

Many tourism businesses have reopened across Arizona and travel restrictions remain less restricted.

The result?

An increase in travel demand for Phoenix in early 2021.

Arizona search traffic increasing due to open policies



Although inbound travel to Arizona is heavily monitored, there are currently no travel restrictions or quarantine mandates for individuals visiting Arizona from U.S. States.




Domestic travelers are able to visit urban attractions and natural parks, leading to a consistent increase in travel demand in the Phoenix metro area.

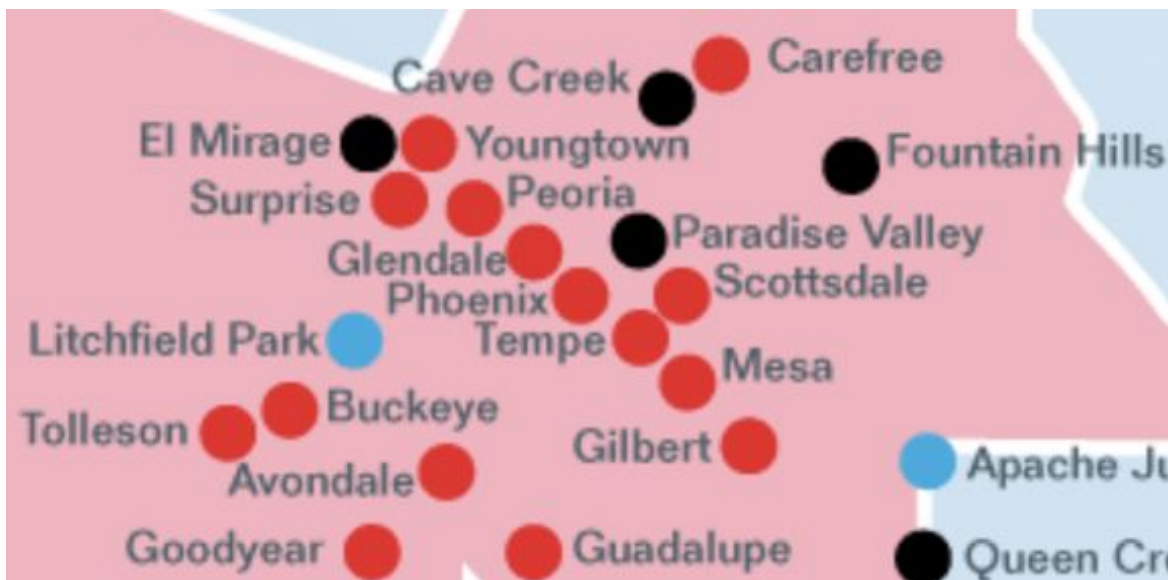
ARIZONA

MASK REQUIREMENTS



MUNICIPAL REQUIREMENTS

-  Required
-  Recommended
-  No Official Action



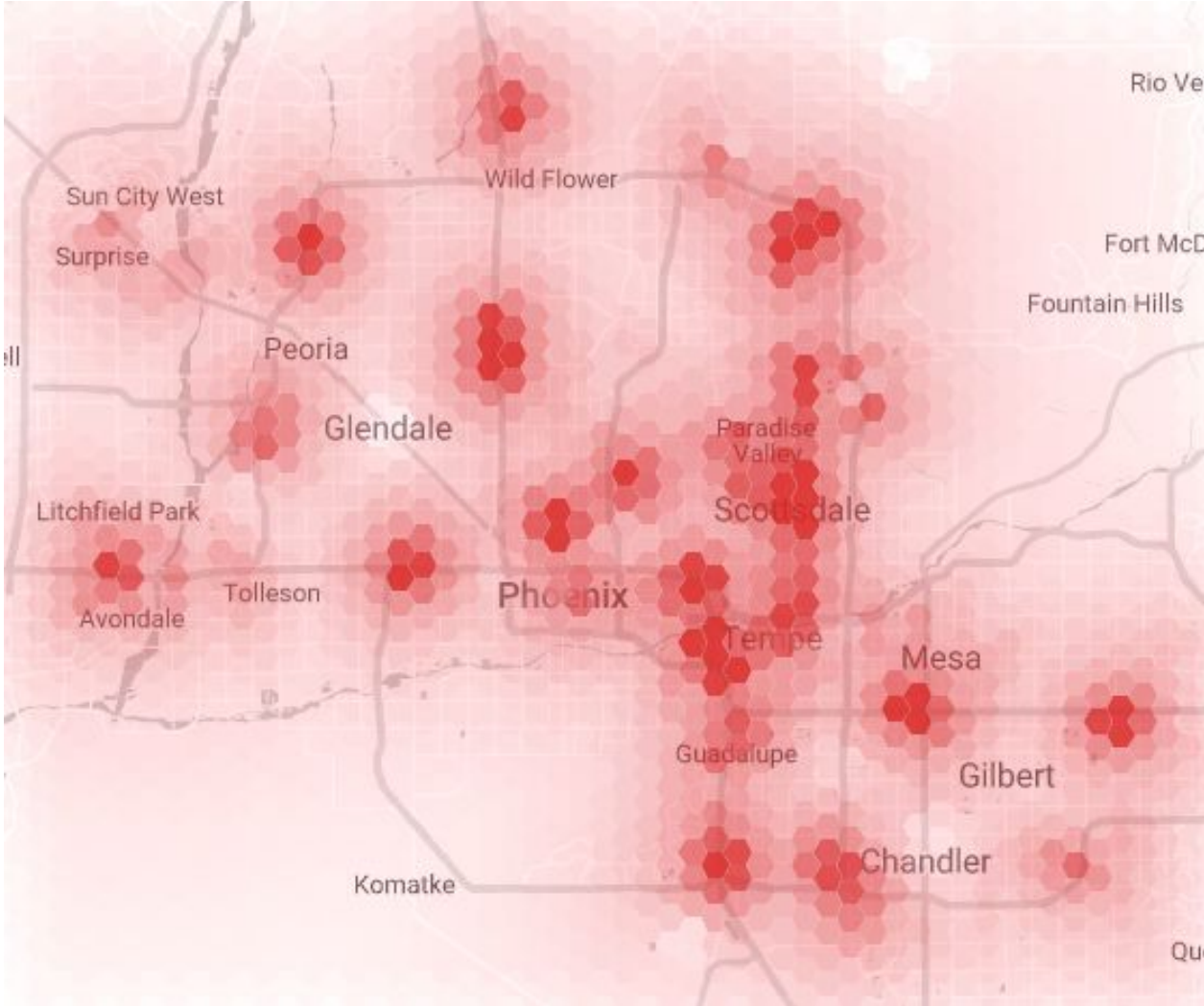
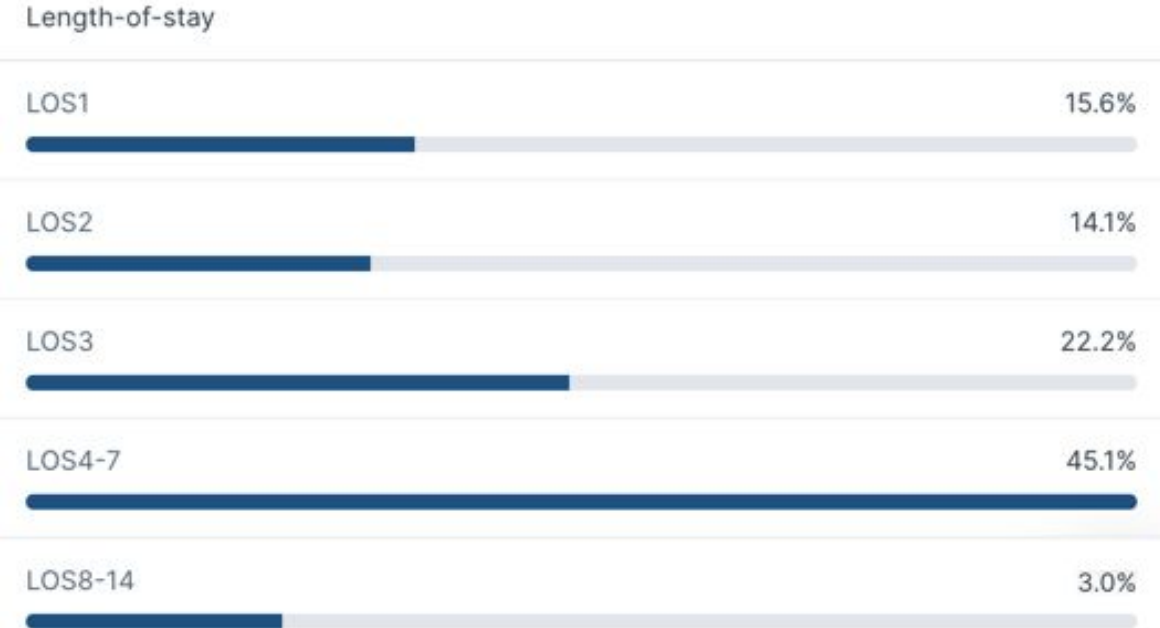
Metropolitan and urban areas around Phoenix maintain municipal mixed mask requirements

