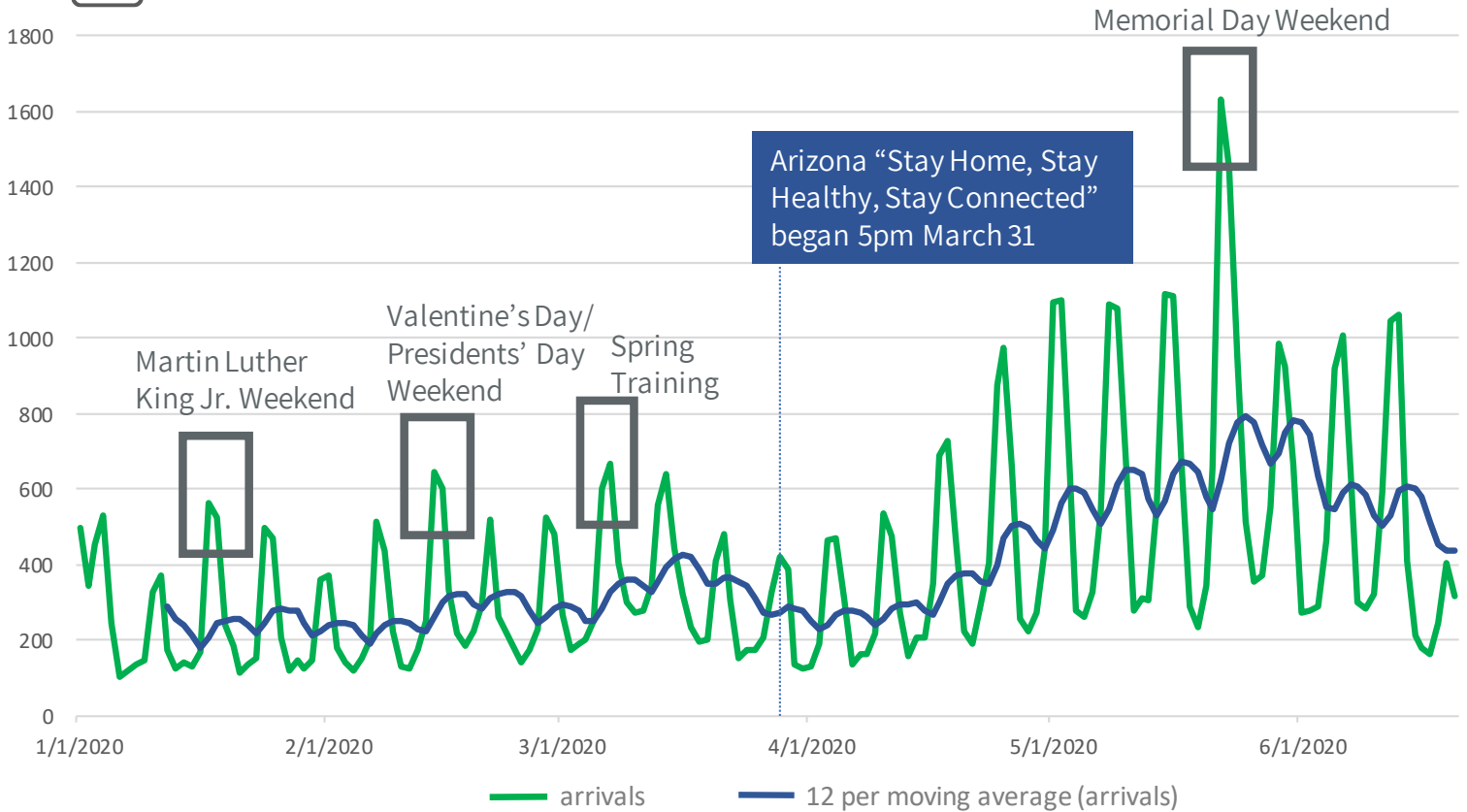


Gila County Visitation Data 2020



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=20,233)	Post-COVID (n=50,076)
Phoenix	78.3%	88.0%
Tucson/Sierra Vista	4.9%	6.0%
Albuquerque/Santa Fe	3.4%	1.0%
Los Angeles	1.0%	0.6%
Denver	0.8%	0.3%
Salt Lake City	0.4%	0.2%
Yuma/El Centro	0.3%	0.2%
San Diego	0.3%	0.2%
Chicago	0.4%	0.2%
Las Vegas	0.2%	0.2%



Length of Stay

Percent day visitors vs. overnight visitors post-COVID.

Origin DMA	Day Visitors	Overnight Visitors
Phoenix	42%	58%
Tucson/Sierra Vista	26%	74%
Albuquerque/Santa Fe	14%	86%
Los Angeles	2%	98%
Denver	3%	97%
Salt Lake City	1%	99%
Yuma/El Centro	6%	94%
San Diego	-	100%
Chicago	1%	99%
Las Vegas	3%	97%

* Sample size is small; results should be read with caution

