



Travel USA Visitor Profile

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



Overnight Base Size

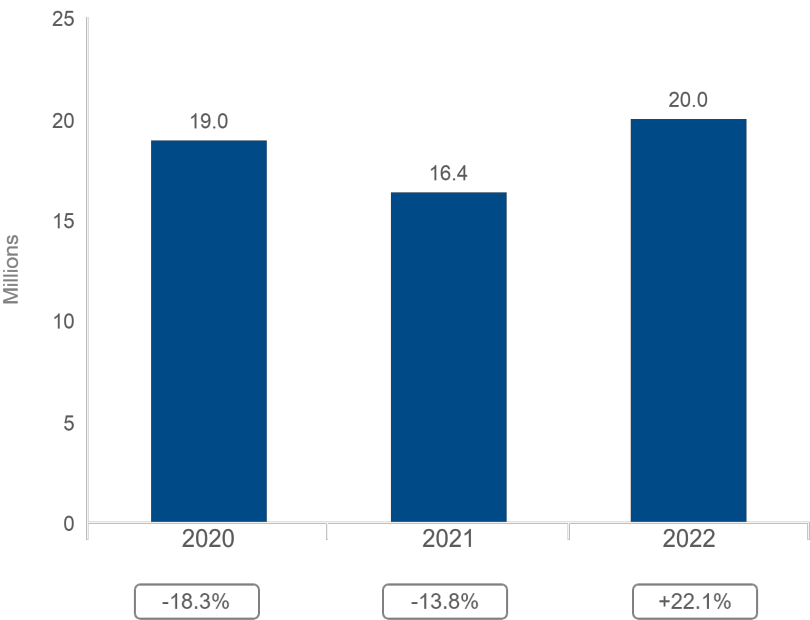
2,395

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

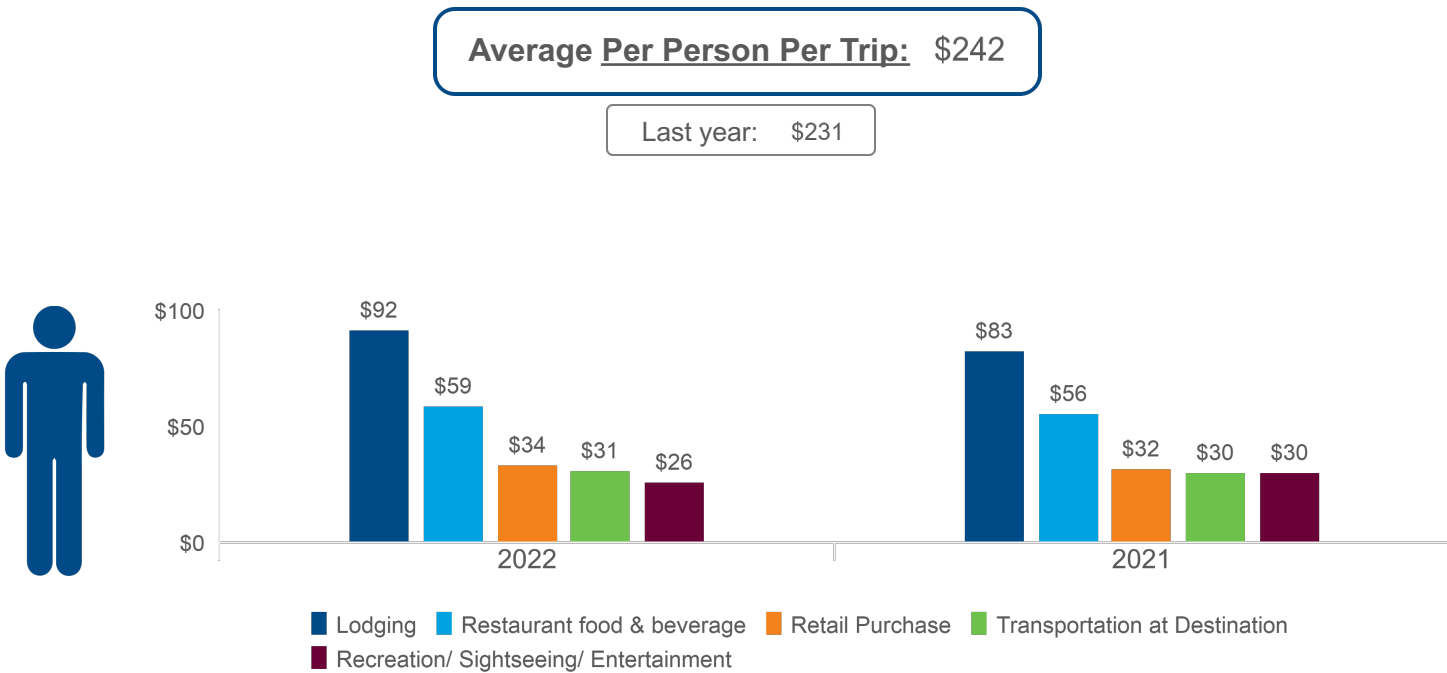
Size and Structure of Phoenix/Scottsdale & Central Region's Domestic Travel Market

