



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:

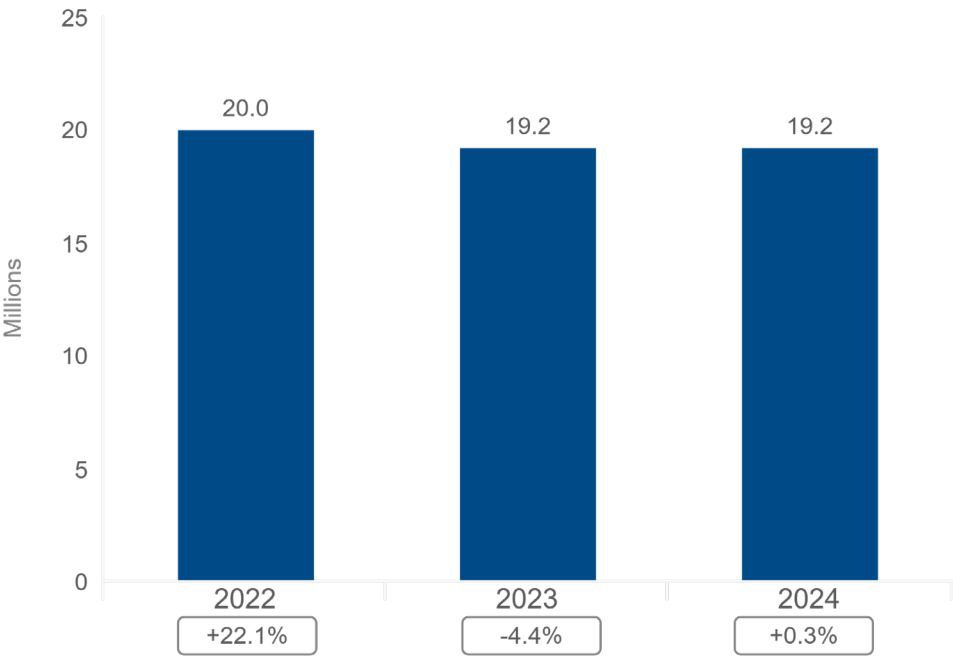


Overnight Base Size

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



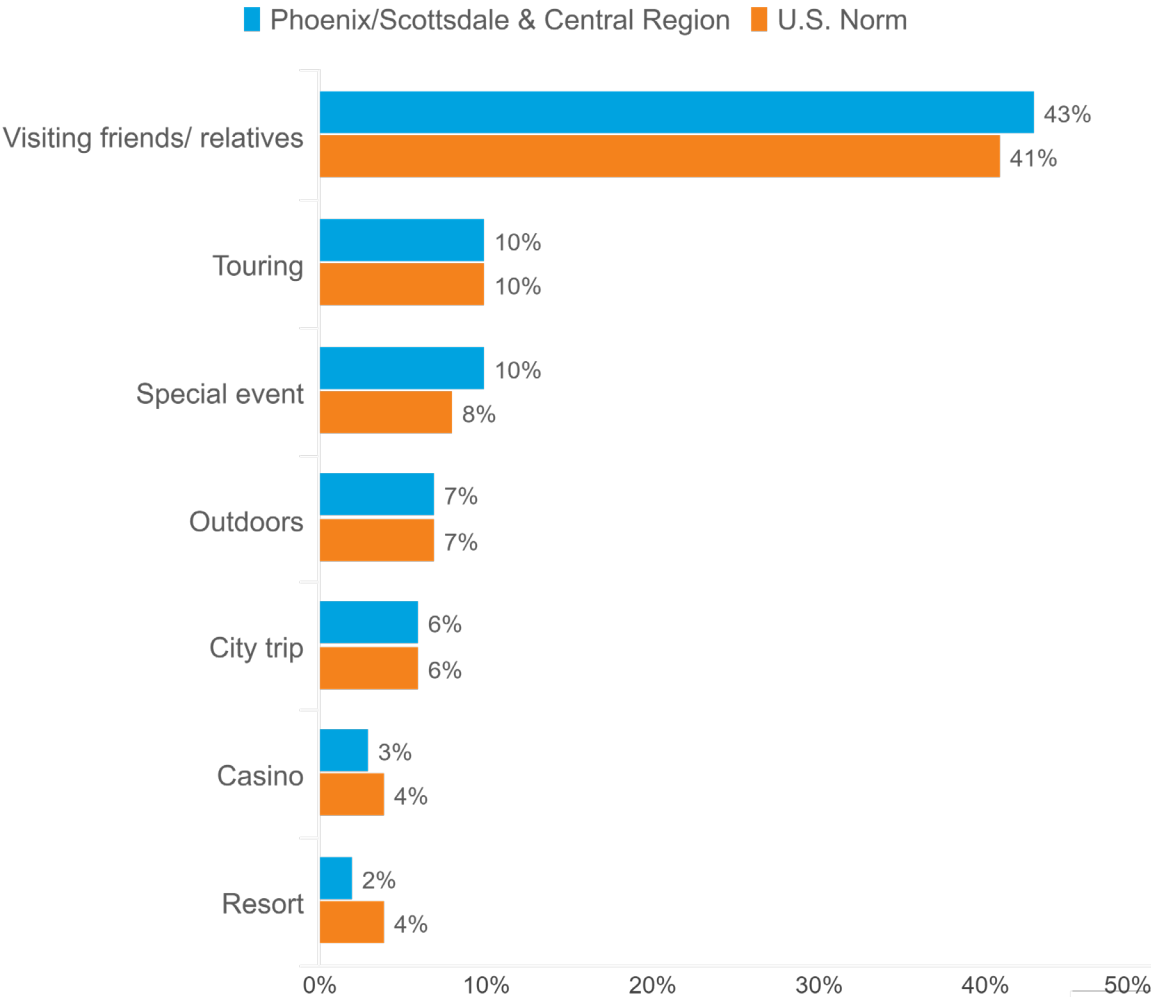
Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

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% |

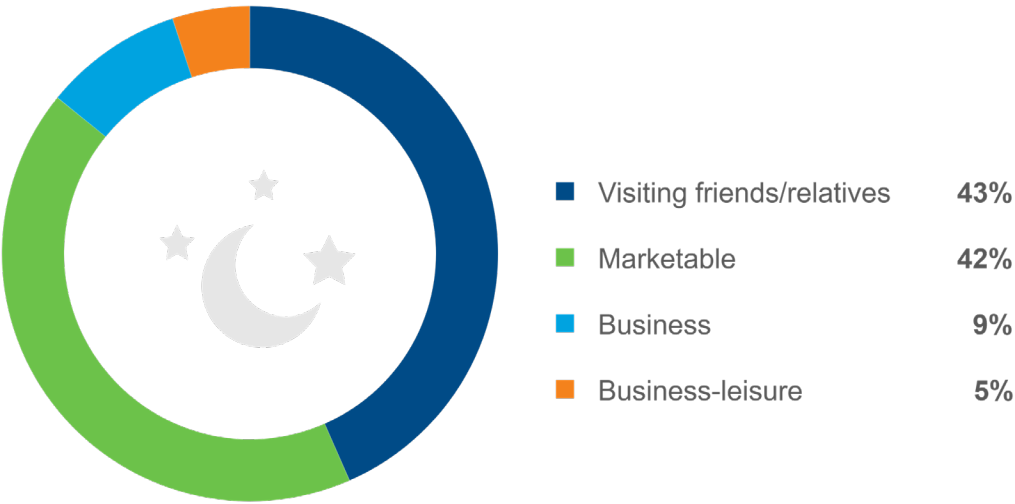
Main Purpose of Leisure Trip (Top 7)



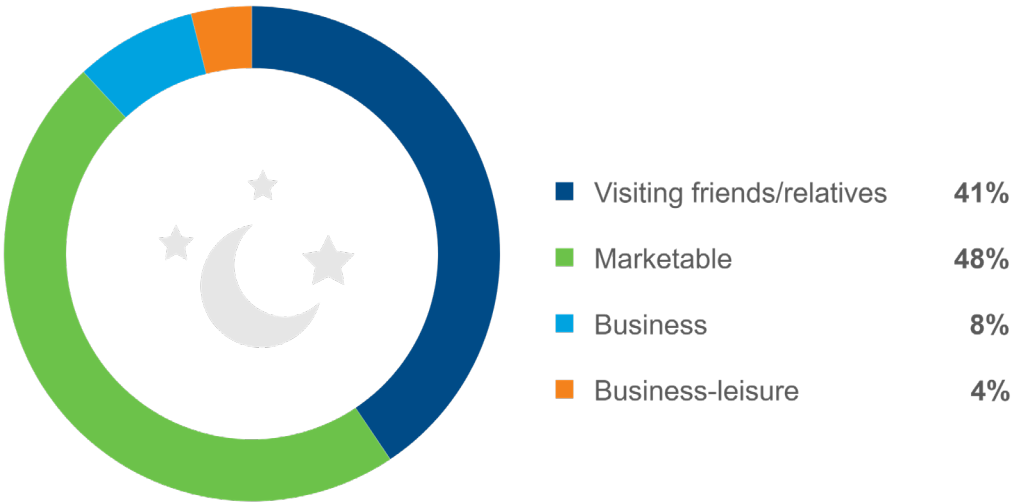
Structure of the Phoenix/Scottsdale & Central Region Overnight Travel Market

