



Travel USA Visitor Profile

West Coast 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 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:

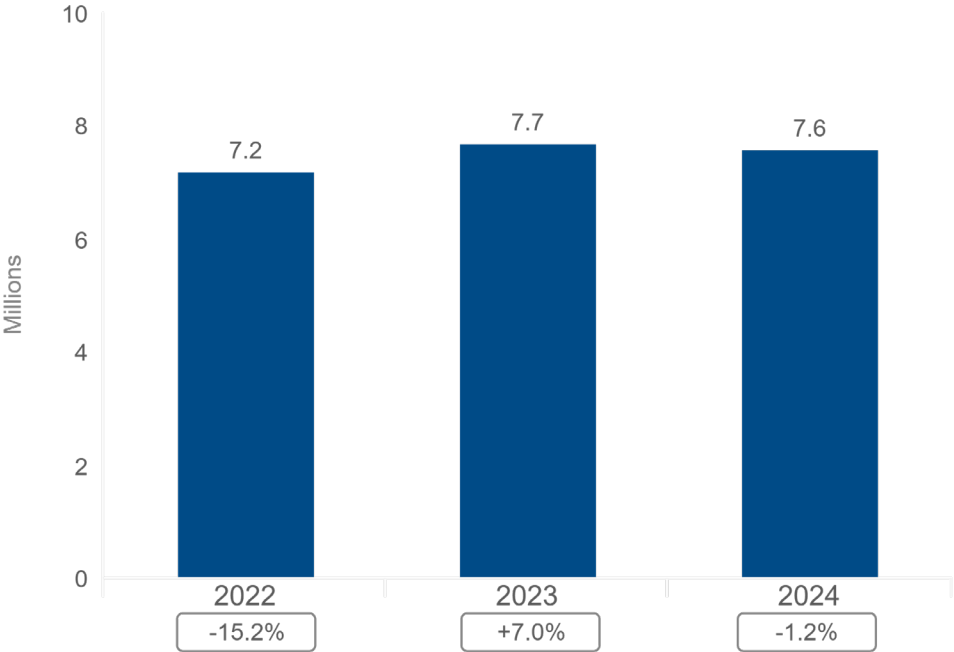


Overnight Base Size

1,167

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

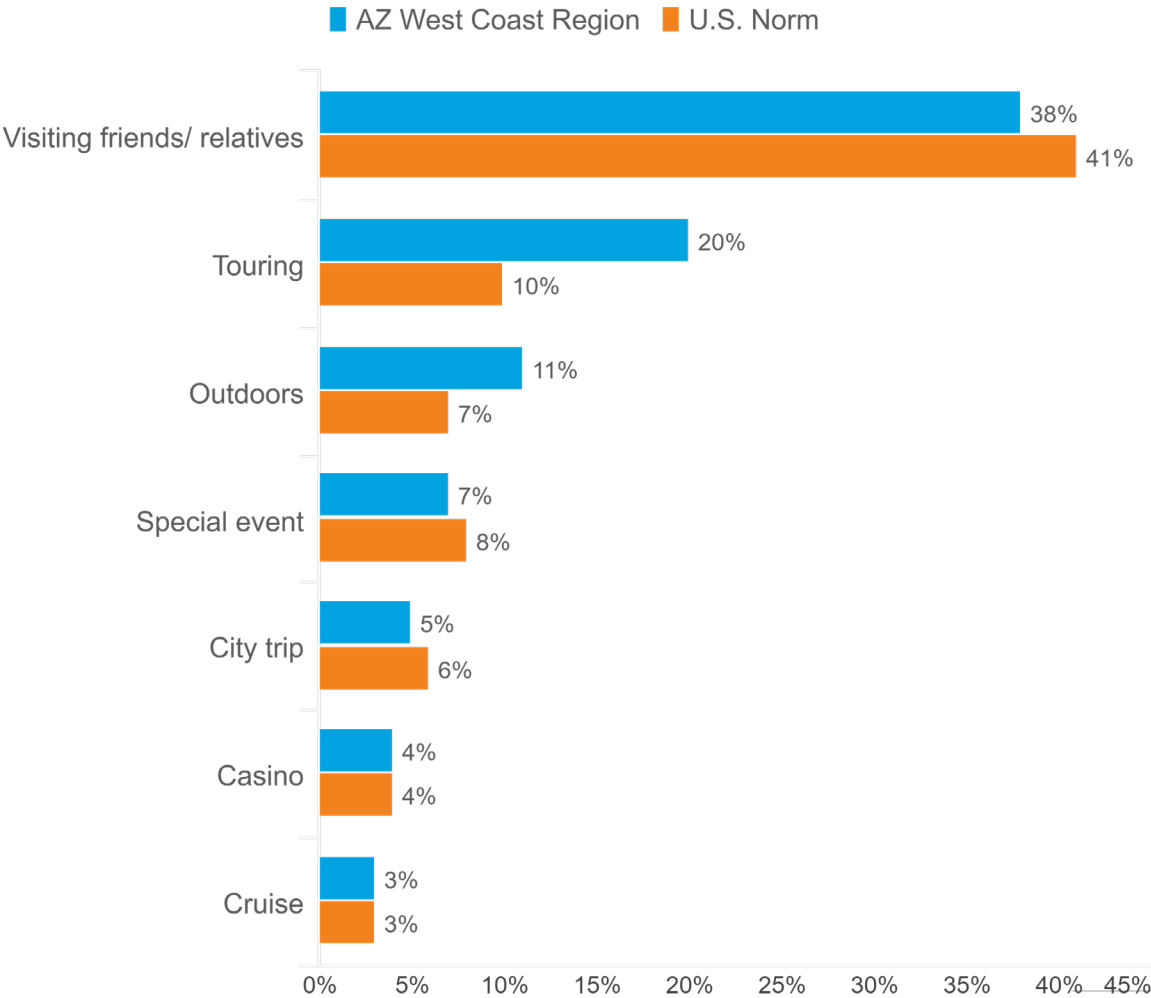
Overnight Trips to AZ West Coast Region



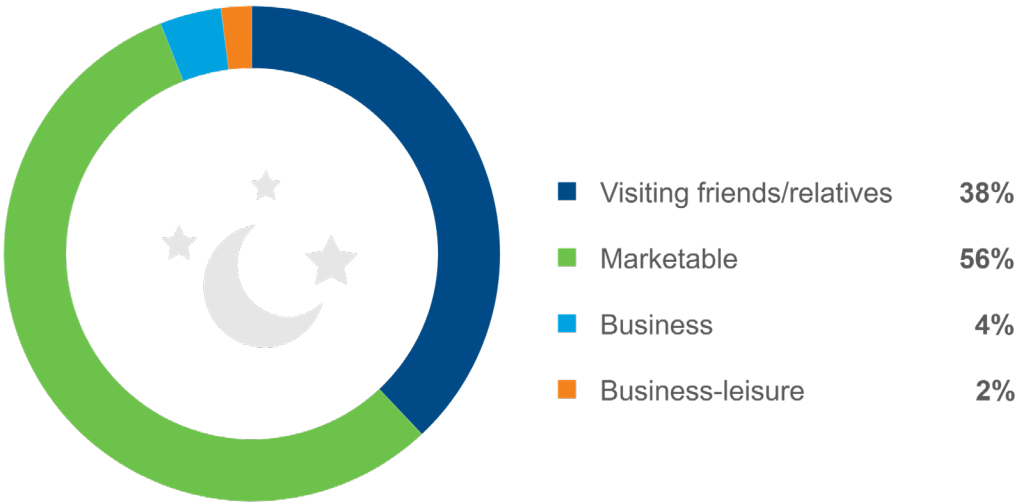
Main Purpose of Trip

	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%

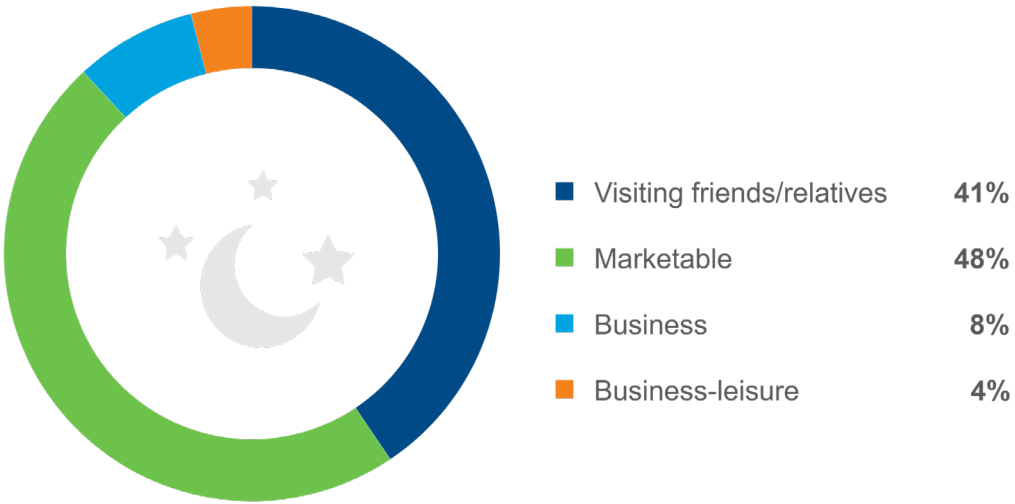
Main Purpose of Leisure Trip (Top 7)



