



# Travel USA Visitor Profile

West Coast 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 West Coast 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 West Coast Region, the following sample was achieved in 2023:

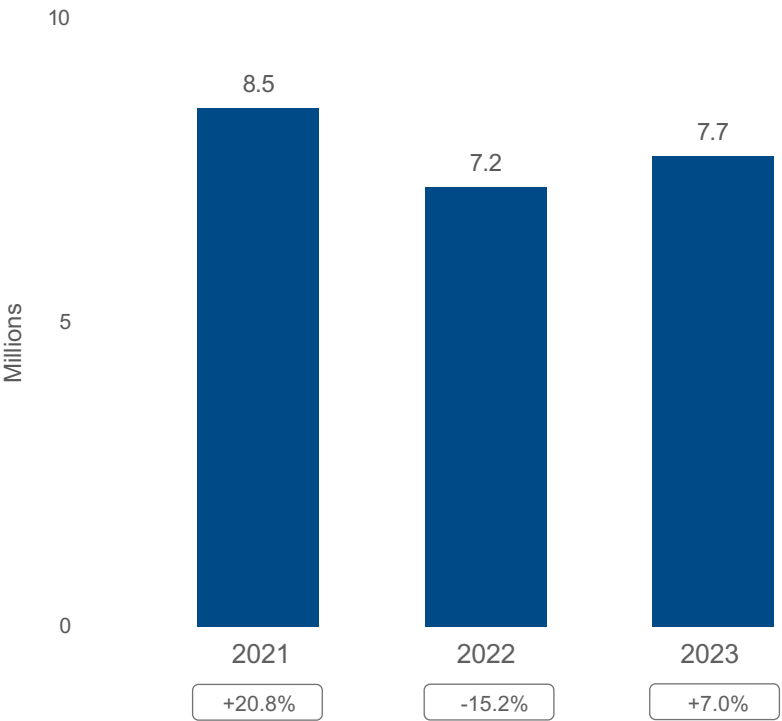


Overnight Base Size

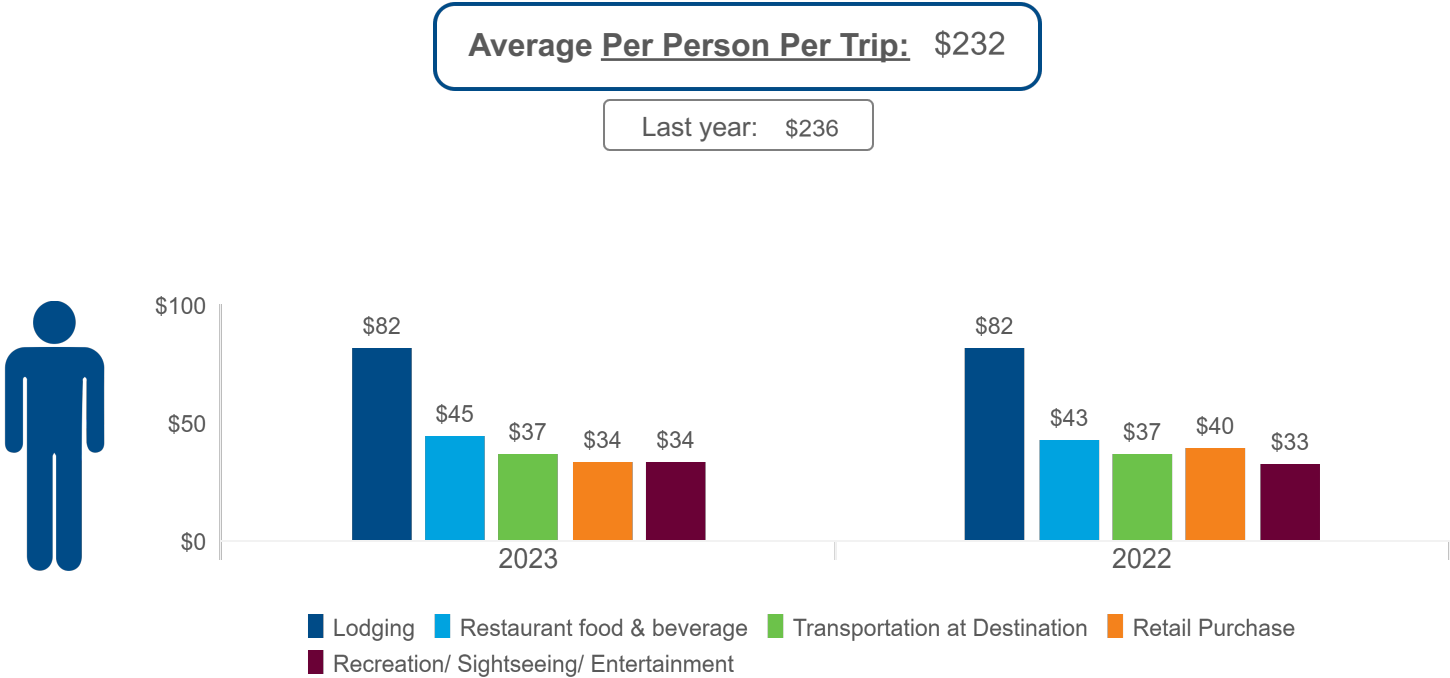
1,031

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 West Coast Region













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



# AZ West Coast Region's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

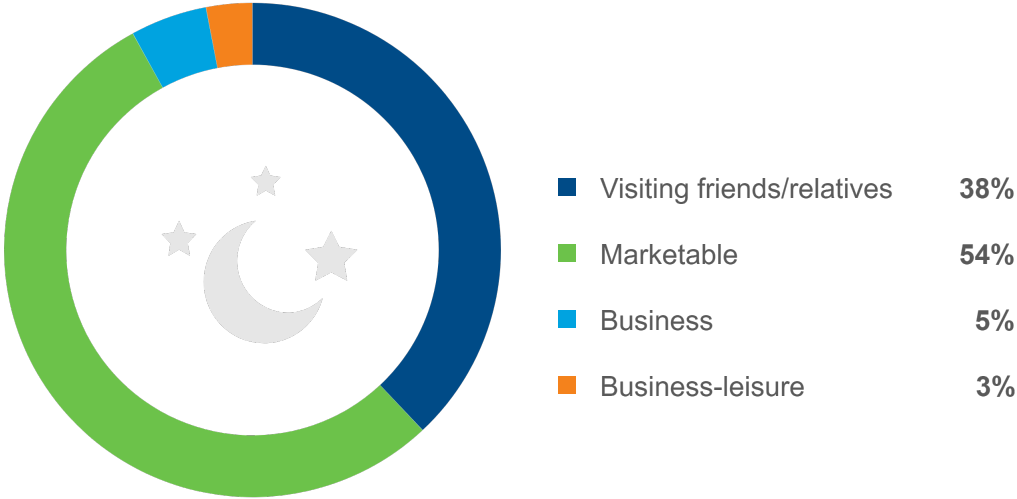
## Main Purpose of Trip

 <b>38%</b> Visiting friends/ relatives	
 <b>17%</b> Touring	 <b>2%</b> Conference/ Convention
 <b>13%</b> Outdoors	
 <b>6%</b> Special event	
 <b>5%</b> City trip	 <b>3%</b> Other business trip
 <b>4%</b> Cruise	
 <b>3%</b> Casino	 <b>3%</b> Business-Leisure
 <b>2%</b> Resort	

