

The image features a composite background. The top half shows a vibrant sunset or sunrise sky with streaks of orange, yellow, and blue. The bottom half shows a wide, layered view of the Grand Canyon with its characteristic red and brown rock formations. A semi-transparent dark blue horizontal band runs across the middle, containing the text. The word "ARIZONA" is written in a large, white, bold, sans-serif font. The letter 'O' is replaced by a white silhouette of the state of Arizona. Below it, the words "OFFICE OF TOURISM" are written in a smaller, white, all-caps, sans-serif font.

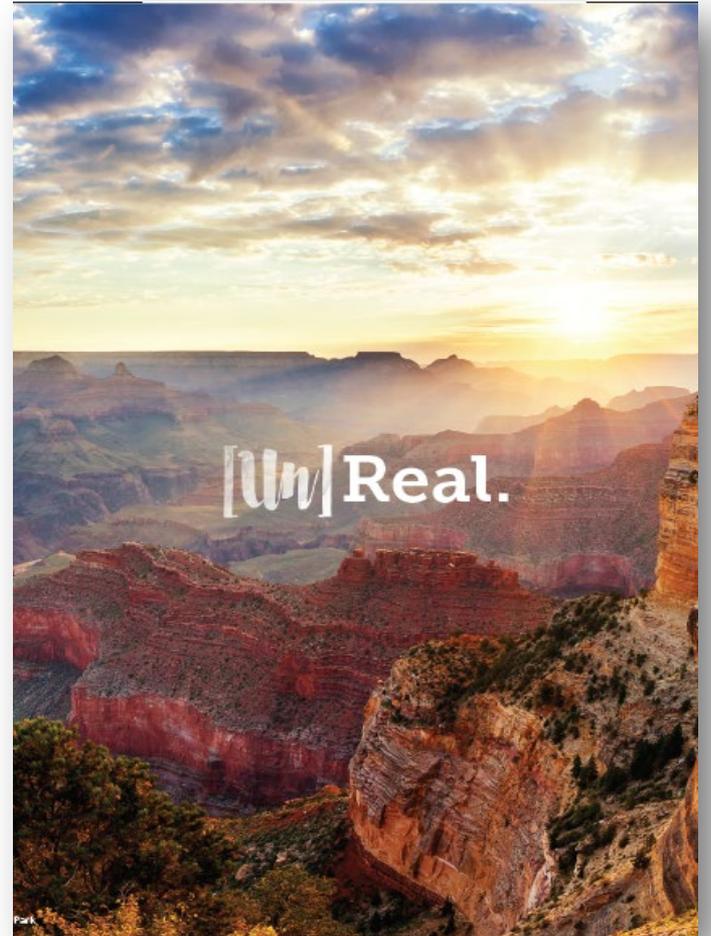
ARIZONA

OFFICE OF TOURISM

Who We Are

Our Vision: To make Arizona the leading tourism destination of choice for travelers.

Our Mission: To strengthen and grow Arizona's economy through travel and tourism promotion.



Why it Matters - Spending



43.9
MILLION

Domestic and
international overnight
visitors to Arizona

(2.1% annual increase)



\$22.7
BILLION

Direct visitor
spending generated
within Arizona

(6.7% annual increase)

Why it Matters - Jobs



187
THOUSAND

Industry-related
jobs directly generated
by visitor spending

(1.6% annual increase)



\$6.9
BILLION

Earnings generated by
Arizonans employed
by tourism-related jobs

(4.0% annual increase)

Why it Matters - Taxes



\$3.37
BILLION

Dollars in Tax Revenue
(9.0% annual increase)

Tax Revenue Breakdown

Federal

\$1.4
BILLION



State

\$932
MILLION



Local

\$1.0
BILLION



\$1,293



Taxes generated by tourism reduces Arizona households' average annual tax burden by nearly **\$1,300**.

