



Travel USA Visitor Profile

North 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 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:

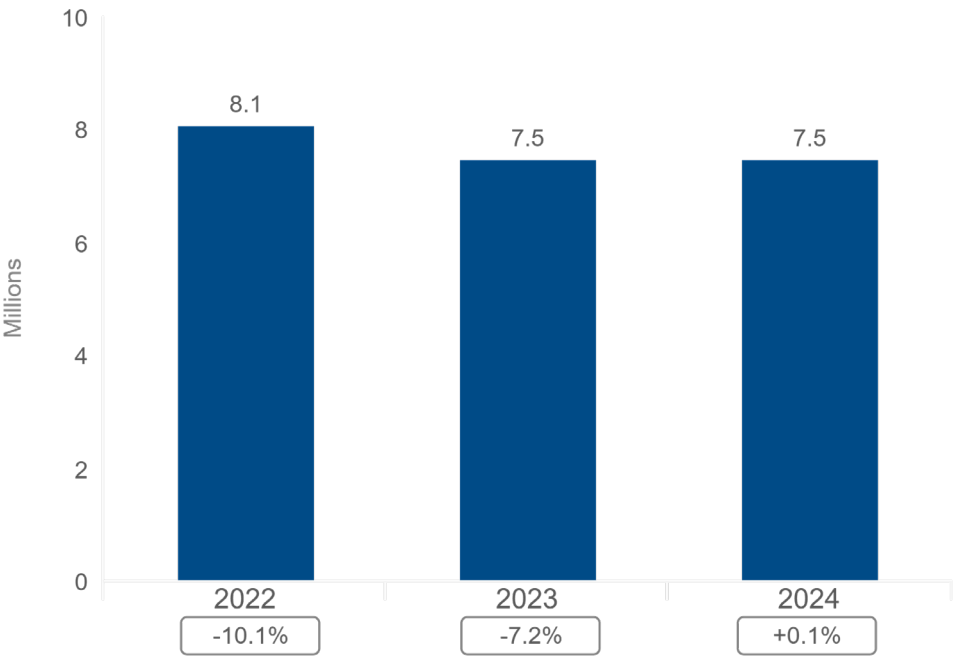


Overnight Base Size

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



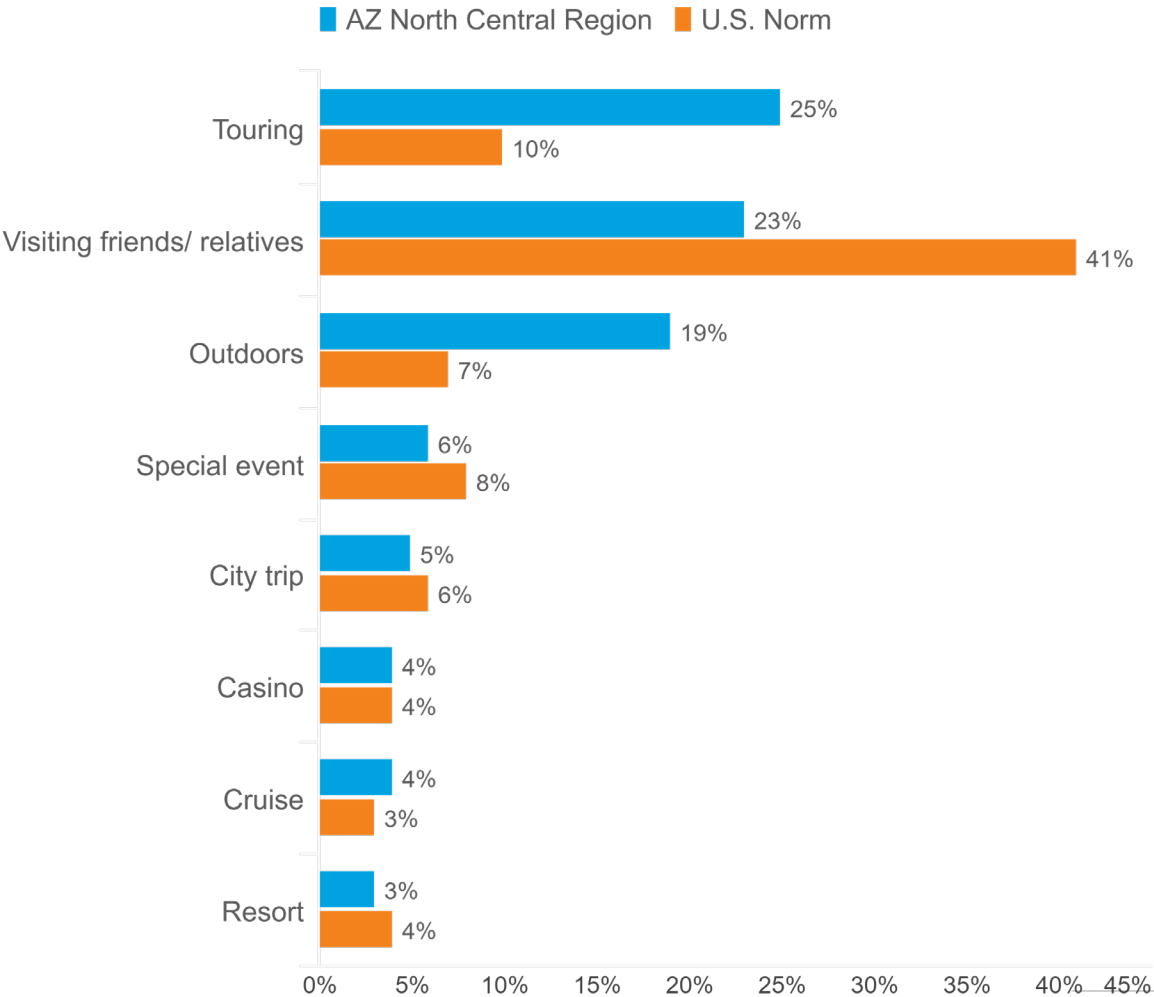
AZ North Central Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

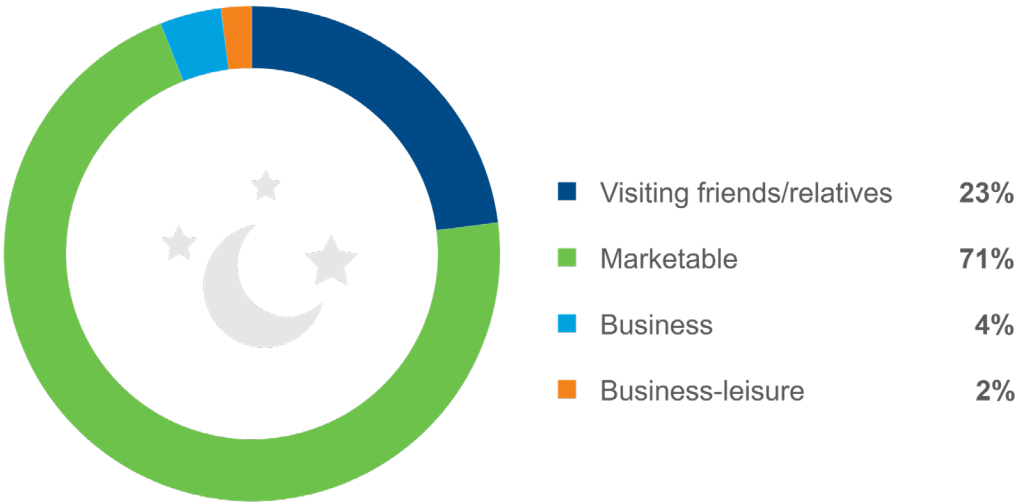
Main Purpose of Trip

| | 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% |

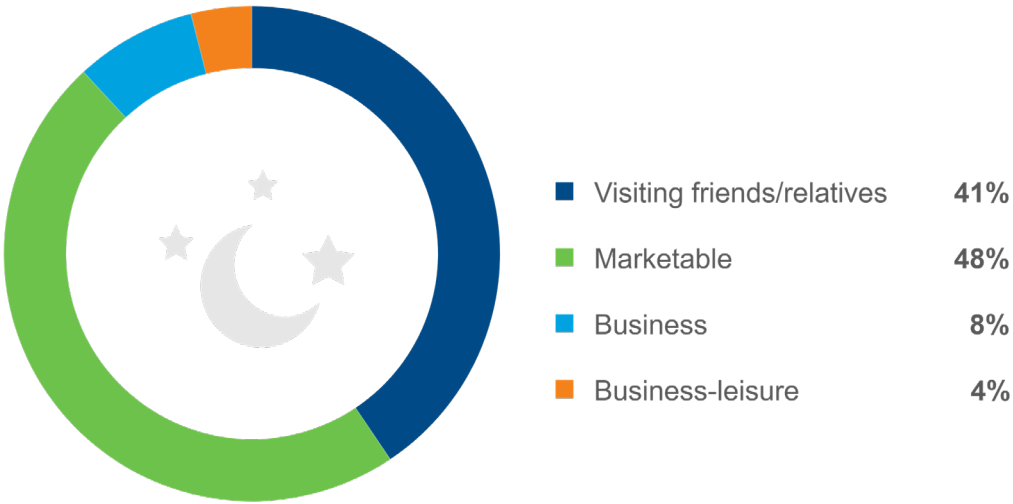
Main Purpose of Leisure Trip (Top 8)