2024 AZ West Coast Region Overnight Trips

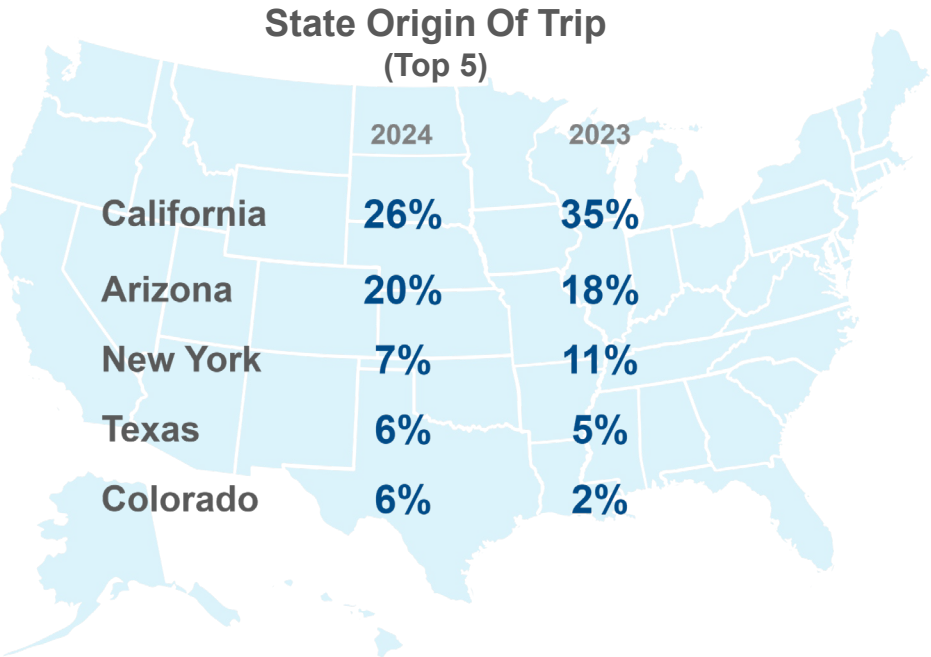


2024 U.S. Overnight Trips



AZ West Coast Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips



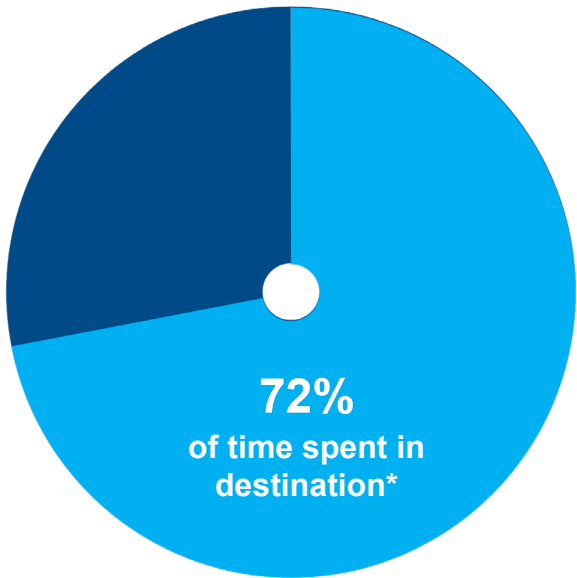
DMA Origin Of Trip
(Top 10)

	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

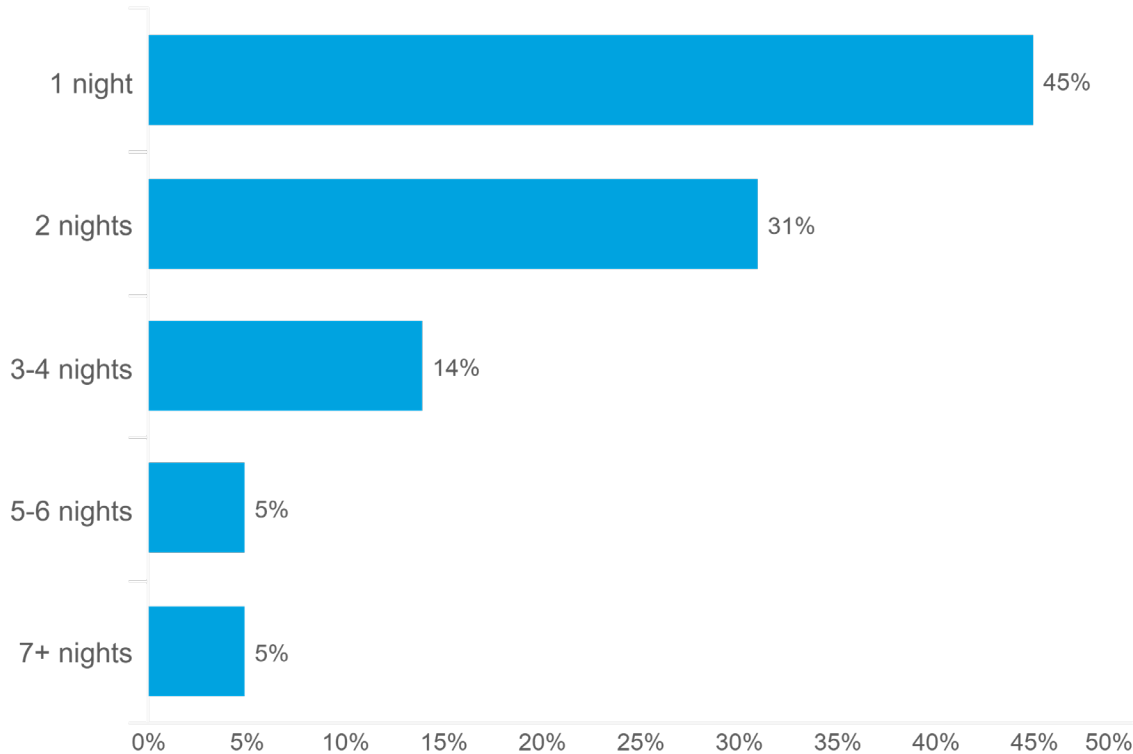
- 81% of overnight travelers to AZ West Coast Region are repeat visitors
- 65% of overnight travelers to AZ West Coast Region had visited before in the past 12 months

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

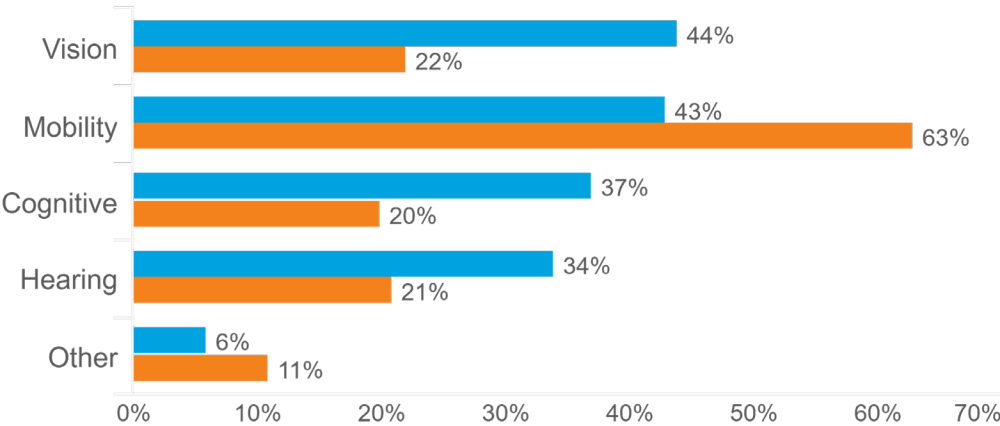


35% of travel parties had a travel party member that required accessibility services
U.S. Norm: 18%

Disability Categorization

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

■ AZ West Coast Region ■ U.S. Norm





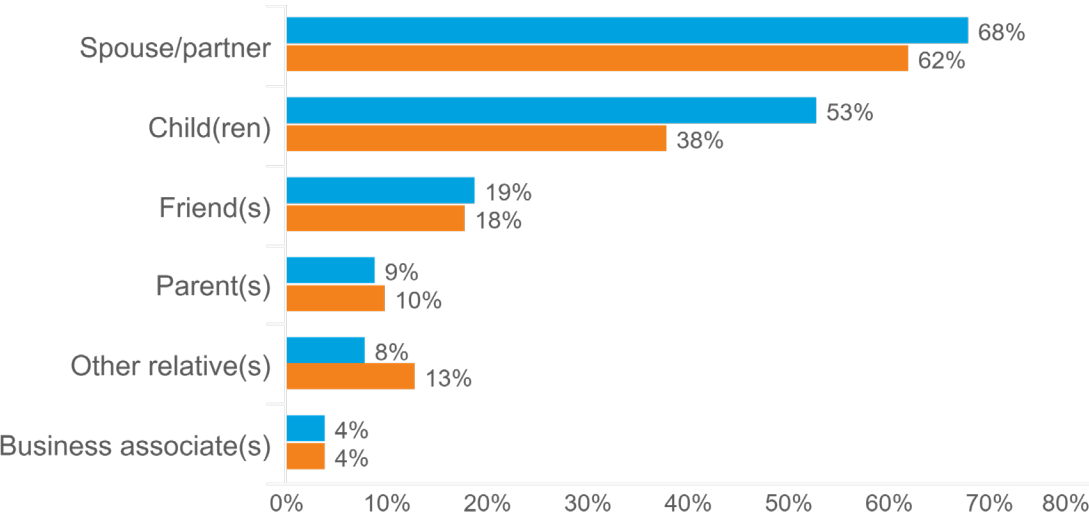
25% of trips only had one person in the travel party

