

Domestic Travel and Tourism Report

Page (City) [show market](#)

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

Total Trips

YoY -5.7%

950.0K

vs. 1.0M prev. year (Aug '24 - Jul '25)

Avg. Monthly Visitors

YoY -3.6%

72.9K

vs. 75.7K prev. year (Aug '24 - Jul '25)

Visit Nights

YoY -8.1%

1.4M

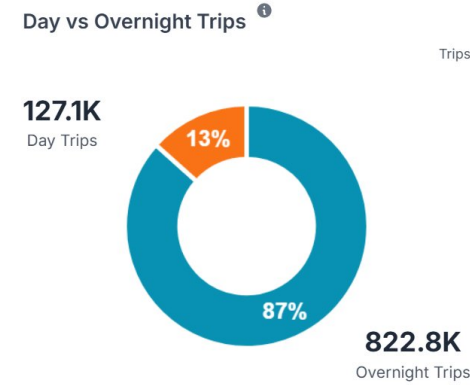
vs. 1.5M prev. year (Aug '24 - Jul '25)

Total Visitor Spend

YoY -4.1%

\$40.8M

vs. \$42.6M down from (Aug '24 - Jul '25)



Top 3 Categories Spend

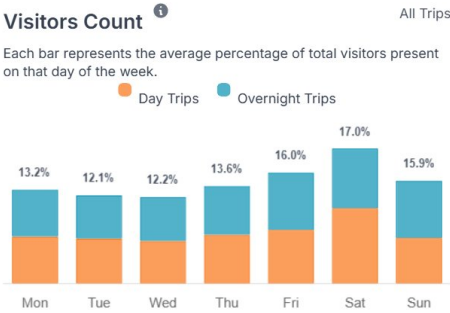
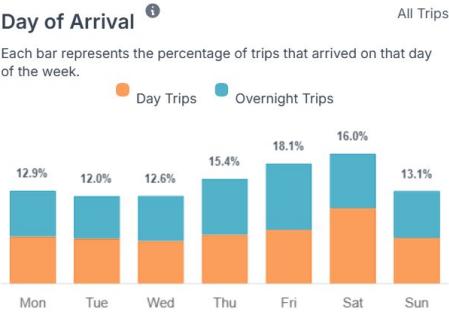
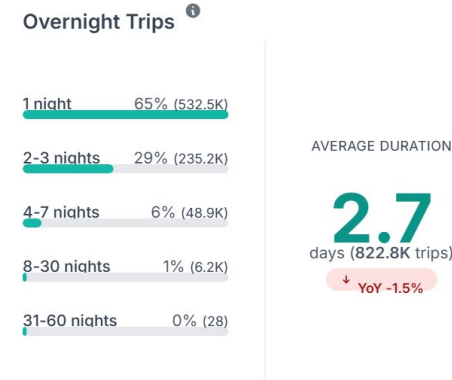
Unlock Visitor Spend Insights

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

1st Phoenix, AZ	218.5K Trips	YoY -8.2%
2nd Salt Lake City, UT	152.8K Trips	YoY -4.2%
3rd Los Angeles, CA	62.7K Trips	YoY -14.4%



Overnight Leakage

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

32.1K NIGHTS LOST

YoY +24.2%

2.3% LEAKAGE RATE

YoY +12.8%

Unlock Visitor Spend to see Estimated Revenue Impact

Spend Metrics

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 State Markets

1st Maricopa	32.6M Trips	YoY +0.6%
2nd Coconino	10.7M Trips	YoY -0.8%
3rd Pima	8.1M Trips	YoY -4.3%

