



# 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.
- This report provides an overview for Tucson & Southern 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 Tucson & Southern Region, the following sample was achieved in 2024:

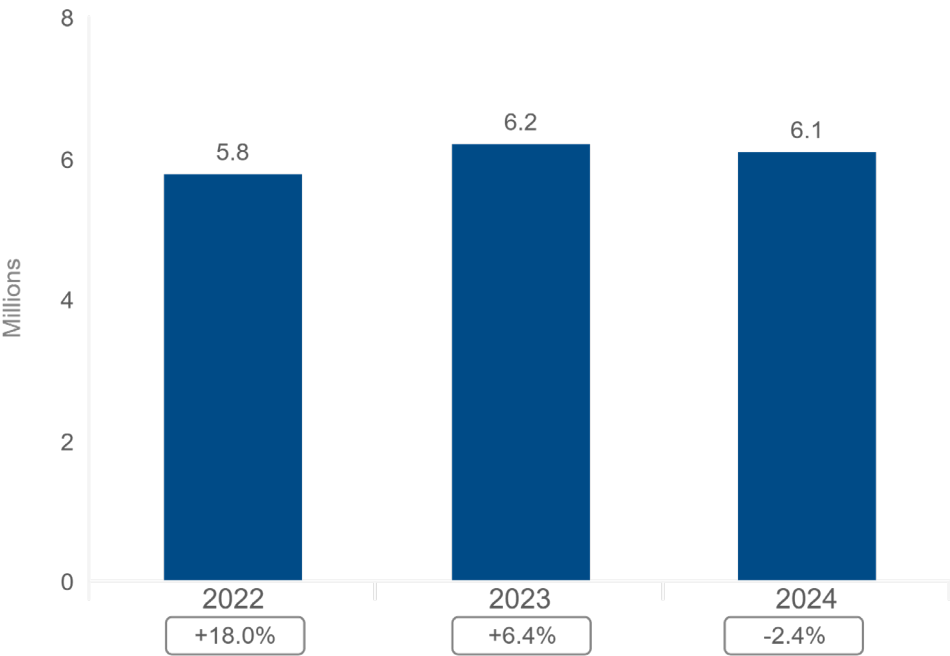


Overnight Base Size

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



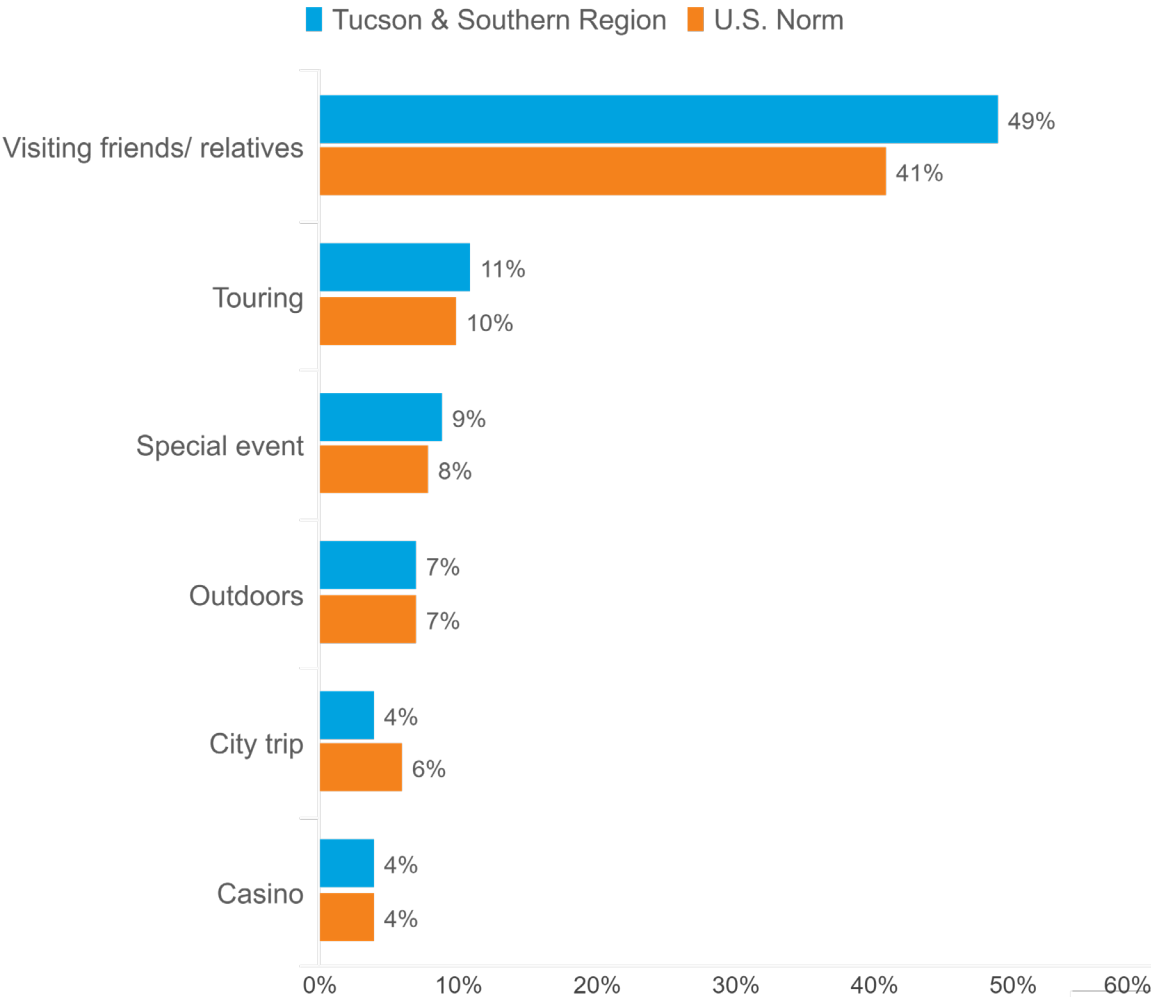
# Tucson & Southern Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

## Main Purpose of Trip

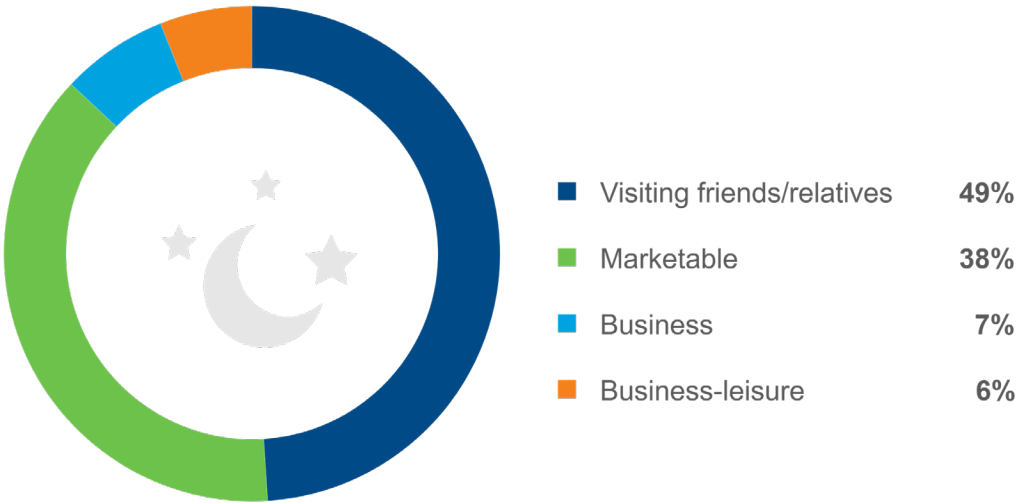
	2024
Visiting friends/ relatives	49%
Touring	11%
Special event	9%
Outdoors	7%
Business-Leisure	6%
Other business trip	5%
City trip	4%
Casino	4%
Conference/ Convention	2%
Golf Trip	1%
Theme park	1%
Resort	1%
Cruise	1%

