

The Economic Impact of Travel

Arizona

Calendar Year 2023p
State, Regional, & County Impacts

May 2024

PREPARED FOR
Arizona Office of Tourism



Page intentionally blank



The Economic Impact of Travel in Arizona

Calendar Year 2023p
State, Regional, & County Impacts

Arizona Office of Tourism

5/27/2024

PRIMARY RESEARCH CONDUCTED BY

Dean Runyan Associates
833 SW 11th Avenue Suite 920
Portland, Oregon 97205

Table of Contents

Introduction.....	5
National Impacts.....	6
National Spending.....	7
International Spending.....	8
National Employment.....	9
State Impacts.....	10
Summary.....	11
Spending.....	12
Direct Spending (Inflation Adjusted).....	13
Visitor Spending by Commodity.....	14
Visitor Spending by Accommodation Type.....	14
Lodging Sales.....	15
Earnings.....	16
Employment.....	17
Tax Receipts.....	18
Impacts Summary.....	22
Impacts, Detailed (Spending).....	23
Impacts, Detailed (Earnings, Employment, Tax Receipts).....	24
Origin.....	25
Travel GDP.....	26
GDP Export Industries.....	27
GDP Production & Import Taxes.....	28
Secondary Effects.....	29
Secondary Earnings.....	30
Secondary Employment.....	31
Region Impacts.....	32
County Impacts.....	48
Glossary.....	87
Methodology.....	88

Introduction

Introduction

Purpose of the Report

This report was commissioned by the Arizona Office of Tourism to assess the economic impact of travel to the state of Arizona. The travel industry represents an important component of Arizona's economy. Spending associated with travel in Arizona generates earnings, employment and taxes throughout the state. Many counties in Arizona contain attractive travel destinations and count the travel industry as a primary economic industry in their area. This report describes the economic activity associated with travel throughout the state, detailing important trends within the industry.

How to Use the Report

This report brings together data collected from many sources, both public and private, that are relevant to the measurement of travel throughout Arizona. Our analysis synthesizes the data and generates estimates for the impact of travel to counties in the state. We encourage the reader of this report to use the table of contents to navigate to the section of the report that is relevant to their concerns and to reach out to Dean Runyan Associates with any questions on further detail or clarification.

2023 Considerations

While inflation has been a significant factor in increased travel spending across the state since 2020, the year 2023 marked a significant drop in inflation rates. Notably, the transportation sector even experienced deflation during this period, which is largely attributed to lower gasoline prices rather than a reduction in miles journeyed by travelers.



Spending, Employment, Earnings, and Taxes are the key metrics to measure the economic impacts of travel.

What are travel impacts?

Travel impacts measure the economic activity associated with the activity of travel within a region. As travel is a broad activity that encompasses many other activities (transportation, lodging, eating & drinking, recreational activities, etc.), it is necessary to make estimates for each of the composite elements of travel in order to arrive at a total number. Reporting on travel impacts allows decision-makers to benchmark the travel industry against other local industries, gain insight on the makeup of traveler activity in their region, and communicate clearly to stakeholders the relevance of the traveler economy to their region.



National Impacts

2023p

National / Summary

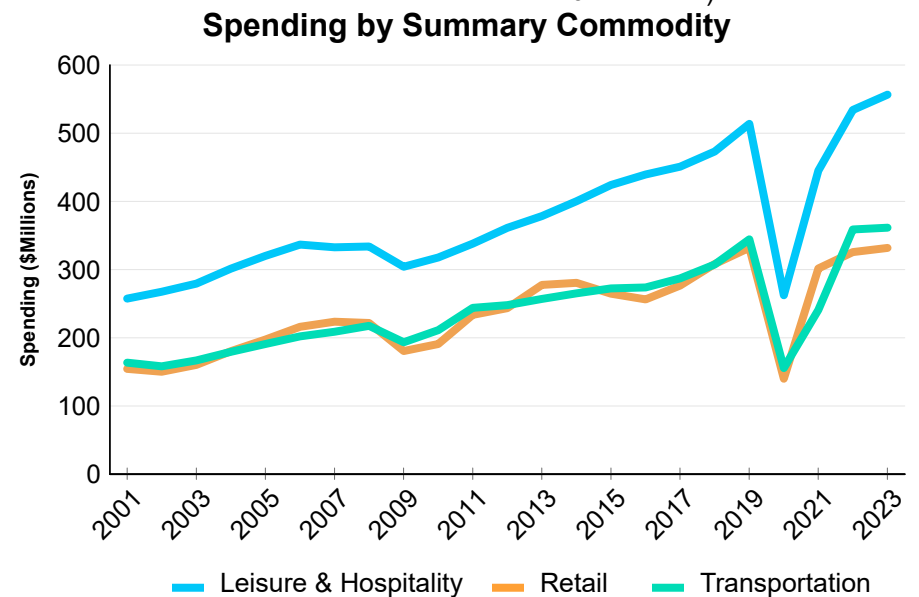
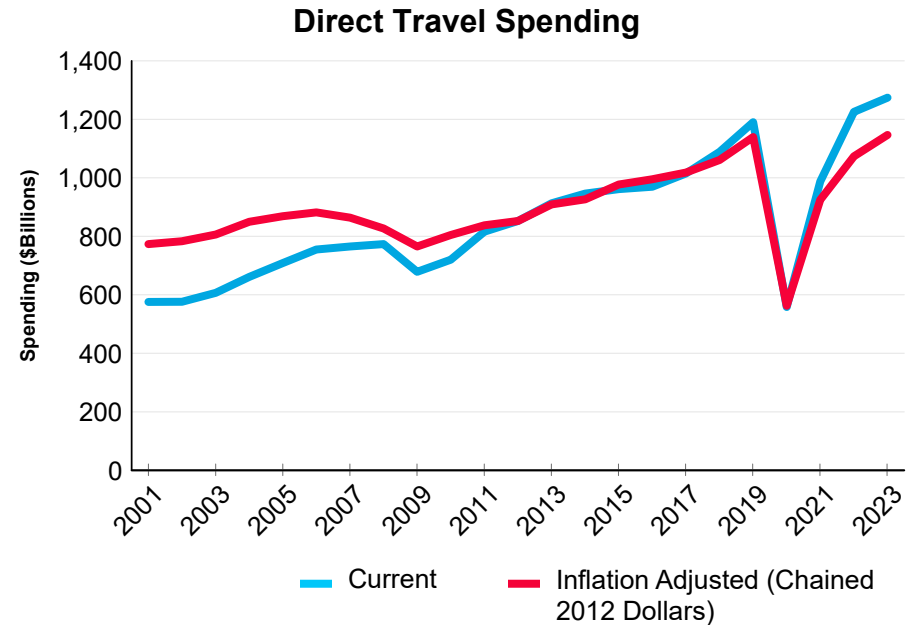
U.S. Travel Impacts, 2023p

The COVID-19 pandemic brought economic disruption to almost all sectors of the U.S. economy in 2020, but few industries were as hard-hit as travel. The combination of economic instability and health and safety measures in the U.S. led to a large reduction in the demand for such services, with total travel spending declining by 47% (-\$632B) in 2020. In 2023 travel activity continued the recovery expansion that began in the latter half of 2020, increasing 4% over 2022 and exceeding 2019's pre-pandemic spending by 7%. When adjusted for inflation, travel spending in 2023 is 0.5% higher than 2019.

National spending on travel and tourism was \$1.3 trillion in 2023, with Leisure & Hospitality categories accounting for 45% of that total

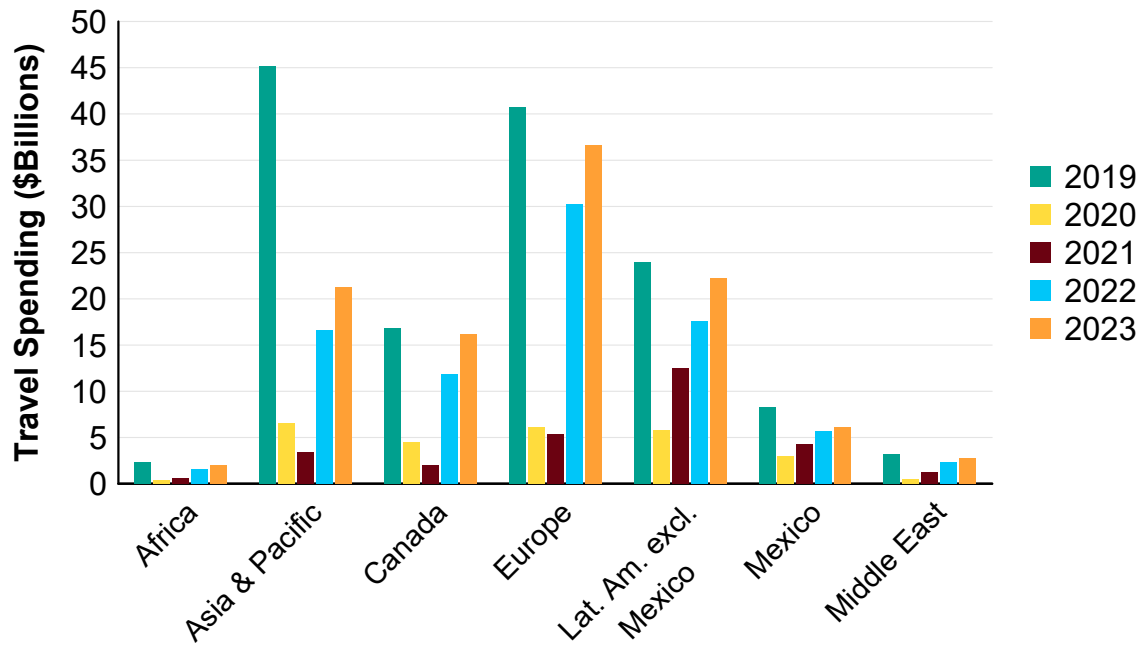
The U.S. travel industry **expanded \$48 billion or 4% in 2023** compared to the previous year, exceeding pre-pandemic output by 7%.

Note: 2022 and 2023 national data are Dean Runyan Associates estimates based on Bureau of Economic Analysis (BEA) Travel and Tourism Satellite Account data from 2021 and available annual industry trends for 2022 and 2023.



National / Summary

International Spending, 2023p



Despite international spending showing a significant increase of 28% compared to 2022, **spending still lags 2019 levels by 12%**. In 2023 the Asia & Pacific region, which was the largest contributor to international travel spending in 2019, only spent 53% of its 2019 levels.

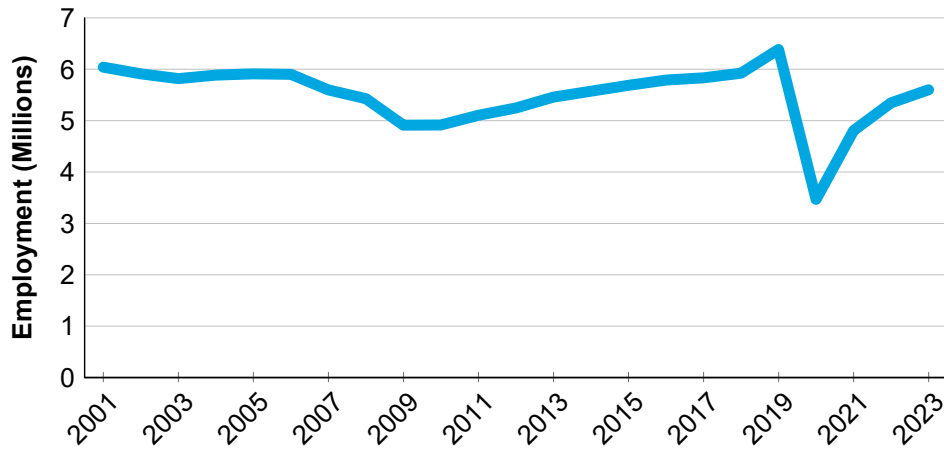
Sources: Dean Runyan Associates, Bureau of Economic Analysis

Note: Our estimates of international travel spending do not include expenditures for health-related, education-related or border-worker travel activity.



National / Summary

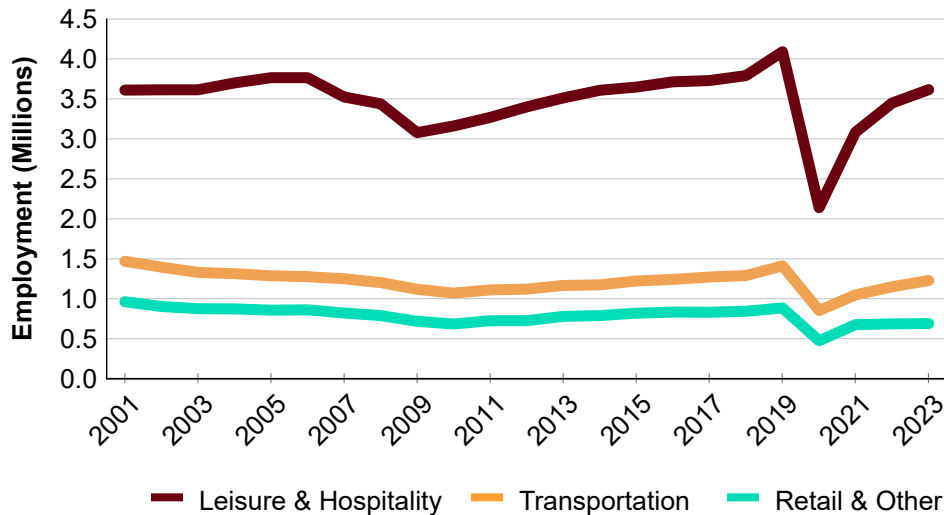
U.S. Travel Industry Direct Employment



Travel industry employment continues to recover nationally. Approximately **250,000 jobs were gained in 2023**, a year-over-year **increase of 5%**.

Sources: Bureau of Economic Analysis, Dean Runyan Associates

U.S. Travel Industry Employment by Sector



Employment in the **Leisure & Hospitality sector increased in 5% 2023** but remains 11% below 2019 levels.

Sources: Bureau of Economic Analysis, Dean Runyan Associates



State Impacts

2023p

Introduction

Introduction

Purpose of the Report

This report was commissioned by the Arizona Office of Tourism to assess the economic impact of travel to the state of Arizona. The travel industry represents an important component of Arizona's economy. Spending associated with travel in Arizona generates earnings, employment and taxes throughout the state. Many counties in Arizona contain attractive travel destinations and count the travel industry as a primary economic industry in their area. This report describes the economic activity associated with travel throughout the state, detailing important trends within the industry.

How to Use the Report

This report brings together data collected from many sources, both public and private, that are relevant to the measurement of travel throughout Arizona. Our analysis synthesizes the data and generates estimates for the impact of travel to counties in the state. We encourage the reader of this report to use the table of contents to navigate to the section of the report that is relevant to their concerns and to reach out to Dean Runyan Associates with any questions on further detail or clarification.

2023 Considerations

While inflation has been a significant factor in increased travel spending across the state since 2020, the year 2023 marked a significant drop in inflation rates. Notably, the transportation sector even experienced deflation during this period, which is largely attributed to lower gasoline prices rather than a reduction in miles journeyed by travelers.



Spending, Employment, Earnings, and Taxes are the key metrics to measure the economic impacts of travel.

What are travel impacts?

Travel impacts measure the economic activity associated with the activity of travel within a region. As travel is a broad activity that encompasses many other activities (transportation, lodging, eating & drinking, recreational activities, etc.), it is necessary to make estimates for each of the composite elements of travel in order to arrive at a total number. Reporting on travel impacts allows decision-makers to benchmark the travel industry against other local industries, gain insight on the makeup of traveler activity in their region, and communicate clearly to stakeholders the relevance of the traveler economy to their region.

Arizona / Summary

Direct Travel Impacts, 2023p



4.5% Increase in Travel Spending

Travel spending in Arizona increased 4.5% from \$28.1 billion in 2022 to \$29.3 billion in 2023.



8,950 Jobs Gained

Direct travel-generated employment gained approximately 8,950 jobs in 2023, a 5.0% increase in employment compared to 2022.



9.6% Growth in Travel Earnings

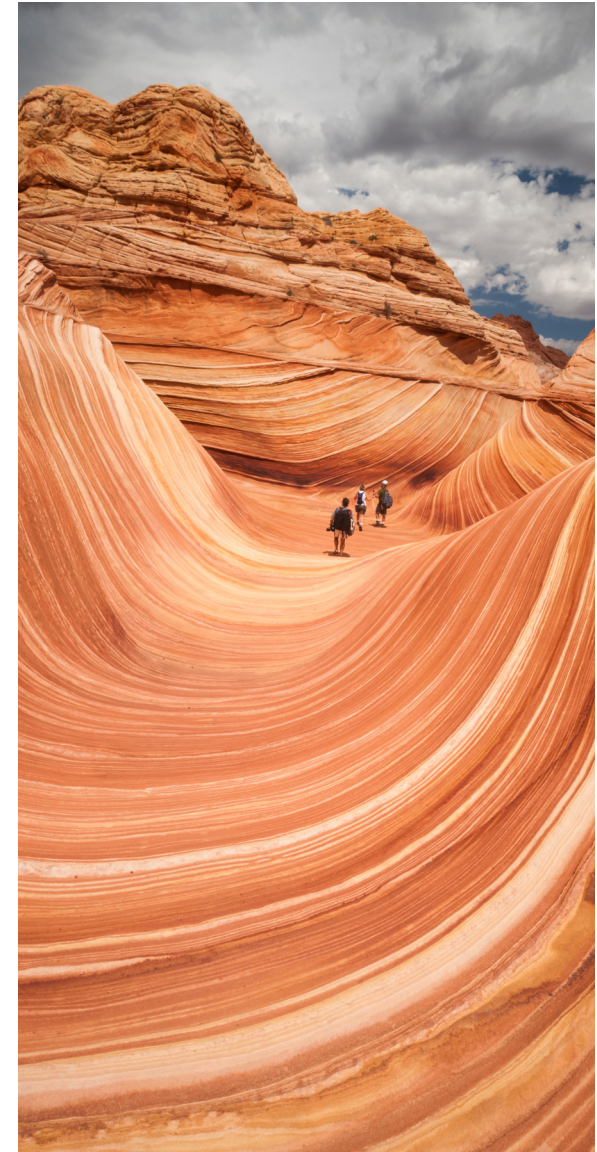
Direct travel-generated earnings experienced a gain of \$747 million, a 9.6% increase compared to 2022.



7.0% Increase in Tax Revenue

Tax receipts generated by travel spending are up 7.0% compared to 2022. State and local taxes both experienced moderate expansion in 2023, growing 6.4% and 5.7% respectively. Federal tax receipts grew by 8.4%.

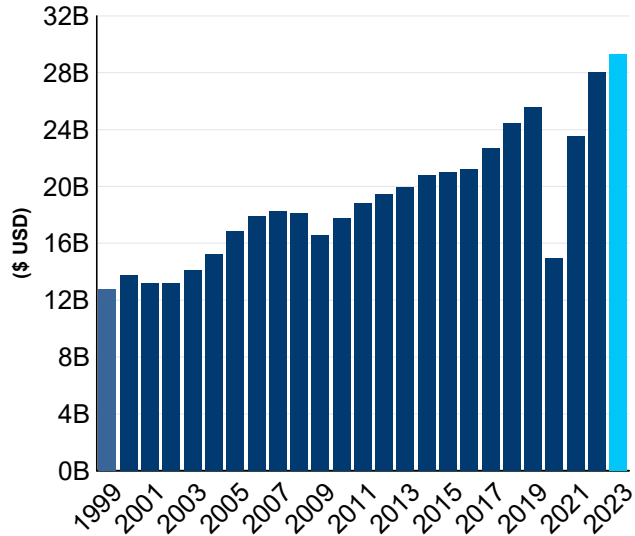
Note: These estimates for Arizona are subject to revision when more complete or additional data becomes available.



Arizona / Spending

Direct Travel Spending

Direct travel spending increased by \$1.3 billion in 2023.

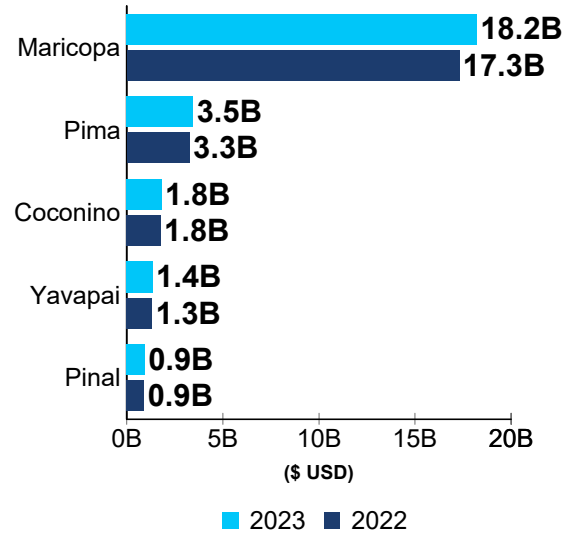


In 2023, travel spending in Arizona grew to \$29.3 billion, a 4.5% increase from the prior year.

From 2014-2023, Arizona travel spending grew at an annual rate of 3.9%.



Direct travel spending increases in top 5 counties.



All 5 of the counties that generate the highest travel spending in Arizona grew in 2023. The growth rate of the top 5 counties was 5.0%, compared to a growth rate of 4.5% for the state as a whole. Visitors spent approximately \$18.2 billion in Maricopa county alone in 2023, 62.1% of the state total.



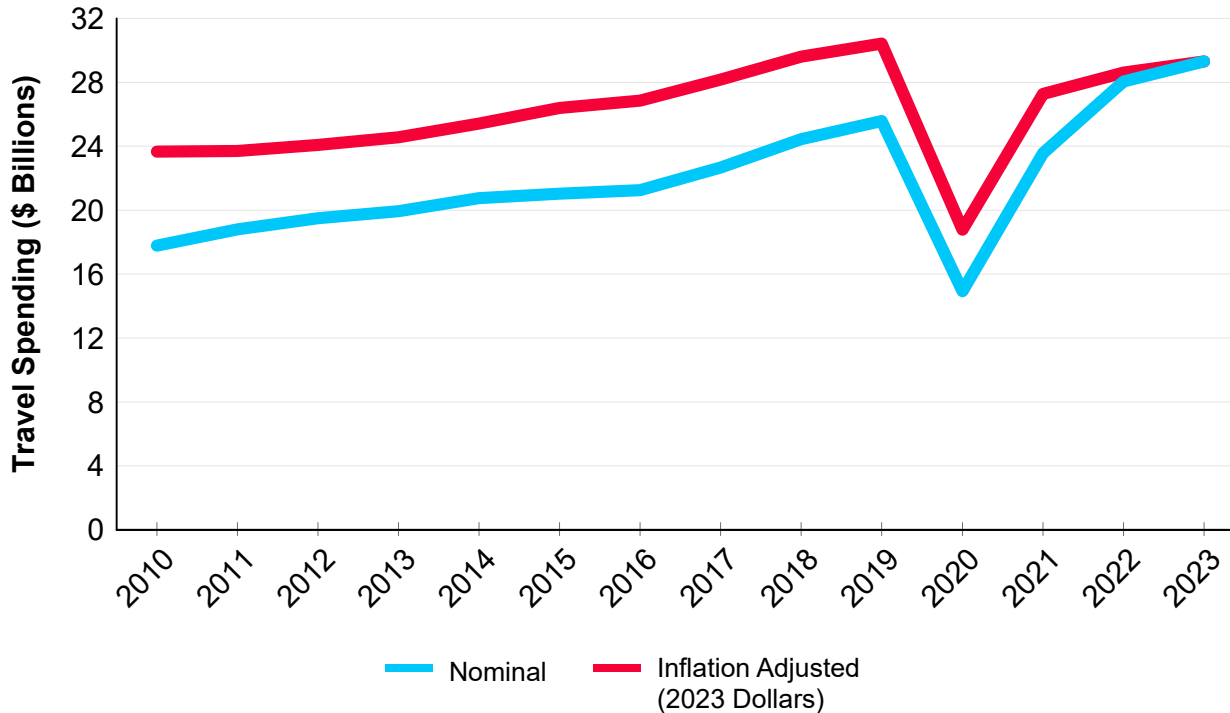
$$\text{Destination} + \text{Other Travel} = \text{Direct Travel Spending}$$

What is direct travel spending?

