



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.
- 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 Northern 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 Northern Region, the following sample was achieved in 2022:



Overnight Base Size

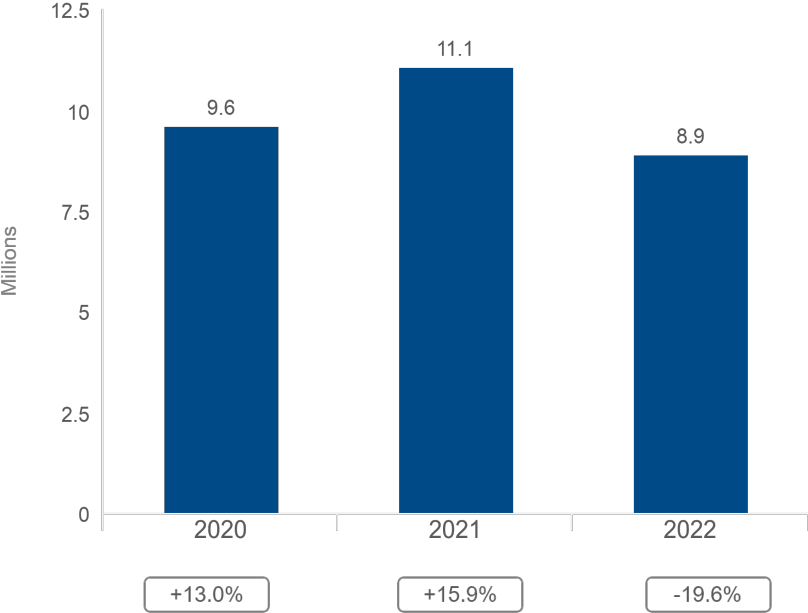
1,233

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

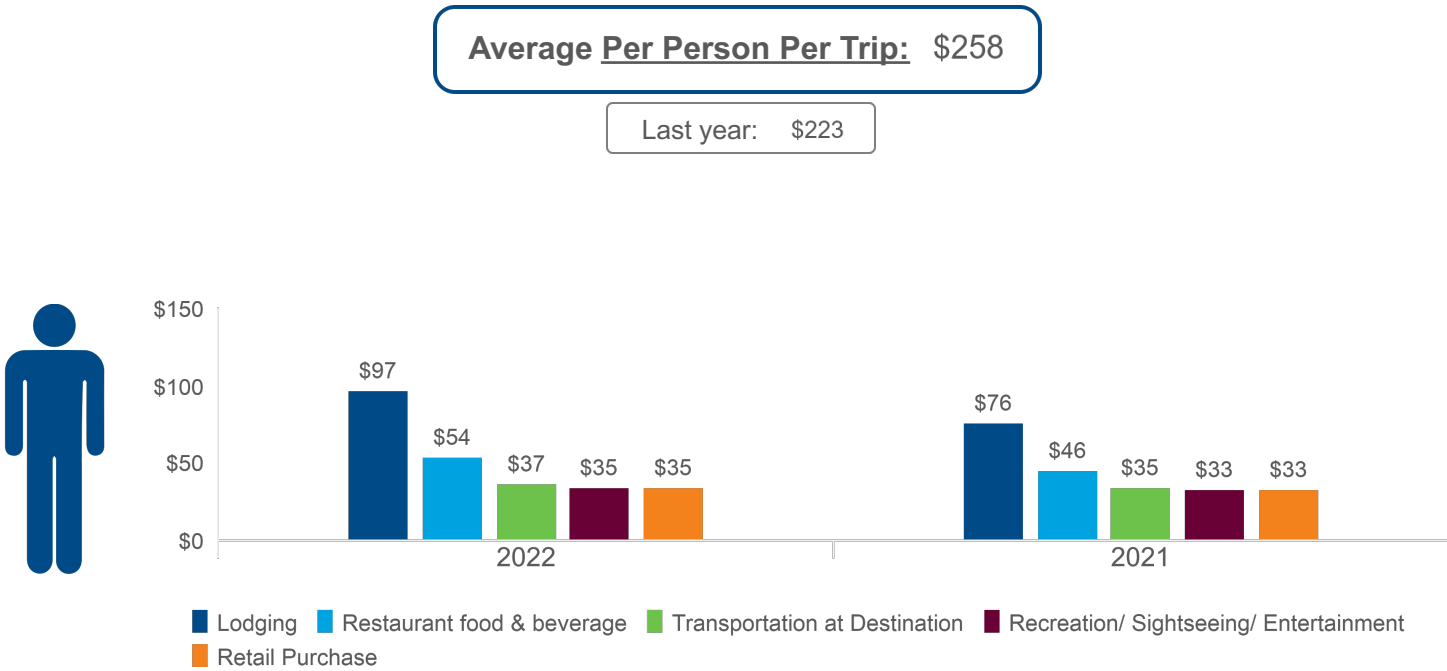
Size and Structure of AZ Northern Region's Domestic Travel Market

Base: 2022 Overnight Person-Trips












Overnight Trips to AZ Northern Region



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



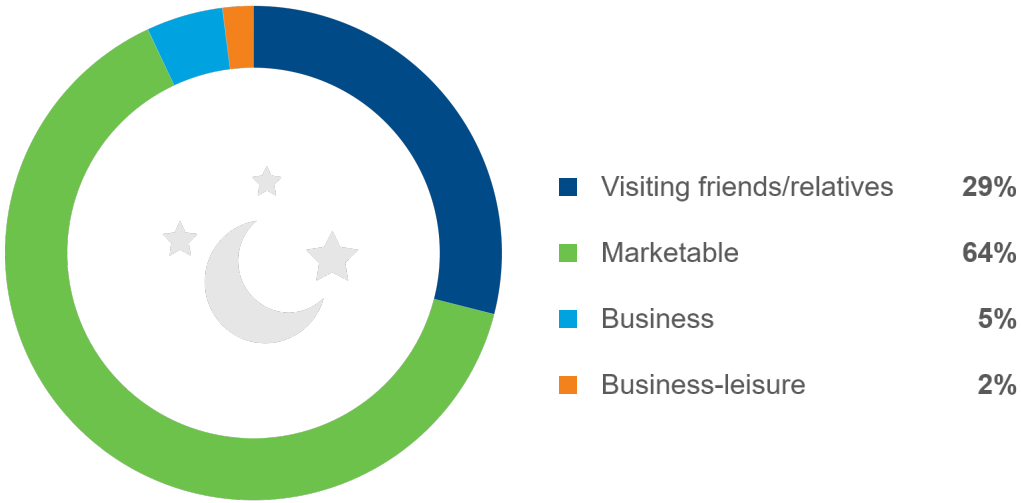
Main Purpose of Trip

| | | | |
|---|---|---|--|
|  | 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 | | |