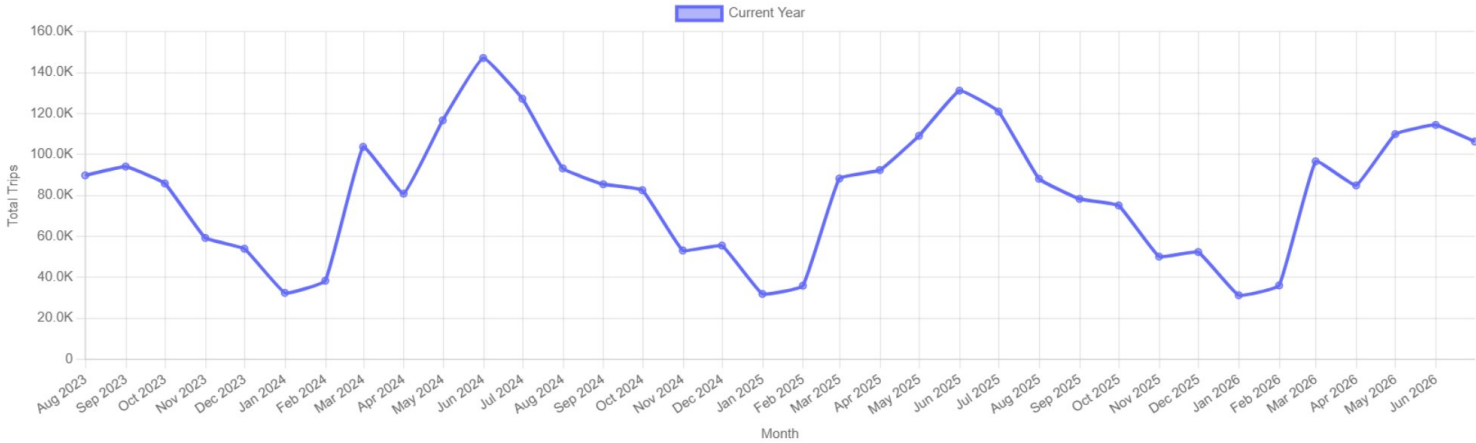
Domestic Travel and Tourism Report

Page (City) ([show market](#))

Trend Analysis

Visualize metrics over time with flexible intervals

Total Trips · 50+ Miles · Monthly · Line · 2023-07 – 2026-07



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	246,057	18,517	358,468	2.9 days	Locked	Locked	View
Salt Lake City, UT	161,572	17,561	291,235	3.0 days	Locked	Locked	View
Los Angeles, CA	81,648	7,453	114,162	2.5 days	Locked	Locked	View
Las Vegas, NV	43,579	2,125	57,318	2.4 days	Locked	Locked	View
New York, NY	39,512	3,676	50,868	2.4 days	Locked	Locked	View
San Francisco-Oakland-San Jose, CA	34,140	3,306	44,845	2.4 days	Locked	Locked	View
Albuquerque-Santa Fe, NM	30,853	2,523	40,353	2.8 days	Locked	Locked	View
Denver, CO	19,022	1,988	31,962	2.9 days	Locked	Locked	View
Tucson (Sierra Vista), AZ	16,913	1,526	26,387	2.7 days	Locked	Locked	View

Showing 1 to 9 of 100 results

<

1

2

3

4

5

...

12

>

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	FEB 26	MAR 26	APR 26	MAY 26	JUN 26	JUL 26
#1	Phoenix, AZ 9.4K	Phoenix, AZ 21.1K	Phoenix, AZ 20.4K	Phoenix, AZ 24.7K	Salt Lake City, UT 26.9K	Salt Lake City, UT 26.4K
#2	Salt Lake City, UT 5.1K	Salt Lake City, UT 8.8K	Salt Lake City, UT 8.7K	Salt Lake City, UT 16.8K	Phoenix, AZ 23.1K	Phoenix, AZ 25.0K
#3	Los Angeles, CA 2.6K	Los Angeles, CA 5.5K	Los Angeles, CA 5.1K	Los Angeles, CA 4.9K	Los Angeles, CA 7.0K	Los Angeles, CA 9.0K
#4	Las Vegas, NV 1.8K	New York, NY 4.3K	New York, NY 4.9K	Albuquerque-Santa Fe, NM 3.8K	New York, NY 3.1K	Las Vegas, NV 3.7K
#5	Albuquerque-Santa Fe, NM 1.7K	Albuquerque-Santa Fe, NM 2.9K	San Francisco-Oakland-San Jose, CA 4.2K	New York, NY 3.6K	Las Vegas, NV 2.9K	Albuquerque-Santa Fe, NM 3.1K

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

Category Analysis i

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 (Aug '25 - Jul '26)

CATEGORY ↑↓	TRIPS ↑↓	% OF TOTAL ↑↓	YOY CHANGE ↑↓	TREND
Hotels i	425,907	36.6%	-5.9% ↓	View
Retail i	316,374	27.2%	-4.0% ↓	View
Restaurants i	257,257	22.1%	-10.9% ↓	View
Groceries and Food Stores i	132,334	11.4%	-5.4% ↓	View
Automotive Sales, Rentals and Services i	32,826	2.8%	+0.4% ↑	View
Recreation & Entertainment i	0	0.0%	N/A	View
Others i	0	0.0%	N/A	View
Health, Beauty and Wellness i	0	0.0%	N/A	View

Domestic Travel and Tourism Report

Page (City) [show market](#)

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

Visitor Distribution

Breakdown of monthly visitors by type

Monthly Visitors

Visit Nights

Total Avg. Monthly Visitors
Average monthly visitors (day + overnight) to your market.



72.9K

Overnight visitors who stayed in your market.



64.8K (88.9%)

Day visitors who stayed overnight in other markets.

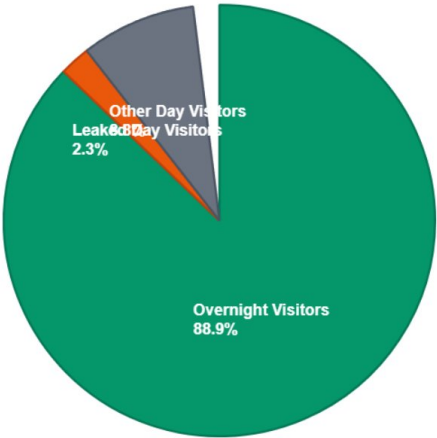


1.7K (2.3%)

Day visitors who didn't stay overnight anywhere.



