

NORTH CENTRAL REGION

TRAVEL RESEARCH TRENDS



Arizona Travel Impact



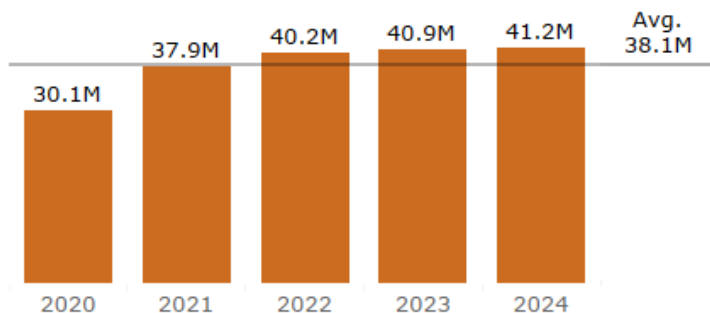
State Domestic Travel Impact



2024 Total Overnight Visitors

41.2M

+0.7% YOY | +1.3% vs. 2019



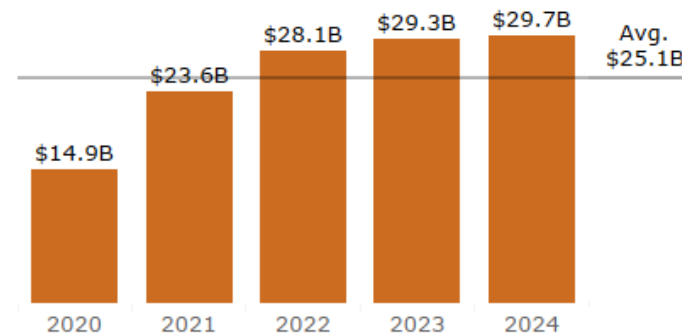
Source: Tourism Economics



2024 Total Spending

\$29.7B

+1.4% YOY | +16.2% vs. 2019

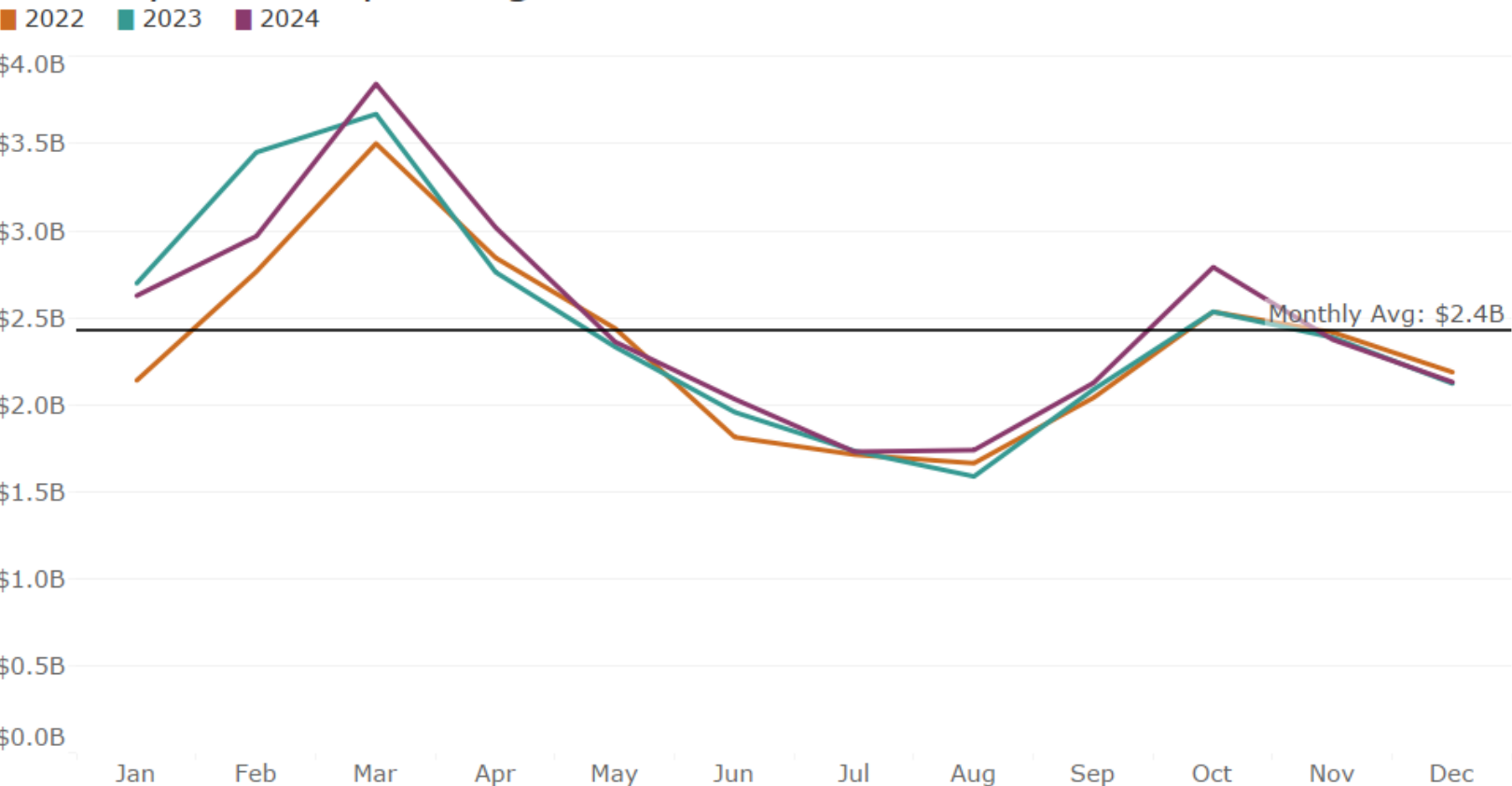


Source: Dean Runyan Associates

State Domestic Travel Impact



Monthly Travel Spending Trend



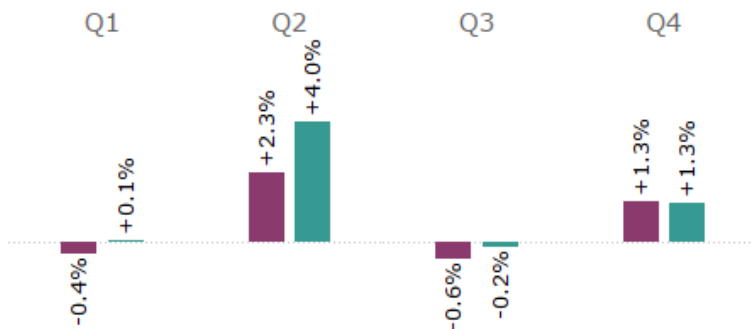
Source: Dean Runyan Associates

State Domestic Travel Impact

III

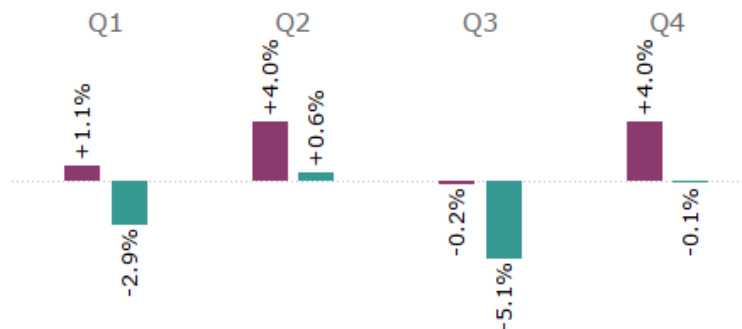
All Overnight Visitors

■ 2024 vs. 2023 ■ 2024 vs. 2019



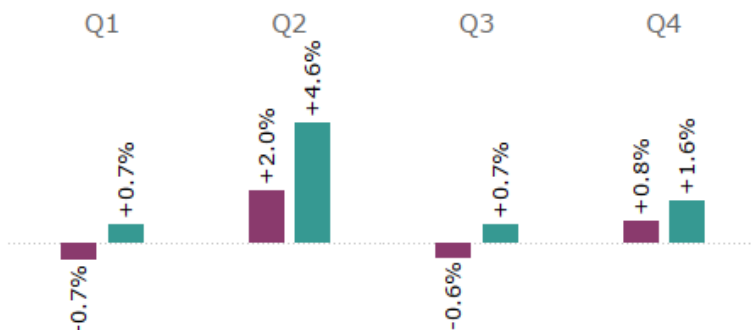
Overnight Business Visitors

■ 2024 vs. 2023 ■ 2024 vs. 2019



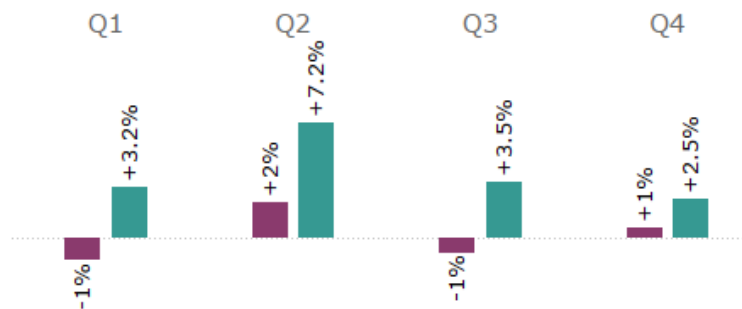
Overnight Leisure Visitors

■ 2024 vs. 2023 ■ 2024 vs. 2019



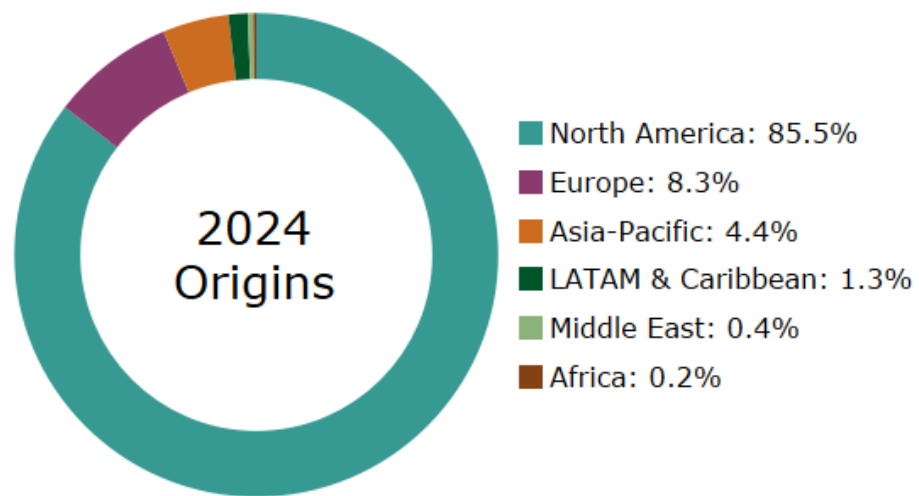
Overnight Resident Visitors

■ 2024 vs. 2023 ■ 2024 vs. 2019

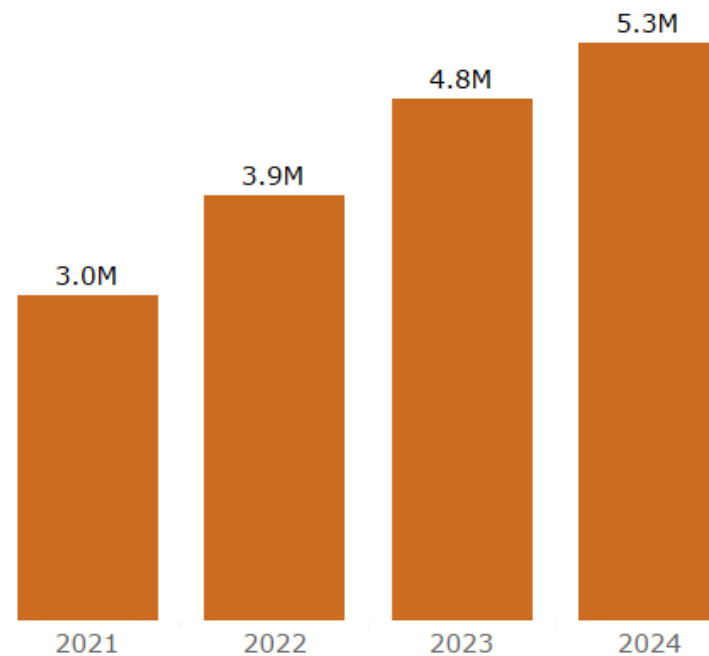


Source: Tourism Economics

State International Travel Impact



