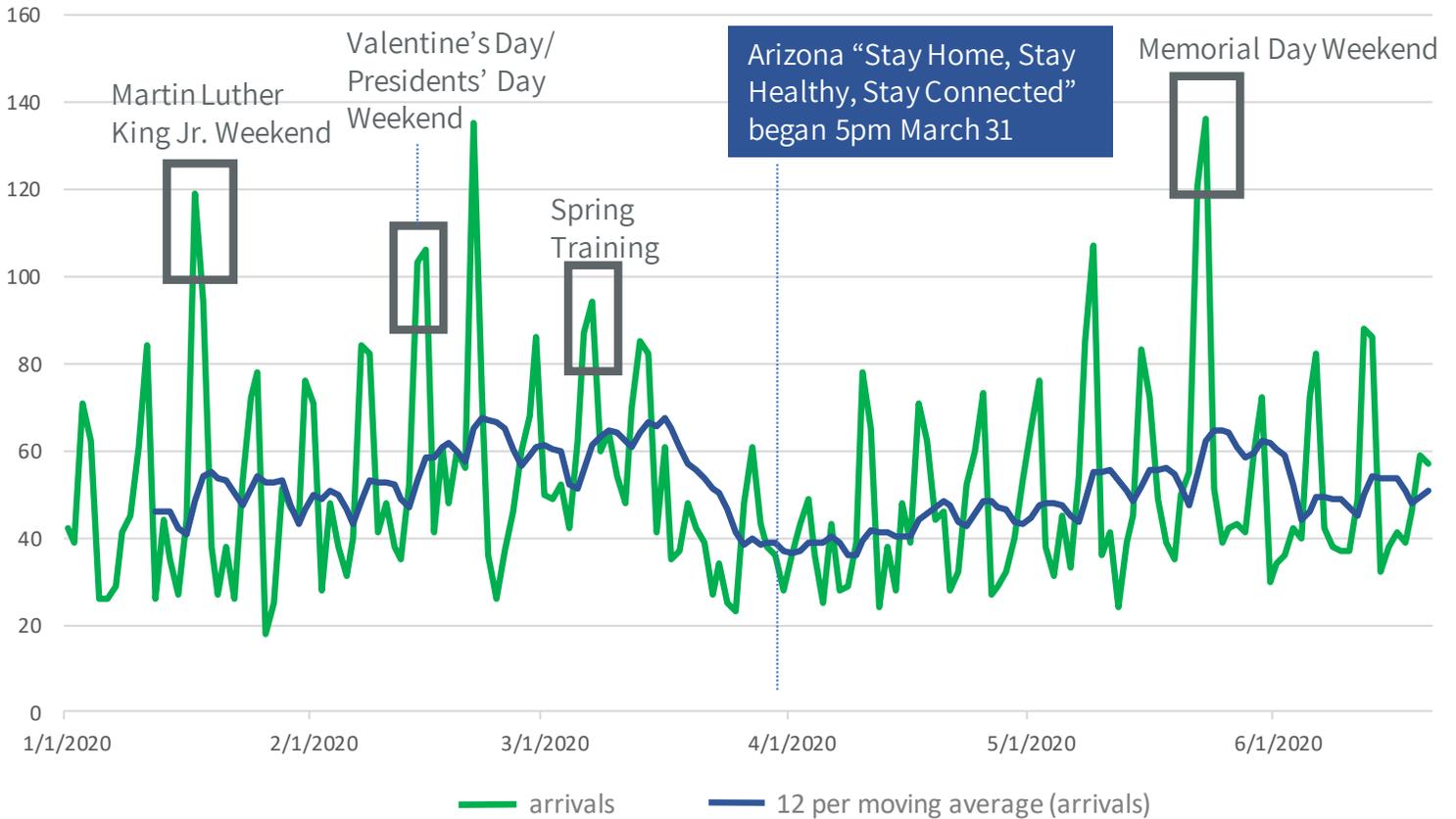


Graham County Visitation Data 2020



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=3,914)	Post-COVID (n=5,114)
Phoenix	49.8%	48.7%
Tucson/Sierra Vista	31.5%	34.8%
Albuquerque/Santa Fe	6.6%	6.4%
El Paso	2.0%	1.5%
Los Angeles	0.7%	0.7%
Salt Lake City	1.1%	0.6%
Dallas/Fort Worth	0.6%	0.4%
San Antonio	0.3%	0.4%
Amarillo	0.1%	0.4%
Yuma/El Centro	0.3%	0.4%



Length of Stay

Percent day visitors vs. overnight visitors post-COVID.

Origin DMA	Day Visitors	Overnight Visitors
Phoenix	32%	68%
Tucson/Sierra Vista	45%	55%
Albuquerque/Santa Fe	38%	62%
El Paso	21%	79%
Los Angeles	-	100%
Salt Lake City	6%	94%
Dallas/Fort Worth	-	100%
San Antonio	5%	95%
Amarillo	44%	56%
Yuma/El Centro	11%	89%

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