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		

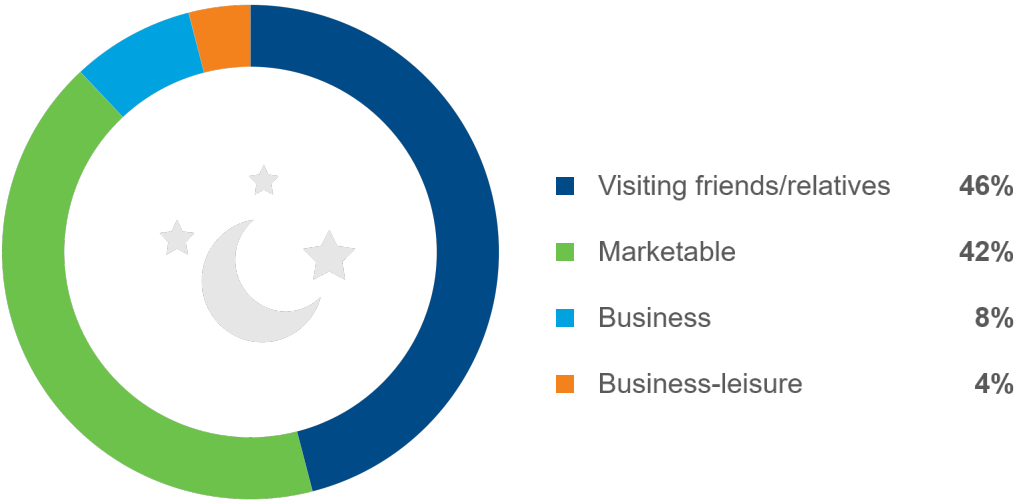
Main Purpose of Leisure Trip

	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%

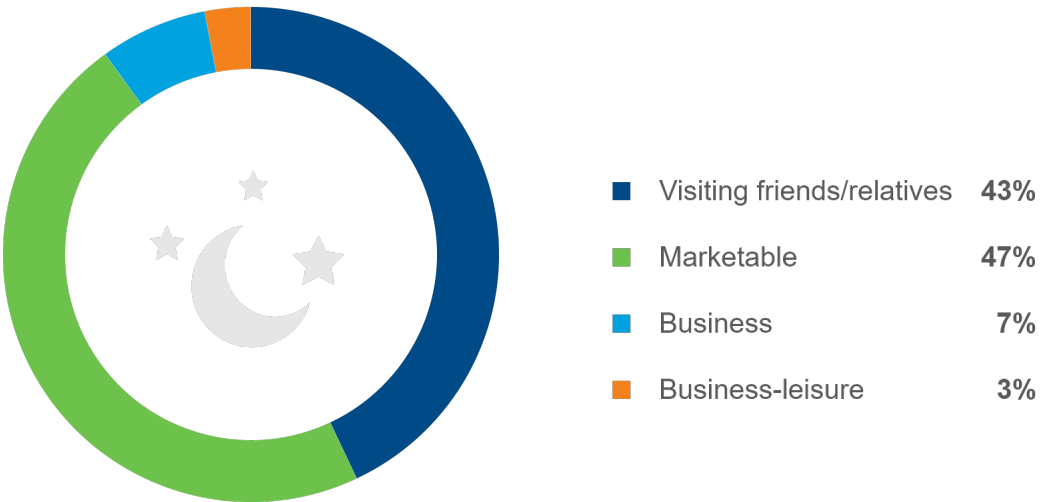
Structure of the Phoenix/Scottsdale & Central Region Overnight Travel Market

Base: 2022 Overnight Person-Trips

2022 Phoenix/Scottsdale & Central Region Overnight Trips

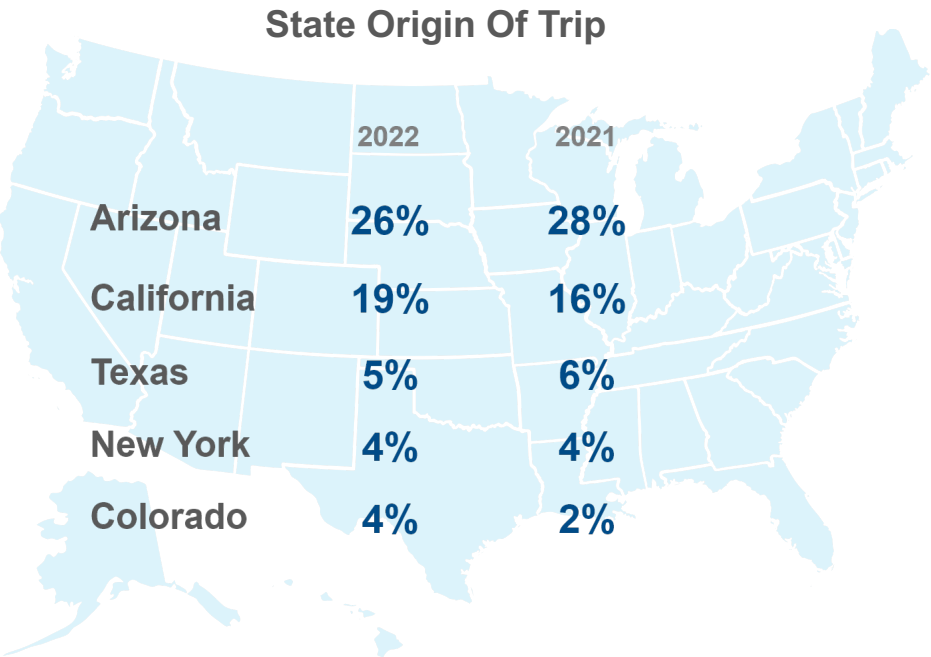


Last Year's Phoenix/Scottsdale & Central Region Overnight Trips



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%

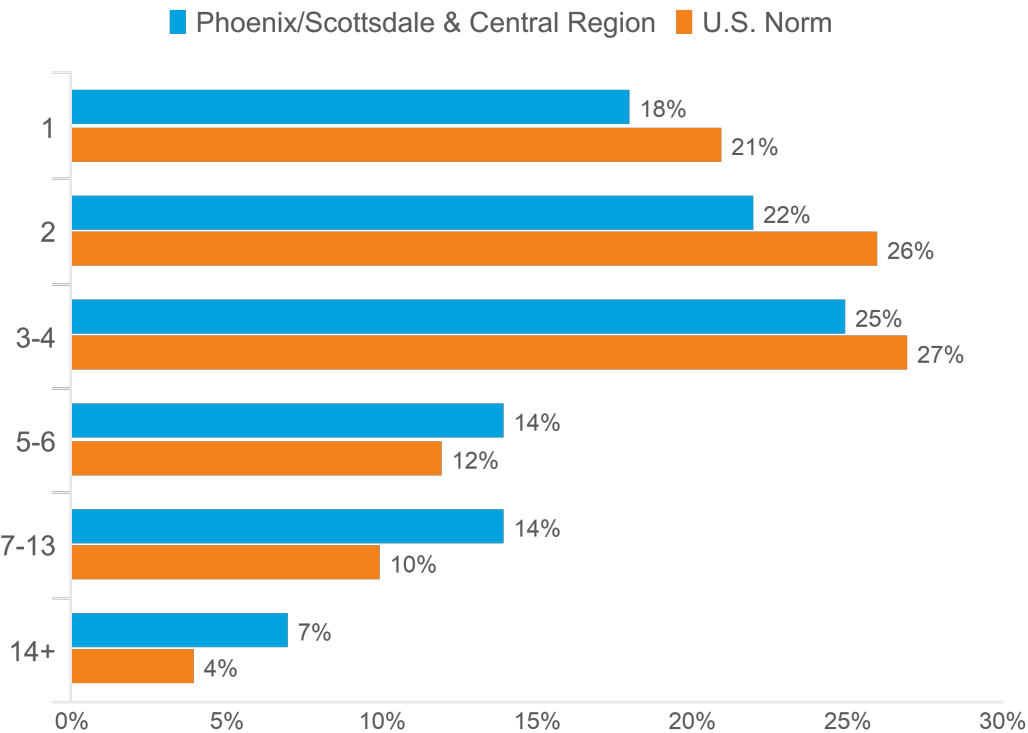
Past Visitation to Phoenix/Scottsdale & Central Region

