

## Yavapai County Tourism Related Trend Data-2018 vs. 2019

Following is a snapshot of tourism and travel related data for Yavapai 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](mailto:Tourism.Research@nau.edu) or 928-523-7307.

County	Gross Sales			Gross Sales			Gross Sales			Gross Sales		
	Yavapai	Restaurant/Bar		Amusement			Retail			Hotel/Motel		
	2018	2019	% Ch	2018	2019	% Ch	2018	2019	% Ch	2018	2019	% Ch
January	\$29,460,361	\$30,159,314	2%	\$2,214,404	\$2,584,345	17%	\$146,103,749	\$152,596,836	4%	\$15,367,319	\$13,457,945	-12%
February	31,865,234	29,502,573	-7%	2,416,124	2,306,695	-5%	144,809,020	140,693,808	-3%	15,171,160	13,931,812	-8%
March	36,822,432	40,530,233	10%	4,172,189	3,949,046	-5%	169,243,540	179,052,925	6%	22,894,885	24,700,852	8%
April	36,909,671	38,099,846	3%	3,821,388	3,656,220	-4%	164,337,083	180,077,325	10%	22,083,912	25,400,266	15%
May	34,893,885	38,019,775	9%	2,496,134	3,337,937	34%	172,554,305	180,101,724	4%	20,638,129	22,073,145	7%
June	37,389,070	39,044,342	4%	2,991,609	3,323,722	11%	174,340,289	175,171,276	0%	17,327,301	18,244,806	5%
July	35,108,390	37,953,083	8%	2,670,111	3,433,911	29%	153,776,851	174,434,506	13%	14,971,354	18,867,699	26%
August	33,712,404	36,851,757	9%	2,214,341	5,046,828	128%	171,573,905	181,339,365	6%	14,622,245	17,087,281	17%
September	35,886,669	38,923,487	8%	3,284,789	4,056,616	23%	159,671,483	168,571,353	6%	18,393,142	21,308,799	16%
October	36,071,054	37,783,337	5%	3,577,800	3,732,470	4%	165,784,658	186,214,821	12%	20,223,297	24,885,529	23%
November	35,311,817	37,337,134	6%	2,841,139	2,973,256	5%	172,347,828	182,048,929	6%	16,832,646	18,787,363	12%
December	34,931,333	37,060,166	6%	2,480,741	2,967,559	20%	194,368,575	217,818,922	12%	15,829,654	16,500,002	4%
<b>Total</b>	<b>\$418,362,320</b>	<b>\$441,265,047</b>	<b>5%</b>	<b>\$35,180,769</b>	<b>\$41,368,605</b>	<b>18%</b>	<b>\$1,988,911,286</b>	<b>\$2,118,121,790</b>	<b>6%</b>	<b>\$214,355,044</b>	<b>\$235,245,499</b>	<b>10%</b>

Source: Arizona Department of Revenue

Yavapai County Tourism Related Trend Data-2018 vs. 2019

City of Prescott	Bed Tax Collections (3.0%)			City of Sedona	Bed Tax Collections (3.5%)		
	2018	2019	% Ch		2018	2019	% Ch
January	\$75,782	\$77,523	2.3%	January	\$238,911	\$306,838	28.4%
February	58,557	63,487	8.4%	February	368,899	290,354	-21.3%
March	73,662	66,376	-9.9%	March	525,190	569,565	8.4%
April	92,274	93,897	1.8%	April	501,573	563,908	12.4%
May	89,627	92,489	3.2%	May	436,389	472,623	8.3%
June	95,800	96,316	0.5%	June	366,110	380,099	3.8%
July	105,569	97,332	-7.8%	July	303,167	380,276	25.4%
August	94,491	112,621	19.2%	August	294,795	340,704	15.6%
September	91,426	103,322	13.0%	September	392,461	457,901	16.7%
October	93,625	96,637	3.2%	October	467,620	515,088	10.2%
November	87,807	103,118	17.4%	November	365,072	446,282	22.2%
December	71,110	70,942	-0.3%	December	381,736	360,997	-5.4%
<b>Total</b>	<b>\$1,029,730</b>	<b>\$1,074,060</b>	<b>4.3%</b>	<b>Total</b>	<b>\$4,641,923</b>	<b>\$5,084,635</b>	<b>9.5%</b>

Source: Finance Department of respective city

Prescott Regional/Ernest A. Love Field Airport								
Passengers, Combined Enplaned/Deplaned	2017	2018	2019	% Ch 2019 vs 2018	2017 YTD	2018 YTD	2019 YTD	% Ch 2019 vs 2018
January	864	877	4,202	379.1%	864	877	4,202	379.1%
February	779	827	3,433	315.1%	1,643	1,704	7,635	348.1%
March	1,164	Not Avail.	4,883		2,807	Not Avail.	12,518	
April	1,013	0	4,892		3,820	1,704	17,410	921.7%
May	1,337	0	5,335		5,157	1,704	22,745	1234.8%
June	1,206	0	4,958		6,363	1,704	27,703	1525.8%
July	1,251	0	4,942		7,614	1,704	32,645	1815.8%
August	1,272	403	4,905	1117.1%	8,886	2,107	37,550	1682.2%
September	865	3,446	4,808	39.5%	9,751	5,553	42,358	662.8%
October	1,018	4,651	5,024	8.0%	10,769	10,204	47,382	364.3%
November	835	4,557	4,649	2.0%	11,604	14,761	52,031	252.5%
December	847	5,182	5,220	0.7%	12,451	19,943	57,251	187.1%
<b>Total</b>	<b>12,451</b>	<b>19,943</b>	<b>57,251</b>	<b>187.1%</b>				

