



Travel USA Visitor Profile



2022

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 more nights away from home.
- This report provides an overview for Mesa’s domestic tourism business in 2022.

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 Mesa, the following sample was achieved in 2022:



Overnight Base Size

480

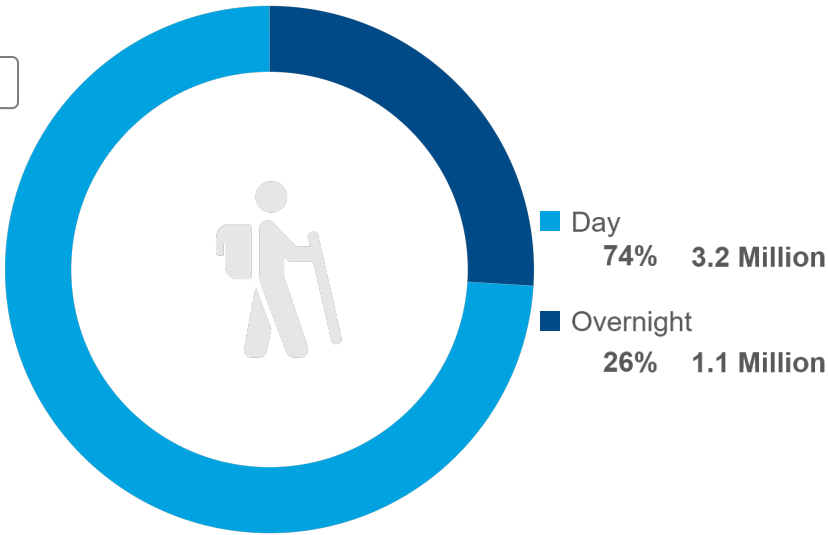
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Mesa 2022 Domestic Travel Market

Total Person-Trips

4.3 Million

+6.5% vs. last year





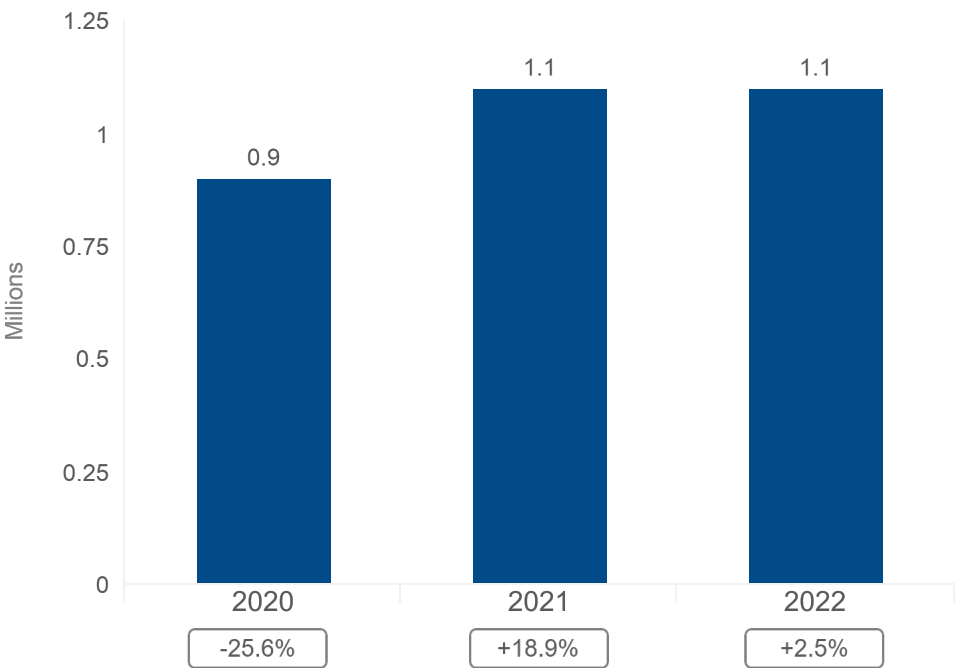
Travel USA Visitor Profile

Overnight Visitation



2022

Overnight Trips to Mesa














Past Visitation to Mesa

86% of overnight travelers to Mesa are repeat visitors

59% of overnight travelers to Mesa had visited before in the past 12 months

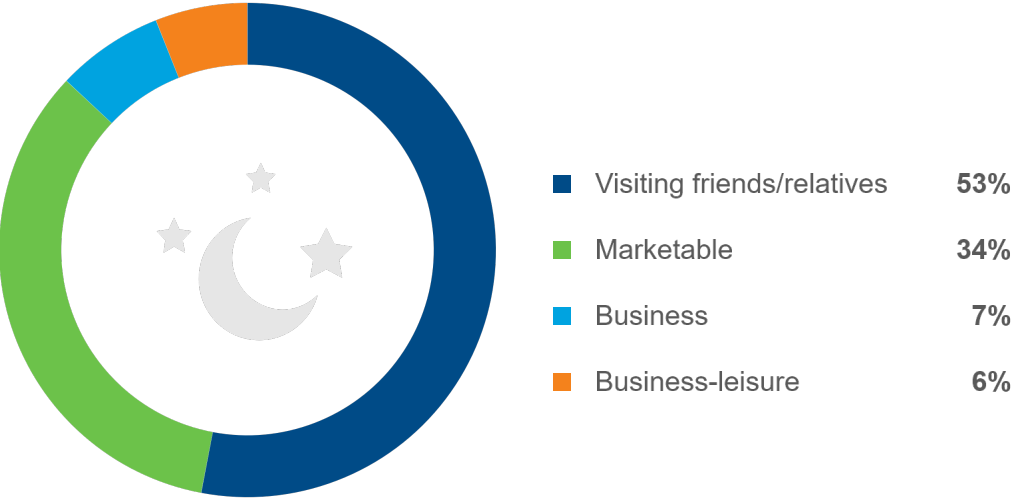
Main Purpose of Trip

	53% Visiting friends/ relatives		2% Conference/ Convention
	9% Special event		
	7% City trip		
	7% Outdoors		
	6% Touring		6% Other business trip
	2% Casino		
	1% Golf Trip		6% Business-Leisure
	1% Theme park		

Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	53%	52%
Special event	9%	3%
City trip	7%	6%
Outdoors	7%	6%
Touring	6%	11%
Casino	2%	3%
Golf Trip	1%	2%
Theme park	1%	2%

2022 Mesa Overnight Trips

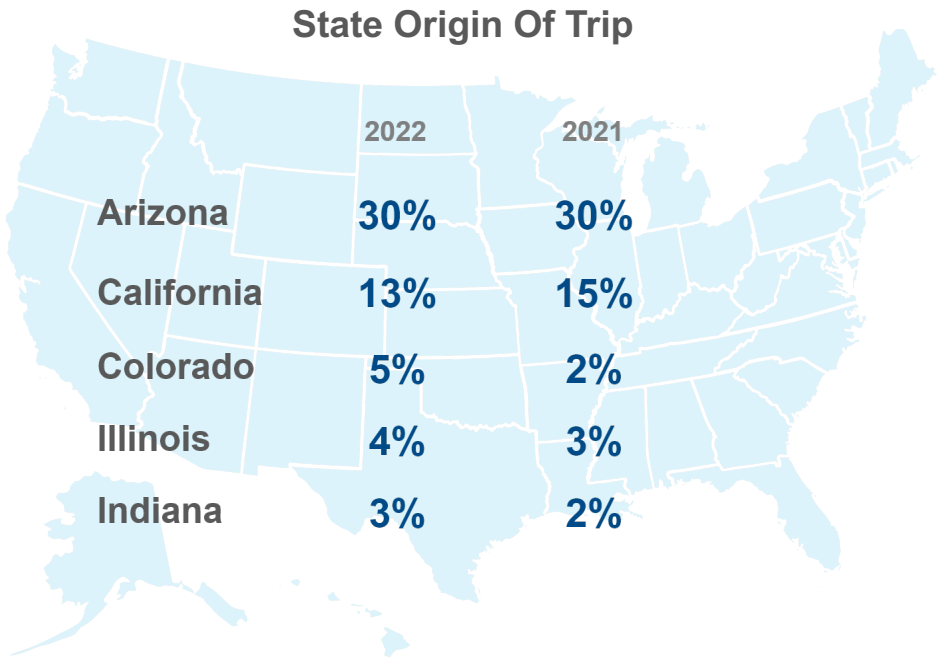


Last Year's Mesa Overnight Trips



Mesa's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

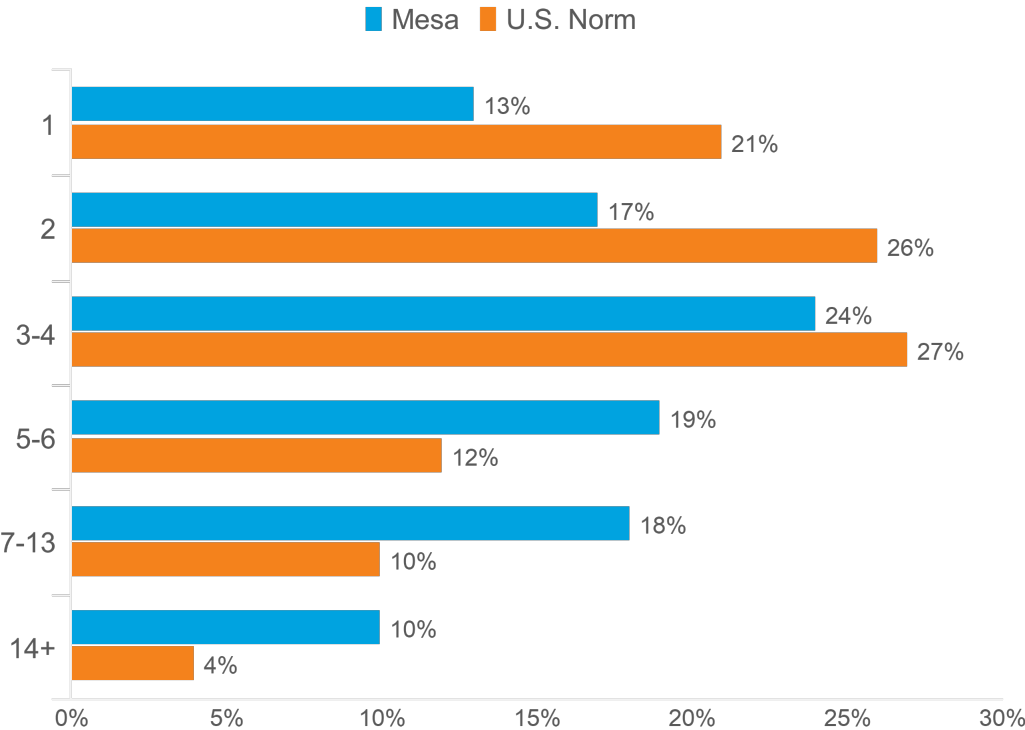


Season of Trip
Total Overnight Person-Trips

DMA Origin Of Trip

	2022	2021
Phoenix, AZ	22%	23%
Los Angeles, CA	8%	9%
Tucson (Nogales), AZ	7%	6%
Denver, CO	4%	1%
Chicago, IL	4%	3%
Las Vegas, NV	3%	2%