Annual International Overnight Visits
Last 4 years



Source: Tourism Economics International State Travel

Travel Impact by County

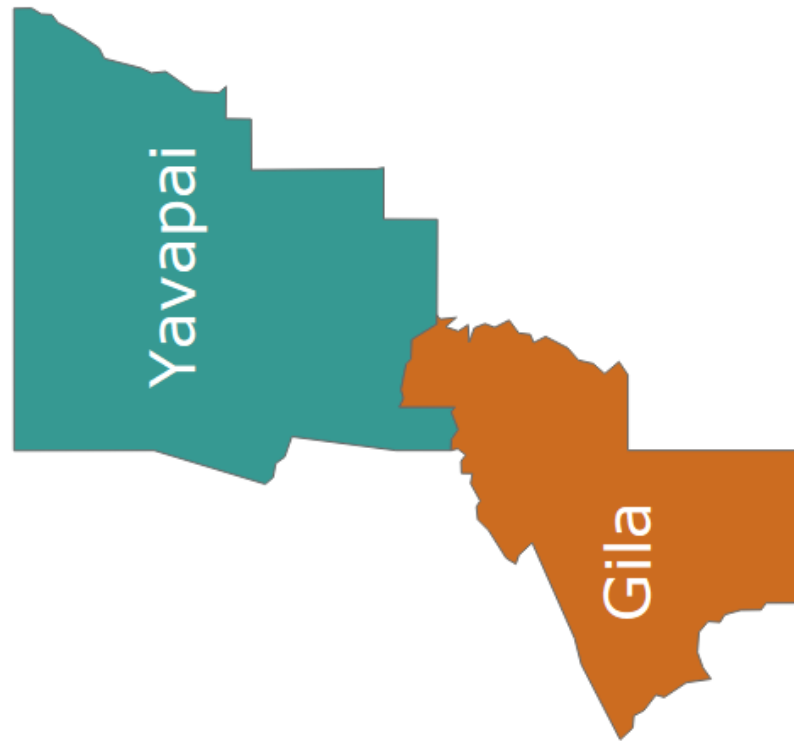


2024 Total Spending: North Central Region



Yavapai
\$1.4B
+0.8% YOY

Gila
\$375.8M
-1.1% YOY



Source: Arizona Travel Impacts, Dean Runyan Associates

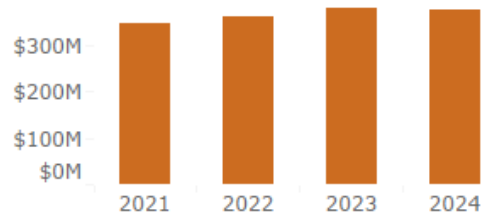
Travel Impacts: Gila County



Direct Travel Spending

-\$4.4M

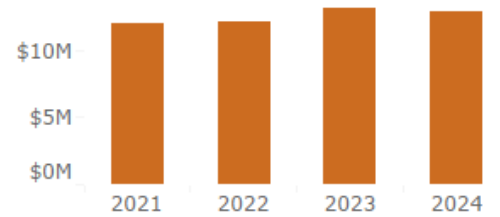
-1.1% YOY



Local Tax Receipts

-\$179.2K

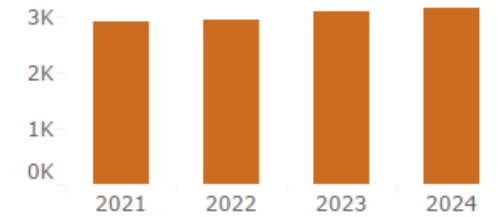
-1.4% YOY



Employment

+40

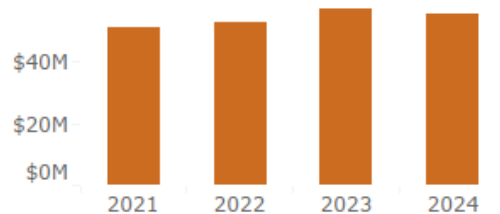
+1.3% YOY



Accommodations Spending

-\$1.5M

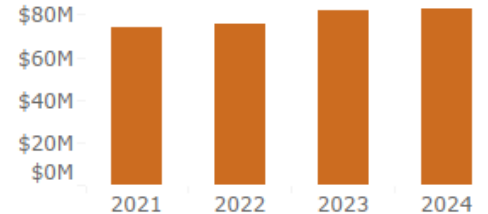
-2.7% YOY



Food Service Spending

+\$857.0K

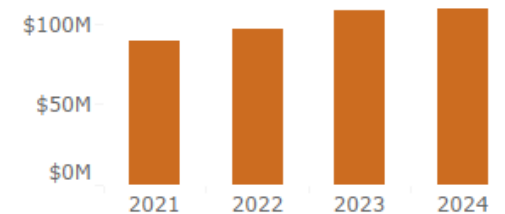
+1.0% YOY



Earnings

+\$595.0K

+0.5% YOY



Source: Arizona Travel Impacts, Dean Runyan Associates

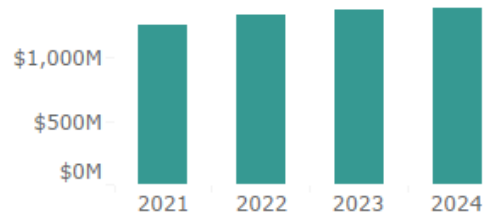
Travel Impacts: Yavapai County



Direct Travel Spending

+\$10.7M

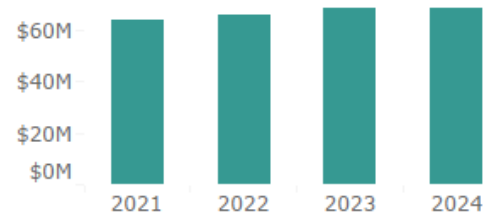
+0.8% YOY