Direct travel spending includes both destination spending and other spending. **Destination spending** refers to all spending on goods and services by visitors at the destination. **Other travel spending** refers to expenditures at travel arrangement companies located in Arizona, convention and trade show operations, and spending on air by residents to leave the state for travel elsewhere. These expenditures directly support the travel industry in Arizona but are not considered visitor spending in our methodology.

Arizona / Spending

Direct Spending / Current and Inflation-Adjusted Dollars



Inflation-adjusted direct travel spending was 2.4% higher in 2023 compared to the previous year and 3.6% less than direct spending in 2019. In nominal dollars travel spending was 14.6% higher than in 2019.

Sources: Bureau of Labor Statistics CPI, Dean Runyan Associates

How does inflation affect the travel industry?

Inflation is the rate of increase in prices of goods and services. An increase in the rate of inflation translates into reduced purchasing power for consumers. To track the quantity of goods and services that consumers purchase when they travel, we report the “Inflation Adjusted” travel spending in the chart to the left. This is also known as “real” spending, as it shows the quantity of goods and services that were purchased while keeping the purchasing power constant across time.

U.S. CPI (annual % chg.)

2022: 8.0%

2023: 4.1%

Target: 2% Annually



Arizona 2023 Selected Prices (% Chg.)

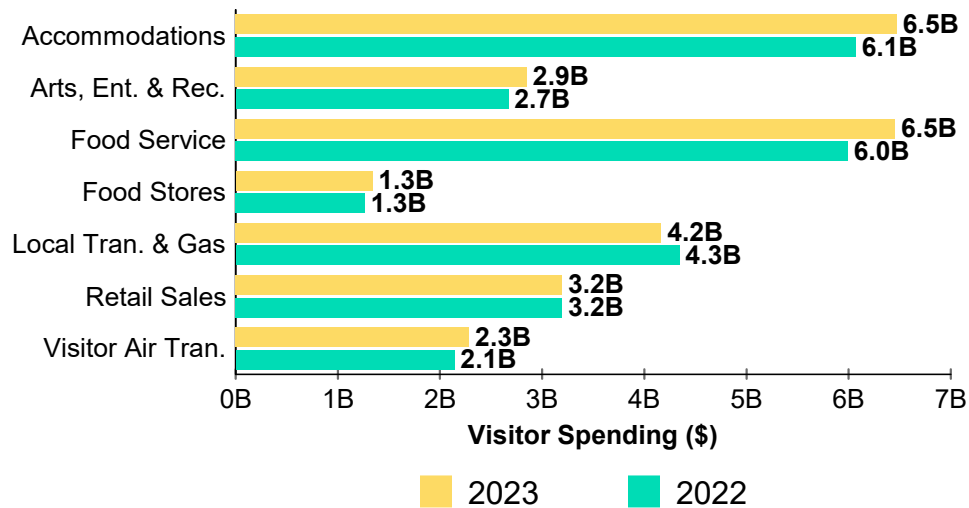
Hotel & STVR Room Rates: 6%

Gasoline Prices: -7%

Air Fares: -1%

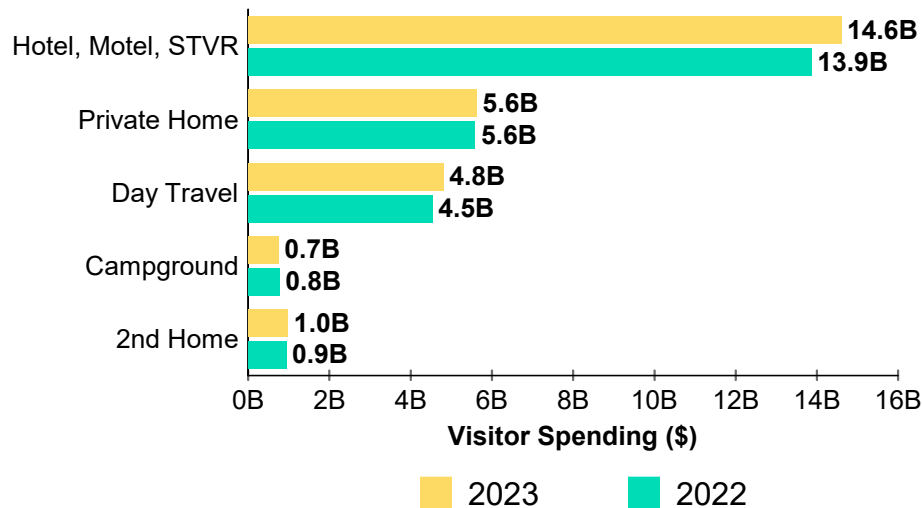
Arizona / Spending

Visitor Spending by Commodity Purchased



Spending on **Accommodations** was \$6.5 billion in 2023, a **6.6%** increase compared to 2022. Spending on **ground transportation and gasoline declined 4.1%**, influenced by lower fuel prices compared to 2022.

Visitor Spending by Accommodation Type



Visitors who stayed in a Hotel, Motel, or Short Term Vacation Rental (STVR) spent a combined \$14.6 billion in 2023, **up 5.3%** compared to 2022. This category of visitor **accounts for approximately 55% of visitor spending** in Arizona.

Sources: Dean Runyan Associates, Omnitrak Group LLC., STR LLC., KeyData Dashboard, AirDNA, Census Bureau, Bureau of Labor Statistics CPI, Arizona Department of Revenue.



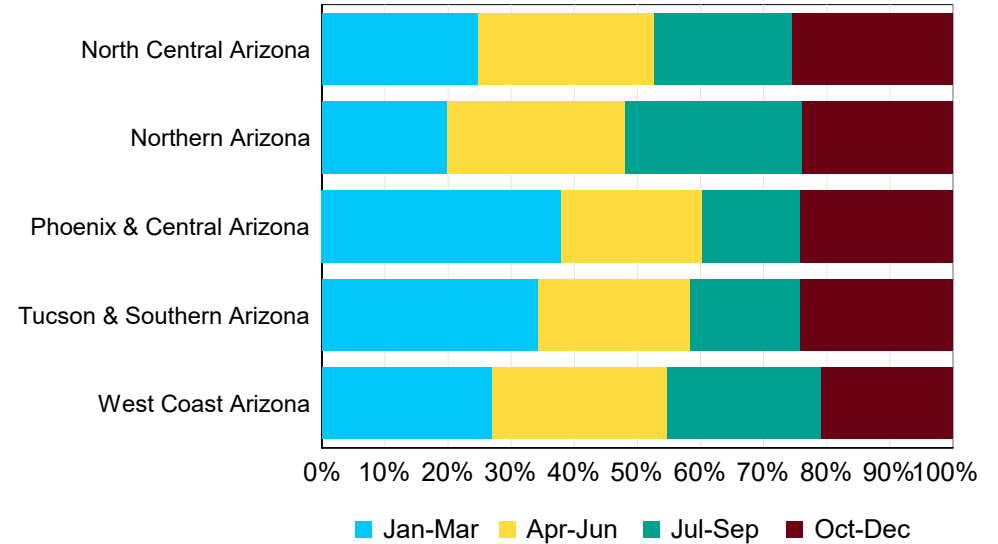
Arizona / Spending

Seasonal & Regional Lodging Sales

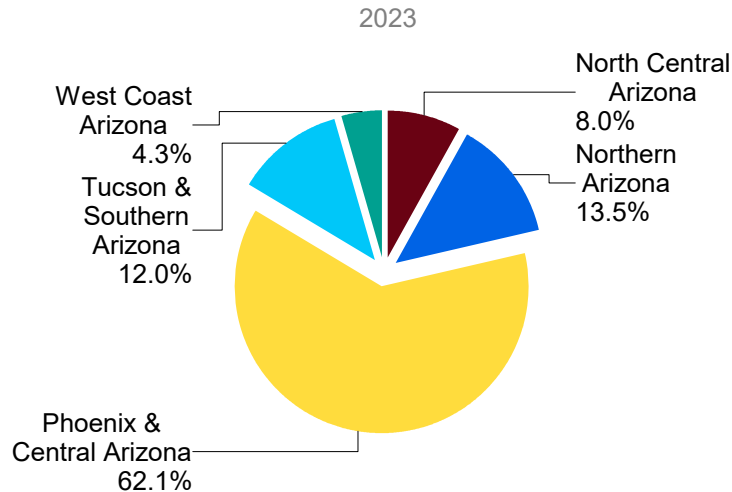
Lodging sales are a strong indicator to seasonal travel patterns in the Arizona tourism industry. Lodging sales of the Phoenix and Central Arizona region area are greater than the four other regions combined (62.1%).

The Northern Arizona region includes Apache, Coconino, and Navajo counties. The West Coast region includes La Paz, Mohave, and Yuma counties. The North Central region includes Gila and Yavapai counties. The Phoenix and Central Arizona region includes Maricopa and Pinal counties. The Tucson and Southern Arizona region includes Cochise, Graham, Greenlee, Pima, and Santa Cruz counties.

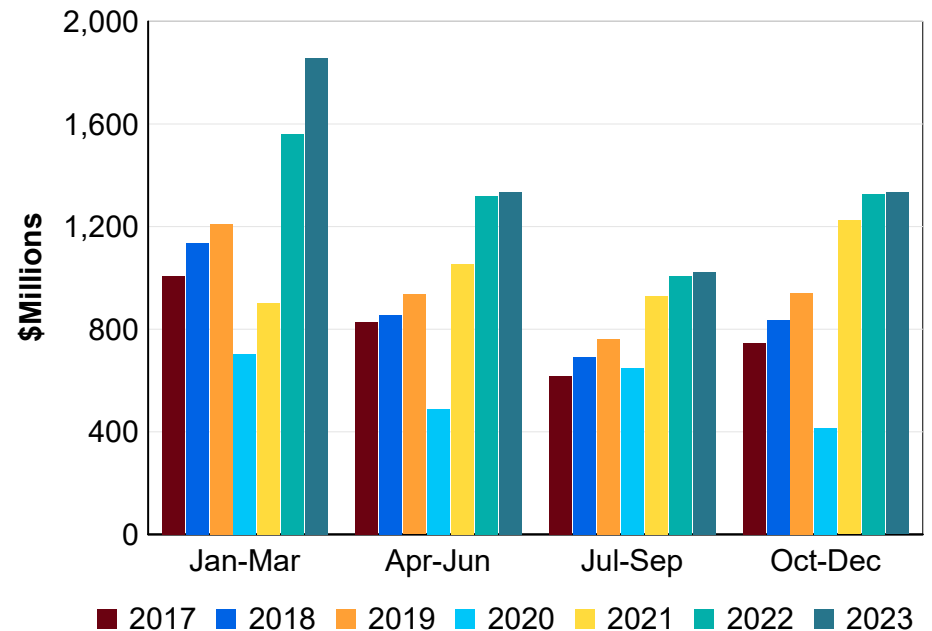
Taxable Lodging Sales by Region and Quarter, 2023



Regional Shares of Arizona Taxable Lodging Sales



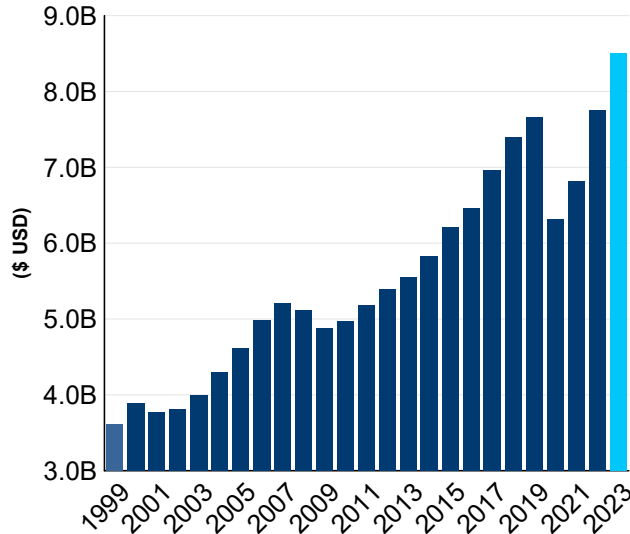
Arizona Taxable Lodging Sales by Quarter



Arizona / Earnings

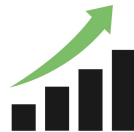
Direct Travel-Generated Earnings

Direct travel-generated earnings increased by \$747 million in 2023.

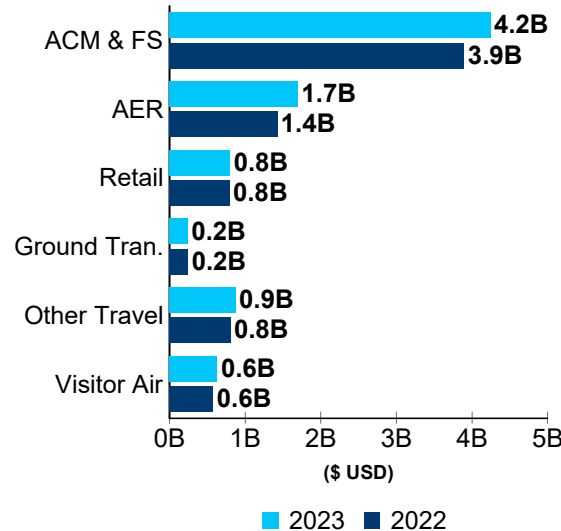


In 2023, direct travel-generated earnings grew to \$8.5 billion, a 9.6% increase from the prior year.

From 2014-2023, Arizona direct travel-generated earnings grew at an annual growth rate of 4.3%.



All sectors of the travel industry show growth.



Accommodation & Food Services (ACM & FS)
Arts, Entertainment, Recreation (AER)

Among the primary sectors that make up the travel industry, Accommodation & Food Services (ACM &FS) grew at 8.9%, and Arts, Entertainment, Recreation (AER) grew by 18.9%.



$$\begin{aligned}
 &(\text{Revenue} - \text{Cost of Goods Sold} - \\
 &\text{Expenses} - \text{Sales Tax}) \\
 &= \\
 &\text{Earnings}
 \end{aligned}$$

What are direct travel-generated earnings?

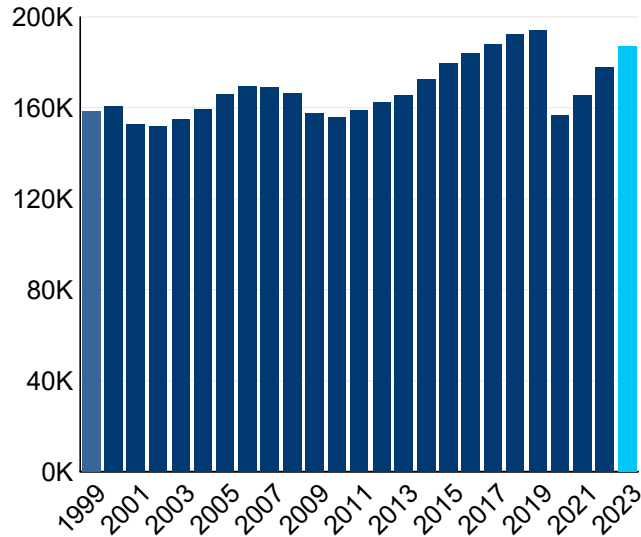
Direct travel-generated earnings represent the total after-point of sale tax income from travel activity. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

Earnings are an important measure of the benefit of the travel industry that flow to proprietors and employees. Because the travel industry is highly labor intensive, much of travel-generated earnings flow to workers in the form of wages as opposed to owners of capital and intellectual property assets.

Arizona / Employment

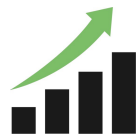
Direct Travel-Generated Employment

Direct travel-generated employment increased by 8,950 jobs in 2023.

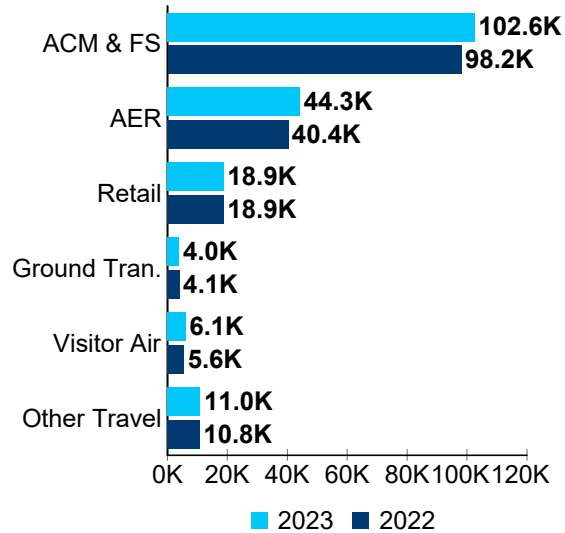


In 2023, direct travel-generated employment totaled 187 thousand jobs, a 5.0% increase from the prior year.

From 2014-2023, Arizona travel employment grew at an annual rate of 0.9%.



Accommodations and Food Services accounted for 65% of the gain.



Accommodation & Food Services (ACM & FS)
Arts, Entertainment, Recreation (AER)

Employment in the Accommodations and Food Services sector totaled 102,630 in 2023, a gain of 4,420 jobs (4.5%) from 2022. The Arts, Entertainment, Recreation (AER) sector grew at the fastest rate (9.6%) compared to the other sectors within the travel industry.

What is direct travel-generated employment?

Direct travel-generated employment refers to the total number of full and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings come from travel-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based on average salaries for employees in the various travel-related industries in Arizona, a total employment number attributable to travel can be reached. Employment figures reflect an annual average level of employment.

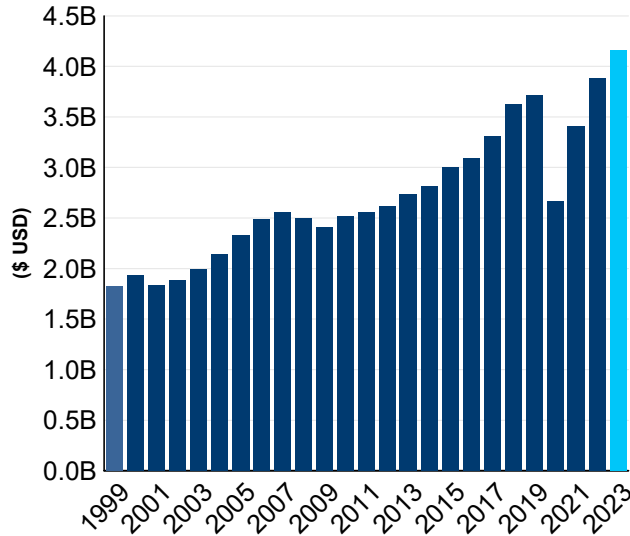


In 2023, every \$1 million in travel-related spending resulted in 6.4 jobs for the industry.

Arizona / Tax Receipts

Direct Travel-Generated Tax Revenue

Direct travel-generated tax revenue increased by \$272 million in 2023.

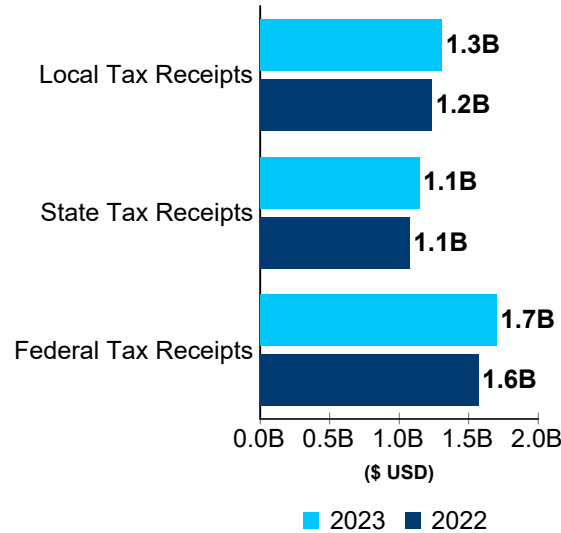


Direct travel-generated tax revenue increased to \$4.2 billion in 2023, a 7.0% increase from the prior year.

From 2014-2023, Arizona tax revenue grew at an annual rate of 4.4%.



Tax revenue increases across state, local, and federal sources.



State tax receipts grew 6.4% compared to 2022 and account for 47% of the combined state and local collections. Local tax receipts grew 5.7% compared to 2022.

What are direct travel-generated tax receipts?

Direct travel-generated tax receipts include state, local and federal taxes related to travel. **State taxes** include lodging taxes, income taxes, motor fuel taxes, and sales taxes. **Local taxes** primarily take the form of sales taxes imposed by cities, counties, and other tax jurisdictions in Arizona. They also include any applicable local lodging tax, and property taxes attributable to employee and business earnings. **Federal taxes** include motor fuel excise taxes, income taxes, and airline ticket taxes.

Arizona / Tax Receipts

State and Local Tax Revenues, FY 2023p

The top pie chart to the right, adapted from the Census Bureau's State and Local Government Finance survey and other data sources, shows the main categories of tax revenue in Arizona. Approximately 75% of revenue is derived from sales taxes and property taxes.

The distribution of taxes generated by the travel industry is shown in the lower pie chart. The categories are the same as the other figure, with the exception that sales tax receipts are distinguished between those generated by visitors directly and those generated by spending of travel industry employees. The travel industry "Other" category includes gaming taxes and passenger facility charges for visitors who travel to Arizona Airports.

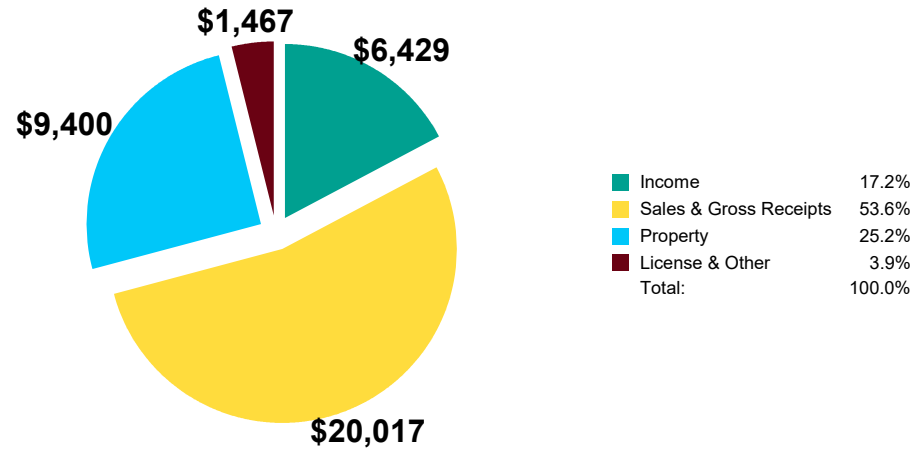
Tax Type	Total	Travel	Percent Travel
Sales & Gross Receipts	\$20,017	\$1,981	9.9%
Property	\$9,400	\$175	1.9%
Income	\$6,429	\$161	2.5%
License & Other	\$1,467	\$66	4.5%
Total Tax Receipts	\$37,312	\$2,384	6.4%

Note: Total refers to all taxes collected in Arizona. 2023 fiscal year estimates were prepared by Dean Runyan Associates.

Source: Dean Runyan Associates, Census Bureau, Arizona Department of Revenue, Bureau of Economic Analysis and a selection of annual financial reports for cities and counties.

