



# Travel USA Visitor Profile

North Central 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 AZ North Central 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 AZ North Central Region, the following sample was achieved in 2022:

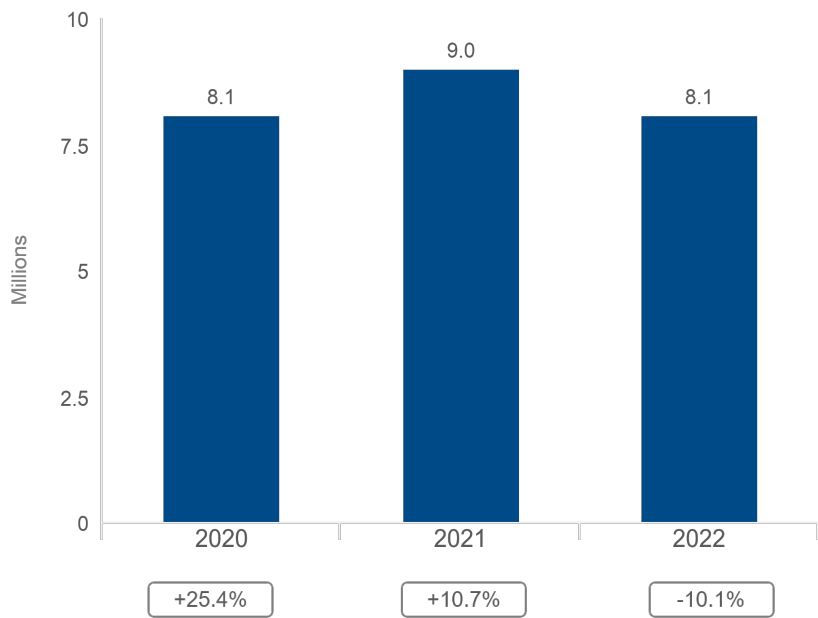


Overnight Base Size

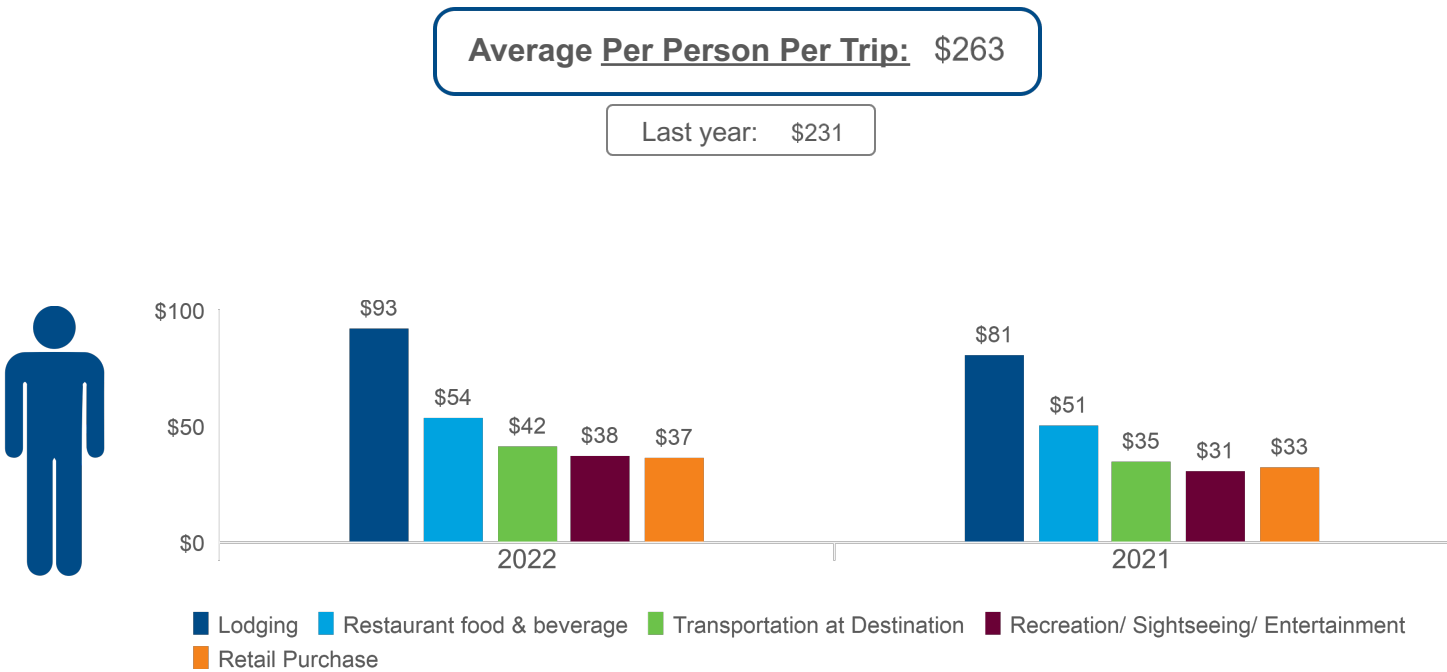
**1,116**

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

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

## Main Purpose of Leisure Trip

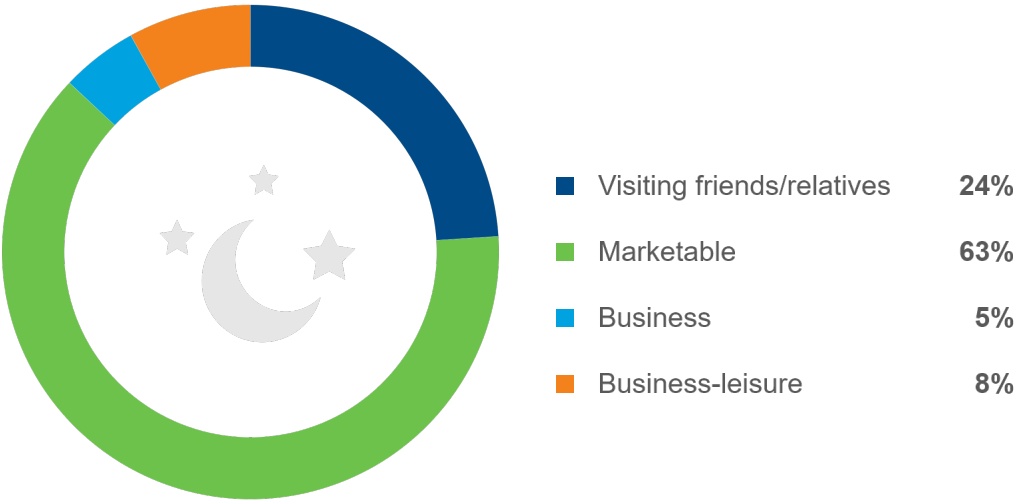
	2022	2021
Visiting friends/ relatives	<b>24%</b>	<b>25%</b>
Outdoors	<b>19%</b>	<b>18%</b>
Touring	<b>17%</b>	<b>23%</b>
Special event	<b>8%</b>	<b>9%</b>
City trip	<b>8%</b>	<b>7%</b>
Casino	<b>3%</b>	<b>3%</b>
Resort	<b>2%</b>	<b>3%</b>
Theme park	<b>2%</b>	<b>3%</b>



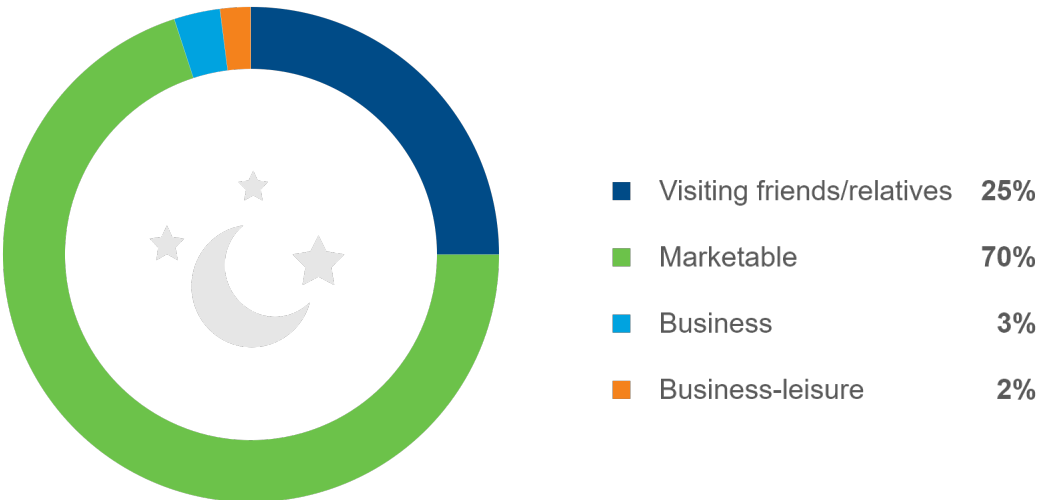
# Structure of the AZ North Central Region Overnight Travel Market

