

Page Tourism Survey 2014-2015



**Prepared for:
City of Page, Tourism Department**

**Prepared by:
Arizona Hospitality Research & Resource Center
W.A. Franke College of Business
Northern Arizona University**

Acknowledgements

The authors would like to recognize all the people who helped to make this study possible. First, thanks go to the City of Page, for advocating tourism research to inform its marketing and promotion efforts. In particular, we want to thank Lee McMichael, Tourism Director for the City of Page, who spearheaded this project with local partners. He energized the local tourism community to understand the importance of the project and to support it. Without the participation of the Page tourism community, this critical market research project would not have been possible.

We want to acknowledge the help of many other individuals in the Page tourism community who were key to the successful collection of surveys for this project, including:

- Page Lake Powell Visitor Center – Mark Law
- Antelope Canyon Tours – Ryan Redshirt
- Colorado River Discovery – Korey Siler
- The Bears Den – Bubba Ketchersid
- Days Inn – Traci Varner
- Red Rock Inn B & B – Janelle Hibbs
- Page-Lake Powell Resort – Hotel/Boat Tour – Robin Marquis

The dedicated staff at these locations contacted visitors, asked them to complete the survey, and collected responses. It was through their efforts that this project achieved the sample sizes needed.

Finally, we extend a special thank you to all those who visited Page and agreed to share information about their experiences. Without their willingness to participate in the survey process, this report simply would not have been possible.

The AHRRC Team:

Cheryl Cothran, Ph.D., Director

Thomas Combrink, M.S., Senior Research Specialist

Melinda Bradford, B.S., Research Specialist

Executive Summary

The City of Page and Lake Powell are Arizona destinations that attract a unique visitor population. In 2014 the City of Page Tourism Commission contracted with the Arizona Hospitality Research and Resource Center (AHRRC) at Northern Arizona University to conduct a Visitor Survey to gather up-to-date visitor information since it had been many years since a visitor survey was completed in the community.

The 2014 survey was carried out over a period of 12 months, from March 2014 through February 2015, and produced a total of 1,065 completed surveys. The portrait of the typical visitor to Page is an out-of-state or international leisure visitor, who is visiting the area for the first time. They travel with family, by automobile; they most-often learned about Page online or on websites before the trip. The City of Page is not the primary destination for most visitor parties, but one of many stops on a longer trip that includes the Grand Canyon and other national parks in the Grand Circle. The most popular activities are dining, shopping, visiting museums, photography, hiking, and taking tours of the slot canyons or boat trips on Lake Powell or the Colorado River.

Visitor Characteristics:

- Half of visitors were from out-of-state (51%), 44% were international visitors; only one in 20 (5%) was an Arizona residents.
- Out-of-state domestic visitors were led by California, Arizona, Texas, Utah, Illinois, and Colorado.
- Most Arizona residents were from Maricopa County (55%), especially Phoenix, Sun City, Chandler and Mesa; about one in 10 (11%) was from the Tucson area; the remaining third (34%) were spread throughout the state; in all, 26 communities were in the sample.
- Two of every five visitors (44%) were internationals, led by those from Germany, Canada, Italy, the United Kingdom, and France. In all, 38 countries were captured in the sample.
- The vast majority (79%) were first-time visitors to Page; the rest (21%) were repeat visitors.
- Two-thirds of visitors (62%) traveled with family members; another 17% traveled in groups of family and friends.
- Average party size was three persons, with median of two persons; a small percentage of parties (11%) traveled with children under 18 years.
- Three-fourths were overnight visitors (72%) while one-fourth (28%) were day visitors.
- Average overnight length-of-stay in Page was 2.2 days.
- The vast majority of visitors traveled by automobile, either rental cars (53%) or private vehicles (37%).
- The top source of travel information was the internet/online used by half of visitors (50%), followed by word-of-mouth (26%), while a small percentage had visited before (16%).
- By far, the top reason for the visit was leisure (80%).
- For the vast majority (77%) the visit to Page was *not* the primary destination of their trip; for the remainder (23%) the visit was one stop on a longer trip.
- The main destinations for those passing through were Grand Canyon National Park, Los Angeles, Las Vegas, and San Francisco.
- Virtually everyone stayed in paid lodging – motel/hotel (60%), B & B (25%), or campground/RV (12%). Nine of 10 visitor parties (91%) said it was not difficult to find lodging.

- To gain insight into the most popular visitor activities, options were divided into four categories:
 - *Local venues:* Dining (64%), Page Lake Powell Visitor Center (41%), John Wesley Powell Museum (39%), Shopping (27%), and Native American arts and jewelry (18%).
 - *Outdoor Recreation:* Hiking (47%), Photography (44%), Slot Canyon tours (41%), Colorado River smooth-water rafting (27%), and Lake Powell boat tours (19%).
 - *Public Lands:* Grand Canyon National Park (68%), Glen Canyon National Recreation Area (55%), Bryce Canyon National Park (48%), Zion National Park (47%), and Horseshoe Bend (44%).
- Only a small percentage of visitor parties were in Page for a special event (7%); the vast majority (93%) were not attending a special event.
- Average per-party per-day spending was \$442.

