



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:

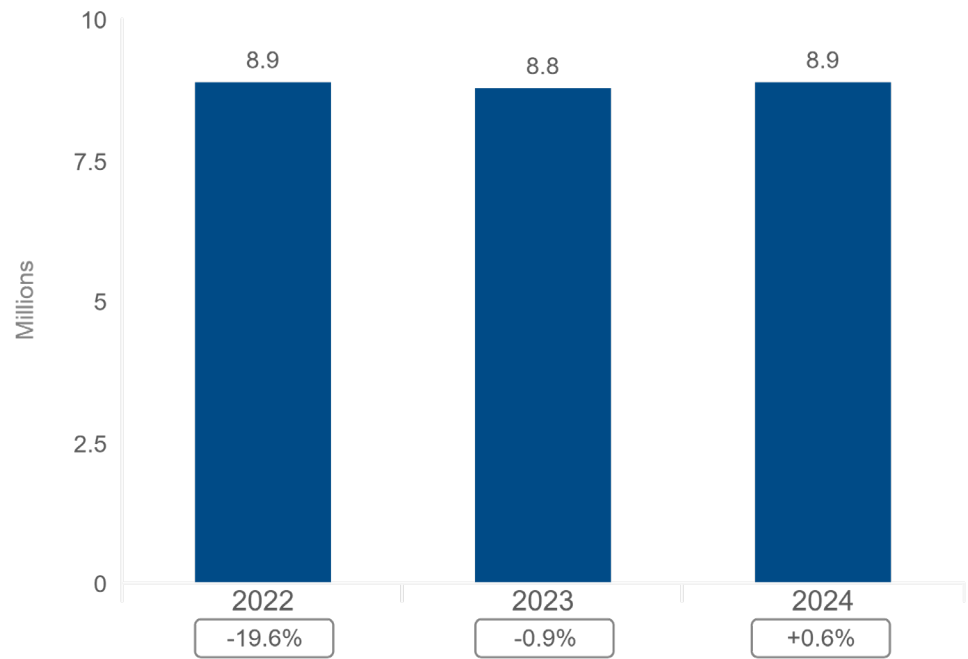


Overnight Base Size

1,226

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

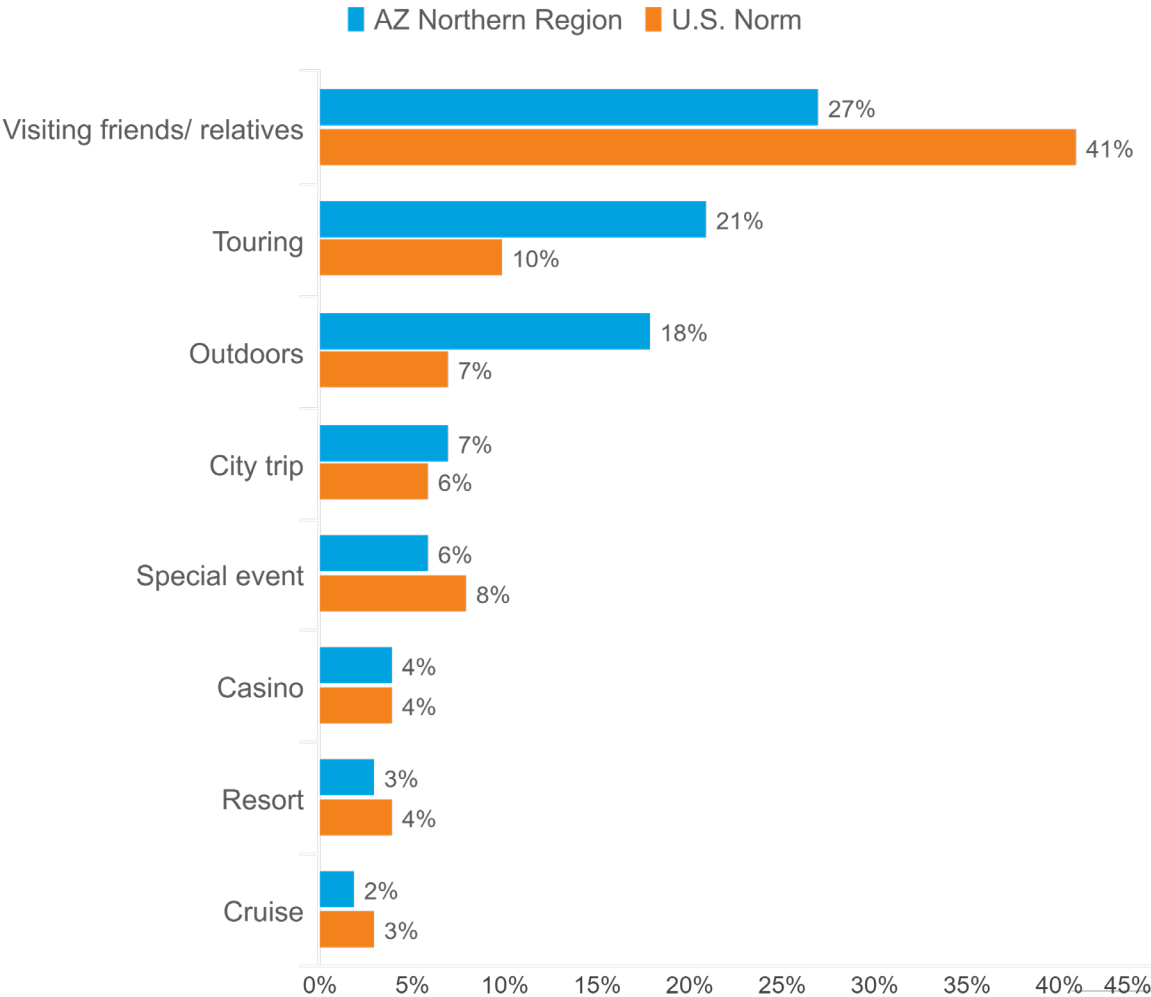
Overnight Trips to AZ Northern Region



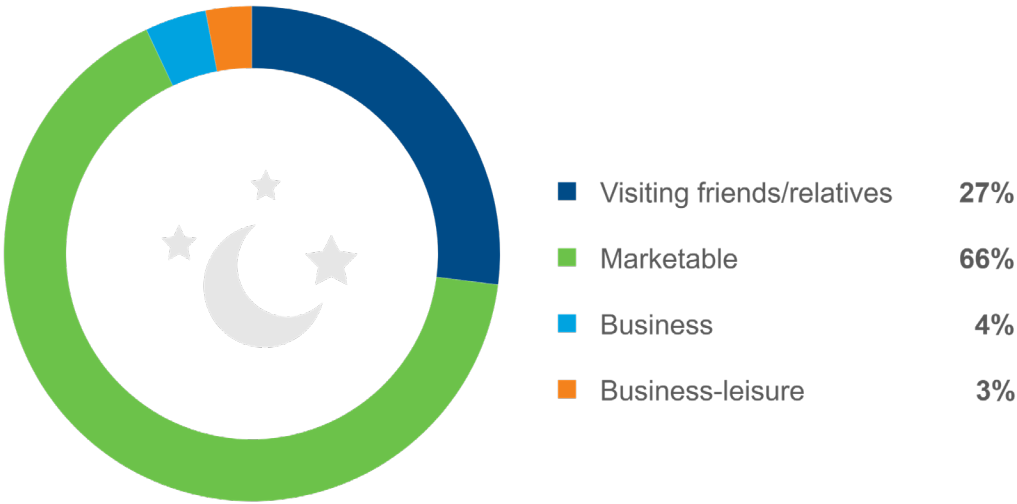
Main Purpose of Trip

	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%

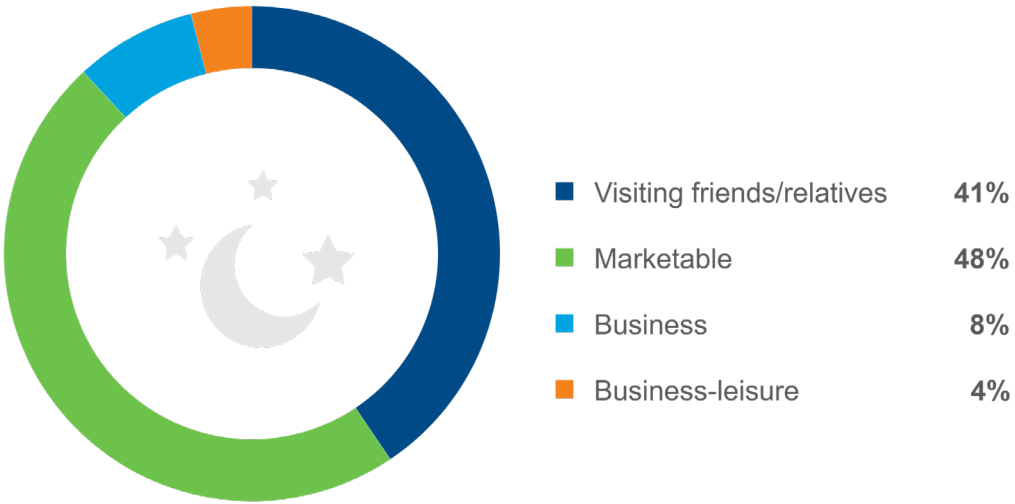
Main Purpose of Leisure Trip (Top 8)