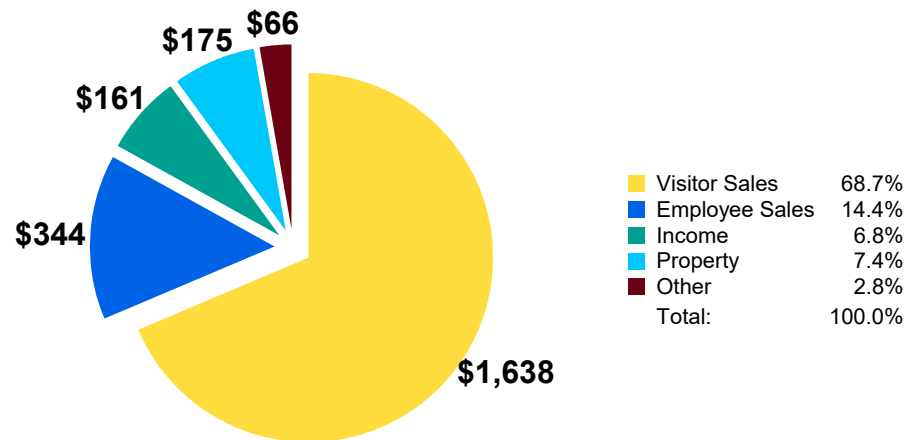
Total State and Local Government Tax Revenues

2023 Fiscal Year (\$Millions)



Travel Industry State and Local Government Tax Revenues

2023 Fiscal Year (\$Millions)



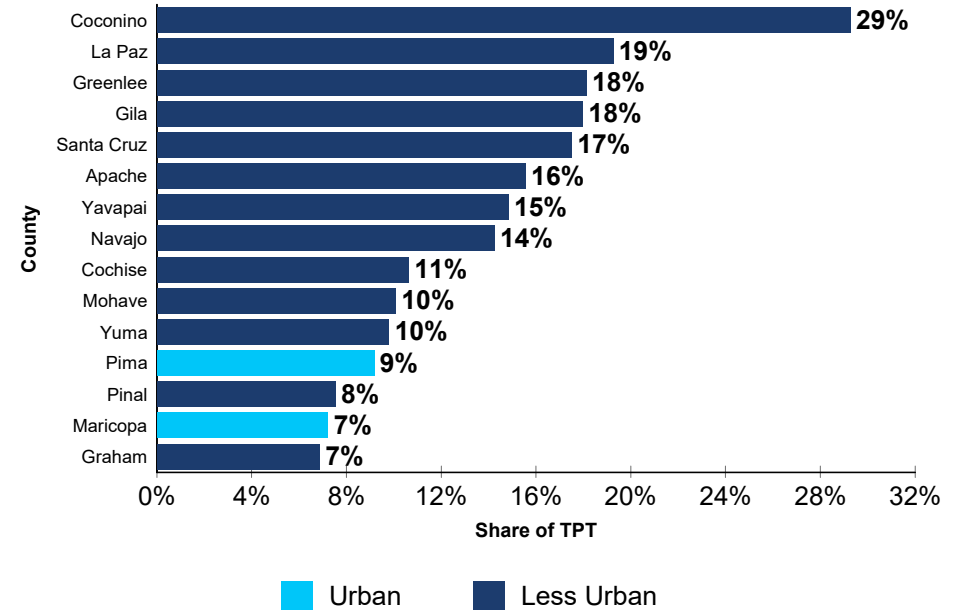
Arizona / Tax Receipts

Total and Visitor-Generated TPT, FY 2023p

County	Total (Millions)	Travel (Millions)	Percent
Apache	\$27.3	\$4.2	15.6%
Cochise	\$113.0	\$12.0	10.6%
Coconino	\$234.8	\$68.7	29.3%
Gila	\$50.8	\$9.1	18.0%
Graham	\$37.4	\$2.6	6.9%
Greenlee	\$3.0	\$0.5	18.1%
La Paz	\$23.4	\$4.5	19.3%
Maricopa	\$7,002.6	\$505.4	7.2%
Mohave	\$257.6	\$26.0	10.1%
Navajo	\$99.9	\$14.2	14.2%
Pima	\$1,171.0	\$107.4	9.2%
Pinal	\$376.6	\$28.4	7.5%
Santa Cruz	\$46.2	\$8.1	17.5%
Yavapai	\$302.5	\$44.9	14.8%
Yuma	\$208.7	\$20.5	9.8%
Arizona	\$9,954.7	\$856.5	8.6%

Note: Total refers to all industries in Arizona.

State Transaction Privilege Tax
Generated by Direct Travel Spending, FY 2023



Source: Arizona Department of Revenue, Dean Runyan Associates

The tax impacts of the travel industry are generally greater for the less urbanized counties in the state. Overall, **travel contributes 8.6% to the statewide sales tax collections.**

Arizona / Tax Receipts

Tax Revenue Generated by Travel per Household, CY 2023p

County	Local (Millions)	State (Millions)	Total (Millions)	Households (000's)	Tax Per Household
Apache	\$4.4	\$6.2	\$10.6	20.6	\$514
Cochise	\$16.2	\$16.2	\$32.4	48.1	\$673
Coconino	\$92.5	\$76.4	\$168.9	50.1	\$3,369
Gila	\$13.2	\$16.3	\$29.5	22.2	\$1,330
Graham	\$3.5	\$3.3	\$6.8	11.8	\$578
Greenlee	\$0.3	\$0.7	\$1.0	3.6	\$270
La Paz	\$7.0	\$7.7	\$14.8	7.5	\$1,963
Maricopa	\$900.6	\$679.4	\$1,580.0	1,692.1	\$934
Mohave	\$32.2	\$34.4	\$66.7	92.1	\$723
Navajo	\$18.0	\$19.1	\$37.1	36.1	\$1,026
Pima	\$81.6	\$145.3	\$226.9	420.8	\$539
Pinal	\$35.6	\$42.3	\$77.9	160.3	\$486
Santa Cruz	\$8.9	\$10.6	\$19.5	16.0	\$1,218
Yavapai	\$68.5	\$55.4	\$123.9	107.2	\$1,155
Yuma	\$26.5	\$31.1	\$57.6	70.1	\$822
Arizona	\$1,309	\$1,145	\$2,453	2,759	\$889

Travel-generated taxes per household range from \$486 in Pinal County to \$3.4 thousand in Coconino County. This wide range in tax benefits reflects the differing levels of importance of travel to counties in Arizona. Statewide, taxes per household have grown 5% year-over-year from \$847 to \$889.

Arizona / Impacts, Summary

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Spending (\$Millions)												
Total	20,762	21,034	21,245	22,679	24,446	25,591	14,930	23,564	28,054	29,320	▲ 4.5%	▲ 14.6%
Other	2,573	2,580	2,628	2,764	2,949	3,050	1,263	1,706	2,373	2,563	▲ 8.0%	▼ -16.0%
Visitor	18,189	18,454	18,617	19,916	21,497	22,541	13,667	21,859	25,681	26,757	▲ 4.2%	▲ 18.7%
Non-transportation	12,683	13,394	13,831	14,701	15,744	16,558	10,809	16,802	19,194	20,306	▲ 5.8%	▲ 22.6%
Transportation	5,506	5,060	4,786	5,215	5,753	5,983	2,858	5,057	6,487	6,451	▼ -0.6%	▲ 7.8%
Earnings (\$Millions)												
Earnings	5,827	6,216	6,464	6,968	7,397	7,667	6,322	6,824	7,755	8,502	▲ 9.6%	▲ 10.9%
Employment (000's)												
Employment	172.7	179.5	184.2	187.9	192.3	194.3	156.7	165.5	178.0	186.9	▲ 5.0%	▼ -3.8%
Tax Revenue (\$Millions)												
Total	2,814	2,999	3,093	3,309	3,625	3,718	2,666	3,406	3,886	4,158	▲ 7.0%	▲ 11.8%
Local	787	856	893	953	1,111	1,116	794	1,081	1,238	1,309	▲ 5.7%	▲ 17.3%
State	796	839	859	933	1,010	1,036	717	981	1,076	1,145	▲ 6.4%	▲ 10.5%
Federal	1,230	1,304	1,341	1,423	1,505	1,566	1,155	1,344	1,572	1,704	▲ 8.4%	▲ 8.8%

Note: Percent change calculated on unrounded figures. All figures represented in nominal terms unless stated otherwise.



Arizona / Impacts, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Direct Travel Spending (\$Millions)												
Destination Spending	18,189	18,454	18,617	19,916	21,497	22,541	13,667	21,859	25,681	26,757	4.2%	18.7%
Other Travel*	2,573	2,580	2,628	2,764	2,949	3,050	1,263	1,706	2,373	2,563	8.0%	-16.0%
TOTAL	20,762	21,034	21,245	22,679	24,446	25,591	14,930	23,564	28,054	29,320	4.5%	14.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	8,399	8,916	9,196	9,941	10,932	11,606	7,188	11,649	13,868	14,600	5.3%	25.8%
Hotel, Motel**								10,710	12,704	13,335	5.0%	14.9%
STVR**								940	1,164	1,265	8.7%	
Private Home	4,420	4,399	4,390	4,643	4,931	5,100	2,361	4,523	5,582	5,622	0.7%	10.2%
Campground	707	664	648	678	723	773	698	703	772	746	-3.4%	-3.5%
2nd Home	737	735	747	770	805	832	814	869	933	983	5.3%	18.0%
Day Travel	3,926	3,739	3,636	3,883	4,106	4,230	2,606	4,114	4,526	4,807	6.2%	13.6%
TOTAL	18,189	18,454	18,617	19,916	21,497	22,541	13,667	21,859	25,681	26,757	4.2%	18.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	2,951	3,303	3,469	3,759	4,127	4,508	3,086	4,809	6,072	6,470	6.6%	43.5%
Food Service	3,947	4,191	4,398	4,730	5,127	5,391	3,450	5,440	5,991	6,453	7.7%	19.7%
Food Stores	985	992	971	1,000	1,021	1,056	680	1,125	1,264	1,338	5.9%	26.7%
Local Tran. & Gas	3,754	3,206	2,927	3,250	3,637	3,688	2,026	3,596	4,344	4,165	-4.1%	12.9%
Arts, Ent. & Rec.	2,217	2,298	2,375	2,486	2,630	2,697	1,801	2,444	2,672	2,851	6.7%	5.7%
Retail Sales	2,583	2,610	2,617	2,727	2,839	2,906	1,792	2,984	3,194	3,194	0.0%	9.9%
Visitor Air Tran.	1,752	1,854	1,859	1,965	2,117	2,295	832	1,462	2,143	2,286	6.7%	-0.4%
TOTAL	18,189	18,454	18,617	19,916	21,497	22,541	13,667	21,859	25,681	26,757	4.2%	18.7%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement, and convention/trade shows.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Arizona / Impacts, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	2,464	2,655	2,785	3,020	3,229	3,373	2,863	3,360	3,899	4,245	8.9%	25.8%
Arts, Ent. & Rec.	1,083	1,129	1,180	1,252	1,356	1,430	1,151	1,249	1,429	1,699	18.9%	18.8%
Retail**	538	566	584	608	634	653	687	735	796	805	1.0%	23.2%
Ground Tran.	160	172	182	207	225	243	203	214	243	242	-0.4%	-0.2%
Visitor Air Tran.	628	704	715	792	816	842	636	544	579	634	9.6%	-24.7%
Other Travel*	954	989	1,018	1,089	1,137	1,126	781	722	809	877	8.4%	-22.2%
TOTAL	5,827	6,216	6,464	6,968	7,397	7,667	6,322	6,824	7,755	8,502	9.6%	10.9%
Travel Industry Employment (Thousand Jobs)												
Accom. & Food Serv.	88.7	92.2	95.1	97.0	99.3	100.0	83.1	89.8	98.2	102.6	4.5%	2.6%
Arts, Ent. & Rec.	39.7	41.3	41.9	43.1	45.0	46.1	34.2	38.1	40.4	44.3	9.6%	-3.9%
Retail**	17.6	18.1	18.4	18.4	18.4	18.3	18.0	18.6	18.9	18.9	-0.1%	3.1%
Ground Tran.	3.9	4.1	4.4	4.9	5.1	5.3	4.2	4.0	4.1	4.0	-2.1%	-25.8%
Visitor Air Tran.	7.6	8.1	8.2	8.4	8.7	8.8	6.4	5.3	5.6	6.1	9.5%	-30.7%
Other Travel*	15.3	15.7	16.1	16.1	15.7	15.7	10.8	9.7	10.8	11.0	2.3%	-30.0%
TOTAL	172.7	179.5	184.2	187.9	192.3	194.3	156.7	165.5	178.0	186.9	5.0%	-3.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	787	856	893	953	1,111	1,116	794	1,081	1,238	1,309	5.7%	17.3%
State Tax Receipts	796	839	859	933	1,010	1,036	717	981	1,076	1,145	6.4%	10.5%
Federal Tax Receipts	1,230	1,304	1,341	1,423	1,505	1,566	1,155	1,344	1,572	1,704	8.4%	8.8%
TOTAL	2,814	2,999	3,093	3,309	3,625	3,718	2,666	3,406	3,886	4,158	7.0%	11.8%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement, and convention/trade shows.

**Retail includes gasoline.



Arizona / Origin

Direct Travel Impacts Origin, 2023p

U.S. residents of states other than Arizona accounted for approximately 60% of all travel spending in Arizona in 2020. Residents of Arizona accounted for 30%, while international visitors accounted for 10% of travel spending in the state. Detailed estimates by visitor residence are reported in the following table for spending, earnings, employment, and tax receipts.

International spending historically has been around 20% of travel spending in Arizona. Global international travel continued to be depressed by the COVID-19 pandemic and associated restrictions.

Category	Arizona	Other US	International	All Visitors
Spending (\$Billions)	8.7	17.5	3.1	29.3
Earnings (\$Billions)	2.4	5.5	0.6	8.5
Employment (000's Jobs)	48.5	122.3	16.1	186.9
Local/State Tax (\$Millions)	564.3	1,653.6	235.6	2,453.5
Federal Tax (\$Millions)	432.6	1,163.7	108.2	1,704.5

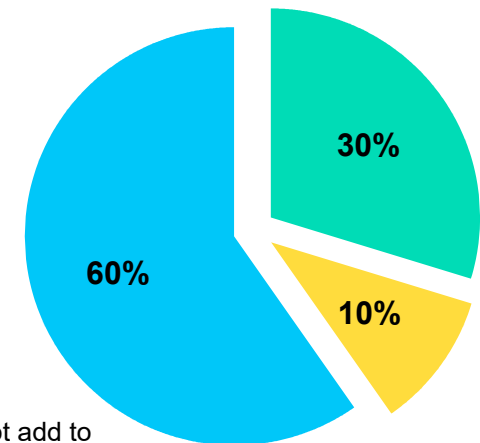
Note: All figures rounded

International spending impacts for Arizona were derived from the U.S. International Transaction estimates from the Bureau of Economic Analysis (BEA) and origin & destination counts from the National Travel and Tourism Office. Other U.S. and travel by Arizona residents is estimated based on domestic visitor profile surveys from Omnitrak. International travel expenditures associated with procuring healthcare and education are excluded from this analysis, as are all expenditures by seasonal international migrant workers.

International Visitor Spending



Travel Spending by Visitor Residence, 2023p



Figures may not add to 100% due to rounding.

Arizona International Other U.S.

Arizona / Travel GDP

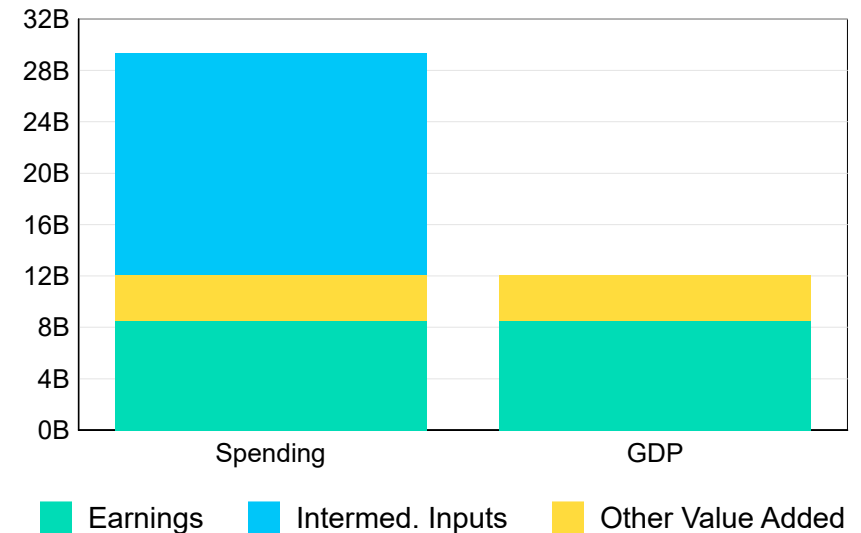
Travel Industry GDP, 2023p

Gross Domestic Product (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations. The relationship between travel spending and the GDP of the Arizona travel industry is shown to the right. Arizona travel industry GDP of \$12.1 billion represents approximately 2.4 percent of the total Arizona GDP.

The estimates represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in Arizona will be delivered by other Arizona firms that are not strictly part of the travel industry. These inputs are sometimes referred to as "indirect" effects. See page 29 for estimates of secondary effects of travel spending.

Travel Spending and GDP of Travel Industry

(\$ Billions)



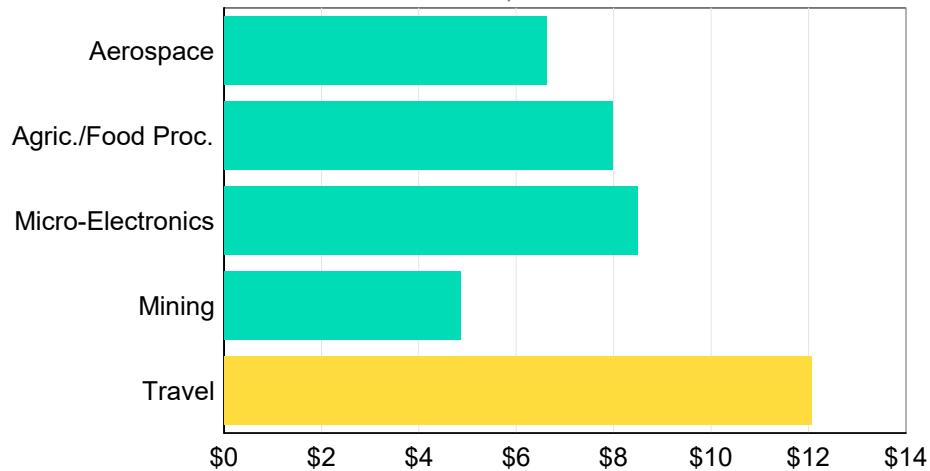
Arizona / Travel GDP

Arizona Export-Oriented Industries, 2023p

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations. Agriculture, extractive industries such as mining, and manufacturing are the best examples of goods-producing export industries. The travel industry is also an export-oriented industry because goods and services are sold to visitors, injecting money into the local economy, as do the exports of other industries.

Arizona Gross Domestic Product

GDP of Selected Export Industries



A comparison of the leading export-oriented industries in Arizona is shown for 2023. Exports are not necessarily more important than locally traded goods and services. However, diverse export-oriented industries in any economy are a source of strength - in part because they generate income that contributes to development of other local services and amenities.

Source: Dean Runyan Associates and Bureau of Economic Analysis. 2023 GDP estimates by Dean Runyan Associates.



Arizona / Travel GDP

Industry Gross Domestic Product and Taxes, CY 2023p

One way to consider the contributions of various industries is to express the tax payments of businesses to government as a percentage of their Gross Domestic Product. Both figures highlight these tax payments for a sample of goods-producing and service sectors in the state, including travel.

TOPI includes most taxes paid by businesses except for income taxes. This is why retail trade and travel have relatively high proportions of tax payments to their corresponding gross domestic products.

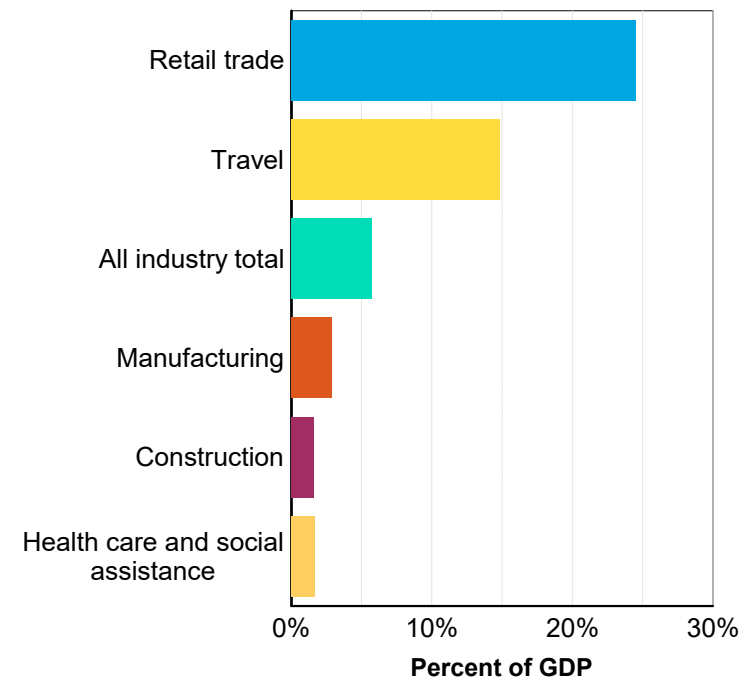
Production & Import Taxes as a Percent of GDP, Selected Industries, 2023 CY

Industry	GDP (Millions)	TOPI (Millions)	Percent
Construction	\$31,064	\$506	1.6%
Health care and social assistance	\$42,452	\$732	1.7%
Manufacturing	\$40,805	\$1,183	2.9%
Retail trade	\$37,865	\$9,280	24.5%
Travel	\$12,073	\$1,797	14.9%
All industry total	\$508,345	\$29,290	5.8%

Source: Bureau of Economic Analysis and Dean Runyan Associates

Note: TOPI denotes taxes on production and imports less subsidies.

Production & Import Taxes as a Percent of GDP



Arizona / Secondary Effects

Travel spending brings money into many Arizona communities in the form of business receipts. Portions of these receipts are spent within the state for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. This re-spending of travel-related revenues creates indirect and induced impacts.

Direct impacts represent effects attributable to traveler expenditures.

Indirect impacts represent effects associated with industries that supply goods and services to the direct businesses.

Induced impacts represent effects of purchases made by employees in both the direct and indirect businesses.

The impacts in this section are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories presented elsewhere in this report. (The specific industries that comprise these groups are listed in Implan/Secondary Effects.)

It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire state of Arizona and do not necessarily reflect economic patterns for individual counties, regions or sub-regions within the state. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.

Largest Secondary Industries, 2023p

Professional Services (24,270 jobs and \$1.6 billion in earnings) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.

Education & Health Services (15,200 jobs and \$1.1 billion in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

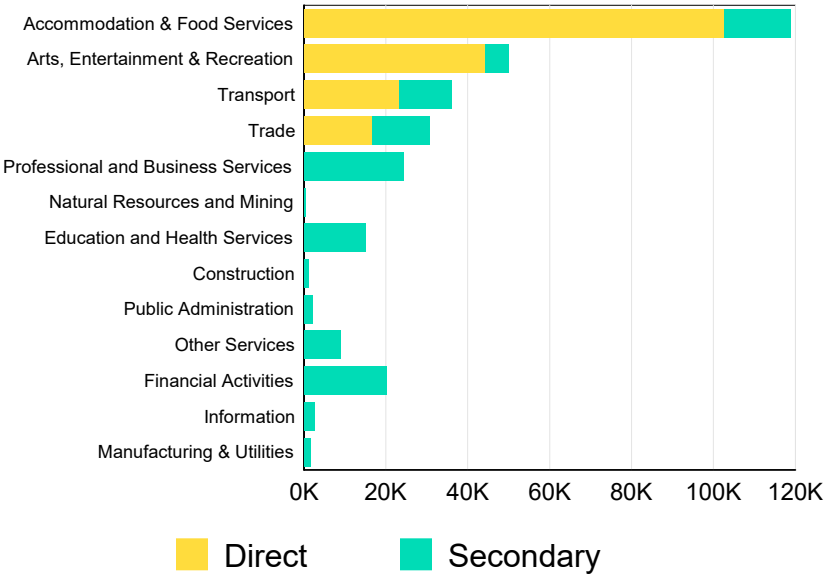
Financial Activities (20,090 jobs and \$1.1 billion in earnings) Both businesses and individuals make use of banking and insurance institutions.

