



Travel USA Visitor Profile



2024

Introduction

- Longwoods International began tracking domestic American travelers in 1985 and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Scottsdale’s domestic tourism business in 2024.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Scottsdale, the following sample was achieved in 2024:



Overnight Base Size

940



Day Base Size

249

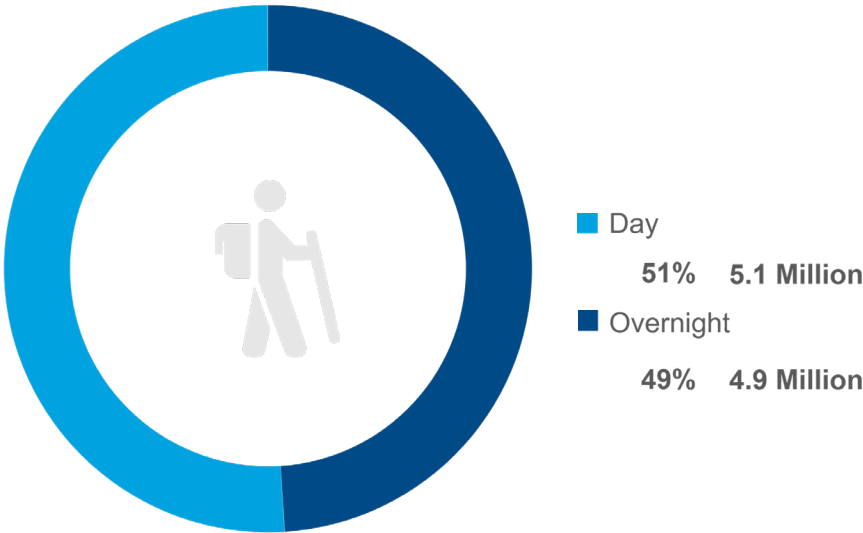
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Scottsdale 2024 Domestic Travel Market

Total Person-Trips

10.0 Million

+2.4% vs. last year

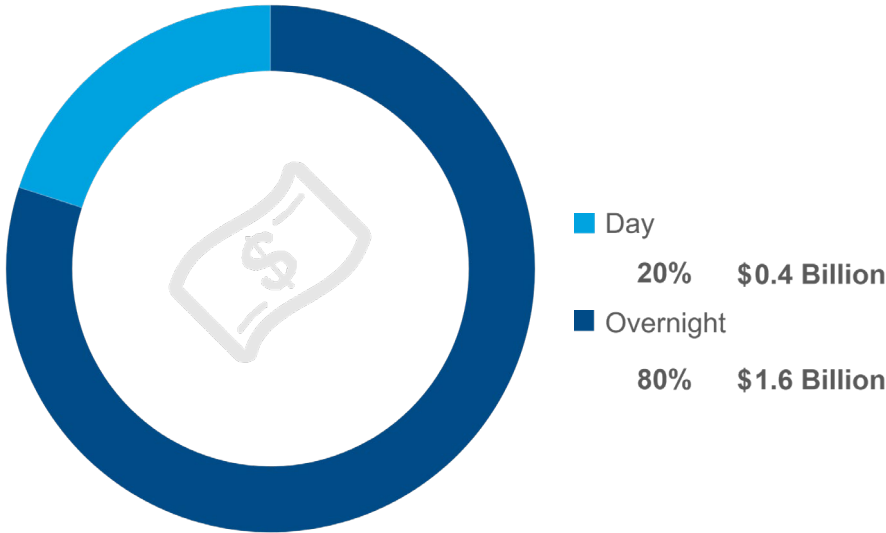


Total Expenditures for Scottsdale 2024 Domestic Travel Market

Total Spending

\$ 2.0 Billion

+2.3% vs. last year



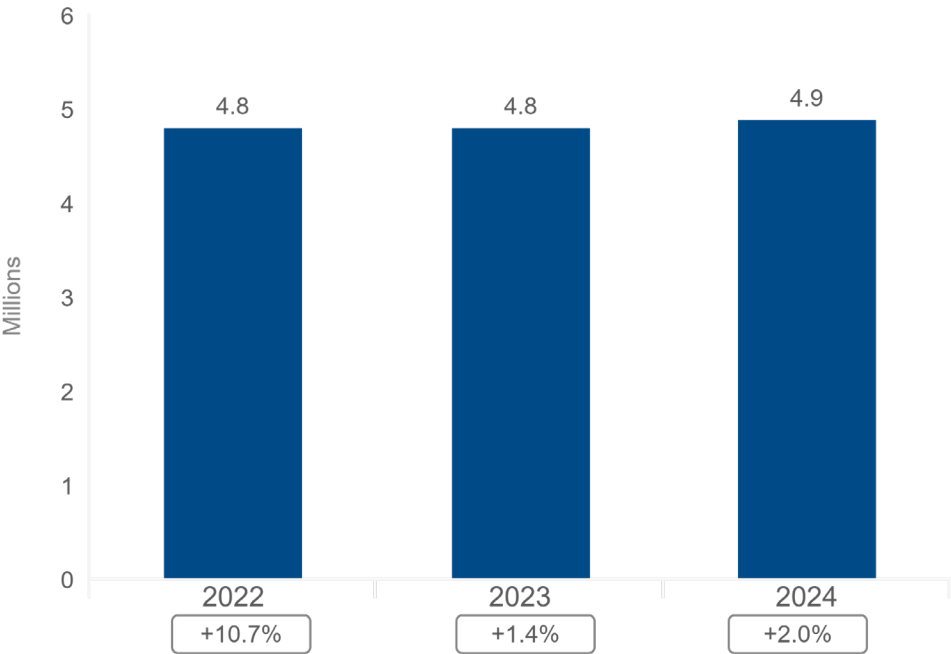


Travel USA Visitor Profile

Overnight Visitation



Overnight Trips to Scottsdale



Past Visitation to Scottsdale

80%

of overnight travelers to Scottsdale are repeat visitors

59%

of overnight travelers to Scottsdale had visited before in the past 12 months

Total Spending

\$ 1.587 Billion

+1.6% vs. last year



Lodging	45%	\$713 Million
Transportation at Destination	11%	\$167 Million
Restaurant Food & Beverage	23%	\$357 Million
Retail Purchase	12%	\$185 Million
Recreation/Entertainment	10%	\$165 Million

vs. last year

-1.6%

+3.7%

+5.6%

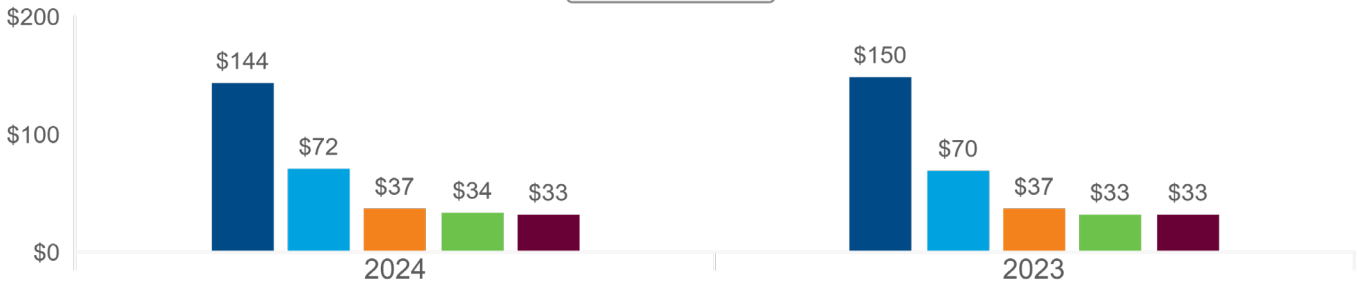
+4.1%

+3.1%

Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector

Average Per Person Per Trip: \$321

Last year: \$322



Average Per Person
Per Trip:

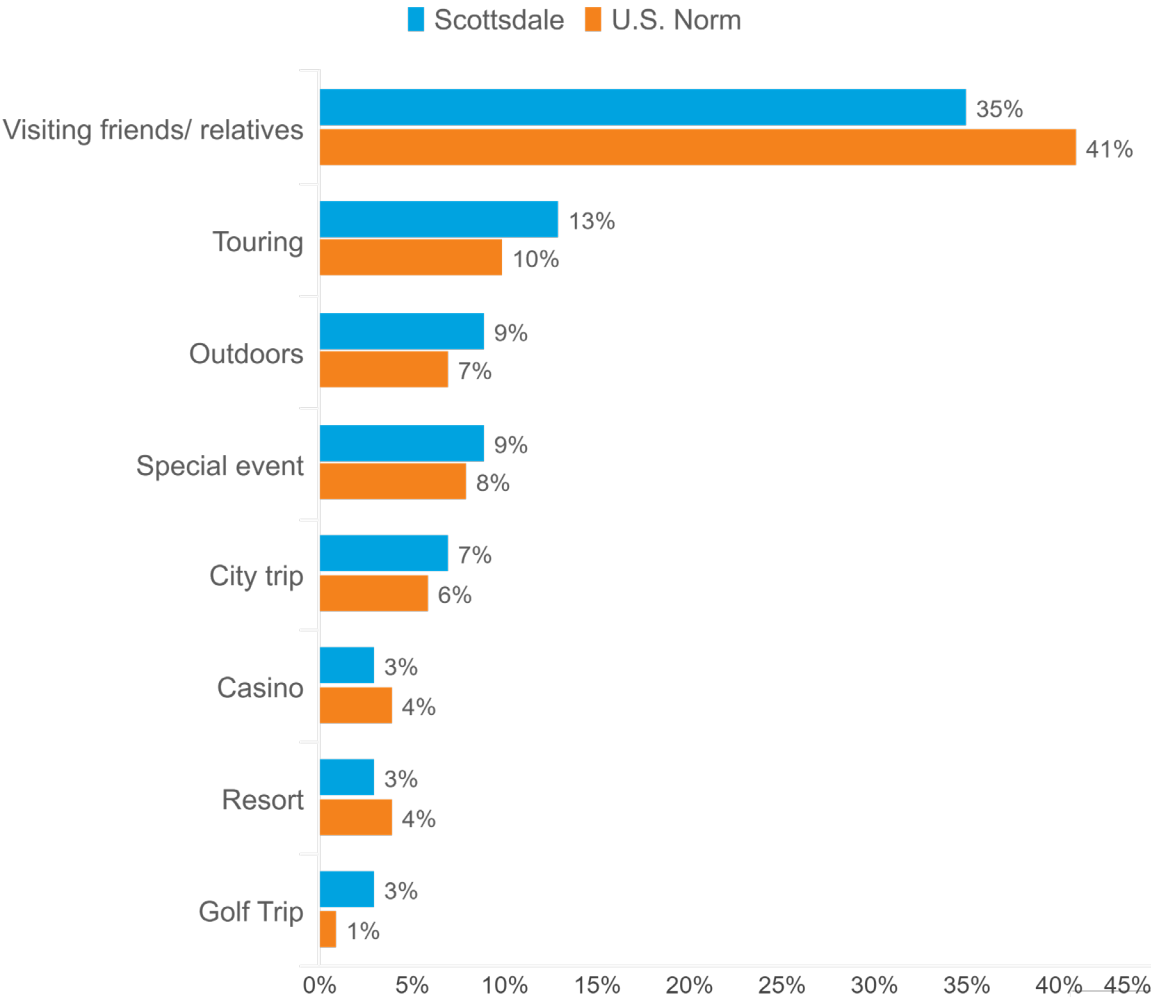
Leisure \$313

Lodging Restaurant food & beverage Retail Purchase Transportation at Destination
Recreation/ Sightseeing/ Entertainment

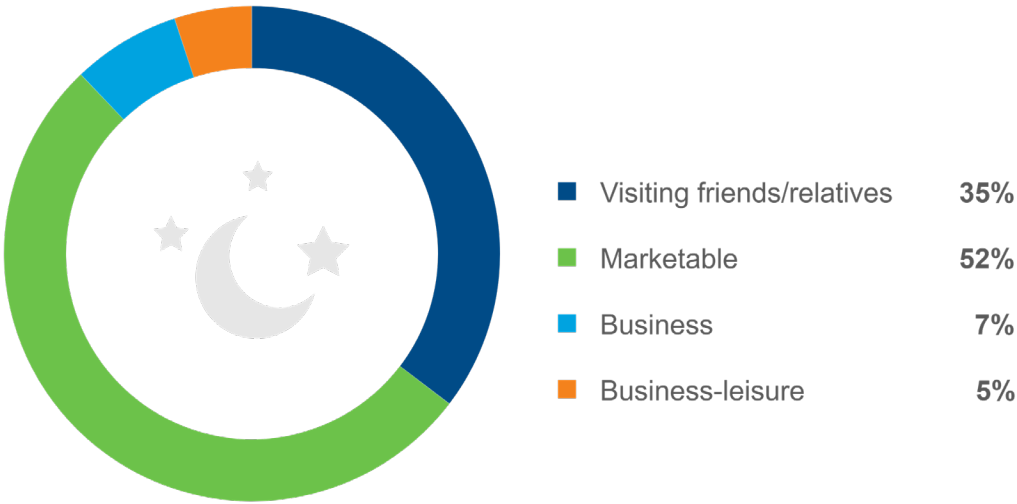
Main Purpose of Trip

	2024
Visiting friends/ relatives	35%
Touring	13%
Outdoors	9%
Special event	9%
City trip	7%
Business-Leisure	5%
Other business trip	5%
Casino	3%
Resort	3%
Golf Trip	3%
Conference/ Convention	3%
Theme park	2%
Cruise	1%
Ski/Snowboarding	1%

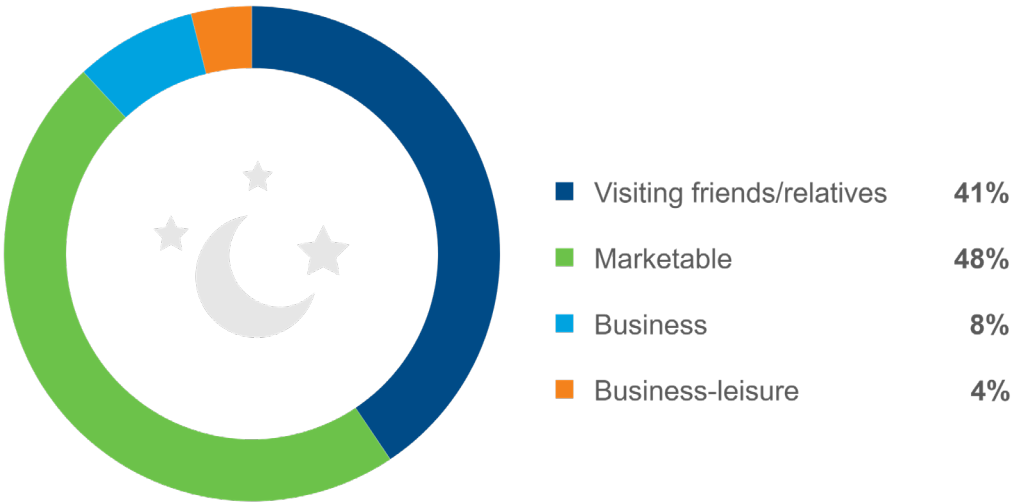
Main Purpose of Leisure Trip (Top 8)