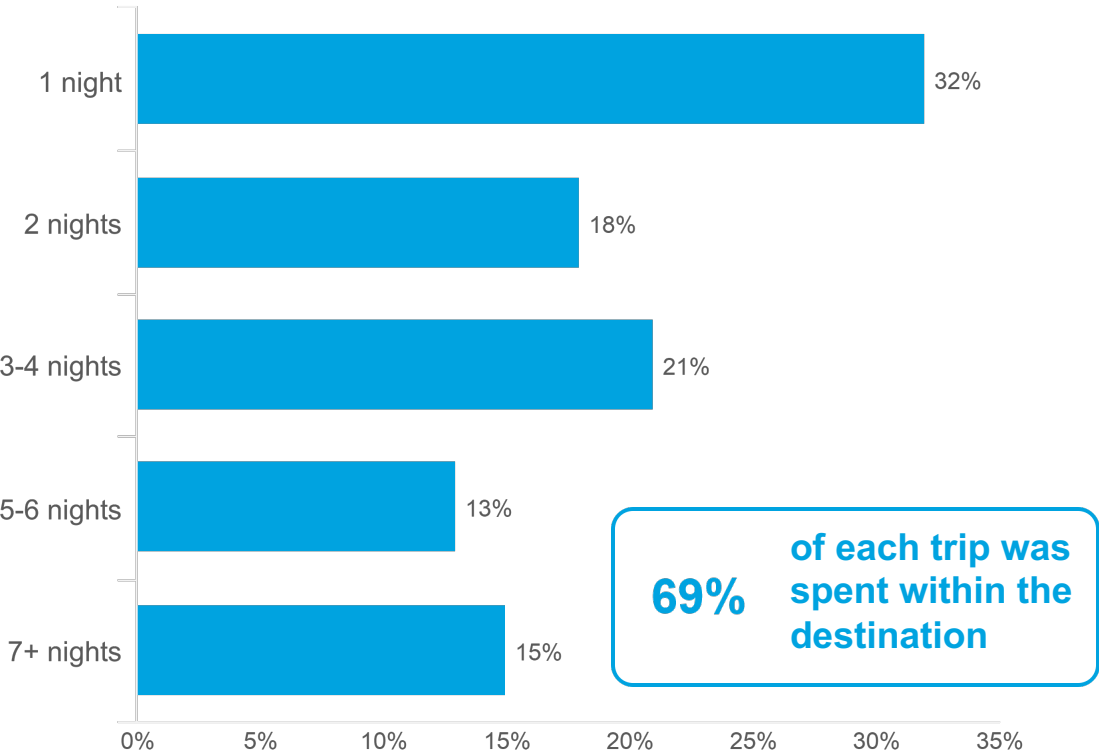
Total Nights Away on Trip



Mesa
6.0
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Mesa



69% of each trip was spent within the destination

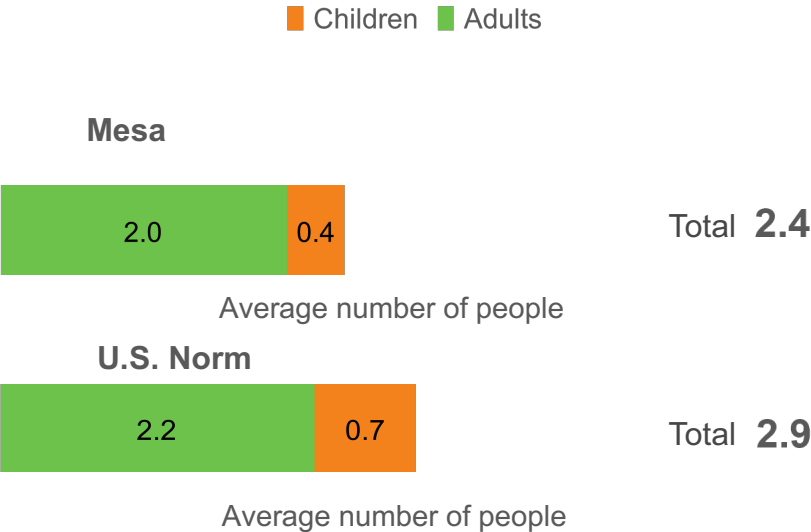
Average number of nights
4.2

Average last year
4.8

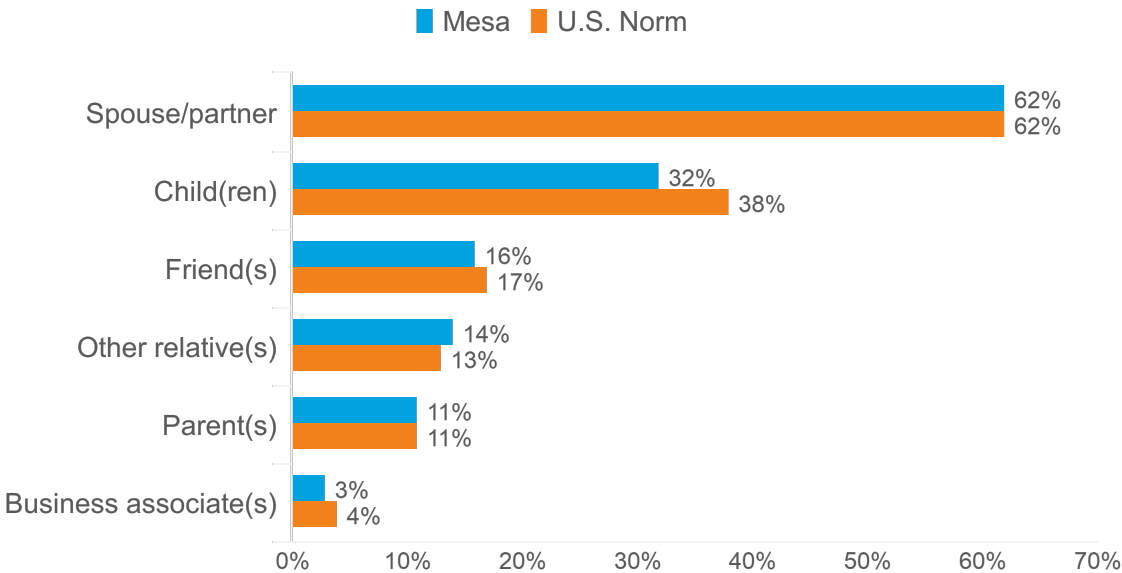
Mesa's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Size of Travel Party

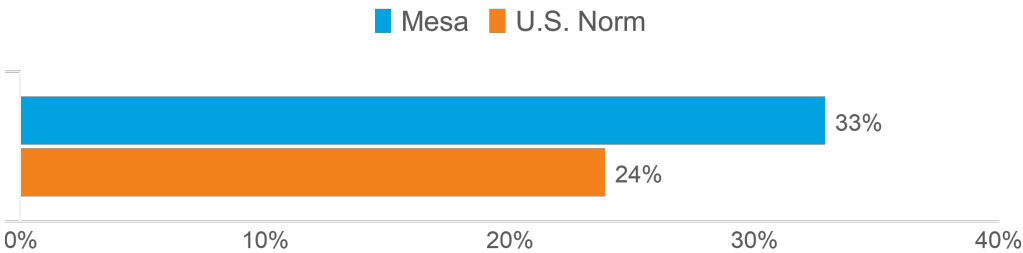


Composition of Immediate Travel Party

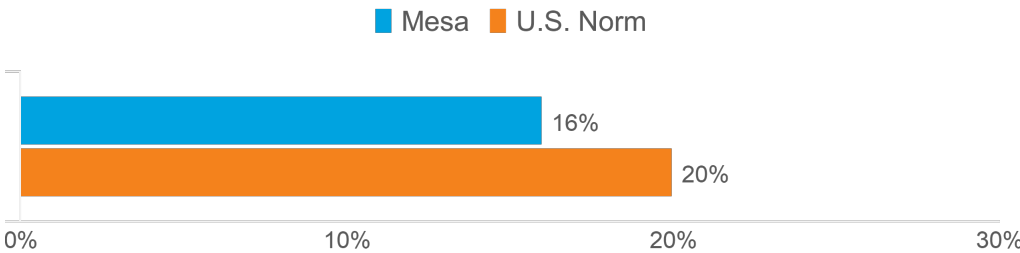


Base: 2022 Overnight Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities



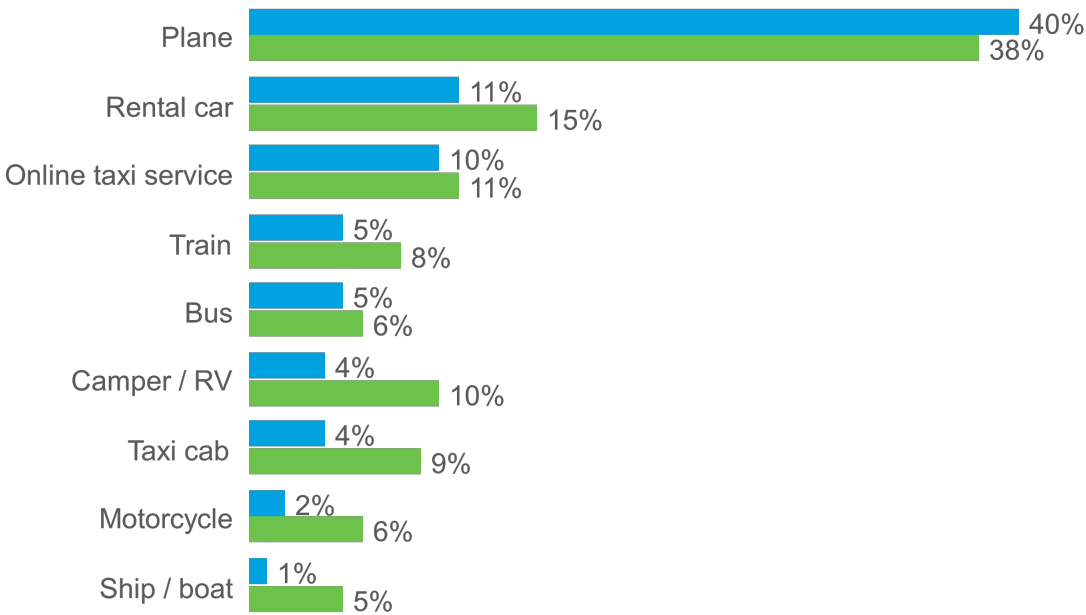
Transportation Used to get to Destination



