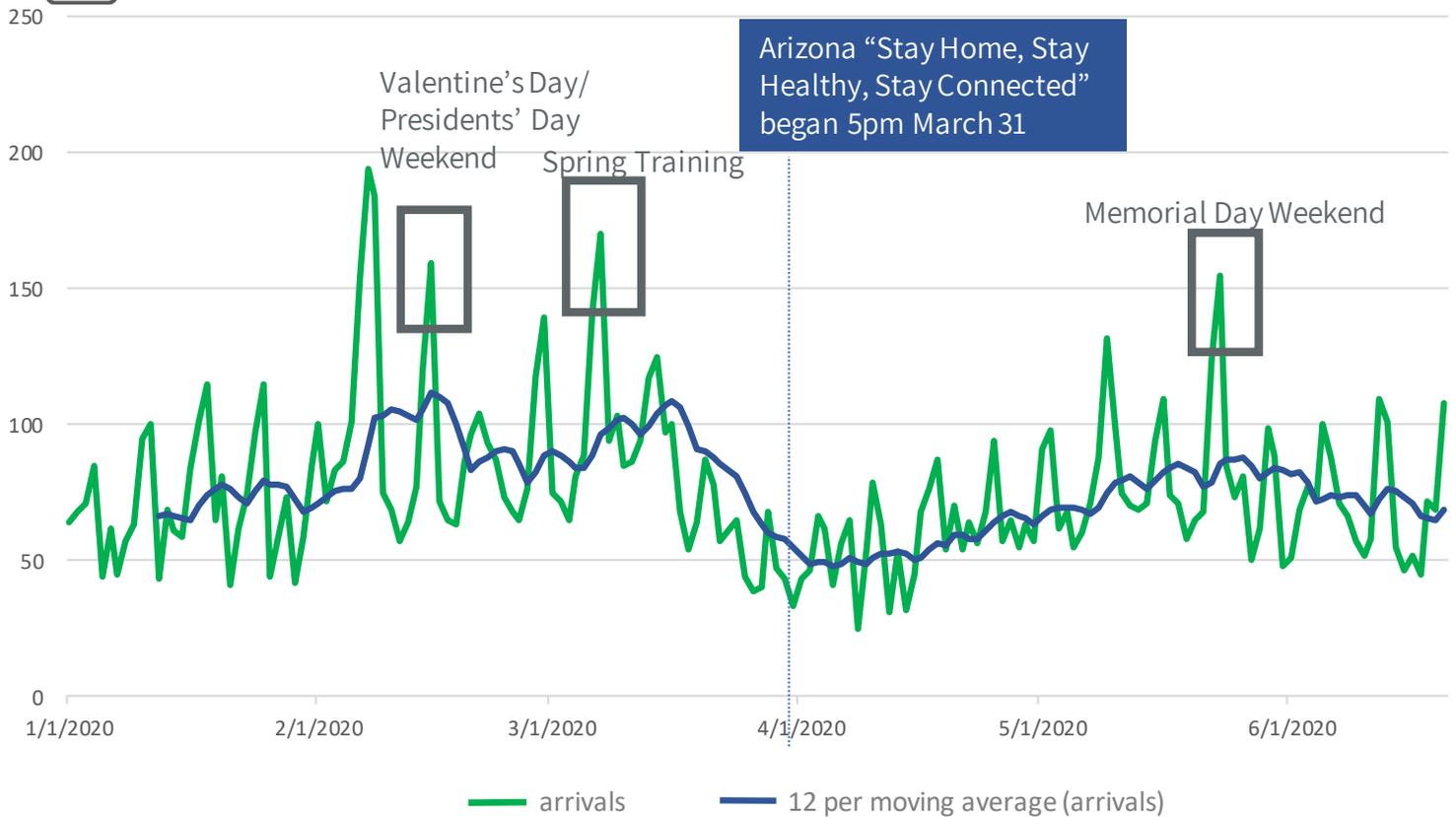


Santa Cruz County Visitation Data 2020



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=6,176)	Post-COVID (n=7,325)
Tucson/Sierra Vista	35.3%	48.7%
Phoenix	26.0%	21.9%
Los Angeles	2.4%	3.0%
El Paso	1.8%	2.6%
Fresno/Visalia	1.1%	1.7%
Chicago	1.4%	1.3%
Yakima/Pasco/Richland/Kennewick	1.1%	1.1%
Dallas/Fort Worth	1.0%	0.9%
Sacramento/Stockton/Modesto	1.0%	0.8%
Salt Lake City	0.9%	0.8%



Length of Stay

Percent day visitors vs. overnight visitors post-COVID.

Origin DMA	Day Visitors	Overnight Visitors
Tucson/Sierra Vista	10%	35%
Phoenix	23%	77%
Los Angeles	5%	95%
El Paso	30%	70%
Fresno/Visalia	2%	98%
Chicago	3%	97%
Yakima/Pasco/Richland/Kennewick	2%	98%
Dallas/Fort Worth	6%	94%
Sacramento/Stockton/Modesto	-	100%
Salt Lake City	2%	98%

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

