

WESTERN ARIZONA REGION

TRAVEL RESEARCH TRENDS



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

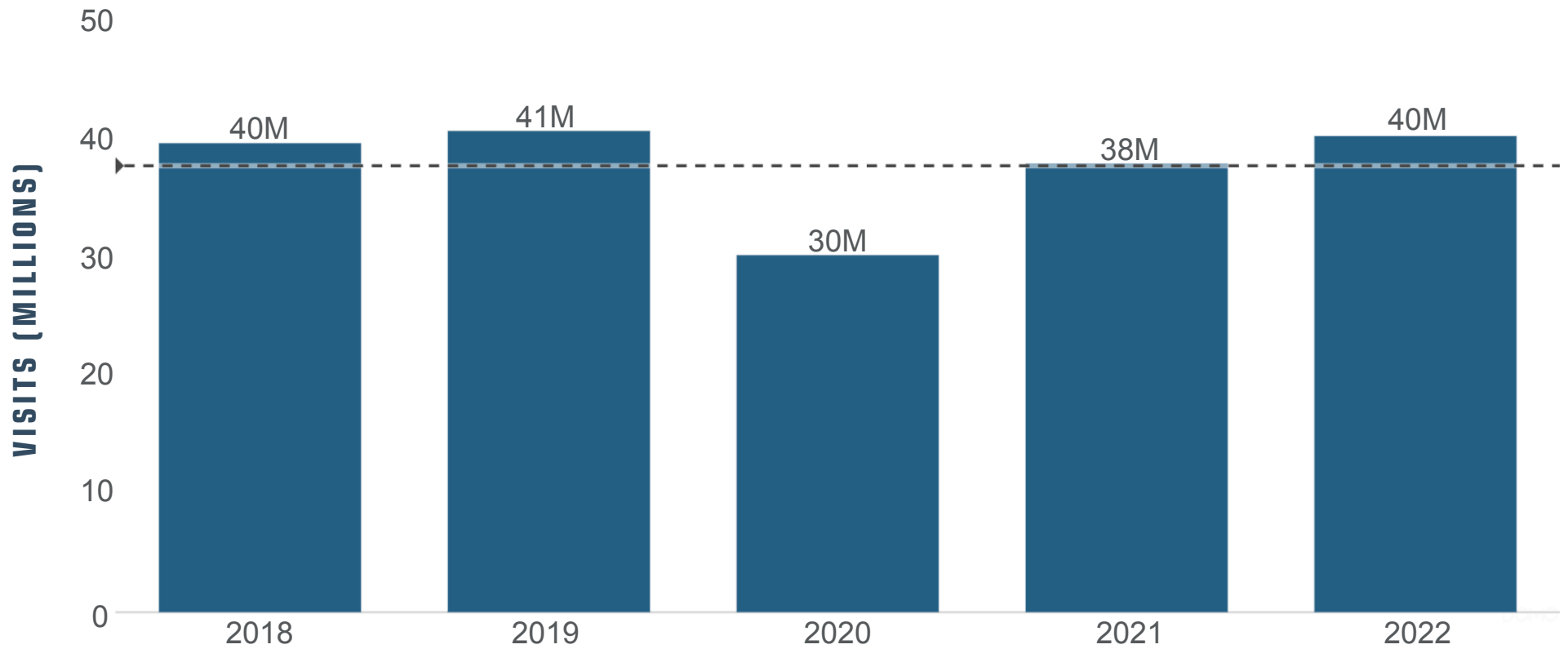
TRAVEL SPENDING

2022 vs 2019

+10%



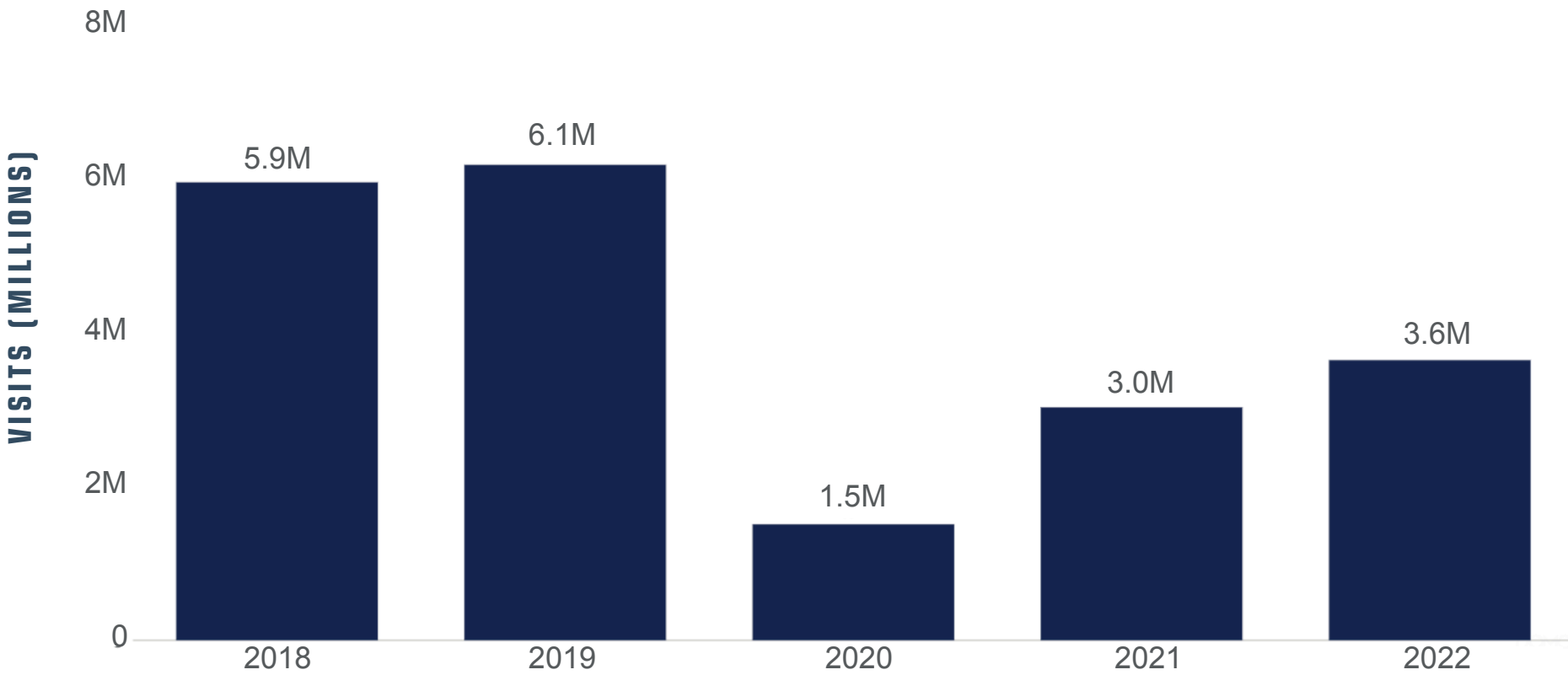
DOMESTIC OVERNIGHT VISITATION



AVERAGE: 38

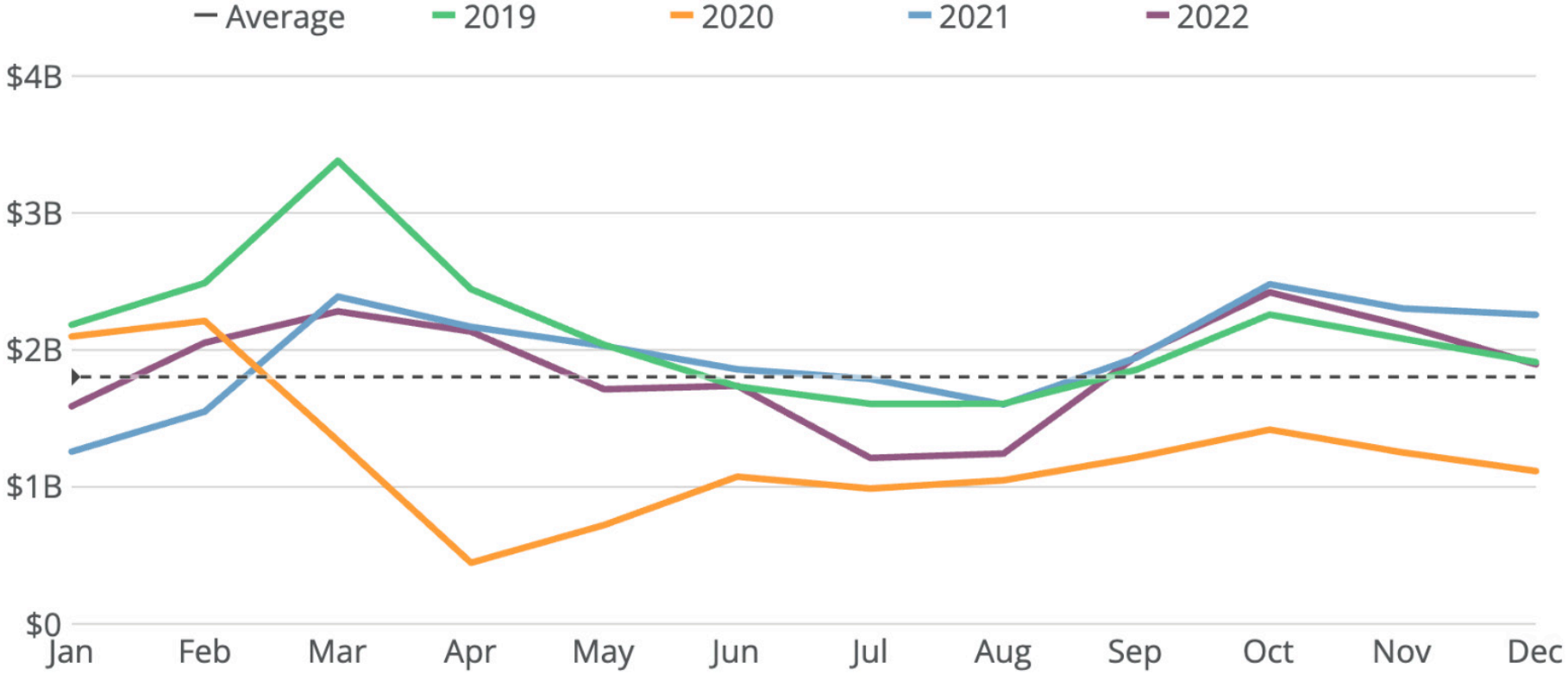
Source: Tourism Economics

INTERNATIONAL VISITATION



Source: Tourism Economics

TRAVEL SPENDING TREND

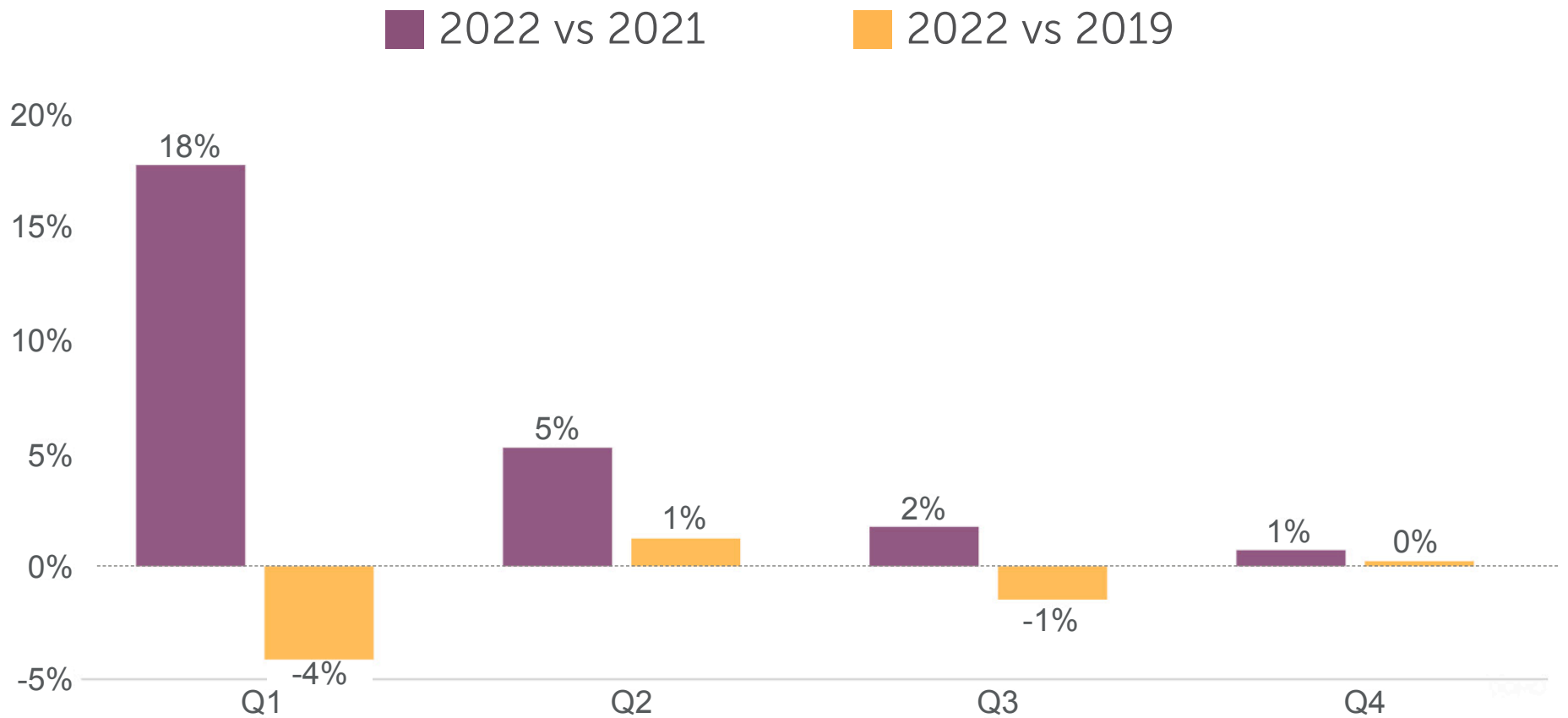


AVERAGE: \$1.80B

Source: Dean Runyan Associates

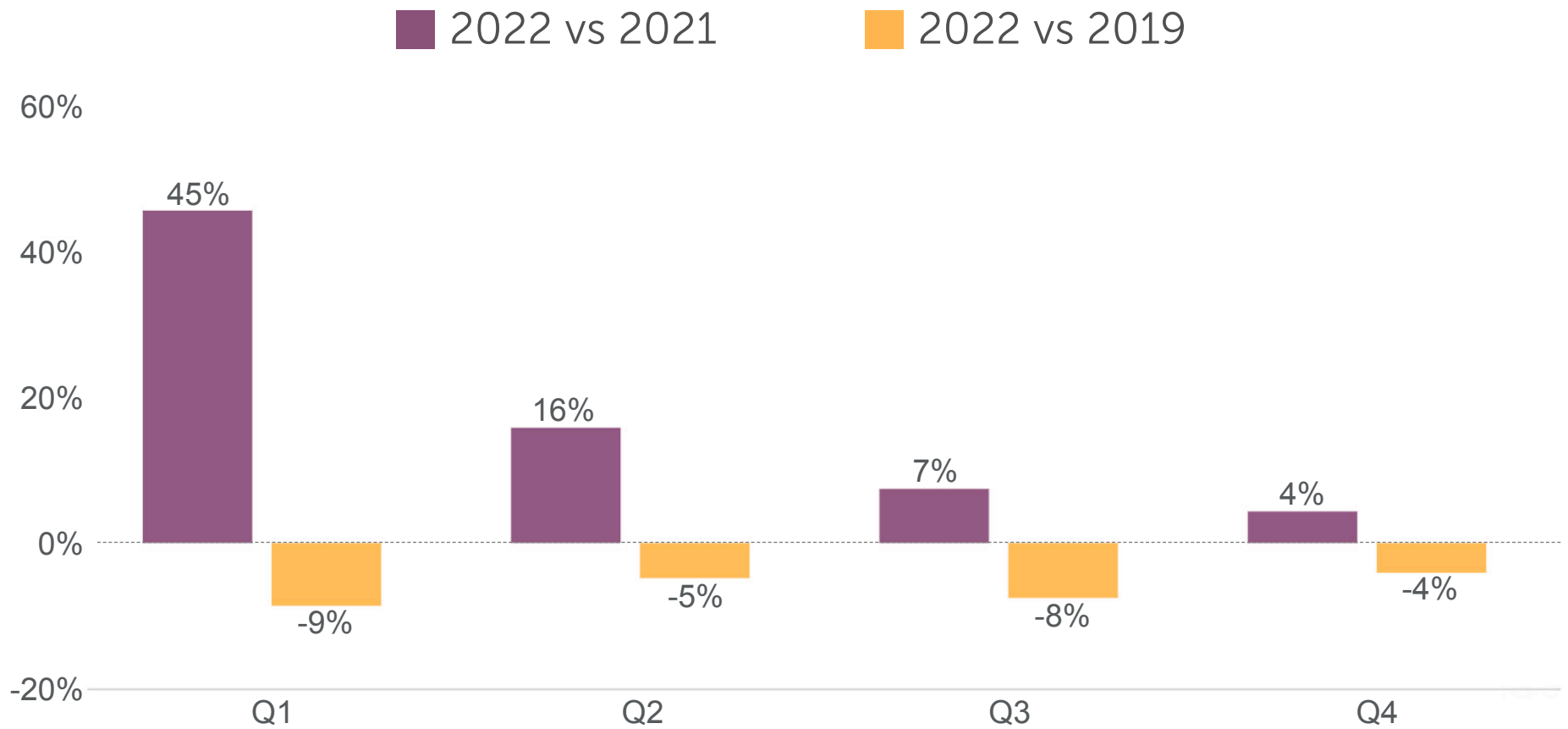
DOMESTIC OVERNIGHT VISITATION - % CHANGE

