



Travel USA Visitor Profile

ARIZONA
OFFICE OF **TOURISM**

2024

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Introduction

- Longwoods International began tracking domestic American travelers in 1985 and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.
- This report provides an overview for Arizona’s domestic tourism business in 2024.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Arizona, the following sample was achieved in 2024:

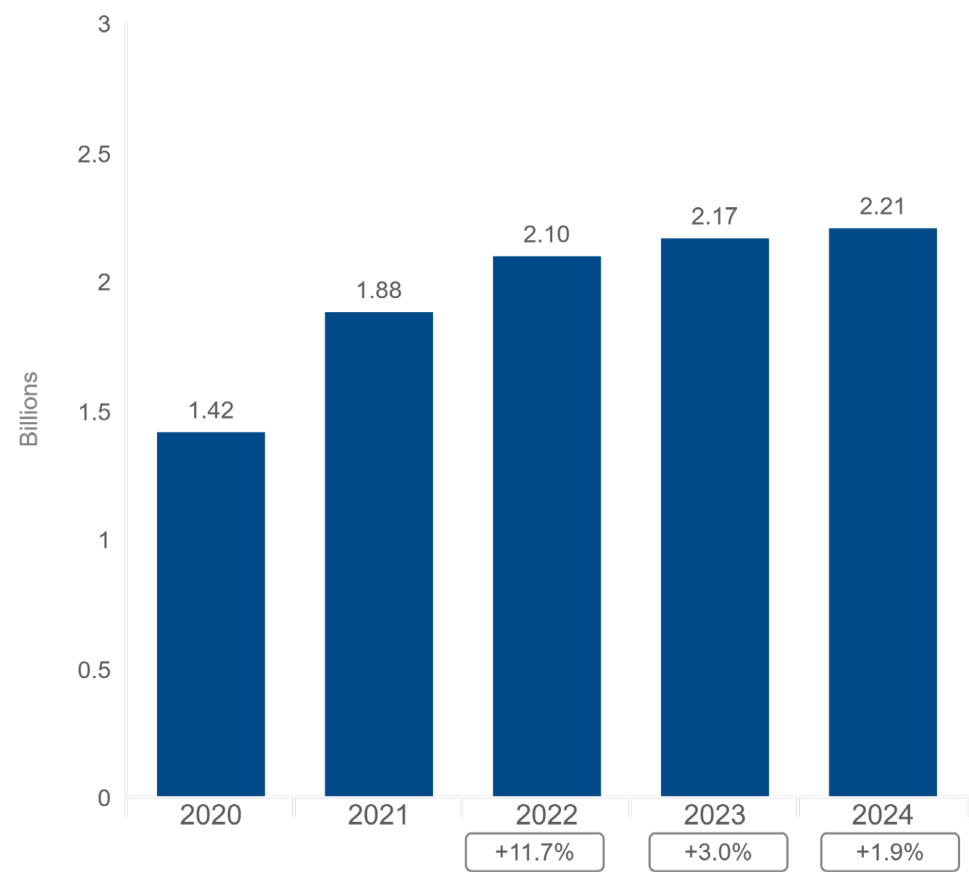


Overnight Base Size

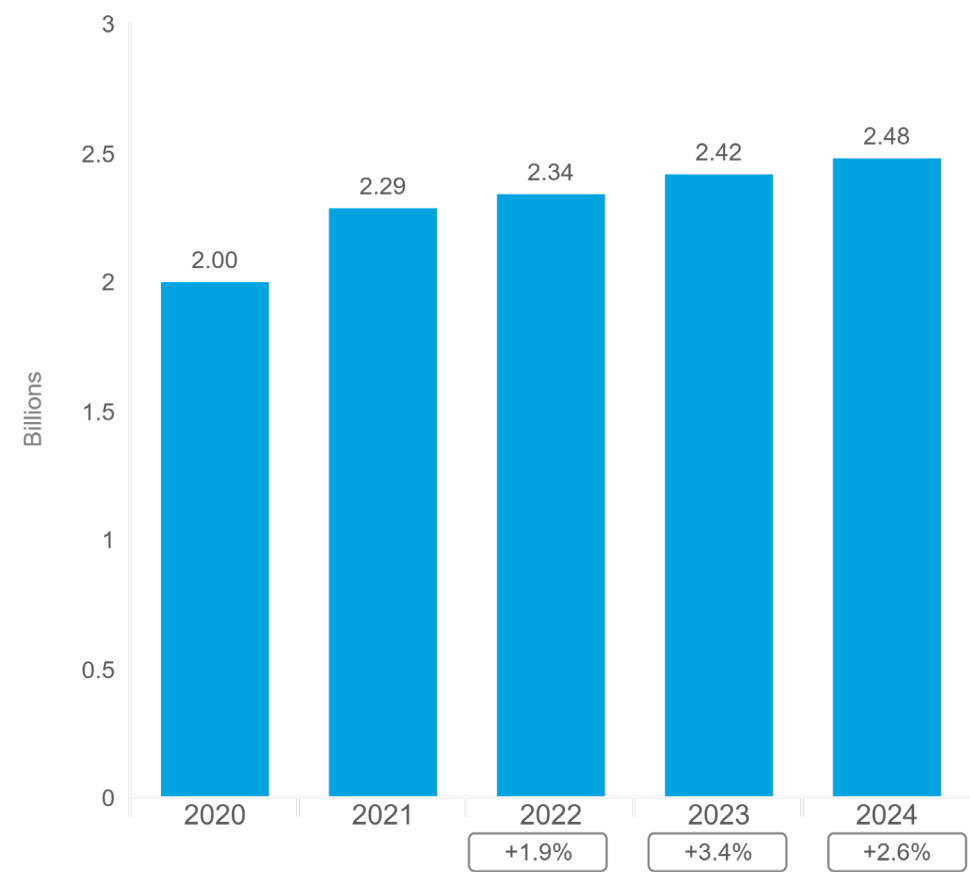
7,136

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of U.S. Overnight Travel Market



Total Size of U.S. Day Travel Market





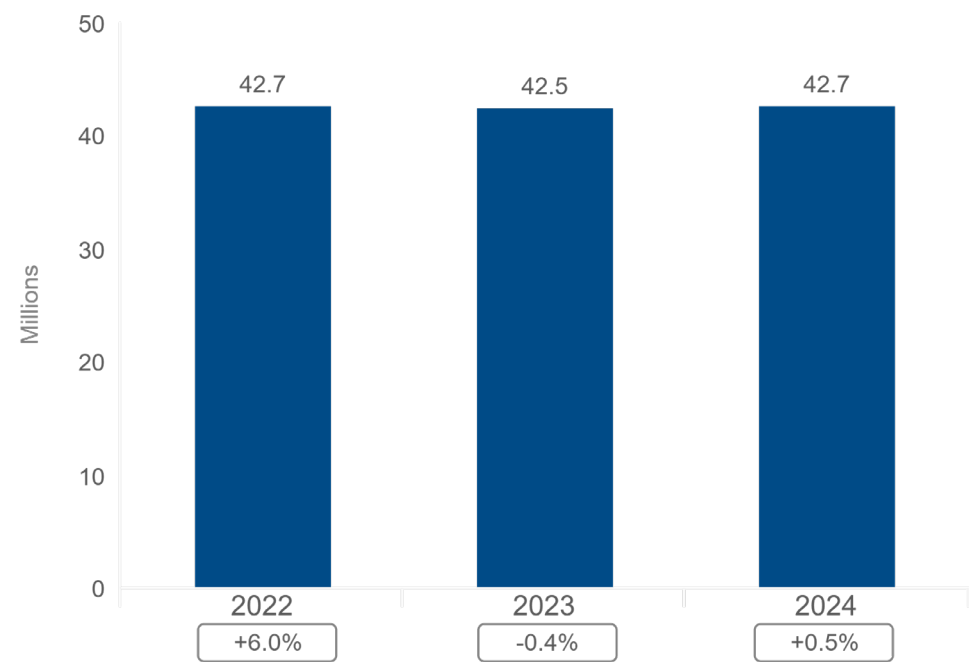
Travel USA Visitor Profile

Arizona

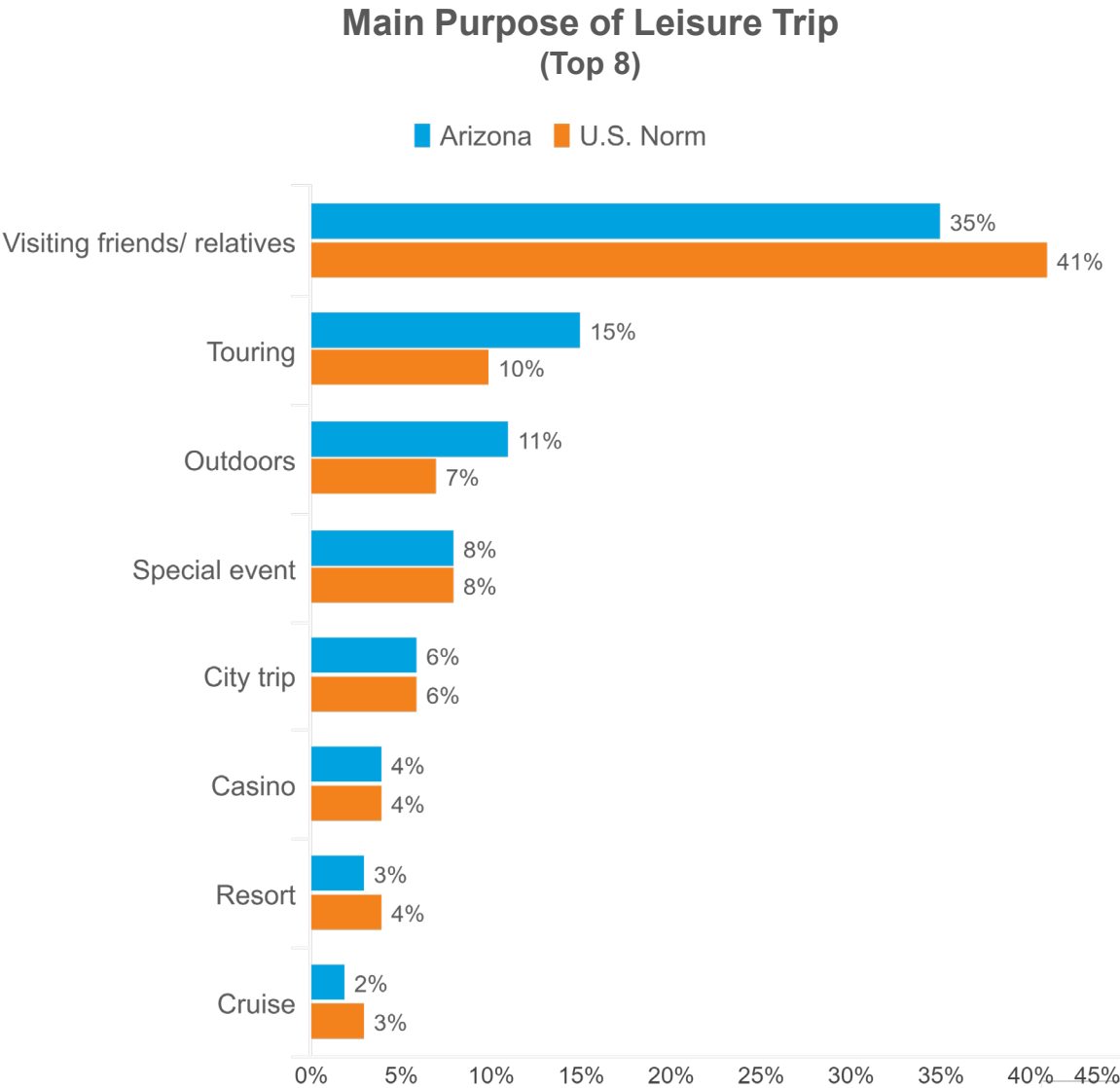


2024

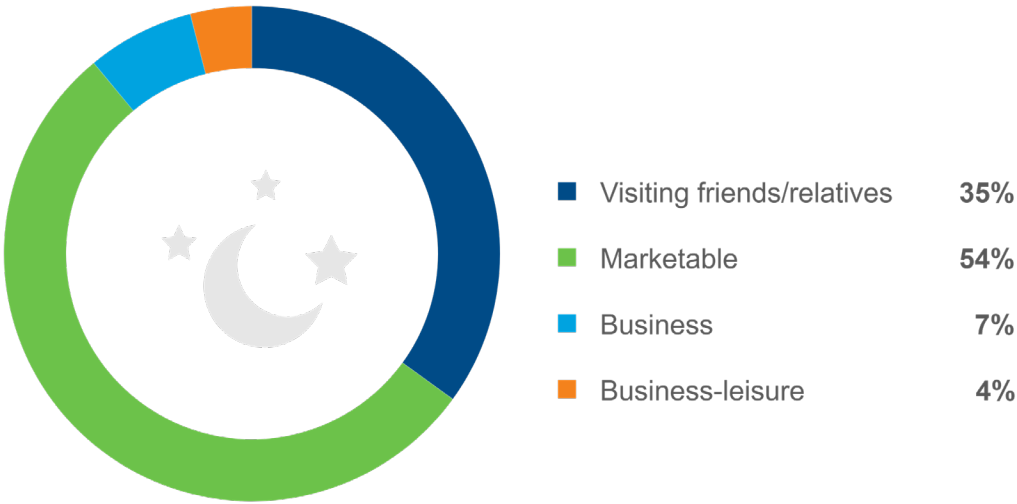
Overnight Trips to Arizona



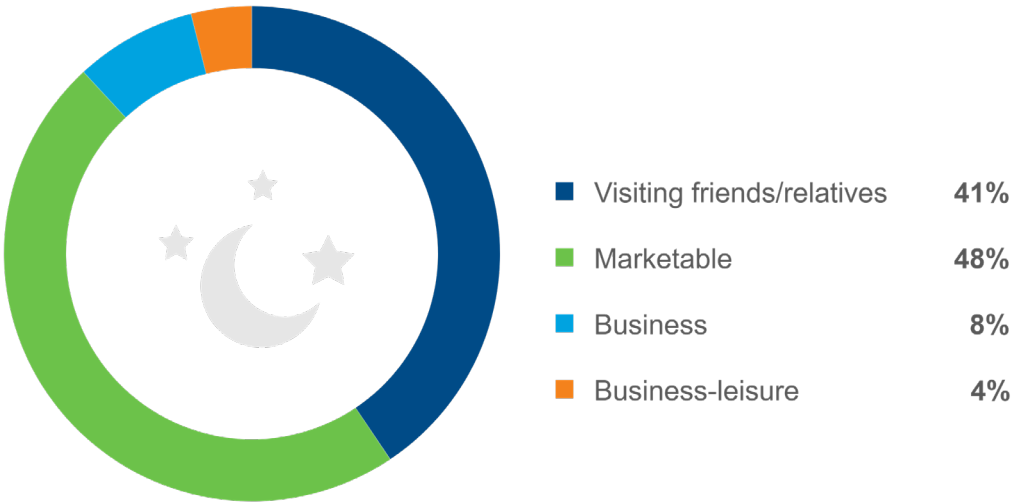
Main Purpose of Trip		
	2024	2023
Visiting friends/ relatives	35%	39%
Touring	15%	14%
Outdoors	11%	11%
Special event	8%	8%
City trip	6%	5%
Other business trip	4%	4%
Casino	4%	4%
Business-Leisure	4%	4%
Resort	3%	2%
Conference/ Convention	3%	2%
Cruise	2%	2%
Theme park	2%	2%
Golf Trip	2%	1%
Ski/Snowboarding	1%	1%

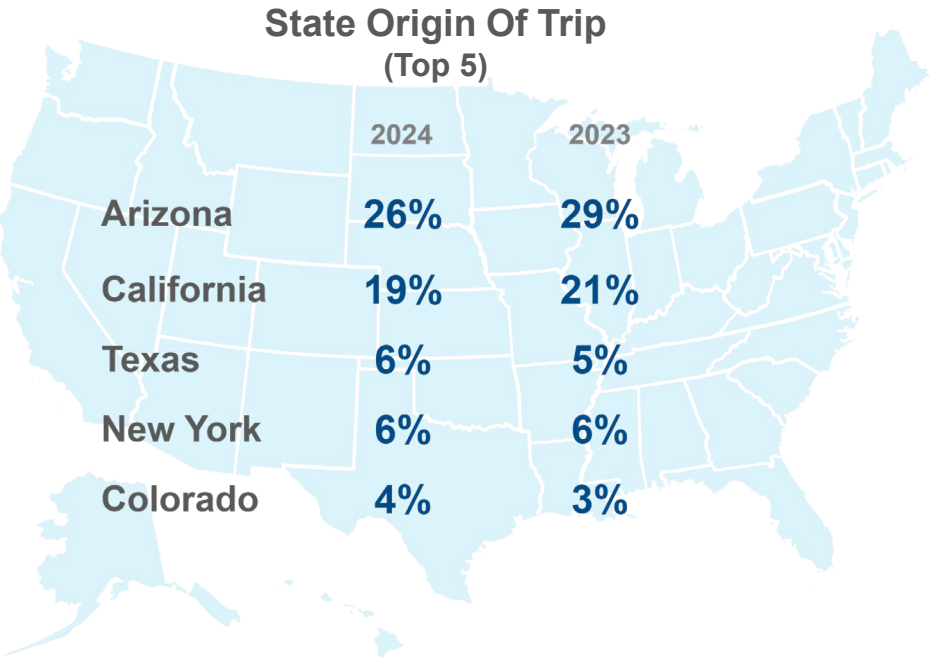


2024 Arizona Overnight Trips



2024 U.S. Overnight Trips





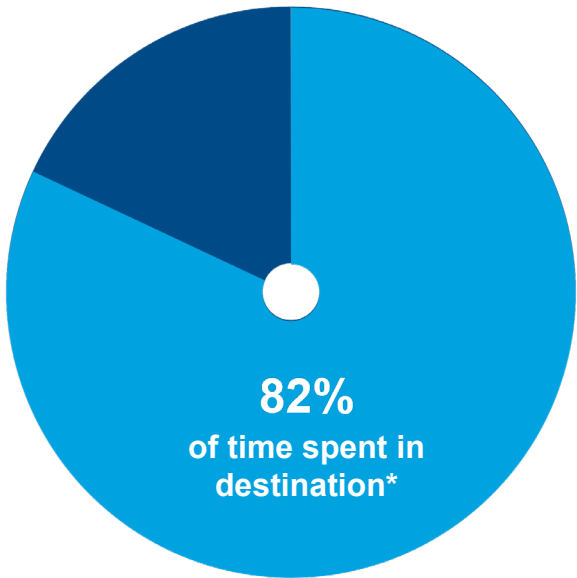
Past Visitation to Arizona

87% of overnight travelers to Arizona are repeat visitors

66% of overnight travelers to Arizona had visited before in the past 12 months

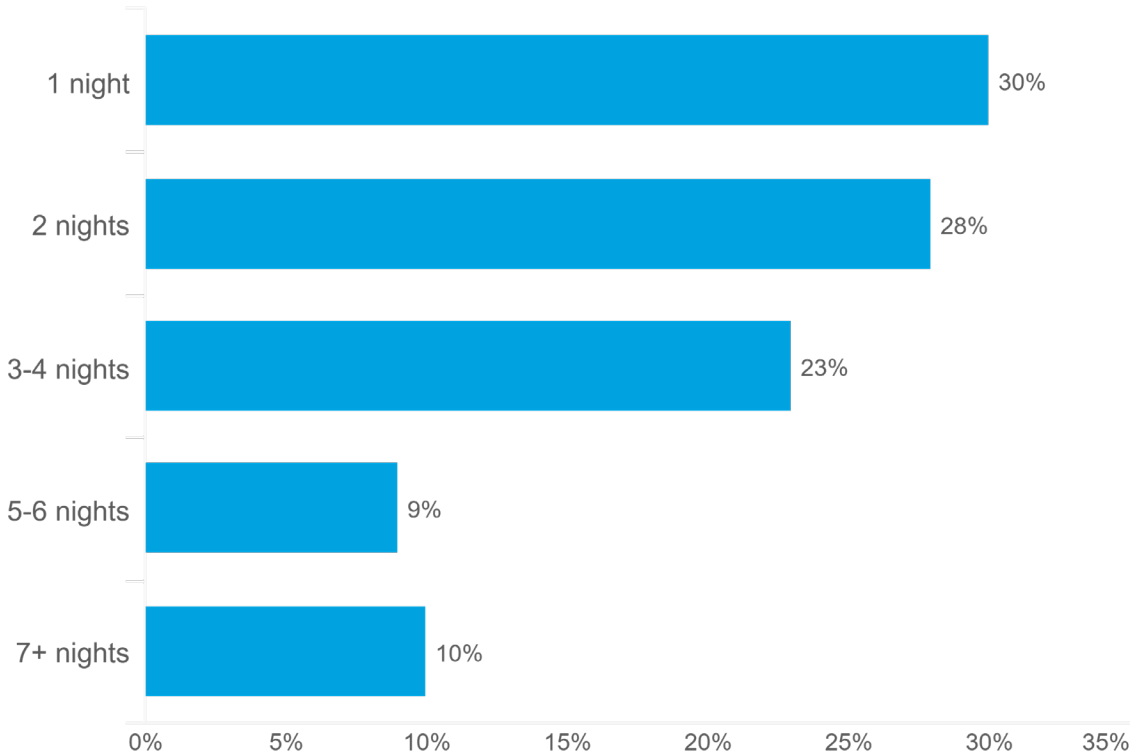
DMA Origin Of Trip (Top 10)		
	2024	2023
Phoenix, AZ	20%	21%
Los Angeles, CA	13%	14%
New York, NY	6%	7%
Tucson (Nogales), AZ	5%	7%
Dallas-Ft. Worth, TX	3%	2%
Denver, CO	3%	2%
Chicago, IL	3%	2%
Las Vegas, NV	2%	2%
San Francisco-Oakland-San Jose, CA	2%	2%
Philadelphia, PA	2%	1%

Total Nights Away on Trip



➔
Of the nights
spent in the
destination

Nights Spent in Arizona



Arizona

4.2

Average Nights

U.S. Norm

3.7

Average Nights

Average number
of nights

3.4

Average last
year

3.3

*Share of total trip nights away that were spent within Arizona

Size of Travel Party

■ Adults ■ Children

*Children is based on age, anyone under the age of 18

Arizona



Total 3.0

Average number of people

U.S. Norm



Total 2.8

Average number of people

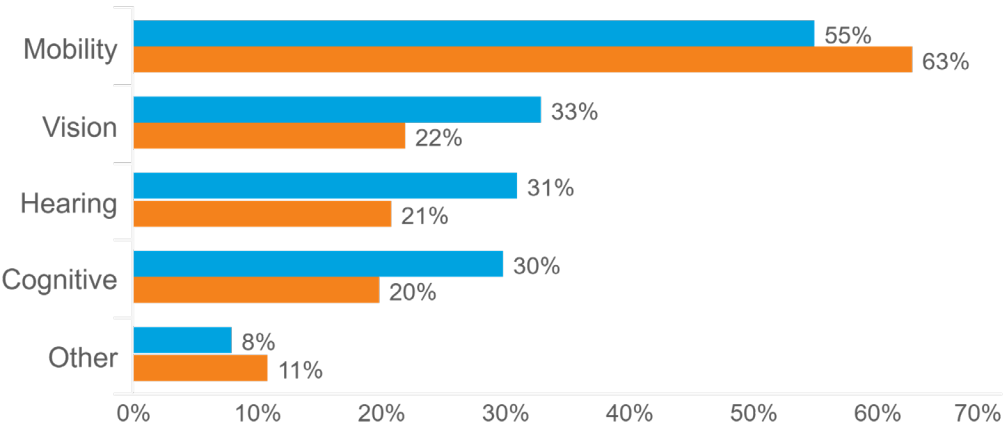


28% of travel parties had a travel party member that required accessibility services
U.S. Norm: 18%

Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party

■ Arizona ■ U.S. Norm





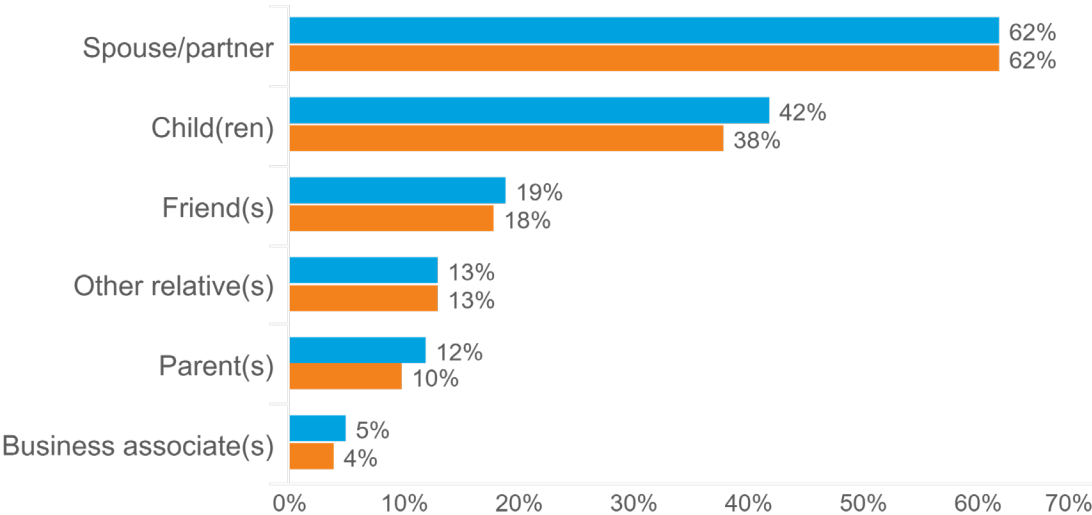
26% of trips only had one person in the travel party

U.S. Norm: 26%

Composition of Immediate Travel Party

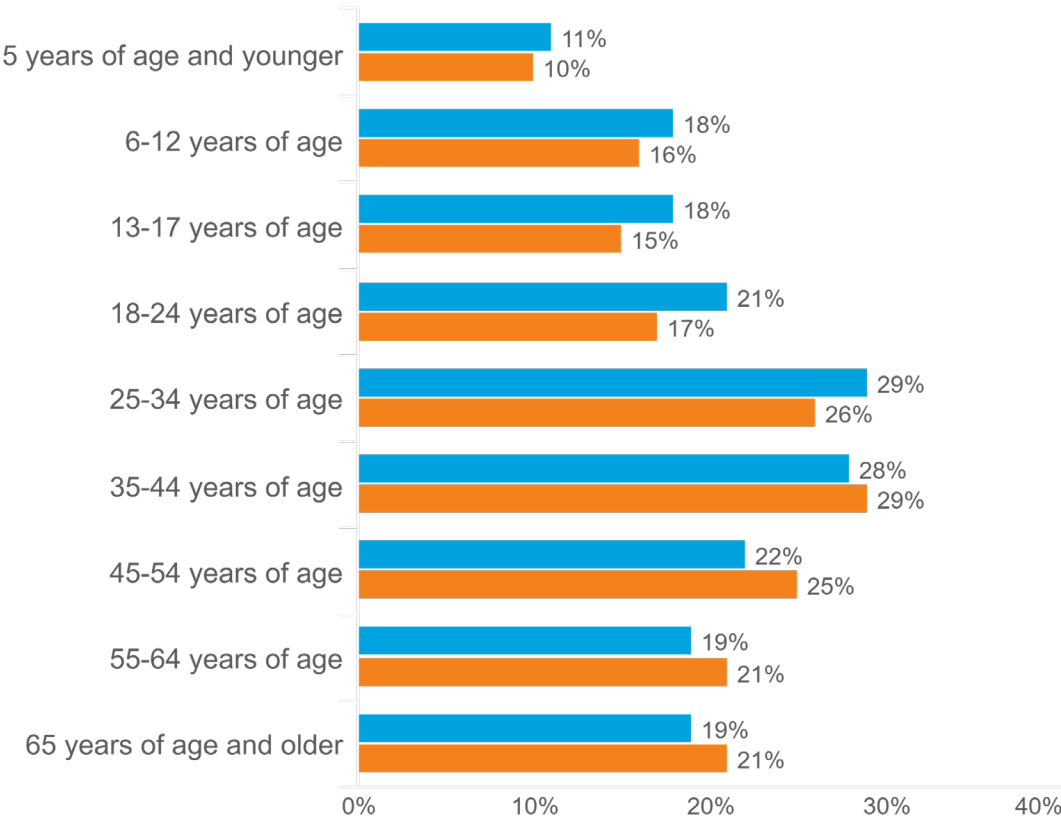
Base: 2024 Overnight Person-Trips that included more than one person
*Child(ren) is based on the relationship to the respondent

■ Arizona ■ U.S. Norm



Travel Party Age

■ Arizona ■ U.S. Norm



Transportation Used to get to Destination

64% used their own car/truck to get to their destination

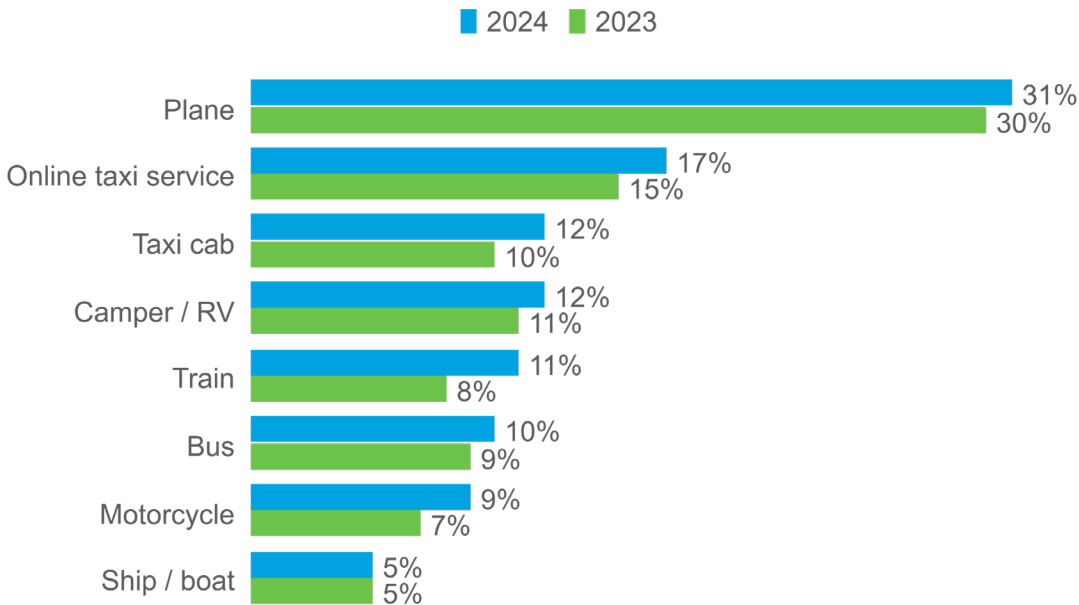
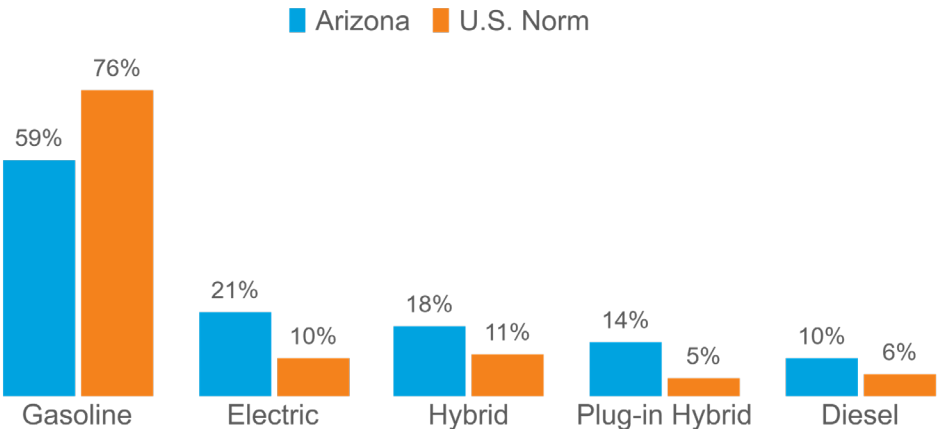
Previous year: **66%**

18% used a rental car to get to their destination

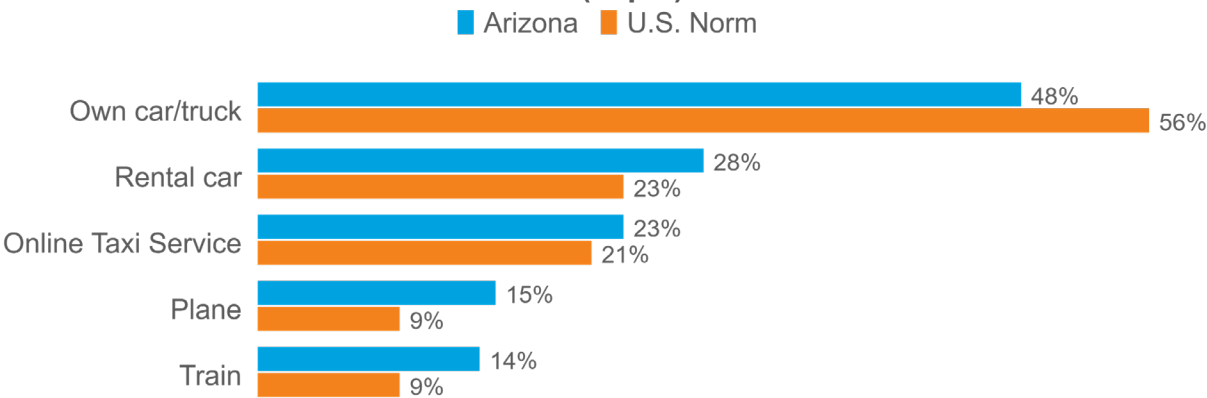
Previous year: **17%**



Type of Vehicle Used to get to Destination



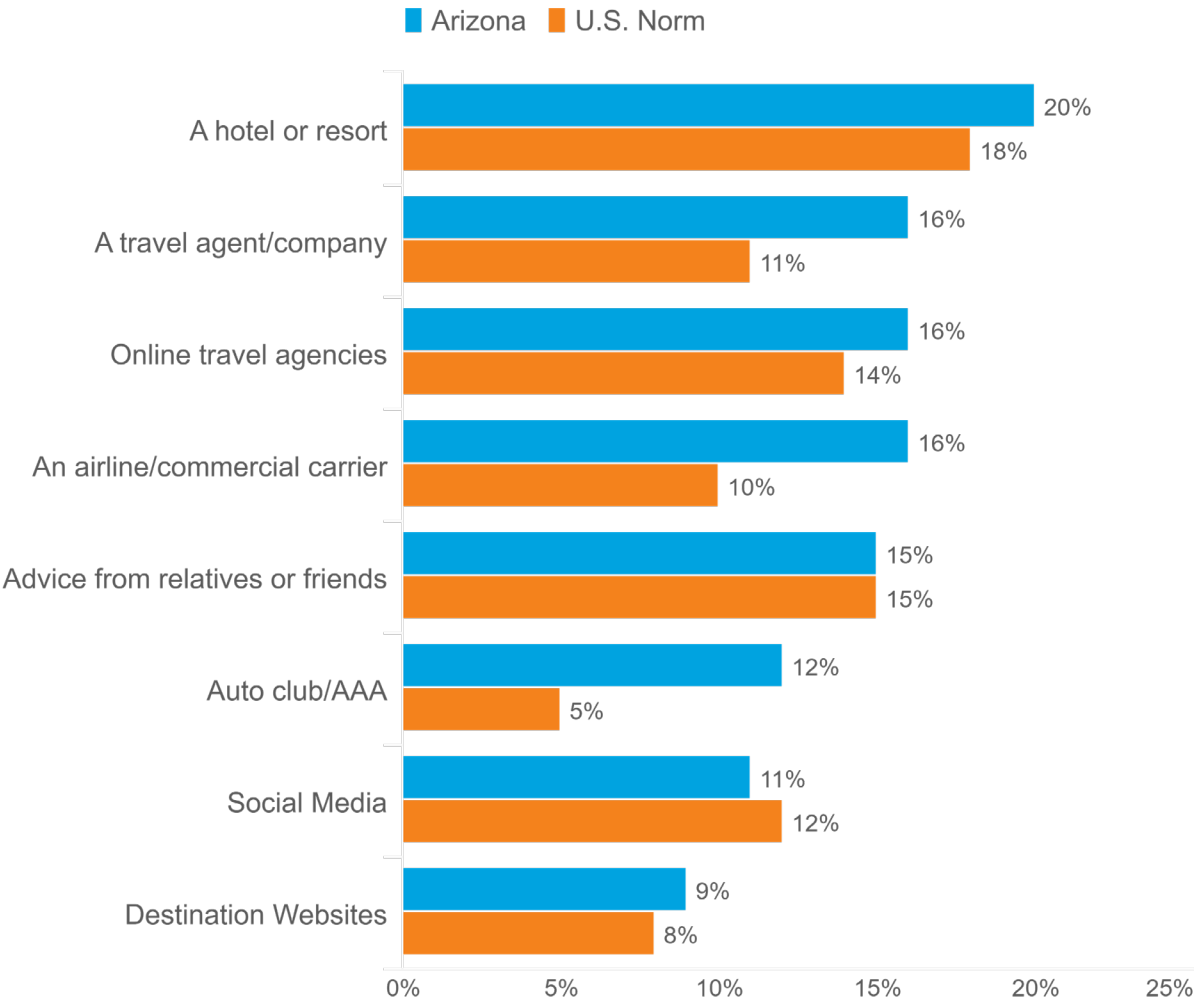
Transportation Used within Destination (Top 5)



Length of Trip Planning

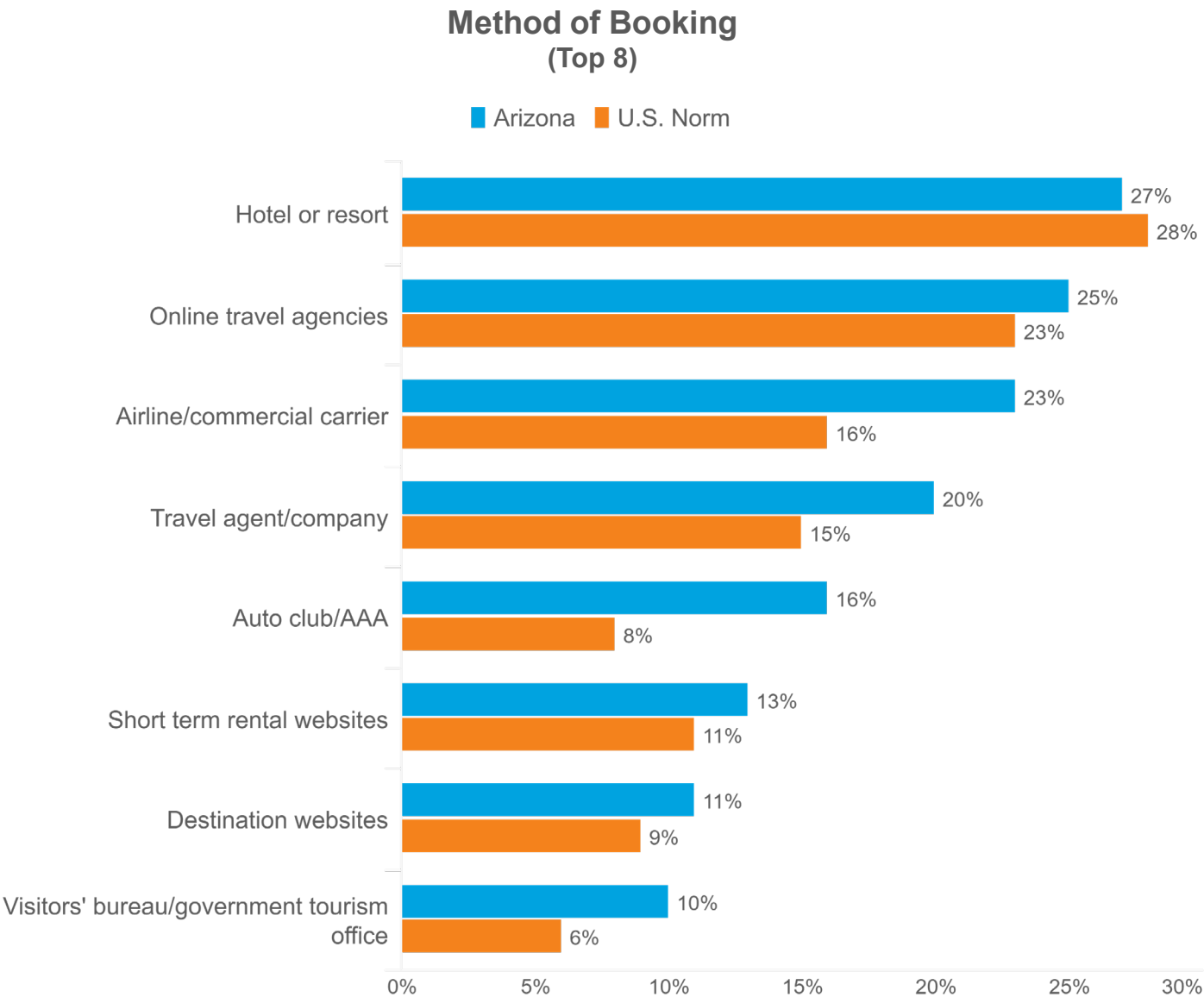
	Arizona	U.S. Norm
1 month or less	28%	32%
2 months	18%	17%
3-5 months	21%	18%
6-12 months	15%	14%
More than 1 year in advance	7%	4%
Did not plan anything in advance	11%	14%








Trip Planning Information Sources (Top 8)



Arizona's Overnight Trip Characteristics

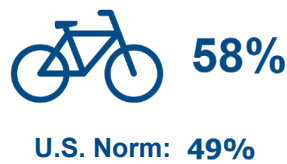
Base: 2024 Overnight Person-Trips



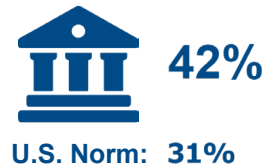
Accommodations (Top 7)		2024	2023
	Hotel	44%	44%
	Home of friends / relatives	17%	18%
	Motel	16%	16%
	Resort hotel	13%	12%
	Bed & breakfast	12%	11%
	Campground / RV park	10%	10%
	Rented home / condo / apartment	9%	9%

Activity Groupings

Outdoor Activities



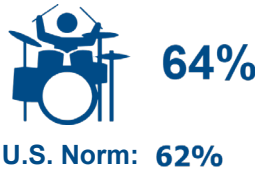
Cultural Activities



Business Activities



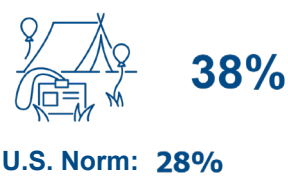
Entertainment Activities







Sporting Activities



Other Activities



Activities and Experiences (Top 10)

	Arizona	U.S. Norm
 Shopping	23%	26%
 Sightseeing	19%	20%
 Attending celebration	18%	14%
 Landmark/historic site	15%	13%
 Bar/nightclub	14%	16%
 Casino	14%	12%
 Swimming	13%	14%
 Museum	13%	12%
 Business convention/conference	12%	8%
 Hiking/backpacking	12%	8%



Outdoor Activities

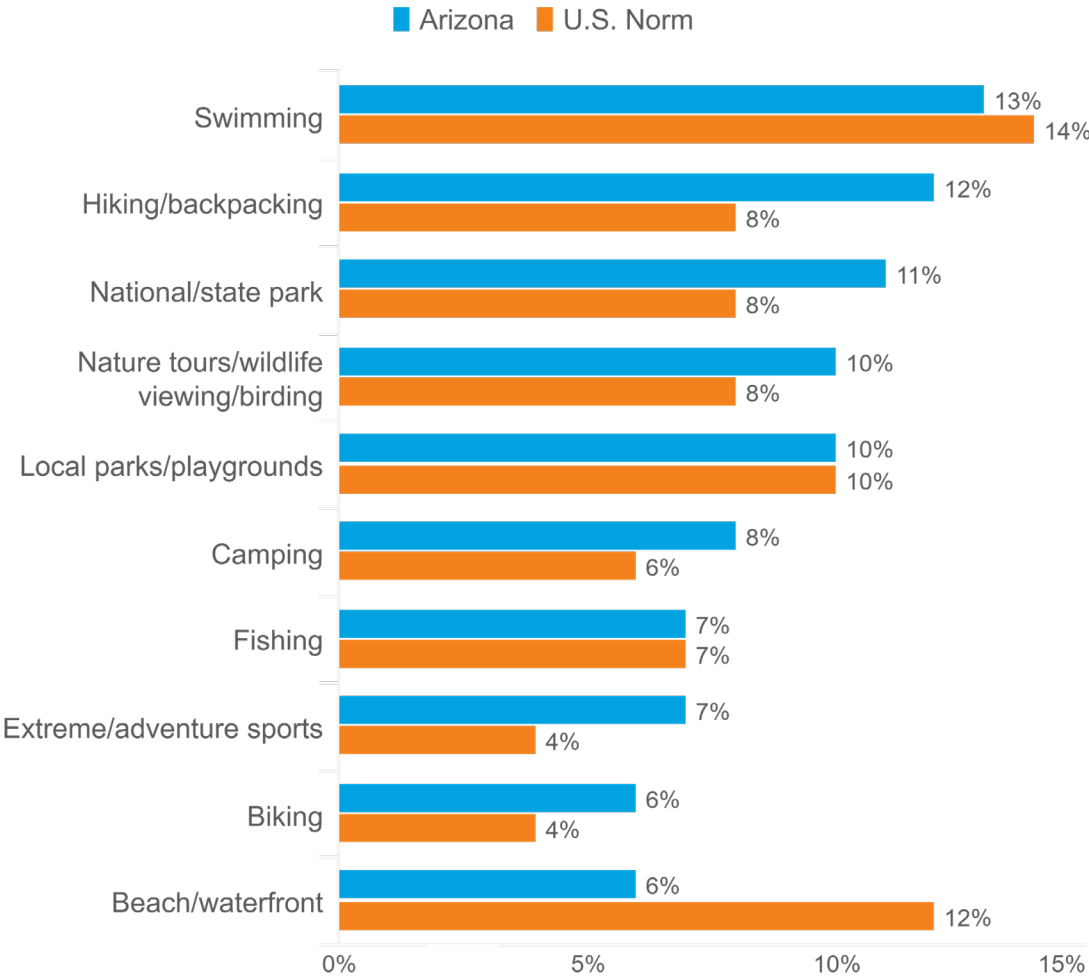
Arizona

58%

U.S. Norm

49%

Outdoor Activities
(Top 10)



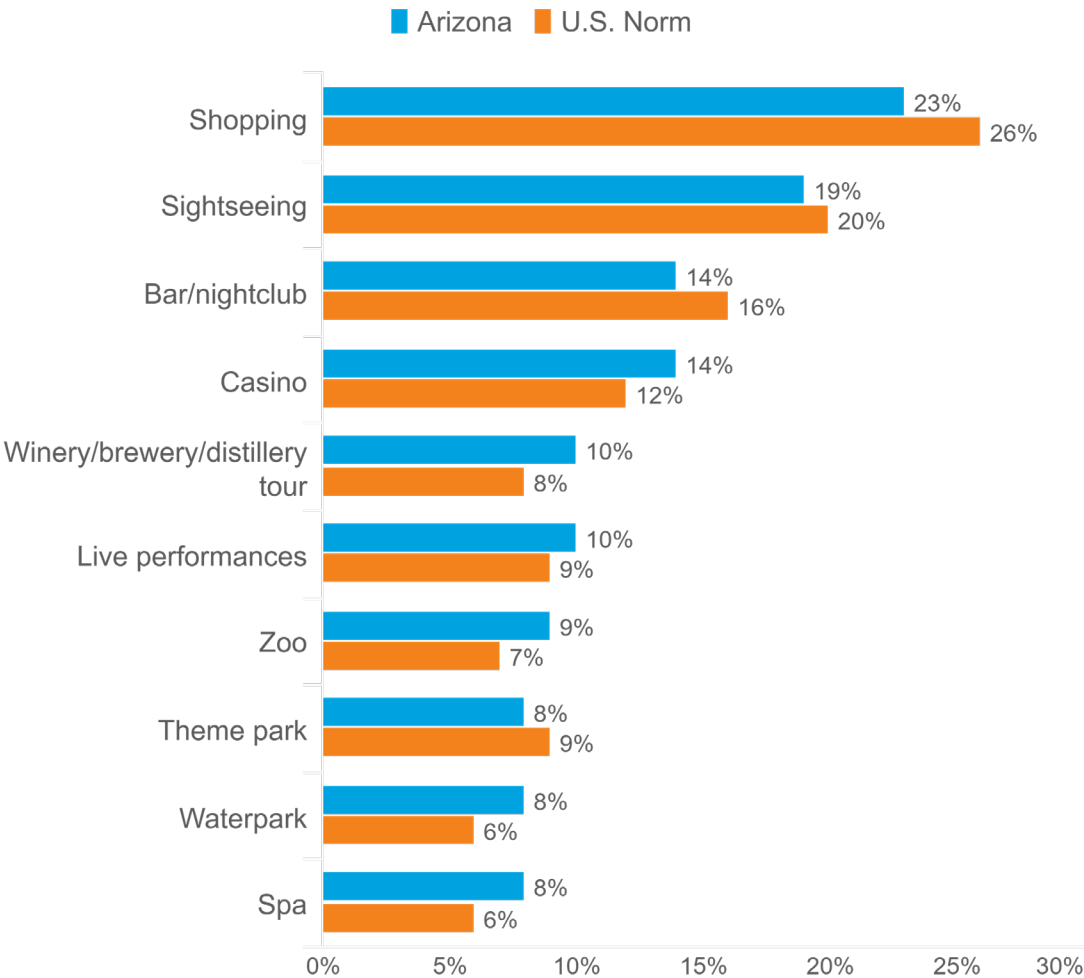


Entertainment Activities

Arizona
64%

U.S. Norm
62%

Entertainment Activities
(Top 10)





Cultural Activities

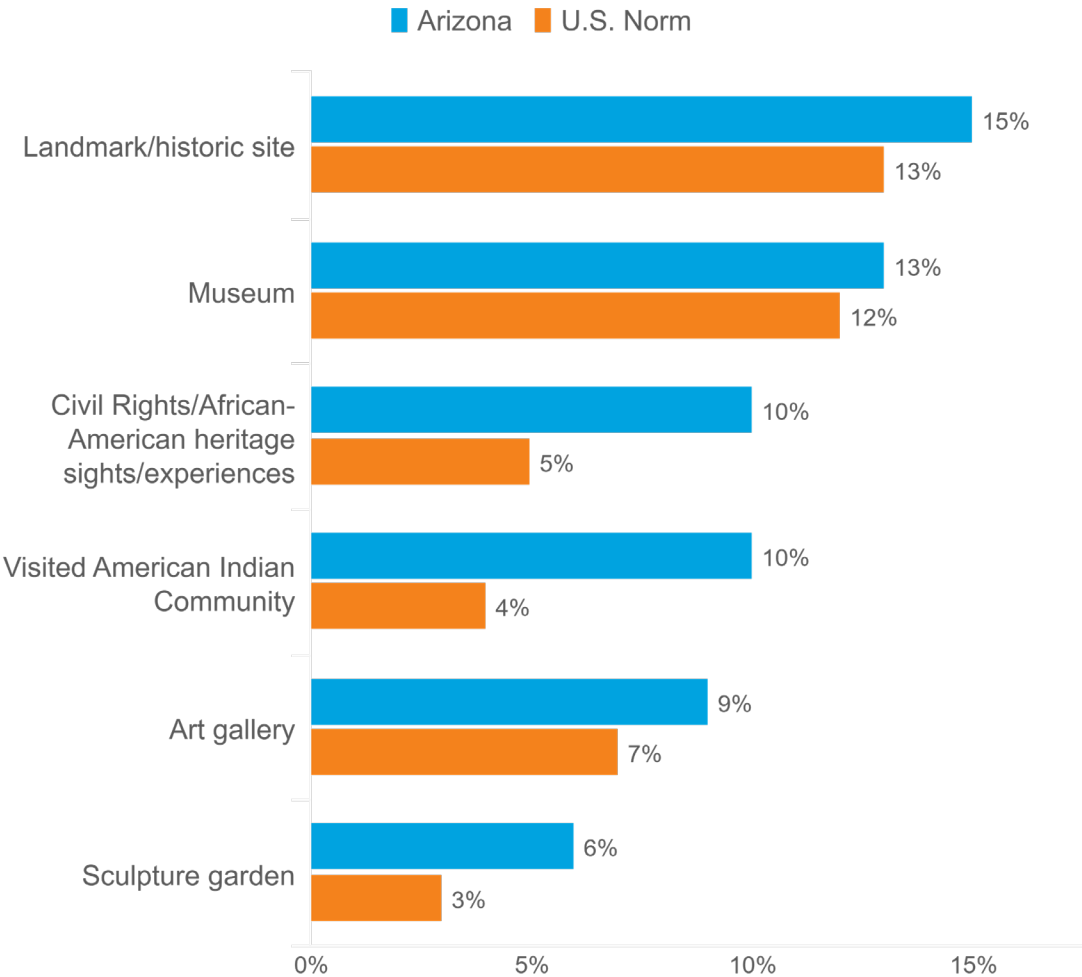
Arizona

42%

U.S. Norm

31%

Cultural Activities





Sporting Activities

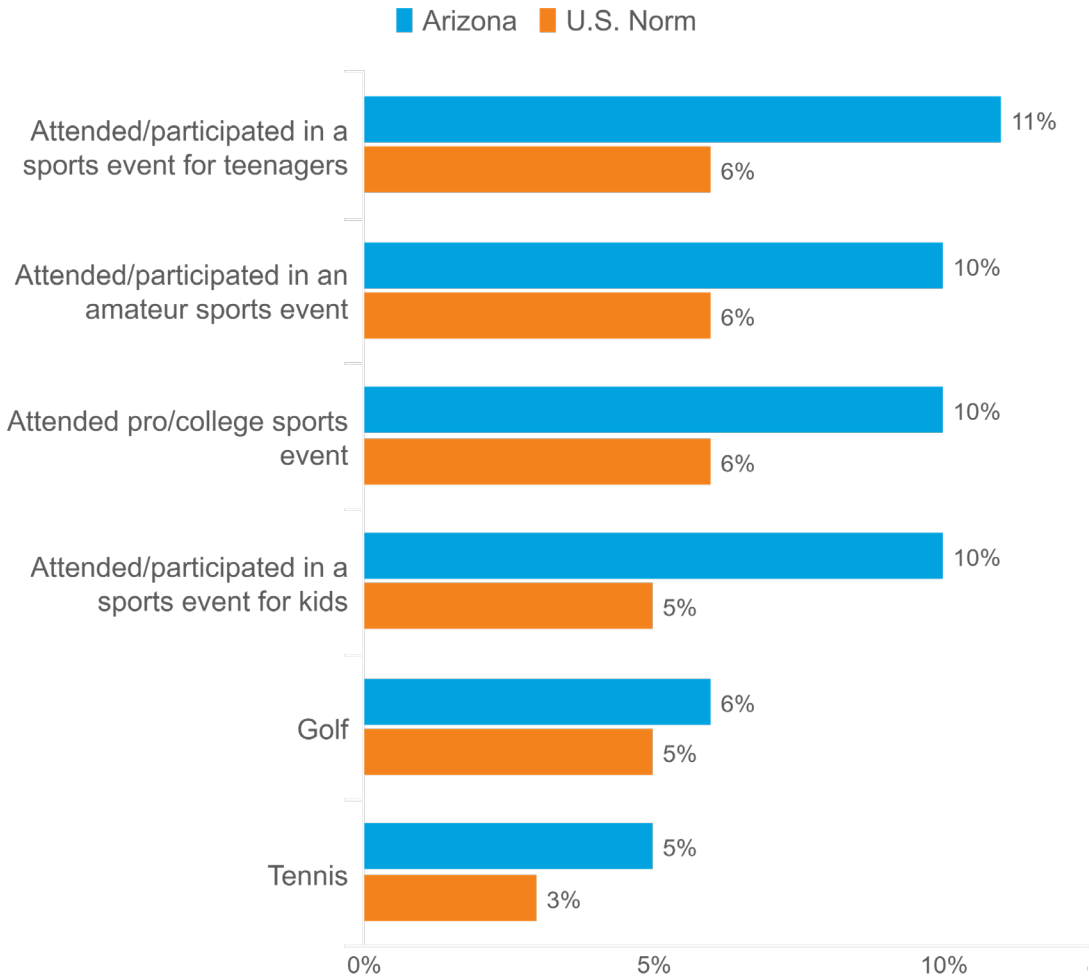
Arizona

34%

U.S. Norm

23%

Sporting Activities





Business Activities

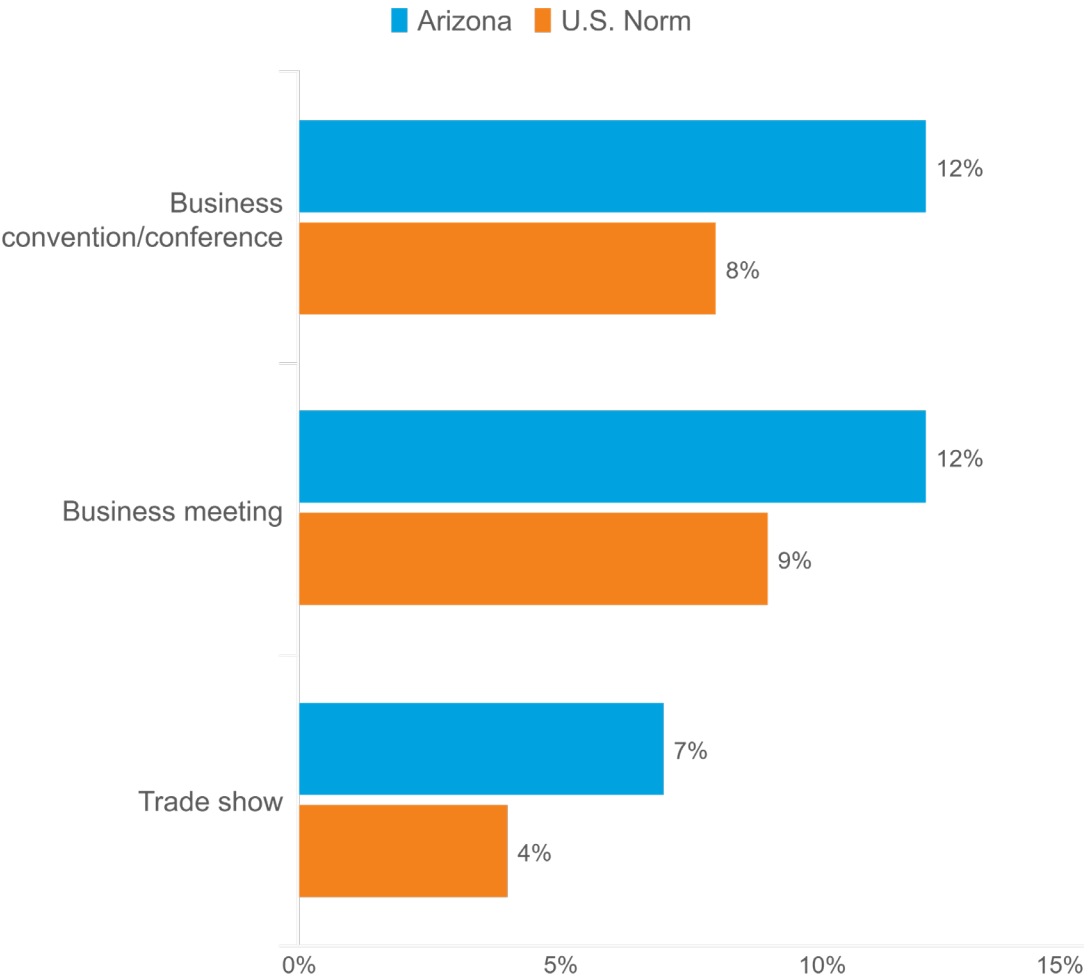
Arizona

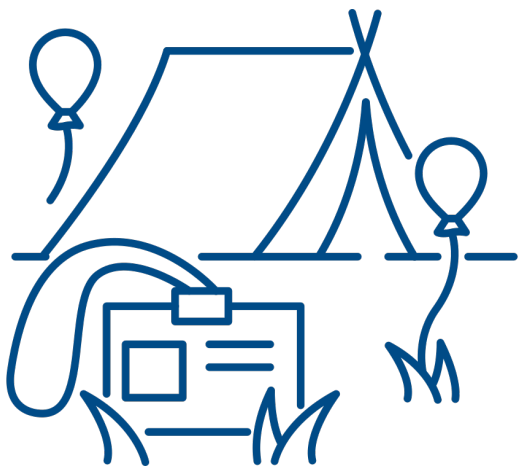
25%

U.S. Norm

17%

Business Activities





Other Activities

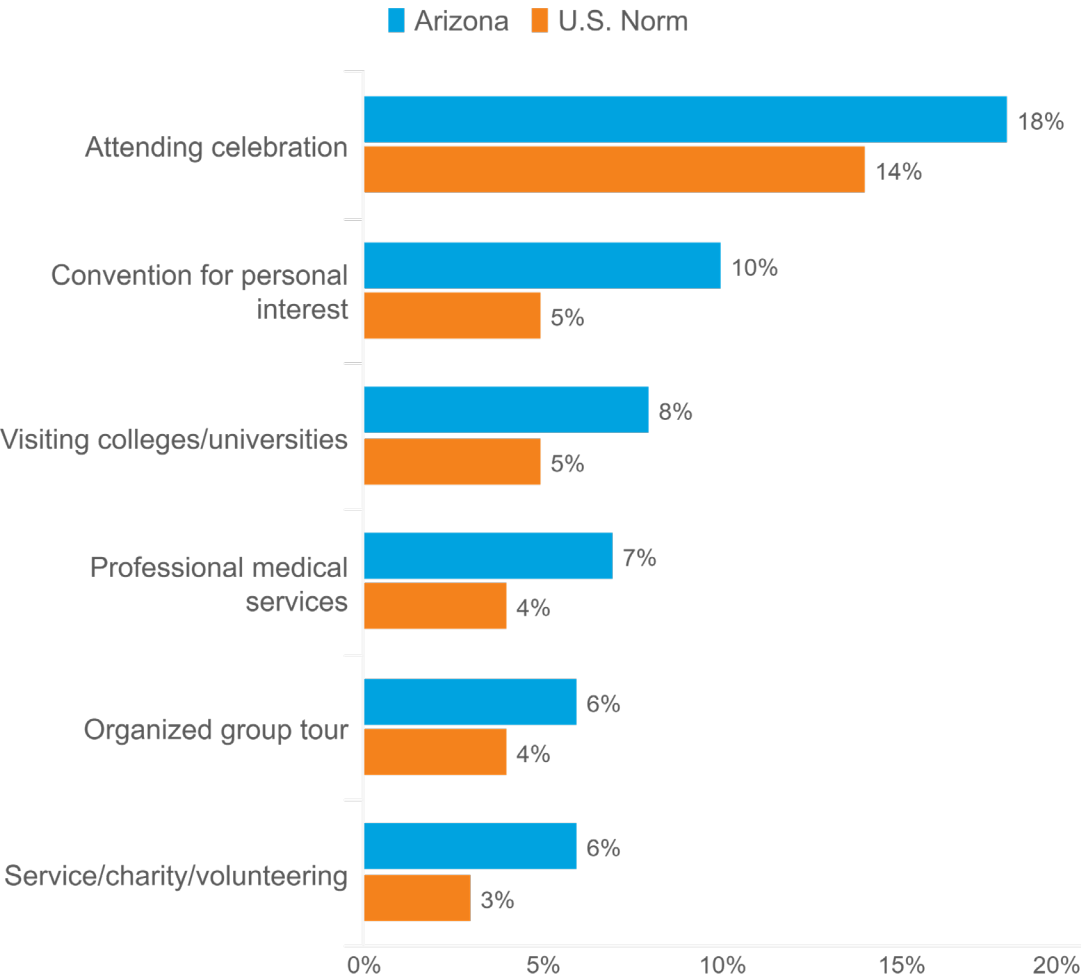
Arizona

38%

U.S. Norm








28%

Other Activities









Shopping Types on Trip

Base: 2024 Overnight Person-Trips that included Shopping

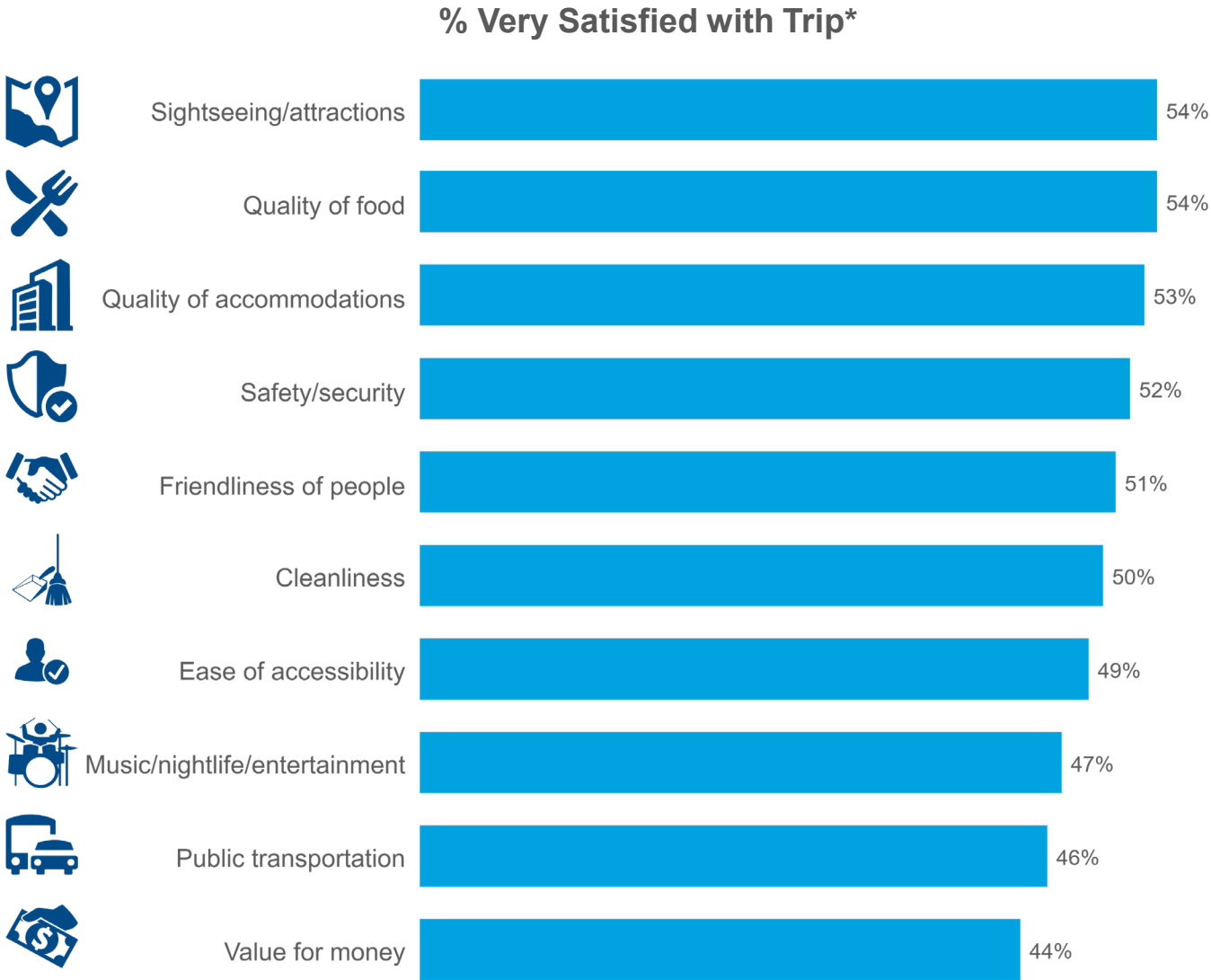
	Arizona	U.S. Norm
	Shopping at locally owned businesses	51%48%
	Convenience/grocery shopping	48%43%
	Outlet/mall shopping	41%45%
	Souvenir shopping	38%37%
	Big box stores (Walmart, Costco)	37%30%
	Farmers market	21%17%
	Antiquing	15%12%

