

Domestic Travel and Tourism Report

Page, AZ (City) (📍 show market)

Time Period: Last 12 Months · Home Distance: 50+ Miles

Total Trips

↓ YoY -6.4%

1.0M

vs. 1.1M prev. year (Jun '24 - May '25)

Avg. Monthly Visitors

↓ YoY -4.5%

79.3K

vs. 83.1K prev. year (Jun '24 - May '25)

Visit Nights

↓ YoY -5.6%

1.5M

vs. 1.6M prev. year (Jun '24 - May '25)

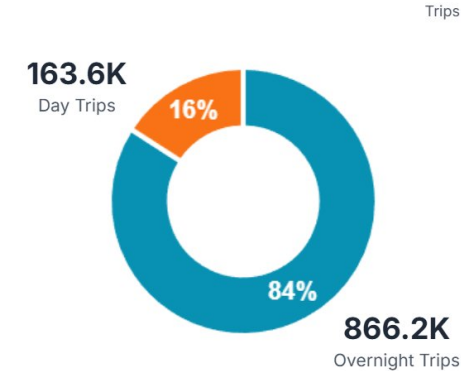
Total Visitor Spend

↓ YoY -3.8%

\$106.9M

vs. \$111.1M down from (Jun '24 - May '25)

Day vs Overnight Trips ⓘ



Top 3 Categories Spend ⓘ

💎

Unlock Visitor Spend Insights

View spending patterns across categories, track out-of-town visitors' spending in your region and find the origins of highest and lowest spending visitors.

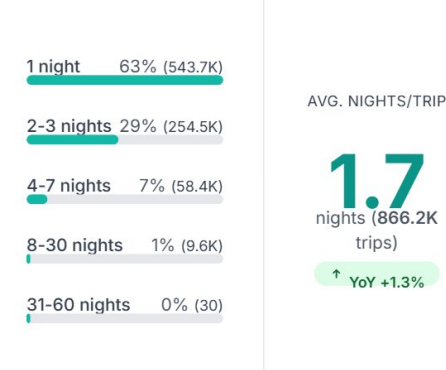
[Learn More](#)

Top Origins ⓘ

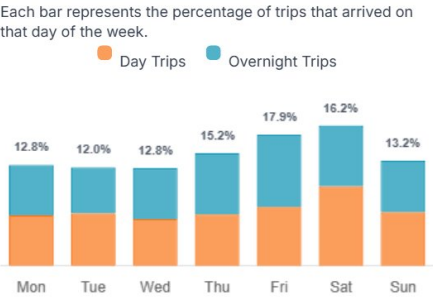
DMA All Trips

1st Phoenix, AZ	235.4K Trips	↓ YoY -7.0%
2nd Salt Lake City, UT	164.8K Trips	↓ YoY -2.6%
3rd Los Angeles, CA	70.0K Trips	↓ YoY -13.6%

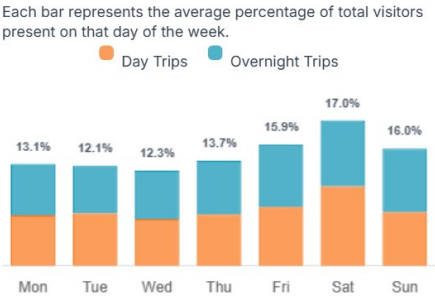
Overnight Trips ⓘ



Day of Arrival ⓘ



Visitors Count ⓘ



Overnight Leakage ⓘ

Estimates lost overnight visitor traffic from day trips preceded or followed by overnight stays in other markets.

