

Mount Lemmon/Catalina Highway and Sabino Canyon Visitor Data 2018 to 2021

Provided to the Coronado National Forest by Arizona Office of
Tourism via Arrivalist September 2021

ARIZONA
THE GRAND CANYON STATE

How Arrivalist Works



Robust Location Data

Arrivalist sources information from over 120 Million devices and 10MM automobiles. We have created a geographically representative panel for measurement and insights. With the use of historical data, Arrivalist enables businesses to understand consumer trends.



Holistic Measurement

By measuring the location of devices, Arrivalist is not limited to measuring only certain modes of transportation. By tracking the consumer journey, Arrivalist can help businesses understand how people travel to their locations.



Always On Insights

Arrivalist enables businesses to understand where their customers come from, what they do during their trip, and where they stay. "Always on" insights enable long-term customer, competitor, and market intelligence via an intuitive self-serve portal.



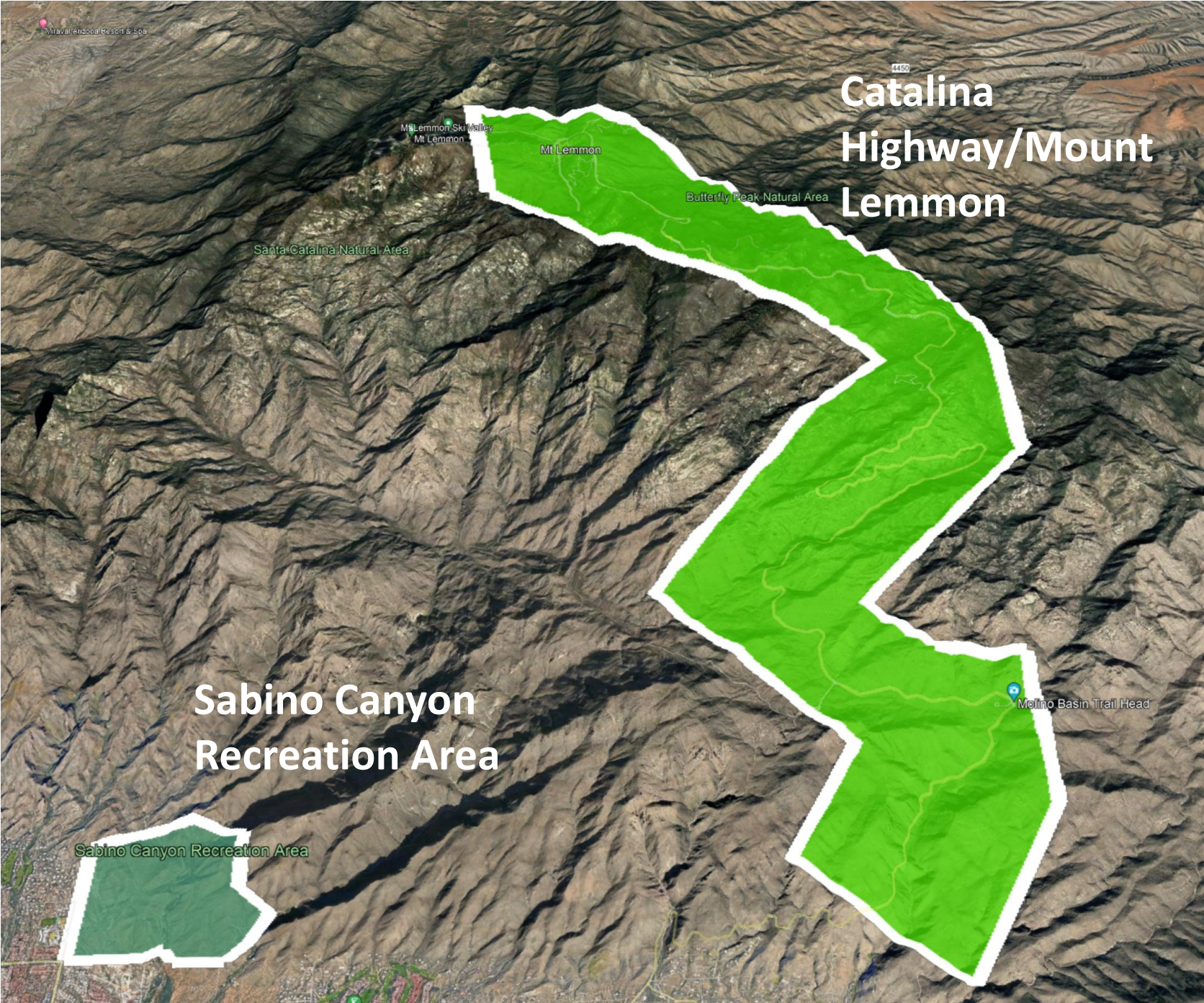
How Arrivalist Works

Important Notes:

- All data is anonymous
- Not an accurate total, but a sampling of trends
- A device is only counted if it traveled 50+ miles outside of its normal routine
 - Means people will be counted for Lemmon than Sabino



What areas are we talking about?



How many people visited –Catalina Highway

	Avg Monthly Traffic 2018 to 2021
Jan	9576
Feb	8589
Mar	12968
Apr	11252
May	12837
Jun	9586
Jul	7101
Aug	9130
Sep	4649
Oct	11858
Nov	10827
Dec	8631

Busiest Months:

