



# Travel USA Visitor Profile

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



Overnight Base Size

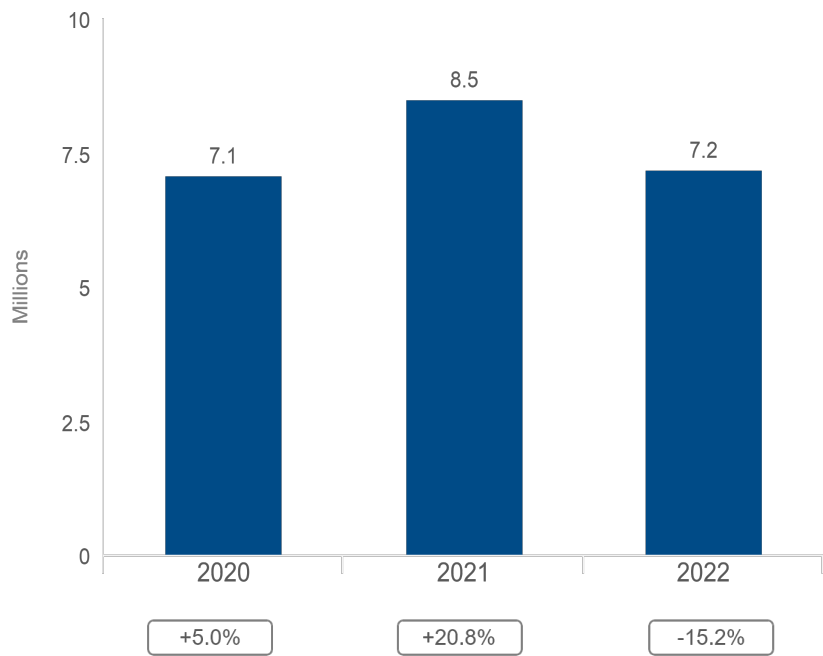
1,001

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

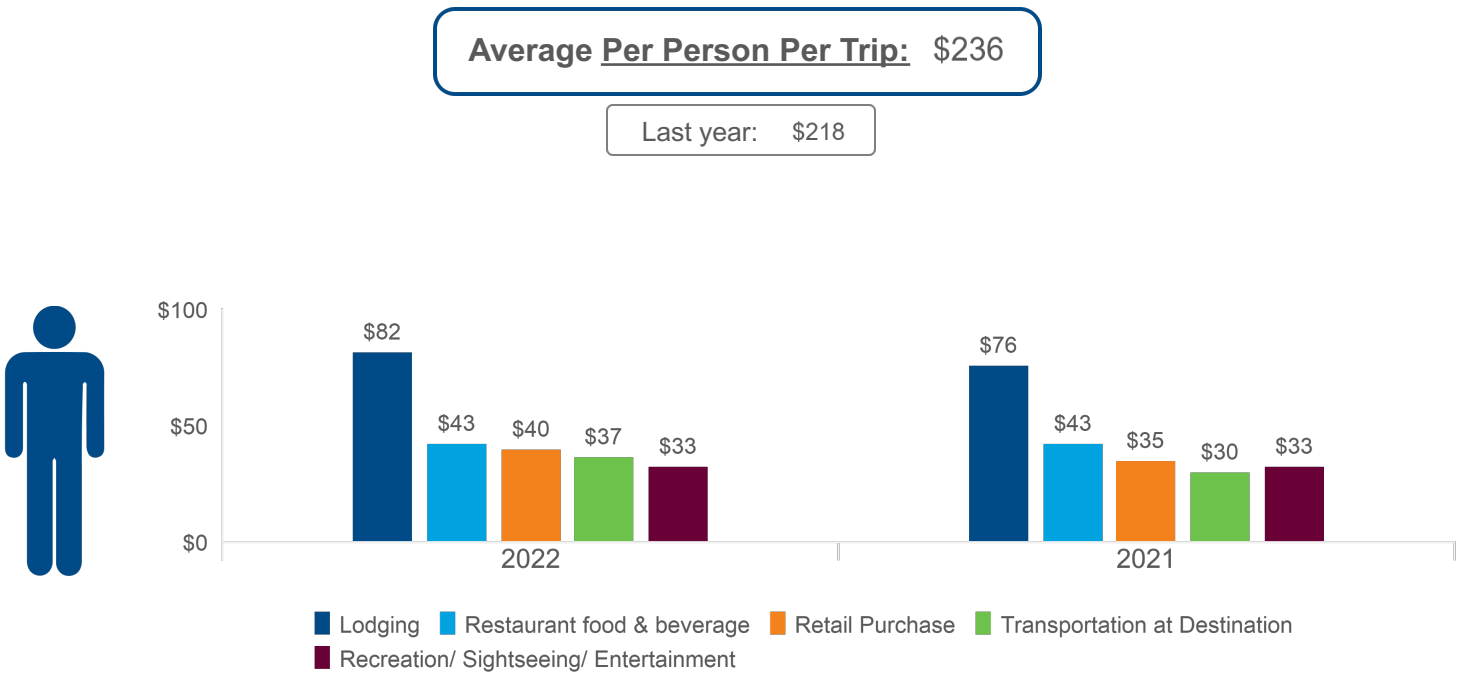
# Size and Structure of AZ West Coast Region's Domestic Travel Market

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

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

## Main Purpose of Leisure Trip

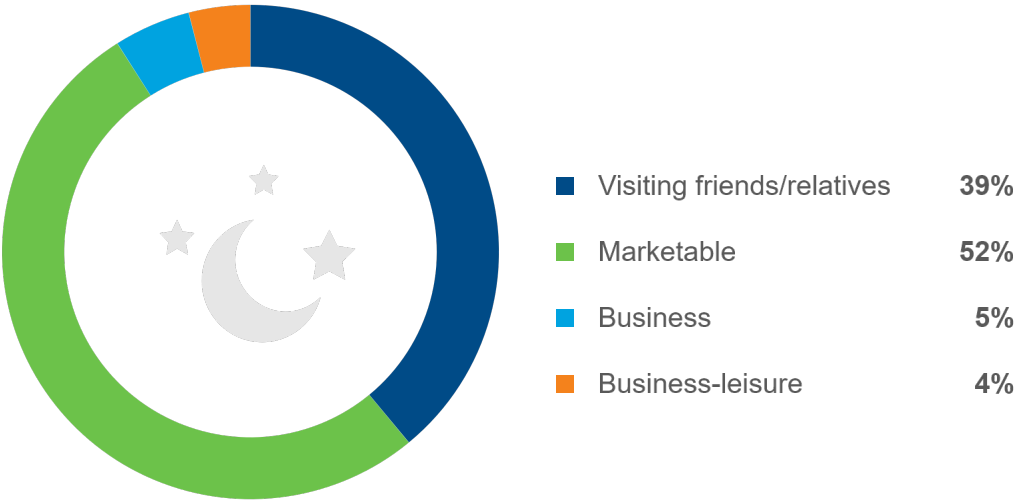
	2022	2021
Visiting friends/ relatives	<b>39%</b>	<b>40%</b>
Touring	<b>16%</b>	<b>17%</b>
Outdoors	<b>11%</b>	<b>14%</b>
Special event	<b>7%</b>	<b>5%</b>
City trip	<b>6%</b>	<b>6%</b>
Casino	<b>5%</b>	<b>4%</b>
Cruise	<b>2%</b>	<b>2%</b>
Theme park	<b>2%</b>	<b>2%</b>



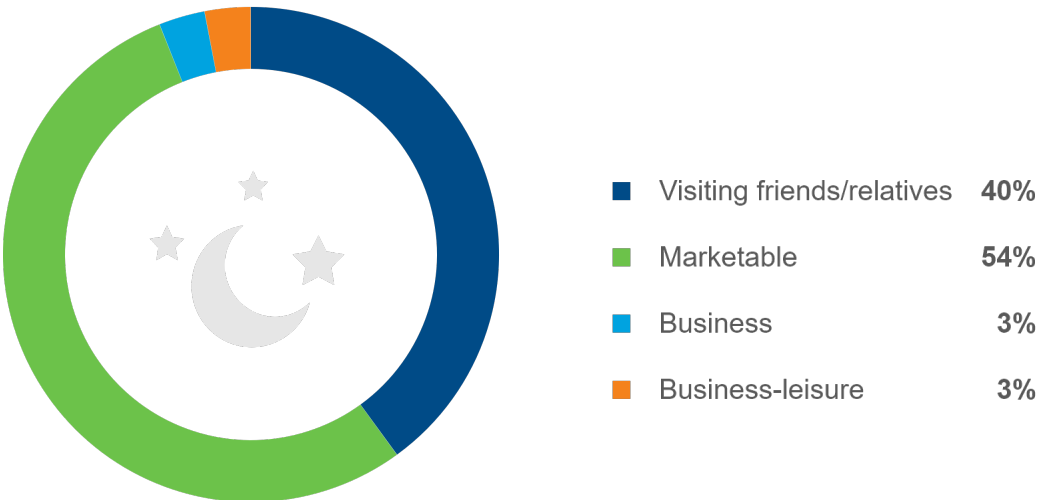
# Structure of the AZ West Coast Region Overnight Travel Market

