

**NORTH CENTRAL ARIZONA REGION**

# TRAVEL RESEARCH TRENDS



x



OCTOBER, 2023

# ARIZONA TOURISM IN 2022

**40.2 MILLION**

DOMESTIC OVERNIGHT VISITORS

2022 vs 2021

**+6%**



**\$28 BILLION**

TRAVEL SPENDING

2022 vs 2021

**+19%**



# ARIZONA TOURISM IN 2022

**40.2 MILLION**

DOMESTIC OVERNIGHT VISITORS

2022 vs 2019

**-1%**



**\$28 BILLION**

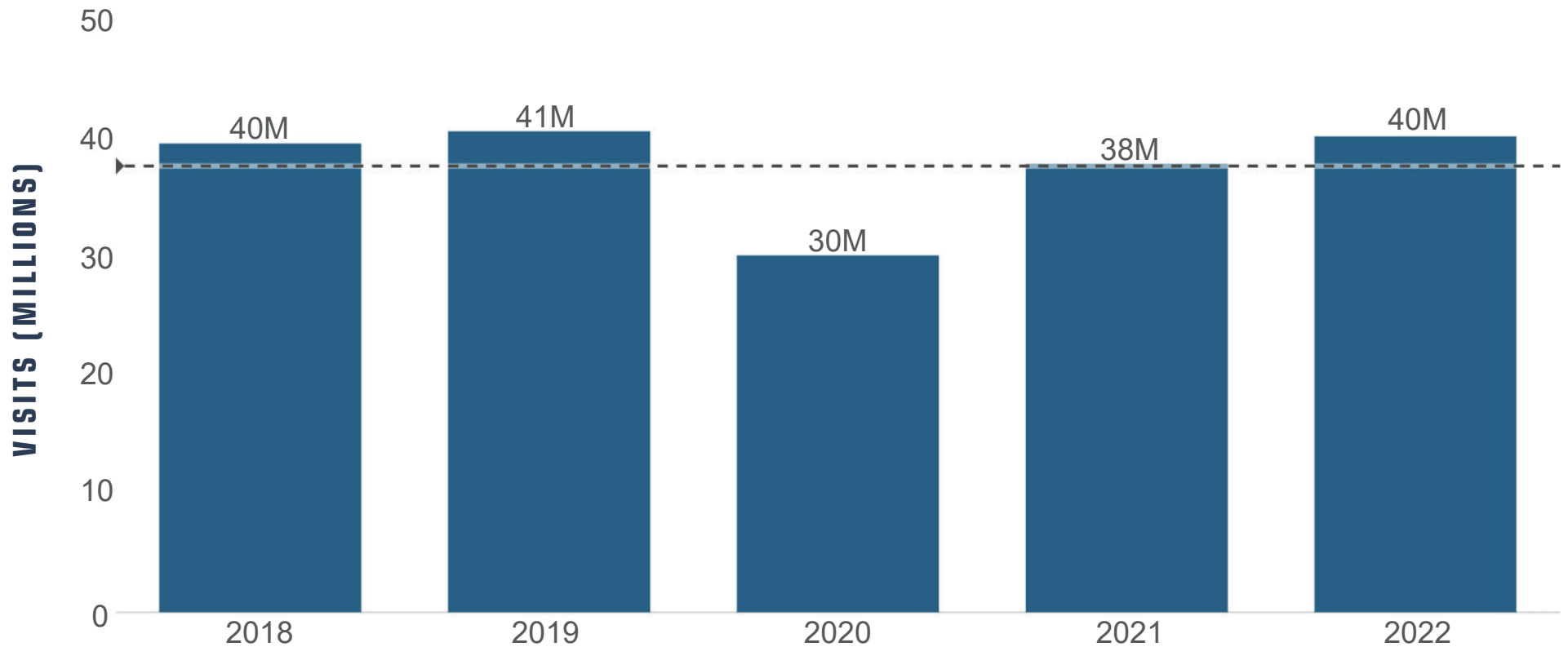
TRAVEL SPENDING

2022 vs 2019

**+10%**



# DOMESTIC OVERNIGHT VISITATION

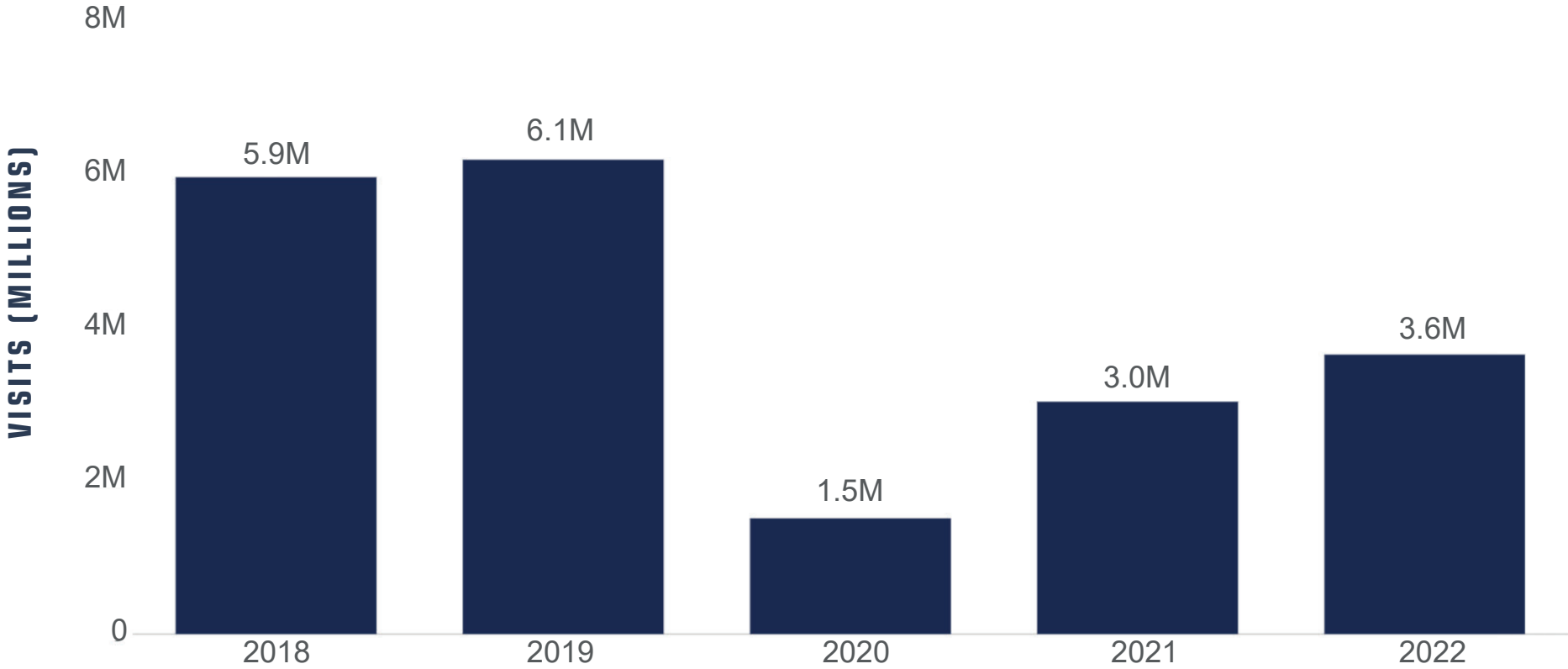


**AVERAGE: 38**

Source: Tourism Economics

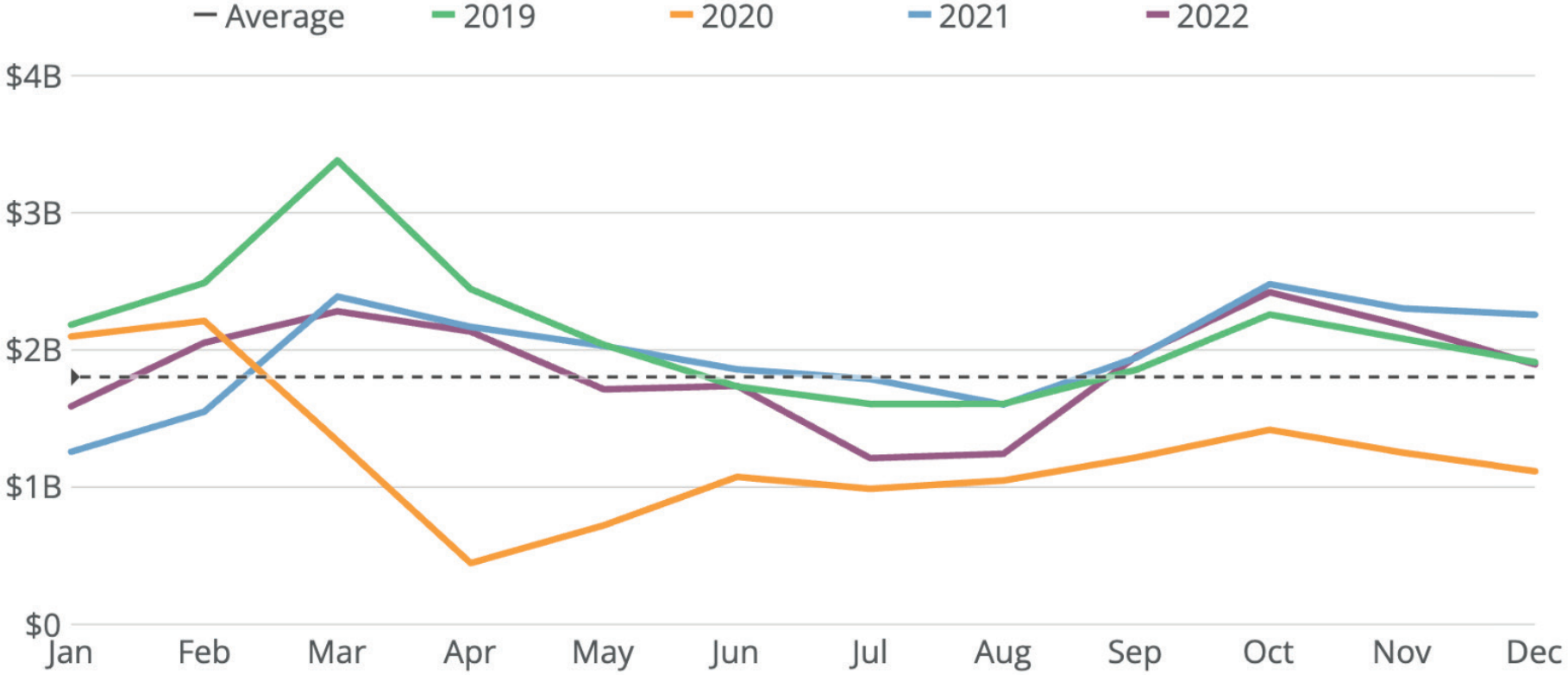


# INTERNATIONAL VISITATION



Source: Tourism Economics

# TRAVEL SPENDING TREND

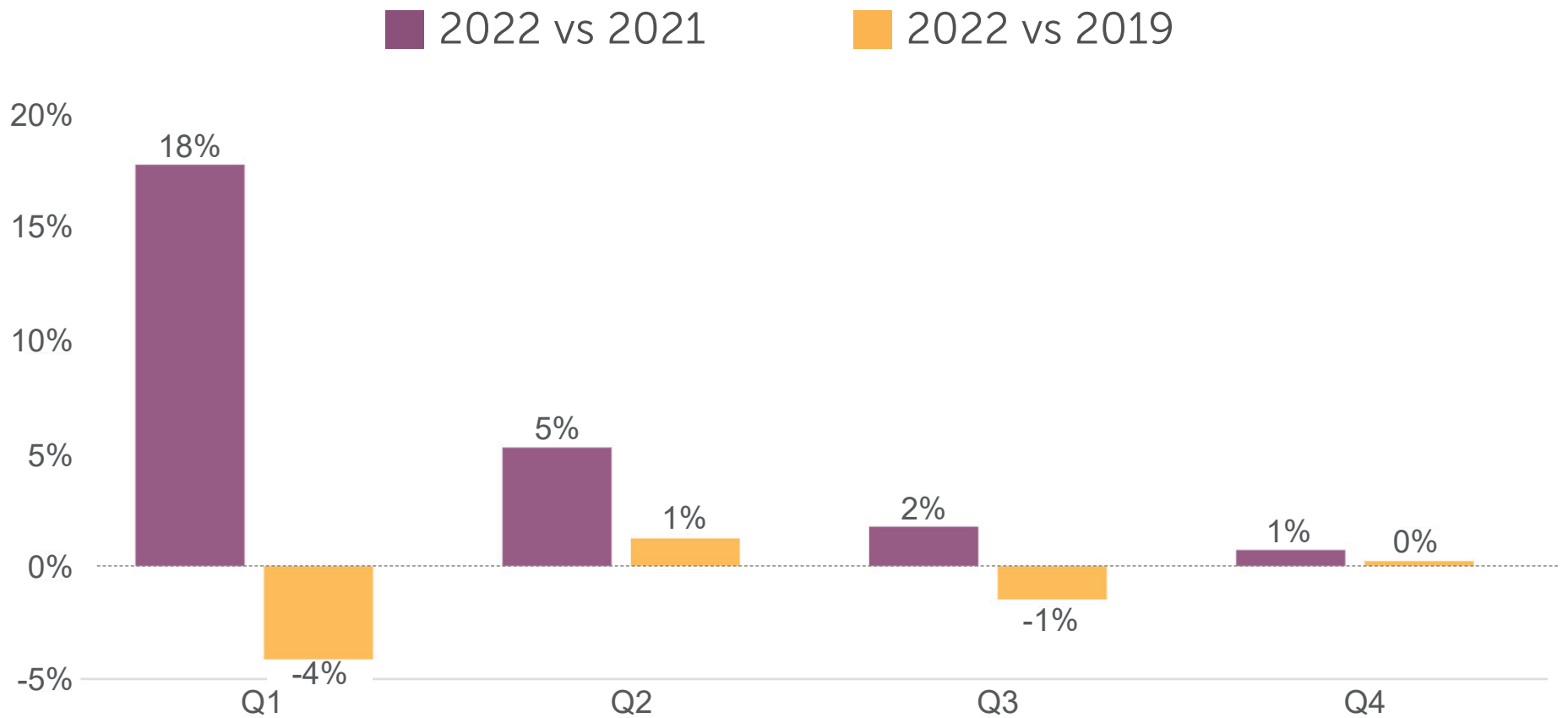


**AVERAGE: \$1.80B**

Source: Dean Runyan Associates

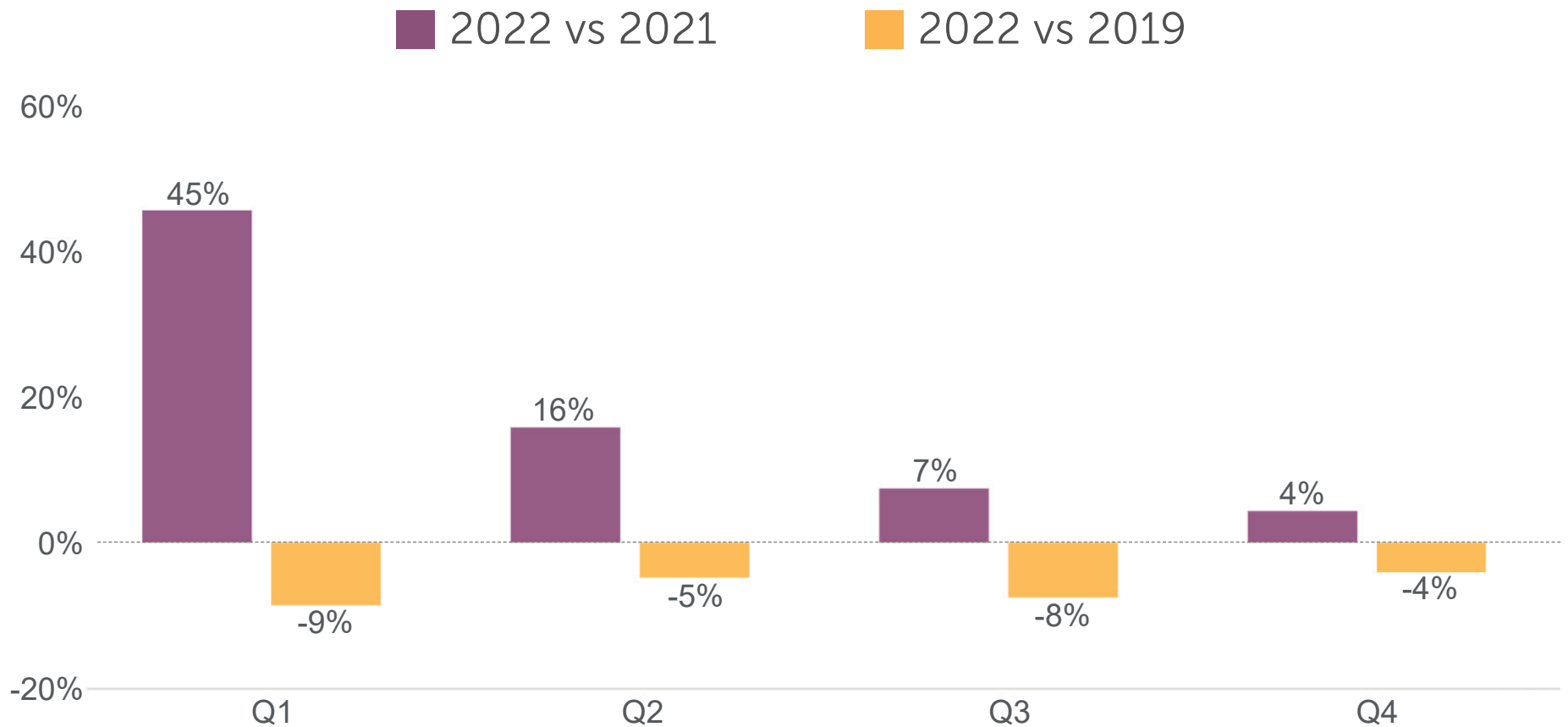
# DOMESTIC OVERNIGHT VISITATION - % CHANGE

## TOTAL



# DOMESTIC OVERNIGHT VISITATION - % CHANGE

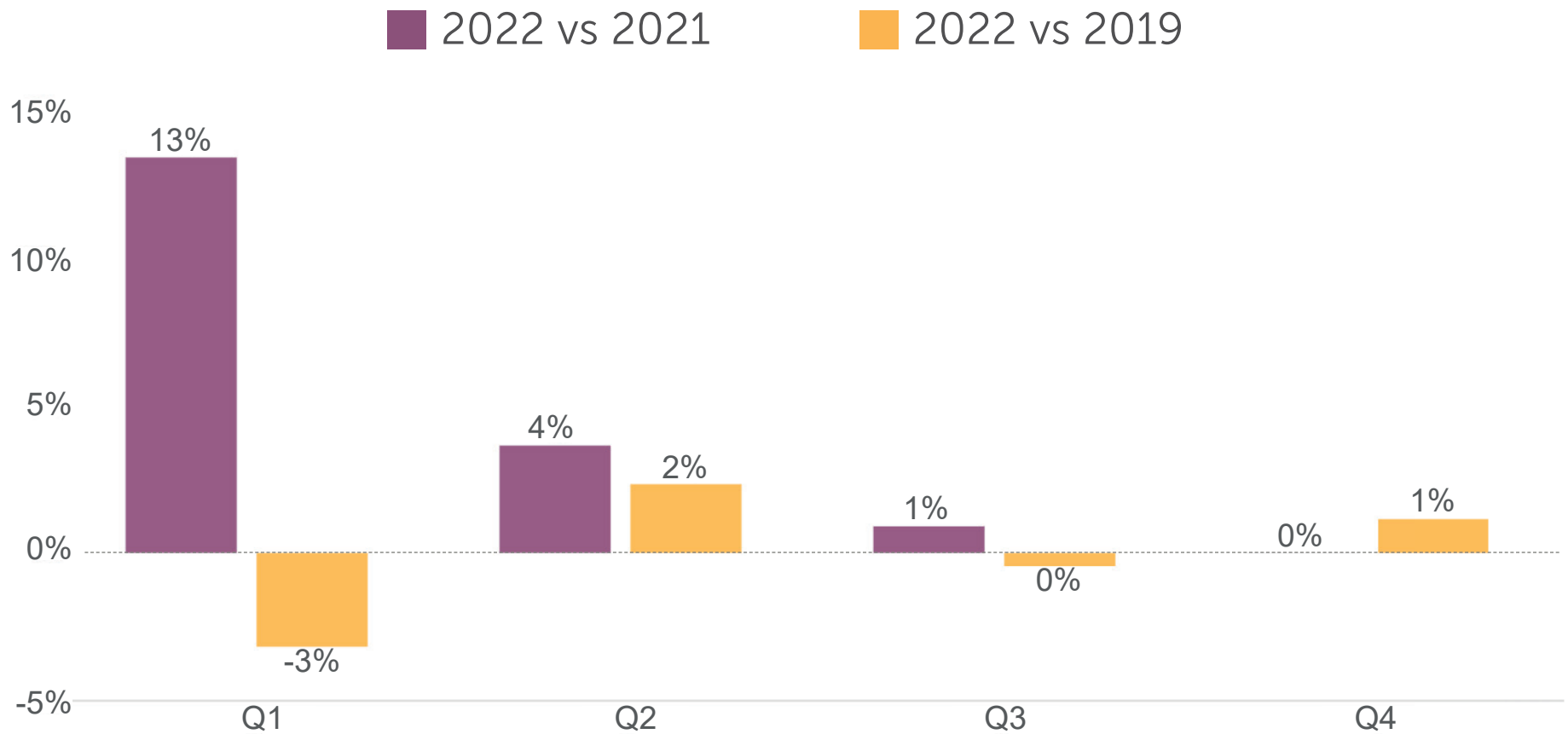
