



# 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

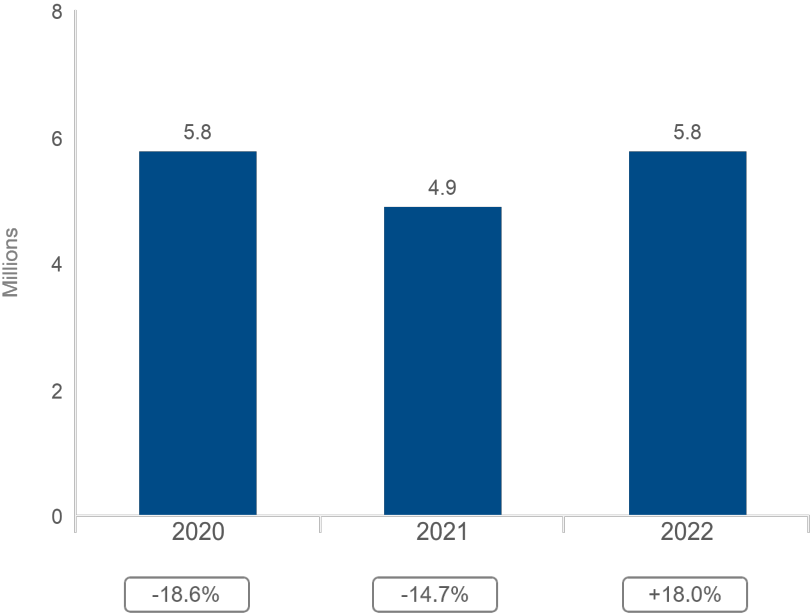
807

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

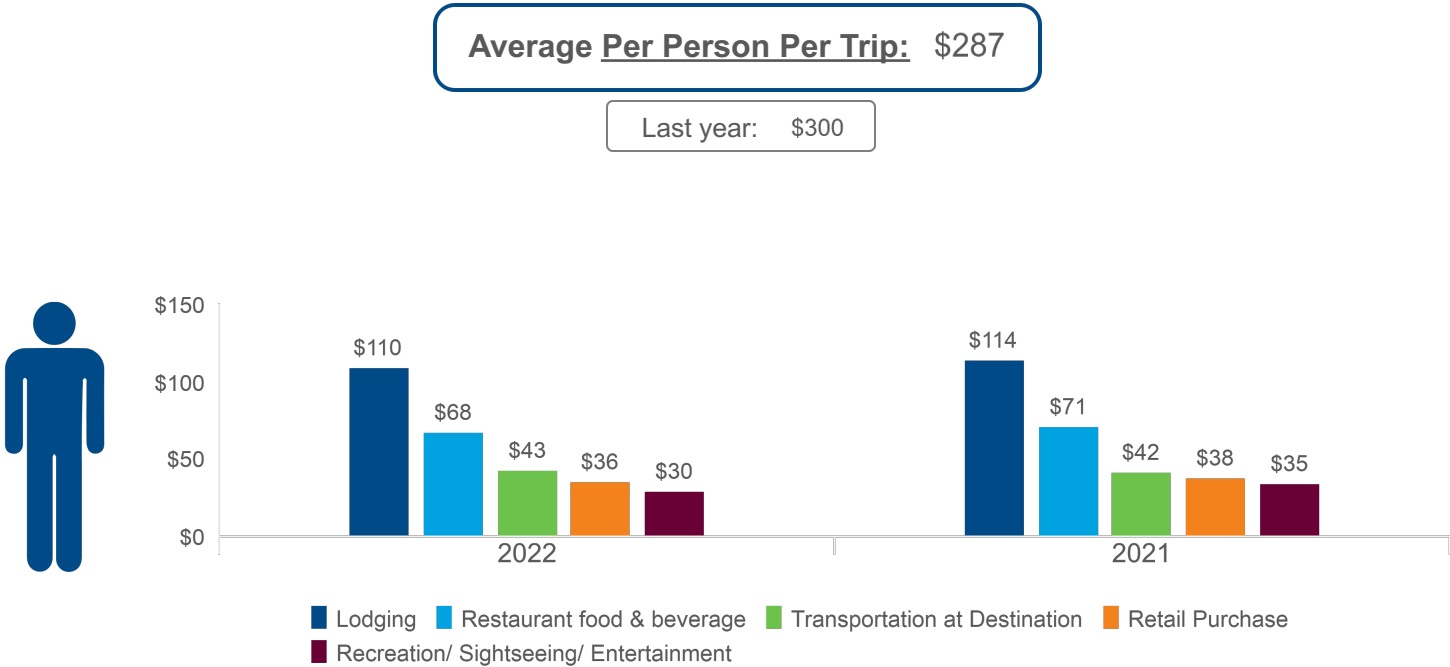
# Size and Structure of Tucson & Southern Region's Domestic Travel Market

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

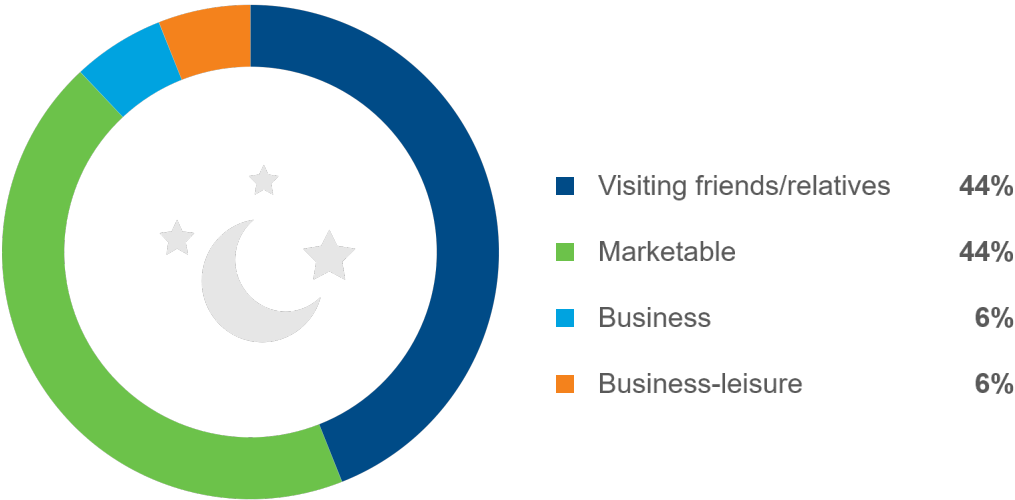
	<b>44%</b> Visiting friends/ relatives		<b>2%</b> Conference/ Convention
	<b>13%</b> Touring		
	<b>7%</b> Special event		
	<b>7%</b> Outdoors		
	<b>6%</b> City trip		<b>5%</b> Other business trip
	<b>5%</b> Casino		
	<b>2%</b> Resort		<b>6%</b> Business-Leisure
	<b>2%</b> Golf Trip		

