

THIS IS PHOENIX VISITORS MATTER HERE

Travel and tourism is one of the most important export-oriented industries in Arizona. Without visitors and the dollars they spend, government budgets in our state are simply not sustainable.

- \$1,150 is the amount of tax burden is lessened for every Arizona household thanks to visitor spending.¹
- In 2014, more than 7% of all local and state tax revenues were generated by the travel industry.¹

Greater Phoenix Visitors by the Numbers:

- More than 44 million people traveled through Phoenix Sky Harbor International Airport in 2015²
- More than 19 million visitors travel to metropolitan Phoenix each year.¹
- Visitors to metropolitan Phoenix spend more than \$36 million per day in the region.¹

What Visitors Mean to the City of Phoenix

- Visitors to metropolitan Phoenix create jobs and sustain local governments by generating massive revenues for the city, county and state. Put simply: Visitors help keep Arizonans' taxes lower.
- In 2014 visitor spending in metropolitan Phoenix generated an estimated \$991 million in state and local tax revenues.¹
- Hotel rooms in the City of Phoenix generate more than \$160 million in state, county and city tax revenue.³
- The average hotel room in the City of Phoenix generates more than \$6,000 in taxes to the city, county and state.³
- The average hotel room in the City of Phoenix generates 8% more in property taxes than the median Phoenix home, despite being a quarter of the size.³
 - \$1,579 median Phoenix house property taxes per year.
 - \$1,710 average property taxes paid per hotel room in the city.
- In Fiscal Year 2014/2015, hotel taxes generated nearly \$40 million to the city of phoenix, including \$9 million to the city's general fund.³

Meetings Mean Business:

- Economic Productivity: "The Now Economy." Knowledge industry pursued by economic development organizations meet here daily at the Phoenix Convention Center and hotel properties throughout Phoenix.

- In 2015, 250,000 convention attendees met in the Phoenix Convention Center — that’s the equivalent of importing the *entire population* of Buffalo, New York, into downtown Phoenix. All of these business travelers translated into more than *\$350 million* of direct spending.³
- Since the Phoenix Convention Center first expanded with the opening of the West Building in 2006, through March 2016, the facility has hosted 575 meetings and conventions, bringing nearly 2 million visitors to downtown Phoenix, and generating nearly \$2.9 billion in estimated direct expenditures.³
 - Approximately one third of these groups represent the target industries and business sectors that we seek to relocate or expand in Arizona.
- Between 2006 and March 2016, the combined resort/hotel and Phoenix Convention Center meetings, which were booked by visit phoenix and its hotel partners, generated more than \$4.73 billion estimated direct expenditures.³
- According reports from Smith Travel Research, in 2015 group business (groups reserving more than 10 rooms per night) accounted for more than 46% of hotel occupancy in the luxury and upper upscale segments of the greater Phoenix’s hotel market.³
 - Among the country’s 25 largest hotel markets, only two other cities accounted for more group hotel occupancy in these hotel segments last year, Nashville and Orlando.
- Groups that meet in the Phoenix Convention Center contribute nearly \$1 million in estimated direct spending each day.⁴
- The work the visitor industry does to bring meetings and conventions into this state touches so many other industries—the airport, insurance industry, construction industry and many more.
- Nationally, the meetings industry contributes more to national GDP than the air transportation, motion picture, sound recording, performing arts and spectator-sport industries.⁵
- Nationally, meetings support more American jobs than the auto industry.⁵

Sources: ¹ Arizona Office of Tourism; ² Sky Harbor International Airport; ³ Visit Phoenix, ⁴ Phoenix Convention Center, ⁵ Oxford Economics USA