Local Tax Receipts

+\$101.3K

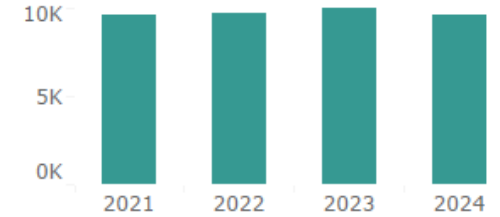
+0.1% YOY



Employment

-410

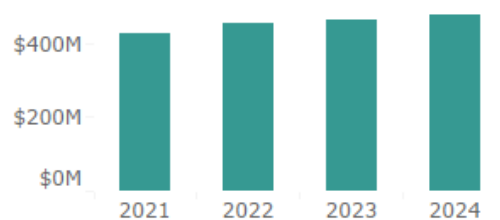
-4.1% YOY



Accommodations Spending

+\$12.0M

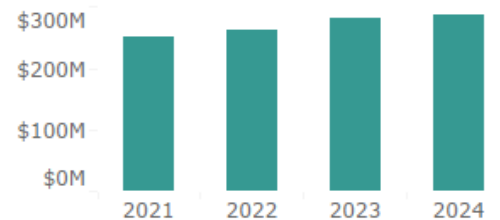
+2.6% YOY



Food Service Spending

+\$6.2M

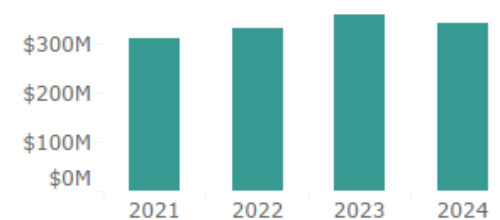
+2.2% YOY



Earnings

-\$17.4M

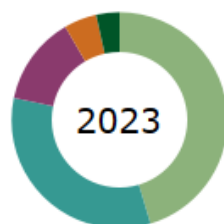
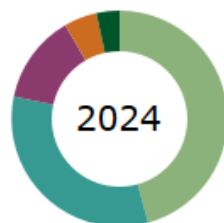
-4.9% YOY



Source: Arizona Travel Impacts, Dean Runyan Associates

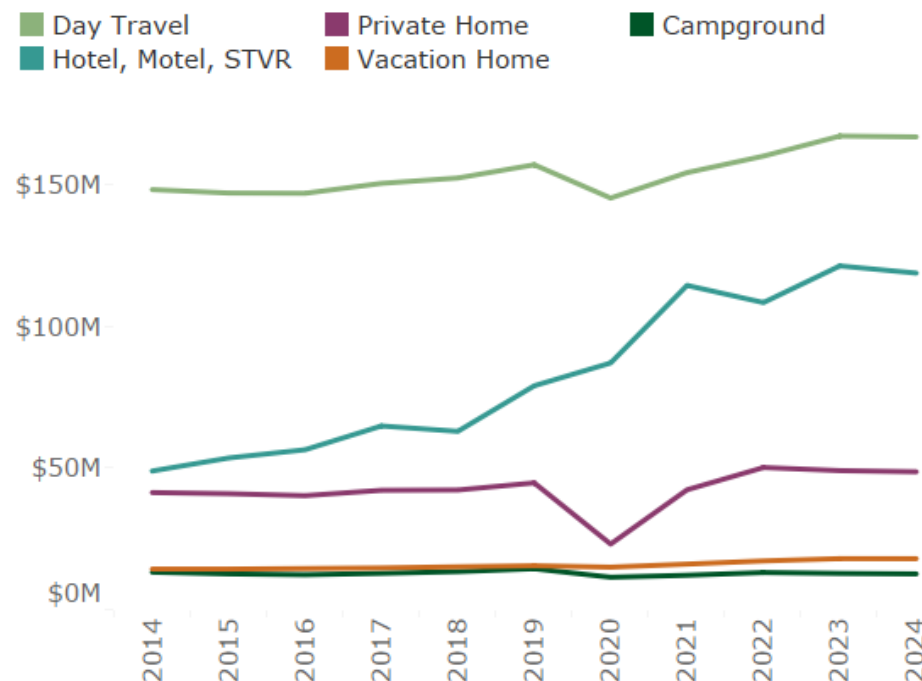
Spend by Accommodation Type: Gila County

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Day Travel: 45.7%
Hotel, Motel, STVR: 32.6%
Private Home: 13.3%
Vacation Home: 4.9%
Campground: 3.5%

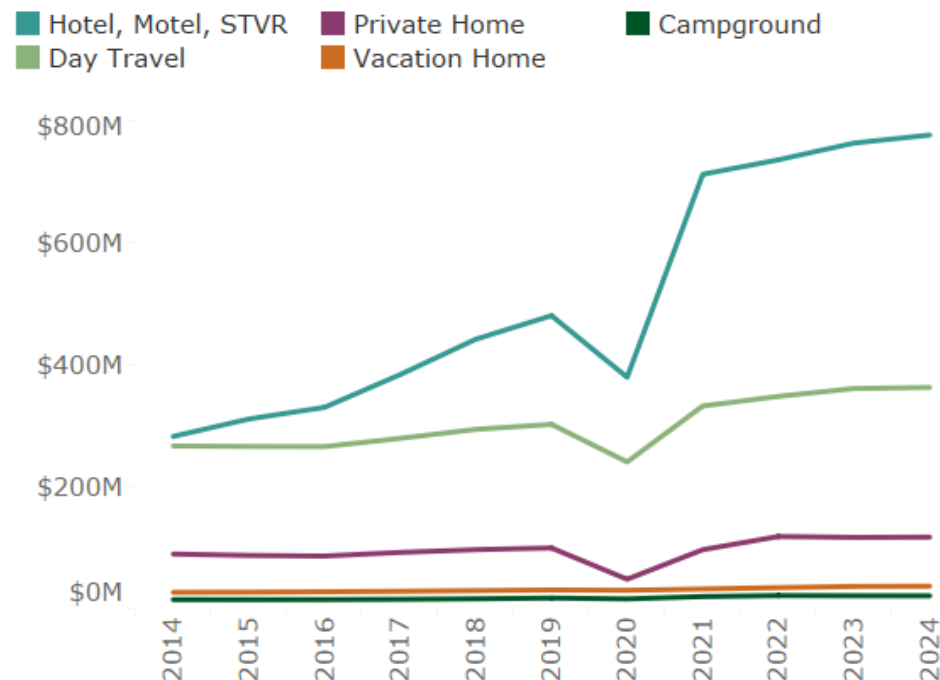
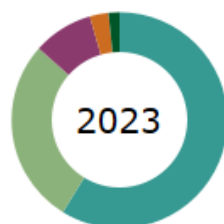
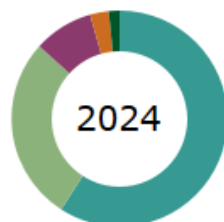
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Source: Arizona Travel Impacts, Dean Runyan Associates

* STVR stands for Short-Term Vacation Rental

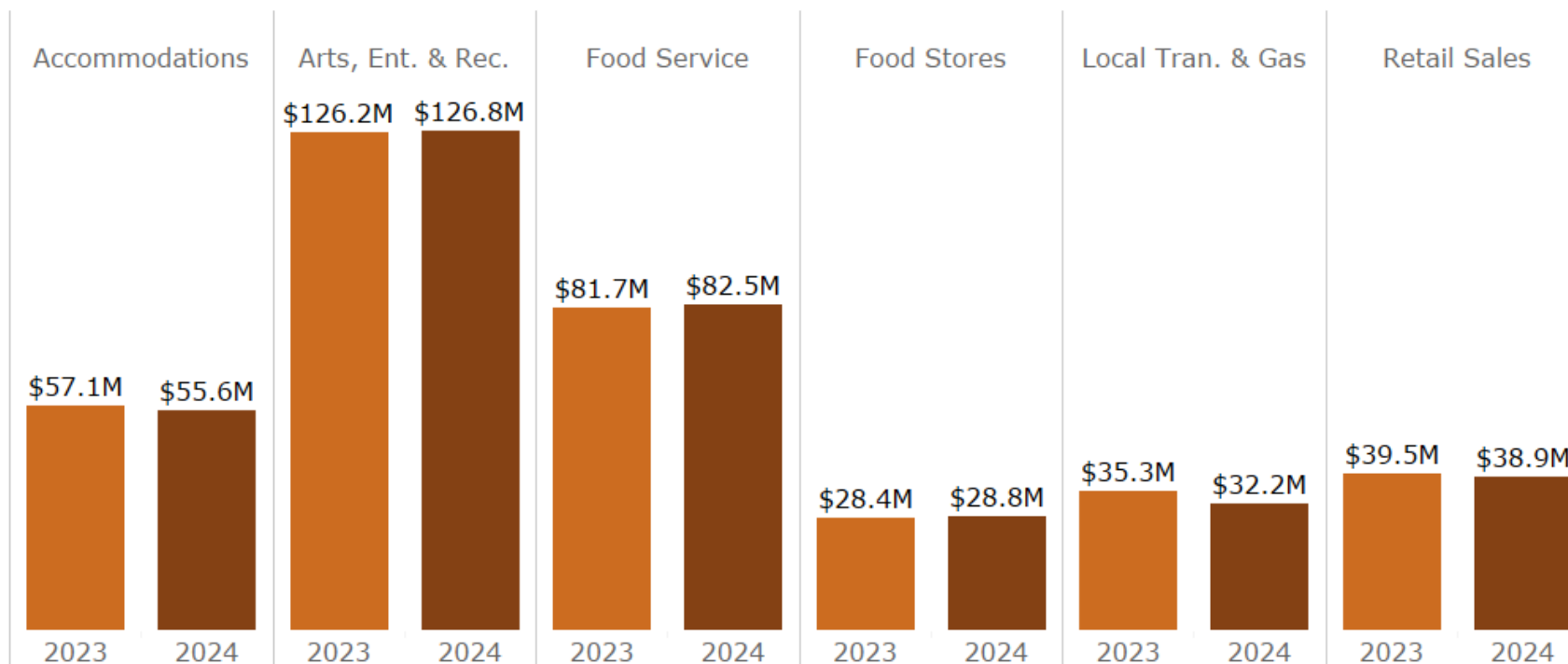
Spend by Accommodation Type: Yavapai County



