

PHOENIX & CENTRAL REGION

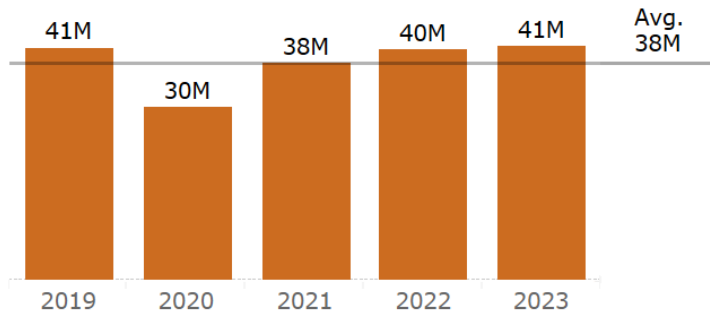
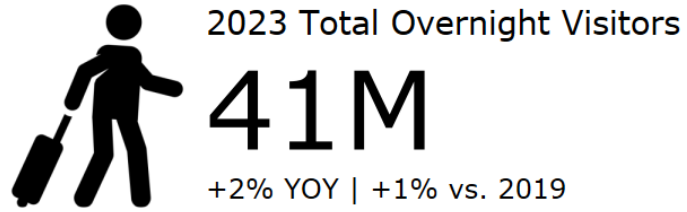
TRAVEL
RESEARCH
TRENDS



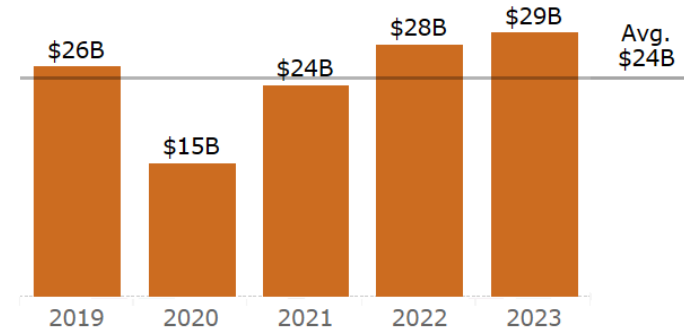
Arizona Travel Impact



State Domestic Travel Impact

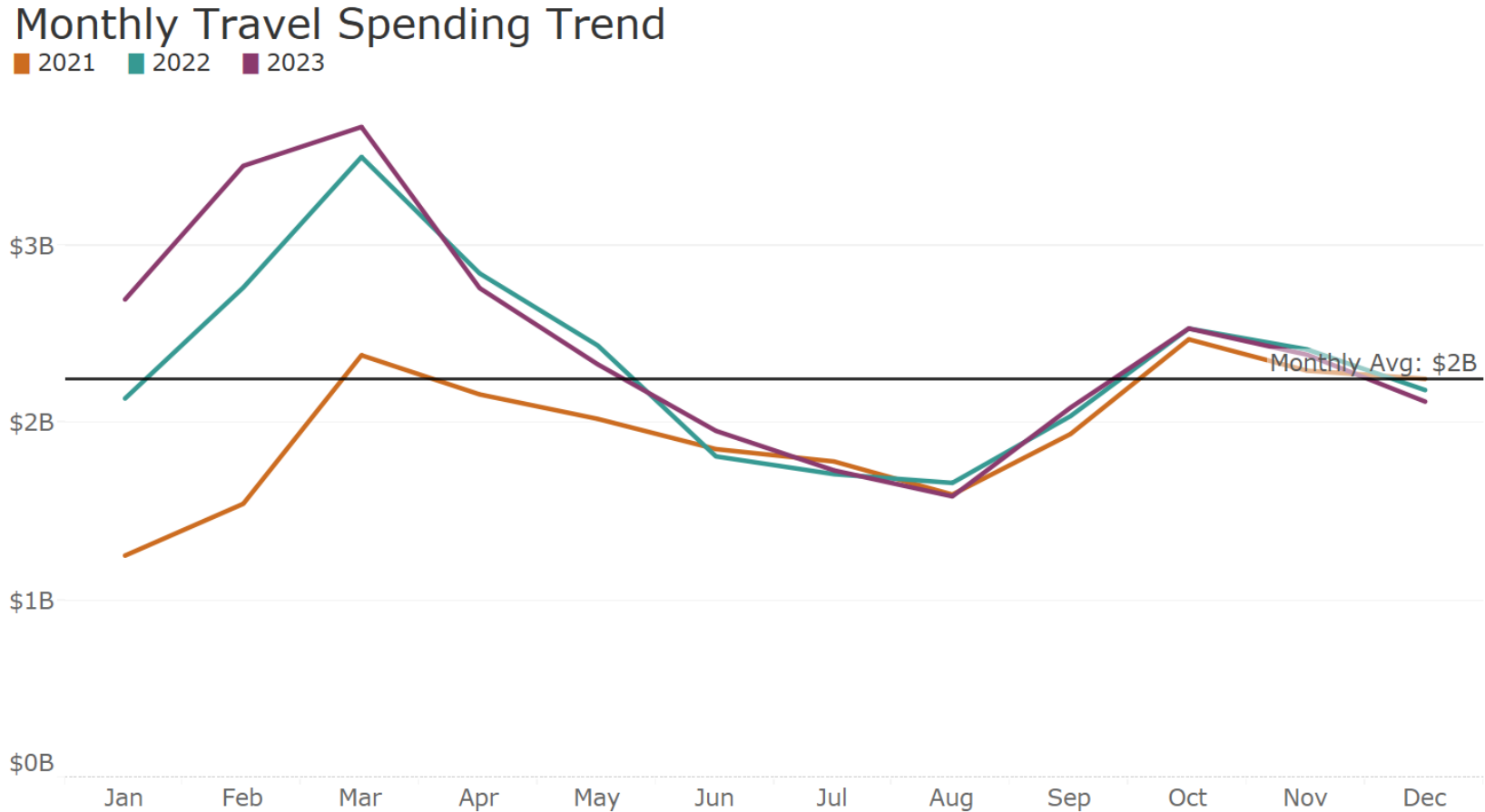


Source: Tourism Economics



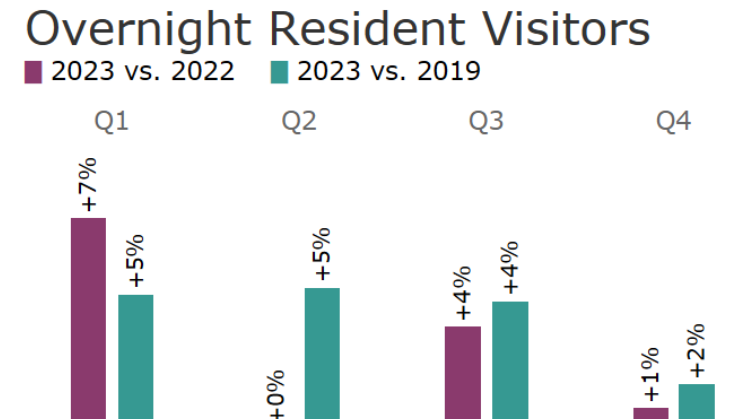
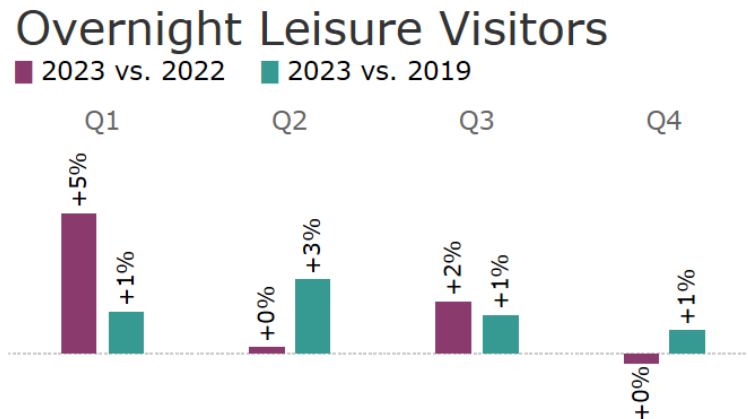
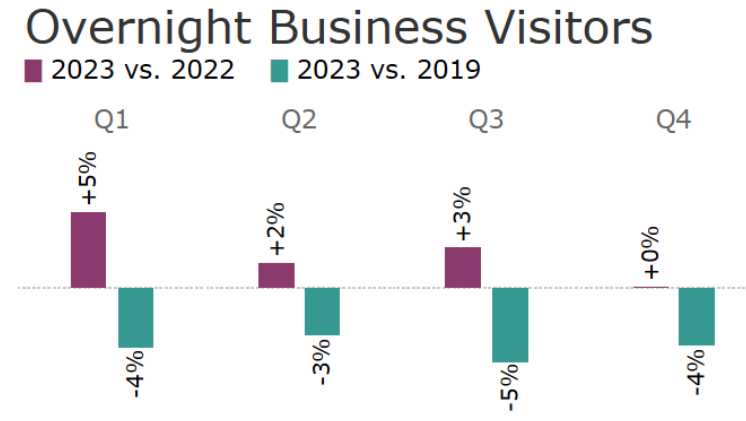
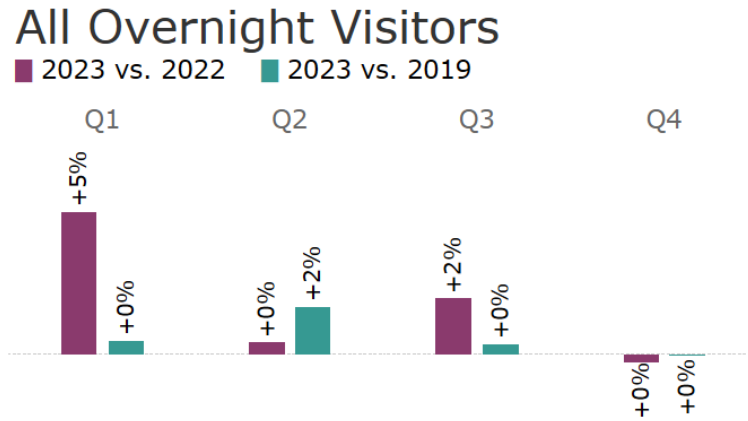
Source: Dean Runyan Associates