Other Services (9,000 jobs and \$479 million in earnings) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance, and business services.

Arizona / Secondary Effects

Total Employment, 2023p

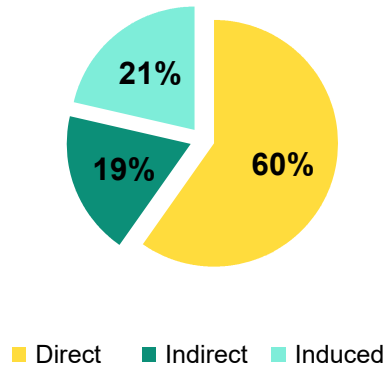
Direct & Secondary Employment



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	102,630	7,330	8,800	16,130	118,770
Arts, Entertainment & Recreation	44,280	3,930	1,920	5,850	50,130
Transport	23,360	9,150	3,650	12,810	36,160
Trade	16,630	2,310	11,860	14,170	30,810
Professional and Business Services	0	16,750	7,510	24,270	24,270
Natural Resources and Mining	0	220	280	500	500
Education and Health Services	0	370	14,830	15,200	15,200
Construction	0	600	510	1,110	1,110
Public Administration	0	1,380	790	2,170	2,170
Other Services	0	2,650	6,350	9,000	9,000
Financial Activities	0	11,420	8,670	20,090	20,090
Information	0	1,540	1,100	2,640	2,640
Manufacturing & Utilities	0	980	700	1,680	1,680
All Industries	186,910	58,640	66,970	125,610	312,520

Values may not add to totals due to rounding.

Share of Total Employment





MOST DIRECT JOBS
Accommodation & Food Services



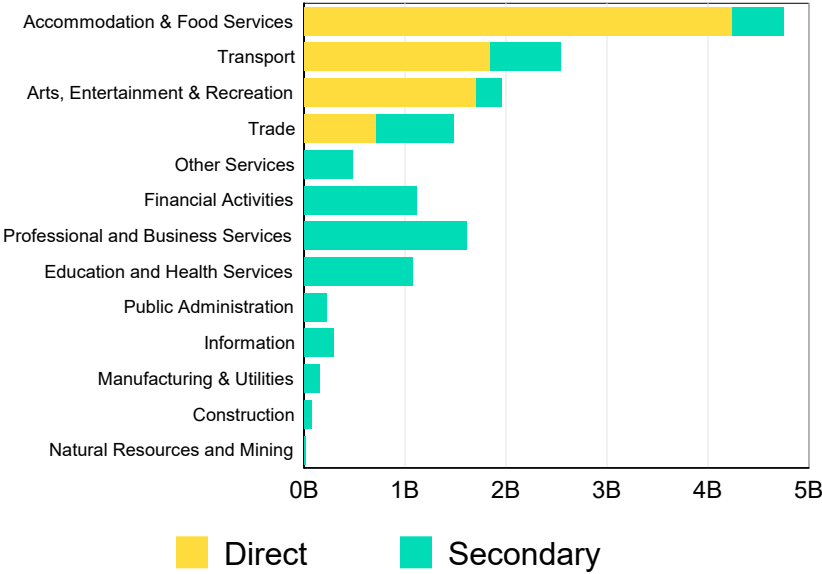
MOST SECONDARY JOBS
Professional & Business Services



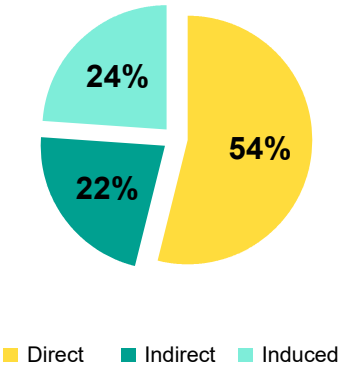
Arizona / Secondary Effects

Total Earnings, 2023p

Direct & Secondary Earnings



Share of Total Earnings



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	4,245	244	269	514	4,758
Transport	1,843	539	162	701	2,544
Arts, Entertainment & Recreation	1,699	186	70	256	1,955
Trade	715	177	594	771	1,486
Other Services	0	164	314	479	479
Financial Activities	0	589	527	1,116	1,116
Professional and Business Services	0	1,122	494	1,616	1,616
Education and Health Services	0	20	1,056	1,076	1,076
Public Administration	0	145	80	225	225
Information	0	183	108	291	291
Manufacturing & Utilities	0	96	62	159	159
Construction	0	39	33	72	72
Natural Resources and Mining	0	9	13	21	21
All Industries	8,502	3,514	3,782	7,296	15,798

Values may not add to totals due to rounding. Figures in \$Millions



MOST DIRECT EARNINGS
Accommodation & Food Services



MOST SECONDARY EARNINGS
Professional & Business Services



Region Impacts

2023p

Tourism Regions

North Central Arizona

Gila
Yavapai

Northern Arizona

Apache
Coconino
Navajo

Phoenix & Central Arizona

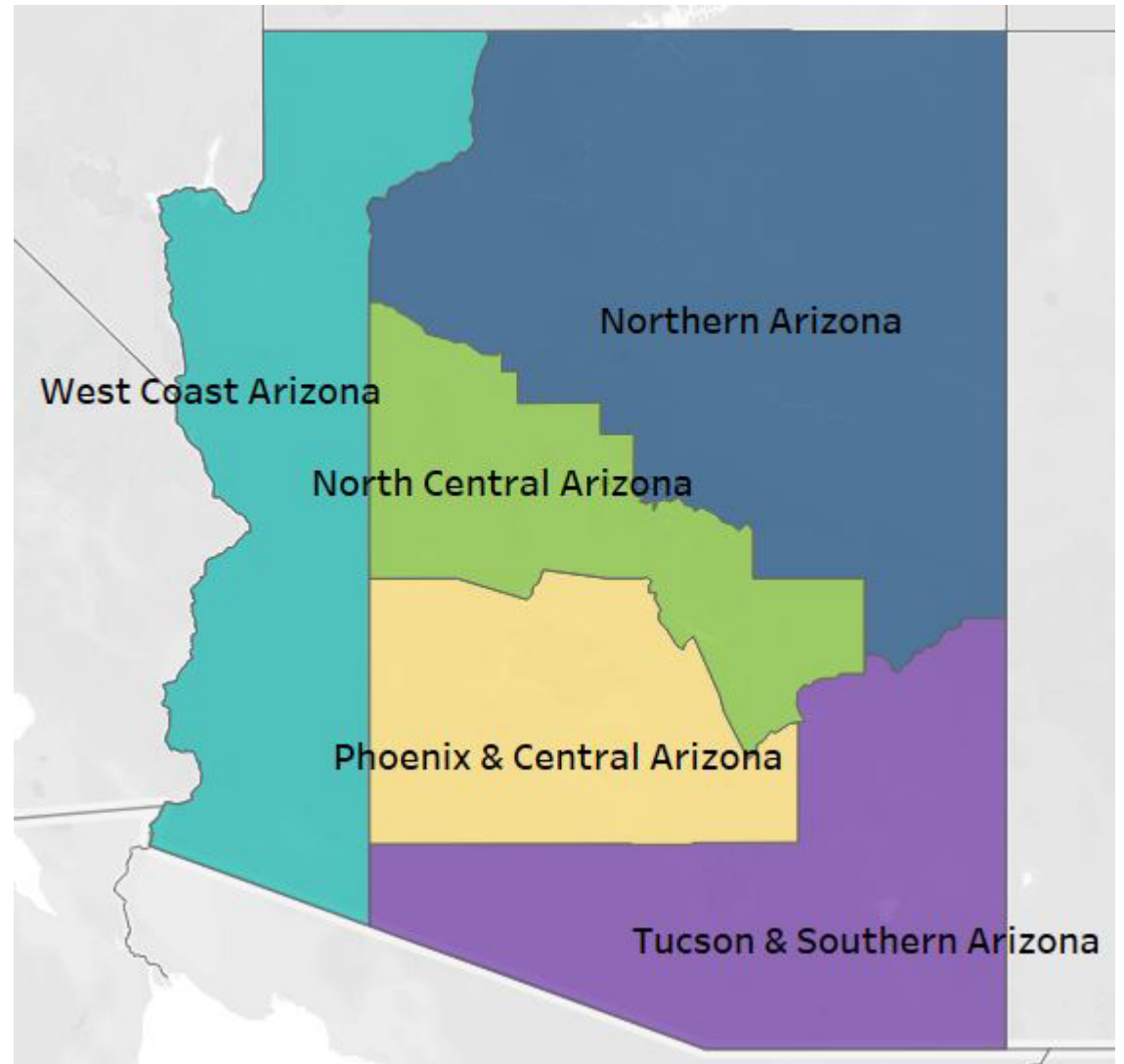
Maricopa
Pinal

Tucson & Southern Arizona

Cochise
Graham
Greenlee
Pima
Santa Cruz

West Coast Arizona

La Paz
Mohave
Yuma



Region / Summary

Direct Travel Impacts, 2023p

	Travel Spending						
	Total (Millions)	Visitor * (Millions)	Earnings (Millions)	Employ. (000's Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
North Central Arizona	\$1,749	\$1,669	\$460	13.1	\$82	\$72	\$153
Northern Arizona	\$2,406	\$2,305	\$742	19.4	\$115	\$102	\$217
Phoenix & Central Arizona	\$19,165	\$15,896	\$5,742	111.5	\$936	\$722	\$1,658
Tucson & Southern Arizona	\$4,230	\$3,617	\$1,077	29.3	\$110	\$176	\$287
West Coast Arizona	\$1,770	\$1,646	\$481	13.6	\$66	\$73	\$139
Arizona	\$29,320	\$25,132	\$8,502	186.9	\$1,309	\$1,145	\$2,453

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

*The sum of visitor spending is less than statewide visitor spending because a portion of ground transportation is allocated to "other travel" at the regional level.

Direct Travel Industry Earnings & Employment as a Percent of Total, 2023p

Region	Earnings (\$M)			Employment (Jobs)		
	Total	Travel	Percent	Total	Travel	Percent
North Central Arizona	6,488	460	7.1%	131,174	13,120	10.0%
Northern Arizona	8,896	742	8.3%	161,871	19,410	12.0%
Phoenix & Central Arizona	228,643	5,742	2.5%	3,231,317	111,550	3.5%
Tucson & Southern Arizona	41,250	1,077	2.6%	660,978	29,270	4.4%
West Coast Arizona	10,917	481	4.4%	180,653	13,560	7.5%
Arizona	296,193	8,502	2.9%	4,365,994	186,910	4.3%

Source: Bureau of Economic Analysis, Bureau of Labor Statistics, Dean Runyan Associates

Note: 2023 Total Employment & Earnings has been estimated by Dean Runyan Associates



Region / Impacts, Summary

Direct Travel Spending, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Spending (\$Millions)												
North Central Arizona												
Total	1,024	1,026	1,042	1,143	1,246	1,322	1,042	1,607	1,692	1,749	▲ 3.3%	▲ 32.3%
Other	78	51	46	58	81	80	46	73	84	80	▼ -4.6%	▼ 0.0%
Visitor	947	975	996	1,085	1,165	1,242	997	1,534	1,609	1,669	▲ 3.7%	▲ 34.4%
Non-transportation	826	877	911	988	1,056	1,129	928	1,406	1,457	1,527	▲ 4.8%	▲ 35.3%
Transportation	121	98	85	97	109	113	68	128	152	142	▼ -6.1%	▲ 25.6%
Northern Arizona												
Total	1,598	1,653	1,733	1,898	2,031	2,197	1,382	2,226	2,357	2,406	▲ 2.1%	▲ 9.5%
Other	101	87	75	84	91	104	50	84	105	101	▼ -3.4%	▼ -2.0%
Visitor	1,497	1,567	1,658	1,815	1,940	2,093	1,333	2,142	2,252	2,305	▲ 2.3%	▲ 10.1%
Non-transportation	1,294	1,397	1,504	1,637	1,745	1,878	1,228	1,937	2,013	2,089	▲ 3.8%	▲ 11.2%
Transportation	203	169	154	178	194	215	105	206	239	216	▼ -9.7%	▲ 0.6%
Phoenix & Central Arizona												
Total	13,264	13,636	13,891	14,711	16,067	16,719	9,379	14,720	18,224	19,165	▲ 5.2%	▲ 14.6%
Other	3,125	2,997	2,937	3,131	3,431	3,515	1,561	2,392	3,199	3,269	▲ 2.2%	▼ -7.0%
Visitor	10,140	10,639	10,954	11,580	12,637	13,203	7,819	12,328	15,025	15,896	▲ 5.8%	▲ 20.4%
Non-transportation	7,269	7,783	8,129	8,574	9,337	9,748	6,247	9,668	11,474	12,242	▲ 6.7%	▲ 25.6%
Transportation	2,870	2,856	2,825	3,006	3,300	3,456	1,571	2,660	3,551	3,654	▲ 2.9%	▲ 5.8%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Region / Impacts, Summary

Direct Travel Spending, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Spending (\$Millions)												
Tucson & Southern Arizona												
Total	3,503	3,432	3,305	3,545	3,658	3,854	1,982	3,396	4,016	4,230	▲ 5.3%	▲ 9.8%
Other	629	571	549	588	598	622	290	453	577	614	▲ 6.4%	▼ -1.4%
Visitor	2,874	2,861	2,756	2,957	3,060	3,231	1,693	2,943	3,439	3,617	▲ 5.2%	▲ 11.9%
Non-transportation	2,266	2,299	2,232	2,386	2,449	2,595	1,430	2,462	2,826	3,001	▲ 6.2%	▲ 15.7%
Transportation	608	562	524	571	611	637	262	481	613	615	▲ 0.3%	▼ -3.4%
West Coast Arizona												
Total	1,373	1,287	1,275	1,381	1,444	1,501	1,144	1,616	1,764	1,770	▲ 0.3%	▲ 17.9%
Other	152	93	84	110	118	119	65	109	127	124	▼ -2.8%	▲ 4.0%
Visitor	1,221	1,194	1,191	1,272	1,326	1,382	1,079	1,508	1,637	1,646	▲ 0.5%	▲ 19.1%
Non-transportation	1,027	1,038	1,054	1,117	1,156	1,208	976	1,330	1,423	1,447	▲ 1.7%	▲ 19.8%
Transportation	194	156	136	155	170	173	103	178	214	199	▼ -7.2%	▲ 14.6%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Region / Impacts, Summary

Direct Travel Industry Earnings, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Earnings (\$Millions)												
Northern Arizona	443	471	500	553	585	606	543	622	677	742	▲ 9.6%	▲ 22.5%
West Coast Arizona	323	334	354	385	406	411	376	443	467	481	▲ 3.1%	▲ 17.0%
North Central Arizona	259	276	294	320	351	370	344	398	425	460	▲ 8.3%	▲ 24.5%
Phoenix & Central Arizona	4,020	4,309	4,478	4,816	5,148	5,320	4,269	4,489	5,203	5,742	▲ 10.4%	▲ 7.9%
Tucson & Southern Arizona	781	826	838	894	907	960	790	872	983	1,077	▲ 9.5%	▲ 12.1%
Arizona	5,827	6,216	6,464	6,968	7,397	7,667	6,322	6,824	7,755	8,502	▲ 9.6%	▲ 3.9%

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Percent change calculated on unrounded figures.

Direct Travel Industry Employment, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Employment (Thousand Jobs)												
Northern Arizona	17.2	17.6	18.3	19.0	19.4	19.3	16.3	17.7	18.8	19.4	▲ 3.1%	▲ 0.6%
West Coast Arizona	13.5	14.0	14.4	14.5	14.7	14.7	12.2	13.8	13.8	13.6	▼ -1.5%	▼ -8.0%
North Central Arizona	11.2	11.5	12.0	12.4	12.8	13.2	11.4	12.6	12.7	13.1	▲ 3.3%	▼ -0.9%
Phoenix & Central Arizona	100.2	105.2	108.1	110.6	114.4	115.7	92.0	95.3	104.9	111.6	▲ 6.3%	▼ -3.6%
Tucson & Southern Arizona	30.6	31.1	31.3	31.4	31.1	31.4	24.8	26.2	27.8	29.3	▲ 5.4%	▼ -6.7%
Arizona	172.7	179.5	184.2	187.9	192.3	194.3	156.7	165.5	178.0	186.9	▲ 5.0%	▲ 0.8%

Note: Employment includes payroll employees and proprietors. Percent change calculated on unrounded figures.

North Central Arizona Region / Impacts, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	947	975	996	1,085	1,165	1,242	997	1,534	1,609	1,669	3.7%	34.4%
Other Travel*	78	51	46	58	81	80	46	73	84	80	-4.6%	0.0%
TOTAL	1,024	1,026	1,042	1,143	1,246	1,322	1,042	1,607	1,692	1,749	3.3%	32.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	332	365	387	449	505	560	467	828	845	886	4.8%	58.2%
Hotel, Motel**								731	712	750	5.4%	34.0%
STVR**								97	134	136	1.3%	
Private Home	131	128	126	134	139	144	71	139	169	166	-1.5%	15.0%
Campground	28	27	27	28	30	32	27	32	34	34	-1.7%	6.8%
2nd Home	41	41	42	43	45	46	45	48	52	54	5.5%	18.3%
Day Travel	415	413	413	430	447	460	386	487	509	529	3.9%	15.0%
TOTAL	947	975	996	1,085	1,165	1,242	997	1,534	1,609	1,669	3.7%	34.4%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	167	192	211	245	276	306	289	477	505	521	3.2%	70.3%
Food Service	190	202	211	231	249	268	197	326	336	362	7.7%	35.0%
Food Stores	70	72	72	74	76	79	62	99	105	109	3.9%	37.9%
Local Tran. & Gas	120	97	84	96	108	111	67	126	149	140	-6.1%	25.9%
Arts, Ent. & Rec.	280	289	295	311	323	339	277	340	348	371	6.7%	9.5%
Retail Sales	118	121	122	127	132	136	104	165	163	163	0.3%	19.6%
Visitor Air Tran.	1	1	1	1	1	2	1	2	3	3	-5.9%	13.3%
TOTAL	947	975	996	1,085	1,165	1,242	997	1,534	1,609	1,669	3.7%	34.4%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, ground transportation to other Arizona destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