## Main Purpose of Leisure Trip (Top 6)

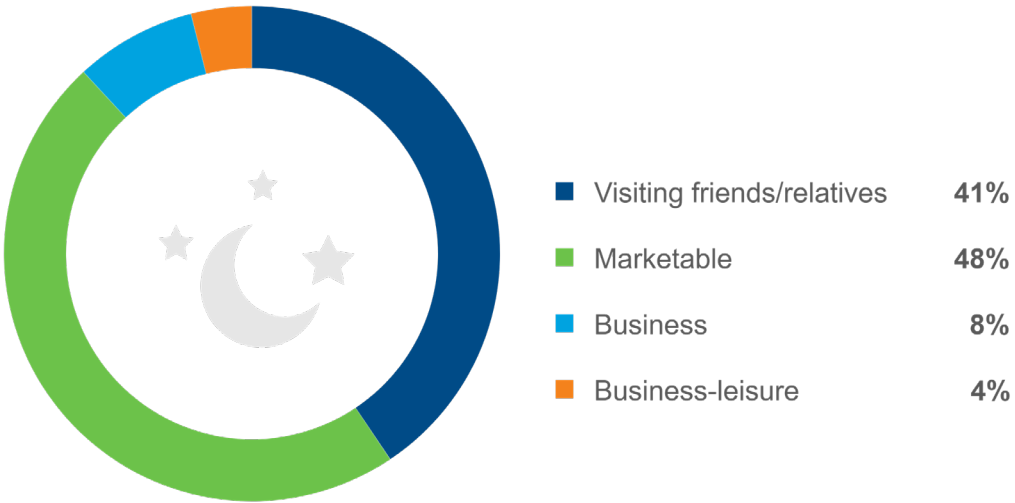




## 2024 Tucson & Southern Region Overnight Trips

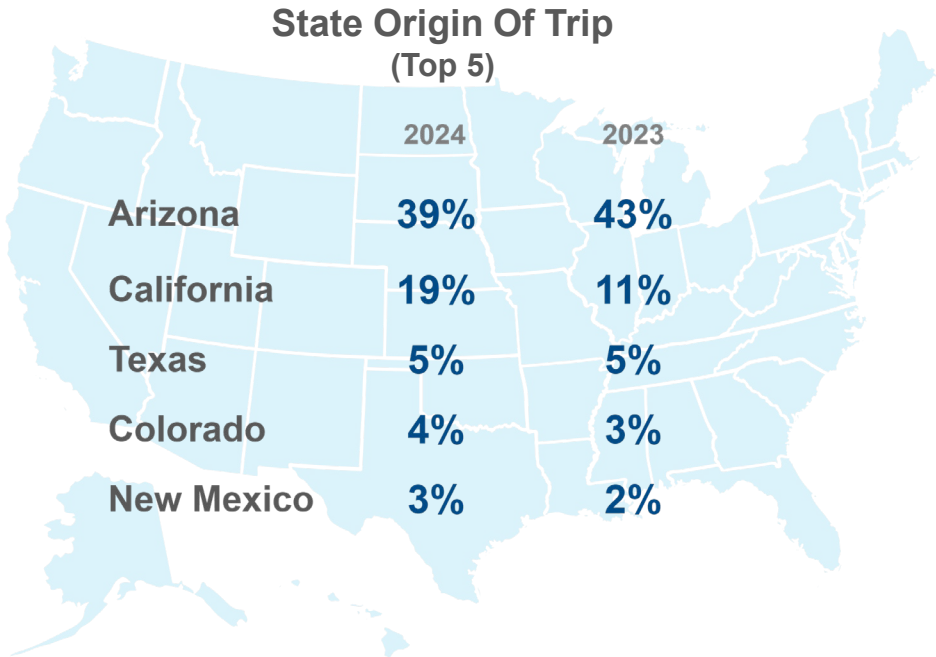


## 2024 U.S. Overnight Trips



# Tucson & Southern Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips



## Past Visitation to Tucson & Southern Region

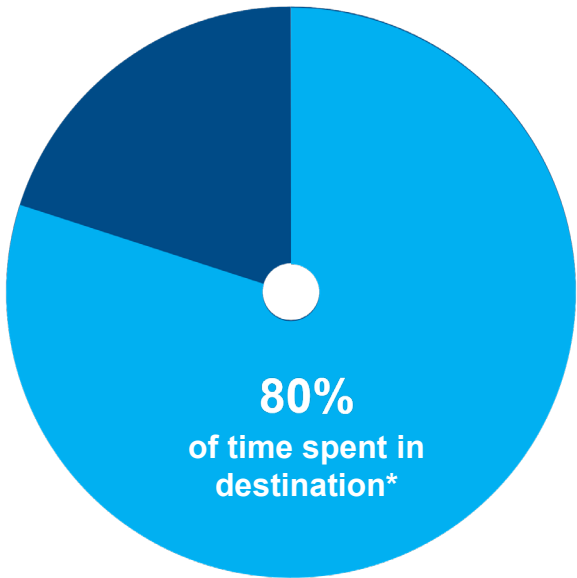
- 76%** of overnight travelers to Tucson & Southern Region are repeat visitors
- 50%** of overnight travelers to Tucson & Southern Region had visited before in the past 12 months

DMA Origin Of Trip (Top 10)	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

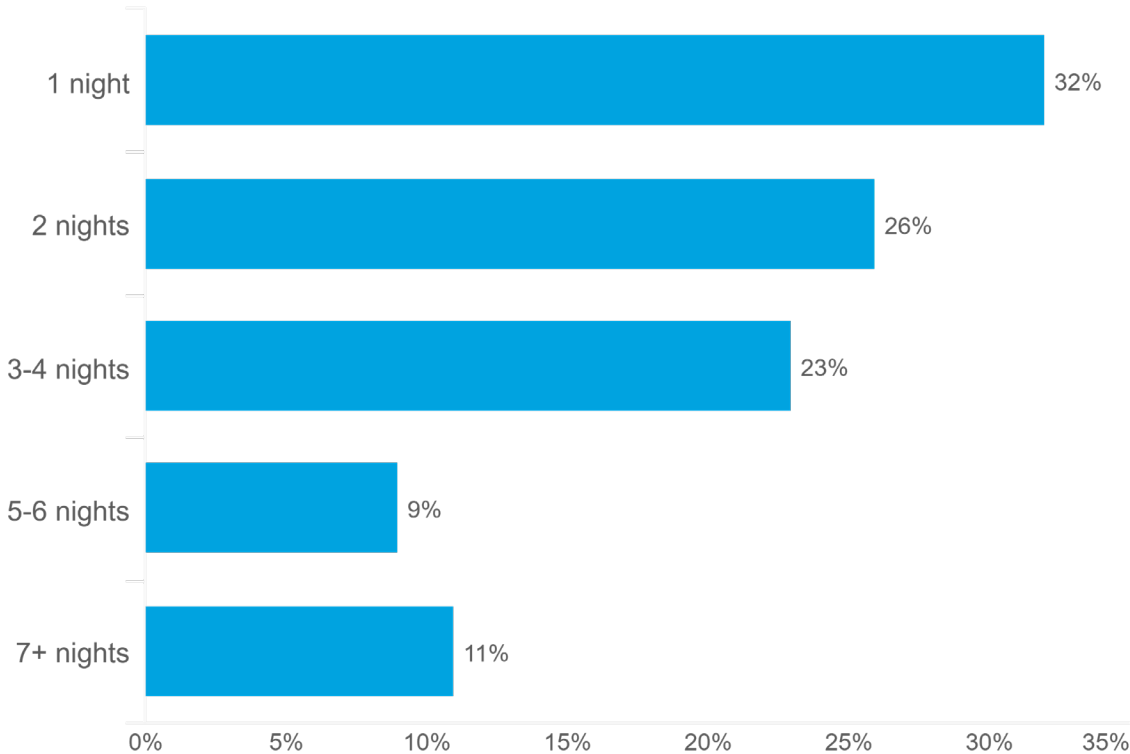
Base: 2024 Overnight Person-Trips

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

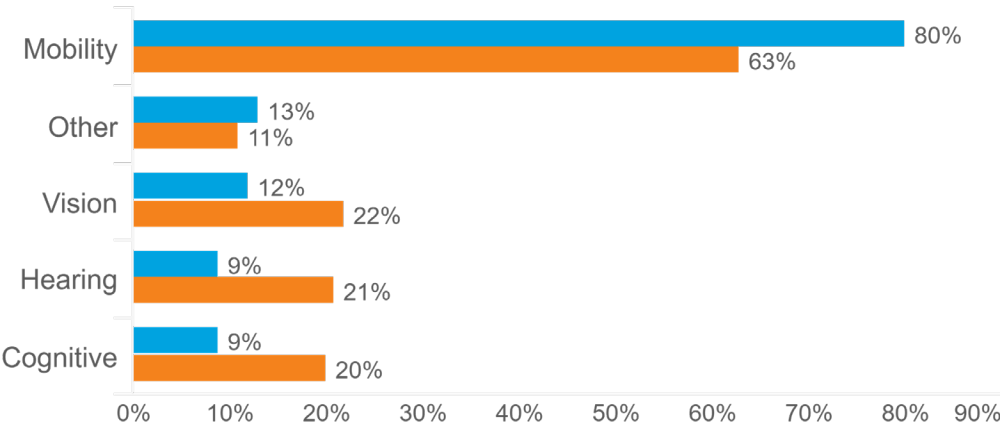


18% of travel parties had a travel party member that required accessibility services  
U.S. Norm: 18%

## Disability Categorization

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

■ Tucson & Southern Region ■ U.S. Norm







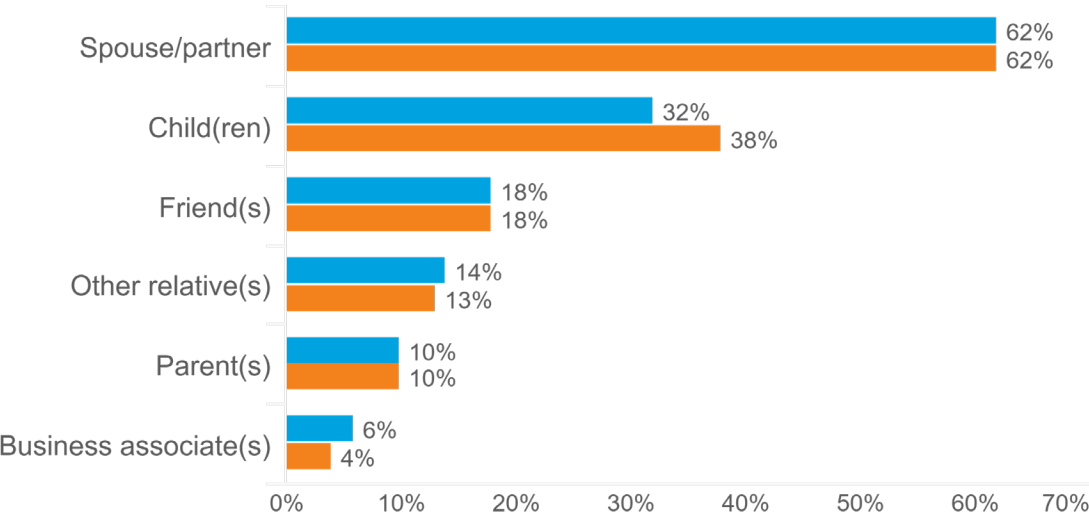
**27%** of trips only had one person in the travel party

