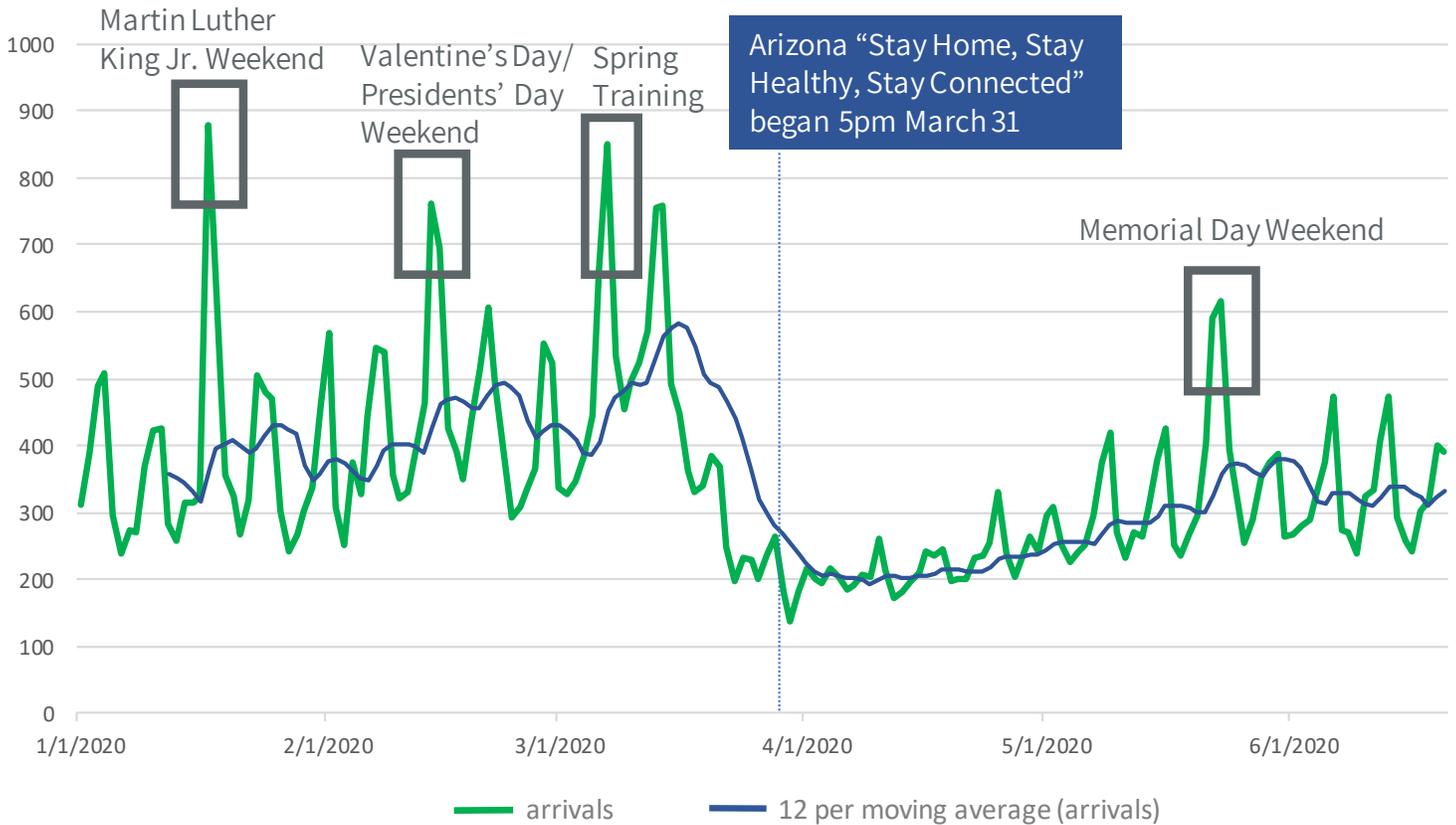


Cochise County Visitation Data 2020



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=30,264)	Post-COVID (n=31,663)
Tucson/Sierra Vista	23.3%	26.6%
Phoenix	23.8%	23.5%
El Paso	10.0%	9.0%
Los Angeles	5.7%	7.2%
Albuquerque/Santa Fe	4.5%	3.6%
Dallas/Fort Worth	3.1%	3.5%
Houston	1.9%	2.4%
San Antonio	1.9%	1.6%
San Diego	1.1%	1.2%
Yuma/El Centro	0.8%	0.8%



Length of Stay

Percent day visitors vs. overnight visitors post-COVID.

Origin DMA	Day Visitors	Overnight Visitors
Tucson/Sierra Vista	62%	38%
Phoenix	27%	73%
El Paso	20%	80%
Los Angeles	1%	99%
Albuquerque/Santa Fe	27%	73%
Dallas/Fort Worth	13%	87%
Houston	11%	89%
San Antonio	7%	93%
San Diego	3%	97%
Yuma/El Centro	6%	94%