North Central Arizona Region / Impacts, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	129	146	159	174	192	205	186	221	250	264	5.7%	29.1%
Arts, Ent. & Rec.	95	98	101	108	114	120	110	125	125	145	16.1%	20.0%
Retail**	26	28	29	31	32	33	38	41	42	43	1.7%	28.6%
Visitor Air Tran.	0	0	1	1	1	1	0	0	0	0	3.1%	-29.7%
Other Travel*	8	3	3	6	12	11	10	10	9	9	0.9%	-21.0%
TOTAL	259	276	294	320	351	370	344	398	425	460	8.3%	24.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	5,100	5,490	5,870	6,030	6,340	6,450	5,400	5,940	6,440	6,470	0.4%	0.3%
Arts, Ent. & Rec.	4,830	4,840	4,870	5,110	5,100	5,460	4,620	5,160	4,850	5,270	8.5%	-3.5%
Retail**	1,020	1,070	1,080	1,090	1,110	1,110	1,200	1,270	1,220	1,200	-1.6%	8.4%
Visitor Air Tran.	10	10	10	10	10	10	10	10	10	10	3.1%	-35.4%
Other Travel*	230	120	130	170	240	220	190	190	170	180	3.8%	-19.8%
TOTAL	11,190	11,530	11,960	12,410	12,790	13,240	11,410	12,570	12,690	13,120	3.3%	-0.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	38	41	44	50	56	58	52	76	78	82	4.5%	40.8%
State Tax Receipts	43	45	47	51	56	58	48	67	68	72	5.4%	23.3%
TOTAL	81	87	91	101	112	116	100	143	146	153	4.9%	32.0%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, ground transportation to other Arizona destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Northern Arizona Region / Impacts, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	1,497	1,567	1,658	1,815	1,940	2,093	1,333	2,142	2,252	2,305	2.3%	10.1%
Other Travel*	101	87	75	84	91	104	50	84	105	101	-3.4%	-2.0%
TOTAL	1,598	1,653	1,733	1,898	2,031	2,197	1,382	2,226	2,357	2,406	2.1%	9.5%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	934	1,007	1,088	1,214	1,308	1,421	906	1,486	1,541	1,592	3.3%	12.1%
Hotel, Motel**								1,361	1,363	1,399	2.6%	-1.6%
STVR**								125	178	194	9.0%	
Private Home	163	158	157	163	164	176	86	167	193	185	-4.2%	5.3%
Campground	49	47	47	49	51	55	50	65	70	69	-2.0%	25.3%
2nd Home	97	97	99	100	103	106	102	110	117	123	4.9%	16.1%
Day Travel	253	258	267	290	313	335	187	314	330	335	1.5%	0.0%
TOTAL	1,497	1,567	1,658	1,815	1,940	2,093	1,333	2,142	2,252	2,305	2.3%	10.1%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	439	494	546	604	638	680	472	777	839	879	4.8%	29.4%
Food Service	364	390	422	463	505	555	348	540	552	582	5.5%	4.9%
Food Stores	88	93	95	99	103	110	70	122	129	133	2.7%	20.9%
Local Tran. & Gas	187	153	138	159	183	192	97	184	215	198	-8.1%	3.2%
Arts, Ent. & Rec.	193	202	215	230	247	263	156	220	230	239	4.0%	-9.2%
Retail Sales	211	218	227	241	253	271	182	277	263	256	-2.7%	-5.7%
Visitor Air Tran.	15	17	16	19	12	23	8	21	24	18	-24.3%	-21.7%
TOTAL	1,497	1,567	1,658	1,815	1,940	2,093	1,333	2,142	2,252	2,305	2.3%	10.1%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, ground transportation to other Arizona destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Northern Arizona Region / Impacts, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	268	284	301	332	359	373	326	394	433	469	8.3%	25.7%
Arts, Ent. & Rec.	112	118	126	138	141	144	135	141	154	177	15.4%	23.5%
Retail**	43	46	50	51	53	53	56	63	62	64	3.4%	20.6%
Visitor Air Tran.	7	8	9	15	13	14	11	10	11	11	1.8%	-23.9%
Other Travel*	14	14	14	17	20	22	15	14	18	21	15.8%	-4.6%
TOTAL	443	471	500	553	585	606	543	622	677	742	9.6%	22.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	10,420	10,600	11,030	11,290	11,820	11,870	9,830	10,930	11,760	11,970	1.7%	0.8%
Arts, Ent. & Rec.	4,570	4,640	4,930	5,310	5,060	4,860	4,200	4,410	4,700	5,040	7.2%	3.6%
Retail**	1,620	1,700	1,800	1,760	1,780	1,750	1,720	1,840	1,730	1,710	-1.0%	-2.2%
Visitor Air Tran.	120	150	180	220	190	210	150	140	150	150	1.8%	-30.0%
Other Travel*	460	490	400	430	510	590	380	380	490	540	11.6%	-7.9%
TOTAL	17,200	17,590	18,340	19,010	19,360	19,290	16,280	17,700	18,820	19,410	3.1%	0.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	70	77	84	90	98	100	74	106	109	115	5.0%	14.8%
State Tax Receipts	67	72	76	84	91	95	67	95	97	102	4.8%	6.8%
TOTAL	138	149	160	174	189	195	140	201	206	217	4.9%	10.9%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, ground transportation to other Arizona destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Phoenix & Central Arizona Region / Impacts, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	10,140	10,639	10,954	11,580	12,637	13,203	7,819	12,328	15,025	15,896	5.8%	20.4%
Other Travel*	3,125	2,997	2,937	3,131	3,431	3,515	1,561	2,392	3,199	3,269	2.2%	-7.0%
TOTAL	13,264	13,636	13,891	14,711	16,067	16,719	9,379	14,720	18,224	19,165	5.2%	14.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	5,212	5,613	5,842	6,219	6,896	7,258	4,392	6,933	8,702	9,319	7.1%	28.4%
Hotel, Motel**								6,369	8,042	8,597	6.9%	18.5%
STVR**								564	660	721	9.3%	
Private Home	2,828	2,918	2,970	3,112	3,325	3,445	1,604	2,994	3,722	3,797	2.0%	10.2%
Campground	321	314	315	327	347	373	349	309	332	325	-2.1%	-12.7%
2nd Home	378	386	397	411	430	447	444	466	496	527	6.3%	17.8%
Day Travel	1,401	1,408	1,430	1,512	1,639	1,680	1,029	1,626	1,773	1,928	8.8%	14.8%
TOTAL	10,140	10,639	10,954	11,580	12,637	13,203	7,819	12,328	15,025	15,896	5.8%	20.4%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	1,794	2,025	2,115	2,265	2,519	2,759	1,757	2,726	3,732	4,038	8.2%	46.3%
Food Service	2,385	2,547	2,706	2,889	3,175	3,302	2,143	3,284	3,693	4,012	8.6%	21.5%
Food Stores	375	394	399	408	430	441	299	499	550	580	5.4%	31.4%
Local Tran. & Gas	1,350	1,238	1,202	1,295	1,447	1,456	841	1,381	1,660	1,632	-1.7%	12.1%
Arts, Ent. & Rec.	1,280	1,332	1,387	1,443	1,545	1,564	1,002	1,401	1,577	1,702	7.9%	8.8%
Retail Sales	1,435	1,485	1,522	1,569	1,667	1,682	1,046	1,758	1,922	1,911	-0.6%	13.6%
Visitor Air Tran.	1,520	1,618	1,623	1,711	1,853	1,999	730	1,279	1,891	2,022	6.9%	1.1%
TOTAL	10,140	10,639	10,954	11,580	12,637	13,203	7,819	12,328	15,025	15,896	5.8%	20.4%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, ground transportation to other Arizona destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Phoenix & Central Arizona Region / Impacts, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	1,473	1,572	1,648	1,778	1,924	1,999	1,681	1,952	2,322	2,565	10.5%	28.3%
Arts, Ent. & Rec.	670	701	738	780	856	918	713	769	923	1,115	20.8%	21.5%
Retail**	246	265	281	291	309	315	339	361	400	398	-0.5%	26.2%
Ground Tran.	129	139	149	170	183	197	171	178	204	204	-0.2%	3.5%
Visitor Air Tran.	610	684	693	764	789	814	615	525	559	613	9.8%	-24.7%
Other Travel*	892	947	971	1,034	1,087	1,077	750	704	795	847	6.5%	-21.4%
TOTAL	4,020	4,309	4,478	4,816	5,148	5,320	4,269	4,489	5,203	5,742	10.4%	7.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	48,480	50,120	51,860	53,170	55,020	55,330	46,530	49,430	55,170	59,240	7.4%	7.1%
Arts, Ent. & Rec.	20,010	21,350	21,490	22,140	23,730	24,500	17,360	19,610	21,750	23,920	10.0%	-2.4%
Retail**	7,190	7,620	7,940	8,010	8,130	8,020	8,050	8,210	8,510	8,400	-1.2%	4.8%
Ground Tran.	3,160	3,320	3,600	4,030	4,130	4,340	3,570	3,320	3,400	3,340	-1.9%	-23.0%
Visitor Air Tran.	7,300	7,720	7,820	8,010	8,360	8,440	6,070	5,090	5,330	5,850	9.8%	-30.7%
Other Travel*	14,100	15,070	15,400	15,240	15,000	15,040	10,430	9,630	10,750	10,810	0.5%	-28.1%
TOTAL	100,240	105,190	108,110	110,600	114,370	115,670	92,010	95,290	104,910	111,550	6.3%	-3.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	536	586	613	665	800	802	552	742	880	936	6.3%	16.8%
State Tax Receipts	491	522	538	582	638	650	445	596	673	722	7.2%	11.1%
TOTAL	1,026	1,108	1,151	1,247	1,438	1,451	997	1,339	1,553	1,658	6.7%	14.2%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, ground transportation to other Arizona destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Tucson & Southern Arizona Region / Impacts, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	2,874	2,861	2,756	2,957	3,060	3,231	1,693	2,943	3,439	3,617	5.2%	11.9%
Other Travel*	629	571	549	588	598	622	290	453	577	614	6.4%	-1.4%
TOTAL	3,503	3,432	3,305	3,545	3,658	3,854	1,982	3,396	4,016	4,230	5.3%	9.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	1,169	1,227	1,197	1,292	1,360	1,452	792	1,366	1,592	1,664	4.5%	14.6%
Hotel, Motel**								1,293	1,505	1,564	3.9%	7.7%
STVR**								74	87	101	15.5%	
Private Home	604	599	589	623	650	677	294	587	721	724	0.4%	6.8%
Campground	45	43	42	44	46	49	46	50	54	53	-2.1%	8.2%
2nd Home	61	61	62	63	66	67	66	70	75	79	5.1%	16.8%
Day Travel	995	931	866	935	938	986	494	869	997	1,097	10.0%	11.3%
TOTAL	2,874	2,861	2,756	2,957	3,060	3,231	1,693	2,943	3,439	3,617	5.2%	11.9%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	414	443	440	473	508	561	362	547	685	728	6.3%	29.9%
Food Service	724	760	756	817	851	899	481	886	981	1,052	7.3%	17.1%
Food Stores	313	299	275	286	279	291	151	261	319	348	9.2%	19.8%
Local Tran. & Gas	406	358	319	352	375	383	178	335	404	389	-3.6%	1.7%
Arts, Ent. & Rec.	214	220	217	227	232	238	130	206	228	242	6.2%	1.9%
Retail Sales	600	578	544	582	579	607	307	561	613	630	2.8%	3.9%
Visitor Air Tran.	202	204	205	219	236	254	84	146	209	226	8.0%	-11.0%
TOTAL	2,874	2,861	2,756	2,957	3,060	3,231	1,693	2,943	3,439	3,617	5.2%	11.9%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, ground transportation to other Arizona destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Tucson & Southern Arizona Region / Impacts, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	444	481	491	530	536	574	460	530	610	661	8.5%	15.1%
Arts, Ent. & Rec.	104	107	107	114	127	130	104	114	126	148	17.2%	14.1%
Retail**	123	123	119	123	123	127	123	130	138	141	2.5%	11.2%
Ground Tran.	31	33	33	38	42	46	32	35	39	38	-1.8%	-16.1%
Visitor Air Tran.	10	11	12	12	12	12	10	8	9	9	7.7%	-24.8%
Other Travel*	70	71	76	77	67	71	63	55	62	78	27.3%	10.4%
TOTAL	781	826	838	894	907	960	790	872	983	1,077	9.5%	12.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	17,860	18,400	18,420	18,400	17,940	18,320	14,350	15,370	16,570	17,150	3.5%	-6.4%
Arts, Ent. & Rec.	5,820	5,900	6,060	6,150	6,620	6,530	4,840	5,320	5,640	6,330	12.3%	-3.0%
Retail**	4,120	4,050	3,870	3,840	3,740	3,750	3,360	3,500	3,550	3,570	0.6%	-4.6%
Ground Tran.	750	800	800	900	950	1,010	670	660	650	630	-3.4%	-37.8%
Visitor Air Tran.	170	170	180	160	170	170	120	100	110	120	7.7%	-30.9%
Other Travel*	1,850	1,830	1,980	1,950	1,670	1,590	1,480	1,240	1,250	1,470	17.8%	-7.7%
TOTAL	30,580	31,140	31,310	31,400	31,080	31,370	24,820	26,200	27,760	29,270	5.4%	-6.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	100	106	105	97	101	102	68	94	105	110	5.5%	8.1%
State Tax Receipts	140	144	141	154	160	166	104	152	165	176	6.4%	6.0%
TOTAL	240	249	246	250	262	268	172	246	270	287	6.1%	6.8%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, ground transportation to other Arizona destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

West Coast Arizona Region / Impacts, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	1,221	1,194	1,191	1,272	1,326	1,382	1,079	1,508	1,637	1,646	0.5%	19.1%
Other Travel*	152	93	84	110	118	119	65	109	127	124	-2.8%	4.0%
TOTAL	1,373	1,287	1,275	1,381	1,444	1,501	1,144	1,616	1,764	1,770	0.3%	17.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	279	293	306	341	373	406	380	541	566	543	-3.9%	33.9%
Hotel, Motel**								486	493	464	-5.8%	14.4%
STVR**								55	73	79	9.0%	
Private Home	272	259	256	281	286	291	149	281	329	327	-0.6%	12.6%
Campground	120	117	116	119	125	134	122	128	138	137	-1.2%	1.9%
2nd Home	108	108	110	113	117	121	118	127	136	145	6.6%	20.1%
Day Travel	441	416	402	418	425	430	309	430	468	494	5.5%	14.8%
TOTAL	1,221	1,194	1,191	1,272	1,326	1,382	1,079	1,508	1,637	1,646	0.5%	19.1%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	137	148	157	173	185	202	207	281	311	304	-2.2%	50.2%
Food Service	284	292	304	330	347	368	282	404	428	445	3.8%	20.9%
Food Stores	138	135	130	133	133	135	98	145	160	168	4.7%	24.3%
Local Tran. & Gas	180	141	122	140	154	157	95	165	198	182	-8.0%	16.0%
Arts, Ent. & Rec.	250	254	261	274	283	293	235	276	290	297	2.5%	1.4%
Retail Sales	218	209	203	208	209	210	153	224	234	234	0.1%	11.3%
Visitor Air Tran.	14	15	14	15	16	17	8	13	16	17	3.4%	1.4%
TOTAL	1,221	1,194	1,191	1,272	1,326	1,382	1,079	1,508	1,637	1,646	0.5%	19.1%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, ground transportation to other Arizona destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

West Coast Arizona Region / Impacts, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	150	172	187	205	217	222	210	263	285	285	0.3%	28.6%
Arts, Ent. & Rec.	103	105	108	113	119	119	90	99	101	114	13.1%	-3.8%
Retail**	52	52	52	54	56	58	64	68	69	69	-0.7%	19.3%
Visitor Air Tran.	0	0	1	1	1	1	1	0	1	1	8.9%	-23.1%
Other Travel*	19	5	7	13	12	12	11	12	11	12	6.8%	-1.2%
TOTAL	323	334	354	385	406	411	376	443	467	481	3.1%	17.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	6,810	7,540	7,950	8,070	8,210	8,010	6,980	8,120	8,270	7,810	-5.6%	-2.6%
Arts, Ent. & Rec.	4,440	4,600	4,550	4,420	4,500	4,720	3,220	3,570	3,490	3,740	7.2%	-20.9%
Retail**	1,720	1,690	1,680	1,650	1,660	1,670	1,730	1,790	1,750	1,740	-0.7%	4.2%
Visitor Air Tran.	10	10	10	20	20	20	10	10	10	10	8.9%	-29.3%
Other Travel*	550	190	240	350	330	320	270	280	250	260	6.4%	-16.8%
TOTAL	13,520	14,040	14,440	14,510	14,710	14,740	12,210	13,760	13,770	13,560	-1.5%	-8.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	43	45	47	51	55	54	48	63	66	66	0.4%	21.4%
State Tax Receipts	56	57	57	62	65	67	54	70	72	73	1.6%	9.7%
TOTAL	99	102	104	113	120	121	102	133	138	139	1.0%	14.9%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, ground transportation to other Arizona destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.



County Impacts

2023p

County / Earnings & Employment

Direct Travel Industry Earnings & Employment as a Percent of Total, 2023p

County	Earnings (\$M)			Employment (Jobs)		
	Total	Travel	Percent	Total	Travel	Percent
Apache	1,323	43	3.3%	27,072	1,500	5.5%
Cochise	3,478	103	3.0%	54,000	3,450	6.4%
Coconino	5,414	555	10.3%	90,428	13,640	15.1%
Gila	1,171	109	9.3%	22,210	3,090	13.9%
Graham	872	19	2.2%	15,040	860	5.7%
Greenlee	665	2	0.4%	6,491	100	1.5%
La Paz	516	48	9.3%	8,670	1,170	13.4%
Maricopa	222,155	5,447	2.5%	3,106,561	103,080	3.3%
Mohave	4,415	226	5.1%	81,116	6,200	7.6%
Navajo	2,159	143	6.6%	44,372	4,260	9.6%
Pima	34,718	894	2.6%	563,524	23,000	4.1%
Pinal	6,488	295	4.5%	124,756	8,470	6.8%
Santa Cruz	1,516	58	3.8%	21,924	1,850	8.5%
Yavapai	5,317	352	6.6%	108,964	10,020	9.2%
Yuma	5,986	207	3.5%	90,867	6,200	6.8%

Source: Bureau of Economic Analysis, Bureau of Labor Statistics, Dean Runyan Associates

Note: 2023 Total Employment & Earnings has been estimated by Dean Runyan Associates.

County / Summary

Direct Travel Impacts, 2023p

	Travel Spending						
	Total (Millions)	Visitor* (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Apache	\$144	\$129	\$43	1,500	\$4.4	\$6.2	\$10.6
Cochise	\$390	\$362	\$103	3,450	\$16.2	\$16.2	\$32.4
Coconino	\$1,832	\$1,769	\$555	13,640	\$92.5	\$76.4	\$168.9
Gila	\$380	\$368	\$109	3,090	\$13.2	\$16.3	\$29.5
Graham	\$78	\$69	\$19	860	\$3.5	\$3.3	\$6.8
Greenlee	\$17	\$14	\$2	100	\$0.3	\$0.7	\$1.0
La Paz	\$188	\$185	\$48	1,170	\$7.0	\$7.7	\$14.8
Maricopa	\$18,219	\$15,056	\$5,447	103,080	\$900.6	\$679.4	\$1,580.0
Mohave	\$827	\$768	\$226	6,200	\$32.2	\$34.4	\$66.7
Navajo	\$430	\$407	\$143	4,260	\$18.0	\$19.1	\$37.1
Pima	\$3,458	\$2,894	\$894	23,000	\$81.6	\$145.3	\$226.9
Pinal	\$946	\$840	\$295	8,470	\$35.6	\$42.3	\$77.9
Santa Cruz	\$288	\$277	\$58	1,850	\$8.9	\$10.6	\$19.5
Yavapai	\$1,368	\$1,301	\$352	10,020	\$68.5	\$55.4	\$123.9
Yuma	\$754	\$693	\$207	6,200	\$26.5	\$31.1	\$57.6
Arizona	\$29,320	\$25,132	\$8,502	186,910	\$1,309.0	\$1,144.5	\$2,453.5

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors. Details may not add to totals due to rounding.

*Sum of county visitor spending is less than statewide visitor spending because a portion of county ground transportation is allocated to "other travel" at the county level.

County / Impacts, Summary

Direct Travel Spending, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Spending (\$Million)												
Apache												
Total	119.1	114.9	116.5	117.9	118.7	123.6	96.1	146.7	141.4	143.7	▲ 1.6%	▲ 16.3%
Other	16.1	12.8	11.2	12.3	13.7	13.7	7.2	12.7	15.5	14.2	▼ -8.3%	▲ 3.6%
Visitor	102.9	102.2	105.3	105.5	105.0	109.8	88.9	134.0	125.9	129.5	▲ 2.8%	▲ 17.9%
Non-transportation	84.4	87.5	92.3	91.7	90.2	94.6	80.1	117.5	107.9	112.8	▲ 4.6%	▲ 19.2%
Transportation	18.5	14.7	12.9	13.8	14.8	15.2	8.8	16.5	18.1	16.7	▼ -7.7%	▲ 9.7%
Cochise												
Total	338.0	325.3	306.7	327.2	330.5	345.4	206.7	338.0	384.5	390.0	▲ 1.4%	▲ 12.9%
Other	31.3	22.8	19.8	23.0	25.6	25.3	13.7	25.2	30.4	27.9	▼ -8.2%	▲ 10.5%
Visitor	306.7	302.4	287.0	304.2	304.9	320.1	193.1	312.8	354.1	362.0	▲ 2.2%	▲ 13.1%
Non-transportation	258.3	263.7	255.0	268.4	266.3	280.8	173.6	274.3	306.3	317.6	▲ 3.7%	▲ 13.1%
Transportation	48.4	38.7	32.0	35.8	38.6	39.3	19.4	38.4	47.7	44.5	▼ -6.9%	▲ 13.0%
Coconino												
Total	1,171.6	1,236.2	1,311.2	1,449.8	1,569.0	1,696.6	960.7	1,653.5	1,773.0	1,832.1	▲ 3.3%	▲ 8.0%
Other	60.5	54.5	46.7	52.4	56.0	68.6	31.0	49.9	64.0	63.4	▼ -1.0%	▼ -7.7%
Visitor	1,111.1	1,181.7	1,264.5	1,397.4	1,513.0	1,628.0	929.7	1,603.5	1,709.0	1,768.7	▲ 3.5%	▲ 8.6%
Non-transportation	967.4	1,059.2	1,151.5	1,265.2	1,368.8	1,466.0	857.7	1,454.1	1,533.9	1,610.8	▲ 5.0%	▲ 9.9%
Transportation	143.7	122.5	113.0	132.3	144.2	162.0	72.0	149.4	175.1	158.0	▼ -9.8%	▼ -2.5%
Gila												
Total	278.3	277.8	278.6	294.3	296.5	321.1	287.4	349.5	361.5	380.1	▲ 5.1%	▲ 18.4%
Other	12.4	9.5	8.3	9.5	10.5	10.5	5.6	10.5	12.8	11.9	▼ -6.6%	▲ 13.4%
Visitor	265.9	268.3	270.3	284.8	286.0	310.6	281.8	339.1	348.7	368.2	▲ 5.6%	▲ 18.6%
Non-transportation	230.5	239.8	245.7	257.4	256.5	279.8	260.5	307.0	311.3	332.9	▲ 6.9%	▲ 19.0%
Transportation	35.5	28.5	24.6	27.4	29.5	30.8	21.2	32.0	37.4	35.3	▼ -5.7%	▲ 14.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

County / Impacts, Summary

Direct Travel Spending, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Spending (\$Million)												
Graham												
Total	76.1	56.9	55.0	62.8	63.7	70.3	40.2	66.8	77.7	78.0	▲ 0.3%	▲ 11.0%
Other	9.0	6.8	5.8	6.7	7.5	7.6	4.1	7.7	9.3	8.8	▼ -6.2%	▲ 14.9%
Visitor	67.1	50.1	49.2	56.1	56.2	62.6	36.2	59.1	68.4	69.3	▲ 1.2%	▲ 10.6%
Non-transportation	56.3	42.8	42.9	48.7	48.4	54.3	32.2	51.2	58.4	60.1	▲ 2.8%	▲ 10.7%
Transportation	10.8	7.3	6.3	7.4	7.9	8.4	3.9	8.0	10.0	9.2	▼ -7.9%	▲ 9.6%
Greenlee												
Total	15.8	12.4	12.1	13.4	13.6	14.7	8.2	13.8	16.0	16.5	▲ 3.4%	▲ 12.2%
Other	2.1	1.7	1.5	1.6	1.8	1.8	0.9	1.8	2.2	2.0	▼ -7.8%	▲ 13.0%
Visitor	13.7	10.7	10.6	11.8	11.8	12.9	7.3	12.0	13.8	14.5	▲ 5.2%	▲ 12.1%
Non-transportation	11.3	9.0	9.1	10.1	10.0	11.1	6.5	10.3	11.6	12.5	▲ 7.0%	▲ 12.5%
Transportation	2.4	1.7	1.5	1.7	1.8	1.9	0.8	1.7	2.1	2.0	▼ -4.8%	▲ 9.4%
La Paz												
Total	140.6	139.6	139.4	145.7	163.7	166.7	154.3	183.2	187.8	188.2	▲ 0.2%	▲ 12.9%
Other	4.6	3.6	3.1	3.5	4.0	4.0	2.2	3.2	3.9	3.7	▼ -5.7%	▼ -9.3%
Visitor	136.0	136.0	136.3	142.2	159.6	162.7	152.2	180.0	183.9	184.6	▲ 0.3%	▲ 13.4%
Non-transportation	115.8	119.7	122.2	126.6	141.5	144.6	138.8	159.7	160.9	163.6	▲ 1.6%	▲ 13.1%
Transportation	20.2	16.2	14.0	15.6	18.1	18.1	13.3	20.4	23.0	21.0	▼ -8.6%	▲ 15.9%
Maricopa												
Total	12,620	12,995	13,255	14,020	15,316	15,945	8,846	13,910	17,307	18,219	▲ 5.3%	▲ 14.3%
Other	3,035	2,925	2,873	3,057	3,345	3,427	1,512	2,305	3,093	3,163	▲ 2.3%	▼ -7.7%
Visitor	9,585	10,071	10,383	10,963	11,971	12,518	7,334	11,605	14,214	15,056	▲ 5.9%	▲ 20.3%
Non-transportation	6,804	7,288	7,621	8,029	8,753	9,145	5,812	9,031	10,766	11,501	▲ 6.8%	▲ 25.8%
Transportation	2,781	2,783	2,762	2,934	3,217	3,373	1,521	2,574	3,447	3,555	▲ 3.1%	▲ 5.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

County / Impacts, Summary

Direct Travel Spending, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Spending (\$Million)												
Mohave												
Total	580.8	524.3	529.2	599.5	629.5	667.0	521.5	767.6	833.3	827.4	▼ -0.7%	▲ 24.1%
Other	86.3	40.7	38.9	58.3	60.4	58.8	34.5	55.1	60.8	59.0	▼ -3.0%	▲ 0.3%
Visitor	494.5	483.6	490.3	541.2	569.1	608.1	487.1	712.4	772.5	768.4	▼ -0.5%	▲ 26.4%
Non-transportation	407.7	415.9	431.5	471.9	492.8	529.8	440.1	628.9	671.0	675.4	▲ 0.7%	▲ 27.5%
Transportation	86.8	67.7	58.8	69.4	76.4	78.3	47.0	83.6	101.5	93.0	▼ -8.3%	▲ 18.8%
Navajo												
Total	307.4	302.1	305.5	330.7	343.0	376.4	325.5	425.8	442.6	430.4	▼ -2.8%	▲ 14.3%
Other	24.5	19.3	16.9	18.8	21.2	21.3	11.3	20.9	25.6	23.9	▼ -6.5%	▲ 12.5%
Visitor	283.0	282.7	288.6	311.9	321.8	355.2	314.1	404.8	417.0	406.5	▼ -2.5%	▲ 14.5%
Non-transportation	242.6	250.5	260.4	279.8	286.5	317.8	289.8	365.2	371.2	365.3	▼ -1.6%	▲ 15.0%
Transportation	40.4	32.3	28.2	32.0	35.4	37.4	24.4	39.6	45.8	41.2	▼ -10.2%	▲ 10.1%
Pima												
Total	2,784	2,772	2,697	2,902	3,021	3,189	1,609	2,786	3,277	3,458	▲ 5.5%	▲ 8.4%
Other	576	532	514	549	554	579	267	409	523	564	▲ 7.8%	▼ -2.5%
Visitor	2,208	2,240	2,183	2,353	2,467	2,610	1,342	2,377	2,754	2,894	▲ 5.1%	▲ 10.9%
Non-transportation	1,686	1,745	1,713	1,843	1,921	2,040	1,112	1,959	2,222	2,355	▲ 6.0%	▲ 15.4%
Transportation	522	495	469	510	546	570	231	418	532	539	▲ 1.3%	▼ -5.5%
Pinal												
Total	644.0	640.4	635.8	691.7	751.6	774.3	533.6	809.8	917.3	946.5	▲ 3.2%	▲ 22.2%
Other	89.5	72.6	64.2	74.3	85.6	88.6	48.6	86.9	106.3	106.0	▼ -0.3%	▲ 19.7%
Visitor	554.5	567.8	571.6	617.4	666.0	685.7	485.0	722.9	811.0	840.5	▲ 3.6%	▲ 22.6%
Non-transportation	465.1	494.6	508.1	544.8	583.6	602.8	435.0	637.1	707.7	740.8	▲ 4.7%	▲ 22.9%
Transportation	89.4	73.1	63.4	72.5	82.4	83.0	50.0	85.8	103.3	99.7	▼ -3.5%	▲ 20.1%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

