Maricopa County Visitation Data 2020

Trips by Arrival County Over Time

Martin Luther King Jr. Weekend

Valentine's Day/ Presidents' Day Weekend

Spring Training Feb 21-March 11

Arizona "Stay Home, Stay Healthy, Stay Connected" began 5pm March 31

Memorial Day Weekend

— arrivals   — 12 per moving average (arrivals)
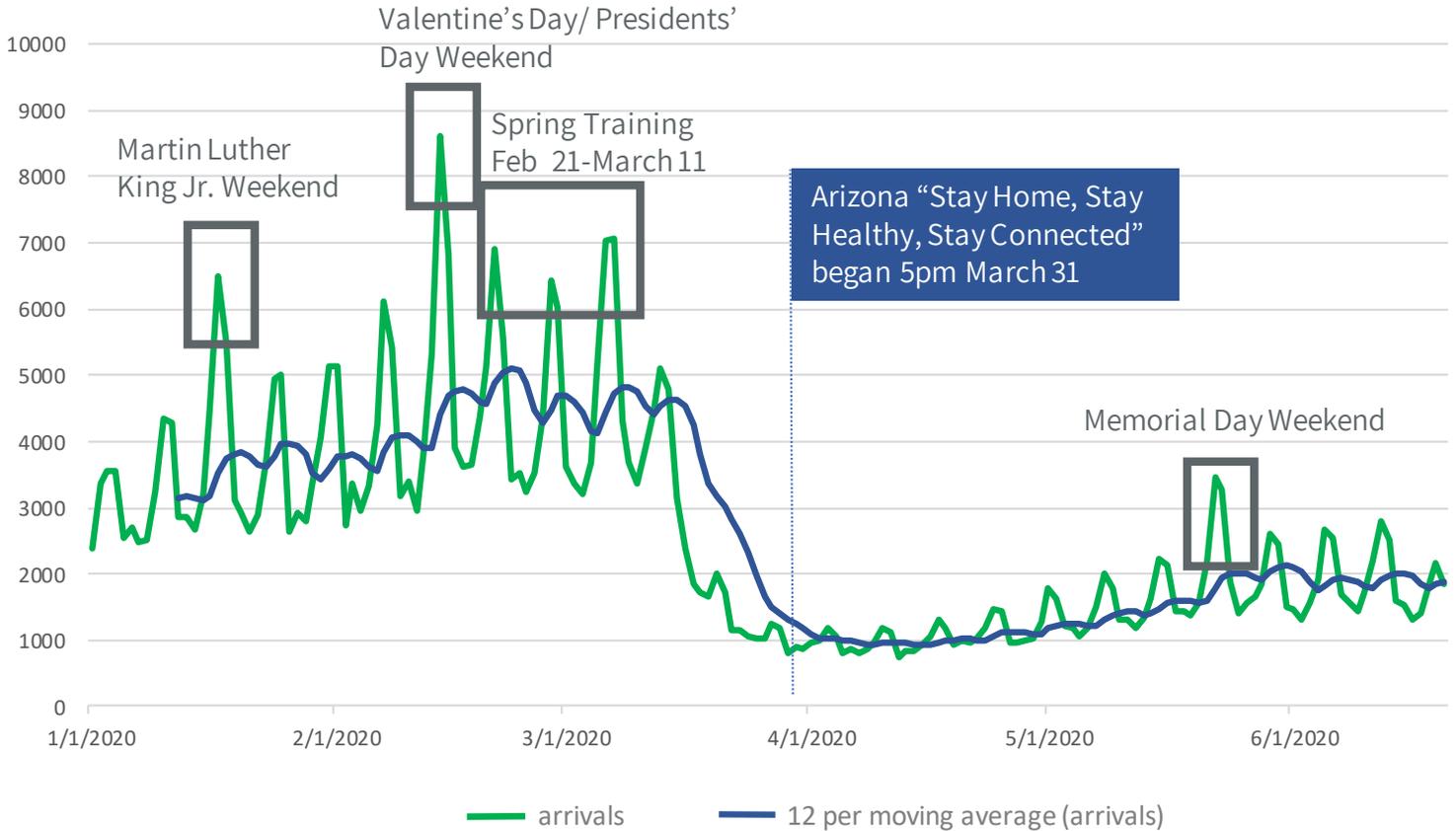
Top Origin Markets

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=293,059)	Post-COVID (n=169,681)
Phoenix	21.7%	30.6%
Tucson/Sierra Vista	13.2%	15.0%
Los Angeles	9.0%	12.5%
Las Vegas	2.1%	3.1%
Yuma/El Centro	1.9%	2.3%
San Diego	2.0%	2.3%
Denver	2.5%	2.1%
Albuquerque/Santa Fe	2.1%	2.0%
Salt Lake City	1.9%	1.7%
Dallas/Fort Worth	2.2%	1.7%

Length of Stay

Percent day visitors vs. overnight visitors post-COVID.

Origin DMA	Day Visitors	Overnight Visitors
Phoenix	58%	42%
Tucson/Sierra Vista	44%	56%
Los Angeles	13%	87%
Las Vegas	15%	85%
Yuma/El Centro	42%	58%
San Diego	8%	92%
Denver	4%	96%
Albuquerque/Santa Fe	10%	90%
Salt Lake City	6%	94%
Dallas/Fort Worth	15%	85%

arrivalist