Base: 2024 Overnight Person-Trips

2024 Phoenix/Scottsdale & Central Region Overnight Trips

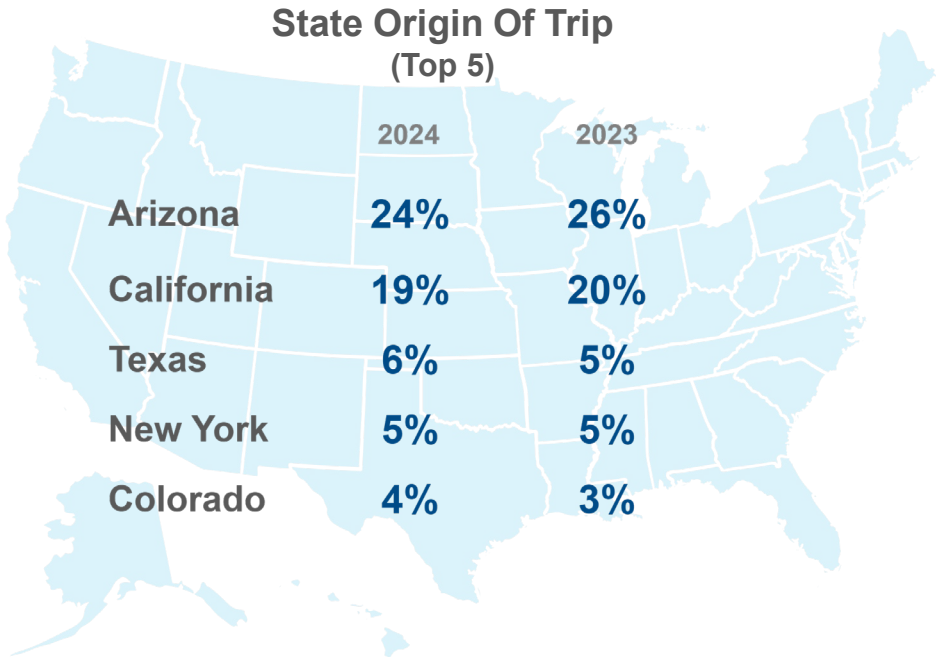


2024 U.S. Overnight Trips



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% |

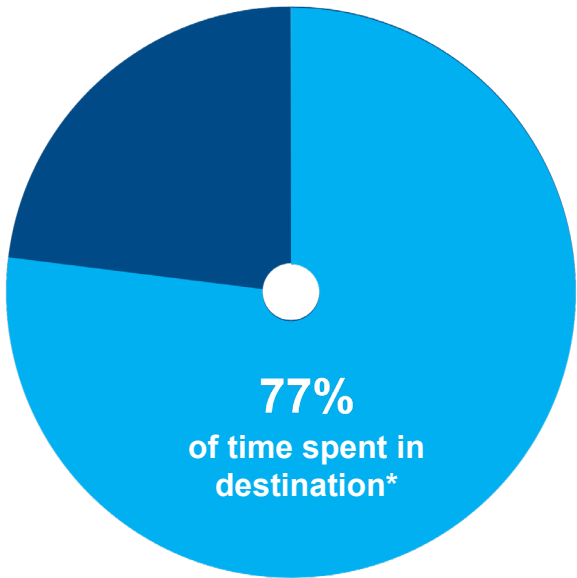
Past Visitation to Phoenix/Scottsdale & Central Region

- 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

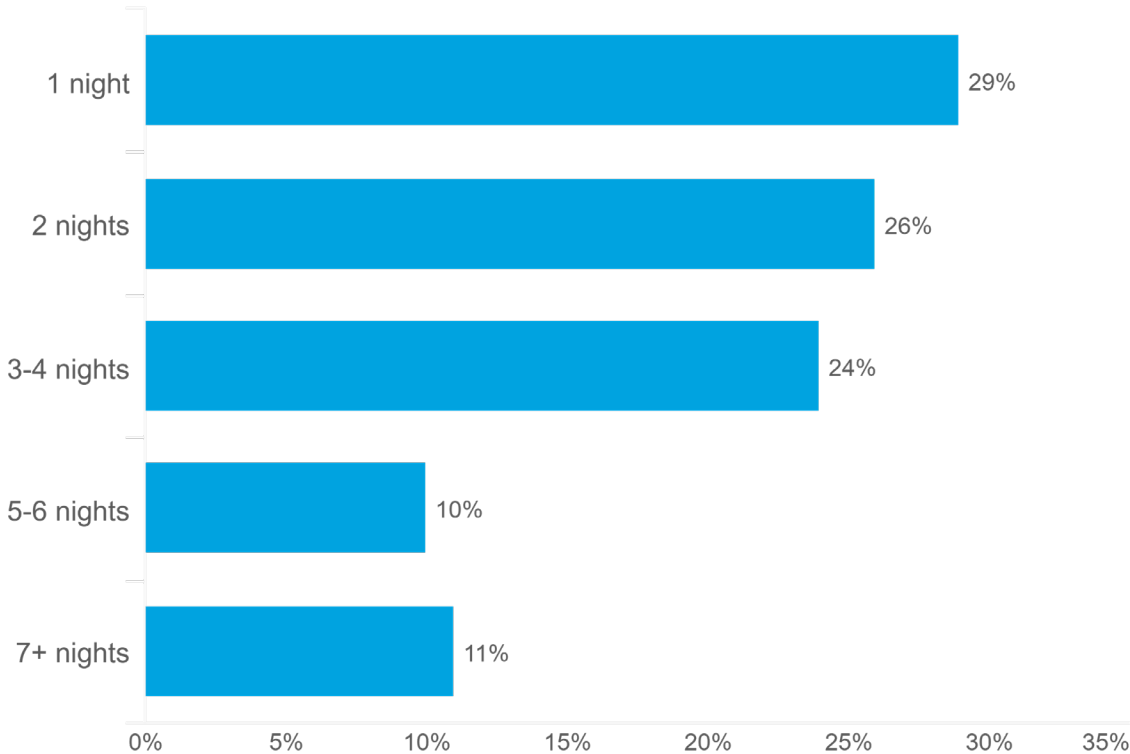
Base: 2024 Overnight Person-Trips

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

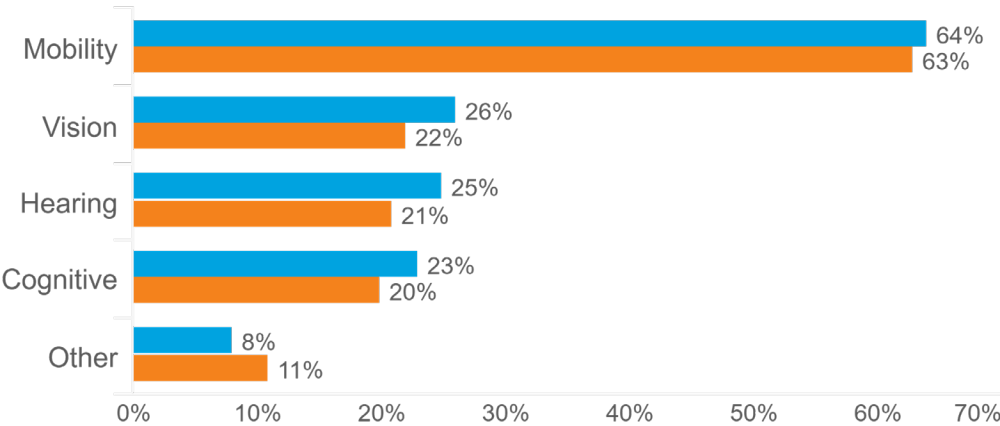


21% of travel parties had a travel party member that required accessibility services
U.S. Norm: 18%

Disability Categorization

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

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





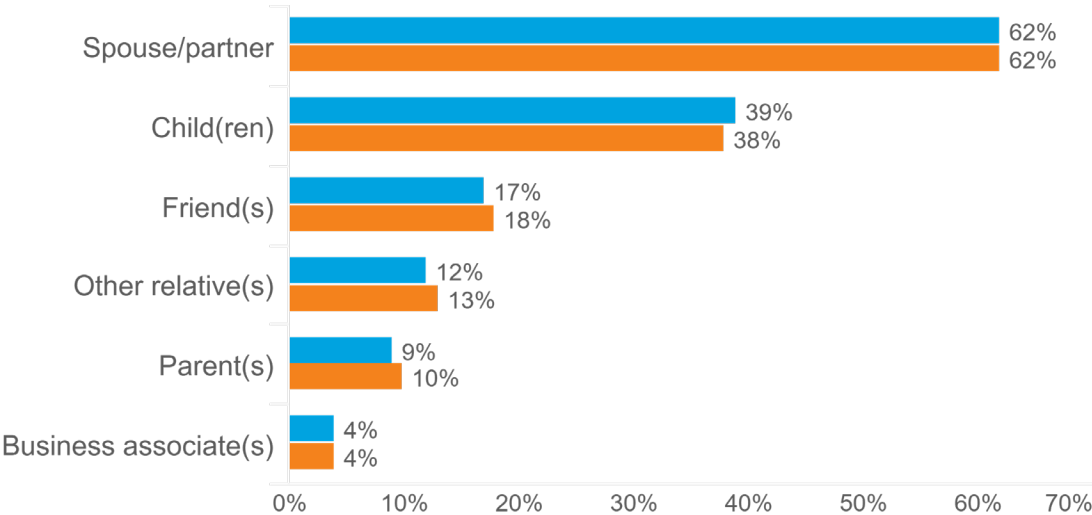
27% of trips only had one person in the travel party