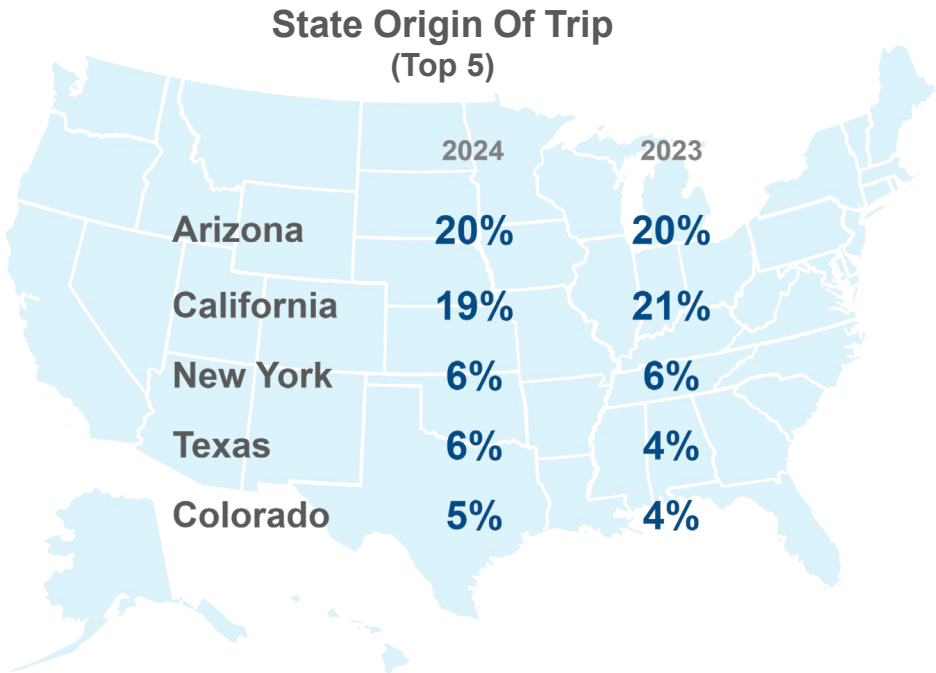


2024 Scottsdale Overnight Trips



2024 U.S. Overnight Trips

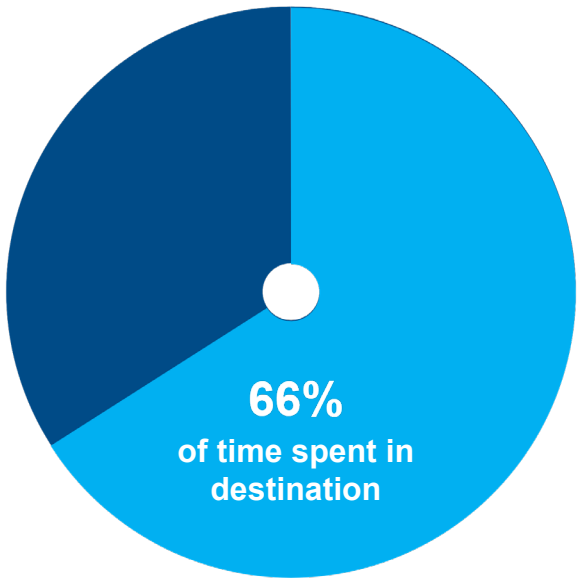




Season of Trip
Total Overnight Person-Trips

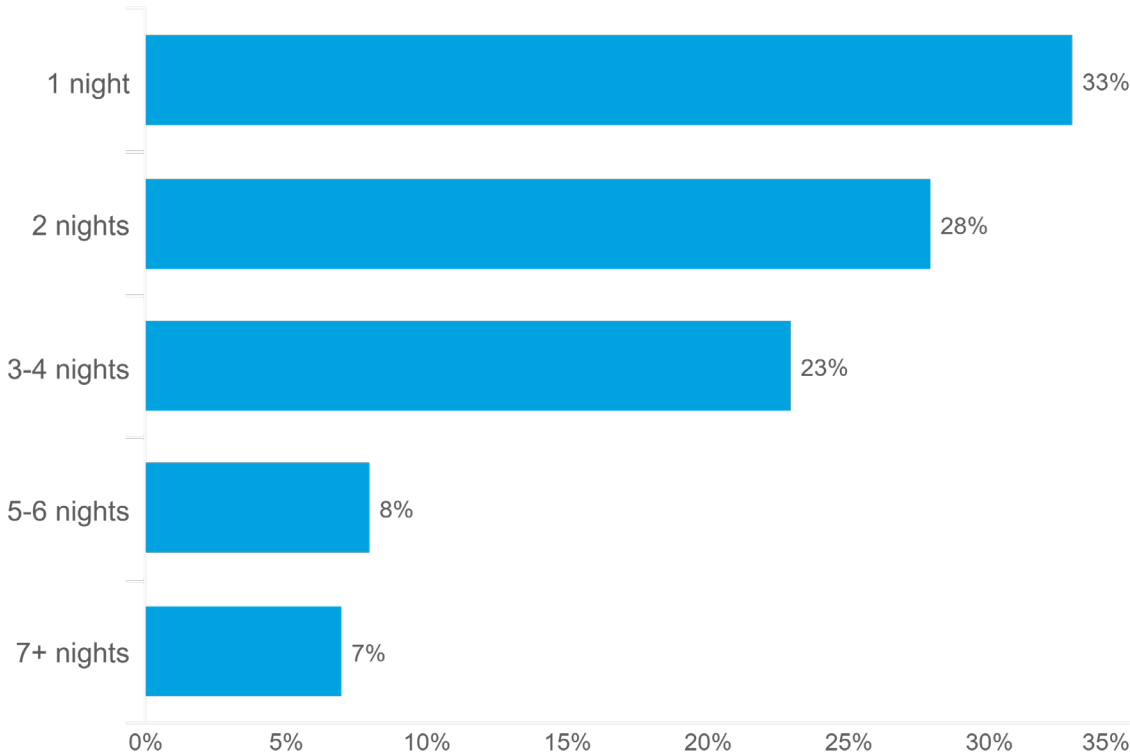
DMA Origin Of Trip (Top 8)		
	2024	2023
Phoenix, AZ	16%	16%
Los Angeles, CA	14%	14%
New York, NY	6%	7%
Denver, CO	5%	3%
Chicago, IL	4%	4%
Tucson (Nogales), AZ	4%	3%
Dallas-Ft. Worth, TX	3%	2%
Seattle-Tacoma, WA	3%	2%

Total Nights Away on Trip



Of the nights
spent in the
destination

Nights Spent in Scottsdale



Scottsdale
4.4
Average Nights

U.S. Norm
3.7
Average Nights

Average number
of nights
2.9

Average last
year
3.0

Size of Travel Party

■ Adults ■ Children

*Children is based on age, anyone under the age of 18

Scottsdale



Total 2.9

Average number of people

U.S. Norm



Total 2.8

Average number of people



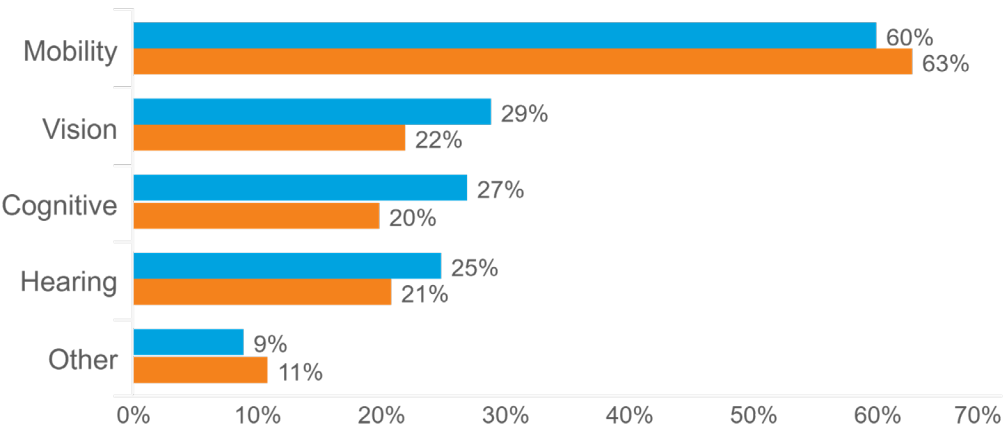
26% of travel parties had a travel party member that required accessibility services

U.S. Norm: 18%

Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party

■ Scottsdale ■ U.S. Norm





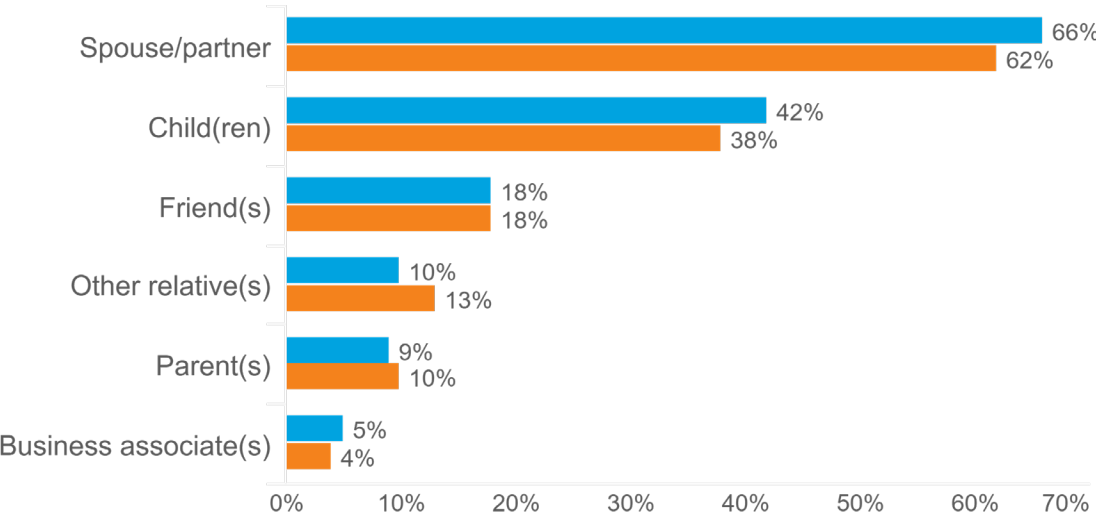
22% of trips only had one person in the travel party

U.S. Norm: **26%**

Composition of Immediate Travel Party

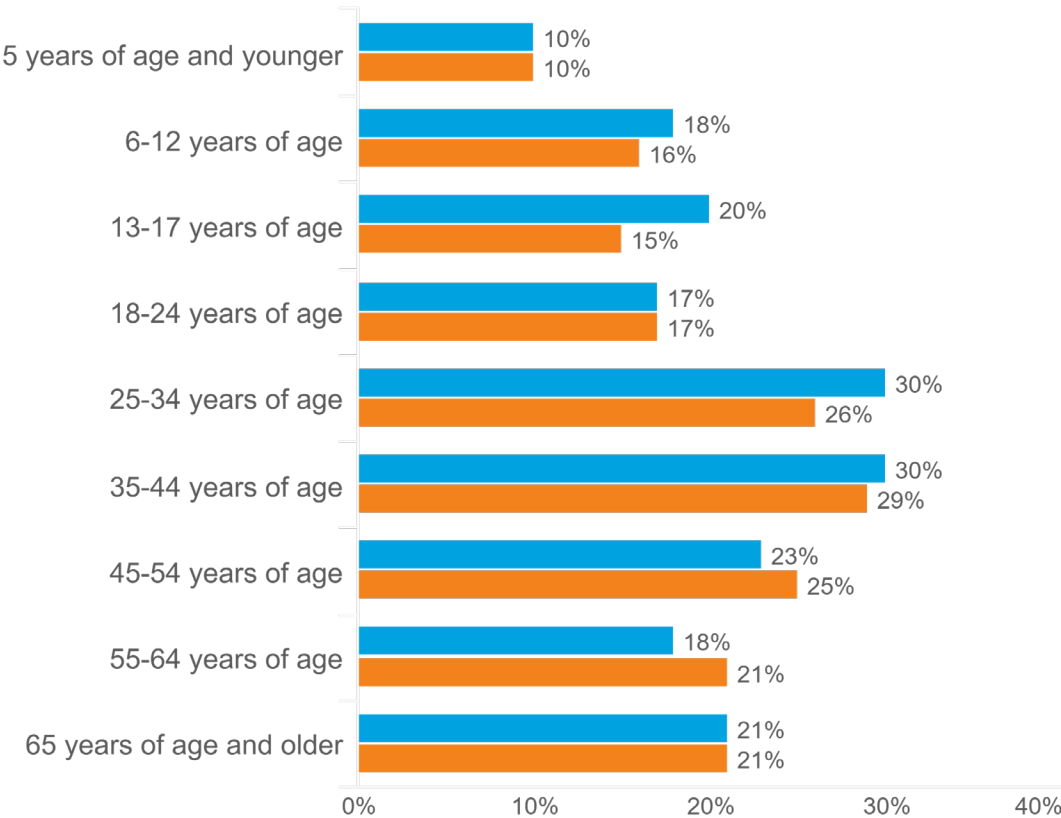
Base: 2024 Overnight Person-Trips that included more than one person
*Child(ren) is based on the relationship to the respondent

■ Scottsdale ■ U.S. Norm



Travel Party Age

■ Scottsdale ■ U.S. Norm



Transportation Used to Get to Destination

56% used their own car/truck to get to their destination

Previous year: **57%**

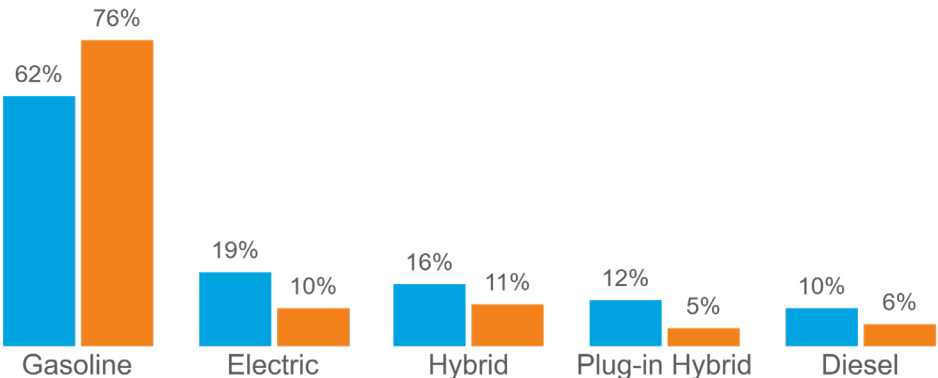
19% used a rental car to get to their destination

Previous year: **18%**



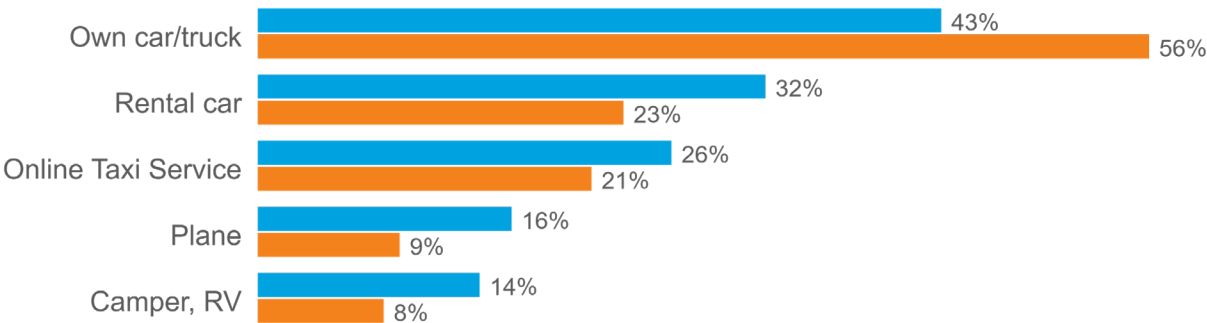
Type of Vehicle Used to Get to Destination

■ Scottsdale ■ U.S. Norm

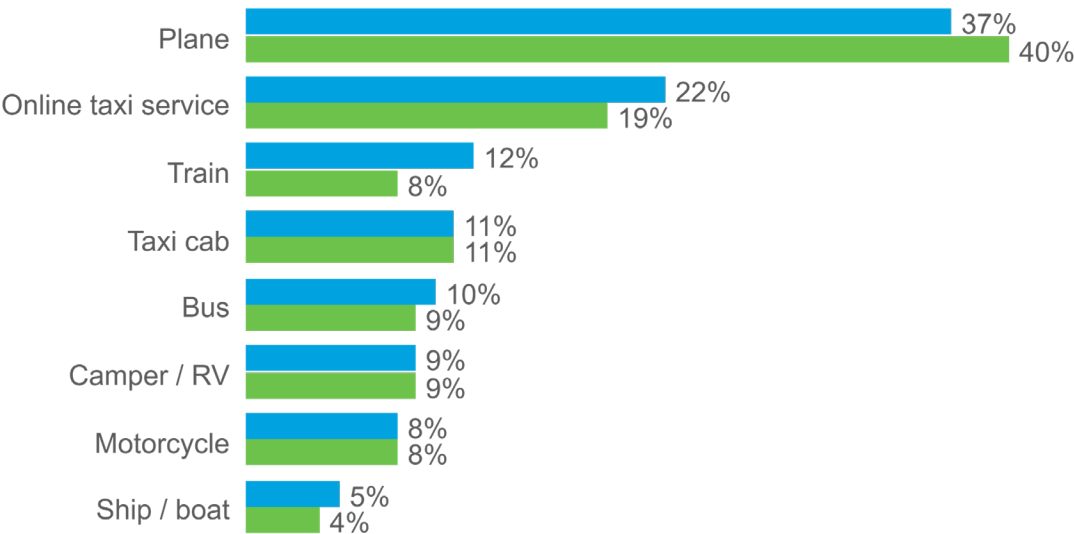


Transportation Used Within Destination (Top 5)

