

Travel Research Trends

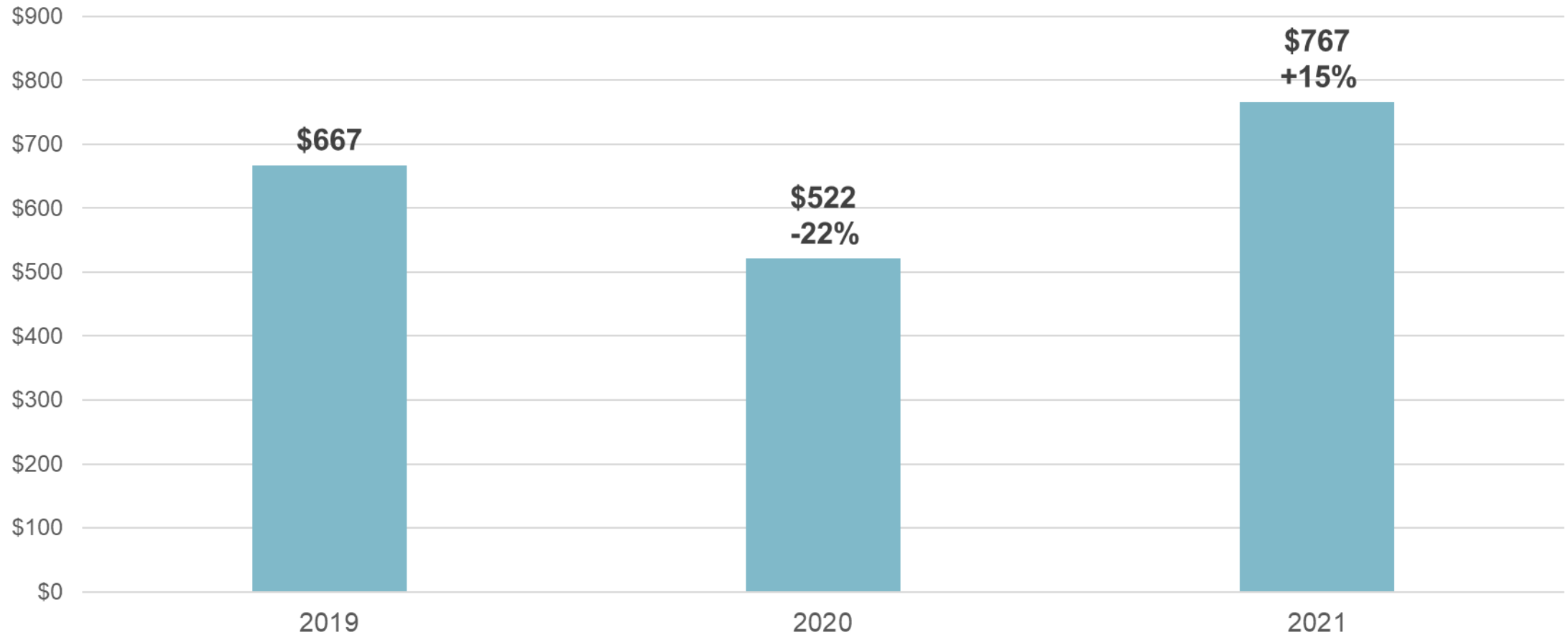
Mohave County and West Coast Region
May 24, 2023

Economic Impacts - 2021

Mohave County

2021 Total Visitor Spending

Mohave County (\$ Millions and % Change From 2019-2021)



Source: [Arizona Travel Impacts](#), Dean Runyan Associates, 2021p

2021 Travel Impacts

(YOY Difference and % Change Compared to 2019)

