

NORTH CENTRAL REGION

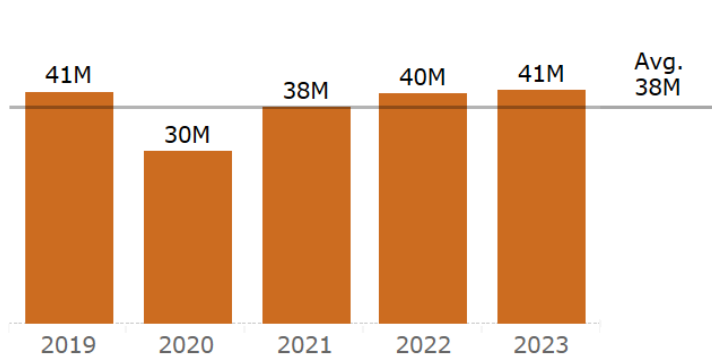
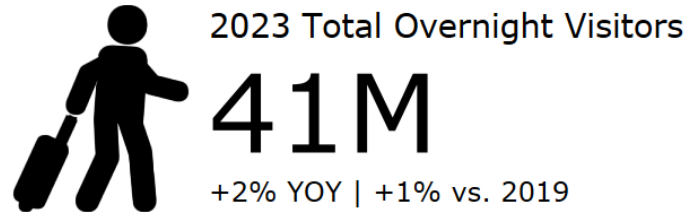
TRAVEL RESEARCH TRENDS



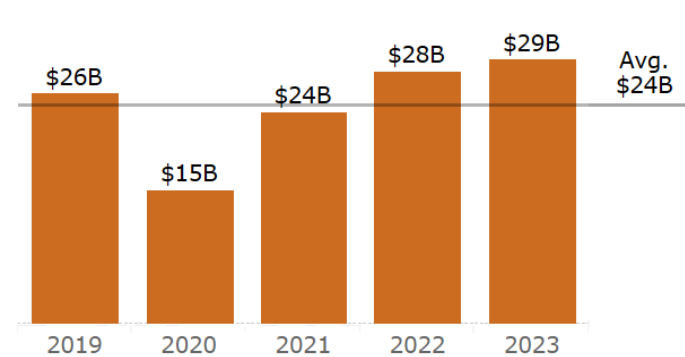
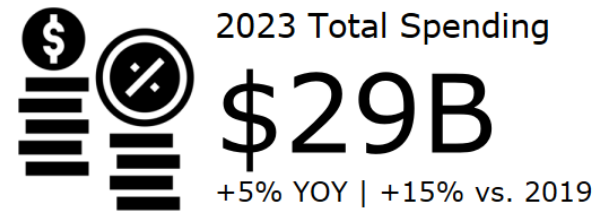
Arizona Travel Impact



State Domestic Travel Impact

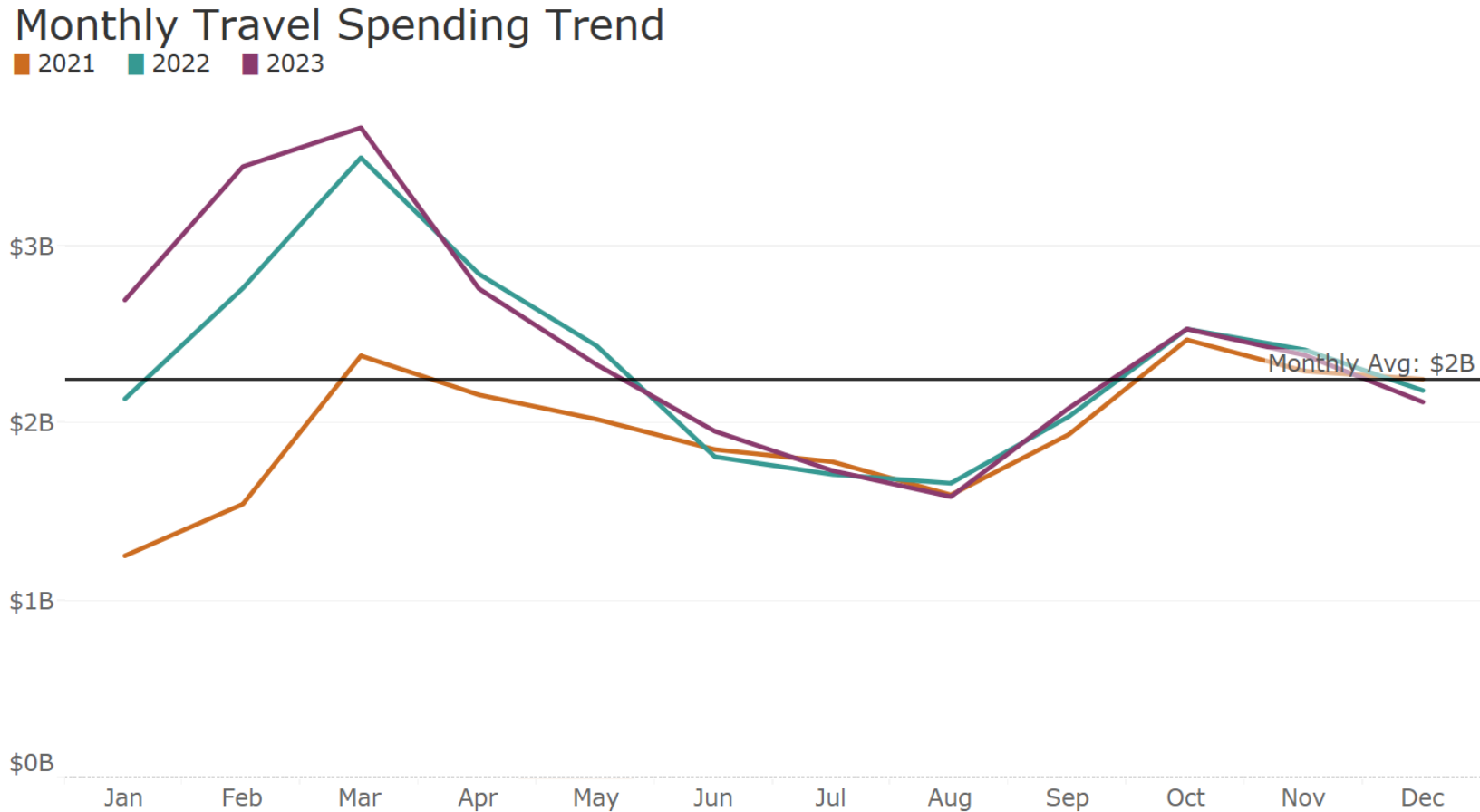


Source: Tourism Economics



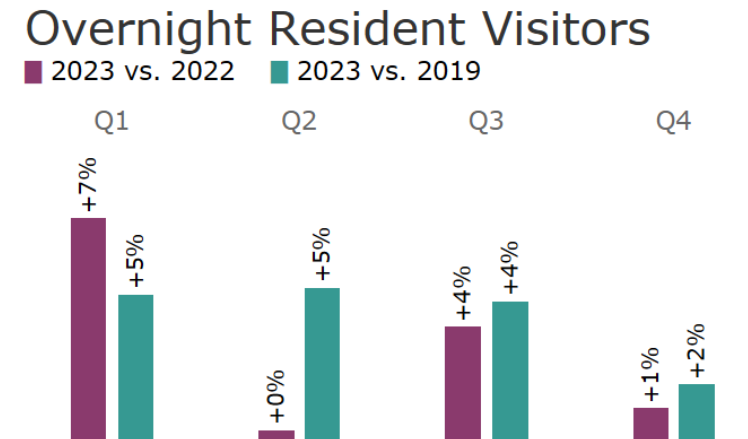
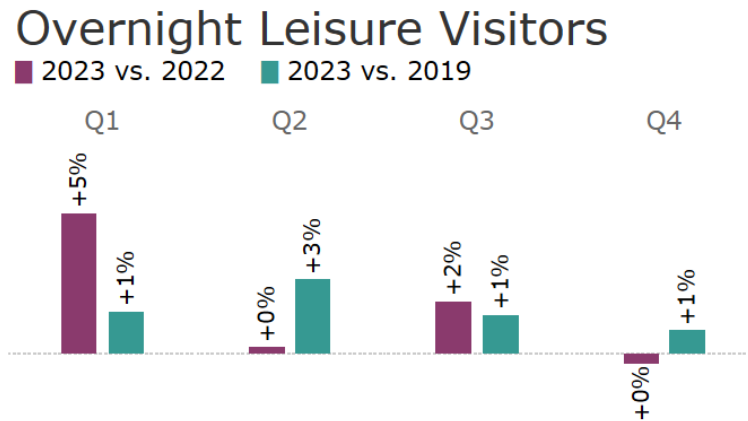
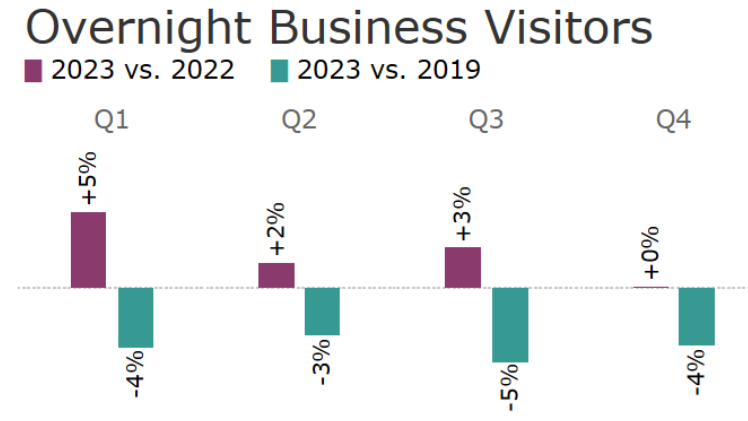
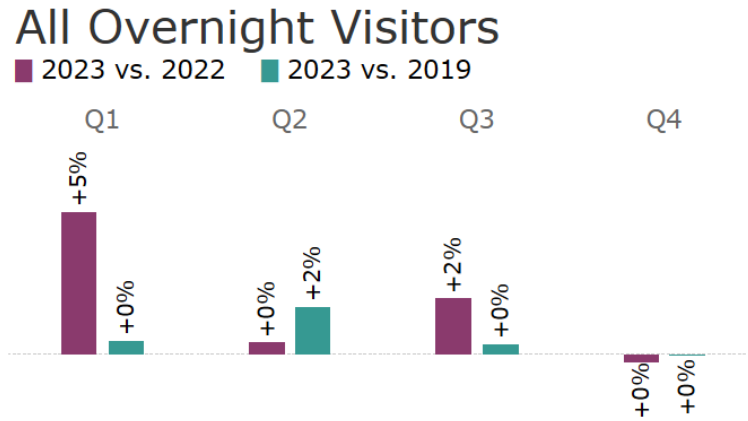
Source: Dean Runyan Associates

