



Travel USA Visitor Profile

North Central Region



2023

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.
- This report provides an overview for AZ North Central Region’s domestic tourism business in 2023.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For AZ North Central Region, the following sample was achieved in 2023:

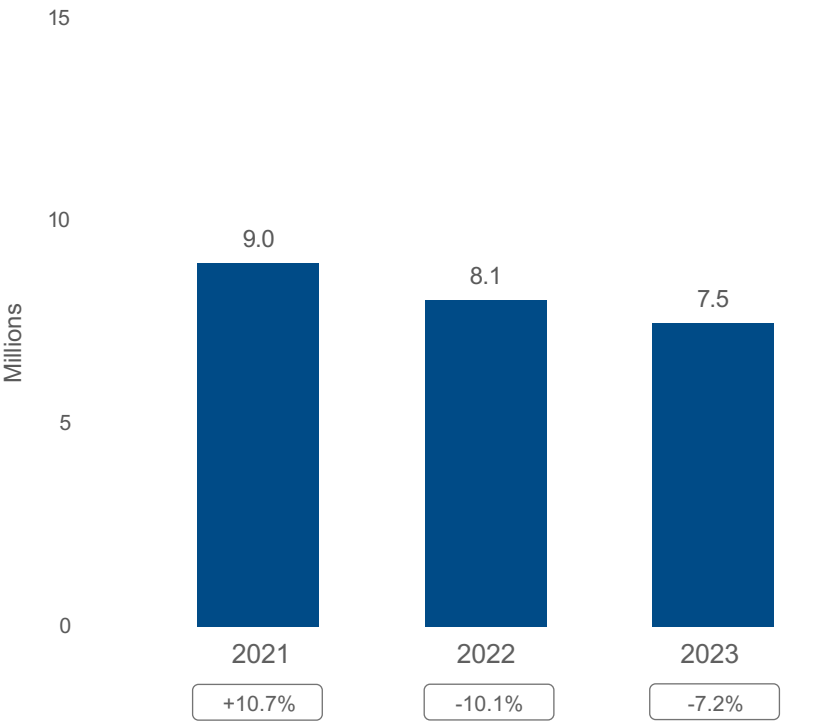


Overnight Base Size

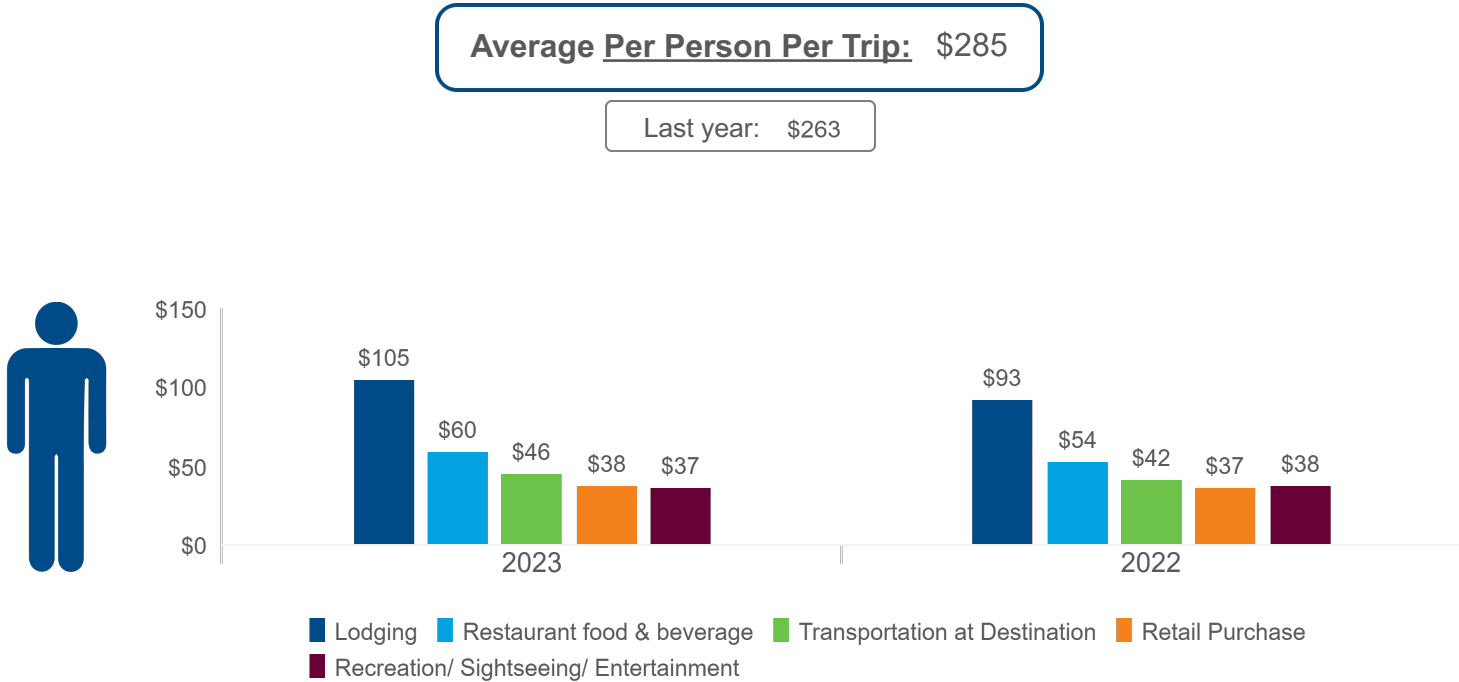
862

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

Overnight Trips to AZ North Central Region













Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector



AZ North Central Region's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

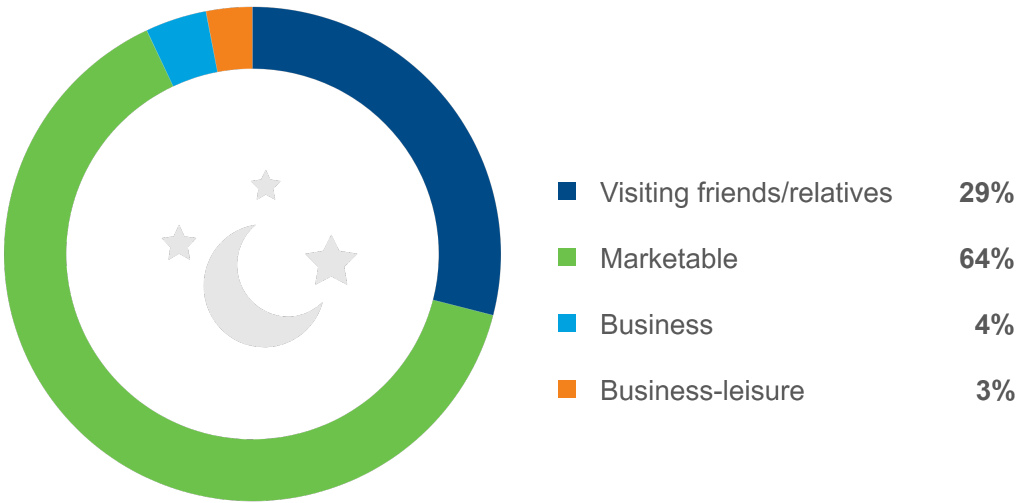
Main Purpose of Trip

	29% Visiting friends/ relatives	
	23% Touring	
	17% Outdoors	
	6% Special event	
	4% City trip	
	4% Cruise	
	3% Casino	
	2% Theme park	
		3% Business-Leisure

