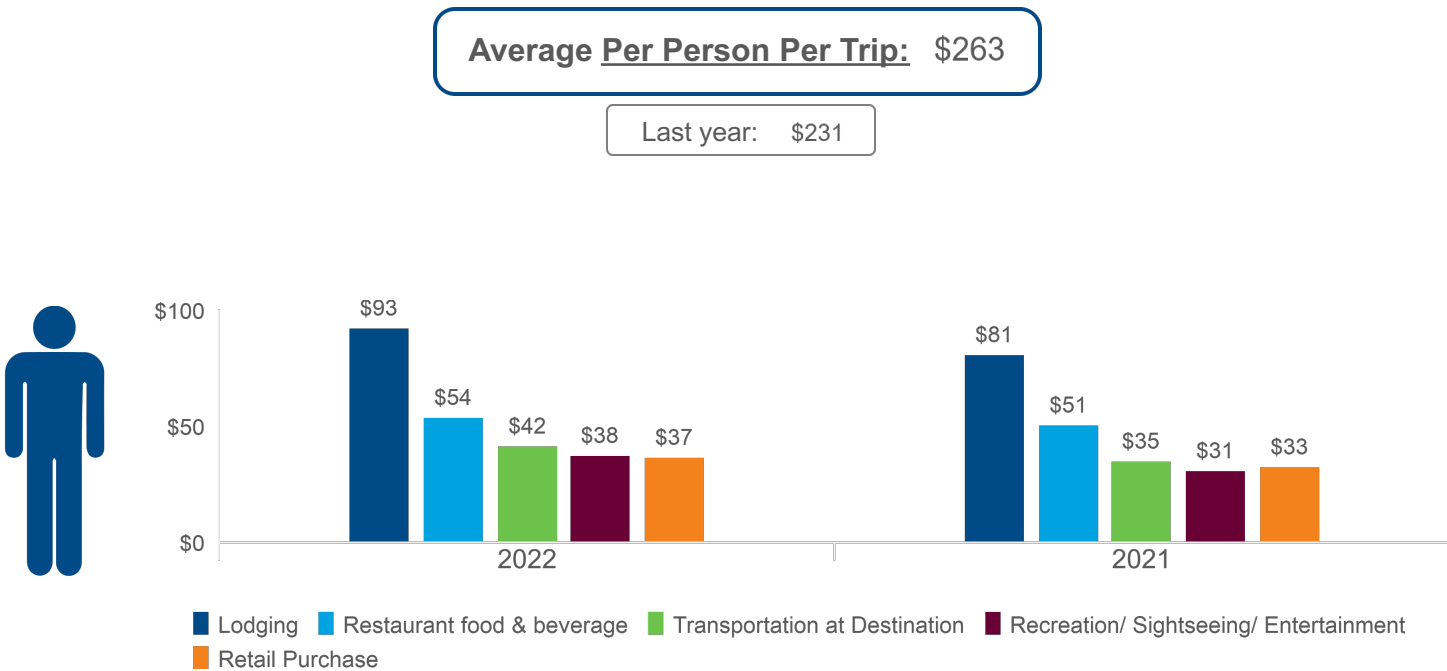
1,116

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.












Overnight Trips to AZ North Central Region



Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector



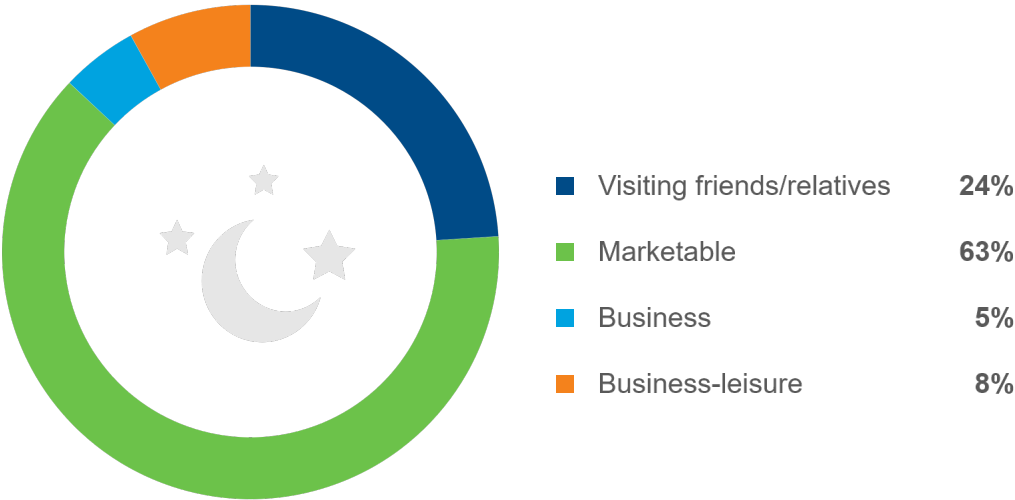
Main Purpose of Trip

	24% Visiting friends/ relatives		2% Conference/ Convention
	19% Outdoors		
	17% Touring		
	8% Special event		
	8% City trip		3% Other business trip
	3% Casino		
	2% Resort		8% Business-Leisure
	2% Theme park		

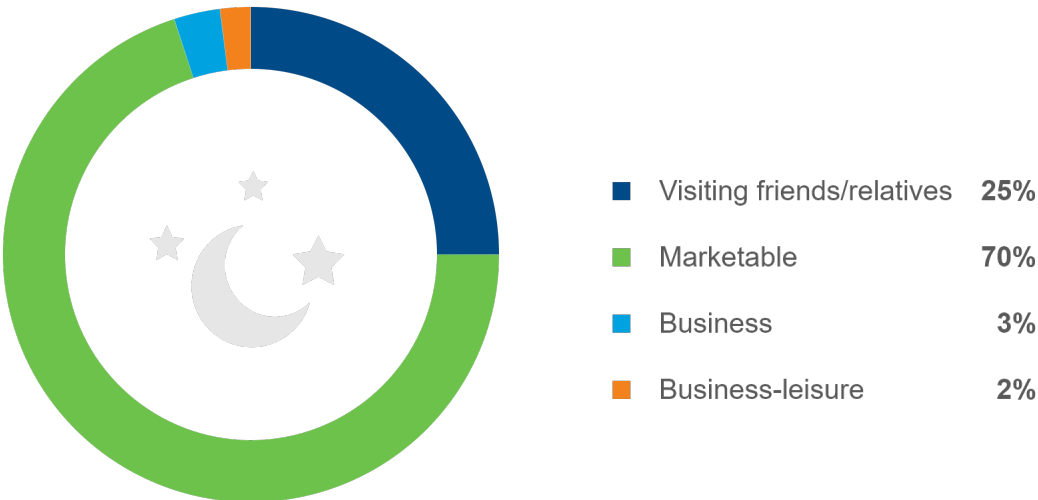
Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	24%	25%
Outdoors	19%	18%
Touring	17%	23%
Special event	8%	9%
City trip	8%	7%
Casino	3%	3%
Resort	2%	3%
Theme park	2%	3%

2022 AZ North Central Region Overnight Trips

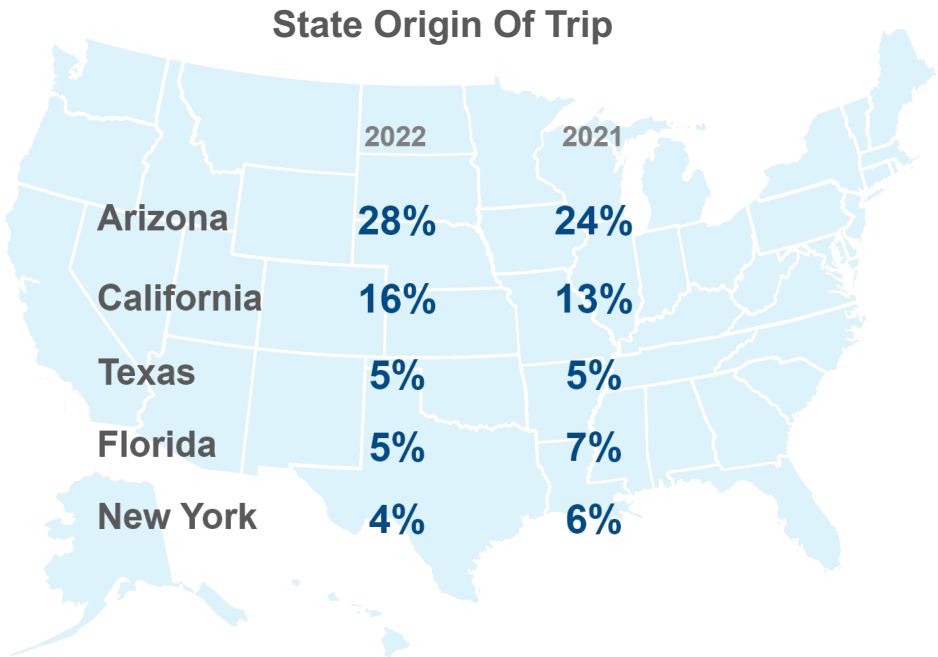


Last Year's AZ North Central Region Overnight Trips



AZ North Central Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



DMA Origin Of Trip

	2022	2021
Phoenix, AZ	23%	22%
Los Angeles, CA	10%	8%
New York, NY	5%	6%
Tucson (Nogales), AZ	4%	2%
Dallas-Ft. Worth, TX	3%	1%
Atlanta, GA	3%	2%

Past Visitation to AZ North Central Region

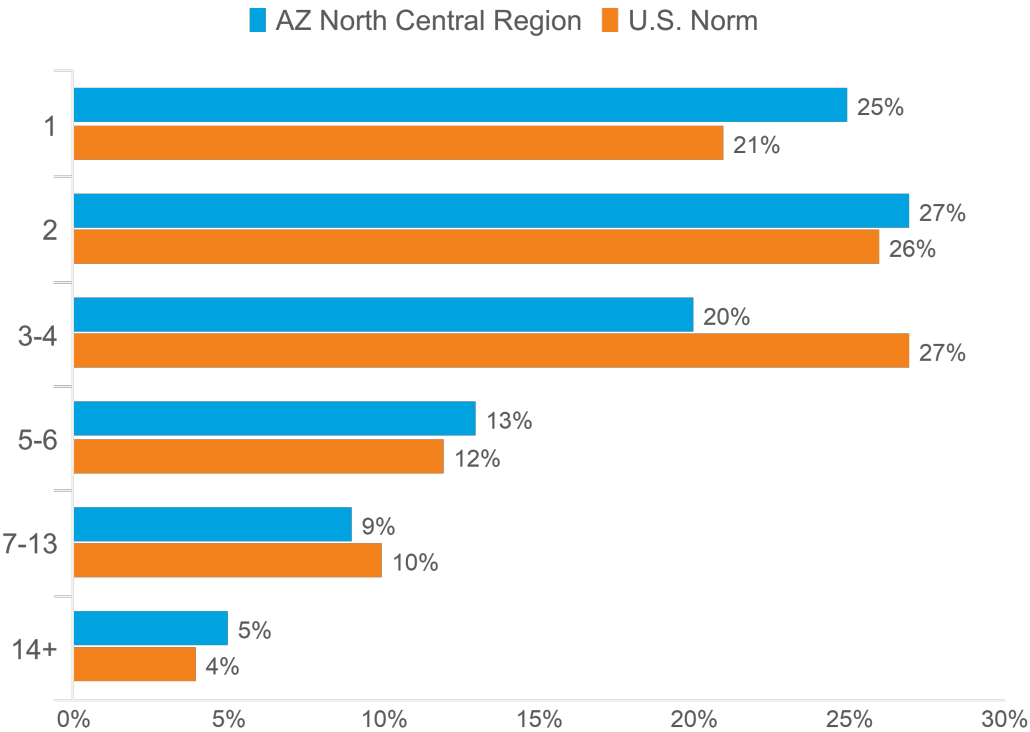
71% of overnight travelers to AZ North Central Region are repeat visitors

53% of overnight travelers to AZ North Central Region had visited before in the past 12 months

AZ North Central Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Total Nights Away on Trip



AZ North Central Region

4.1

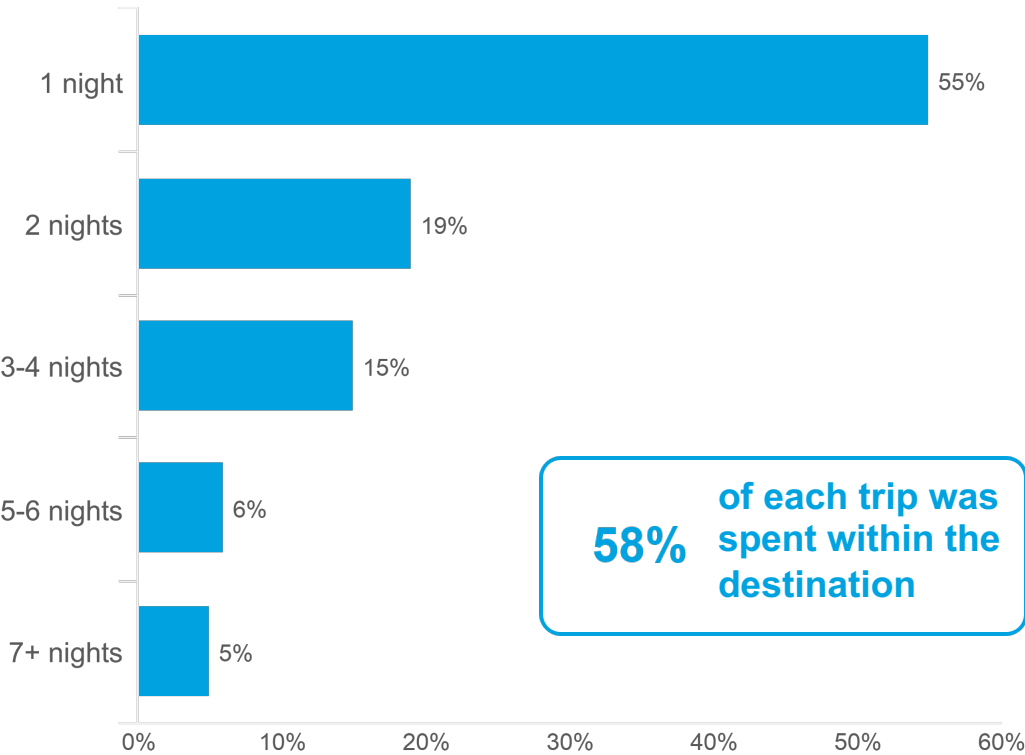
Average Nights

U.S. Norm

3.9

Average Nights

Nights Spent in AZ North Central Region



58% of each trip was spent within the destination

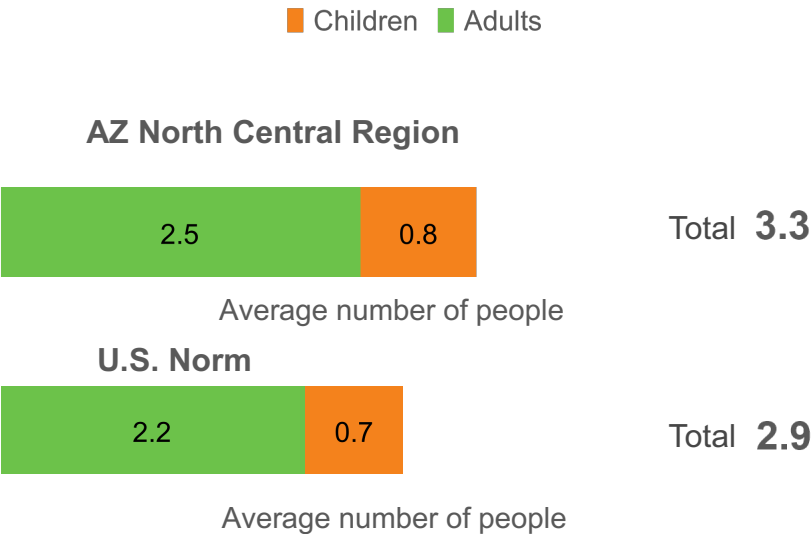
Average number of nights
2.4

Average last year
2.2

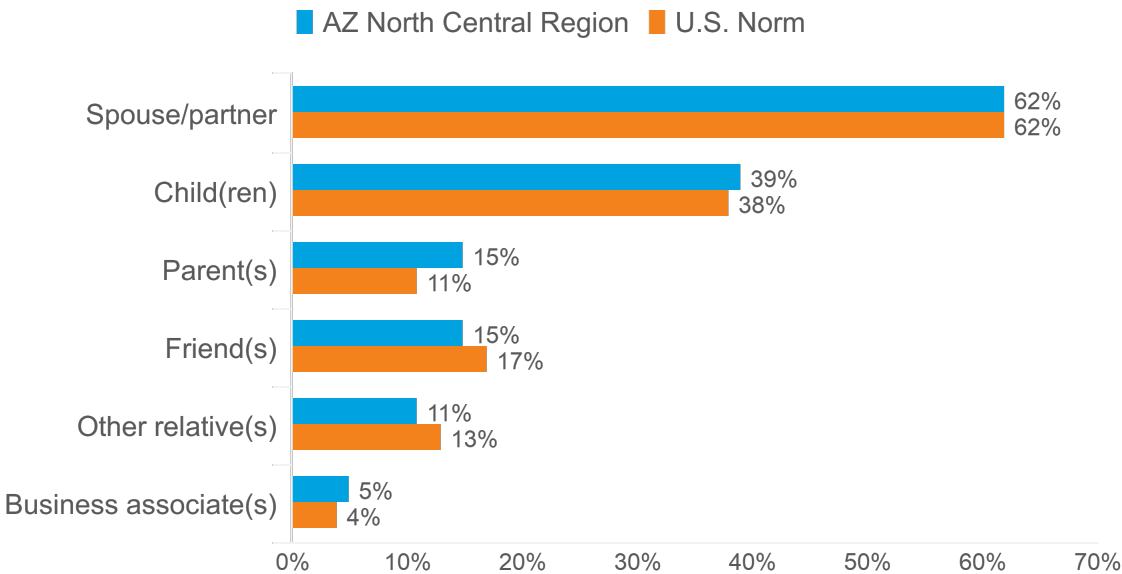
AZ North Central Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Size of Travel Party

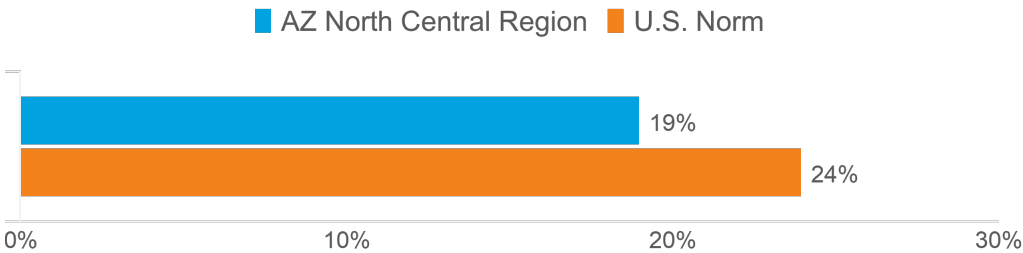


Composition of Immediate Travel Party

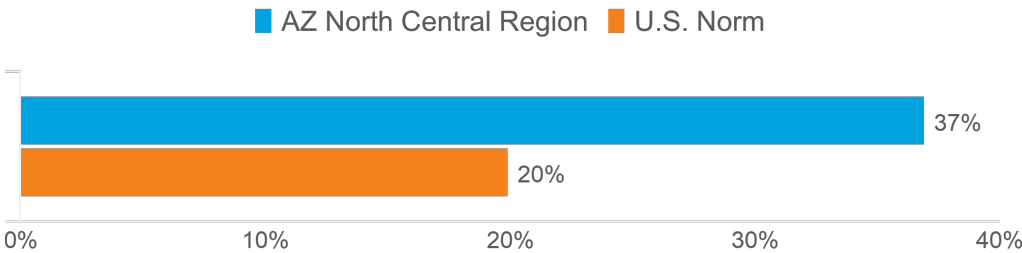


Base: 2022 Overnight Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities



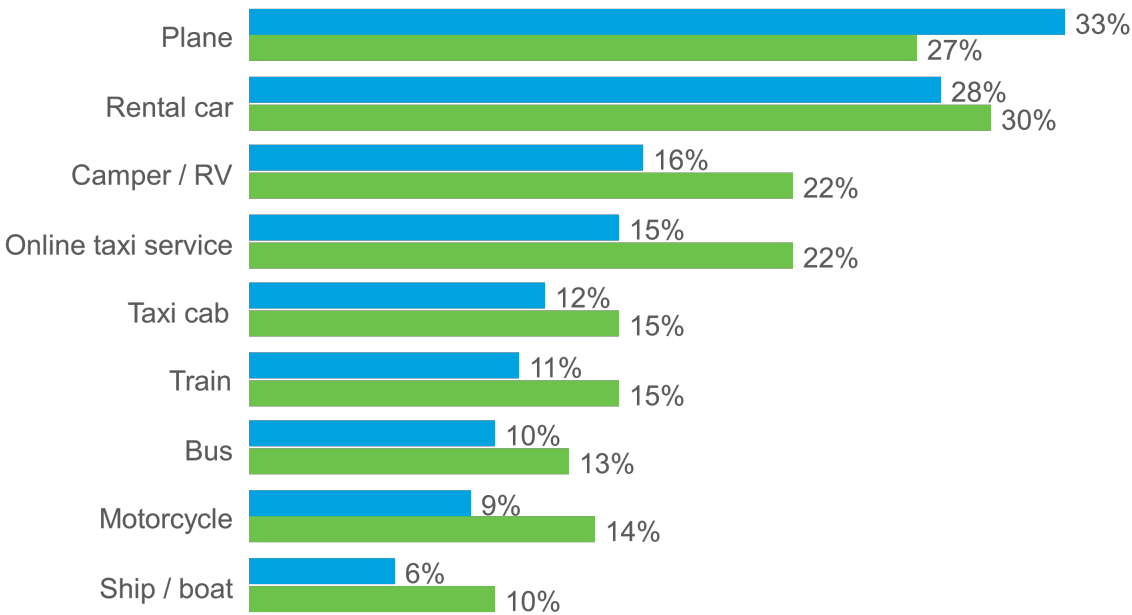
Transportation Used to get to Destination