Visitor Satisfaction:

- Visitor satisfaction was quite high – 8.5 out of a possible 10.

Demographics:

- Average visitor age was 47 years, slightly older than the 43.9 years of Arizona visitors generally in 2013 (Source: Arizona Office of Tourism, *2013 Arizona Domestic Overnight Visitors by Region*, by Tourism Economics and Longwoods International).
- Slightly more males were represented in the sample (53%) than were females (47%).
- Average annual household income was quite high at \$102,000, considerably higher than the 2013 average for Arizona visitors of \$67,000 (Source: Arizona Office of Tourism, *2013 Arizona Domestic Overnight Visitors by Region*, by Tourism Economics and Longwoods International).

Economic Impact:

- Approximately \$235 million of regional purchases were made by out-of-region visitors, contributing to a total economic impact of \$259.5 million for Coconino County.
- This economic activity supported some 2,874 full-time equivalent (FTE) jobs.

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Page Visitor Study

Introduction

The City of Page, Arizona is one of the youngest communities in the United States, having been established in 1957 as a housing camp for workers building Glen Canyon Dam. Since then it has grown into a major tourism destination focused on Glen Canyon National Recreation Area, Antelope Canyon, the Navajo reservation, and the many other national parks, monuments, and public lands in northern Arizona and the region, more commonly known as the Grand Circle.

The City of Page Tourism department, the city's primary source of tourism marketing and promotion, wanted to study visitors to Page and re-confirm target markets. The City of Page has been proactive in conducting research and collecting tourism data on visitors to Page. Thus, the Tourism Commission contracted with the Arizona Hospitality Research & Resource Center (AHRRC), in the W.A. Franke College of Business at Northern Arizona University, to conduct a year-long study of visitors. This project ran from March 2014 through February 2015, with a goal of providing meaningful market research on visitors that would assist the City of Page and the local tourism community with future marketing, promotion, and product development.

Methods

The research methods used in this study are described in this section. This was a 12-month survey of visitors to Page, and the length of time taken for this study is one of its greatest strengths. Visitor surveys can be conducted over a short time, for a period of weeks, or at a single special event (e.g., fair or festival). However, such brief glimpses of visitors are insufficient to provide the detailed, cross-sectional and seasonal data needed for a thorough analysis. It was, therefore, recommended that the City of Page collect surveys over an entire year to provide comprehensive, seasonal data, and to account for variations in length-of-stay, travel patterns, and types of visitors. The survey schedule was set up to begin collections in March 2014 and was completed in February 2015.

One goal was to collect visitor data that would be comparable to that collected in other northern Arizona communities; thus, the survey instrument (Appendix A – two pages in length) was created consisting of standardized questions asked of visitors to all sites. Standardized questions included: visitor origins and party size; length-of-stay; prior visits and frequency of visits; primary reasons for the visit; information sources used; modes of transportation; quality of the experience; expenditure categories; and, demographics (age, gender, income, education).

All the surveys for the City of Page study were completed as paper survey questionnaires by visitors while in the Page area at the various survey sites. A sampling plan and survey schedule were created to guide survey locations in collections. Initially, staff at survey sites were instructed in how to hand out surveys in a randomized fashion during at least one week out of each month, including both weekdays and weekends, in order to obtain representative samples. All sites were also provided with a sampling plan and prescribed distribution schedule with target numbers to collect each month. All completed surveys were returned to the AHRRC for automated data processing and analysis. Once the data were collected, the surveys were analyzed using SPSS™ software.

Sample Description

The sample described in this report consists of 1,065 surveys completed by visitors to the Page area. The surveys were distributed across the community at a variety of tourism businesses and attractions. The Page Lake Powell Visitor Center (27.1%) and Antelope Canyon Tours (21.1%) collected the most surveys. These sites were closely followed by Colorado River Discovery (18.5%), and The Bears Den B&B (16.9%). Other sites that contributed to the survey were the Days Inn (9.6%), the Red Rock B&B (3.5%) and the Page Lake Powell Resort – Boat Rentals (2.5%) and the Hotel/Boat tour (0.8%). The list of collection locations and numbers of surveys collected are shown in Table 1.

Table 1. At which Page tourism business did you receive this survey?