State Domestic Travel Impact



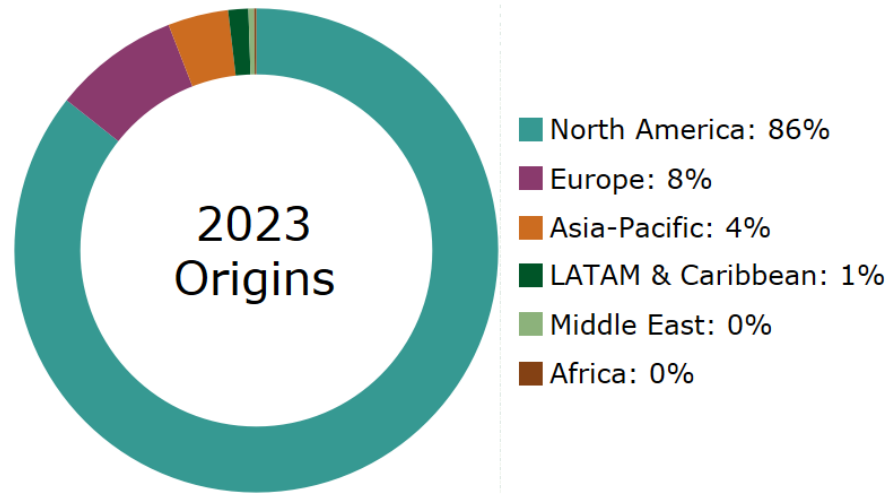
Source: Dean Runyan Associates

State Domestic Travel Impact

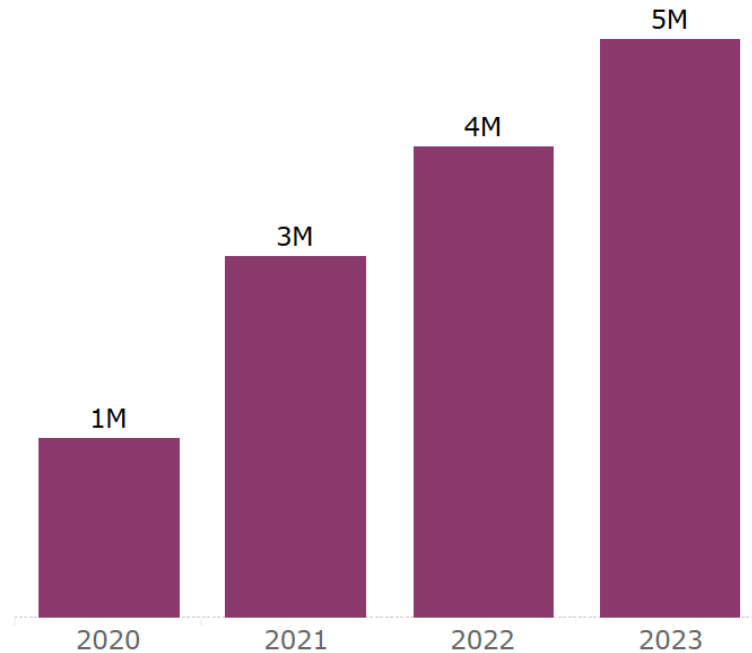


Source: Tourism Economics

State International Travel Impact



Annual International Overnight Visits
Last 4 years



Source: Tourism Economics International State Travel

Travel Impact by County



2023 Total Spending: North Central Region

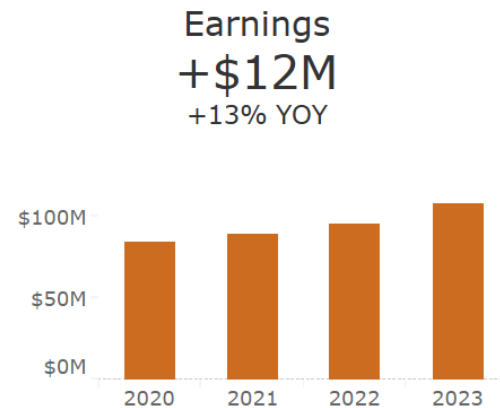
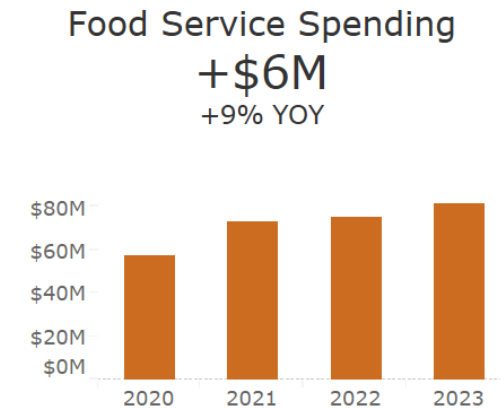
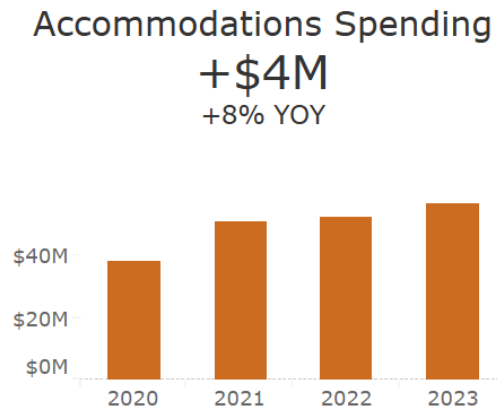
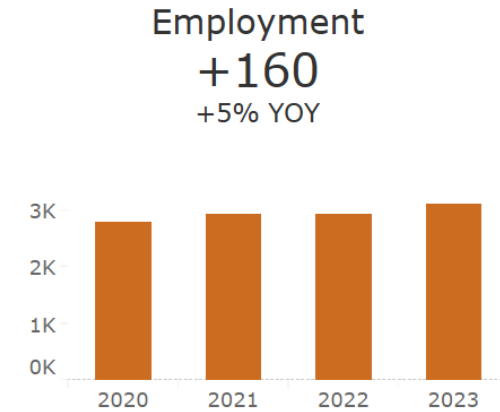
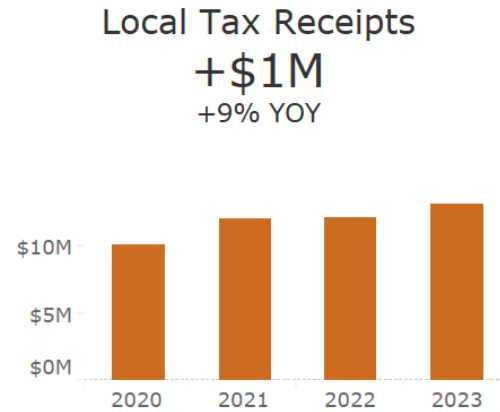
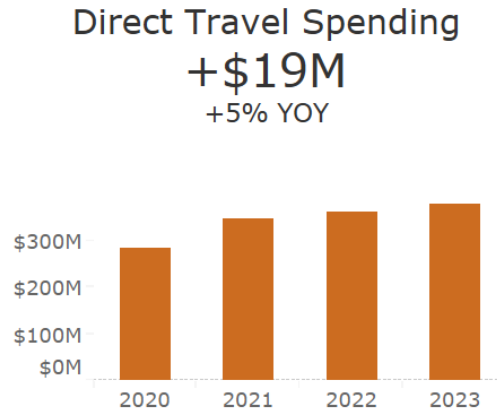
Yavapai
\$1B
+3% YOY