State Domestic Travel Impact



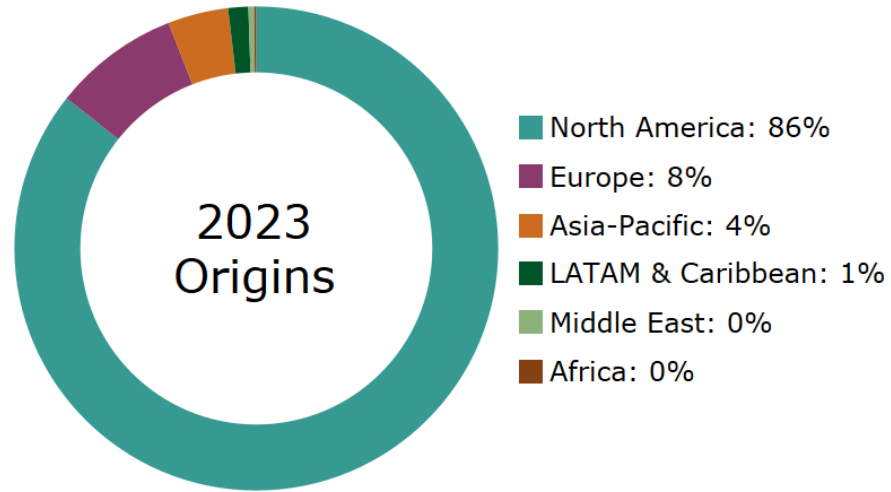
Source: Dean Runyan Associates

State Domestic Travel Impact

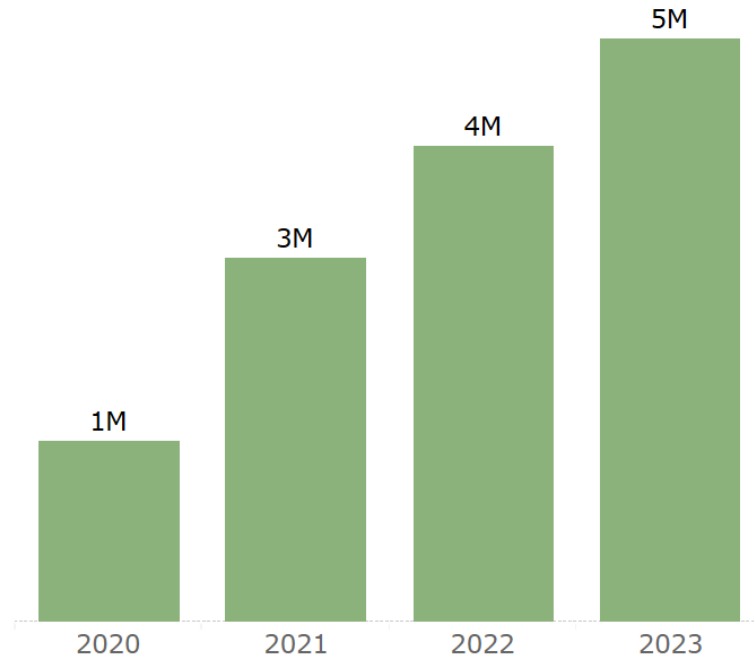


Source: Tourism Economics

State International Travel Impact



Annual International Overnight Visits
Last 4 years



Source: Tourism Economics International State Travel

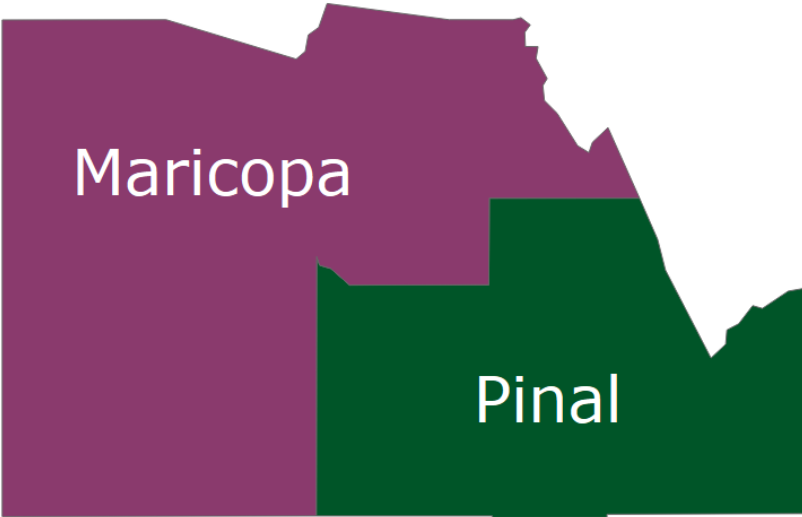
Travel Impact by County



2023 Total Spending: Phoenix & Central Region

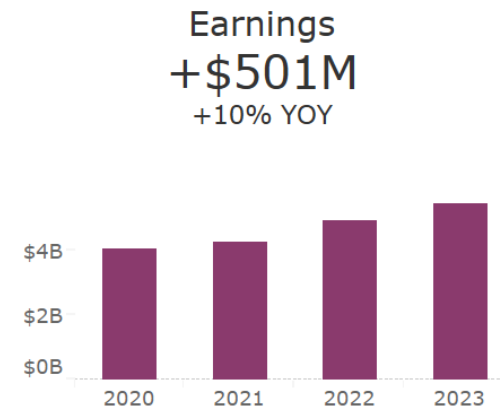
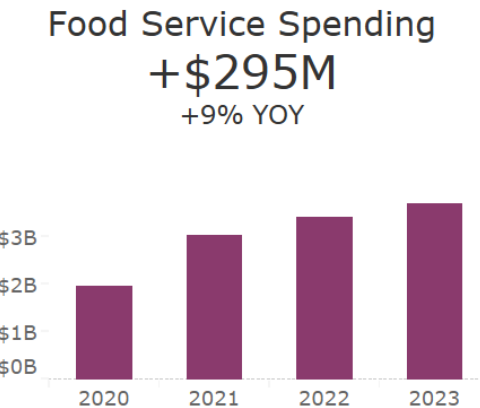
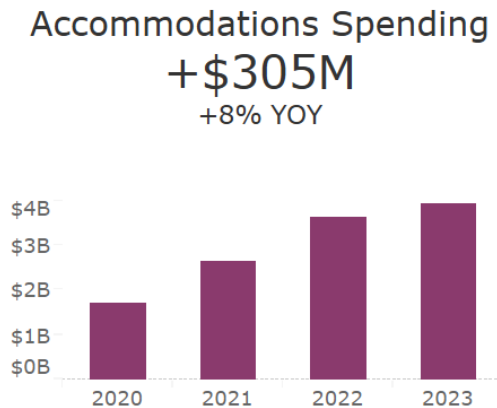
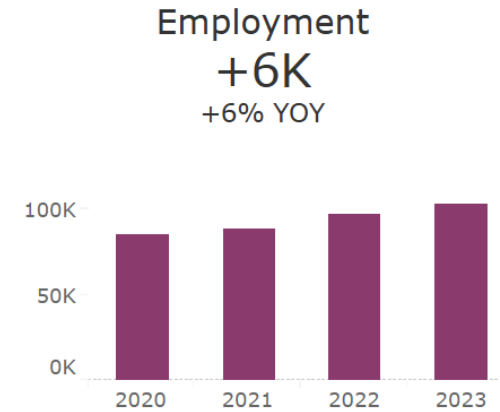
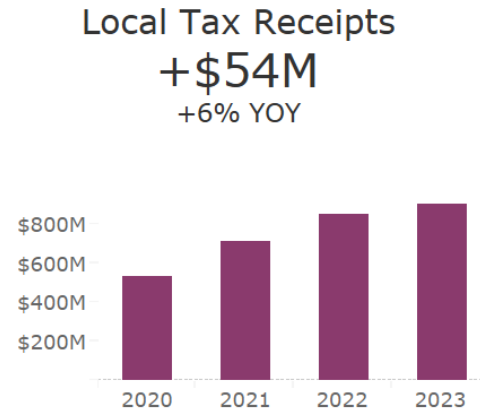
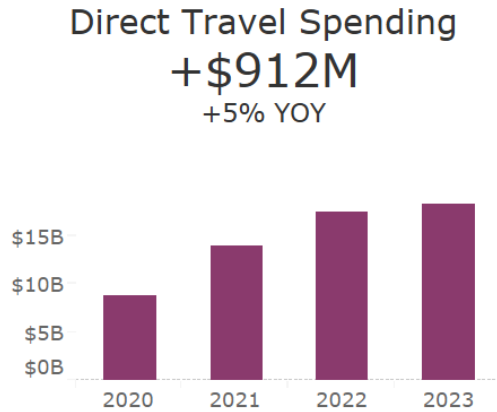
Maricopa
\$18B
+5% YOY

