

# The Economic Impact of Travel

## Arizona

2024p Calendar Year

State, Regional, & County Impacts

May, 2025

**PREPARED FOR**

Arizona Office of Tourism



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# The Economic Impact of Travel in Arizona

**2024 Calendar Year Preliminary**

**State, Regional, & County Impacts**

Arizona Office of Tourism

5/30/2025

## **PRIMARY RESEARCH CONDUCTED BY**

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Photo by Pixabay, cropped by DRA

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# Table of Contents

<b>INTRODUCTION .....</b>	<b>7</b>
<b>U.S. TRAVEL IMPACTS .....</b>	<b>9</b>
DIRECT TRAVEL SPENDING.....	9
<i>Direct Travel Spending 2000-2024 .....</i>	<i>9</i>
<i>Direct Travel Spending by Commodity 2000-2024 .....</i>	<i>9</i>
DIRECT EMPLOYMENT.....	11
<b>ARIZONA TRAVEL IMPACTS.....</b>	<b>13</b>
DIRECT TRAVEL IMPACTS .....	13
2024p Summary .....	13
Direct Travel Spending.....	14
Current and Inflation-Adjusted Direct Travel Spending.....	15
Direct Travel-Generated Earnings.....	20
Direct Travel-Generated Employment.....	21
Direct Tax Revenue.....	22
Transaction Privilege Tax (TPT), 2024 Fiscal Year .....	25
Travel-Generated Tax per Resident Household, 2024p.....	26
Travel Industry Gross Domestic Product (GDP) .....	27
TOPI as a Percent of GDP, 2024p.....	29
Historical Trend of Direct Visitor Impacts .....	30
TOTAL VISITOR IMPACTS .....	33
Total Employment, 2024 .....	34
Total Earnings, 2024 .....	35
<b>REGIONAL TRAVEL IMPACTS.....</b>	<b>37</b>
REGIONAL DEFINITIONS .....	37
Direct Travel Impact Summary, 2024p .....	38
Direct Travel Spending Summary, 2014-2024p .....	39
Direct Earnings Summary, 2014-2024p.....	41
Direct Employment Summary, 2014-2024p.....	41
Direct Tax Revenue Summary, 2014-2024p .....	42
<b>COUNTY TRAVEL IMPACTS.....</b>	<b>54</b>
Direct Travel Impact Summary, 2024p .....	54
Direct Spending Summary, 2014-2024p.....	55
Direct Employment Summary, 2014-2024p.....	59
Direct Earnings Summary, 2014-2024p.....	60
Direct Tax Revenue Summary, 2014-2024p .....	62
<b>GLOSSARY .....</b>	<b>93</b>
<b>METHODOLOGY .....</b>	<b>94</b>

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# Introduction

## Purpose of the Report

This report was commissioned by Arizona Office of Tourism to assess the economic impact of travel to the state of Arizona. The travel industry represents an important component of Arizona's state economy. Spending associated with travel in Arizona generates earnings, employment and taxes throughout the state. Many counties in Arizona contain attractive travel destinations and consider the travel industry a primary economic industry in their area. This report describes economic activity associated with travel throughout the state, detailing important trends within the industry.

## How to Use the Report

This report brings together data collected from many sources, both public and private, that are relevant to the measurement of travel throughout Arizona. Our analysis synthesizes the data and generates estimates for the impact of travel to counties in the state. We encourage the reader of this report to use the table of contents to navigate to the section of the report that is relevant to their concerns and to reach out to Dean Runyan Associates with any questions on further detail or clarification.

## Revisions

This report also presents revised travel impact figures for 2023 based on data available after the 2023 report was published.



**Spending, Employment, Earnings, and Taxes** are the key metrics to measure the economic impacts of travel.

**Travel impacts** measure the economic impact of travel activity within a region. Because travel is a broad activity that encompasses many other activities (transportation, lodging, eating & drinking, recreational activities, etc.), it is necessary to make economic impact estimates for each travel related activity to determine the total travel impact. Travel impact reports are used by industry stakeholders to benchmark the travel industry against other local industries, understand the makeup of travel activity in their region, and communicate the economic relevance of the regional travel industry.



# U.S. Travel Impacts

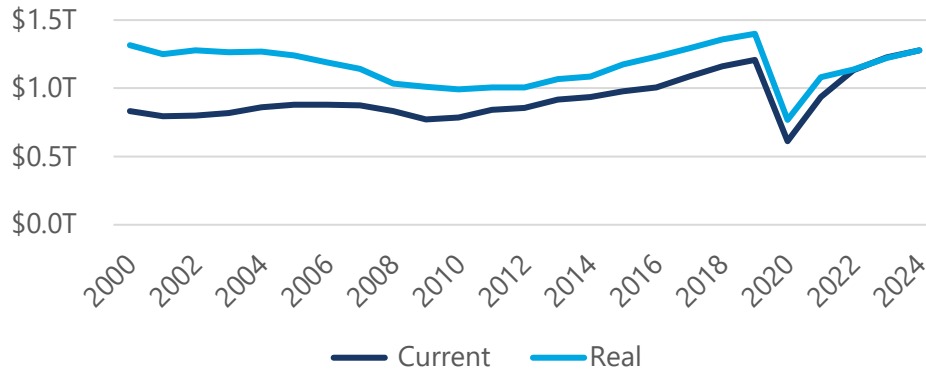
2024p



# U.S. Travel Impacts

## Direct Travel Spending

### Direct Travel Spending 2000-2024



National travel-related spending was \$1.3 trillion in 2024, a **4.2% (4.6% when adjusted for inflation) increase** compared to the previous year.

**Source:** Dean Runyan Associates

**Note:** Real spending is in chained 2024 dollars. Chained dollars are inflation-adjusted measures that account for changes in both prices and consumer spending patterns over time.

### Direct Travel Spending by Commodity 2000-2024



Travelers spent \$573.7 billion on Leisure & Hospitality in 2024, accounting **for 44.9% of the total direct expenditures.**

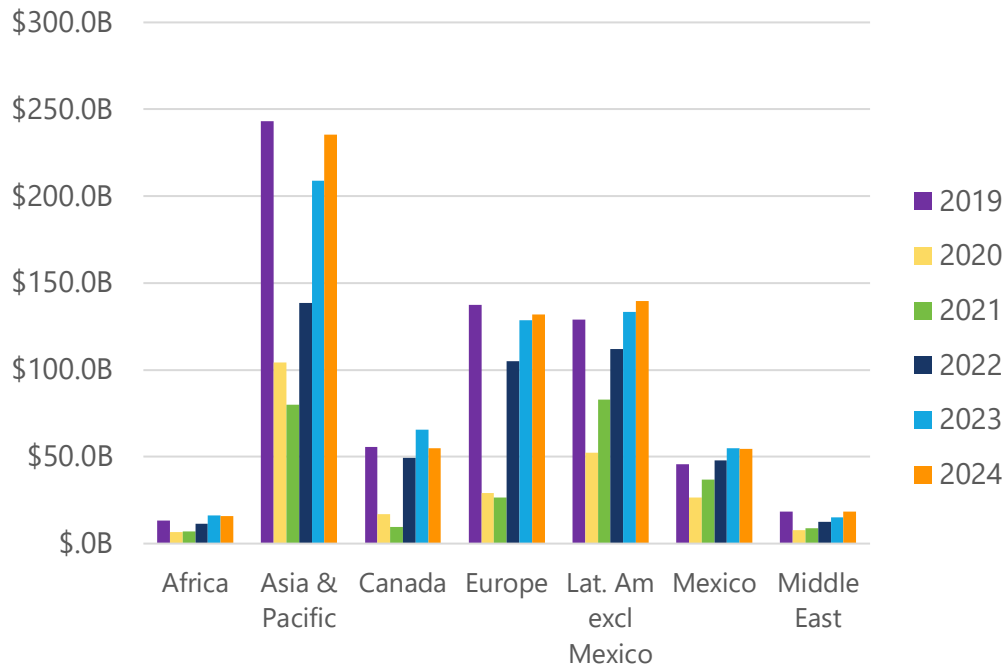
**Source:** Dean Runyan Associates

**Note:** DRA estimates 2024 national direct spend using Bureau of Economic Analysis (BEA) Travel and Tourism Satellite Account data from 2023 and available annual industry trends for 2024.

# U.S. Travel Impacts

## Direct Spending

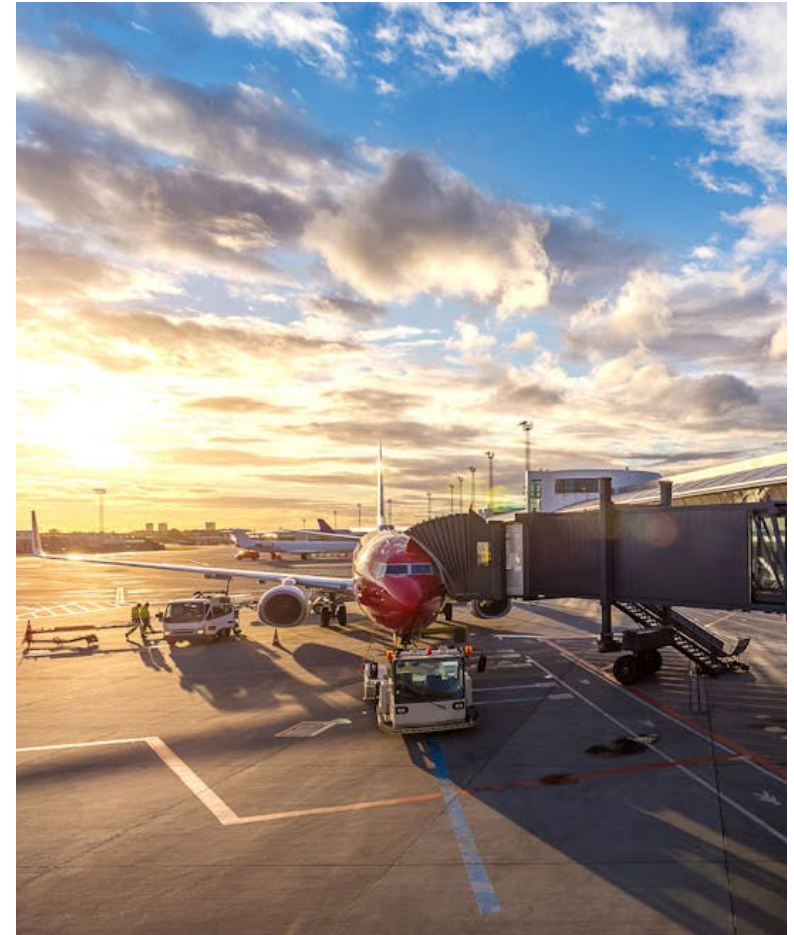
### International Travel Spending 2019-2024p



Visitors from Asia & Pacific Islands travelers spent \$235.3 billion on U.S. travel in 2024, a **12.7% increase** compared to the previous year.

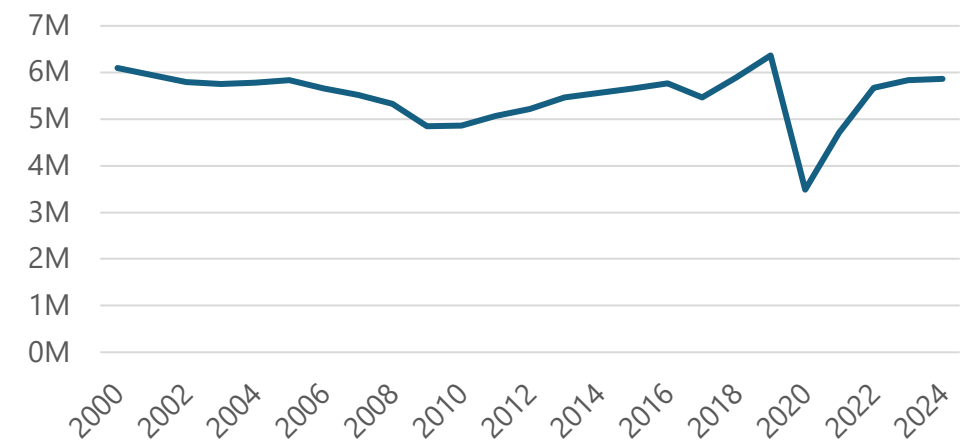
**Sources:** Dean Runyan Associates, U.S. Bureau of Economic Analysis

**Note:** International travel spending estimates do not include spending on health, education, or border-worker travel activity.



# U.S. Travel Impacts

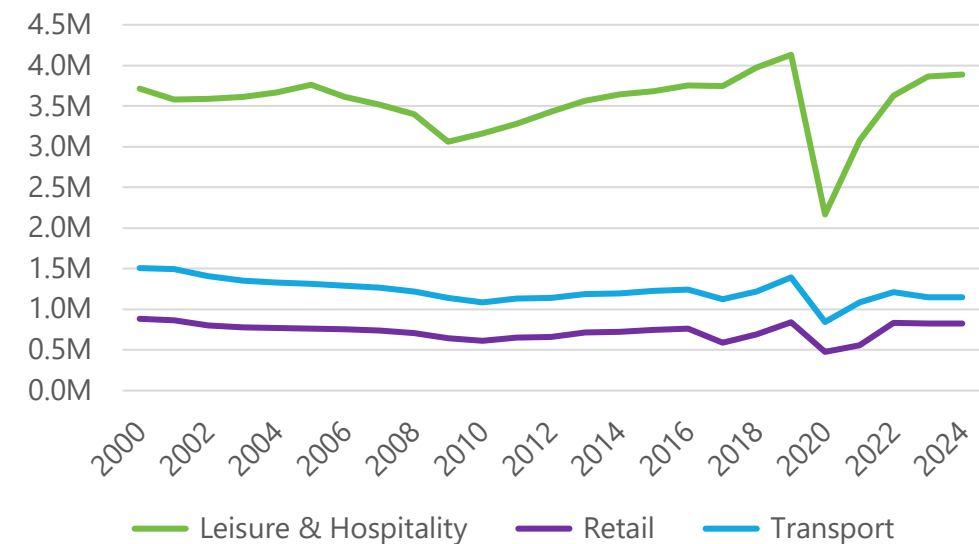
## Direct Employment



Approximately **24 thousand jobs were gained in 2024, a 0.4% increase** compared to the previous year.

Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis

## Direct Employment by Industry Sector



Travel supported 3.8 million jobs in the Leisure and Hospitality industry in 2024, a **0.6% increase** compared to the previous year.

Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis



# Arizona Travel Impacts 2024p

# Arizona Travel Impacts

## Direct Travel Impacts

### 2024p Summary



#### 1.1% increase in Travel Spending

Direct travel spending in Arizona increased 1.1% from \$29.3 billion in 2023 to \$29.7 billion in 2024.



#### 6,050 Jobs gained

Direct travel-generated employment grew from 187,810 in 2023 to 193,860 in 2024. Approximately 6,050 jobs were generated, representing a 3.2% increase compared to the previous year.



#### 6.6% Growth in Earnings

Direct travel-generated earnings grew from \$8.7 billion in 2023 to \$9.3 billion in 2024, an increase of approximately \$572.6 million or 6.6%.



#### 3.8% Increase in Tax Revenue

Tax revenue (local, state, and federal) generated by travel spending grew from \$4.2 billion in 2023 to \$4.3 billion in 2024, a 3.8% increase.



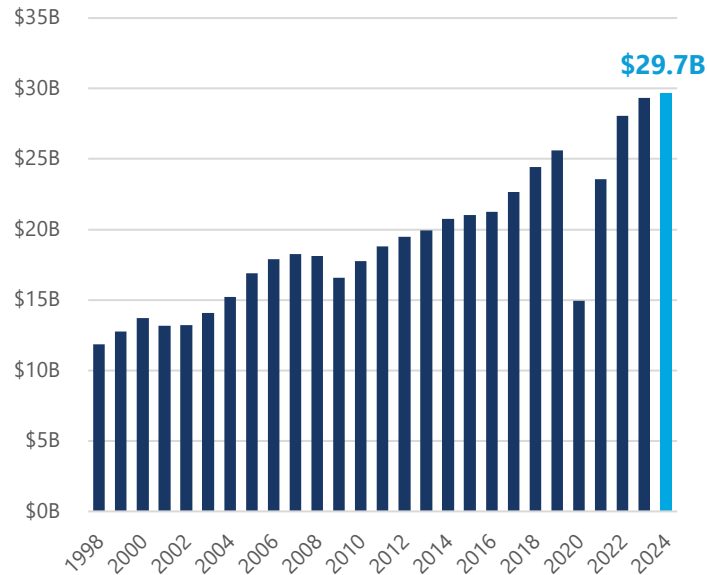
**Source:** Dean Runyan Associates

**Note:** Estimates are subject to revision when more complete or additional data becomes available.

# Arizona Travel Impacts

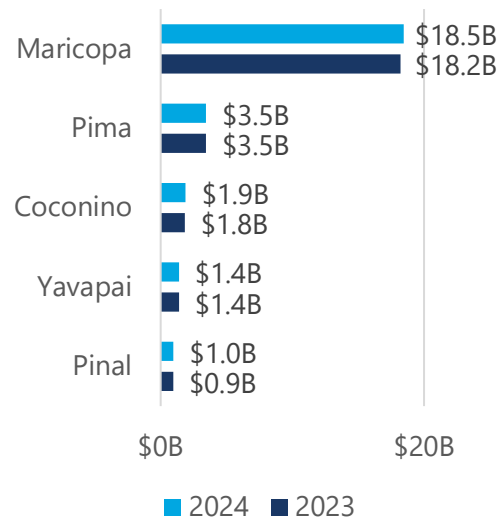
## Direct Travel Spending

Direct travel spending increased by \$327.0 million in 2024.



Direct travel spending grew from \$29.3 billion in 2023 to \$29.7 billion in 2024, a 1.1% increase. Between 1998 and 2024, travel related spending in Arizona grew at an average annual rate of 3.5%.

Direct travel spending increased in all of Arizona's top counties.



In 2024, direct travel spending increased in all Arizona's top 5 counties. The largest growth among the top 5 was in Pinal County (3.7%) and Coconino County (3.7%).



**Direct travel spending** includes visitor and other travel spending

**Direct travel spending** includes both destination spending and other spending. **Visitor spending** refers to all spending on goods and services by visitors at the destination. **Other travel spending** refers to expenditures at travel arrangement companies located in Arizona, convention and trade show operations, and spending on air by residents to leave the state for travel elsewhere. These expenditures directly support the travel industry in Arizona but are not considered visitor spending in our methodology.

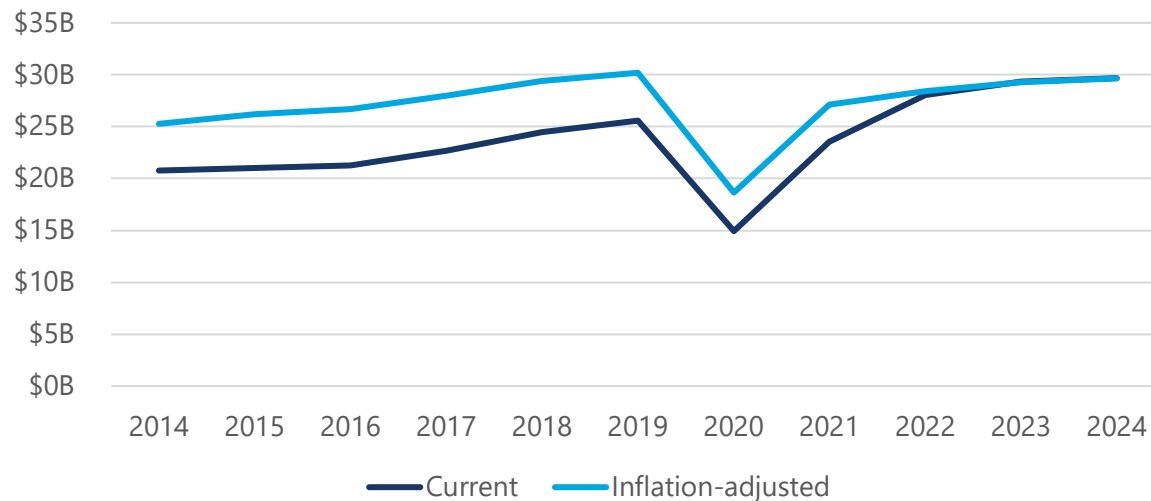


# Arizona Travel Impacts

## Inflation-Adjusted Spending

Direct travel-related spending grew from \$29.3 billion in 2023 to \$29.7 billion in 2024, an increase of \$327.0 million in current dollars. However, considering inflation, the true quantity of goods and services purchased by travelers increased 1.3% or \$370.6 million.

### Current and Inflation-Adjusted Direct Travel Spending



In 2024, travel spending rose by \$327.0 million (1.1%) in current dollars, or by **\$370.6 million (1.3%) when adjusted for inflation.**

**Sources:** Dean Runyan Associates, U.S. Bureau of Labor Statistics CPI

**Note:** Inflation-Adjusted values are in 2024 dollars as of May 2025.



Arizona's travel industry experienced **deflation** in 2024

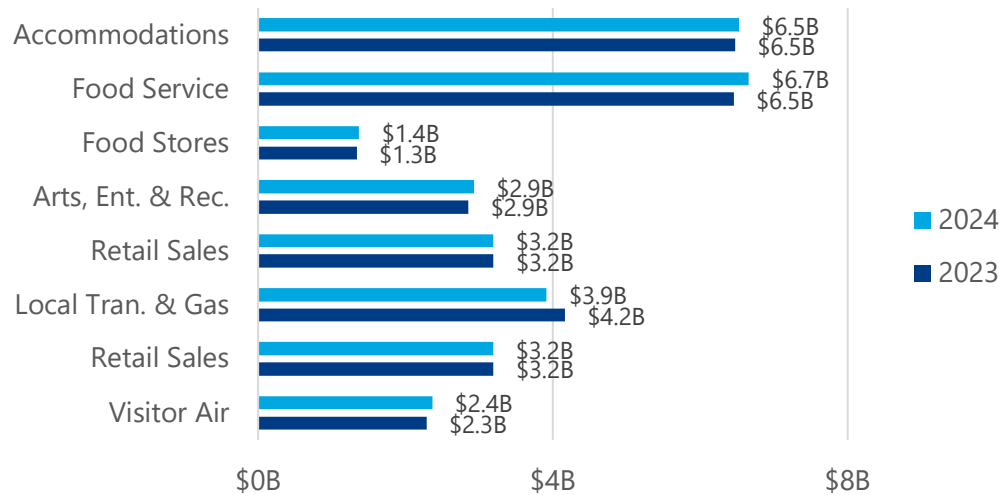
To track the quantity of goods and services that consumers purchase when they travel, we report the real or "Inflation Adjusted" which shows the quantity of goods and services that were purchased while keeping the purchasing power constant across time. When inflation adjusted spending increases more than current spending, it means prices are falling — a sign of **deflation**.

Gasoline prices have fallen approximately 16% since peaking in 2022. In Arizona, gasoline and transportation spending accounts for approximately 13% of the total. **Gasoline is the main contributor to the deflation experienced in the state.**

# Arizona Travel Impacts

## Direct Visitor Spending

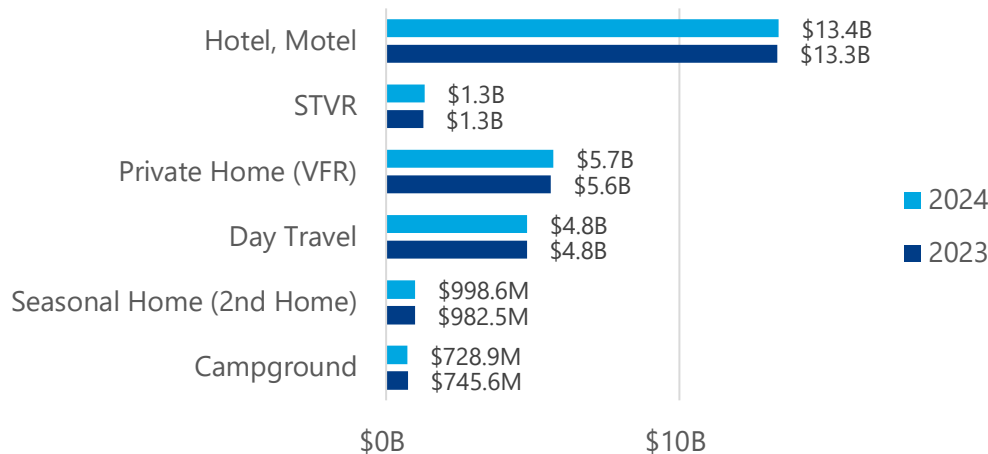
### Direct Visitor Spending by Commodity Purchased



Spending on accommodations grew to \$6.5 billion in 2024, **an increase of 0.8%**. Spending on food service generated \$6.7 billion, **an increase of 3.2%**.

Sources: Dean Runyan Associates

### Direct Visitor Spending by Accommodation Type



Visitors who stayed in a hotel, motel, or short-term vacation rental (STVR) spent a combined \$14.7 billion in 2024, **an increase of 0.7%** compared to 2023.

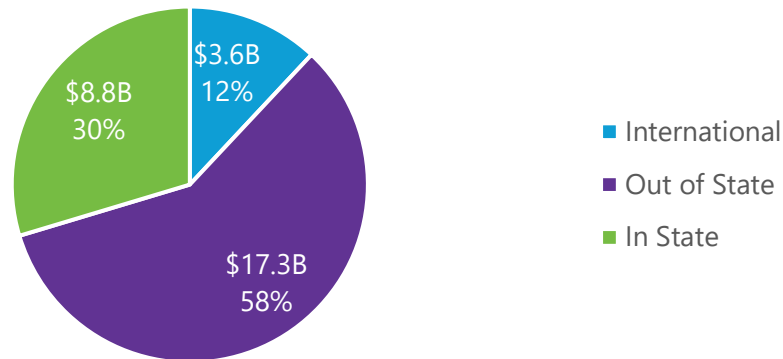
Sources: Dean Runyan Associates, Omnitrak Group, Energy Information Administration, Bureau of Labor Statistics CPI, STR



# Arizona Travel Impacts

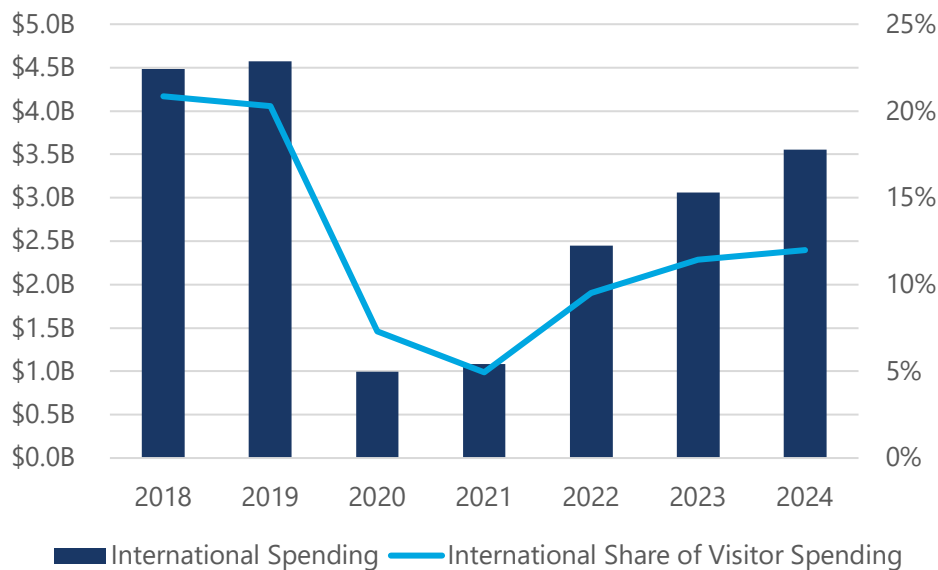
## Direct Visitor Spending

### Direct Visitor Spending by Origin, 2024p



In 2024, spending by **domestic visitors (residents of the U.S.)** accounted for **88%** of all visitor spending in Arizona.

### Direct Visitor Spending by International Visitors



**International spending made up about 20% of visitor spending before the COVID-19 pandemic.** It began to rebound in 2022 but remains below pre-pandemic levels as of 2024.