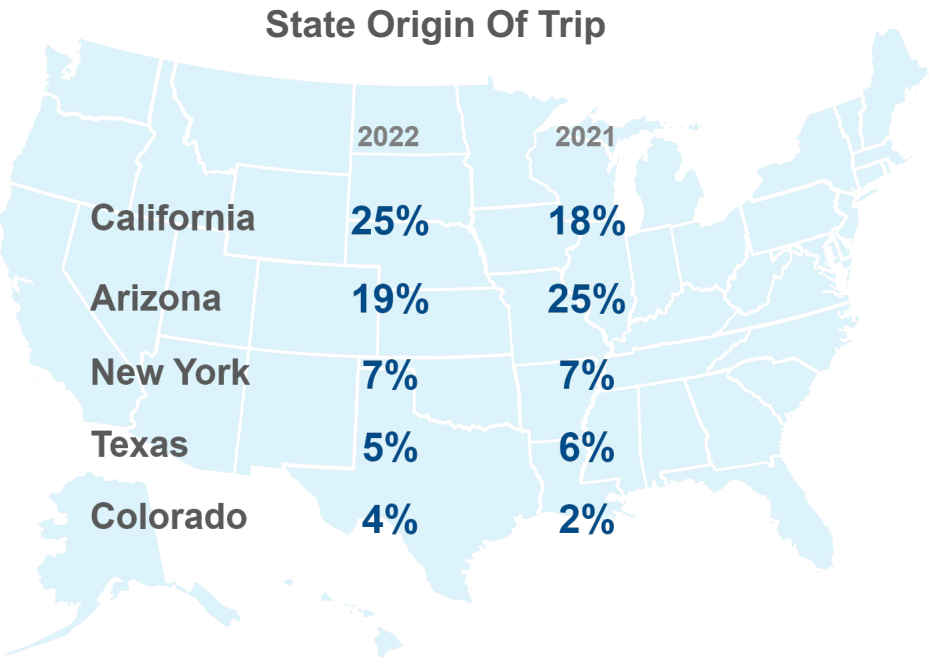
Base: 2022 Overnight Person-Trips

### 2022 AZ West Coast Region Overnight Trips



### Last Year's AZ West Coast Region Overnight Trips





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

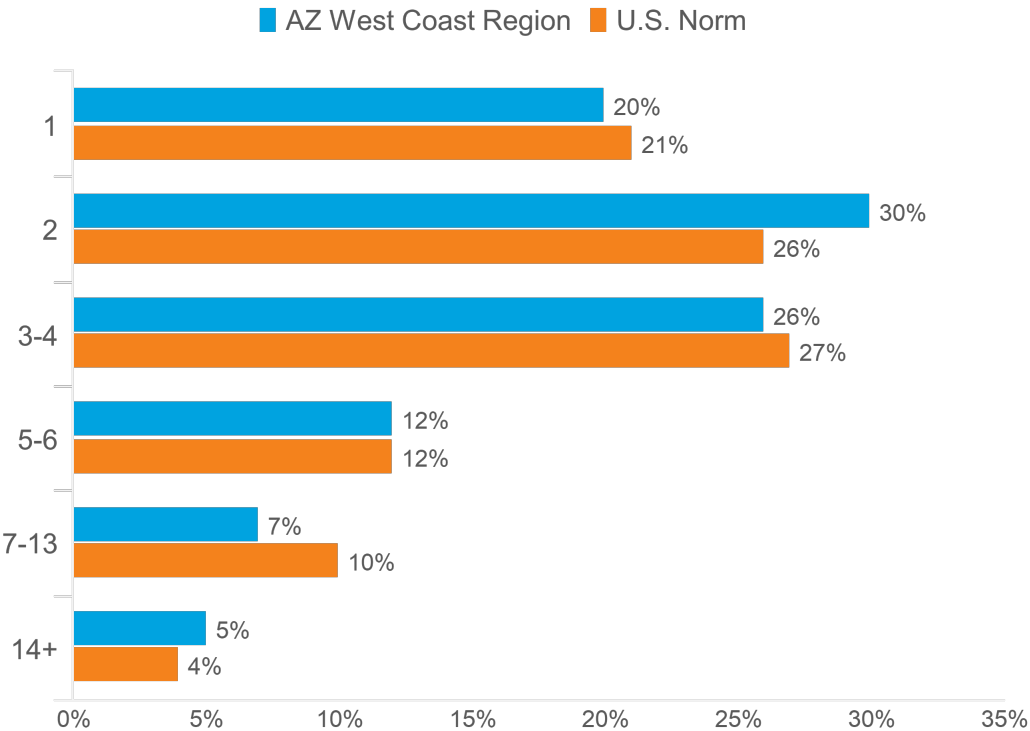
72%

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

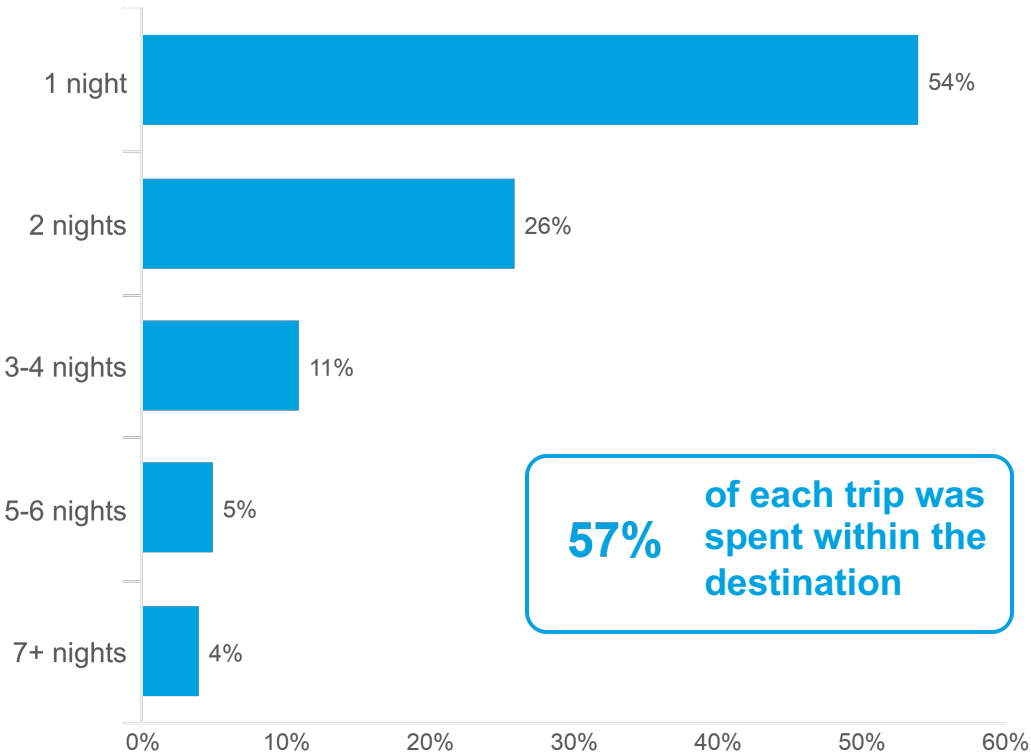
Average Nights

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

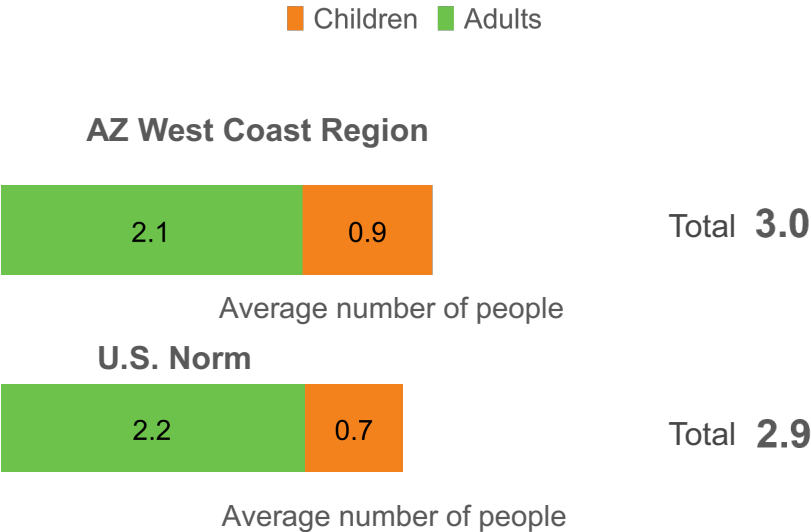
Average last year

2.1

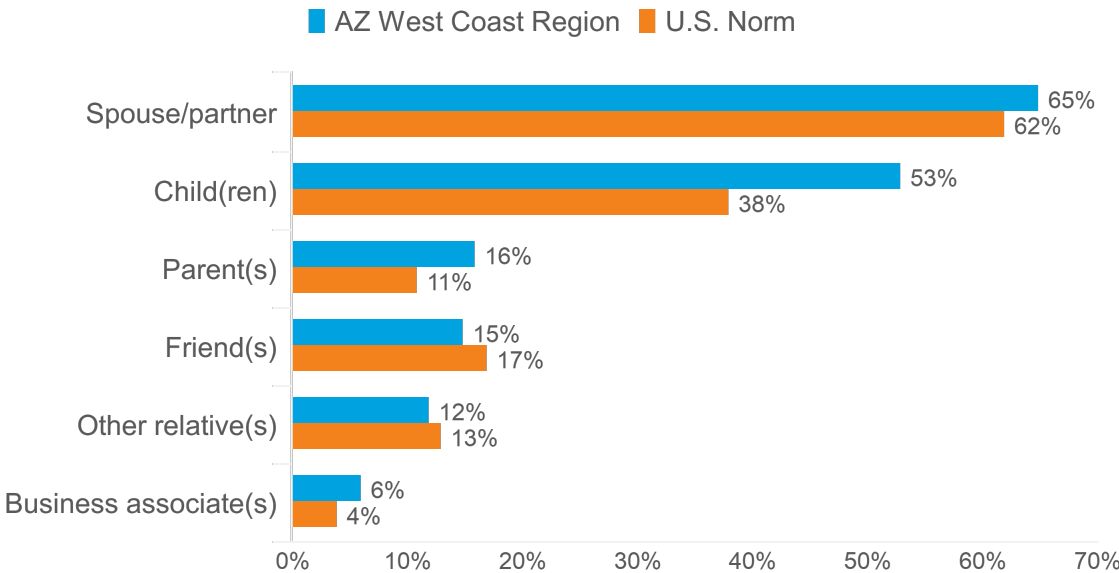
# AZ West Coast Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

## Size of Travel Party

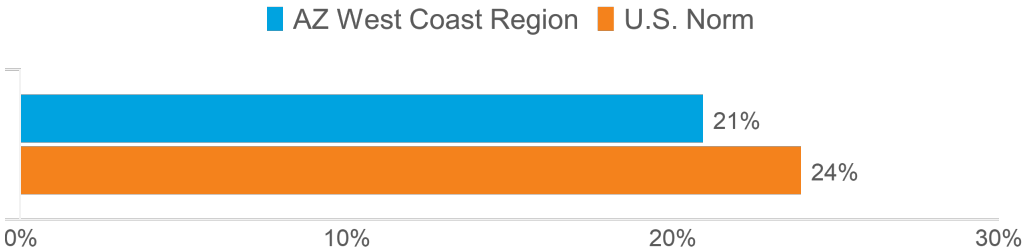


## Composition of Immediate Travel Party

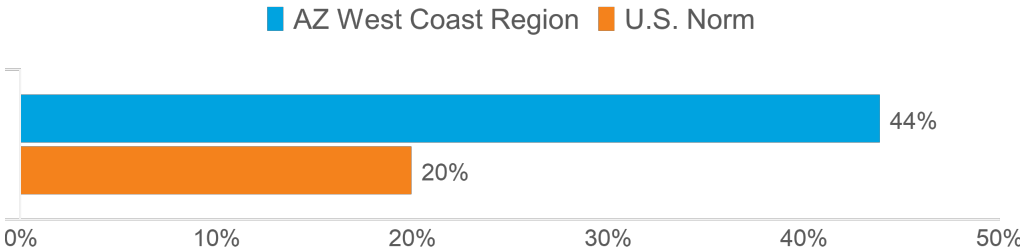


Base: 2022 Overnight Person-Trips that included more than one person

## Percent Who Traveled Alone



## Percent Who Had Travel Party Member with Disabilities



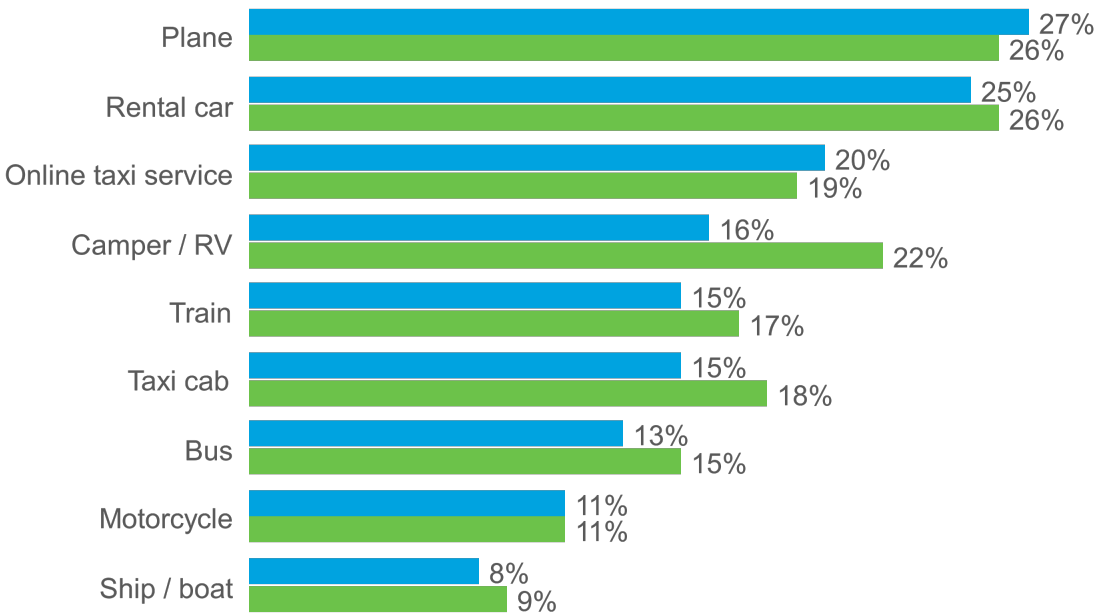
## Transportation Used to get to Destination



