

Flagstaff Attractions Survey
and Visitor Profile
June 2004 through May 2005



Study for:
City of Flagstaff
Convention & Visitors Bureau

Study completed by:
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Flagstaff

Attractions Survey and Visitor Profile

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Executive Summary

This report summarizes visitor data collected for Flagstaff attractions between June 2004 and May 2005. A total of 1253 surveys were received during this 12-month period. The surveys were collected from visitors at participating attractions in the community of Flagstaff.

Findings:

- Visitors were familiar with Flagstaff. Data showed that more than half (51.6%) of all visitors had visited the community before.
- Day visitors, those not staying overnight in the community, spent an average of 3.8 hours in the community, whereas overnight visitors spent an average of 3.4 days in Flagstaff. The vast majority (80.3%) of visitors stayed overnight in the community.
- Almost two-thirds of respondents (62.2%) stayed in a hotel/motel during their stay in Flagstaff, followed by 20 percent who stayed in a Bed and Breakfast; third was campground/RV park (16.6%), followed by 10.6% who stayed in a second home.
- The average party size was 3 persons (3.1 people), and one fourth of respondents (24.7%) traveled with children.
- More than half of visitors arrived in the community in their own cars (57.1%), followed by rental cars (28.4%). Almost two-thirds of these rental cars (60.2%) were obtained in Phoenix, followed by 13.2 percent from Las Vegas, Nevada.
- When visitors were asked how they found out about Flagstaff, the largest percentage, two-fifths (40.2%) indicated that they heard about the community from friends/family. Followed by brochures (15.5%), “other sources” (13.8%) and the Flagstaff website (12.5%).
- Most visitors to Flagstaff listed sightseeing (53.9%) as their main reason for visiting the community, followed by visiting friends and relatives (16.2%) and outdoor recreation (9.0%).
- Visitors take part in a wide variety of activities, including general sightseeing, visiting with friends/family, shopping, dining and visiting museums, state and national parks and monuments.
- For a majority of visitors (57.2%), Flagstaff was one stop on a longer trip, while it was the main destination for 42.8 percent of all visitors.
- In terms of overall satisfaction, visitors were very satisfied with their visit to the community. This is reflected in the average score (4.4 out of 5.0). Four-fifths (88.8%) of visitors indicated that they were either *very* satisfied (36.6%) or *totally* satisfied (52.2%) with their visit to the community – high ratings indeed.

- Visitors were not only satisfied with their visit, but also rated the community very highly (9.0 out of a possible 10), and felt that the community offered very good value for money (8.5 out of a possible 10). It can be deduced that visitors to Flagstaff are extremely pleased with the quality of their experiences and perceive the community to be a good value for their tourism dollars.
- Overall, visitors were quite satisfied with services and facilities in the community. No services or facilities ranked lower than satisfied (3.0), and eight services were ranked 4.0 or higher (on a scale of 5.0), suggesting that Flagstaff tourism businesses are doing some things well but that there is always room for improvement.
- Visitors to Flagstaff are willing to spend money in the community. Highest per party mean (average) expenditures were for lodging/camping (\$221), followed by restaurant/grocery (\$184), and recreation/entertainment/sports & entrance fees (\$159), shopping (\$144), and transportation services, including gasoline (\$127). “Other” per party expenditures averaged \$318. Three-fourths of visitors (76.4%) had expenditures in both the restaurants and grocery category, followed by 64.1 percent for both lodging/camping and transportation services categories.
- Tourism research inevitably shows that shopping is a primary tourist activity, whether buying souvenirs as mementos of the trip or purchasing apparel and gifts. Shopping is important to community merchants and is an important generator of sales tax revenues for the community. A high percentage of Flagstaff visitors (54.9%) shopped for souvenirs, followed by shopping for books (35.1%), apparel (33.1%) and gifts (32.5%). Shopping for art (13.7%) received the lowest activity rating in this survey. When asked to specify “other” purchases, a majority listed groceries as well as miscellaneous supplies.
- Respondents were asked whether they would recommend Flagstaff to friends or family members. An overwhelming majority (99.2%) of visitors indicated that they would recommend Flagstaff to friends or relatives.
- The vast majority (67.5%) of visitors to Flagstaff were out-of-state visitors during this study period. They came from California (16.7%), followed by Illinois, Wisconsin and Texas.
- In-state residents comprised a third of all visitors (32.5%), which falls within the state average of 30 to 33 percent for intra-state visitors. The greater Phoenix metro area provided a majority of these visitors, with the largest percentages from Peoria, Apache Junction and Glendale.
- Foreign visitors comprised 8.6 percent of the overall visitor sample. Canadians were the largest single foreign visitor segment (27.8%), followed by the United Kingdom (17.6%), Spain (10.2%) and Germany (6.5%).
- Almost three-fourths of respondents (72.5%) had annual household incomes over \$50,000, while 15.0 percent had income in excess of \$125,000; the remaining fourth had incomes under \$50,000.
- Visitors were generally middle-aged, with an average age of 51.5 years. More females (61.3%) appeared in the survey sample than males (38.7%).
- Overall, visitors were well educated; almost two-thirds of all visitors (65.0%) had either a 4-year or post-graduate degree, while a further 8.5 percent had either an associates or technical (2 year degree).

- The vast majority of all visitors were white (Anglo) – 90.9 percent, followed by a Hispanic/Latino visitor group, at 4.4 percent. Asian or Pacific Islanders comprised 1.6 percent, Native Americans 2.5 percent, and African Americans 1.7 percent.
- The estimated total direct spending of tourism on Flagstaff for this 12 month period is \$906,761.

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REPORT OF SURVEY FINDINGS

Flagstaff attraction where you received this survey.

Surveys of Flagstaff visitors were collected at various attractions in the community. These attractions included the Museum of Northern Arizona, the Flagstaff Visitor Center, Riordan Mansion State Historic Park, and the Arizona Snowbowl ski resort. Other attractions included the Arboretum at Flagstaff, Lowell Observatory and various nearby National Monuments. The Museum of Northern Arizona provided the largest number of surveys (35.7%), followed by the Flagstaff Visitor Center (29.1%) and Riordan Mansion State Historic Park (26.3%). See Table 1.

Table 1. Where did you receive this survey?

Flagstaff attraction where you received this survey?		
	Count	Column %
Museum of Northern Arizona	447	35.7%
Flagstaff Visitor Center	364	29.1%
Riordan Mansion State Historic Park	329	26.3%
Arizona Snowbowl	93	7.4%
Other	28	2.2%
Lowell Observatory	19	1.5%
Wupatki National Monument	17	1.4%
The Arboretum of Flagstaff	16	1.3%
Sunset Crater Volcano National Monument	11	.9%
Fort Tuthill County Parks	10	.8%
Pioneer History Museum	7	.6%
Walnut Canyon National Monument	6	.5%
Coconino Center for the Arts	4	.3%
Total	1253	100.0%

Before this trip, had you ever visited this community?

More than half of visitors (51.6%) were repeat visitors to Flagstaff. The remainder (48.4%) indicated that they were first time visitors to the community. See Table 2.

Table 2. Before this trip have you ever visited this community?

Before this trip have you ever visited this community?		
	Count	Col %
Yes	570	51.6%
No	534	48.4%
Total	1104	100.0%

How long do you plan to spend in Flagstaff?

Visitors were asked how much time they planned to spend in Flagstaff on this trip. Respondents could indicate whether they were day visitors, i.e. staying for less than 12 hours, or overnight visitors by indicating the number of days they would stay in Flagstaff. Day visitors spent an average of 3.8 hours in the community, while overnight visitors spent an average of 3.4 days in the community. See Table 3.

Table 3. How long do you plan to spend in Flagstaff?

How long do you plan to spend in Flagstaff?		
	Mean	Median
How long do you plan to spend in Flagstaff – Hours	3.8	1.0
How long do you plan to spend in Flagstaff – Days	3.4	2.0

Visitors were next asked whether they were staying overnight in Flagstaff. Four out of every five (80.3%) of respondents indicated that they were spending the night in Flagstaff. One-fifth (19.7%) indicated that they were not spending the night in Flagstaff, possibly staying at home or in other communities outside of the Flagstaff area. See Table 4.

Table 4. Are you staying overnight in Flagstaff?

	Count	Col %
Yes	875	80.3%
No	215	19.7%
Total	1090	100.0%

How long do overnight visitors spend in Flagstaff? According to mean values, visitors spent 3.0 nights in the community, while the median value was two nights. This may indicate that visitors are coming for short duration stays, possibly as get-aways or short weekend trips. See Table 5.

Table 5. If you are staying overnight, how many nights are you staying in Flagstaff?

	Mean	Median
If yes, how many days are you staying in Flagstaff?	3.0	2.0

Visitors were next asked where they were staying overnight in Flagstaff. A majority (60.2%) indicated that they were staying in a Hotel/Motel, followed by a bed and breakfast (20%), a campground or RV Park (16.6%), and a second home (10.6%). See Table 6. Visitors also stayed in a variety of other accommodations which can be found in Table 7.

Table 6. In which of the following accommodations did you stay?

In which of the following accommodations are you staying?

	Count	Column %
Hotel or Motel	464	62.2%
Bed and Breakfast	149	20.0%
Campground or RV Park	124	16.6%
Second home	79	10.6%
Total	746	100.0%

Table 7. Other accommodations stayed in?

Other accommodations stayed in?

	Count	Col %
HOSTEL	4	9.8%
ELDER HOSTEL	3	7.3%
FRIENDS	3	7.3%
CABIN	2	4.9%
FT TUTHILL	2	4.9%
CONDO IN SEDONA	1	2.4%
COTTAGE	1	2.4%
DAYS INN	1	2.4%
DORM WAY	1	2.4%
FAMILY	1	2.4%
FRIENDLY PLACE	1	2.4%
GRAND DAUGHTER	1	2.4%
HOSPITAL	1	2.4%
HOSPITAL CANCER CENTER	1	2.4%
JUST PASSING THRU	1	2.4%
MISSION	1	2.4%
MOUNTAIN CABIN	1	2.4%
NAU DORM	1	2.4%
PASSING THROUGH	1	2.4%
RELOCATION	1	2.4%
RESIDENT	1	2.4%
RESIDENT OF FLAG	1	2.4%
REZ	1	2.4%
SECOND HOME	1	2.4%
SISTERS HOME	1	2.4%
TENT	1	2.4%
TOWNHOUSE	1	2.4%
UNC ELDER HOSTEL	1	2.4%
UNIVERSITY RESIDE	1	2.4%
VACATION	1	2.4%
YOUTH HOSTEL	1	2.4%
YURT	1	2.4%
Total	41	100.0%

Who is accompanying you on this trip?