U.S. Norm: 26%

## Composition of Immediate Travel Party

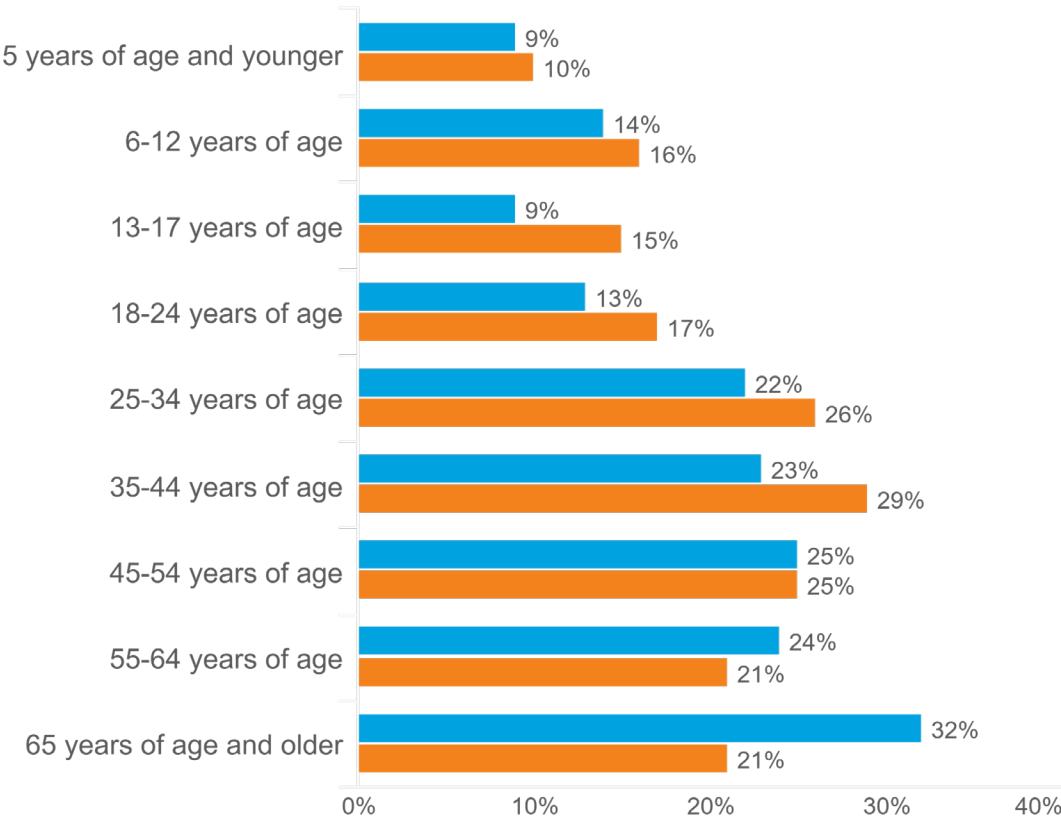
Base: 2024 Overnight Person-Trips that included more than one person  
\*Child(ren) is based on the relationship to the respondent

Tucson & Southern Region U.S. Norm



## Travel Party Age

Tucson & Southern Region U.S. Norm



# Tucson & Southern Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

## Transportation Used to get to Destination

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

Previous year: **65%**

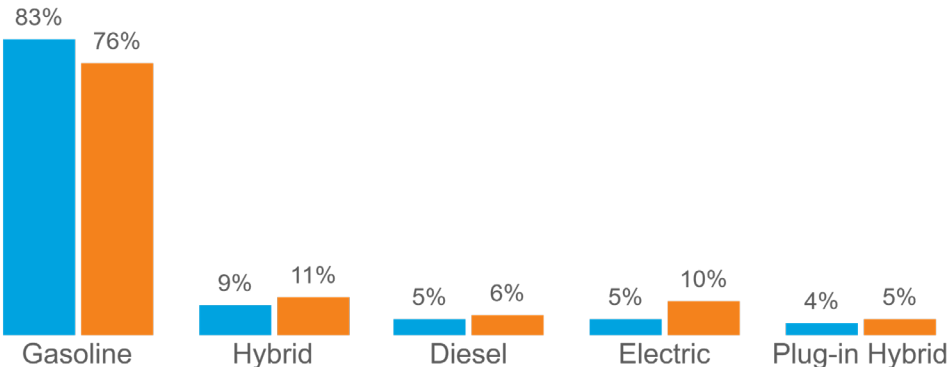
**12%** used a rental car to get to their destination