Base: 2022 Overnight Person-Trips

## 2022 AZ North Central Region Overnight Trips

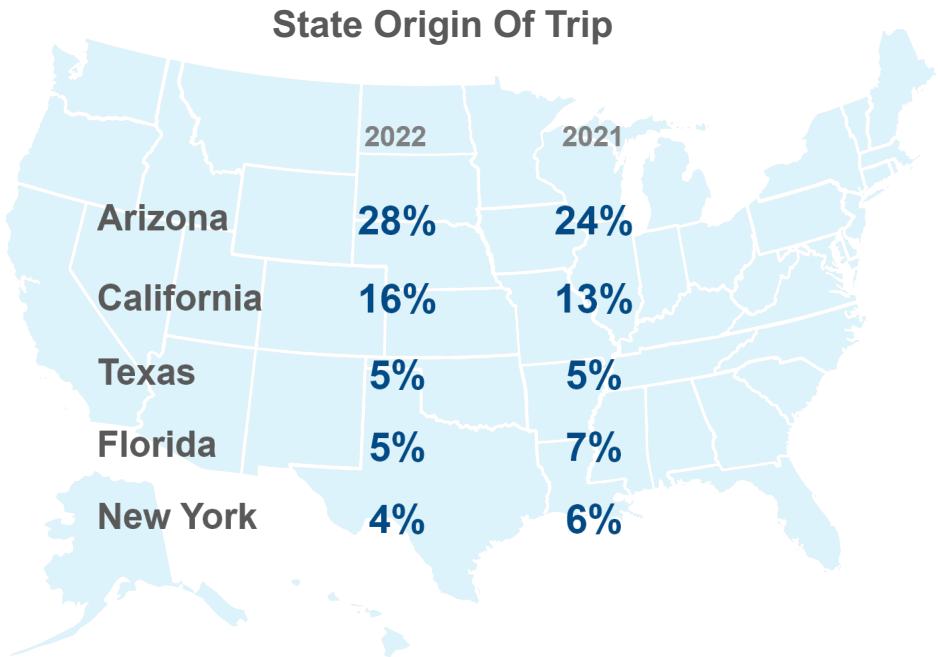


## Last Year's AZ North Central Region Overnight Trips



# 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

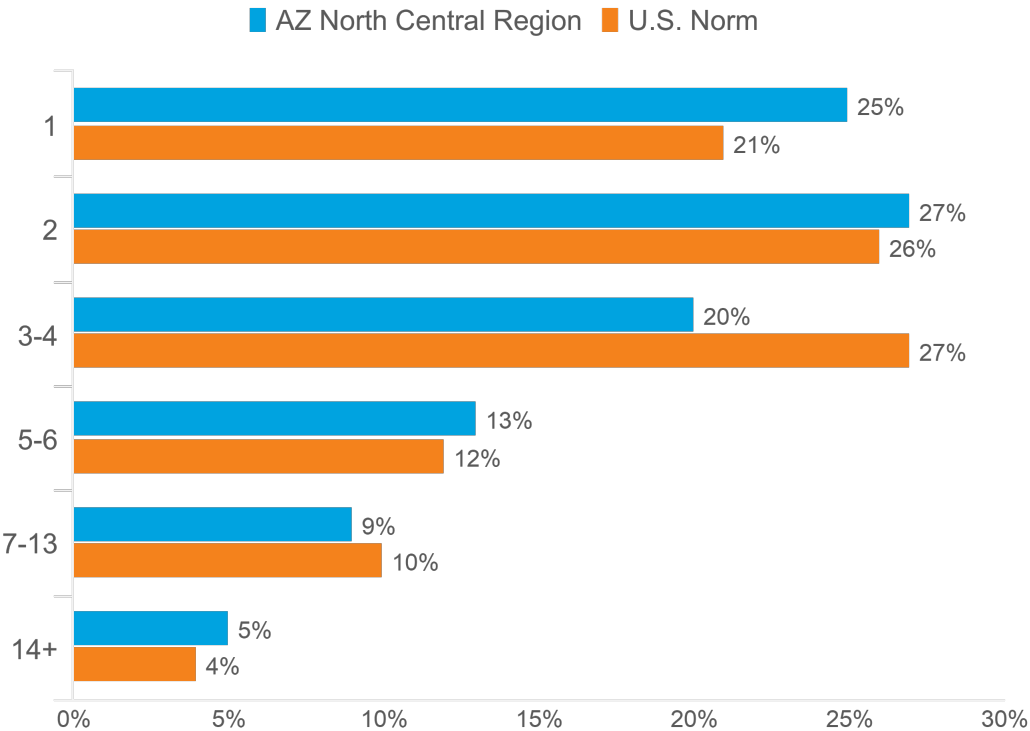
53%

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

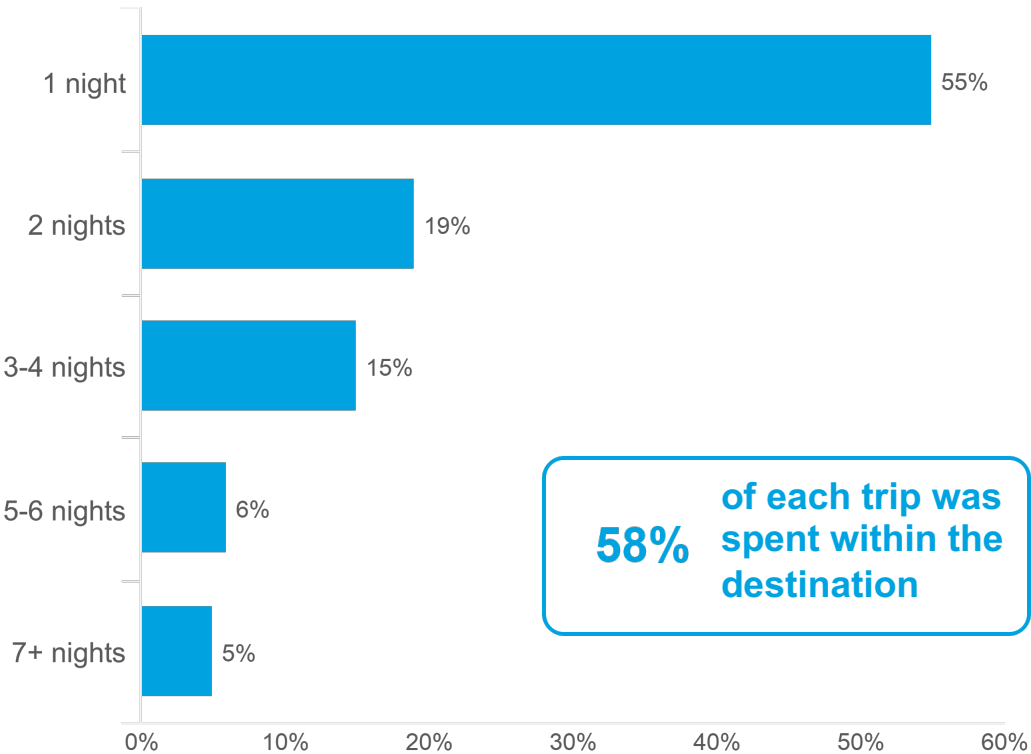
Average Nights

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

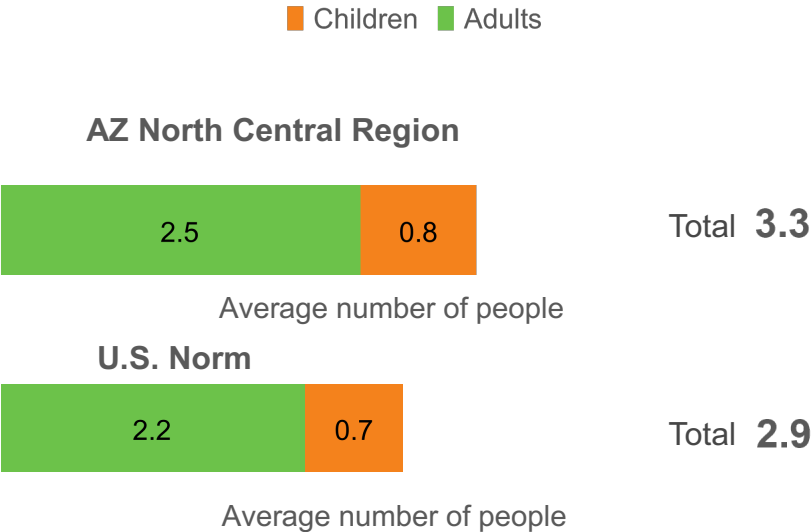
Average last year

2.2

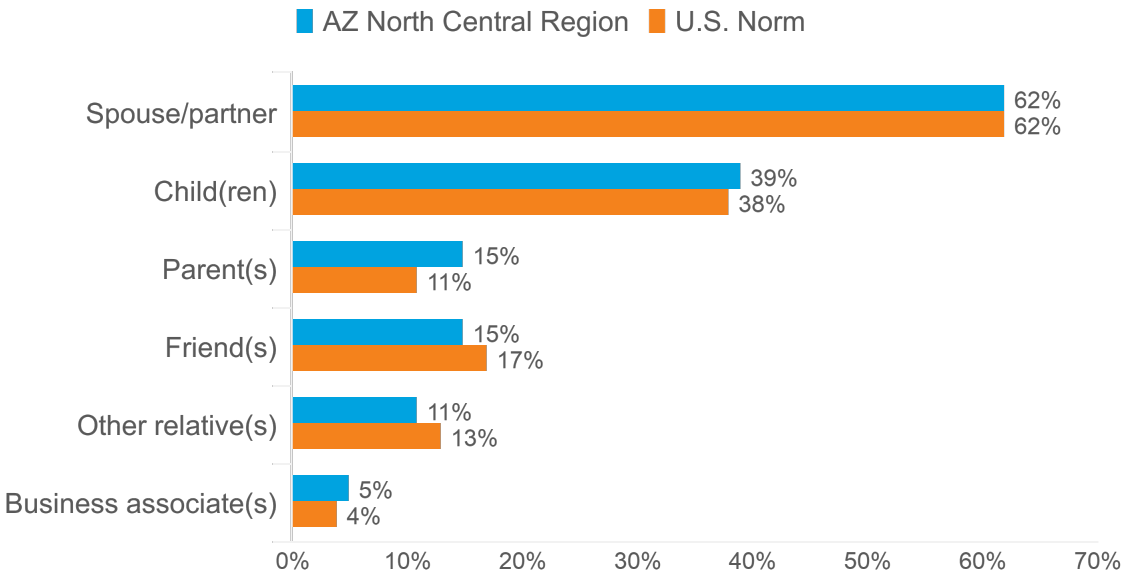
# AZ North Central Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

