

HORSESHOE BEND ANNUAL COMPARISONS

	2019			2020			2021			2022		
	Total Private Vehicles	Total Commercial Vehicles	Total Sales	Total Private Vehicles	Total Commercial Vehicles	Total Sales	Total Private Vehicles	Total commercial Vehicles	Total Sales	Total Private Vehicles	Total commercial Vehicles	Total Sales
January				15,070	1,457	\$ 231,373	8,696	44	\$ 89,123	11771	358	\$ 131,871
February				15,984	1,303	\$ 223,492	8,152	42	\$ 83,865	13332	349	\$ 147,697
March				17,707	509	\$ 200,268	20,561	166	\$ 213,187	31630	827	\$ 351,619
April*	26,701	1,287	\$ 355,570	1018*	0	\$ 10,111	26,869	228	\$ 278,207	37636	1102	\$ 425,088
May	44,627	2,831	\$ 655,245	6227**	21	\$ 61,990	50,995	305	\$ 343,451	50755	1089	\$ 455,318
June	42,382	2,774	\$ 636,421	18,445	76	\$ 186,819	30,525	303	\$ 321,450	35350	1085	\$ 407,662
July	46,487	3,044	\$ 626,259	20,814	161	\$ 213,796	27,274	375	\$ 292,380	36678	1186	\$ 427,389
August	50,356	2,723	\$ 658,352	19,673	130	\$ 201,899	22,302	415	\$ 241,070	38490	1322	\$ 449,773
September	45,772	2,581	\$ 632,099	25,446	136	\$ 258,076	27,327	591	\$ 302,811	37214	1215	\$ 436,535
October	39,867	2,428	\$ 550,945	27,313	149	\$ 277,459	29,620	609	\$ 325,016	35285	1160	\$ 411,265
November	23,848	1,630	\$ 330,397	16,682	107	\$ 169,862	32,379	607	\$ 267,850	23780	926	\$ 281,565
December	21,629	1,765	\$ 312,840	12,203	72	\$ 124,982	18,089	568	\$ 204,989	17753	886	\$ 218,937
Yearly grand total:	341,669	21,063	\$ 4,758,128	189,337	4,121	\$ 2,160,127	302,789	4,253	\$ 2,963,399	369674	11,505	\$ 4,144,719

* Horseshoe Bend opened on April 13, 2019

* Horseshoe Bend closed for COVID on April 14, 2020
** Reopened on May 21, 2020.

Still after effects of COVID & travelers working from home/drivering RV's - commercial buss travel down

I added vehicles/motorcycles then commercial vehicles w/shuttles/taxi
Donations are not included in total rev as of March 2022 - going forward
Highest month since pandemic - still not 2019 numbers yet! But better.
August should be a great month for large commercial buses returning.
10/2022 weather was a bit weird: windy, cold, rain off/on thru month.
11/2022 cooler beginning of month. Trying to catch up w/2019 rev/#'s.

June 2020 / Water & HSB Sticker Sales are Added to Total Sales

Deb-b took this report over in June 2022 for Dec. 2021 - 2022.
FY: We took 1/2 Christmas eve off & all day Christmas day.
Free entry all freebies! No staff working was nice for staff.

HORSESHOE BEND ANNUAL COMPARISONS

	2023			2024			2025			2026		
	Total Private Vehicles	Total Commercial Vehicles	Total Sales	Total Private Vehicles	Total commercial Vehicles	Total Sales	Total Private Vehicles	Total commercial Vehicles	Total Sales	Total Private Vehicles	Total commercial Vehicles	Total Sales
January	11364	736	\$ 149,294	12,268	970	\$ 173,500	15,394	1,351	\$ 222,768	13961	1094	\$ 193,404
February	12721	708	\$ 160,649	15,395	1,129	\$ 210,201	16,621	1,227	\$ 228,135	16904	1429	\$ 245,029
March	31891	1105	\$ 370,374	38,558	1,510	\$ 457,536	35,790	1,597	\$ 436,642	36167	1542	\$ 433,892
April	44,480	1,430	\$ 513,929	44,079	1,873	\$ 538,516	48,446	2,090	\$ 592,140			
May	46,592	1,663	\$ 550,060	50,583	2,344	\$ 634,326	46,987	2,457	\$ 605,019			
June	39,870	1,538	\$ 475,414	36,637	1,957	\$ 473,989	36,086	2,045	\$ 476,317			
July	39,964	1,617	\$ 483,633	37,707	2097	\$ 489,666	32,969	1,882	\$ 429,246			
August	50,098	1,763	\$ 499,774	42,135	2160	\$ 530,367	40,870	2,119	\$ 519,737			
September	42,886	1,874	\$ 531,435	43,439	2453	\$ 578,239	38,674	2,310	\$ 524,322			
October	39,177	1,795	\$ 488,280	42,526	2272	\$ 553,748	40,917	2,545	\$ 548,953			
November	25,392	1,229	\$ 315,091	25,450	1387	\$ 322,277	24,449	1,329	\$ 310,214			
December	20,812	1,136	\$ 264,644	22,700	23709	\$ 295,926	22,119	1,432	\$ 288,835			
Yearly grand total:	405,267	16,592	\$ 4,802,577	411,477	43,861	\$ 5,258,290	399,321	22,384	\$ 5,178,328	67032	4065	\$ 872,325

This year we included donations in total rev. \$\$ We also included any loose change & rounded rev total up to a \$.
Private vehicles & motorcycles combined. This year per Darren - CM commercial size, busses combined.
We closed on Thanksgiving Day & Christmas eve @ 11am & all of Christmas Day. No rev collected. FREE ENTRY for all.
Deb did trash only & Christmas emps. pd 2 hrs. for trash
Once a month stargazing during summer months free entry
May thru Aug. We have staff & volunteers help w/project.
Note: Only free during stargazing not all day. No NPS help?