	Count	Percent (%)
Page Lake Powell Visitor Center	289	27.1%
Antelope Canyon Tours	225	21.1%
Colorado River Discovery	197	18.5%
The Bears Den B & B	180	16.9%
Days Inn	102	9.6%
Red Rock Inn B & B	37	3.5%
Page-Lake Powell Resort - Boat Rentals	27	2.5%
Page-Lake Powell Resort - Hotel/Boat Tour	8	0.8%
Total	1,065	100.0%

A target of 1,500 surveys was established to be distributed by the survey sites. The 1,065 returned surveys yields a response rate of 71%, which is well above industry standards for this type of survey. The margin of error for the total sample is +/- 5.7% with a 95% confidence level. The total number of surveys received for the Page survey is adequate to describe tourist activity accurately during the time of the survey. The remainder of this report presents data from the 1,065 surveys of visitors to the Page area during the study period.

Survey collections by month in the Page area are shown in Table 2. The sampling plan weighted survey collections so that the largest number of surveys was collected during the high season for tourism, Summer, and the fewest surveys were collected during the slower Winter months. The largest collections were in May, June, July, August, and September traditionally the busiest time in Page. The least number of surveys were collected during the winter months of November, December, January, and February. See Table 2.

Table 2. Page monthly data collections

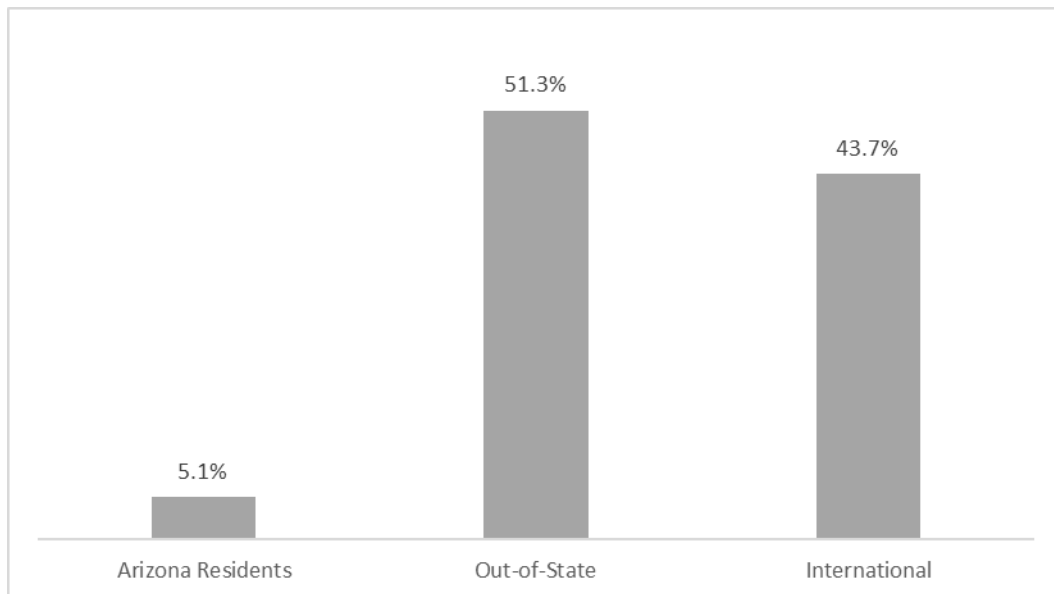
	Count	Percent (%)
March - 2014	86	8.1%
April - 2014	89	8.4%
May - 2014	111	10.4%
June - 2014	145	13.6%
July - 2014	186	17.5%
August - 2014	127	11.9%
September - 2014	132	12.4%
October - 2014	93	8.7%
November - 2014	35	3.3%
December -2014	18	1.7%
January - 2015	35	3.3%
February - 2015	8	0.8%
Total	1,065	100.0%

Survey Results

Origin of visitors to Page

Where do visitors come from to visit Page? Responses were dominated by out-of-state and international visitors. Out-of-state domestic visitors accounted for slightly more than half of the sample (51.3%), while international visitors were a close second, representing more than two-fifths of the sample (43.7%). Only one in 20 visitors to Page were Arizona residents (5.1%). It should be stated that for reasons of cost and simplicity, the survey instrument was not offered in every language, but in English only, and it was also rarely possible to intercept tour bus visitors. Nevertheless, international visitors constituted an extremely high percentage of visitors to Page. It is also possible that Arizona residents were underrepresented in the survey as few surveys were obtained at the Glen Canyon National Recreation Area and lakeshore which attracts Arizona boaters and watersport enthusiasts. See Figure 1.

Figure 1. Origin of visitors to Page



Origin of domestic visitors to Page

California dominated all other U.S. states as the source of the most domestic visitors (19%) to Page. Other states that sent large numbers of visitors included: Arizona (10%), Texas (7%), Utah (5%), Illinois (5%), and Colorado (4%). This set of states is typical of visitors to Arizona generally and is consistent with origins data for Northern Arizona. In all, the top 10 states account for 62 percent of all domestic visitors. In total, visitors from 46 states were found in the survey results. See Table 3.