## Size of Travel Party

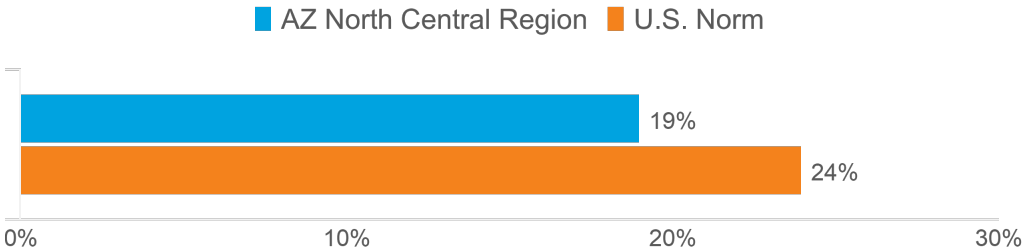


## Composition of Immediate Travel Party

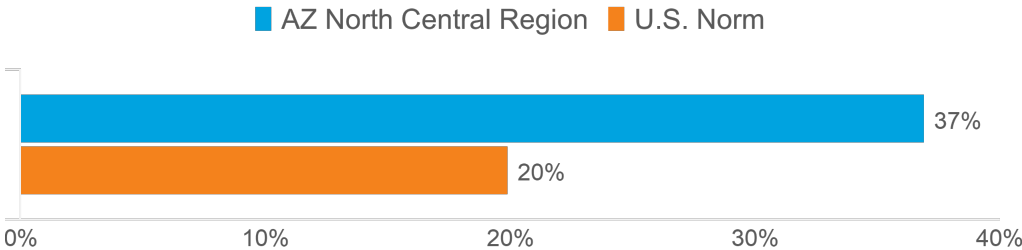


Base: 2022 Overnight Person-Trips that included more than one person

## Percent Who Traveled Alone



## Percent Who Had Travel Party Member with Disabilities





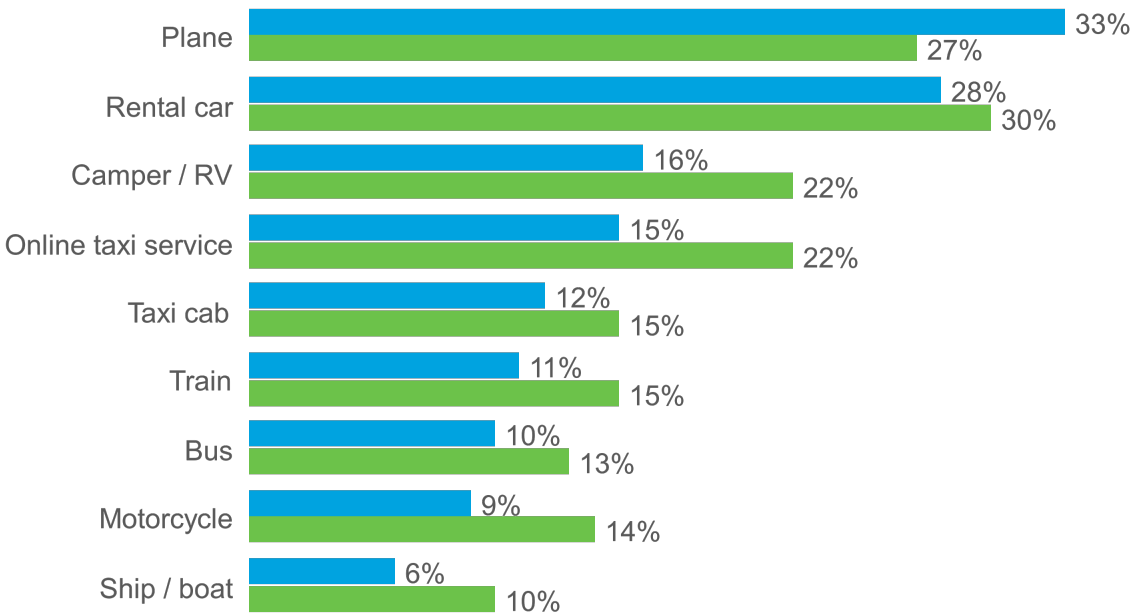
## Transportation Used to get to Destination