Source: Arizona Travel Impacts, Dean Runyan Associates

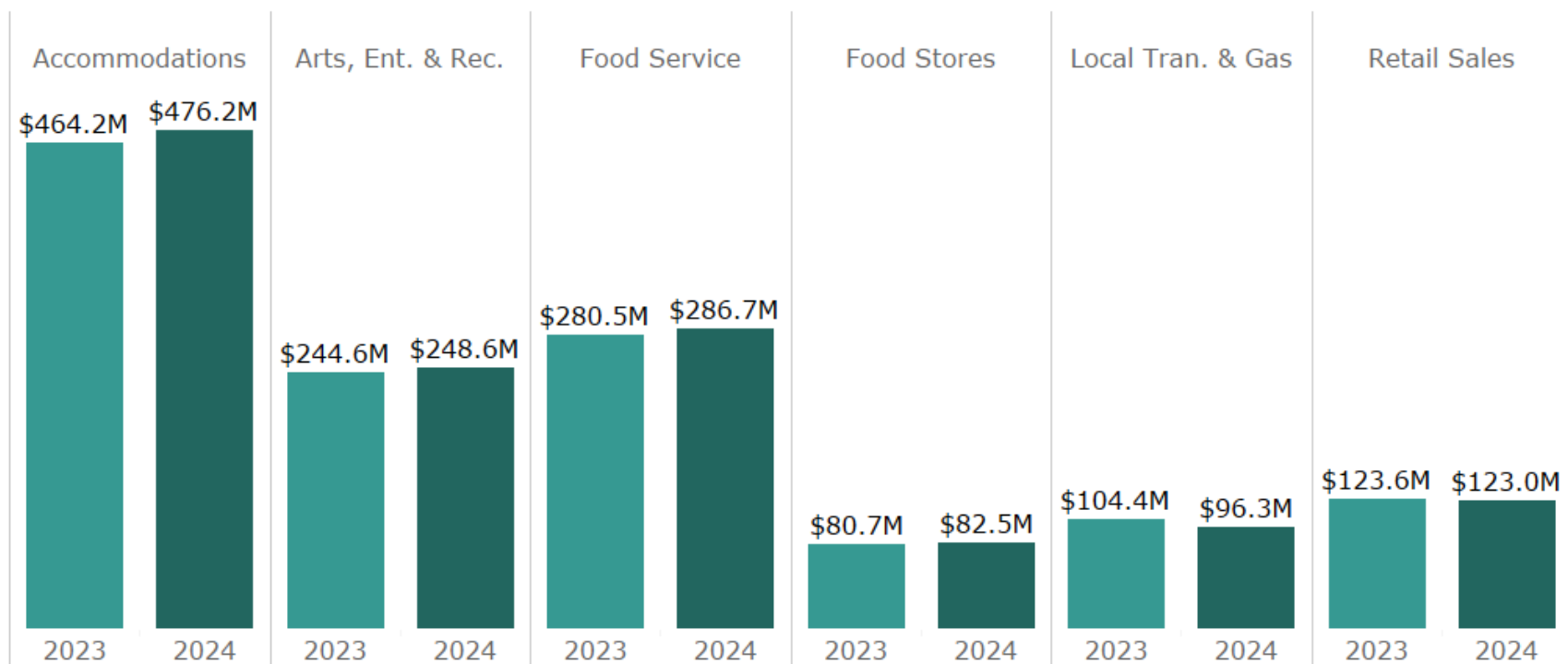
* STVR stands for Short-Term Vacation Rental

Spend by Commodity: Gila County



Source: Arizona Travel Impacts, Dean Runyan Associates

Spend by Commodity: Yavapai County



Source: Arizona Travel Impacts, Dean Runyan Associates

Lodging Performance



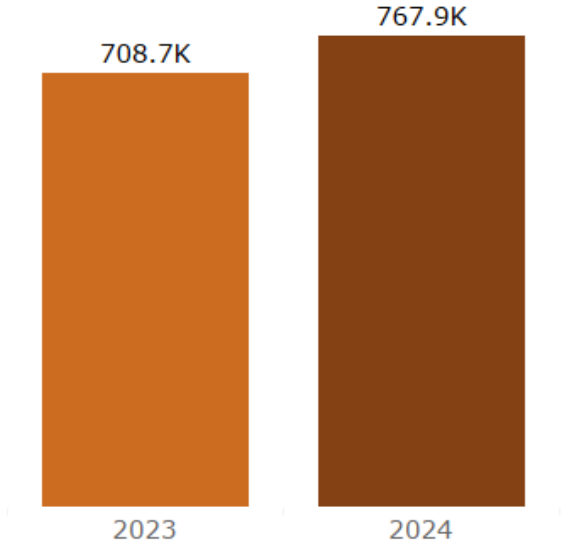
Short-Term Rentals: North Central Region