Note: YTD does not include unavailable March 2018 data. Great Lakes Airlines ended scheduled service on 3-26-18. SkyWest began daily scheduled service on 8-29-18. Source: Prescott Municipal Airport

## Yavapai County Tourism Related Trend Data-2018 vs. 2019

Arizona State Parks Monthly Visitation Yavapai County													
2018	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2018 Total
Dead Horse Ranch	12,944	14,853	22,578	21,166	19,338	10,693	9,755	7,372	15,227	17,484	17,638	10,895	179,943
Fort Verde	789	850	2,292	2,200	900	750	586	412	810	985	732	1,010	12,316
Granite Mtn. Hotshots	3,296	2,576	4,873	2,941	2,504	2,635	2,507	1,975	2,245	2,087	2,983	2,538	33,160
Jerome	3,604	4,003	6,333	5,549	4,336	3,758	3,748	2,684	3,815	4,813	4,189	3,916	50,748
Red Rock	5,614	5,455	11,987	9,508	7,771	6,184	5,659	4,655	5,924	7,538	7,057	6,048	83,400
<b>County Total</b>	<b>26,247</b>	<b>27,737</b>	<b>48,063</b>	<b>41,364</b>	<b>34,849</b>	<b>24,020</b>	<b>22,255</b>	<b>17,098</b>	<b>28,021</b>	<b>32,907</b>	<b>32,599</b>	<b>24,407</b>	<b>359,567</b>
2019	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2019 Total
Dead Horse Ranch	13,294	11,660	23,611	23,386	19,695	15,367	11,774	8,442	15,242	20,541	19,692	10,058	192,762
Fort Verde	870	810	1,322	1,525	952	705	663	518	912	2,022	664	447	11,410
Granite Mtn. Hotshots	2,290	2,326	4,010	2,796	2,605	2,338	2,462	1,860	1,900	1,498	1,169	1,262	26,516
Jerome	3,969	3,511	7,293	5,690	4,224	3,849	3,718	2,630	3,590	4,756	3,053	2,636	48,919
Red Rock	5,627	3,836	11,528	10,815	8,383	6,381	5,646	4,434	6,148	8,220	6,704	5,810	83,532
<b>County Total</b>	<b>26,050</b>	<b>22,143</b>	<b>47,764</b>	<b>44,212</b>	<b>35,859</b>	<b>28,640</b>	<b>24,263</b>	<b>17,884</b>	<b>27,792</b>	<b>37,037</b>	<b>31,282</b>	<b>20,213</b>	<b>363,139</b>

Source: Arizona State Parks

National Parks Monthly Visitation Yavapai County													
2018	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2018 Total
Montezuma Castle NM	24,123	30,039	55,435	49,191	40,107	30,402	28,646	22,738	30,723	36,923	30,636	11,188	390,151
Tuzigoot NM	7,122	9,413	15,090	12,350	9,152	6,242	6,137	5,118	7,057	9,442	8,051	2,916	98,090
<b>County Total</b>	<b>31,245</b>	<b>39,452</b>	<b>70,525</b>	<b>61,541</b>	<b>49,259</b>	<b>36,644</b>	<b>34,783</b>	<b>27,856</b>	<b>37,780</b>	<b>46,365</b>	<b>38,687</b>	<b>14,104</b>	<b>488,241</b>
2019	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	2019 Total
Montezuma Castle NM	4,384	25,480	54,163	46,903	39,896	30,264	27,784	25,385	28,743	38,844	30,443	23,695	375,984
Tuzigoot NM	1,234	7,253	14,716	12,329	10,477	6,924	6,607	5,638	7,128	10,453	8,955	6,824	98,538
<b>County Total</b>	<b>5,618</b>	<b>32,733</b>	<b>68,879</b>	<b>59,232</b>	<b>50,373</b>	<b>37,188</b>	<b>34,391</b>	<b>31,023</b>	<b>35,871</b>	<b>49,297</b>	<b>39,398</b>	<b>30,519</b>	<b>474,522</b>