## Main Purpose of Leisure Trip

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



## 2022 Tucson & Southern Region Overnight Trips

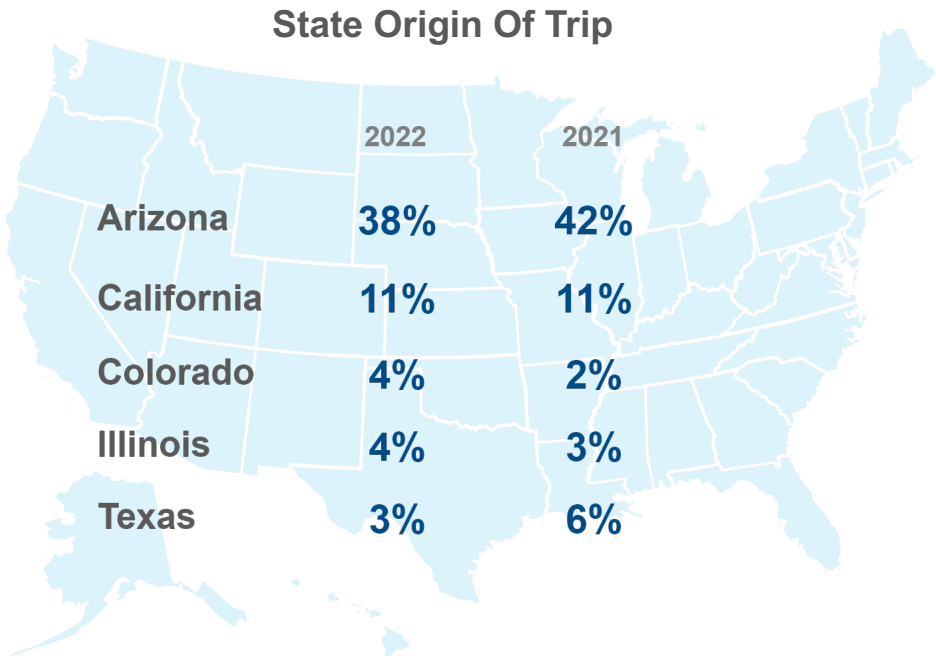


## Last Year's Tucson & Southern Region Overnight Trips



# 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%

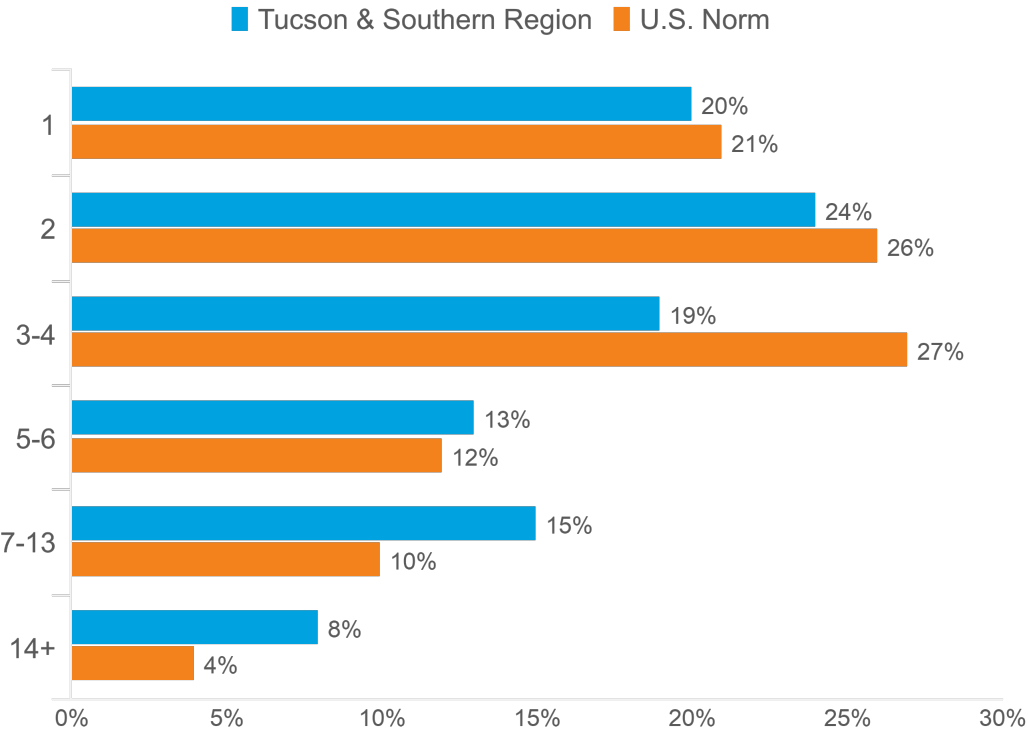
## Past Visitation to Tucson & Southern Region

