

## Yavapai County Tourism Related Trend Data-2019 vs. 2020

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		
	2019	2020	% Ch	2019	2020	% Ch	2019	2020	% Ch	2019	2020	% Ch
January	\$30,159,314	\$34,399,945	14%	\$2,584,345	\$2,320,263	-10%	\$152,596,836	\$164,974,937	8%	\$13,457,945	\$16,127,869	20%
February	29,502,573	29,955,073	2%	2,306,695	2,734,915	19%	140,693,808	162,915,522	16%	13,931,812	18,174,514	30%
March	40,530,233	26,840,257	-34%	3,949,046	2,243,901	-43%	179,052,925	176,693,768	-1%	24,700,852	12,495,717	-49%
April	38,099,846	21,120,346	-45%	3,656,220	811,772	-78%	180,077,325	172,291,313	-4%	25,400,266	3,853,186	-85%
May	38,019,775	32,700,322	-14%	3,337,937	1,406,437	-58%	180,101,724	216,118,833	20%	22,073,145	10,311,220	-53%
June	39,044,342	38,182,757	-2%	3,323,722	2,026,091	-39%	175,171,276	211,909,257	21%	18,244,806	18,609,757	2%
July	37,953,083	34,188,356	-10%	3,433,911	1,896,598	-45%	174,434,506	207,092,187	19%	18,867,699	19,305,021	2%
August	36,851,757	35,495,686	-4%	5,046,828	2,445,136	-52%	181,339,365	210,631,289	16%	17,087,281	18,572,031	9%
September	38,923,487	39,312,122	1%	4,056,616	2,427,885	-40%	168,571,353	209,174,208	24%	21,308,799	24,183,387	13%
October	37,783,337	39,085,874	3%	3,732,470	3,516,894	-6%	186,214,821	205,579,754	10%	24,885,529	29,775,109	20%
November	37,337,134	37,850,578	1%	2,973,256	2,776,482	-7%	182,048,929	211,955,436	16%	18,787,363	23,733,604	26%
December	37,060,166	35,074,958	-5%	2,967,559	2,489,531	-16%	217,818,922	242,945,590	12%	16,500,002	20,690,404	25%
<b>Total</b>	<b>\$441,265,047</b>	<b>\$404,262,105</b>	<b>-8%</b>	<b>\$41,368,605</b>	<b>\$27,095,905</b>	<b>-35%</b>	<b>\$2,118,121,790</b>	<b>\$2,392,282,094</b>	<b>13%</b>	<b>\$235,245,499</b>	<b>\$215,831,819</b>	<b>-8%</b>

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

Source: Arizona Department of Revenue

## Yavapai County Tourism Related Trend Data-2019 vs. 2020

City of Prescott	Bed Tax Collections (3.0%)			City of Sedona	Bed Tax Collections (3.5%)		
	2019	2020	% Ch		2019	2020	% Ch
January	\$74,746	\$74,782	0.0%	January	\$306,838	\$363,165	18.4%
February	63,642	66,274	4.1%	February	290,354	360,160	24.0%
March	66,419	78,365	17.9%	March	569,565	277,687	-51.2%
April	93,809	52,810	-43.7%	April	563,908	54,848	-90.3%
May	92,734	17,795	-80.8%	May	472,623	227,638	-51.8%
June	96,549	52,751	-45.4%	June	380,099	375,438	-1.2%
July	97,369	84,806	-12.9%	July	380,276	325,985	-14%
August	112,552	91,946	-18.3%	August	340,704	451,740	33%
September	103,788	97,305	-6.2%	September	457,901	529,984	16%
October	96,728	100,969	4.4%	October	515,088	666,300	29%
November	103,028	114,380	11.0%	November	446,282	530,789	19%
December	70,888	73,800	4.1%	December	360,997	428,299	18.6%
<b>Total</b>	<b>1,072,252</b>	<b>905,983</b>	<b>-15.5%</b>	<b>Total</b>	<b>\$5,084,635</b>	<b>4,592,033</b>	<b>-9.7%</b>

Note: Data shown represents the report month. Actual sales occurred in the prior month. Source: Finance Department of respective city