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

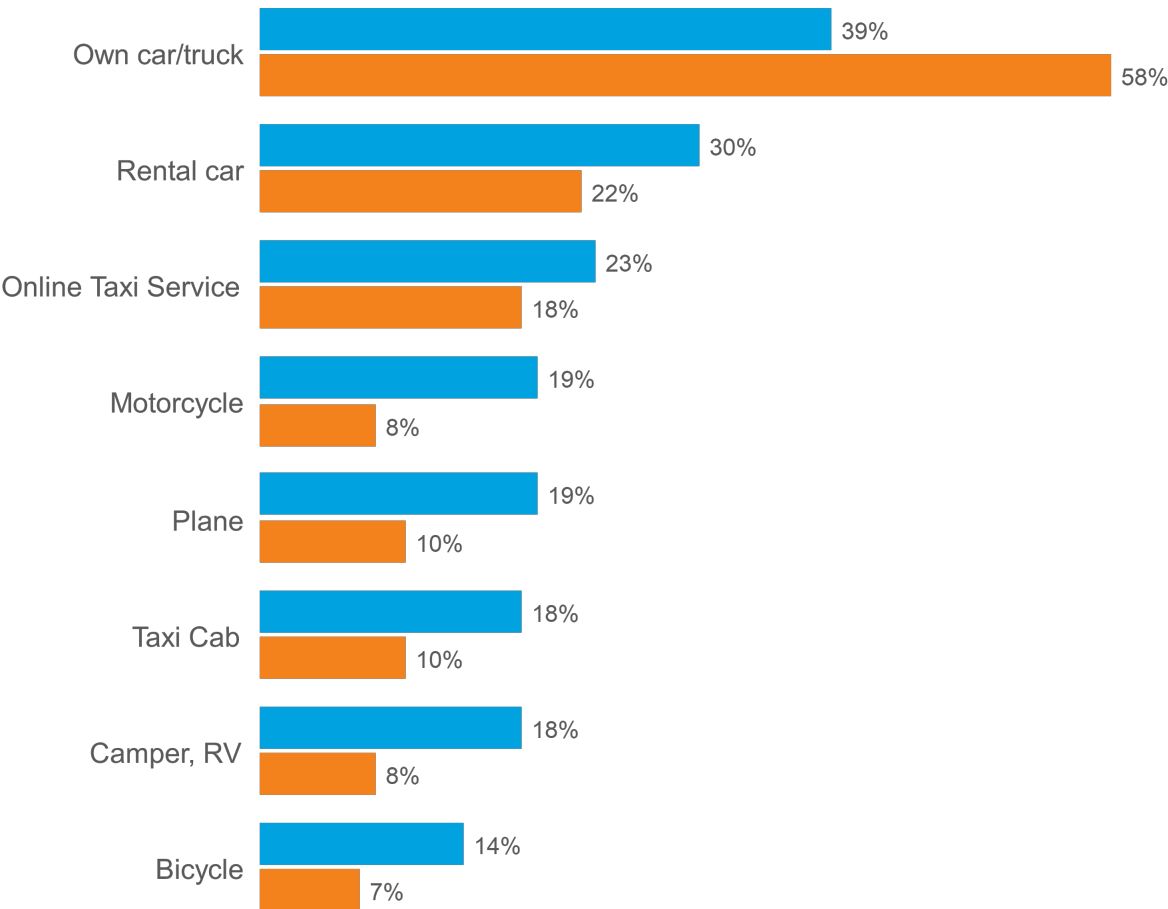
Previous year: **71%**

■ 2022 ■ 2021

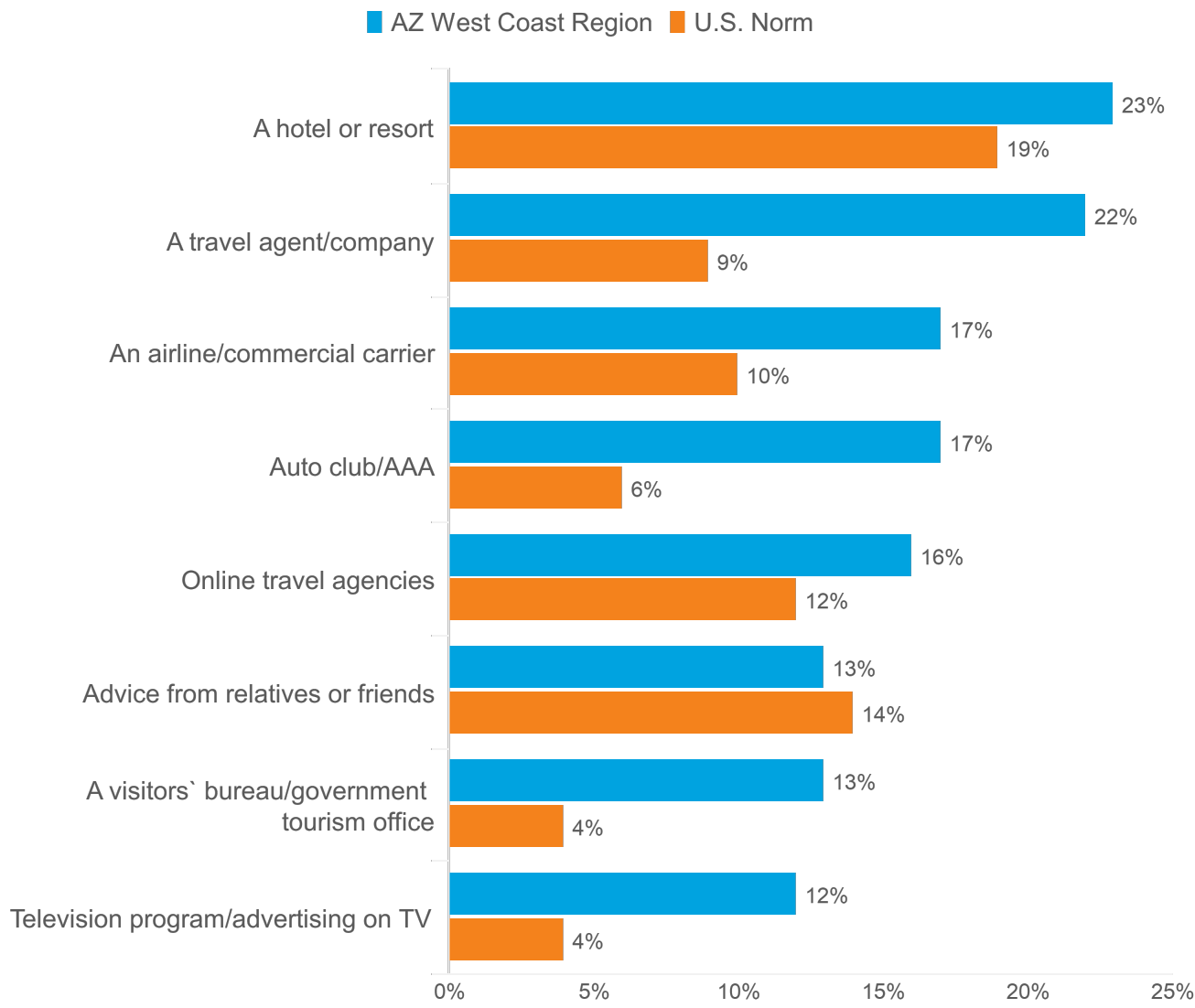


## Transportation Used within Destination

■ AZ West Coast Region ■ U.S. Norm



Trip Planning Information Sources

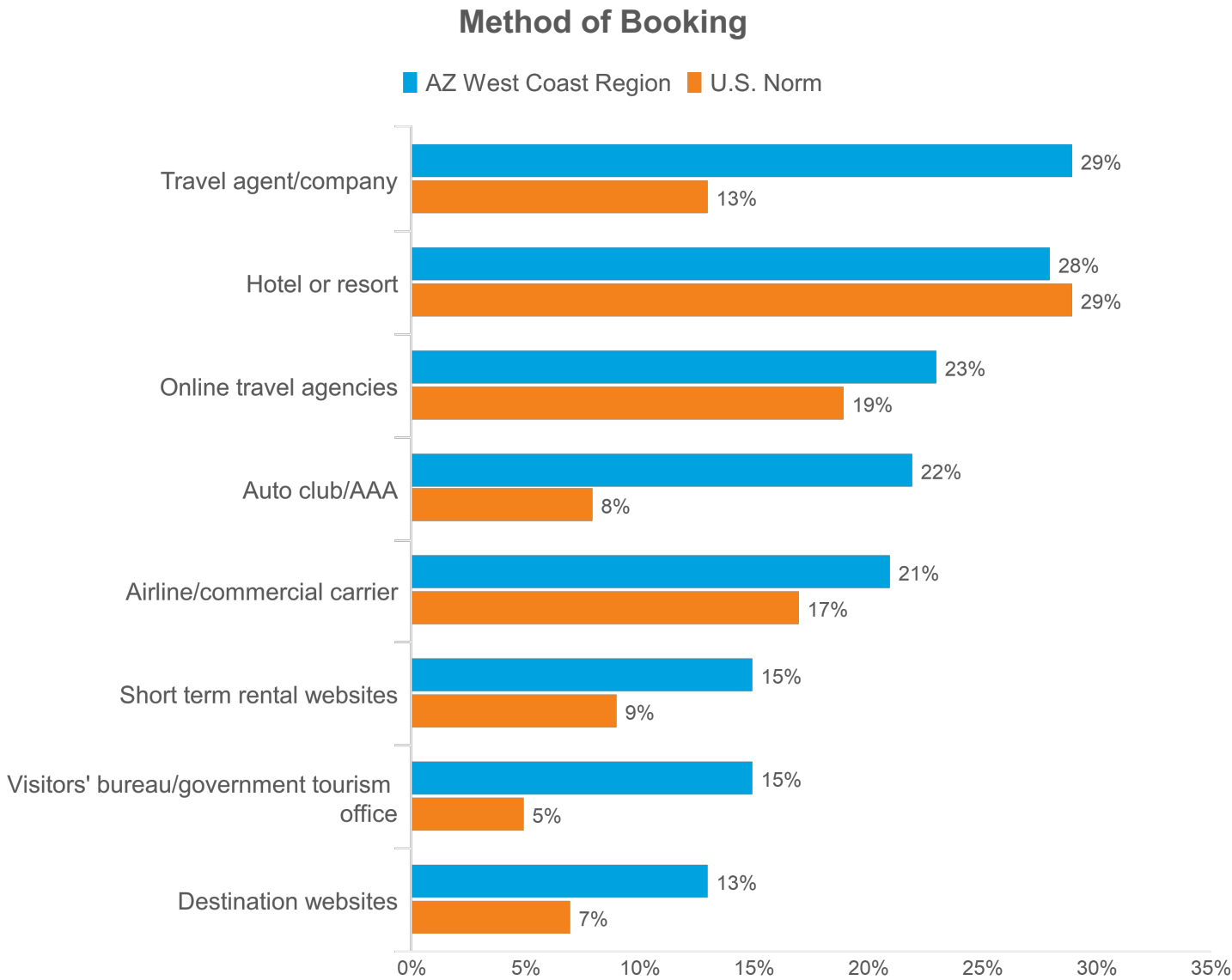


Length of Trip Planning








	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

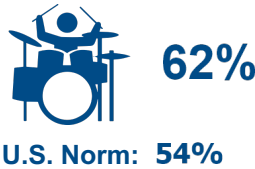
	2022	2021
 Hotel	48%	49%
 Motel	29%	27%
 Resort hotel	16%	16%
 Bed & breakfast	15%	19%
 Country inn / lodge	11%	11%
 Campground / RV park	10%	13%
 Time share	10%	12%

Activity Groupings

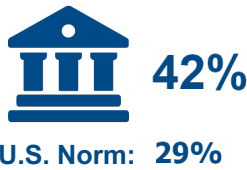
Outdoor Activities



Entertainment Activities



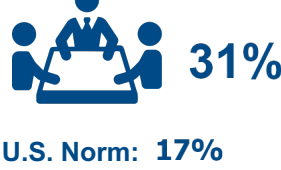
Cultural Activities



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%

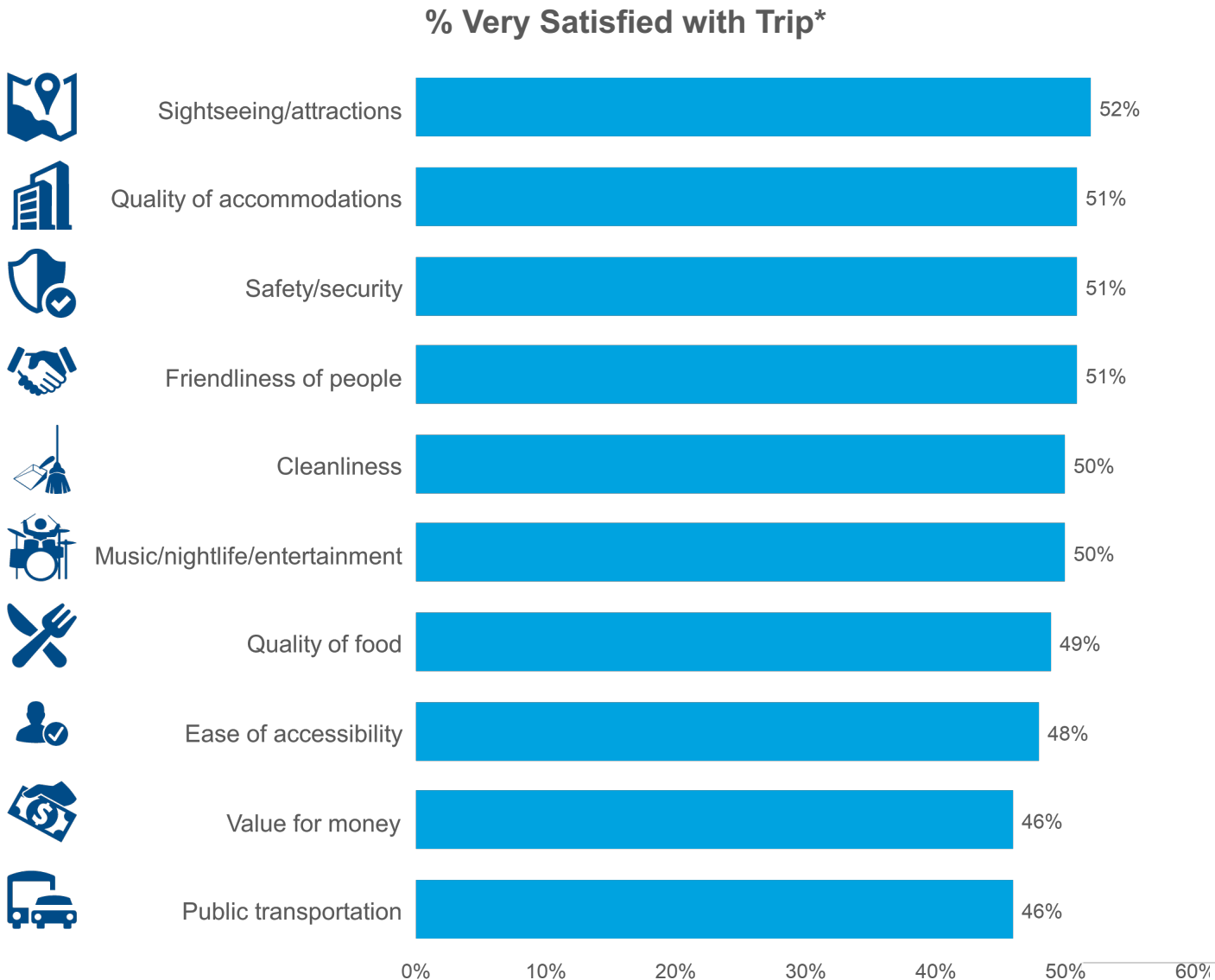
Base: 2022 Overnight Person-Trips that included Shopping