## BUSINESS





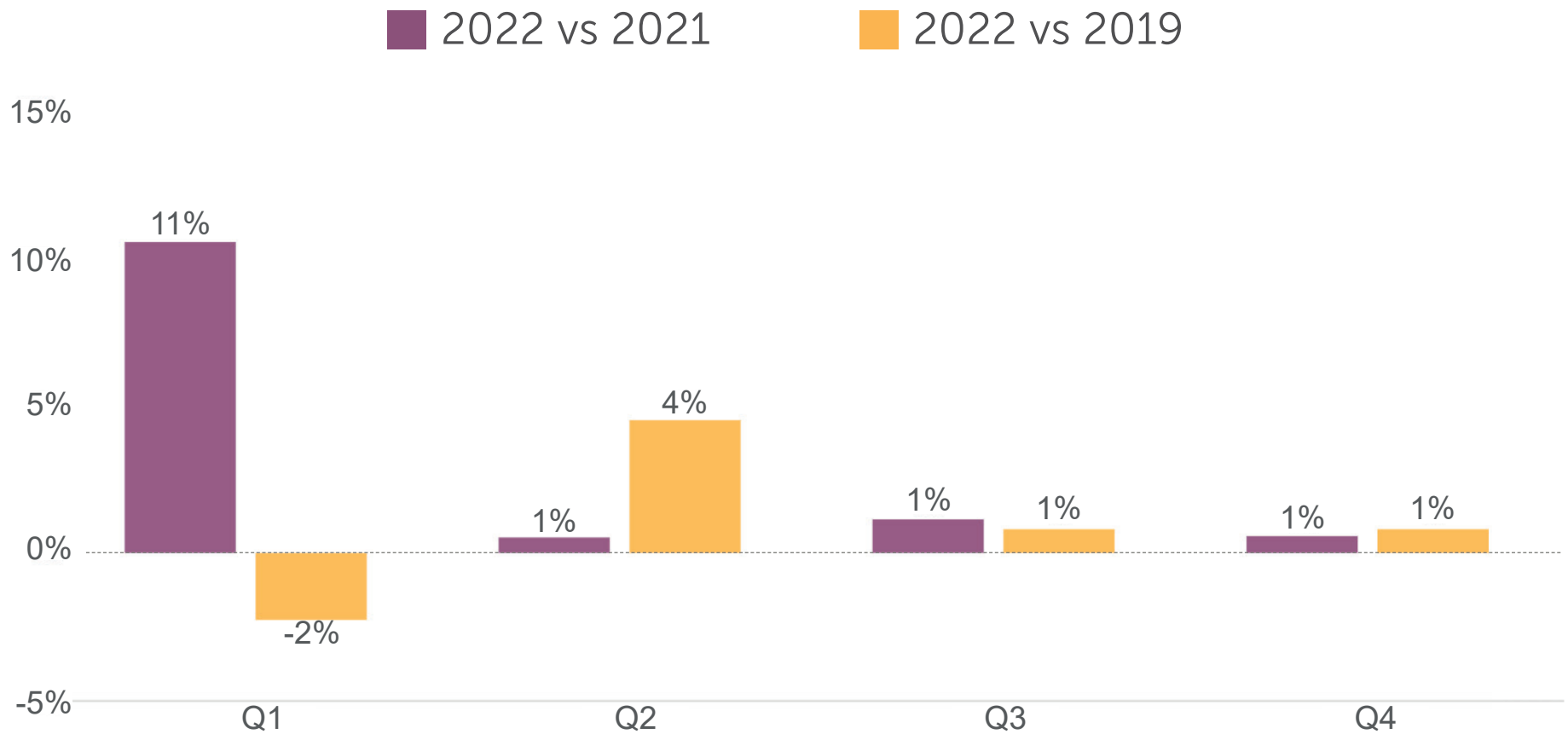
# DOMESTIC OVERNIGHT VISITATION - % CHANGE

## LEISURE



# DOMESTIC OVERNIGHT VISITATION - % CHANGE

## RESIDENT



# VISITOR SPENDING BY COUNTY

**GILA**

**\$363M**

2022 VS 2021

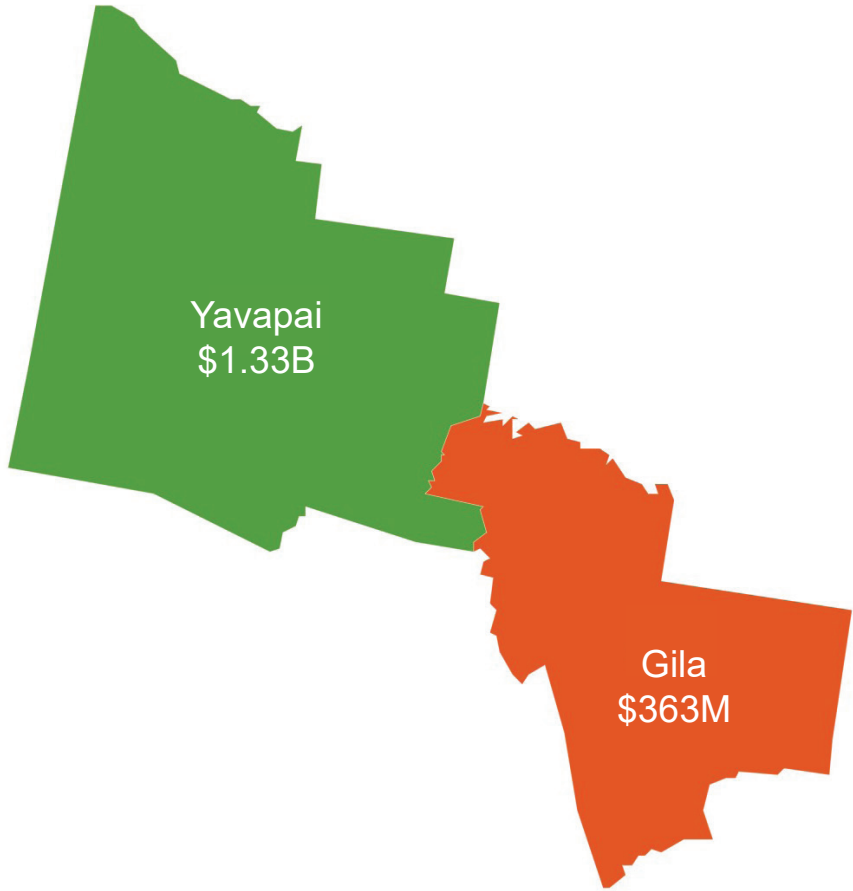
**+3.8%**

**YAVAPAI**

**\$1.33B**

2022 VS 2021

**+5.6%**



Source: Arizona Travel Impacts, Dean Runyan Associates

# TRAVEL IMPACTS

## GILA

DIRECT TRAVEL SPENDING

**+\$13.1M**

2022 VS 2021

**+3.8%**

LOCAL TAX RECEIPTS

**+\$822,918**

2022 VS 2021

**+6.8%**

EMPLOYMENT (JOBS)

**+230**

2022 VS 2021

**+7.9%**

ACCOMMODATIONS SPENDING

**-\$5.4M**

2022 VS 2021

**-4.7%**

FOOD SERVICE SPENDING

**+\$1.6M**

2022 VS 2021

**+2.2%**

EARNINGS

**+\$9.5M**

2022 VS 2021

**+10.6%**

Source: Arizona Travel Impacts, Dean Runyan Associates;  
Summary value indicates 2022 value, change value compares to 2021.