Spotlight: Phoenix



**March 13th shown below*

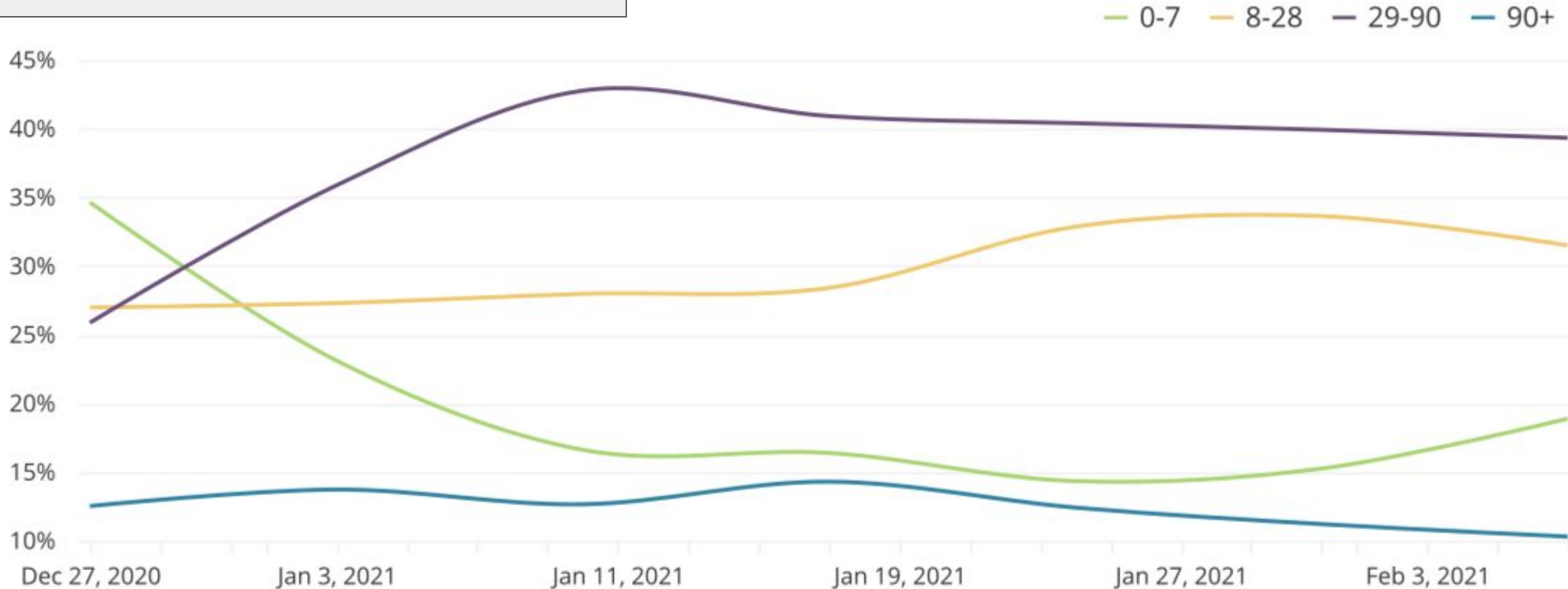
These protocols have attracted search traffic to the entire Phoenix metroplex, primarily for extended lengths of stay
Image: Market Insight heat map data for March