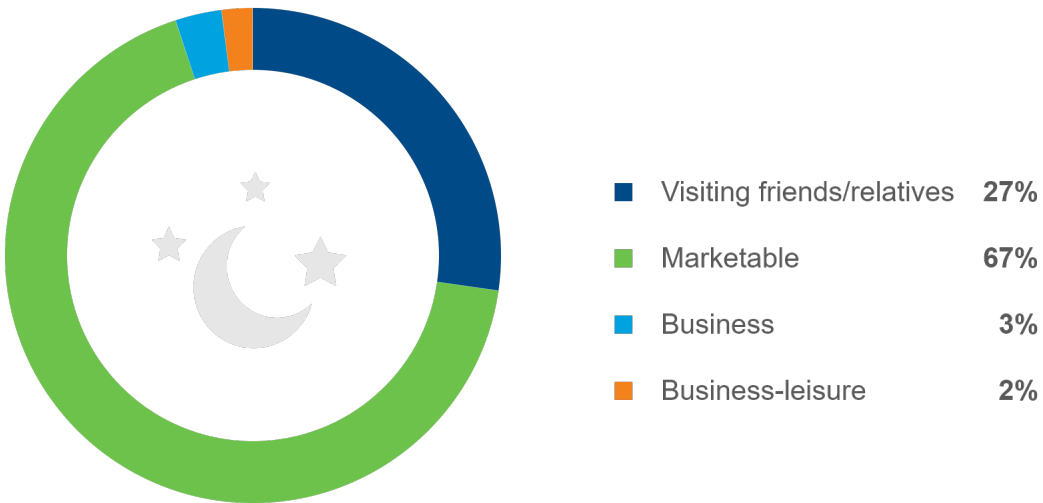
Main Purpose of Leisure Trip

| | 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

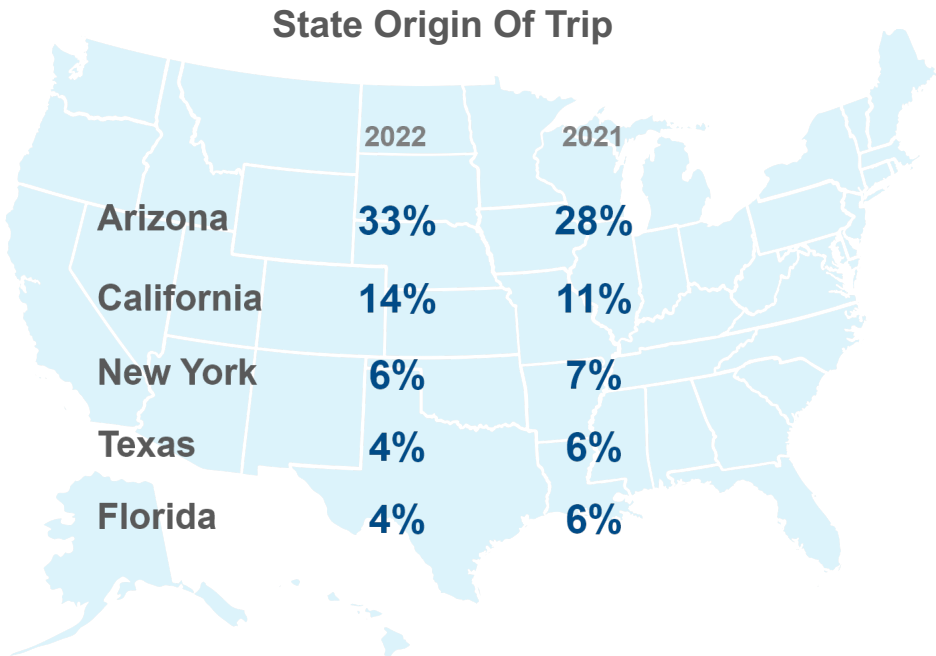


Last Year's AZ Northern Region Overnight Trips



AZ Northern Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



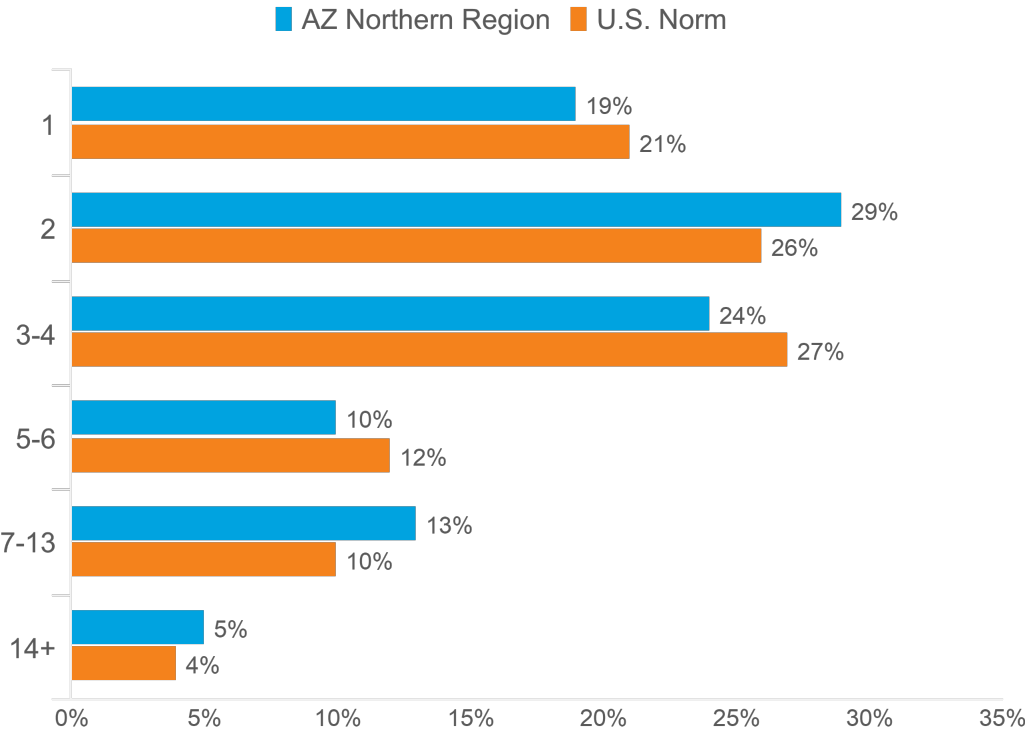
DMA Origin Of Trip

| | 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