# TRAVEL IMPACTS

## YAVAPAI

DIRECT TRAVEL SPENDING

**+\$70M**

2022 VS 2021

**+5.6%**

LOCAL TAX RECEIPTS

**+\$4.4M**

2022 VS 2021

**+6.9%**

EMPLOYMENT (JOBS)

**+170**

2022 VS 2021

**+7.3%**

ACCOMMODATIONS SPENDING

**+\$25.7M**

2022 VS 2021

**+3.6%**

FOOD SERVICE SPENDING

**+\$7.1M**

2022 VS 2021

**+2.8%**

EARNINGS

**+\$19.8M**

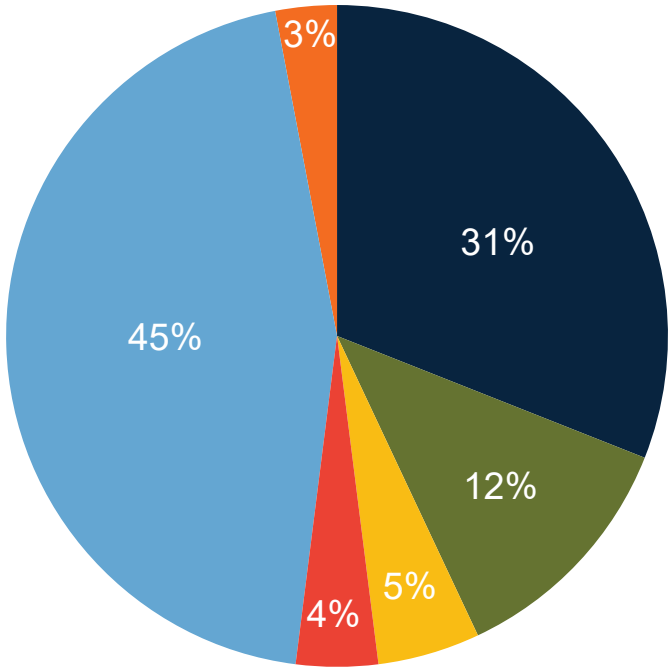
2022 VS 2021

**+6.4%**

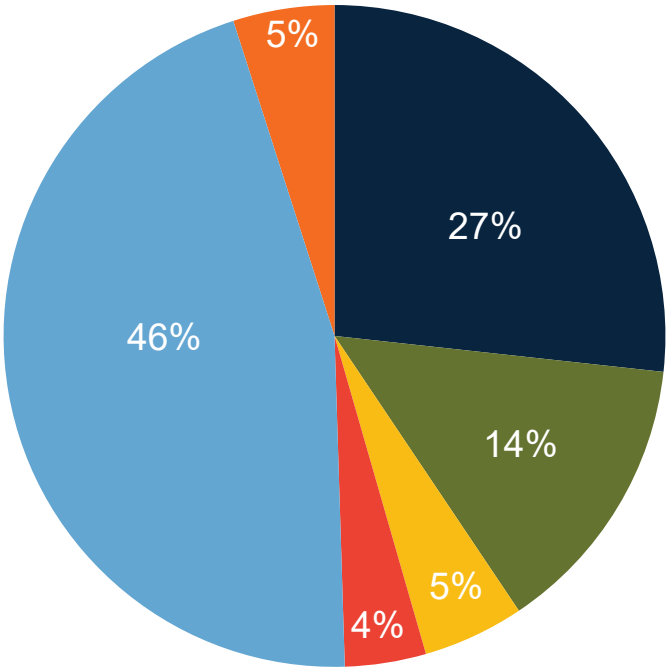
Source: Arizona Travel Impacts, Dean Runyan Associates;  
Summary value indicates 2022 value, change value compares to 2021.

# SPENDING BY ACCOMMODATION CHOICE

## GILA COUNTY 2021



## GILA COUNTY 2022

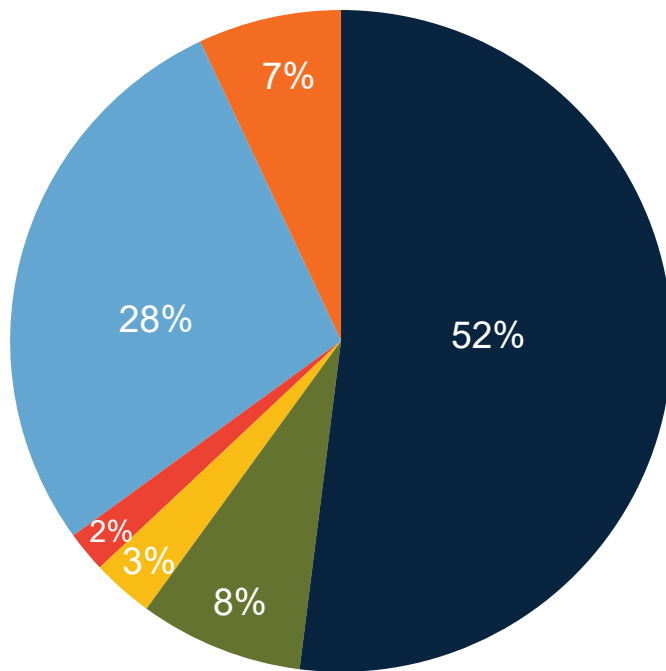


- Hotel, Motel
- Private Home
- Vacation Home
- Campground
- Day Travel
- STVR

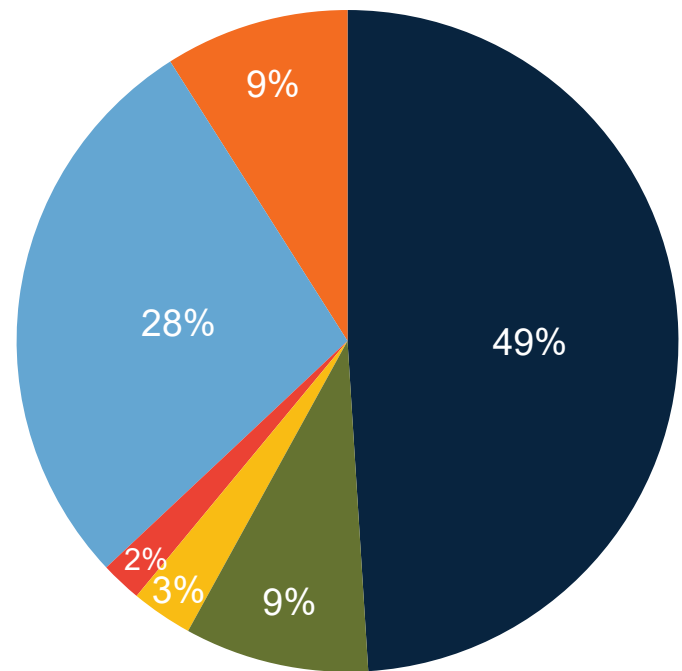
Source: Arizona Travel Impacts, Dean Runyan Associates \*STVR stands for Short-Term Vacation Rental