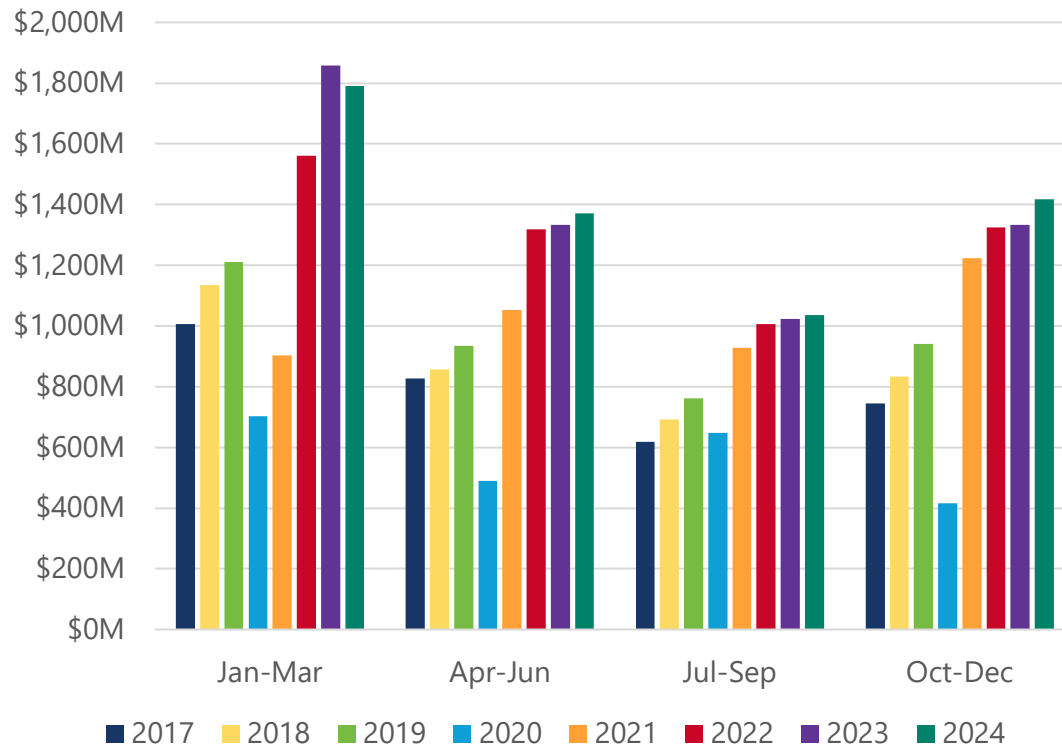
**Sources:** Dean Runyan Associates, U.S. Bureau of Economic Analysis, National Travel and Tourism Office, Tourism Economics

**Note:** Percent change calculated on unrounded figures.

# Arizona Travel Impacts

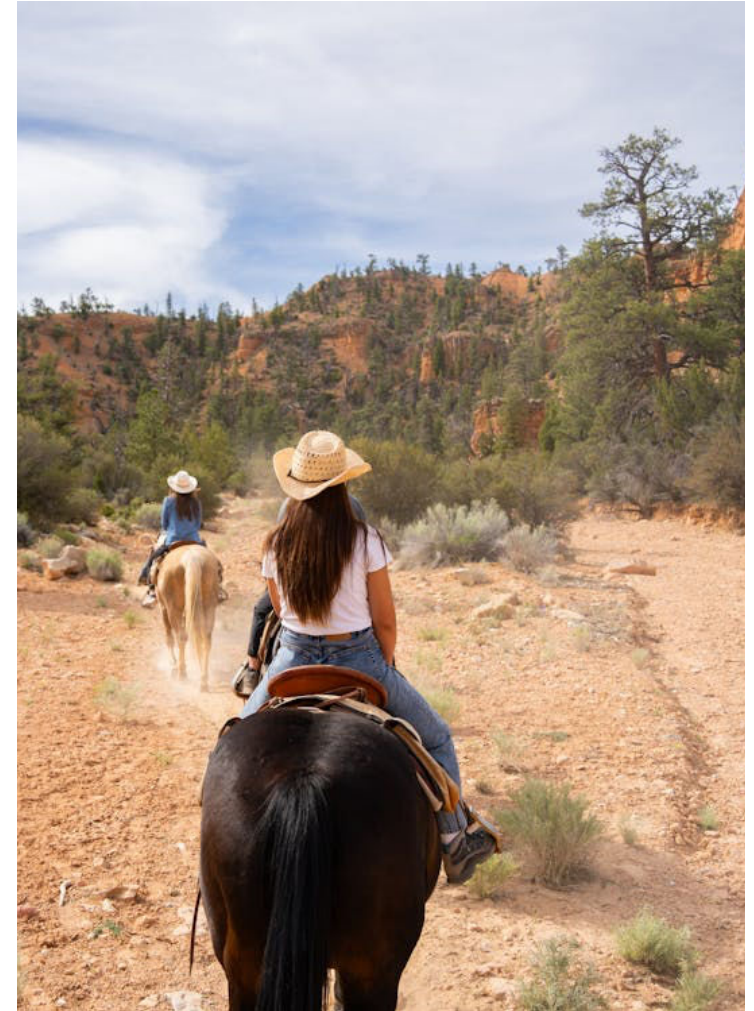
## Taxable Lodging Sales Trend

### Quarterly Taxable Lodging Sales, 2017-2024p



Taxable lodging sales increased in all quarters of the 2024 calendar year besides Q1 (Jan-Mar), with the **largest increase of 6.4% occurring in Q4 (Oct-Dec)**.

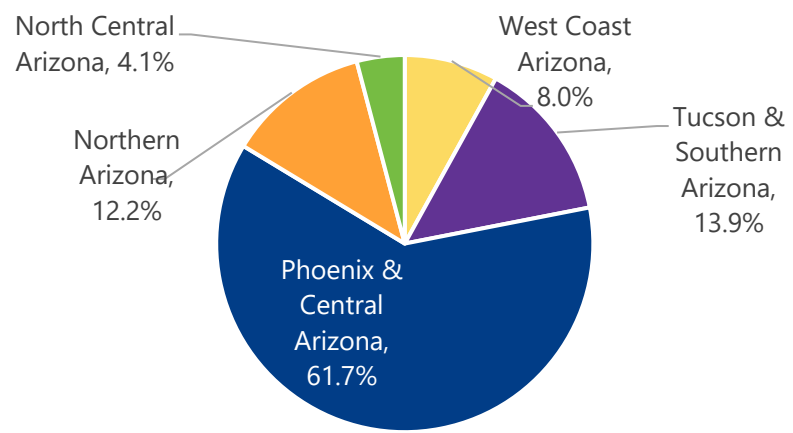
**Sources:** Dean Runyan Associates, Northern Arizona University



# Arizona Travel Impacts

## Taxable Lodging Sales Trend

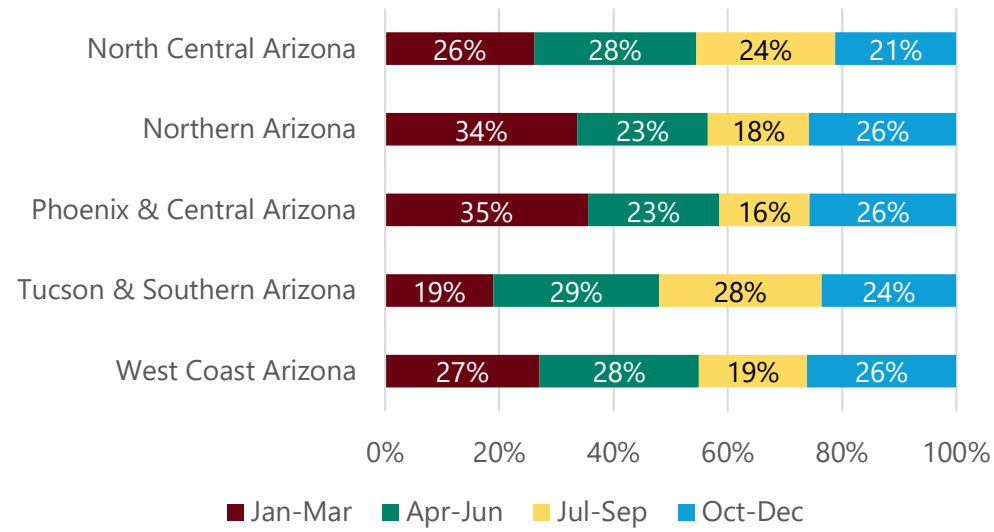
### Taxable Lodging Sales by Region



The Phoenix & Central Arizona Region generated the **majority (61.7%) of state-wide taxable lodging sales** in 2024.

Sources: Dean Runyan Associates, Northern Arizona University

### Regional Taxable Lodging Sales by Quarter



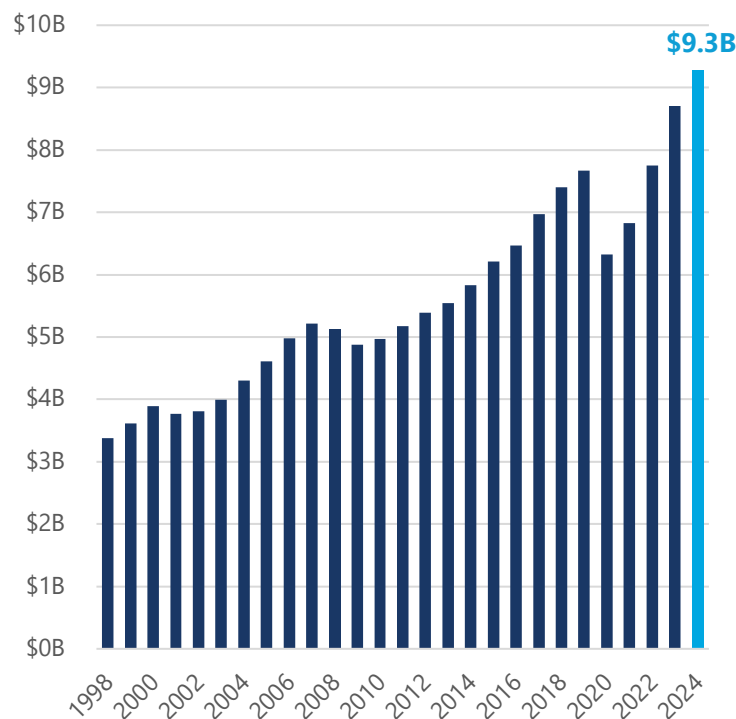
In 2024, approximately 58% of the taxable lodging sales in the Phoenix & Central Arizona Region was generated between January and June.

Sources: Dean Runyan Associates, Northern Arizona University

# Arizona Travel Impacts

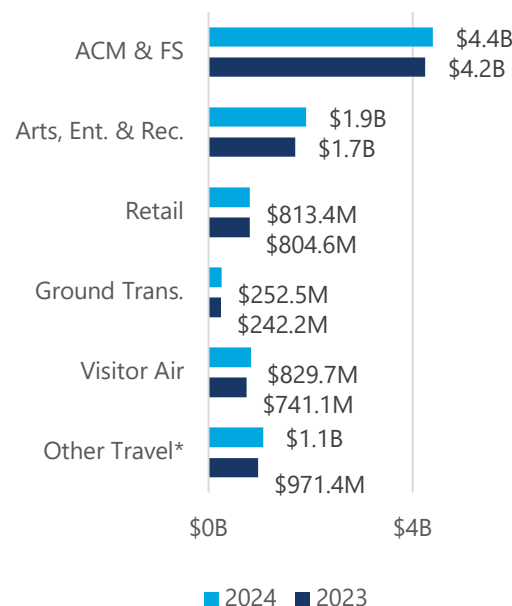
## Direct Travel-Generated Earnings

**Direct travel-generated earnings increased by \$572.6 million in 2024.**



Direct travel-generated earnings grew from \$8.7 billion in 2023 to \$9.3 billion in 2024, an increase of 6.6%. Between 1998 and 2024, travel-generated earnings in Arizona grew at an average annual rate of 3.8%.

**Component sectors of the travel industry showed mixed growth.**



\*Other travel includes travel arrangement services and convention and trade shows.

Accommodation & Food Services (ACM & FS) earnings reached \$4.4 billion contributing 47.4% of state-wide earnings.



**Earnings** represent the revenue less the cost of goods sold, expenses, and sales tax

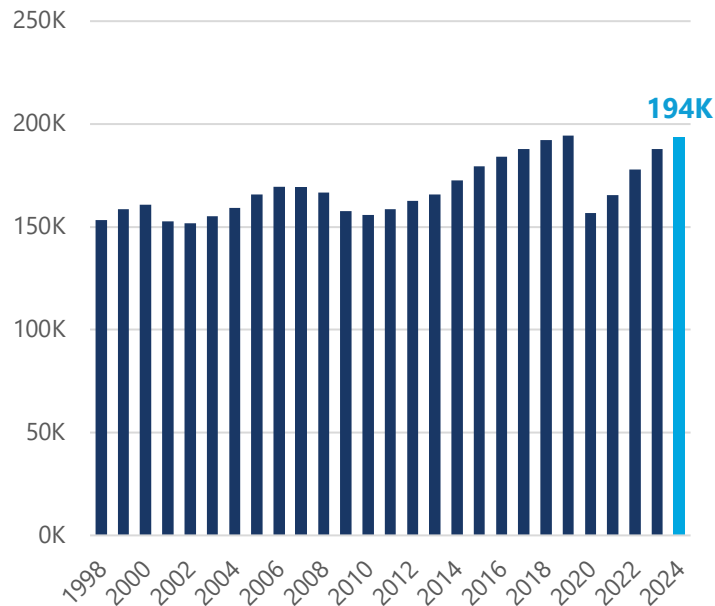
**Direct travel-generated earnings** represent the total after-point of sale tax income from travel spending. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

Earnings are an important measure of the benefit of the travel industry that flow to proprietors and employees. Because the travel industry is highly labor intensive, much of visitor-generated earnings flow to workers in the form of wages as opposed to owners of capital and intellectual property assets.

# Arizona Travel Impacts

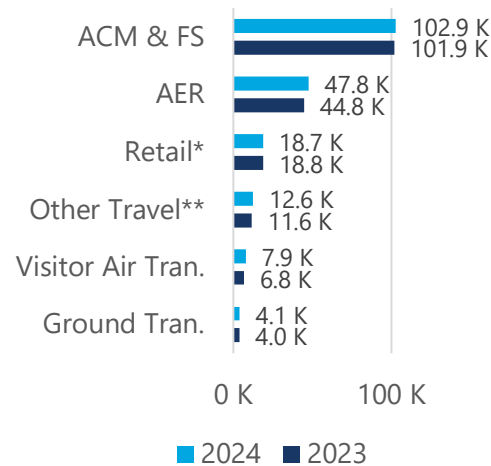
## Direct Travel-Generated Employment

**Direct travel-generated employment increased by 6,050 jobs in 2024.**



Direct travel-generated employment grew from 187,810 to 193,860 jobs in 2024, a 3.2% increase from the prior year. Between 1998 and 2024, travel-generated employment in Arizona grew at an average annual rate of 0.9%.

**Direct travel-generated employment in the Accom. & Food Serv. Sector increased 0.9% in 2024.**



\*Retail includes gas stations.

\*\*Other travel includes travel arrangement services and convention and trade shows.

Employment in the Accommodations and Food Services (ACM & FS) sector totaled 102.9 thousand in 2024, which was approximately 920 or 0.9% more jobs than the previous year. Arts, Entertainment, and Recreation (AER) grew by 6.8%, gaining 3,050 jobs.



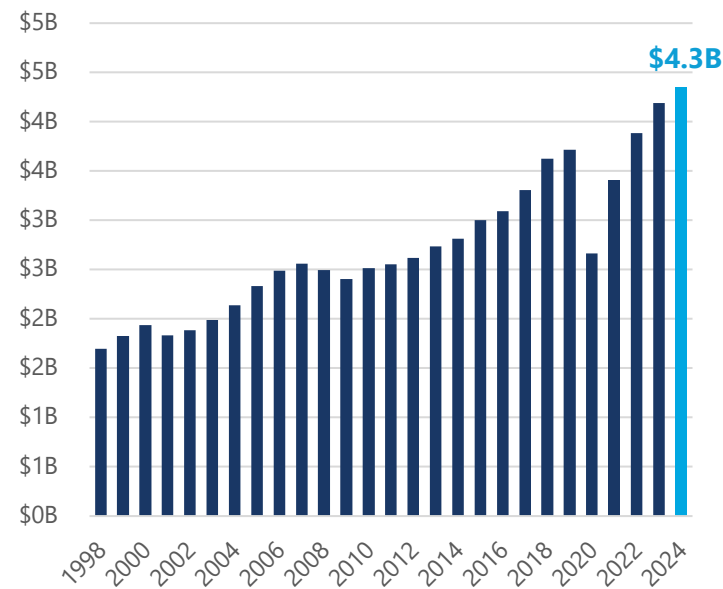
In 2024, every \$1 million in travel-related spending resulted in 7 jobs for the industry.

**Direct travel-generated employment** refers to the total number of full and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings come from visitor-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based on average salaries for employees in the various travel-related industries in Arizona, a total employment number attributable to travel can be reached. Employment figures reflect an annual average level of employment.

# Arizona Travel Impacts

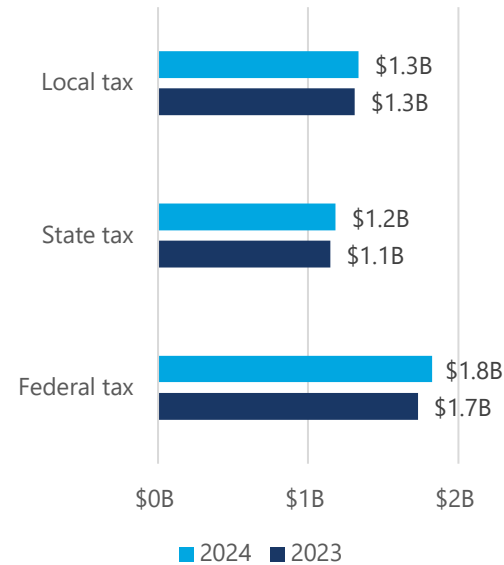
## Direct Tax Revenue

Direct travel-generated tax revenue increased by \$159.5 million in 2024.



Direct travel-generated tax revenue grew from \$4.2 billion in 2023 to \$4.3 billion in 2024, a 3.8% increase. Between 1998 and 2024, travel-generated tax revenue in Arizona grew at an average annual rate of 3.5%.

Direct travel-generated tax revenue increased across state and local sources.



Direct travel-generated tax revenue grew across all categories (local, state, and federal) between 2023 and 2024. Federal taxes grew the most (5.6%) followed by State tax (3.1%), and local tax (2.0%).



Tax Revenue includes **local, state, and federal tax** attributable to travel

**Direct travel-generated tax revenue** includes federal, state, and local tax revenue generated from visitor spending. **Federal taxes** include motor fuel excise taxes, income taxes, and airline ticket taxes. **State taxes** primarily include lodging taxes, motor fuel taxes, income, and sales taxes. **Local taxes** primarily take the form of sales taxes imposed by cities, counties, and other tax jurisdictions in Arizona. They also include a share of property taxes paid by travel industry business and employees.

# Arizona Travel Impacts

## Tax Revenue Detail, 2024p

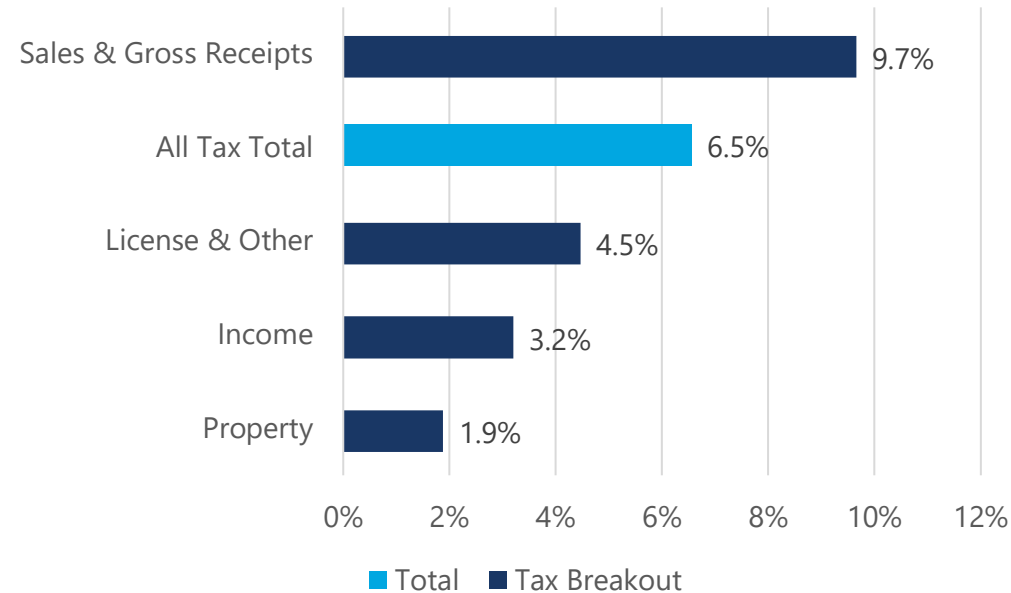
### Tax Revenue by Tax Type

Tax Type	Total	Travel	Travel % of Total
Sales & Gross Receipts	\$21.1M	\$2.0M	9.7%
Property	\$9.5M	\$0.2M	1.9%
Income	\$5.3M	\$0.2M	3.2%
License & Other	\$1.5M	\$0.1M	4.5%
<b>Total</b>	<b>\$37.5M</b>	<b>\$2.5M</b>	<b>6.5%</b>

**Note:** Total refers to all taxes collected in Arizona, Travel are taxes attributable to travel activity.

Travel activity **generated \$2.5 million in local and state taxes** in 2024.

### Proportion of Taxes Attributable to Travel



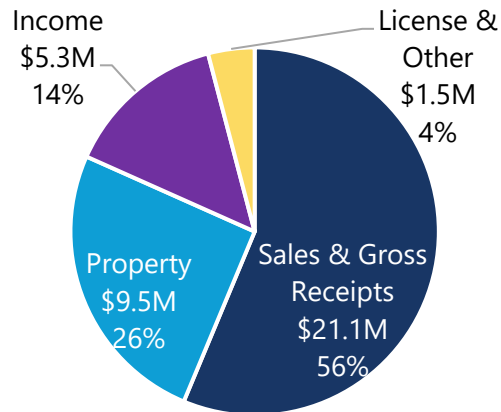
**Sales and Gross receipts generated by travel contributed 9.7% of the total Sales and Gross Receipts generated in 2024.**

**Sources:** Dean Runyan Associates, U.S. Census Bureau, Arizona Department of Revenue, U.S. Bureau of Economic Analysis, Selection of annual financial reports for cities and counties.

# Arizona Travel Impacts

## Tax Revenue Detail, 2024p

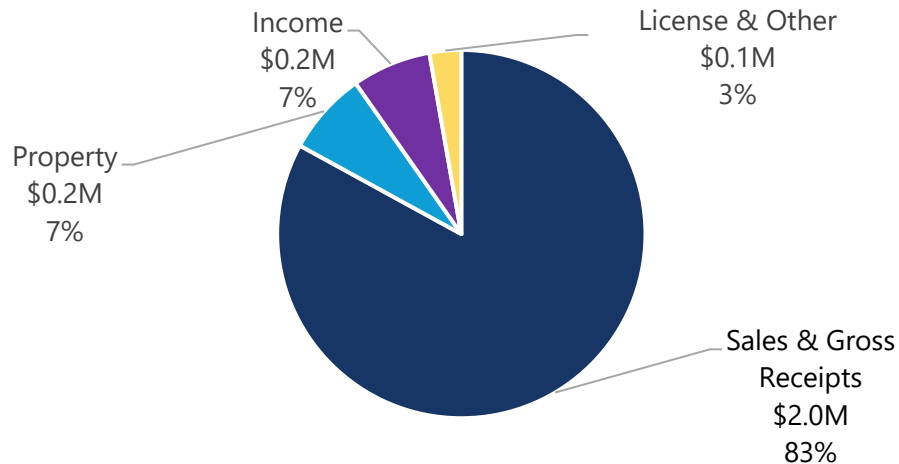
### Total Local and State Tax Revenue



Overall, **Sales and Gross Receipts generated the majority (56%)** of all local and state tax revenue in 2024.

**Note:** Total refers to all taxes collected in Arizona.

### Travel Local and State Tax Revenue



Sales and gross receipts were an **even larger proportion (83%) of the travel-related** local and state tax revenue.

**Note:** Travel are taxes attributable to travel activity in Arizona.

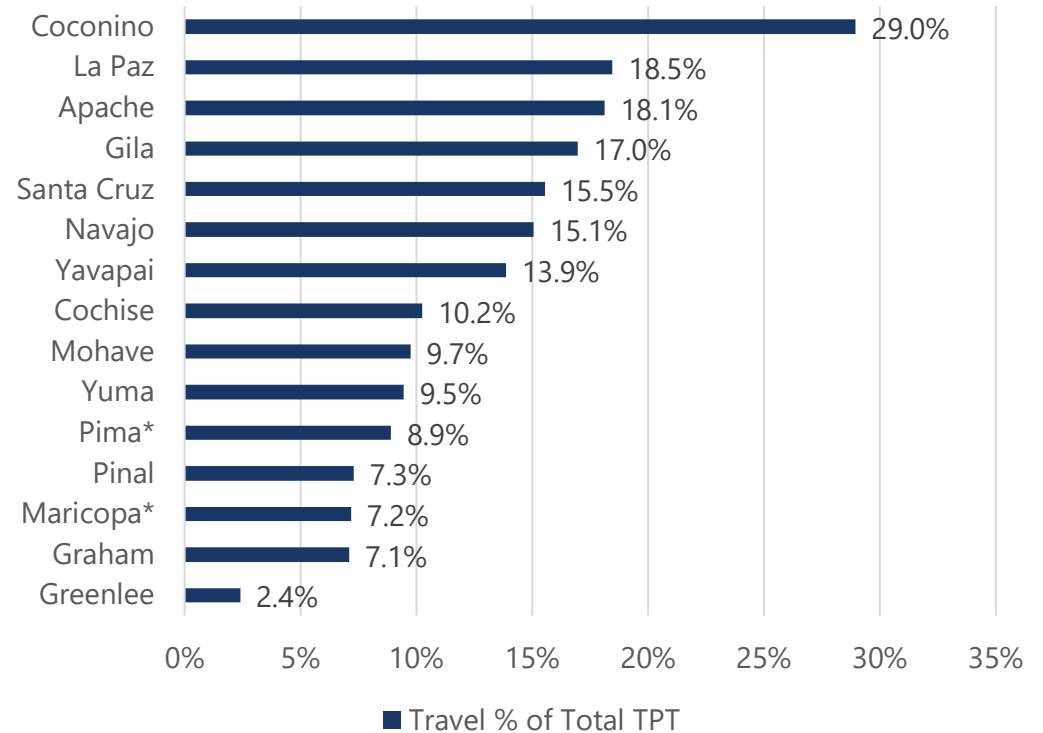
**Sources:** Dean Runyan Associates, U.S. Census Bureau, Arizona Department of Revenue, U.S. Bureau of Economic Analysis, Selection of annual financial reports for cities and counties.



# Arizona Travel Impacts

## Transaction Privilege Tax (TPT), 2024 Fiscal Year

County	Total	Travel	Travel % of Total
Apache	22.8	4.1	18.1%
Cochise	115.4	11.8	10.2%
Coconino	246.7	71.4	29.0%
Gila	53.3	9.0	17.0%
Graham	38.7	2.7	7.1%
Greenlee	23.7	0.6	2.4%
La Paz	24.5	4.5	18.5%
Maricopa*	7,159.2	513.5	7.2%
Mohave	267.7	26.1	9.7%
Navajo	95.3	14.4	15.1%
Pima*	1,212.6	108.0	8.9%
Pinal	409.2	29.9	7.3%
Santa Cruz	51.6	8.0	15.5%
Yavapai	330.1	45.7	13.9%
Yuma	213.0	20.1	9.5%
<b>Arizona</b>	<b>10,263.7</b>	<b>870.0</b>	<b>8.5%</b>



The tax impacts of the travel industry are typically greater in less urbanized counties. Overall, **travel contributes 8.5% of the statewide transaction privilege taxes.**

**Source:** Arizona Department of Revenue, Dean Runyan Associates

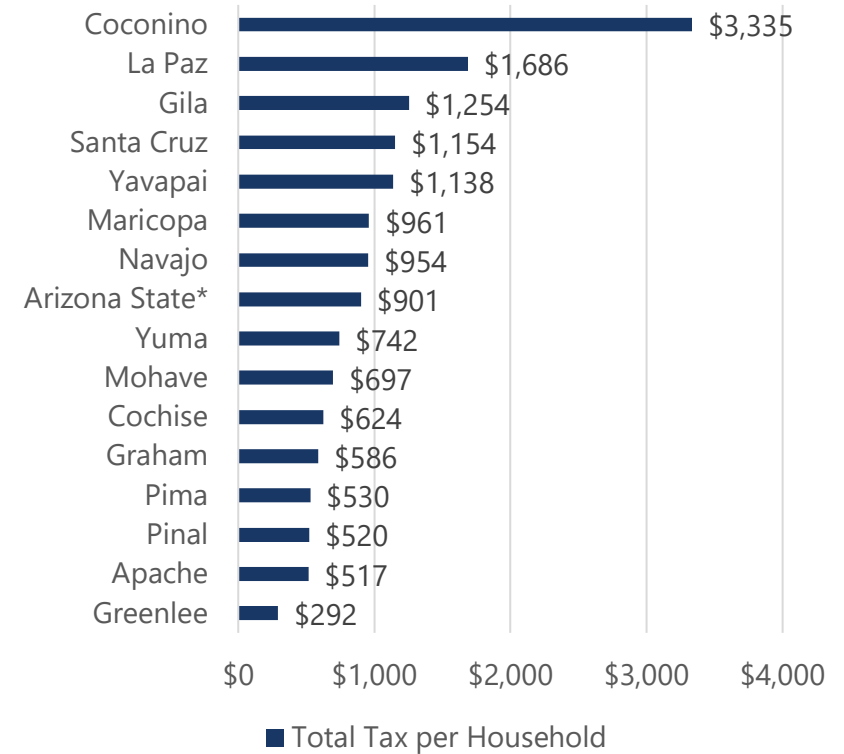
**Note:** Total refers to all industries in Arizona.