59% of overnight travelers use own car/truck to get to their destination

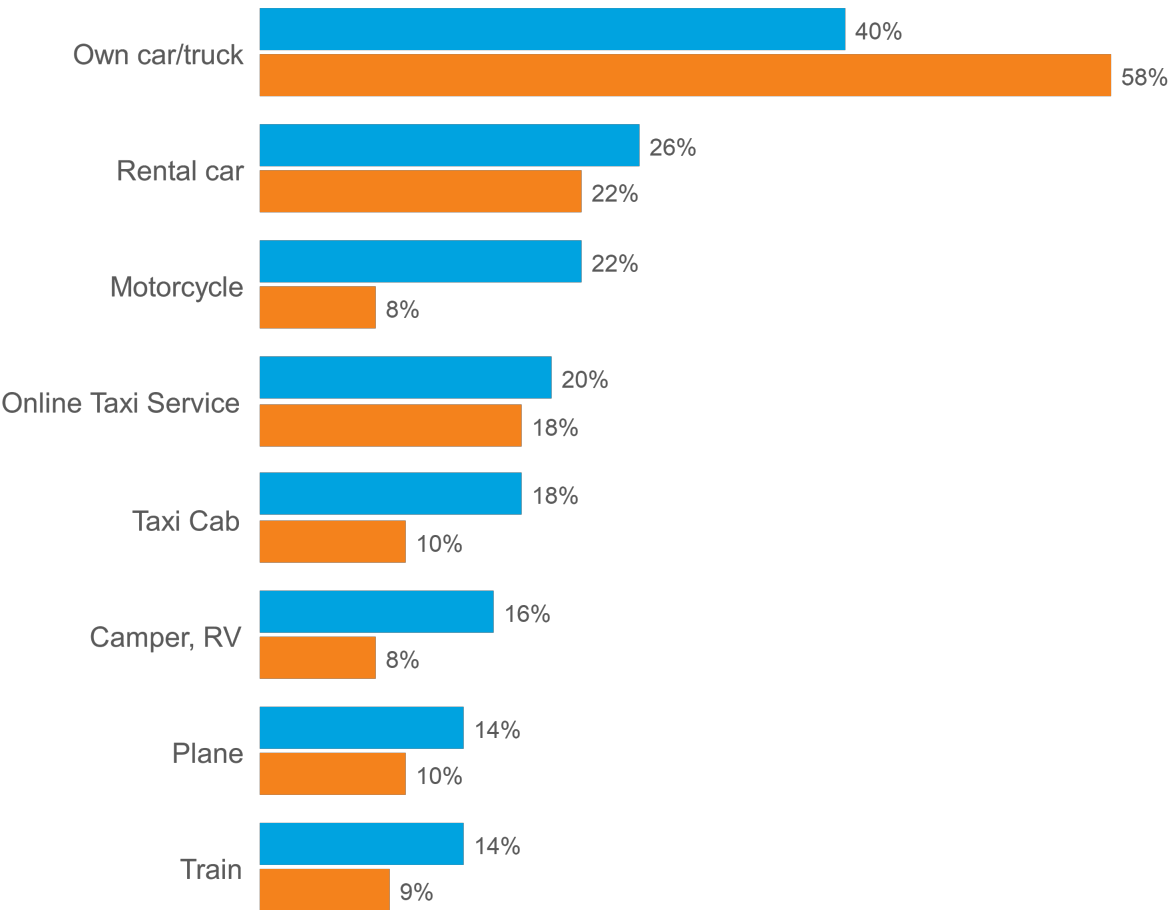
Previous year: **62%**

■ 2022 ■ 2021

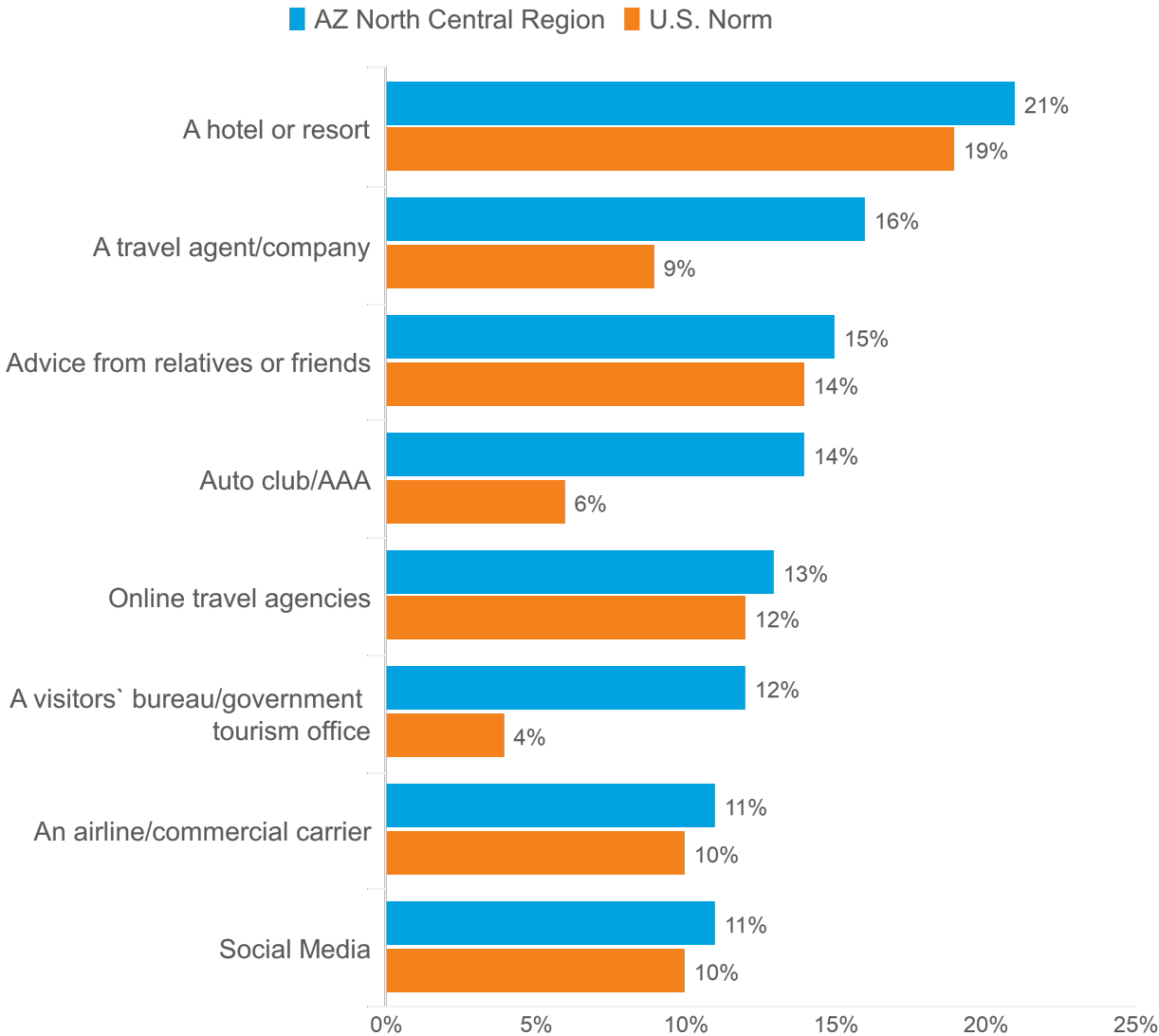


Transportation Used within Destination

■ AZ North Central Region ■ U.S. Norm



Trip Planning Information Sources

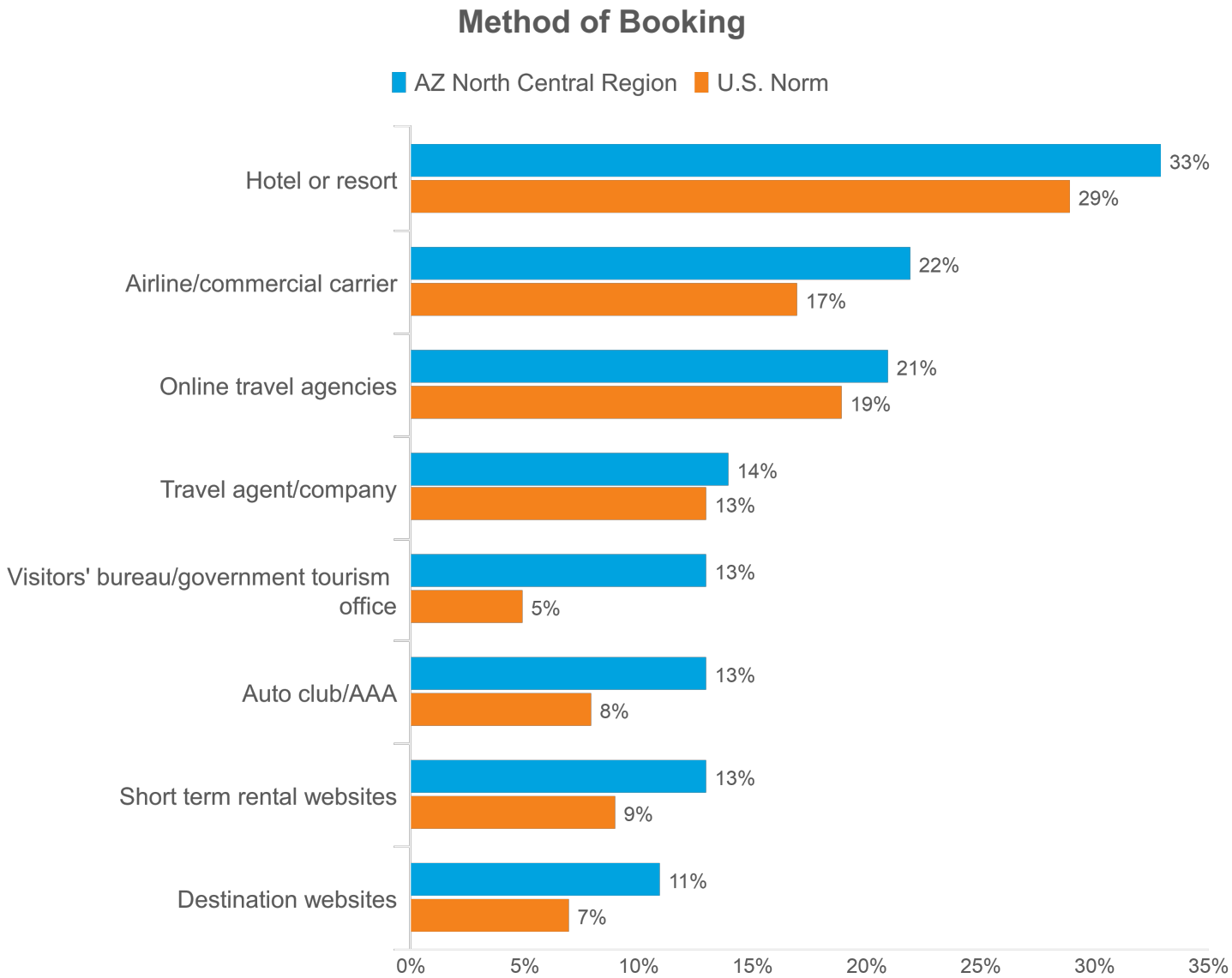


Length of Trip Planning








	AZ North Central Region	U.S. Norm
1 month or less	23%	31%
2 months	15%	16%
3-5 months	26%	18%
6-12 months	24%	14%
More than 1 year in advance	5%	5%
Did not plan anything in advance	8%	16%

AZ North Central Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



Accommodations

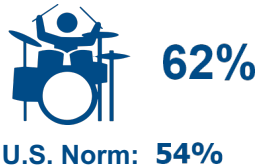
	2022	2021
 Hotel	44%	41%
 Motel	18%	19%
 Resort hotel	13%	11%
 Bed & breakfast	13%	17%
 Campground / RV park	11%	11%
 Home of friends / relatives	11%	7%
 Country inn / lodge	10%	16%

Activity Groupings

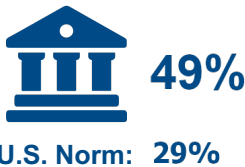
Outdoor Activities



Entertainment Activities



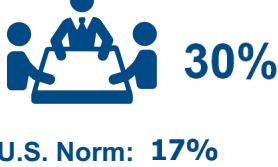
Cultural Activities



Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	2022	2021
Shopping	22%	17%
Sightseeing	20%	18%
Hiking/backpacking	18%	16%
Art gallery	17%	10%
Landmark/historic site	15%	16%
Convention for personal interest	15%	11%
Swimming	14%	9%
Attended/participated in a sports event for teenagers	14%	12%
Trade show	14%	9%
Zoo	14%	9%


Shopping Types on Trip

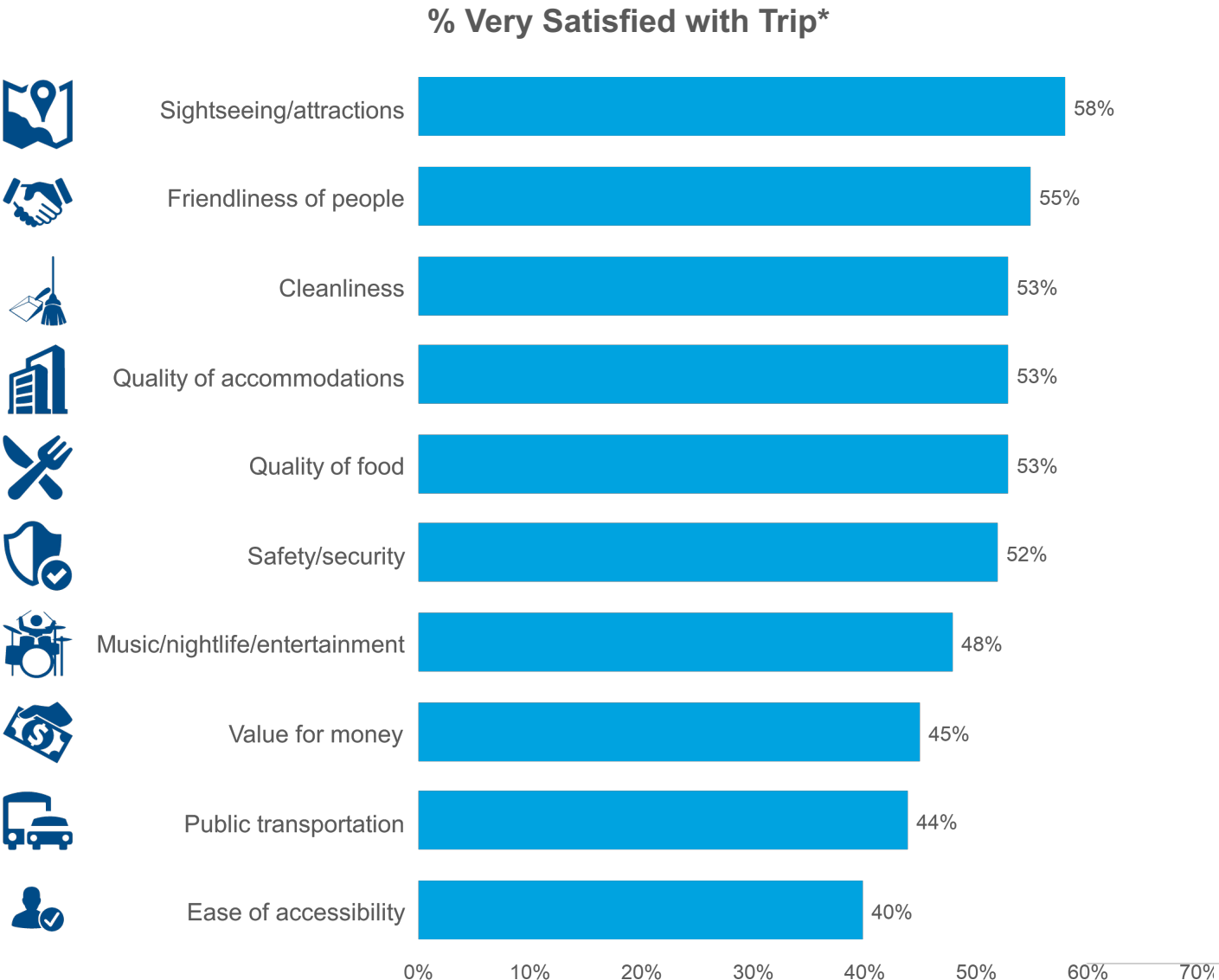
	AZ North Central Region	U.S. Norm	
	Convenience/grocery shopping	45%	44%
	Souvenir shopping	43%	41%
	Outlet/mall shopping	40%	48%
	Big box stores (Walmart, Costco)	36%	33%
	Boutique shopping	35%	29%
	Antiquing	25%	12%

Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

	AZ North Central Region	U.S. Norm	
	Unique/local food	44%	47%
	Fine/upscale dining	26%	25%
	Street food/food trucks	25%	23%
	Picnicking	22%	13%
	Food delivery service (UberEATS, DoorDash, etc.)	22%	21%
	Gastropubs	16%	10%

 **64%**
of overnight travelers were
very satisfied with their overall
trip experience

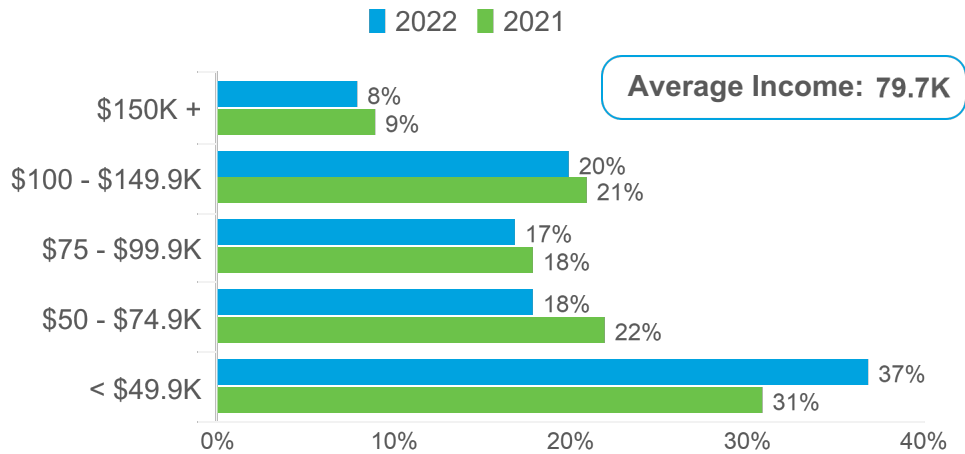


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

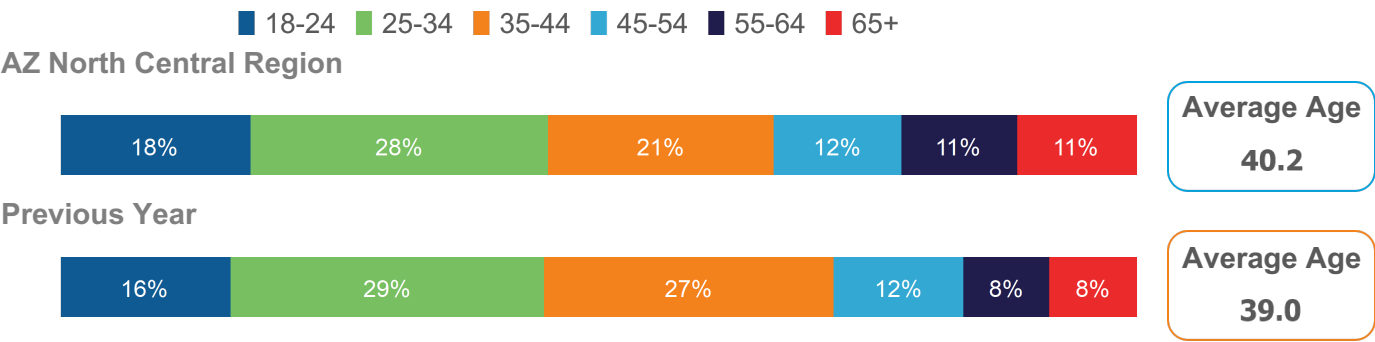
Demographic Profile of Overnight AZ North Central Region Visitors