- 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**

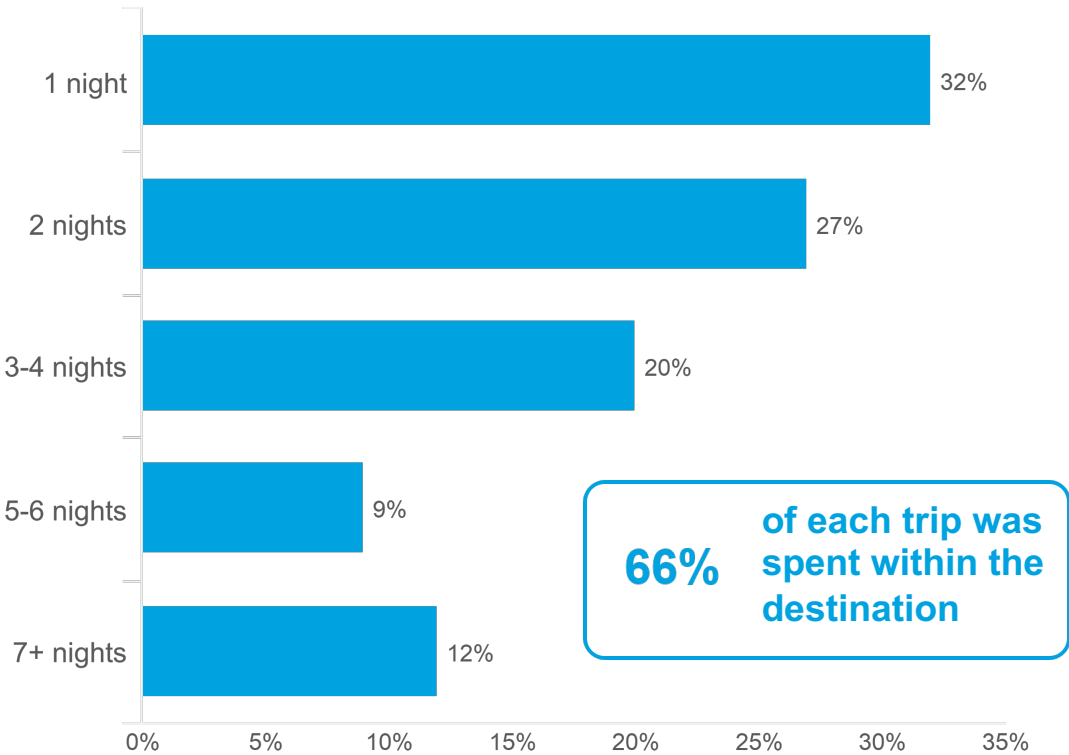
Average Nights

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**

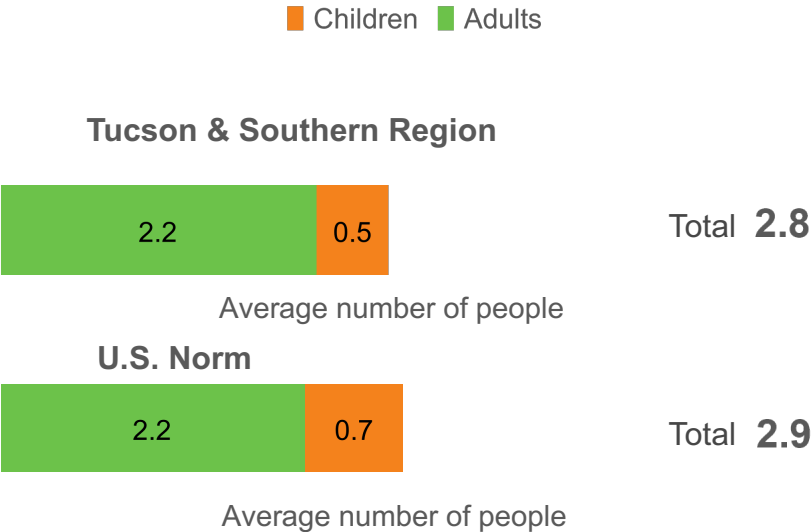
Average last year

**3.7**

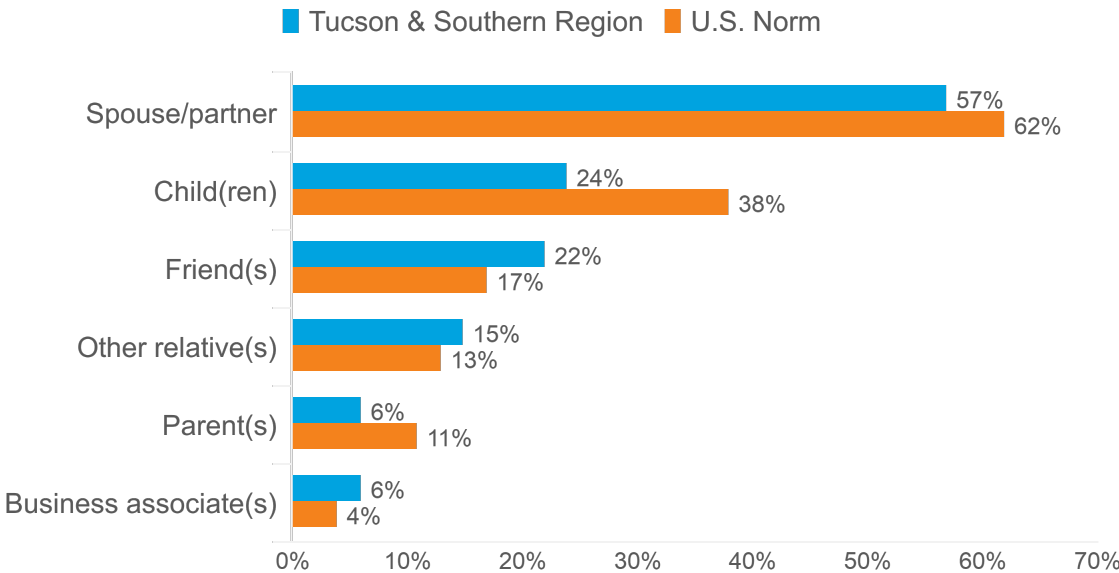
# Tucson & Southern Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

## Size of Travel Party

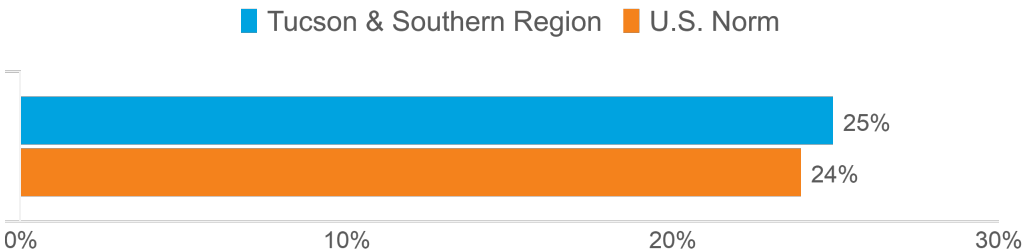


## Composition of Immediate Travel Party

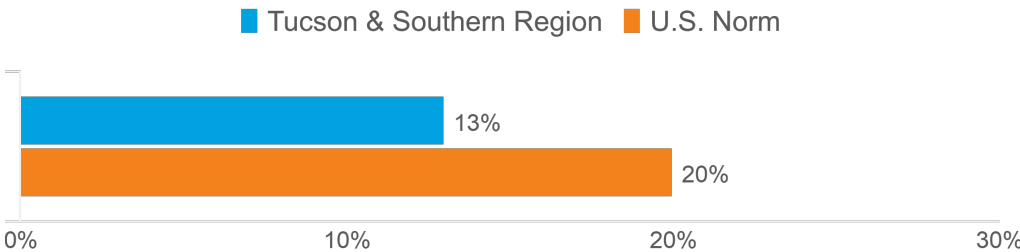


Base: 2022 Overnight Person-Trips that included more than one person

## Percent Who Traveled Alone



## Percent Who Had Travel Party Member with Disabilities

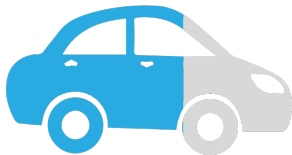




# Tucson & Southern Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

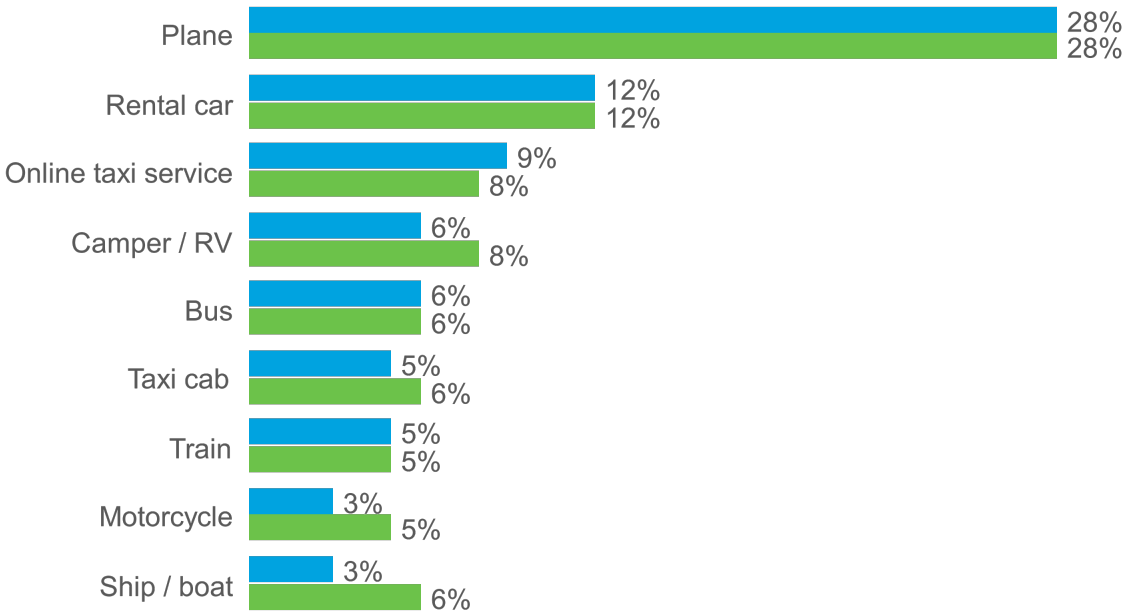
## Transportation Used to get to Destination