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

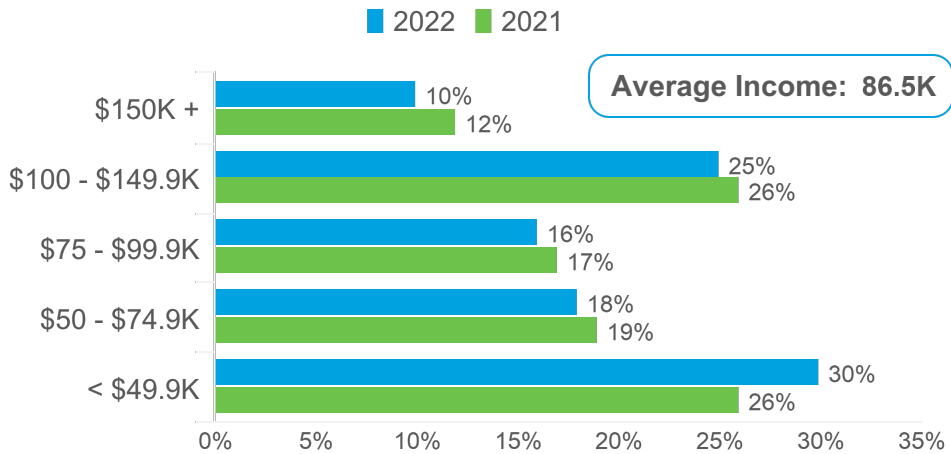


\*Very satisfied = selected top box on a five point scale  
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

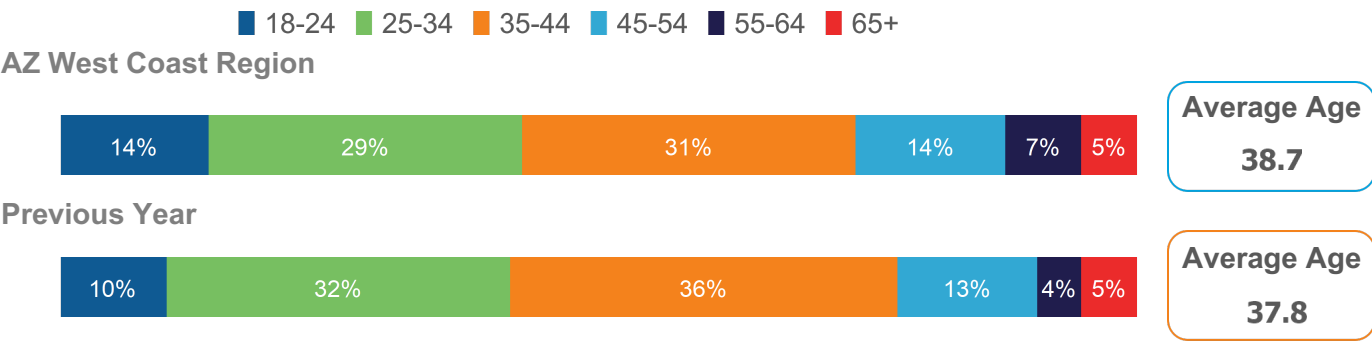
# Demographic Profile of Overnight AZ West Coast Region Visitors

Base: 2022 Overnight Person-Trips

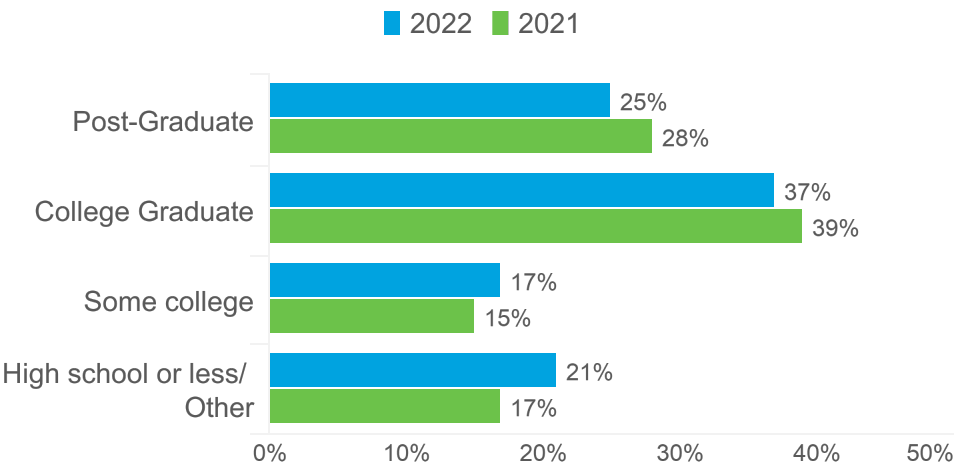
## Household Income



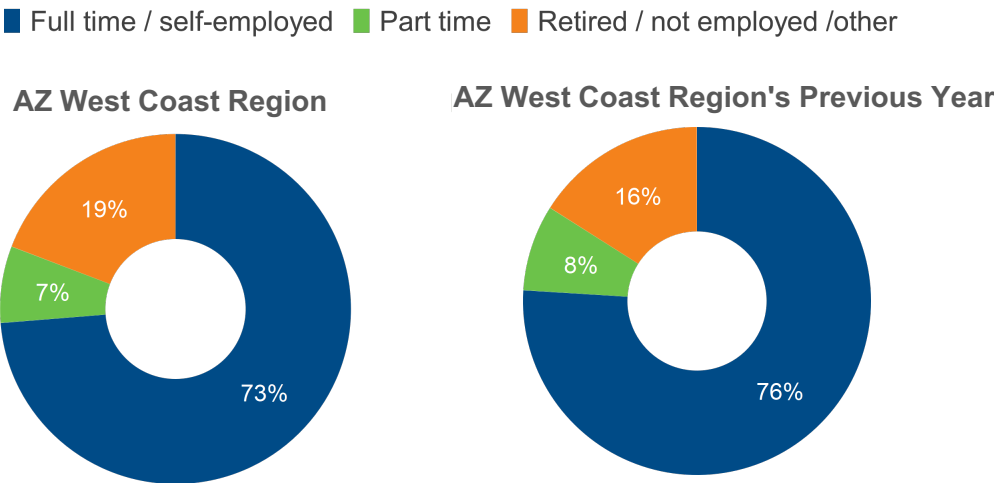
## Age



## Educational Attainment



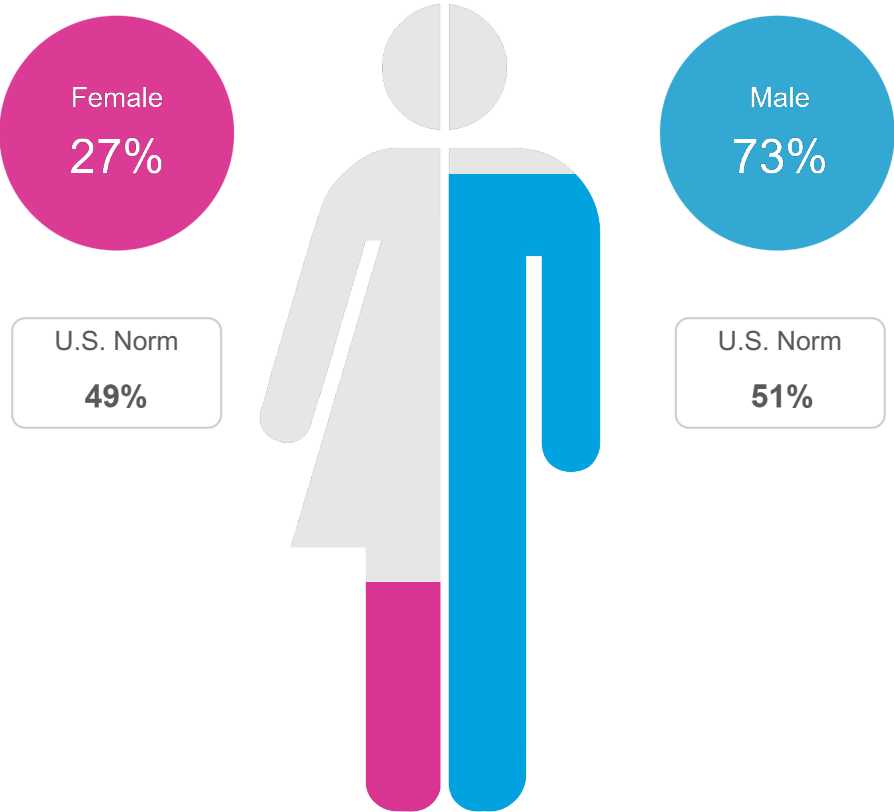
## Employment



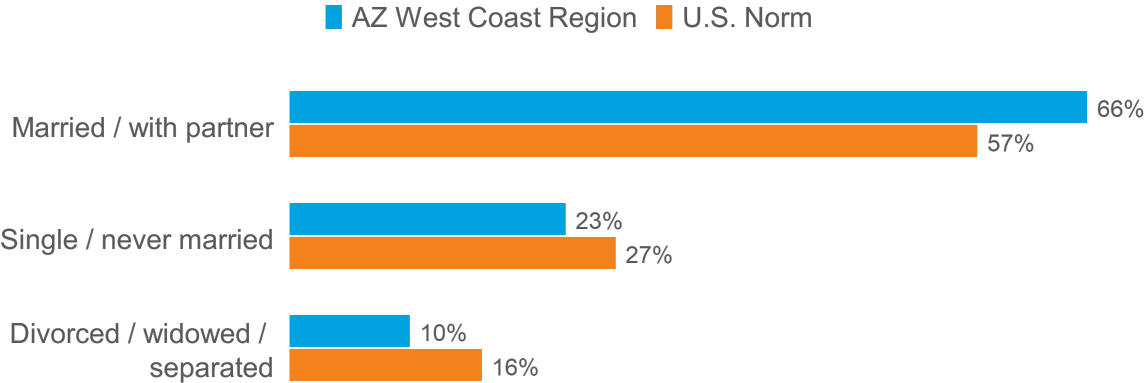
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Base: 2022 Overnight Person-Trips

