

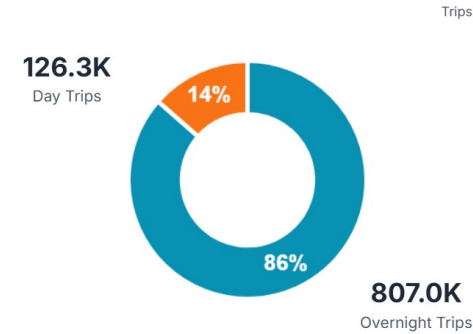
Domestic Travel and Tourism Report

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



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.

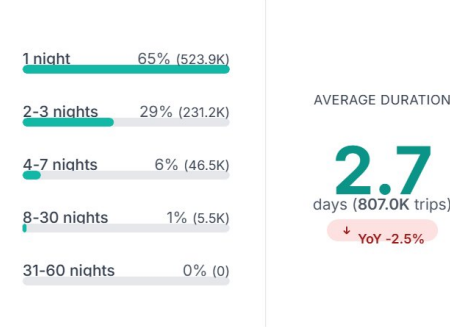
Learn More

Top Origins

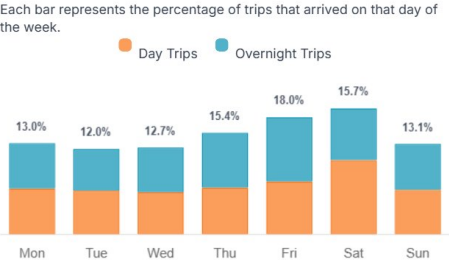
DMA All Trips

1st	Phoenix, AZ	216.1K Trips	YoY -8.6%
2nd	Salt Lake City, UT	147.3K Trips	YoY -7.5%
3rd	Los Angeles, CA	60.4K Trips	YoY -15.6%

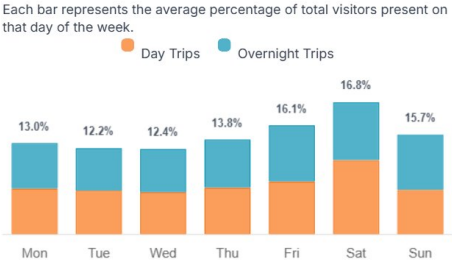
Overnight Trips



Day of Arrival

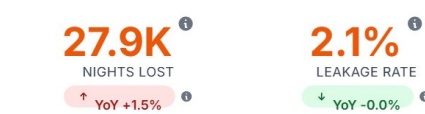


Visitors Count



Overnight Leakage

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



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

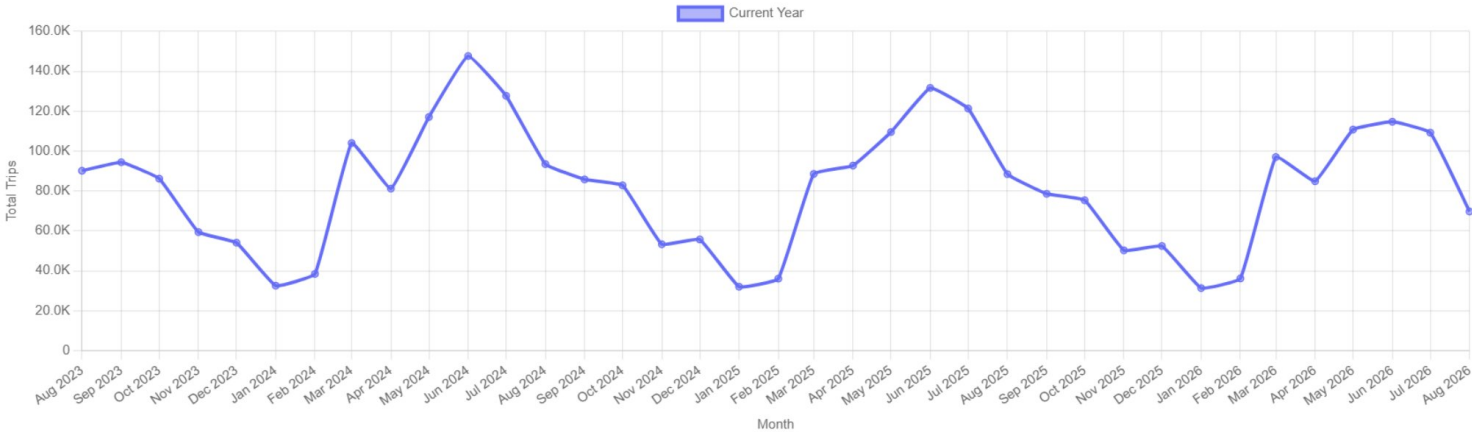
County All Trips

1st	Maricopa	32.6M Trips	YoY +0.8%
2nd	Coconino	10.5M Trips	YoY -1.6%
3rd	Pima	8.0M Trips	YoY -4.5%

