



Travel USA Visitor Profile

Tucson & Southern 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 Tucson & Southern 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 Tucson & Southern Region, the following sample was achieved in 2023:

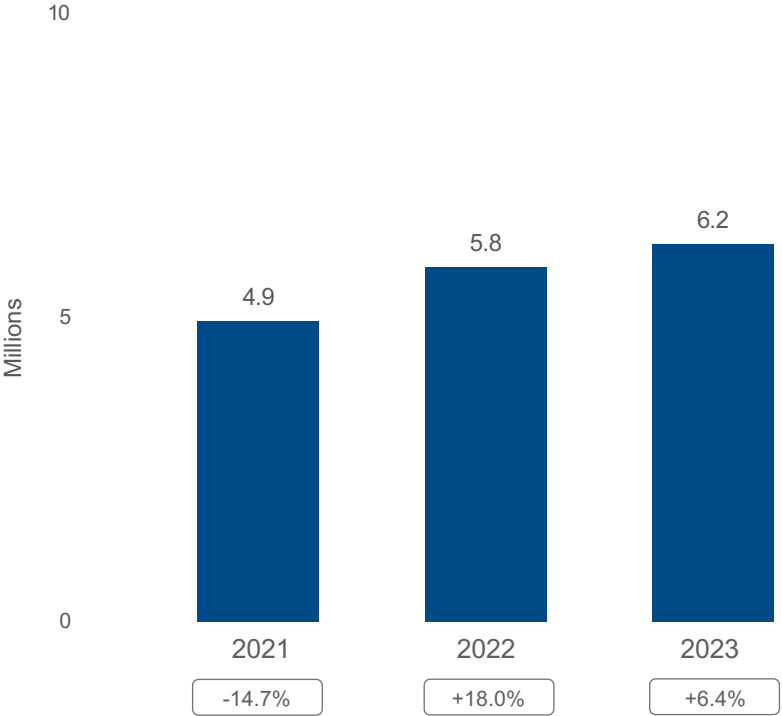


Overnight Base Size

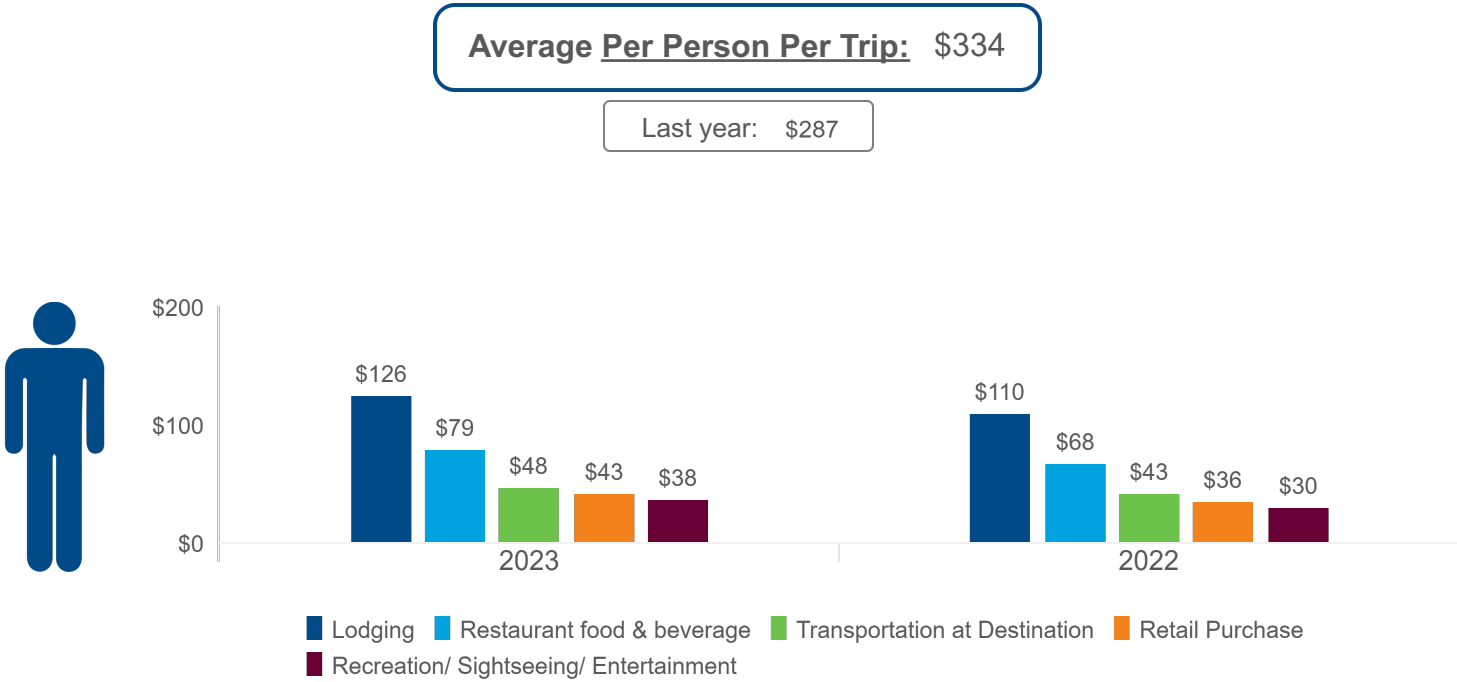
776

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

Overnight Trips to Tucson & Southern Region



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



Tucson & Southern Region's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

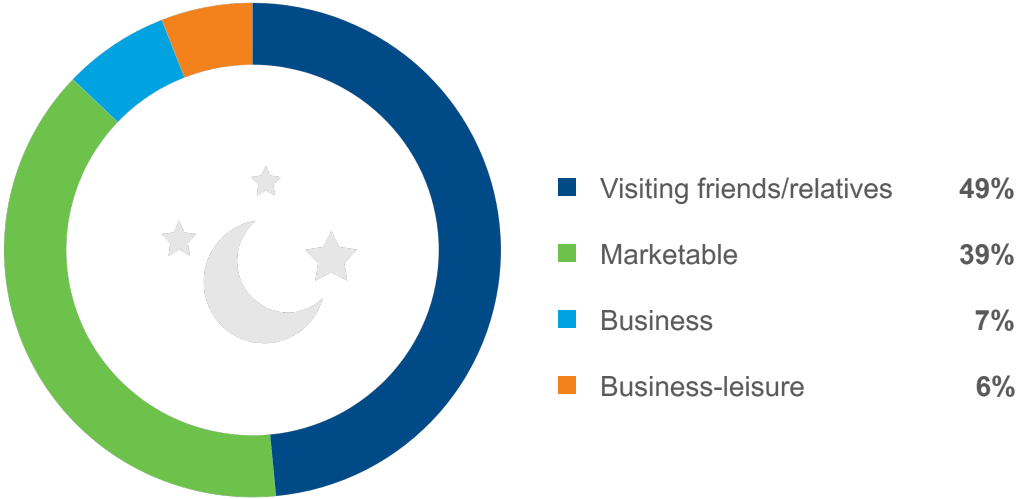
Main Purpose of Trip

 49% Visiting friends/ relatives	
 13% Touring	 4% Conference/ Convention
 7% City trip	
 7% Special event	
 5% Outdoors	 3% Other business trip
 4% Casino	
 1% Theme park	
 1% Golf Trip	 6% Business-Leisure

