

Apache County Tourism Related Trend Data-2018 vs. 2019

Following is a snapshot of tourism and travel related data for Apache County. Tables are updated monthly as new data becomes available. If you have questions on any of the content or require an accessible version of this document feel free to contact us at: Tourism.Research@nau.edu or 928-523-7307.

County	Gross Sales			Gross Sales			Gross Sales			Gross Sales		
	Restaurant/Bar			Amusement			Retail			Hotel/Motel		
Apache	2018	2019	% Ch	2018	2019	% Ch	2018	2019	% Ch	2018	2019	% Ch
January	\$1,020,795	\$910,571	-11%	\$17,906	\$13,135	-27%	\$8,298,483	\$9,070,502	9%	\$456,963	\$557,678	22%
February	947,759	979,586	3%	17,811	428,685	2307%	9,436,598	9,319,888	-1%	566,900	528,307	-7%
March	1,208,642	1,157,539	-4%	15,100	11,155	-26%	17,323,250	9,849,969	-43%	554,023	733,077	32%
April	1,225,957	1,119,343	-9%	17,098	18,066	6%	2,547,961	19,024,287	647%	909,071	860,013	-5%
May	1,455,282	1,504,342	3%	18,269	14,358	-21%	9,841,120	13,005,618	32%	1,100,425	934,346	-15%
June	1,415,583	1,416,955	0%	9,720	7,566	-22%	10,260,564	11,863,861	16%	1,077,622	1,094,138	2%
July	1,628,874	1,934,349	19%	9,197	18,174	98%	11,019,271	15,817,037	44%	1,043,323	1,361,146	30%
August	1,470,706	1,585,005	8%	16,875	7,079	-58%	11,912,368	13,413,373	13%	1,160,948	925,170	-20%
September	1,594,688	1,649,806	3%	31,455	23,529	-25%	10,077,241	11,815,996	17%	893,778	1,115,133	25%
October	1,238,609	1,363,839	10%	16,768	3,675	-78%	12,406,493	11,111,242	-10%	894,807	1,067,076	19%
November	854,440	1,534,872	80%	16,671	25,085	50%	10,673,286	11,523,535	8%	649,330	725,417	12%
December	1,034,074	1,141,577	10%	9,907	7,580	-23%	12,022,819	12,797,993	6%	793,964	599,978	-24%
Total	\$15,095,409	\$16,297,784	8%	\$196,777	\$578,087	194%	\$125,819,454	\$148,613,301	18%	\$10,101,154	\$10,501,479	4%

Source: Arizona Department of Revenue

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Arizona State Parks Monthly Visitation Apache County													
2018	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2018 Total
Lyman Lake	156	211	887	982	2,796	3,843	4,886	2,703	2,924	2,020	873	343	22,624
2019	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2019 Total
Lyman Lake	287	233	1,802	3,414	4,625	6,975	10,433	6,298	3,825	2,559	806	497	41,754

Source: Arizona State Parks

National Parks Monthly Visitation Apache County													
2018	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2018 Total
Canyon de Chelly NM	23,027	22,606	37,434	38,049	51,569	50,030	45,851	54,221	35,205	35,205	25,700	20,409	439,306
Hubbell Trading Post NHS	734	1,027	3,804	4,938	6,928	3,460	4,646	4,718	3,286	3,829	1,362	629	39,361
Petrified Forest NP	25,215	27,216	54,614	49,638	73,753	104,583	81,520	64,665	56,831	52,420	29,810	24,657	644,922
County Total	48,976	50,849	95,852	92,625	132,250	158,073	132,017	123,604	95,322	91,454	56,872	45,695	1,123,589
2019	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2019 Total
Canyon de Chelly NM	20,409	20,192	35,139	18,779	50,574	44,751	46,786	51,391	43,466	39,810	52,740	36,720	460,757
Hubbell Trading Post NHS	78	653	2,675	4,665	6,503	6,590	7,388	2,800	5,572	5,661	740	6,963	50,288
Petrified Forest NP	15,341	21,343	55,187	56,567	72,802	95,451	90,546	62,276	52,525	57,019	32,092	32,440	643,589
County Total	35,828	42,188	93,001	80,011	129,879	146,792	144,720	116,467	101,563	102,490	85,572	76,123	1,154,634

Note: Petrified Forest NP resides in both Navajo and Apache counties. Overall total for the park is listed above.

