

ARIZONA: OVERNIGHT VISITORS

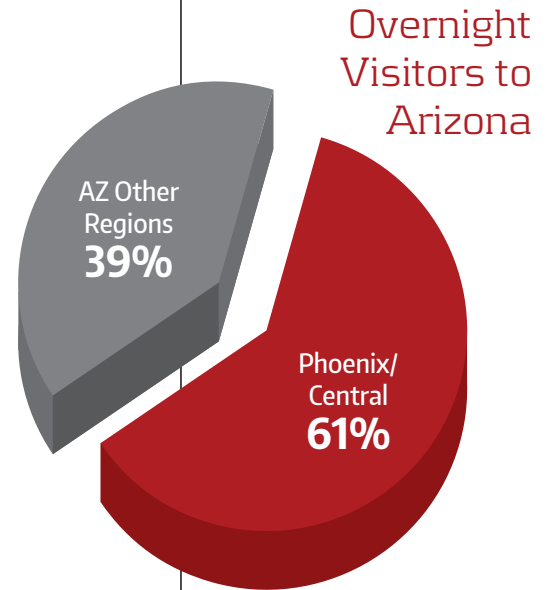


36.4 Million

Overnight Visitors to Arizona - ALL

22.1 Million

Overnight Visitors to Arizona - Phoenix and Central Region



Arizona Visitor Demographics

region	Scottsdale/Paradise Valley, AZ	Sedona/North Central AZ
average age	48	46
gender	56%M/44%F	53%M/47%F
median HHI	\$110,000	\$85,000
region	Tucson/Southern AZ	Northern AZ
average age	48	44
gender	53%M/47%F	53%M/48%F
median HHI	\$74,000	\$67,000

Sources:

* 2015 Scottsdale/Paradise Valley Tourism Study;

** 2015 Arizona Office of Tourism Studies for North Central, Tucson/Southern and Northern Regions;

*** Longwoods International.