\*Urbanized counties

# Arizona Travel Impacts

## Travel-Generated Tax per Resident Household, 2024p

County	Tax Revenue (\$Millions)			Households	Tax Per Household
	Local	State	Total		
Apache	4.4	6.2	10.6	20,439	\$517
Cochise	15.7	15.8	31.5	50,476	\$624
Coconino	97.9	81.0	178.9	53,642	\$3,335
Gila	12.9	16.3	29.2	23,253	\$1,254
Graham	3.8	3.5	7.3	12,460	\$586
Greenlee	0.3	0.7	1.0	3,444	\$292
La Paz	7.1	7.8	15.0	8,887	\$1,686
Maricopa	922.0	708.9	1,630.8	1,697,342	\$961
Mohave	32.5	35.0	67.5	96,899	\$697
Navajo	18.1	19.3	37.4	39,171	\$954
Pima	81.6	146.6	228.2	430,965	\$530
Pinal	37.1	44.6	81.7	157,193	\$520
Santa Cruz	8.8	10.6	19.4	16,816	\$1,154
Yavapai	68.4	55.5	124.0	108,900	\$1,138
Yuma	25.9	31.1	57.0	76,903	\$742
<b>Arizona</b>	<b>1,336.5</b>	<b>1,183.0</b>	<b>2,519.5</b>	<b>2,796,790</b>	<b>\$901</b>



\*Arizona State represents the state-wide total

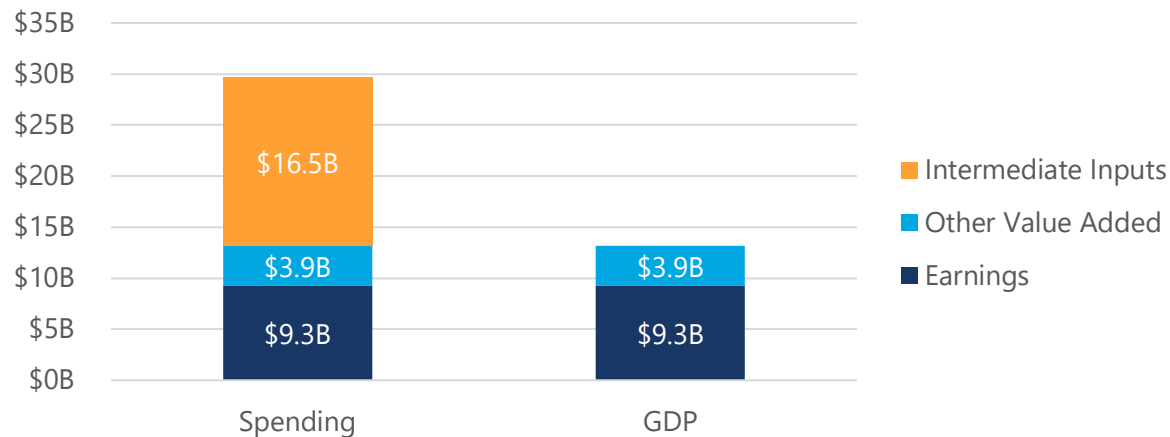
Travel-generated tax per household ranges from \$292 in Greenlee County to \$3,335 in Coconino County. **Statewide, travel-generated tax per household grew 1.1%** from \$889 in 2023 to \$901 in 2024.

# Arizona Travel Impacts

## Travel Industry Gross Domestic Product (GDP)

The travel industry is also an export-oriented industry because goods and services are sold to visitors, injecting money into the local economy, as do the exports of other industries.

### Direct Travel Spending and GDP of Travel Industry



Arizona travel industry GDP of \$14.1 billion accounts for approximately **2.6% of the state's total GDP**.

**Note:** The estimates represent only the direct impact of travel spending. A portion of the inputs purchased by travel businesses in Arizona will be delivered by other Arizona firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other Arizona businesses. These inputs are sometimes referred to as "indirect" effects.



GDP of the Travel Industry  
is 2.6% of the total state-  
wide GDP

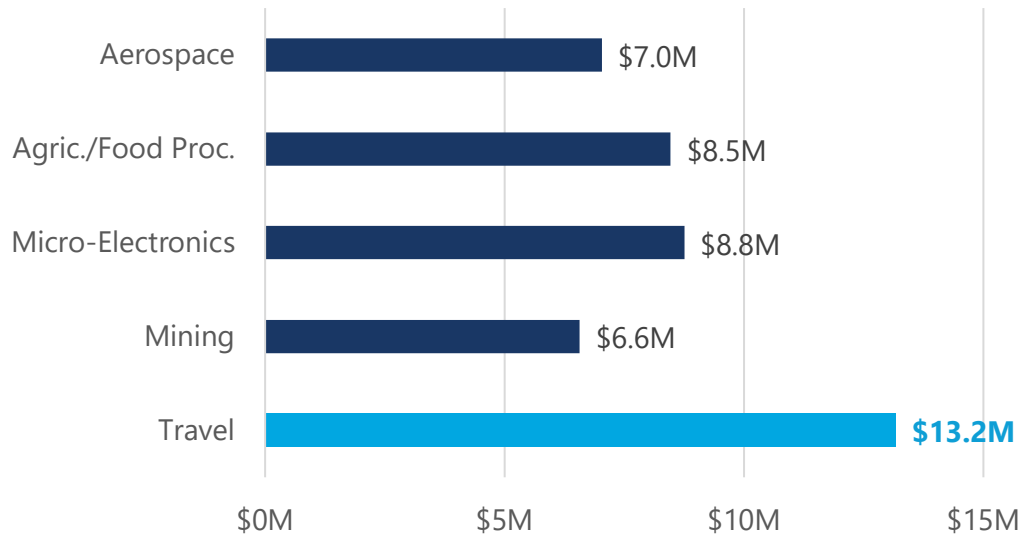
Export-oriented industries are industries that primarily market their goods or services to other regions, states or nations. Agriculture, extractive industries such as mining, and manufacturing are classic examples of goods-producing export industries.

Exports are not necessarily more important than locally traded goods and services. However, diverse export-oriented industries in any economy are a source of strength - in part because they generate income that contributes to development of other local services and amenities.

# Arizona Travel Impacts

## Travel Industry Gross Domestic Product (GDP)

### GDP of Export-Oriented Industries, 2024p



**Arizona's top export-oriented industry was travel in 2024, with a GDP of \$13.2 million.**



**Sources:** U.S. Bureau of Economic Analysis, GDP estimates prepared by Dean Runyan Associates.

# Arizona Travel Impacts

## Travel Industry GDP

### Production and Import Taxes (TOPI) and GDP, 2024p

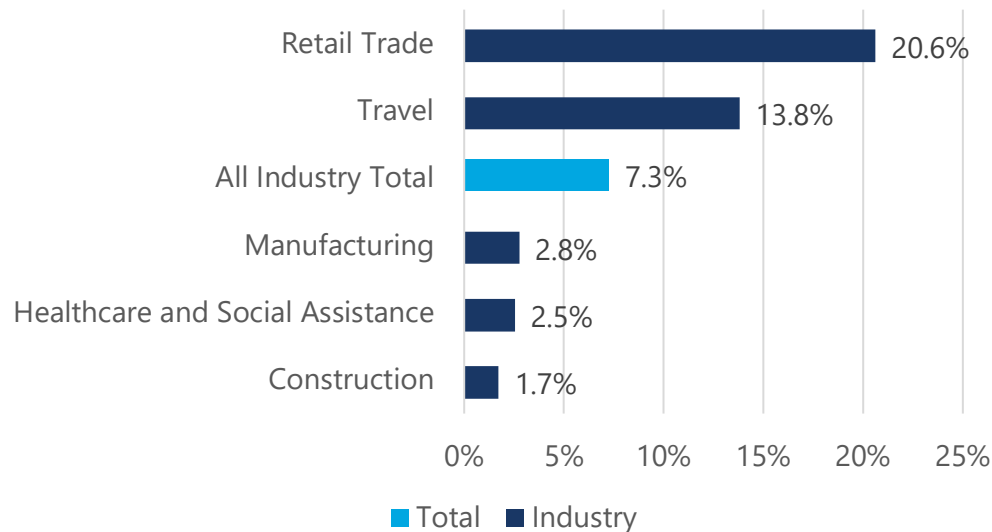
Industry	GDP (\$Millions)	TOPI (\$Millions)	TOPI % of GDP
Construction	35,866	621	1.7%
Healthcare and Social Assistance	47,560	1,206	2.5%
Manufacturing	46,112	1,274	2.8%
Retail Trade	40,780	8,411	20.6%
Travel	13,172	1,818	13.8%
<b>All Industry Total</b>	<b>183,490</b>	<b>13,330</b>	<b>7.3%</b>

**Sources:** U.S. Bureau of Economic Analysis, 2024 estimates by Dean Runyan Associates.

**Note:** TOPI denotes taxes on production and imports less subsidies.

One way to consider the contributions of various industries is to express the tax payments of businesses to government as a percentage of their Gross Domestic Product.

### TOPI as a Percent of GDP, 2024p



TOPI includes most taxes paid by businesses except for income tax. This is why **retail trade and travel have relatively high proportions of tax payments to their corresponding gross domestic product.**

# Arizona Travel Impacts

## Historical Trend of Direct Visitor Impacts

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Direct Travel Spending (\$Billions)</b>													
Visitor	18.2	18.5	18.6	19.9	21.5	22.5	13.7	21.9	25.7	26.8	27.0	0.7%	4.0%
Transportation	5.5	5.1	4.8	5.2	5.8	6.0	2.9	5.1	6.5	6.5	6.3	-2.6%	1.3%
Non-transportation	12.7	13.4	13.8	14.7	15.7	16.6	10.8	16.8	19.2	20.3	20.7	1.8%	5.0%
Other travel*	2.6	2.6	2.6	2.8	2.9	3.1	1.3	1.7	2.4	2.6	2.7	5.0%	0.6%
<b>Total</b>	<b>20.8</b>	<b>21.0</b>	<b>21.2</b>	<b>22.7</b>	<b>24.4</b>	<b>25.6</b>	<b>14.9</b>	<b>23.6</b>	<b>28.1</b>	<b>29.3</b>	<b>29.7</b>	<b>1.1%</b>	<b>3.6%</b>
<b>Direct Earnings (\$Billions)</b>													
Earnings	5.8	6.2	6.5	7.0	7.4	7.7	6.3	6.8	7.8	8.7	9.3	6.6%	4.8%
<b>Direct Employment (Thousands of Jobs)</b>													
Employment	172.7	179.5	184.2	187.9	192.3	194.3	156.7	165.5	178.0	187.8	193.9	3.2%	1.2%
<b>Direct Tax Revenue (\$Billions)</b>													
Local	0.8	0.9	0.9	1.0	1.1	1.1	0.8	1.1	1.2	1.3	1.3	2.0%	5.4%
State	0.8	0.8	0.9	0.9	1.0	1.0	0.7	1.0	1.1	1.1	1.2	3.1%	4.0%
Federal	1.2	1.3	1.3	1.4	1.5	1.6	1.2	1.3	1.6	1.7	1.8	5.6%	4.0%
<b>Total</b>	<b>2.8</b>	<b>3.0</b>	<b>3.1</b>	<b>3.3</b>	<b>3.6</b>	<b>3.7</b>	<b>2.7</b>	<b>3.4</b>	<b>3.9</b>	<b>4.2</b>	<b>4.3</b>	<b>3.8%</b>	<b>4.4%</b>

**Source:** Dean Runyan Associates

**Notes:** All estimates reported in nominal or current dollars.

# Arizona Travel Impacts

## Historical Trend of Direct Spending

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Direct Travel Spending (\$Billions)</b>													
Visitor	18.2	18.5	18.6	19.9	21.5	22.5	13.7	21.9	25.7	26.8	27.0	0.7%	4.0%
Transportation	5.5	5.1	4.8	5.2	5.8	6.0	2.9	5.1	6.5	6.5	6.3	-2.6%	1.3%
Non-transportation	12.7	13.4	13.8	14.7	15.7	16.6	10.8	16.8	19.2	20.3	20.7	1.8%	5.0%
Other travel*	2.6	2.6	2.6	2.8	2.9	3.1	1.3	1.7	2.4	2.6	2.7	5.0%	0.6%
<b>Total</b>	<b>20.8</b>	<b>21.0</b>	<b>21.2</b>	<b>22.7</b>	<b>24.4</b>	<b>25.6</b>	<b>14.9</b>	<b>23.6</b>	<b>28.1</b>	<b>29.3</b>	<b>29.7</b>	<b>1.1%</b>	<b>3.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Billions)</b>													
Hotel, Motel, STVR	8.4	8.9	9.2	9.9	10.9	11.6	7.2	11.6	13.9	14.6	14.7	0.7%	5.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	10.7	12.7	13.3	13.4	0.4%	NA
STVR	NA	NA	NA	NA	NA	NA	NA	0.9	1.2	1.3	1.3	3.5%	NA
Campground	0.7	0.7	0.6	0.7	0.7	0.8	0.7	0.7	0.8	0.7	0.7	-2.3%	0.3%
Private Home (VFR)	4.4	4.4	4.4	4.6	4.9	5.1	2.4	4.5	5.6	5.6	5.7	1.5%	2.6%
Seasonal Home (2nd Home)	0.7	0.7	0.7	0.8	0.8	0.8	0.8	0.9	0.9	1.0	1.0	1.6%	3.1%
Day Travel	3.9	3.7	3.6	3.9	4.1	4.2	2.6	4.1	4.5	4.8	4.8	0.2%	2.1%
<b>Total</b>	<b>18.2</b>	<b>18.5</b>	<b>18.6</b>	<b>19.9</b>	<b>21.5</b>	<b>22.5</b>	<b>13.7</b>	<b>21.9</b>	<b>25.7</b>	<b>26.8</b>	<b>27.0</b>	<b>0.7%</b>	<b>4.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Billions)</b>													
Accommodations	3.0	3.3	3.5	3.8	4.1	4.5	3.1	4.8	6.1	6.5	6.5	0.8%	8.3%
Food Service	3.9	4.2	4.4	4.7	5.1	5.4	3.4	5.4	6.0	6.5	6.7	3.2%	5.4%
Food Stores	1.0	1.0	1.0	1.0	1.0	1.1	0.7	1.1	1.3	1.3	1.4	2.5%	3.4%
Arts, Ent. & Rec.	2.2	2.3	2.4	2.5	2.6	2.7	1.8	2.4	2.7	2.9	2.9	2.7%	2.8%
Retail Sales	2.6	2.6	2.6	2.7	2.8	2.9	1.8	3.0	3.2	3.2	3.2	-0.1%	2.1%
Visitor Air	1.8	1.9	1.9	2.0	2.1	2.3	0.8	1.5	2.1	2.3	2.4	3.5%	3.0%
Local Tran. & Gas	3.8	3.2	2.9	3.2	3.6	3.7	2.0	3.6	4.3	4.2	3.9	-6.0%	0.4%
<b>Total</b>	<b>18.2</b>	<b>18.5</b>	<b>18.6</b>	<b>19.9</b>	<b>21.5</b>	<b>22.5</b>	<b>13.7</b>	<b>21.9</b>	<b>25.7</b>	<b>26.8</b>	<b>27.0</b>	<b>0.7%</b>	<b>4.0%</b>

Source: Dean Runyan Associates

# Arizona Travel Impacts

## Historical Trend of Direct Impacts Generated by Travel Spending

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Direct Earnings (\$Billions)</b>													
Accom. & Food Serv.	2.5	2.7	2.8	3.0	3.2	3.4	2.9	3.4	3.9	4.2	4.4	3.6%	6.0%
Arts, Ent. & Rec.	1.1	1.1	1.2	1.3	1.4	1.4	1.2	1.2	1.4	1.7	1.9	12.7%	5.9%
Retail*	0.5	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.8	0.8	1.1%	4.2%
Ground Trans.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	4.2%	4.6%
Visitor Air	0.6	0.7	0.7	0.8	0.8	0.8	0.6	0.5	0.6	0.7	0.8	12.0%	2.8%
Other travel**	1.0	1.0	1.0	1.1	1.1	1.1	0.8	0.7	0.8	1.0	1.1	9.8%	1.1%
<b>Total</b>	<b>5.8</b>	<b>6.2</b>	<b>6.5</b>	<b>7.0</b>	<b>7.4</b>	<b>7.7</b>	<b>6.3</b>	<b>6.8</b>	<b>7.8</b>	<b>8.7</b>	<b>9.3</b>	<b>6.6%</b>	<b>4.8%</b>
<b>Direct Employment (Thousands of Jobs)</b>													
Accom. & Food Serv.	88.7	92.2	95.1	97.0	99.3	100.0	83.1	89.8	98.2	101.9	102.9	0.9%	1.5%
Arts, Ent. & Rec.	39.7	41.3	41.9	43.1	45.0	46.1	34.3	38.1	40.4	44.8	47.8	6.8%	1.9%
Retail*	17.6	18.1	18.4	18.4	18.4	18.3	18.0	18.6	18.9	18.8	18.7	-0.4%	0.6%
Ground Trans.	3.9	4.1	4.4	4.9	5.1	5.4	4.2	4.0	4.1	4.0	4.1	2.5%	0.3%
Visitor Air	7.6	8.1	8.2	8.4	8.8	8.9	6.4	5.4	5.6	6.8	7.9	16.6%	0.4%
Other travel**	15.3	15.7	16.2	16.1	15.7	15.7	10.8	9.7	10.8	11.6	12.6	8.1%	-2.0%
<b>Total</b>	<b>172.7</b>	<b>179.5</b>	<b>184.2</b>	<b>187.9</b>	<b>192.3</b>	<b>194.3</b>	<b>156.7</b>	<b>165.5</b>	<b>178.0</b>	<b>187.8</b>	<b>193.9</b>	<b>3.2%</b>	<b>1.2%</b>
<b>Direct Tax Revenue (\$Billions)</b>													
Local	0.8	0.9	0.9	1.0	1.1	1.1	0.8	1.1	1.2	1.3	1.3	2.0%	5.4%
State	0.8	0.8	0.9	0.9	1.0	1.0	0.7	1.0	1.1	1.1	1.2	3.1%	4.0%
Federal	1.2	1.3	1.3	1.4	1.5	1.6	1.2	1.3	1.6	1.7	1.8	5.6%	4.0%
<b>Total</b>	<b>2.8</b>	<b>3.0</b>	<b>3.1</b>	<b>3.3</b>	<b>3.6</b>	<b>3.7</b>	<b>2.7</b>	<b>3.4</b>	<b>3.9</b>	<b>4.2</b>	<b>4.3</b>	<b>3.8%</b>	<b>4.4%</b>

**Source:** Dean Runyan Associates

\*Retail earnings and employment includes gasoline.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# Arizona Travel Impacts

## Total Visitor Impacts

The total visitor impacts, which include direct and secondary spending, earnings, and employment attributable to travel spending, are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories used to report the direct impacts in this report. The specific industries that comprise these groups are listed in IMPLAN/Secondary Effects. The largest secondary impact industries are reported below.

- **Professional & Business Services** (Secondary impacts include \$1.8 billion in earnings and 25,168 jobs) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.
- **Financial Activities** (Secondary impacts include \$1.2 billion in earnings and 20,837) Both businesses and individuals make use of banking and insurance institutions.
- **Education and Health Services** (Secondary impacts include \$1.2 billion in earnings and 15,765 jobs) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.
- **Trade** (Secondary impacts include \$841.2 million in earnings and 14,701 jobs) Employees and travel businesses utilize service providers such as repair shops, laundry, maintenance, and business services.

**Note:** The total impacts reported here only reflect the impacts attributable to visitor spending. The indirect and induced impact estimates reported here apply to the entire state and do not necessarily reflect economic patterns for individual counties. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.

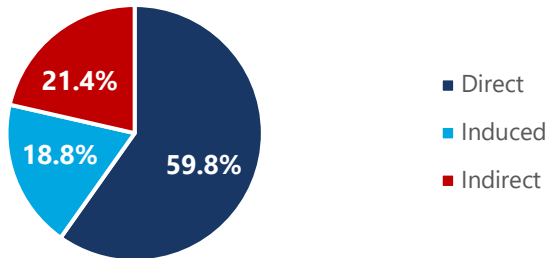


**Indirect and induced impacts** are the two categories of secondary economic impacts.

**Secondary impacts** are the result of re-spending of travel-related revenues. **Indirect** impacts represent effects associated with industries that supply goods and services to the direct businesses. **Induced** impacts represent effects of purchases made by employees in both the direct and indirect businesses.

# Arizona Travel Impacts

## Total Employment, 2024



In 2024, 40.2% of total employment was secondary. Secondary spending supported **25,168 jobs in the Professional & Business Services industry group.**

## Total Employment by Industry Group, 2024



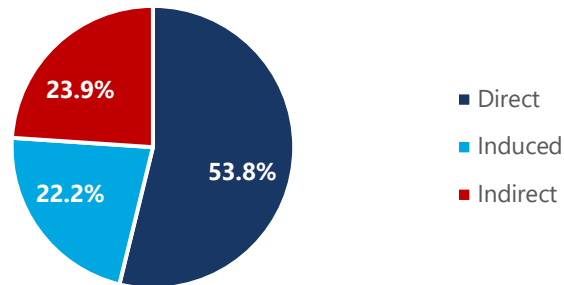
Industry Group	Secondary				Grand Total
	Direct	Indirect	Induced	Total	
Accom. & Food Services	102,857	7,607	9,125	16,731	119,588
Arts, Entertainment & Rec.	47,814	4,078	1,990	6,068	53,882
Transport	26,782	9,494	3,791	13,285	40,066
Trade	16,403	2,400	12,302	14,701	31,104
Public Administration	0	1,433	815	2,248	2,248
Other Services	0	2,749	6,582	9,332	9,332
Education and Health Services	0	379	15,386	15,765	15,765
Financial Activities	0	11,846	8,992	20,837	20,837
Information	0	1,597	1,138	2,735	2,735
Manufacturing & Utilities	0	1,017	725	1,743	1,743
Construction	0	617	533	1,150	1,150
Natural Res. and Mining	0	229	288	518	518
Professional and Bus. Services	0	17,377	7,791	25,168	25,168
<b>Total</b>	<b>193,856</b>	<b>60,823</b>	<b>69,457</b>	<b>130,280</b>	<b>324,136</b>

Source: Dean Runyan Associates, IMPLAN

Note: Values may not add to the total due to rounding.

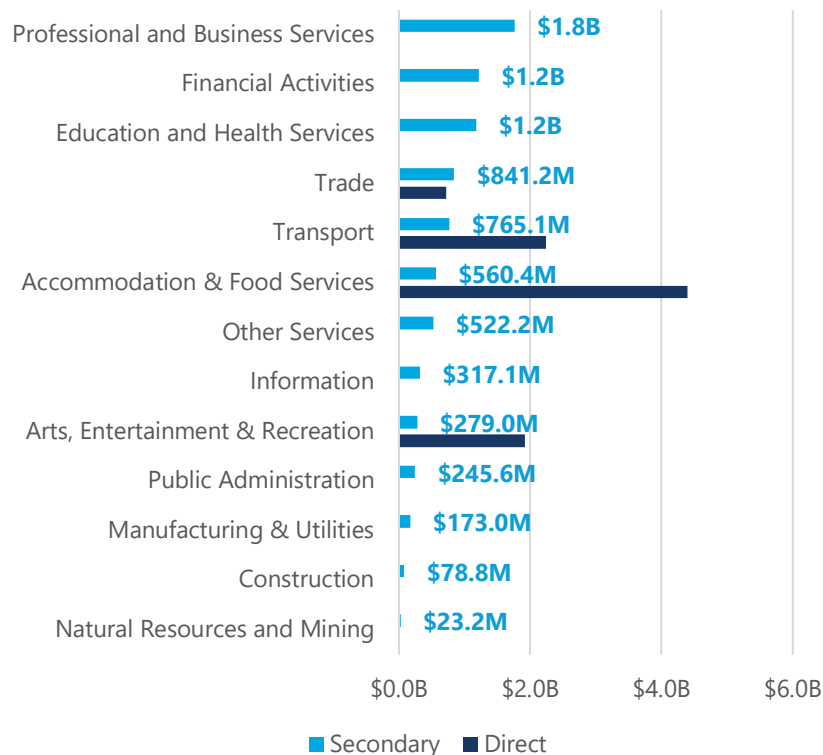
# Arizona Travel Impacts

## Total Earnings, 2024



In 2024, 46.2% of total earnings were secondary.  
**Professional & Business Services industry group generated \$1.8 billion in secondary earnings** which was highest among industry groups.

## Total Earnings by Industry Group, 2024



Industry Group	Secondary				Grand Total
	Direct	Indirect	Induced	Total	
Accom. & Food Services	4.4	0.3	0.3	0.6	5.0
Transport	2.2	0.6	0.2	0.8	3.0
Arts, Entertainment & Rec.	1.9	0.2	0.1	0.3	2.2
Trade	0.7	0.2	0.6	0.8	1.6
Public Administration	0.0	0.2	0.1	0.2	0.2
Other Services	0.0	0.2	0.3	0.5	0.5
Education and Health Services	0.0	0.0	1.2	1.2	1.2
Financial Activities	0.0	0.6	0.6	1.2	1.2
Information	0.0	0.2	0.1	0.3	0.3
Manufacturing & Utilities	0.0	0.1	0.1	0.2	0.2
Construction	0.0	0.0	0.0	0.1	0.1
Natural Res. and Mining	0.0	0.0	0.0	0.0	0.0
Professional and Bus. Services	0.0	1.2	0.5	1.8	1.8
<b>Total</b>	<b>9.3</b>	<b>3.8</b>	<b>4.1</b>	<b>8.0</b>	<b>17.2</b>

Source: Dean Runyan Associates, IMPLAN

Note: Figures reported in \$billions.



# Regional Travel Impacts

2024p

# Regional Travel Impacts

## Regional Definitions

### North Central Arizona

- Gila
- Yavapai

### Northern Arizona

- Apache
- Coconino
- Navajo

### Phoenix & Central Arizona

- Maricopa
- Pinal

### Tucson & Southern Arizona

- Cochise
- Graham
- Greenlee
- Pima
- Santana Cruz

### West Coast Arizona

- La Paz
- Mohave
- Yuma



# Regional Travel Impacts

## Direct Travel Impact Summary, 2024p

Region	Direct Spending (\$Millions)			Earnings (\$M)	Employment	Direct Tax Revenue (\$Millions)		
	Visitor Spend*	Other Spend	Total			Local Tax	State Tax	Total
North Central Arizona	1,680.9	82.7	1,763.6	448.1	12,750	81.3	71.8	153.1
Northern Arizona	2,361.0	108.0	2,469.1	825.5	20,510	120.4	106.4	226.8
Phoenix & Central Arizona	16,147.0	3,309.6	19,456.6	6,396.6	118,210	959.1	753.5	1,712.6
Tucson & Southern Arizona	3,620.9	602.8	4,223.6	1,102.7	28,870	110.1	177.3	287.4
West Coast Arizona	1,632.1	131.8	1,763.9	503.3	13,520	65.5	74.0	139.5
<b>Arizona</b>	<b>26,954.4</b>	<b>2,722.3</b>	<b>29,676.7</b>	<b>9,276.1</b>	<b>193,860</b>	<b>1,336.5</b>	<b>1,183.0</b>	<b>2,519.5</b>

**Note:** Earnings include wage and salary disbursements, other earned income, and proprietor income. Employment includes payroll jobs and sole proprietors.

\*The sum of regional visitor spending is less than the statewide estimate because a portion of ground transportation is allocated to "other travel" at the regional level.