55% of overnight travelers use own car/truck to get to their destination

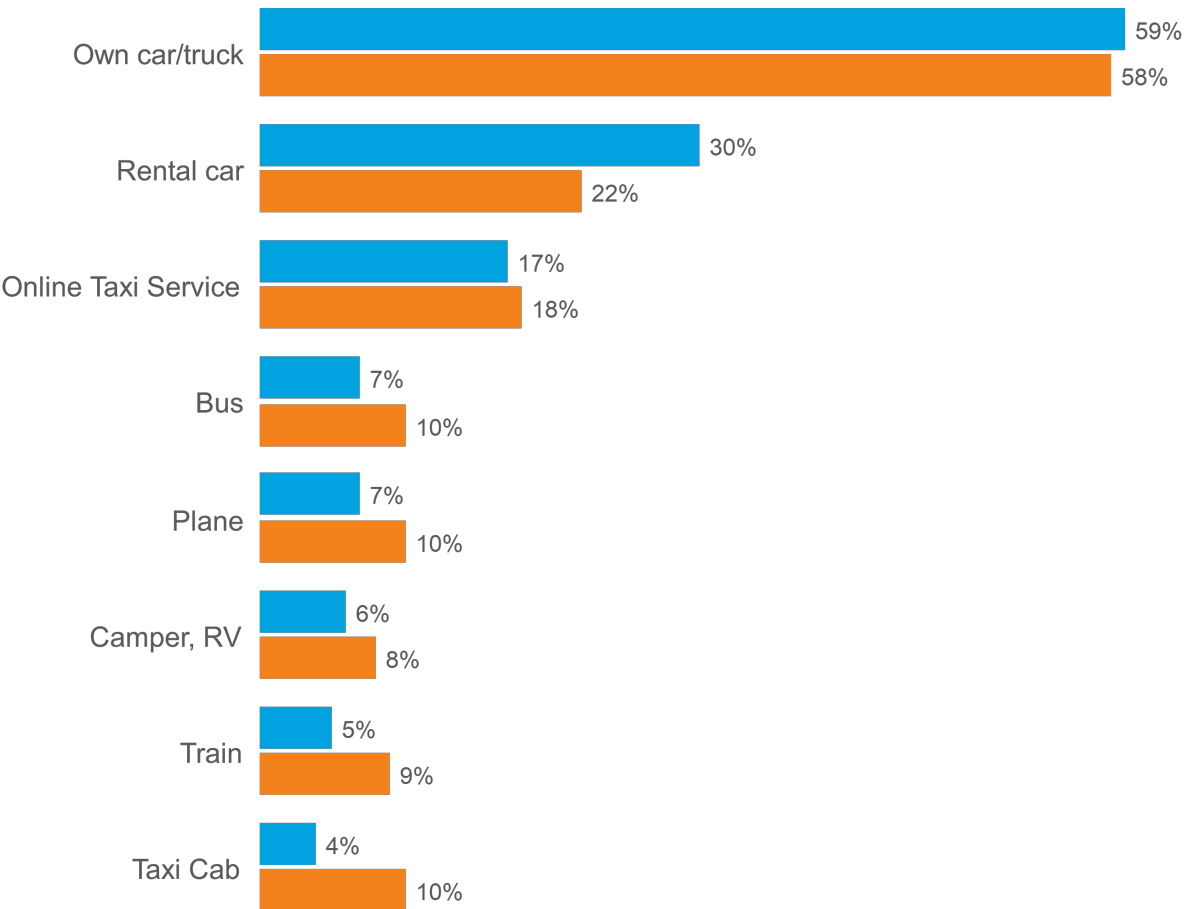
Previous year: 64%

■ 2022 ■ 2021

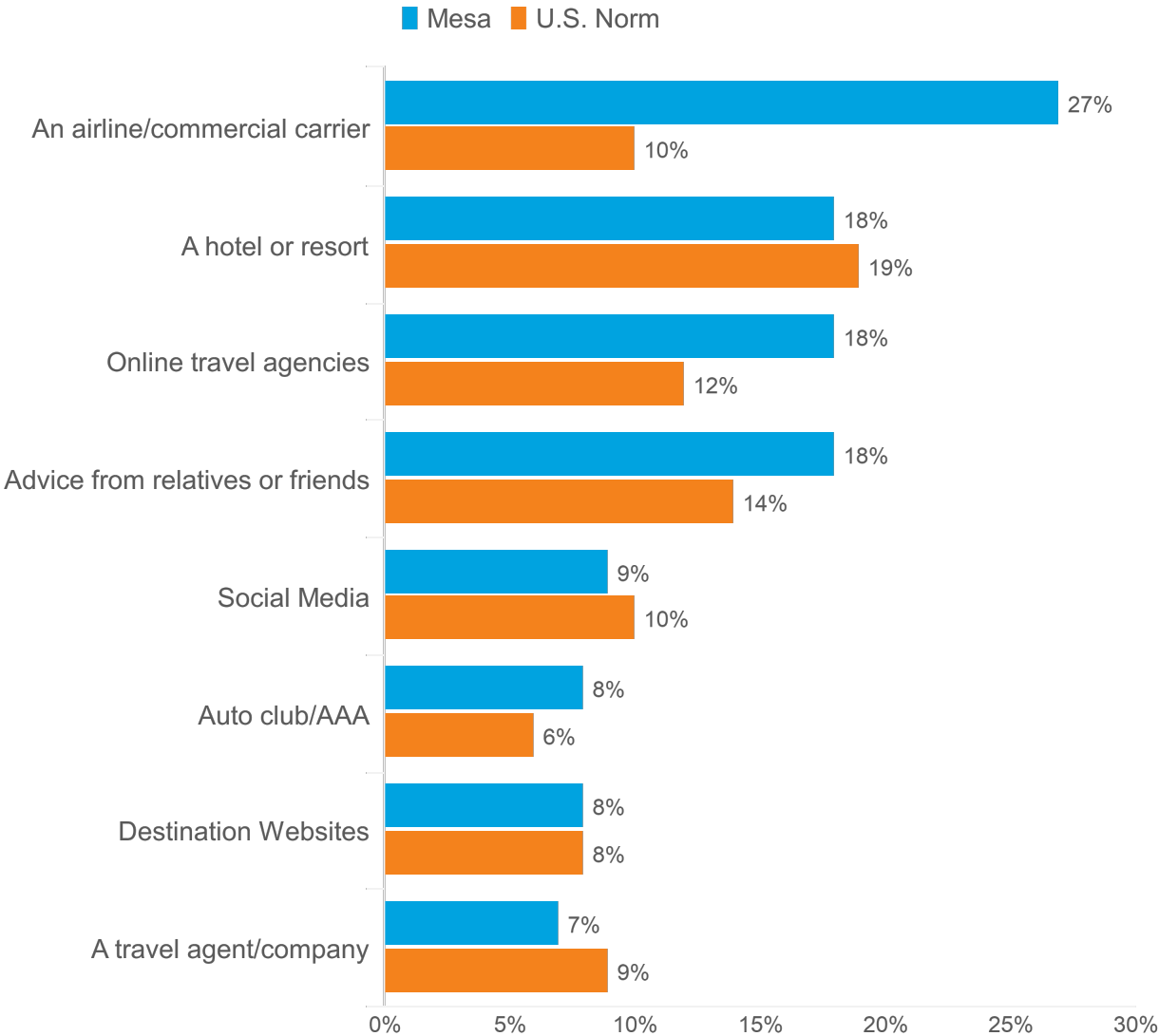


Transportation Used within Destination

■ Mesa ■ U.S. Norm



Trip Planning Information Sources



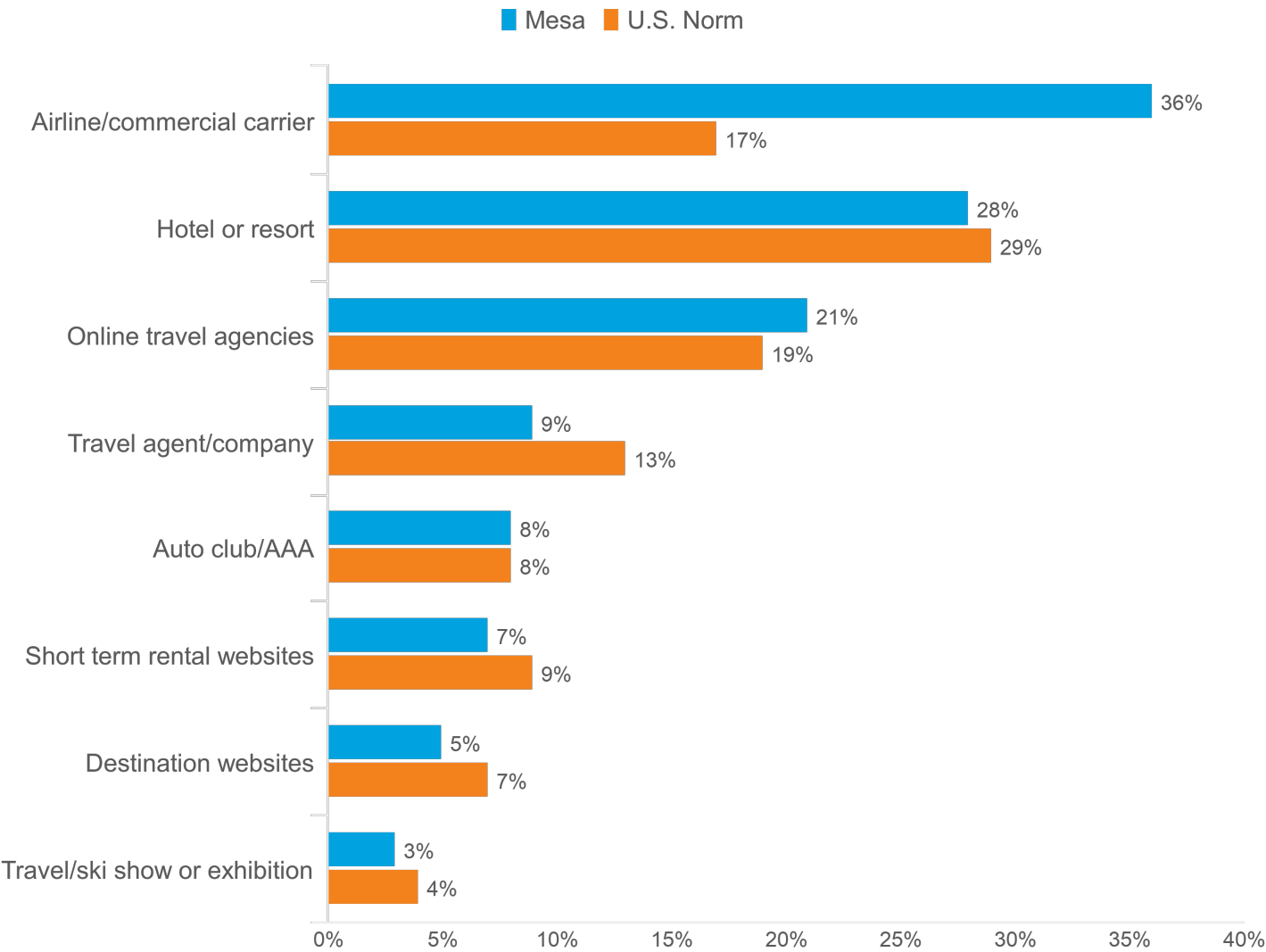
Length of Trip Planning

	Mesa	U.S. Norm
1 month or less	33%	31%
2 months	15%	16%
3-5 months	19%	18%
6-12 months	15%	14%
More than 1 year in advance	3%	5%
Did not plan anything in advance	15%	16%








Mesa's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Method of Booking



Accommodations

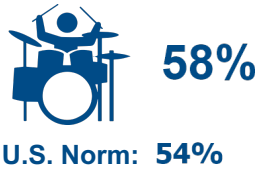
		2022	2021
	Hotel	36%	36%
	Home of friends / relatives	35%	29%
	Motel	15%	16%
	Resort hotel	10%	15%
	Own condo / apartment / cabin / second home	8%	6%
	Rented home / condo / apartment	7%	10%
	Campground / RV park	7%	11%

Activity Groupings

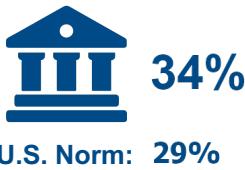
Outdoor Activities



Entertainment Activities



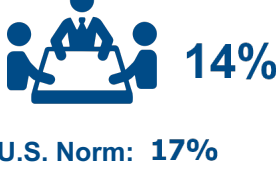
Cultural Activities



Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	2022	2021
Shopping	39%	36%
Sightseeing	26%	27%
Swimming	20%	22%
Attending celebration	19%	17%
Landmark/historic site	19%	19%
Hiking/backpacking	18%	17%
Local parks/playgrounds	17%	14%
Bar/nightclub	17%	20%
Casino	16%	14%
Museum	13%	14%

Shopping Types on Trip

		Mesa	U.S. Norm
	Outlet/mall shopping	58%	48%
	Convenience/grocery shopping	57%	44%
	Big box stores (Walmart, Costco)	54%	33%
	Souvenir shopping	41%	41%
	Boutique shopping	23%	29%
	Antiquing	18%	12%