The mean value for party size was three people (3.1 persons), consisting of one man, one woman and one child. Parties that traveled with children had an average of two children (2.7). Median values, which may be the more appropriate, indicate parties of 2 people consisting of one man and one woman. See Table 8 below.

Table 8. Who is accompanying you on this trip?

Who is accompanying you on this trip?		
	Mean	Median
Number of men in your party?	1.4	1.0
Number of women in your party?	2.3	1.0
Number of kids (0-17 years) in your party?	2.7	1.0
Number from your household in your party?	3.1	2.0

What type of transportation are you using during this trip?

More than half of visitors traveled to the community in their own cars (57.1%), followed by rental cars (28.4%) – for a total of 85.5 percent by car. A considerable number of visitors arrived in their own Camper/RV (12.2%), followed by airplane (6.7%), train (2.9%), bus or motorcoach (2.7%), and other transportation types. See Table 9.

Table 9. What type of transportation are you using on this trip?

What type of transportation did you use on this trip?		
	Count	Column %
Own car	711	57.1%
Rental car	353	28.4%
Other	152	12.2%
Own Camper or RV	86	6.9%
Airplane	84	6.7%
Train	36	2.9%
Bus or Motorcoach	34	2.7%
Bicycle	23	1.8%
Motorcycle	19	1.5%
Rental Camper or RV	19	1.5%
Total	1245	100.0%

A small number of visitors (1.4%) indicated that they used other means of transport. See Table 10.

Table 10. Other transportation?

Other transportation used on this trip?		
	Count	Col %
FRIENDS CAR	3	16.7%
COLLEGE VAN	2	11.1%
WALKING	2	11.1%
CAB	1	5.6%
COMPANION	1	5.6%
DAUGHTERS CAR	1	5.6%
FAMILY CAR	1	5.6%
FAMILY JEEP	1	5.6%
FEET	1	5.6%
RAIL ROAD	1	5.6%
SCHOOL VAN	1	5.6%
TRAILER	1	5.6%
TRUCK	1	5.6%
VAN	1	5.6%
Total	18	100.0%

Respondents who were traveling in rented vehicles were asked where they picked up their vehicles. Phoenix (60.2%) accounts for the majority of rentals, followed by Las Vegas (13.2%) and Flagstaff (9.6%). Combined these three communities account for 82.9 percent of all rental pick-ups. See Table 11.

Table 11. If you rented in which city did you pick up your vehicle?

If you rented, in which city did you pick up your vehicle?		
	Count	Col %
PHOENIX, AZ	183	60.2%
LAS VEGAS, NV	40	13.2%
FLAGSTAFF, AZ	29	9.5%
SAN FRANCISCO, CA	10	3.3%
ALBUQUERQUE, NM	8	2.6%
TEMPE, AZ	4	1.3%
LOS ANGELES, CA	3	1.0%
SALT LAKE CITY, UT	3	1.0%
SAN DIEGO, CA	3	1.0%
SAN JOSE, CA	3	1.0%
DENVER, CO	2	.7%
TUCSON, AZ	2	.7%
ANAHEIM, CA	1	.3%
CHICAGO, IL	1	.3%
COLORADO	1	.3%
DALLAS, TX	1	.3%
DURANGO, CO	1	.3%
HENDERSON, NV	1	.3%
KINGMAN, AZ	1	.3%
LITTLE ROCK, AR	1	.3%
LONG BEACH, CA	1	.3%
ONTARIO, CANADA	1	.3%
PORTLAND, OR	1	.3%
REDLANDS, CA	1	.3%
SACARMENTO. CA	1	.3%
SAGINAW, MI	1	.3%
Total	304	100.0%

How did you find out about this community?

When visitors were asked how they found out about Flagstaff, the largest single group (40.2%) indicated that they heard about the community from the most traditional of sources – friends and family. Flagstaff appears to be receiving positive word-of-mouth referrals, evidence that visitors have had a satisfying experience. The next largest source of information about Flagstaff (15.5%) came from brochures. Brochures were followed by “other” sources (13.8%), followed by Flagstaff web site (12.5%), travel agents (12.0%), guide books (8.5%) and Northern Arizona University materials (8.3%). Other information sources included Motor Club (7.8%), radio (6.3%) and the Arizona Office of Tourism (4.0%). See Table 12.

Table 12. How did you find out about Flagstaff?

How did you find out about Flagstaff?		
	Count	Column %
Friends or Family	488	40.2%
Brochure	188	15.5%
Other	168	13.8%
Flagstaff Website	152	12.5%
Travel agent	145	12.0%
Guide book	103	8.5%
NAU	101	8.3%
Motor Club (AAA)	95	7.8%
Radio	77	6.3%
Newspaper advertisement	74	6.1%
Roadside sign	51	4.2%
AZ Tourism Office	49	4.0%
Online	44	3.6%
State Welcome Center	33	2.7%
Magazine article	33	2.7%
Newspaper article	26	2.1%
TV	20	1.6%
Magazine advertisement	15	1.2%

What is the main purpose of your trip?

A majority (53.9%) of Flagstaff visitors indicated that sightseeing was the main purpose of their trip. Visiting friends and relatives (16.2%) was the next most important purpose, followed by outdoor recreation (9.0%) and “Other” reasons (6.7%). “Personal reasons” were the trip motivator for 6.2 percent of visitors, followed by combined Business/Pleasure (3.0%), education or seminar (2.1%), entertainment (1.1%), business (1.0%) and festival or event (0.9%). See Table 13.

Table 13. What is the main purpose of your trip?

What is the main purpose of your trip?		
	Count	Col %
Sightseeing	506	53.9%
Visit friends or relatives	152	16.2%
Outdoor recreation	84	9.0%
Other	63	6.7%
Personal	58	6.2%
Combined business and pleasure	28	3.0%
Education or Seminar	20	2.1%
Entertainment (music sports etc)	10	1.1%
Business	9	1.0%
Festival or Event	8	.9%
Total	938	100.0%

Flagstaff Attractions Visited?

This attractions survey was distributed to varying degrees by a select group of Flagstaff attractions. The survey was not distributed for example at restaurants, bars or shops in downtown Flagstaff. Among the participating attractions, most visited were:

- The Museum of Northern Arizona
- Lowell Observatory
- Flagstaff Visitor Center
- Riordan Mansion State Historic Park
- Coconino Center for the Arts
- The Arboretum at Flagstaff
- Pioneer History Museum
- Arizona Snowbowl
- Walnut Canyon National Monument
- Sunset Crater Volcano National Monument
- Wupatki National Monument

The largest number of individuals visited the Museum of Northern Arizona (42.0%). The next most popular visitor attraction in Flagstaff was Lowell Observatory (33.8%), followed by the Flagstaff Visitor Center (31.8%) and Riordan Mansion State Historic Park (31.1%). The three national parks surrounding Flagstaff were also popular attractions. The most popular national park among visitors was Sunset Crater Volcano National Monument (28.5%), followed by Wupatki National Monument (27.4%), and Walnut Canyon National Monument (23.3%). Other attractions had lesser levels of visitation. See Table 14.

Table 14. Which of the following Flagstaff attractions did you or will you visit?

Which of the following Flagstaff attractions you visited or will visit?

	Count	Column %
Museum of Northern Arizona	465	42.0%
Lowell Observatory	374	33.8%
Flagstaff Visitor Center	352	31.8%
Riordan Mansion State Historic Park	344	31.1%
Sunset Crater Volcano National Monument	315	28.5%
Wupatki National Monument	303	27.4%
Walnut Canyon National Monument	258	23.3%
Arizona Snowbowl	243	22.0%
Pioneer History Museum	174	15.7%
The Arboretum of Flagstaff	151	13.7%
Fort Tuthill County Parks	136	12.3%
Other	109	9.9%
Coconino Center for the Arts	102	9.2%

Do visitors have a tendency to see only one attraction or do they visit many? Among the available choices, what types of attractions did visitors group together among the available choices? To answer these questions a cross tabulated table of attractions was created. Please note that the horizontal always equals 100 percent, therefore the intersection of the Museum of Northern Arizona on the vertical and horizontal axis is 100 percent. Visitors to the Museum of Northern Arizona are most likely to also visit Lowell Observatory (42.2%) and Sunset Crater National Monument (38.3%). Visitors to Lowell Observatory are most likely to also visit the Museum of Northern Arizona (52.4%) and Sunset Crater (45.5%). Visitors to Riordan Mansion also visit the MNA and Lowell Observatory (48.5%). Further combinations can be found in Table 15.

Table 15. Visits to other Flagstaff attractions.

Which other Flagstaff attractions did you visit?	Museum of Northern Arizona	Lowell Observatory	Flagstaff Visitor Center	Riordan Mansion State Historic Park	Coconino Center for the Arts	Pioneer History Museum	Arizona Snowbowl	Walnut Canyon National Monument	Sunset Crater Volcano National Monument	Wupatki National Monument	The Arboretum of Flagstaff	Fort Tuthill County Parks	Other
Museum of Northern Arizona	100.0	52.4	44.6	48.5	41.2	57.5	54.7	62.0	56.5	55.1	60.3	28.7	25.7
Lowell Observatory	42.2	100.0	46.6	48.5	39.2	43.7	53.5	51.9	54.0	50.8	58.3	30.9	22.0
Flagstaff Visitor Center	33.8	43.9	100.0	38.7	32.4	36.8	33.3	42.6	44.1	40.9	45.7	26.5	22.9
Riordan Mansion	35.9	44.7	37.8	100.0	28.4	41.4	39.5	51.2	48.6	46.2	49.7	27.2	22.0
Coconino Center for the Arts	9.0	10.7	9.4	8.4	100.0	15.5	9.9	10.9	8.9	12.9	15.9	16.9	7.3
Pioneer History Museum	21.5	20.3	18.2	20.9	26.5	100.0	17.7	21.7	23.5	29.7	29.8	25.0	6.4
Arizona Snowbowl	28.6	34.8	23.0	27.9	23.5	24.7	100.0	32.9	33.0	27.4	33.8	25.0	11.9
Walnut Canyon	34.4	35.8	31.3	38.4	27.5	32.2	35.0	100.0	59.0	55.4	39.7	23.5	12.8
Sunset Crater	38.3	45.5	39.5	44.5	27.5	42.5	42.8	72.1	100.0	74.3	51.7	27.2	12.8
Wupatki	35.9	41.2	35.2	40.7	38.2	51.7	34.2	65.1	71.4	100.0	53.0	21.3	12.8
The Arboretum of Flagstaff	19.6	23.5	19.6	21.8	23.5	25.9	21.0	23.3	24.8	26.4	100.0	16.9	11.0
Fort Tuthill County Parks	8.4	11.2	10.2	10.8	22.5	19.5	14.0	12.4	11.7	9.6	15.2	100.0	9.2
Other	6.0	6.4	7.1	7.0	7.8	4.0	5.3	5.4	4.4	4.6	7.9	7.4	100.0

Is your visit to the community your main destination or one stop on a longer trip?