Region	Earnings (\$Millions)			Employment (Jobs)		
	Total	Travel	Travel % Total	Total	Travel	Travel % Total
North Central Arizona	7,522.8	448.1	6.0%	140,973	12,753	9.0%
Northern Arizona	9,537.7	825.5	8.7%	167,900	20,509	12.2%
Phoenix & Central Arizona	245,979.5	6,396.6	2.6%	3,295,181	118,205	3.6%
Tucson & Southern Arizona	42,847.8	1,102.7	2.6%	659,480	28,866	4.4%
West Coast Arizona	11,308.8	503.3	4.5%	182,939	13,522	7.4%
<b>Arizona</b>	<b>317,196.7</b>	<b>9,276.1</b>	<b>0.0292</b>	<b>4,446,473</b>	<b>193,856</b>	<b>4.4%</b>

**Source:** U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics, Dean Runyan Associates

**Note:** 2024 total employment and earnings was estimated by Dean Runyan Associates

# Regional Travel Impacts

## Direct Travel Spending Summary, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Travel Spending (\$Millions)</b>													
<b>North Central Arizona</b>													
Visitor	946.9	974.9	995.8	1,084.8	1,165.3	1,241.8	996.7	1,534.0	1,608.7	1,668.8	1,680.9	0.7%	5.9%
Transportation	120.7	97.6	84.7	97.2	109.0	113.3	68.4	128.3	151.6	142.3	131.3	-7.7%	0.9%
Non-transportation	826.2	877.2	911.1	987.6	1,056.3	1,128.5	928.4	1,405.7	1,457.1	1,526.5	1,549.6	1.5%	6.5%
Other	77.6	51.1	45.9	58.1	80.7	79.7	45.5	72.8	83.6	88.5	82.7	-6.6%	0.6%
<b>Total</b>	<b>1,024.5</b>	<b>1,026.0</b>	<b>1,041.7</b>	<b>1,142.9</b>	<b>1,246.0</b>	<b>1,321.6</b>	<b>1,042.3</b>	<b>1,606.8</b>	<b>1,692.2</b>	<b>1,757.3</b>	<b>1,763.6</b>	<b>0.4%</b>	<b>5.6%</b>
<b>Northern Arizona</b>													
Visitor	1,497.0	1,566.6	1,658.3	1,814.8	1,939.8	2,093.0	1,332.7	2,142.4	2,252.0	2,304.7	2,361.0	2.4%	4.7%
Transportation	202.6	169.4	154.1	178.1	194.4	214.6	105.2	205.5	239.0	215.8	204.2	-5.4%	0.1%
Non-transportation	1,294.4	1,397.1	1,504.3	1,636.7	1,745.4	1,878.4	1,227.5	1,936.9	2,013.0	2,088.9	2,156.8	3.3%	5.2%
Other	101.0	86.6	74.8	83.6	90.9	103.6	49.6	83.5	105.1	100.9	108.0	7.1%	0.7%
<b>Total</b>	<b>1,598.1</b>	<b>1,653.2</b>	<b>1,733.1</b>	<b>1,898.4</b>	<b>2,030.7</b>	<b>2,196.6</b>	<b>1,382.3</b>	<b>2,225.9</b>	<b>2,357.1</b>	<b>2,405.6</b>	<b>2,469.1</b>	<b>2.6%</b>	<b>4.4%</b>
<b>Phoenix &amp; Central Arizona</b>													
Visitor	10,139.5	10,638.7	10,954.2	11,580.3	12,636.7	13,203.4	7,818.7	12,327.9	15,024.8	15,896.2	16,147.0	1.6%	4.8%
Transportation	2,870.2	2,855.8	2,825.1	3,006.1	3,299.6	3,455.5	1,571.2	2,660.2	3,550.8	3,654.3	3,655.8	0.0%	2.4%
Non-transportation	7,269.4	7,782.9	8,129.1	8,574.2	9,337.1	9,747.9	6,247.5	9,667.7	11,474.0	12,241.9	12,491.1	2.0%	5.6%
Other	3,124.6	2,997.2	2,936.9	3,131.2	3,430.8	3,515.4	1,560.8	2,391.6	3,199.1	3,279.9	3,309.6	0.9%	0.6%
<b>Total</b>	<b>13,264.1</b>	<b>13,635.9</b>	<b>13,891.1</b>	<b>14,711.5</b>	<b>16,067.5</b>	<b>16,718.8</b>	<b>9,379.5</b>	<b>14,719.6</b>	<b>18,223.9</b>	<b>19,176.1</b>	<b>19,456.6</b>	<b>1.5%</b>	<b>3.9%</b>

# Regional Travel Impacts

## Direct Travel Spending Summary, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Travel Spending (\$Millions)</b>													
<b>Tucson &amp; Southern Arizona</b>													
Visitor	2,874.0	2,860.8	2,756.2	2,956.7	3,059.6	3,231.4	1,692.5	2,942.9	3,439.3	3,616.5	3,620.9	0.1%	2.3%
Transportation	607.9	561.9	523.7	571.2	611.1	636.7	262.2	481.1	612.9	615.1	593.8	-3.5%	-0.2%
Non-transportation	2,266.0	2,298.9	2,232.4	2,385.5	2,448.5	2,594.8	1,430.3	2,461.8	2,826.4	3,001.4	3,027.0	0.9%	2.9%
Other	628.6	571.2	548.5	588.3	598.2	622.4	289.9	453.0	576.7	616.0	602.8	-2.1%	-0.4%
<b>Total</b>	<b>3,502.6</b>	<b>3,432.0</b>	<b>3,304.7</b>	<b>3,545.0</b>	<b>3,657.8</b>	<b>3,853.8</b>	<b>1,982.5</b>	<b>3,395.8</b>	<b>4,016.1</b>	<b>4,232.5</b>	<b>4,223.6</b>	<b>-0.2%</b>	<b>1.9%</b>
<b>West Coast Arizona</b>													
Visitor	1,220.9	1,194.3	1,190.7	1,271.7	1,326.5	1,381.8	1,079.0	1,507.7	1,637.2	1,646.1	1,632.1	-0.8%	2.9%
Transportation	193.8	156.4	136.5	154.9	170.1	173.4	103.3	177.9	214.0	198.7	182.6	-8.1%	-0.6%
Non-transportation	1,027.1	1,037.8	1,054.2	1,116.8	1,156.4	1,208.4	975.7	1,329.8	1,423.2	1,447.4	1,449.5	0.1%	3.5%
Other	151.7	92.9	84.0	109.8	117.6	118.9	64.6	108.7	127.2	132.1	131.8	-0.3%	-1.4%
<b>Total</b>	<b>1,372.6</b>	<b>1,287.2</b>	<b>1,274.7</b>	<b>1,381.5</b>	<b>1,444.1</b>	<b>1,500.7</b>	<b>1,143.6</b>	<b>1,616.3</b>	<b>1,764.4</b>	<b>1,778.2</b>	<b>1,763.9</b>	<b>-0.8%</b>	<b>2.5%</b>



# Regional Travel Impacts

## Direct Earnings Summary, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Earnings (\$Billions)</b>													
North Central Arizona	0.3	0.3	0.3	0.3	0.4	0.4	0.3	0.4	0.4	0.5	0.4	-3.6%	5.6%
Northern Arizona	0.4	0.5	0.5	0.6	0.6	0.6	0.5	0.6	0.7	0.7	0.8	10.9%	6.4%
Phoenix & Central Arizona	4.0	4.3	4.5	4.8	5.1	5.3	4.3	4.5	5.2	5.9	6.4	7.9%	4.8%
Tucson & Southern Arizona	0.8	0.8	0.8	0.9	0.9	1.0	0.8	0.9	1.0	1.1	1.1	2.0%	3.5%
West Coast Arizona	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	3.8%	4.5%
<b>Arizona</b>	<b>5.8</b>	<b>6.2</b>	<b>6.5</b>	<b>7.0</b>	<b>7.4</b>	<b>7.7</b>	<b>6.3</b>	<b>6.8</b>	<b>7.8</b>	<b>8.7</b>	<b>9.3</b>	<b>6.6%</b>	<b>4.8%</b>

**Note:** Earnings includes wage and salary disbursements, other earned income and proprietor income. Percent change calculated on unrounded figures.

## Direct Employment Summary, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Employment (Thousands of Jobs)</b>													
North Central Arizona	11.2	11.5	12.0	12.4	12.8	13.2	11.4	12.6	12.7	13.1	12.8	-3.0%	1.3%
Northern Arizona	17.2	17.6	18.3	19.0	19.4	19.3	16.3	17.7	18.8	19.5	20.5	5.0%	1.8%
Phoenix & Central Arizona	100.2	105.2	108.1	110.6	114.4	115.7	92.0	95.3	104.9	112.3	118.2	5.3%	1.7%
Tucson & Southern Arizona	30.6	31.1	31.3	31.4	31.1	31.4	24.8	26.2	27.8	29.3	28.9	-1.5%	-0.6%
West Coast Arizona	13.5	14.0	14.4	14.5	14.7	14.7	12.2	13.8	13.8	13.6	13.5	-0.3%	0.0%
<b>Arizona</b>	<b>172.7</b>	<b>179.5</b>	<b>184.2</b>	<b>187.9</b>	<b>192.3</b>	<b>194.3</b>	<b>156.7</b>	<b>165.5</b>	<b>178.0</b>	<b>187.8</b>	<b>193.9</b>	<b>3.2%</b>	<b>1.2%</b>

**Note:** Employment represents the annual average number of payroll and sole proprietor jobs rounded to the nearest 10. Percent change calculated on rounded figures.

# Regional Travel Impacts

## Direct Tax Revenue Summary, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24	CAGR 14-24
<b>Tax Revenue (\$Millions)</b>													
North Central Arizona	80.6	86.8	90.8	101.2	111.8	116.2	99.5	143.0	146.2	153.2	153.1	0.0%	6.6%
Northern Arizona	137.6	149.4	159.9	174.1	188.5	195.3	140.5	200.9	206.5	215.8	226.8	5.1%	5.1%
Phoenix & Central Arizona	1,026.1	1,107.6	1,150.9	1,246.8	1,437.8	1,451.4	996.7	1,338.8	1,553.4	1,664.2	1,712.6	2.9%	5.3%
Tucson & Southern Arizona	240.1	249.4	245.5	250.4	261.7	268.3	171.8	245.6	270.1	285.5	287.4	0.7%	1.8%
West Coast Arizona	99.2	102.0	104.4	113.2	120.3	121.0	102.0	133.4	137.6	138.7	139.5	0.6%	3.5%
<b>Arizona</b>	<b>1,583.7</b>	<b>1,695.1</b>	<b>1,751.4</b>	<b>1,885.8</b>	<b>2,120.2</b>	<b>2,152.2</b>	<b>1,510.5</b>	<b>2,061.7</b>	<b>2,313.9</b>	<b>2,457.4</b>	<b>2,519.5</b>	<b>2.5%</b>	<b>4.8%</b>

**Note:** Only includes local and state tax revenues.

# North Central Arizona

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	946.9	974.9	995.8	1,084.8	1,165.3	1,241.8	996.7	1,534.0	1,608.7	1,668.8	1,680.9	0.7%
Other travel*	77.6	51.1	45.9	58.1	80.7	79.7	45.5	72.8	83.6	88.5	82.7	-6.6%
<b>Total</b>	<b>1,024.5</b>	<b>1,026.0</b>	<b>1,041.7</b>	<b>1,142.9</b>	<b>1,246.0</b>	<b>1,321.6</b>	<b>1,042.3</b>	<b>1,606.8</b>	<b>1,692.2</b>	<b>1,757.3</b>	<b>1,763.6</b>	<b>0.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	331.7	364.9	387.0	449.2	505.4	560.2	467.0	827.7	845.5	885.9	896.5	1.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	731.1	711.7	750.4	751.9	0.2%
STVR**	NA	NA	NA	NA	NA	NA	NA	96.6	133.8	135.5	144.6	6.7%
Campground	27.9	27.2	27.1	28.0	29.5	31.7	27.3	32.0	34.4	33.9	33.6	-0.9%
Private Home (VFR)	131.0	128.2	126.5	134.3	139.0	144.3	71.3	139.0	168.6	166.0	166.0	0.0%
Seasonal Home	41.0	41.4	42.2	43.2	44.7	46.0	45.0	48.3	51.6	54.5	54.8	0.6%
Day Travel	415.3	413.2	413.0	430.0	446.7	459.6	386.1	487.0	508.6	528.5	530.0	0.3%
<b>Total</b>	<b>946.9</b>	<b>974.9</b>	<b>995.8</b>	<b>1,084.8</b>	<b>1,165.3</b>	<b>1,241.8</b>	<b>996.7</b>	<b>1,534.0</b>	<b>1,608.7</b>	<b>1,668.8</b>	<b>1,680.9</b>	<b>0.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	167.4	192.1	211.0	245.0	276.3	306.1	289.2	476.6	505.3	521.3	531.8	2.0%
Food Service	190.3	202.4	211.1	230.6	249.2	268.2	196.6	325.8	336.4	362.2	369.3	2.0%
Food Stores	69.7	72.4	72.0	74.0	76.2	79.1	61.7	98.6	105.1	109.1	111.3	2.0%
Arts, Ent. & Rec.	280.5	289.2	295.4	311.0	323.0	338.6	276.9	340.0	347.6	370.8	375.3	1.2%
Retail Sales	118.3	121.1	121.7	126.9	131.6	136.4	103.9	164.7	162.7	163.1	161.9	-0.8%
Visitor Air	0.8	0.7	0.8	1.3	0.8	2.3	1.2	2.1	2.7	2.6	2.8	9.7%
Local Tran. & Gas	119.9	96.9	83.9	95.9	108.2	111.0	67.2	126.2	148.8	139.7	128.5	-8.0%
<b>Total</b>	<b>946.9</b>	<b>974.9</b>	<b>995.8</b>	<b>1,084.8</b>	<b>1,165.3</b>	<b>1,241.8</b>	<b>996.7</b>	<b>1,534.0</b>	<b>1,608.7</b>	<b>1,668.8</b>	<b>1,680.9</b>	<b>0.7%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# North Central Arizona

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	129.1	145.8	159.2	174.5	191.8	204.7	185.9	221.4	250.0	264.3	243.9	-7.7%
Arts, Ent. & Rec.	95.2	98.5	101.2	108.1	114.4	120.5	109.6	125.3	124.6	144.6	148.1	2.4%
Retail*	26.5	28.3	29.3	30.9	32.2	33.1	38.3	41.1	41.8	42.5	42.7	0.4%
Visitor Air	0.3	0.5	0.7	0.9	0.7	0.5	0.4	0.4	0.4	0.4	0.5	22.0%
Other travel**	7.9	2.9	3.3	5.9	12.2	11.0	10.0	9.6	8.6	13.0	12.8	-1.3%
<b>Total</b>	<b>259.1</b>	<b>276.0</b>	<b>293.8</b>	<b>320.3</b>	<b>351.2</b>	<b>369.8</b>	<b>344.3</b>	<b>397.7</b>	<b>425.3</b>	<b>464.9</b>	<b>448.1</b>	<b>-3.6%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	5,100	5,490	5,870	6,030	6,340	6,450	5,400	5,940	6,440	6,400	6,010	-6.1%
Arts, Ent. & Rec.	4,830	4,840	4,870	5,110	5,100	5,460	4,620	5,160	4,850	5,330	5,380	0.9%
Retail*	1,020	1,070	1,080	1,090	1,110	1,110	1,200	1,270	1,220	1,200	1,160	-3.3%
Visitor Air	10	10	10	10	10	10	10	10	10	10	10	0.0%
Other travel**	230	120	130	170	240	220	190	190	170	210	190	-9.5%
<b>Total</b>	<b>11,190</b>	<b>11,530</b>	<b>11,960</b>	<b>12,410</b>	<b>12,800</b>	<b>13,250</b>	<b>11,420</b>	<b>12,570</b>	<b>12,690</b>	<b>13,150</b>	<b>12,750</b>	<b>-3.0%</b>
<b>Direct Tax Revenue</b>												
Local tax	37.7	41.4	44.1	50.0	56.3	58.0	52.0	75.8	78.1	81.4	81.3	-0.1%
State tax	42.9	45.3	46.7	51.2	55.6	58.2	47.6	67.3	68.1	71.7	71.8	0.1%
<b>Total</b>	<b>80.6</b>	<b>86.8</b>	<b>90.8</b>	<b>101.2</b>	<b>111.8</b>	<b>116.2</b>	<b>99.5</b>	<b>143.0</b>	<b>146.2</b>	<b>153.2</b>	<b>153.1</b>	<b>0.0%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Northern Arizona

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	1,497.0	1,566.6	1,658.3	1,814.8	1,939.8	2,093.0	1,332.7	2,142.4	2,252.0	2,304.7	2,361.0	2.4%
Other travel*	101.0	86.6	74.8	83.6	90.9	103.6	49.6	83.5	105.1	100.9	108.0	7.1%
<b>Total</b>	<b>1,598.1</b>	<b>1,653.2</b>	<b>1,733.1</b>	<b>1,898.4</b>	<b>2,030.7</b>	<b>2,196.6</b>	<b>1,382.3</b>	<b>2,225.9</b>	<b>2,357.1</b>	<b>2,405.6</b>	<b>2,469.1</b>	<b>2.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	934.2	1,006.7	1,088.4	1,213.7	1,308.2	1,421.0	906.4	1,486.0	1,540.8	1,592.4	1,640.4	3.0%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	1,360.9	1,363.1	1,398.8	1,432.8	2.4%
STVR**	NA	NA	NA	NA	NA	NA	NA	125.1	177.7	193.6	207.6	7.2%
Campground	49.1	47.4	46.9	48.7	51.2	55.0	50.5	65.2	70.3	68.8	68.1	-1.2%
Private Home (VFR)	163.2	157.7	156.5	162.7	163.8	175.8	86.1	167.1	193.1	185.0	184.8	-0.1%
Seasonal Home	97.0	97.3	99.4	100.2	103.4	106.0	102.3	109.7	117.3	123.1	123.1	0.1%
Day Travel	253.5	257.5	267.1	289.6	313.2	335.3	187.4	314.3	330.4	335.4	344.6	2.7%
<b>Total</b>	<b>1,497.0</b>	<b>1,566.6</b>	<b>1,658.3</b>	<b>1,814.8</b>	<b>1,939.8</b>	<b>2,093.0</b>	<b>1,332.7</b>	<b>2,142.4</b>	<b>2,252.0</b>	<b>2,304.7</b>	<b>2,361.0</b>	<b>2.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	438.8	494.4	546.2	603.6	638.0	679.6	471.6	777.4	838.9	879.2	914.9	4.1%
Food Service	363.7	389.7	421.5	463.0	505.0	554.8	347.6	540.5	552.0	582.1	600.9	3.2%
Food Stores	88.5	92.6	94.9	98.7	103.1	109.8	70.1	121.7	129.3	132.8	137.6	3.6%
Arts, Ent. & Rec.	192.8	202.2	214.6	230.3	246.6	262.9	156.4	220.2	229.5	238.8	246.7	3.3%
Retail Sales	210.7	218.3	227.0	241.1	252.7	271.3	181.8	277.0	263.2	255.9	256.8	0.3%
Visitor Air	15.5	16.8	16.0	18.6	11.8	22.9	8.2	21.2	23.7	17.9	20.1	12.1%
Local Tran. & Gas	187.2	152.6	138.1	159.5	182.6	191.7	97.0	184.4	215.4	197.9	184.1	-7.0%
<b>Total</b>	<b>1,497.0</b>	<b>1,566.6</b>	<b>1,658.3</b>	<b>1,814.8</b>	<b>1,939.8</b>	<b>2,093.0</b>	<b>1,332.7</b>	<b>2,142.4</b>	<b>2,252.0</b>	<b>2,304.7</b>	<b>2,361.0</b>	<b>2.4%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Northern Arizona

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	268.3	284.4	300.7	332.0	359.5	372.7	326.3	394.2	432.7	468.6	522.0	11.4%
Arts, Ent. & Rec.	112.1	117.9	126.2	137.9	140.6	143.6	135.1	141.1	153.7	177.4	195.8	10.4%
Retail*	42.8	46.2	49.6	51.0	52.6	53.2	56.2	62.6	62.1	64.2	65.1	1.5%
Visitor Air	6.5	7.9	9.4	14.8	13.0	14.3	10.7	10.2	10.7	12.8	14.5	13.3%
Other travel**	13.5	14.1	13.6	16.7	19.6	21.7	14.7	13.9	17.9	21.5	28.1	30.5%
<b>Total</b>	<b>443.2</b>	<b>470.5</b>	<b>499.5</b>	<b>552.5</b>	<b>585.2</b>	<b>605.6</b>	<b>543.0</b>	<b>622.0</b>	<b>677.1</b>	<b>744.5</b>	<b>825.5</b>	<b>10.9%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	10,420	10,600	11,030	11,290	11,820	11,870	9,830	10,930	11,760	12,040	12,550	4.2%
Arts, Ent. & Rec.	4,570	4,640	4,930	5,310	5,060	4,860	4,200	4,410	4,700	5,080	5,390	6.1%
Retail*	1,620	1,700	1,800	1,760	1,780	1,750	1,720	1,840	1,730	1,710	1,680	-1.8%
Visitor Air	120	150	180	220	190	210	150	140	150	160	190	18.8%
Other travel**	460	490	400	430	510	590	380	380	490	540	690	27.8%
<b>Total</b>	<b>17,190</b>	<b>17,580</b>	<b>18,340</b>	<b>19,010</b>	<b>19,360</b>	<b>19,280</b>	<b>16,280</b>	<b>17,700</b>	<b>18,830</b>	<b>19,530</b>	<b>20,500</b>	<b>5.0%</b>
<b>Direct Tax Revenue</b>												
Local tax	70.2	77.4	83.7	90.0	97.9	100.1	73.8	105.6	109.4	114.3	120.4	5.3%
State tax	67.4	71.9	76.2	84.1	90.6	95.2	66.7	95.4	97.0	101.5	106.4	4.9%
<b>Total</b>	<b>137.6</b>	<b>149.4</b>	<b>159.9</b>	<b>174.1</b>	<b>188.5</b>	<b>195.3</b>	<b>140.5</b>	<b>200.9</b>	<b>206.5</b>	<b>215.8</b>	<b>226.8</b>	<b>5.1%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Phoenix & Central Arizona

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	10,139.5	10,638.7	10,954.2	11,580.3	12,636.7	13,203.4	7,818.7	12,327.9	15,024.8	15,896.2	16,147.0	1.6%
Other travel*	3,124.6	2,997.2	2,936.9	3,131.2	3,430.8	3,515.4	1,560.8	2,391.6	3,199.1	3,279.9	3,309.6	0.9%
<b>Total</b>	<b>13,264.1</b>	<b>13,635.9</b>	<b>13,891.1</b>	<b>14,711.5</b>	<b>16,067.5</b>	<b>16,718.8</b>	<b>9,379.5</b>	<b>14,719.6</b>	<b>18,223.9</b>	<b>19,176.1</b>	<b>19,456.6</b>	<b>1.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	5,211.7	5,613.1	5,842.2	6,218.5	6,895.6	7,257.8	4,392.0	6,933.1	8,701.9	9,318.5	9,391.0	0.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	6,368.8	8,041.6	8,597.2	8,659.9	0.7%
STVR**	NA	NA	NA	NA	NA	NA	NA	564.3	660.3	721.4	731.1	1.4%
Campground	321.1	314.3	315.3	327.1	346.9	372.6	349.3	308.9	332.1	325.3	321.7	-1.1%
Private Home (VFR)	2,828.4	2,917.5	2,969.5	3,112.2	3,325.0	3,445.2	1,604.2	2,993.9	3,721.8	3,796.5	3,896.2	2.6%
Seasonal Home	377.7	385.7	397.1	410.7	429.8	447.5	444.4	465.8	496.0	527.3	542.3	2.8%
Day Travel	1,400.5	1,408.1	1,430.1	1,511.6	1,639.5	1,680.4	1,028.8	1,626.2	1,773.0	1,928.5	1,995.7	3.5%
<b>Total</b>	<b>10,139.5</b>	<b>10,638.7</b>	<b>10,954.2</b>	<b>11,580.3</b>	<b>12,636.7</b>	<b>13,203.4</b>	<b>7,818.7</b>	<b>12,327.9</b>	<b>15,024.8</b>	<b>15,896.2</b>	<b>16,147.0</b>	<b>1.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	1,794.1	2,025.4	2,115.0	2,264.8	2,519.3	2,759.1	1,756.7	2,726.3	3,731.7	4,037.7	4,028.0	-0.2%
Food Service	2,384.8	2,546.7	2,706.4	2,888.9	3,175.5	3,301.5	2,142.6	3,284.3	3,693.3	4,011.9	4,169.3	3.9%
Food Stores	375.3	393.8	399.1	408.5	430.1	441.1	299.5	498.6	550.0	579.6	603.8	4.2%
Arts, Ent. & Rec.	1,279.7	1,332.1	1,386.8	1,442.8	1,544.8	1,564.2	1,002.4	1,401.0	1,576.8	1,701.7	1,759.6	3.4%
Retail Sales	1,435.4	1,484.9	1,521.9	1,569.2	1,667.4	1,682.0	1,046.2	1,757.6	1,922.2	1,911.0	1,930.3	1.0%
Visitor Air	1,520.1	1,617.5	1,622.9	1,711.4	1,853.0	1,999.4	730.1	1,279.0	1,891.0	2,022.4	2,094.4	3.6%
Local Tran. & Gas	1,350.1	1,238.3	1,202.3	1,294.7	1,446.7	1,456.1	841.2	1,381.2	1,659.8	1,631.9	1,561.4	-4.3%
<b>Total</b>	<b>10,139.5</b>	<b>10,638.7</b>	<b>10,954.2</b>	<b>11,580.3</b>	<b>12,636.7</b>	<b>13,203.4</b>	<b>7,818.7</b>	<b>12,327.9</b>	<b>15,024.8</b>	<b>15,896.2</b>	<b>16,147.0</b>	<b>1.6%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Phoenix & Central Arizona

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	1,472.7	1,572.3	1,647.5	1,777.7	1,924.0	1,999.2	1,681.0	1,951.8	2,321.8	2,565.0	2,665.4	3.9%
Arts, Ent. & Rec.	670.1	701.3	737.6	779.6	855.8	917.8	713.3	769.3	923.5	1,115.3	1,291.7	15.8%
Retail*	246.0	265.3	280.6	291.2	309.0	315.4	338.6	360.8	400.1	398.1	407.6	2.4%
Visitor Air	610.4	684.3	692.7	763.7	789.3	813.8	614.9	525.2	558.5	716.3	801.9	11.9%
Other travel**	891.5	946.9	971.2	1,034.2	1,086.6	1,076.9	750.2	703.7	794.6	929.7	1,016.5	9.3%
<b>Total</b>	<b>3,890.7</b>	<b>4,169.9</b>	<b>4,329.6</b>	<b>4,646.3</b>	<b>4,964.6</b>	<b>5,123.1</b>	<b>4,098.0</b>	<b>4,310.8</b>	<b>4,998.5</b>	<b>5,724.4</b>	<b>6,183.1</b>	<b>8.0%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	48,480	50,120	51,860	53,170	55,020	55,330	46,530	49,430	55,170	58,570	59,760	2.0%
Arts, Ent. & Rec.	20,010	21,350	21,490	22,140	23,730	24,500	17,360	19,610	21,750	24,300	26,900	10.7%
Retail*	7,190	7,620	7,940	8,010	8,130	8,020	8,050	8,210	8,510	8,330	8,390	0.7%
Visitor Air	7,300	7,720	7,820	8,010	8,360	8,440	6,070	5,090	5,330	6,450	7,520	16.6%
Other travel**	14,100	15,070	15,400	15,240	15,000	15,040	10,430	9,630	10,750	11,290	12,220	8.2%
<b>Total</b>	<b>97,080</b>	<b>101,880</b>	<b>104,510</b>	<b>106,570</b>	<b>110,240</b>	<b>111,330</b>	<b>88,440</b>	<b>91,970</b>	<b>101,510</b>	<b>108,940</b>	<b>114,790</b>	<b>5.4%</b>
<b>Direct Tax Revenue</b>												
Local tax	535.6	586.1	613.1	664.9	800.3	801.6	551.5	742.4	880.4	939.1	959.1	2.1%
State tax	490.5	521.5	537.9	581.9	637.6	649.8	445.2	596.3	673.0	725.1	753.5	3.9%
<b>Total</b>	<b>1,026.1</b>	<b>1,107.6</b>	<b>1,150.9</b>	<b>1,246.8</b>	<b>1,437.8</b>	<b>1,451.4</b>	<b>996.7</b>	<b>1,338.8</b>	<b>1,553.4</b>	<b>1,664.2</b>	<b>1,712.6</b>	<b>2.9%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# Tucson & Southern Arizona

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	2,874.0	2,860.8	2,756.2	2,956.7	3,059.6	3,231.4	1,692.5	2,942.9	3,439.3	3,616.5	3,620.9	0.1%
Other travel*	628.6	571.2	548.5	588.3	598.2	622.4	289.9	453.0	576.7	616.0	602.8	-2.1%
<b>Total</b>	<b>3,502.6</b>	<b>3,432.0</b>	<b>3,304.7</b>	<b>3,545.0</b>	<b>3,657.8</b>	<b>3,853.8</b>	<b>1,982.5</b>	<b>3,395.8</b>	<b>4,016.1</b>	<b>4,232.5</b>	<b>4,223.6</b>	<b>-0.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	1,169.3	1,226.8	1,197.3	1,291.6	1,360.3	1,452.2	792.0	1,366.3	1,592.2	1,664.2	1,684.0	1.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	1,292.6	1,505.1	1,563.6	1,570.3	0.4%
STVR**	NA	NA	NA	NA	NA	NA	NA	73.6	87.1	100.6	113.7	13.0%
Campground	44.7	42.7	42.0	43.6	45.6	49.0	46.2	50.3	54.2	53.0	52.4	-1.2%
Private Home (VFR)	603.8	598.7	588.6	623.4	650.5	677.3	294.0	587.3	720.8	723.6	736.3	1.8%
Seasonal Home	61.1	61.3	62.1	63.5	65.7	67.4	66.1	70.4	74.9	78.7	79.8	1.4%
Day Travel	995.2	931.3	866.2	934.6	937.6	985.6	494.3	868.5	997.3	1,097.0	1,068.3	-2.6%
<b>Total</b>	<b>2,874.0</b>	<b>2,860.8</b>	<b>2,756.2</b>	<b>2,956.7</b>	<b>3,059.6</b>	<b>3,231.4</b>	<b>1,692.5</b>	<b>2,942.9</b>	<b>3,439.3</b>	<b>3,616.5</b>	<b>3,620.9</b>	<b>0.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	414.1	443.1	440.2	472.7	508.0	560.8	361.5	547.4	685.3	728.4	757.0	3.9%
Food Service	724.1	759.6	755.5	817.3	850.9	898.9	481.1	886.0	981.2	1,052.5	1,066.9	1.4%
Food Stores	313.4	298.5	275.0	286.2	278.9	290.6	150.7	261.4	319.1	348.3	347.3	-0.3%
Arts, Ent. & Rec.	213.9	220.1	217.4	227.5	232.2	238.0	129.9	206.4	228.1	242.4	246.6	1.7%
Retail Sales	600.5	577.6	544.3	581.8	578.5	606.5	307.0	560.6	612.6	629.9	609.2	-3.3%
Visitor Air	201.9	203.6	204.6	219.1	235.8	254.0	84.4	146.0	209.3	225.9	232.4	2.9%
Local Tran. & Gas	406.1	358.3	319.1	352.1	375.3	382.7	177.9	335.1	403.7	389.2	361.5	-7.1%
<b>Total</b>	<b>2,874.0</b>	<b>2,860.8</b>	<b>2,756.2</b>	<b>2,956.7</b>	<b>3,059.6</b>	<b>3,231.4</b>	<b>1,692.5</b>	<b>2,942.9</b>	<b>3,439.3</b>	<b>3,616.5</b>	<b>3,620.9</b>	<b>0.1%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Tucson & Southern Arizona

