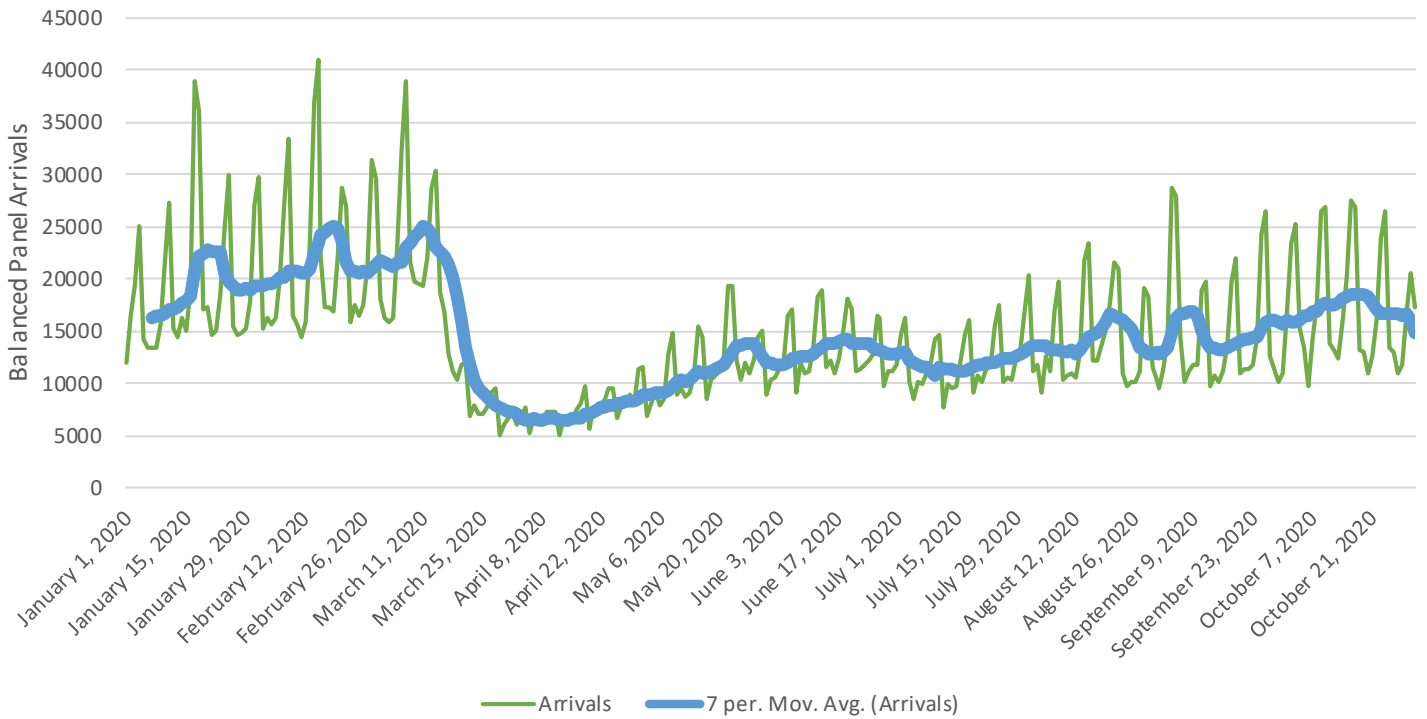


Pima County Visitation Data 2020



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	34.30%	46%	1 Day, 13 Hours, 41 Minutes
Tucson/Sierra Vista	9.70%	64%	1 Day, 7 Hours, 45 Minutes
Los Angeles	8.70%	35%	2 Days, 1 Hours, 31 Minutes
El Paso	2.90%	33%	1 Day, 23 Hours, 37 Minutes
Albuquerque/Santa Fe	2.30%	33%	2 Days, 13 Hours, 17 Minutes
San Diego	2.10%	24%	2 Days, 12 Hours, 54 Minutes
Denver	2.10%	17%	3 Days, 11 Hours, 55 Minutes
Dallas/Fort Worth	1.80%	23%	2 Days, 8 Hours, 27 Minutes
San Francisco/Oakland/San Jose	1.80%	18%	2 Days, 22 Hours, 58 Minutes
Sacramento/Stockton/Modesto	1.60%	36%	2 Days, 2 Hours, 5 Minutes

Source: Arrivalist