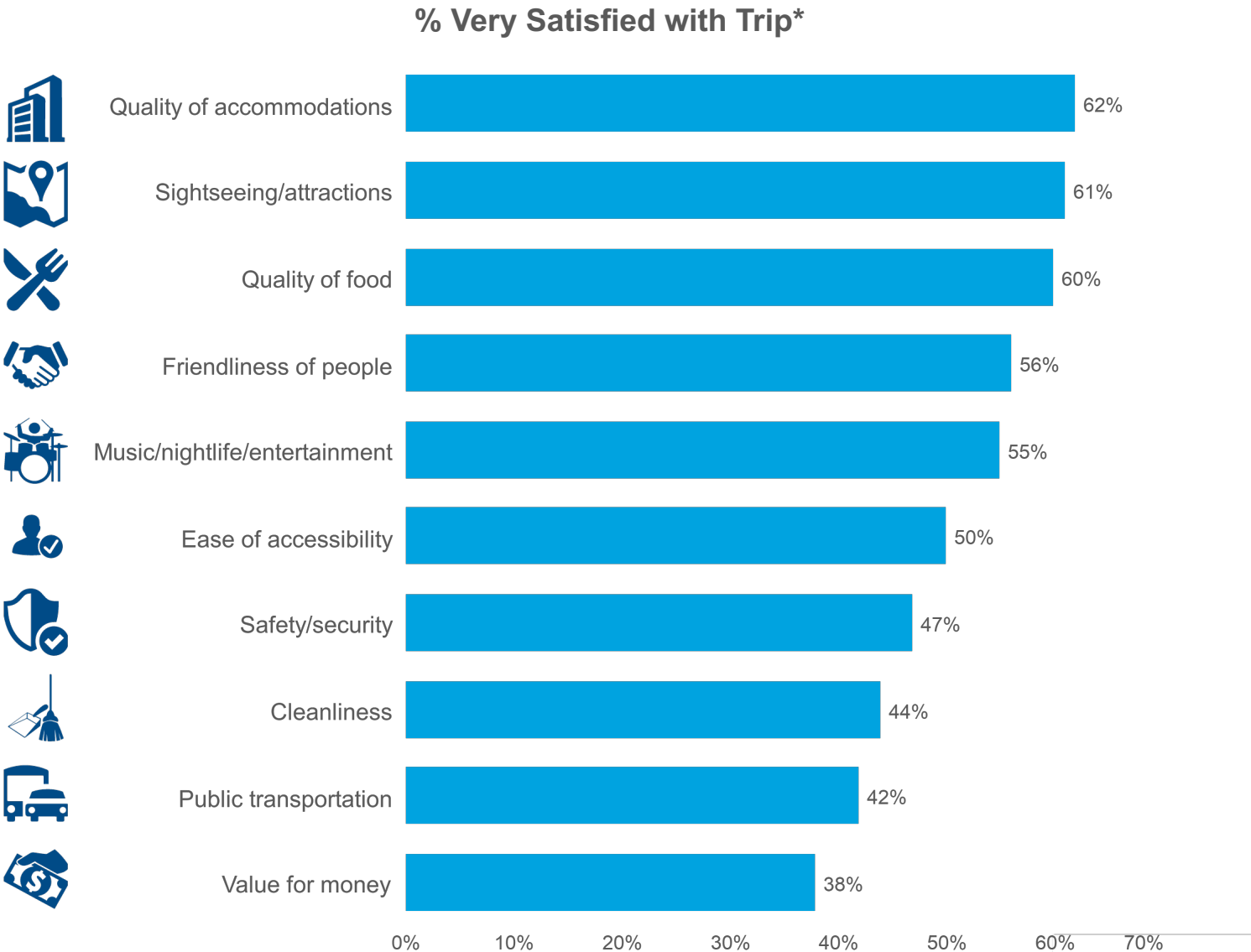
Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

		Mesa	U.S. Norm
	Unique/local food	57%	47%
	Fine/upscale dining	33%	25%
	Street food/food trucks	23%	23%
	Food delivery service (UberEATS, DoorDash, etc.)	21%	21%
	Picnicking	13%	13%
	Gastropubs	12%	10%



71%
of overnight travelers were
very satisfied with their overall
trip experience

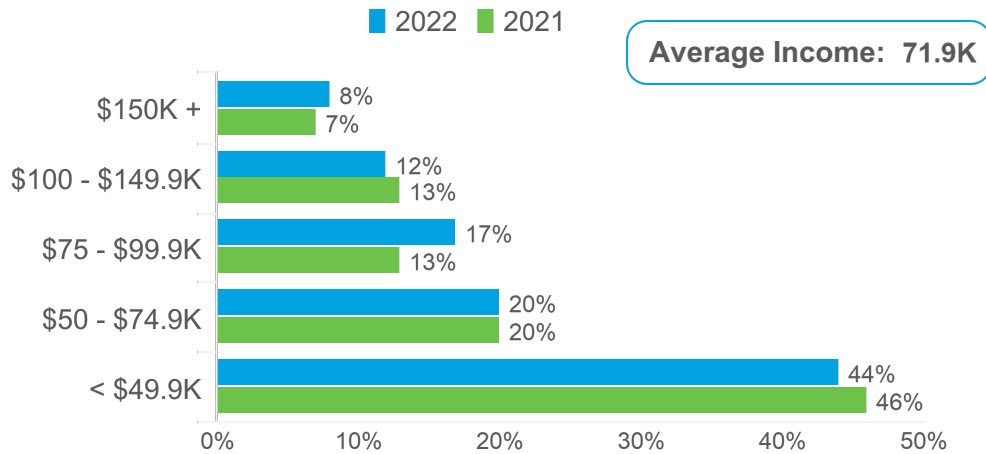


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

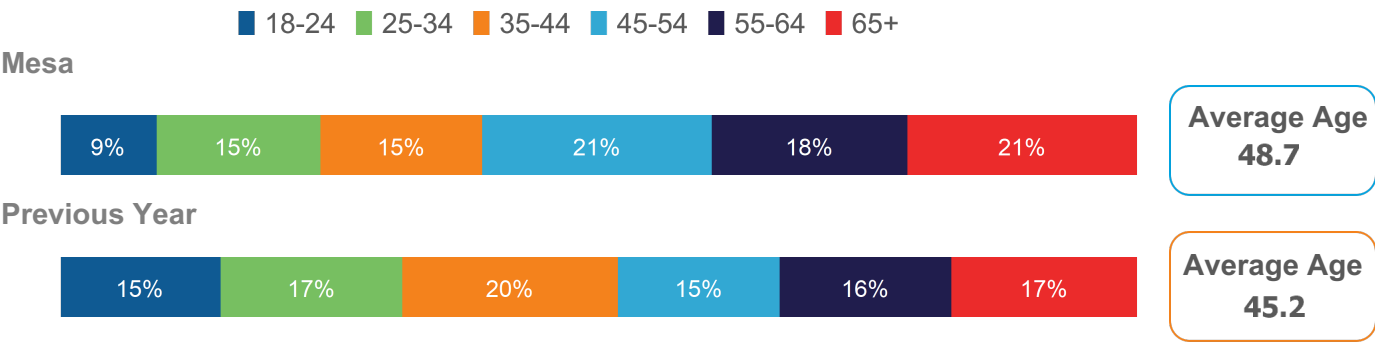
Demographic Profile of Overnight Mesa Visitors

Base: 2022 Overnight Person-Trips

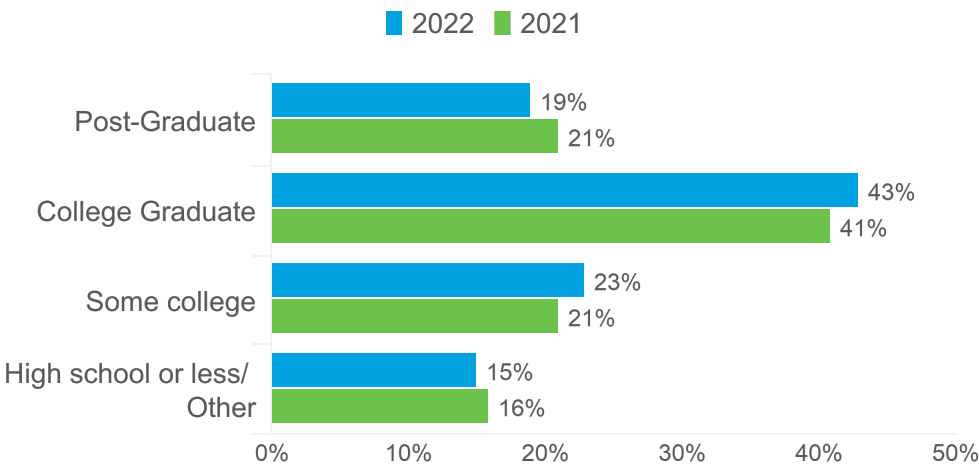
Household Income



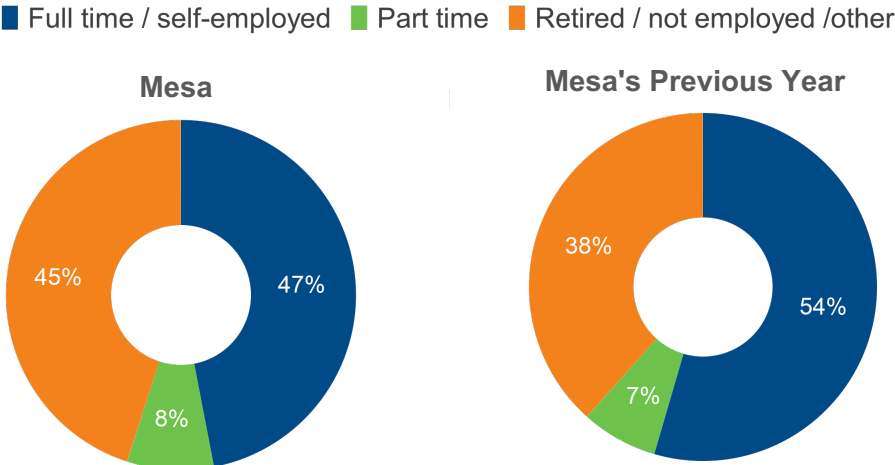
Age



Educational Attainment



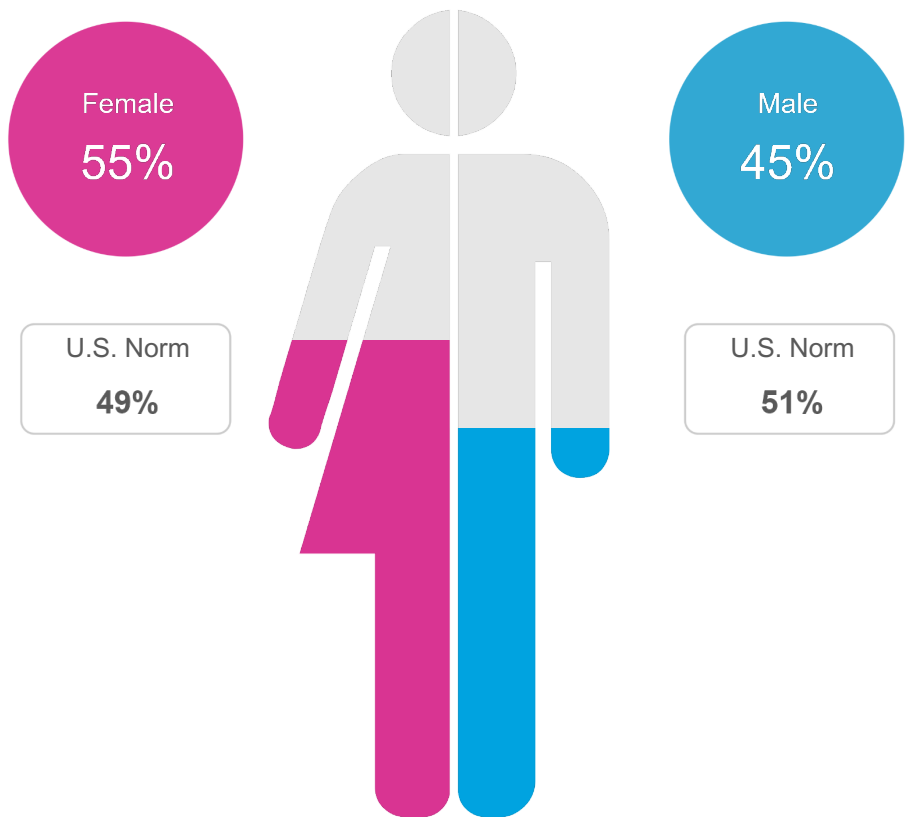
Employment



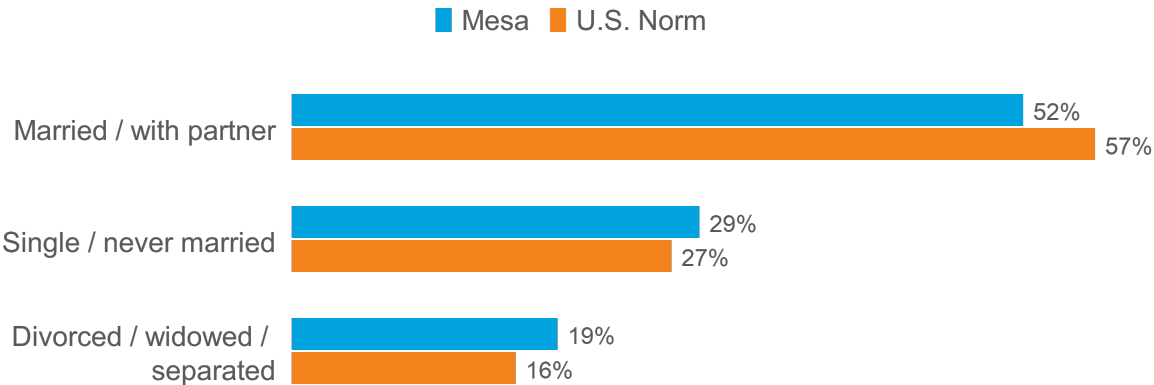
Demographic Profile of Overnight Mesa Visitors