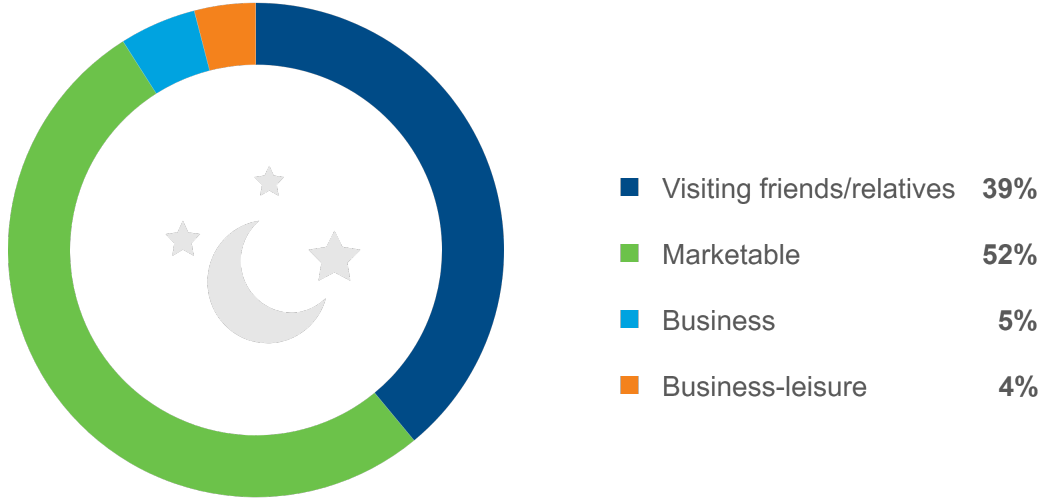
## Main Purpose of Leisure Trip

	2023	2022
Visiting friends/ relatives	<b>38%</b>	<b>39%</b>
Touring	<b>17%</b>	<b>16%</b>
Outdoors	<b>13%</b>	<b>11%</b>
Special event	<b>6%</b>	<b>7%</b>
City trip	<b>5%</b>	<b>6%</b>
Cruise	<b>4%</b>	<b>2%</b>
Casino	<b>3%</b>	<b>5%</b>
Resort	<b>2%</b>	<b>1%</b>

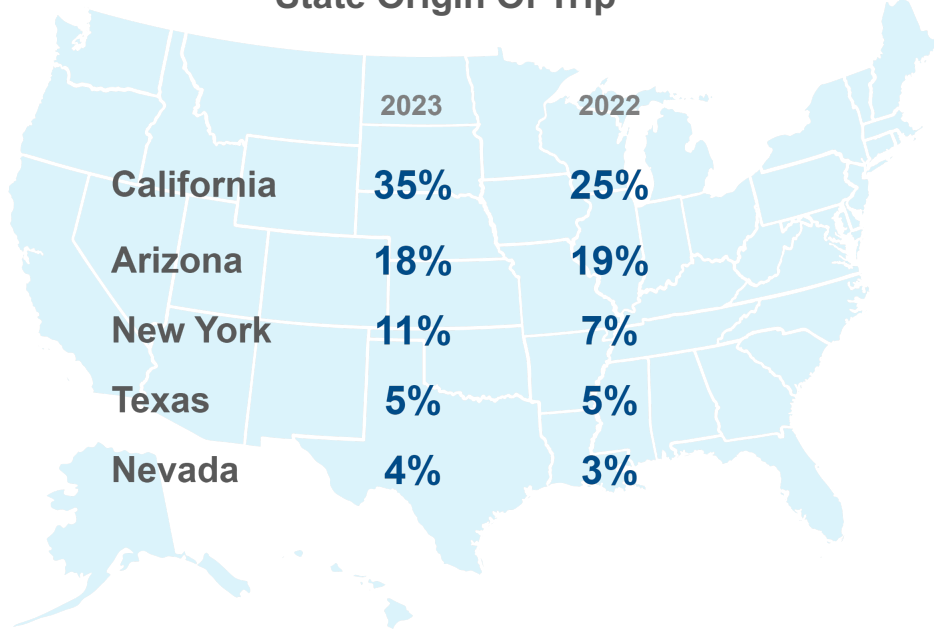
### 2023 AZ West Coast Region Overnight Trips



### Last Year's AZ West Coast Region Overnight Trips



## State Origin Of Trip



## DMA Origin Of Trip

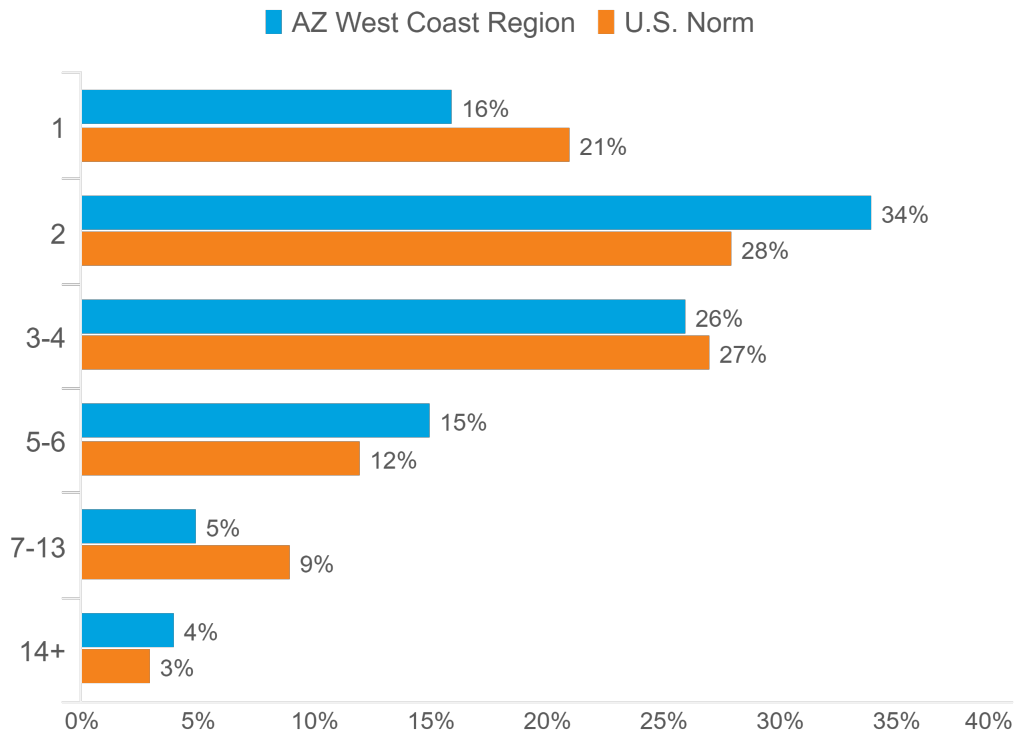
	2023	2022
Los Angeles, CA	25%	16%
Phoenix, AZ	13%	16%
New York, NY	11%	7%
San Francisco-Oakland-San Jose, CA	4%	3%
Las Vegas, NV	3%	3%
Tucson (Nogales), AZ	3%	2%
San Diego, CA	3%	2%
Dallas-Ft. Worth, TX	3%	2%