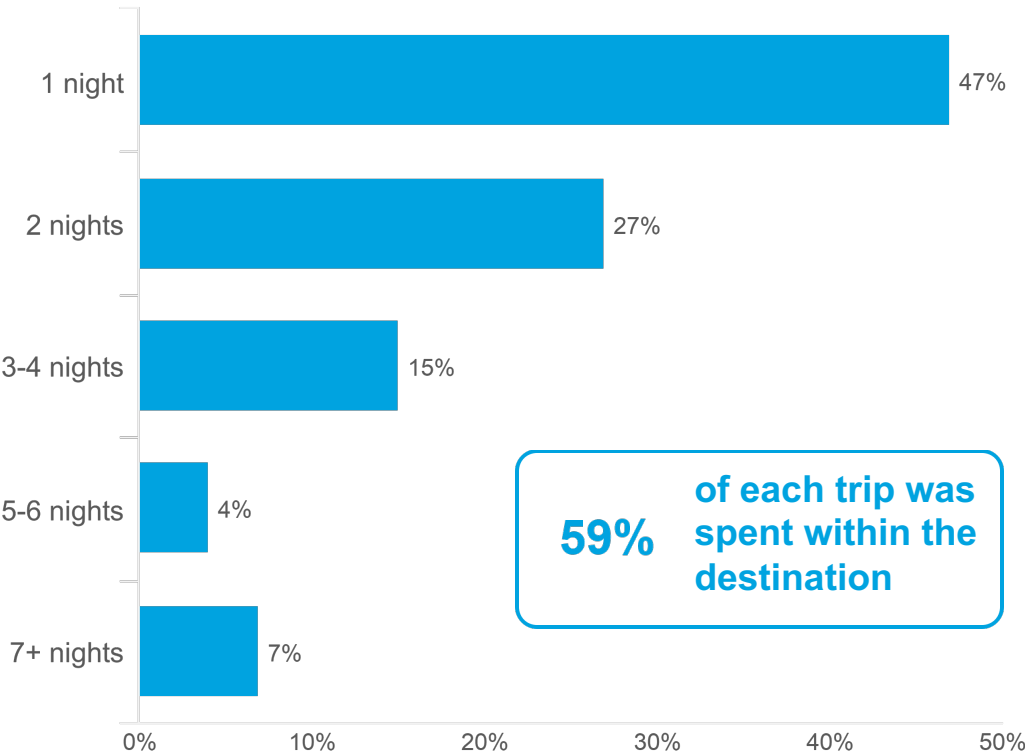
Average Nights

U.S. Norm

3.9

Average Nights

Nights Spent in AZ Northern Region



59% of each trip was spent within the destination

Average number of nights

2.6

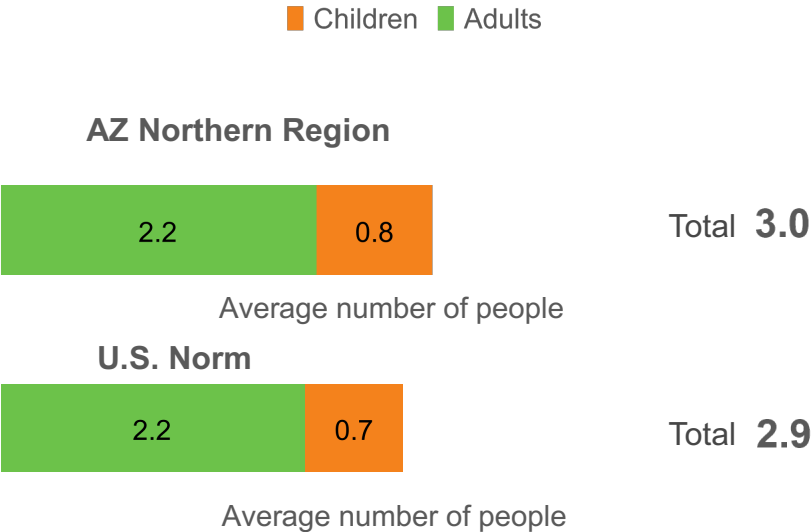
Average last year

2.1

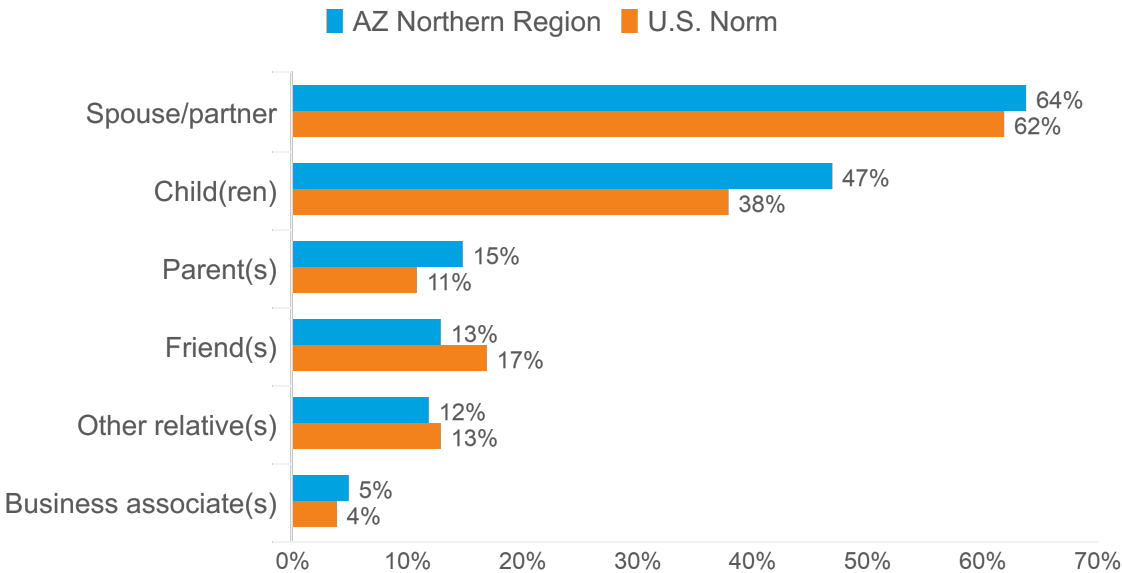
AZ Northern Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Size of Travel Party