2024 AZ North Central Region Overnight Trips

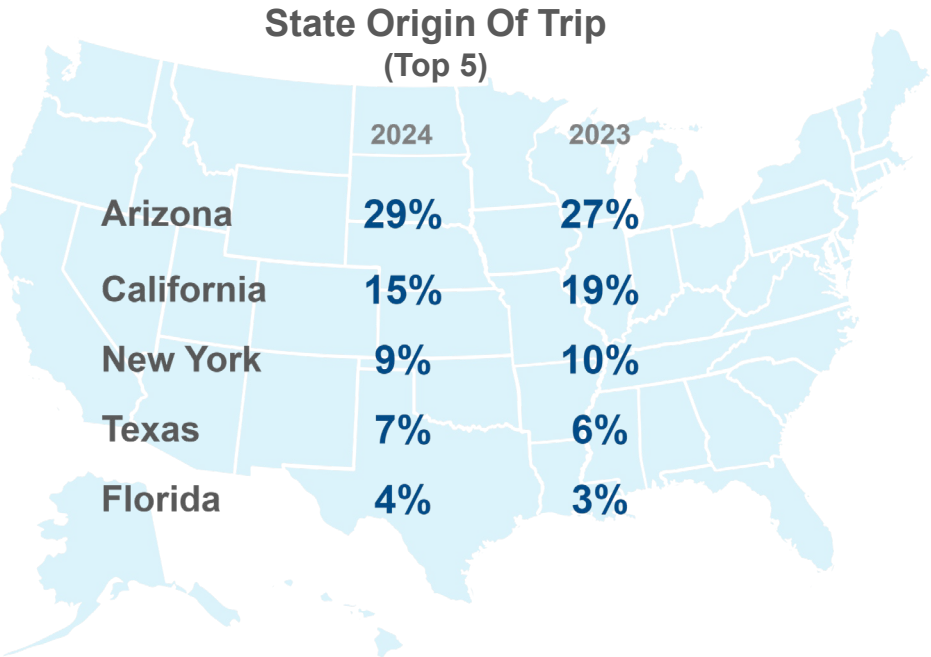


2024 U.S. Overnight Trips



AZ North Central Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips



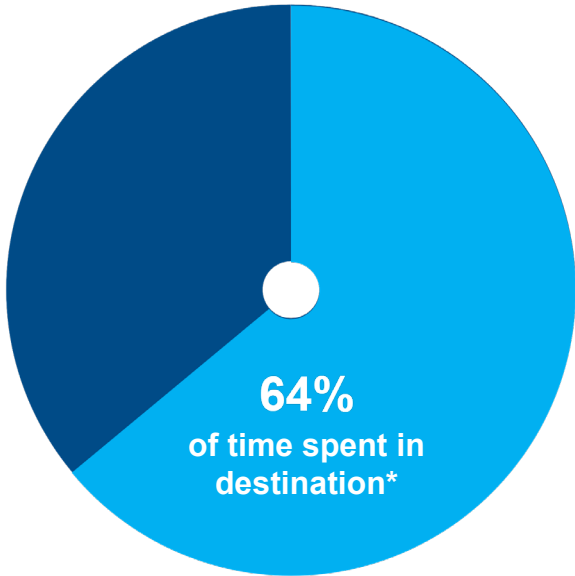
Past Visitation to AZ North Central Region

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

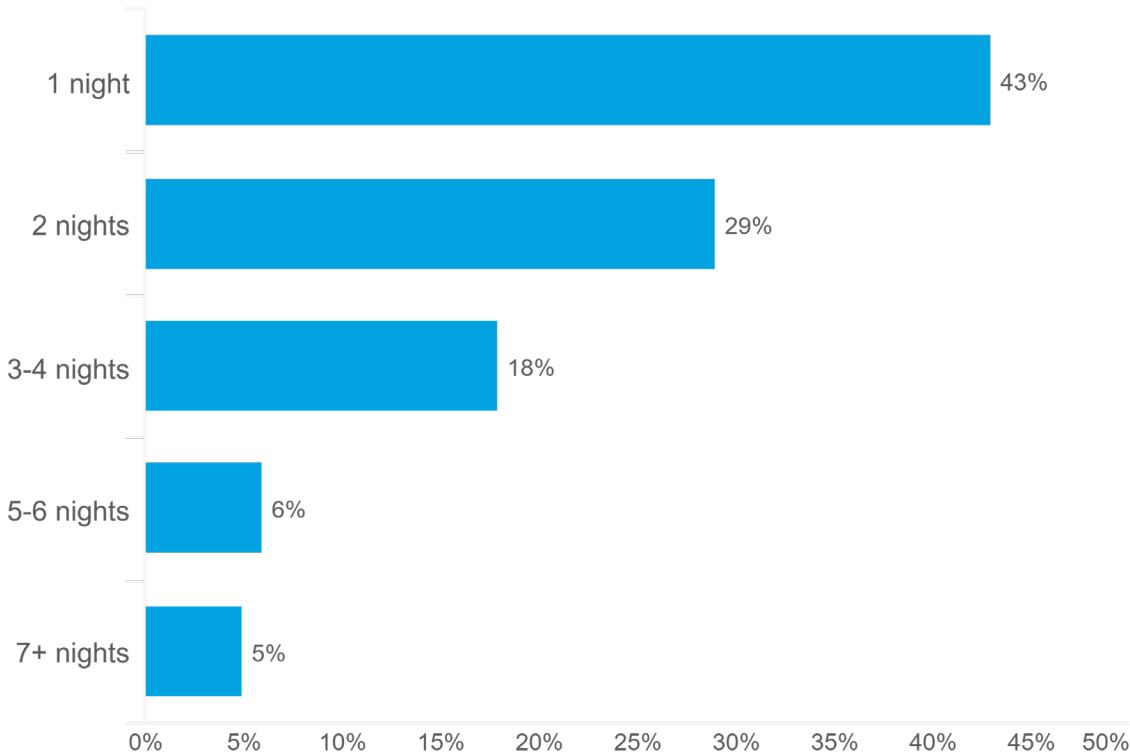
| DMA Origin Of Trip (Top 10) | 2024 | 2023 |
|------------------------------------|------|------|
| | | |
| Phoenix, AZ | 25% | 24% |
| Los Angeles, CA | 12% | 16% |
| New York, NY | 9% | 10% |
| Dallas-Ft. Worth, TX | 4% | 3% |
| Tucson (Nogales), AZ | 3% | 2% |
| Chicago, IL | 2% | 2% |
| Philadelphia, 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

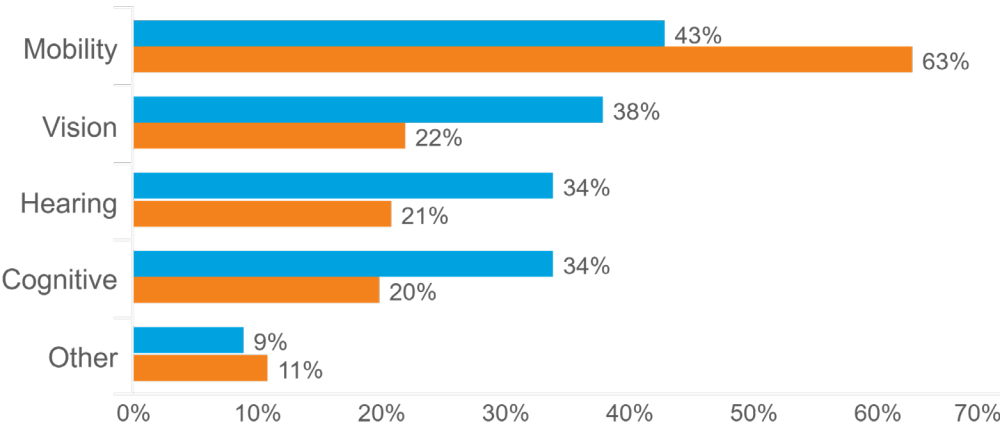


35% of travel parties had a travel party member that required accessibility services
U.S. Norm: 18%