We will include all donations in total rev. \$\$ line going forward
Everything was done same as last year - 2023... We have been doing a free entry for STARGAZING in summer once a month
May - Aug. This yr. NPS/our staff/volunteers all helped!
This year hotter temps. Kinda strange for visitation. Not as busy in hot months. Maybe due to economy/Infections/Olympics.
We had more staff hired by mid summer - tried PT-seasonal staff - not a good fit at HSB. Seasonal and FT works best.
Closed 3 different days incidents - fatalities involved.
No rev made but paid staff to monitor entry gate all day each day.
June DID NOT beat 2023 rev were off \$1425. diff. closed 1 day
**FREE entry 1.5 days for Thanksgiving & same on Christmas
Will ask staff to do trash both Thanks/Christmas & pd 2hrs. ea.
8/10/24 hired 2 FT staff for HSB Kirk Escó & Emma Rutigliano
This winter 6 FT emps. 1 - Seasonal & not counting Deb. Manager
Added 1 more stargazing event Sept 2024. May - Sept in 2024
City/HSB started paying 20% from gross rev. made @ HSB to NPS
Nothing required in return...trash not done @ overlook (we do).

FY: we didn't count shuttles in private vehicles but in commercial counts 2025
Asian New Year 2025 (Year of the snake) 1st snow 1/29/25 Started training
Stephanie Gitzle - intern as manager @ HSB 2024/25 for 2026. 2025 we focus on hiring 2 FT staff. 1 cashier & 1 lead cashier. Show increased bus traffic
Jan 2025 & decreased Feb. 100 buses good & March weather was bad lots of wind & cooler. Vehicle traffic down. Not much moisture. Lots of wind/sand
March we missed rev over last yr. by \$1K. In April 20 25 we had the largest bus day so far - 105 arrivals in a single day. The Wind are biggest days for bus travel to HSB. May 1st stargazing. 19 cars. Aug 3 p/cor - 177 came & we had 6 telescopes. May weather caused us not to beat 2024 rev 528k short.
Deb vac 5/22-6/22/25 1st time. Did work while traveling on payroll & reports
Stephanie in charge did great w/day to day stuff - always challenges w/staff.
6/26/25 stargazing 300 people - June seemed slower but beats 2024 rev.
Deb worked doubles 14hr days 6/23-7/5/25 - we are trying to hire more staff.
July started w/a bang - windy/rainy - then hot/dry - rev?? 7/4/25 - the North Rim Grand Canyon forest fire burned 70 buildings including lodge still burning in Aug/Sept. Burned for months & 2nd fire North of Jacob Lake. Hire 3 seasonal before summer ends. Need 2 - FT staff hired July 2025. Amstarica
Ended up doing less entry 2.5 hrs. 6pm. 1pm did trash only as quality from under very bad. In filled the HSB area. Approx 5-6,000 daily last rev5
Cancelled stargazing due to the smoke filled skies & no stars visible
7/23-8/4/25 free entry 6pm. - Rem back to normal hrs. 6-9/25 smoke is clearing
Monsoon hit later in Aug & Ant Canyon noticed it more than HSB, they had to close 3 days. Try to hire 2 more FT staff. Sept short rev by \$54K over 2024
Oct. beautiful weather. Government shutdown 9/28/25. We do not shutdown
No NPS help during shut down - Furloughed!! 2 new shade structures in place
2 new LED stop signs for exit solar powered. Painted inside public restrooms. (10)
No closure for Nov NPS to scale wall @ overlook cleanup project. Government shutdown no project! Have not seen NPS due to shutdown. 40 days longest ever
NOTE - Balloon Regatta falls on a busy weekend Halloween not in Nov.
2 Trolley's - shuttle service. Not a good idea for HSB Darren & Gregg's idea??
1/2 day before & Thanksgiving "FREE" entry staff off except trash duty. Bre/Hannah
Christmas day free entry staff off but do trash only. Hannah & Kirk Deb did 2 last yr.
10/31/25 NPS law enforcement drove thru. said female attempted suicide?
Another vehicle drove thru splitters even w/new solar LED stop signs. Makes 228 since 2019!! NPS during shut down came & sided Bird guy charging visitors to get a photo w/his 2 big birds. No permit. Missed beating 2024 numbers in 2025.
We are down in visitation overall. Vehicles/busses - will get worse if NPS increases fees for non residents starting Jan 2026! Very nice Dec weather.
Dec. started slower than 2024 pick up by mid-month missed beating rev 2024 by \$7K 2025.
We missed total rev by \$120K from 2025 vs 2024. dang it.

4 projects to be completed by late spring - electrical for lower parking lot, coner box painted and climate control installed, 4 new shade structures installed for visitors, new speed bumps by entry & booths, asphalt all parking lot, resurface trailhead, public bathrooms painted, new trash cans in parking lot. Hired 2 seasonal & 2 FT staff. Hire 1 more seasonal in March 2026
Jan down rev 2025 vs 2024. Economy wacky right now. Feb. rev over 2025 by \$1K. It should improve by April & May. 3/18/26 we had cold/snowy weather.
3/10/26 Spring break has started we see younger travelers & weather warmer
Attempted suicide was talked down 3/21/26. 3 vehicles drove over splitters!
March has increased in visitors. Lost 2 seasonal for more \$ @ other places.
Increased starting seasonal @ \$186/h in March. Short over 2025 in March \$27K
April starting off great in rev5 then slowed down.

Rev rounded up by \$1 had donations & postage included