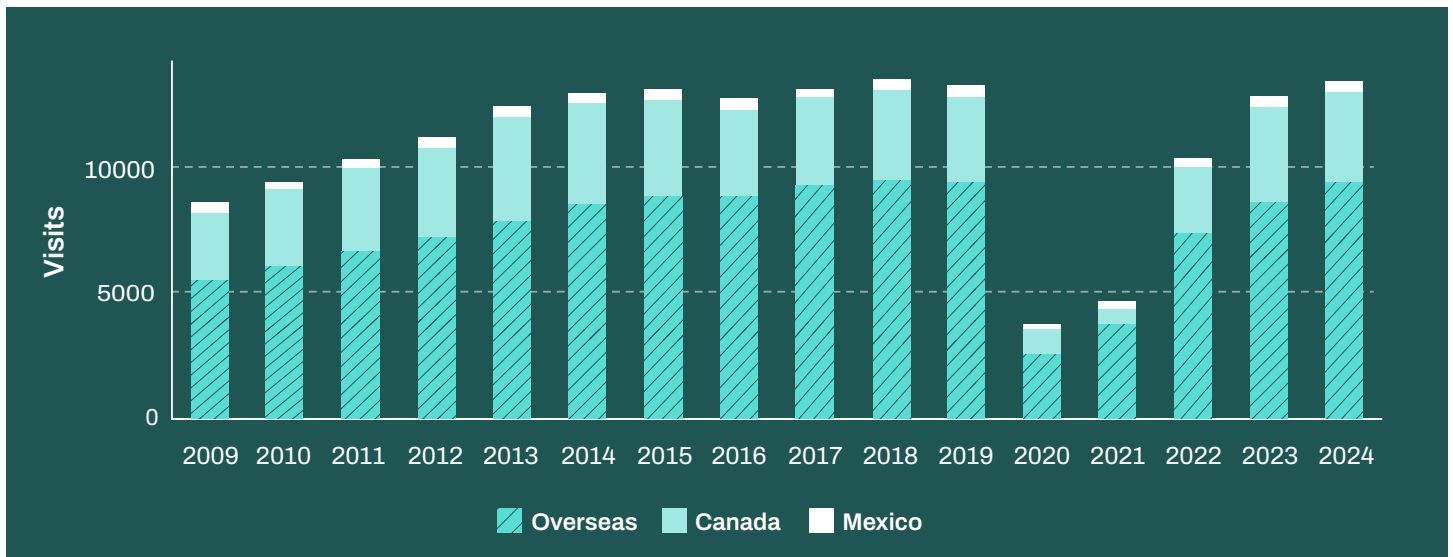


2024

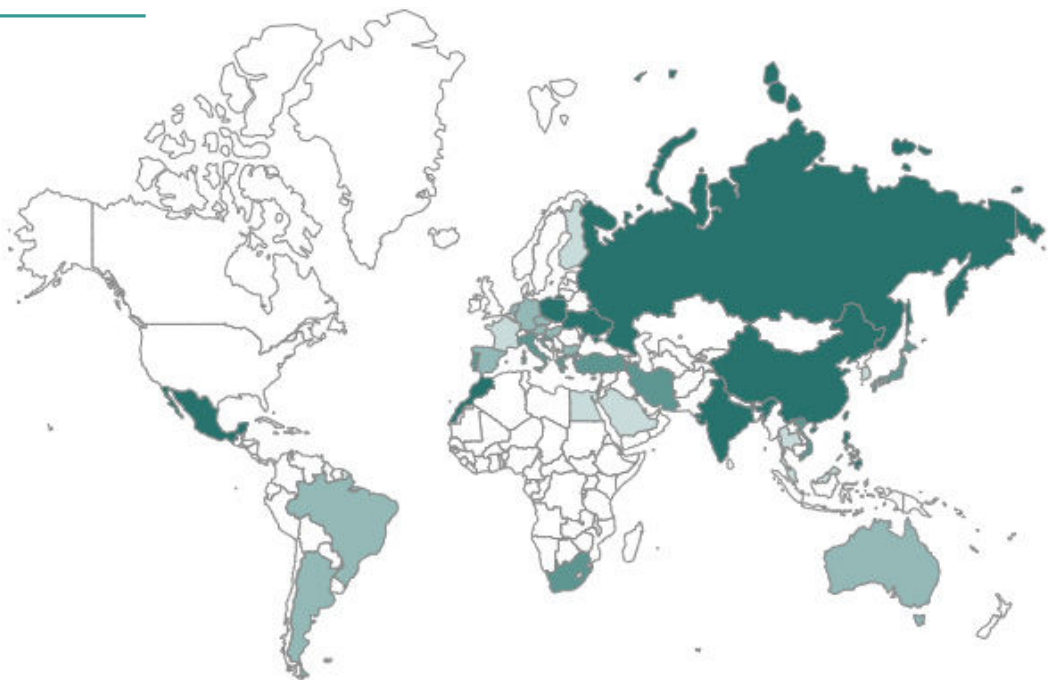
INTERNATIONAL VISITATION TO ARIZONA



CHANGE IN VISITATION 2023-2024

International visitation to Arizona grew by **11% in 2024**, driven primarily by **Canada and Mexico**. **Canadian visits rose 4%**, while arrivals from **Mexico increased 12%** compared to the previous year.

In the map on the right, the darker-colored countries experienced sharper percentage increases.

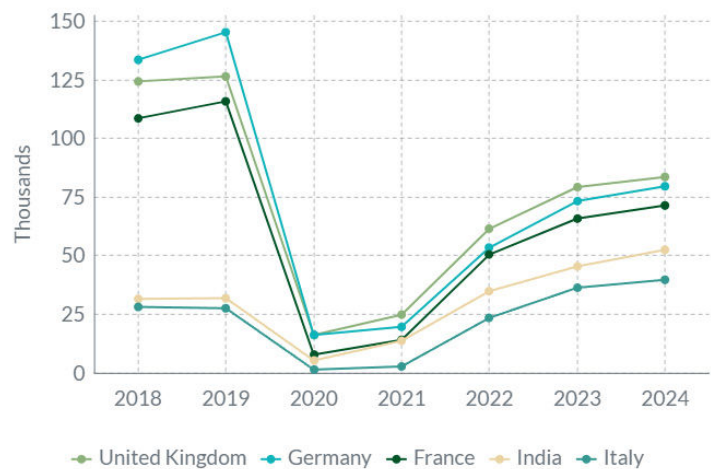


**Estimates are not available for all countries*

OVERSEAS INBOUND TOURISM TRENDS: TOP 12 COUNTRIES

The Asia market posted the strongest growth in 2024, up **23%** overall. **China** led with an increase of more than **58%**, followed by **Japan at 22%** compared to 2023. Arizona's top overseas markets remain the **UK, Germany, and France**, while **India, Italy, and the Netherlands** have fully recovered and surpassed **2019 visitation levels**. In total, **overseas visitation to Arizona rose 12% in 2024** from the previous year

Source: International State Travel Dashboard, Tourism Economics, updated September 2025



VISITATION (thousands)

Country	2018	2019	2020	2021	2022	2023	2024	'23 vs '24
Mexico	3,827	4,027	1,096	2,517	2,858	3,288	3,692	12%
Canada	975	964	257	279	539	823	852	4%
United Kingdom	124	127	16	25	62	79	84	5%
Germany	134	145	16	20	53	73	80	9%
France	109	116	8	14	51	66	71	8%
India	32	32	5	14	35	45	53	16%
Italy	28	28	1	3	23	36	40	9%
China	82	77	1	9	8	23	36	58%
South Korea	67	75	13	13	17	32	33	1%
Australia	68	71	11	5	18	28	31	12%
Japan	71	81	13	7	8	21	26	22%
Netherlands	19	19	2	2	17	24	24	3%
Total	5,899	6,125	1,495	3,000	3,918	4,799	5,316	11%
Overseas	1,098	1,135	141	205	520	688	772	12%

Source: International State Travel Dashboard, Tourism Economics, updated September 2025