Pinal
\$946M
+3% YOY



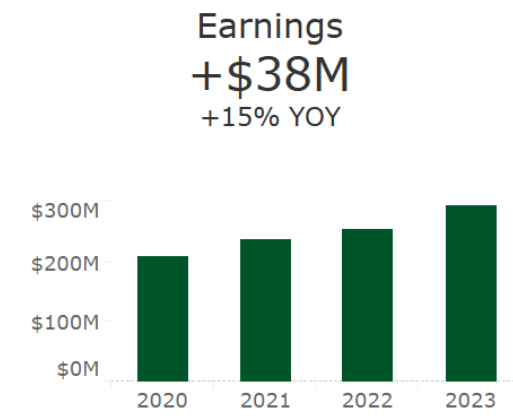
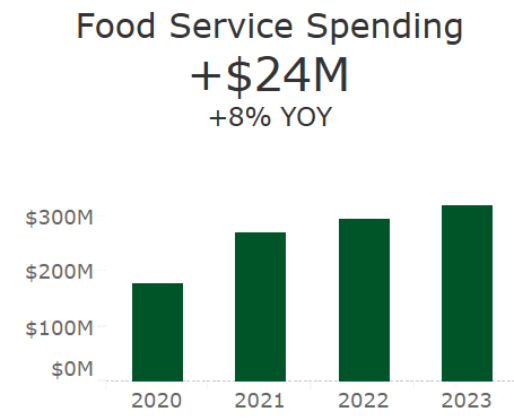
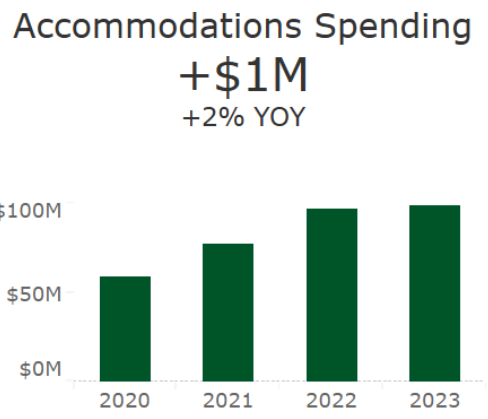
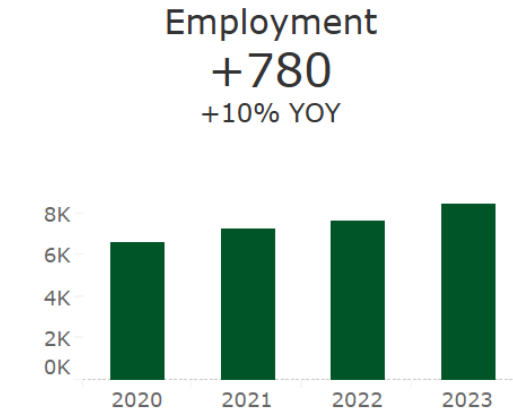
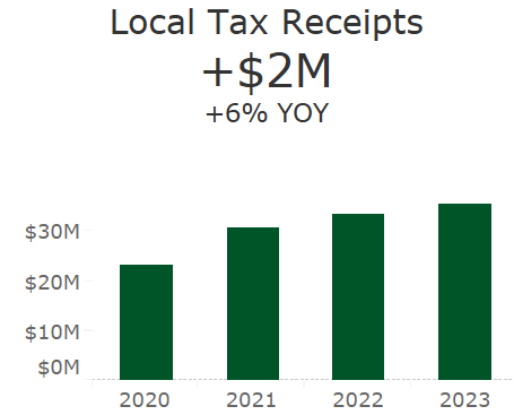
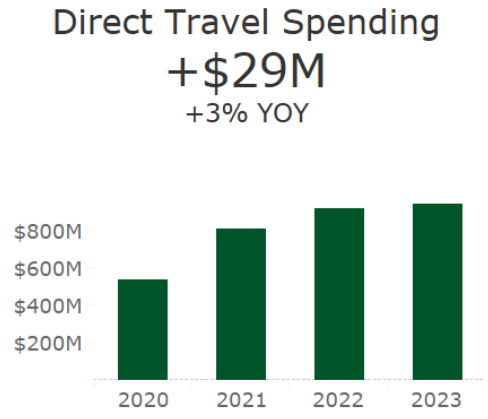
Source: Arizona Travel Impacts, Dean Runyan Associates

Travel Impacts: Maricopa County



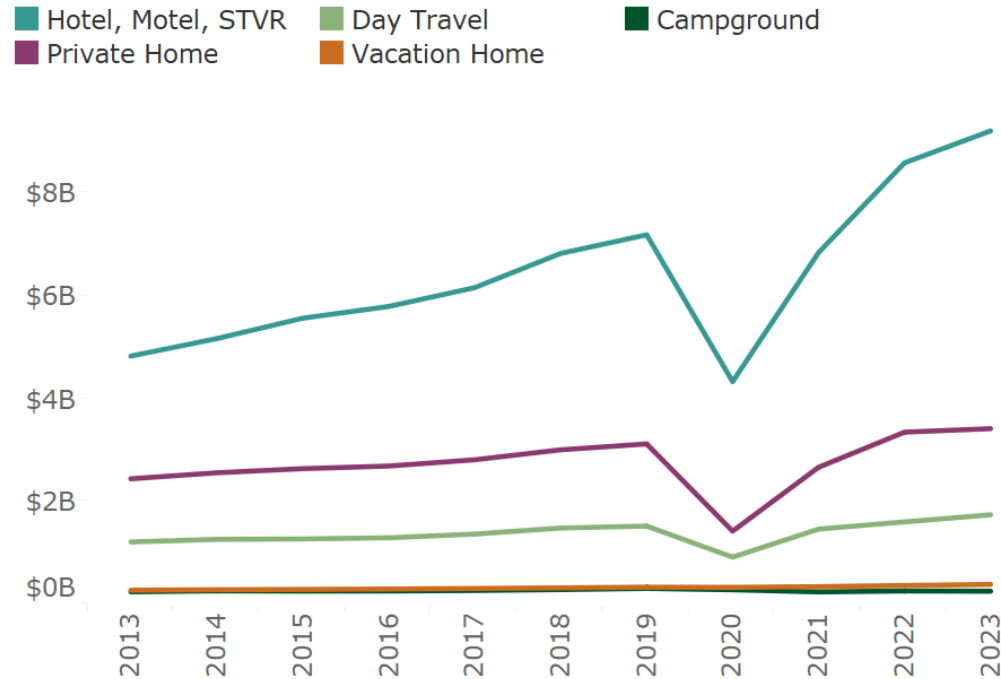
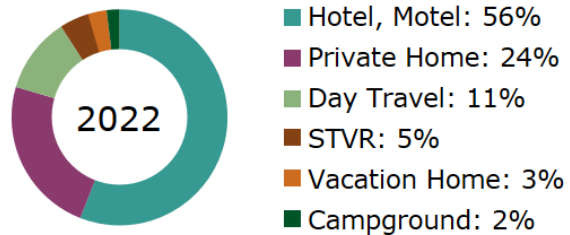
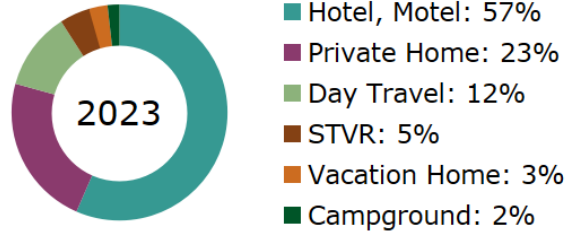
Source: Arizona Travel Impacts, Dean Runyan Associates

Travel Impacts: Pinal County



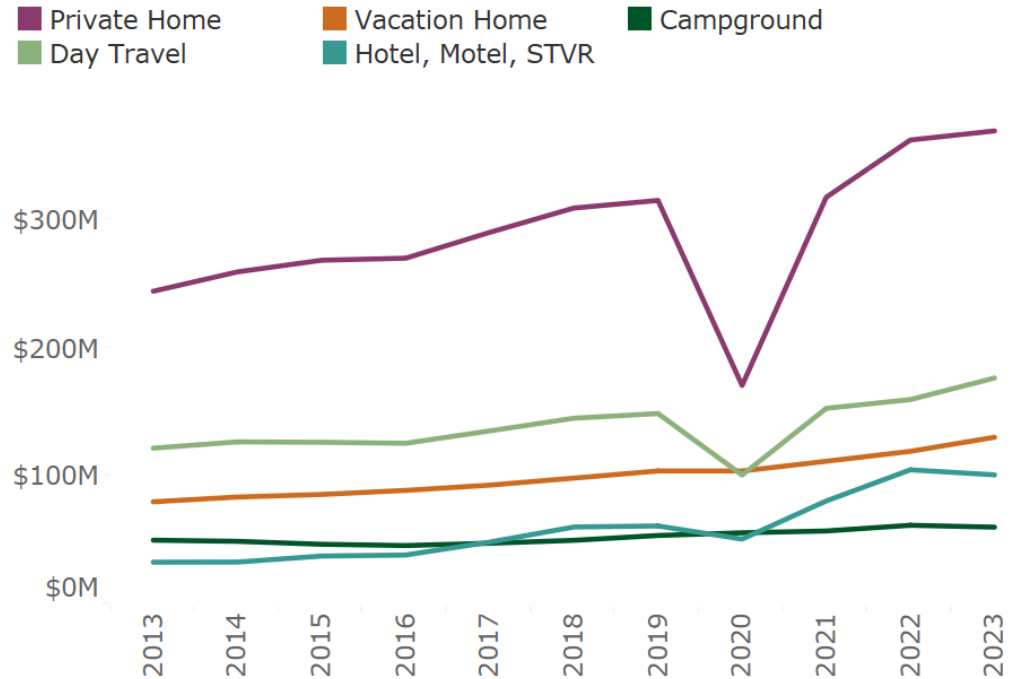
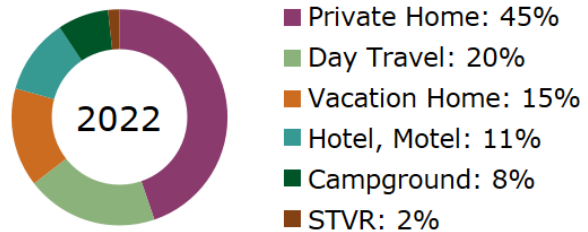
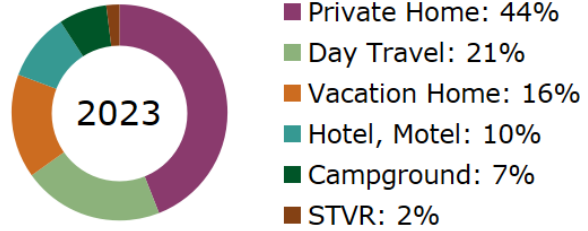
Source: Arizona Travel Impacts, Dean Runyan Associates