Dining Types on Trip

	Arizona	U.S. Norm
	Casual dining	53%57%
	Fast food	47%45%
	Unique/local food	33%32%
	Carry-out/food delivery service	28%24%
	Fine/upscale dining	23%20%
	Picnicking	15%10%



71%
of overnight travelers were
very satisfied with their overall
trip experience

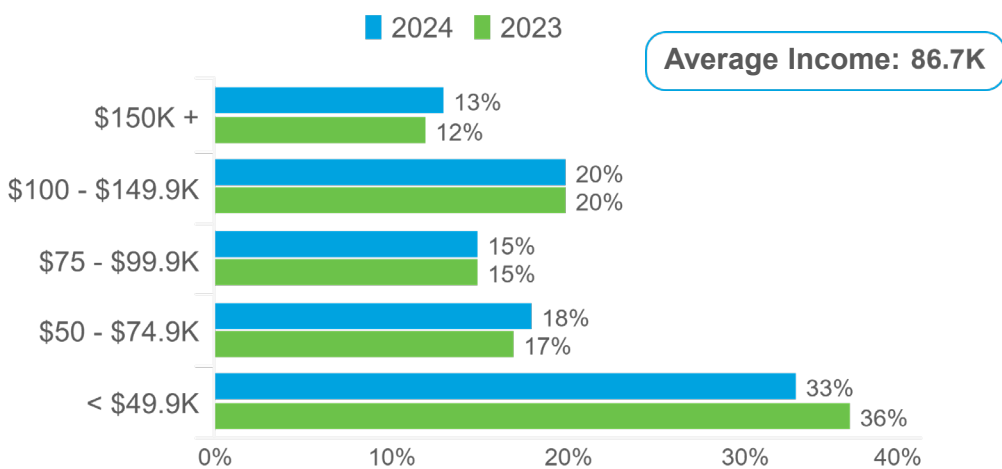


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

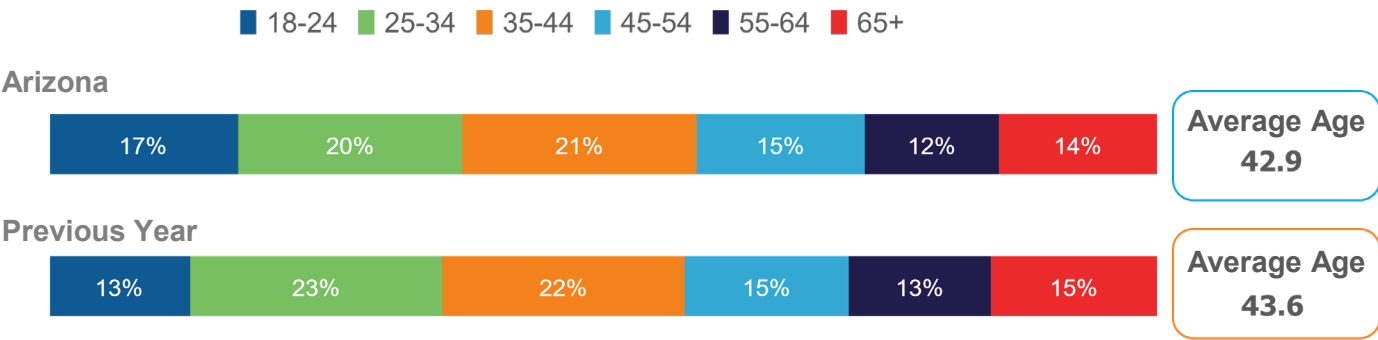
Demographic Profile of Overnight Arizona Visitors

Base: 2024 Overnight Person-Trips

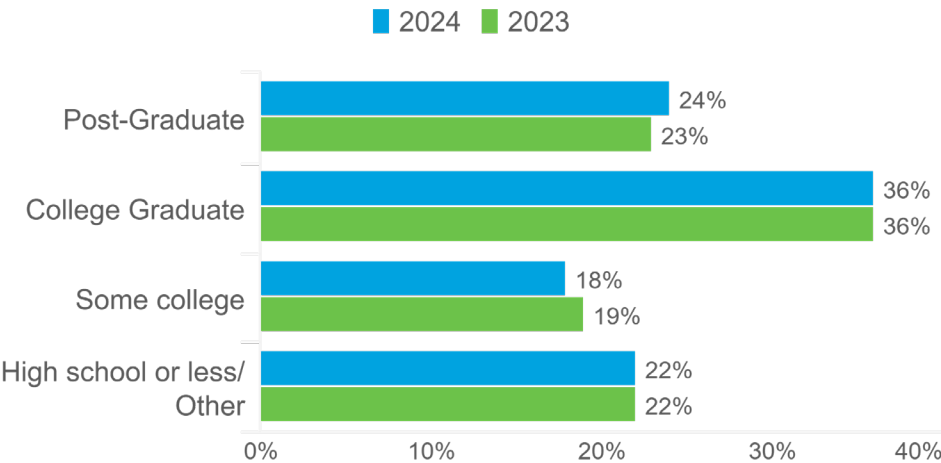
Household Income



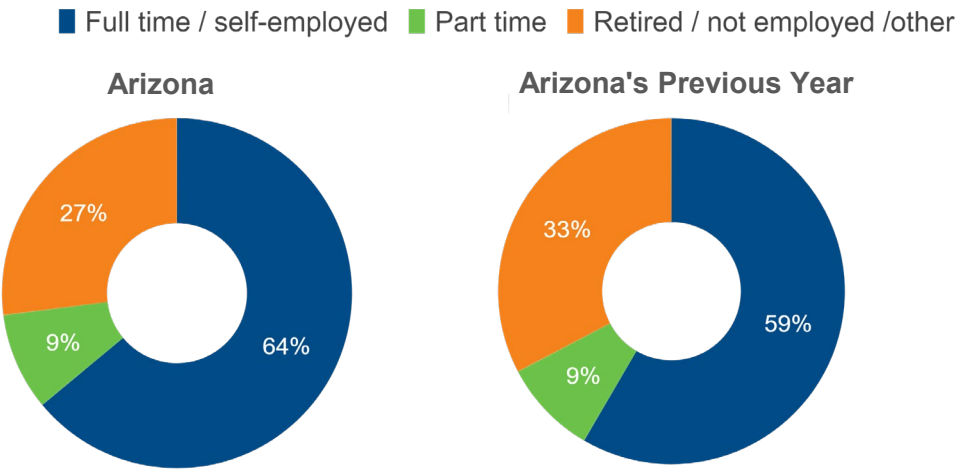
Age



Educational Attainment



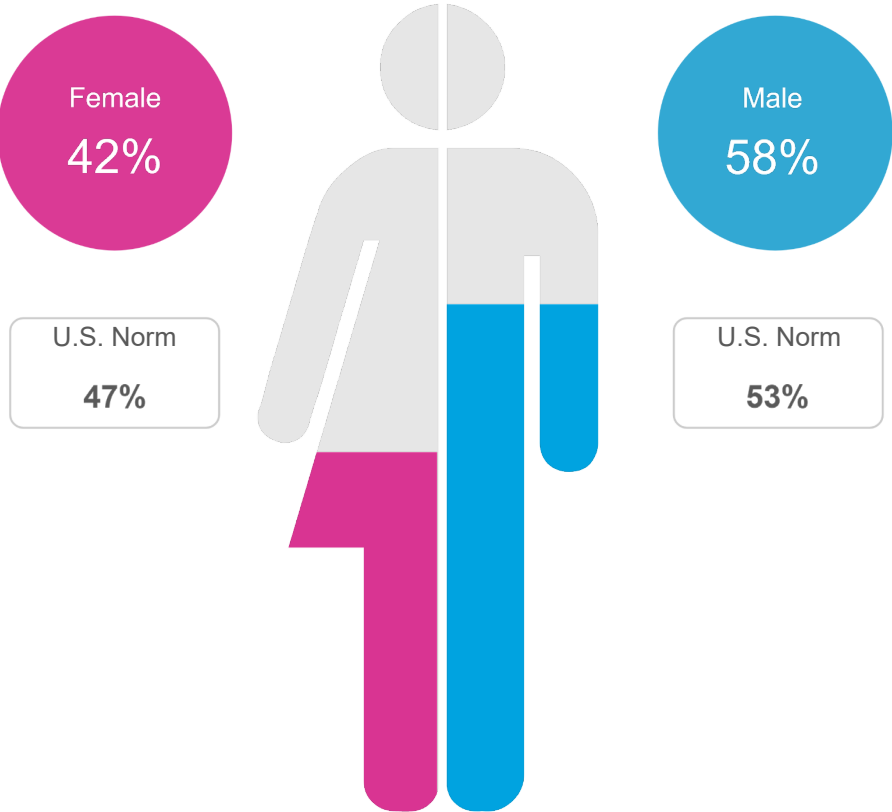
Employment



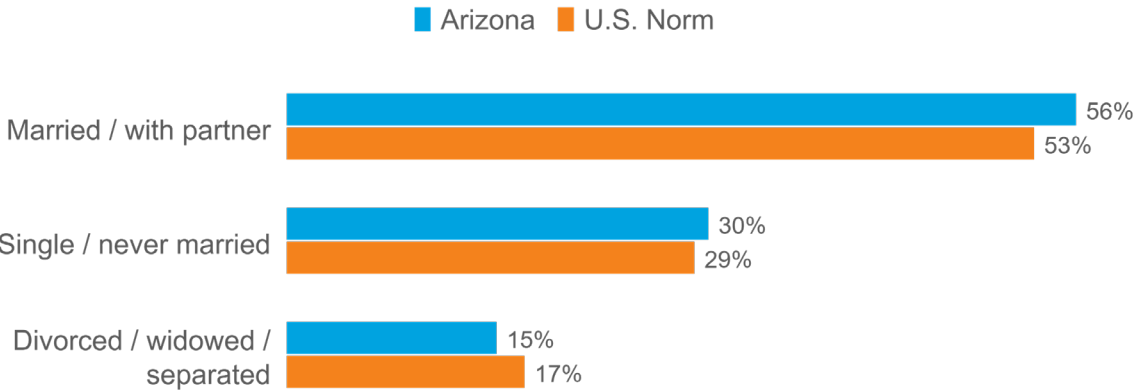
Demographic Profile of Overnight Arizona Visitors

Base: 2024 Overnight Person-Trips

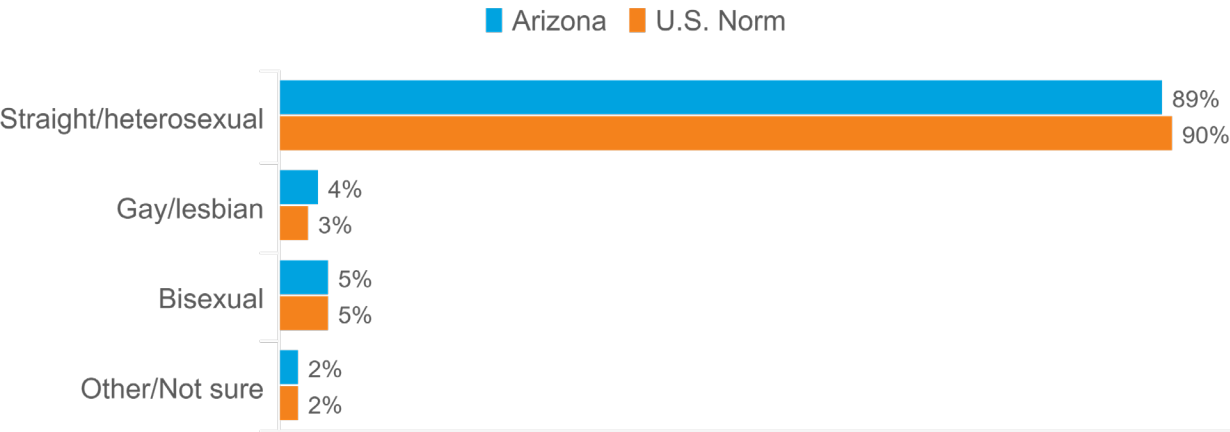
Gender



Marital Status



Sexual Orientation

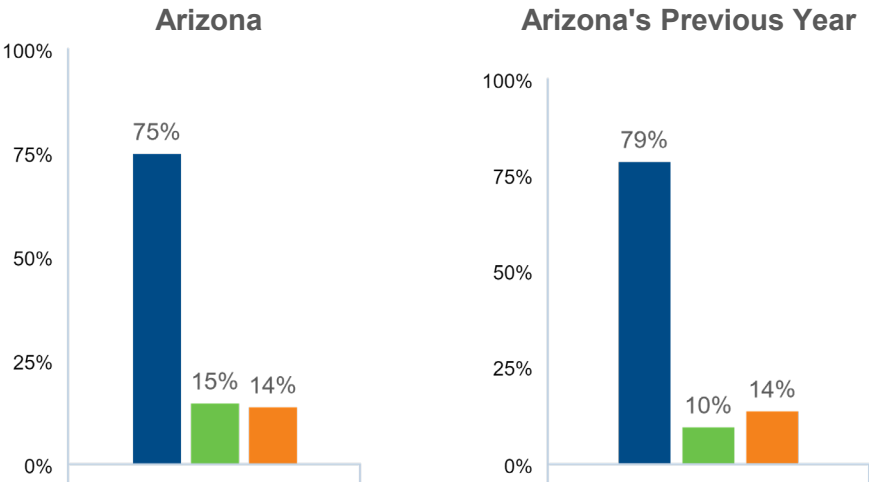


Demographic Profile of Overnight Arizona Visitors

Base: 2024 Overnight Person-Trips

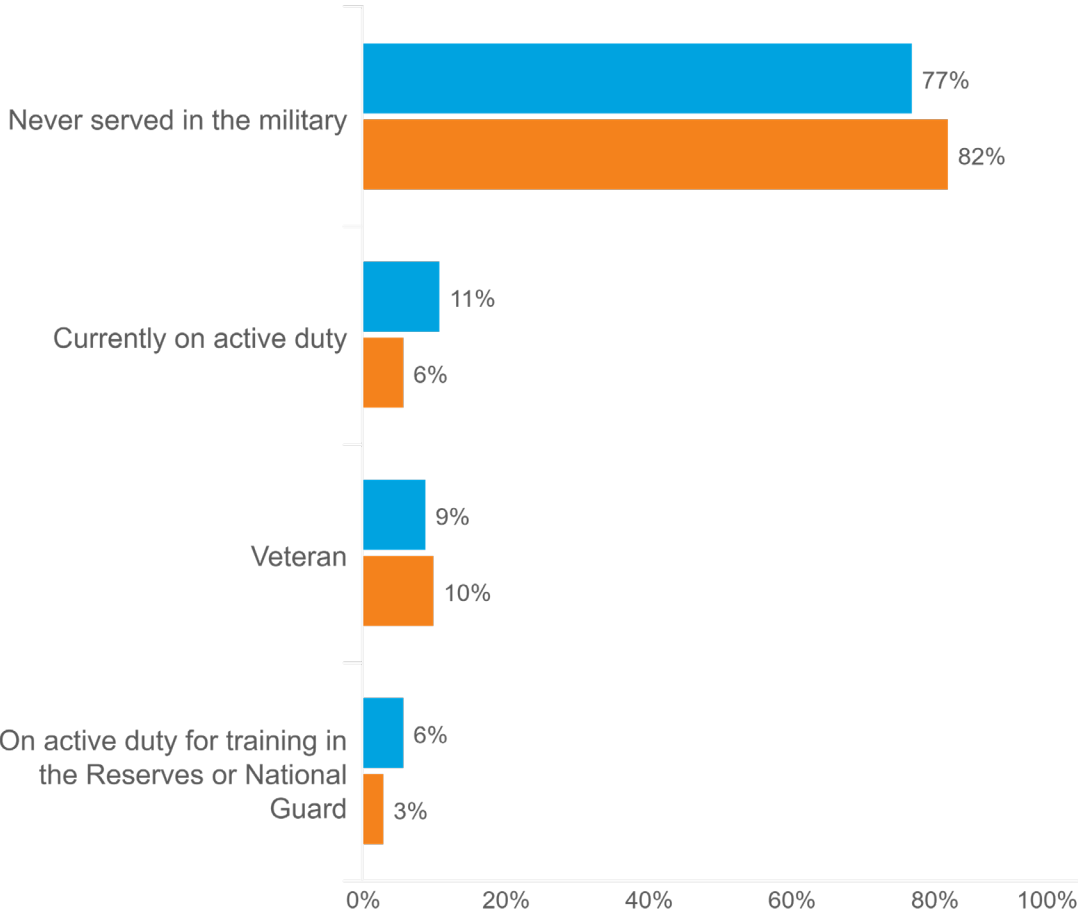
Race

White African-American Other



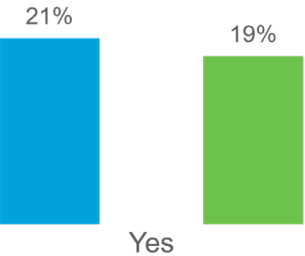
Military Status

Arizona U.S. Norm

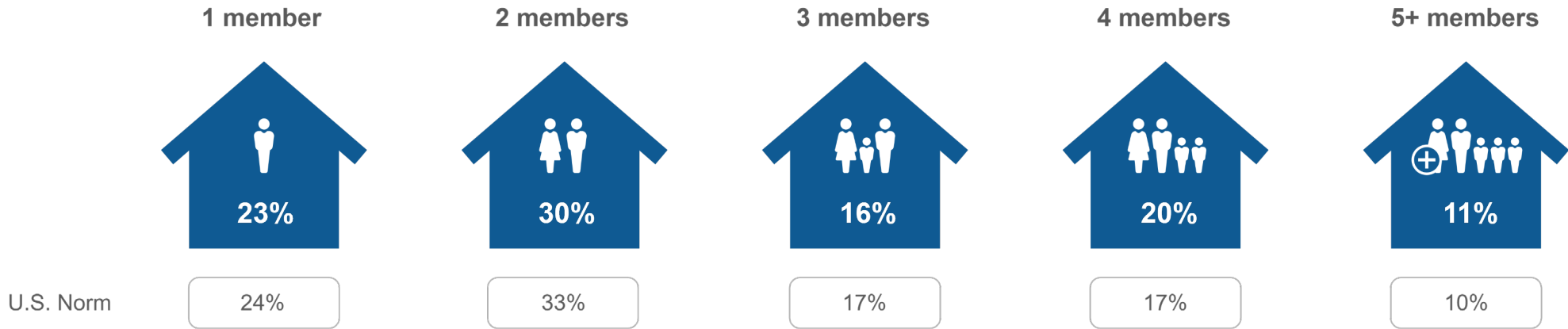


Hispanic Background

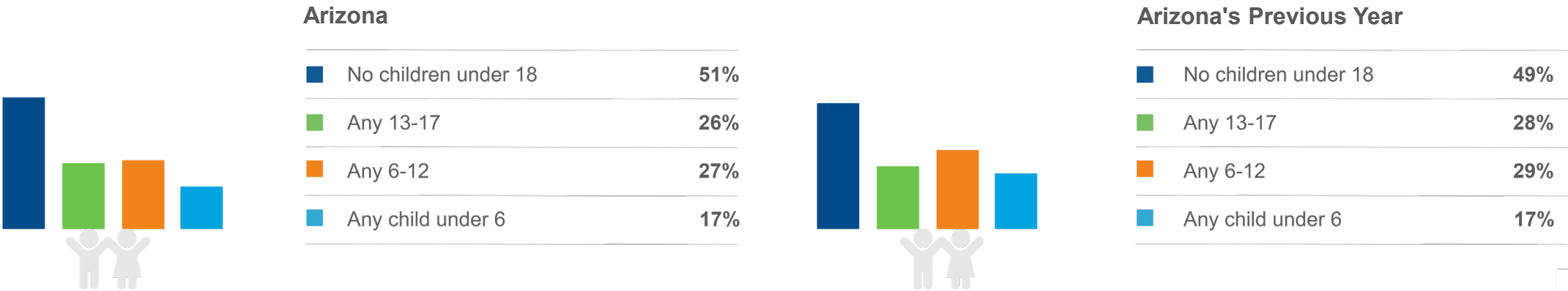
2024 2023



Household Size



Children in Household





Travel USA Visitor Profile

Regions Map & Volumes

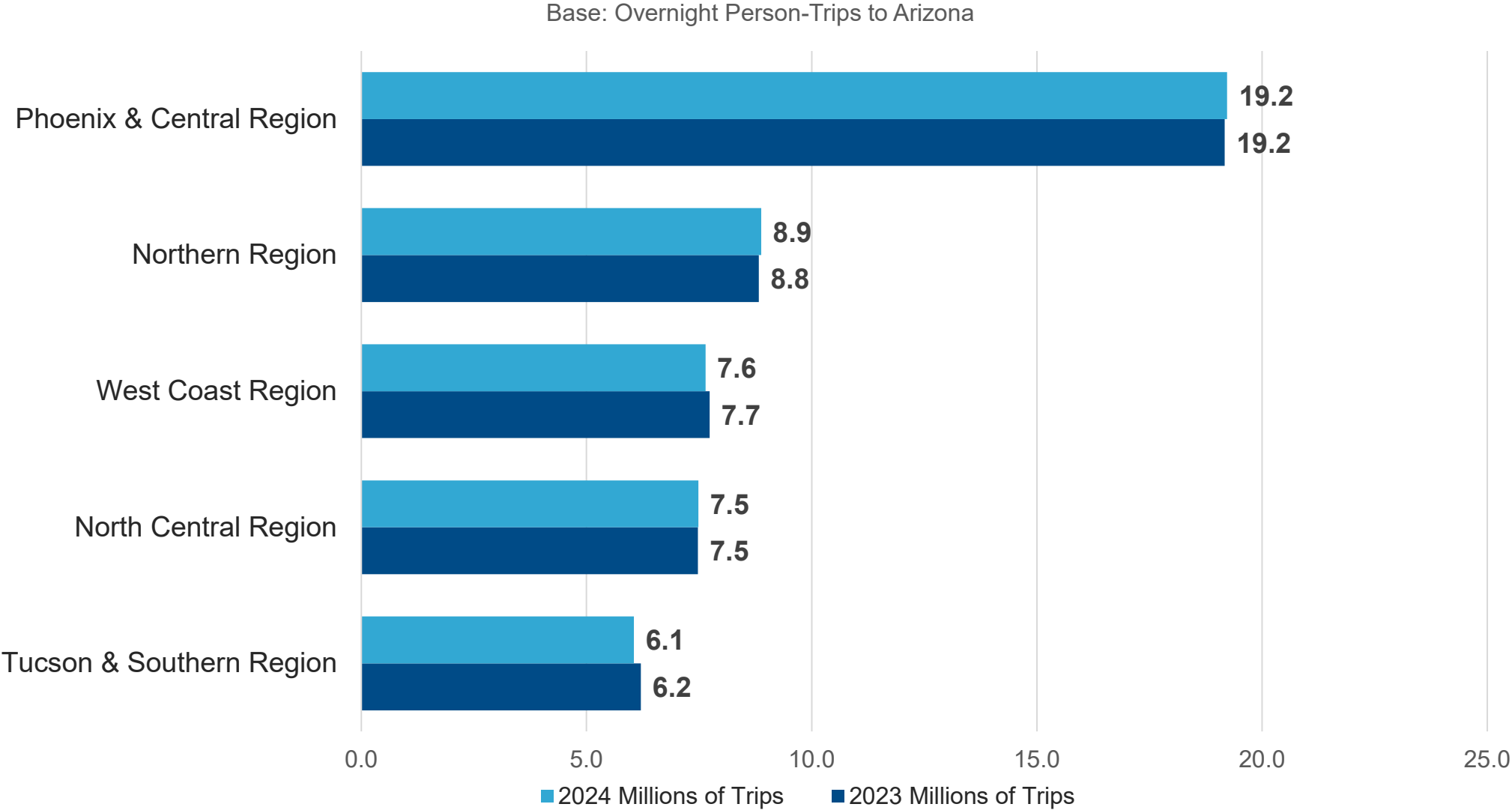
ARIZONA
OFFICE OF TOURISM

2024

ARIZONA REGIONS



Overnight Visitor Volume by Region*



*Adds to more than total state visitor volume because people may visit more than one region during their trip



Travel USA Visitor Profile

West Coast Region

ARIZONA
OFFICE OF **TOURISM**

2024

Introduction

- Longwoods International began tracking domestic American travelers in 1985 and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.
- This report provides an overview for AZ West Coast Region’s domestic tourism business in 2024.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For AZ West Coast Region, the following sample was achieved in 2024:

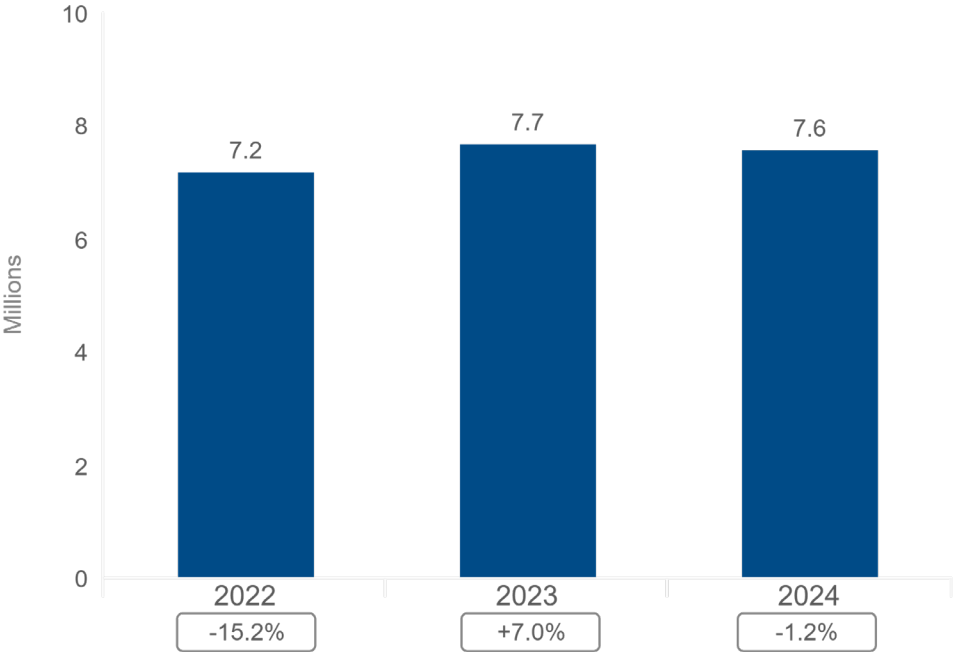


Overnight Base Size

1,167

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

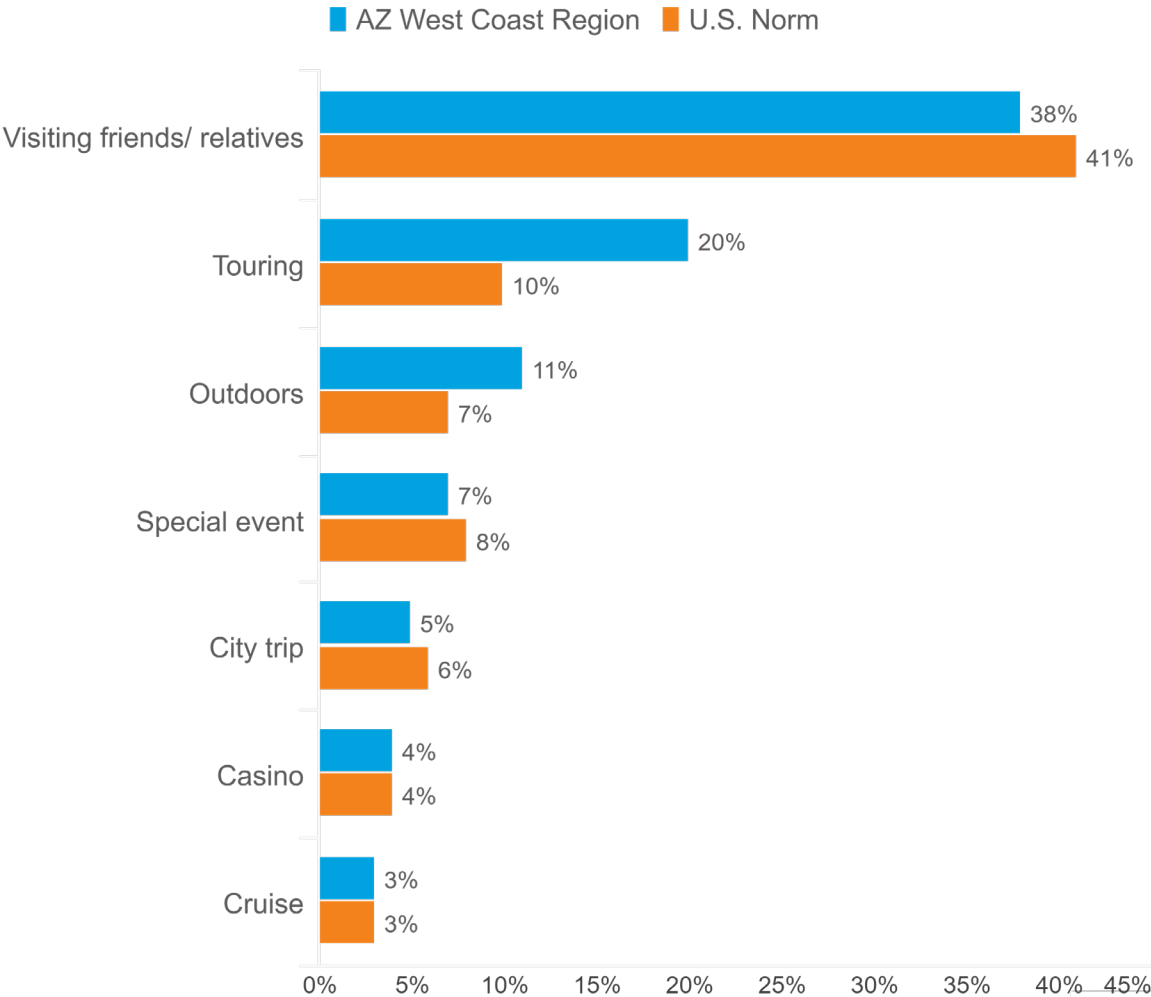
Overnight Trips to AZ West Coast Region



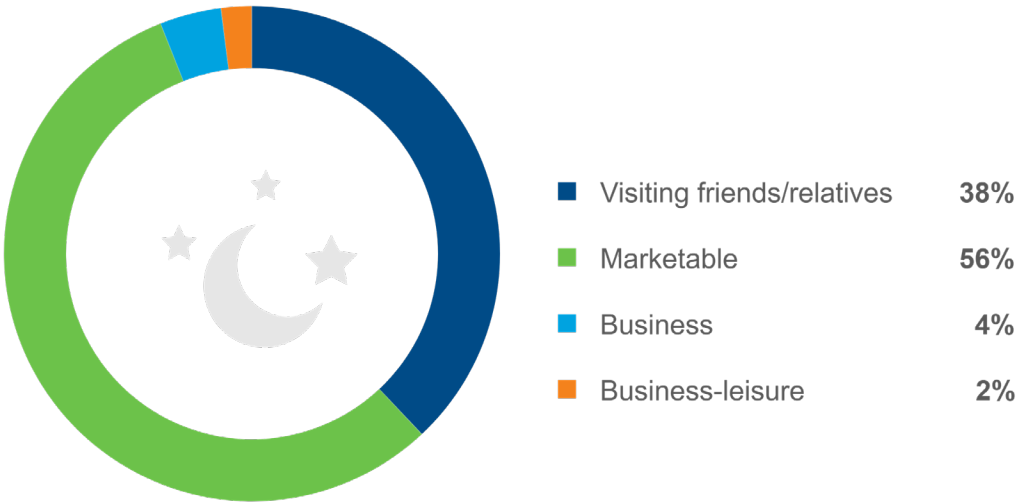
Main Purpose of Trip

	2024
Visiting friends/ relatives	38%
Touring	20%
Outdoors	11%
Special event	7%
City trip	5%
Casino	4%
Cruise	3%
Other business trip	2%
Conference/ Convention	2%
Business-Leisure	2%
Resort	2%
Theme park	2%
Ski/Snowboarding	1%
Golf Trip	1%

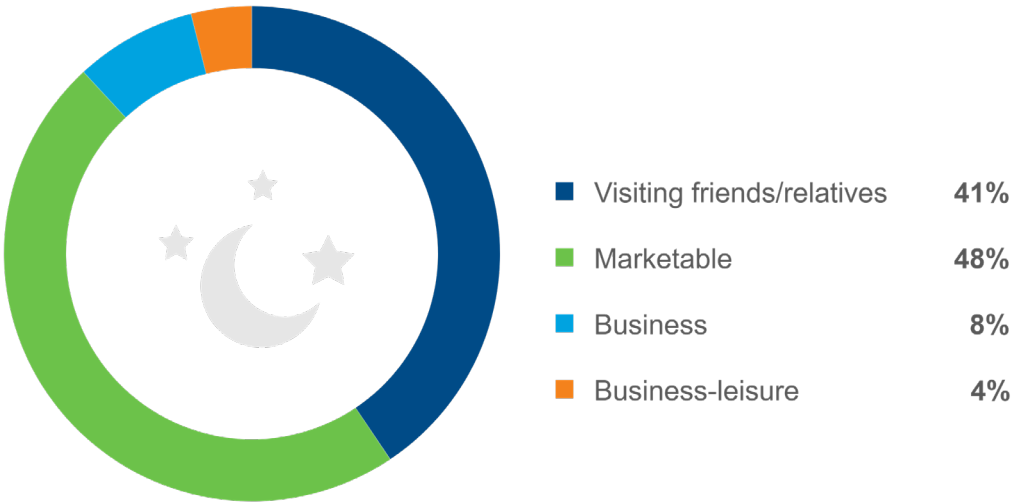
Main Purpose of Leisure Trip (Top 7)



2024 AZ West Coast Region Overnight Trips

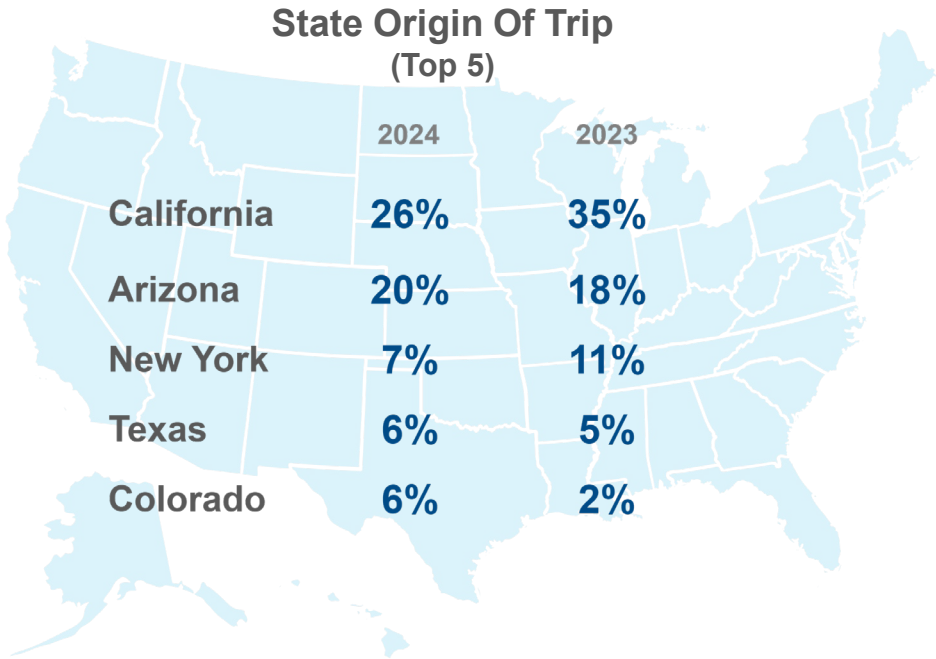


2024 U.S. Overnight Trips



AZ West Coast Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips



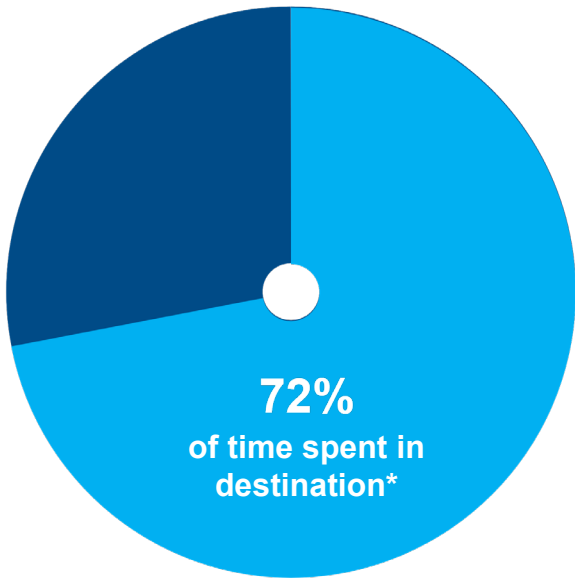
DMA Origin Of Trip
(Top 10)

	2024	2023
Los Angeles, CA	19%	25%
Phoenix, AZ	18%	13%
New York, NY	8%	11%
Denver, CO	6%	2%
Dallas-Ft. Worth, TX	4%	3%
Seattle-Tacoma, WA	3%	1%
San Diego, CA	3%	3%
San Francisco-Oakland-San Jose, CA	2%	4%
Chicago, IL	2%	1%
Las Vegas, NV	2%	3%

Past Visitation to AZ West Coast Region

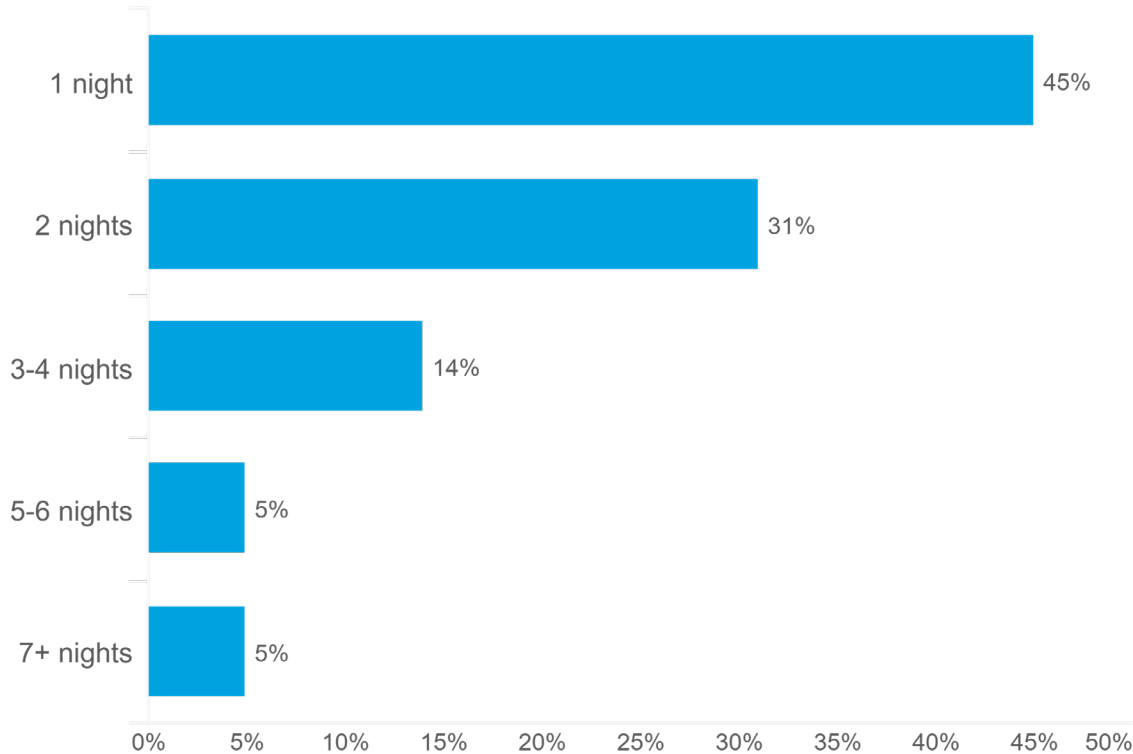
- 81% of overnight travelers to AZ West Coast Region are repeat visitors
- 65% of overnight travelers to AZ West Coast Region had visited before in the past 12 months

Total Nights Away on Trip



➔
Of the nights
spent in the
destination

Nights Spent in AZ West Coast Region



AZ West Coast Region

3.7

Average Nights

U.S. Norm

3.7

Average Nights

Average number
of nights

2.6

Average last
year

1.9

*Share of total trip nights away that were spent within Arizona's West Coast Region

Size of Travel Party

■ Adults ■ Children

*Children is based on age, anyone under the age of 18

AZ West Coast Region



Total 2.9

Average number of people

U.S. Norm



Total 2.8

Average number of people

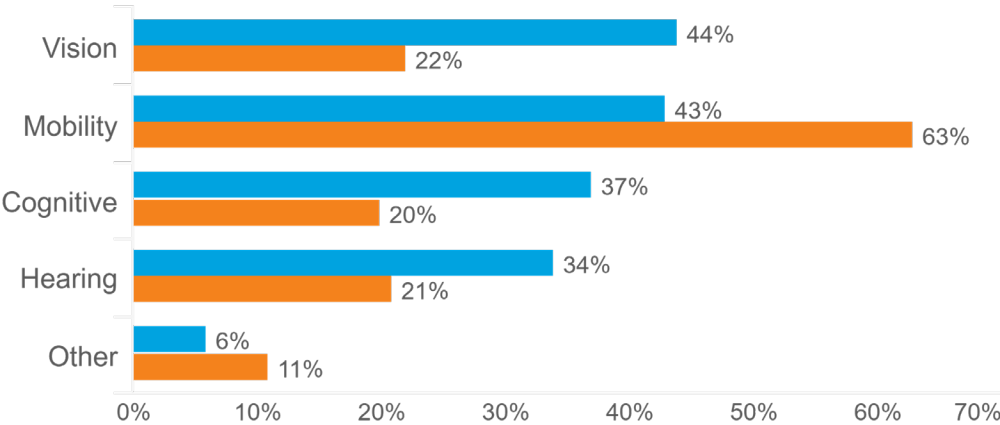


35% of travel parties had a travel party member that required accessibility services
U.S. Norm: 18%

Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party

■ AZ West Coast Region ■ U.S. Norm





25% of trips only had one person in the travel party

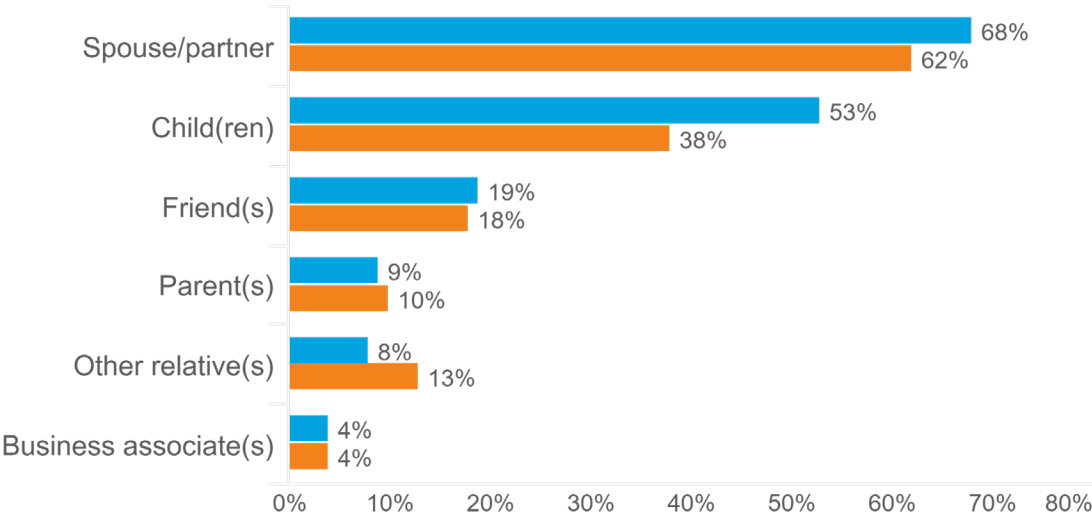
U.S. Norm: **26%**

Composition of Immediate Travel Party

Base: 2024 Overnight Person-Trips that included more than one person

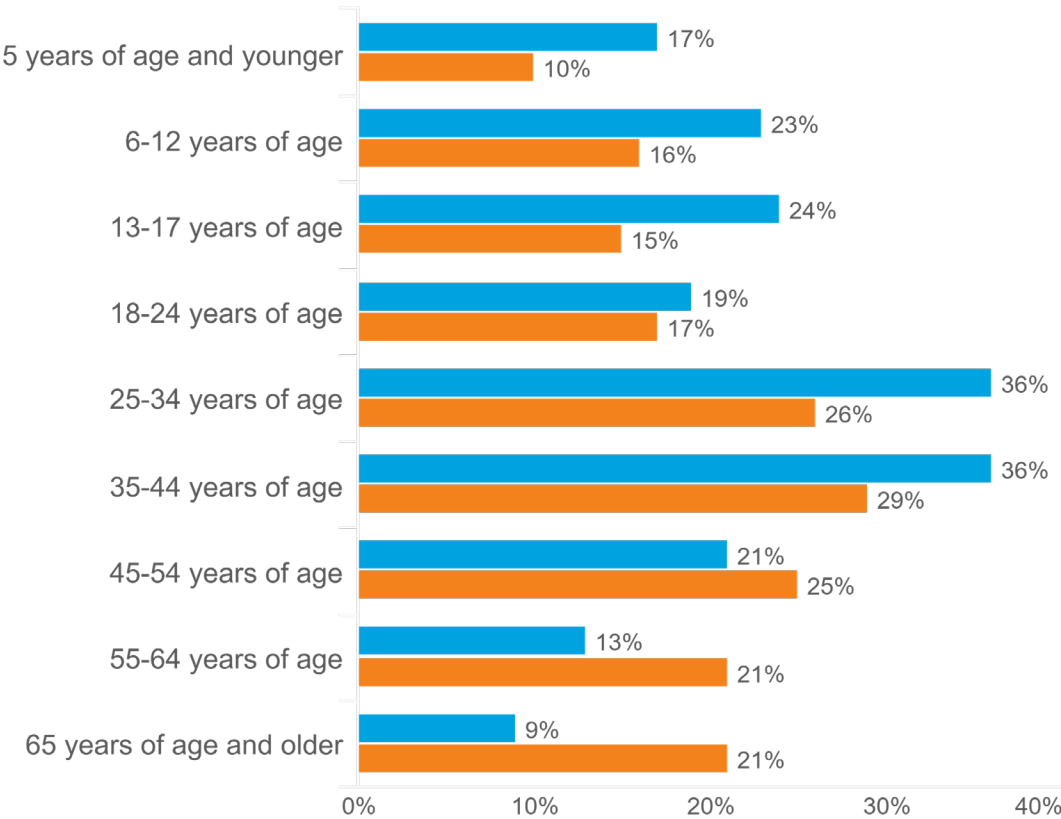
*Child(ren) is based on the relationship to the respondent

■ AZ West Coast Region ■ U.S. Norm



Travel Party Age

■ AZ West Coast Region ■ U.S. Norm



Transportation Used to get to Destination

70% used their own car/truck to get to their destination

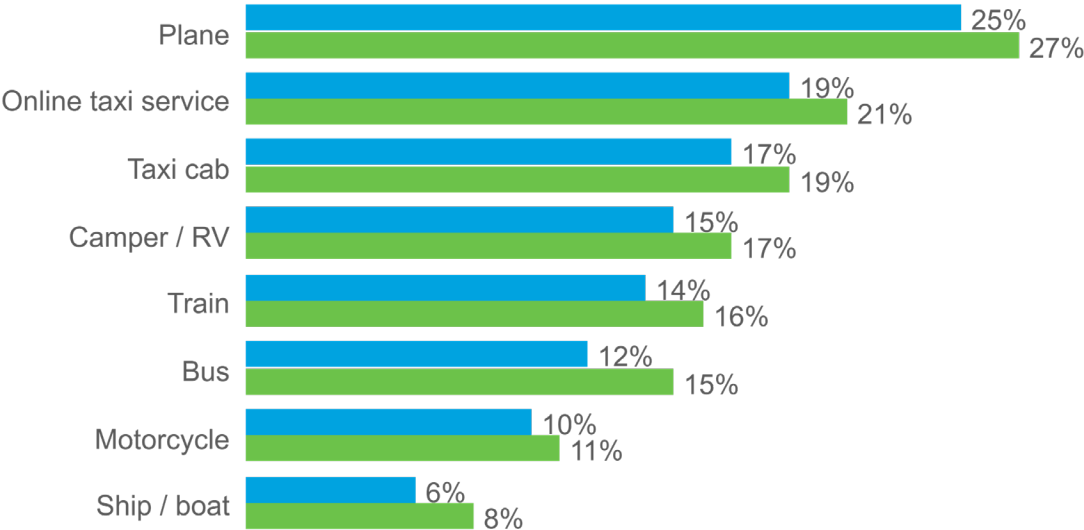
Previous year: 70%

20% used a rental car to get to their destination

Previous year: 25%

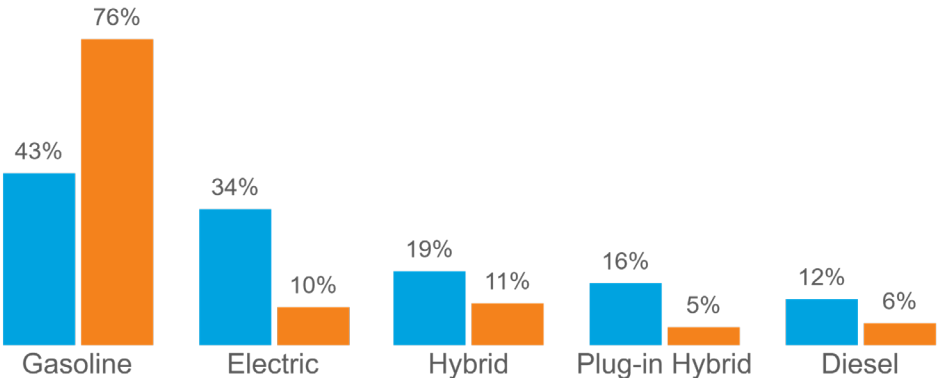


■ 2024 ■ 2023



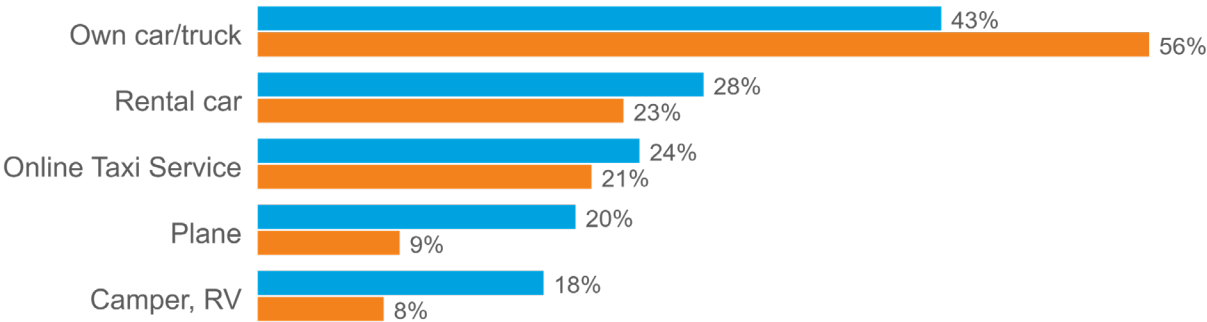
Type of Vehicle Used to get to Destination

■ AZ West Coast Region ■ U.S. Norm



Transportation Used within Destination (Top 5)

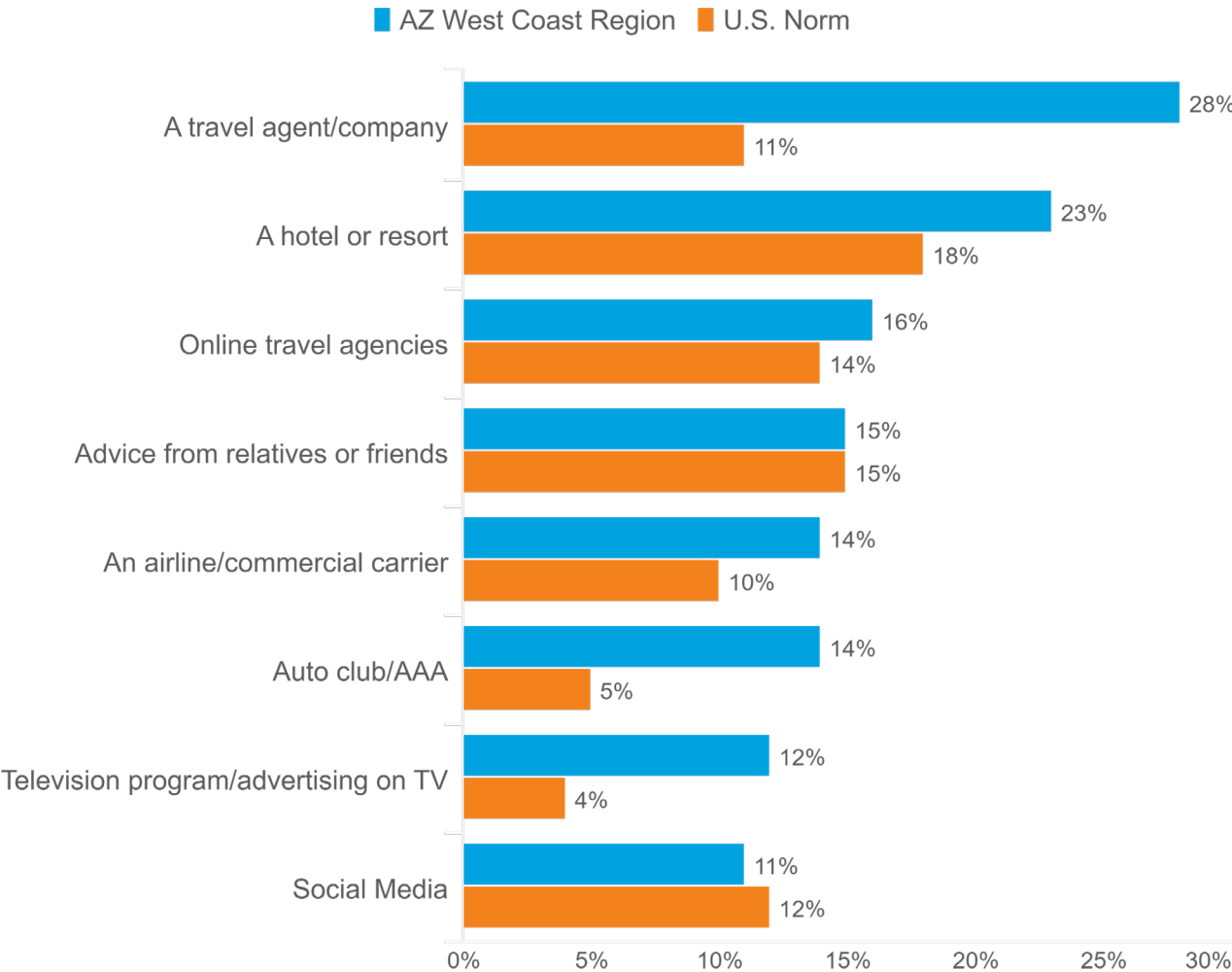
■ AZ West Coast Region ■ U.S. Norm



Length of Trip Planning

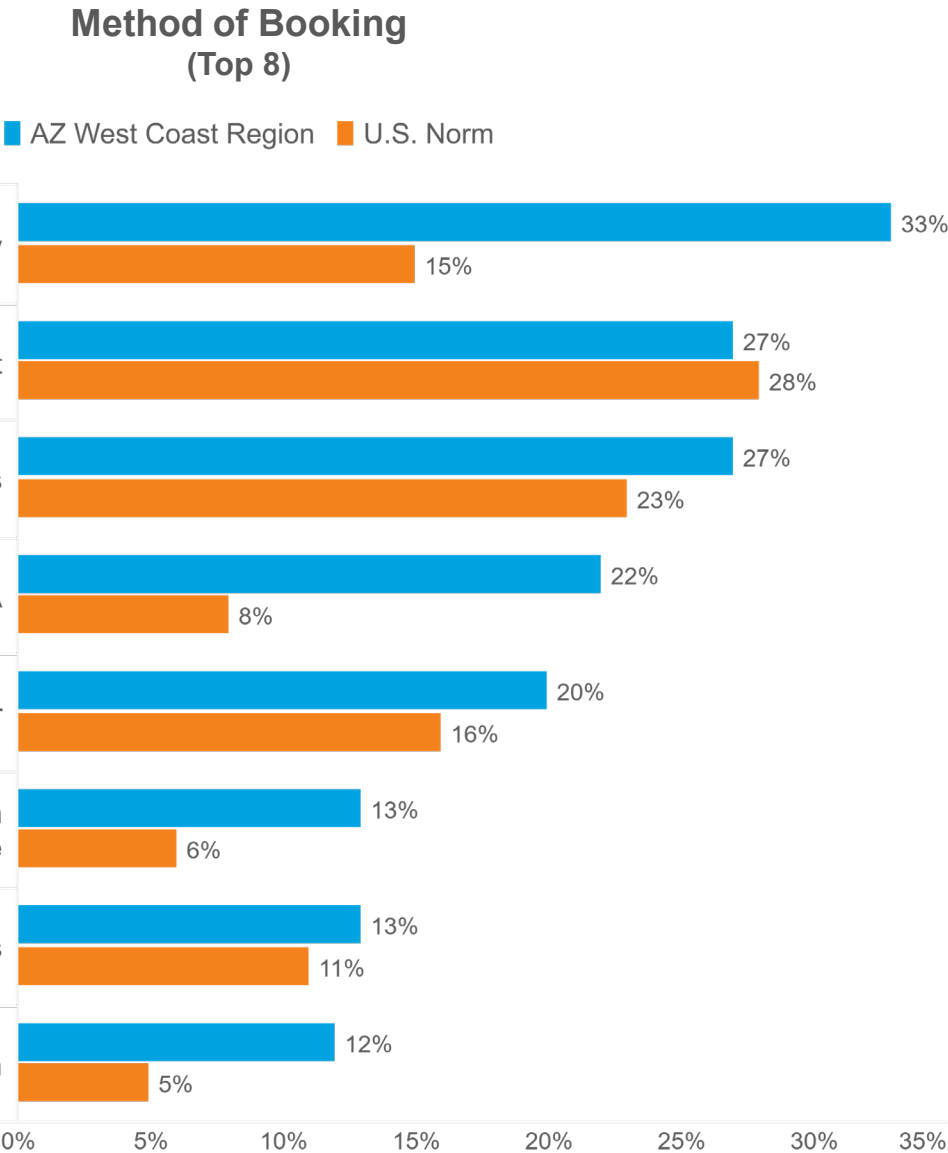
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1 month or less	28%	32%
2 months	16%	17%
3-5 months	20%	18%
6-12 months	18%	14%
More than 1 year in advance	9%	4%
Did not plan anything in advance	9%	14%