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

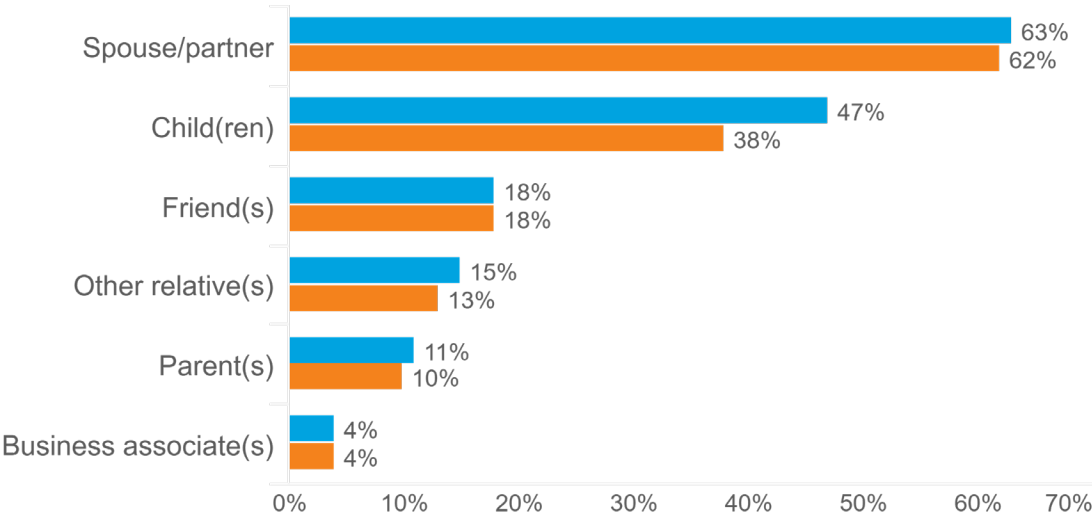
U.S. Norm: **26%**

Composition of Immediate Travel Party

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

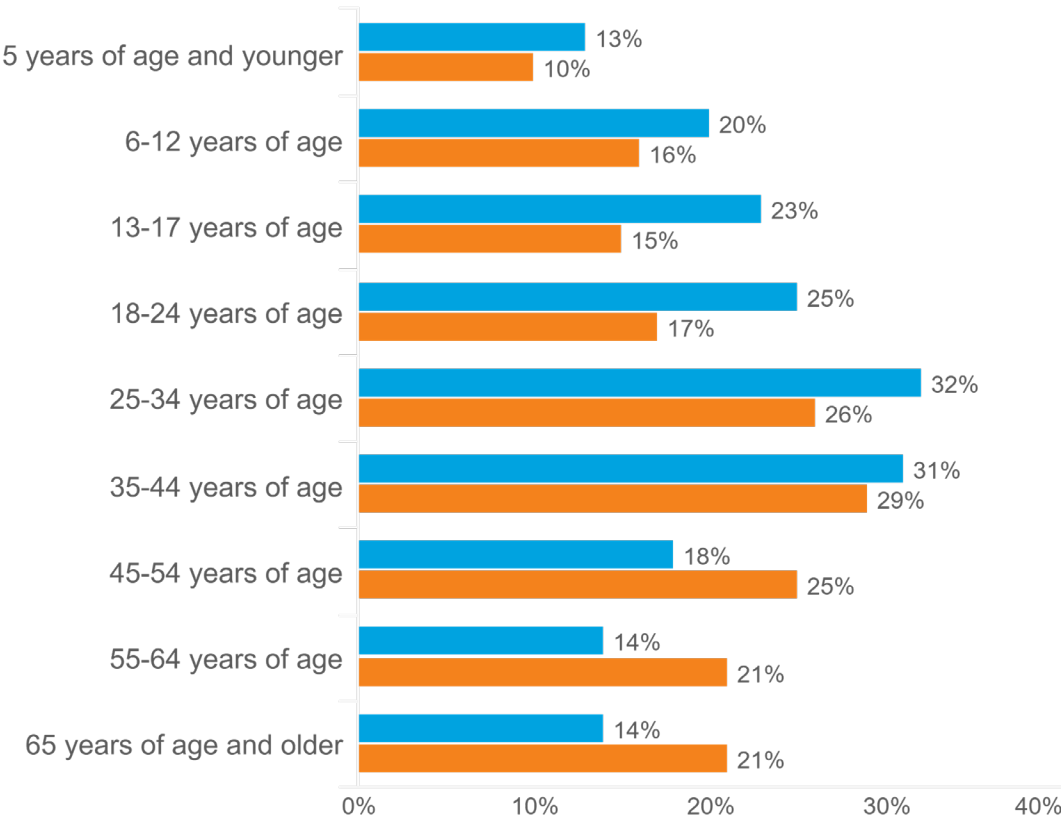
*Child(ren) is based on the relationship to the respondent

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

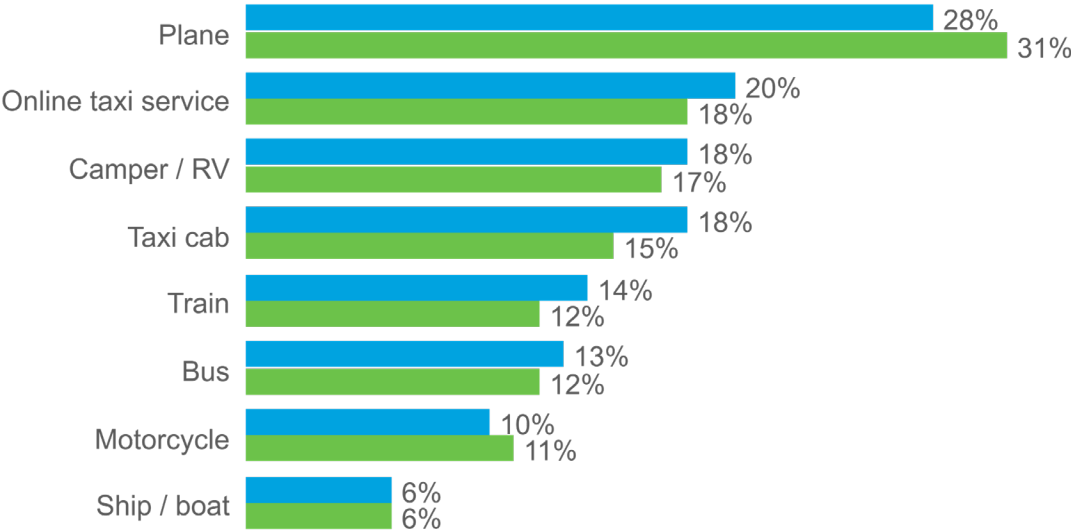
Previous year: **67%**

21% used a rental car to get to their destination

Previous year: **23%**

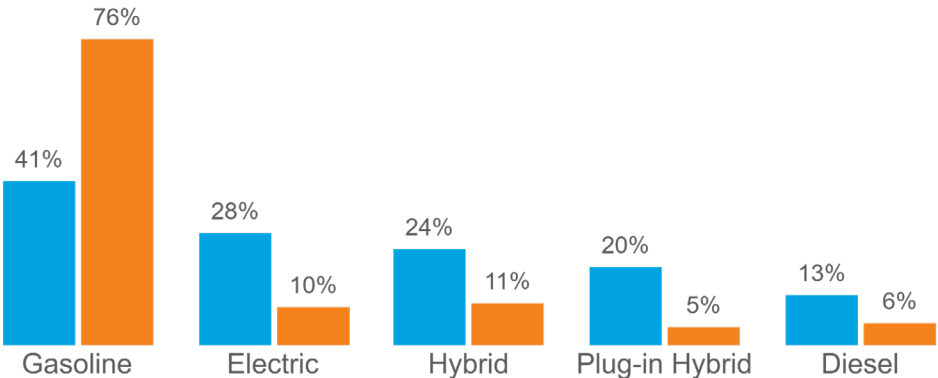


■ 2024 ■ 2023



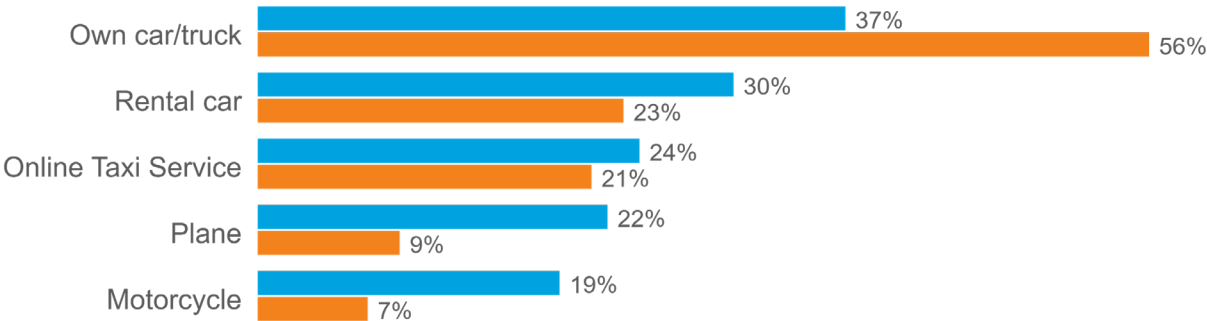
Type of Vehicle Used to get to Destination

■ AZ North Central Region ■ U.S. Norm



Transportation Used within Destination (Top 5)