Gila
\$380M
+5% YOY



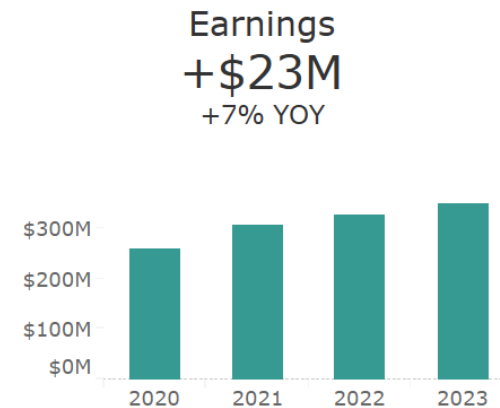
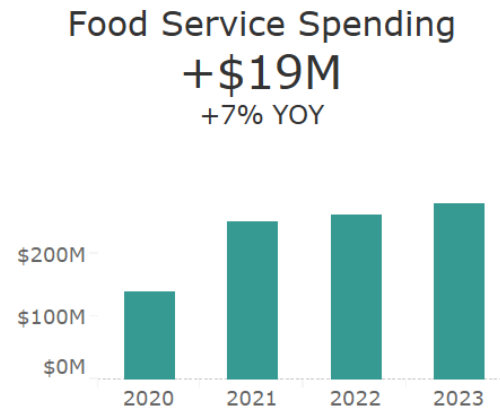
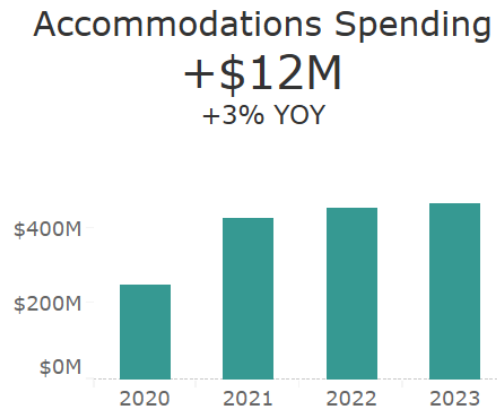
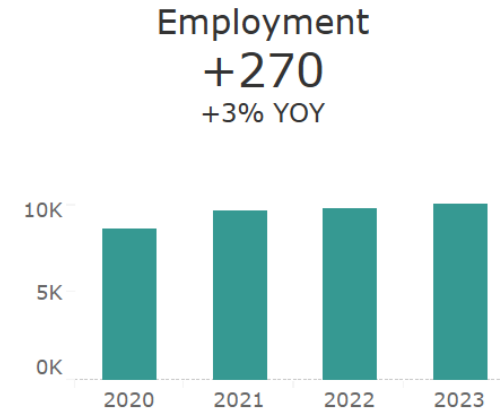
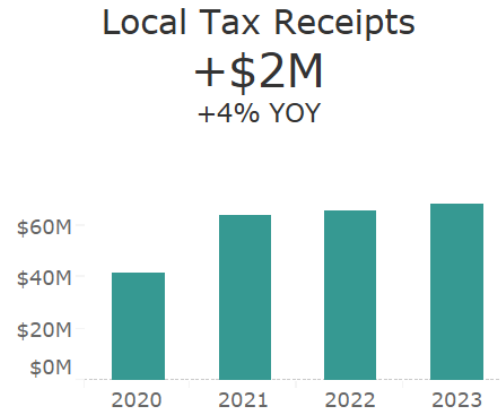
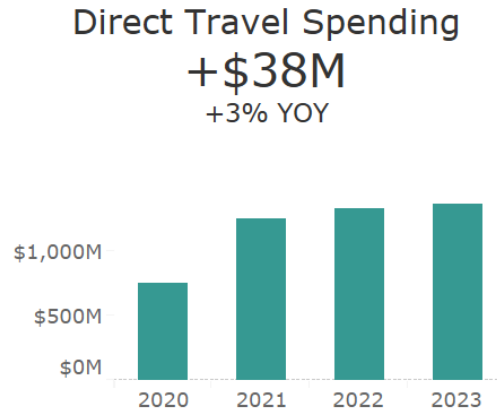
Source: Arizona Travel Impacts, Dean Runyan Associates

Travel Impacts: Gila County



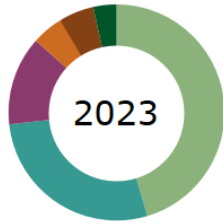
Source: Arizona Travel Impacts, Dean Runyan Associates

Travel Impacts: Yavapai County

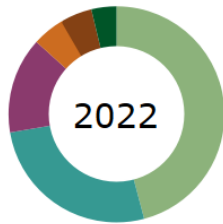


Source: Arizona Travel Impacts, Dean Runyan Associates

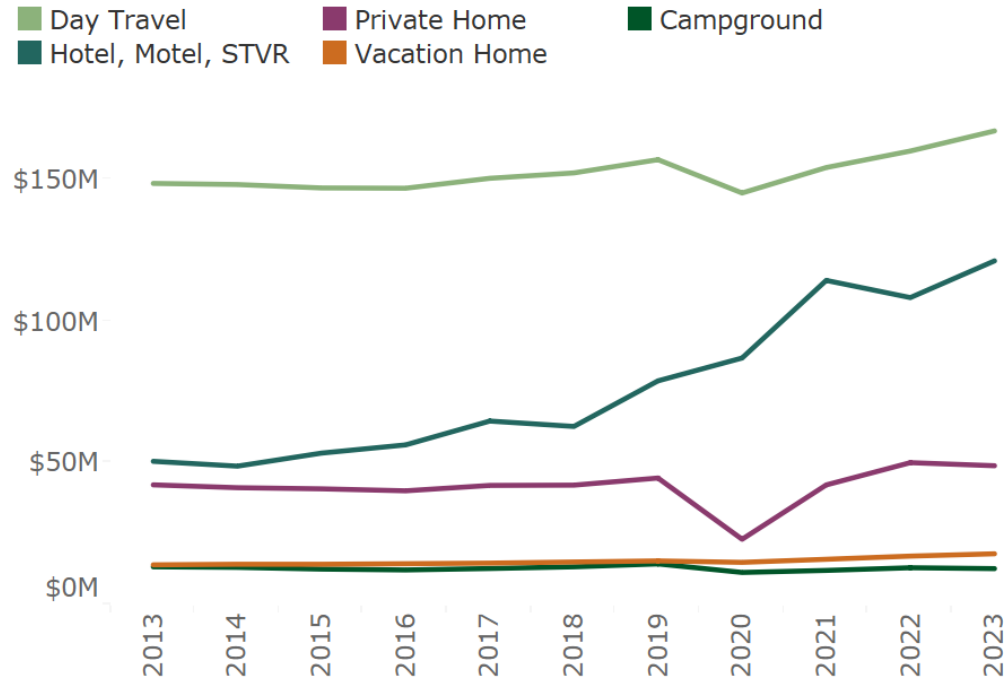
Spend by Accommodation Type: Gila County



- Day Travel: 45%
- Hotel, Motel: 28%
- Private Home: 13%
- STVR: 5%
- Vacation Home: 5%
- Campground: 3%



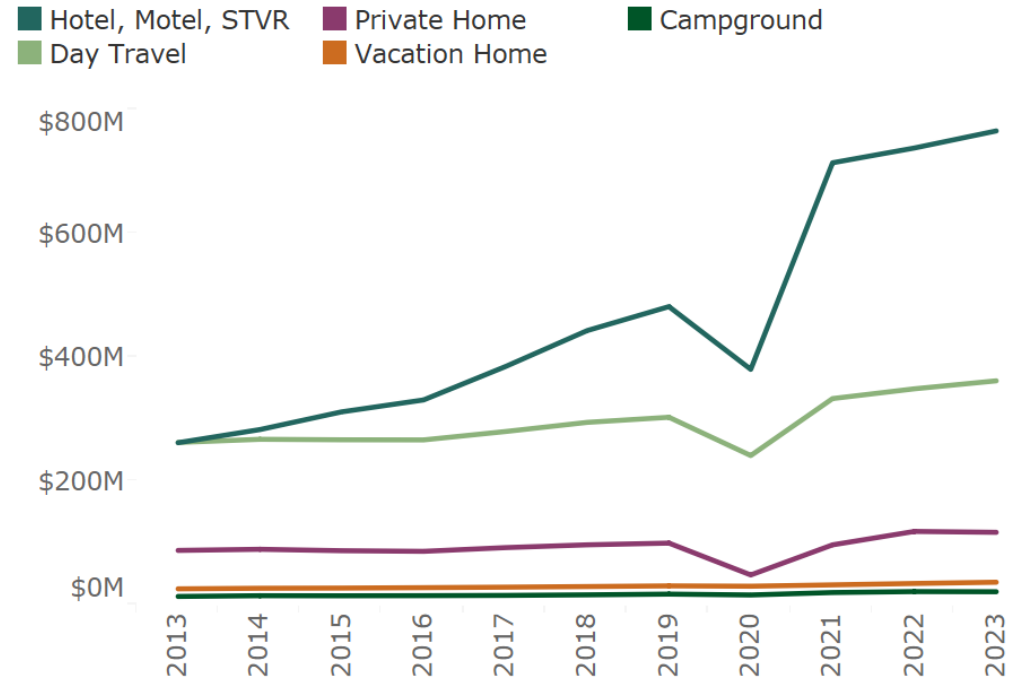
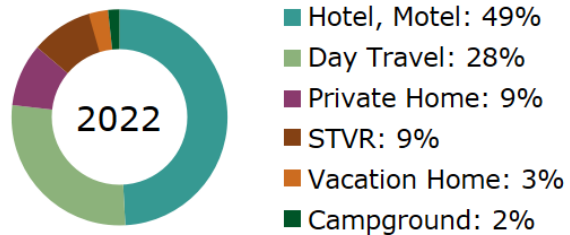
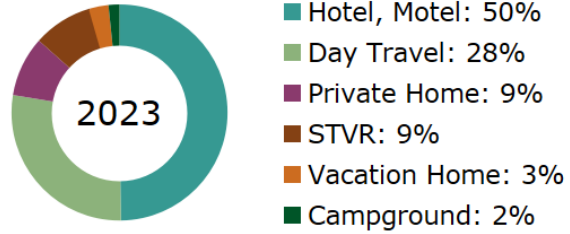
- Day Travel: 46%
- Hotel, Motel: 26%
- Private Home: 14%
- Vacation Home: 5%
- STVR: 5%
- Campground: 4%