## Past Visitation to AZ West Coast Region

**77%** of overnight travelers to AZ West Coast Region are repeat visitors

**62%** of overnight travelers to AZ West Coast Region had visited before in the past 12 months

## Total Nights Away on Trip



AZ West Coast Region

**3.7**

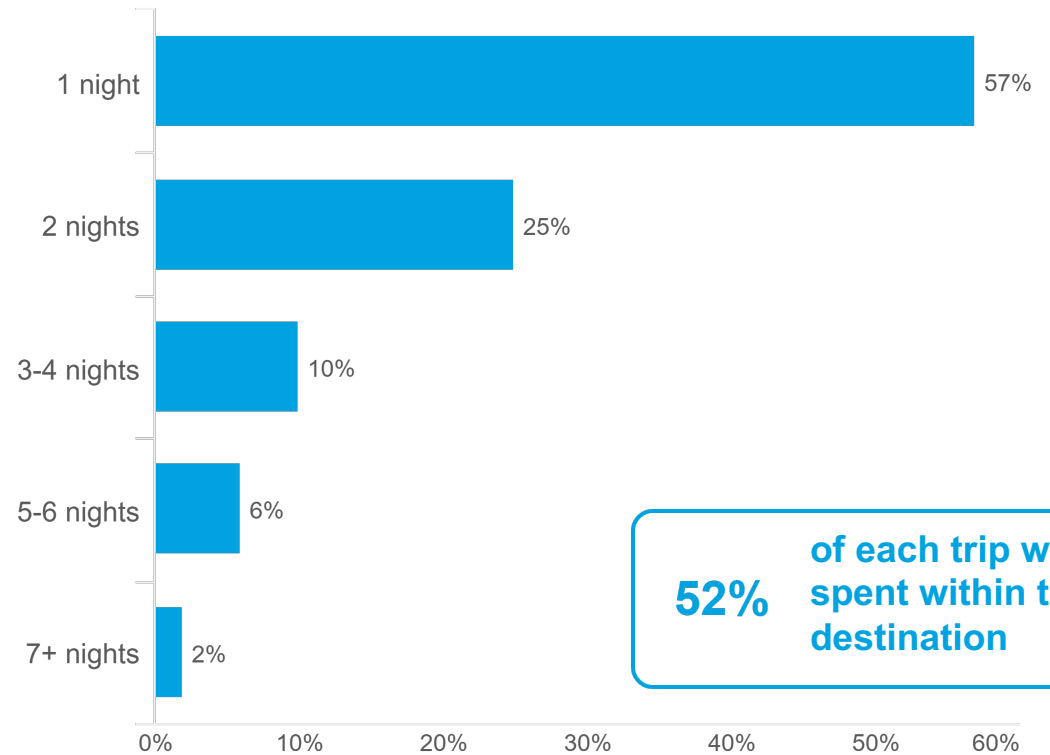
Average Nights

U.S. Norm

**3.8**

Average Nights

## Nights Spent in AZ West Coast Region



**52%** of each trip was spent within the destination

Average number of nights

**1.9**

Average last year

**2.3**

## Size of Travel Party

■ Adults ■ Children

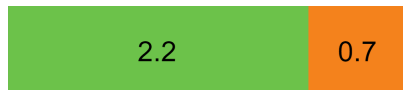
### AZ West Coast Region



Total **2.9**

Average number of people

### U.S. Norm



Total **2.9**

Average number of people

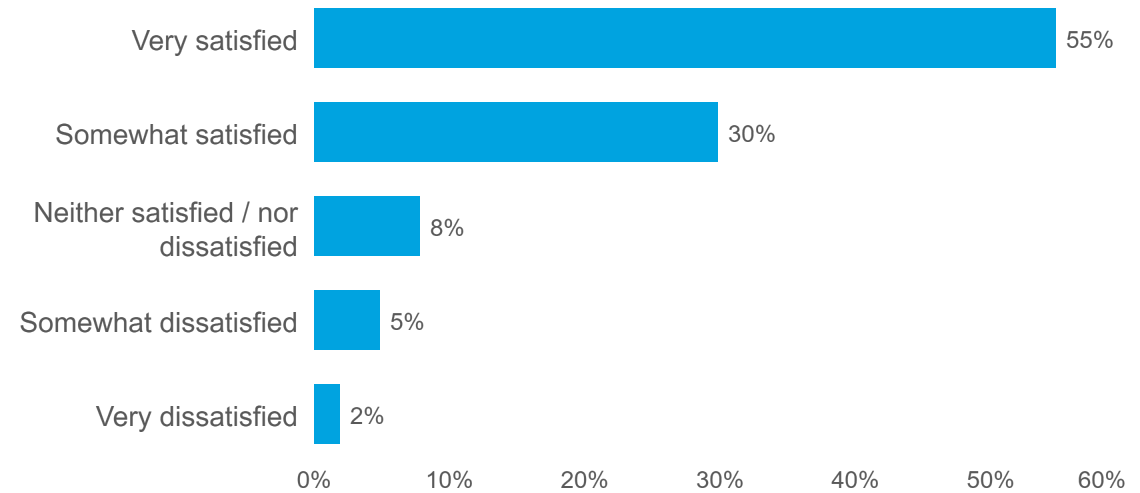


**38%** of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

## Satisfaction with Ease of Accessibility

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







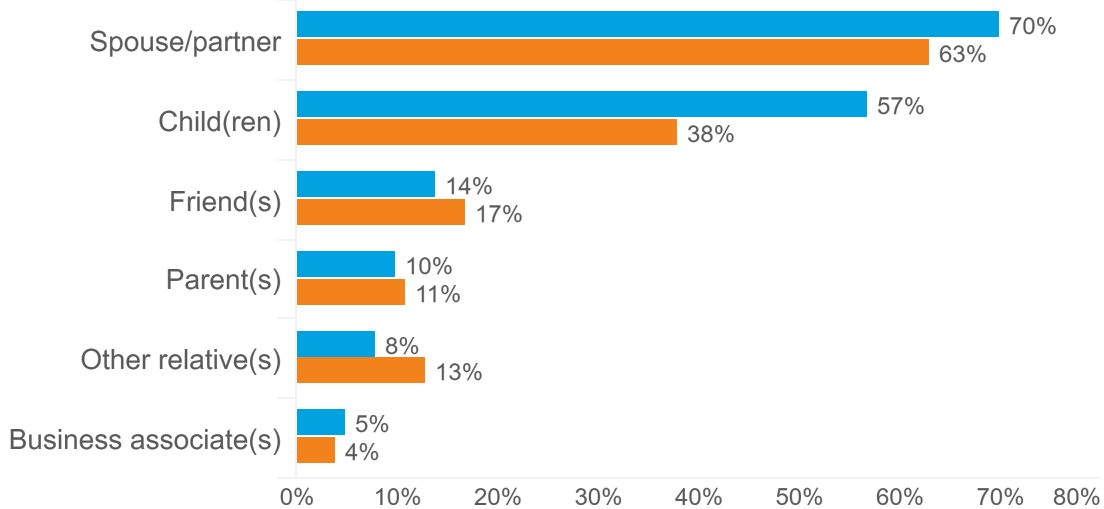
**19%** of trips only had one person in the travel party