Prescott Regional/Ernest A. Love Field Airport								
Passengers, Combined Enplaned/Deplaned	2018	2019	2020	% Ch 2019 vs 2020	2018 YTD	2019 YTD	2020 YTD	% Ch 2019 vs 2020
January	877	4,202	3,836	-8.7%	877	4,202	3,836	-8.7
February	827	3,433	3,545	3.3%	1,704	7,635	7,381	-3.3%
March	Not Avail.	4,883	2,824	-42.2%	Not Avail.	12,518	10,205	-18.5%
April	0	4,892	265	-94.6%	1,704	17,410	10,470	-39.9%
May	0	5,335	585	-89.0%	1,704	22,745	11,055	-59.4%
June	0	4,958	1,343	-72.9%	1,704	27,703	12,398	-55.2%
July	0	4,942	1,998	-59.6%	1,704	32,645	14,396	-55.9%
August	403	4,905	2,433	-50.4%	2,107	37,550	16,829	-55.2%
September	3,446	4,808	2,813	-41.5%	5,553	42,358	19,642	-53.6%
October	4,651	5,024	3,276	-34.8%	10,204	47,382	22,918	-51.6%
November	4,557	4,649	2,836	-39.0%	14,761	52,031	25,754	-50.5%
December	5,182	5,220	2,343	-55.1%	19,943	57,251	28,097	-50.9%
<b>Total</b>	<b>19,943</b>	<b>57,251</b>	<b>28,097</b>	<b>-50.9%</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-2019 vs. 2020

<b>Arizona State Parks Monthly Visitation Yavapai County</b>													
<b>2019</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>2019 Total</b>
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>
<b>2020</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>2020 Total</b>
Dead Horse Ranch	14,718	18,245	22,539	21,643	24,151	18,748	16,430	12,642	17,381	22,980	23,022	18,703	231,202
Fort Verde	582	929	622	0	0	521	503	382	623	1,122	479	423	6,186
Granite Mtn. Hotshots	2,133	2,184	3,372	3,570	2,235	1,380	1,608	1,956	1,891	2,009	2,237	2,523	27,098
Jerome	3,400	5,034	3,684	0	0	1,991	2,074	1,701	2,108	2,442	2,144	1,738	26,316
Red Rock	5,659	6,178	6,206	2,797	6,270	6,118	4,939	4,321	5,750	8,908	8,398	6,674	72,218
<b>County Total</b>	<b>26,492</b>	<b>32,570</b>	<b>36,423</b>	<b>28,010</b>	<b>32,656</b>	<b>28,758</b>	<b>25,554</b>	<b>21,002</b>	<b>27,753</b>	<b>37,461</b>	<b>36,280</b>	<b>30,061</b>	<b>363,020</b>

Source: Arizona State Parks

<b>National Parks Monthly Visitation Yavapai County</b>													
<b>2019</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>2019 Total</b>
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	23,965	376,254
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>30,789</b>	<b>474,792</b>
<b>2020</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>2020 Total</b>
Montezuma Castle NM	26,059	34,765	24,928	0	0	14,959	17,774	14,490	22,464	33,805	30,273	22,511	242,028
Tuzigoot NM	8,263	9,859	6,963	0	0	4,857	5,808	5,324	7,312	11,519	10,447	8,007	78,359
<b>County Total</b>	<b>34,322</b>	<b>44,624</b>	<b>31,891</b>	<b>0</b>	<b>0</b>	<b>19,816</b>	<b>23,582</b>	<b>19,814</b>	<b>29,776</b>	<b>45,324</b>	<b>40,720</b>	<b>30,518</b>	<b>320,387</b>

