

Arizona 2006 Tourism Facts

Statewide and Regional Tourism Indicators

Year-end Summary



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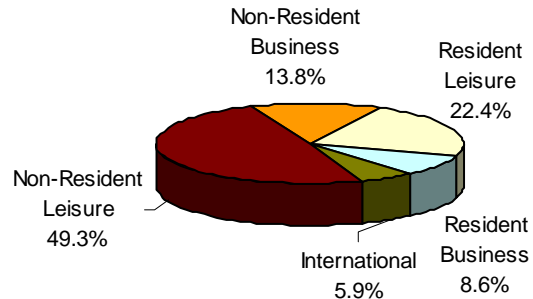
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2006 Summary

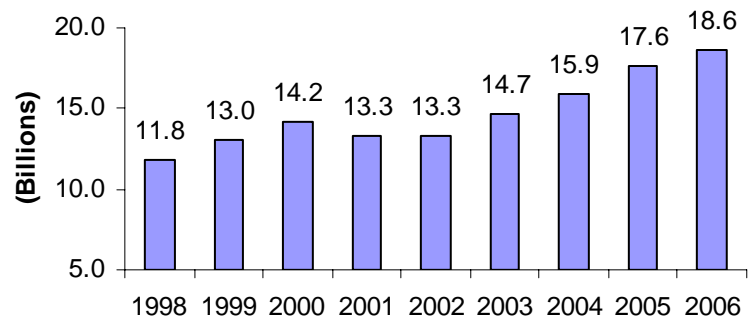
- Direct travel expenditures by all visitors to Arizona increased 5.9% to \$18.6 Billion in 2006, a record year for Arizona Tourism.
- Arizona hosted 33.7 million domestic and international overnight visitors, equal to roughly 92,000 visitors per day in 2006.
- The largest share of overnight travel came from domestic non-resident travel, up 3.2% over 2005 to 21.3 million visitors based on person-stays. Domestic non-resident overnight travel to Arizona is an important segment and represents over half of Arizona's total overnight travel volume.
- Nearly 2 million international overnight visitors came to Arizona in 2006, reflecting a 4.1% increase in international visitation. This was primarily due to the increase in Canadian visitors up 17.4% to 496,300 from 2005 while visitation from other key international markets remained flat.
- Direct travel spending in Arizona generated \$661 million in local taxes and \$818 million in state taxes during 2006.
- Travel spending in Arizona generated a total (direct and secondary) impact of 321,000 jobs with earnings of \$10.0 billion in 2005.

2006 Arizona Overnight Travel Volume



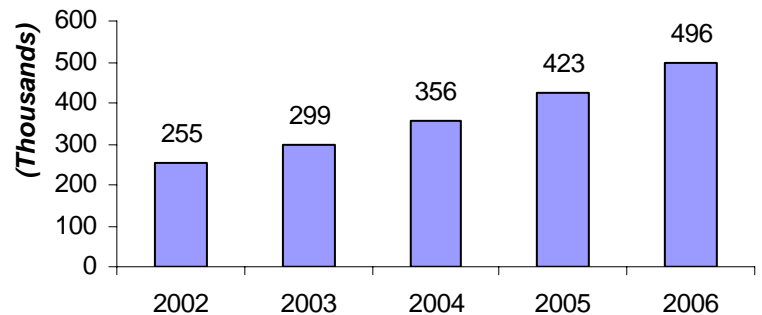
Source: 2006: D.K. Shifflet and Associates, Ltd.; US Department of Commerce; Conference Board of Canada/Statistics Canada; 2001: U of Arizona

Direct Travel Expenditures 1998-2006



Source: Arizona Travel Impacts, Dean Runyan Associates

Annual Arizona Visitation from Canada 2002-2006



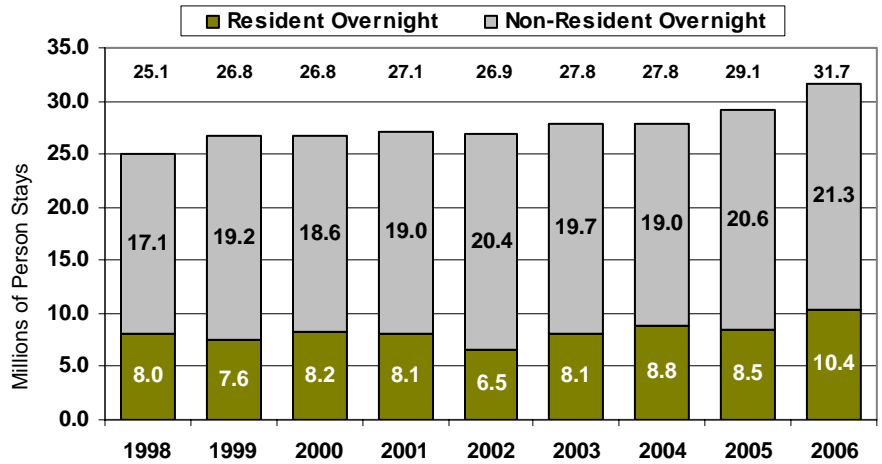
Source: 2006 Conference Board of Canada/Statistics Canada

2006 Arizona Domestic Overnight Travel

- Domestic Overnight Leisure travel was at its highest level in 2006, higher than it has been in the past 8 years.
- Arizona Domestic Overnight Person-Stays volume increased 8.9% to a record 31.7 million domestic overnight visitors, driven by increases in Non-Resident visitors and Leisure visitors to Arizona.
- In 2006, Arizona's domestic overnight leisure share of Air travel was double that of the average US overnight leisure destination (26% vs. 13%).
- In 2006, Non-Resident Domestic overnight visitors traveled 927 miles on average to Arizona.