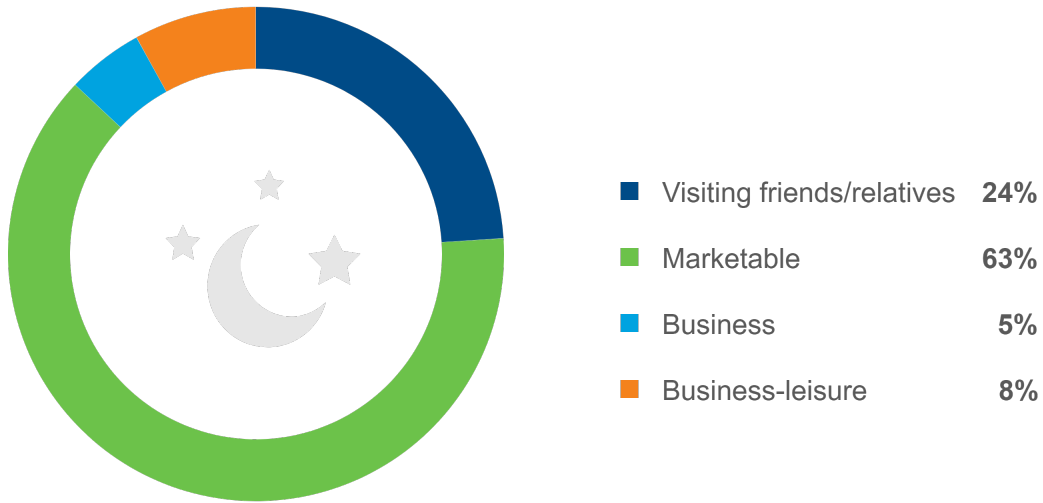
Main Purpose of Leisure Trip

	2023	2022
Visiting friends/ relatives	29%	24%
Touring	23%	17%
Outdoors	17%	19%
Special event	6%	8%
City trip	4%	8%
Cruise	4%	2%
Casino	3%	3%
Theme park	2%	2%

2023 AZ North Central Region Overnight Trips



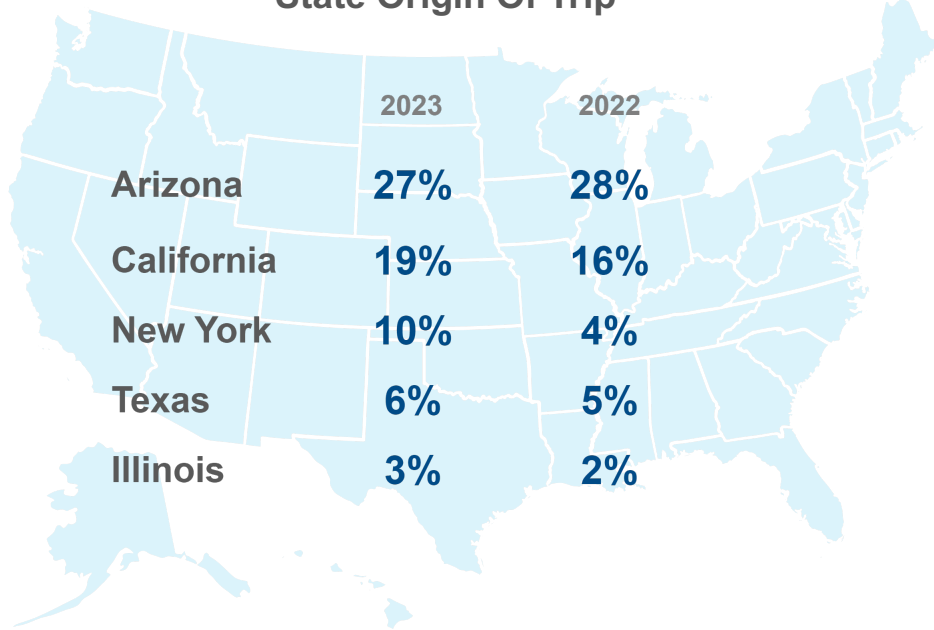
Last Year's AZ North Central Region Overnight Trips



AZ North Central Region's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

State Origin Of Trip



DMA Origin Of Trip

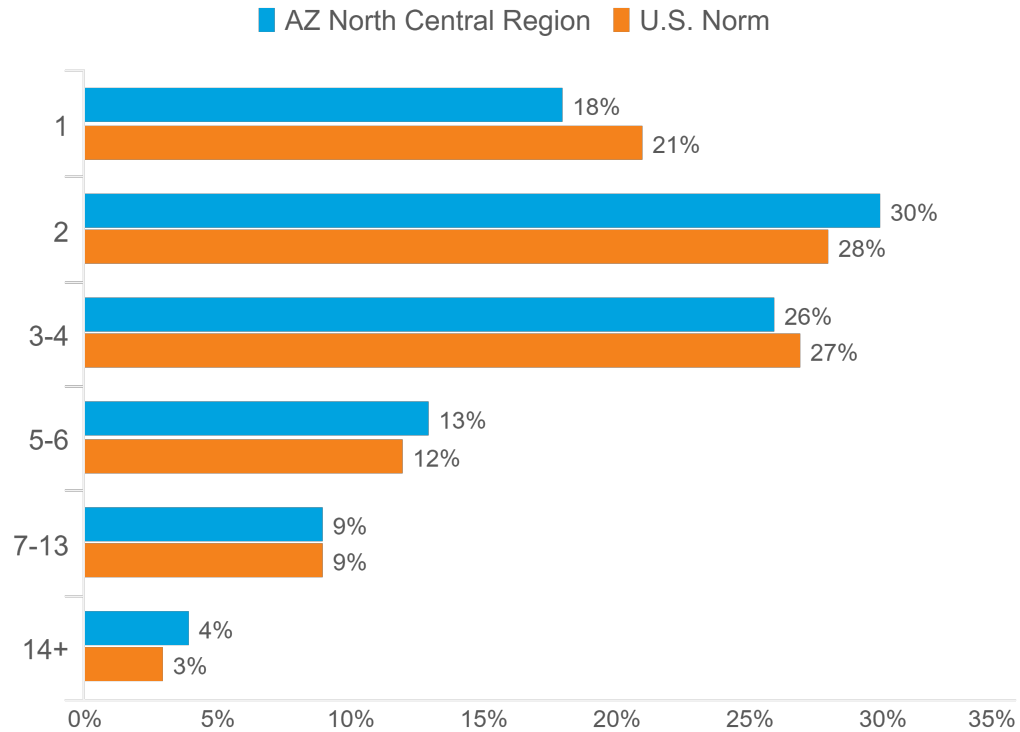
	2023	2022
Phoenix, AZ	24%	23%
Los Angeles, CA	16%	10%
New York, NY	10%	5%
Dallas-Ft. Worth, TX	3%	3%

Past Visitation to AZ North Central Region

79% of overnight travelers to AZ North Central Region are repeat visitors

60% of overnight travelers to AZ North Central Region had visited before in the past 12 months