Source: Arizona Travel Impacts, Dean Runyan Associates

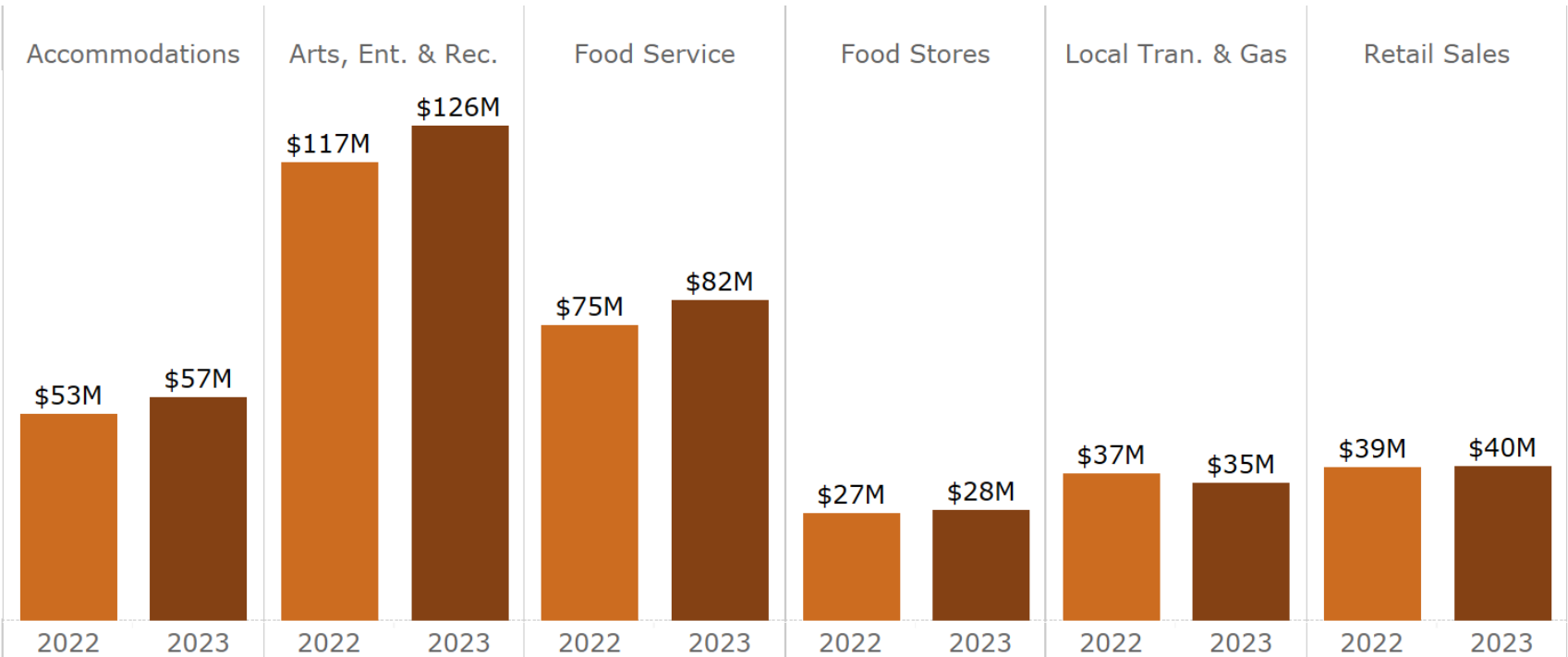
* STVR stands for Short-Term Vacation Rental

Spend by Accommodation Type: Yavapai County



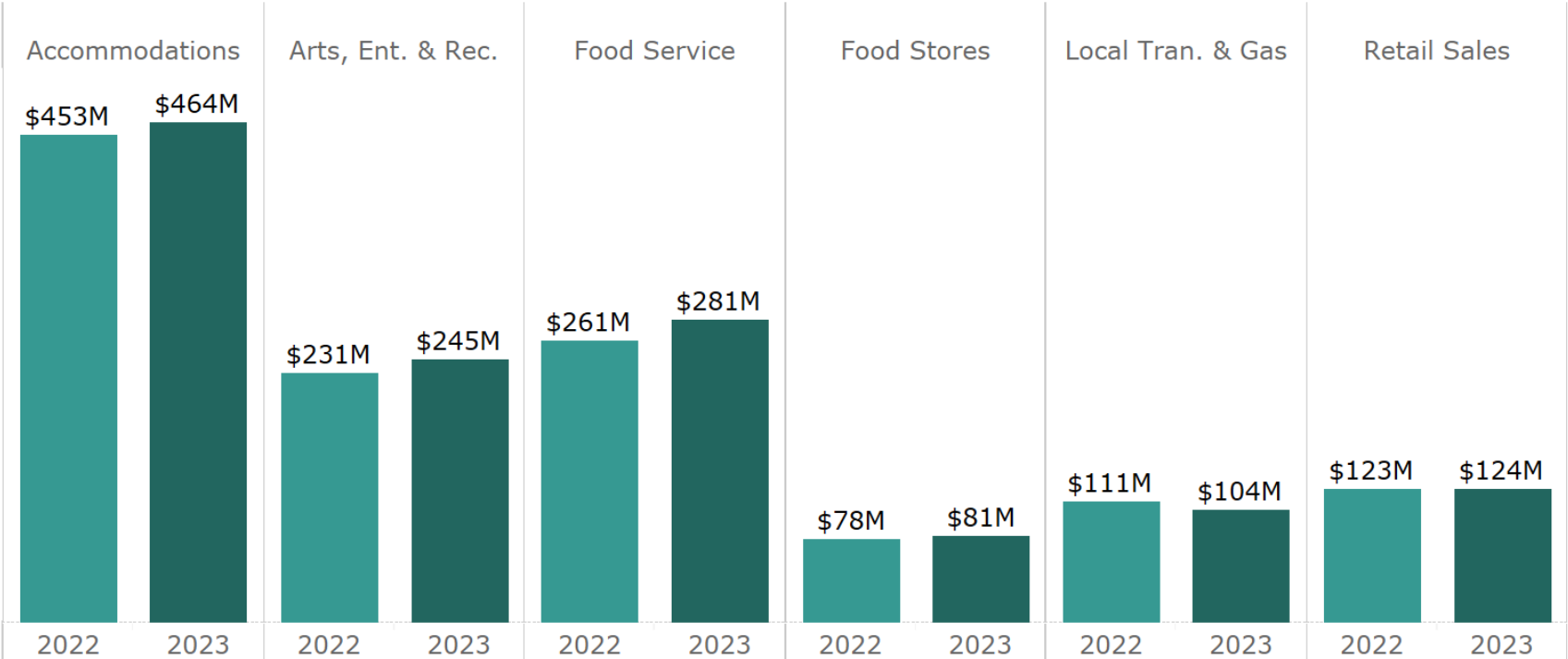
Source: Arizona Travel Impacts, Dean Runyan Associates
 * STVR stands for Short-Term Vacation Rental