Spend by Accommodation Type: Maricopa County



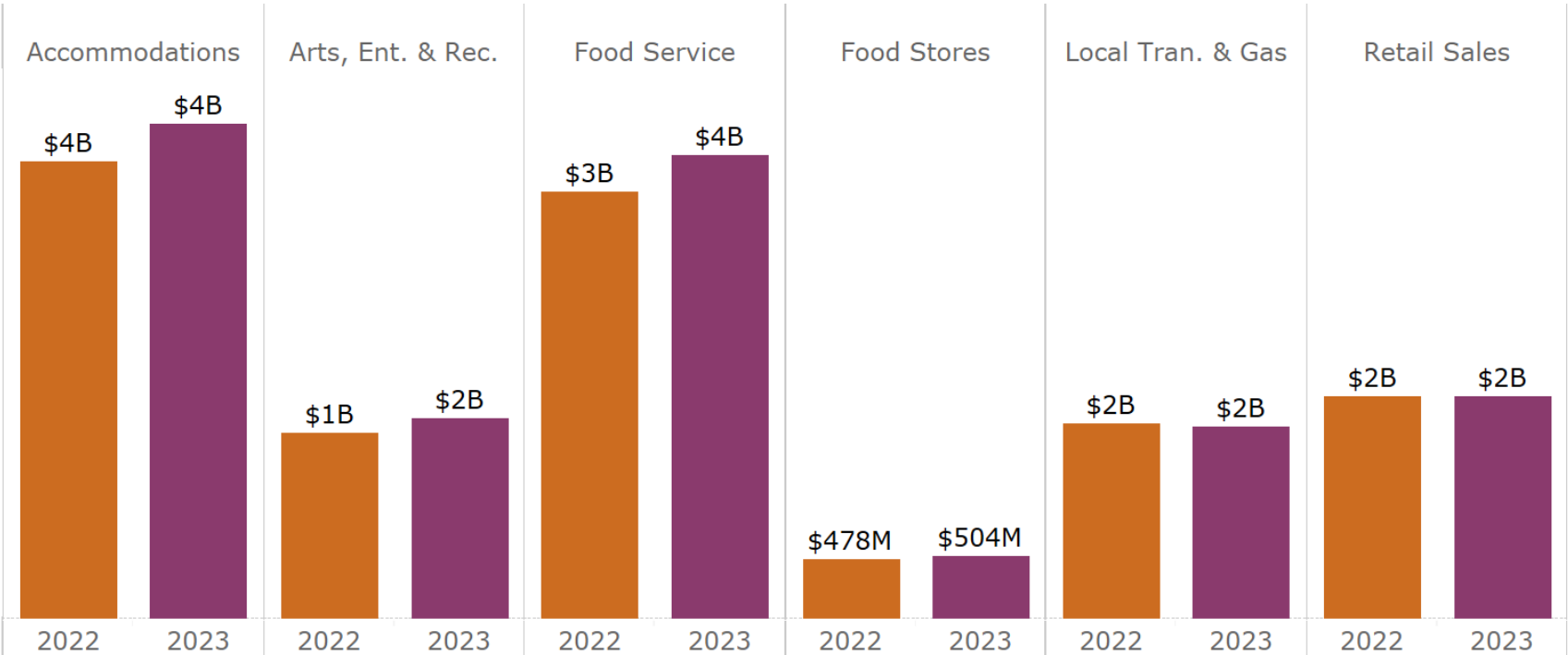
Source: Arizona Travel Impacts, Dean Runyan Associates
 * STVR stands for Short-Term Vacation Rental

Spend by Accommodation Type: Pinal County



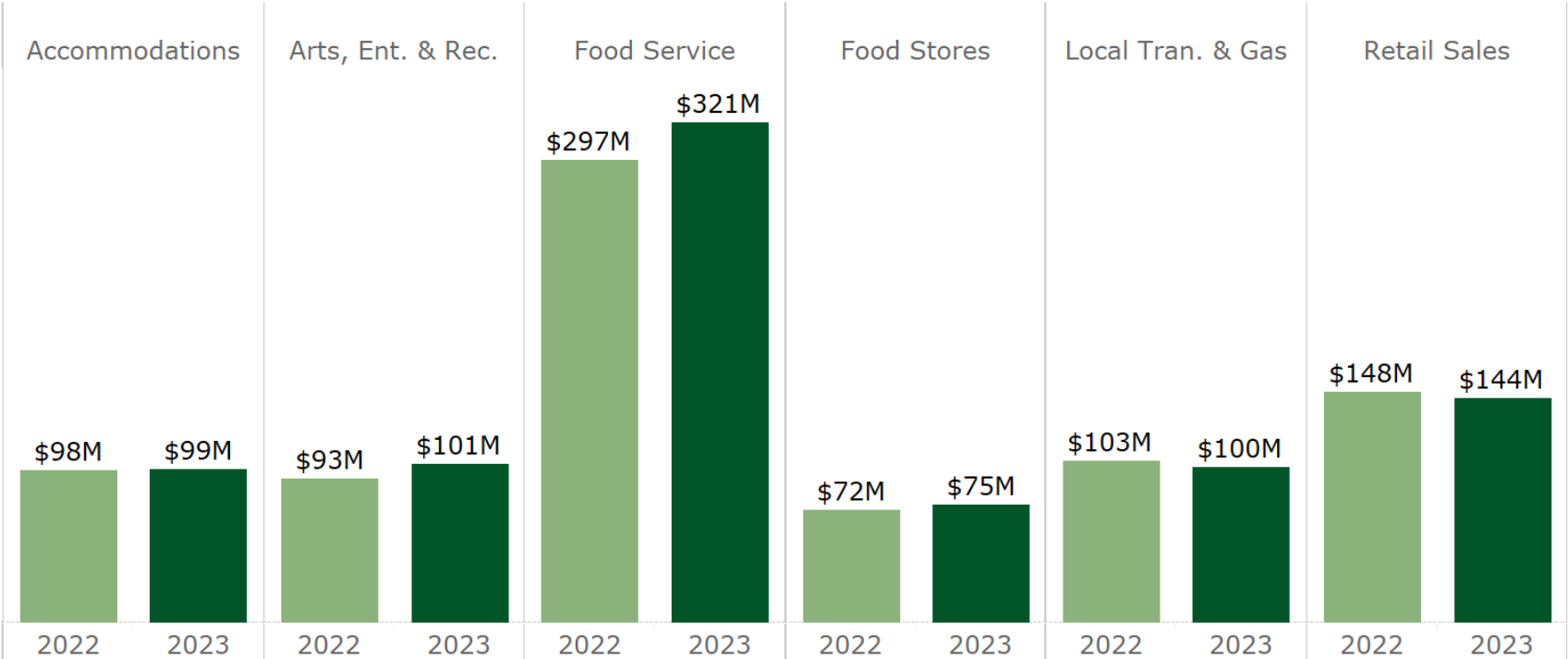
Source: Arizona Travel Impacts, Dean Runyan Associates
 * STVR stands for Short-Term Vacation Rental

Spend by Commodity: Maricopa County



Source: Arizona Travel Impacts, Dean Runyan Associates

Spend by Commodity: Pinal County



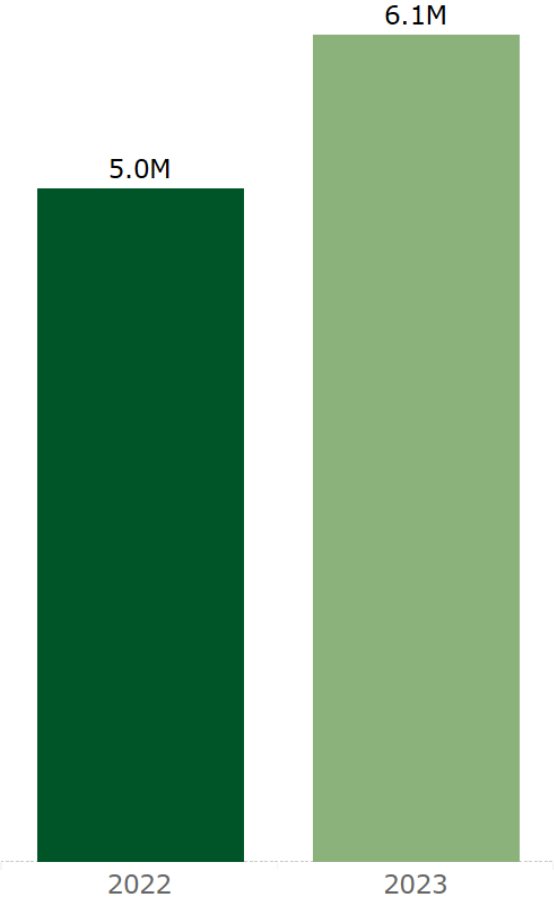
Source: Arizona Travel Impacts, Dean Runyan Associates