Mohave County

Direct Travel Spending

+\$100 Million
15%

Local Tax Receipts

+\$7 Million
20%

Employment*

+680 jobs
11%

Accommodations
Spending

+\$104 Million
16%

Food Service Spending

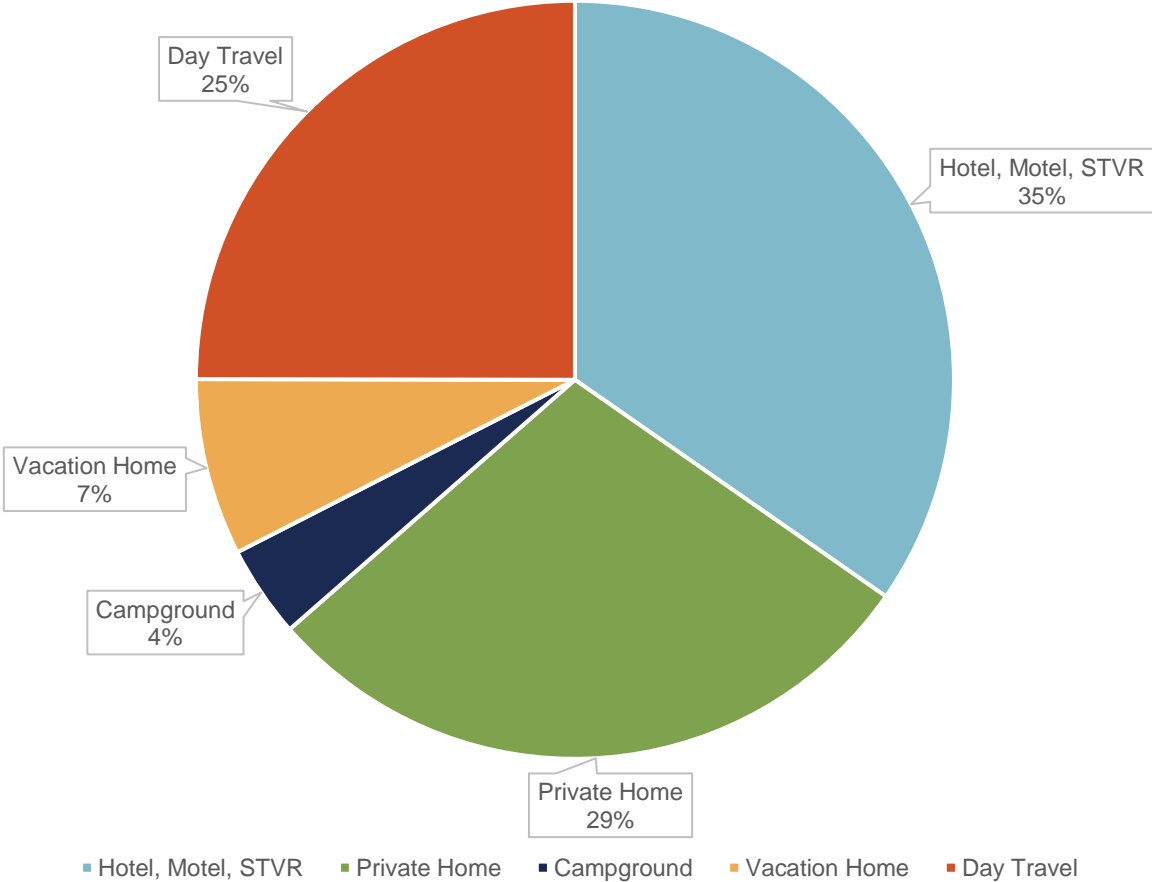
+\$23 Million
12%

Earnings*

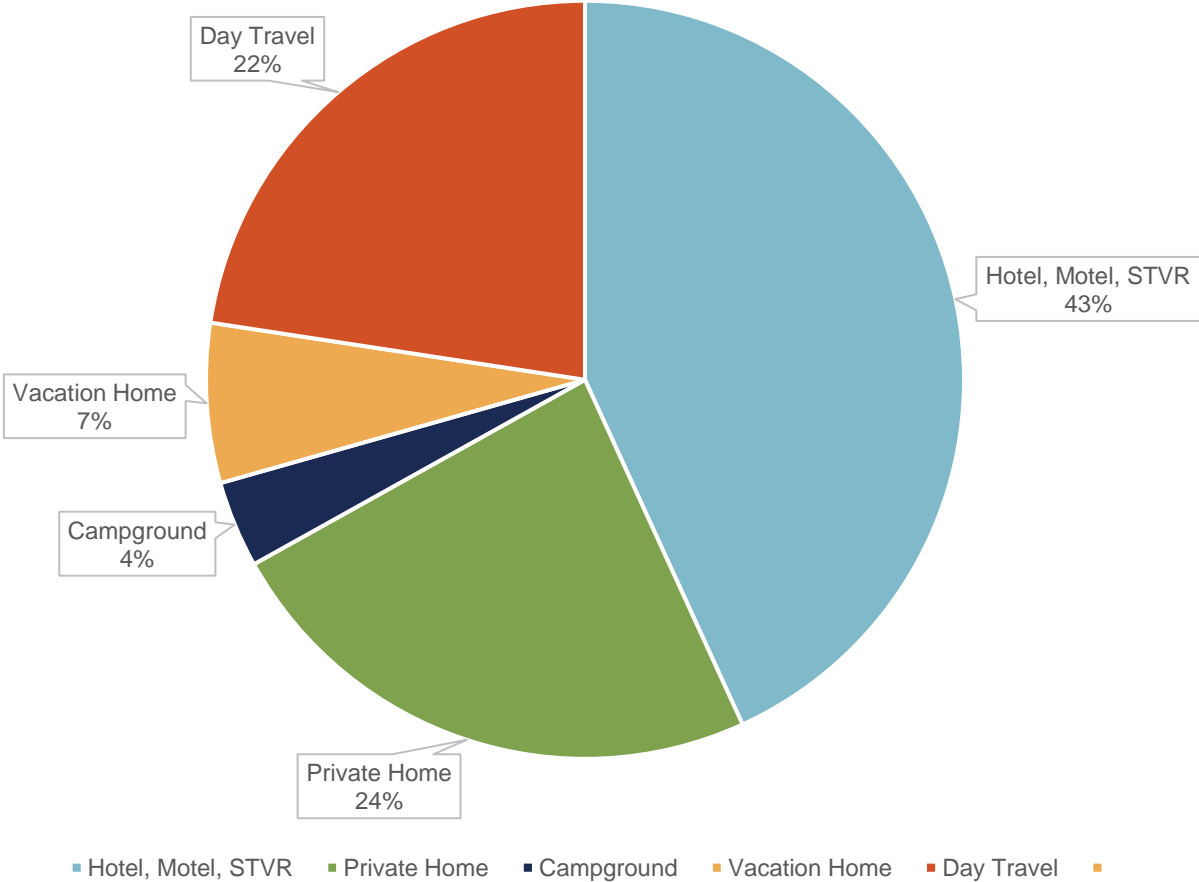
+\$51 Million
28%

% Spent on Different Accommodations Mohave County

2019



2021

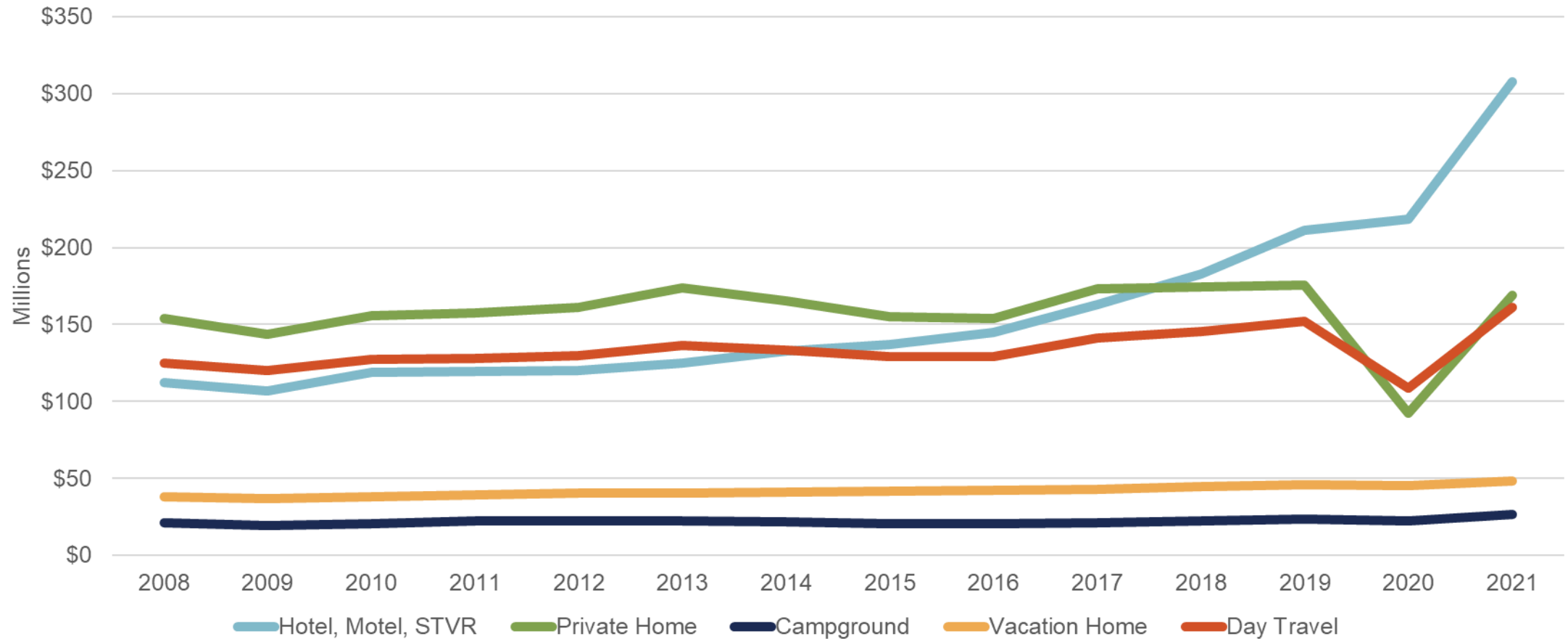


Source: [Arizona Travel Impacts](#), Dean Runyan Associates, 2021p

