

Appendix C. Summary of 1995 American Travel Survey for Arizona

Table C.1 Statistics for In-State and Out-of-State Visitors to Arizona (In Percentages Unless Otherwise Indicated)

	Travelers from:	
	In-state	Out-of-state
Means of transportation	Percent	Percent
Personal use vehicle	98	48
Airplane	1	52
Bus, train, other	1	1
Calendar quarter of travel		
First quarter	26	23
Second quarter	27	28
Third quarter	27	21
Fourth quarter	20	29
Main purpose of trip		
Business	15	21
Pleasure	62	69
Personal business	22	10
Main purposes of pleasure trips		
Visit friends and family	41	56
Rest or relaxation	19	19
Sightseeing	9	11
Outdoor recreation	13	8
Entertainment	8	5
Round trip travel		
Less than 300 miles	63	2
300-499 miles	33	5
500- 999 miles	4	33
1000-1999 miles	0	22
2000 or more miles	0	39
Mean (miles)	304	1907
Median (miles)	264	1317

	In-state	Out-of-state
Travel party		
1 adult only	29	38
2 adults only	30	34
Adults with children	37	27
Children only	3	2
Nights away from home		
None	43	10
1-3 nights	48	43
4-7 nights	8	32
8 or more	2	15
Types of lodging if spent the night		
Friend or relative's house	48	48
Hotel, motel or resort	26	43
Rented cabin, condo or vacation home	3	1
Owned cabin, condo or vacation home	9	2
Camper, trailer, RV, tent	7	4
Other	8	3
Age		
Under 18	22	14
18-24	7	9
25-29	8	7
30-39	16	18
40-49	16	19
50-59	17	15
60-64	5	5
65 and up	7	12
Median (years)	37	40

	In-state	Out-of-state
Race & Ethnicity		
White	90	91
Black	0	1
American Indian, Eskimo, Aleut	6	3
Asian or Pacific Islander	0	3
Other	4	3
Hispanic Origin	17	8
Income		
Less than \$ 25,000	24	12
\$25,000-39,999	31	16
\$40,000-49,999	17	13
\$50,000-59,999	9	13
\$60,000-74,999	7	16
\$75,000-99,999	8	15
\$100,000 or more	4	15
Educational Attainment		
Less than high school graduate	10	6
High school graduate	29	19
Some college, no degree	25	23
Associate degree	7	4
Bachelor's degree	16	30
Some graduate or graduate degree	12	18
Activity		
Working full time	57	62
Retired	15	16
Other	28	22

	In-state	Out-of-state
Household type		
Married couple, no children under 18	34	37
Married couple, children under 18	39	36
Female head with children	6	2
Male head with children	1	3
Female head, no children	4	5
Male head, no children	2	1
Non-family household	14	17
Key trip and party characteristics		
Total person-trips	10,895,000	10,453,000
Person-trips in commercial lodging	1,625,970	4,003,227
Party-trips in commercial lodging	650,388	1,906,299
Party-trip-nights in commercial lodging	1,170,698	6,672,045
Mean party size (# of people)	2.5	2.1
Mean nights away (excluding none)	2.7	5.9
Mean nights at friends and family	2.6	5.8
Mean nights at commercial lodging	1.8	3.5

Key Results:

- Over half of all out-of-state visitors arrived in Arizona by airplane.
- Over two-thirds of out-of-state and just under two-thirds of in-state travelers were traveling for pleasure.
- The most important purpose of pleasure trips was to see friends and family (by 41 and 56 percent of all out-of-state and in-state travelers).
- 72 percent of out-of-state and 59 percent of in-state travel parties consisted of one or two adults traveling without children.
- 90 percent of out-of-state and 57 percent of in-state travelers spent one night or more away from home.

- About half of all travelers who stayed overnight in Arizona stayed at the homes of family and friends.
- 26 percent of in-state and 43 percent of out-of-state travelers who spent one night or more away from home stayed in commercial lodging.
- The median age of travelers was 37 for in-state and 40 for out-of-state.
- 17 percent of in-state and 8 percent of out-of-state travelers were of Hispanic origin.
- The median income for out-of-state travelers was \$50,000 to \$60,000 compared to a median of \$25,000 to \$40,000 for in-state travelers.
- Almost half of all out-of-state visitors had a bachelor's degree or higher education (compared to over one quarter for in-state travelers).
- Between 15 and 16 percent of travelers were retired.
- Over a third of all travelers came from households that include a married couple with no children under the age of 18.
- Over a third of all travelers came from households that include a married couple with children under the age of 18.
- Out-of-state travelers stayed more than twice as long as in-state travelers in commercial lodging and with friends and family.
- Traveler party size was slightly larger for in-state than out-of-state travelers (2.5 people versus 2.1 people).
- Out-of-state travelers accounted for three-fourths of all party-trips in commercial lodging and 85 percent of all party-trip-nights (room-nights) in commercial lodging.