# SPENDING BY ACCOMMODATION CHOICE

## YAVAPAI COUNTY 2021



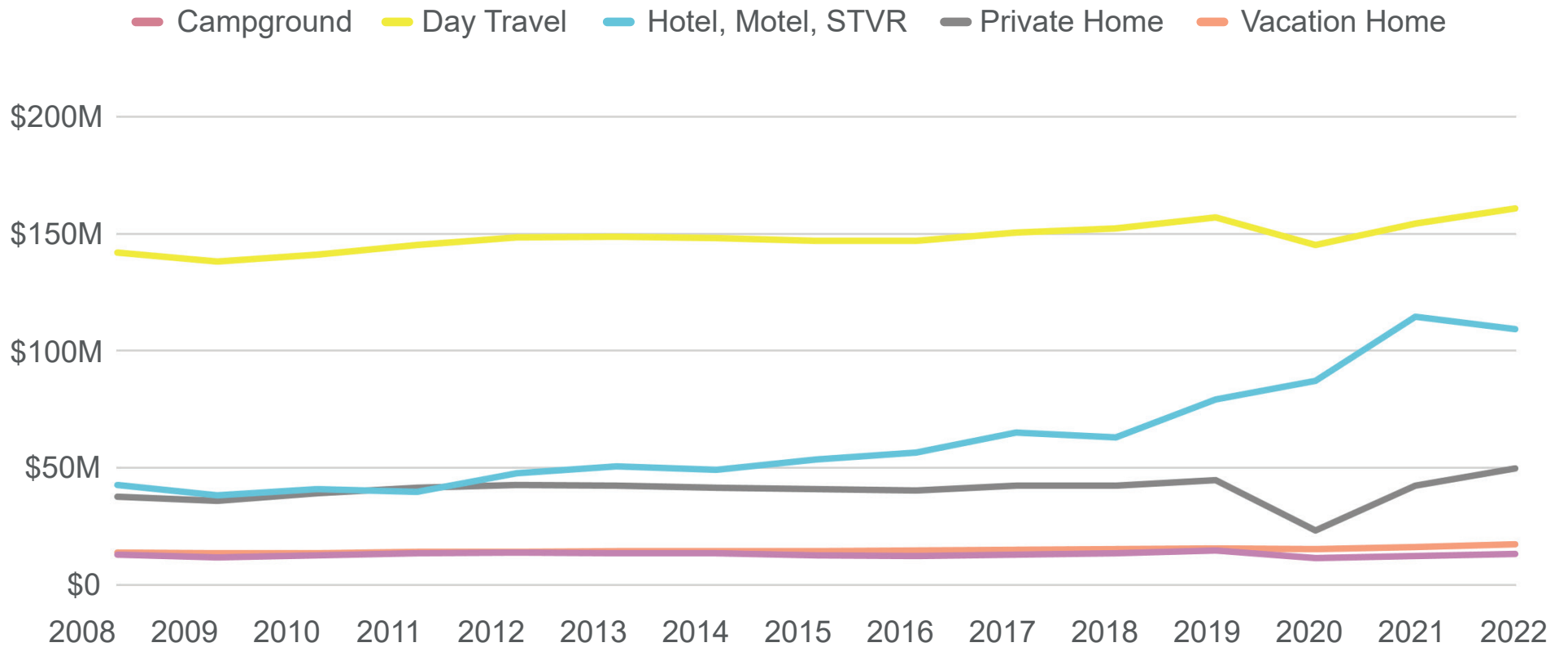
## YAVAPAI COUNTY 2022



- Hotel, Motel
- Private Home
- Vacation Home
- Campground
- Day Travel
- STVR

# SPENDING BY ACCOMMODATION CHOICE

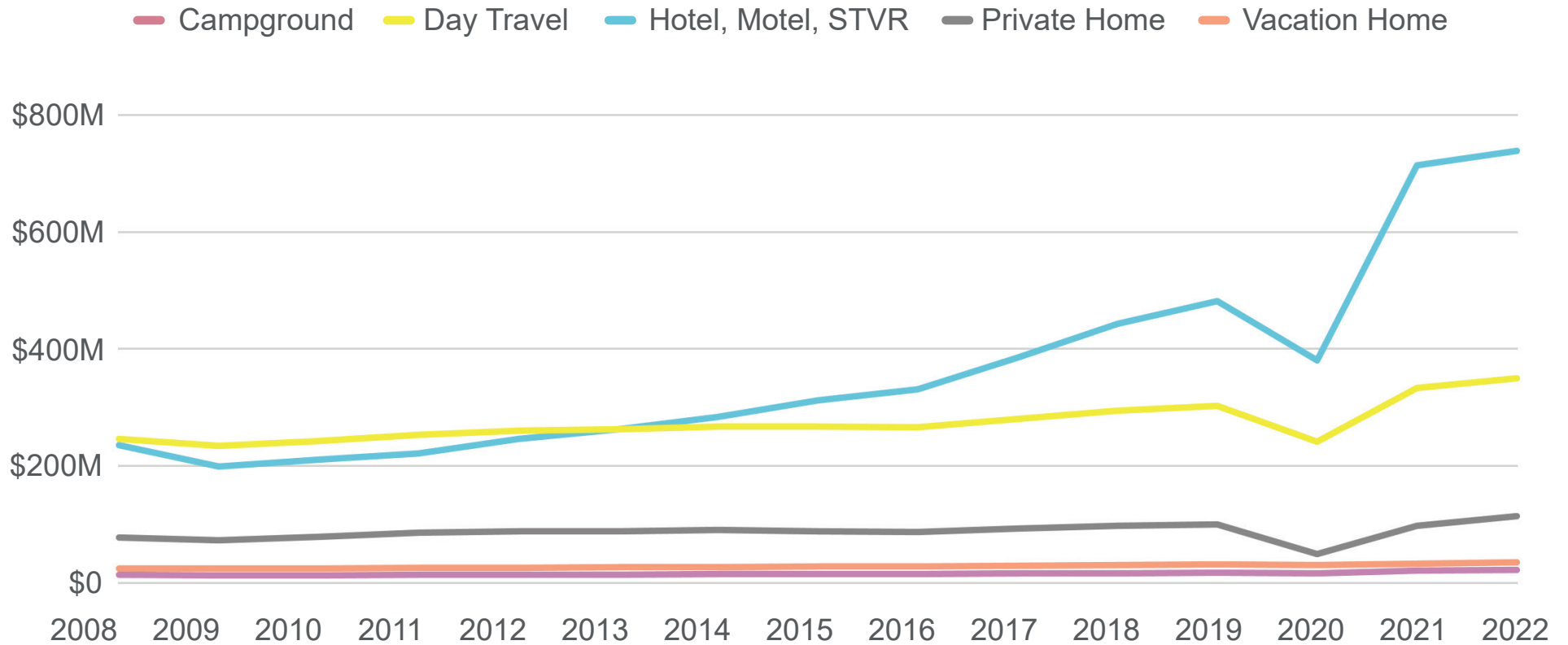
## GILA COUNTY





# SPENDING BY ACCOMMODATION CHOICE

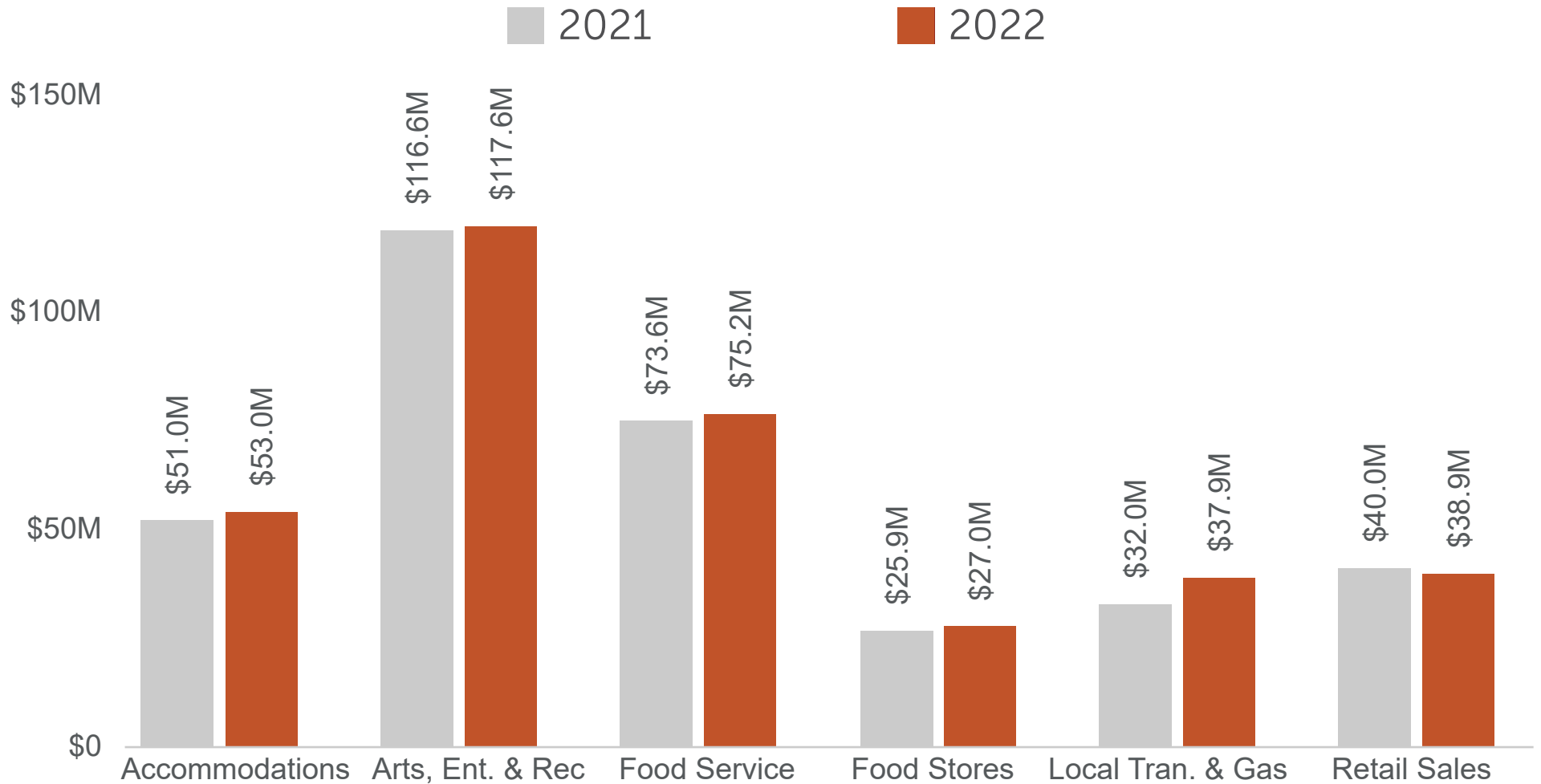
## YAVAPAI COUNTY



Source: Arizona Travel Impacts, Dean Runyan Associates \*STVR stands for Short-Term Vacation Rental