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

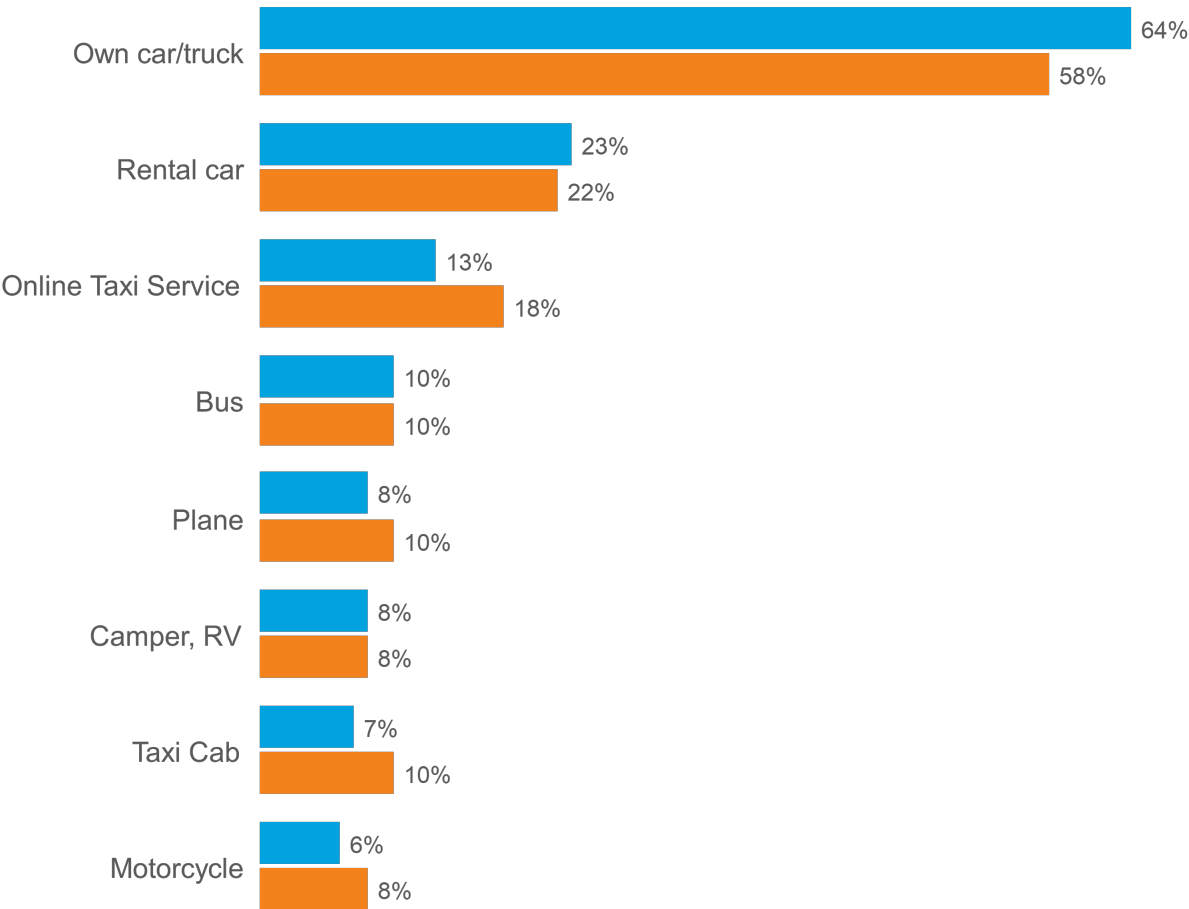
Previous year: 67%

■ 2022 ■ 2021

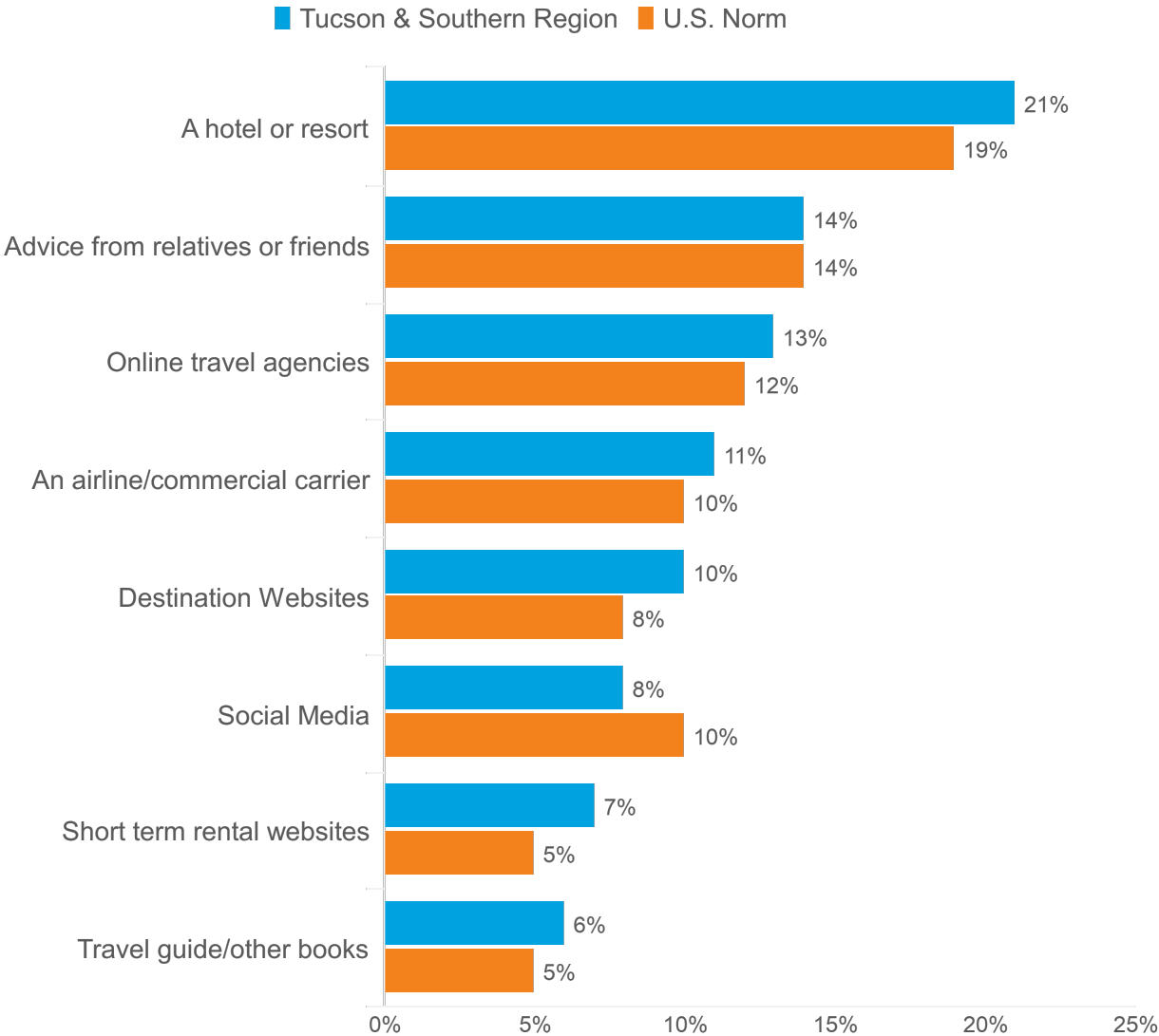


## Transportation Used within Destination

■ Tucson & Southern Region ■ U.S. Norm



Trip Planning Information Sources

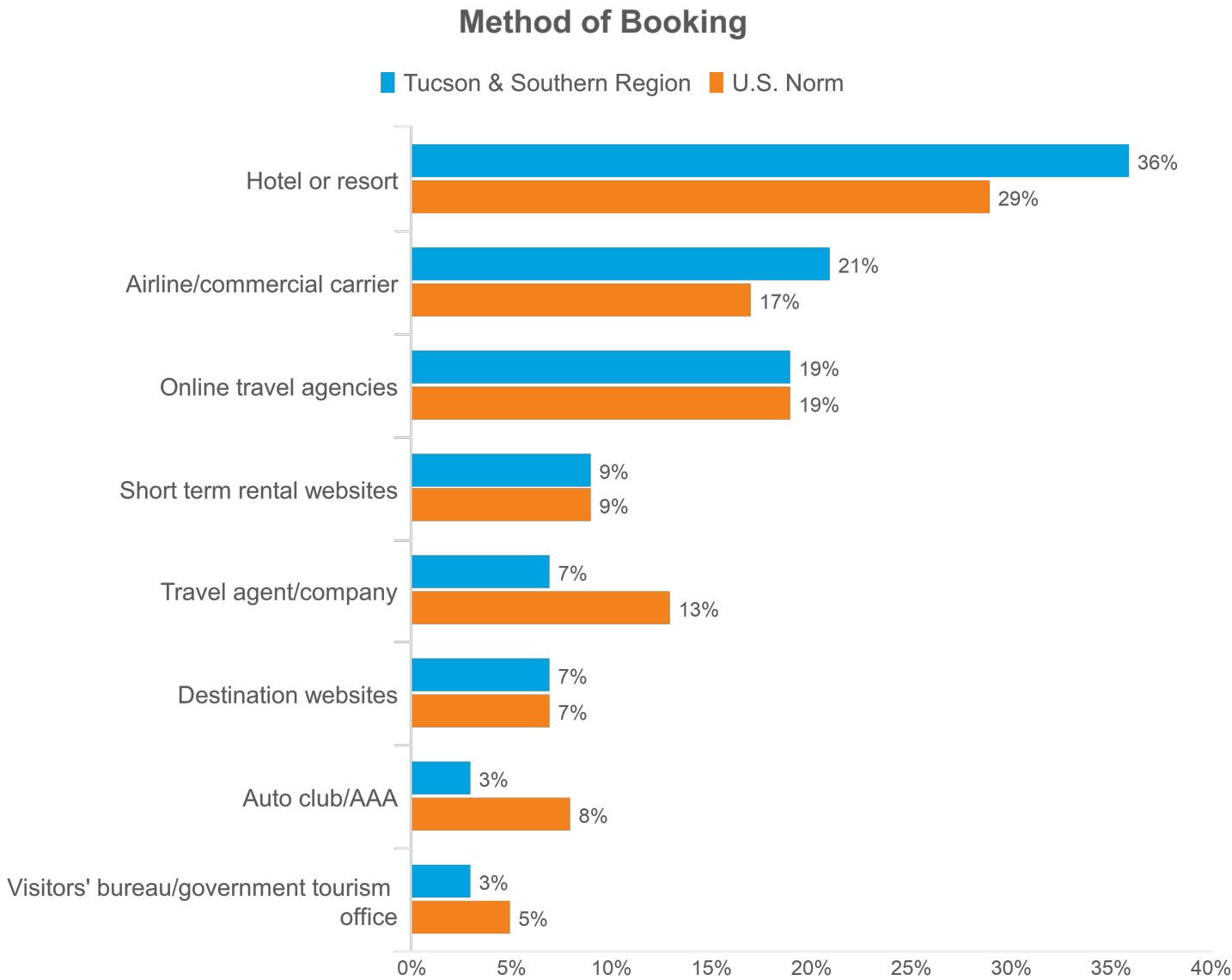


Length of Trip Planning








	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

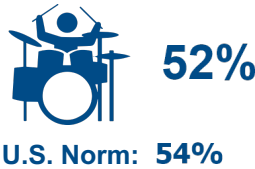
	2022	2021
 Hotel	37%	33%
 Home of friends / relatives	22%	22%
 Motel	14%	16%
 Resort hotel	12%	10%
 Campground / RV park	8%	6%
 Rented home / condo / apartment	6%	7%
 Bed & breakfast	5%	7%