- 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

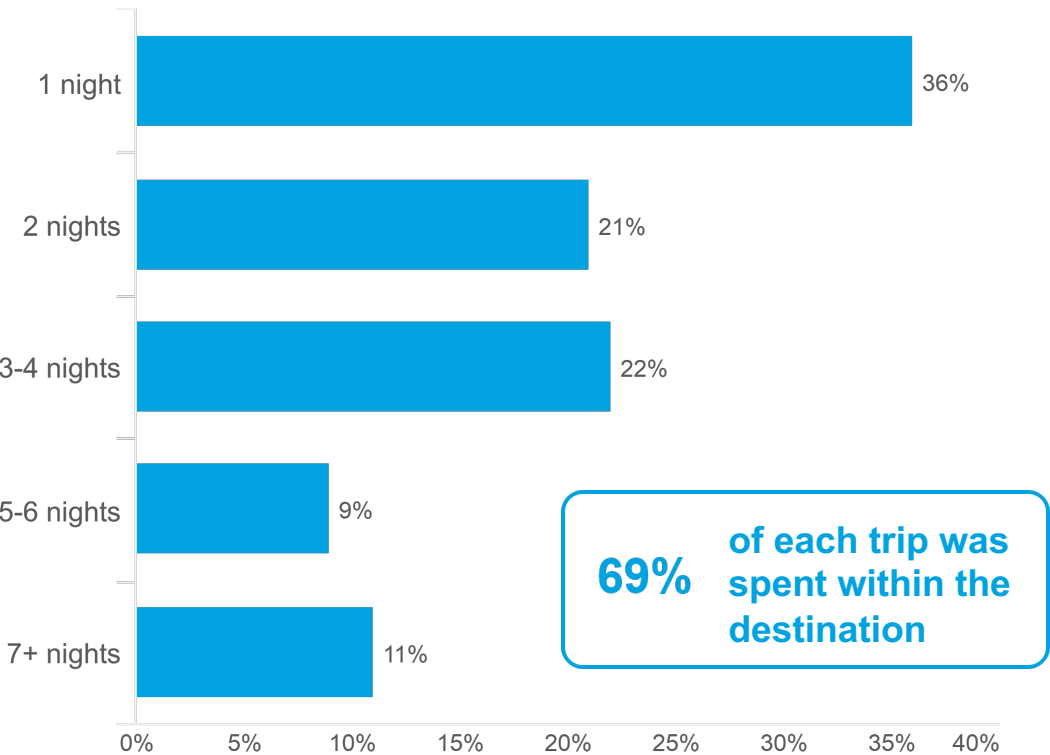
Total Nights Away on Trip



Phoenix/Scottsdale & Central
Region
4.9
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Phoenix/Scottsdale & Central Region



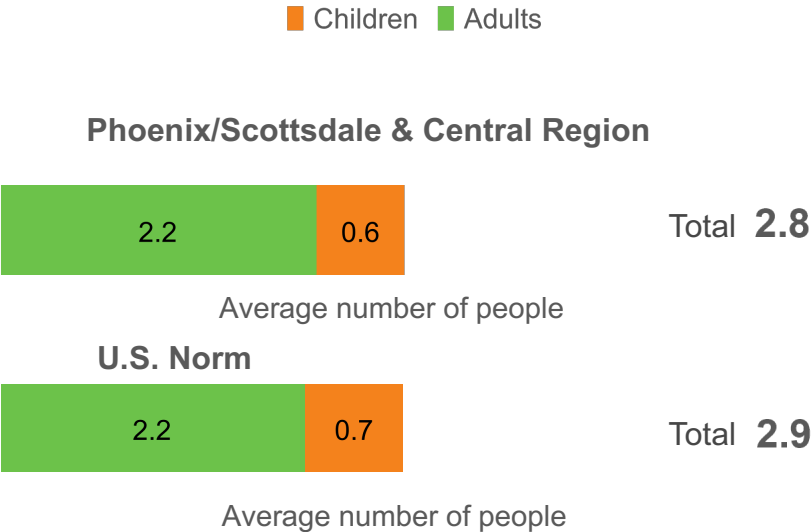
Average number
of nights
3.4

Average last
year
3.4

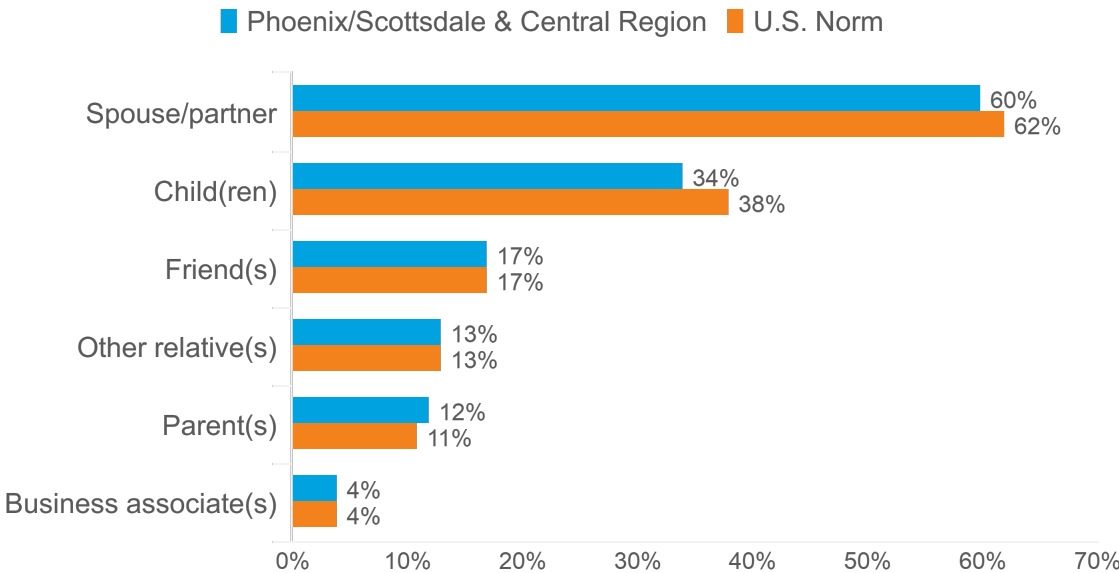
Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Size of Travel Party

