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Tourism Drives Major Economic Gains for Phoenix In 2024*20.8 million visitors spent \$5 billion in Phoenix, boosting local economy*

PHOENIX, AZ – Over 20 million visitors spent \$5 billion in the city of Phoenix last year, according to a 2024 Economic Impact of Visitors to Phoenix report generated by Tourism Economics, an Oxford Economics company, in May. The report's findings underscore the vital role tourism plays in driving economic growth and delivering substantial financial benefits to both residents and local businesses.

Tourism is a key driver of Phoenix's economy, generating billions in revenue and sustaining thousands of jobs across households, businesses, and government. Visitor spending drives local sales, boosts tax revenues, and supports employment, making the travel industry indispensable to the city's growth and long-term success. A detailed understanding of the visitor economy enables policymakers to make more informed decisions on funding and prioritizing tourism initiatives, helping Phoenix expand this important sector.

"Tourism is one of Phoenix's most powerful economic engines, supporting thousands of jobs, driving business growth, and delivering experiences that every visitor can share to drive further demand for our destination," Mayor Kate Gallego said. "From vibrant cultural attractions and beautiful desert landscapes, world-class hospitality and recognized culinary menus, and future-forward experiences, like an autonomous taxi ride, Phoenix consistently rises to deliver memories sought by a global audience."

Tourism Economics 2024 Economic Impact of Visitors to Phoenix highlighted the following key findings:

- **Visitors to Phoenix:** Phoenix welcomed 20.8 million visitors last year, up 2.2% from 2023, with international arrivals driving growth through an 11.1% increase.
- **Direct Visitor Spending:** Total visitor spending in 2024 reached \$5.0 billion, averaging \$13.7 million per day.
- **Business Sales Impacts:** Visitors spent \$5.0 billion in Phoenix in 2024, a 3.6% increase over the previous year. This direct spending generated an additional \$3.5 billion in indirect and induced impacts, bringing the total economic impact to \$8.5 billion.
- **Employment Impacts:** Visitor activity supported 35,821 direct jobs in 2024, with another 20,778 jobs generated through indirect and induced impacts — totaling 56,599 jobs supported overall.
- **Personal Income Impacts:** Visitor activity generated \$1.7 billion in direct personal income, with total earnings including indirect and induced effects reaching \$3.0 billion.
- **Tax impacts:** Visitor activity generated \$1.5 billion in government revenue in 2024, including over \$703 million in state and local taxes, reducing the average Phoenix household tax burden by \$1,170.

"The insights from the Tourism Economics report underlines the essential role of tourism in Phoenix, not only by





easing the tax burden on households but also by supporting thousands of local jobs,” said Eric Kerr, Vice President of Insights and Development at Visit Phoenix. “Reflecting back on 2024, it’s clear tourism continues to fuel our economy, with a record 20.8 million visitors contributing \$5 billion in direct spending. We’re energized by this momentum and look forward to continued growth as we invest in our community and elevate our destination.”

About Visit Phoenix

Visit Phoenix is a private, not-for-profit organization dedicated to helping the traveling public discover and experience America’s sunniest metropolis. We market Greater Phoenix to national and international audiences, with a team of 50+ experts delivering essential information on accommodations, transportation, and attractions to meeting planners, travel professionals, and key media contacts such as editors, journalists, and content creators. Our sales team serves as the primary booking agent for the Phoenix Convention Center in downtown Phoenix and facilitates meeting requests for hotels and resorts across the metropolitan area (including the cities of Scottsdale, Mesa, Glendale, Tempe, and Sedona). Visit Phoenix works closely with local governments and the hospitality community to promote the visitor industry in Phoenix, which is the fifth-largest city in the United States and one of the premier meeting, convention, and tradeshow destinations in North America. More than 22 million people visit the Phoenix area annually, contributing \$13+ billion in direct spending to the regional economy.

Media Contacts

Gracie Noel

Corporate Communications Manager

gnoel@visitphoenix.com

400 E. Van Buren St., Ste 600
Phoenix, AZ 85004-2290
602-254-6500
visitphoenix.com