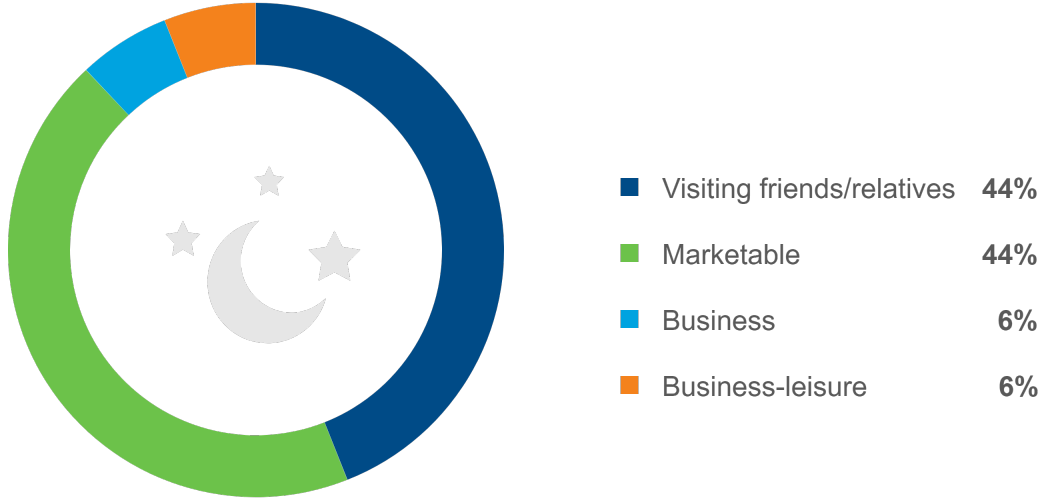
Main Purpose of Leisure Trip

	2023	2022
Visiting friends/ relatives	49%	44%
Touring	13%	13%
City trip	7%	6%
Special event	7%	7%
Outdoors	5%	7%
Casino	4%	5%
Theme park	1%	1%
Golf Trip	1%	2%

2023 Tucson & Southern Region Overnight Trips



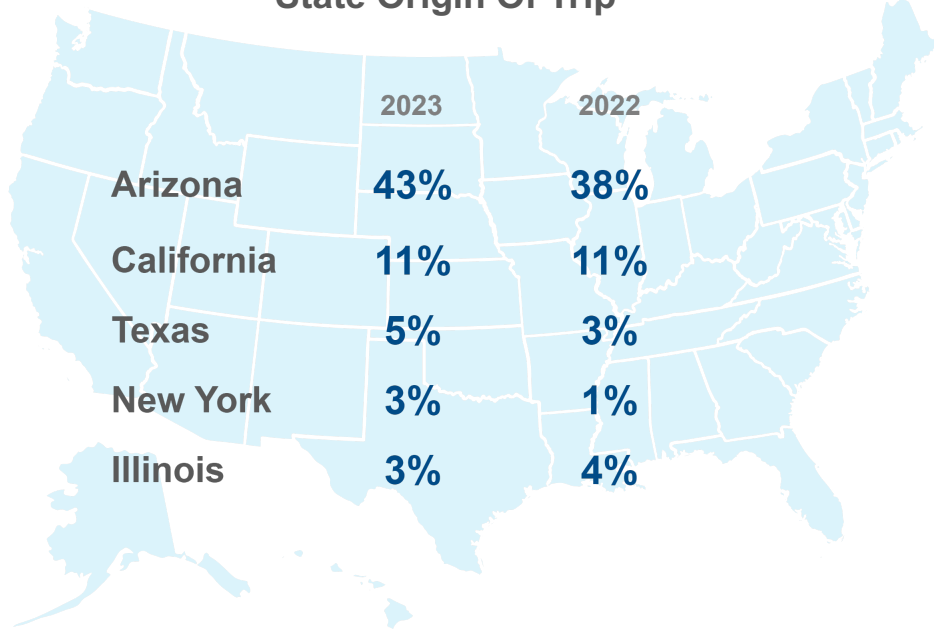
Last Year's Tucson & Southern Region Overnight Trips



Tucson & Southern Region's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

State Origin Of Trip



DMA Origin Of Trip

	2023	2022
Tucson (Nogales), AZ	22%	15%
Phoenix, AZ	21%	22%
Los Angeles, CA	6%	6%
New York, NY	3%	1%
Denver, CO	3%	3%

Past Visitation to Tucson & Southern Region

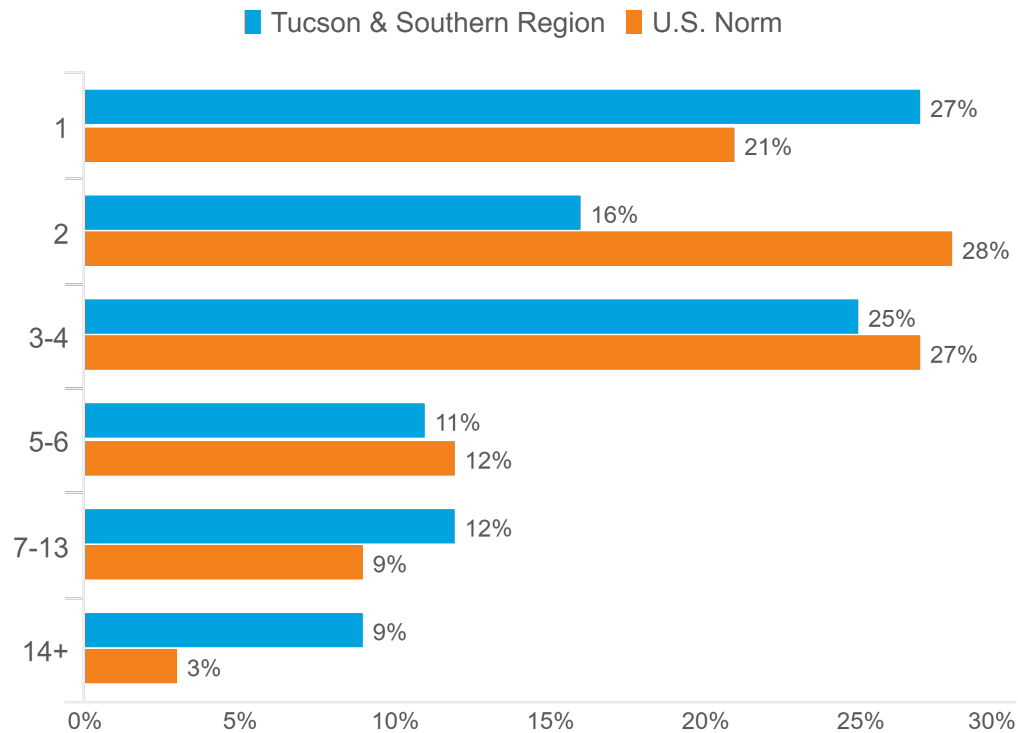
75% of overnight travelers to Tucson & Southern Region are repeat visitors

53% of overnight travelers to Tucson & Southern Region had visited before in the past 12 months

