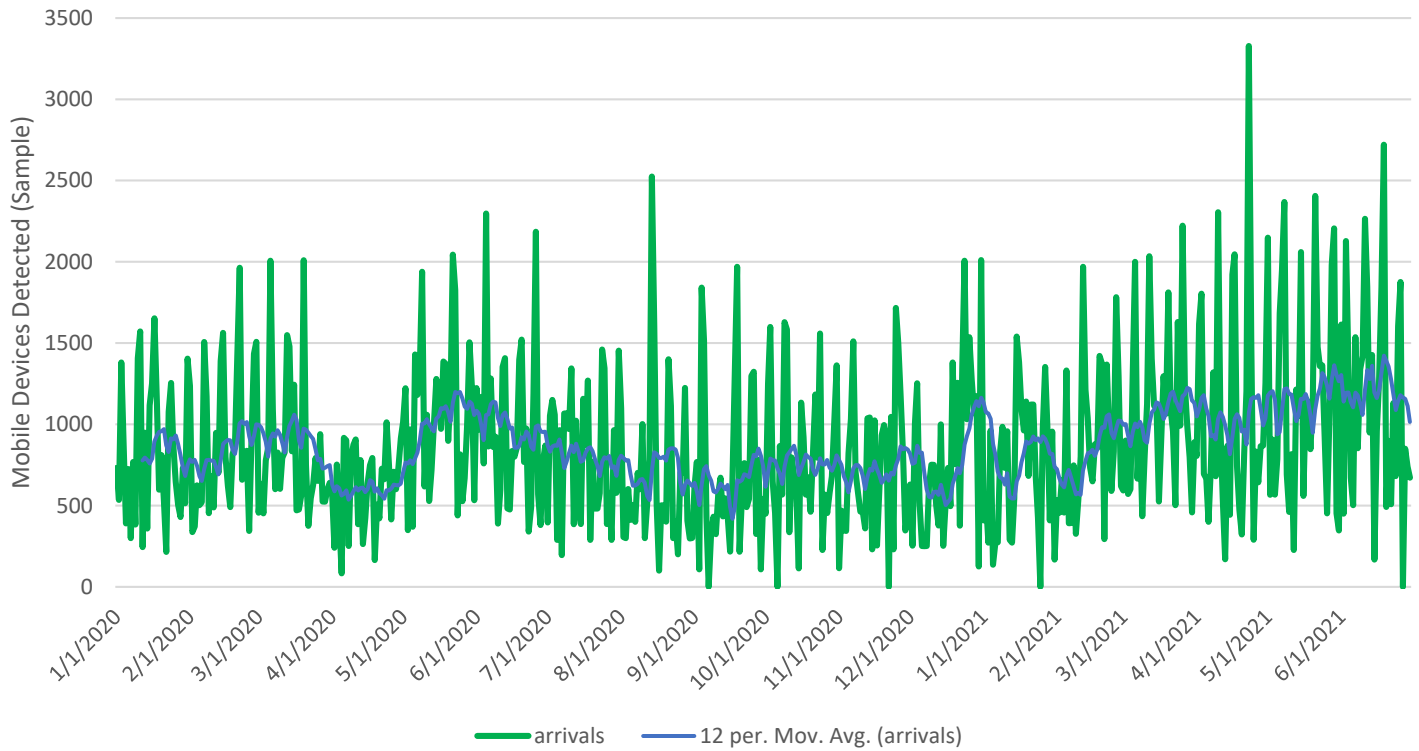


# Santa Cruz County Visitation Data 2021



Trips by Arrival County Over Time



## Top Origin Markets for Overnight Stays

Time Period: 1/1/2021 - 6/30/2021.

Origin DMA	Visitor Share	Repeat Visit Ratio	Average Time in Destination
Phoenix	21.6%	33%	1 Day, 10 Hours, 32 Minutes
Los Angeles	14.0%	48%	1 Day, 1 Hour, 37 Minutes
Tucson/Sierra Vista	10.6%	49%	1 Day, 4 Hours, 27 Minutes
Reno	4.1%	20%	2 Days, 12 Hours, 49 Minutes
Sacramento/Stockton/Modesto	3.9%	45%	1 Day, 17 Hours, 57 Minutes
El Paso	3.7%	34%	1 Day, 17 Hours, 58 Minutes
Fresno/Visalia	3.4%	54%	1 Day, 7 Hours, 42 Minutes
Portland-Or	2.3%	7%	3 Days, 15 Minutes
Salt Lake City	1.8%	27%	1 Day, 23 Hours, 45 Minutes
Albuquerque/Santa Fe	1.7%	28%	2 Days, 6 Hours, 15 Minutes