

January 2025

Arizona Office of Tourism

Monthly Gross Sales & Tourism Taxes Report



State of Arizona: Gross Sales by Sector						
Sector	January 2025	January 2024	% Change	2025 YTD Sales	2024 YTD Sales	% Change
Lodging	\$ 494,248,677	\$ 485,894,165	1.7%	\$ 494,248,677	\$ 485,894,165	1.7%
Restaurant/Bar	\$ 1,858,217,771	\$ 1,804,698,970	3.0%	\$ 1,858,217,771	\$ 1,804,698,970	3.0%
Retail	\$ 8,353,980,678	\$ 8,134,193,529	2.7%	\$ 8,353,980,678	\$ 8,134,193,529	2.7%
Amusement	\$ 202,912,095	\$ 180,976,200	12.1%	\$ 202,912,095	\$ 180,976,200	12.1%
Total	\$ 10,909,359,221	\$ 10,605,762,864	2.9%	\$ 10,909,359,221	\$ 10,605,762,864	2.9%

Source: Arizona Department of Revenue

Estimated State Tourism Taxes: Tourism Related Sectors						
Sector	January 2025	January 2024	% Change	2025 YTD Sales	2024 YTD Sales	% Change
Lodging	\$ 25,824,493	\$ 25,387,970	1.7%	\$ 25,824,493	\$ 25,387,970	1.7%
Restaurant/Bar	\$ 24,579,018	\$ 23,871,114	3.0%	\$ 24,579,018	\$ 23,871,114	3.0%
Retail	\$ 51,039,480	\$ 49,696,669	2.7%	\$ 51,039,480	\$ 49,696,669	2.7%
Amusement	\$ 730,646	\$ 651,659	12.1%	\$ 730,646	\$ 651,659	12.1%
Total	\$ 102,173,638	\$ 99,607,412	2.6%	\$ 102,173,638	\$ 99,607,412	2.6%

Tax rates reflected above are Lodging (5.5%) and Restaurant/Bar, Retail, Amusement (5.6%). Data is shown in the month sales occurred.

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Source: Gross Sales reported by Arizona Dept. of Revenue.

Estimated state tax collections by Arizona Hospitality Research and Resource Center (AHRRC).