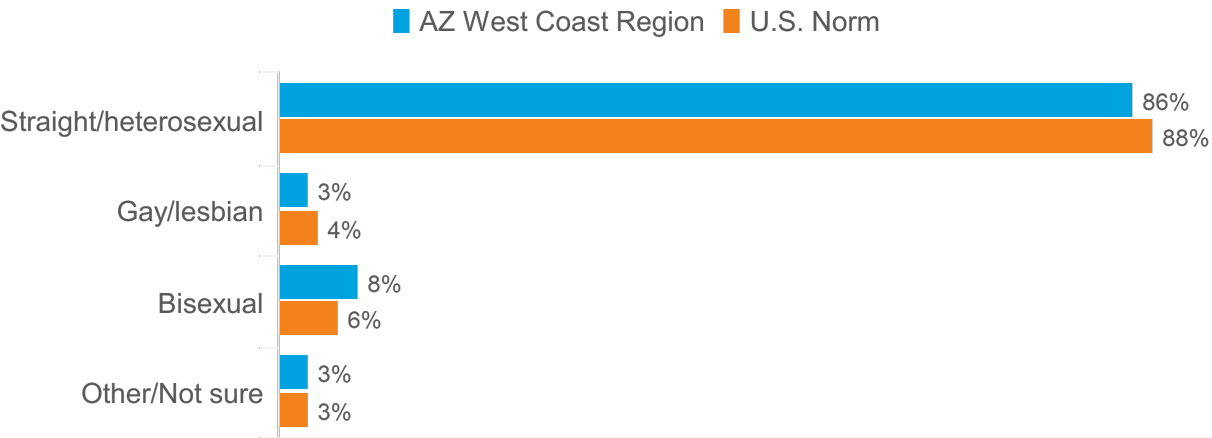
## Gender



## Marital Status



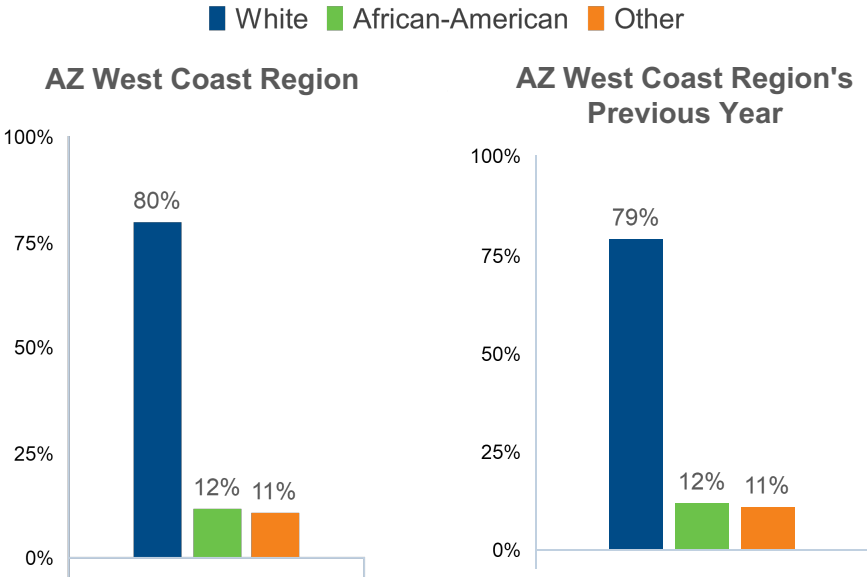
## Sexual Orientation



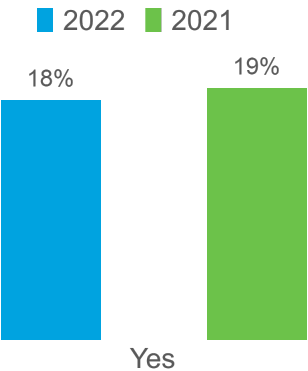
# Demographic Profile of Overnight AZ West Coast Region Visitors

Base: 2022 Overnight Person-Trips

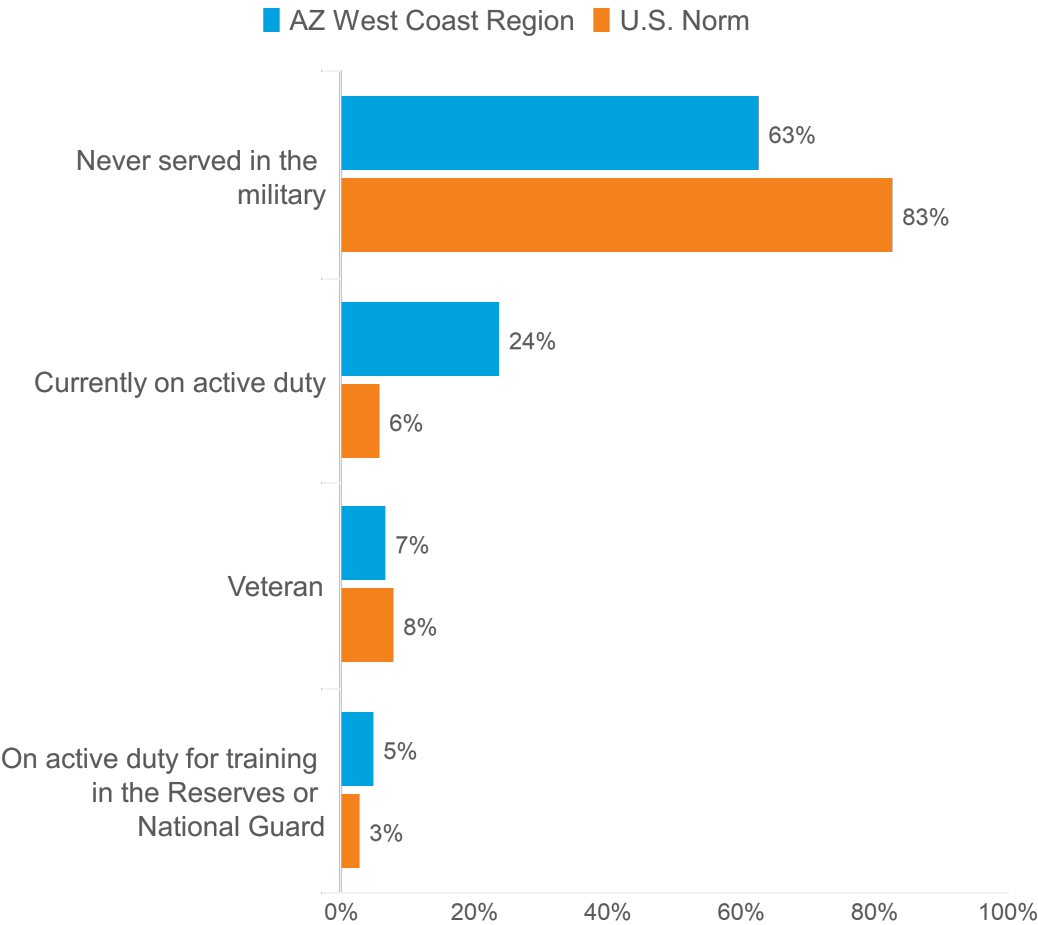
## Race



## Hispanic Background



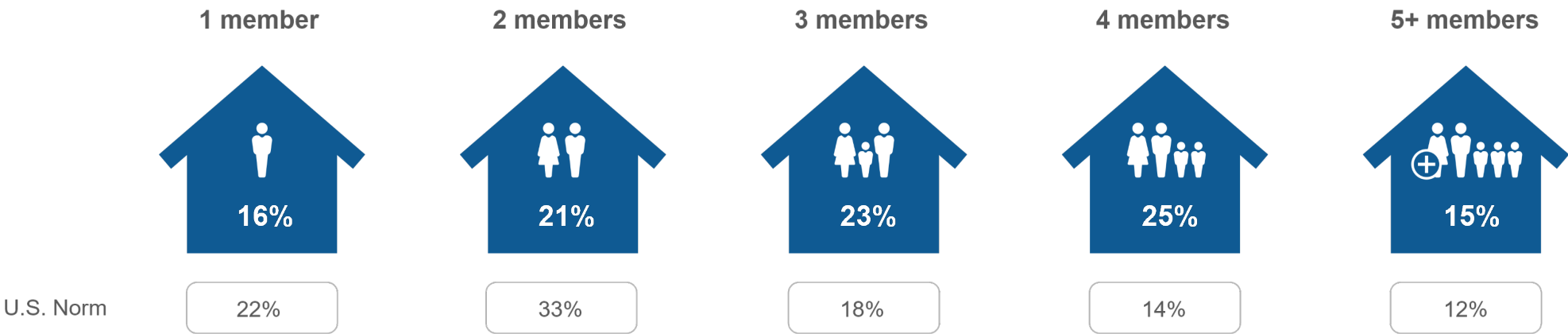
## Military Status



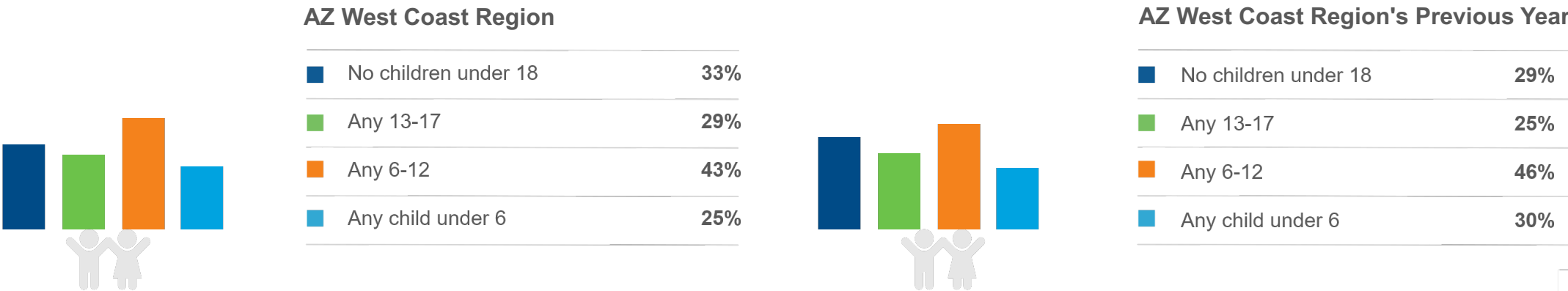
# Demographic Profile of Overnight AZ West Coast Region Visitors

Base: 2022 Overnight Person-Trips

## Household Size



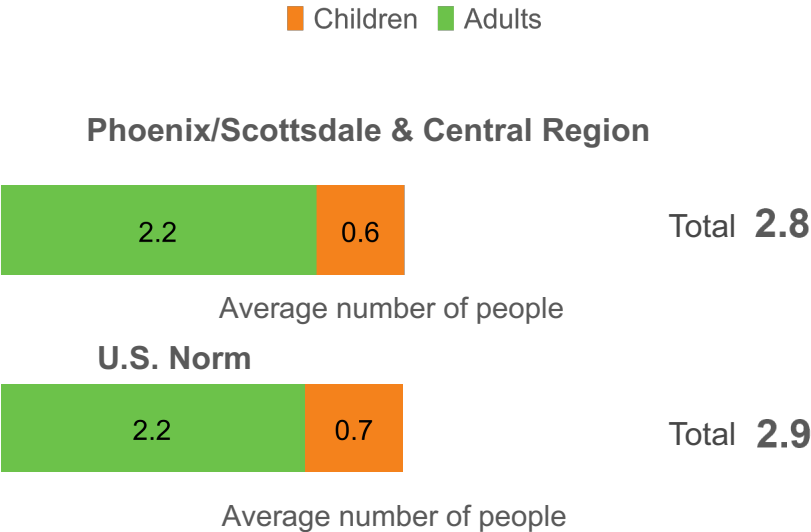
## Children in Household



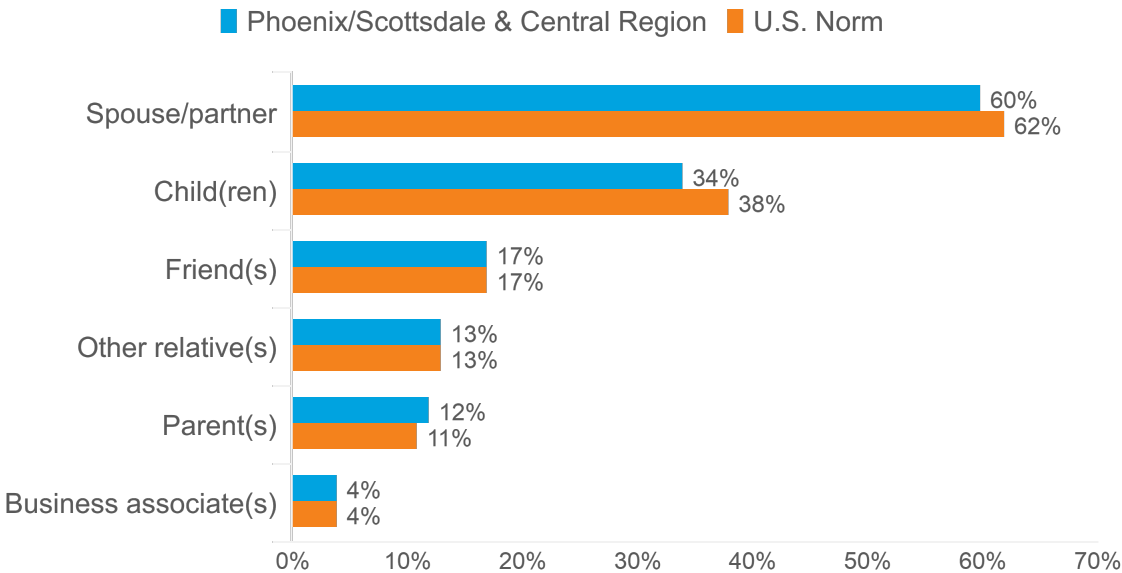
# Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

