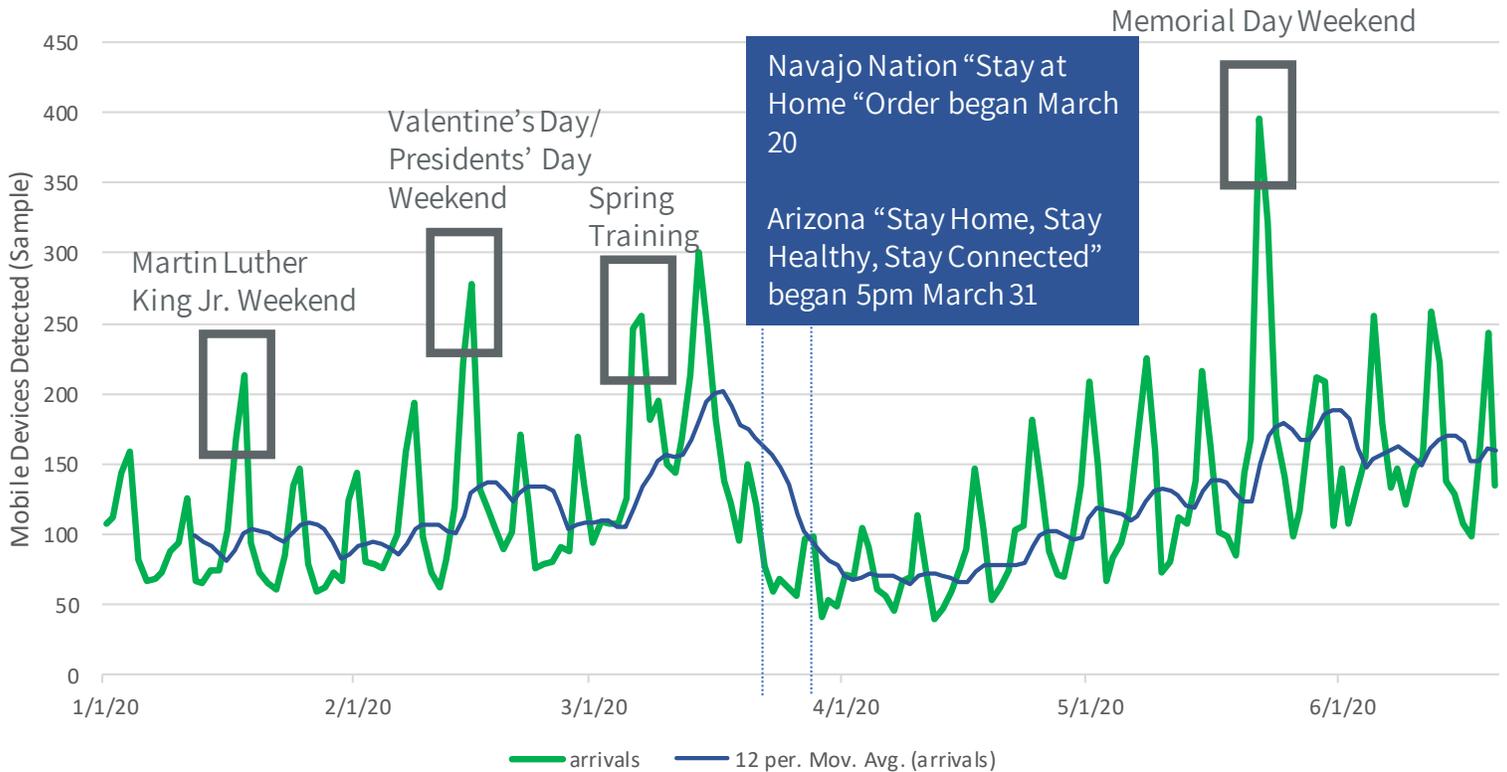


Apache County Visitation Data 2020



Trips by Arrival County Over Time



Top Origin Markets

Represented are the Top 10 post-COVID visitor markets. Pre-COVID is defined as Jan. 1-March 12, 2020; post-COVID is March 13-June 25, 2020.

Origin DMA	Pre-COVID (n=8,304)	Post-COVID (n=13,835)
Phoenix	41.9%	50.5%
Albuquerque/Santa Fe	24.2%	15.1%
Tucson/Sierra Vista	3.3%	8.5%
Los Angeles	2.4%	2.5%
Salt Lake City	2.7%	1.8%
Dallas/Fort Worth	2.0%	1.3%
Denver	1.5%	1.2%
Oklahoma City	0.7%	1.0%
Las Vegas	0.6%	0.8%
Chicago	0.6%	0.6%



Length of Stay

Percent day visitors vs. overnight visitors post-COVID.

Origin DMA	Day Visitors	Overnight Visitors
Phoenix	19%	81%
Albuquerque/Santa Fe	53%	47%
Tucson/Sierra Vista	3%	97%
Los Angeles	2%	98%
Salt Lake City	17%	83%
Dallas/Fort Worth	5%	95%
Denver	10%	90%
Oklahoma City	6%	94%
Las Vegas	-	100%
Chicago	-	100%