U.S. Norm: 26%

Composition of Immediate Travel Party

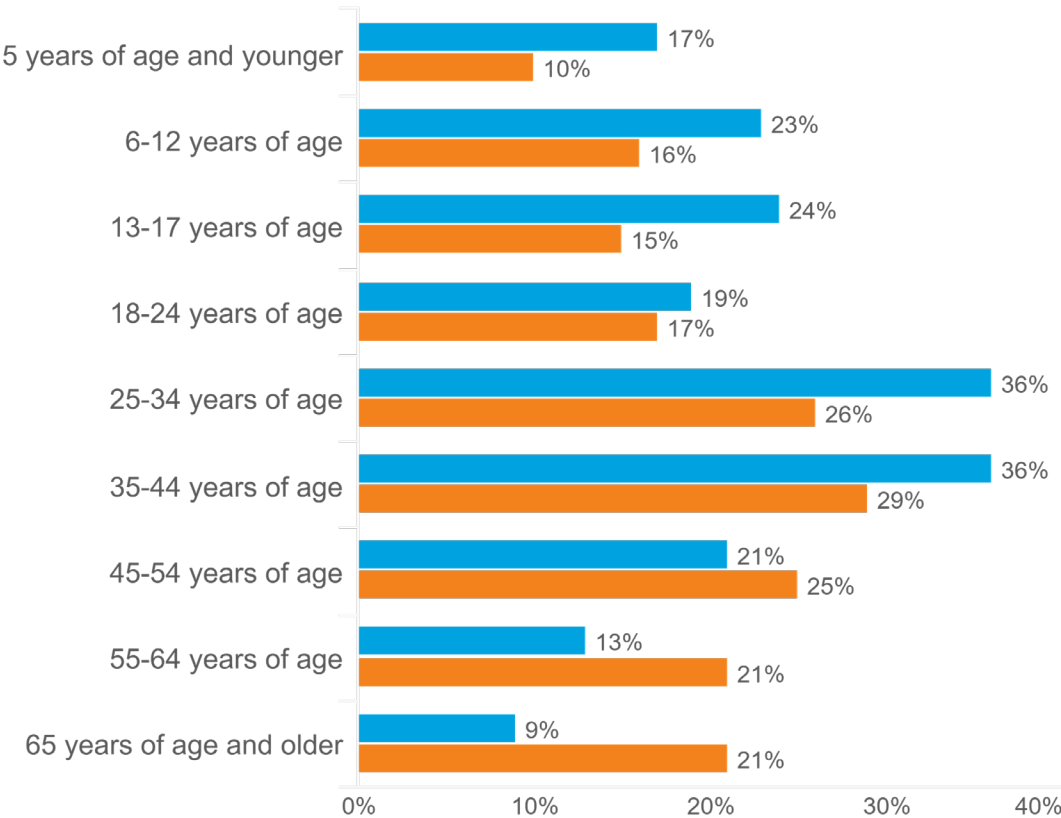
Base: 2024 Overnight Person-Trips that included more than one person
*Child(ren) is based on the relationship to the respondent

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

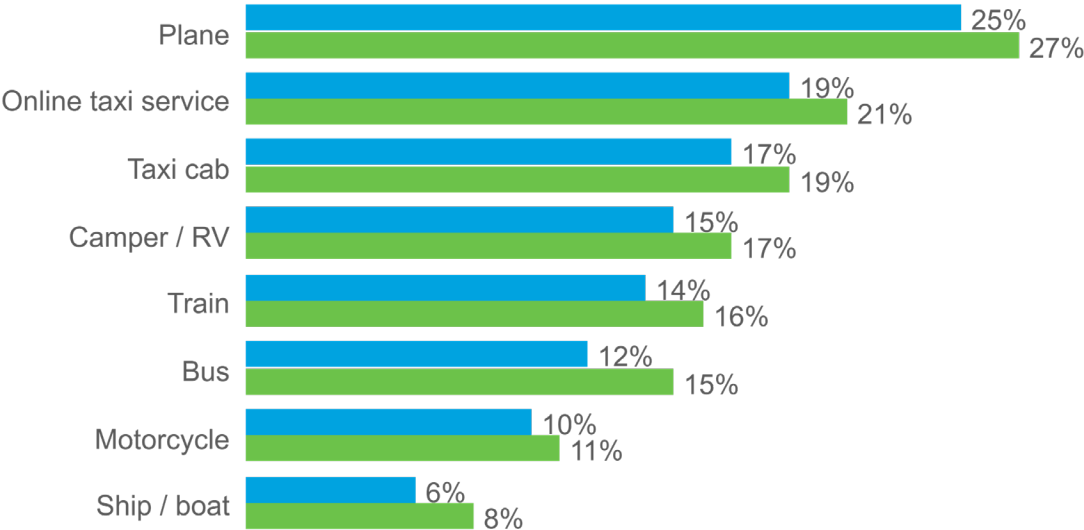
Previous year: 70%

20% used a rental car to get to their destination

Previous year: 25%

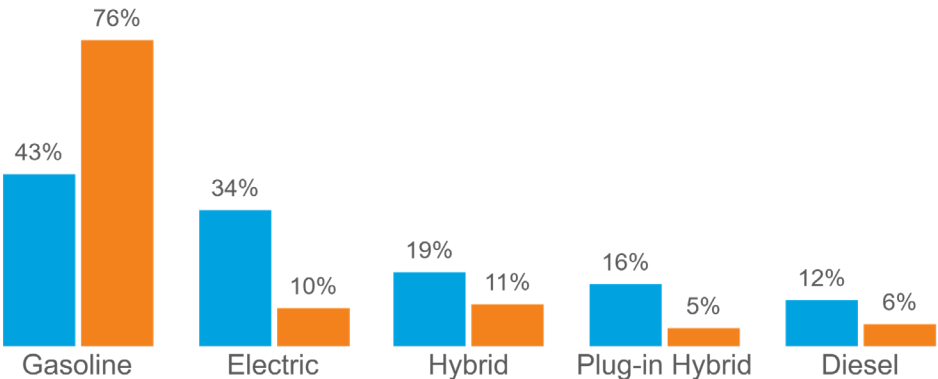


■ 2024 ■ 2023



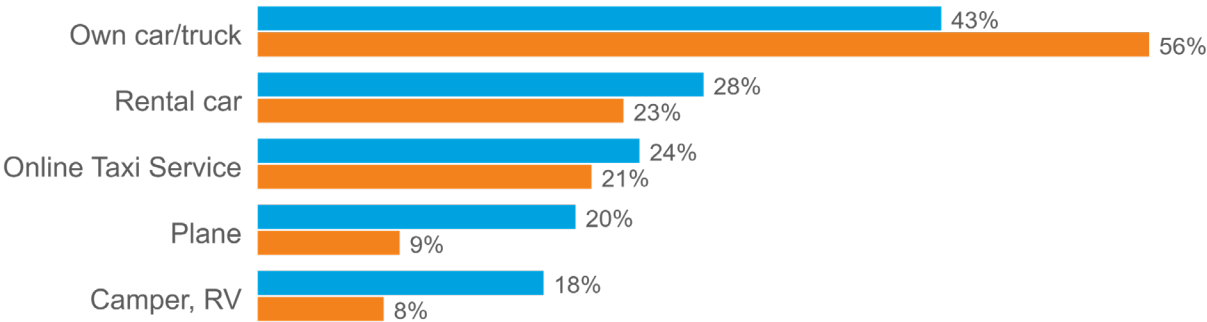
Type of Vehicle Used to get to Destination

■ AZ West Coast Region ■ U.S. Norm



Transportation Used within Destination (Top 5)