135.3K

NIGHTS LOST

↑ YoY +4.7%

8.2%

LEAKAGE RATE

↑ YoY +1.8%

Unlock Visitor Spend to see Estimated Revenue Impact

Spend Metrics ⓘ

💎

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Top State Markets ⓘ

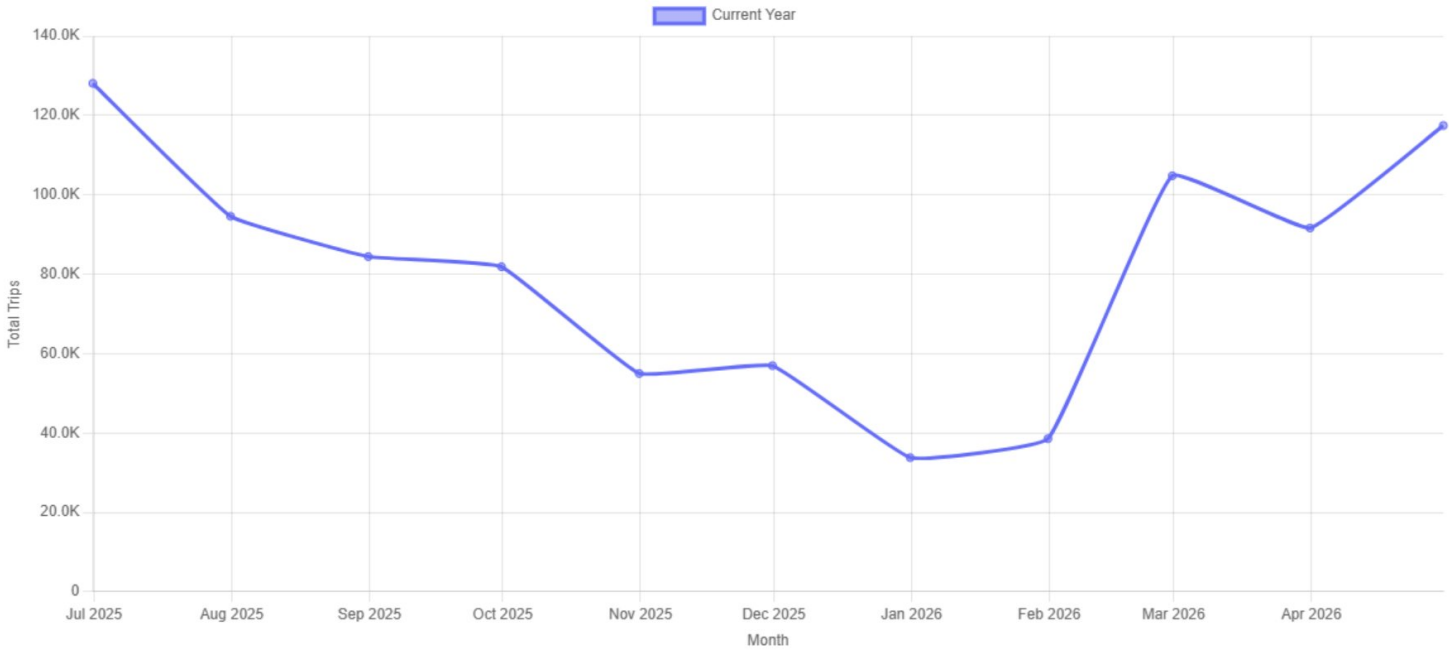
County All Trips

1st Maricopa	32.5M Trips	↑ YoY +0.1%
2nd Coconino	9.7M Trips	↓ YoY -1.6%
3rd Pima	8.1M Trips	↓ YoY -4.2%

Trend Analysis

Visualize metrics over time with flexible intervals

Total Trips · 50+ Miles · Monthly · Line · 2025-06 – 2026-05



Visitor Origins ¹

Your top feeder markets by geography

DMA · Period: Last 12 Months · 50+ Miles · All

Table

Map

ORIGIN	TRIPS	AVG MONTHLY VISITORS	VISIT NIGHTS	AVG DURATION	TOTAL SPEND	AVG SPEND/TRIP	TREND
Phoenix, AZ	257,756	19,593	375,173	1.9 nights	🔒 Locked	🔒 Locked	View
Salt Lake City, UT	168,196	18,221	308,663	2.1 nights	🔒 Locked	🔒 Locked	View
Los Angeles, CA	85,572	7,785	118,396	1.6 nights	🔒 Locked	🔒 Locked	View
Las Vegas, NV	48,456	2,412	58,878	1.4 nights	🔒 Locked	🔒 Locked	View
New York, NY	41,752	3,818	50,845	1.4 nights	🔒 Locked	🔒 Locked	View
San Francisco-Oakland-San Jose, CA	36,651	3,557	47,296	1.4 nights	🔒 Locked	🔒 Locked	View
Albuquerque-Santa Fe, NM	35,123	2,832	46,885	1.9 nights	🔒 Locked	🔒 Locked	View
Denver, CO	19,969	2,116	33,026	1.9 nights	🔒 Locked	🔒 Locked	View
Chicago, IL	17,628	1,795	21,914	1.4 nights	🔒 Locked	🔒 Locked	View