1. March
2. May
3. October
4. April
5. November

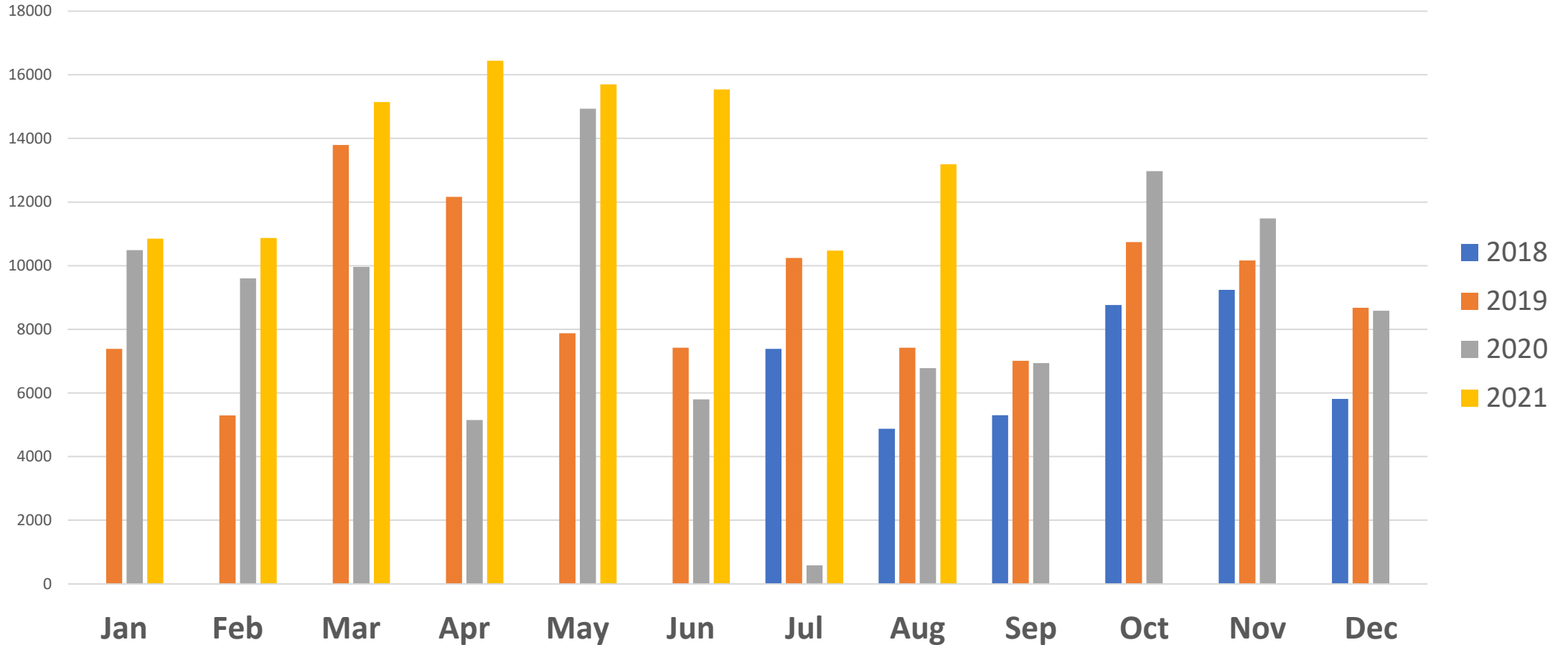
Bottom Line –

Very well distributed visitation pattern.
Less predictable and affected by weather.

Summer months likely underrepresented due to use from visitors within 50 miles



Sum of Arrivals –Catalina Highway/Mount Lemmon



How many people visited –Sabino Canyon