Base: 2022 Overnight Person-Trips

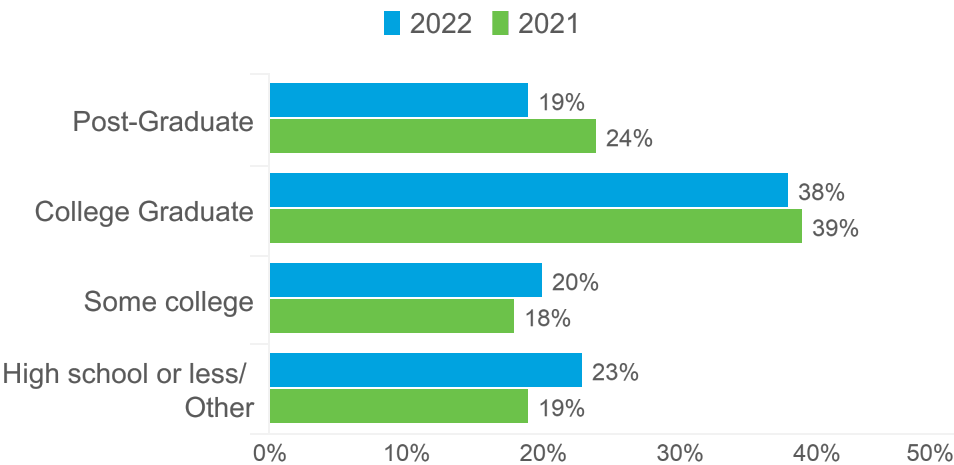
Household Income



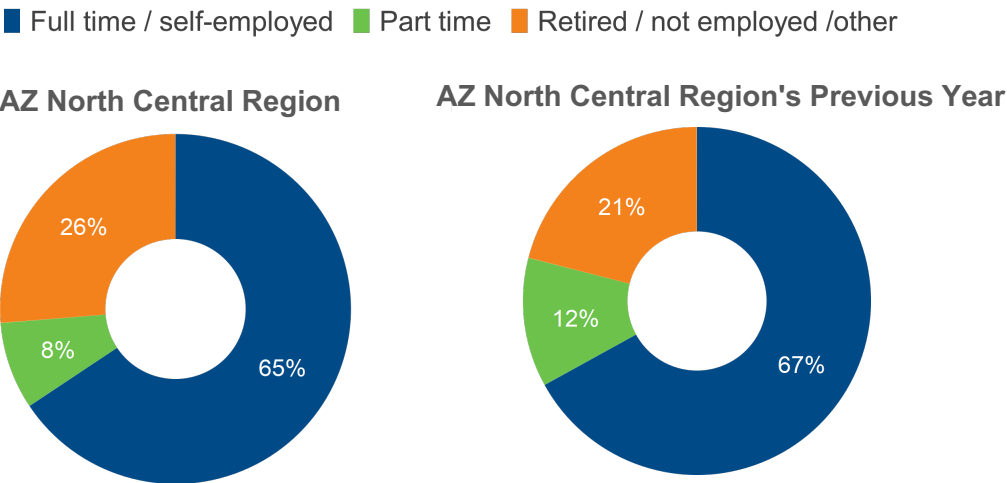
Age



Educational Attainment



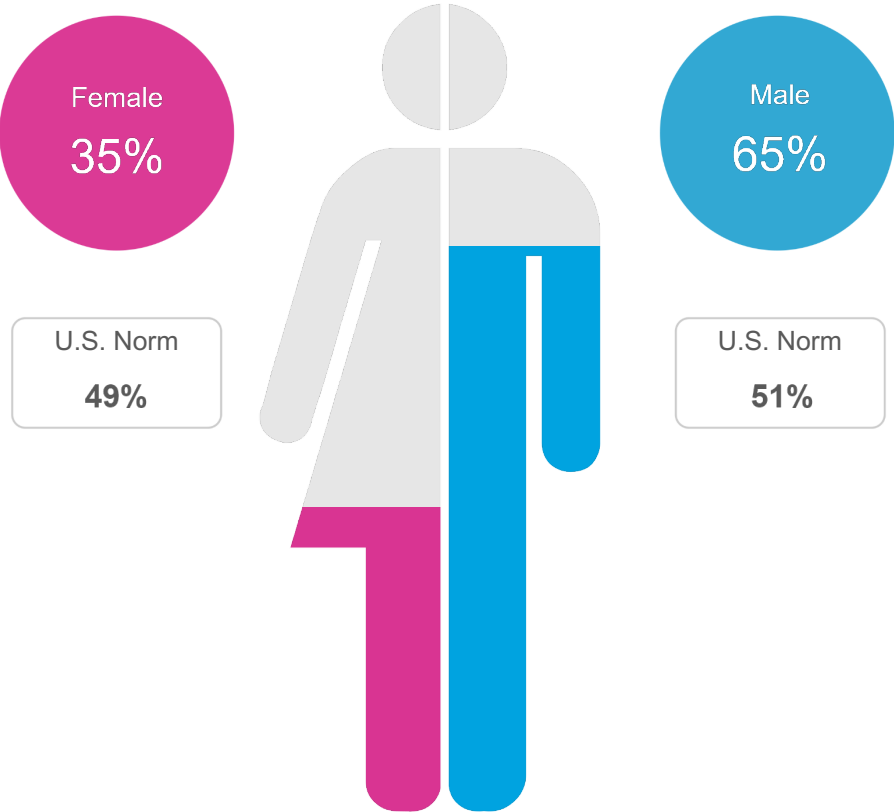
Employment



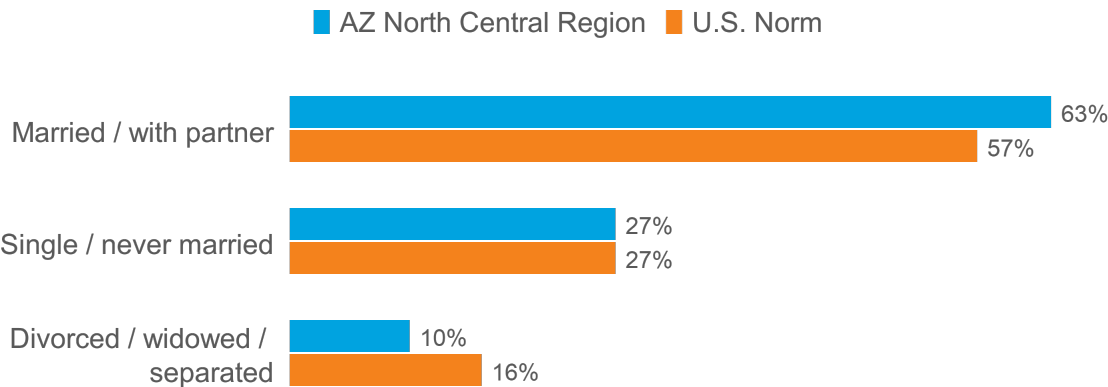
Demographic Profile of Overnight AZ North Central Region Visitors

Base: 2022 Overnight Person-Trips

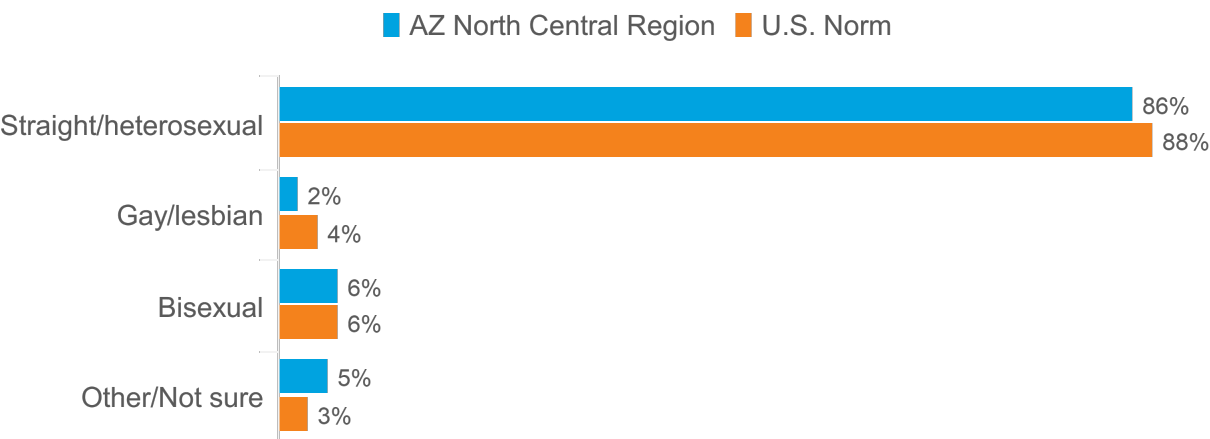
Gender



Marital Status



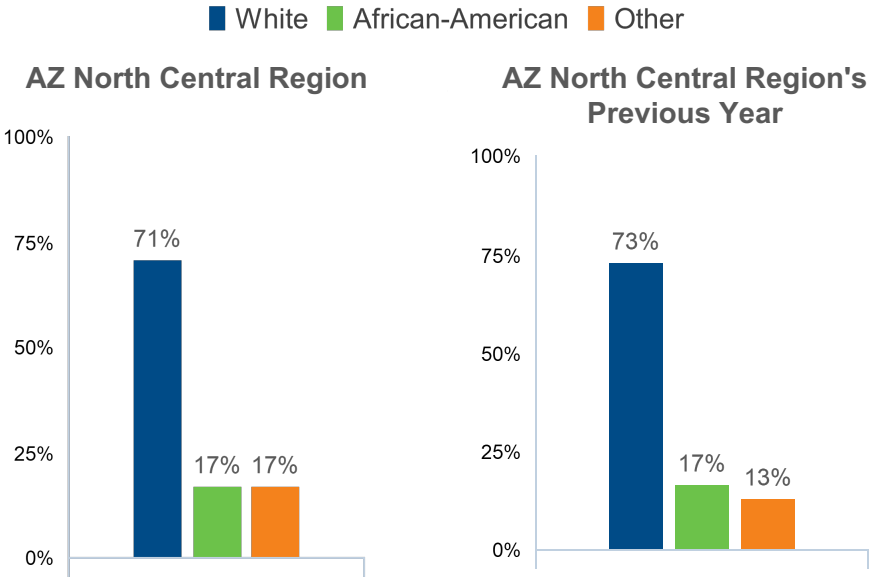
Sexual Orientation



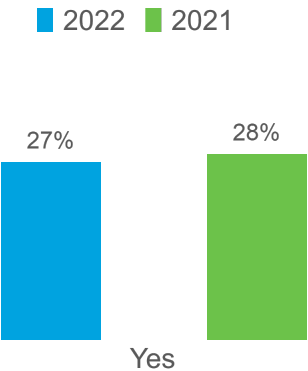
Demographic Profile of Overnight AZ North Central Region Visitors

Base: 2022 Overnight Person-Trips

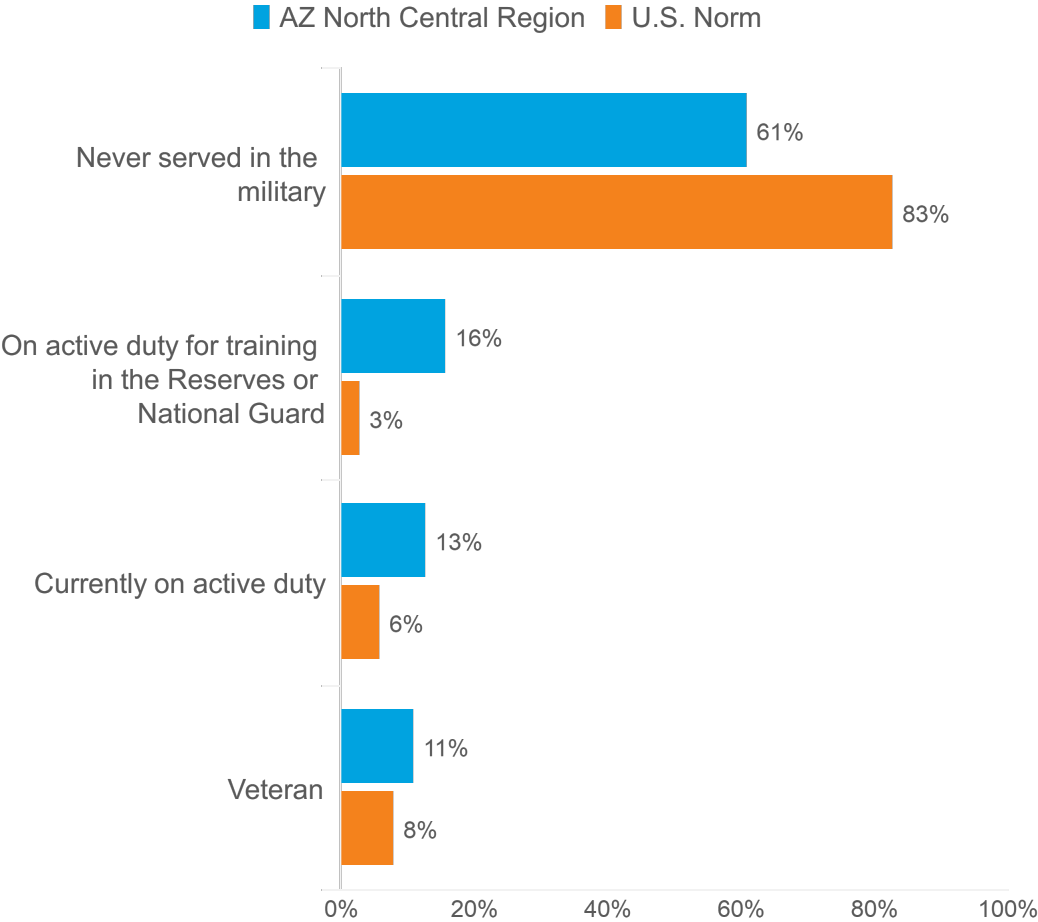
Race



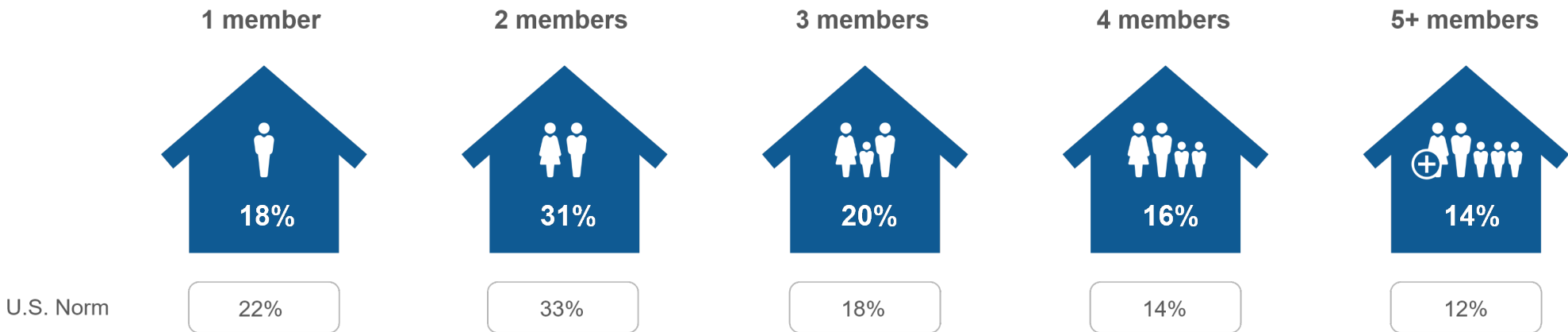
Hispanic Background



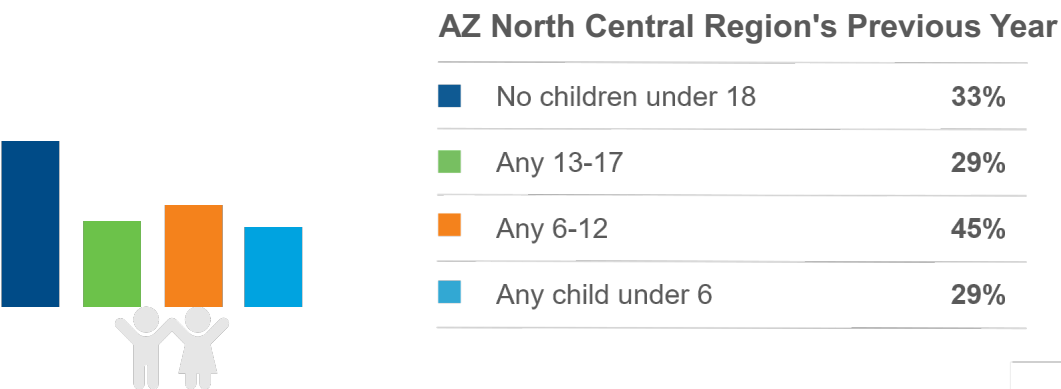
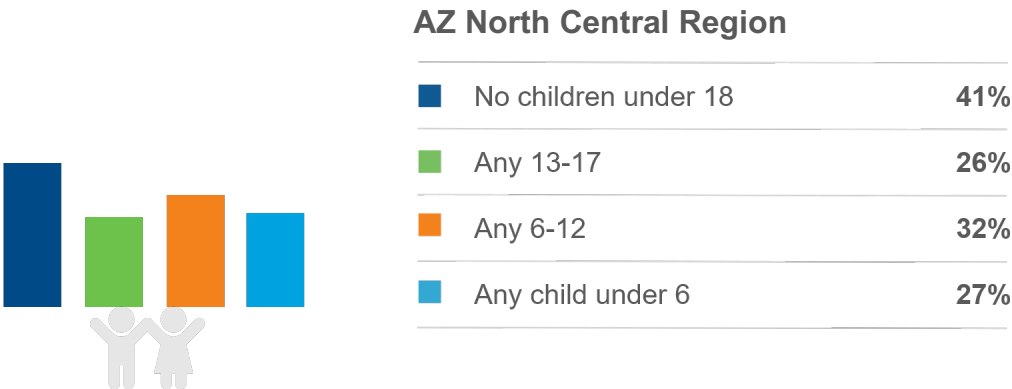
Military Status



Household Size



Children in Household





Travel USA Visitor Profile

Tucson & Southern Region



2022

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- This report provides an overview for Tucson & Southern Region's domestic tourism business in 2022.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Tucson & Southern Region, the following sample was achieved in 2022:



Overnight Base Size

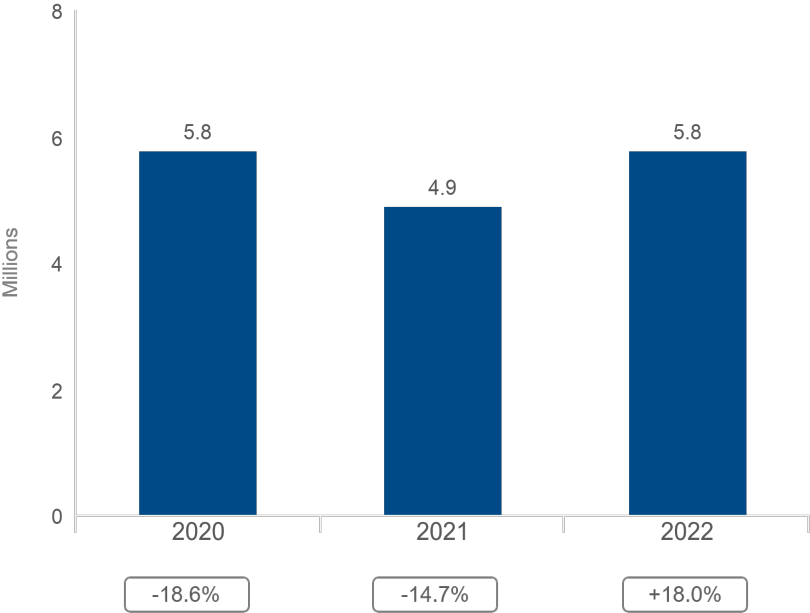
807

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

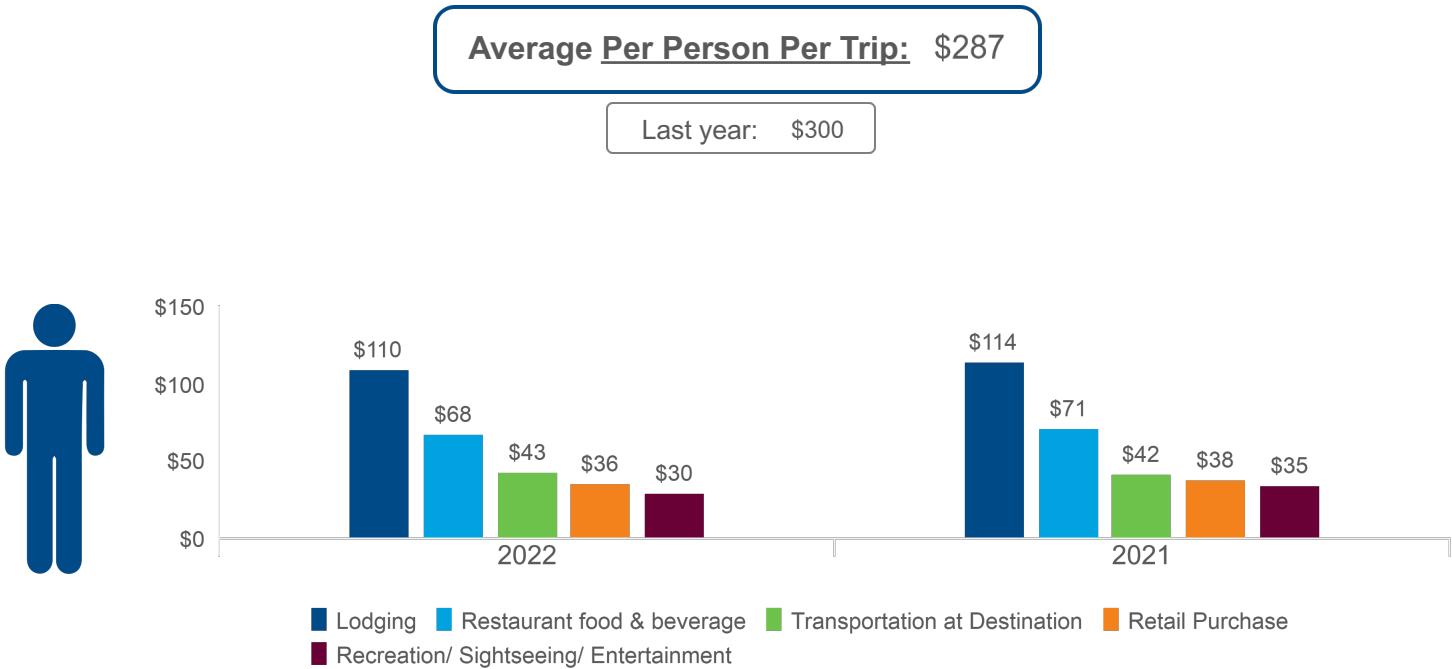
Size and Structure of Tucson & Southern Region's Domestic Travel Market

Base: 2022 Overnight Person-Trips

Overnight Trips to Tucson & Southern Region














Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector



Tucson & Southern Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

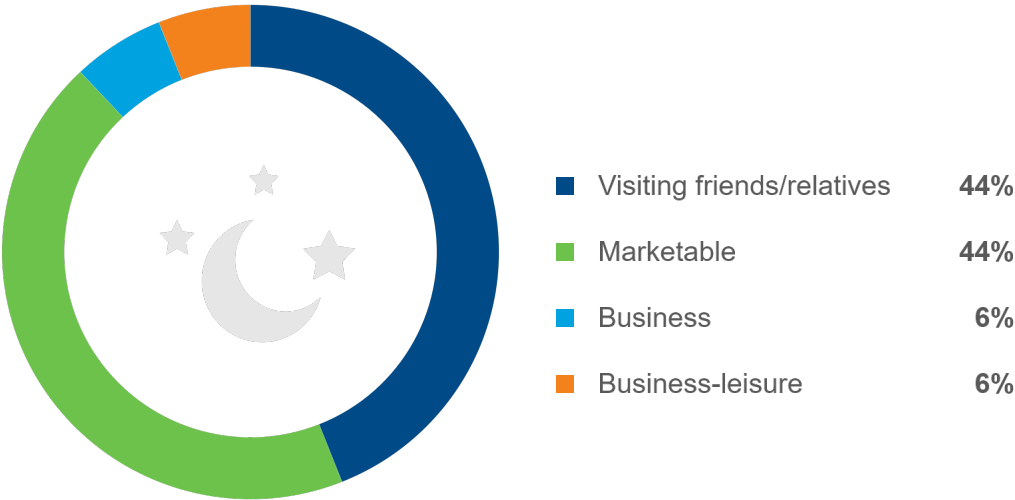
Main Purpose of Trip

	44% Visiting friends/ relatives		2% Conference/ Convention
	13% Touring		
	7% Special event		
	7% Outdoors		
	6% City trip		5% Other business trip
	5% Casino		
	2% Resort		6% Business-Leisure
	2% Golf Trip		

Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	44%	47%
Touring	13%	14%
Special event	7%	4%
Outdoors	7%	8%
City trip	6%	5%
Casino	5%	4%
Resort	2%	3%
Golf Trip	2%	1%