County / Impacts, Summary

Direct Travel Spending, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Spending (\$Million)												
Santa Cruz												
Total	288.6	265.8	233.8	239.1	228.4	234.7	118.5	191.1	260.7	287.9	▲ 10.4%	▲ 22.6%
Other	10.5	8.3	7.0	8.0	8.9	8.9	4.7	9.2	11.3	10.7	▼ -5.0%	▲ 21.1%
Visitor	278.2	257.5	226.7	231.1	219.6	225.9	113.8	181.9	249.4	277.1	▲ 11.1%	▲ 22.7%
Non-transportation	254.3	238.9	212.3	215.0	202.4	208.7	106.4	166.8	228.1	256.4	▲ 12.4%	▲ 22.9%
Transportation	23.9	18.6	14.5	16.1	17.2	17.1	7.4	15.0	21.3	20.7	▼ -2.8%	▲ 20.9%
Yavapai												
Total	746.2	748.2	763.1	848.6	949.5	1,000.5	754.9	1,257.2	1,330.7	1,368.4	▲ 2.8%	▲ 36.8%
Other	65.3	41.6	37.6	48.6	70.2	69.2	39.9	62.3	70.8	67.8	▼ -4.3%	▼ -2.1%
Visitor	680.9	706.6	725.5	800.0	879.3	931.3	715.0	1,194.9	1,259.9	1,300.6	▲ 3.2%	▲ 39.7%
Non-transportation	595.7	637.5	665.4	730.2	799.8	848.8	667.9	1,098.6	1,145.8	1,193.6	▲ 4.2%	▲ 40.6%
Transportation	85.2	69.1	60.1	69.8	79.5	82.5	47.1	96.3	114.1	107.0	▼ -6.2%	▲ 29.7%
Yuma												
Total	651.2	623.3	606.1	636.2	650.9	667.0	467.7	665.6	743.2	754.1	▲ 1.5%	▲ 13.1%
Other	60.8	48.6	42.0	48.0	53.2	56.0	28.0	50.4	62.4	61.0	▼ -2.4%	▲ 8.8%
Visitor	590.4	574.7	564.1	588.2	597.7	611.0	439.8	615.2	680.8	693.1	▲ 1.8%	▲ 13.4%
Non-transportation	503.6	502.2	500.5	518.4	522.1	534.0	396.7	541.2	591.3	608.5	▲ 2.9%	▲ 13.9%
Transportation	86.8	72.5	63.6	69.9	75.6	76.9	43.0	73.9	89.5	84.6	▼ -5.5%	▲ 10.0%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

County / Impacts Table

Direct Travel Industry Employment, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Employment (Jobs)												
Apache	1,540	1,610	1,700	1,600	1,590	1,540	1,330	1,310	1,350	1,500	▲ 10.8%	▼ -2.3%
Cochise	3,750	3,760	3,580	3,430	3,420	3,510	3,030	3,210	3,350	3,450	▲ 2.9%	▼ -1.7%
Coconino	11,890	12,030	12,640	13,340	13,640	13,810	11,290	12,380	13,400	13,640	▲ 1.8%	▼ -1.2%
Gila	2,690	2,740	2,920	2,900	2,880	2,950	2,790	2,930	2,940	3,090	▲ 5.4%	▲ 5.0%
Graham	1,050	840	810	880	910	910	740	820	840	860	▲ 3.3%	▼ -5.0%
Greenlee	160	140	110	110	110	110	90	90	90	100	▲ 6.9%	▼ -9.7%
La Paz	1,380	1,330	1,350	1,300	1,410	1,410	1,330	1,310	1,140	1,170	▲ 2.2%	▼ -17.3%
Maricopa	94,530	99,180	101,270	103,800	107,660	108,810	85,410	88,020	97,210	103,080	▲ 6.0%	▼ -5.3%
Mohave	6,100	6,450	6,710	6,960	7,090	6,400	5,570	6,640	6,560	6,200	▼ -5.6%	▼ -3.1%
Navajo	3,760	3,940	4,000	4,070	4,130	3,940	3,650	4,010	4,070	4,260	▲ 4.7%	▲ 8.2%
Pima	23,440	24,050	24,700	24,970	24,670	24,770	19,220	20,160	21,710	23,000	▲ 6.0%	▼ -7.1%
Pinal	5,710	6,010	6,840	6,810	6,710	6,860	6,600	7,270	7,690	8,470	▲ 10.1%	▲ 23.5%
Santa Cruz	2,180	2,360	2,110	2,010	1,980	2,070	1,750	1,920	1,770	1,850	▲ 4.7%	▼ -10.4%
Yavapai	8,500	8,790	9,040	9,510	9,910	10,300	8,620	9,640	9,760	10,020	▲ 2.7%	▼ -2.7%
Yuma	6,050	6,260	6,370	6,250	6,210	6,930	5,310	5,810	6,070	6,200	▲ 2.2%	▼ -10.6%

Note: Percent change calculated on unrounded figures.

County / Impacts Table

Direct Travel Industry Earnings, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Percent Change	
											2022-23	2019-23
Earnings (\$Million)												
Apache	31	33	36	37	38	39	34	36	38	43	▲ 12.1%	▲ 12.0%
Cochise	79	81	79	82	84	89	82	90	98	103	▲ 6.0%	▲ 15.7%
Coconino	323	343	365	409	434	458	401	461	506	555	▲ 9.9%	▲ 21.3%
Gila	65	69	73	78	82	85	85	90	96	109	▲ 12.7%	▲ 27.3%
Graham	15	12	12	13	14	15	14	16	17	19	▲ 11.1%	▲ 28.0%
Greenlee	3	3	2	2	2	3	2	2	2	2	▲ 12.6%	▼ -3.3%
La Paz	33	34	34	36	41	43	45	48	44	48	▲ 8.3%	▲ 10.4%
Maricopa	3,884	4,162	4,310	4,635	4,961	5,120	4,060	4,251	4,946	5,447	▲ 10.1%	▲ 6.4%
Mohave	145	151	165	185	196	180	171	216	226	226	▼ -0.1%	▲ 25.5%
Navajo	89	94	98	106	113	109	109	125	133	143	▲ 7.6%	▲ 31.1%
Pima	631	674	693	743	752	796	643	710	813	894	▲ 9.9%	▲ 12.3%
Pinal	137	147	168	181	187	200	209	238	257	295	▲ 14.9%	▲ 47.4%
Santa Cruz	53	57	53	54	54	58	49	55	53	58	▲ 9.3%	▲ 0.9%
Yavapai	194	207	221	242	269	284	260	308	329	352	▲ 7.0%	▲ 23.7%
Yuma	145	150	155	165	169	188	160	179	196	207	▲ 5.5%	▲ 10.3%

Note: Percent change calculated on unrounded figures.

Apache County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	102.9	102.2	105.3	105.5	105.0	109.8	88.9	134.0	125.9	129.5	2.8%	17.9%
Other Travel*	16.1	12.8	11.2	12.3	13.7	13.7	7.2	12.7	15.5	14.2	-8.3%	3.6%
TOTAL	119.1	114.9	116.5	117.9	118.7	123.6	96.1	146.7	141.4	143.7	1.6%	16.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	38.5	40.3	43.1	43.2	41.1	43.1	44.5	66.5	53.3	57.6	8.0%	33.5%
Hotel, Motel**								62.3	46.9	50.0	6.6%	16.0%
STVR**								4.2	6.4	7.5	18.4%	
Private Home	39.1	37.1	37.1	37.1	38.0	39.7	20.3	38.0	41.5	40.1	-3.3%	1.1%
Campground	7.4	7.1	6.9	7.2	7.5	8.1	7.4	9.7	10.5	10.2	-2.3%	26.6%
2nd Home	13.1	13.0	13.4	13.3	13.6	13.9	13.4	14.3	15.3	15.9	4.0%	14.7%
Day Travel	4.8	4.7	4.7	4.8	4.8	5.1	3.3	5.4	5.4	5.6	5.3%	11.4%
TOTAL	102.9	102.2	105.3	105.5	105.0	109.8	88.9	134.0	125.9	129.5	2.8%	17.9%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	17.9	19.1	20.7	20.6	19.7	20.5	21.5	30.6	28.1	31.6	12.4%	54.3%
Food Service	28.8	29.9	31.9	32.2	32.5	34.7	27.0	40.3	37.8	39.6	4.6%	14.1%
Food Stores	10.1	10.2	10.4	10.1	10.0	10.5	7.3	11.7	12.3	12.1	-1.4%	15.4%
Local Tran. & Gas	18.5	14.7	12.9	13.8	14.8	15.2	8.8	16.5	18.1	16.7	-7.7%	9.7%
Arts, Ent. & Rec.	7.8	8.0	8.3	8.2	8.1	8.4	6.7	8.4	8.0	8.4	4.9%	0.3%
Retail Sales	19.9	20.3	21.0	20.6	19.8	20.6	17.7	26.3	21.6	21.1	-2.5%	2.5%
TOTAL	102.9	102.2	105.3	105.5	105.0	109.8	88.9	134.0	125.9	129.5	2.8%	17.9%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Apache County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	21.8	23.5	26.0	26.8	27.6	27.3	22.6	24.1	24.3	29.1	19.9%	6.6%
Arts, Ent. & Rec.	4.0	4.1	4.3	4.4	4.4	4.7	4.6	4.6	7.7	7.3	-4.7%	54.5%
Retail**	4.4	4.7	5.0	5.1	5.3	5.7	5.9	6.3	5.7	5.9	2.5%	2.6%
Other Travel*	0.5	0.5	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.8	2.1%	15.4%
TOTAL	30.8	32.9	35.9	36.8	38.0	38.5	33.9	35.7	38.5	43.1	12.1%	12.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,090	1,150	1,240	1,170	1,160	1,090	900	870	870	1,010	16.1%	-7.6%
Arts, Ent. & Rec.	220	210	200	180	180	190	180	170	250	270	5.9%	43.8%
Retail**	210	220	230	210	220	230	230	240	210	200	-2.9%	-12.6%
Other Travel*	30	30	30	30	30	30	30	30	30	30	-7.2%	-14.5%
TOTAL	1,540	1,610	1,700	1,600	1,590	1,540	1,330	1,310	1,350	1,500	10.8%	-2.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	3.3	3.5	3.8	3.9	4.0	3.9	3.4	4.3	4.1	4.4	7.0%	12.2%
State Tax Receipts	5.4	5.5	5.8	5.8	5.9	6.0	4.8	6.4	5.9	6.2	5.3%	3.1%
TOTAL	8.6	9.0	9.5	9.7	9.9	9.9	8.2	10.7	10.0	10.6	6.0%	6.7%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Cochise County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	306.7	302.4	287.0	304.2	304.9	320.1	193.1	312.8	354.1	362.0	2.2%	13.1%
Other Travel*	31.3	22.8	19.8	23.0	25.6	25.3	13.7	25.2	30.4	27.9	-8.2%	10.5%
TOTAL	338.0	325.3	306.7	327.2	330.5	345.4	206.7	338.0	384.5	390.0	1.4%	12.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	98.5	106.2	104.5	113.9	113.4	124.2	81.0	131.3	138.5	135.1	-2.4%	8.7%
Hotel, Motel**								126.4	131.0	126.6	-3.4%	1.9%
STVR**								4.9	7.5	8.5	13.8%	
Private Home	67.4	66.1	62.5	65.2	67.5	69.6	36.1	67.0	79.2	76.3	-3.6%	9.7%
Campground	9.9	9.4	9.2	9.6	10.0	10.8	10.7	13.3	14.4	14.1	-2.3%	30.5%
2nd Home	6.9	6.9	6.9	6.9	7.2	7.3	7.1	7.6	8.1	8.4	3.8%	15.9%
Day Travel	124.0	113.9	103.9	108.6	106.9	108.3	58.2	93.5	113.9	128.1	12.5%	18.3%
TOTAL	306.7	302.4	287.0	304.2	304.9	320.1	193.1	312.8	354.1	362.0	2.2%	13.1%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	35.5	38.4	38.8	43.5	42.9	47.8	36.4	52.1	59.2	58.6	-1.0%	22.6%
Food Service	81.2	85.1	84.3	89.4	91.0	96.8	58.3	95.5	105.2	111.1	5.6%	14.7%
Food Stores	61.7	57.9	52.6	53.8	51.8	52.2	29.2	45.5	57.2	63.7	11.3%	22.0%
Local Tran. & Gas	48.4	38.7	32.0	35.8	38.6	39.3	19.4	38.4	47.7	44.5	-6.9%	13.0%
Arts, Ent. & Rec.	19.0	20.0	19.7	20.3	20.4	21.3	12.9	19.2	20.4	21.1	3.5%	-0.8%
Retail Sales	61.1	62.3	59.5	61.4	60.2	62.6	36.9	62.0	64.3	63.0	-2.0%	0.6%
TOTAL	306.7	302.4	287.0	304.2	304.9	320.1	193.1	312.8	354.1	362.0	2.2%	13.1%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Cochise County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	50.2	51.1	49.7	51.9	53.3	56.6	50.3	57.5	63.9	69.0	8.0%	22.0%
Arts, Ent. & Rec.	10.4	11.0	11.0	11.6	12.3	13.2	11.5	11.2	12.7	13.2	3.8%	-0.3%
Retail**	17.0	17.4	16.8	17.2	17.2	18.0	18.4	19.3	19.2	19.4	1.1%	7.8%
Other Travel*	1.9	1.1	1.2	1.6	1.6	1.6	1.6	1.7	1.8	1.9	2.8%	16.5%
TOTAL	79.5	80.5	78.6	82.2	84.4	89.4	81.8	89.6	97.6	103.5	6.0%	15.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,360	2,370	2,210	2,110	2,120	2,150	1,830	1,940	2,080	2,160	4.1%	0.8%
Arts, Ent. & Rec.	680	690	700	670	670	710	580	630	660	680	2.4%	-5.3%
Retail**	650	650	630	600	580	600	570	590	560	560	-0.2%	-5.9%
Other Travel*	70	50	50	50	50	50	50	50	50	50	-3.4%	-7.9%
TOTAL	3,750	3,760	3,580	3,430	3,420	3,510	3,030	3,210	3,350	3,450	2.9%	-1.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	12.0	12.6	12.4	13.3	14.0	14.5	10.6	14.7	15.8	16.2	2.7%	11.5%
State Tax Receipts	14.1	14.5	14.0	14.8	15.0	15.6	10.5	15.0	15.7	16.2	2.9%	4.0%
TOTAL	26.2	27.1	26.4	28.1	28.9	30.1	21.1	29.7	31.5	32.4	2.8%	7.6%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Coconino County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	1,111.1	1,181.7	1,264.5	1,397.4	1,513.0	1,628.0	929.7	1,603.5	1,709.0	1,768.7	3.5%	8.6%
Other Travel*	60.5	54.5	46.7	52.4	56.0	68.6	31.0	49.9	64.0	63.4	-1.0%	-7.7%
TOTAL	1,171.6	1,236.2	1,311.2	1,449.8	1,569.0	1,696.6	960.7	1,653.5	1,773.0	1,832.1	3.3%	8.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	764.3	832.3	906.3	1,013.2	1,105.3	1,189.9	674.0	1,186.0	1,258.4	1,317.6	4.7%	10.7%
Hotel, Motel**								1,090.7	1,121.4	1,170.9	4.4%	-1.6%
STVR**								95.2	137.0	146.7	7.1%	
Private Home	65.9	64.8	64.1	67.8	66.4	74.3	33.9	70.2	83.1	78.0	-6.1%	5.0%
Campground	25.5	24.3	23.7	24.7	25.9	27.8	25.5	33.4	36.0	35.2	-2.3%	26.6%
2nd Home	35.0	35.3	36.0	36.6	37.8	38.8	37.1	39.8	42.5	44.6	4.9%	15.0%
Day Travel	220.3	225.1	234.3	255.2	277.6	297.2	159.3	274.2	288.9	293.3	1.5%	-1.3%
TOTAL	1,111.1	1,181.7	1,264.5	1,397.4	1,513.0	1,628.0	929.7	1,603.5	1,709.0	1,768.7	3.5%	8.6%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	363.9	415.8	462.2	513.3	548.8	580.3	369.4	642.2	696.9	735.4	5.5%	26.7%
Food Service	260.6	282.2	307.9	342.2	379.7	416.4	230.3	385.9	399.3	426.3	6.8%	2.4%
Food Stores	57.2	60.6	62.6	66.2	70.4	75.2	44.1	81.8	86.8	90.3	4.1%	20.0%
Local Tran. & Gas	128.2	105.7	97.0	113.6	132.4	139.1	63.8	128.2	151.5	140.1	-7.5%	0.7%
Arts, Ent. & Rec.	154.6	163.3	174.4	188.9	204.4	218.0	118.0	176.9	185.6	194.0	4.5%	-11.0%
Retail Sales	131.1	137.3	144.3	154.5	165.5	175.9	95.9	167.4	165.3	164.8	-0.3%	-6.3%
Visitor Air Tran.	15.5	16.8	16.0	18.6	11.8	22.9	8.2	21.2	23.7	17.9	-24.3%	-21.7%
TOTAL	1,111.1	1,181.7	1,264.5	1,397.4	1,513.0	1,628.0	929.7	1,603.5	1,709.0	1,768.7	3.5%	8.6%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Coconino County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	192.1	202.2	213.6	238.0	261.2	271.1	231.9	287.7	317.7	342.9	7.9%	26.5%
Arts, Ent. & Rec.	85.2	90.5	97.6	107.8	106.5	116.9	108.9	109.9	119.5	140.2	17.3%	19.9%
Retail**	27.5	30.0	32.5	33.5	35.2	35.5	36.0	41.5	42.0	43.1	2.7%	21.6%
Visitor Air Tran.	6.5	7.9	9.4	14.8	13.0	14.3	10.7	10.2	10.7	10.9	1.8%	-23.9%
Other Travel*	12.2	12.8	12.2	15.2	18.0	20.0	13.0	12.0	15.6	18.4	17.6%	-8.0%
TOTAL	323.5	343.3	365.4	409.4	433.9	457.8	400.5	461.3	505.5	555.5	9.9%	21.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	6,990	7,020	7,330	7,630	8,140	8,250	6,640	7,620	8,310	8,280	-0.4%	0.4%
Arts, Ent. & Rec.	3,410	3,390	3,690	4,040	3,740	3,750	3,170	3,200	3,450	3,680	6.7%	-1.9%
Retail**	990	1,050	1,110	1,100	1,140	1,090	1,020	1,110	1,080	1,070	-1.4%	-1.5%
Visitor Air Tran.	120	150	180	220	190	210	150	140	150	150	1.8%	-30.0%
Other Travel*	390	420	320	360	430	520	310	310	410	470	14.0%	-9.0%
TOTAL	11,890	12,030	12,640	13,340	13,640	13,810	11,290	12,380	13,400	13,640	1.8%	-1.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	55.8	61.9	67.3	72.3	79.1	81.2	55.8	83.5	87.4	92.5	5.9%	14.0%
State Tax Receipts	48.2	52.1	55.8	62.4	67.9	71.7	46.3	69.8	72.1	76.4	5.9%	6.5%
TOTAL	104.1	114.0	123.1	134.6	147.0	152.9	102.1	153.3	159.5	168.9	5.9%	10.5%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Gila County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	265.9	268.3	270.3	284.8	286.0	310.6	281.8	339.1	348.7	368.2	5.6%	18.6%
Other Travel*	12.4	9.5	8.3	9.5	10.5	10.5	5.6	10.5	12.8	11.9	-6.6%	13.4%
TOTAL	278.3	277.8	278.6	294.3	296.5	321.1	287.4	349.5	361.5	380.1	5.1%	18.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	48.9	53.5	56.4	64.8	62.9	79.0	87.0	114.4	108.3	121.3	11.9%	53.6%
Hotel, Motel**								104.6	92.3	102.6	11.2%	29.9%
STVR**								9.8	16.1	18.7	16.1%	
Private Home	41.3	40.9	40.2	42.1	42.2	44.7	23.1	42.3	50.1	49.0	-2.2%	9.7%
Campground	13.2	12.6	12.3	12.8	13.4	14.4	11.4	12.1	13.1	12.8	-2.4%	-11.5%
2nd Home	14.3	14.3	14.5	14.7	15.1	15.5	15.0	16.1	17.2	18.0	4.8%	16.3%
Day Travel	148.2	147.0	146.9	150.4	152.3	157.0	145.2	154.2	160.0	167.1	4.4%	6.5%
TOTAL	265.9	268.3	270.3	284.8	286.0	310.6	281.8	339.1	348.7	368.2	5.6%	18.6%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	20.0	22.4	23.9	27.1	26.6	32.4	38.4	51.0	52.7	57.1	8.3%	76.2%
Food Service	50.3	53.2	55.4	58.9	59.7	66.0	57.1	73.6	75.2	81.7	8.6%	23.8%
Food Stores	22.1	22.8	22.6	22.8	22.7	23.8	20.6	25.9	27.4	28.4	3.8%	19.6%
Local Tran. & Gas	35.5	28.5	24.6	27.4	29.5	30.8	21.2	32.0	37.4	35.3	-5.7%	14.6%
Arts, Ent. & Rec.	104.4	107.3	109.6	113.8	113.2	121.5	112.3	116.6	116.7	126.2	8.1%	3.8%
Retail Sales	33.6	34.1	34.2	34.8	34.4	36.1	32.0	40.0	39.3	39.5	0.6%	9.5%
TOTAL	265.9	268.3	270.3	284.8	286.0	310.6	281.8	339.1	348.7	368.2	5.6%	18.6%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Gila County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	28.5	30.9	34.1	37.1	41.3	43.1	38.6	44.0	51.5	58.4	13.3%	35.4%
Arts, Ent. & Rec.	28.0	28.8	29.5	30.9	30.6	31.9	33.2	32.8	31.4	36.2	15.2%	13.5%
Retail**	8.2	8.7	9.0	9.3	9.4	9.7	12.2	12.4	12.5	13.1	4.7%	34.9%
Other Travel*	0.5	0.4	0.5	0.5	0.5	0.6	0.6	0.8	0.9	0.9	4.0%	57.4%
TOTAL	65.3	68.8	73.1	77.8	81.9	85.3	84.6	90.0	96.4	108.6	12.7%	27.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,300	1,380	1,500	1,510	1,590	1,570	1,280	1,360	1,530	1,620	5.7%	3.2%
Arts, Ent. & Rec.	1,030	1,000	1,040	1,020	930	1,020	1,100	1,150	1,000	1,070	6.8%	4.9%
Retail**	330	340	350	340	330	330	390	390	380	380	0.2%	12.9%
Other Travel*	20	20	20	20	20	20	20	20	30	30	1.3%	20.8%
TOTAL	2,690	2,740	2,920	2,900	2,880	2,950	2,790	2,930	2,940	3,090	5.4%	5.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	7.7	8.2	8.6	9.5	9.9	10.2	10.2	12.0	12.1	13.2	8.6%	28.9%
State Tax Receipts	11.8	12.3	12.5	13.4	13.7	14.5	13.2	15.2	15.1	16.3	8.2%	12.7%
TOTAL	19.5	20.5	21.1	22.8	23.6	24.7	23.4	27.2	27.2	29.5	8.4%	19.4%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Graham County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	67.1	50.1	49.2	56.1	56.2	62.6	36.2	59.1	68.4	69.3	1.2%	10.6%
Other Travel*	9.0	6.8	5.8	6.7	7.5	7.6	4.1	7.7	9.3	8.8	-6.2%	14.9%
TOTAL	76.1	56.9	55.0	62.8	63.7	70.3	40.2	66.8	77.7	78.0	0.3%	11.0%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	37.5	23.7	23.0	28.2	27.8	32.1	19.1	29.5	34.0	34.9	2.7%	9.0%
Hotel, Motel**								29.4	33.9	34.5	1.9%	7.7%
STVR**								0.1	0.1	0.4	182.8%	
Private Home	20.9	18.8	18.6	19.8	20.2	21.6	11.2	20.6	24.4	24.2	-0.9%	11.9%
Campground	1.8	1.8	1.7	1.8	1.9	2.0	1.8	2.4	2.6	2.5	-2.3%	26.6%
2nd Home	0.7	0.6	0.6	0.7	0.7	0.7	0.7	0.7	0.8	0.8	6.6%	18.8%
Day Travel	6.3	5.2	5.2	5.7	5.7	6.2	3.3	5.9	6.6	6.7	2.5%	8.1%
TOTAL	67.1	50.1	49.2	56.1	56.2	62.6	36.2	59.1	68.4	69.3	1.2%	10.6%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	13.7	8.4	8.3	10.5	10.3	12.2	8.7	11.6	14.5	16.6	14.6%	36.3%
Food Service	18.2	15.2	15.6	17.5	17.7	19.8	11.2	18.7	21.1	21.5	2.2%	8.9%
Food Stores	5.3	4.8	4.8	5.0	4.9	5.3	3.1	5.3	6.1	6.0	-2.1%	12.6%
Local Tran. & Gas	10.8	7.3	6.3	7.4	7.9	8.4	3.9	8.0	10.0	9.2	-7.9%	9.6%
Arts, Ent. & Rec.	4.5	3.7	3.7	4.0	4.0	4.3	2.4	3.6	4.1	4.2	2.7%	-4.2%
Retail Sales	14.6	10.7	10.5	11.8	11.5	12.7	6.9	11.9	12.7	11.8	-7.2%	-6.7%
TOTAL	67.1	50.1	49.2	56.1	56.2	62.6	36.2	59.1	68.4	69.3	1.2%	10.6%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Graham County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	9.0	7.3	7.3	7.8	8.7	9.1	9.3	10.7	11.0	12.4	12.5%	35.5%
Arts, Ent. & Rec.	2.6	2.1	2.1	2.4	2.4	2.7	1.9	2.2	2.4	2.8	15.3%	3.5%
Retail**	2.8	2.3	2.3	2.5	2.5	2.6	2.7	2.9	3.2	3.3	4.1%	27.2%
Other Travel*	0.4	0.3	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.5	4.6%	25.8%
TOTAL	14.9	12.1	12.1	13.1	14.0	14.9	14.3	16.2	17.1	19.0	11.1%	28.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	540	420	410	400	440	420	390	430	430	440	2.4%	5.5%
Arts, Ent. & Rec.	400	320	300	370	370	380	240	280	290	300	4.8%	-19.7%
Retail**	100	90	90	90	90	90	90	90	100	100	2.0%	8.0%
Other Travel*	20	10	10	20	20	20	20	20	20	20	6.2%	-4.2%
TOTAL	1,050	840	810	880	910	910	740	820	840	860	3.3%	-5.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	3.1	2.2	2.2	2.6	2.7	3.0	2.1	2.9	3.3	3.5	7.2%	18.1%
State Tax Receipts	3.3	2.7	2.7	2.9	3.0	3.2	2.1	3.1	3.2	3.3	3.6%	3.4%
TOTAL	6.4	4.9	4.9	5.6	5.7	6.2	4.2	6.0	6.5	6.8	5.4%	10.4%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Greenlee County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	13.7	10.7	10.6	11.8	11.8	12.9	7.3	12.0	13.8	14.5	5.2%	12.1%
Other Travel*	2.1	1.7	1.5	1.6	1.8	1.8	0.9	1.8	2.2	2.0	-7.8%	13.0%
TOTAL	15.8	12.4	12.1	13.4	13.6	14.7	8.2	13.8	16.0	16.5	3.4%	12.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	6.7	4.3	4.1	5.0	5.0	5.7	3.4	5.2	6.0	6.7	11.5%	16.9%
Hotel, Motel**								5.1	5.9	6.6	11.8%	15.0%
STVR**								0.1	0.1	0.1	-4.1%	
Private Home	5.1	4.8	4.8	5.0	5.0	5.3	2.7	4.9	5.9	5.7	-2.1%	8.4%
Campground	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	-2.3%	26.7%
2nd Home	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	5.4%	14.4%
Day Travel	1.4	1.2	1.2	1.3	1.3	1.4	0.7	1.3	1.3	1.5	10.9%	3.6%
TOTAL	13.7	10.7	10.6	11.8	11.8	12.9	7.3	12.0	13.8	14.5	5.2%	12.1%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	2.3	1.5	1.4	1.8	1.8	2.1	1.5	2.0	2.5	2.8	14.4%	35.8%
Food Service	3.9	3.4	3.5	3.9	3.9	4.3	2.4	4.0	4.4	4.8	7.9%	12.1%
Food Stores	1.2	1.1	1.1	1.2	1.1	1.2	0.7	1.2	1.3	1.3	-1.1%	11.0%
Local Tran. & Gas	2.4	1.7	1.5	1.7	1.8	1.9	0.8	1.7	2.1	2.0	-4.8%	9.4%
Arts, Ent. & Rec.	1.0	0.8	0.8	0.9	0.9	1.0	0.5	0.8	0.9	0.9	9.4%	-2.0%
Retail Sales	2.9	2.2	2.2	2.4	2.3	2.6	1.4	2.4	2.5	2.6	1.9%	0.3%
TOTAL	13.7	10.7	10.6	11.8	11.8	12.9	7.3	12.0	13.8	14.5	5.2%	12.1%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Greenlee County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	2.0	1.6	1.1	1.3	1.2	1.4	1.0	1.1	1.1	1.3	16.5%	-7.4%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.4	0.5	22.9%	14.1%
Retail**	0.7	0.6	0.6	0.6	0.6	0.7	0.5	0.5	0.6	0.6	0.5%	-11.8%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	2.6%	32.0%
TOTAL	3.1	2.6	2.1	2.4	2.3	2.6	1.9	2.0	2.2	2.5	12.6%	-3.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	110	100	60	70	70	70	50	50	50	60	7.3%	-11.0%
Arts, Ent. & Rec.	20	10	10	20	20	20	10	10	10	20	17.6%	6.0%
Retail**	30	20	20	20	20	20	10	20	20	20	-1.8%	-21.3%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	1.4%	4.3%
TOTAL	160	140	110	110	110	110	90	90	90	100	6.9%	-9.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.3	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.3	8.6%	5.8%
State Tax Receipts	0.7	0.6	0.6	0.7	0.7	0.7	0.4	0.6	0.6	0.7	6.8%	-1.6%
TOTAL	1.0	0.9	0.8	0.9	0.9	1.0	0.6	0.8	0.9	1.0	7.3%	0.4%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