Activity Groupings

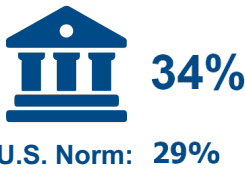
Outdoor Activities



Entertainment Activities



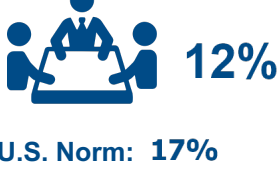
Cultural Activities



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%

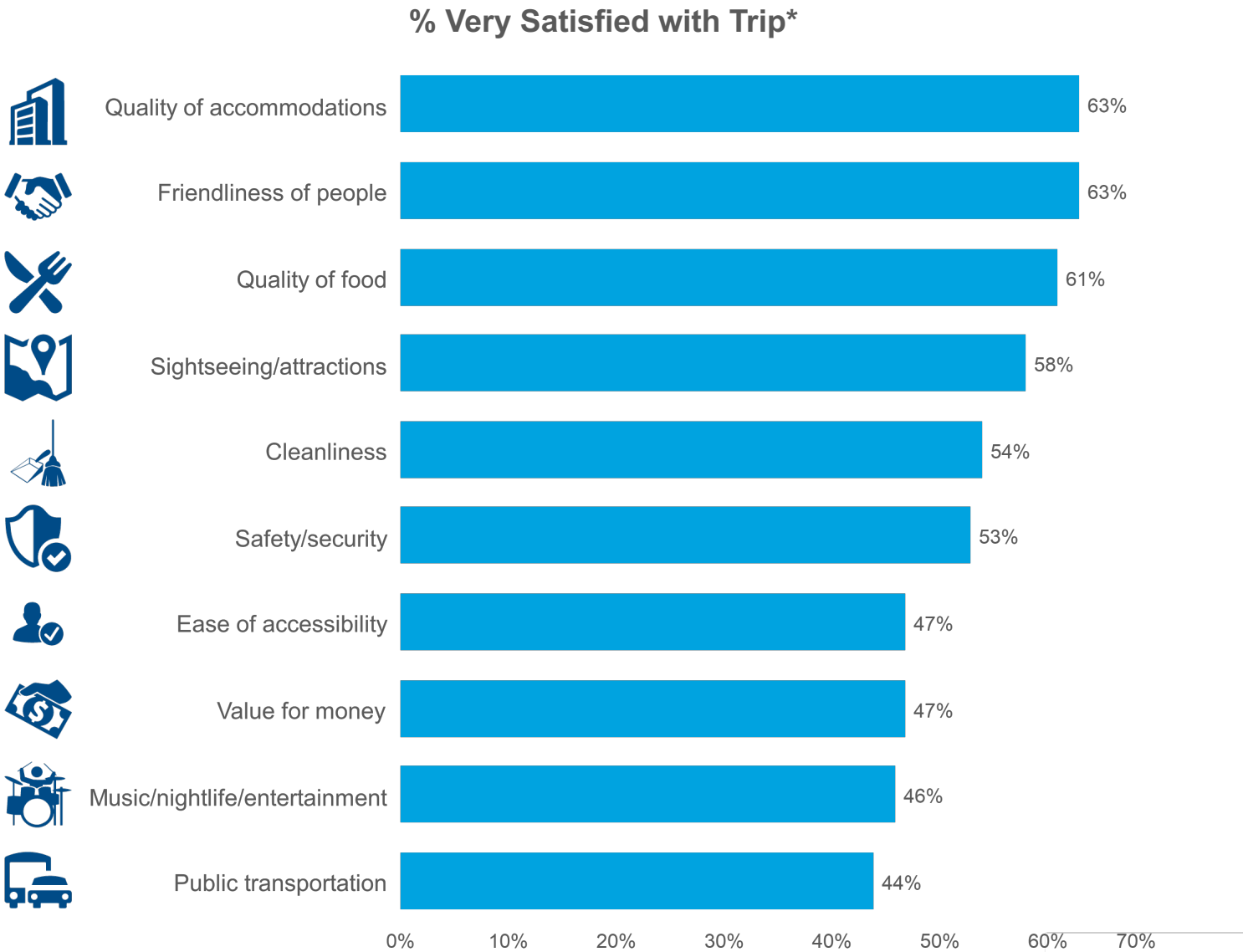
Base: 2022 Overnight Person-Trips that included Shopping

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

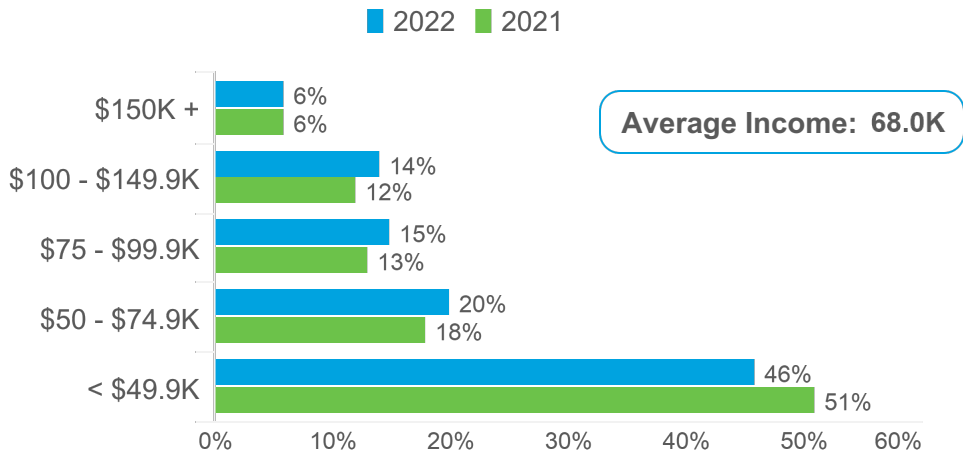


\*Very satisfied = selected top box on a five point scale  
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

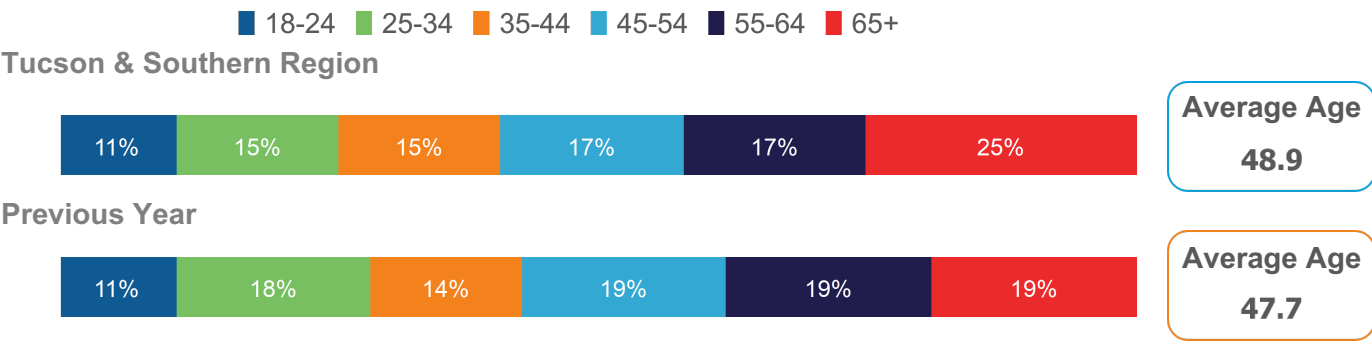
# Demographic Profile of Overnight Tucson & Southern Region Visitors