Lodging Performance

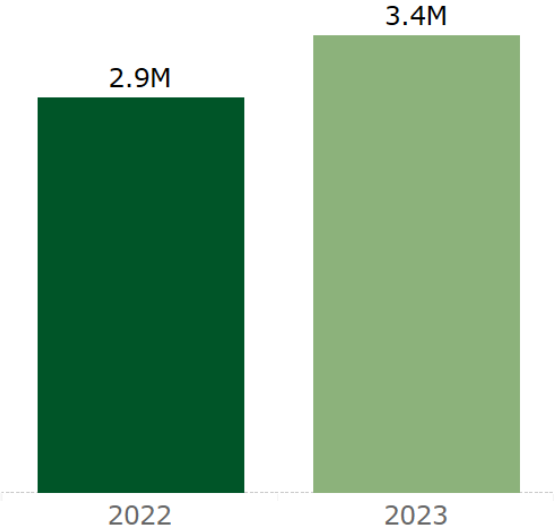


Short-Term Rentals: Phoenix & Central Region

Year-to-Date Supply
Jan - Dec All Properties Available



Year-to-Date Demand
Jan - Dec Nights Sold at All Properties



Source: AirDNA

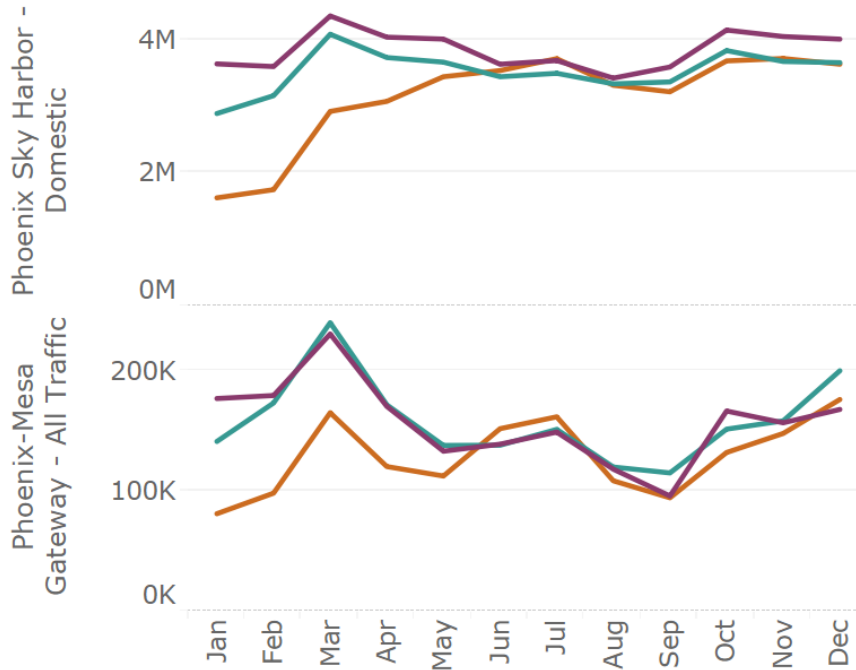
Airport Passenger Traffic



Airport Passengers: Phoenix & Central Region

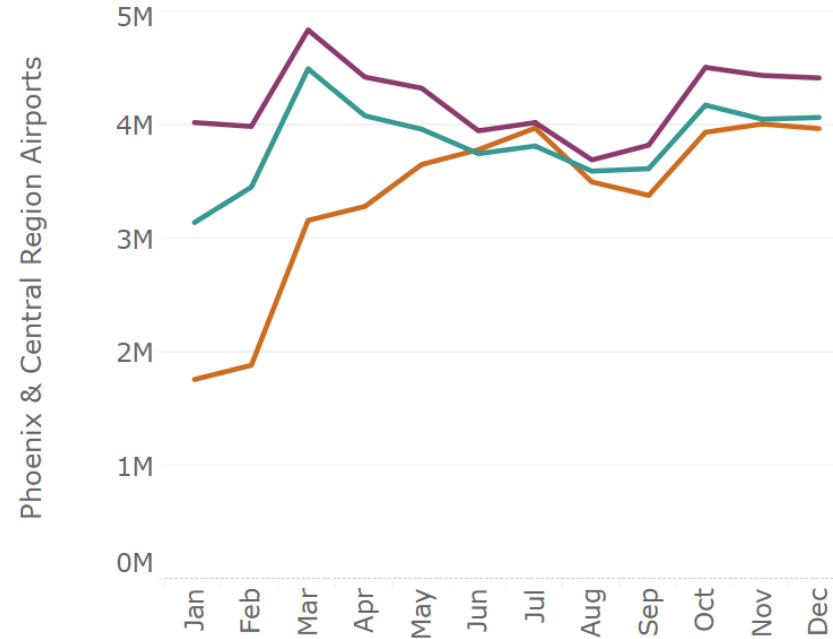
Airport Hub

2021 2022 2023



Region Airports

2021 2022 2023



Phoenix Sky Harbor Domestic & International, Phoenix-Mesa Gateway - All Traffic

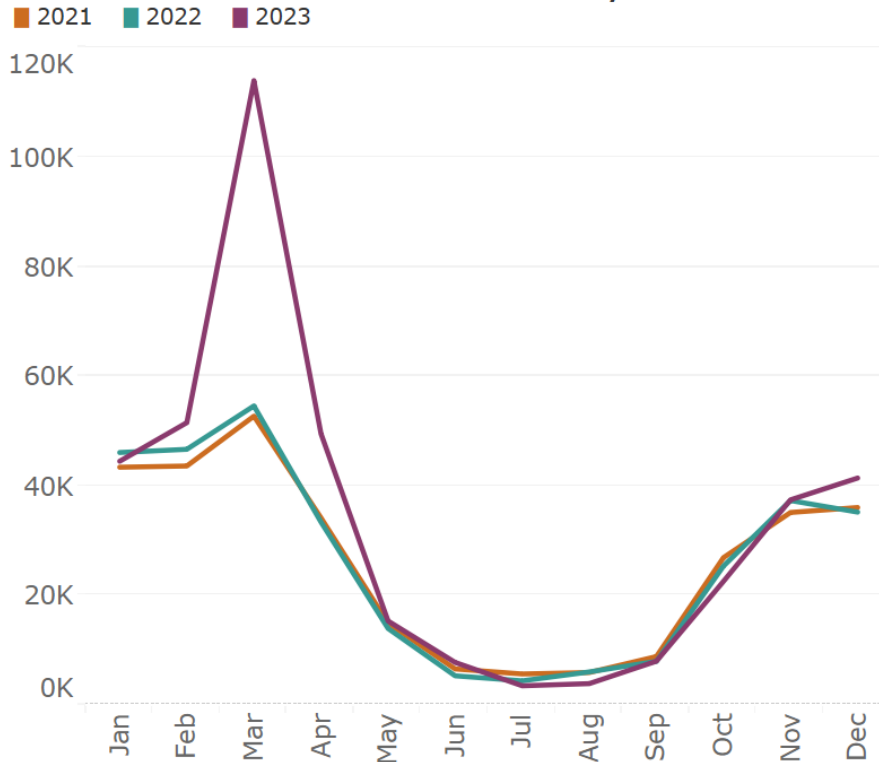
Source: Airport Passenger Traffic, Northern Arizona University, Arizona Airports