## Size of Travel Party

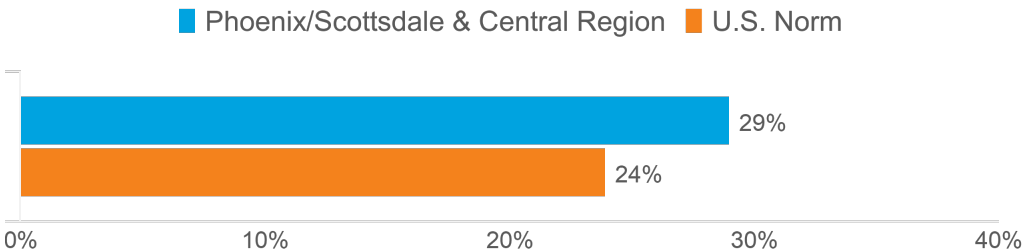


## Composition of Immediate Travel Party

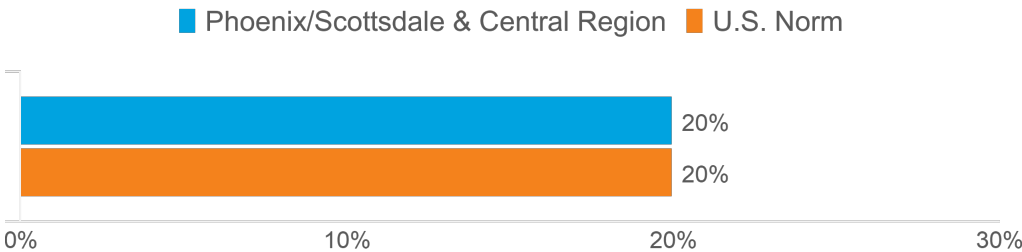


Base: 2022 Overnight Person-Trips that included more than one person

## 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

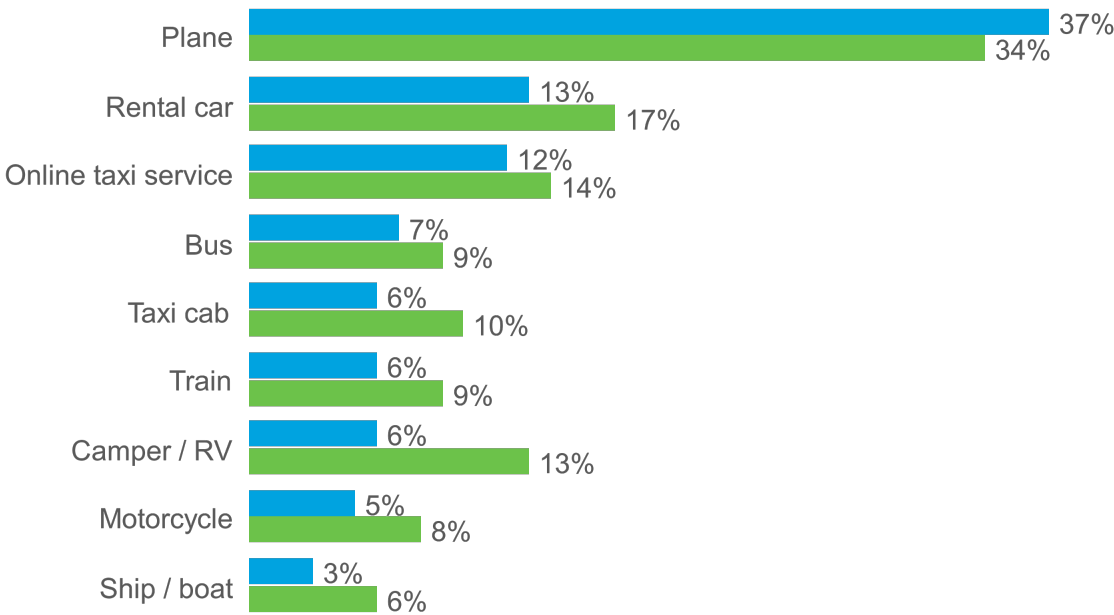
## Transportation Used to get to Destination



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

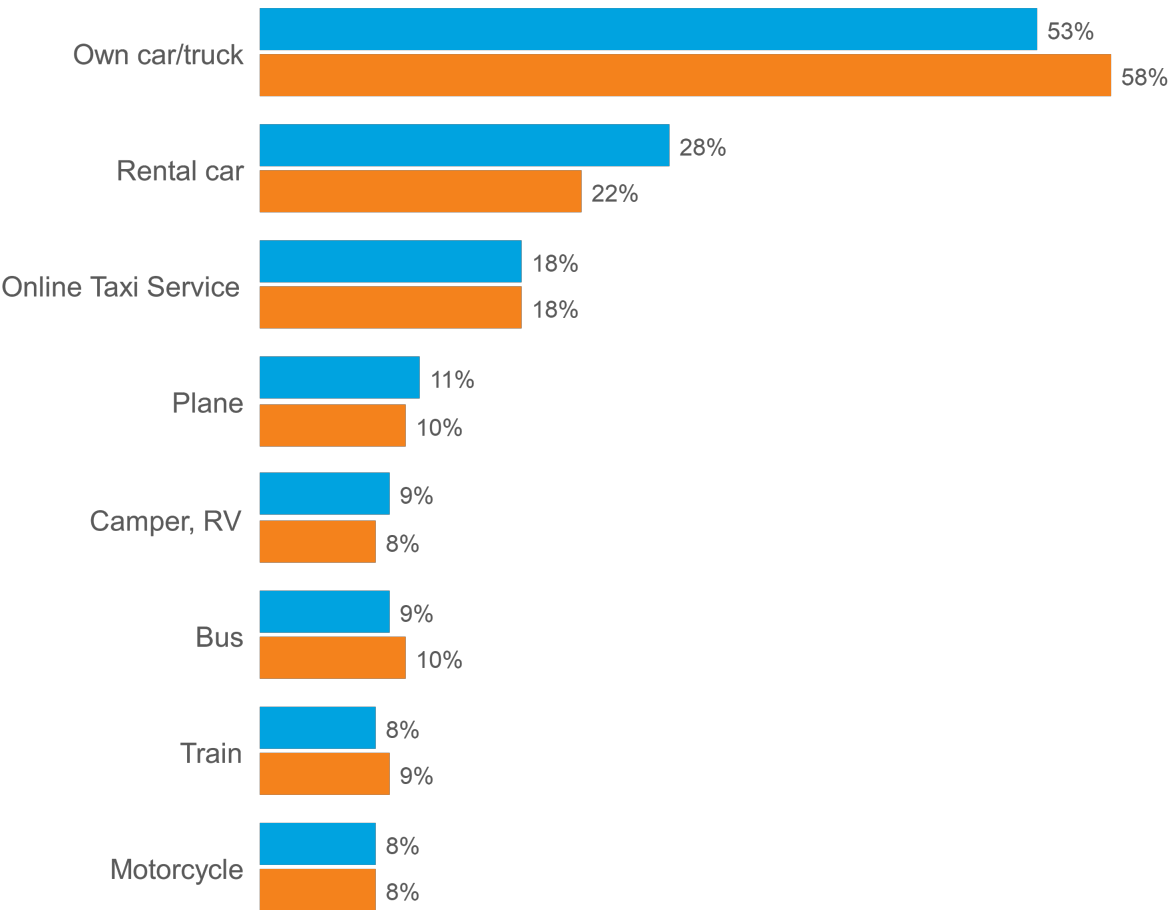
Previous year: 60%

■ 2022 ■ 2021



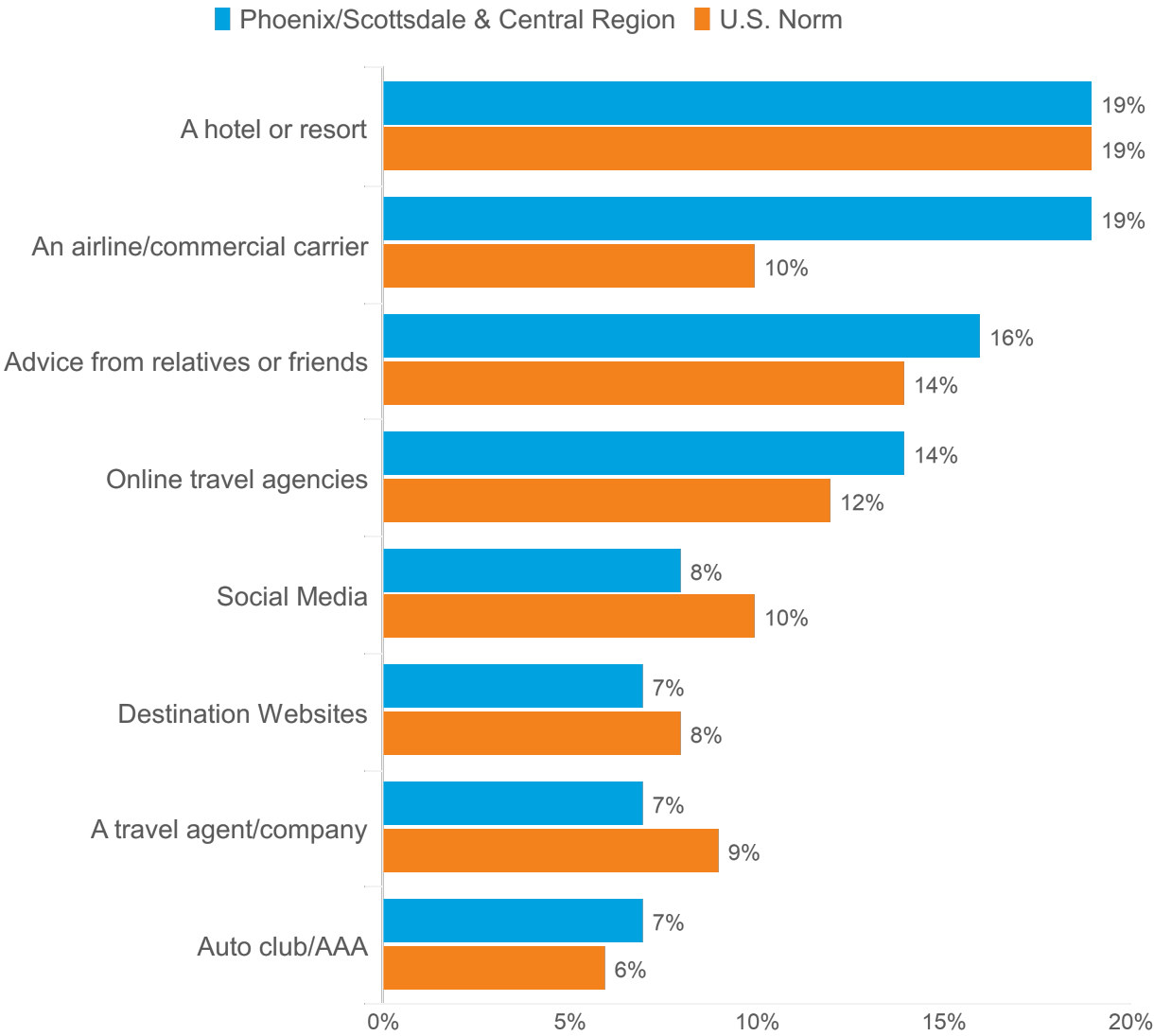
## Transportation Used within Destination