Total Nights Away on Trip



AZ North Central Region

3.9

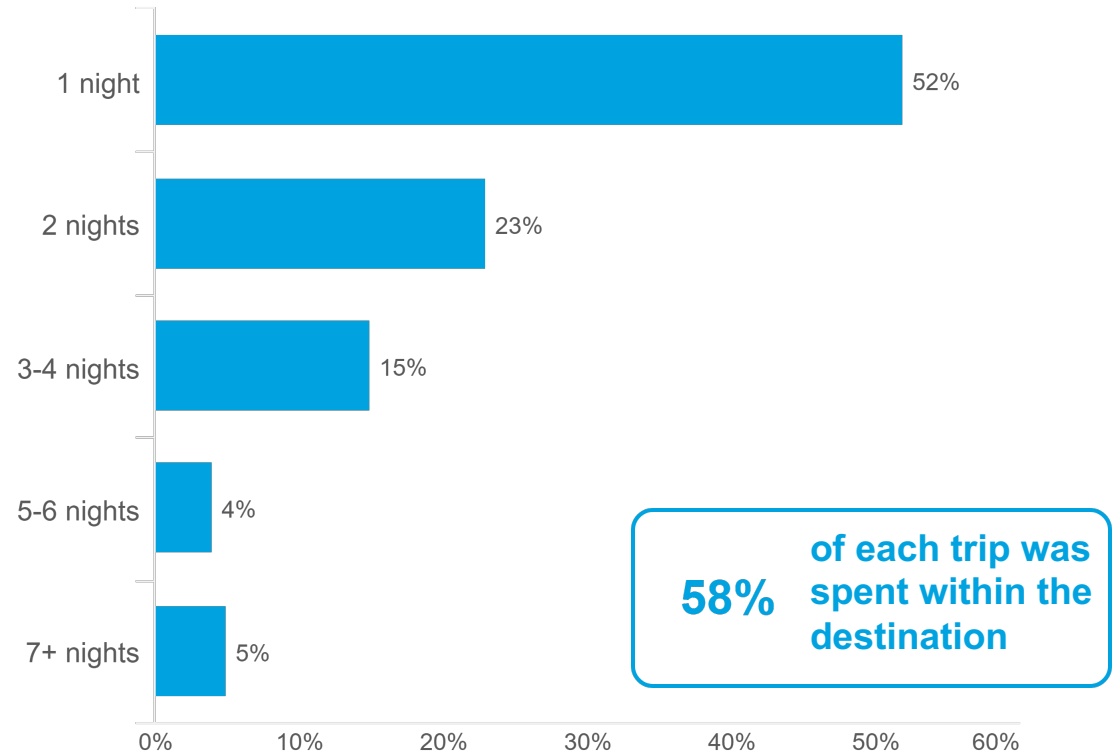
Average Nights

U.S. Norm

3.8

Average Nights

Nights Spent in AZ North Central Region



58% of each trip was spent within the destination

Average number of nights

2.3

Average last year

2.4

Size of Travel Party

■ Adults ■ Children

AZ North Central Region



Total **2.7**

Average number of people

U.S. Norm



Total **2.9**

Average number of people

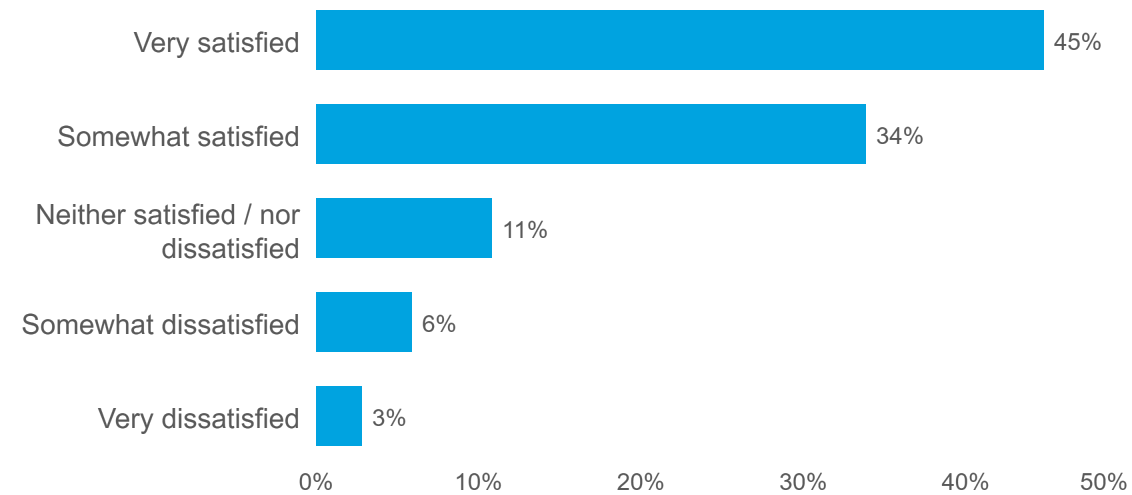


36% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Satisfaction with Ease of Accessibility

Ease of Accessibility only asked to those with travel limiting disabilities within travel party





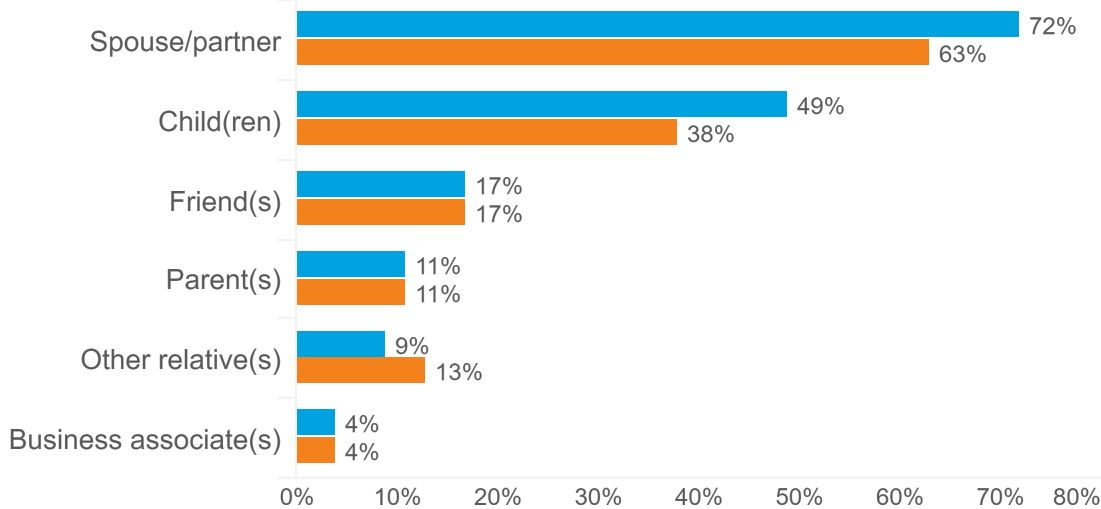
23% of trips only had one person in the travel party

U.S. Norm: **24%**

Composition of Immediate Travel Party

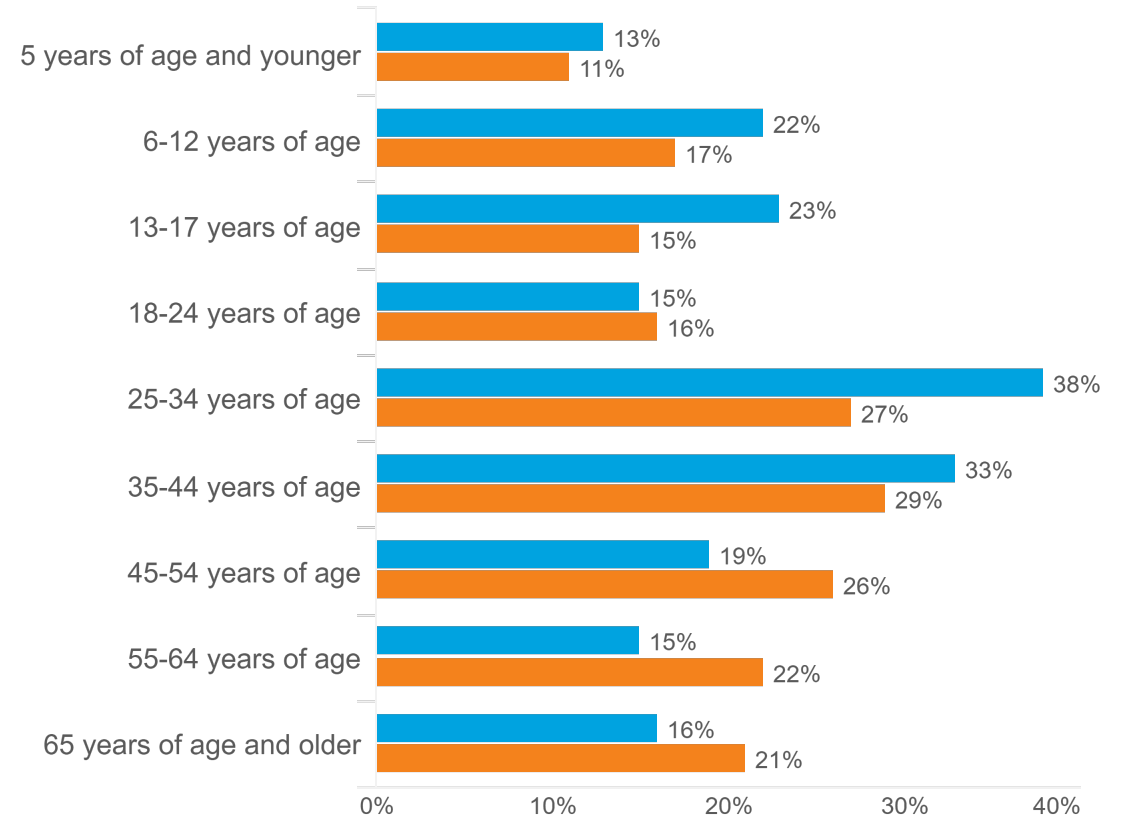
Base: 2023 Overnight Person-Trips that included more than one person