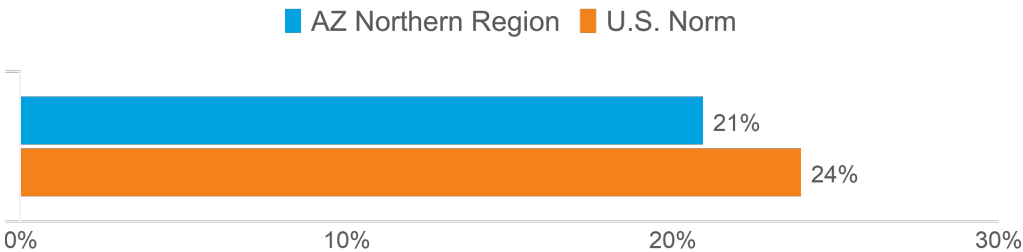


Composition of Immediate Travel Party

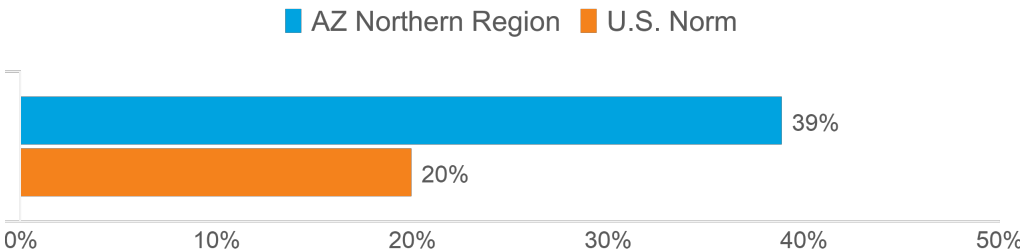


Base: 2022 Overnight Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities



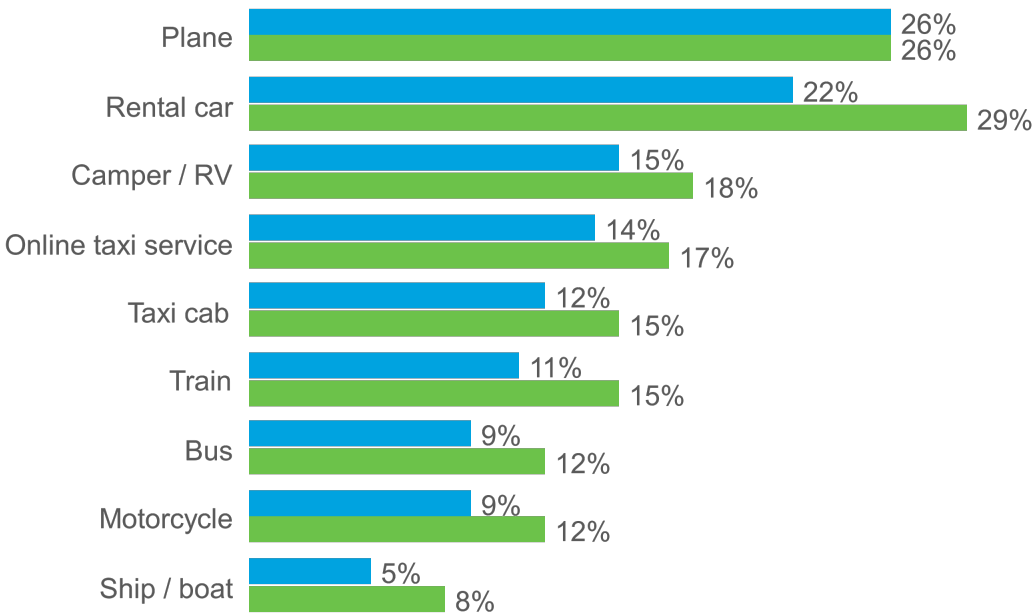
Transportation Used to get to Destination