Base: 2022 Overnight Person-Trips

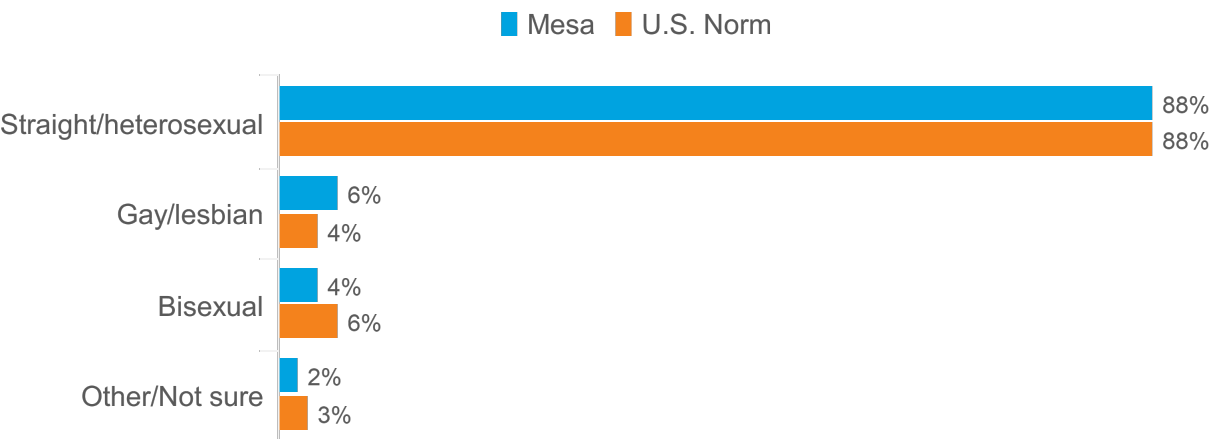
Gender



Marital Status



Sexual Orientation

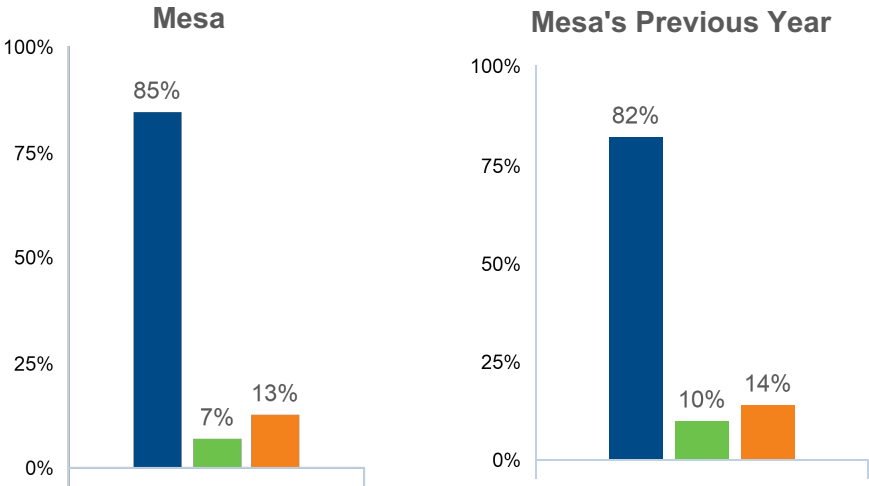


Demographic Profile of Overnight Mesa Visitors

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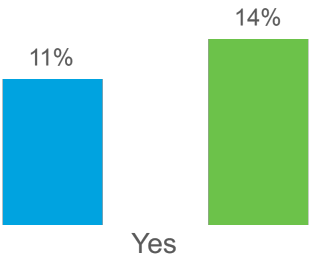
Race

White African-American Other



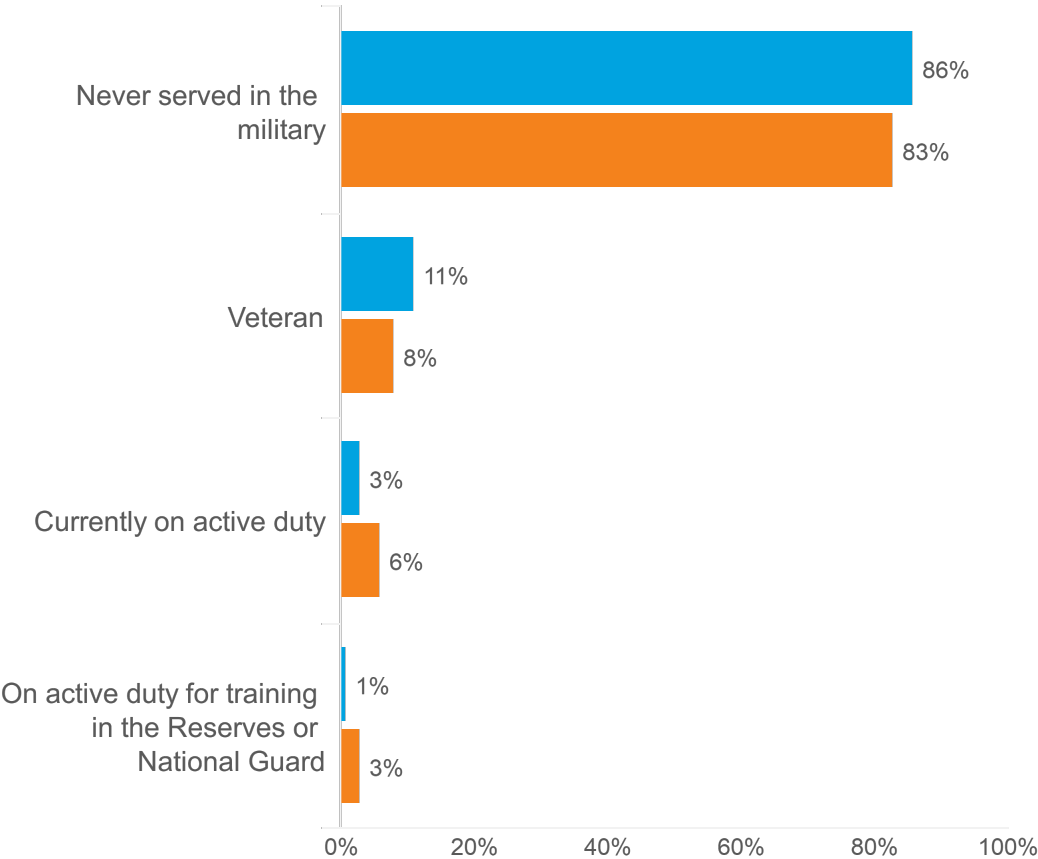
Hispanic Background

2022 2021



Military Status

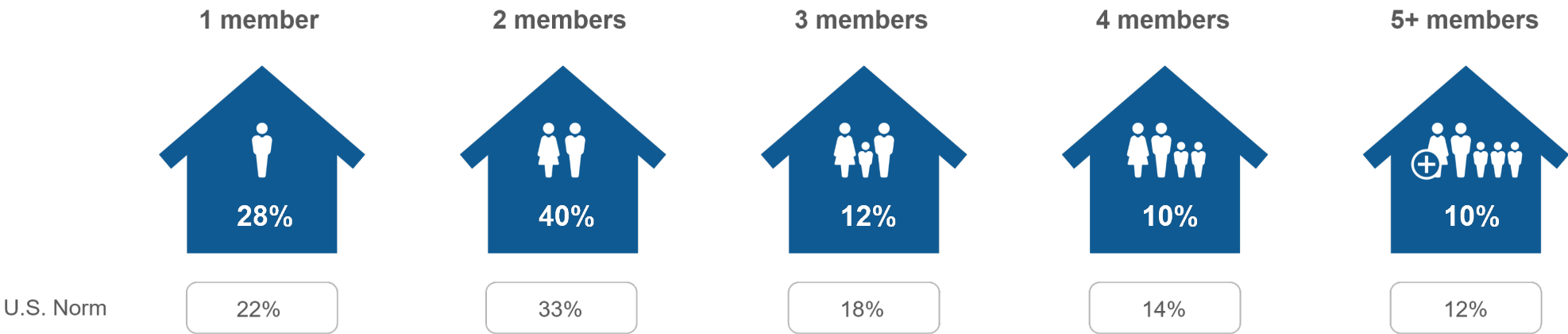
Mesa U.S. Norm



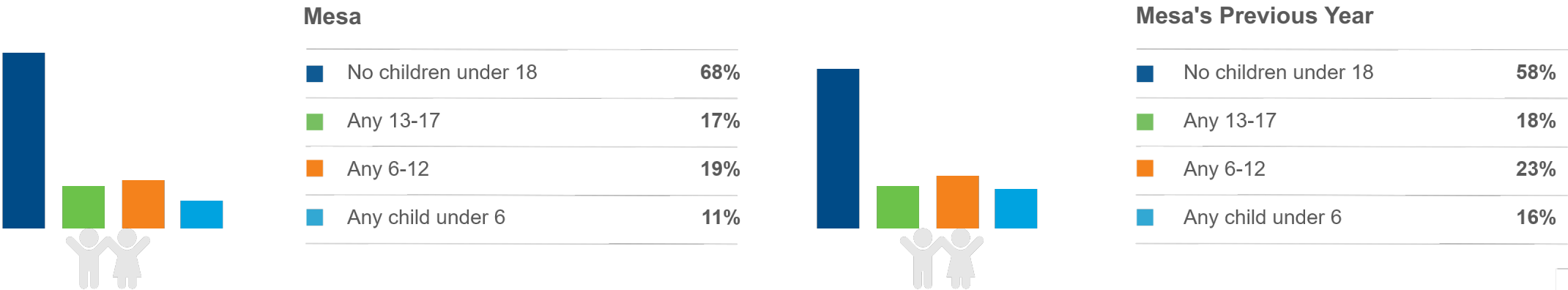
Demographic Profile of Overnight Mesa Visitors

Base: 2022 Overnight Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Day Visitation



2021/2022

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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2021 and 2022 trips. This is to ensure a sufficient sample base for reliable results.
- However, visitor volumes and expenditures represent 2022 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

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 Mesa, the following sample was achieved in 2021/2022:



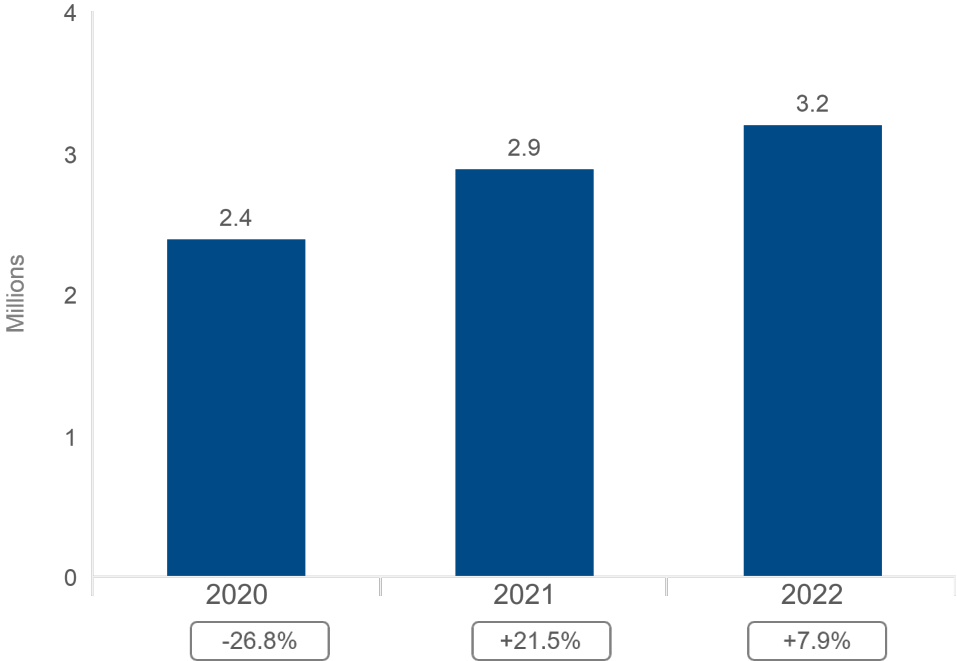
Day Base Size

224

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.

