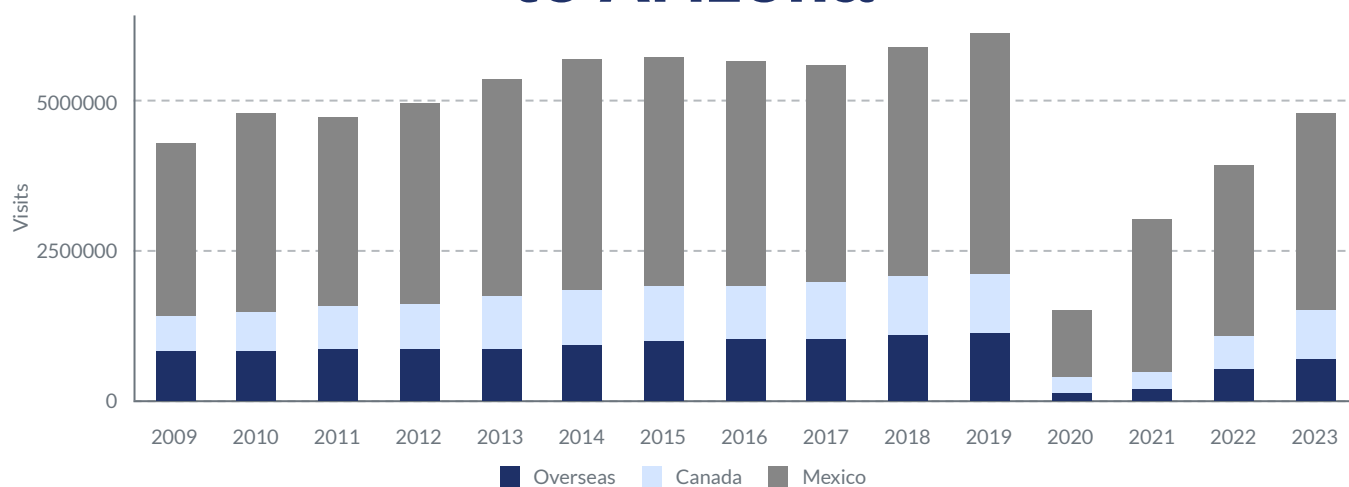


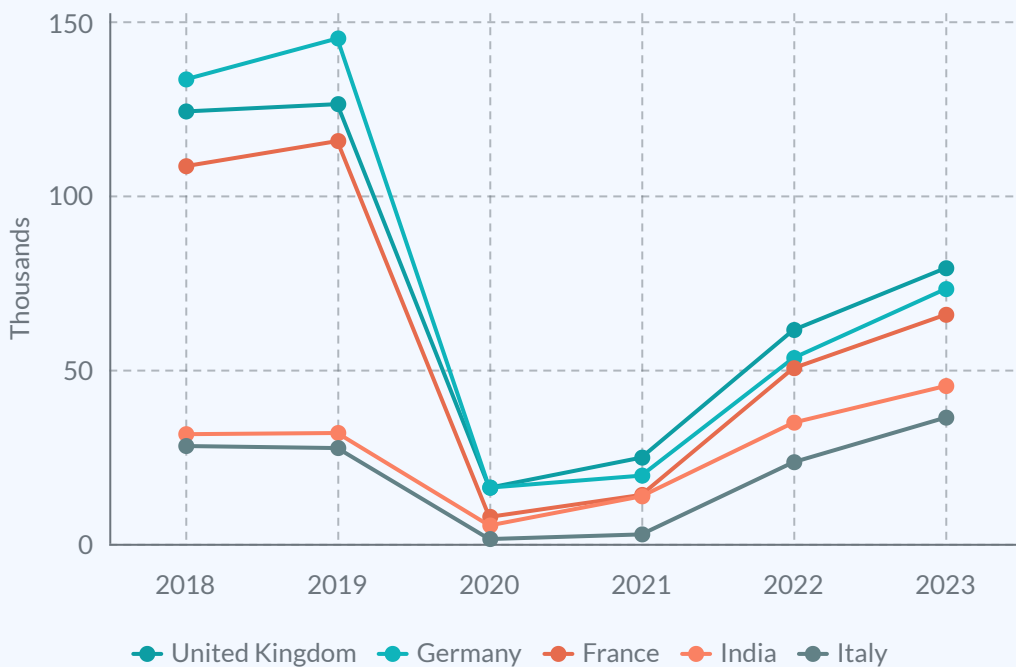
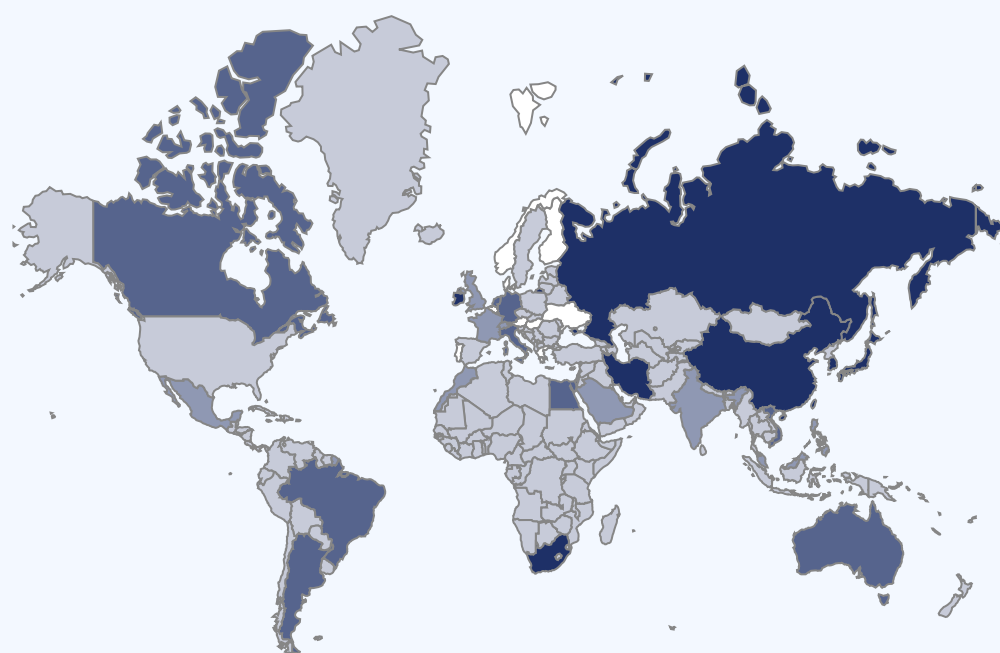
International Visitation to Arizona



Change in Visitation to Arizona from 2022-2023

International visitation to Arizona increased by 23% in 2023. With the most visitors coming from Canada and Mexico. Visits from Canada rose by 53%, while Mexico saw a 15% increase. In the map on the right, the darker-colored countries experienced sharper percentage increases.

*Estimates are not available for all countries



Top 13 Overseas Visitation Trend by Country

The Asia market saw the most growth with a 67% increase in 2023. Countries like China and Japan saw increases over 140% compared to 2022. The UK, Germany, and France are Arizona's top overseas markets. While India, Italy, and The Netherlands have recovered and surpassed 2019 visitation.

Total overseas visitation to Arizona grew 32% in 2023 compared to 2022.

Source: International State Travel Dashboard, Tourism Economics, updated September 2024

Visitation to Arizona (thousands)

Country	2017	2018	2019	2020	2021	2022	2023	23 vs 22
Mexico	3,633	3,827	4,027	1,096	2,517	2,858	3,288	15%
Canada	924	975	964	257	279	540	823	53%
United Kingdom	115	124	127	16	25	62	79	29%
Germany	130	134	145	16	20	53	73	29%
France	103	109	116	8	14	51	66	30%
India	29	32	32	5	14	35	45	30%
Italy	25	28	28	1	3	24	36	55%
South Korea	70	67	75	13	13	17	32	90%
Australia	62	69	71	11	5	18	28	56%
Netherlands	17	19	19	2	2	17	24	42%
China	81	82	77	1	9	8	23	198%
Japan	69	71	81	13	7	8	21	172%
Total	5,595	5,899	6,125	1,495	3,000	3,609	4,799	23%
Overseas	1,038	1,098	1,135	141	205	520	688	32%

Source: International State Travel Dashboard, Tourism Economics, updated August 2024