Previous year: **10%**

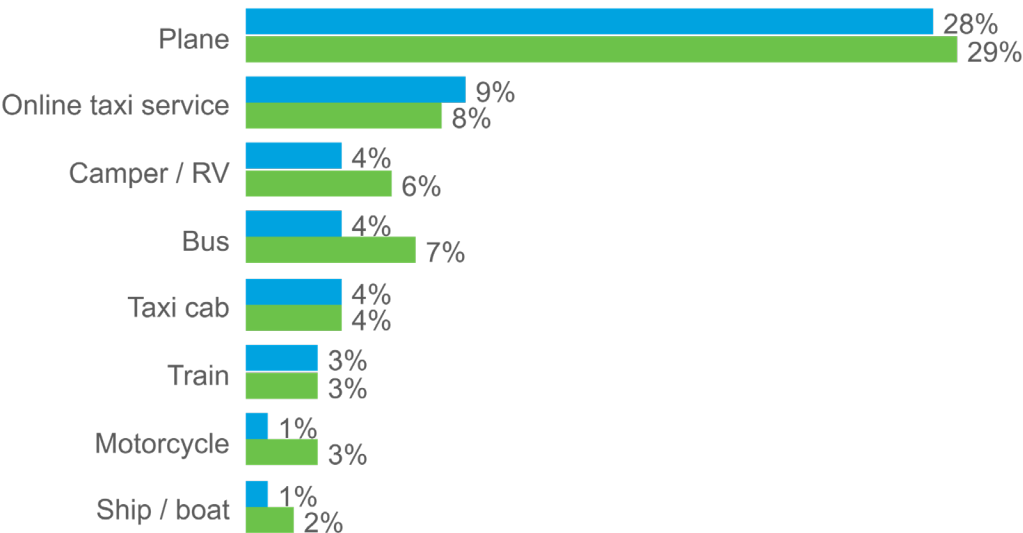


## Type of Vehicle Used to get to Destination

Tucson & Southern Region U.S. Norm

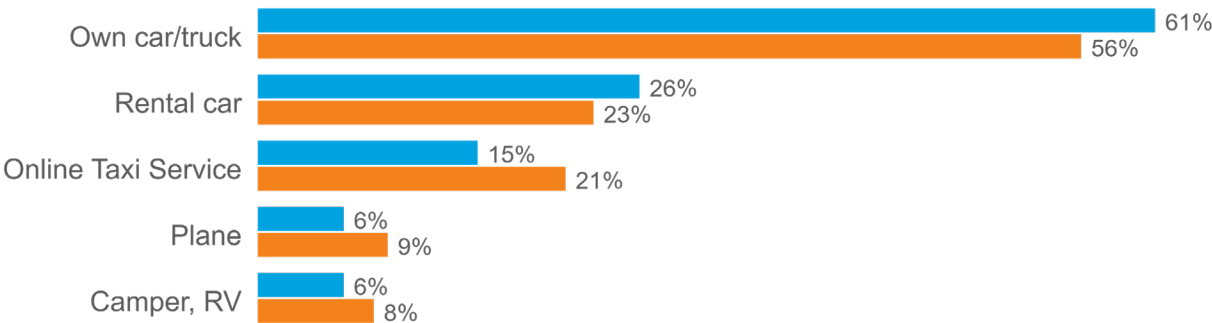


2024 2023



## Transportation Used within Destination (Top 5)

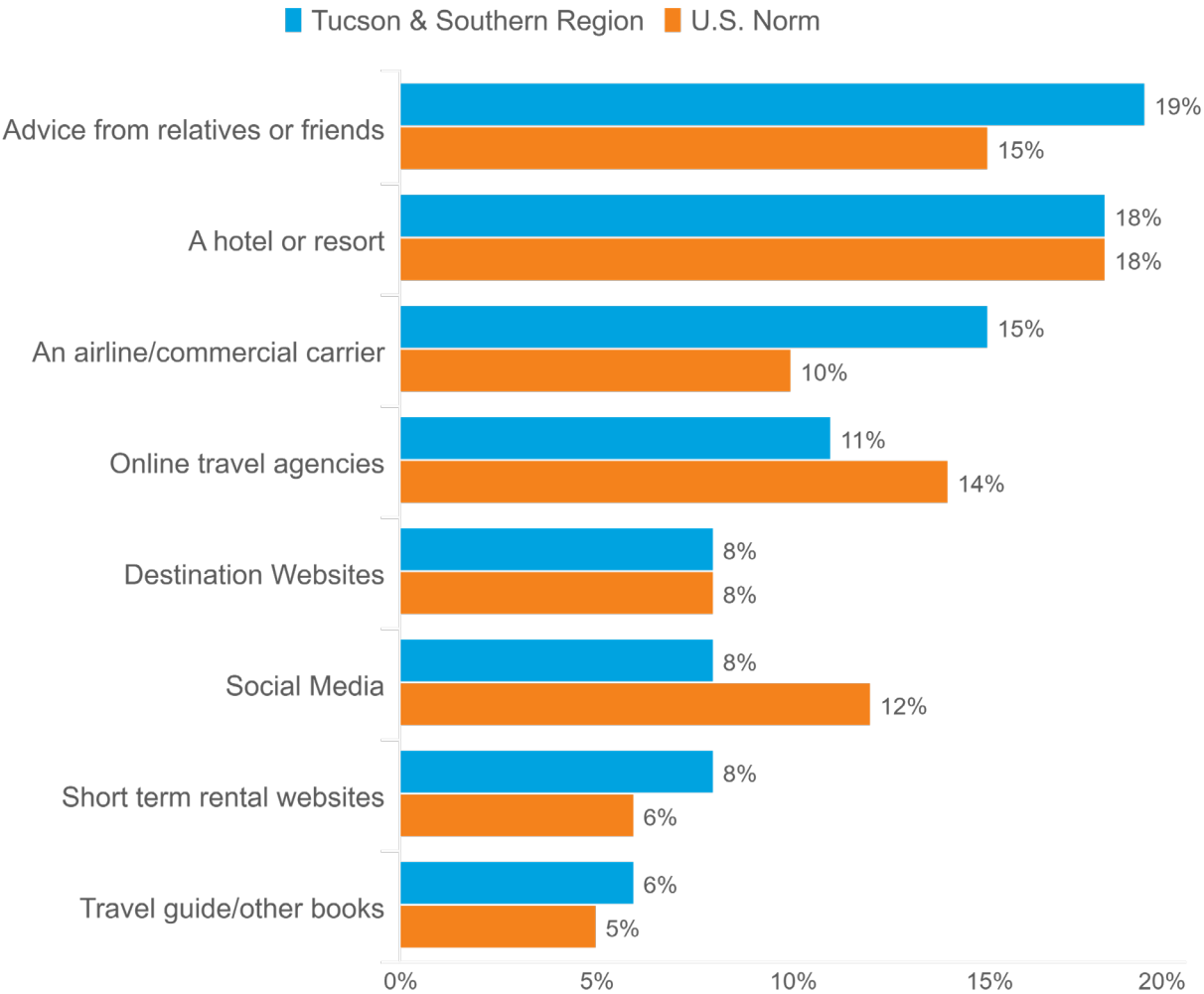
Tucson & Southern Region U.S. Norm



Length of Trip Planning

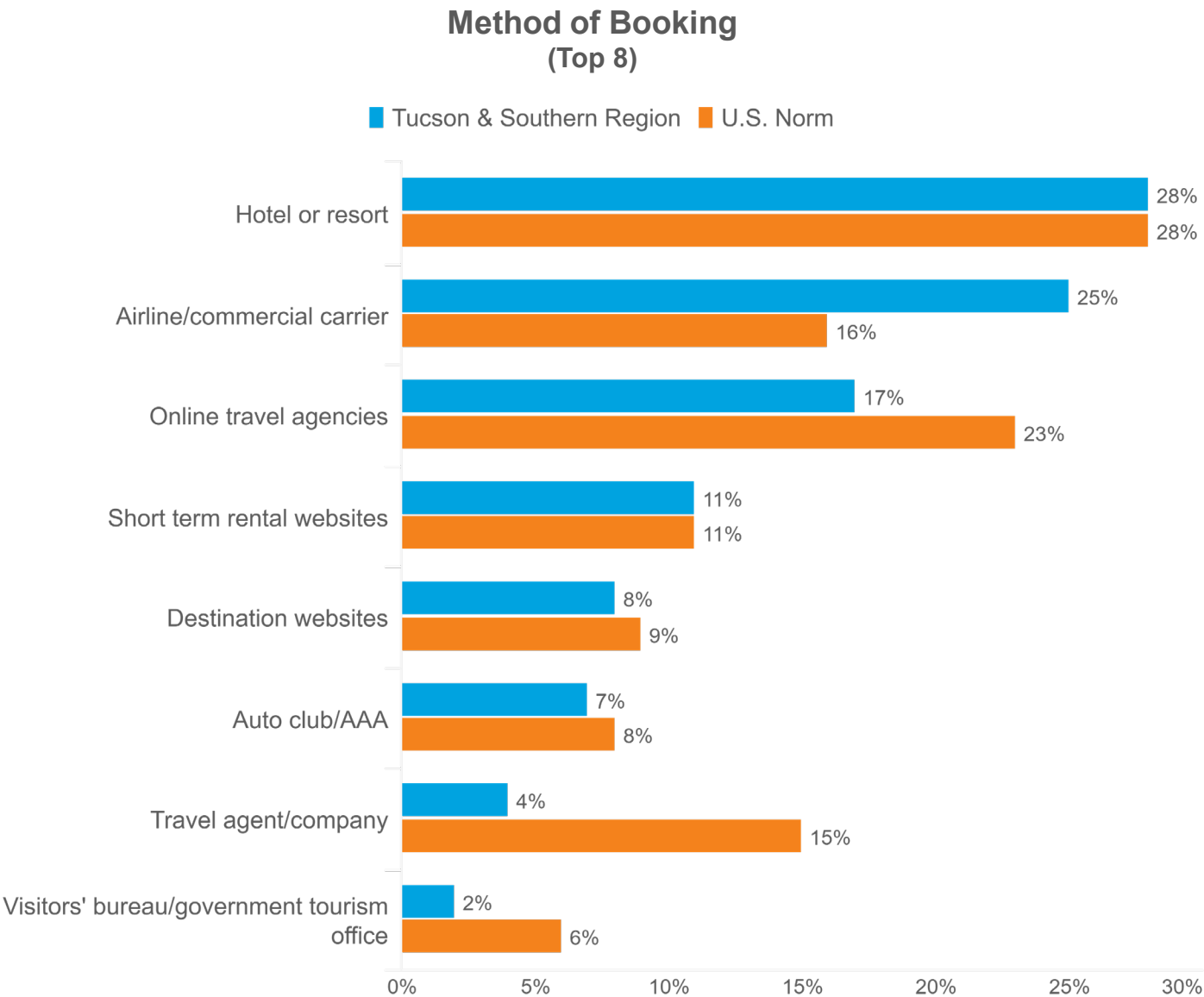
	Tucson & Southern Region	U.S. Norm
1 month or less	33%	32%
2 months	18%	17%
3-5 months	15%	18%
6-12 months	12%	14%
More than 1 year in advance	4%	4%
Did not plan anything in advance	18%	14%

Trip Planning Information Sources  
(Top 8)










# Tucson & Southern Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

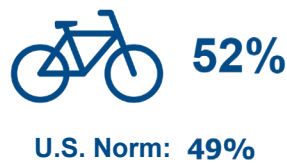


### Accommodations (Top 7)

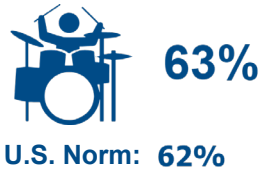
	2024	2023
 Hotel	34%	37%
 Home of friends / relatives	30%	26%
 Motel	14%	13%
 Resort hotel	9%	8%
 Campground / RV park	7%	8%
 Rented home / condo / apartment	7%	6%
 Bed & breakfast	5%	5%

Activity Groupings

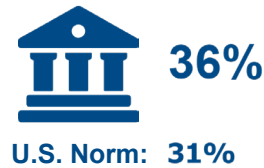
Outdoor Activities



Entertainment Activities



Cultural Activities



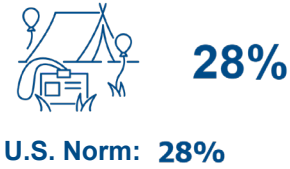
Sporting Activities













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%

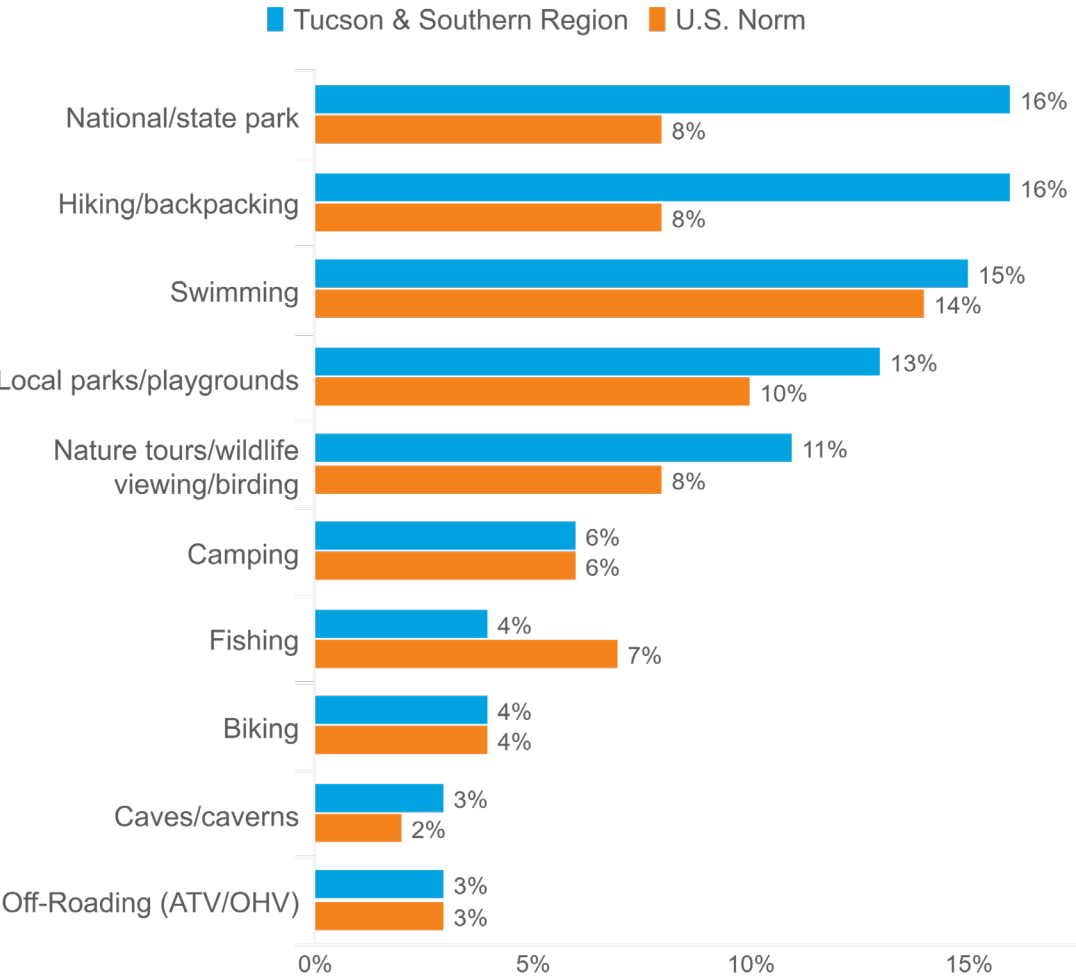


Outdoor Activities

Tucson & Southern  
Region  
52%

U.S. Norm  
49%

Outdoor Activities  
(Top 10)