*STVR stands for Short-Term Vacation Rental

Spending by Accommodation Choice

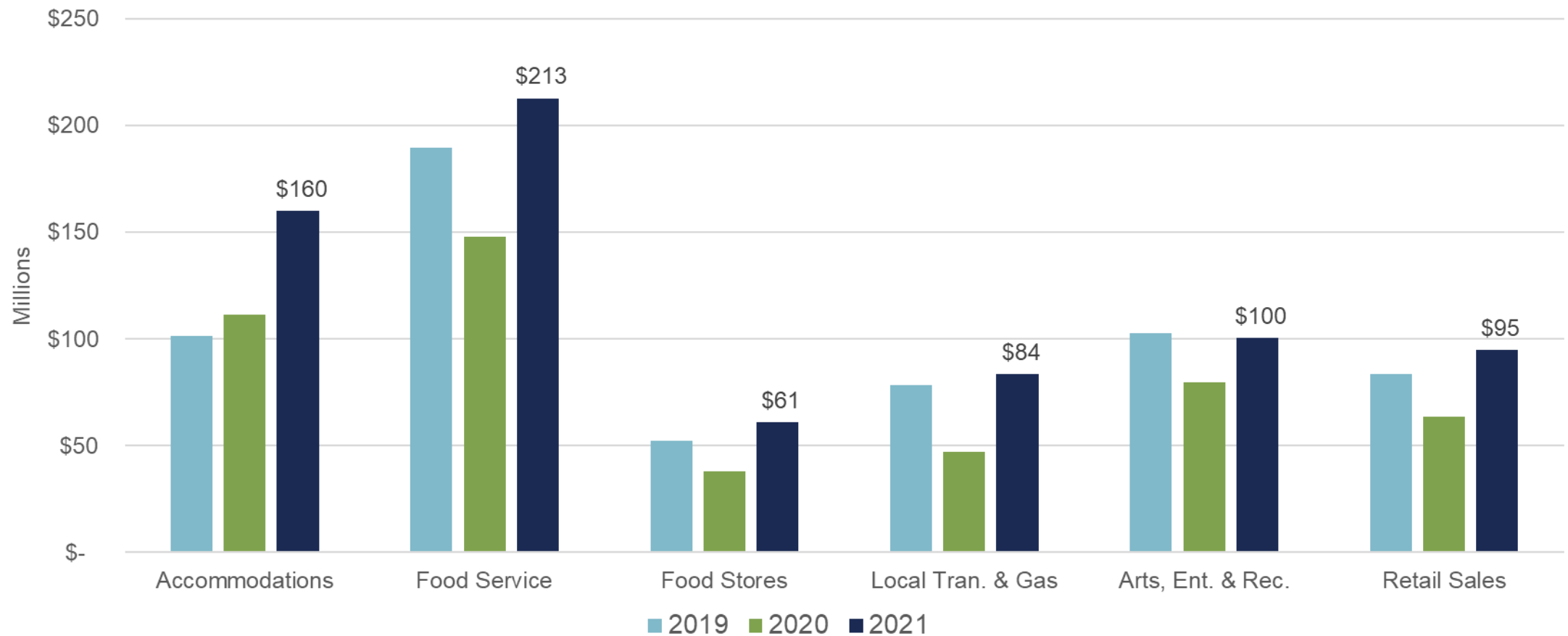
Mohave County



Source: [Arizona Travel Impacts](#), Dean Runyan Associates, 2021p

Spending by Commodity Purchased

Mohave County



Source: [Arizona Travel Impacts](#), Dean Runyan Associates, 2021p

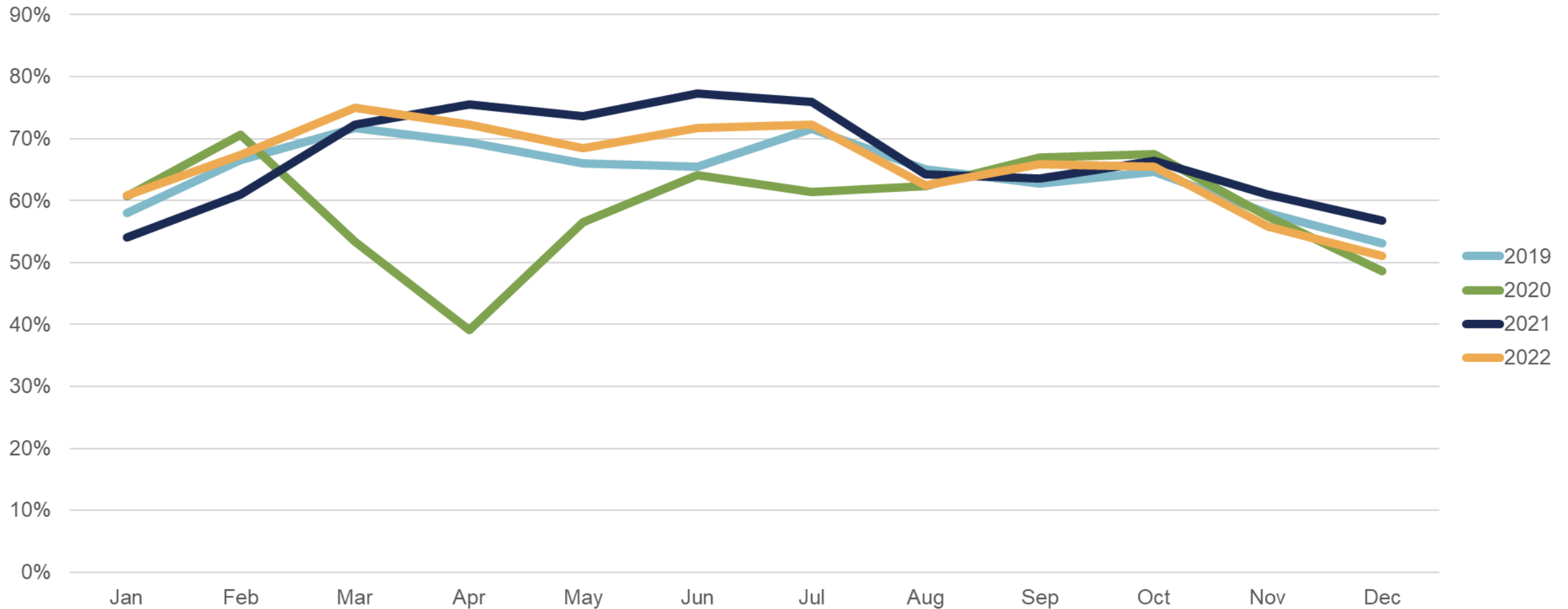
2022 Tourism Indicators To-Date

Mohave County

<https://tourism.az.gov/data-trends/>