U.S. Norm: 26%

Composition of Immediate Travel Party

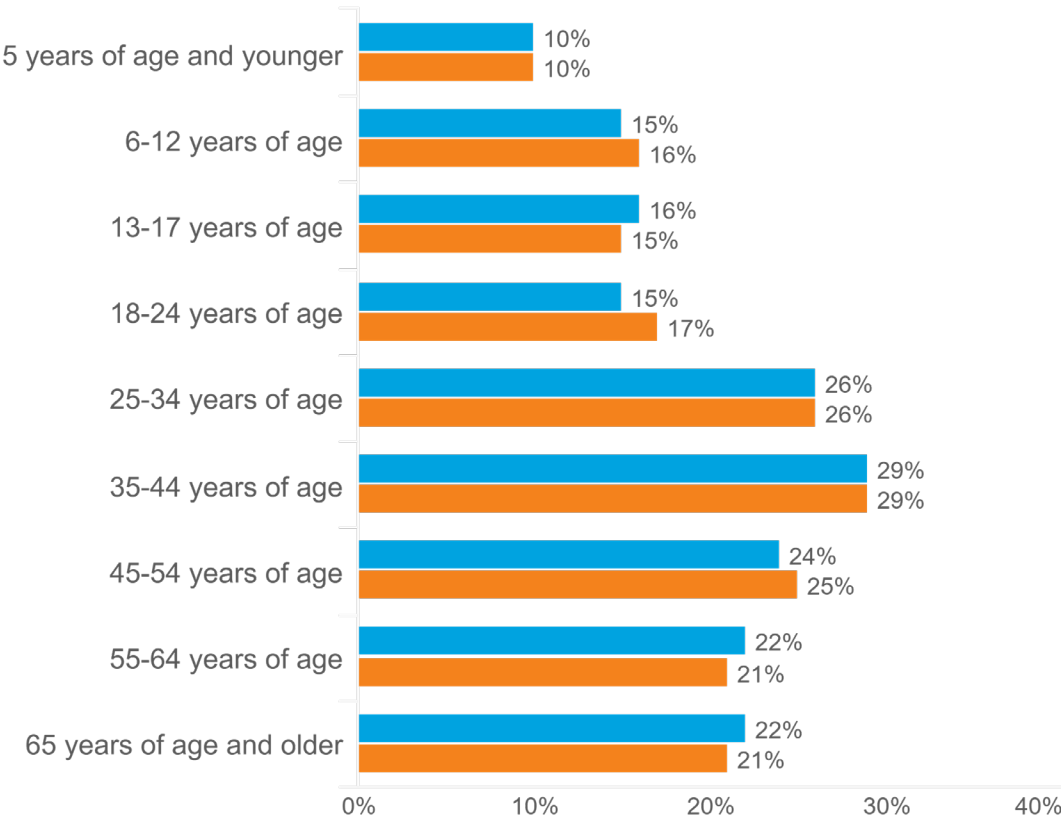
Base: 2024 Overnight Person-Trips that included more than one person
*Child(ren) is based on the relationship to the respondent

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



Travel Party Age

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



Phoenix/Scottsdale & Central Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

Transportation Used to get to Destination

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

Previous year: **59%**

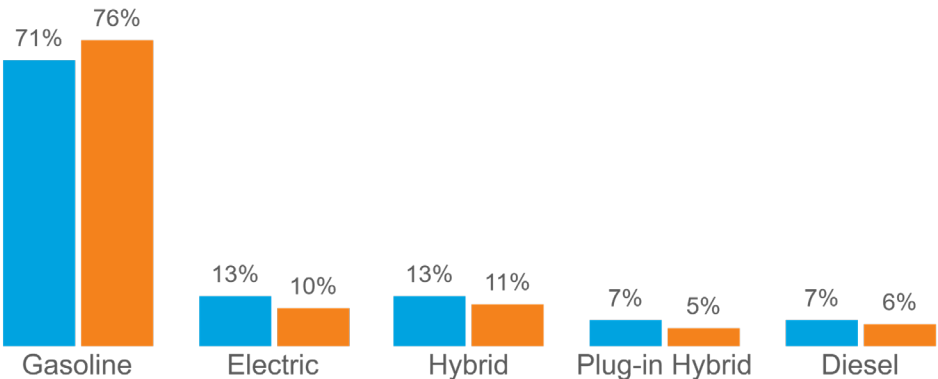
16% used a rental car to get to their destination

Previous year: **15%**

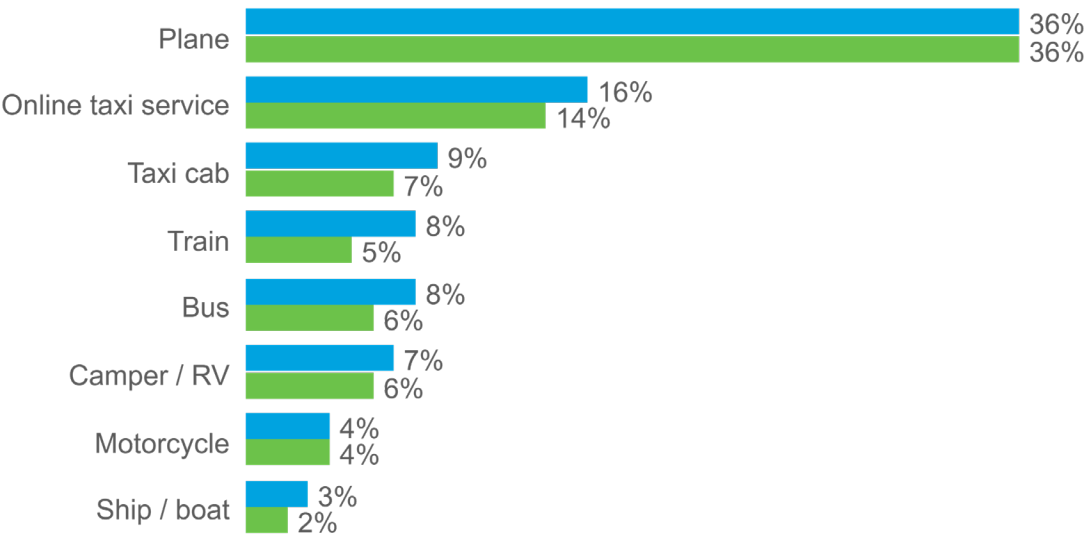


Type of Vehicle Used to get to Destination

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

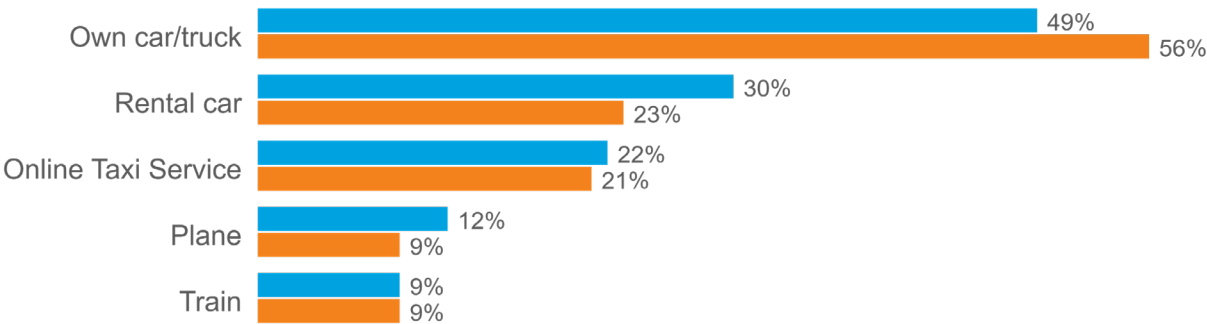


■ 2024 ■ 2023



Transportation Used within Destination (Top 5)

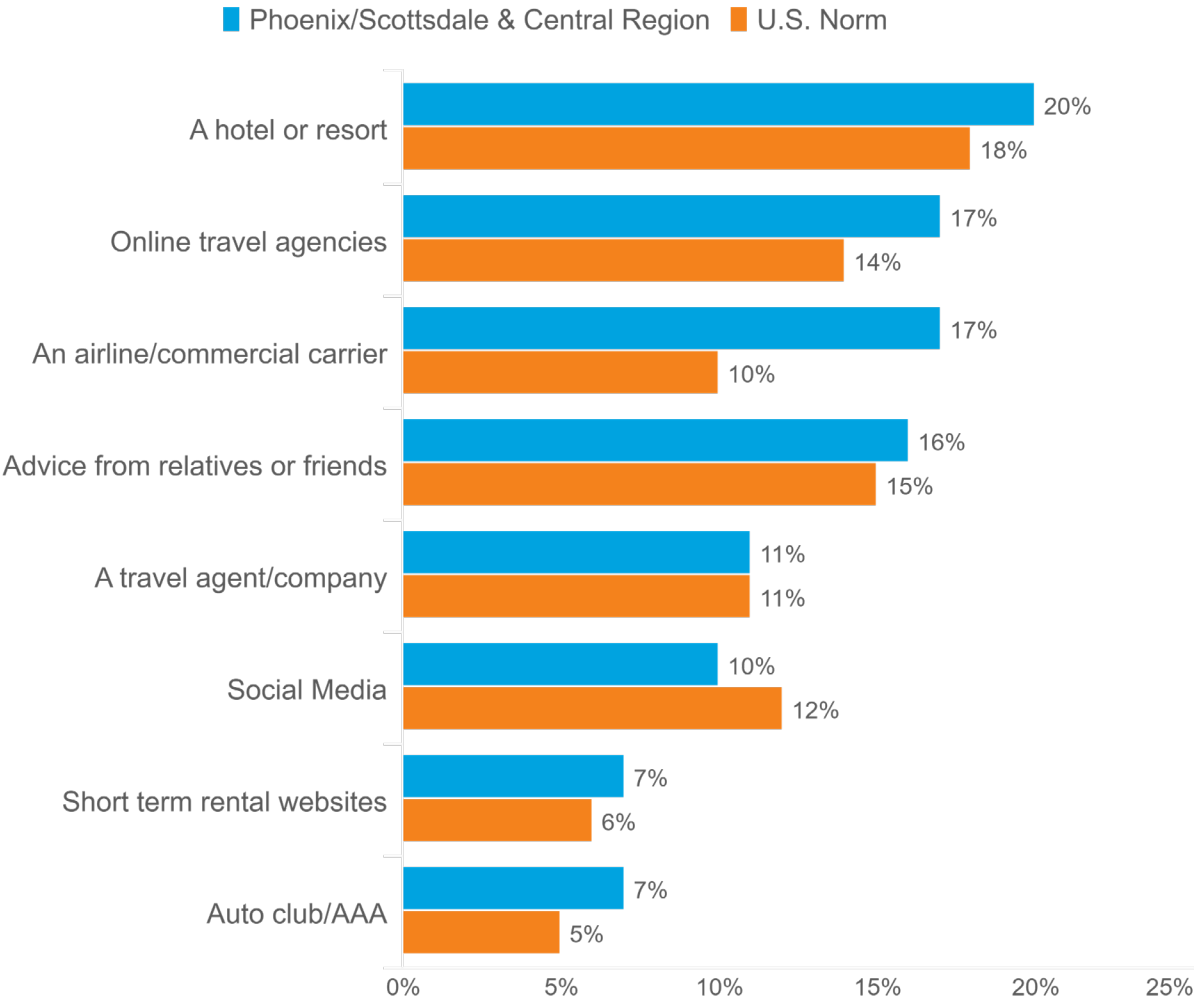
■ Phoenix/Scottsdale & Central Region ■ U.S. Norm