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

## Composition of Immediate Travel Party

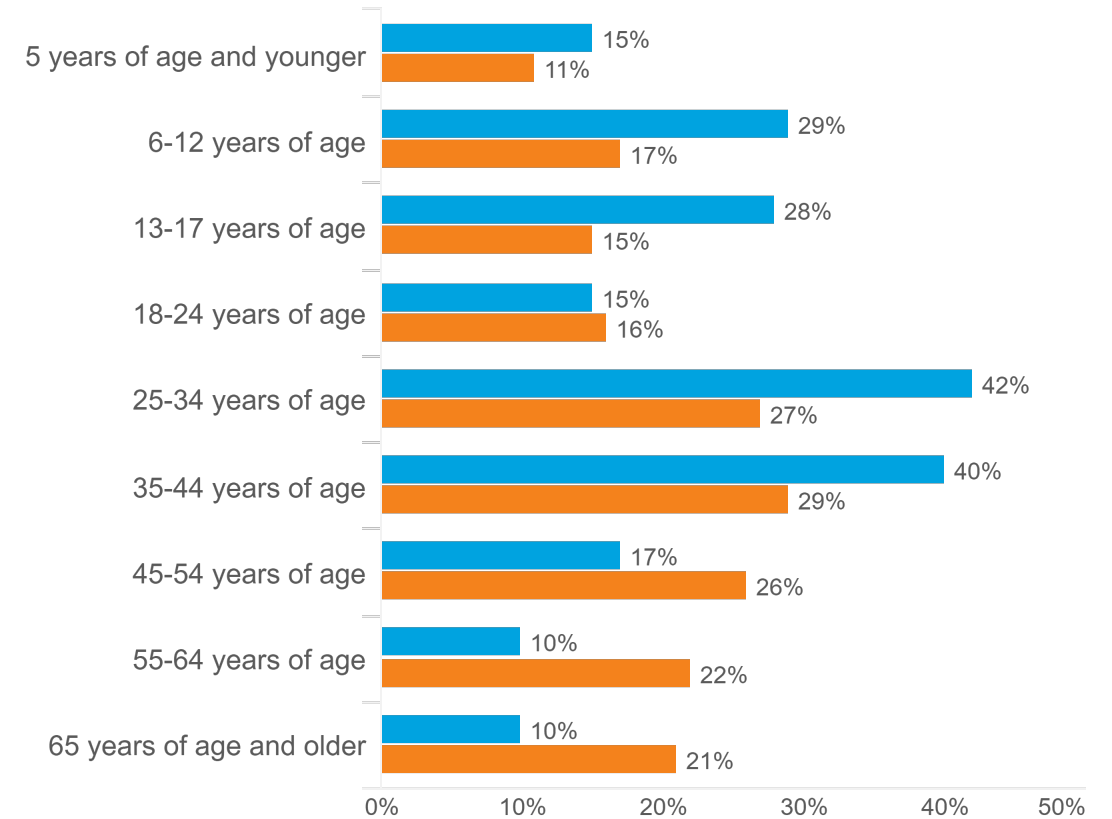
Base: 2023 Overnight Person-Trips that included more than one person

■ AZ West Coast Region ■ U.S. Norm



## Travel Party Age

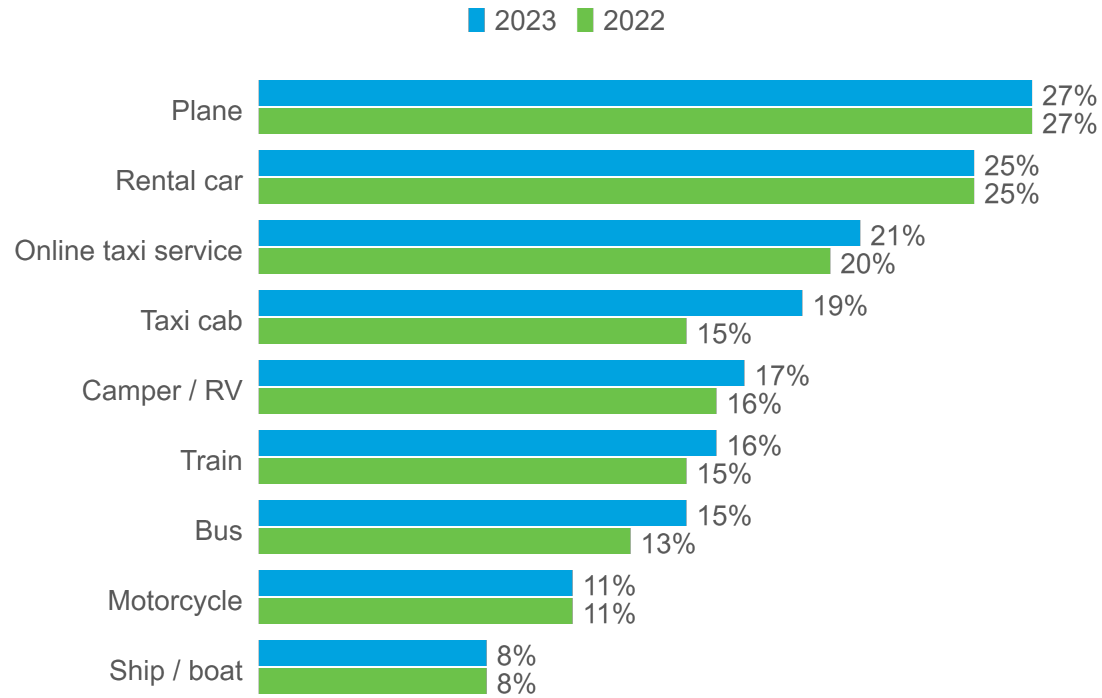
■ AZ West Coast Region ■ U.S. Norm



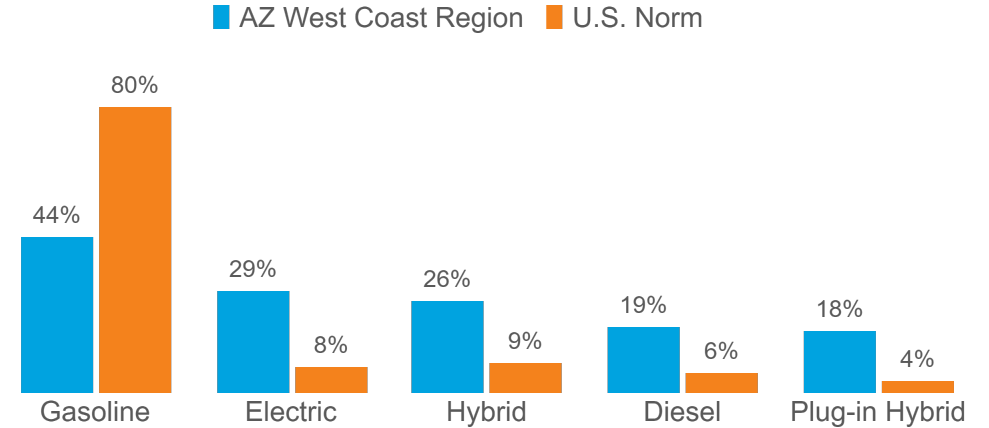
## Transportation Used to get to Destination