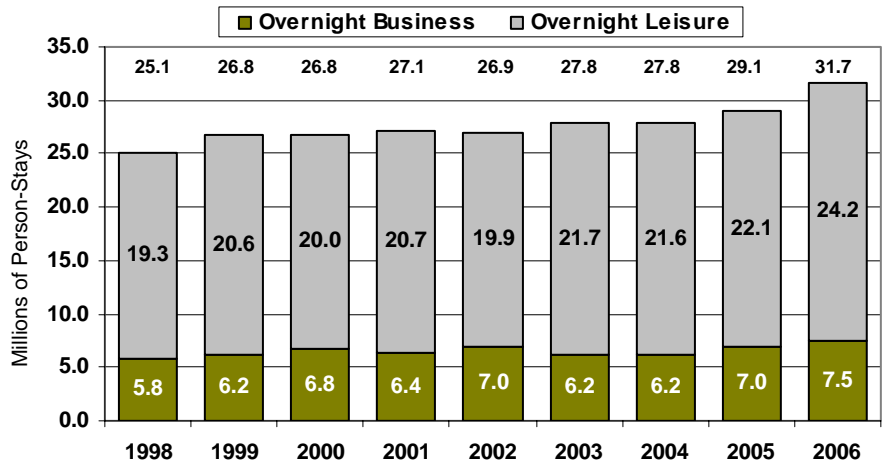


Arizona Domestic Overnight Resident and Non-Resident Travel



Source: 2006 D.K. Shifflet and Associates, Ltd.

Arizona Domestic Overnight Business and Leisure



Source: 2006 D.K. Shifflet and Associates, Ltd.

2006 Top 10 Originating States: Arizona Domestic Overnight Leisure (% of Overnight Leisure Person-Stays)			
Arizona	31.3%	Michigan	2.8%
California	29.5%	Colorado	2.7%
Texas	3.7%	Illinois	2.7%
Nevada	3.1%	New York	2.6%
New Mexico	2.8%	Washington	1.8%

Source: 2006 D.K. Shifflet and Associates, Ltd.

2006 Arizona Domestic Overnight Leisure Profile

- 50% of Non-Resident Domestic Overnight Leisure visitors have an income of \$75,000 or greater.
- In 2006, the Domestic Overnight Leisure travel segment provided 76% of Arizona's total overnight person-trips.
- Arizona's Domestic Overnight Leisure market is comprised mostly of couples (45%), families (21%) and adults traveling alone (20%).
- Visitors in the 35-54 age group comprised the highest share of Arizona Overnight Leisure visitors (37%), followed closely by older visitors 55+ (34%) and younger visitors ages 18-34 (29%).
- Length of stay for Non-Resident Domestic Overnight Leisure visitors has declined -11.3% to 4.0 nights in 2006.
- The primary purpose of stay for Arizona Domestic Overnight Leisure visitors was to visit friends and relatives at 41% which is higher than the U.S. at 37%.
- 68% of Domestic Overnight Leisure visitors do not have children in their household, which is greater than the U.S. at 58%.

2006 Average Household Income Arizona Domestic Overnight Leisure Travelers				
	2003	2004	2005	2006
Resident	\$57,400	\$64,200	\$58,900	\$65,300
Non-Resident	\$75,400	\$76,800	\$75,100	\$78,800

Source: 2006 D.K. Shifflet and Associates, Ltd.

2006 Average Party Size Arizona Domestic Overnight Leisure Travelers				
	2003	2004	2005	2006
Resident	2.4	2.5	2.5	2.6
Non-Resident	2.1	2.3	2.2	2.2

Source: 2006 D.K. Shifflet and Associates, Ltd.

2006 Average Age Arizona Domestic Overnight Leisure Travelers				
	2003	2004	2005	2006
Resident	41 yrs.	41 yrs.	44 yrs.	43 yrs.
Non-Resident	47 yrs.	48 yrs.	51 yrs.	49 yrs.

Source: 2006 D.K. Shifflet and Associates, Ltd.

2006 vs. 2005 Arizona Domestic Overnight Leisure Traveler Generation Analysis				
	Resident		Non-Resident	
	2005	2006	2005	2006
Millennials (after 1981)	4%	8%	1%	6%
GenX (1965-1980)	47%	43%	29%	30%
Boomers (1946-1964)	30%	34%	39%	36%
Silent (1930-1945)	16%	13%	26%	26%
GI (1929 and earlier)	4%	1%	5%	2%

Source: 2006 D.K. Shifflet and Associates, Ltd.