■ AZ North Central Region ■ U.S. Norm



Travel Party Age

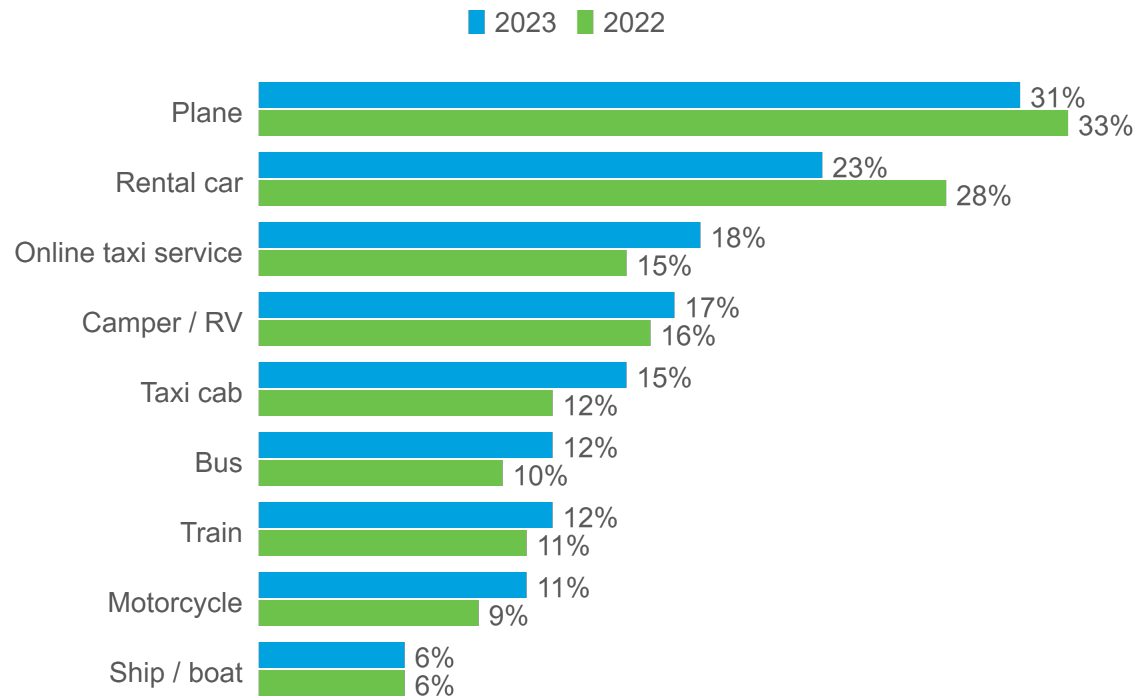
■ AZ North Central Region ■ U.S. Norm



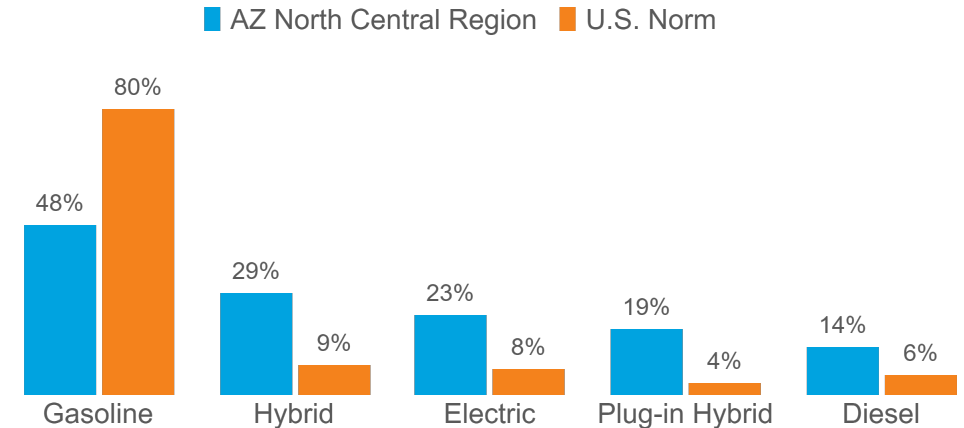
Transportation Used to get to Destination