Table 3. Top ten states of origin of domestic visitors to Page

	Count	Percent (%)
California	111	18.7%
Arizona	59	9.9%
Texas	39	6.6%
Utah	28	4.7%
Illinois	27	4.6%
Colorado	25	4.2%
Florida	24	4.0%
New York	20	3.4%
Ohio	18	3.0%
Washington	17	2.9%
Top ten states	368	62.0%

Origin of Arizona visitors to Page

Maricopa County communities combined provided more than half of all in-state visitors to Page (55.4%), especially the communities of Phoenix (17%), Sun City (7%) and Mesa (3%). A smaller cohort of visitors came from Pima County, specifically Tucson (7%). Flagstaff contributed 10 percent, while Prescott Valley in Central Arizona contributed four percent, along with Payson at 7 percent. These top cities accounted for nearly three-quarters (72%) of in-state visitors. See the results in Table 4; the total list of in-state origins is in Appendix J.

Table 4. Top Arizona cities of origin of visitors to Page

	Count	Percent (%)
Phoenix	10	17.2%
Flagstaff	6	10.3%
Tucson	4	6.9%
Sun City	4	6.9%
Payson	4	6.9%
Chandler	4	6.9%
Prescott Valley	2	3.4%
Mesa	2	3.4%
Cottonwood	2	3.4%
Green Valley	2	3.4%
Greenhaven	2	3.4%
Top Arizona cities	40	68.7%

Origin of International visitors to Page

International visitors accounted for an astounding two-fifths (43%) of the Page sample (438 visitors). Germany (16%) led the list of international visitors to Page, followed by Canada (13%), Italy (12%) and the United Kingdom (11%). Together these four countries account for half of all international visitors to Page. Switzerland (8%) provided the next largest visitor volume followed by the Netherlands (5%). While these are very typical visitor origins for Arizona tourism generally, it should be stated that it was beyond the scope and cost of this survey to translate the survey instrument into all languages. This sample may, therefore, not be totally representative of all international visitors to Page; nevertheless, 38 countries were represented in the sample. All origins for international visitors are listed in Table 5.

Table 5. Origin of International visitors to Page

	Count	Percent (%)
Germany	71	16.2%
Canada	58	13.2%
Italy	52	11.9%
United Kingdom	47	10.7%
France	45	10.3%
Switzerland	33	7.5%
The Netherlands	21	4.8%
Belgium	20	4.6%
China	16	3.6%
Australia	14	3.2%
Spain	10	2.3%
Czech Republic	7	1.6%
Japan	6	1.4%
Thailand	4	0.9%
Finland	4	0.9%
South Korea	3	0.7%
India	3	0.7%
Philippines	2	0.5%
Israel	2	0.5%

	Count	Percent (%)
Hong Kong	2	0.5%
Denmark	2	0.5%
Uganda	1	0.2%
Taiwan	1	0.2%
Sweden	1	0.2%
South Africa	1	0.2%
Slovakia	1	0.2%
Serbia & Montenegro	1	0.2%
Serbia	1	0.2%
Russia	1	0.2%
Poland	1	0.2%
Norway	1	0.2%
Martinique	1	0.2%
Ireland	1	0.2%
France/Sweden	1	0.2%
Brazil	1	0.2%
Austria	1	0.2%
Argentina	1	0.2%
Total	438	100.0%

Is this your first trip to Page?

The sample was dominated by first time visitors to the Page area (79%), accounting for four-fifths of the sample; the remaining one-fifth were repeat visitors (21%). A follow-up question asked repeat visitors how many times they had visited Page in the past year; the average was two (1.8) visits during that time, and the median was one. Since this percentage of returning visitors is far higher than the in-state sample (6%), it suggests that residents in this border region of southern Utah, Arizona and Colorado area return to Page to visit the many national parks and outdoor recreation sites in the area. The largest groups of repeat visitors were from Arizona, California and Colorado. See Table 6.

Table 6. Is this your first trip to Page?

	Count	Percent (%)
Yes	832	79.2%
No	218	20.8%
Total	1,050	100.0%
	Mean	Median
If no, how many times have you visited in the past year?	1.8	1.0

Who is traveling with you on this trip?

What was the composition of visitor parties to Page? Those traveling as family groups accounted for the largest percentage of visitor parties by far (62%); they were followed by those traveling in parties of family and friends (17%), those who traveled with friends only (15%), and those who traveled alone (4%). A small number traveled with business associates (1%) or on tour groups (1%). See Table 7.

Table 7. Who is traveling with you on this trip?

	Count	Percent (%)
Family only	596	62.1%
Family and Friends	163	17.0%
Friends only	147	15.3%
Nobody, traveling alone	37	3.9%
Business Associates	8	0.8%
Organized group	8	0.8%
Total	959	100.0%

How many people are traveling with you on this trip?