Primary Activities Arizona Domestic Overnight Leisure Travelers	Non-Resident
Dining	35%
Sightseeing	29%
Entertainment	26%
Shopping	26%
Parks (national/state)	16%
Visit Historic Site	9%
Hike, Bike	8%
Night Life	8%
Attend Sports	7%
Museum, Art Exhibit	7%
Gamble	6%
Golf	5%

Source: 2006 D.K. Shifflet and Associates, Ltd.



2006 Arizona Domestic Overnight Leisure Travel Primary Activities

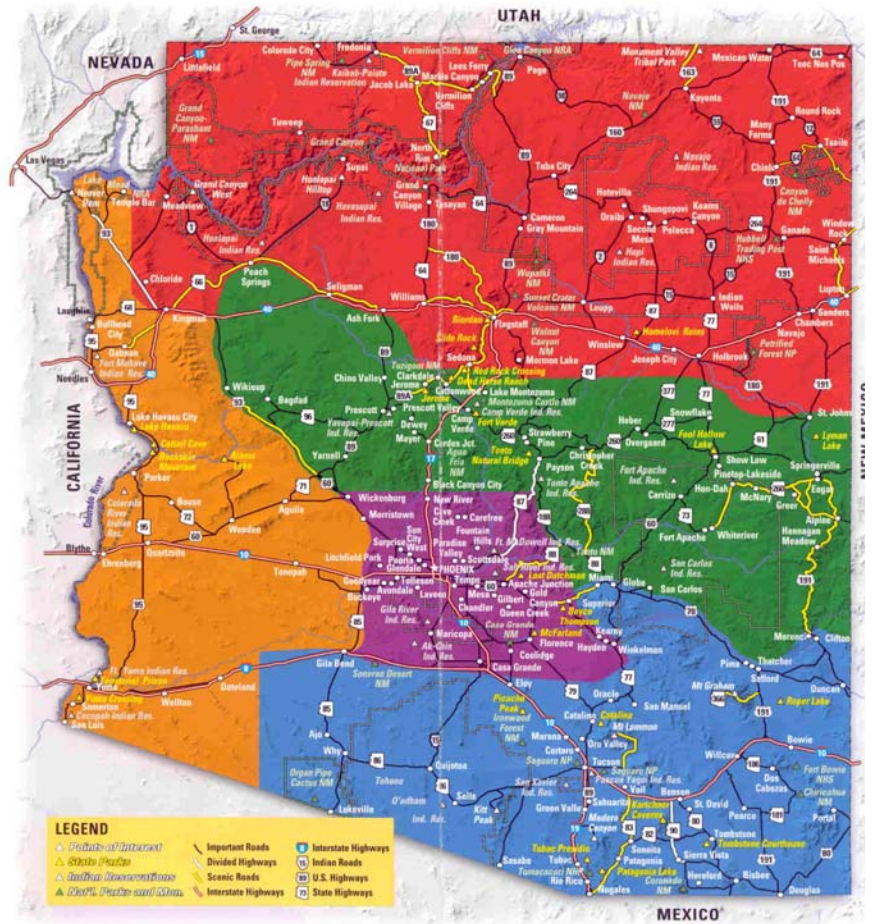
- Arizona has domestic participation rates well above the US average on dining, national/state parks, hike/bike, and camping.
- The primary activities for overnight non-resident and resident leisure travelers were similar except non-resident travelers are more likely to participate in sightseeing, golf, entertainment, visit historical sites & attend sports than resident travelers. On the other hand resident travelers are more likely to camp & attend festivals/craft fairs than non-resident travelers.

Primary Activities Arizona Domestic Overnight Leisure Travelers	Resident
Dining	37%
Shopping	29%
Entertainment	19%
Sightseeing	18%
Parks (national/state)	12%
Hike, Bike	8%
Camping	7%
Night Life	7%
Festival, Craft Fair	6%
Museum, Art Exhibit	5%

Source: 2006 D.K. Shifflet and Associates, Ltd.

2006 Domestic Overnight Leisure Travel by Region

- The data on the following pages provides an analysis of Arizona Domestic Overnight Leisure by Arizona Region. The map to the right depicts Arizona's five regions, the red area represents Northern Arizona, the green area Central Arizona, the purple area Phoenix & Central, the blue area Tucson & Southern and the orange area the West Coast. In instances where visitors did not indicate the area visited in Arizona, those visitors are categorized under Other Arizona.
- Domestic Overnight Leisure visitation to Arizona's regions varies in terms of visitor demographics, leisure activities, trip timing and origin region. The following tables provide a comparison between Arizona's regions.



	Arizona	Northern	West Coast	North Central	Phoenix & Central	Tucson & Southern	Other AZ
Domestic Overnight Leisure Visitation	24.2 M	18.8%	6.4%	5.1%	46.2%	17.6%	5.9%
Average Age	47	48	49	47	46	48	48
18-34 years	29%	25%	17%	34%	34%	30%	20%
35-54 years	37%	42%	47%	32%	33%	32%	51%
55+ years	33%	33%	37%	34%	33%	37%	29%
Average HH Income	\$74,600	\$76,490	\$74,430	\$69,950	\$78,742	\$62,750	\$65,640
Average Party Size	2.3	2.6	2.4	2.4	2.2	2.5	2.3
Average Length of Stay	3.4	2.8	3.5	2.5	3.7	3.5	3.8

Source: 2006 D.K. Shifflet and Associates, Ltd.

