MEMORANDUM

Date: May 15, 2019

To: The Honorable Chairman and Members
Pima County Board of Supervisors

From: C.H. Huckelberry
County Administrator

Re: **Arizona Office of Tourism Attendance Report**

Please see the attached report regarding the annual attendance of popular attractions in Arizona. Please note the attractions in Pima County rank high on both the natural attractions and built attractions database of the Arizona Office of Tourism.

Given the population of Arizona, the frequency of which our attractions appear on this list of most popular demonstrates the significant importance of tourism in southern Arizona to all of Arizona.

CHH/anc

Attachment

c: Brent DeRaad, President and CEO, Visit Tucson
Diane Frisch, Director, Pima County Attractions and Tourism

2018 Attendance - Natural Attractions

Attraction	2018 Attendance	Region	City	Web
Grand Canyon National Park	6,380,495	Northern	Grand Canyon	www.nps.gov/grca/
Glen Canyon National Recreation Area[1, 2]	3,637,249	Northern	Page	www.nps.gov/glca
Lake Mead National Recreation Area[1]	1,274,090	West Coast	Temple Bar Marina	www.nps.gov/lame
Sabino Canyon Recreation Area (part of Coronado National Forest)	1,000,000	Tucson & Southern	Tucson	www.fs.usda.gov/recarea/coronado/recarea/?recid=80532
Saguaro National Park	957,405	Tucson & Southern	Tucson	www.nps.gov/sagu
Lake Pleasant Regional Park[3]	662,008	Phoenix & Central	Phoenix	www.maricopacountyparks.net/park-locator/lake-pleasant-regional-park/
Petrified Forest National Park	644,922	Northern	Petrified Forest	www.nps.gov/pefo
Lake Havasu State Park	539,223	West Coast	Lake Havasu City	www.azstateparks.com/lake-havasu
Slide Rock State Park	466,165	North Central	Sedona	www.azstateparks.com/slide-rock
Canyon de Chelly National Monument[4]	439,306	Northern	Chinle	www.nps.gov/cach
Montezuma Castle National Monument	390,151	North Central	Camp Verde	www.nps.gov/moca
Organ Pipe Cactus National Monument	260,375	Tucson & Southern	Ajo	www.nps.gov/orpi
White Tank Mountain Regional Park[3]	253,546	Phoenix & Central	Waddell	www.maricopacountyparks.net/park-locator/white-tank-mountain-regional-park/
Usery Mountain Regional Park[3]	223,413	Phoenix & Central	Phoenix	www.maricopacountyparks.net/park-locator/usery-mountain-regional-park/
Catalina State Park	217,463	Tucson & Southern	Tucson	www.azstateparks.com/catalina
Patagonia Lake State Park	216,799	Tucson & Southern	Nogales	www.azstateparks.com/patagonia-lake
Wupatki National Monument	205,122	Northern	Flagstaff	www.nps.gov/wupa/
Lost Dutchman State Park	192,113	Phoenix & Central	Apache Junction	www.azstateparks.com/lost-dutchman
Tohono Chul Park[5]	187,322	Tucson & Southern	Tucson	www.tohonochulpark.org

Compiled by Arizona Office of Tourism Research Division.

2018 Attendance - Natural Attractions

Attraction	2018 Attendance	Region	City	Web
Dead Horse Ranch State Park	177,157	North Central	Cottonwood	www.azstateparks.com/dead-horse
Kartchner Caverns State Park	175,868	Tucson & Southern	Benson	www.azstateparks.com/kartchner
Walnut Canyon National Monument	167,736	Northern	Flagstaff	www.nps.gov/waca
San Tan Mountain Regional Park[3]	161,268	Phoenix & Central	Phoenix	www.maricopacountyparks.net/park-locator/san-tan-mountain-regional-park/
Fool Hollow Lake Recreation Area	136,749	North Central	Show Low	www.azstateparks.com/fool-hollow
Tonto Natural Bridge State Park	117,052	North Central	Pine	www.azstateparks.com/tonto
Cattail Cove State Park	113,707	West Coast	Lake Havasu City	www.azstateparks.com/cattail-cove
Sunset Crater Volcano National Monument	104,583	Northern	north of Flagstaff	www.nps.gov/sucr
Coronado National Memorial	103,218	Tucson & Southern	Hereford	www.nps.gov/coro
McDowell Mountain Regional Park[3]	101,101	Phoenix & Central	Phoenix	www.maricopacountyparks.net/mcdowell-mountain-regional-park/
Tuzigoot National Monument	98,090	North Central	Clarkdale	www.nps.gov/tuzi
Buckskin Mountain State Park	93,536	West Coast	Parker	www.azstateparks.com/buckskin
Boyce Thompson Arboretum State Park	93,238	Phoenix & Central	Superior	www.azstateparks.com/boyce-thompson
Picacho Peak State Park	84,259	Phoenix & Central	Picacho	www.azstateparks.com/picacho
Red Rock State Park	83,477	North Central	Sedona	www.azstateparks.com/red-rock
Estrella Mountain Regional Park[3]	80,966	Phoenix & Central	Phoenix	www.maricopacountyparks.net/park-locator/estrella-mountain-regional-park/
Cave Creek Regional Park[3]	79,296	Phoenix & Central	Phoenix	www.maricopacountyparks.net/park-locator/cave-creek-regional-park/
Roper Lake State Park	76,402	Tucson & Southern	Safford	www.azstateparks.com/roper-lake