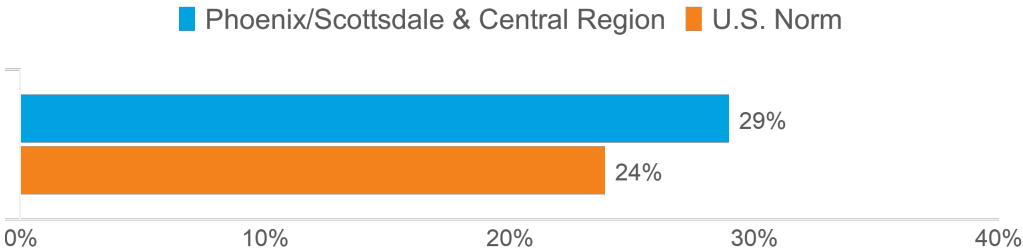


Composition of Immediate Travel Party

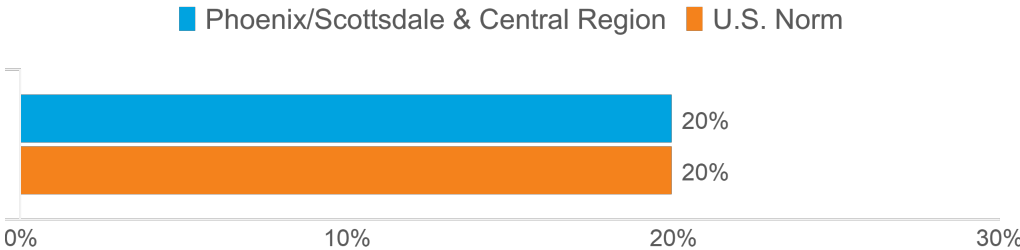


Base: 2022 Overnight Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities



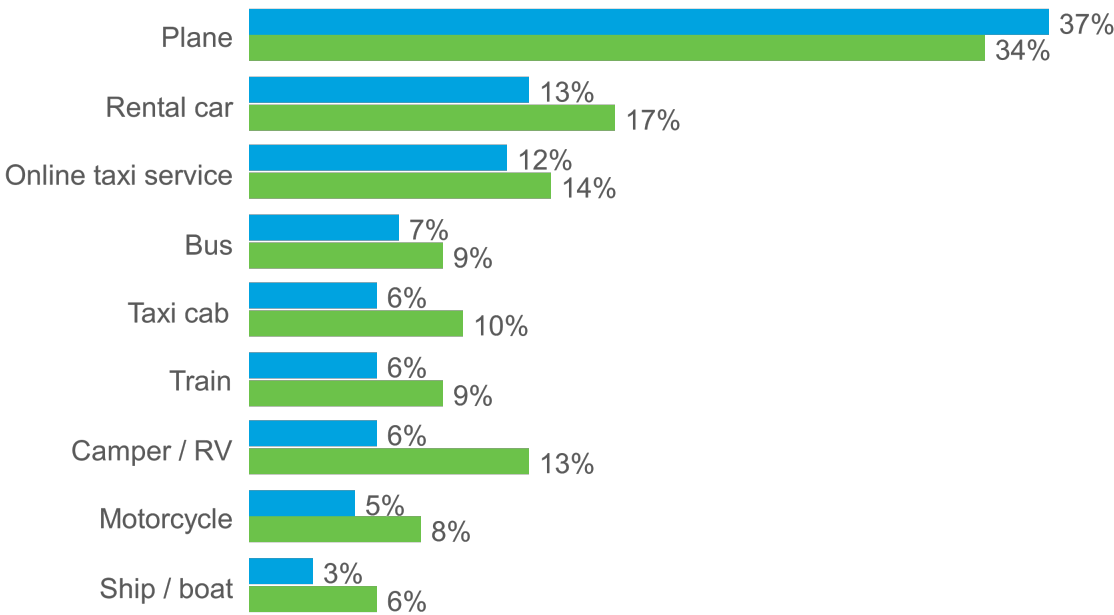
Transportation Used to get to Destination