2022 Tucson & Southern Region Overnight Trips

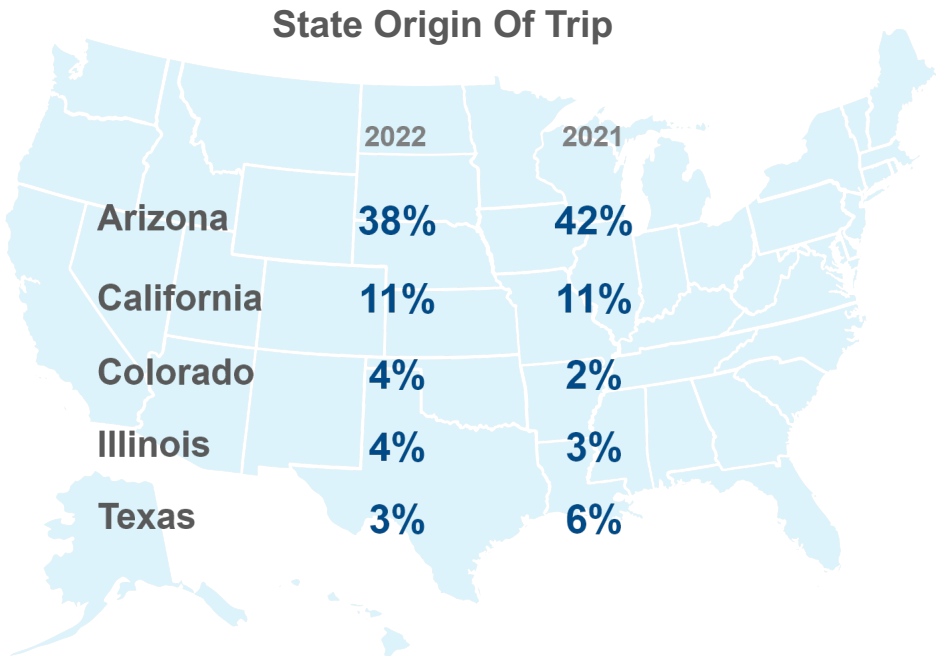


Last Year's Tucson & Southern Region Overnight Trips



Tucson & Southern Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



DMA Origin Of Trip

	2022	2021
Phoenix, AZ	22%	27%
Tucson (Nogales), AZ	15%	14%
Los Angeles, CA	6%	6%
Denver, CO	3%	1%
Chicago, IL	3%	2%
Albuquerque-Santa Fe, NM	3%	1%

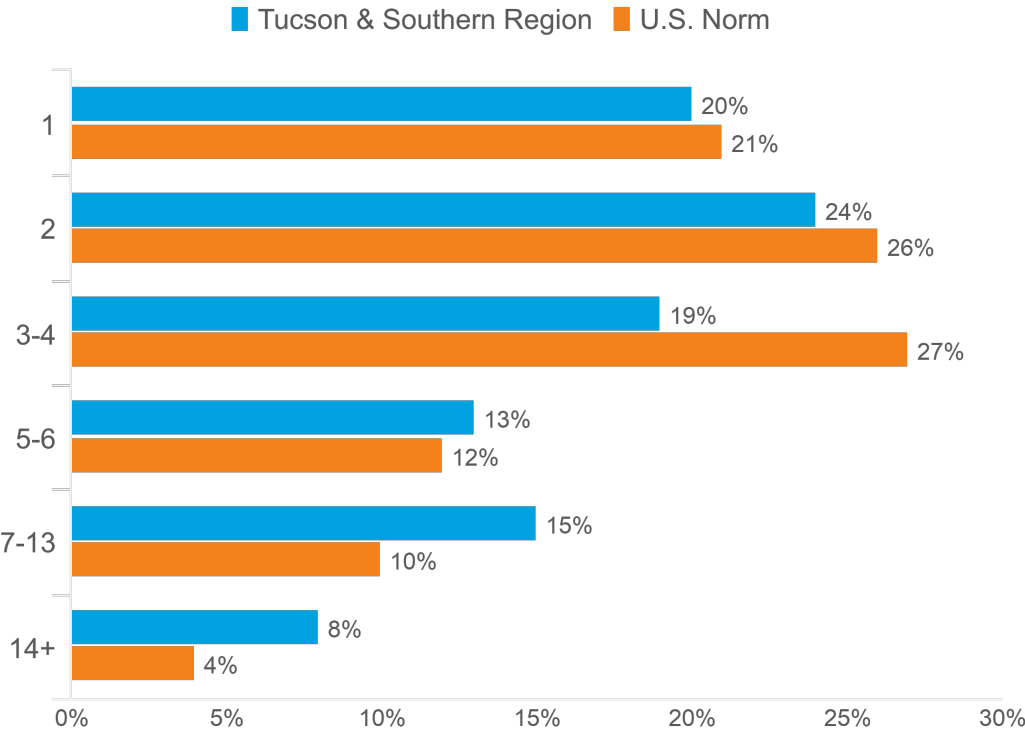
Past Visitation to Tucson & Southern Region

- 73% of overnight travelers to Tucson & Southern Region are repeat visitors
- 51% of overnight travelers to Tucson & Southern Region had visited before in the past 12 months

Tucson & Southern Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

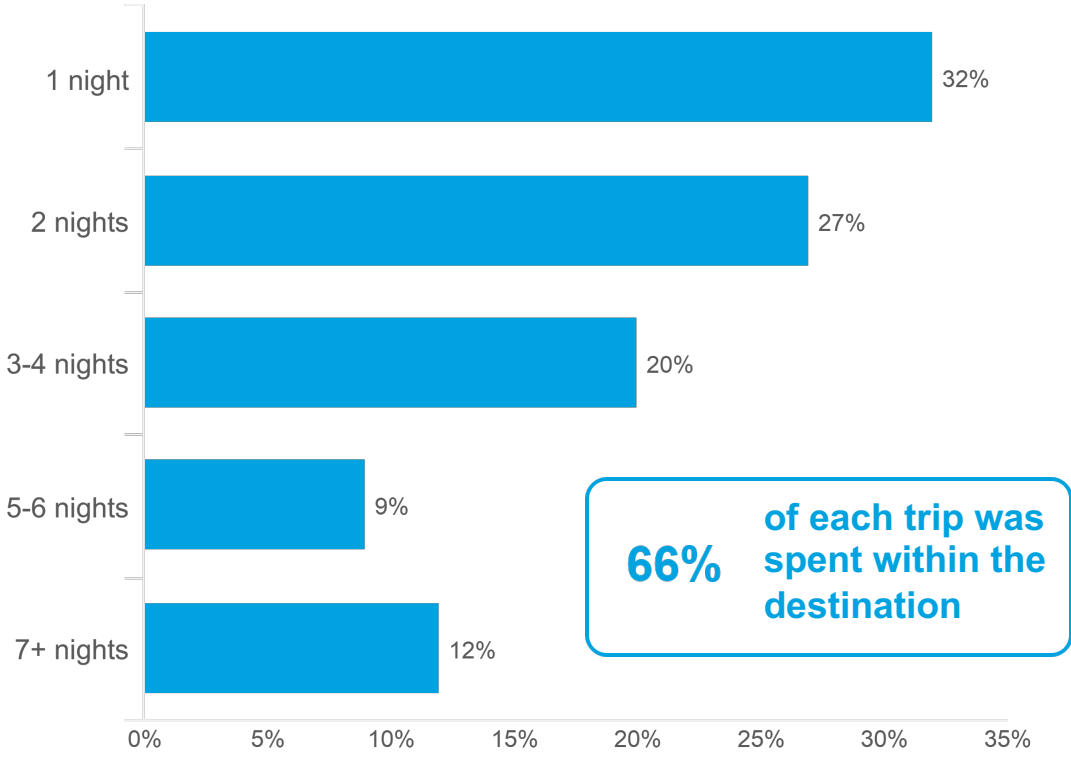
Total Nights Away on Trip



Tucson & Southern Region
5.4
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Tucson & Southern Region



66% of each trip was spent within the destination

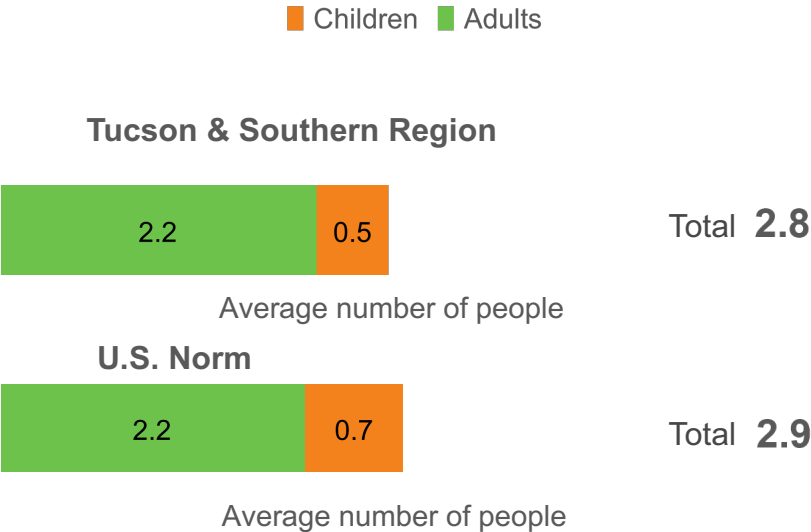
Average number of nights
3.6

Average last year
3.7

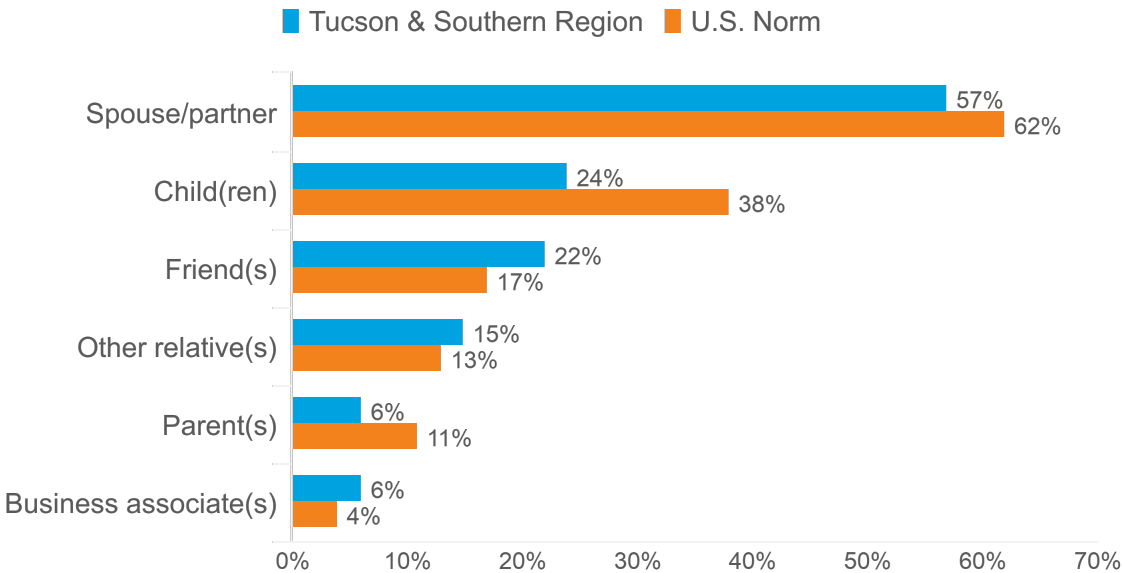
Tucson & Southern Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Size of Travel Party

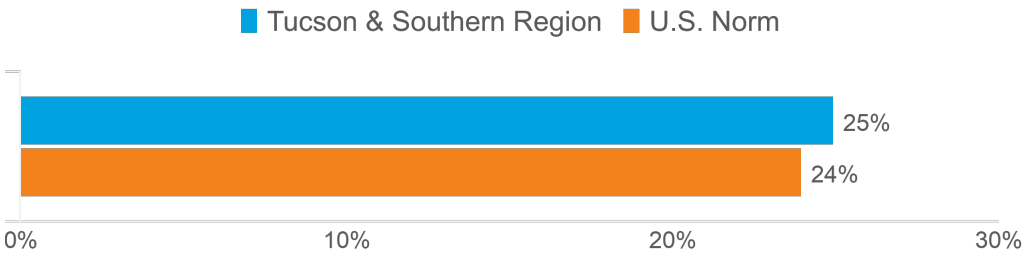


Composition of Immediate Travel Party

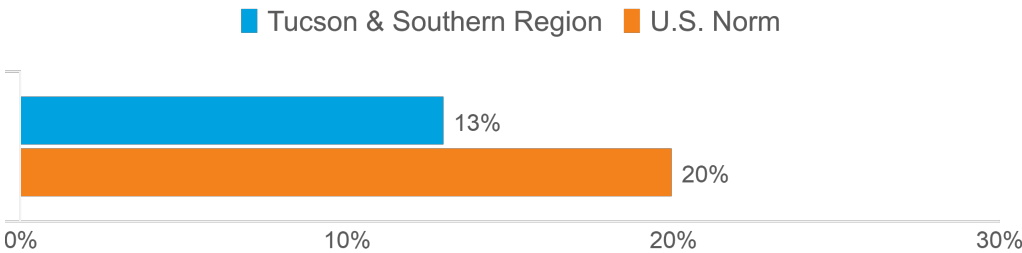


Base: 2022 Overnight Person-Trips that included more than one person

Percent Who Traveled Alone



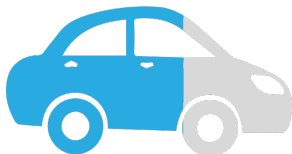
Percent Who Had Travel Party Member with Disabilities



Tucson & Southern Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

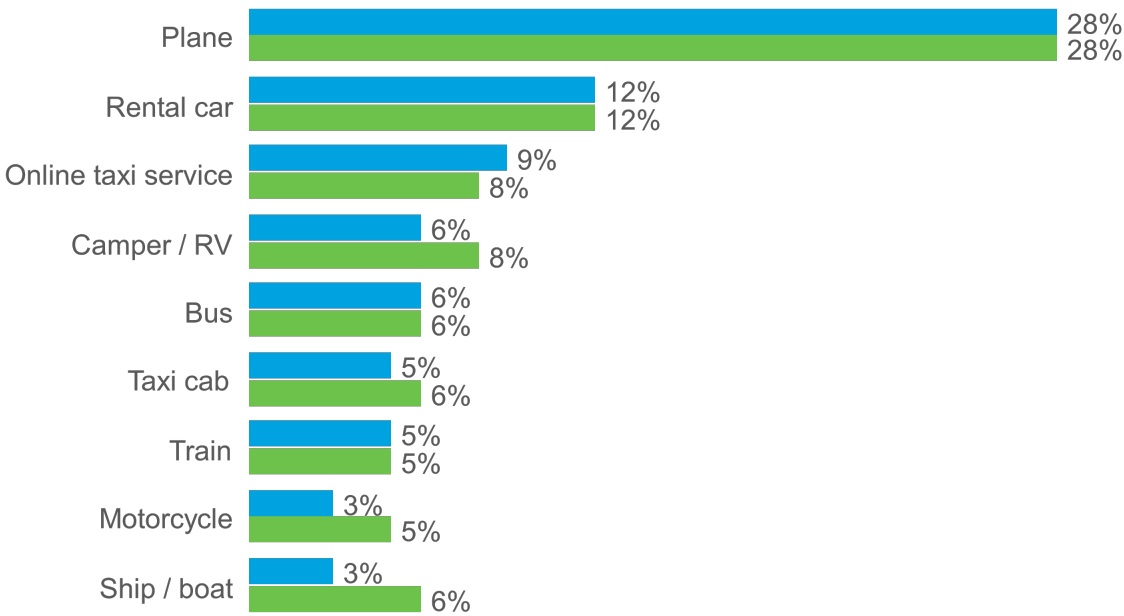
Transportation Used to get to Destination