2006 Domestic Overnight Leisure Travel by Region

	Arizona	Northern	West Coast	North Central	Phoenix & Central	Tucson & Southern	Other AZ
Trip Timing							
1st Qtr (Jan, Feb, Mar)	29%	18%	39%	14%	39%	36%	23%
2nd Qtr (Apr, May, Jun)	23%	32%	19%	30%	19%	19%	18%
3rd Qtr (July, Aug, Sept)	23%	30%	23%	29%	23%	19%	33%
4th Qtr (Oct, Nov, Dec)	25%	21%	19%	27%	19%	26%	26%

Source: 2006 D.K. Shifflet and Associates, Ltd.

- In 2006, trip timing to Arizona is fairly evenly distributed to all four quarters of the year. But when looking at trip timing by region, quarterly visitation varies by each region. For instance, first quarter visitation is most popular for the following regions: West Coast at 39%, Tucson & Southern Region at 36% and Phoenix & Central Region at 39%.
- In terms of leisure purpose of stay, most overnight visitors come to Arizona to visit friends

and relatives (40%). However, when looking at visitation to Arizona's regions, the primary purpose of stay differs by region. In Northern Arizona, a high percentage of visitors travel there for a general vacation (45%), whereas the West Coast attracts visitors for getaway weekends (35%).

- Leisure visitors to Arizona predominately travel as couples (45%), as one adult (20%) or as a family (21%). This travel party distribution is fairly consistent for all Arizona regions.

	Arizona	Northern	West Coast	North Central	Phoenix & Central	Tucson & Southern	Other AZ
Leisure Purpose of Stay							
Getaway Weekend	13%	17%	35%	28%	5%	12%	24%
General Vacation	20%	45%	17%	11%	12%	16%	20%
Visit Friend/Relative	40%	16%	29%	40%	49%	53%	35%
Special Event	13%	11%	6%	12%	17%	10%	5%
Other Personal	14%	11%	13%	9%	17%	9%	16%
Traveling Party							
One Adult	20%	12%	27%	18%	20%	20%	27%
Couples	45%	50%	37%	40%	47%	49%	34%
Two Males or Two Females	7%	9%	4%	7%	8%	4%	6%
Three or more Adults	7%	7%	7%	6%	6%	6%	8%
Families	21%	23%	25%	29%	19%	22%	24%

Source: 2006 D.K. Shifflet and Associates, Ltd.

2006 Domestic Overnight Leisure Travel by Region

	Arizona	Northern	West Coast	North Central	Phoenix & Central	Tucson & Southern	Other AZ
Origin State							
Arizona	31.1%	37.4%	19.8%	62.1%	20.0%	46.3%	39.5%
California	29.5%	23.2%	59.0%	16.7%	31.6%	23.8%	30.4%
Nevada	3.1%	3.2%	6.8%	8.3%	3.2%	0.8%	3.1%
Texas	3.7%	4.2%	0.5%	2.5%	3.6%	3.0%	4.0%
Illinois	2.7%	2.7%	0.2%	0.9%	4.8%	1.8%	1.7%
New Mexico	2.8%	2.4%	0.4%	1.5%	4.1%	1.0%	3.2%
Washington	1.8%	0.9%	2.8%	0.9%	1.5%	2.3%	1.1%
Colorado	2.7%	2.6%	0.8%	1.3%	3.4%	3.9%	1.6%
New York	2.6%	0.9%	0.0%	0.0%	3.6%	1.3%	3.0%
Michigan	2.8%	2.1%	0.8%	0.0%	4.3%	0.6%	0.7%

Source: 2006 D.K. Shifflet and Associates, Ltd.

- The largest share of overnight leisure visitation comes from Arizona and California, which combined makes up 60% of visitation to Arizona. The West Coast benefits the most from visitors from California at 59% while the North Central region is primarily made up of visitors from Arizona at 62%.
- Dining, Sightseeing, Shopping and Entertainment were the top four categories for every region. Those categories were removed from this analysis to provide a more detailed comparison among other leisure activities. Northern Arizona's visitors enjoy visiting State/National Parks(35%), hiking and biking(17%) and visiting historic sites(16%). West Coast visitors enjoy camping(16%), while Phoenix & Central visitors enjoy State/National Parks(11%), attending sports events(11%) and night life(10%).

2006 Top Leisure Activities Overnight Visitors	Arizona	Northern	West Coast	North Central	Phoenix & Central	Tucson & Southern	Other AZ
Parks (National/State)	15%	35%	6%	10%	11%	16%	11%
Hike, Bike	8%	17%	6%	12%	5%	7%	8%
Night Life	7%	3%	6%	6%	10%	6%	3%
Visit Historic Site	7%	16%	6%	8%	5%	9%	6%
Attend Sports/Olympic Event	6%	0%	2%	2%	11%	4%	1%
Museum, Art Exhibit	6%	7%	2%	2%	7%	8%	2%
Camping	5%	8%	16%	6%	1%	5%	13%
Gamble	5%	2%	10%	8%	5%	3%	4%
Look at Real Estate	5%	5%	5%	8%	5%	3%	7%

Source: 2006 D.K. Shifflet and Associates, Ltd.