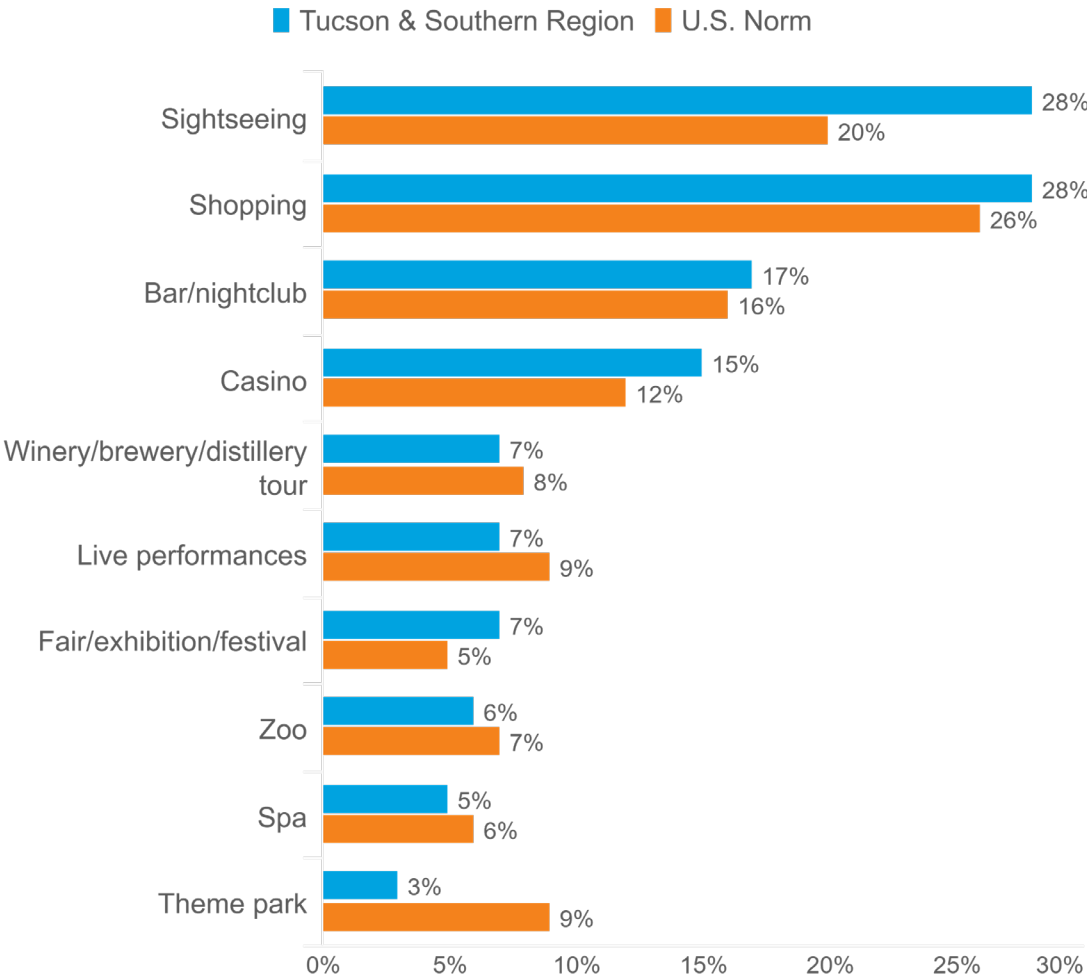


Entertainment Activities

Tucson & Southern  
Region  
63%

U.S. Norm  
62%

Entertainment Activities  
(Top 10)