■ Scottsdale ■ U.S. Norm



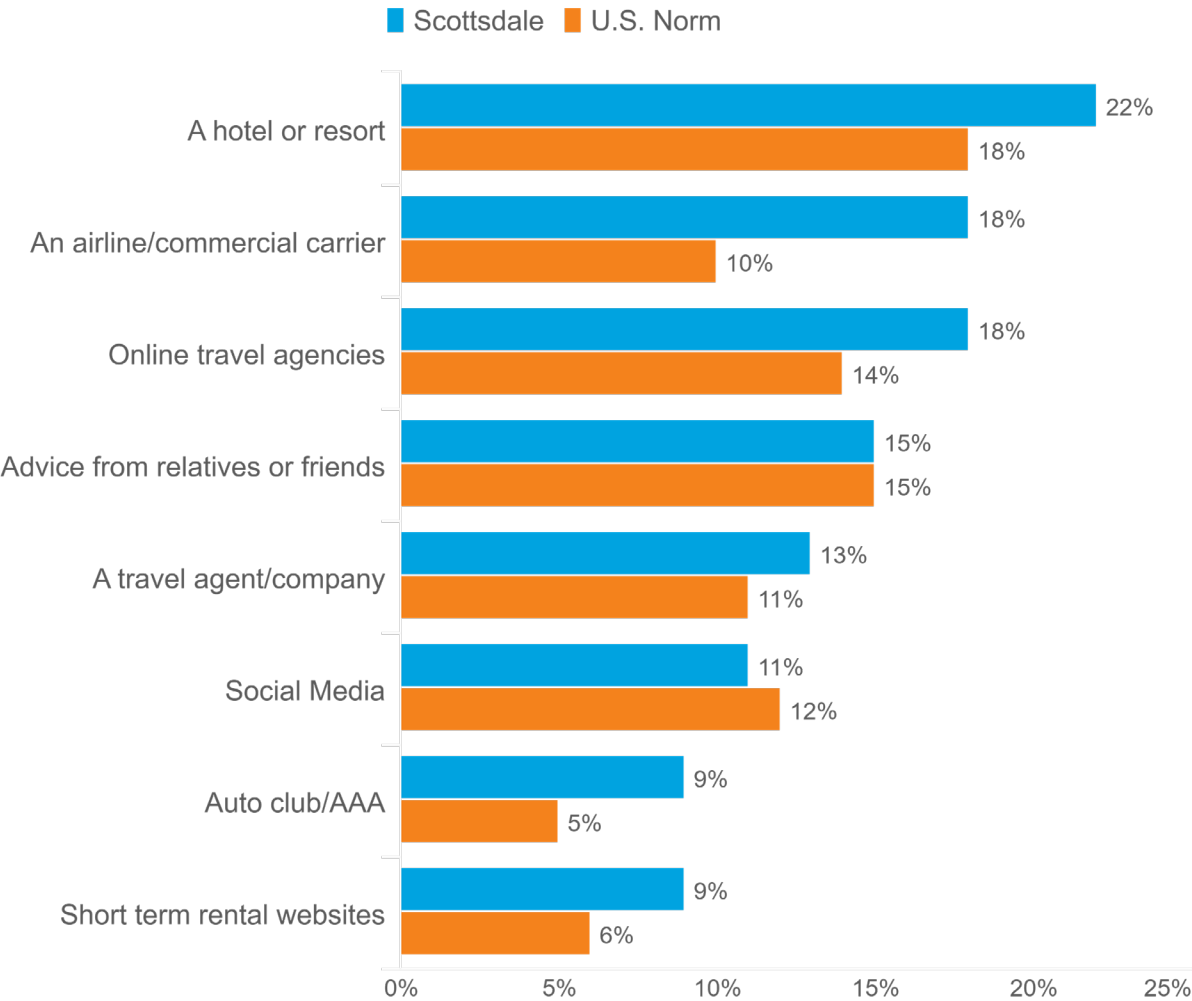
■ 2024 ■ 2023



Length of Trip Planning

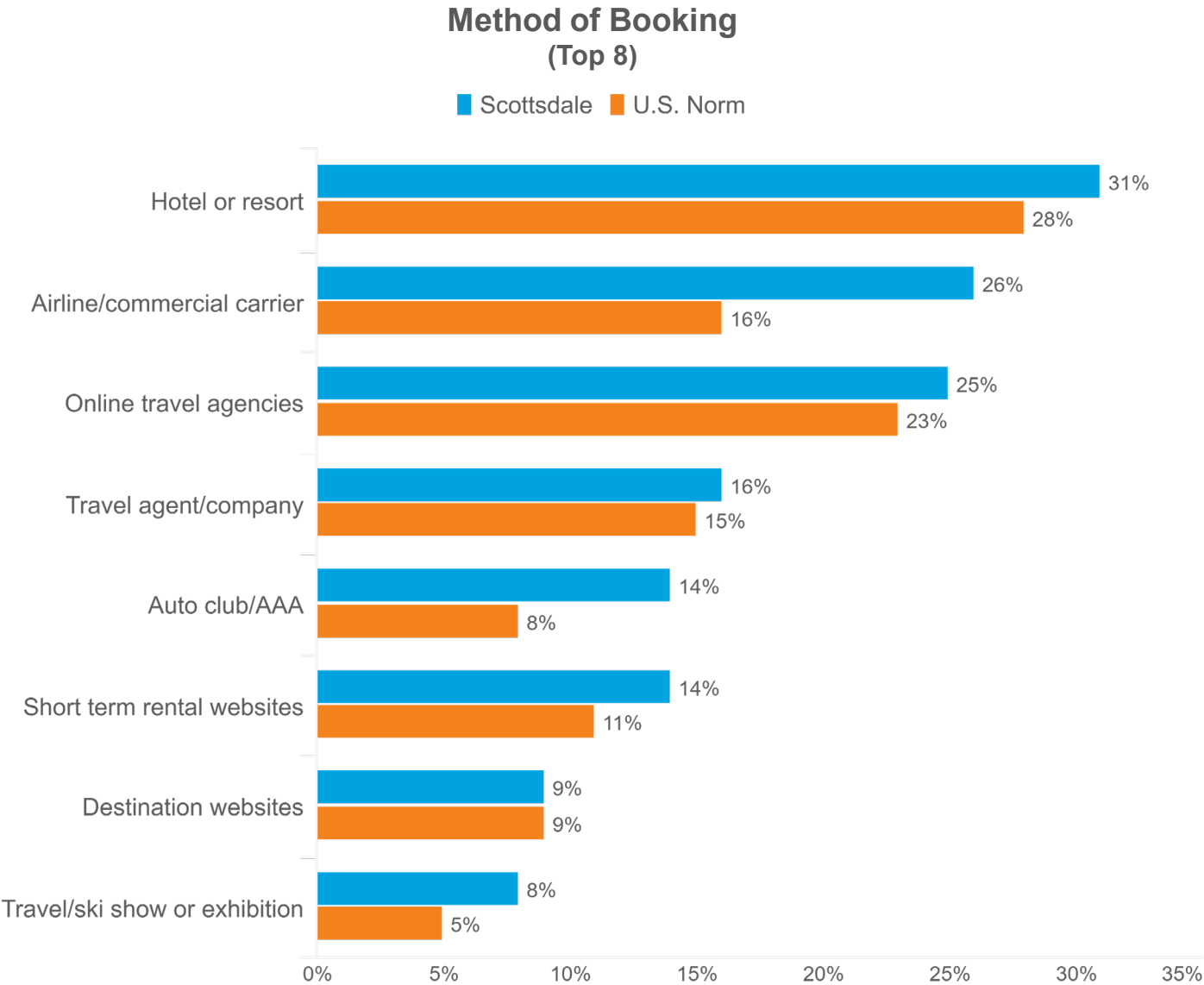
	Scottsdale	U.S. Norm
1 month or less	25%	32%
2 months	21%	17%
3-5 months	25%	18%
6-12 months	16%	14%
More than 1 year in advance	5%	4%
Did not plan anything in advance	8%	14%

Trip Planning Information Sources (Top 8)










Scottsdale's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

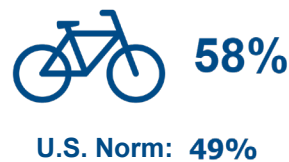


Accommodations (Top 7)

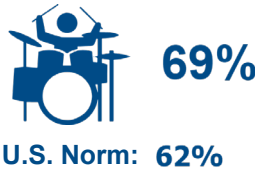
		2024	2023
	Hotel	39%	44%
	Resort hotel	16%	20%
	Home of friends / relatives	15%	20%
	Bed & breakfast	12%	10%
	Motel	12%	13%
	Rented home / condo / apartment	12%	13%
	Campground / RV park	9%	8%

Activity Groupings

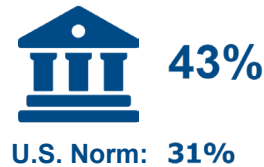
Outdoor Activities



Entertainment Activities



Cultural Activities



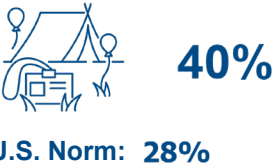
Sporting Activities











Business Activities



Other Activities



Activities and Experiences
(Top 10)

	Scottsdale	U.S. Norm
 Shopping	29%	26%
 Sightseeing	21%	20%
 Attending celebration	20%	14%
 Bar/nightclub	19%	16%
 Landmark/historic site	15%	13%
 Swimming	15%	14%
 Casino	14%	12%
 Museum	13%	12%
 Hiking/backpacking	12%	8%
 Winery/brewery/distillery tour	12%	8%

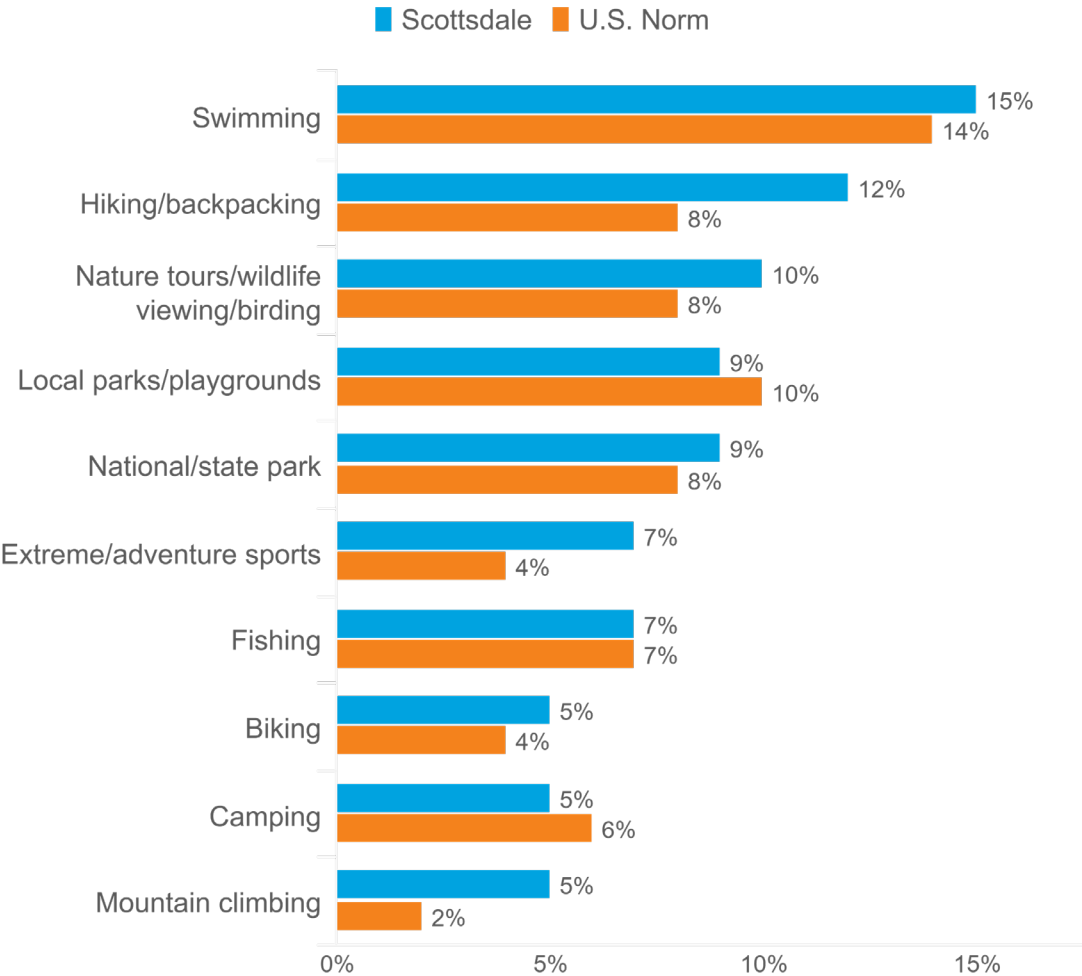


Outdoor Activities

Scottsdale
58%

U.S. Norm
49%

Outdoor Activities
(Top 10)



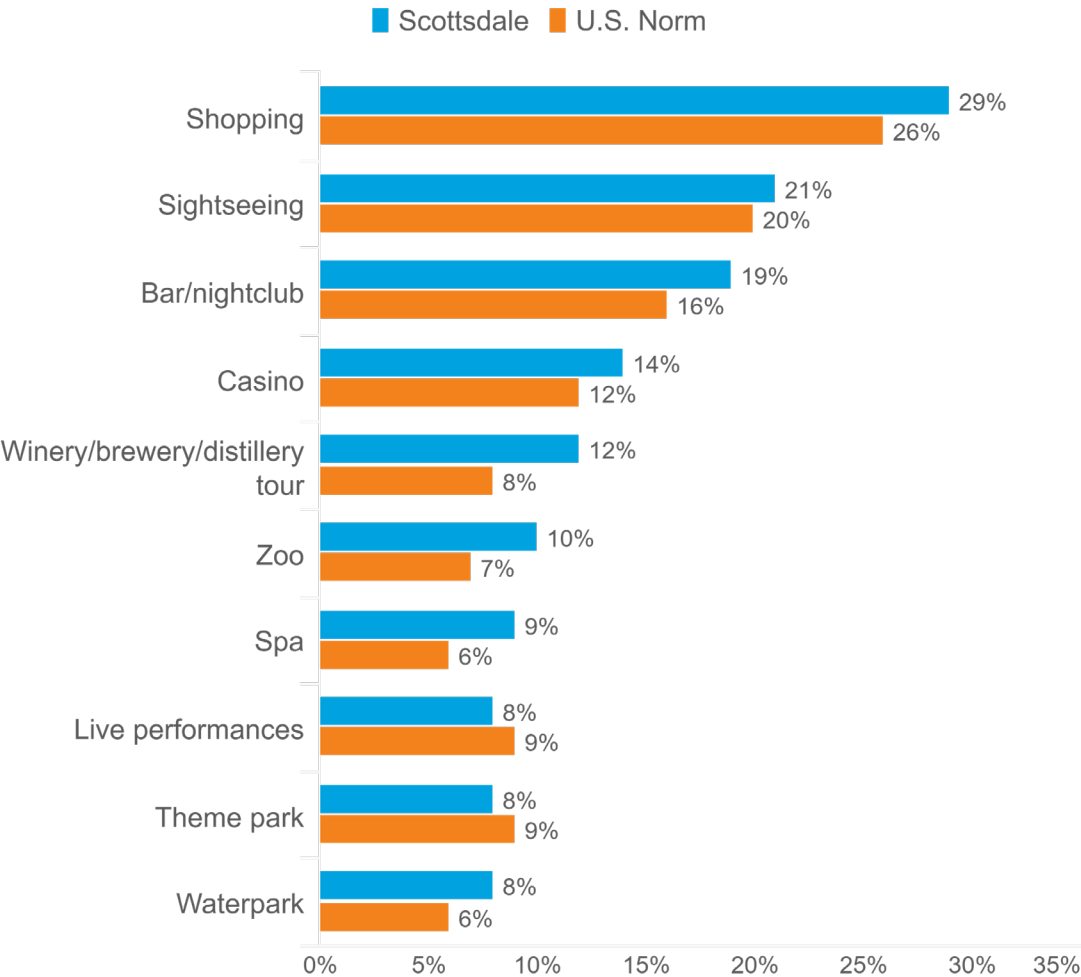


Entertainment Activities

Scottsdale
69%

U.S. Norm
62%

Entertainment Activities
(Top 10)