Length of Trip Planning

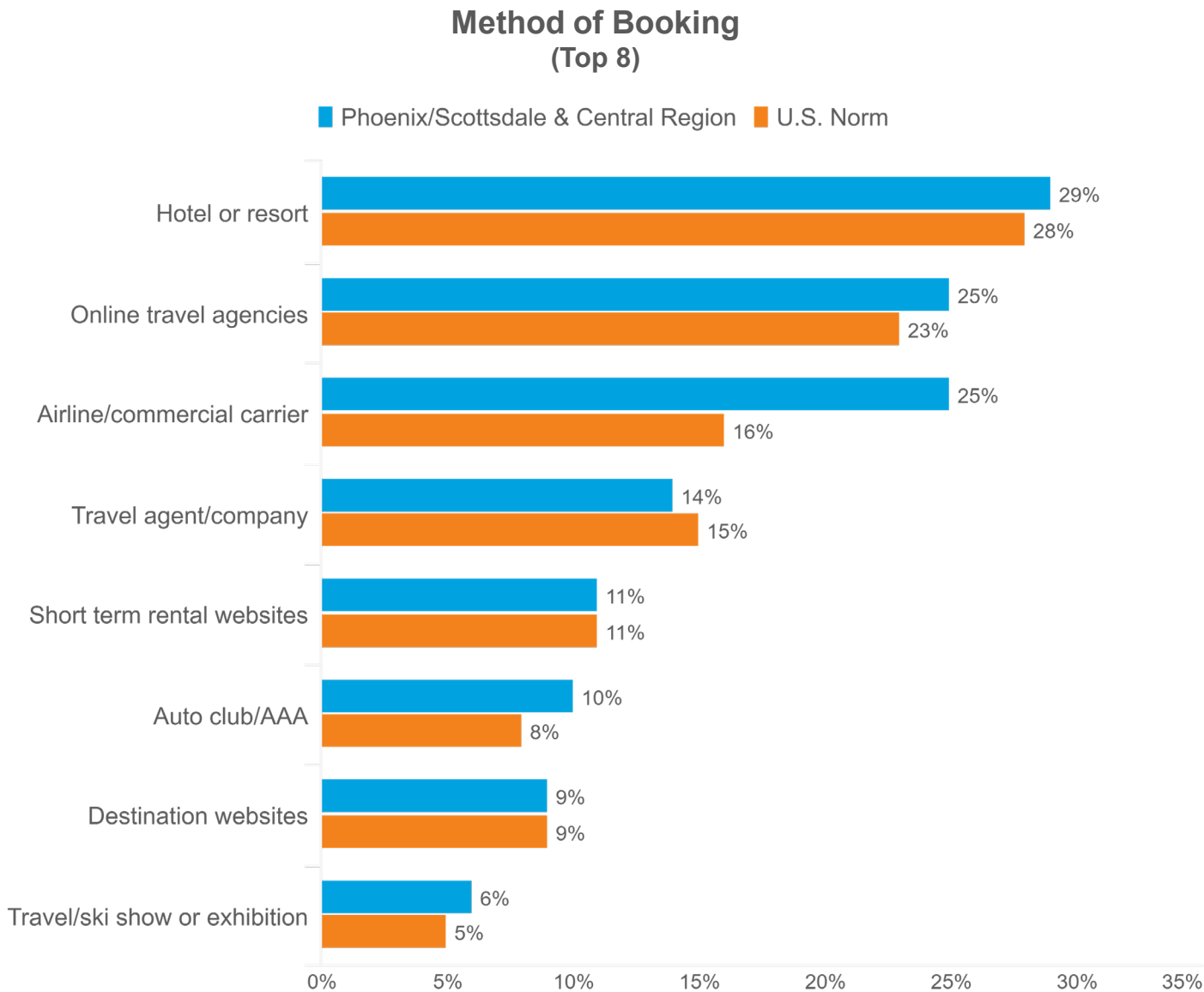
| | Phoenix/Scottsdale & Central Region | U.S. Norm |
|----------------------------------|-------------------------------------|-----------|
| 1 month or less | 28% | 32% |
| 2 months | 20% | 17% |
| 3-5 months | 22% | 18% |
| 6-12 months | 14% | 14% |
| More than 1 year in advance | 4% | 4% |
| Did 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

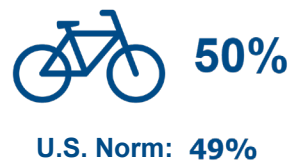


Accommodations (Top 7)

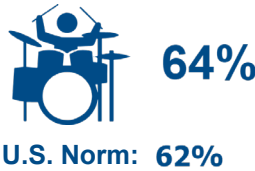
| | 2024 | 2023 |
|---|------|------|
|  Hotel | 41% | 42% |
|  Home of friends / relatives | 22% | 24% |
|  Resort hotel | 12% | 14% |
|  Motel | 11% | 11% |
|  Rented home / condo / apartment | 10% | 9% |
|  Bed & breakfast | 9% | 7% |
|  Own condo / apartment / cabin / second home | 6% | 6% |

Activity Groupings

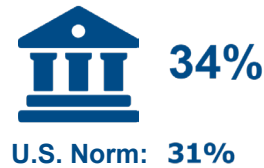
Outdoor Activities



Entertainment Activities



Cultural Activities



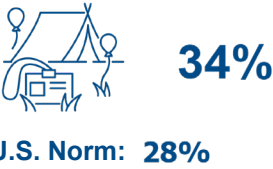
Sporting Activities













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% |

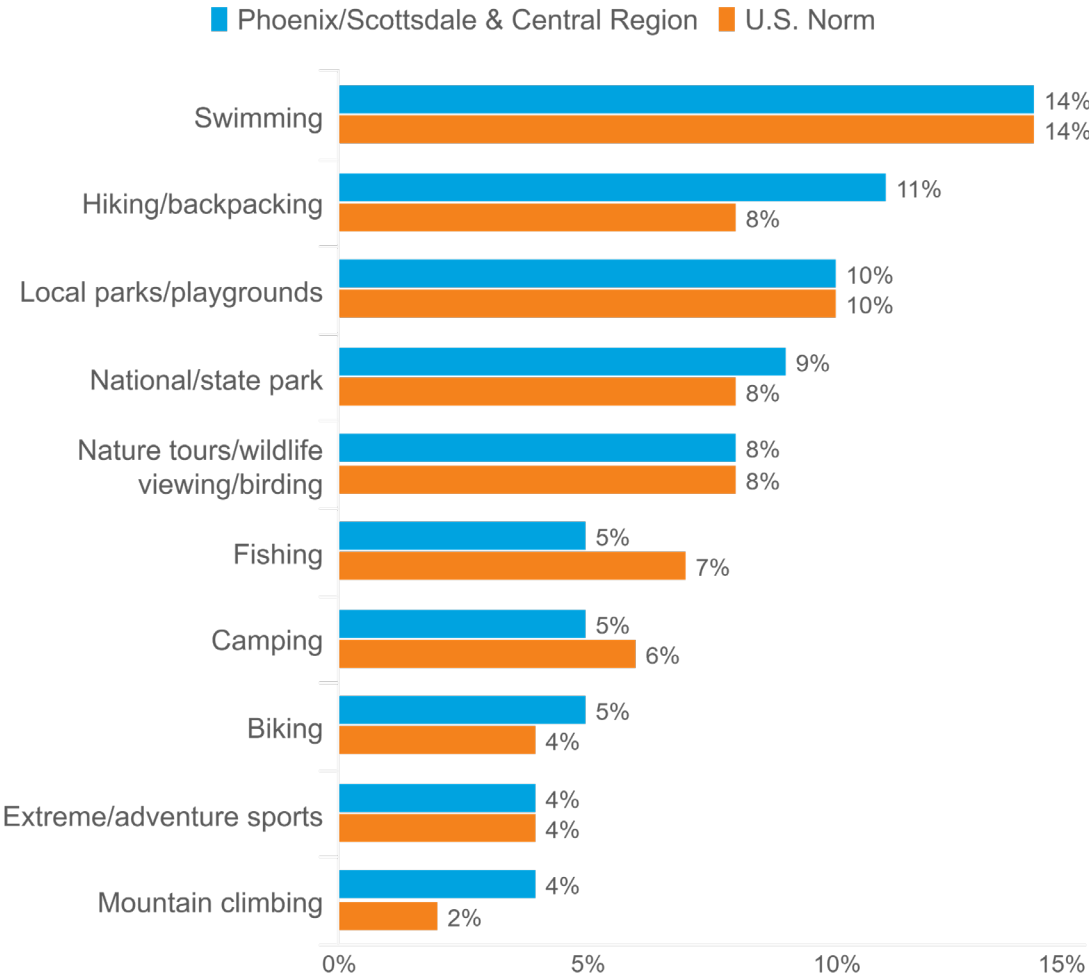


Outdoor Activities

Phoenix/Scottsdale &
Central Region
50%

U.S. Norm
49%

Outdoor Activities
(Top 10)