Base: 2022 Overnight Person-Trips

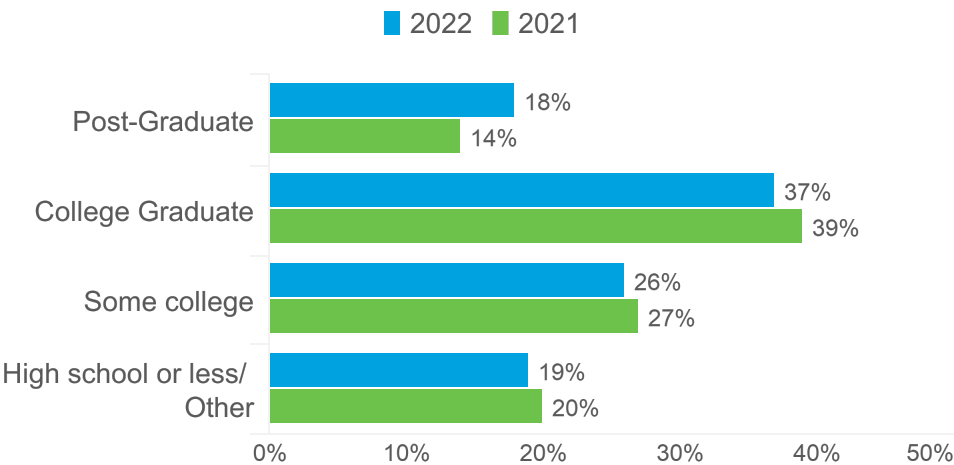
## Household Income



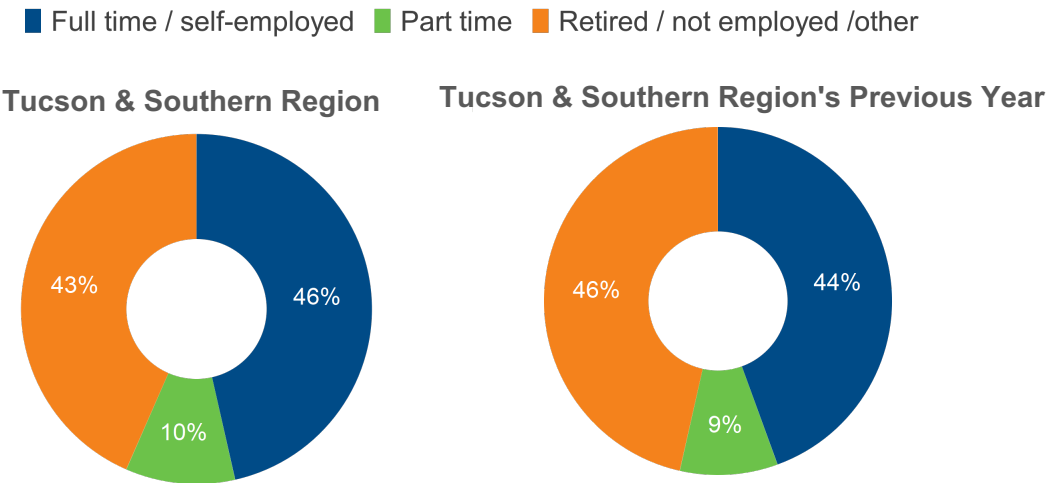
## Age



## Educational Attainment



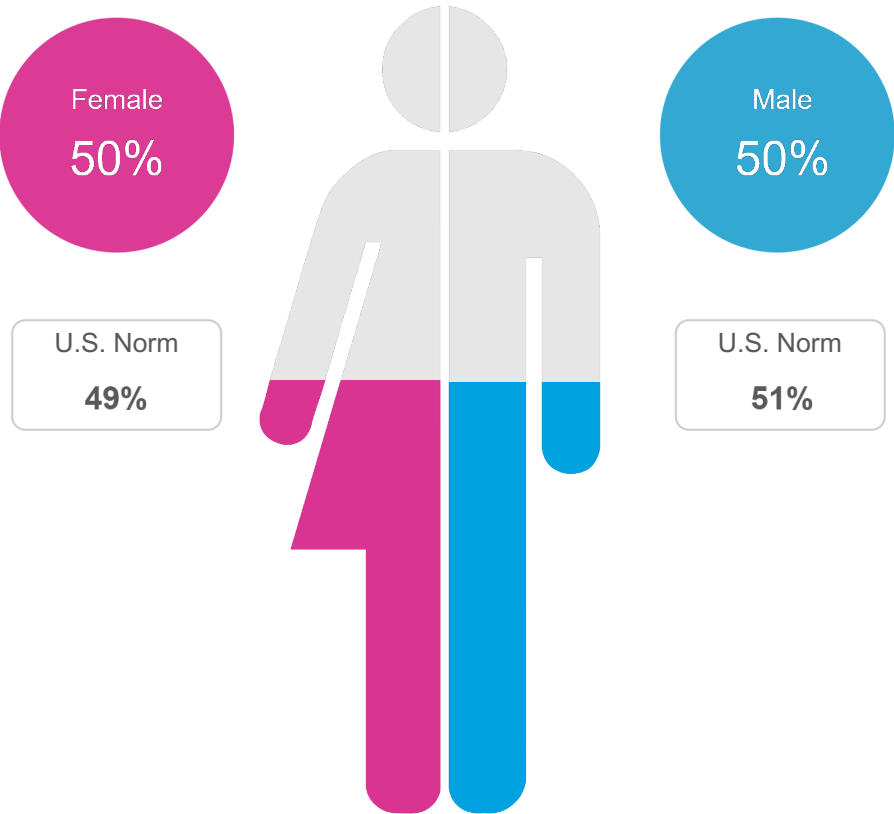
## Employment



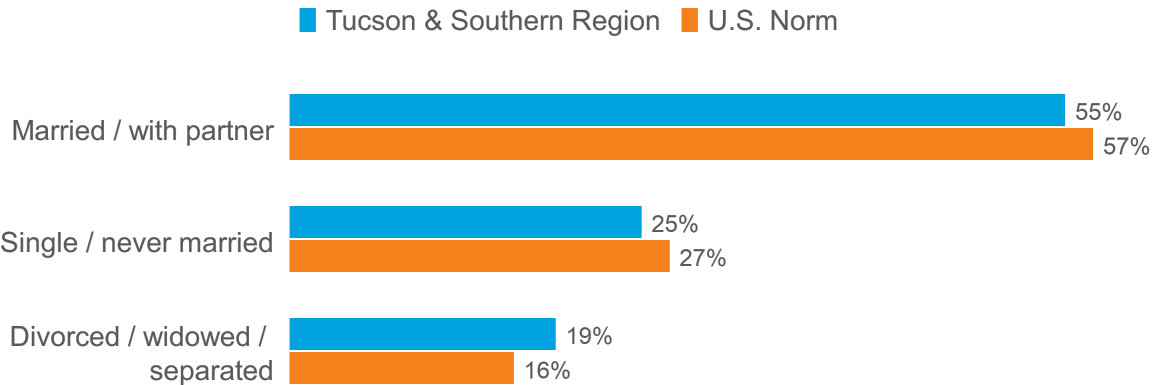
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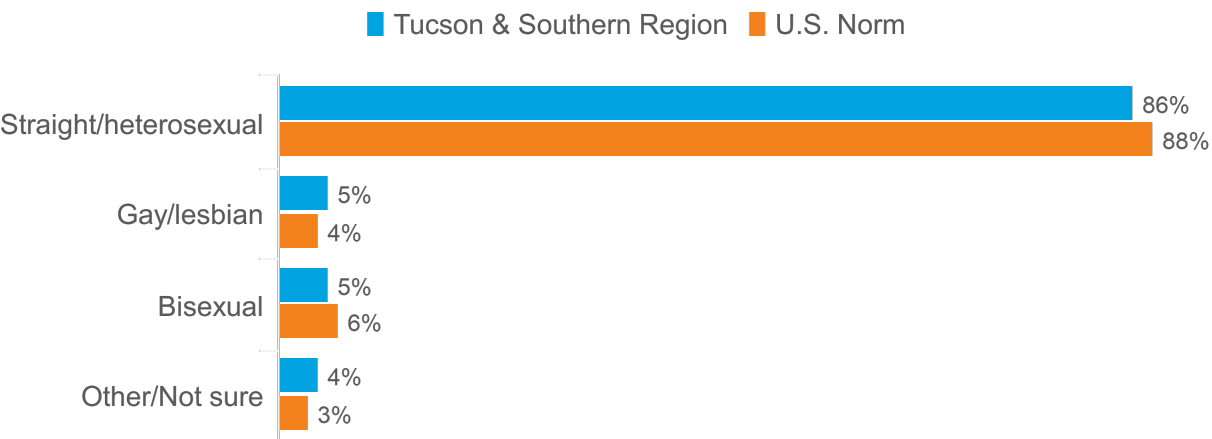
## Gender