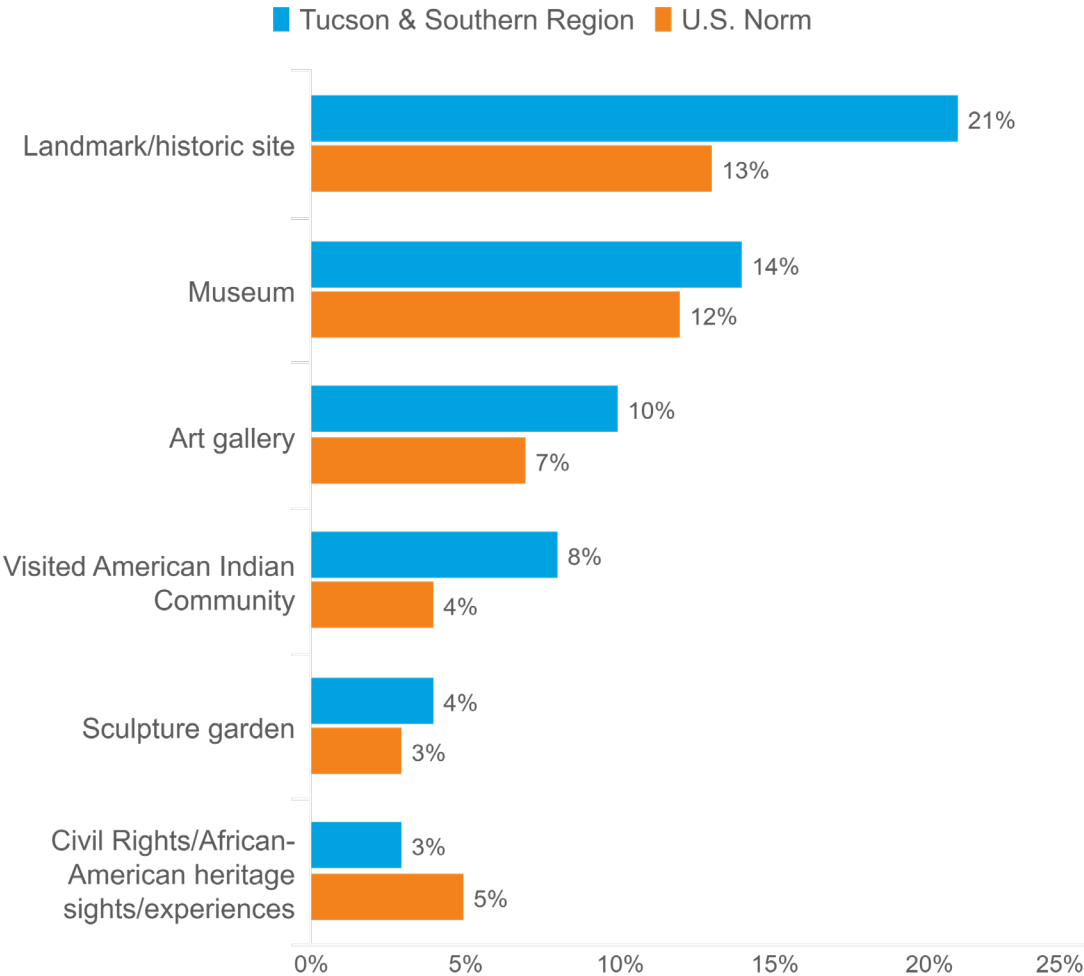


Cultural Activities

Tucson & Southern  
Region  
36%

U.S. Norm  
31%

Cultural Activities



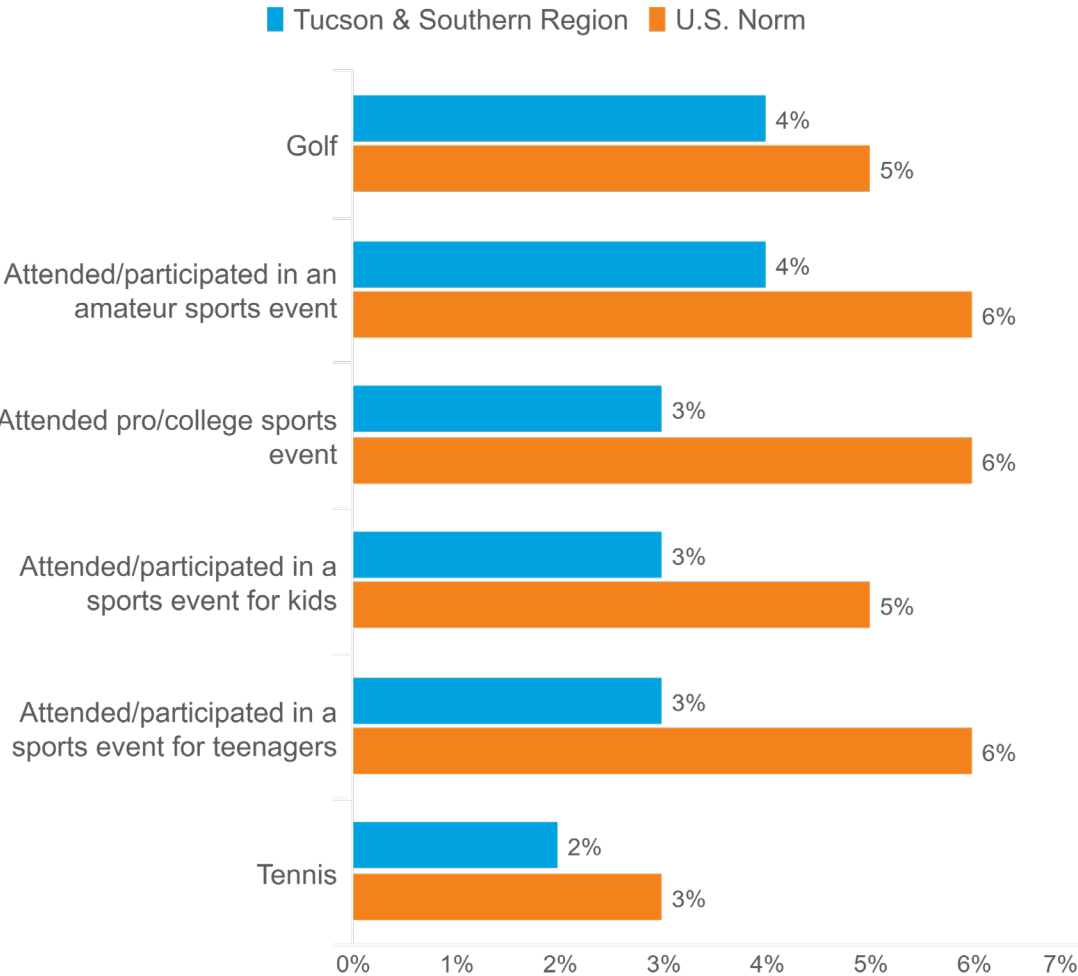


Sporting Activities

Tucson & Southern  
Region  
16%

U.S. Norm  
23%

Sporting Activities



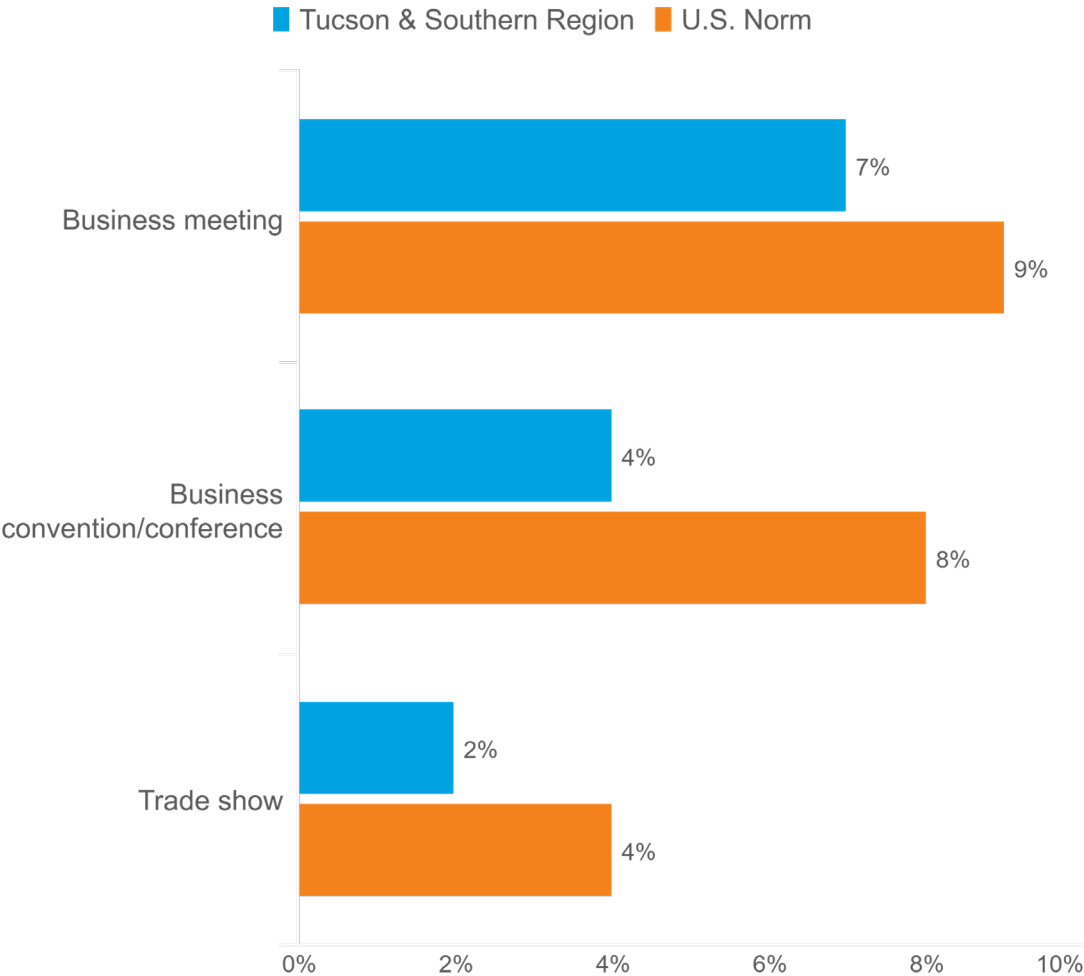


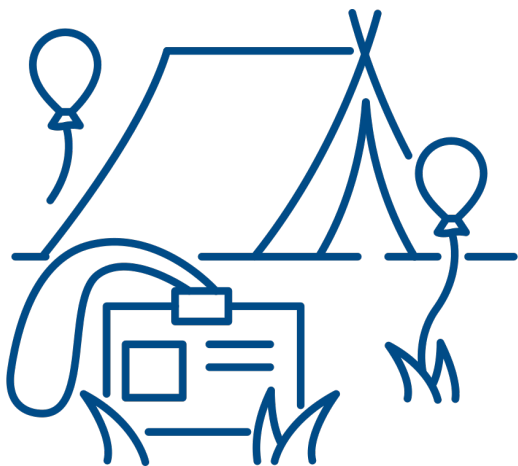
Business Activities

Tucson & Southern  
Region  
11%

U.S. Norm  
17%

Business Activities



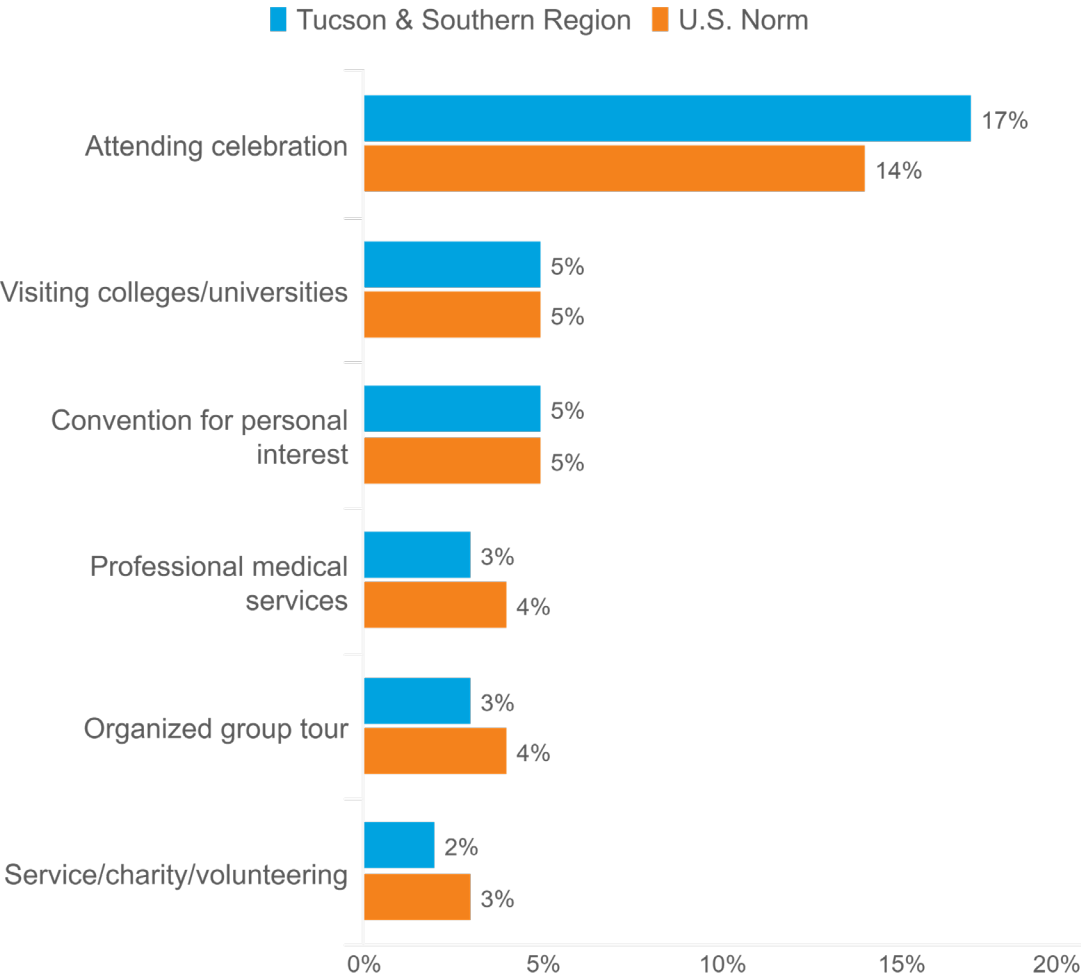


Other Activities

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

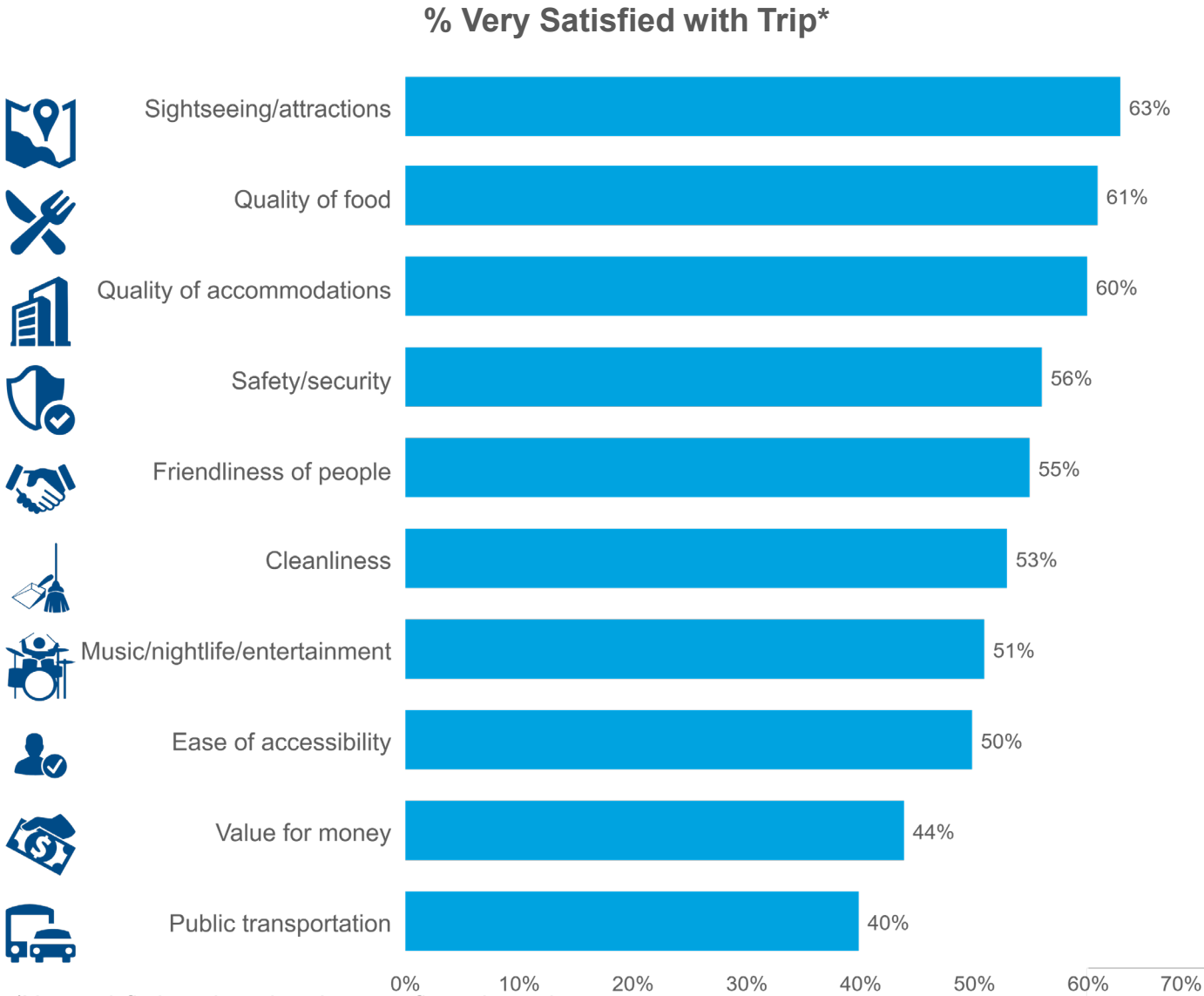
Tucson & Southern Region    U.S. Norm