Entertainment Activities

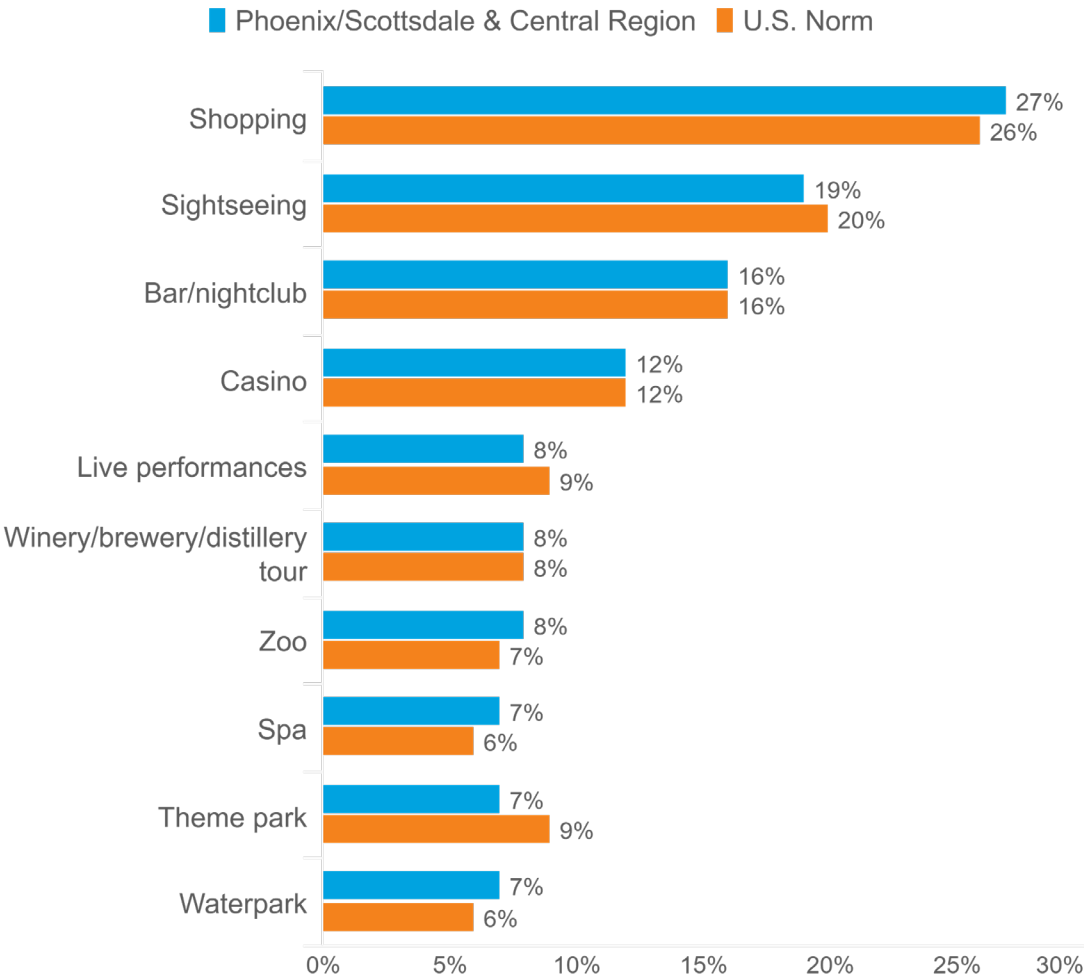
Phoenix/Scottsdale &
Central Region

64%

U.S. Norm

62%

Entertainment Activities
(Top 10)