Source: National Park Service, <https://irma.nps.gov/stats>

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Apache County Workforce Data (Not Seasonally Adjusted)													
2019	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
Total Nonfarm	18,150	18,300	18,325	18,300	18,325	17,950	17,100	18,650	18,575	18,325	18,275	18,400	18,225
Total Private	7,250	7,300	7,375	7,500	7,575	7,625	7,575	7,625	7,550	7,500	7,375	7,350	7,475
Goods Producing	525	575	600	600	625	625	600	625	600	575	600	575	600
Service-Providing	17,625	17,725	17,725	17,700	17,700	17,325	16,500	18,025	17,975	17,750	17,675	17,825	17,625
Private Service-Providing	6,725	6,725	6,775	6,900	6,950	7,000	6,975	7,000	6,950	6,925	6,775	6,775	6,875
Trade, Transportation, & Utilities	1,975	1,925	1,975	2,000	2,025	2,075	2,100	2,075	2,075	2,025	2,000	2,000	2,025
Other Private Service-Providing	4,750	4,800	4,800	4,900	4,925	4,925	4,875	4,925	4,875	4,900	4,775	4,775	4,850
Government	10,900	11,000	10,950	10,800	10,750	10,325	9,525	11,025	11,025	10,825	10,900	11,050	10,750
Federal Government	2,500	2,575	2,575	2,600	2,650	2,675	2,525	2,675	2,650	2,575	2,575	2,575	2,600
State and Local Government	8,400	8,425	8,375	8,200	8,100	7,650	7,000	8,350	8,375	8,250	8,325	8,475	8,150
Labor Force	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2018	20,661	20,568	20,715	20,297	20,215	20,953	20,276	20,957	20,937	20,770	20,681	20,946	20,665
2019	21,360	20,855	20,803	20,258	20,424	20,950	20,442	21,393	21,202	20,878	20,720	20,966	
Employment	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2018	18,431	18,457	18,592	18,417	18,442	18,736	18,026	18,865	18,943	18,714	18,680	18,711	18,585
2019	18,737	18,743	18,783	18,524	18,591	18,626	17,932	19,106	19,318	19,022	18,866	18,912	
Unemployment	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2018	2,230	2,111	2,123	1,880	1,773	2,217	2,250	2,092	1,994	2,056	2,001	2,235	2,080
2019	2,623	2,112	2,020	1,734	1,833	2,324	2,510	2,287	1,884	1,856	1,854	2,054	
Unemployment Rate	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2018	10.8%	10.3%	10.2%	9.3%	8.8%	10.6%	11.1%	10.0%	9.5%	9.9%	9.7%	10.7%	10.1%
2019	12.3%	10.1%	9.7%	8.6%	9.0%	11.1%	12.3%	10.7%	8.9%	8.9%	8.9%	9.8%	

Source: Arizona Office of Economic Opportunity, <https://laborstats.az.gov>

Apache County Tourism Related Trend Data-2018 vs. 2019

Weather	Highest Max Temperature		Lowest Min Temperature		Mean Avg. Temperature		Total Precipitation		Total Snowfall (inches)	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Canyon de Chelly NM	65	54	4	-8	35.2	28.5	0.29	M	0.0	M
January	64	57	6	4	37.5	34.3	0.25	1.33	T	M
February	75	76	7	23	45.0	45.3	0.69	1.05	T	1.0
March	83	82	23	24	57.0	54.9	T	0.05	0.0	0.0
April	92	84	33	32	64.3	56.2	0.28	1.30	0.0	0.0
May	102	97	45	38	74.3	69.0	0.42	M	0.0	M
June	104	101	57	50	79.5	M	0.07	M	0.0	M
July	100	99	44	53	75.7	77.7	0.43	0.49	0.0	0.0
August	93	97	39	38	69.2	68.3	0.46	1.27	0.0	0.0
September	89	79	25	10	53.5	50.4	2.39	0.43	0.0	0.2
October	64	68	10	11	37.7	40.7	0.04	0.86	0.0	0.0
November	58	54	1	5	29.9	31.7	M	0.73	M	0.1
December	104	101	1	-8	54.9	50.6	M	M	M	M
Hi/Lo/Avg. Temp & Total Precip./Snow										

Source: <https://nowdata.rcc-acis.org/fgz/>