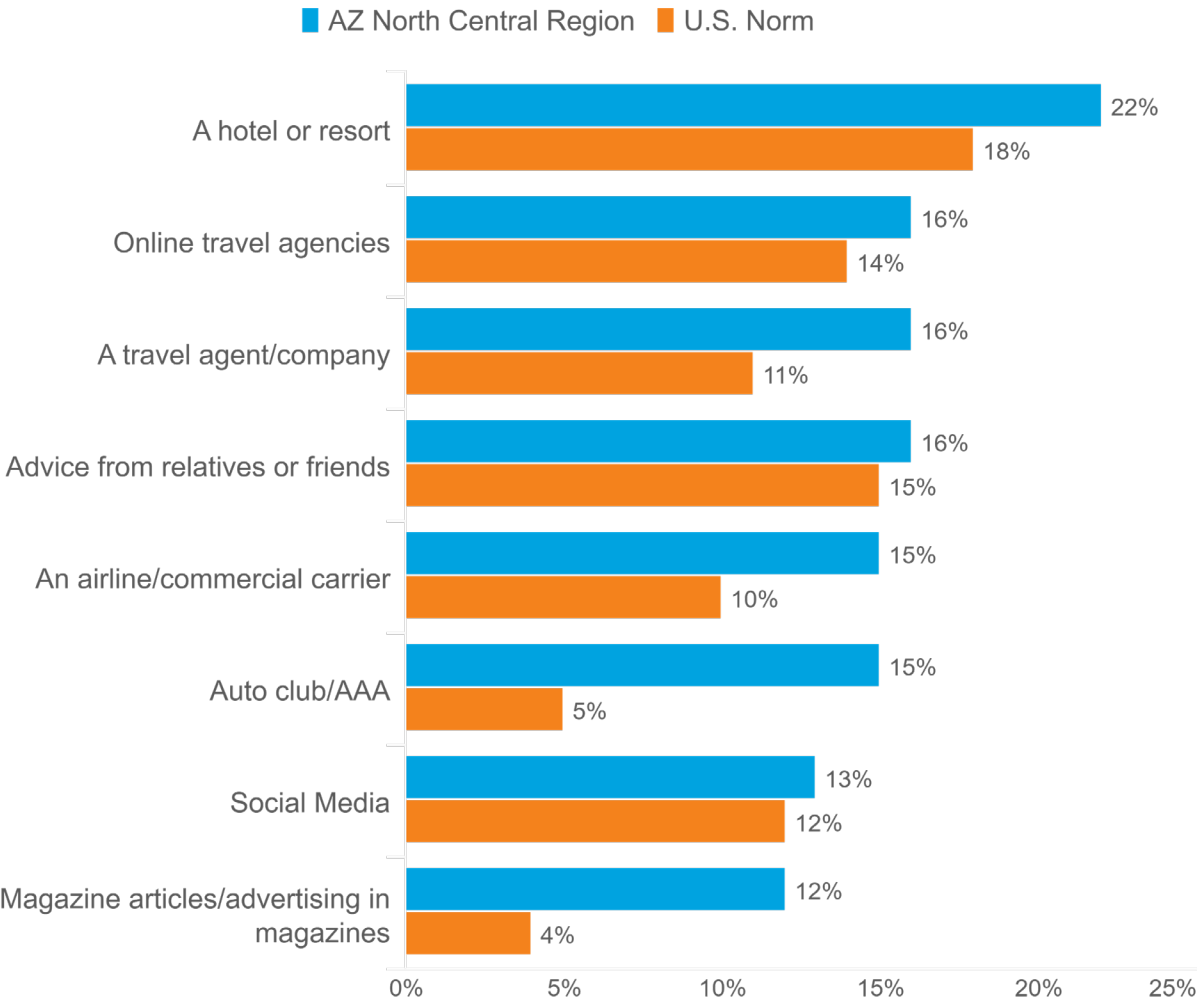
■ AZ North Central Region ■ U.S. Norm



Length of Trip Planning

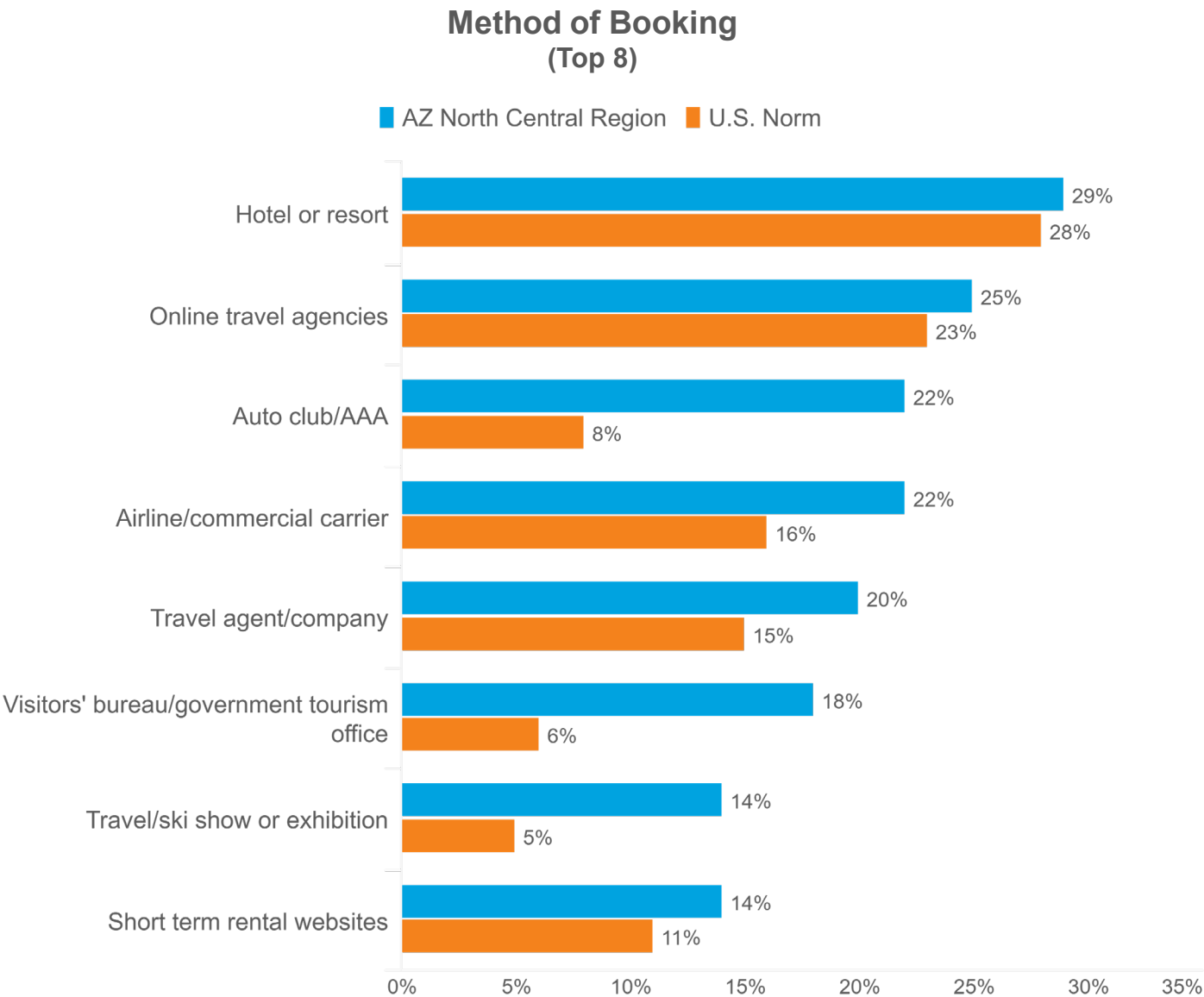
| | AZ North Central Region | U.S. Norm |
|----------------------------------|-------------------------|-----------|
| 1 month or less | 25% | 32% |
| 2 months | 21% | 17% |
| 3-5 months | 23% | 18% |
| 6-12 months | 17% | 14% |
| More than 1 year in advance | 7% | 4% |
| Did not plan anything in advance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

Trip Planning Information Sources
(Top 8)










AZ North Central Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

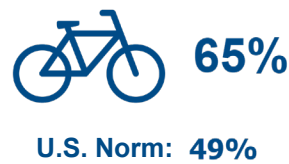


Accommodations (Top 7)

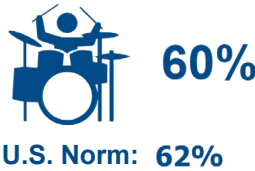
| | 2024 | 2023 |
|---|------|------|
|  Hotel | 45% | 43% |
|  Motel | 17% | 18% |
|  Bed & breakfast | 17% | 17% |
|  Campground / RV park | 15% | 16% |
|  Country inn / lodge | 15% | 13% |
|  Resort hotel | 12% | 15% |
|  Home of friends / relatives | 10% | 14% |

Activity Groupings

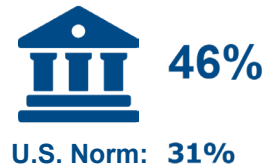
Outdoor Activities



Entertainment Activities



Cultural Activities



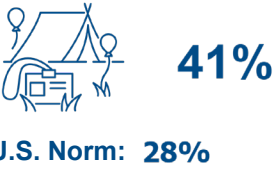
Sporting Activities













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% |

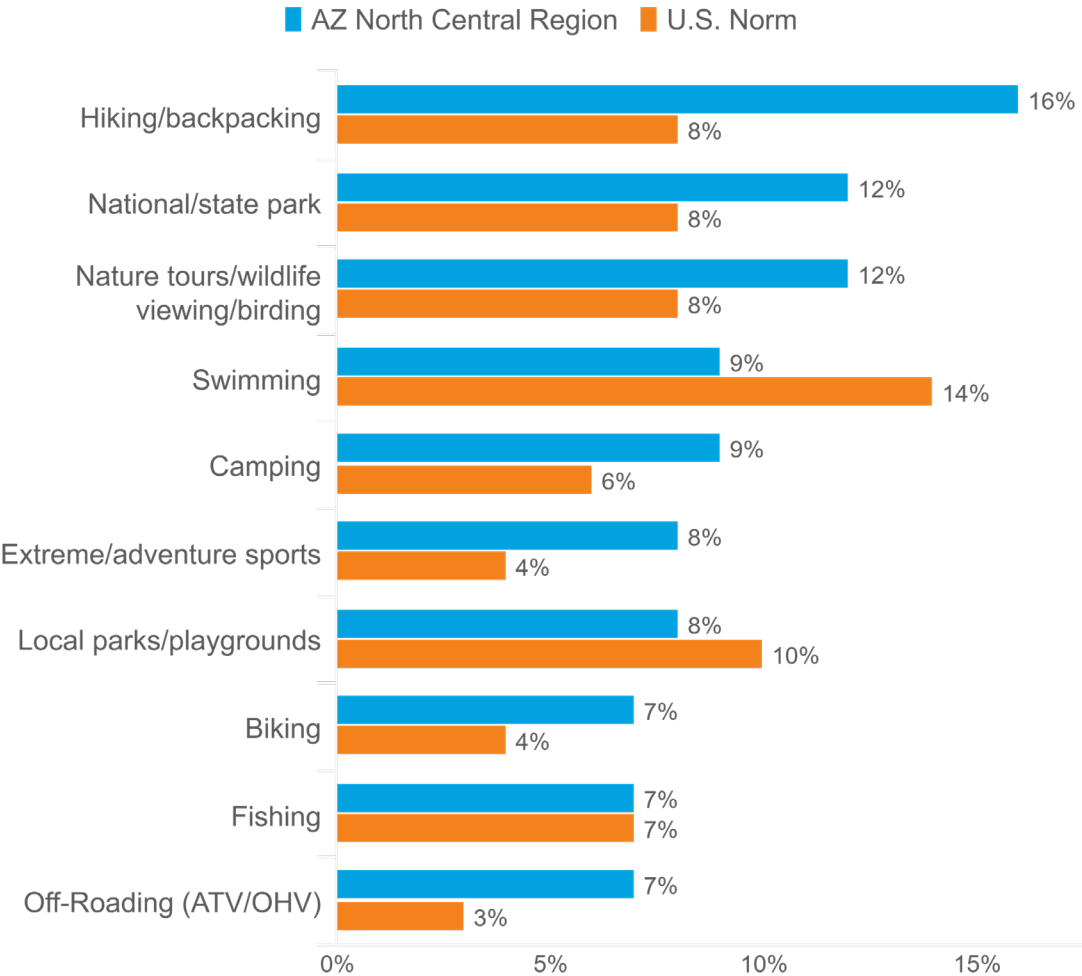


Outdoor Activities

AZ North Central
Region
65%

U.S. Norm
49%

Outdoor Activities
(Top 10)