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

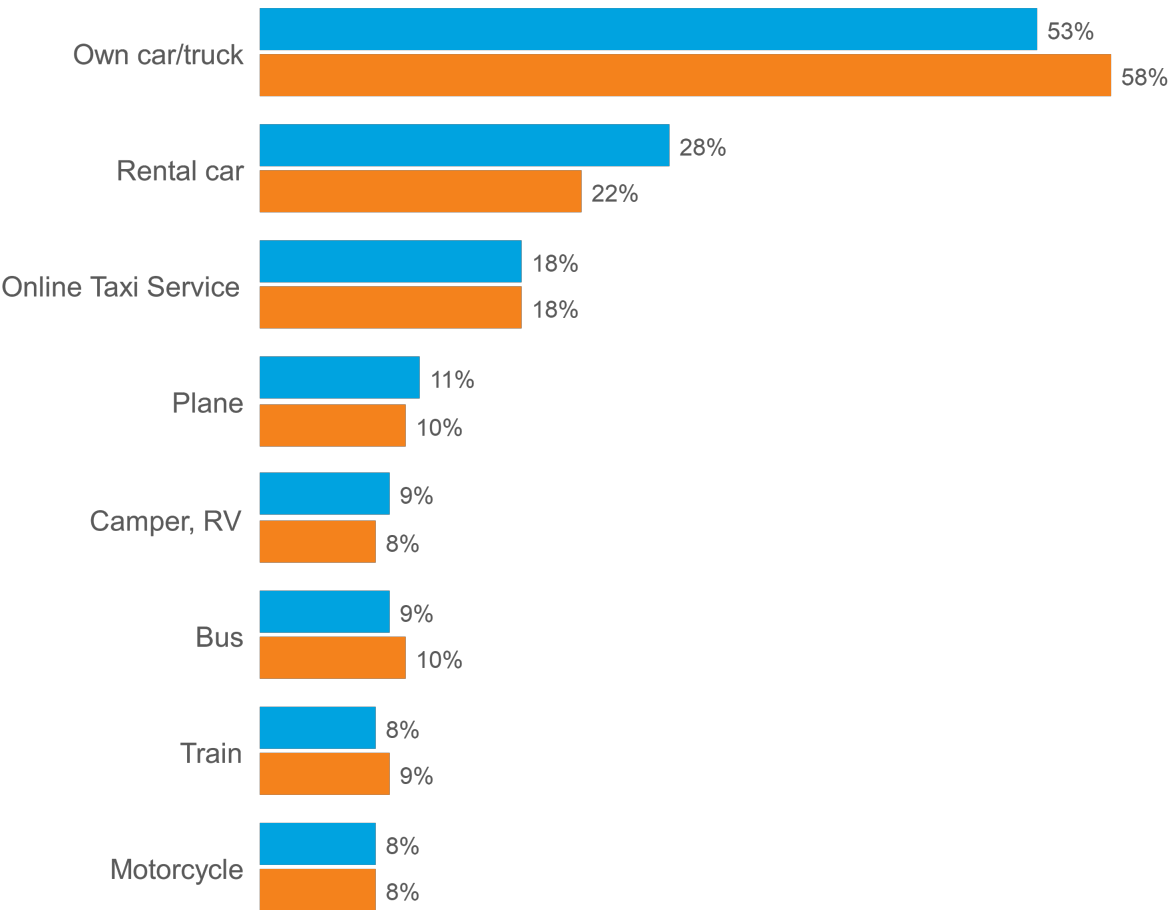
Previous year: 60%

■ 2022 ■ 2021

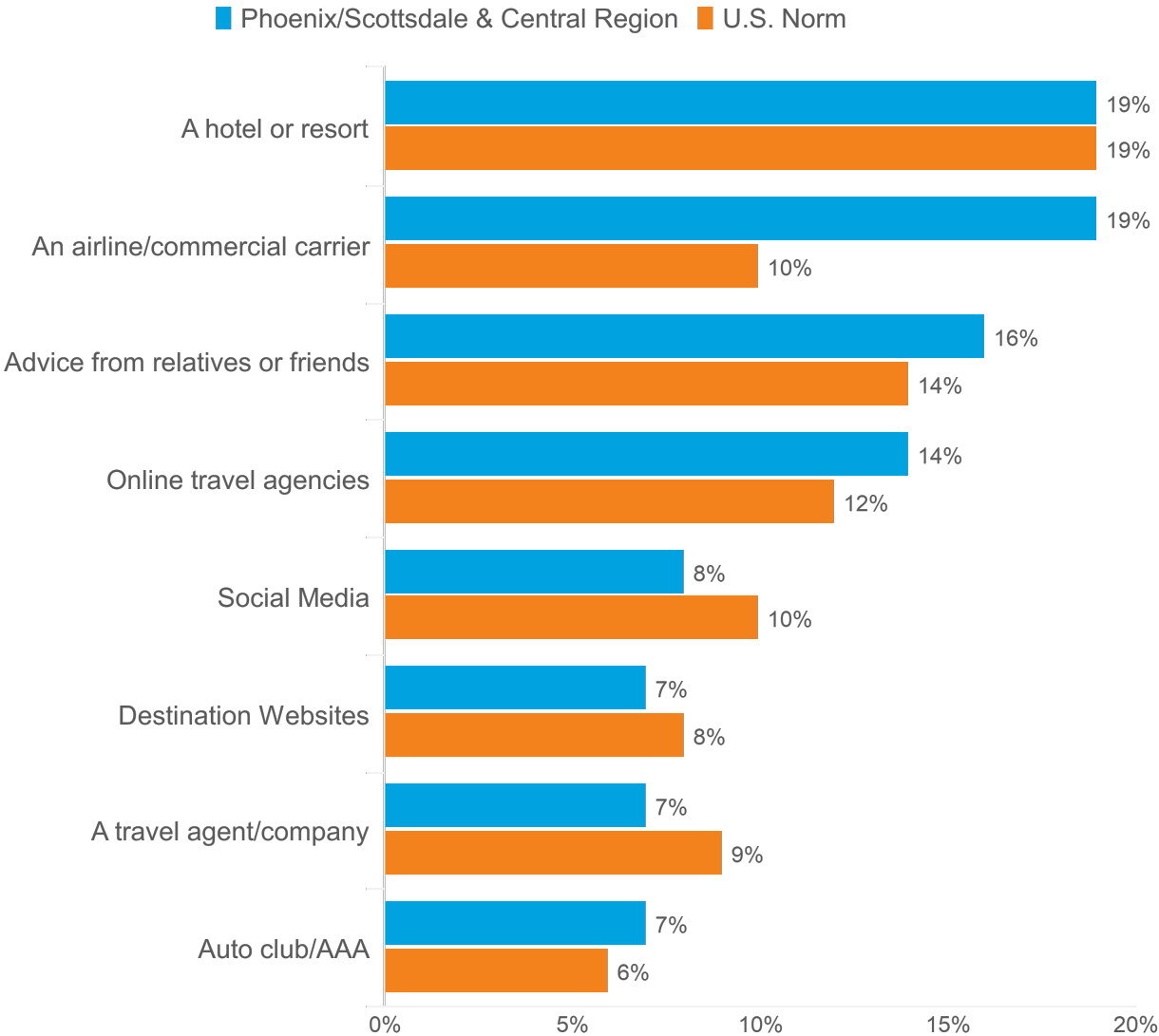


Transportation Used within Destination

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



Trip Planning Information Sources

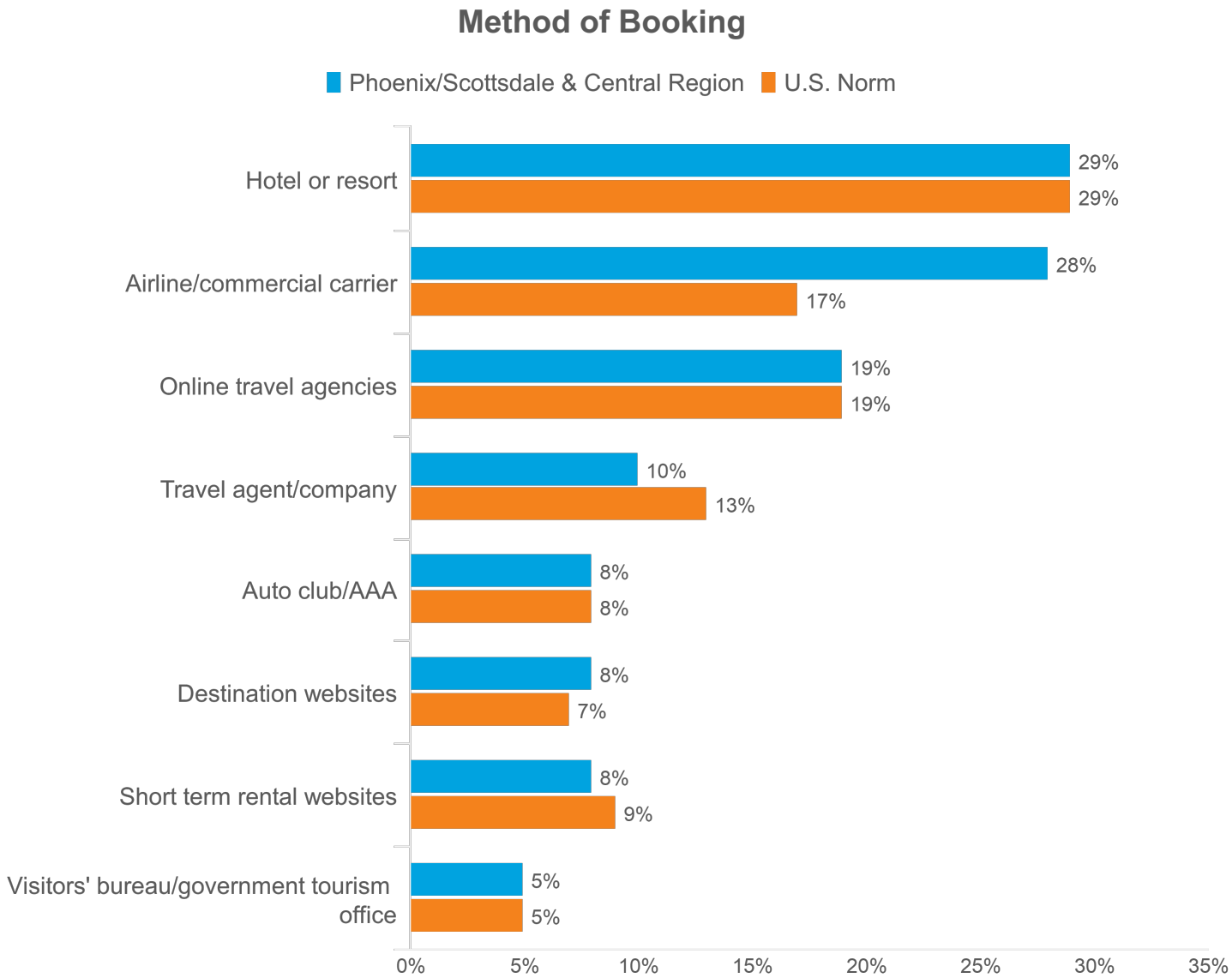






Length of Trip Planning

	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



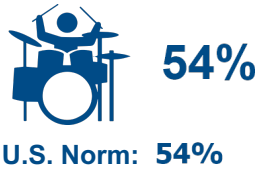
		2022	2021
	Hotel	38%	36%
	Home of friends / relatives	25%	22%
	Motel	13%	15%
	Resort hotel	12%	13%
	Rented home / condo / apartment	7%	9%
	Campground / RV park	6%	8%
	Bed & breakfast	6%	9%