Trip Planning Information Sources (Top 8)



AZ West Coast Region's Overnight Trip Characteristics

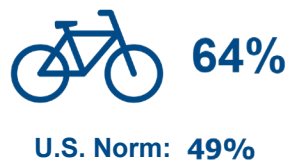
Base: 2024 Overnight Person-Trips



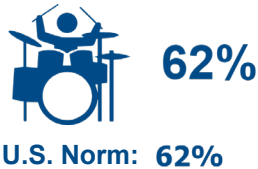
Accommodations (Top 7)		2024	2023
	Hotel	52%	52%
	Motel	22%	22%
	Bed & breakfast	15%	17%
	Country inn / lodge	12%	14%
	Resort hotel	12%	17%
	Campground / RV park	11%	14%
	Home of friends / relatives	11%	10%

Activity Groupings

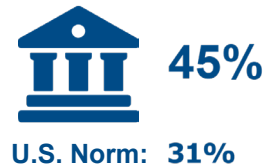
Outdoor Activities



Entertainment Activities



Cultural Activities



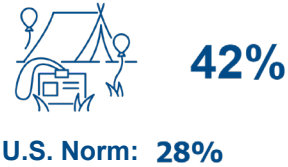
Sporting Activities













Business Activities



Other Activities



Activities and Experiences (Top 10)

	AZ West Coast Region	U.S. Norm
	Shopping	18%
	Attending celebration	17%
	Attended/participated in an amateur sports event	16%
	Casino	15%
	Attended/participated in a sports event for teenagers	15%
	Business convention/conference	15%
	Convention for personal interest	14%
	Business meeting	14%
	Landmark/historic site	13%
	Attended pro/college sports event	13%



Outdoor Activities

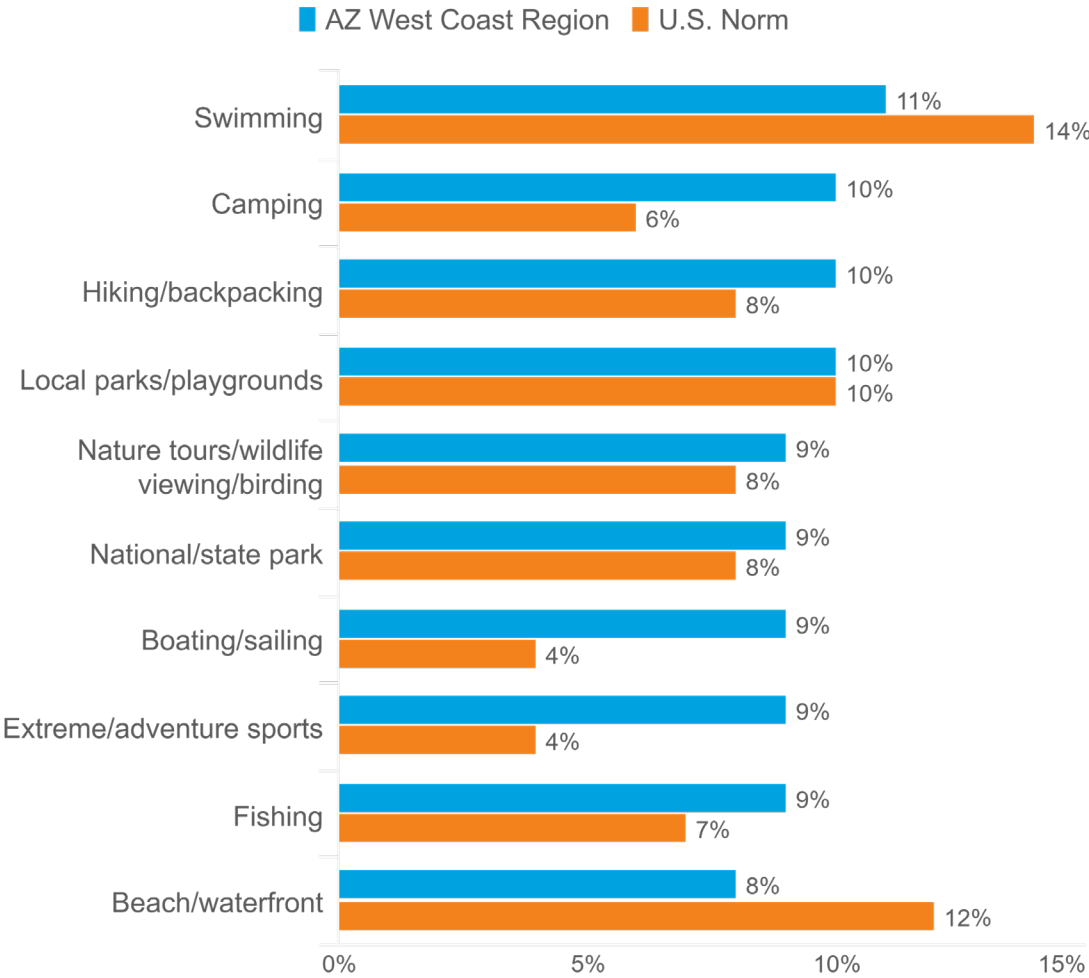
AZ West Coast Region

64%

U.S. Norm

49%

Outdoor Activities
(Top 10)





Entertainment Activities

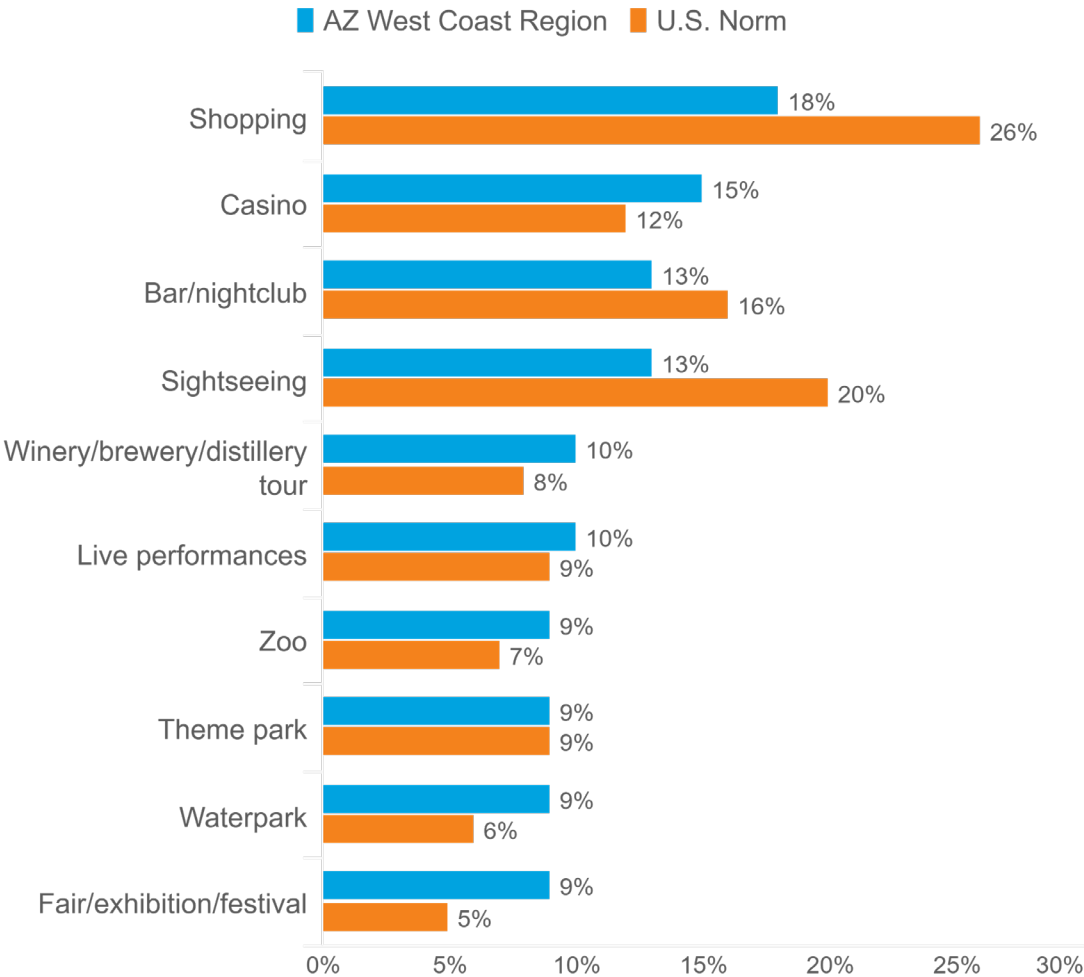
AZ West Coast Region

62%

U.S. Norm

62%

Entertainment Activities
(Top 10)





Cultural Activities

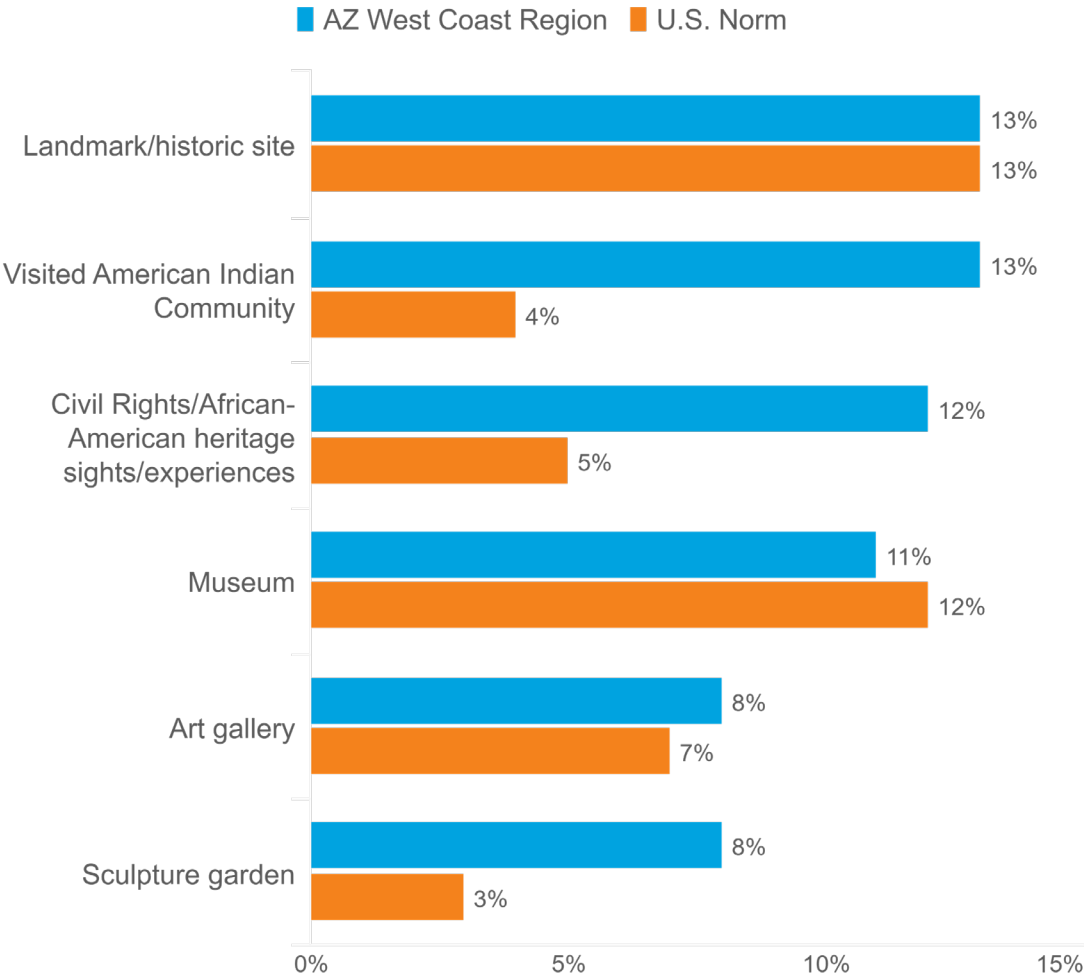
AZ West Coast Region

45%

U.S. Norm

31%

Cultural Activities





Sporting Activities

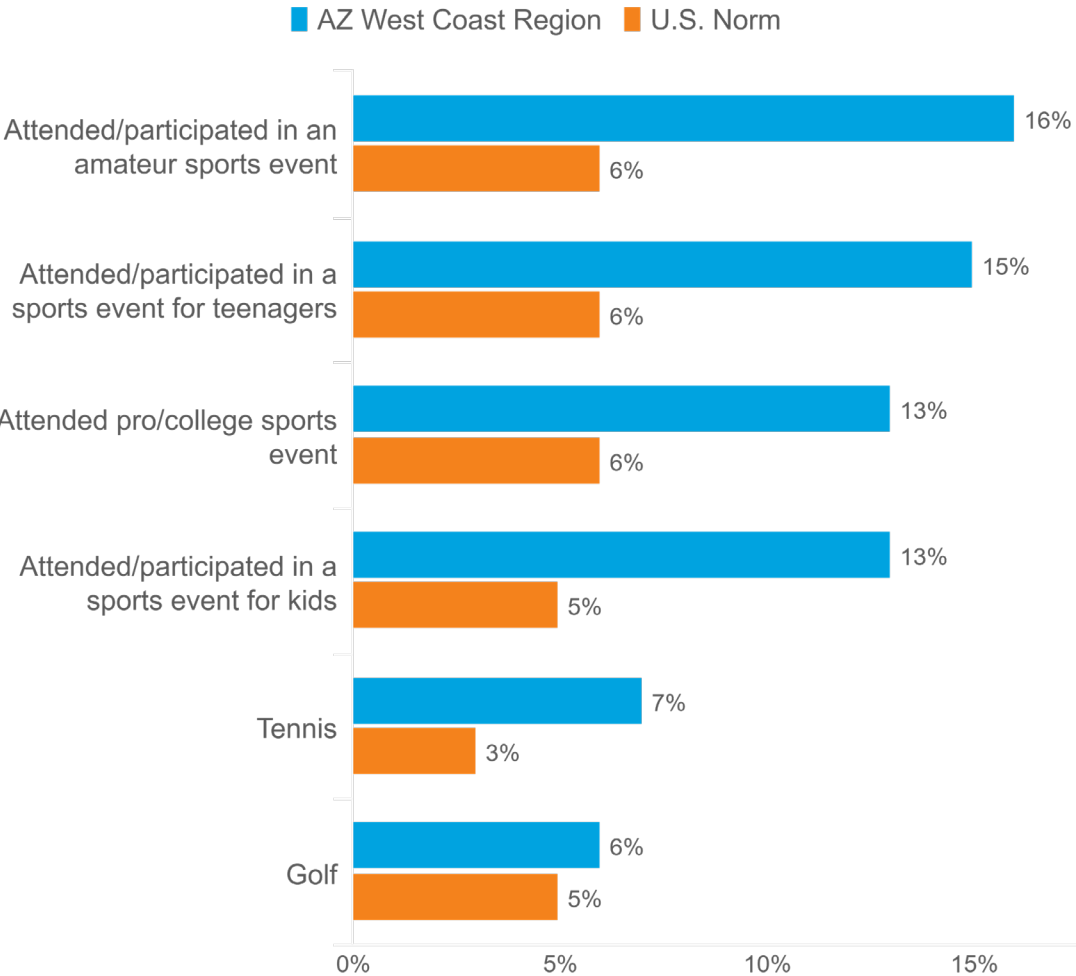
AZ West Coast Region

43%

U.S. Norm

23%

Sporting Activities





Business Activities

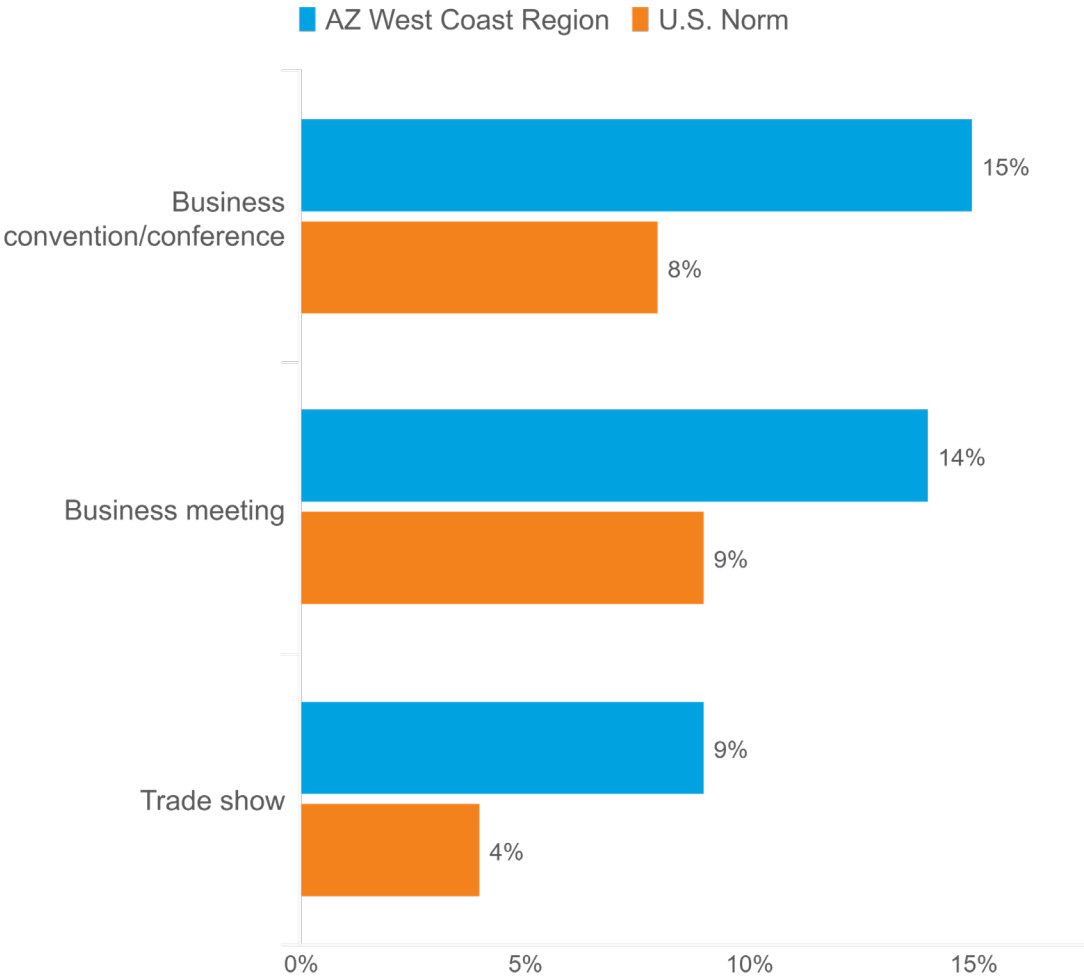
AZ West Coast Region

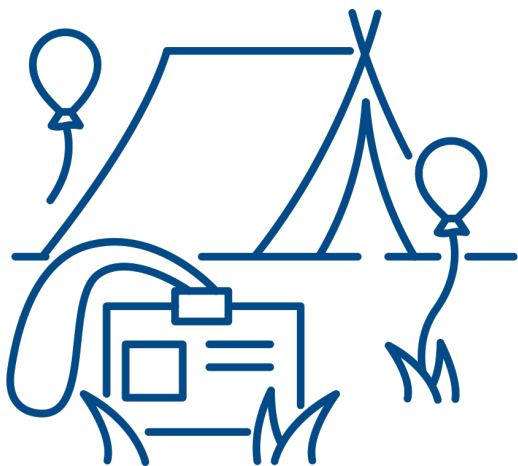
31%

U.S. Norm

17%

Business Activities





Other Activities

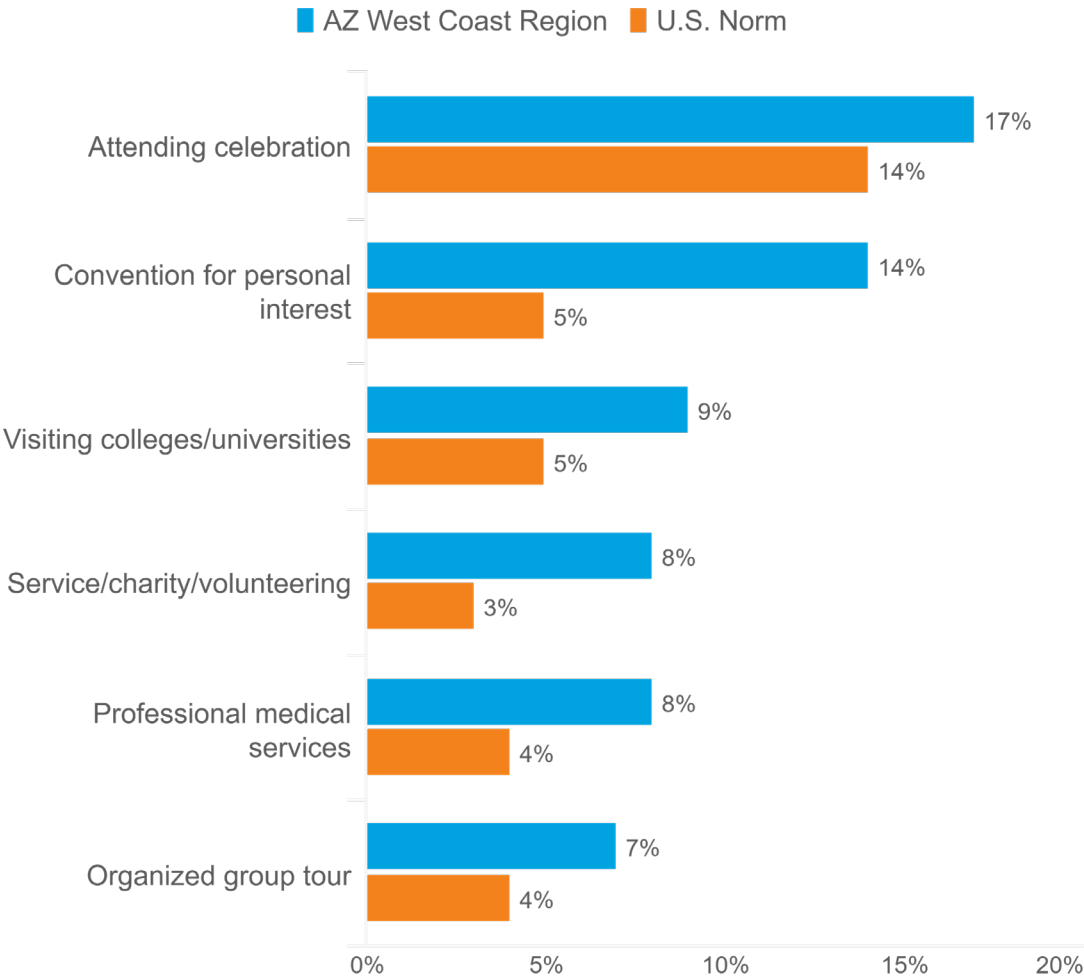
AZ West Coast Region

42%

U.S. Norm

28%

Other Activities









Shopping Types on Trip

Base: 2024 Overnight Person-Trips that included Shopping

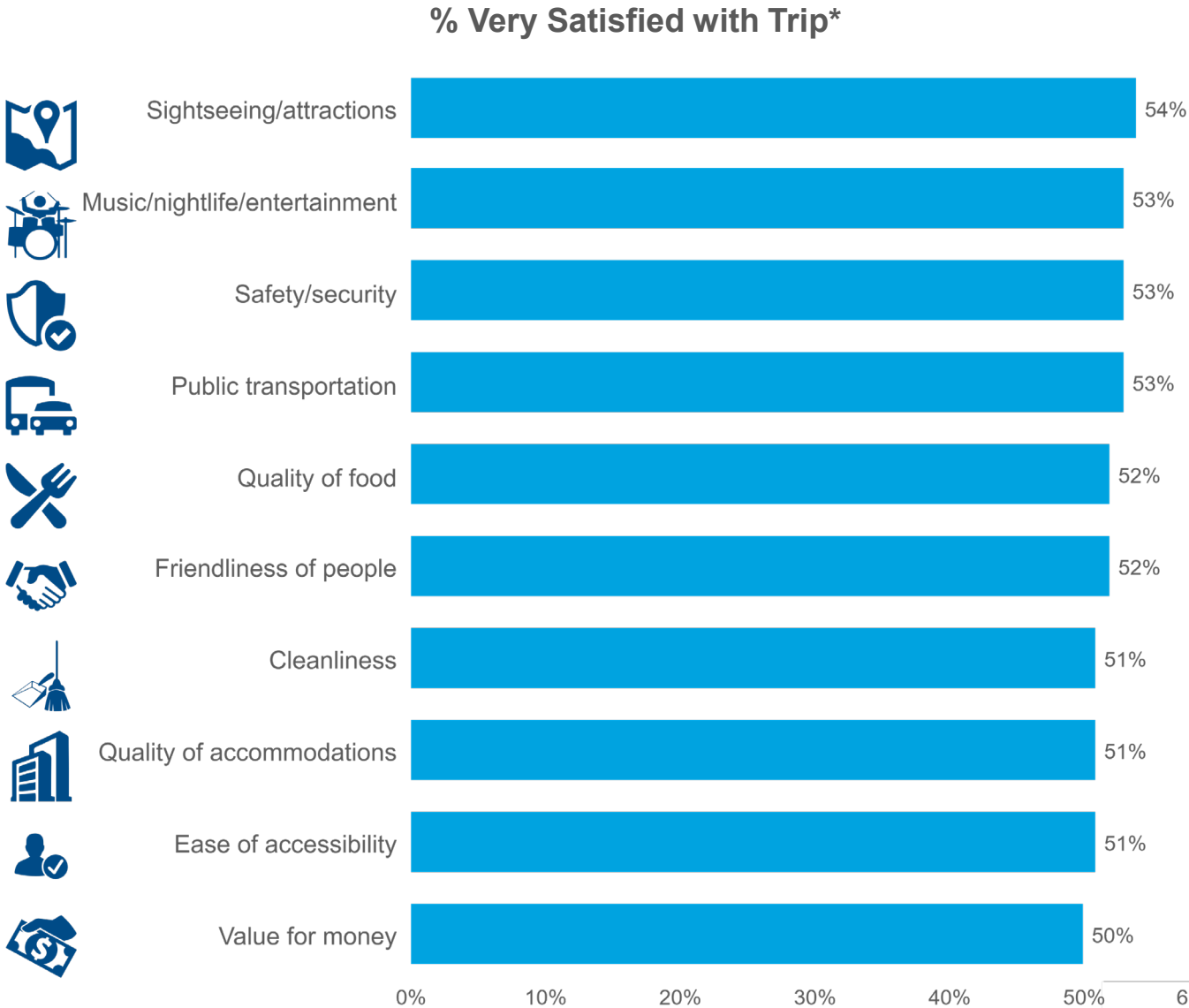
	AZ West Coast Region	U.S. Norm
	Convenience/grocery shopping	47%43%
	Big box stores (Walmart, Costco)	47%30%
	Shopping at locally owned businesses	45%48%
	Outlet/mall shopping	45%45%
	Souvenir shopping	35%37%
	Farmers market	24%17%
	Antiquing	21%12%

Dining Types on Trip

	AZ West Coast Region	U.S. Norm
	Fast food	52%45%
	Casual dining	45%57%
	Carry-out/food delivery service	33%24%
	Unique/local food	32%32%
	Fine/upscale dining	24%20%
	Picnicking	18%10%



62%
of overnight travelers were
very satisfied with their overall
trip experience

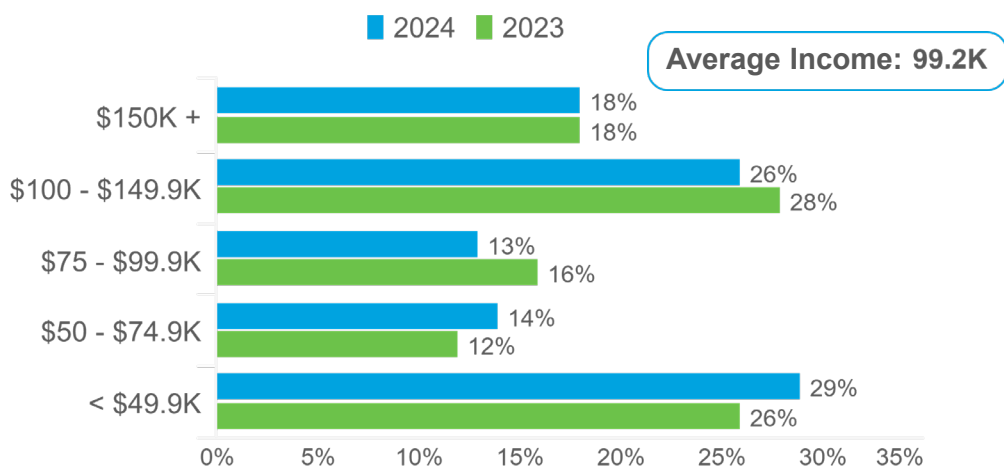


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

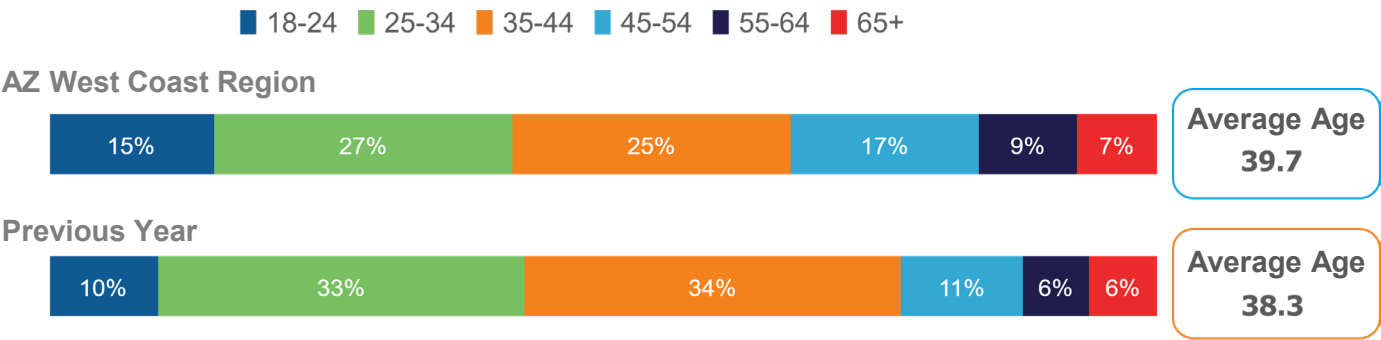
Demographic Profile of Overnight AZ West Coast Region Visitors

Base: 2024 Overnight Person-Trips

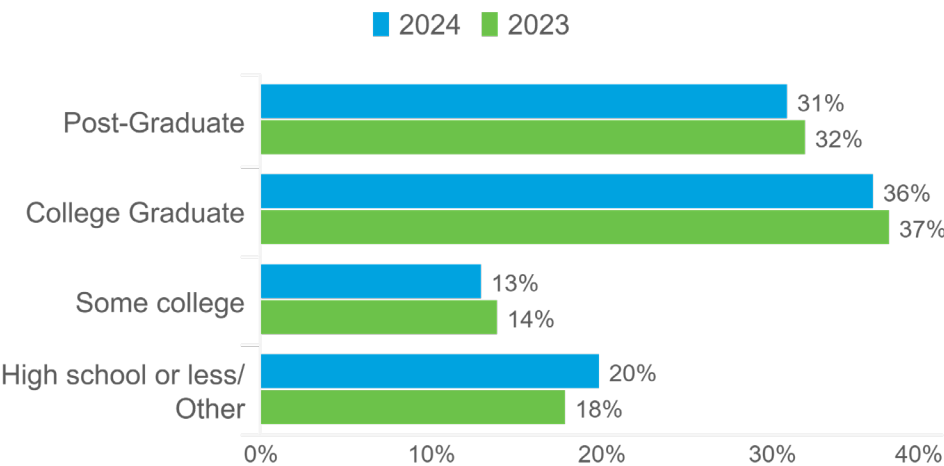
Household Income



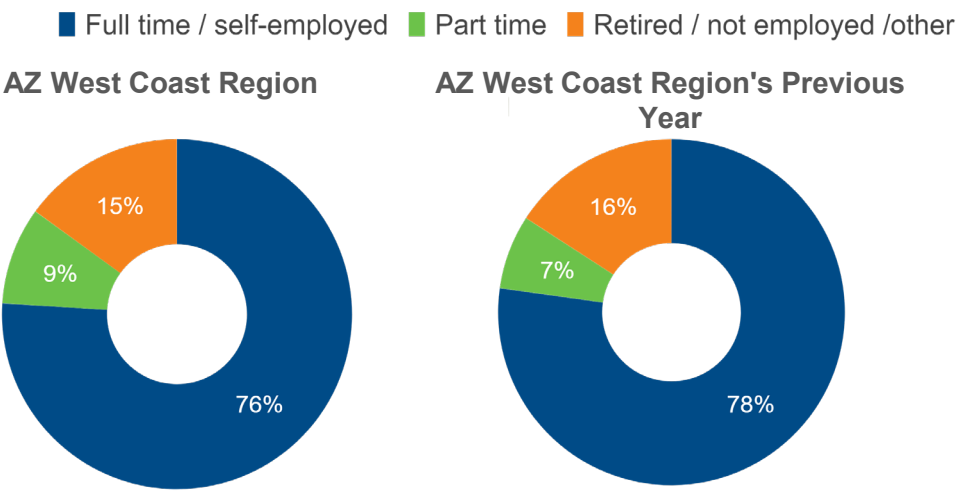
Age



Educational Attainment



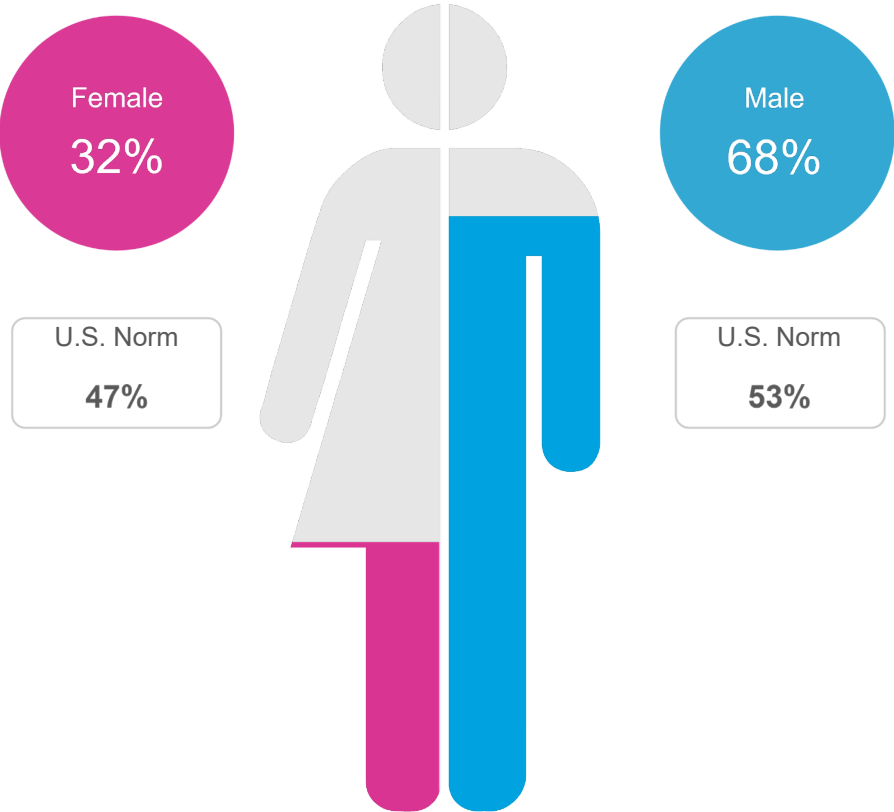
Employment



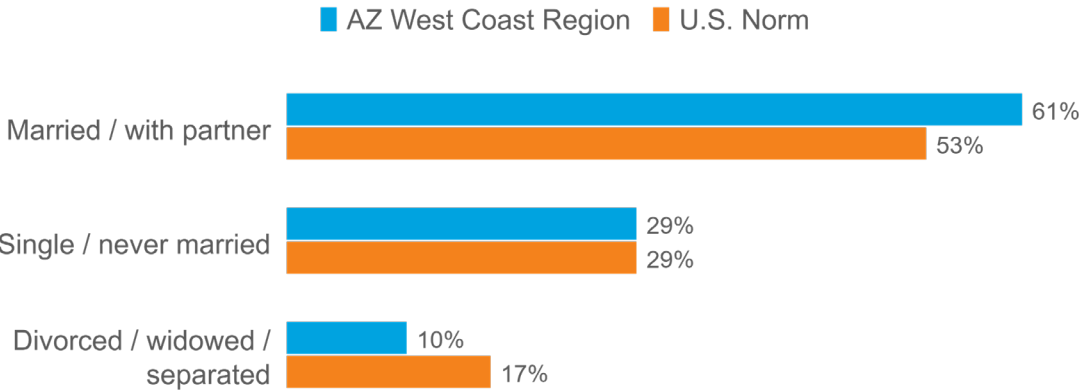
Demographic Profile of Overnight AZ West Coast Region Visitors

Base: 2024 Overnight Person-Trips

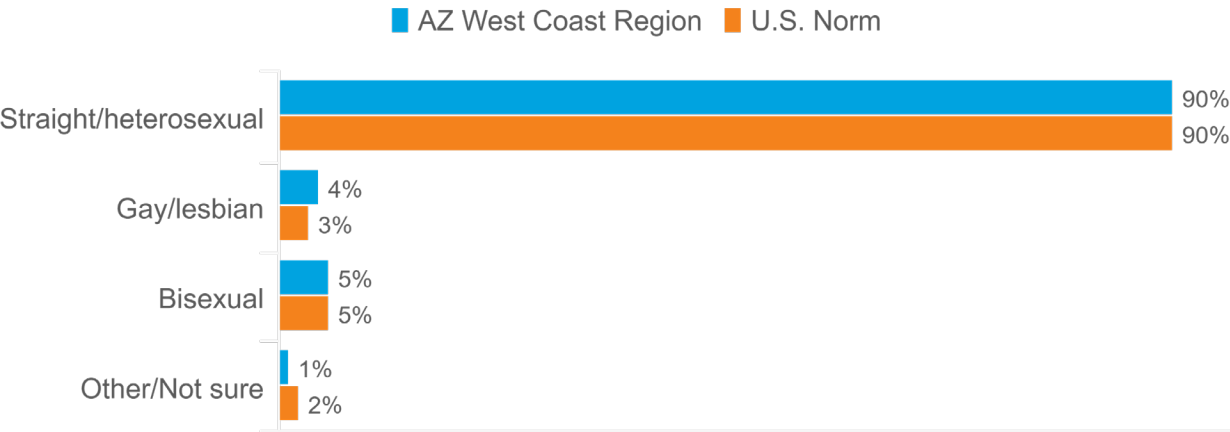
Gender



Marital Status



Sexual Orientation

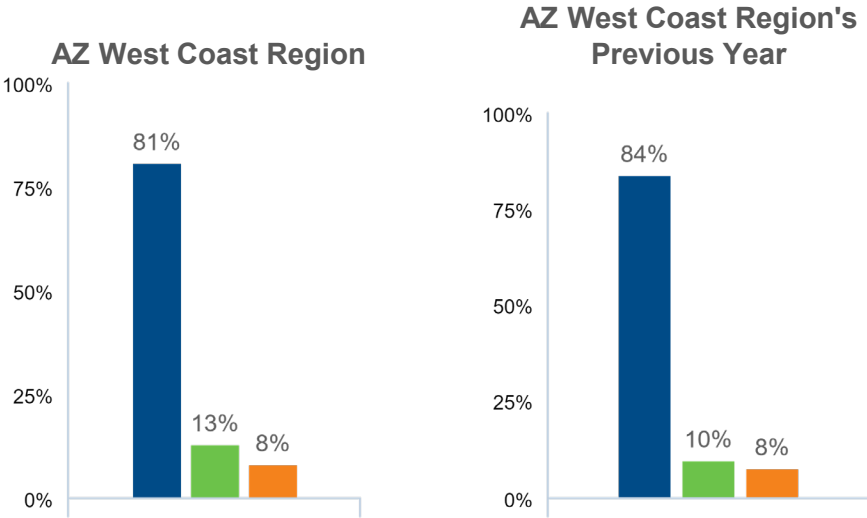


Demographic Profile of Overnight AZ West Coast Region Visitors

Base: 2024 Overnight Person-Trips

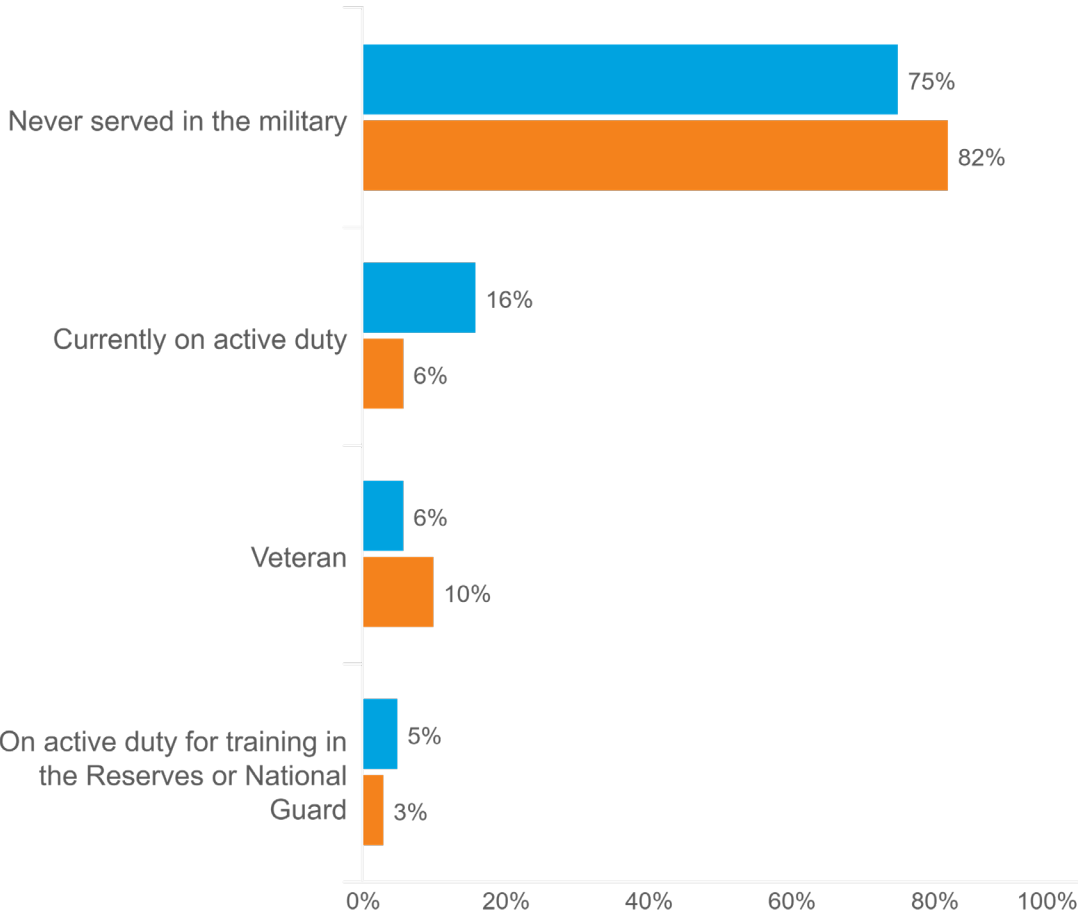
Race

White African-American Other



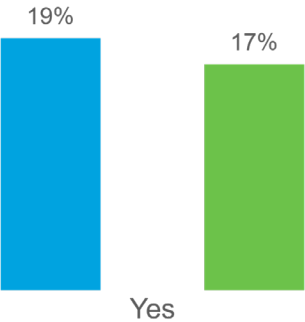
Military Status

AZ West Coast Region U.S. Norm

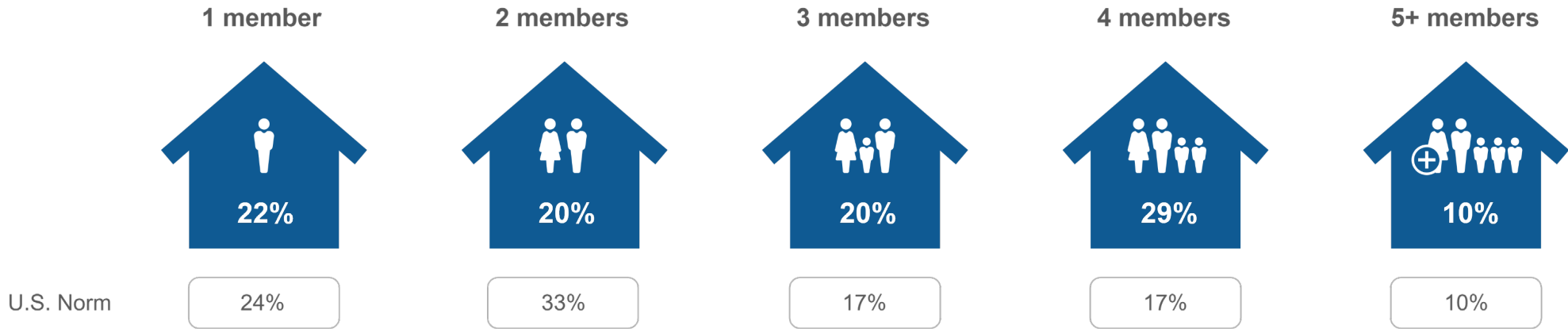


Hispanic Background

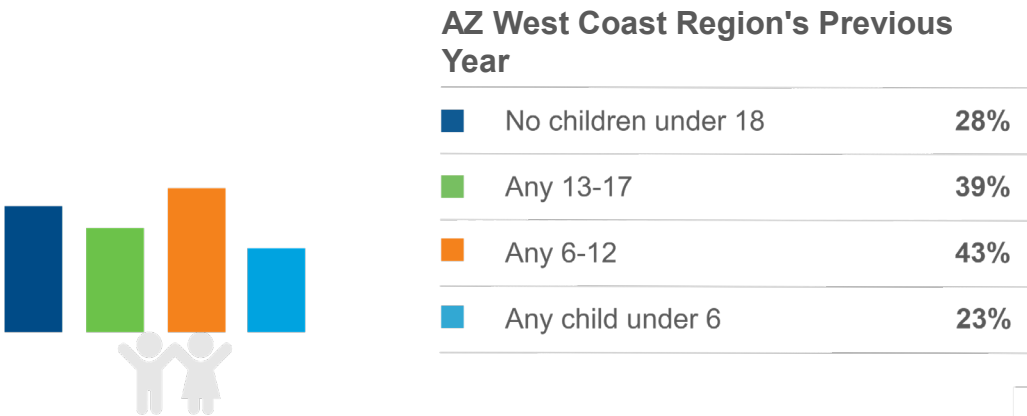
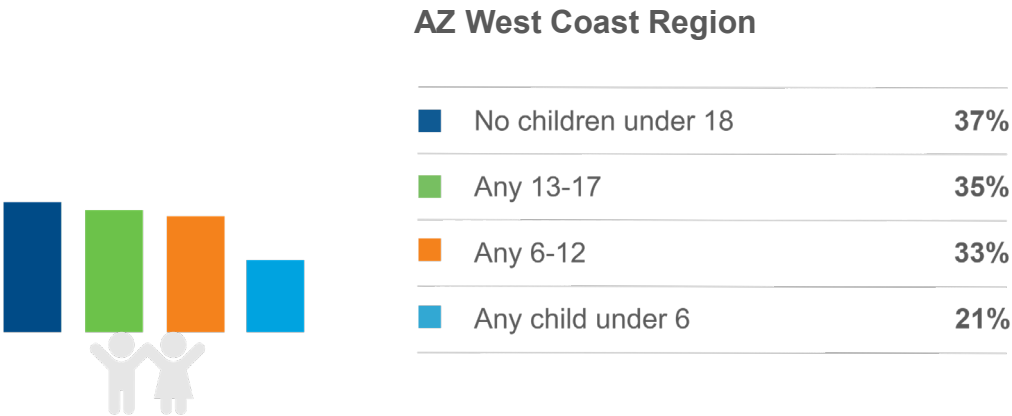
2024 2023



Household Size



Children in Household





Travel USA Visitor Profile

Northern Region

ARIZONA
OFFICE OF **TOURISM**

2024

Introduction

- Longwoods International began tracking domestic American travelers in 1985 and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.
- This report provides an overview for AZ Northern Region’s domestic tourism business in 2024.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For AZ Northern Region, the following sample was achieved in 2024:

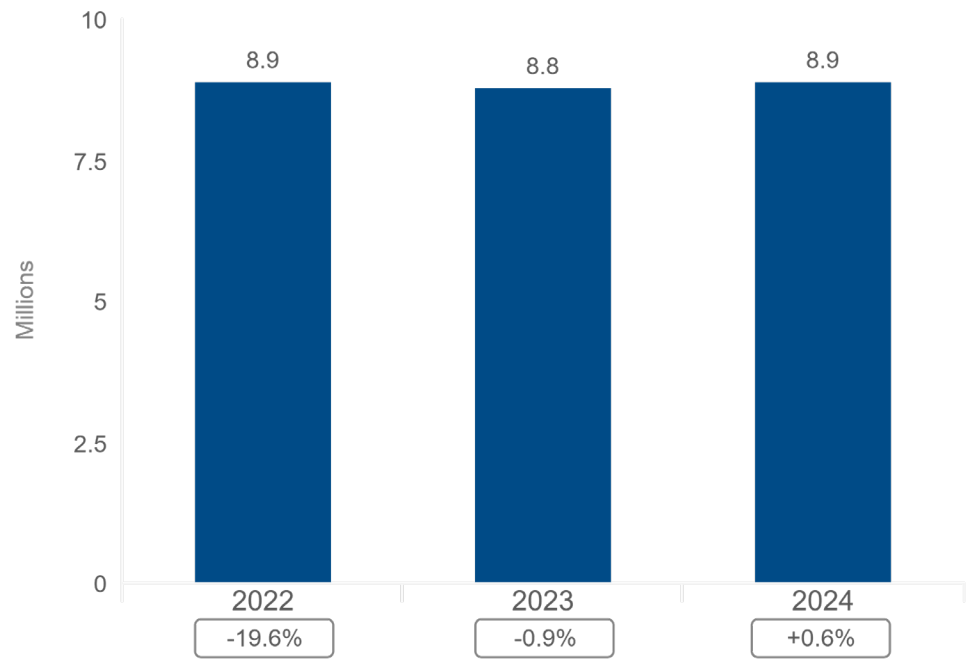


Overnight Base Size

1,226

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Overnight Trips to AZ Northern Region



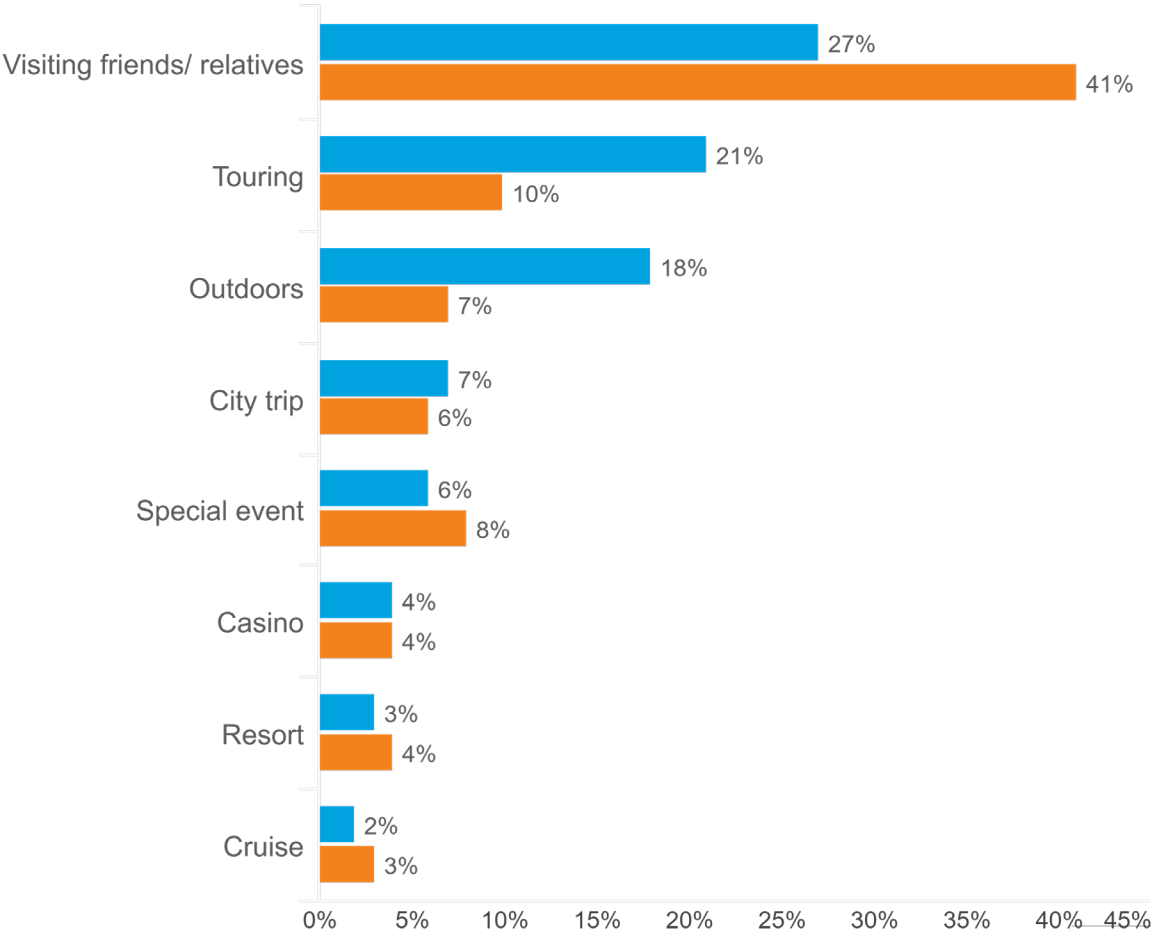
Main Purpose of Trip

2024

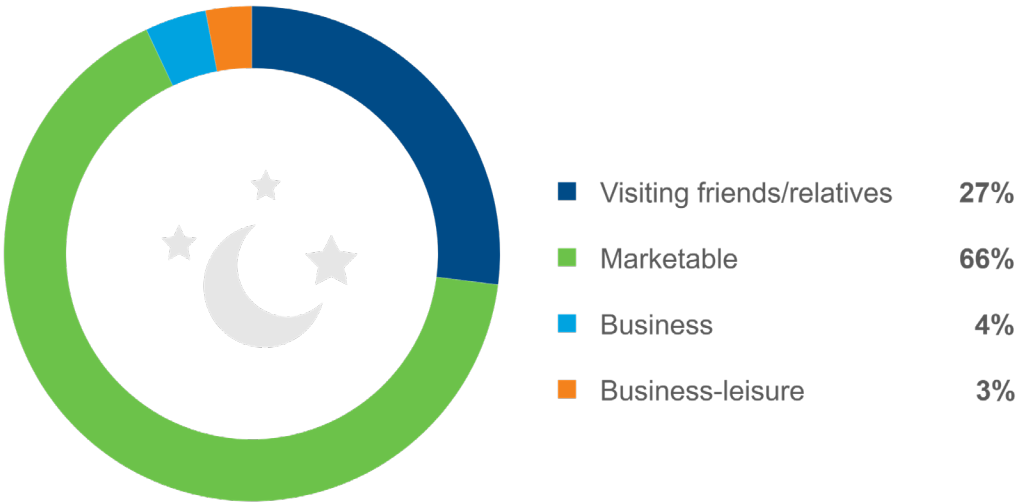
Visiting friends/ relatives	27%
Touring	21%
Outdoors	18%
City trip	7%
Special event	6%
Casino	4%
Other business trip	3%
Resort	3%
Business-Leisure	3%
Cruise	2%
Theme park	2%
Conference/ Convention	1%
Golf Trip	1%
Ski/Snowboarding	1%

Main Purpose of Leisure Trip (Top 8)

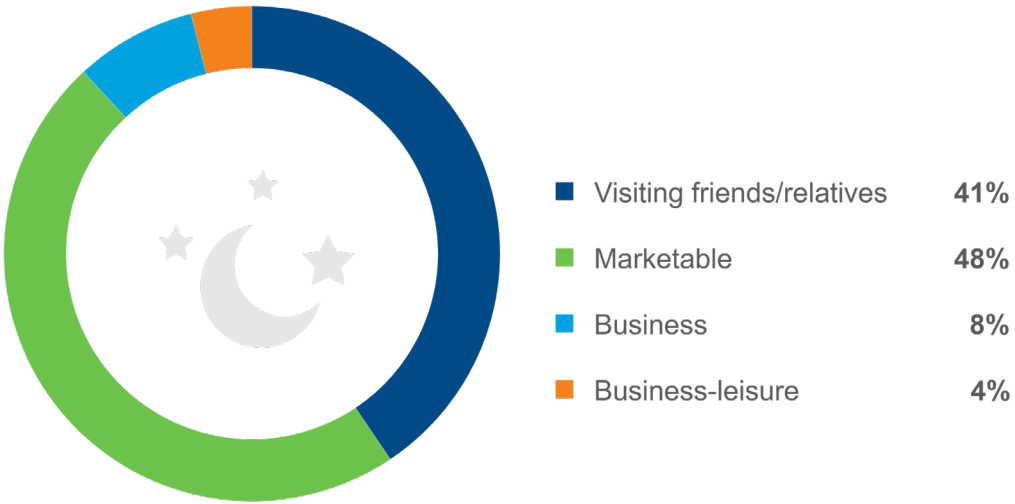
AZ Northern Region U.S. Norm



2024 AZ Northern Region Overnight Trips

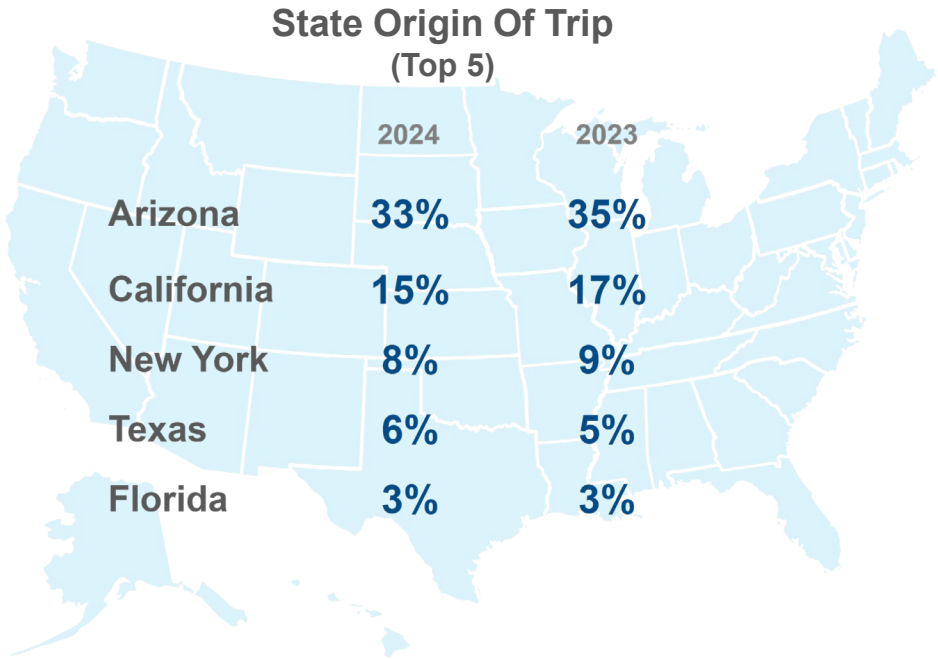


2024 U.S. Overnight Trips



AZ Northern Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

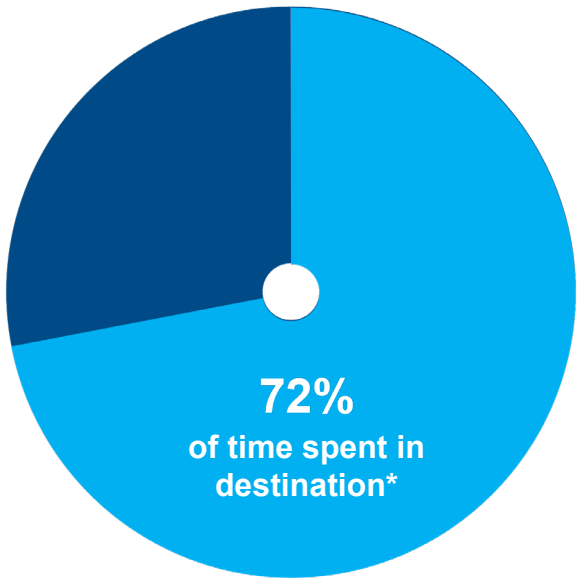


Past Visitation to AZ Northern Region

- 81%** of overnight travelers to AZ Northern Region are repeat visitors
- 62%** of overnight travelers to AZ Northern Region had visited before in the past 12 months