2024 AZ Northern Region Overnight Trips

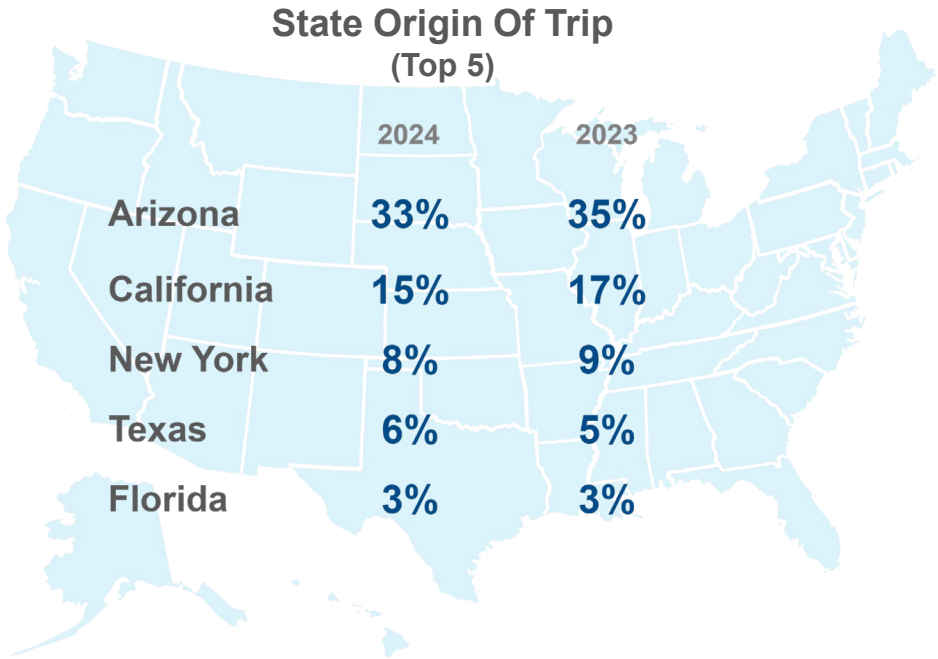


2024 U.S. Overnight Trips



AZ Northern Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

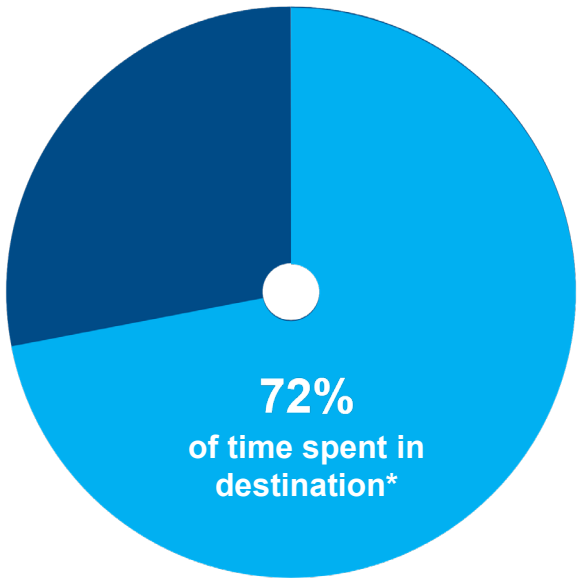


Past Visitation to AZ Northern Region

- 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

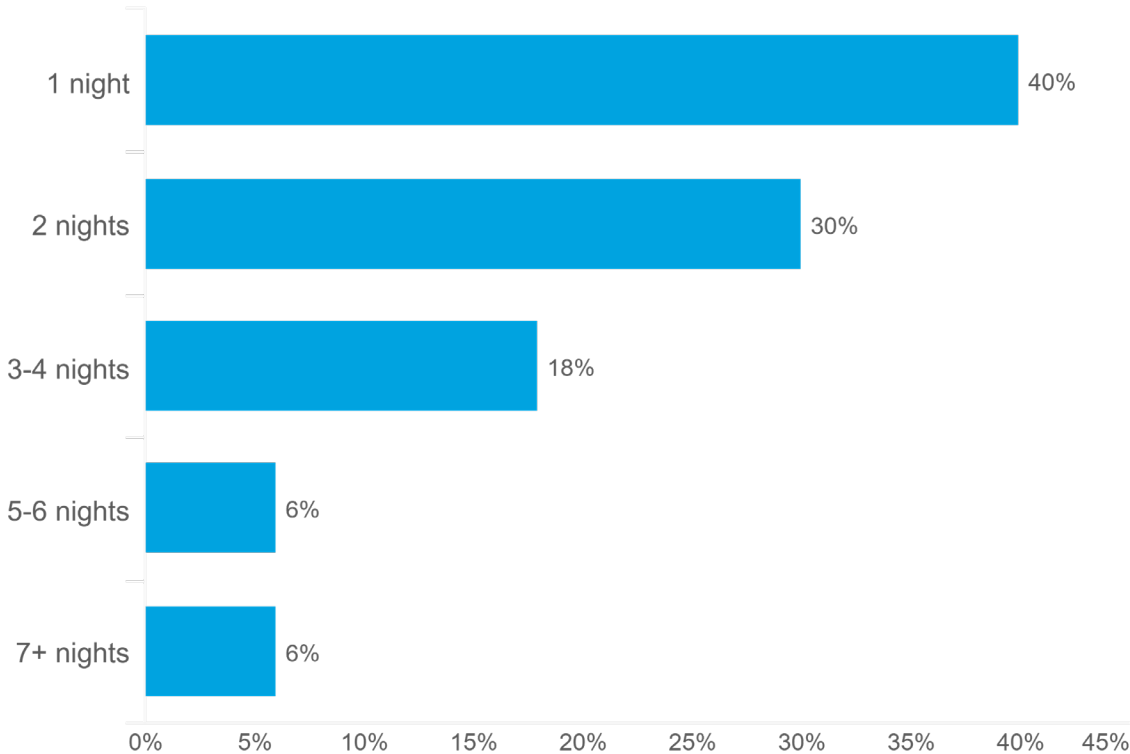
DMA Origin Of Trip (Top 10)		
	2024	2023
Phoenix, AZ	29%	30%
Los Angeles, CA	11%	13%
New York, NY	8%	9%
Tucson (Nogales), AZ	4%	5%
Dallas-Ft. Worth, TX	3%	2%
Denver, CO	3%	2%
Chicago, IL	3%	2%
Philadelphia, PA	2%	1%
Seattle-Tacoma, WA	2%	1%
Minneapolis-St. Paul, MN	2%	0%

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

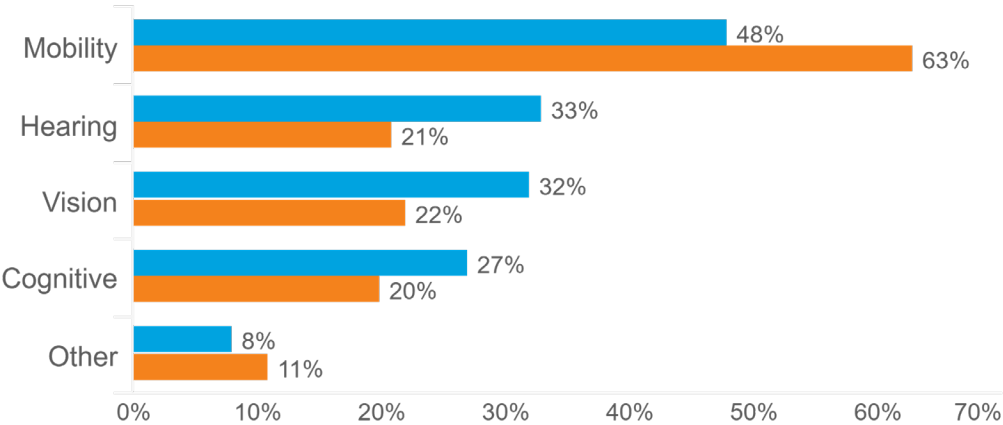


30% of travel parties had a travel party member that required accessibility services
U.S. Norm: 18%