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

## Yavapai County Tourism Related Trend Data-2019 vs. 2020

<b>Yavapai County Workforce Data (Not Seasonally Adjusted)</b>													
<b>2020</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>
Total Nonfarm	65,400	66,200	65,800	62,100	63,900	64,600	64,000	65,900	65,800	66,800	67,000	66,400	65,300
Total Private	54,300	54,700	54,400	50,800	52,800	54,500	54,000	54,900	54,600	55,800	56,000	55,900	54,400
Goods Producing	9,800	9,900	9,900	9,700	9,800	10,200	10,300	10,400	10,400	10,400	10,500	10,600	10,200
Service-Providing	55,600	56,300	55,900	52,400	54,100	54,400	53,700	55,500	55,400	56,400	56,500	55,800	55,200
Private Service-Providing	44,500	44,800	44,500	41,100	43,000	44,300	43,700	44,500	44,200	45,400	45,500	45,300	44,200
Trade, Transportation, & Utilities	12,500	12,400	12,400	12,300	12,400	12,700	12,500	12,600	12,400	12,600	12,900	13,000	12,600
Information	500	500	500	500	500	500	500	500	500	500	500	500	500
Financial Activities	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100
Professional & Business Services	4,400	4,500	4,400	4,200	4,300	4,200	4,300	4,400	4,200	4,300	4,300	4,300	4,300
Educational & Health Services	12,500	12,600	12,500	11,900	11,900	12,000	12,000	12,500	12,600	12,700	12,500	12,600	12,400
Leisure & Hospitality	10,200	10,400	10,300	8,300	9,900	10,700	10,200	10,200	10,200	11,000	11,000	10,700	10,300
Other Private Service-Providing	2,300	2,300	2,300	1,800	1,900	2,100	2,100	2,200	2,200	2,200	2,200	2,100	2,100
Government	11,100	11,500	11,400	11,300	11,100	10,100	10,000	11,000	11,200	11,000	11,000	10,500	10,900
Federal Government	1,500	1,500	1,600	1,700	1,700	1,700	1,600	1,900	1,900	1,700	1,600	1,600	1,700
State and Local Government	9,600	10,000	9,800	9,600	9,400	8,400	8,400	9,100	9,300	9,300	9,400	8,900	9,300
<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>
2019	104,693	104,703	105,992	105,871	106,679	108,141	107,835	107,395	108,122	107,722	108,301	107,107	106,880
2020	107,379	108,048	106,535	109,749	109,444	108,470	109,601	105,732	109,981	110,001	108,841	107,694	108,456
<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>
2019	99,456	99,948	101,216	101,287	102,109	103,044	102,792	102,442	103,538	103,184	103,823	102,814	102,138
2020	102,552	103,465	100,271	94,226	100,165	98,460	99,063	100,062	103,834	102,529	101,470	100,692	100,566
<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>
2019	5,237	4,755	4,776	4,584	4,570	5,097	5,043	4,953	4,584	4,538	4,478	4,293	4,742
2020	4,827	4,583	6,264	15,523	9,279	10,010	10,538	5,670	6,147	7,472	7,371	7,002	7,891
<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>
2019	5.0%	4.5%	4.5%	4.3%	4.3%	4.7%	4.7%	4.6%	4.2%	4.2%	4.1%	4.0%	4.4%
2020	4.5%	4.2%	5.9%	14.1%	8.5%	9.2%	9.6%	5.4%	5.6%	6.8%	6.8%	6.5%	7.3%

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

## Yavapai County Tourism Related Trend Data-2019 vs. 2020

Prescott 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
January	64	62	0	13	38.1	38.4	1.66	0.34	9.8	2.5
February	59	66	7	9	34.1	40.6	4.89	1.24	22.4	4.8
March	72	68	21	24	45.3	44.2	1.41	4.21	0.7	2.5
April	84	89	28	27	54.2	53.3	0.20	0.35	0.0	0.0
May	79	95	32	37	54.2	63.6	3.42	0.02	0.0	0.0
June	94	95	44	36	68.8	70.3	0.05	0.0	0.0	0.0
July	96	99	51	49	75.3	76.2	1.12	1.36	0.0	0.0
August	<b>97</b>	<b>103</b>	54	51	75.6	77.4	1.07	0.72	0.0	0.0
September	96	98	41	36	67.6	69.1	2.33	0.19	0.0	0.0
October	82	90	15	23	53.2	61.3	0.00	0.0	0.0	0.0
November	74	79	16	20	46.8	48.6	3.75	0.27	4.5	0.1
December	64	66	12	10	38.1	36.5	1.72	0.33	0.3	0.5
<b>Hi/Lo/Avg. Temp &amp; Total Precip./Snow</b>	<b>97</b>	<b>103</b>	<b>0</b>	<b>9</b>	<b>54.3</b>	<b>56.6</b>	<b>21.62"</b>	<b>9.03"</b>	<b>37.7"</b>	<b>10.4"</b>

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