	Average Monthly Traffic 2018 to 2021
Jan	7333
Feb	9633
Mar	13665
Apr	7602
May	3801
Jun	1855
Jul	1729
Aug	1073
Sep	757
Oct	4367
Nov	5682
Dec	6079

Busiest Months:

1. March (by a lot)
2. February
3. January
4. December
5. November

Bottom Line –

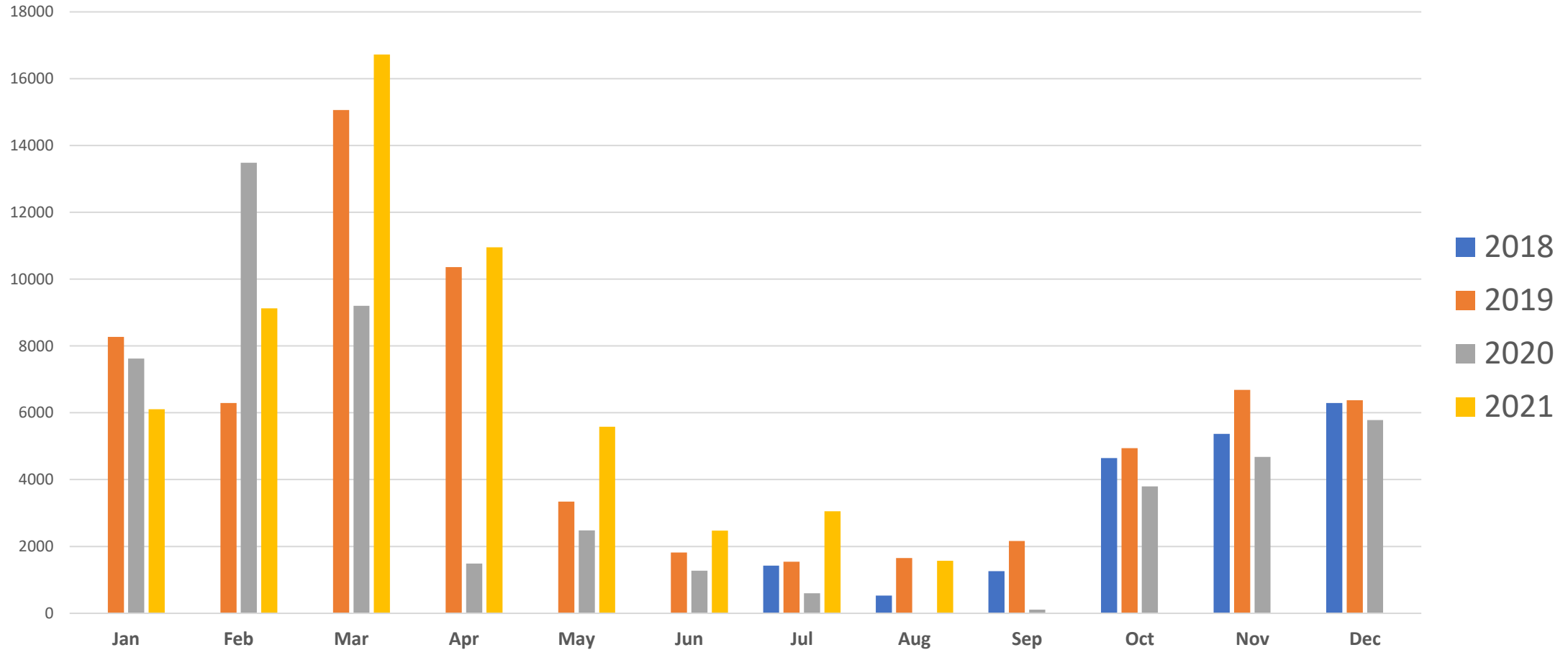
Highly seasonal visitation pattern that peaks during Tucson's tourism season.

