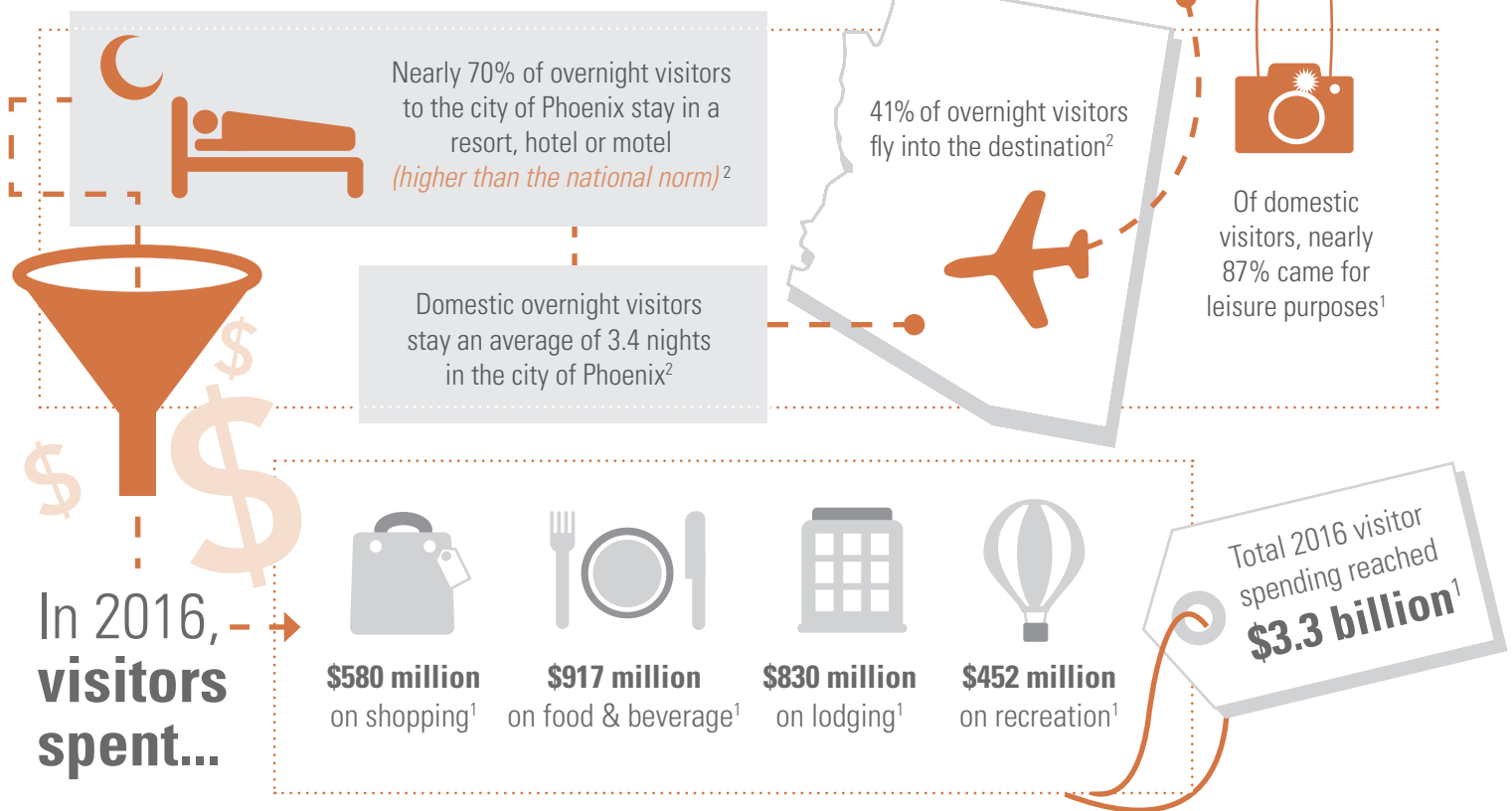
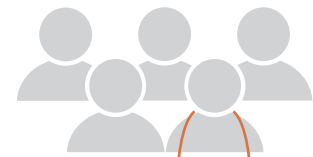


WHY

VISITORS MATTER



The city of Phoenix hosted nearly **18.2 million visitors** in 2016, including more than 1.4 international visitors¹



VISITORS MATTER IN PHOENIX

LOWER TAXES

Tourism-driven state and local tax proceeds of \$443 million helped offset the average Phoenix household tax burden by \$843.¹

MORE JOBS

More than 33,800 jobs were directly sustained by visitors to Phoenix in 2016 with total income of just over \$1.1 billion.¹

COMMUNITY BENEFITS

Tourism in Phoenix generated \$916 million in tax revenues in 2016, including \$443 million in state and local revenues.¹

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

¹ Tourism Economics ² Longwoods International