## Marital Status



## Sexual Orientation

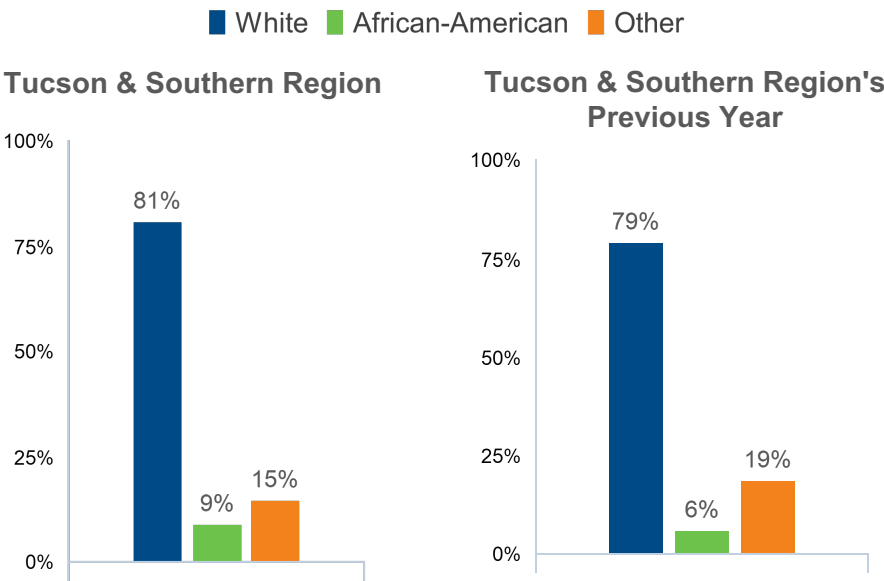




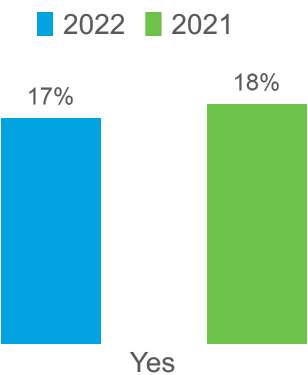
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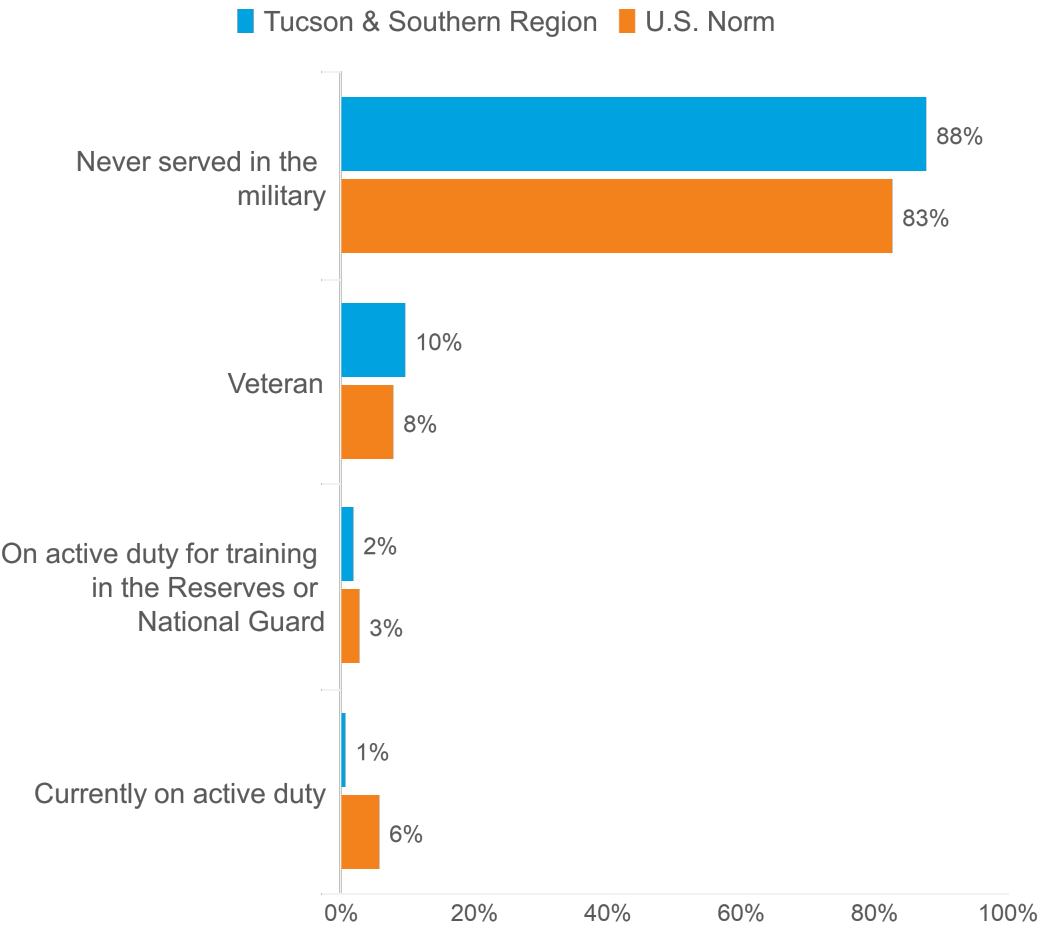
## Race



## Hispanic Background



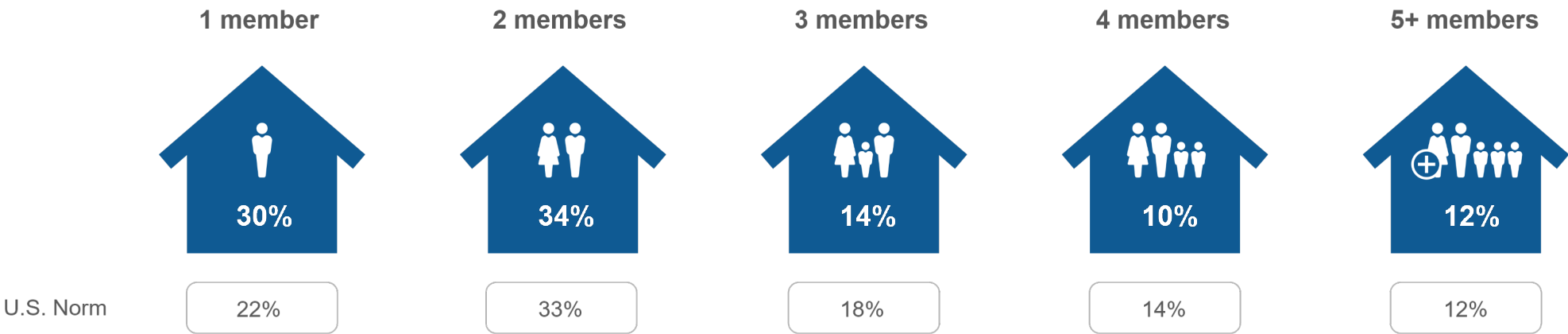
## Military Status



# Demographic Profile of Overnight Tucson & Southern Region Visitors

Base: 2022 Overnight Person-Trips

## Household Size



## Children in Household