# SPENDING BY COMMODITY PURCHASE

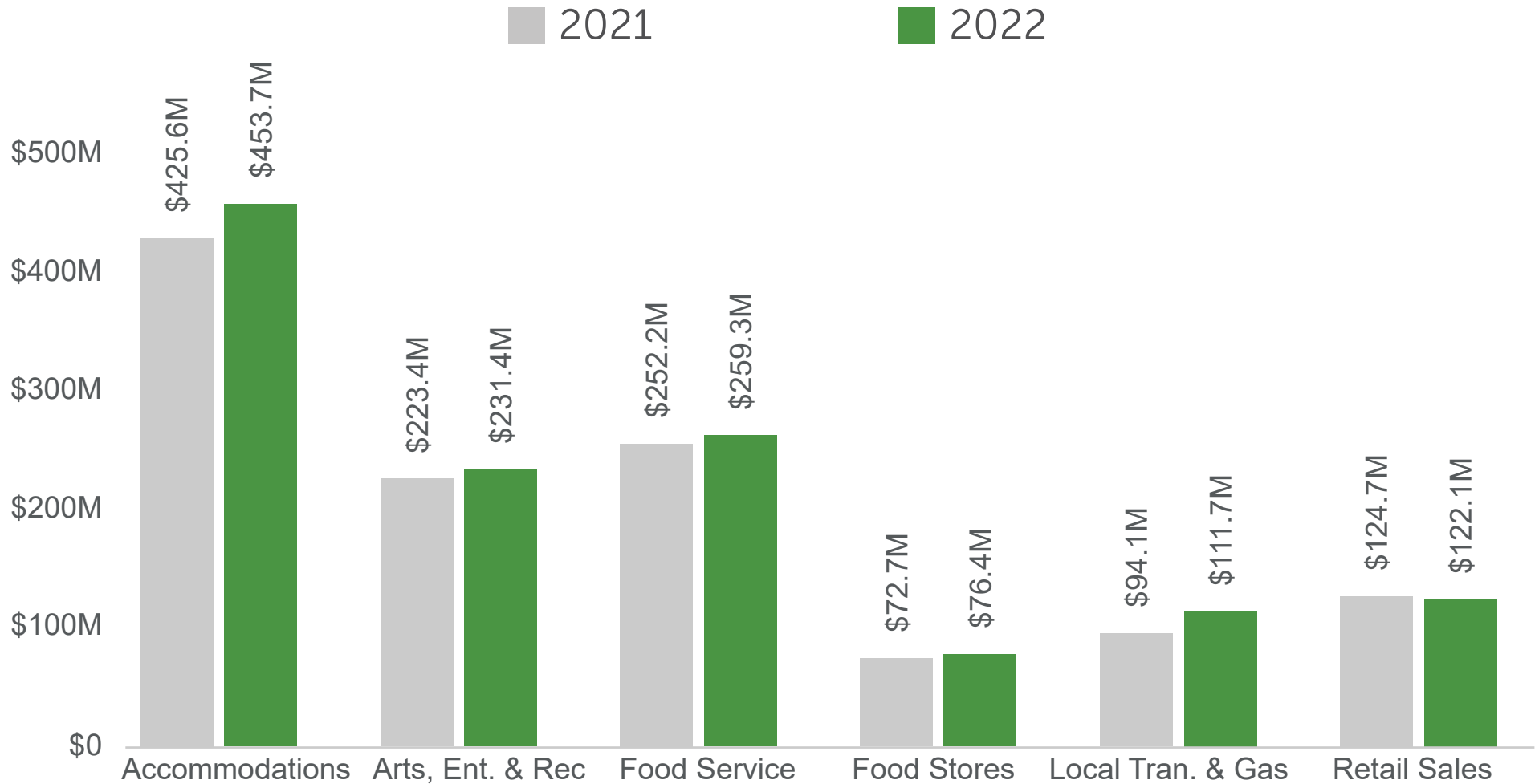
## GILA COUNTY



Source: Arizona Travel Impacts, Dean Runyan Associates

# SPENDING BY COMMODITY PURCHASE

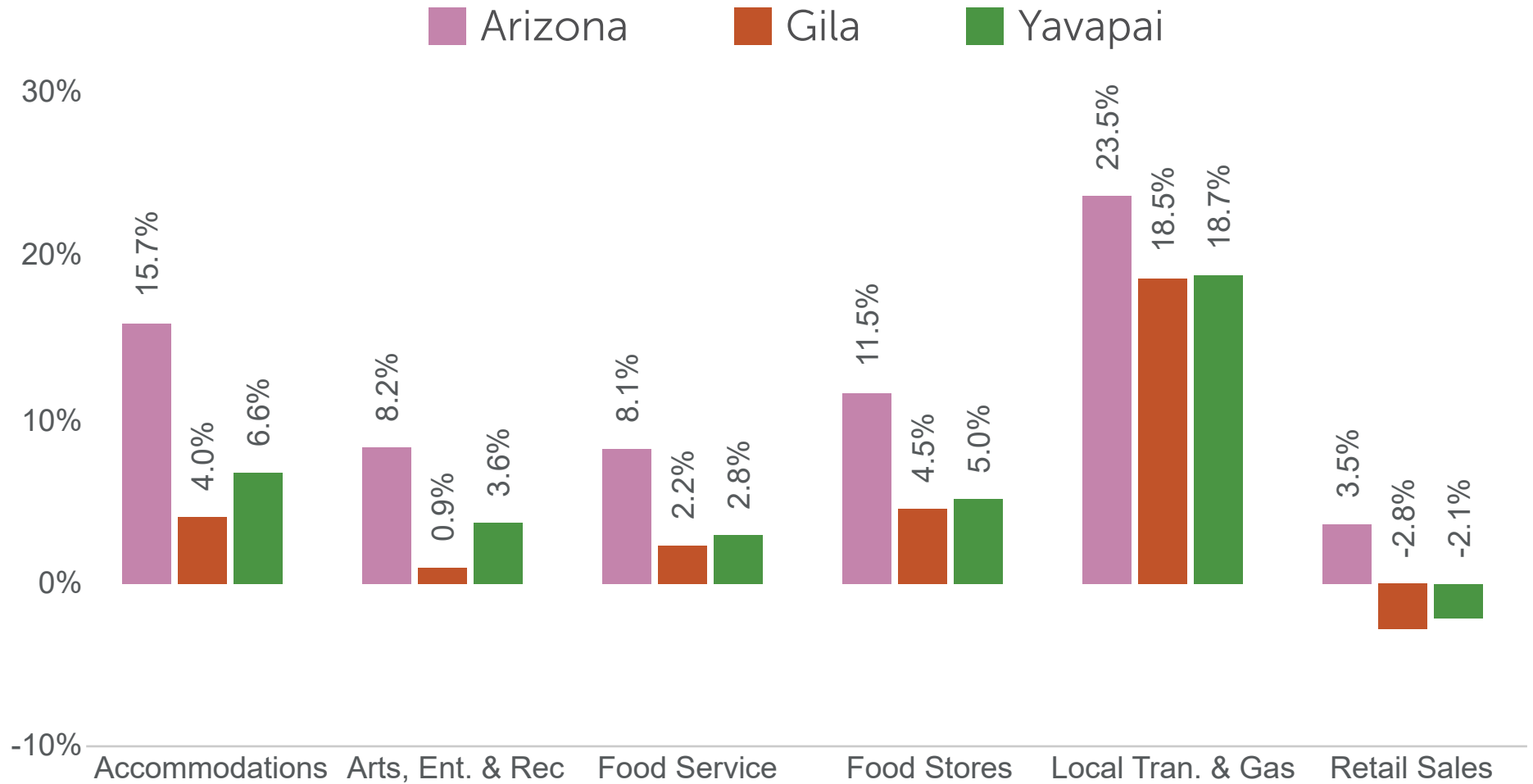
## YAVAPAI COUNTY



Source: Arizona Travel Impacts, Dean Runyan Associates

# SPENDING BY COMMODITY PURCHASE

## ALL COUNTIES



Source: Arizona Travel Impacts, Dean Runyan Associates

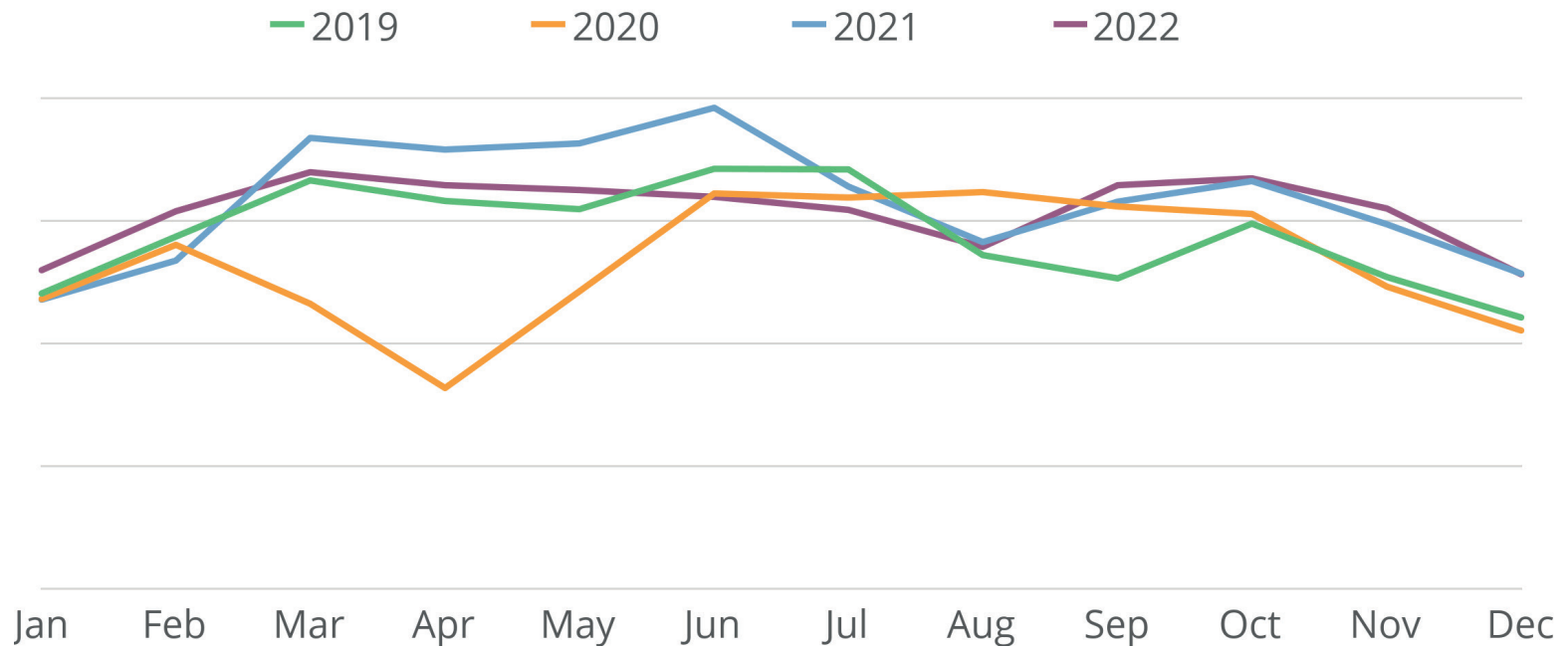


# TOURISM INDICATORS

2022  
NORTH CENTRAL REGION

# LODGING OCCUPANCY

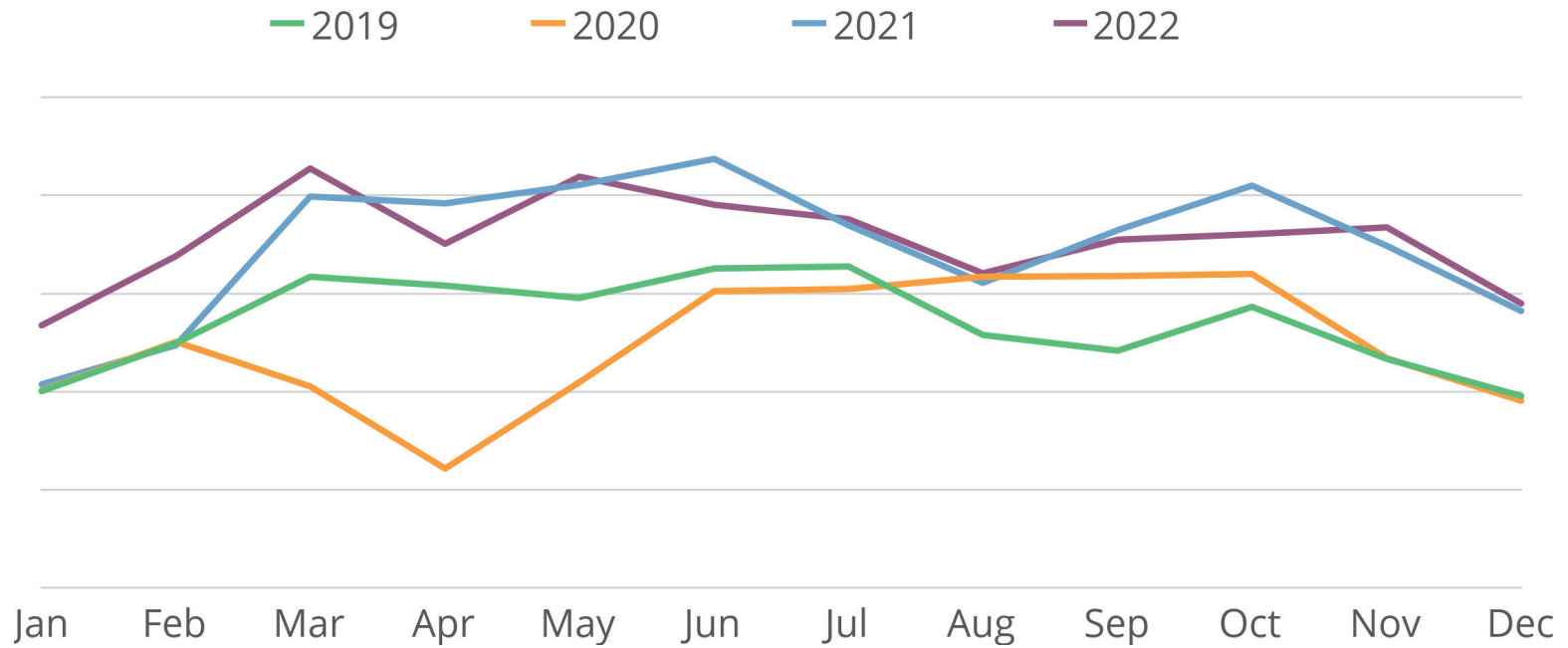
## GILA COUNTY



Source: Source: Smith Travel Research, Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

# LODGING REVPAR

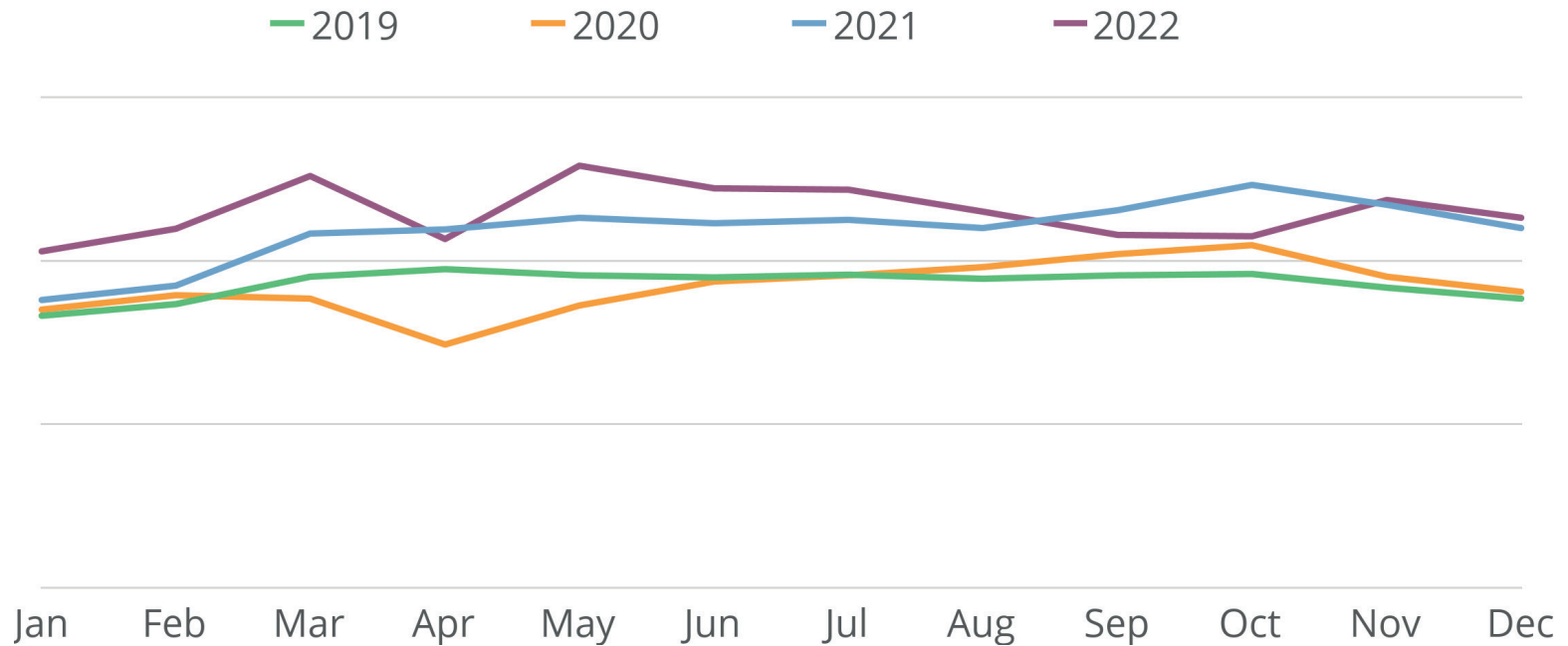
## GILA COUNTY



Source: Source: Smith Travel Research, Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