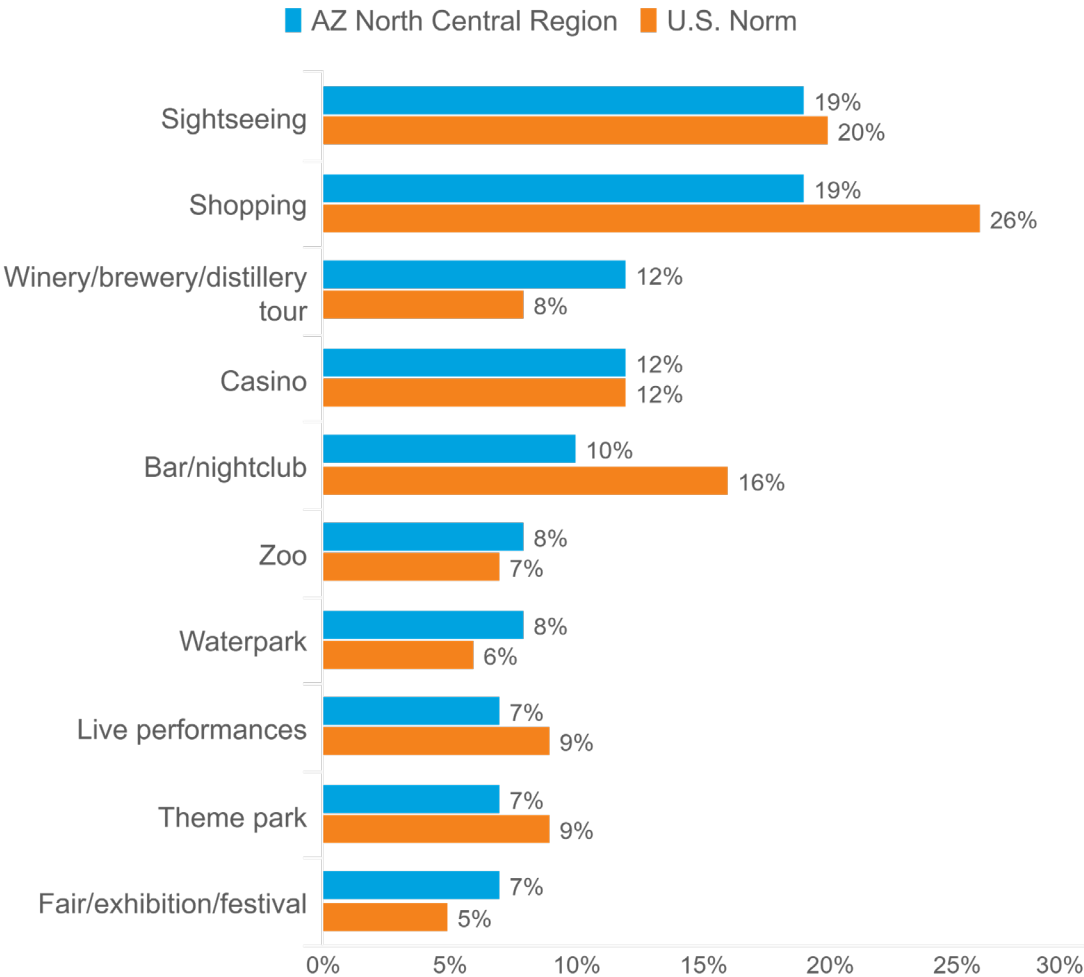


Entertainment Activities

AZ North Central
Region
60%

U.S. Norm
62%

Entertainment Activities
(Top 10)