Trend Analysis ⁱ

Visualize metrics over time with flexible intervals

Total Trips · 50+ Miles · Monthly · Line · 2023-08 – 2026-08



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Visitor Origins [📄]

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	246,092	18,521	358,367	2.9 days	🔒 Locked	🔒 Locked	📄 View
Salt Lake City, UT	161,443	17,532	291,043	3.0 days	🔒 Locked	🔒 Locked	📄 View
Los Angeles, CA	81,537	7,453	114,294	2.5 days	🔒 Locked	🔒 Locked	📄 View
Las Vegas, NV	43,541	2,116	56,967	2.4 days	🔒 Locked	🔒 Locked	📄 View
New York, NY	39,623	3,684	51,133	2.4 days	🔒 Locked	🔒 Locked	📄 View
San Francisco-Oakland-San Jose, CA	34,238	3,301	45,028	2.4 days	🔒 Locked	🔒 Locked	📄 View
Albuquerque-Santa Fe, NM	30,781	2,519	40,439	2.8 days	🔒 Locked	🔒 Locked	📄 View
Denver, CO	18,997	1,981	31,809	2.9 days	🔒 Locked	🔒 Locked	📄 View
Tucson (Sierra Vista), AZ	17,100	1,545	26,644	2.7 days	🔒 Locked	🔒 Locked	📄 View

Showing 1 to 9 of 100 results

<

1

2

3

4

5

...

12

>

Top Origin Trend Matrix [📄]

Monthly rankings by trips showing market shifts and patterns

CBSA

DMA

Zip Code

All

Day

Overnight

50+ Miles

150+ Miles

<

>

RANK	MAR 26	APR 26	MAY 26	JUN 26	JUL 26	AUG 26
#1	Phoenix, AZ 21.1K	Phoenix, AZ 20.0K	Phoenix, AZ 24.9K 📈	Salt Lake City, UT 26.9K 📈↑1	Salt Lake City, UT 26.8K	Phoenix, AZ 18.2K 📈↑1
#2	Salt Lake City, UT 8.8K	Salt Lake City, UT 8.7K	Salt Lake City, UT 16.8K 📈	Phoenix, AZ 23.2K 📉↓1	Phoenix, AZ 25.4K	Salt Lake City, UT 14.8K 📉↓1
#3	Los Angeles, CA 5.4K	Los Angeles, CA 5.1K	Los Angeles, CA 4.9K	Los Angeles, CA 7.0K 📈	Los Angeles, CA 9.2K 📈	Los Angeles, CA 4.9K 📉
#4	New York, NY 4.3K	New York, NY 4.9K 📈	Albuquerque-Santa Fe, NM 3.9K NEW	New York, NY 3.1K 📈↑1	Las Vegas, NV 3.6K 📈↑1	New York, NY 3.6K 📈↑1
#5	Albuquerque-Santa Fe, NM 2.9K	San Francisco-Oakland-San Jose, CA 4.2K NEW	New York, NY 3.6K 📉↓1	Las Vegas, NV 2.9K NEW	New York, NY 3.1K 📉↓1	Las Vegas, NV 2.1K 📉↓1

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

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Category Analysis [ⓘ]

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

Visits · Trip Type: All · Distance: 50+ miles · Last 12 Months (Sep '25 - Aug '26)

CATEGORY ^{↑↓}	VISITS ^{↑↓}	% OF TOTAL ^{↑↓}	YOY CHANGE ^{↑↓}	TREND
Hotels [ⓘ]	584,349	37.3%	-8.5% ↓	View
Retail [ⓘ]	420,506	26.8%	-4.8% ↓	View
Restaurants [ⓘ]	319,817	20.4%	-13.8% ↓	View
Groceries and Food Stores [ⓘ]	152,691	9.7%	-7.3% ↓	View
Automotive Sales, Rentals and Services [ⓘ]	37,954	2.4%	+0.5% ↑	View
Recreation & Entertainment [ⓘ]	23,712	1.5%	+71% ↑	View
Others [ⓘ]	19,033	1.2%	-0.5% ↓	View
Health, Beauty and Wellness [ⓘ]	9,634	0.6%	-25.0% ↓	View

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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.



71.6K

Overnight visitors who stayed in your market.



63.7K (88.9%)

Day visitors who stayed overnight in other markets.



1.7K (2.3%)

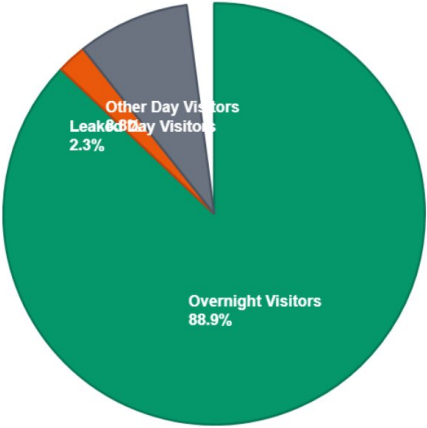
Day visitors who didn't stay overnight anywhere.