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

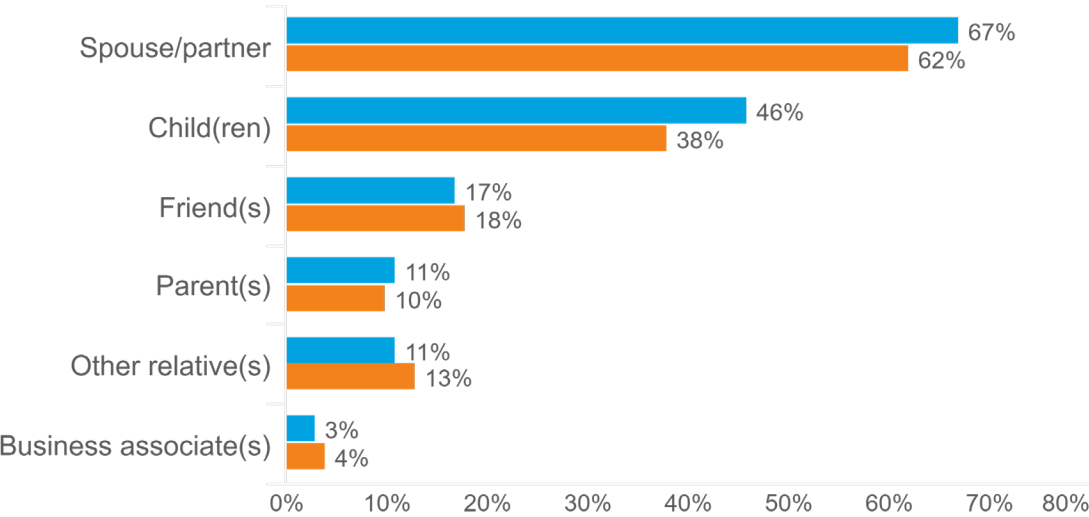
U.S. Norm: **26%**

Composition of Immediate Travel Party

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

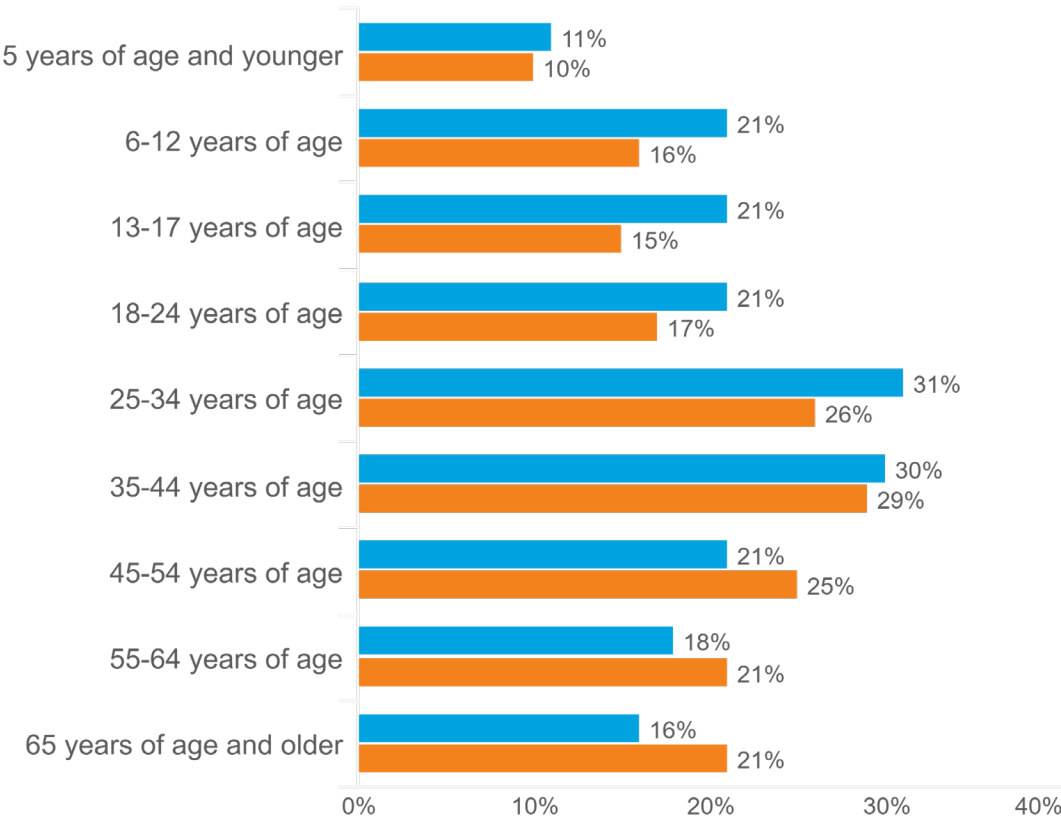
*Child(ren) is based on the relationship to the respondent

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%

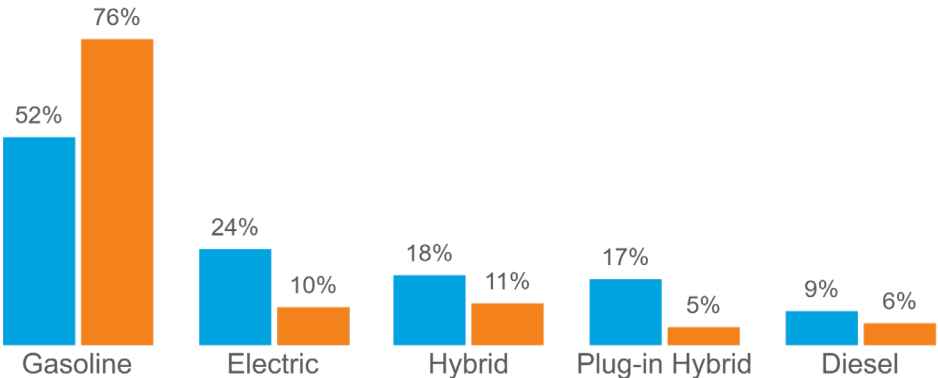
19% used a rental car to get to their destination

Previous year: 17%

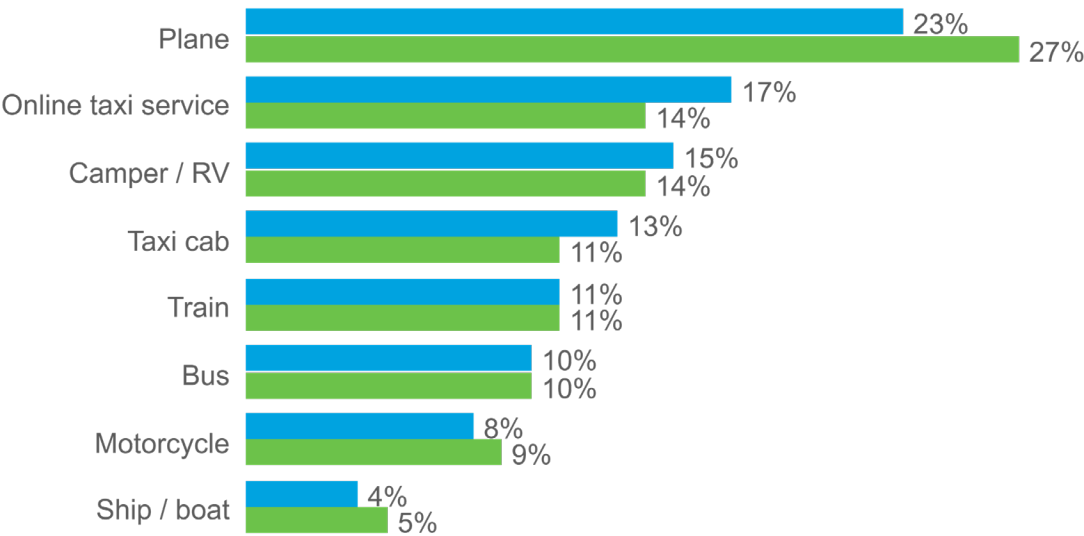


Type of Vehicle Used to get to Destination

AZ Northern Region U.S. Norm

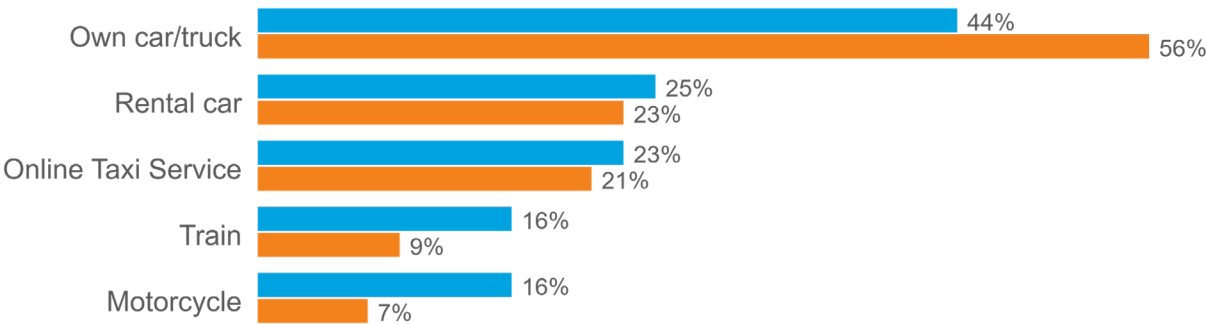


2024 2023



Transportation Used within Destination (Top 5)

