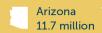
# 2023 Arizona Tourism Industry ECONOMIC IMPACT DATA

#### 40.88 million

Domestic overnight visitors

↑ up 1.73% over 2022

#### **Visitors From Top Origin States**



Ca 8.5

California 8.5 million New York 2.6 million

Texas 2.2 million

Illinois
1.2 million

Florida 1.2 million

# **\$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

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Local \$1.31 billion State \$1.15 billion

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Federal \$1.7 billion

↑ up 8.4% over 2022

### Travel spending generates tax revenue benefiting each Arizona county

County		Local	State	Total	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
P.	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