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





Trip Planning Information Sources

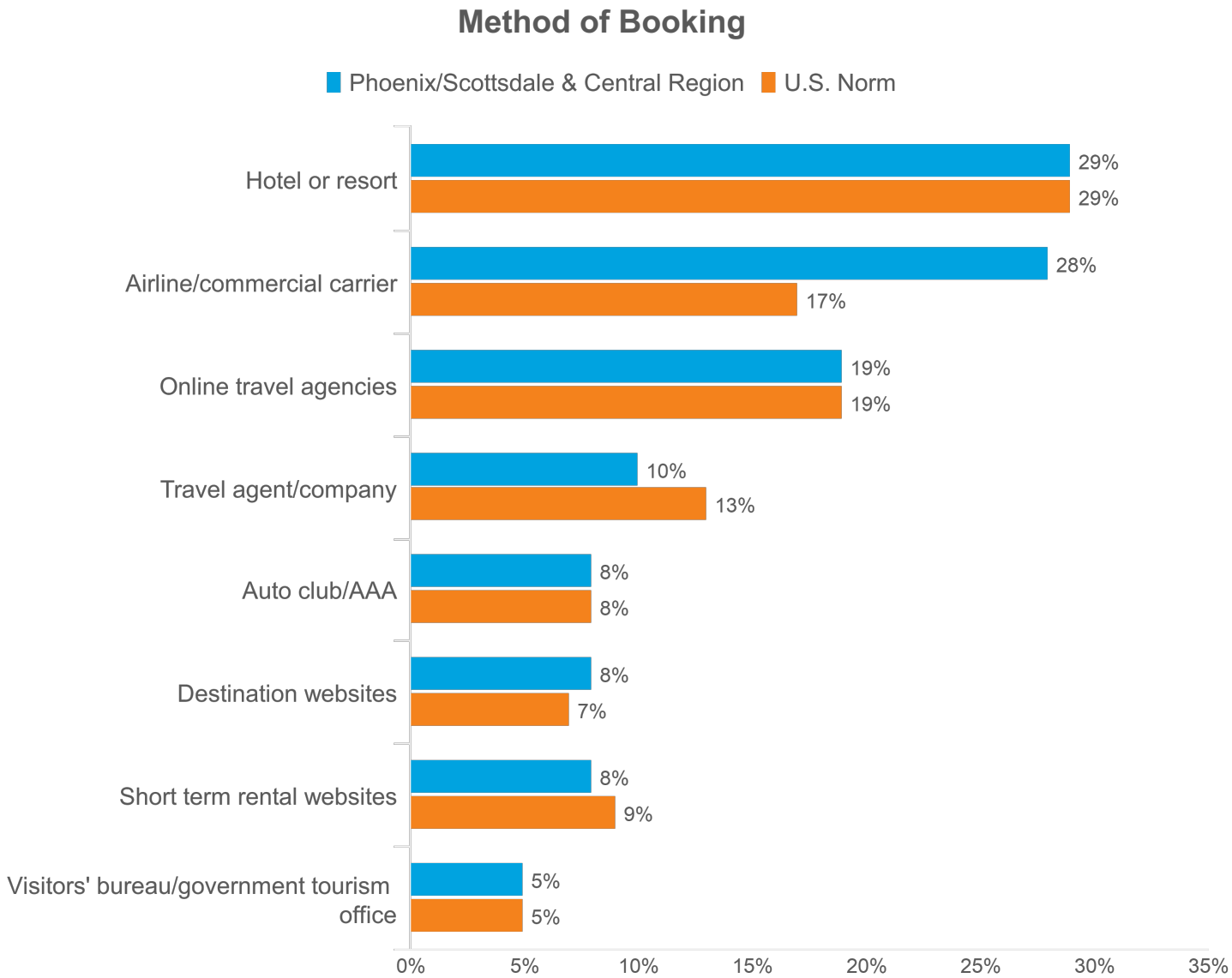


Length of Trip Planning








	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



### Accommodations

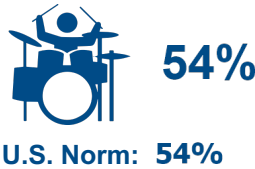
		2022	2021
	Hotel	38%	36%
	Home of friends / relatives	25%	22%
	Motel	13%	15%
	Resort hotel	12%	13%
	Rented home / condo / apartment	7%	9%
	Campground / RV park	6%	8%
	Bed & breakfast	6%	9%

Activity Groupings

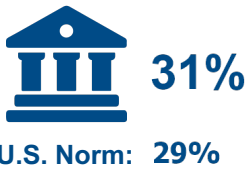
Outdoor Activities



Entertainment Activities



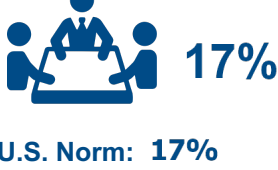
Cultural Activities



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%

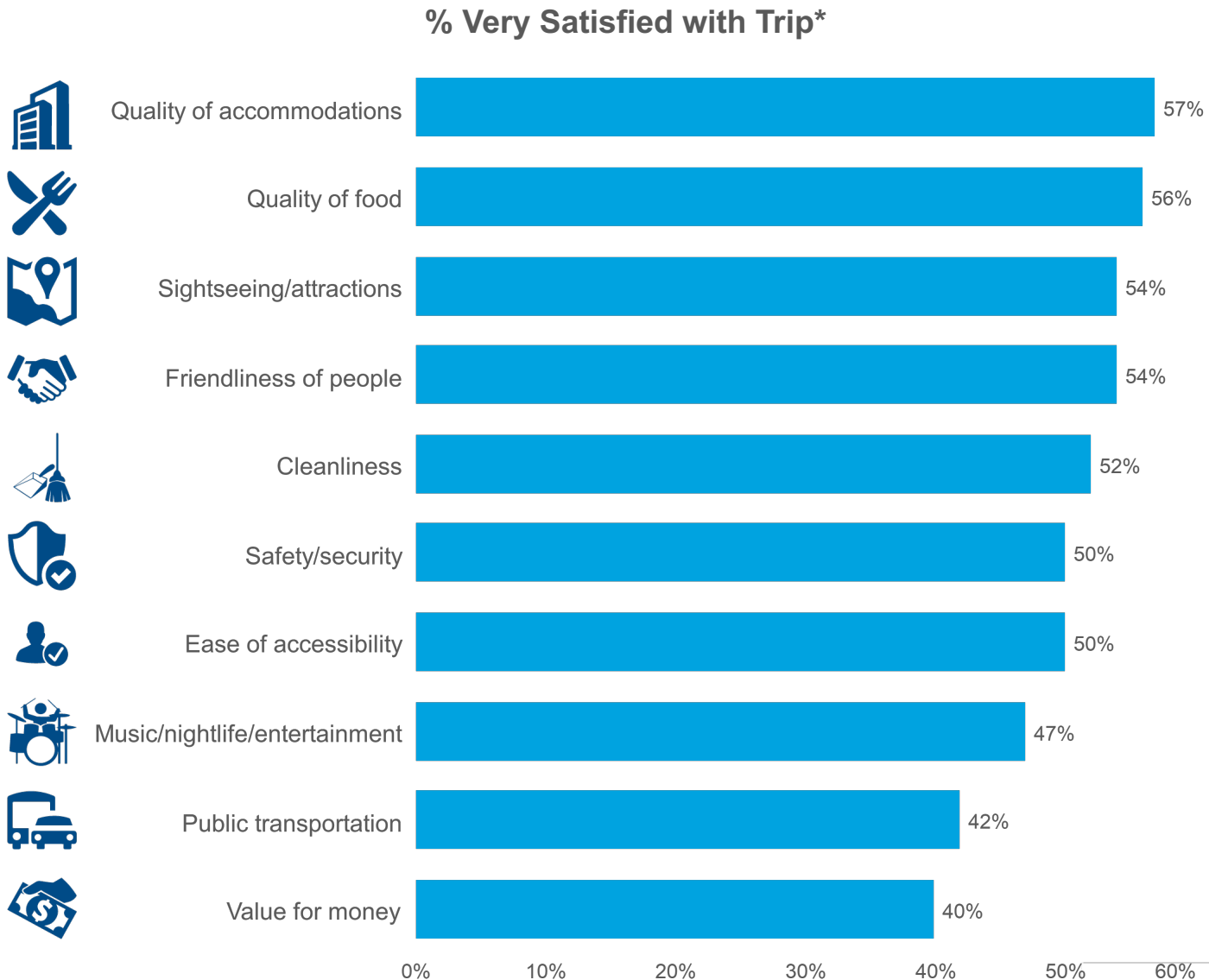
Base: 2022 Overnight Person-Trips that included Shopping

## 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

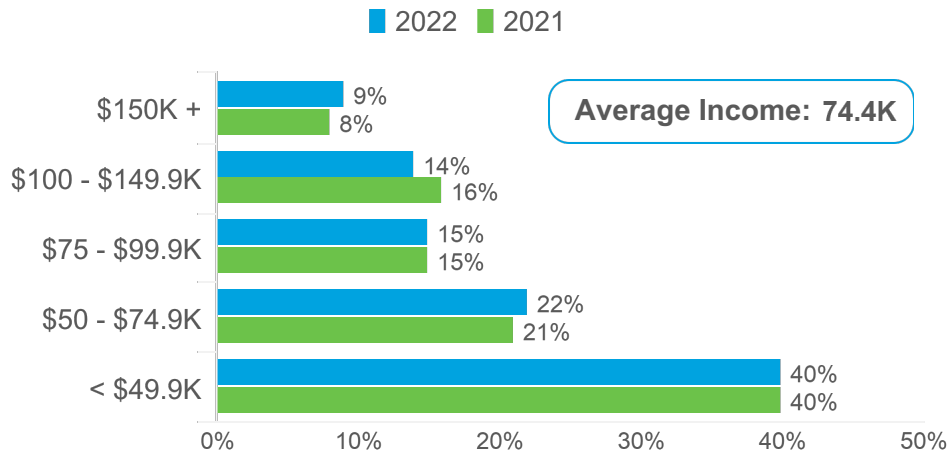


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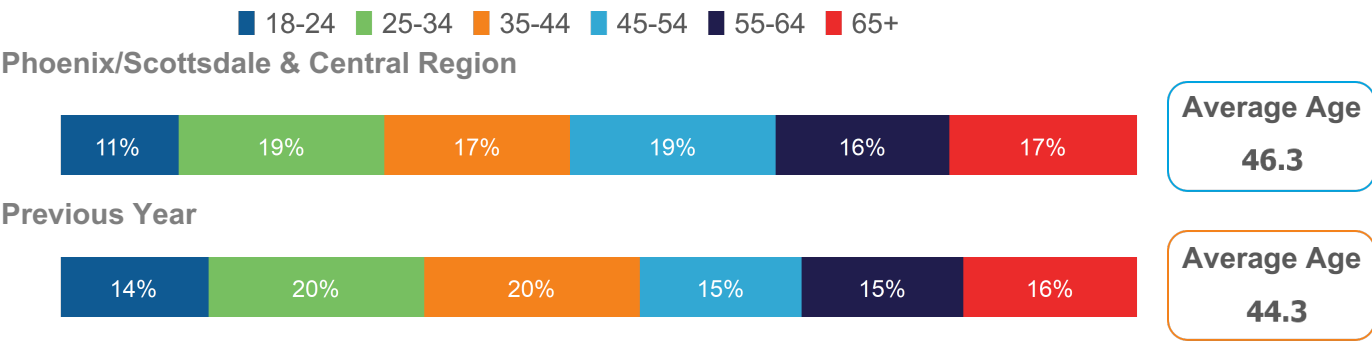
# Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2022 Overnight Person-Trips