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

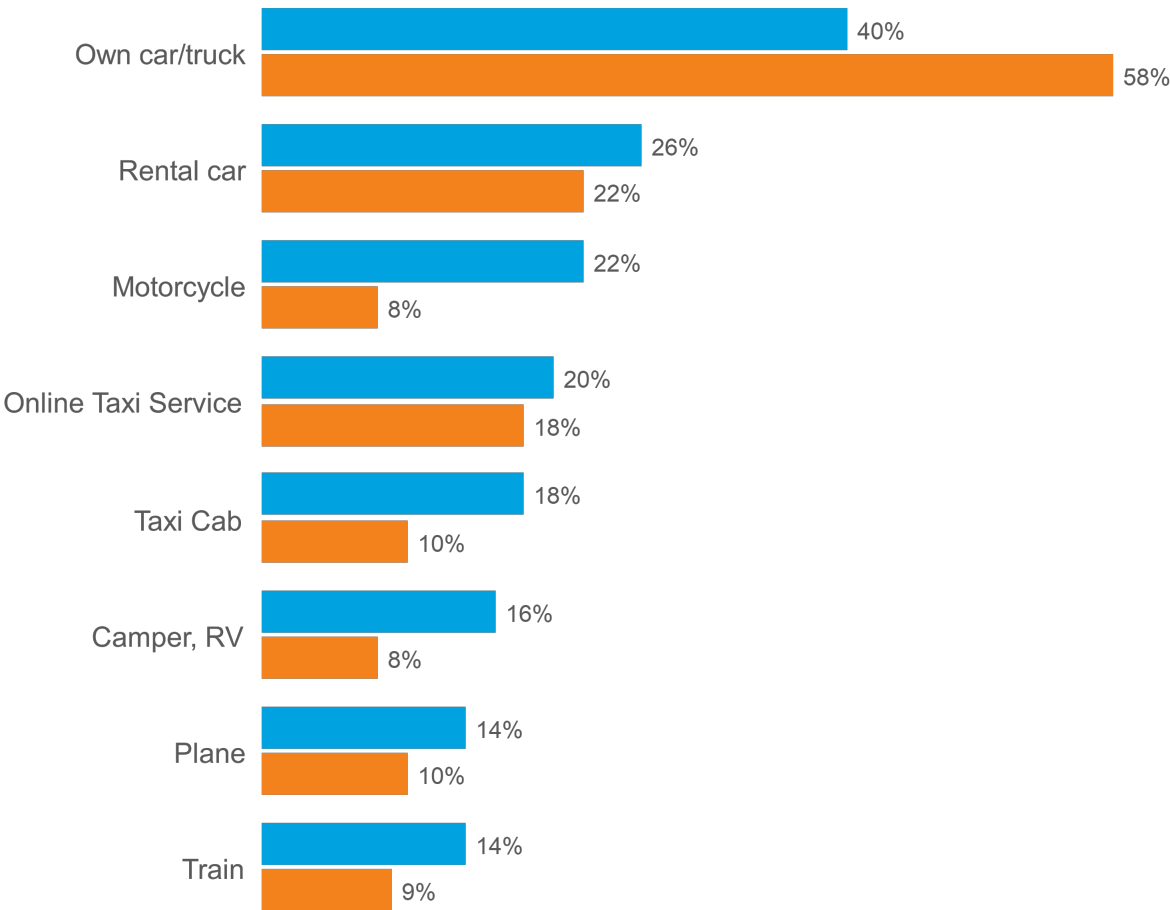
Previous year: **62%**

■ 2022 ■ 2021

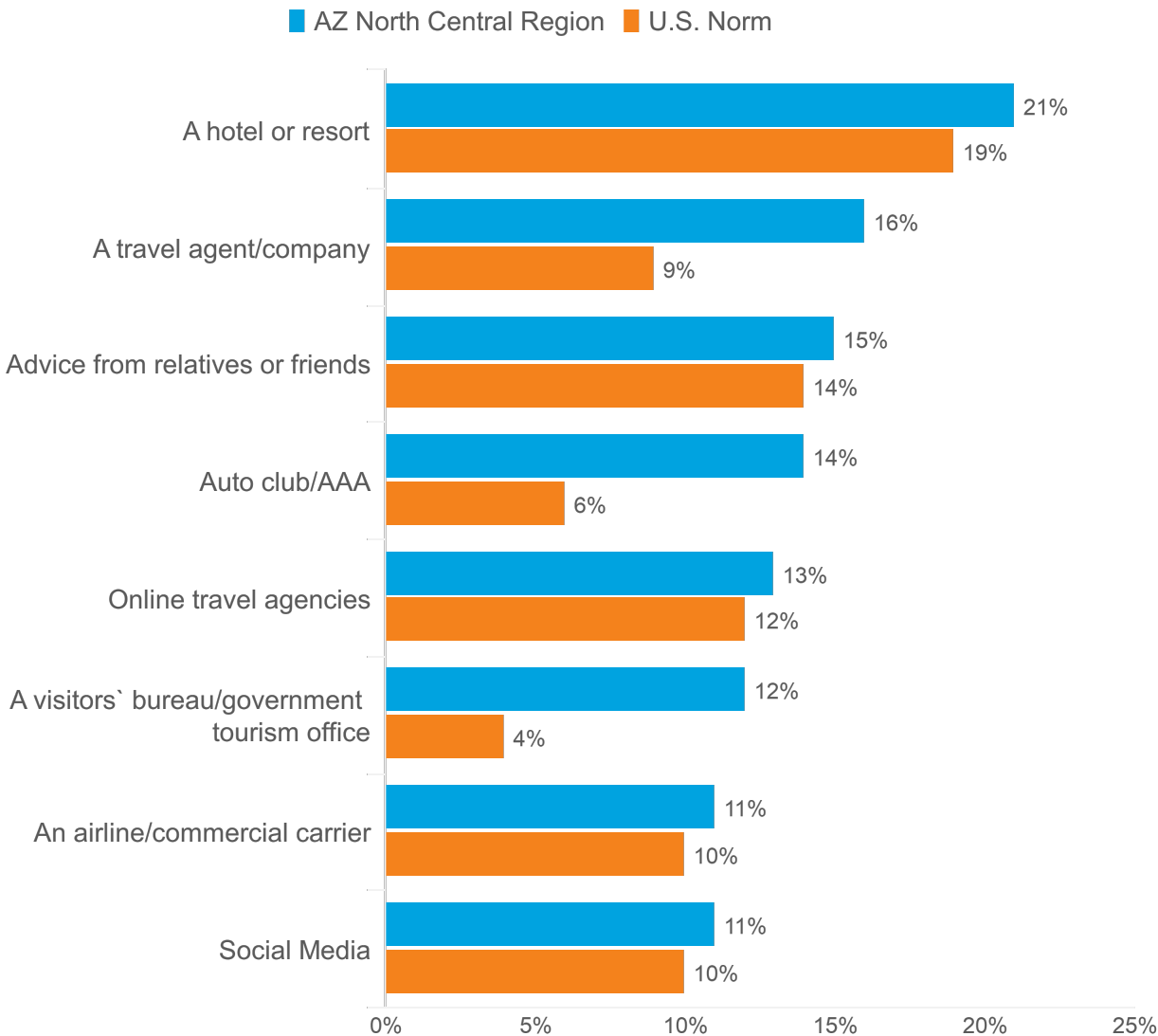


## Transportation Used within Destination

■ AZ North Central Region ■ U.S. Norm



## Trip Planning Information Sources

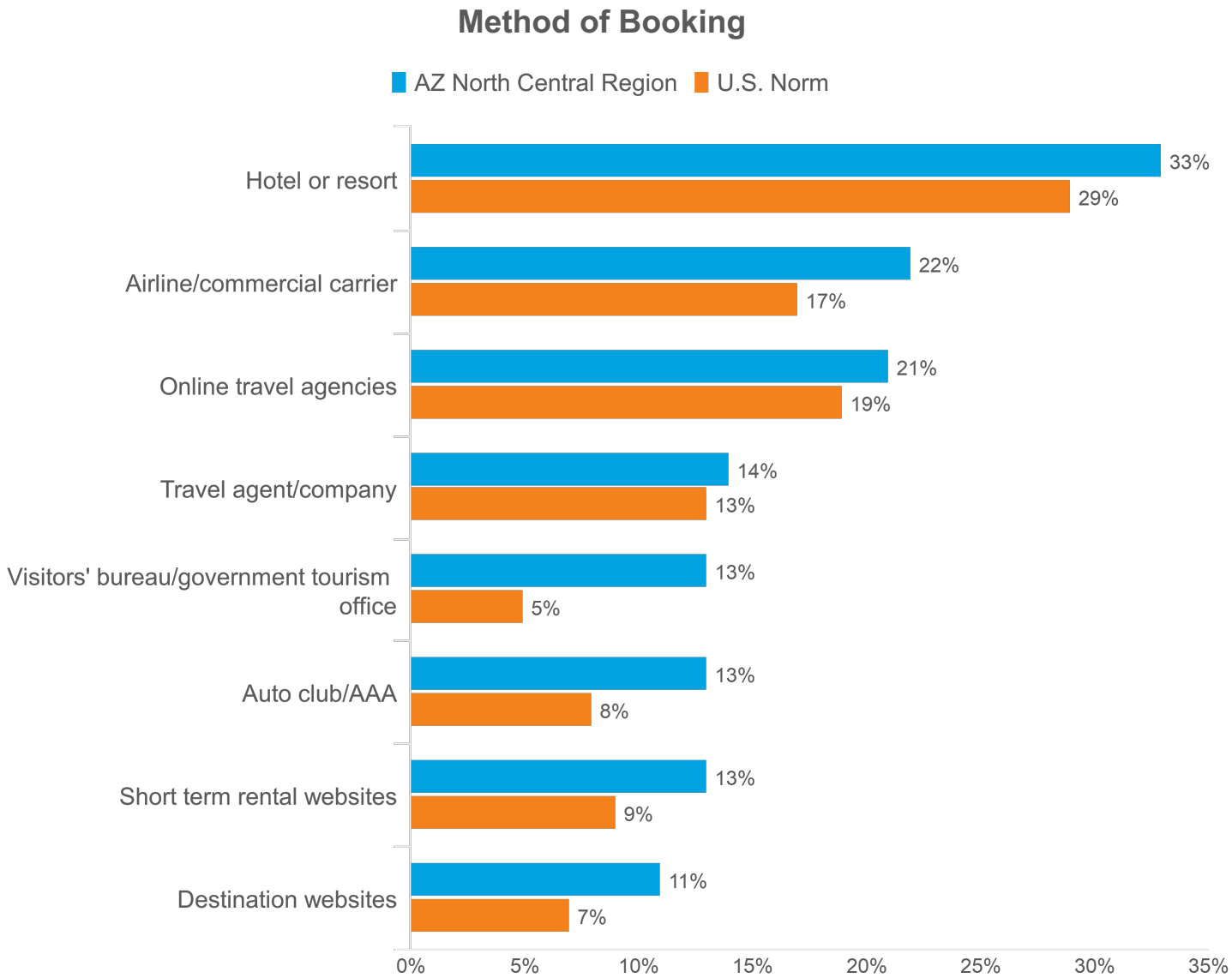


## Length of Trip Planning








	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

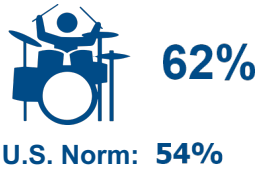
	2022	2021
 Hotel	44%	41%
 Motel	18%	19%
 Resort hotel	13%	11%
 Bed & breakfast	13%	17%
 Campground / RV park	11%	11%
 Home of friends / relatives	11%	7%
 Country inn / lodge	10%	16%

Activity Groupings

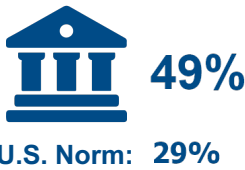
Outdoor Activities



Entertainment Activities



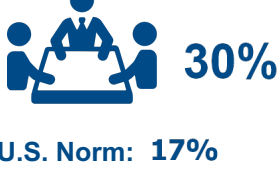
Cultural Activities













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%

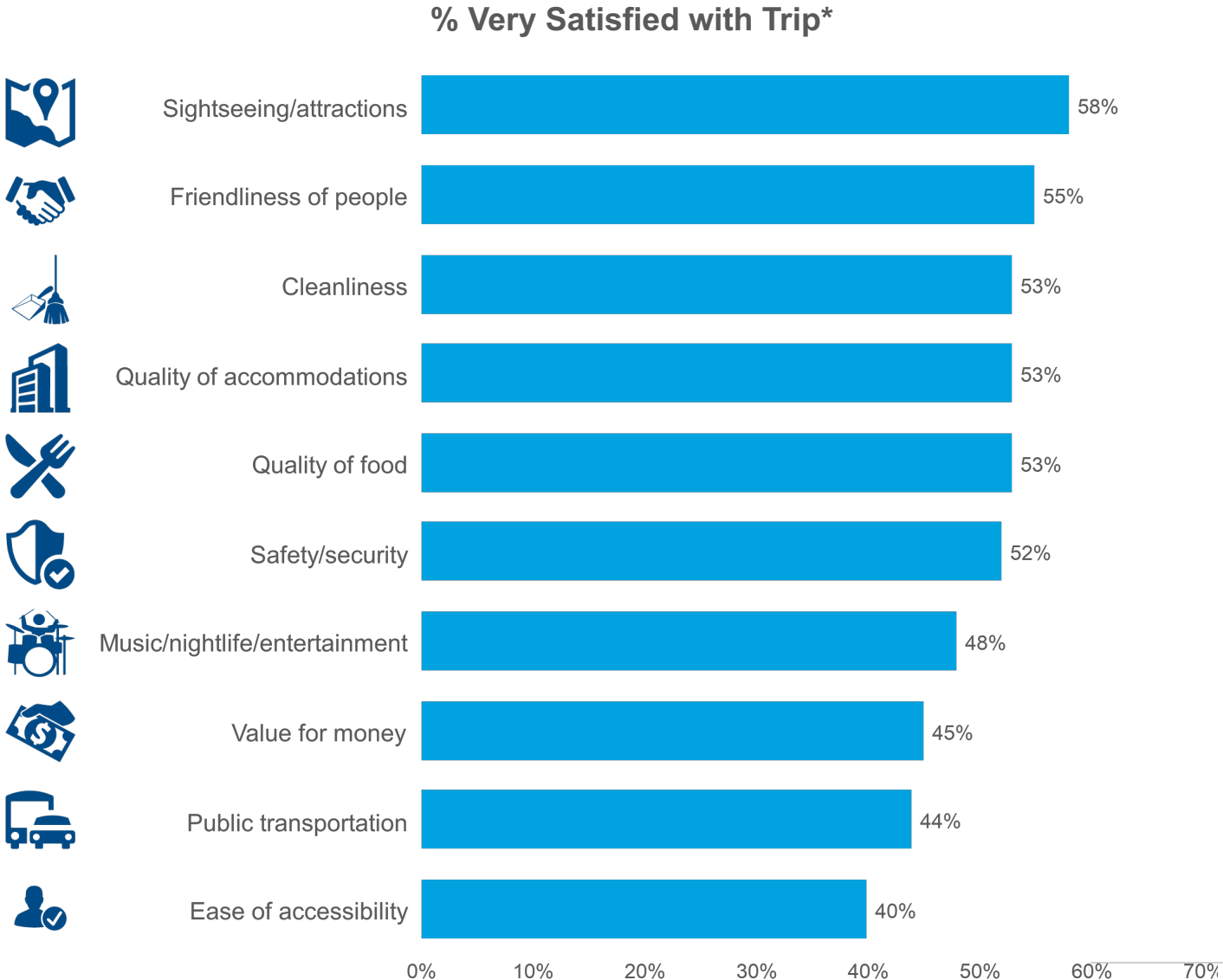
Base: 2022 Overnight Person-Trips that included Shopping

## 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

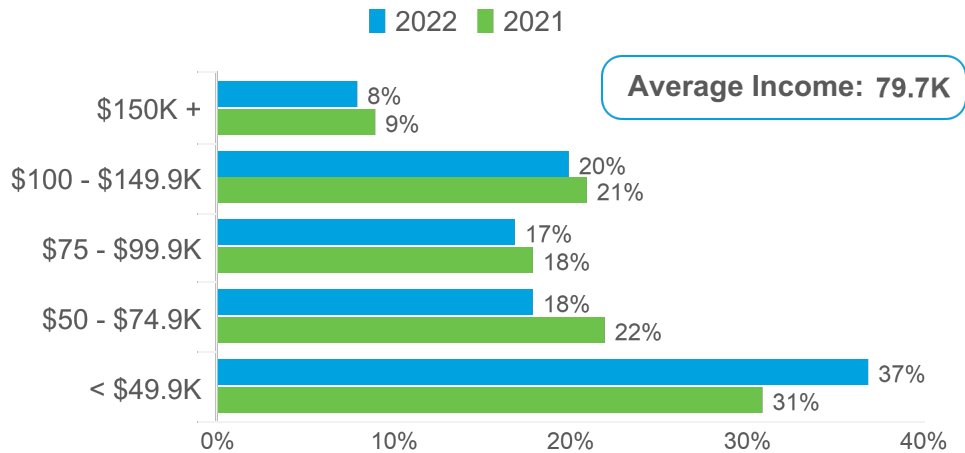


\*Very satisfied = selected top box on a five point scale  
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

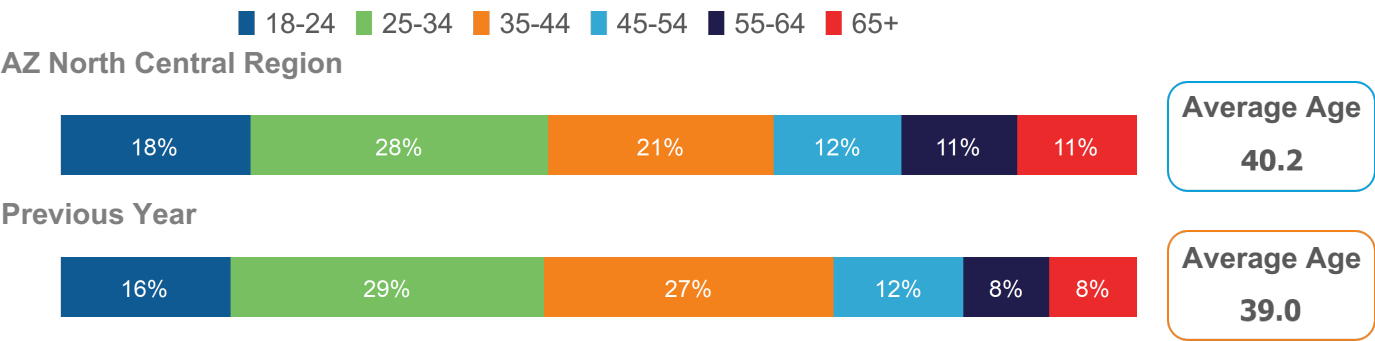
# Demographic Profile of Overnight AZ North Central Region Visitors

