



Travel USA Visitor Profile

Northern 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 Northern 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 Northern Region, the following sample was achieved in 2023:



Overnight Base Size

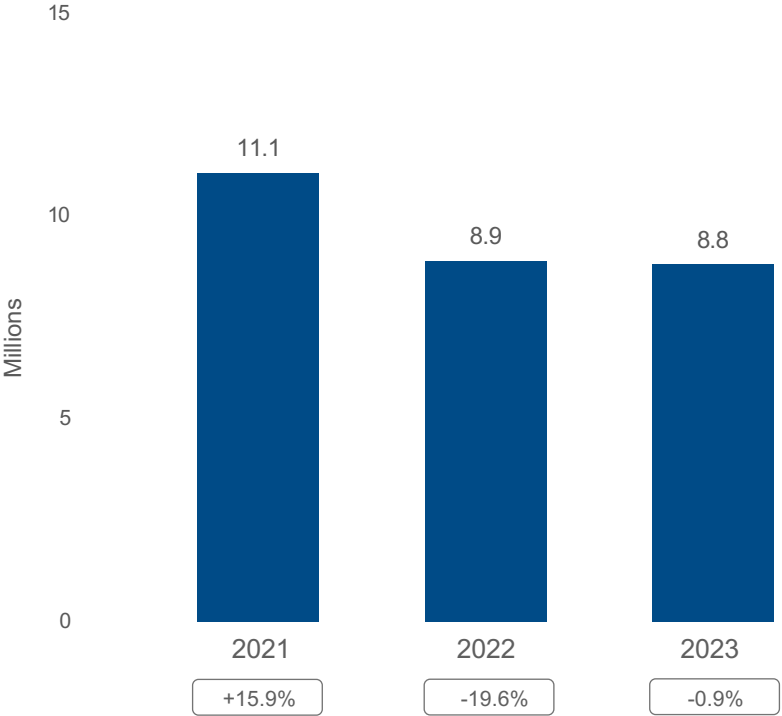
1,104

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

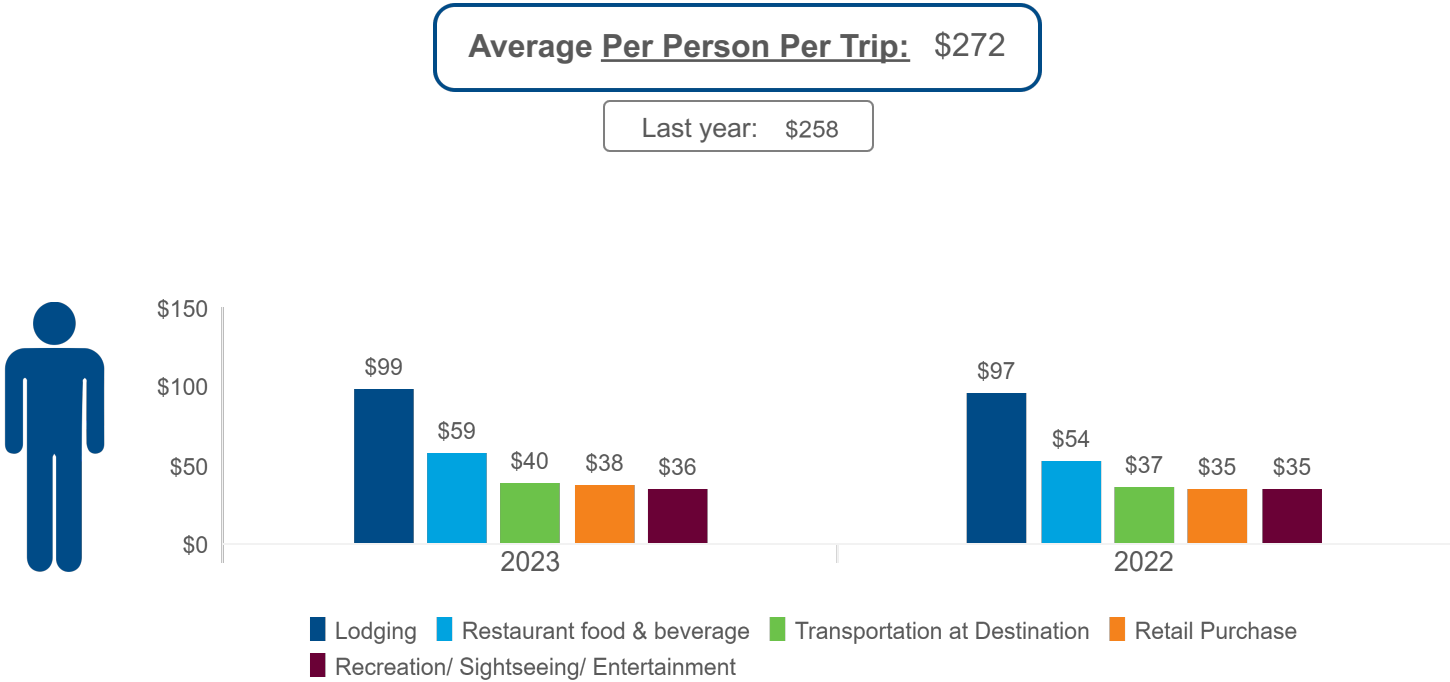
Size and Structure of AZ Northern Region's Domestic Travel Market

Base: 2023 Overnight Person-Trips

Overnight Trips to AZ Northern Region










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



AZ Northern Region's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

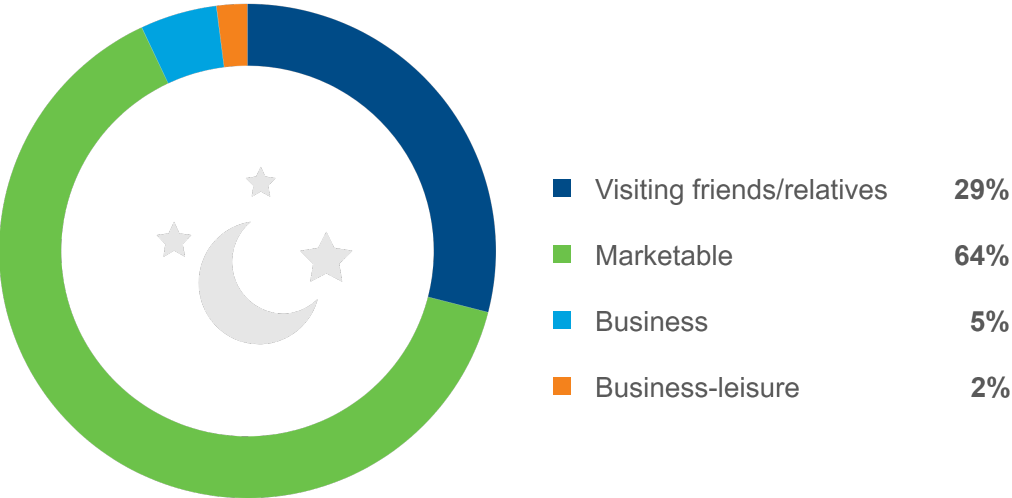
Main Purpose of Trip

 29% Visiting friends/ relatives	
 26% Touring	 1% Conference/ Convention
 17% Outdoors	
 7% Special event	
 4% City trip	 3% Other business trip
 4% Cruise	
 2% Theme park	 2% Business-Leisure
 2% Resort	

