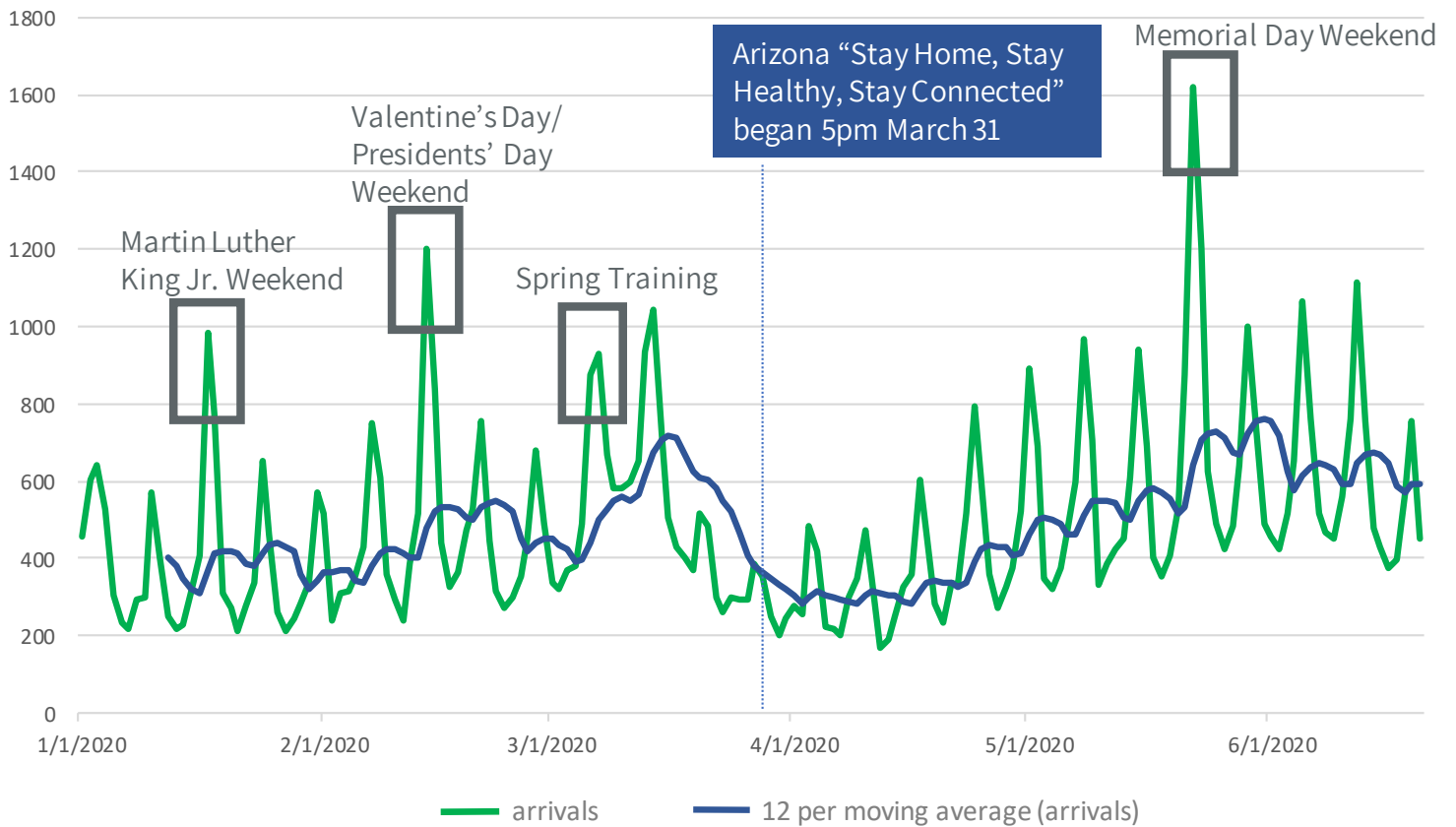


Navajo County Visitation Data 2020



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=32,574) | Post-COVID (n=54,869) |
|-----------------------------|----------------------|-----------------------|
| Phoenix | 45.5% | 56.0% |
| Albuquerque/Santa Fe | 14.1% | 7.6% |
| Tucson/Sierra Vista | 3.9% | 5.3% |
| Los Angeles | 4.3% | 4.2% |
| Denver | 2.0% | 1.9% |
| Las Vegas | 1.3% | 1.4% |
| Dallas/Fort Worth | 2.1% | 1.3% |
| Oklahoma City | 1.1% | 1.0% |
| Fresno/Visalia | 1.1% | 1.0% |
| Sacramento/Stockton/Modesto | 1.0% | 0.9% |



Length of Stay

Percent day visitors vs. overnight visitors post-COVID.

| Origin DMA | Day Visitors | Overnight Visitors |
|-----------------------------|--------------|--------------------|
| Phoenix | 20% | 80% |
| Albuquerque/Santa Fe | 33% | 67% |
| Tucson/Sierra Vista | 7% | 93% |
| Los Angeles | 2% | 98% |
| Denver | 3% | 97% |
| Las Vegas | 4% | 96% |
| Dallas/Fort Worth | 6% | 94% |
| Oklahoma City | 5% | 95% |
| Fresno/Visalia | 3% | 97% |
| Sacramento/Stockton/Modesto | 5% | 95% |