National & State Parks



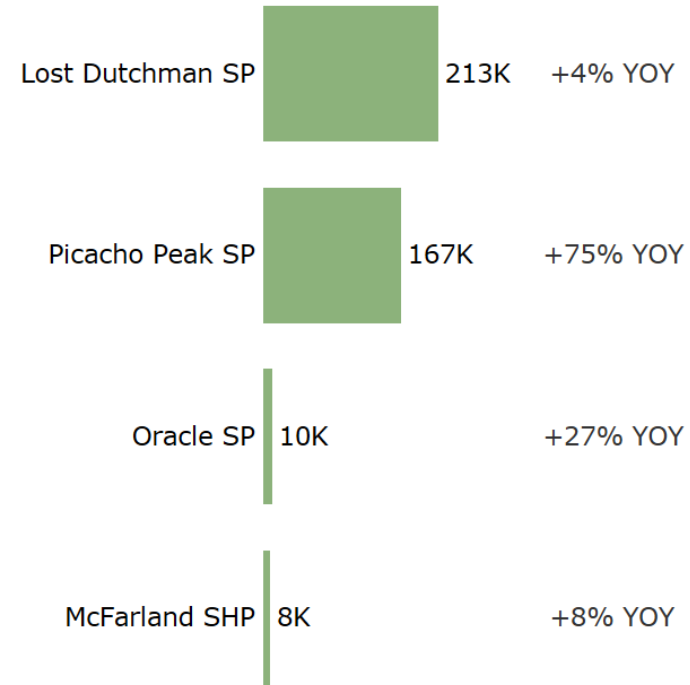
State Parks: Phoenix & Central Region

State Parks Visitation Monthly Trend



Year-to-Date Park Visitation

Jan - Dec 2023 Visits & YOY % Change

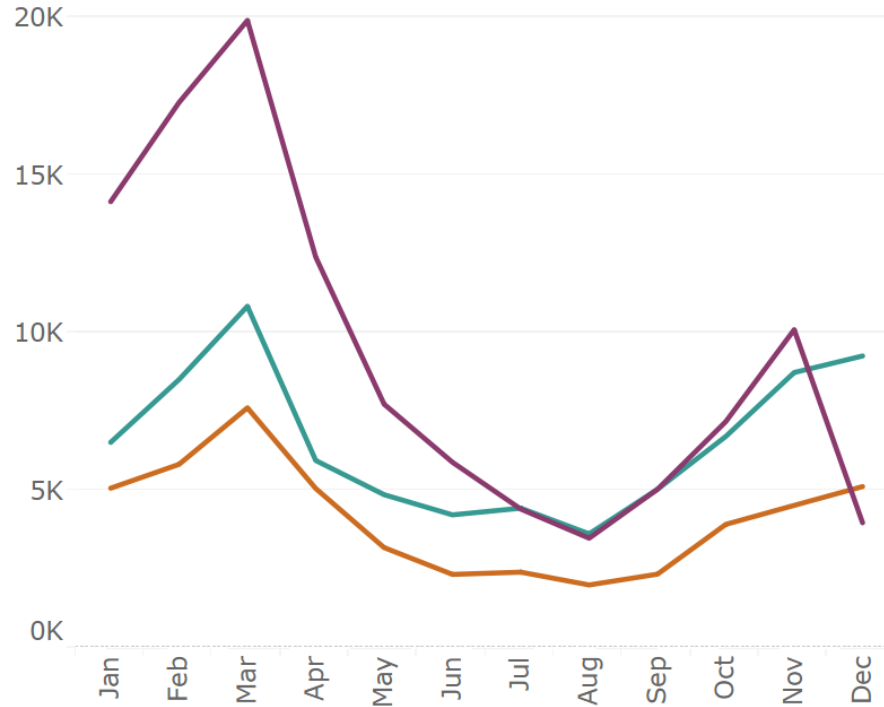


Source: Northern Arizona University, Arizona State Parks

National Parks: Phoenix & Central Region

National Parks Visitation Monthly Trend

2021 2022 2023



Year-to-Date Park Visitation

Jan - Dec 2023 Visits & YOY % Change



Casa Grande Ruins NM

111,392

+41.8% YOY

Source: Northern Arizona University, National Park Service

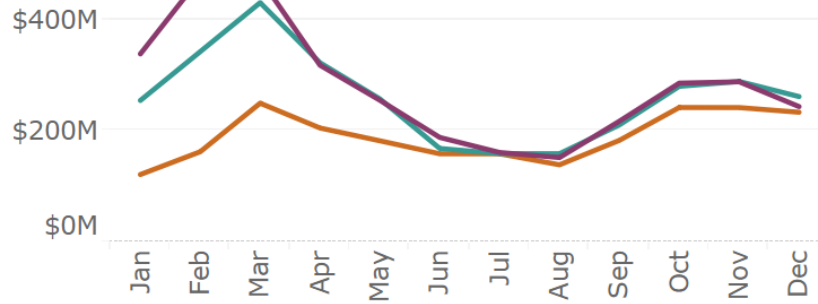
Gross Sales



Gross Sales: Maricopa County

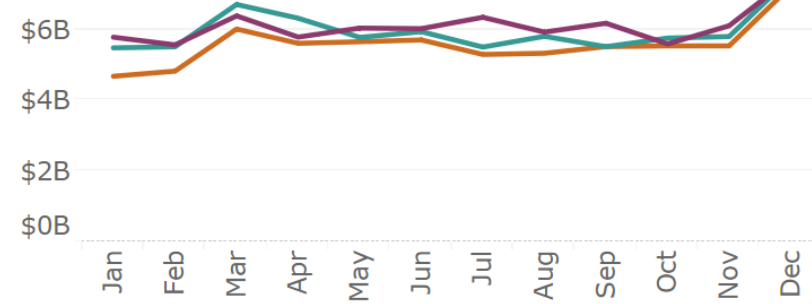
Hotel/Motel

2021 2022 2023



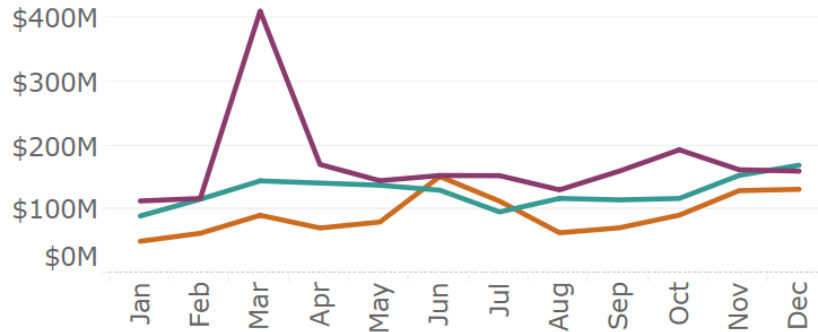
Retail

2021 2022 2023



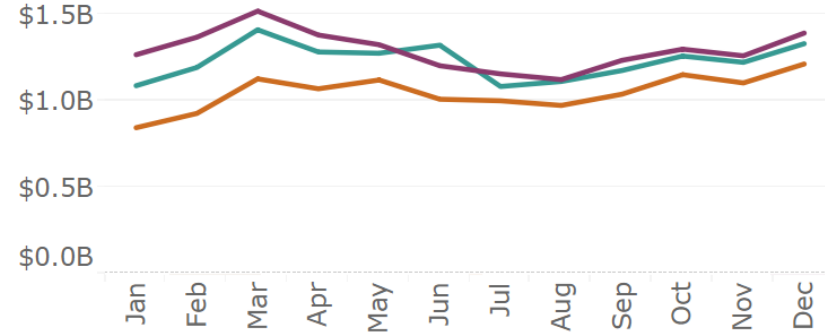
Amusement

2021 2022 2023



Restaurant

2021 2022 2023

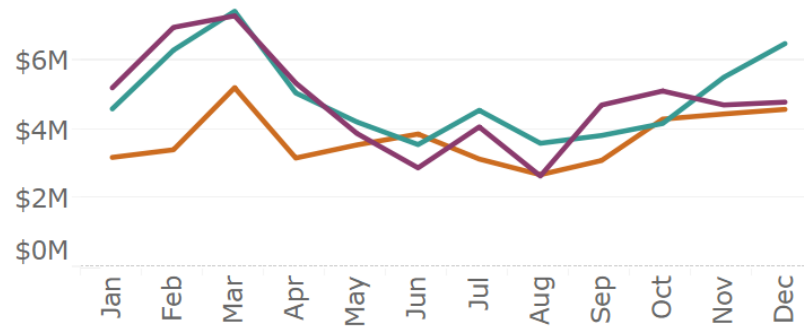


Source: Northern Arizona University's Economic Policy Institute, Arizona Department of Revenue

Gross Sales: Pinal County

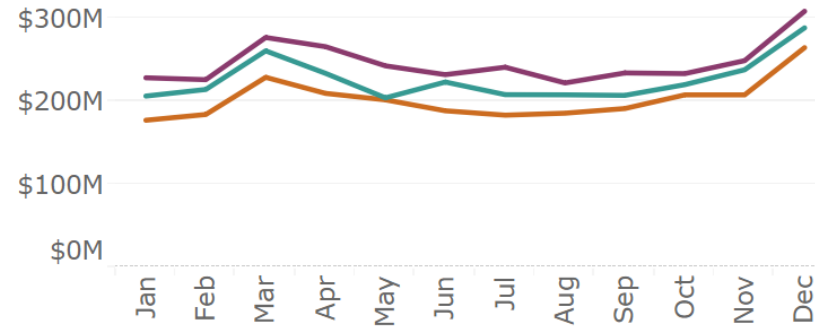
Hotel/Motel

2021 2022 2023



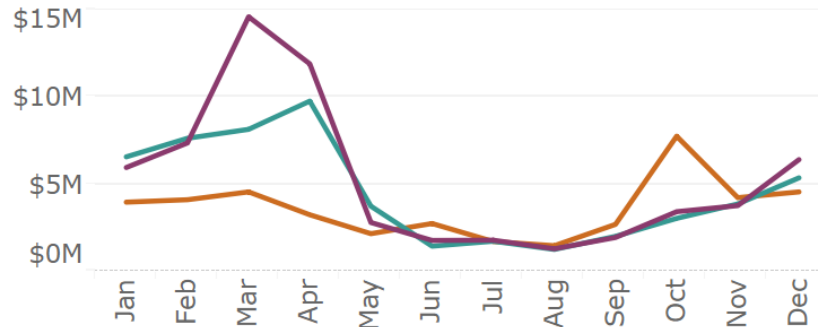
Retail

2021 2022 2023



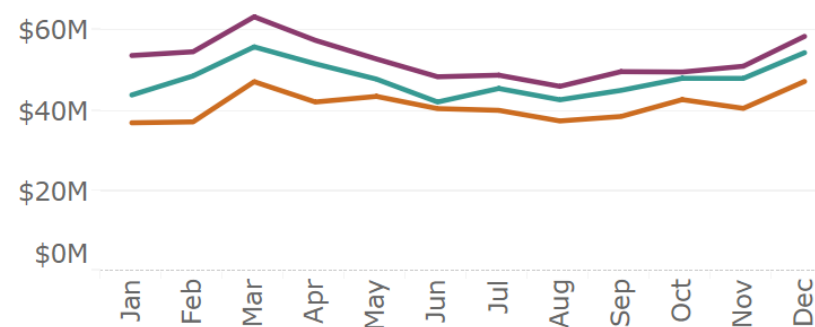
Amusement

2021 2022 2023



Restaurant

2021 2022 2023

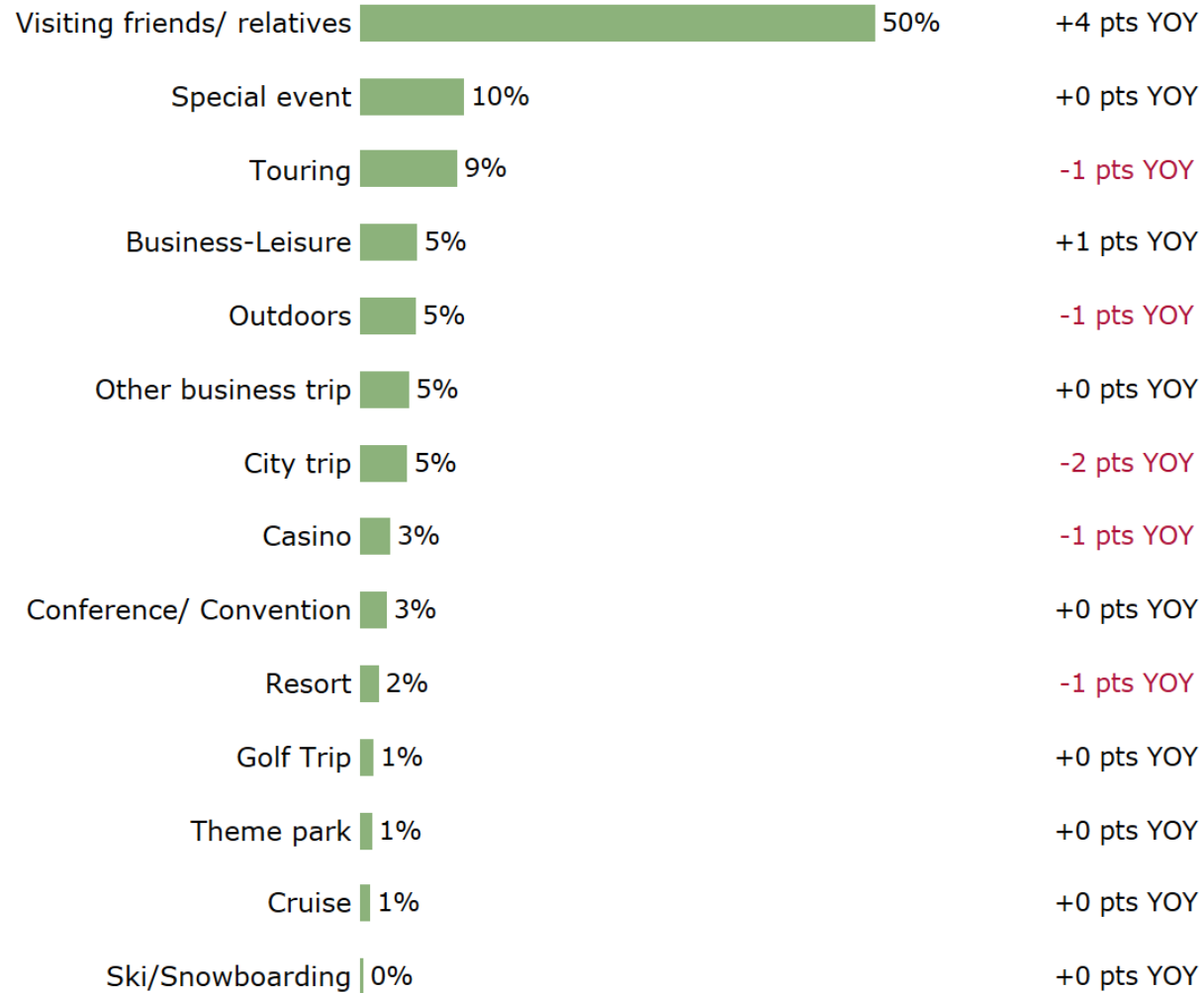


Source: Northern Arizona University's Economic Policy Institute, Arizona Department of Revenue

