

2016

**Arizona Domestic Overnight Visitors
2016 vs. 2015**

37.4 Million

Domestic Overnight
Visitors to Arizona

AZ Domestic Visitation Trend



2016

2015

83.5%/16.5% leisure/business

83%/17%

72%/28% non-resident/resident

72%/28%

3.0 party size

2.8

68% net paid accommodations

62%

\$675 expenditures*

\$688

3.5 nights stayed in AZ

4.0

\$71,350 average HH income

\$69,300

43.6 yrs average age

45.0 yrs