Lodging Occupancy

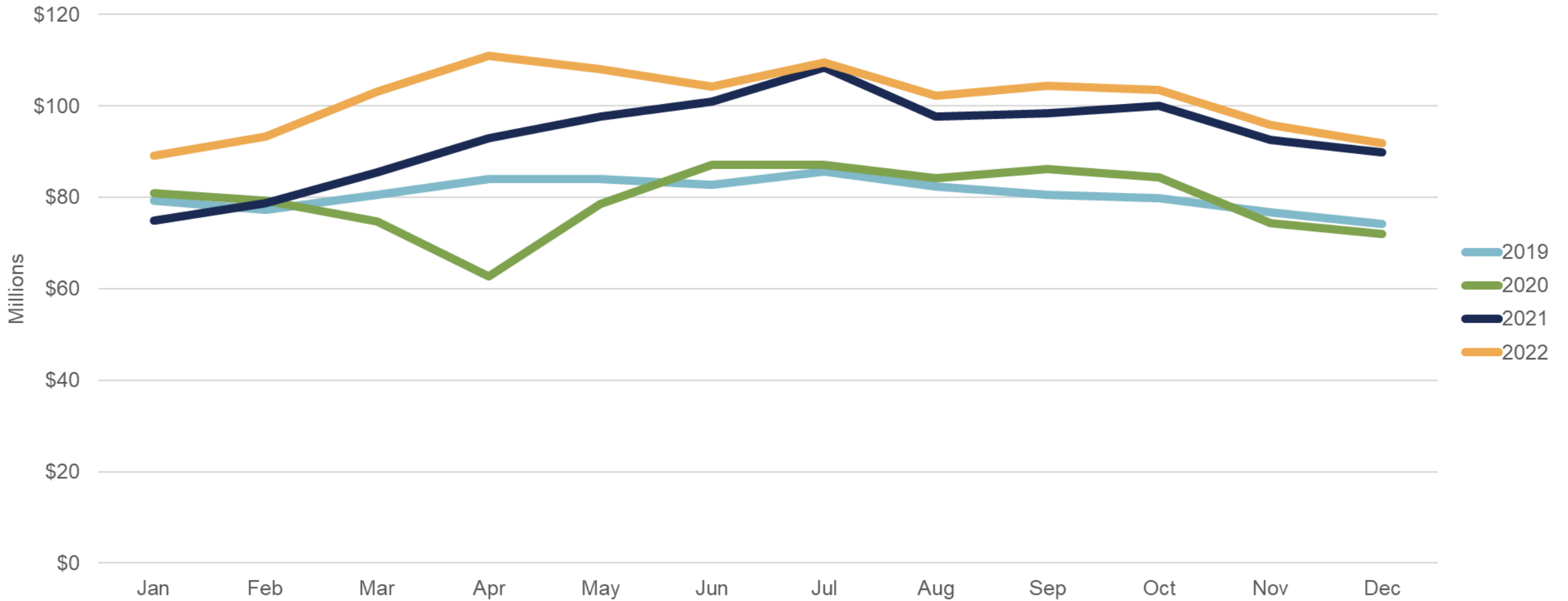
Mohave County



Source: STR, Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Lodging ADR

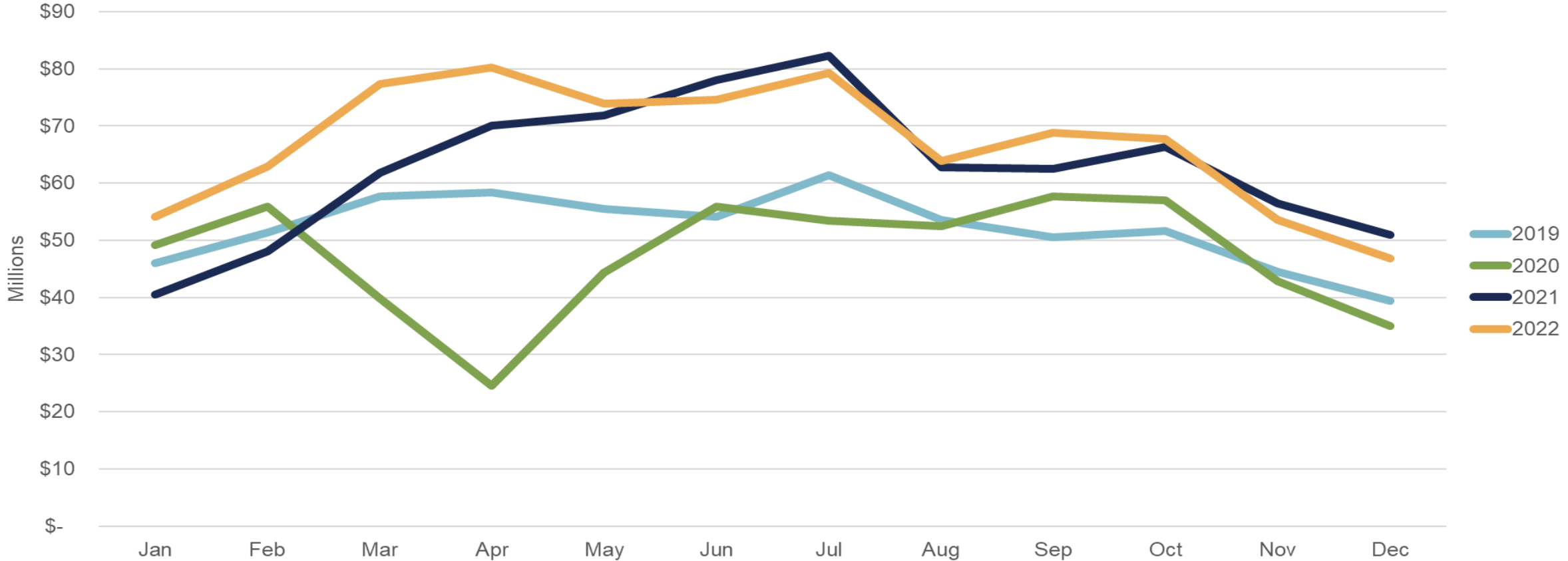
Mohave County



Source: STR, Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Lodging RevPAR

Mohave County

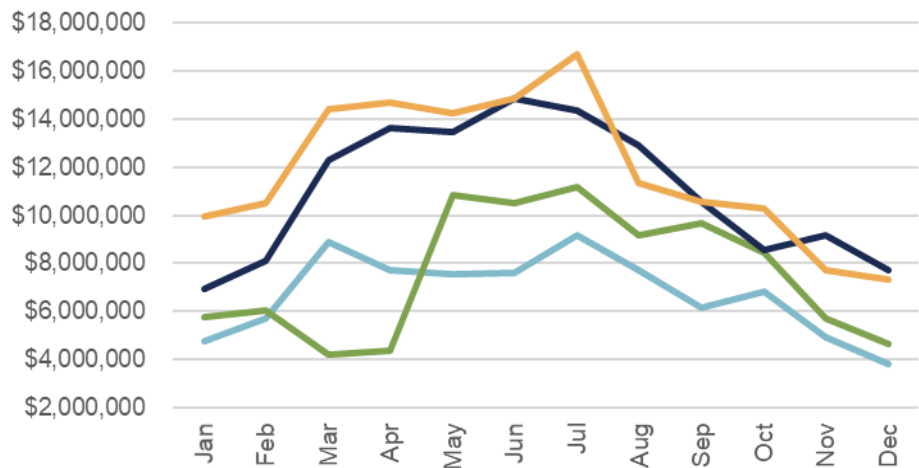


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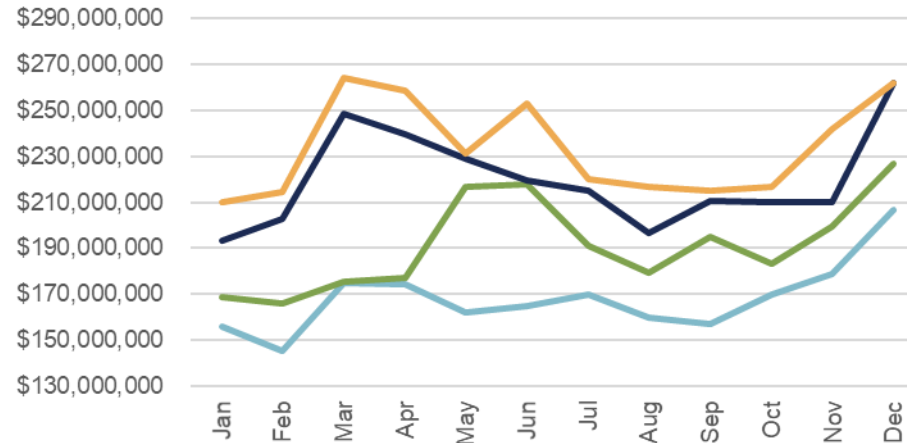
Gross Sales