Tucson & Southern Region's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

Total Nights Away on Trip



Tucson & Southern Region

5.0

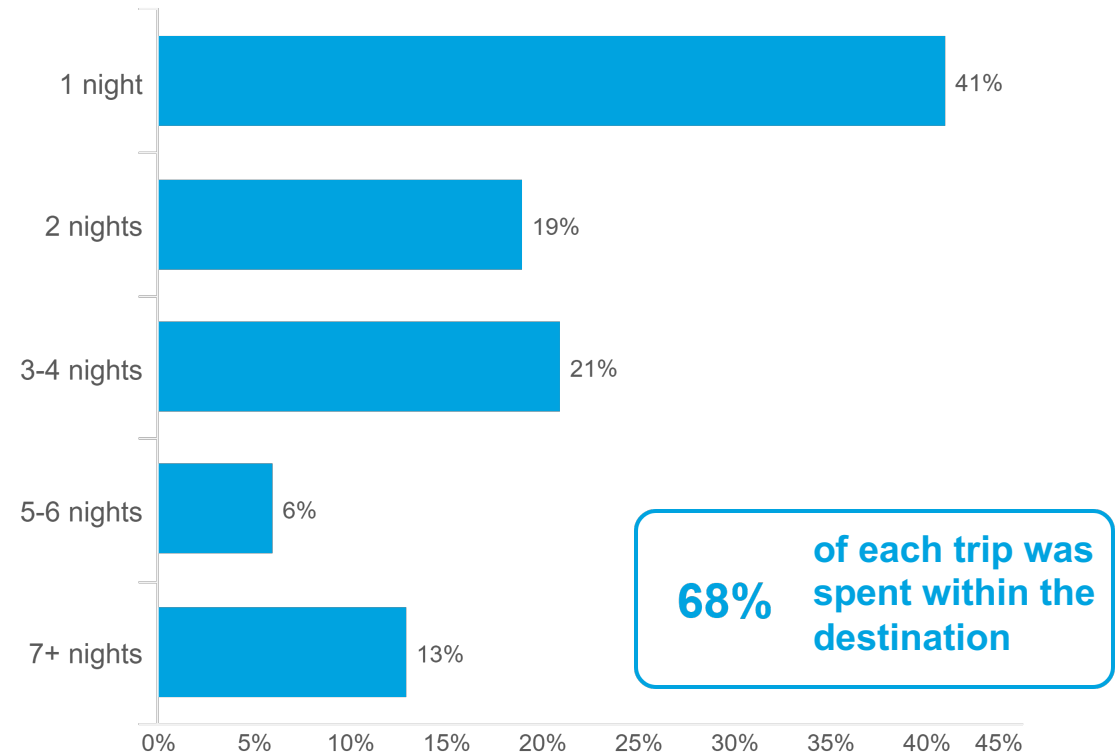
Average Nights

U.S. Norm

3.8

Average Nights

Nights Spent in Tucson & Southern Region



68% of each trip was spent within the destination

Average number of nights

3.4

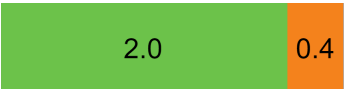
Average last year

3.6

Size of Travel Party

■ Adults ■ Children

Tucson & Southern Region



Total **2.5**

Average number of people

U.S. Norm



Total **2.9**

Average number of people

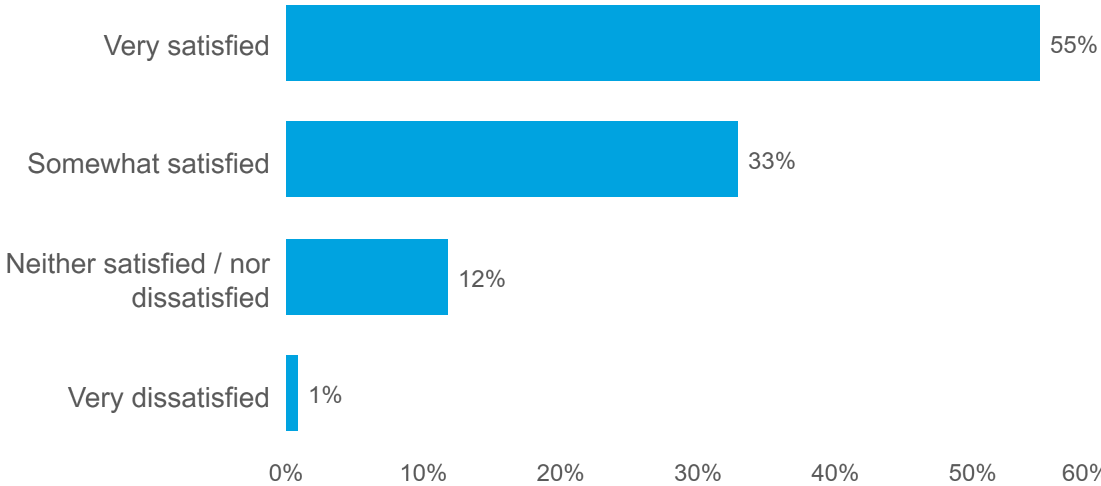


17% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Satisfaction with Ease of Accessibility

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





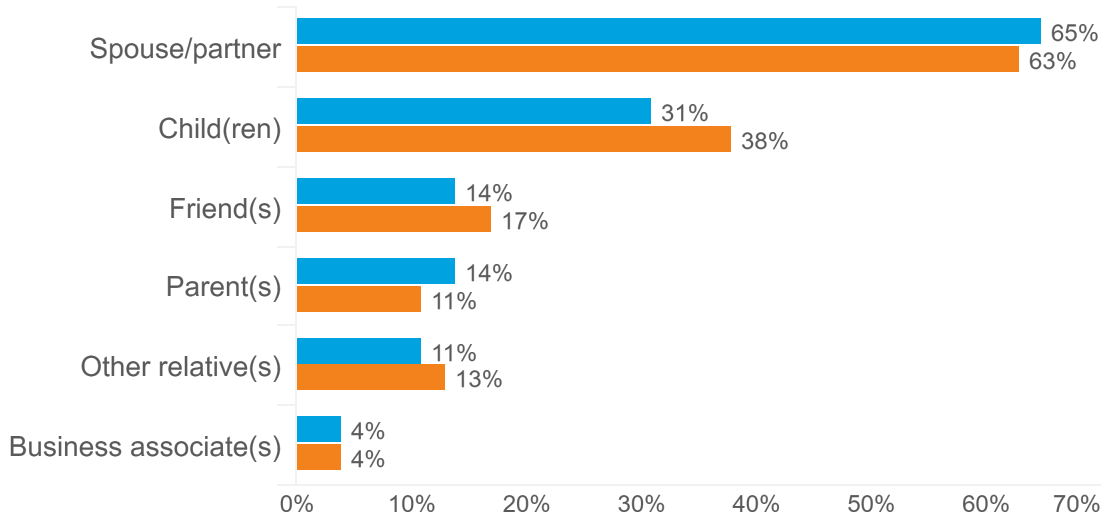
30% of trips only had one person in the travel party

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

Composition of Immediate Travel Party

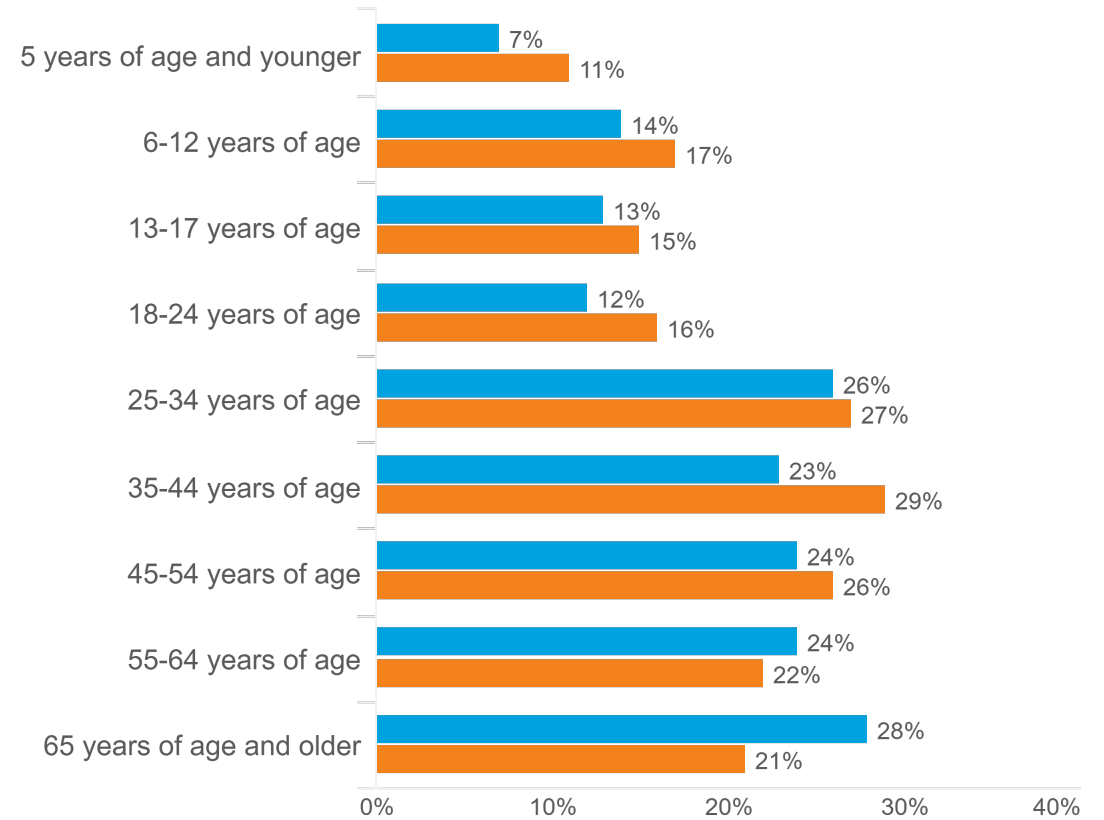
Base: 2023 Overnight Person-Trips that included more than one person