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	443.8	480.7	490.8	530.4	536.1	574.5	459.6	530.4	609.7	661.3	677.8	2.5%
Arts, Ent. & Rec.	103.6	107.2	106.7	113.9	126.6	129.7	103.8	113.8	126.2	148.0	155.3	5.0%
Retail*	123.3	123.2	119.4	123.3	123.4	127.1	122.7	130.0	137.9	141.3	138.7	-1.9%
Visitor Air	9.9	10.8	11.9	11.5	12.0	12.5	9.6	8.1	8.7	10.9	12.1	10.9%
Other travel**	70.0	71.0	76.1	77.0	67.0	71.0	62.7	54.7	61.6	80.8	79.8	-1.3%
<b>Total</b>	<b>750.6</b>	<b>792.9</b>	<b>804.9</b>	<b>856.1</b>	<b>865.2</b>	<b>914.8</b>	<b>758.4</b>	<b>837.0</b>	<b>944.1</b>	<b>1,042.4</b>	<b>1,063.6</b>	<b>2.0%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	17,860	18,400	18,420	18,400	17,940	18,320	14,350	15,370	16,570	17,150	16,970	-1.0%
Arts, Ent. & Rec.	5,820	5,900	6,060	6,150	6,620	6,530	4,840	5,320	5,640	6,330	6,270	-0.9%
Retail*	4,120	4,050	3,870	3,840	3,740	3,750	3,360	3,500	3,550	3,560	3,460	-2.8%
Visitor Air	170	170	180	160	170	170	120	100	110	130	150	15.4%
Other travel**	1,850	1,830	1,980	1,950	1,670	1,590	1,480	1,240	1,250	1,510	1,390	-7.9%
<b>Total</b>	<b>29,820</b>	<b>30,350</b>	<b>30,510</b>	<b>30,500</b>	<b>30,140</b>	<b>30,360</b>	<b>24,150</b>	<b>25,530</b>	<b>27,120</b>	<b>28,680</b>	<b>28,240</b>	<b>-1.5%</b>
<b>Direct Tax Revenue</b>												
Local tax	100.3	105.6	105.0	96.8	101.4	102.1	67.9	94.1	104.6	109.8	110.1	0.3%
State tax	139.8	143.8	140.5	153.6	160.3	166.2	103.8	151.6	165.5	175.7	177.3	0.9%
<b>Total</b>	<b>240.1</b>	<b>249.4</b>	<b>245.5</b>	<b>250.4</b>	<b>261.7</b>	<b>268.3</b>	<b>171.8</b>	<b>245.6</b>	<b>270.1</b>	<b>285.5</b>	<b>287.4</b>	<b>0.7%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# West Coast Arizona

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	1,220.9	1,194.3	1,190.7	1,271.7	1,326.5	1,381.8	1,079.0	1,507.7	1,637.2	1,646.1	1,632.1	-0.8%
Other travel*	151.7	92.9	84.0	109.8	117.6	118.9	64.6	108.7	127.2	132.1	131.8	-0.3%
<b>Total</b>	<b>1,372.6</b>	<b>1,287.2</b>	<b>1,274.7</b>	<b>1,381.5</b>	<b>1,444.1</b>	<b>1,500.7</b>	<b>1,143.6</b>	<b>1,616.3</b>	<b>1,764.4</b>	<b>1,778.2</b>	<b>1,763.9</b>	<b>-0.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	279.1	293.3	306.5	341.1	372.7	406.0	380.2	541.2	565.5	543.4	526.1	-3.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	486.5	493.0	464.3	446.5	-3.8%
STVR**	NA	NA	NA	NA	NA	NA	NA	54.7	72.5	79.1	79.7	0.7%
Campground	120.1	116.7	115.7	119.2	125.1	134.1	121.9	128.3	138.2	136.6	135.7	-0.6%
Private Home (VFR)	271.9	259.4	256.3	280.9	286.1	290.8	149.1	280.7	329.3	327.3	329.2	0.6%
Seasonal Home	108.3	108.4	109.9	112.9	117.2	120.6	118.5	127.1	135.9	144.8	147.8	2.0%
Day Travel	441.4	416.4	402.3	417.5	425.4	430.3	309.3	430.4	468.3	493.9	493.2	-0.2%
<b>Total</b>	<b>1,220.9</b>	<b>1,194.3</b>	<b>1,190.7</b>	<b>1,271.7</b>	<b>1,326.5</b>	<b>1,381.8</b>	<b>1,079.0</b>	<b>1,507.7</b>	<b>1,637.2</b>	<b>1,646.1</b>	<b>1,632.1</b>	<b>-0.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	136.6	147.9	157.1	172.6	184.8	202.2	207.2	281.3	310.7	303.7	292.5	-3.7%
Food Service	284.3	292.2	303.8	329.9	346.8	367.6	281.6	403.7	428.4	444.5	453.4	2.0%
Food Stores	138.3	135.0	130.0	132.8	133.1	135.1	98.3	145.0	160.3	167.9	171.4	2.1%
Arts, Ent. & Rec.	250.1	254.3	260.6	273.9	283.1	293.3	235.2	276.1	290.1	297.3	300.3	1.0%
Retail Sales	217.7	208.6	202.6	207.7	208.6	210.2	153.4	223.7	233.7	233.9	231.9	-0.9%
Visitor Air	13.6	15.0	14.4	14.9	15.6	16.5	8.2	13.2	16.2	16.8	15.0	-10.3%
Local Tran. & Gas	180.2	141.4	122.1	140.0	154.5	156.9	95.2	164.7	197.8	181.9	167.5	-7.9%
<b>Total</b>	<b>1,220.9</b>	<b>1,194.3</b>	<b>1,190.7</b>	<b>1,271.7</b>	<b>1,326.5</b>	<b>1,381.8</b>	<b>1,079.0</b>	<b>1,507.7</b>	<b>1,637.2</b>	<b>1,646.1</b>	<b>1,632.1</b>	<b>-0.8%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# West Coast Arizona

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	149.6	172.1	186.6	205.0	217.4	222.1	210.4	262.6	284.8	285.5	289.7	1.5%
Arts, Ent. & Rec.	102.6	104.5	108.0	112.6	119.1	118.6	89.6	99.2	100.9	114.1	124.5	9.1%
Retail*	51.7	52.0	52.3	54.2	56.4	57.8	63.8	68.3	69.4	68.9	69.2	0.5%
Visitor Air	0.3	0.4	0.5	0.7	0.8	0.7	0.6	0.5	0.5	0.7	0.7	7.5%
Other travel**	18.9	5.3	6.7	12.9	12.2	11.9	11.1	11.9	11.0	15.9	19.1	20.4%
<b>Total</b>	<b>323.1</b>	<b>334.3</b>	<b>354.0</b>	<b>385.4</b>	<b>405.9</b>	<b>411.1</b>	<b>375.5</b>	<b>442.6</b>	<b>466.5</b>	<b>485.0</b>	<b>503.3</b>	<b>3.8%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	6,810	7,540	7,950	8,070	8,210	8,010	6,980	8,120	8,270	7,780	7,570	-2.7%
Arts, Ent. & Rec.	4,440	4,600	4,550	4,420	4,500	4,720	3,220	3,570	3,490	3,720	3,880	4.3%
Retail*	1,720	1,690	1,680	1,650	1,660	1,670	1,730	1,790	1,750	1,730	1,710	-1.2%
Visitor Air	10	10	10	20	20	20	10	10	10	10	10	0.0%
Other travel**	550	190	240	350	330	320	270	280	250	320	350	9.4%
<b>Total</b>	<b>13,530</b>	<b>14,030</b>	<b>14,430</b>	<b>14,510</b>	<b>14,720</b>	<b>14,740</b>	<b>12,210</b>	<b>13,770</b>	<b>13,770</b>	<b>13,560</b>	<b>13,520</b>	<b>-0.3%</b>
<b>Direct Tax Revenue</b>												
Local tax	43.4	45.4	47.1	50.9	54.8	54.2	48.3	63.0	65.6	65.6	65.5	-0.1%
State tax	55.8	56.6	57.3	62.2	65.5	66.7	53.7	70.4	72.0	73.2	74.0	1.1%
<b>Total</b>	<b>99.2</b>	<b>102.0</b>	<b>104.4</b>	<b>113.2</b>	<b>120.3</b>	<b>121.0</b>	<b>102.0</b>	<b>133.4</b>	<b>137.6</b>	<b>138.7</b>	<b>139.5</b>	<b>0.6%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# County Travel Impacts

2024p

# County Travel Impacts

## Direct Travel Impact Summary, 2024p

County Name	Direct Spending (\$Millions)			Earnings (\$M)	Employment	Direct Tax Revenue (\$Millions)		
	Visitor Spend	Other Spend	Total			Local Tax	State Tax	Total
Apache	126.8	12.9	139.7	45.1	1,520	4.4	6.2	10.6
Cochise	353.0	26.7	379.7	99.5	3,150	15.7	15.8	31.5
Coconino	1,825.9	73.1	1,899.1	633.0	14,680	97.9	81.0	178.9
Gila	364.8	11.0	375.8	109.2	3,150	12.9	16.3	29.2
Graham	72.5	8.3	80.8	20.5	920	3.8	3.5	7.3
Greenlee	14.9	1.9	16.8	2.6	100	0.3	0.7	1.0
La Paz	183.2	3.4	186.6	51.4	1,200	7.1	7.8	15.0
Maricopa	15,268.1	3,206.8	18,475.0	6,082.6	109,400	922.0	708.9	1,630.8
Mohave	765.9	69.5	835.4	239.7	6,250	32.5	35.0	67.5
Navajo	408.3	22.0	430.2	147.3	4,310	18.1	19.3	37.4
Pima	2,907.2	555.8	3,463.0	920.4	22,840	81.6	146.6	228.2
Pinal	878.8	102.8	981.6	314.0	8,810	37.1	44.6	81.7
Santa Cruz	273.2	10.1	283.3	59.6	1,860	8.8	10.6	19.4
Yavapai	1,316.2	71.7	1,387.8	338.9	9,600	68.4	55.5	124.0
Yuma	682.9	58.9	741.8	212.1	6,070	25.9	31.1	57.0
<b>Arizona</b>	<b>26,954.4</b>	<b>2,722.3</b>	<b>29,676.7</b>	<b>9,276.1</b>	<b>193,860</b>	<b>1,336.5</b>	<b>1,183.0</b>	<b>2,519.5</b>

# County Travel Impacts

## Direct Spending Summary, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Travel Spending (\$Millions)</b>												
<b>Apache</b>												
Visitor	102.9	102.2	105.3	105.5	105.0	109.8	88.9	134.0	125.9	129.5	126.8	-2.1%
Transportation	18.5	14.7	12.9	13.8	14.8	15.2	8.8	16.5	18.1	16.7	15.2	-9.0%
Non-transportation	84.4	87.5	92.3	91.7	90.2	94.6	80.1	117.5	107.9	112.8	111.6	-1.1%
Other	16.1	12.8	11.2	12.3	13.7	13.7	7.2	12.7	15.5	14.2	12.9	-9.1%
<b>Total</b>	<b>119.1</b>	<b>114.9</b>	<b>116.5</b>	<b>117.9</b>	<b>118.7</b>	<b>123.6</b>	<b>96.1</b>	<b>146.7</b>	<b>141.4</b>	<b>143.7</b>	<b>139.7</b>	<b>-2.8%</b>
<b>Cochise</b>												
Visitor	306.7	302.4	287.0	304.2	304.9	320.1	193.1	312.8	354.1	362.0	353.0	-2.5%
Transportation	48.4	38.7	32.0	35.8	38.6	39.3	19.4	38.4	47.7	44.5	40.2	-9.6%
Non-transportation	258.3	263.7	255.0	268.4	266.3	280.8	173.6	274.3	306.3	317.6	312.8	-1.5%
Other	31.3	22.8	19.8	23.0	25.6	25.3	13.7	25.2	30.4	28.5	26.7	-6.2%
<b>Total</b>	<b>338.0</b>	<b>325.3</b>	<b>306.7</b>	<b>327.2</b>	<b>330.5</b>	<b>345.4</b>	<b>206.7</b>	<b>338.0</b>	<b>384.5</b>	<b>390.5</b>	<b>379.7</b>	<b>-2.8%</b>
<b>Coconino</b>												
Visitor	1,111.1	1,181.7	1,264.5	1,397.4	1,513.0	1,628.0	929.7	1,603.5	1,709.0	1,768.7	1,825.9	3.2%
Transportation	143.7	122.5	113.0	132.3	144.2	162.0	72.0	149.4	175.1	158.0	151.3	-4.2%
Non-transportation	967.4	1,059.2	1,151.5	1,265.2	1,368.8	1,466.0	857.7	1,454.1	1,533.9	1,610.8	1,674.6	4.0%
Other	60.5	54.5	46.7	52.4	56.0	68.6	31.0	49.9	64.0	62.7	73.1	16.6%
<b>Total</b>	<b>1,171.6</b>	<b>1,236.2</b>	<b>1,311.2</b>	<b>1,449.8</b>	<b>1,569.0</b>	<b>1,696.6</b>	<b>960.7</b>	<b>1,653.5</b>	<b>1,773.0</b>	<b>1,831.5</b>	<b>1,899.1</b>	<b>3.7%</b>
<b>Gila</b>												
Visitor	265.9	268.3	270.3	284.8	286.0	310.6	281.8	339.1	348.7	368.2	364.8	-0.9%
Transportation	35.5	28.5	24.6	27.4	29.5	30.8	21.2	32.0	37.4	35.3	32.2	-8.7%
Non-transportation	230.5	239.8	245.7	257.4	256.5	279.8	260.5	307.0	311.3	332.9	332.5	-0.1%
Other	12.4	9.5	8.3	9.5	10.5	10.5	5.6	10.5	12.8	12.0	11.0	-7.9%
<b>Total</b>	<b>278.3</b>	<b>277.8</b>	<b>278.6</b>	<b>294.3</b>	<b>296.5</b>	<b>321.1</b>	<b>287.4</b>	<b>349.5</b>	<b>361.5</b>	<b>380.2</b>	<b>375.8</b>	<b>-1.1%</b>

# County Travel Impacts

## Direct Spending, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Travel Spending (\$Millions)</b>												
<b>Graham</b>												
Visitor	67.1	50.1	49.2	56.1	56.2	62.6	36.2	59.1	68.4	69.3	72.5	4.7%
Transportation	10.8	7.3	6.3	7.4	7.9	8.4	3.9	8.0	10.0	9.2	8.6	-6.4%
Non-transportation	56.3	42.8	42.9	48.7	48.4	54.3	32.2	51.2	58.4	60.1	63.9	6.3%
Other	9.0	6.8	5.8	6.7	7.5	7.6	4.1	7.7	9.3	8.8	8.3	-6.2%
<b>Total</b>	<b>76.1</b>	<b>56.9</b>	<b>55.0</b>	<b>62.8</b>	<b>63.7</b>	<b>70.3</b>	<b>40.2</b>	<b>66.8</b>	<b>77.7</b>	<b>78.1</b>	<b>80.8</b>	<b>3.4%</b>
<b>Greenlee</b>												
Visitor	13.7	10.7	10.6	11.8	11.8	12.9	7.3	12.0	13.8	14.5	14.9	2.8%
Transportation	2.4	1.7	1.5	1.7	1.8	1.9	0.8	1.7	2.1	2.0	1.9	-7.6%
Non-transportation	11.3	9.0	9.1	10.1	10.0	11.1	6.5	10.3	11.6	12.5	13.0	4.5%
Other	2.1	1.7	1.5	1.6	1.8	1.8	0.9	1.8	2.2	2.0	1.9	-8.4%
<b>Total</b>	<b>15.8</b>	<b>12.4</b>	<b>12.1</b>	<b>13.4</b>	<b>13.6</b>	<b>14.7</b>	<b>8.2</b>	<b>13.8</b>	<b>16.0</b>	<b>16.5</b>	<b>16.8</b>	<b>1.5%</b>
<b>La Paz</b>												
Visitor	136.0	136.0	136.3	142.2	159.6	162.7	152.2	180.0	183.9	184.6	183.2	-0.7%
Transportation	20.2	16.2	14.0	15.6	18.1	18.1	13.3	20.4	23.0	21.0	19.2	-8.8%
Non-transportation	115.8	119.7	122.2	126.6	141.5	144.6	138.8	159.7	160.9	163.6	164.1	0.3%
Other	4.6	3.6	3.1	3.5	4.0	4.0	2.2	3.2	3.9	3.7	3.4	-7.2%
<b>Total</b>	<b>140.6</b>	<b>139.6</b>	<b>139.4</b>	<b>145.7</b>	<b>163.7</b>	<b>166.7</b>	<b>154.3</b>	<b>183.2</b>	<b>187.8</b>	<b>188.2</b>	<b>186.6</b>	<b>-0.8%</b>
<b>Maricopa</b>												
Visitor	9,585.0	10,070.9	10,382.6	10,962.9	11,970.7	12,517.7	7,333.7	11,605.1	14,213.7	15,055.7	15,268.1	1.4%
Transportation	2,780.8	2,782.6	2,761.7	2,933.6	3,217.2	3,372.5	1,521.2	2,574.4	3,447.4	3,554.6	3,560.5	0.2%
Non-transportation	6,804.2	7,288.3	7,620.9	8,029.3	8,753.5	9,145.2	5,812.5	9,030.7	10,766.3	11,501.1	11,707.6	1.8%
Other	3,035.1	2,924.5	2,872.7	3,056.9	3,345.2	3,426.8	1,512.2	2,304.7	3,092.8	3,173.8	3,206.8	1.0%
<b>Total</b>	<b>12,620.1</b>	<b>12,995.5</b>	<b>13,255.4</b>	<b>14,019.8</b>	<b>15,315.9</b>	<b>15,944.5</b>	<b>8,845.9</b>	<b>13,909.8</b>	<b>17,306.6</b>	<b>18,229.5</b>	<b>18,475.0</b>	<b>1.3%</b>



# County Travel Impacts

## Direct Spending, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Travel Spending (\$Millions)</b>												
<b>Mohave</b>												
Visitor	494.5	483.6	490.3	541.2	569.1	608.1	487.1	712.4	772.5	768.4	765.9	-0.3%
Transportation	86.8	67.7	58.8	69.4	76.4	78.3	47.0	83.6	101.5	93.0	85.6	-8.0%
Non-transportation	407.7	415.9	431.5	471.9	492.8	529.8	440.1	628.9	671.0	675.4	680.3	0.7%
Other	86.3	40.7	38.9	58.3	60.4	58.8	34.5	55.1	60.8	67.1	69.5	3.6%
<b>Total</b>	<b>580.8</b>	<b>524.3</b>	<b>529.2</b>	<b>599.5</b>	<b>629.5</b>	<b>667.0</b>	<b>521.5</b>	<b>767.6</b>	<b>833.3</b>	<b>835.4</b>	<b>835.4</b>	<b>0.0%</b>
<b>Navajo</b>												
Visitor	283.0	282.7	288.6	311.9	321.8	355.2	314.1	404.8	417.0	406.5	408.3	0.4%
Transportation	40.4	32.3	28.2	32.0	35.4	37.4	24.4	39.6	45.8	41.2	37.7	-8.5%
Non-transportation	242.6	250.5	260.4	279.8	286.5	317.8	289.8	365.2	371.2	365.3	370.6	1.4%
Other	24.5	19.3	16.9	18.8	21.2	21.3	11.3	20.9	25.6	23.9	22.0	-8.3%
<b>Total</b>	<b>307.4</b>	<b>302.1</b>	<b>305.5</b>	<b>330.7</b>	<b>343.0</b>	<b>376.4</b>	<b>325.5</b>	<b>425.8</b>	<b>442.6</b>	<b>430.5</b>	<b>430.2</b>	<b>0.0%</b>
<b>Pima</b>												
Visitor	2,208.3	2,240.0	2,182.7	2,353.5	2,467.0	2,609.9	1,342.2	2,377.1	2,753.7	2,893.6	2,907.2	0.5%
Transportation	522.5	495.5	469.5	510.3	545.6	570.0	230.6	417.9	531.8	538.7	524.1	-2.7%
Non-transportation	1,685.9	1,744.5	1,713.2	1,843.2	1,921.4	2,039.9	1,111.5	1,959.2	2,221.9	2,354.9	2,383.1	1.2%
Other	575.8	531.6	514.4	549.0	554.5	578.8	266.5	409.0	523.5	565.9	555.8	-1.8%
<b>Total</b>	<b>2,784.1</b>	<b>2,771.7</b>	<b>2,697.1</b>	<b>2,902.5</b>	<b>3,021.5</b>	<b>3,188.7</b>	<b>1,608.7</b>	<b>2,786.2</b>	<b>3,277.1</b>	<b>3,459.5</b>	<b>3,463.0</b>	<b>0.1%</b>
<b>Pinal</b>												
Visitor	554.5	567.8	571.6	617.4	666.0	685.7	485.0	722.9	811.0	840.5	878.8	4.6%
Transportation	89.4	73.1	63.4	72.5	82.4	83.0	50.0	85.8	103.3	99.7	95.3	-4.4%
Non-transportation	465.1	494.6	508.1	544.8	583.6	602.8	435.0	637.1	707.7	740.8	783.5	5.8%
Other	89.5	72.6	64.2	74.3	85.6	88.6	48.6	86.9	106.3	106.1	102.8	-3.1%
<b>Total</b>	<b>644.0</b>	<b>640.4</b>	<b>635.8</b>	<b>691.7</b>	<b>751.6</b>	<b>774.3</b>	<b>533.6</b>	<b>809.8</b>	<b>917.3</b>	<b>946.5</b>	<b>981.6</b>	<b>3.7%</b>

# County Travel Impacts

## Direct Spending, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Travel Spending (\$Millions)</b>												
<b>Santa Cruz</b>												
Visitor	278.2	257.5	226.7	231.1	219.6	225.9	113.8	181.9	249.4	277.1	273.2	-1.4%
Transportation	23.9	18.6	14.5	16.1	17.2	17.1	7.4	15.0	21.3	20.7	19.0	-8.3%
Non-transportation	254.3	238.9	212.3	215.0	202.4	208.7	106.4	166.8	228.1	256.4	254.2	-0.9%
Other	10.5	8.3	7.0	8.0	8.9	8.9	4.7	9.2	11.3	10.7	10.1	-6.2%
<b>Total</b>	<b>288.6</b>	<b>265.8</b>	<b>233.8</b>	<b>239.1</b>	<b>228.4</b>	<b>234.7</b>	<b>118.5</b>	<b>191.1</b>	<b>260.7</b>	<b>287.9</b>	<b>283.3</b>	<b>-1.6%</b>
<b>Yavapai</b>												
Visitor	680.9	706.6	725.5	800.0	879.3	931.3	715.0	1,194.9	1,259.9	1,300.6	1,316.2	1.2%
Transportation	85.2	69.1	60.1	69.8	79.5	82.5	47.1	96.3	114.1	107.0	99.1	-7.4%
Non-transportation	595.7	637.5	665.4	730.2	799.8	848.8	667.9	1,098.6	1,145.8	1,193.6	1,217.0	2.0%
Other	65.3	41.6	37.6	48.6	70.2	69.2	39.9	62.3	70.8	76.5	71.7	-6.3%
<b>Total</b>	<b>746.2</b>	<b>748.2</b>	<b>763.1</b>	<b>848.6</b>	<b>949.5</b>	<b>1,000.5</b>	<b>754.9</b>	<b>1,257.2</b>	<b>1,330.7</b>	<b>1,377.1</b>	<b>1,387.8</b>	<b>0.8%</b>
<b>Yuma</b>												
Visitor	590.4	574.7	564.1	588.2	597.7	611.0	439.8	615.2	680.8	693.1	682.9	-1.5%
Transportation	86.8	72.5	63.6	69.9	75.6	76.9	43.0	73.9	89.5	84.6	77.8	-8.1%
Non-transportation	503.6	502.2	500.5	518.4	522.1	534.0	396.7	541.2	591.3	608.5	605.2	-0.5%
Other	60.8	48.6	42.0	48.0	53.2	56.0	28.0	50.4	62.4	61.4	58.9	-4.1%
<b>Total</b>	<b>651.2</b>	<b>623.3</b>	<b>606.1</b>	<b>636.2</b>	<b>650.9</b>	<b>667.0</b>	<b>467.7</b>	<b>665.6</b>	<b>743.2</b>	<b>754.5</b>	<b>741.8</b>	<b>-1.7%</b>

# County Travel Impacts

## Direct Employment Summary, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Employment (Thousands of Jobs)</b>												
Apache	1.6	1.6	1.7	1.6	1.6	1.5	1.3	1.3	1.4	1.5	1.5	2.7%
Cochise	3.8	3.8	3.6	3.4	3.4	3.5	3.0	3.2	3.4	3.5	3.2	-8.4%
Coconino	11.9	12.0	12.6	13.4	13.6	13.8	11.3	12.4	13.4	13.8	14.7	6.2%
Gila	2.7	2.7	2.9	2.9	2.9	2.9	2.8	2.9	2.9	3.1	3.2	1.3%
Graham	1.1	0.8	0.8	0.9	0.9	0.9	0.7	0.8	0.8	0.9	0.9	3.4%
Greenlee	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0%
La Paz	1.4	1.3	1.4	1.3	1.4	1.4	1.3	1.3	1.2	1.2	1.2	-0.8%
Maricopa	94.5	99.2	101.3	103.8	107.7	108.8	85.4	88.0	97.2	103.8	109.4	5.4%
Mohave	6.1	6.5	6.7	7.0	7.1	6.4	5.6	6.7	6.6	6.3	6.3	-0.6%
Navajo	3.8	3.9	4.0	4.1	4.1	3.9	3.7	4.0	4.1	4.2	4.3	1.9%
Pima	23.4	24.1	24.7	25.0	24.7	24.8	19.2	20.2	21.7	23.0	22.9	-0.7%
Pinal	5.7	6.0	6.8	6.8	6.7	6.9	6.6	7.3	7.7	8.5	8.8	4.1%
Santa Cruz	2.2	2.4	2.1	2.0	2.0	2.1	1.8	1.9	1.8	1.9	1.9	-0.5%
Yavapai	8.5	8.8	9.0	9.5	9.9	10.3	8.6	9.6	9.8	10.0	9.6	-4.1%
Yuma	6.1	6.3	6.4	6.3	6.2	6.9	5.3	5.8	6.1	6.1	6.1	0.5%
<b>Arizona</b>	<b>172.7</b>	<b>179.5</b>	<b>184.2</b>	<b>187.9</b>	<b>192.3</b>	<b>194.3</b>	<b>156.7</b>	<b>165.5</b>	<b>178.0</b>	<b>187.8</b>	<b>193.9</b>	<b>3.2%</b>

# County Travel Impacts

## Direct Earnings Summary, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Earnings (\$Millions)</b>												
Apache	31	33	36	37	38	39	34	36	38	43	45	4.6%
Cochise	79	81	79	82	84	89	82	90	98	104	100	-4.1%
Coconino	323	343	365	409	434	458	401	461	506	558	633	13.4%
Gila	65	69	73	78	82	85	85	90	96	109	109	0.5%
Graham	15	12	12	13	14	15	14	16	17	19	21	7.7%
Greenlee	3	3	2	2	2	3	2	2	2	2	3	6.5%
La Paz	33	34	34	36	41	43	45	48	44	48	51	7.1%
Maricopa	3,884	4,162	4,310	4,635	4,961	5,120	4,060	4,251	4,946	5,633	6,083	8.0%
Mohave	145	151	165	185	196	180	171	216	226	230	240	4.4%
Navajo	89	94	98	106	113	109	109	125	133	143	147	2.8%
Pima	631	674	693	743	752	796	643	710	813	897	920	2.6%
Pinal	137	147	168	181	187	200	209	238	257	295	314	6.4%
Santa Cruz	53	57	53	54	54	58	49	55	53	58	60	2.6%
Yavapai	194	207	221	242	269	284	260	308	329	356	339	-4.9%
Yuma	145	150	155	165	169	188	160	179	196	207	212	2.3%
<b>Arizona</b>	<b>5,827</b>	<b>6,216</b>	<b>6,464</b>	<b>6,968</b>	<b>7,397</b>	<b>7,667</b>	<b>6,322</b>	<b>6,824</b>	<b>7,755</b>	<b>8,703</b>	<b>9,276</b>	<b>6.6%</b>

# County Travel Impacts

## Total and Travel-Generated Earnings and Employment, 2024p

	Earnings (\$Millions)				Employment (Jobs)		
	Total	Travel	Travel % Total		Total	Travel	Travel % Total
Apache	1.4	0.0	3.1%		27,020	1,522	5.6%
Cochise	3.7	0.1	2.7%		54,124	3,154	5.8%
Coconino	5.8	0.6	10.9%		94,845	14,679	15.5%
Gila	1.3	0.1	8.2%		23,623	3,150	13.3%
Graham	0.9	0.0	2.2%		15,414	915	5.9%
Greenlee	0.7	0.0	0.4%		6,721	97	1.4%
La Paz	0.5	0.1	9.5%		8,426	1,196	14.2%
Maricopa	239.0	6.1	2.5%		3,164,096	109,399	3.5%
Mohave	4.6	0.2	5.3%		82,936	6,252	7.5%
Navajo	2.3	0.1	6.4%		46,036	4,308	9.4%
Pima	36.0	0.9	2.6%		561,602	22,836	4.1%
Pinal	7.0	0.3	4.5%		131,084	8,806	6.7%
Santa Cruz	1.5	0.1	4.1%		21,618	1,864	8.6%
Yavapai	6.2	0.3	5.5%		117,350	9,604	8.2%
Yuma	6.2	0.2	3.4%		91,578	6,073	6.6%
<b>Arizona</b>	<b>317.2</b>	<b>9.3</b>	<b>2.9%</b>		<b>4.4</b>	<b>0.2</b>	<b>4.4%</b>

