

State of Arizona: Gross Sales by Sector						
Sector	November 2011	November 2010	% Change	2011 YTD Sales	2010 YTD Sales	% Change
Lodging	\$173,502,595	\$154,713,899	12.1%	\$1,958,891,447	\$1,854,396,038	5.6%
Restaurant/Bar	\$784,468,794	\$714,036,385	9.9%	\$8,828,531,675	\$8,364,898,729	5.5%
Retail**	\$4,023,224,770	\$3,835,631,624	4.9%	\$42,464,072,409	\$38,253,516,630	11.0%
Amusement	\$82,288,390	\$78,045,927	5.4%	\$945,402,226	\$929,503,732	1.7%
Total	\$5,063,484,549	\$4,782,427,835	5.9%	\$54,196,897,757	\$49,402,315,129	9.7%

Source: Arizona Department of Revenue

*Estimated State Tourism Taxes: Tourism Related Sectors						
Sector	November 2011	November 2010	% Change	2011 YTD Taxes	2010 YTD Taxes	% Change
Lodging	\$9,065,511	\$8,083,801	12.1%	\$102,352,078	\$96,892,193	5.6%
Restaurant/Bar	\$10,376,326	\$9,444,702	9.9%	\$116,776,754	\$110,644,189	5.5%
Retail**	\$24,580,294	\$23,434,175	4.9%	\$259,438,497	\$233,713,685	11.0%
Amusement	\$296,304	\$281,028	5.4%	\$3,404,204	\$3,346,957	1.7%
Total	\$44,318,435	\$41,243,706	7.5%	\$481,971,533	\$444,597,024	8.4%

Source: Gross Sales reported by Arizona Dept. of Revenue. Estimated state tax collections by AHRRC/NAU.

**Retail Sales in March 2010 were adjusted down and do not reflect current economic activity. Conversely, Retail Sales for March 2011 do reflect current economic conditions. This circumstance will carry through YTD figures as such.

*Note: The above tax estimates DO NOT include the 1% temporary tax increase which took effect June 1, 2010.

Tax rates reflected above are Lodging (5.5%) and Restaurant/Bar, Retail, Amusement (5.6%)

For additional information contact: Melissa Elkins, Research Manager, Arizona Office of Tourism at 602-364-3716 or melkins@azot.gov