The Economic Impact of Travel in Arizona

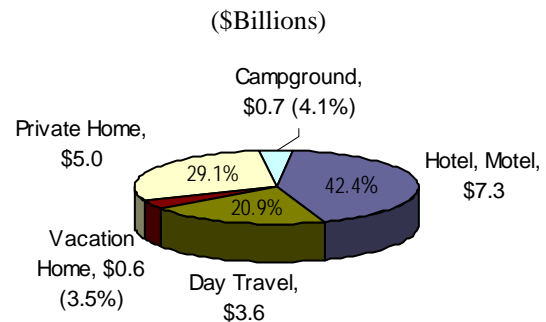
- Travel is an important contributor to the health of both the state and local economies. In 2006, total direct travel spending in Arizona was \$18.6 billion. Travel industry employment increased by 2.5 percent, marking the fourth consecutive year of employment growth.
- Arizona visitors that stayed overnight in lodging establishments accounted for 42.4 percent of all visitor spending in 2006.
- Taxes generated by the travel industry are primarily paid by visitors rather than residents. In 2006, 78% of the visitor spending in Arizona was made by international visitors and residents of other states making the local and state tax revenue generated by travel spending a net benefit to Arizona residents.

Direct Travel Expenditures 2006

EXPENDITURES	\$18.6 B
TAX REVENUE	\$2.6 B
FEDERAL	\$1.2 B
STATE	\$818 M
LOCAL	\$661 M

Source: Arizona Travel Impacts, Dean Runyan Associates

Visitor Spending by Type of Traveler Accommodation 2006p



Source: Arizona Travel Impacts, Dean Runyan Associates

Travel Employment 2006

EMPLOYMENT

Direct	173,000
Secondary	148,000

TOTAL 321,000

DIRECT EMPLOYMENT BY SECTOR

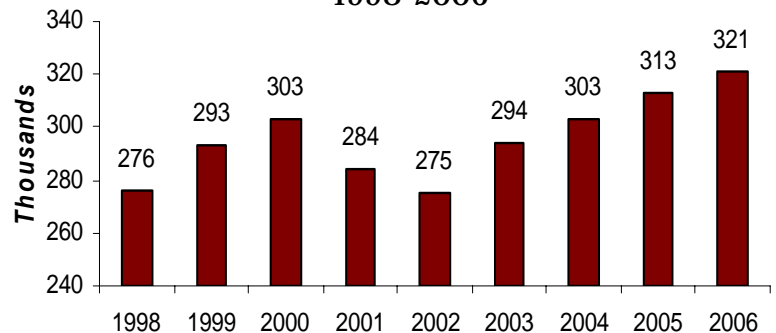
1. Accommodation & Food Services	89,000
2. Arts, Entertainment & Recreation	46,000
3. Retail Trade	20,000
4. Transportation	18,000

DIRECT PAYROLL \$4.9 B

TOTAL PAYROLL \$10 B

Source: Arizona Travel Impacts, Dean Runyan Associates

Total Travel Employment 1998-2006



Source: Arizona Travel Impacts, Dean Runyan Associates

Total Direct Travel Spending in Arizona

	Spending	Earnings	Employment	Tax Revenue (\$ Millions)		
	(\$ Billion)	(\$ Billion)	(Thousand)	Local/State	Federal	Total
1998	11.8	3.2	148	938	629	1,566
1999	13.0	3.5	158	1,040	701	1,741
2000	14.2	3.8	163	1,136	743	1,879
2001	13.3	3.7	153	1,079	776	1,855
2002	13.3	3.6	148	1,098	824	1,922
2003	14.7	4.0	158	1,209	911	2,120
2004	15.9	4.3	163	1,285	987	2,272
2005	17.6	4.5	169	1,396	1,080	2,476
2006p	18.6	4.9	173	1,479	1,162	2,641

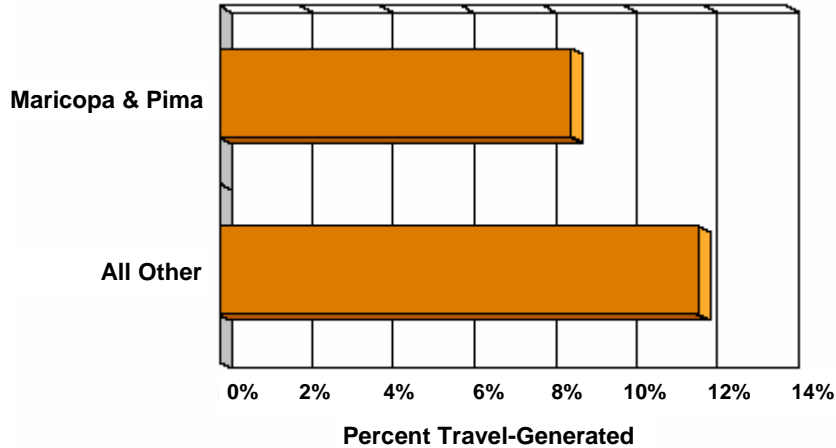
Source: Arizona Travel Impacts, Dean Runyan Associates