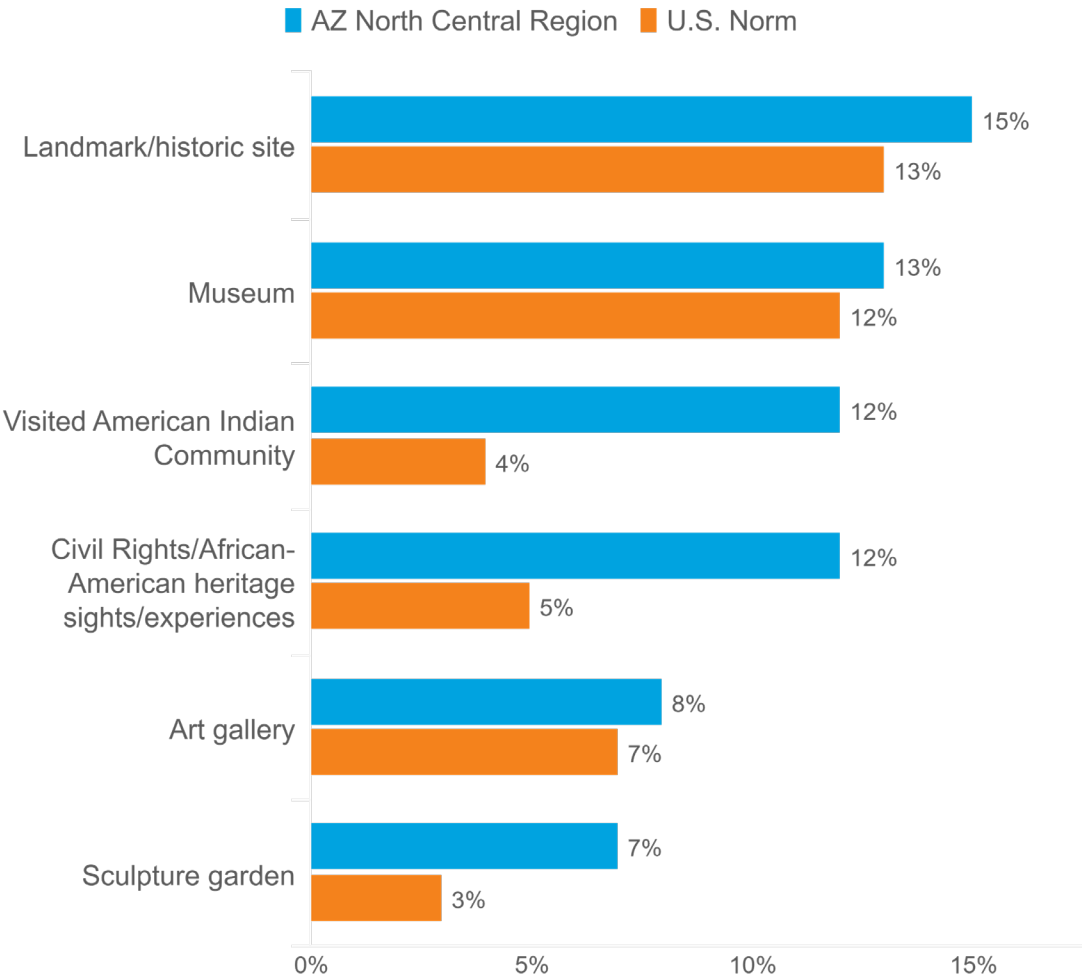


Cultural Activities

AZ North Central
Region
46%

U.S. Norm
31%

Cultural Activities



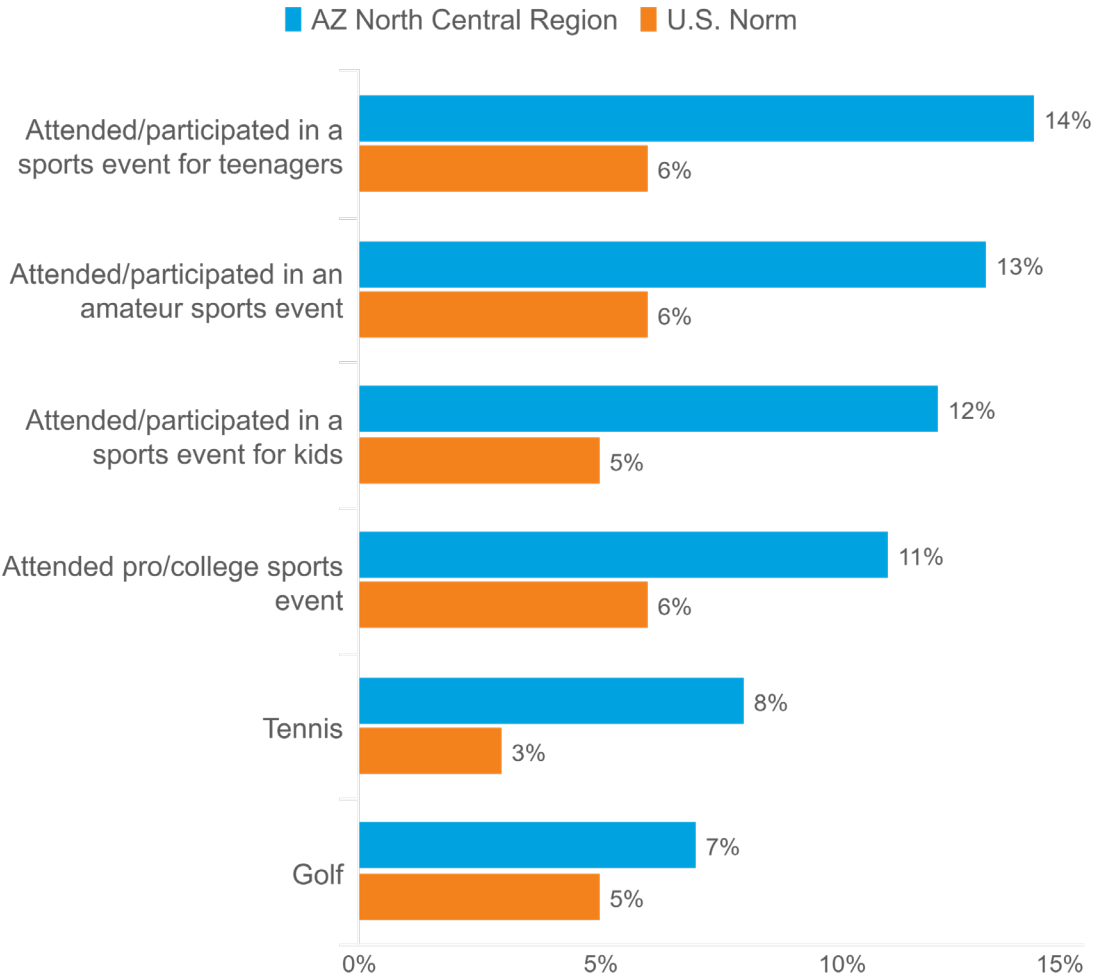


Sporting Activities

AZ North Central
Region
41%

U.S. Norm
23%

Sporting Activities



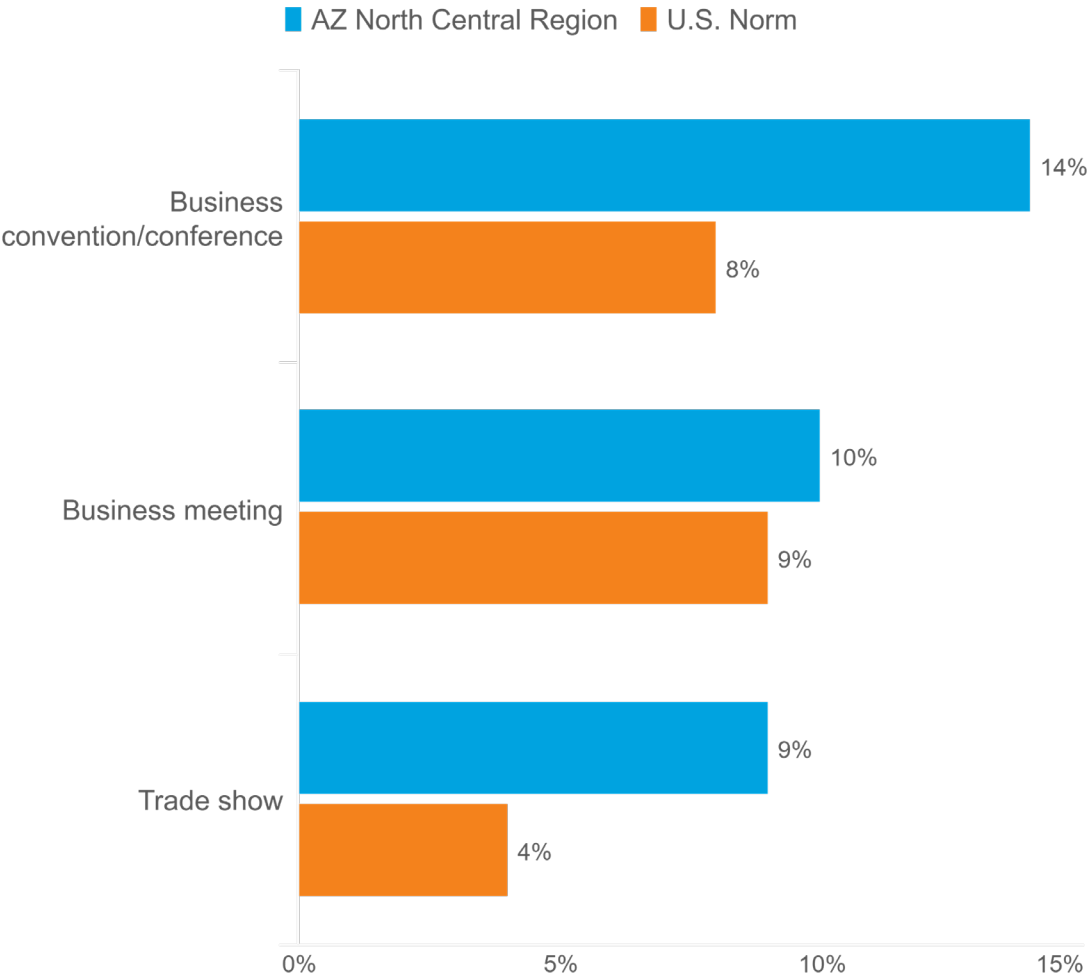


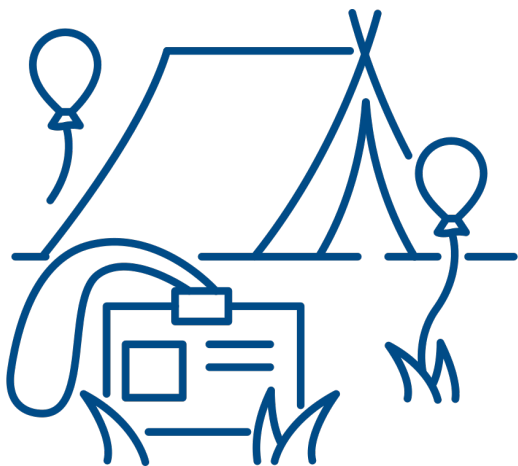
Business Activities

AZ North Central
Region
27%

U.S. Norm
17%

Business Activities



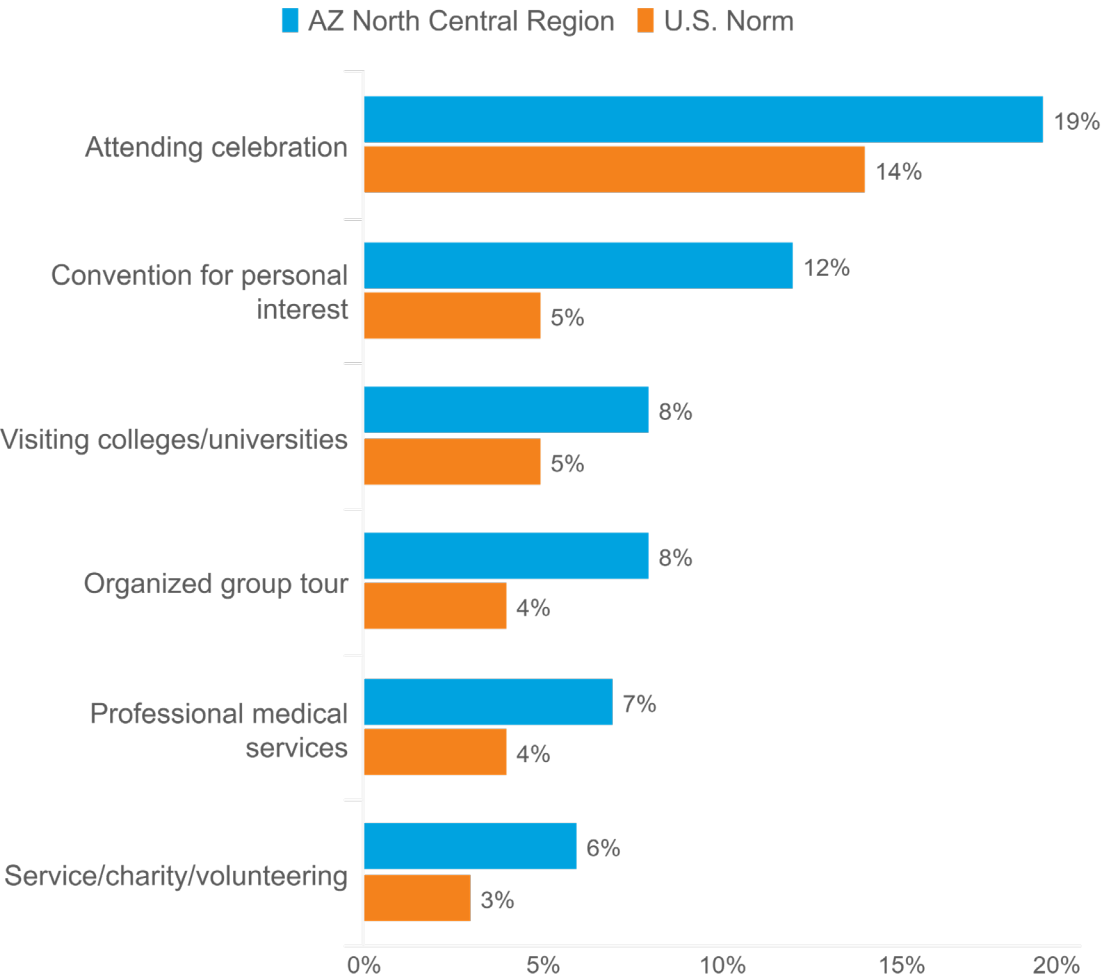


Other Activities

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

