



2023 ARIZONA VISITATION CHARTS

ARIZONA VISITATION DATA AT-A-GLANCE			
METRIC	2023	2022	'22 - '23 Change
Domestic Overnight Visitation	40.88 million	40.19 million	+1.7%
International Overnight Visitation	4.2 million	3.6 million	+20%
Visitor Spending	\$29.3 billion	\$28.1 billion	+4.3%
Jobs	187,000	179,100	+4.4%
Tax Revenue	\$4.2 billion	\$3.9 billion	+7%
Earnings	\$8.5 billion	\$7.9 billion	+7.6%

Data Note: Details may not add due to rounding. Percentage change calculated on unrounded data.

2023 REGIONAL DOMESTIC OVERNIGHT VISITATION		
Phoenix & Central	19.2 million	
Northern	8.8 million	
North Central	7.5 million	
West Coast	7.7 million	
Tucson & Southern	6.2 million	

Data Note: Volume estimates are based on survey data. These data can vary from year to year.

TOP VISITOR ORIGIN STATES	
	2023
Arizona	11.7 million
California	8.5 million
Texas	2.6 million
New York	2.2 million
Florida	1.2 million
Illinois	1.2 million

AZ TOURISM TAX REVENUES GENERATED			
	2023	2022	Change
Federal	\$1.7 billion	\$1.58 billion	+8.4%
State	\$1.15 billion	\$1.1 billion	+6.4%
Local	\$1.31 billion	\$1.3 billion	+5.7%
Total	\$4.2 billion	\$3.9 billion	+7%

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