

Navajo County Tourism Related Trend Data-2019 vs. 2020

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			Amusement			Retail			Hotel/Motel		
	2019	2020	% Ch	2019	2020	% Ch	2019	2020	% Ch	2019	2020	% Ch
January	\$8,248,714	\$8,596,990	4%	\$576,629	\$332,148	-42%	\$83,344,824	\$71,847,234	-14%	\$2,739,631	\$3,007,586	10%
February	8,131,333	9,035,015	11%	456,665	83,255	-82%	76,263,367	62,434,910	-18%	2,410,567	2,211,760	-8%
March	10,149,744	8,188,424	-19%	693,521	107,066	-85%	93,401,003	60,360,049	-35%	3,479,176	2,329,986	-33%
April	10,305,855	8,118,108	-21%	384,332	446,770	16%	85,379,295	68,815,948	-19%	3,408,957	1,892,575	-44%
May	12,135,226	15,559,006	28%	552,785	483,351	-13%	101,507,119	86,203,008	-15%	8,730,659	4,106,049	-53%
June	12,437,073	13,739,008	10%	1,063,607	702,589	-34%	97,612,231	86,811,070	-11%	2,954,969	5,885,091	99%
July	13,939,580	15,068,500	8%	1,076,257	653,245	-39%	104,376,957	83,365,915	-20%	6,246,403	7,165,200	15%
August	13,651,175	15,114,392	11%	859,987	830,947	-3%	106,525,708	83,845,169	-21%	5,912,654	6,699,432	13%
September	12,984,462	14,162,061	9%	717,309	636,057	-11%	66,068,835	82,829,009	25%	5,082,246	6,566,516	29%
October	11,824,268	13,274,581	12%	451,112	355,091	-21%	71,535,605	76,012,477	6%	4,028,240	6,505,285	61%
November	10,094,328	11,719,232	16%	373,815	115,807	-69%	67,738,345	75,668,345	12%	3,335,844	3,894,713	17%
December	11,334,524	11,790,283	4%	385,023	124,525	-68%	136,652,040	85,115,213	-38%	3,630,887	4,611,373	27%
Total	\$135,236,282	\$144,365,600	7%	\$7,591,042	\$4,870,851	-36%	\$1,090,405,329	\$923,308,347	-15%	\$51,960,233	\$54,875,566	6%

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 Navajo County													
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	161,191
2020	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2020 Total
Fool Hollow	1,668	1,972	5,809	8,618	20,170	25,104	29,263	23,505	20,912	15,935	3,774	3,640	160,370
Homolovi	968	1,314	3,263	1,568	2,375	1,982	1,439	1,121	2,666	4,351	2,390	1,133	24,570
County Total	2,636	3,286	9,072	10,186	22,545	27,086	30,702	24,626	23,578	20,286	6,164	4,773	184,940

Source: Arizona State Parks

National Parks Monthly Visitation Navajo County													
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
2020	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2020 Total
Navajo NM	978	1,226	1,781	0	0	0	0	0	0	0	0	0	3,985
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	27,586	30,304	47,597	0	900	40,780	46,925	41,460	36,854	48,509	36,562	30,991	388,468

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)													
2020	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
Total Nonfarm	26,625	26,800	26,950	25,125	25,475	25,200	24,750	26,450	26,450	26,350	25,950	25,675	25,950
Total Private	17,075	17,150	17,200	15,675	15,925	16,125	16,025	16,300	16,125	16,025	15,625	15,425	16,200
Goods Producing	1,825	1,850	1,800	1,475	1,500	1,525	1,500	1,500	1,500	1,525	1,475	1,425	1,600
Service-Providing	24,800	24,950	25,150	23,650	23,975	23,675	23,250	24,950	24,950	24,825	24,475	24,250	24,350
Private Service-Providing	15,250	15,300	15,400	14,200	14,425	14,600	14,525	14,800	14,625	14,500	14,150	14,000	14,600
Trade, Transportation, & Utilities	4,500	4,525	4,525	4,325	4,400	4,525	4,500	4,525	4,450	4,375	4,400	4,375	4,450
Information	250	250	250	250	225	225	250	225	225	225	225	200	225
Financial Activities	625	625	625	475	475	475	475	475	475	475	475	475	500
Professional & Business Services	1,175	1,175	1,200	1,075	1,075	1,075	1,075	1,050	1,050	1,050	1,025	975	1,075
Educational & Health Services	4,675	4,675	4,675	4,450	4,475	4,350	4,275	4,525	4,550	4,575	4,575	4,600	4,525
Leisure & Hospitality	3,500	3,525	3,575	3,150	3,300	3,450	3,450	3,500	3,400	3,325	2,975	2,900	3,325
Other Private Service-Providing	525	525	550	475	475	500	500	500	475	475	475	475	500
Government	9,550	9,650	9,750	9,450	9,550	9,075	8,725	10,150	10,325	10,325	10,325	10,250	9,750
Federal Government	1,750	1,775	1,850	1,775	1,850	1,900	1,775	1,900	1,900	1,850	1,825	1,825	1,825
State and Local Government	7,800	7,875	7,900	7,675	7,700	7,175	6,950	8,250	8,425	8,475	8,500	8,425	7,925
Labor Force	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2019	40,751	40,383	40,780	40,430	40,953	41,765	39,585	41,536	41,906	41,657	41,114	40,889	40,979
2020	40,989	40,941	41,510	40,177	39,771	39,757	40,011	39,254	41,229	40,765	39,962	39,364	40,311
Employment	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2019	37,090	37,106	37,562	37,578	38,198	38,591	36,434	38,582	39,095	38,935	38,458	38,046	37,973
2020	37,667	37,833	37,205	34,421	35,931	34,625	34,486	36,114	37,795	36,896	36,085	35,598	36,221
Unemployment	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2019	3,661	3,277	3,218	2,852	2,755	3,174	3,151	2,954	2,811	2,722	2,656	2,843	3,006
2020	3,322	3,108	4,305	5,756	3,840	5,132	5,525	3,140	3,434	3,869	3,877	3,766	4,090
Unemployment Rate	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
2019	9.0%	8.1%	7.9%	7.1%	6.7%	7.6%	8.0%	7.1%	6.7%	6.5%	6.5%	7.0%	7.3%
2020	8.1%	7.6%	10.4%	14.3%	9.7%	12.9%	13.8%	8.0%	8.3%	9.5%	9.7%	9.6%	10.2%

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

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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
Petrified Forest NP	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
January	59	60	-9	14	33.9	36.9	M	1.10	M	0.2
February	65	69	-6	12	35.6	39.7	M	1.11	M	3.3
March	77	69	23	14	48.3	46.4	0.90	0.73	0.3	0.0
April	83	88	26	28	55.9	54.7	0.15	0.89	0.0	0.0
May	86	94	30	37	57.4	64.9	0.87	0.0	0.0	0.0
June	97	100	44	33	70.7	72.8	0.08	0.02	0.0	0.0
July	101	103	52	50	77.5	77.7	0.39	0.75	0.0	0.0
August	99	101	56	52	77.0	79.5	0.41	0.14	0.0	0.0
September	96	91	40	38	69.6	68.5	1.28	0.34	0.0	0.0
October	82	87	8	23	55.1	58.1	0.07	0.35	0.0	T
November	69	78	27	14	45.7	46.7	2.20	0.22	T	0.0
December	46	60	25	3	35.8	32.2	0.82	0.23	2.0	T
Hi/Lo/Avg. Temp & Total Precip./Snow	101	103	-9	3	55.2	56.5	M	5.88	M	3.5

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