Base: 2022 Overnight Person-Trips

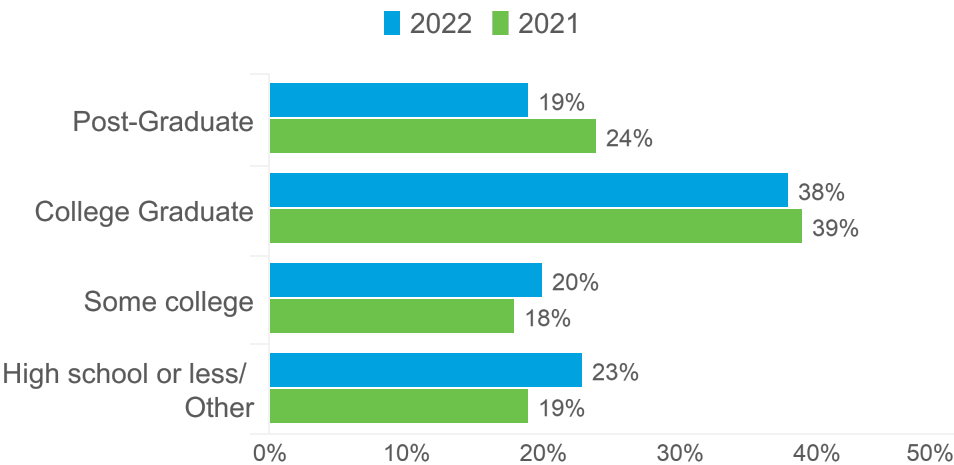
## Household Income



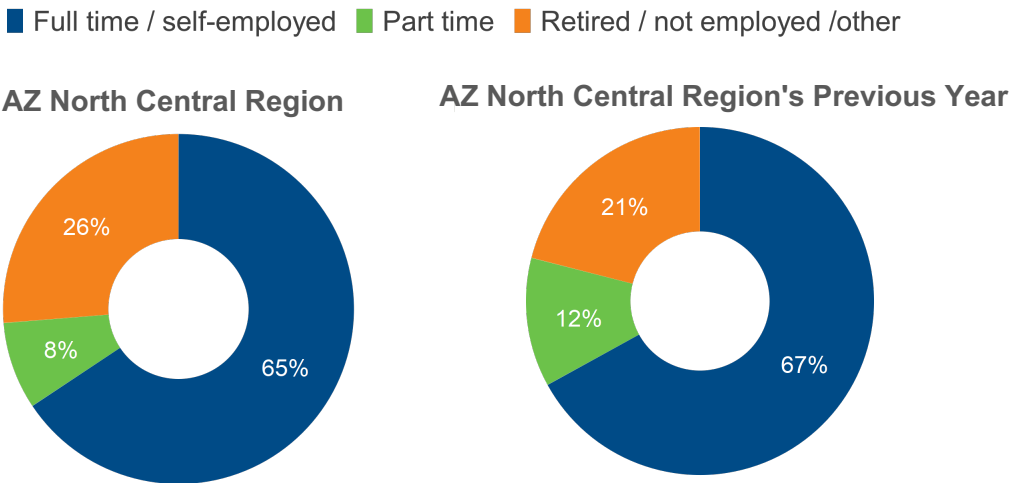
## Age



## Educational Attainment



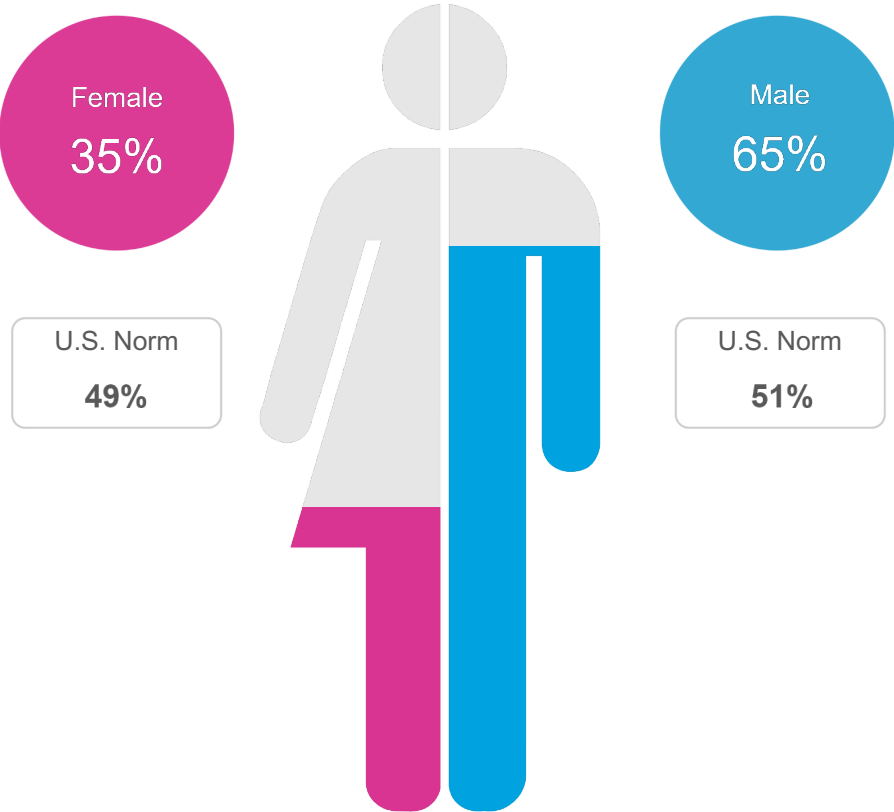
## Employment



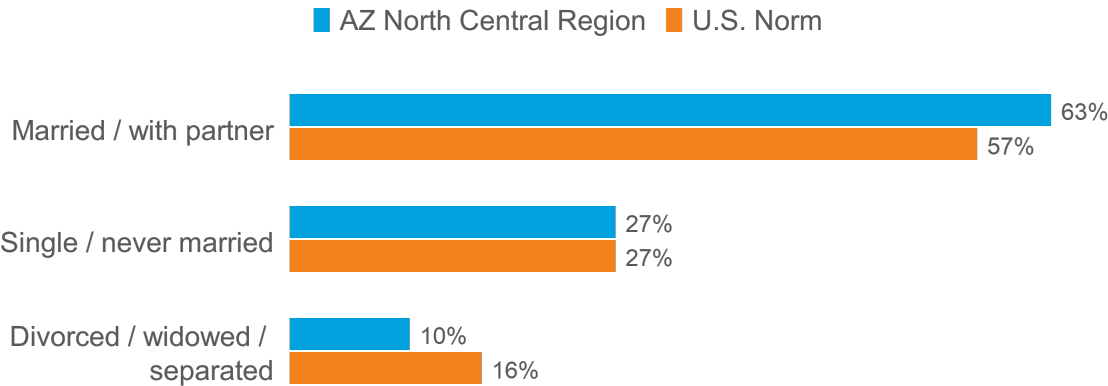
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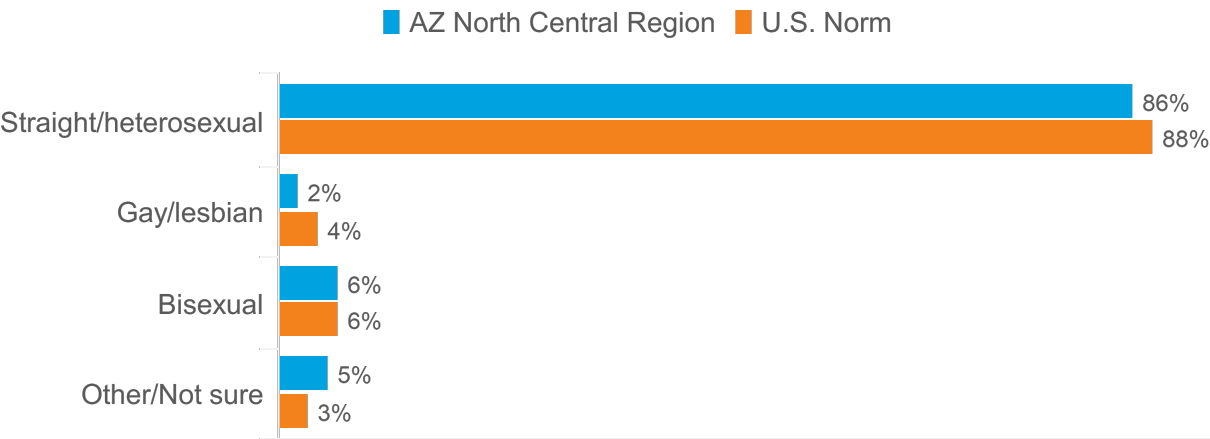
## Gender



## Marital Status



## Sexual Orientation

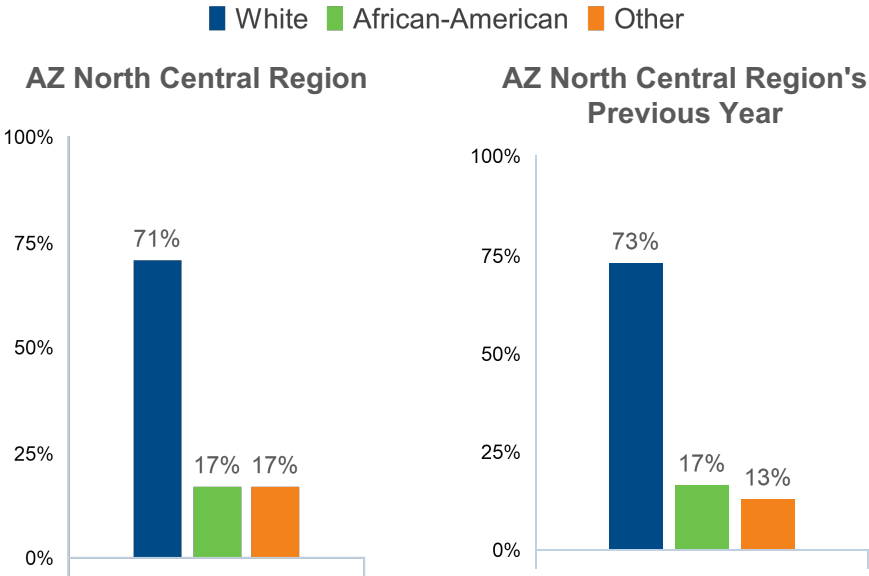




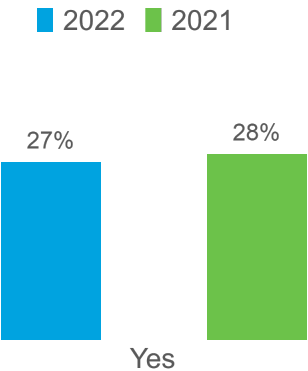
# Demographic Profile of Overnight AZ North Central Region Visitors