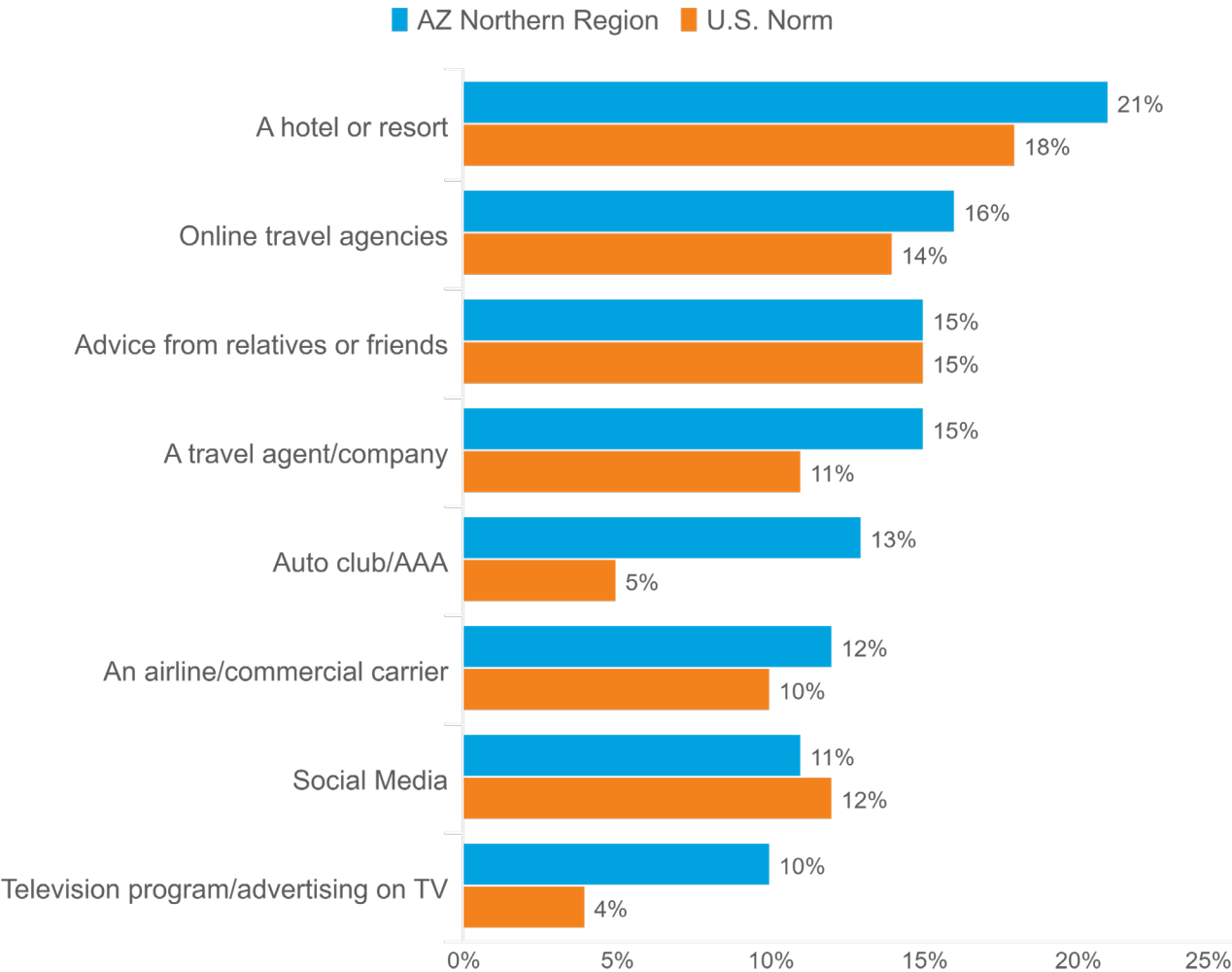
AZ Northern Region U.S. Norm



Length of Trip Planning

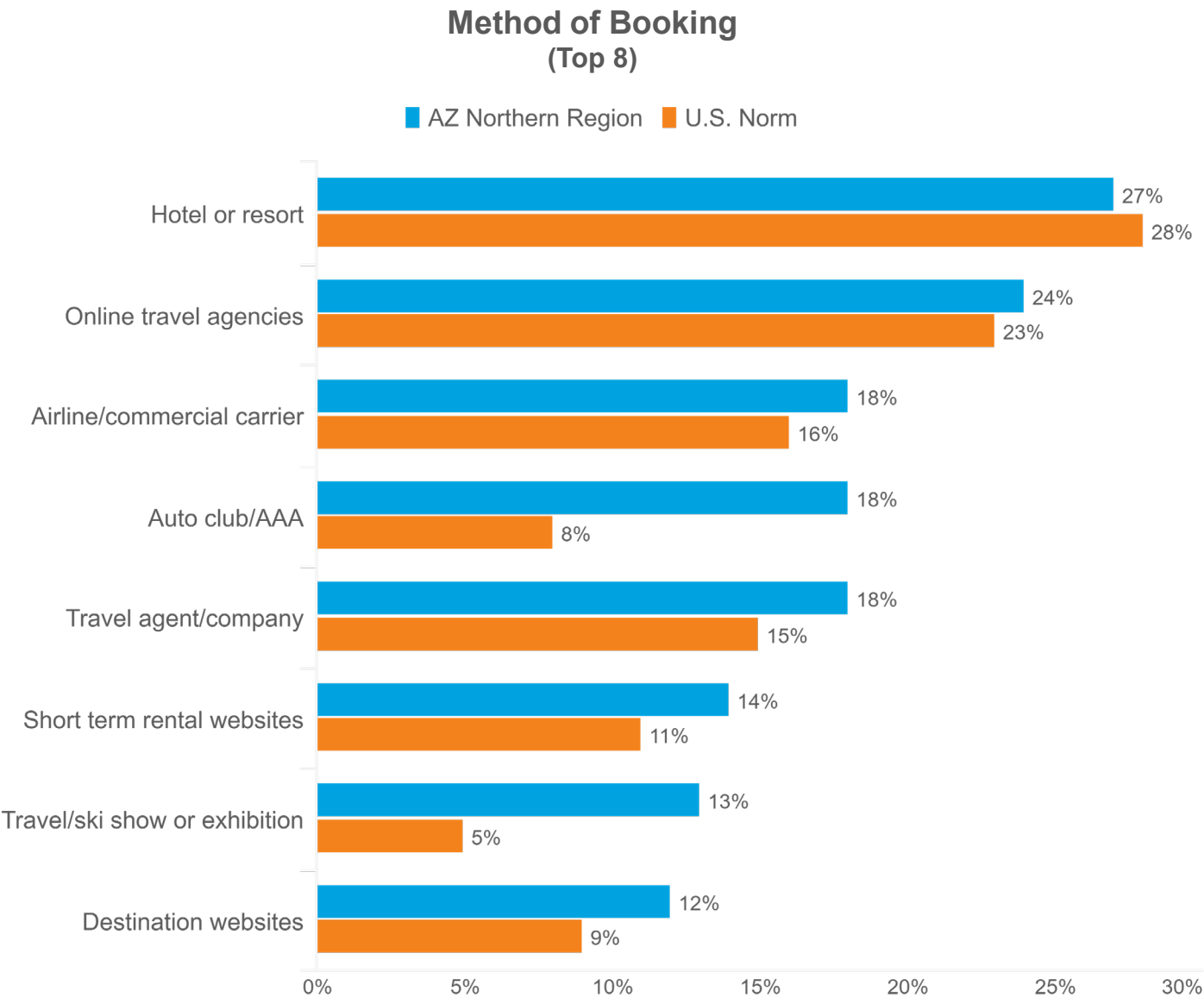
	AZ Northern Region	U.S. Norm
1 month or less	28%	32%
2 months	19%	17%
3-5 months	22%	18%
6-12 months	15%	14%
More than 1 year in advance	6%	4%
Did not plan anything in advance	10%	14%

Trip Planning Information Sources (Top 8)










AZ Northern Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

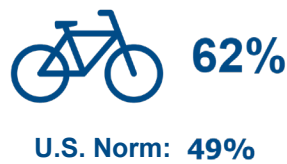


Accommodations (Top 7)

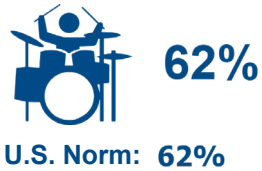
		2024	2023
	Hotel	41%	44%
	Motel	17%	19%
	Bed & breakfast	14%	13%
	Campground / RV park	12%	15%
	Home of friends / relatives	12%	13%
	Country inn / lodge	10%	12%
	Resort hotel	10%	13%

Activity Groupings

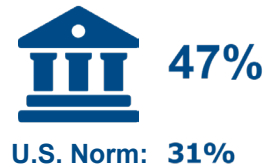
Outdoor Activities



Entertainment Activities



Cultural Activities



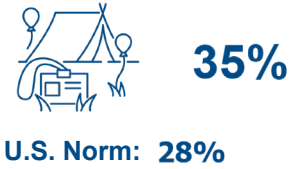
Sporting Activities



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

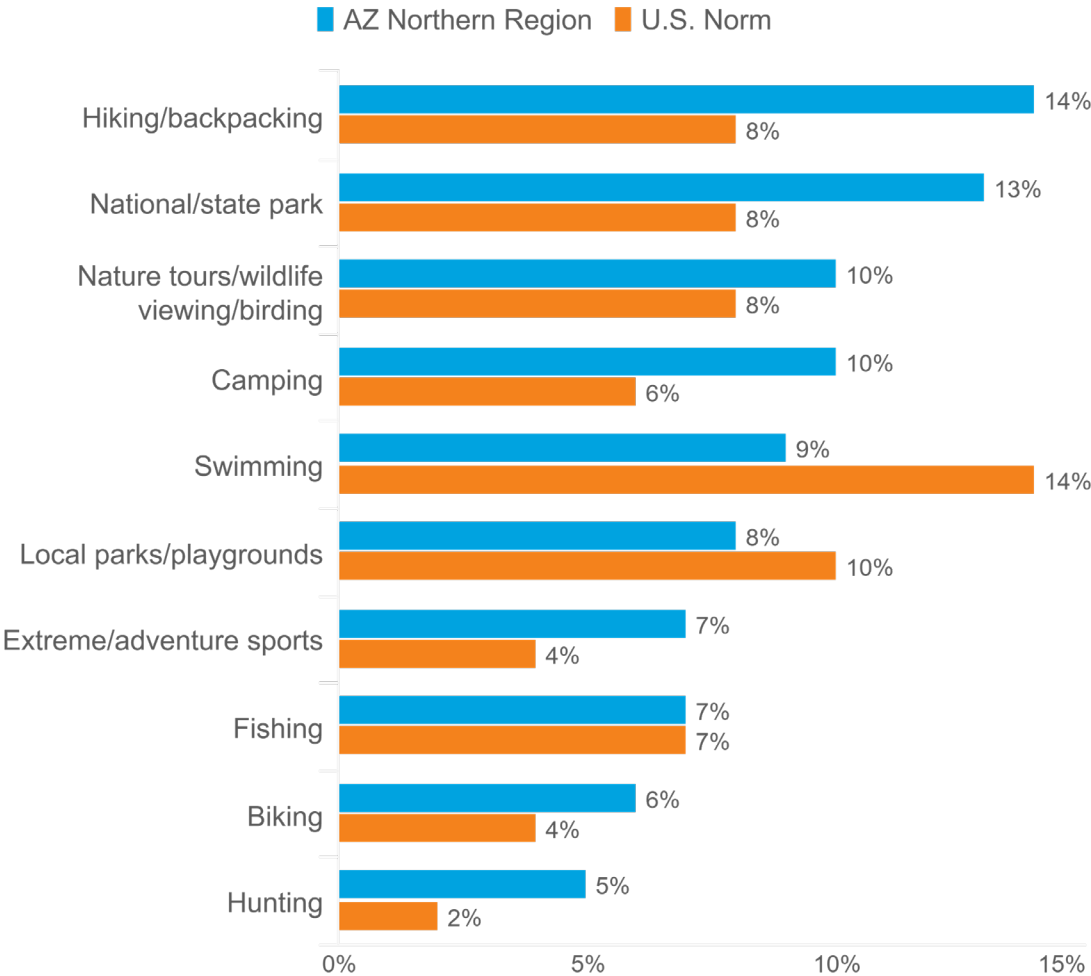
AZ Northern Region

62%

U.S. Norm

49%

Outdoor Activities
(Top 10)