Cultural Activities

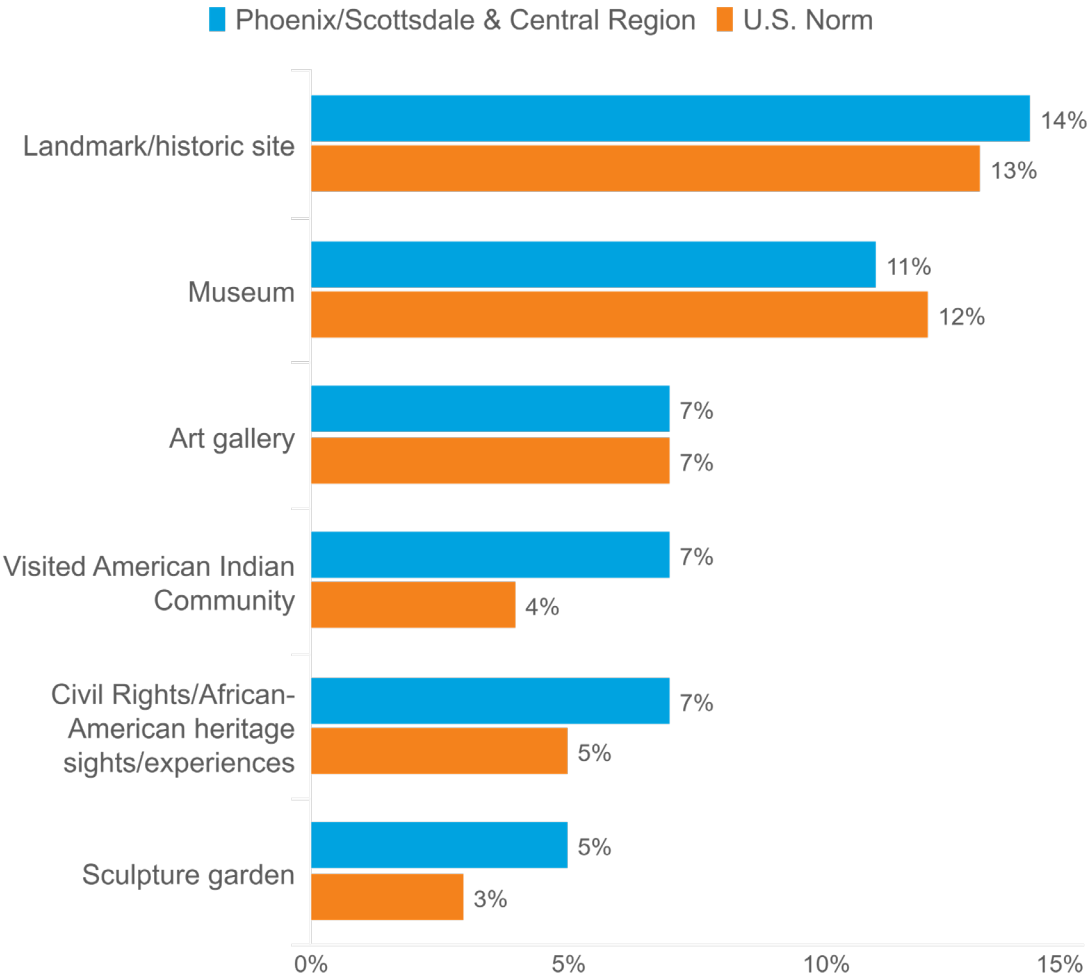
Phoenix/Scottsdale & Central Region

34%

U.S. Norm

31%

Cultural Activities





Sporting Activities

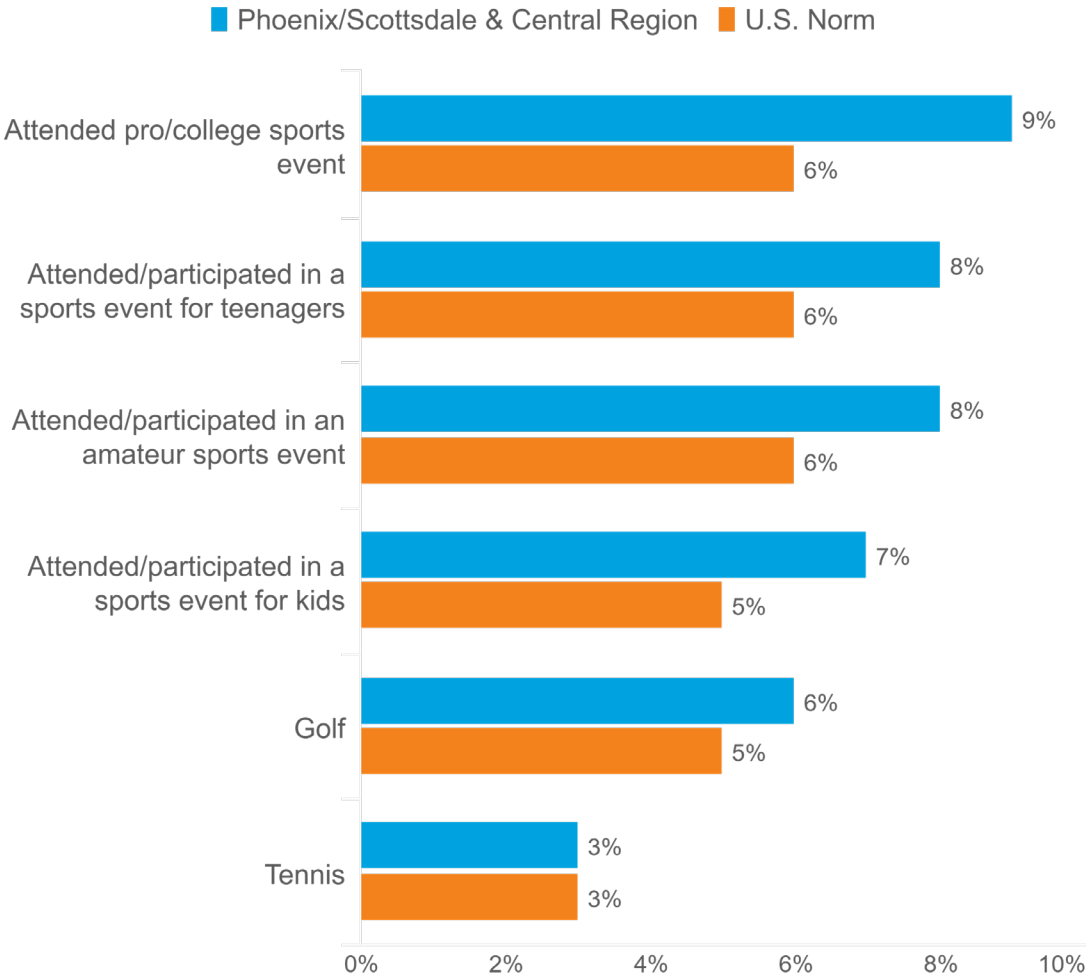
Phoenix/Scottsdale & Central Region

28%

U.S. Norm

23%

Sporting Activities





Business Activities

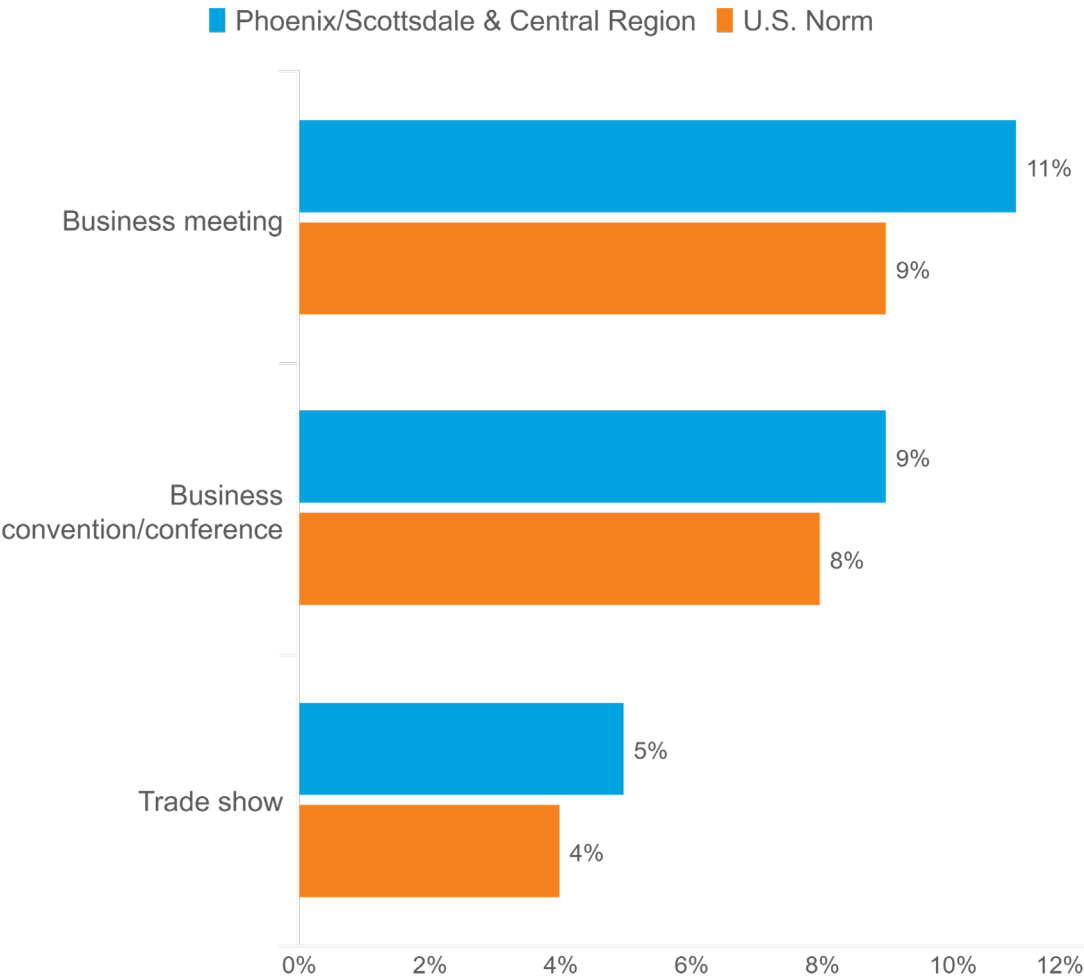
Phoenix/Scottsdale & Central Region

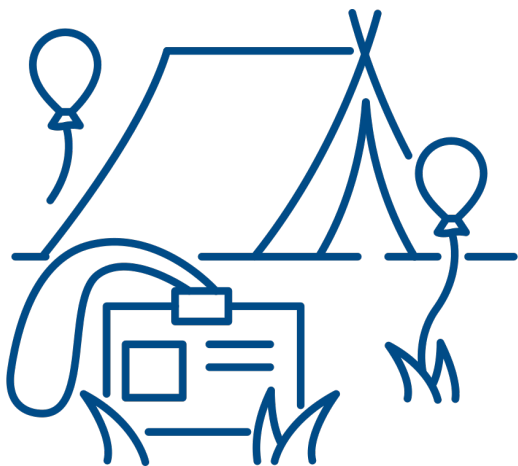
21%

U.S. Norm

17%

Business Activities





Other Activities

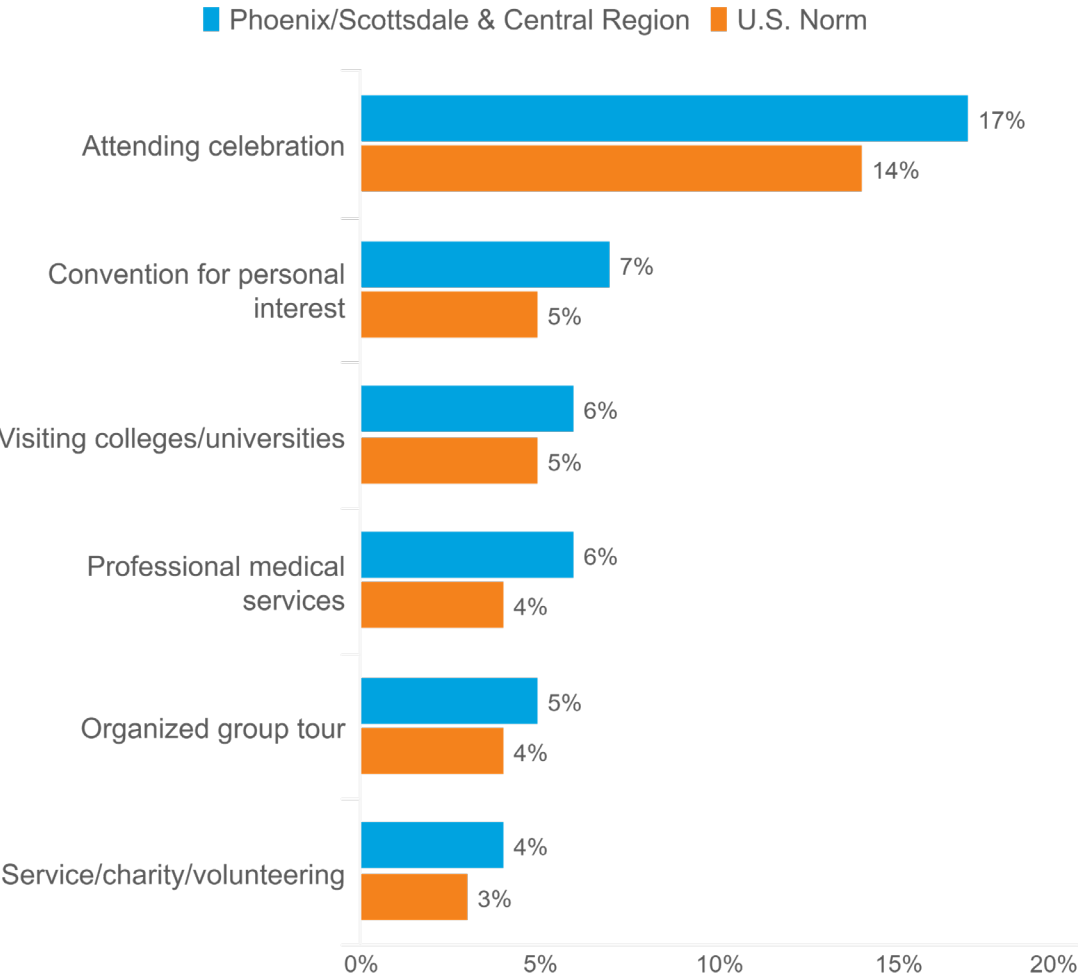
Phoenix/Scottsdale & Central Region

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%

