

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.

- \$1,180 is the amount of tax burden is lessened for every Arizona household thanks to visitor spending.¹
- In 2015, 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 22 million visitors travel to metropolitan Phoenix each year.¹
- Visitors to metropolitan Phoenix spend on average more than \$37 million per day in the region.¹
- The Phoenix-metro area has more than 62,800 hotel rooms at more than 450 hotels and resorts.⁵

What Visitors Mean to the City of Phoenix

- City of Phoenix has more than 27,000 hotel rooms at more than 150 hotels and resorts.⁵
- 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 2015 visitor spending in metropolitan Phoenix generated an estimated \$1.1 billion 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 2015/2016, hotel taxes generated nearly \$42.7 million to the city of phoenix, including \$9.6 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
- 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.

Sources: ¹ Arizona Office of Tourism; ² Sky Harbor International Airport; ³ Visit Phoenix, ⁴ Phoenix Convention Center, STR⁵