Tucson & Southern Region U.S. Norm



Travel Party Age

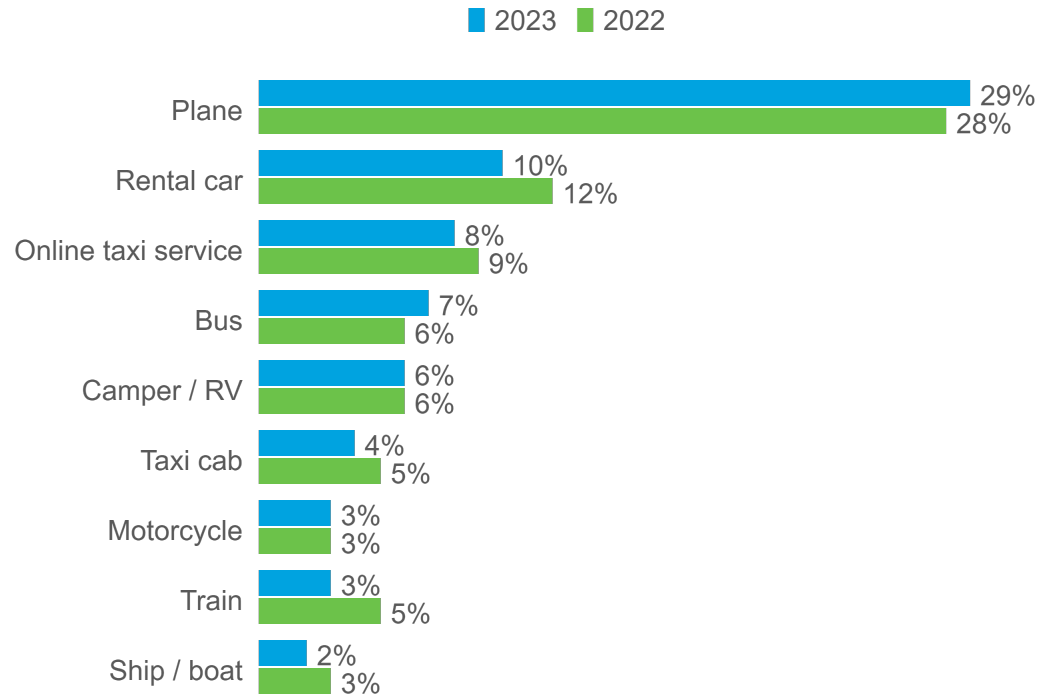
Tucson & Southern Region U.S. Norm



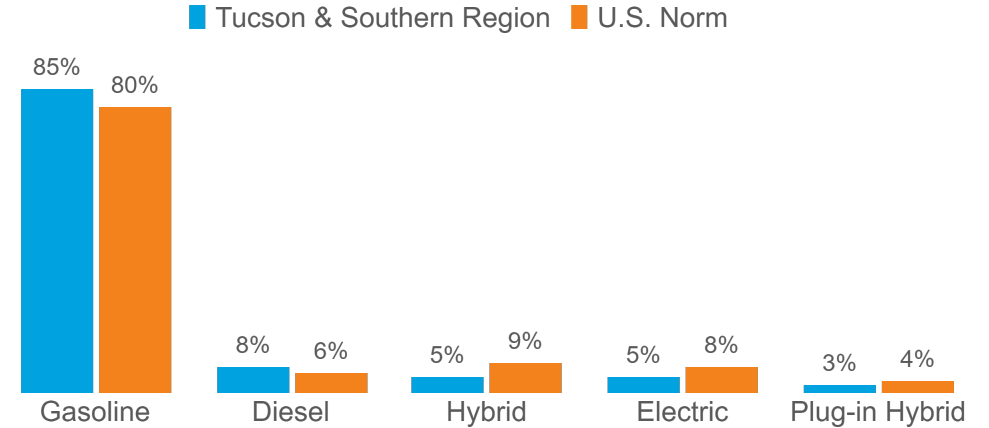
Transportation Used to get to Destination