67% of overnight travelers use own car/truck to get to their destination

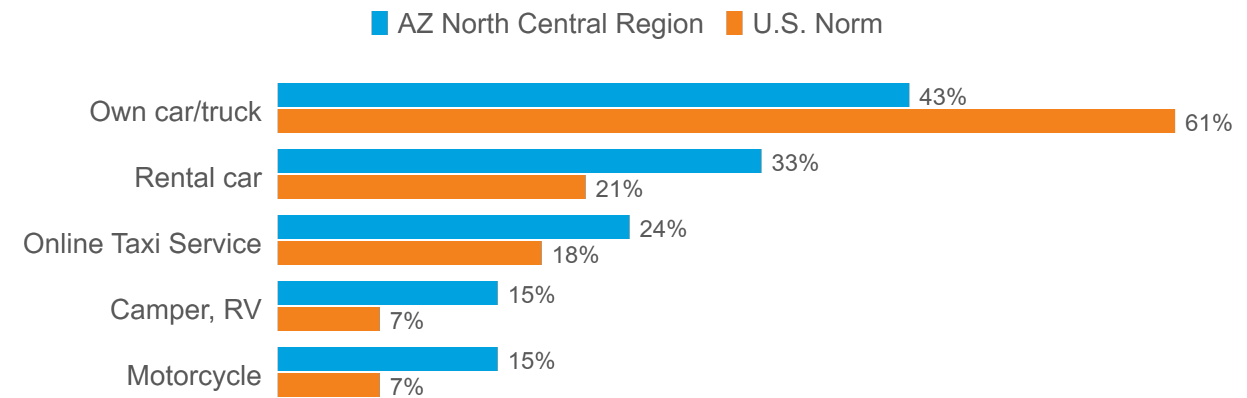
Previous year: **59%**



Type of Vehicle Used to get to Destination

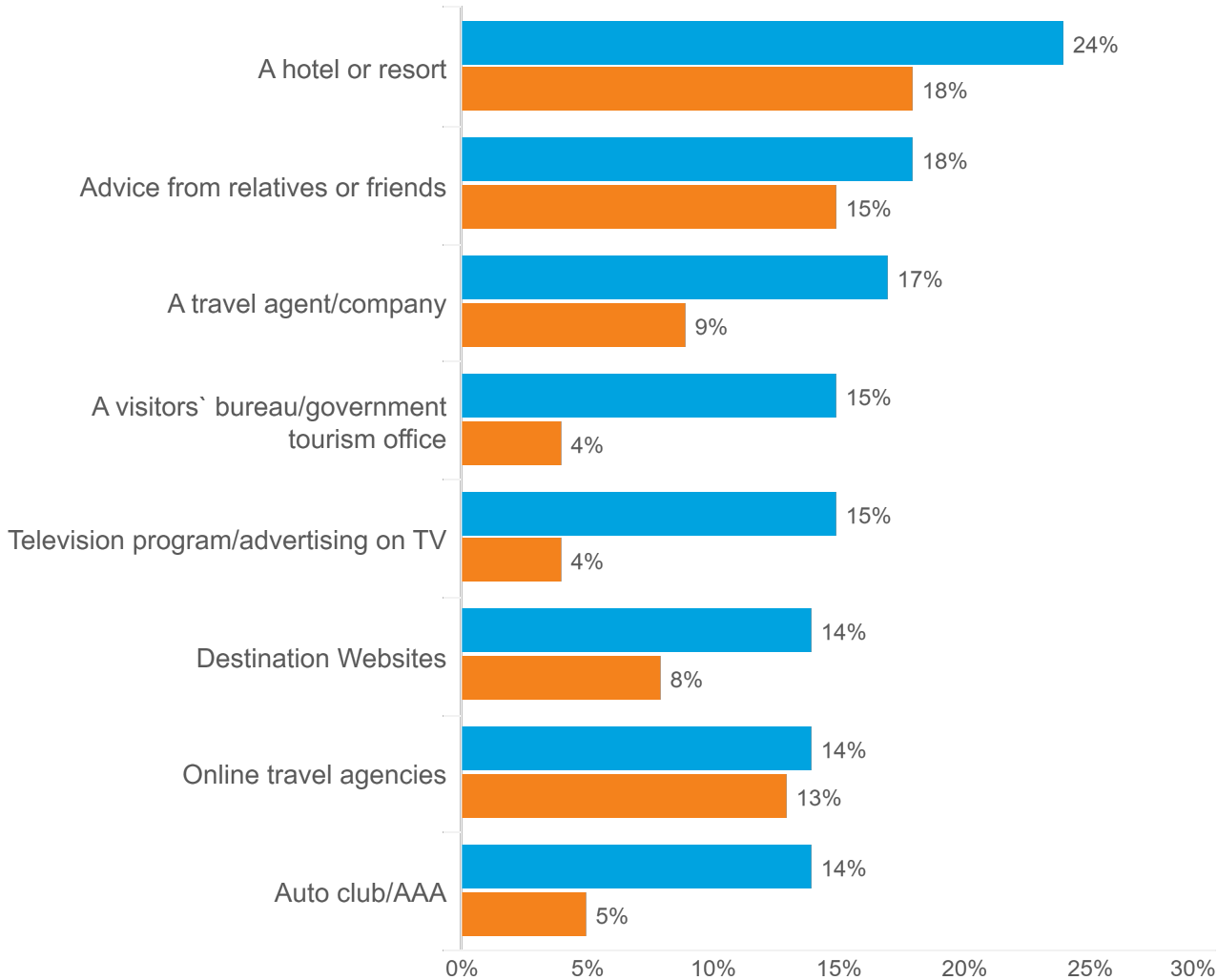


Transportation Used within Destination



Trip Planning Information Sources

■ AZ North Central Region ■ U.S. Norm



Length of Trip Planning

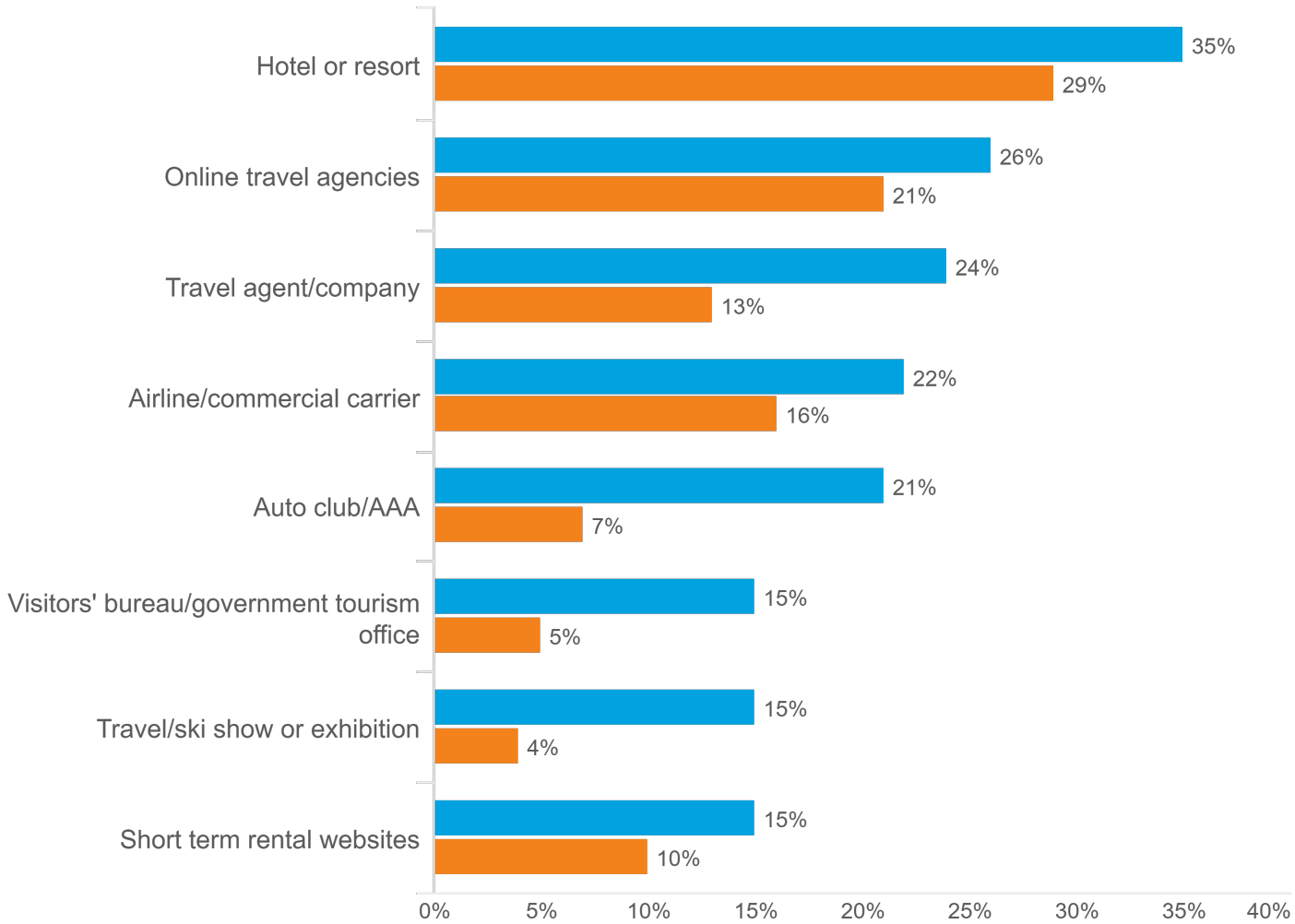
	AZ North Central Region	U.S. Norm
1 month or less	27%	33%
2 months	18%	17%
3-5 months	24%	18%
6-12 months	20%	13%
More than 1 year in advance	4%	4%
Did not plan anything in advance	6%	15%

AZ North Central Region's Overnight Trip Characteristics








Base: 2023 Overnight Person-Trips

Method of Booking

■ AZ North Central Region ■ U.S. Norm



Accommodations

	2023	2022
 Hotel	43%	44%
 Motel	18%	18%
 Bed & breakfast	17%	13%
 Campground / RV park	16%	11%
 Time share	15%	9%
 Resort hotel	15%	13%
 Home of friends / relatives	14%	11%