TOTAL



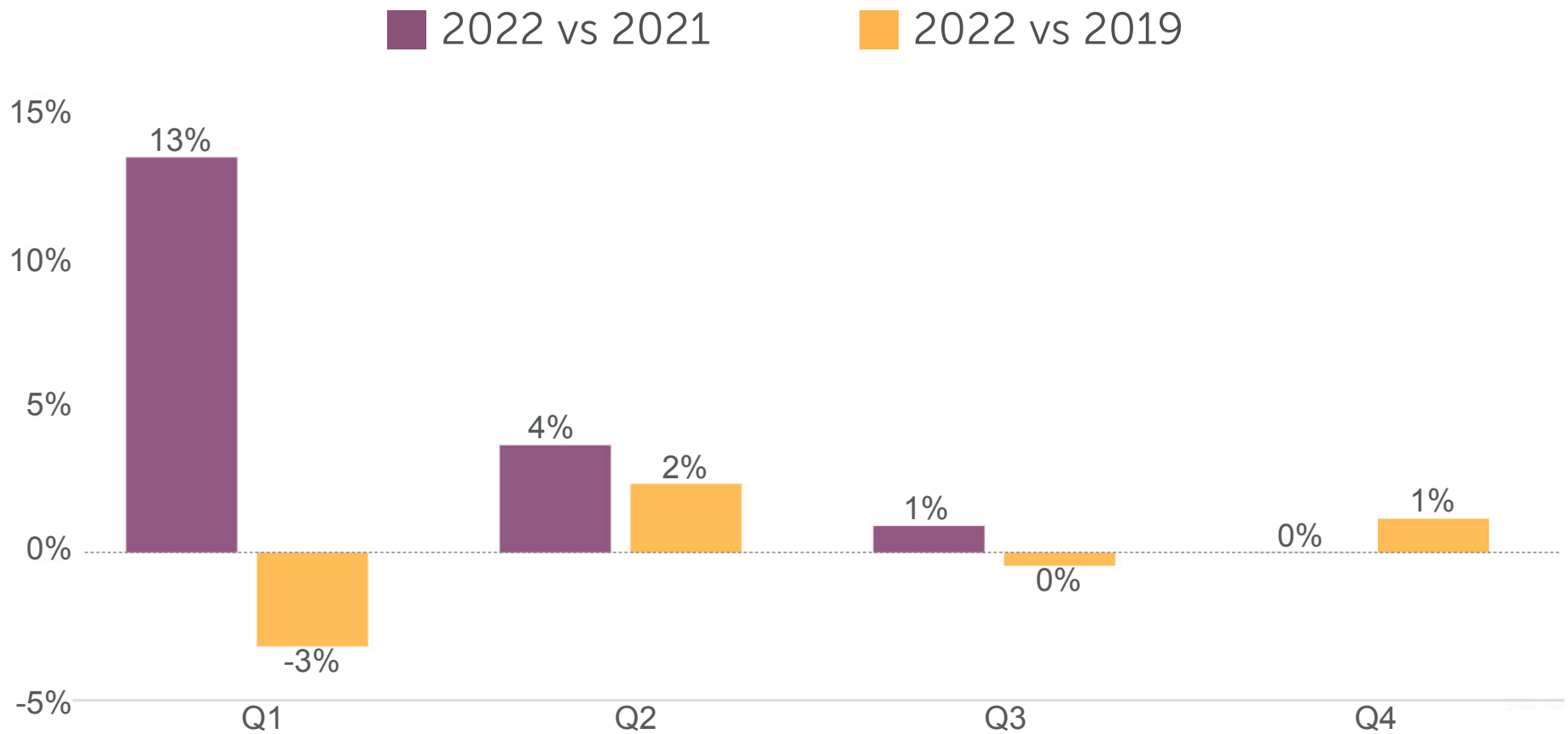
DOMESTIC OVERNIGHT VISITATION - % CHANGE

BUSINESS



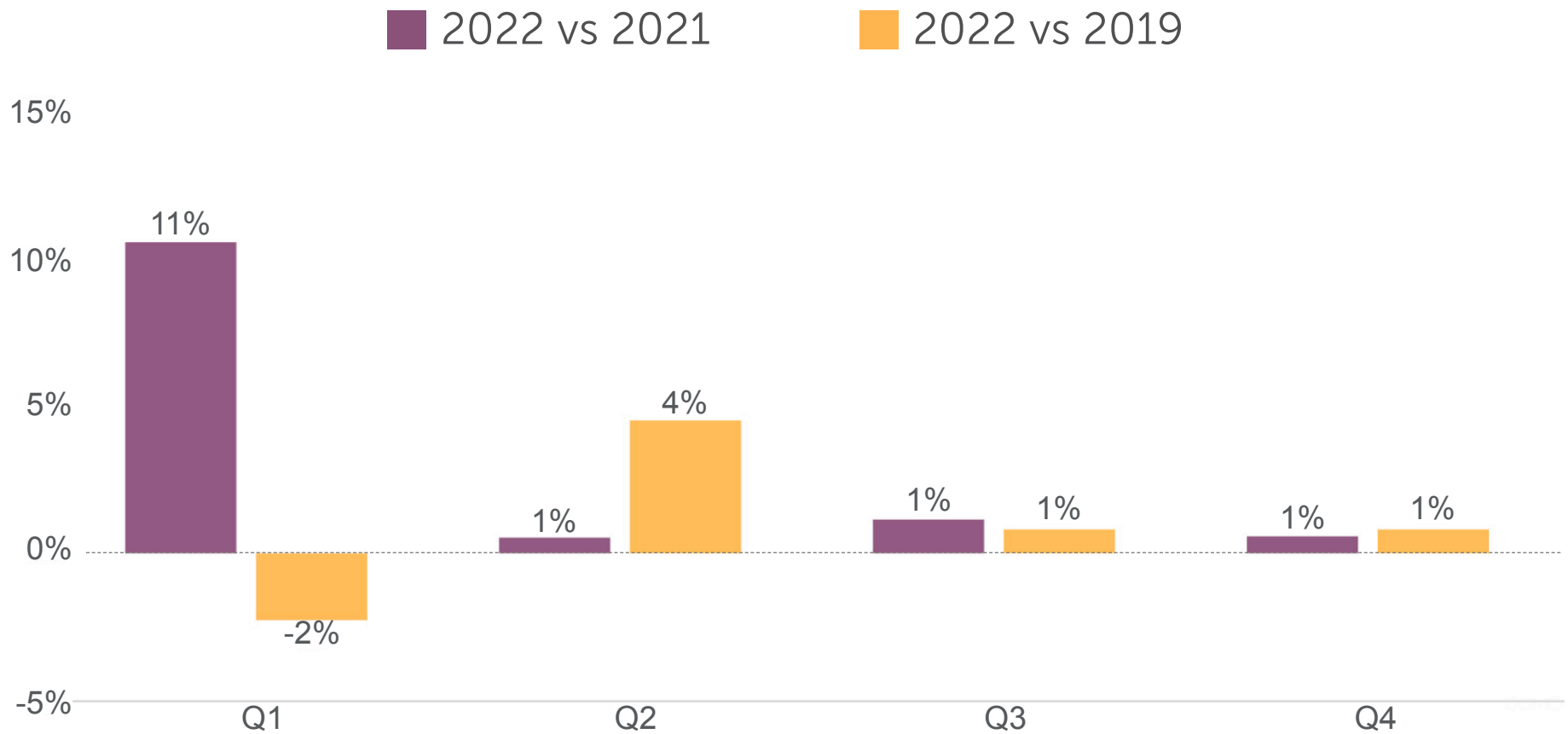
DOMESTIC OVERNIGHT VISITATION - % CHANGE

LEISURE



DOMESTIC OVERNIGHT VISITATION - % CHANGE

RESIDENT



VISITOR SPENDING BY COUNTY

LA PAZ

\$195M

2022 VS 2021

+6.2%

MOHAVE

\$836M

2022 VS 2021

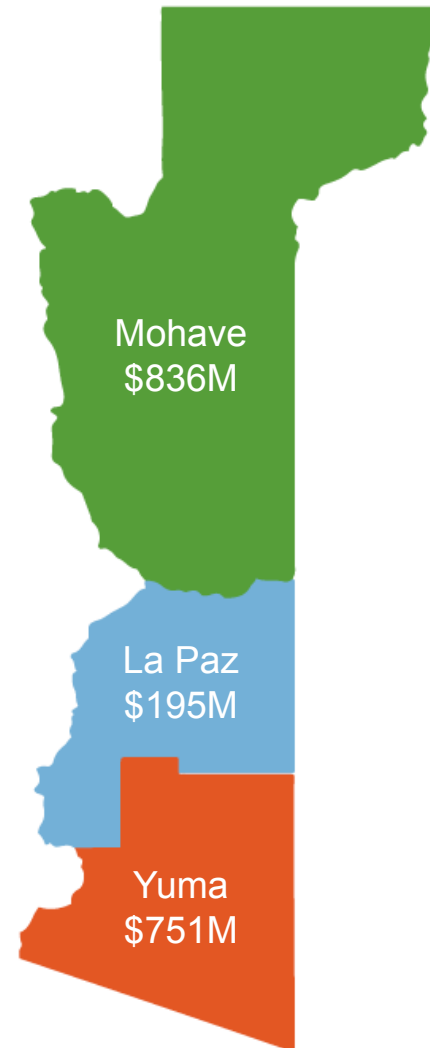
+8.9%

YUMA

\$751M

2022 VS 2021

+12.8%



TRAVEL IMPACTS

LA PAZ

DIRECT TRAVEL SPENDING

+\$11.4M

2022 VS 2021

+6.2%

LOCAL TAX RECEIPTS

+\$449,469

2022 VS 2021

+6.2%

EMPLOYMENT (JOBS)

-50

2022 VS 2021

-3.8%

ACCOMMODATIONS SPENDING

-\$243.5M

2022 VS 2021

-0.7%

FOOD SERVICE SPENDING

+\$1,714,849

2022 VS 2021

+4.2%

EARNINGS

+\$2.6M

2022 VS 2021

+5.4%

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

TRAVEL IMPACTS

MOHAVE

DIRECT TRAVEL SPENDING

+\$68M

2022 VS 2021

+8.9%

LOCAL TAX RECEIPTS

+\$2.6M

2022 VS 2021

+8.2%

EMPLOYMENT (JOBS)

+50

2022 VS 2021

+0.8%

ACCOMMODATIONS SPENDING

+\$8.1M

2022 VS 2021

+2.6%

FOOD SERVICE SPENDING

+\$11.9M

2022 VS 2021

+5.6%

EARNINGS

+\$15M

2022 VS 2021

+6.9%

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

TRAVEL IMPACTS

YUMA

DIRECT TRAVEL SPENDING

+\$84.9M

2022 VS 2021

+12.8%

LOCAL TAX RECEIPTS

+\$3.3M

2022 VS 2021

+13.7%

EMPLOYMENT (JOBS)

+440

2022 VS 2021

+7.6%

ACCOMMODATIONS SPENDING

+\$17.8M

2022 VS 2021

+8.9%

FOOD SERVICE SPENDING

+\$12.6M

2022 VS 2021

+8.4%

EARNINGS

+\$23.5M

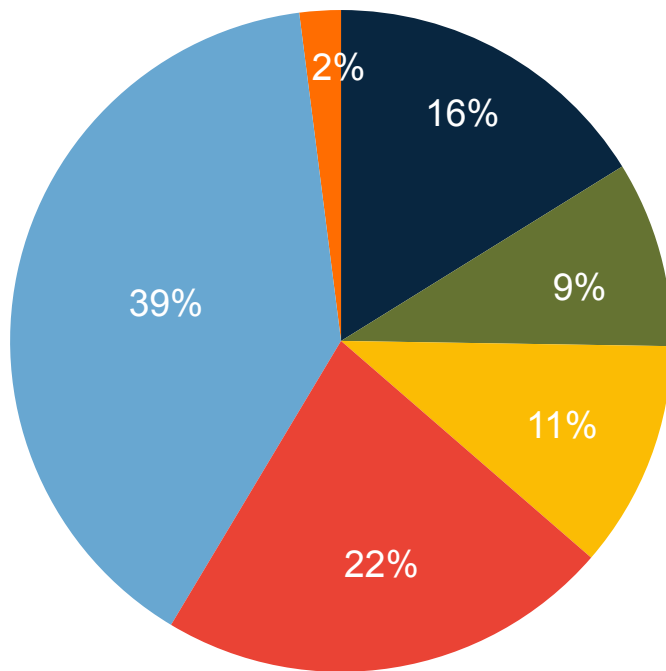
2022 VS 2021

+13.2%

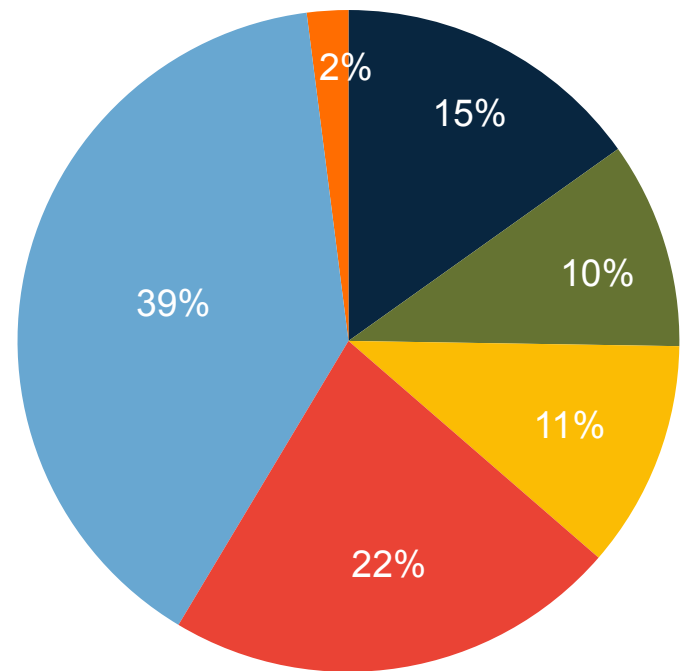
Source: Arizona Travel Impacts, Dean Runyan Associates;
Summary value indicates 2022 value, change value compares to 2021.

SPENDING BY ACCOMMODATION CHOICE

LA PAZ COUNTY 2021



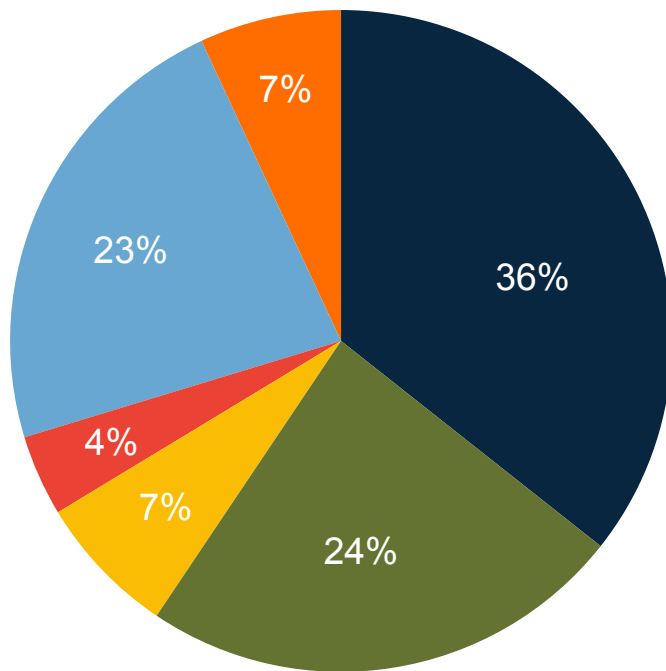
LA PAZ COUNTY 2022



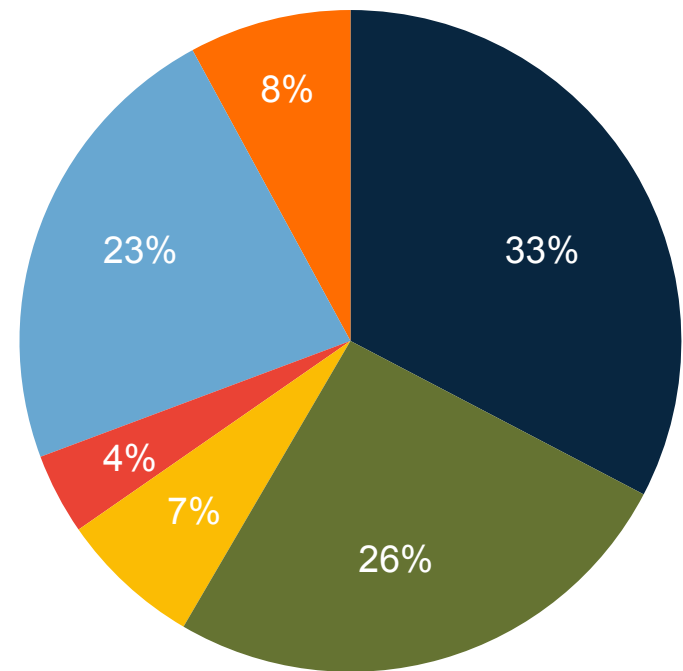
- Hotel, Motel
- Private Home
- Vacation Home
- Campground
- Day Travel
- STVR

SPENDING BY ACCOMMODATION CHOICE

MOHAVE COUNTY 2021



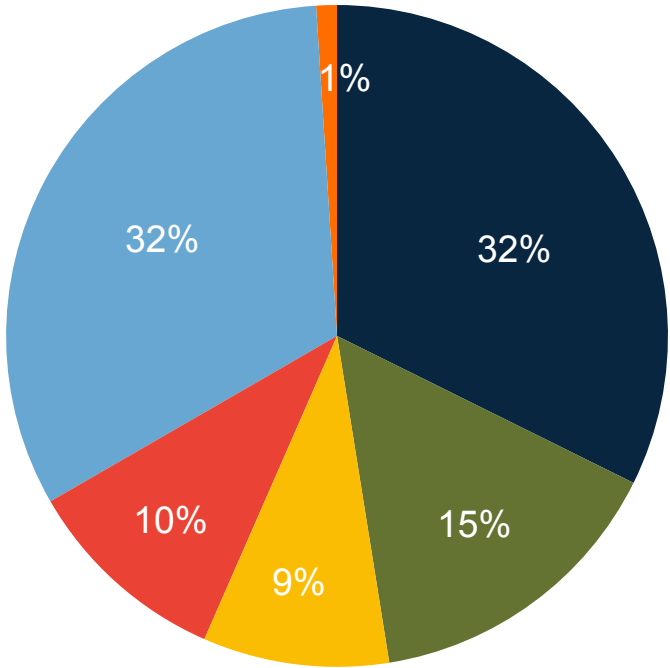
MOHAVE COUNTY 2022



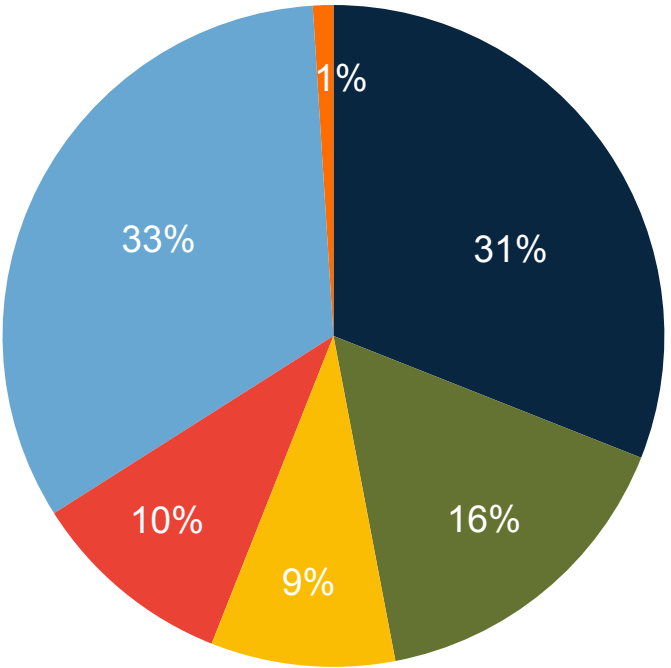
- Hotel, Motel
- Private Home
- Vacation Home
- Campground
- Day Travel
- STVR