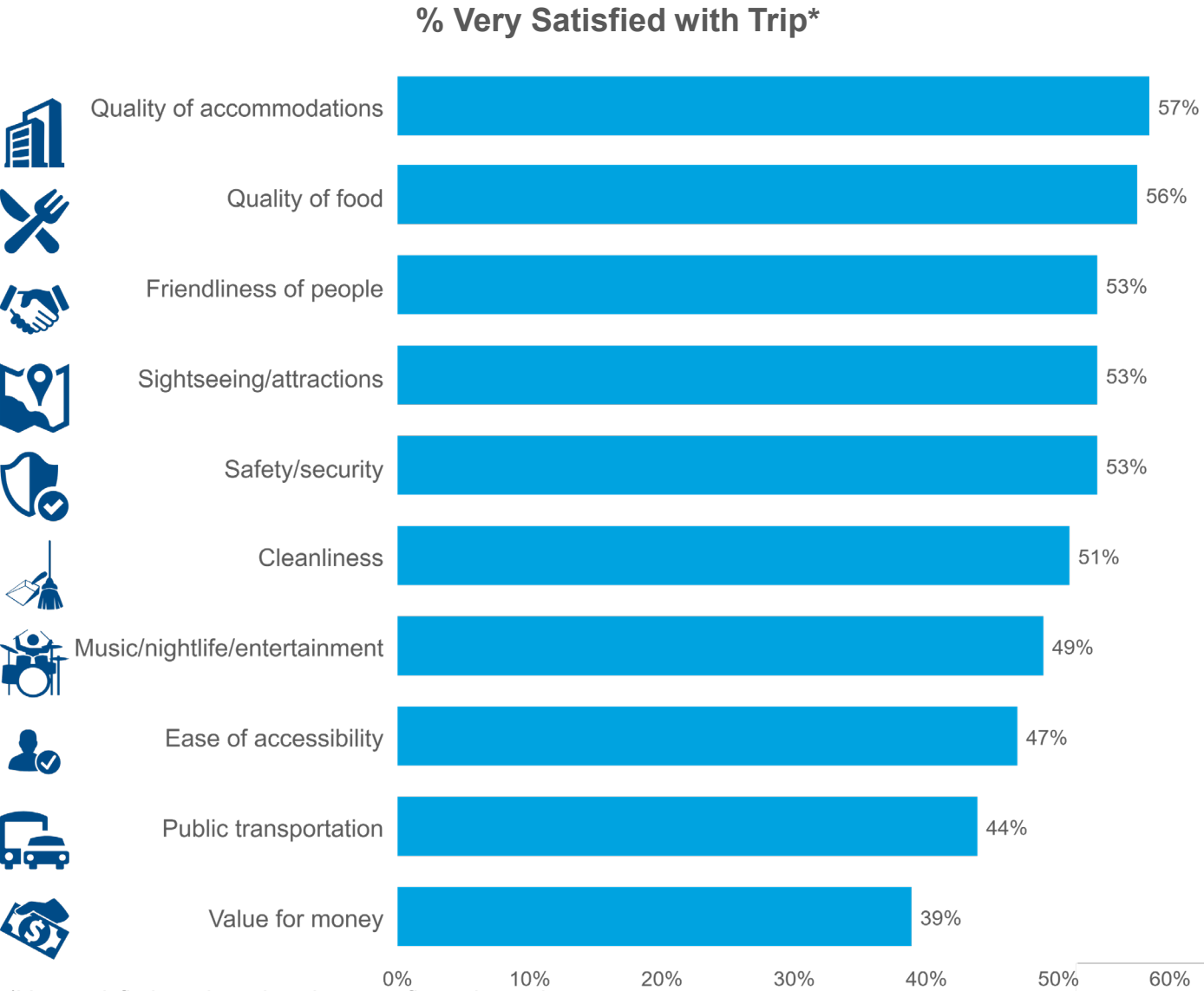


Picnicking

9% 10%



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

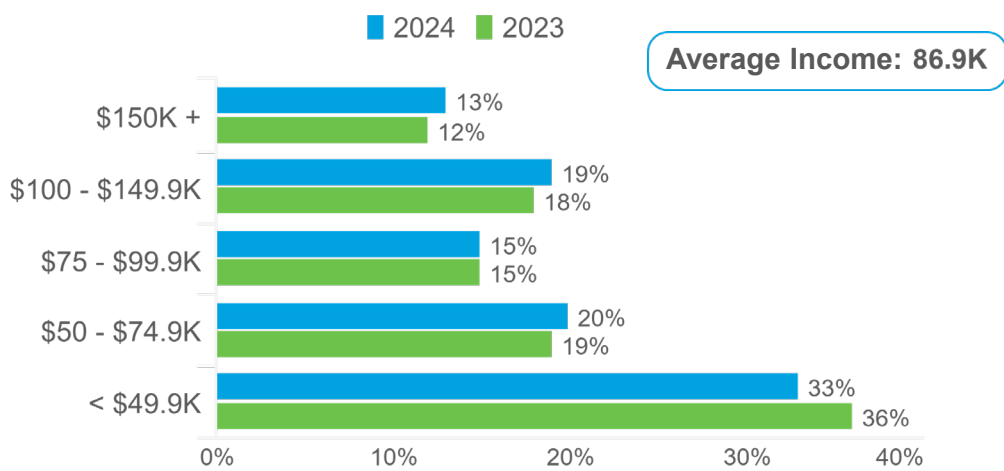


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

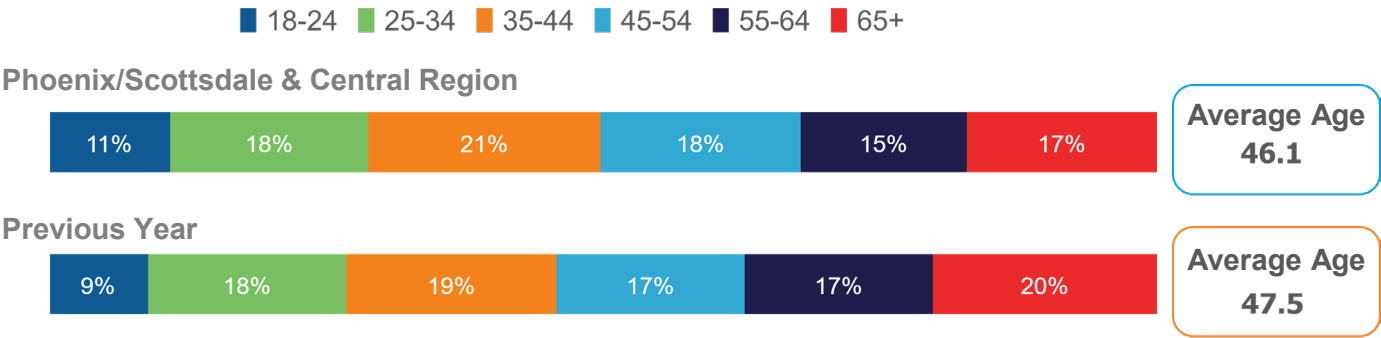
Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2024 Overnight Person-Trips

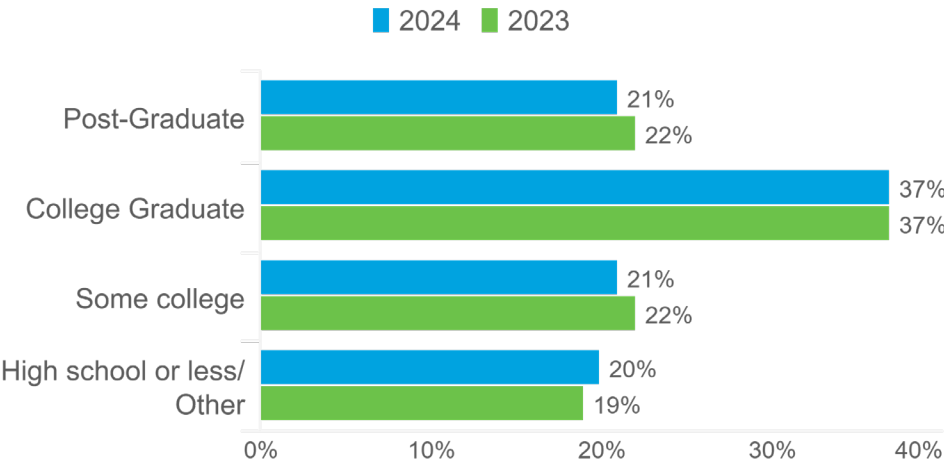
Household Income



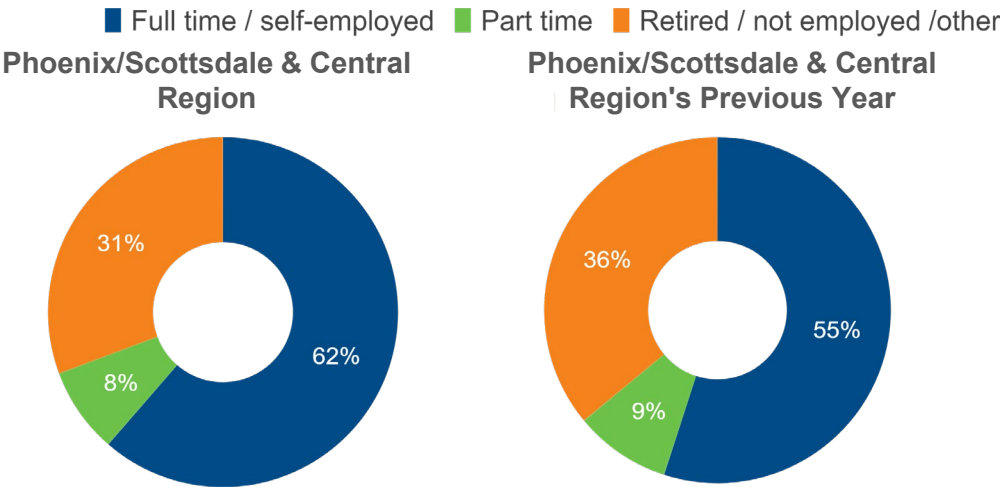
Age



Educational Attainment



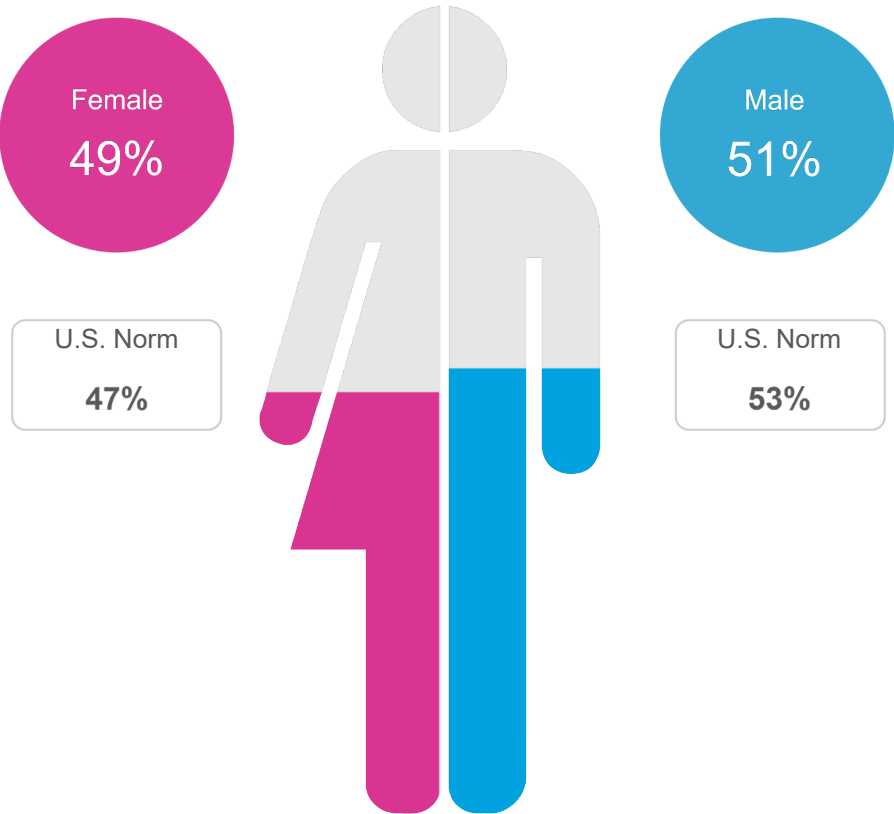
Employment



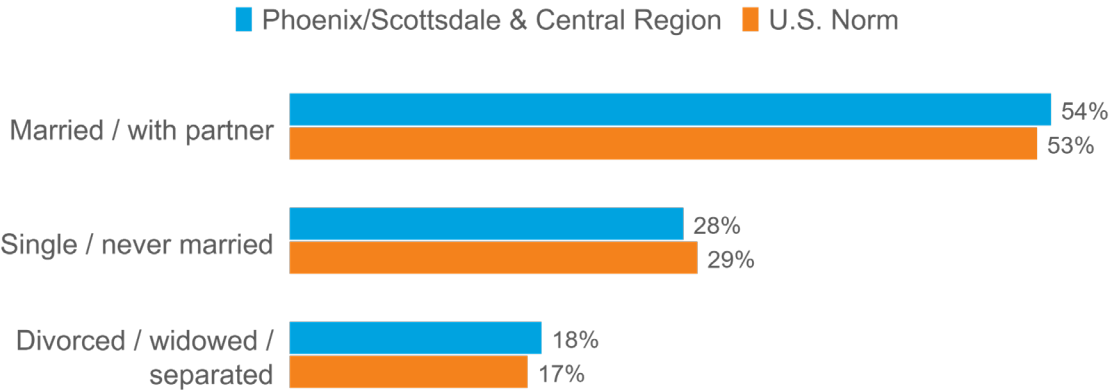
Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2024 Overnight Person-Trips