Mohave County

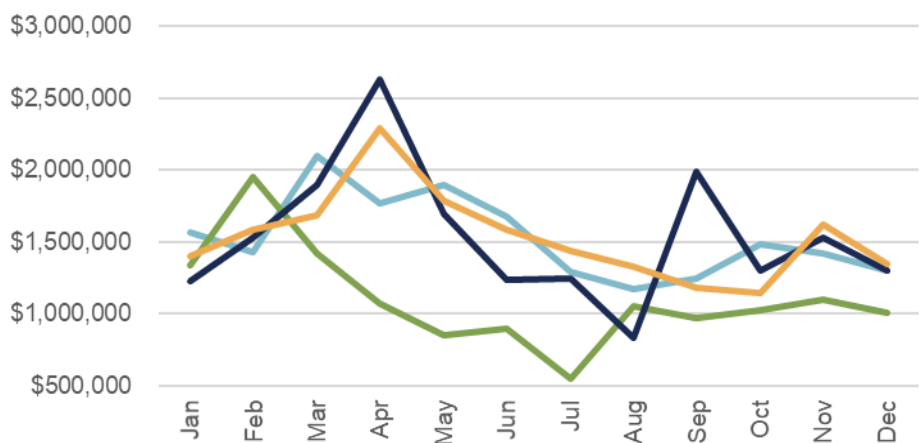
Lodging



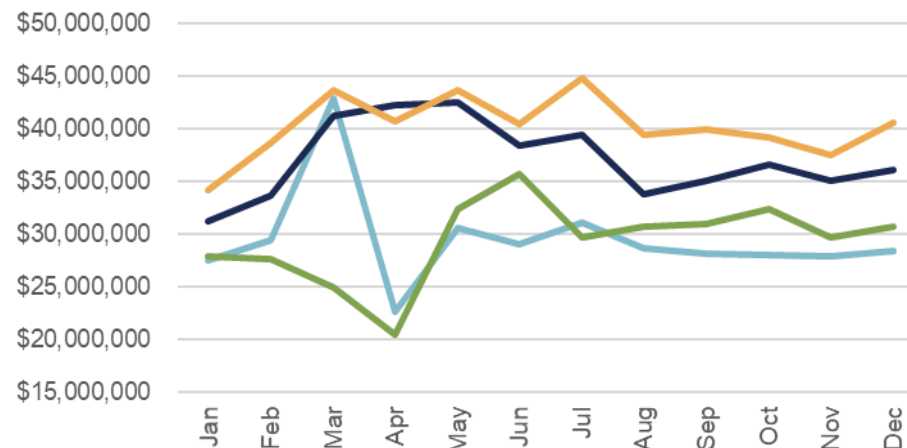
Retail



Amusement



Restaurant/Bar



Source: [Northern Arizona University's Economic Policy Institute](https://www.northernarizona.edu/economic-policy-institute), Arizona Department of Revenue

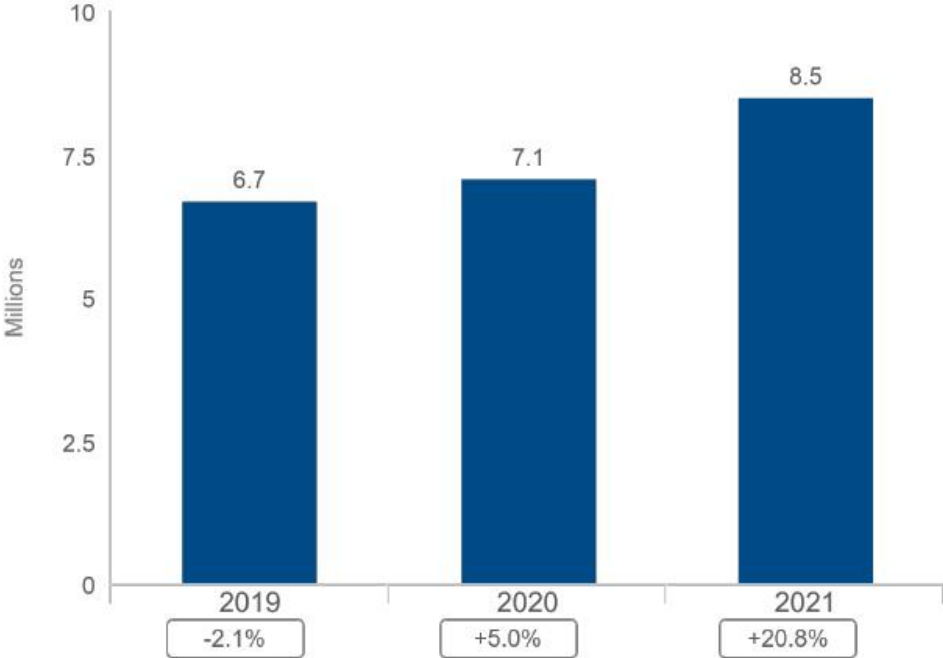
Traveler Behaviors – 2021

West Coast Region

(Mohave, La Paz and Yuma Counties)

Domestic Visitation West Coast Region

Overnight Trips to AZ West Coast Region



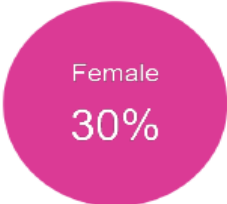
Average Per Person Expenditures on Domestic Overnight Trips - by Sector