**70%** of overnight travelers use own car/truck to get to their destination

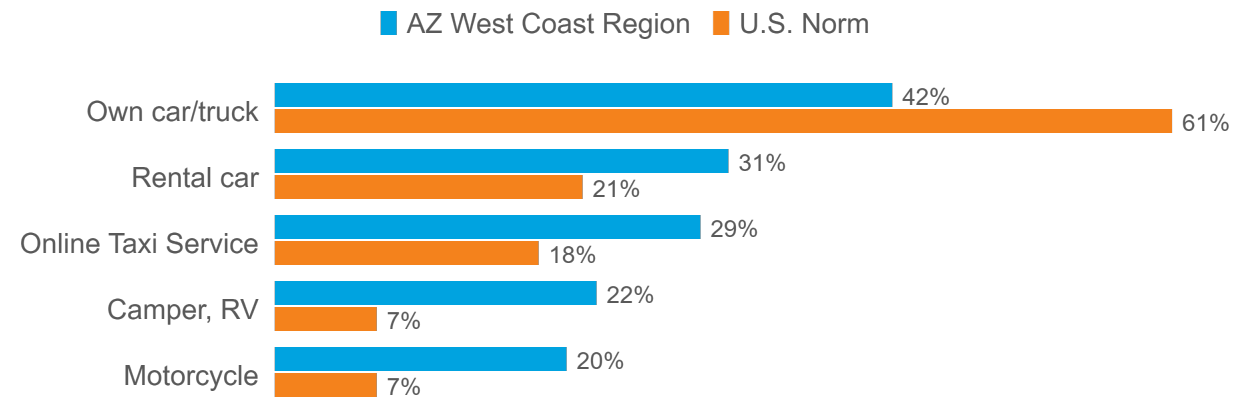
Previous year: **70%**



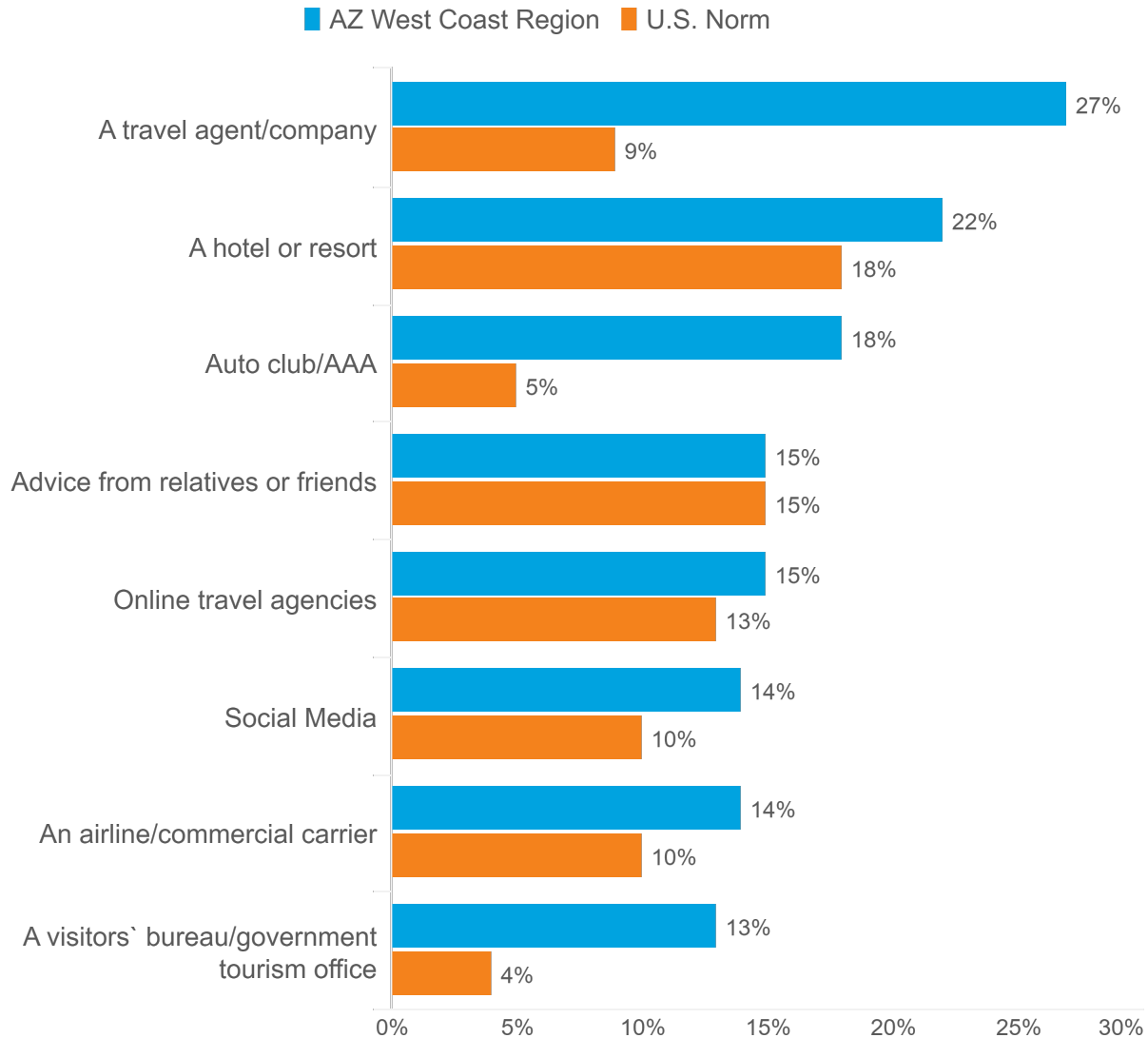
## Type of Vehicle Used to get to Destination



## Transportation Used within Destination



## Trip Planning Information Sources



## Length of Trip Planning

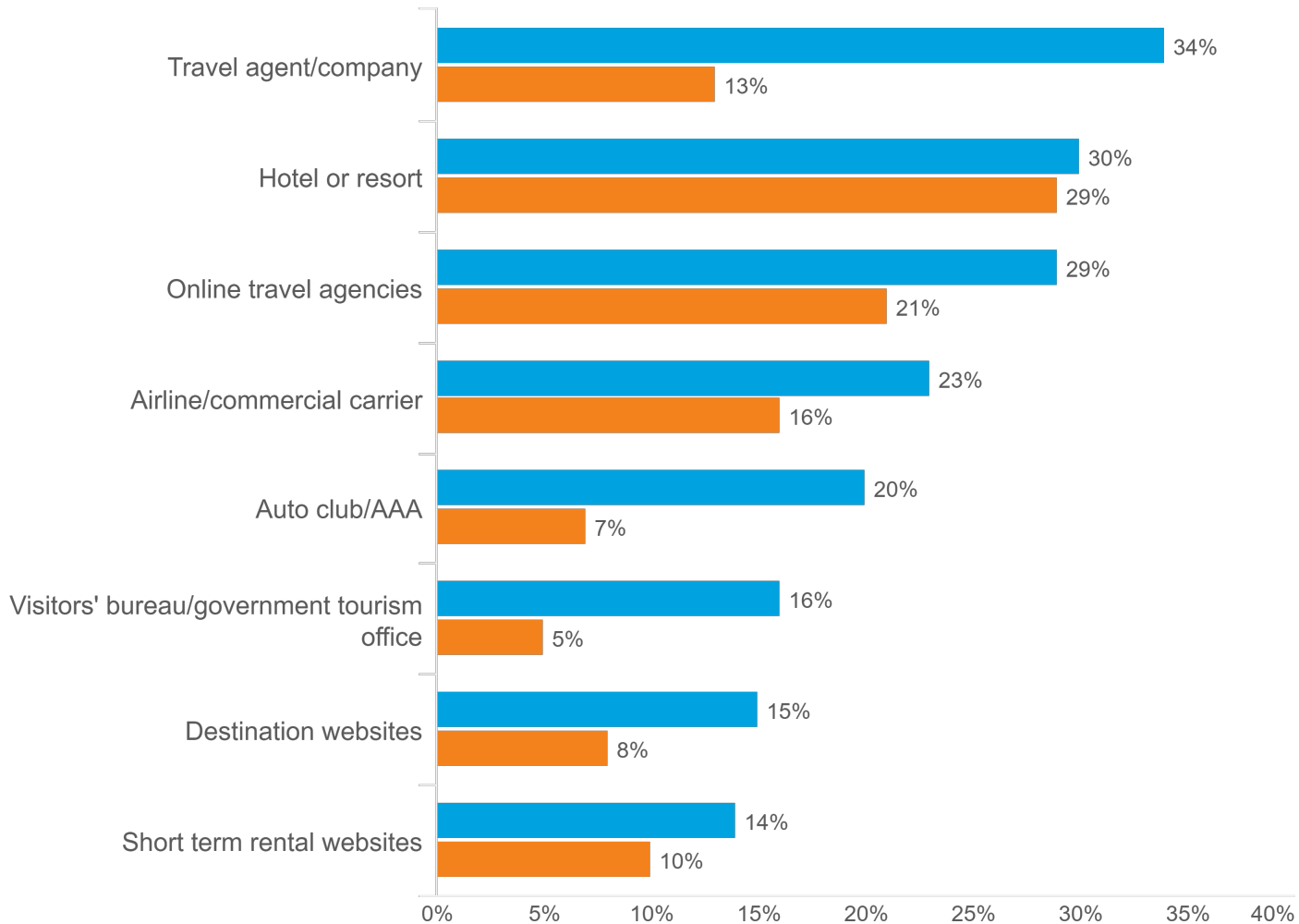
	AZ West Coast Region	U.S. Norm
1 month or less	27%	33%
2 months	16%	17%
3-5 months	23%	18%
6-12 months	18%	13%
More than 1 year in advance	8%	4%
Did not plan anything in advance	8%	15%