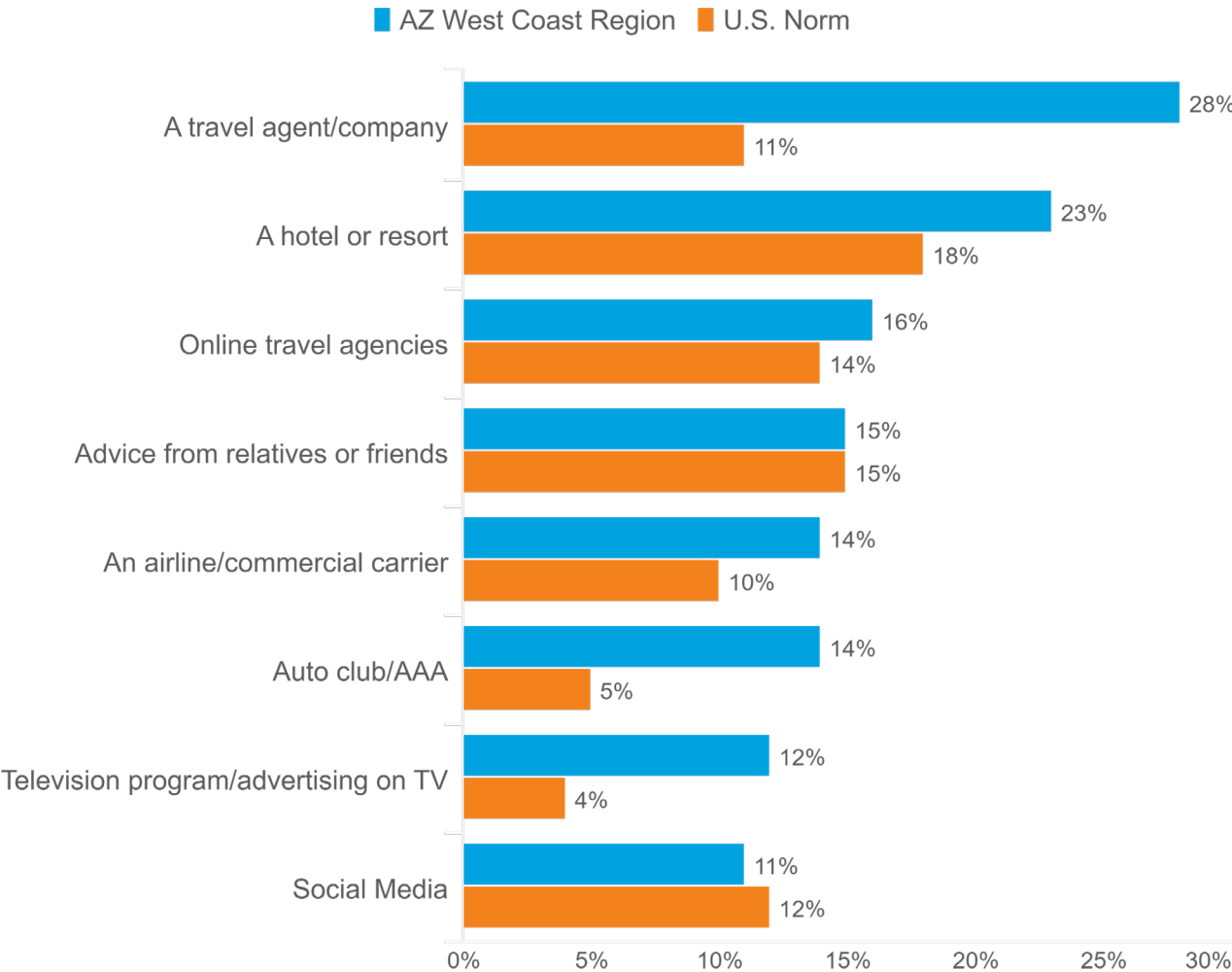
■ AZ West Coast Region ■ U.S. Norm



Length of Trip Planning

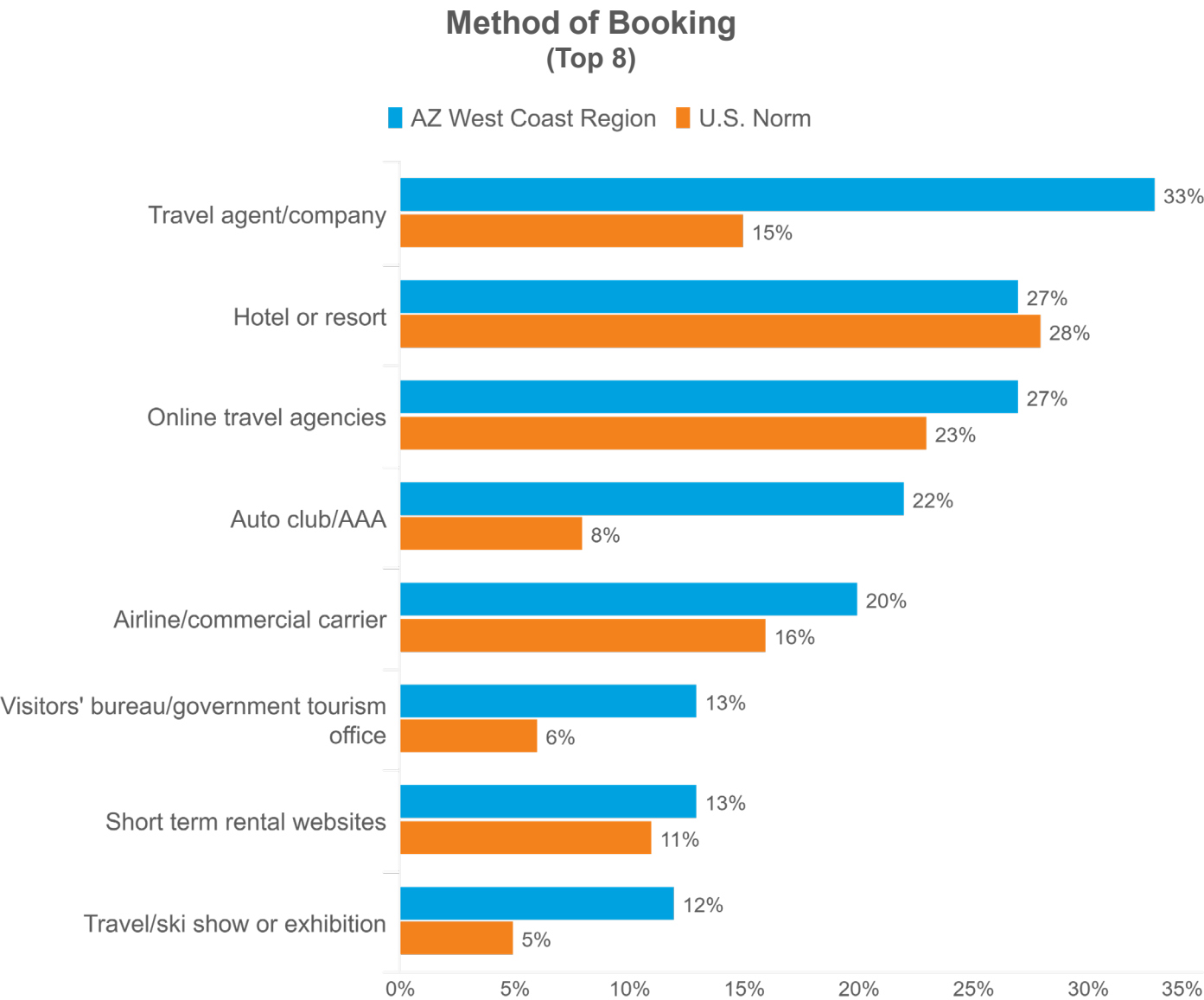
	AZ West Coast Region	U.S. Norm
1 month or less	28%	32%
2 months	16%	17%
3-5 months	20%	18%
6-12 months	18%	14%
More than 1 year in advance	9%	4%
Did not plan anything in advance	9%	14%

Trip Planning Information Sources (Top 8)










AZ West Coast Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

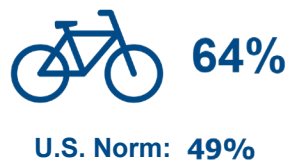


Accommodations (Top 7)

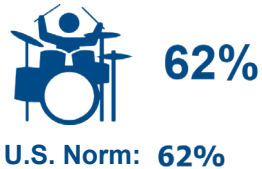
		2024	2023
	Hotel	52%	52%
	Motel	22%	22%
	Bed & breakfast	15%	17%
	Country inn / lodge	12%	14%
	Resort hotel	12%	17%
	Campground / RV park	11%	14%
	Home of friends / relatives	11%	10%

Activity Groupings

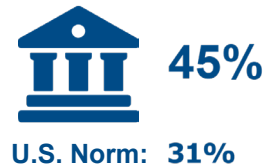
Outdoor Activities



Entertainment Activities



Cultural Activities



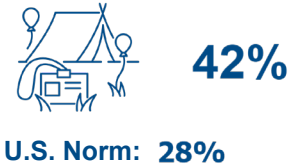
Sporting Activities













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

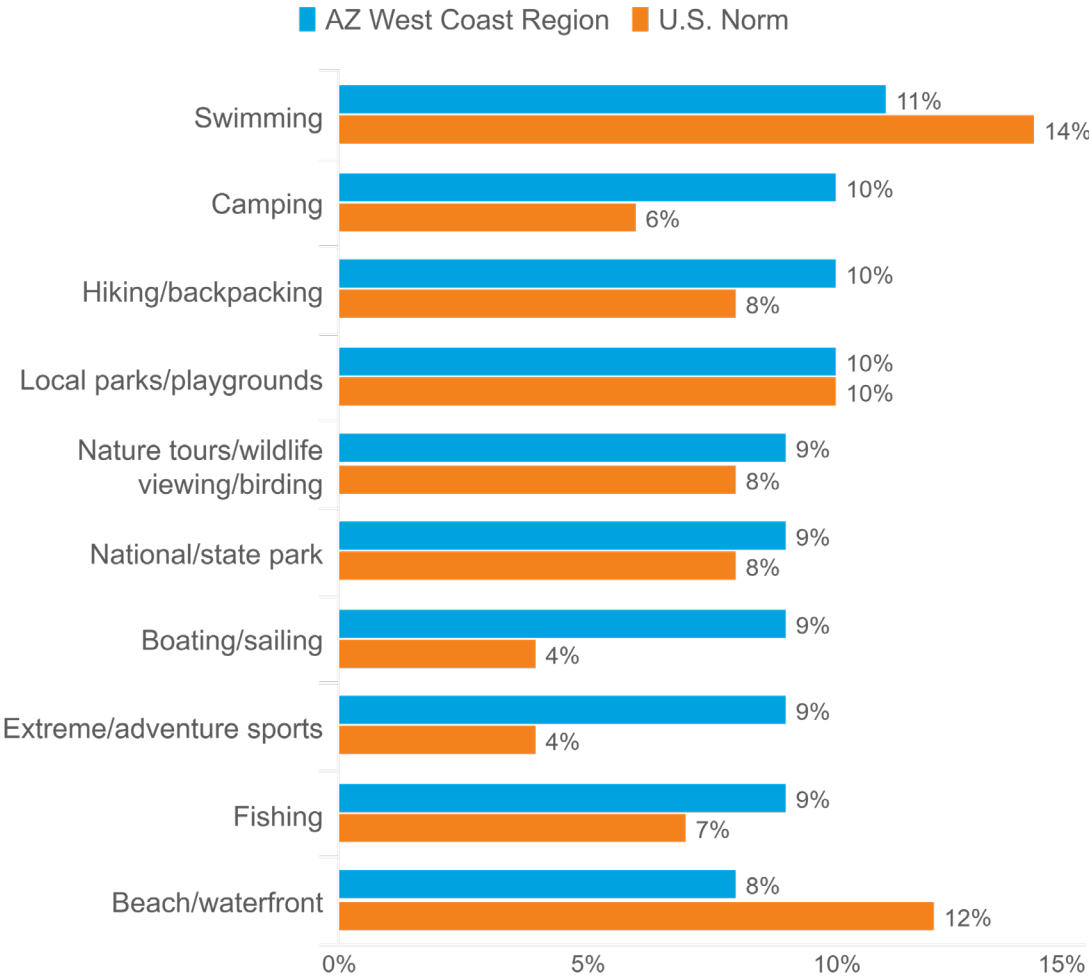
AZ West Coast Region

64%

U.S. Norm

49%

Outdoor Activities
(Top 10)