Activity Groupings

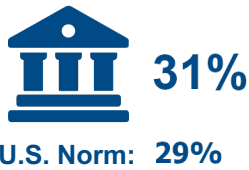
Outdoor Activities



Entertainment Activities



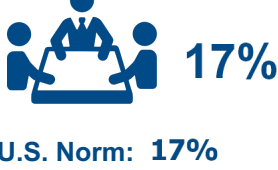
Cultural Activities



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%

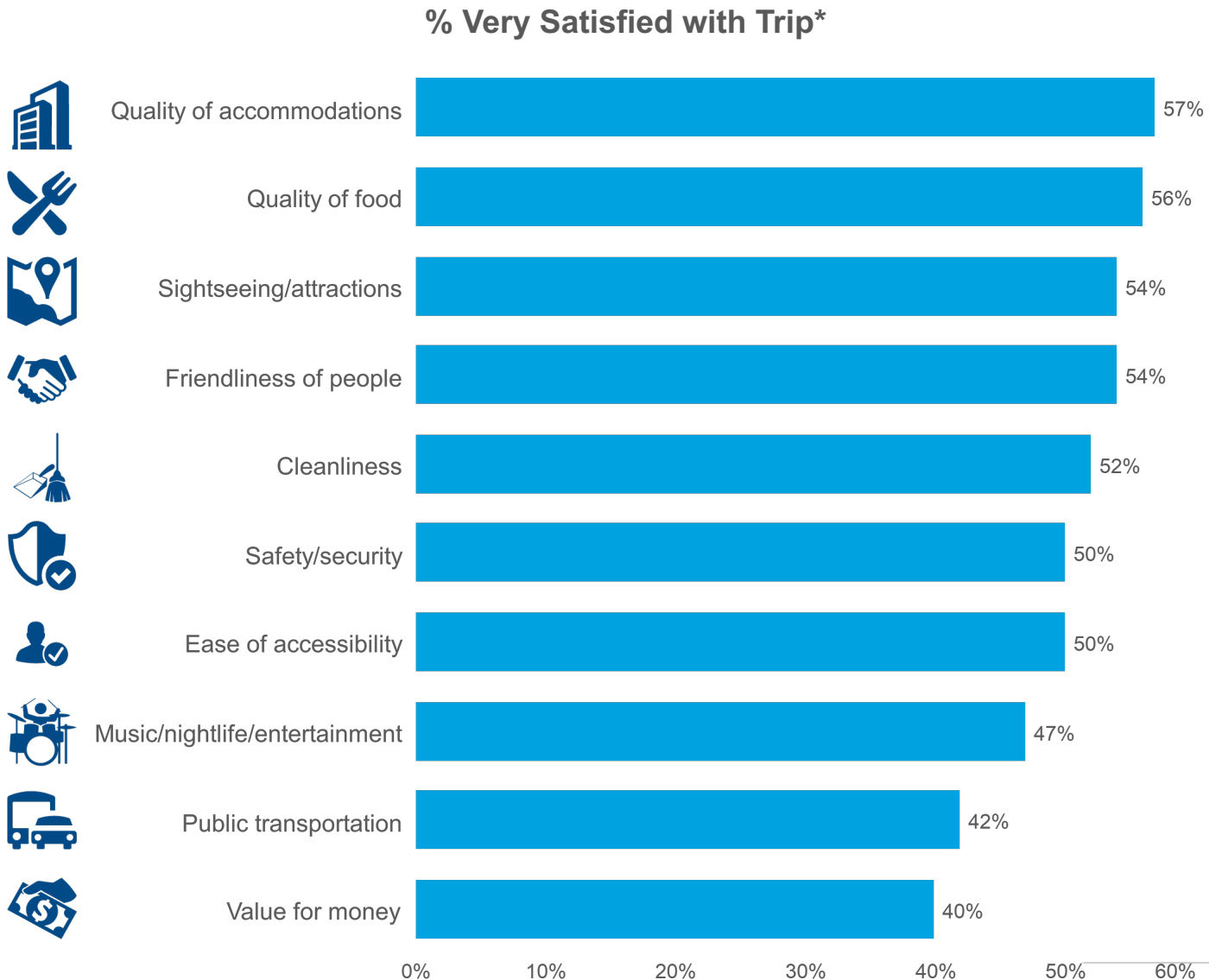
Base: 2022 Overnight Person-Trips that included Shopping

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

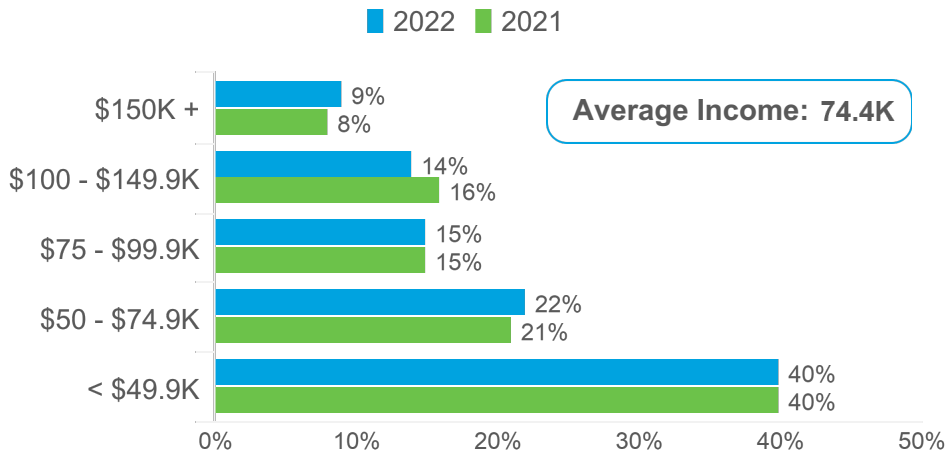


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

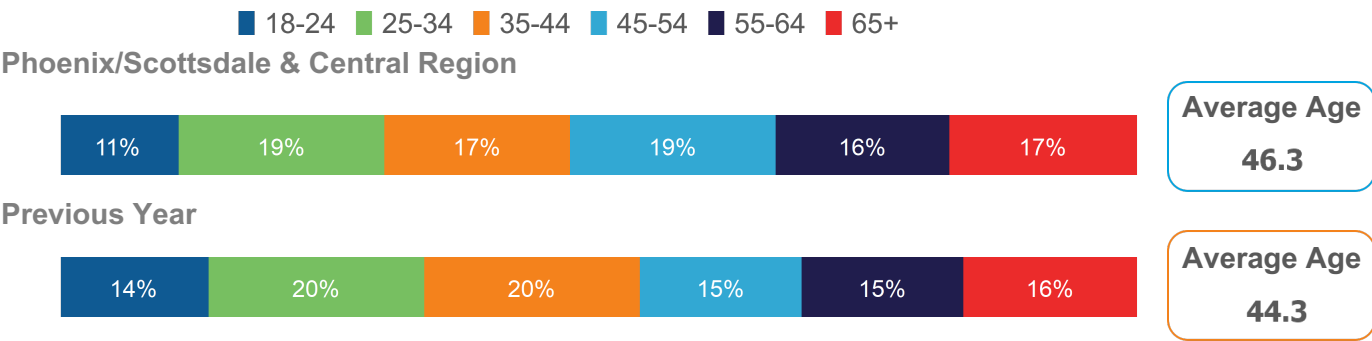
Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2022 Overnight Person-Trips

