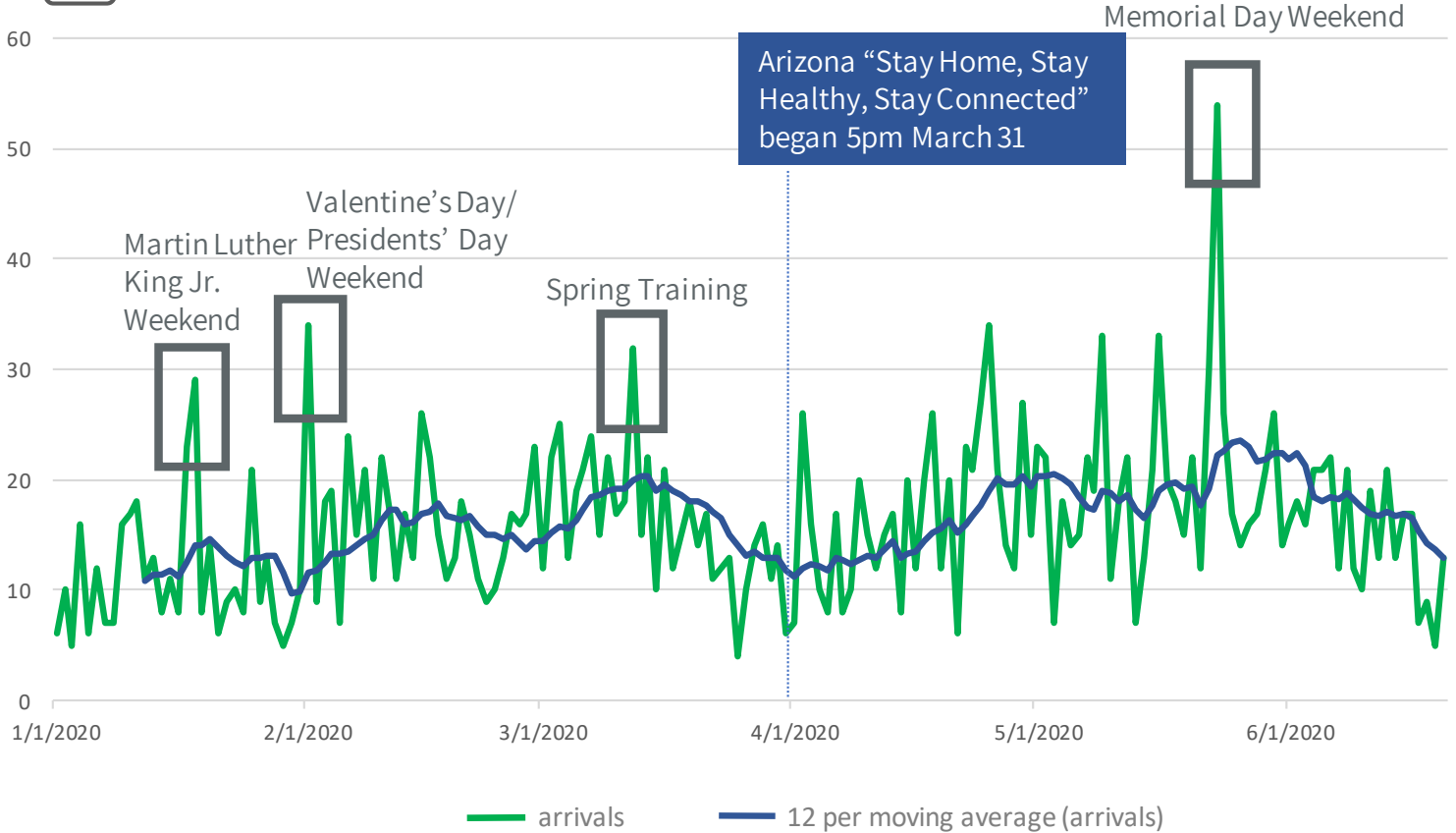


Greenlee County Visitation Data 2020



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=1,066)	Post-COVID (n=1,703)
Phoenix	36.7%	45.3%
Tucson/Sierra Vista	30.2%	26.3%
Albuquerque/Santa Fe	13.6%	10.0%
El Paso	5.2%	6.1%
Dallas/Fort Worth	0.4%	1.0%
Los Angeles	1.1%	0.9%
Houston	0.6%	0.7%
Salt Lake City	0.8%	0.6%
Denver	0.4%	0.6%
San Antonio	0.2%	0.5%



Length of Stay

Percent day visitors vs. overnight visitors post-COVID.

Origin DMA	Day Visitors	Overnight Visitors
Phoenix	22%	78%
Tucson/Sierra Vista	30%	70%
Albuquerque/Santa Fe	39%	61%
El Paso	36%	64%
Dallas/Fort Worth	-	100%
Los Angeles	-	100%
Houston	-	100%
Salt Lake City	-	100%
Denver	20%	80%
San Antonio	13%	88%

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