Activity Groupings

Outdoor Activities



U.S. Norm: 47%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 28%

Sporting Activities



U.S. Norm: 20%

Business Activities



U.S. Norm: 15%

Activities and Experiences (Top 10)

	2023	2022
Shopping	23%	22%
Sightseeing	23%	20%
Attending celebration	22%	14%
Hiking/backpacking	21%	18%
Landmark/historic site	19%	15%
Bar/nightclub	16%	9%
Attended/participated in an amateur sports event	16%	12%
Visited American Indian Community	16%	12%
Nature tours/wildlife viewing/birding	15%	12%
Attended/participated in a sports event for teenagers	15%	14%

Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

AZ North Central Region U.S. Norm



Shopping at locally owned businesses

64%

48%



Convenience/grocery shopping

54%

42%



Souvenir shopping

53%

38%



Big box stores (Walmart, Costco)

36%

30%



Outlet/mall shopping

30%

44%



Farmers market

27%

17%



Antiquing

23%

12%

Dining Types on Trip

AZ North Central Region U.S. Norm



Casual dining

51%

56%



Fast food

45%

45%



Unique/local food

38%

30%



Carry-out/food delivery service

30%

22%



Fine/upscale dining

26%

19%



Picnicking

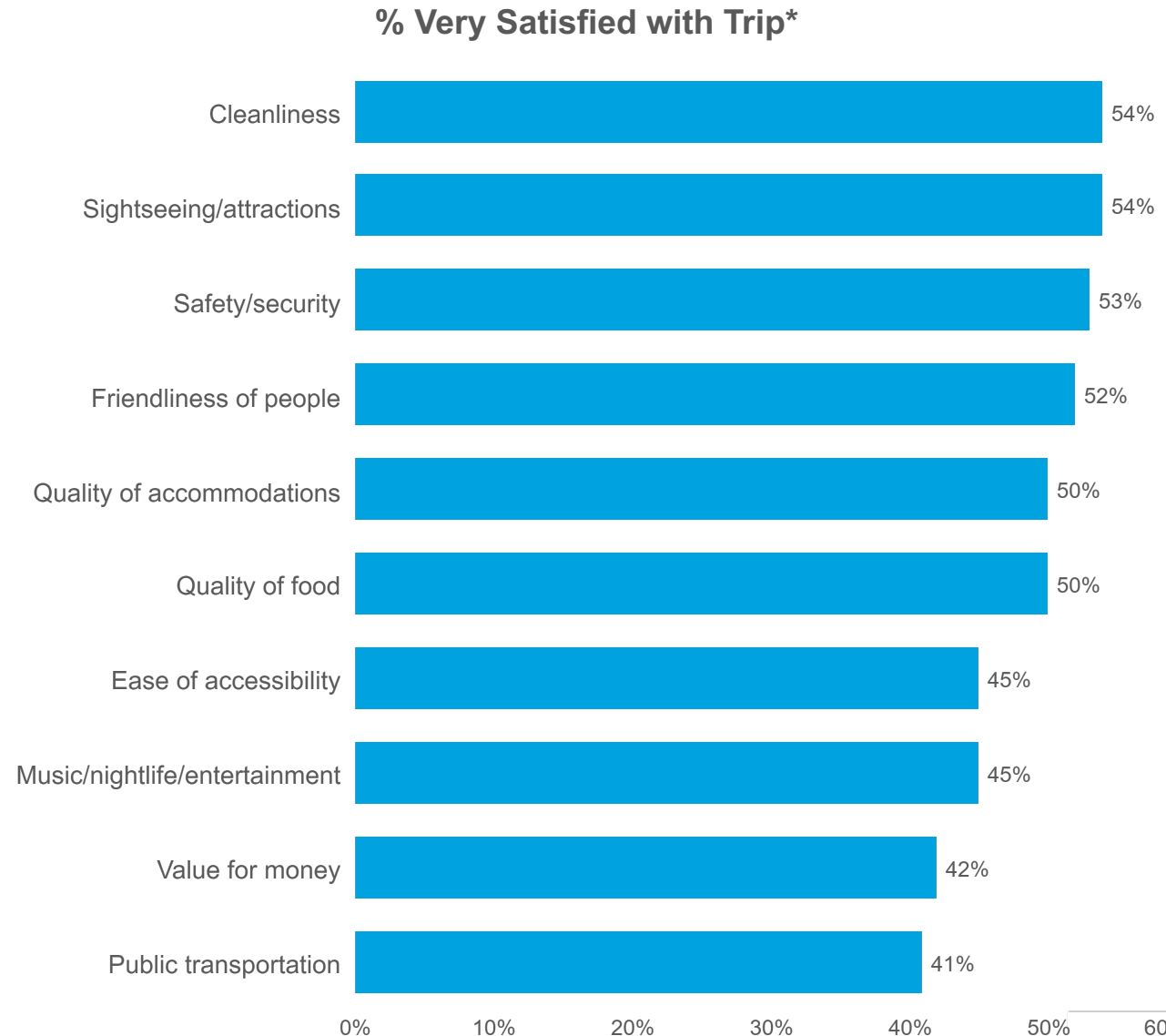
22%

11%



58%

of overnight travelers were very satisfied with their overall trip experience

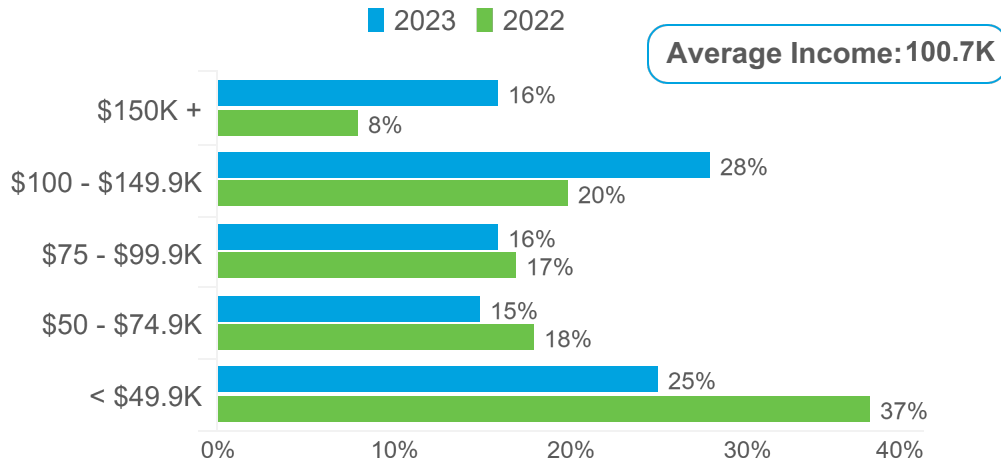


*Very satisfied = selected top box on a five point scale
 Ease of Accessibility only asked to those with travel limiting disabilities within travel party

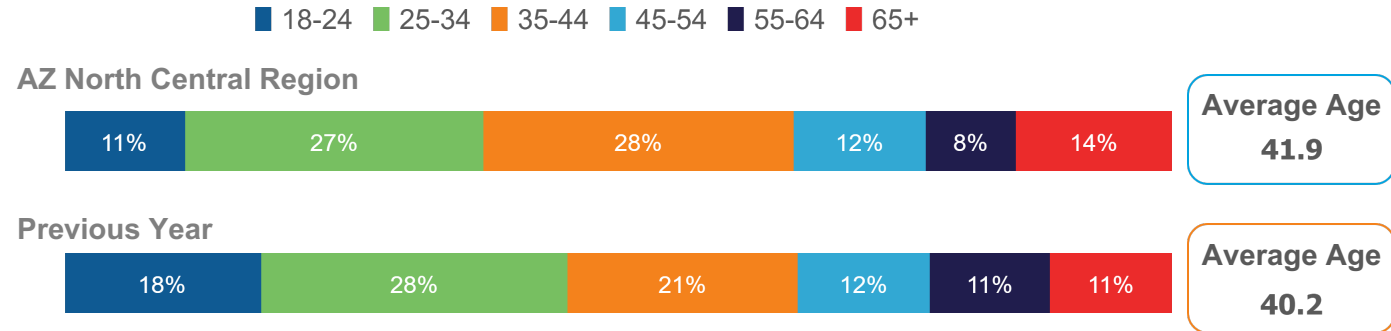
Demographic Profile of Overnight AZ North Central Region Visitors