	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

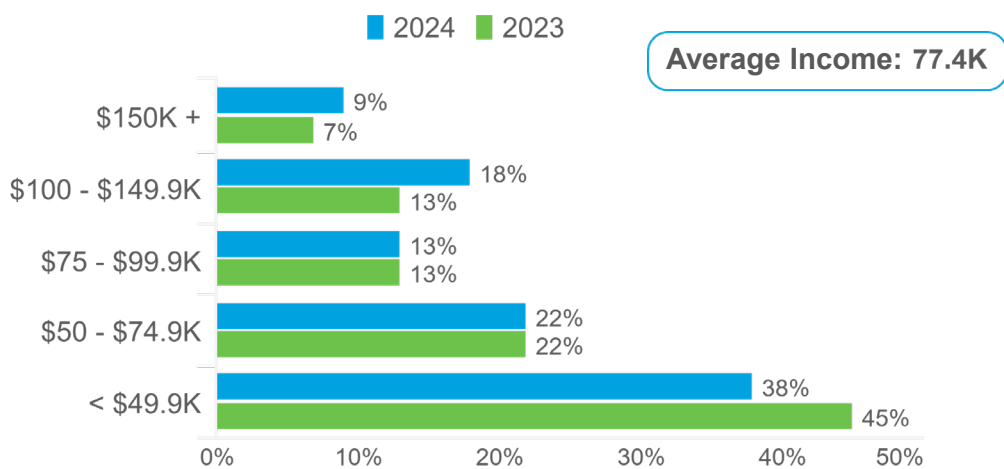


\*Very satisfied = selected top box on a five point scale  
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

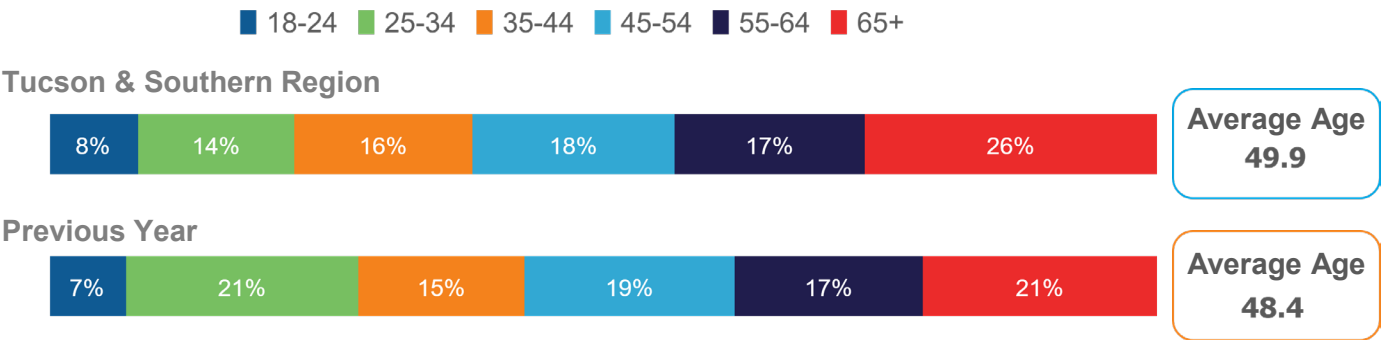
# Demographic Profile of Overnight Tucson & Southern Region Visitors

Base: 2024 Overnight Person-Trips

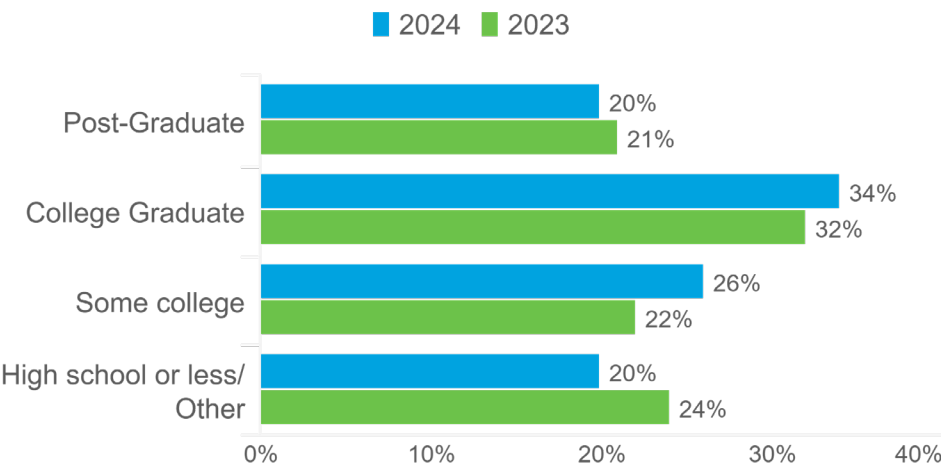
## Household Income



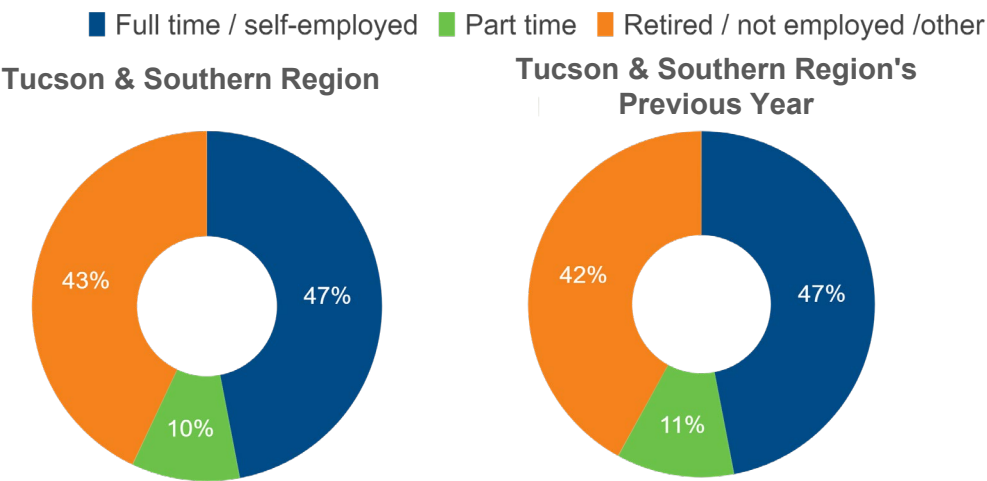
## Age



## Educational Attainment



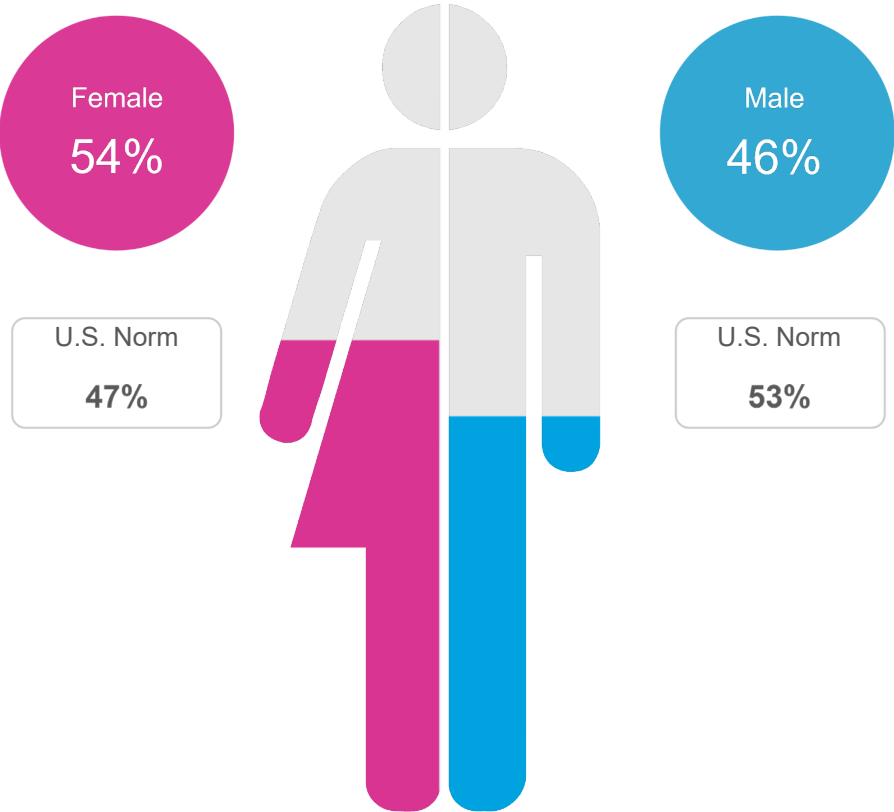
## Employment



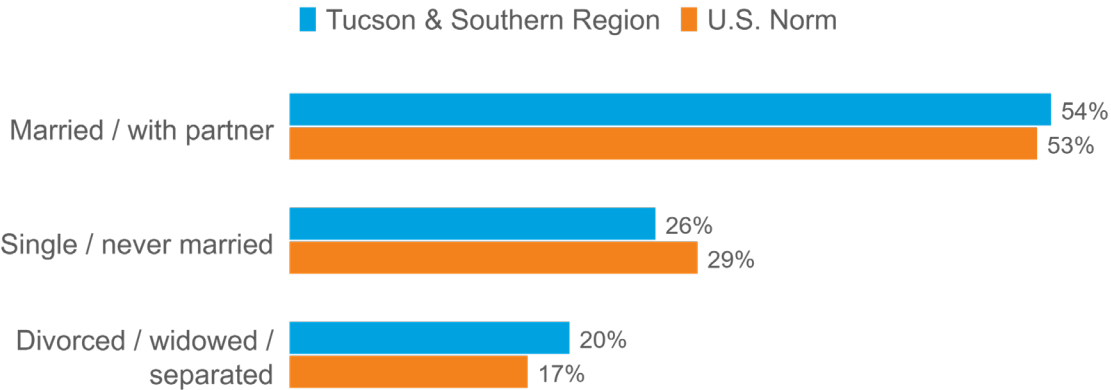
# Demographic Profile of Overnight Tucson & Southern Region Visitors