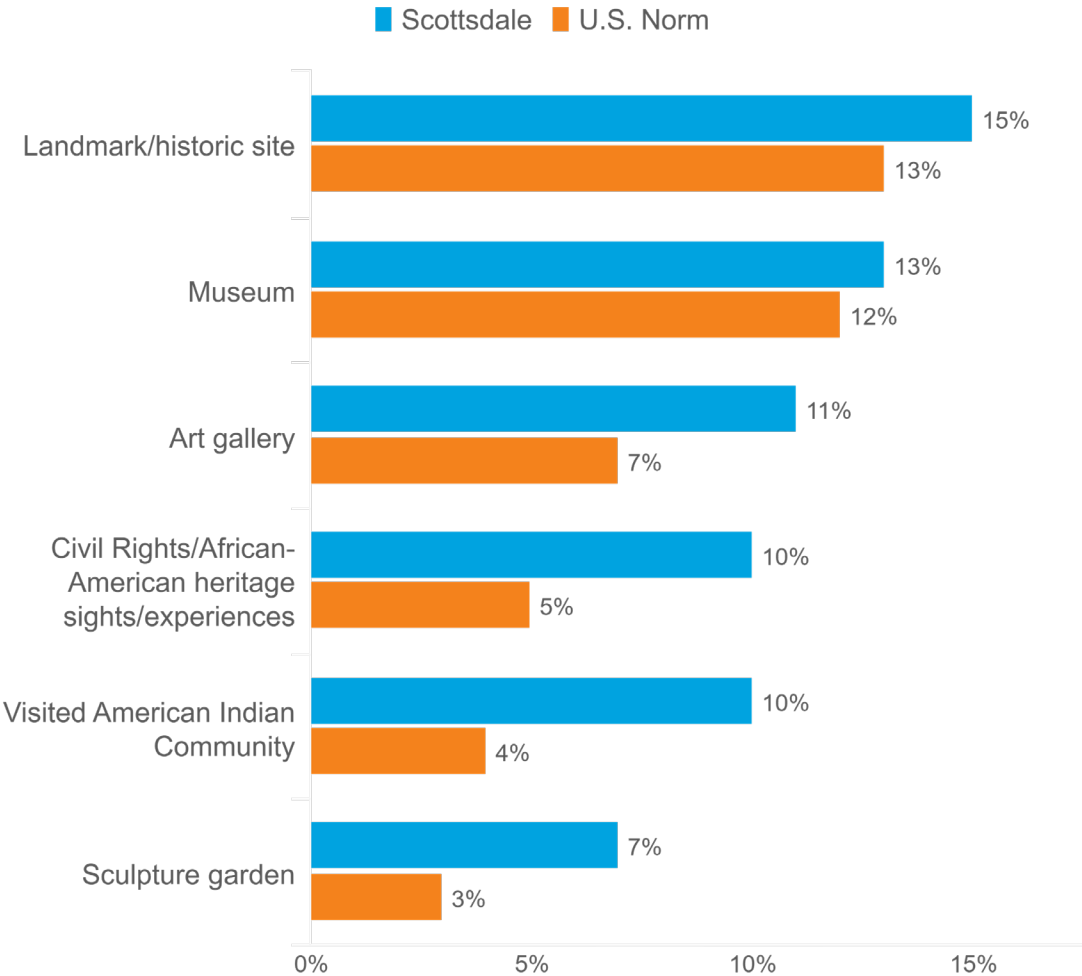


Cultural Activities

Scottsdale
43%

U.S. Norm
31%

Cultural Activities



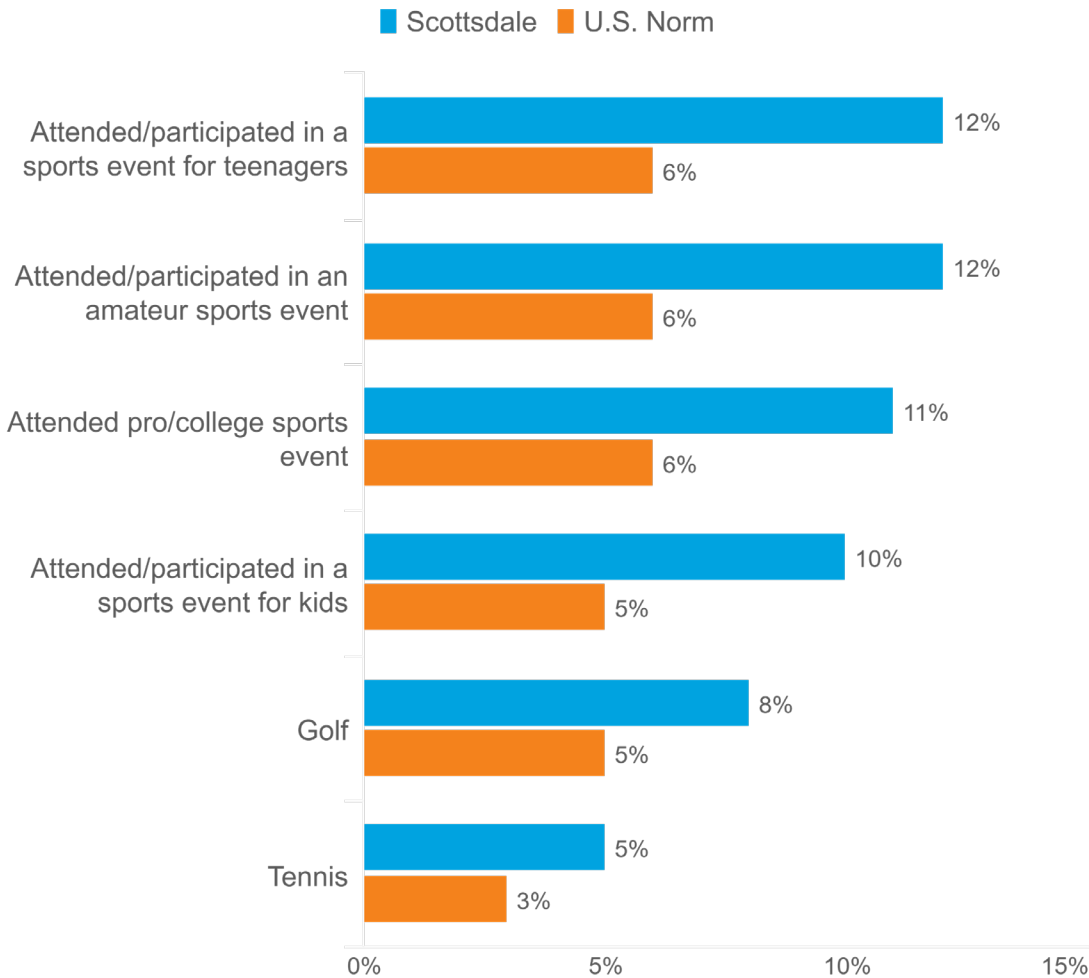


Sporting Activities

Scottsdale
38%

U.S. Norm
23%

Sporting Activities

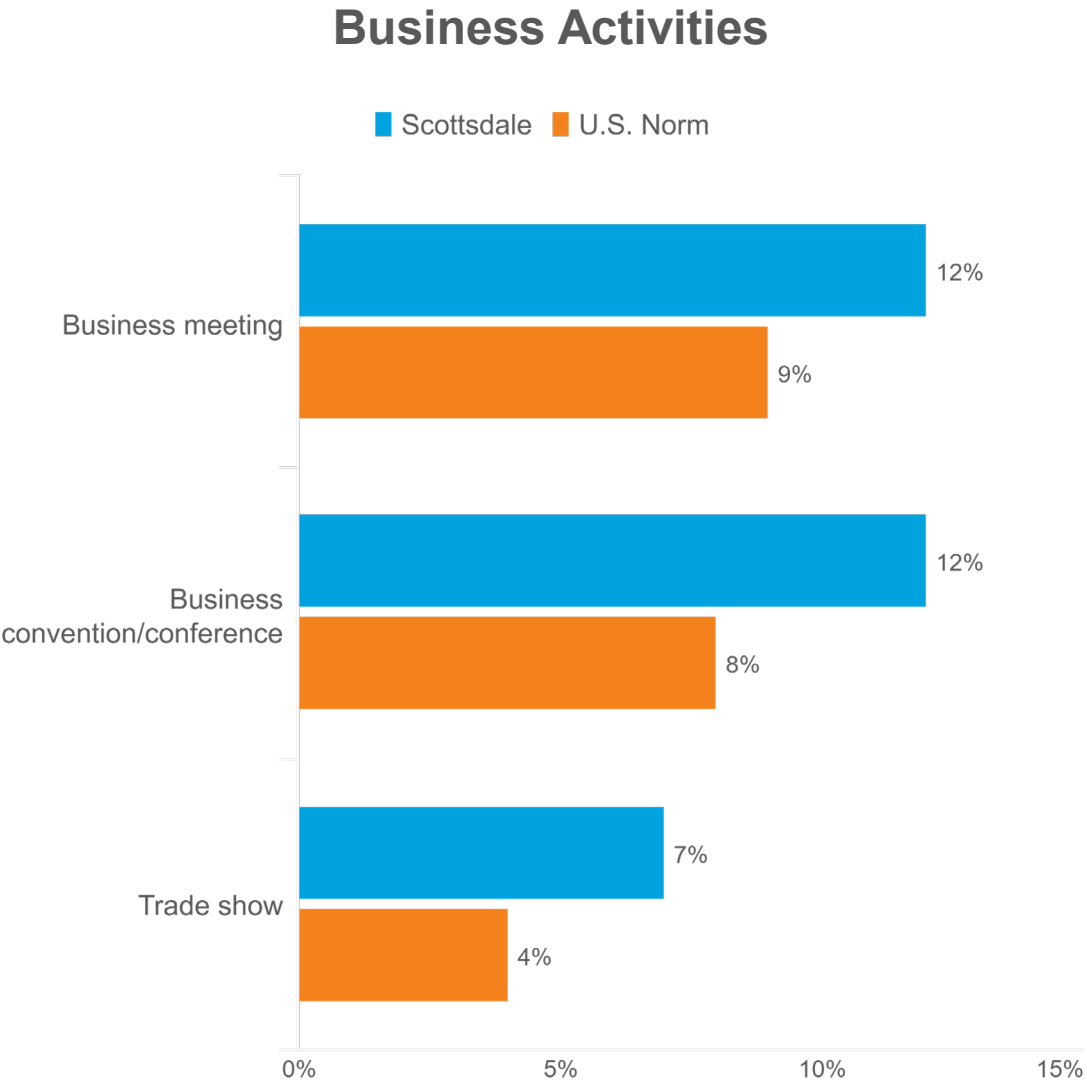


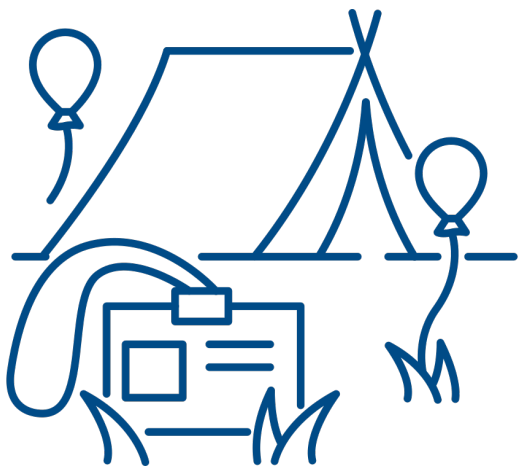


Business Activities

Scottsdale
26%

U.S. Norm
17%



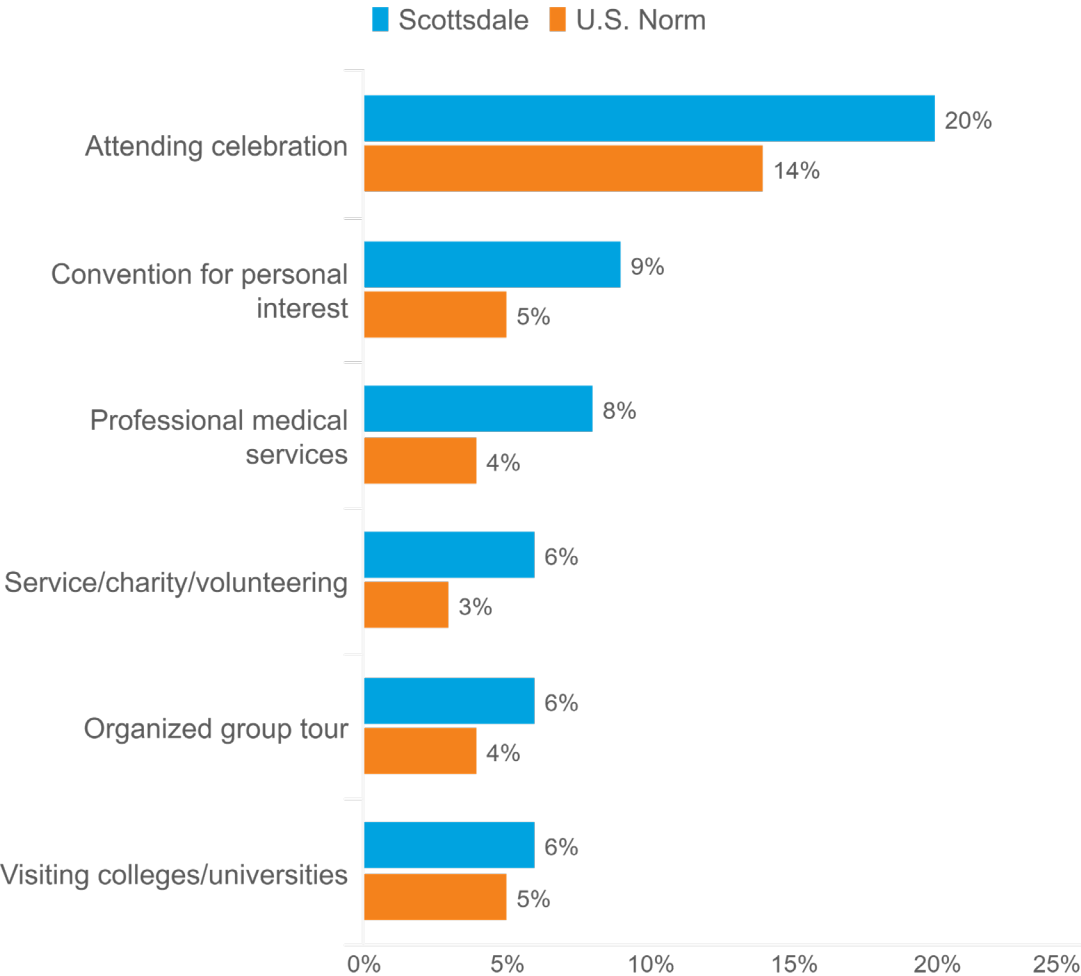


Other Activities

Scottsdale
40%

U.S. Norm
28%

Other Activities









Shopping Types on Trip

Base: 2024 Overnight Person-Trips that included Shopping

	Scottsdale	U.S. Norm
	Shopping at locally owned businesses	55%48%
	Outlet/mall shopping	52%45%
	Convenience/grocery shopping	47%43%
	Souvenir shopping	40%37%
	Big box stores (Walmart, Costco)	37%30%
	Farmers market	18%17%
	Antiquing	8%12%

Dining Types on Trip

	Scottsdale	U.S. Norm
	Casual dining	62%57%
	Fast food	49%45%
	Unique/local food	37%32%
	Fine/upscale dining	33%20%
	Carry-out/food delivery service	31%24%
	Picnicking	11%10%



64%
of overnight travelers were
very satisfied with their overall
trip experience



Quality of accommodations



57%



Quality of food



56%



Cleanliness



55%



Safety/security



55%



Sightseeing/attractions



52%



Friendliness of people



51%



Ease of accessibility



48%



Music/nightlife/entertainment



46%



Public transportation



42%



Value for money



39%

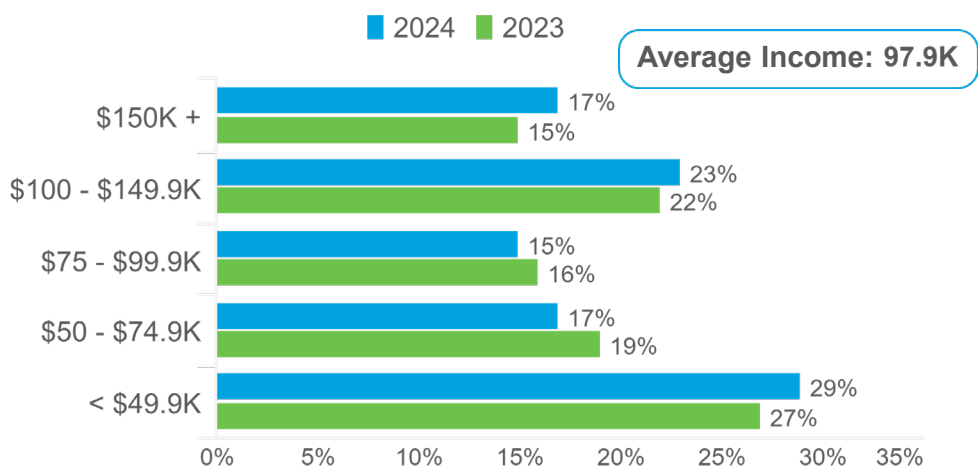
0% 10% 20% 30% 40% 50% 60%

*Very satisfied = selected top box on a five-point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

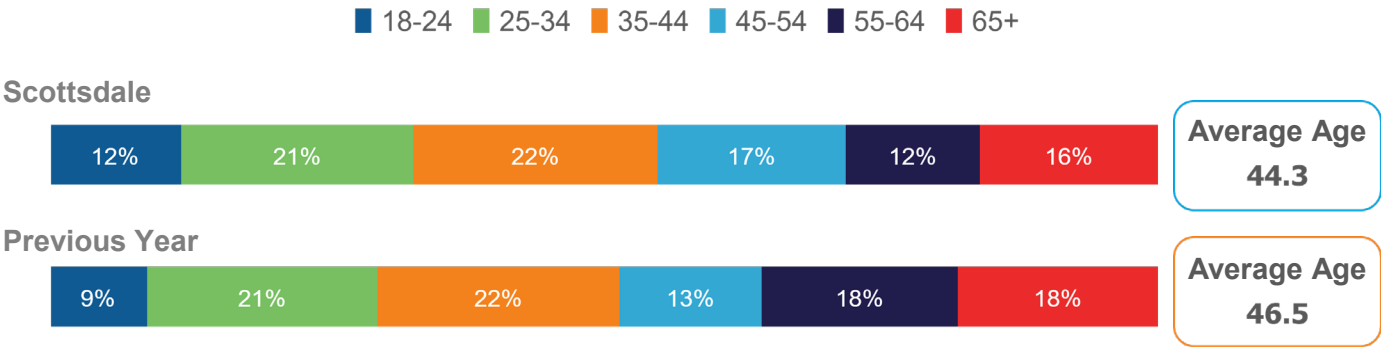
Demographic Profile of Overnight Scottsdale Visitors

Base: 2024 Overnight Person-Trips

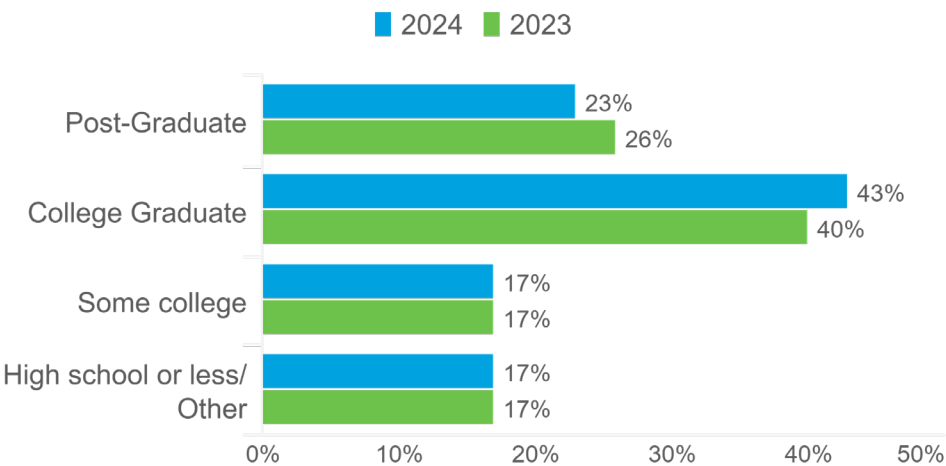
Household Income



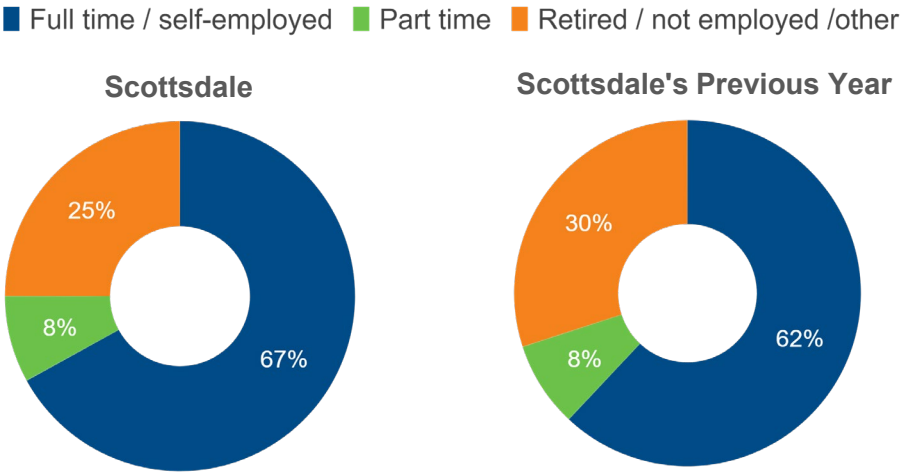
Age



Educational Attainment



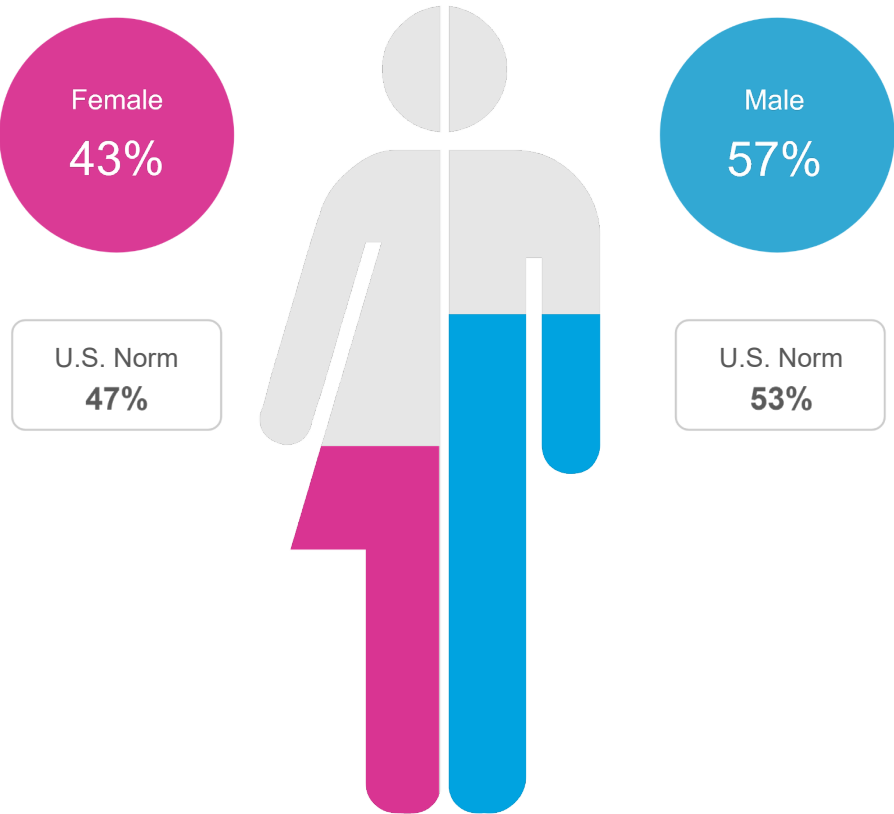
Employment



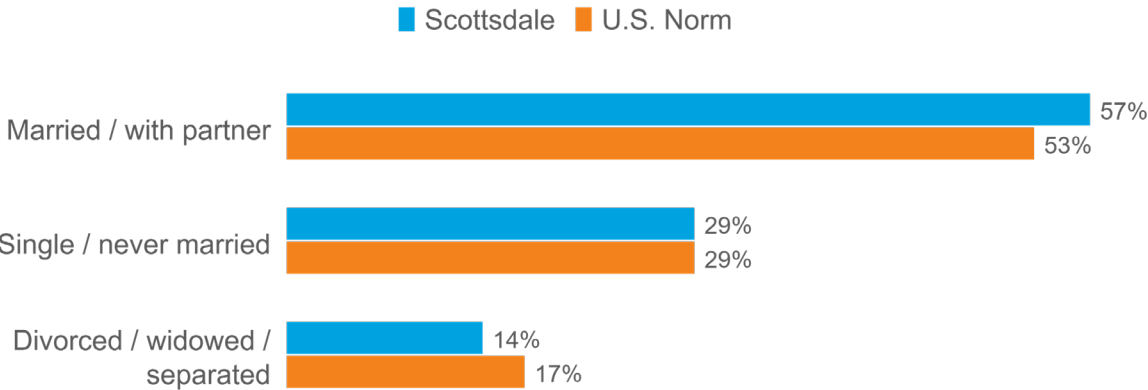
Demographic Profile of Overnight Scottsdale Visitors