# County Travel Impacts

## Direct Tax Revenue Summary, 2014-2024p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Tax Revenue (\$Millions)</b>												
Apache	8.6	9.0	9.5	9.7	9.9	9.9	8.2	10.7	10.0	10.5	10.6	0.1%
Cochise	26.2	27.1	26.4	28.1	28.9	30.1	21.1	29.7	31.5	32.2	31.5	-2.3%
Coconino	104.1	114.0	123.1	134.6	147.0	152.9	102.1	153.3	159.5	168.4	178.9	6.2%
Gila	19.5	20.5	21.1	22.8	23.6	24.7	23.4	27.2	27.2	29.4	29.2	-0.7%
Graham	6.4	4.9	4.9	5.6	5.7	6.2	4.2	6.0	6.5	6.8	7.3	7.2%
Greenlee	1.0	0.9	0.8	0.9	0.9	1.0	0.6	0.8	0.9	1.0	1.0	4.3%
La Paz	10.1	10.5	10.6	11.6	13.5	13.6	13.4	15.1	14.5	14.7	15.0	2.0%
Maricopa	978.6	1,056.8	1,097.7	1,188.9	1,375.3	1,387.8	945.7	1,270.3	1,480.5	1,586.7	1,630.8	2.8%
Mohave	41.8	43.4	45.5	51.0	54.6	54.2	47.3	65.2	66.9	66.7	67.5	1.2%
Navajo	24.9	26.3	27.2	29.8	31.5	32.5	30.2	37.0	37.0	36.9	37.4	1.3%
Pima	187.9	198.0	196.8	198.4	208.8	213.6	134.9	194.0	213.4	226.0	228.2	1.0%
Pinal	47.6	50.8	53.2	57.9	62.5	63.5	51.0	68.5	73.0	77.5	81.7	5.4%
Santa Cruz	18.6	18.5	16.6	17.4	17.3	17.5	10.9	15.2	17.8	19.4	19.4	0.0%
Yavapai	61.1	66.3	69.6	78.4	88.3	91.5	76.1	115.8	119.0	123.8	124.0	0.1%
Yuma	47.4	48.1	48.3	50.5	52.2	53.3	41.3	53.1	56.3	57.4	57.0	-0.6%
<b>Arizona</b>	<b>1,583.7</b>	<b>1,695.1</b>	<b>1,751.4</b>	<b>1,885.8</b>	<b>2,120.2</b>	<b>2,152.2</b>	<b>1,510.5</b>	<b>2,061.7</b>	<b>2,313.9</b>	<b>2,457.4</b>	<b>2,519.5</b>	<b>2.5%</b>