65% of overnight travelers use own car/truck to get to their destination

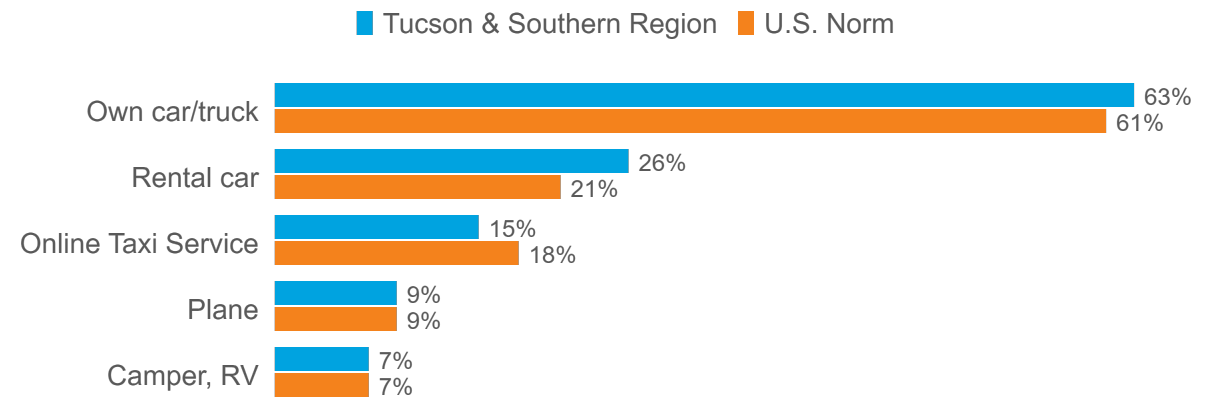
Previous year: **62%**



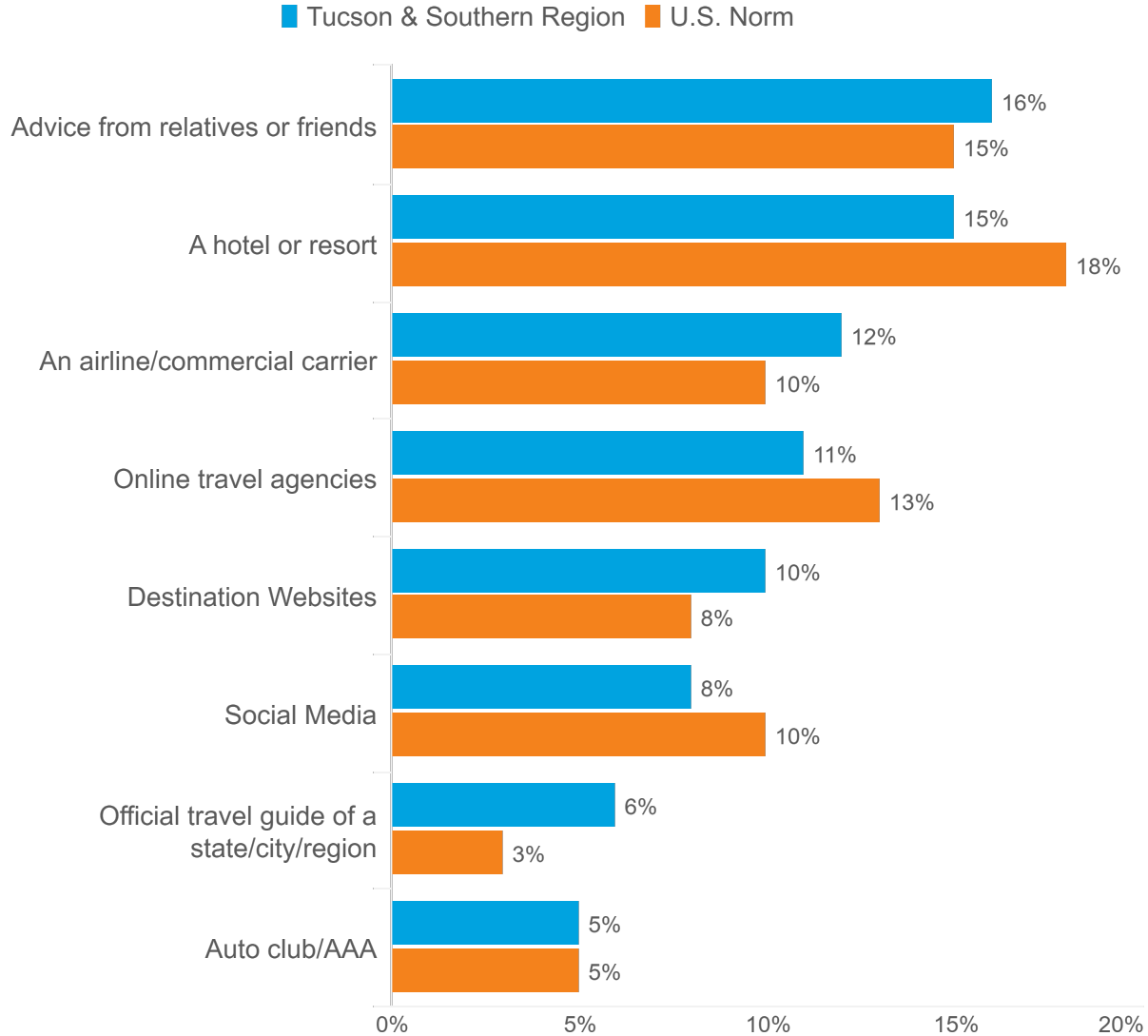
Type of Vehicle Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

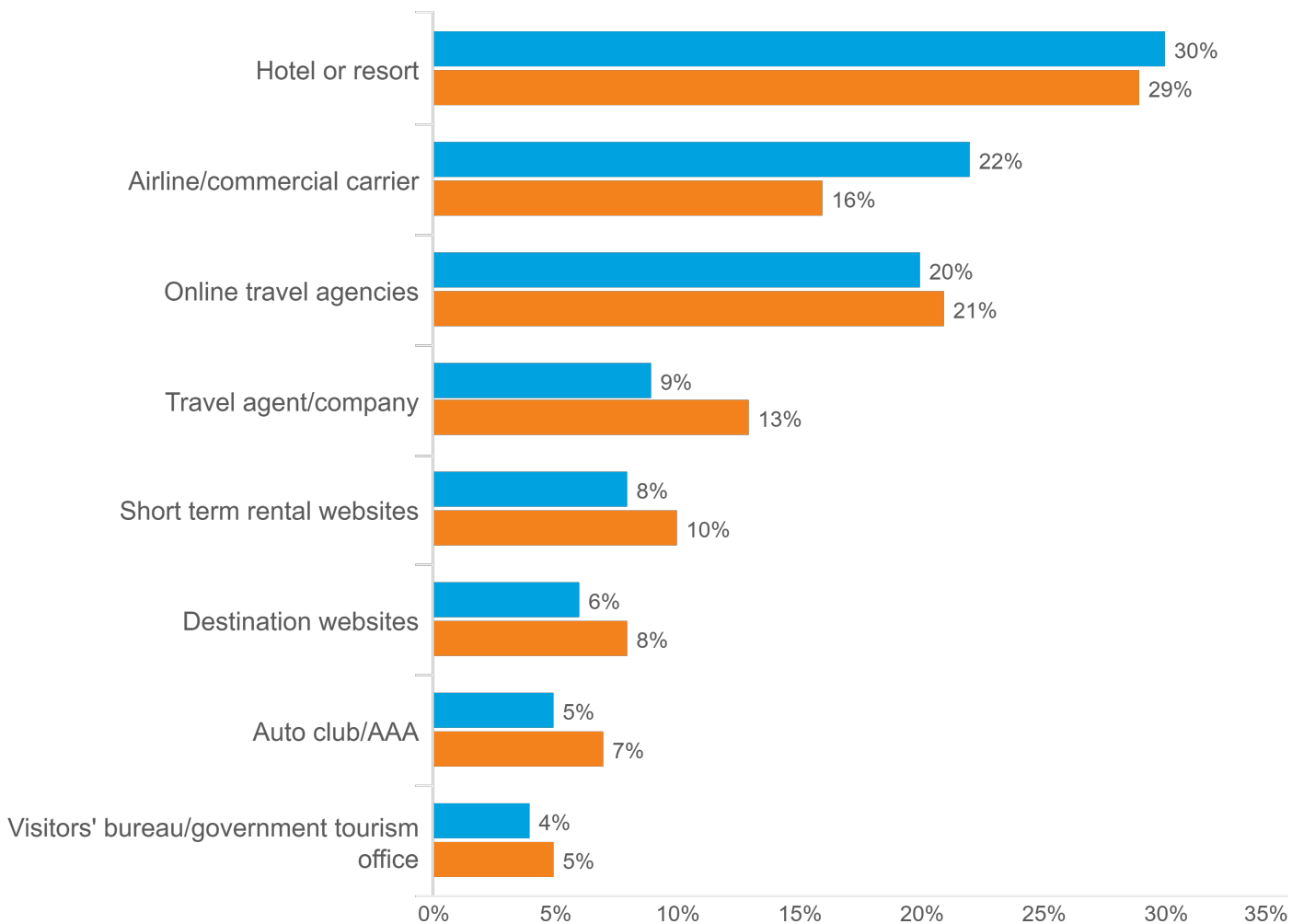
	Tucson & Southern Region	U.S. Norm
1 month or less	33%	33%
2 months	19%	17%
3-5 months	18%	18%
6-12 months	10%	13%
More than 1 year in advance	3%	4%
Did not plan anything in advance	18%	15%

Tucson & Southern Region's Overnight Trip Characteristics








Base: 2023 Overnight Person-Trips

Method of Booking

■ Tucson & Southern Region ■ U.S. Norm



Accommodations

	2023	2022
 Hotel	37%	37%
 Home of friends / relatives	26%	22%
 Motel	13%	14%
 Resort hotel	8%	12%
 Campground / RV park	8%	8%
 Rented home / condo / apartment	6%	6%
 Bed & breakfast	5%	5%

