

Navajo County Tourism Related Trend Data-2018 vs. 2019

Following is a snapshot of tourism and travel related data for Navajo 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		
	Navajo	Restaurant/Bar		Amusement			Retail			Hotel/Motel		
	2018	2019	% Ch	2018	2019	% Ch	2018	2019	% Ch	2018	2019	% Ch
January	\$7,926,248	\$8,248,714	4%	\$451,256	\$576,629	28%	\$82,562,389	\$83,344,824	1%	\$2,207,609	\$2,739,631	24%
February	8,120,335	8,131,333	0%	349,791	456,665	31%	80,070,713	76,263,367	-5%	2,786,397	2,410,567	-13%
March	10,826,520	10,149,744	-6%	844,331	693,521	-18%	86,413,388	93,401,003	8%	3,287,999	3,479,176	6%
April	10,197,590	10,305,855	1%	843,170	384,332	-54%	78,883,528	85,379,295	8%	3,236,266	3,408,957	5%
May	10,936,822	12,135,226	11%	892,581	552,785	-38%	91,319,283	101,507,119	11%	4,468,988	8,730,659	95%
June	13,705,958	12,437,073	-9%	1,366,679	1,063,607	-22%	96,731,366	97,612,231	1%	5,380,789	2,954,969	-45%
July	13,303,979	13,939,580	5%	1,323,381	1,076,257	-19%	100,255,380	104,376,957	4%	5,503,980	6,246,403	13%
August	11,213,575	13,651,175	22%	1,207,691	859,987	-29%	98,494,777	106,525,708	8%	4,700,243	5,912,654	26%
September	12,229,087	12,984,462	6%	990,197	717,309	-28%	92,487,813	66,068,835	-29%	4,474,336	5,082,246	14%
October	9,772,467	11,824,268	21%	689,410	451,112	-35%	80,048,199	71,535,605	-11%	3,837,403	4,028,240	5%
November	8,774,234	10,094,328	15%	993,827	373,815	-62%	84,143,183	67,738,345	-19%	2,557,524	3,335,844	30%
December	10,026,171	11,334,524	13%	755,146	385,023	-49%	99,888,882	136,652,040	37%	2,694,256	3,630,887	35%
Total	\$127,032,986	\$135,236,282	6%	\$10,707,460	\$7,591,042	-29%	\$1,071,298,901	\$1,090,405,329	2%	\$45,135,790	\$51,960,233	15%

Source: Arizona Department of Revenue

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Arizona State Parks Monthly Visitation Navajo County													
2018	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2018 Total
Fool Hollow	1,204	1,453	6,094	7,820	15,724	23,676	30,445	17,077	16,052	9,301	3,093	1,125	133,064
Homolovi	848	1,218	3,507	3,622	3,286	2,715	1,775	1,742	2,577	3,353	1,566	861	27,070
County Total	2,052	2,671	9,601	11,442	19,010	26,391	32,220	18,819	18,629	12,654	4,659	1,986	160,134
2019	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2019 Total
Fool Hollow	1,226	1,133	6,532	8,979	13,761	24,138	27,507	19,751	16,423	11,450	3,293	1,338	135,531
Homolovi	725	781	2,882	4,093	3,827	2,654	1,591	1,431	2,422	3,023	1,503	728	25,660
County Total	1,951	1,914	9,414	13,072	17,588	26,792	29,098	21,182	18,845	14,473	4,796	2,066	21,335

Source: Arizona State Parks

National Parks Monthly Visitation Navajo County													
2018	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2018 Total
Navajo NM	2,169	1,444	4,097	13,235	6,642	5,938	6,032	6,222	6,490	5,663	2,575	688	61,195
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	27,384	28,660	58,711	62,873	80,395	110,521	87,552	70,887	63,321	58,083	32,385	25,345	706,117
2019	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2019 Total
Navajo NM	113	1,397	3,283	6,052	5,896	6,230	6,121	5,939	6,200	5,215	2,281	1,256	49,983
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	15,454	22,740	58,470	62,619	78,698	101,681	96,667	68,215	58,725	62,234	34,373	33,696	693,572

