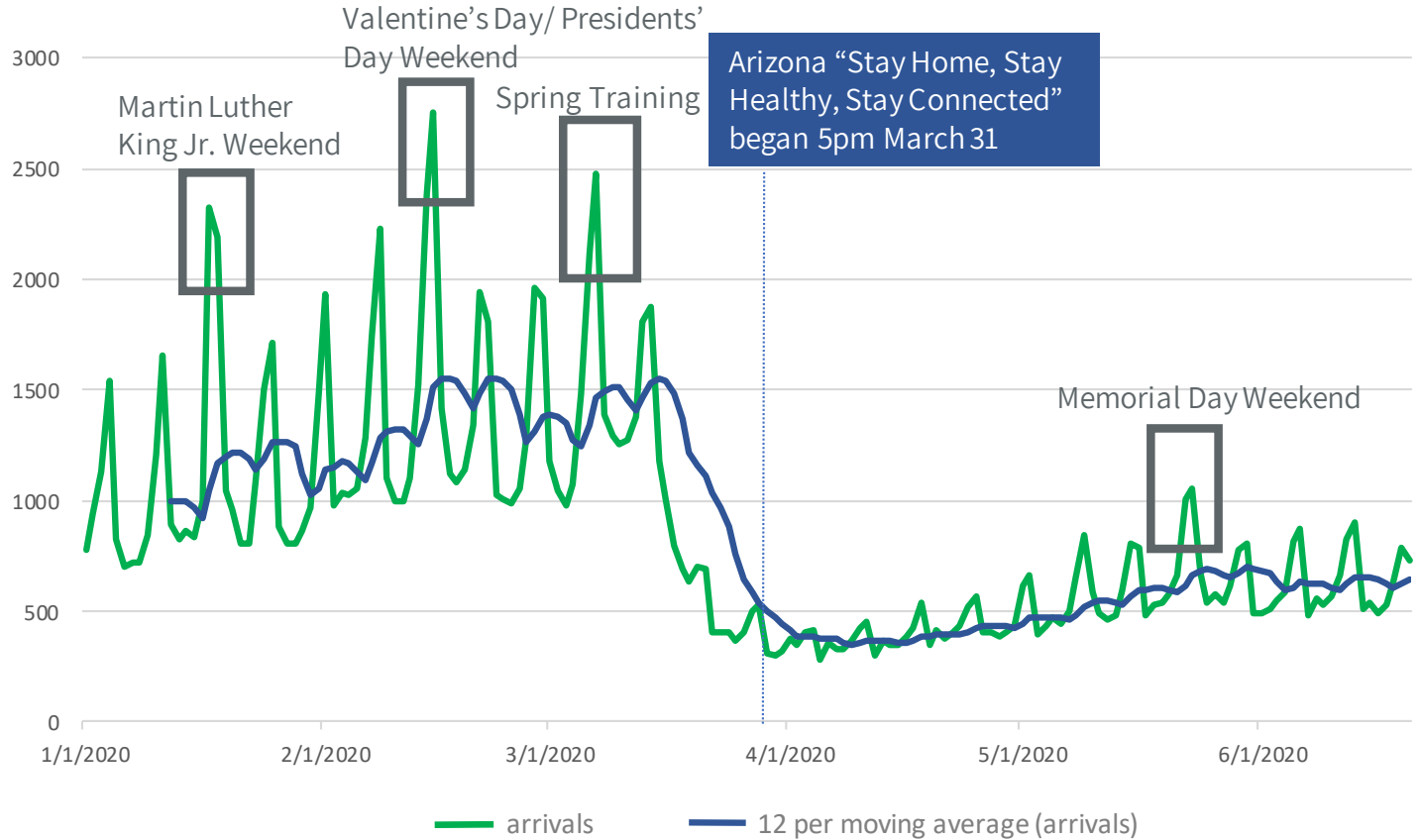


Pima County Visitation Data 2020



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=91,958)	Post-COVID (n=60,217)
Phoenix	47.7%	53.7%
Tucson/Sierra Vista	18.1%	20.6%
Los Angeles	3.6%	4.2%
El Paso	1.9%	2.1%
Albuquerque/Santa Fe	1.6%	1.5%
Dallas/Fort Worth	1.4%	1.1%
San Diego	1.2%	1.1%
Las Vegas	0.8%	1.0%
Yuma/El Centro	1.0%	1.0%
Denver	1.3%	0.9%



Length of Stay

Percent day visitors vs. overnight visitors post-COVID.

Origin DMA	Day Visitors	Overnight Visitors
Phoenix	54%	46%
Tucson/Sierra Vista	75%	25%
Los Angeles	6%	94%
El Paso	18%	82%
Albuquerque/Santa Fe	21%	79%
Dallas/Fort Worth	9%	91%
San Diego	5%	95%
Las Vegas	4%	96%
Yuma/El Centro	24%	76%
Denver	4%	96%