Entertainment Activities

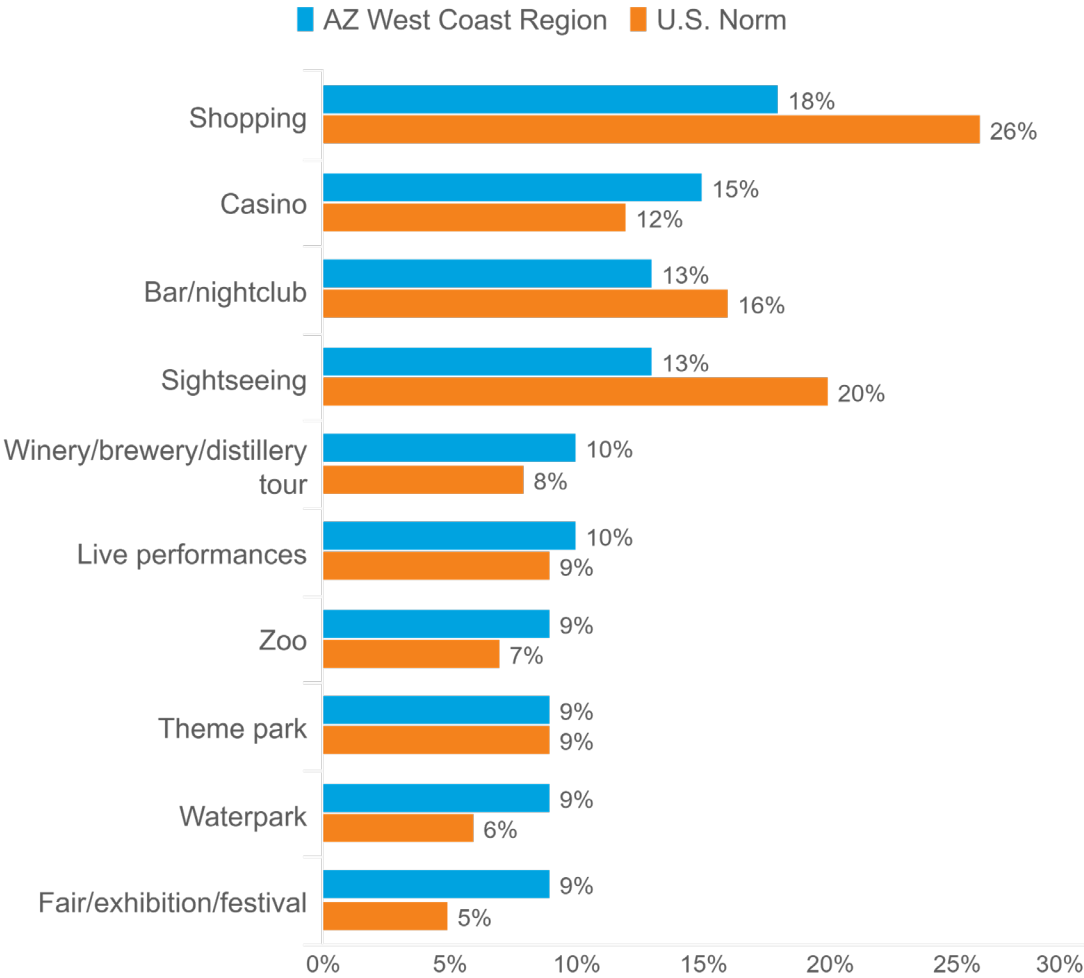
AZ West Coast Region

62%

U.S. Norm

62%

Entertainment Activities
(Top 10)