# LODGING ADR

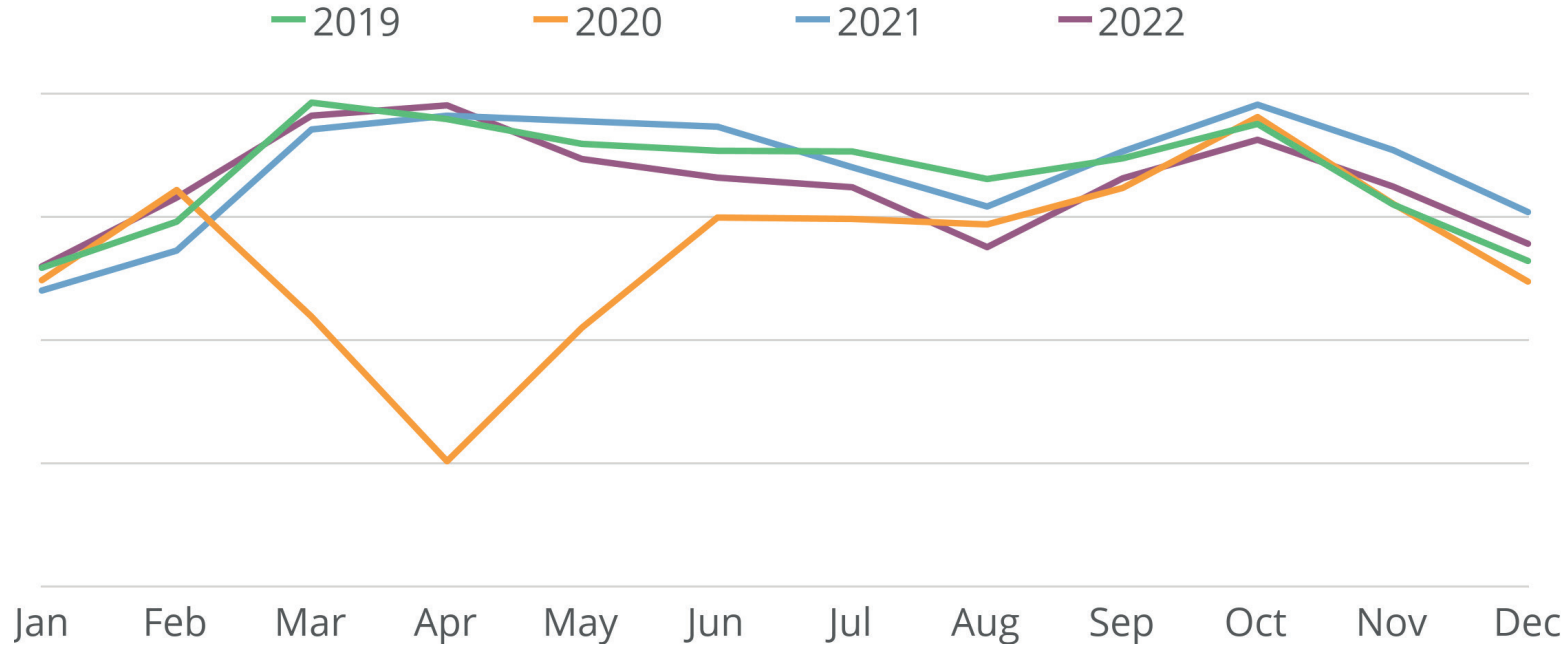
## GILA COUNTY



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# LODGING OCCUPANCY

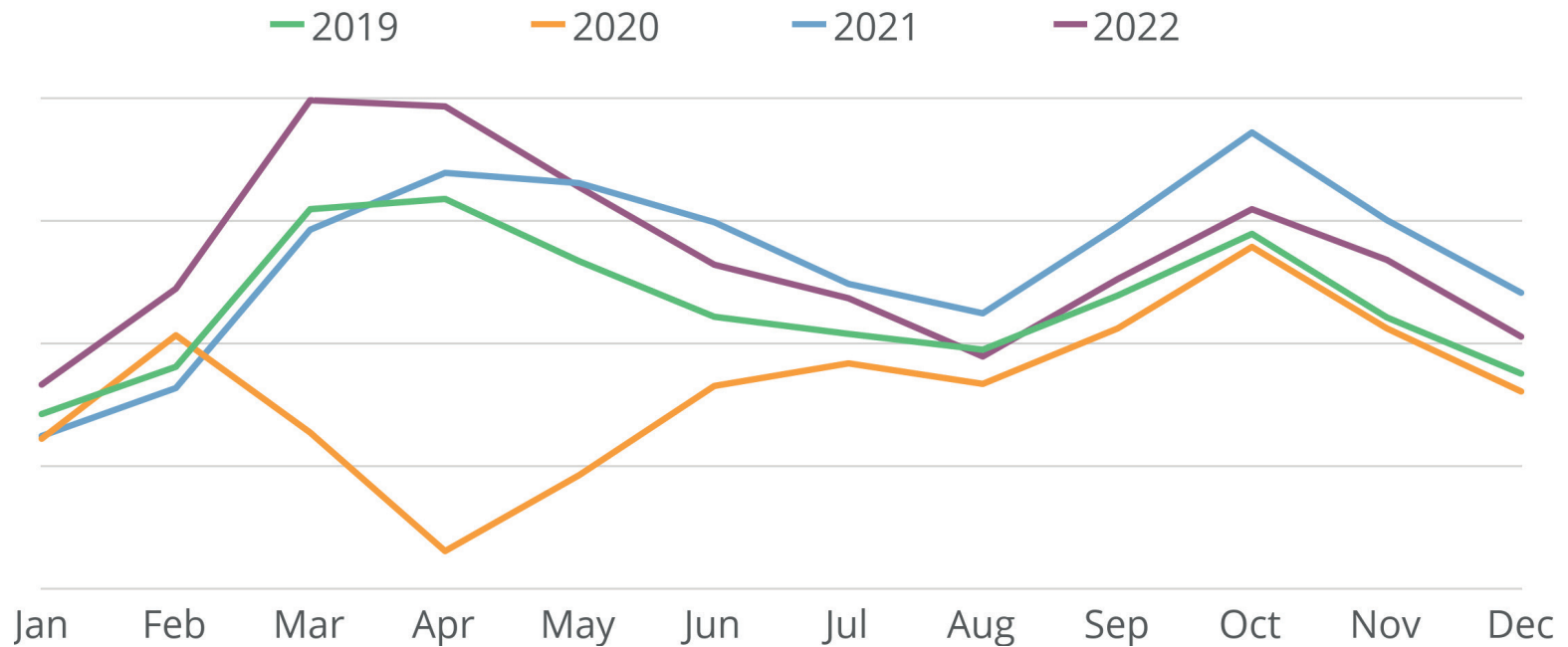
## YAVAPAI COUNTY



Source: Source: Smith Travel Research, Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

# LODGING REVPAR

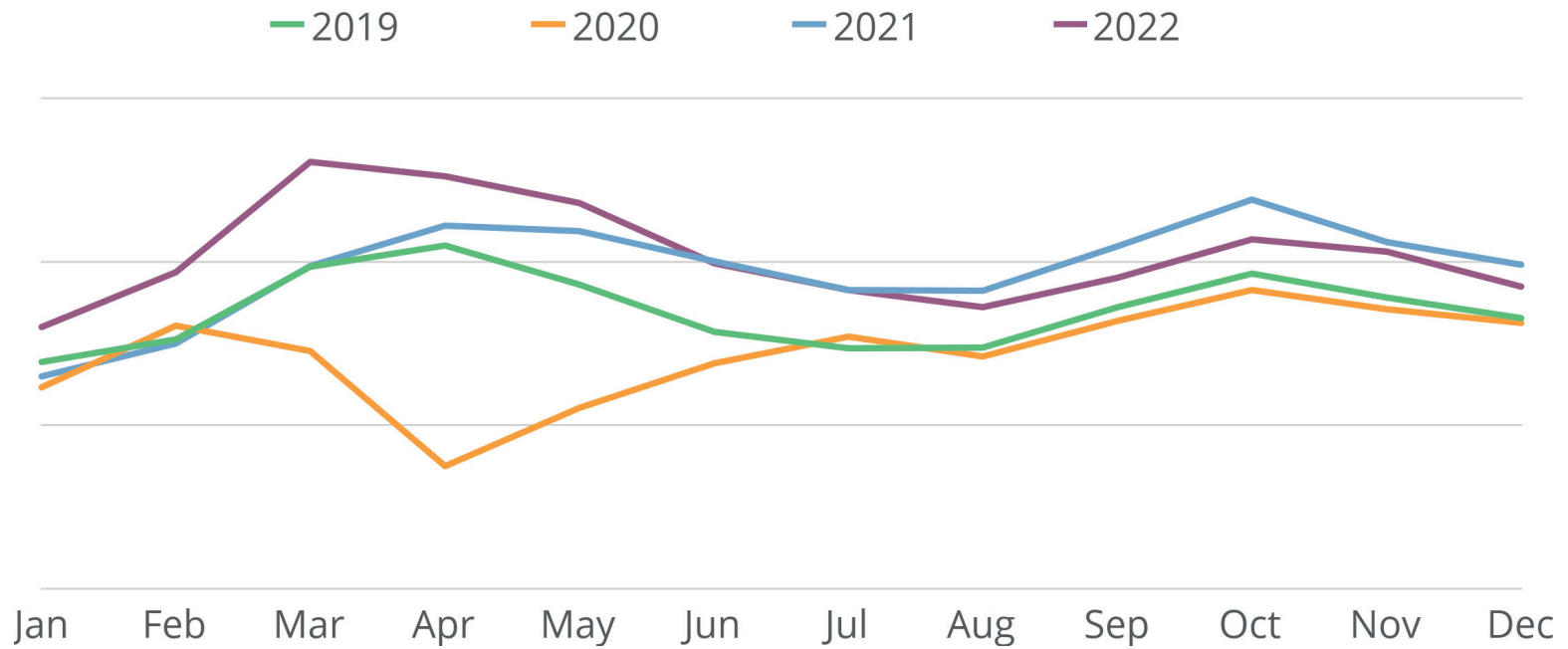
## YAVAPAI COUNTY



Source: Source: Smith Travel Research, Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

# LODGING ADR

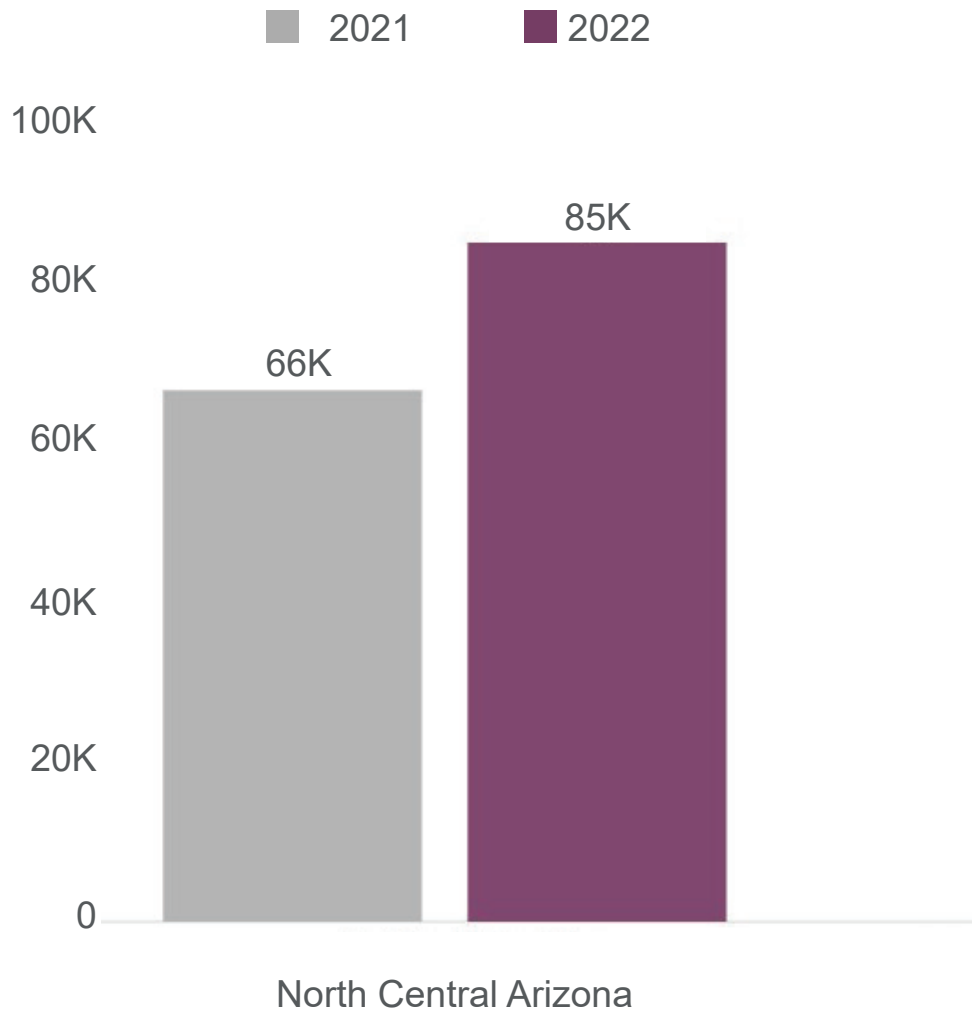
## YAVAPAI COUNTY



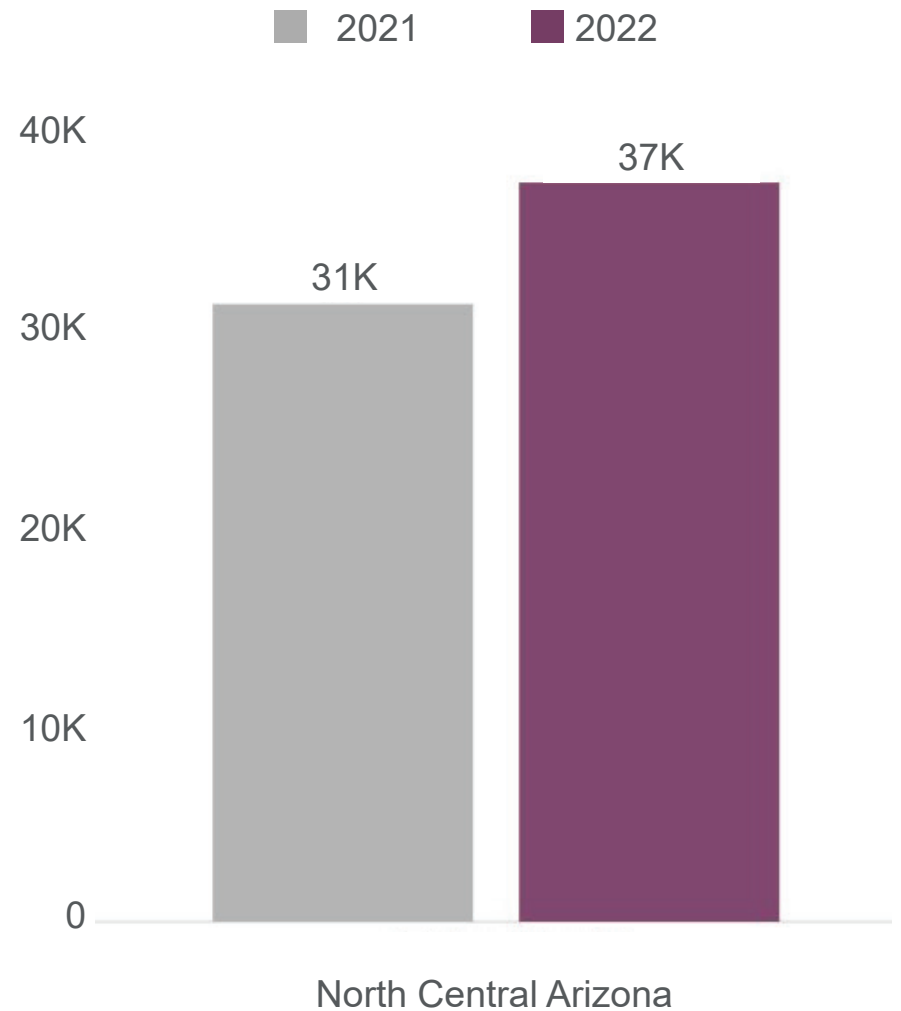
Source: Source: Smith Travel Research, Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