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

Yavapai County Tourism Related Trend Data-2018 vs. 2019

Yavapai County Workforce Data (Not Seasonally Adjusted)													
2019	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual Avg.
Total Nonfarm	64,800	65,400	65,800	66,400	66,000	65,700	65,500	66,300	66,900	67,300	68,000	67,500	66,300
Total Private	54,400	54,700	55,100	55,700	55,700	55,800	55,700	55,700	55,900	56,500	57,100	56,700	55,800
Goods Producing	9,900	10,000	10,000	10,200	10,300	10,500	10,600	10,500	10,400	10,500	10,600	10,500	10,300
Service-Providing	54,900	55,400	55,800	56,200	55,700	55,200	54,900	55,800	56,500	56,800	57,400	57,000	56,000
Private Service-Providing	44,500	44,700	45,100	45,500	45,400	45,300	45,100	45,200	45,500	46,000	46,500	46,200	45,400
Trade, Transportation, & Utilities	12,400	12,200	12,200	12,200	12,100	12,200	12,100	12,100	12,100	12,400	12,900	12,700	12,300
Information	500	500	500	500	500	500	500	500	500	500	500	500	500
Financial Activities	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,100	2,000
Professional & Business Services	4,400	4,500	4,500	4,600	4,600	4,600	4,400	4,400	4,500	4,600	4,600	4,500	4,500
Educational & Health Services	12,900	13,000	13,100	13,100	13,000	12,800	12,900	12,800	13,000	13,000	13,100	13,200	13,000
<b>Leisure &amp; Hospitality</b>	10,100	10,300	10,600	10,800	10,900	10,900	11,000	11,200	11,200	11,300	11,200	11,000	10,900
Other Private Service-Providing	2,200	2,200	2,200	2,300	2,300	2,300	2,200	2,200	2,200	2,200	2,200	2,200	2,200
Government	10,400	10,700	10,700	10,700	10,300	9,900	9,800	10,600	11,000	10,800	10,900	10,800	10,600
Federal Government	1,400	1,500	1,500	1,500	1,500	1,500	1,600	1,600	1,600	1,500	1,500	1,500	1,500
State and Local Government	9,000	9,200	9,200	9,200	8,800	8,400	8,200	9,000	9,400	9,300	9,400	9,300	9,000
<b>Labor Force</b>	<b>Jan.</b>	<b>Feb.</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug.</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>	<b>Annual Avg.</b>
2018	102,164	103,874	104,534	104,903	105,479	106,462	107,007	105,517	106,731	107,103	107,496	106,143	105,618
2019	106,468	105,580	106,350	105,756	106,540	109,568	110,038	109,272	109,655	109,304	110,097	108,707	
<b>Employment</b>	<b>Jan.</b>	<b>Feb.</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug.</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>	<b>Annual Avg.</b>
2018	97,264	99,161	99,981	100,571	101,285	101,594	102,281	100,649	101,811	102,349	102,614	101,225	100,899
2019	100,619	100,828	101,718	101,417	101,959	104,159	104,382	103,728	105,197	104,904	105,525	104,343	
<b>Unemployment</b>	<b>Jan.</b>	<b>Feb.</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug.</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>	<b>Annual Avg.</b>
2018	4,900	4,713	4,553	4,332	4,194	4,868	4,726	4,868	4,920	4,754	4,882	4,918	4,719
2019	5,849	4,752	4,632	4,339	4,581	5,409	5,656	5,544	4,458	4,400	4,572	4,364	
<b>Unemployment Rate</b>	<b>Jan.</b>	<b>Feb.</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug.</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>	<b>Annual Avg.</b>
2018	4.8%	4.5%	4.4%	4.1%	4.0%	4.6%	4.4%	4.6%	4.6%	4.4%	4.5%	4.6%	4.5%
2019	5.5%	4.5%	4.4%	4.1%	4.3%	4.9%	5.1%	5.1%	4.1%	4.0%	4.2%	4.0%	

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

Yavapai County Tourism Related Trend Data-2018 vs. 2019

Prescott 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
January	67	64	17	0	42.2	38.1	1.14	1.66	1.5	9.8
February	71	59	13	7	40.7	34.1	0.50	4.89	2.2	22.4
March	75	72	19	21	45.0	45.3	0.43	1.41	1.0	0.7
April	85	84	26	28	57.3	54.2	0.0	0.20	0.0	0.0
May	91	79	30	32	61.8	54.2	0.21	3.42	0.0	0.0
June	98	94	47	44	72.2	68.8	0.21	0.05	0.0	0.0
July	99	96	54	51	76.0	75.3	7.80	1.12	0.0	0.0
August	96	97	52	54	73.2	75.6	3.28	1.07	0.0	0.0
September	91	96	47	41	69.1	67.6	0.91	2.33	0.0	0.0
October	84	82	29	15	53.8	53.2	2.29	0.00	0.0	0.0
November	70	74	15	16	44.2	46.8	0.43	3.75	0.0	4.5
December	68	64	9	12	38.4	38.1	0.14	1.72	0.0	0.3
<b>Hi/Lo/Avg. Temp &amp; Total Precip./Snow</b>	<b>99</b>	<b>97</b>	<b>9</b>	<b>0</b>	<b>56.2</b>	<b>54.3</b>	<b>17.34"</b>	<b>21.62"</b>	<b>4.7"</b>	<b>37.7"</b>

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