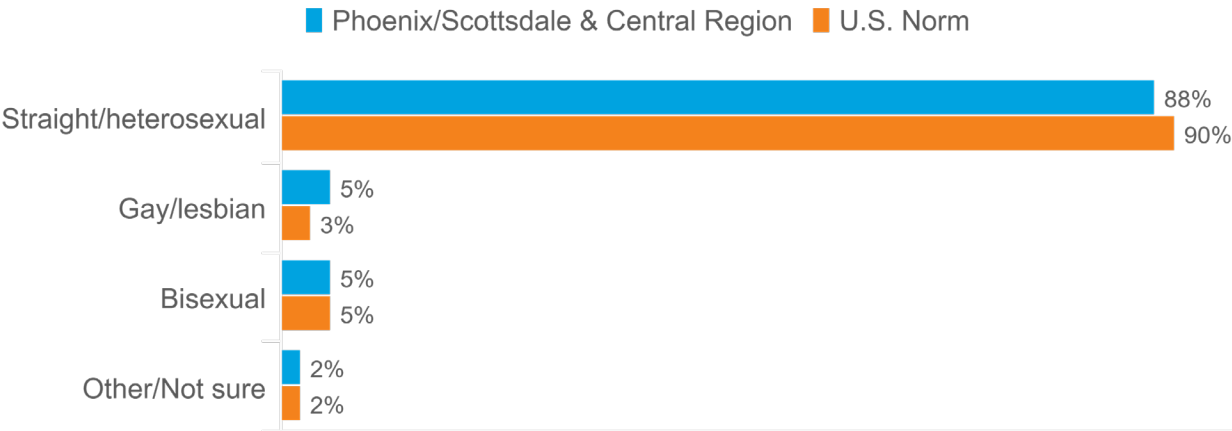
Gender



Marital Status



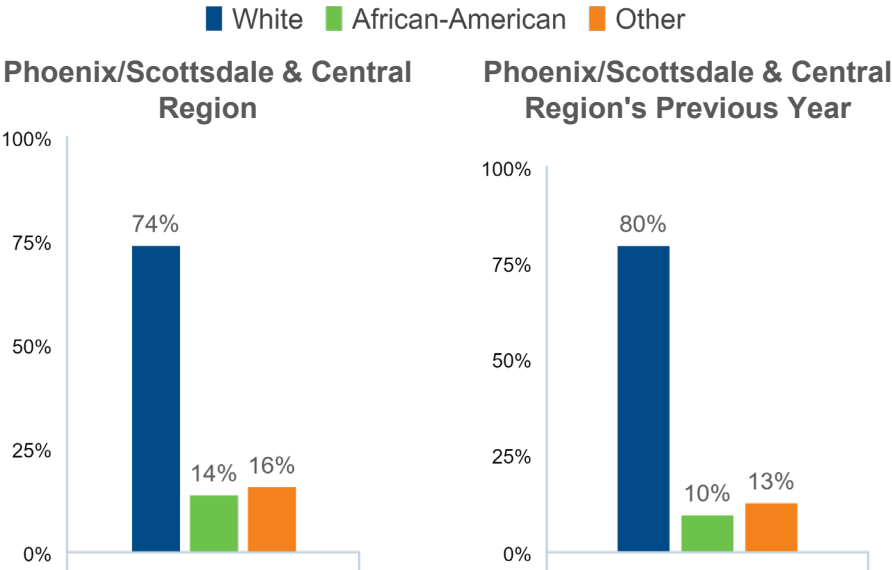
Sexual Orientation



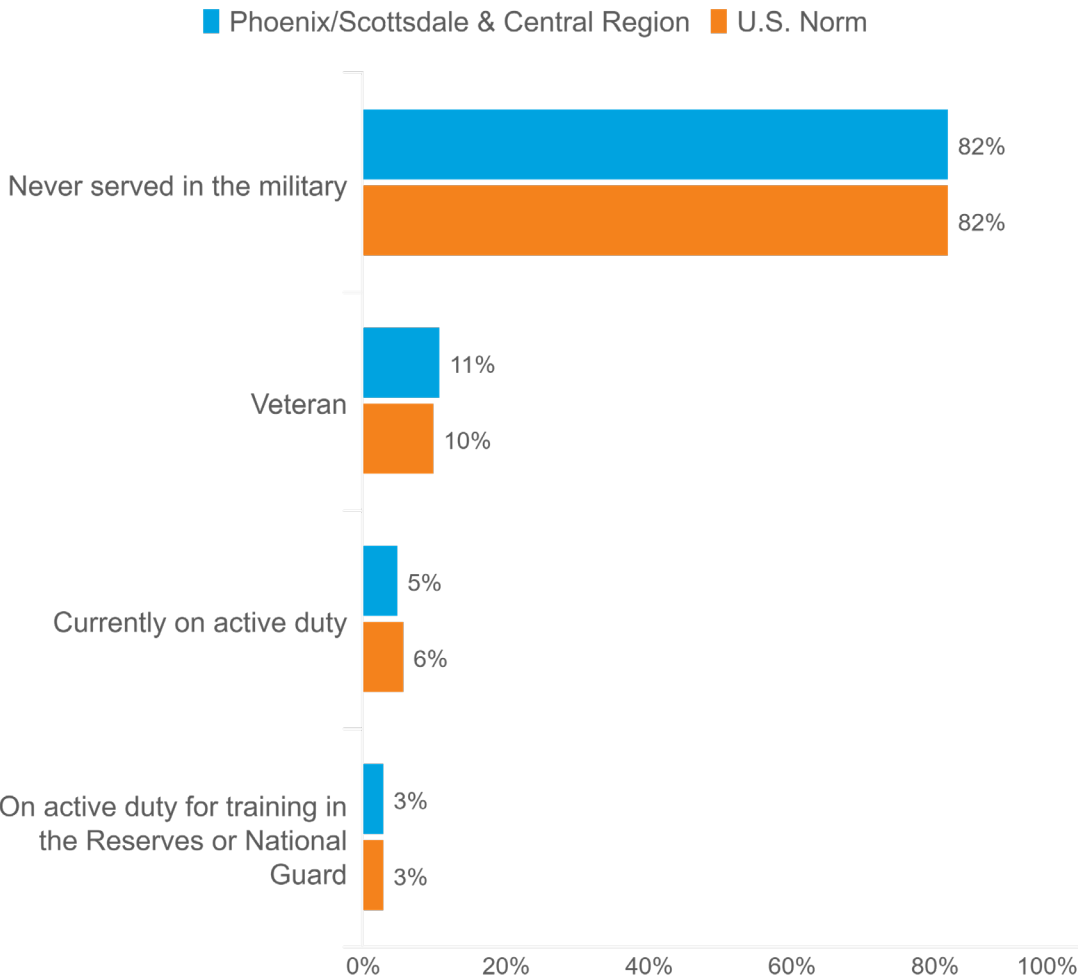
Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2024 Overnight Person-Trips

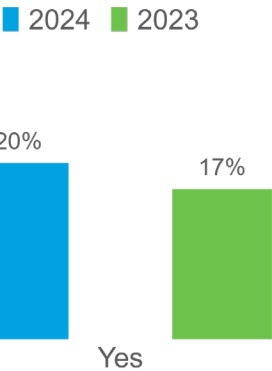
Race



Military Status



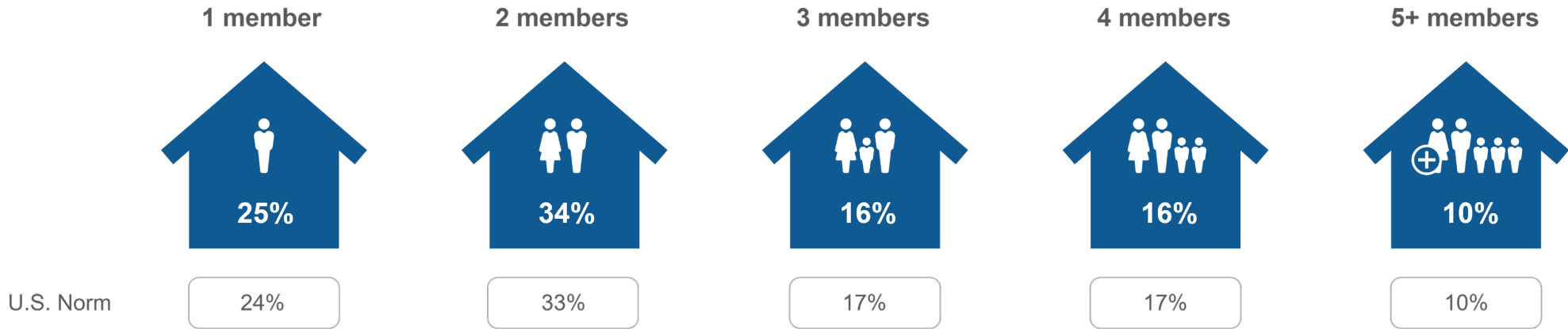
Hispanic Background



Demographic Profile of Overnight Phoenix/Scottsdale & Central Region Visitors

Base: 2024 Overnight Person-Trips

Household Size



Children in Household