6.4K (8.8%)



Min. Estimated Revenue Impact

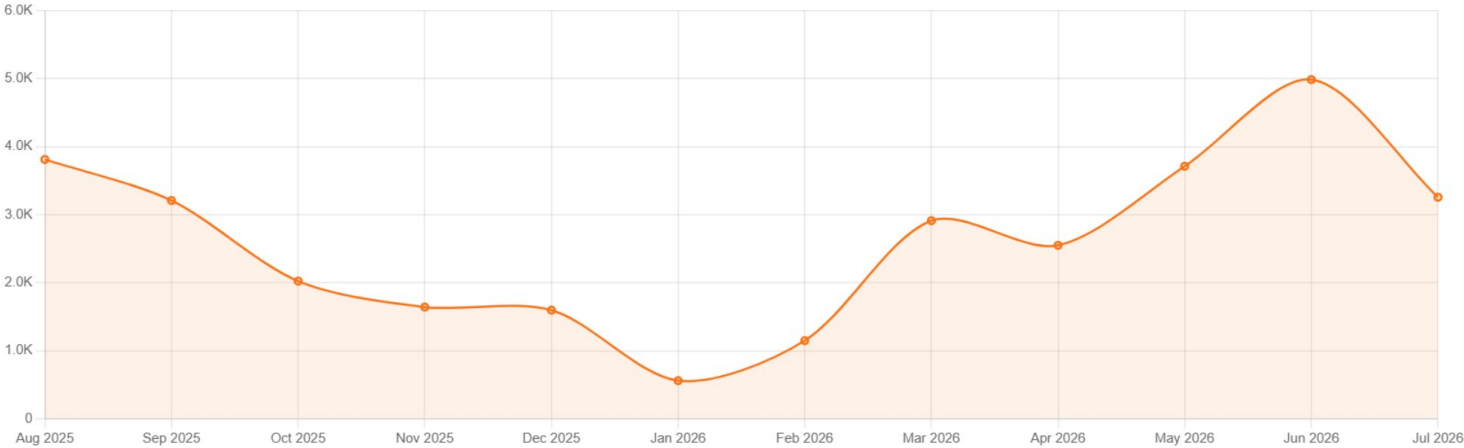
Unlock Visitor Spend to see Estimated Revenue Impact

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	6.7K	↑ 10.8%	22.0%
2	Big Water	UT	3.9K	↑ 8.4%	13.0%
3	Flagstaff	AZ	1.9K	↓ 15.3%	6.4%
4	Fredonia	AZ	1.6K	↓ 38.4%	5.4%
5	Sedona	AZ	1.6K	↑ 33.7%	5.2%
6	Tuba City	AZ	1.1K	↓ 21.3%	3.5%
7	Williams	AZ	1.0K	↑ 2.9%	3.3%
8	Hurricane	UT	853	↑ 5.2%	2.8%
9	Village of Oak Creek (Big Park)	AZ	808	↑ 0.4%	2.7%
10	Phoenix	AZ	759	↑ 65.8%	2.5%

Showing 1 to 10 of 50 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 DAYS
	Phoenix	14.9M YoY +0.5%	844.8K YoY +9.4%	22.6M YoY +0.1%	3.2 YoY -0.3%
	Tucson	5.5M YoY -3.0%	294.9K YoY +5.5%	8.1M YoY -2.5%	3.3 YoY +0.1%
	Scottsdale	5.0M YoY +6.0%	288.8K YoY +16.1%	9.2M YoY +5.9%	3.5 YoY +0.3%
#4	040adf411211289489bf7a7b	4.8M YoY +2.8%	297.8K YoY +11.0%	4.5M YoY +1.8%	2.7 YoY -0.3%
#5	Flagstaff	4.6M YoY -0.5%	265.7K YoY +9.6%	6.4M YoY -2.0%	2.9 YoY -0.6%
#6	29656faa958c01e29bd532e9	4.1M YoY +4.5%	239.2K YoY +14.1%	8.1M YoY +3.5%	3.7 YoY +0.2%
#7	Mesa	3.9M YoY +4.1%	216.5K YoY +12.6%	6.5M YoY +1.8%	3.6 YoY -0.2%
#8	2d94637b2a42b315224bc967	3.5M YoY +5.9%	192.7K YoY +15.0%	5.5M YoY +3.5%	3.5 YoY -0.3%
#9	Tempe	3.1M YoY +1.8%	186.1K YoY +9.8%	4.4M YoY -0.2%	3.0 YoY -0.5%
#10	59bc3947f796276c057d9223	2.9M YoY +6.0%	202.3K YoY +15.2%	4.9M YoY +7.3%	3.1 YoY +0.6%
Not in Top 10	Page	950.0K YoY +7.6%	72.9K YoY +0.5%	1.4M YoY +7.6%	2.7 YoY +0.1%

Historical Trend Comparison

Multi-year trends for top 10 destinations

Show Metric

Display

Trips

Value