# Apache County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	102.9	102.2	105.3	105.5	105.0	109.8	88.9	134.0	125.9	129.5	126.8	-2.1%
Other travel*	16.1	12.8	11.2	12.3	13.7	13.7	7.2	12.7	15.5	14.2	12.9	-9.1%
<b>Total</b>	<b>119.1</b>	<b>114.9</b>	<b>116.5</b>	<b>117.9</b>	<b>118.7</b>	<b>123.6</b>	<b>96.1</b>	<b>146.7</b>	<b>141.4</b>	<b>143.7</b>	<b>139.7</b>	<b>-2.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	38.5	40.3	43.1	43.2	41.1	43.1	44.5	66.5	53.3	57.6	56.0	-2.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	62.3	46.9	50.0	48.8	-2.5%
STVR**	NA	NA	NA	NA	NA	NA	NA	4.2	6.4	7.5	7.2	-4.0%
Campground	7.4	7.1	6.9	7.2	7.5	8.1	7.4	9.7	10.5	10.2	10.1	-1.3%
Private Home (VFR)	39.1	37.1	37.1	37.1	38.0	39.7	20.3	38.0	41.5	40.1	39.4	-1.7%
Seasonal Home	13.1	13.0	13.4	13.3	13.6	13.9	13.4	14.3	15.3	15.9	15.8	-0.6%
Day Travel	4.8	4.7	4.7	4.8	4.8	5.1	3.3	5.4	5.4	5.6	5.4	-3.9%
<b>Total</b>	<b>102.9</b>	<b>102.2</b>	<b>105.3</b>	<b>105.5</b>	<b>105.0</b>	<b>109.8</b>	<b>88.9</b>	<b>134.0</b>	<b>125.9</b>	<b>129.5</b>	<b>126.8</b>	<b>-2.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	17.9	19.1	20.7	20.6	19.7	20.5	21.5	30.6	28.1	31.6	30.3	-4.3%
Food Service	28.8	29.9	31.9	32.2	32.5	34.7	27.0	40.3	37.8	39.6	40.0	1.0%
Food Stores	10.1	10.2	10.4	10.1	10.0	10.5	7.3	11.7	12.3	12.1	12.2	1.0%
Arts, Ent. & Rec.	7.8	8.0	8.3	8.2	8.1	8.4	6.7	8.4	8.0	8.4	8.4	0.3%
Retail Sales	19.9	20.3	21.0	20.6	19.8	20.6	17.7	26.3	21.6	21.1	20.7	-1.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	18.5	14.7	12.9	13.8	14.8	15.2	8.8	16.5	18.1	16.7	15.2	-9.0%
<b>Total</b>	<b>102.9</b>	<b>102.2</b>	<b>105.3</b>	<b>105.5</b>	<b>105.0</b>	<b>109.8</b>	<b>88.9</b>	<b>134.0</b>	<b>125.9</b>	<b>129.5</b>	<b>126.8</b>	<b>-2.1%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Apache County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	21.8	23.5	26.0	26.8	27.6	27.3	22.6	24.1	24.3	29.1	31.3	7.5%
Arts, Ent. & Rec.	4.0	4.1	4.3	4.4	4.4	4.7	4.6	4.6	7.7	7.3	7.2	-1.9%
Retail*	4.4	4.7	5.0	5.1	5.3	5.7	5.9	6.3	5.7	5.9	5.9	-0.5%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.5	0.5	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.8	0.8	-1.8%
<b>Total</b>	<b>30.8</b>	<b>32.9</b>	<b>35.9</b>	<b>36.8</b>	<b>38.0</b>	<b>38.5</b>	<b>33.9</b>	<b>35.7</b>	<b>38.5</b>	<b>43.1</b>	<b>45.1</b>	<b>4.6%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	1,090	1,150	1,240	1,170	1,160	1,090	900	870	870	1,000	1,020	2.0%
Arts, Ent. & Rec.	220	210	200	180	180	190	180	170	250	260	290	11.5%
Retail*	210	220	230	210	220	230	230	240	210	200	190	-5.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	30	30	30	30	30	30	30	30	30	30	30	0.0%
<b>Total</b>	<b>1,550</b>	<b>1,610</b>	<b>1,700</b>	<b>1,590</b>	<b>1,590</b>	<b>1,540</b>	<b>1,340</b>	<b>1,310</b>	<b>1,360</b>	<b>1,490</b>	<b>1,530</b>	<b>2.7%</b>
<b>Direct Tax Revenue</b>												
Local tax	3.3	3.5	3.8	3.9	4.0	3.9	3.4	4.3	4.1	4.4	4.4	0.4%
State tax	5.4	5.5	5.8	5.8	5.9	6.0	4.8	6.4	5.9	6.2	6.2	0.0%
<b>Total</b>	<b>8.6</b>	<b>9.0</b>	<b>9.5</b>	<b>9.7</b>	<b>9.9</b>	<b>9.9</b>	<b>8.2</b>	<b>10.7</b>	<b>10.0</b>	<b>10.5</b>	<b>10.6</b>	<b>0.1%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# Cochise County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	306.7	302.4	287.0	304.2	304.9	320.1	193.1	312.8	354.1	362.0	353.0	-2.5%
Other travel*	31.3	22.8	19.8	23.0	25.6	25.3	13.7	25.2	30.4	28.5	26.7	-6.2%
<b>Total</b>	<b>338.0</b>	<b>325.3</b>	<b>306.7</b>	<b>327.2</b>	<b>330.5</b>	<b>345.4</b>	<b>206.7</b>	<b>338.0</b>	<b>384.5</b>	<b>390.5</b>	<b>379.7</b>	<b>-2.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	98.5	106.2	104.5	113.9	113.4	124.2	81.0	131.3	138.5	135.1	130.3	-3.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	126.4	131.0	126.6	121.1	-4.3%
STVR**	NA	NA	NA	NA	NA	NA	NA	4.9	7.5	8.5	9.2	7.9%
Campground	9.9	9.4	9.2	9.6	10.0	10.8	10.7	13.3	14.4	14.1	13.9	-1.3%
Private Home (VFR)	67.4	66.1	62.5	65.2	67.5	69.6	36.1	67.0	79.2	76.3	76.1	-0.3%
Seasonal Home	6.9	6.9	6.9	6.9	7.2	7.3	7.1	7.6	8.1	8.4	8.5	0.7%
Day Travel	124.0	113.9	103.9	108.6	106.9	108.3	58.2	93.5	113.9	128.1	124.3	-3.0%
<b>Total</b>	<b>306.7</b>	<b>302.4</b>	<b>287.0</b>	<b>304.2</b>	<b>304.9</b>	<b>320.1</b>	<b>193.1</b>	<b>312.8</b>	<b>354.1</b>	<b>362.0</b>	<b>353.0</b>	<b>-2.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	35.5	38.4	38.8	43.5	42.9	47.8	36.4	52.1	59.2	58.6	58.5	-0.2%
Food Service	81.2	85.1	84.3	89.4	91.0	96.8	58.3	95.5	105.2	111.1	110.5	-0.6%
Food Stores	61.7	57.9	52.6	53.8	51.8	52.2	29.2	45.5	57.2	63.7	62.8	-1.5%
Arts, Ent. & Rec.	19.0	20.0	19.7	20.3	20.4	21.3	12.9	19.2	20.4	21.1	21.1	-0.4%
Retail Sales	61.1	62.3	59.5	61.4	60.2	62.6	36.9	62.0	64.3	63.0	60.1	-4.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	48.4	38.7	32.0	35.8	38.6	39.3	19.4	38.4	47.7	44.5	40.2	-9.6%
<b>Total</b>	<b>306.7</b>	<b>302.4</b>	<b>287.0</b>	<b>304.2</b>	<b>304.9</b>	<b>320.1</b>	<b>193.1</b>	<b>312.8</b>	<b>354.1</b>	<b>362.0</b>	<b>353.0</b>	<b>-2.5%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Cochise County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	50.2	51.1	49.7	51.9	53.3	56.6	50.3	57.5	63.9	69.0	64.8	-6.1%
Arts, Ent. & Rec.	10.4	11.0	11.0	11.6	12.3	13.2	11.5	11.2	12.7	13.2	13.6	3.0%
Retail*	17.0	17.4	16.8	17.2	17.2	18.0	18.4	19.3	19.2	19.4	18.8	-3.1%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	1.9	1.1	1.2	1.6	1.6	1.6	1.6	1.7	1.8	2.1	2.3	8.7%
<b>Total</b>	<b>79.5</b>	<b>80.5</b>	<b>78.6</b>	<b>82.2</b>	<b>84.4</b>	<b>89.4</b>	<b>81.8</b>	<b>89.6</b>	<b>97.6</b>	<b>103.7</b>	<b>99.5</b>	<b>-4.1%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	2,360	2,370	2,210	2,110	2,120	2,150	1,830	1,940	2,080	2,170	1,940	-10.6%
Arts, Ent. & Rec.	680	690	700	670	670	710	580	630	660	670	630	-6.0%
Retail*	650	650	630	600	580	600	570	590	560	560	540	-3.6%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	70	50	50	50	50	50	50	50	50	50	50	0.0%
<b>Total</b>	<b>3,760</b>	<b>3,760</b>	<b>3,590</b>	<b>3,430</b>	<b>3,420</b>	<b>3,510</b>	<b>3,030</b>	<b>3,210</b>	<b>3,350</b>	<b>3,450</b>	<b>3,160</b>	<b>-8.4%</b>
<b>Direct Tax Revenue</b>												
Local tax	12.0	12.6	12.4	13.3	14.0	14.5	10.6	14.7	15.8	16.1	15.7	-2.4%
State tax	14.1	14.5	14.0	14.8	15.0	15.6	10.5	15.0	15.7	16.2	15.8	-2.1%
<b>Total</b>	<b>26.2</b>	<b>27.1</b>	<b>26.4</b>	<b>28.1</b>	<b>28.9</b>	<b>30.1</b>	<b>21.1</b>	<b>29.7</b>	<b>31.5</b>	<b>32.2</b>	<b>31.5</b>	<b>-2.3%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Coconino County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	1,111.1	1,181.7	1,264.5	1,397.4	1,513.0	1,628.0	929.7	1,603.5	1,709.0	1,768.7	1,825.9	3.2%
Other travel*	60.5	54.5	46.7	52.4	56.0	68.6	31.0	49.9	64.0	62.7	73.1	16.6%
<b>Total</b>	<b>1,171.6</b>	<b>1,236.2</b>	<b>1,311.2</b>	<b>1,449.8</b>	<b>1,569.0</b>	<b>1,696.6</b>	<b>960.7</b>	<b>1,653.5</b>	<b>1,773.0</b>	<b>1,831.5</b>	<b>1,899.1</b>	<b>3.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	764.3	832.3	906.3	1,013.2	1,105.3	1,189.9	674.0	1,186.0	1,258.4	1,317.6	1,364.5	3.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	1,090.7	1,121.4	1,170.9	1,202.7	2.7%
STVR**	NA	NA	NA	NA	NA	NA	NA	95.2	137.0	146.7	161.8	10.3%
Campground	25.5	24.3	23.7	24.7	25.9	27.8	25.5	33.4	36.0	35.2	34.7	-1.3%
Private Home (VFR)	65.9	64.8	64.1	67.8	66.4	74.3	33.9	70.2	83.1	78.0	79.1	1.3%
Seasonal Home	35.0	35.3	36.0	36.6	37.8	38.8	37.1	39.8	42.5	44.6	44.7	0.3%
Day Travel	220.3	225.1	234.3	255.2	277.6	297.2	159.3	274.2	288.9	293.3	302.9	3.3%
<b>Total</b>	<b>1,111.1</b>	<b>1,181.7</b>	<b>1,264.5</b>	<b>1,397.4</b>	<b>1,513.0</b>	<b>1,628.0</b>	<b>929.7</b>	<b>1,603.5</b>	<b>1,709.0</b>	<b>1,768.7</b>	<b>1,825.9</b>	<b>3.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	363.9	415.8	462.2	513.3	548.8	580.3	369.4	642.2	696.9	735.4	768.7	4.5%
Food Service	260.6	282.2	307.9	342.2	379.7	416.4	230.3	385.9	399.3	426.3	443.0	3.9%
Food Stores	57.2	60.6	62.6	66.2	70.4	75.2	44.1	81.8	86.8	90.3	94.5	4.6%
Arts, Ent. & Rec.	154.6	163.3	174.4	188.9	204.4	218.0	118.0	176.9	185.6	194.0	201.5	3.9%
Retail Sales	131.1	137.3	144.3	154.5	165.5	175.9	95.9	167.4	165.3	164.8	167.0	1.4%
Visitor Air	15.5	16.8	16.0	18.6	11.8	22.9	8.2	21.2	23.7	17.9	20.1	12.1%
Local Tran. & Gas	128.2	105.7	97.0	113.6	132.4	139.1	63.8	128.2	151.5	140.1	131.2	-6.3%
<b>Total</b>	<b>1,111.1</b>	<b>1,181.7</b>	<b>1,264.5</b>	<b>1,397.4</b>	<b>1,513.0</b>	<b>1,628.0</b>	<b>929.7</b>	<b>1,603.5</b>	<b>1,709.0</b>	<b>1,768.7</b>	<b>1,825.9</b>	<b>3.2%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Coconino County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	192.1	202.2	213.6	238.0	261.2	271.1	231.9	287.7	317.7	342.9	389.6	13.6%
Arts, Ent. & Rec.	85.2	90.5	97.6	107.8	106.5	116.9	108.9	109.9	119.5	140.2	159.1	13.5%
Retail*	27.5	30.0	32.5	33.5	35.2	35.5	36.0	41.5	42.0	43.1	44.1	2.3%
Visitor Air	6.5	7.9	9.4	14.8	13.0	14.3	10.7	10.2	10.7	12.8	14.5	13.3%
Other travel**	12.2	12.8	12.2	15.2	18.0	20.0	13.0	12.0	15.6	19.2	25.8	34.3%
<b>Total</b>	<b>323.5</b>	<b>343.3</b>	<b>365.4</b>	<b>409.4</b>	<b>433.9</b>	<b>457.8</b>	<b>400.5</b>	<b>461.3</b>	<b>505.5</b>	<b>558.1</b>	<b>633.0</b>	<b>13.4%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	6,990	7,020	7,330	7,630	8,140	8,250	6,640	7,620	8,310	8,380	8,790	4.9%
Arts, Ent. & Rec.	3,410	3,390	3,690	4,040	3,740	3,750	3,170	3,200	3,450	3,750	4,020	7.2%
Retail*	990	1,050	1,110	1,100	1,140	1,090	1,020	1,110	1,080	1,070	1,050	-1.9%
Visitor Air	120	150	180	220	190	210	150	140	150	160	190	18.8%
Other travel**	390	420	320	360	430	520	310	310	410	460	620	34.8%
<b>Total</b>	<b>11,900</b>	<b>12,030</b>	<b>12,630</b>	<b>13,350</b>	<b>13,640</b>	<b>13,820</b>	<b>11,290</b>	<b>12,380</b>	<b>13,400</b>	<b>13,820</b>	<b>14,670</b>	<b>6.2%</b>
<b>Direct Tax Revenue</b>												
Local tax	55.8	61.9	67.3	72.3	79.1	81.2	55.8	83.5	87.4	92.1	97.9	6.3%
State tax	48.2	52.1	55.8	62.4	67.9	71.7	46.3	69.8	72.1	76.2	81.0	6.2%
<b>Total</b>	<b>104.1</b>	<b>114.0</b>	<b>123.1</b>	<b>134.6</b>	<b>147.0</b>	<b>152.9</b>	<b>102.1</b>	<b>153.3</b>	<b>159.5</b>	<b>168.4</b>	<b>178.9</b>	<b>6.2%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Gila County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	265.9	268.3	270.3	284.8	286.0	310.6	281.8	339.1	348.7	368.2	364.8	-0.9%
Other travel*	12.4	9.5	8.3	9.5	10.5	10.5	5.6	10.5	12.8	12.0	11.0	-7.9%
<b>Total</b>	<b>278.3</b>	<b>277.8</b>	<b>278.6</b>	<b>294.3</b>	<b>296.5</b>	<b>321.1</b>	<b>287.4</b>	<b>349.5</b>	<b>361.5</b>	<b>380.2</b>	<b>375.8</b>	<b>-1.1%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	48.9	53.5	56.4	64.8	62.9	79.0	87.0	114.4	108.3	121.3	118.7	-2.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	104.6	92.3	102.6	100.1	-2.4%
STVR**	NA	NA	NA	NA	NA	NA	NA	9.8	16.1	18.7	18.6	-0.3%
Campground	13.2	12.6	12.3	12.8	13.4	14.4	11.4	12.1	13.1	12.8	12.6	-1.3%
Private Home (VFR)	41.3	40.9	40.2	42.1	42.2	44.7	23.1	42.3	50.1	49.0	48.6	-0.8%
Seasonal Home	14.3	14.3	14.5	14.7	15.1	15.5	15.0	16.1	17.2	18.0	18.0	-0.1%
Day Travel	148.2	147.0	146.9	150.4	152.3	157.0	145.2	154.2	160.0	167.1	166.8	-0.2%
<b>Total</b>	<b>265.9</b>	<b>268.3</b>	<b>270.3</b>	<b>284.8</b>	<b>286.0</b>	<b>310.6</b>	<b>281.8</b>	<b>339.1</b>	<b>348.7</b>	<b>368.2</b>	<b>364.8</b>	<b>-0.9%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	20.0	22.4	23.9	27.1	26.6	32.4	38.4	51.0	52.7	57.1	55.6	-2.7%
Food Service	50.3	53.2	55.4	58.9	59.7	66.0	57.1	73.6	75.2	81.7	82.5	1.0%
Food Stores	22.1	22.8	22.6	22.8	22.7	23.8	20.6	25.9	27.4	28.4	28.8	1.3%
Arts, Ent. & Rec.	104.4	107.3	109.6	113.8	113.2	121.5	112.3	116.6	116.7	126.2	126.8	0.5%
Retail Sales	33.6	34.1	34.2	34.8	34.4	36.1	32.0	40.0	39.3	39.5	38.9	-1.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	35.5	28.5	24.6	27.4	29.5	30.8	21.2	32.0	37.4	35.3	32.2	-8.7%
<b>Total</b>	<b>265.9</b>	<b>268.3</b>	<b>270.3</b>	<b>284.8</b>	<b>286.0</b>	<b>310.6</b>	<b>281.8</b>	<b>339.1</b>	<b>348.7</b>	<b>368.2</b>	<b>364.8</b>	<b>-0.9%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Gila County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	28.5	30.9	34.1	37.1	41.3	43.1	38.6	44.0	51.5	58.4	60.5	3.6%
Arts, Ent. & Rec.	28.0	28.8	29.5	30.9	30.6	31.9	33.2	32.8	31.4	36.2	34.7	-4.2%
Retail*	8.2	8.7	9.0	9.3	9.4	9.7	12.2	12.4	12.5	13.1	13.1	-0.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.5	0.4	0.5	0.5	0.5	0.6	0.6	0.8	0.9	1.0	1.0	2.1%
<b>Total</b>	<b>65.3</b>	<b>68.8</b>	<b>73.1</b>	<b>77.8</b>	<b>81.9</b>	<b>85.3</b>	<b>84.6</b>	<b>90.0</b>	<b>96.4</b>	<b>108.6</b>	<b>109.2</b>	<b>0.5%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	1,300	1,380	1,500	1,510	1,590	1,570	1,280	1,360	1,530	1,620	1,640	1.2%
Arts, Ent. & Rec.	1,030	1,000	1,040	1,020	930	1,020	1,100	1,150	1,000	1,080	1,110	2.8%
Retail*	330	340	350	340	330	330	390	390	380	380	370	-2.6%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	20	20	20	20	20	20	20	20	30	30	30	0.0%
<b>Total</b>	<b>2,680</b>	<b>2,740</b>	<b>2,910</b>	<b>2,890</b>	<b>2,870</b>	<b>2,940</b>	<b>2,790</b>	<b>2,920</b>	<b>2,940</b>	<b>3,110</b>	<b>3,150</b>	<b>1.3%</b>
<b>Direct Tax Revenue</b>												
Local tax	7.7	8.2	8.6	9.5	9.9	10.2	10.2	12.0	12.1	13.1	12.9	-1.4%
State tax	11.8	12.3	12.5	13.4	13.7	14.5	13.2	15.2	15.1	16.3	16.3	-0.1%
<b>Total</b>	<b>19.5</b>	<b>20.5</b>	<b>21.1</b>	<b>22.8</b>	<b>23.6</b>	<b>24.7</b>	<b>23.4</b>	<b>27.2</b>	<b>27.2</b>	<b>29.4</b>	<b>29.2</b>	<b>-0.7%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Graham County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	67.1	50.1	49.2	56.1	56.2	62.6	36.2	59.1	68.4	69.3	72.5	4.7%
Other travel*	9.0	6.8	5.8	6.7	7.5	7.6	4.1	7.7	9.3	8.8	8.3	-6.2%
<b>Total</b>	<b>76.1</b>	<b>56.9</b>	<b>55.0</b>	<b>62.8</b>	<b>63.7</b>	<b>70.3</b>	<b>40.2</b>	<b>66.8</b>	<b>77.7</b>	<b>78.1</b>	<b>80.8</b>	<b>3.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	37.5	23.7	23.0	28.2	27.8	32.1	19.1	29.5	34.0	34.9	37.9	8.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	29.4	33.9	34.5	37.3	8.1%
STVR**	NA	NA	NA	NA	NA	NA	NA	0.1	0.1	0.4	0.6	49.3%
Campground	1.8	1.8	1.7	1.8	1.9	2.0	1.8	2.4	2.6	2.5	2.5	-1.3%
Private Home (VFR)	20.9	18.8	18.6	19.8	20.2	21.6	11.2	20.6	24.4	24.2	24.4	0.6%
Seasonal Home	0.7	0.6	0.6	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.9	1.6%
Day Travel	6.3	5.2	5.2	5.7	5.7	6.2	3.3	5.9	6.6	6.7	6.8	1.7%
<b>Total</b>	<b>67.1</b>	<b>50.1</b>	<b>49.2</b>	<b>56.1</b>	<b>56.2</b>	<b>62.6</b>	<b>36.2</b>	<b>59.1</b>	<b>68.4</b>	<b>69.3</b>	<b>72.5</b>	<b>4.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	13.7	8.4	8.3	10.5	10.3	12.2	8.7	11.6	14.5	16.6	18.8	13.4%
Food Service	18.2	15.2	15.6	17.5	17.7	19.8	11.2	18.7	21.1	21.5	22.5	4.4%
Food Stores	5.3	4.8	4.8	5.0	4.9	5.3	3.1	5.3	6.1	6.0	6.2	3.7%
Arts, Ent. & Rec.	4.5	3.7	3.7	4.0	4.0	4.3	2.4	3.6	4.1	4.2	4.3	3.8%
Retail Sales	14.6	10.7	10.5	11.8	11.5	12.7	6.9	11.9	12.7	11.8	12.1	2.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	10.8	7.3	6.3	7.4	7.9	8.4	3.9	8.0	10.0	9.2	8.6	-6.4%
<b>Total</b>	<b>67.1</b>	<b>50.1</b>	<b>49.2</b>	<b>56.1</b>	<b>56.2</b>	<b>62.6</b>	<b>36.2</b>	<b>59.1</b>	<b>68.4</b>	<b>69.3</b>	<b>72.5</b>	<b>4.7%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Graham County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	9.0	7.3	7.3	7.8	8.7	9.1	9.3	10.7	11.0	12.4	13.9	11.9%
Arts, Ent. & Rec.	2.6	2.1	2.1	2.4	2.4	2.7	1.9	2.2	2.4	2.8	2.7	-4.5%
Retail*	2.8	2.3	2.3	2.5	2.5	2.6	2.7	2.9	3.2	3.3	3.4	2.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.4	0.3	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.6	5.8%
<b>Total</b>	<b>14.9</b>	<b>12.1</b>	<b>12.1</b>	<b>13.1</b>	<b>14.0</b>	<b>14.9</b>	<b>14.3</b>	<b>16.2</b>	<b>17.1</b>	<b>19.1</b>	<b>20.5</b>	<b>7.7%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	540	420	410	400	440	420	390	430	430	450	470	4.4%
Arts, Ent. & Rec.	400	320	300	370	370	380	240	280	290	320	330	3.1%
Retail*	100	90	90	90	90	90	90	90	100	90	90	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	20	10	10	20	20	20	20	20	20	20	20	0.0%
<b>Total</b>	<b>1,060</b>	<b>840</b>	<b>810</b>	<b>880</b>	<b>920</b>	<b>910</b>	<b>740</b>	<b>820</b>	<b>840</b>	<b>880</b>	<b>910</b>	<b>3.4%</b>
<b>Direct Tax Revenue</b>												
Local tax	3.1	2.2	2.2	2.6	2.7	3.0	2.1	2.9	3.3	3.5	3.8	8.6%
State tax	3.3	2.7	2.7	2.9	3.0	3.2	2.1	3.1	3.2	3.3	3.5	5.8%
<b>Total</b>	<b>6.4</b>	<b>4.9</b>	<b>4.9</b>	<b>5.6</b>	<b>5.7</b>	<b>6.2</b>	<b>4.2</b>	<b>6.0</b>	<b>6.5</b>	<b>6.8</b>	<b>7.3</b>	<b>7.2%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# Greenlee County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	13.7	10.7	10.6	11.8	11.8	12.9	7.3	12.0	13.8	14.5	14.9	2.8%
Other travel*	2.1	1.7	1.5	1.6	1.8	1.8	0.9	1.8	2.2	2.0	1.9	-8.4%
<b>Total</b>	<b>15.8</b>	<b>12.4</b>	<b>12.1</b>	<b>13.4</b>	<b>13.6</b>	<b>14.7</b>	<b>8.2</b>	<b>13.8</b>	<b>16.0</b>	<b>16.5</b>	<b>16.8</b>	<b>1.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	6.7	4.3	4.1	5.0	5.0	5.7	3.4	5.2	6.0	6.7	7.1	5.9%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	5.1	5.9	6.6	7.0	6.2%
STVR**	NA	NA	NA	NA	NA	NA	NA	0.1	0.1	0.1	0.1	-11.3%
Campground	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	-1.3%
Private Home (VFR)	5.1	4.8	4.8	5.0	5.0	5.3	2.7	4.9	5.9	5.7	5.7	-0.7%
Seasonal Home	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2%
Day Travel	1.4	1.2	1.2	1.3	1.3	1.4	0.7	1.3	1.3	1.5	1.5	4.1%
<b>Total</b>	<b>13.7</b>	<b>10.7</b>	<b>10.6</b>	<b>11.8</b>	<b>11.8</b>	<b>12.9</b>	<b>7.3</b>	<b>12.0</b>	<b>13.8</b>	<b>14.5</b>	<b>14.9</b>	<b>2.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	2.3	1.5	1.4	1.8	1.8	2.1	1.5	2.0	2.5	2.8	3.2	14.1%
Food Service	3.9	3.4	3.5	3.9	3.9	4.3	2.4	4.0	4.4	4.8	4.9	2.5%
Food Stores	1.2	1.1	1.1	1.2	1.1	1.2	0.7	1.2	1.3	1.3	1.4	2.2%
Arts, Ent. & Rec.	1.0	0.8	0.8	0.9	0.9	1.0	0.5	0.8	0.9	0.9	1.0	2.5%
Retail Sales	2.9	2.2	2.2	2.4	2.3	2.6	1.4	2.4	2.5	2.6	2.6	-0.3%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	2.4	1.7	1.5	1.7	1.8	1.9	0.8	1.7	2.1	2.0	1.9	-7.6%
<b>Total</b>	<b>13.7</b>	<b>10.7</b>	<b>10.6</b>	<b>11.8</b>	<b>11.8</b>	<b>12.9</b>	<b>7.3</b>	<b>12.0</b>	<b>13.8</b>	<b>14.5</b>	<b>14.9</b>	<b>2.8%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Greenlee County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	2.0	1.6	1.1	1.3	1.2	1.4	1.0	1.1	1.1	1.3	1.4	10.1%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.4	0.5	0.5	6.2%
Retail*	0.7	0.6	0.6	0.6	0.6	0.7	0.5	0.5	0.6	0.6	0.6	1.0%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-1.0%
<b>Total</b>	<b>3.1</b>	<b>2.6</b>	<b>2.1</b>	<b>2.4</b>	<b>2.3</b>	<b>2.6</b>	<b>1.9</b>	<b>2.0</b>	<b>2.2</b>	<b>2.5</b>	<b>2.6</b>	<b>6.5%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	110	100	60	70	70	70	50	50	50	60	60	0.0%
Arts, Ent. & Rec.	20	10	10	20	20	20	10	10	10	20	20	0.0%
Retail*	30	20	20	20	20	20	10	20	20	20	20	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	10	10	10	10	10	0.0%
<b>Total</b>	<b>170</b>	<b>140</b>	<b>100</b>	<b>120</b>	<b>120</b>	<b>120</b>	<b>80</b>	<b>90</b>	<b>90</b>	<b>110</b>	<b>110</b>	<b>0.0%</b>
<b>Direct Tax Revenue</b>												
Local tax	0.3	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.3	5.2%
State tax	0.7	0.6	0.6	0.7	0.7	0.7	0.4	0.6	0.6	0.7	0.7	4.0%
<b>Total</b>	<b>1.0</b>	<b>0.9</b>	<b>0.8</b>	<b>0.9</b>	<b>0.9</b>	<b>1.0</b>	<b>0.6</b>	<b>0.8</b>	<b>0.9</b>	<b>1.0</b>	<b>1.0</b>	<b>4.3%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# La Paz County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	136.0	136.0	136.3	142.2	159.6	162.7	152.2	180.0	183.9	184.6	183.2	-0.7%
Other travel*	4.6	3.6	3.1	3.5	4.0	4.0	2.2	3.2	3.9	3.7	3.4	-7.2%
<b>Total</b>	<b>140.6</b>	<b>139.6</b>	<b>139.4</b>	<b>145.7</b>	<b>163.7</b>	<b>166.7</b>	<b>154.3</b>	<b>183.2</b>	<b>187.8</b>	<b>188.2</b>	<b>186.6</b>	<b>-0.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	8.8	10.3	11.0	12.9	23.8	23.6	29.5	33.0	32.8	29.6	29.6	-0.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	29.5	28.1	24.6	24.5	-0.5%
STVR**	NA	NA	NA	NA	NA	NA	NA	3.5	4.7	5.0	5.0	1.3%
Campground	31.4	30.6	30.4	31.3	32.5	34.7	32.0	39.3	42.3	41.9	41.7	-0.4%
Private Home (VFR)	15.6	15.6	15.3	16.2	17.2	16.9	8.8	16.7	15.3	15.2	15.3	0.7%
Seasonal Home	17.5	17.3	17.6	18.1	18.9	19.3	18.9	20.3	21.7	23.0	23.3	1.5%
Day Travel	62.8	62.1	62.0	63.7	67.3	68.2	62.9	70.8	71.9	74.9	73.4	-2.0%
<b>Total</b>	<b>136.0</b>	<b>136.0</b>	<b>136.3</b>	<b>142.2</b>	<b>159.6</b>	<b>162.7</b>	<b>152.2</b>	<b>180.0</b>	<b>183.9</b>	<b>184.6</b>	<b>183.2</b>	<b>-0.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	10.6	11.4	11.9	12.7	16.7	17.5	20.3	23.0	24.7	23.9	24.0	0.1%
Food Service	25.9	27.4	28.5	30.2	34.5	35.5	32.7	40.5	39.9	41.4	42.0	1.4%
Food Stores	13.4	13.8	13.7	13.8	14.5	14.8	13.5	17.4	17.3	17.9	18.1	1.0%
Arts, Ent. & Rec.	47.8	48.8	49.8	51.1	55.8	56.7	53.8	55.8	57.1	58.8	58.9	0.2%
Retail Sales	18.1	18.4	18.4	18.7	20.1	20.2	18.5	23.0	21.8	21.5	21.1	-1.8%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	20.2	16.2	14.0	15.6	18.1	18.1	13.3	20.4	23.0	21.0	19.2	-8.8%
<b>Total</b>	<b>136.0</b>	<b>136.0</b>	<b>136.3</b>	<b>142.2</b>	<b>159.6</b>	<b>162.7</b>	<b>152.2</b>	<b>180.0</b>	<b>183.9</b>	<b>184.6</b>	<b>183.2</b>	<b>-0.7%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# La Paz County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	13.3	13.6	13.3	14.2	17.0	18.5	16.4	17.0	16.7	17.2	18.1	5.6%
Arts, Ent. & Rec.	15.1	15.5	15.9	16.5	18.2	18.8	20.6	22.3	19.4	21.9	24.4	11.3%
Retail*	4.4	4.6	4.8	4.9	5.4	6.0	7.3	8.2	8.0	8.7	8.6	-0.6%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.2%
<b>Total</b>	<b>32.9</b>	<b>33.9</b>	<b>34.1</b>	<b>35.8</b>	<b>40.8</b>	<b>43.5</b>	<b>44.5</b>	<b>47.7</b>	<b>44.4</b>	<b>48.0</b>	<b>51.4</b>	<b>7.1%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	690	670	670	650	730	730	600	560	510	520	500	-3.8%
Arts, Ent. & Rec.	510	480	490	470	490	480	490	490	390	430	450	4.7%
Retail*	170	180	190	180	190	200	230	250	240	250	240	-4.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	10	10	10	10	10	10	10	10	10	10	10	0.0%
<b>Total</b>	<b>1,380</b>	<b>1,340</b>	<b>1,360</b>	<b>1,310</b>	<b>1,420</b>	<b>1,420</b>	<b>1,330</b>	<b>1,310</b>	<b>1,150</b>	<b>1,210</b>	<b>1,200</b>	<b>-0.8%</b>
<b>Direct Tax Revenue</b>												
Local tax	4.2	4.4	4.5	5.3	6.2	6.2	6.4	7.2	6.9	7.0	7.1	1.9%
State tax	5.9	6.1	6.1	6.4	7.2	7.3	7.0	7.9	7.5	7.7	7.8	2.0%
<b>Total</b>	<b>10.1</b>	<b>10.5</b>	<b>10.6</b>	<b>11.6</b>	<b>13.5</b>	<b>13.6</b>	<b>13.4</b>	<b>15.1</b>	<b>14.5</b>	<b>14.7</b>	<b>15.0</b>	<b>2.0%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Maricopa County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	9,585.0	10,070.9	10,382.6	10,962.9	11,970.7	12,517.7	7,333.7	11,605.1	14,213.7	15,055.7	15,268.1	1.4%
Other travel*	3,035.1	2,924.5	2,872.7	3,056.9	3,345.2	3,426.8	1,512.2	2,304.7	3,092.8	3,173.8	3,206.8	1.0%
<b>Total</b>	<b>12,620.1</b>	<b>12,995.5</b>	<b>13,255.4</b>	<b>14,019.8</b>	<b>15,315.9</b>	<b>15,944.5</b>	<b>8,845.9</b>	<b>13,909.8</b>	<b>17,306.6</b>	<b>18,229.5</b>	<b>18,475.0</b>	<b>1.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	5,178.3	5,575.0	5,803.3	6,169.5	6,834.8	7,196.2	4,340.6	6,852.0	8,596.4	9,217.0	9,286.3	0.8%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	6,299.5	7,949.8	8,512.0	8,572.4	0.7%
STVR**	NA	NA	NA	NA	NA	NA	NA	552.5	646.6	705.0	713.9	1.3%
Campground	271.5	267.0	269.1	279.0	296.5	318.5	293.0	251.2	270.0	264.6	261.8	-1.1%
Private Home (VFR)	2,568.4	2,648.4	2,698.8	2,821.3	3,015.0	3,129.2	1,432.8	2,675.5	3,358.6	3,426.3	3,504.4	2.3%
Seasonal Home	293.6	299.4	307.7	317.3	330.8	342.9	339.8	353.6	376.1	396.5	403.8	1.8%
Day Travel	1,273.3	1,281.1	1,303.8	1,375.8	1,493.7	1,530.9	927.4	1,472.8	1,612.6	1,751.3	1,812.0	3.5%
<b>Total</b>	<b>9,585.0</b>	<b>10,070.9</b>	<b>10,382.6</b>	<b>10,962.9</b>	<b>11,970.7</b>	<b>12,517.7</b>	<b>7,333.7</b>	<b>11,605.1</b>	<b>14,213.7</b>	<b>15,055.7</b>	<b>15,268.1</b>	<b>1.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	1,751.1	1,978.6	2,066.3	2,210.9	2,458.6	2,694.3	1,697.6	2,648.7	3,634.1	3,938.6	3,922.5	-0.4%
Food Service	2,200.1	2,347.7	2,498.6	2,662.5	2,930.1	3,045.9	1,963.9	3,013.4	3,396.0	3,690.7	3,827.7	3.7%
Food Stores	323.1	338.7	343.9	351.2	370.4	379.7	253.7	432.1	477.6	504.4	524.0	3.9%
Arts, Ent. & Rec.	1,203.4	1,252.1	1,304.9	1,356.1	1,453.3	1,471.3	936.2	1,315.3	1,484.2	1,600.4	1,652.4	3.3%
Retail Sales	1,326.5	1,371.2	1,407.3	1,448.6	1,541.0	1,554.1	961.1	1,621.2	1,774.3	1,766.9	1,780.9	0.8%
Visitor Air	1,520.1	1,617.5	1,622.9	1,711.4	1,853.0	1,999.4	730.1	1,279.0	1,891.0	2,022.4	2,094.4	3.6%
Local Tran. & Gas	1,260.7	1,165.1	1,138.9	1,222.2	1,364.3	1,373.1	791.1	1,295.4	1,556.4	1,532.3	1,466.1	-4.3%
<b>Total</b>	<b>9,585.0</b>	<b>10,070.9</b>	<b>10,382.6</b>	<b>10,962.9</b>	<b>11,970.7</b>	<b>12,517.7</b>	<b>7,333.7</b>	<b>11,605.1</b>	<b>14,213.7</b>	<b>15,055.7</b>	<b>15,268.1</b>	<b>1.4%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Maricopa County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	1,394.6	1,487.5	1,543.8	1,663.4	1,806.3	1,869.3	1,541.6	1,789.1	2,147.5	2,362.5	2,450.8	3.7%
Arts, Ent. & Rec.	636.5	665.9	700.9	743.0	817.5	880.4	681.2	733.1	883.6	1,066.8	1,238.6	16.1%
Retail*	224.0	241.4	255.7	265.1	281.7	286.8	305.5	326.4	362.6	359.9	367.6	2.1%
Visitor Air	610.4	684.3	692.7	763.7	789.3	813.8	614.9	525.2	558.5	716.3	801.9	11.9%
Other travel**	888.6	943.9	968.1	1,030.7	1,082.9	1,072.7	745.9	699.2	789.4	923.8	1,010.3	9.4%
<b>Total</b>	<b>3,754.1</b>	<b>4,022.8</b>	<b>4,161.2</b>	<b>4,465.8</b>	<b>4,777.7</b>	<b>4,923.0</b>	<b>3,889.1</b>	<b>4,073.1</b>	<b>4,741.7</b>	<b>5,429.3</b>	<b>5,869.1</b>	<b>8.1%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	45,010	46,470	47,530	48,800	50,750	50,840	42,050	44,530	50,110	52,920	53,780	1.6%
Arts, Ent. & Rec.	18,710	20,000	20,020	20,750	22,330	23,220	16,360	18,360	20,270	22,640	25,240	11.5%
Retail*	6,390	6,750	7,050	7,120	7,240	7,100	7,080	7,240	7,510	7,350	7,380	0.4%
Visitor Air	7,300	7,720	7,820	8,010	8,360	8,440	6,070	5,090	5,330	6,450	7,520	16.6%
Other travel**	13,960	14,930	15,250	15,090	14,860	14,880	10,280	9,490	10,600	11,130	12,060	8.4%
<b>Total</b>	<b>91,370</b>	<b>95,870</b>	<b>97,670</b>	<b>99,770</b>	<b>103,540</b>	<b>104,480</b>	<b>81,840</b>	<b>84,710</b>	<b>93,820</b>	<b>100,490</b>	<b>105,980</b>	<b>5.5%</b>
<b>Direct Tax Revenue</b>												
Local tax	515.9	564.7	590.3	640.1	773.0	774.3	528.4	711.6	846.9	903.8	922.0	2.0%
State tax	462.7	492.1	507.4	548.8	602.3	613.5	417.3	558.6	633.6	682.9	708.9	3.8%
<b>Total</b>	<b>978.6</b>	<b>1,056.8</b>	<b>1,097.7</b>	<b>1,188.9</b>	<b>1,375.3</b>	<b>1,387.8</b>	<b>945.7</b>	<b>1,270.3</b>	<b>1,480.5</b>	<b>1,586.7</b>	<b>1,630.8</b>	<b>2.8%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Mohave County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	494.5	483.6	490.3	541.2	569.1	608.1	487.1	712.4	772.5	768.4	765.9	-0.3%
Other travel*	86.3	40.7	38.9	58.3	60.4	58.8	34.5	55.1	60.8	67.1	69.5	3.6%
<b>Total</b>	<b>580.8</b>	<b>524.3</b>	<b>529.2</b>	<b>599.5</b>	<b>629.5</b>	<b>667.0</b>	<b>521.5</b>	<b>767.6</b>	<b>833.3</b>	<b>835.4</b>	<b>835.4</b>	<b>0.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	132.6	137.2	144.9	162.7	182.8	210.9	218.5	307.6	314.4	306.1	302.6	-1.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	259.7	251.9	239.0	235.7	-1.4%
STVR**	NA	NA	NA	NA	NA	NA	NA	47.9	62.5	67.0	66.9	-0.2%
Campground	21.8	20.8	20.4	21.2	22.2	23.8	22.3	26.3	28.4	27.7	27.4	-1.3%
Private Home (VFR)	165.5	155.2	153.8	173.2	174.2	175.6	92.5	169.1	205.3	203.1	203.7	0.3%
Seasonal Home	41.3	41.5	42.0	43.1	44.4	45.9	45.2	48.5	51.9	55.0	55.5	1.0%
Day Travel	133.2	128.9	129.3	141.2	145.6	151.8	108.5	160.9	172.5	176.5	176.7	0.1%
<b>Total</b>	<b>494.5</b>	<b>483.6</b>	<b>490.3</b>	<b>541.2</b>	<b>569.1</b>	<b>608.1</b>	<b>487.1</b>	<b>712.4</b>	<b>772.5</b>	<b>768.4</b>	<b>765.9</b>	<b>-0.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	64.0	69.3	74.8	82.8	89.5	101.6	111.2	159.9	172.4	169.9	168.2	-1.1%
Food Service	139.3	142.4	149.3	166.3	175.5	189.6	147.8	212.8	227.4	234.1	238.6	1.9%
Food Stores	46.5	46.8	46.8	50.0	50.3	52.2	37.8	60.8	67.5	68.3	69.8	2.2%
Arts, Ent. & Rec.	84.7	84.8	87.2	94.3	97.5	102.8	79.8	100.3	106.2	109.4	110.8	1.3%
Retail Sales	73.2	72.6	73.3	78.6	80.0	83.6	63.5	95.0	97.6	93.7	92.9	-0.8%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	86.8	67.7	58.8	69.4	76.4	78.3	47.0	83.6	101.5	93.0	85.6	-8.0%
<b>Total</b>	<b>494.5</b>	<b>483.6</b>	<b>490.3</b>	<b>541.2</b>	<b>569.1</b>	<b>608.1</b>	<b>487.1</b>	<b>712.4</b>	<b>772.5</b>	<b>768.4</b>	<b>765.9</b>	<b>-0.3%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Mohave County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	71.6	89.8	100.3	112.3	118.0	113.5	109.4	148.6	158.1	153.4	154.9	1.0%
Arts, Ent. & Rec.	39.0	39.2	40.6	41.7	46.7	34.8	27.5	30.1	29.7	34.2	39.7	16.1%
Retail*	18.2	18.8	19.6	21.1	21.9	22.9	25.8	28.8	30.7	30.2	30.3	0.5%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	16.1	3.1	4.3	9.9	9.2	8.6	8.1	8.9	7.6	11.9	14.9	24.6%
<b>Total</b>	<b>144.9</b>	<b>150.9</b>	<b>164.8</b>	<b>185.0</b>	<b>195.7</b>	<b>179.9</b>	<b>170.8</b>	<b>216.4</b>	<b>225.9</b>	<b>229.7</b>	<b>239.7</b>	<b>4.4%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	3,290	3,940	4,220	4,390	4,430	4,140	3,680	4,550	4,550	4,160	4,040	-2.9%
Arts, Ent. & Rec.	1,750	1,790	1,700	1,660	1,770	1,350	990	1,140	1,090	1,170	1,230	5.1%
Retail*	610	620	640	650	660	680	700	770	780	750	740	-1.3%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	450	110	150	260	230	220	190	200	160	210	240	14.3%
<b>Total</b>	<b>6,100</b>	<b>6,460</b>	<b>6,710</b>	<b>6,960</b>	<b>7,090</b>	<b>6,390</b>	<b>5,560</b>	<b>6,660</b>	<b>6,580</b>	<b>6,290</b>	<b>6,250</b>	<b>-0.6%</b>
<b>Direct Tax Revenue</b>												
Local tax	18.1	19.3	20.6	23.2	25.2	24.5	22.9	31.5	32.6	32.2	32.5	0.8%
State tax	23.7	24.1	24.8	27.8	29.4	29.7	24.4	33.7	34.3	34.5	35.0	1.6%
<b>Total</b>	<b>41.8</b>	<b>43.4</b>	<b>45.5</b>	<b>51.0</b>	<b>54.6</b>	<b>54.2</b>	<b>47.3</b>	<b>65.2</b>	<b>66.9</b>	<b>66.7</b>	<b>67.5</b>	<b>1.2%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# Navajo County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	283.0	282.7	288.6	311.9	321.8	355.2	314.1	404.8	417.0	406.5	408.3	0.4%
Other travel*	24.5	19.3	16.9	18.8	21.2	21.3	11.3	20.9	25.6	23.9	22.0	-8.3%
<b>Total</b>	<b>307.4</b>	<b>302.1</b>	<b>305.5</b>	<b>330.7</b>	<b>343.0</b>	<b>376.4</b>	<b>325.5</b>	<b>425.8</b>	<b>442.6</b>	<b>430.5</b>	<b>430.2</b>	<b>0.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	131.3	134.1	139.0	157.4	161.8	188.0	187.9	233.5	229.2	217.3	219.9	1.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	207.8	194.8	177.9	181.4	2.0%
STVR**	NA	NA	NA	NA	NA	NA	NA	25.7	34.3	39.4	38.5	-2.1%
Campground	16.2	16.1	16.3	16.8	17.8	19.1	17.5	22.1	23.8	23.4	23.2	-0.8%
Private Home (VFR)	58.2	55.8	55.3	57.7	59.4	61.8	32.0	58.9	68.5	66.9	66.3	-0.9%
Seasonal Home	48.9	48.9	50.0	50.4	52.0	53.3	51.9	55.6	59.5	62.5	62.6	0.1%
Day Travel	28.3	27.8	28.0	29.6	30.8	33.0	24.8	34.7	36.1	36.4	36.2	-0.5%
<b>Total</b>	<b>283.0</b>	<b>282.7</b>	<b>288.6</b>	<b>311.9</b>	<b>321.8</b>	<b>355.2</b>	<b>314.1</b>	<b>404.8</b>	<b>417.0</b>	<b>406.5</b>	<b>408.3</b>	<b>0.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	57.0	59.5	63.3	69.7	69.5	78.7	80.8	104.5	113.9	112.2	116.0	3.4%
Food Service	74.3	77.6	81.7	88.5	92.9	103.7	90.3	114.3	114.8	116.3	117.9	1.4%
Food Stores	21.2	21.8	21.9	22.4	22.7	24.1	18.8	28.2	30.3	30.4	30.9	1.6%
Arts, Ent. & Rec.	30.3	30.9	31.9	33.2	34.1	36.5	31.6	34.9	35.9	36.4	36.8	1.0%
Retail Sales	59.7	60.7	61.7	66.0	67.4	74.8	68.3	83.3	76.2	70.1	69.0	-1.5%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	40.4	32.3	28.2	32.0	35.4	37.4	24.4	39.6	45.8	41.2	37.7	-8.5%
<b>Total</b>	<b>283.0</b>	<b>282.7</b>	<b>288.6</b>	<b>311.9</b>	<b>321.8</b>	<b>355.2</b>	<b>314.1</b>	<b>404.8</b>	<b>417.0</b>	<b>406.5</b>	<b>408.3</b>	<b>0.4%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Navajo County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	54.5	58.7	61.1	67.2	70.6	74.3	71.8	82.3	90.7	96.6	101.0	4.6%
Arts, Ent. & Rec.	22.8	23.3	24.3	25.8	29.7	22.0	21.5	26.6	26.6	29.9	29.6	-1.1%
Retail*	10.9	11.5	12.1	12.4	12.1	12.1	14.3	14.8	14.4	15.2	15.2	-0.2%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.8	0.8	0.8	0.9	0.9	1.0	1.0	1.2	1.4	1.5	1.5	-0.3%
<b>Total</b>	<b>89.0</b>	<b>94.3</b>	<b>98.2</b>	<b>106.3</b>	<b>113.3</b>	<b>109.3</b>	<b>108.5</b>	<b>125.0</b>	<b>133.1</b>	<b>143.3</b>	<b>147.3</b>	<b>2.8%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	2,350	2,420	2,450	2,490	2,520	2,530	2,290	2,440	2,590	2,670	2,740	2.6%
Arts, Ent. & Rec.	940	1,040	1,040	1,090	1,140	930	840	1,050	1,000	1,060	1,080	1.9%
Retail*	420	440	460	440	430	430	480	480	440	440	430	-2.3%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	40	40	40	40	40	40	40	40	50	50	50	0.0%
<b>Total</b>	<b>3,750</b>	<b>3,940</b>	<b>3,990</b>	<b>4,060</b>	<b>4,130</b>	<b>3,930</b>	<b>3,650</b>	<b>4,010</b>	<b>4,080</b>	<b>4,220</b>	<b>4,300</b>	<b>1.9%</b>
<b>Direct Tax Revenue</b>												
Local tax	11.1	12.1	12.6	13.9	14.8	15.0	14.6	17.8	18.0	17.9	18.1	1.4%
State tax	13.8	14.3	14.6	15.9	16.7	17.5	15.6	19.2	19.0	19.0	19.3	1.3%
<b>Total</b>	<b>24.9</b>	<b>26.3</b>	<b>27.2</b>	<b>29.8</b>	<b>31.5</b>	<b>32.5</b>	<b>30.2</b>	<b>37.0</b>	<b>37.0</b>	<b>36.9</b>	<b>37.4</b>	<b>1.3%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Pima County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	2,208.3	2,240.0	2,182.7	2,353.5	2,467.0	2,609.9	1,342.2	2,377.1	2,753.7	2,893.6	2,907.2	0.5%
Other travel*	575.8	531.6	514.4	549.0	554.5	578.8	266.5	409.0	523.5	565.9	555.8	-1.8%
<b>Total</b>	<b>2,784.1</b>	<b>2,771.7</b>	<b>2,697.1</b>	<b>2,902.5</b>	<b>3,021.5</b>	<b>3,188.7</b>	<b>1,608.7</b>	<b>2,786.2</b>	<b>3,277.1</b>	<b>3,459.5</b>	<b>3,463.0</b>	<b>0.1%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	994.0	1,053.5	1,032.8	1,109.5	1,176.7	1,250.9	666.1	1,160.6	1,367.0	1,439.3	1,460.4	1.5%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	1,094.9	1,291.7	1,352.3	1,361.2	0.7%
STVR**	NA	NA	NA	NA	NA	NA	NA	65.7	75.4	87.0	99.2	14.1%
Campground	31.4	30.2	29.6	30.8	32.2	34.6	32.2	32.6	35.0	34.3	34.0	-1.1%
Private Home (VFR)	474.4	473.2	469.3	497.7	520.5	543.1	224.5	458.4	566.0	572.7	584.7	2.1%
Seasonal Home	51.9	52.2	53.0	54.2	56.1	57.7	56.7	60.3	64.1	67.4	68.4	1.5%
Day Travel	656.6	631.0	597.9	661.3	681.5	723.6	362.6	665.3	721.5	779.9	759.8	-2.6%
<b>Total</b>	<b>2,208.3</b>	<b>2,240.0</b>	<b>2,182.7</b>	<b>2,353.5</b>	<b>2,467.0</b>	<b>2,609.9</b>	<b>1,342.2</b>	<b>2,377.1</b>	<b>2,753.7</b>	<b>2,893.6</b>	<b>2,907.2</b>	<b>0.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	349.2	378.5	377.6	401.9	437.1	481.6	303.7	463.6	586.9	627.0	652.7	4.1%
Food Service	576.5	610.5	610.0	662.4	694.0	731.8	385.0	727.0	798.6	857.9	871.1	1.5%
Food Stores	146.3	146.3	138.9	149.3	151.5	160.4	82.8	157.3	176.7	185.9	186.6	0.4%
Arts, Ent. & Rec.	181.0	186.2	184.6	193.3	197.7	202.0	109.1	174.8	193.6	206.4	210.3	1.9%
Retail Sales	432.8	423.0	401.9	436.3	441.1	464.1	230.9	436.4	466.0	477.8	462.4	-3.2%
Visitor Air	201.9	203.6	204.6	219.1	235.8	254.0	84.4	146.0	209.3	225.9	232.4	2.9%
Local Tran. & Gas	320.6	291.9	264.9	291.2	309.9	316.0	146.3	271.9	322.5	312.8	291.8	-6.7%
<b>Total</b>	<b>2,208.3</b>	<b>2,240.0</b>	<b>2,182.7</b>	<b>2,353.5</b>	<b>2,467.0</b>	<b>2,609.9</b>	<b>1,342.2</b>	<b>2,377.1</b>	<b>2,753.7</b>	<b>2,893.6</b>	<b>2,907.2</b>	<b>0.5%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Pima County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	360.3	393.0	407.4	443.6	446.1	476.7	373.4	431.5	504.5	547.1	564.7	3.2%
Arts, Ent. & Rec.	84.9	87.8	87.8	93.8	105.4	107.0	84.7	92.6	104.3	123.9	130.5	5.3%
Retail*	77.5	79.4	78.1	81.3	82.4	85.8	83.3	89.9	97.9	99.6	97.8	-1.8%
Visitor Air	9.9	10.8	11.9	11.5	12.0	12.5	9.6	8.1	8.7	10.9	12.1	10.9%
Other travel**	67.2	69.2	74.2	74.6	64.5	68.4	60.1	52.0	58.7	77.5	76.2	-1.7%
<b>Total</b>	<b>599.9</b>	<b>640.2</b>	<b>659.4</b>	<b>704.8</b>	<b>710.4</b>	<b>750.4</b>	<b>611.2</b>	<b>674.1</b>	<b>774.1</b>	<b>859.1</b>	<b>881.3</b>	<b>2.6%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	13,810	14,290	14,630	14,780	14,300	14,550	11,150	11,930	13,090	13,530	13,540	0.1%
Arts, Ent. & Rec.	4,350	4,440	4,640	4,700	5,170	5,030	3,640	3,950	4,240	4,870	4,850	-0.4%
Retail*	2,610	2,610	2,550	2,570	2,510	2,510	2,250	2,360	2,460	2,440	2,370	-2.9%
Visitor Air	170	170	180	160	170	170	120	100	110	130	150	15.4%
Other travel**	1,750	1,750	1,900	1,860	1,570	1,490	1,390	1,160	1,160	1,420	1,310	-7.7%
<b>Total</b>	<b>22,690</b>	<b>23,260</b>	<b>23,900</b>	<b>24,070</b>	<b>23,720</b>	<b>23,750</b>	<b>18,550</b>	<b>19,500</b>	<b>21,060</b>	<b>22,390</b>	<b>22,220</b>	<b>-0.8%</b>
<b>Direct Tax Revenue</b>												
Local tax	76.9	82.4	82.8	72.8	76.6	76.6	49.9	69.2	77.2	81.1	81.6	0.6%
State tax	111.0	115.6	114.0	125.6	132.2	137.0	84.9	124.7	136.2	144.9	146.6	1.2%
<b>Total</b>	<b>187.9</b>	<b>198.0</b>	<b>196.8</b>	<b>198.4</b>	<b>208.8</b>	<b>213.6</b>	<b>134.9</b>	<b>194.0</b>	<b>213.4</b>	<b>226.0</b>	<b>228.2</b>	<b>1.0%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Pinal County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	554.5	567.8	571.6	617.4	666.0	685.7	485.0	722.9	811.0	840.5	878.8	4.6%
Other travel*	89.5	72.6	64.2	74.3	85.6	88.6	48.6	86.9	106.3	106.1	102.8	-3.1%
<b>Total</b>	<b>644.0</b>	<b>640.4</b>	<b>635.8</b>	<b>691.7</b>	<b>751.6</b>	<b>774.3</b>	<b>533.6</b>	<b>809.8</b>	<b>917.3</b>	<b>946.5</b>	<b>981.6</b>	<b>3.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	33.4	38.1	38.9	49.0	60.8	61.6	51.4	81.1	105.5	101.5	104.7	3.1%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	69.2	91.8	85.2	87.5	2.7%
STVR**	NA	NA	NA	NA	NA	NA	NA	11.9	13.7	16.4	17.3	5.5%
Campground	49.6	47.3	46.3	48.1	50.4	54.2	56.3	57.7	62.1	60.7	59.9	-1.2%
Private Home (VFR)	260.1	269.2	270.8	291.0	310.0	315.9	171.4	318.4	363.1	370.2	391.8	5.8%
Seasonal Home	84.2	86.2	89.4	93.5	99.0	104.6	104.6	112.2	119.9	130.9	138.6	5.9%
Day Travel	127.3	127.0	126.2	135.9	145.8	149.5	101.4	153.5	160.4	177.2	183.8	3.7%
<b>Total</b>	<b>554.5</b>	<b>567.8</b>	<b>571.6</b>	<b>617.4</b>	<b>666.0</b>	<b>685.7</b>	<b>485.0</b>	<b>722.9</b>	<b>811.0</b>	<b>840.5</b>	<b>878.8</b>	<b>4.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	43.0	46.8	48.7	53.9	60.7	64.8	59.2	77.6	97.6	99.1	105.5	6.5%
Food Service	184.7	199.0	207.8	226.3	245.3	255.7	178.7	270.9	297.3	321.2	341.7	6.4%
Food Stores	52.3	55.2	55.1	57.2	59.6	61.4	45.8	66.5	72.3	75.2	79.8	6.1%
Arts, Ent. & Rec.	76.3	79.9	81.9	86.7	91.4	93.0	66.2	85.7	92.6	101.3	107.2	5.9%
Retail Sales	108.9	113.8	114.6	120.7	126.5	127.9	85.1	136.4	147.9	144.1	149.4	3.7%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	89.4	73.1	63.4	72.5	82.4	83.0	50.0	85.8	103.3	99.7	95.3	-4.4%
<b>Total</b>	<b>554.5</b>	<b>567.8</b>	<b>571.6</b>	<b>617.4</b>	<b>666.0</b>	<b>685.7</b>	<b>485.0</b>	<b>722.9</b>	<b>811.0</b>	<b>840.5</b>	<b>878.8</b>	<b>4.6%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Pinal County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	78.1	84.8	103.7	114.3	117.6	129.9	139.4	162.7	174.3	202.5	214.7	6.0%
Arts, Ent. & Rec.	33.6	35.4	36.6	36.6	38.2	37.4	32.0	36.2	39.8	48.5	53.1	9.5%
Retail*	22.0	23.9	24.9	26.1	27.3	28.6	33.1	34.3	37.4	38.2	40.0	4.9%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	2.9	3.0	3.2	3.5	3.7	4.2	4.3	4.5	5.2	5.9	6.2	5.0%
<b>Total</b>	<b>136.6</b>	<b>147.1</b>	<b>168.4</b>	<b>180.5</b>	<b>186.9</b>	<b>200.2</b>	<b>208.9</b>	<b>237.7</b>	<b>256.8</b>	<b>295.1</b>	<b>314.0</b>	<b>6.4%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	3,470	3,650	4,340	4,370	4,270	4,500	4,470	4,900	5,060	5,660	5,970	5.5%
Arts, Ent. & Rec.	1,300	1,350	1,470	1,400	1,390	1,280	1,000	1,250	1,480	1,650	1,650	0.0%
Retail*	800	870	880	890	900	920	980	980	1,000	980	1,010	3.1%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	140	140	140	150	150	160	150	140	150	160	170	6.3%
<b>Total</b>	<b>5,710</b>	<b>6,010</b>	<b>6,830</b>	<b>6,810</b>	<b>6,710</b>	<b>6,860</b>	<b>6,600</b>	<b>7,270</b>	<b>7,690</b>	<b>8,450</b>	<b>8,800</b>	<b>4.1%</b>
<b>Direct Tax Revenue</b>												
Local tax	19.7	21.4	22.8	24.9	27.2	27.3	23.2	30.8	33.5	35.3	37.1	5.2%
State tax	27.8	29.5	30.5	33.0	35.3	36.3	27.9	37.7	39.4	42.2	44.6	5.6%
<b>Total</b>	<b>47.6</b>	<b>50.8</b>	<b>53.2</b>	<b>57.9</b>	<b>62.5</b>	<b>63.5</b>	<b>51.0</b>	<b>68.5</b>	<b>73.0</b>	<b>77.5</b>	<b>81.7</b>	<b>5.4%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Santa Cruz County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	278.2	257.5	226.7	231.1	219.6	225.9	113.8	181.9	249.4	277.1	273.2	-1.4%
Other travel*	10.5	8.3	7.0	8.0	8.9	8.9	4.7	9.2	11.3	10.7	10.1	-6.2%
<b>Total</b>	<b>288.6</b>	<b>265.8</b>	<b>233.8</b>	<b>239.1</b>	<b>228.4</b>	<b>234.7</b>	<b>118.5</b>	<b>191.1</b>	<b>260.7</b>	<b>287.9</b>	<b>283.3</b>	<b>-1.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	32.6	39.2	32.8	35.0	37.4	39.3	22.2	39.7	46.7	48.2	48.4	0.3%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	36.9	42.7	43.6	43.8	0.3%
STVR**	NA	NA	NA	NA	NA	NA	NA	2.9	4.0	4.6	4.6	-0.6%
Campground	1.3	1.3	1.2	1.3	1.3	1.4	1.3	1.7	1.9	1.8	1.8	-1.3%
Private Home (VFR)	36.0	35.8	33.3	35.7	37.3	37.7	19.5	36.4	45.3	44.6	45.4	1.7%
Seasonal Home	1.3	1.3	1.3	1.4	1.4	1.4	1.4	1.5	1.6	1.7	1.7	2.5%
Day Travel	206.9	179.9	158.0	157.8	142.1	146.0	69.4	102.5	154.0	180.8	175.9	-2.7%
<b>Total</b>	<b>278.2</b>	<b>257.5</b>	<b>226.7</b>	<b>231.1</b>	<b>219.6</b>	<b>225.9</b>	<b>113.8</b>	<b>181.9</b>	<b>249.4</b>	<b>277.1</b>	<b>273.2</b>	<b>-1.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	13.4	16.4	14.0	15.1	15.9	17.1	11.3	18.0	22.3	23.4	23.8	1.8%
Food Service	44.4	45.4	42.0	44.2	44.4	46.2	24.3	40.8	51.9	57.2	58.0	1.3%
Food Stores	98.9	88.3	77.6	77.0	69.5	71.5	34.9	52.1	77.7	91.4	90.4	-1.1%
Arts, Ent. & Rec.	8.4	9.4	8.5	8.9	9.2	9.3	5.0	8.0	9.2	9.7	9.9	2.6%
Retail Sales	89.1	79.3	70.1	69.8	63.4	64.6	31.0	47.9	67.1	74.8	72.2	-3.5%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Local Tran. & Gas	23.9	18.6	14.5	16.1	17.2	17.1	7.4	15.0	21.3	20.7	19.0	-8.3%
<b>Total</b>	<b>278.2</b>	<b>257.5</b>	<b>226.7</b>	<b>231.1</b>	<b>219.6</b>	<b>225.9</b>	<b>113.8</b>	<b>181.9</b>	<b>249.4</b>	<b>277.1</b>	<b>273.2</b>	<b>-1.4%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Santa Cruz County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	22.3	27.7	25.3	25.8	26.8	30.7	25.6	29.7	29.3	31.6	33.0	4.5%
Arts, Ent. & Rec.	5.2	5.9	5.4	5.7	6.1	6.3	5.5	7.4	6.4	7.6	8.0	6.3%
Retail*	25.3	23.6	21.5	21.8	20.8	20.1	17.8	17.5	17.1	18.5	18.1	-2.0%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	NA
Other travel**	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.4	0.4	0.4	1.2%
<b>Total</b>	<b>53.3</b>	<b>57.5</b>	<b>52.6</b>	<b>53.7</b>	<b>54.1</b>	<b>57.6</b>	<b>49.3</b>	<b>54.9</b>	<b>53.1</b>	<b>58.1</b>	<b>59.6</b>	<b>2.6%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	1,040	1,220	1,110	1,030	1,020	1,140	930	1,010	910	950	960	1.1%
Arts, Ent. & Rec.	390	440	400	400	400	390	360	450	430	460	450	-2.2%
Retail*	730	680	580	570	540	520	450	440	420	450	440	-2.2%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	20	20	20	20	20	20	20	10	10	10	10	0.0%
<b>Total</b>	<b>2,180</b>	<b>2,360</b>	<b>2,110</b>	<b>2,020</b>	<b>1,980</b>	<b>2,070</b>	<b>1,760</b>	<b>1,910</b>	<b>1,770</b>	<b>1,870</b>	<b>1,860</b>	<b>-0.5%</b>
<b>Direct Tax Revenue</b>												
Local tax	8.0	8.2	7.3	7.8	7.8	7.8	5.1	7.0	8.1	8.8	8.8	-0.2%
State tax	10.6	10.4	9.3	9.6	9.5	9.7	5.9	8.2	9.7	10.6	10.6	0.1%
<b>Total</b>	<b>18.6</b>	<b>18.5</b>	<b>16.6</b>	<b>17.4</b>	<b>17.3</b>	<b>17.5</b>	<b>10.9</b>	<b>15.2</b>	<b>17.8</b>	<b>19.4</b>	<b>19.4</b>	<b>0.0%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.