Visitor Summary

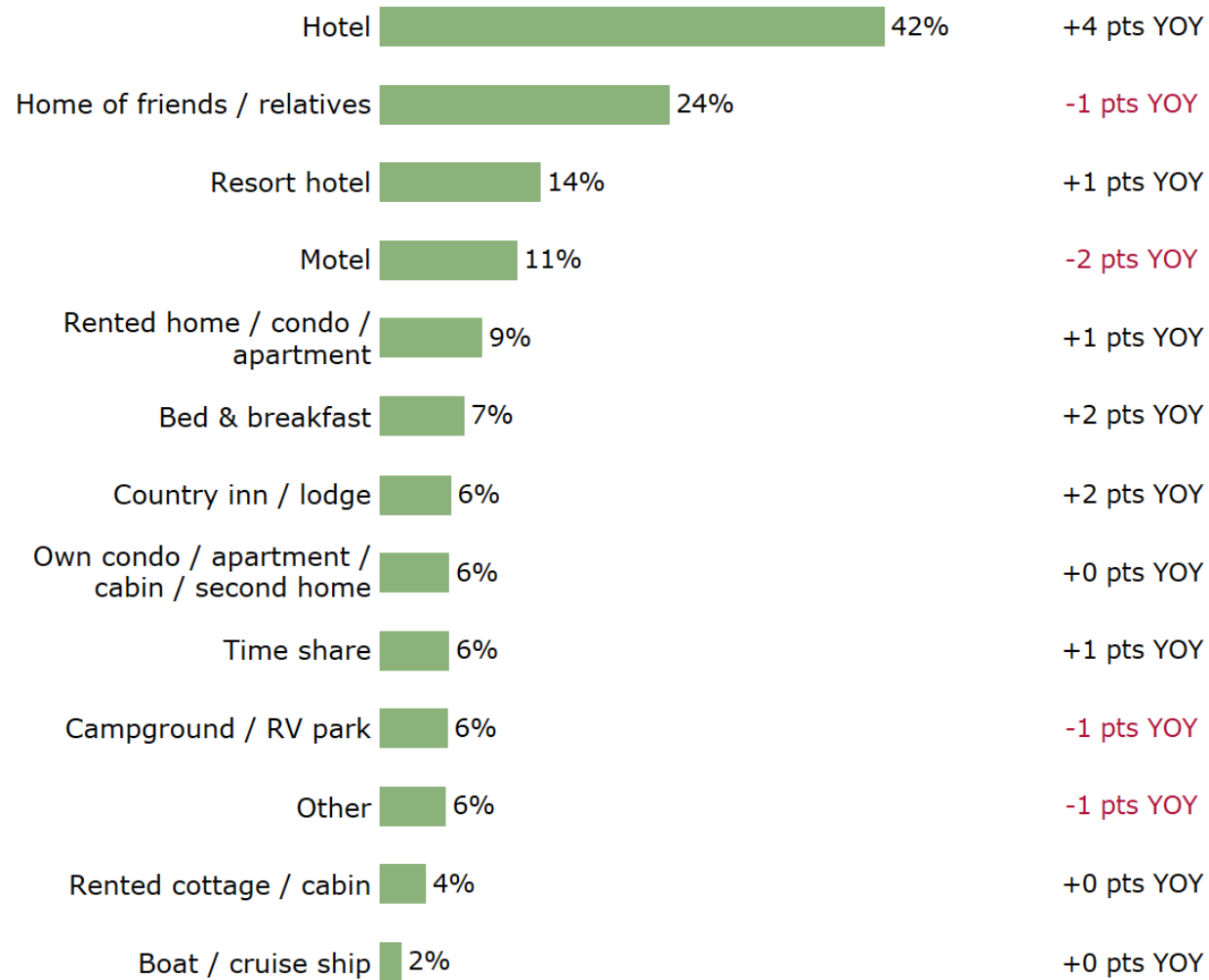


2023 Main Purpose of Trip: Phoenix & Central Region




Source: Longwoods


2023 Accommodation: Phoenix & Central Region



Source: Longwoods

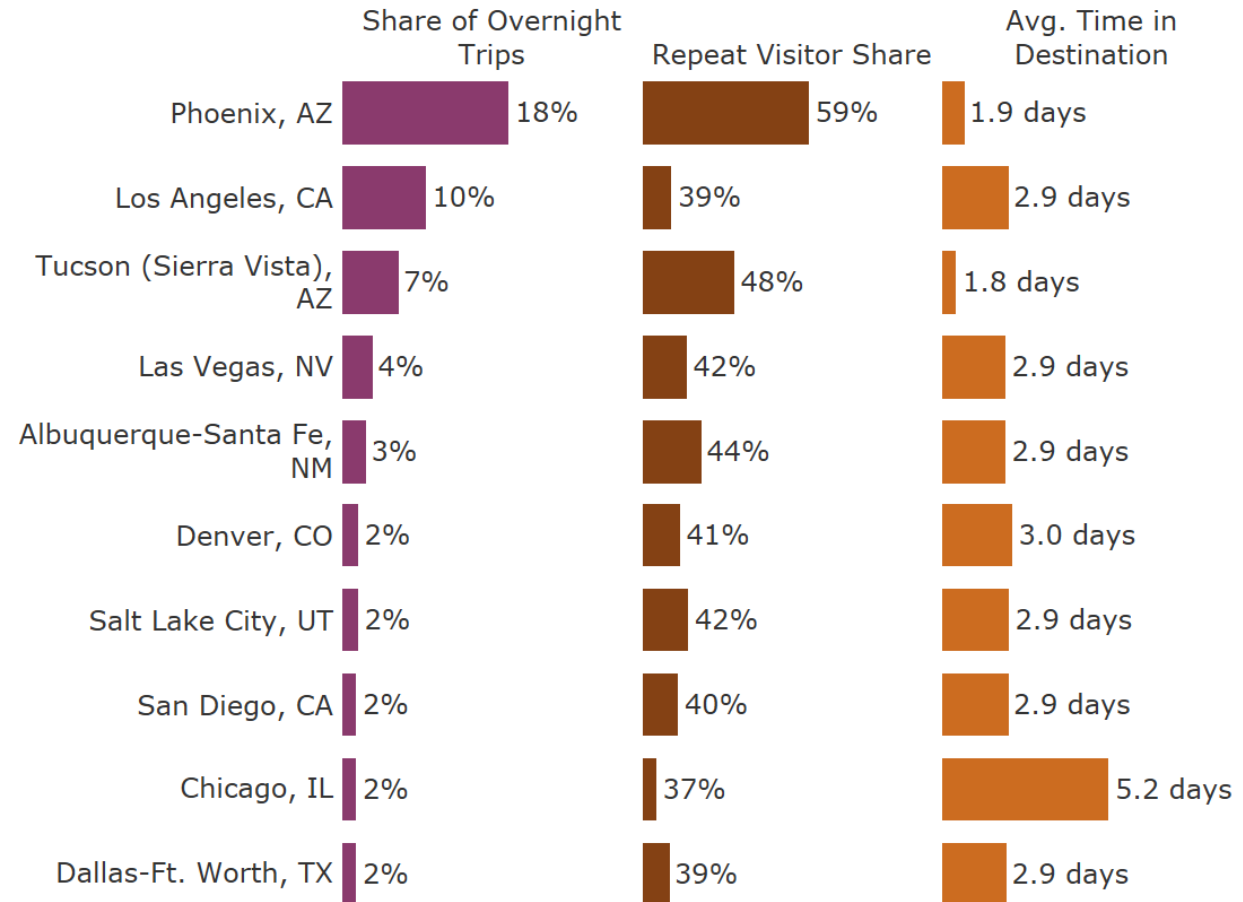
2023 Visitor Summary: Maricopa County


86%
 Overnight Visitor Share


61%
 Repeat Visitor Share


3.4 days
 Avg. Time in Destination

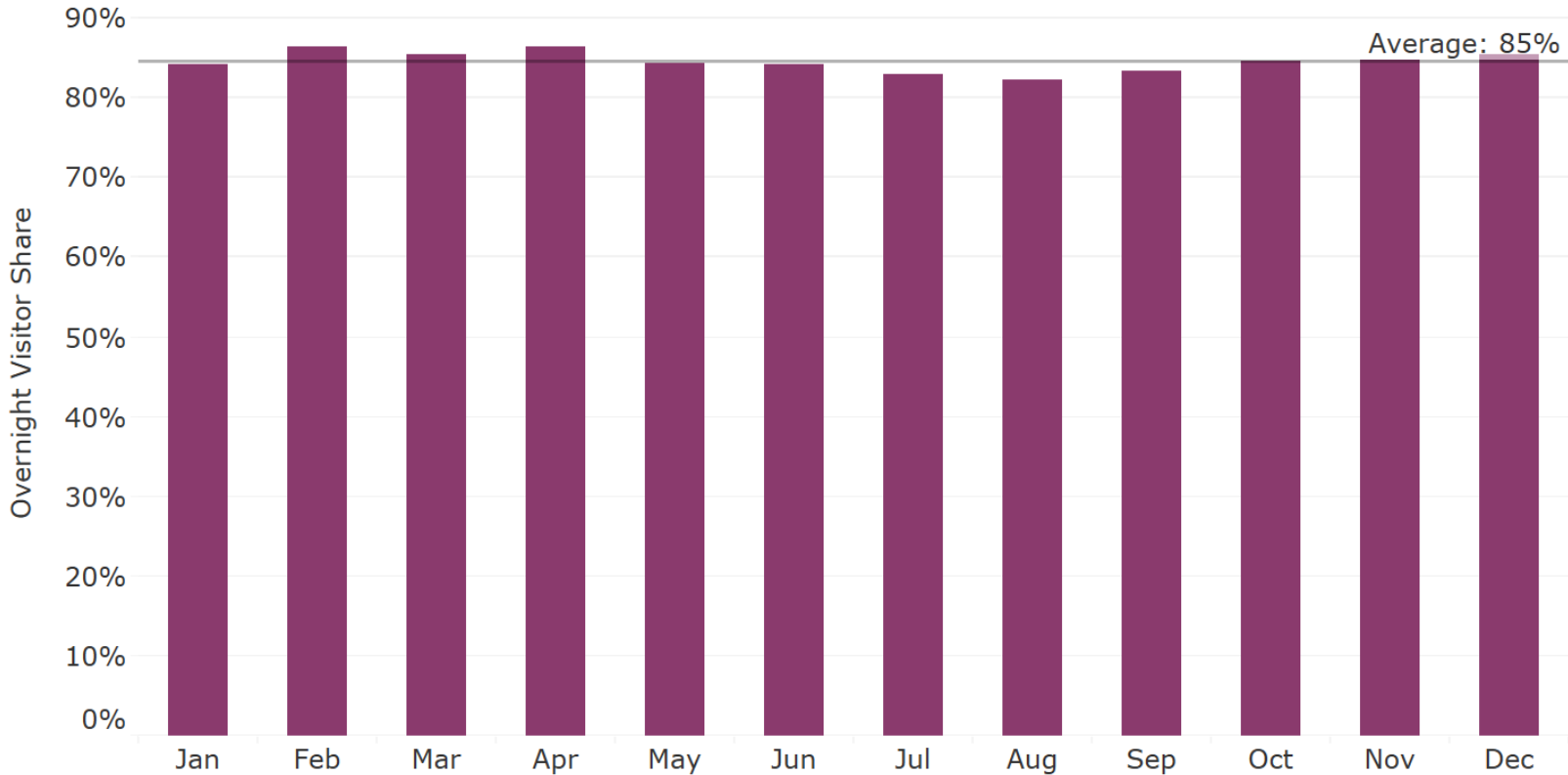
Top 10 Overnight Visitor Origins



Source: Azira