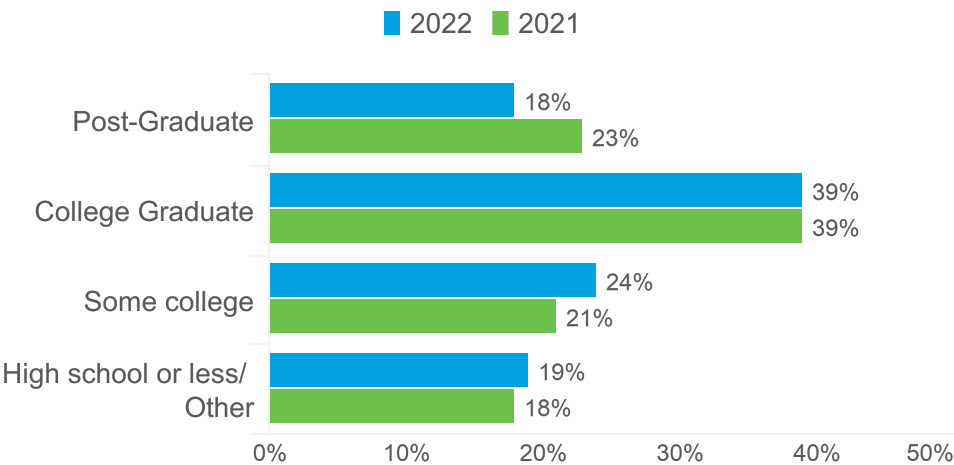
Household Income



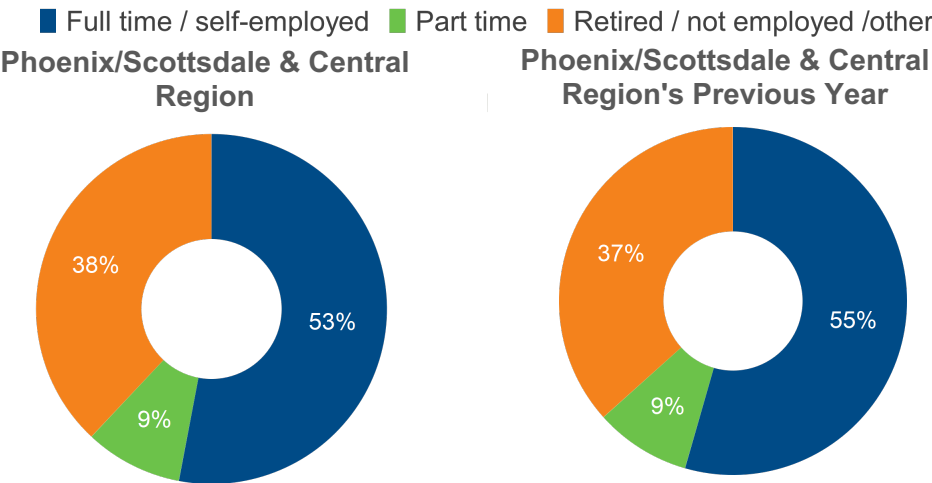
Age



Educational Attainment



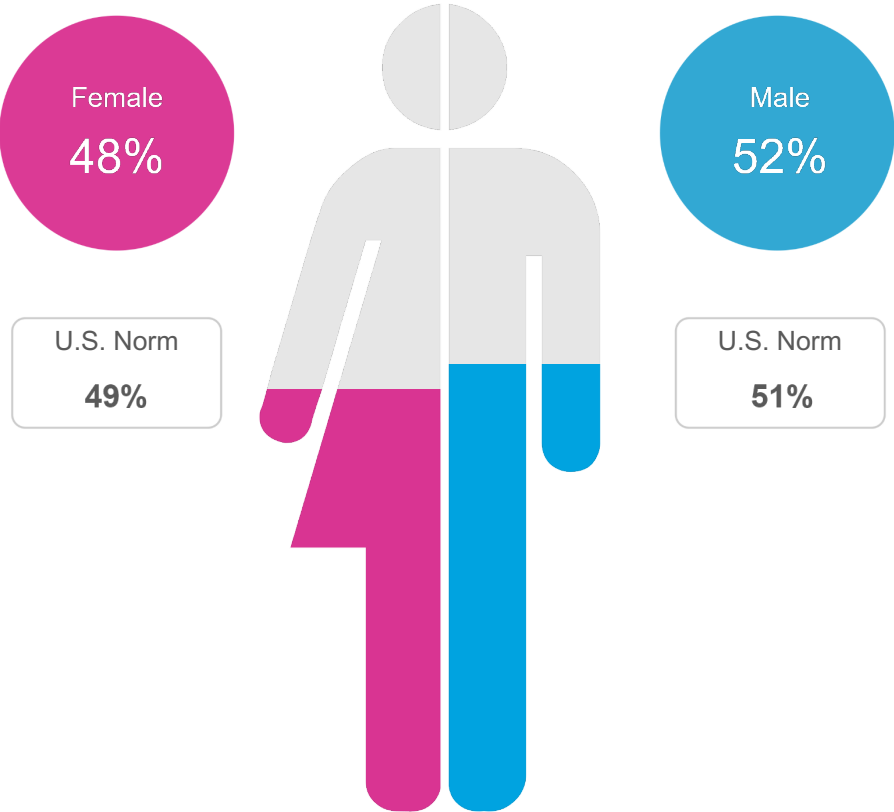
Employment



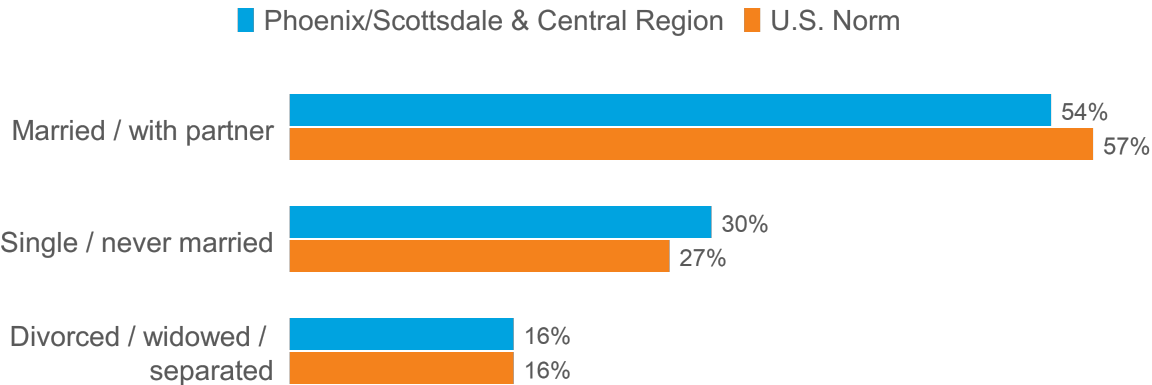
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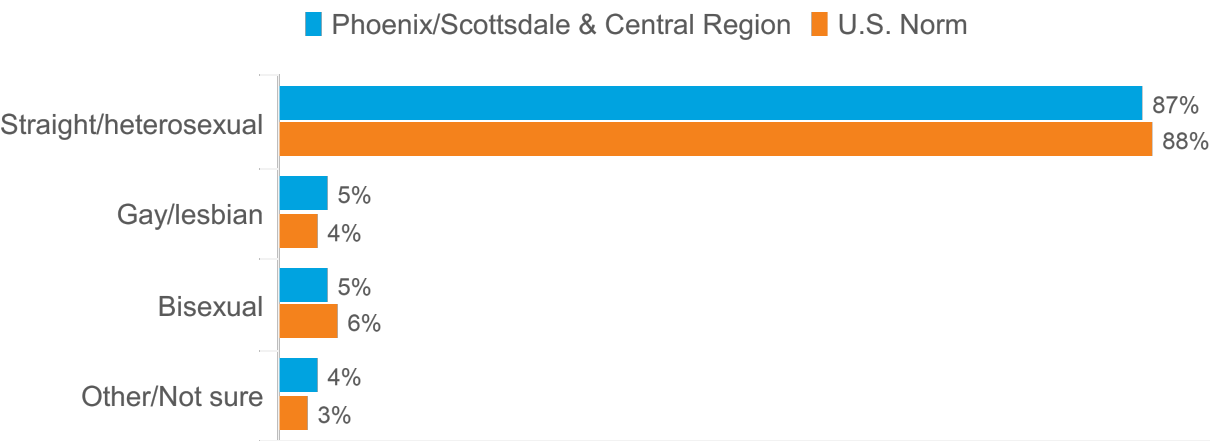
Gender