Entertainment Activities

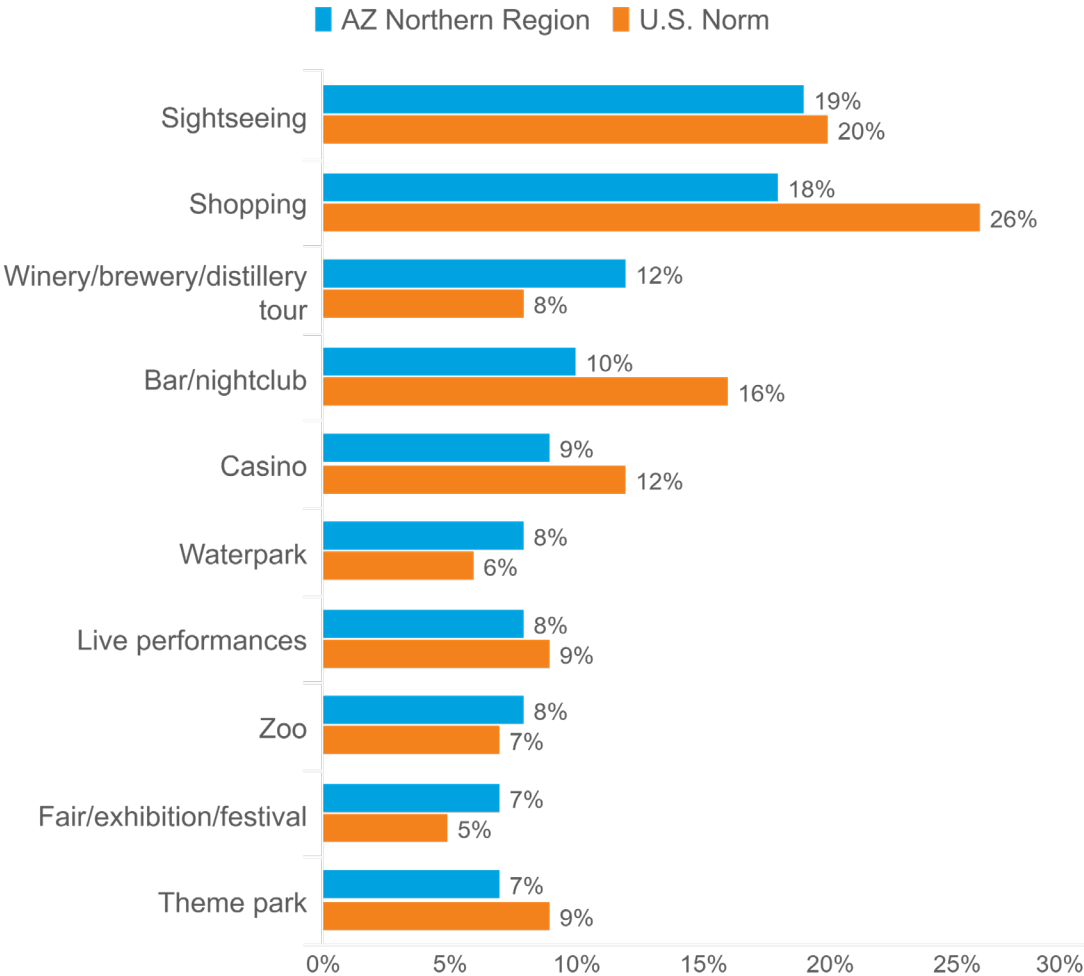
AZ Northern Region

62%

U.S. Norm

62%

Entertainment Activities
(Top 10)