SPENDING BY ACCOMMODATION CHOICE

YUMA COUNTY 2021



YUMA COUNTY 2022

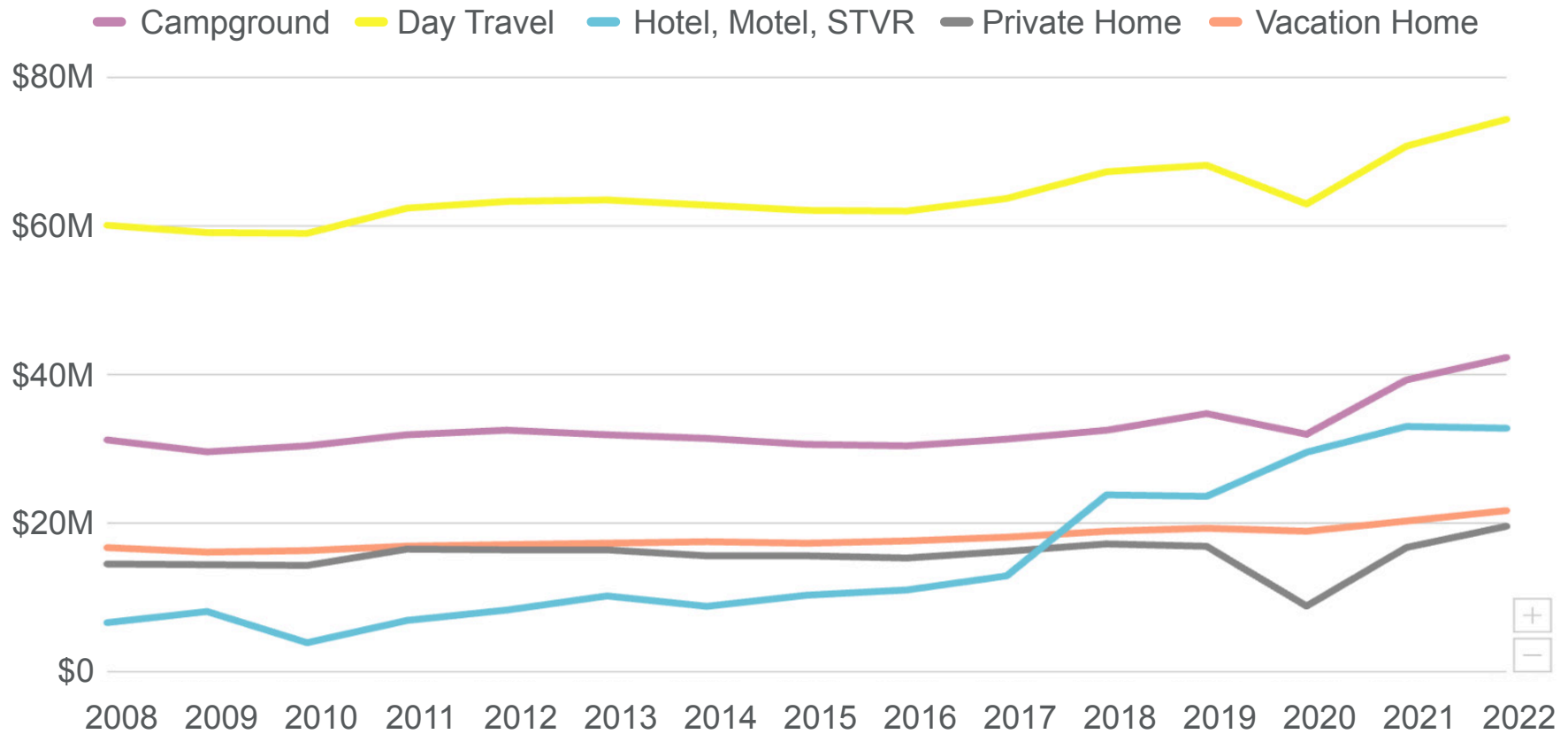


- Hotel, Motel
- Private Home
- Vacation Home
- Campground
- Day Travel
- STVR

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

SPENDING BY ACCOMMODATION CHOICE

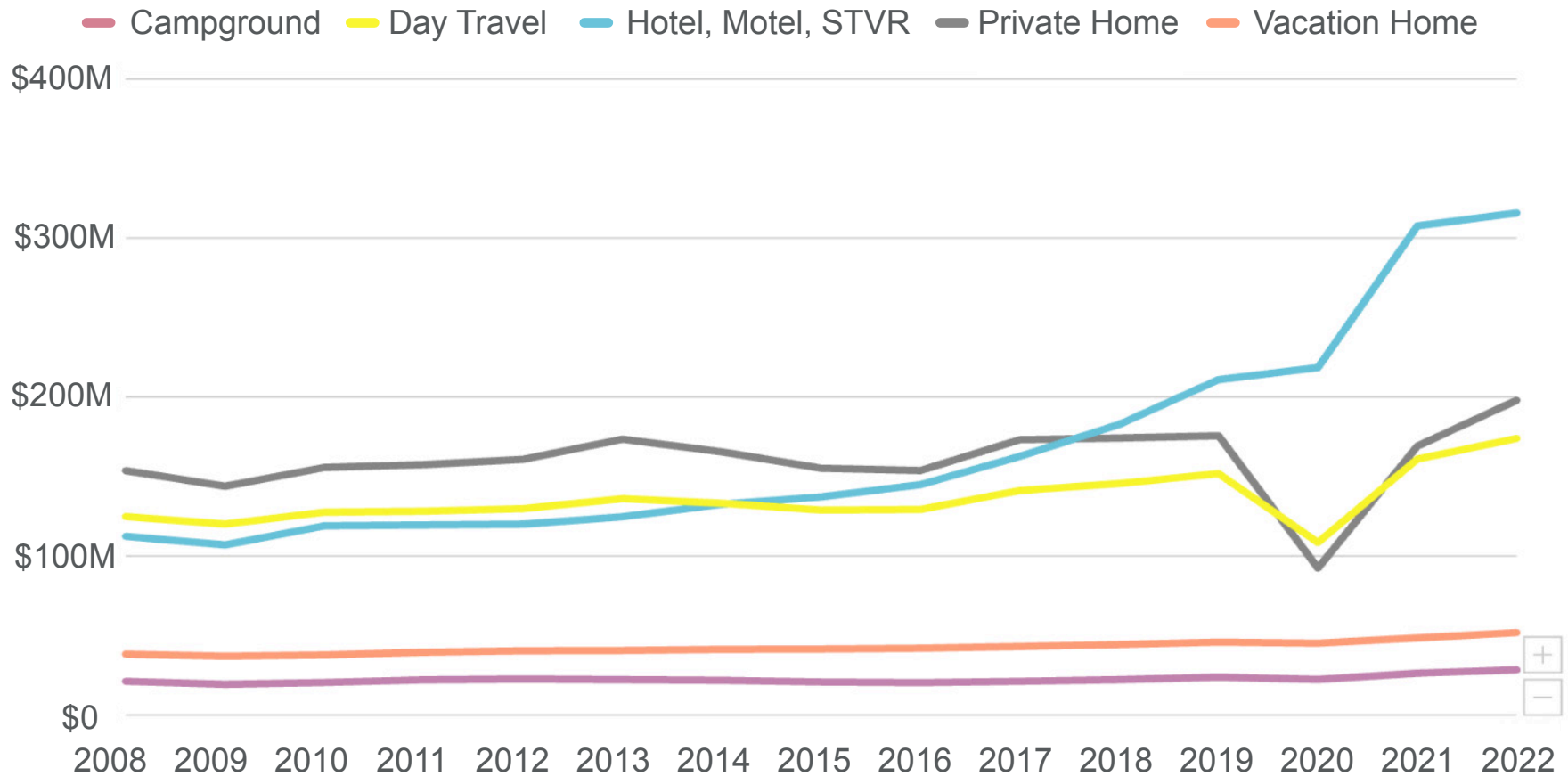
LA PAZ COUNTY



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

SPENDING BY ACCOMMODATION CHOICE

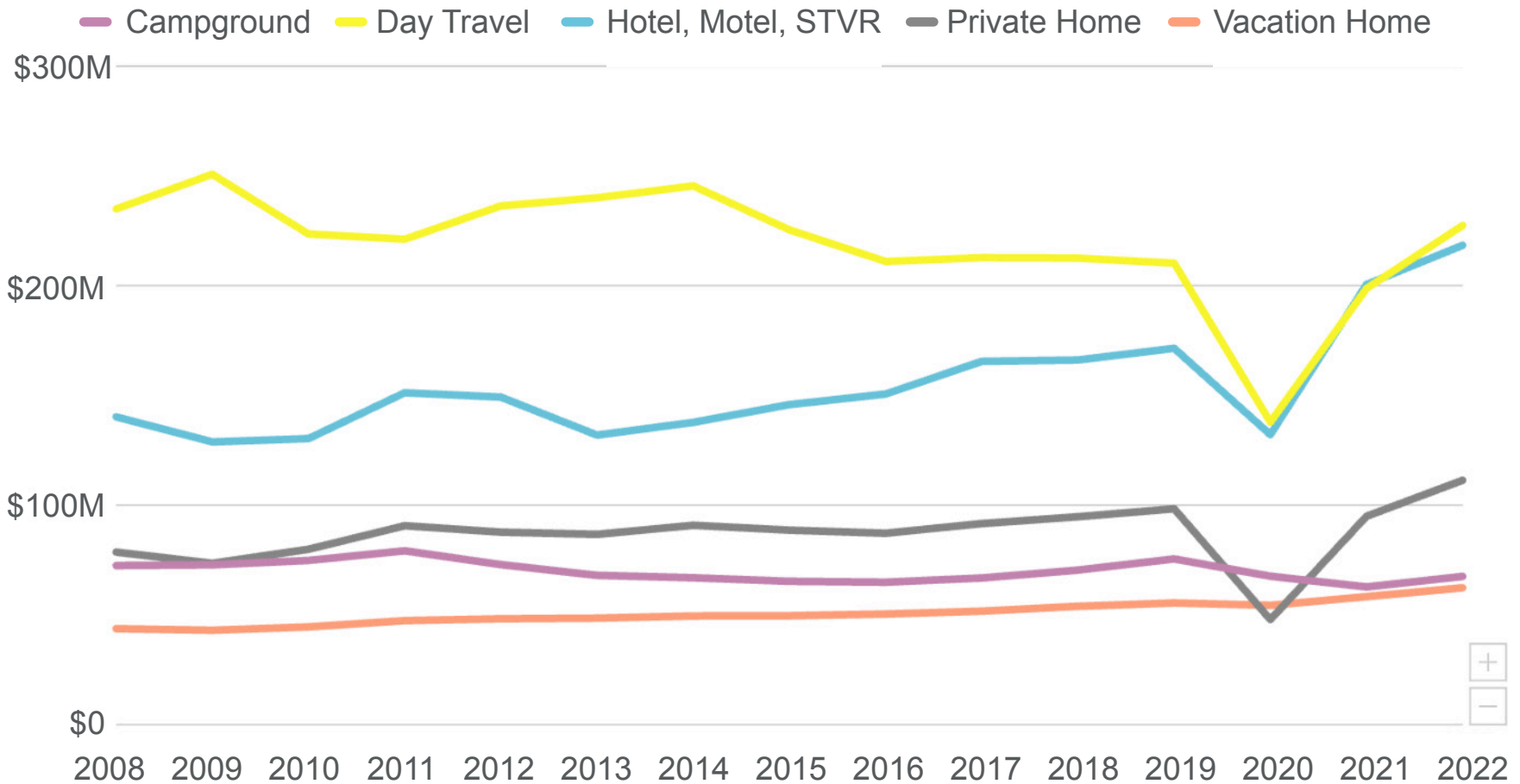
MOHAVE COUNTY



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

SPENDING BY ACCOMMODATION CHOICE

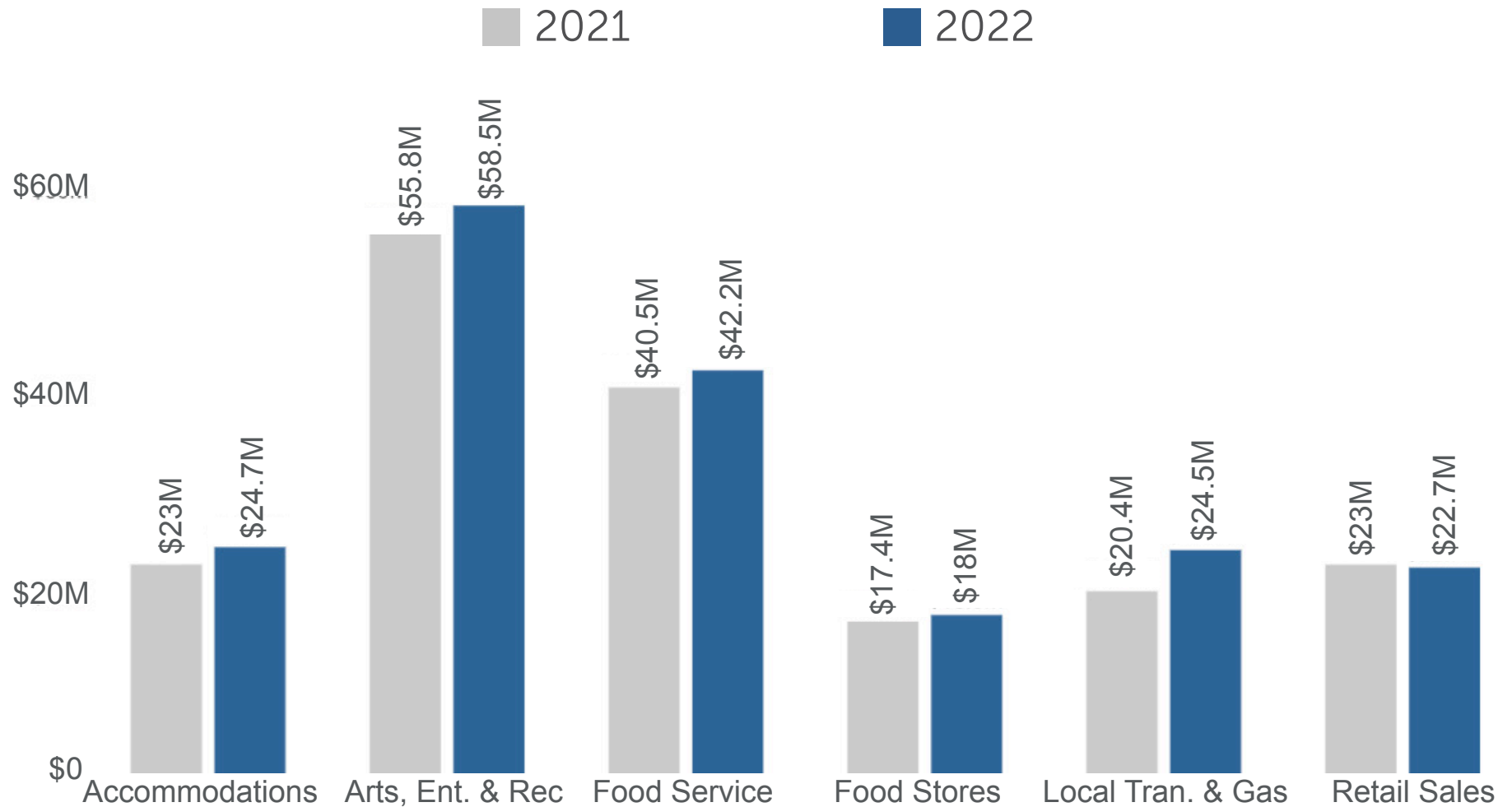
YUMA COUNTY