# AZ West Coast Region's Overnight Trip Characteristics








Base: 2023 Overnight Person-Trips

## Method of Booking

AZ West Coast Region U.S. Norm



## Accommodations

	2023	2022
 Hotel	52%	48%
 Motel	22%	29%
 Bed & breakfast	17%	15%
 Resort hotel	17%	16%
 Country inn / lodge	14%	11%
 Campground / RV park	14%	10%
 Time share	11%	10%

## 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	22%	20%
Attending celebration	21%	15%
Business convention/conference	18%	12%
Attended/participated in a sports event for kids	17%	10%
Swimming	17%	14%
Sightseeing	17%	16%
Attended/participated in an amateur sports event	17%	14%
Casino	16%	16%
Civil Rights/African-American heritage sights/experiences	16%	13%
Convention for personal interest	16%	13%

## Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

	AZ West Coast Region	U.S. Norm
 Convenience/grocery shopping	50%	42%
 Outlet/mall shopping	49%	44%
 Shopping at locally owned businesses	43%	48%
 Big box stores (Walmart, Costco)	42%	30%
 Souvenir shopping	38%	38%
 Farmers market	31%	17%
 Antiquing	22%	12%

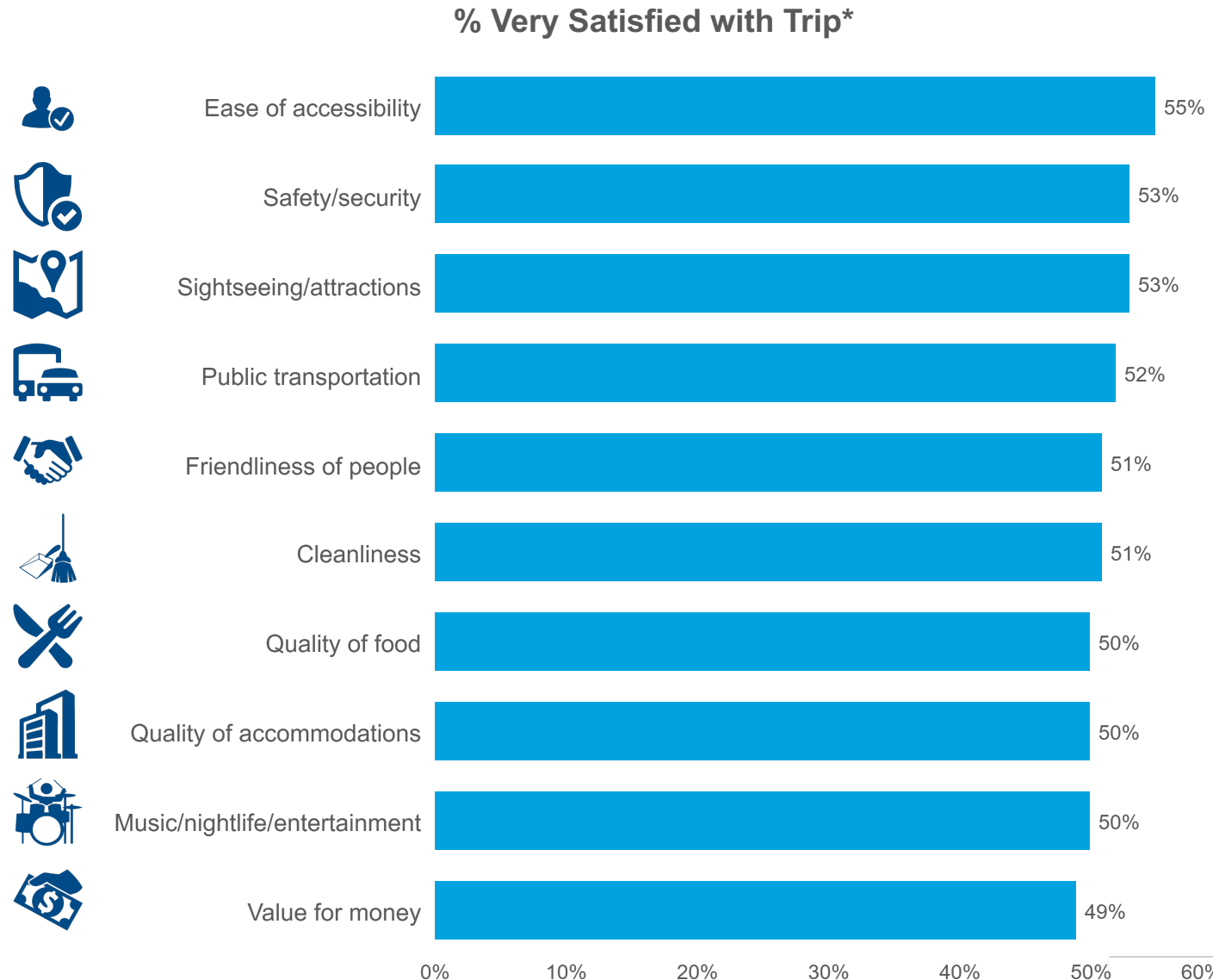
## Dining Types on Trip

	AZ West Coast Region	U.S. Norm
 Fast food	55%	45%
 Casual dining	45%	56%
 Unique/local food	37%	30%
 Carry-out/food delivery service	31%	22%
 Fine/upscale dining	26%	19%
 Picnicking	22%	11%



**58%**

**of overnight travelers were very satisfied with their overall trip experience**



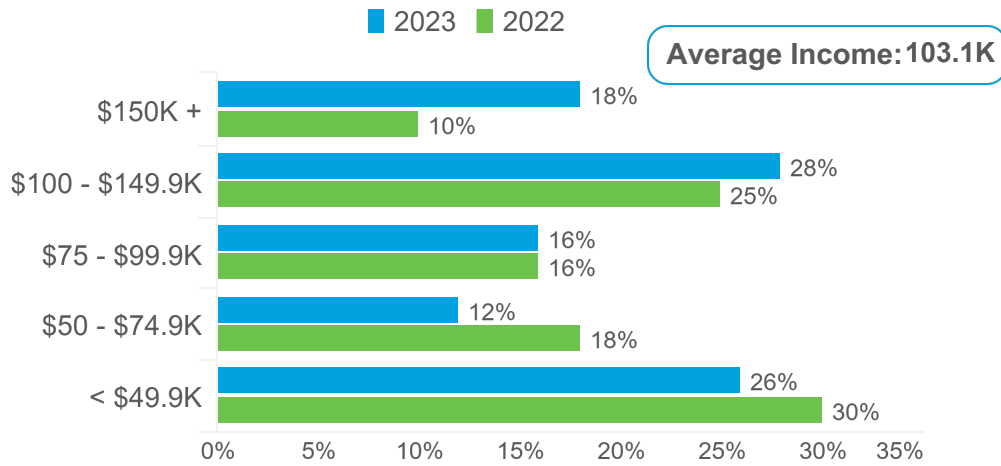
\*Very satisfied = selected top box on a five point scale