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

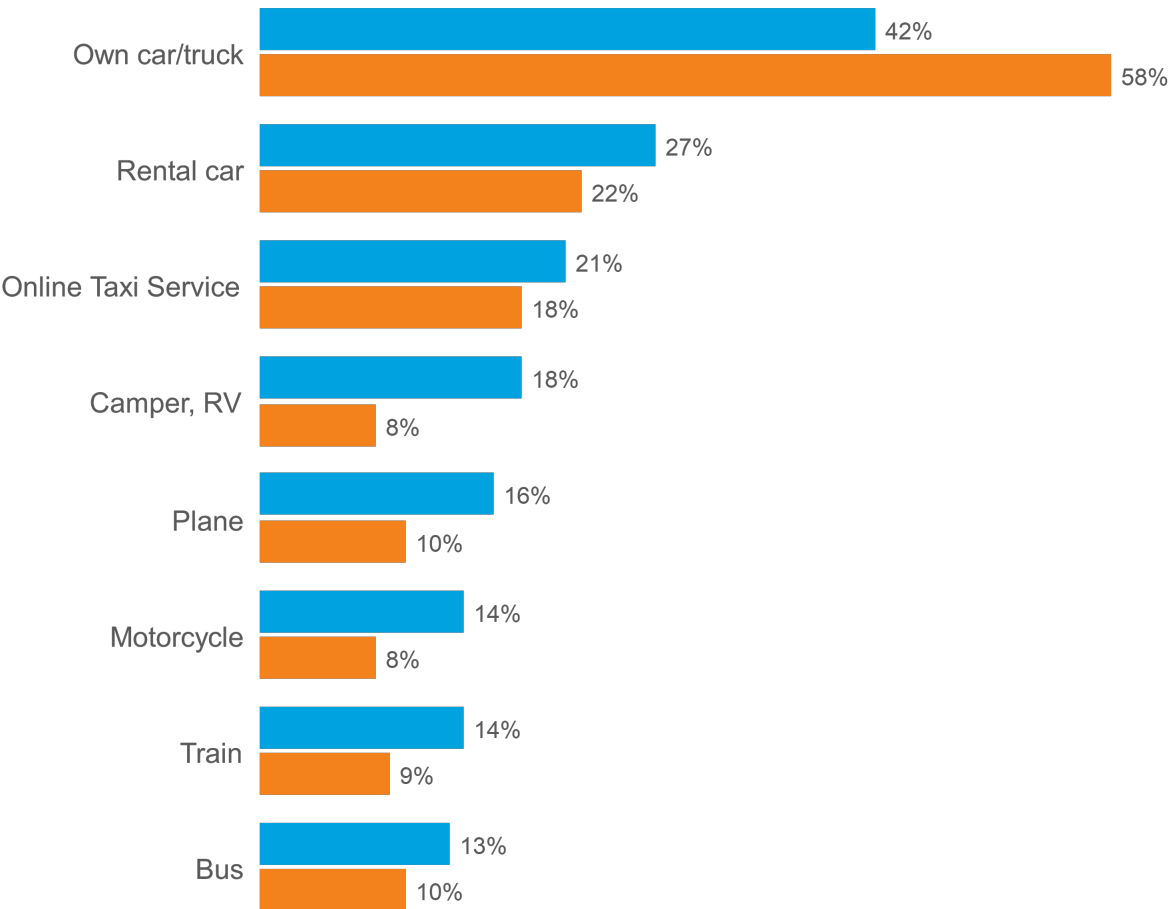
Previous year: 64%

■ 2022 ■ 2021

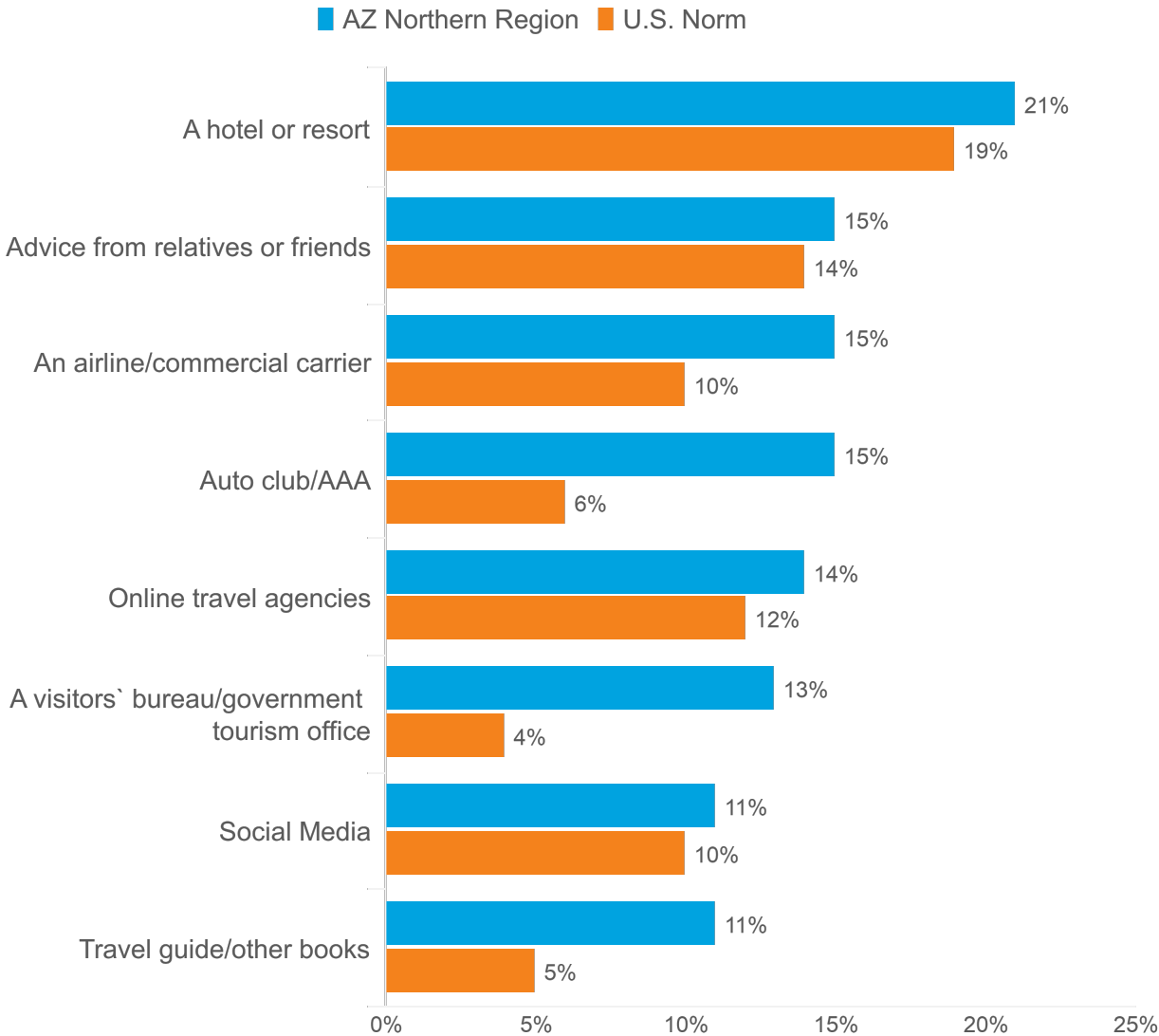


Transportation Used within Destination

■ AZ Northern Region ■ U.S. Norm



Trip Planning Information Sources

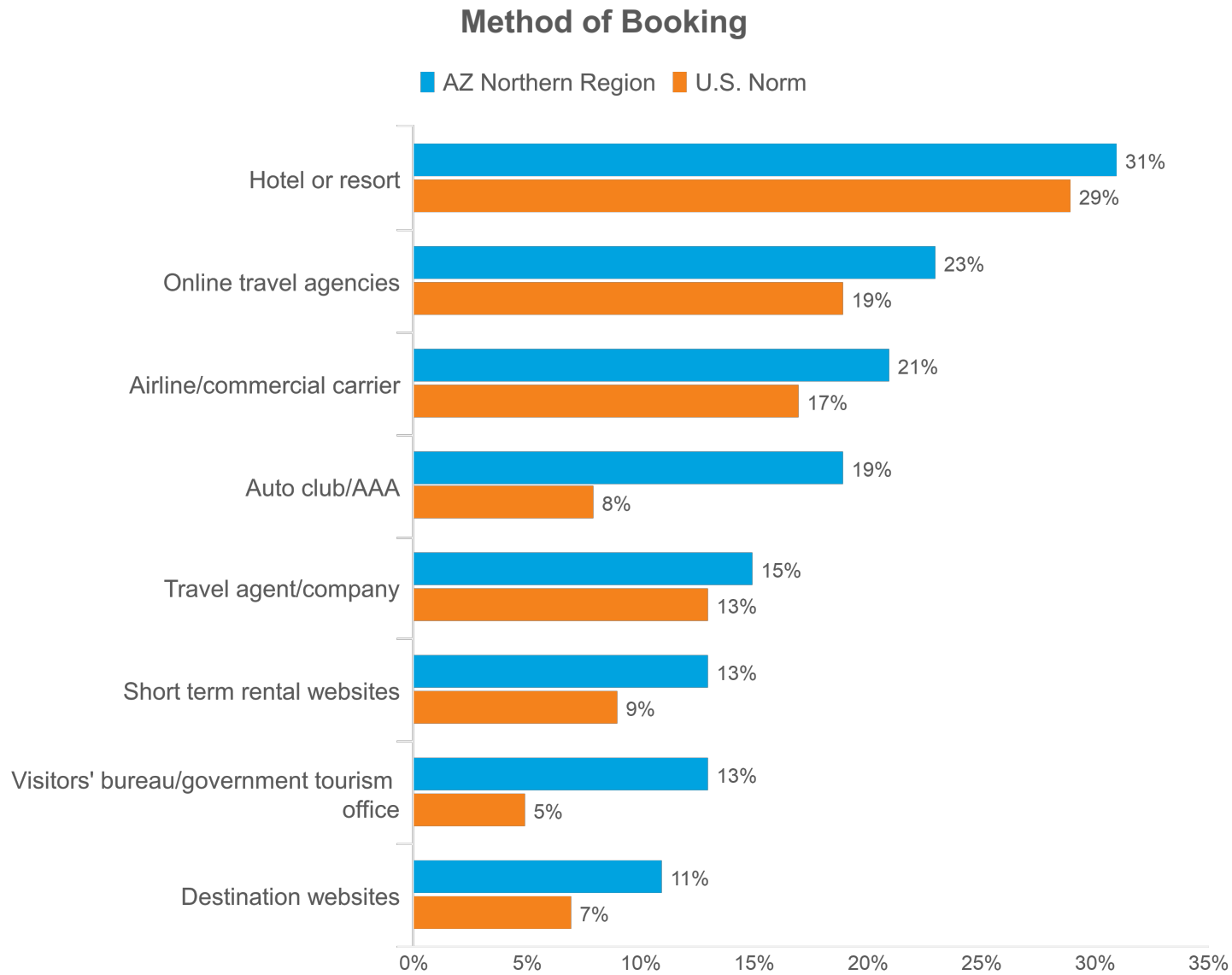


Length of Trip Planning








| | 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

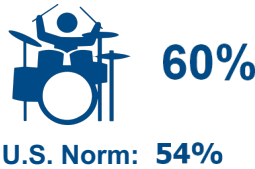
| | 2022 | 2021 |
|---|------|------|
|  Hotel | 45% | 47% |
|  Motel | 21% | 21% |
|  Bed & breakfast | 13% | 18% |
|  Campground / RV park | 13% | 13% |
|  Home of friends / relatives | 12% | 8% |
|  Resort hotel | 11% | 10% |
|  Country inn / lodge | 9% | 11% |