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

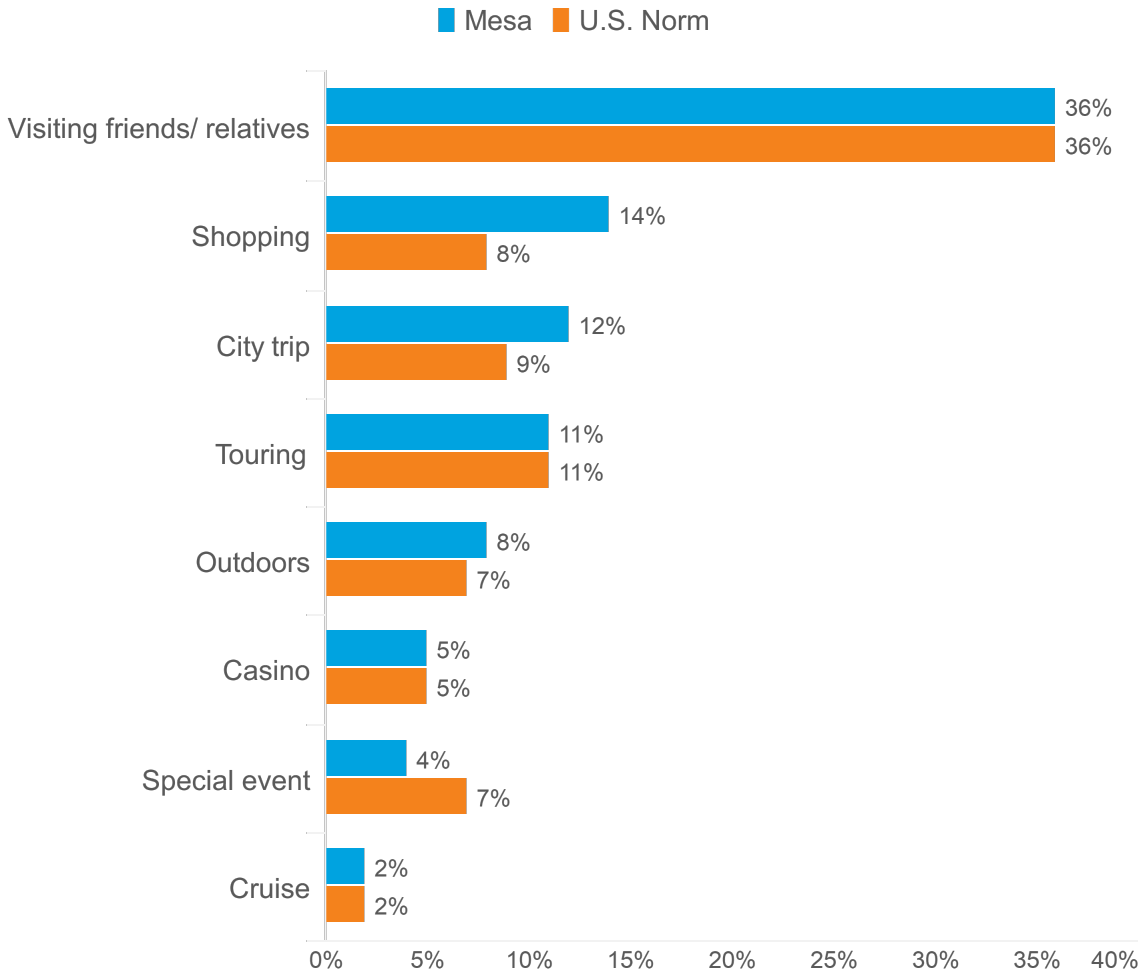
Day Trips to Mesa



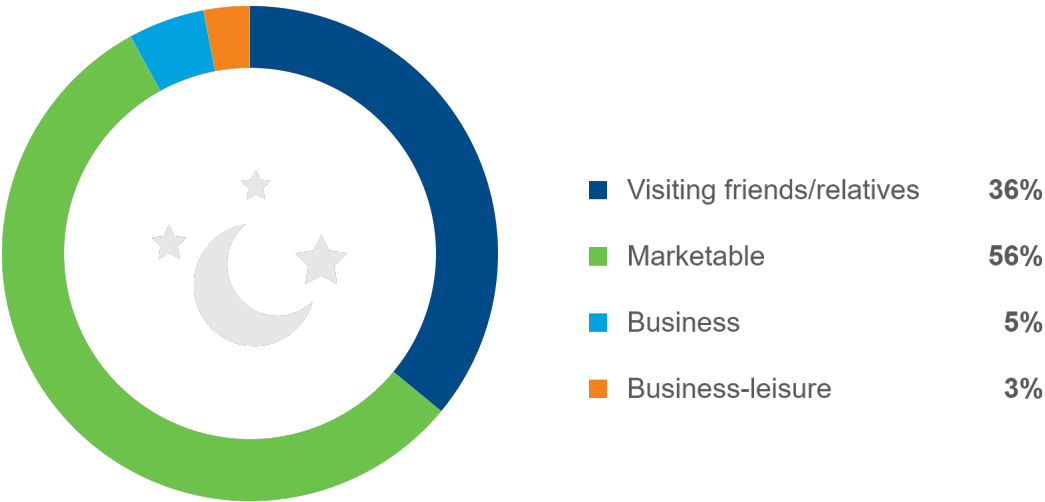
Main Purpose of Trip

	36% Visiting friends/ relatives		<1% Conference/ Convention
	14% Shopping		
	12% City trip		
	11% Touring		
	8% Outdoors		3% Other business trip
	5% Casino		
	4% Special event		
	2% Cruise		2% Business-Leisure

Main Purpose of Leisure Trip



2022 U.S. Day Trips

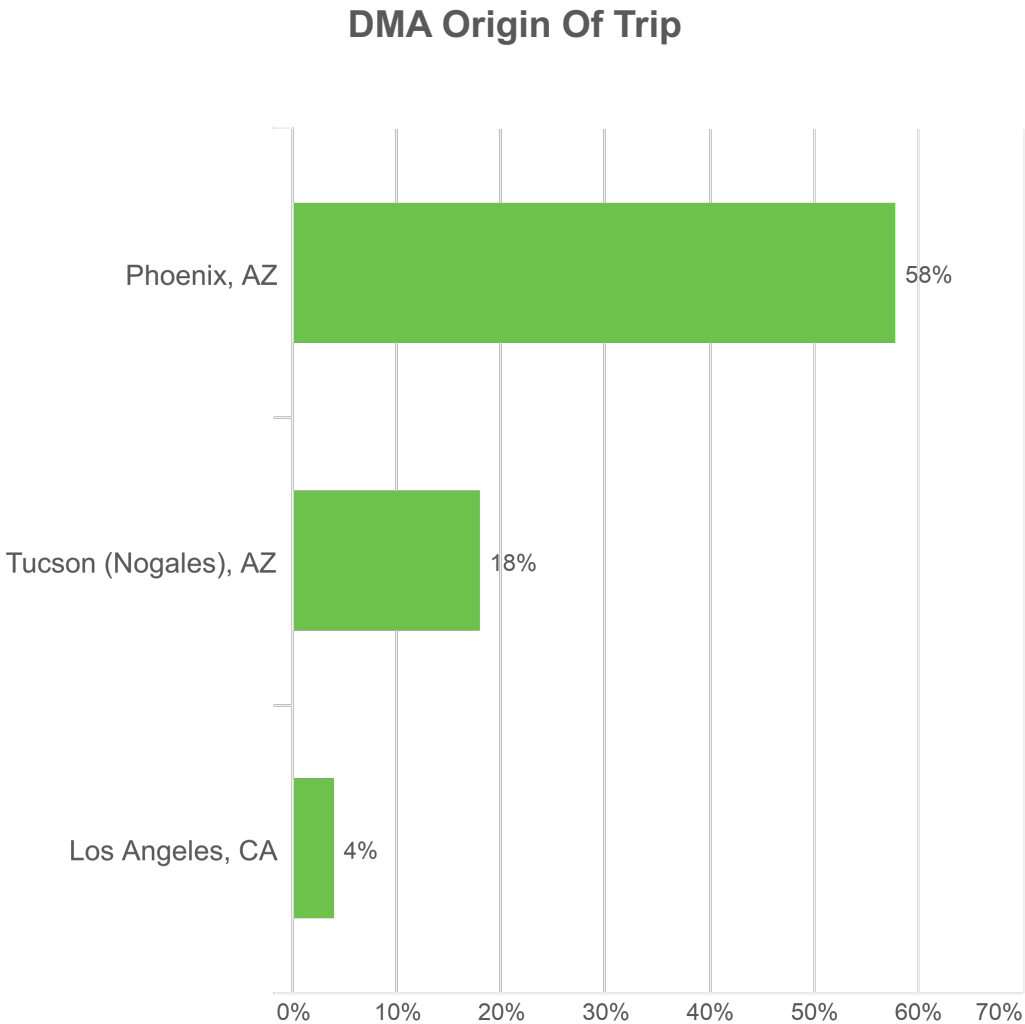
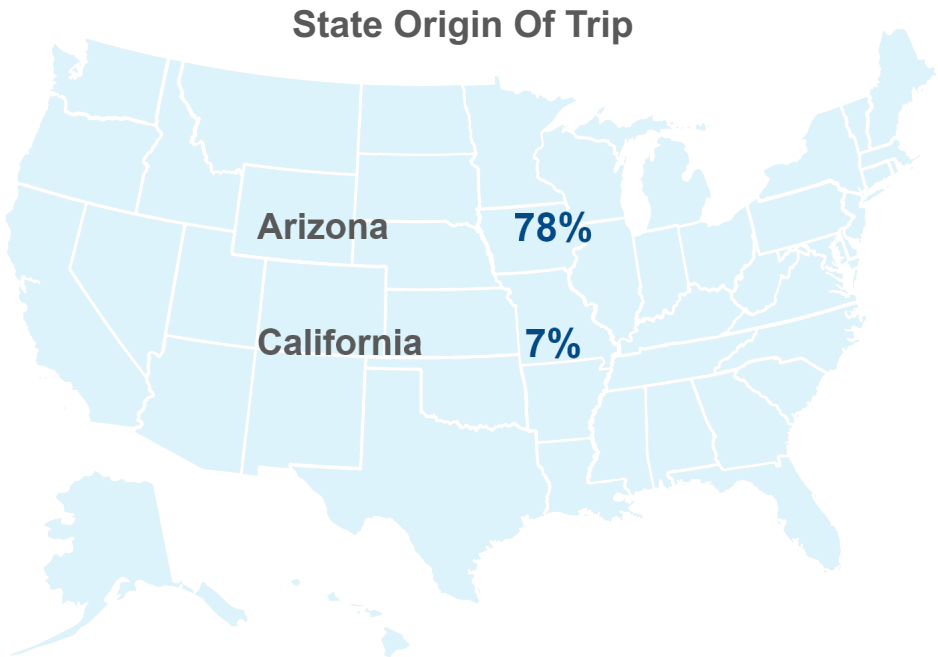


