

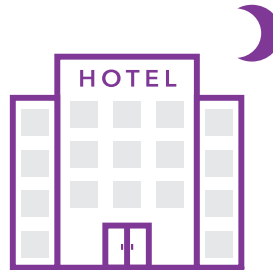
WHY VISITORS MATTER

The Greater Phoenix area hosted nearly 44 million visitors in 2017, including more than 1.8 million international visitors¹.



87% of domestic visitors came for leisure purposes¹

41% of overnight visitors fly into the destination²



Nearly **70%** of overnight visitors to the city of Phoenix stay in a resort, hotel or motel (higher than the national norm)²

87% of domestic visitors stay an average of 3.4 nights in the city of Phoenix²

IN 2017, VISITORS SPENT...

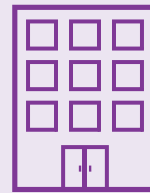
\$7.79 BILLION



\$1.15 billion on shopping¹



\$1.79 billion on food & beverage¹



\$2.4 billion on lodging¹



\$904 million on recreation¹

COMMUNITY BENEFITS

More than 83,400 jobs were directly sustained by visitors to Phoenix in 2017 with total income of just over \$2.3 billion.¹

Tourism in Phoenix generated \$2 billion in tax revenues in 2017, including \$1.02 billion in state and local revenues.¹

Neighborhood protection, public safety, parks, transportation, and education initiatives are all supported by visitor industry tax revenue.

¹Tourism Economics

²Longwoods International

All figures indicated here reflect the most recent data available as of 2020

