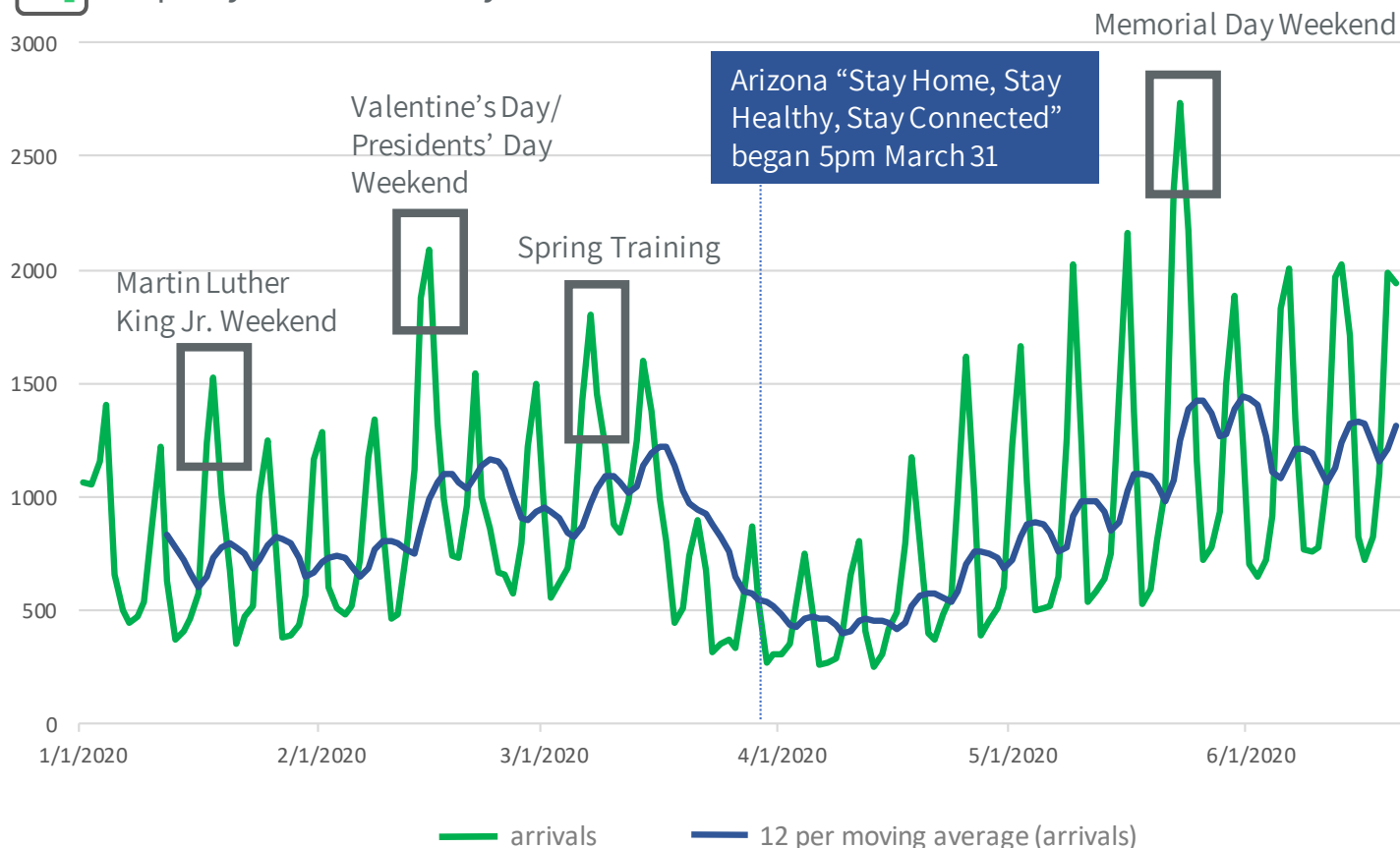


Yavapai County Visitation Data 2020



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=63,579)	Post-COVID (n=98,825)
Phoenix	62.1%	78.8%
Los Angeles	3.7%	3.7%
Tucson/Sierra Vista	2.7%	2.9%
Las Vegas	1.3%	1.5%
San Diego	0.9%	0.9%
Albuquerque/Santa Fe	1.2%	0.8%
Denver	0.9%	0.7%
Salt Lake City	0.8%	0.6%
Chicago	1.3%	0.6%
Dallas/Fort Worth	1.0%	0.4%



Length of Stay

Percent day visitors vs. overnight visitors post-COVID.

Origin DMA	Day Visitors	Overnight Visitors
Phoenix	54%	46%
Los Angeles	4%	96%
Tucson/Sierra Vista	13%	87%
Las Vegas	11%	89%
San Diego	3%	97%
Albuquerque/Santa Fe	10%	90%
Denver	2%	98%
Salt Lake City	3%	97%
Chicago	2%	98%
Dallas/Fort Worth	2%	98%