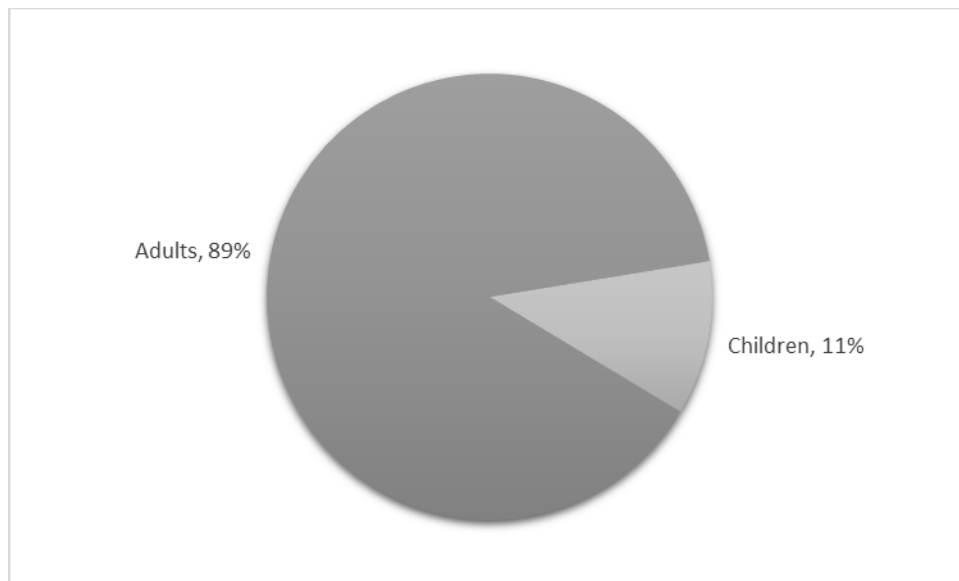
The average visitor party to Page consisted of three (3.3) people, while the median party size was two persons. Large visitor parties of more than nine people accounted for 2% of the sample. These large parties were all associated with family and friends groups, in which the average party size was six persons. Children were found in 11 percent of all visitor parties; those with children in the party averaged one child (median of one child).

The average numbers of men, women, and children in each party were 1.5, 1.5, and 1.1, respectively; the medians were one each, with the exception of children where it was zero. See Table 8.

Table 8. How many people are traveling with you on this trip?

	Mean	Median	Number
Number of women	1.5	1.0	896
Number of men	1.5	1.0	842
Number of children under 18 years of age?	1.1	1.0	197

Figure 2. Party Composition



How long do you plan to spend in Page?

Based on the sample, three-fourths of visitors to Page (72%) were overnight visitors, while 28% were day visitors. On average, overnight visitors spent two days (2.2), in Page, which is slightly less than the average overnight length-of-stay for Arizona visitors generally of 3.8 days in 2013 (Source: Arizona Office of Tourism, *2013 Arizona Domestic Overnight Visitors*, Tourism Economics and Longwoods International). See Table 9.

Table 9. Visitor breakdown – day or overnight visitors

	Count	Percent (%)
An overnight trip	653	71.8%
A day trip only	256	28.2%
Total	909	100.0%

What type of transportation did you use to visit Page?

The vast majority of visitor parties arrived by automobile, with more than half in rental cars (53%), representing an unusually large percentage of rental vehicles indicative of large numbers of out-of-state and international visitors. One-third of parties arrived in private vehicles (37%), followed by RV/Campers (7%). Very small percentages of respondents used other types of transport; see findings in Table 10 and the complete list of other transport in Appendix E.

Table 10. What type of transportation did you use to visit Page?

	Count	Percent (%)
Rental car	550	53.0%
Private auto	379	36.5%
RV or Camper	72	6.9%
Tour bus	17	1.6%
Other transport	7	0.7%
Air service	7	0.7%
Motorcycle	5	0.5%
Total	1,037	100.0%

How did you hear about Page?

How do people most often hear about Page as a visitor destination? Many forms of advertising and sources of information are available to potential visitors, and respondents were able to choose more than one response on the survey. Overall, online/websites were the most dominant information source used by half the sample (50%), followed by word-of-mouth referrals used by one-fourth (26%), prior visits to Page (16%), and other sources (15%). Much smaller percentages of visitors heard about Page from sources which included: magazines (7%), social networking sites (4%), TV (2%), newspapers (1%), and radio (0.1%). See findings for this question in Table 11 and “Other” ways they heard about Page in Table 12, both of which are in Appendix B.

Table 11. How did you learn about Page?

	Count	Percent (%)
Online/Website	521	50.0%
Word-of-mouth	272	26.1%
Been here before	165	15.8%
Other	155	14.9%
Magazine	72	6.9%
Social Networking Sites	36	3.5%
TV	22	2.1%
Newspaper	9	0.9%
Radio	1	0.1%

*Does not add up to 100% because of multiple responses.