Visitation - Domestic



38.3
MILLION

**Domestic
Overnight Visitors**

(9.0% total annual decrease)

Top Origin States

01 Arizona
.....
10.7
MILLION



02 California
.....
7.4
MILLION



03 Texas
.....
1.7
MILLION



04 Colorado
.....
1.6
MILLION



05 Illinois
.....
1.4
MILLION



06 New York
.....
1.3
MILLION



Visitation - International



5.67
MILLION

**International
Overnight Visitors**

(-1.9% total annual decrease;
1.5% overseas visitation annual increase)

Top Origin Countries

01 Mexico

3.6
MILLION



02 Canada

894
THOUSAND



03 Germany

130
THOUSAND



04 United Kingdom

115
THOUSAND



05 France

103
THOUSAND

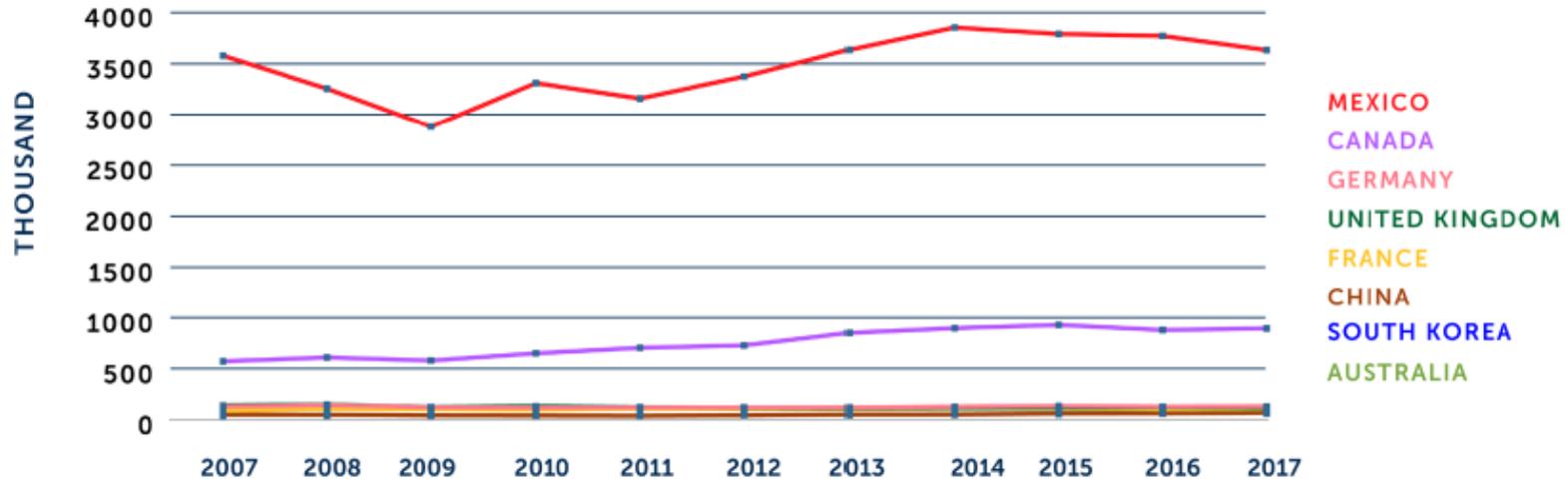


06 China

81
THOUSAND



INTERNATIONAL OVERNIGHT VISITS TO ARIZONA



Source: *Tourism Economics, 2017p data*

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- VisitArizona.com
 - Consumer website
 - Monthly eNewsletter
 - Calendar of Events
 - Visit Arizona App
- Tourism.Az.gov
 - Industry website
- Tourism Tuesday
 - eNewsletter
 - TourismTuesday@tourism.az.gov

ARIZONA
THE GRAND CANYON STATE

The Official Arizona Travel Newsletter – September 2018



IN THIS ISSUE:
ANIMAL ADVENTURES AWAIT IN ARIZONA



Two Paws Up for These Arizona Attractions



Fun run for you and Fido this October.



Arizona's Dog-Friendly Hotels & Restaurants



A Walk on Arizona's Wild Side

EVENTS

OFFERS

Dog-Friendly Patio at Red's Dine with your dog in Litchfield Park at The Wigwam's bar & grill, featuring four beer samples paired with 12 wings for \$19.18.
[READ MORE](#)

Sonoran Sunrise Special See the gorgeous scenery of Deer Valley and the Sonoran Desert from up above with Rainbow Ryders Hot Air Balloon Company.
[READ MORE](#)

Plan Ahead and Save When booking at least 14 days in advance, you can receive great rates at Kayenta Monument Valley Inn.
[READ MORE](#)

Vacation Savings Up to 15% Enjoy free hot breakfast and evening reception – plus 15% off your stay – at Drury Inn & Suites Phoenix Chandler Fashion Center.
[READ MORE](#)

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Thank you!

Ben Stewart

Director of Government Affairs

Arizona Office of Tourism

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