

2023 Arizona Tourism Industry ECONOMIC IMPACT DATA

40.88 million

Domestic overnight visitors

↑ up 1.73% over 2022

Visitors From Top Origin States



\$29.3 billion

Direct travel spending generated within Arizona

↑ up 4.5% over 2022

\$80 million

Direct travel spending injected into our state's economy every single day

187,000

Industry-related jobs directly generated by travel spending

↑ up 5% over 2022

When combined with indirect and induced employment, the travel industry impacts **312,520 jobs**

\$8.5 billion

Earnings generated by Arizonans employed by tourism jobs

↑ up 9.6% over 2022

\$4.2 billion

Local, state and federal tax revenues generated as a result of direct travel spending

Local
\$1.31 billion
↑ up 5.7% over 2022

State
\$1.15 billion
↑ up 6.4% over 2022

Federal
\$1.7 billion
↑ up 8.4% over 2022

Travel spending generates tax revenue benefiting each Arizona county

County	Local (millions)	State (millions)	Total (millions)	Taxes reduced per household
Apache	\$4.4	\$6.2	\$10.6	\$514
Cochise	\$16.2	\$16.2	\$32.4	\$673
Coconino	\$92.5	\$76.4	\$168.9	\$3,369
Gila	\$13.2	\$16.3	\$29.5	\$1,330
Graham	\$3.5	\$3.3	\$6.8	\$578
Greenlee	\$0.3	\$0.7	\$1.0	\$270
La Paz	\$7.0	\$7.7	\$14.8	\$1,963
Maricopa	\$900.6	\$679.4	\$1,580.0	\$934
Mohave	\$32.2	\$34.4	\$66.7	\$723
Navajo	\$18.0	\$19.1	\$37.1	\$1,026
Pima	\$81.6	\$145.3	\$226.9	\$539
Pinal	\$35.6	\$42.3	\$77.9	\$486
Santa Cruz	\$8.9	\$10.6	\$19.5	\$1,218
Yavapai	\$68.5	\$55.4	\$123.9	\$1,155
Yuma	\$26.5	\$31.1	\$57.6	\$822
Arizona	\$1.3 billion	\$1.1 billion	\$2.4 billion	\$889

\$889

Tax revenue generated by the tourism industry lessens the annual tax burden by \$889 for every Arizona household