A substantial percentage of total respondents (15%) said they heard about Page in a way other than those listed. As shown in Table 12, these included various guide books, such as Frommer's etc., recommendations from family and friends about Page and Lake Powell, trip advisors, maps and satellite navigation, and information from tour operators. These categories account for 80 percent of all responses.

Table 12. How did you learn about Page? – Other Ways

	Count	Percent (%)
Guide Books various	42	37.8%
Family/Friends/Word-of-mouth	41	36.9%
Trip Advisors	11	9.9%
Maps/satellite navigation	11	9.9%
Tour Operators	6	5.4%
Percent of total	111	79.9%

What is the primary purpose of your current trip to Page?

A vast majority or four-fifths of all visitors (80%) came to Page for vacation or leisure purposes. After vacation/leisure, the next most important trip purpose was just passing through the town on the way to somewhere else (15%). Four percent of visitors came for other purposes, which were not enumerated. Remaining trip purposes included business-conference visits (1%), as well as a small percentage of respondents (0.4%) who indicated that they were staying in a second home or residence in Page. See Table 13.

Table 13. What is the primary purpose of your current visit to Page?

	Count	Percent (%)
Vacation or leisure	818	79.5%
Just passing through	153	14.9%
Other purpose	41	4.0%
Business-conference	13	1.3%
Stay in second home or residence	4	0.4%
Total	1,029	100.0%

Visitors who indicated they were visiting for business or conferences, were asked to write in the specific business or conference meeting. The list in Table 14 comprises responses to this question, not all are identifiable meetings or business visits. See Table 14 and Appendix D.

Table 14. Business or Conference name

	Count	Percent (%)
Antelope Canyon	8	22.9%
Colorado River Discovery Rafting	6	17.1%
Work, SERVPRO	1	2.9%
Work and sell in Page	1	2.9%
Visit Lake Powell & River	1	2.9%
Tour of Grand Canyon	1	2.9%
Tour	1	2.9%
This tour	1	2.9%
Sightseeing	1	2.9%
Press trip	1	2.9%
Photography	1	2.9%
Needed to fix a tire	1	2.9%
Journalism	1	2.9%
Houseboat trip w/friends	1	2.9%
Home	1	2.9%
Hiking	1	2.9%
Grand Canyon	1	2.9%
Glen Canyon Dam & Rafting Trip	1	2.9%
Fun	1	2.9%
Fill a prescription	1	2.9%
Bungee Jump Navajo Bridge	1	2.9%
Boating, Hiking, Photo Taking	1	2.9%
2-3 Day Stay	1	2.9%
Total	35	100.0%

Is Page the primary destination of your trip?

More than three-fourths of respondents (77%) indicated that Page was *not* the main destination of their trip but was one stop on a longer trip. The remainder (23%) said the visit to Page was the primary destination of their trip. See Table 15.

Table 15. Is Page the primary destination of your trip?

	Count	Percent (%)
Yes	240	23.0%
No	802	77.0%
Total	1,042	100.0%

If not, what location is the primary destination of your trip?

For those whose primary destination was someplace other than Page, the largest number were headed for Grand Canyon National Park (16%). The Grand Canyon was followed by Los Angeles and Las Vegas (at 4.1% each), and a number of other destinations both in Arizona, California, Utah and the Grand Circle/Four Corners Area. See Table 16 for the top primary destinations other than Page; the complete list is in Appendix C.

Table 16. If not, what location is the primary destination of your trip?

	Count	Percent (%)
Grand Canyon National Park	102	15.7%
Los Angeles, CA	27	4.1%
Las Vegas, NV	27	4.1%
San Francisco, CA	23	3.5%
Zion National Park	14	2.2%
Round Trip	22	2.2%
Sedona	12	1.8%
Phoenix	10	1.5%
Kanab, UT	9	1.4%
National Parks	6	0.9%
Monument Valley Tribal Park	6	0.9%
	258	38.3%

If you are staying in Page, what type of lodging are you using?

The majority of visitors (59.7%) stayed in either a hotel or a motel while in Page. A smaller, but significant percentage stayed in Bed & Breakfasts (25%), campgrounds or RV parks (12%), other lodging (4%), and in the homes of friends or family (1.6%). A small portion of Page overnight visitors indicated that they stayed in second/vacation homes (0.2%) or timeshare properties (0.3%). The majority of other accommodations consisted of home vacation rentals, such as VRBO.com, camping at the lake etc. See Table 17. Other accommodations are listed in Appendix F.

Table 17. If you are staying in Page, what type of lodging are you using?

	Count	Percent (%)
Hotel/Motel	515	59.7%
Bed & Breakfast	217	25.1%
Campground/RV Park	107	12.4%
Other lodging	32	3.7%
Home of Friends/Family	14	1.6%
Timeshare Property	3	0.3%
Second/Vacation Home	2	0.2%

*Does not add up to 100% because of multiple responses.

Was it difficult to find available lodging?

