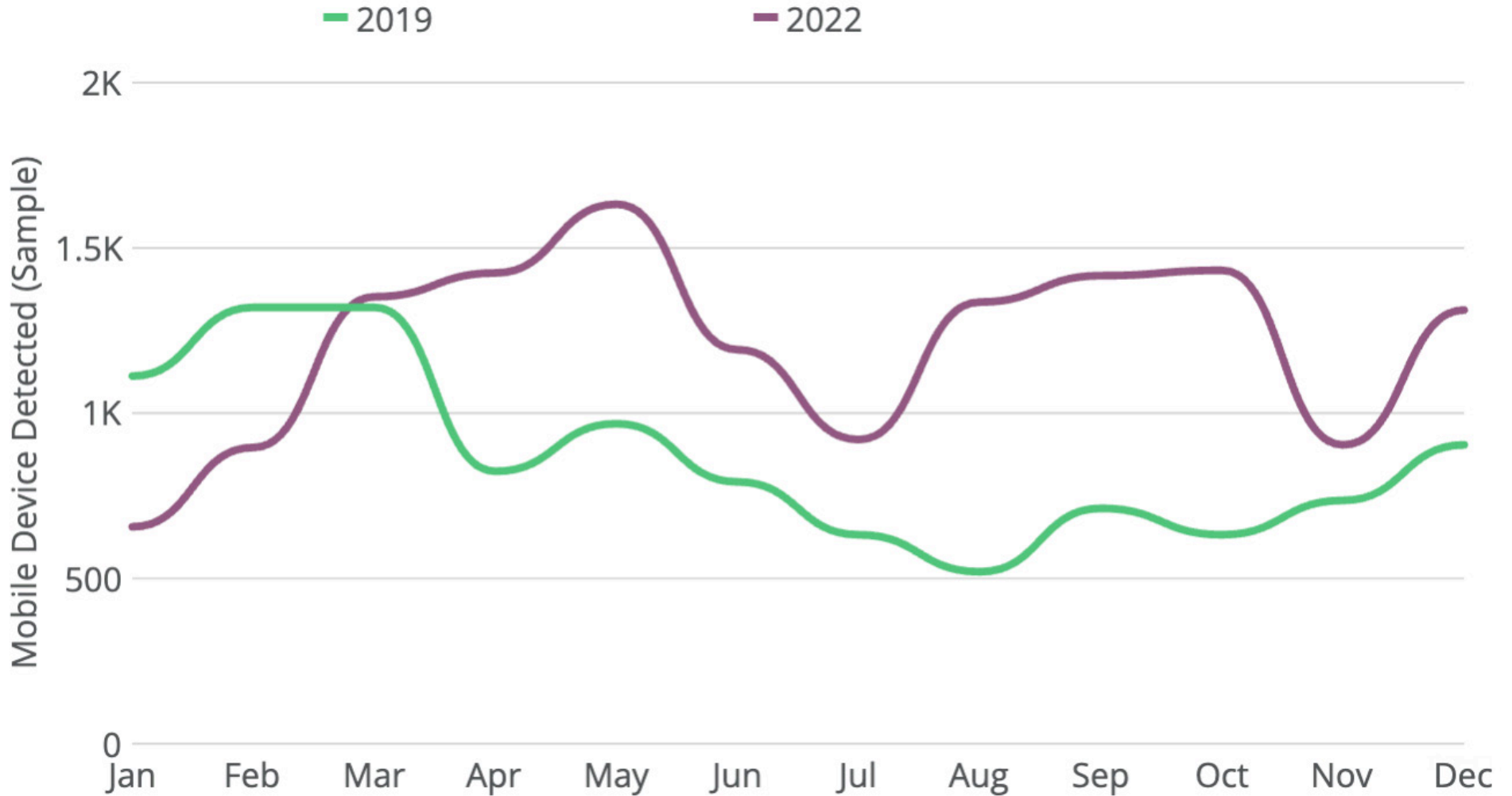


2022 VISITATION SUMMARY

TRIPS TO SANTA CRUZ COUNTY BY MONTH



Source: Near

2022 VISITATION SUMMARY

TOP ORIGIN MARKETS FOR OVERNIGHT STAYS | SANTA CRUZ COUNTY

Origin DMA	Visitor Share	Repeat Visitor Ratio	Average Time in Destination
Phoenix, AZ	33%	79%	4.3
Tucson (Sierra Vista), AZ	14%	87%	4.2
Albuquerque-Santa Fe, NM	8%	61%	7.2
Las Vegas, NV	7%	53%	7.6
Los Angeles, CA	3%	40%	6.6
Denver, CO	2%	34%	6.3
Salt Lake City, UT	1%	39%	6.8
Dallas-Ft. Worth, TX	1%	40%	6.2
El Paso, TX	1%	56%	6.4