Showing 1 to 9 of 100 results

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1

2

3

4

5

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12

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Top Origin Trend Matrix ¹

Monthly rankings by trips showing market shifts and patterns

CBSA

DMA

Zip Code

All

Day

Overnight

50+ Miles

150+ Miles

<

>

RANK	DEC 25	JAN 26	FEB 26	MAR 26	APR 26	MAY 26
#1	Phoenix, AZ 10.5K	Phoenix, AZ 11.9K	Phoenix, AZ 9.7K	Phoenix, AZ 21.6K	Phoenix, AZ 20.6K	Phoenix, AZ 25.5K
#2	Los Angeles, CA 6.3K	Salt Lake City, UT 4.3K	Salt Lake City, UT 5.4K	Salt Lake City, UT 9.2K	Salt Lake City, UT 8.9K	Salt Lake City, UT 17.6K
#3	Salt Lake City, UT 5.0K	Los Angeles, CA 2.2K	Los Angeles, CA 2.7K	Los Angeles, CA 5.7K	Los Angeles, CA 5.5K	Los Angeles, CA 5.2K
#4	San Francisco-Oakland-San Jose, CA 4.3K	Albuquerque-Santa Fe, NM 2.0K	Las Vegas, NV 2.0K	New York, NY 4.3K	New York, NY 5.0K	Albuquerque-Santa Fe, NM 4.3K
#5	New York, NY 2.2K	Las Vegas, NV 1.6K	Albuquerque-Santa Fe, NM 1.8K	Albuquerque-Santa Fe, NM 3.0K	San Francisco-Oakland-San Jose, CA 4.5K	New York, NY 3.7K

Legend: 📈 Rank improved • 📉 Rank declined • 📊 Upward trend (10%+ increase, same rank) • 📉 Downward trend (10%+ decrease, same rank) • NEW First time in top 5

Category Analysis

View trips, visits, or spend breakdown by category with year-over-year comparison

Table

Chart

Trips · Trip Type: All · Distance: 50+ miles · Last 12 Months (Jun '25 - May '26)

CATEGORY 	TRIPS 	% OF TOTAL 	YOY CHANGE 	TREND
Hotels 	441,204	33.6%	-5.9% 	View
Retail 	367,150	27.9%	-3.2% 	View
Restaurants 	300,578	22.9%	-9.2% 	View
Groceries and Food Stores 	157,554	12.0%	-4.5% 	View
Automotive Sales, Rentals and Services 	37,468	2.9%	+0.1% 	View
Health, Beauty and Wellness 	10,133	0.8%	-18.9% 	View
Recreation & Entertainment 	0	0.0%	N/A	View
Others 	0	0.0%	N/A	View

Time Period: Last 12 Months · Home Distance: 50+ Miles

Visitor Distribution

Breakdown of monthly visitors by type

Total Avg. Monthly Visitors

Average monthly visitors (day + overnight) to your market.

79.3K

Overnight visitors who stayed in your market.

68.1K (85.9%)

Day visitors who stayed overnight in other markets.

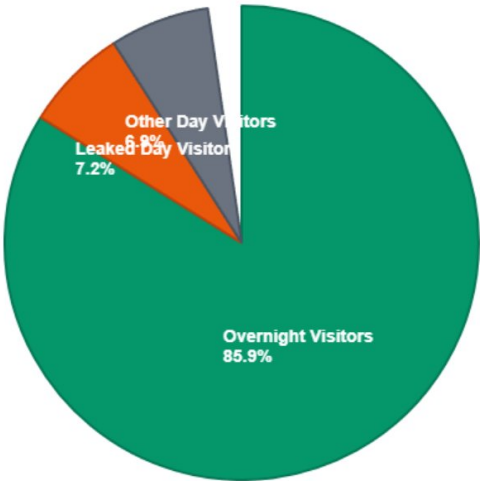
5.7K (7.2%)

Day visitors who didn't stay overnight anywhere.

5.5K (6.9%)