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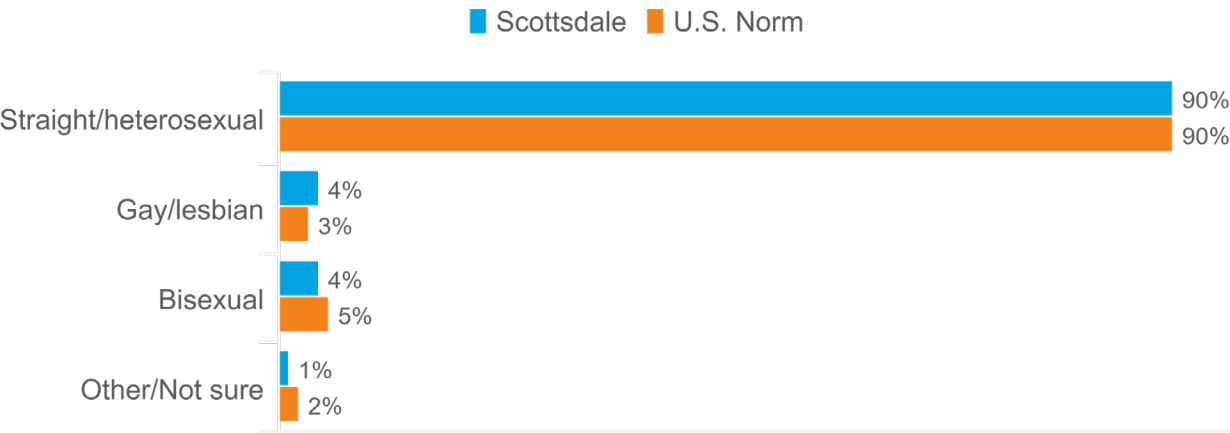
Gender



Marital Status



Sexual Orientation

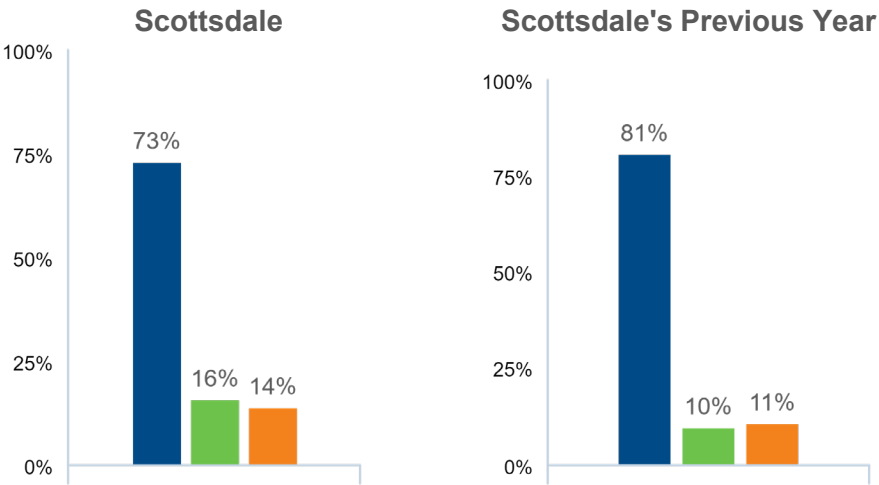


Demographic Profile of Overnight Scottsdale Visitors

Base: 2024 Overnight Person-Trips

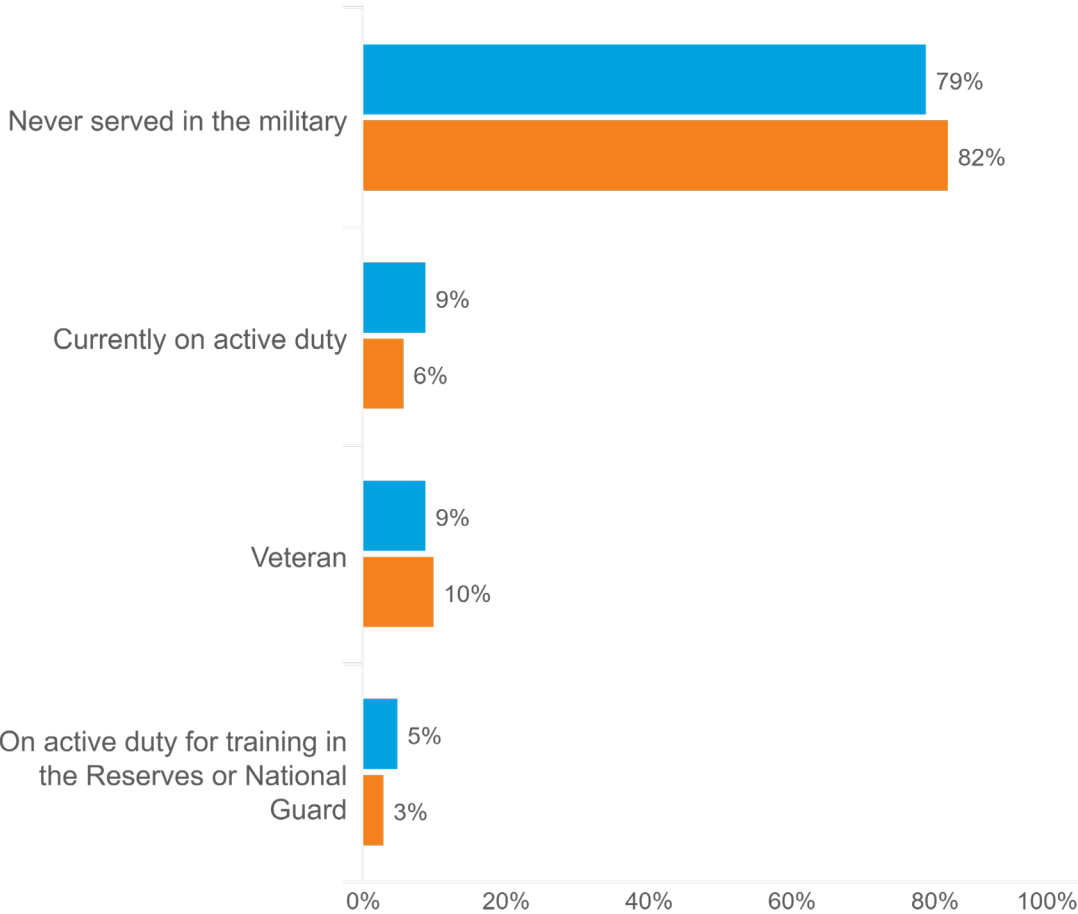
Race

White African-American Other



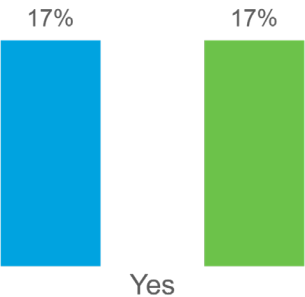
Military Status

Scottsdale U.S. Norm

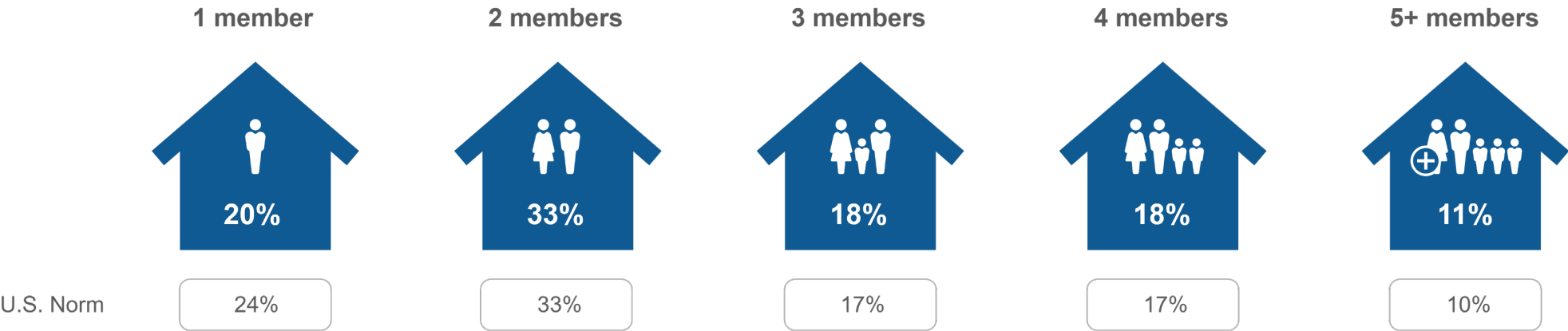


Hispanic Background

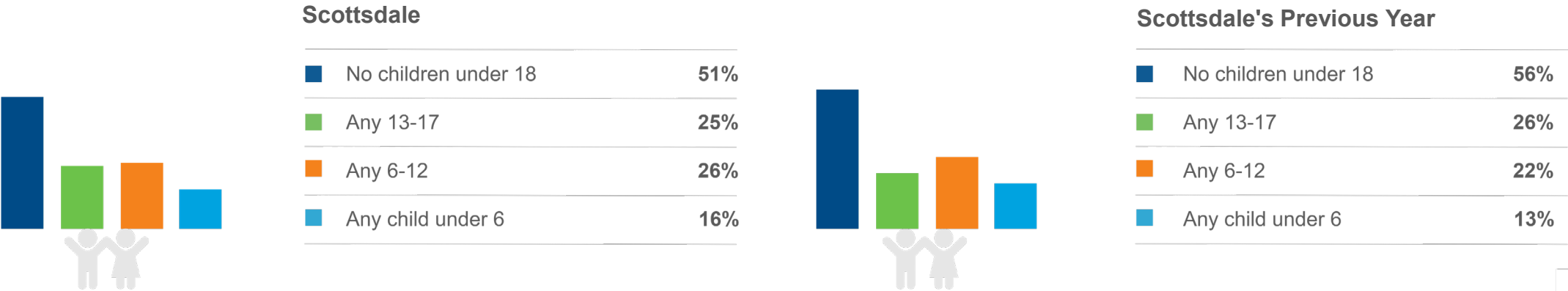
2024 2023



Household Size



Children in Household





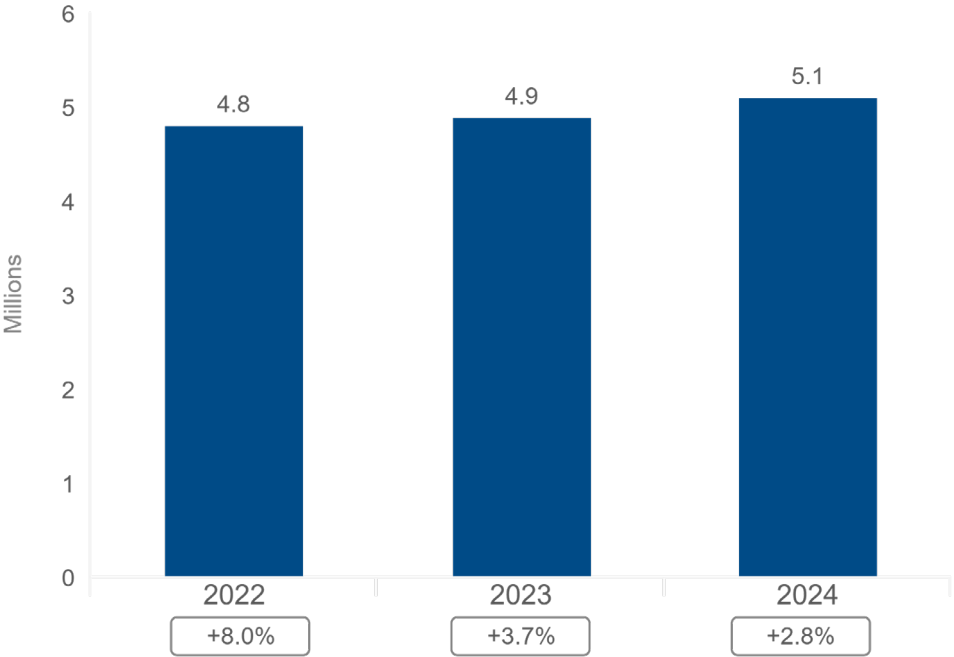
Travel USA Visitor Profile

Day Visitation

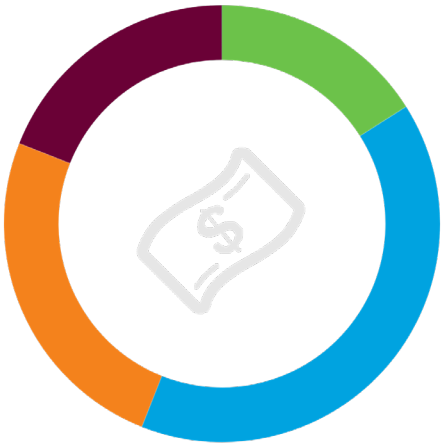


2024

Day Trips to Scottsdale



Total Spending
\$ 0.387 Billion
+5.1% vs. last year



Transportation at Destination	16%	\$60 Million
Restaurant Food & Beverage	40%	\$153 Million
Retail Purchase	25%	\$98 Million
Recreation/Entertainment	19%	\$75 Million

