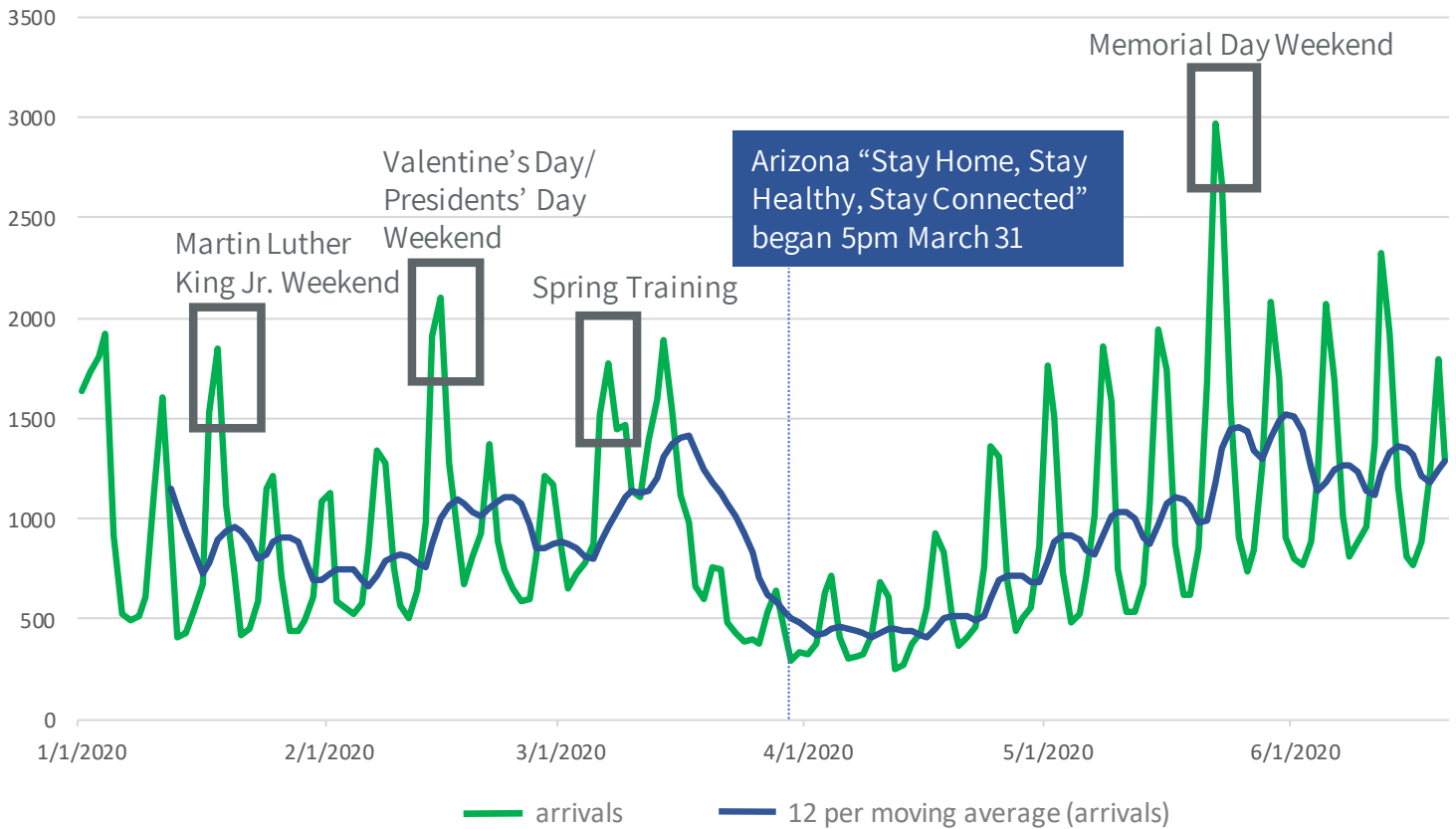


Coconino County Visitation Data 2020



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=69,262)	Post-COVID (n=102,249)
Phoenix	54.6%	66.1%
Los Angeles	4.7%	4.4%
Salt Lake City	3.2%	4.2%
Albuquerque/Santa Fe	4.2%	2.5%
Las Vegas	2.1%	2.5%
Tucson/Sierra Vista	2.4%	2.2%
Denver	1.2%	1.3%
Dallas/Fort Worth	1.8%	0.9%
Sacramento/Stockton/Modesto	0.7%	0.7%
San Diego	0.8%	0.6%



Length of Stay

Percent day visitors vs. overnight visitors post-COVID.

Origin DMA	Day Visitors	Overnight Visitors
Phoenix	32%	68%
Los Angeles	4%	96%
Salt Lake City	17%	83%
Albuquerque/Santa Fe	30%	70%
Las Vegas	15%	85%
Tucson/Sierra Vista	9%	91%
Denver	4%	96%
Dallas/Fort Worth	8%	92%
Sacramento/Stockton/Modesto	6%	94%
San Diego	4%	96%