A perception exists in the community that it is difficult to find lodging in Page during the busy summer season, thus visitors were asked this question. One in 9 respondents (9%) indicated they did have difficulty finding lodging, while 91 percent indicated no difficulty in finding lodging. These results indicate that visitors do not necessarily perceive a problem with the amount of lodging available. See Table 18.

Table 18. Was it difficult to find available lodging?

	Count	Percent (%)
Yes	55	8.6%
No	581	91.4%
Total	636	100.0%

Attractions and Activities you participated in while on your visit to Page

Visitors to Page were asked about the attractions they visited and the activities they participated in during their visit. To assist the visitor and for ease of analysis, these Page attractions and activities were grouped into four discreet categories: (1) local venues, many of which are unique and within the City of Page; (2) Arts/Culture/Science/History, or activities that take place at museums, etc.; (3) Outdoor Recreation, activities that include hiking, biking, mountain biking, etc.; and, (4) Public Lands, such as visiting national and state parks, national forests, and Bureau of Land Management areas, etc.

Local Venues

The first grouping, local venues, includes many leisure opportunities available in Page. Of these, dining (64%) was the chief activity in which visitors engaged, as it is in many visitor surveys. Two-fifths of respondents said they visited the Page Lake Powell Visitor Center (41%), while two-fifths visited the John Wesley Powell Museum (39%), located in the Visitor Center. A further one-fourth (27%) of the sample indicated that they engaged in shopping, which was followed, more specifically, by Native American art & jewelry venues (18%). A smaller percentage (6%) visited the Navajo Village Heritage Center, or Native American cultural programs (6%). Finally, about one in 20 visitors (5%) engaged in area nightlife, or took an air tour (5%). See all local venues listed in Table 19. List of special events attended is in Appendix H.

Table 19. Identify Local Venues and attractions you visited in Page

	Count	Percent (%)
Dining out	434	63.5%
Page Lake Powell Visitor Center	281	41.1%
John Wesley Powell Museum	260	38.7%
Shopping	185	27.1%
Native American art & jewelry venues	125	18.3%
Navajo Village Heritage Center	44	6.4%
Native American cultural programs	41	6.0%
Nightlife	35	5.1%
Air Tours	34	5.0%

*Does not add up to 100% because of multiple responses.

Outdoor Recreation Activities

The second grouping of activities, Outdoor Recreation, includes outdoor activities such as hiking, photography, visits to slot canyons, and fishing. Page is well known as an outdoor recreation mecca, offering four-season outdoor recreation opportunities. Hiking or walking on trails around Page (47%) was the most popular activity, participated in by slightly less than half the sample. Photography (44%) was almost as popular as hiking, as were tours of the areas slot canyons (41%). One-fourth of the sample said they participated in smooth-water rafting trips on the Colorado River (27%). Other activities related to the lake included Lake Powell boat tours (19%), boating/house boating (12%), mountain or road biking (3%). Other outdoor activities that received lower levels of interest were, fishing (2%), Grand Canyon whitewater rafting (2%), golfing (2%), rock climbing (2%), and off highway vehicles (OHV) driving (1%). Visitors were allowed to specify any other activities they participated in. These included horseback riding, a Dinosaur Festival in Bigwater, visits to Horseshoe Bend and other slot canyons. See Table 20; the complete list of other activities is in Appendix H.

Table 20. Identify Outdoor Recreation attractions you visited in Page

	Count	Percent (%)
Hiking or walking trails	390	47.3%
Photography	359	43.6%
Slot Canyon tours	341	41.4%
Colorado River smooth water rafting trips	218	26.5%
Lake Powell boat tours	158	19.2%
Boating/house boating	100	12.1%
Any other attraction or activity	81	9.8%
Mountain or road biking	22	2.7%
Grand Canyon whitewater rafting	18	2.2%
Rock climbing	17	2.1%
Fishing	16	1.9%
Golfing	13	1.6%
Off highway vehicles (OHV)	10	1.2%

*Does not add up to 100% because of multiple responses.

Activities on Public Lands

The third grouping of activities, Public Lands, features visits to the publicly managed lands that are near Page, and includes national parks and monuments such as Grand Canyon National Park, Glen Canyon National Recreation Area, Zion and Bryce Canyon National Parks in Utah, and local public land resources.

Grand Canyon National Park (68%) was the most popular of these attractions in the Page Tourism survey, visited by two-thirds of the sample. The importance of Grand Canyon National Park to the tourism industry and the Page economy cannot be underestimated. More than half of the sample (55%) visited the Glen Canyon National Recreation Area, while almost half of all visitors visited Bryce Canyon National Park (48%) or Zion National Park (47%). Almost half of all visitors went to Horseshoe Bend (44%), which is located just south of Page. No other activity on public lands accounted for more than 20 percent of visitors. Visits to Carl Hayden Visitor Center and dam tours were the next most popular at 20 percent of all visitors. Next in importance were visits to Lees Ferry at Marble Canyon (11%), the Grand Staircase-Escalante National Monument in Utah (9%), Rainbow Bridge National Monument (7%), the Vermillion Cliffs National Monument (6%) and the adjoining Paria Canyon - Vermillion Cliffs Wilderness Area (5%). The high levels of visitation to national parks and monuments, and wilderness areas further reinforces the importance of marketing these resources to visitors. Linking them to the City of Page tourism website would be important. The findings for activities on public lands are presented in Table 21.