Total Direct Travel Spending in Arizona 2006p

	Travel Spending		Related Travel-Generated Impacts			
	Total (\$ Million)	Earnings (\$Million)	Employment (jobs)	Local Taxes (\$Million)	State Taxes (\$Million)	Total Taxes (\$Million)
Apache	137.5	28.4	1,740	3.0	5.4	8.4
Cochise	327.4	73.9	4,230	10.7	12.0	22.7
Coconino	868.9	233.2	10,760	25.0	33.3	58.3
Gila	241.1	59.6	2,840	3.2	7.0	10.2
Graham/ Greenlee	44.8	11.2	1,130	1.1	1.9	3.0
La Paz	207.7	29.9	1,340	2.1	8.8	10.9
Maricopa	11,826.5	3,205.0	93,400	329.5	382.1	711.6
Mohave	482.0	112.7	5,900	10.4	19.6	30.0
Navajo	281.8	64.0	3,310	6.0	10.7	16.8
Pima	2,258.0	569.6	25,870	50.2	87.4	137.6
Pinal	402.0	96.4	4,690	7.4	15.4	22.8
Santa Cruz	254.2	46.6	2,130	5.1	8.2	13.3
Yavapai	682.1	182.5	8,970	15.4	23.3	38.7
Yuma	581.7	136.9	6,420	13.9	22.0	35.9
Arizona	18,595.8	4,850.1	172,710	483.1	637.2	1,120.2

Source: Arizona Travel Impacts, Dean Runyan Associates

State Transaction Privilege Taxes Generated By Direct Travel Spending, 2006p



The impact of traveler spending is relatively more important to Arizona's rural counties than urban counties.

Source: Dean Runyan Associates and Arizona Department of Revenue

Arizona County Total Direct Spending, 1998-2006p

	1998	1999	2000	2001	2002	2003	2004	2005	2006p	Annual % Change 05-06p	98-06p
Apache	79.7	93.8	109.2	101.2	100.0	107.2	113.2	128.8	137.5	6.7	7.0
Cochise	206.0	233.0	257.7	252.7	270.1	278.7	301.8	319.6	327.4	2.4	6.0
Coconino	668.5	708.1	733.9	687.4	684.3	734.1	780.5	835.7	868.9	4.0	3.3
Gila	178.5	188.7	205.9	203.2	203.8	213.1	220.5	232.5	241.1	3.7	3.8
Graham/ Greenlee	23.4	26.2	31.2	28.1	27.6	30.4	31.8	36.4	44.8	22.9	8.4
La Paz	123.9	144.6	160.0	158.4	155.5	172.7	184.2	206.2	207.7	0.7	6.7
Maricopa	7,311.9	7,978.0	8,770.5	8,166.8	7,968.5	9,067.1	9,886.4	11,063.8	11,826.5	6.9	6.2
Mohave	247.7	289.8	320.9	314.0	314.2	360.0	396.7	434.5	482.0	10.9	8.7
Navajo	178.4	212.4	238.4	219.1	220.0	228.2	236.5	259.3	281.8	8.7	5.9
Pima	1,548.9	1,723.0	1,874.0	1,736.0	1,785.5	1,885.4	2,019.4	2,196.4	2,258.0	2.8	4.8
Pinal	205.6	235.8	262.7	257.2	256.1	291.1	323.3	364.9	402.0	10.2	8.7
Santa Cruz	206.3	226.4	236.8	236.5	297.7	262.0	272.2	273.5	254.2	-7.1	2.6
Yavapai	424.2	575.8	555.6	540.8	537.7	578.8	588.2	636.6	682.1	6.7	6.1
Yuma	366.9	403.0	439.9	430.2	479.9	495.9	527.5	561.1	581.7	3.7	5.9
Arizona	11,770.0	13,038.7	14,196.7	13,331.8	13,300.7	14,704.9	15,882.3	17,552.3	18,595.8	5.9	5.9

Source: Arizona Travel Impacts, Dean Runyan Associates

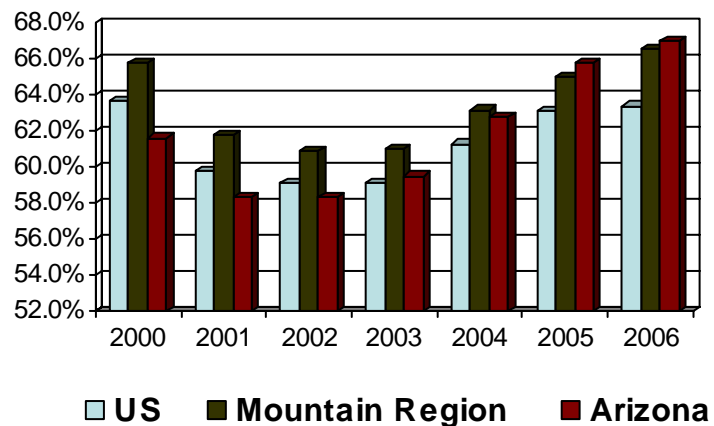
2006 Arizona Lodging

- 2006 was an outstanding year for the lodging industry in Arizona. The state outpaced the US and the Mountain Region in 2006 in terms of percent increases in occupancy, ADR and RevPAR; reaching the highest levels in the past six years.
- Demand for lodging in Arizona increased 1.8% over 2005 compared to the US increase of 1.1% and the Mountain region increase of 3.3%. Room supply remained relatively steady across the state during 2006.
- Lodging demand in 2006 drove increases in occupancy rates in Arizona lodging. Statewide occupancy increased an average of 1.8% for the year to a rate of 67.0%.
- The Average Daily Rate (ADR) for Arizona in 2006 was \$98.11, an increase of 8.5% over 2005. The US's ADR increased 7.0% to \$97.31 and the Mountain Region increased 4.6% to a rate of \$93.99.
- In 2006, the average RevPAR rate of \$65.74 for the state exceeded the average RevPAR rates both nationally and regionally. This reflected an increase of 10.5% over 2005. ADR was the driver to the increase in RevPAR in 2006.