Base: 2023 Overnight Person-Trips

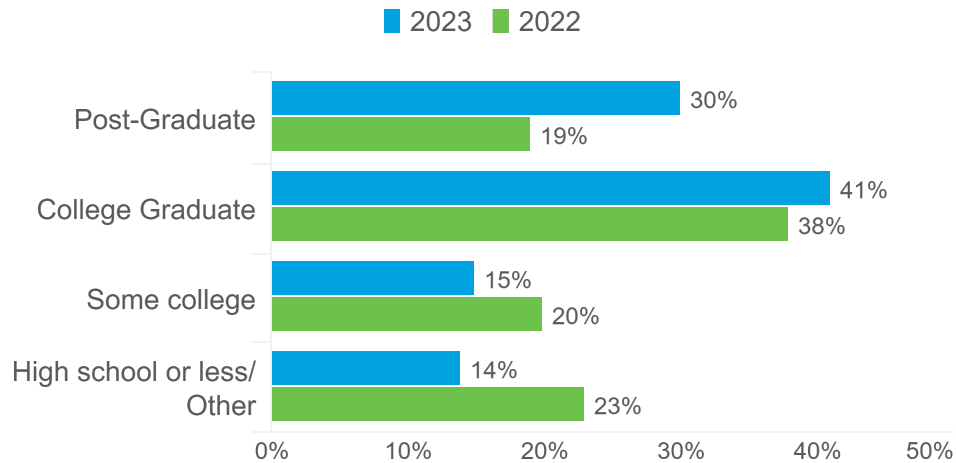
Household Income



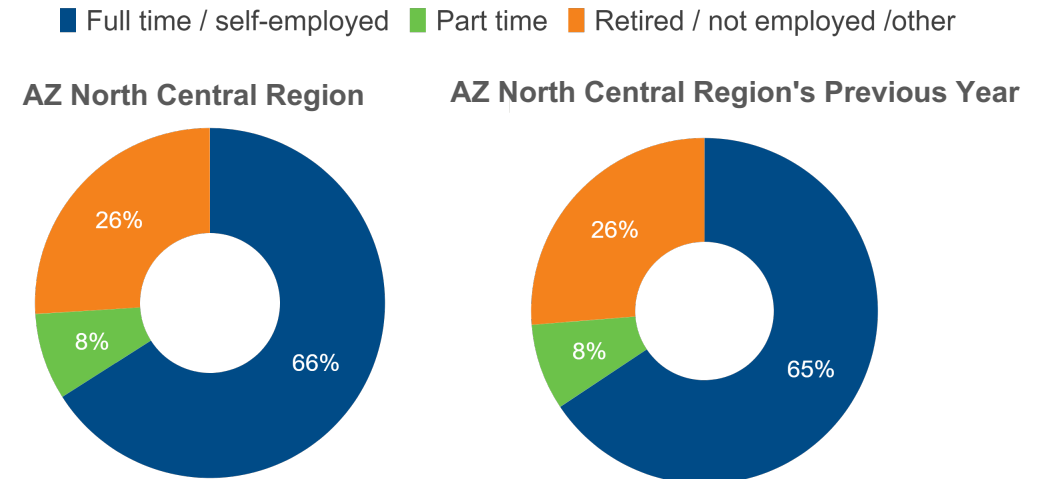
Age



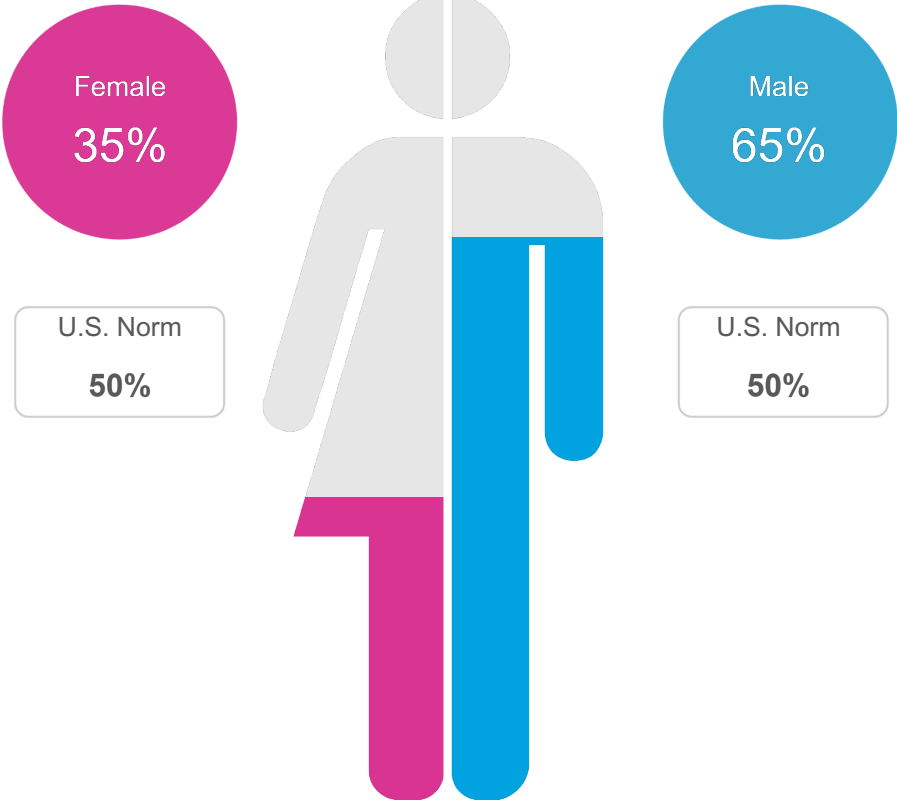
Educational Attainment



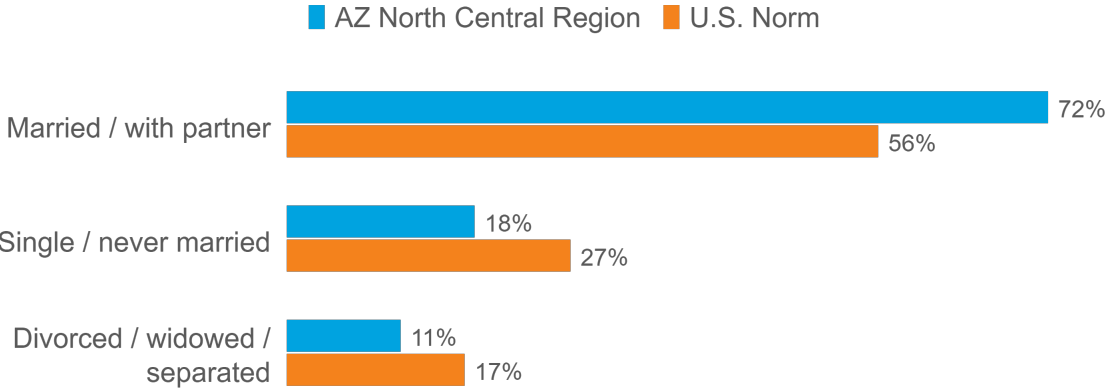
Employment



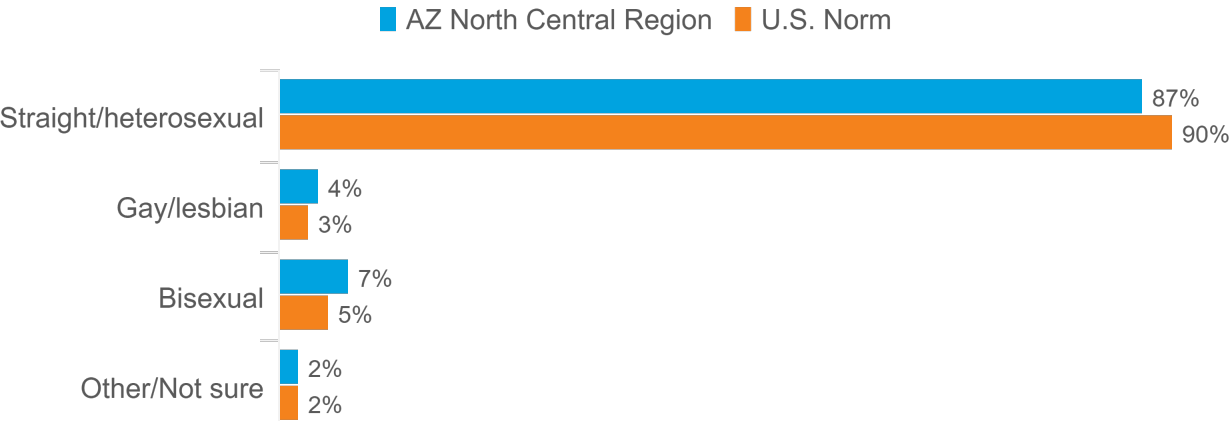
Gender



Marital Status



Sexual Orientation



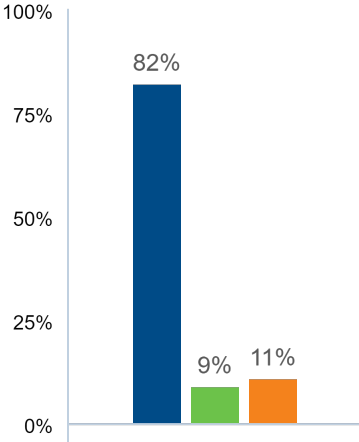
Demographic Profile of Overnight AZ North Central Region Visitors