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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Navajo County Workforce Data (Not Seasonally Adjusted)													
2019	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
Total Nonfarm	26,075	26,400	26,625	27,050	27,450	27,175	26,275	27,875	27,600	27,525	27,225	27,025	27,000
Total Private	16,600	16,775	16,950	17,325	17,625	17,800	17,675	17,950	17,500	17,375	17,100	16,925	17,275
Goods Producing	1,750	1,800	1,825	1,875	1,825	1,825	1,775	1,775	1,525	1,550	1,575	1,525	1,700
Service-Providing	24,325	24,600	24,800	25,175	25,625	25,350	24,500	26,100	26,075	25,975	25,650	25,500	25,300
Private Service-Providing	14,850	14,975	15,125	15,450	15,800	15,975	15,900	16,175	15,975	15,825	15,525	15,400	15,575
Trade, Transportation, & Utilities	4,675	4,675	4,650	4,725	4,850	4,950	4,925	4,925	4,900	4,825	4,825	4,775	4,800
Information	125	125	100	100	100	100	125	125	100	100	100	100	100
Financial Activities	650	650	650	625	650	625	650	650	650	650	650	650	650
Professional & Business Services	1,000	1,050	1,125	1,150	1,150	1,200	1,150	1,150	1,125	1,100	1,050	975	1,100
Educational & Health Services	4,450	4,500	4,475	4,500	4,525	4,425	4,325	4,575	4,600	4,650	4,650	4,700	4,525
Leisure & Hospitality	3,375	3,400	3,525	3,750	3,925	4,050	4,100	4,150	4,000	3,900	3,650	3,600	3,800
Other Private Service-Providing	575	575	600	600	600	625	625	600	600	600	600	600	600
Government	9,475	9,625	9,675	9,725	9,825	9,375	8,600	9,925	10,100	10,150	10,125	10,100	9,725
Federal Government	1,750	1,775	1,825	1,875	1,950	2,000	1,875	2,000	1,975	1,925	1,900	1,925	1,900
State and Local Government	7,725	7,850	7,850	7,850	7,875	7,375	6,725	7,925	8,125	8,225	8,225	8,175	7,825
Labor Force	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2018	39,574	39,589	40,060	39,902	40,779	41,475	39,784	41,425	41,358	41,320	40,961	40,939	40,598
2019	40,945	40,249	40,553	40,039	40,811	41,852	41,167	42,259	41,929	41,603	41,153	40,873	
Employment	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2018	36,078	36,347	36,853	36,995	38,061	38,165	36,465	38,271	38,324	38,314	37,944	37,542	37,447
2019	36,854	36,968	37,428	37,335	38,044	38,474	37,628	38,949	39,195	38,960	38,440	37,981	
Unemployment	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2018	3,496	3,242	3,207	2,907	2,718	3,310	3,319	3,154	3,034	3,006	3,017	3,397	3,151
2019	4,091	3,281	3,125	2,704	2,767	3,378	3,539	3,310	2,734	2,643	2,713	2,892	
Unemployment Rate	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2018	8.8%	8.2%	8.0%	7.3%	6.7%	8.0%	8.3%	7.6%	7.3%	6.5%	7.4%	8.2%	7.4%
2019	10.0%	8.2%	7.7%	6.8%	6.8%	8.1%	8.6%	7.8%	6.5%	6.4%	6.6%	7.1%	

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

Navajo 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
Petrified Forest NP	68	59	7	-9	38.7	33.9	0.19	M	0.0	M
January	68	59	7	-9	38.7	33.9	0.19	M	0.0	M
February	70	65	13	-6	41.0	35.6	0.25	M	0.0	M
March	78	77	11	23	48.2	48.3	0.50	0.90	0.0	0.3
April	87	83	23	26	58.2	55.9	0.14	0.15	0.0	0.0
May	93	86	30	30	64.3	57.4	0.18	0.87	0.0	0.0
June	100	97	50	44	75.1	70.7	0.77	0.08	0.0	0.0
July	100	101	49	52	78.2	77.5	0.81	0.39	0.0	0.0
August	100	99	54	56	76.0	77.0	0.61	0.41	0.0	0.0
September	93	96	44	40	71.3	69.6	0.42	1.28	0.0	0.0
October	M	82	M	8	M	55.1	3.75	0.07	0.0	0.0
November	70	69	14	27	M	45.7	0.11	2.20	0.0	T
December	65	46	4	25	36.9	35.8	M	0.82	M	2.0
Hi/Lo/Avg. Temp & Total Precip./Snow	100	101	4	-9	58.8	55.2	M	M	M	M

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

M=Missing