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%	29%
Sightseeing	22%	26%
Landmark/historic site	17%	18%
Hiking/backpacking	17%	15%
National/state park	14%	15%
Attending celebration	14%	13%
Museum	14%	15%
Casino	14%	13%
Bar/nightclub	13%	14%
Nature tours/wildlife viewing/birding	11%	11%

Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

Tucson & Southern Region U.S. Norm



Shopping at locally owned businesses

54%

48%



Convenience/grocery shopping

45%

42%



Outlet/mall shopping

44%

44%



Big box stores (Walmart, Costco)

39%

30%



Souvenir shopping

38%

38%



Farmers market

20%

17%



Antiquing

12%

12%

Dining Types on Trip

Tucson & Southern Region U.S. Norm



Casual dining

54%

56%



Fast food

46%

45%



Unique/local food

33%

30%



Carry-out/food delivery service

20%

22%



Fine/upscale dining

15%

19%



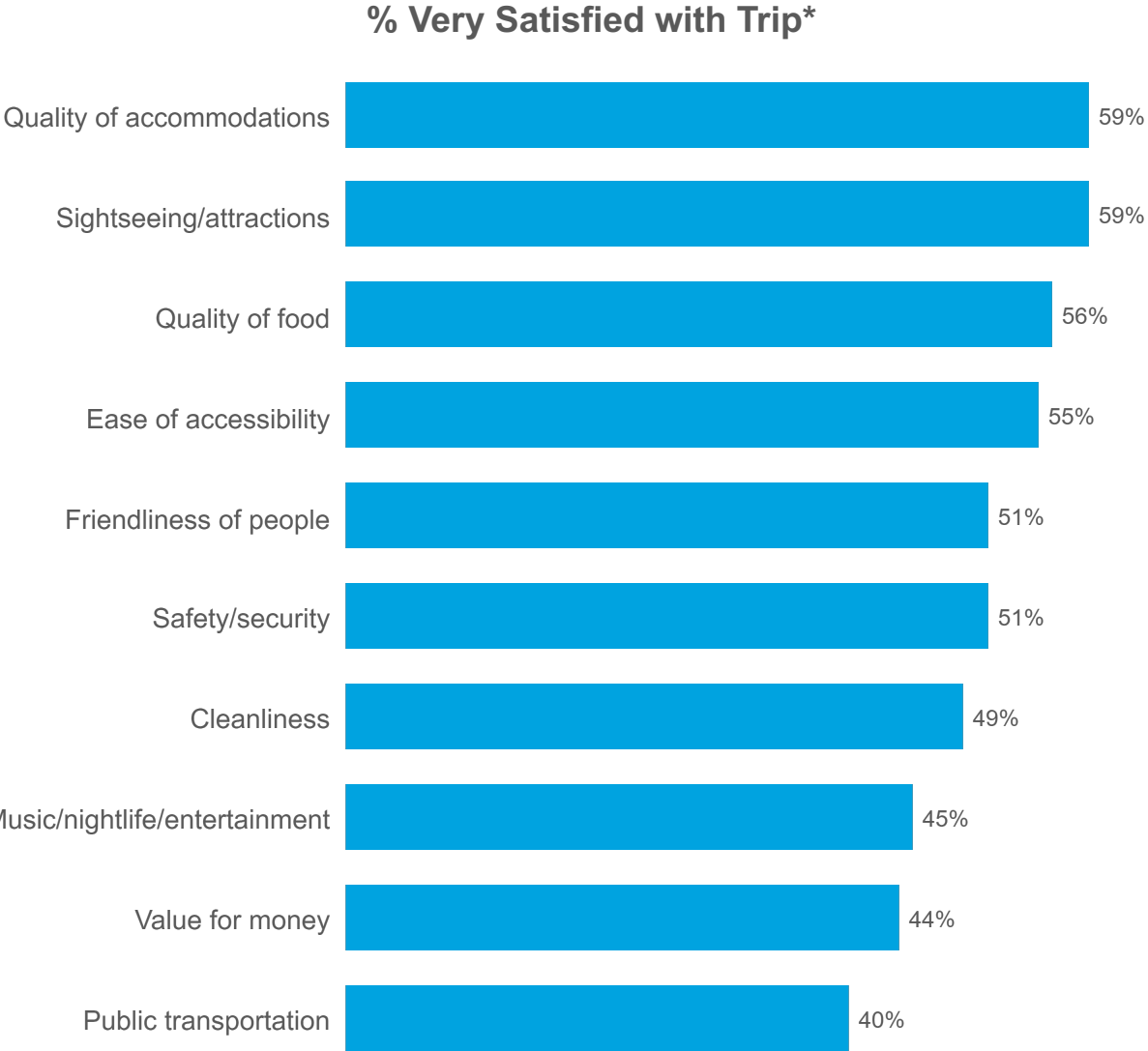
Picnicking

11%

11%



65%
of overnight travelers were
very satisfied with their overall
trip experience

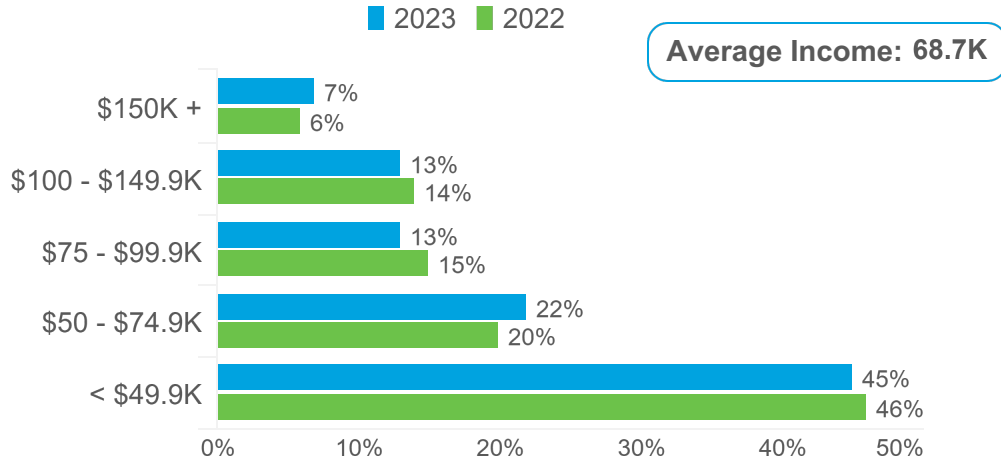


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

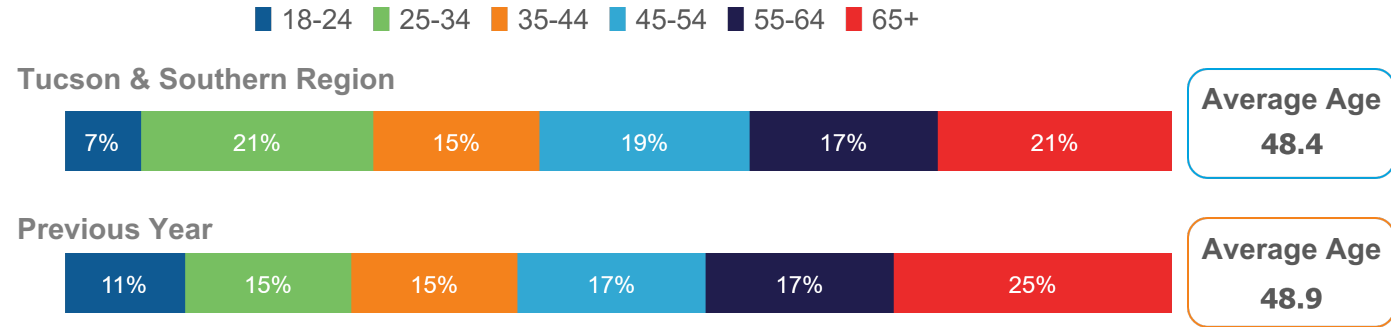
Demographic Profile of Overnight Tucson & Southern Region Visitors