Spend by Commodity: Gila County



Source: Arizona Travel Impacts, Dean Runyan Associates

Spend by Commodity: Yavapai County



Source: Arizona Travel Impacts, Dean Runyan Associates

Lodging Performance



Short-Term Rentals: North Central Region

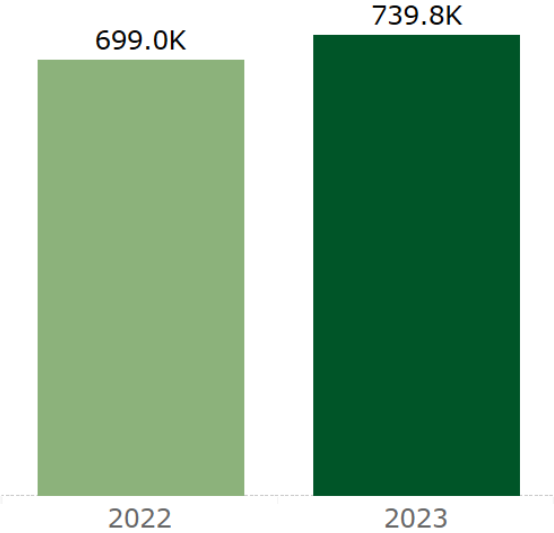
Year-to-Date Supply

Jan - Dec All Properties Available



Year-to-Date Demand

Jan - Dec Nights Sold at All Properties



Source: AirDNA

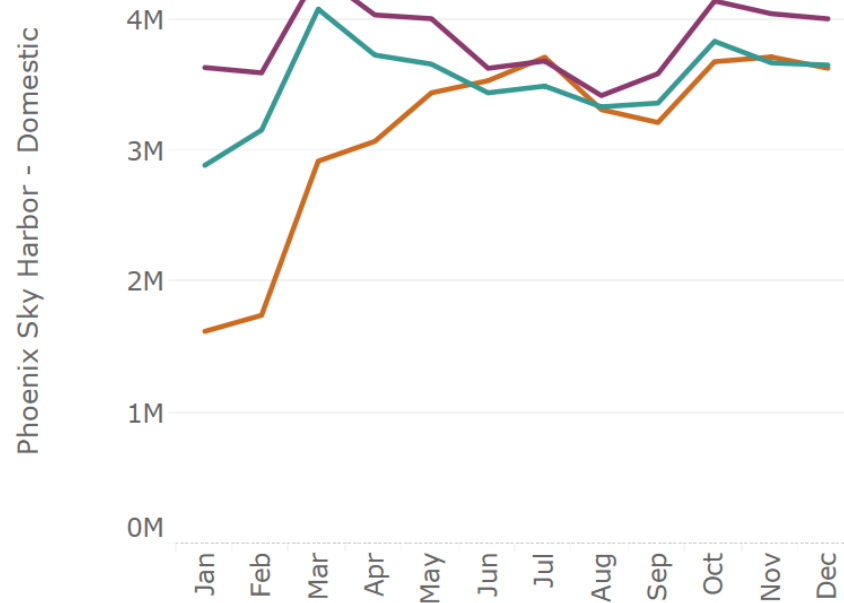
Airport Passenger Traffic



Airport Passengers: North Central Region

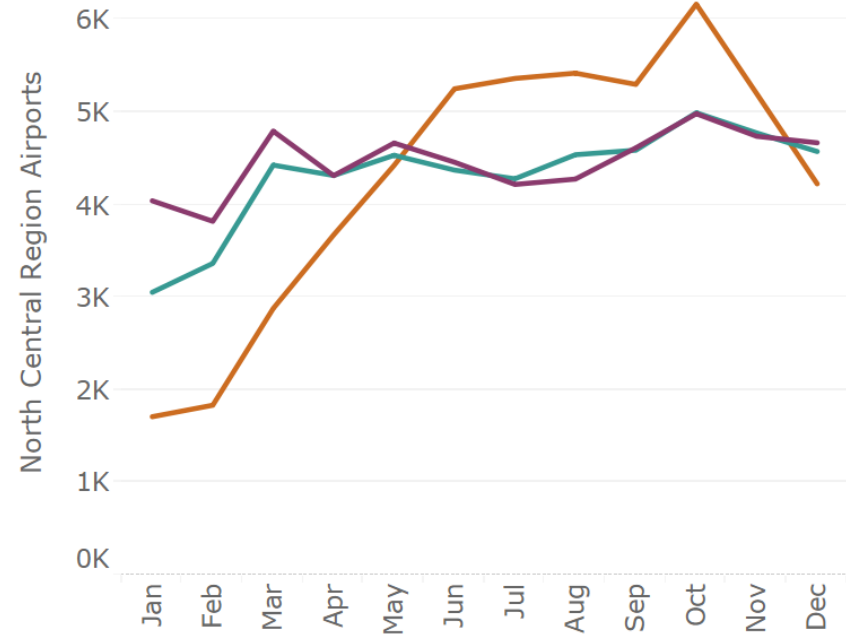
Airport Hub

2021 2022 2023



Region Airports

2021 2022 2023



Prescott Regional Airport

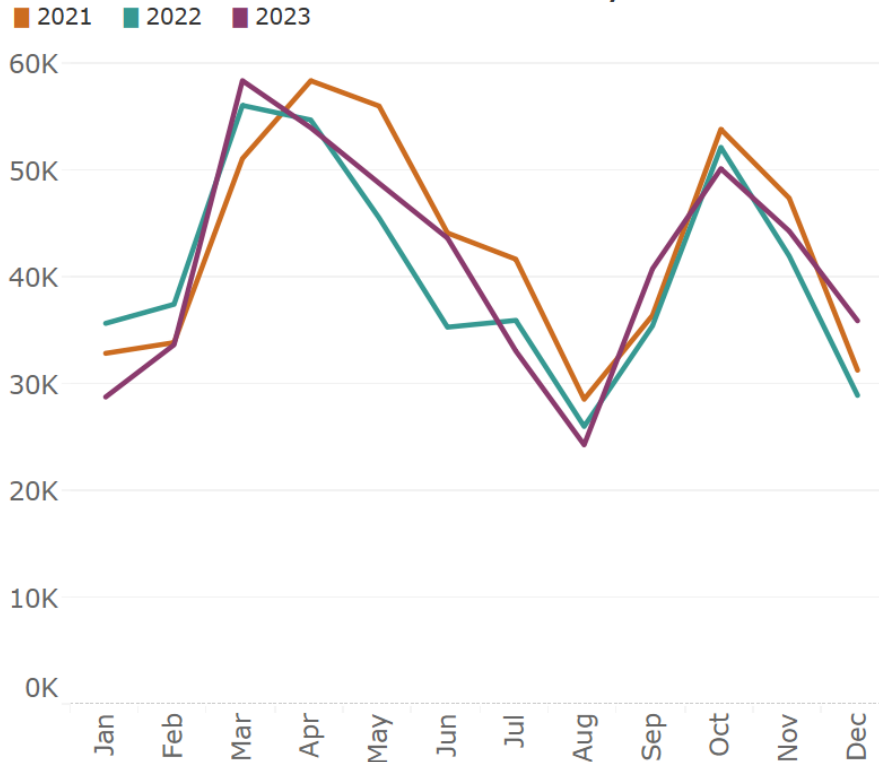
Source: Airport Passenger Traffic, Northern Arizona University, Arizona Airports