Spotlight: Phoenix



Flight Search Lead Time Evolution

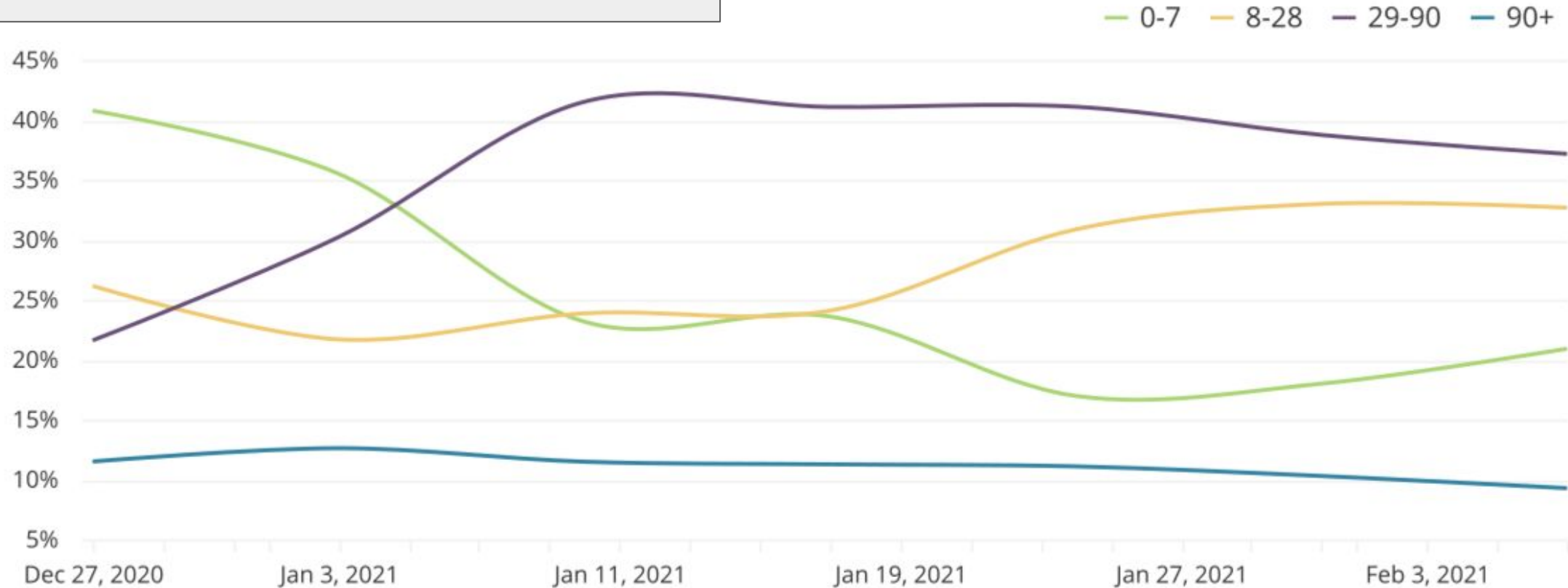


Flight search booking windows have dramatically changed post-holidays, with many travelers planning for Spring and Summer travel to the Phoenix metro area