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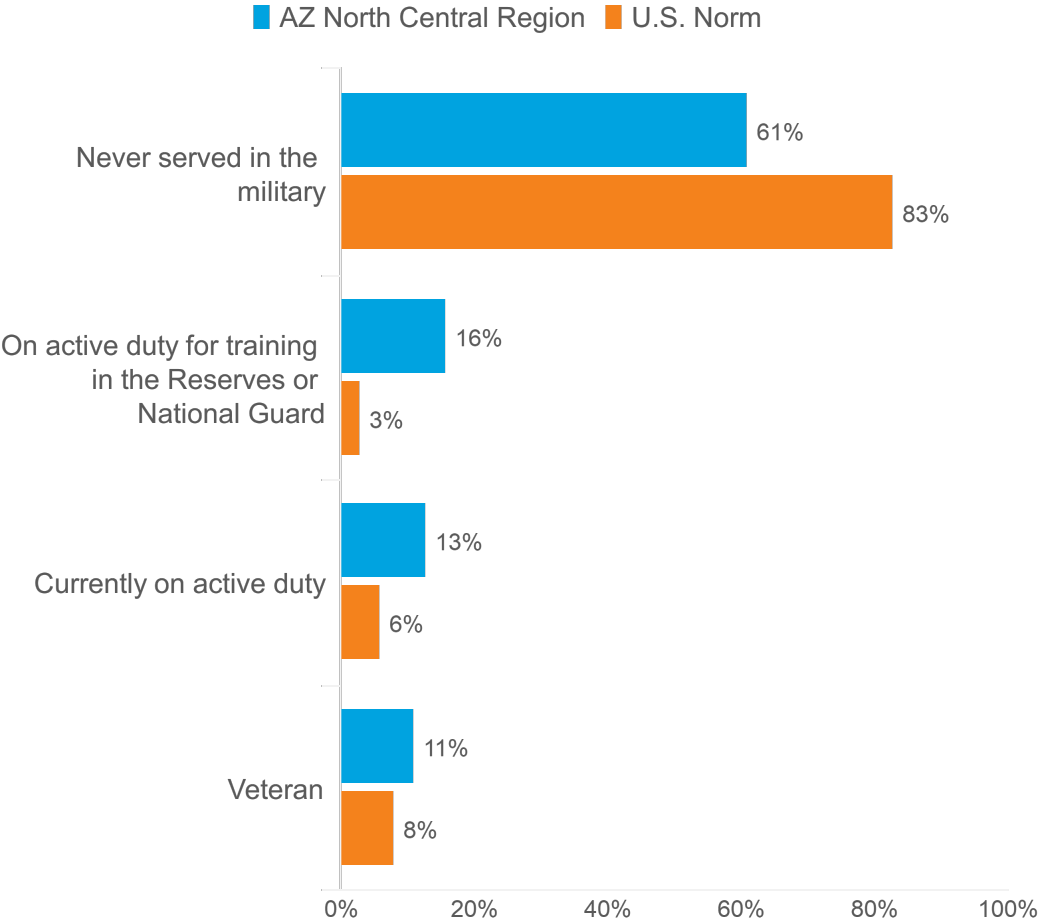
## Race



## Hispanic Background



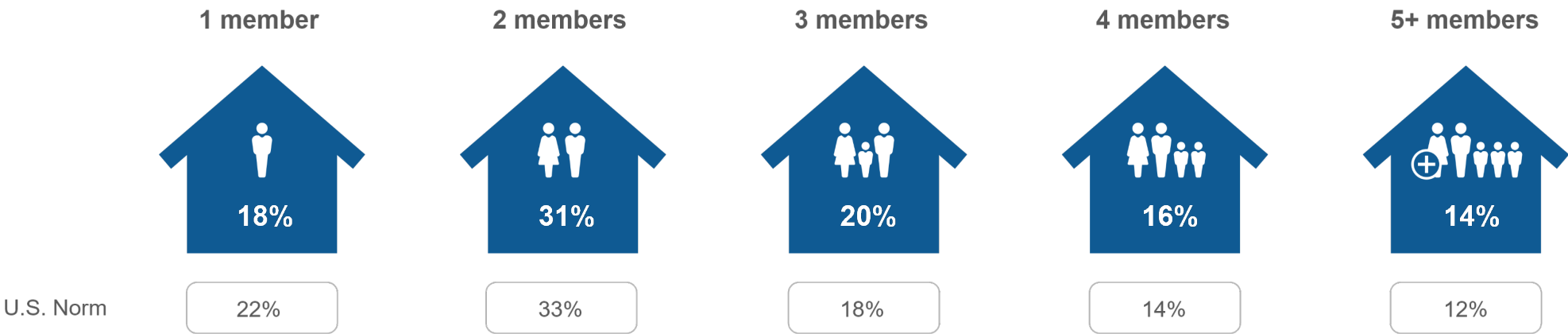
## Military Status



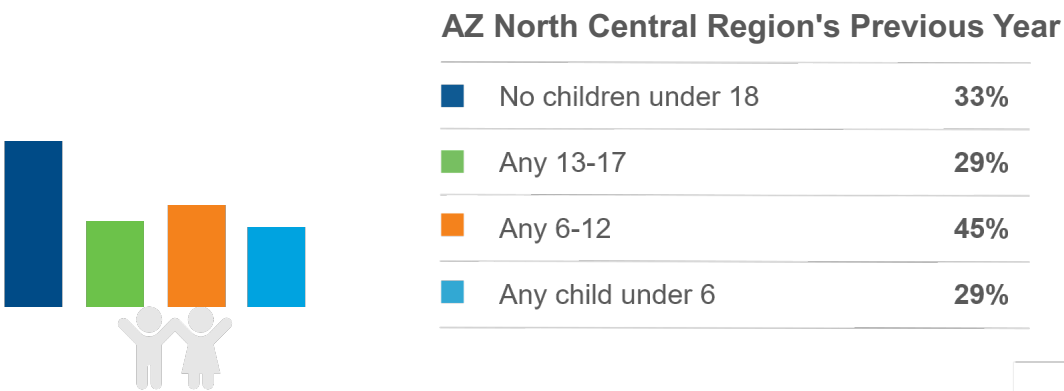
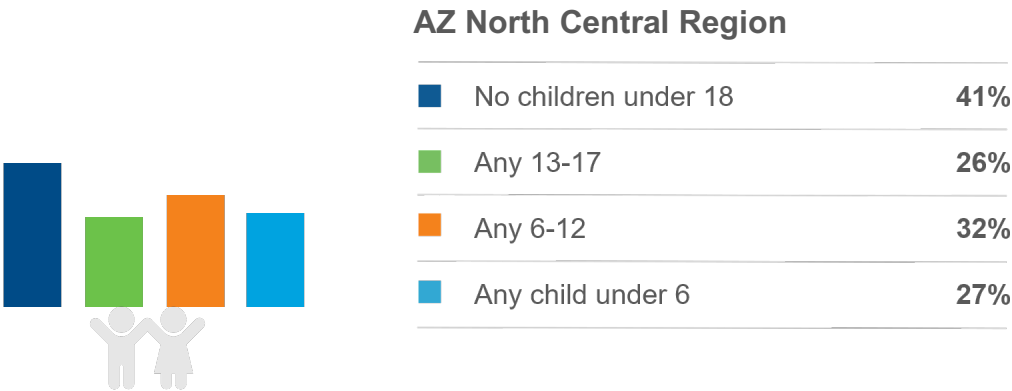
# Demographic Profile of Overnight AZ North Central Region Visitors

Base: 2022 Overnight Person-Trips

## Household Size

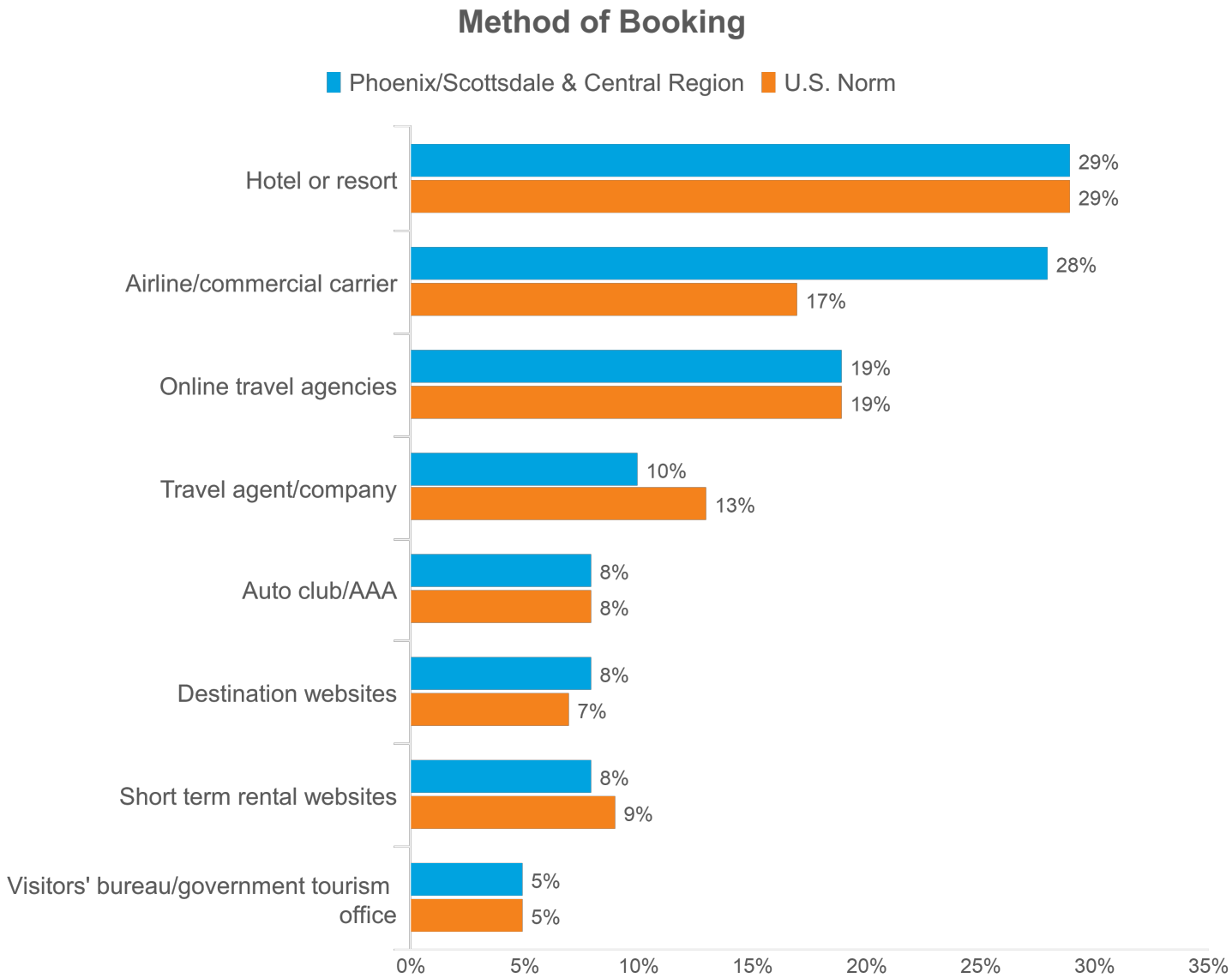







## Children in Household



# Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



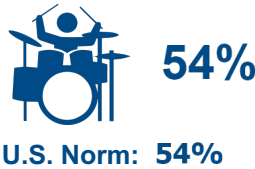
		2022	2021
	Hotel	38%	36%
	Home of friends / relatives	25%	22%
	Motel	13%	15%
	Resort hotel	12%	13%
	Rented home / condo / apartment	7%	9%
	Campground / RV park	6%	8%
	Bed & breakfast	6%	9%