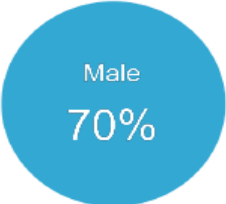
Source: Longwoods International

Demographics West Coast Region

Gender



U.S. Norm
48%



U.S. Norm
52%

Age

18-24 25-34 35-44 45-54 55-64 65+

AZ West Coast Region



Average Age
37.8

U.S. Norm



Average Age
43.7

Marital Status

AZ West Coast Region U.S. Norm



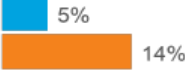
Married / with partner



Single / never married

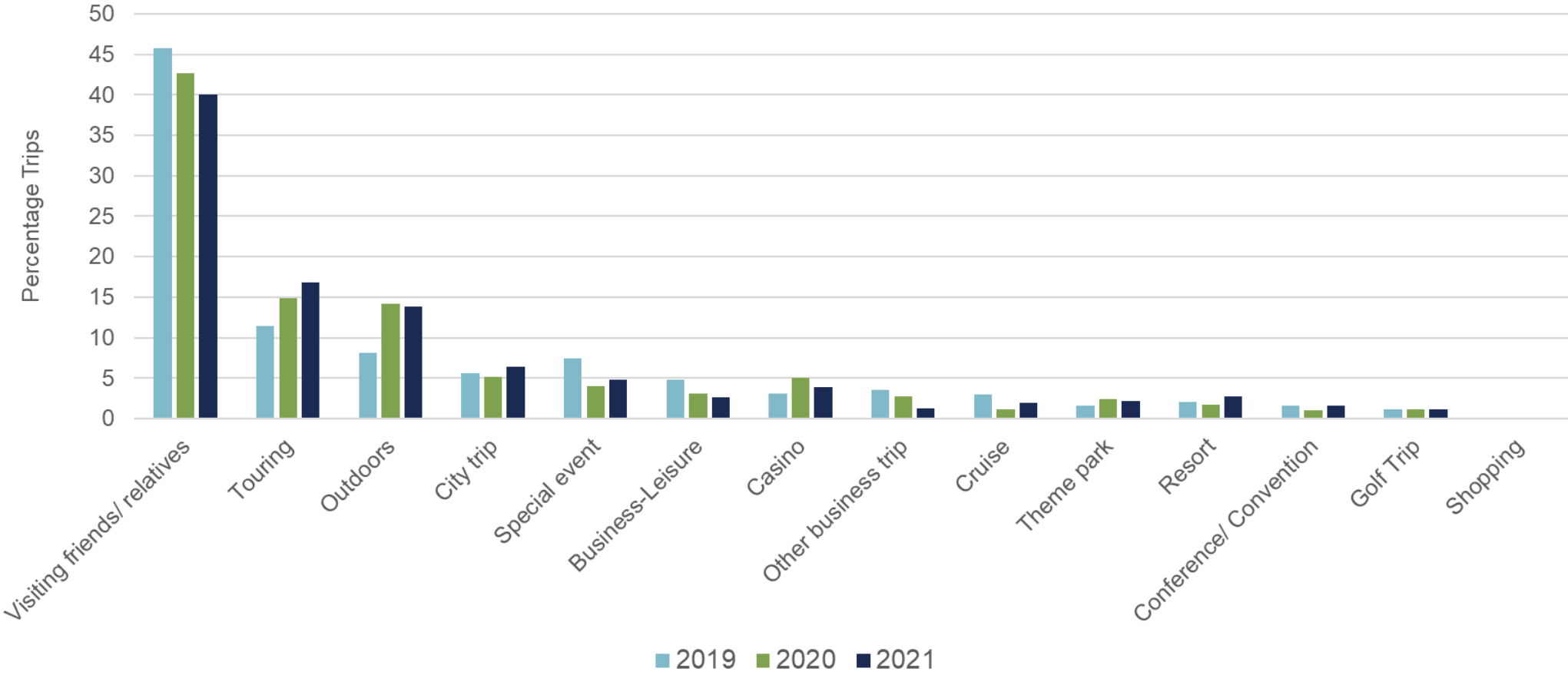


Divorced / widowed / separated



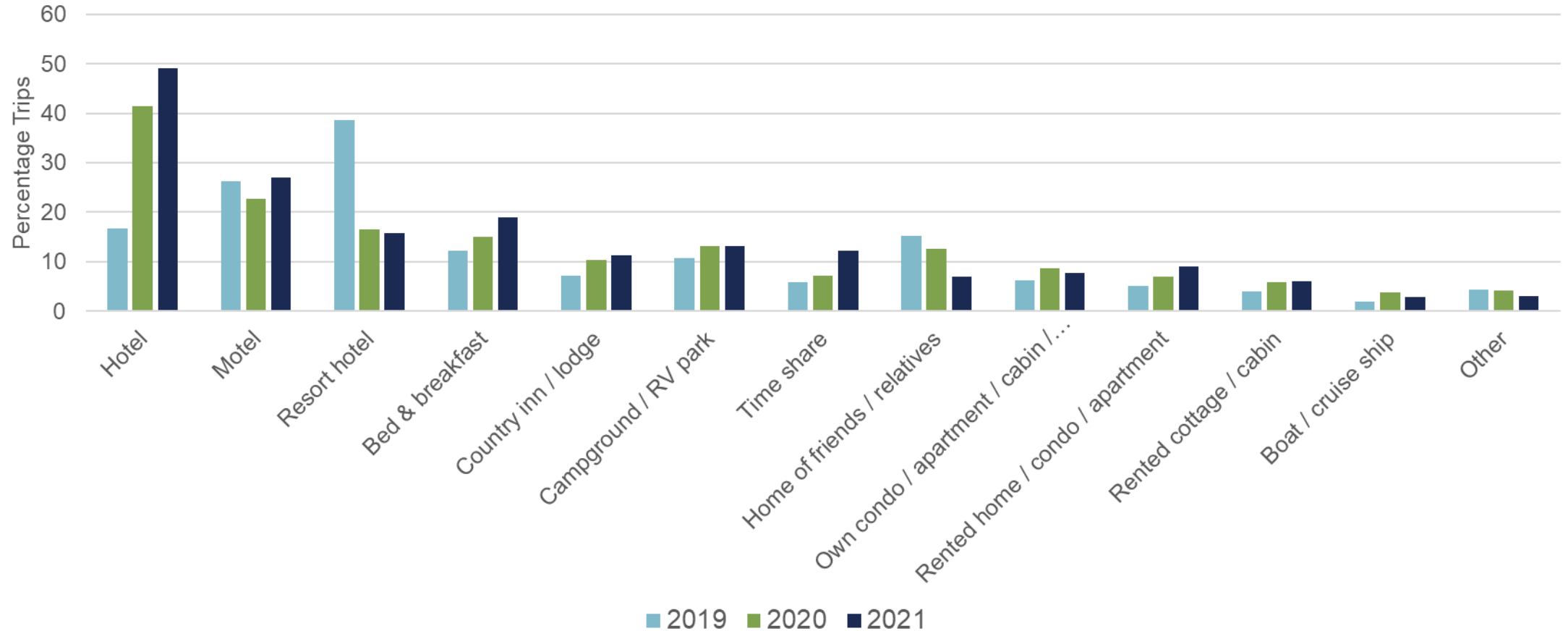
Source: Longwoods International

