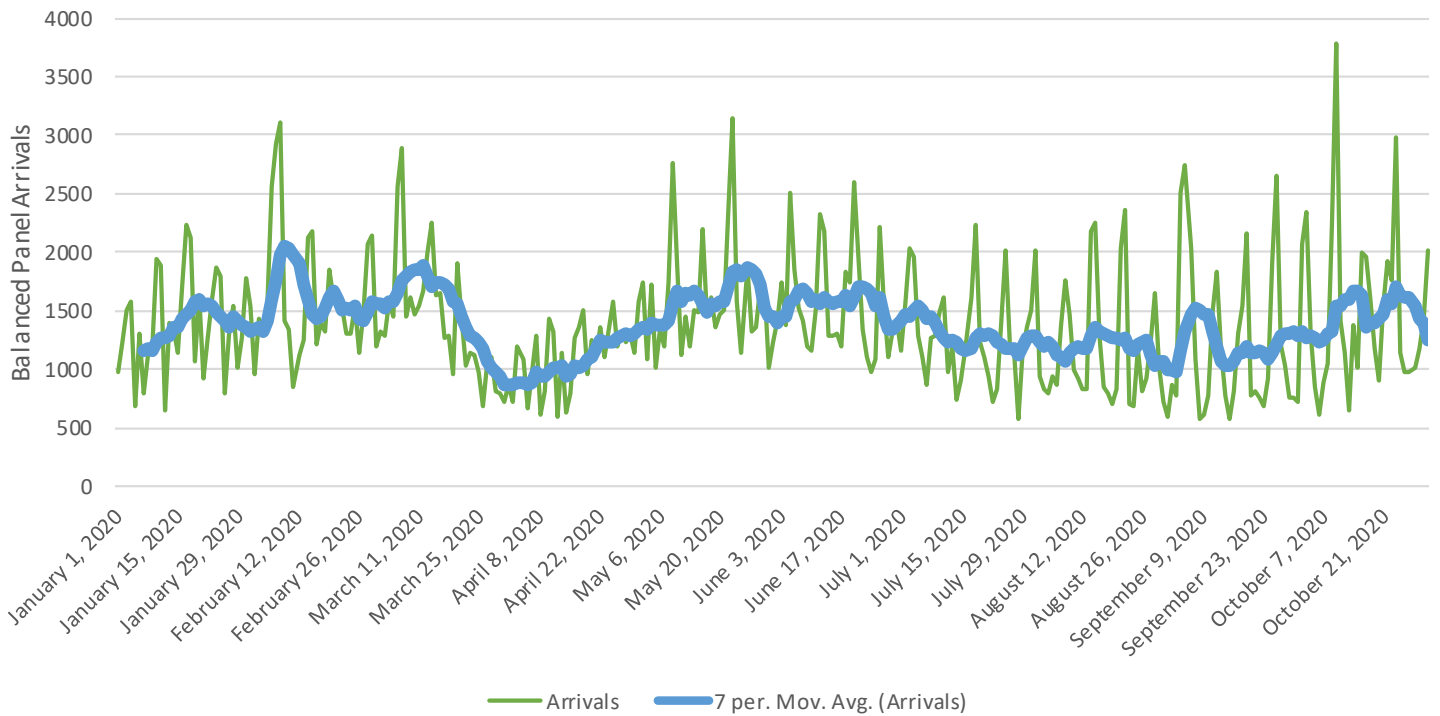


Santa Cruz County Visitation Data 2020



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	23.20%	34%	1 Day, 10 Hours, 5 Minutes
Tucson/Sierra Vista	14.70%	52%	1 Day, 5 Hours, 30 Minutes
Los Angeles	10.50%	45%	1 Day, 8 Hours, 17 Minutes
El Paso	3.70%	43%	1 Day, 13 Hours, 16 Minutes
Reno	2.80%	21%	2 Days, 22 Hours, 57 Minutes
Sacramento/Stockton/Modesto	2.70%	35%	1 Day, 17 Hours, 34 Minutes
Fresno/Visalia	2.10%	49%	1 Day, 8 Hours, 10 Minutes
Dallas/Fort Worth	2.00%	24%	1 Day, 18 Hours, 19 Minutes
Albuquerque/Santa Fe	1.90%	19%	2 Days, 1 Hours, 41 Minutes
Portland-OR	1.60%	14%	3 Days, 11 Hours, 31 Minutes

Source: Arrivalist