Activity Groupings

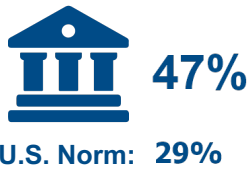
Outdoor Activities



Entertainment Activities



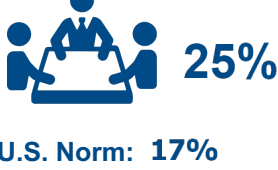
Cultural Activities













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

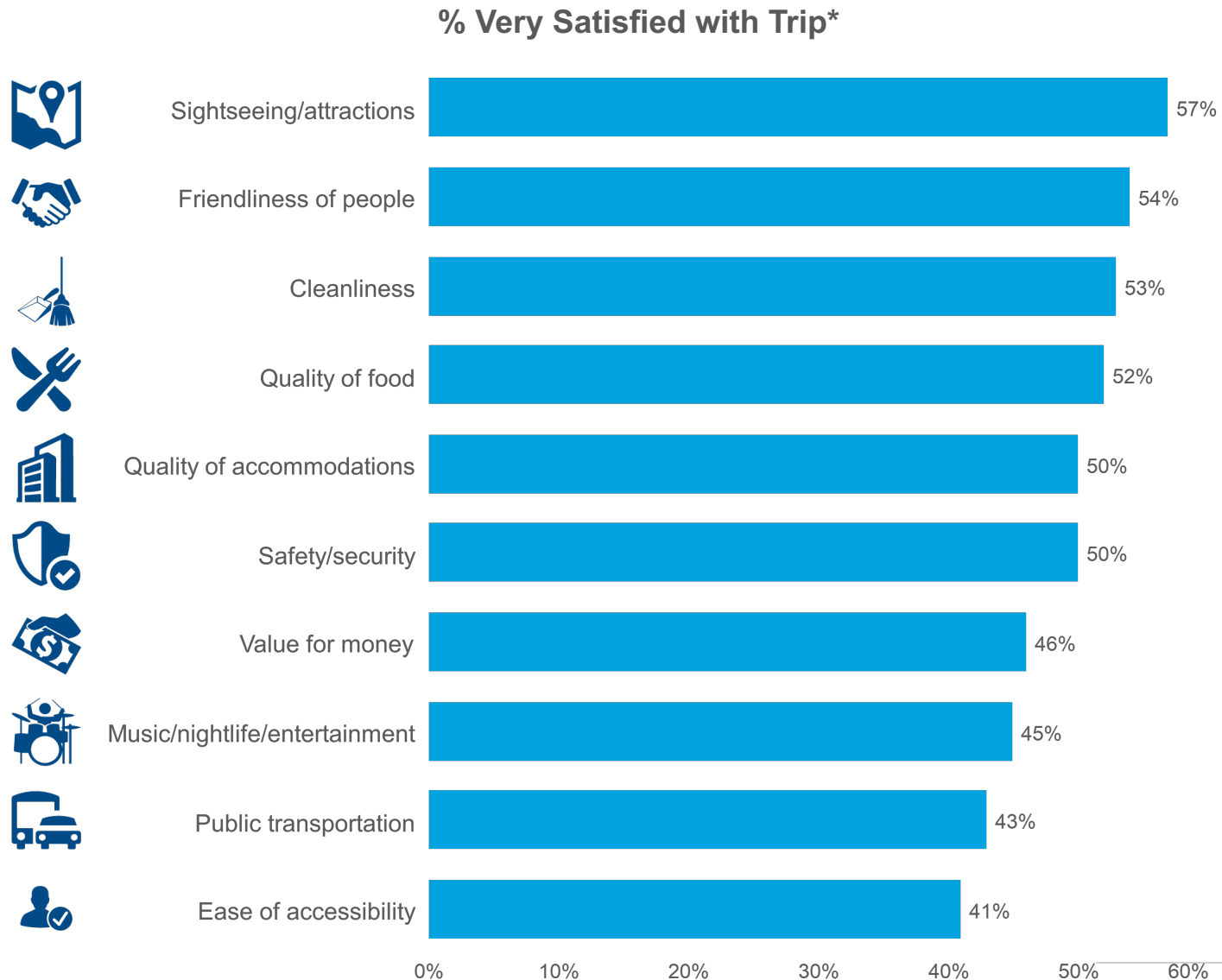
| | AZ Northern Region | U.S. Norm |
|---|----------------------------------|-----------|
|  | Souvenir shopping | 50%41% |
|  | Convenience/grocery shopping | 48%44% |
|  | Big box stores (Walmart, Costco) | 36%33% |
|  | Outlet/mall shopping | 36%48% |
|  | Boutique shopping | 33%29% |
|  | Antiquing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

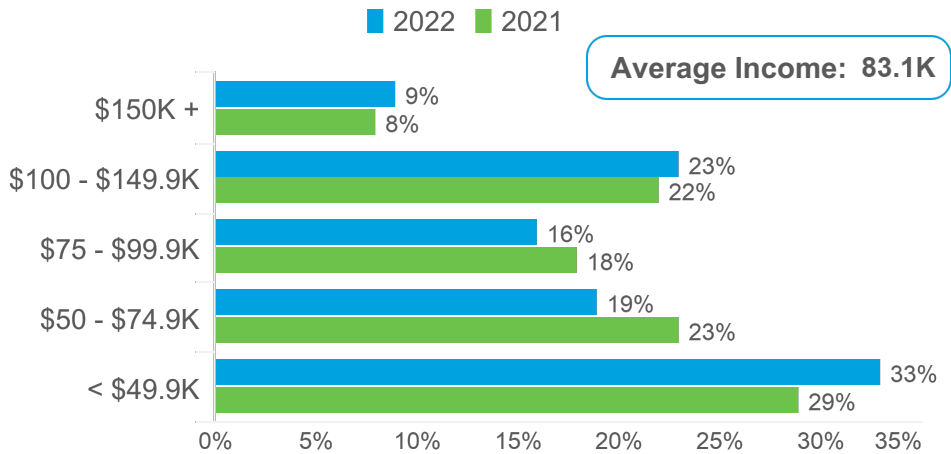


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

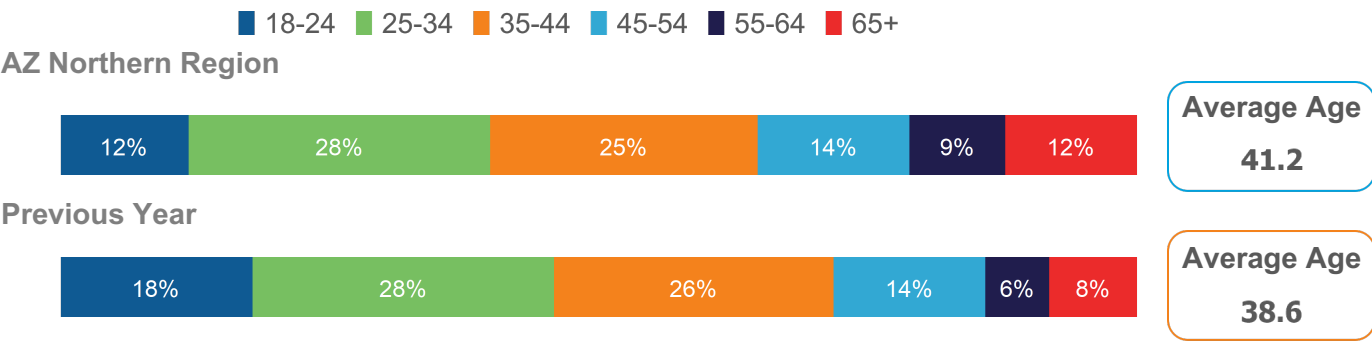
Demographic Profile of Overnight AZ Northern Region Visitors