Main Purpose of Trip Trend



Source: Longwoods International

Accommodation Choice Trend



Source: Longwoods International

AIRBNB WEST COAST REGION

April 2023

Available Listings

3,401

+26.5%

Occupancy Rate

57%

+2%

RevPAR

\$159

-5.6%

Booked Listings

2,911

+24.5%

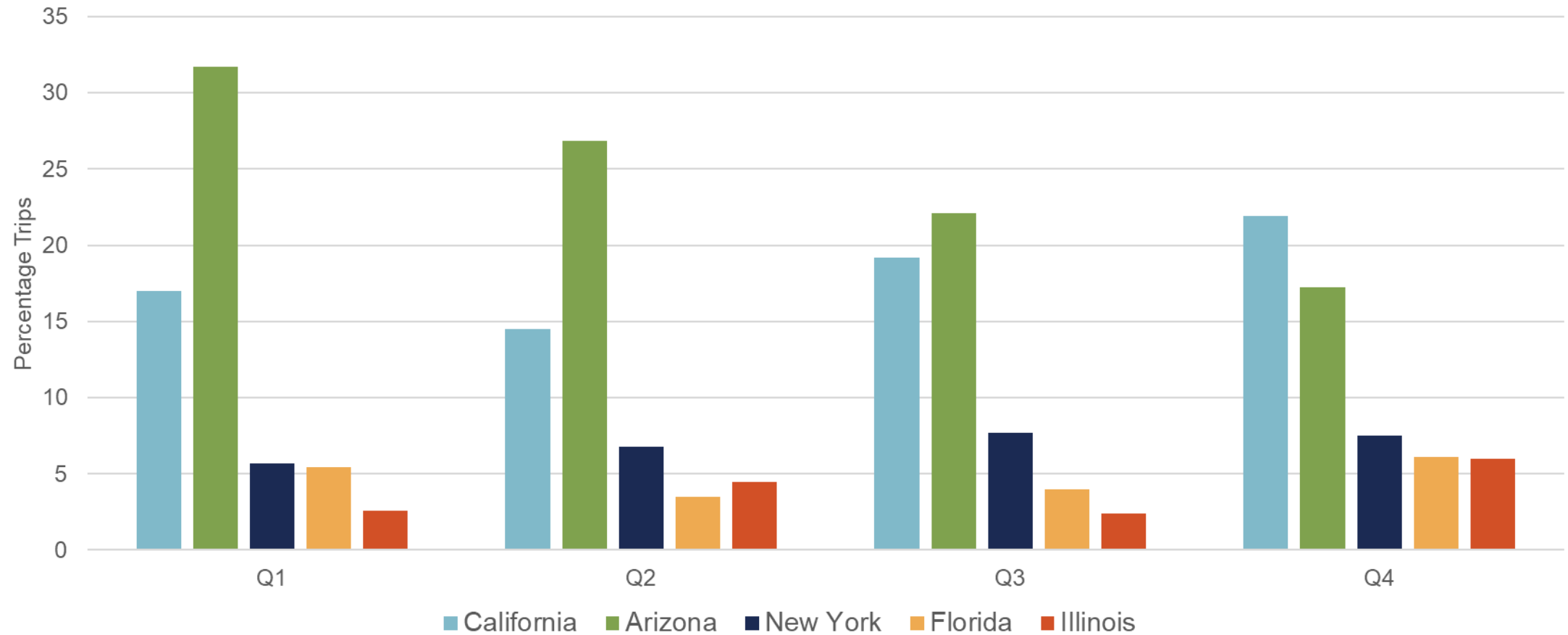
Average Daily Rate

\$277

-7.5%

Top Origin Markets - States

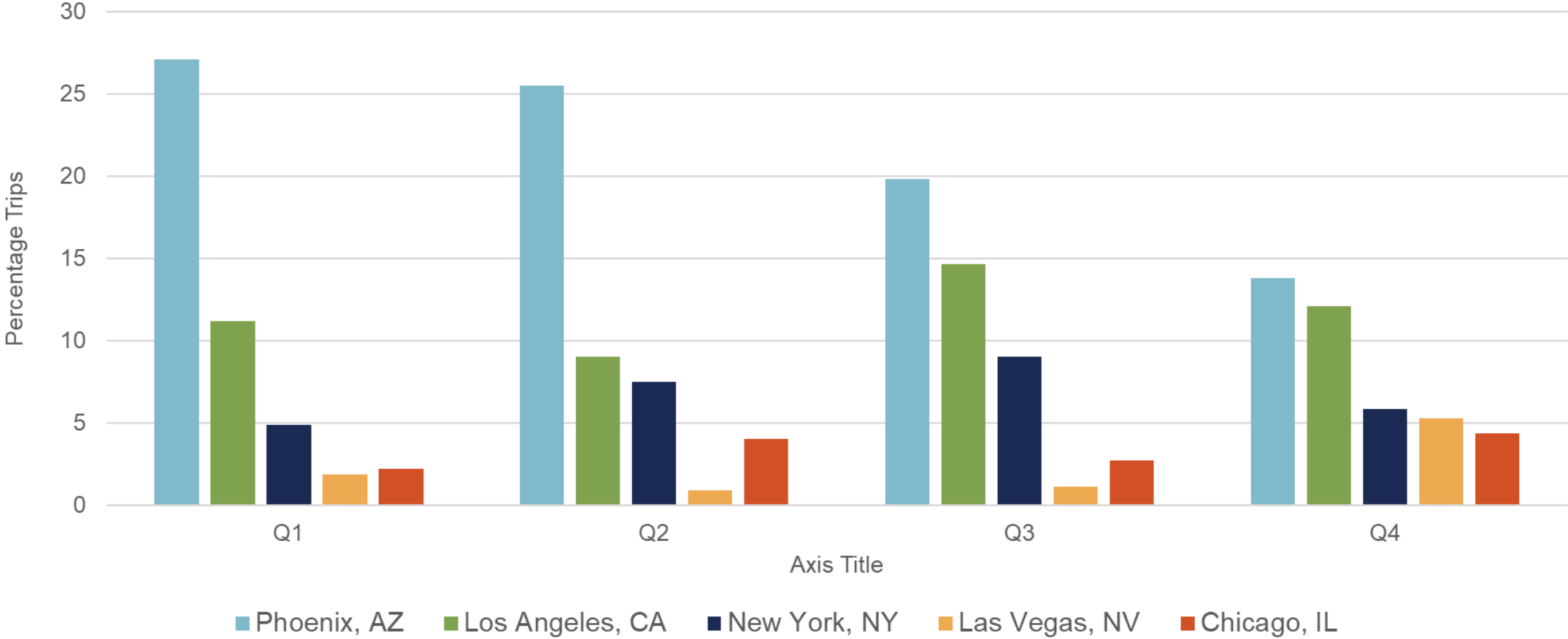
West Coast Region



Source: Longwoods International

Top Origin Markets - DMAs

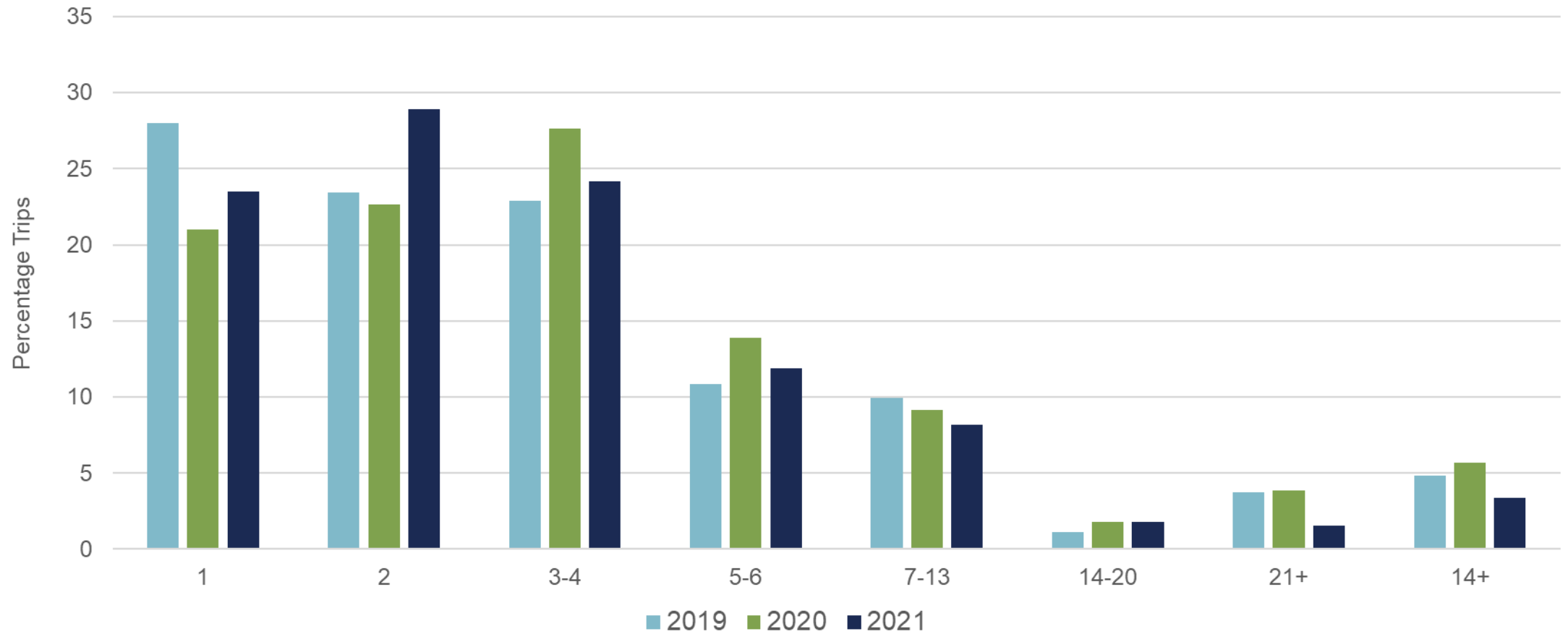