Year-to-Date Supply
Jan - Dec All Properties Available



Year-to-Date Demand
Jan - Dec Nights Sold at All Properties



Source: AirDNA

Airport Passenger Traffic

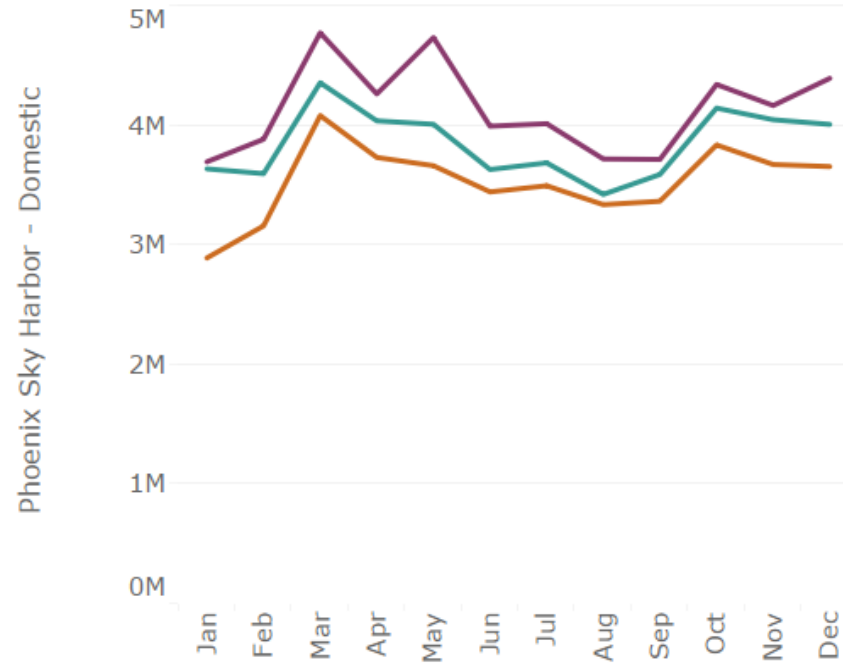


Airport Passengers: North Central Region



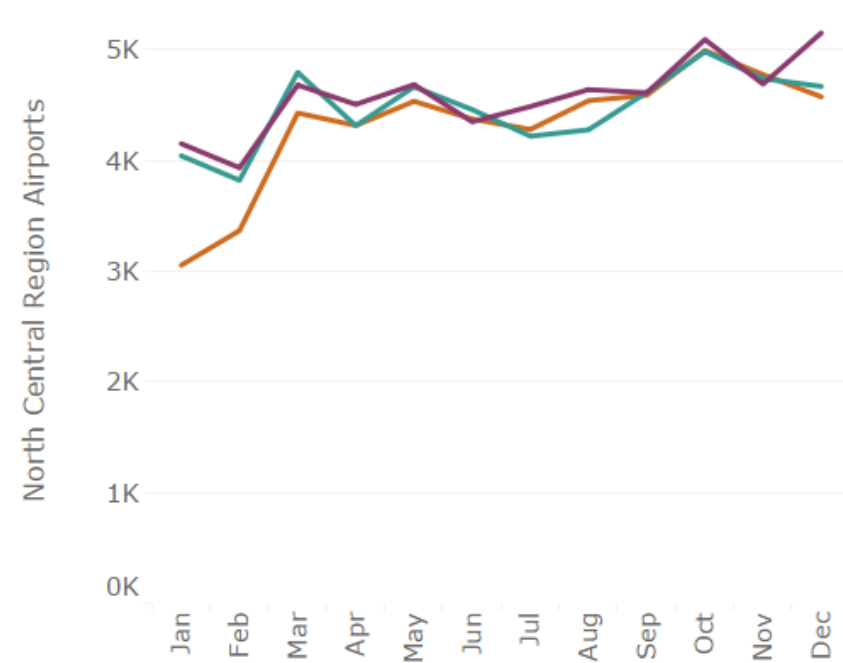
Airport Hub

2022 2023 2024



Region Airports

2022 2023 2024



Prescott Regional Airport

Source: Airport Passenger Traffic, Northern Arizona University, Arizona Airports

National & State Parks

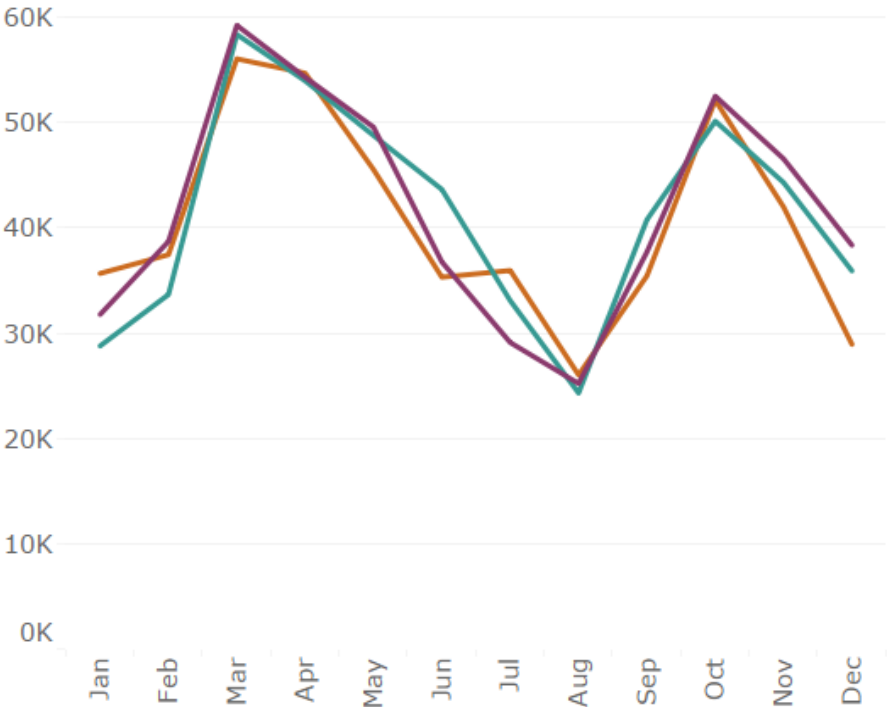


State Parks: North Central Region



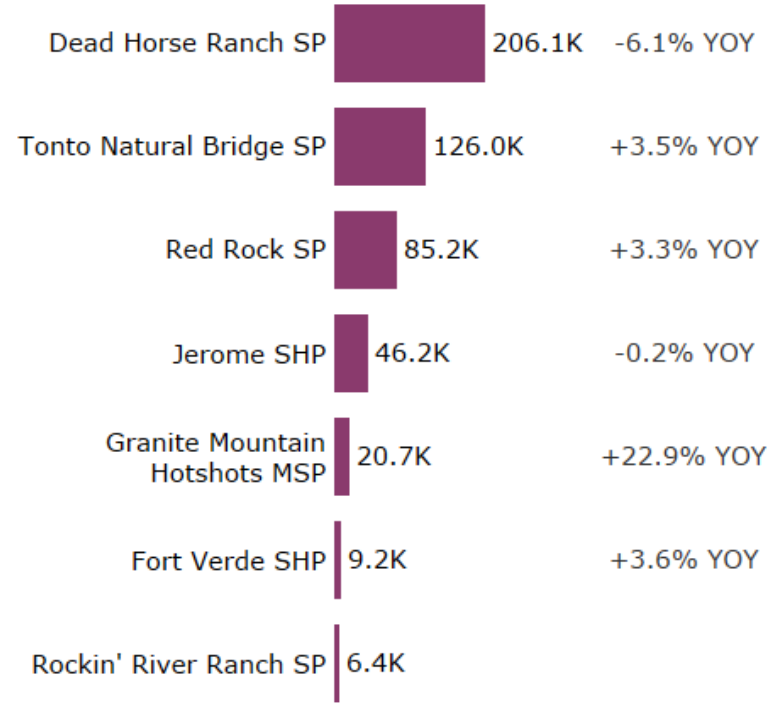
State Parks Visitation Monthly Trend

2022 2023 2024



Year-to-Date Park Visitation

2024 Visits & YOY % Change



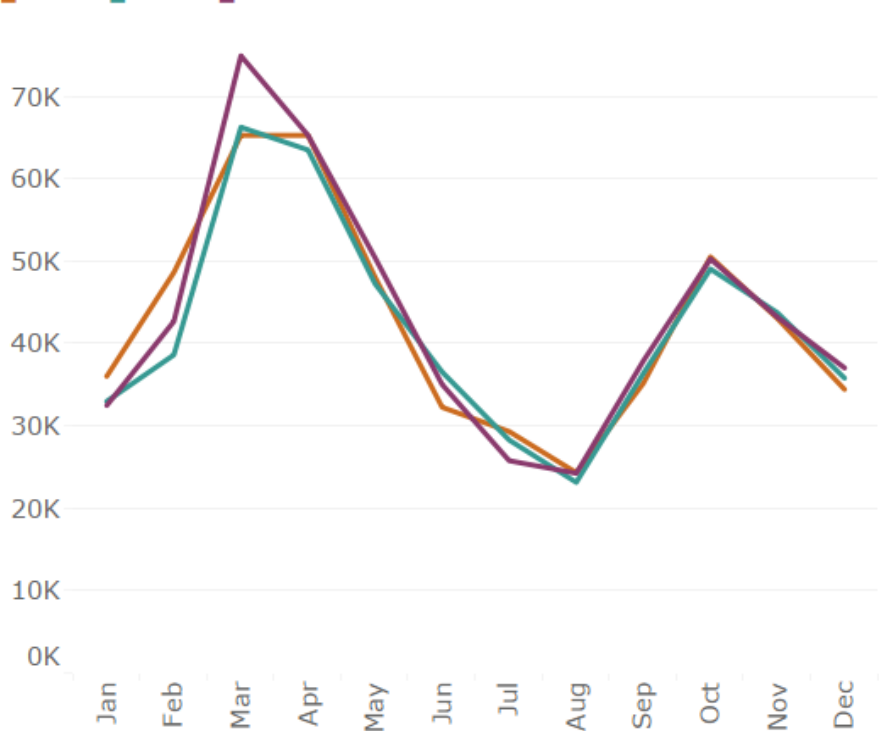
Source: Northern Arizona University, Arizona State Parks