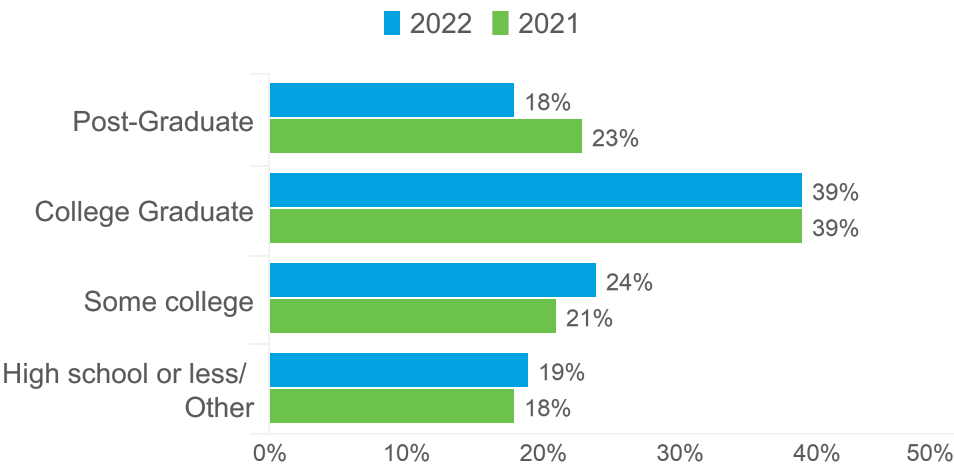
## Household Income



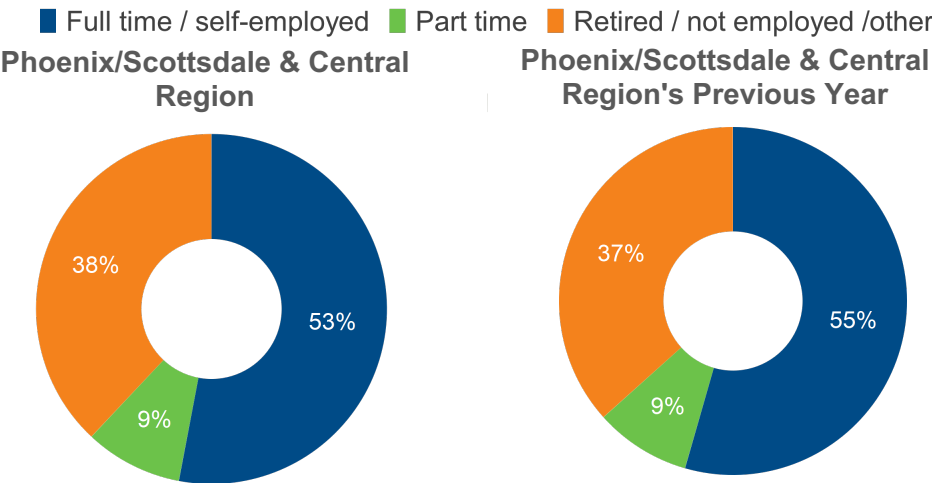
## Age



## Educational Attainment



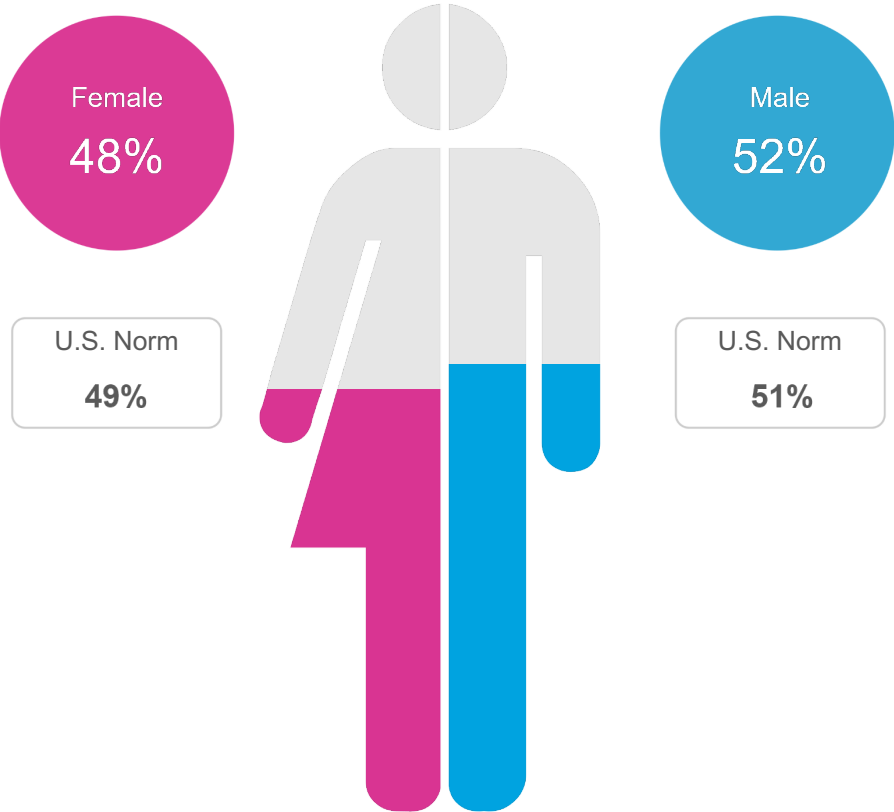
## Employment



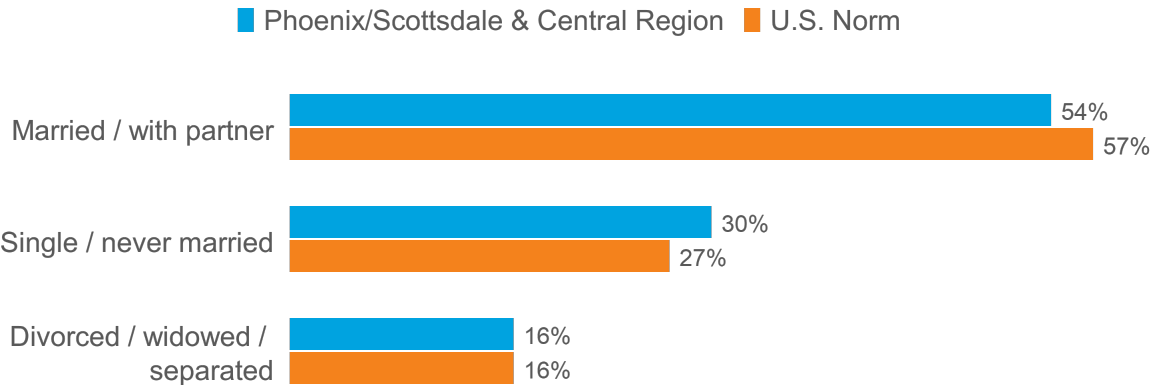
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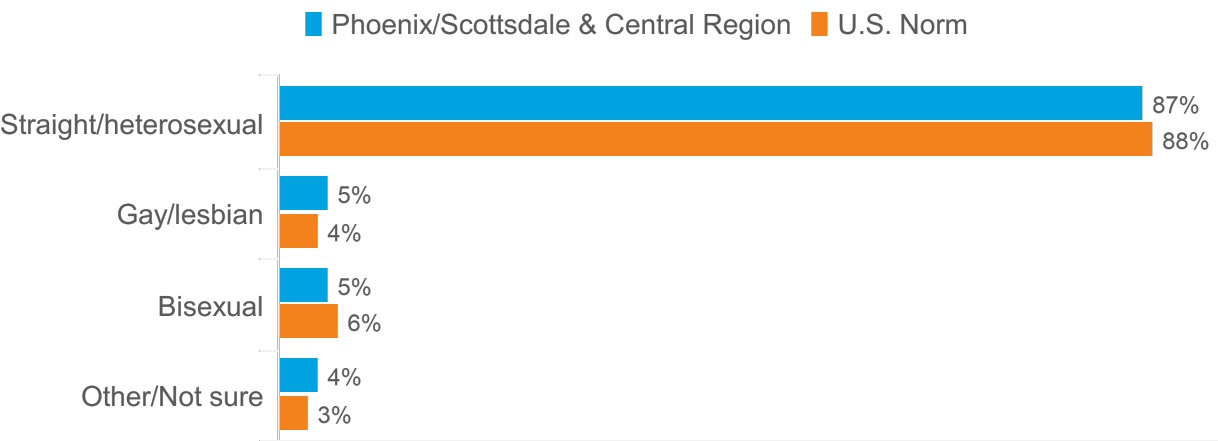
## Gender



## Marital Status



## Sexual Orientation

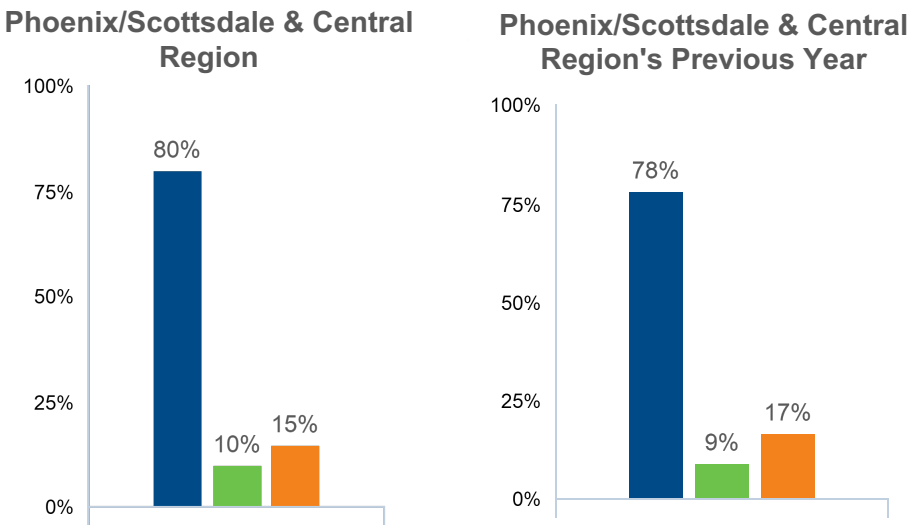


# Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2022 Overnight Person-Trips

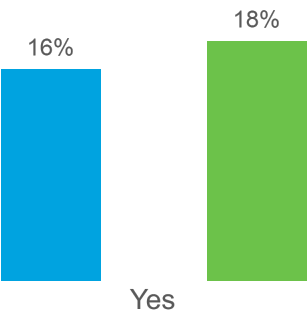
## Race

White African-American Other



## Hispanic Background

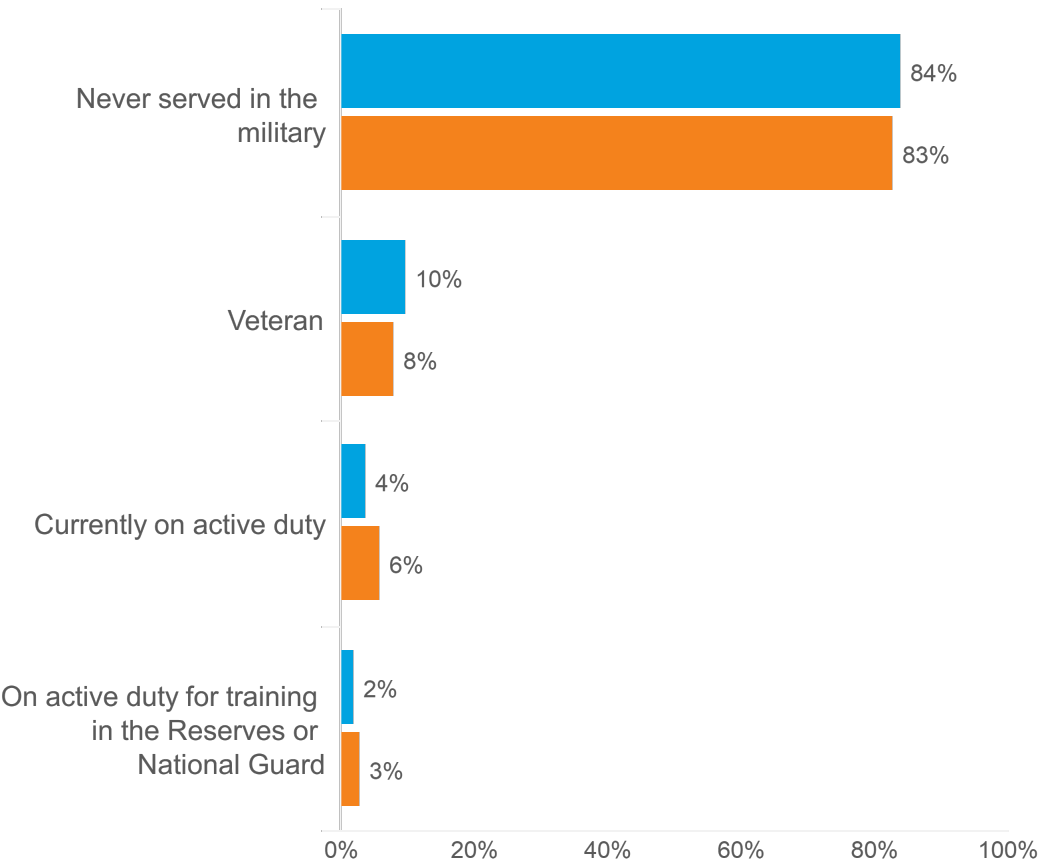
2022 2021



Yes

## Military Status

Phoenix/Scottsdale & Central Region U.S. Norm

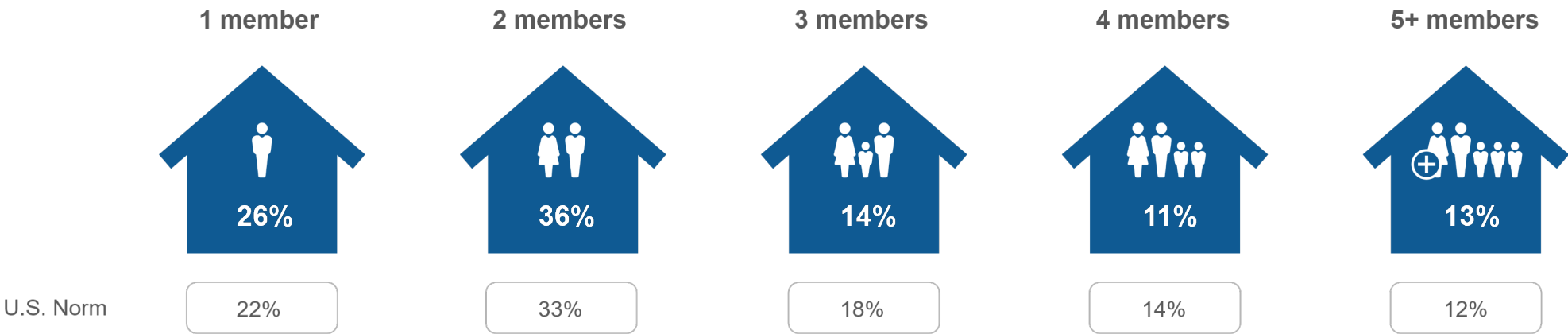




# Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2022 Overnight Person-Trips

## Household Size



## Children in Household