Activity Groupings

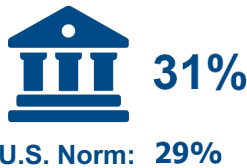
Outdoor Activities



Entertainment Activities



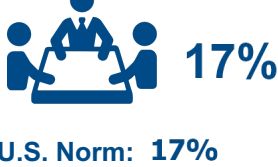
Cultural Activities



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%

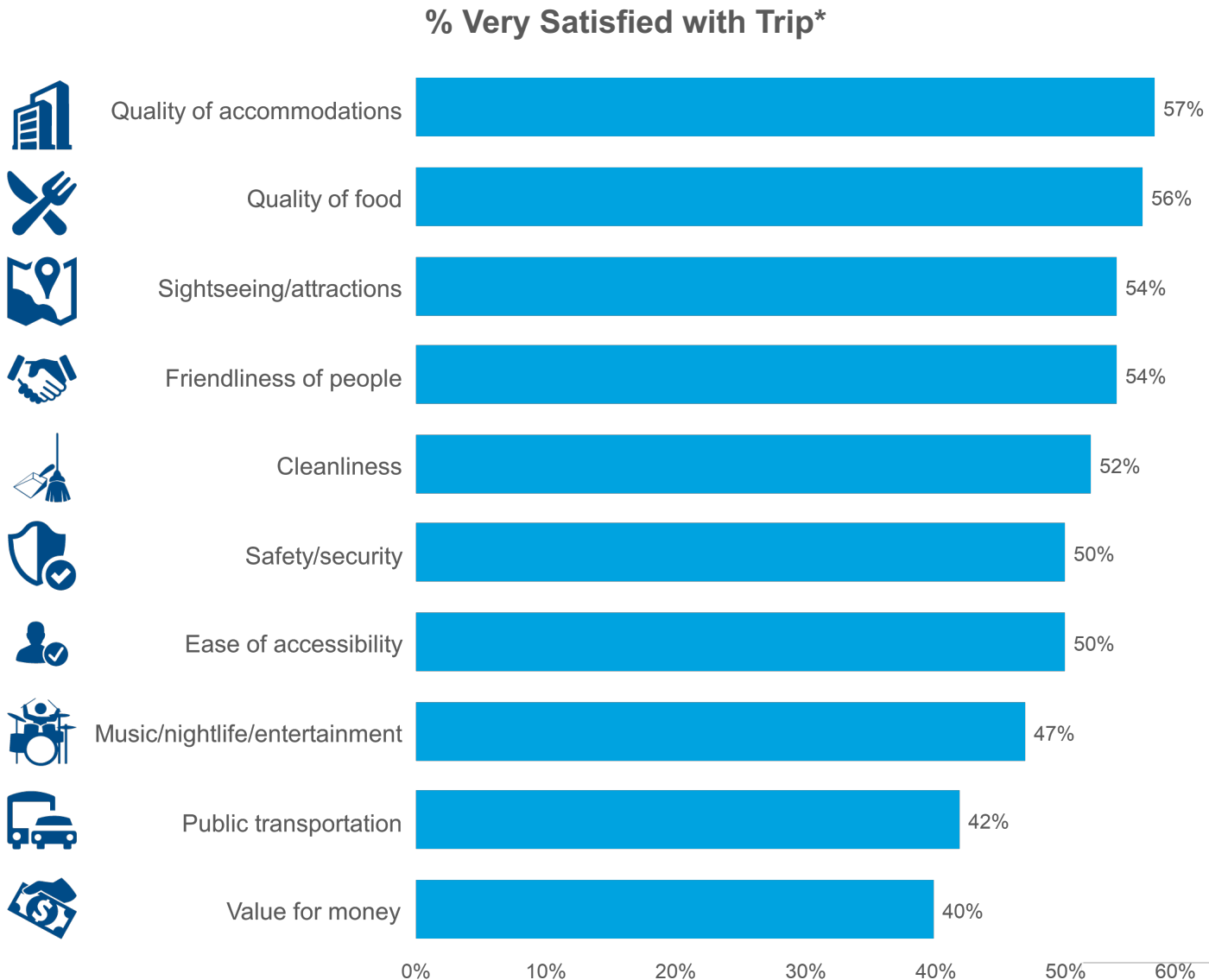
Base: 2022 Overnight Person-Trips that included Shopping

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

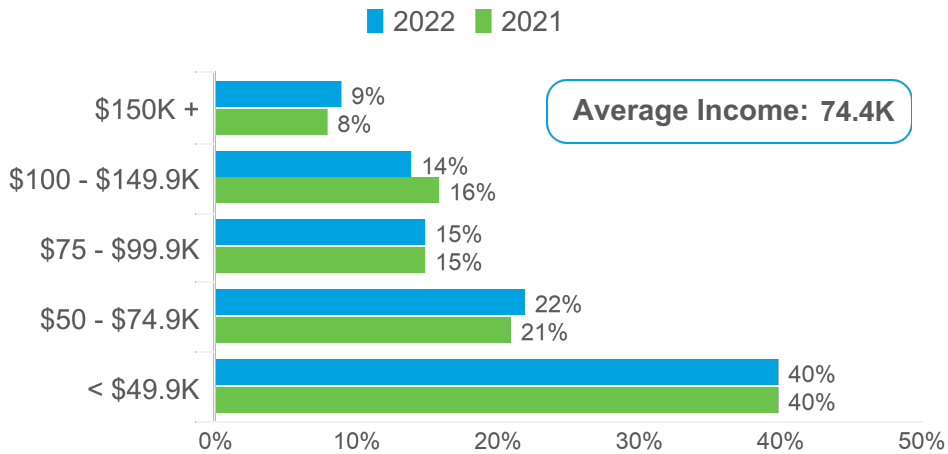


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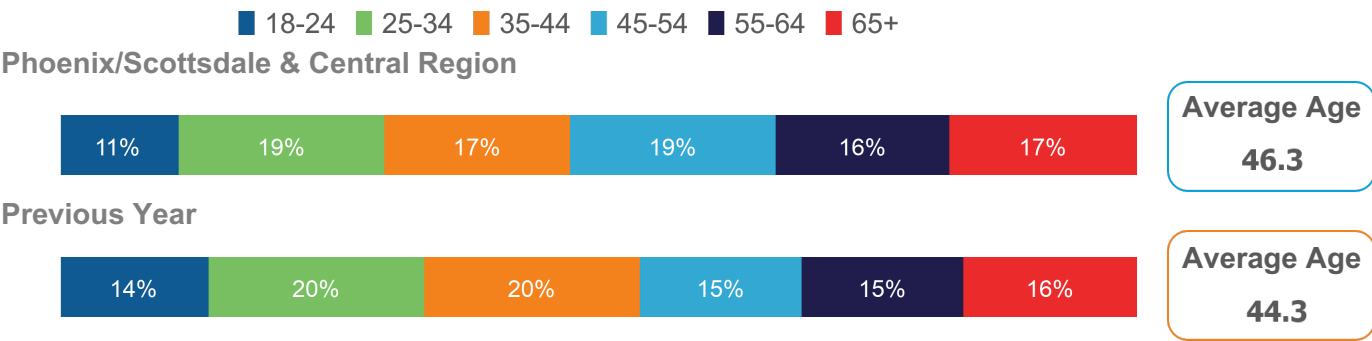
# Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2022 Overnight Person-Trips