National Parks: North Central Region



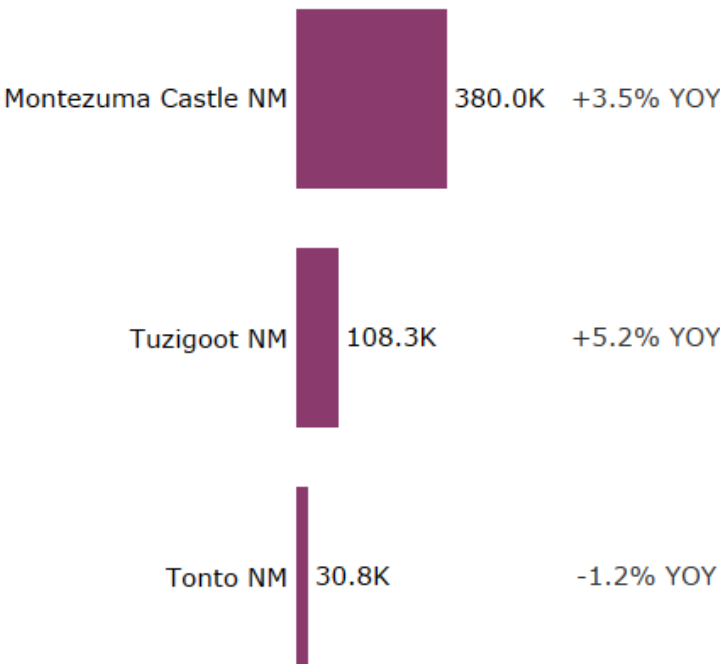
National Parks Visitation Monthly Trend

2022 2023 2024



Year-to-Date Park Visitation

2024 Visits & YOY % Change



Source: Northern Arizona University, National Park Service

Gross Sales

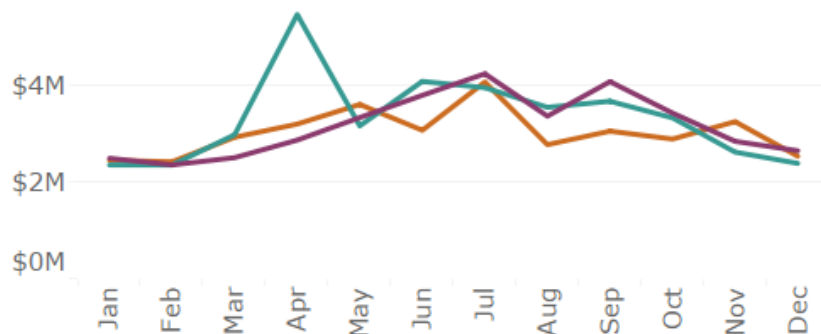


Gross Sales: Gila County



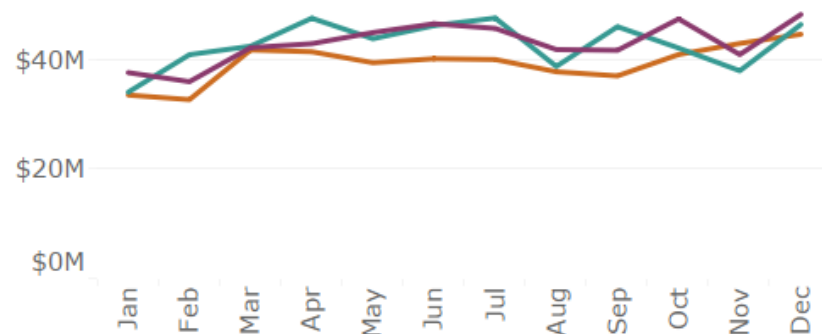
Hotel/Motel

2022 2023 2024



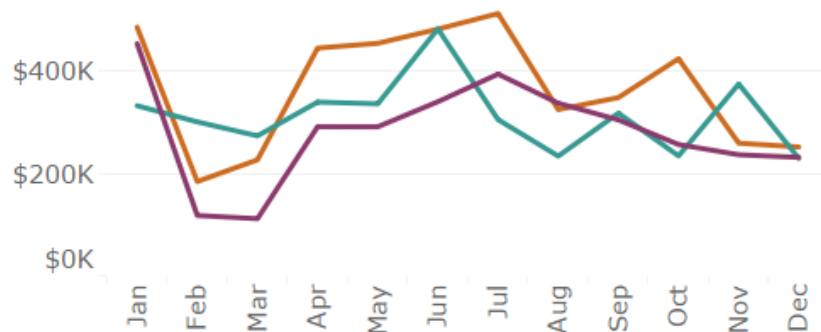
Retail

2022 2023 2024



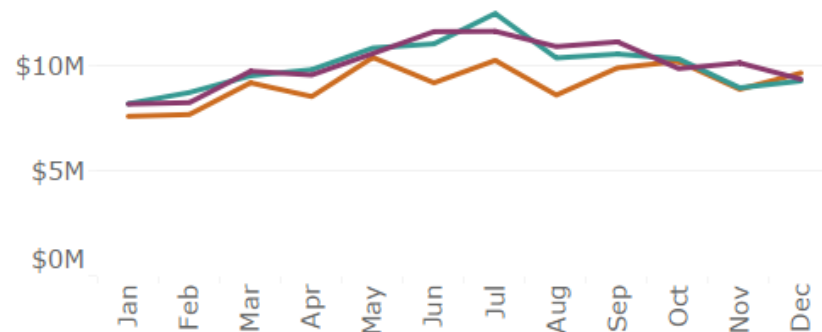
Amusement

2022 2023 2024



Restaurant

2022 2023 2024



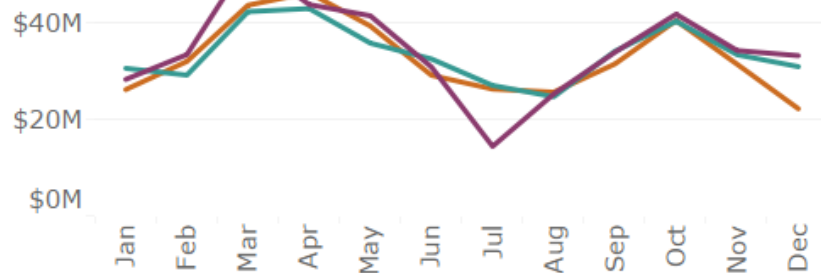
Source: Northern Arizona University's Economic Policy Institute, Arizona Department of Revenue

