

Ironwood Forest National Monument

Qualitative & Economic Impact Analysis



105,200
Average Annual Visits



\$4.43 Million
Approximate Annual
Economic Impact to the
Region

Visitors to Ironwood Forest National Monument pass through Marana and western Pima County, stopping at and supporting local restaurants, gas stations, retailers, hotels, and other amenities.

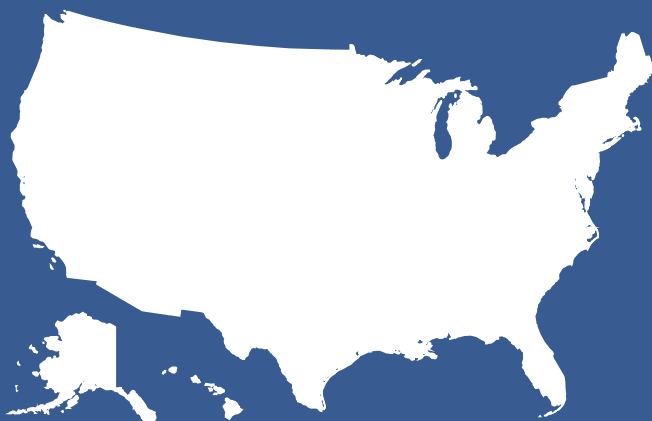
Visitation by Segment

- Locals (<50 mi.)
- Out-Of-Town Visitors (>50 mi.)

73.8%

26.2%

Visitors from 45 States & 3 Countries



The Monument protects **over 343** archaeological and historical sites, with estimates up to **3,000 total**, spanning Hohokam, early ranching, and pioneer history. 3 of these sites are on the National Register of Historic Places.



Ironwood Forest National Monument is home to the easternmost indigenous herd of **desert bighorn sheep** in the United States.



- The Monument is one of only 2 camping areas to the west of Tucson
- Free admission makes it an ideal place for an affordable family camping trip or a desert escape for outdoor enthusiasts.



- The Monument is popular for stargazing and astro-photography.
- It is pursuing a Dark Sky Place designation, which could expand existing dark sky tourism and RV travel - both fast-growing and high-spending markets.



The Monument's landscapes represent the authentic Arizona frontier, where many years of ranchers, explorers, and Native peoples shaped the region's identity.

- Ironwood Forest National Monument attracts a diverse mix of budget-conscious families and higher-spending leisure travelers.
- Additional amenities - such as trails, restrooms, and a visitor center - could further increase visitation and local economic impact