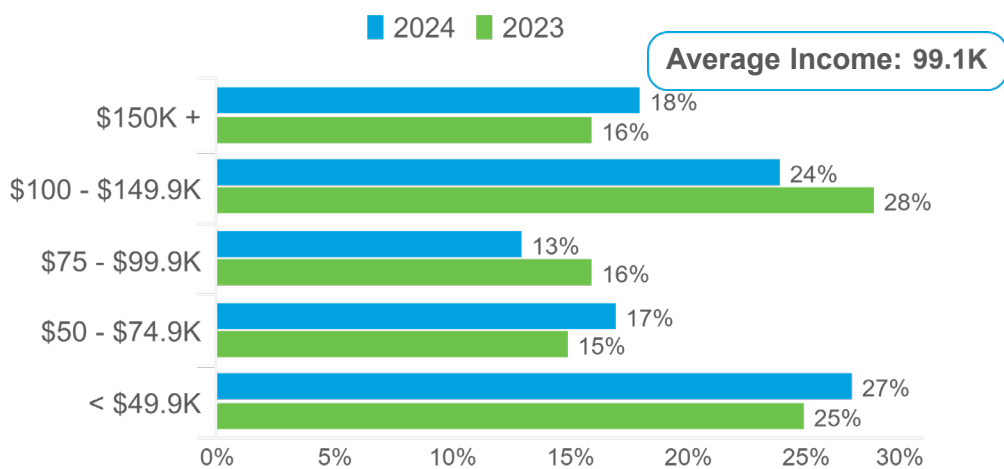


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

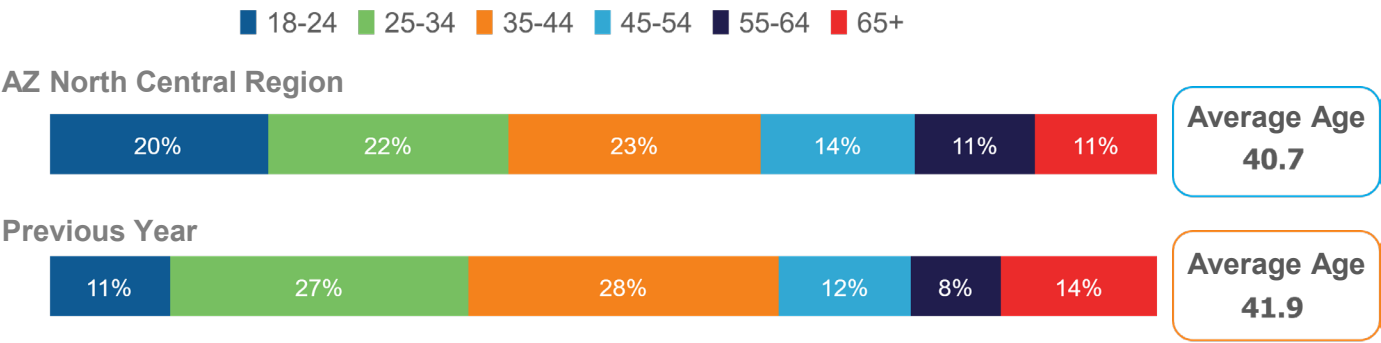
Demographic Profile of Overnight AZ North Central Region Visitors

Base: 2024 Overnight Person-Trips

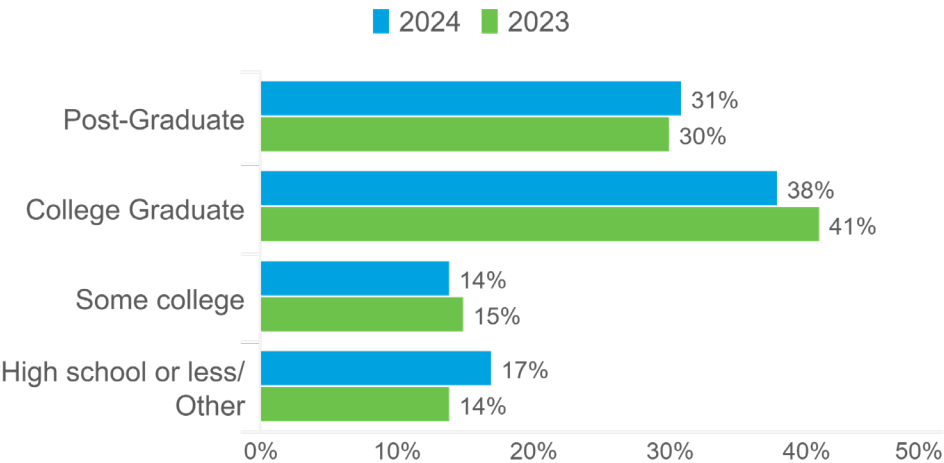
Household Income



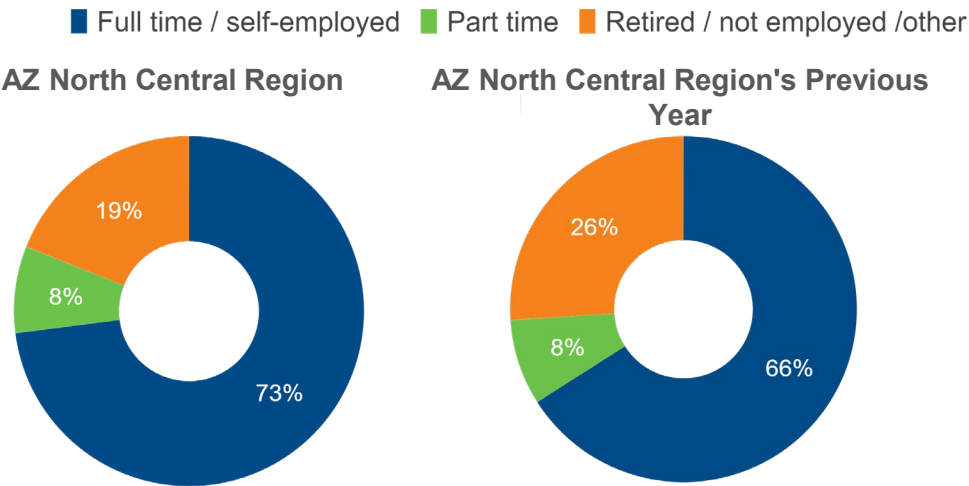
Age



Educational Attainment



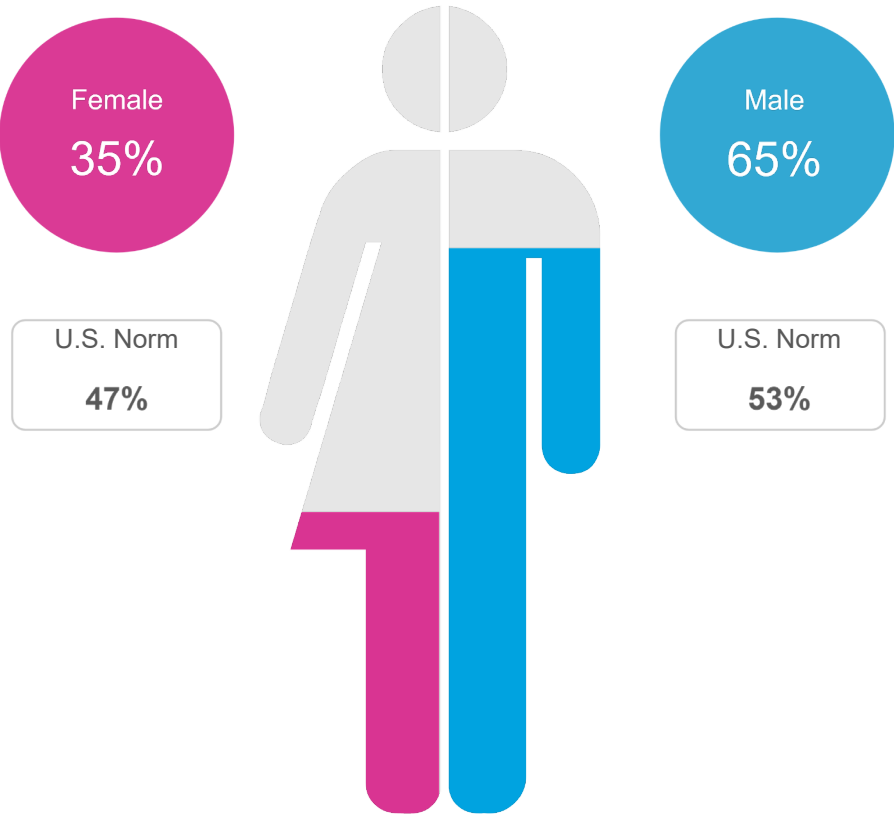
Employment



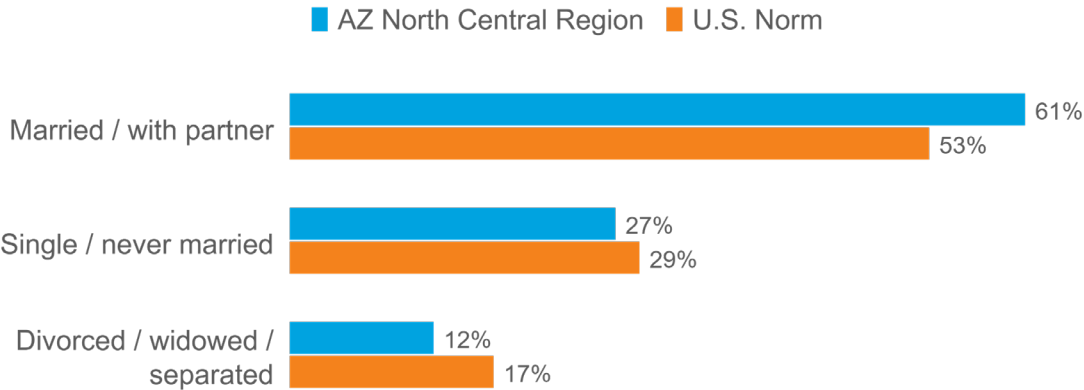
Demographic Profile of Overnight AZ North Central Region Visitors