Cultural Activities

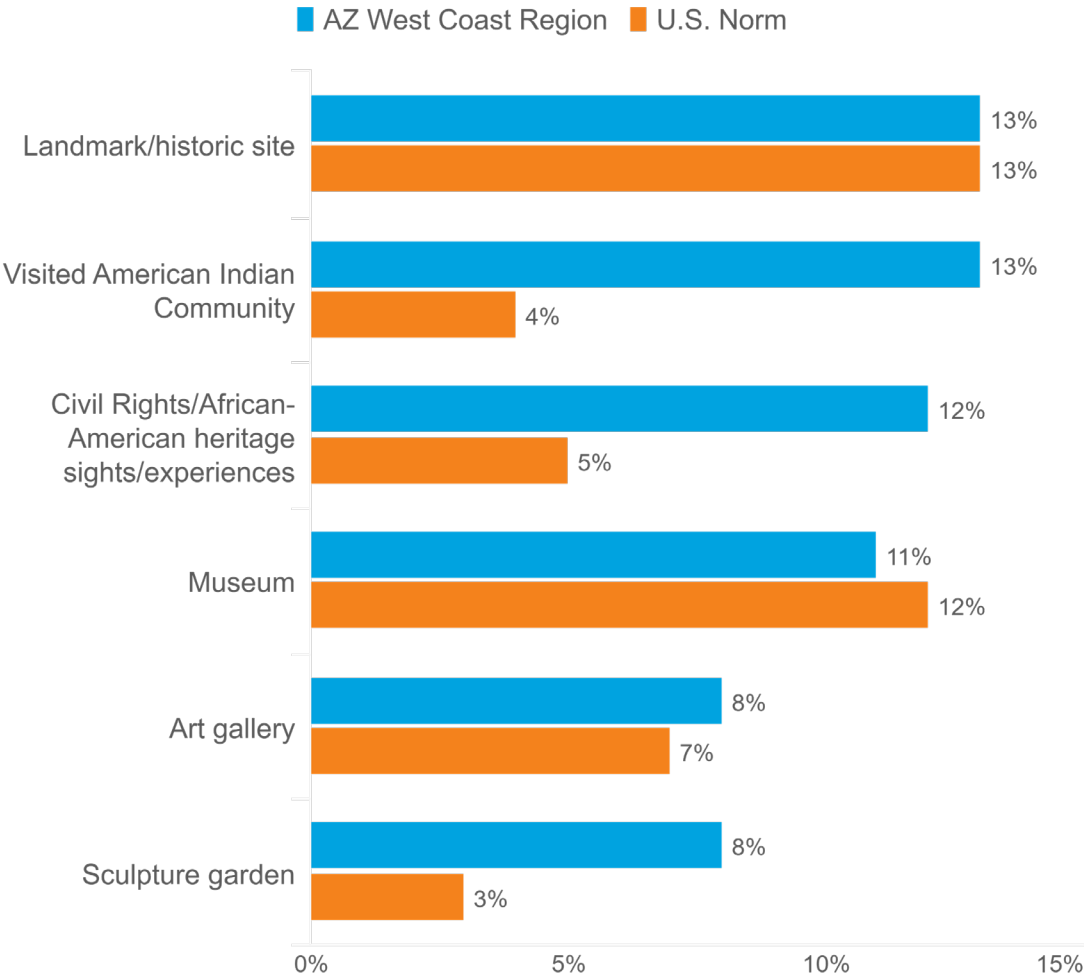
AZ West Coast Region

45%

U.S. Norm

31%

Cultural Activities





Sporting Activities

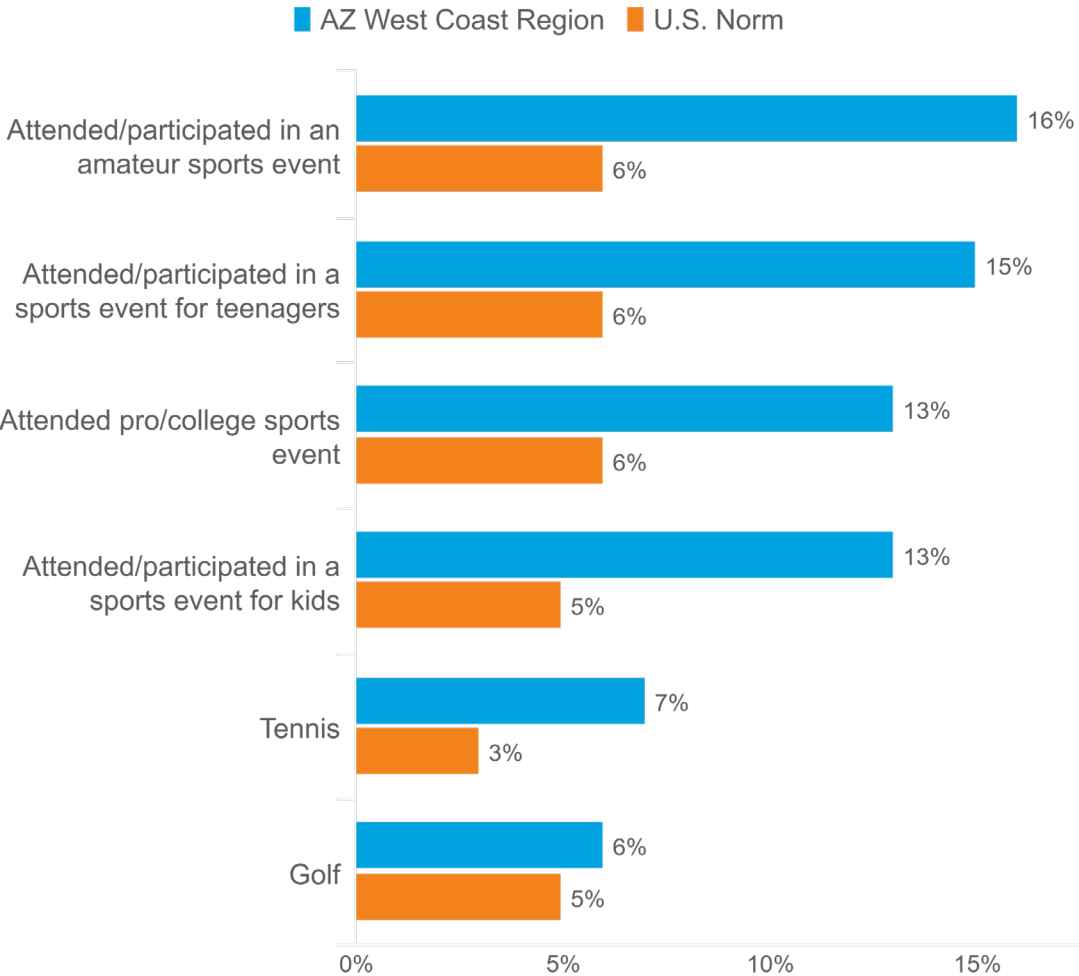
AZ West Coast Region

43%

U.S. Norm

23%

Sporting Activities





Business Activities

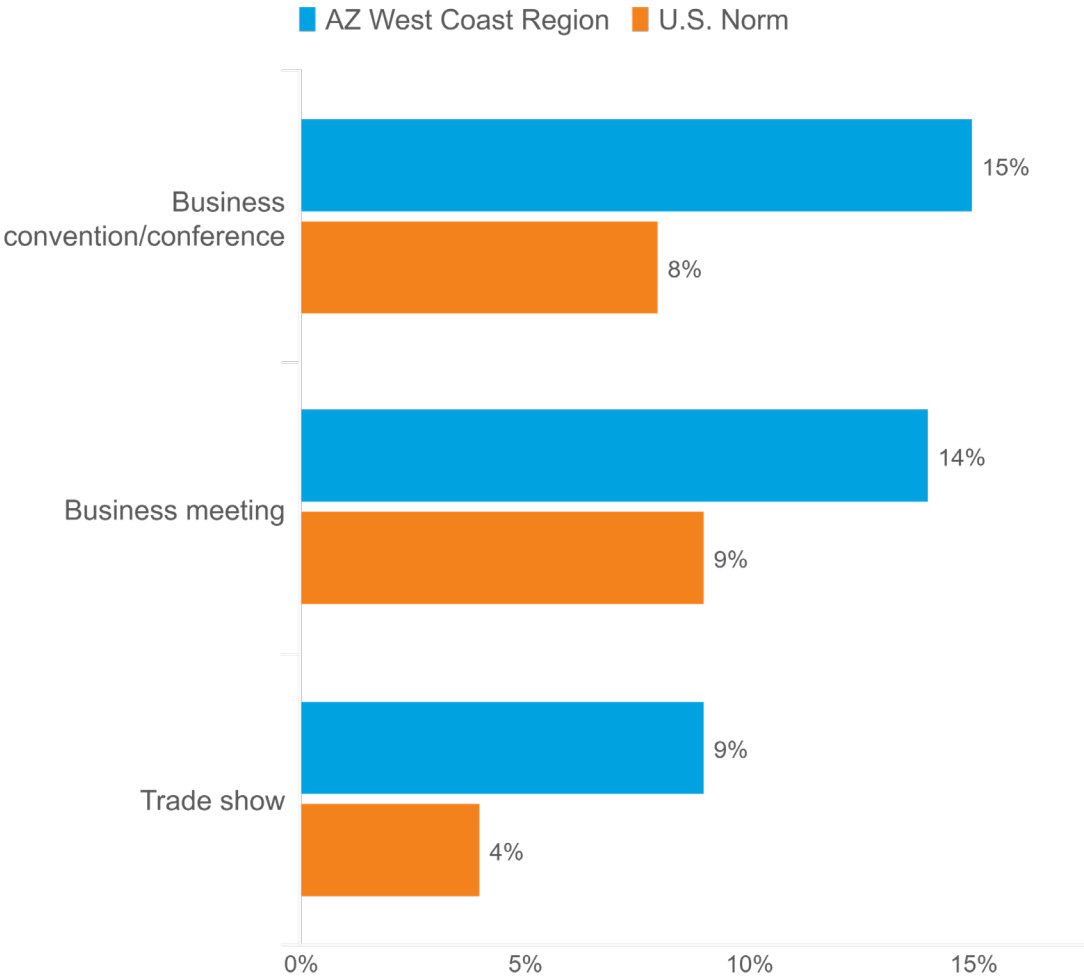
AZ West Coast Region

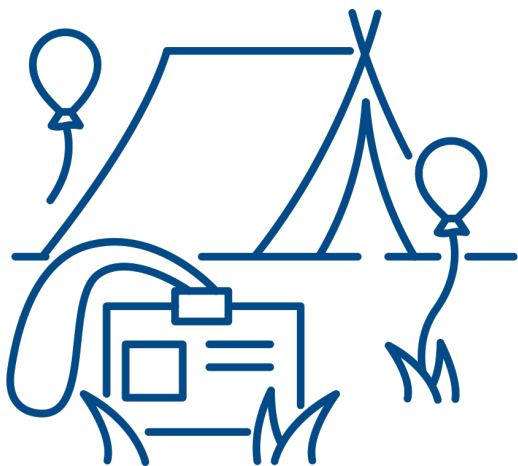
31%

U.S. Norm

17%

Business Activities





Other Activities

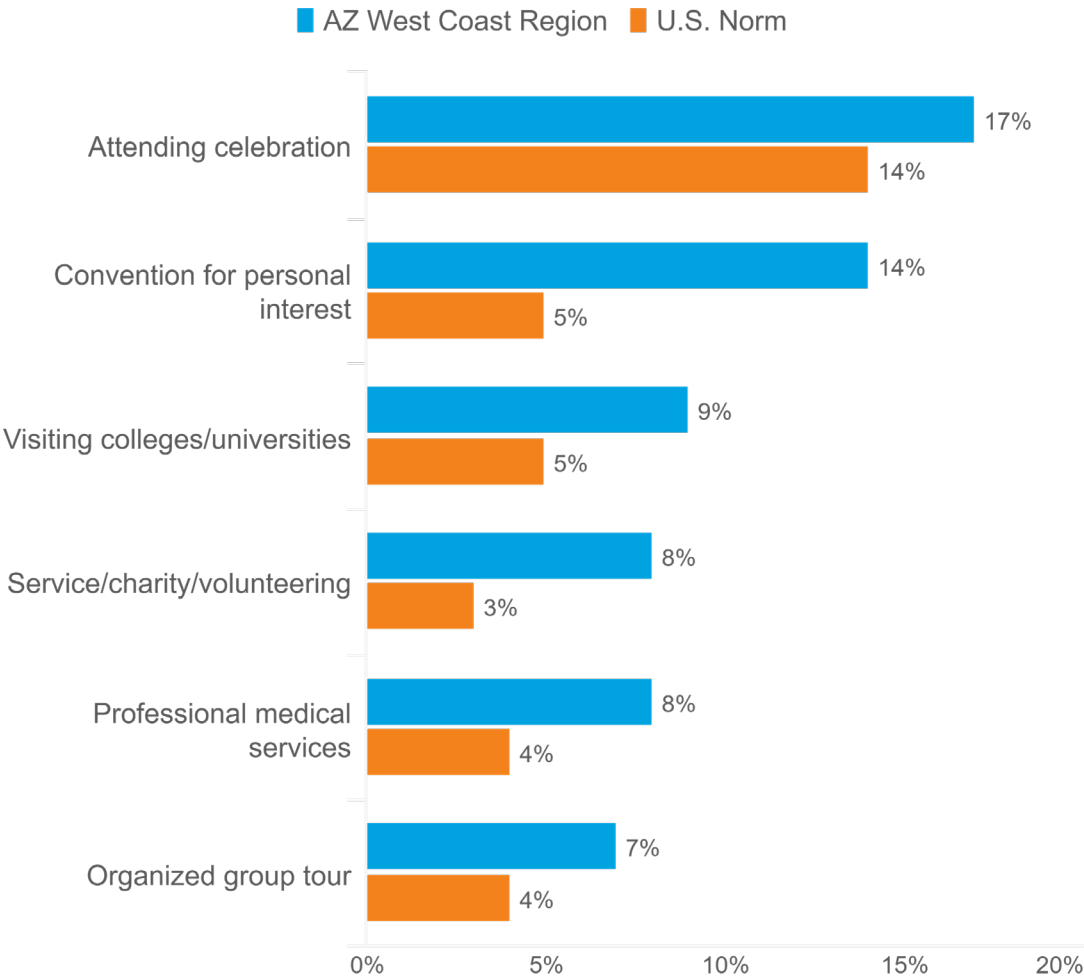
AZ West Coast Region

42%

U.S. Norm

28%

Other Activities









Shopping Types on Trip

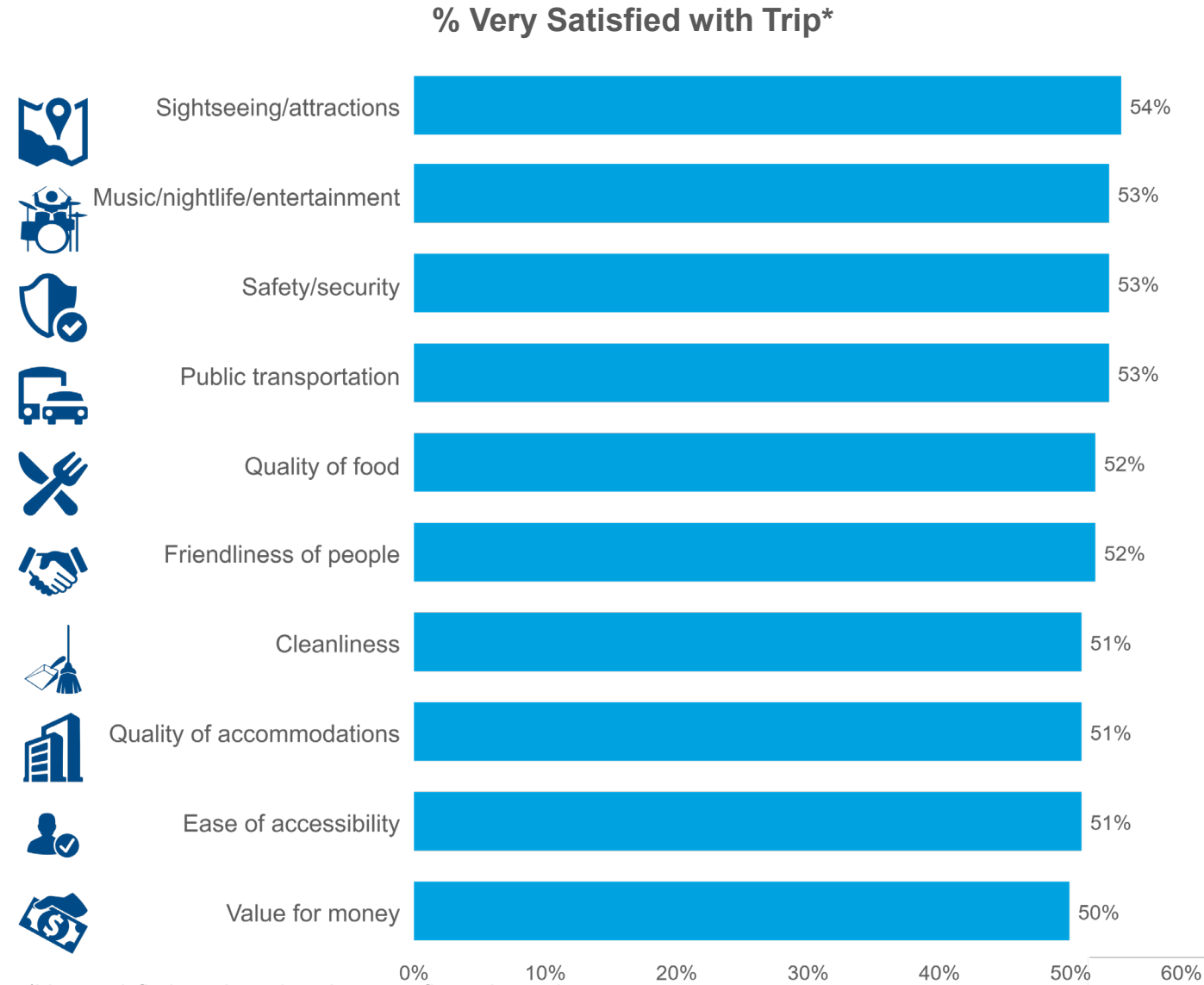
Base: 2024 Overnight Person-Trips that included Shopping