6.3K (8.8%)

Monthly Visitors

Visit Nights



Min. Estimated Revenue Impact

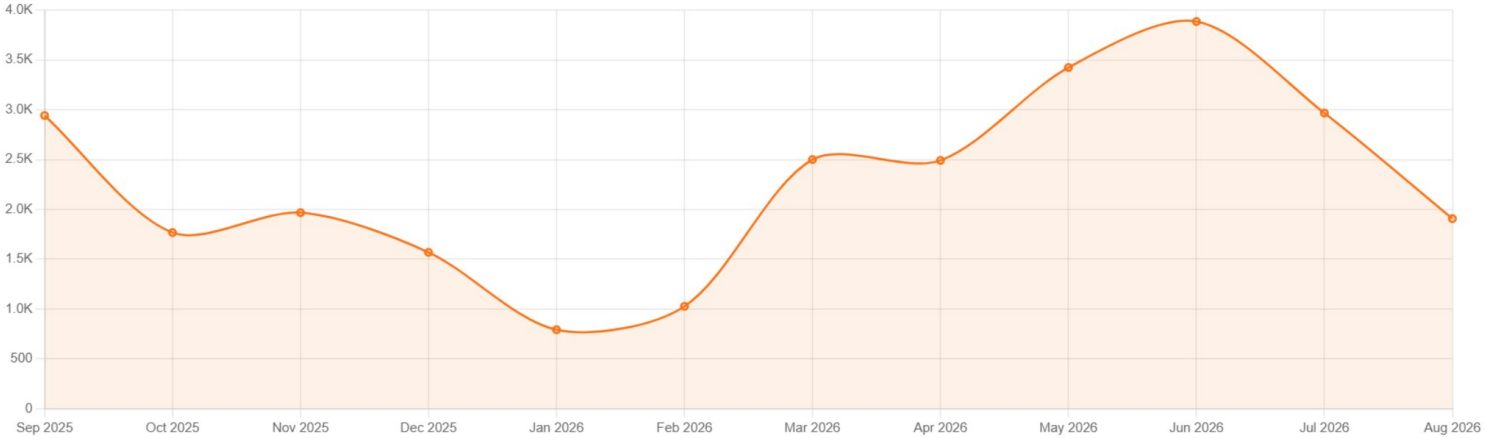
Unlock Visitor Spend to see Estimated Revenue Impact

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	Big Water	UT	3.4K	↓ 10.7%	12.6%
2	Kanab	UT	2.5K	↓ 30.8%	9.6%
3	Sedona	AZ	2.5K	↑ 47.4%	9.3%
4	Phoenix	AZ	1.9K	↑ 24.8%	7.0%
5	Flagstaff	AZ	1.3K	↓ 26.5%	4.8%
6	Tusayan	AZ	1.1K	↓ 24.0%	4.2%
7	Williams	AZ	1.1K	↑ 27.2%	4.1%
8	Hurricane	UT	1.0K	↓ 4.0%	3.9%
9	Village of Oak Creek (Big Park)	AZ	903	↑ 34.2%	3.4%
10	Fredonia	AZ	841	↓ 75.2%	3.2%

Showing 1 to 10 of 50 destinations

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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
1	Phoenix	15.0M YoY +1.6%	843.7K YoY +10.3%	22.7M YoY +1.6%	3.2 YoY +0.2%
2	Tucson	5.4M YoY -3.4%	293.7K YoY +5.3%	8.3M YoY -0.6%	3.4 YoY +1.6%
3	Scottsdale	5.0M YoY +6.4%	287.9K YoY +16.4%	9.2M YoY +6.3%	3.4 YoY +0.2%
#4	Flagstaff	4.6M YoY -0.6%	259.9K YoY +9.4%	6.5M YoY +0.5%	3.0 YoY +1.5%
#5	Mesa	3.9M YoY +3.8%	214.3K YoY +12.2%	6.5M YoY +2.1%	3.6 YoY -0.0%
#6	Tempe	3.1M YoY +2.5%	185.9K YoY +10.5%	4.5M YoY +1.9%	3.0 YoY +0.7%
#7	Glendale	2.5M YoY -0.3%	142.2K YoY +6.7%	3.3M YoY -0.6%	3.3 YoY +1.4%
#8	Chandler	2.2M YoY -0.5%	121.5K YoY +10.4%	3.7M YoY +2.1%	3.3 YoY +0.2%
#9	Sedona	1.9M YoY +1.2%	119.6K YoY +10.7%	3.1M YoY +3.8%	3.4 YoY +1.2%
#10	Gilbert	1.8M YoY +3.8%	101.2K YoY +12.5%	3.4M YoY +4.1%	3.6 YoY -0.1%
Not in Top 10	Page	933.4K YoY -6.9%	71.6K YoY -4.8%	1.3M YoY -10.6%	2.7 YoY -2.5%

Historical Trend Comparison

Multi-year trends for top 10 destinations

Show Metric

Display

Trips

Value