La Paz County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	136.0	136.0	136.3	142.2	159.6	162.7	152.2	180.0	183.9	184.6	0.3%	13.4%
Other Travel*	4.6	3.6	3.1	3.5	4.0	4.0	2.2	3.2	3.9	3.7	-5.7%	-9.3%
TOTAL	140.6	139.6	139.4	145.7	163.7	166.7	154.3	183.2	187.8	188.2	0.2%	12.9%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	8.8	10.3	11.0	12.9	23.8	23.6	29.5	33.0	32.8	29.6	-9.6%	25.4%
Hotel, Motel**								29.5	28.1	24.6	-12.4%	4.3%
STVR**								3.5	4.7	5.0	6.9%	
Private Home	15.6	15.6	15.3	16.2	17.2	16.9	8.8	16.7	15.3	15.2	-1.1%	-10.1%
Campground	31.4	30.6	30.4	31.3	32.5	34.7	32.0	39.3	42.3	41.9	-0.9%	20.6%
2nd Home	17.5	17.3	17.6	18.1	18.9	19.3	18.9	20.3	21.7	23.0	5.9%	19.0%
Day Travel	62.8	62.1	62.0	63.7	67.3	68.2	62.9	70.8	71.9	74.9	4.2%	9.9%
TOTAL	136.0	136.0	136.3	142.2	159.6	162.7	152.2	180.0	183.9	184.6	0.3%	13.4%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	10.6	11.4	11.9	12.7	16.7	17.5	20.3	23.0	24.7	23.9	-3.3%	37.1%
Food Service	25.9	27.4	28.5	30.2	34.5	35.5	32.7	40.5	39.9	41.4	3.8%	16.8%
Food Stores	13.4	13.8	13.7	13.8	14.5	14.8	13.5	17.4	17.3	17.9	3.0%	20.7%
Local Tran. & Gas	20.2	16.2	14.0	15.6	18.1	18.1	13.3	20.4	23.0	21.0	-8.6%	15.9%
Arts, Ent. & Rec.	47.8	48.8	49.8	51.1	55.8	56.7	53.8	55.8	57.1	58.8	3.0%	3.7%
Retail Sales	18.1	18.4	18.4	18.7	20.1	20.2	18.5	23.0	21.8	21.5	-1.4%	6.8%
TOTAL	136.0	136.0	136.3	142.2	159.6	162.7	152.2	180.0	183.9	184.6	0.3%	13.4%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