National & State Parks



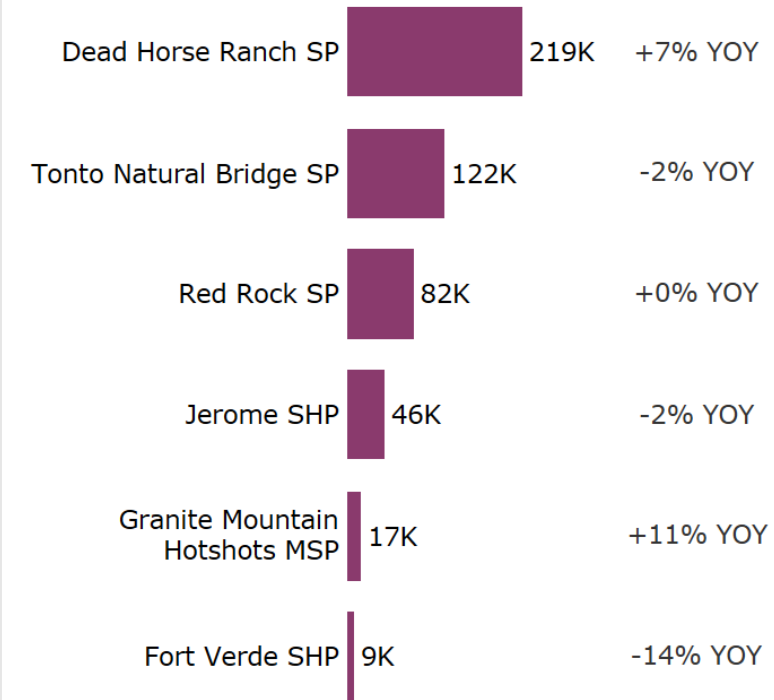
State Parks: North Central Region

State Parks Visitation Monthly Trend



Year-to-Date Park Visitation

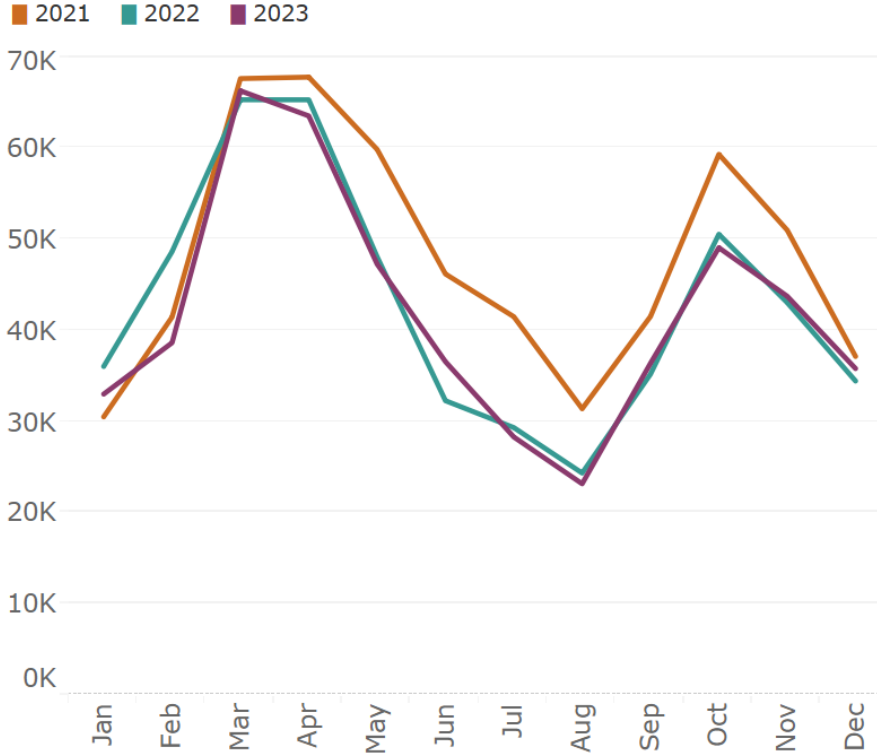
Jan - Dec 2023 Visits & YOY % Change



Source: Northern Arizona University, Arizona State Parks

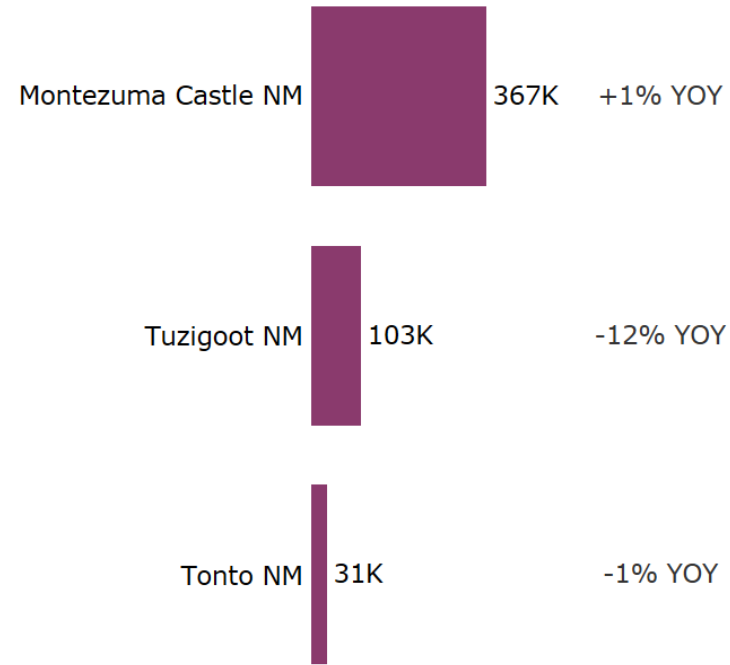
National Parks: North Central Region

National Parks Visitation Monthly Trend



Year-to-Date Park Visitation

Jan - Dec 2023 Visits & YOY % Change



Source: Northern Arizona University, National Park Service

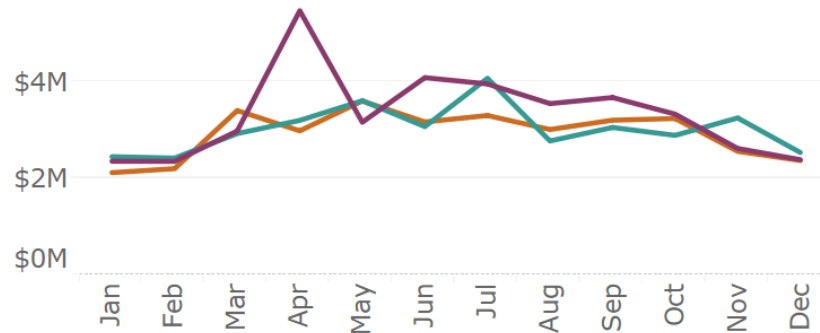
Gross Sales



Gross Sales: Gila County

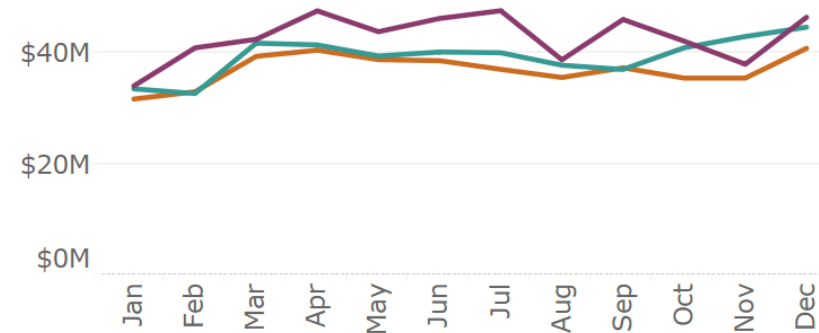
Hotel/Motel

2021 2022 2023



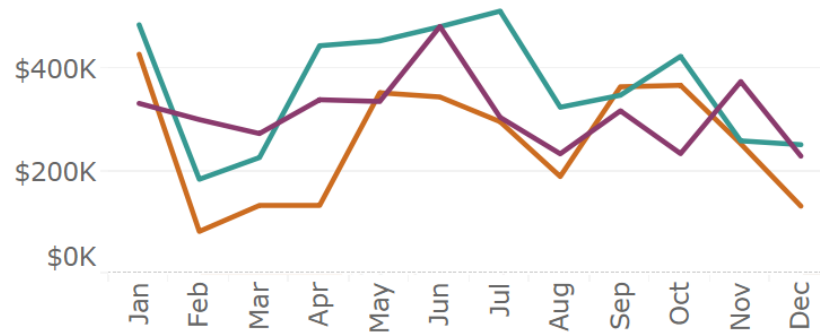
Retail

2021 2022 2023



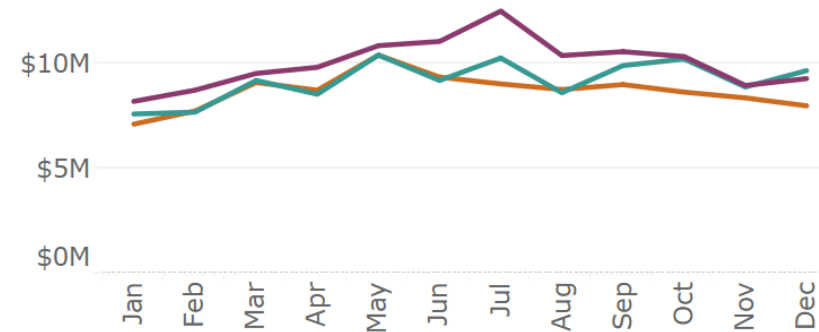
Amusement

2021 2022 2023



Restaurant

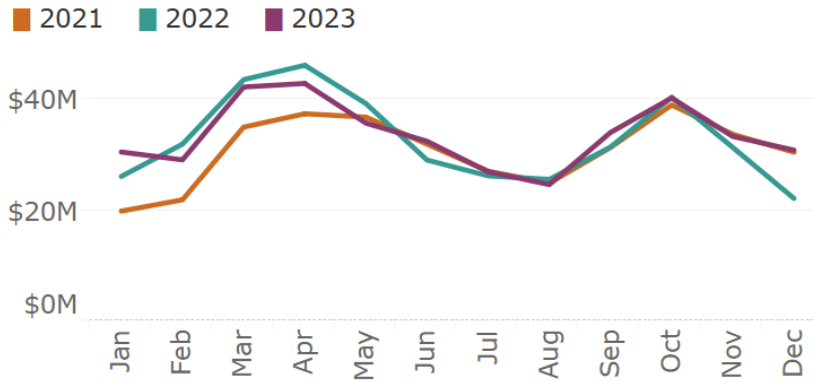
2021 2022 2023



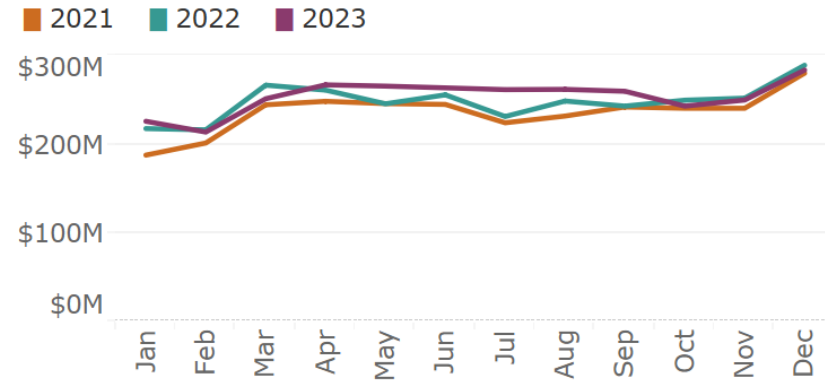
Source: Northern Arizona University's Economic Policy Institute, Arizona Department of Revenue

Gross Sales: Yavapai County

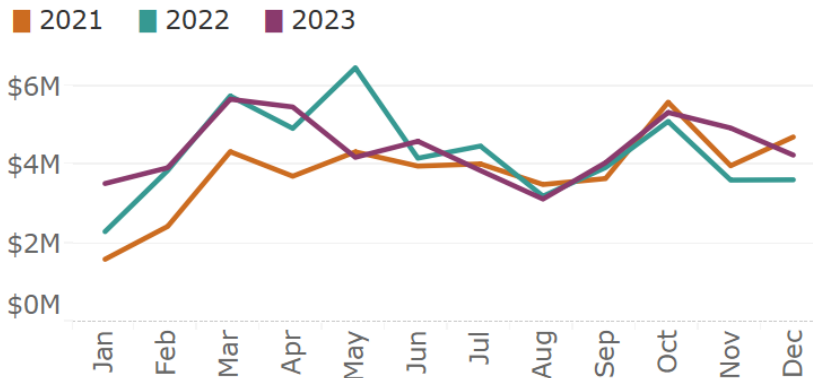
Hotel/Motel



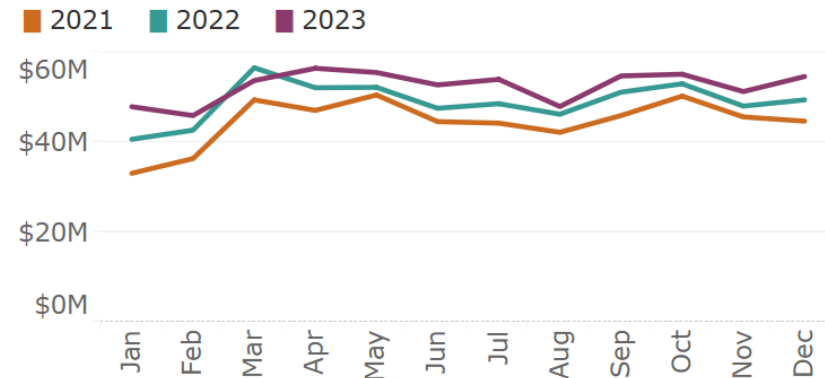
Retail



Amusement



Restaurant

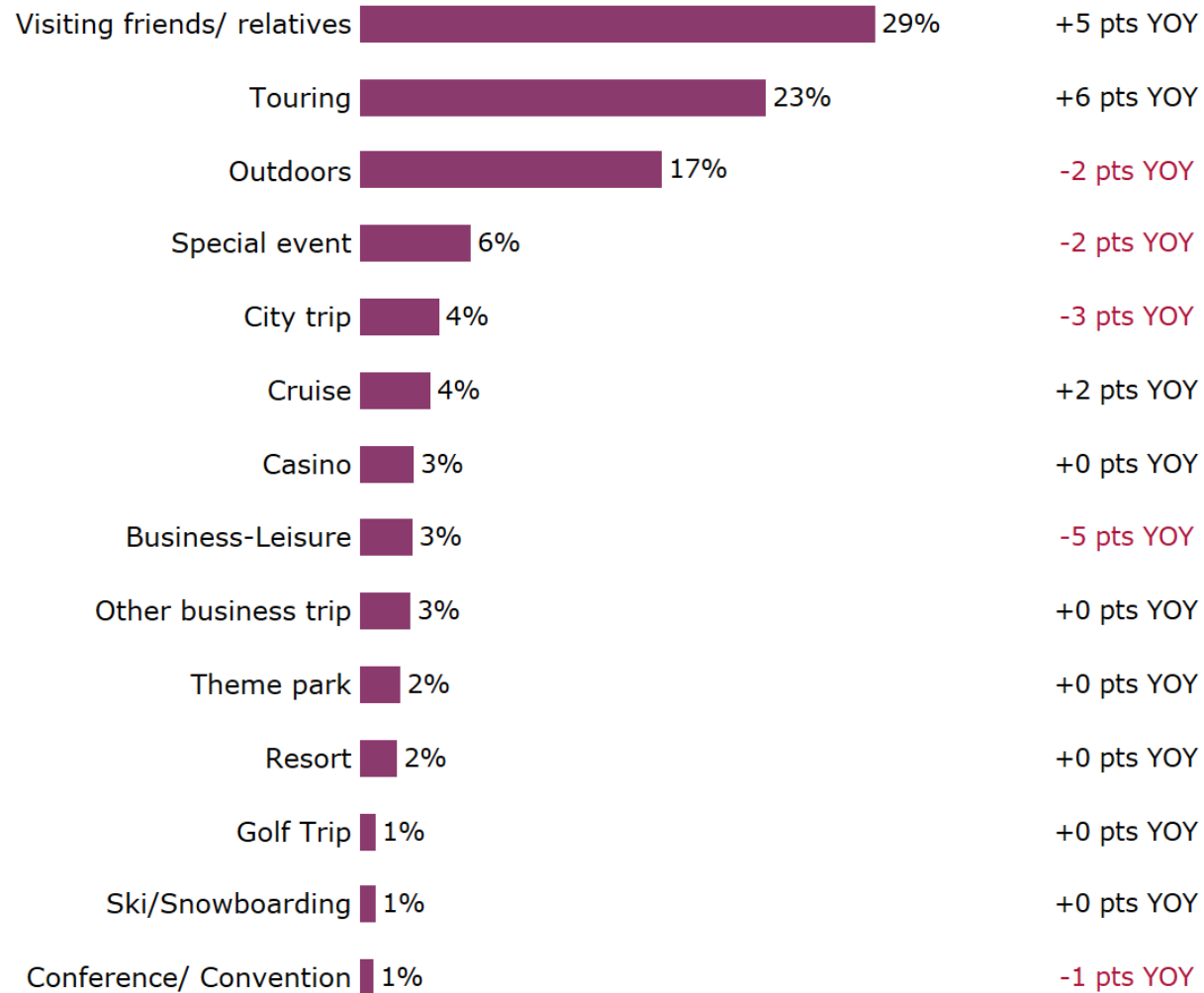


Source: Northern Arizona University's Economic Policy Institute, Arizona Department of Revenue