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2018 Attendance - Natural Attractions

Attraction	2018 Attendance	Region	City	Web
Yuma Territorial Prison State Historic Park	63,658	West Coast	Yuma	www.azstateparks.com/yuma-territorial
Casa Grande Ruins National Monument	62,995	Phoenix & Central	Coolidge	www.nps.gov/cagr
Navajo National Monument	61,195	Northern	Shonto	www.nps.gov/nava
Chiricahua National Monument	60,577	Tucson & Southern	Willcox	www.nps.gov/chir
Alamo Lake State Park	55,347	West Coast	Wenden	www.azstateparks.com/alamo-lake
Jerome State Historic Park	51,137	North Central	Jerome	www.azstateparks.com/jerome
Tombstone Courthouse State Historic Park	43,789	Tucson & Southern	Tombstone	www.azstateparks.com/tombstone
Tumacacori National Historical Park	40,810	Tucson & Southern	Tumacacori	www.nps.gov/tuma
Tonto National Monument	39,822	North Central	Roosevelt	www.nps.gov/tont
Hubbell Trading Post National Historic Site	39,361	Northern	Ganado	www.nps.gov/hutr
Granite Mountain Hotshots Memorial State Park	31,660	North Central	Yarnell	www.azstateparks.com/hotshots
Homolovi Ruins State Park	26,884	Northern	Winslow	www.azstateparks.com/homolovi
Pipe Spring National Monument	25,179	Northern	Fredonia	www.nps.gov/pisp
Riordan Mansion State Historic Park	23,536	Northern	Flagstaff	www.azstateparks.com/riordan-mansion
Lyman Lake State Park	22,381	Northern	St Johns	www.azstateparks.com/lyman-lake
Spur Cross Ranch Conservation Area[3]	20,223	Phoenix & Central	Phoenix	www.maricopacountyparks.net/park-locator/spur-cross-ranch-conservation-area/
Colorado River State Historic Park	17,623	West Coast	Yuma	www.azstateparks.com/colorado-river
Desert Outdoor Center at Lake Plesasant[3]	15,361	Phoenix & Central	Phoenix	www.maricopacountyparks.net/park-locator/desert-outdoor-center-at-lake-pleasant/
Hassayampa River Preserve[3]	12,978	Phoenix & Central	Phoenix	www.maricopacountyparks.net/park-locator/hassayampa-river-preserve/

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2018 Attendance - Natural Attractions

Attraction	2018 Attendance	Region	City	Web
Oracle State Park	12,545	Phoenix & Central	Oracle	www.azstateparks.com/oracle
Fort Verde State Historic Park	11,399	North Central	Camp Verde	www.azstateparks.com/fort-verde
Tubac Presidio State Historic Park	8,651	Tucson & Southern	Tubac	www.azstateparks.com/tubac
Fort Bowie National Historic Site	8,401	Tucson & Southern	Bowie	www.nps.gov/fobo
McFarland State Historic Park	7,921	Phoenix & Central	Florence	www.azstateparks.com/mcfarland

[1]Glen Canyon NRA and Lake Mead NRA both encompass two states. Only the Arizona portion of visitors are represented here. Revised formulas are being used by both Glen Canyon NRA and Lake Mead NRA for 2018 and 2017 relative to prior years.

[2]Horseshoe Bend counts are included in Glen Canyon NRA attendance.

[3]Reflects attendance for fiscal year 2018 (July 1, 2017-June 30, 2018).

[4]Canyon de Chelly NM reported using a revised counting protocol in 2018.

[5]Daily admission plus special events, lectures, classes, workshops, and travel

Attractions have varied operation schedules throughout the year.
Attendance figures are self-reported. This is not a complete list of natural attractions in Arizona.

If you are an Arizona attraction and would like to be considered for inclusion on this, or the built attractions, list please contact the AOT Research Division.

Compiled by Arizona Office of Tourism Research Division.