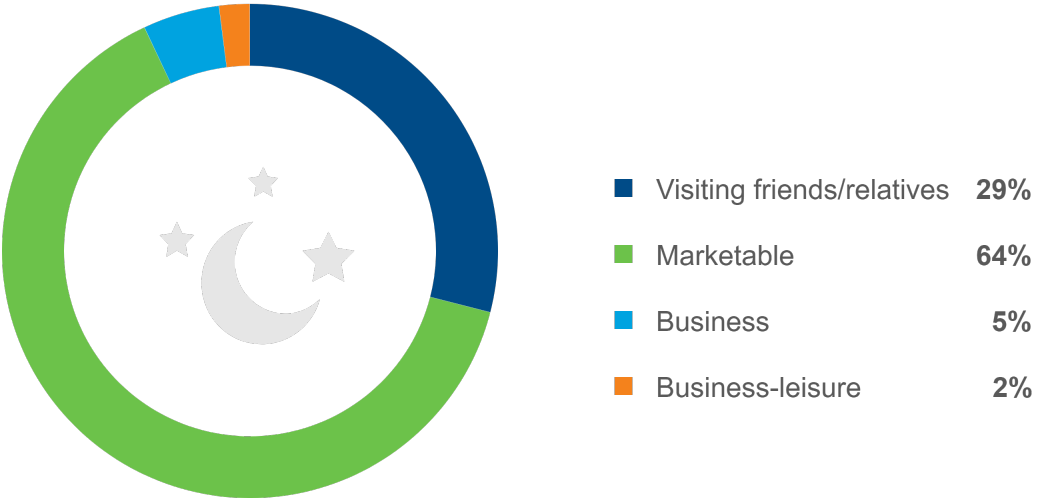
Main Purpose of Leisure Trip

	2023	2022
Visiting friends/ relatives	29%	29%
Touring	26%	24%
Outdoors	17%	18%
Special event	7%	7%
City trip	4%	6%
Cruise	4%	2%
Theme park	2%	2%
Resort	2%	1%

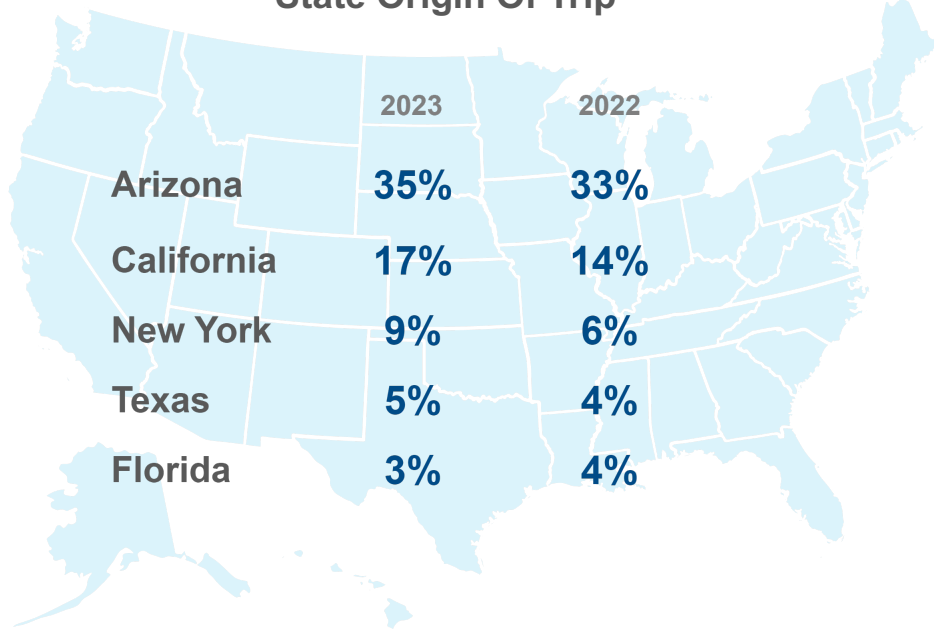
2023 AZ Northern Region Overnight Trips



Last Year's AZ Northern Region Overnight Trips



State Origin Of Trip



DMA Origin Of Trip

	2023	2022
Phoenix, AZ	30%	27%
Los Angeles, CA	13%	9%
New York, NY	9%	6%
Tucson (Nogales), AZ	5%	5%

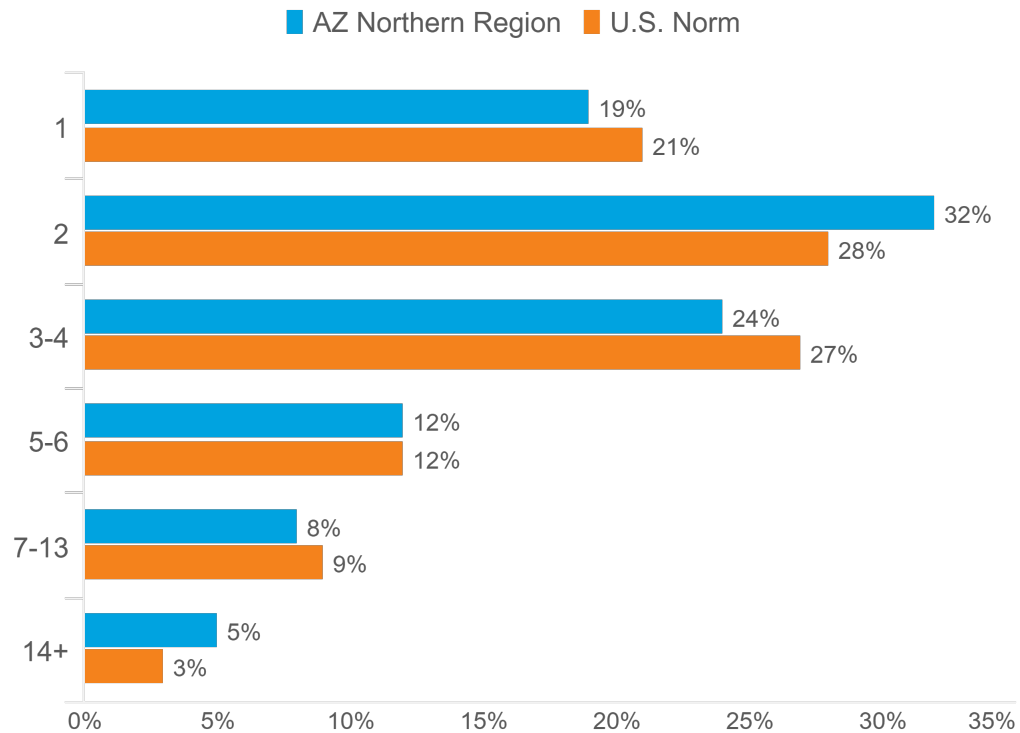
Past Visitation to AZ Northern Region

- 77%** of overnight travelers to AZ Northern Region are repeat visitors
- 58%** of overnight travelers to AZ Northern Region had visited before in the past 12 months