Overnight Visitor Share: Maricopa County

2023 Overnight Visitor Share Monthly Trend



Source: Azira

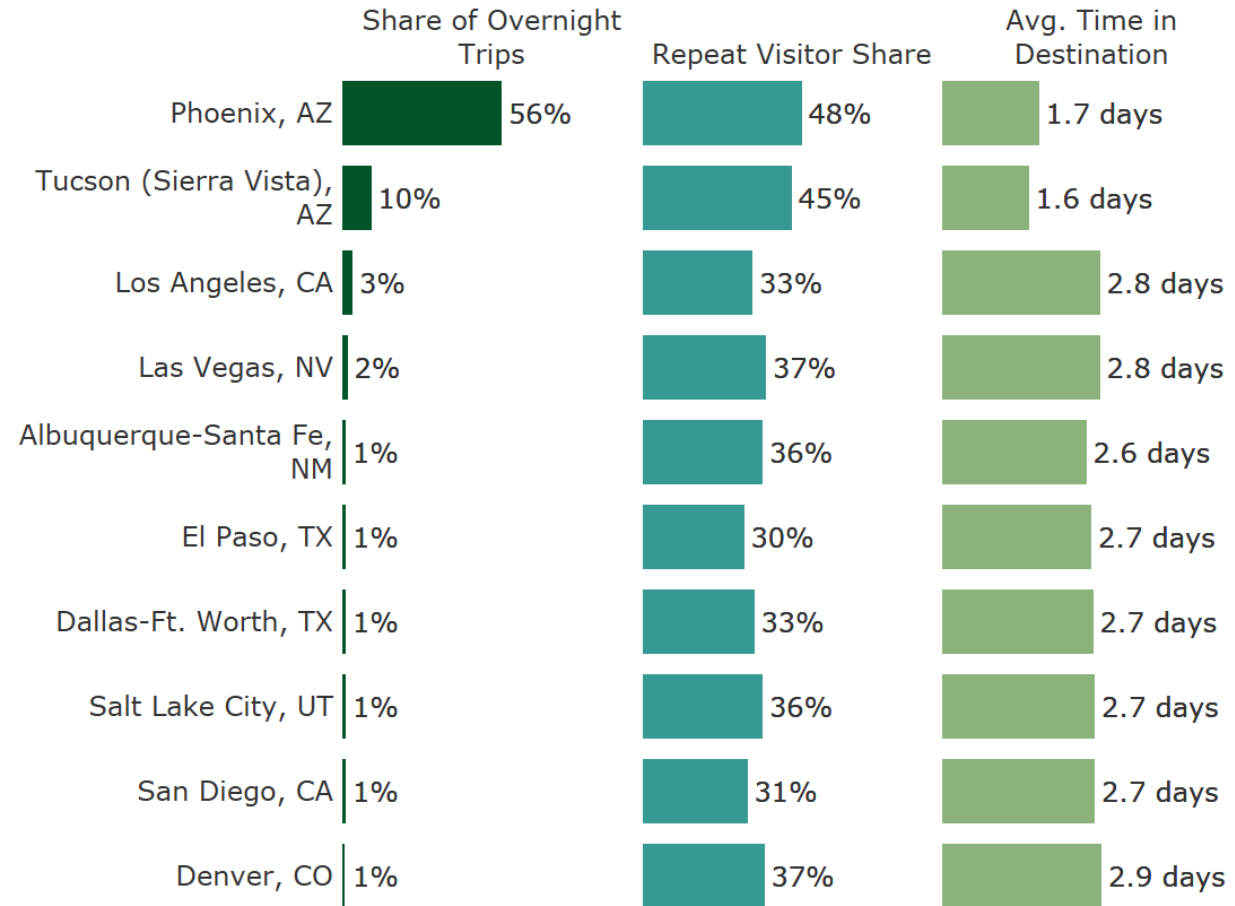
2023 Visitor Summary: Pinal County


76%
 Overnight Visitor Share


58%
 Repeat Visitor Share


2.0 days
 Avg. Time in Destination

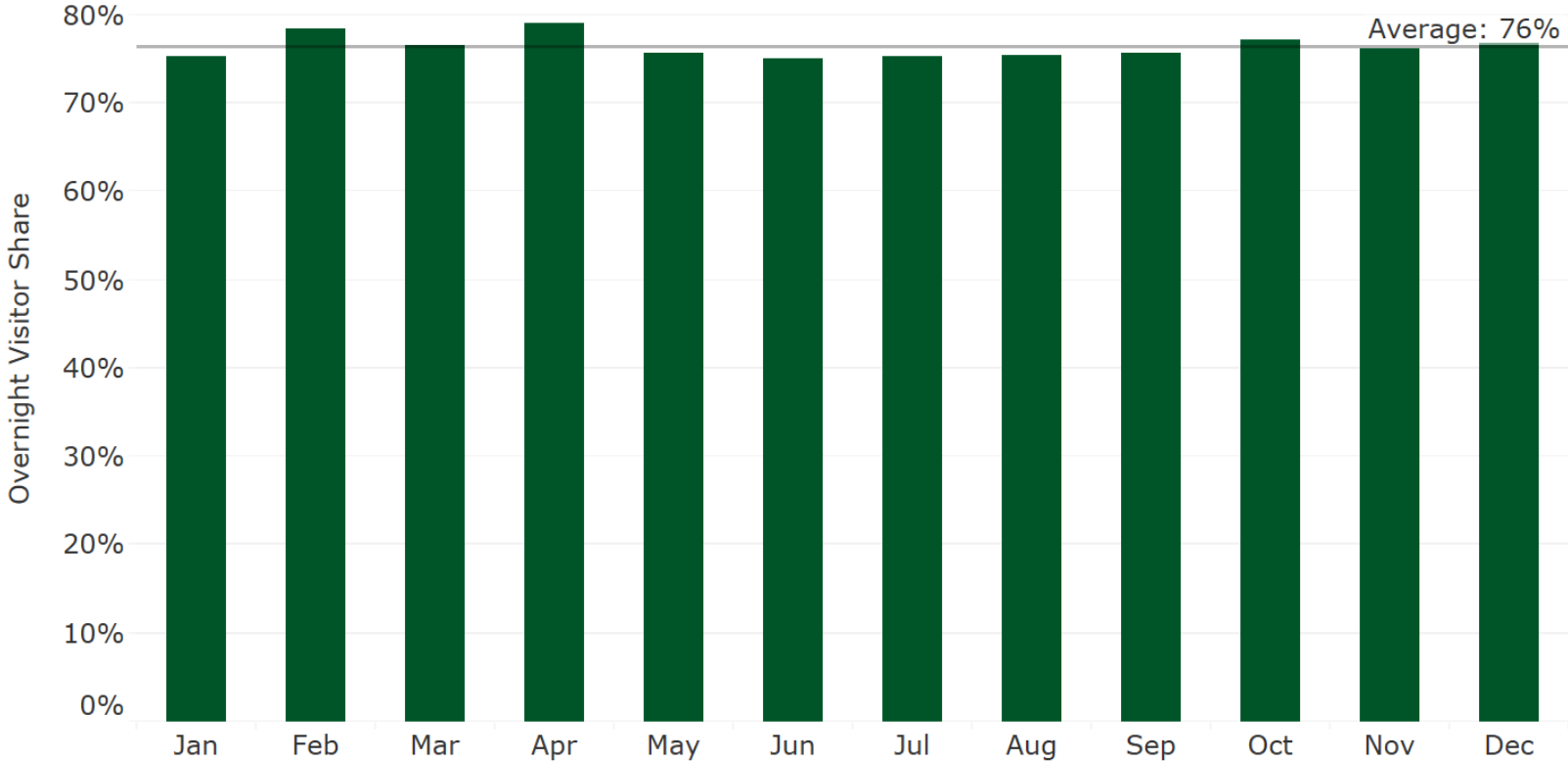
Top 10 Overnight Visitor Origins



Source: Azira

Overnight Visitor Share: Pinal County

2023 Overnight Visitor Share Monthly Trend



Source: Azira