The travel and tourism industry positively impacts all 15 counties generating $20.9 Billion in total direct travel spending.
Arizona Travel Impact & Benefits

Arizona Travel Industry Impact

Spending  $20.9 Billion (Direct)

Taxes¹  $2.8 Billion (Direct)

Jobs  171,500 (Direct)

Earnings  $5.9 Billion (Direct)

Domestic Travel

Spending  $11.2 B

Taxes  $1.7 B

Jobs  102,900

Earnings  $3.3 B

International

Spending  $3.1 B

Taxes  $337 M

Jobs  21,900

Earnings  $0.6 B

Arizona & Other Travel²

Spending  $6.6 B

Taxes  $704 M

Jobs  46,800

Earnings  $1.9 B

¹ Federal, state and local
² Combines Arizona Resident Travel ($3.9 B Spending) and Other Travel ($2.7 B Spending).

Other represents air travel, travel arrangement services, conventions and trade shows.

= 10,000 jobs

= $1 Billion earnings

Arizona Travel Taxes Impact

Direct visitor spending generated $2.8 billion in local, state and federal tax revenues, representing a $1,150 tax break per Arizona household.

Local and state travel taxes generated $1.5 billion, which is nearly enough to cover the wages of all police officers, secondary school teachers and firefighters in the entire state.

Travel Taxes Finance Essential Public Services
Gross Domestic Product (GDP) represents an industry’s value to the economy. When compared to other top export-oriented industries in Arizona, the travel and tourism industry consistently ranks first or second in GDP output year over year. This consistent performance provides a vital stabilizing effect on Arizona’s economy.
Arizona Visitor Profile

40.7 Million Overnight Visitors

Domestic: 35.0 million overnight visitors, of which, 25.1 million are non-resident visitors.

- The average non-resident visitor stays 4.3 nights
- The average non-resident party size is 2.9 persons
- The average non-resident spends $767 per party/trip*

International: 5.7 million overnight visitors, of which, 952,313 travel from overseas.

- The average overseas visitor stays 6.3 nights
- The average overseas party size is 3.6 persons
- The average overseas visitor spends $4,228 per party/trip*

Top Domestic Origins

California: 7.7 Million
- Illinois: 1.6 Million
- Texas: 1.6 Million
- New York: 1.5 Million
- Colorado: 1.2 Million

Top International Origins

Mexico: 3.8 Million
- Canada: 896,467
- Germany: 127,705
- United Kingdom: 116,542
- France: 113,385

* excluding transportation to destination

The Arizona Office of Tourism works to enhance the state’s economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development. For information regarding the agency’s programs, contact the Public Information Officer at 602-364-3724.

tourism.az.gov

VisitArizona.com