Mesa Day Trips



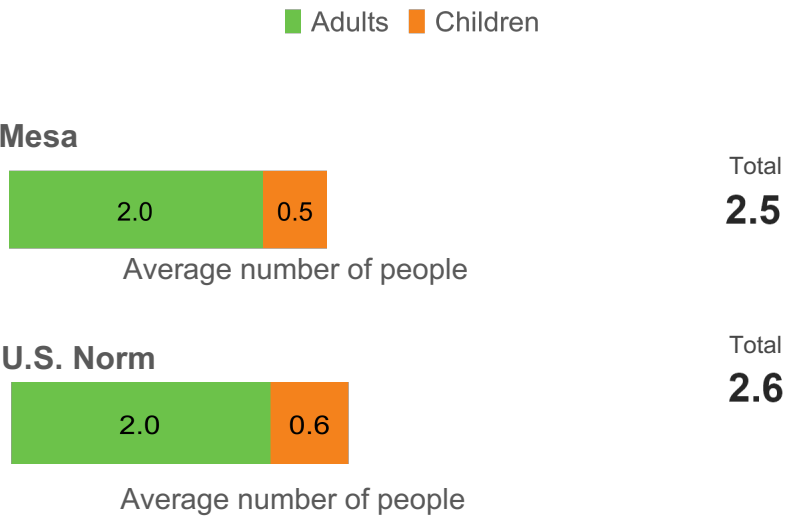
Mesa's Day Trip Characteristics

Base: 2021/2022 Day Person-Trips

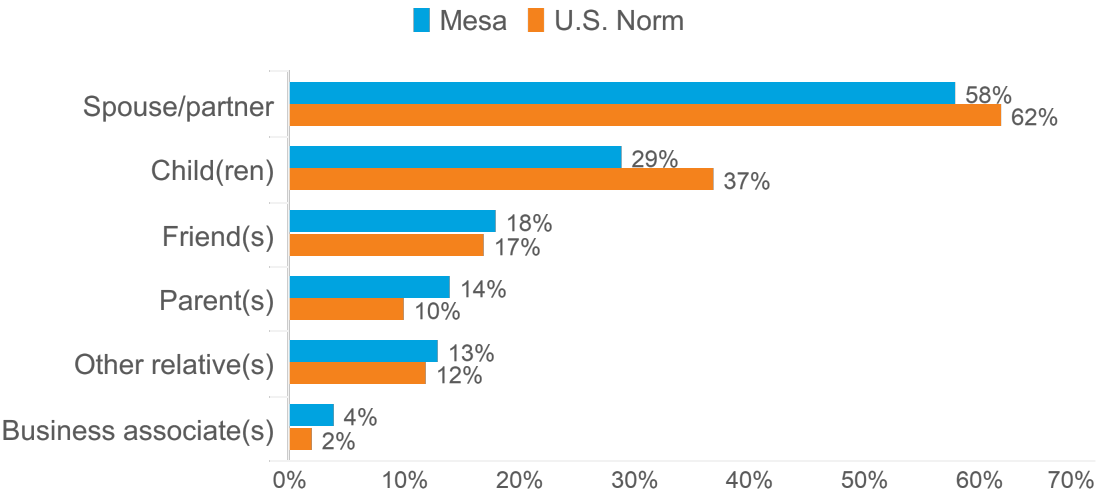


Season of Trip
Total Day Person-Trips

Size of Travel Party

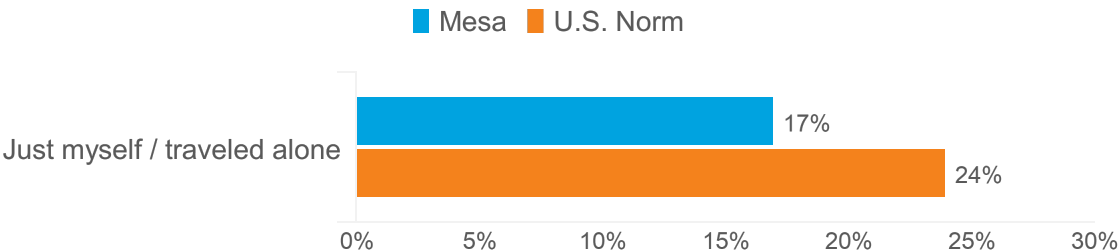


Composition of Immediate Travel Party

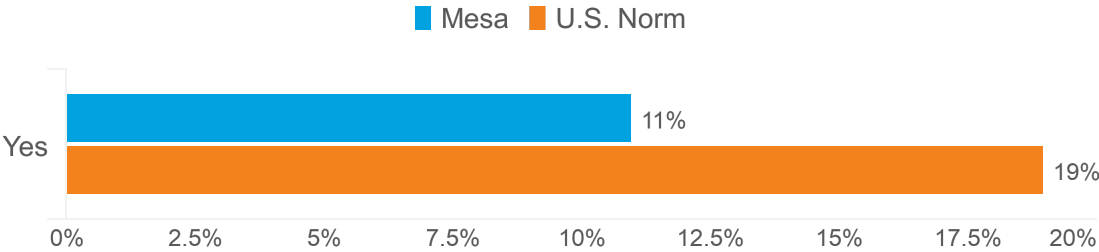


Base: 2021/2022 Overnight Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities



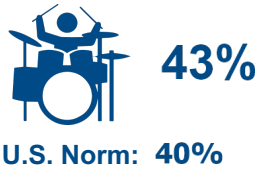
Question added in 2022, data is for 2022 only

Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



Sporting Activities



Business Activities



Activities and Experiences (Top 10)







	Mesa	U.S. Norm
Shopping	32%	21%
Sightseeing	17%	13%
Attending celebration	14%	10%
Hiking/backpacking	12%	5%
Local parks/playgrounds	10%	6%
Casino	10%	8%
National/state park	8%	5%
Zoo	8%	5%
Swimming	7%	6%
Bar/nightclub	6%	6%

Shopping Types on Trip

		Mesa	U.S. Norm
	Outlet/mall shopping	60%	48%
	Convenience/grocery shopping	37%	28%
	Big box stores (Walmart, Costco)	35%	29%
	Boutique shopping	23%	23%
	Souvenir shopping	22%	26%
	Antiquing	15%	12%

Base: 2021/2022 Day Person-Trips that included Shopping

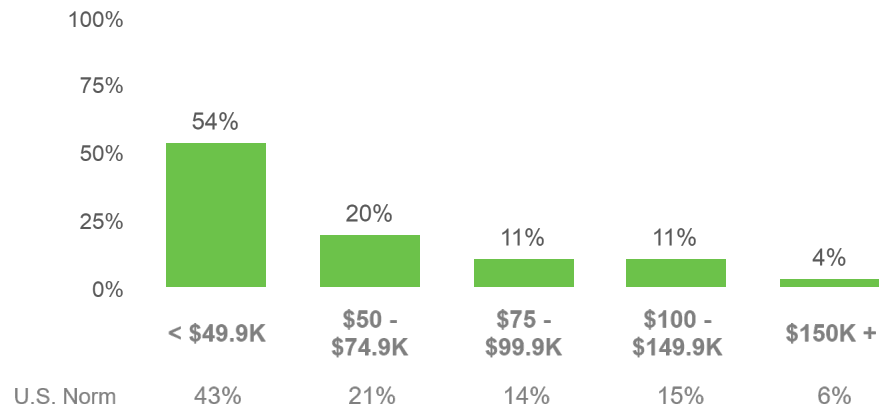
Dining Types on Trip

		Mesa	U.S. Norm
	Unique/local food	45%	38%
	Street food/food trucks	26%	19%
	Fine/upscale dining	14%	15%
	Picnicking	12%	12%
	Food delivery service (UberEATS, DoorDash, etc.)	10%	13%
	Gastropubs	8%	7%

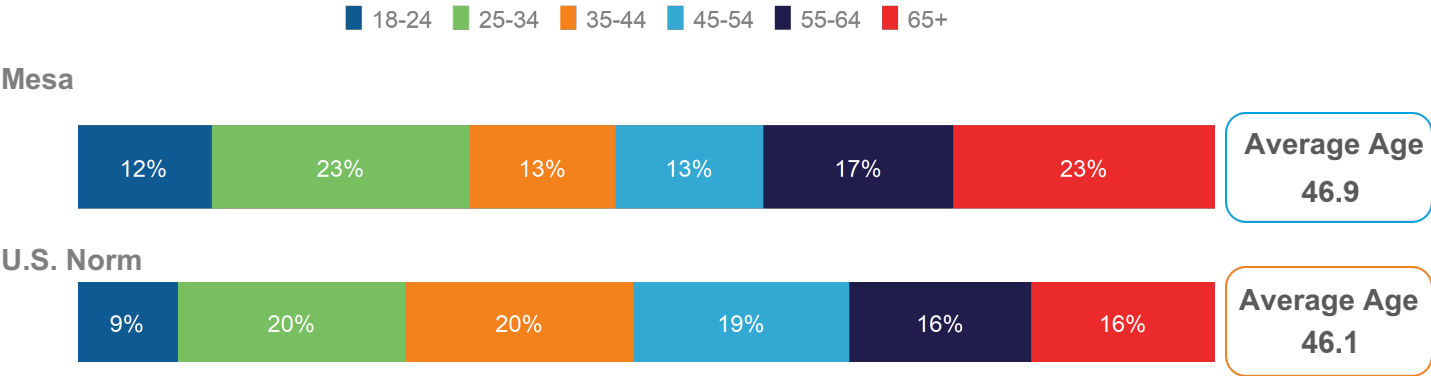
Demographic Profile of Day Mesa Visitors