Cultural Activities

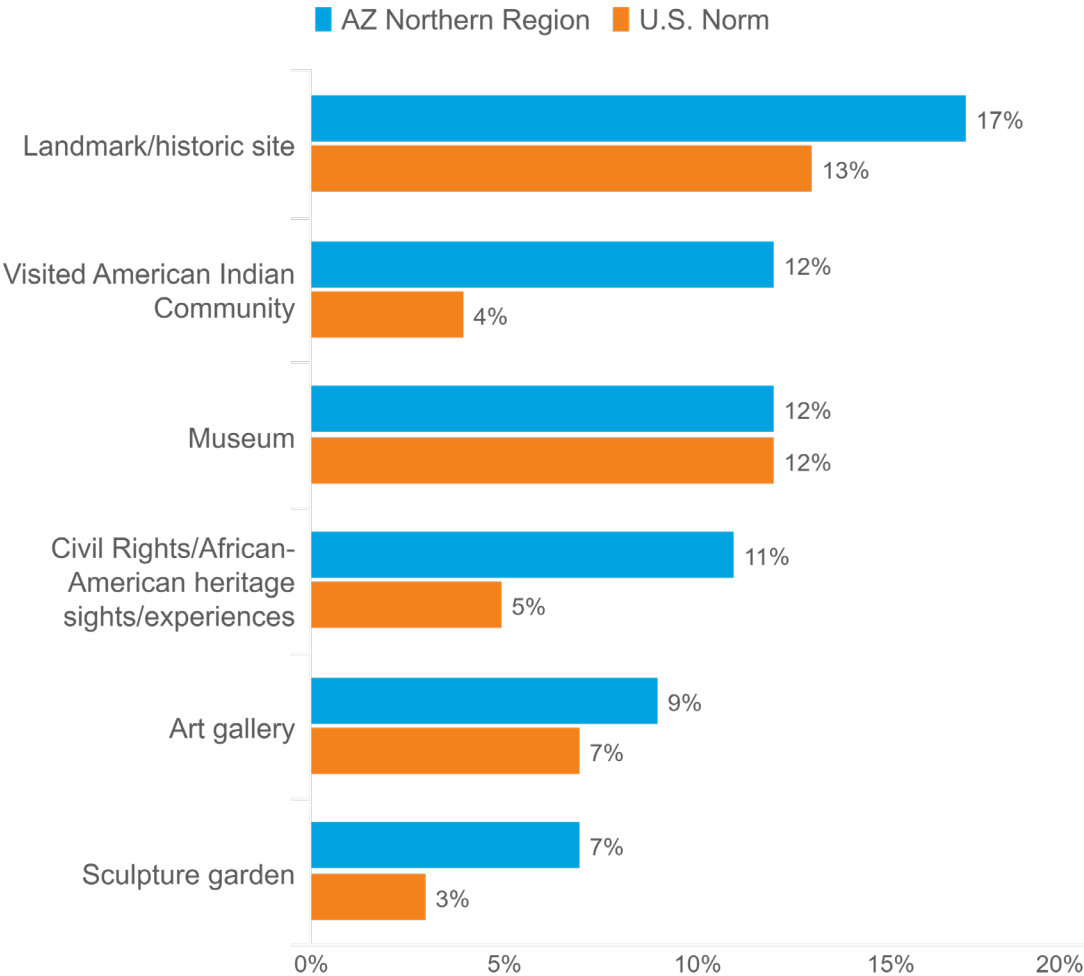
AZ Northern Region

47%

U.S. Norm

31%

Cultural Activities





Sporting Activities

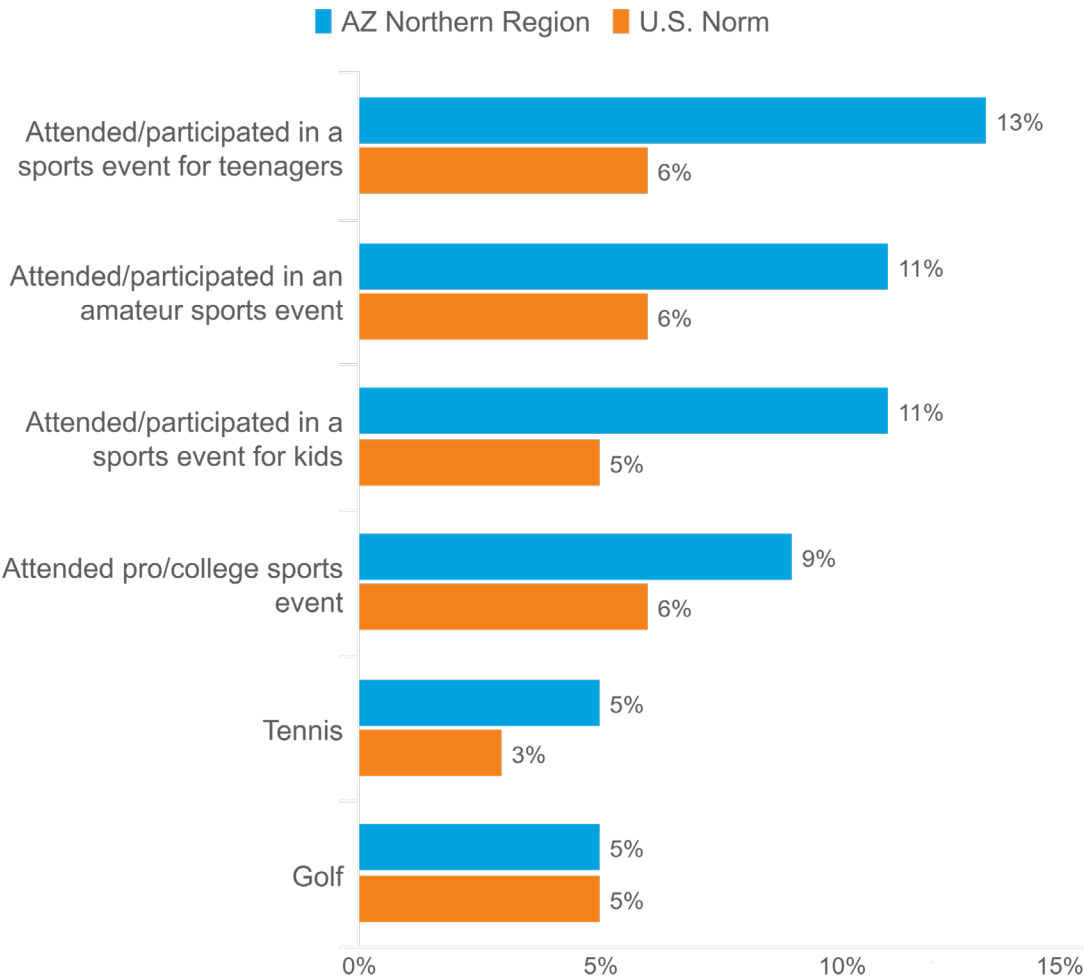
AZ Northern Region

36%

U.S. Norm

23%

Sporting Activities





Business Activities

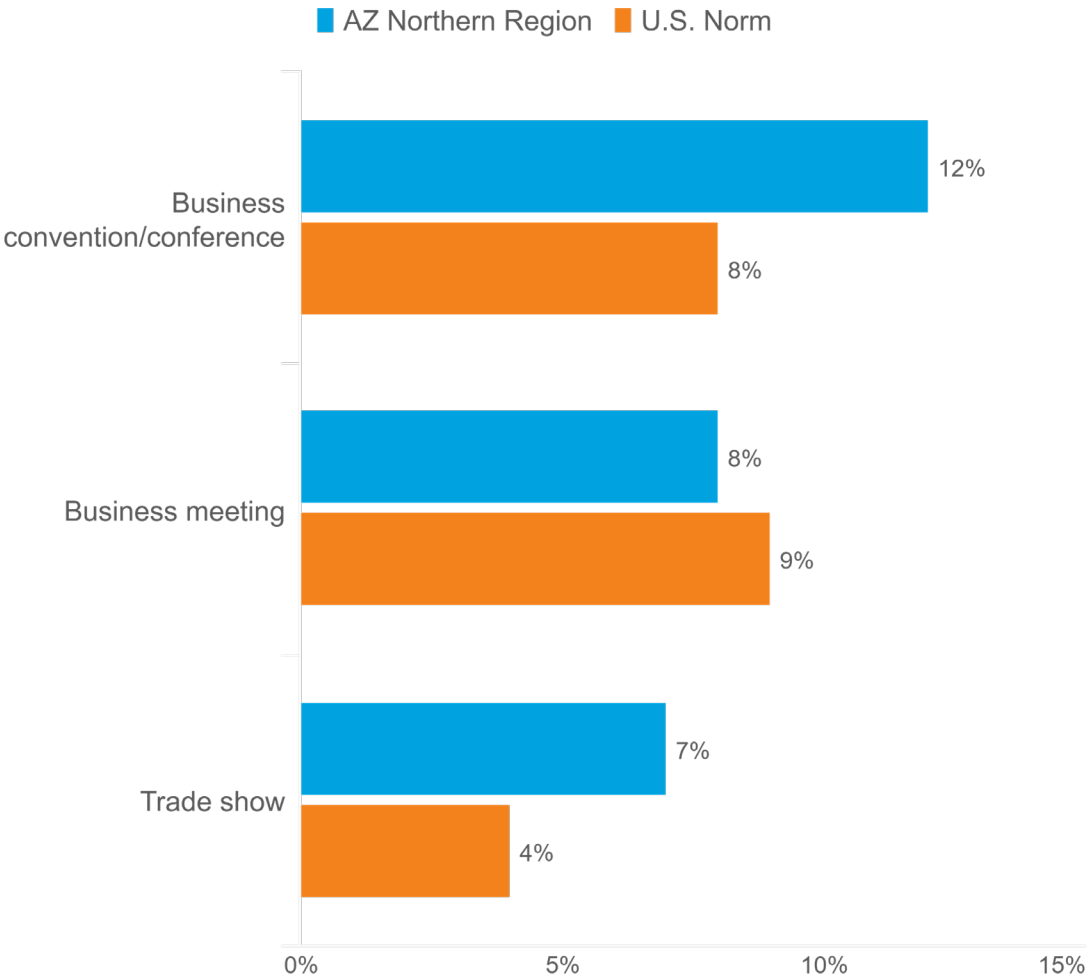
AZ Northern Region

23%

U.S. Norm

17%

Business Activities





Other Activities

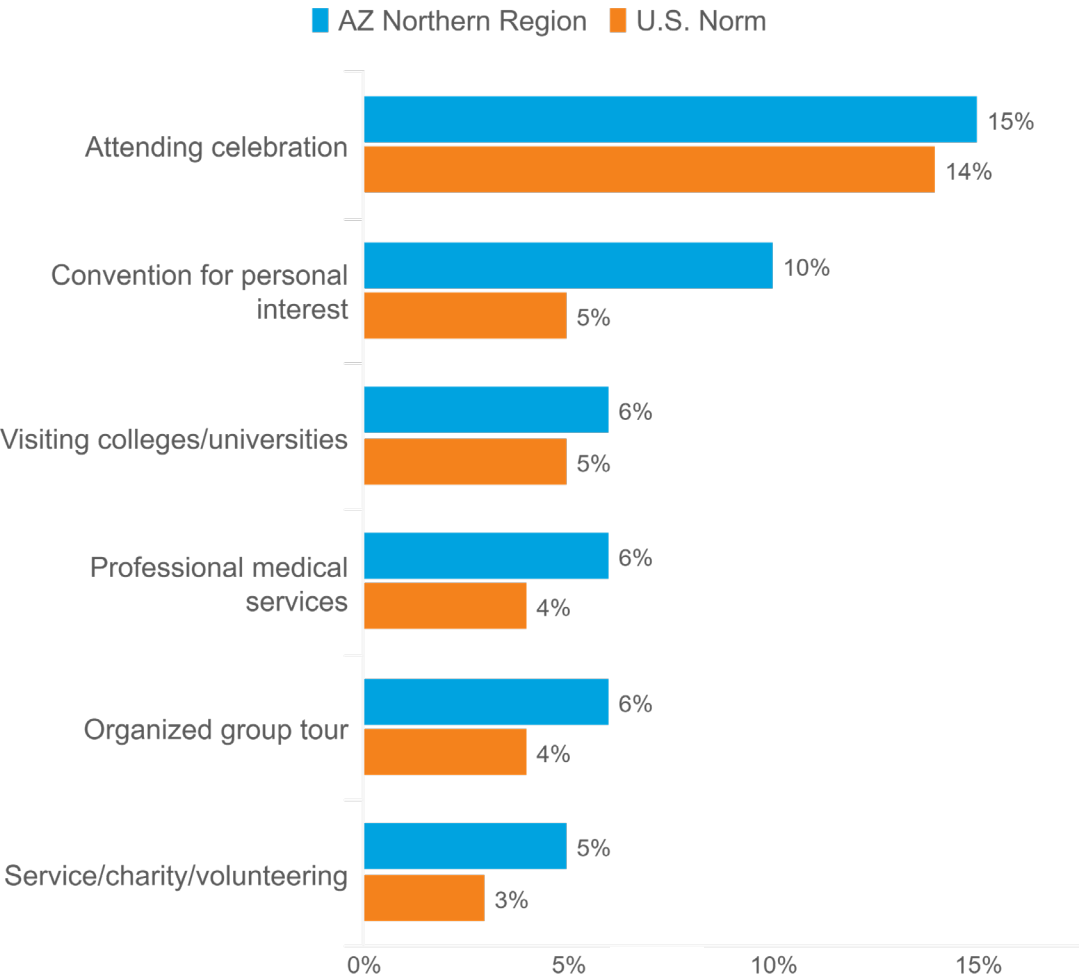
AZ Northern Region

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%

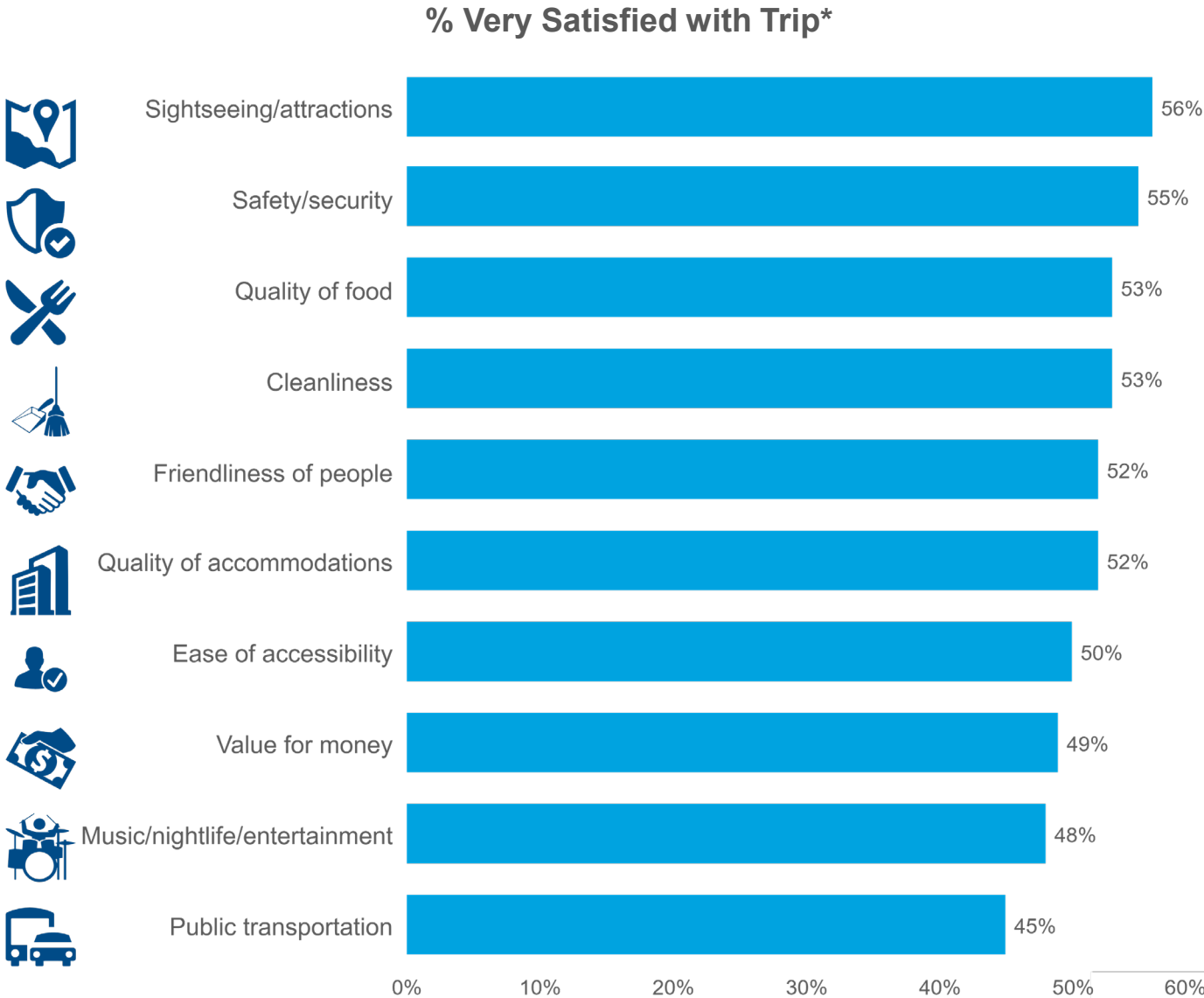
Dining Types on Trip

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
very satisfied with their overall
trip experience