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

SPENDING BY COMMODITY PURCHASE

LA PAZ COUNTY

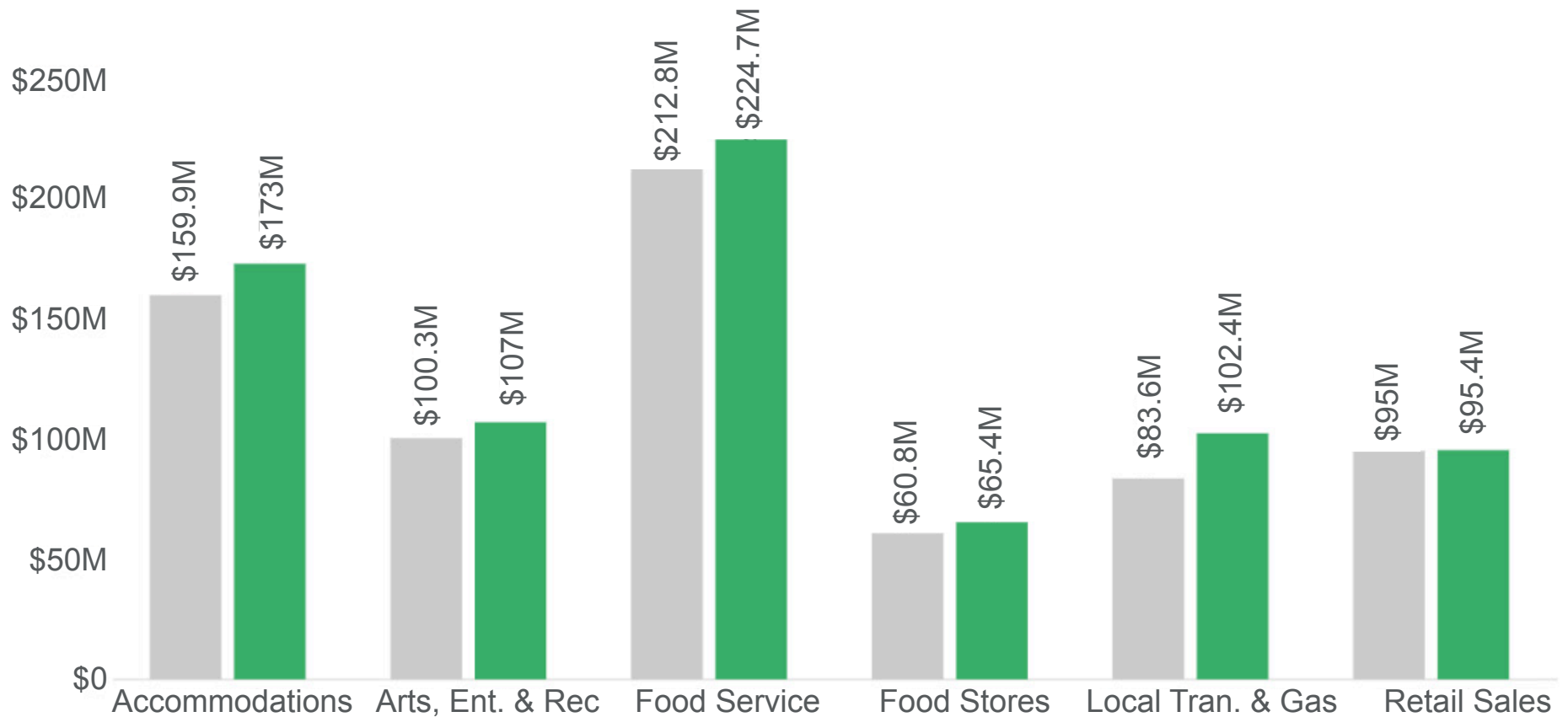


Source: Arizona Travel Impacts, Dean Runyan Associates

SPENDING BY COMMODITY PURCHASE

MOHAVE COUNTY

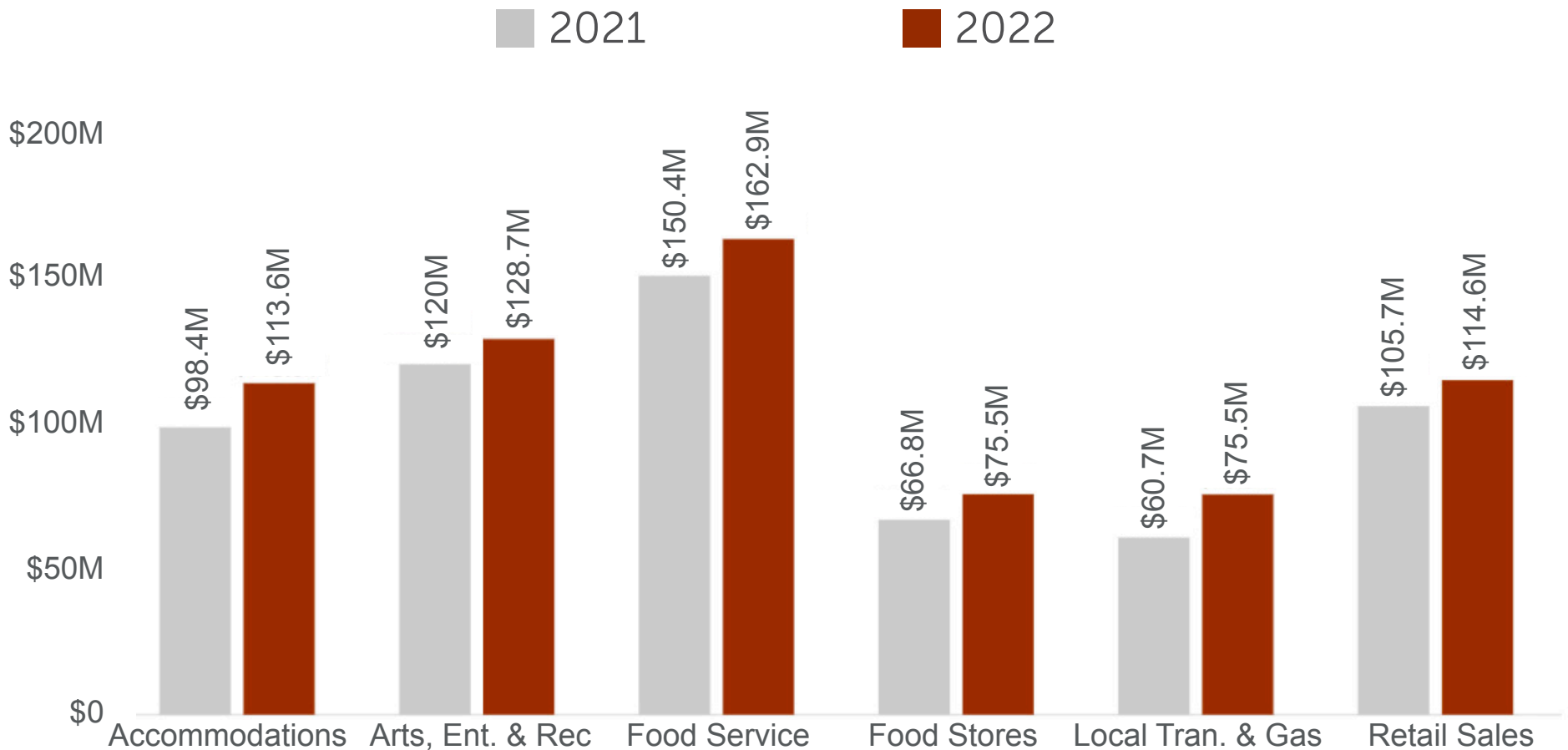
2021 2022



Source: Arizona Travel Impacts, Dean Runyan Associates

SPENDING BY COMMODITY PURCHASE

YUMA COUNTY

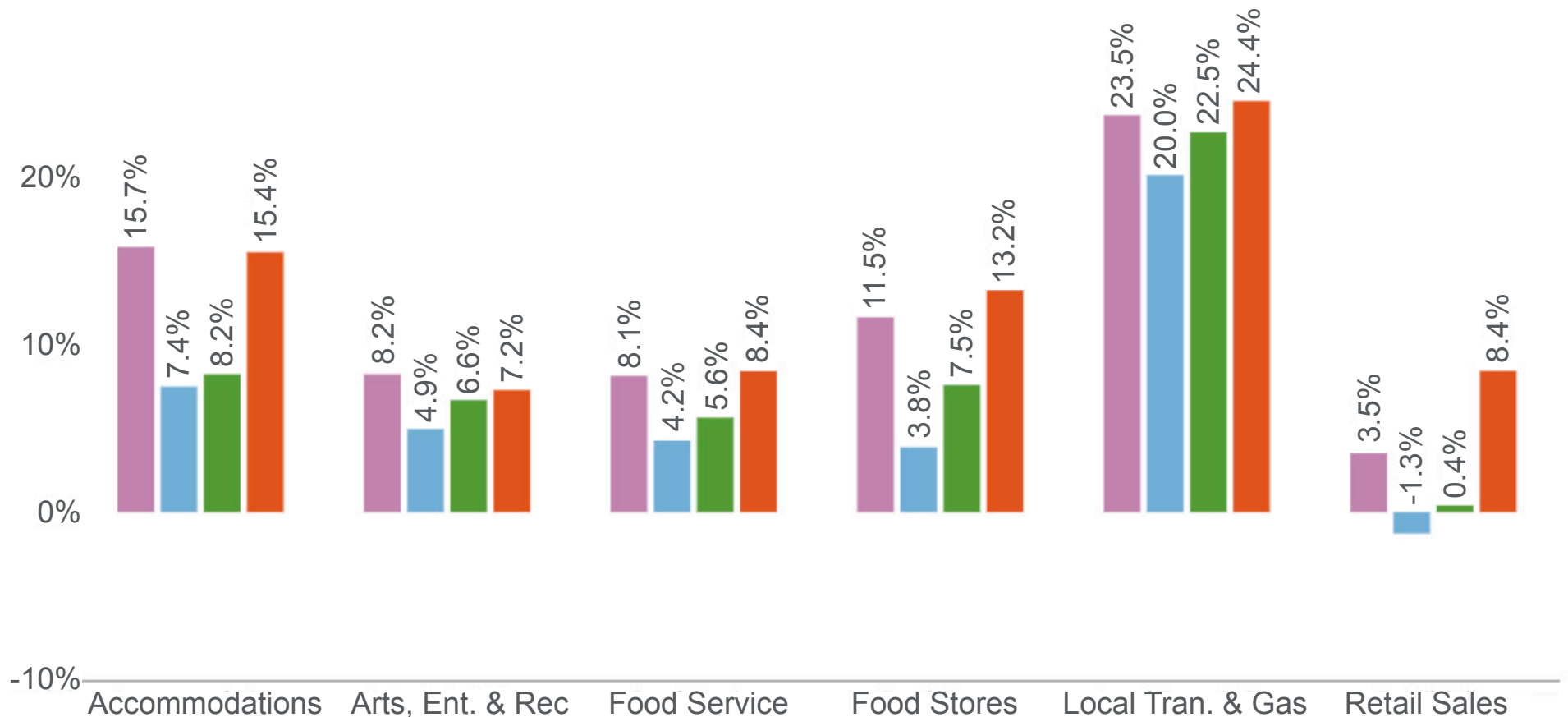


Source: Arizona Travel Impacts, Dean Runyan Associates

SPENDING BY COMMODITY PURCHASE

ALL COUNTIES

Arizona La Paz Mohave Yuma



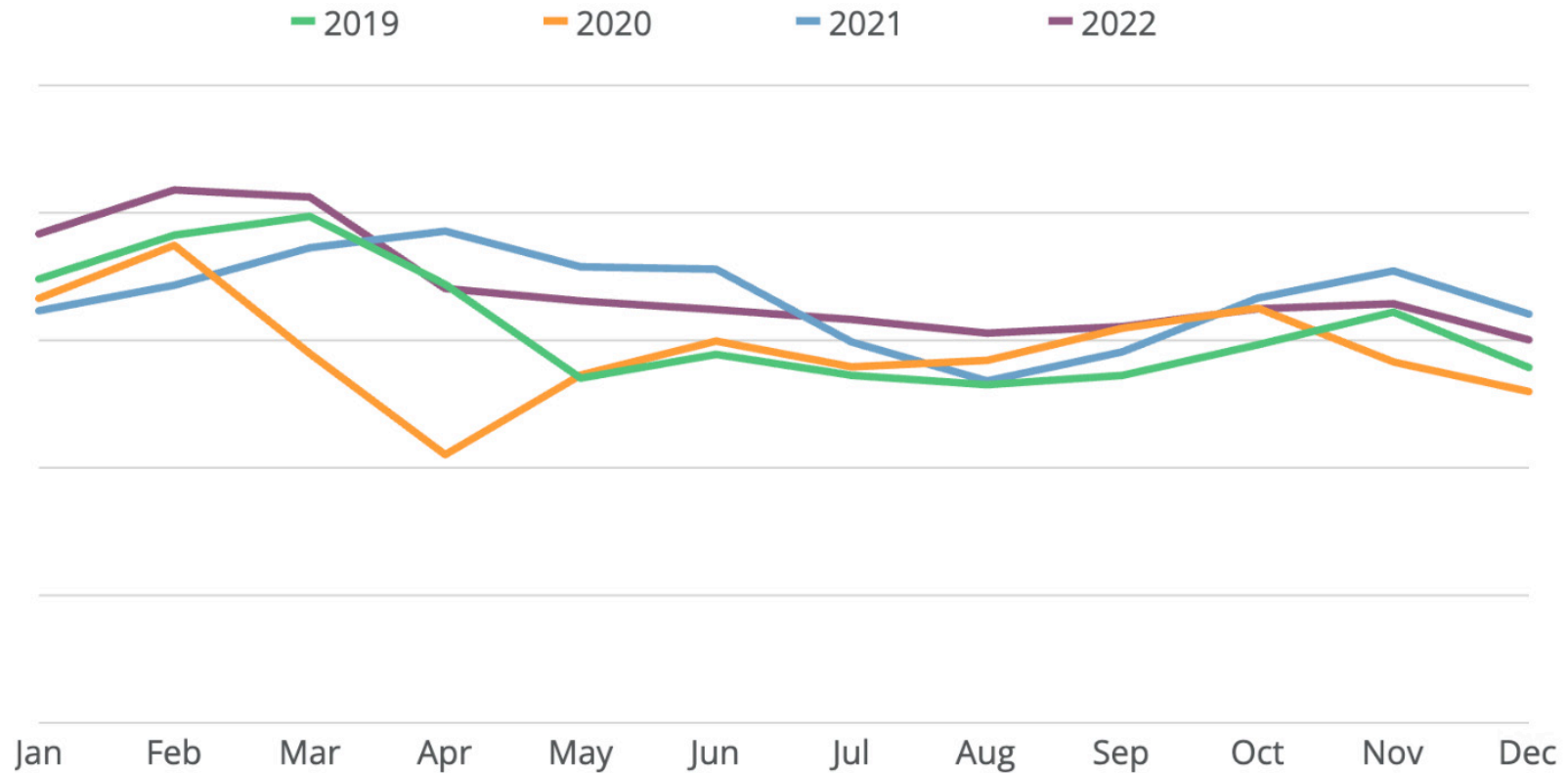
Source: Arizona Travel Impacts, Dean Runyan Associates