62% of overnight travelers use own car/truck to get to their destination

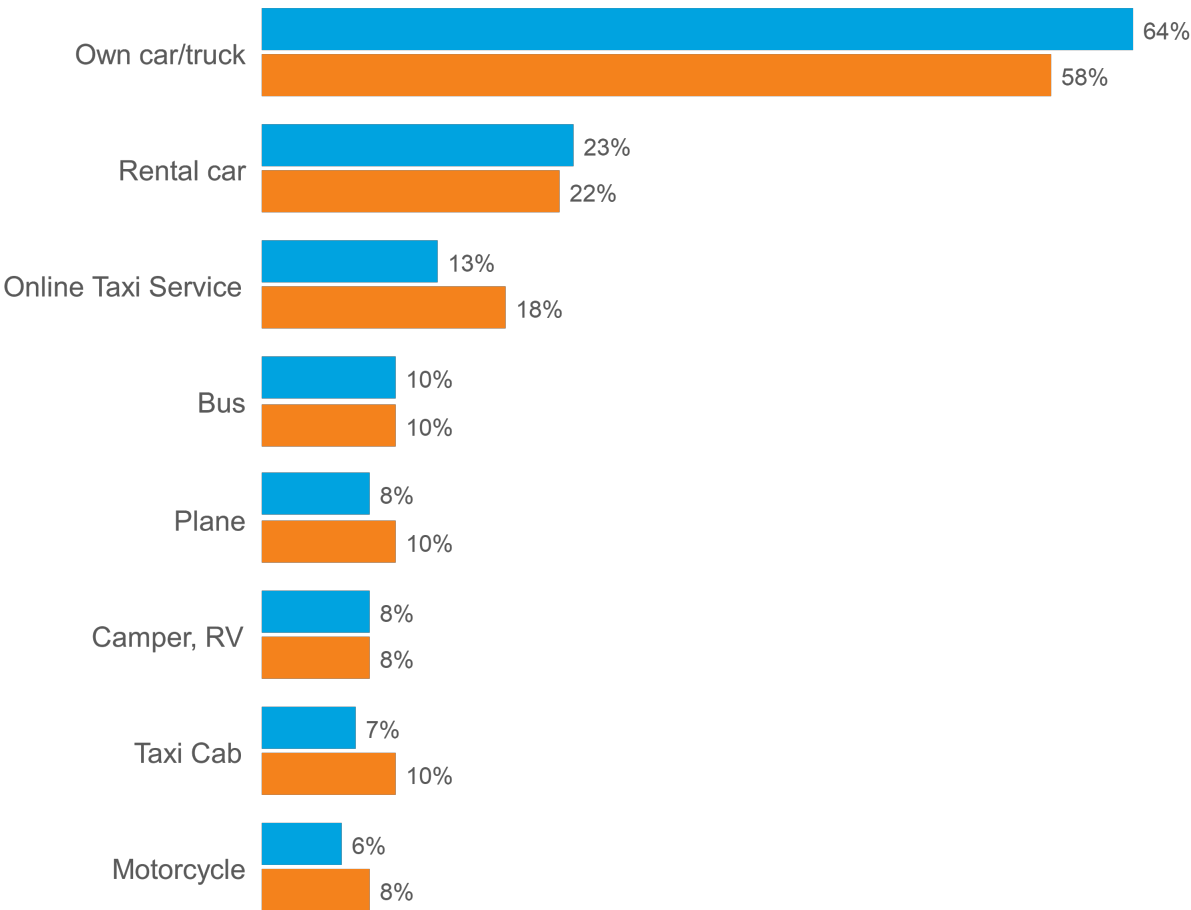
Previous year: 67%

■ 2022 ■ 2021

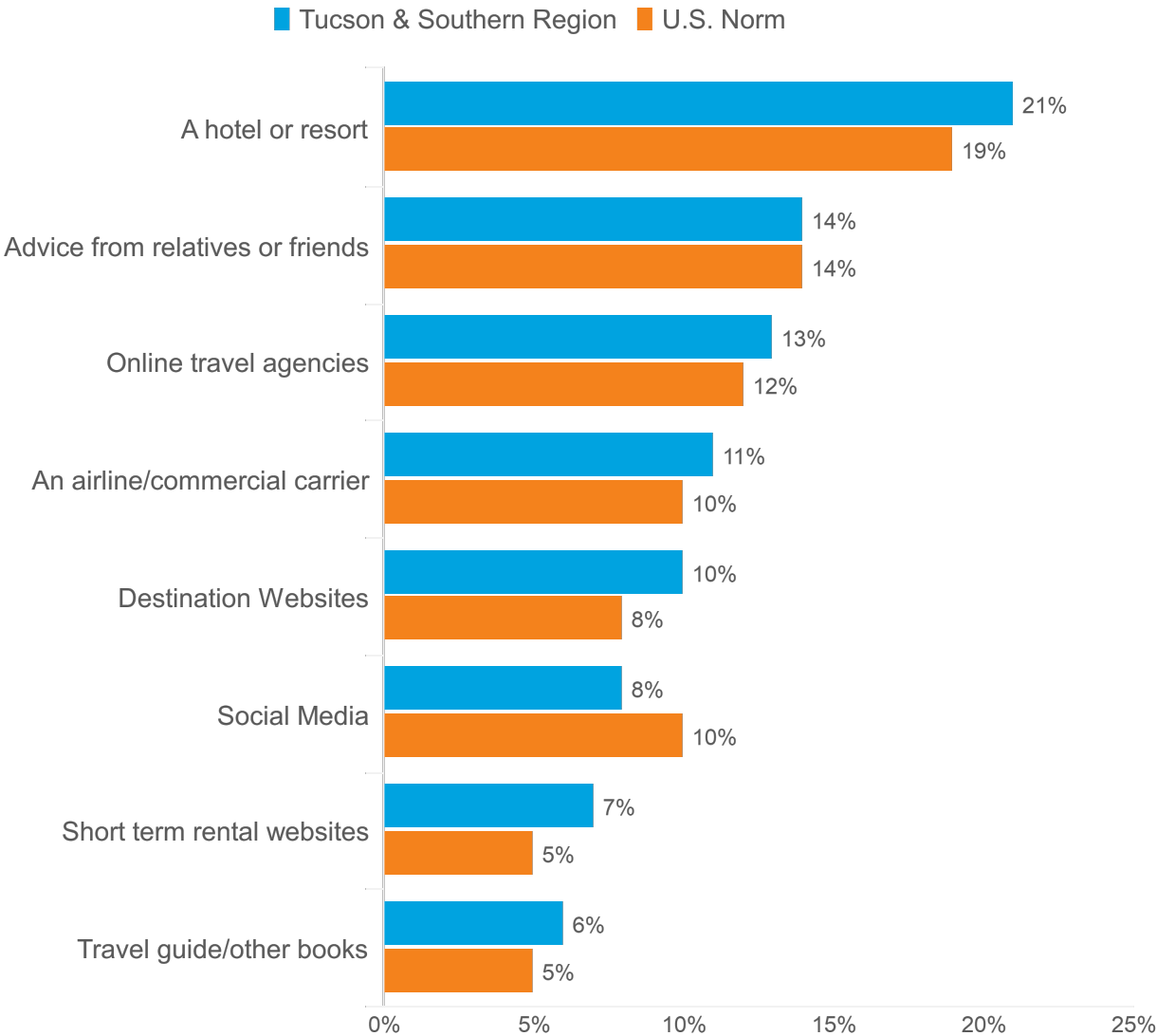


Transportation Used within Destination

■ Tucson & Southern Region ■ U.S. Norm



Trip Planning Information Sources

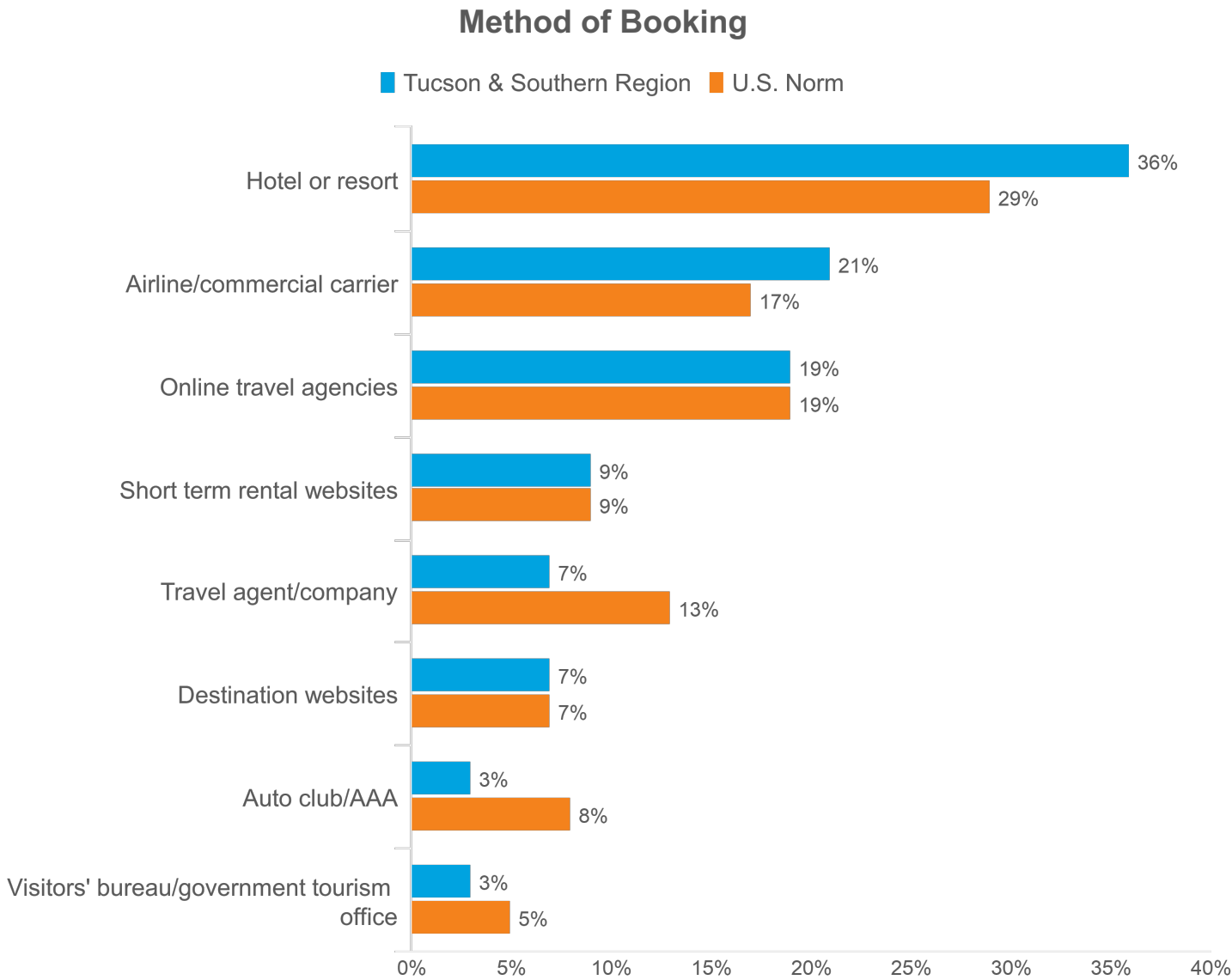


Length of Trip Planning








	Tucson & Southern Region	U.S. Norm
1 month or less	31%	31%
2 months	16%	16%
3-5 months	17%	18%
6-12 months	10%	14%
More than 1 year in advance	4%	5%
Did not plan anything in advance	23%	16%

Tucson & Southern Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



Accommodations

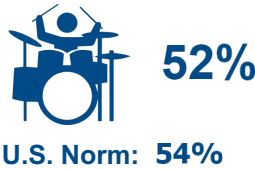
	2022	2021
 Hotel	37%	33%
 Home of friends / relatives	22%	22%
 Motel	14%	16%
 Resort hotel	12%	10%
 Campground / RV park	8%	6%
 Rented home / condo / apartment	6%	7%
 Bed & breakfast	5%	7%

Activity Groupings

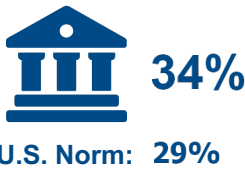
Outdoor Activities



Entertainment Activities



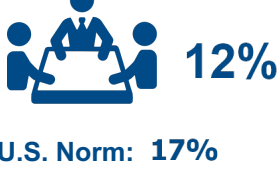
Cultural Activities



Sporting Activities



Business Activities



Activities and Experiences (Top 10)

	2022	2021
Shopping	29%	21%
Sightseeing	26%	19%
Landmark/historic site	18%	18%
Museum	15%	15%
Hiking/backpacking	15%	16%
National/state park	15%	14%
Bar/nightclub	14%	12%
Attending celebration	13%	13%
Casino	13%	10%
Swimming	12%	14%

Shopping Types on Trip

Tucson & Southern Region U.S. Norm



Convenience/grocery shopping

54%

44%



Outlet/mall shopping

49%

48%



Big box stores (Walmart, Costco)

39%

33%



Souvenir shopping

39%

41%



Boutique shopping

28%

29%



Antiquing

16%

12%

Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

Tucson & Southern Region U.S. Norm



Unique/local food

52%

47%



Fine/upscale dining

22%

25%



Street food/food trucks

20%

23%



Food delivery service
(UberEATS, DoorDash, etc.)

14%

21%



Picnicking

12%

13%



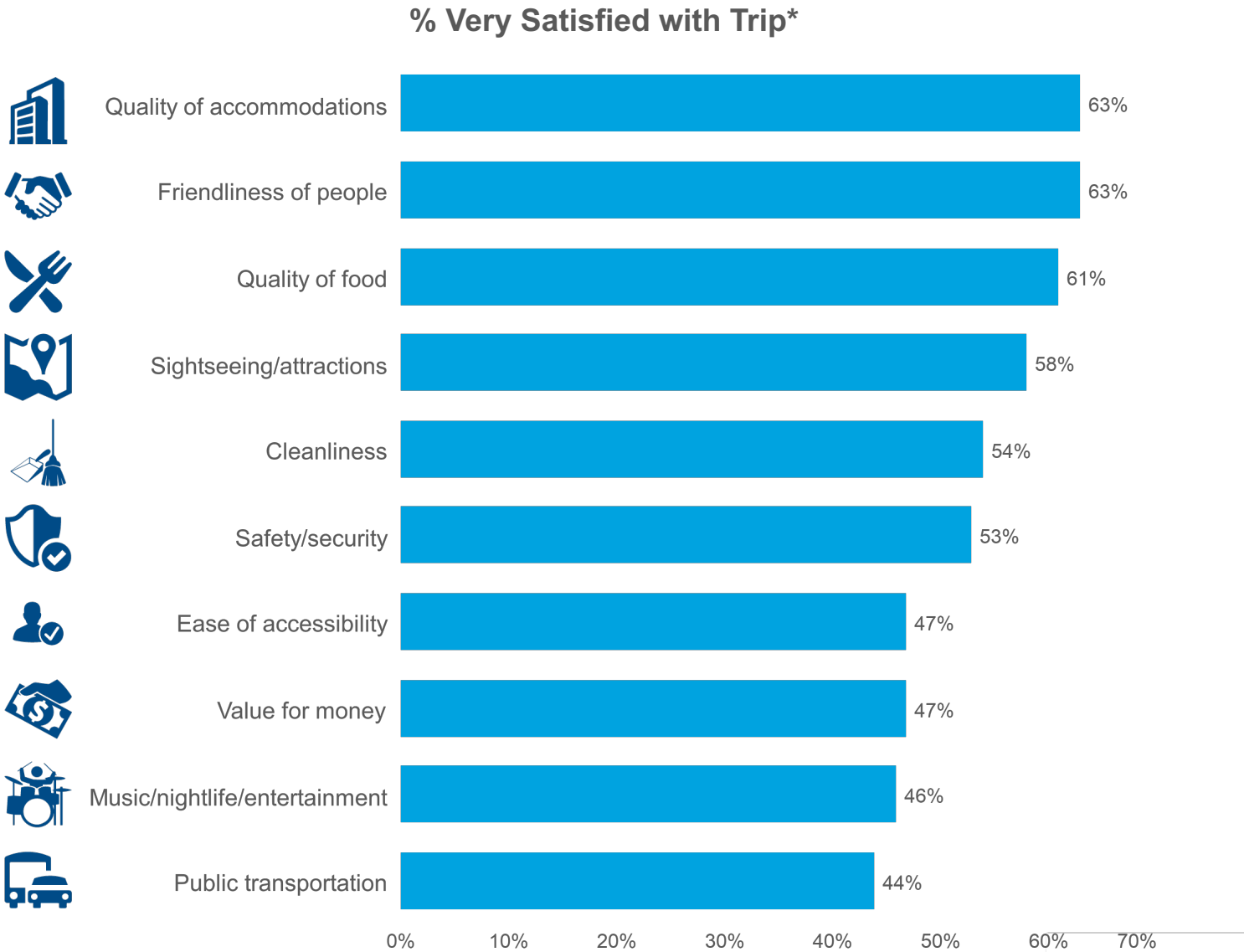
Gastropubs

7%

10%



72%
of overnight travelers were
very satisfied with their overall
trip experience

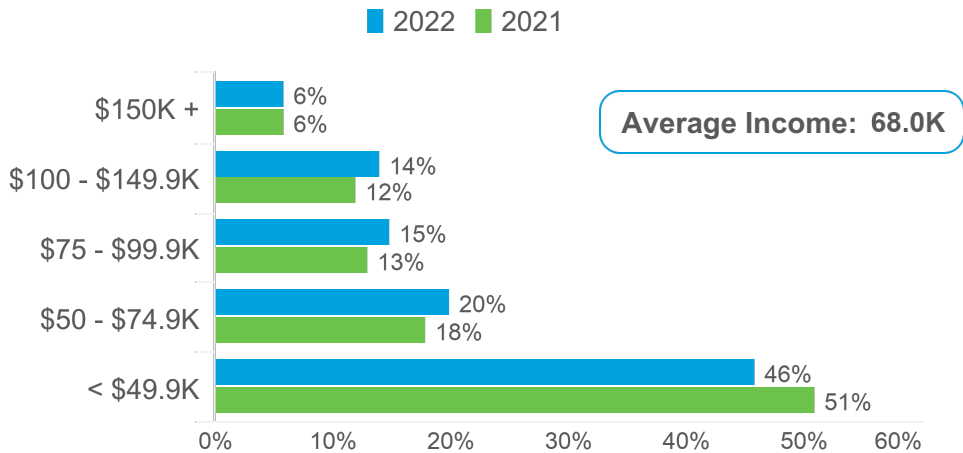


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

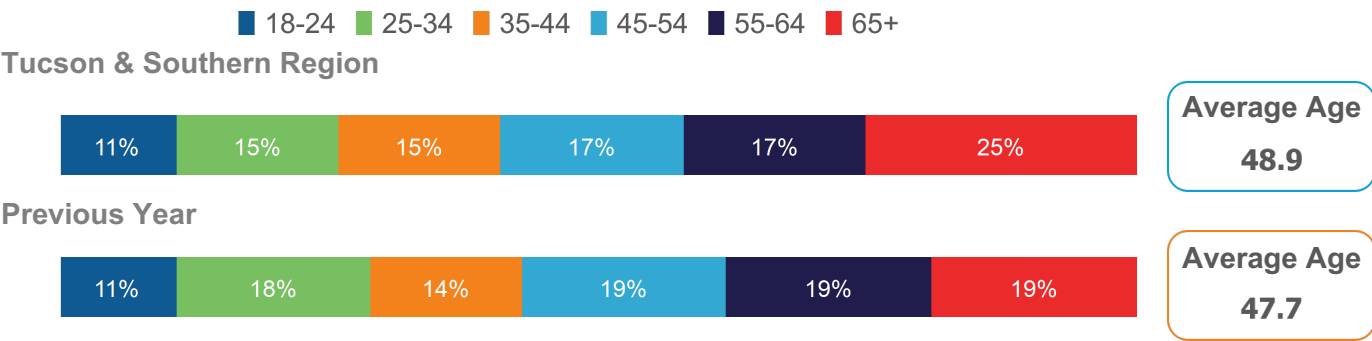
Demographic Profile of Overnight Tucson & Southern Region Visitors

Base: 2022 Overnight Person-Trips

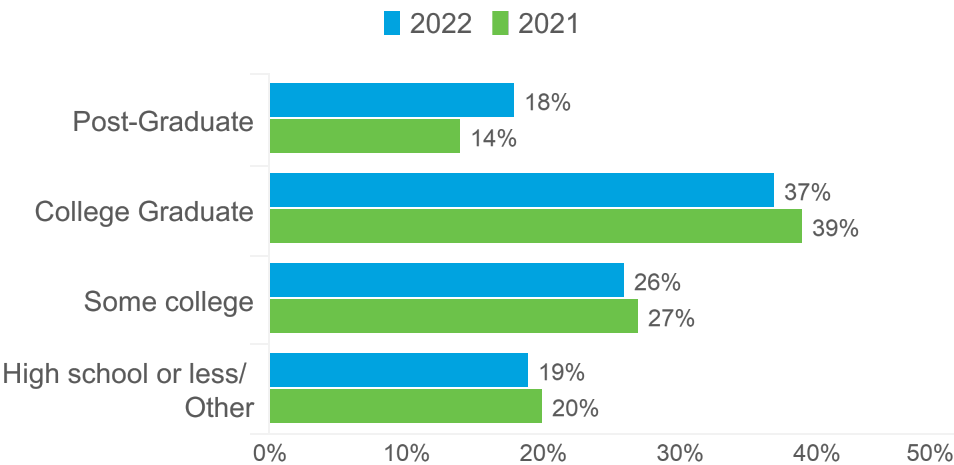
Household Income



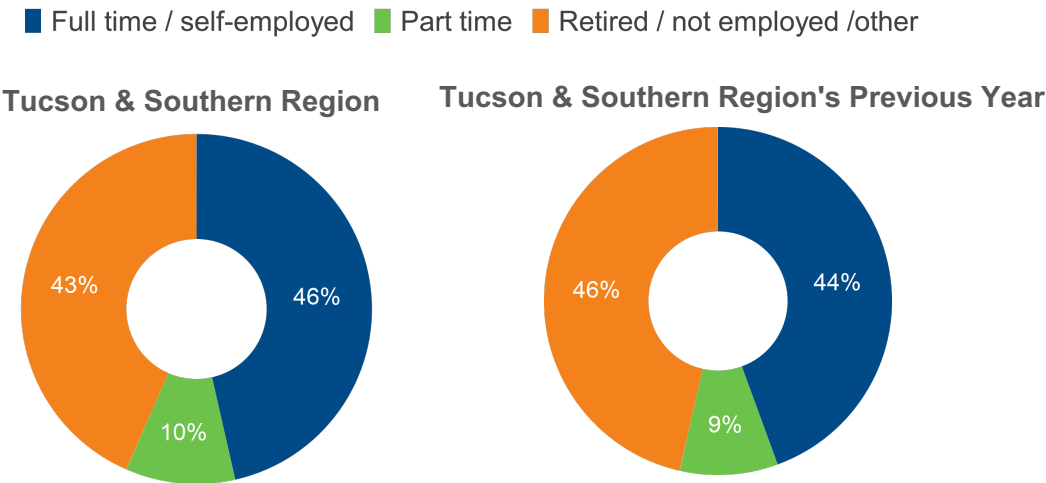
Age



Educational Attainment



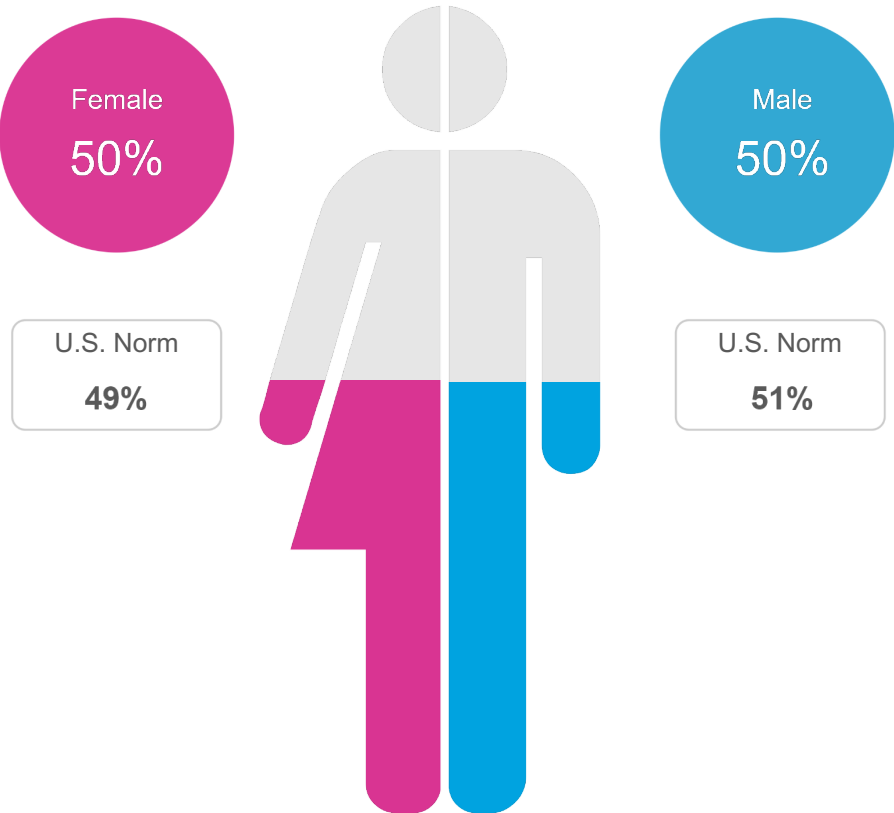
Employment



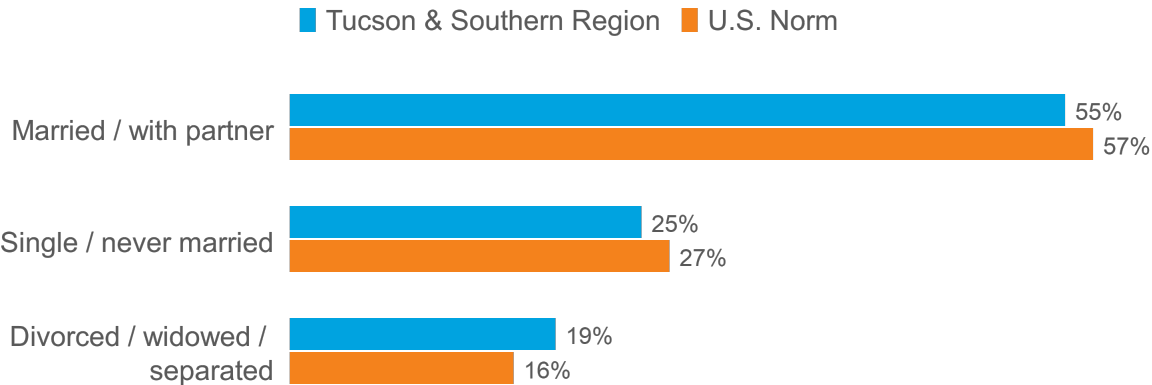
Demographic Profile of Overnight Tucson & Southern Region Visitors

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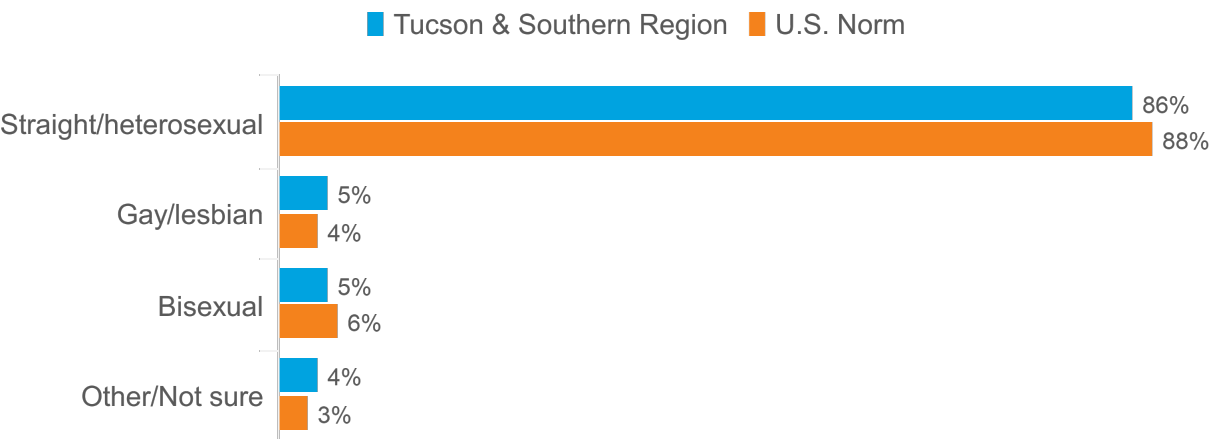
Gender