# SHORT-TERM RENTALS

## Short Term Rental Supply

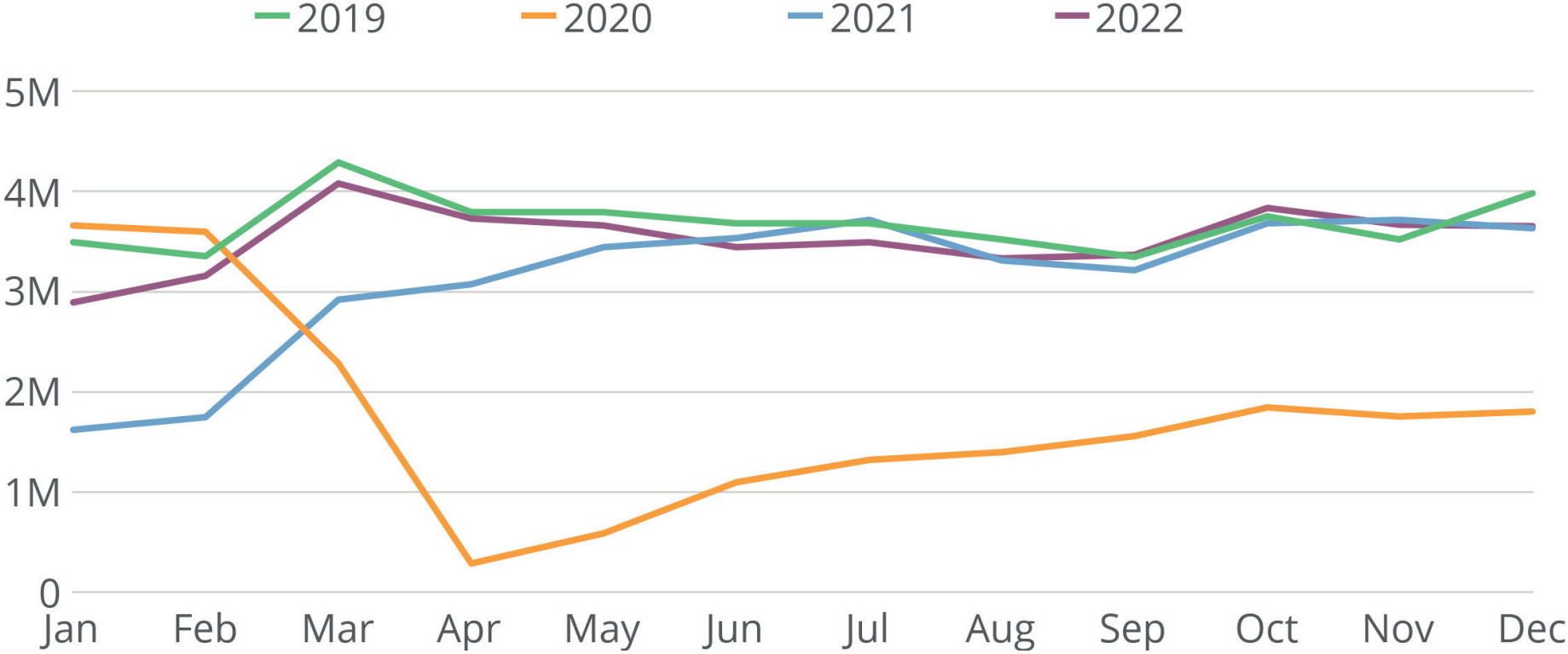


## Short Term Rental Demand





# AIRPORT PASSENGER TRAFFIC

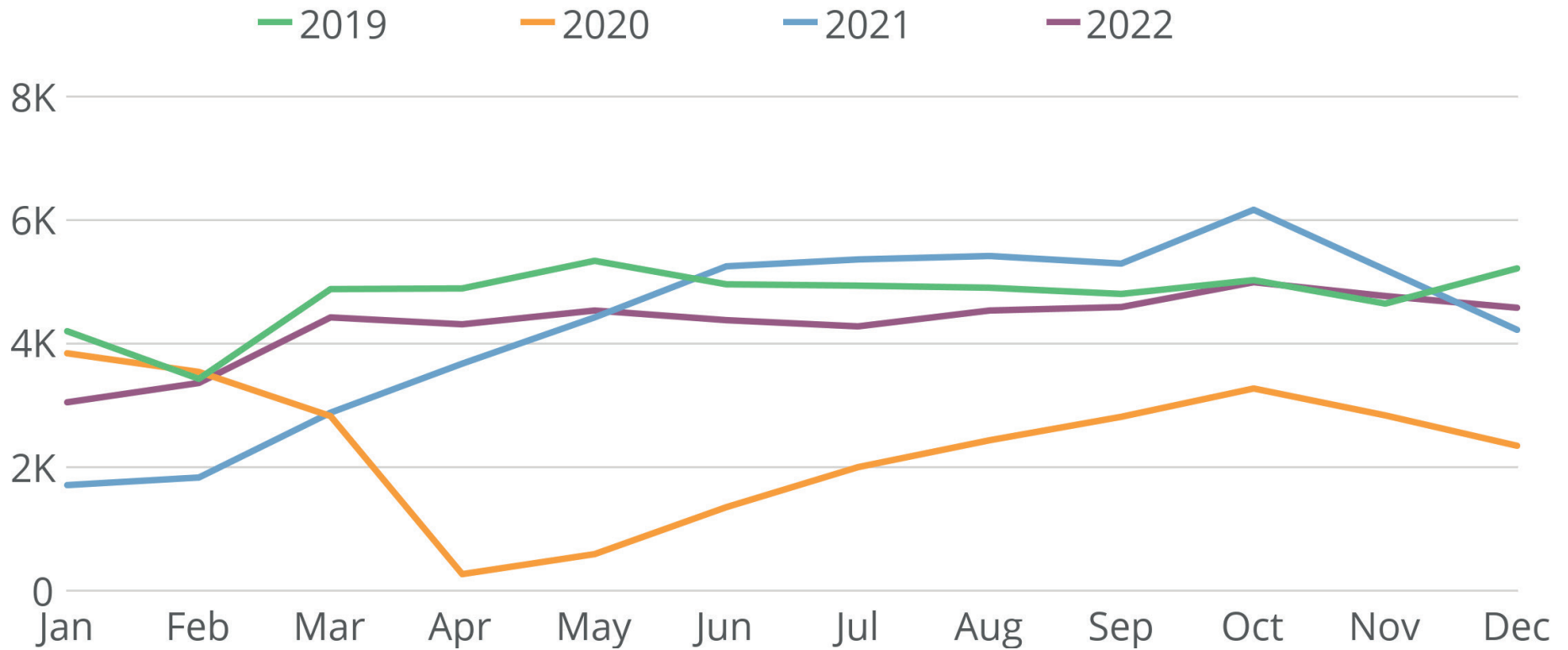


Phoenix Sky Harbor - Domestic

Source: Airport Passenger Traffic, Northern Arizona University, Arizona Airports

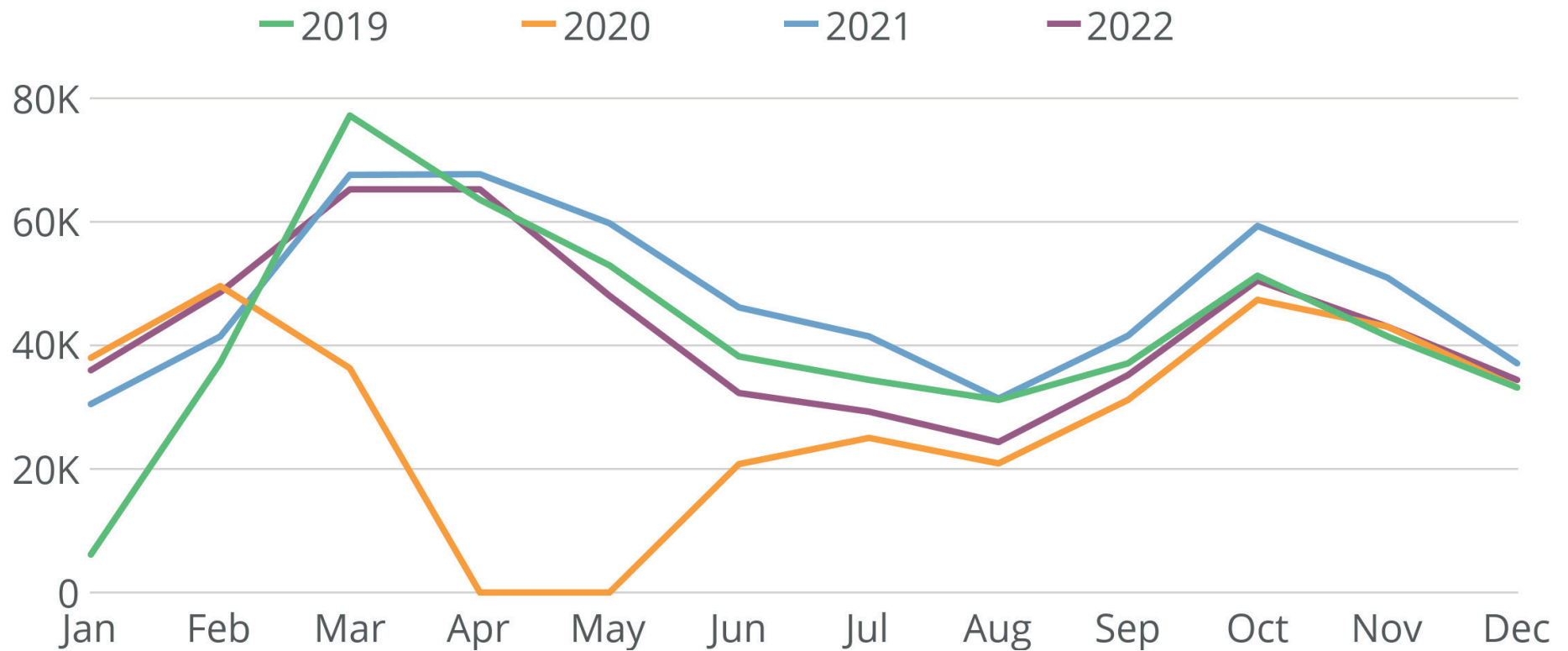


# AIRPORT PASSENGER TRAFFIC



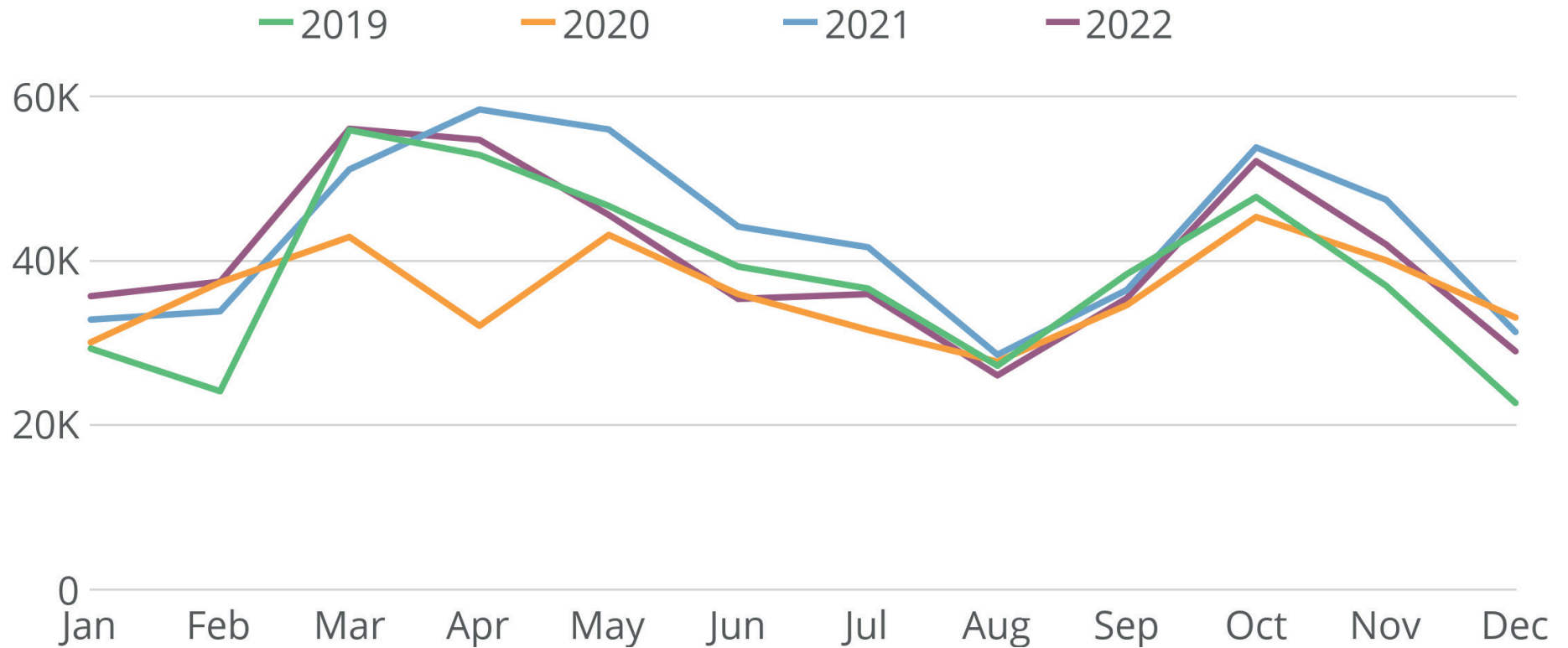
Northern Region -- Includes: Flagstaff, Pullman, Page Municipal, Show Low Regional Airports

# NATIONAL PARK VISITATION



Includes: Canyon de Chelly NM, Glen Canyon NRA, Grand Canyon NP, Hubbell Trading Post NHS, Navajo NM, Petrified Forest NP, Sunset Crater Volcano NM, Walnut Canyon NM, and Wupatki NM

# STATE PARK VISITATION

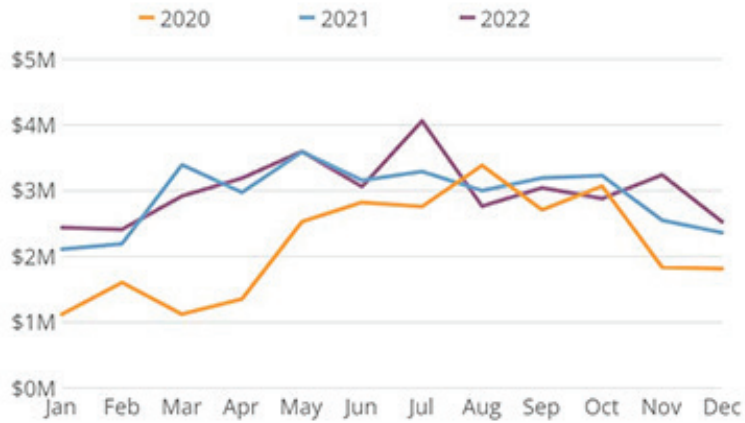


Includes: Fool Hollow Lake RA, Homolovi, Lyman Lake, Riordan Mansion, and Slide Rock State Parks