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

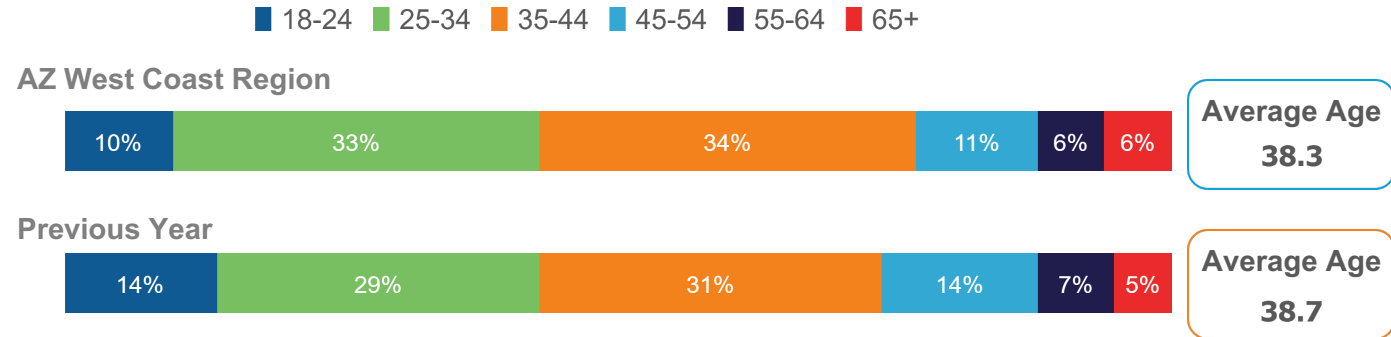
# Demographic Profile of Overnight AZ West Coast Region Visitors