AZ Northern Region's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

Total Nights Away on Trip



AZ Northern Region

4.0

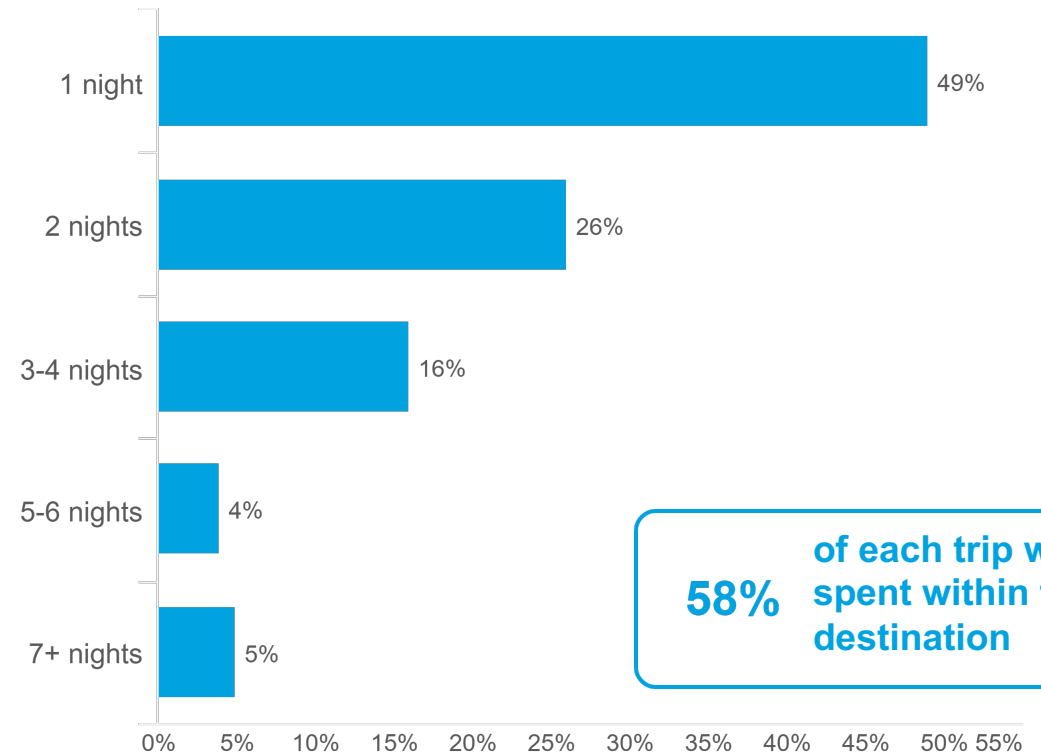
Average Nights

U.S. Norm

3.8

Average Nights

Nights Spent in AZ Northern Region



58% of each trip was spent within the destination

Average number of nights

2.3

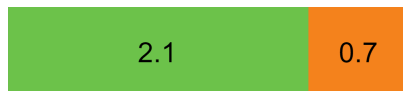
Average last year

2.6

Size of Travel Party

■ Adults ■ Children

AZ Northern Region



Total **2.8**

Average number of people

U.S. Norm



Total **2.9**

Average number of people

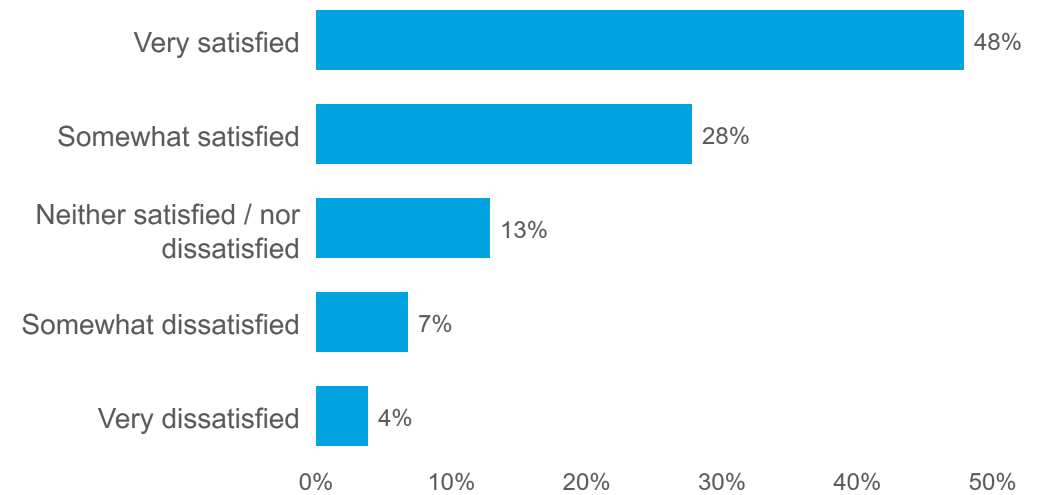


31% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Satisfaction with Ease of Accessibility

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





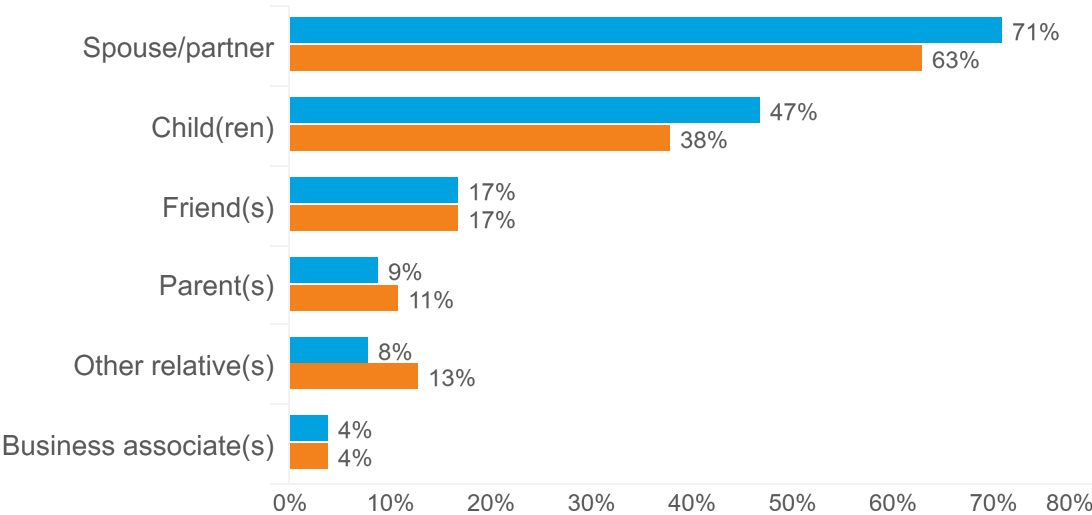
22% of trips only had one person in the travel party

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

Composition of Immediate Travel Party

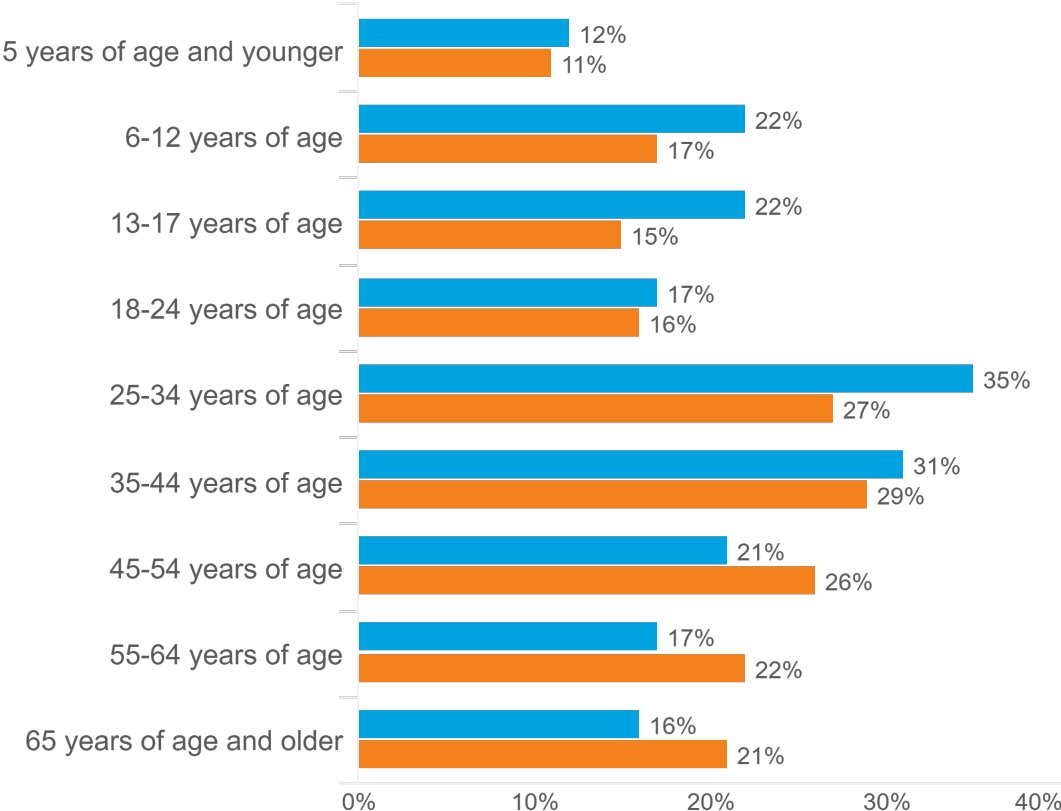
Base: 2023 Overnight Person-Trips that included more than one person

AZ Northern Region U.S. Norm



Travel Party Age

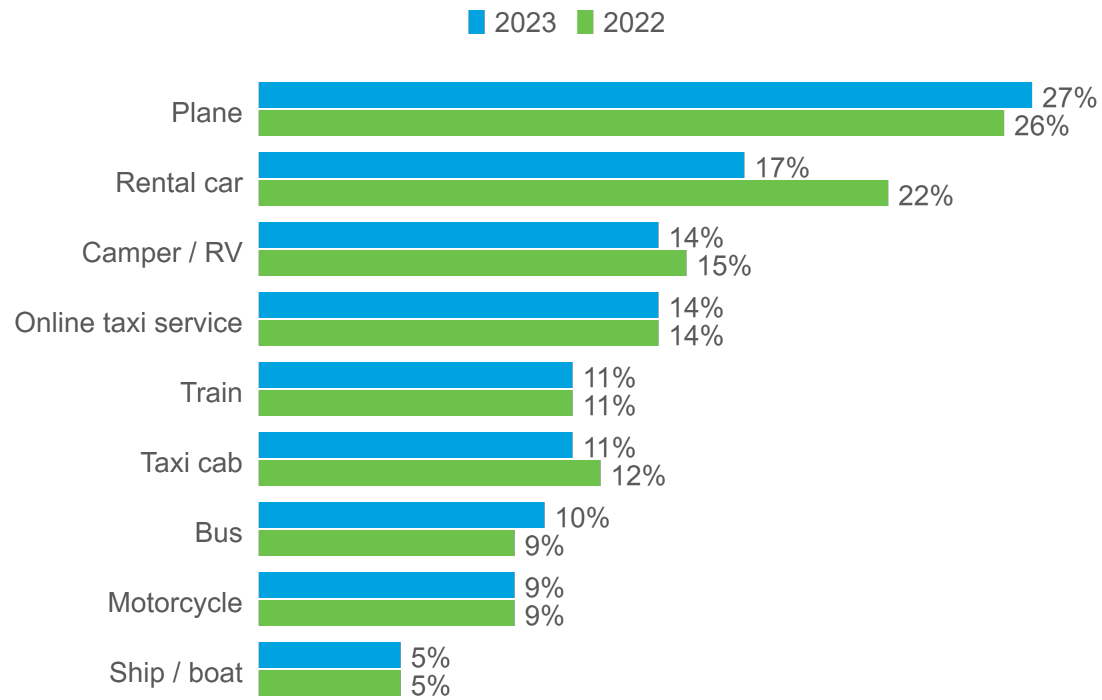
AZ Northern Region U.S. Norm



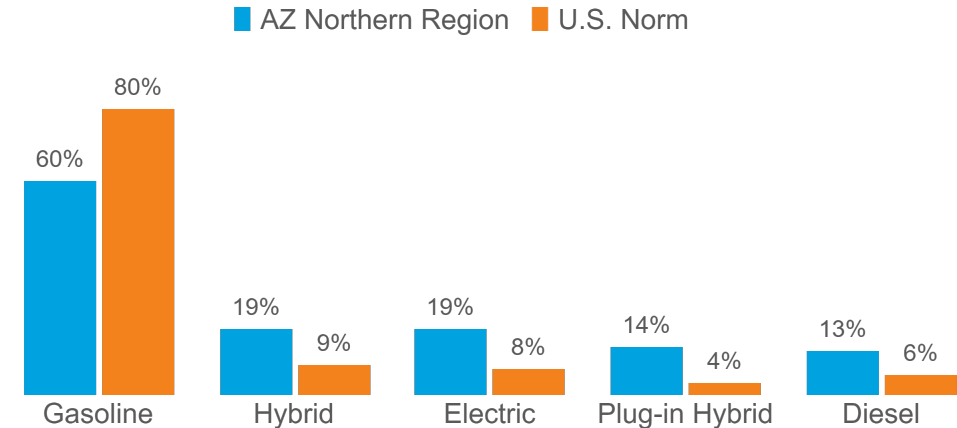
Transportation Used to get to Destination

71% of overnight travelers use own car/truck to get to their destination

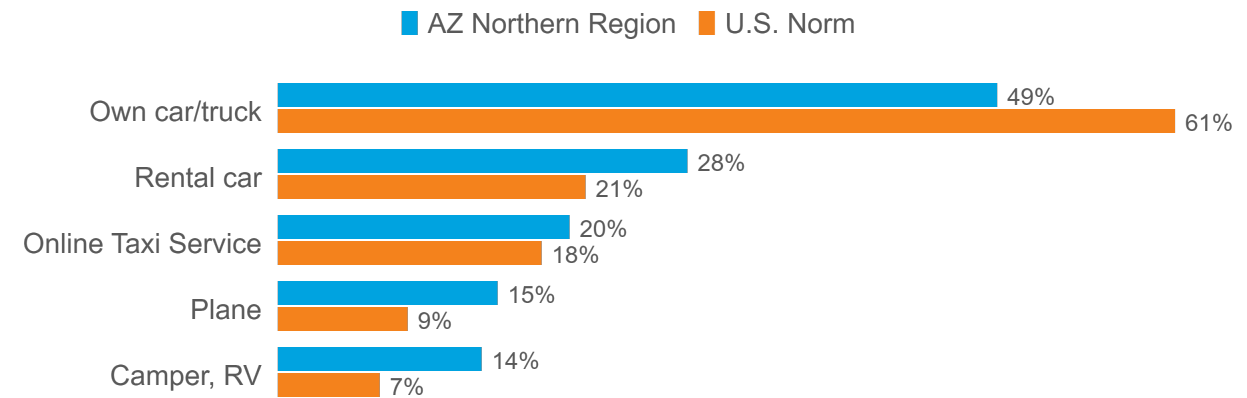
Previous year: **66%**



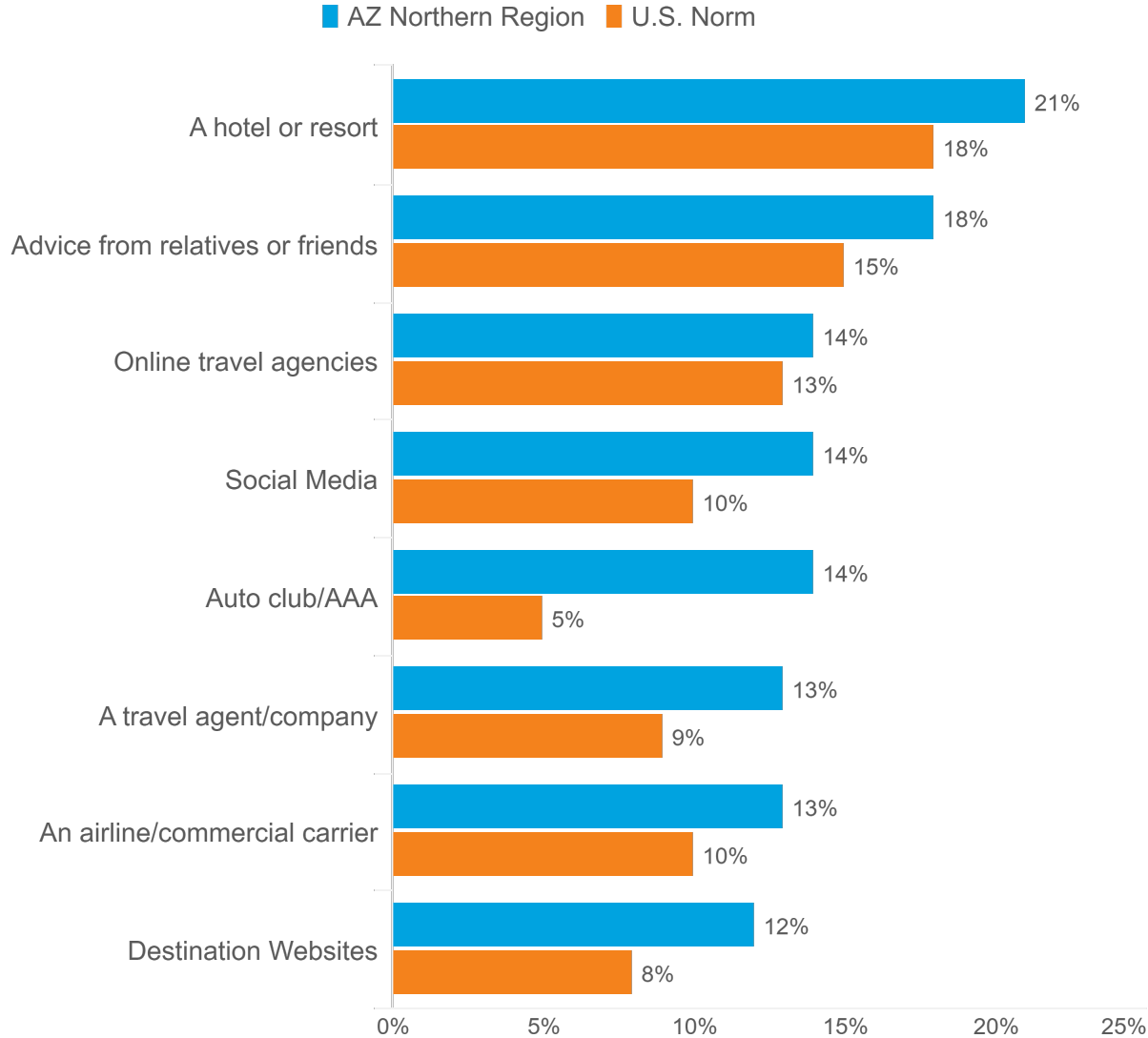
Type of Vehicle Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

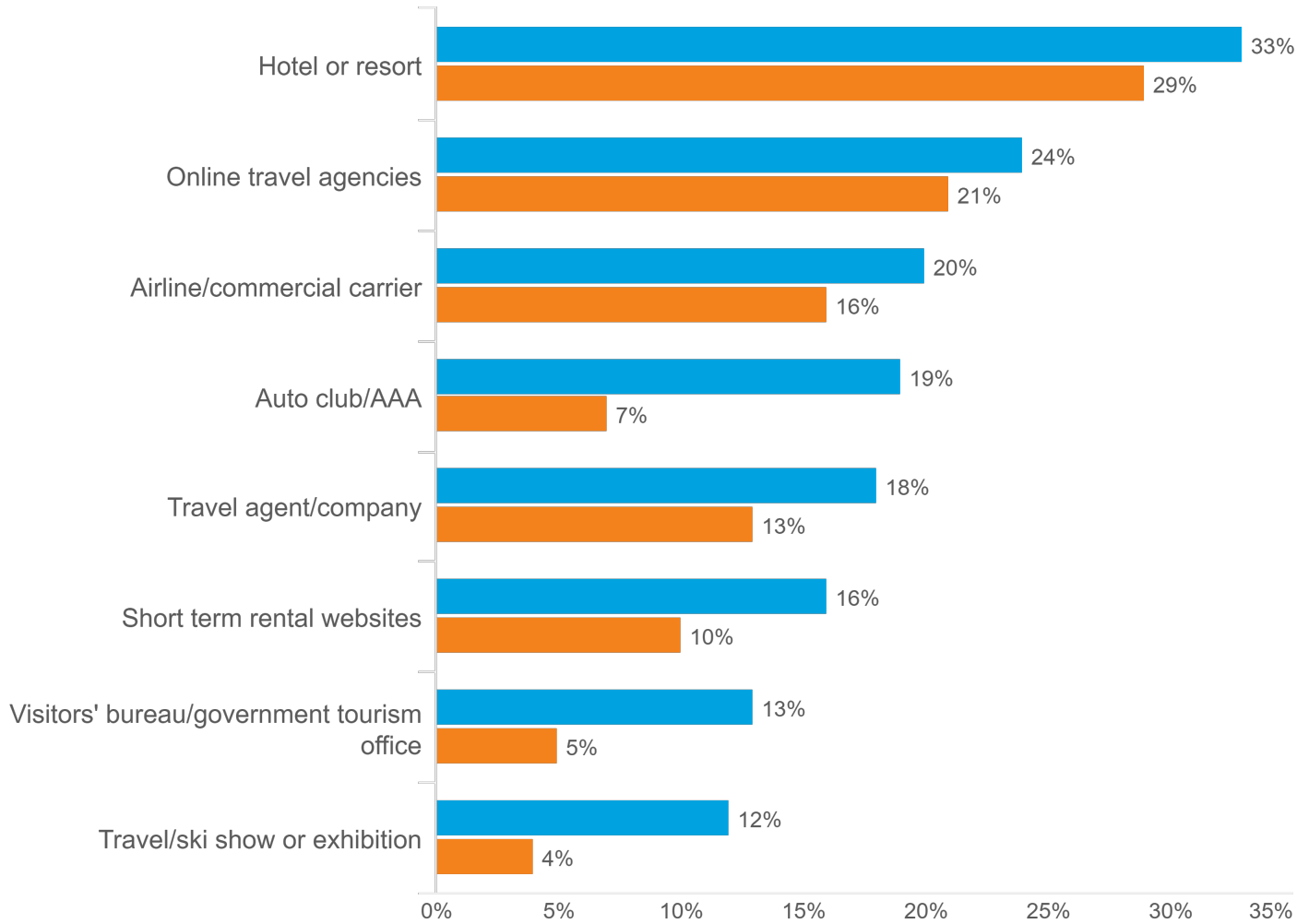
	AZ Northern Region	U.S. Norm
1 month or less	30%	33%
2 months	15%	17%
3-5 months	21%	18%
6-12 months	18%	13%
More than 1 year in advance	5%	4%
Did not plan anything in advance	10%	15%

AZ Northern Region's Overnight Trip Characteristics








Base: 2023 Overnight Person-Trips

Method of Booking

■ AZ Northern Region ■ U.S. Norm



Accommodations

	2023	2022
 Hotel	44%	45%
 Motel	19%	21%
 Campground / RV park	15%	13%
 Home of friends / relatives	13%	12%
 Resort hotel	13%	11%
 Bed & breakfast	13%	13%
 Country inn / lodge	12%	9%

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	24%	21%
Sightseeing	23%	21%
Hiking/backpacking	21%	22%
Landmark/historic site	21%	21%
National/state park	17%	17%
Attending celebration	17%	14%
Nature tours/wildlife viewing/birding	16%	13%
Museum	16%	15%
Visited American Indian Community	14%	12%
Winery/brewery/distillery tour	13%	10%

Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

	AZ Northern Region	U.S. Norm
 Shopping at locally owned businesses	55%	48%
 Convenience/grocery shopping	54%	42%
 Souvenir shopping	45%	38%
 Outlet/mall shopping	39%	44%
 Big box stores (Walmart, Costco)	39%	30%
 Farmers market	21%	17%
 Antiquing	18%	12%

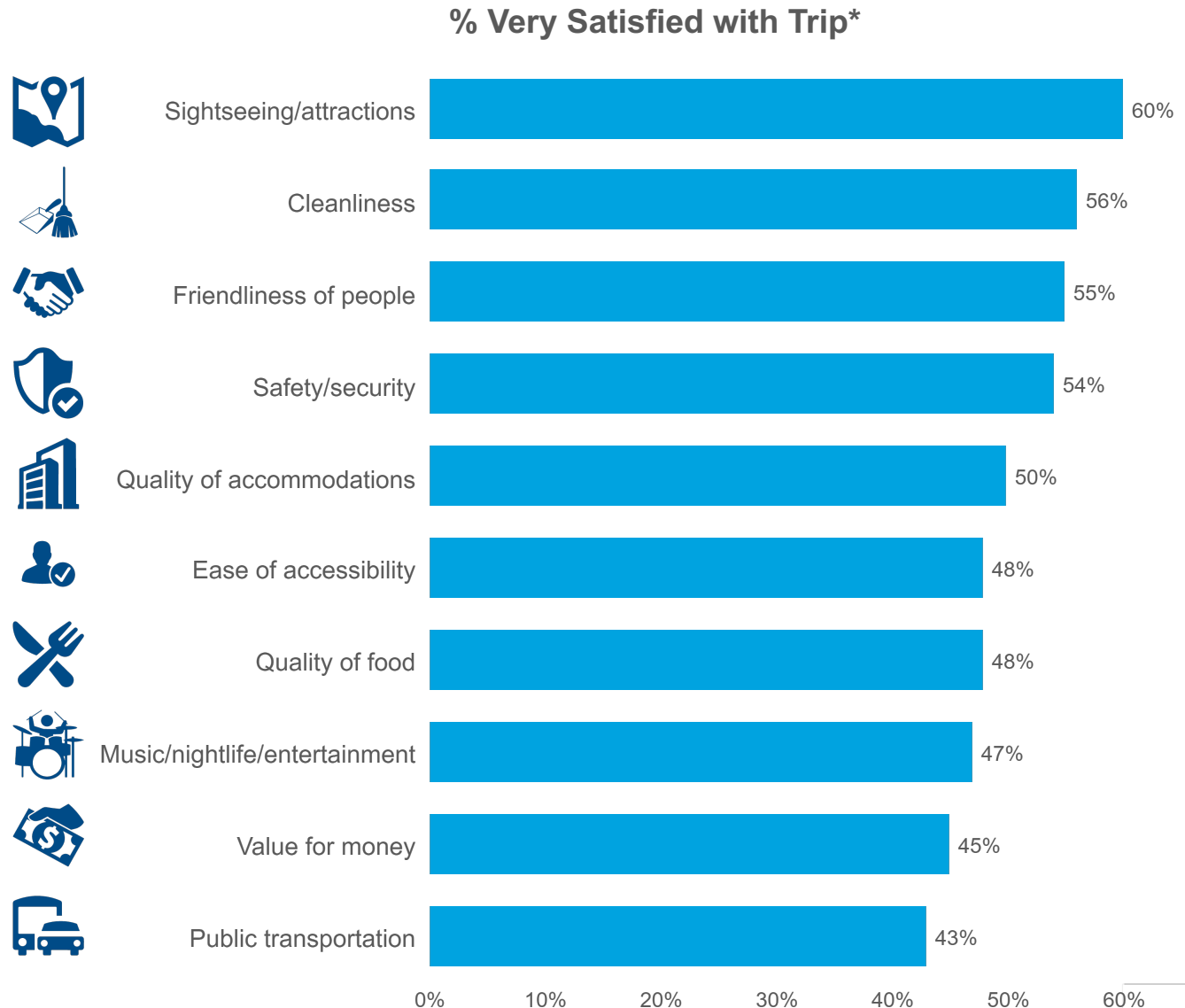
Dining Types on Trip

	AZ Northern Region	U.S. Norm
 Casual dining	47%	56%
 Fast food	46%	45%
 Unique/local food	34%	30%
 Carry-out/food delivery service	27%	22%
 Picnicking	23%	11%
 Fine/upscale dining	22%	19%



66%

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

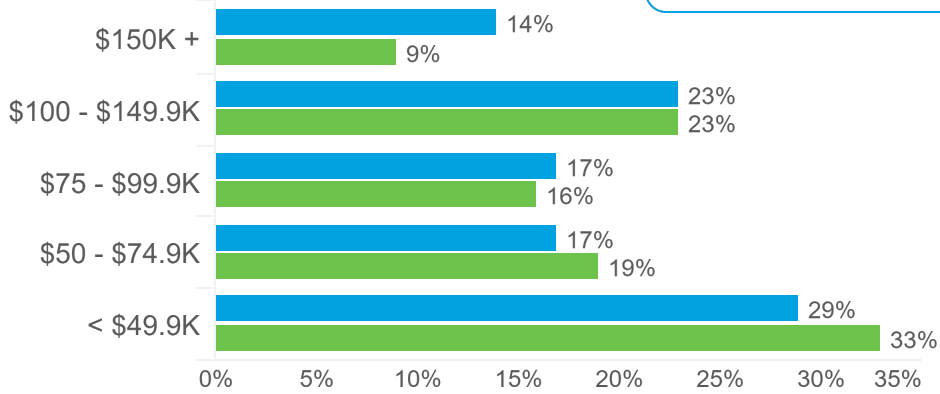
Demographic Profile of Overnight AZ Northern Region Visitors

Base: 2023 Overnight Person-Trips

Household Income

■ 2023 ■ 2022

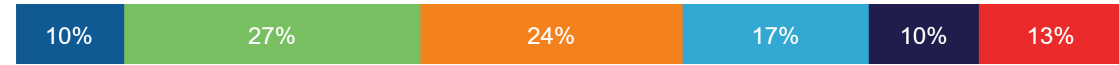
Average Income: 93.0K



Age

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

AZ Northern Region



Average Age
42.7

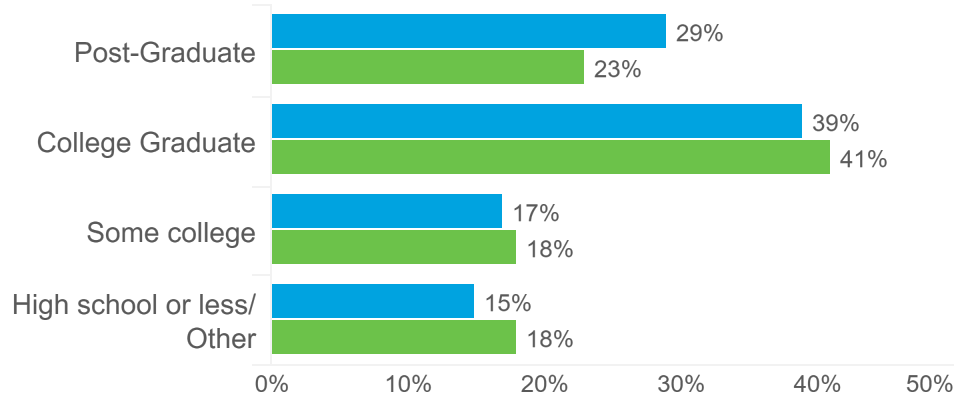
Previous Year



Average Age
41.2

Educational Attainment

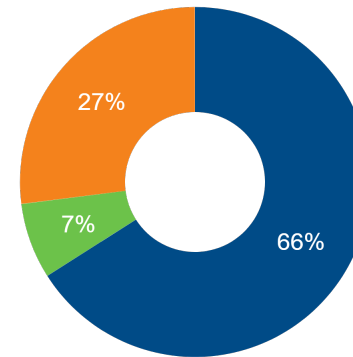
■ 2023 ■ 2022



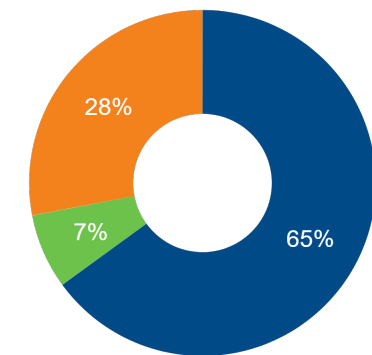
Employment

■ Full time / self-employed ■ Part time ■ Retired / not employed / other

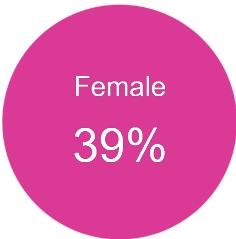
AZ Northern Region



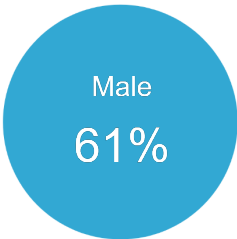
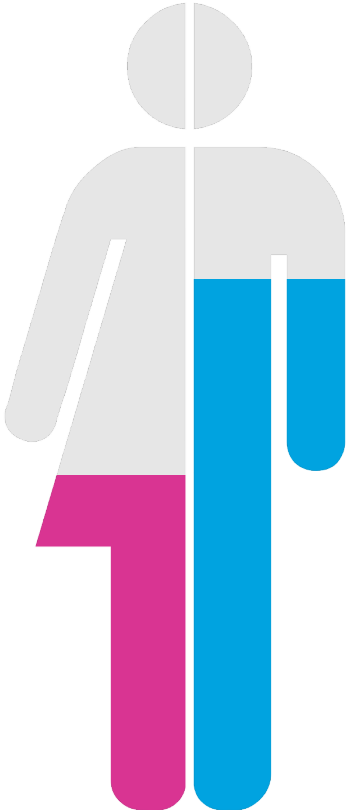
AZ Northern Region's Previous Year



Gender



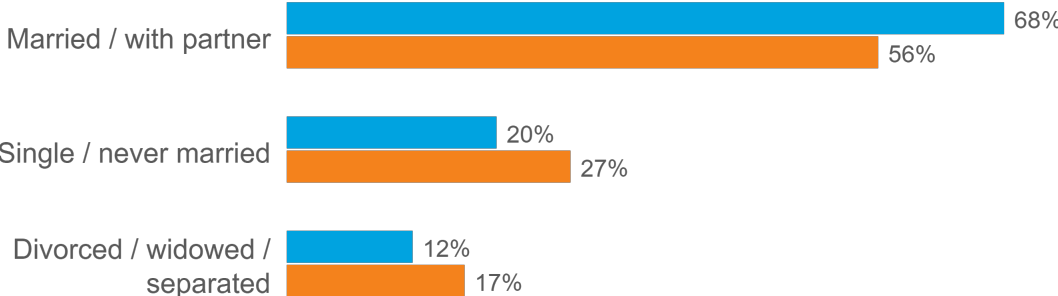
U.S. Norm
50%



U.S. Norm
50%

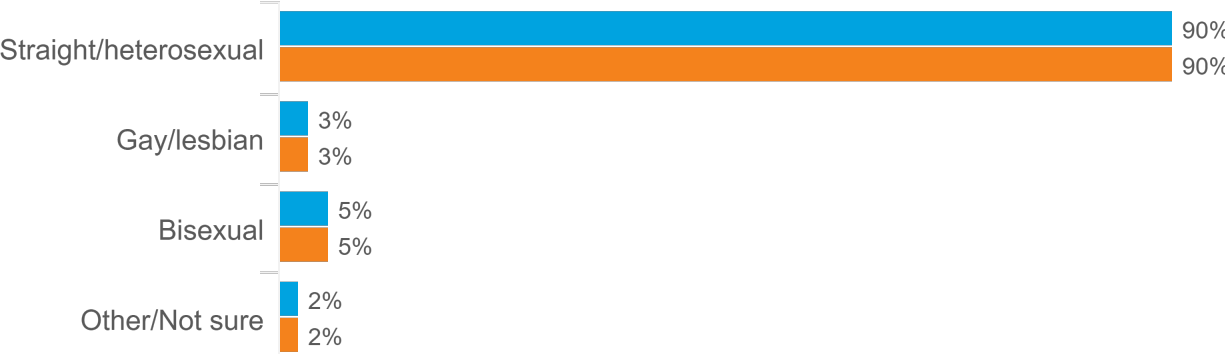
Marital Status

AZ Northern Region U.S. Norm



Sexual Orientation

AZ Northern Region U.S. Norm

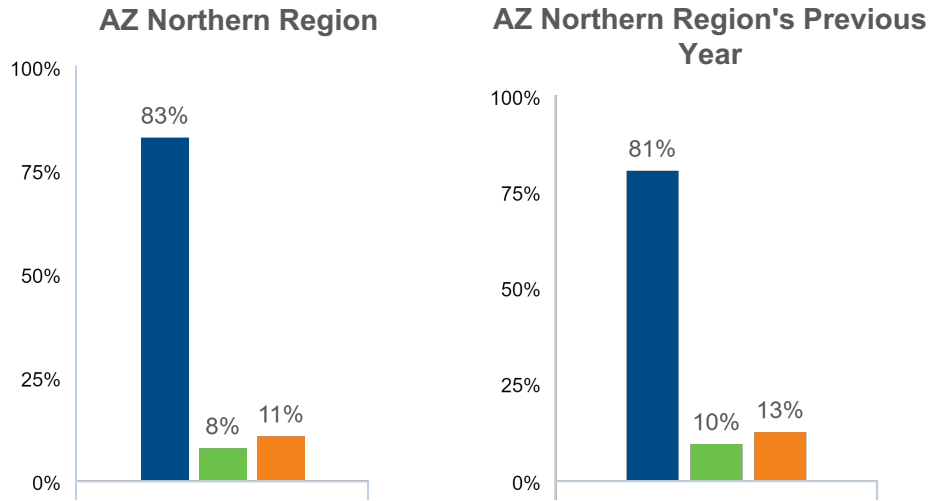


Demographic Profile of Overnight AZ Northern Region Visitors

Base: 2023 Overnight Person-Trips

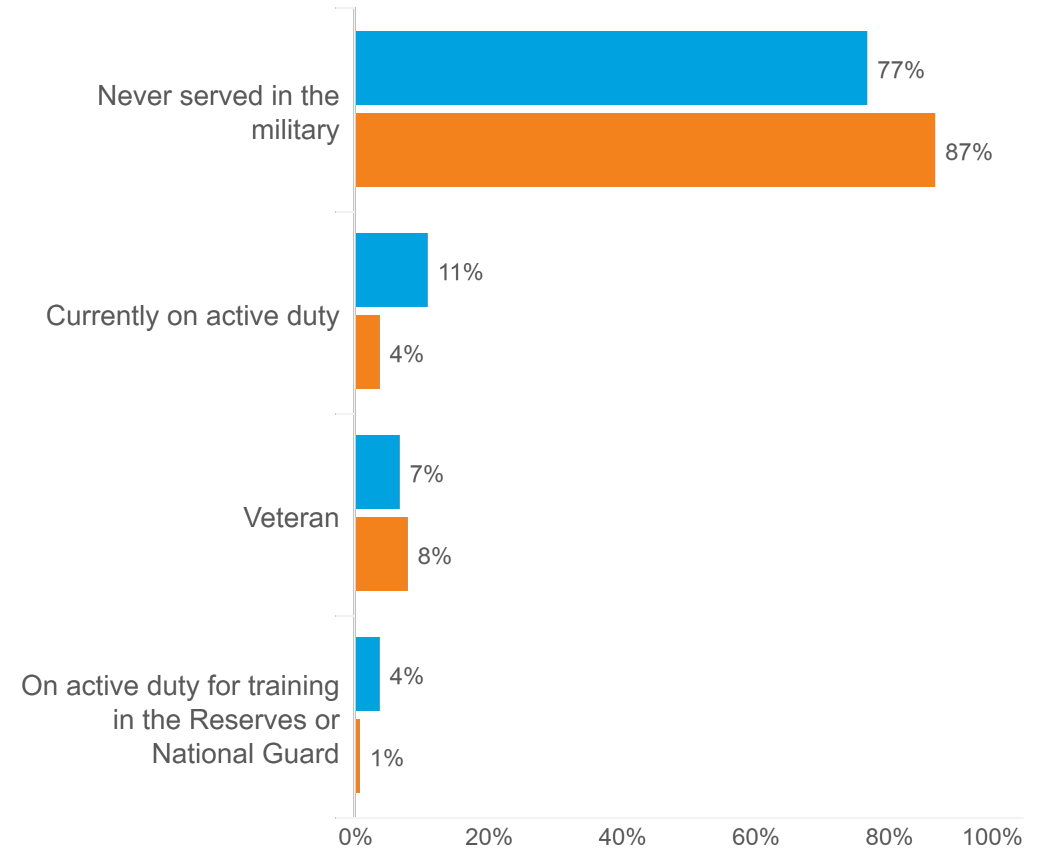
Race

■ White ■ African-American ■ Other



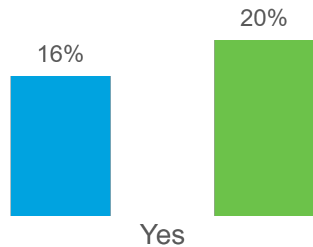
Military Status

■ AZ Northern Region ■ U.S. Norm

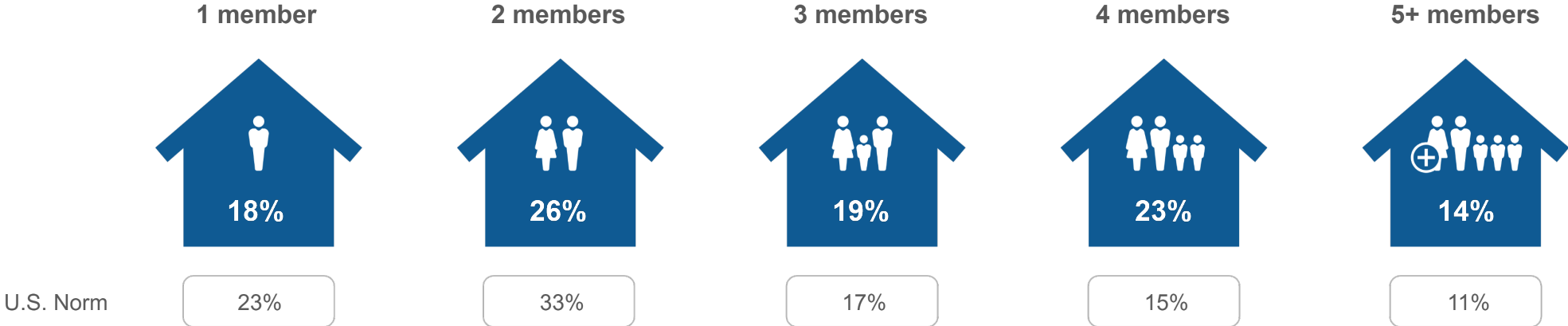


Hispanic Background

■ 2023 ■ 2022



Household Size



Children in Household