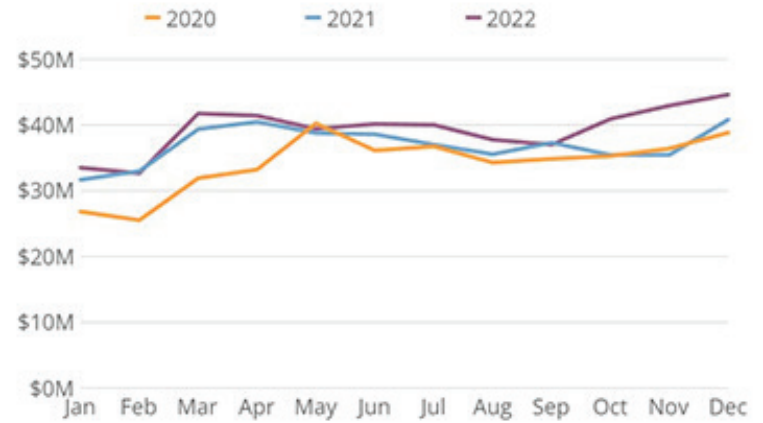
# GROSS SALES

## GILA COUNTY

### Lodging



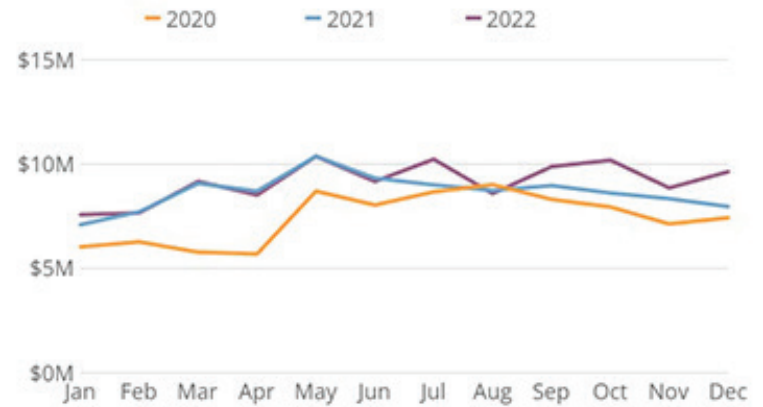
### Retail



### Amusement



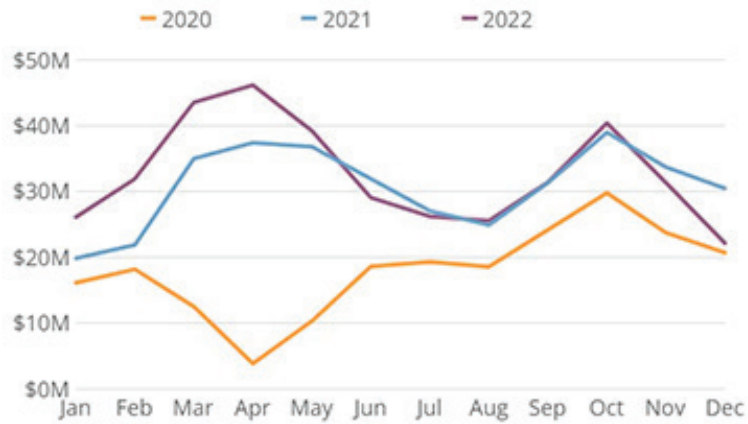
### Restaurant/Bar



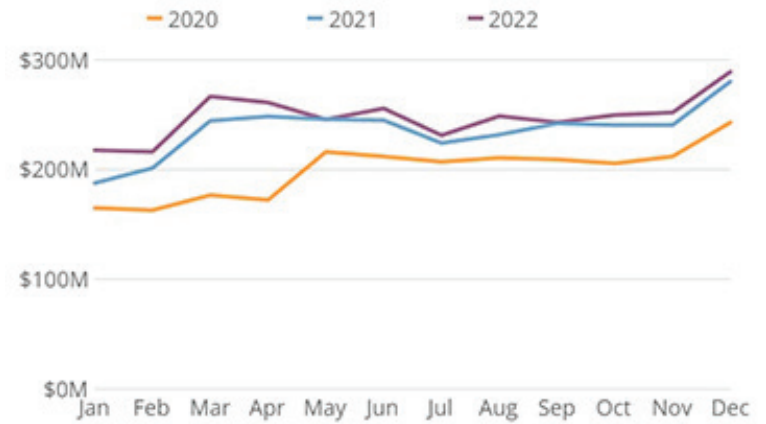
# GROSS SALES

## YAVAPAI COUNTY

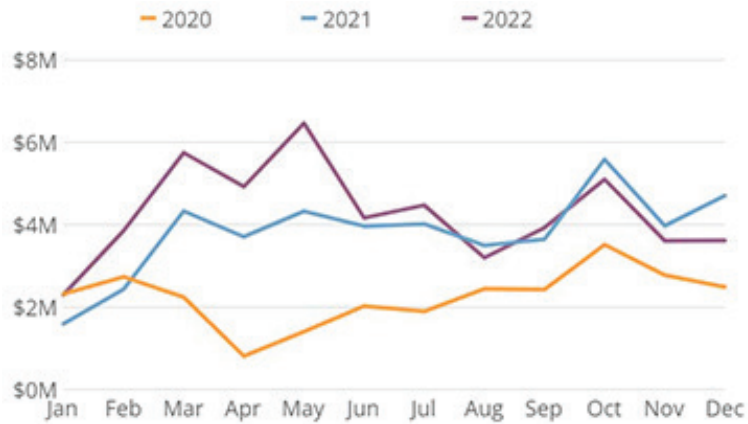
### Lodging



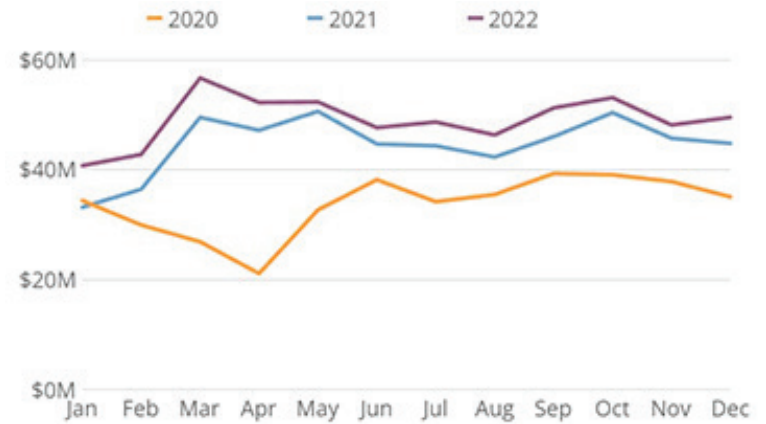
### Retail



### Amusement

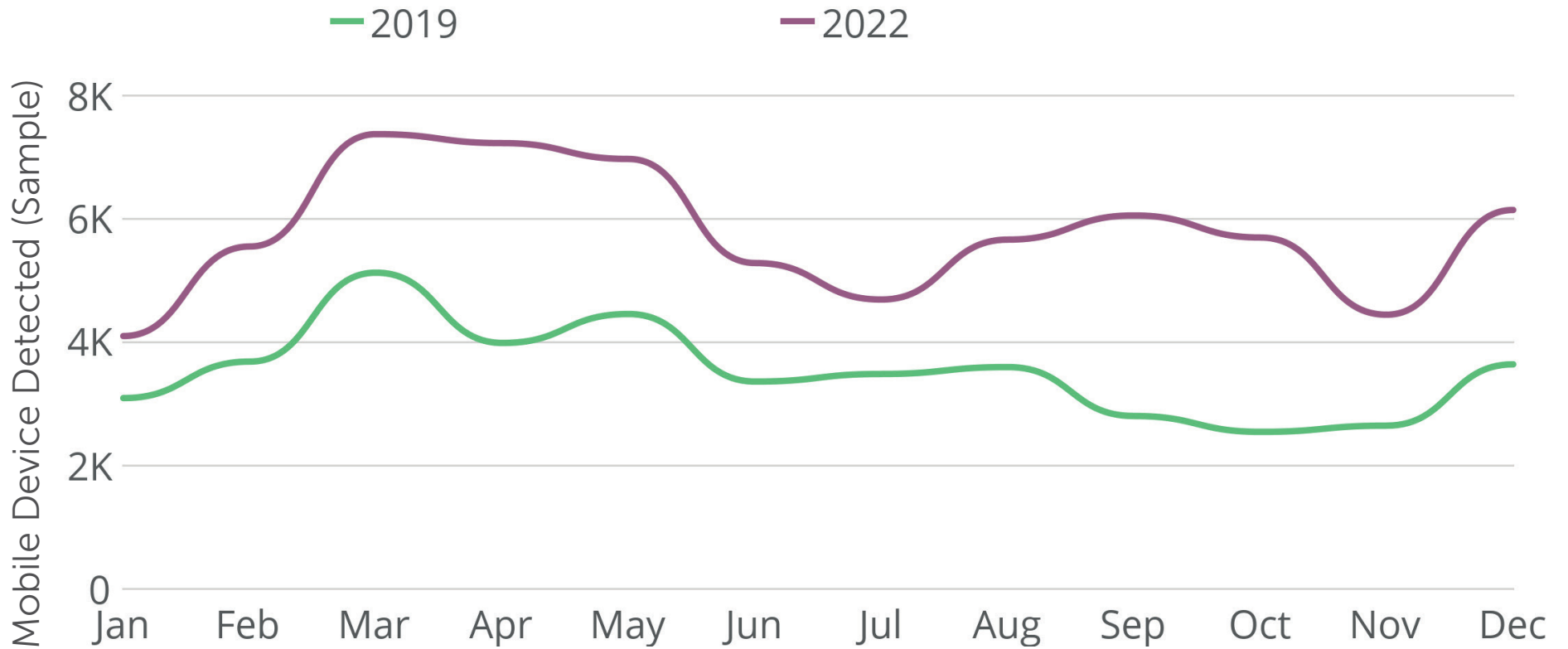


### Restaurant/Bar



# 2022 VISITATION SUMMARY

## TRIPS TO GILA COUNTY BY MONTH



# 2022 VISITATION SUMMARY

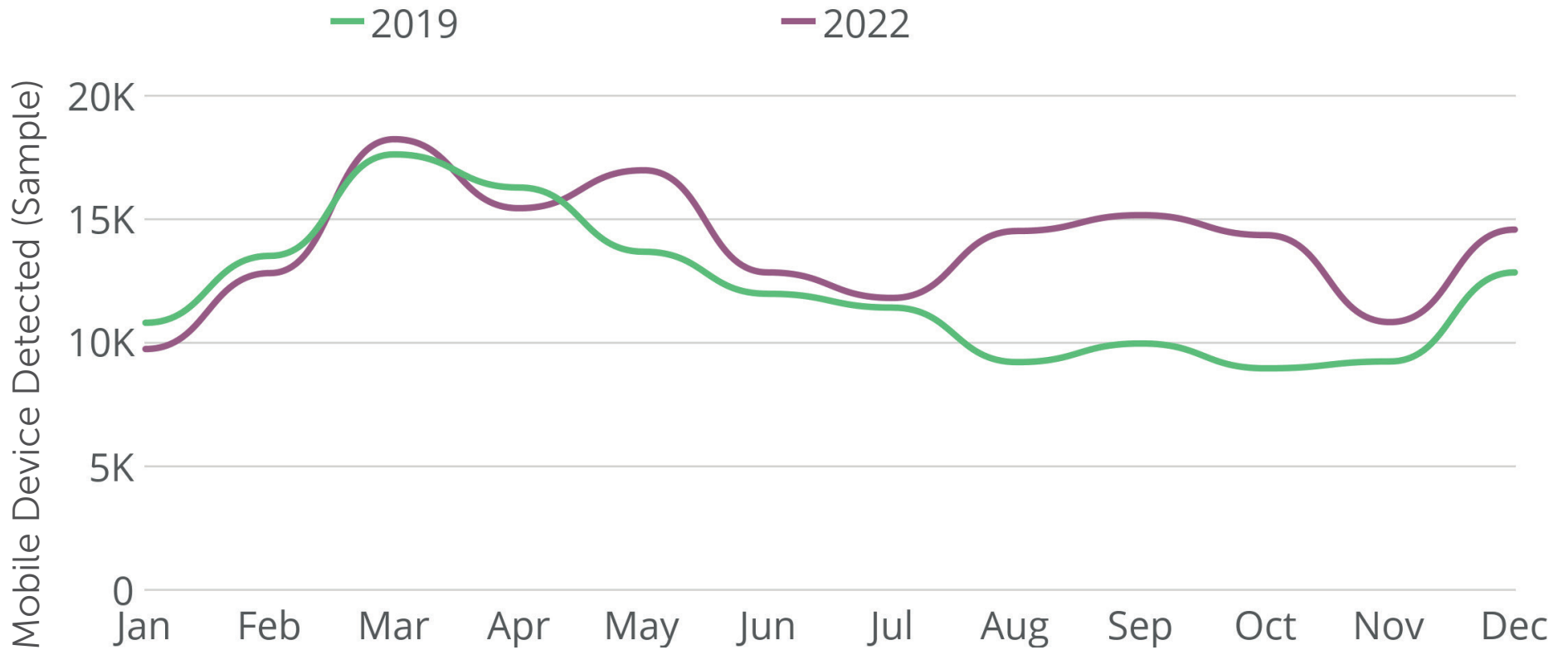
## TOP ORIGIN MARKETS FOR OVERNIGHT STAYS | GILA COUNTY

Origin DMA	% Total Visitation	Repeat Visitor Ratio	Average Time in Destination
Phoenix, AZ	67%	79%	3.8
Tucson (Sierra Vista), AZ	5%	85%	3.5
Los Angeles, CA	5%	41%	6.7
Albuquerque-Santa Fe, NM	3%	76%	5.1
Salt Lake City, UT	1%	34%	6.3
Las Vegas, NV	1%	43%	6.9
San Diego, CA	1%	51%	6.8
Denver, CO	1%	49%	6.9
Shreveport, LA	1%	67%	8.0
Palm Springs, CA	1%	33%	7.4



# 2022 VISITATION SUMMARY

## TRIPS TO YAVAPAI COUNTY BY MONTH



# 2022 VISITATION SUMMARY

## TOP ORIGIN MARKETS FOR OVERNIGHT STAYS | YAVAPAI COUNTY

Origin DMA	Visitor Share	Repeat Visitor Ratio	Average Time in Destination
Phoenix, AZ	52%	78%	4.1
Los Angeles, CA	3%	59%	5.9
Tucson (Sierra Vista), AZ	3%	79%	4.1
Albuquerque-Santa Fe, NM	2%	67%	6.3
Denver, CO	2%	59%	6.5
Las Vegas, NV	2%	69%	4.5
Minneapolis-St. Paul, MN	1%	52%	6.2
Dallas-Ft. Worth, TX	1%	64%	5.9
Chicago, IL	1%	62%	6.2
Salt Lake City, UT	1%	63%	5.9

# THANKS!