Base: 2023 Overnight Person-Trips

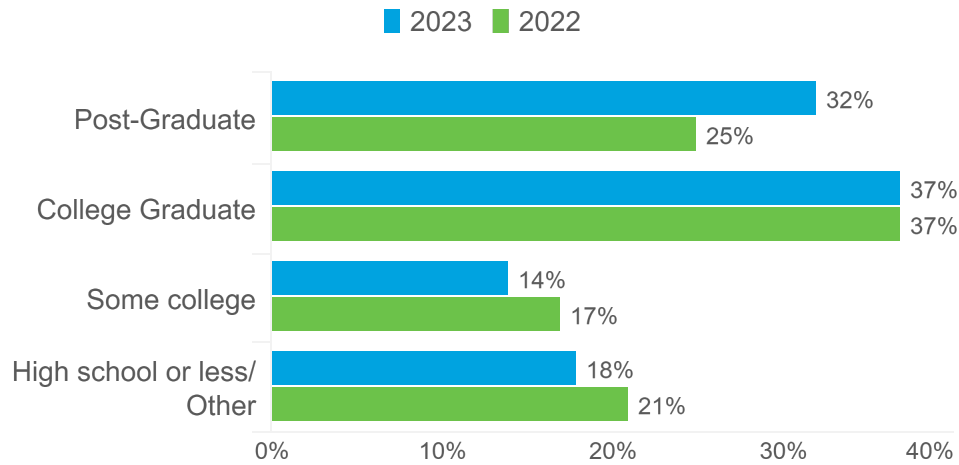
## Household Income



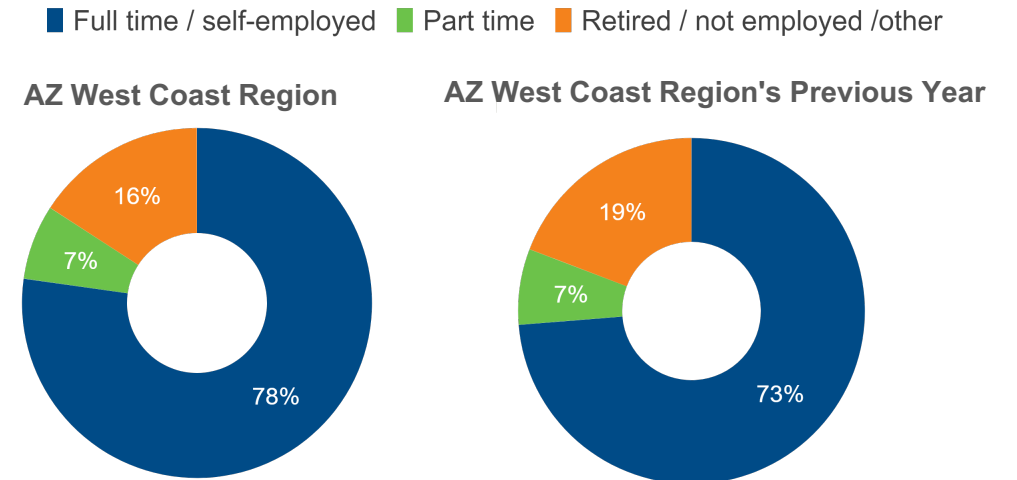
## Age



## Educational Attainment

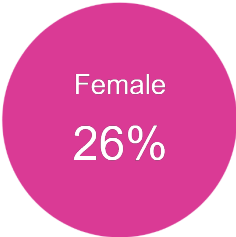


## Employment

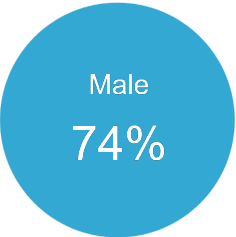




## Gender



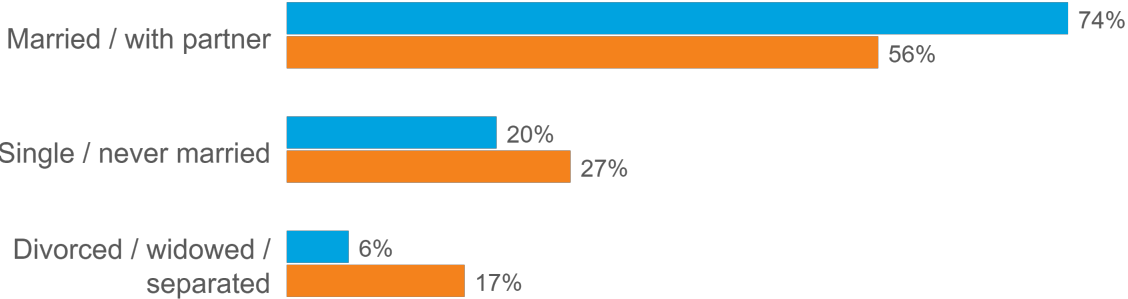
U.S. Norm  
50%



U.S. Norm  
50%

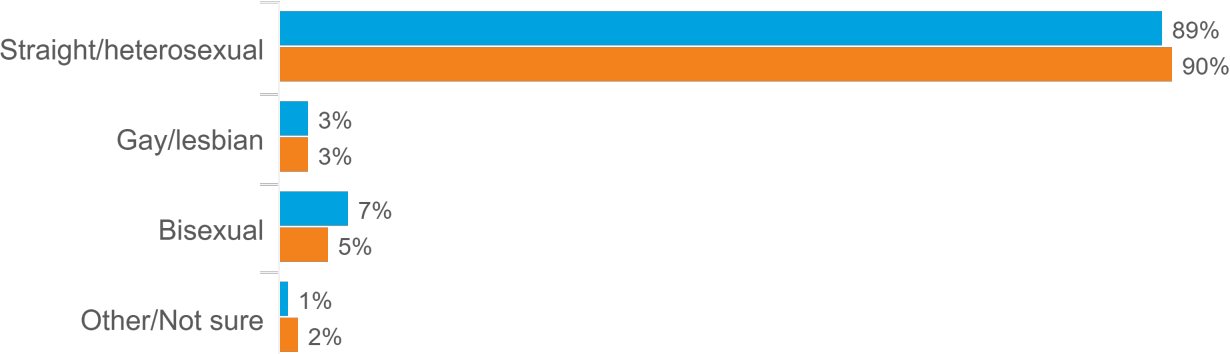
## Marital Status

AZ West Coast Region U.S. Norm



## Sexual Orientation

AZ West Coast Region U.S. Norm

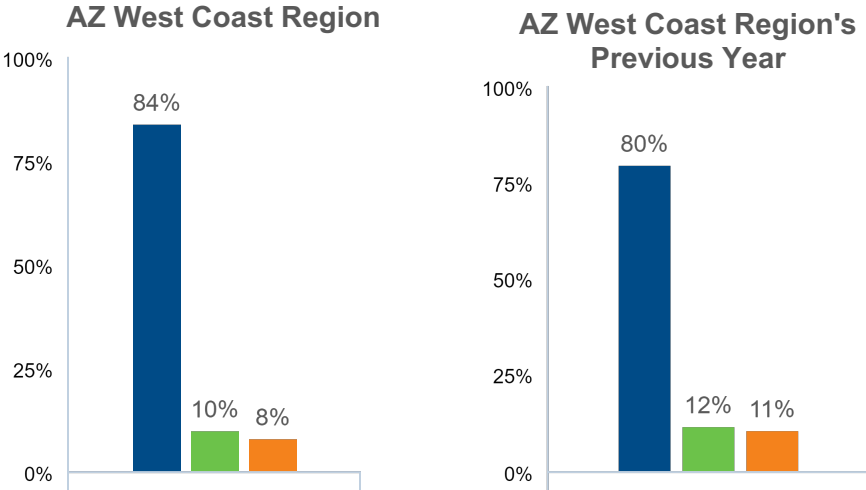


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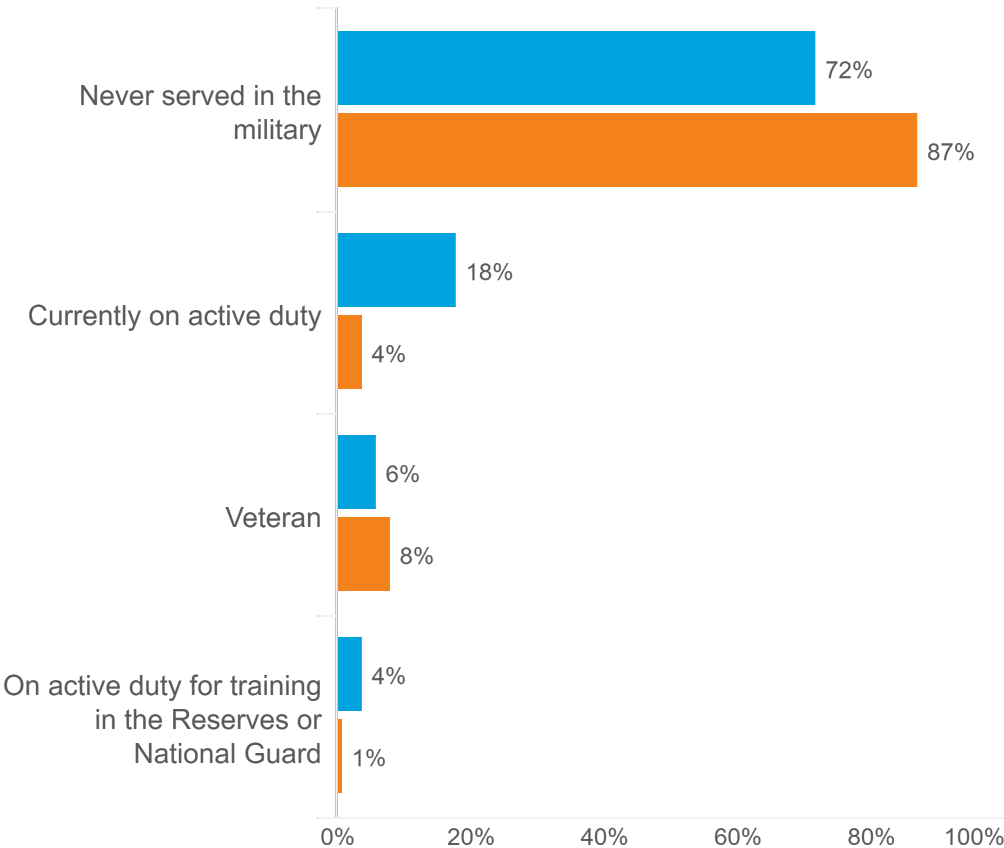
## Race

White African-American Other



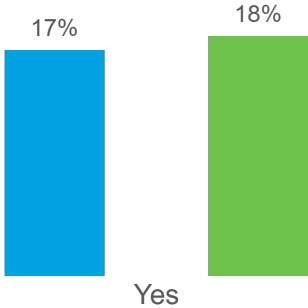
## Military Status

AZ West Coast Region U.S. Norm

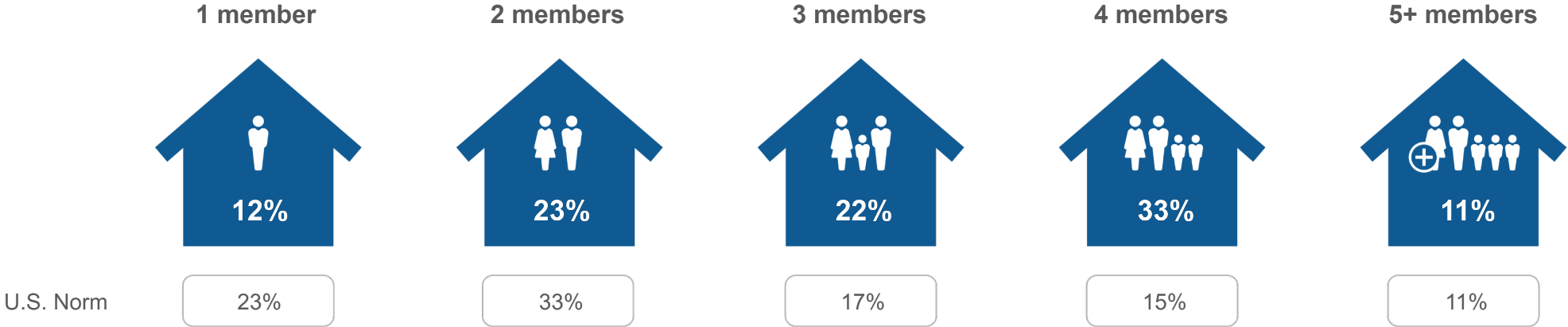


## Hispanic Background

2023 2022



## Household Size



## Children in Household