# Yavapai County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	680.9	706.6	725.5	800.0	879.3	931.3	715.0	1,194.9	1,259.9	1,300.6	1,316.2	1.2%
Other travel*	65.3	41.6	37.6	48.6	70.2	69.2	39.9	62.3	70.8	76.5	71.7	-6.3%
<b>Total</b>	<b>746.2</b>	<b>748.2</b>	<b>763.1</b>	<b>848.6</b>	<b>949.5</b>	<b>1,000.5</b>	<b>754.9</b>	<b>1,257.2</b>	<b>1,330.7</b>	<b>1,377.1</b>	<b>1,387.8</b>	<b>0.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	282.8	311.4	330.6	384.4	442.5	481.2	380.0	713.3	737.1	764.7	777.8	1.7%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	626.5	619.5	647.8	651.8	0.6%
STVR**	NA	NA	NA	NA	NA	NA	NA	86.8	117.7	116.8	126.0	7.8%
Campground	14.7	14.6	14.8	15.2	16.1	17.3	15.9	19.8	21.4	21.1	21.0	-0.7%
Private Home (VFR)	89.6	87.3	86.3	92.3	96.8	99.6	48.2	96.8	118.4	117.0	117.4	0.3%
Seasonal Home	26.7	27.0	27.7	28.5	29.5	30.5	30.0	32.2	34.4	36.5	36.8	1.0%
Day Travel	267.1	266.3	266.1	279.6	294.4	302.6	240.9	332.8	348.6	361.4	363.2	0.5%
<b>Total</b>	<b>680.9</b>	<b>706.6</b>	<b>725.5</b>	<b>800.0</b>	<b>879.3</b>	<b>931.3</b>	<b>715.0</b>	<b>1,194.9</b>	<b>1,259.9</b>	<b>1,300.6</b>	<b>1,316.2</b>	<b>1.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	147.4	169.7	187.1	217.9	249.8	273.7	250.8	425.6	452.6	464.2	476.2	2.6%
Food Service	139.9	149.2	155.7	171.8	189.5	202.2	139.6	252.2	261.2	280.5	286.7	2.2%
Food Stores	47.6	49.6	49.4	51.3	53.5	55.4	41.1	72.7	77.7	80.7	82.5	2.3%
Arts, Ent. & Rec.	176.0	182.0	185.8	197.2	209.8	217.1	164.6	223.4	230.9	244.6	248.6	1.6%
Retail Sales	84.7	87.0	87.5	92.1	97.3	100.3	71.8	124.7	123.4	123.6	123.0	-0.5%
Visitor Air	0.8	0.7	0.8	1.3	0.8	2.3	1.2	2.1	2.7	2.6	2.8	9.7%
Local Tran. & Gas	84.4	68.5	59.3	68.5	78.7	80.2	45.9	94.1	111.4	104.4	96.3	-7.8%
<b>Total</b>	<b>680.9</b>	<b>706.6</b>	<b>725.5</b>	<b>800.0</b>	<b>879.3</b>	<b>931.3</b>	<b>715.0</b>	<b>1,194.9</b>	<b>1,259.9</b>	<b>1,300.6</b>	<b>1,316.2</b>	<b>1.2%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Yavapai County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	100.6	114.9	125.1	137.4	150.5	161.6	147.3	177.3	198.5	205.9	183.4	-11.0%
Arts, Ent. & Rec.	67.2	69.7	71.7	77.2	83.8	88.6	76.4	92.5	93.1	108.4	113.4	4.6%
Retail*	18.2	19.6	20.3	21.6	22.7	23.4	26.1	28.8	29.3	29.4	29.6	0.7%
Visitor Air	0.3	0.5	0.7	0.9	0.7	0.5	0.4	0.4	0.4	0.4	0.5	22.0%
Other travel**	7.4	2.4	2.9	5.4	11.6	10.4	9.5	8.9	7.7	12.0	11.9	-1.6%
<b>Total</b>	<b>193.8</b>	<b>207.1</b>	<b>220.7</b>	<b>242.5</b>	<b>269.3</b>	<b>284.5</b>	<b>259.7</b>	<b>307.8</b>	<b>329.0</b>	<b>356.3</b>	<b>338.9</b>	<b>-4.9%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	3,810	4,110	4,370	4,520	4,740	4,880	4,120	4,580	4,910	4,780	4,360	-8.8%
Arts, Ent. & Rec.	3,790	3,840	3,820	4,080	4,170	4,440	3,520	4,010	3,850	4,240	4,270	0.7%
Retail*	690	720	730	740	770	770	800	880	840	810	800	-1.2%
Visitor Air	10	10	10	10	10	10	10	10	10	10	10	0.0%
Other travel**	200	100	110	150	220	200	170	160	150	180	170	-5.6%
<b>Total</b>	<b>8,500</b>	<b>8,780</b>	<b>9,040</b>	<b>9,500</b>	<b>9,910</b>	<b>10,300</b>	<b>8,620</b>	<b>9,640</b>	<b>9,760</b>	<b>10,020</b>	<b>9,610</b>	<b>-4.1%</b>
<b>Direct Tax Revenue</b>												
Local tax	30.0	33.2	35.5	40.5	46.4	47.8	41.8	63.8	66.0	68.3	68.4	0.1%
State tax	31.1	33.1	34.2	37.9	41.9	43.7	34.4	52.1	53.0	55.5	55.5	0.1%
<b>Total</b>	<b>61.1</b>	<b>66.3</b>	<b>69.6</b>	<b>78.4</b>	<b>88.3</b>	<b>91.5</b>	<b>76.1</b>	<b>115.8</b>	<b>119.0</b>	<b>123.8</b>	<b>124.0</b>	<b>0.1%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Yuma County

## Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Travel Spending (\$Millions)</b>												
Visitor	590.4	574.7	564.1	588.2	597.7	611.0	439.8	615.2	680.8	693.1	682.9	-1.5%
Other travel*	60.8	48.6	42.0	48.0	53.2	56.0	28.0	50.4	62.4	61.4	58.9	-4.1%
<b>Total</b>	<b>651.2</b>	<b>623.3</b>	<b>606.1</b>	<b>636.2</b>	<b>650.9</b>	<b>667.0</b>	<b>467.7</b>	<b>665.6</b>	<b>743.2</b>	<b>754.5</b>	<b>741.8</b>	<b>-1.7%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>												
Hotel, Motel, STVR	137.7	145.8	150.6	165.5	166.1	171.4	132.1	200.5	218.4	207.7	193.9	-6.6%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	197.3	213.0	200.7	186.2	-7.2%
STVR**	NA	NA	NA	NA	NA	NA	NA	3.3	5.4	7.1	7.7	9.2%
Campground	66.9	65.3	64.9	66.8	70.4	75.5	67.6	62.7	67.5	66.9	66.7	-0.4%
Private Home (VFR)	90.8	88.6	87.2	91.6	94.7	98.3	47.9	94.9	108.7	109.0	110.3	1.2%
Seasonal Home	49.5	49.6	50.4	51.7	53.9	55.4	54.4	58.3	62.3	66.9	69.0	3.1%
Day Travel	245.4	225.4	211.0	212.7	212.5	210.2	137.8	198.7	223.9	242.5	243.1	0.2%
<b>Total</b>	<b>590.4</b>	<b>574.7</b>	<b>564.1</b>	<b>588.2</b>	<b>597.7</b>	<b>611.0</b>	<b>439.8</b>	<b>615.2</b>	<b>680.8</b>	<b>693.1</b>	<b>682.9</b>	<b>-1.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>												
Accommodations	62.1	67.2	70.4	77.1	78.7	83.2	75.7	98.4	113.6	109.8	100.4	-8.6%
Food Service	119.2	122.4	126.0	133.4	136.8	142.5	101.1	150.4	161.1	169.0	172.8	2.2%
Food Stores	78.4	74.3	69.6	69.0	68.3	68.1	47.0	66.8	75.5	81.8	83.6	2.2%
Arts, Ent. & Rec.	117.6	120.6	123.7	128.5	129.8	133.8	101.6	120.0	126.8	129.1	130.6	1.1%
Retail Sales	126.4	117.6	110.9	110.4	108.5	106.4	71.4	105.7	114.3	118.7	117.8	-0.7%
Visitor Air	13.6	15.0	14.4	14.9	15.6	16.5	8.2	13.2	16.2	16.8	15.0	-10.3%
Local Tran. & Gas	73.2	57.5	49.2	55.0	59.9	60.4	34.9	60.7	73.3	67.9	62.7	-7.6%
<b>Total</b>	<b>590.4</b>	<b>574.7</b>	<b>564.1</b>	<b>588.2</b>	<b>597.7</b>	<b>611.0</b>	<b>439.8</b>	<b>615.2</b>	<b>680.8</b>	<b>693.1</b>	<b>682.9</b>	<b>-1.5%</b>

**Note:** Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Other travel includes ground transportation to other Arizona destinations, resident air travel, travel arrangement services, and convention/trade show services.

\*\*STVR breakout was not available before 2021 because of data limitations.

# Yuma County

## Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
<b>Direct Earnings (\$Millions)</b>												
Accom. & Food Serv.	64.6	68.7	73.0	78.4	82.5	90.1	84.5	97.1	110.0	114.9	116.7	1.5%
Arts, Ent. & Rec.	48.5	49.9	51.5	54.4	54.1	64.9	41.5	46.8	51.9	58.0	60.4	4.2%
Retail*	29.1	28.5	27.9	28.2	29.1	28.8	30.8	31.3	30.7	30.1	30.3	0.7%
Visitor Air	0.3	0.4	0.5	0.7	0.8	0.7	0.6	0.5	0.5	0.7	0.7	7.5%
Other travel**	2.6	2.0	2.2	2.8	2.9	3.1	2.8	2.8	3.1	3.6	4.0	8.4%
<b>Total</b>	<b>145.2</b>	<b>149.5</b>	<b>155.1</b>	<b>164.5</b>	<b>169.4</b>	<b>187.7</b>	<b>160.2</b>	<b>178.5</b>	<b>196.2</b>	<b>207.3</b>	<b>212.1</b>	<b>2.3%</b>
<b>Direct Employment (Jobs)</b>												
Accom. & Food Serv.	2,830	2,940	3,060	3,040	3,060	3,140	2,700	3,010	3,220	3,090	3,020	-2.3%
Arts, Ent. & Rec.	2,190	2,340	2,360	2,290	2,240	2,890	1,730	1,950	2,010	2,120	2,200	3.8%
Retail*	930	890	850	820	810	790	790	770	740	730	740	1.4%
Visitor Air	10	10	10	20	20	20	10	10	10	10	10	0.0%
Other travel**	90	80	80	90	90	90	80	80	80	100	110	10.0%
<b>Total</b>	<b>6,050</b>	<b>6,260</b>	<b>6,360</b>	<b>6,260</b>	<b>6,220</b>	<b>6,930</b>	<b>5,310</b>	<b>5,820</b>	<b>6,060</b>	<b>6,050</b>	<b>6,080</b>	<b>0.5%</b>
<b>Direct Tax Revenue</b>												
Local tax	21.1	21.6	21.9	22.4	23.4	23.5	19.0	24.3	26.1	26.4	25.9	-1.7%
State tax	26.3	26.5	26.4	28.1	28.9	29.7	22.3	28.8	30.2	31.0	31.1	0.3%
<b>Total</b>	<b>47.4</b>	<b>48.1</b>	<b>48.3</b>	<b>50.5</b>	<b>52.2</b>	<b>53.3</b>	<b>41.3</b>	<b>53.1</b>	<b>56.3</b>	<b>57.4</b>	<b>57.0</b>	<b>-0.6%</b>

**Note:** Employment figures rounded to the nearest 10. Economic impacts are attributed to visitor trips which are defined as trips taken by individuals who stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip.

\*Retail includes gasoline station employment and earnings.

\*\*Other travel includes travel arrangement services and conventions/trade shows.

# Glossary

Term	Definition
<b>2nd Home</b>	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected.
<b>Day Travel</b>	A trip that involves non-routine travel of greater than 50 miles to the destination and but no overnight stay in the destination.
<b>Destination Spending</b>	Direct spending made by visitors in a destination. Interchangeable with "Visitor Spending."
<b>Direct Earnings</b>	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
<b>Direct Employment</b>	Employment generated by direct travel spending. It includes full-time employees, part-time employees, seasonal employees, and proprietors.
<b>Direct Spending</b>	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
<b>Hotel, Motel, STVR</b>	Accommodation types that house transient lodging activity.
<b>Local Taxes</b>	City and county taxes are generated by travel spending.
<b>Other Overnight</b>	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
<b>Other Spending</b>	Spending by residents on travel arrangement services and/or spending for convention activity.
<b>Private Home (VFR)</b>	Personal residences used to host friends and family visiting overnight in the destination.
<b>State Taxes</b>	State taxes generated by travel spending.
<b>STVR</b>	STVR stands for "short term vacation rental." The category includes private and semi-private lodging rented by owners or property management companies (e.g., Airbnb & VRBO).
<b>Visitor Spending</b>	Spending by visitors in a destination.

# Methodology

## Travel Impacts Methodology

Primary travel impact analysis will make use of the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates and used for most of our travel impact analysis since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. Our clients have selected this approach to provide particularly detailed and defensible findings for all parts of their constituency.

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor profile providers, including national panel managers or those making use of intercept or regional web methodology.

Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging tax data to calculate lodging sales, then employs expenditure distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure distribution database for each state we work in but also make use of historic and current expenditure data, as available. Rental cabins, condos and other properties are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category, for each county, plus the applicable taxes on each type of expenditure. Tax impacts, such as for restaurant, fuel, and retail purchases, are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for Arizona, as available.

Other impacts are calculated in a manner like those for commercial accommodation travelers. Sales attributable to travelers staying in their own second homes, or in rented condo, cabin, and other accommodations, are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second home inventories are from US Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial accommodation travelers.

# Methodology

## Travel Impacts Methodology

Day travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Arizona travelers. This analysis will rely the most on visitor profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial accommodation travelers.

All spending estimates are summed for each county and separately for each business category with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the US Bureau of Labor Statistics and lodging sales data from STR and Key Data.

The table below demonstrates how our reported “Travel Industries” translate to the North American Industry Classification System (NAICS) codes.

Travel Impact Industry	NAICS Industry Code
<b>Accommodation &amp; Food Service</b>	Accommodation (721) Food services and drinking places (722) Residential property managers (531311) Breweries, wineries, distilleries (312120, 312130, 312140)
<b>Arts, Entertainment, &amp; Recreation</b>	Arts, entertainment, and recreation (71) Scenic and sightseeing transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
<b>Retail</b>	Food & beverage stores (445) Gasoline stations (447) Clothing and clothing accessories (448) Sporting goods, hobby, book and music stores (451) General merchandise stores (452) Miscellaneous store retailers (453)
<b>Transportation</b>	Rail transportation (482114) Water transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking lots and garages (812930)
<b>Air Transportation</b>	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
<b>Others</b>	Travel agencies (56151) Convention and trade show organizers (56192)

**Note:** Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the Food Service, Retail, Food Stores, and Recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the Food Service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories. NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.



# Methodology

## Secondary Travel Impacts

Secondary (indirect and induced) spending, earnings, and employment were estimated using IMPLAN. IMPLAN is a widely used, nationally recognized economic impact model, first developed by the U.S. Forest Service. IMPLAN provides estimates of the additional economic activity associated with a sale of a good or service to a traveler. This methodology has been packaged, along with the necessary data files, as IMPLAN Pro by the Minnesota IMPLAN Group, Inc. (MIG) of Stillwater, Minnesota.

### Multipliers

Each industry that produces goods and services generates demand for other goods and services. These other producers, in turn, purchase goods and services. These indirect purchases (indirect effects) continue until “leakage” from the region (imports, wages, profits, etc.) stop the cycle. The repeating iterations are described by multipliers. Each of the multiplier types can be calculated for output, employment, and income (value added).

### Arizona Data and Analysis

All impact amounts are expressed in current dollars using IMPLAN deflators based on the U.S. Bureau of Labor Statistics’ Consumer Price Index. Through IMPLAN, direct employment from the RTIM model was used to estimate all the associated indirect and induced effects. Employment associated with retail trade was evenly divided between general merchandise stores and miscellaneous retail. Employment associated with ground transportation was divided between auto rental, gasoline service stations, and local transportation based on the expenditure distribution data used for the RTIM model.

# Implan Industry Groups

## Accommodation & Food Services

- Food services and drinking places
- Hotels and motels, including casino hotels
- Other accommodations

## Arts, Entertainment & Recreation

- Bowling centers
- Fitness and recreational sports centers
- Independent artists, writers, and performers
- Museums, historical sites, zoos, and parks
- Other amusement, gambling, and recreation industries
- Performing arts companies
- Promoters of performing arts and sports and agents for public figures
- Scenic and sightseeing tours and support activities for transportation
- Spectator sports

## Wholesale & Retail Trade

- Building material and garden supply stores
- Clothing and clothing accessories stores
- Electronics and appliance stores
- Food and beverage stores
- Furniture and home furnishings stores
- Gasoline stations
- General merchandise stores
- Health and personal care stores
- Miscellaneous store retailers
- Motor vehicle and parts dealers
- Non-store retailers
- Sporting goods, hobby, book and music stores
- Wholesale trade

## Transportation

- Air transportation
- Automotive equipment rental and leasing
- Automotive repair and maintenance, except car washes
- Couriers and messengers
- Rail transportation
- Transit and ground passenger transportation
- Travel arrangement and reservation services
- Truck transportation
- Warehousing and storage
- Water transportation

## Government

- Federal electric utilities
- Federal Military
- Federal Non-Military
- Other Federal
- Government enterprises
- Other State and local government enterprises
- Postal service
- State & Local Education
- State & Local Non-Education
- State and local government electric utilities
- State and local government passenger transit
- Securities, commodity contracts, investments

# Implan Industry Groups

## Professional Services

- Accounting and bookkeeping services
- Advertising and related services
- All other miscellaneous professional and technical services
- Architectural and engineering services
- Book publishers
- Cable networks and program distribution
- Child day care services
- Civic, social, professional and similar organizations
- Colleges, universities, and junior colleges
- Computer systems design services
- Custom computer programming services
- Data processing services
- Database, directory, and other publishers
- Elementary and secondary schools
- Environmental and other technical consulting services
- Grantmaking and giving and social advocacy organizations
- Home health care services
- Hospitals Information services
- Legal services
- Management consulting services
- Management of companies and enterprises
- Motion picture and video industries
- Newspaper publishers
- Nursing and residential care facilities
- Offices of physicians, dentists, and other health practitioners
- Other ambulatory health care services
- Other computer related services, including facilities management
- Other educational services
- Periodical publishers
- Photographic services
- Radio and television broadcasting
- Religious organizations
- Scientific research and development services
- Social assistance, except child day care services
- Software publishers
- Sound recording industries
- Specialized design services
- Telecommunications
- Veterinary services

# Implan Industry Groups

## Other Services

- Business support services
- Car washes
- Commercial machinery repair and maintenance
- Death care services
- Drycleaning and laundry services
- Electronic equipment repair and maintenance
- Employment services
- Facilities support services
- General and consumer goods rental except video tapes and discs
- Household goods repair and maintenance
- Investigation and security services
- Lessors of nonfinancial intangible assets
- Machinery and equipment rental and leasing
- Office administrative services
- Other personal services
- Other support services
- Personal care services
- Private households
- Services to buildings and dwellings
- Video tape and disc rental
- Waste management and remediation services

## Mining & Manufacturing

- All mining & manufacturing industries except for food processing

## Agriculture & Food Processing

- Farming & manufacturing industries in food processing

## Finance, Ins., & Real Estate

- Funds, trusts, and other financial vehicles
- Insurance agencies, brokerages, and related
- Insurance carriers
- Monetary authorities and depository credit intermediation
- Non-depository credit intermediation and related activities
- Real estate
- Securities, commodity contracts, investments

## Construction

- Commercial and institutional buildings
- Highway, street, bridge, and tunnel construction
- Maintenance and repair of farm and non-farm residential structures
- Maintenance and repair of highways, streets, bridges, and tunnels
- Maintenance and repair of non-residential buildings
- Manufacturing and industrial buildings
- New farm housing units and additions and alterations
- New multifamily housing structures, non-farm
- New residential 1-unit structures, nonfarm
- New residential additions and alterations, non-farm
- Other maintenance and repair construction
- Other new construction
- Water, sewer, and pipeline construction



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