West Coast Region



Source: Longwoods International

Total Nights Away

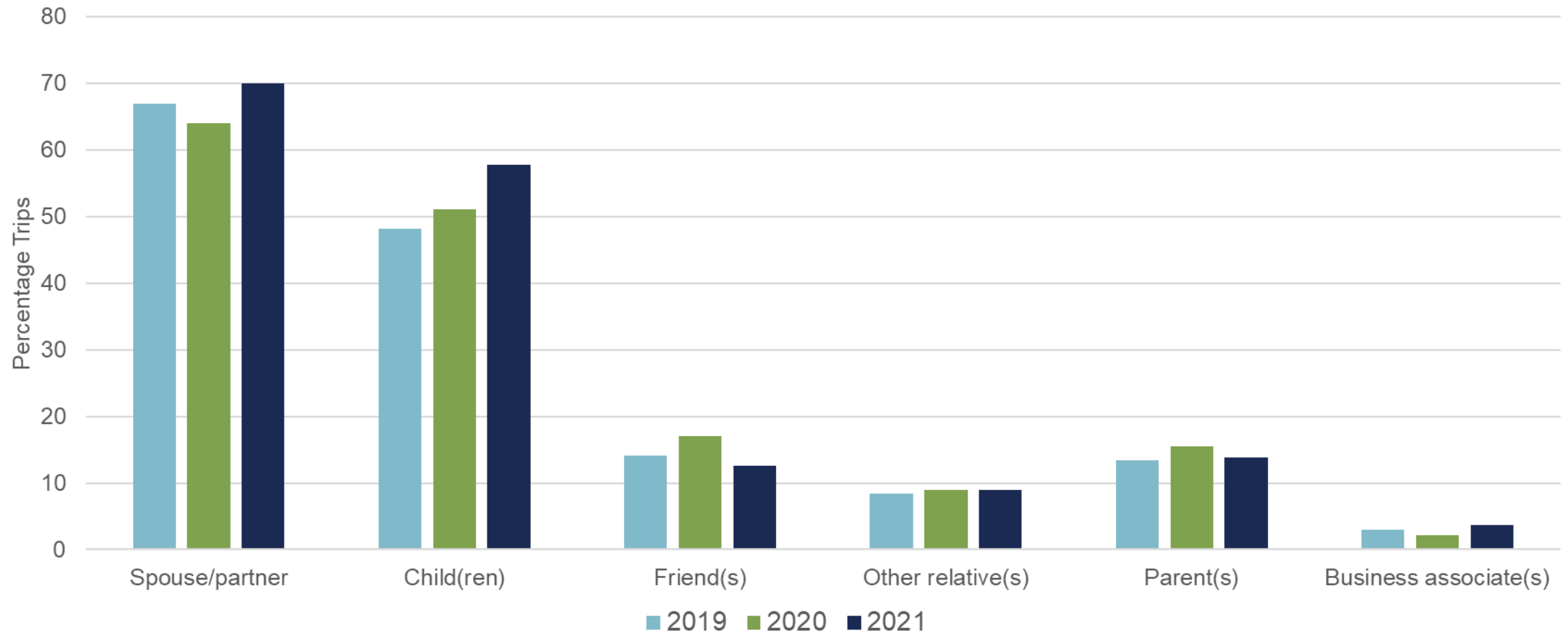
West Coast Region



Source: Longwoods International

Travel Party Composition

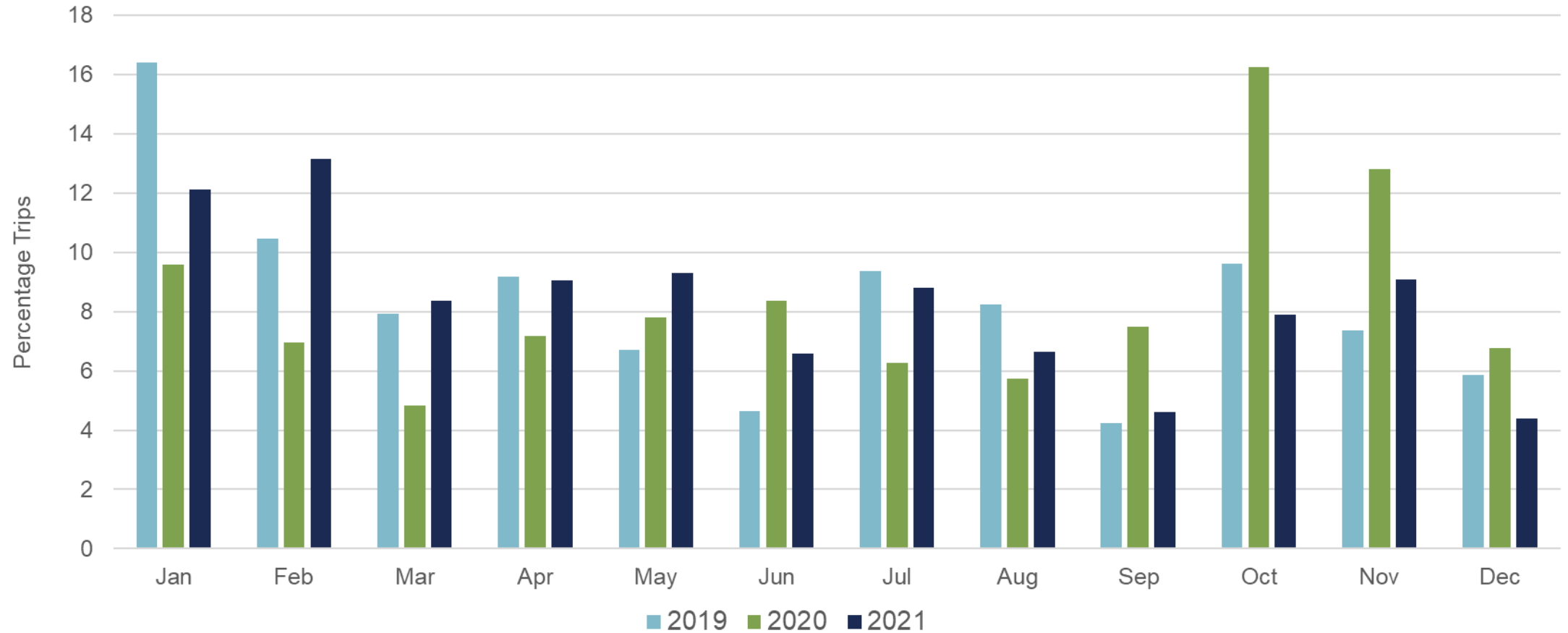
West Coast Region



Source: Longwoods International

Month of Trip

West Coast Region



Source: Longwoods International

Attend Gcot 2023 in Tucson AZ

July 10 – 12, 2023



2023 Arizona Governor's
Conference on Tourism

azgcot.com



Thank you!

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