Marital Status



Sexual Orientation

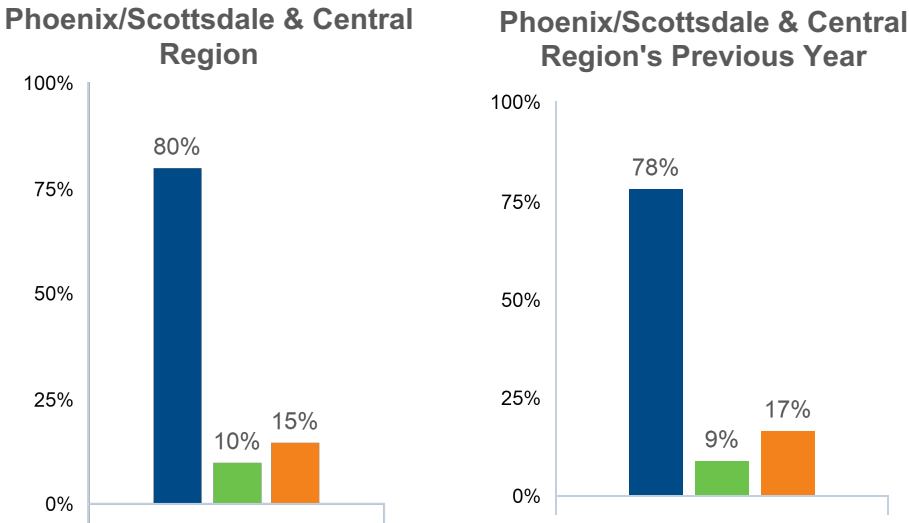


Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

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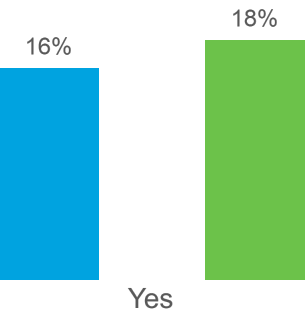
Race

White African-American Other



Hispanic Background

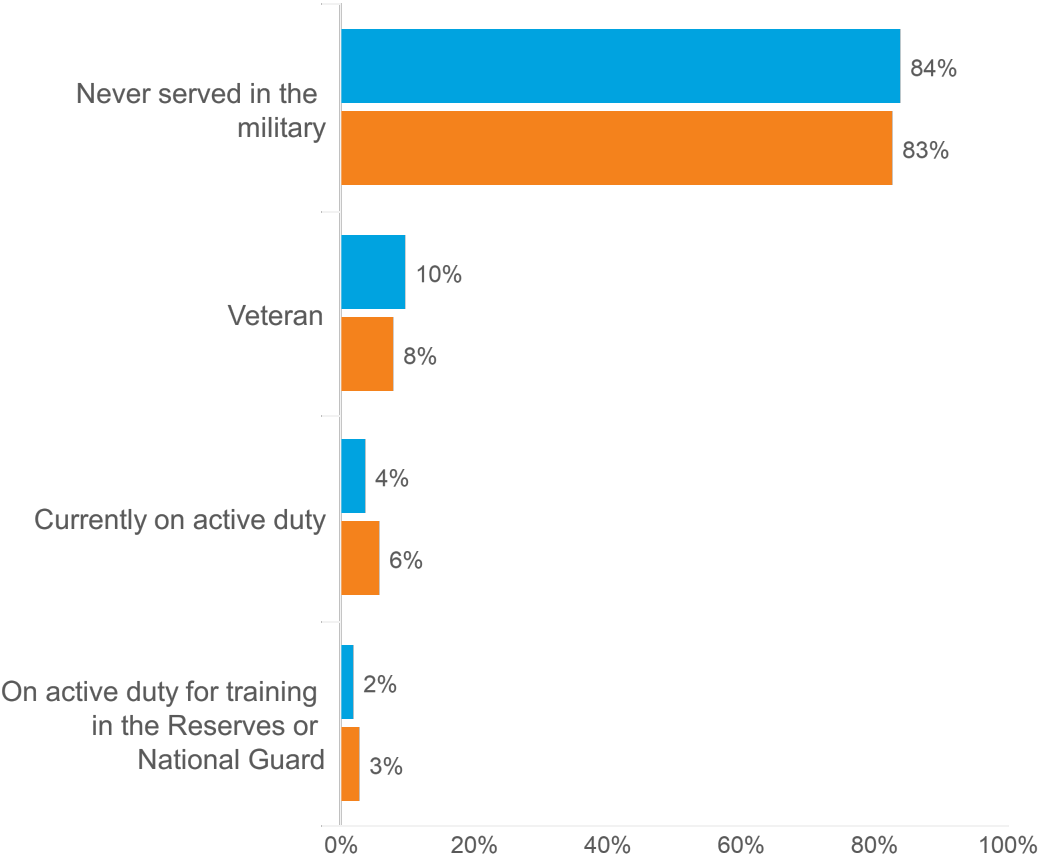
2022 2021



Yes

Military Status

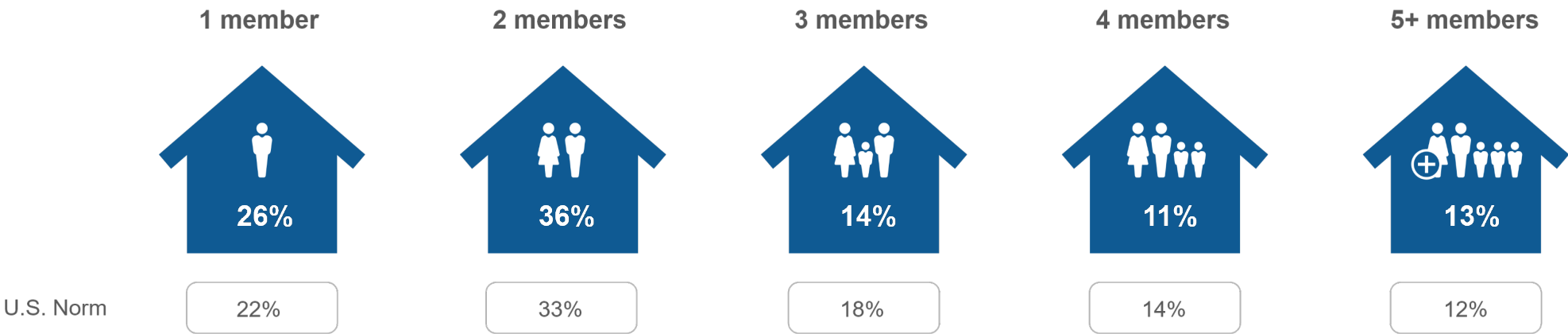
Phoenix/Scottsdale & Central Region U.S. Norm



Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2022 Overnight Person-Trips

Household Size



Children in Household