Marital Status



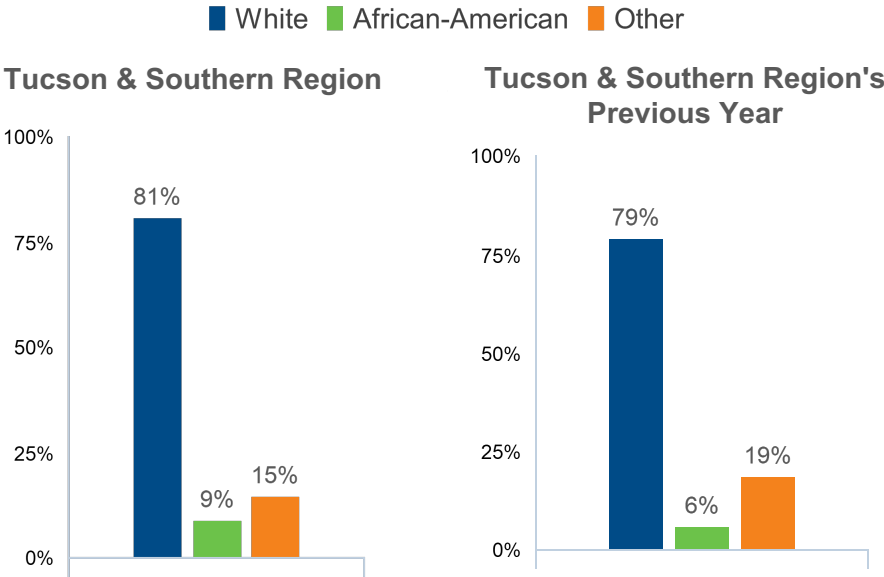
Sexual Orientation



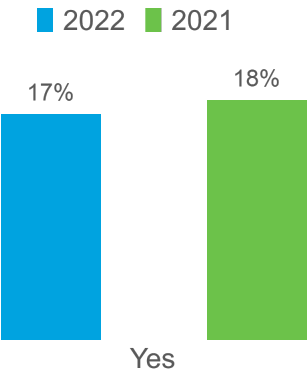
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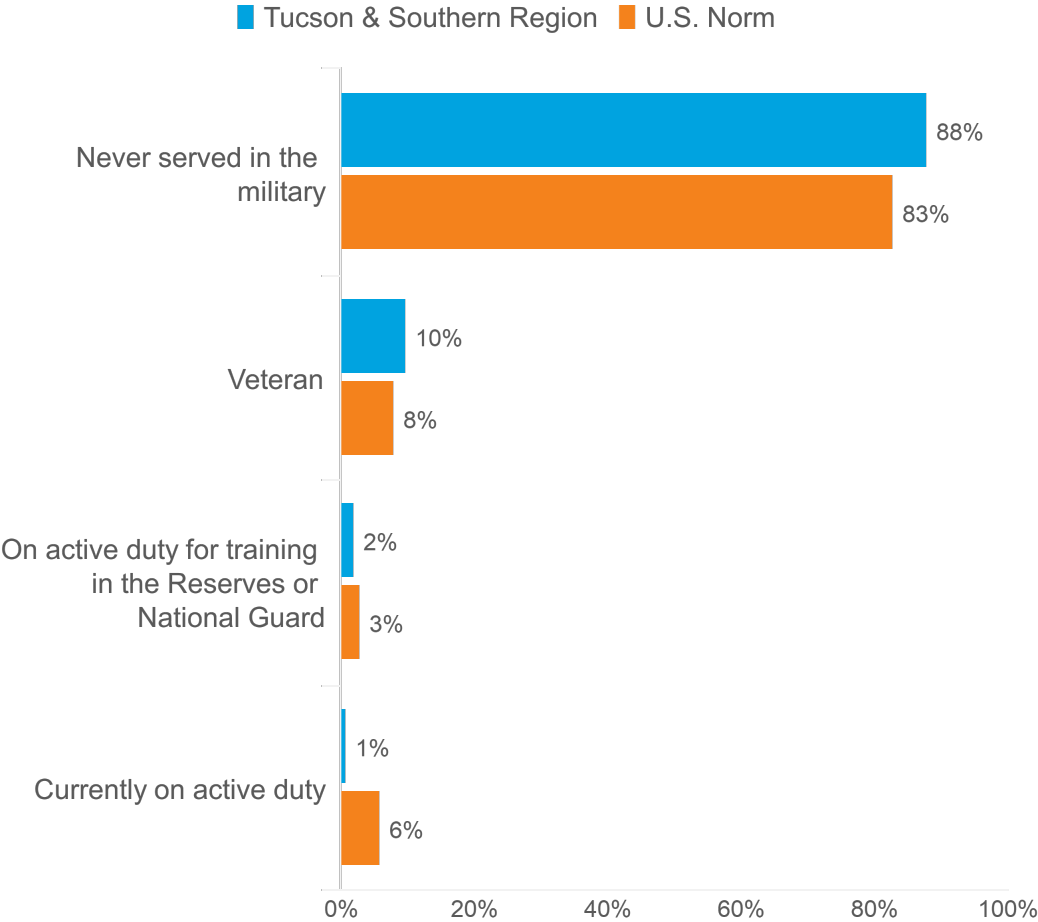
Race



Hispanic Background



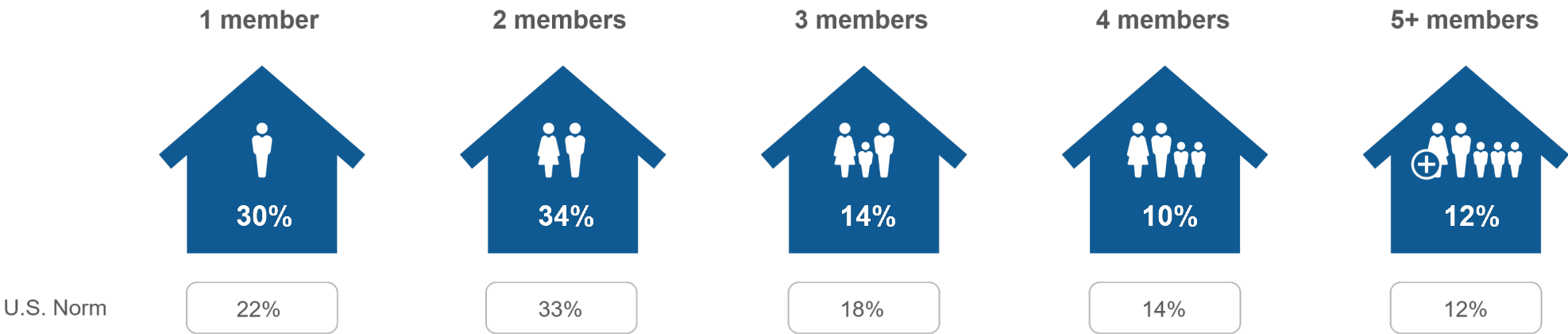
Military Status



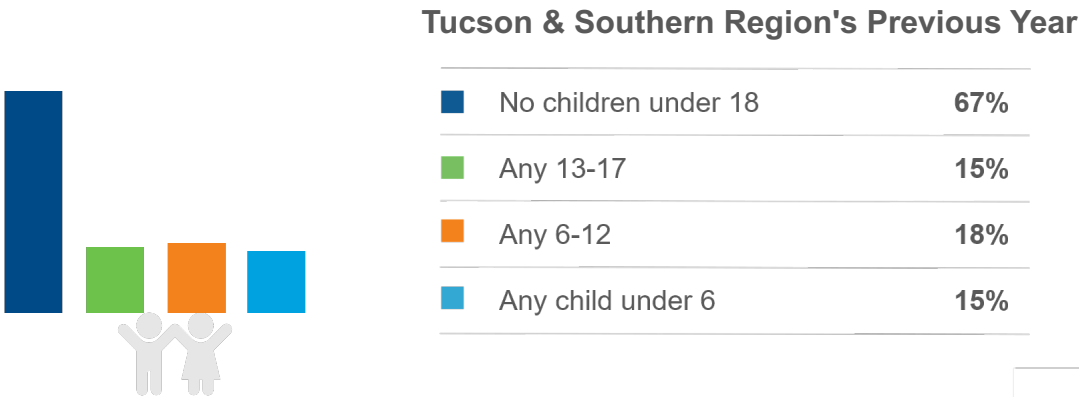
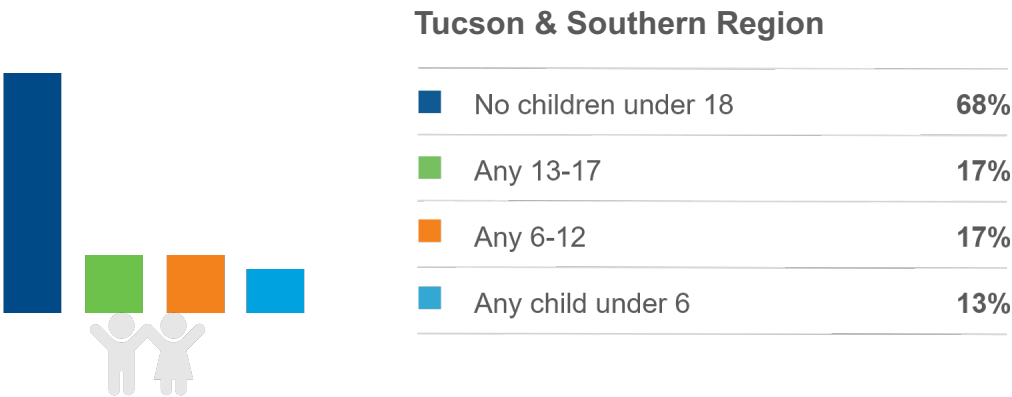
Demographic Profile of Overnight Tucson & Southern Region Visitors

Base: 2022 Overnight Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Phoenix, Scottsdale, & Central Region

ARIZONA
OFFICE OF TOURISM

2022

Introduction

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- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
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Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Phoenix/Scottsdale & Central Region, the following sample was achieved in 2022:



Overnight Base Size

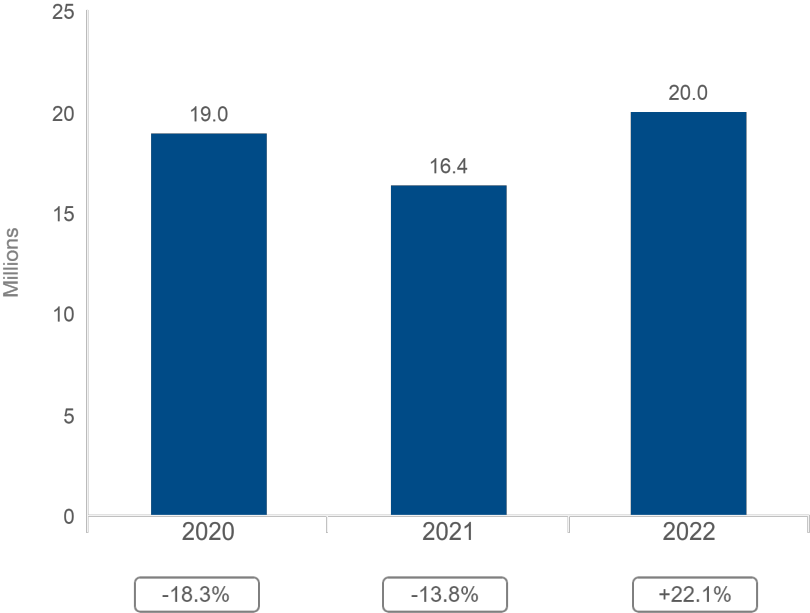
2,395

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

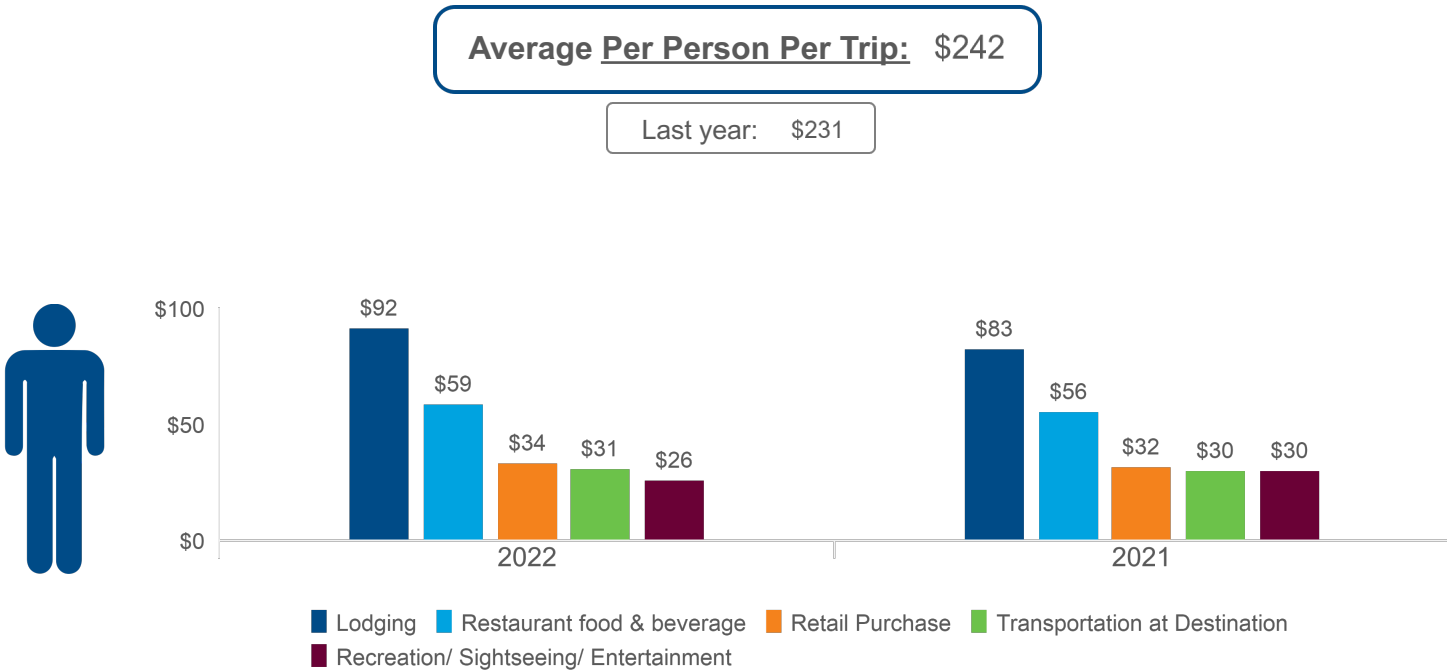
Size and Structure of Phoenix/Scottsdale & Central Region's Domestic Travel Market

Base: 2022 Overnight Person-Trips

Overnight Trips to Phoenix/Scottsdale & Central Region














Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector



Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Main Purpose of Trip

	46% Visiting friends/ relatives		3% Conference/ Convention
	10% Touring		
	10% Special event		
	7% City trip		
	6% Outdoors		5% Other business trip
	4% Casino		
	3% Resort		4% Business-Leisure
	1% Golf Trip		

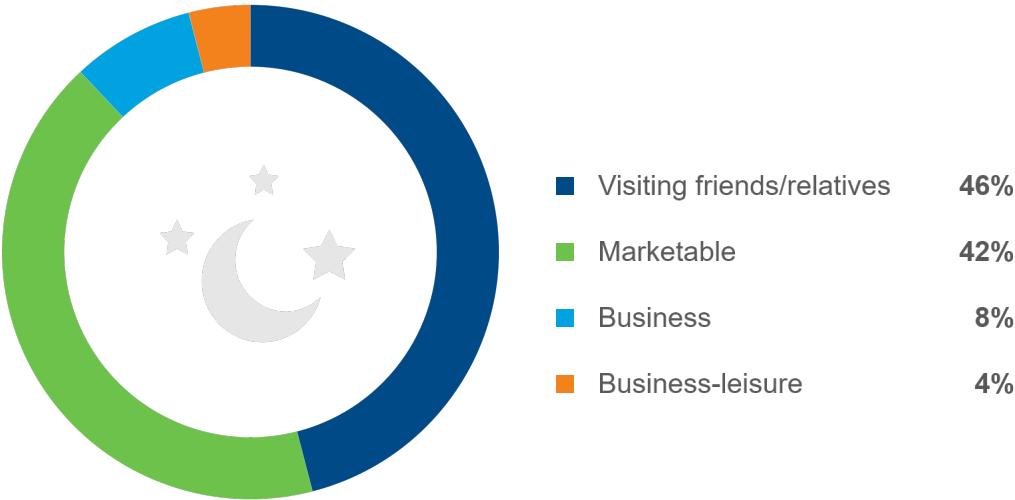
Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	46%	43%
Touring	10%	11%
Special event	10%	7%
City trip	7%	8%
Outdoors	6%	9%
Casino	4%	4%
Resort	3%	3%
Golf Trip	1%	1%

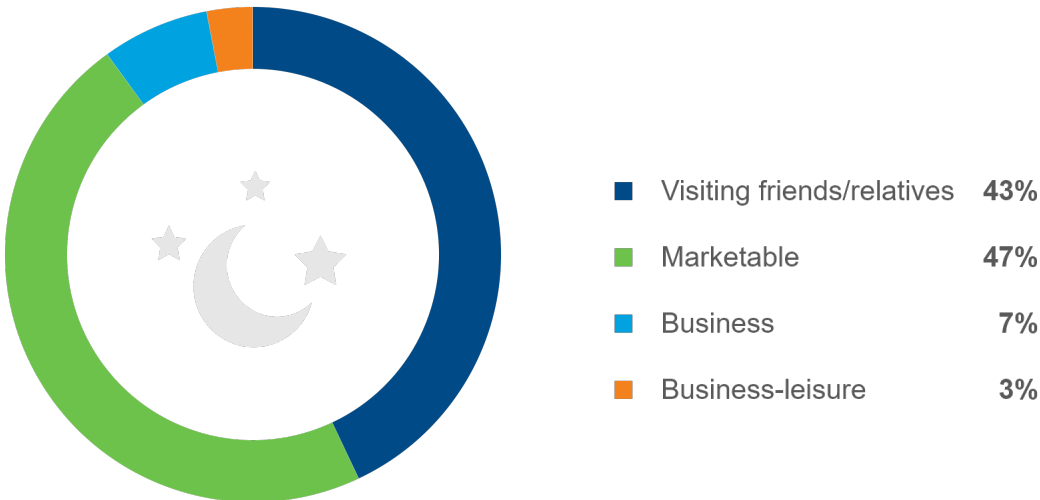
Structure of the Phoenix/Scottsdale & Central Region Overnight Travel Market

Base: 2022 Overnight Person-Trips

2022 Phoenix/Scottsdale & Central Region Overnight Trips

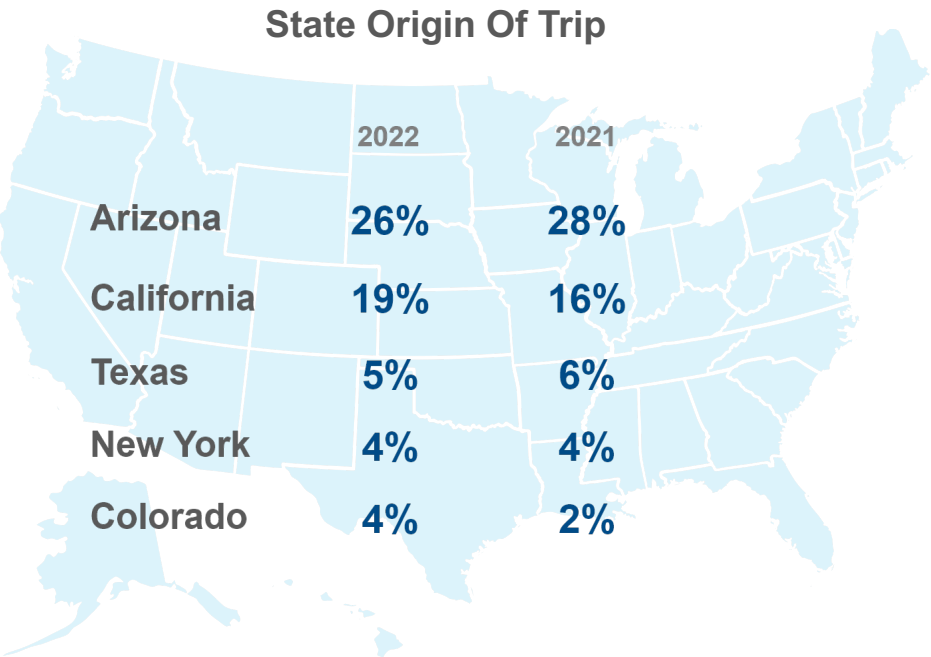


Last Year's Phoenix/Scottsdale & Central Region Overnight Trips



Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



DMA Origin Of Trip

	2022	2021
Phoenix, AZ	18%	21%
Los Angeles, CA	12%	10%
Tucson (Nogales), AZ	7%	7%
New York, NY	3%	4%
Denver, CO	3%	2%
Chicago, IL	3%	5%
Las Vegas, NV	3%	2%

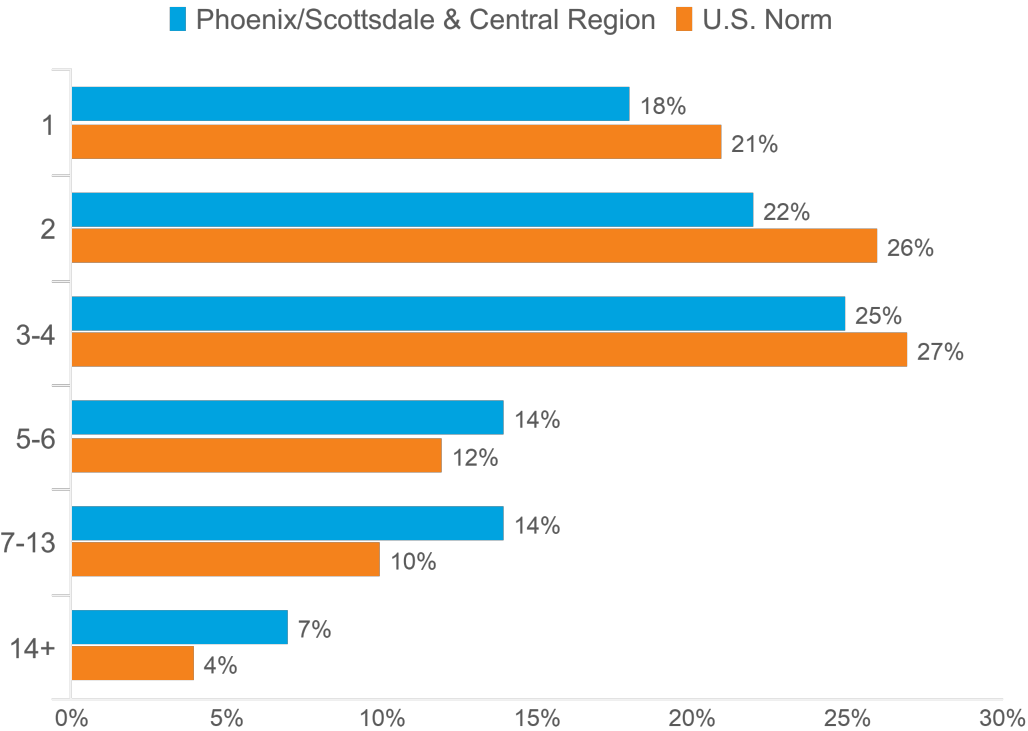
Past Visitation to Phoenix/Scottsdale & Central Region

- 78% of overnight travelers to Phoenix/Scottsdale & Central Region are repeat visitors
- 53% of overnight travelers to Phoenix/Scottsdale & Central Region had visited before in the past 12 months

Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

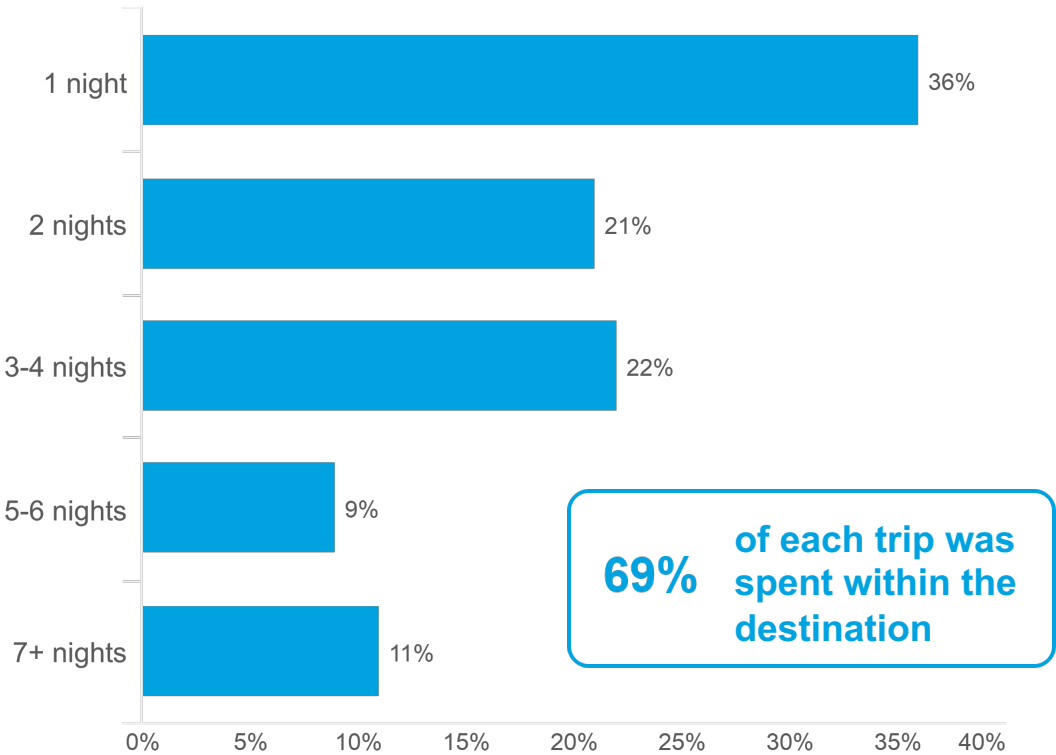
Total Nights Away on Trip



Phoenix/Scottsdale & Central
Region
4.9
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Phoenix/Scottsdale & Central Region



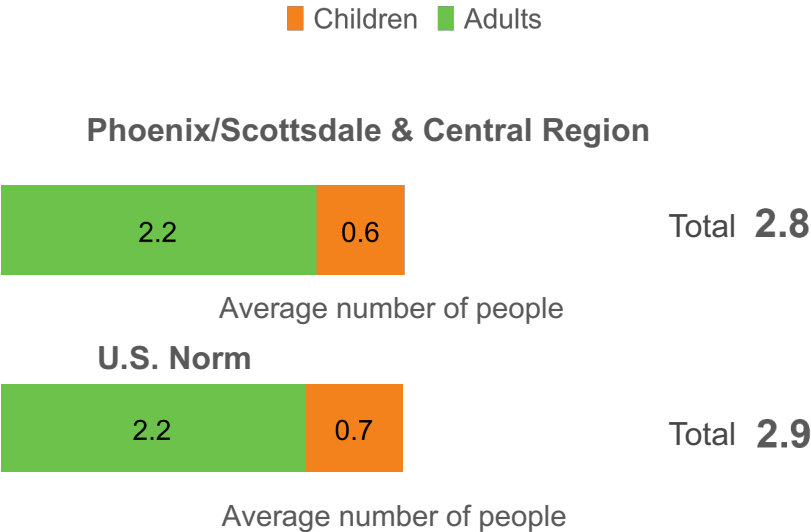
Average number
of nights
3.4

Average last
year
3.4

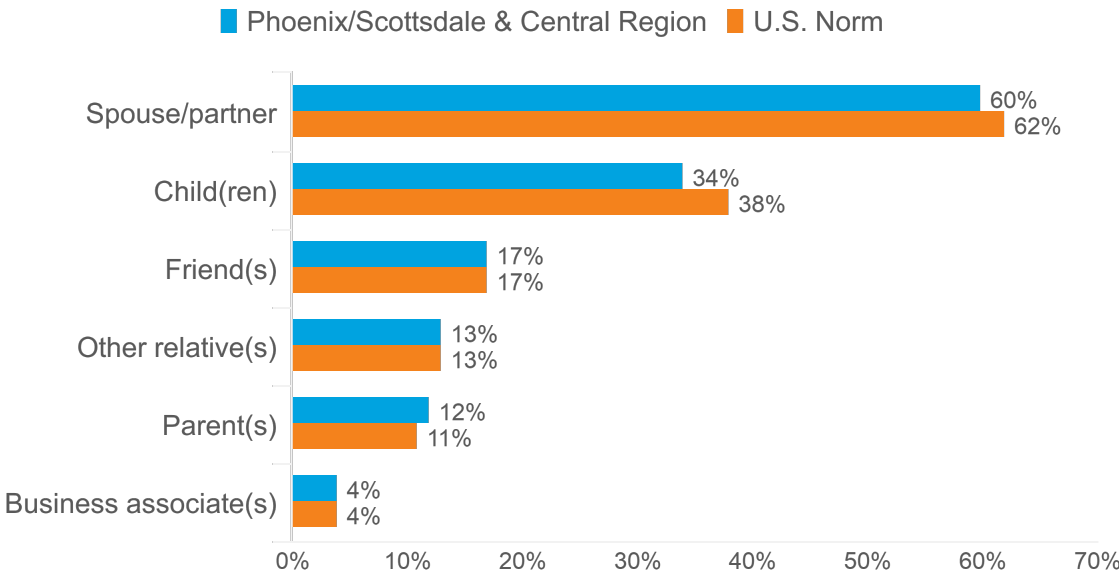
Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Size of Travel Party

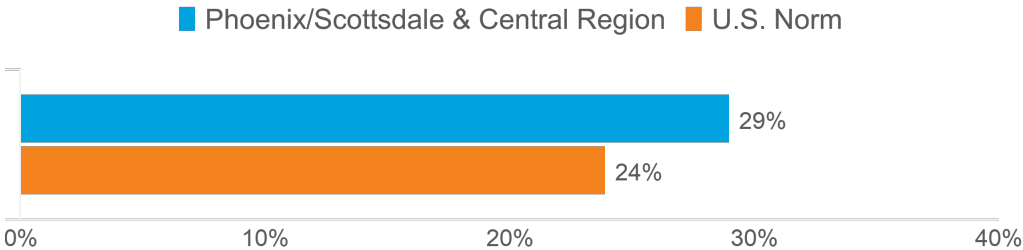


Composition of Immediate Travel Party

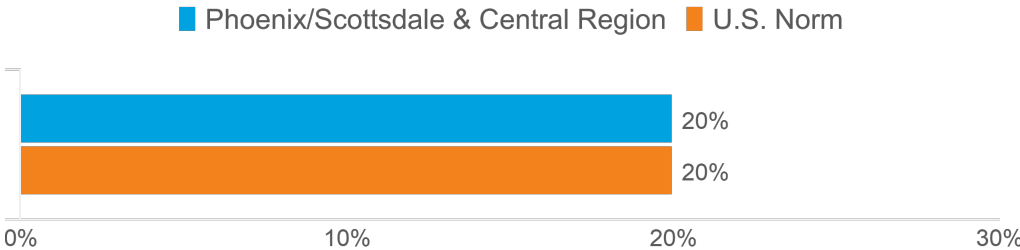


Base: 2022 Overnight Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities



Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

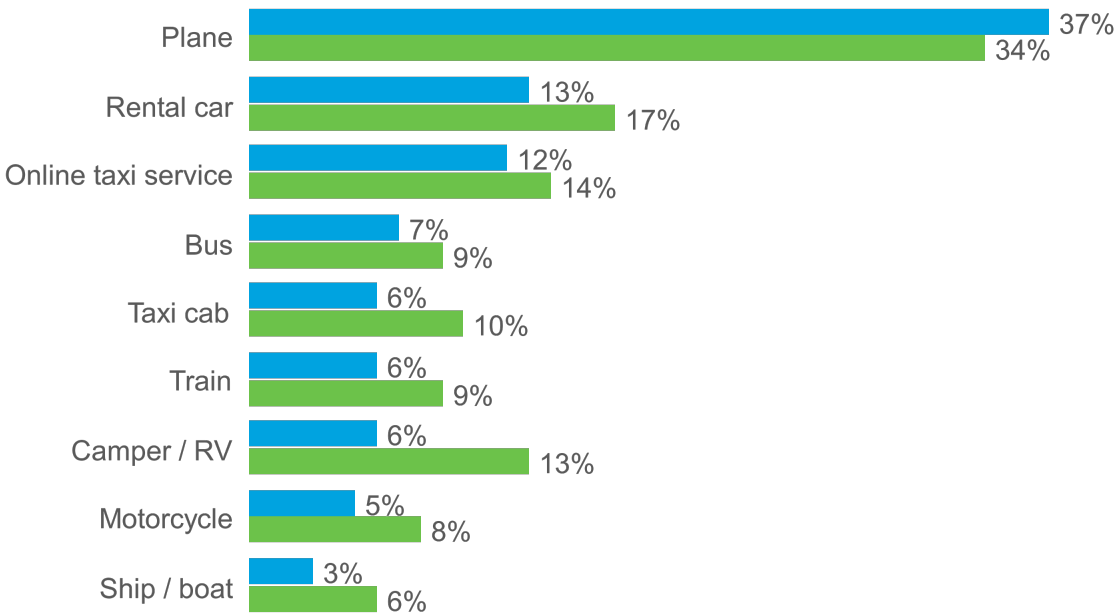
Transportation Used to get to Destination



58% of overnight travelers use own car/truck to get to their destination

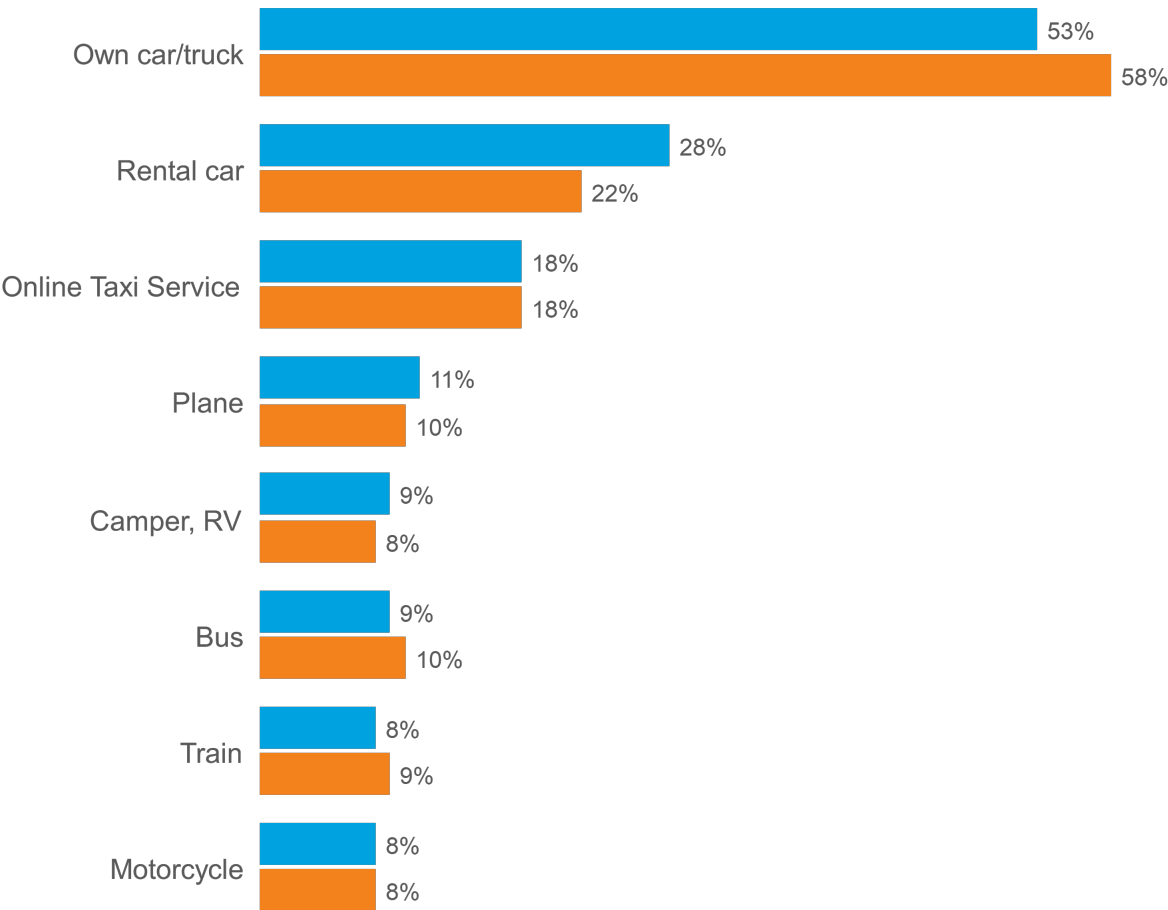
Previous year: 60%

■ 2022 ■ 2021

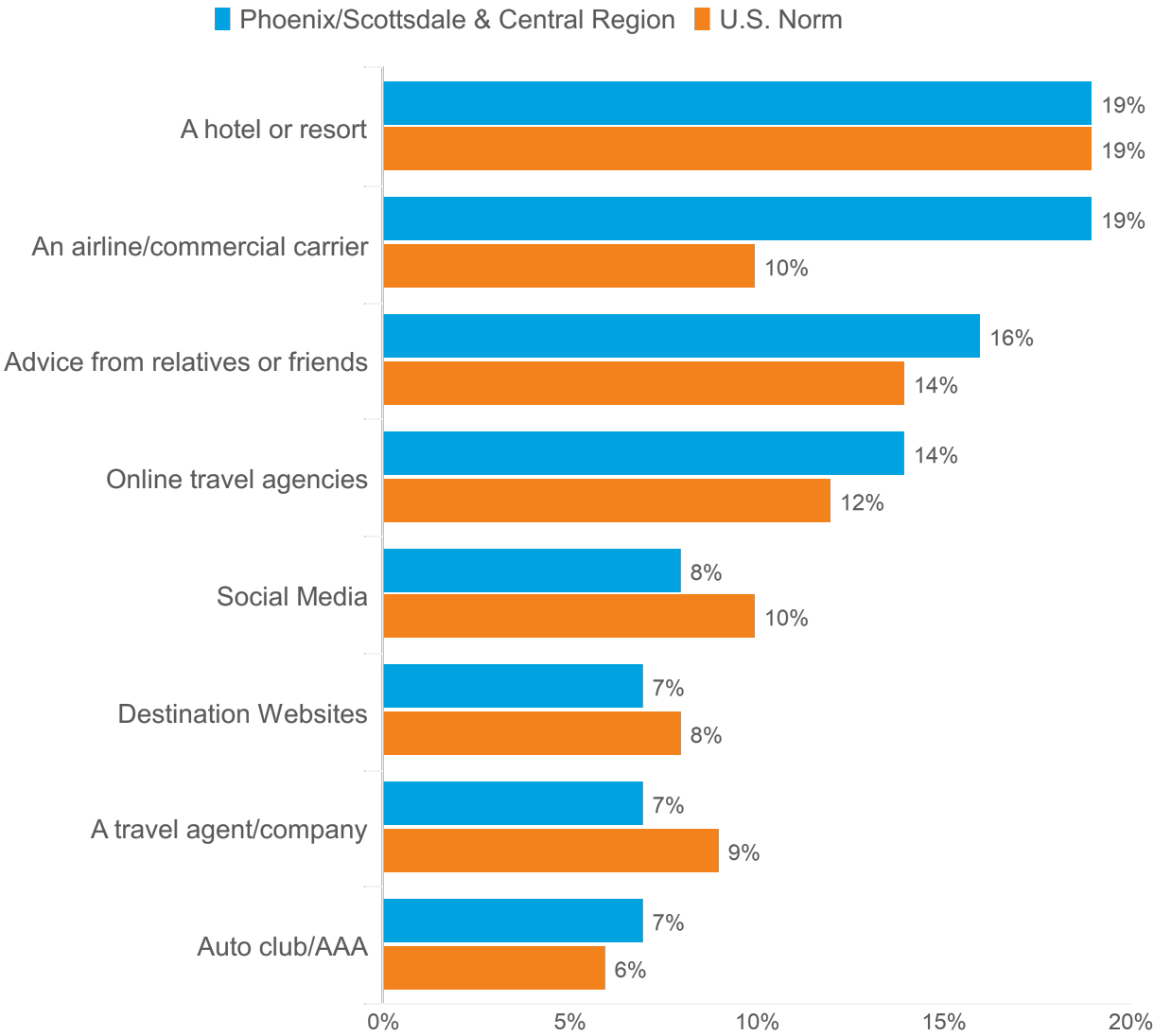


Transportation Used within Destination

■ Phoenix/Scottsdale & Central Region ■ U.S. Norm



Trip Planning Information Sources

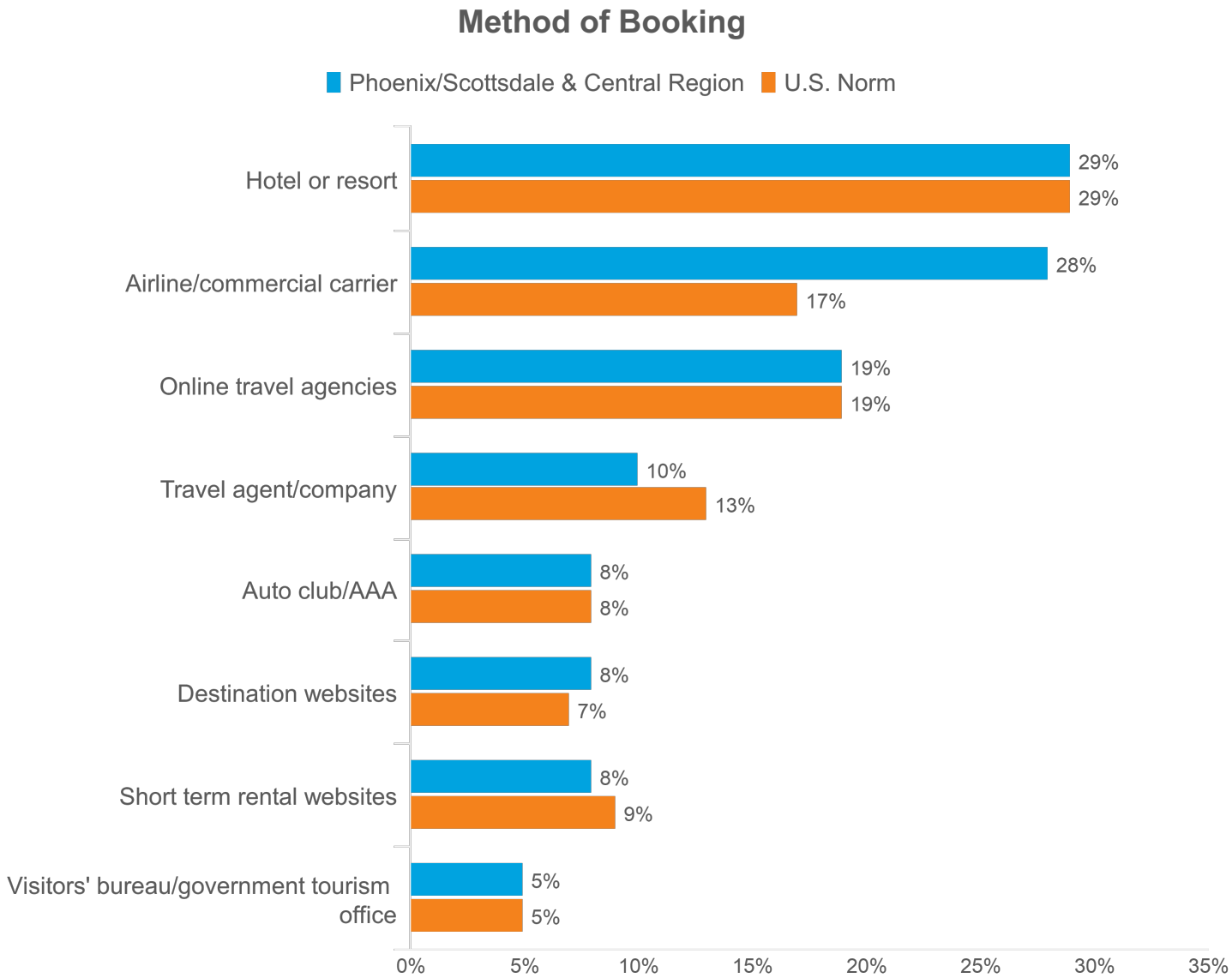









Length of Trip Planning

	Phoenix/Scottsdale & Central Region	U.S. Norm
1 month or less	29%	31%
2 months	19%	16%
3-5 months	19%	18%
6-12 months	14%	14%
More than 1 year in advance	4%	5%
Did not plan anything in advance	14%	16%

Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



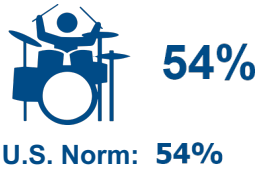
		2022	2021
	Hotel	38%	36%
	Home of friends / relatives	25%	22%
	Motel	13%	15%
	Resort hotel	12%	13%
	Rented home / condo / apartment	7%	9%
	Campground / RV park	6%	8%
	Bed & breakfast	6%	9%

Activity Groupings

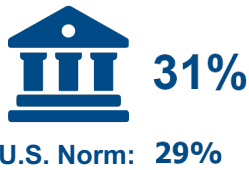
Outdoor Activities



Entertainment Activities



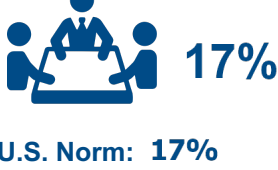
Cultural Activities



Sporting Activities




Business Activities



Activities and Experiences (Top 10)







	2022	2021
Shopping	28%	23%
Sightseeing	22%	18%
Attending celebration	16%	17%
Bar/nightclub	15%	12%
Swimming	14%	13%
Landmark/historic site	14%	12%
Hiking/backpacking	14%	13%
Casino	13%	12%
Local parks/playgrounds	12%	10%
Museum	11%	10%