Gross Sales: Yavapai County



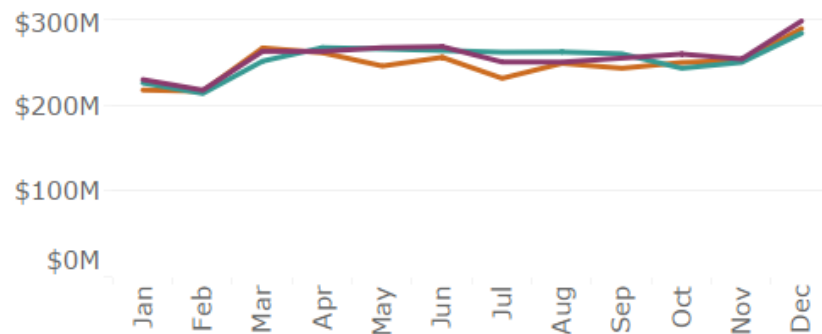
Hotel/Motel

2022 2023 2024



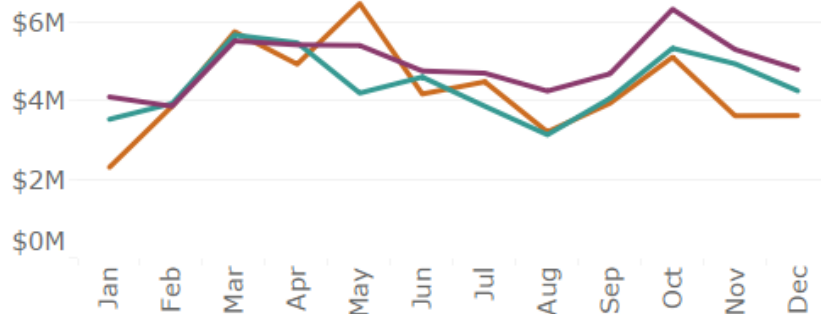
Retail

2022 2023 2024



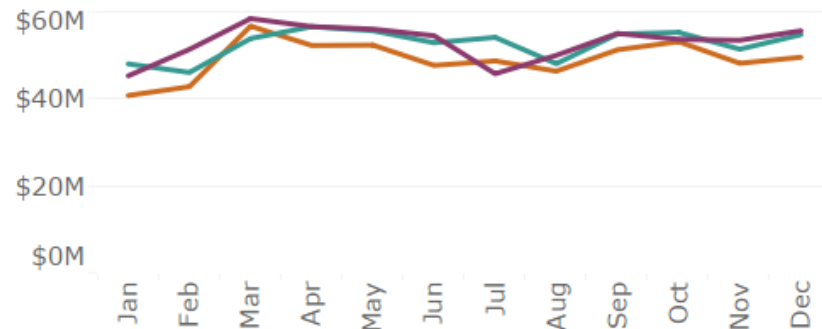
Amusement

2022 2023 2024



Restaurant

2022 2023 2024

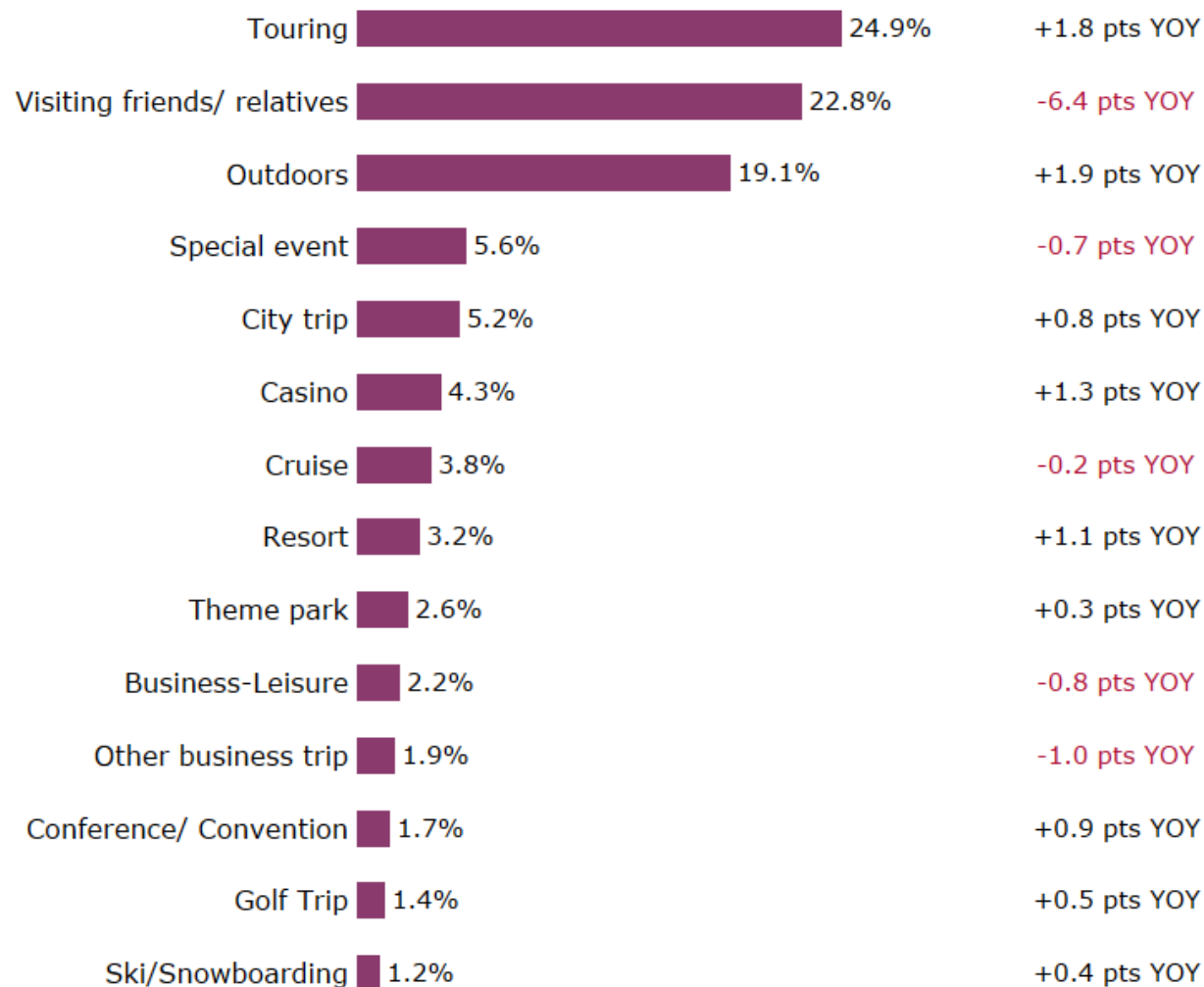


Source: Northern Arizona University's Economic Policy Institute, Arizona Department of Revenue