Base: 2024 Overnight Person-Trips

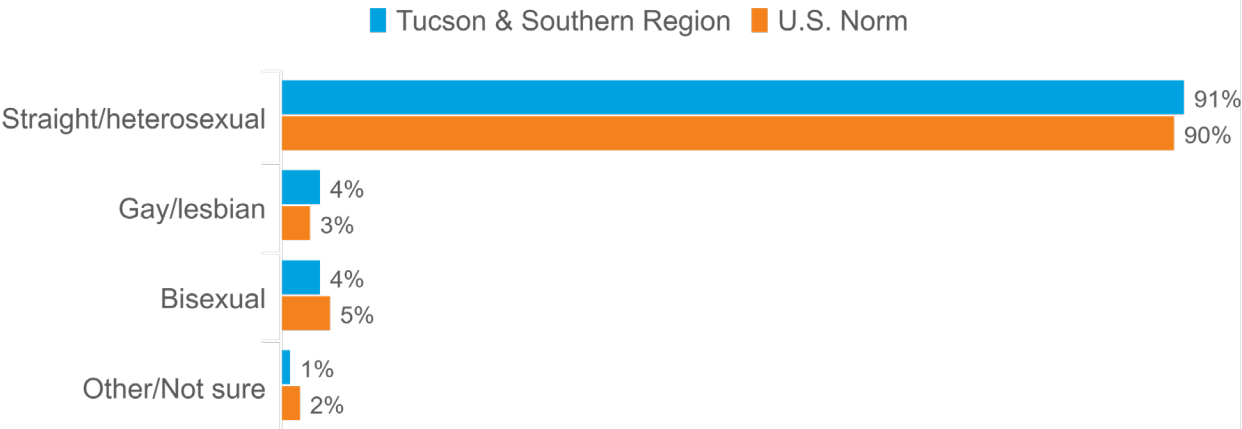
## Gender



## Marital Status



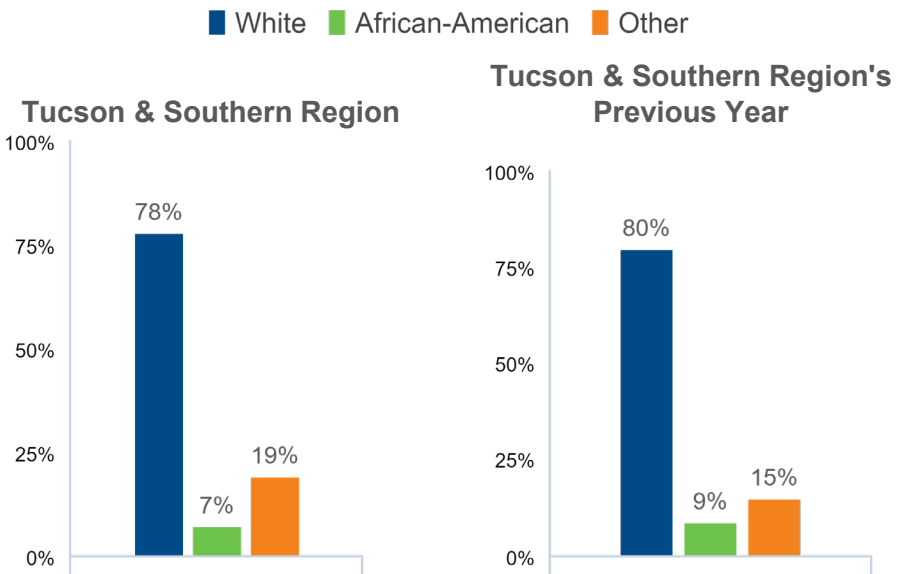
## Sexual Orientation



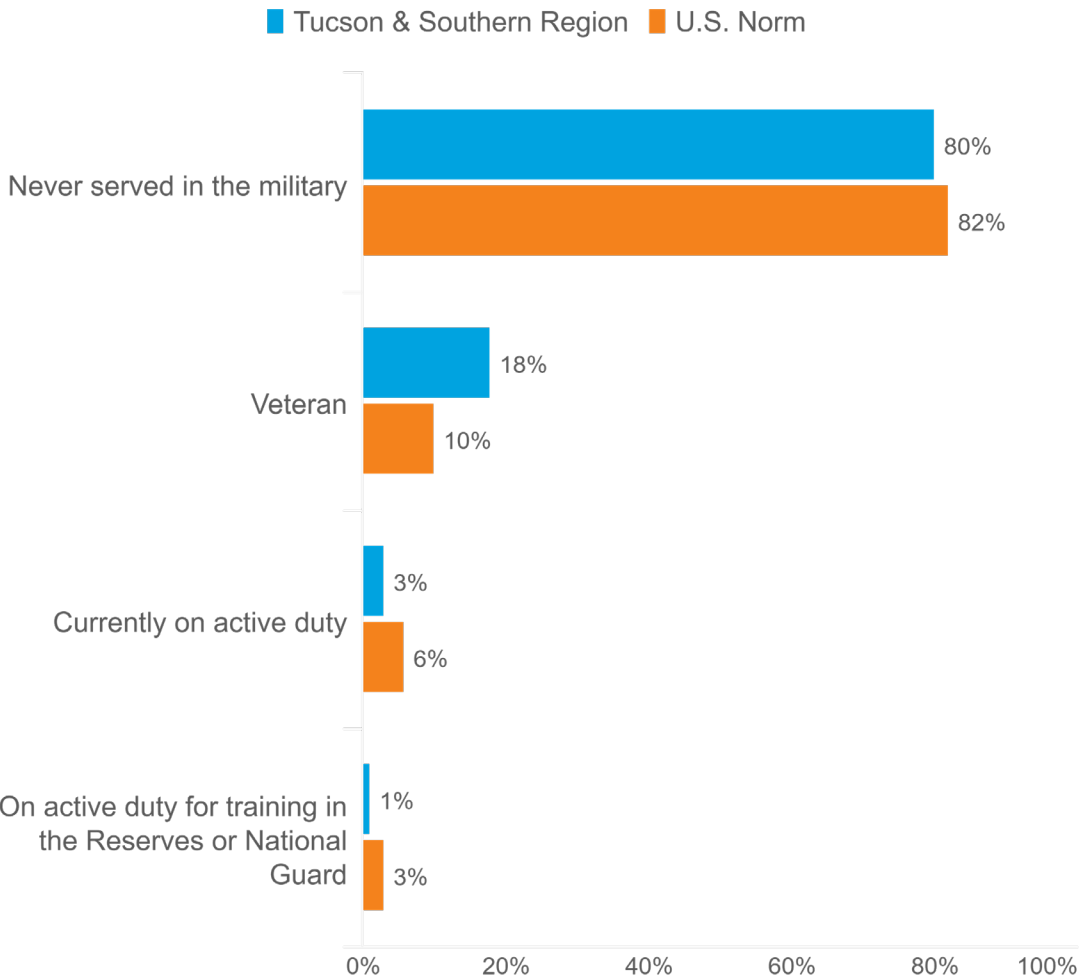
# Demographic Profile of Overnight Tucson & Southern Region Visitors

Base: 2024 Overnight Person-Trips

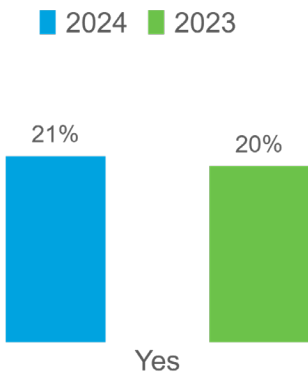
## Race



## Military Status



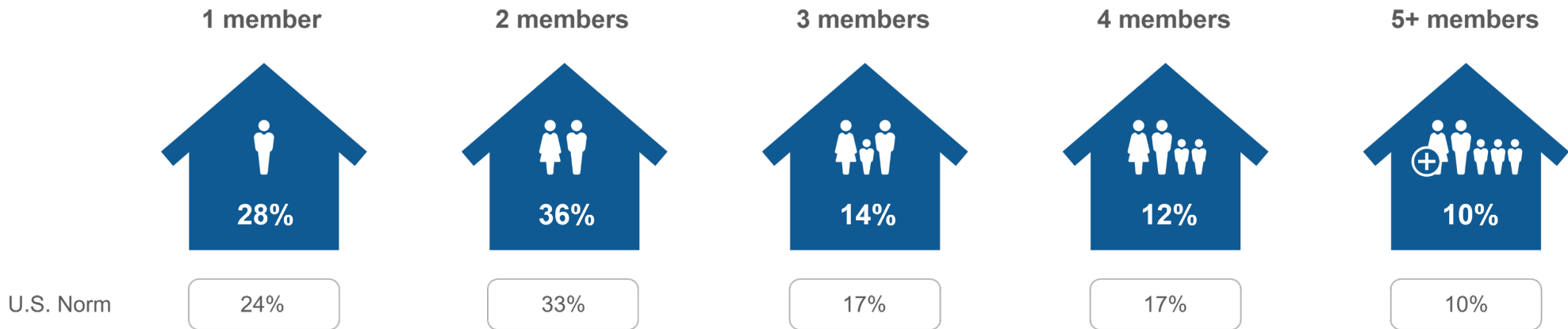
## Hispanic Background



# Demographic Profile of Overnight Tucson & Southern Region Visitors

Base: 2024 Overnight Person-Trips

## Household Size



## Children in Household