Base: 2022 Overnight Person-Trips

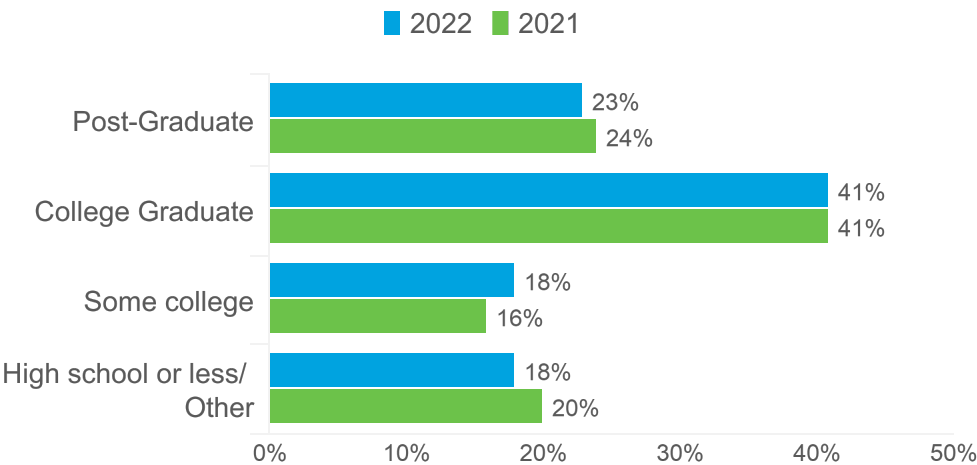
Household Income



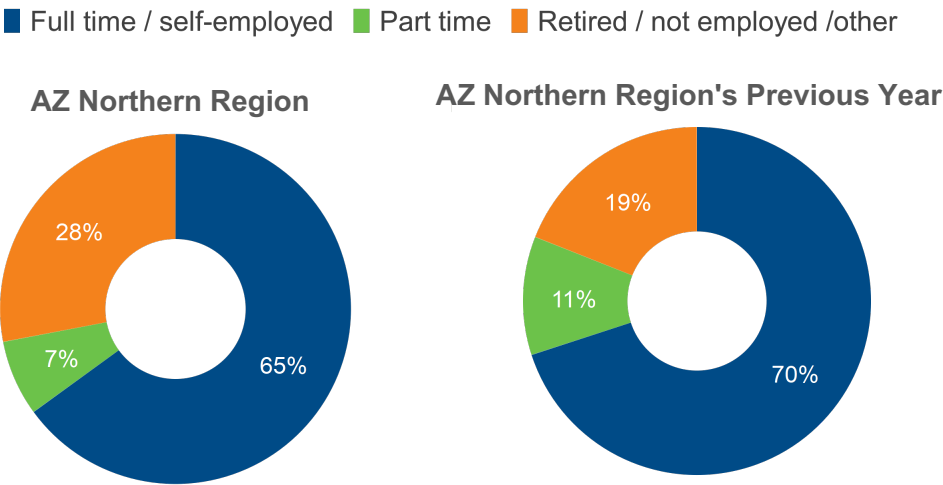
Age



Educational Attainment



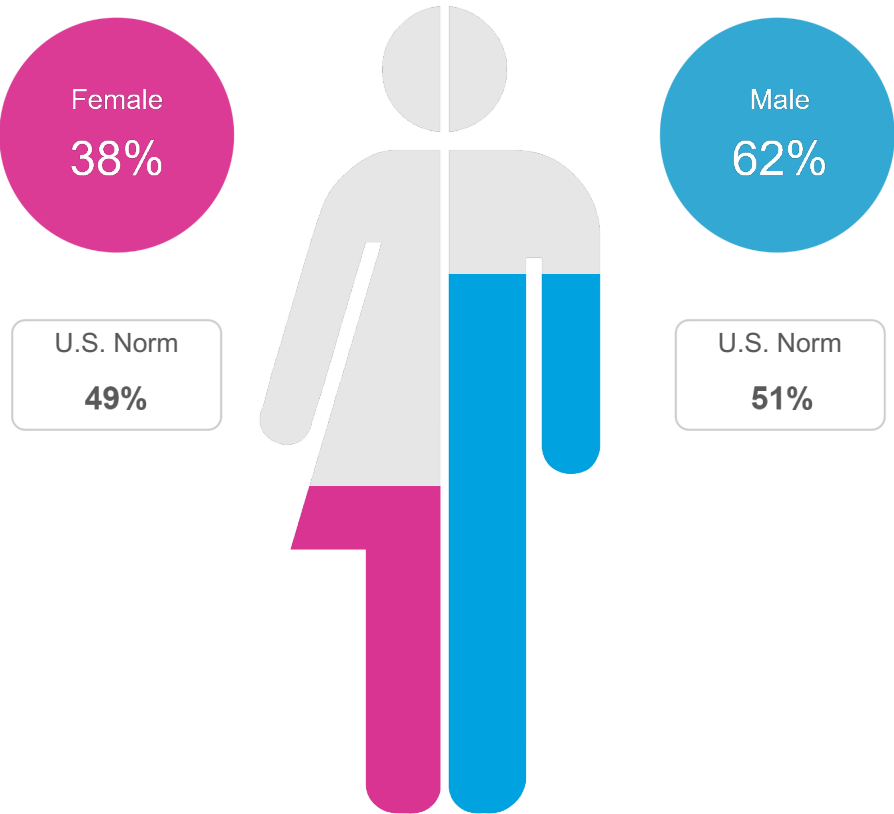
Employment



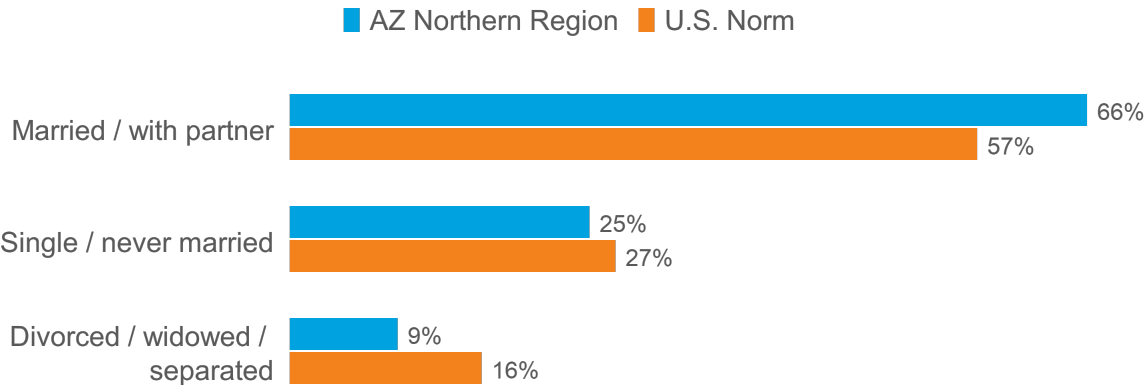
Demographic Profile of Overnight AZ Northern Region Visitors