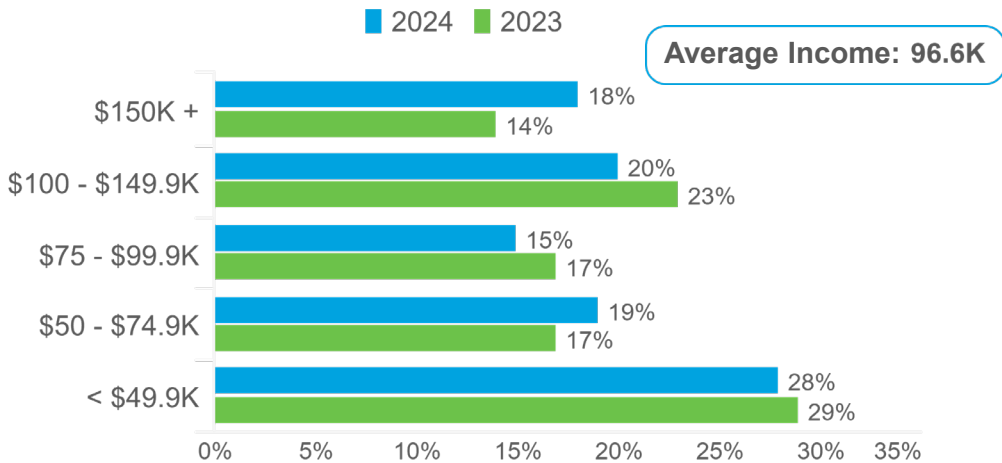


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

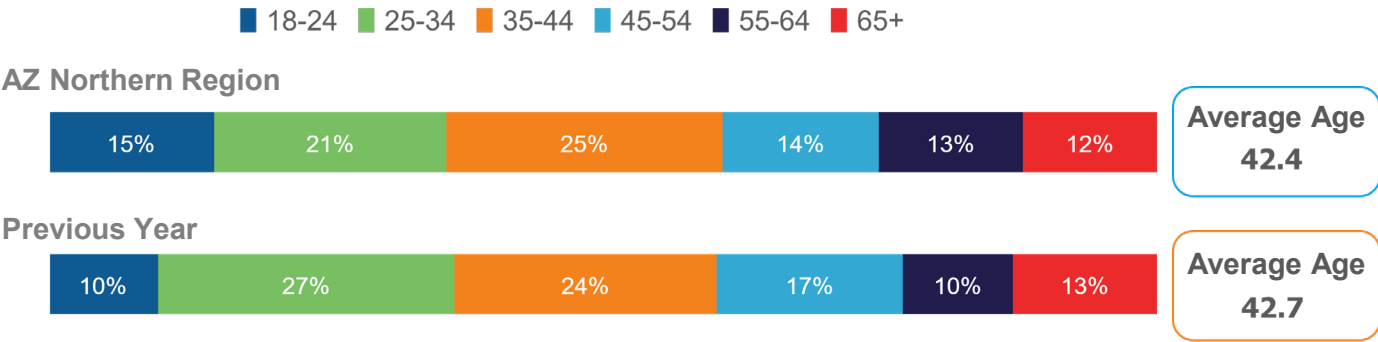
Demographic Profile of Overnight AZ Northern Region Visitors

Base: 2024 Overnight Person-Trips

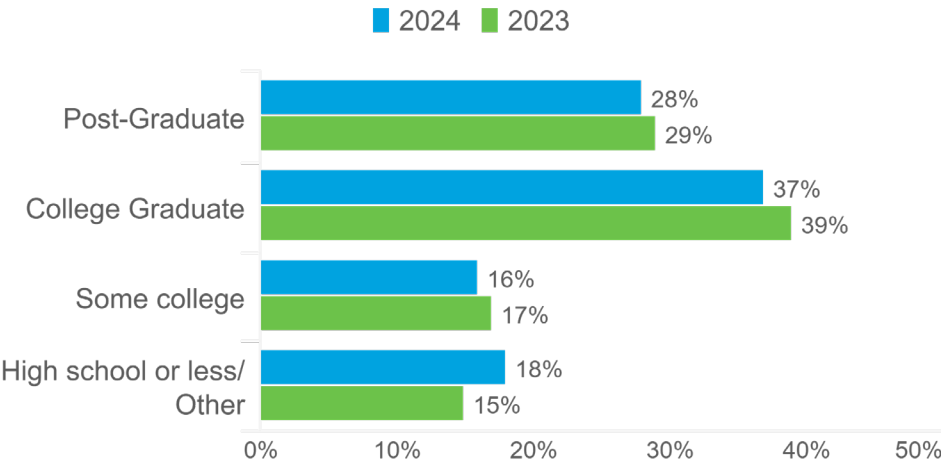
Household Income



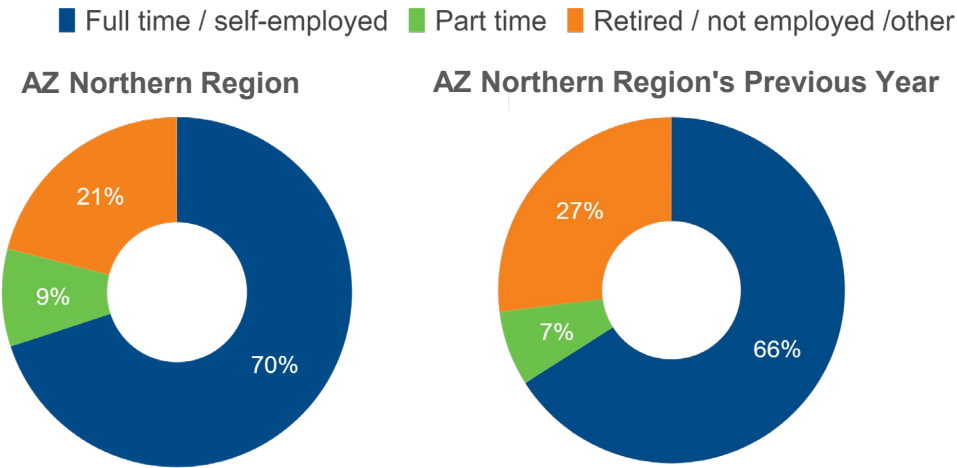
Age



Educational Attainment



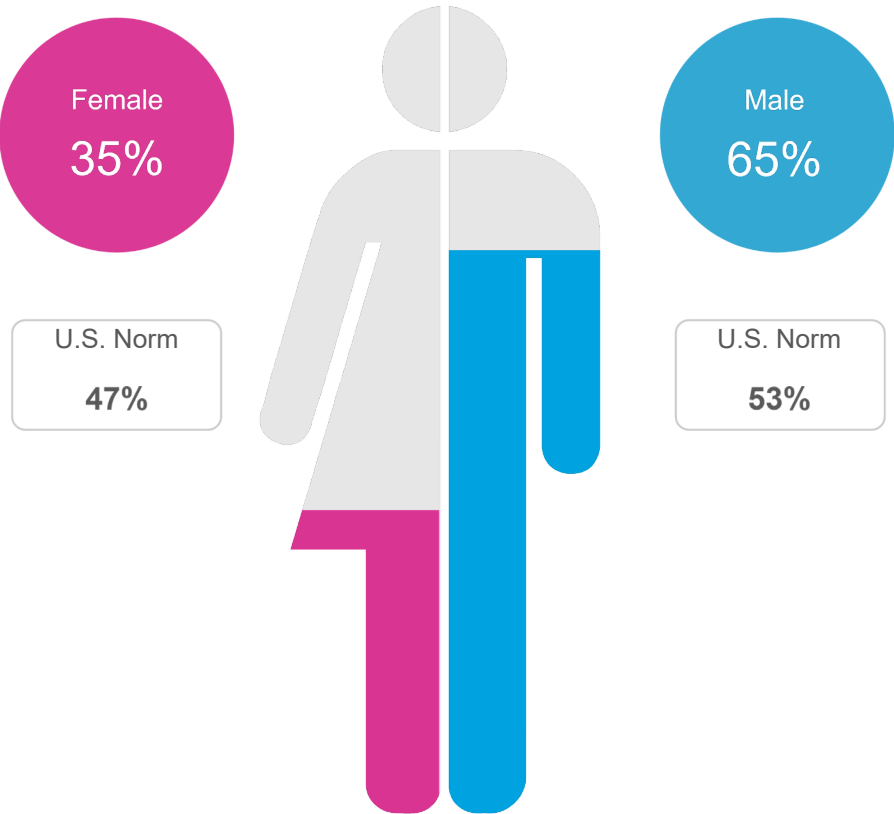
Employment



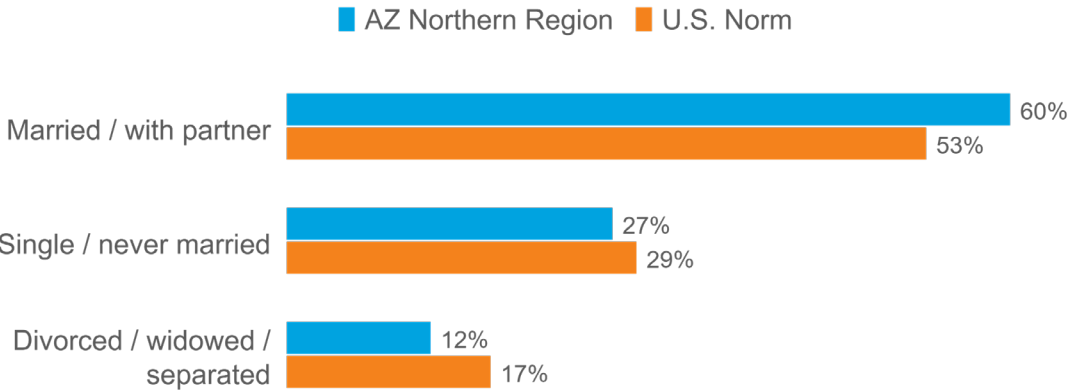
Demographic Profile of Overnight AZ Northern Region Visitors