vs. last year
+7.4%
+5.5%
+4.1%
+3.9%

Average Per Person Per Trip Expenditures on Domestic Day Trips - by Sector

Average Per Person Per Trip: \$76

Last year: \$74

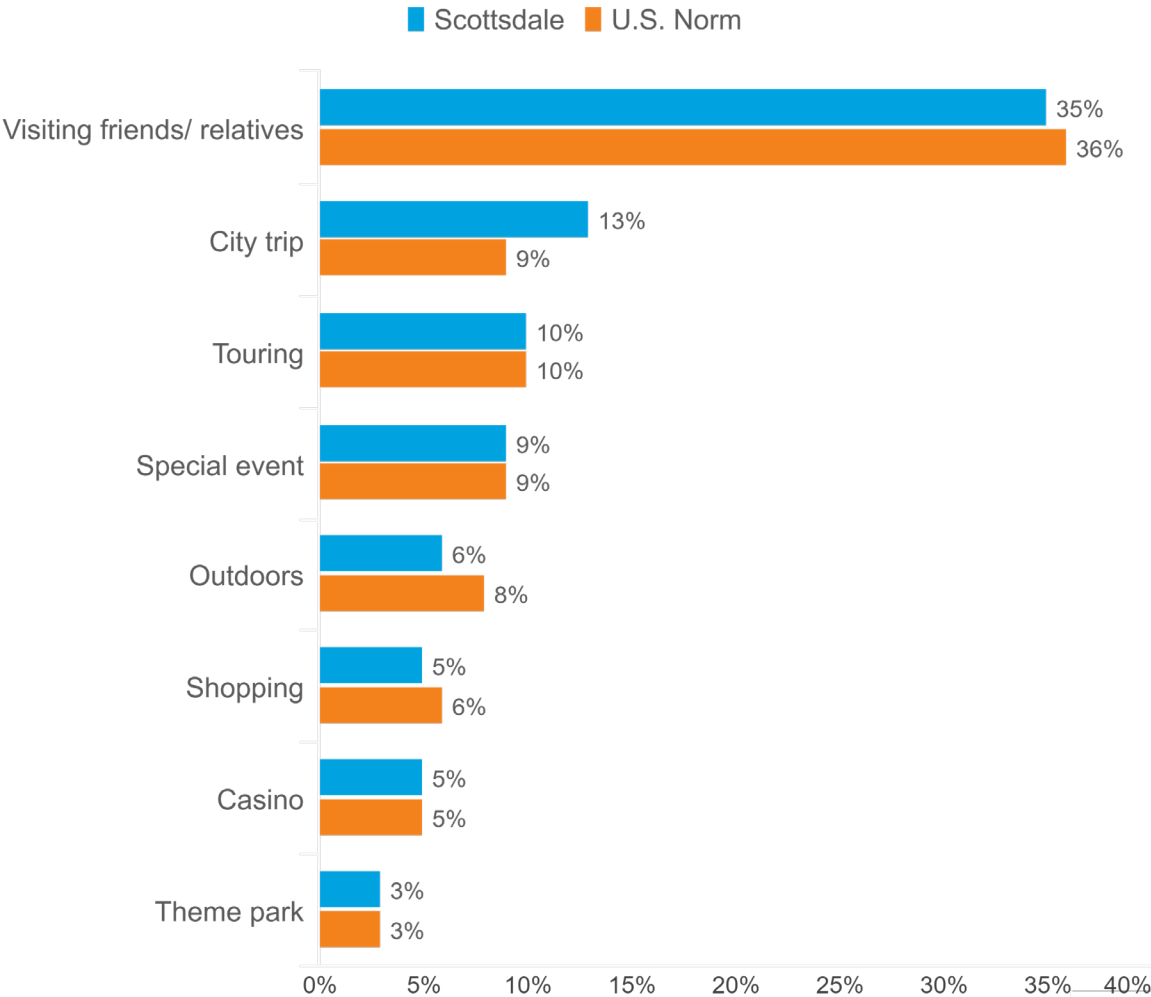


Average Per Person
Per Trip:
Leisure: \$76

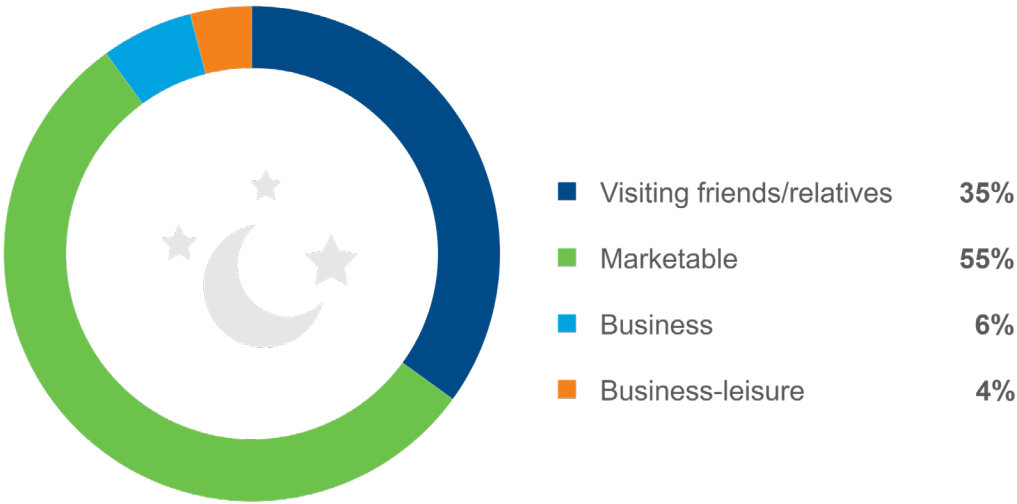
Main Purpose of Trip

	2024
Visiting friends/ relatives	35%
City trip	13%
Touring	10%
Special event	9%
Other business trip	6%
Outdoors	6%
Shopping	5%
Casino	5%
Business-Leisure	4%
Theme park	3%
Golf Trip	2%
Resort	2%
Cruise	1%
Ski/Snowboarding	1%
Conference/ Convention	1%

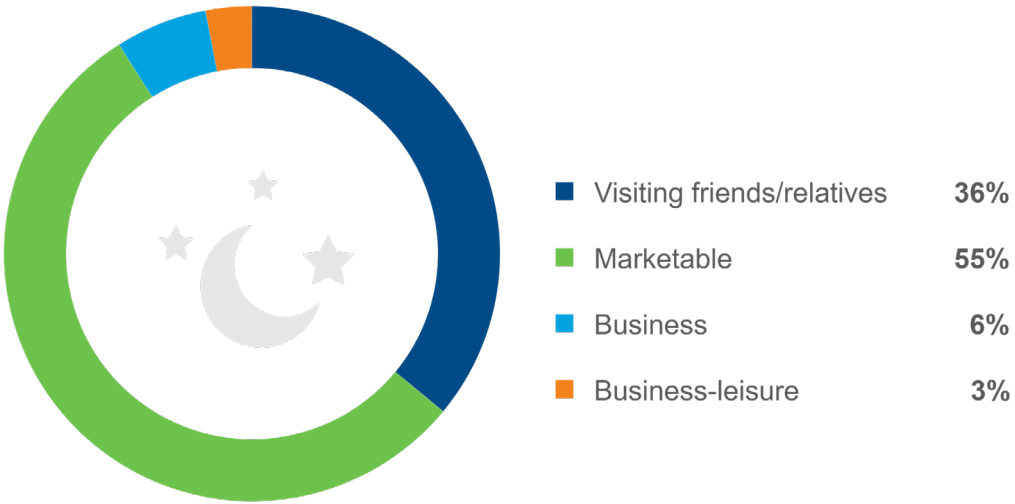
Main Purpose of Leisure Trip (Top 8)



2024 Scottsdale Day Trips

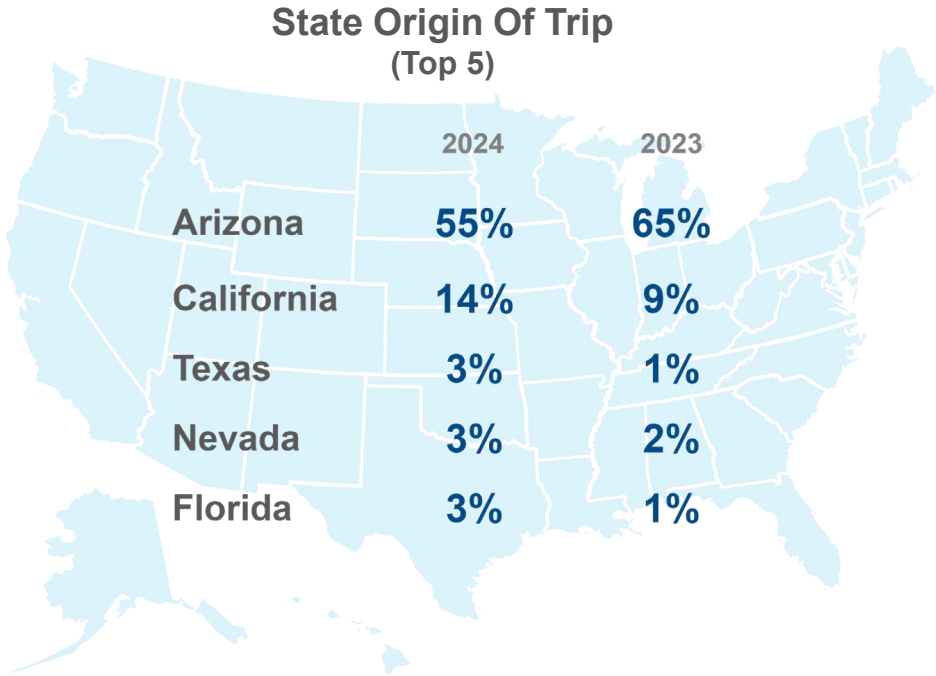


2024 U.S. Day Trips



Scottsdale's Day Trip Characteristics

Base: 2024 Day Person-Trips



**DMA Origin Of Trip
(Top 5)**

	2024	2023
Phoenix, AZ	47%	55%
Los Angeles, CA	8%	6%
Tucson (Nogales), AZ	8%	8%
Las Vegas, NV	3%	2%
New York, NY	3%	3%



Season of Trip
Total Day Person-Trips

Size of Travel Party

■ Adults ■ Children

*Children is based on age, anyone under the age of 18

Scottsdale



Total 2.5

Average number of people

U.S. Norm



Total 2.5

Average number of people



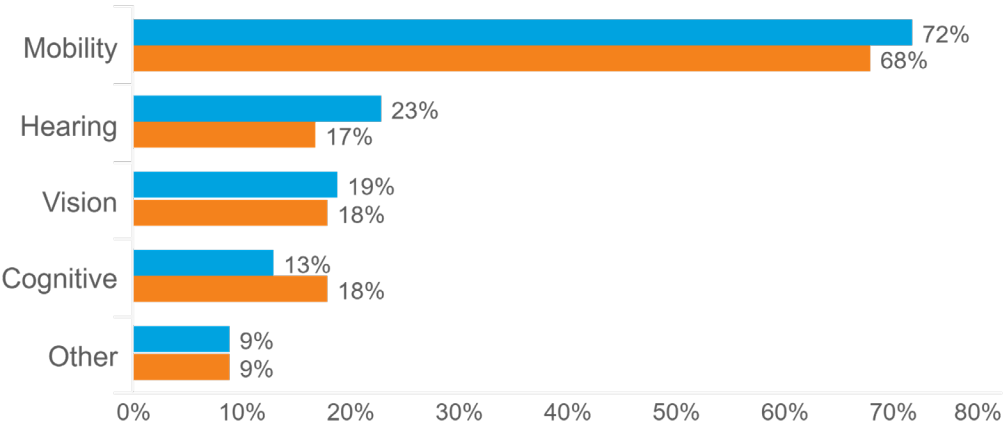
22% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party

■ Scottsdale ■ U.S. Norm





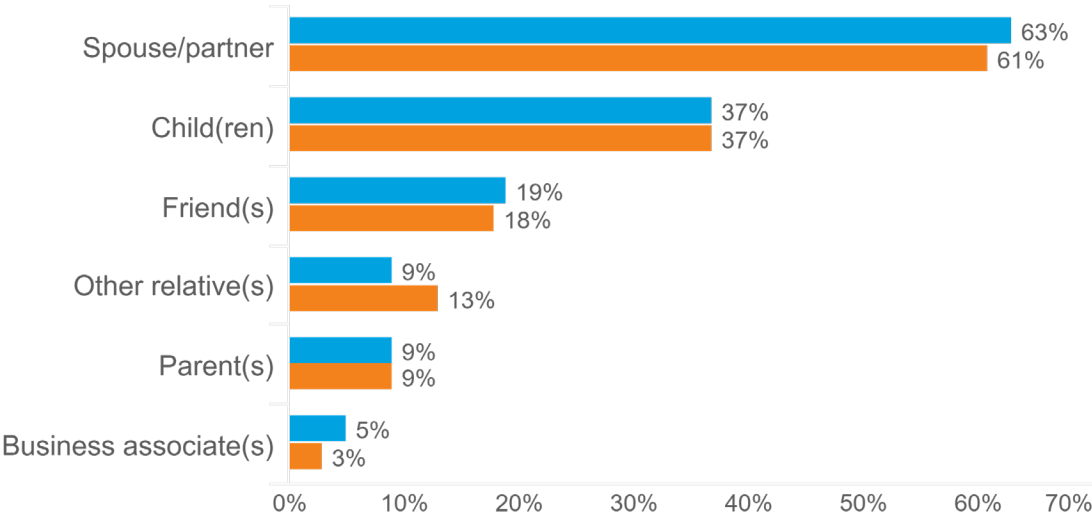
20% of trips only had one person in the travel party

U.S. Norm: 27%

Composition of Immediate Travel Party

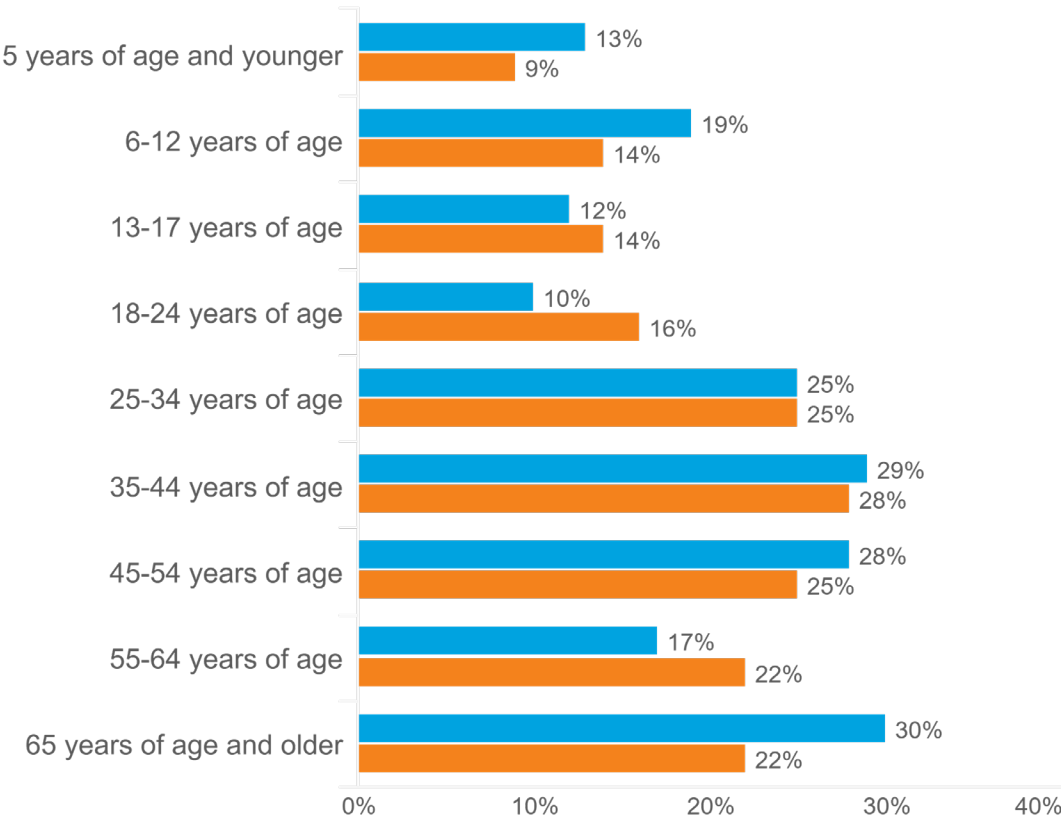
Base: 2024 Day Person-Trips that included more than one person
*Child(ren) is based on the relationship to the respondent

Scottsdale U.S. Norm



Travel Party Age

Scottsdale U.S. Norm



Activity Groupings

Outdoor Activities



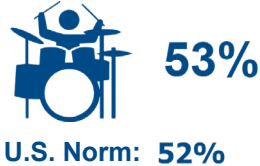
Cultural Activities



Business Activities



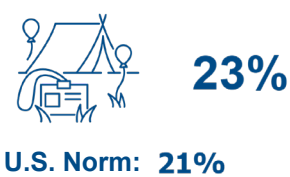
Entertainment Activities













Sporting Activities



Other Activities



Activities and Experiences
(Top 10)

	Scottsdale	U.S. Norm
	Shopping	24%
	Bar/nightclub	13%
	Attending celebration	12%
	Casino	11%
	Sightseeing	11%
	Museum	10%
	Swimming	10%
	Golf	9%
	Business convention/conference	7%
	Zoo	7%

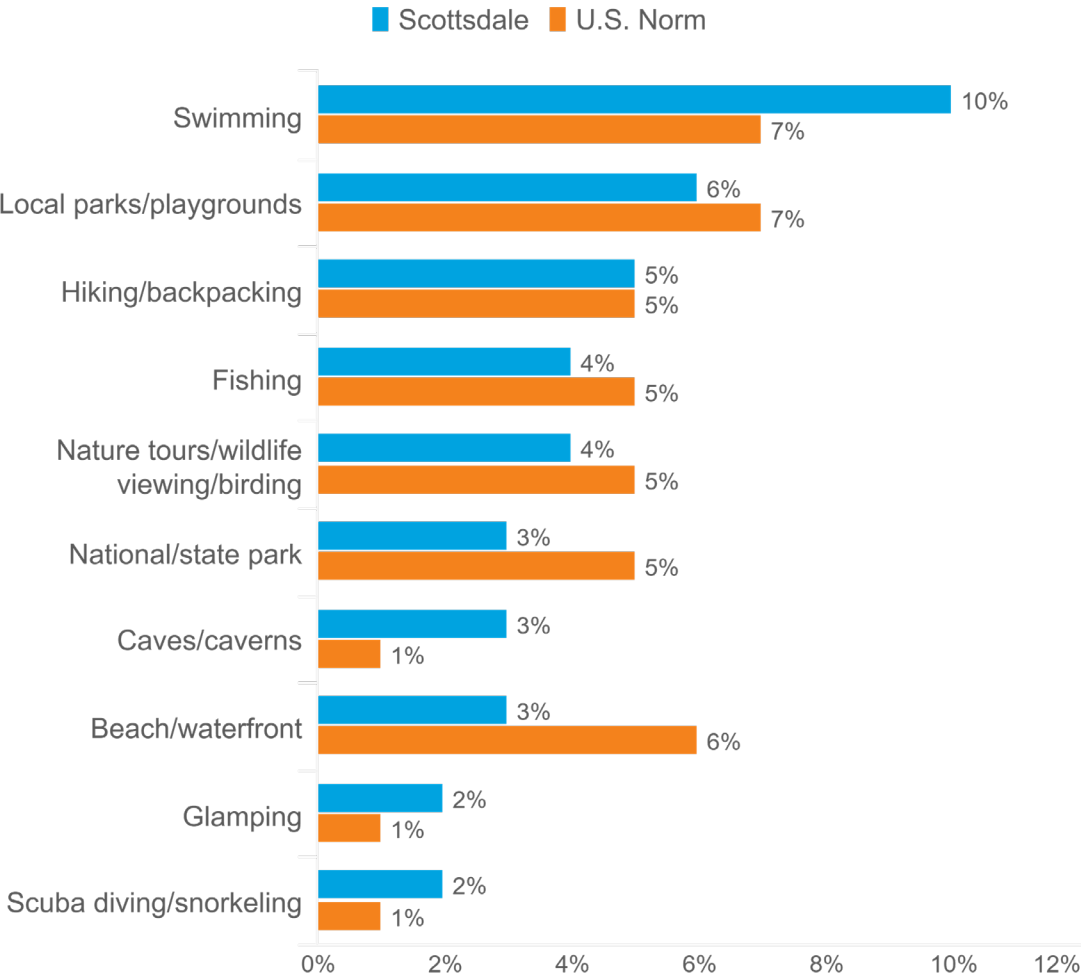


Outdoor Activities

Scottsdale
35%

U.S. Norm
35%

Outdoor Activities
(Top 10)