La Paz County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	13.3	13.6	13.3	14.2	17.0	18.5	16.4	17.0	16.7	17.2	2.6%	-7.0%
Arts, Ent. & Rec.	15.1	15.5	15.9	16.5	18.2	18.8	20.6	22.3	19.4	21.9	13.3%	16.4%
Retail**	4.4	4.6	4.8	4.9	5.4	6.0	7.3	8.2	8.0	8.7	8.2%	44.2%
Other Travel*	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	4.9%	55.1%
TOTAL	32.9	33.9	34.1	35.8	40.8	43.5	44.5	47.7	44.4	48.0	8.3%	10.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	690	670	670	650	730	730	600	560	510	490	-3.0%	-32.2%
Arts, Ent. & Rec.	510	480	490	470	490	480	490	490	390	420	7.3%	-13.1%
Retail**	170	180	190	180	190	200	230	250	240	250	5.2%	26.4%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	-4.6%	21.5%
TOTAL	1,380	1,330	1,350	1,300	1,410	1,410	1,330	1,310	1,140	1,170	2.2%	-17.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	4.2	4.4	4.5	5.3	6.2	6.2	6.4	7.2	6.9	7.0	1.7%	13.4%
State Tax Receipts	5.9	6.1	6.1	6.4	7.2	7.3	7.0	7.9	7.5	7.7	2.5%	4.9%
TOTAL	10.1	10.5	10.6	11.6	13.5	13.6	13.4	15.1	14.5	14.8	2.1%	8.8%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Maricopa County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	9,585	10,071	10,383	10,963	11,971	12,518	7,334	11,605	14,214	15,056	5.9%	20.3%
Other Travel*	3,035	2,925	2,873	3,057	3,345	3,427	1,512	2,305	3,093	3,163	2.3%	-7.7%
TOTAL	12,620	12,995	13,255	14,020	15,316	15,945	8,846	13,910	17,307	18,219	5.3%	14.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	5,178	5,575	5,803	6,170	6,835	7,196	4,341	6,852	8,596	9,217	7.2%	28.1%
Hotel, Motel**								6,300	7,950	8,512	7.1%	18.3%
STVR**								552	647	705	9.0%	
Private Home	2,568	2,648	2,699	2,821	3,015	3,129	1,433	2,676	3,359	3,426	2.0%	9.5%
Campground	271	267	269	279	296	318	293	251	270	265	-2.0%	-16.9%
2nd Home	294	299	308	317	331	343	340	354	376	396	5.4%	15.6%
Day Travel	1,273	1,281	1,304	1,376	1,494	1,531	927	1,473	1,613	1,751	8.6%	14.4%
TOTAL	9,585	10,071	10,383	10,963	11,971	12,518	7,334	11,605	14,214	15,056	5.9%	20.3%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	1,751	1,979	2,066	2,211	2,459	2,694	1,698	2,649	3,634	3,939	8.4%	46.2%
Food Service	2,200	2,348	2,499	2,663	2,930	3,046	1,964	3,013	3,396	3,691	8.7%	21.2%
Food Stores	323	339	344	351	370	380	254	432	478	504	5.6%	32.9%
Local Tran. & Gas	1,261	1,165	1,139	1,222	1,364	1,373	791	1,295	1,556	1,532	-1.6%	11.6%
Arts, Ent. & Rec.	1,203	1,252	1,305	1,356	1,453	1,471	936	1,315	1,484	1,600	7.8%	8.8%
Retail Sales	1,327	1,371	1,407	1,449	1,541	1,554	961	1,621	1,774	1,767	-0.4%	13.7%
Visitor Air Tran.	1,520	1,618	1,623	1,711	1,853	1,999	730	1,279	1,891	2,022	6.9%	1.1%
TOTAL	9,585	10,071	10,383	10,963	11,971	12,518	7,334	11,605	14,214	15,056	5.9%	20.3%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Maricopa County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	1,395	1,487	1,544	1,663	1,806	1,869	1,542	1,789	2,148	2,362	10.0%	26.4%
Arts, Ent. & Rec.	637	666	701	743	818	880	681	733	884	1,067	20.7%	21.2%
Retail**	224	241	256	265	282	287	305	326	363	360	-0.8%	25.5%
Ground Tran.	129	139	149	170	183	197	171	178	204	204	-0.2%	3.5%
Visitor Air Tran.	610	684	693	764	789	814	615	525	559	613	9.8%	-24.7%
Other Travel*	889	944	968	1,031	1,083	1,073	746	699	789	841	6.5%	-21.6%
TOTAL	3,884	4,162	4,310	4,635	4,961	5,120	4,060	4,251	4,946	5,447	10.1%	6.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	45,010	46,470	47,530	48,800	50,750	50,840	42,050	44,530	50,110	53,560	6.9%	5.4%
Arts, Ent. & Rec.	18,710	20,000	20,020	20,750	22,330	23,220	16,360	18,360	20,270	22,260	9.9%	-4.1%
Retail**	6,390	6,750	7,050	7,120	7,240	7,100	7,080	7,240	7,510	7,420	-1.1%	4.5%
Ground Tran.	3,160	3,320	3,600	4,030	4,130	4,340	3,570	3,320	3,400	3,340	-1.9%	-23.0%
Visitor Air Tran.	7,300	7,720	7,820	8,010	8,360	8,440	6,070	5,090	5,330	5,850	9.8%	-30.7%
Other Travel*	13,960	14,930	15,250	15,090	14,860	14,880	10,280	9,490	10,600	10,650	0.4%	-28.4%
TOTAL	94,530	99,180	101,270	103,800	107,660	108,810	85,410	88,020	97,210	103,080	6.0%	-5.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	516	565	590	640	773	774	528	712	847	901	6.3%	16.3%
State Tax Receipts	463	492	507	549	602	613	417	559	634	679	7.2%	10.7%
TOTAL	979	1,057	1,098	1,189	1,375	1,388	946	1,270	1,480	1,580	6.7%	13.8%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Mohave County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	494.5	483.6	490.3	541.2	569.1	608.1	487.1	712.4	772.5	768.4	-0.5%	26.4%
Other Travel*	86.3	40.7	38.9	58.3	60.4	58.8	34.5	55.1	60.8	59.0	-3.0%	0.3%
TOTAL	580.8	524.3	529.2	599.5	629.5	667.0	521.5	767.6	833.3	827.4	-0.7%	24.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	132.6	137.2	144.9	162.7	182.8	210.9	218.5	307.6	314.4	306.1	-2.6%	45.1%
Hotel, Motel**								259.7	251.9	239.0	-5.1%	13.3%
STVR**								47.9	62.5	67.0	7.3%	
Private Home	165.5	155.2	153.8	173.2	174.2	175.6	92.5	169.1	205.3	203.1	-1.1%	15.7%
Campground	21.8	20.8	20.4	21.2	22.2	23.8	22.3	26.3	28.4	27.7	-2.4%	16.4%
2nd Home	41.3	41.5	42.0	43.1	44.4	45.9	45.2	48.5	51.9	55.0	6.0%	19.7%
Day Travel	133.2	128.9	129.3	141.2	145.6	151.8	108.5	160.9	172.5	176.5	2.3%	16.2%
TOTAL	494.5	483.6	490.3	541.2	569.1	608.1	487.1	712.4	772.5	768.4	-0.5%	26.4%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	64.0	69.3	74.8	82.8	89.5	101.6	111.2	159.9	172.4	169.9	-1.4%	67.3%
Food Service	139.3	142.4	149.3	166.3	175.5	189.6	147.8	212.8	227.4	234.1	3.0%	23.4%
Food Stores	46.5	46.8	46.8	50.0	50.3	52.2	37.8	60.8	67.5	68.3	1.1%	30.8%
Local Tran. & Gas	86.8	67.7	58.8	69.4	76.4	78.3	47.0	83.6	101.5	93.0	-8.3%	18.8%
Arts, Ent. & Rec.	84.7	84.8	87.2	94.3	97.5	102.8	79.8	100.3	106.2	109.4	3.0%	6.4%
Retail Sales	73.2	72.6	73.3	78.6	80.0	83.6	63.5	95.0	97.6	93.7	-4.0%	12.0%
TOTAL	494.5	483.6	490.3	541.2	569.1	608.1	487.1	712.4	772.5	768.4	-0.5%	26.4%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Mohave County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	71.6	89.8	100.3	112.3	118.0	113.5	109.4	148.6	158.1	153.4	-2.9%	35.2%
Arts, Ent. & Rec.	39.0	39.2	40.6	41.7	46.7	34.8	27.5	30.1	29.7	34.2	15.2%	-2.0%
Retail**	18.2	18.8	19.6	21.1	21.9	22.9	25.8	28.8	30.7	30.2	-1.6%	31.5%
Other Travel*	16.1	3.1	4.3	9.9	9.2	8.6	8.1	8.9	7.6	8.1	6.9%	-6.2%
TOTAL	144.9	150.9	164.8	185.0	195.7	179.9	170.8	216.4	225.9	225.8	-0.1%	25.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,290	3,940	4,220	4,390	4,430	4,140	3,680	4,550	4,550	4,140	-8.9%	0.0%
Arts, Ent. & Rec.	1,750	1,790	1,700	1,660	1,770	1,350	990	1,140	1,090	1,150	5.8%	-14.8%
Retail**	610	620	640	650	660	680	700	770	780	750	-3.4%	9.9%
Other Travel*	450	110	150	260	230	220	190	200	160	160	1.8%	-28.7%
TOTAL	6,100	6,450	6,710	6,960	7,090	6,400	5,570	6,640	6,560	6,200	-5.6%	-3.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	18.1	19.3	20.6	23.2	25.2	24.5	22.9	31.5	32.6	32.2	-0.9%	31.7%
State Tax Receipts	23.7	24.1	24.8	27.8	29.4	29.7	24.4	33.7	34.3	34.4	0.2%	16.0%
TOTAL	41.8	43.4	45.5	51.0	54.6	54.2	47.3	65.2	66.9	66.7	-0.3%	23.1%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Navajo County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	283.0	282.7	288.6	311.9	321.8	355.2	314.1	404.8	417.0	406.5	-2.5%	14.5%
Other Travel*	24.5	19.3	16.9	18.8	21.2	21.3	11.3	20.9	25.6	23.9	-6.5%	12.5%
TOTAL	307.4	302.1	305.5	330.7	343.0	376.4	325.5	425.8	442.6	430.4	-2.8%	14.3%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	131.3	134.1	139.0	157.4	161.8	188.0	187.9	233.5	229.2	217.3	-5.2%	15.6%
Hotel, Motel**								207.8	194.8	177.9	-8.7%	-5.4%
STVR**								25.7	34.3	39.4	14.8%	
Private Home	58.2	55.8	55.3	57.7	59.4	61.8	32.0	58.9	68.5	66.9	-2.3%	8.2%
Campground	16.2	16.1	16.3	16.8	17.8	19.1	17.5	22.1	23.8	23.4	-1.4%	22.7%
2nd Home	48.9	48.9	50.0	50.4	52.0	53.3	51.9	55.6	59.5	62.5	5.1%	17.3%
Day Travel	28.3	27.8	28.0	29.6	30.8	33.0	24.8	34.7	36.1	36.4	0.7%	10.4%
TOTAL	283.0	282.7	288.6	311.9	321.8	355.2	314.1	404.8	417.0	406.5	-2.5%	14.5%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	57.0	59.5	63.3	69.7	69.5	78.7	80.8	104.5	113.9	112.2	-1.5%	42.5%
Food Service	74.3	77.6	81.7	88.5	92.9	103.7	90.3	114.3	114.8	116.3	1.2%	12.2%
Food Stores	21.2	21.8	21.9	22.4	22.7	24.1	18.8	28.2	30.3	30.4	0.3%	26.2%
Local Tran. & Gas	40.4	32.3	28.2	32.0	35.4	37.4	24.4	39.6	45.8	41.2	-10.2%	10.1%
Arts, Ent. & Rec.	30.3	30.9	31.9	33.2	34.1	36.5	31.6	34.9	35.9	36.4	1.5%	-0.1%
Retail Sales	59.7	60.7	61.7	66.0	67.4	74.8	68.3	83.3	76.2	70.1	-8.1%	-6.3%
TOTAL	283.0	282.7	288.6	311.9	321.8	355.2	314.1	404.8	417.0	406.5	-2.5%	14.5%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Navajo County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	54.5	58.7	61.1	67.2	70.6	74.3	71.8	82.3	90.7	96.6	6.5%	30.1%
Arts, Ent. & Rec.	22.8	23.3	24.3	25.8	29.7	22.0	21.5	26.6	26.6	29.9	12.6%	36.1%
Retail**	10.9	11.5	12.1	12.4	12.1	12.1	14.3	14.8	14.4	15.2	5.8%	26.2%
Other Travel*	0.8	0.8	0.8	0.9	0.9	1.0	1.0	1.2	1.4	1.5	4.0%	47.3%
TOTAL	89.0	94.3	98.2	106.3	113.3	109.3	108.5	125.0	133.1	143.2	7.6%	31.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,350	2,420	2,450	2,490	2,520	2,530	2,290	2,440	2,590	2,680	3.7%	5.8%
Arts, Ent. & Rec.	940	1,040	1,040	1,090	1,140	930	840	1,050	1,000	1,090	9.4%	17.6%
Retail**	420	440	460	440	430	430	480	480	440	440	0.7%	1.8%
Other Travel*	40	40	40	40	40	40	40	40	50	50	1.3%	10.5%
TOTAL	3,760	3,940	4,000	4,070	4,130	3,940	3,650	4,010	4,070	4,260	4.7%	8.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	11.1	12.1	12.6	13.9	14.8	15.0	14.6	17.8	18.0	18.0	0.2%	19.7%
State Tax Receipts	13.8	14.3	14.6	15.9	16.7	17.5	15.6	19.2	19.0	19.1	0.4%	9.0%
TOTAL	24.9	26.3	27.2	29.8	31.5	32.5	30.2	37.0	37.0	37.1	0.3%	13.9%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Pima County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	2,208	2,240	2,183	2,353	2,467	2,610	1,342	2,377	2,754	2,894	5.1%	10.9%
Other Travel*	576	532	514	549	554	579	267	409	523	564	7.8%	-2.5%
TOTAL	2,784	2,772	2,697	2,902	3,021	3,189	1,609	2,786	3,277	3,458	5.5%	8.4%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	994	1,053	1,033	1,109	1,177	1,251	666	1,161	1,367	1,439	5.3%	15.1%
Hotel, Motel**								1,095	1,292	1,352	4.7%	8.1%
STVR**								66	75	87	15.4%	
Private Home	474	473	469	498	520	543	225	458	566	573	1.2%	5.4%
Campground	31	30	30	31	32	35	32	33	35	34	-2.0%	-0.7%
2nd Home	52	52	53	54	56	58	57	60	64	67	5.2%	16.8%
Day Travel	657	631	598	661	682	724	363	665	722	780	8.1%	7.8%
TOTAL	2,208	2,240	2,183	2,353	2,467	2,610	1,342	2,377	2,754	2,894	5.1%	10.9%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	349	379	378	402	437	482	304	464	587	627	6.8%	30.2%
Food Service	576	611	610	662	694	732	385	727	799	858	7.4%	17.2%
Food Stores	146	146	139	149	152	160	83	157	177	186	5.2%	15.9%
Local Tran. & Gas	321	292	265	291	310	316	146	272	323	313	-3.0%	-1.0%
Arts, Ent. & Rec.	181	186	185	193	198	202	109	175	194	206	6.6%	2.2%
Retail Sales	433	423	402	436	441	464	231	436	466	478	2.5%	3.0%
Visitor Air Tran.	202	204	205	219	236	254	84	146	209	226	8.0%	-11.0%
TOTAL	2,208	2,240	2,183	2,353	2,467	2,610	1,342	2,377	2,754	2,894	5.1%	10.9%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Pima County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	360	393	407	444	446	477	373	432	504	547	8.5%	14.8%
Arts, Ent. & Rec.	85	88	88	94	105	107	85	93	104	124	18.8%	15.8%
Retail**	77	79	78	81	82	86	83	90	98	100	1.7%	16.0%
Ground Tran.	31	33	33	38	42	46	32	35	39	38	-1.8%	-16.1%
Visitor Air Tran.	10	11	12	12	12	12	10	8	9	9	7.7%	-24.8%
Other Travel*	67	69	74	75	65	68	60	52	59	75	28.4%	10.2%
TOTAL	631	674	693	743	752	796	643	710	813	894	9.9%	12.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	13,810	14,290	14,630	14,780	14,300	14,550	11,150	11,930	13,090	13,550	3.5%	-6.9%
Arts, Ent. & Rec.	4,350	4,440	4,640	4,700	5,170	5,030	3,640	3,950	4,240	4,870	14.8%	-3.2%
Retail**	2,610	2,610	2,550	2,570	2,510	2,510	2,250	2,360	2,460	2,460	0.1%	-2.2%
Ground Tran.	750	800	800	900	950	1,010	670	660	650	630	-3.4%	-37.8%
Visitor Air Tran.	170	170	180	160	170	170	120	100	110	120	7.7%	-30.9%
Other Travel*	1,750	1,750	1,900	1,860	1,570	1,490	1,390	1,160	1,160	1,380	19.1%	-7.6%
TOTAL	23,440	24,050	24,700	24,970	24,670	24,770	19,220	20,160	21,710	23,000	6.0%	-7.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	77	82	83	73	77	77	50	69	77	82	5.7%	6.5%
State Tax Receipts	111	116	114	126	132	137	85	125	136	145	6.7%	6.1%
TOTAL	188	198	197	198	209	214	135	194	213	227	6.3%	6.2%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Pinal County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	554.5	567.8	571.6	617.4	666.0	685.7	485.0	722.9	811.0	840.5	3.6%	22.6%
Other Travel*	89.5	72.6	64.2	74.3	85.6	88.6	48.6	86.9	106.3	106.0	-0.3%	19.7%
TOTAL	644.0	640.4	635.8	691.7	751.6	774.3	533.6	809.8	917.3	946.5	3.2%	22.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	33.4	38.1	38.9	49.0	60.8	61.6	51.4	81.1	105.5	101.5	-3.7%	64.8%
Hotel, Motel**								69.2	91.8	85.2	-7.2%	38.2%
STVR**								11.9	13.7	16.4	19.6%	
Private Home	260.1	269.2	270.8	291.0	310.0	315.9	171.4	318.4	363.1	370.2	1.9%	17.2%
Campground	49.6	47.3	46.3	48.1	50.4	54.2	56.3	57.7	62.1	60.7	-2.4%	12.0%
2nd Home	84.2	86.2	89.4	93.5	99.0	104.6	104.6	112.2	119.9	130.9	9.1%	25.2%
Day Travel	127.3	127.0	126.2	135.9	145.8	149.5	101.4	153.5	160.4	177.2	10.5%	18.5%
TOTAL	554.5	567.8	571.6	617.4	666.0	685.7	485.0	722.9	811.0	840.5	3.6%	22.6%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	43.0	46.8	48.7	53.9	60.7	64.8	59.2	77.6	97.6	99.1	1.5%	52.9%
Food Service	184.7	199.0	207.8	226.3	245.3	255.7	178.7	270.9	297.3	321.2	8.0%	25.6%
Food Stores	52.3	55.2	55.1	57.2	59.6	61.4	45.8	66.5	72.3	75.2	3.9%	22.4%
Local Tran. & Gas	89.4	73.1	63.4	72.5	82.4	83.0	50.0	85.8	103.3	99.7	-3.5%	20.1%
Arts, Ent. & Rec.	76.3	79.9	81.9	86.7	91.4	93.0	66.2	85.7	92.6	101.3	9.4%	8.9%
Retail Sales	108.9	113.8	114.6	120.7	126.5	127.9	85.1	136.4	147.9	144.1	-2.6%	12.7%
TOTAL	554.5	567.8	571.6	617.4	666.0	685.7	485.0	722.9	811.0	840.5	3.6%	22.6%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Pinal County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	78.1	84.8	103.7	114.3	117.6	129.9	139.4	162.7	174.3	202.5	16.2%	55.9%
Arts, Ent. & Rec.	33.6	35.4	36.6	36.6	38.2	37.4	32.0	36.2	39.8	48.5	21.8%	29.6%
Retail**	22.0	23.9	24.9	26.1	27.3	28.6	33.1	34.3	37.4	38.2	1.9%	33.2%
Other Travel*	2.9	3.0	3.2	3.5	3.7	4.2	4.3	4.5	5.2	5.8	10.9%	38.9%
TOTAL	136.6	147.1	168.4	180.5	186.9	200.2	208.9	237.7	256.8	295.0	14.9%	47.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,470	3,650	4,340	4,370	4,270	4,500	4,470	4,900	5,060	5,680	12.2%	26.2%
Arts, Ent. & Rec.	1,300	1,350	1,470	1,400	1,390	1,280	1,000	1,250	1,480	1,650	11.4%	28.7%
Retail**	800	870	880	890	900	920	980	980	1,000	980	-2.1%	6.6%
Other Travel*	140	140	140	150	150	160	150	140	150	160	6.6%	1.3%
TOTAL	5,710	6,010	6,840	6,810	6,710	6,860	6,600	7,270	7,690	8,470	10.1%	23.5%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	19.7	21.4	22.8	24.9	27.2	27.3	23.2	30.8	33.5	35.6	6.1%	30.5%
State Tax Receipts	27.8	29.5	30.5	33.0	35.3	36.3	27.9	37.7	39.4	42.3	7.4%	16.8%
TOTAL	47.6	50.8	53.2	57.9	62.5	63.5	51.0	68.5	73.0	77.9	6.8%	22.7%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Santa Cruz County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	278.2	257.5	226.7	231.1	219.6	225.9	113.8	181.9	249.4	277.1	11.1%	22.7%
Other Travel*	10.5	8.3	7.0	8.0	8.9	8.9	4.7	9.2	11.3	10.7	-5.0%	21.1%
TOTAL	288.6	265.8	233.8	239.1	228.4	234.7	118.5	191.1	260.7	287.9	10.4%	22.6%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	32.6	39.2	32.8	35.0	37.4	39.3	22.2	39.7	46.7	48.2	3.4%	22.8%
Hotel, Motel**								36.9	42.7	43.6	2.2%	11.0%
STVR**								2.9	4.0	4.6	15.8%	
Private Home	36.0	35.8	33.3	35.7	37.3	37.7	19.5	36.4	45.3	44.6	-1.5%	18.5%
Campground	1.3	1.3	1.2	1.3	1.3	1.4	1.3	1.7	1.9	1.8	-2.3%	26.6%
2nd Home	1.3	1.3	1.3	1.4	1.4	1.4	1.4	1.5	1.6	1.7	5.5%	17.2%
Day Travel	206.9	179.9	158.0	157.8	142.1	146.0	69.4	102.5	154.0	180.8	17.4%	23.8%
TOTAL	278.2	257.5	226.7	231.1	219.6	225.9	113.8	181.9	249.4	277.1	11.1%	22.7%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	13.4	16.4	14.0	15.1	15.9	17.1	11.3	18.0	22.3	23.4	5.0%	36.6%
Food Service	44.4	45.4	42.0	44.2	44.4	46.2	24.3	40.8	51.9	57.2	10.2%	23.8%
Food Stores	98.9	88.3	77.6	77.0	69.5	71.5	34.9	52.1	77.7	91.4	17.6%	27.8%
Local Tran. & Gas	23.9	18.6	14.5	16.1	17.2	17.1	7.4	15.0	21.3	20.7	-2.8%	20.9%
Arts, Ent. & Rec.	8.4	9.4	8.5	8.9	9.2	9.3	5.0	8.0	9.2	9.7	5.4%	3.7%
Retail Sales	89.1	79.3	70.1	69.8	63.4	64.6	31.0	47.9	67.1	74.8	11.5%	15.8%
TOTAL	278.2	257.5	226.7	231.1	219.6	225.9	113.8	181.9	249.4	277.1	11.1%	22.7%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Santa Cruz County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	22.3	27.7	25.3	25.8	26.8	30.7	25.6	29.7	29.3	31.6	7.9%	2.8%
Arts, Ent. & Rec.	5.2	5.9	5.4	5.7	6.1	6.3	5.5	7.4	6.4	7.6	18.4%	19.3%
Retail**	25.3	23.6	21.5	21.8	20.8	20.1	17.8	17.5	17.1	18.5	8.6%	-7.8%
Other Travel*	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.4	0.4	5.7%	-2.7%
TOTAL	53.3	57.5	52.6	53.7	54.1	57.6	49.3	54.9	53.1	58.1	9.3%	0.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,040	1,220	1,110	1,030	1,020	1,140	930	1,010	910	940	3.4%	-17.6%
Arts, Ent. & Rec.	390	440	400	400	400	390	360	450	430	460	7.7%	19.4%
Retail**	730	680	580	570	540	520	450	440	420	440	4.4%	-16.0%
Other Travel*	20	20	20	20	20	20	20	10	10	10	4.8%	-26.9%
TOTAL	2,180	2,360	2,110	2,010	1,980	2,070	1,750	1,920	1,770	1,850	4.7%	-10.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	8.0	8.2	7.3	7.8	7.8	7.8	5.1	7.0	8.1	8.9	8.8%	13.6%
State Tax Receipts	10.6	10.4	9.3	9.6	9.5	9.7	5.9	8.2	9.7	10.6	10.0%	9.5%
TOTAL	18.6	18.5	16.6	17.4	17.3	17.5	10.9	15.2	17.8	19.5	9.4%	11.3%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Yavapai County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	680.9	706.6	725.5	800.0	879.3	931.3	715.0	1,194.9	1,259.9	1,300.6	3.2%	39.7%
Other Travel*	65.3	41.6	37.6	48.6	70.2	69.2	39.9	62.3	70.8	67.8	-4.3%	-2.1%
TOTAL	746.2	748.2	763.1	848.6	949.5	1,000.5	754.9	1,257.2	1,330.7	1,368.4	2.8%	36.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	282.8	311.4	330.6	384.4	442.5	481.2	380.0	713.3	737.1	764.7	3.7%	58.9%
Hotel, Motel**								626.5	619.5	647.8	4.6%	34.6%
STVR**								86.8	117.7	116.8	-0.7%	
Private Home	89.6	87.3	86.3	92.3	96.8	99.6	48.2	96.8	118.4	117.0	-1.2%	17.5%
Campground	14.7	14.6	14.8	15.2	16.1	17.3	15.9	19.8	21.4	21.1	-1.3%	22.0%
2nd Home	26.7	27.0	27.7	28.5	29.5	30.5	30.0	32.2	34.4	36.5	5.8%	19.4%
Day Travel	267.1	266.3	266.1	279.6	294.4	302.6	240.9	332.8	348.6	361.4	3.7%	19.4%
TOTAL	680.9	706.6	725.5	800.0	879.3	931.3	715.0	1,194.9	1,259.9	1,300.6	3.2%	39.7%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	147.4	169.7	187.1	217.9	249.8	273.7	250.8	425.6	452.6	464.2	2.6%	69.6%
Food Service	139.9	149.2	155.7	171.8	189.5	202.2	139.6	252.2	261.2	280.5	7.4%	38.7%
Food Stores	47.6	49.6	49.4	51.3	53.5	55.4	41.1	72.7	77.7	80.7	3.9%	45.7%
Local Tran. & Gas	84.4	68.5	59.3	68.5	78.7	80.2	45.9	94.1	111.4	104.4	-6.2%	30.2%
Arts, Ent. & Rec.	176.0	182.0	185.8	197.2	209.8	217.1	164.6	223.4	230.9	244.6	5.9%	12.6%
Retail Sales	84.7	87.0	87.5	92.1	97.3	100.3	71.8	124.7	123.4	123.6	0.1%	23.2%
Visitor Air Tran.	0.8	0.7	0.8	1.3	0.8	2.3	1.2	2.1	2.7	2.6	-5.9%	13.3%
TOTAL	680.9	706.6	725.5	800.0	879.3	931.3	715.0	1,194.9	1,259.9	1,300.6	3.2%	39.7%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Yavapai County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	100.6	114.9	125.1	137.4	150.5	161.6	147.3	177.3	198.5	205.9	3.7%	27.4%
Arts, Ent. & Rec.	67.2	69.7	71.7	77.2	83.8	88.6	76.4	92.5	93.1	108.4	16.4%	22.4%
Retail**	18.2	19.6	20.3	21.6	22.7	23.4	26.1	28.8	29.3	29.4	0.4%	25.9%
Visitor Air Tran.	0.3	0.5	0.7	0.9	0.7	0.5	0.4	0.4	0.4	0.4	3.1%	-29.7%
Other Travel*	7.4	2.4	2.9	5.4	11.6	10.4	9.5	8.9	7.7	7.7	0.6%	-25.4%
TOTAL	193.8	207.1	220.7	242.5	269.3	284.5	259.7	307.8	329.0	351.9	7.0%	23.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,810	4,110	4,370	4,520	4,740	4,880	4,120	4,580	4,910	4,850	-1.3%	-0.6%
Arts, Ent. & Rec.	3,790	3,840	3,820	4,080	4,170	4,440	3,520	4,010	3,850	4,200	8.9%	-5.4%
Retail**	690	720	730	740	770	770	800	880	840	820	-2.4%	6.4%
Visitor Air Tran.	<10	<10	10	10	10	<10	<10	<10	<10	<10	3.1%	-35.4%
Other Travel*	200	100	110	150	220	200	170	160	150	150	4.3%	-24.3%
TOTAL	8,500	8,790	9,040	9,510	9,910	10,300	8,620	9,640	9,760	10,020	2.7%	-2.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	30.0	33.2	35.5	40.5	46.4	47.8	41.8	63.8	66.0	68.5	3.7%	43.3%
State Tax Receipts	31.1	33.1	34.2	37.9	41.9	43.7	34.4	52.1	53.0	55.4	4.6%	26.9%
TOTAL	61.1	66.3	69.6	78.4	88.3	91.5	76.1	115.8	119.0	123.9	4.1%	35.5%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Yuma County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Direct Travel Spending (\$Million)												
Destination Spending	590.4	574.7	564.1	588.2	597.7	611.0	439.8	615.2	680.8	693.1	1.8%	13.4%
Other Travel*	60.8	48.6	42.0	48.0	53.2	56.0	28.0	50.4	62.4	61.0	-2.4%	8.8%
TOTAL	651.2	623.3	606.1	636.2	650.9	667.0	467.7	665.6	743.2	754.1	1.5%	13.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel, STVR	137.7	145.8	150.6	165.5	166.1	171.4	132.1	200.5	218.4	207.7	-4.9%	21.2%
Hotel, Motel**								197.3	213.0	200.7	-5.8%	17.0%
STVR**								3.3	5.4	7.1	30.8%	
Private Home	90.8	88.6	87.2	91.6	94.7	98.3	47.9	94.9	108.7	109.0	0.3%	10.9%
Campground	66.9	65.3	64.9	66.8	70.4	75.5	67.6	62.7	67.5	66.9	-0.9%	-11.4%
2nd Home	49.5	49.6	50.4	51.7	53.9	55.4	54.4	58.3	62.3	66.9	7.3%	20.7%
Day Travel	245.4	225.4	211.0	212.7	212.5	210.2	137.8	198.7	223.9	242.5	8.3%	15.4%
TOTAL	590.4	574.7	564.1	588.2	597.7	611.0	439.8	615.2	680.8	693.1	1.8%	13.4%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	62.1	67.2	70.4	77.1	78.7	83.2	75.7	98.4	113.6	109.8	-3.3%	32.1%
Food Service	119.2	122.4	126.0	133.4	136.8	142.5	101.1	150.4	161.1	169.0	4.9%	18.6%
Food Stores	78.4	74.3	69.6	69.0	68.3	68.1	47.0	66.8	75.5	81.8	8.3%	20.1%
Local Tran. & Gas	73.2	57.5	49.2	55.0	59.9	60.4	34.9	60.7	73.3	67.9	-7.4%	12.3%
Arts, Ent. & Rec.	117.6	120.6	123.7	128.5	129.8	133.8	101.6	120.0	126.8	129.1	1.9%	-3.5%
Retail Sales	126.4	117.6	110.9	110.4	108.5	106.4	71.4	105.7	114.3	118.7	3.8%	11.6%
Visitor Air Tran.	13.6	15.0	14.4	14.9	15.6	16.5	8.2	13.2	16.2	16.8	3.4%	1.4%
TOTAL	590.4	574.7	564.1	588.2	597.7	611.0	439.8	615.2	680.8	693.1	1.8%	13.4%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**We have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.

Yuma County / Impacts Table, Detailed

Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Annual % Chg.	
											2022-23	2019-23
Travel Industry Earnings (\$Million)												
Accom. & Food Serv.	64.6	68.7	73.0	78.4	82.5	90.1	84.5	97.1	110.0	114.9	4.5%	27.6%
Arts, Ent. & Rec.	48.5	49.9	51.5	54.4	54.1	64.9	41.5	46.8	51.9	58.0	11.8%	-10.7%
Retail**	29.1	28.5	27.9	28.2	29.1	28.8	30.8	31.3	30.7	30.1	-2.0%	4.4%
Visitor Air Tran.	0.3	0.4	0.5	0.7	0.8	0.7	0.6	0.5	0.5	0.6	8.9%	-23.1%
Other Travel*	2.6	2.0	2.2	2.8	2.9	3.1	2.8	2.8	3.1	3.4	6.9%	9.5%
TOTAL	145.2	149.5	155.1	164.5	169.4	187.7	160.2	178.5	196.2	207.0	5.5%	10.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,830	2,940	3,060	3,040	3,060	3,140	2,700	3,010	3,220	3,170	-1.4%	1.0%
Arts, Ent. & Rec.	2,190	2,340	2,360	2,290	2,240	2,890	1,730	1,950	2,010	2,170	8.0%	-25.0%
Retail**	930	890	850	820	810	790	790	770	740	750	0.4%	-6.2%
Visitor Air Tran.	<10	<10	10	20	20	20	10	<10	10	10	8.9%	-29.3%
Other Travel*	90	80	80	90	90	90	80	80	80	100	16.0%	10.5%
TOTAL	6,050	6,260	6,370	6,250	6,210	6,930	5,310	5,810	6,070	6,200	2.2%	-10.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	21.1	21.6	21.9	22.4	23.4	23.5	19.0	24.3	26.1	26.5	1.7%	12.7%
State Tax Receipts	26.3	26.5	26.4	28.1	28.9	29.7	22.3	28.8	30.2	31.1	3.0%	4.6%
TOTAL	47.4	48.1	48.3	50.5	52.2	53.3	41.3	53.1	56.3	57.6	2.4%	8.2%

Notes: Details may not add to totals due to rounding. Percent change calculated on unrounded figure

*Other Travel includes resident air travel, ground transportation for travel to other Arizona visitor destinations, travel arrangement and convention/trade show services.

**Retail includes gasoline station employment and earnings.

Federal Tax Receipts not included.

Glossary

Term	Definition
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected.
Day Travel	A trip that involves non-routine travel of greater than 50 miles to the destination and but no overnight stay in the destination.
Destination Spending	Direct spending made by visitors in a destination. Interchangeable with “Visitor Spending.”
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Direct Employment	Employment generated by direct travel spending. It includes full-time employees, part-time employees, seasonal employees, and proprietors.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Local Taxes	City and county taxes generated by travel spending.
NAICS	North American Industry Classification System.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or second homes.
Other Spending	Spending by residents on travel arrangement services and/or spending for convention activity.
Person Trips	A trip made by a person to the destination.
Private Home (VFR)	Personal residences used to host visiting friends and family overnight.
Seasonal Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected. Only includes spending during trip.
State Taxes	State taxes generated by travel spending.
STVR	STVR stands for “short term vacation rental.” The category includes private and semi-private lodging rented by owners or property management companies (e.g., Airbnb & VRBO).
Vacation Home Rental	Privately owned homes for personal use as a seasonal property.
Visitor Spending	Spending by visitors in a destination.

Methodology

Travel Impacts Methodology

Primary travel impact analysis will make use of the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates and used for most of our travel impact analysis since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. Our clients have selected this approach to provide particularly detailed and defensible findings for all parts of their constituency.

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor profile providers, including national panel managers or those making use of intercept or regional web methodology. Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging tax data to calculate lodging sales, then employs expenditure distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure distribution database for each state we work in, but also make use of historic and current expenditure data, as available. Rental cabins, condos and other property are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category, for each county, plus the applicable taxes on each type of expenditure. Tax impacts, such as for restaurant, fuel, and retail purchases, are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for Arizona, as available.

Other impacts are calculated in a manner like those for commercial accommodation travelers. Sales attributable to travelers staying in their own second homes, or in rented condo, cabin, and other accommodations, are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second home inventories are from US Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial accommodation travelers.

(Continued on next page)

Methodology / Continued

Travel Impacts Methodology

Day travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Arizona travelers. This analysis will rely the most on visitor profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial accommodation travelers.

All spending estimates are summed for each county and separately for each business category with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the US Bureau of Labor Statistics and lodging sales data from STR and Key Data.

Methodology / Continued

RTIM Industries mapped to NAICS

The following categorization is intended as a high level overview of how our reported industries map to the North American Industry Classification System. It should be noted the NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.

Travel Impact Industry	NAICS Industry Code
Accommodation & Food Service	Accommodation (721) Food services and drinking places (722) Residential property managers (531311) Breweries, wineries, distilleries (312120, 312130, 312140)**Notes on next page
Arts, Entertainment & Recreation	Arts, entertainment, and recreation (71) Scenic and sightseeing transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
Retail	Food & beverage stores (445) Gasoline stations (447) Clothing and clothing accessories (448) Sporting goods, hobby, book and music stores (451) General merchandise stores (452) Miscellaneous store retailers (453)
Transportation	Rail transportation (482114) Water transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking lots and garages (812930)
Air Transportation	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
Others	Travel agencies (56151) Convention and trade show organizers (56192)

**Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the Food Service, Retail, Food Stores, and Recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the Food Service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories.