



# Travel USA Visitor Profile

## Phoenix/Scottsdale & 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 Phoenix/Scottsdale & 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 Phoenix/Scottsdale & Central Region, the following sample was achieved in 2023:



Overnight Base Size

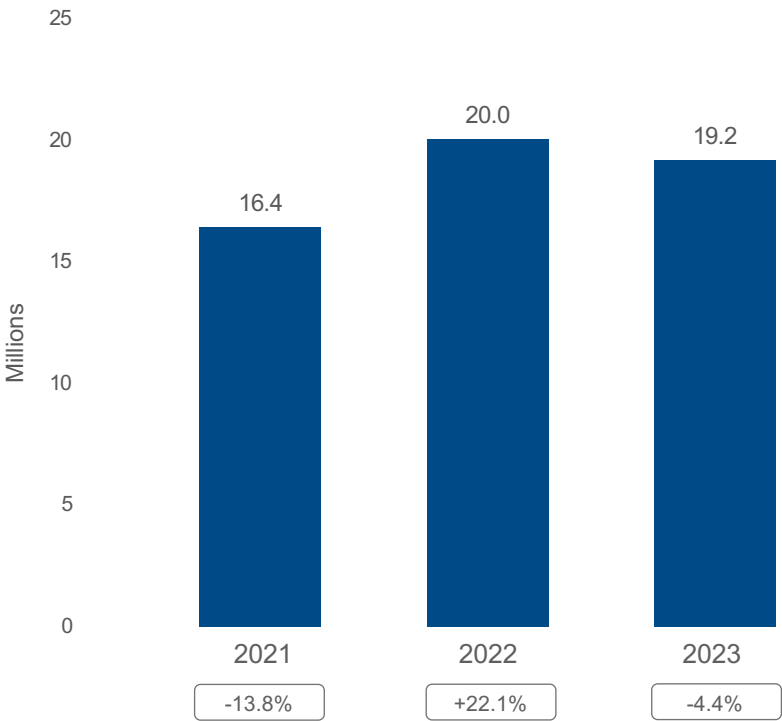
2,063

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

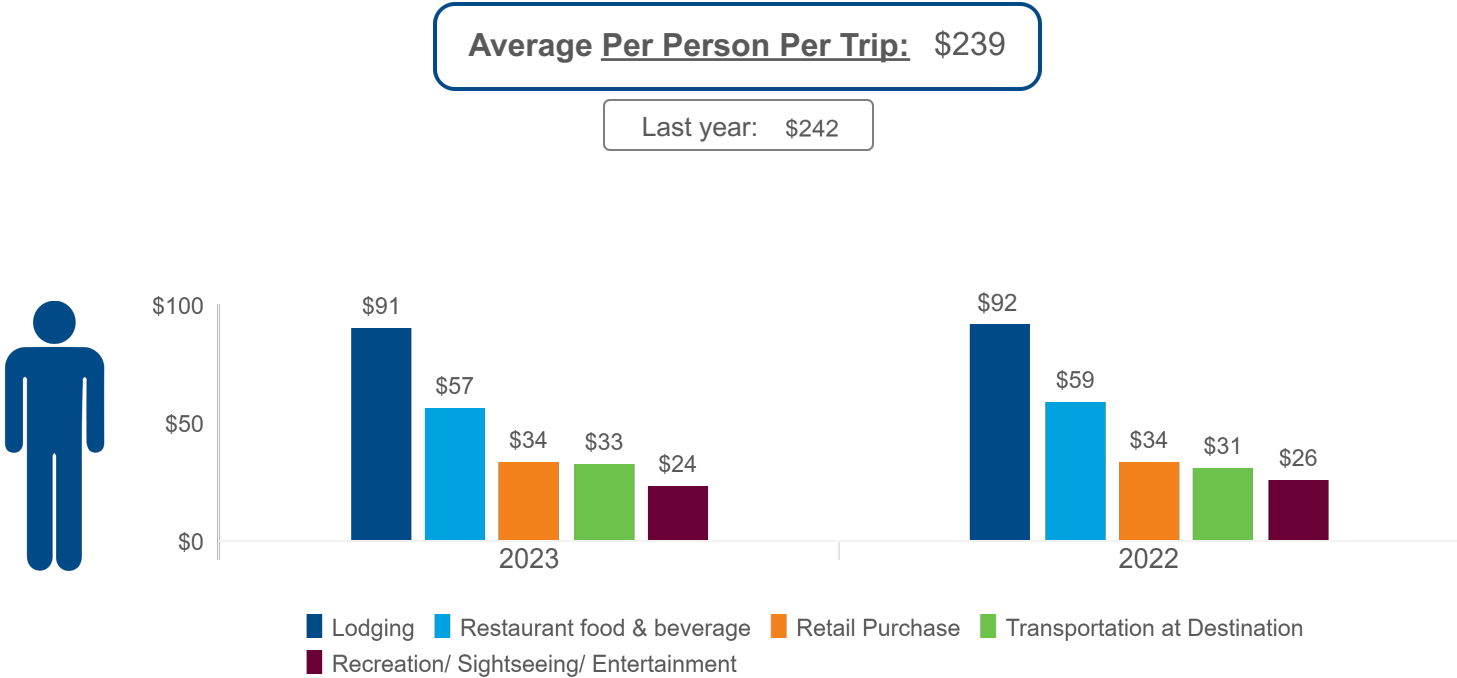
# Size and Structure of Phoenix/Scottsdale & Central Region's Domestic Travel Market

Base: 2023 Overnight Person-Trips

## Overnight Trips to Phoenix/Scottsdale & Central Region














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



# Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

## Main Purpose of Trip

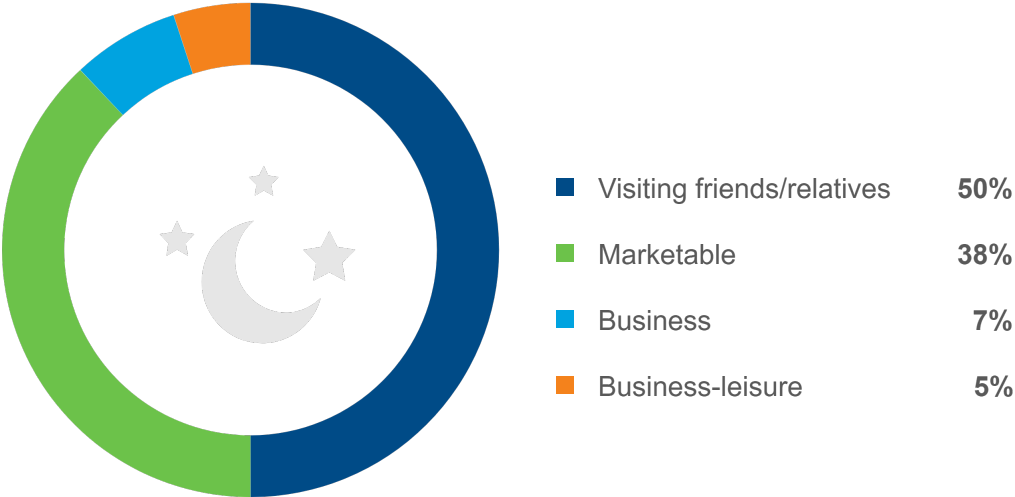
 <b>50%</b> Visiting friends/ relatives	
 <b>10%</b> Special event	 <b>3%</b> Conference/ Convention
 <b>9%</b> Touring	
 <b>5%</b> Outdoors	 <b>5%</b> Other business trip
 <b>5%</b> City trip	
 <b>3%</b> Casino	
 <b>2%</b> Resort	 <b>5%</b> Business-Leisure
 <b>1%</b> Golf Trip	

## Main Purpose of Leisure Trip

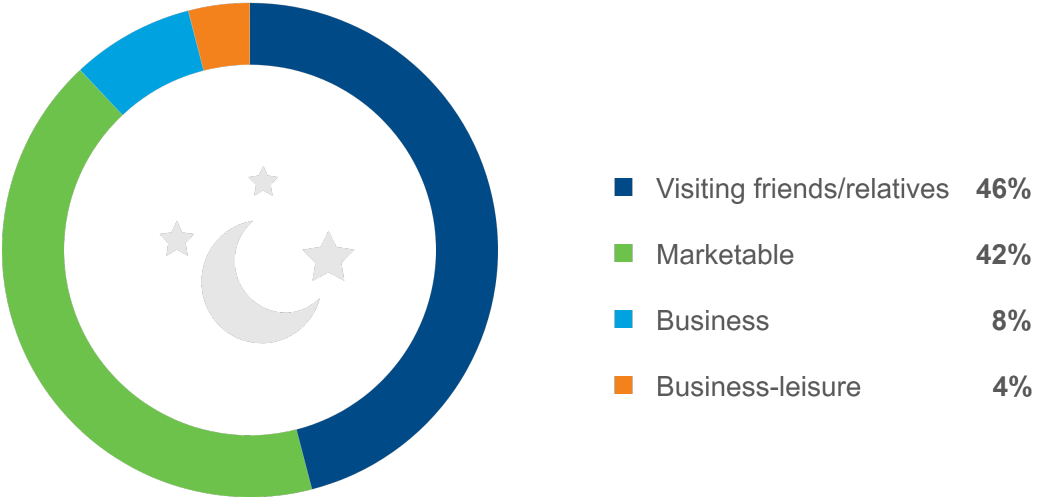
	2023	2022
Visiting friends/ relatives	<b>50%</b>	<b>46%</b>
Special event	<b>10%</b>	<b>10%</b>
Touring	<b>9%</b>	<b>10%</b>
Outdoors	<b>5%</b>	<b>6%</b>
City trip	<b>5%</b>	<b>7%</b>
Casino	<b>3%</b>	<b>4%</b>
Resort	<b>2%</b>	<b>3%</b>
Golf Trip	<b>1%</b>	<b>1%</b>



### 2023 Phoenix/Scottsdale & Central Region Overnight Trips

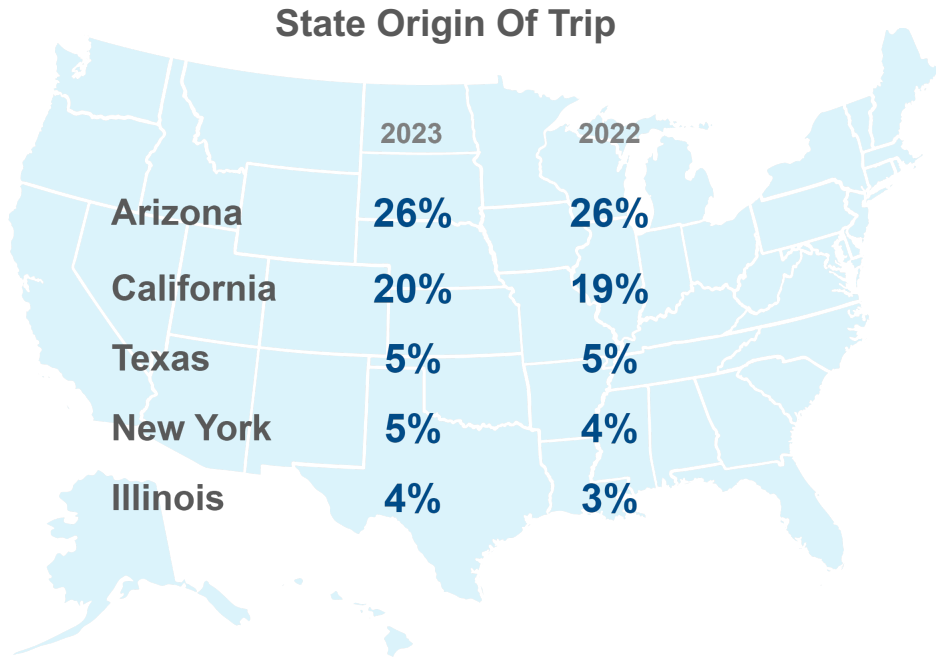


### Last Year's Phoenix/Scottsdale & Central Region Overnight Trips



# Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips



**DMA Origin Of Trip**

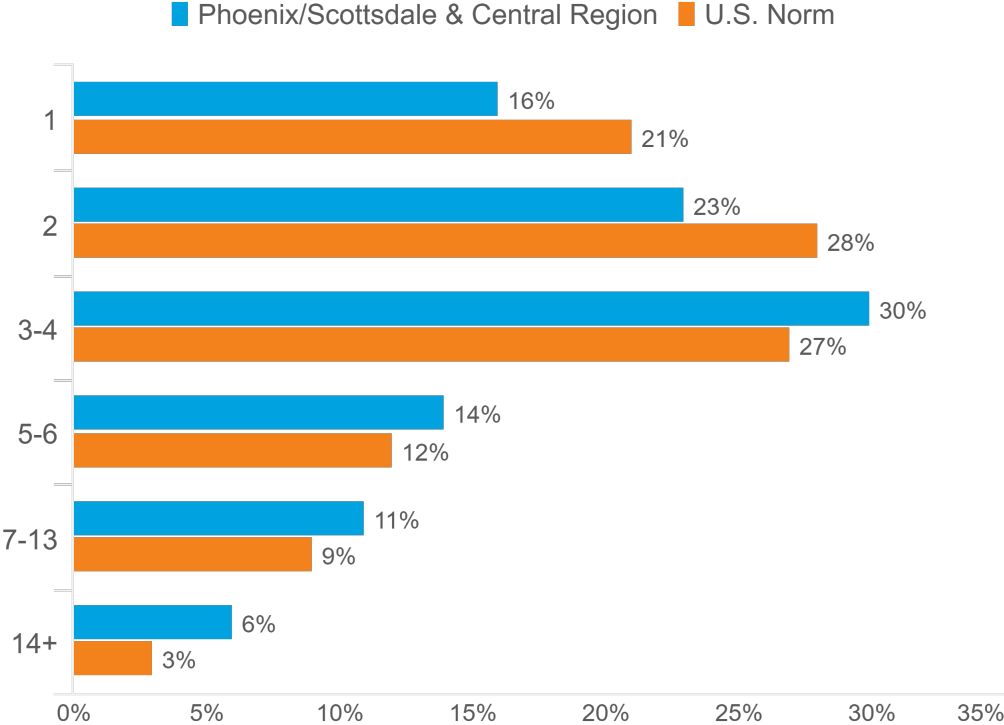
	2023	2022
Phoenix, AZ	19%	18%
Los Angeles, CA	12%	12%
Tucson (Nogales), AZ	6%	7%
New York, NY	5%	3%
Chicago, IL	3%	3%
Albuquerque-Santa Fe, NM	3%	2%
Las Vegas, NV	3%	3%

## Past Visitation to Phoenix/Scottsdale & Central Region

**80%** of overnight travelers to Phoenix/Scottsdale & Central Region are repeat visitors

**55%** of overnight travelers to Phoenix/Scottsdale & Central Region had visited before in the past 12 months

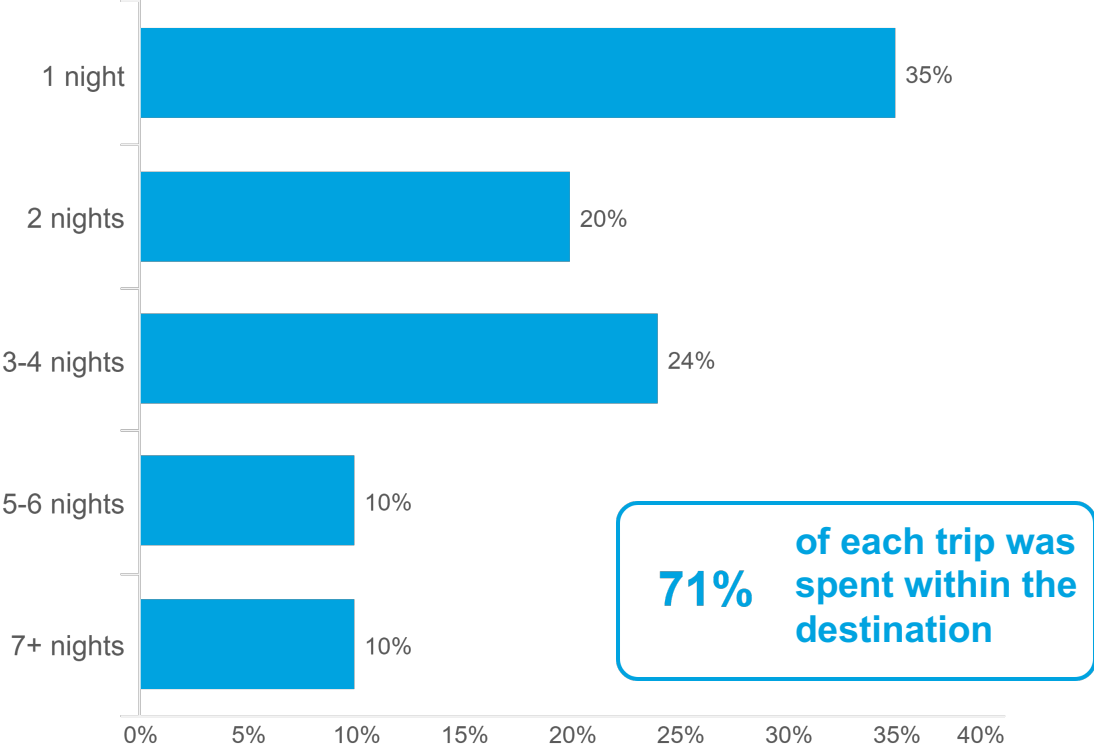
## Total Nights Away on Trip



Phoenix/Scottsdale & Central Region  
**4.6**  
Average Nights

U.S. Norm  
**3.8**  
Average Nights

## Nights Spent in Phoenix/Scottsdale & Central Region



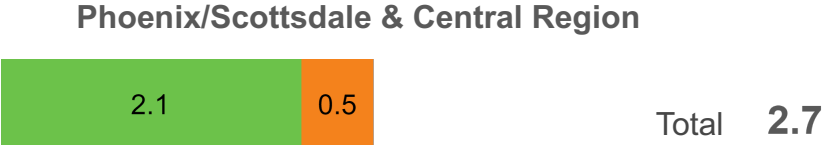
**71%** of each trip was spent within the destination

Average number of nights  
**3.3**

Average last year  
**3.4**

### Size of Travel Party

■ Adults ■ Children



Average number of people

#### U.S. Norm



Average number of people

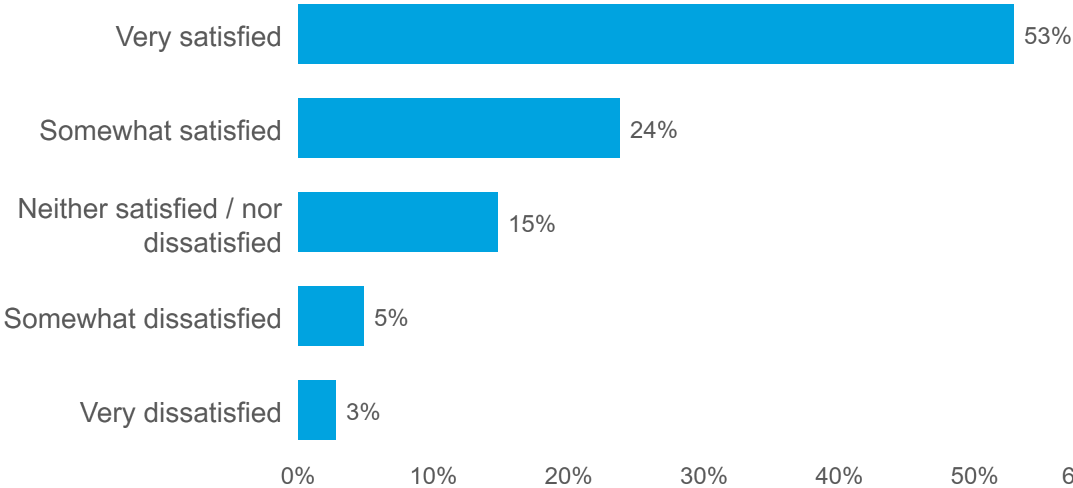


**19%** of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

### Satisfaction with Ease of Accessibility

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







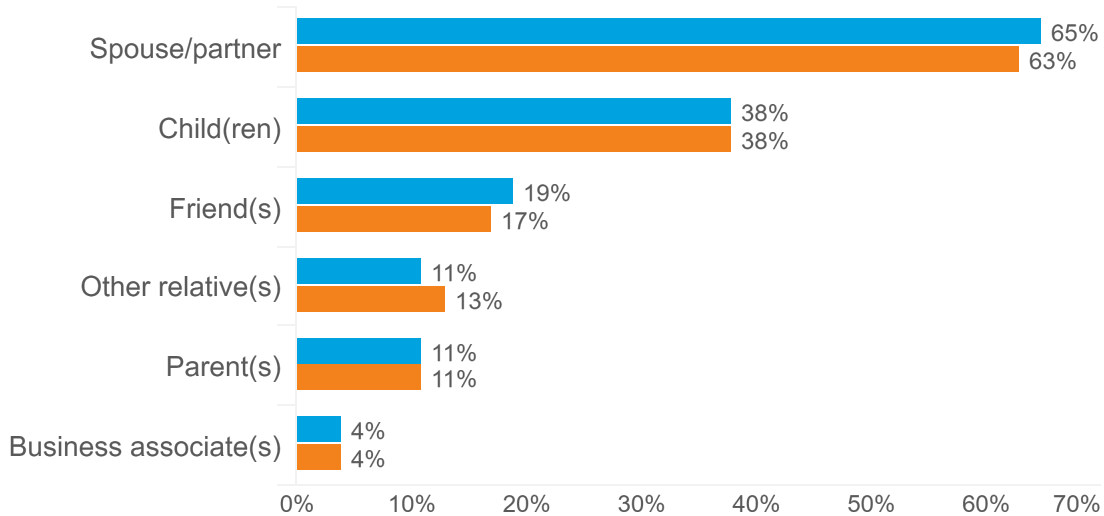
**28%** of trips only had one person in the travel party

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

## Composition of Immediate Travel Party

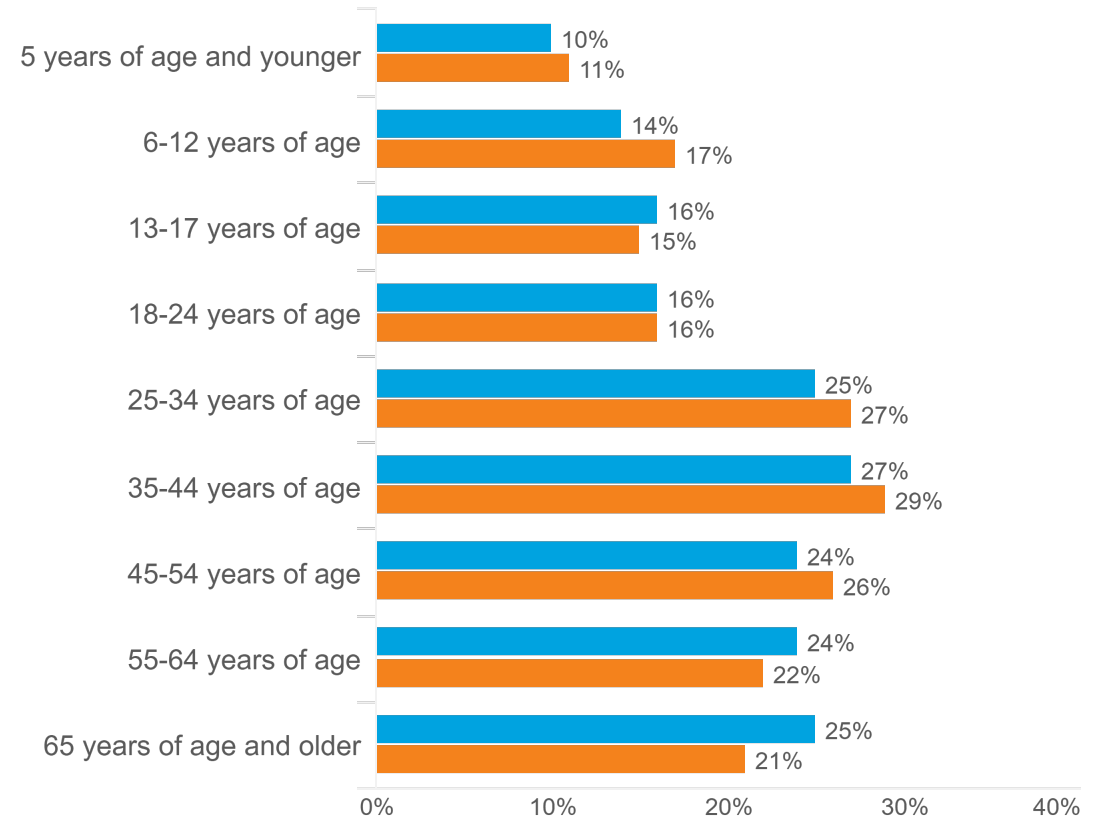
Base: 2023 Overnight Person-Trips that included more than one person

■ Phoenix/Scottsdale & Central Region ■ U.S. Norm



## Travel Party Age

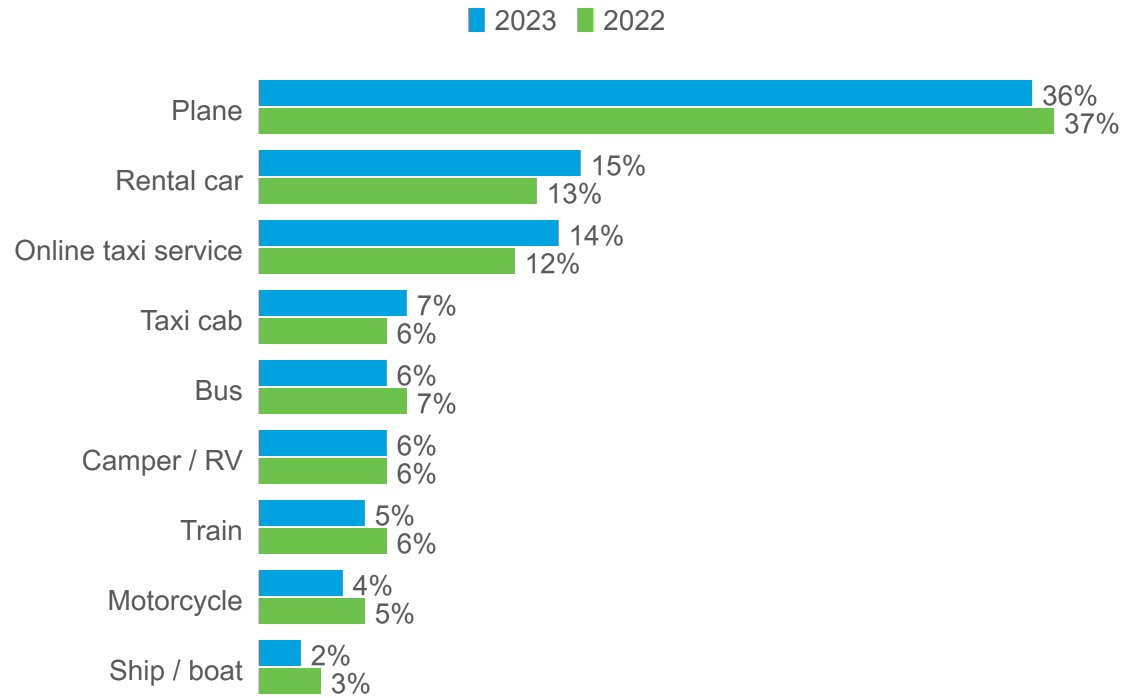
■ Phoenix/Scottsdale & Central Region ■ U.S. Norm



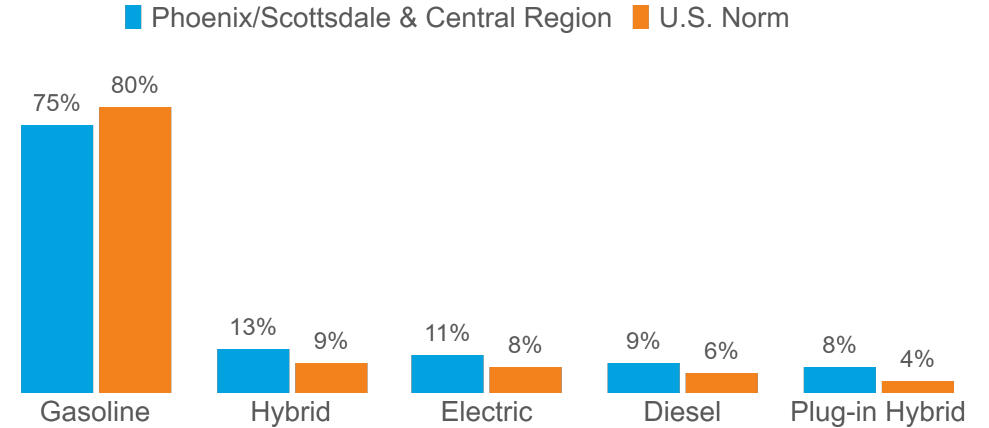
## Transportation Used to get to Destination

**59%** of overnight travelers use own car/truck to get to their destination

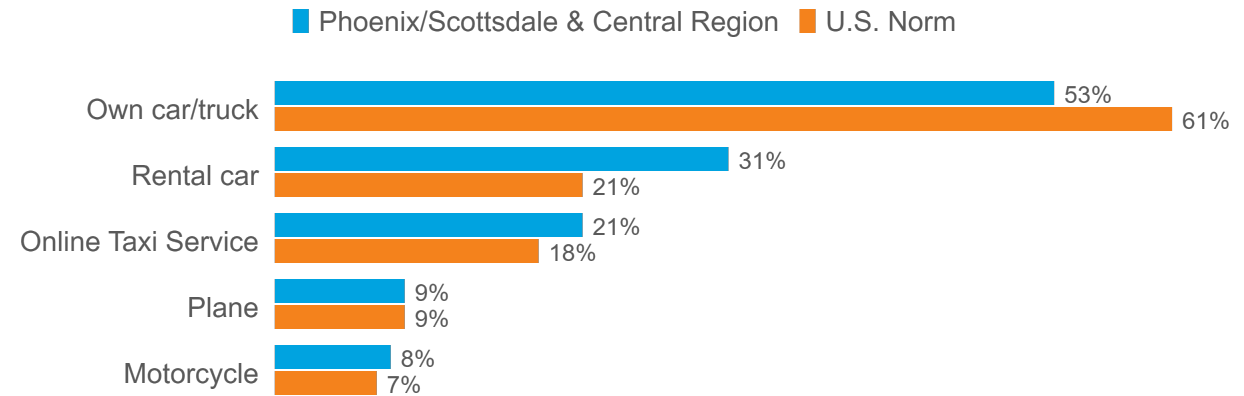
Previous year: **58%**



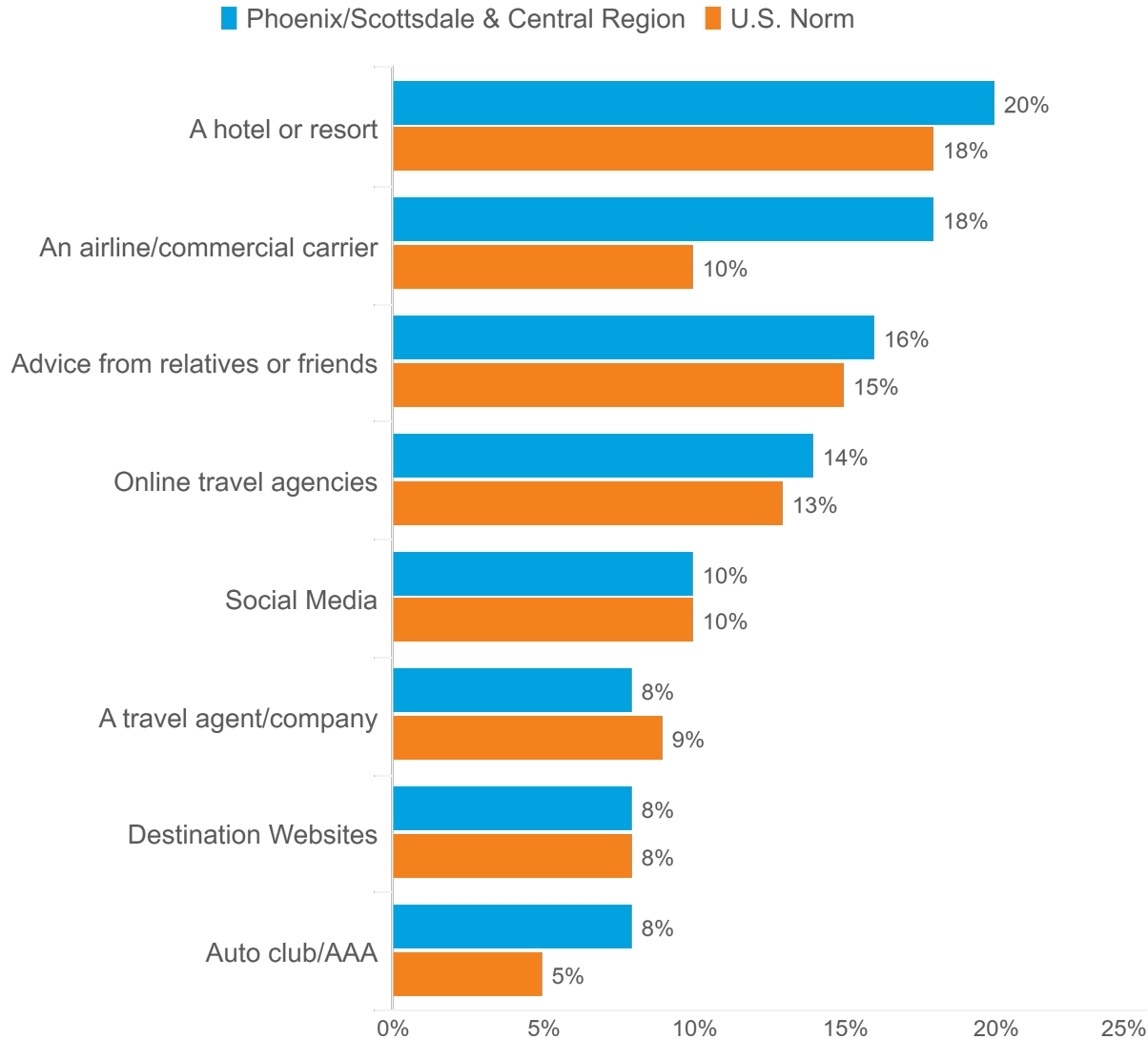
## Type of Vehicle Used to get to Destination



## Transportation Used within Destination



## Trip Planning Information Sources



## Length of Trip Planning

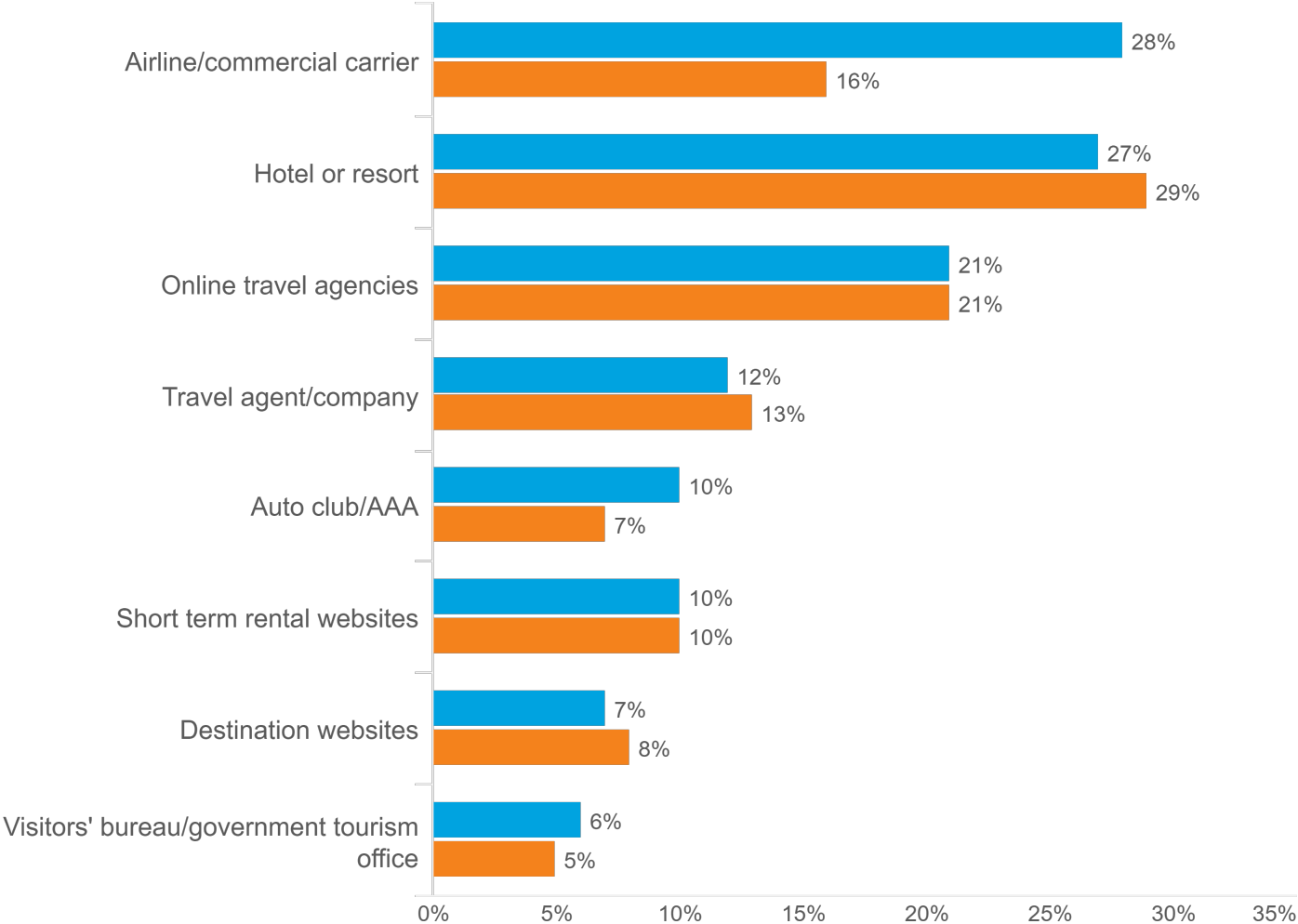
	Phoenix/Scottsdale & Central Region	U.S. Norm
1 month or less	29%	33%
2 months	19%	17%
3-5 months	22%	18%
6-12 months	13%	13%
More than 1 year in advance	4%	4%
Did not plan anything in advance	13%	15%

# Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics








Base: 2023 Overnight Person-Trips

## Method of Booking

■ Phoenix/Scottsdale & Central Region ■ U.S. Norm



## Accommodations

	2023	2022
 Hotel	42%	38%
 Home of friends / relatives	24%	25%
 Resort hotel	14%	12%
 Motel	11%	13%
 Rented home / condo / apartment	9%	7%
 Bed & breakfast	7%	6%
 Country inn / lodge	6%	4%



## 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	27%	28%
Sightseeing	21%	22%
Attending celebration	19%	16%
Bar/nightclub	16%	15%
Swimming	15%	14%
Landmark/historic site	14%	14%
Hiking/backpacking	14%	14%
Casino	13%	13%
Museum	12%	11%
Attended pro/college sports event	11%	8%

## Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

Phoenix/Scottsdale & Central Region U.S. Norm



Outlet/mall shopping **51%** **44%**



Convenience/grocery shopping **49%** **42%**



Shopping at locally owned businesses **45%** **48%**



Big box stores (Walmart, Costco) **37%** **30%**



Souvenir shopping **35%** **38%**



Farmers market **19%** **17%**



Antiquing **13%** **12%**

## Dining Types on Trip

Phoenix/Scottsdale & Central Region U.S. Norm



Casual dining **62%** **56%**



Fast food **49%** **45%**



Unique/local food **33%** **30%**



Carry-out/food delivery service **27%** **22%**



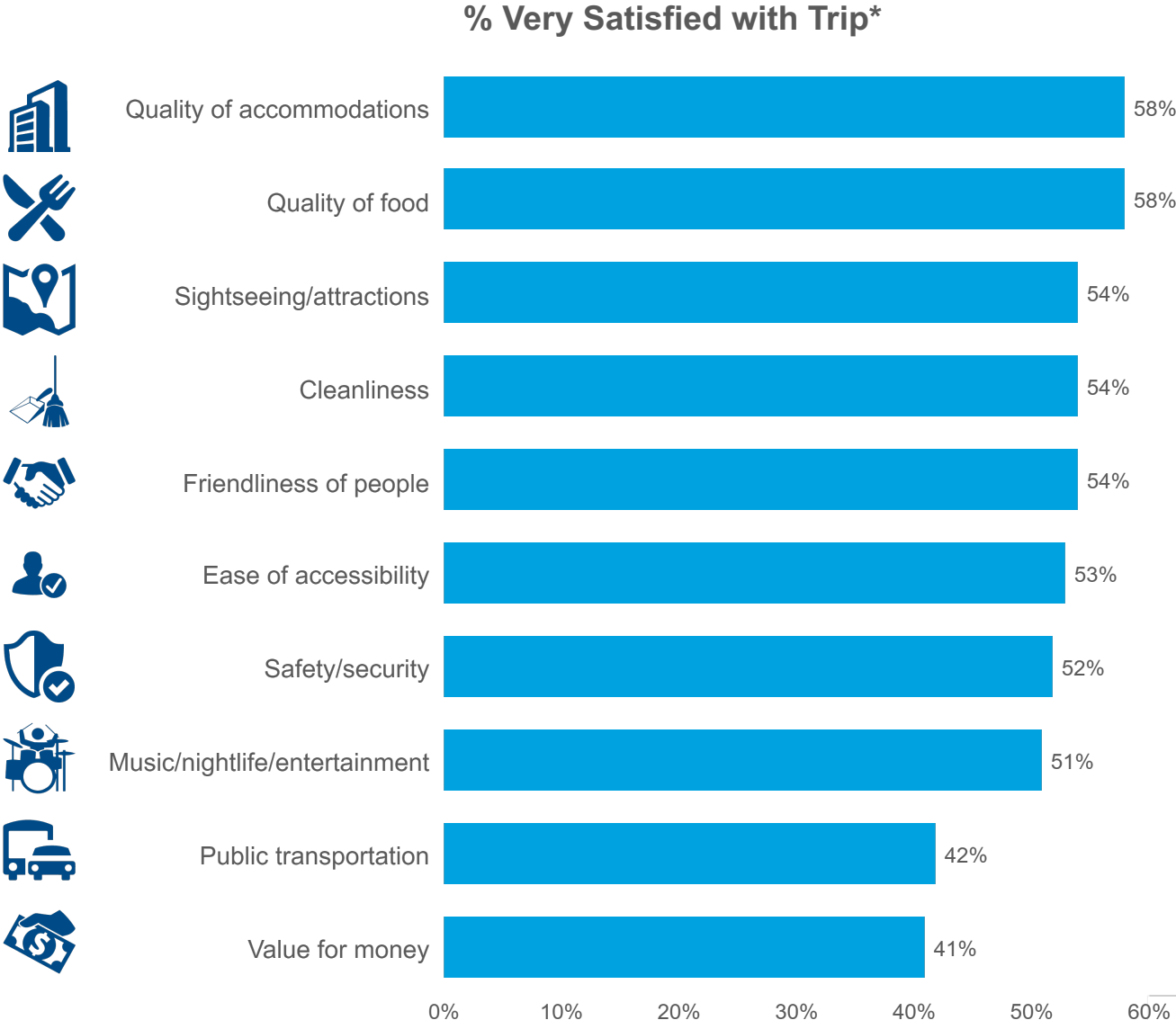
Fine/upscale dining **24%** **19%**



Picnicking **11%** **11%**



**64%**  
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

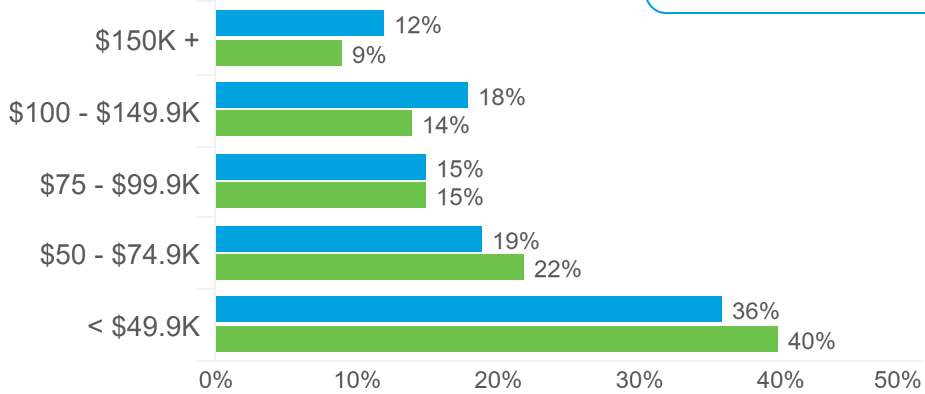
# Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2023 Overnight Person-Trips