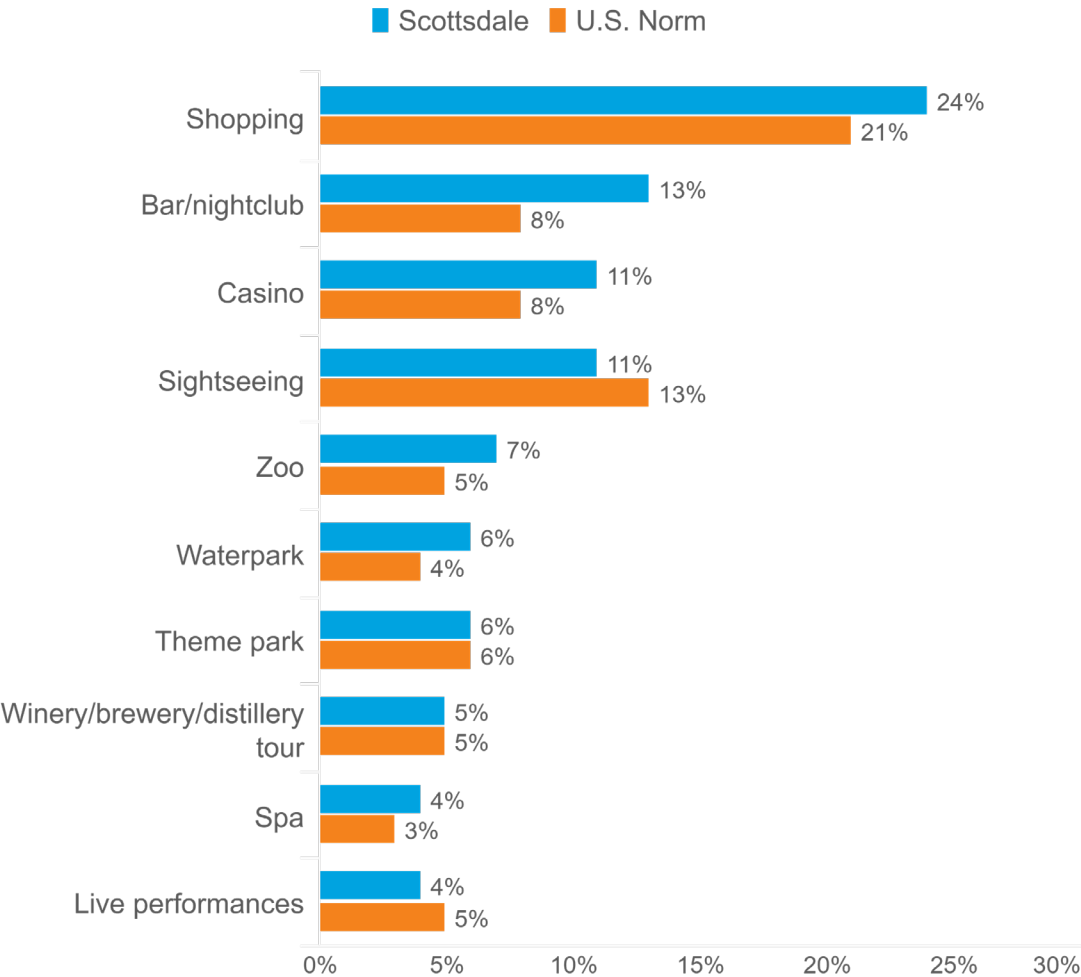


Entertainment Activities

Scottsdale
53%

U.S. Norm
52%

Entertainment Activities
(Top 10)



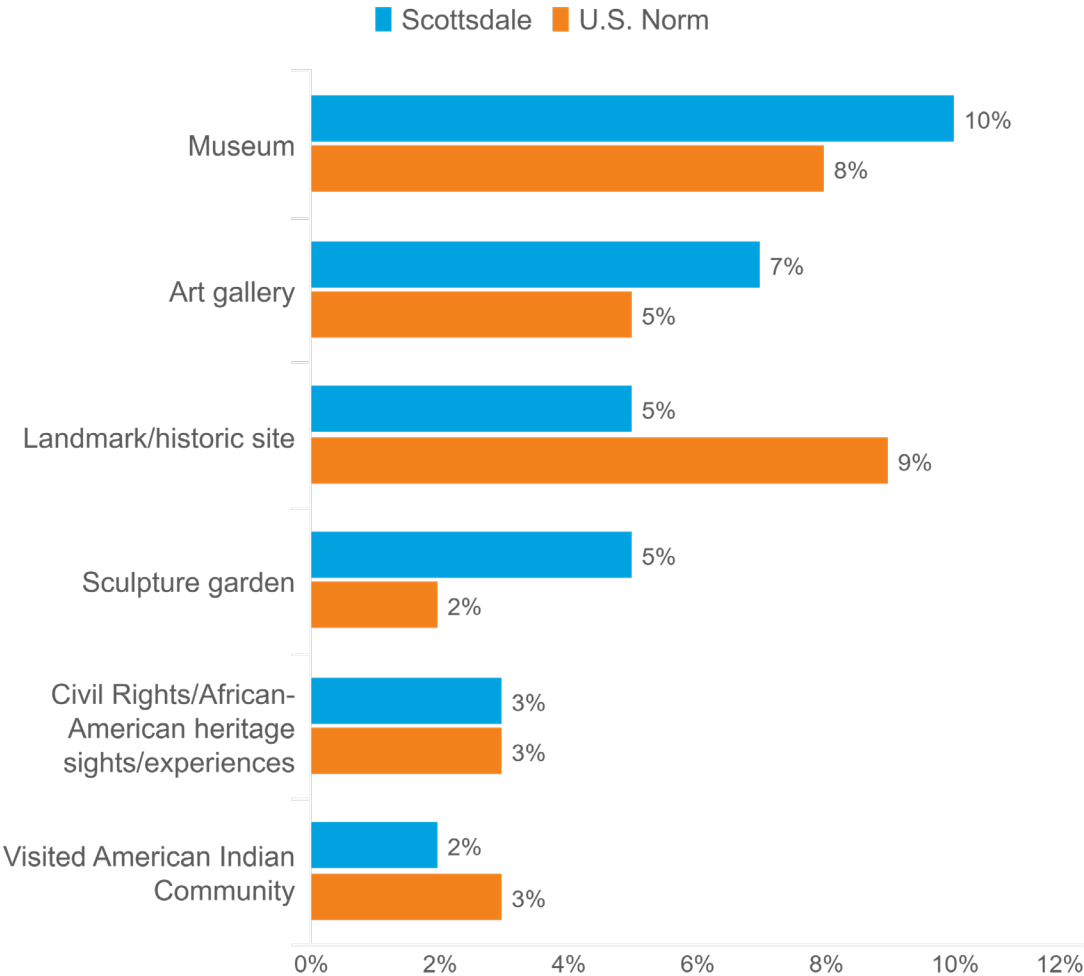


Cultural Activities

Scottsdale
22%

U.S. Norm
23%

Cultural Activities



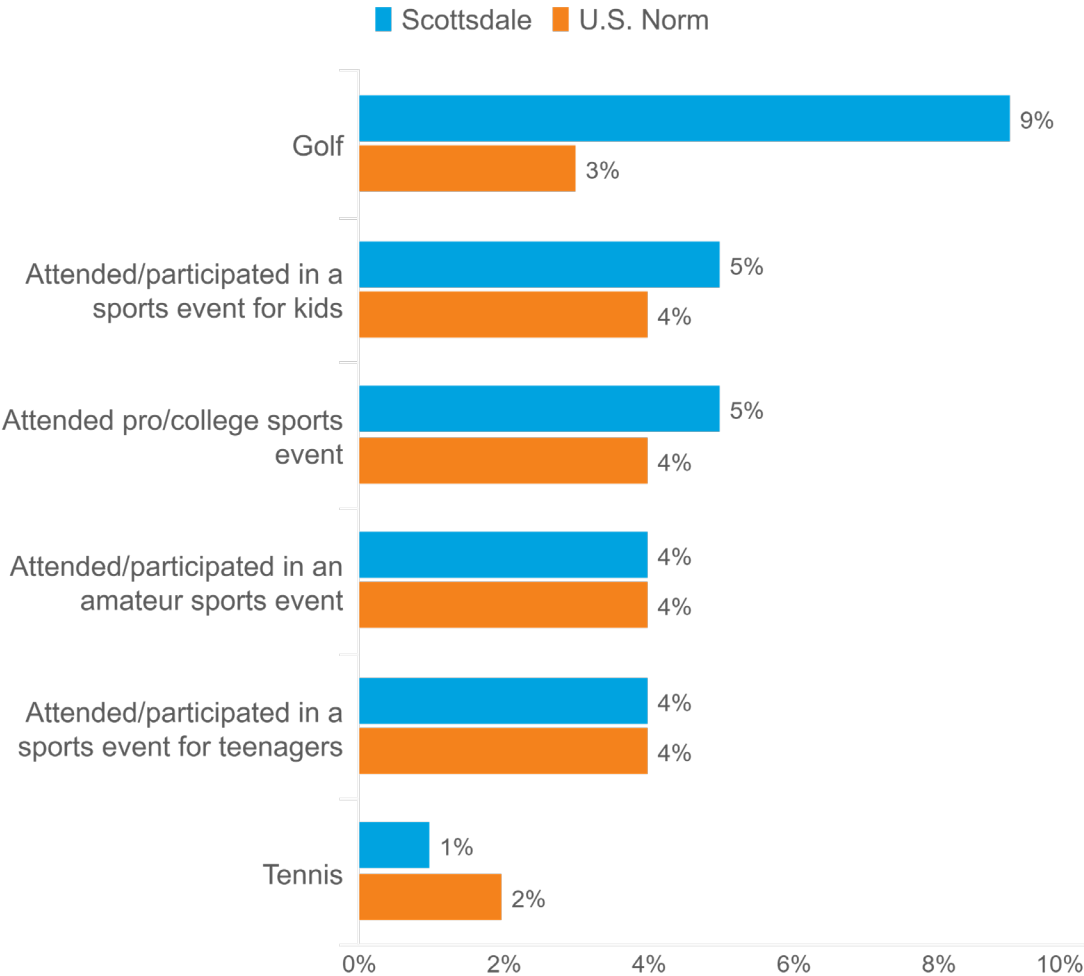


Sporting Activities

Scottsdale
24%

U.S. Norm
16%

Sporting Activities



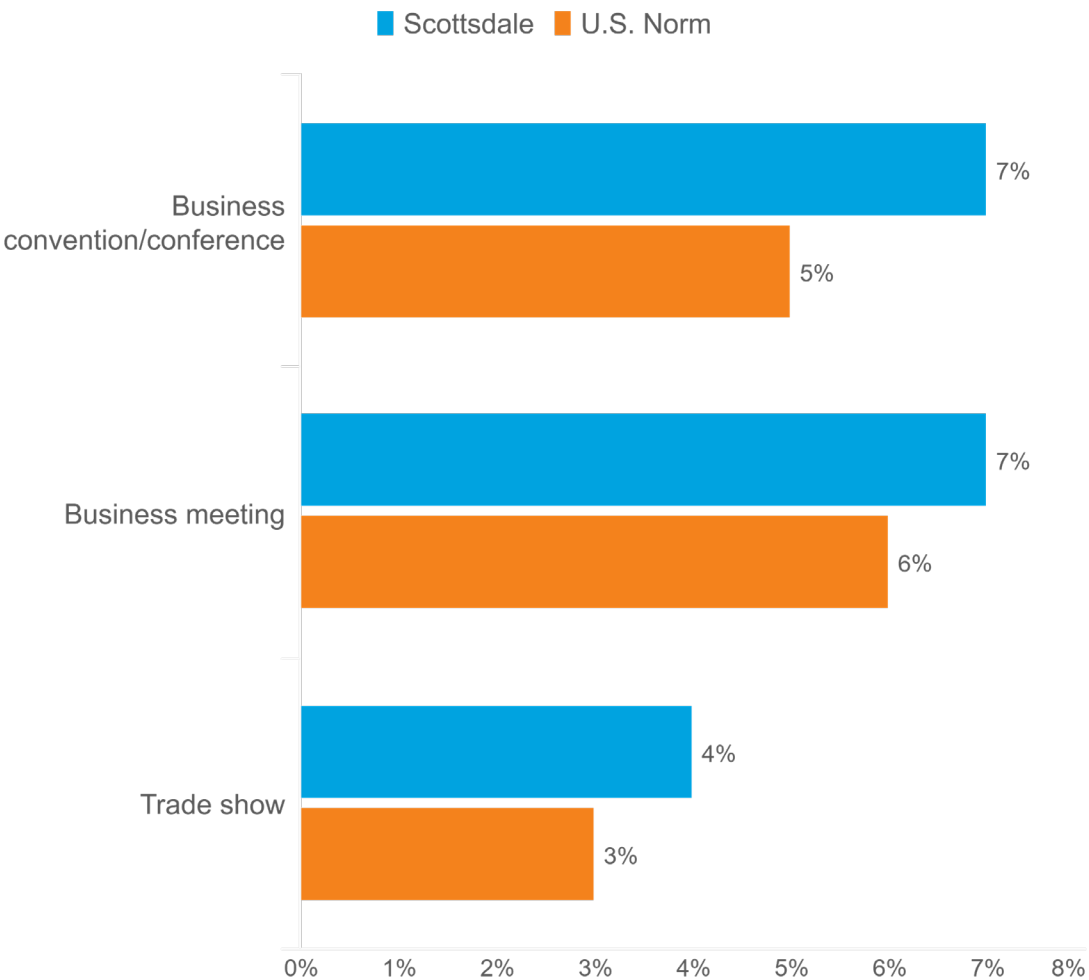


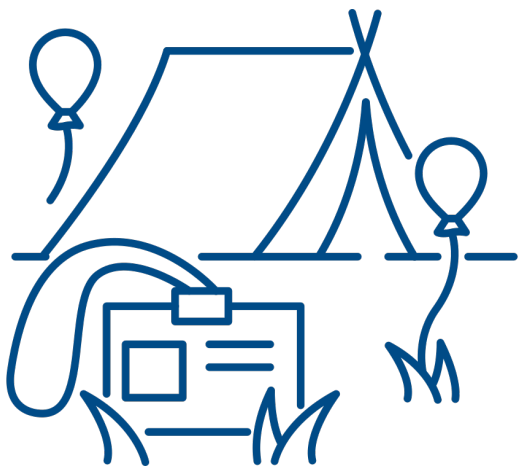
Business Activities

Scottsdale
15%

U.S. Norm
12%

Business Activities



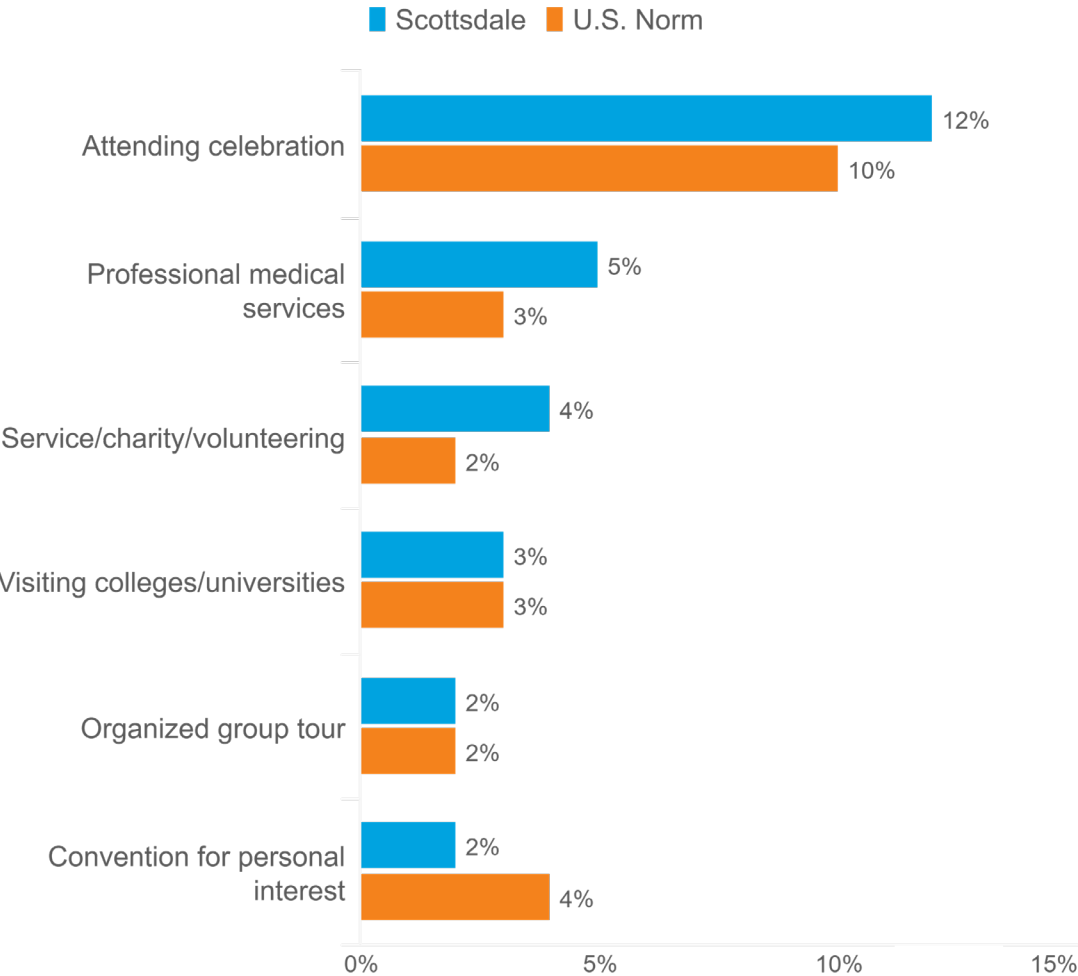


Other Activities

Scottsdale
23%








U.S. Norm
21%

Other Activities









Shopping Types on Trip

Base: 2024 Day Person-Trips that included Shopping

	Scottsdale	U.S. Norm
	Outlet/mall shopping	62%45%
	Shopping at locally owned businesses	59%42%
	Convenience/grocery shopping	27%28%
	Big box stores (Walmart, Costco)	25%26%
	Antiquing	14%12%
	Souvenir shopping	10%25%
	Farmers market	6%15%