Base: 2023 Overnight Person-Trips

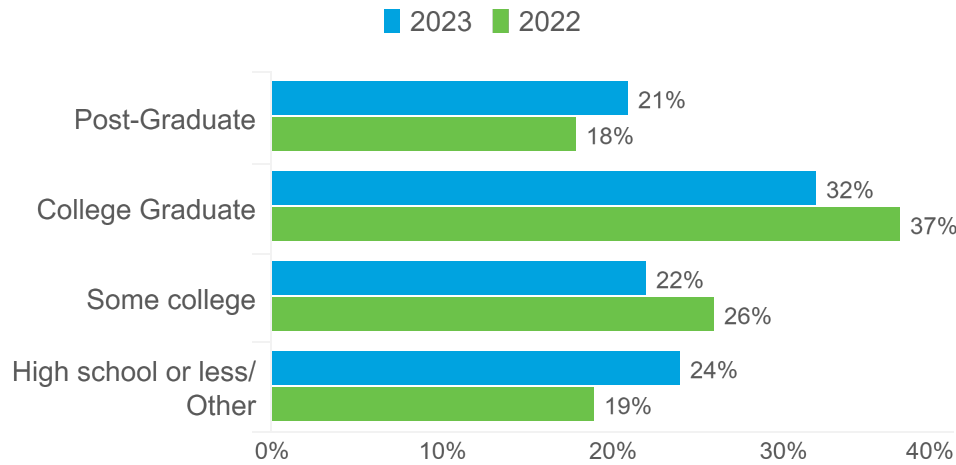
Household Income



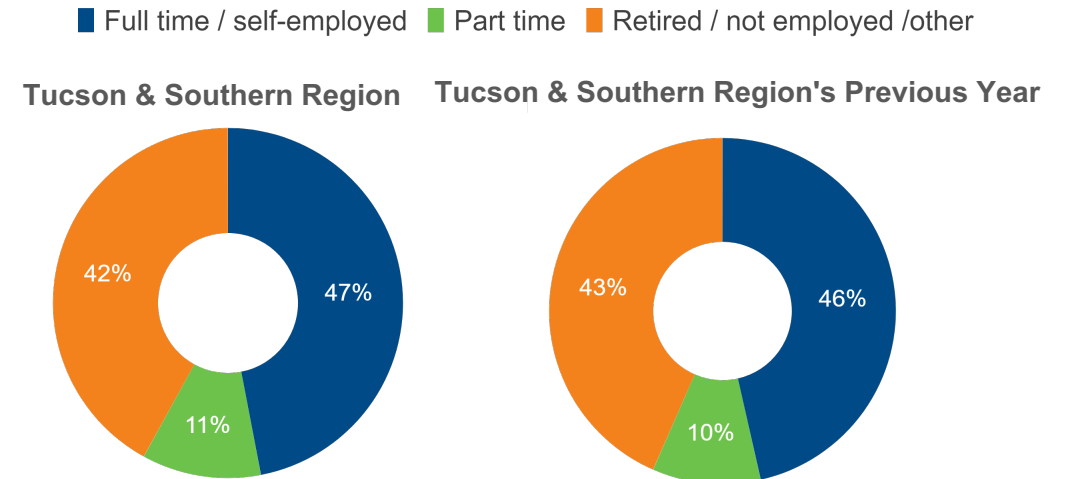
Age



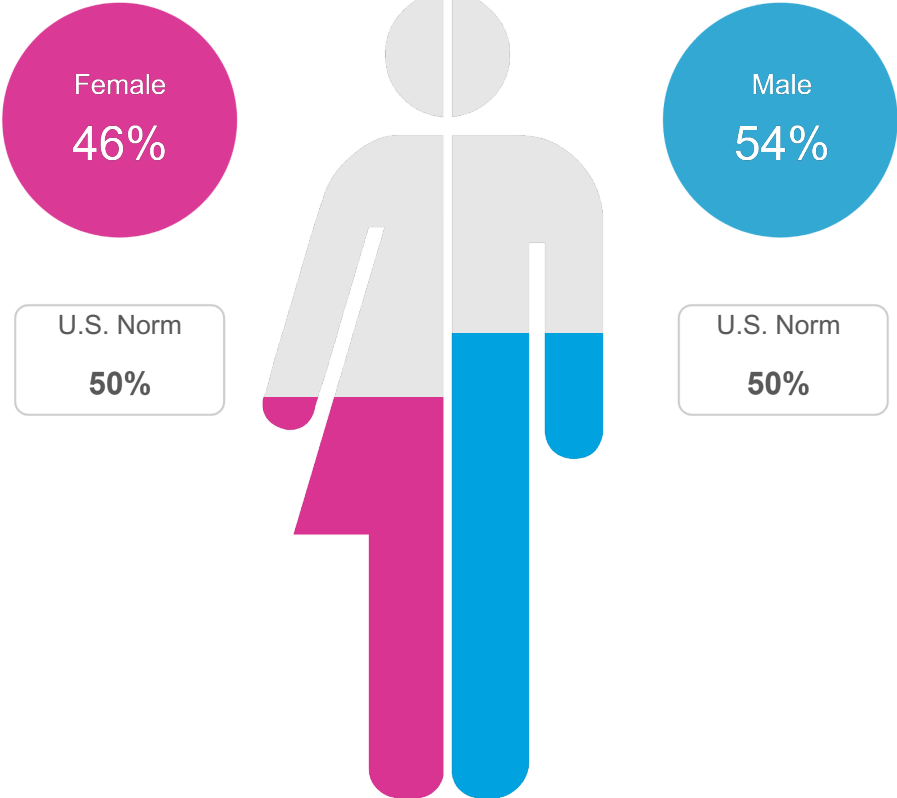
Educational Attainment



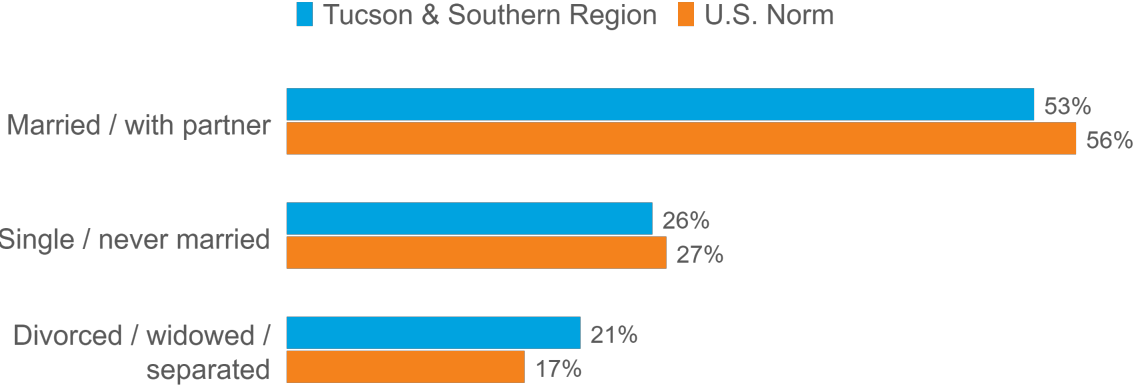
Employment



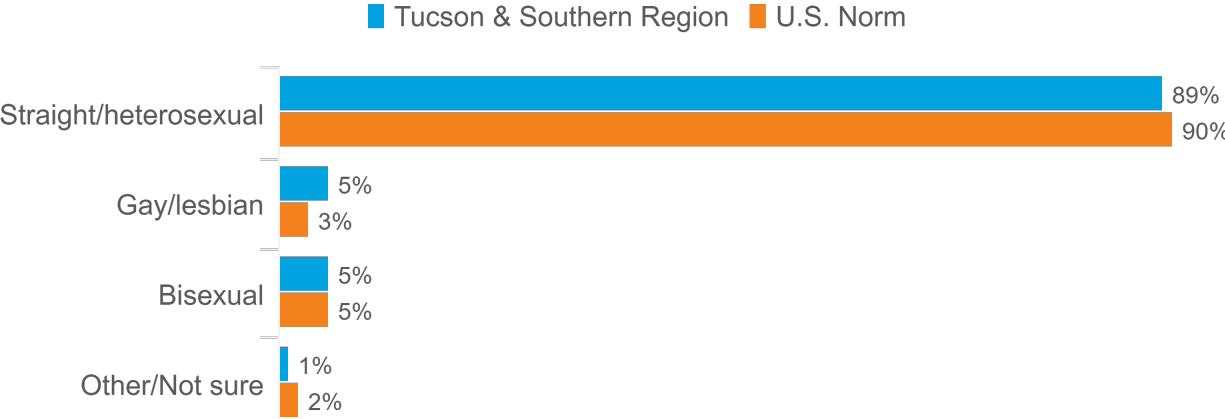
Gender



Marital Status



Sexual Orientation

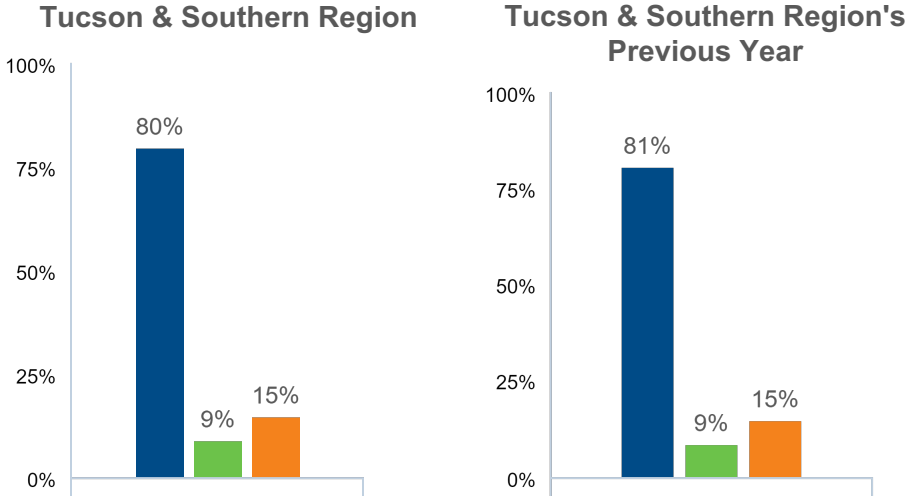