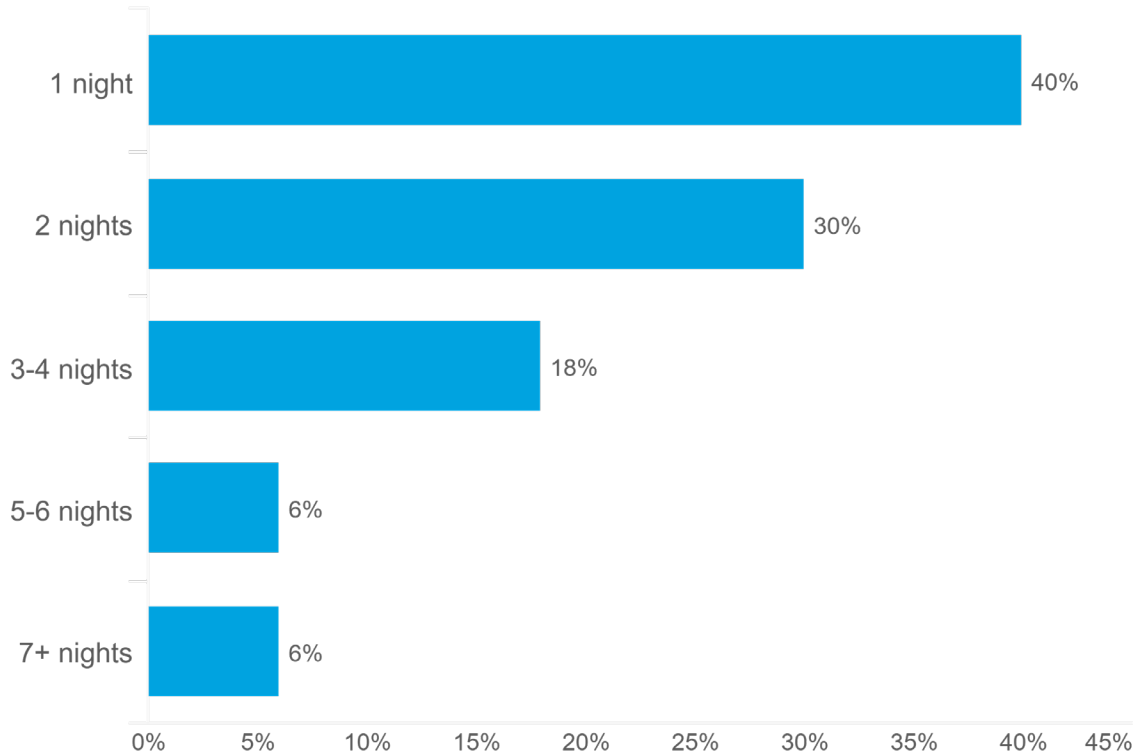
DMA Origin Of Trip (Top 10)		
	2024	2023
Phoenix, AZ	29%	30%
Los Angeles, CA	11%	13%
New York, NY	8%	9%
Tucson (Nogales), AZ	4%	5%
Dallas-Ft. Worth, TX	3%	2%
Denver, CO	3%	2%
Chicago, IL	3%	2%
Philadelphia, PA	2%	1%
Seattle-Tacoma, WA	2%	1%
Minneapolis-St. Paul, MN	2%	0%

Total Nights Away on Trip



➔
Of the nights
spent in the
destination

Nights Spent in AZ Northern Region



AZ Northern Region

3.7

Average Nights

U.S. Norm

3.7

Average Nights

Average number
of nights

2.7

Average last
year

2.3

*Share of total trip nights away that were spent within Arizona's Northern Region

Size of Travel Party

■ Adults ■ Children

*Children is based on age, anyone under the age of 18

AZ Northern Region



Total 2.9

Average number of people

U.S. Norm



Total 2.8

Average number of people

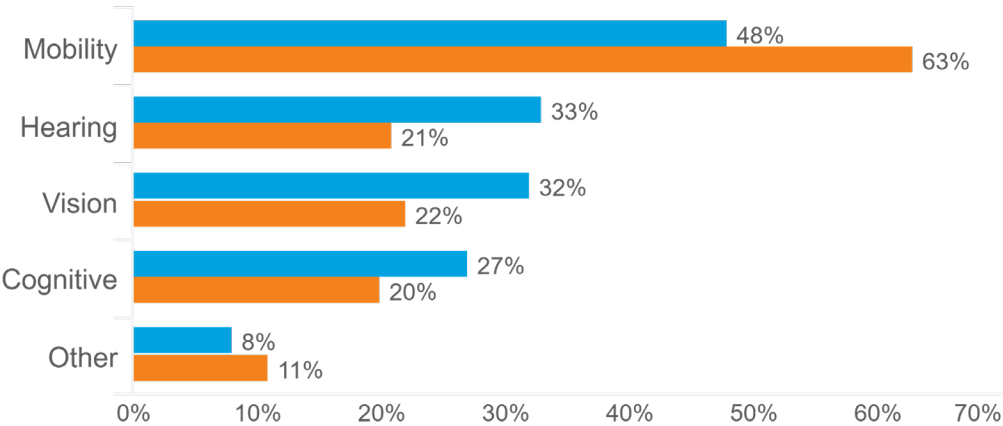


30% of travel parties had a travel party member that required accessibility services
U.S. Norm: 18%

Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party

■ AZ Northern Region ■ U.S. Norm





24% of trips only had one person in the travel party

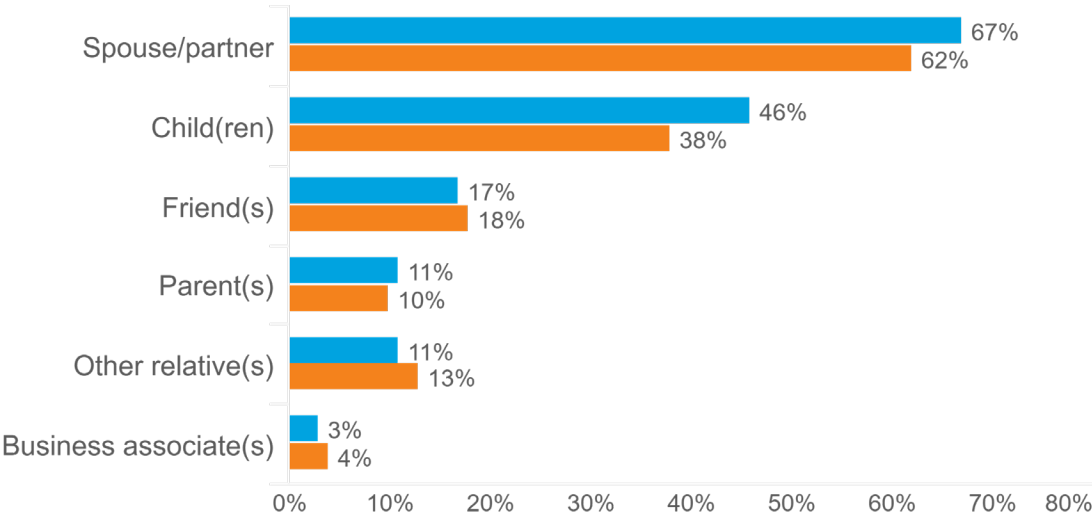
U.S. Norm: **26%**

Composition of Immediate Travel Party

Base: 2024 Overnight Person-Trips that included more than one person

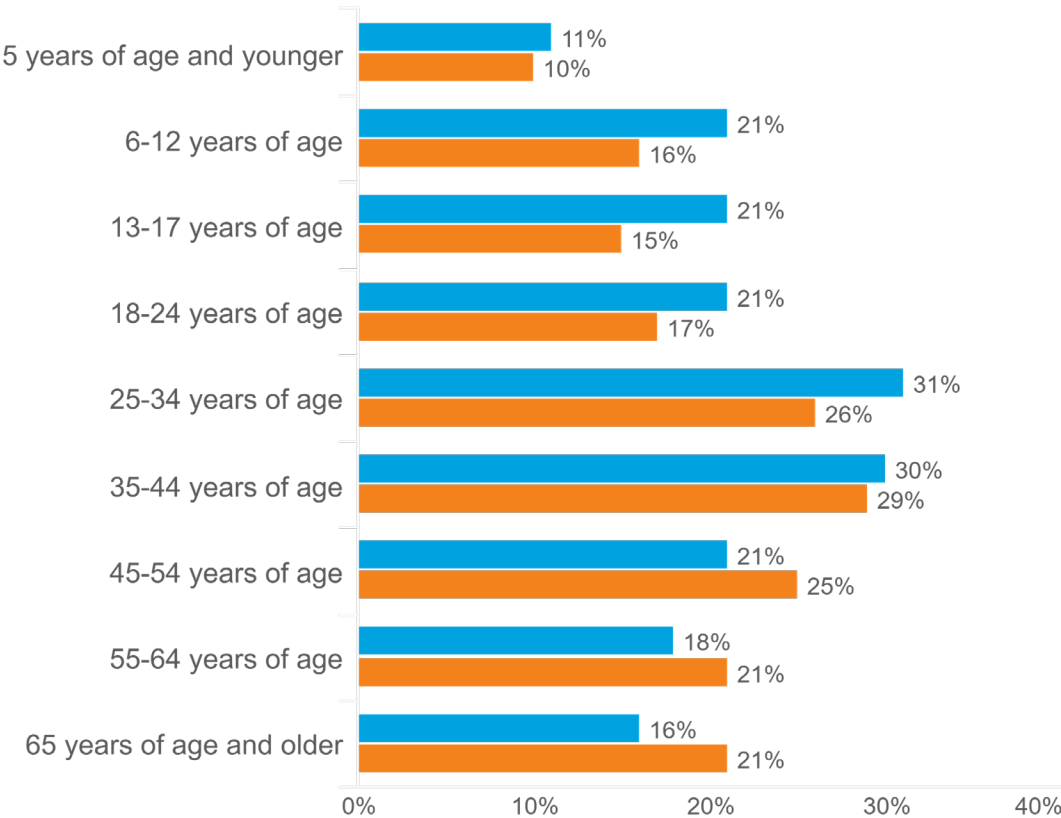
*Child(ren) is based on the relationship to the respondent

AZ Northern Region **U.S. Norm**



Travel Party Age

AZ Northern Region **U.S. Norm**



Transportation Used to get to Destination

67% used their own car/truck to get to their destination

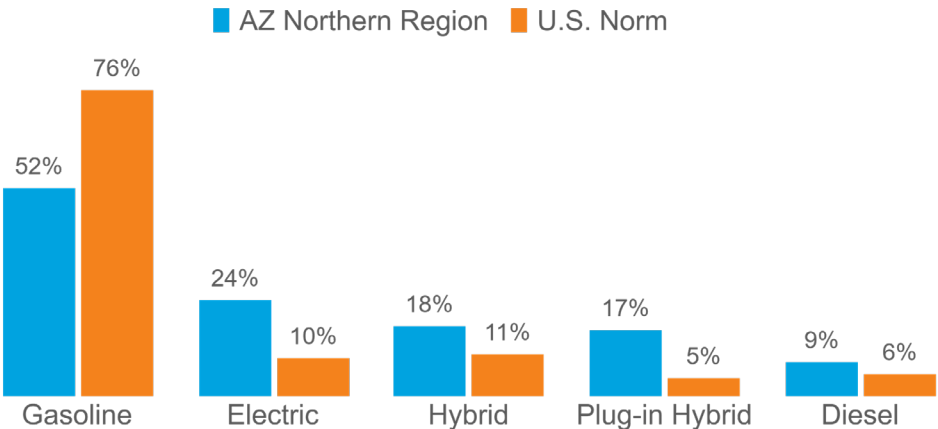
Previous year: **71%**

19% used a rental car to get to their destination

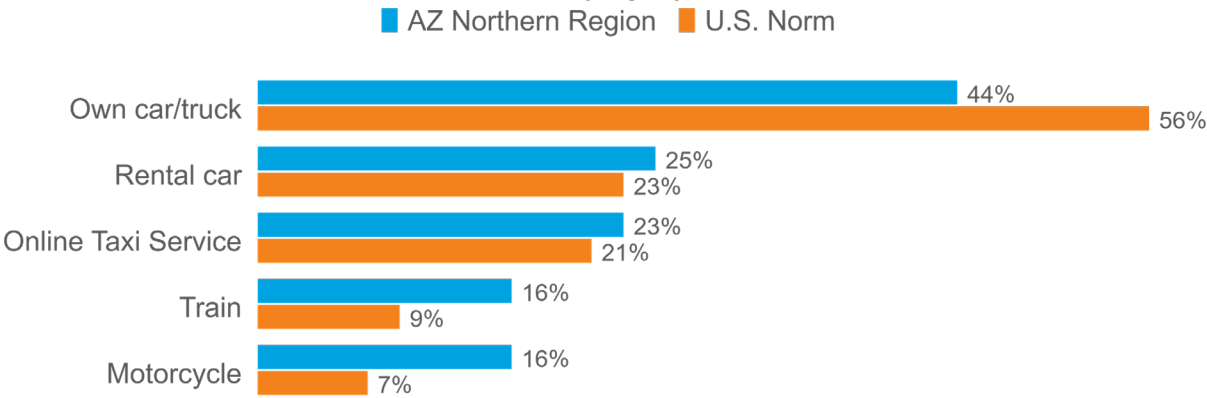
Previous year: **17%**



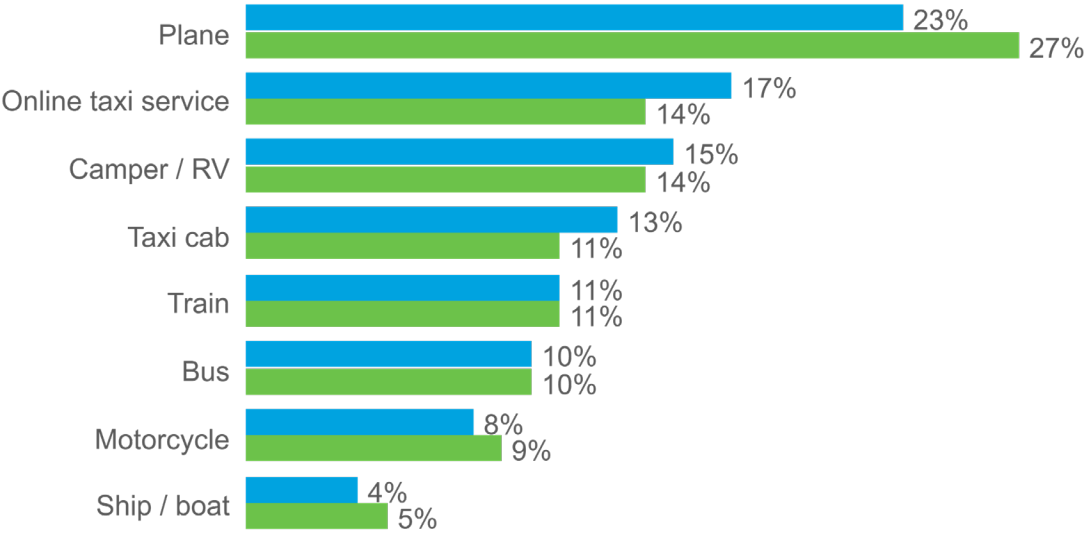
Type of Vehicle Used to get to Destination



Transportation Used within Destination (Top 5)



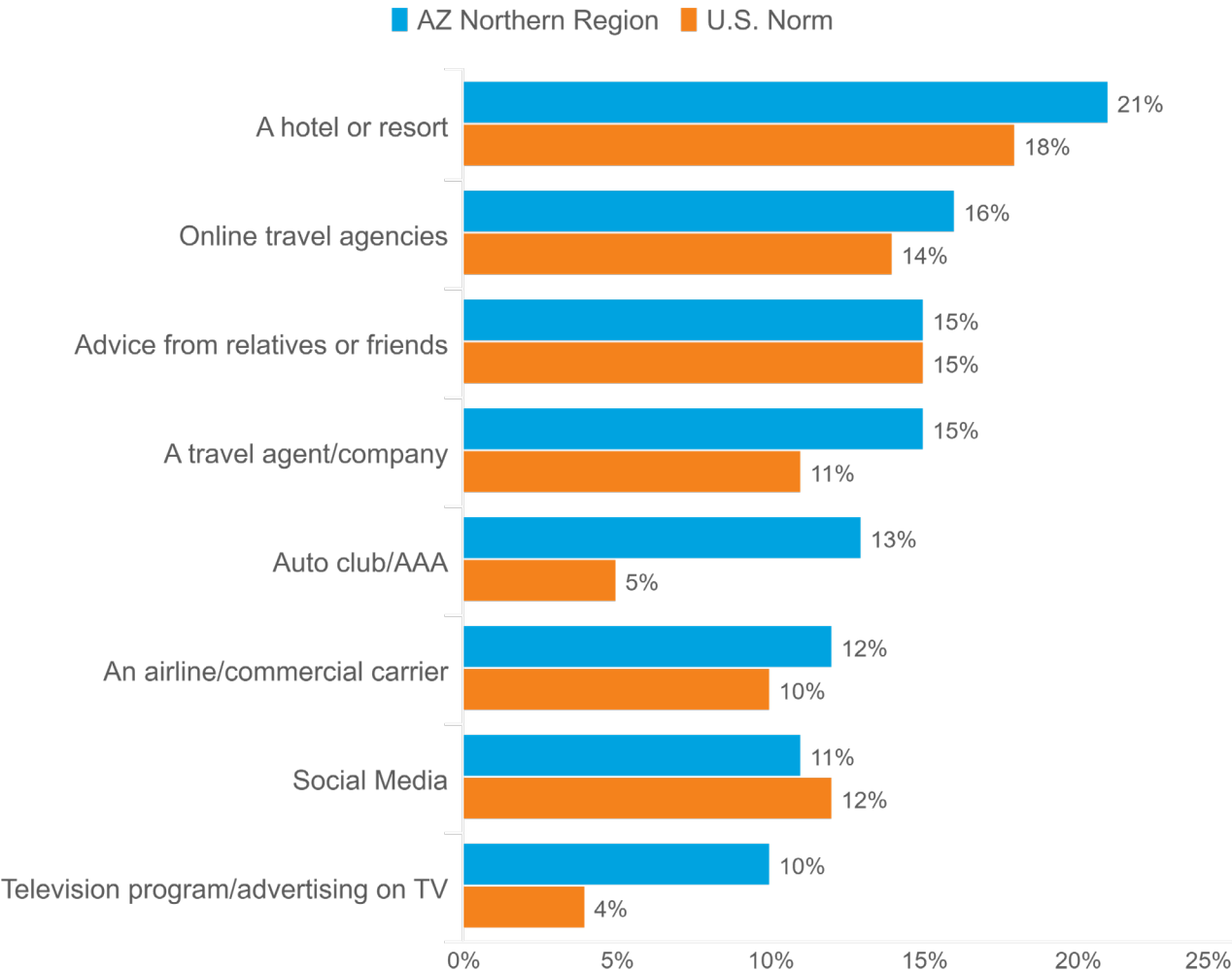
■ 2024 ■ 2023



Length of Trip Planning

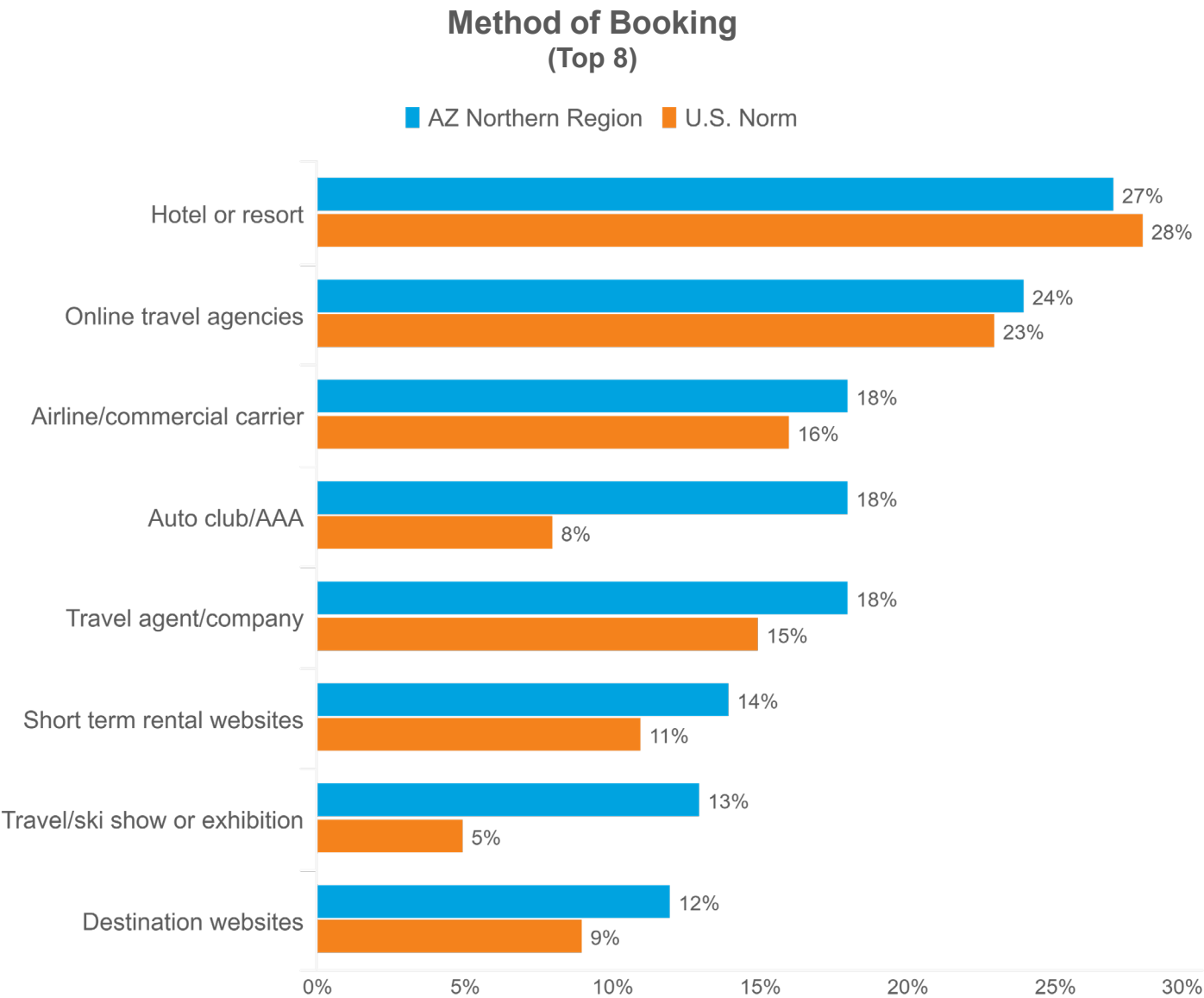
	AZ Northern Region	U.S. Norm
1 month or less	28%	32%
2 months	19%	17%
3-5 months	22%	18%
6-12 months	15%	14%
More than 1 year in advance	6%	4%
Did not plan anything in advance	10%	14%

Trip Planning Information Sources (Top 8)










AZ Northern Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

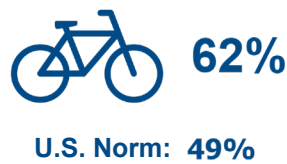


Accommodations (Top 7)

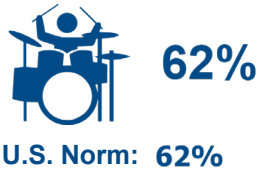
		2024	2023
	Hotel	41%	44%
	Motel	17%	19%
	Bed & breakfast	14%	13%
	Campground / RV park	12%	15%
	Home of friends / relatives	12%	13%
	Country inn / lodge	10%	12%
	Resort hotel	10%	13%

Activity Groupings

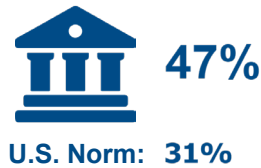
Outdoor Activities



Entertainment Activities



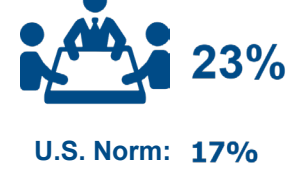
Cultural Activities



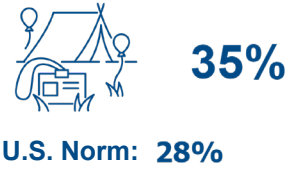
Sporting Activities



Business Activities



Other Activities



Activities and Experiences (Top 10)

	AZ Northern Region	U.S. Norm
 Sightseeing	19%	20%
 Shopping	18%	26%
 Landmark/historic site	17%	13%
 Attending celebration	15%	14%
 Hiking/backpacking	14%	8%
 National/state park	13%	8%
 Attended/participated in a sports event for teenagers	13%	6%
 Visited American Indian Community	12%	4%
 Business convention/conference	12%	8%
 Museum	12%	12%



Outdoor Activities

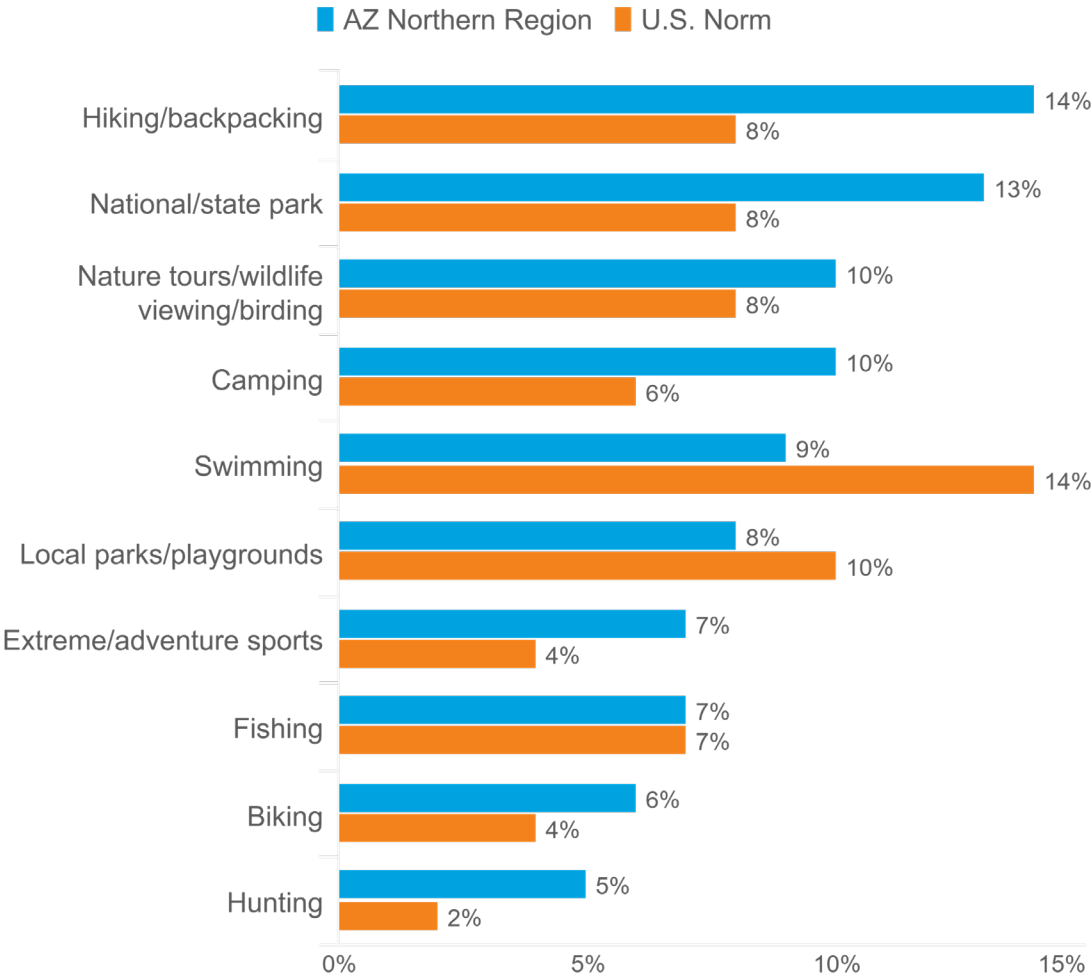
AZ Northern Region

62%

U.S. Norm

49%

Outdoor Activities
(Top 10)





Entertainment Activities

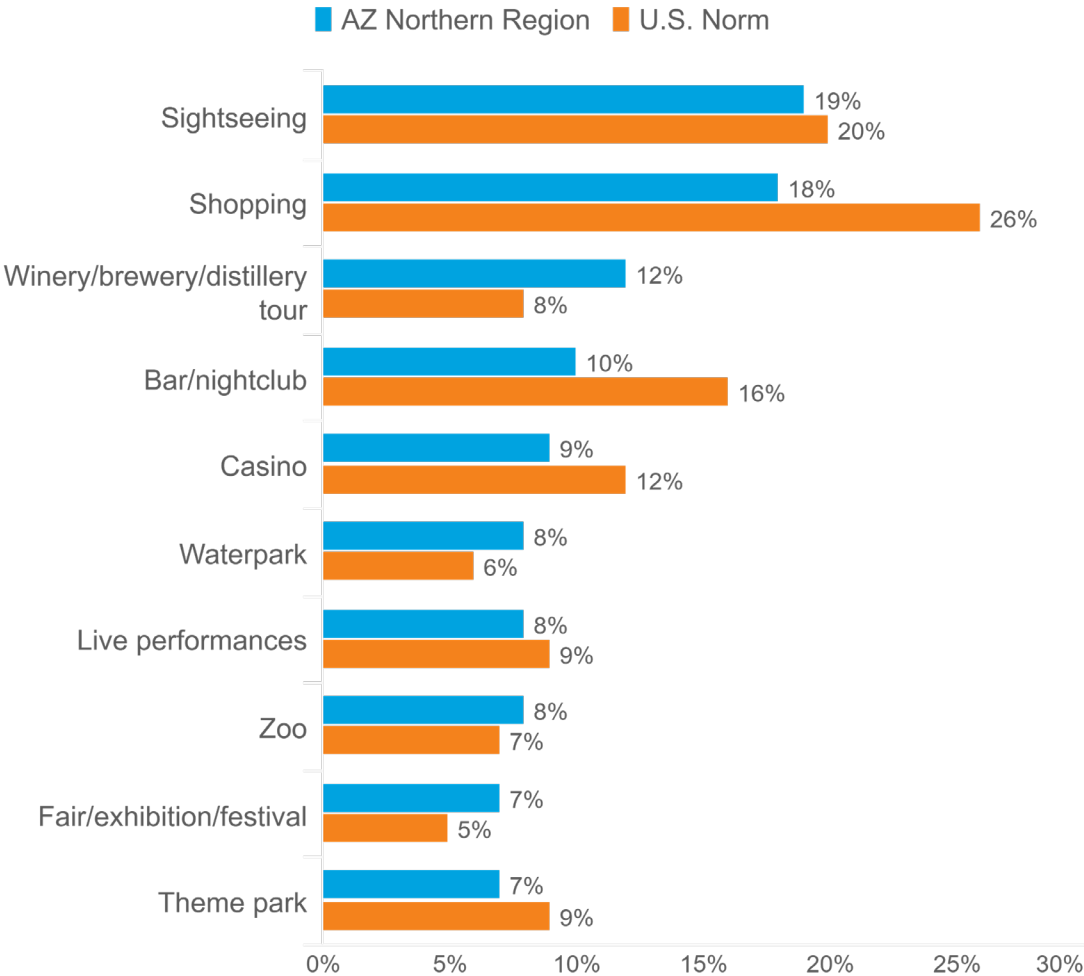
AZ Northern Region

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U.S. Norm

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Entertainment Activities
(Top 10)





Cultural Activities

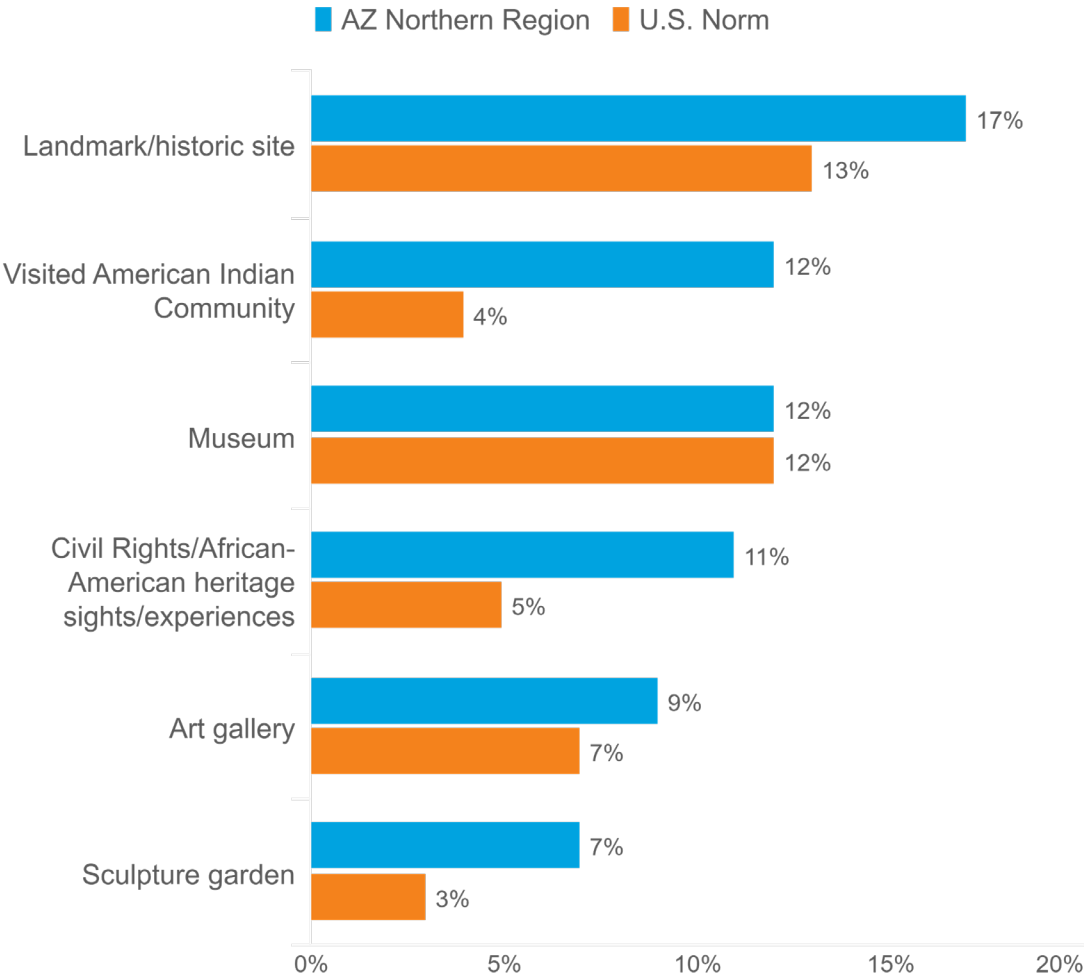
AZ Northern Region

47%

U.S. Norm

31%

Cultural Activities





Sporting Activities

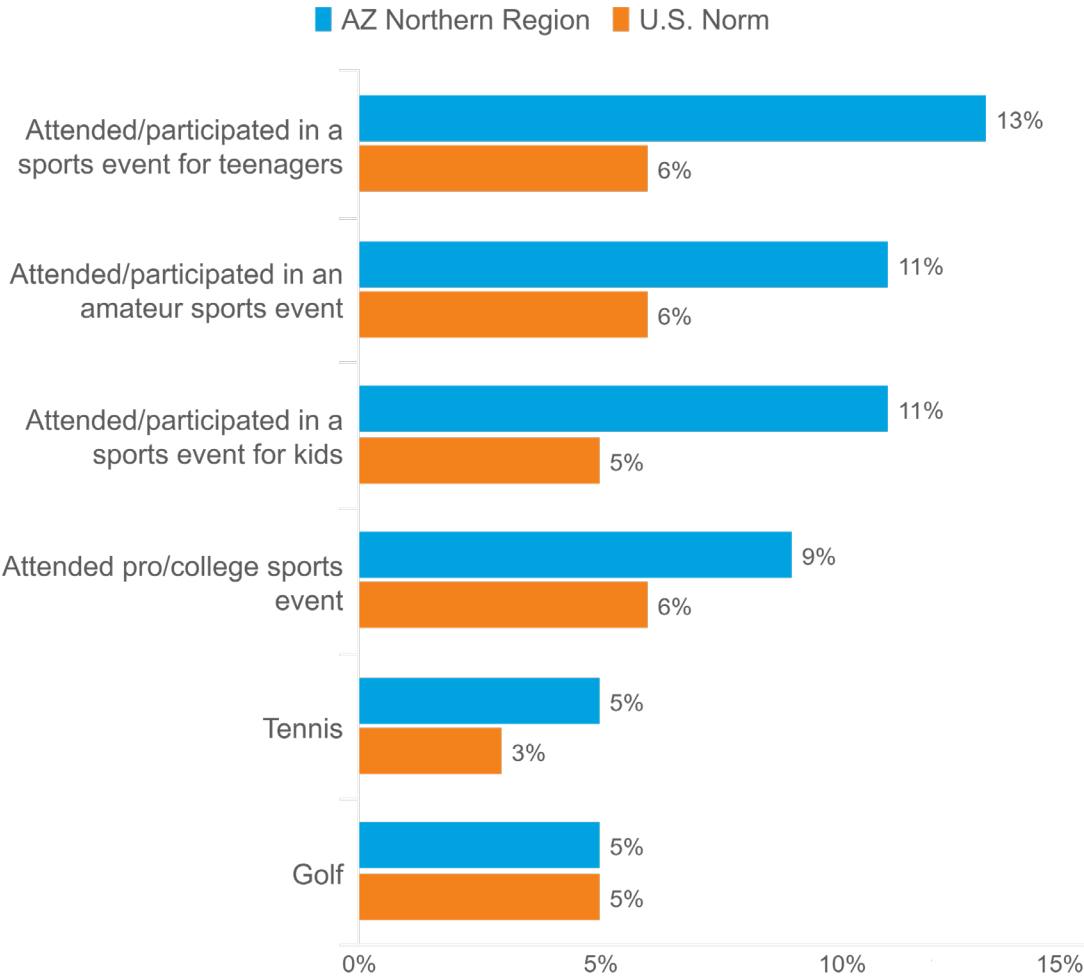
AZ Northern Region

36%

U.S. Norm

23%

Sporting Activities





Business Activities

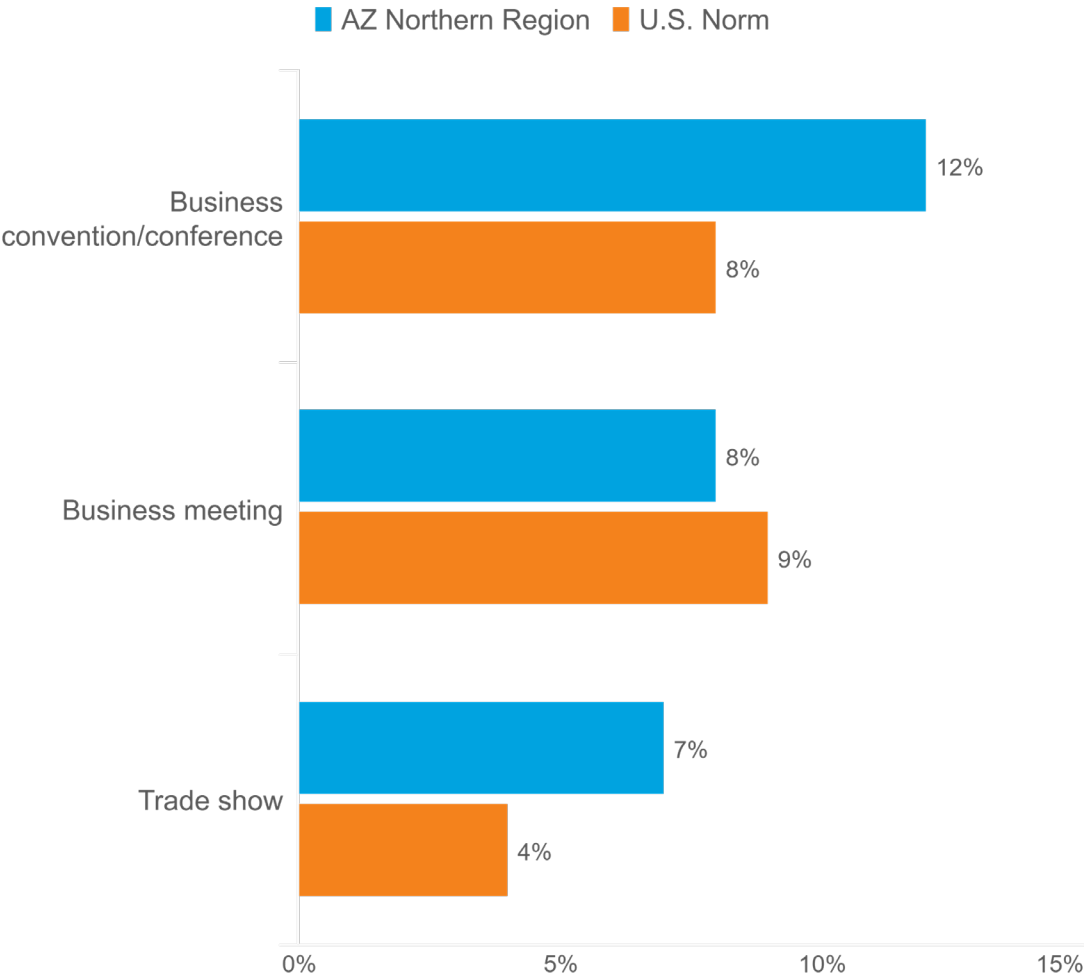
AZ Northern Region

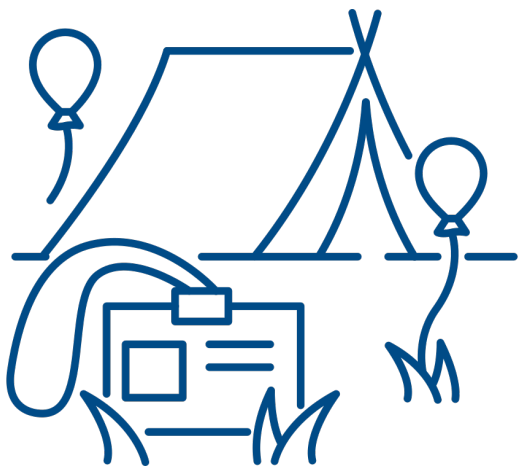
23%

U.S. Norm

17%

Business Activities





Other Activities

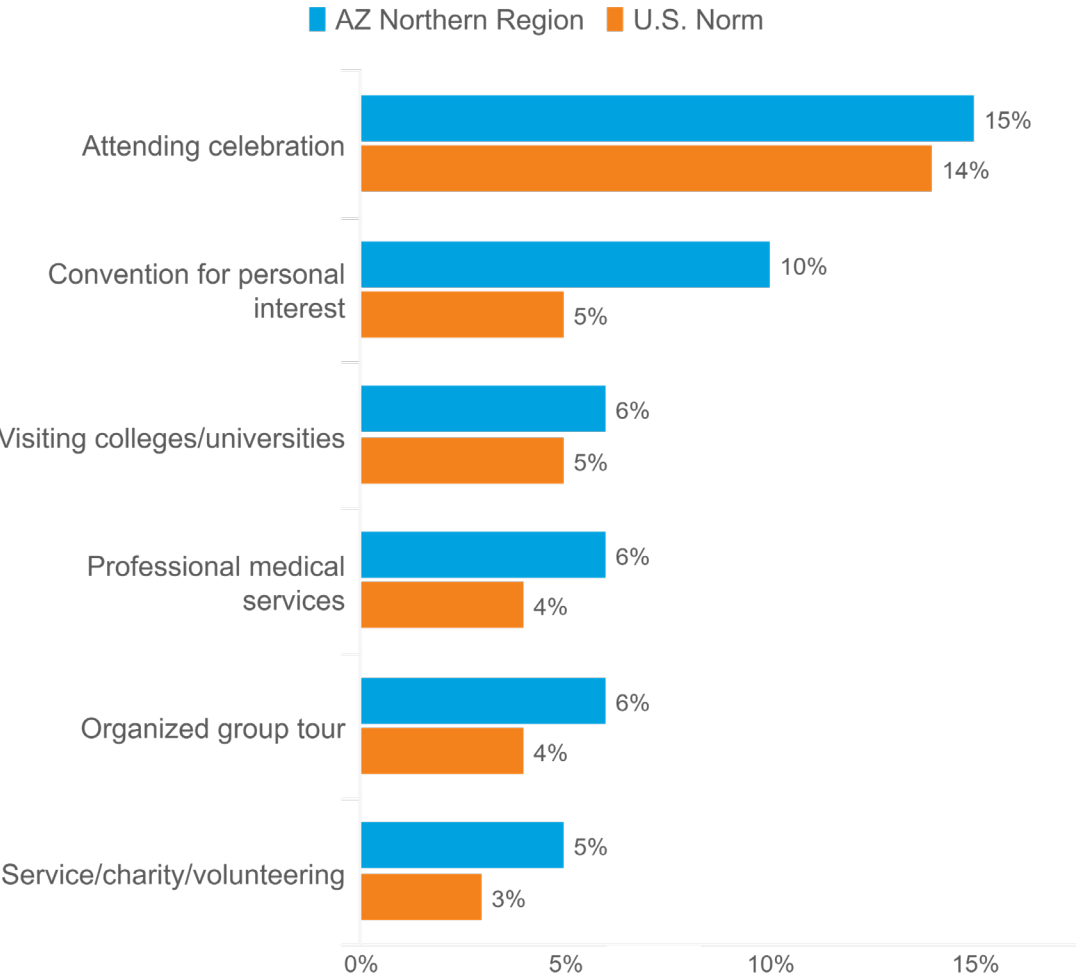
AZ Northern Region

35%

U.S. Norm

28%





Other Activities



Shopping Types on Trip







Base: 2024 Overnight Person-Trips that included Shopping

AZ Northern Region U.S. Norm

	Shopping at locally owned businesses	53%	48%
	Convenience/grocery shopping	46%	43%
	Souvenir shopping	41%	37%
	Big box stores (Walmart, Costco)	34%	30%
	Outlet/mall shopping	32%	45%
	Farmers market	23%	17%
	Antiquing	18%	12%

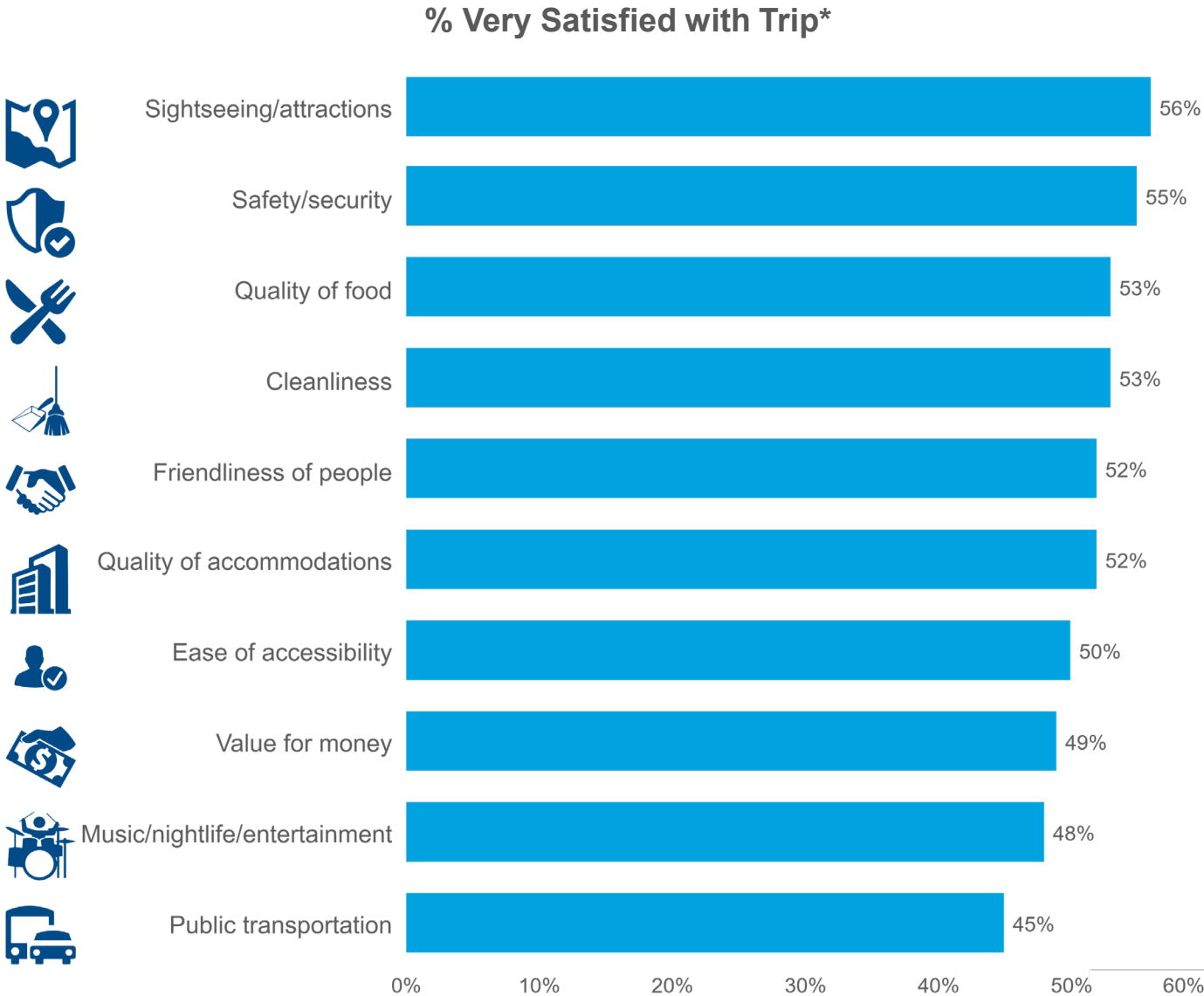
Dining Types on Trip

AZ Northern Region U.S. Norm

	Casual dining	47%	57%
	Fast food	47%	45%
	Unique/local food	31%	32%
	Carry-out/food delivery service	26%	24%
	Fine/upscale dining	21%	20%
	Picnicking	19%	10%



64%
of overnight travelers were
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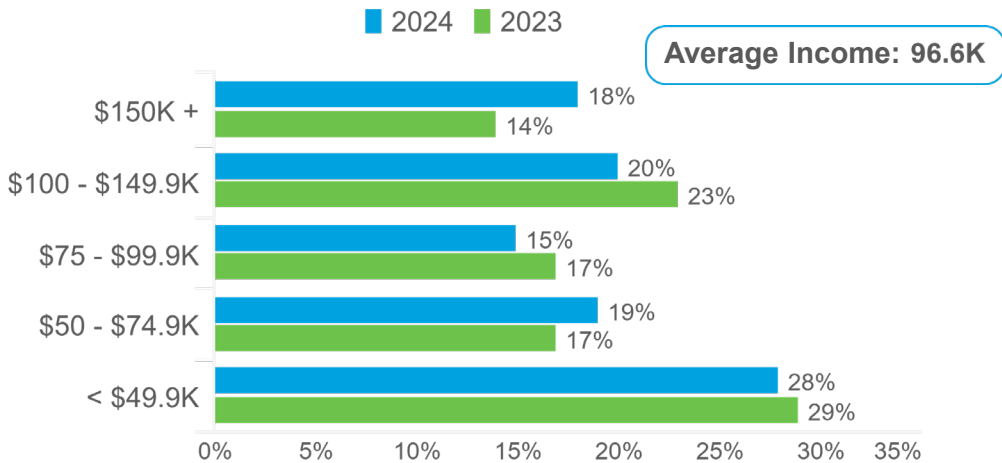


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

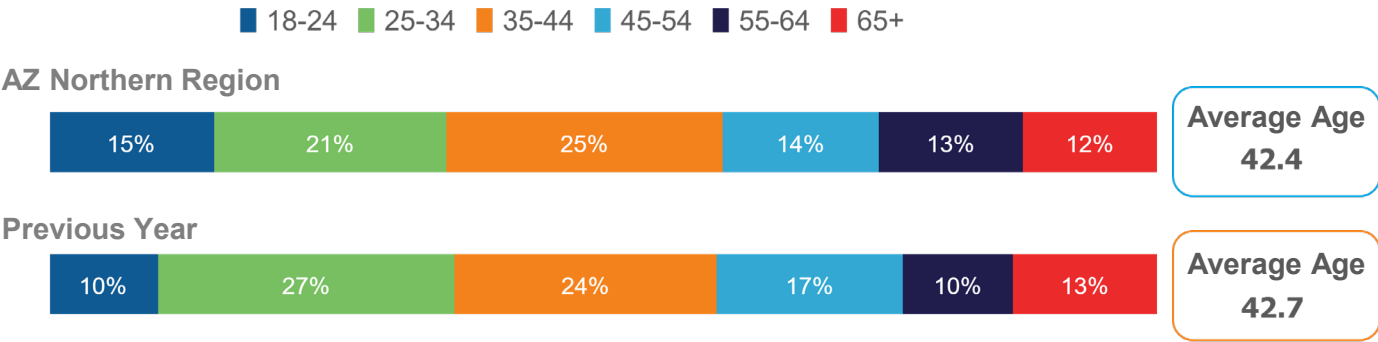
Demographic Profile of Overnight AZ Northern Region Visitors

Base: 2024 Overnight Person-Trips

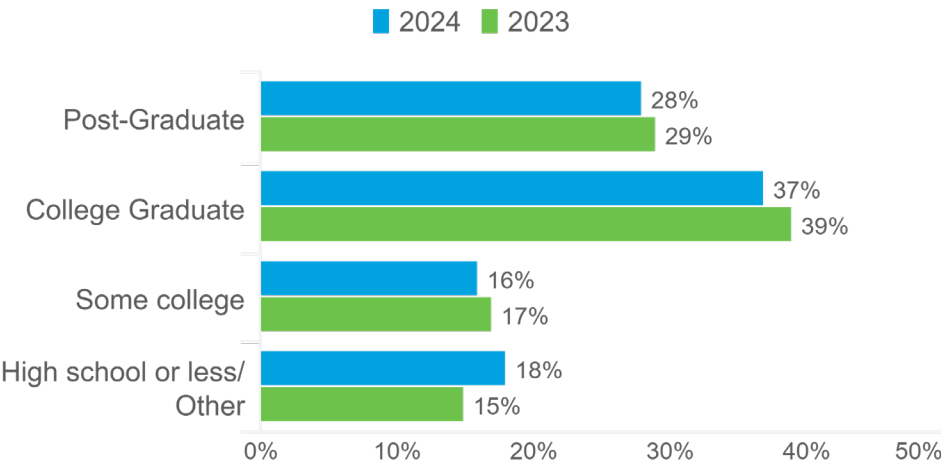
Household Income



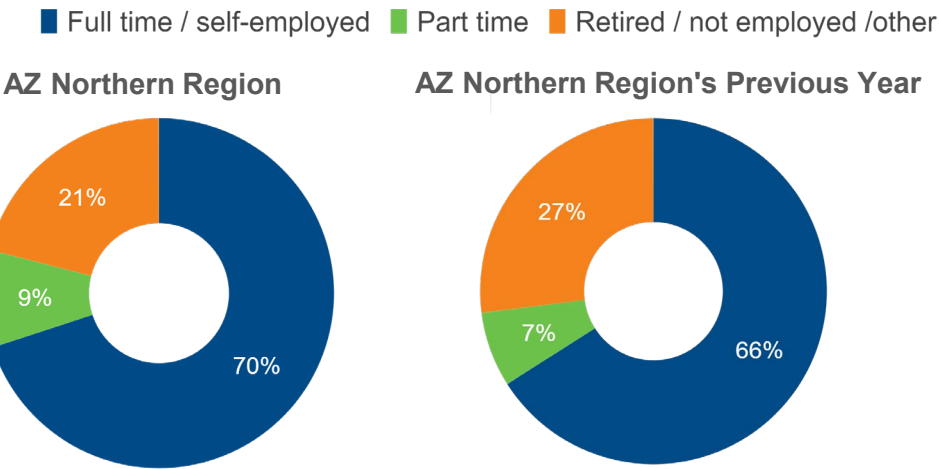
Age



Educational Attainment



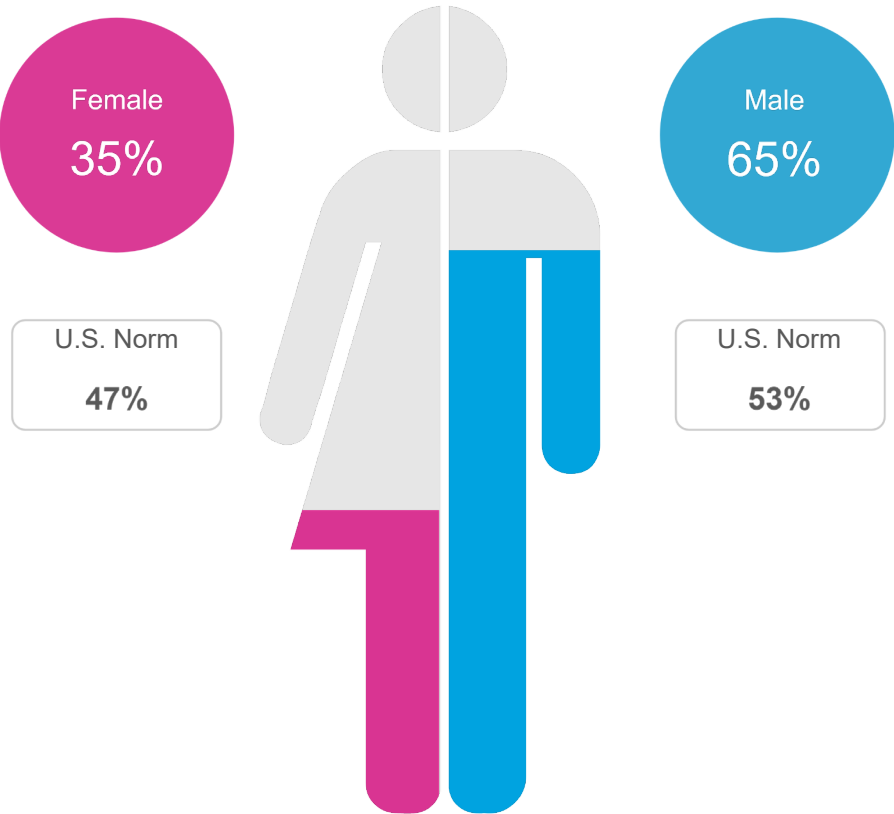
Employment



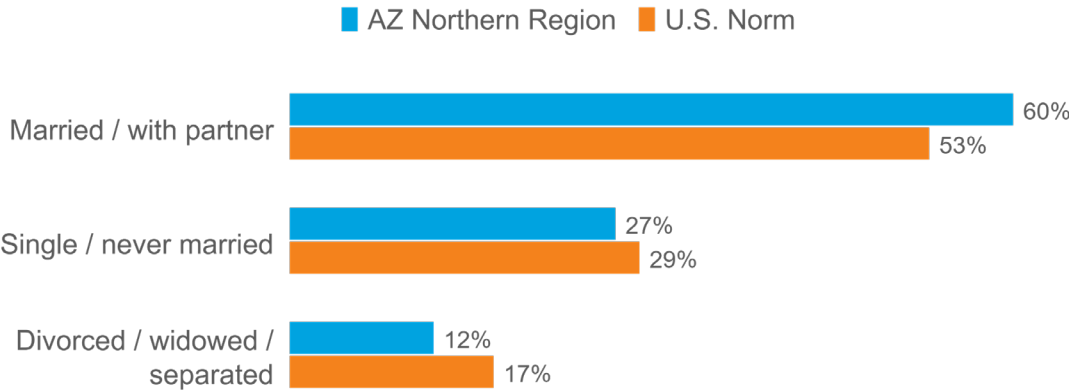
Demographic Profile of Overnight AZ Northern Region Visitors