Very consistent

Summer months likely underrepresented due to use from visitors within 50 miles



Sum of Arrivals –Sabino Canyon



Where are Sabino Canyon and Catalina Highway visitors from?



DMA Name	Visitors	% of Total Arrivals	Arrivals	Repeat Visit Ratio
Phoenix	140158	31.00%	162493	14%
Tucson/Sierra Vista (outside of 50 miles from destination*)	19970	4.50%	23401	15%
Los Angeles	19521	3.80%	19917	2%
Chicago	18562	3.60%	18898	2%
Minneapolis/Saint Paul	16262	3.30%	17161	5%
Denver	14254	2.80%	14911	4%
Seattle/Tacoma	11415	2.20%	11747	3%
New York	10387	2.00%	10464	1%
Dallas/Fort Worth	9386	1.90%	9798	4%
San Diego	8760	1.70%	8943	2%
San Francisco/Oakland/San Jose	7636	1.50%	7713	1%
Houston	6681	1.40%	7118	6%
Indianapolis	5294	1.10%	5538	4%
Philadelphia	5532	1.10%	5532	0%
Washington Dc	5086	1.00%	5419	6%
Detroit	5077	1.00%	5278	4%
Portland-Or	4966	1.00%	5151	4%

Where else do Sabino Canyon visitors go?

Destination Name	count	Percentage
Sabino Canyon Recreation Area	194104	100%
Tucson International Airport	63355	33%
Phoenix Sky Harbor International Airport	53771	28%
Mt. Lemmon	31263	16%
Sonora-Desert Museum	26191	13%
Saguaro NP	16046	8%
Tombstone	15098	8%
Verde Valley Wine Tasting Rooms	15026	8%
Pima Air & Space Museum	10189	5%
Catalina SP	9592	5%
Flagstaff	9319	5%
Grand Canyon NP	9309	5%
Old Town Scottsdale	9206	5%
Tubac	8043	4%
Biosphere 2	6286	3%
Bisbee	6227	3%
Benson	5626	3%
Trail Dust Town	4475	2%
Kartchner Caverns SP	4040	2%
Tusayan	3940	2%
Tucson Botanical Gardens	3505	2%
Madera Canyon	3398	2%
Scottsdale Fashion Square	3142	2%
Picacho Peak SP	2986	2%



Where else do Mount Lemmon visitors go?

hyperlocal_name_2	count	Percentage
Mt. Lemmon	361082	100%
Tucson International Airport	82017	23%
Phoenix Sky Harbor International Airport	60454	17%
Tombstone	33478	9%
Sabino Canyon Recreation Area	31263	9%
Sonora-Desert Museum	28906	8%
Saguaro NP	23001	6%
Verde Valley Wine Tasting Rooms	20622	6%
Flagstaff	16296	5%
Pima Air & Space Museum	16036	4%
Grand Canyon NP	14113	4%
Benson	13991	4%
Bisbee	11389	3%
Old Town Scottsdale	11038	3%
Tubac	8968	2%
Catalina SP	7891	2%
Trail Dust Town	7480	2%
Tusayan	7186	2%
Sierra Vista	6306	2%
Colossal Cave Mountain Park	5632	2%