Base: 2024 Overnight Person-Trips

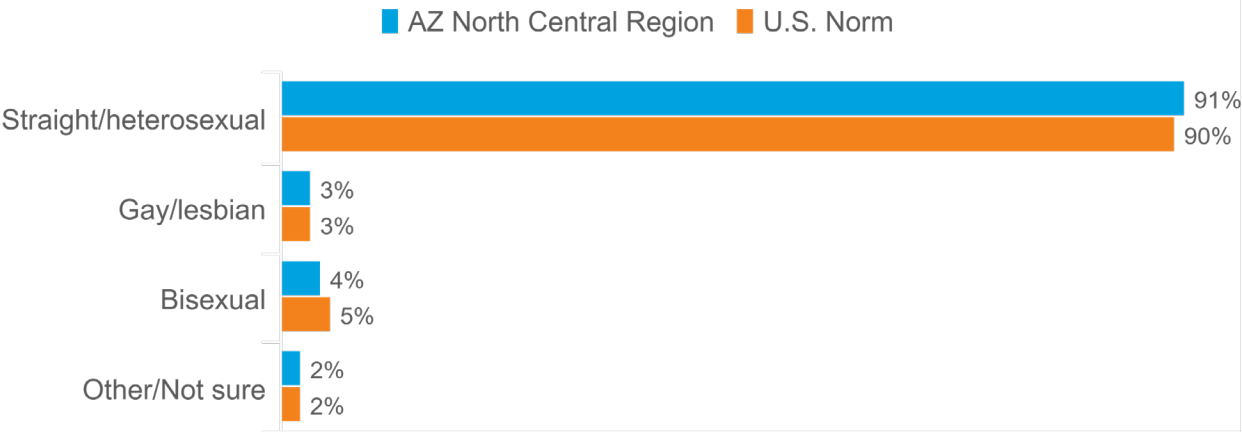
Gender



Marital Status



Sexual Orientation



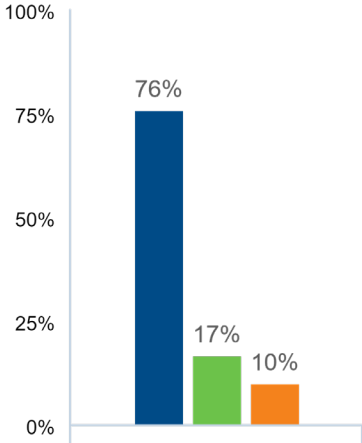
Demographic Profile of Overnight AZ North Central Region Visitors

Base: 2024 Overnight Person-Trips

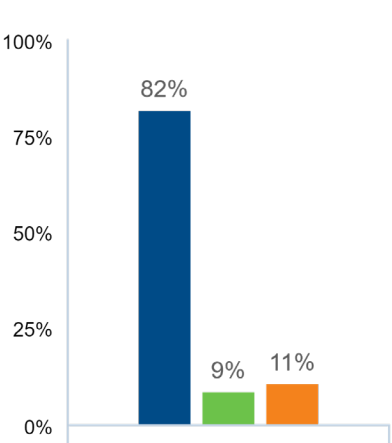
Race

White African-American Other

AZ North Central Region

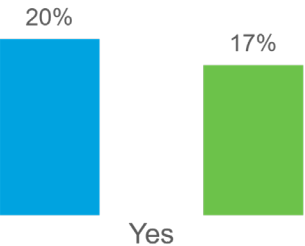


AZ North Central Region's Previous Year



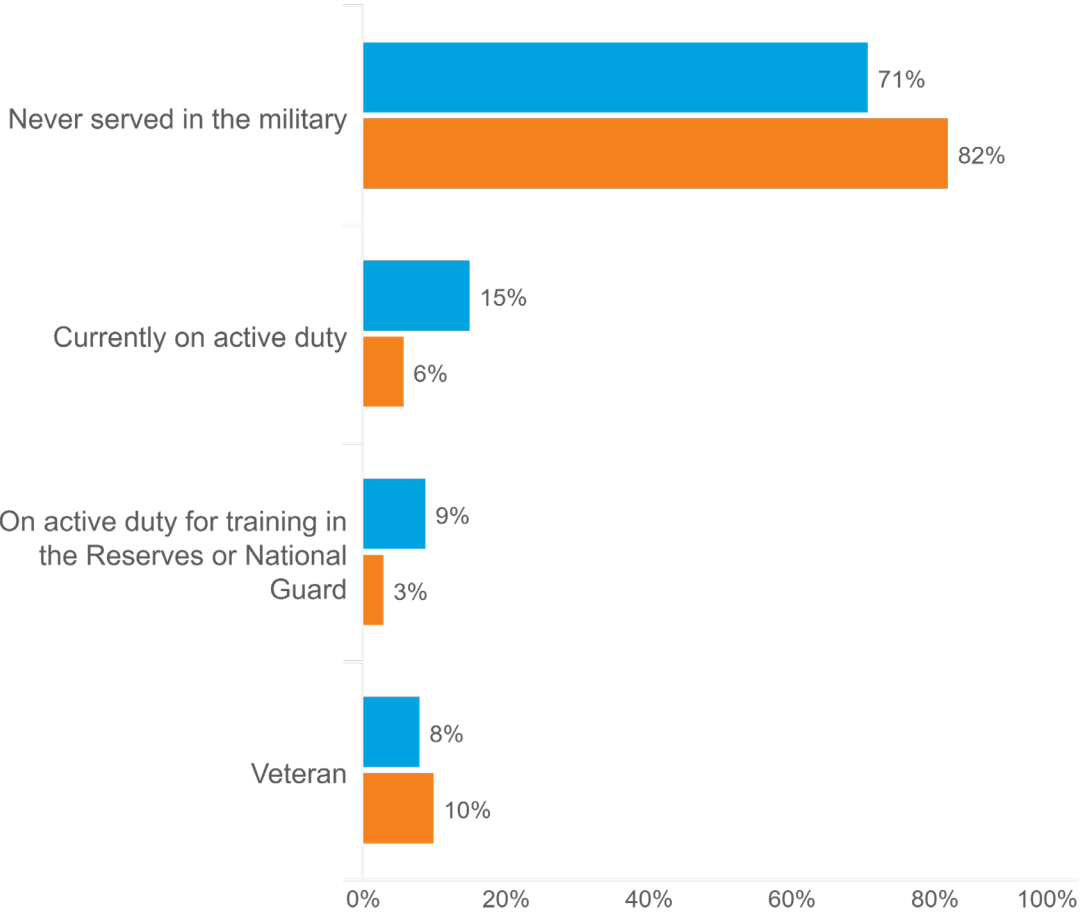
Hispanic Background

2024 2023

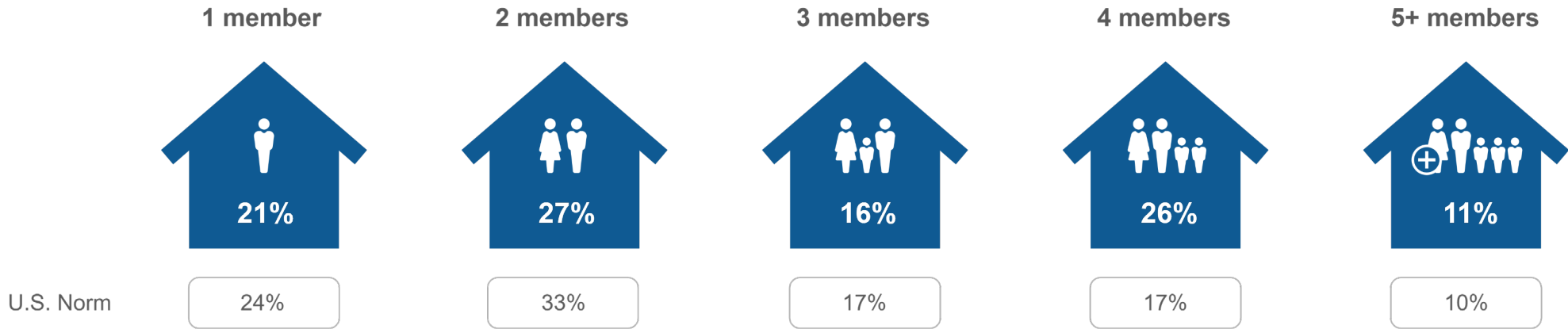


Military Status

AZ North Central Region U.S. Norm



Household Size



Children in Household

