

Apache County Tourism Related Trend Data-2019 vs. 2020

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		
	Apache			Amusement			Retail			Hotel/Motel		
	2019	2020	% Ch	2019	2020	% Ch	2019	2020	% Ch	2019	2020	% Ch
January	\$910,571	\$947,198	4%	\$13,135	\$5,083	-61%	\$9,070,502	\$9,844,303	9%	\$557,678	\$453,250	-19%
February	979,586	693,677	-29%	428,685	5,078	-99%	9,319,888	10,511,415	13%	528,307	436,648	-17%
March	1,157,539	841,029	-27%	11,155	4,125	-63%	9,849,969	11,248,992	14%	733,077	267,964	-63%
April	1,119,343	943,852	-16%	18,066	555	-97%	19,024,287	10,842,469	-43%	860,013	537,821	-37%
May	1,504,342	1,649,806	10%	14,358	6,037	-58%	13,005,618	13,386,662	3%	934,346	1,129,072	21%
June	1,416,955	1,612,787	14%	7,566	27,082	258%	11,863,861	14,751,031	24%	1,094,138	1,691,820	55%
July	1,934,349	2,022,694	5%	18,174	121,297	567%	15,817,037	14,451,024	-9%	1,361,146	1,309,959	-4%
August	1,585,005	1,647,509	4%	7,079	47,224	567%	13,413,373	12,809,136	-5%	925,170	1,203,297	30%
September	1,649,806	1,835,072	11%	23,529	29,925	27%	11,815,996	14,826,884	25%	1,115,133	1,507,270	35%
October	1,363,839	1,479,646	8%	3,675	20,998	471%	11,111,242	12,497,125	12%	1,067,076	973,376	-9%
November	1,534,872	1,426,357	-7%	25,085	8,941	-64%	11,523,535	15,334,346	33%	725,417	1,050,786	45%
December	1,141,577	1,428,684	25%	7,580	8,852	17%	12,797,993	15,799,722	23%	599,978	825,226	38%
Total	\$16,297,784	\$16,528,311	1%	\$578,087	\$285,197	-51%	\$148,613,301	\$156,303,109	5%	\$10,501,479	\$11,386,489	8%

Note: Data shown reflects the actual month in which sales occurred.

Source: Arizona Department of Revenue

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Arizona State Parks Monthly Visitation Apache County													
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
2020	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2020 Total
Lyman Lake	615	1,163	3,596	4,695	17,380	10,625	13,701	9,205	9,788	6,731	1,475	580	79,554

Source: Arizona State Parks

National Parks Monthly Visitation Apache County													
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
2020	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2020 Total
Canyon de Chelly NM	24,623	19,718	28,970	0	0	0	0	84	224	1,887	0	1,246	76,752
Hubbell Trading Post NHS	3,999	4,364	3,044	0	0	0	0	0	0	0	0	0	11,407
Petrified Forest NP	26,608	29,078	45,816	0	900	40,780	46,925	41,460	36,854	48,509	36,562	30,991	384,483
County Total	55,230	53,160	77,830	0	900	40,780	46,925	41,544	37,078	50,396	36,562	32,237	472,642

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)													
2020	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
Total Nonfarm	17,900	18,000	18,025	16,875	16,800	16,375	15,600	17,175	17,175	17,075	17,025	17,075	17,100
Total Private	7,325	7,375	7,425	6,625	6,650	6,700	6,625	6,725	6,725	6,700	6,650	6,600	6,850
Goods Producing	550	575	600	375	375	375	375	400	400	425	425	425	450
Service-Providing	17,350	17,425	17,425	16,500	16,425	16,000	15,225	16,775	16,775	16,650	16,600	16,650	16,650
Private Service-Providing	6,775	6,800	6,825	6,250	6,275	6,325	6,250	6,325	6,325	6,275	6,225	6,175	6,400
Trade, Transportation, & Utilities	1,925	1,925	1,950	1,825	1,850	1,875	1,875	1,875	1,850	1,825	1,800	1,800	1,875
Other Private Service-Providing	4,850	4,875	4,875	4,425	4,425	4,450	4,375	4,450	4,475	4,450	4,425	4,375	4,525
Government	10,575	10,625	10,600	10,250	10,150	9,675	8,975	10,450	10,450	10,375	10,375	10,475	10,250
Federal Government	2,525	2,550	2,575	2,525	2,575	2,625	2,475	2,625	2,625	2,550	2,525	2,550	2,550
State and Local Government	8,050	8,075	8,025	7,725	7,575	7,050	6,500	7,825	7,825	7,825	7,850	7,925	7,700
Labor Force	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2019	20,760	20,569	20,724	20,328	20,053	20,716	19,923	20,762	20,752	20,507	20,279	20,475	20,487
2020	20,785	20,710	21,128	20,086	19,607	19,679	19,506	19,202	20,199	20,060	19,844	19,726	20,044
Employment	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2019	18,423	18,467	18,654	18,506	18,237	18,542	17,700	18,730	18,825	18,603	18,471	18,461	18,468
2020	18,490	18,588	18,198	16,923	17,415	16,476	15,976	17,220	17,983	17,548	17,316	17,249	17,449
Unemployment	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2019	2,337	2,102	2,070	1,822	1,816	2,174	2,223	2,032	1,927	1,904	1,808	2,014	2,019
2020	2,295	2,122	2,930	3,163	2,192	3,203	3,530	1,982	2,216	2,512	2,528	2,477	2,596
Unemployment Rate	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2019	11.3%	10.2%	10.0%	9.0%	9.1%	10.5%	11.2%	9.8%	9.3%	9.3%	8.9%	9.8%	9.9%
2020	11.0%	10.2%	13.9%	15.7%	11.2%	16.3%	18.1%	10.3%	11.0%	12.5%	12.7%	12.6%	13.0%

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

Apache County Tourism Related Trend Data-2019 vs. 2020

Weather	Highest Max Temperature		Lowest Min Temperature		Mean Avg. Temperature		Total Precipitation		Total Snowfall (inches)	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
Canyon de Chelly NM	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
January	54	57	-8	11	28.5	32.3	M	1.03	M	0.0
February	57	62	4	7	34.3	37.2	1.33	0.72	M	0.0
March	76	69	23	22	45.3	46.5	1.05	0.71	1.0	T
April	82	87	24	21	54.9	54.4	0.05	0.0	0.0	0.0
May	84	87	32	21	56.2	M	1.30	M	0.0	0.0
June	97	98	38	36	69.0	M	M	M	M	M
July	101	102	50	54	M	78.3	M	0.55	M	0.0
August	99	99	53	54	77.7	79.0	0.49	0.45	0.0	0.0
September	97	97	38	31	68.3	66.4	1.27	0.03	0.0	0.0
October	79	84	10	15	50.4	54.0	0.43	0.51	0.2	1.5
November	68	72	11	11	40.7	41.6	0.86	0.55	0.0	2.0
December	54	54	5	4	31.7	27.8	0.73	M	0.1	M
Hi/Lo/Avg. Temp & Total Precip./Snow	101	102	-8	4	50.6	51.8	M	M	M	M

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