Base: 2022 Overnight Person-Trips

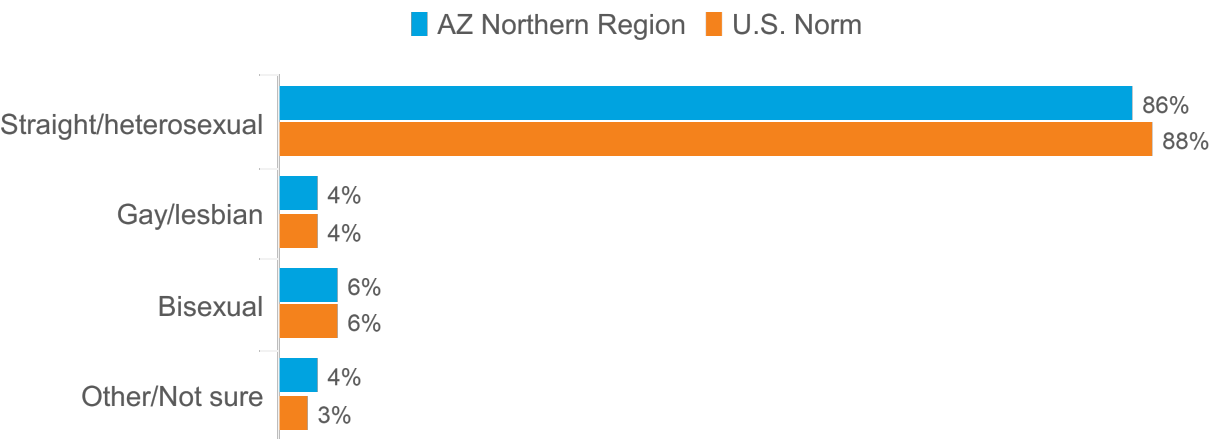
Gender



Marital Status



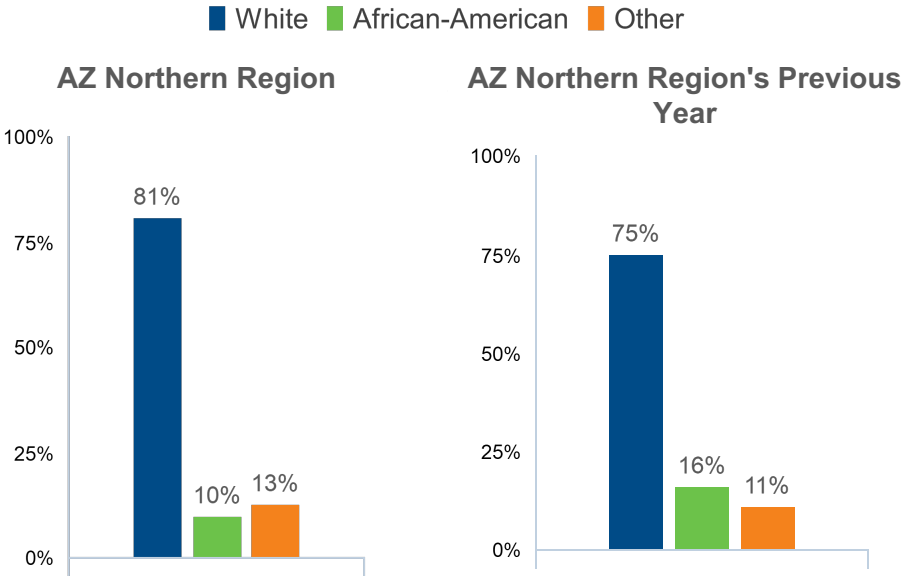
Sexual Orientation



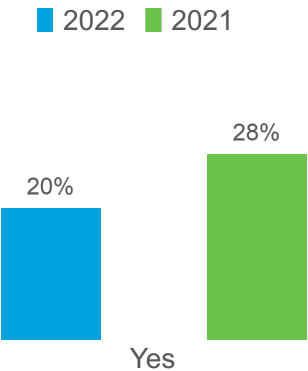
Demographic Profile of Overnight AZ Northern Region Visitors

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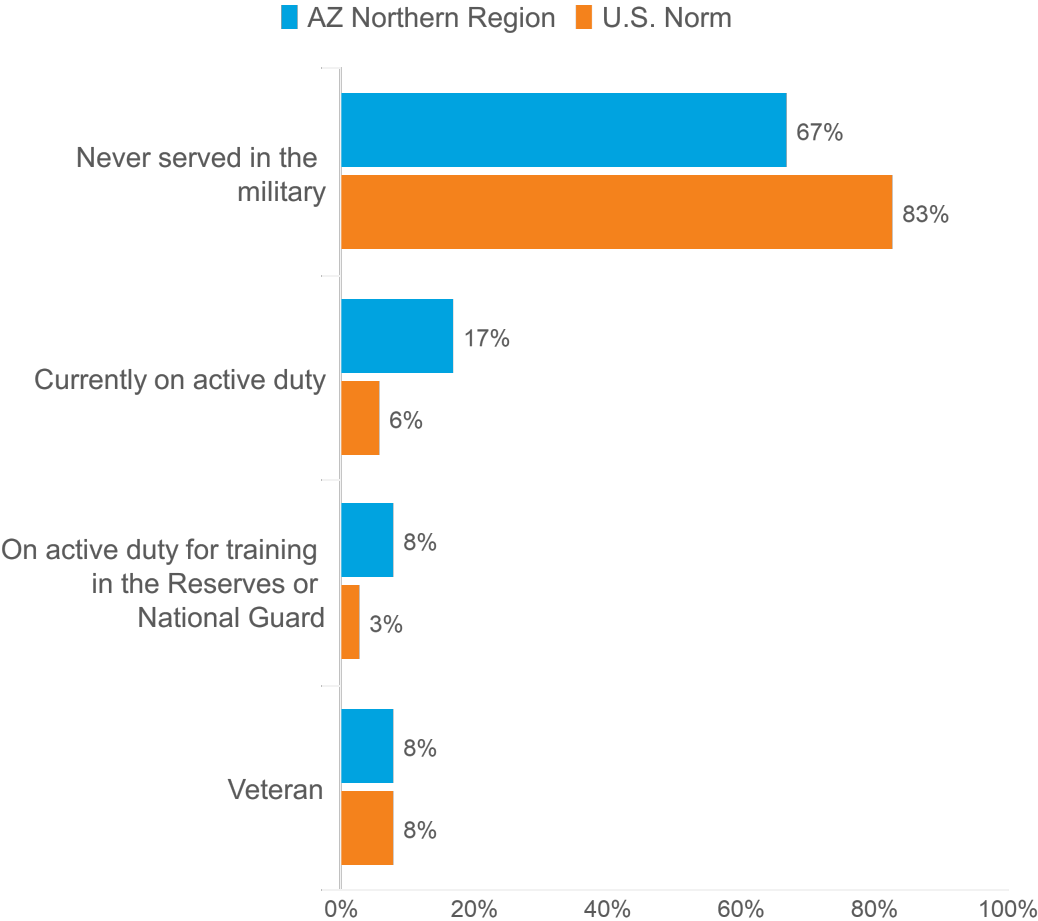
Race



Hispanic Background



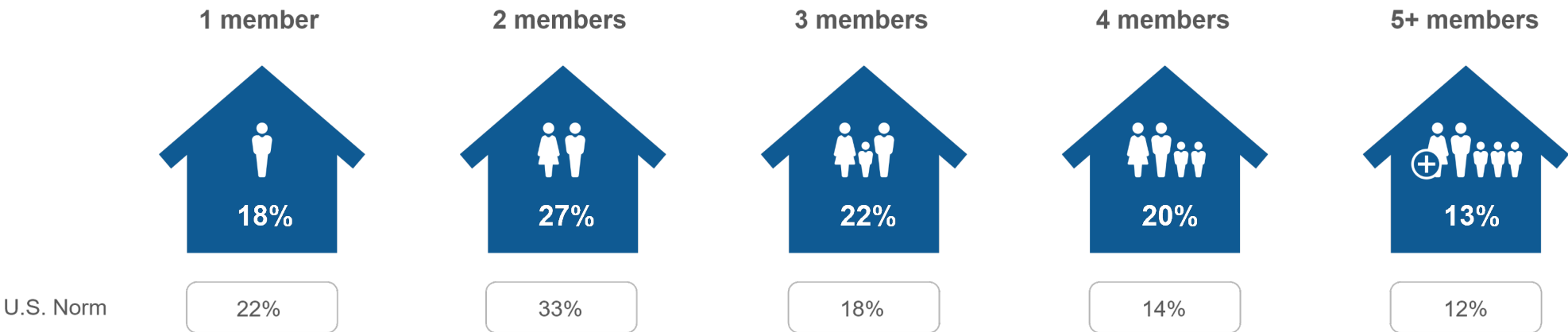
Military Status



Demographic Profile of Overnight AZ Northern Region Visitors

Base: 2022 Overnight Person-Trips

Household Size



Children in Household