Base: 2021/2022 Day Person-Trips

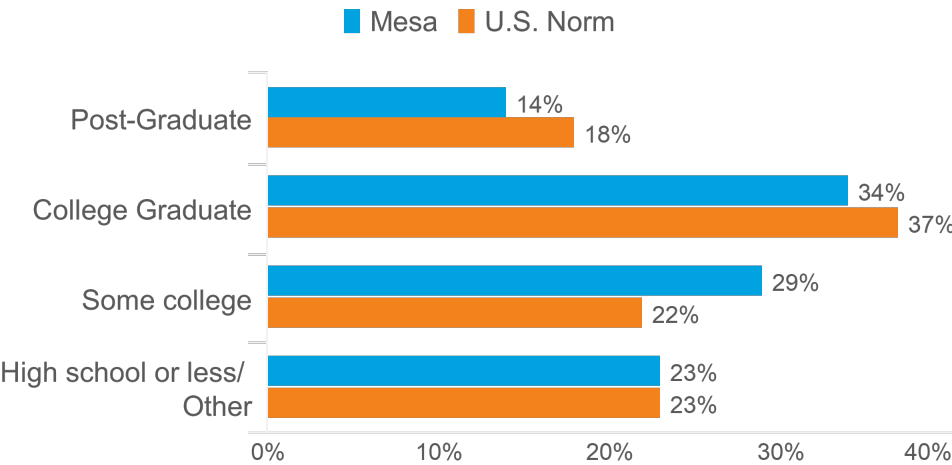
Household Income



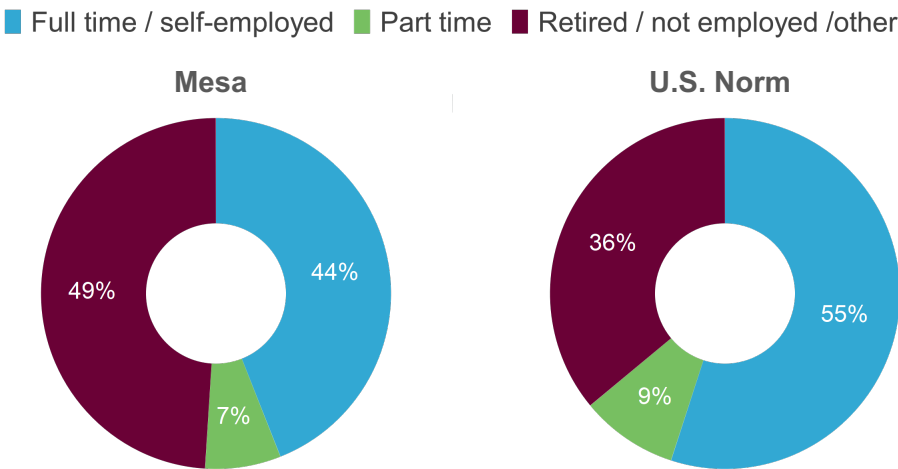
Age



Educational Attainment



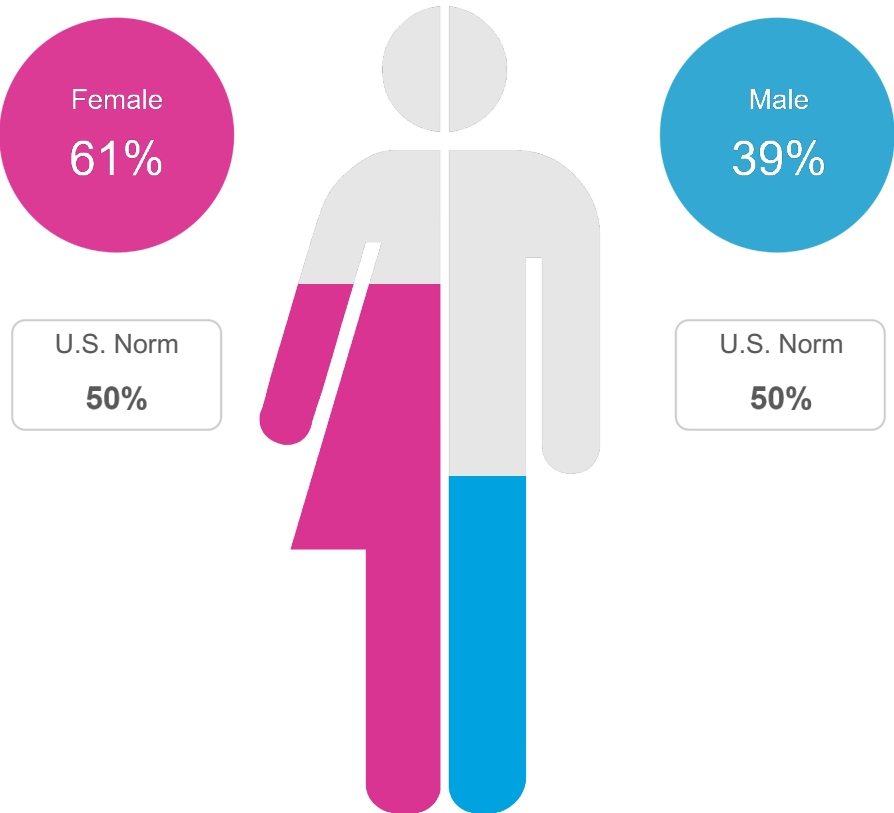
Employment



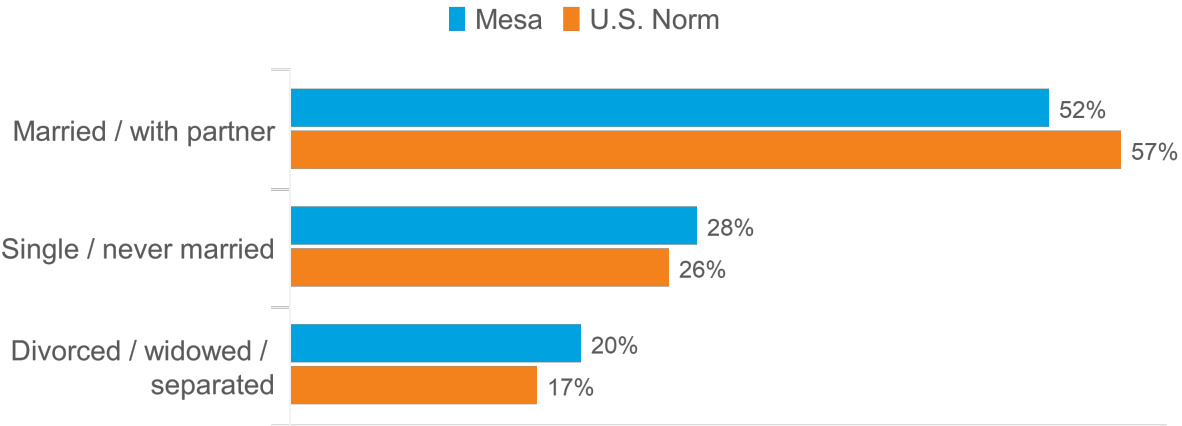
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Base: 2021/2022 Day Person-Trips

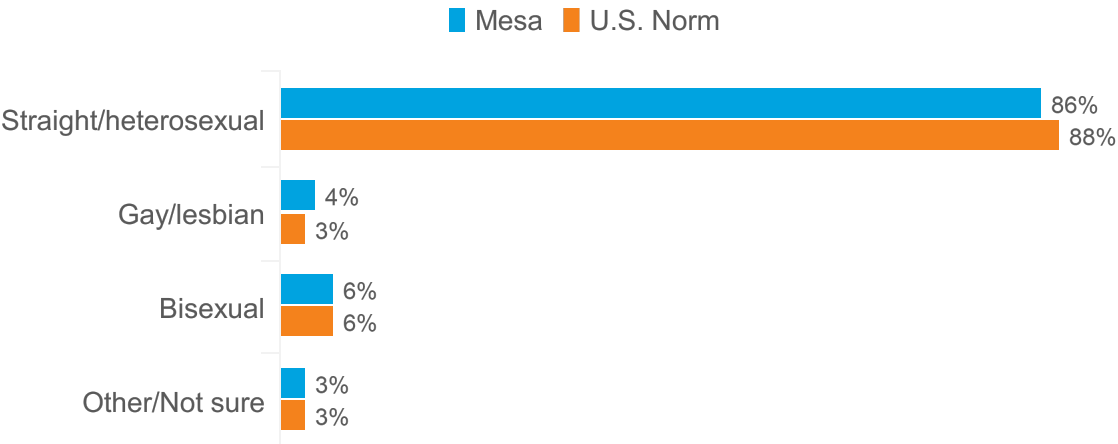
Gender



Marital Status



Sexual Orientation

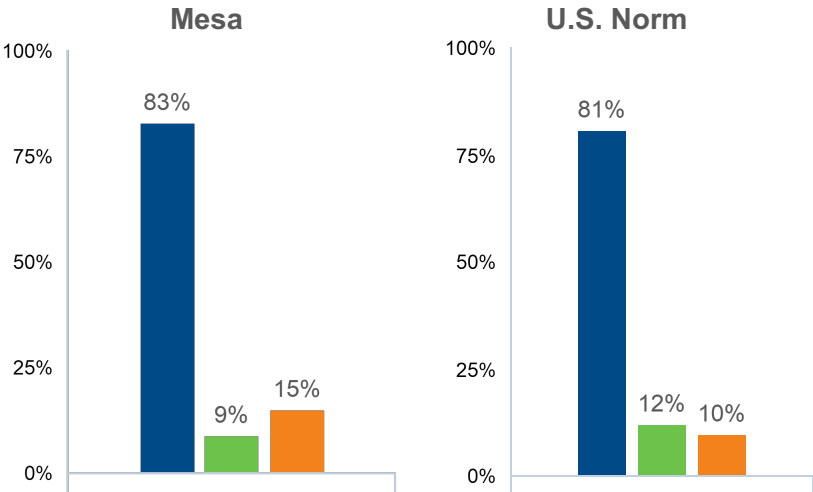


Demographic Profile of Day Mesa Visitors

Base: 2021/2022 Day Person-Trips

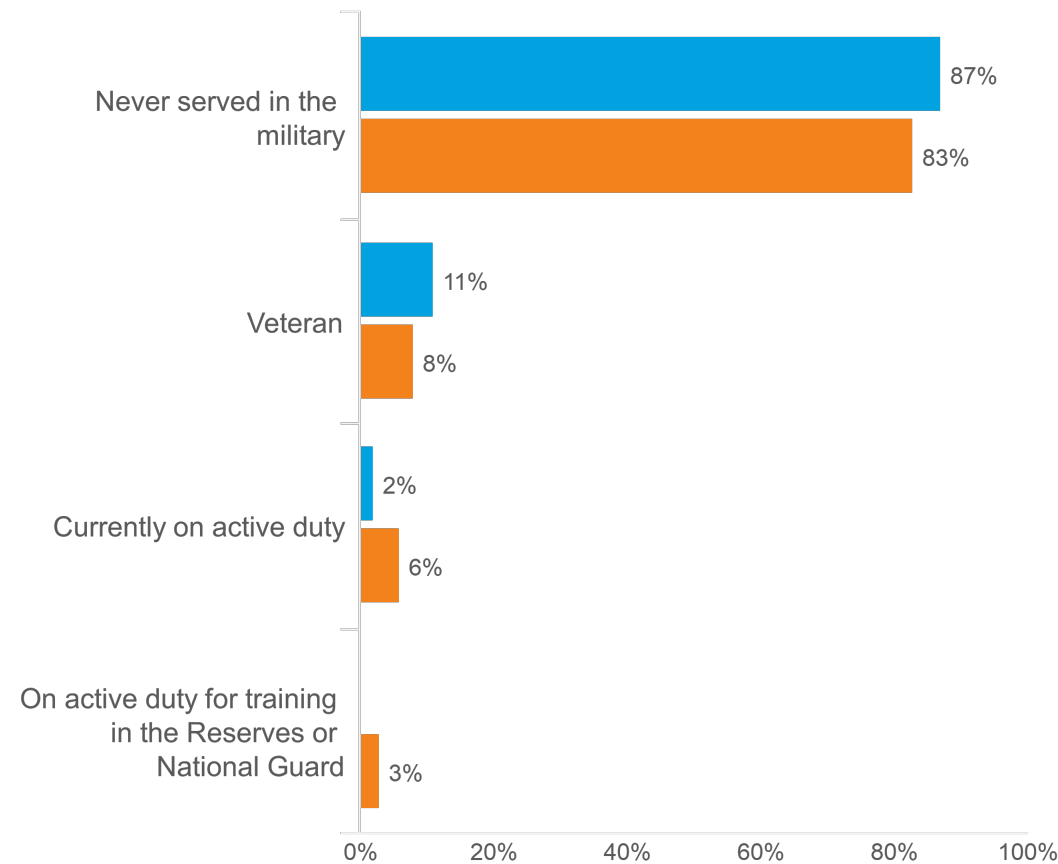
Race

White African-American Other



Military Status

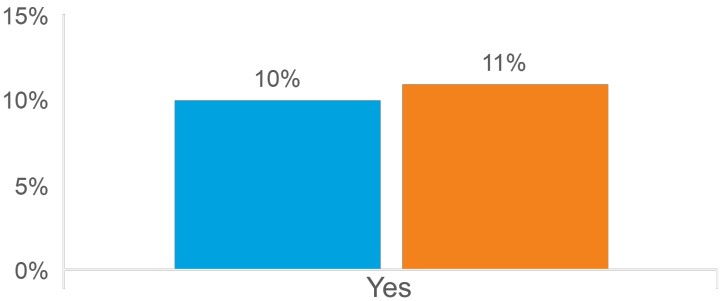
Mesa U.S. Norm



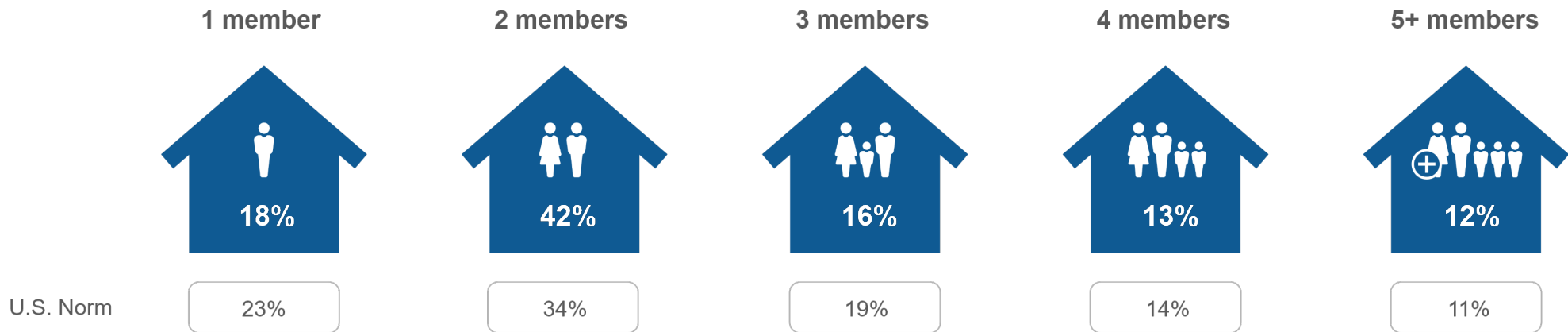
Question added in 2022, data is for 2022 only

Hispanic Background

Mesa U.S. Norm



Household Size



Children in Household