Visitor Summary

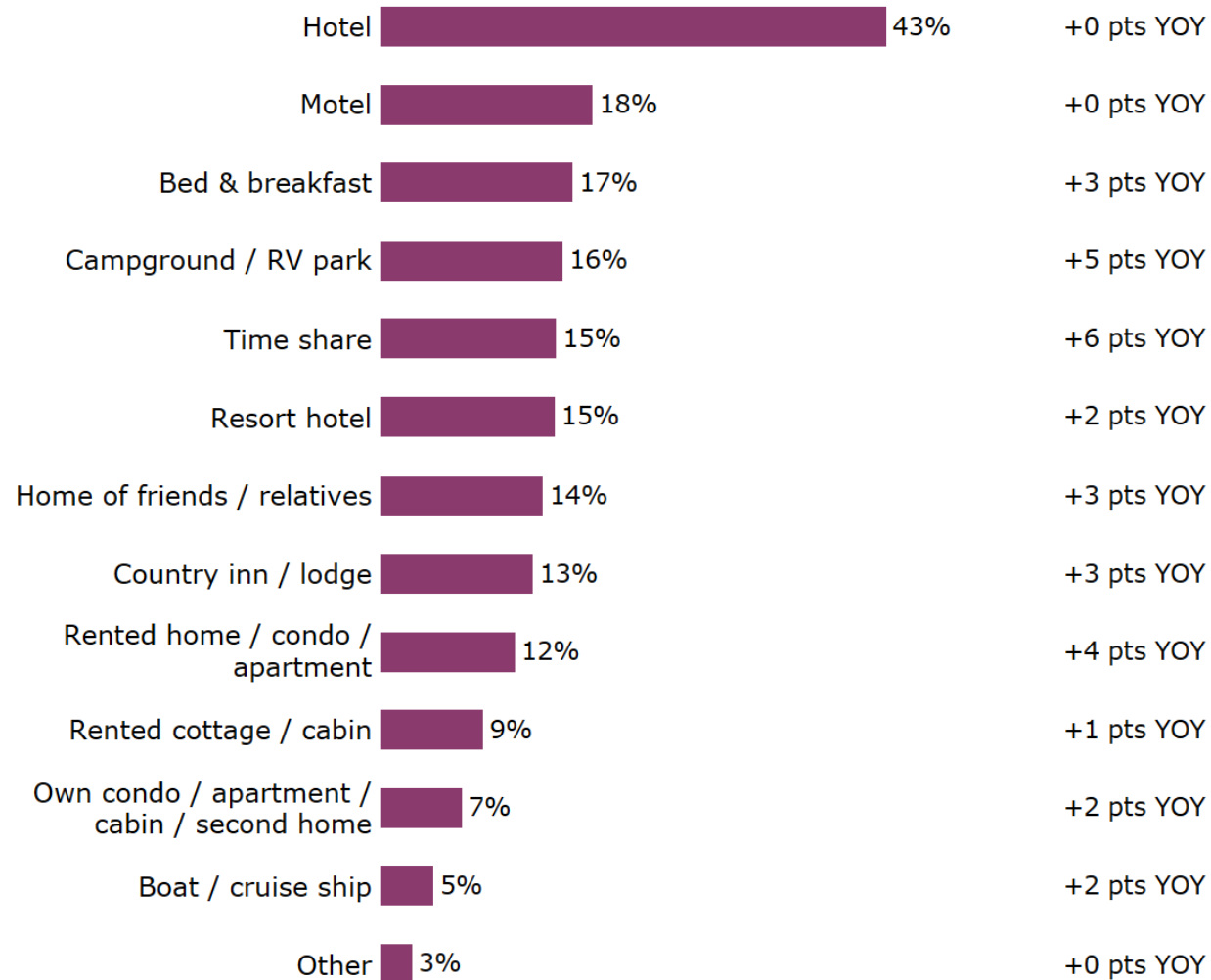


2023 Main Purpose of Trip: North Central Region




Source: Longwoods

2023 Accommodation: North Central Region



Source: Longwoods

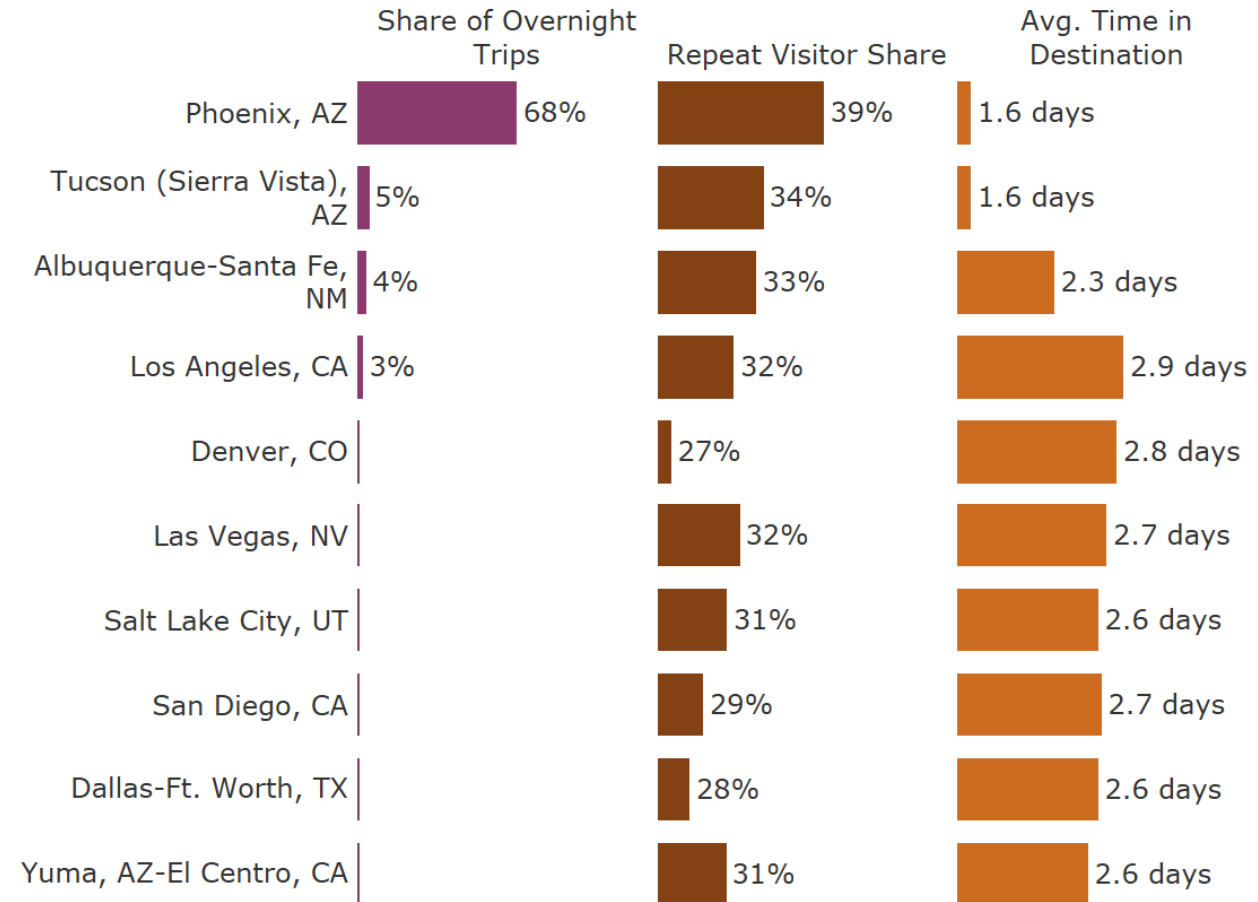
2023 Visitor Summary: Gila County


74%
 Overnight Visitor Share


52%
 Repeat Visitor Share


1.7 days
 Avg. Time in Destination

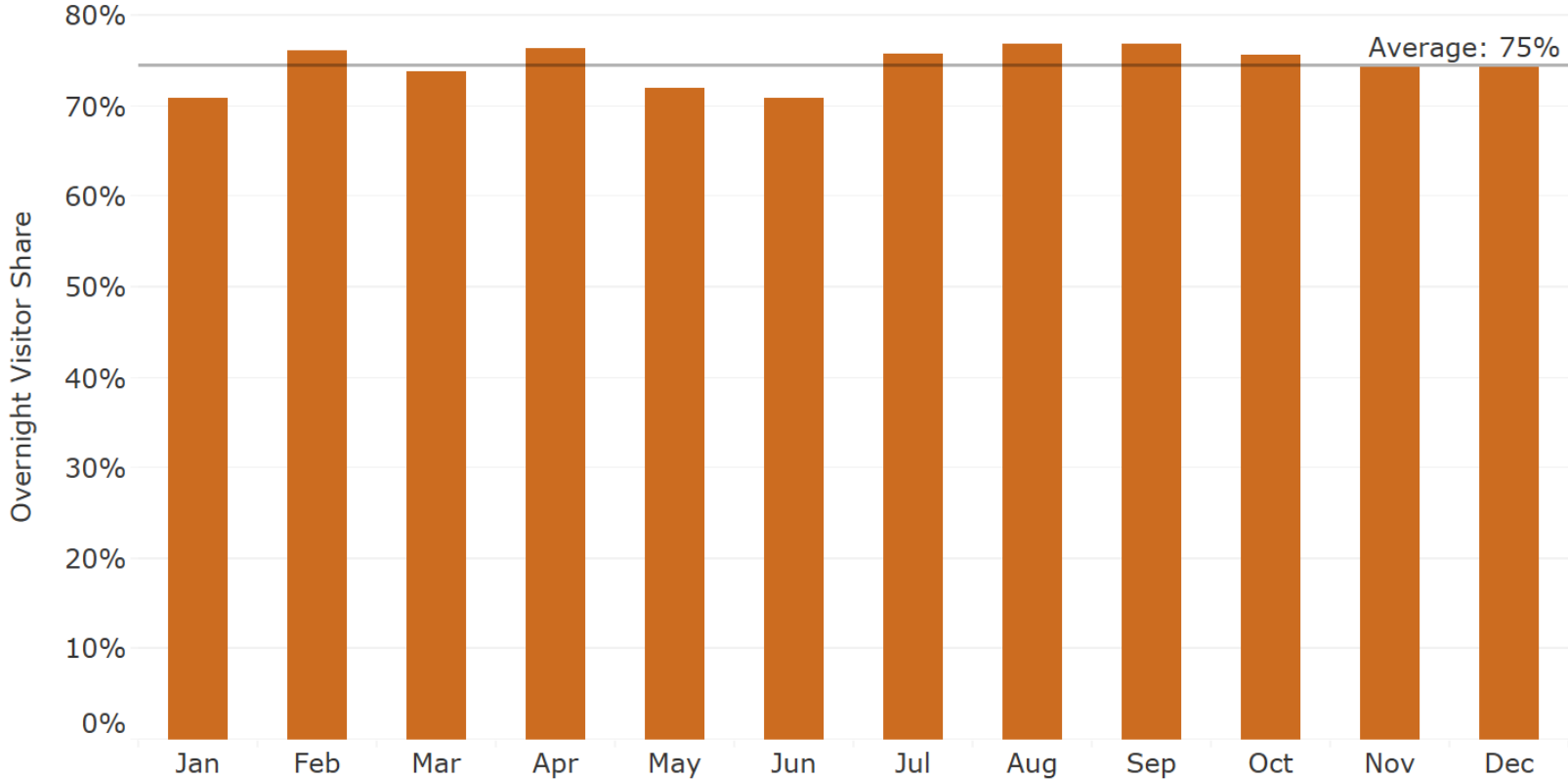
Top 10 Overnight Visitor Origins



Source: Azira