Base: 2024 Overnight Person-Trips

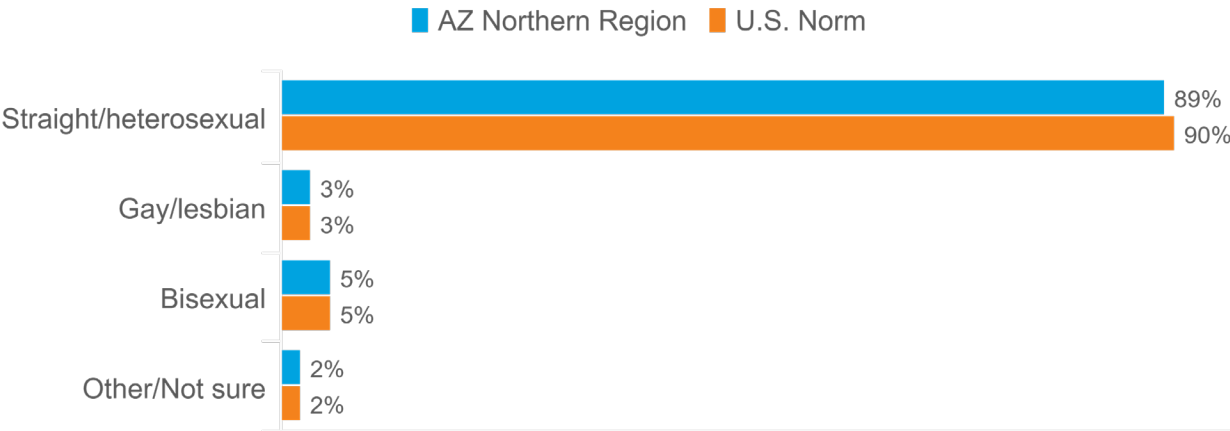
Gender



Marital Status



Sexual Orientation

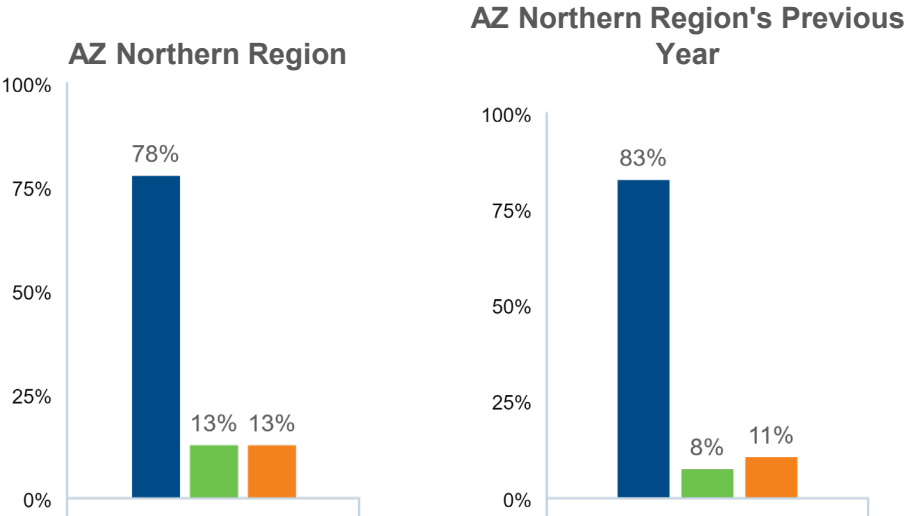


Demographic Profile of Overnight AZ Northern Region Visitors

Base: 2024 Overnight Person-Trips

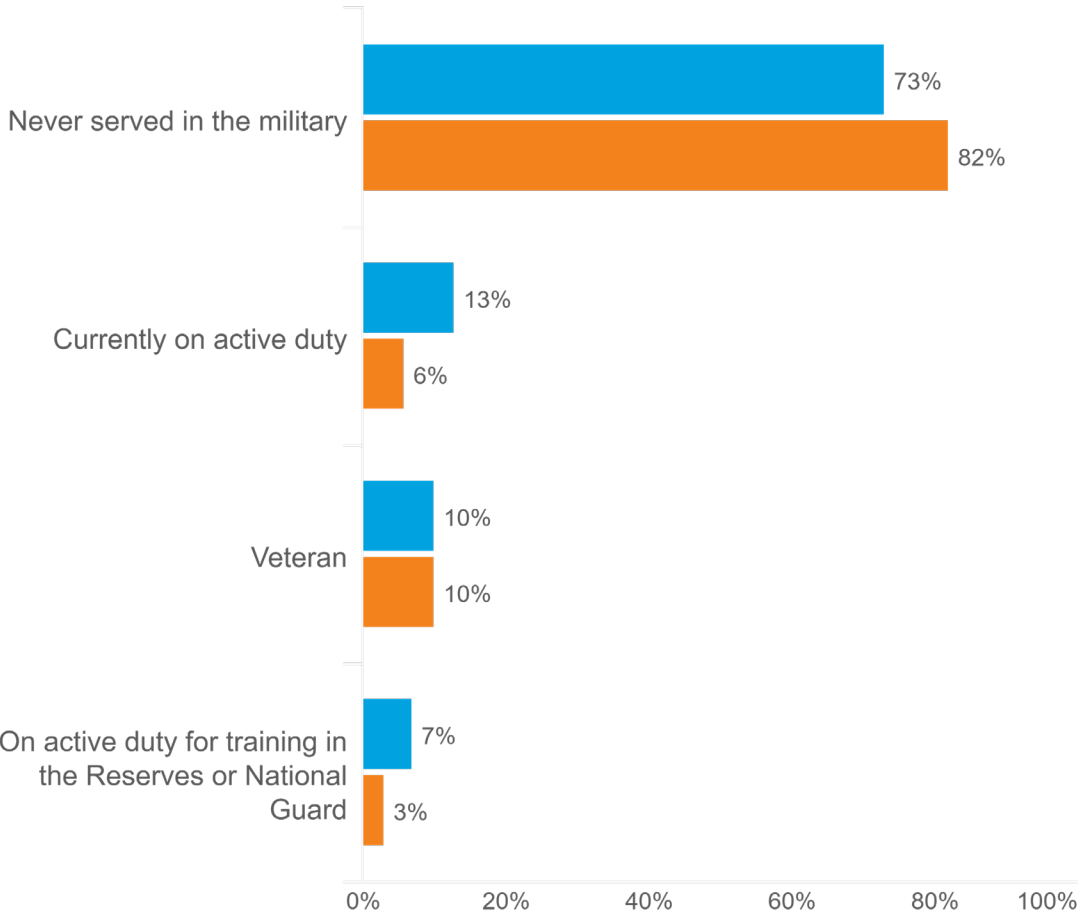
Race

White African-American Other



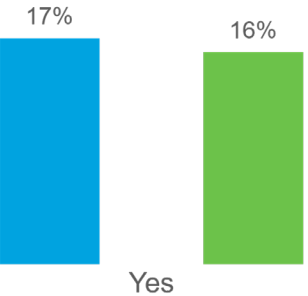
Military Status

AZ Northern Region U.S. Norm



Hispanic Background

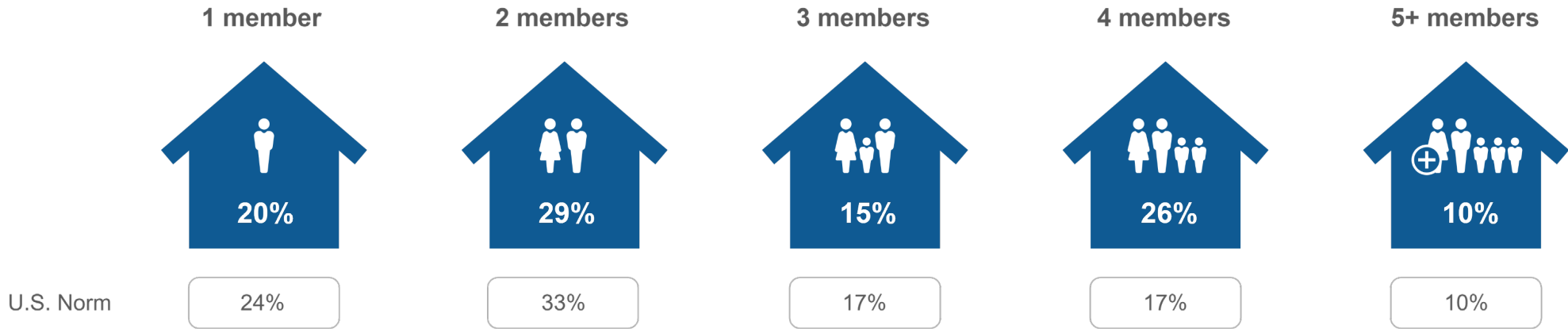
2024 2023



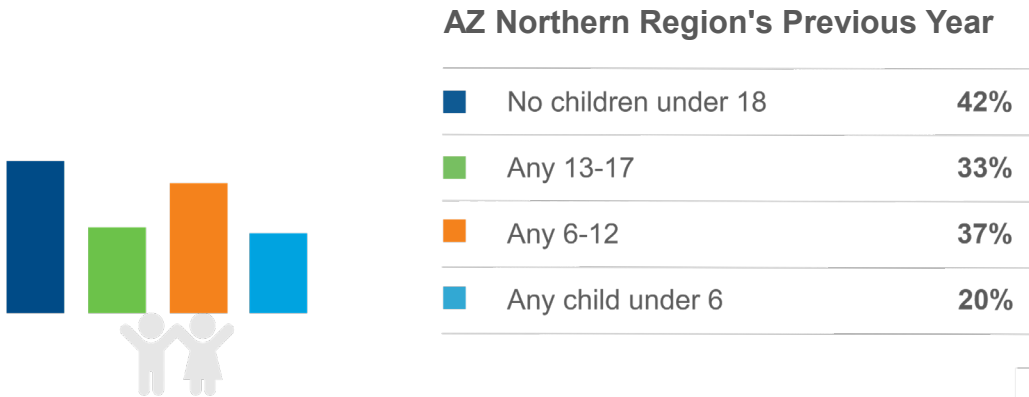
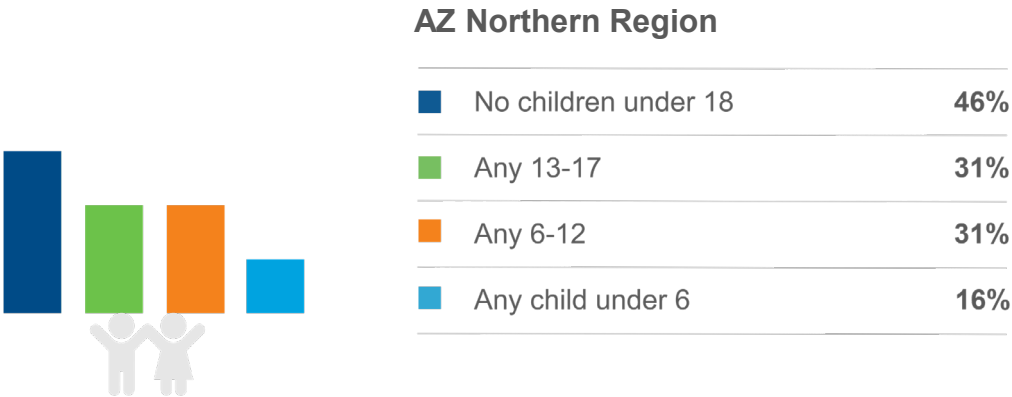
Demographic Profile of Overnight AZ Northern Region Visitors

Base: 2024 Overnight Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

North Central Region

ARIZONA
OFFICE OF **TOURISM**

2024

Introduction

- Longwoods International began tracking domestic American travelers in 1985 and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.
- This report provides an overview for AZ North Central Region’s domestic tourism business in 2024.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For AZ North Central Region, the following sample was achieved in 2024:

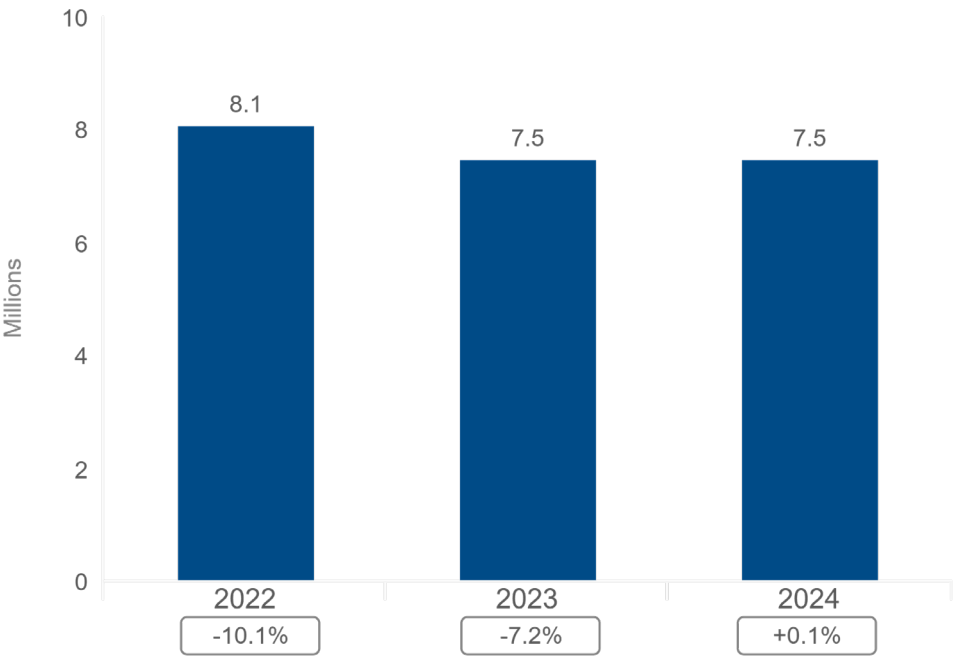


Overnight Base Size

1,075

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Overnight Trips to AZ North Central Region



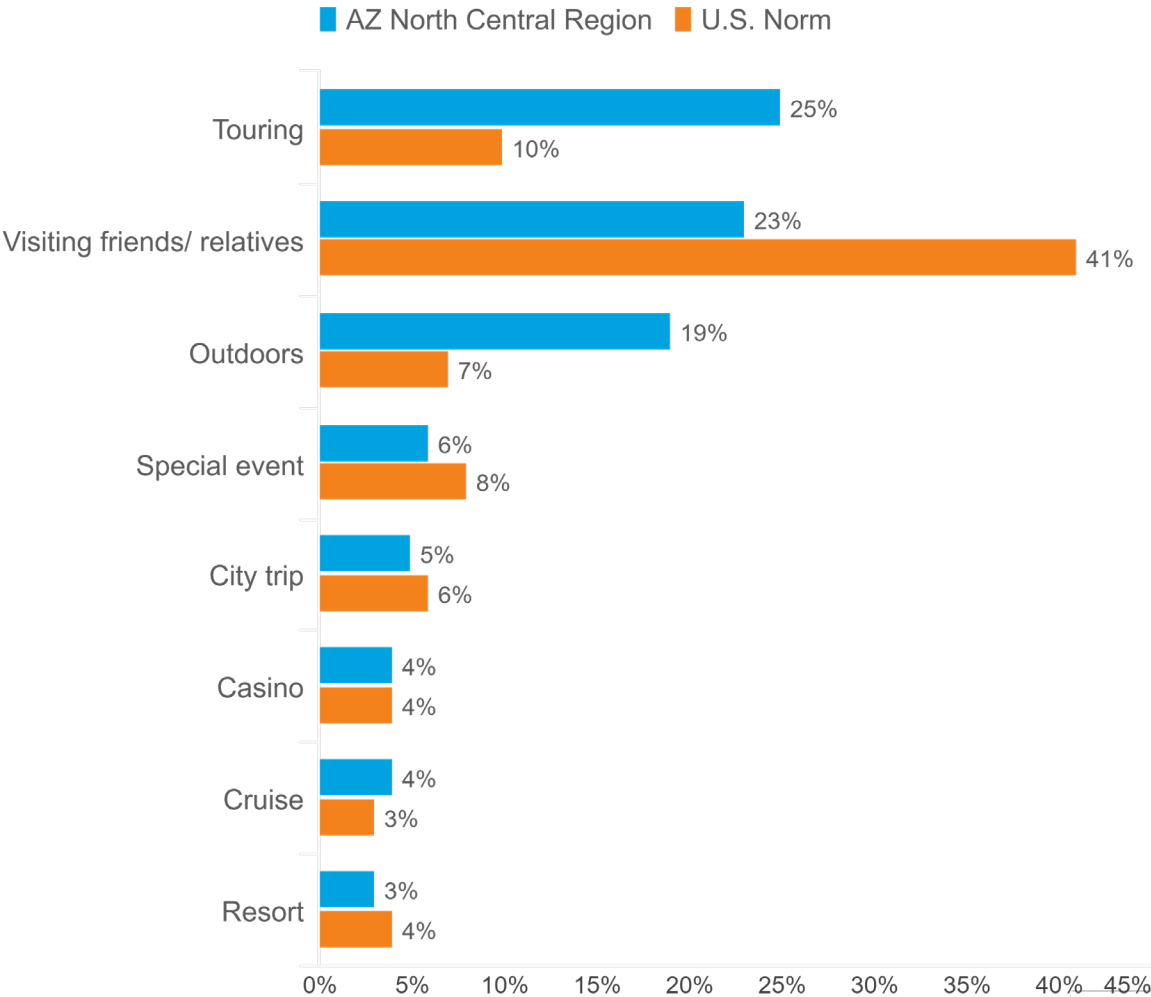
AZ North Central Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

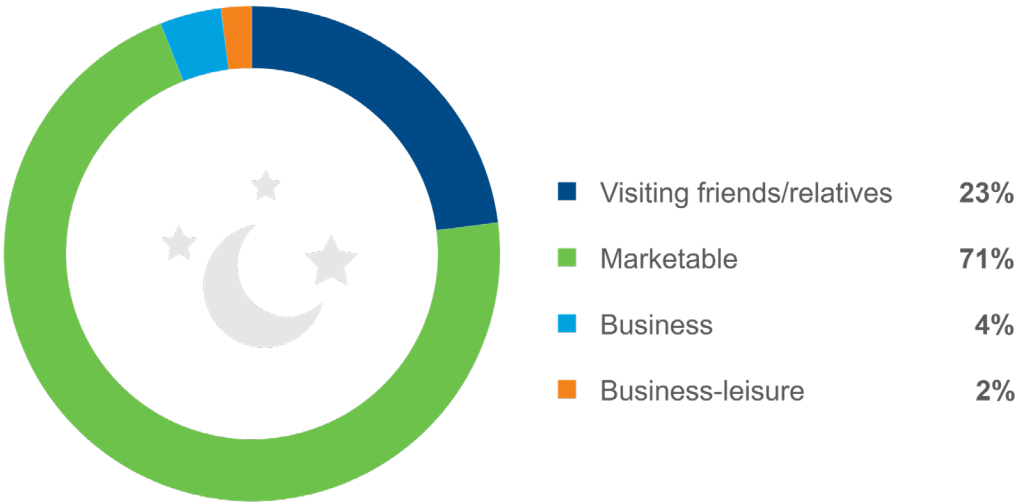
Main Purpose of Trip

	2024
Touring	25%
Visiting friends/ relatives	23%
Outdoors	19%
Special event	6%
City trip	5%
Casino	4%
Cruise	4%
Resort	3%
Theme park	3%
Business-Leisure	2%
Other business trip	2%
Conference/ Convention	2%
Golf Trip	1%
Ski/Snowboarding	1%

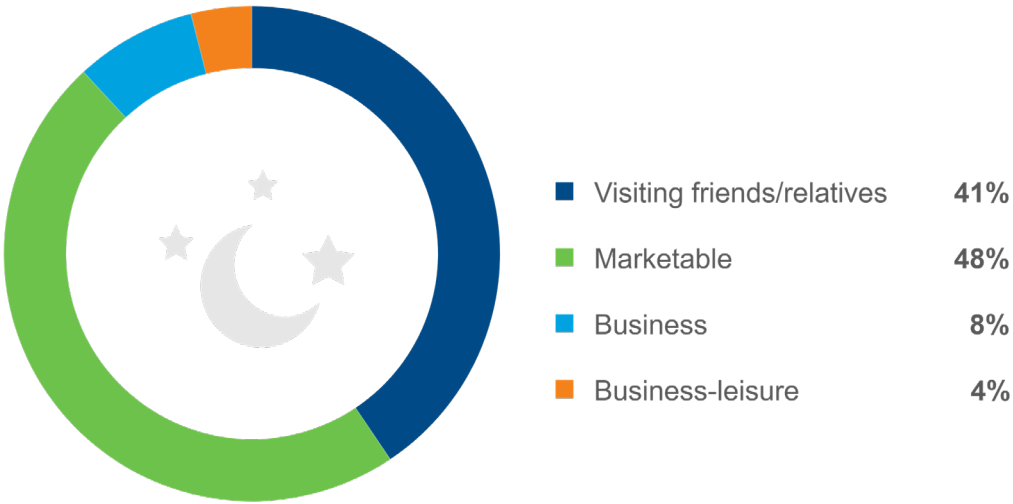
Main Purpose of Leisure Trip (Top 8)



2024 AZ North Central Region Overnight Trips

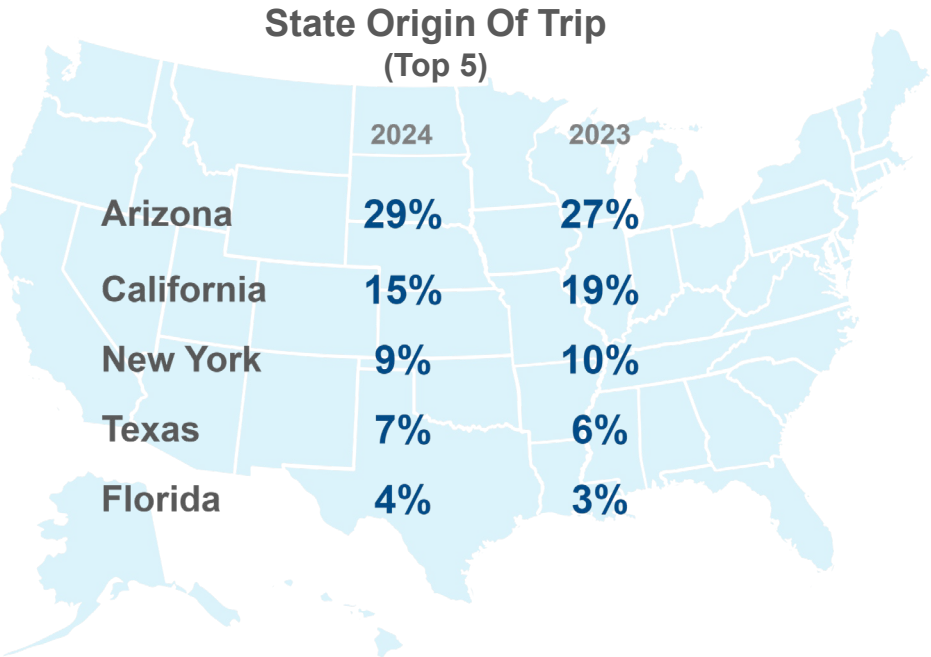


2024 U.S. Overnight Trips



AZ North Central Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips



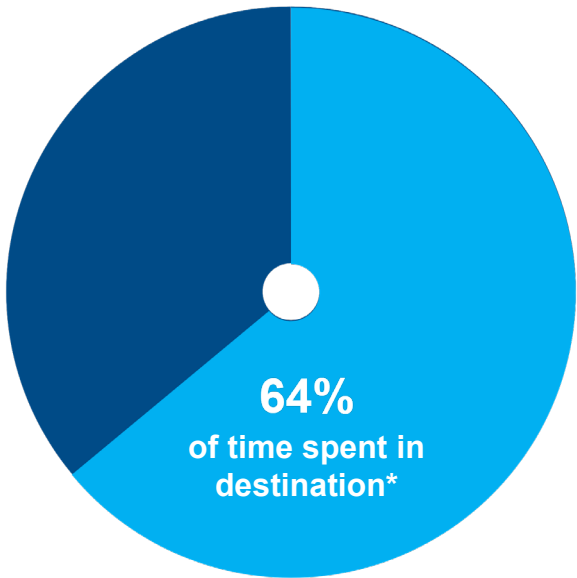
Past Visitation to AZ North Central Region

78% of overnight travelers to AZ North Central Region are repeat visitors

62% of overnight travelers to AZ North Central Region had visited before in the past 12 months

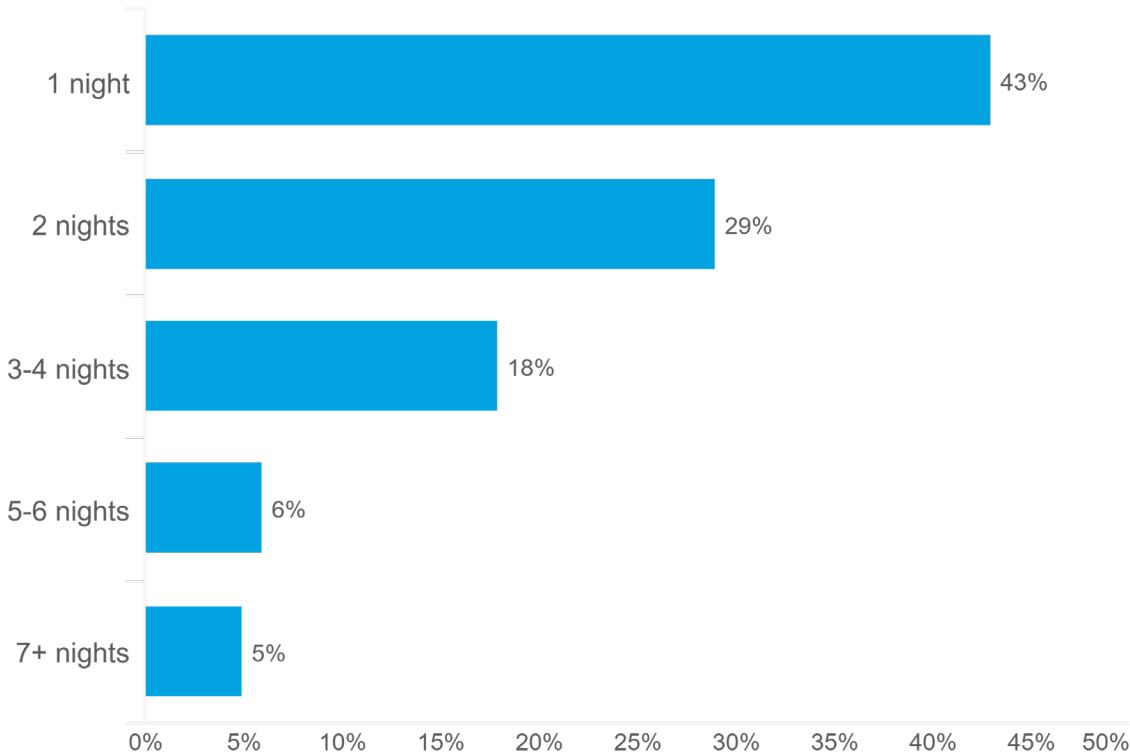
DMA Origin Of Trip (Top 10)	2024	2023
Phoenix, AZ	25%	24%
Los Angeles, CA	12%	16%
New York, NY	9%	10%
Dallas-Ft. Worth, TX	4%	3%
Tucson (Nogales), AZ	3%	2%
Chicago, IL	2%	2%
Philadelphia, PA	2%	1%
San Francisco-Oakland-San Jose, CA	2%	1%
Denver, CO	2%	2%
Houston, TX	2%	1%

Total Nights Away on Trip



➔
Of the nights
spent in the
destination

Nights Spent in AZ North Central Region



AZ North Central Region

3.8

Average Nights

U.S. Norm

3.7

Average Nights

Average number
of nights

2.5

Average last
year

2.3

*Share of total trip nights away that were spent within Arizona's North Central Region

Size of Travel Party

■ Adults ■ Children

*Children is based on age, anyone under the age of 18

AZ North Central Region



Average number of people

U.S. Norm



Average number of people

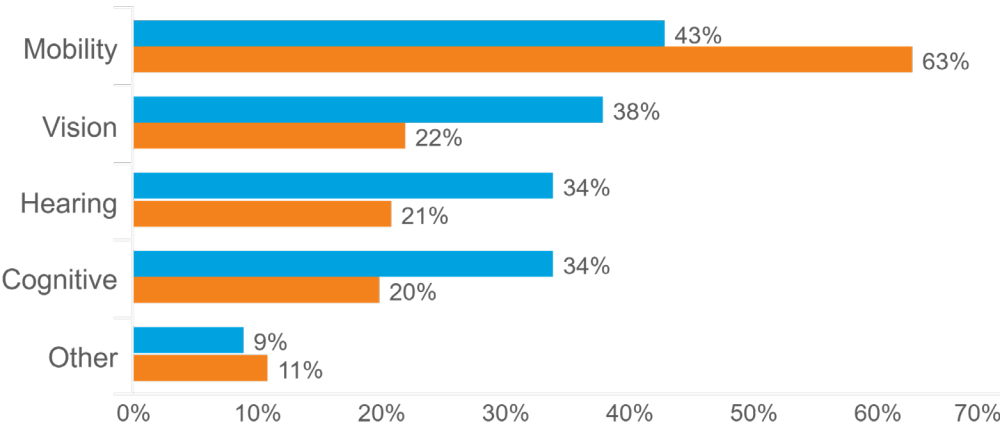


35% of travel parties had a travel party member that required accessibility services
U.S. Norm: 18%

Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party

■ AZ North Central Region ■ U.S. Norm





24% of trips only had one person in the travel party

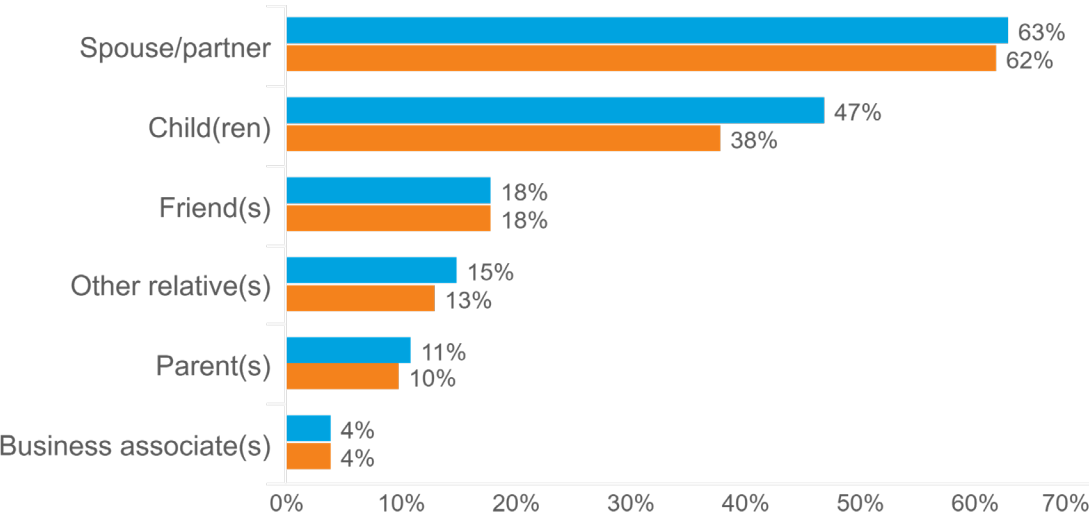
U.S. Norm: **26%**

Composition of Immediate Travel Party

Base: 2024 Overnight Person-Trips that included more than one person

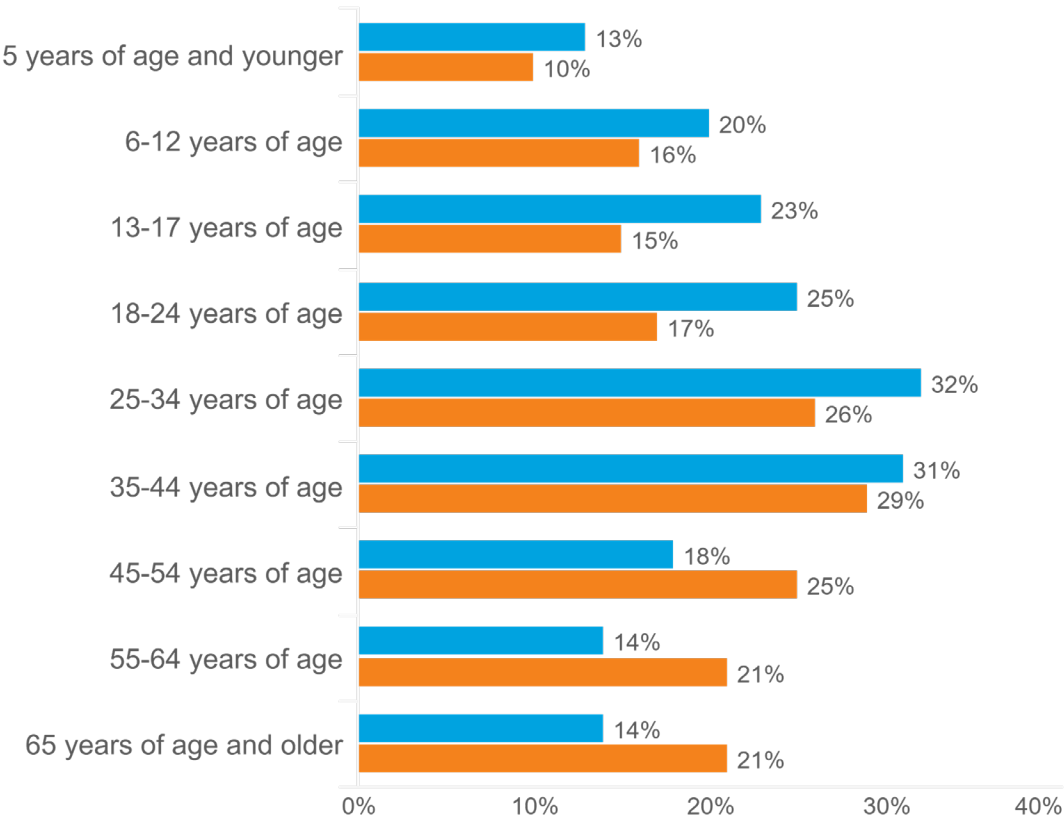
*Child(ren) is based on the relationship to the respondent

■ AZ North Central Region ■ U.S. Norm



Travel Party Age

■ AZ North Central Region ■ U.S. Norm



Transportation Used to get to Destination

65% used their own car/truck to get to their destination

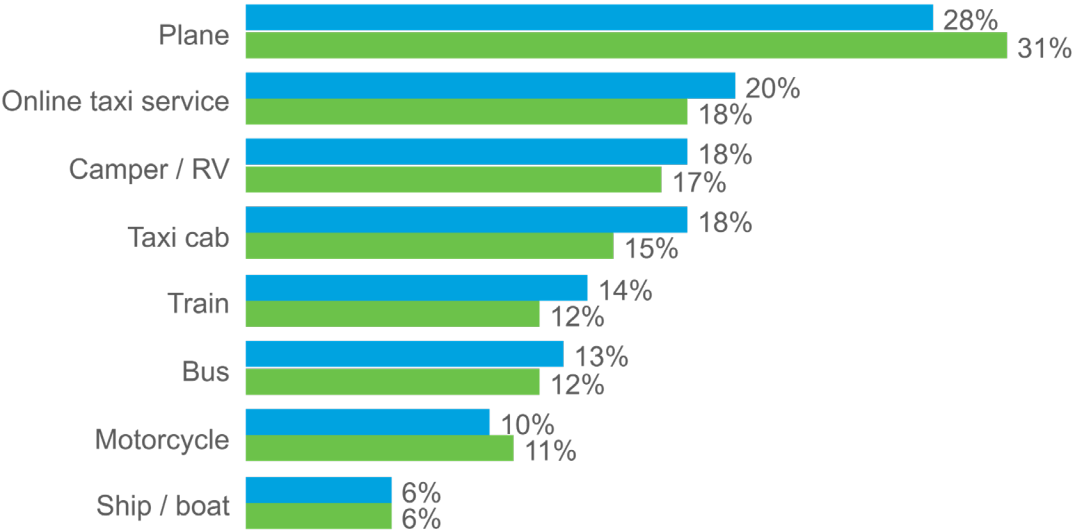
Previous year: **67%**

21% used a rental car to get to their destination

Previous year: **23%**

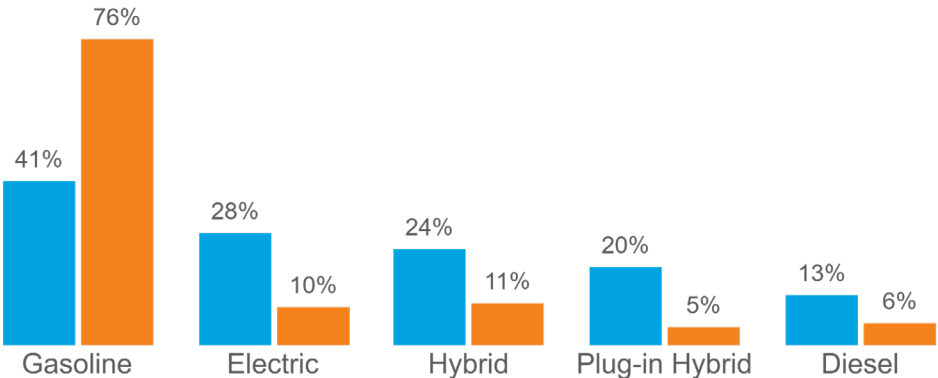


■ 2024 ■ 2023



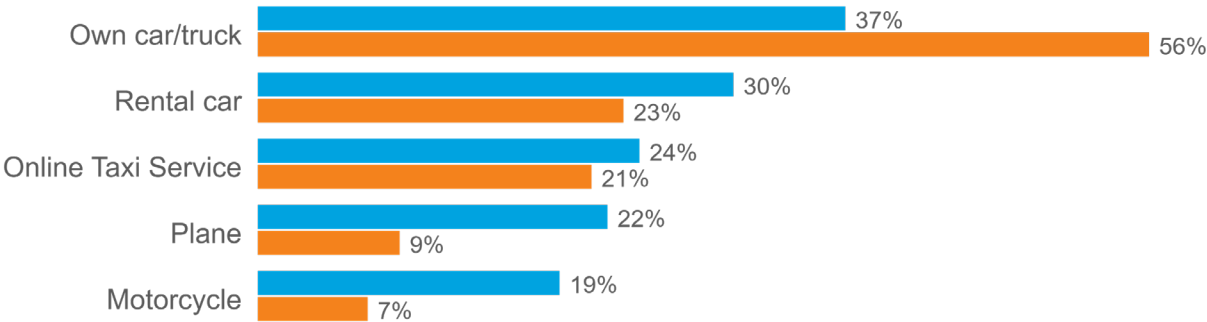
Type of Vehicle Used to get to Destination

■ AZ North Central Region ■ U.S. Norm



Transportation Used within Destination (Top 5)

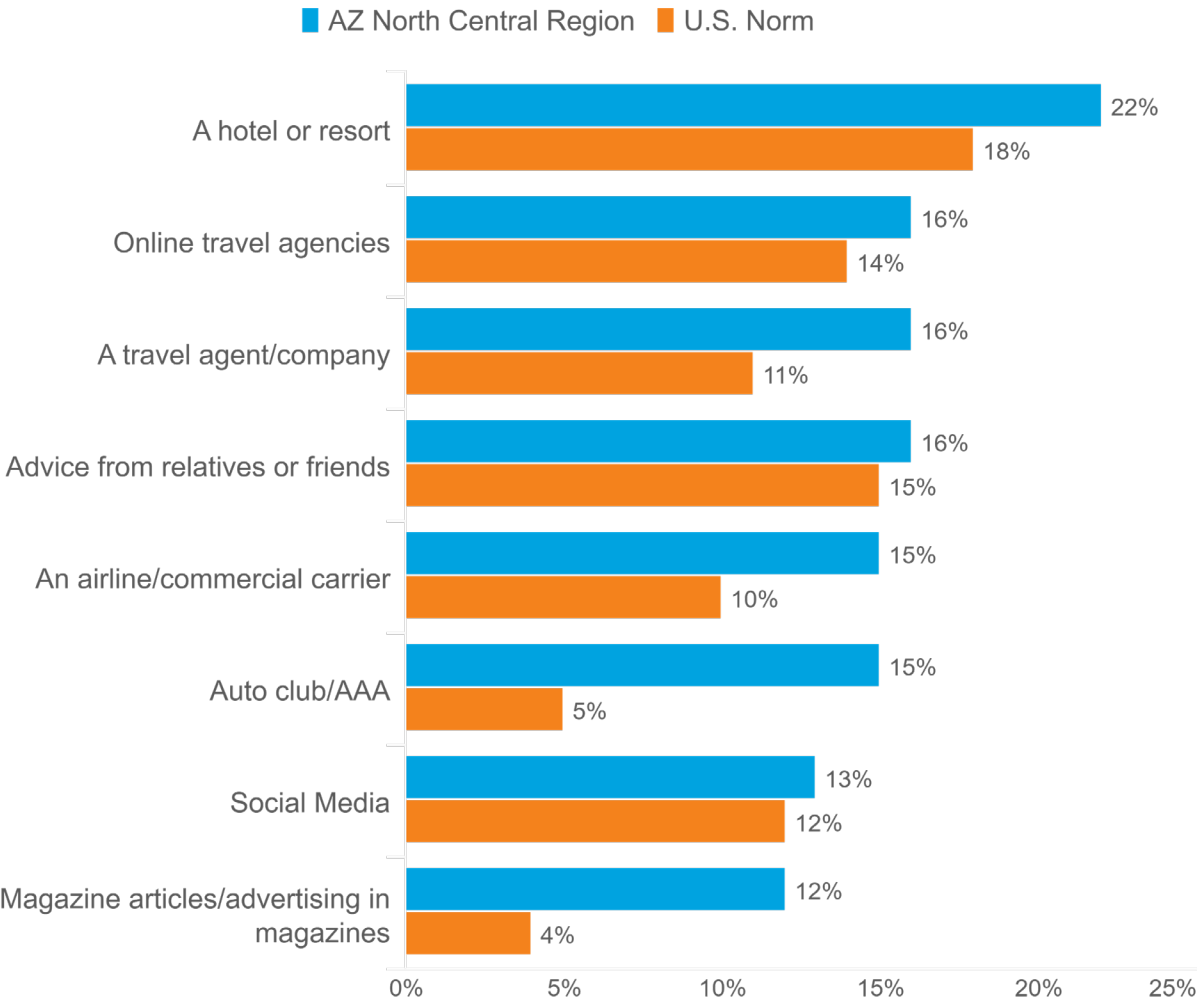
■ AZ North Central Region ■ U.S. Norm



Length of Trip Planning

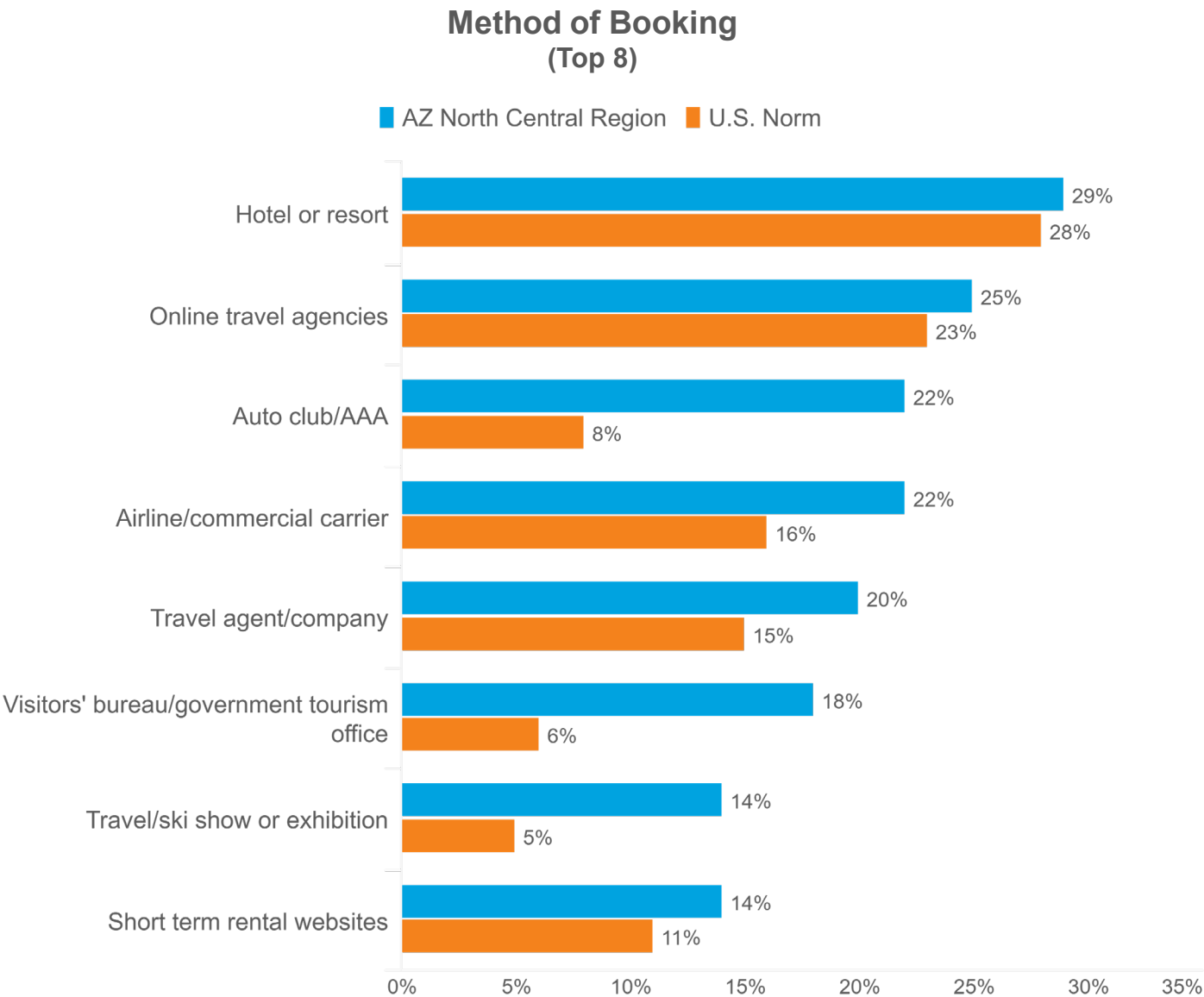
	AZ North Central Region	U.S. Norm
1 month or less	25%	32%
2 months	21%	17%
3-5 months	23%	18%
6-12 months	17%	14%
More than 1 year in advance	7%	4%
Did not plan anything in advance	7%	14%

Trip Planning Information Sources (Top 8)










AZ North Central Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

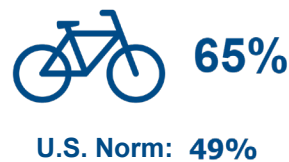


Accommodations (Top 7)

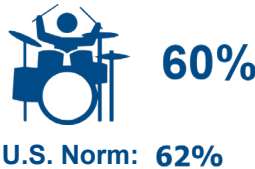
	2024	2023
 Hotel	45%	43%
 Motel	17%	18%
 Bed & breakfast	17%	17%
 Campground / RV park	15%	16%
 Country inn / lodge	15%	13%
 Resort hotel	12%	15%
 Home of friends / relatives	10%	14%

Activity Groupings

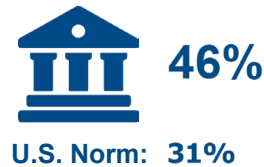
Outdoor Activities



Entertainment Activities



Cultural Activities



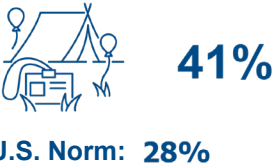
Sporting Activities













Business Activities



Other Activities



Activities and Experiences (Top 10)

	AZ North Central Region	U.S. Norm	
	Attending celebration	19%	14%
	Sightseeing	19%	20%
	Shopping	19%	26%
	Hiking/backpacking	16%	8%
	Landmark/historic site	15%	13%
	Attended/participated in a sports event for teenagers	14%	6%
	Business convention/conference	14%	8%
	Attended/participated in an amateur sports event	13%	6%
	Museum	13%	12%
	Visited American Indian Community	12%	4%

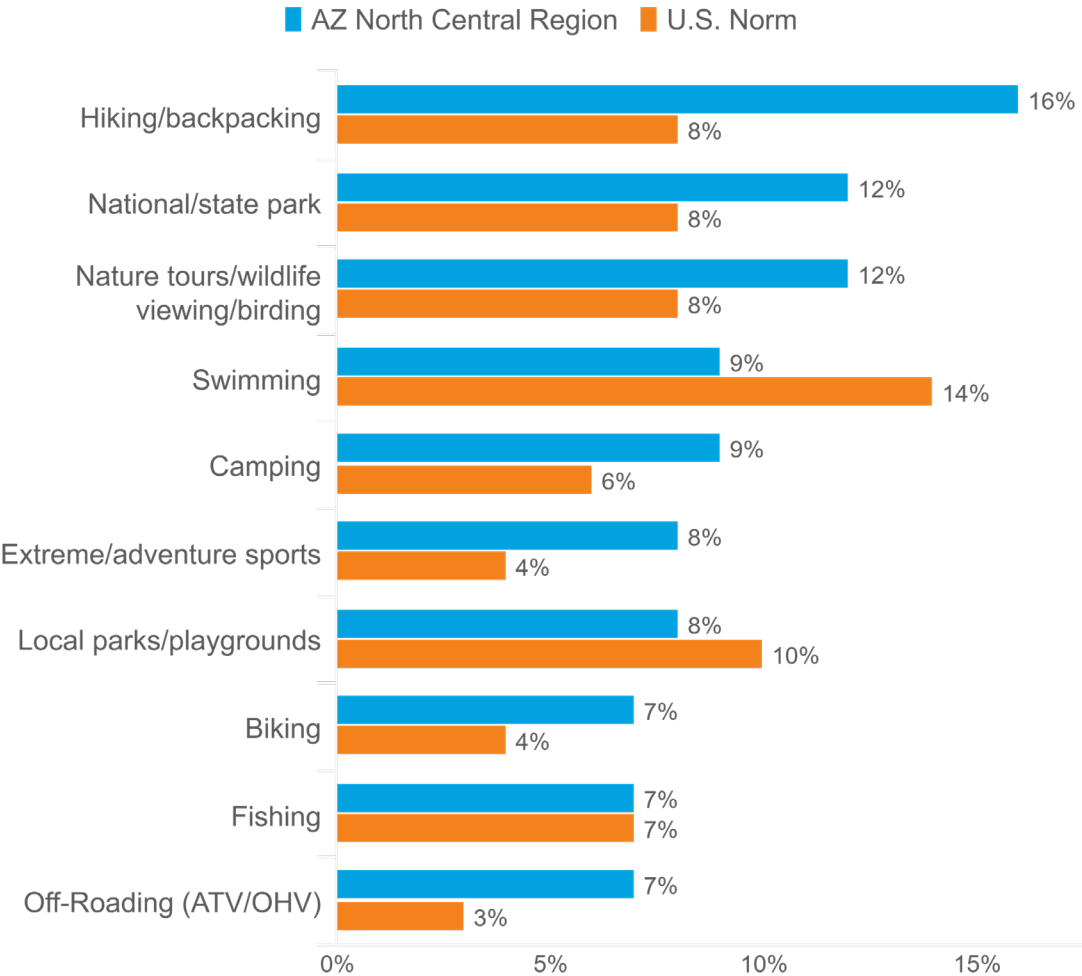


Outdoor Activities

AZ North Central
Region
65%

U.S. Norm
49%

Outdoor Activities
(Top 10)



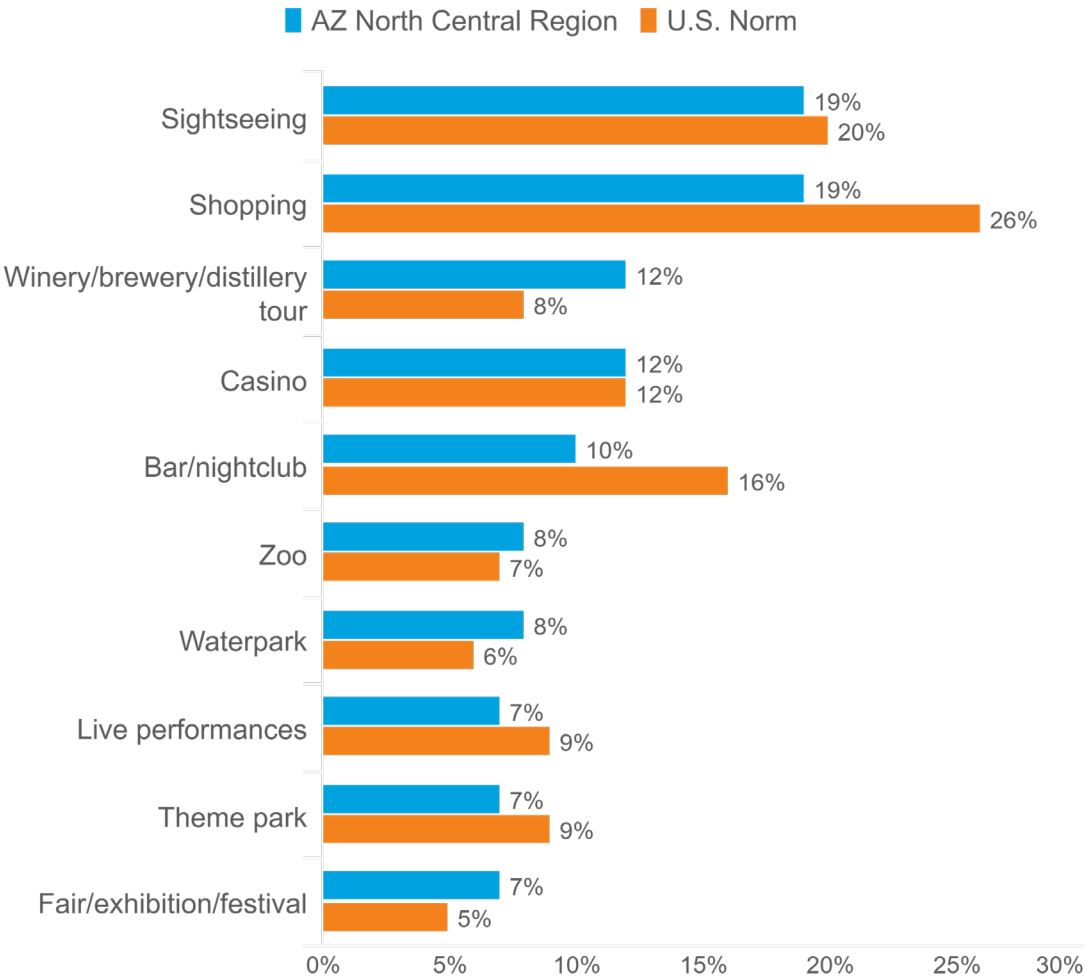


Entertainment Activities

AZ North Central
Region
60%

U.S. Norm
62%

Entertainment Activities
(Top 10)



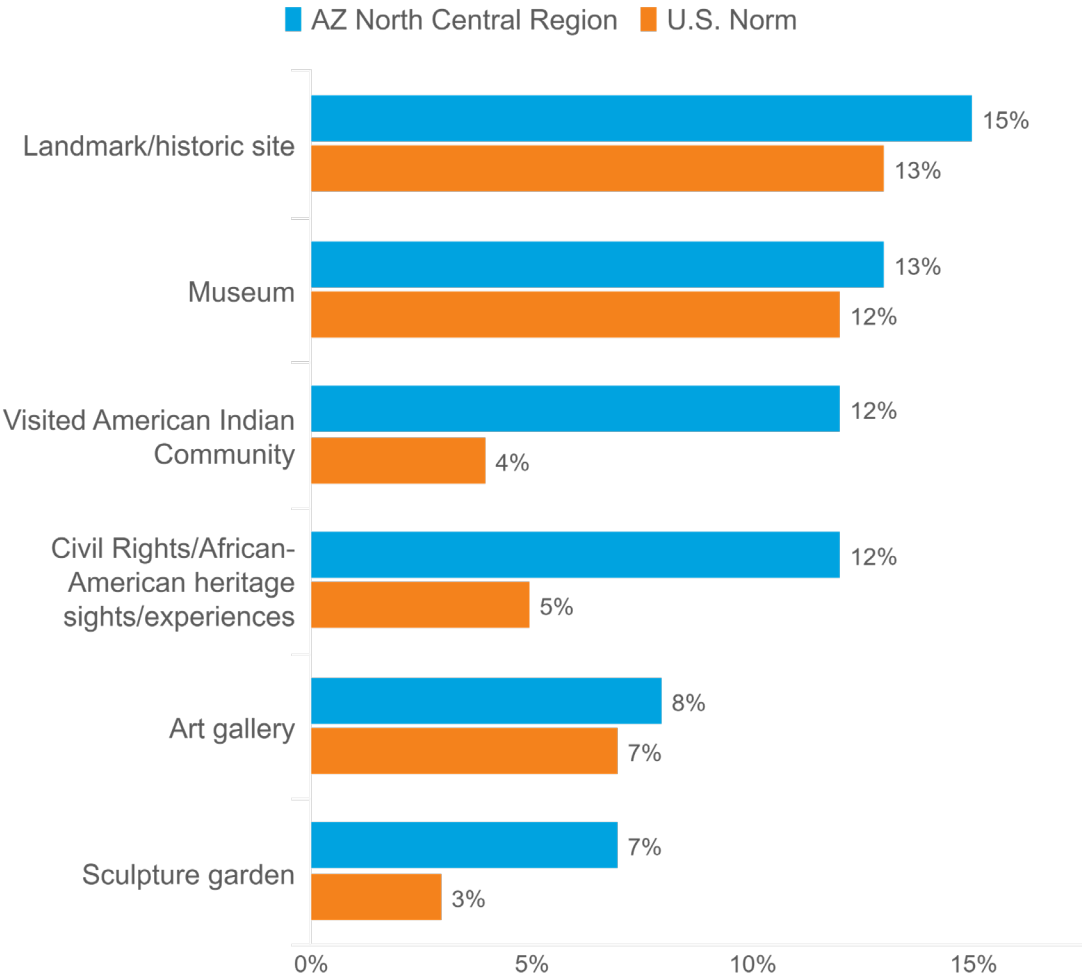


Cultural Activities

AZ North Central
Region
46%

U.S. Norm
31%

Cultural Activities



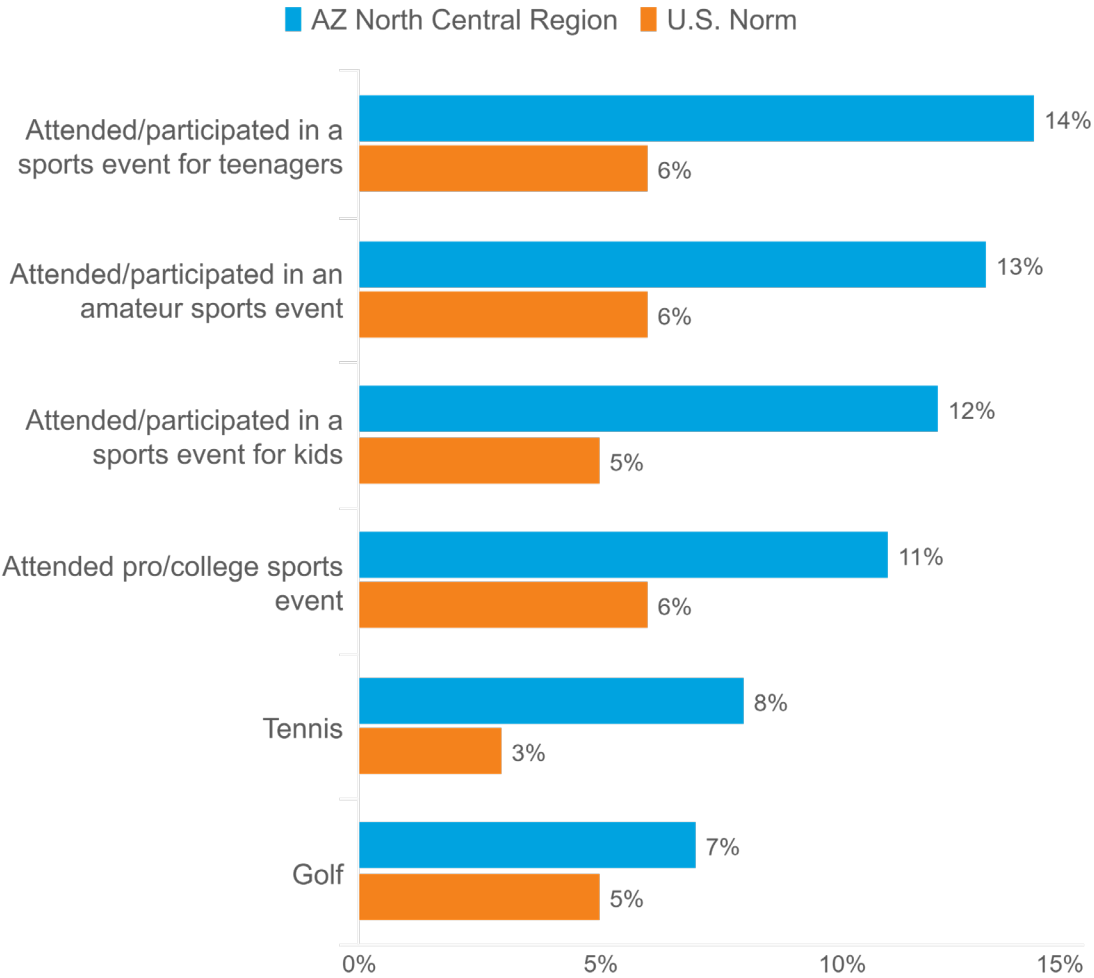


Sporting Activities

AZ North Central
Region
41%

U.S. Norm
23%

Sporting Activities



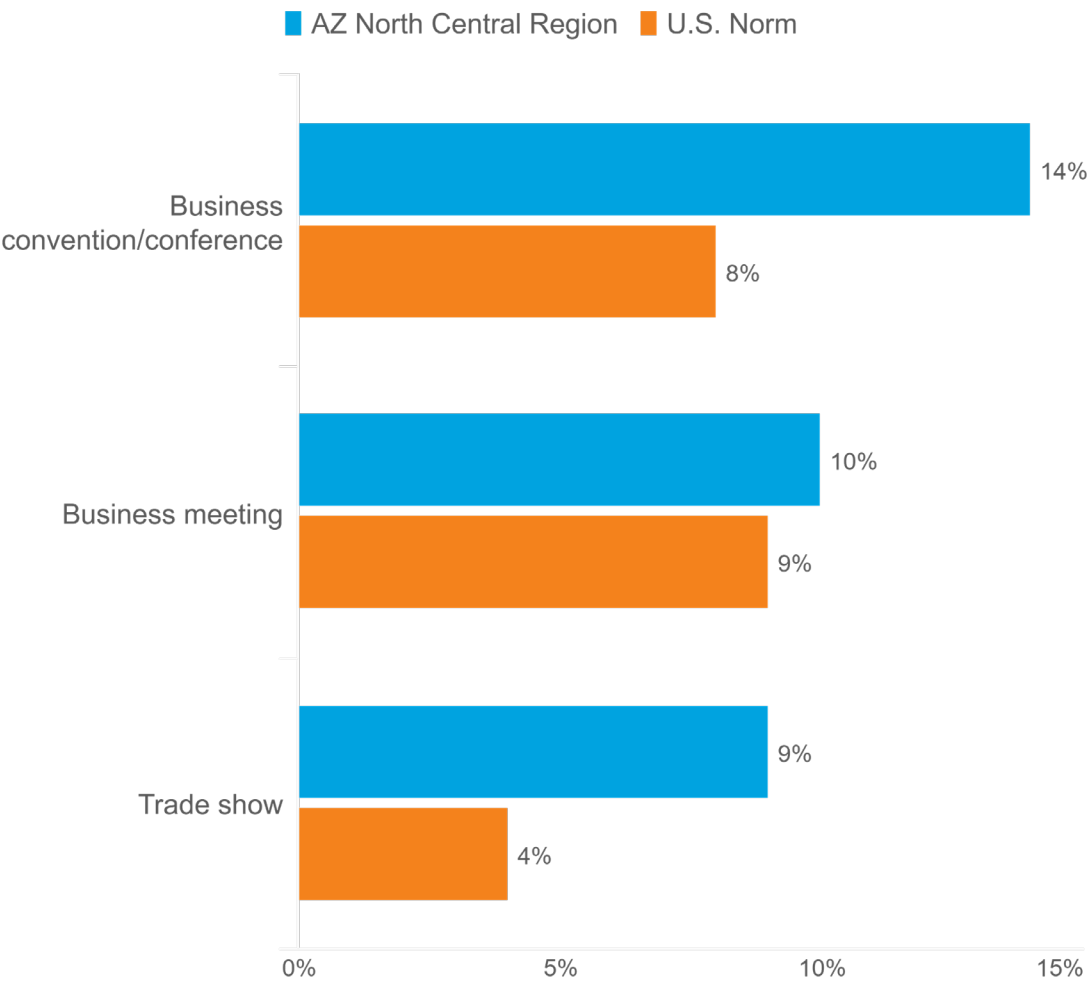


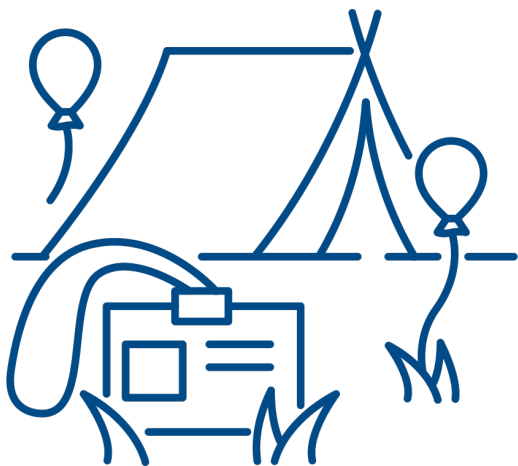
Business Activities

AZ North Central
Region
27%

U.S. Norm
17%

Business Activities



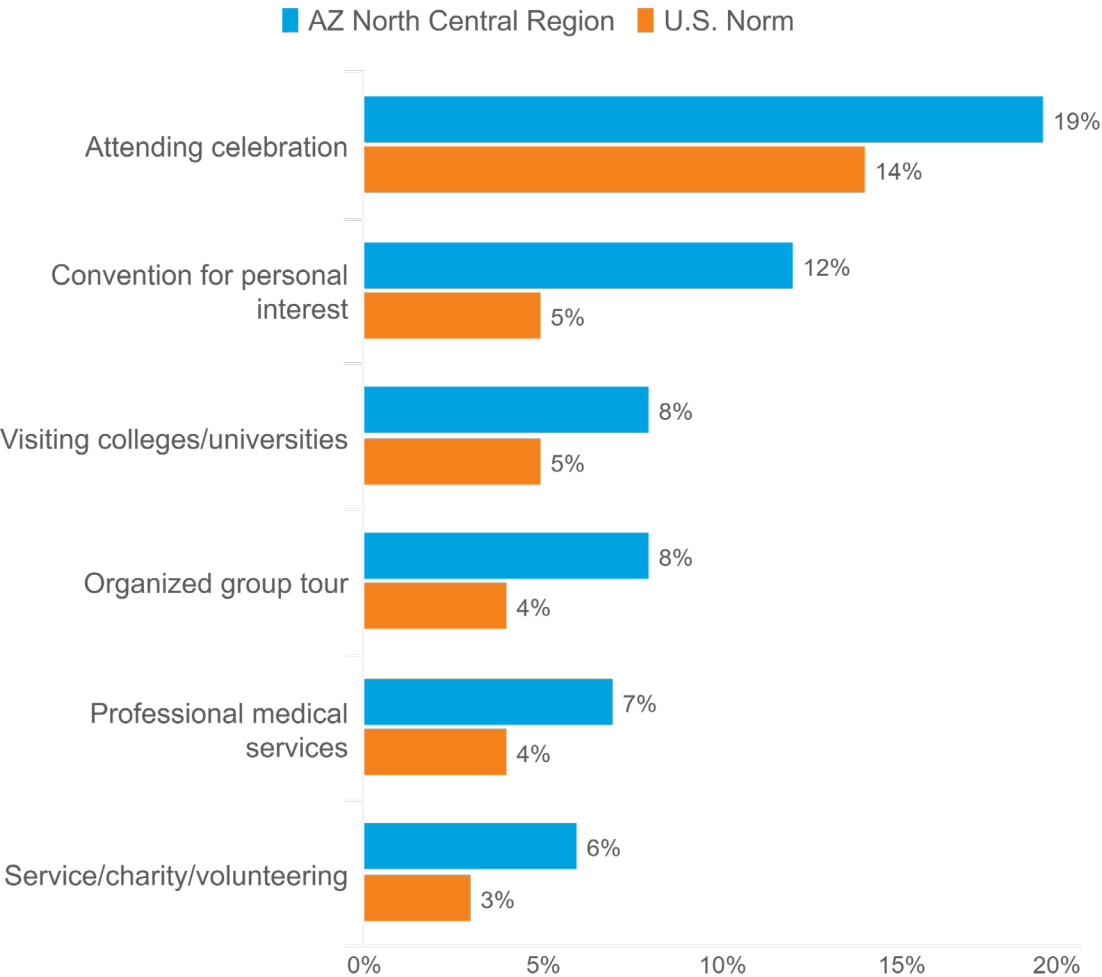


Other Activities

AZ North Central
Region
41%








U.S. Norm
28%

Other Activities









Shopping Types on Trip

Base: 2024 Overnight Person-Trips that included Shopping

	AZ North Central Region	U.S. Norm
	Shopping at locally owned businesses	54%48%
	Convenience/grocery shopping	47%43%
	Souvenir shopping	42%37%
	Big box stores (Walmart, Costco)	36%30%
	Outlet/mall shopping	32%45%
	Farmers market	21%17%
	Antiquing	18%12%