## Household Income

■ 2023 ■ 2022

Average Income: 83.0K



## Age

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

### Phoenix/Scottsdale & Central Region



Average Age  
47.5

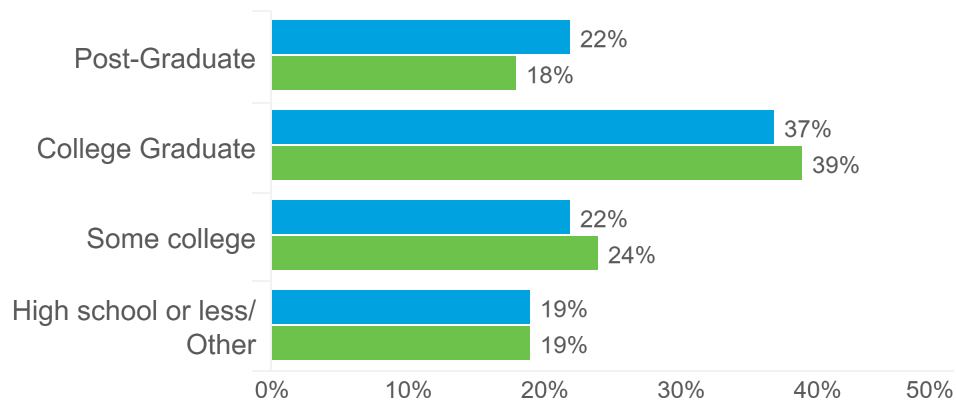
### Previous Year



Average Age  
46.3

## Educational Attainment

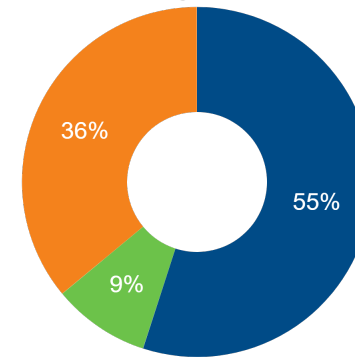
■ 2023 ■ 2022



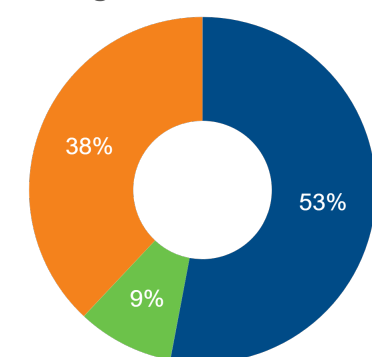
## Employment

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

### Phoenix/Scottsdale & Central Region

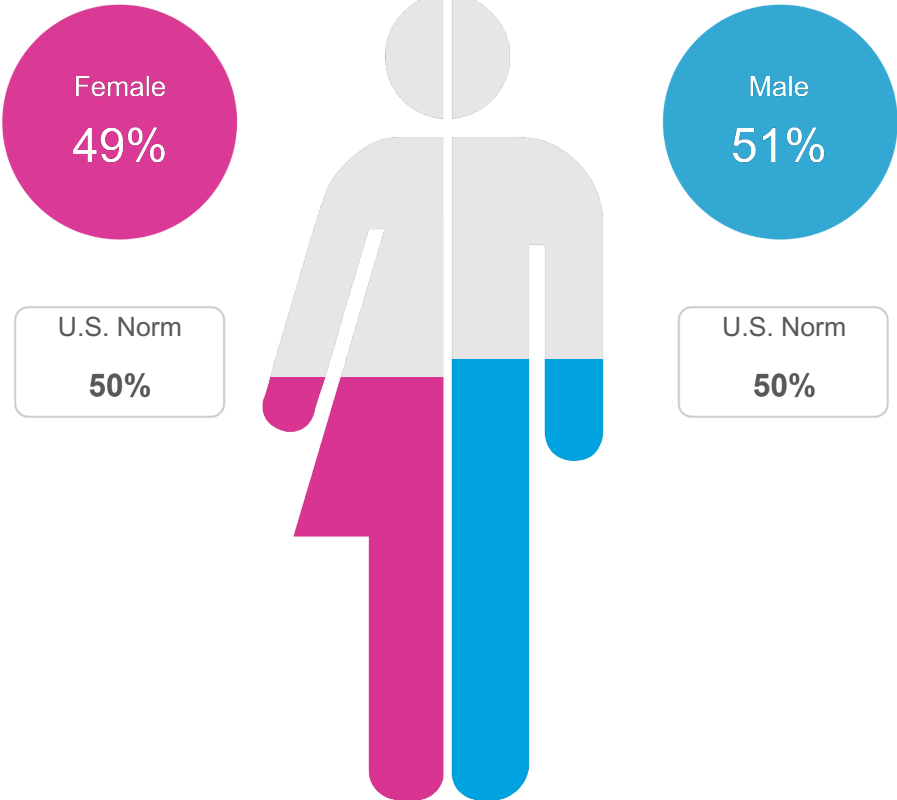


### Phoenix/Scottsdale & Central Region's Previous Year

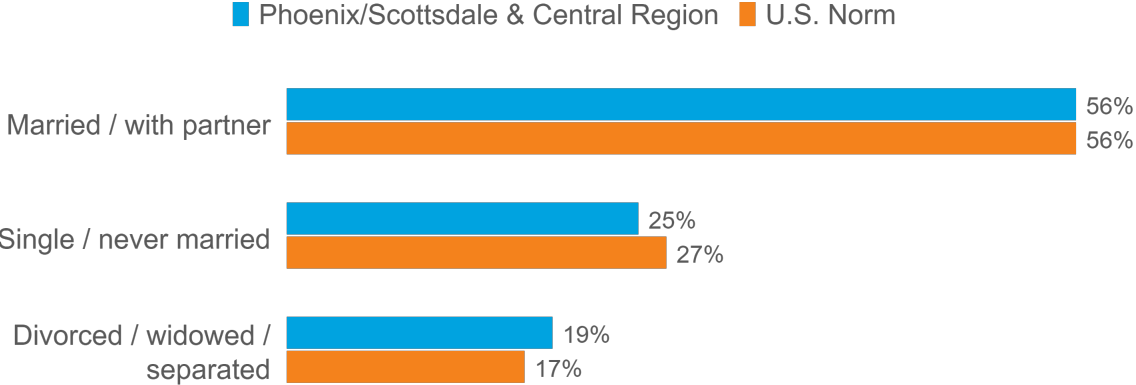