Mountain Region States: US Census Bureau

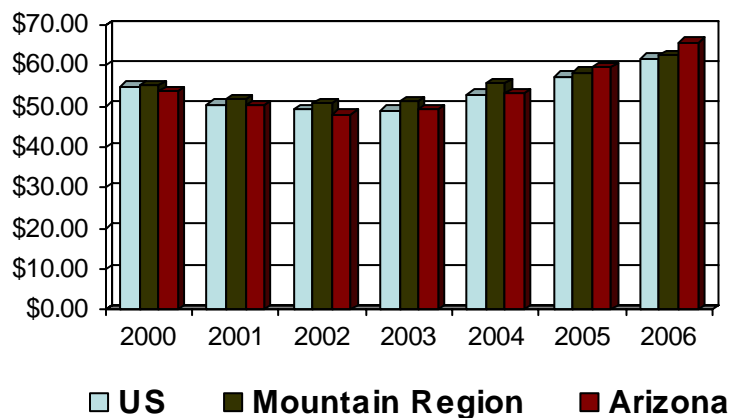


Arizona Occupancy Rates 2000-2006



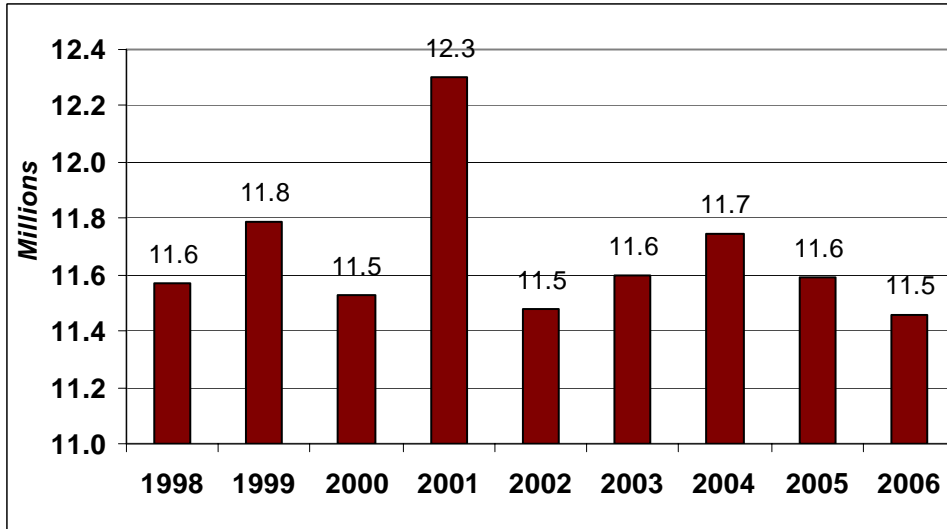
Source: Smith Travel Research

Arizona RevPAR Rates 2000-2006



Source: Smith Travel Research

Arizona National Park Visitation 1998-2006



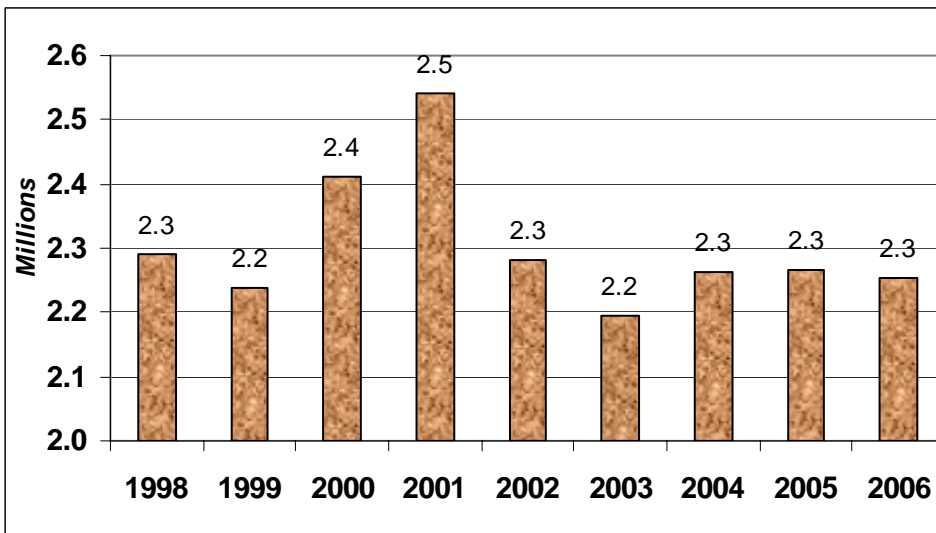
Source: National Park Service

- Arizona's National Parks welcomed 11,470,092 visitors in 2006, a slight decrease from 2005 (-1.9%).