Dining Types on Trip

	AZ North Central Region	U.S. Norm
	Casual dining	46%57%
	Fast food	43%45%
	Unique/local food	33%32%
	Carry-out/food delivery service	32%24%
	Fine/upscale dining	25%20%
	Picnicking	21%10%



60%
of overnight travelers were
very satisfied with their overall
trip experience

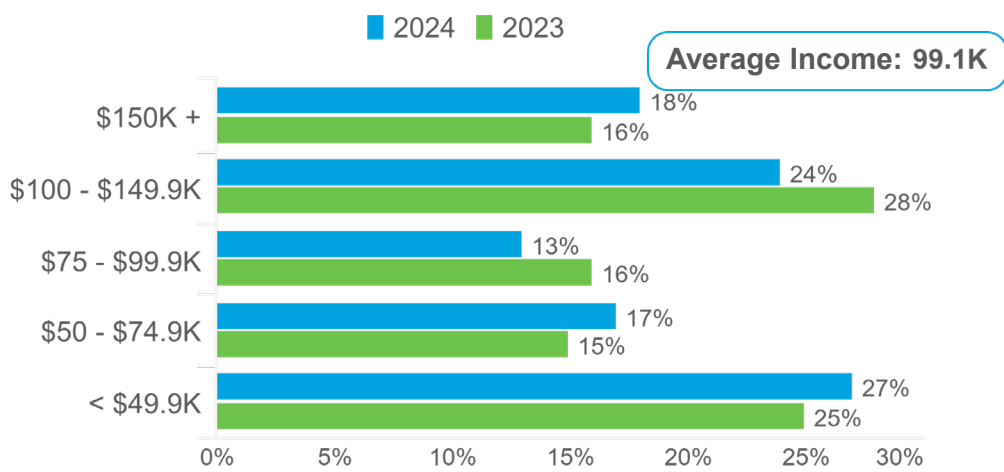


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

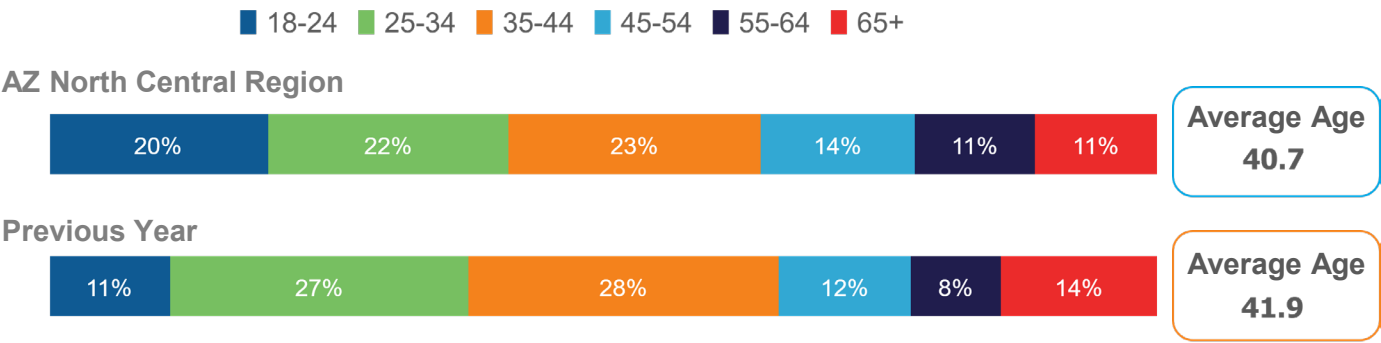
Demographic Profile of Overnight AZ North Central Region Visitors

Base: 2024 Overnight Person-Trips

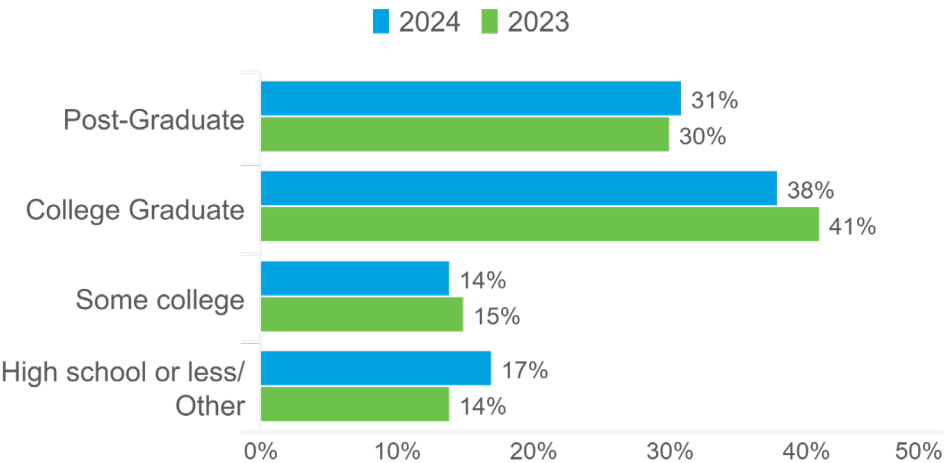
Household Income



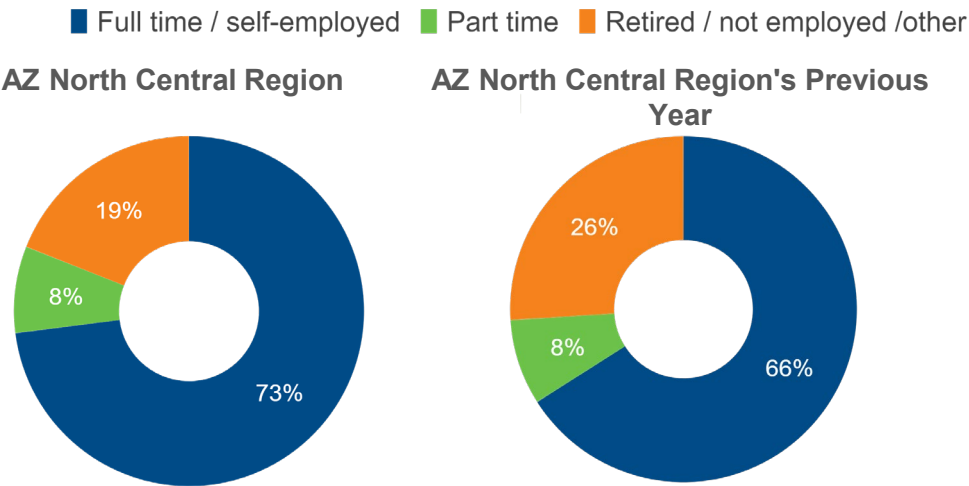
Age



Educational Attainment



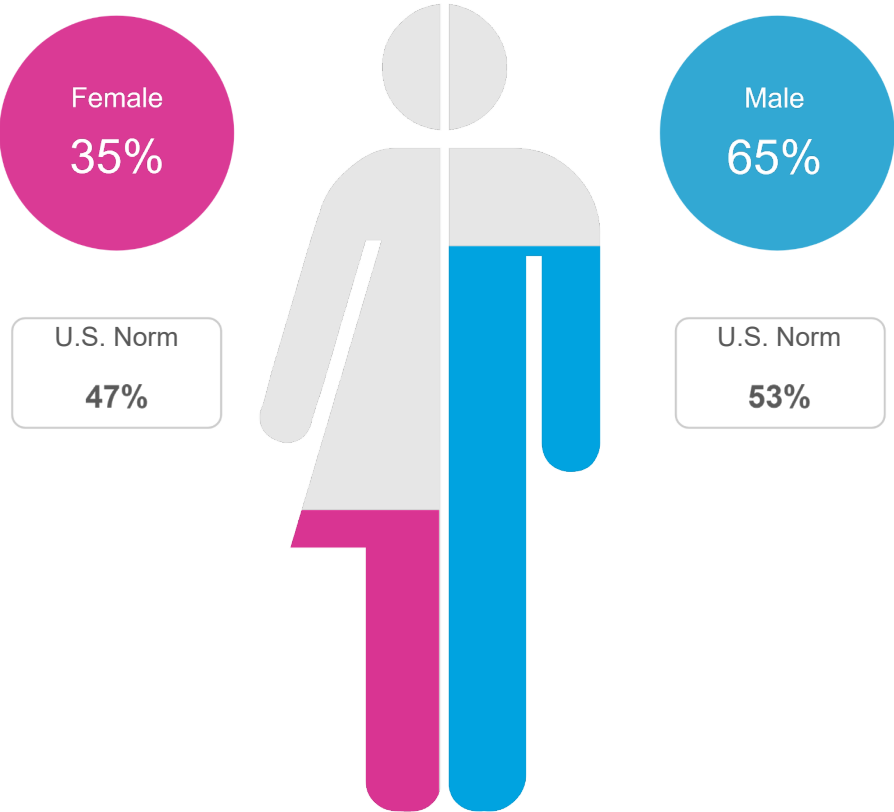
Employment



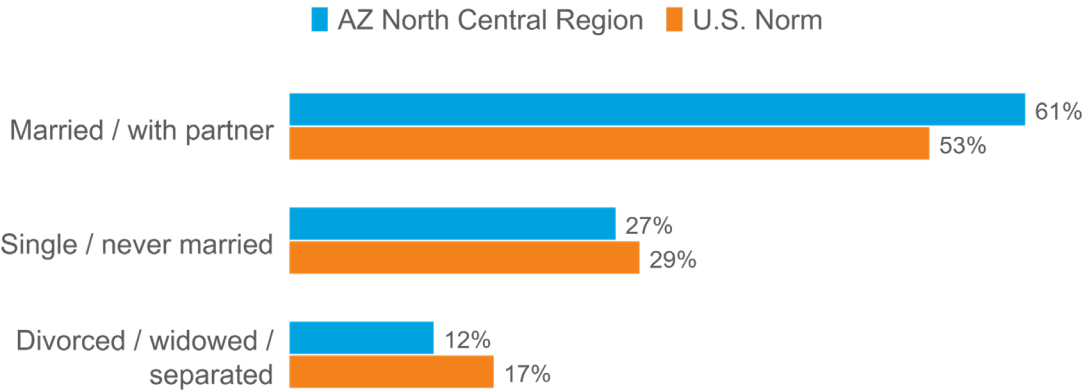
Demographic Profile of Overnight AZ North Central Region Visitors

Base: 2024 Overnight Person-Trips

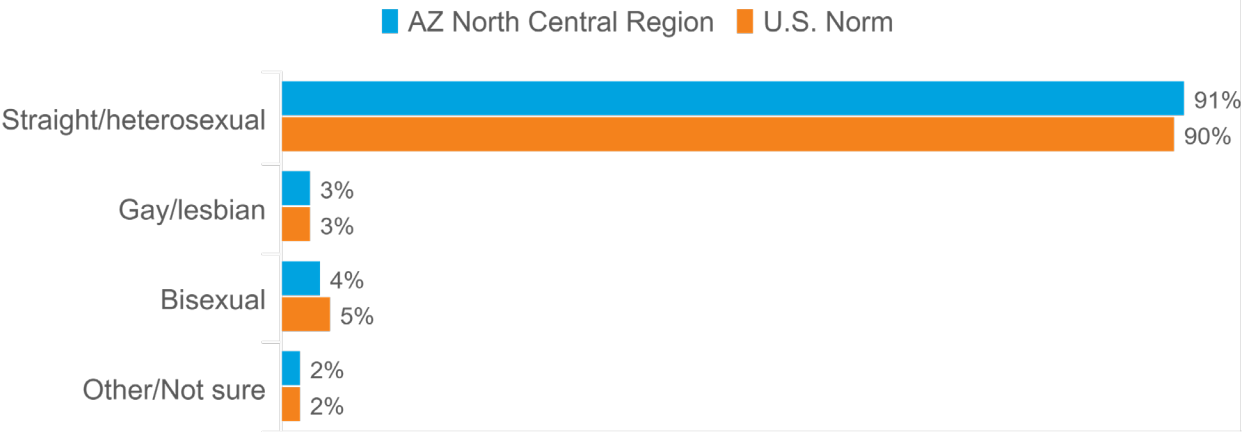
Gender



Marital Status



Sexual Orientation



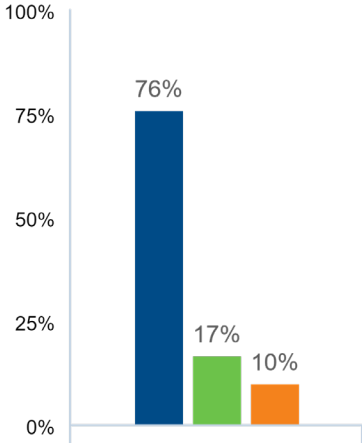
Demographic Profile of Overnight AZ North Central Region Visitors

Base: 2024 Overnight Person-Trips

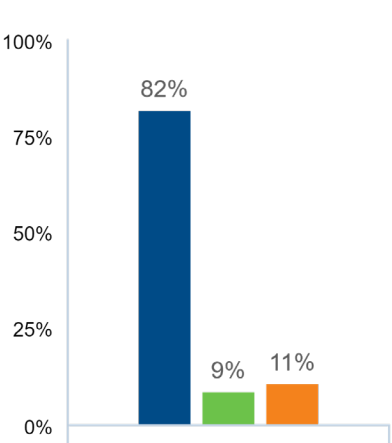
Race

White African-American Other

AZ North Central Region

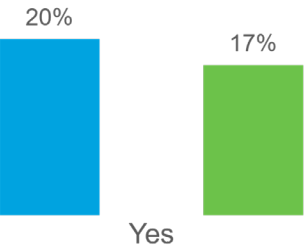


AZ North Central Region's Previous Year



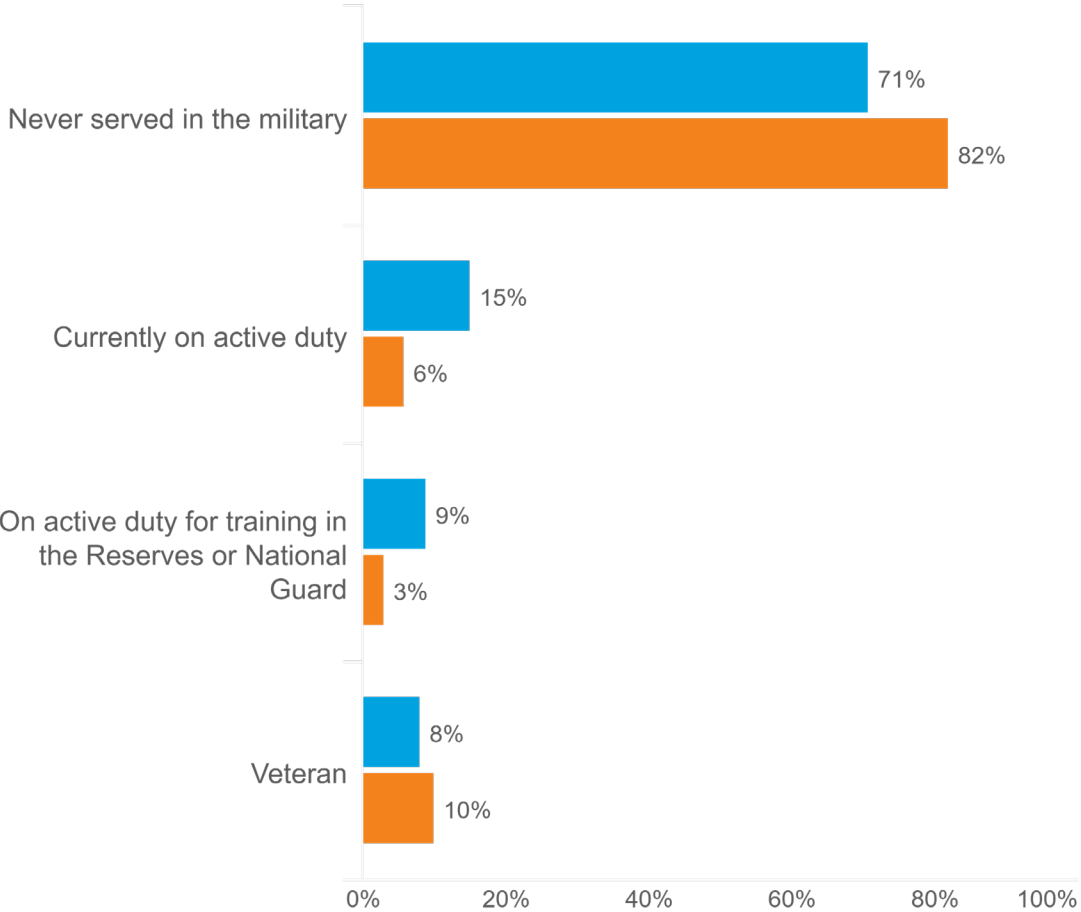
Hispanic Background

2024 2023



Military Status

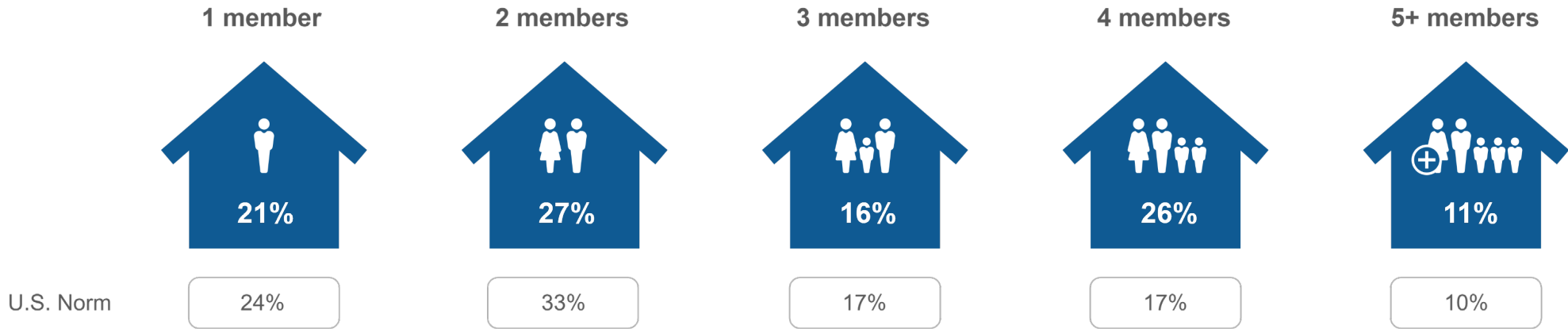
AZ North Central Region U.S. Norm



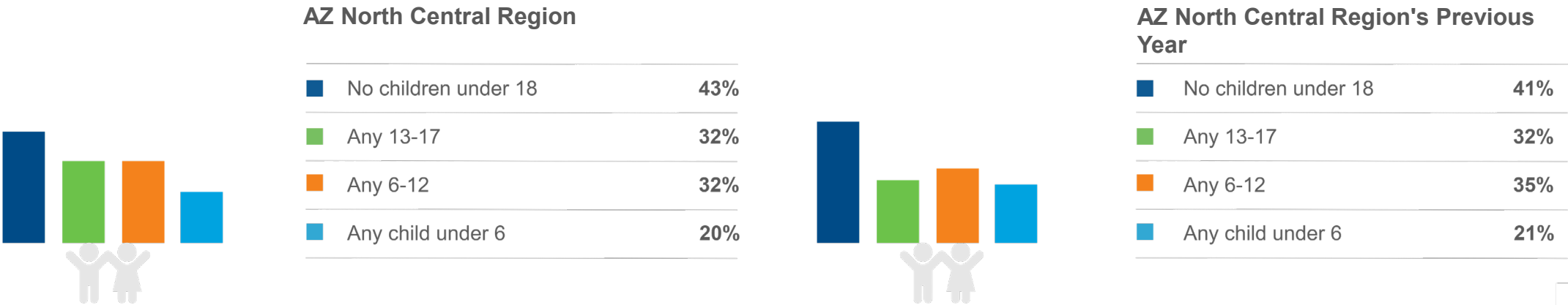
Demographic Profile of Overnight AZ North Central Region Visitors

Base: 2024 Overnight Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Tucson & Southern Region

ARIZONA
OFFICE OF TOURISM

2024

Introduction

- Longwoods International began tracking domestic American travelers in 1985 and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.
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For Tucson & Southern Region, the following sample was achieved in 2024:

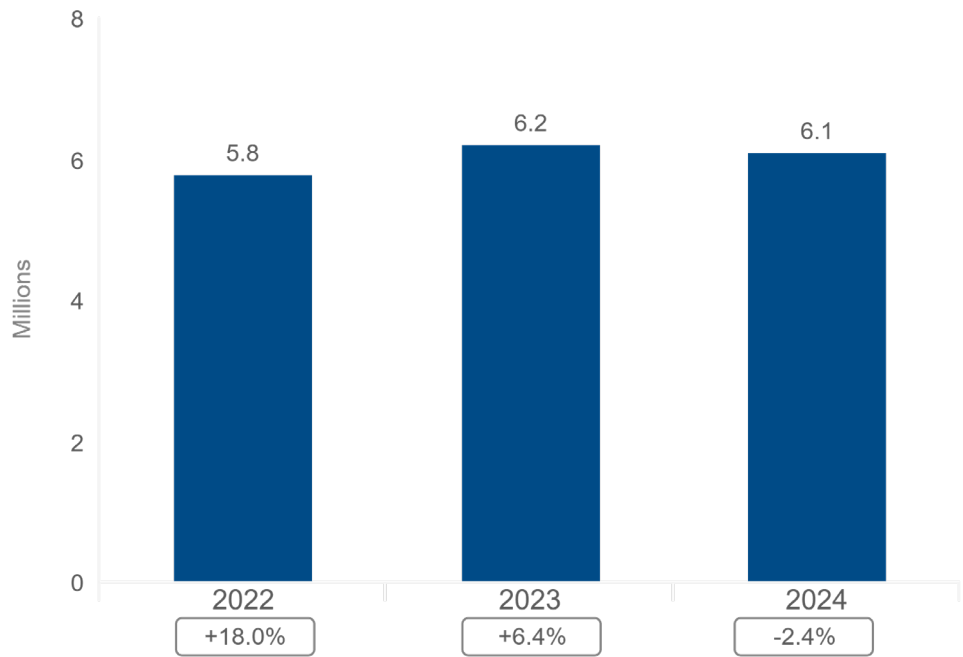


Overnight Base Size

691

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Overnight Trips to Tucson & Southern Region



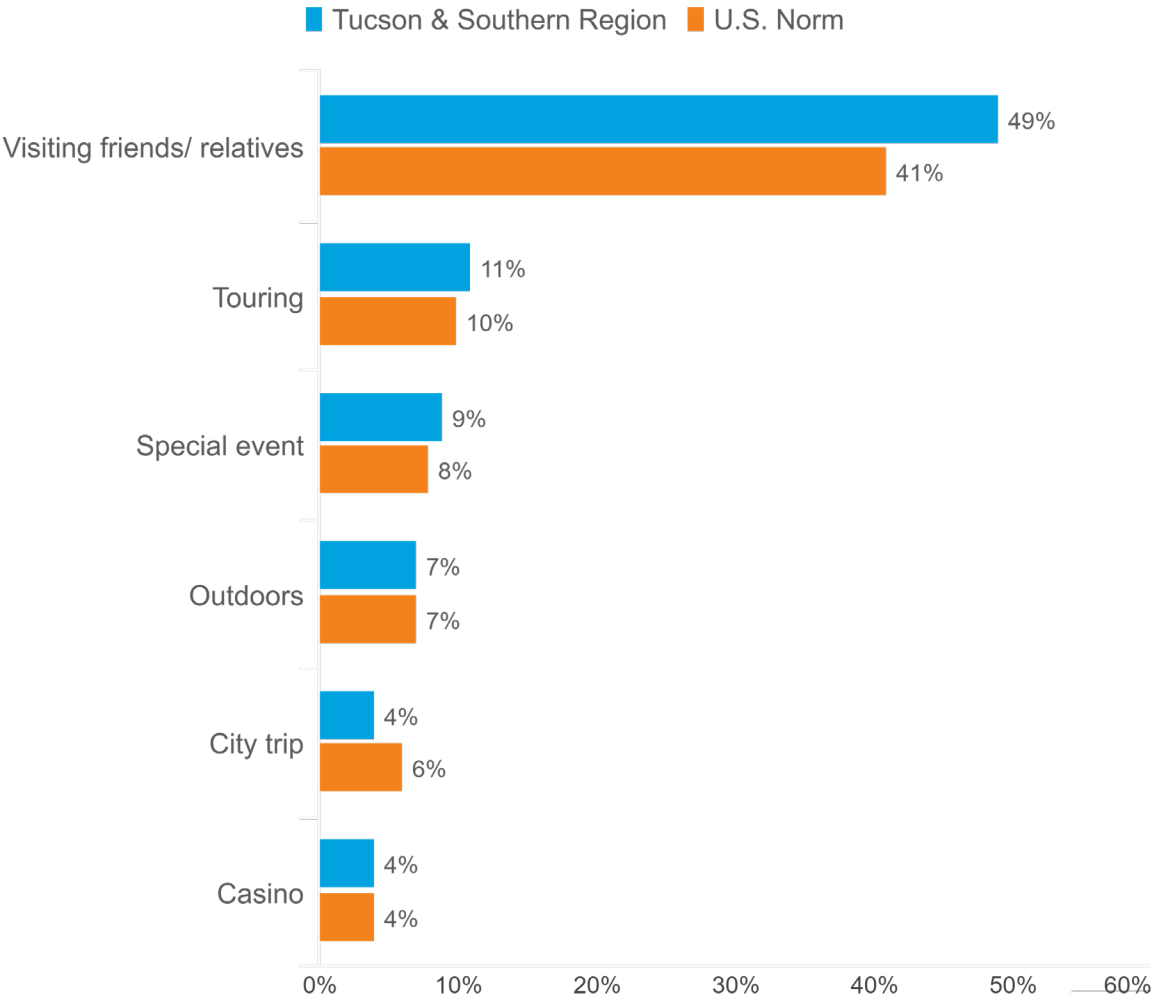
Tucson & Southern Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

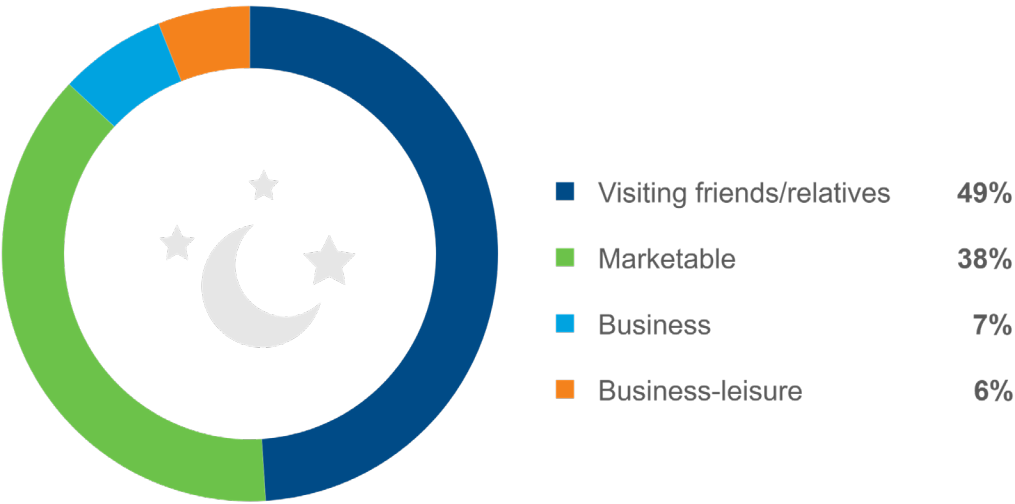
Main Purpose of Trip

	2024
Visiting friends/ relatives	49%
Touring	11%
Special event	9%
Outdoors	7%
Business-Leisure	6%
Other business trip	5%
City trip	4%
Casino	4%
Conference/ Convention	2%
Golf Trip	1%
Theme park	1%
Resort	1%
Cruise	1%

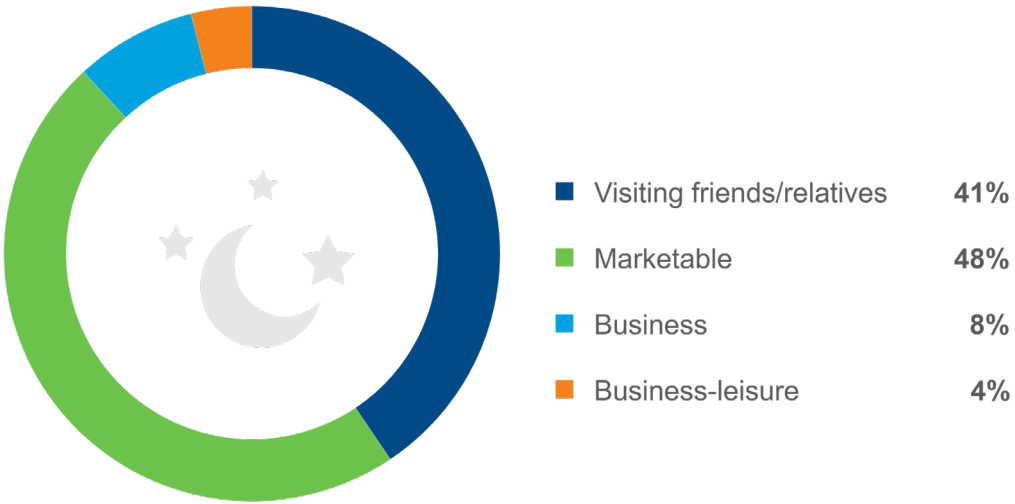
Main Purpose of Leisure Trip (Top 6)



2024 Tucson & Southern Region Overnight Trips

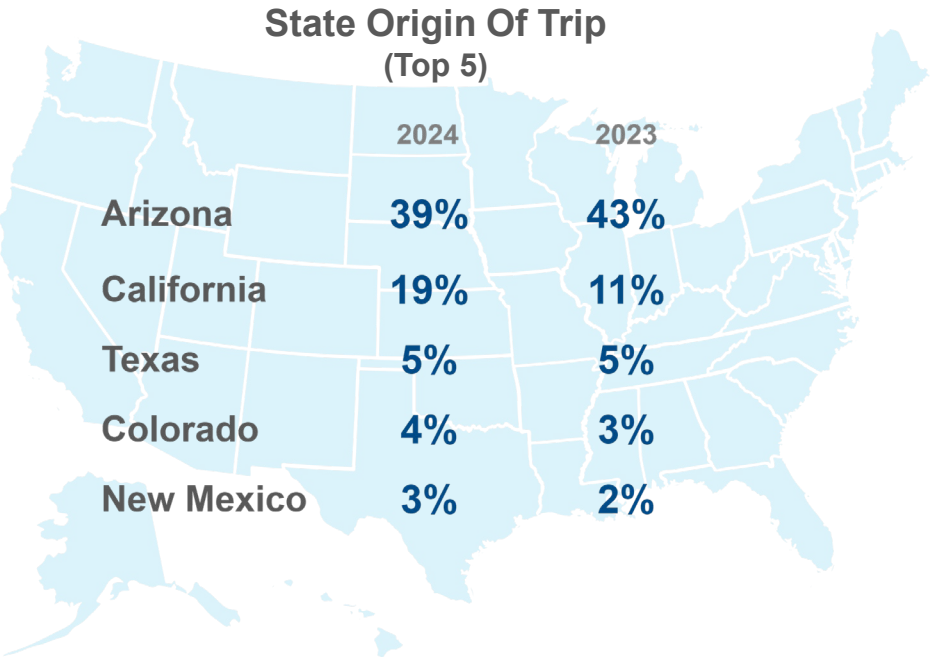


2024 U.S. Overnight Trips



Tucson & Southern Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips



Past Visitation to Tucson & Southern Region

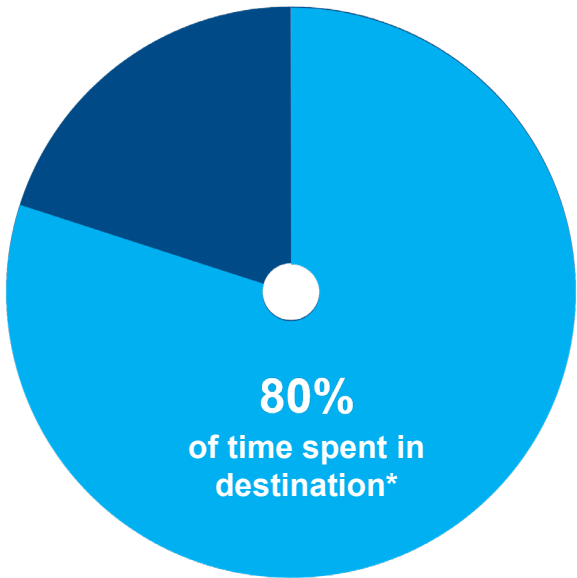
- 76%** of overnight travelers to Tucson & Southern Region are repeat visitors
- 50%** of overnight travelers to Tucson & Southern Region had visited before in the past 12 months

DMA Origin Of Trip (Top 10)	2024	2023
Phoenix, AZ	23%	21%
Tucson (Nogales), AZ	16%	22%
Los Angeles, CA	11%	6%
Albuquerque-Santa Fe, NM	3%	2%
Denver, CO	3%	3%
Sacramento-Stockton-Modesto, CA	2%	1%
Minneapolis-St. Paul, MN	2%	1%
Chicago, IL	2%	2%
San Diego, CA	2%	2%
San Francisco-Oakland-San Jose, CA	2%	2%

Tucson & Southern Region's Overnight Trip Characteristics

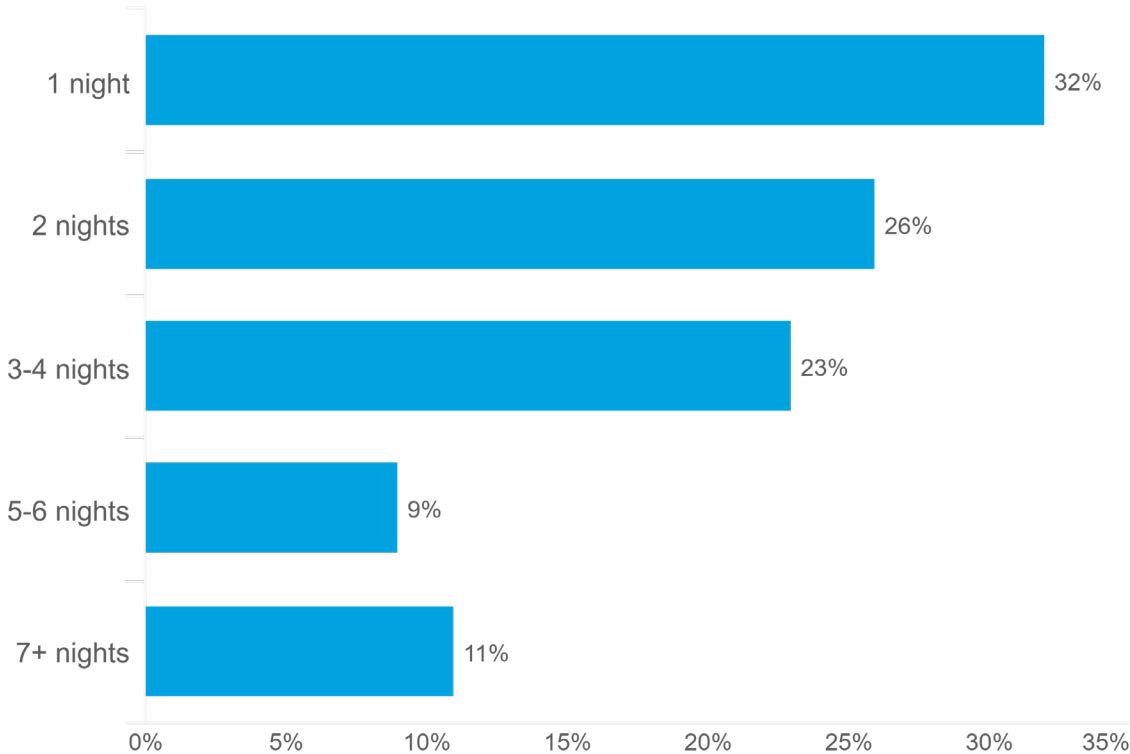
Base: 2024 Overnight Person-Trips

Total Nights Away on Trip



➔
Of the nights
spent in the
destination

Nights Spent in Tucson & Southern Region



Tucson & Southern Region

4.3

Average Nights

U.S. Norm

3.7

Average Nights

Average number
of nights

3.5

Average last
year

3.4

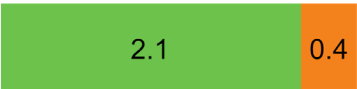
*Share of total trip nights away that were spent within Arizona's Tucson & Southern Region

Size of Travel Party

■ Adults ■ Children

*Children is based on age, anyone under the age of 18

Tucson & Southern Region



Total 2.6

Average number of people

U.S. Norm



Total 2.8

Average number of people

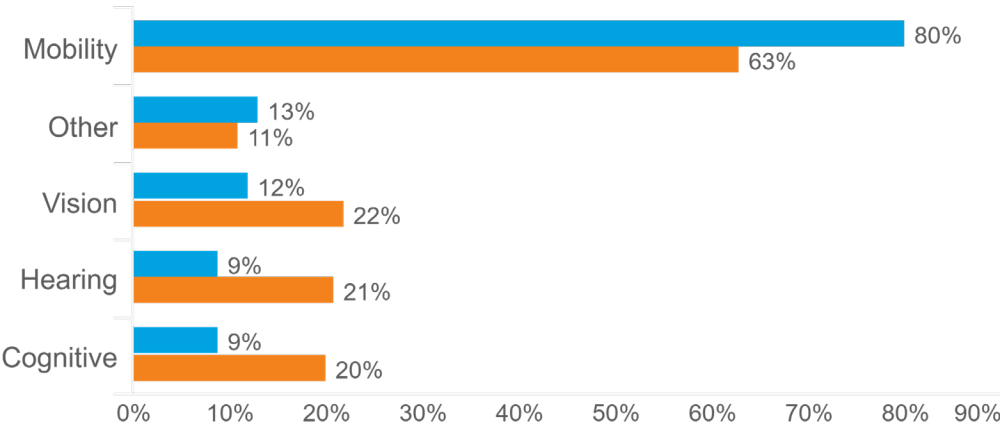


18% of travel parties had a travel party member that required accessibility services
U.S. Norm: 18%

Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party

■ Tucson & Southern Region ■ U.S. Norm





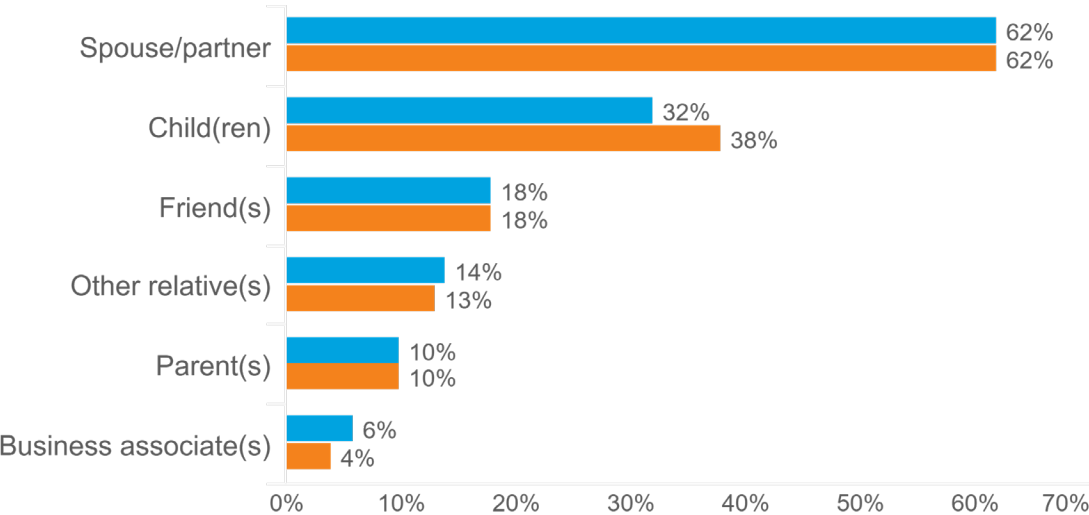
27% of trips only had one person in the travel party

U.S. Norm: **26%**

Composition of Immediate Travel Party

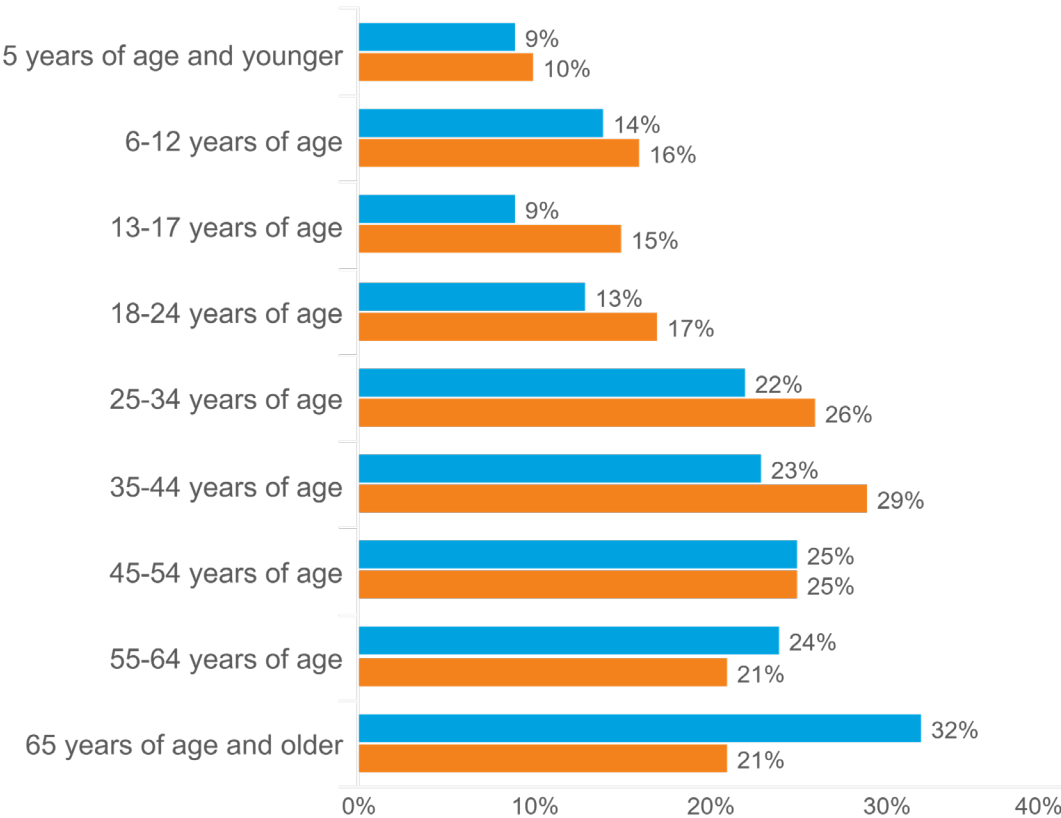
Base: 2024 Overnight Person-Trips that included more than one person
*Child(ren) is based on the relationship to the respondent

Tucson & Southern Region U.S. Norm



Travel Party Age

Tucson & Southern Region U.S. Norm



Transportation Used to get to Destination

62% used their own car/truck to get to their destination

Previous year: 65%

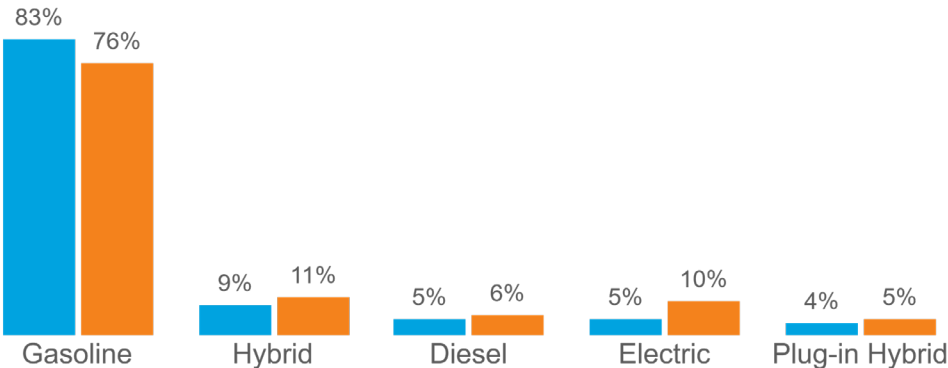
12% used a rental car to get to their destination

Previous year: 10%

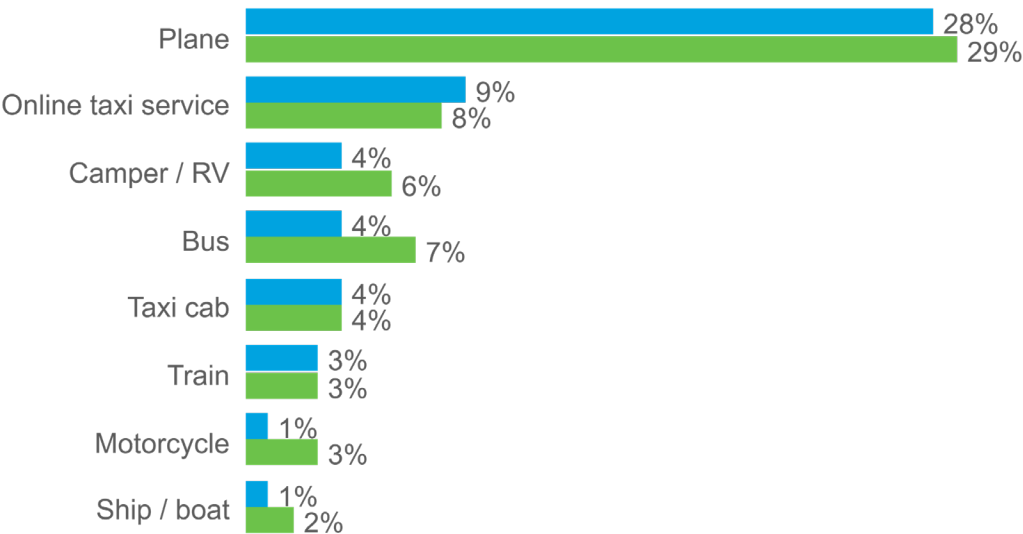


Type of Vehicle Used to get to Destination

Tucson & Southern Region U.S. Norm

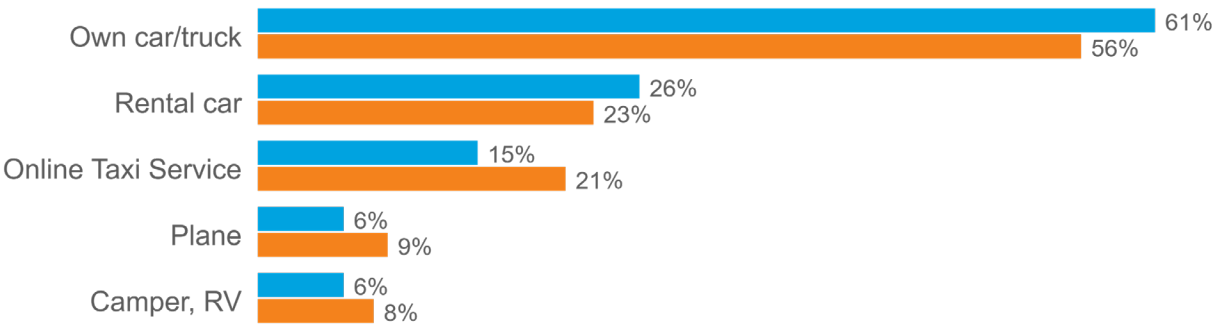


2024 2023



Transportation Used within Destination (Top 5)

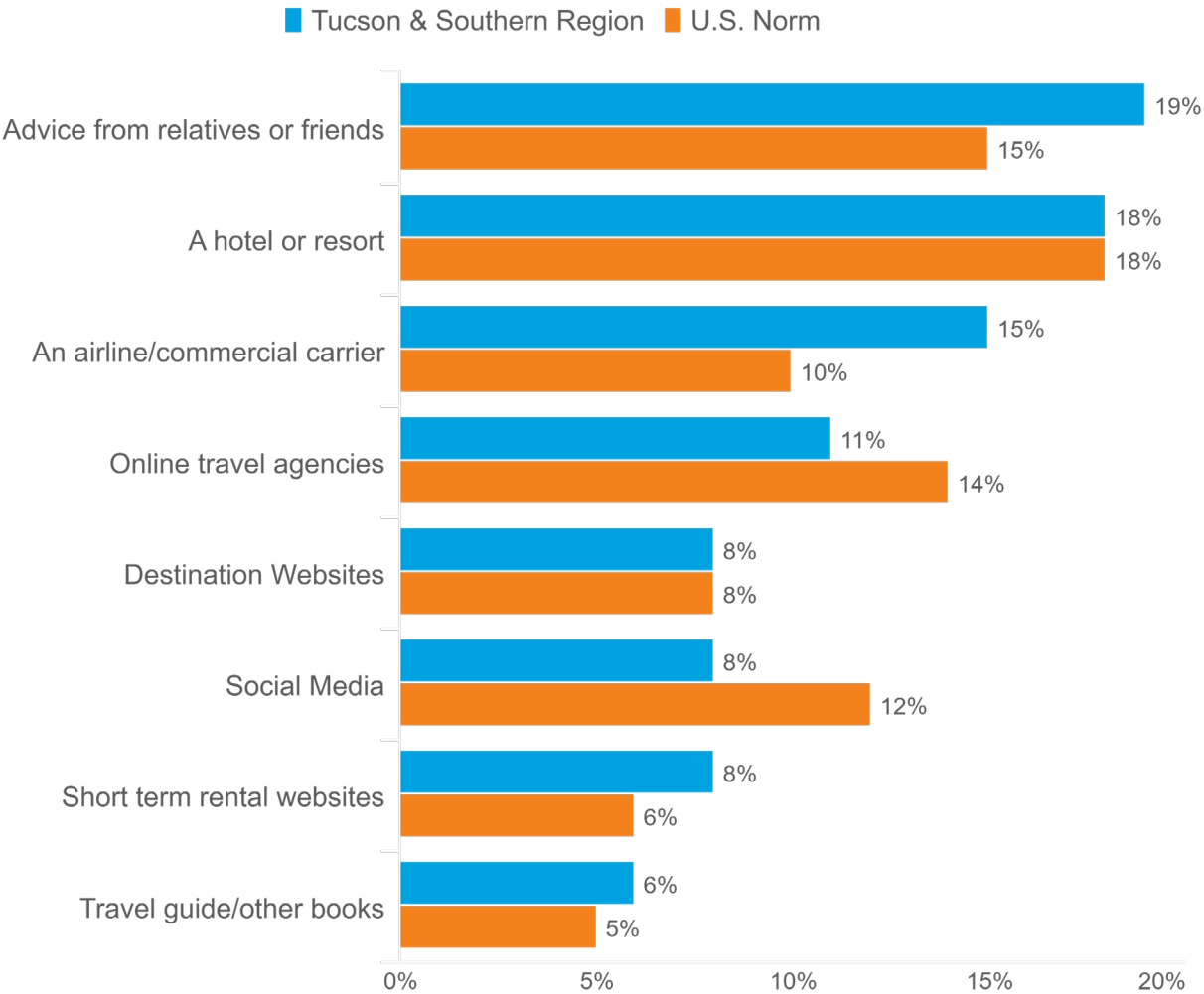
Tucson & Southern Region U.S. Norm



Length of Trip Planning

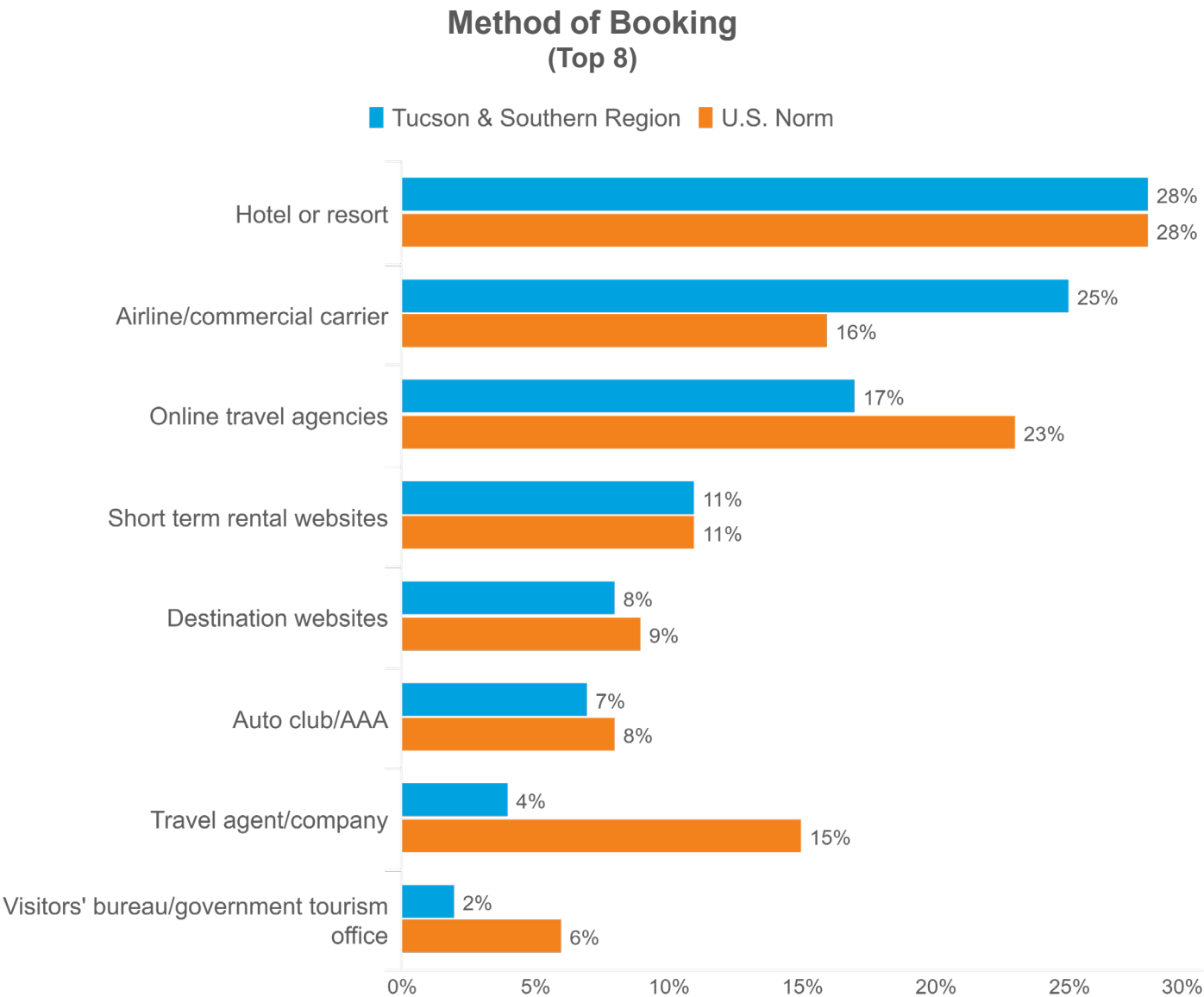
	Tucson & Southern Region	U.S. Norm
1 month or less	33%	32%
2 months	18%	17%
3-5 months	15%	18%
6-12 months	12%	14%
More than 1 year in advance	4%	4%
Did not plan anything in advance	18%	14%

Trip Planning Information Sources (Top 8)










Tucson & Southern Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

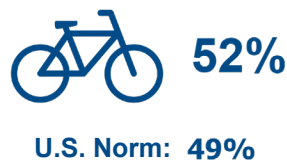


Accommodations (Top 7)

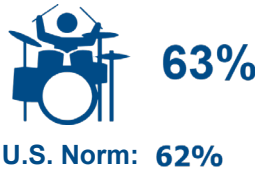
	2024	2023
 Hotel	34%	37%
 Home of friends / relatives	30%	26%
 Motel	14%	13%
 Resort hotel	9%	8%
 Campground / RV park	7%	8%
 Rented home / condo / apartment	7%	6%
 Bed & breakfast	5%	5%

Activity Groupings

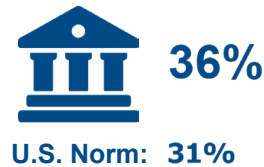
Outdoor Activities



Entertainment Activities



Cultural Activities



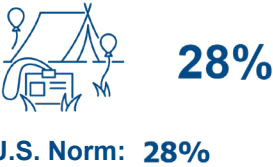
Sporting Activities













Business Activities



Other Activities



Activities and Experiences (Top 10)

	Tucson & Southern Region	U.S. Norm	
	Sightseeing	28%	20%
	Shopping	28%	26%
	Landmark/historic site	21%	13%
	Attending celebration	17%	14%
	Bar/nightclub	17%	16%
	National/state park	16%	8%
	Hiking/backpacking	16%	8%
	Swimming	15%	14%
	Casino	15%	12%
	Museum	14%	12%

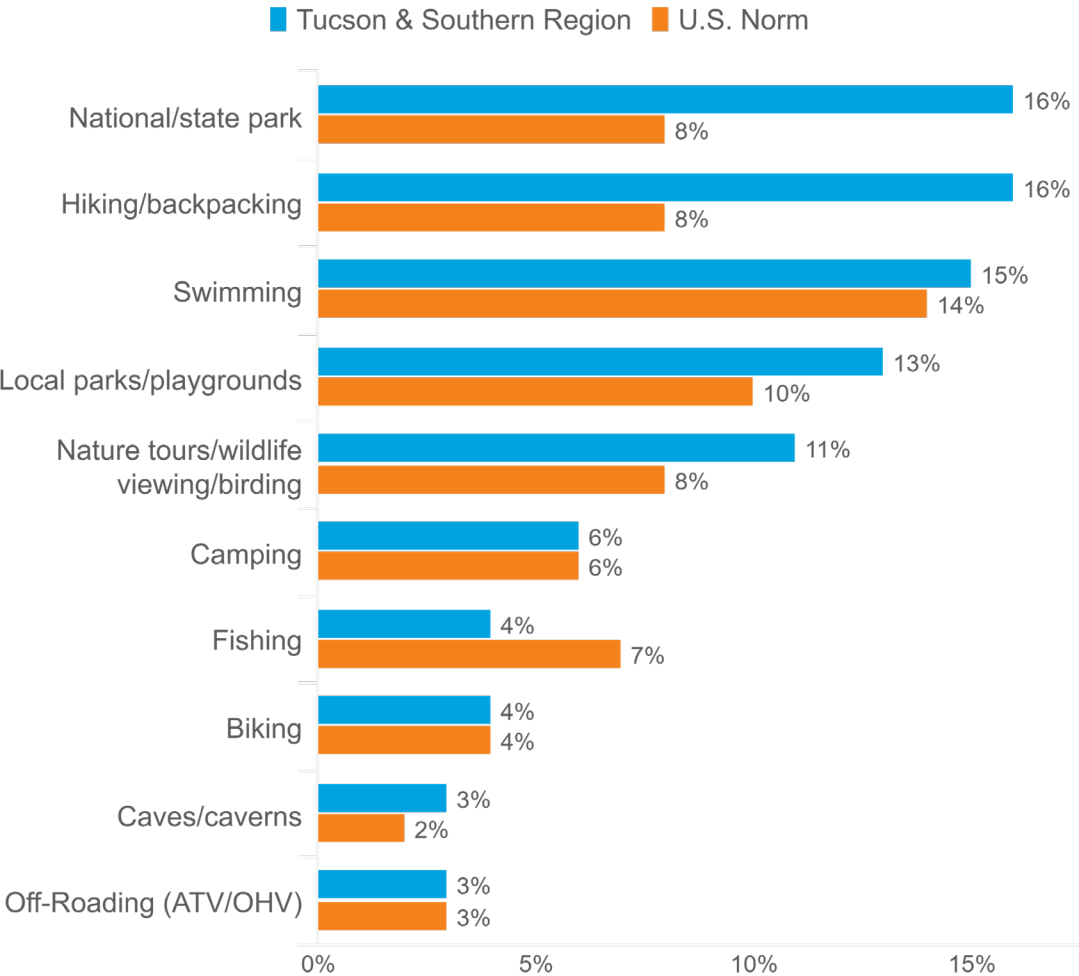


Outdoor Activities

Tucson & Southern
Region
52%

U.S. Norm
49%

Outdoor Activities
(Top 10)