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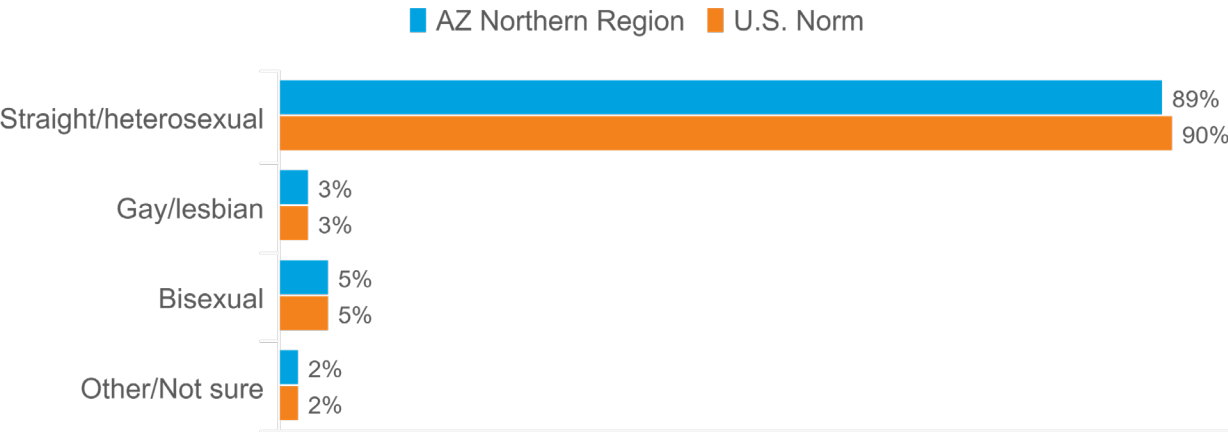
Gender



Marital Status



Sexual Orientation

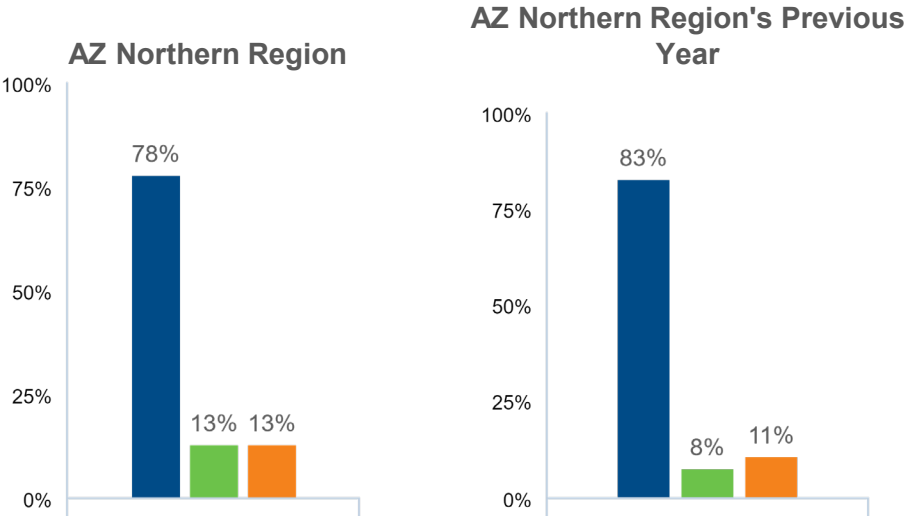


Demographic Profile of Overnight AZ Northern Region Visitors

Base: 2024 Overnight Person-Trips

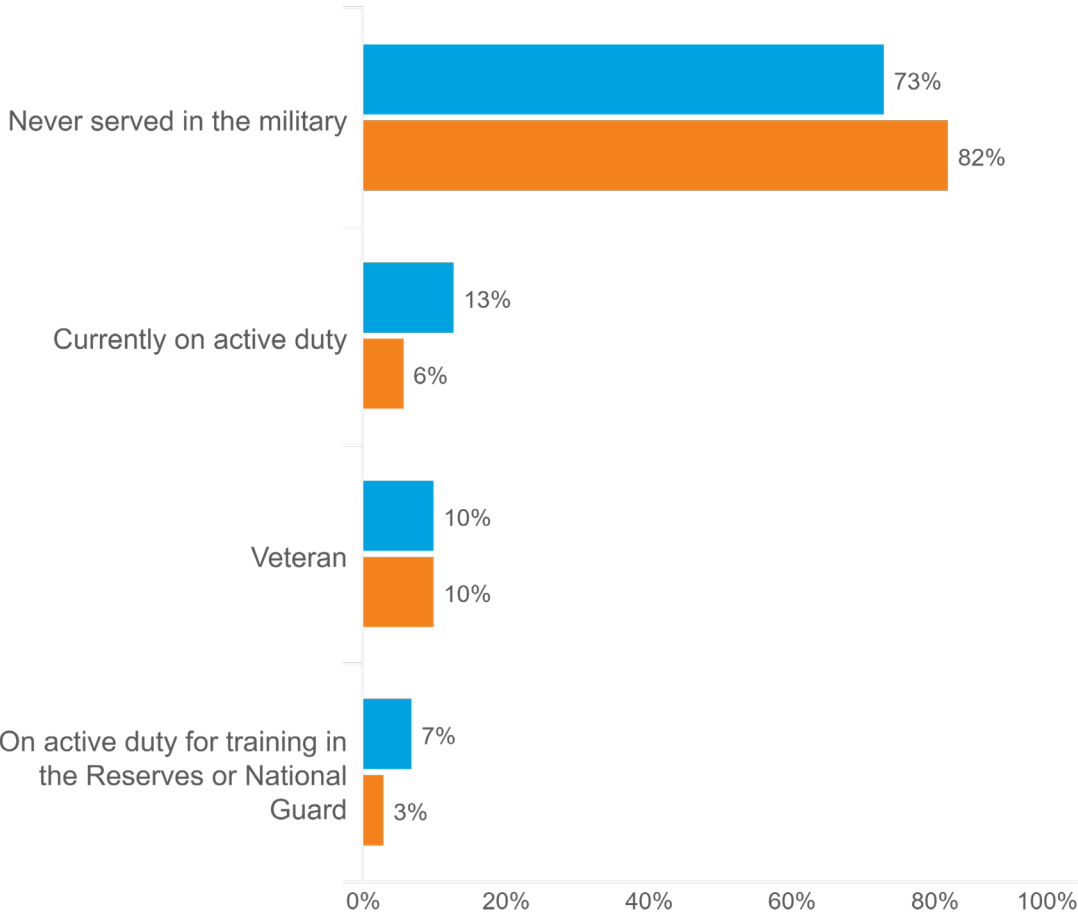
Race

White African-American Other



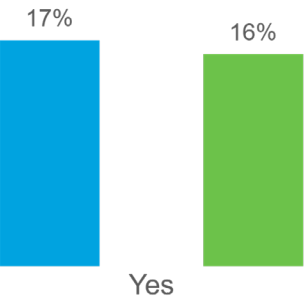
Military Status

AZ Northern Region U.S. Norm



Hispanic Background

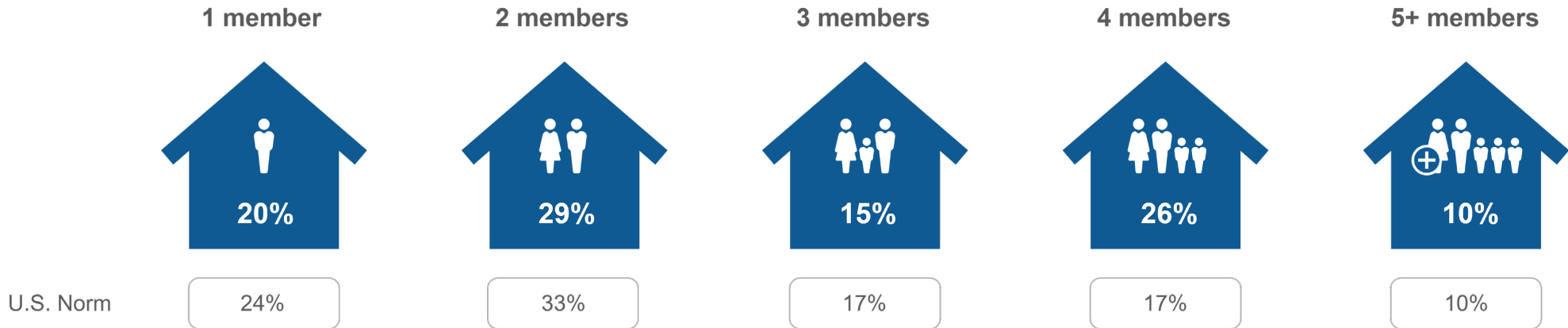
2024 2023



Demographic Profile of Overnight AZ Northern Region Visitors

Base: 2024 Overnight Person-Trips

Household Size



Children in Household