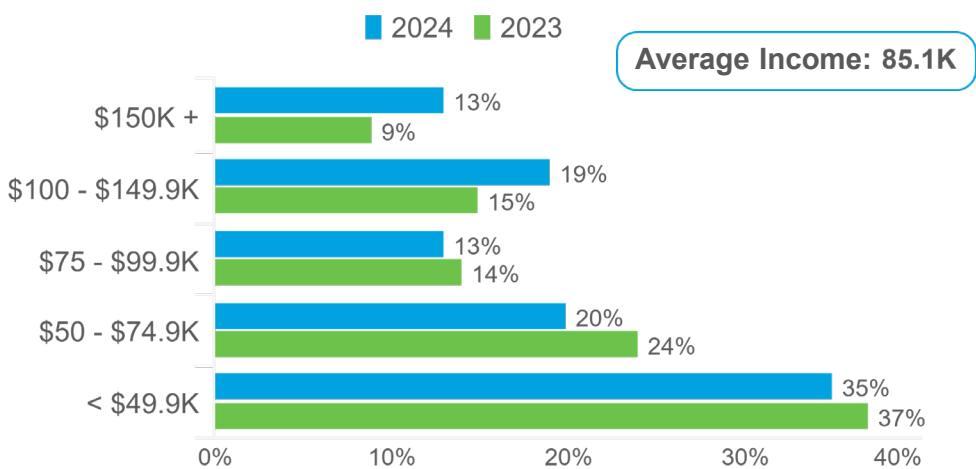
Dining Types on Trip

	Scottsdale	U.S. Norm
	Casual dining	50%45%
	Fast food	43%40%
	Unique/local food	28%23%
	Carry-out/food delivery service	21%15%
	Fine/upscale dining	15%12%
	Picnicking	9%9%

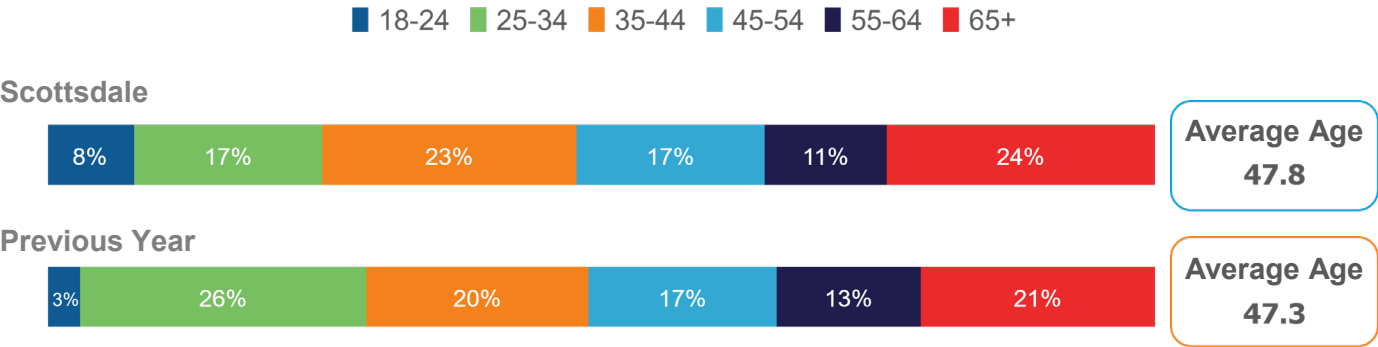
Demographic Profile of Day Scottsdale Visitors

Base: 2024 Day Person-Trips

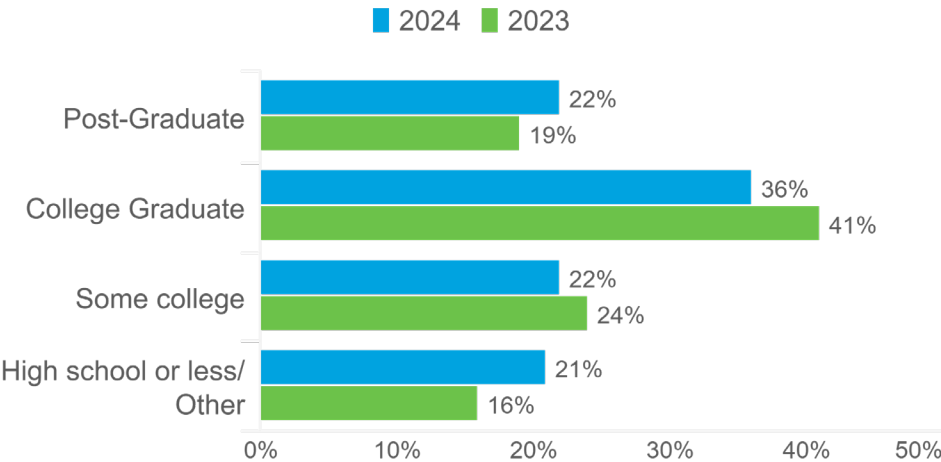
Household Income



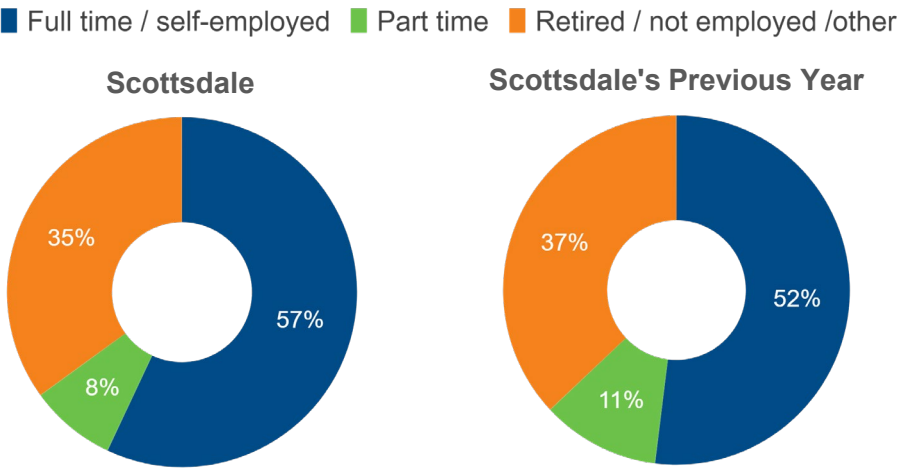
Age



Educational Attainment



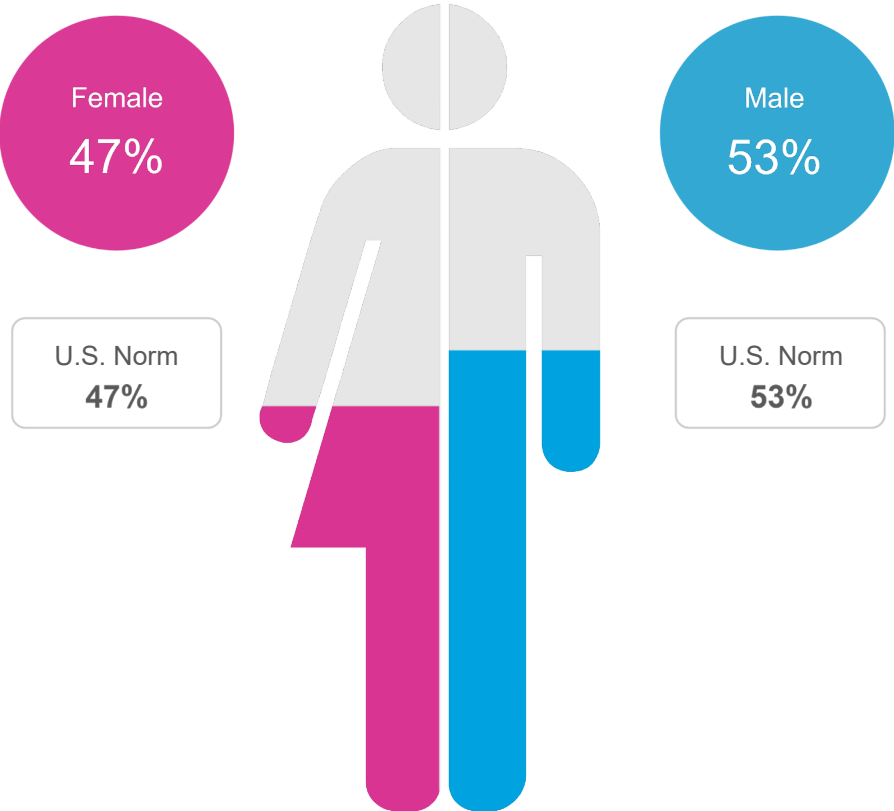
Employment



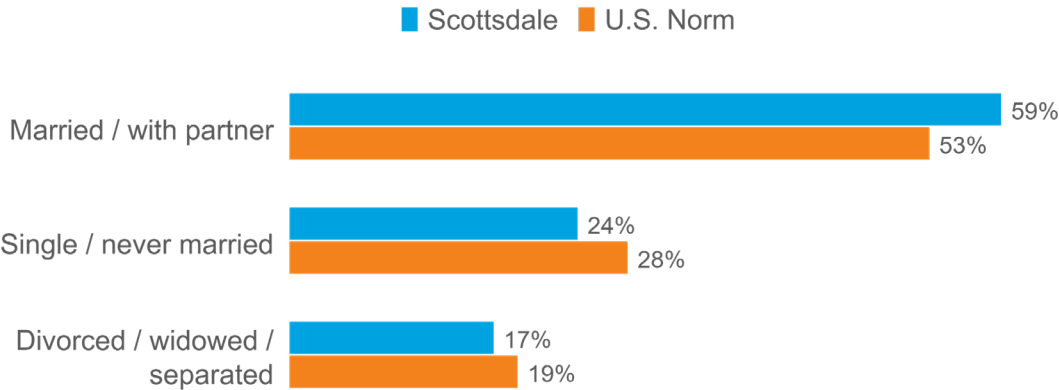
Demographic Profile of Day Scottsdale Visitors

Base: 2024 Day Person-Trips

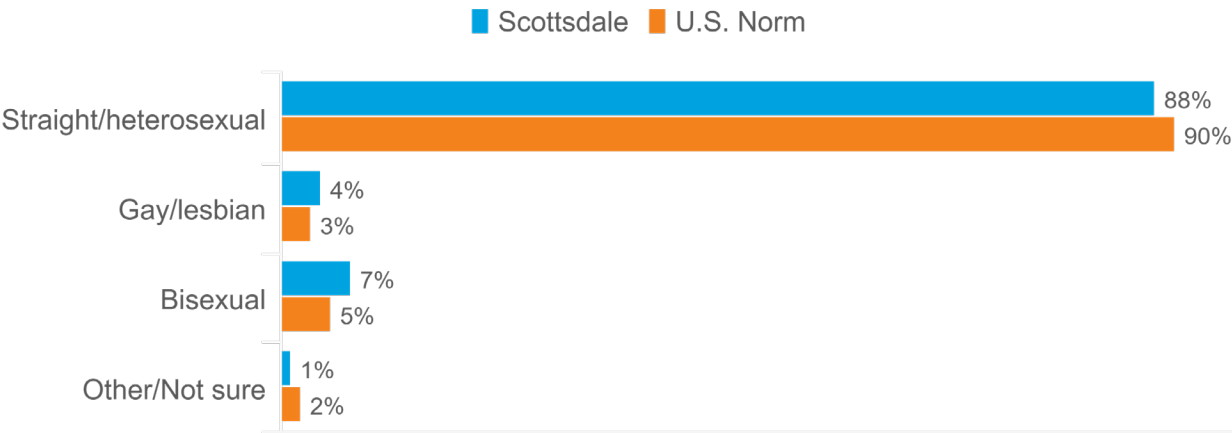
Gender



Marital Status

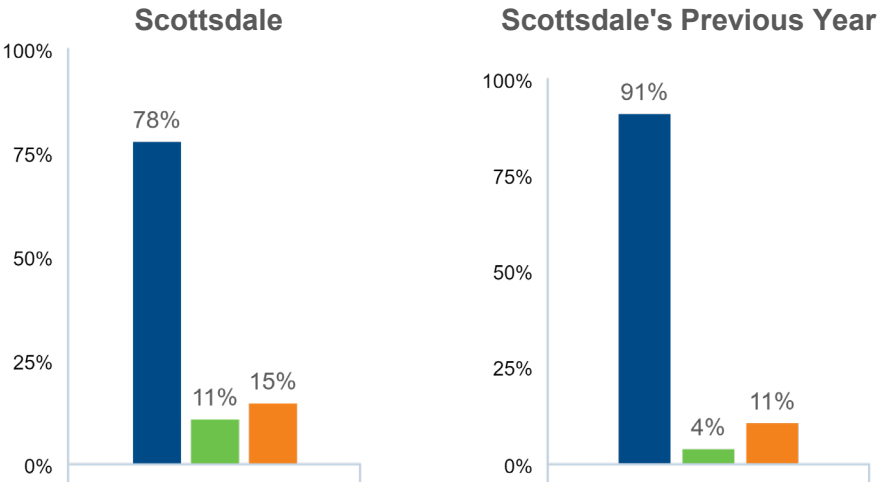


Sexual Orientation



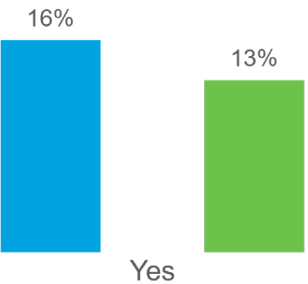
Race

White African-American Other



Hispanic Background

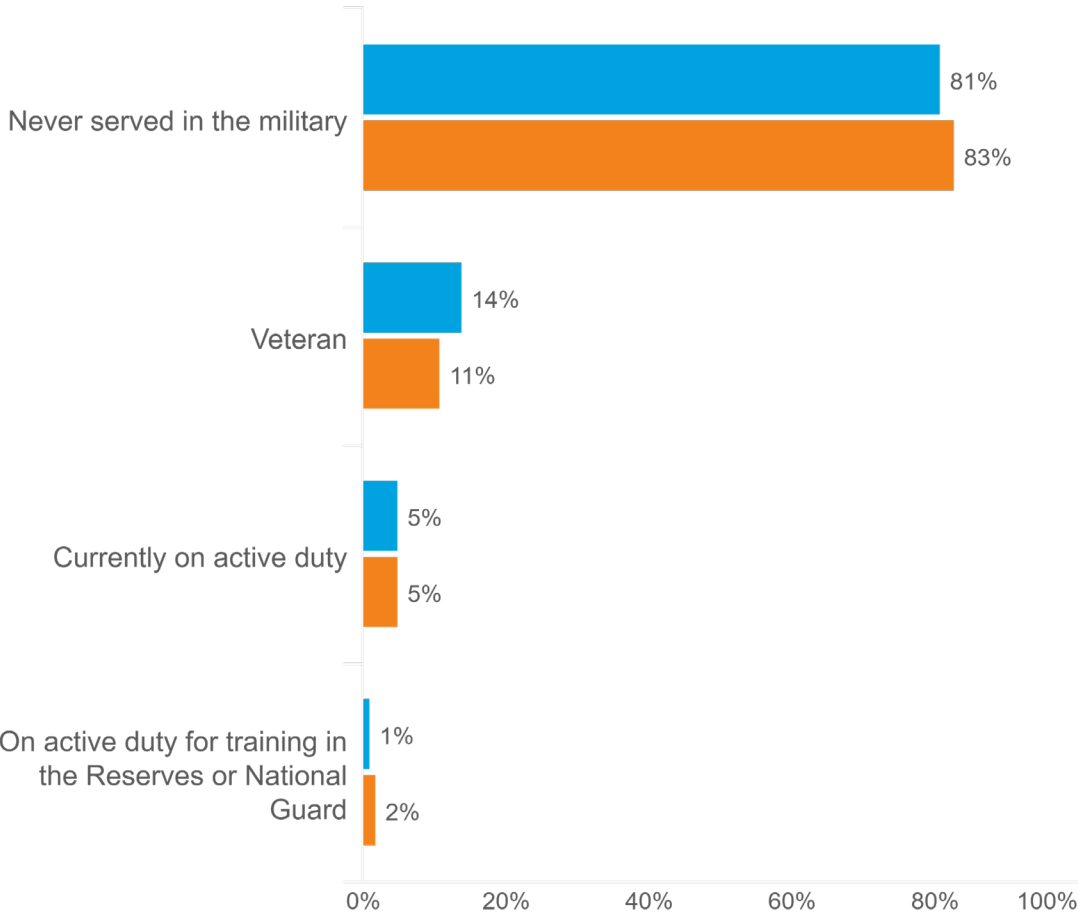
2024 2023



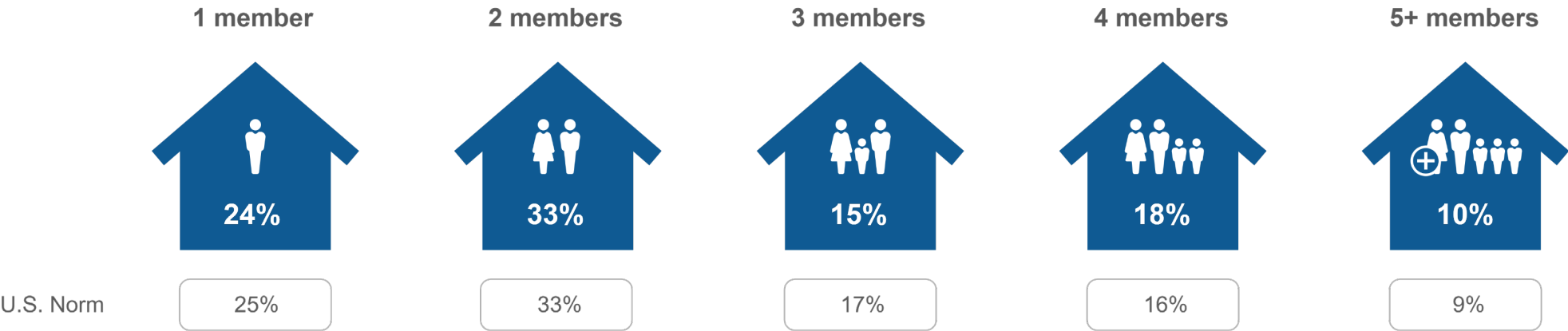
Yes

Military Status

Scottsdale U.S. Norm



Household Size



Children in Household