Top Visited National Parks 2006

1. Grand Canyon NP
2. Lake Mead NRA
3. Glen Canyon NRA
4. Canyon de Chelly NM
5. Saguaro NP

Arizona State Park Visitation 1998-2006



Source: Arizona State Parks

- Visitation at Arizona's State Parks remained relatively the same in 2006 with 2,254,529 visitors (-0.6%)

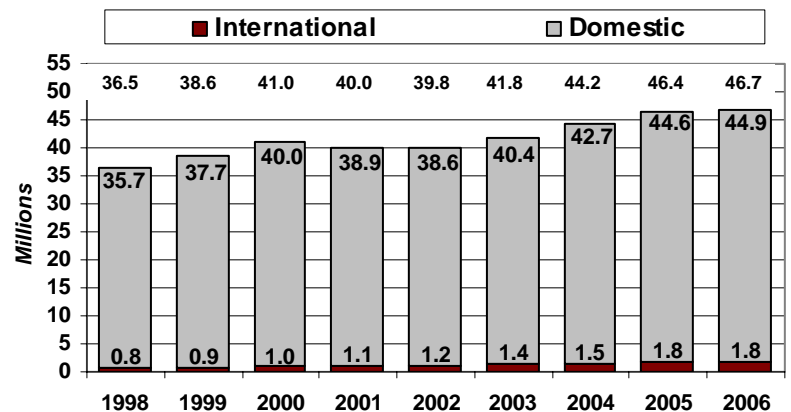
Top Visited Arizona State Parks 2006:

1. Lake Havasu State Park
2. Slide Rock State Park
3. Patagonia Lake State Park
4. Kartchner Caverns State Park
5. Catalina State Park

2006 Arizona Airport Passenger Traffic

- There was a 0.6% increase in total passenger enplanements/deplanements in 2006 for Arizona airports.
- In 2006, Domestic passenger traffic for Arizona was 44.9 million with a modest increase of 0.7% from 2005.
- There were 1.8 million International passenger enplanements/deplanements for Arizona reflecting a slight decline of – 0.1% from 2005.
- Sky Harbor International Airport recorded a record high of 41,436,737 passengers in 2006, up 0.5% from 2005.
- Tucson International Airport counted a record 4,226,759 passengers in 2006, up 2.3% from 2005.
- Grand Canyon National Park’s airport passenger traffic was down -3.8% from the previous year, or 773,717 enplanements/deplanements. This was due to a decline of helicopter tours to the Grand Canyon National Park.
- Yuma International Airport recorded 127,369 passengers, up 4.6% from the previous year.
- Flagstaff Pulliam passenger traffic was up 2.9% from the previous year, or 84,741 enplanements/deplanements.

Arizona Airport Passenger Traffic 1998-2006



Source: Activity reports provided by Flagstaff Pulliam, Grand Canyon, Phoenix Sky Harbor, Tucson International & Yuma International Airports



Top Arizona Attractions by Visitation

Top 25 Natural Attractions	
Attraction	2006 Visitation
Grand Canyon NP	4,400,000
Saguaro National Park	3,140,393
South Mountain Park	2,308,975
Glen Canyon NRA	1,904,350
Lake Mead NRA	1,814,732
Canyon de Chelly NM	826,630
Lake Pleasant RP	610,161
Montezuma Castle NM	598,182
Petrified Forest NP	581,801
Lake Havasu State Park	347,704
Organ Pipe Cactus NM	313,103
Monument Valley Nav. Tribal Park	275,707
Wupatki NM	242,980
Meteor Crater	230,000
Slide Rock State Park	225,680
Sunset Crater Volcano NM	221,406
Patagonia Lake State Park	180,608
Tohono Chul Park	167,536
Colossal Cave Mountain Park	160,000
Kartchner Caverns SP	157,417
Catalina State Park	143,901
Walnut Canyon NM	120,820
Sabino Canyon NRA	116,551
Tuzigoot NM	115,452
Dead Horse Ranch State Park	107,230

Top 25 Private Attractions	
Attraction	2006 Visitation
Tempe Town Lake	2,775,000
London Bridge	2,520,000
Chase Field	2,415,444
U.S. Airways Center	1,429,052
Arizona Temple & Visitor Center	1,400,000
The Phoenix Zoo	1,340,000
Jobing.com Arena	1,253,621
University of Phoenix Stadium	1,200,000
WestWorld of Scottsdale	675,225
Tombstone	577,684
Arizona-Sonora Desert Museum	475,000
Reid Park Zoo	457,468
Wildlife World Zoo	402,000
ASU Sun Devil Stadium	375,760
Arizona Science Center	345,256
Scottsdale Center for the Arts	337,000
Grand Canyon Railway	322,690
Desert Botanical Garden	312,000
Mesa Art Center	237,444
Old Tucson Studios	200,000
Phoenix Intl. Raceway	200,000
Phoenix Art Museum	179,000
Heard Museum	175,000
Sunrise Park Resort	153,924
Pima Air & Space Museum	140,000

Source: Reporting Entities