Visitor Summary

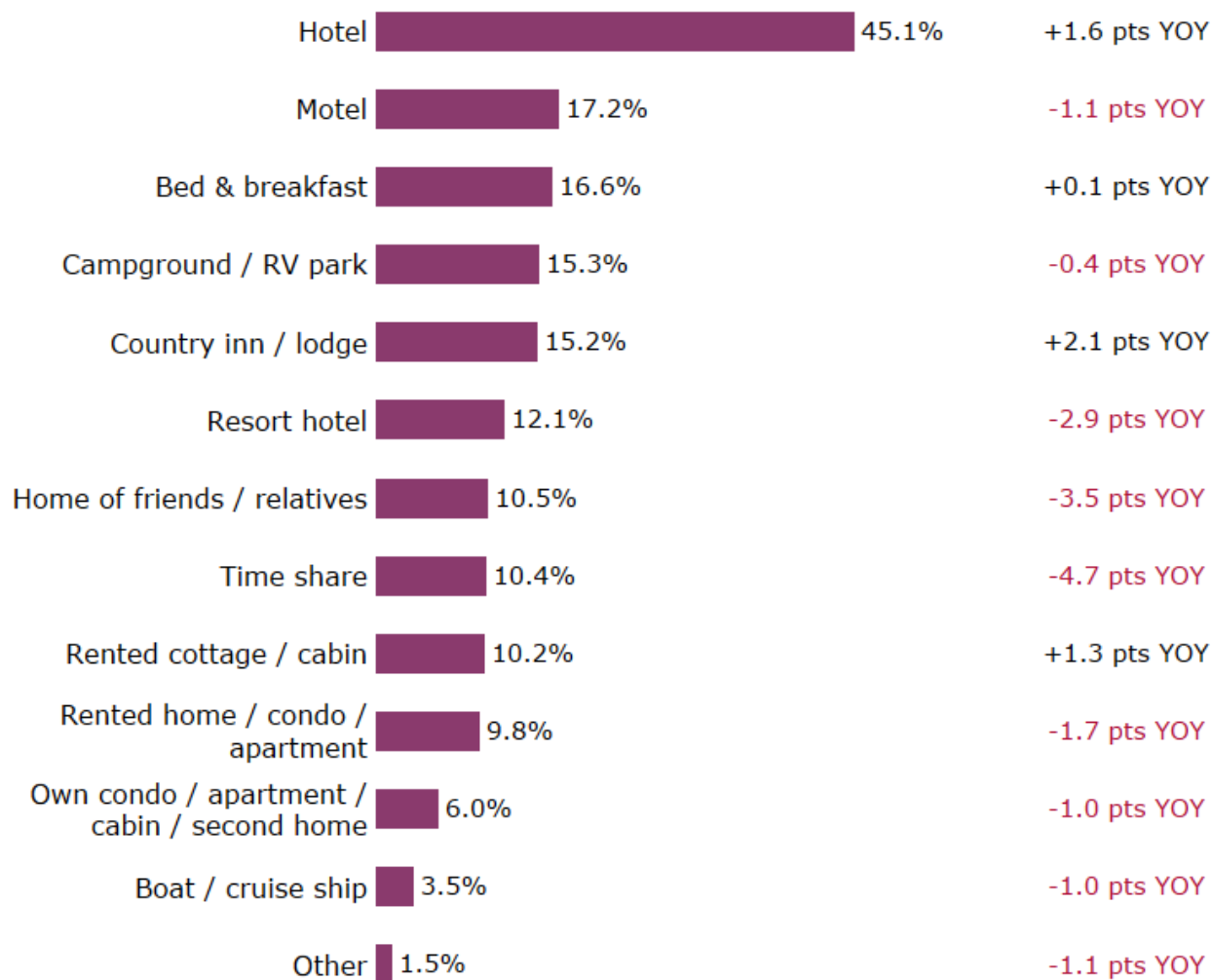


2024 Main Purpose of Trip: North Central Region



Source: Longwoods

2024 Accommodation: North Central Region



Source: Longwoods

2024 Visitor Summary: Gila County



73.8%
Overnight Visitor Share

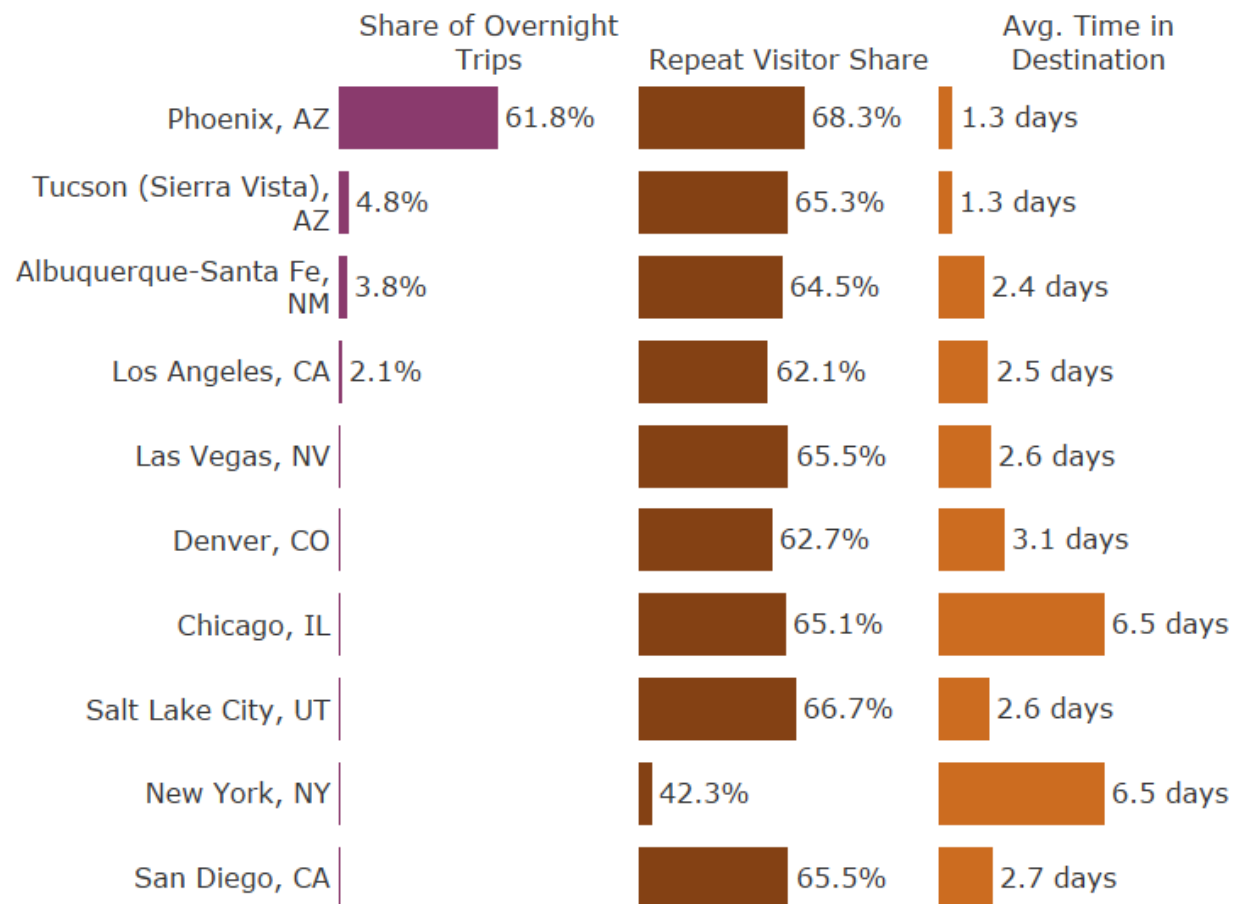


64.9%
Repeat Visitor Share



1.9 days
Avg. Time in Destination

Top 10 Overnight Visitor Origins

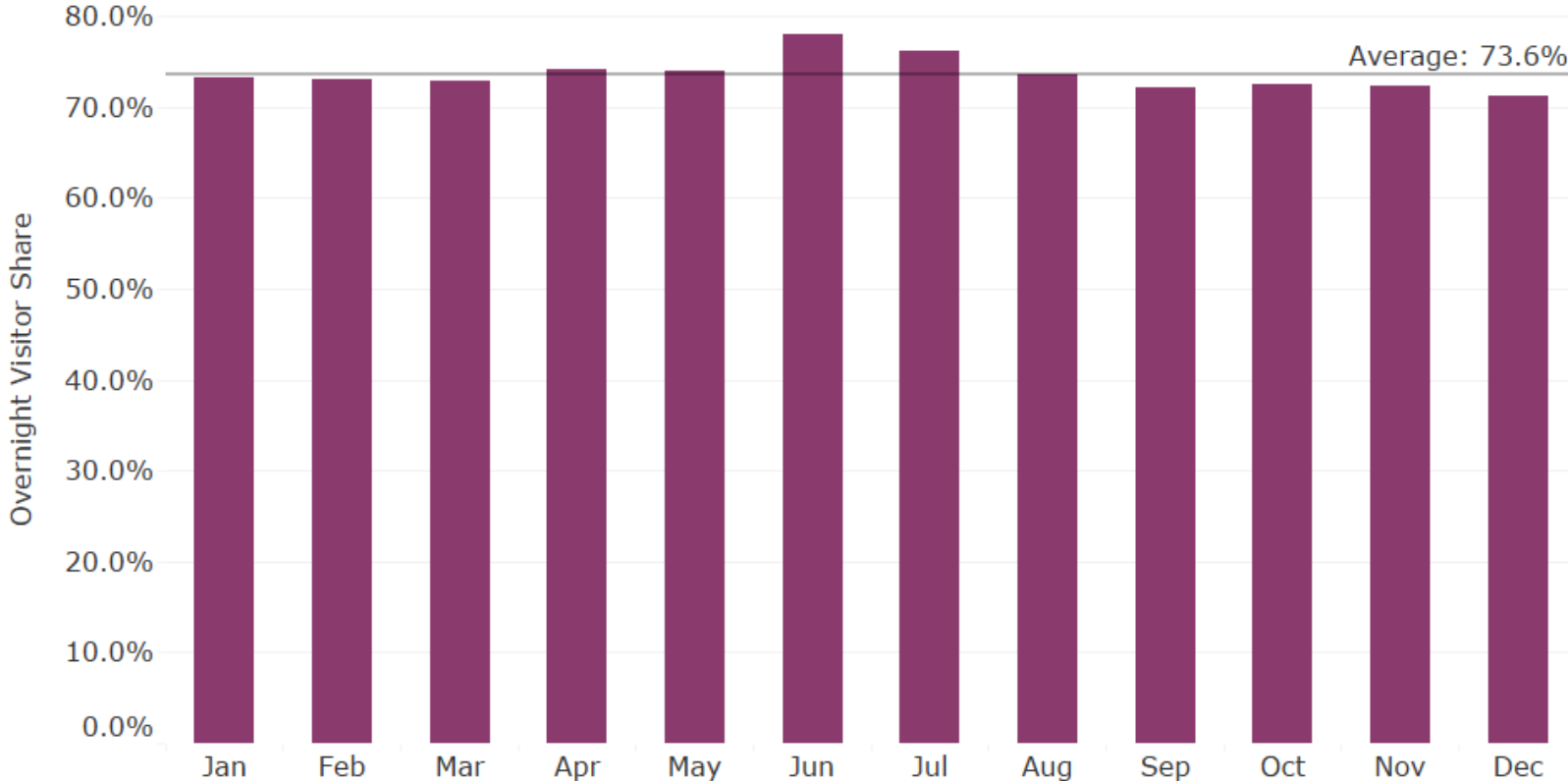


Source: Azira

Overnight Visitor Share: Gila County



2024 Overnight Visitor Share Monthly Trend



Source: Azira

2024 Visitor Summary: Yavapai County



75.8%
Overnight Visitor Share



63.3%
Repeat Visitor Share



2.4 days
Avg. Time in Destination

Top 10 Overnight Visitor Origins

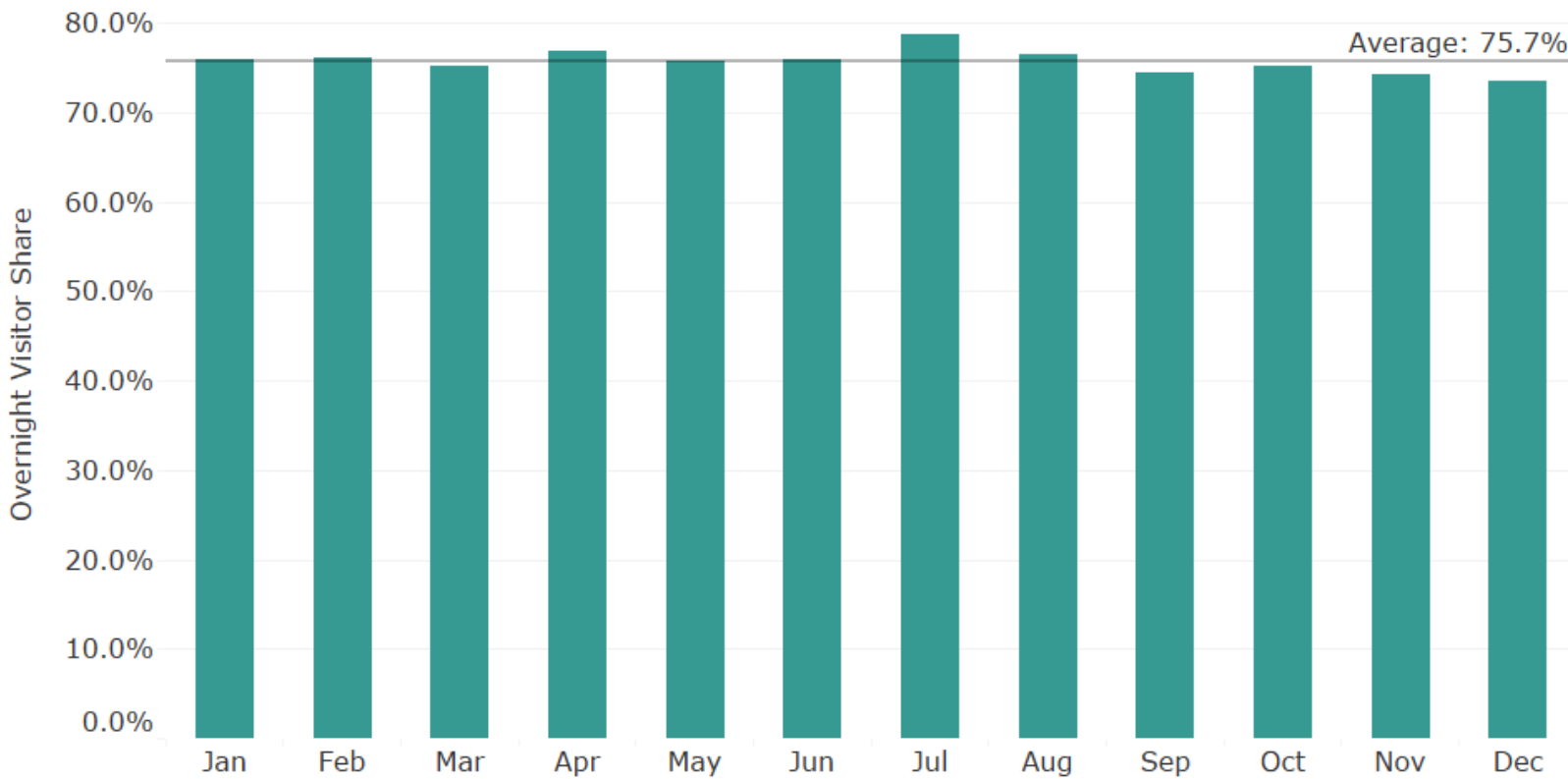
	Share of Overnight Trips	Repeat Visitor Share	Avg. Time in Destination
Phoenix, AZ	40.1%	67.8%	1.3 days
Los Angeles, CA	4.9%	63.4%	2.6 days
Tucson (Sierra Vista), AZ	3.0%	65.0%	1.7 days
Albuquerque-Santa Fe, NM	2.5%	60.5%	2.7 days
Las Vegas, NV	2.4%	53.2%	1.4 days
Chicago, IL	1.8%	68.9%	6.1 days
Salt Lake City, UT	1.6%	62.4%	2.5 days
Palm Springs, CA	1.3%	65.1%	2.6 days
Dallas-Ft. Worth, TX	1.3%	61.1%	2.7 days
Denver, CO	1.3%	64.2%	2.7 days

Source: Azira

Overnight Visitor Share: Yavapai County



2024 Overnight Visitor Share Monthly Trend



Source: Azira