Shopping Types on Trip

	Phoenix/Scottsdale & Central Region	U.S. Norm
	Outlet/mall shopping	54%48%
	Convenience/grocery shopping	47%44%
	Big box stores (Walmart, Costco)	40%33%
	Souvenir shopping	38%41%
	Boutique shopping	27%29%
	Antiquing	16%12%

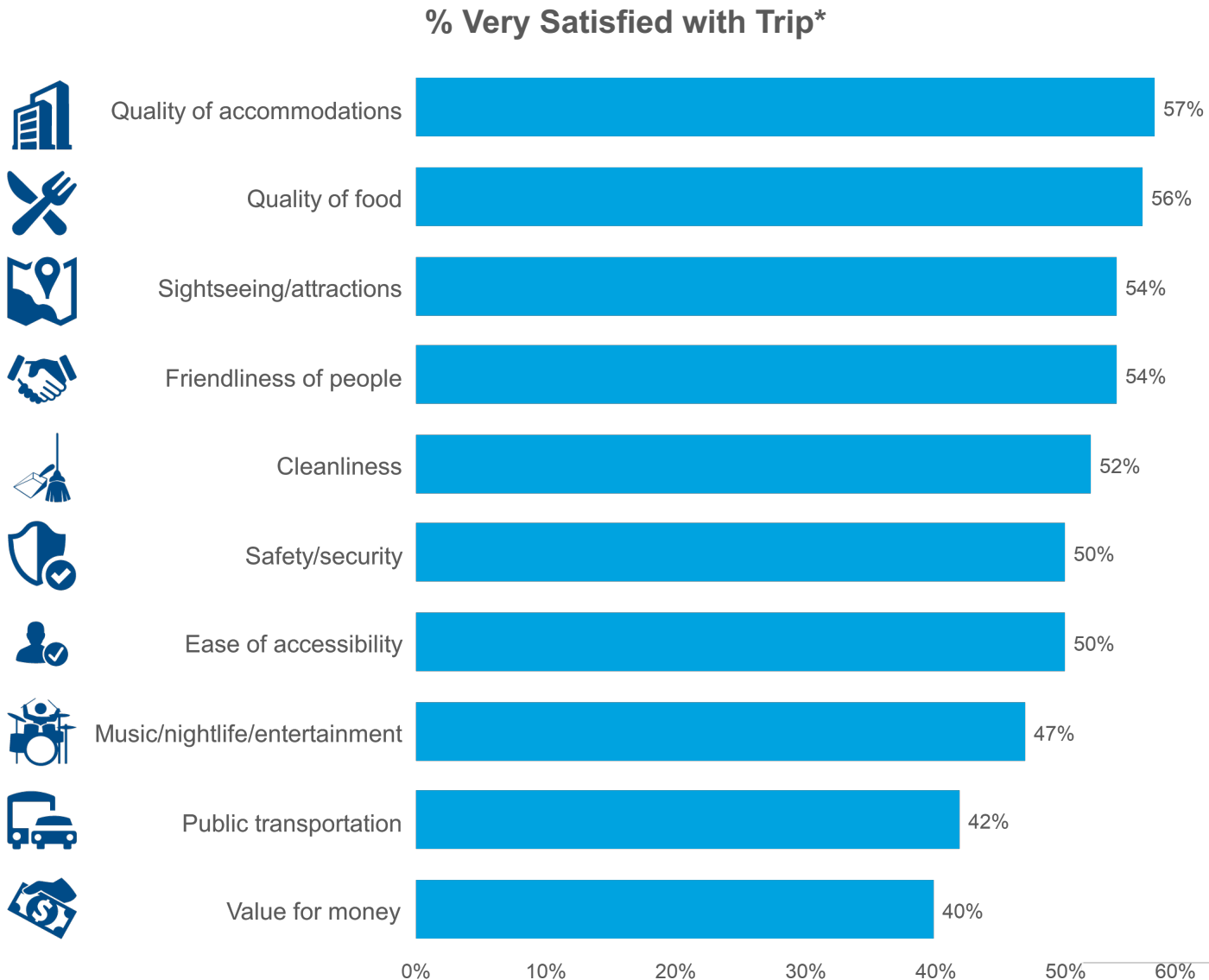
Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Phoenix/Scottsdale & Central Region	U.S. Norm
	Unique/local food	50%47%
	Fine/upscale dining	28%25%
	Food delivery service (UberEATS, DoorDash, etc.)	22%21%
	Street food/food trucks	21%23%
	Gastropubs	12%10%
	Picnicking	11%13%



65%
of overnight travelers were
very satisfied with their overall
trip experience

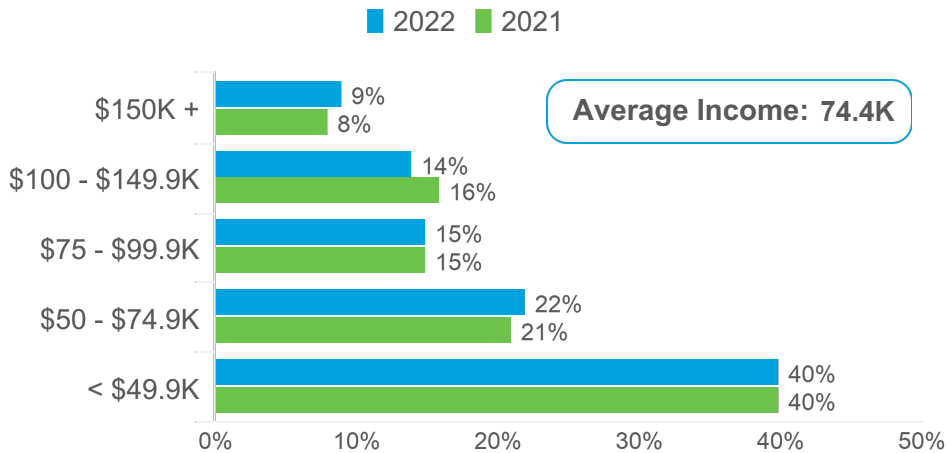


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

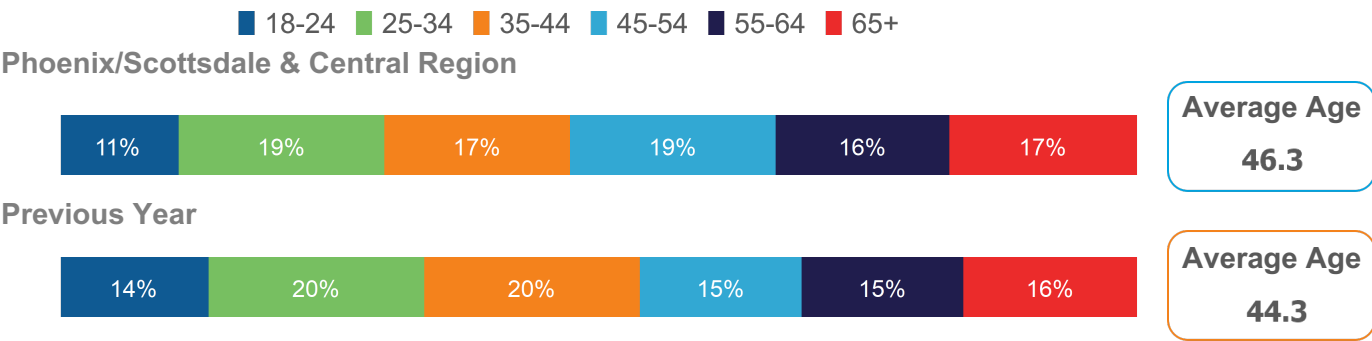
Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2022 Overnight Person-Trips

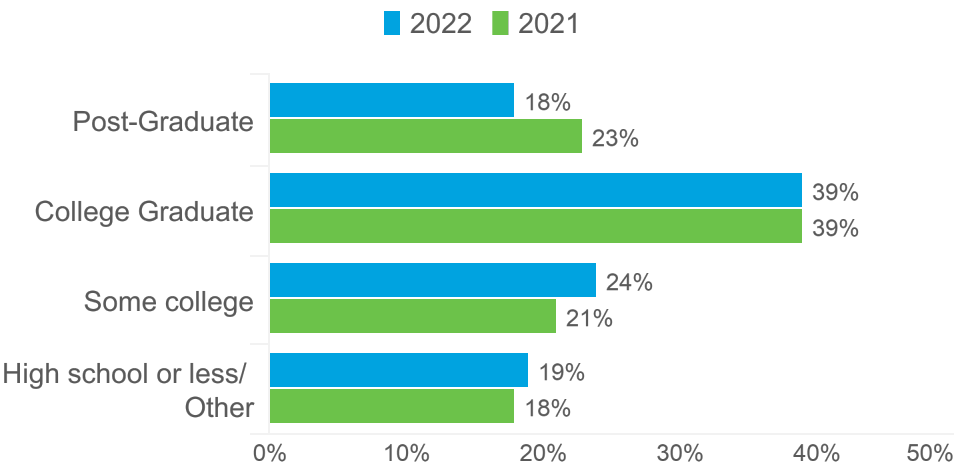
Household Income



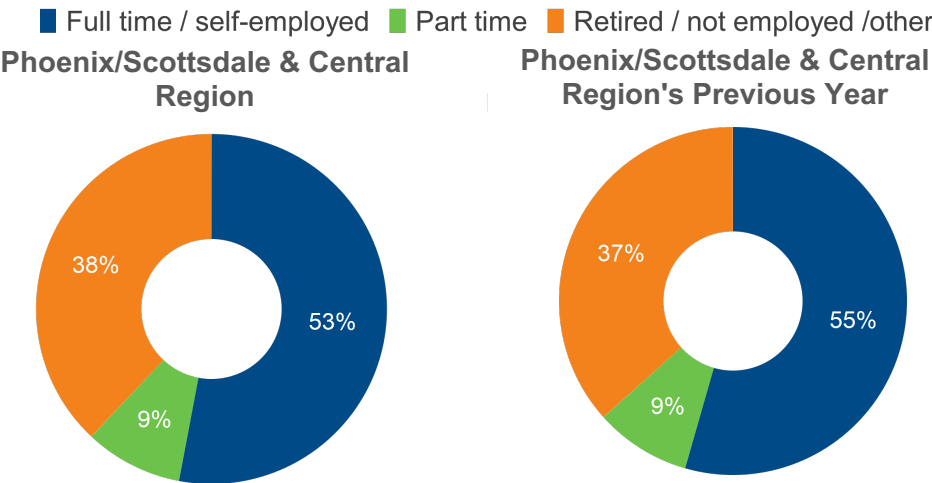
Age



Educational Attainment



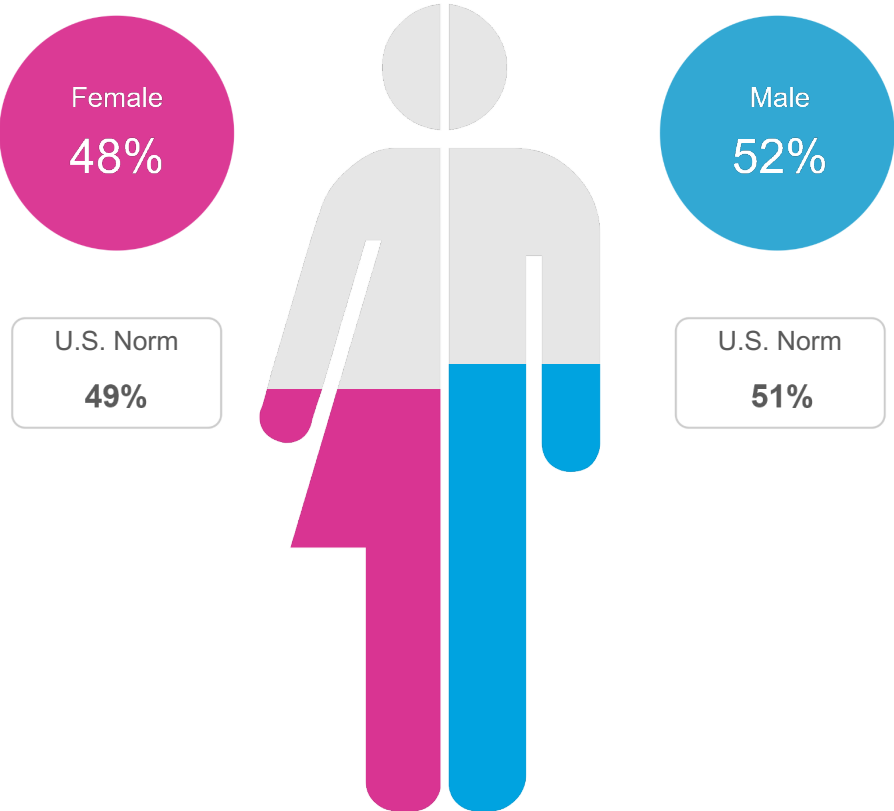
Employment



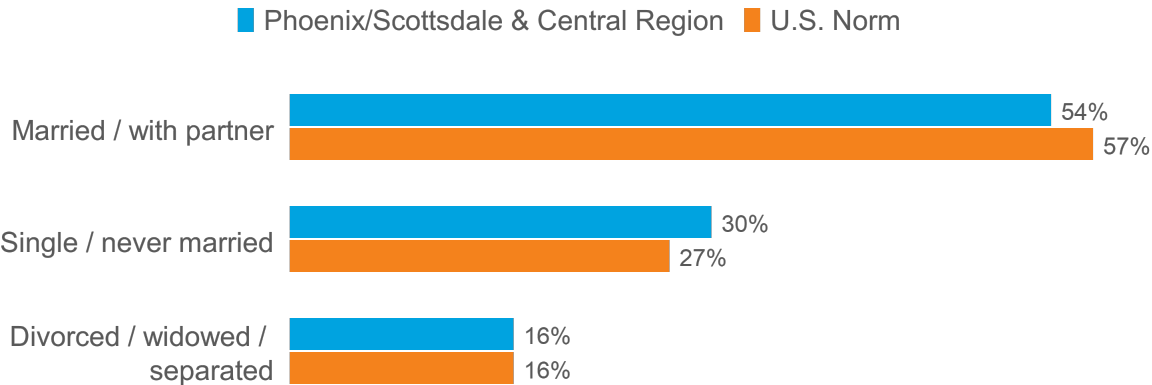
Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2022 Overnight Person-Trips

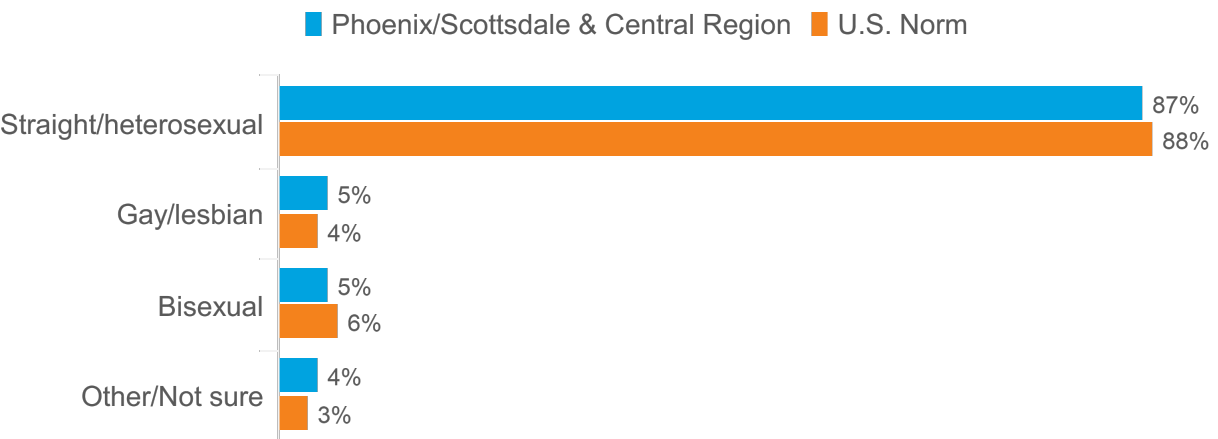
Gender



Marital Status



Sexual Orientation

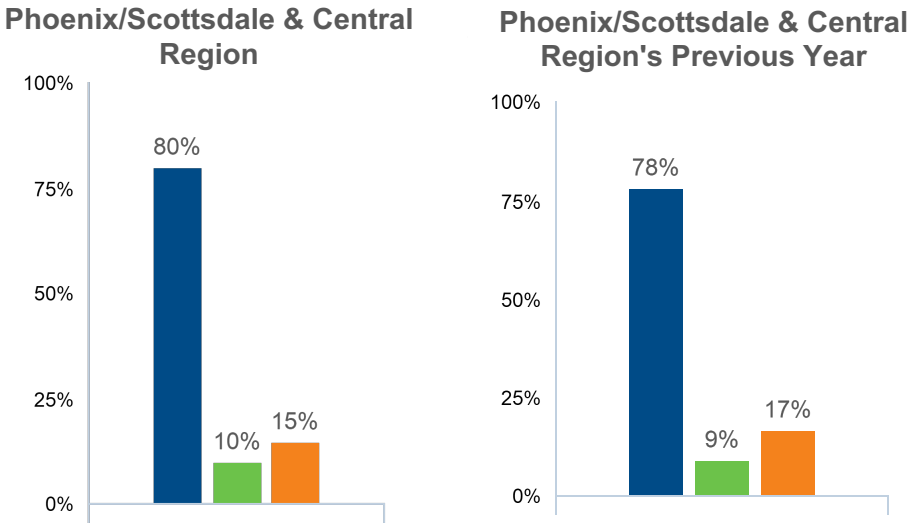


Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2022 Overnight Person-Trips

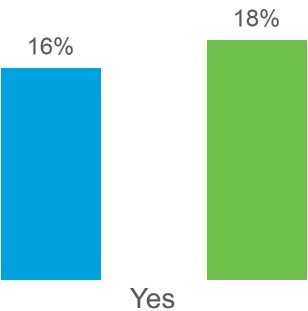
Race

White African-American Other



Hispanic Background

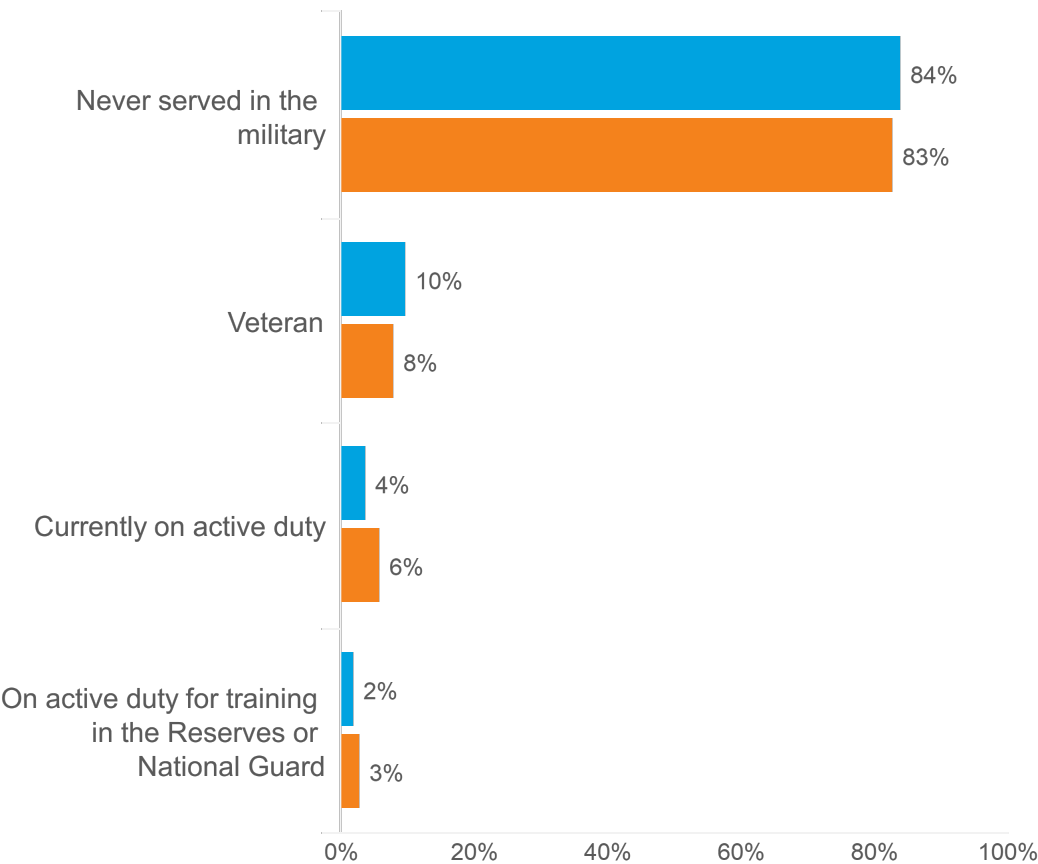
2022 2021



Yes

Military Status

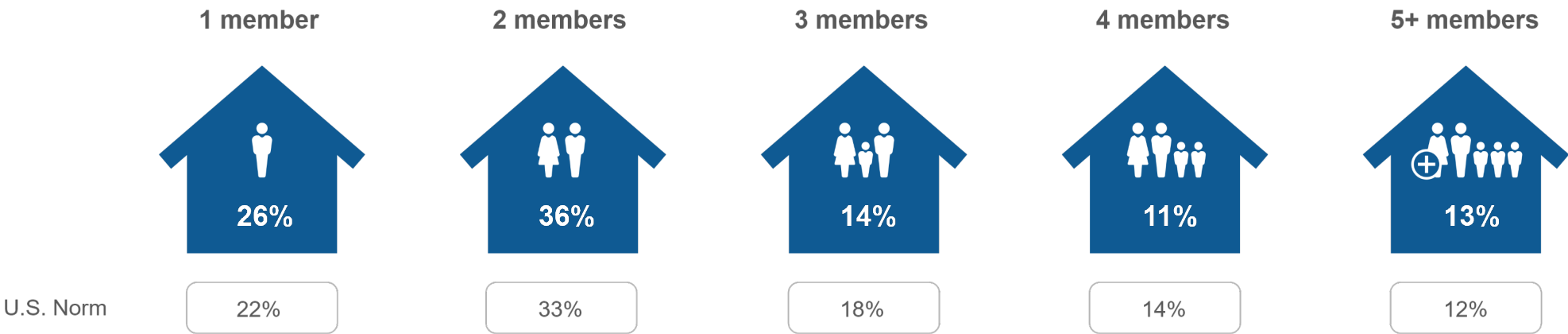
Phoenix/Scottsdale & Central Region U.S. Norm



Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2022 Overnight Person-Trips

Household Size



Children in Household