Demographic Profile of Overnight Tucson & Southern Region Visitors

Base: 2023 Overnight Person-Trips

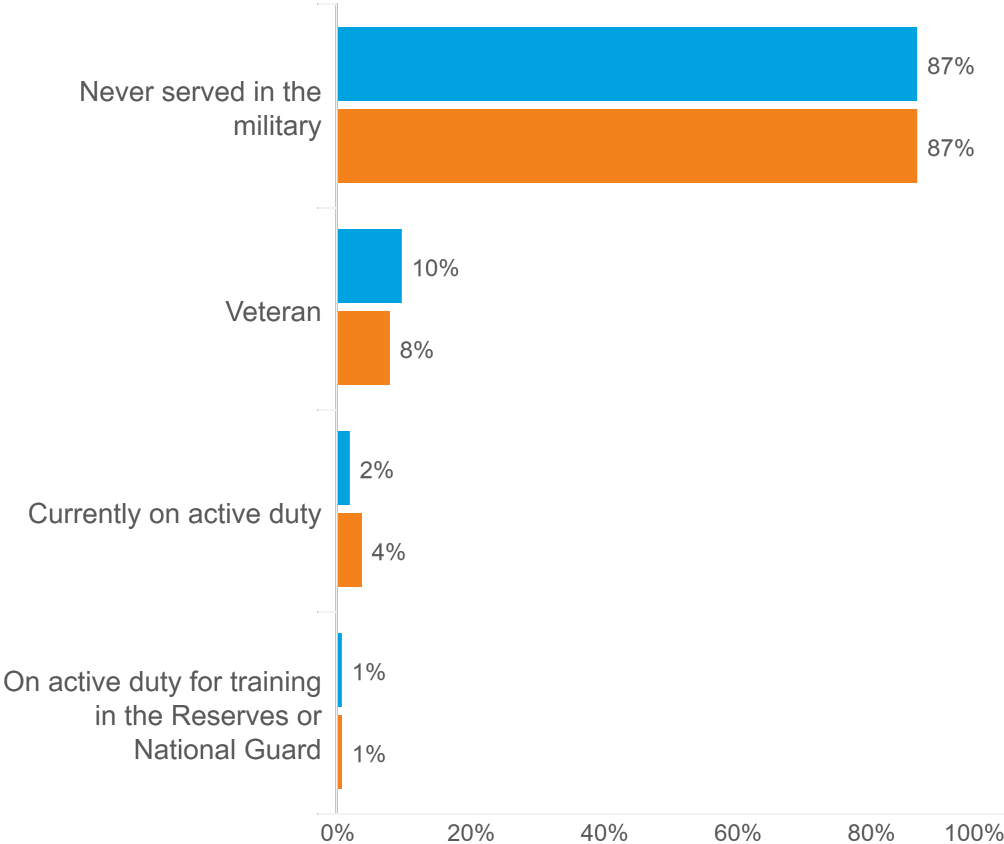
Race

White African-American Other



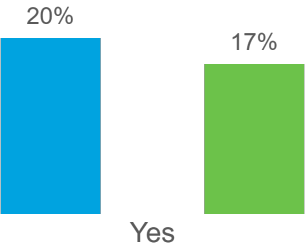
Military Status

Tucson & Southern Region U.S. Norm

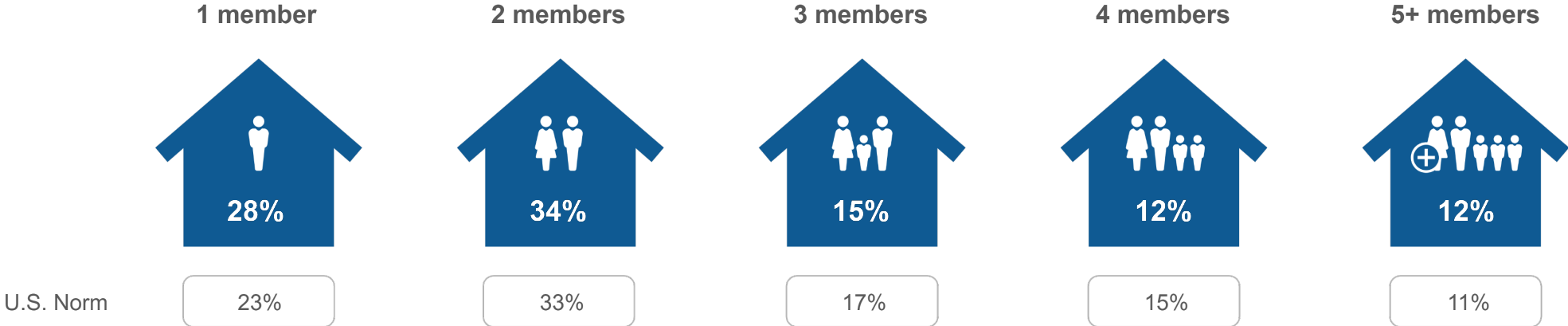


Hispanic Background

2023 2022



Household Size



Children in Household