A majority of visitors (57.2%) indicated that Flagstaff was not their main destination, but one stop on a longer trip. A further 42.8 percent said that the community was their main destination. See Table 16.

Table 16. Is Flagstaff your main destination?

Is your visit to Flagstaff?		
	Count	Col %
One stop on a longer trip?	681	57.2%
Your main destination	510	42.8%
Total	1191	100.0%

Please indicate what you and your travel party are seeing and doing in the community.

Respondents were next asked to indicate all leisure activities in which they participated while in Flagstaff. General sightseeing (85.4%) was the most popular activity, followed by visiting state and national parks (51.2%). Shopping, always a favorite activity was pursued by 45.2 percent of all respondents. Visiting historic places (38.0%) was also popular as was visiting museums (36.6%). Dining (31.8%) and hiking and walking (31.2%) are the only other activities in which at least one third of respondents participated. Other activities are included in Table 17.

Table 17. What are the main activities you are engaging in during your stay in Flagstaff?

What are the main leisure activities you are engaging in during your stay in Flagstaff?

	Count	Column %
General sightseeing	1042	85.4%
Visiting State or National parks	625	51.2%
Shopping	551	45.2%
Visiting historical areas or historical sites	463	38.0%
Visiting museums	446	36.6%
Dining	388	31.8%
Hiking or walking	381	31.2%
Looking at or buying Native American arts and crafts	290	23.8%
Photography	230	18.9%
Visiting friends and relatives	209	17.1%
Stargazing	176	14.4%
Wildlife or Birdwatching	141	11.6%
Camping or RVing	122	10.0%
Attending festivals or events	106	8.7%
Picnicing	103	8.4%
Other	85	7.0%
Buying antiques	74	6.1%
Entertainment-Nightlife	73	6.0%
Northern Arizona University related	71	5.8%
Seminar-Meeting-Conference	51	4.2%
Snow skiing	47	3.9%
Group tour	42	3.4%
Watch sports events	42	3.4%
Mountain biking	42	3.4%
Golfing	33	2.7%
Bicycling	32	2.6%
Horseback riding	30	2.5%
Fishing or Hunting	26	2.1%
Four wheeling	18	1.5%
Total	1220	100.0%

Overall, how satisfied are you with your visit to this community?

When asked to characterize their satisfaction with the visit to Flagstaff, nine out of ten visitors (88.8%) reported they were either “very” or “totally” satisfied, while another tenth (9.8%) was “satisfied.” Only miniscule percentages indicated they were “slightly” (1.2%) or “not at all” satisfied (0.3%). The very high satisfaction level translates to a mean score of 4.4 on a scale of 1 to 5, where 5 represents total satisfaction. See Table 18.

Table 18. Overall, how satisfied are you with your visit to this community

Overall how satisfied are you with your visit to this attraction where you picked up the survey?						
	Not at all satisfied	Slightly satisfied	Satisfied	Very satisfied	Totally satisfied	Mean
	Row %	Row %	Row %	Row %	Row %	
Overall how satisfied are you with your visit to this attraction where you picked up the survey?	.3%	1.2%	9.8%	36.6%	52.2%	4.4

Rating for Flagstaff

Visitors to Flagstaff gave the community a very high overall satisfaction rating – 9.0 on a scale of 10. Visitors also felt that the community was an equally good value for money – 8.5 on a scale of 10. It can be deduced that visitors to Flagstaff are generally extremely pleased with their experience and perceive the community to be a good value for their tourism dollars. See Table 19.

Table 19. On a scale of 1 to 10 how would you rate Flagstaff?

How would you rate Flagstaff on the following?	
	Mean
How would you rate Flagstaff – overall rating	9.0
How would you rate Flagstaff – value for money	8.5

Please tell us how satisfied are you with these specific aspects of your visit to this community.

To gauge further visitor satisfaction, respondents were asked to rank a number of specific factors on a scale of 1 to 5, where 1 represents not at all satisfied and 5 represents total satisfaction. Overall, visitors were more than satisfied with services and facilities in the community. No services or facilities ranked lower than satisfied (3.0), while eight services rose to the 4.0 level.

The friendliness of the local merchants and service providers along with the quality of services and tourism businesses received the highest rating of 4.0, which is a tribute to the level of customer service in the community. The friendliness of local people, along with feelings of personal safety, also ranked at 4.0, further reinforcing the level of customer service in the community. The attractiveness of the community and the availability of travel information, as well as “other” areas of satisfaction also received a high 4.0 ranking.

Flagstaff received a rank of 3.9 for the variety of things to see and do, followed by the quality of lodging, restaurants and shopping opportunities (3.8). Flagstaff received a

3.7 ranking for the value of money, the quality of highways and roads and directional signage in the community. The availability of adequate parking received the lowest ranking of 3.6. Generally, all rankings were above the mid-point and in the “very” to “totally” satisfied range. See Table 20.

Table 20. How satisfied are you with specific aspects of Flagstaff?

Please tell us how satisfied you are with specific aspects of your visit to Flagstaff?

	Not at all satisfied	Slightly satisfied	Satisfied	Very satisfied	Totally satisfied	Mean
	Row %	Row %	Row %	Row %	Row %	
Variety of things to see and do	1.2%	3.9%	26.9%	44.4%	23.6%	3.9
Friendliness of local merchants and service providers	.8%	1.4%	21.1%	45.3%	31.3%	4.0
Friendliness of local people	.3%	2.3%	21.8%	45.3%	30.3%	4.0
Value for money	1.2%	4.3%	33.6%	43.2%	17.7%	3.7
Quality of restaurants	.6%	5.6%	31.1%	42.7%	19.9%	3.8
Quality of lodging	1.0%	5.7%	29.1%	39.9%	24.4%	3.8
Quality of attractions and events	.8%	2.4%	25.0%	42.7%	29.1%	4.0
Quality of highways and roads	.6%	7.6%	33.1%	39.2%	19.5%	3.7
Availability of adequate parking	2.7%	9.5%	30.0%	37.4%	20.3%	3.6
Shopping opportunities	1.1%	5.1%	31.2%	42.5%	20.1%	3.8
Quality of services and tourism businesses	1.2%	2.7%	24.0%	43.9%	28.1%	4.0
Directional signage in the community	1.9%	9.0%	30.8%	37.9%	20.3%	3.7
Your feelings of personal safety	2.4%	1.5%	20.5%	43.5%	32.2%	4.0
Travel information availability	.4%	3.6%	23.7%	41.2%	31.1%	4.0
Attractiveness of the community	2.2%	2.7%	19.9%	43.2%	32.0%	4.0
Other satisfaction	2.1%	4.3%	21.9%	38.5%	33.2%	4.0

Please estimate your expenditures in Flagstaff

Visitors to Flagstaff are willing to spend money in the community. Highest per party mean (average) expenditures were for lodging/camping (\$221), followed by restaurant/grocery (\$184), and recreation/entertainment/sports & entrance fees (\$159). Shopping (\$144) received the next highest level of expenditures, followed by transportation services, including gasoline, (\$127), and “other” expenditures, which averaged \$138. Three-fourths of visitors (76.4%) had expenditures in the restaurants and grocery category, followed by 64.1 percent for both lodging/camping and transportation. “Other” expenditures had the lowest participation (12.0%). The average party size for those who reported expenditures was 3 people. See Table 21.

Table 21. Estimate how much you spent in Flagstaff?

Please estimate as closely as possible the amount of money spent by your travel party in Flagstaff

	Mean	Median
Lodging	\$221.2	\$75.0
Restaurant or Grocery	\$184.2	\$50.0
Recreation or Entertainment Sports and Entrance fees	\$159.3	\$30.0
Transportation including gas	\$127.5	\$30.0
Shopping	\$144.7	\$50.0
Other expenditures	\$138.2	\$20.0

The Economic Impacts of Tourist Expenditures on Flagstaff

In order to obtain tourist expenditure estimates, average per-party-per-trip expenditures for the five tourist related spending categories were developed. The survey asked respondents to “please estimate as closely as possible the amount of money that your travel party is spending in this specific community for the following categories.” These average per-party-per-trip expenditures were then reduced by the average party size of 2.8 visitors to create per-person-per-trip expenditures. See Table 22.

Table 22. Mean (average) per-party-per-trip and per-person-per-trip expenditures for Flagstaff visitors

Expenditure categories	Per-party-per-trip expenditures	Per-person-per-trip expenditures
Lodging	\$204	\$73
Restaurant or Grocery	\$230	\$82
Recreation or Entertainment Sports and Entrance fees	\$243	\$87
Transportation including gas	\$145	\$52
Shopping	\$217	\$77
Other expenditures	\$309	\$111

Economic impact analysis requires estimates of total visitor populations, which are always difficult to develop, and Flagstaff is no exception. The community is located at the junction of Interstates 40 and 17, close to Grand Canyon National Park and within driving distance of Las Vegas, Nevada, attractions that provide large volumes of tourist flows. Surrounding attractions, like Sunset Crater, Wupatki and Walnut Canyon National

Monuments, along with Lowell Observatory and the Museum of Northern Arizona serve as tourism drivers for the Flagstaff area. A portion of interstate traffic is also converted into visitors, while the remainder passes on to other points. Flagstaff is also an established winter visitor destination, with winter visitors creating additional impacts on the community. In this analysis only direct expenditures are considered, therefore the population of the survey (1,253 completed surveys) is used to develop direct expenditures for the attractions survey. However, each survey represents one party with an average party size of 2.8. Therefore, the estimate of visitors from which to calculate direct expenditures is 3,508 visitors (1,253 x 2.8).

It is not realistic, however, to apply all expenditures to all visitors, i.e., not all visitors have lodging expenditures. In the survey period (2004-2005), 64.1 percent of all visitors to Flagstaff had lodging expenditures. Therefore, the percentage of respondents who indicated that they spent money in any of the categories is used for the final population reduction. In the case of lodging, the total number of surveys (3,508) is multiplied by 64.1 percent so that expenditures are only attributed to those visitors who spent money on lodging. See table 23.

Table 23. Valid visitor estimates for economic impact

Expenditure category	Percentage of respondents with expenditures in category	Visitor Estimate from survey population with expenditures
Lodging	64.1%	2,250
Restaurant or Grocery	76.4%	2,680
Recreation or Entertainment		
Sports and Entrance fees	62.2%	2,181
Transportation including gas	64.1%	2,250
Shopping	62.8%	2,205
Other expenditures	12.0%	421

Finally, the reduced population estimates are multiplied by average per-person expenditures to develop estimated direct economic impacts. See Table 24.

Table 24. Estimated Total Expenditures for Flagstaff

	Visitor Estimates	Per-person-expenditures	Total Expenditure
Lodging	2,250	\$73	\$163,803
Restaurant or Grocery	2,680	\$82	\$219,728
Recreation or Entertainment			
Sports and Entrance fees	2,181	\$87	\$189,424
Transportation including gas	2,250	\$52	\$116,545
Shopping	2,205	\$77	\$170,722
Other expenditures	421	\$111	\$46,538
Total expenditures			\$906,761

So, \$906,761 represents the expenditures of 1,253 parties or 3,508 visitors. Using these numbers, we can estimate other impacts. If Flagstaff had a total of 2.2 million annual visitors (45% of Grand Canyon visitation in 2004), direct expenditures would expand to \$516 million. At 4 million visitors annually, direct expenditures would total \$1 billion.

What types of shopping purchases did/will you make?

Tourism research inevitably shows that shopping is a primary visitor activity, whether buying souvenirs as mementos of the trip or purchasing products such as suntan lotion. Shopping is important to the community merchants and is an important generator of sales tax revenues for the community. More than half of Flagstaff visitors (54.9%) indicated that they shopped for souvenirs, followed by shopping for books (35.1%) and

apparel (33.1%). Shopping for art received the lowest response (13.7%) in this category.

When asked to specify “other” purchases, the most common were specific foods or ski related purchases, as well as miscellaneous supplies. See Table 25.

Table 25. What types of shopping purchase will/did you make in Flagstaff?

What types of shopping purchases did you/will you make in Flagstaff?

	Count	Column %
Souvenirs	607	54.9%
Books	388	35.1%
Apparel	366	33.1%
Gifts	360	32.5%
Personal items (toiletries etc)	270	24.4%
Jewelry	259	23.4%
Native American arts and crafts	256	23.1%
Crafts	244	22.1%
Art	152	13.7%
Other	110	9.9%
Total	1106	100.0%

Would you recommend a visit to Flagstaff to your friends and family?

Respondents were asked whether they would recommend Flagstaff to friends or family members. The overwhelming majority (99.2%) of visitors indicated that they would recommend Flagstaff to friends or relatives. Only 0.8 percent said they would not. See Table 26.

Table 26. Would you recommend a visit to Flagstaff to your friends and family?

Would you recommend a visit to Flagstaff to your friends or family?		
	Count	Col %
Yes	1173	99.2%
No	10	.8%
Total	1183	100.0%

Respondents were asked why they would recommend Flagstaff to family or friends or why not. When asked to be more specific about why they would or would not recommend the community, the following responses were given. A majority of respondents identified Flagstaff as a friendly community, in which people are helpful. Other respondents identified weather, the scenery and historic activities as positive attribute of Flagstaff. Relatively few respondents noted a lack of things to see and do in Flagstaff, while some complained about traffic congestion, and two individuals noted that Flagstaff was too expensive. A complete list of comments can be found in the appendices.

If you are from the U.S., what is your Zip Code?

Two-thirds (67.5%) of visitors to Flagstaff were out-of-state visitors during this study period, while 32.5 percent were Arizona residents. The largest percentage of out-of-state visitors came from California (16.7%), followed by Illinois (4.7%), Wisconsin (3.8%), and Texas (3.4%), although visitors hailed from throughout the United States, representing 46 states and the District of Columbia. See the complete list in Table 27.

Table 27. State of origin of Flagstaff visitors

State of origin?		
	Count	Col %
Arizona	351	32.5%
California	181	16.7%
Illinois	51	4.7%
Wisconsin	41	3.8%
Texas	37	3.4%
New York	33	3.1%
Florida	32	3.0%
Nevada	29	2.7%
Colorado	23	2.1%
Washington	23	2.1%
Ohio	21	1.9%
Maryland	20	1.9%
Pennsylvania	18	1.7%
Massachusetts	17	1.6%
Tennessee	15	1.4%
Vermont	14	1.3%
Michigan	14	1.3%
New Jersey	13	1.2%
West Virginia	12	1.1%
Kansas	12	1.1%
Oregon	11	1.0%
Iowa	10	.9%
Virginia	9	.8%
North Carolina	9	.8%
Indiana	9	.8%
New Mexico	9	.8%
Alabama	8	.7%
Oklahoma	7	.6%
South Carolina	5	.5%
Utah	5	.5%
Maine	4	.4%
Connecticut	4	.4%
Delaware	4	.4%
Kentucky	4	.4%
New Hampshire	3	.3%
Georgia	3	.3%
Idaho	3	.3%
Louisiana	2	.2%
Wyoming	2	.2%
Hawaii	2	.2%
Rhode Island	1	.1%
District of Columbia	1	.1%
Mississippi	1	.1%
North dakota	1	.1%
Montanna	1	.1%
Missouri	1	.1%
Arkansas	1	.1%
Total	1081	100.0%

In-state residents comprised approximately one-third (32.5%) of visitors to Flagstaff during this period, which is the same as the state average of 30 to 33 percent for intra-state visitation. Phoenix (27.2%) provided the largest single group of in-state visitors. However, the Phoenix metro area provided the bulk of Arizona visitors, with other large percentages from Apache Junction (17.2%), Mesa (7.2%), and Glendale (4.4%). A small, but significant percentage of visitor respondents (9.2%) were from Flagstaff. See Table 28.

Table 28. Origin of Arizona visitors

Origin of Arizona visitors?		
	Count	Col %
Phoenix	68	27.2%
Apache Junction	43	17.2%
Peoria	29	11.6%
Flagstaff	23	9.2%
Mesa	18	7.2%
Glendale	11	4.4%
Douglas	9	3.6%
Bullhead City	6	2.4%
Camp Verde	4	1.6%
Cottonwood	4	1.6%
Kingman	4	1.6%
Lake Havasu City	4	1.6%
Grand Canyon	3	1.2%
Peach Springs	3	1.2%
Carefree	2	.8%
Chino Valley	2	.8%
Goodyear	2	.8%
Litchfield Park	2	.8%
Blue Gap	1	.4%
Cave Creek	1	.4%
Chinle	1	.4%
Clarkdale	1	.4%
Cornville	1	.4%
Dewey	1	.4%
Fountain Hills	1	.4%
Globe	1	.4%
Kykotsmovi Viillage	1	.4%
Mayer	1	.4%
Meadview	1	.4%
Mormon Lake	1	.4%
Pinon	1	.4%
Total	250	100.0%

Foreign visitors comprised 8.6 percent of the overall visitor sample or 108 respondents. The majority of international visitors came from Canada (27.8%), followed the United Kingdom (17.6%), Spain (10.2%) and Germany (6.5%). See Table 29.

Table 29. Origin of international visitors

Origin of foreign visitors to Flagstaff		
	Count	Col %
CANADA	30	27.8%
UNITED KINGDOM	19	17.6%
SPAIN	11	10.2%
GERMANY	7	6.5%
BRAZIL	6	5.6%
POLAND	6	5.6%
SWEDEN	5	4.6%
AUSTRALIA	4	3.7%
JAPAN	4	3.7%
DENMARK	2	1.9%
ENGLAND	2	1.9%
SOUTH AFRICA	2	1.9%
THE NETHERLANDS	2	1.9%
AUSTRIA	1	.9%
ECUADOR	1	.9%
FRANCE	1	.9%
ISRAEL	1	.9%
SCUTH KOREA	1	.9%
SOUTH KOREA	1	.9%
SWITZERLAND	1	.9%
TURKEY	1	.9%
Total	108	100.0%

Mark the category that best describes your household income before taxes.

Almost three-fourths of respondents (72.5%) had annual household incomes above \$50,000, while more than one-third (34.7%) of visitors had income in excess of \$90,000; only 15.0 percent had household incomes over \$125,000. The remainder, 27.5 percent, had incomes below \$50,000 annually. See Table 30.

Table 30. Household income

Mark the category that best describes your household income before taxes?

	Count	Col %
Less than \$14,999	29	2.8%
\$15,000 - \$19,999	23	2.2%
\$20,000 - \$29,999	38	3.7%
\$30,000 - \$39,999	80	7.8%
\$40,000 - \$49,999	113	11.0%
\$50,000 - \$69,999	236	23.1%
\$70,000 - \$89,999	149	14.6%
\$90,000 - \$109,999	133	13.0%
\$110,000 - \$124,999	69	6.7%
\$125,000 +	153	15.0%
Total	1023	100.0%

What is your age?

Visitors were generally middle-aged, with an average age of 51.5 years. In terms of gender, females accounted for more than half (61.3%) of respondents while 38.7 percent were males. This may have represented a greater propensity for women to complete the survey. See Tables 31.

Table 31. Age recoded

Age recoded		
	Count	Col %
Less than 16 years of age	25	2.1%
17 - 20 years old	22	1.9%
21 to 34 years old	135	11.4%
35 to 49 years old	314	26.5%
50 to 64 years old	498	42.0%
65 years or older	192	16.2%
Total	1186	100.0%

In terms of gender, females had a wider age spread. Among those over 65, there were more males. See Tables 32.

Table 32. Age by gender

	Gender by age?	
	What is your gender	
	Male	Female
	Col %	Col %
Less than 16 years of age	2.6%	2.1%
17 - 20 years old	.9%	2.4%
21 to 34 years old	12.6%	11.4%
35 to 49 years old	28.7%	25.7%
50 to 64 years old	37.6%	43.6%
65 years or older	17.5%	14.8%
Total	100.0%	100.0%

Mark the category that best represents the highest level of education you have attained?

This was a highly educated visitor sample, probably accounted for by the survey locations (e.g., the Museum of Northern Arizona, Lowell Observatory etc.). Almost two-thirds of respondents in the visitor sample (65.0%) had either a 4-year college degree or post graduate degree, while a further 8.5 percent had an associates or 2-year technical degree. See Table 33.

Table 33. Level of education

What category best represents the highest level of education you have attained?

	Count	Col %
Less than high school	36	3.0%
High school graduate	113	9.5%
Some college	167	14.0%
Associates/Technical 2 year degree	101	8.5%
College degree (4 year degree)	362	30.4%
Post graduate	413	34.6%
Total	1192	100.0%

Which of the following best describes your ethnic background.

The overwhelming majority of visitors were white (Anglo) – 90.9 percent, although a significant number were Hispanic/Latina – 4.4 percent. Asian or Pacific Islanders accounted for 1.6 percent, Native American or Alaskan natives for 2.5 percent, and African Americans for 1.7 percent of the sample. See Table 34.

Table 34. Ethnic background

Which best describes your ethnic background?		
	Count	Col %
Hispanic/Latino	51	4.4%
White (not Hispanic)	1051	90.9%
American Indian or Alaskan Native	5	.4%
Black or African American (not Hispanic)	20	1.7%
Asian or Pacific Islander	29	2.5%
Total	1156	100.0%

Conclusion

Flagstaff is important not only as a gateway to the Grand Canyon, undeniably one of the world’s wonders, but also as the sight of a number of historical and cultural attractions, such as Lowell Observatory and the Museum of Northern Arizona. While Flagstaff is advantageously located at the junctions of Interstate 17 and 40, the tourism potential of the town is greatly enhanced by its many attractions. This survey, while focusing on major Flagstaff attractions, also serves to expand our understanding of overall visitation to Flagstaff. When combined with other data sources, such as the Grand Canyon Survey 2004-2005, it presents a more complete picture of the importance of tourism in Flagstaff.

Visitors were very happy with their experiences in Flagstaff; almost all (99.2%) visitors indicated that they would recommend a visit to Flagstaff to friends or family. Overall, the data show that visitors to Flagstaff attractions find Flagstaff to be an attractive town, a satisfying experience, and a good value for money.

APPENDIX A
SURVEY INSTRUMENT

FLAGSTAFF COMMUNITY ATTRACTIONS TOURISM SURVEY

PLEASE USE BLACK INK OR PENCIL. For optimum accuracy, please print in capital letters and avoid contact with the edge of the box. The following will serve as an example:

Shade Circles Like This--> ●

Not Like This--> ⊗ ⊕

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

1. Flagstaff attraction where you received this survey.

- | | |
|--|---|
| <input type="checkbox"/> Museum of Northern Arizona
<input type="checkbox"/> Lowell Observatory
<input type="checkbox"/> Flagstaff Visitor Center
<input type="checkbox"/> Riordan Mansion State Historic Park
<input type="checkbox"/> Coconino Center for the Arts
<input type="checkbox"/> The Arboretum at Flagstaff
<input type="checkbox"/> Pioneer History Museum | <input type="checkbox"/> Fort Tuthill County Parks
<input type="checkbox"/> Arizona Snowbowl
<input type="checkbox"/> Walnut Canyon National Monument
<input type="checkbox"/> Sunset Crater Volcano National Monument
<input type="checkbox"/> Wupatki National Monument
<input type="checkbox"/> Other |
|--|---|

Before this trip, had you ever visited this community? Yes No

2. How long do you plan to spend in Flagstaff? hours OR days

Are you staying overnight? Yes No

_____ If staying overnight, how many nights?

In which of the following type of accommodations? *(please mark all that apply)*

- | | | |
|---|---|---------------------------------------|
| <input type="checkbox"/> Hotel/Motel | <input type="checkbox"/> Bed and Breakfast | <input type="checkbox"/> Resort |
| <input type="checkbox"/> Campground/RV Park | <input type="checkbox"/> Timeshare/Condo | <input type="checkbox"/> Private Home |
| <input type="checkbox"/> Second home | | |
| <input type="checkbox"/> Other | <input style="width: 100%; height: 20px;" type="text"/> | |

3. Who is accompanying you on this trip?

Number of men

Number of women

Number of kids age 0 - 17

Number from your household

4. What type of transportation are you using during this trip? *(please mark all that apply)*

- | | | |
|--|---|---|
| <input type="checkbox"/> Own car | <input type="checkbox"/> Rental Camper/RV | <input type="checkbox"/> Bus/Motorcoach |
| <input type="checkbox"/> Rental car | <input type="checkbox"/> Airplane | |
| <input type="checkbox"/> Motorcycle | <input type="checkbox"/> Train | |
| <input type="checkbox"/> Own Camper/RV | <input type="checkbox"/> Bicycle | |

Other (please specify)

If you rented, in what city did you pick up your vehicle?

5. How did you find out about Flagstaff? (please mark all that apply)

- Friends/family
- Newspaper article
- Guide Book
- Online
- Travel agent
- Roadside sign
- Motor Club (AAA)
- NAU
- Brochure
- State welcome center
- TV
- Other
- AZ Tourism Office
- Magazine ad
- Radio
- Newspaper ad
- Magazine article
- Flagstaff Website

6. What is the main purpose of your trip? (mark only one)

- Visit friends or relatives
- Sightseeing
- Outdoor recreation
- Entertainment (e.g., music, sports)
- Festival/event
- Other
- Combined business/pleasure
- Education/seminar
- Business
- Personal

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

7. Please indicate which of the following Flagstaff attractions you have visited or will visit? (check all that apply)

- Museum of Northern Arizona
- Lowell Observatory
- Flagstaff Visitor Center
- Riordan Mansion State Historic Park
- Coconino Center for the Arts
- The Arboretum at Flagstaff
- Other
- Fort Tuthill County Parks
- Pioneer History Museum
- Arizona Snowbowl
- Walnut Canyon National Monument
- Sunset Crater Volcano National Monument
- Wupatki National Monument

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

8. Is your visit to this community (mark only one)

- Your main destination
- One stop on a longer trip

9. What are the main leisure activities you are engaging in during your stay in Flagstaff? (mark all that apply)

- General sightseeing
- Visiting state/national parks
- Shopping
- Golfing
- Fishing/Hunting
- Buying antiques
- Group tour
- Watch sports events
- Picnicing
- Attending festivals/events
- Four wheeling
- Hiking/walking
- Entertainment/nightlife
- Seminar/meeting/conference
- Wildlife/bird watching
- Stargazing
- Looking at/buying Native American arts and crafts
- Visiting historical areas/historical sites
- Visiting friends and relatives
- Dining
- Visiting museums
- Camping/RVing
- Snow skiing
- Mountain biking
- Bicycling
- Horseback riding
- Photography
- Northern Arizona University related
- Other

We are also concerned with quality of your experiences in this community. Please let us know what you think.

10. Overall how satisfied are you with your visit to this attraction where you picked up the survey? (Fill in the most appropriate response)

- Not at all satisfied Slightly satisfied Satisfied Very satisfied Totally satisfied

On a scale of 1-10 where 1 = poor and 10=excellent, how would you rate Flagstaff on the following: (write a number from 1-10 in the boxes)

Overall rating

Value for money

11. Please tell us how satisfied are you with these specific aspects of your visit to Flagstaff?

Please tell us how satisfied are you with	Not at all satisfied	Slightly satisfied	Satisfied	Very satisfied	Totally satisfied
Variety of things to see and do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of local merchants and service providers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of local people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of lodging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of attractions and events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of highways and roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of adequate parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of service at tourism businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Directional signage in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your feelings of personal safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel information availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractiveness of the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>

12. Please estimate as closely as possible the amount of money that your travel party is spending in Flagstaff per day, for the following categories (in U.S. dollars):

Please tell us how many people these expenditures are for?

Lodging/camping \$ <input style="width: 40px; height: 20px;" type="text"/>	Shopping \$ <input style="width: 40px; height: 20px;" type="text"/>
Restaurant & grocery \$ <input style="width: 40px; height: 20px;" type="text"/>	Transportation (incl gas) \$ <input style="width: 40px; height: 20px;" type="text"/>
Recreation/Entertainment & sports and entrance fees \$ <input style="width: 40px; height: 20px;" type="text"/>	Other \$ <input style="width: 40px; height: 20px;" type="text"/>

13. What types of shopping purchases did/will you make? (Fill in all that apply)

- apparel
- crafts
- books
- art
- souvenirs
- gifts
- jewelry
- personal items (toiletries, etc.)
- Native American arts and crafts
- Other

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

14. Would you recommend a visit to Flagstaff to your friends and family?

- Yes
 - No

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
- Why or why not?
- | | | | | | | | | | | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
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Finally, we would like to know more about you and your household. This information will be kept in the strictest confidence and used for statistical purposes only.

15. If you are from the U.S. what is your Zip Code?

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If you are not from the U.S. what country are you from?

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

16. Mark the category that best describes your household income before taxes.

- Less than \$14,999
- \$15,000 - \$19,999
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$69,999
- \$70,000 - \$89,999
- \$90,000 - \$109,999
- \$110,000 - \$124,999
- \$125,000+

17. In what year were you born? 19

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 What is your gender? Male Female

18. Mark the category that best represents the highest level of education you have attained?

- Less than high school
- High school graduate
- Some college
- Associates/Technical 2 year degree
- College degree (4 year degree)
- Post graduate

19. Which of the following best describes your ethnic background?

- Hispanic/Latino
- White (not Hispanic)
- American Indian or Alaska Native
- Black, African American (not Hispanic)
- Asian or Pacific Islander

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Thank you for participating in this survey. Your input is very important.

APPENDIX B
WHY OR WHY NOT RECOMMEND FLAGSTAFF TO FRIENDS OR FAMILY?

Why or why not recommend Flagstaff to family and friends	Frequency	Percent
LOTS TO SEE DO GREAT MONUMENTS	1	0.2%
A BEAUTIFUL AREA	2	0.4%
A BEAUTIFUL AREA NO BETTER PLACE FOR STARGAZING	1	0.2%
A BEAUTIFUL COMMUNITY	1	0.2%
A GREAT LITTLE TOWN	1	0.2%
A GREAT TOWN	1	0.2%
A GREAT TOWN OVERALL	1	0.2%
A LOVELY AREA WITH MANY THINGS TO SEE AND DO	1	0.2%
ACCESS HISTORIC SITES	1	0.2%
ACCESS SEVERAL HISTORICALSITES	1	0.2%
ALL NEW TERRITORY FOR ME VERY INTERESTING	1	0.2%
ALREADY HAVE BROTHER MET US HERE	1	0.2%
ALWAYS DO FLAG IS A TERRIFIC PLACE	1	0.2%
ALWAYS GOOD VARIETY	1	0.2%
AMERICAN HISTORY	1	0.2%
AN INTERESTING PLACE	1	0.2%
ATTRACTIONS	1	0.2%
AUTHENTIC ARTWORK	1	0.2%
BAD WEATHER GOOD MUSEUMS	1	0.2%
BEAT THE PHOENIX HEAT BEAUTIFUL COUNTRY ATTRACTIVE TOWN VARIETY OF ACTIVITIES	1	0.2%
BEATS THE HEAT IN PHOENIX	1	0.2%
BEAUTIFUL	8	1.5%
BEAUTIFUL AND FUN	4	0.8%
BEAUTIFUL AREA	2	0.4%
BEAUTIFUL AREA FOR NATURE SIGHTS	2	0.4%
BEAUTIFUL AREA LOTS TO SEE AND DO	1	0.2%
BEAUTIFUL AREA NICE WEATHER	3	0.6%
BEAUTIFUL BUT UNFRIENDLY ESPECIALLY NATIVES	1	0.2%
BEAUTIFUL CITY	1	0.2%
BEAUTIFUL CITY LOVELY SURROUNDINGS LOTS TO DO	1	0.2%
BEAUTIFUL COUNTRY	3	0.6%
BEAUTIFUL EDUCATIONAL RESTFUL QUALITY ARTS ANDCRAFTS	1	0.2%
BEAUTIFUL FASCINATING HISTORY	3	0.6%
BEAUTIFUL FRIENDLY	1	0.2%
BEAUTIFUL LOTS OF THINGS TO DO	1	0.2%
BEAUTIFUL LOTS TO DO	10	1.9%
BEAUTIFUL LOTS TO DO GREAT BASE FOR SURROUNDING ATTRACTIONS	1	0.2%
BEAUTIFUL NATURAL BEAUTY AND OUTDOOR ACTIVITIES	1	0.2%
BEAUTIFUL NICE WEATHER	1	0.2%
BEAUTIFUL PLACE	1	0.2%
BEAUTIFUL PLACE MANY DIFFERENT ACTIVITIES	1	0.2%
BEAUTIFUL PLACE WITH LOTS TO SEE DO	1	0.2%
BEAUTIFUL QUIANT EASY TO SET AROUND SO MUCH TO SEE AND DO	1	0.2%
BEAUTIFUL SCENERY DIFFERENT FROM HOME	1	0.2%
BEAUTIFUL SCENERY TEMPERATURE ALL THE PLACES I HAVE VISITED	1	0.2%

BEAUTIFUL STATE PARK	1	0.2%
BEAUTIFUL SURROUNDINGS FRIENDLY TOWN	1	0.2%
BEAUTIFUL TOWN GOOD PLACE TO VACATION LIVE	1	0.2%
BEAUTIFUL VARIETY OF ACTIVITIES	2	0.4%
BEAUTIFUL WEATHER AND LOTS TO DO	1	0.2%
BEAUTY CLIMATE FRESH AIR GREAT MUSEUM	1	0.2%
BEAUTY AND HISTORY IS OVERWHELMING	1	0.2%
BEAUTY IS OVERWHELMING	1	0.2%
BEAUTY OF CITY	1	0.2%
BEAUTY VARIETY OF THINGS TO SEE AND DO WEATHER	1	0.2%
BEAUTY VARIETY OF THINGS WEATHER	1	0.2%
BEAUTY WEATHER	1	0.2%
BECAUSE I WANT ALL MY FRIENDS AND FAMILY TO SEE THE COOL STUFF IN FLAGSTAFF	1	0.2%
BECAUSE IS CLOSE TO GRAND CANYON	3	0.6%
BECAUSE IT IS A NICE PLACE TO VISIT	2	0.4%
BECAUSE IT IS A VERY ENTERTAINING PLACE	1	0.2%
BECAUSE IT IS BEAUTIFUL COOL IN SUMMER WITH LOTS TO DO	1	0.2%
BECAUSE ITS NICE	2	0.4%
BECAUSE THE PEOPLE ARE VERY NICE AND IT IS VERY BEAUTIFUL	1	0.2%
BECAUSE THERE ARE MANY ATTRACTIONS TO VISIT	1	0.2%
BECAUSE THIS TOWN HAS A GENUINE HOME TOWN FEEL	1	0.2%
BEST CHOICES OF HOTELS MOTELS	1	0.2%
BEST PLACE FOR STARGAZING	2	0.4%
BUT I DONT LIKE 10 PERCENT TAX	2	0.4%
CANYON TRAIL	1	0.2%
CAUSE ITS BEAUTIFUL AND VERSITILE	1	0.2%
CHARMING PLACE WITH BEAUTIFUL NATURE	1	0.2%
CLEAN AIR COOLER THAN PHOENIX BEAUTIFUL	1	0.2%
CLEAN ENVIRONMENT	1	0.2%
CLEAN SMALL FRIENDLY TOWN	2	0.4%
CLEAN SMALL FRIENDLYTOWN	2	0.4%
CLEAN TOWN	1	0.2%
CLEAN VARIETY OF EVENTS HISTORY	1	0.2%
CLIMATE	3	0.6%
CLIMATE SCENERY	1	0.2%
CLOSE AND COOL	1	0.2%
CLOSE ENOUGH TO GET OUT OF THE HEAT AND ENJOY BEAUTIFUL WEATHER SCENERY	1	0.2%
CLOSE IN PROXIMITY TO LK HAVASU CITY ESPECIALLY IN SUMMER VARIETY OF THINGS TO	1	0.2%
CLOSE TO GRAND CANYON	3	0.6%
CLOSE TO HOME	1	0.2%
CLOSE TO SO MANY PLACES OF INTEREST LESS EXPENSIVE THAN SEDONA	1	0.2%
COMFORTABLE SUMMER TEMPS BEAUTIFUL COUNTRY FRIENDLY PEOPLE	1	0.2%
CONGESTED TRAFFIC	1	0.2%
COOL NICE RESTAURANT5	1	0.2%
COOL SUMMER CLIMATE	1	0.2%
COOL SUMMER WEATHER PRETTY AREA	1	0.2%
COOL TEMPS PINE FORESTS	1	0.2%
COOL WEATHER	2	0.4%
CULTURAL HISTORIC OUTDOOR EXPERIENCE	1	0.2%

CULTURE IN NORTHERN AZRIZONA	1	0.2%
DIVERSITY AND NATURAL PLACE	1	0.2%
DONT BELIEVE IN SUPPORTING GAYS	1	0.2%
DOWNTOWN RESTORATION WONDERFUL SCENERY CULTURE COOLER WEATHER	1	0.2%
DOWNTOWN SHOPS AND ART GALLERYYS	1	0.2%
EDUCATIONAL	6	1.1%
ENJOYED THE DIRECTIONS AND TOUR	1	0.2%
ENVIRONMENT	1	0.2%
ESPECIALLY IF YOU ARE FROM AZ YOU NEED TO KNOW ALL ABOUT YOUR STATE	1	0.2%
EVERYBODY IS NICE HERE	2	0.4%
EXCELLENT DOWNTOWN FRIENDLY LIVELY COMMUNITY	1	0.2%
EXCELLENT DOWNTOWN FRIENDLY LIVELY COMMUNITY PLENTY TO DO	1	0.2%
EXCELLENT DOWNTOWN FRIENDLY LIVELY COMMUNITY PLENTY TO DO EXCELLENT MUSEUM	1	0.2%
EXCELLENT EDUCATION AND INFORMATTION OPPORTUNITIES	1	0.2%
FAMILY ENJOYS VISIT	1	0.2%
FLAGSTAFE HAS MANY RECREATIONAL OPPORTUNITIES IT IS A VERY FUN CITY	1	0.2%
FLAGSTAFF IS A NICE TOWN	1	0.2%
FLAGSTAFF IS AN INTERESTING PLACE	1	0.2%
FLAGSTAFF IS BEAUTIFUL	1	0.2%
FOR ALL THE REASONS	1	0.2%
FOR THE MUSEUMS	1	0.2%
FRIENDLY	1	0.2%
FRIENDLY LIVELY COMMUNITY	1	0.2%
FRIENDLY PEOPLE AND ATMOSPHERE GOOD WEATHER TOO	1	0.2%
FRIENDLY PEOPLE LOTS OF FAMILY ORIENTED ACTIVITIES	1	0.2%
FRIENDLY PEOPLE MORE TO SEE THAN MOST PEOPLE REALIZE	1	0.2%
FRIENDLY PLACE	1	0.2%
FRIENDLY TOWN	1	0.2%
FRIENDLY TOWN LOTS TO DO	1	0.2%
FUN	3	0.6%
FUN BEAUTIFUL	1	0.2%
FUN HIP TOWN NEAR GRAND CANYON AND SEDONA	1	0.2%
FUN LOTS TO DO	1	0.2%
GOOD AND FUN PLACE FOR FAMILY	2	0.4%
GOOD ENVIRONMENT AND ATTRACTIONS	1	0.2%
GOOD FOOD NICE PEOPLE	1	0.2%
GOOD FOOD WELL MAINTAINED GOOD LODGING	1	0.2%
GOOD HOTELS MOTELS	1	0.2%
GOOD PLACE	1	0.2%
GOOD PLACE TO SEE	5	1.0%
GOOD SNOW	2	0.4%
GRAND CANYON	6	1.1%
GREAT AREA	2	0.4%
GREAT BASE FOR SURROUNDING ATTRACTIONS	1	0.2%
GREAT CITY	2	0.4%
GREAT CLIMATE	3	0.6%
GREAT CLIMATE OVERALL PACKAGE	2	0.4%
GREAT FUN PLACE	1	0.2%

GREAT FUNKY DOWNTOWN MNA CLOSE TO INDIAN COUNTRY GOOD STORES NATIVE ART	1	0.2%
GREAT HISTORY ART CULTURE AND NATURAL BEAUTY	1	0.2%
GREAT LOCATION	3	0.6%
GREAT LOCATION TO ACCESS HISTORIC SITES	1	0.2%
GREAT LOCATION TO ACCESS SEVERAL HISTORICAL SITES	1	0.2%
GREAT LOCATION TO ACCESS SEVERAL HISTORICALSITES	1	0.2%
GREAT LOCATION TOACCESS SEVERAL HISTORICALSITES	1	0.2%
GREAT MUSEUMS CLIMATATE	1	0.2%
GREAT OVERALL PACKAGE	1	0.2%
GREAT PLACE	7	1.3%
GREAT PLACE AND LOTS TO SEE	1	0.2%
GREAT PLACE CLOSE TO SEDONA ETC	1	0.2%
GREAT PLACE TO EXPLORE NORTH AZ FROM REASONABLY PRICED FRIENDY	1	0.2%
GREAT PLACE TO GETAWAY FROM THE HEAT AND PENTY TO DO	1	0.2%
GREAT PLACE TO VISIT	1	0.2%
GREAT SCENERY	2	0.4%
GREAT SHOPS IN TOWN BREWERIES CLIMATE SCENERY	1	0.2%
GREAT SITES UNIQUENESS OF TOWN	1	0.2%
GREAT SITES UNIQUENESS OF TOWN SHOPS ETC	1	0.2%
GREAT SPOT LOTS TO SEE DO	1	0.2%
GREAT SPOT TO SEE SURROUNDING ATTRACTIONS	1	0.2%
GREAT TOWN LOTS OF ACTIVITIES	1	0.2%
GREAT WEATHER	1	0.2%
GREAT WEATHER BEAUTIFUL SIGHTS CLOSE TO PHOENIX LOTS TO DO	1	0.2%
GREAT WEATHER FRIENDLY PEOPLE	1	0.2%
GREATEST PLACE IN THE WORLD	1	0.2%
HIGH QUALITY HIGH INTEREST ATTRACTIONS	1	0.2%
HISTORIC ROUTE 66	2	0.4%
HISTORIC SITES	1	0.2%
HISTORICAL SCENIC	1	0.2%
HISTORICAL SITES	1	0.2%
HISTORICALLY RICH IN ARIZONA HISTORY	1	0.2%
HISTORY	1	0.2%
HISTORY SCENERY	1	0.2%
I AM AN ARIZONA NATIVE AND THINK THIS IS THE BEST	1	0.2%
I BELIEVE IN SUPPORTING LOCAL TOURISM	1	0.2%
I LIKE HOW IT HAS BEEN REMODELED AND UPDATED	1	0.2%
I LIKE HOW IT HAS BEEN REMODELED AND UPDATED NICE AUTHENTIC ARTWORK	1	0.2%
I LIVE HERE	1	0.2%
I LOVE FLAGSTAFF	1	0.2%
I LOVE IT AND THEY PROBABLY WILL AS WELL	1	0.2%
I LOVE IT VERY MUCH	1	0.2%
I LOVE THE SEASONS	1	0.2%
I LOVE THE TRAIN STATION HISTORIC DOWNTOWN AREA	1	0.2%
I LOVE THE TRAINS	1	0.2%
I LOVE THIS TOWN'S UNIQUE FEEL	1	0.2%
I LOVE THIS TOWN	1	0.2%
I WOULD RECOMMEND IT BECAUSE IT IS FUN AND THERE IS A LOT TO SEE	1	0.2%
INTERESTING AND EASY TO FIND WAY AROUND	1	0.2%

INTERESTING AND QUIET EASY TO FIND WAY AROUND	1	0.2%
INTERESTING AND PRETTY NICE PEOPLE	1	0.2%
INTERESTING BEAUTY LOCATION	1	0.2%
INTERESTING HISTORICAL SIGHTS	2	0.4%
INTERESTING PLACE WITH LOTS TO SEE AND DO	1	0.2%
INTERESTING TOWN	1	0.2%
IT HAS A CLEAN ENVIRONMENT	1	0.2%
IT HAS LOTS OF THINGS TO DO	1	0.2%
IT HAS MANY PLACES TO VISIT ITS BEAUTIFUL AND COOL	1	0.2%
IT IS A BEAUTIFUL CITY WITH NICE PEOPLE	1	0.2%
IT IS A BEAUTIFUL CITY WITH VERY NICE PEOPLE	1	0.2%
IT IS A CLOSE DRIVE	1	0.2%
IT IS A CLOSE DRIVE AND A NICE GETAWAY	1	0.2%
IT IS A GREAT CENTER FROM WHICH TO VISIT OTHER ATTRACTIONS	1	0.2%
IT IS A GREAT PLACE TO VISIT	2	0.4%
IT IS A PRETTY CITY	2	0.4%
IT IS A VERY NICE TOWN	1	0.2%
IT IS BEAUTIFUL	1	0.2%
IT IS BEAUTIFUL AND RELAXING HERE	1	0.2%
IT IS BEAUTIFUL RANGER RICK WAS VERY INTERESTING	1	0.2%
IT IS COOL AND THE AIR IS CLEAN	1	0.2%
IT IS HAS A LOT OFFER OR CHEAP ENTERTAINMENT	1	0.2%
IT IS LOVELY AND FRIENDLY AND HAS GREAT SITES LIKE THIS MUSEUM	1	0.2%
IT IS PRETTY HERE	1	0.2%
IT MAKES A NICE CHANGE FROM PHOENIX	1	0.2%
IT WAS FUN	2	0.4%
IT WAS GREAT ESPECIALLY THE SNOW	1	0.2%
IT WAS MUCH NICER THAN MY TRIP 25 YEARS AGO	1	0.2%
ITS LOVELY HERE	1	0.2%
ITS A BEAUTIFUL PLACE HISTORICALLY SIGNIFICANT	1	0.2%
ITS A BEAUTIFUL PLACE MANY PLACES OF INTEREST HISTORICALLY SIGNIFICANT	1	0.2%
ITS A GREAT LITTLE TOWN	1	0.2%
ITS A GREAT TOWN	1	0.2%
ITS A LOVELY TOWN	1	0.2%
ITS A NICE PLACE TO SEE	2	0.4%
ITS A NICE TOWN TO VISIT WITH LOTS OF ACTIVITIES	1	0.2%
ITS A VERY ATTRACTIVE PLACE BUT POSSIBLY A LITTLE ON THE QUIET SIDE	1	0.2%
ITS A WONDERFUL PLACE AND SO PRETTY	1	0.2%
ITS BEAUTIFUL	1	0.2%
ITS COOL	1	0.2%
ITS COOL AND BEAUTIFUL	1	0.2%
ITS COOL HERE	1	0.2%
ITS COOLER THAN THE VALLEY	1	0.2%
ITS FRIENDLY AND PRETTY	1	0.2%
ITS FUN	3	0.6%
ITS NICE	1	0.2%
ITS NICE AND THERE'S THINGS TO DO	1	0.2%
ITS PRETTY AND I FEEL COMFORTABLE HERE	1	0.2%
ITS PRETTY HERE LOTS TO SEE	1	0.2%

ITS THE BEST	1	0.2%
ITS VERY NICE HERE	1	0.2%
JUST THE RIGHT SIZE OF PLACE	1	0.2%
LACK OF ACTIVITIES	1	0.2%
LACK OF HEAVY TRAFFIC DURING RUSH HOURS SCENERY WEATHER	1	0.2%
LOOK LIKE A GOOD PLACE TO VISIT I WISH WE HAD MORE TIME	1	0.2%
LOTS OF INTERESTING THING TO DO AND VISIT	1	0.2%
LOTS OF INTERESTING THINGS TO DO	1	0.2%
LOTS OF OUTDOOR ACTIVITIES	1	0.2%
LOTS OF THINGS TO SEE AND DO	1	0.2%
LOTS TO DO	13	2.5%
LOTS TO DO AND SEE	1	0.2%
LOTS TO DO GOOD ATMOSPHERE GREAT CLIMATE	1	0.2%
LOTS TO SEE	3	0.6%
LOTS TO SEE AND DO	1	0.2%
LOVELY WEATHER HISTORY VARIETY UNIVERSITY	1	0.2%
MANY ATTRACTIONS	1	0.2%
MANY THINGS TO DO AND SEE	1	0.2%
MANY TOURIST ATRACTIONS	1	0.2%
MAY BE NEED MORE THINGS FOR FAMILY WITH KIDS	1	0.2%
MOM WOULD ENJOY IT	2	0.4%
MORE TO SEE AND LEARN	1	0.2%
MOUNTAINS SNOW TREES	2	0.4%
MUCH TO SEE	1	0.2%
MUCH TO SEE AND DO	3	0.6%
MUCH TO SEE BEAUTIFUL AREA	1	0.2%
MUSEUM	1	0.2%
MUSEUM IS BEAUTIFUL AND INFORMATIVE	1	0.2%
MUSEUM IS INTERESTING	1	0.2%
MUSEUM LOWELL	2	0.4%
MUSEUMS ARBORETUM HISTORIC FLAGSTAFF SNOWBOWL	1	0.2%
NATIVE AMERICAN SITES	2	0.4%
NEAR GRAND CANYON	1	0.2%
NEAR GRAND CANYON BEAUTIFUL	1	0.2%
NEAR SEDONA	1	0.2%
NEAT PLACE VERY FUNI LIKED SKI RIDE	1	0.2%
NICE AREA	3	0.6%
NICE AREA CLOSE TO MANY ATTRACTIONS RECREATION	1	0.2%
NICE AUTHENTIC ARTWORK	1	0.2%
NICE CITY WEATHER	3	0.6%
NICE CLEAN FRIENDLY TOWN	1	0.2%
NICE CLEAN FRIENDLY TOWN LOTS OF OUTDOOR ACTIVITIES CLOSE BY	1	0.2%
NICE CLIMATE BEAUTIFUL TREES	1	0.2%
NICE COMMUNITY	1	0.2%
NICE COMMUNITY	3	0.6%
NICE COOL WEATHER	1	0.2%
NICE HIKING COOL WEATHER	1	0.2%
NICE PLACE	2	0.4%
NICE PLACE TO VISIT SEE THE GRAND CANYON AND OTHER AREAS	1	0.2%

NICE SCENERY	1	0.2%
NICE TOWN	5	1.0%
NICE TOWN HISTORIC UNIVERSITY FOUR SEASONS	1	0.2%
NICE WEATHER	1	0.2%
NICE WEATHER GREAT ATTRACTIONS AFFORDABLE	1	0.2%
NICE WEATHER SCENERY	1	0.2%
NICELY LAID OUT VERY CLEAN	1	0.2%
NICELY LAID OUT VERY CLEAN NICE DIRECTIONAL SIGNS	1	0.2%
NICETOWN	2	0.4%
NOTHING FOR OUTSIDER	1	0.2%
NOTHING FOR OUTSIDERS TO DO	1	0.2%
OUTDOOR ACTIVITIES	1	0.2%
OUTDOOR ACTIVITIES CLOSE BY	1	0.2%
OVERALL PACKAGE	1	0.2%
PEOPLE NEED TO SEE THE BEAUTY OF ARIZONA AND US HISTORY	1	0.2%
PHOENIX	2	0.4%
PLEASANT	1	0.2%
PLEASANT PLACE	1	0.2%
PRETTY	1	0.2%
PRETTY AND QUIET COMMUNITY	1	0.2%
PRETTY COUNTRY	1	0.2%
REAL AMERICA	1	0.2%
RELAXATION VALUE HISTORY	1	0.2%
SCENERY	1	0.2%
SCENERY AIR QUALITY MUSEUMS OBSERVATORY HIKING SKIING	1	0.2%
SCENERY ATTRACTIONS	1	0.2%
SCENERY COOL TEMPEARTURES	1	0.2%
SCENERY COST FOOD VARIETY	1	0.2%
SCENERY IS BREATH TAKING	1	0.2%
SCENERY NATIVE AMERICAN SITES MUSEUM	1	0.2%
SCENERY PROXIMITY TO CANYON	1	0.2%
SCENIC BEAUTY	1	0.2%
SECOND HOME HERE	1	0.2%
SIGHTSEEING	1	0.2%
SIGHTSEEING GRAND CANYON LOCATION	1	0.2%
SIZE OF PLACE	1	0.2%
SNOWBOWL IS AWESOME	1	0.2%
SO BEAUTIFUL	1	0.2%
SO BEAUTIFUL SO MUCH TO SEE AND DO SCENERY IS BREATH TAKING	1	0.2%
SO DIFFERENT FROM THE MIDWEST LOTS OF SPACE AND FRESH AIR	1	0.2%
SO MANY GREAT THINGS TO DO	1	0.2%
SO MUCH TO SEE AND DO SCENERY IS BREATH TAKING	1	0.2%
SOUTHWESTERN ARTS CULTURE IN NORTHERN AZRIZONA	1	0.2%
SUNNY AND WARM	1	0.2%
THE CITY IS GORGEOUS	1	0.2%
THE CLIMATE AND SCENERY IS BEAUTIFUL	1	0.2%
THE FRIEDLINESS OF THE PEOPLE CLIMATE	1	0.2%
THE HISTORY OF THE AREA	1	0.2%
THE HISTORY OF THE AREA THE TOPOGRAPHY THE HISTORY OF NATIVE PEOPLE	1	0.2%

THE VIEWS ARE AWESOME	1	0.2%
THE WEATHER PROXIMITY TO GRAND CANYON SEDONA	1	0.2%
THERE ARE A GREAT NUMBER OF SIGHTS TO SEE	2	0.4%
THERE ARE A LOT OF THINGS TO SEE AND DO	1	0.2%
THERE ARE SO MANY GREAT THINGS TO SEE AND DO	1	0.2%
THERE IS SOMETHING ABOUT THIS TOWN THAT IT MAKES MY HEART STOP ON THE BEAUTY	1	0.2%
THIS IS A BEAUTIFUL PLACE TO LOOSE YOURSELF IN VERY REALXING	1	0.2%
THIS IS A BEUTIFUL PLACE TO VISIT	1	0.2%
THIS IS OUR SECOND VISIT WE WILL RETURN FOR LONGER VISIT	1	0.2%
THIS PLACE IS GREAT I L LOVE IT HERE	1	0.2%
THIS WAS MY HOME 25YEARS AGO IT HAS CHANGED BUT I STILL LOVE IT	1	0.2%
TO SKI AND TO STAY AT FT TUTHILL	1	0.2%
TO VISIT RIORDAN MANSION STATE PARK	1	0.2%
TOO FAR AWAY EXPENSIVE	1	0.2%
TOUR TO MESAS	2	0.4%
TYPICAL AMERICAN TOWN AND VERY NEAR GRAND CANYON BEAUTIFUL SIGHT SEEING	1	0.2%
TYPICAL AMERICAN TOWN BEAUTIFUL SIGHT SEEING	1	0.2%
UNIQUE	6	1.1%
VACATION	1	0.2%
VARIED SIGHTS	1	0.2%
VARIETY OF ACTIVITIES WONDERFUL HIKING TRAILS	1	0.2%
VARIETY OF ATTRACTIONS MOUNTAIN SCENERY HIKE VOLCANO CANYON	1	0.2%
VERY ATTRACTIVE COMMUNITY WONDERFUL WEATHER	1	0.2%
VERY BEAUTIFUL	4	0.8%
VERY BEAUTIFUL SITES CLEAN TOWN FRESH AIR NICE PEOPLE EASY TO GET AROUND	1	0.2%
VERY ENJOYABLE	1	0.2%
VERY FAMILIAR TOWN THE WEST ORIGINAL	1	0.2%
VERY FRIENDLY ARTISTIC PLACE	1	0.2%
VERY INTERESTING ATTRACTIONS	1	0.2%
VERY NEAR GRAND CANYON BEAUTIFUL SIGHT SEEING	1	0.2%
VERY NICE	2	0.4%
VERY NICE PLACE	1	0.2%
VERY PERTY	2	0.4%
VERY PLEASANT AND RELAXING	1	0.2%
VERY PRETTY	4	0.8%
VERY PRETTY NICE WEATHER	1	0.2%
VERY RELAXING	1	0.2%
WANT TO COME BACK GO SKIING ALSO CLOSE TO GRAND CANYON	1	0.2%
WE COME HERE EVERY SUMMER WE ENJOY CAMPING HERE	1	0.2%
WE HAVE A SECOND HOME HERE	3	0.6%
WE LIKE NEW PLACES	1	0.2%
WEATHER	5	1.0%
WEATHER IS GREATPEOPLE ARE FRIENDLY PRICES ARE REASONABLE	1	0.2%
WEATHER SCENERY	3	0.6%
WELL WORTH A VISIT	1	0.2%
WONDERFUL SCENERYAND SIGHTS	2	0.4%
Total	524	100.0%

**APPENDIX C
EXTRA ANALYSIS**

Average per-party expenditures by reason you are visiting Flagstaff

What is the main purpose of your trip?	Lodging	Restaurant or Grocery	Recreation or Entertainment Sports	Shopping	Transportation including gas	Other expenditures
Visit friends or relatives	\$191	\$207	\$280	\$218	\$108	\$33
Outdoor recreation	\$181	\$222	\$102	\$172	\$98	\$33
Entertainment (music sports etc)	\$114	\$92	\$44	\$95	\$49	\$0
Combined business and pleasure	\$403	\$223	\$52	\$117	\$58	\$349
Education or Seminar	\$162	\$101	\$30	\$243	\$39	.
Business	\$60	\$48	\$10	\$25	\$39	\$160
Personal	\$706	\$145	\$105	\$133	\$86	\$615
Sightseeing	\$174	\$151	\$146	\$116	\$134	\$66
Festival or Event	\$334	\$97	\$28	\$423	\$67	.
Other	\$171	\$329	\$180	\$225	\$158	\$116

Average per-party expenditures by reason you are visiting Flagstaff

State of origin	Lodging	Restaurant or Grocery	Recreation or Entertainment Sports and	Shopping	Transportation including gas	Other expenditures
Arizona	\$175	\$228	\$178	\$188	\$141	\$275
California	\$163	\$115	\$177	\$145	\$80	\$85
Illinois	\$983	\$92	\$79	\$87	\$19	\$20
Wisconsin	\$185	\$358	\$324	\$54	\$47	\$285
Texas	\$135	\$105	\$54	\$72	\$54	\$13
New York	\$114	\$164	\$216	\$85	\$166	\$100
Florida	\$555	\$512	\$513	\$310	\$450	\$15
Nevada	\$219	\$90	\$54	\$77	\$84	\$0
Washington	\$90	\$87	\$32	\$192	\$59	\$0
Colorado	\$41	\$44	\$39	\$117	\$50	\$50
Ohio	\$62	\$111	\$118	\$99	\$144	\$0
Maryland	\$67	\$59	\$33	\$70	\$28	\$50
Pennsylvania	\$244	\$117	\$478	\$102	\$341	\$83
Massachusetts	\$87	\$64	\$31	\$63	\$36	\$13
Tennessee	\$35	\$46	\$36	\$55	\$19	\$19
Michigan	\$151	\$99	\$64	\$97	\$36	\$20
Vermont	\$25	\$884	\$457	\$953	\$551	.
New Jersey	\$515	\$153	\$76	\$48	\$25	\$7
Kansas	\$120	\$48	\$66	\$40	\$22	\$15
West Virginia	\$30	\$15	\$25	\$0	\$40	\$11
Oregon	\$20	\$44	\$34	\$71	\$15	\$0
Iowa	\$37	\$35	\$33	\$50	\$97	.
New Mexico	\$186	\$97	\$43	\$80	\$56	\$50
Indiana	\$162	\$260	\$42	\$70	\$165	\$30
North Carolina	\$112	\$40	\$33	\$36	\$28	\$7
Virginia	\$116	\$76	\$1,053	\$83	\$45	.
Alabama	\$151	\$68	\$104	\$85	\$113	.
Oklahoma	\$53	\$81	\$34	\$81	\$42	.
Utah	\$34	\$47	\$21	\$13	\$18	.
South Carolina	\$77	\$66	\$44	\$37	\$19	.
Kentucky	\$208	\$263	\$242	\$1,463	\$113	\$600
Delaware	\$50	\$50	\$10	\$80	\$30	.
Connecticut	\$123	\$55	\$83	\$190	\$195	\$600
Maine	\$135	\$160	\$78	\$83	\$101	.
Idaho	\$33	\$33	\$50	\$73	\$25	\$20
Georgia	\$89	\$100	\$53	\$53	\$93	\$100
New Hampshire	\$40	\$40	\$200	\$300	\$45	.
Hawaii	\$185	\$100	\$100	\$150	\$163	.
Wyoming	\$70	\$220	\$28	\$100	\$16	.
Louisiana	\$1,000	\$300	\$100	\$300	\$500	.
Arkansas	\$30	\$30	.	\$30	\$258	.
Montana	.	\$10	.	\$10	\$20	.
North Dakota	\$200	\$100
Mississippi	\$160	\$160	\$100	\$100	\$50	.
District of Columbia	\$100	\$30	\$30	\$20	\$20	.
Rhode Island	\$0	\$50	\$30	\$0	\$33	\$0

Average length of stay in Flagstaff by state of origin

State of origin	How long do you plan to spend in Flagstaff
Arizona	3.6
California	3.7
Illinois	1.9
Wisconsin	3.7
Texas	5.0
New York	3.0
Florida	2.8
Nevada	2.5
Washington	3.6
Colorado	4.0
Ohio	2.6
Maryland	1.6
Pennsylvania	2.0
Massachusetts	1.2
Tennessee	4.9
Michigan	2.5
Vermont	2.6
New Jersey	3.4
Kansas	1.2
West Virginia	1.5
Oregon	3.2
Iowa	2.5
New Mexico	2.7
Indiana	1.0
North Carolina	15.0
Virginia	3.3
Alabama	1.1
Oklahoma	4.2
Utah	1.5
South Carolina	1.5
Kentucky	3.7
Delaware	1.3
Connecticut	24.8
Maine	14.3
Idaho	.5
Georgia	1.7
New Hampshire	.0
Hawaii	3.0
Wyoming	2.5
Louisiana	7.5
Arkansas	10.0
Missouri	6.0
Montana	2.0
North dakota	4.0
Mississippi	2.0
District of Columbia	6.0
Rhode Island	7.0

State of origin by average satisfaction with Flagstaff

	Overall how satisfied are you with your visit to this attraction where you picked
Arizona	4.5
California	4.4
Illinois	4.4
Wisconsin	4.5
Texas	4.6
New York	4.0
Florida	4.3
Nevada	4.1
Washington	4.5
Colorado	3.9
Ohio	4.0
Maryland	4.4
Pennsylvania	4.7
Massachusetts	4.4
Tennessee	4.3
Michigan	4.1
Vermont	4.5
New Jersey	3.8
Kansas	4.2
Oregon	4.3
Iowa	4.6
New Mexico	4.8
Indiana	4.8
North Carolina	4.4
Virginia	4.4
Alabama	5.0
Oklahoma	3.9
Utah	4.7
South Carolina	5.0
Kentucky	4.3
Delaware	3.7
Connecticut	3.7
Maine	5.0
Idaho	5.0
Georgia	4.0
New Hampshire	5.0
Hawaii	3.0
Wyoming	4.5
Louisiana	5.0
Arkansas	4.0
Missouri	4.0
Montana	4.0
North dakota	5.0
Mississippi	4.0
District of Columbia	5.0
Rhode Island	4.0