2018 Attendance - Built Attractions

Attraction	2018 Attendance	Region	City	Web
London Bridge	3,759,500	West Coast	Lake Havasu City	www.golakehavasu.com
Phoenix Zoo	1,435,070	Phoenix & Central	Phoenix	www.phoenixzoo.org
State Farm Stadium	1,137,552	Phoenix & Central	Glendale	www.statefarmstadium.com/
WestWorld of Scottsdale	911,183	Phoenix & Central	Scottsdale	www.westworldaz.com
Gila River Arena	765,861	Phoenix & Central	Glendale	www.gilariverarena.com/
Desert Botanical Garden	495,733	Phoenix & Central	Phoenix	www.dbg.org
Bearizona	484,395	Northern	Williams	www.bearizona.com
Wildlife World Zoo, Aquarium & Safari Park	440,000	Phoenix & Central	Litchfield Park	www.wildlifeworld.com
Mesa Arts Center	425,000	Phoenix & Central	Mesa	www.mesaartscenter.com
Arizona-Sonora Desert Museum	391,972	Tucson & Southern	Tucson	www.desertmuseum.org
Musical Instrument Museum	341,000	Phoenix & Central	Phoenix	www.mim.org/
Children's Museum of Phoenix	328,449	Phoenix & Central	Phoenix	www.childrensmuseumofphoenix.org/
Pima County Fairgrounds	321,348	Tucson & Southern	Tucson	www.pimacountyfair.com/
Phoenix Art Museum	280,947	Phoenix & Central	Phoenix	www.phxart.org
Renaissance Festival	278,586	Phoenix & Central	Gold Canyon City	www.arizona.renfestinfo.com/
LEGOLAND Discovery Center Arizona	228,604	Phoenix & Central	Tempe	www.arizona.legolanddiscoverycenter.com/
Sea Life Arizona Aquarium	198,247	Phoenix & Central	Tempe	www.visitsealife.com/arizona/
Arizona Snowbowl[1]	189,905	Northern	Flagstaff	www.snowbowl.ski
Pima Air & Space Museum	183,000	Tucson & Southern	Tucson	www.pimaair.org

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2018 Attendance - Built Attractions

Attraction	2018 Attendance	Region	City	Web
Out of Africa Wildlife Park	139,000	North Central	Camp Verde	www.outofafricapark.com/
Arizona Museum of Natural History	138,140	Phoenix & Central	Mesa	www.arizonamuseumofnaturalhistory.org/
Heard Museum	131,400	Phoenix & Central	Phoenix	www.heard.org
Gilbert Farmers Market	112,749	Phoenix & Central	Gilbert	www.gilbertmarket.com/
Taliesin West	108,500	Phoenix & Central	Scottsdale	www.franklloydwright.org
UA Biosphere 2[2]	105,000	Tucson & Southern	Oracle	www.B2science.org
O.K. Corral Gunfight Site	105,000	Tucson & Southern	Tombstone	www.ok-corral.com
Lowell Observatory	104,344	Northern	Flagstaff	www.lowell.edu
Verde Canyon Railroad	91,000	North Central	Clarkdale	www.verdecanyonrr.com
Tucson Speedway	87,500	Tucson & Southern	Tucson	www.tucsonspeedway.com/
Scottsdale Museum of Contemporary Art (SMoCA)	84,575	Phoenix & Central	Scottsdale	www.smoca.org
Cosanti	66,000	Phoenix & Central	Paradise Valley	www.cosanti.com
Flandrau Science Center & Planetarium	61,617	Tucson & Southern	Tucson	www.flandrau.org/
Heritage Park Zoological Sanctuary[3]	60,036	North Central	Prescott	www.heritageparkzoo.org/
Titan Missile Museum	56,592	Tucson & Southern	Sahuarita	www.titanmissilemuseum.org
Rillito Racing[4]	47,375	Tucson & Southern	Tucson	www.rillitoracetrack.com/
Arcosanti	42,000	North Central	Mayer	www.arcosanti.org
Powell Museum	35,838	Northern	Page	www.powellmuseum.org
Sharlot Hall Museum	30,000	North Central	Prescott	www.sharlot.org

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2018 Attendance - Built Attractions

Attraction	2018 Attendance	Region	City	Web
Pioneer Museum	16,186	Northern	Flagstaff	www.arizonahistoricalsociety.org/museum/pioneer-museum/
Coconino Center for the Arts	16,045	Northern	Flagstaff	www.flagartscouncil.org/coconino-center-for-the-arts/
Arizona Zipline Adventures	15,000	Phoenix & Central	Oracle	www.ziparizona.com
Lake Havasu Museum of History	10,750	West Coast	Lake Havasu City	www.havasumuseum.com/
Musselman Honda Circuit	9,000	Tucson & Southern	Tucson	www.mhcircuit.com/

[1]Attendance for the 2017-2018 season (November 2017 - May 2018). Snowfall was below average this season, which negatively impacted the attendance numbers.

[2]Represents Fiscal Year 2018 (July 1, 2017-June 30, 2018).

[3]Does not include special or private event attendance.

[4]Attendance for 12 days of horse racing (February 2, 2018-March 18, 2018).

Attractions have varied operation schedules throughout the year. Certain attendance figures are estimates.
Attendance figures are self-reported. This is not a complete list of built attractions in Arizona.

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