TOURISM INDICATORS

2022
WESTERN REGION

LODGING OCCUPANCY

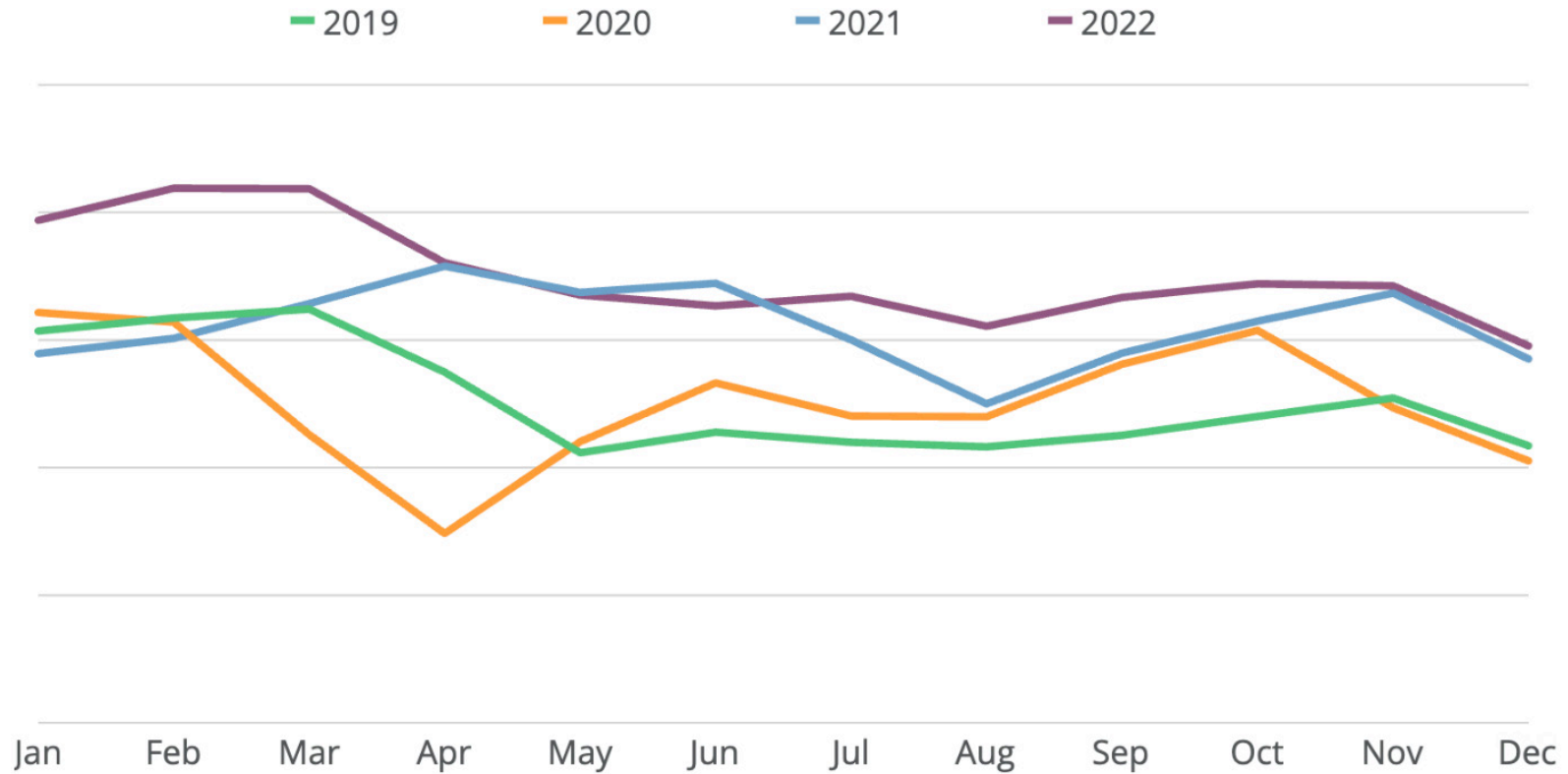
LA PAZ COUNTY



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

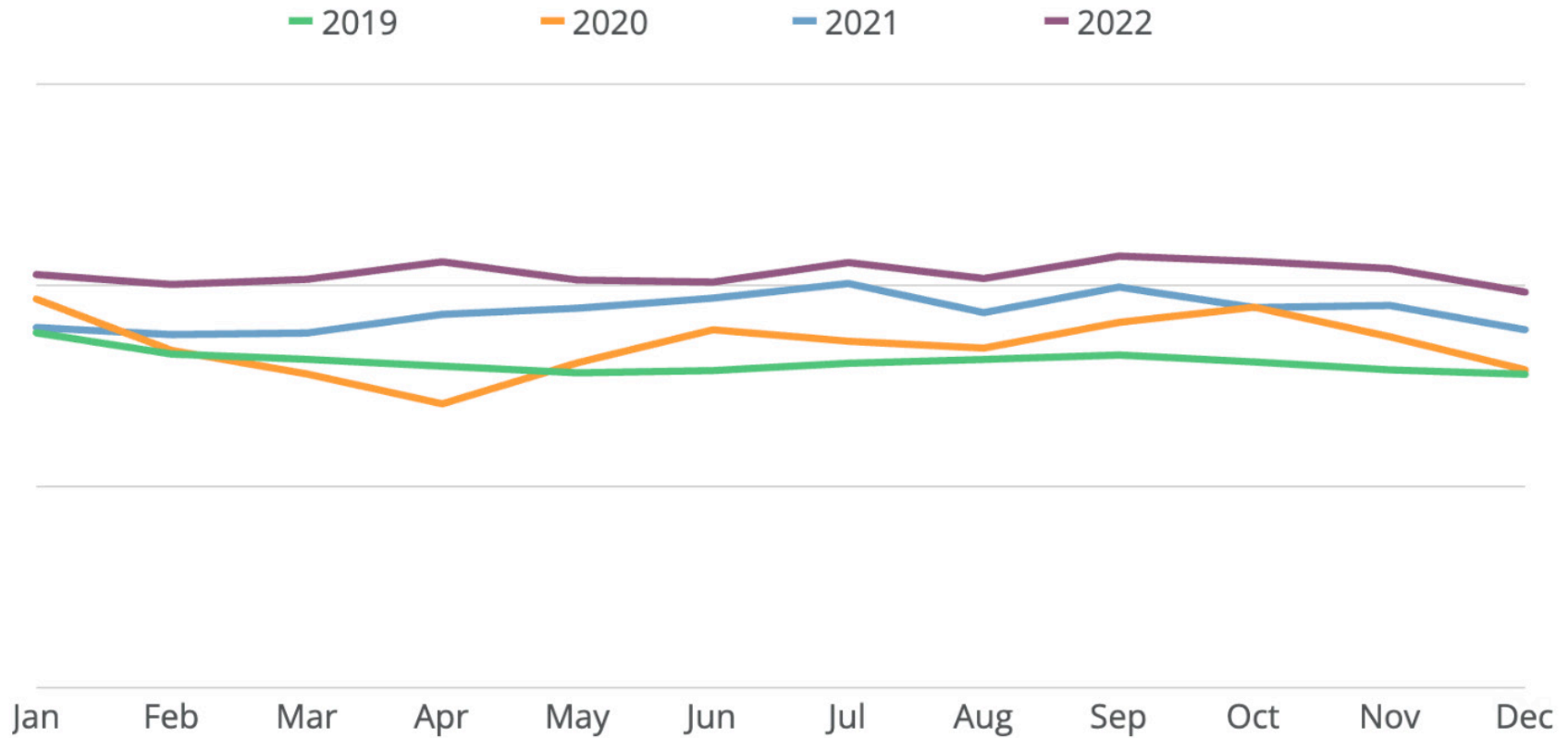
LA PAZ COUNTY



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

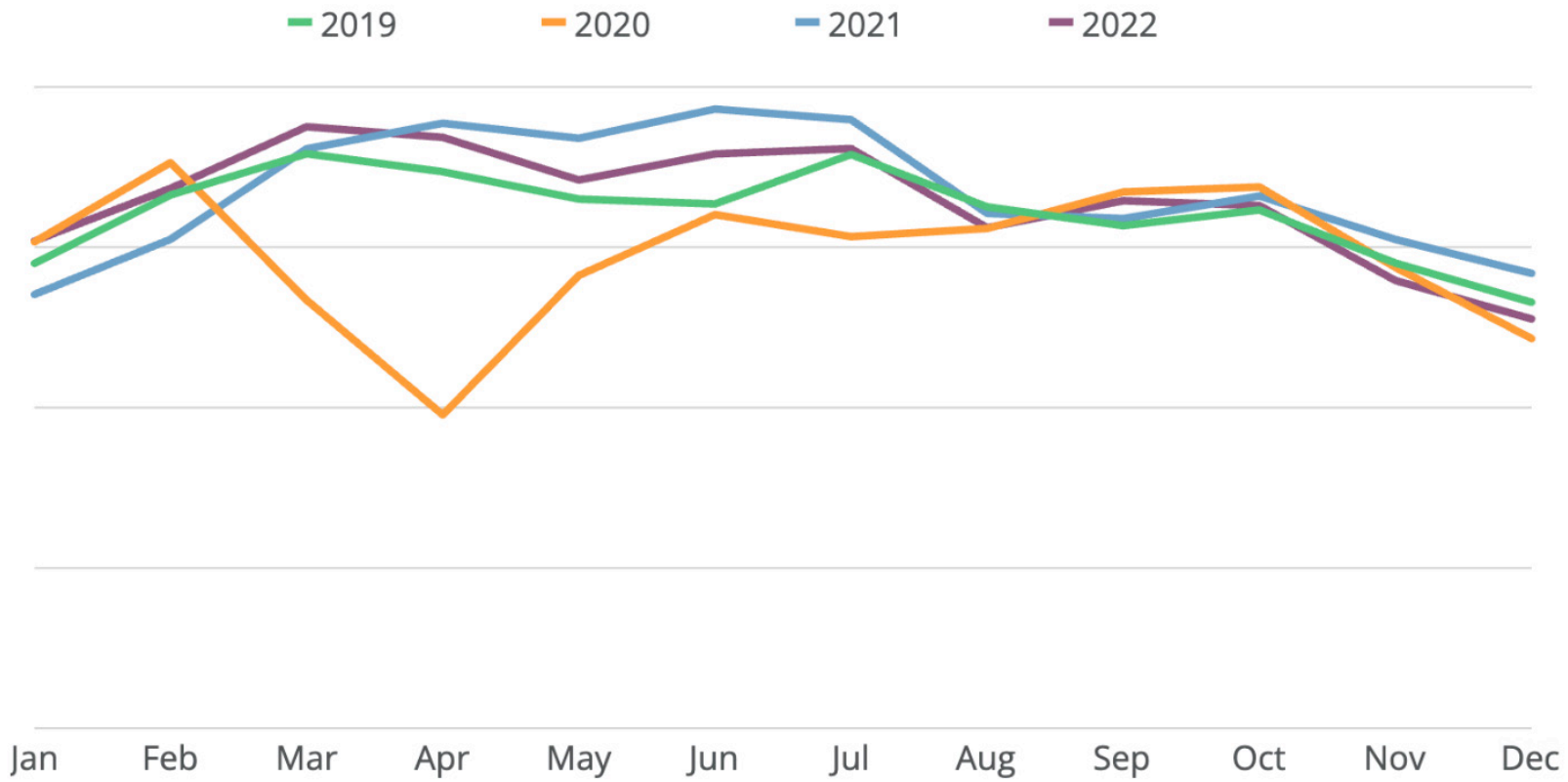
LA PAZ COUNTY



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

LODGING OCCUPANCY

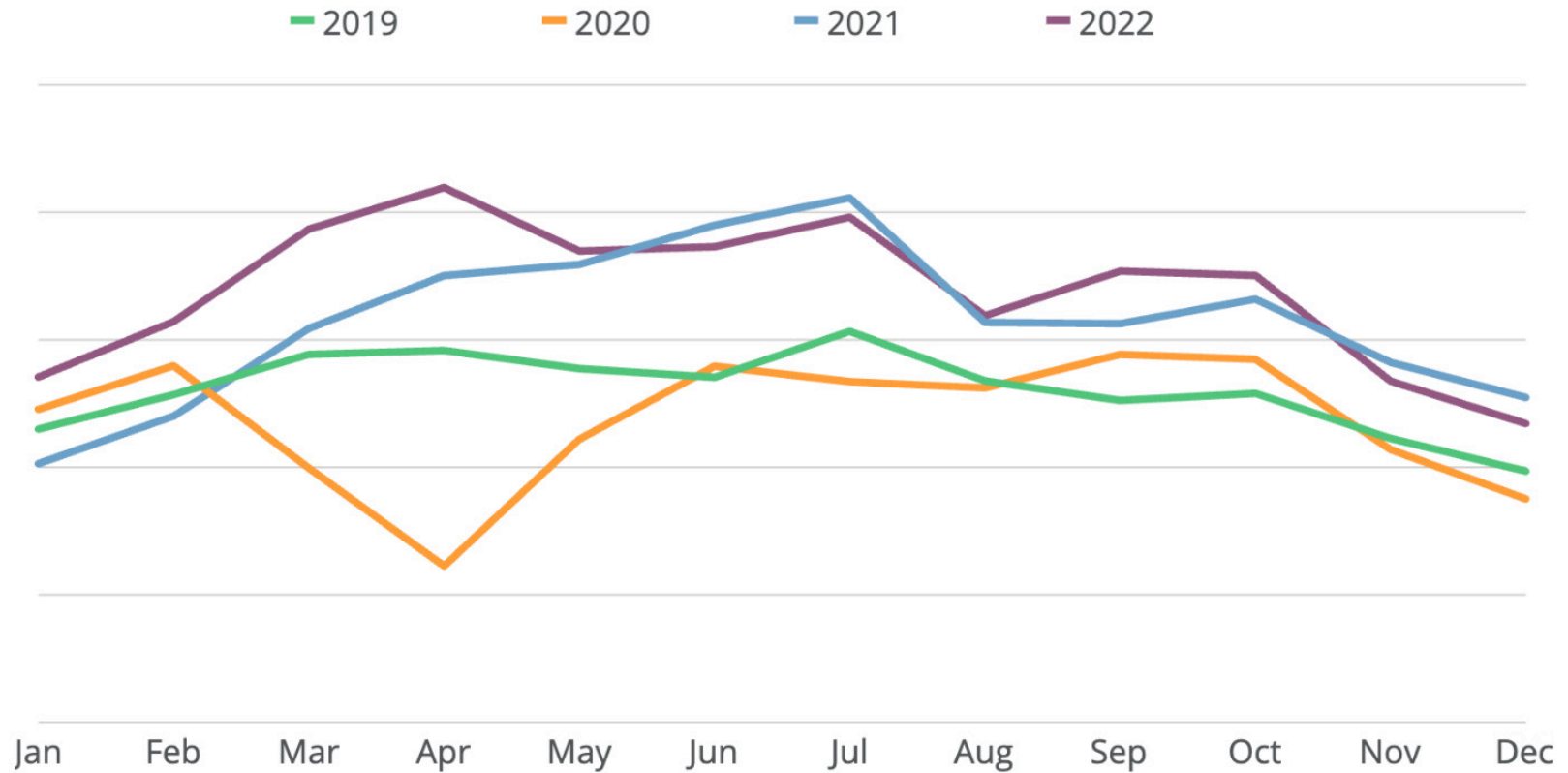
MOHAVE COUNTY



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

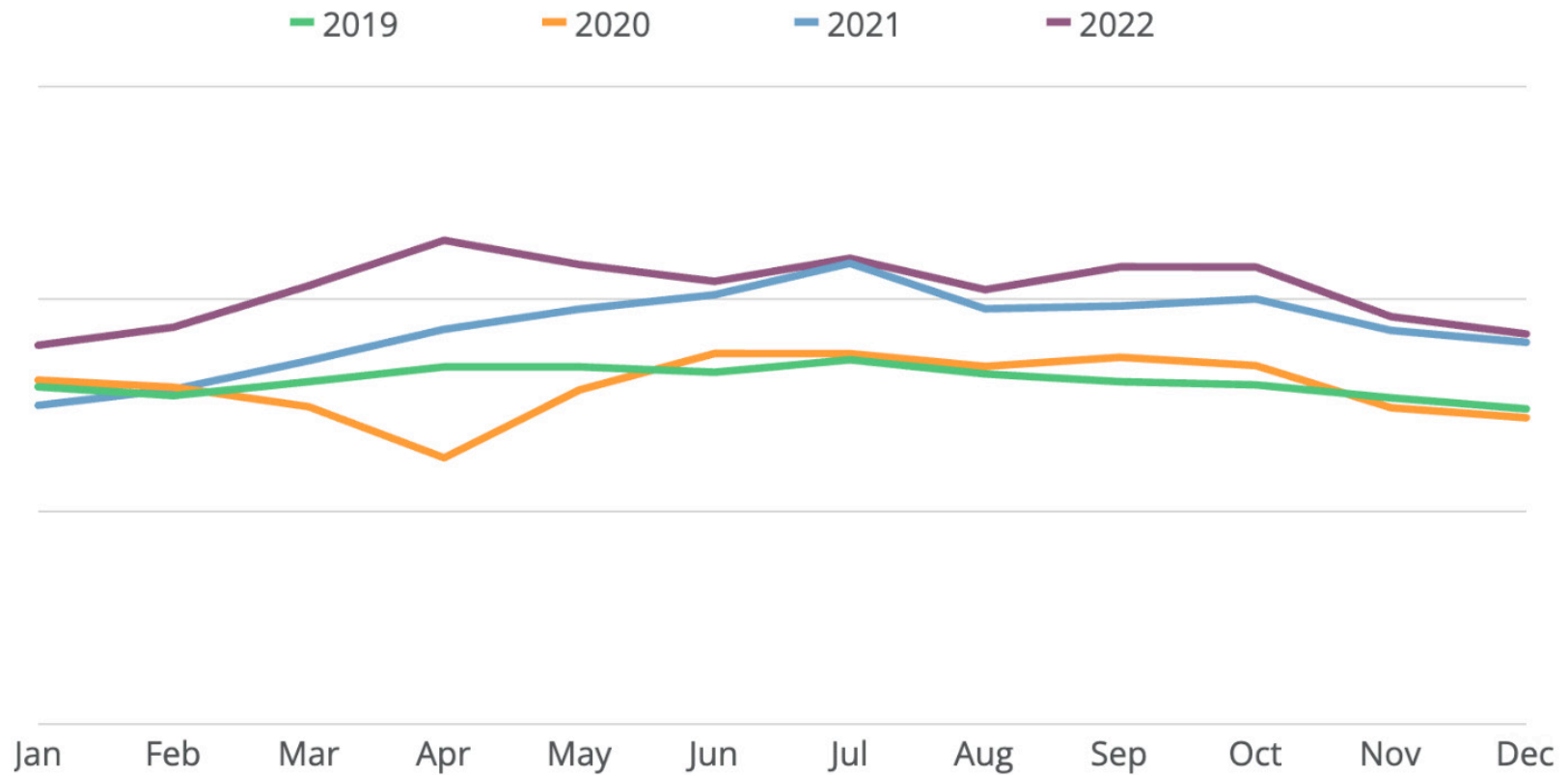
MOHAVE COUNTY