Overnight Visitor Share: Gila County

2023 Overnight Visitor Share Monthly Trend



Source: Azira

2023 Visitor Summary: Yavapai County



76%

Overnight Visitor Share



50%

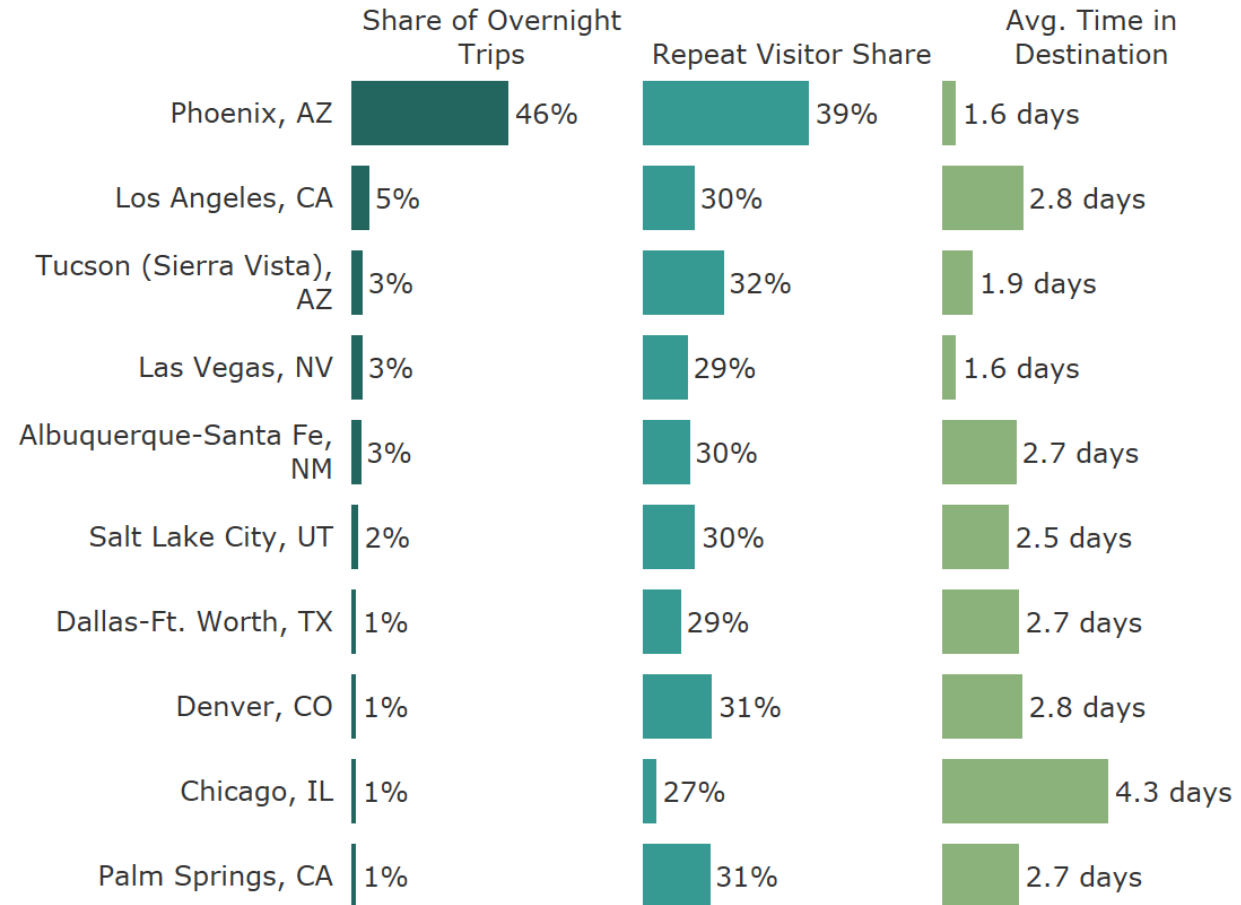
Repeat Visitor Share



2.3 days

Avg. Time in Destination

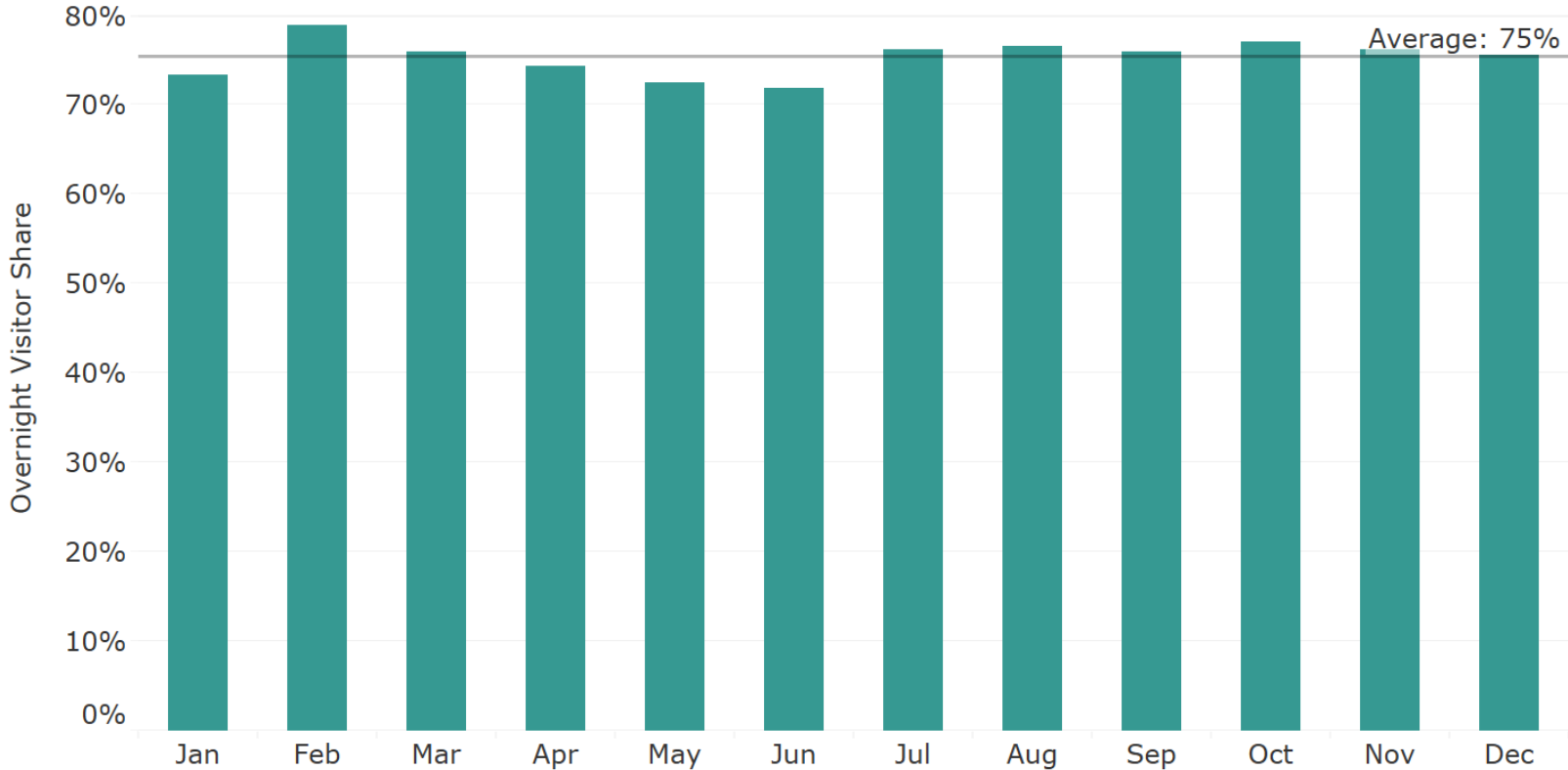
Top 10 Overnight Visitor Origins



Source: Azira

Overnight Visitor Share: Yavapai County

2023 Overnight Visitor Share Monthly Trend



Source: Azira