	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

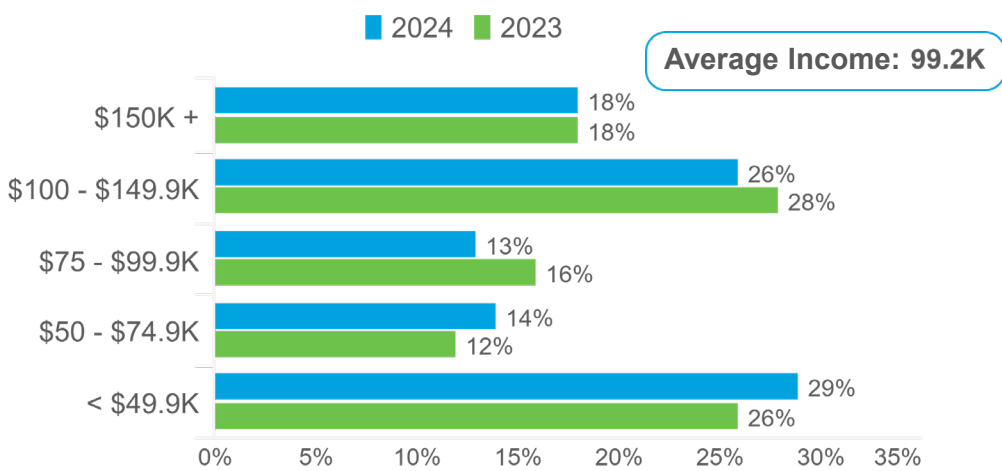


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

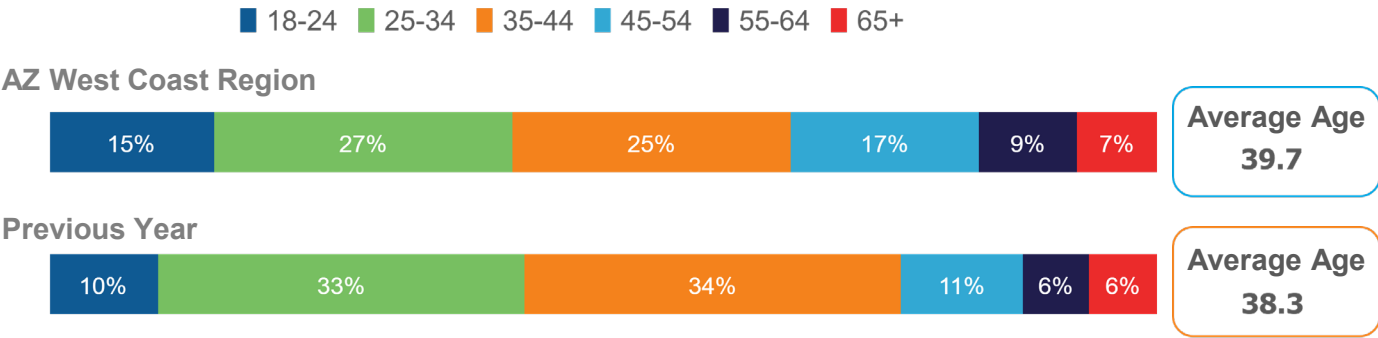
Demographic Profile of Overnight AZ West Coast Region Visitors

Base: 2024 Overnight Person-Trips

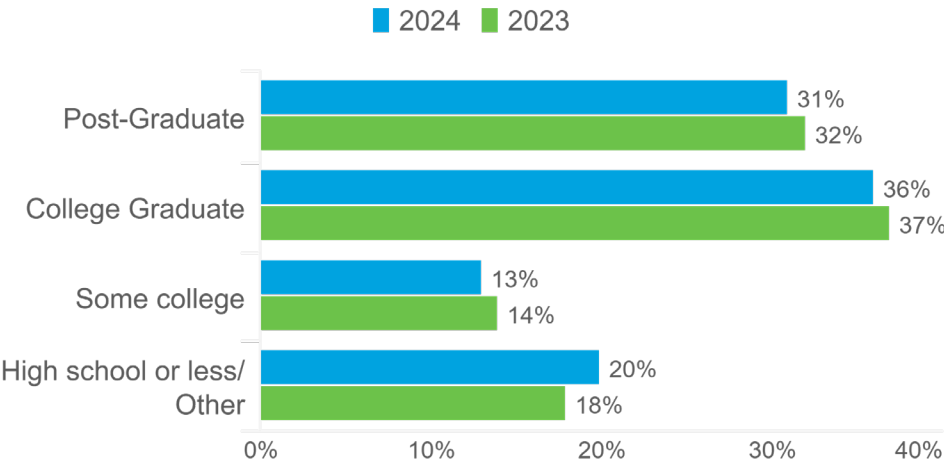
Household Income



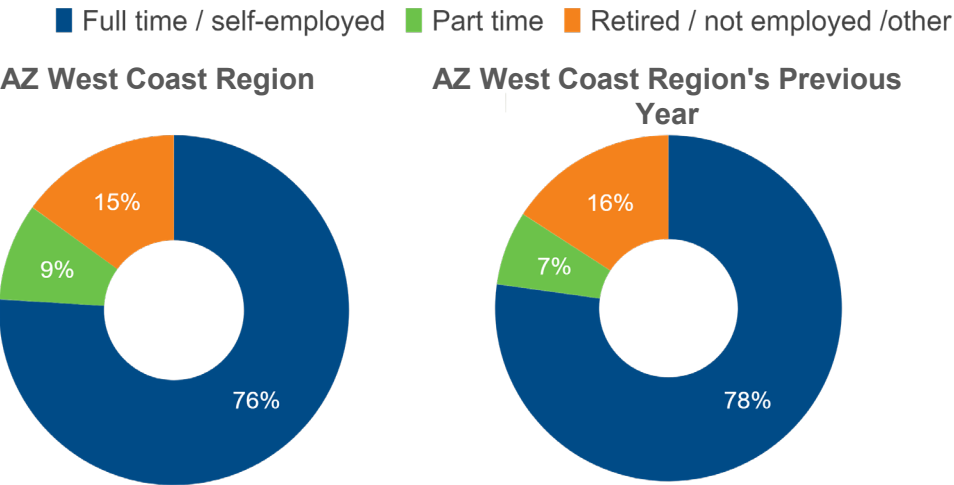
Age



Educational Attainment



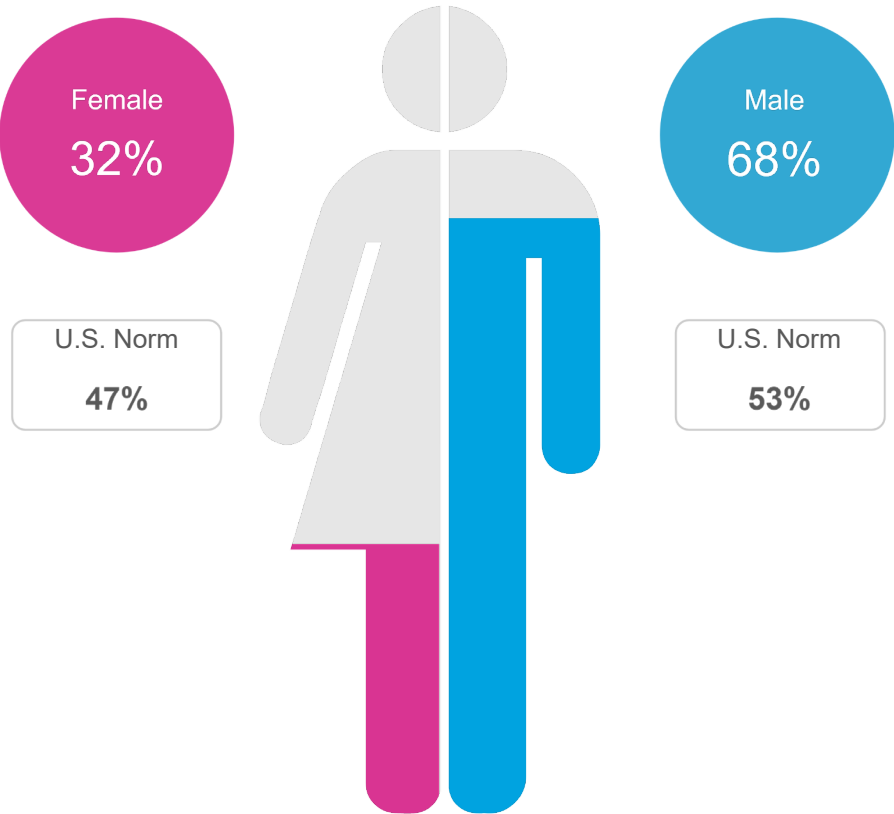
Employment



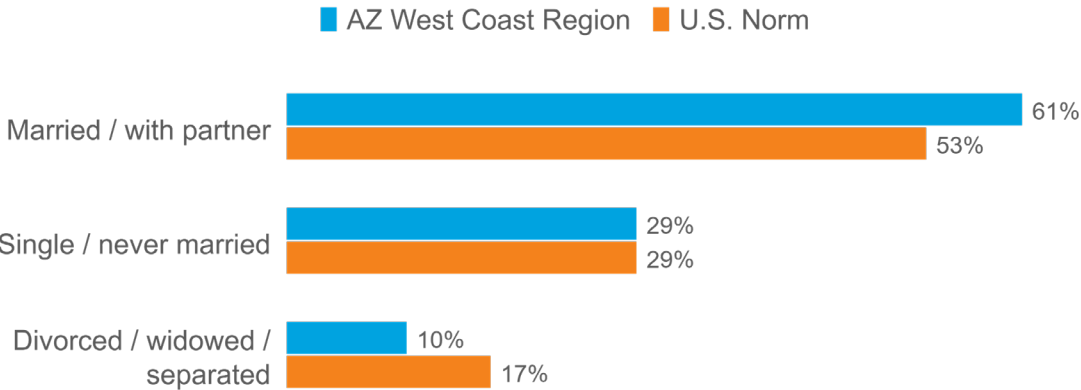
Demographic Profile of Overnight AZ West Coast Region Visitors