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

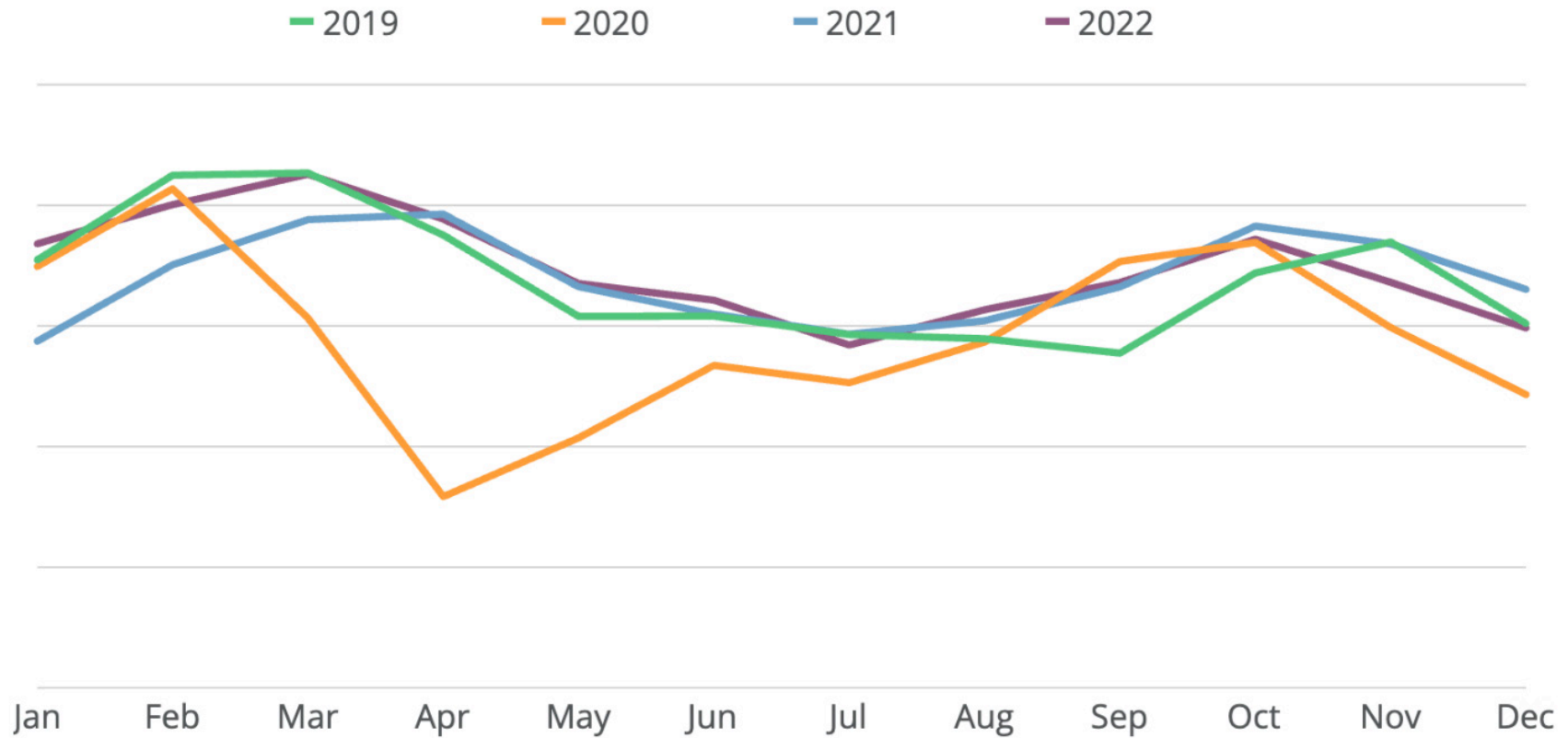
MOHAVE COUNTY



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

LODGING OCCUPANCY

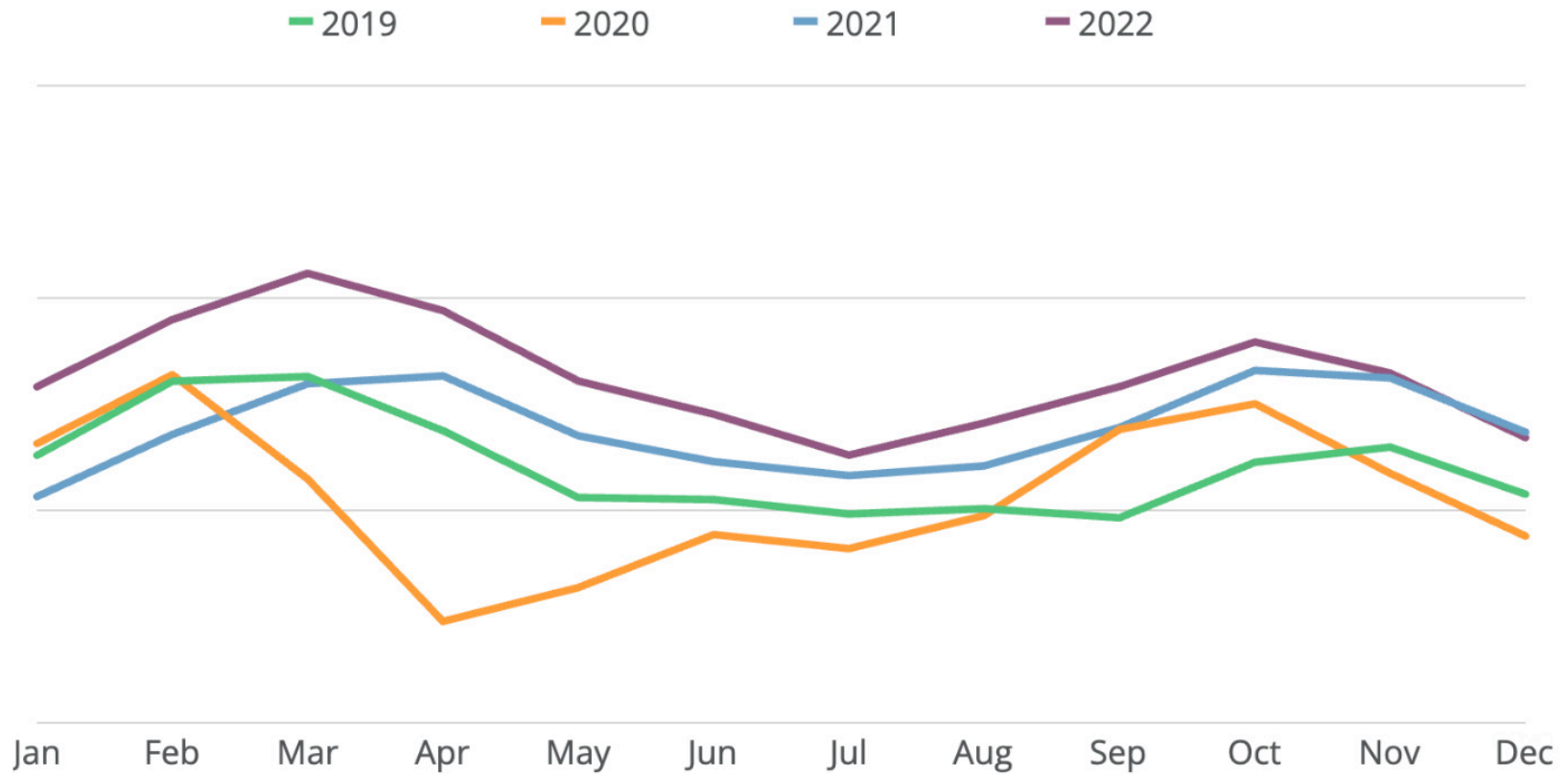
YUMA COUNTY



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

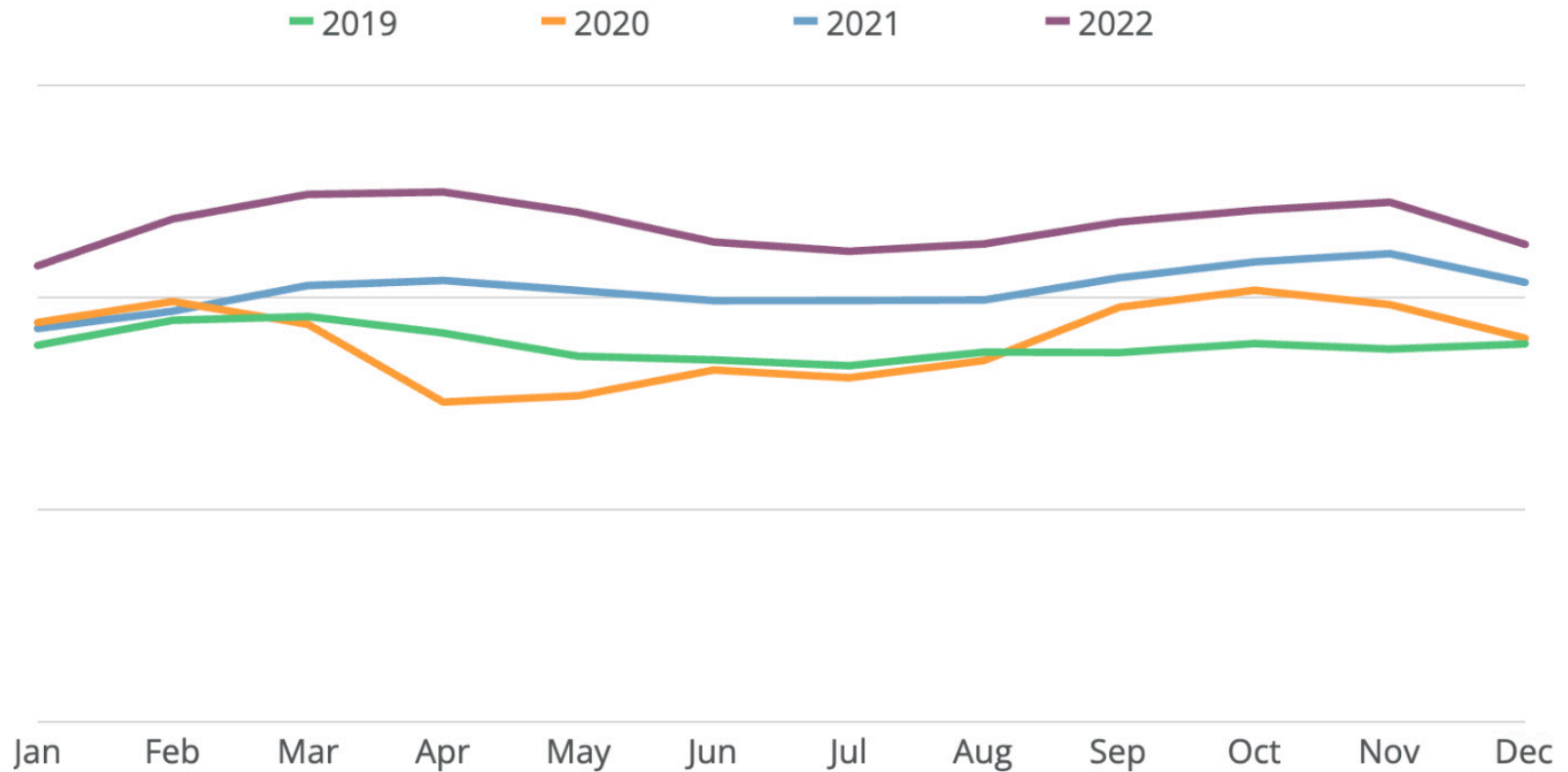
YUMA COUNTY



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

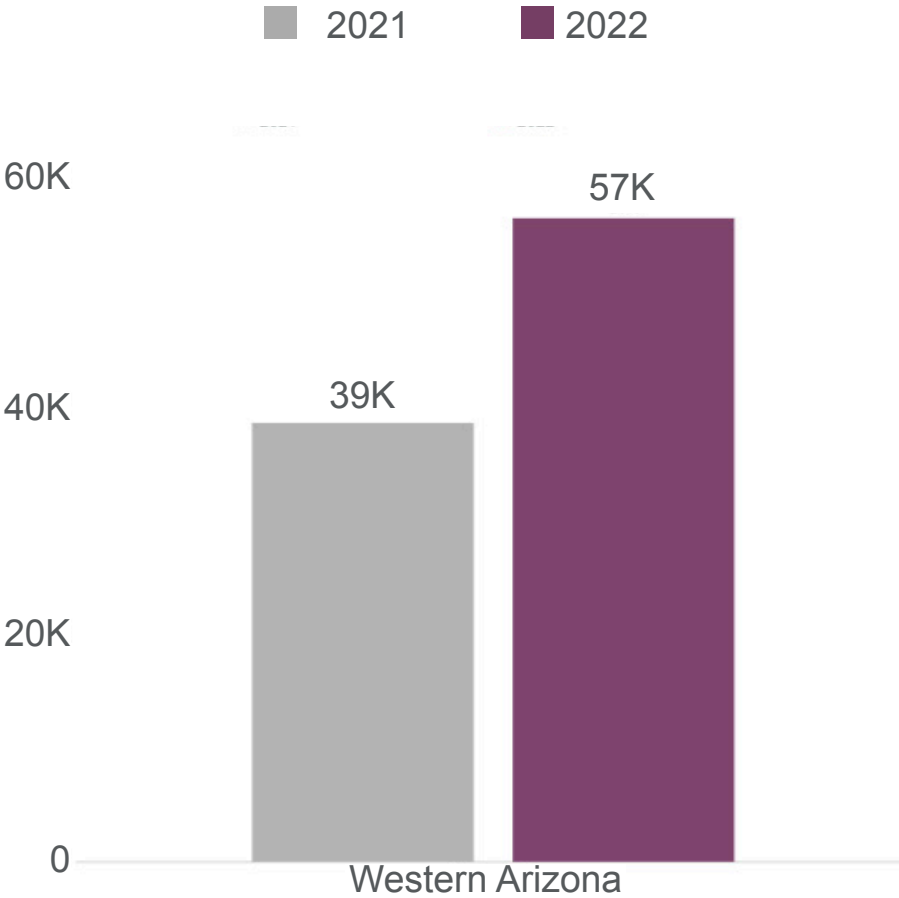
YUMA COUNTY



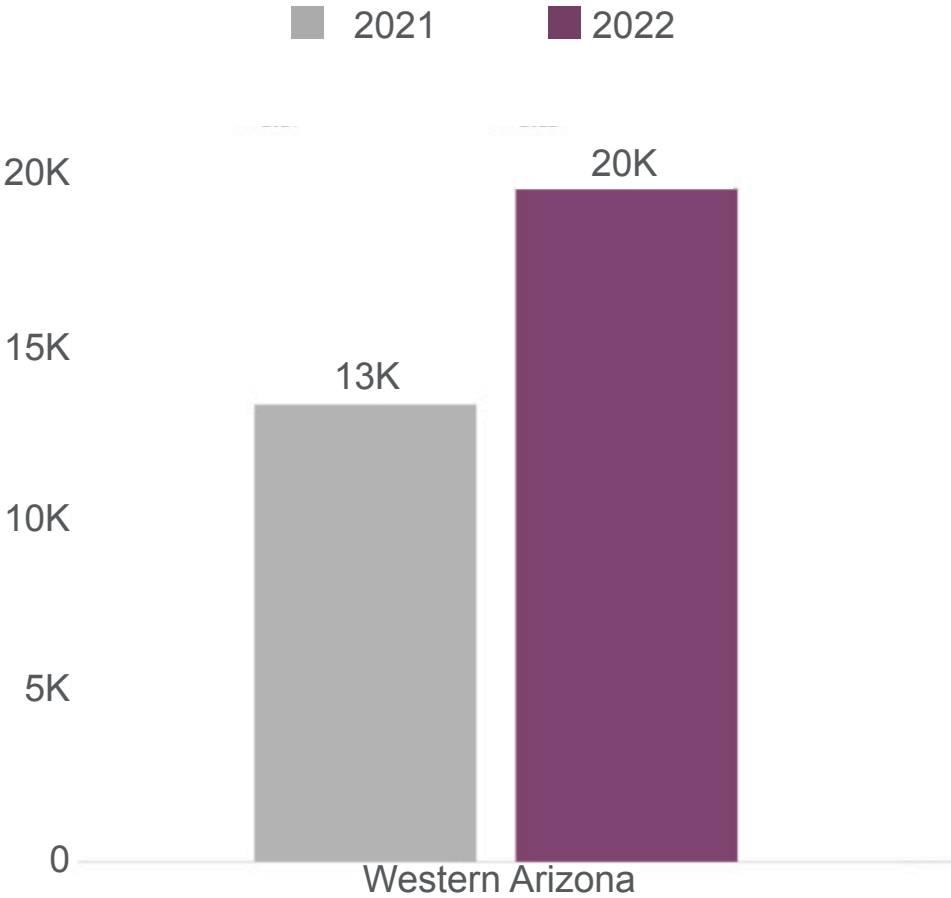
Source: Source: Smith Travel Research, Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