Table C.2 Statistics for Visitors from California and New Mexico to Arizona

	Travelers from:	
	California	New Mexico
Means of transportation		
Personal use vehicle	64	82
Airplane	33	16
Other	4	2
Calendar quarter of travel		
First quarter	19	27
Second quarter	27	28
Third quarter	25	24
Fourth quarter	30	21
Main purpose of trip		
Business	13	38
Pleasure	79	51
Other	8	11
Main purposes of pleasure trips		
Visit friends and family	52	63
Leisure	48	37
Round trip travel		
Less than 300 miles	0	19
300-499 miles	9	13
500- 999 miles	64	56
1000-1999 miles	26	11
2000 or more miles	1	1
Mean (miles)	899	656
Median (miles)	765	650
Travel party		
1 adult only	66	61
2 adults only	33	33
Adults with children	1	6

	Travelers from:	
	California	New Mexico
Nights away from home		
None	12	24
1-3 nights	57	49
4-7 nights	28	22
8 or more	4	4
Types of lodging if spent the night		
Friend or relative's house	49	53
Hotel, motel or resort	43	39
Other	8	8
Age		
Under 18	16	23
18-24	12	5
25-29	7	4
30-39	18	13
40-49	20	27
50-59	14	19
60-64	3	2
65 and up	10	6
Median (years)	38	42
Race & Ethnicity		
White	89	69
Black	0	2
American Indian, Eskimo, Aleut	0	25
Asian or Pacific Islander	7	1
Other	4	4
Hispanic Origin	9	13

	Travelers from:	
	California	New Mexico
Income		
Less than \$25,000	8	35
\$25,000-39,999	11	28
\$40,000-49,999	11	9
\$50,000-59,999	13	4
\$60,000-74,999	18	7
\$75,000-99,999	22	9
\$100,000 or more	18	9
Educational Attainment		
Less than high school graduate	4	15
High school graduate	13	31
Some college, no degree	29	14
Associate degree	3	4
Bachelor's degree	35	15
Some graduate or graduate degree	16	21
Activity		
Working full time	67	57
Retired	15	8
Other	18	35
Household type		
Married couple, no children under 18	37	28
Married couple, children under 18	39	44
Female head with children	1	5
Male head with children	1	1
Female head, no children	4	3
Male head, no children	0	2
Non-family household	18	18

	Travelers from:	
	California	New Mexico
Key trip characteristics		
Total person-trips	3,832,000	798,000
Person-trips in commercial lodging	1,450,029	236,527
Party-trips in commercial lodging	659,104	107,512
Party-trip-nights in commercial lodging	1,911,402	268,780
Mean party size (# of people)	2.2	2.2
Mean nights away (excluding. None)	3.3	4.0
Mean nights at friends and family	3.7	3.9
Mean nights at commercial lodging	2.9	2.5

Key Results:

- Travelers from CA and NM were more likely to drive than other out-of-state visitors. 64 percent of CA travelers and 82 percent of NM travelers drove.
- Travelers from CA are least likely to visit between January and March.
- Half of NM and 79 percent of CA travelers are in Arizona for pleasure.
- 52 percent of CA pleasure travelers and 63 percent of NM pleasure travelers are visiting friends and family.
- Two-thirds of CA travel parties and 61 percent of NM travel parties consist of one adult.
- 88 percent of CA and 76 percent of NM travelers spent one or more nights away from home on this trip.
- Approximately half of all travelers who spent a night away stayed at the home of friends and family.
- The median ages for CA and NM travelers were 38 and 42 years.
- One quarter of all NM travelers are American Indians.
- 9 percent of CA and 13 percent of NM travelers are of Hispanic origin.
- The median income of CA travelers is \$60,000-75,000, while the median for NM travelers is \$25,000-40,000.
- Over half of CA travelers and 36 percent of all NM travelers have a bachelor's degree or higher.

- Almost half of all NM travelers have a high school diploma or less.
- 15 percent of CA travelers, but only 8 percent of NM travelers, are retired.
- 35 percent of NM travelers are neither retired, nor do they work full time.
- Mean party size for travelers from CA and NM is 2.2 people.
- Mean nights in commercial lodging is 2.9 and 2.5 nights for CA and NM travelers respectively.
- NM travelers account for just over 3 percent of all room-nights in commercial accommodations.
- CA travelers account for almost one quarter of all room-nights in commercial accommodations.

Source: U.S. Department of Transportation, "American Travel Survey." 1995.