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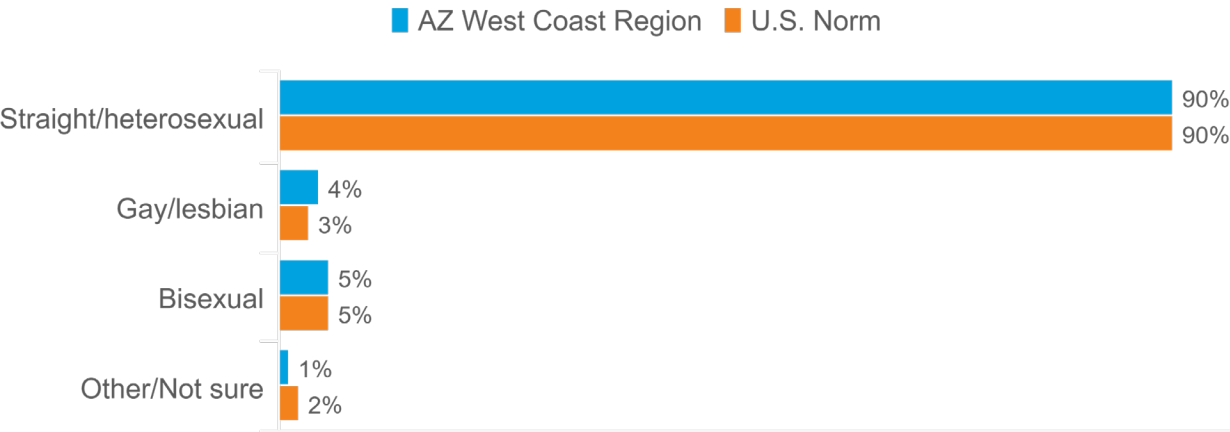
Gender



Marital Status



Sexual Orientation

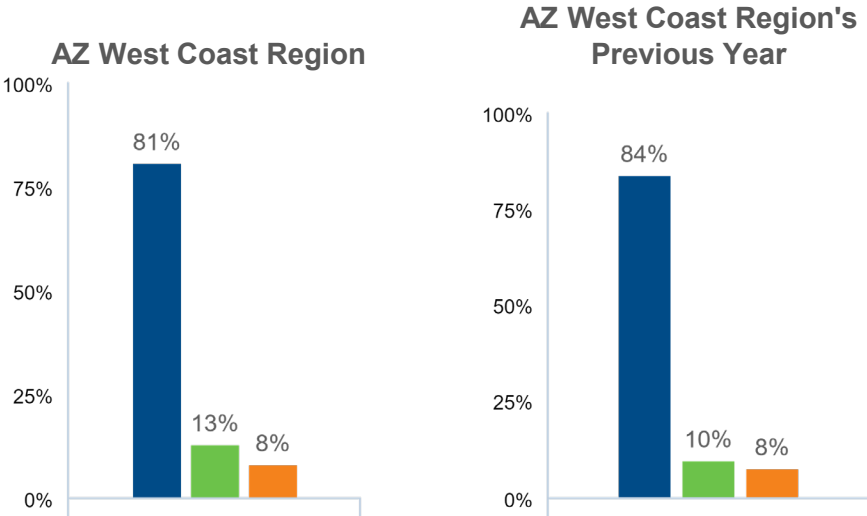


Demographic Profile of Overnight AZ West Coast Region Visitors

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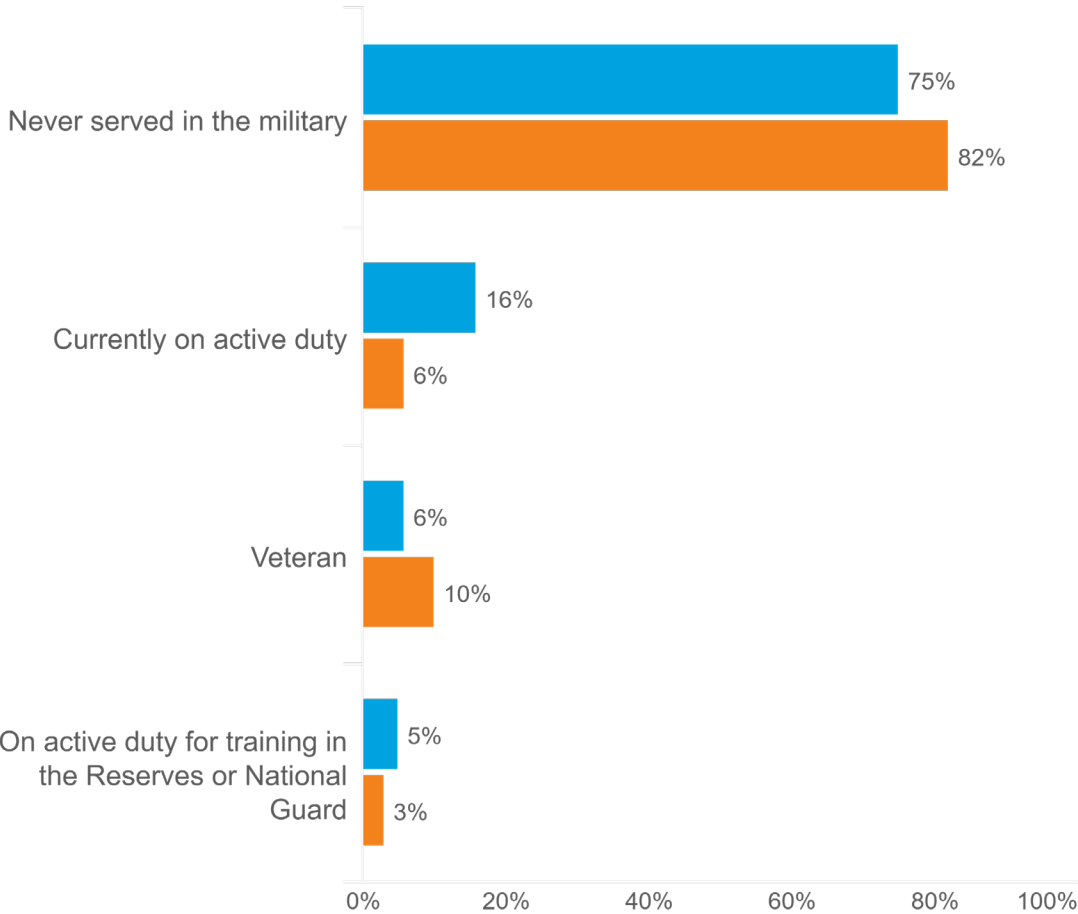
Race

White African-American Other



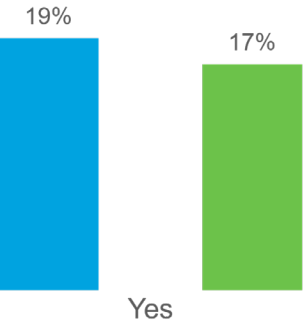
Military Status

AZ West Coast Region U.S. Norm

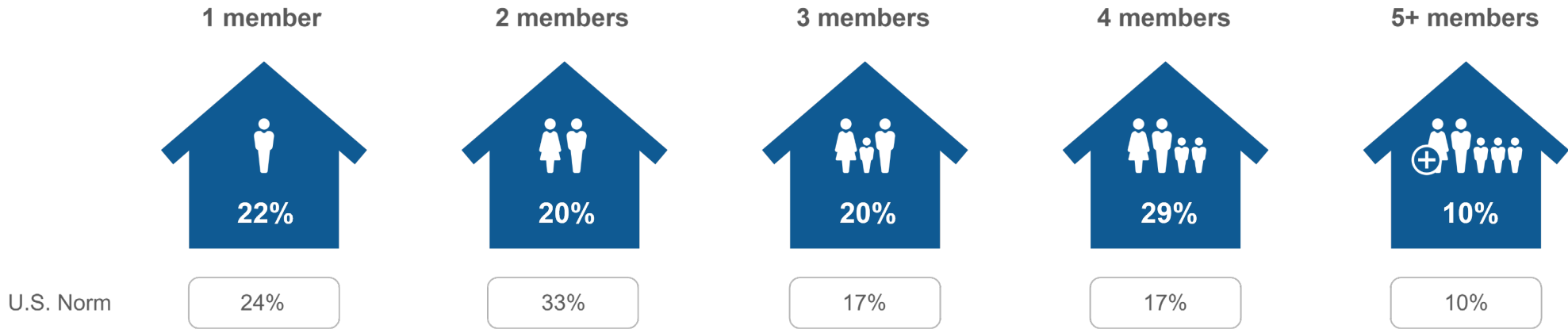


Hispanic Background

2024 2023



Household Size



Children in Household