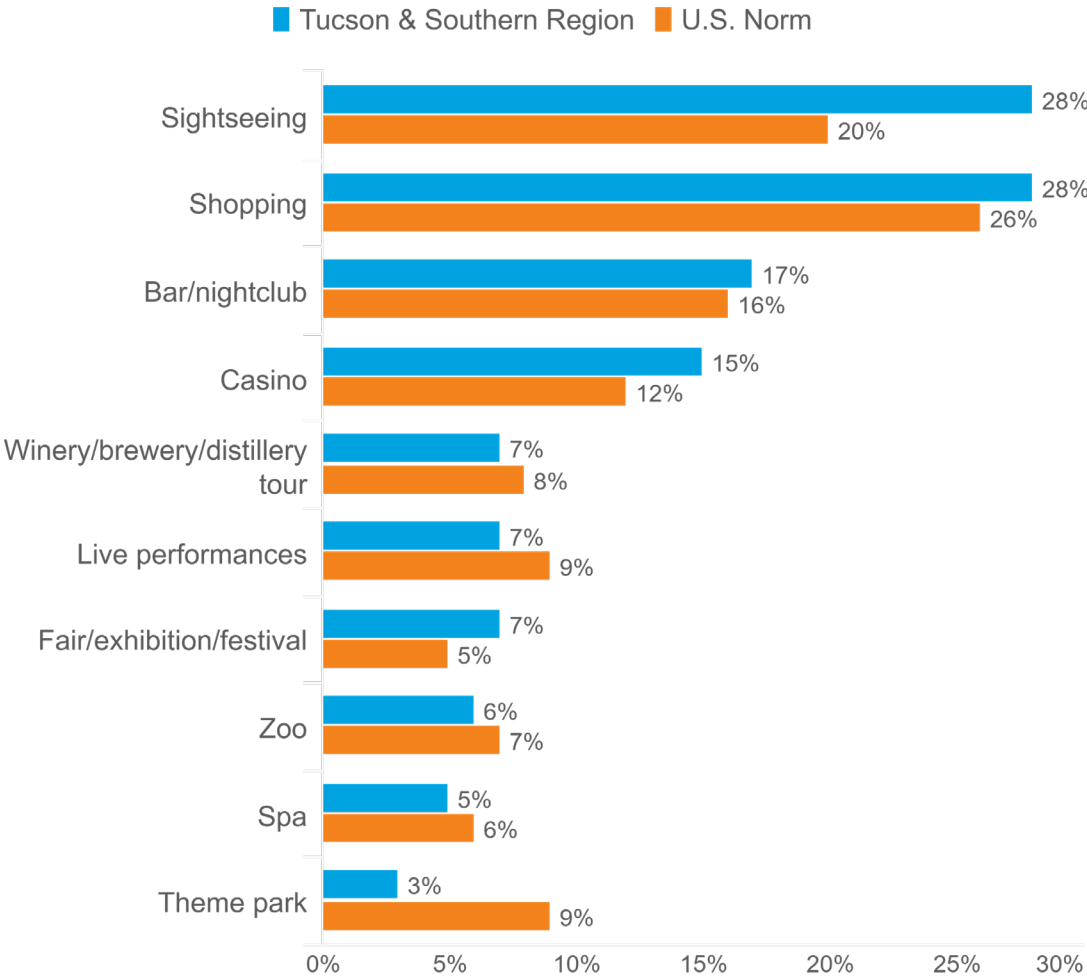


Entertainment Activities

Tucson & Southern
Region
63%

U.S. Norm
62%

Entertainment Activities
(Top 10)



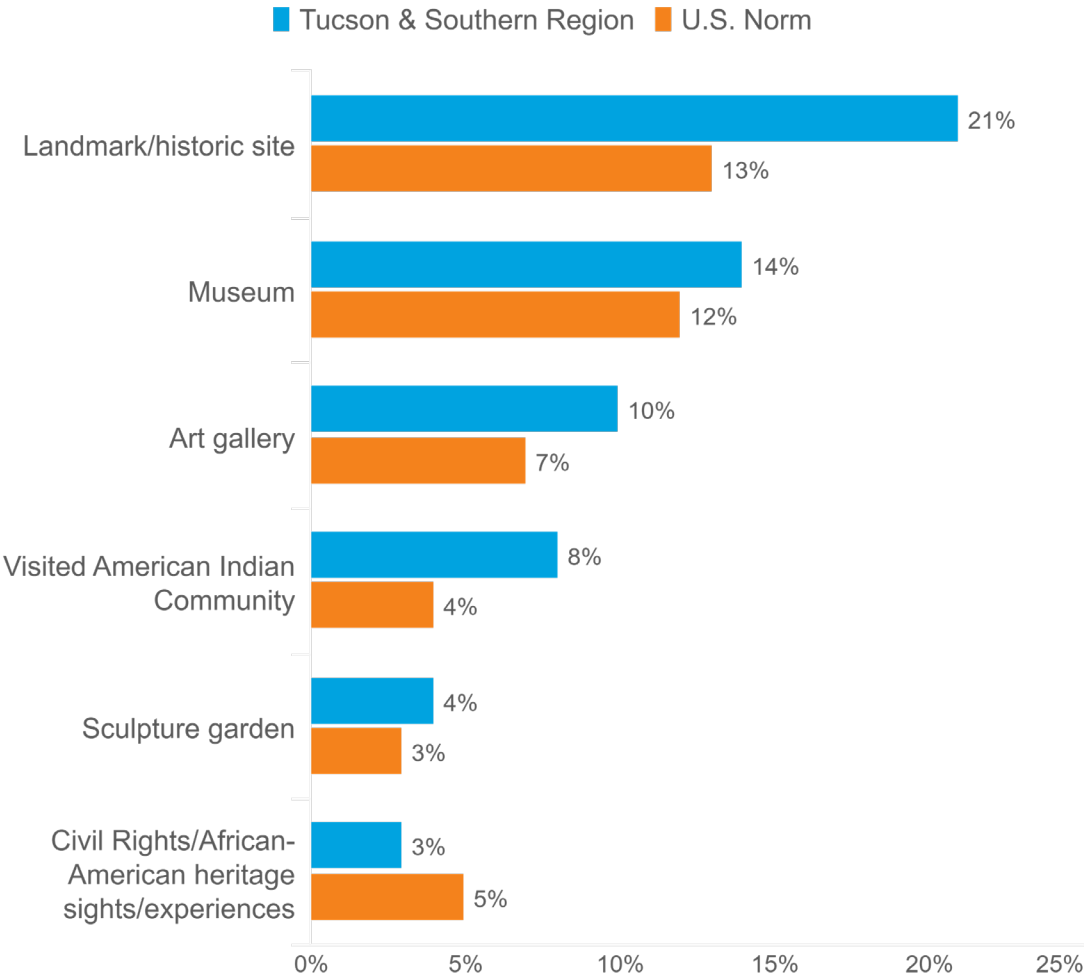


Cultural Activities

Tucson & Southern
Region
36%

U.S. Norm
31%

Cultural Activities



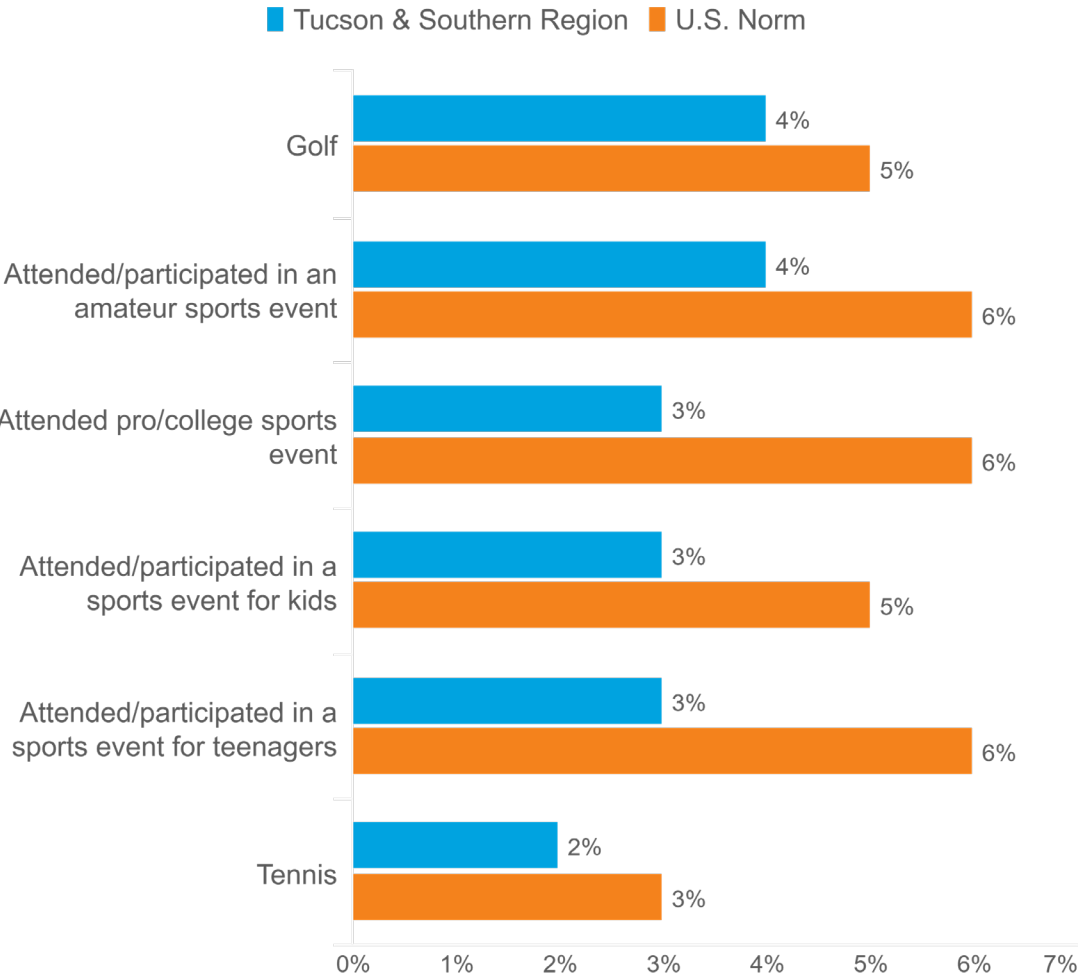


Sporting Activities

Tucson & Southern
Region
16%

U.S. Norm
23%

Sporting Activities



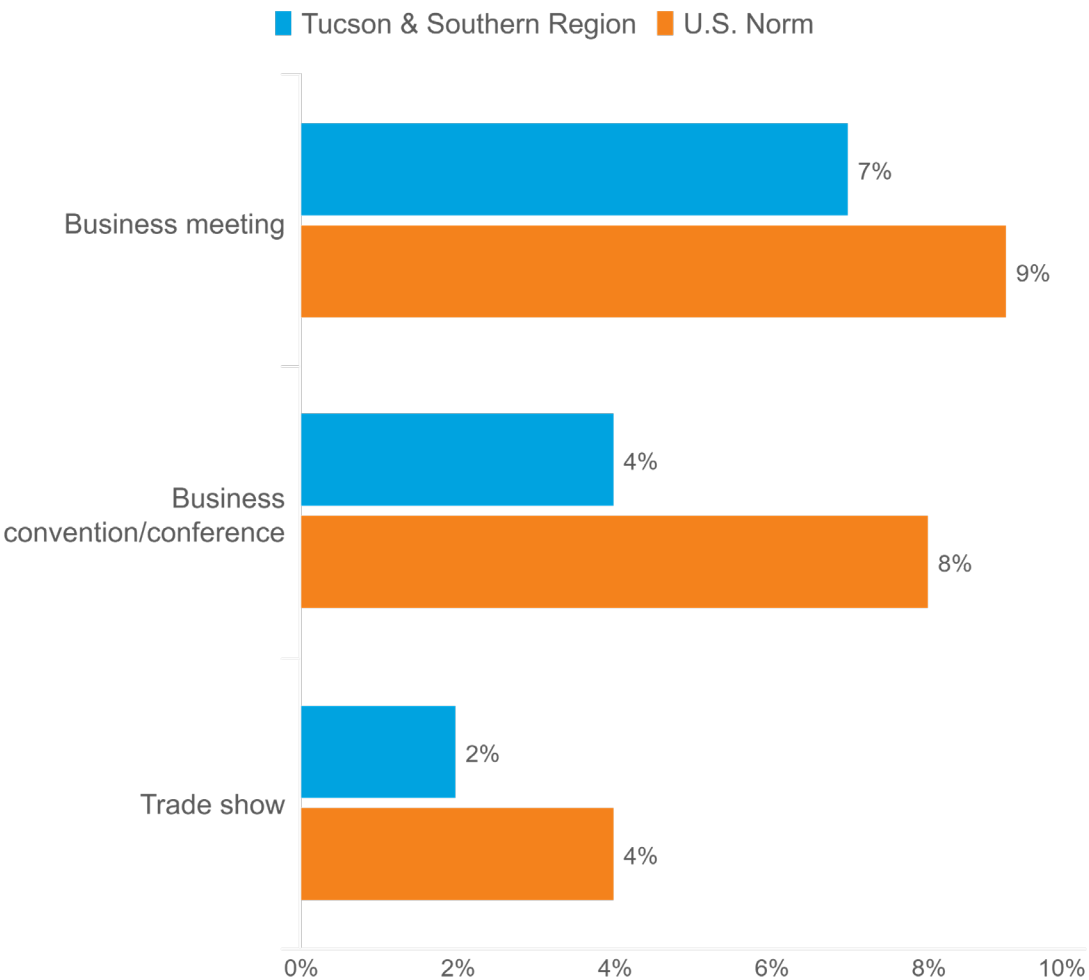


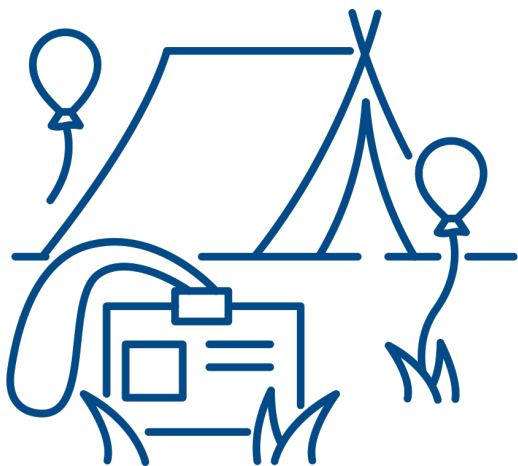
Business Activities

Tucson & Southern
Region
11%

U.S. Norm
17%

Business Activities



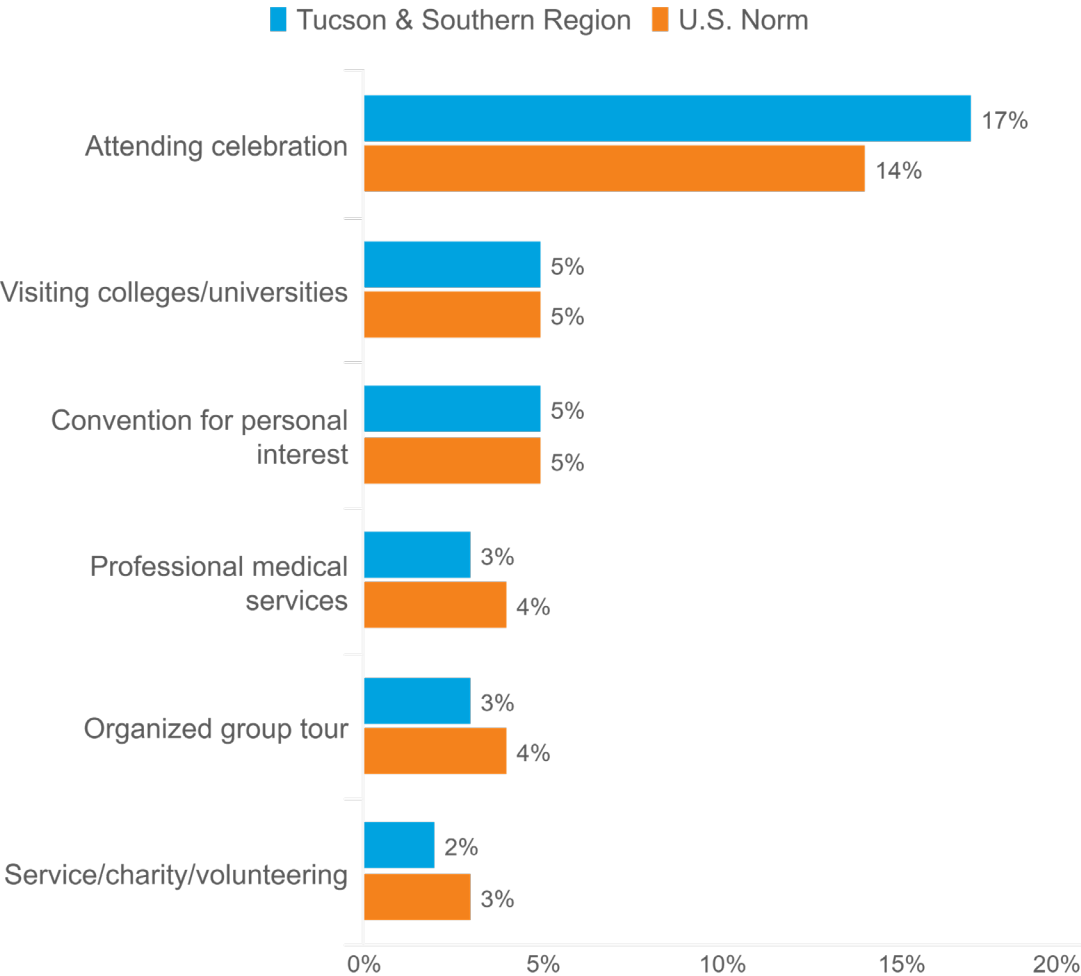


Other Activities

Tucson & Southern
Region
28%

U.S. Norm
28%








Other Activities



Shopping Types on Trip







Base: 2024 Overnight Person-Trips that included Shopping

Tucson & Southern Region U.S. Norm

	Shopping at locally owned businesses	57%	48%
	Convenience/grocery shopping	48%	43%
	Outlet/mall shopping	42%	45%
	Souvenir shopping	40%	37%
	Big box stores (Walmart, Costco)	38%	30%
	Antiquing	21%	12%
	Farmers market	19%	17%

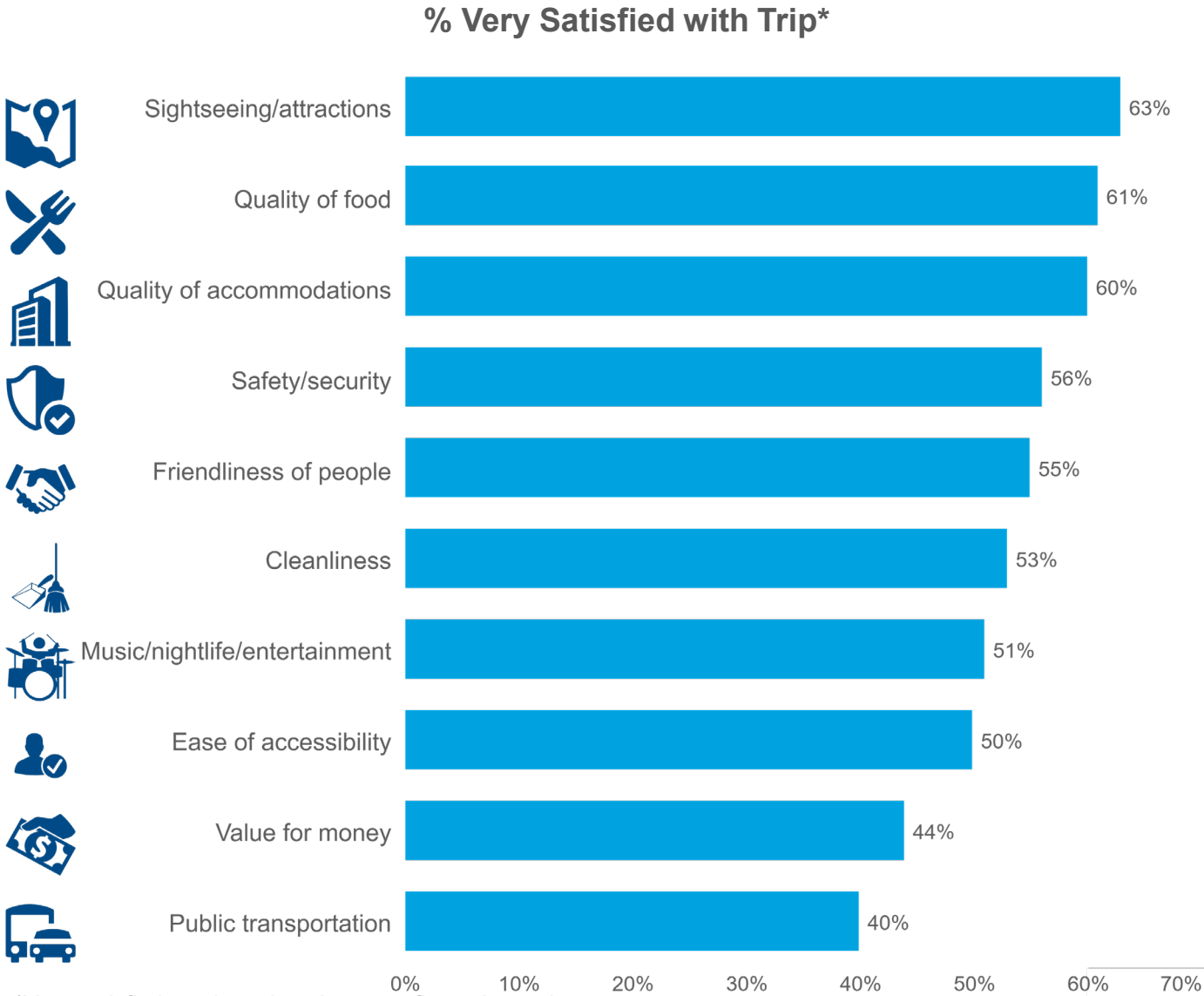
Dining Types on Trip

Tucson & Southern Region U.S. Norm

	Casual dining	60%	57%
	Fast food	43%	45%
	Unique/local food	36%	32%
	Carry-out/food delivery service	23%	24%
	Fine/upscale dining	17%	20%
	Picnicking	10%	10%



71%
of overnight travelers were
very satisfied with their overall
trip experience

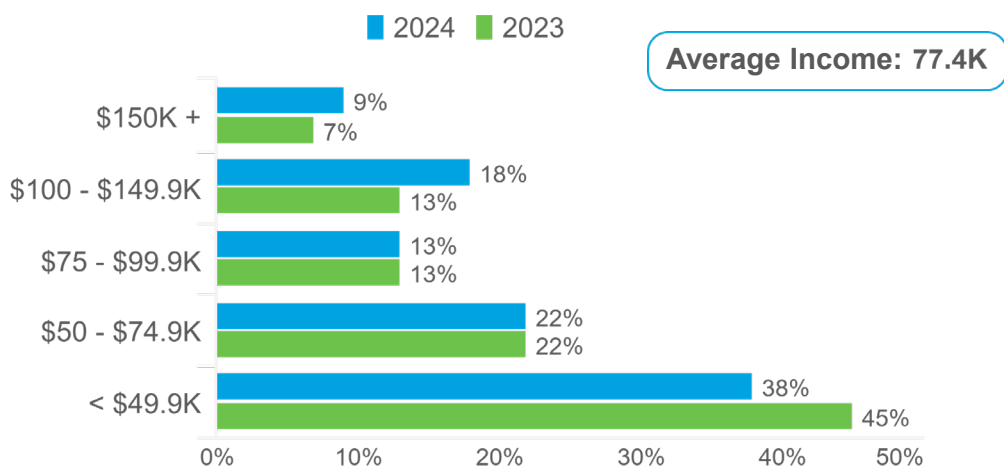


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

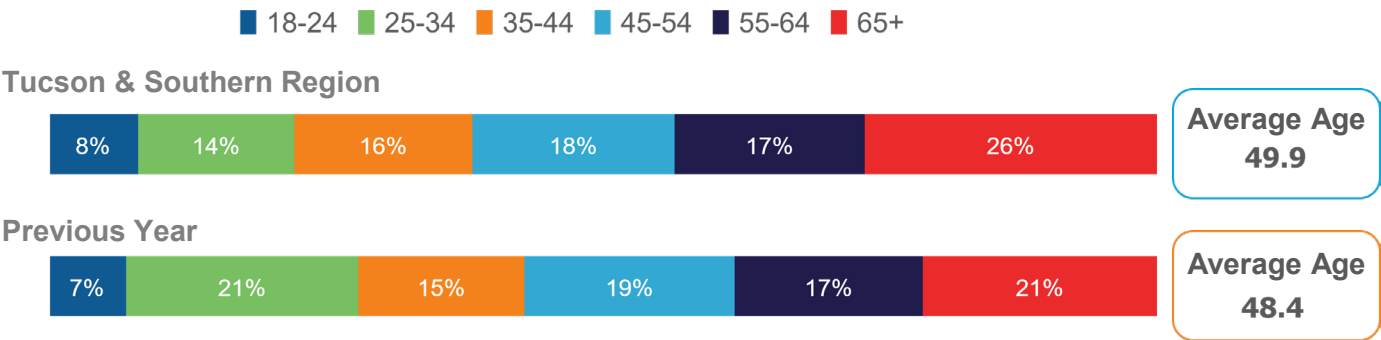
Demographic Profile of Overnight Tucson & Southern Region Visitors

Base: 2024 Overnight Person-Trips

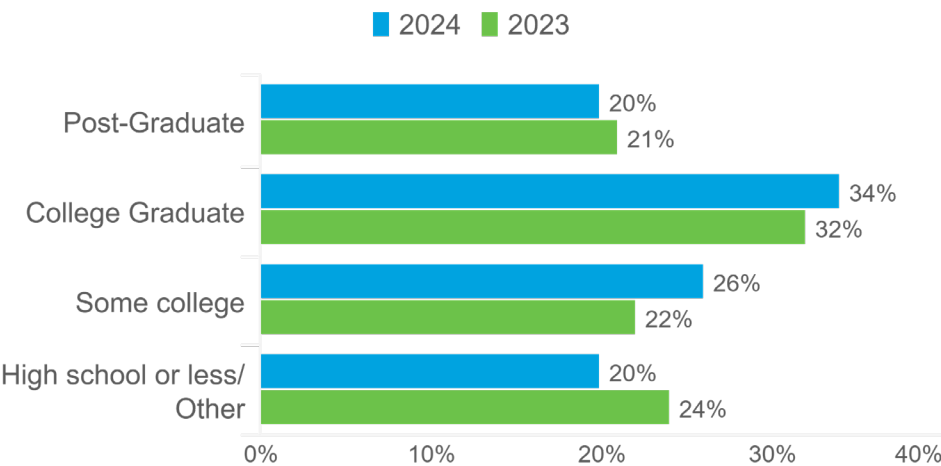
Household Income



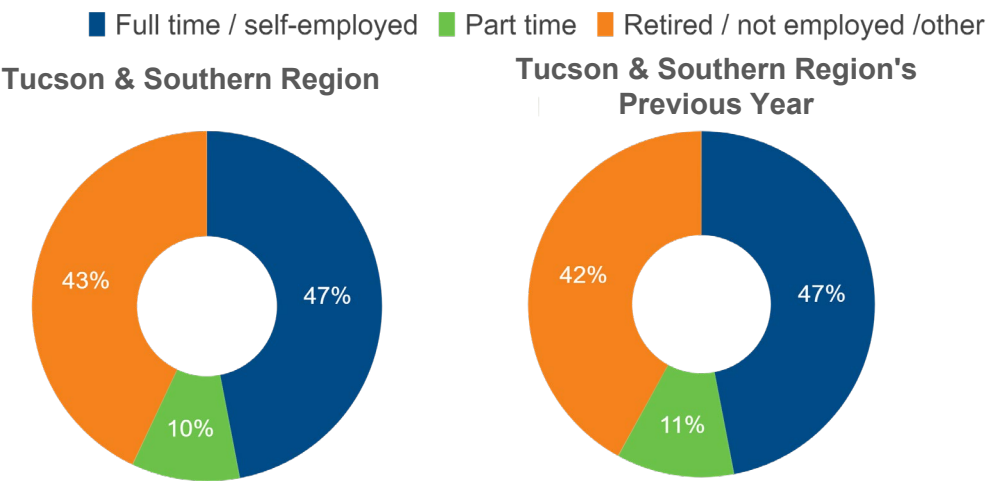
Age



Educational Attainment



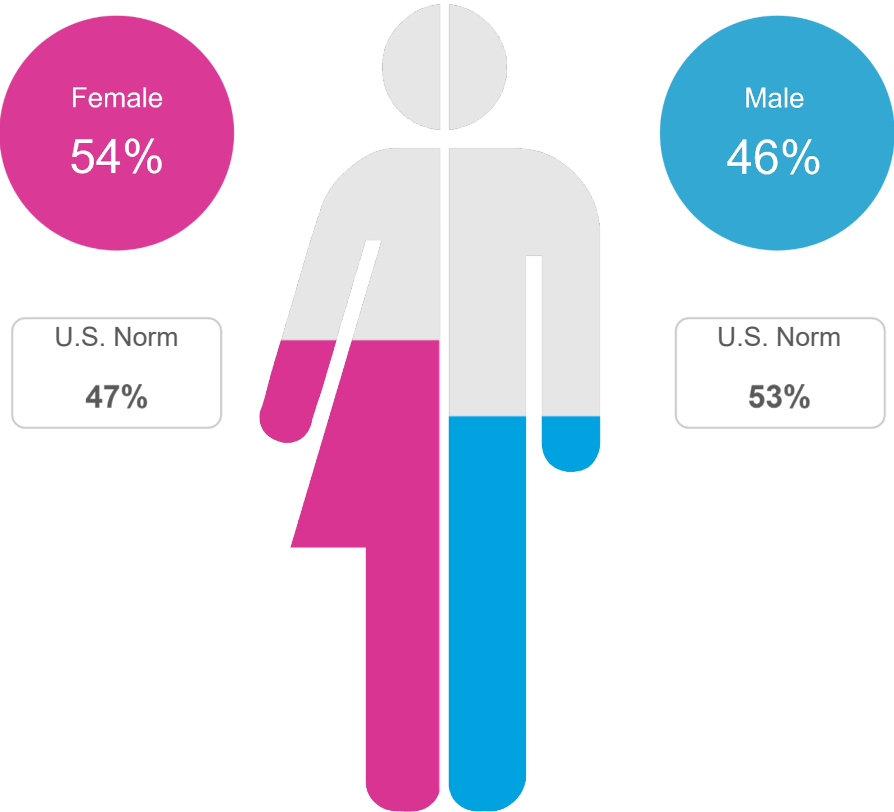
Employment



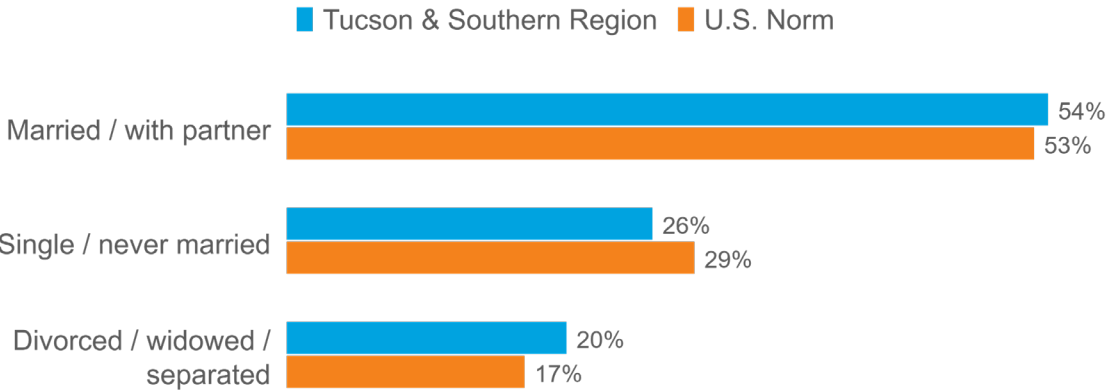
Demographic Profile of Overnight Tucson & Southern Region Visitors

Base: 2024 Overnight Person-Trips

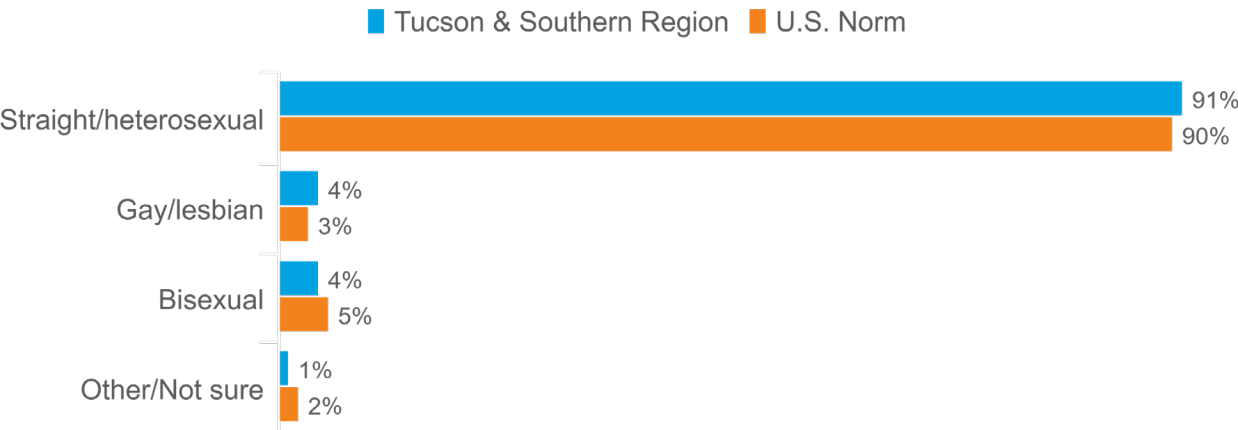
Gender



Marital Status



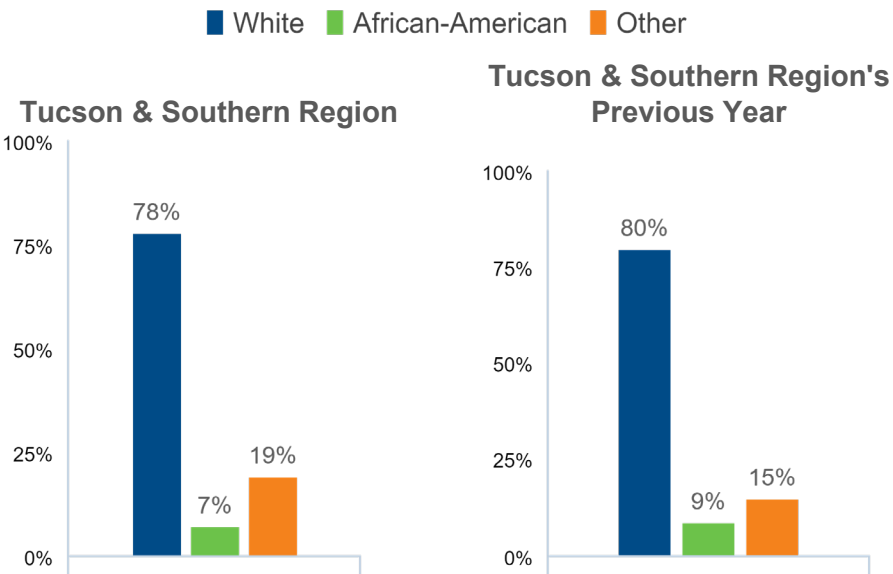
Sexual Orientation



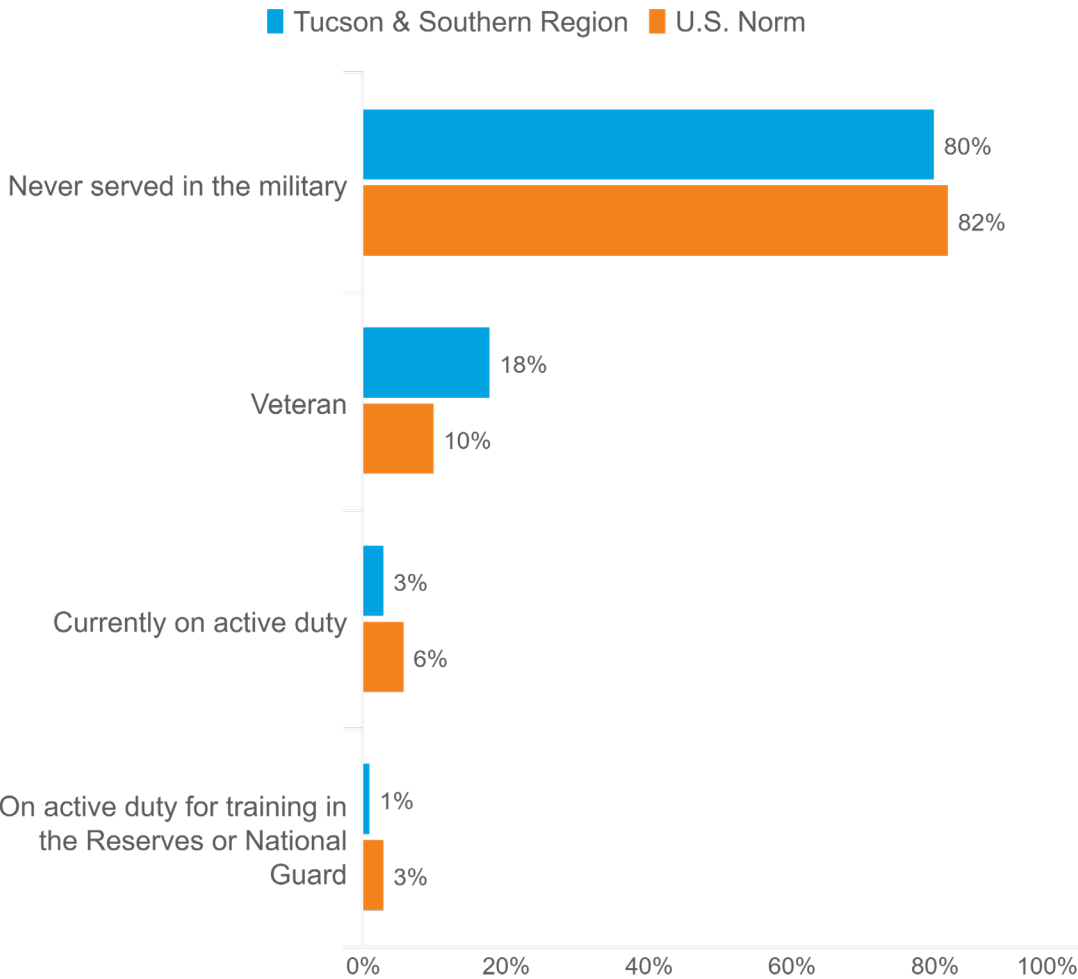
Demographic Profile of Overnight Tucson & Southern Region Visitors

Base: 2024 Overnight Person-Trips

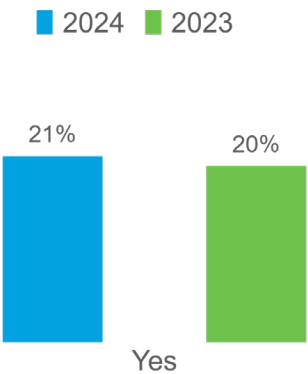
Race



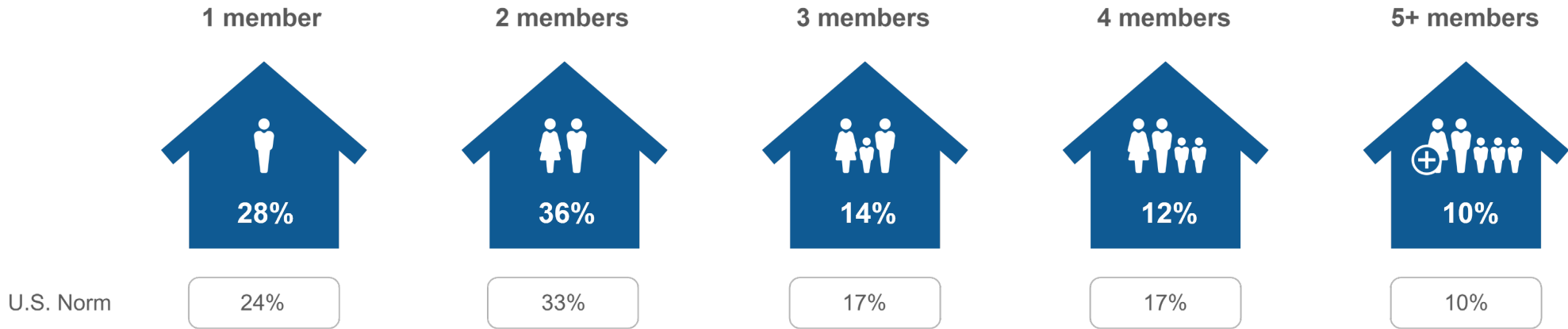
Military Status



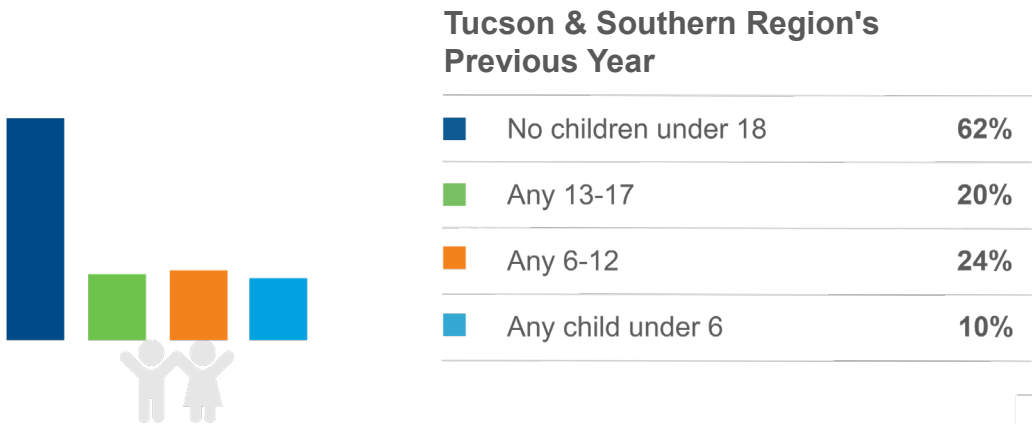
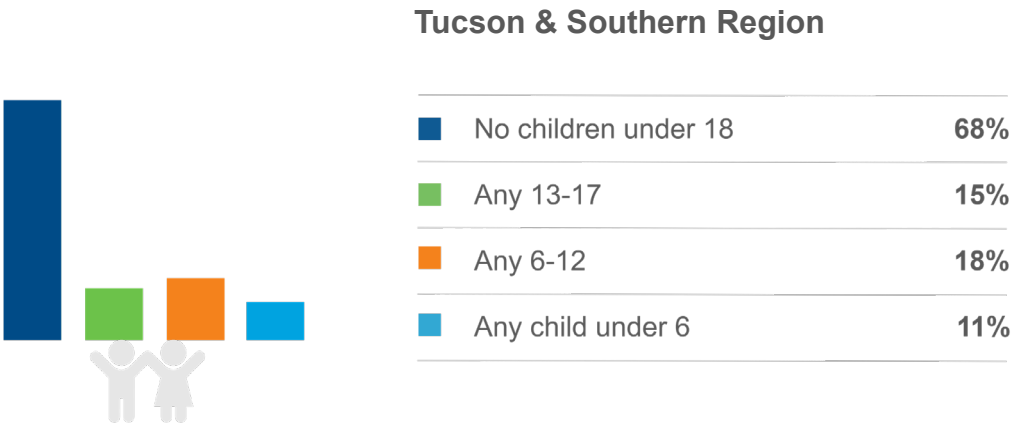
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Phoenix/Scottsdale & Central Region



2024

Introduction

- Longwoods International began tracking domestic American travelers in 1985 and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.
- This report provides an overview for Phoenix/Scottsdale & Central Region’s domestic tourism business in 2024.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Phoenix/Scottsdale & Central Region, the following sample was achieved in 2024:

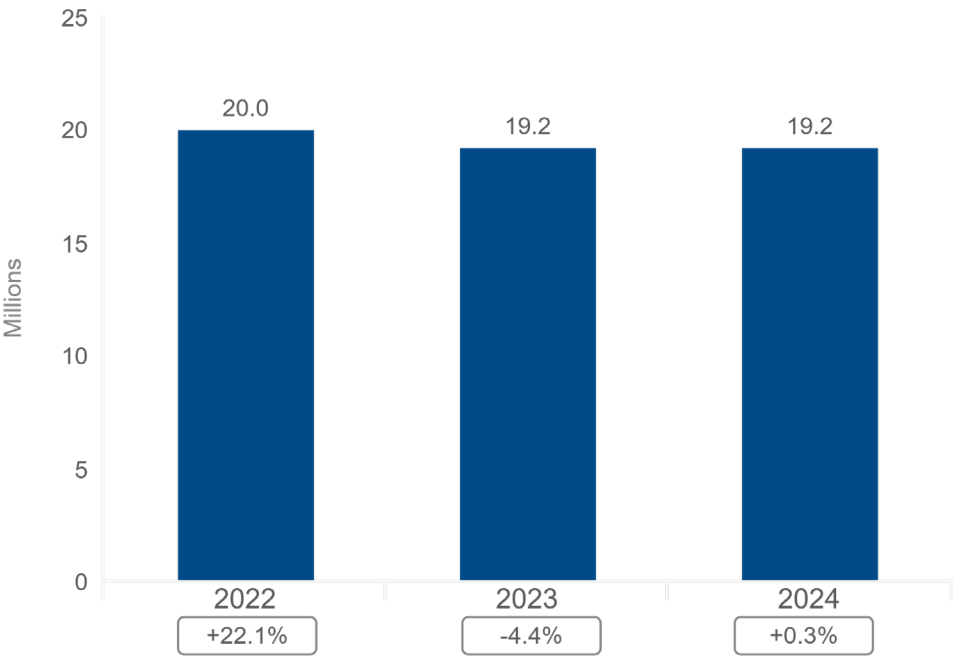


Overnight Base Size

2,291

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Overnight Trips to Phoenix/Scottsdale & Central Region



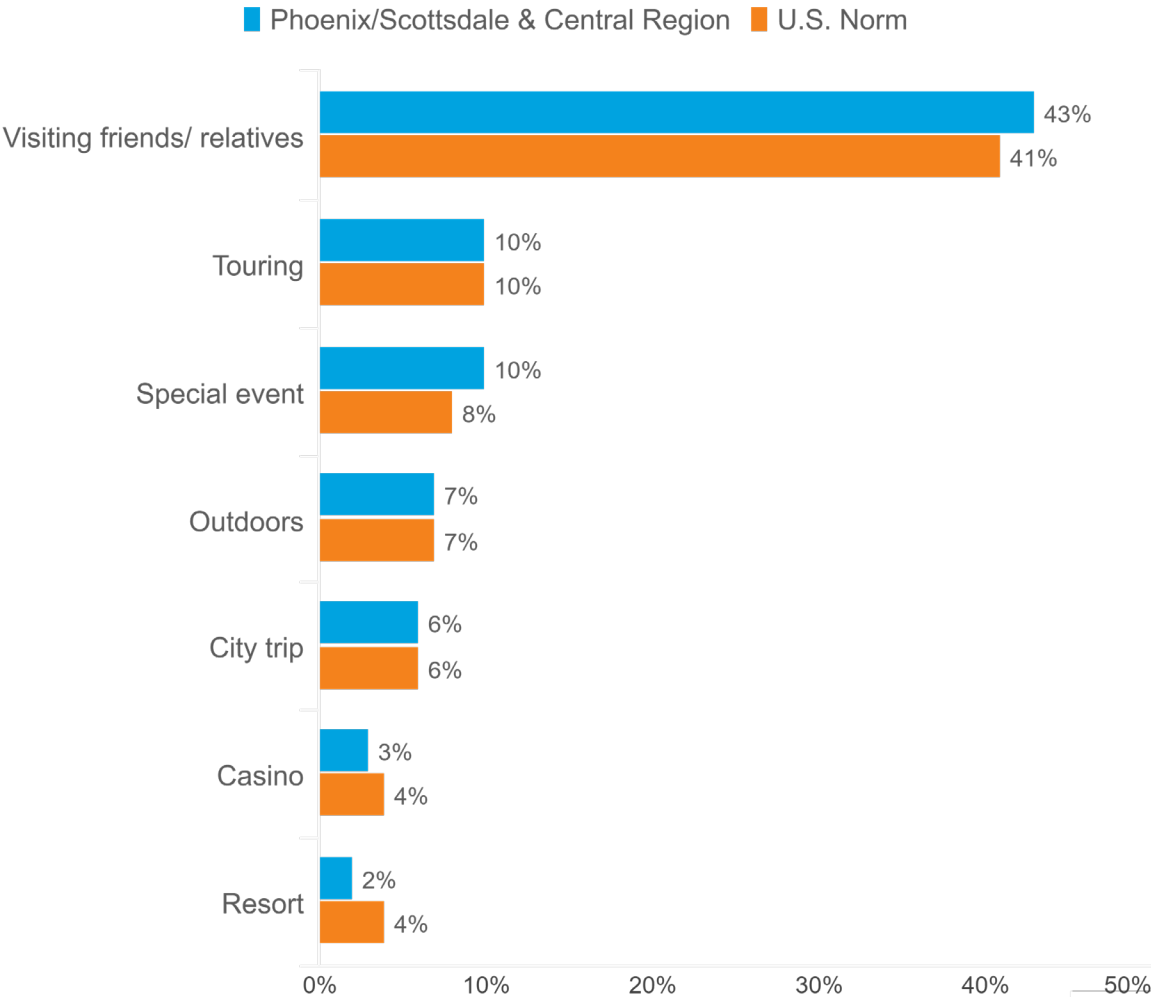
Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

Main Purpose of Trip

	2024
Visiting friends/ relatives	43%
Touring	10%
Special event	10%
Outdoors	7%
City trip	6%
Other business trip	6%
Business-Leisure	5%
Conference/ Convention	3%
Casino	3%
Resort	2%
Golf Trip	2%
Theme park	1%
Cruise	1%
Ski/Snowboarding	<1%

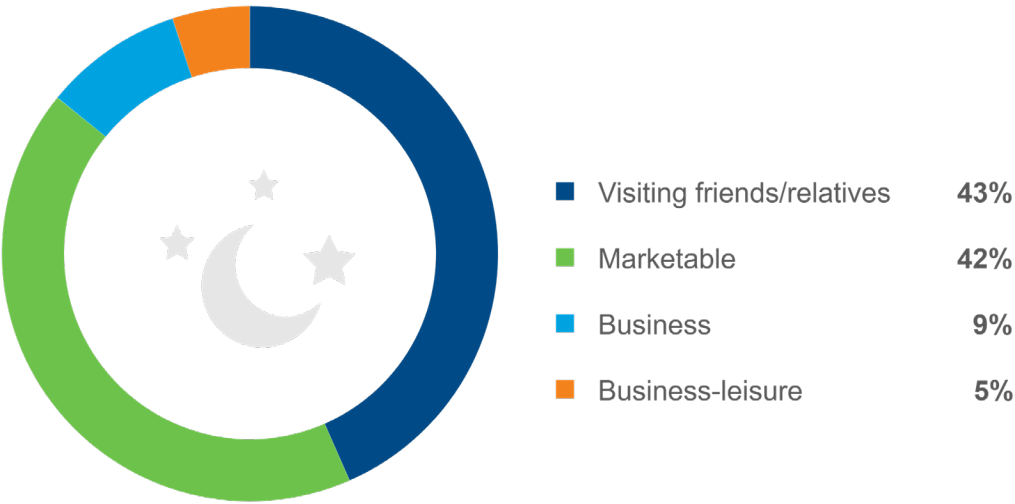
Main Purpose of Leisure Trip (Top 7)



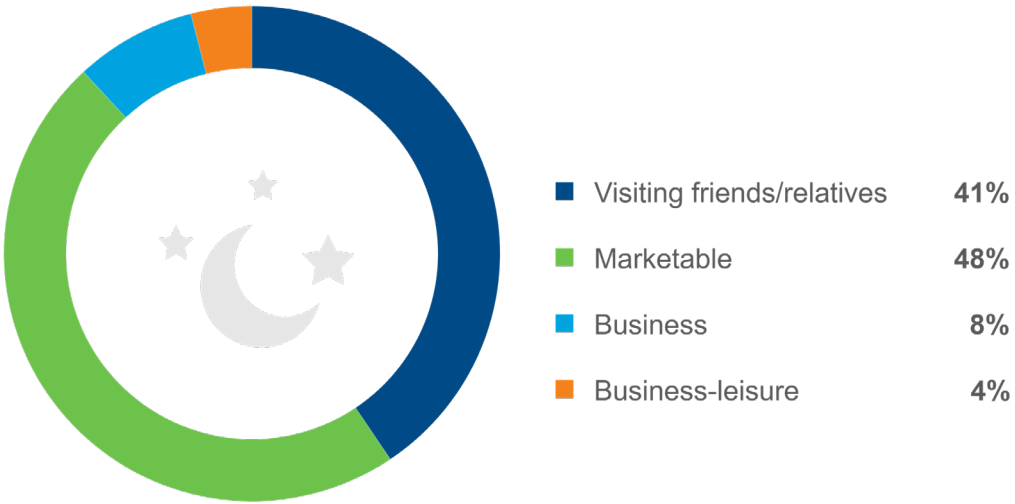
Structure of the Phoenix/Scottsdale & Central Region Overnight Travel Market

Base: 2024 Overnight Person-Trips

2024 Phoenix/Scottsdale & Central Region Overnight Trips

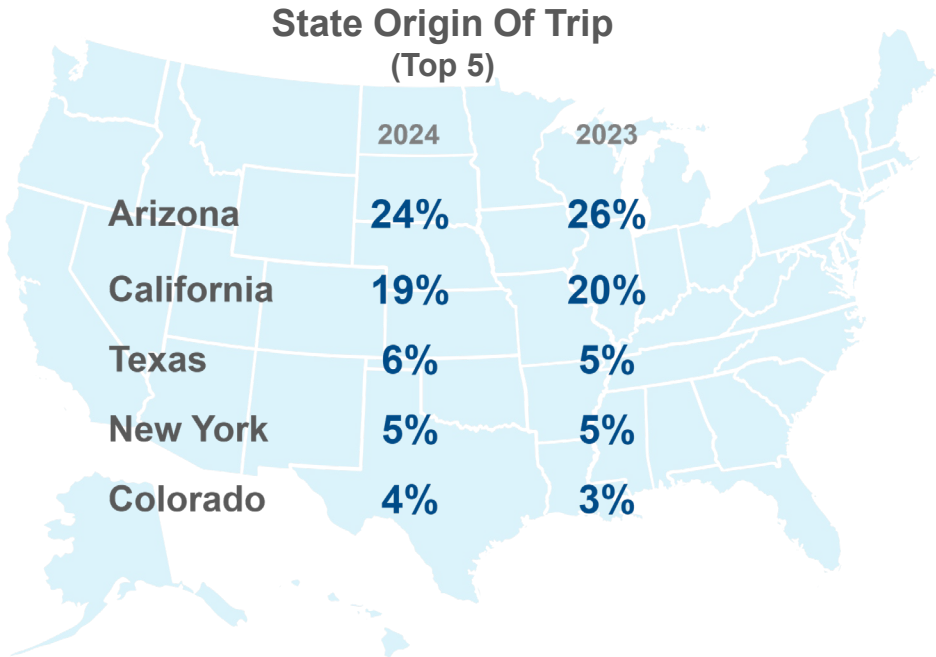


2024 U.S. Overnight Trips



Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips



DMA Origin Of Trip
(Top 10)

	2024	2023
Phoenix, AZ	18%	19%
Los Angeles, CA	13%	12%
Tucson (Nogales), AZ	5%	6%
New York, NY	5%	5%
Denver, CO	4%	2%
Chicago, IL	3%	3%
Las Vegas, NV	3%	3%
Dallas-Ft. Worth, TX	3%	2%
San Francisco-Oakland-San Jose, CA	2%	2%
Seattle-Tacoma, WA	2%	1%

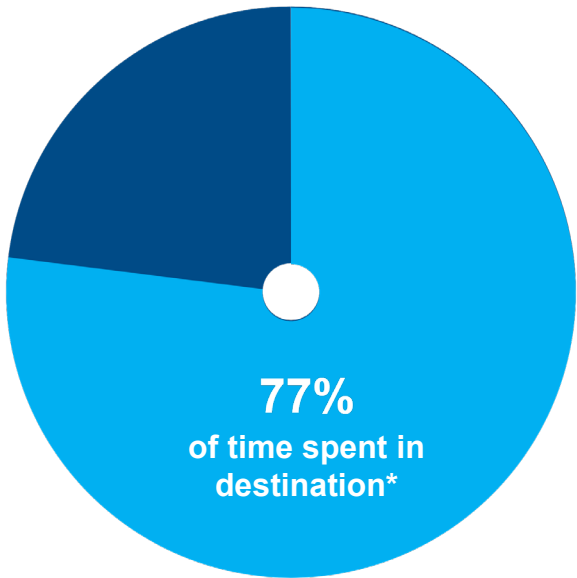
Past Visitation to Phoenix/Scottsdale & Central Region

- 80% of overnight travelers to Phoenix/Scottsdale & Central Region are repeat visitors
- 59% of overnight travelers to Phoenix/Scottsdale & Central Region had visited before in the past 12 months

Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

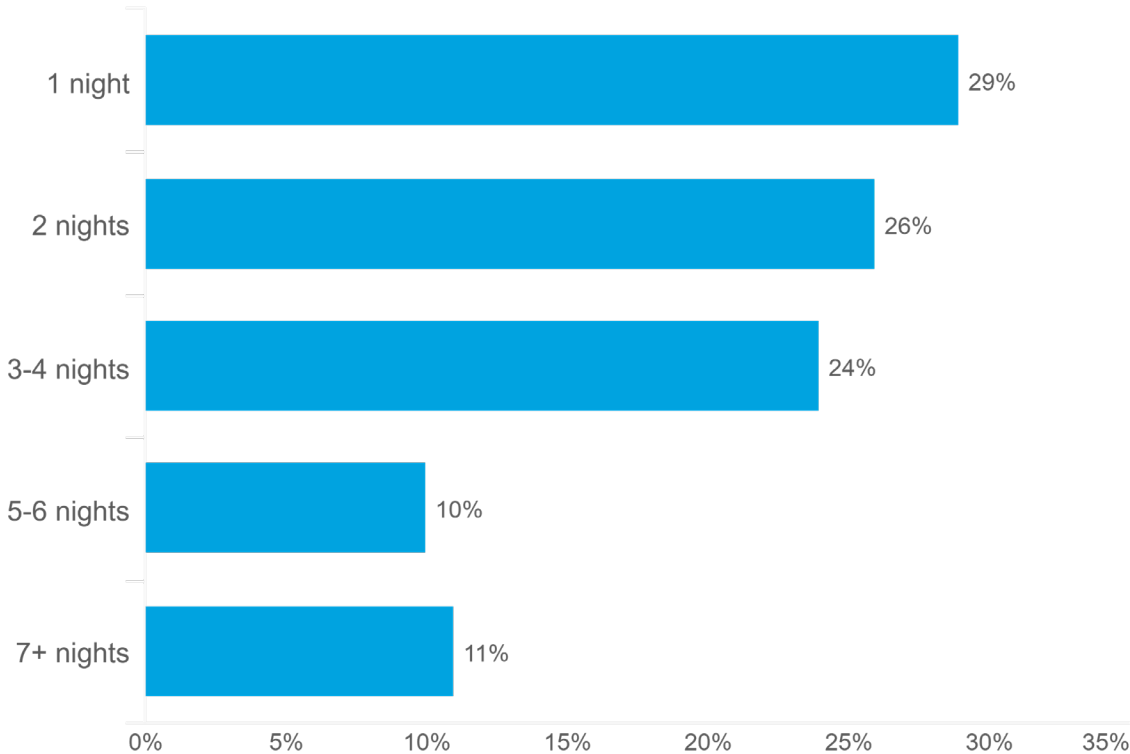
Base: 2024 Overnight Person-Trips

Total Nights Away on Trip



➔
Of the nights
spent in the
destination

Nights Spent in Phoenix/Scottsdale & Central Region



Phoenix/Scottsdale & Central
Region
4.4
Average Nights

U.S. Norm
3.7
Average Nights

Average number
of nights
3.4

Average last
year
3.3

*Share of total trip nights away that were spent within Arizona's Phoenix/Scottsdale & Central Region

Size of Travel Party

■ Adults ■ Children

*Children is based on age, anyone under the age of 18

Phoenix/Scottsdale & Central Region



Average number of people

U.S. Norm



Average number of people

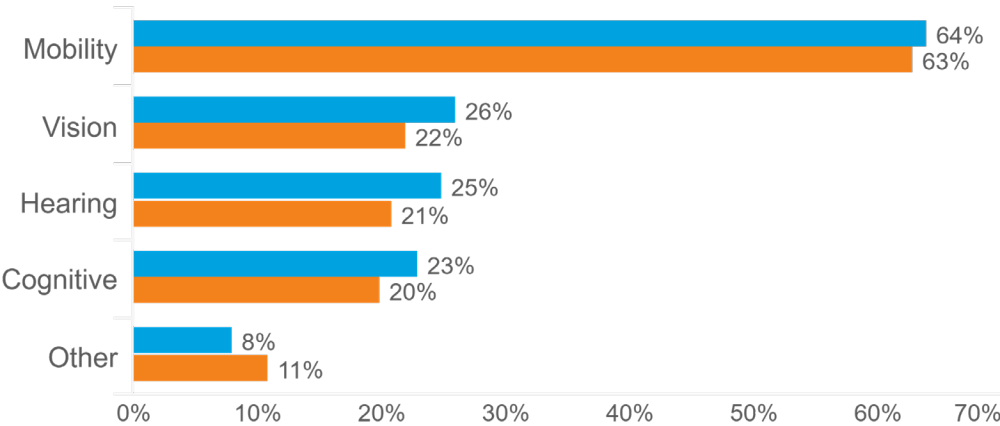


21% of travel parties had a travel party member that required accessibility services
U.S. Norm: 18%

Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party

■ Phoenix/Scottsdale & Central Region ■ U.S. Norm





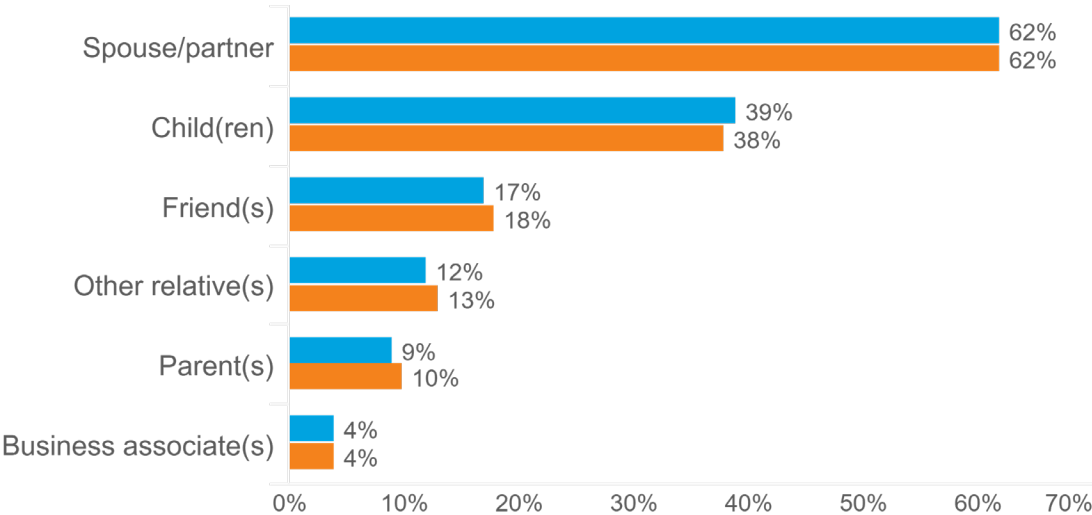
27% of trips only had one person in the travel party

U.S. Norm: 26%

Composition of Immediate Travel Party

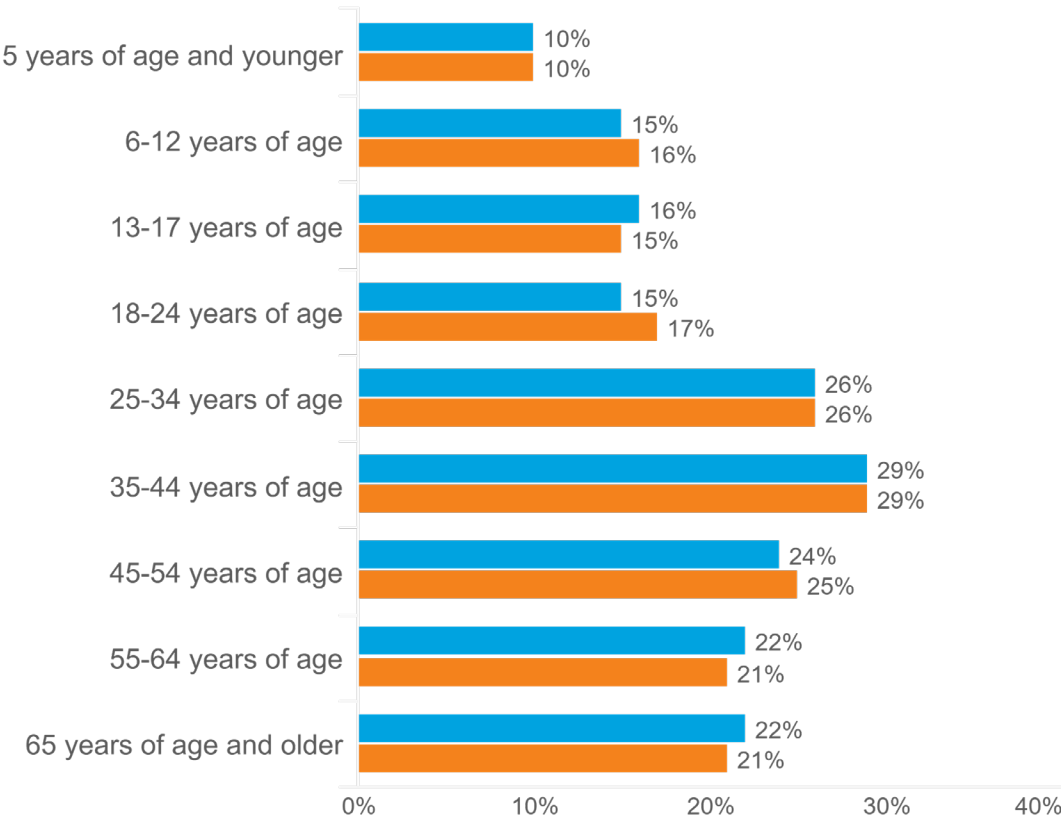
Base: 2024 Overnight Person-Trips that included more than one person
*Child(ren) is based on the relationship to the respondent

■ Phoenix/Scottsdale & Central Region ■ U.S. Norm



Travel Party Age

■ Phoenix/Scottsdale & Central Region ■ U.S. Norm



Transportation Used to get to Destination

56% used their own car/truck to get to their destination

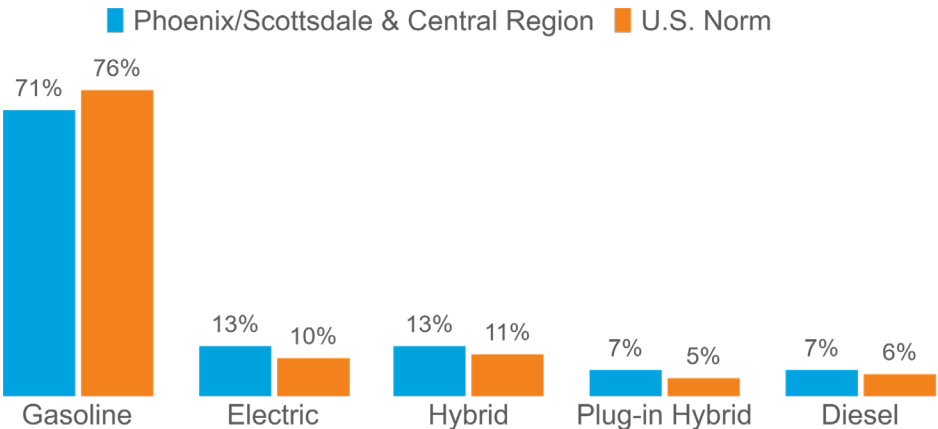
Previous year: **59%**

16% used a rental car to get to their destination

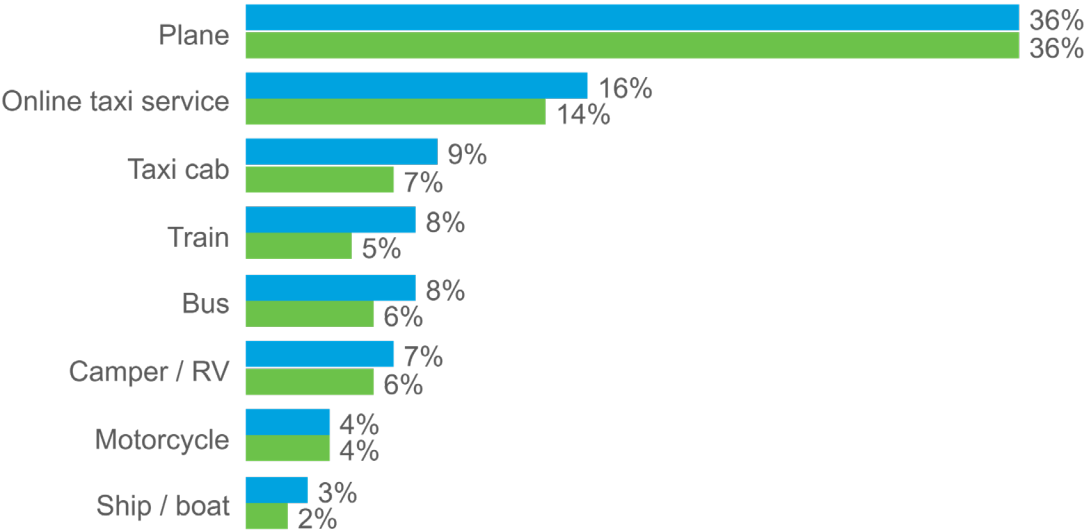
Previous year: **15%**



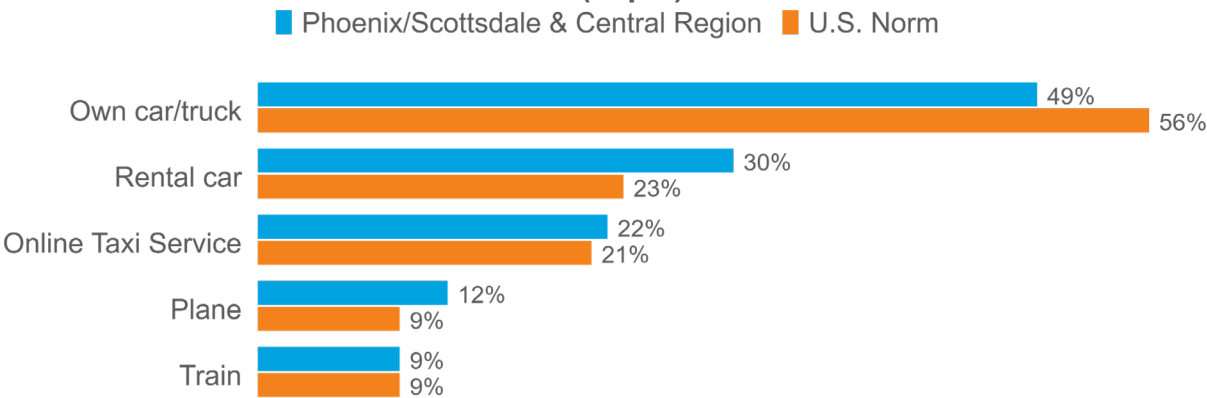
Type of Vehicle Used to get to Destination



■ 2024 ■ 2023



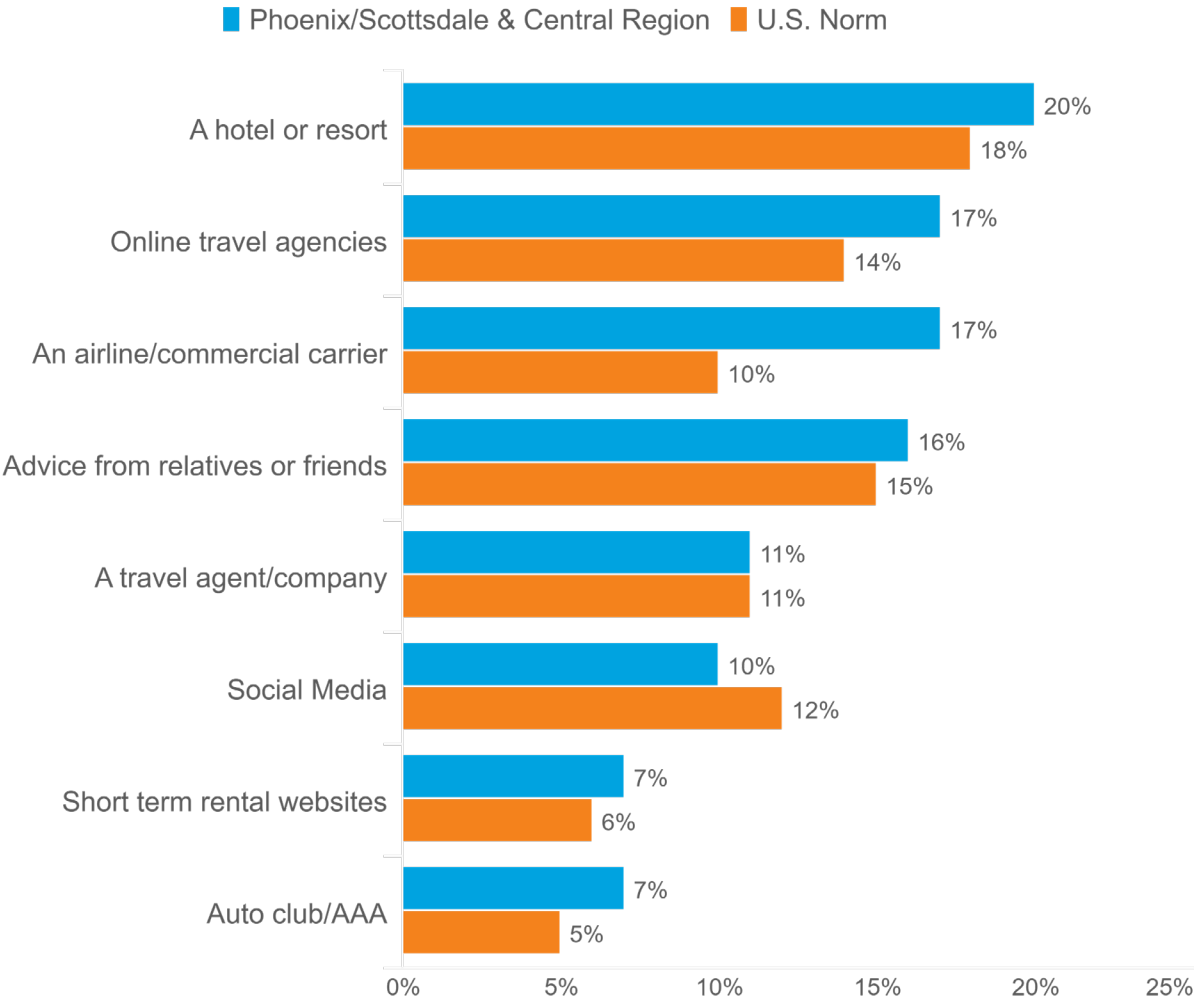
Transportation Used within Destination (Top 5)



Length of Trip Planning

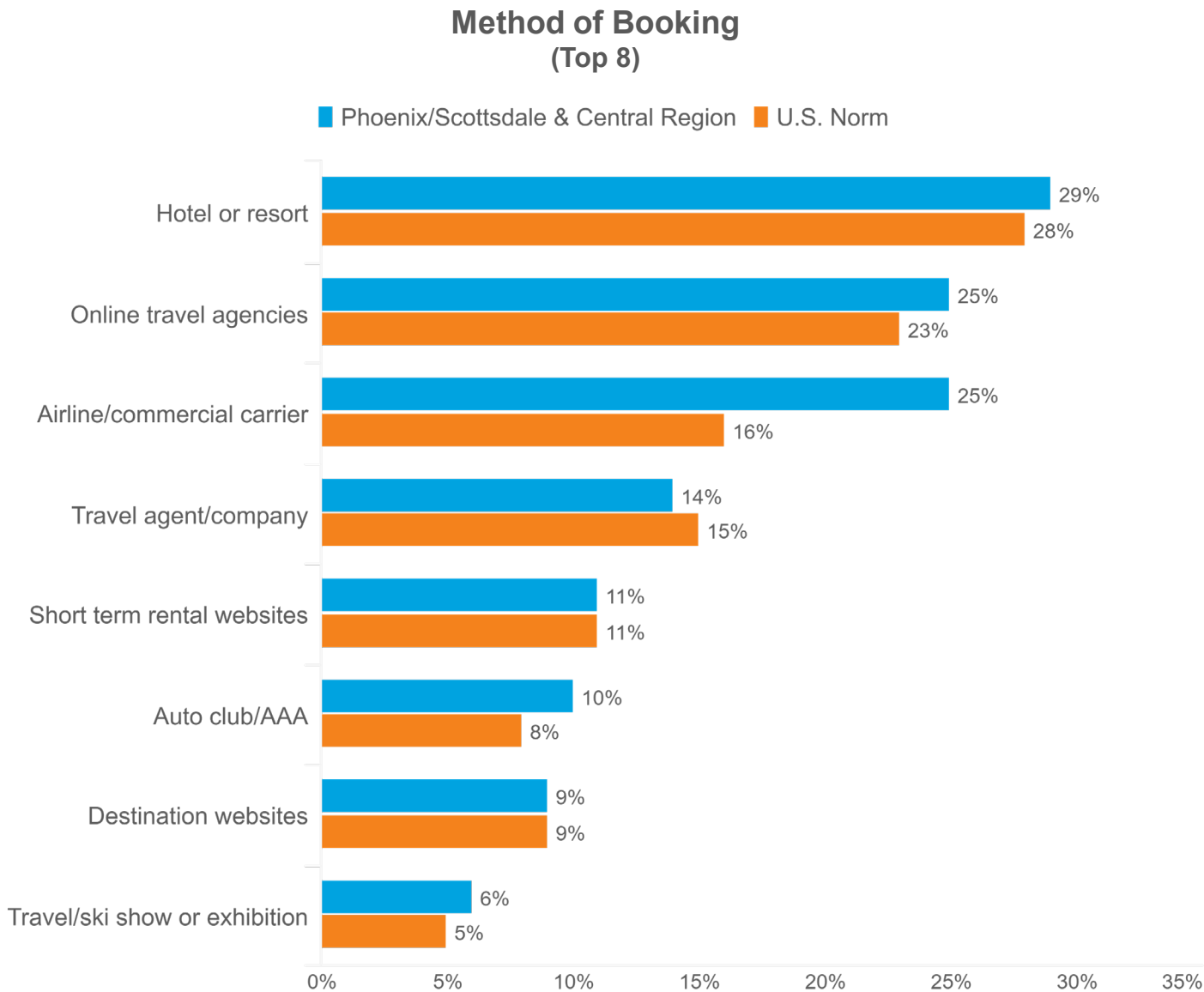
	Phoenix/Scottsdale & Central Region	U.S. Norm
1 month or less	28%	32%
2 months	20%	17%
3-5 months	22%	18%
6-12 months	14%	14%
More than 1 year in advance	4%	4%
Did not plan anything in advance	12%	14%

Trip Planning Information Sources (Top 8)










Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

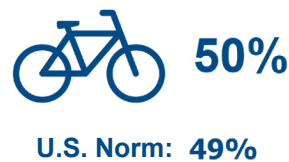


Accommodations (Top 7)

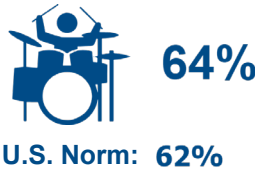
	2024	2023
 Hotel	41%	42%
 Home of friends / relatives	22%	24%
 Resort hotel	12%	14%
 Motel	11%	11%
 Rented home / condo / apartment	10%	9%
 Bed & breakfast	9%	7%
 Own condo / apartment / cabin / second home	6%	6%

Activity Groupings

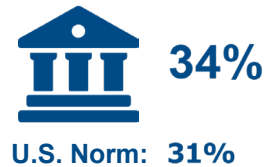
Outdoor Activities



Entertainment Activities



Cultural Activities



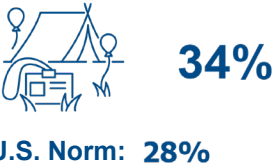
Sporting Activities













Business Activities



Other Activities



Activities and Experiences (Top 10)

	Phoenix/Scottsdale & Central Region	U.S. Norm
 Shopping	27%	26%
 Sightseeing	19%	20%
 Attending celebration	17%	14%
 Bar/nightclub	16%	16%
 Swimming	14%	14%
 Landmark/historic site	14%	13%
 Casino	12%	12%
 Museum	11%	12%
 Hiking/backpacking	11%	8%
 Business meeting	11%	9%

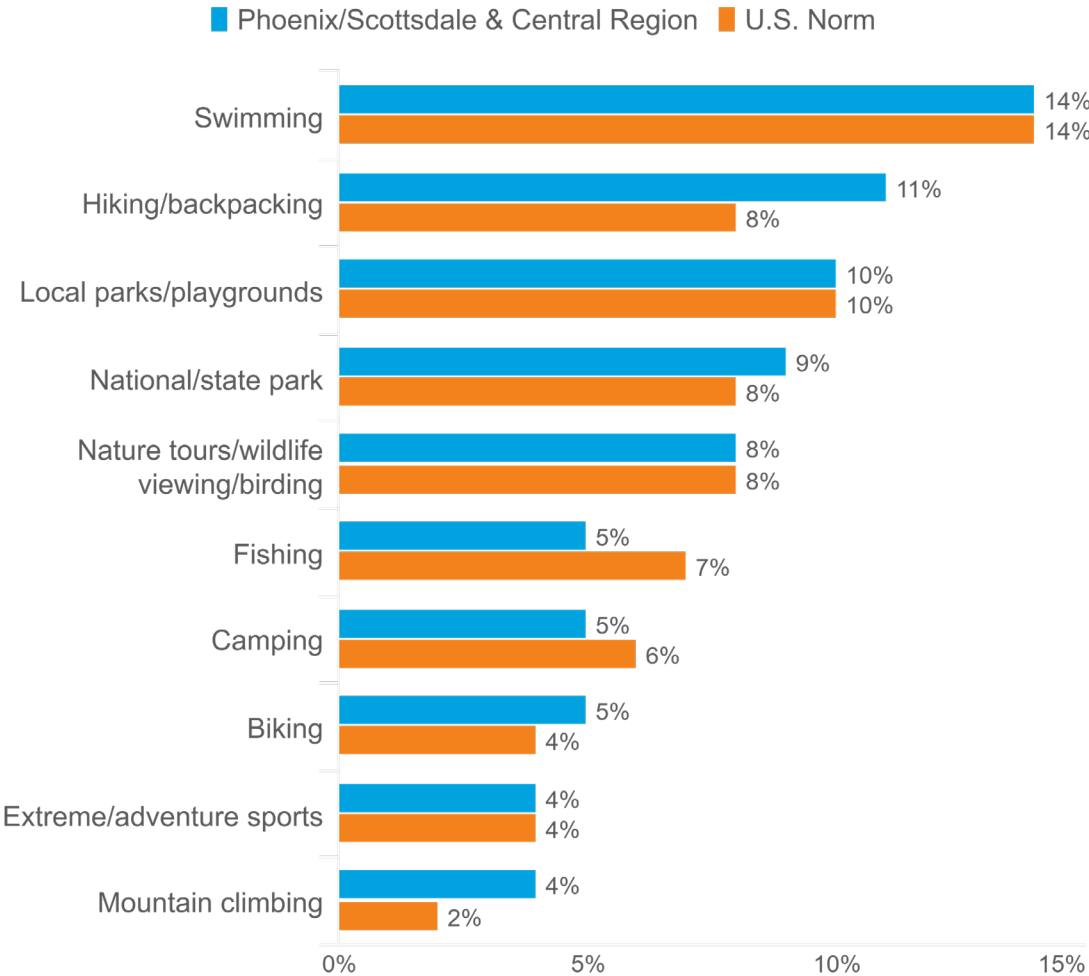


Outdoor Activities

Phoenix/Scottsdale &
Central Region
50%

U.S. Norm
49%

Outdoor Activities
(Top 10)





Entertainment Activities

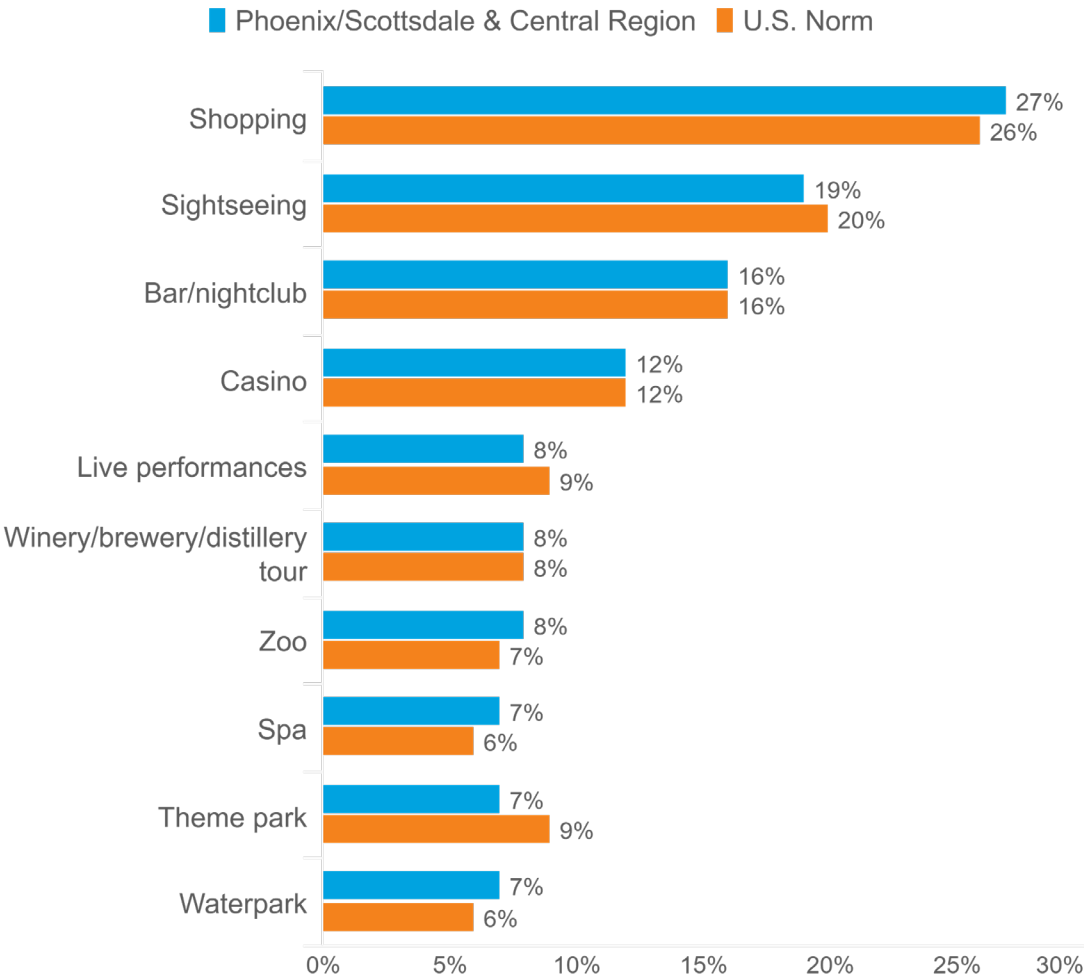
Phoenix/Scottsdale &
Central Region

64%

U.S. Norm

62%

Entertainment Activities
(Top 10)





Cultural Activities

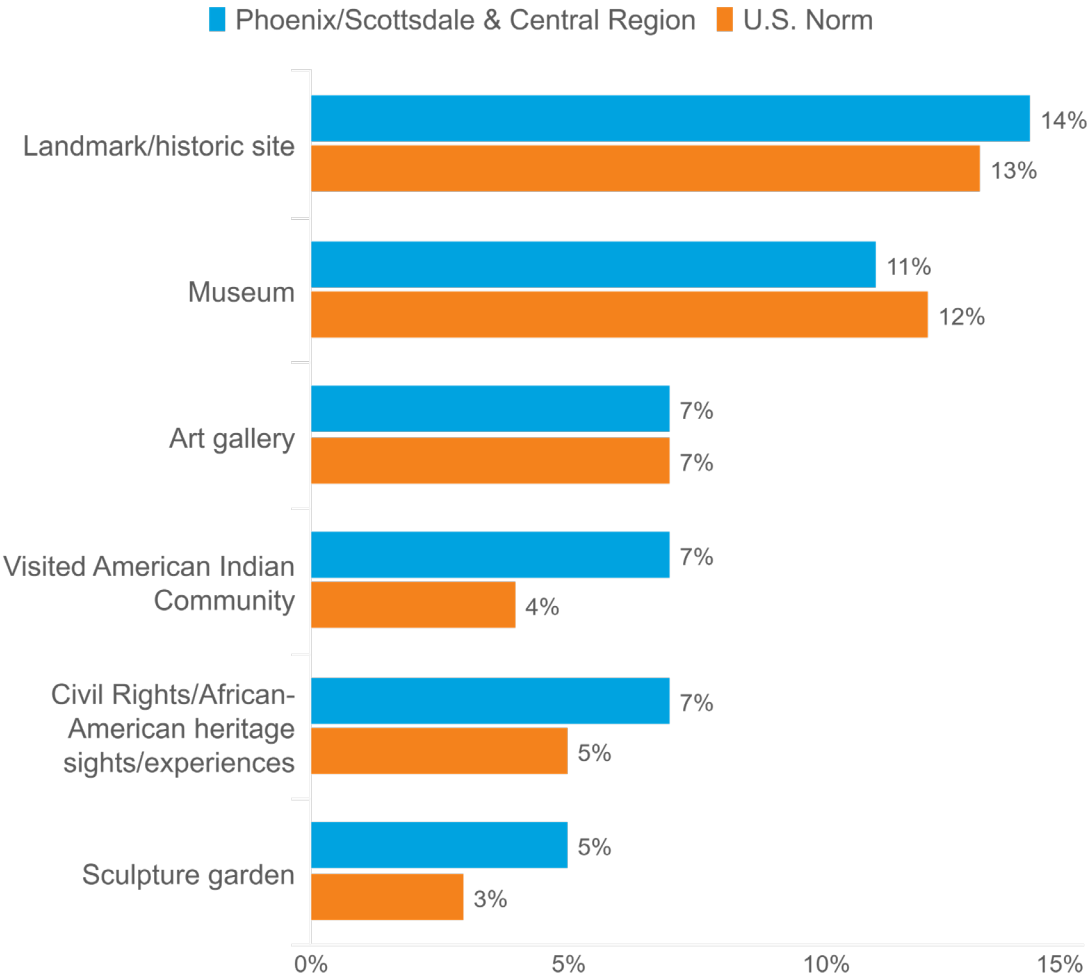
Phoenix/Scottsdale & Central Region

34%

U.S. Norm

31%

Cultural Activities





Sporting Activities

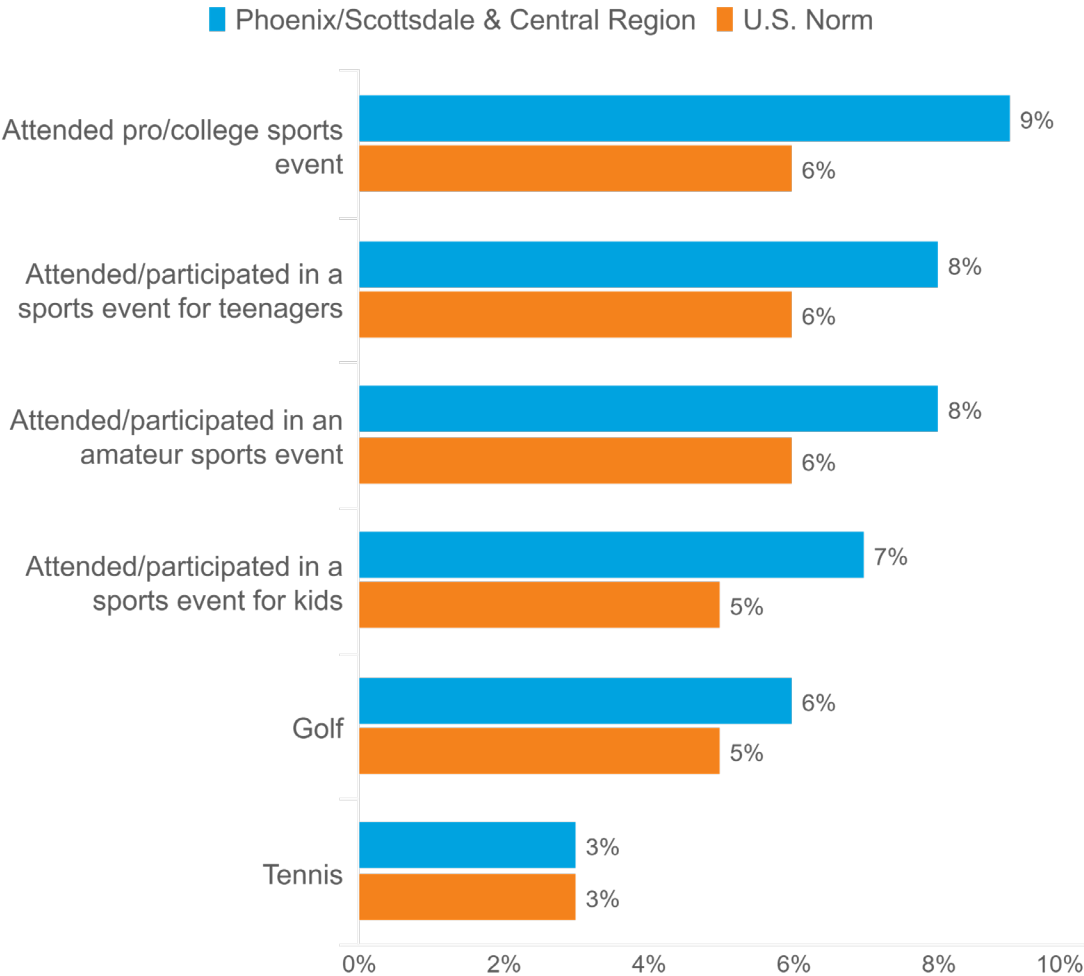
Phoenix/Scottsdale & Central Region

28%

U.S. Norm

23%

Sporting Activities





Business Activities

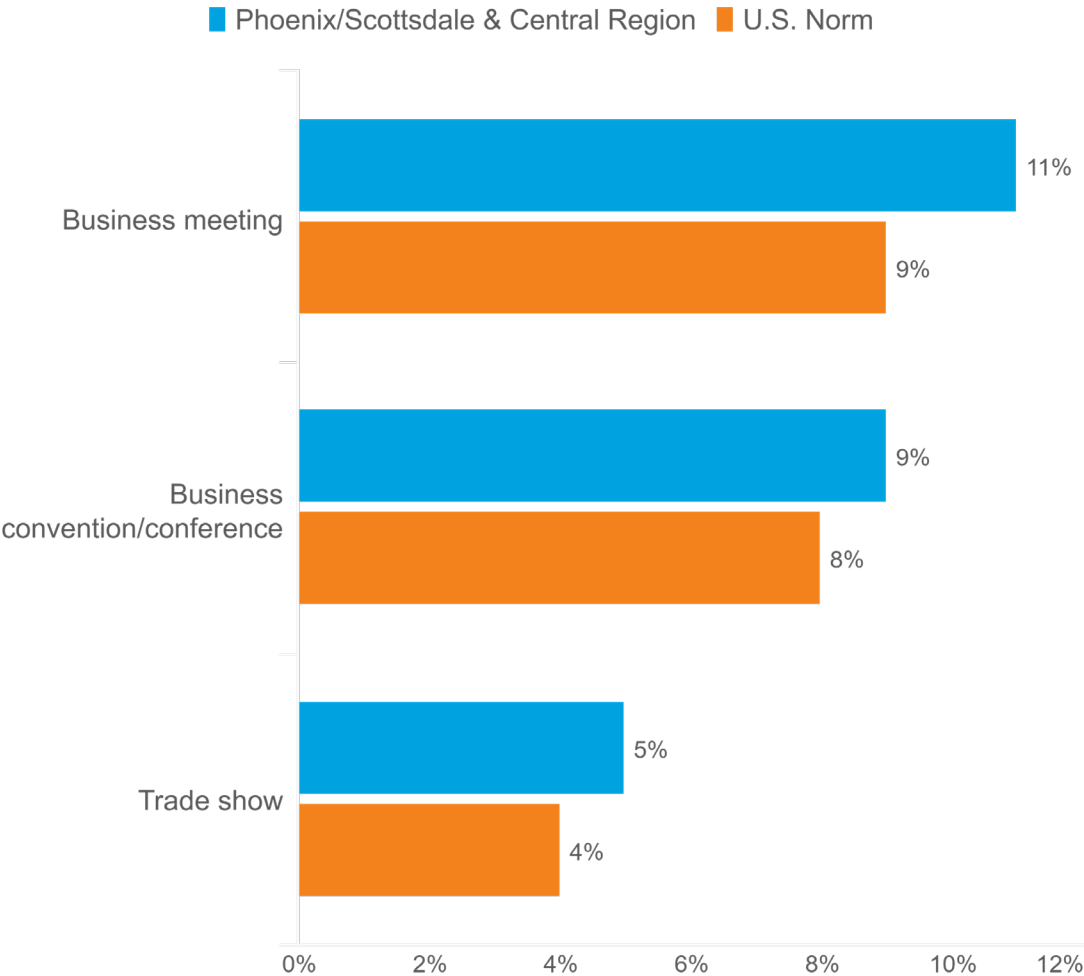
Phoenix/Scottsdale &
Central Region

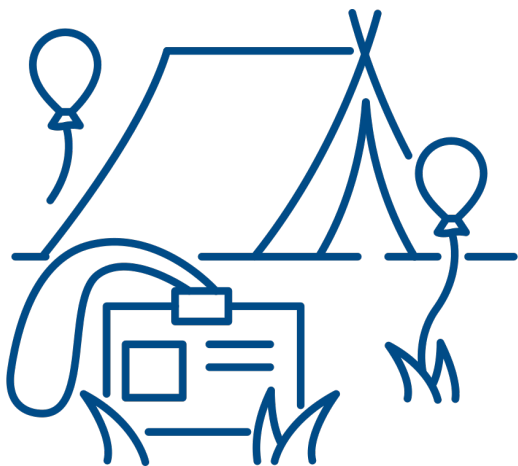
21%

U.S. Norm

17%

Business Activities





Other Activities

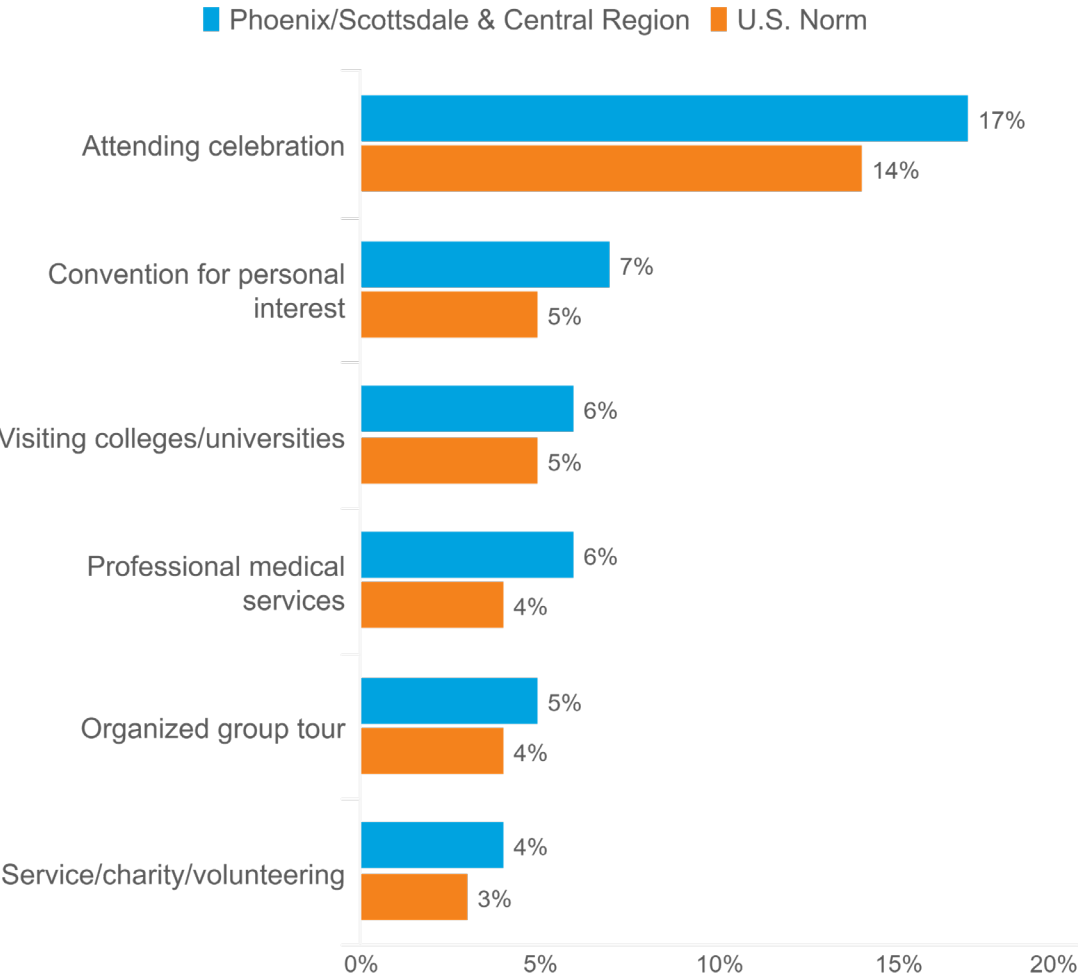
Phoenix/Scottsdale & Central Region

34%

U.S. Norm

28%

Other Activities



Shopping Types on Trip

Base: 2024 Overnight Person-Trips that included Shopping

Phoenix/Scottsdale &
Central Region U.S. Norm



Convenience/grocery shopping

52% 43%



Outlet/mall shopping

48% 45%



Shopping at locally owned businesses

46% 48%



Big box stores (Walmart, Costco)

38% 30%



Souvenir shopping

37% 37%



Farmers market

17% 17%



Antiquing

9% 12%

Dining Types on Trip

Phoenix/Scottsdale &
Central Region U.S. Norm



Casual dining

61% 57%



Fast food

50% 45%



Unique/local food

33% 32%



Carry-out/food delivery service

28% 24%



Fine/upscale dining

25% 20%

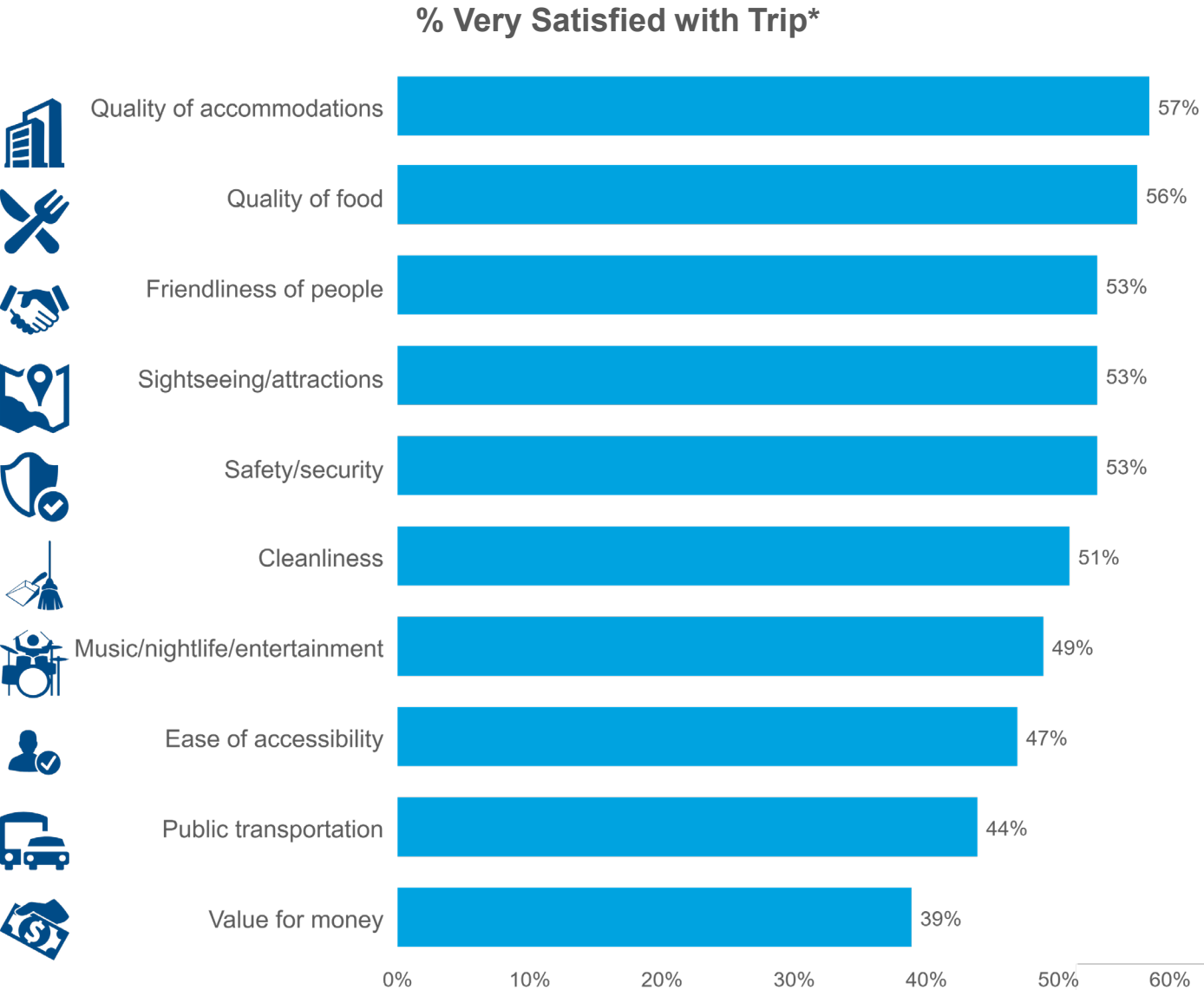


Picnicking

9% 10%



63%
of overnight travelers were
very satisfied with their overall
trip experience

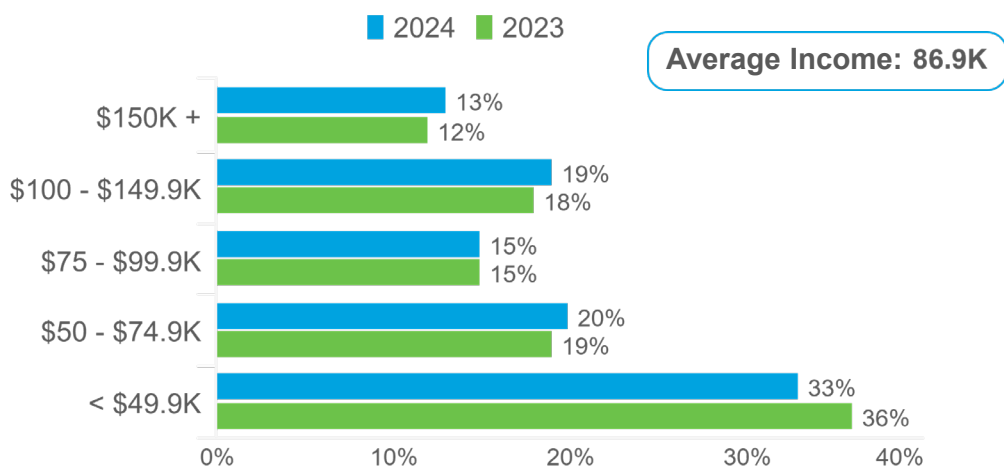


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

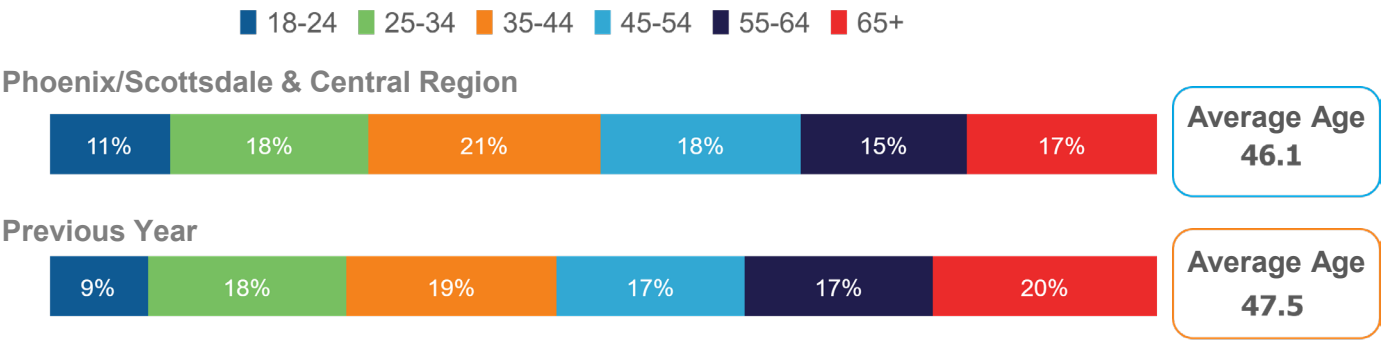
Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2024 Overnight Person-Trips

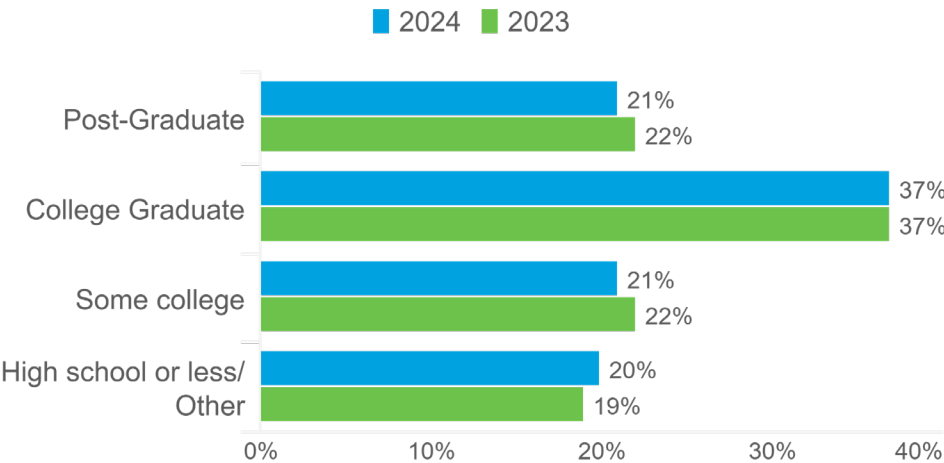
Household Income



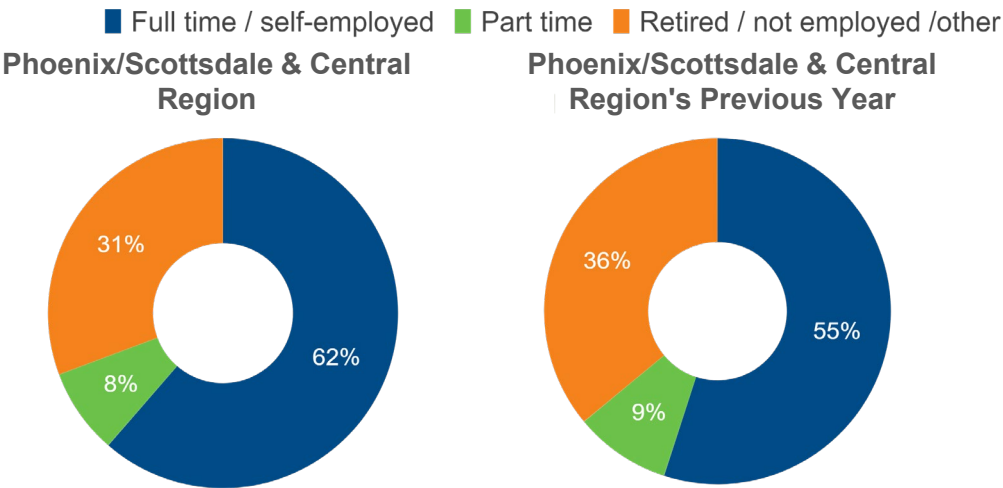
Age



Educational Attainment



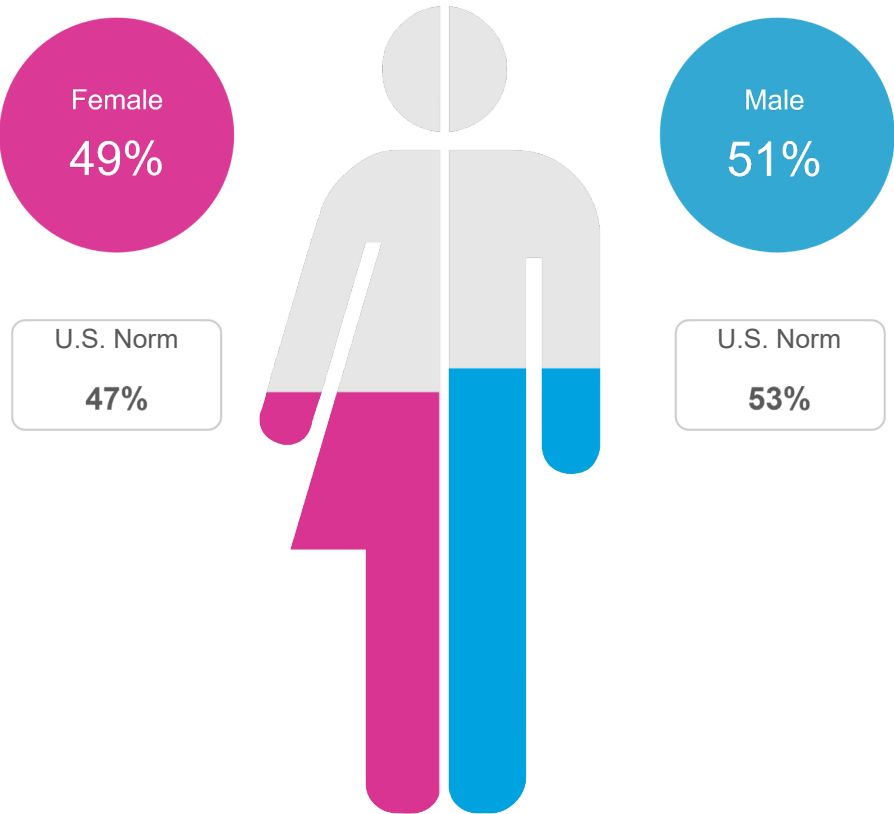
Employment



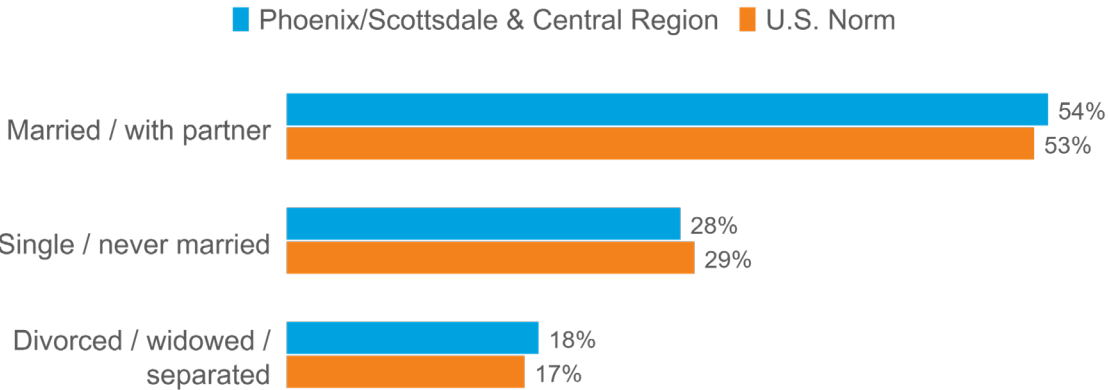
Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2024 Overnight Person-Trips

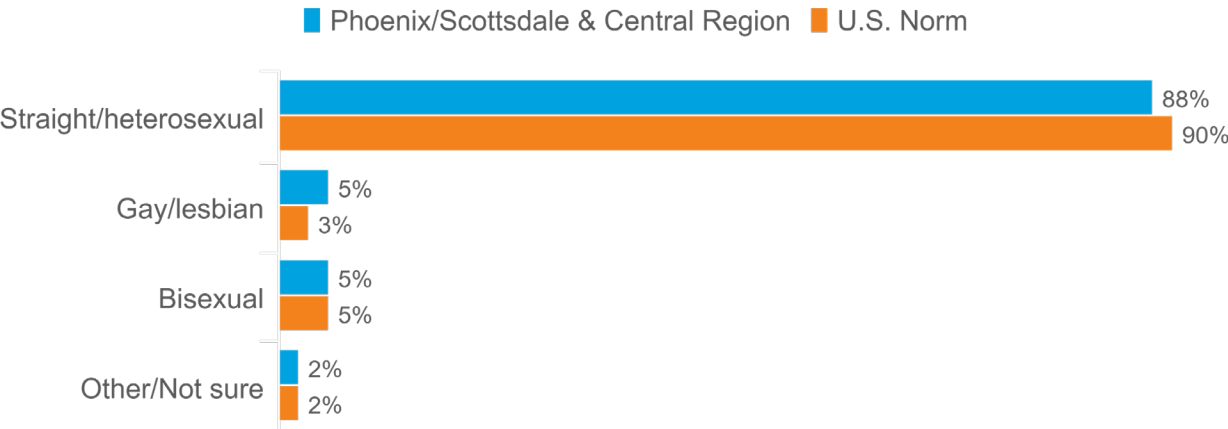
Gender



Marital Status



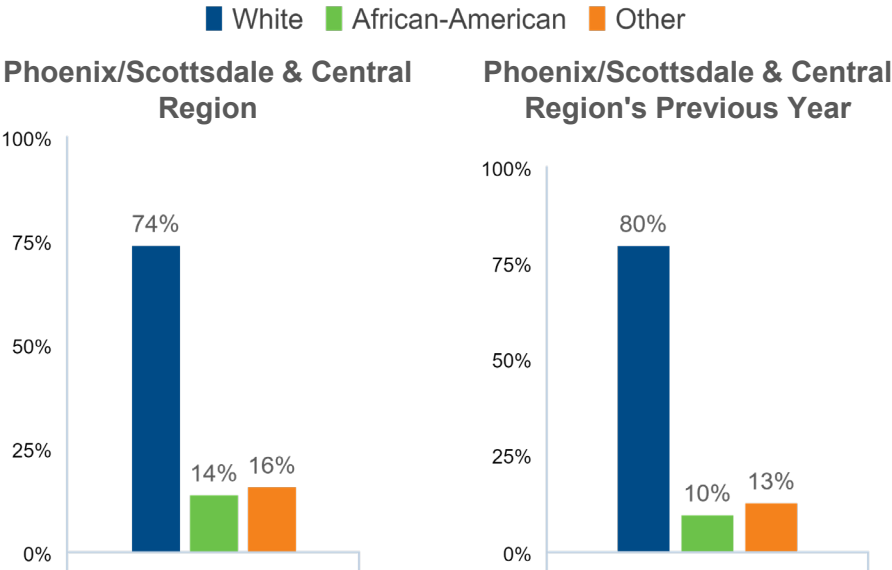
Sexual Orientation



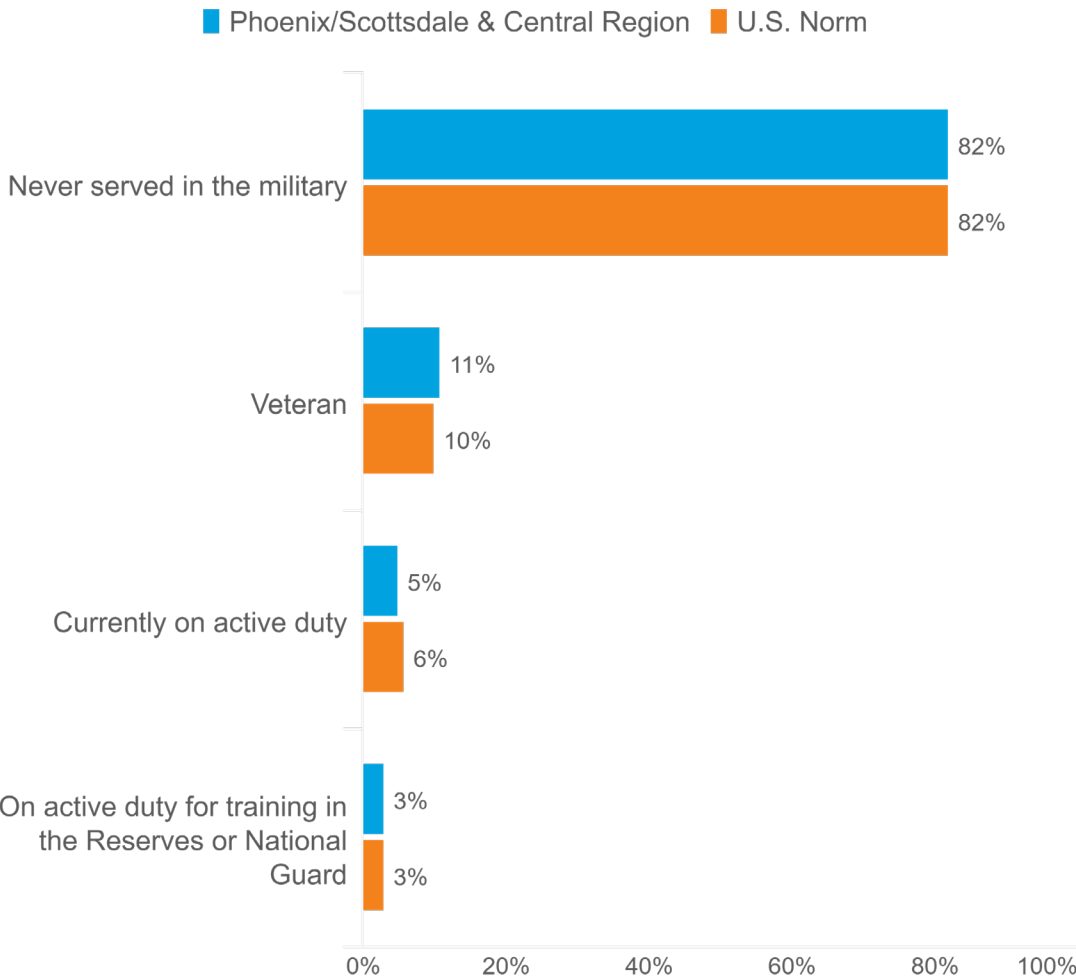
Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2024 Overnight Person-Trips

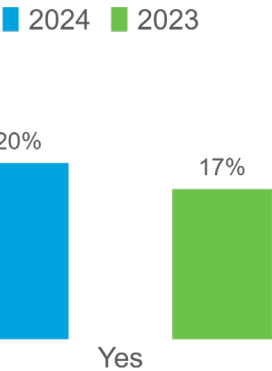
Race



Military Status



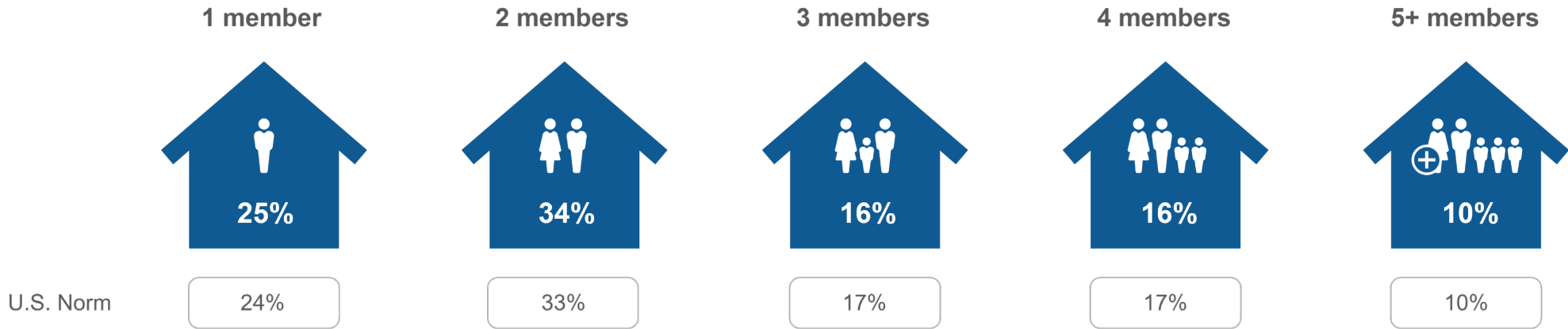
Hispanic Background



Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2024 Overnight Person-Trips

Household Size



Children in Household