Spotlight: Phoenix



Hotel OTA & Meta Lead Time Evolution

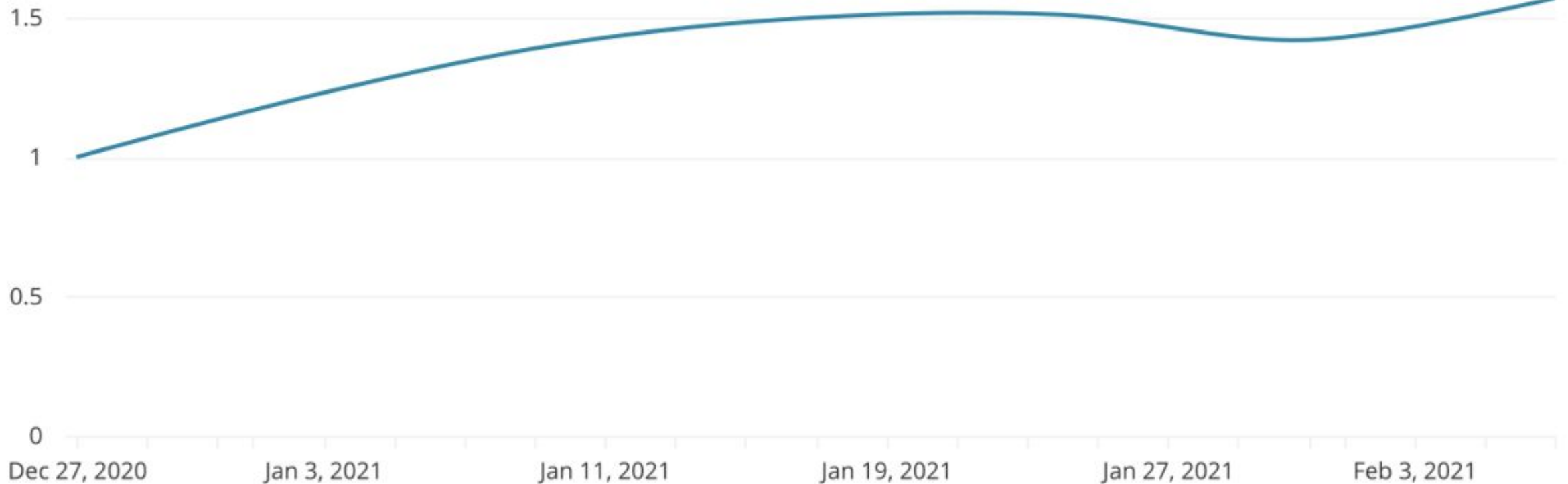


Hotel searches are trending similar to flight searches to Phoenix. Hotels should expect to see consistent demand through the first half of 2021

Spotlight: Phoenix



Flight Search Evolution Index

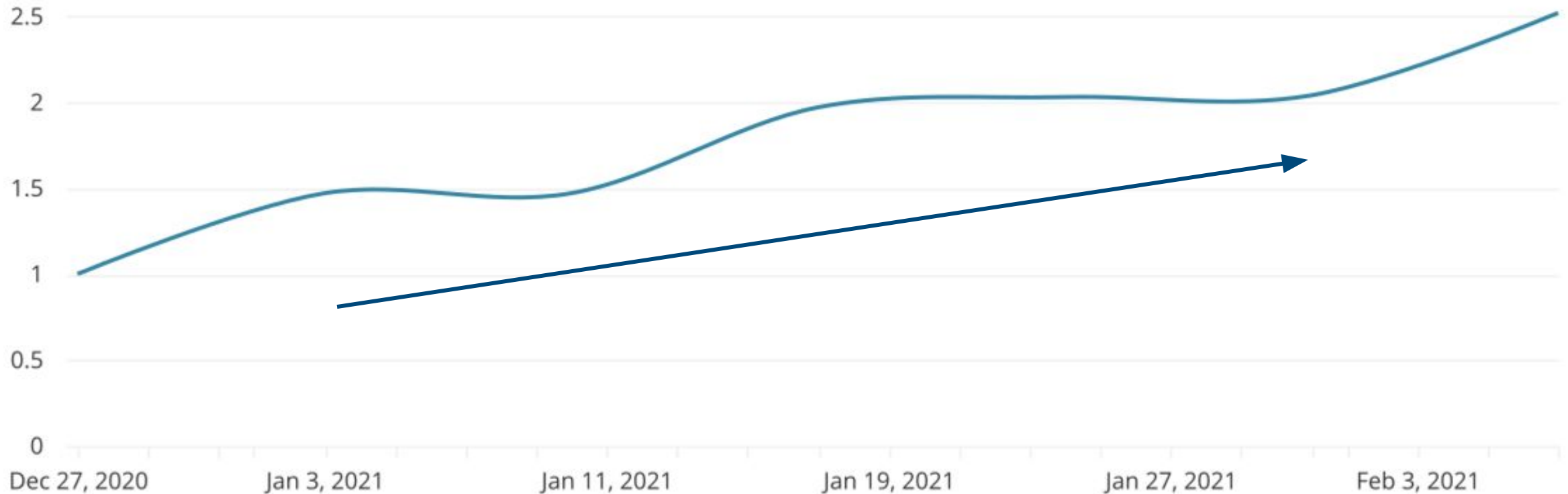


**Flight searches have increased modestly,
up 57% since the holiday season**

Spotlight: Phoenix



Hotel & Meta Search Evolution Index



However, hotel searches have increased +150% in the same period; indicating ever-increasing demand & a majority of **drive-in?** travelers.

Are you ready to turn lookers into bookers?



Turn information into actionable data by accessing more **key metrics**, including:

- Search date breakdown
- Country feeder markets to your destination
- LOS for those feeder markets

Get your free 14 day trial of Market Insight now:
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