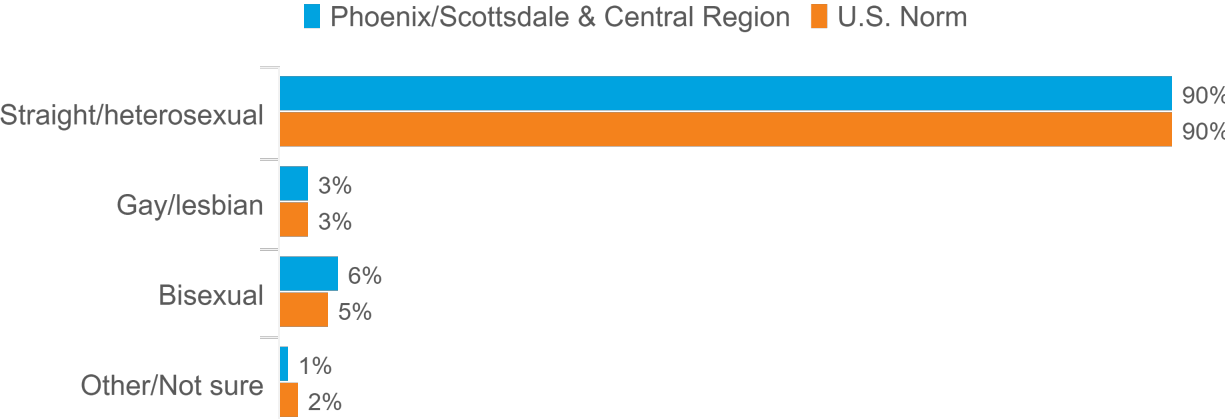
## Gender



## Marital Status



## Sexual Orientation

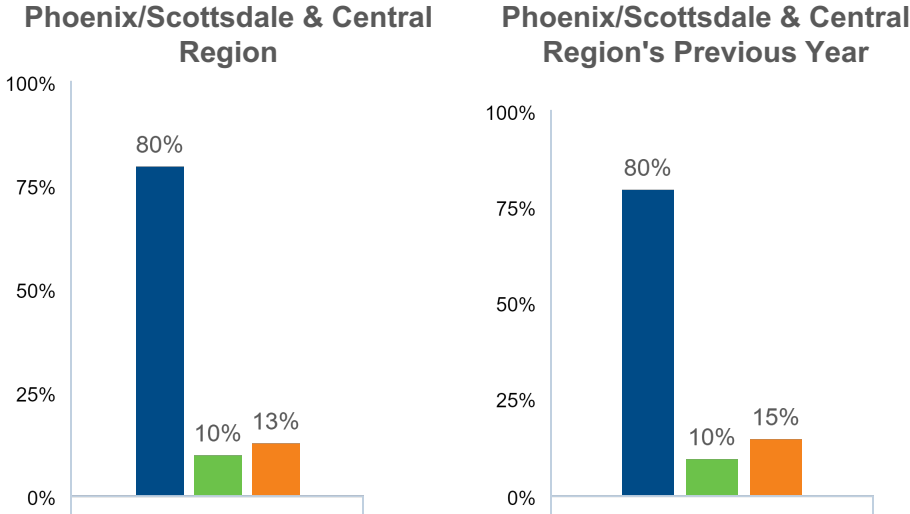


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Base: 2023 Overnight Person-Trips

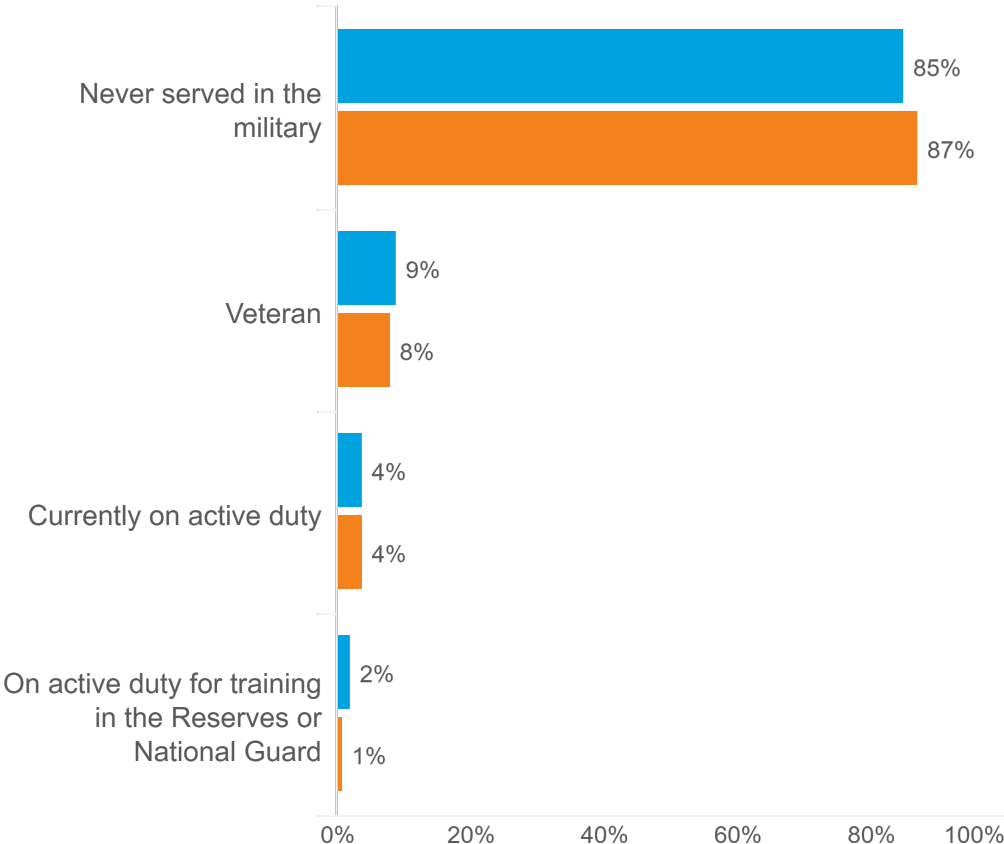
## Race

White African-American Other



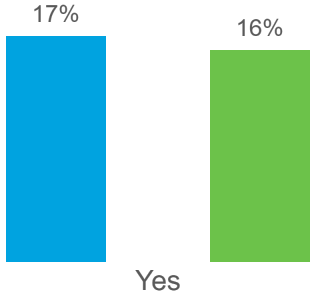
## Military Status

Phoenix/Scottsdale & Central Region U.S. Norm



## Hispanic Background

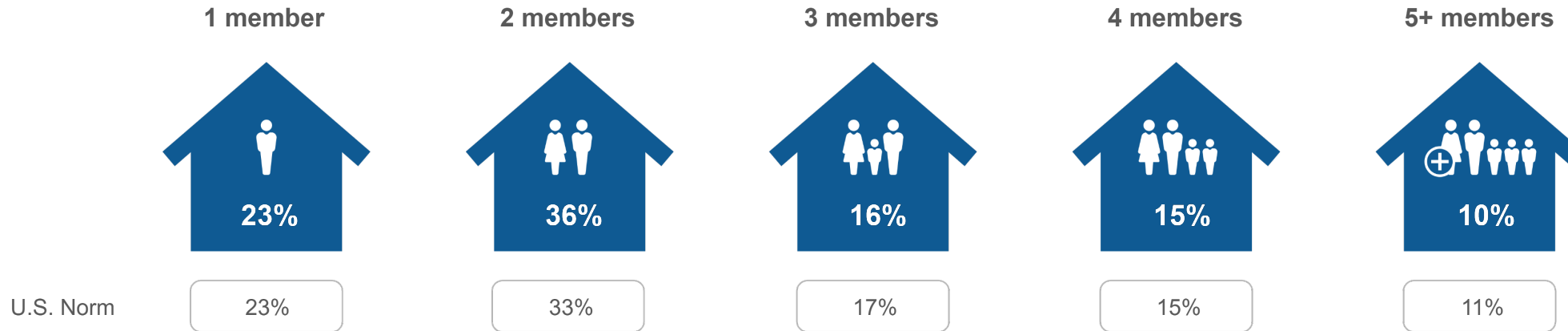
2023 2022



# Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2023 Overnight Person-Trips

## Household Size



## Children in Household