Base: 2023 Overnight Person-Trips

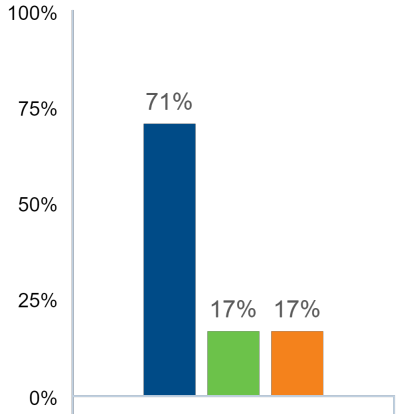
Race

White African-American Other

AZ North Central Region

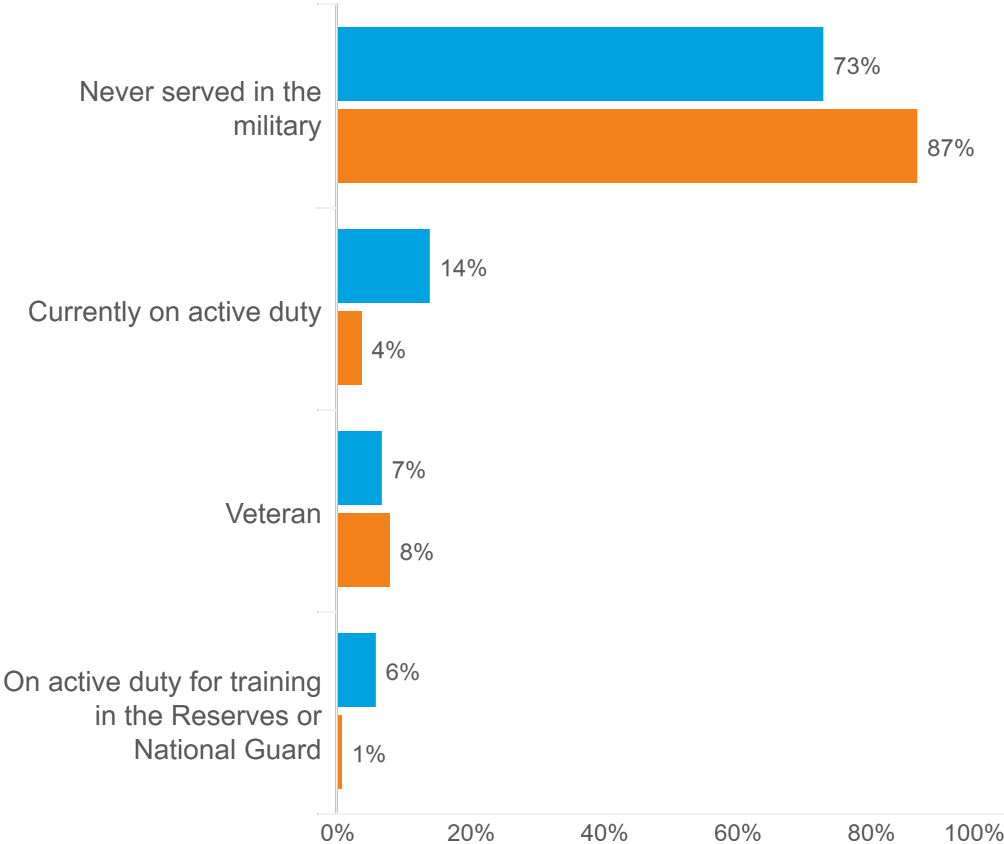


AZ North Central Region's Previous Year



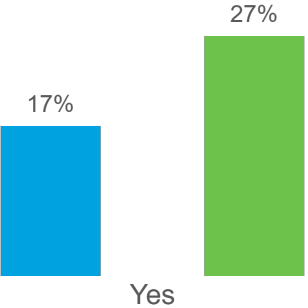
Military Status

AZ North Central Region U.S. Norm

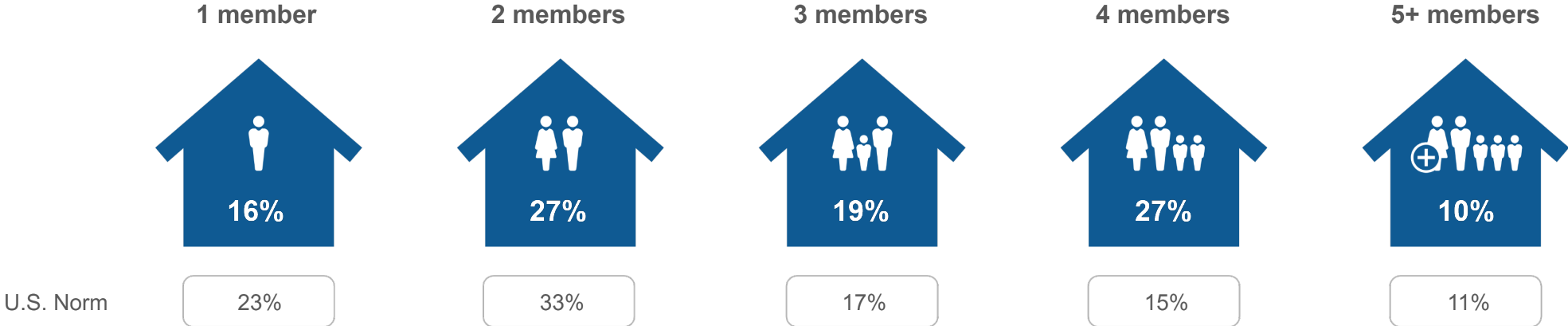


Hispanic Background

2023 2022



Household Size



Children in Household