SHORT-TERM RENTALS

Short Term Rental Supply

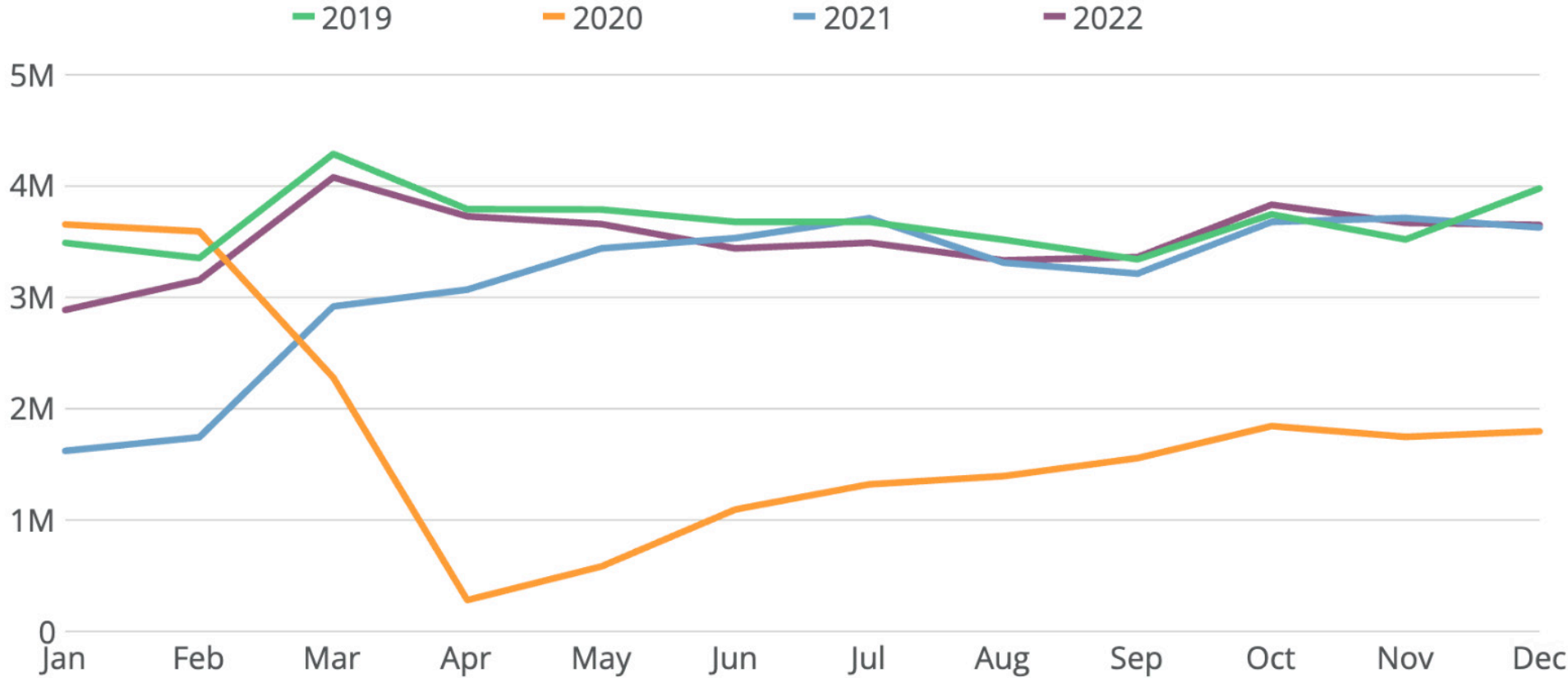


Short Term Rental Demand



Source: Key Data

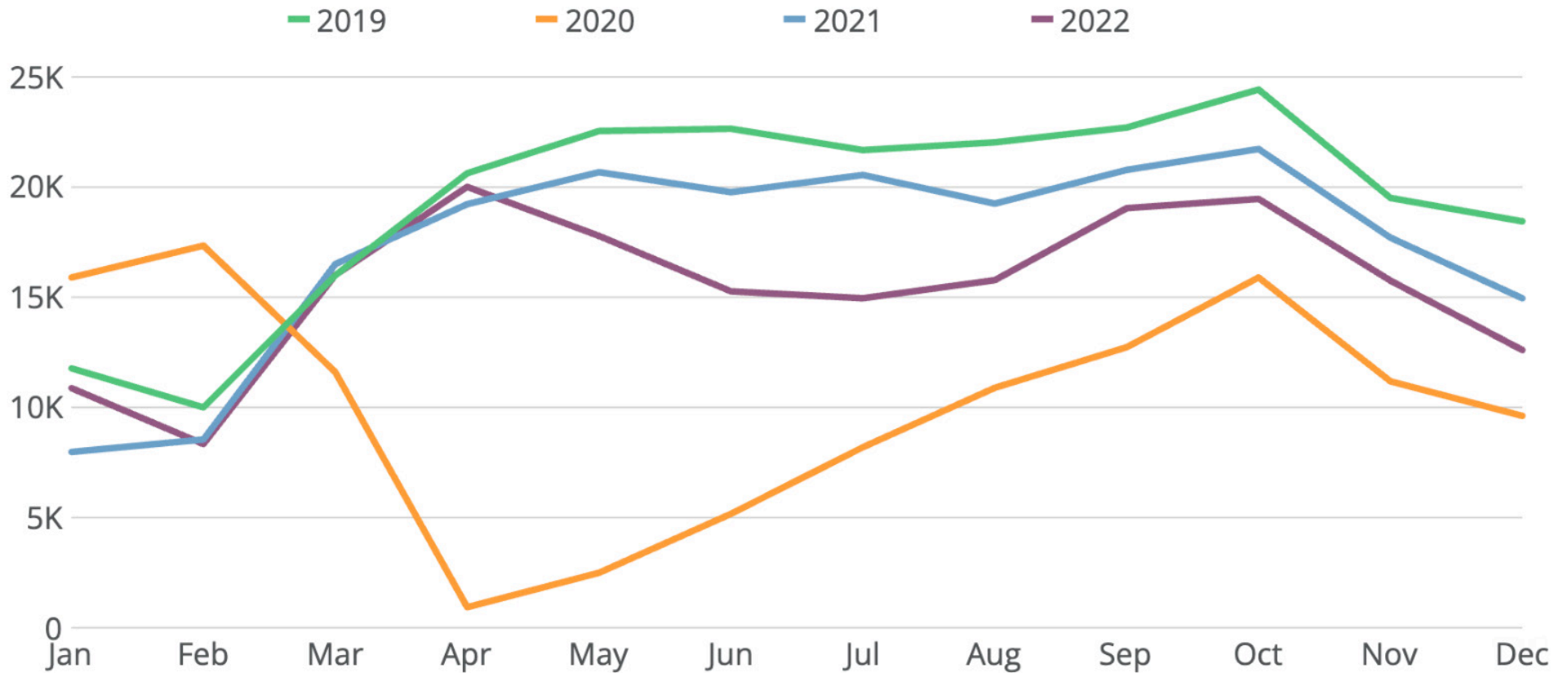
AIRPORT PASSENGER TRAFFIC



Phoenix Sky Harbor - Domestic

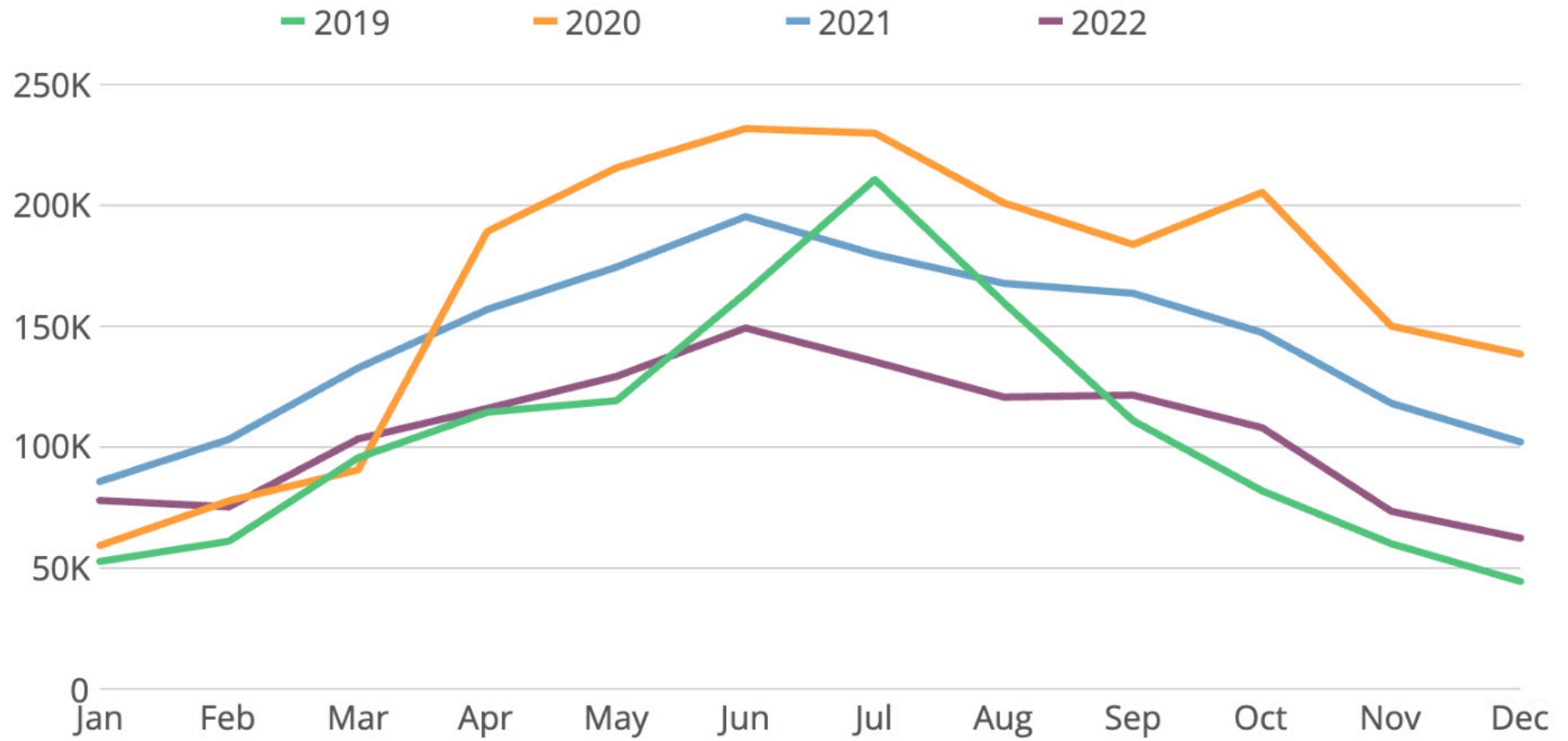
Source: Airport Passenger Traffic, Northern Arizona University, Arizona Airports

AIRPORT PASSENGER TRAFFIC



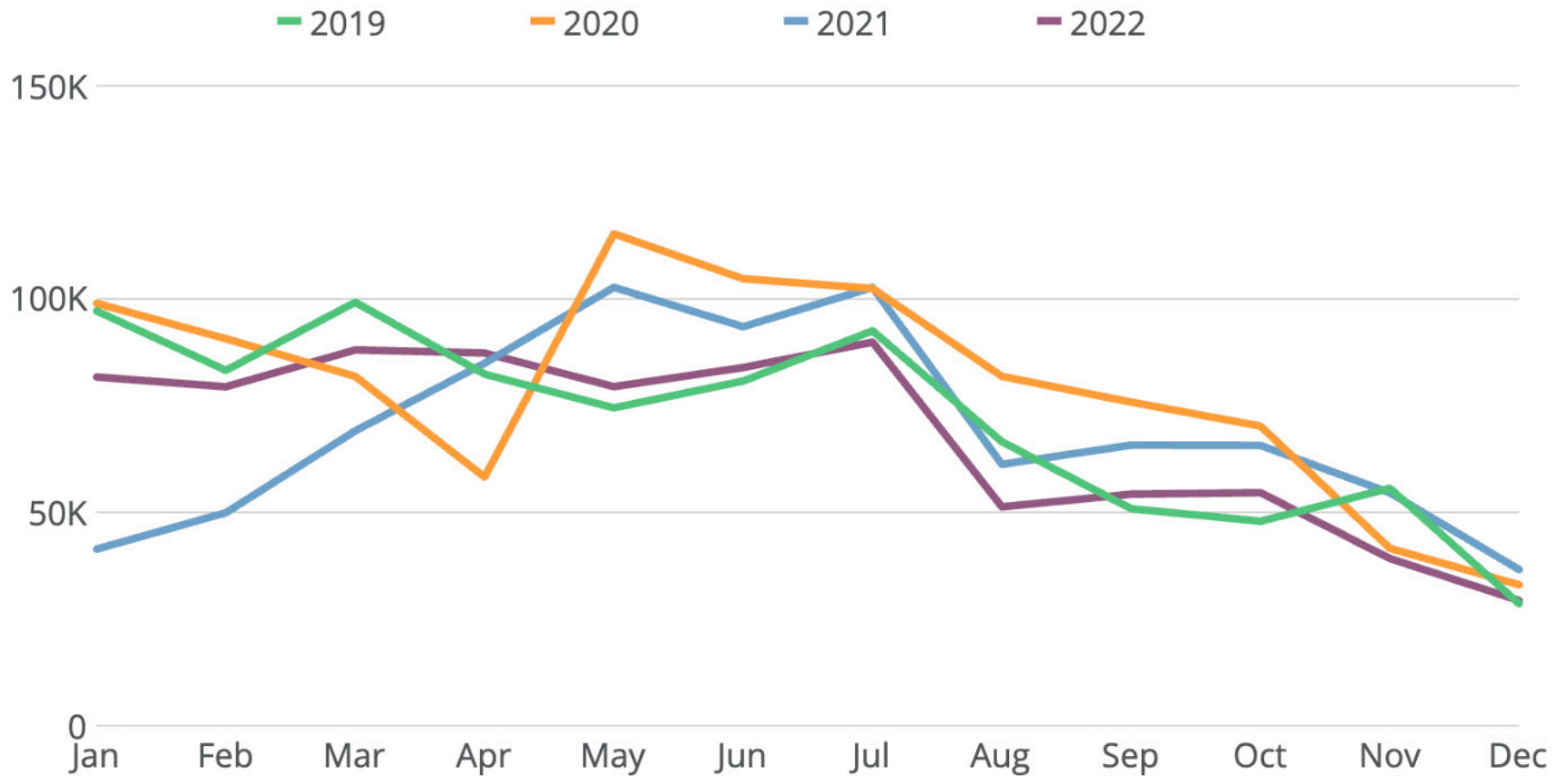
Northern Region -- Includes: Flagstaff, Pullman, Page Municipal, Show Low Regional Airports

NATIONAL PARK VISITATION



Includes: Lake Mead NRA, Pipe Spring NM

STATE PARK VISITATION

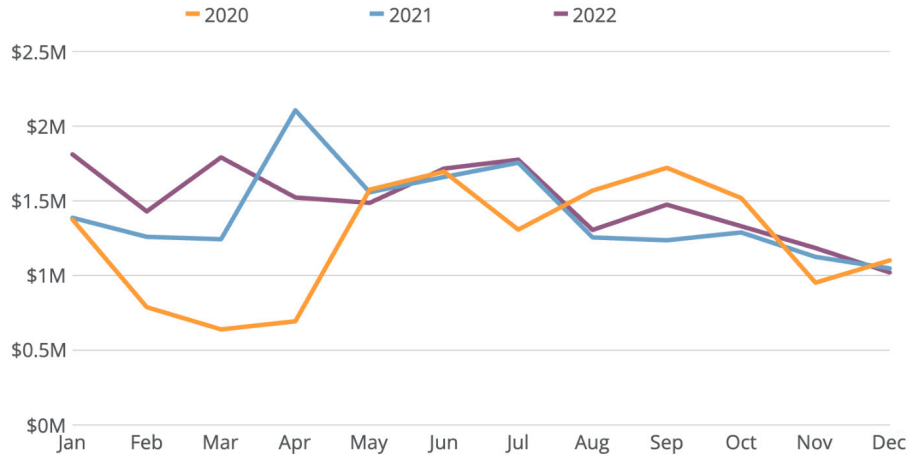


Includes: Alamo Lake SP, Buckskin Mountain SP, Cattail Cove SP, Colorado River SHP, Lake Havasu SP, River Island SP, Yuma Territorial Prison SHP

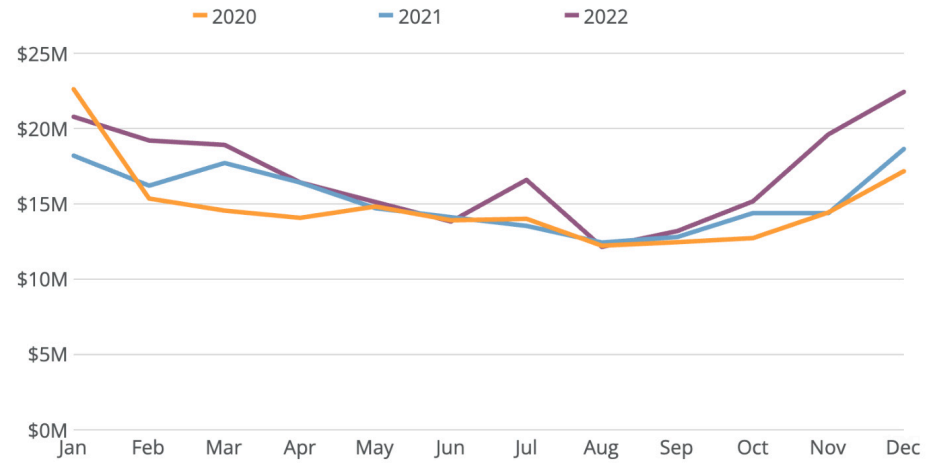
GROSS SALES

LA PAZ COUNTY

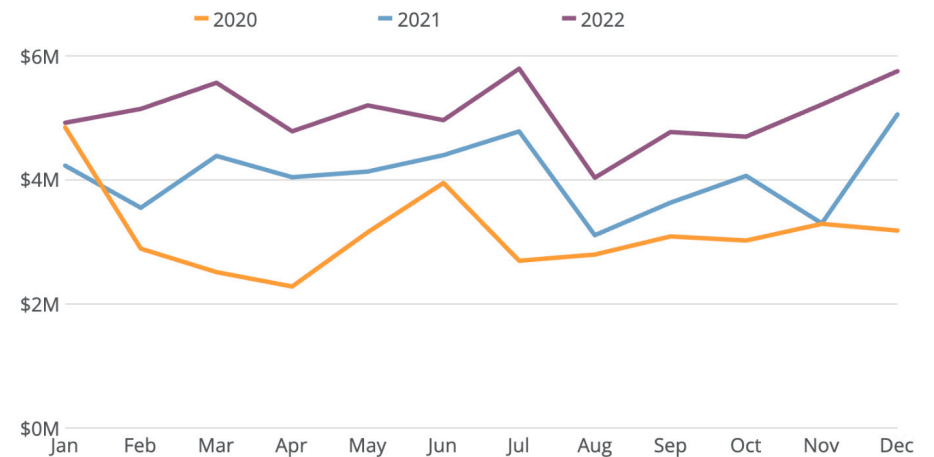
Lodging



Retail



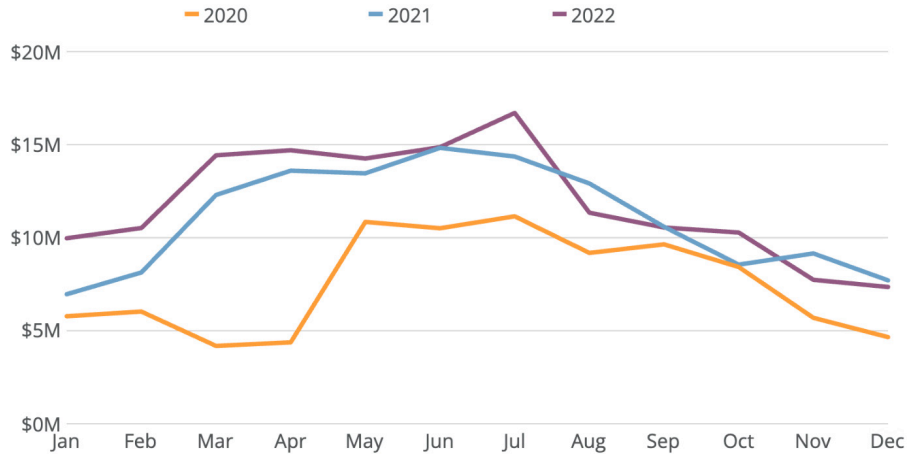
Restaurant/Bar



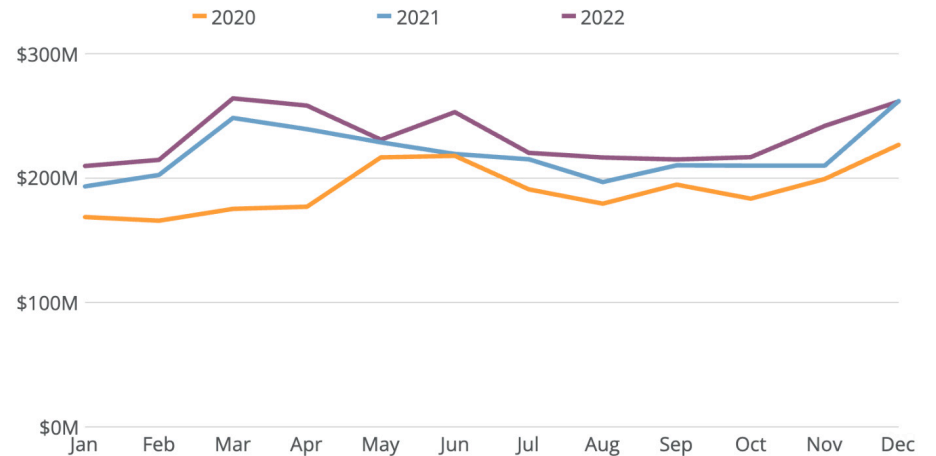
GROSS SALES

MOHAVE COUNTY

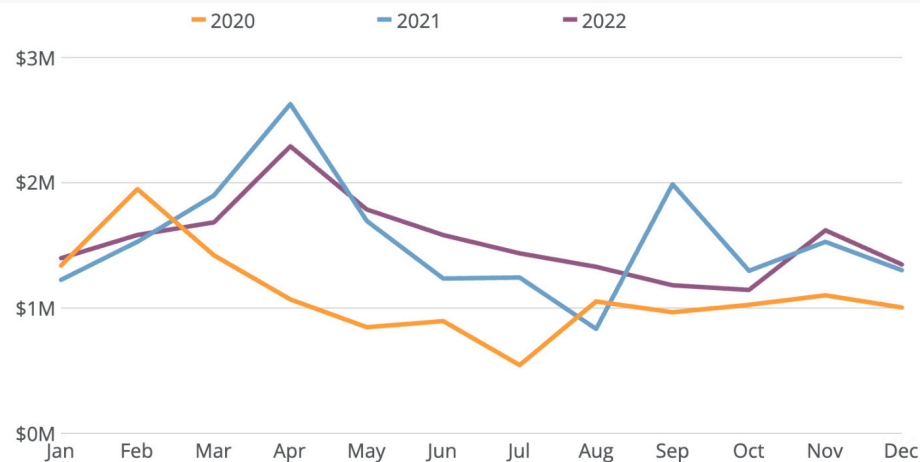
Lodging



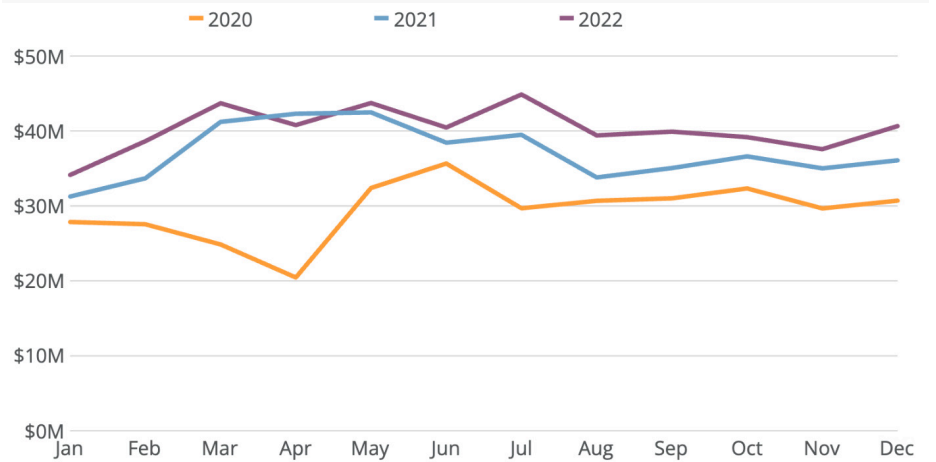
Retail



Amusement



Restaurant/Bar

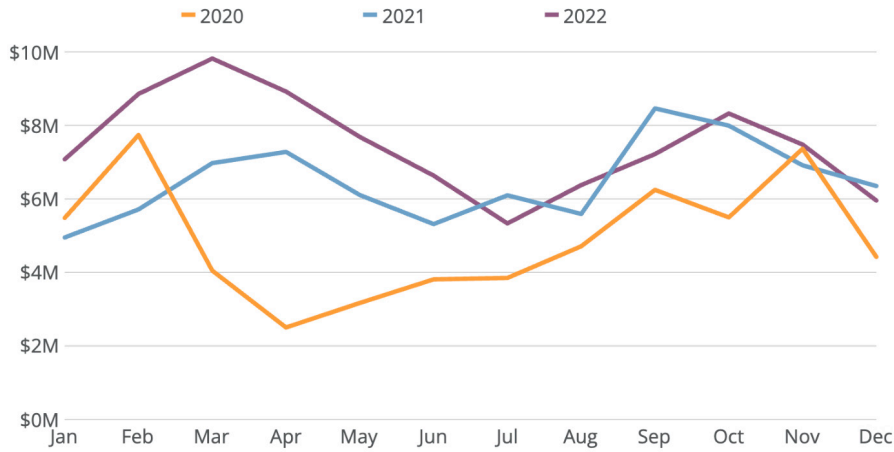


Source: Northern Arizona University's Economic Policy Institute, Arizona Department of Revenue

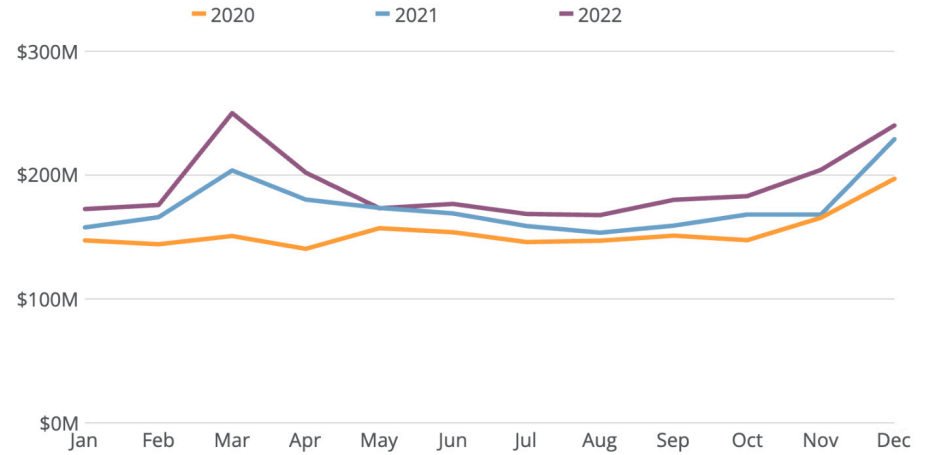
GROSS SALES

YUMA COUNTY

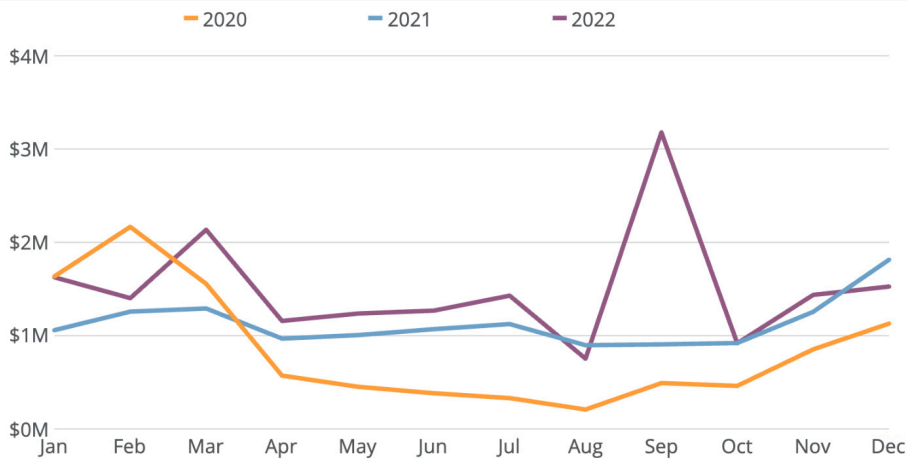
Lodging



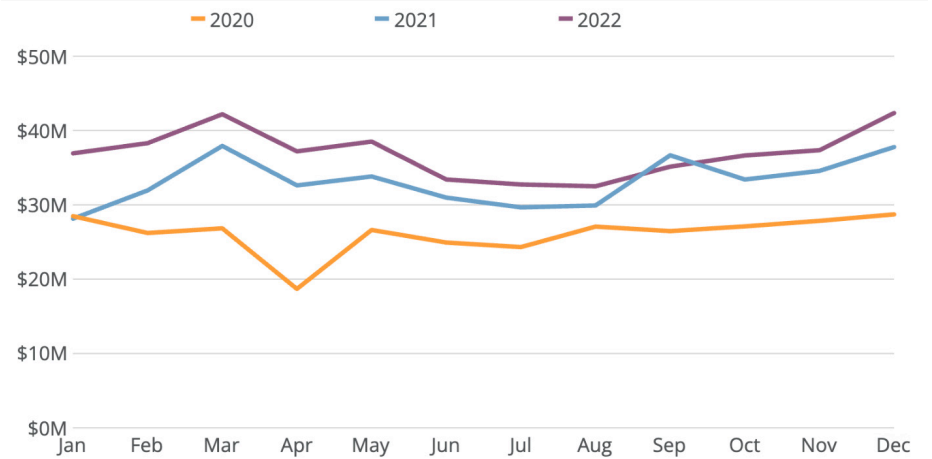
Retail



Amusement

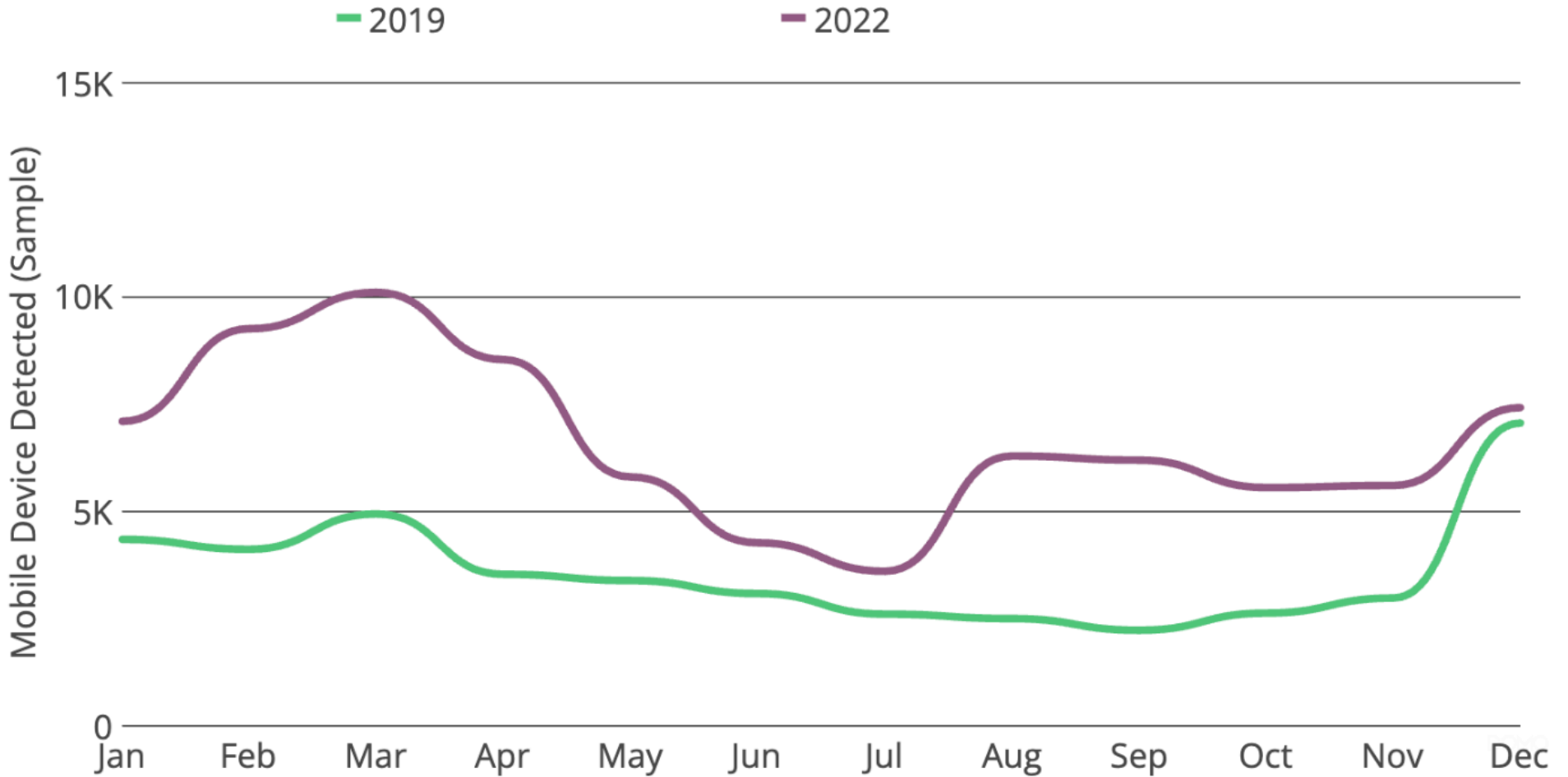


Restaurant/Bar



2022 VISITATION SUMMARY

TRIPS TO LA PAZ COUNTY BY MONTH



Source: Near

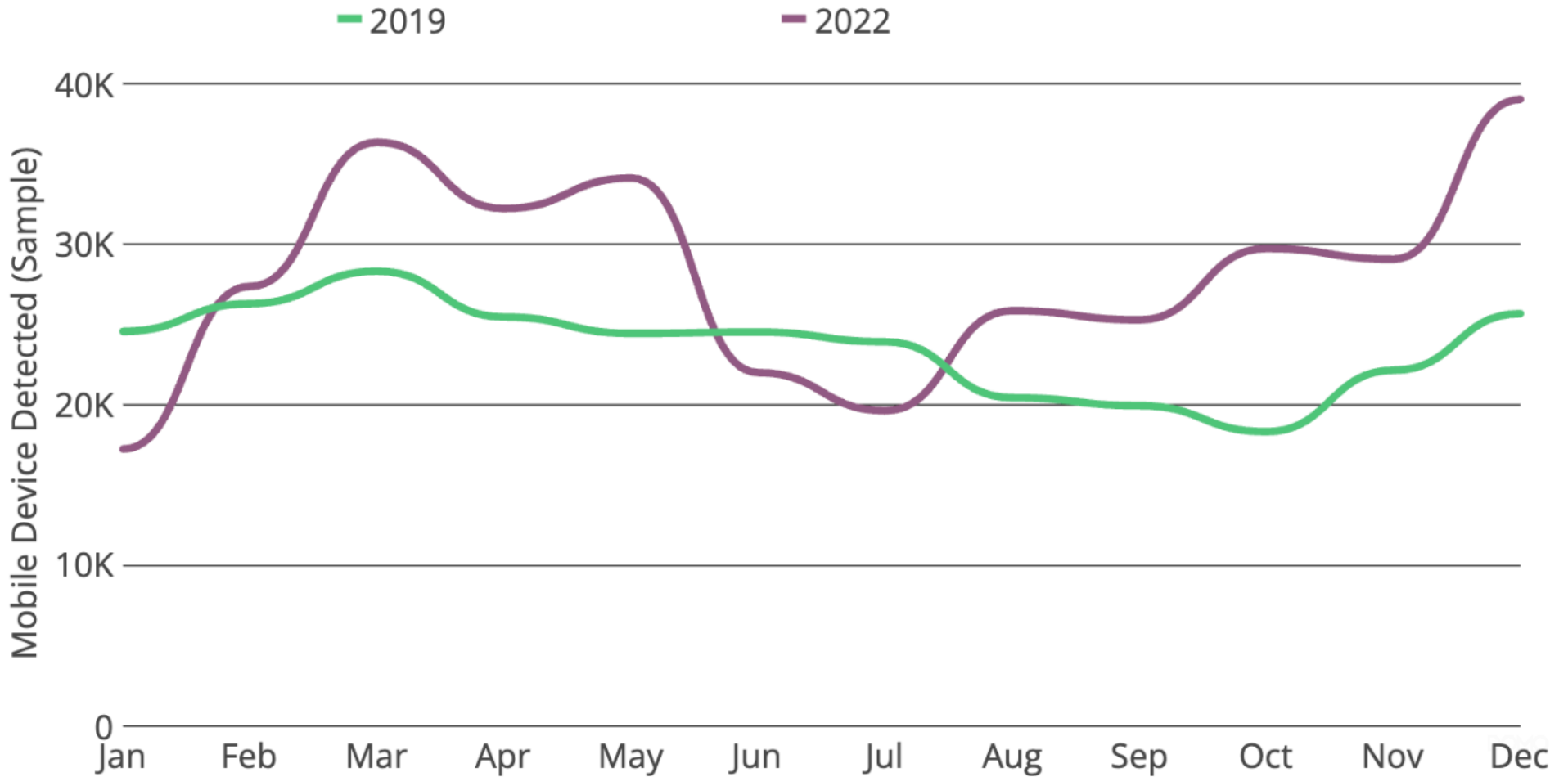
2022 VISITATION SUMMARY

TOP ORIGIN MARKETS FOR OVERNIGHT STAYS | LA PAZ COUNTY

Origin DMA	% Total Visitation	Repeat Visitor Ratio	Average Time in Destination
Phoenix, AZ	32%	71%	2.5
Los Angeles, CA	21%	76%	3.7
Palm Springs, CA	9%	77%	3.0
Yuma, AZ-El Centro, CA	2%	75%	3.1
Tucson (Sierra Vista), AZ	2%	73%	4.4
Las Vegas, NV	2%	80%	3.3
San Diego, CA	2%	71%	2.9
Sacramento-Stockton-Modesto, CA	2%	72%	5.6
Dallas-Ft. Worth, TX	1%	74%	5.4
Fresno-Visalia, CA	1%	71%	5.1

2022 VISITATION SUMMARY

TRIPS TO MOHAVE COUNTY BY MONTH



Source: Near

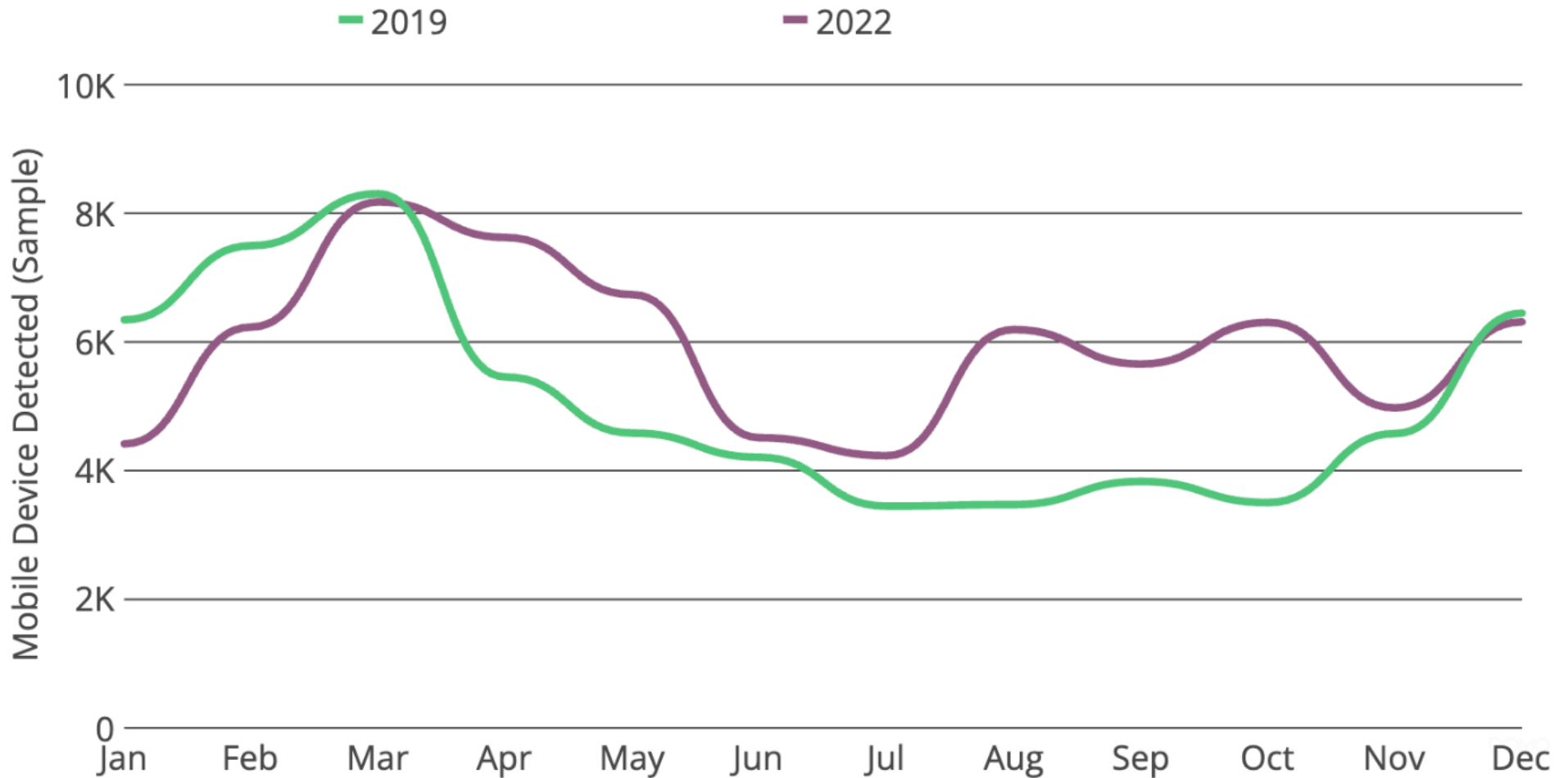
2022 VISITATION SUMMARY

TOP ORIGIN MARKETS FOR OVERNIGHT STAYS | MOHAVE COUNTY

Origin DMA	Visitor Share	Repeat Visitor Ratio	Average Time in Destination
Phoenix, AZ	60%	84%	5.0
Las Vegas, NV	7%	78%	4.2
Los Angeles, CA	7%	50%	5.3
Salt Lake City, UT	4%	56%	5.1
Palm Springs, CA	2%	46%	5.4
Albuquerque-Santa Fe, NM	1%	53%	6.9
Tucson (Sierra Vista), AZ	1%	57%	6.7
Denver, CO	1%	38%	6.6
San Diego, CA	1%	40%	5.6
Dallas-Ft. Worth, TX	1%	40%	6.7

2022 VISITATION SUMMARY

TRIPS TO YUMA COUNTY BY MONTH



Source: Near

2022 VISITATION SUMMARY

TOP ORIGIN MARKETS FOR OVERNIGHT STAYS | YUMA COUNTY

Origin DMA	Visitor Share	Repeat Visitor Ratio	Average Time in Destination
Phoenix, AZ	37%	74%	4.0
San Diego, CA	7%	69%	3.6
Los Angeles, CA	7%	43%	6.5
Yuma, AZ-El Centro, CA	4%	77%	4.0
Tucson (Sierra Vista), AZ	3%	61%	5.9
Palm Springs, CA	3%	73%	4.2
Las Vegas, NV	1%	55%	6.1
Salt Lake City, UT	1%	50%	6.5
Albuquerque-Santa Fe, NM	1%	62%	6.6

THANKS!



x

ARIZONA
OFFICE OF TOURISM