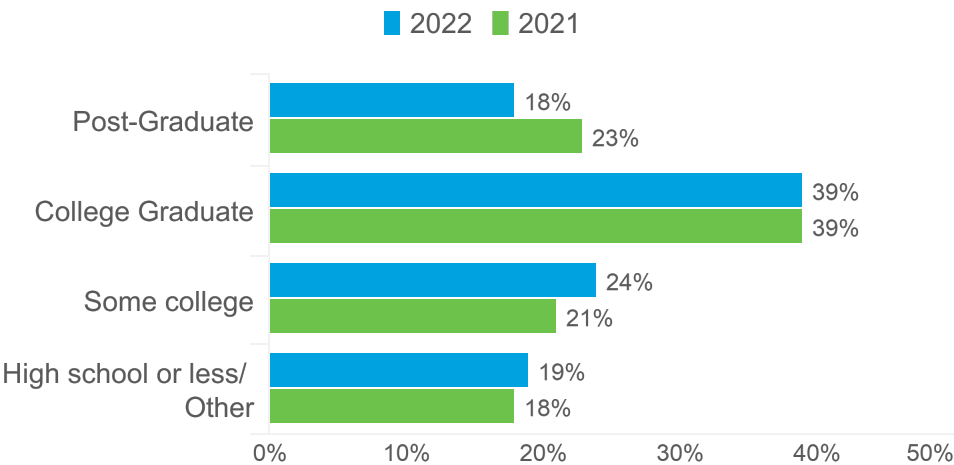
## Household Income



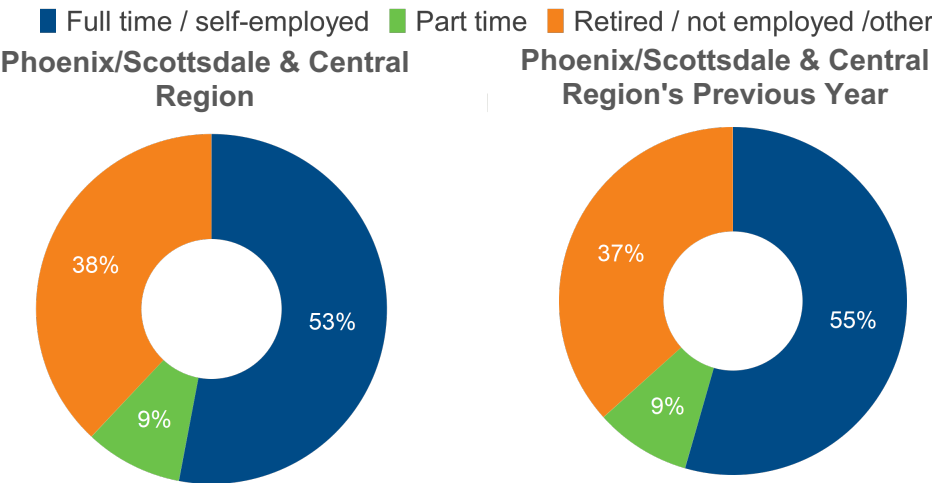
## Age



## Educational Attainment



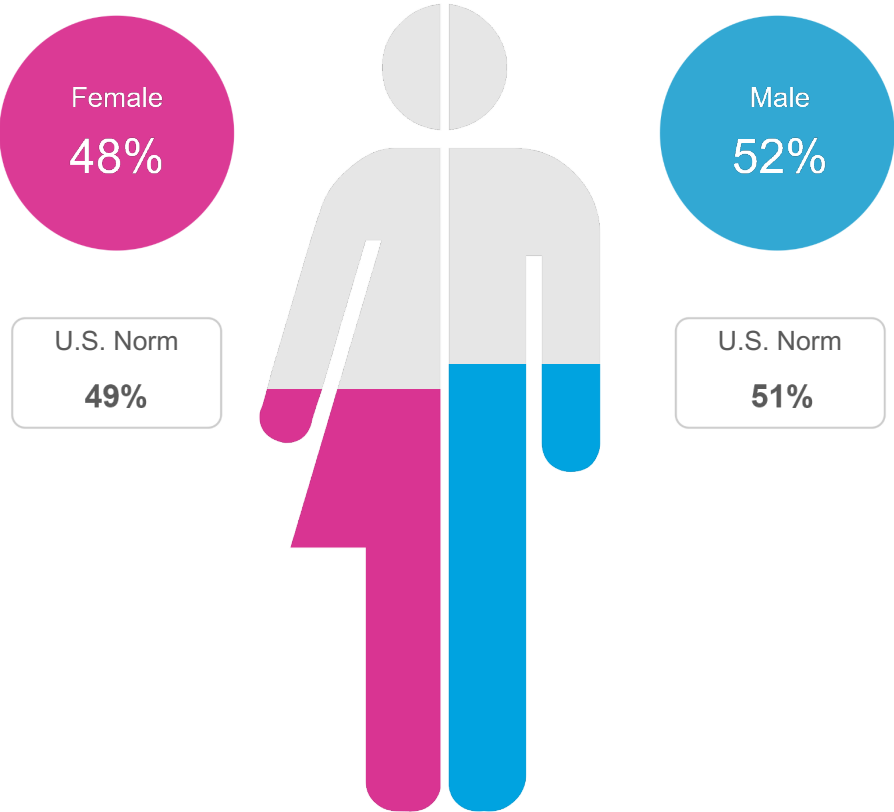
## Employment



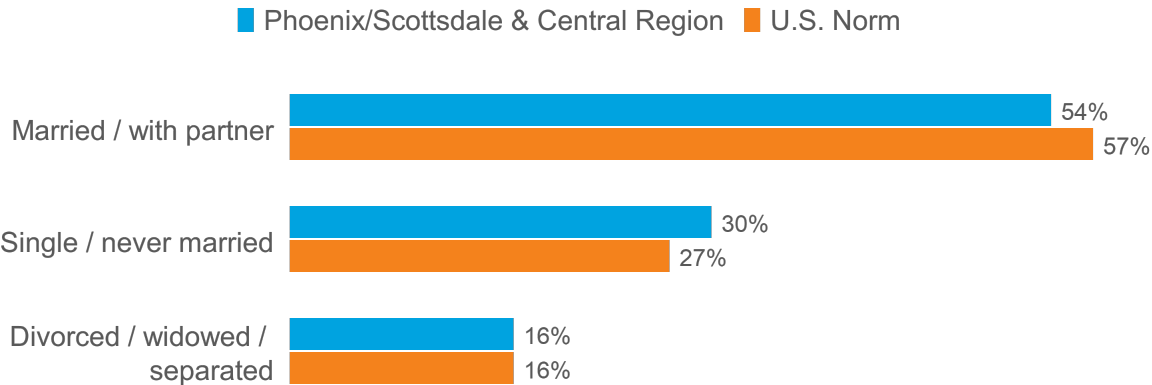
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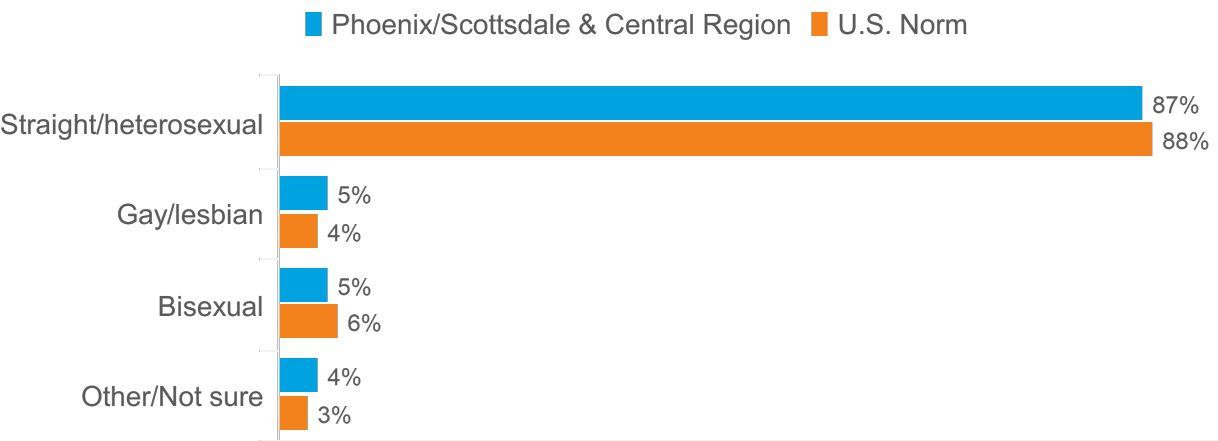
## Gender



## Marital Status



## Sexual Orientation

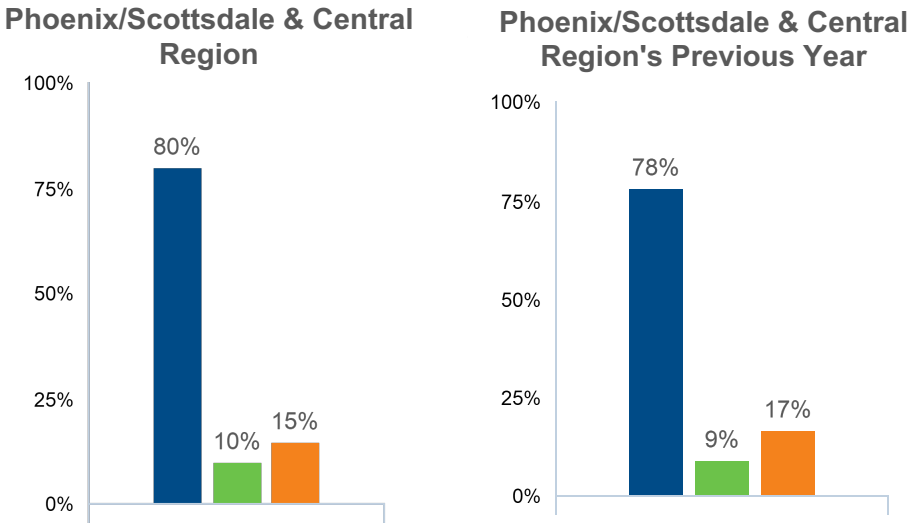


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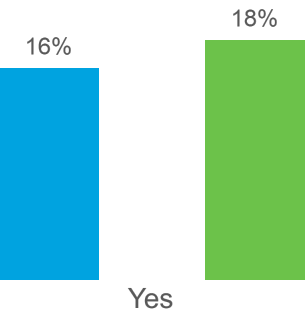
## Race

White African-American Other



## Hispanic Background

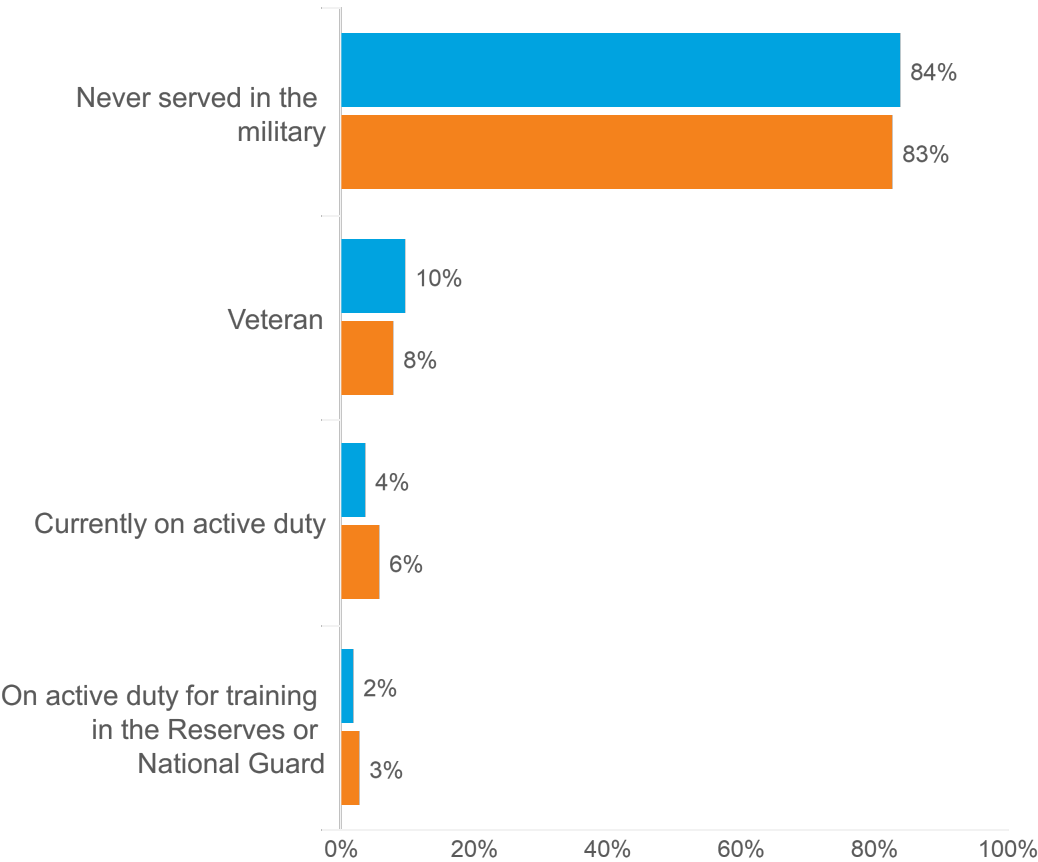
2022 2021



Yes

## Military Status

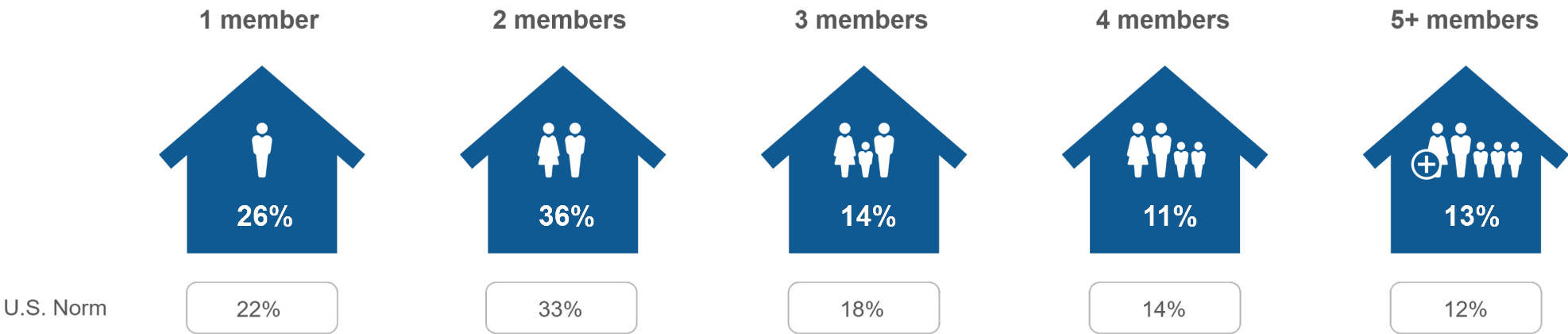
Phoenix/Scottsdale & Central Region U.S. Norm



# Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2022 Overnight Person-Trips

## Household Size



## Children in Household