Monthly Visitors

Visit Nights



\$

Min. Estimated Revenue Impact

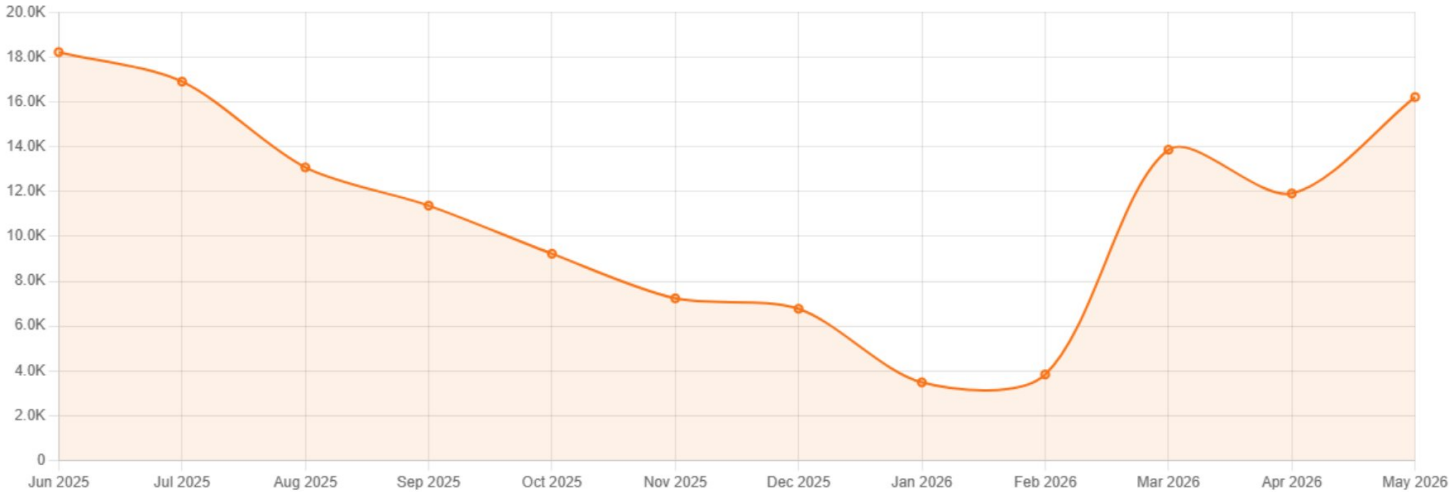
Unlock Visitor Spend to see Estimated Revenue Impact

Leakage Trend Over Time

Track seasonal patterns and conversion impact

Nights Lost

Leakage Rate



Top Leakage Destinations ⓘ

Table

Where are your leaked visitors staying?

Last 12 Months · 50+ Miles · Leakage Nights · Max Distance: 200 Miles

RANK	DESTINATION CITY	STATE	LEAKAGE NIGHTS	YOY ⓘ	% OF TOTAL
1	Kanab	UT	18.2K	↓ 8.2%	21.0%
2	Alton	UT	11.6K	↑ 2.9%	13.5%
3	Flagstaff	AZ	11.5K	↑ 0.7%	13.3%
4	Sedona	AZ	6.1K	↑ 16.6%	7.0%
5	Big Water	UT	6.0K	↑ 33.6%	7.0%
6	Fredonia	AZ	4.2K	↑ 412.4%	4.9%
7	Tusayan	AZ	4.0K	↓ 27.1%	4.7%
8	Rockville	UT	2.2K	↓ 26.4%	2.5%
9	Tuba City	AZ	2.2K	↑ 36.0%	2.5%
10	Village of Oak Creek (Big Park)	AZ	2.1K	↑ 18.9%	2.4%

Showing 1 to 10 of 31 destinations

Last 12 Months · Trip Type: All · Market Type: Cities · Sort By: Trips

Top 10 Cities in Arizona ⓘ

Last 12 Months rankings by selected metric

Time Period

Sort By

Last 12 Months

Trips

RANK	DESTINATION	TRIPS	VISITORS (AVG. MONTHLY)	NIGHTS	AVG. NIGHTS/TRIP
🏆1	Phoenix	14.6M YoY -0.3%	1.1M YoY +8.3%	22.2M YoY -1.3%	2.2 YoY -0.7%
🏆2	Tucson	5.2M YoY -3.7%	360.8K YoY +4.2%	7.4M YoY -4.1%	2.3 YoY -0.3%
🏆3	Scottsdale	5.1M YoY +5.3%	391.7K YoY +15.2%	9.3M YoY +5.0%	2.4 YoY -0.2%
#4	Flagstaff	4.9M YoY +0.3%	368.3K YoY +8.9%	6.8M YoY -2.3%	1.9 YoY -1.5%
#5	Mesa	3.7M YoY +3.9%	259.2K YoY +12.4%	6.1M YoY +0.1%	2.6 YoY -0.9%
#6	Tempe	3.1M YoY +1.3%	226.9K YoY +9.0%	4.4M YoY -1.8%	2.0 YoY -1.1%
#7	Glendale	2.3M YoY +3.8%	172.3K YoY +14.6%	3.0M YoY +0.2%	2.2 YoY -1.5%
#8	Chandler	2.1M YoY -2.6%	153.5K YoY +9.2%	3.7M YoY -0.2%	2.3 YoY -0.4%
#9	Gilbert	1.8M YoY +3.0%	125.8K YoY +11.5%	3.2M YoY +2.3%	2.6 YoY -1.4%
#10	Sedona	1.7M YoY +3.0%	148.3K YoY +12.1%	2.6M YoY +3.7%	2.3 YoY +1.1%
Not in Top 10	Page	1.0M YoY -6.8%	79.3K YoY -4.8%	1.5M YoY -5.7%	1.8 YoY +2.4%

Historical Trend Comparison ⓘ

Multi-year trends for top 10 destinations

Show Metric

Display

Trips

Value

