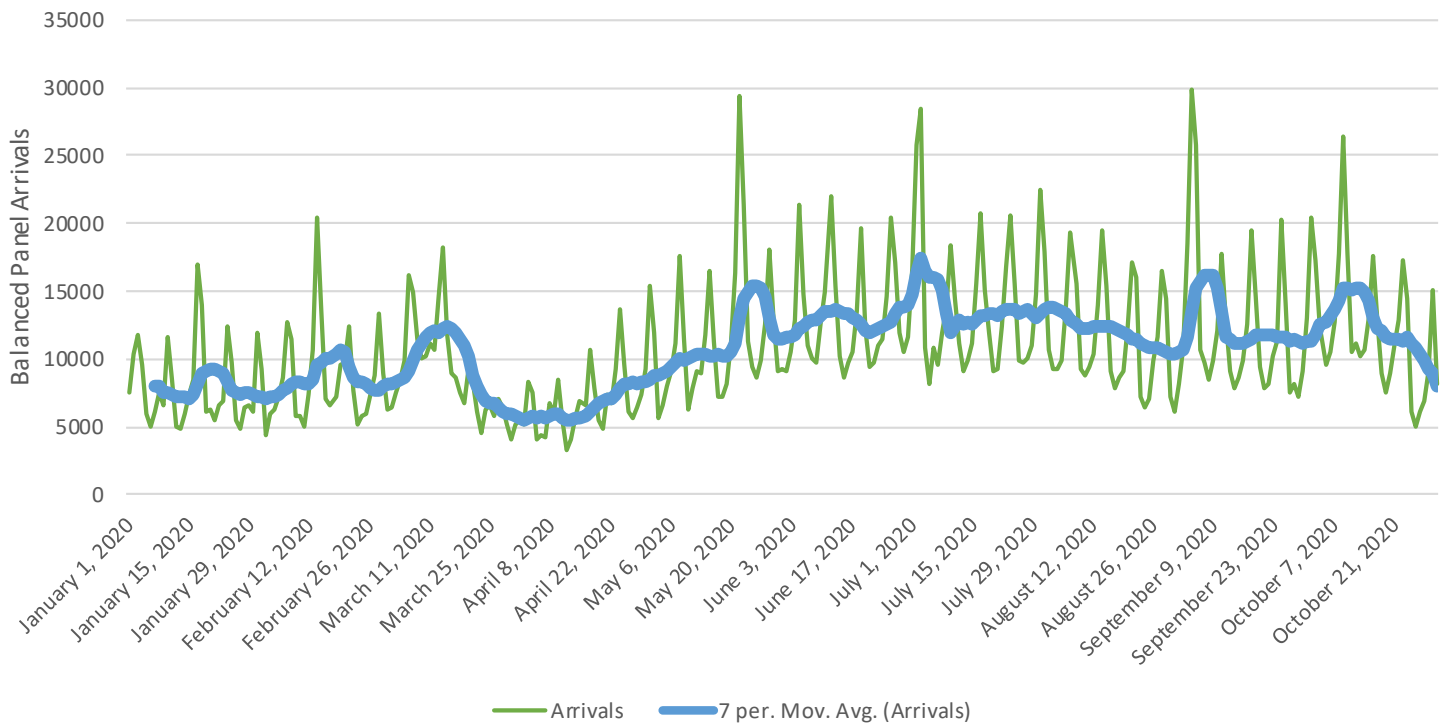


Navajo County Visitation Data 2020



Trips by Arrival County Over Time



Top Post-COVID Origin Markets for Overnight Stays

Time Period: 3/15/2020-10/31/2020

Origin DMA	Visitor Share	Repeat Visit Ratio	Average Time in Destination
Phoenix	41.30%	47%	2 Days, 2 Hours, 37 Minutes
Albuquerque/Santa Fe	10.80%	46%	2 Days, 4 Hours, 4 Minutes
Los Angeles	7.20%	45%	1 Day, 5 Hours, 48 Minutes
Tucson/Sierra Vista	5.40%	36%	2 Days, 16 Hours, 42 Minutes
Denver	1.70%	10%	3 Days, 17 Hours, 15 Minutes
Fresno/Visalia	1.70%	67%	22 Hours
Las Vegas	1.60%	39%	1 Day, 5 Hours, 7 Minutes
Dallas/Fort Worth	1.50%	19%	1 Day, 19 Hours, 49 Minutes
Salt Lake City	1.40%	24%	2 Days, 12 Hours, 6 Minutes
Sacramento/Stockton/Modesto	1.20%	42%	1 Day, 4 Hours, 20 Minutes

Source: Arrivalist