Table 21. Attractions on public lands you visited around Page

	Count	Percent (%)
Grand Canyon National Park	612	67.8%
Glen Canyon National Recreation Area	493	54.6%
Bryce Canyon National Park	436	48.3%
Zion National Park	421	46.6%
Horseshoe Bend	393	43.5%
Carl Hayden Visitor Center (Dam tours)	181	20.0%
Lee's Ferry	101	11.2%
Grand Staircase-Escalante National Monument	78	8.6%
Rainbow Bridge National Monument	61	6.8%
Vermillion Cliffs National Monument	56	6.2%
Paria Canyon-Vermillion Cliffs Wilderness Area	44	4.9%

*Does not add up to 100% because of multiple responses.

Are you in Page for a particular special event?

Respondents were asked whether they were visiting Page to attend a particular special event. A total of 7 percent of respondents indicated that they were in Page for a specific event. Caution needs to be exercised with this answer, as respondents did not answer this question clearly. Most of the responses referred to activities such as slot canyon tours or river rafting and boat trips, which would not be considered special events in Page. A few respondents, however, indicated that they were in Page for weddings, honeymoons, retreats, and meetings. To get a clearer understanding of those visiting the Page Balloon Festival, for example, would require surveying visitors directly at that event. See Table 22; the complete list of other activities is in Appendix I.

Table 22. Are you in page for a particular event?

	Count	Percent (%)
Yes	70	7.3%
No	889	92.7%
Total	959	100.0%

Please indicate what Page area events you would be interested in attending?

A question was asked to determine visitors' level of interest in attending possible future events and activities in Page. Visitors were most interested in Native American Culture/Dances (38%), followed by geology and history lectures (33%). These were followed by the Balloon Regatta (30%), and Native American Arts/Jewelry Shows (28%), BBQ/Chili Cook-Off competitions (24%), rodeo/roping/bull riding events (24%), a major music festival (21%), and art shows (21%).

All other activities received less than 20 percent of respondent's interest. The remainder of things on the list were events that would be of most interest to those who were local or resided in the area. The 4th of July Festival (15%) is an example of this, followed by car shows/motorcycle events (10%), wakeboarding (9%) and sports tournaments (8%). The remainder of the activities were of less interest, receiving below 7 percent of responses. Gymkhana or equestrian events were the most popular, followed by other events, and fishing tournaments (4% each), which were followed by golf tournaments (3%), OHV competitions and triathlons (2% each). See Table 23, the complete list is in Appendix K.

Table 23. What events would you be interested in attending?

	Count	Percent (%)
Native American Culture/Dances	219	38.4%
Geology & History Lecture Series	189	33.1%
Balloon Regatta	169	29.6%
Native American Arts/Jewelry Shows	160	28.0%
BBQ/Chili Cook-Off	138	24.2%
Rodeo/Roping/Bull riding	138	24.2%
Major Music Festival	122	21.4%
Art Shows	117	20.5%
4th of July Festival	88	15.4%
Car Shows/Motorcycle Events	56	9.8%
Wakeboarding contests	51	8.9%
Sports Tournaments (i.e. baseball, softball)	45	7.9%
Gymkhana or Equestrian Events	25	4.4%
Other Page area events	25	4.4%
Fishing Tournaments	23	4.0%
Golf Tournaments	15	2.6%
OHV Competition	13	2.3%
Triathlons	9	1.6%

*Does not add up to 100% because of multiple responses.

Please estimate your expenditures while in Page

Visitor spending is an important source of income for Page businesses. When considering visitors to Page, the largest average per-party per-day expenditure was for recreation/tour/entrance/permit fee expenditures (\$141). Next in size was, lodging (\$122) followed by restaurant/food and beverages or groceries (\$68). Transportation costs including gasoline (\$43), were followed by “Other” expenditures (\$34) and, shopping-souvenirs (\$33) completed the list. While recreation/tour/entrance/permit fee expenditures were the highest in average amounts, they were not the highest in the percentage of visitors who reported these expenditures; 77% of respondents said they had restaurant and grocery expenditures compared to 68% who had recreation/tour/entrance/permit fee expenditures. Recreation fees was followed in terms of participation by those who had lodging expenditures (66%), and followed by transportation expenditures (64%), shopping-souvenirs (47%), and other expenditures (5%).

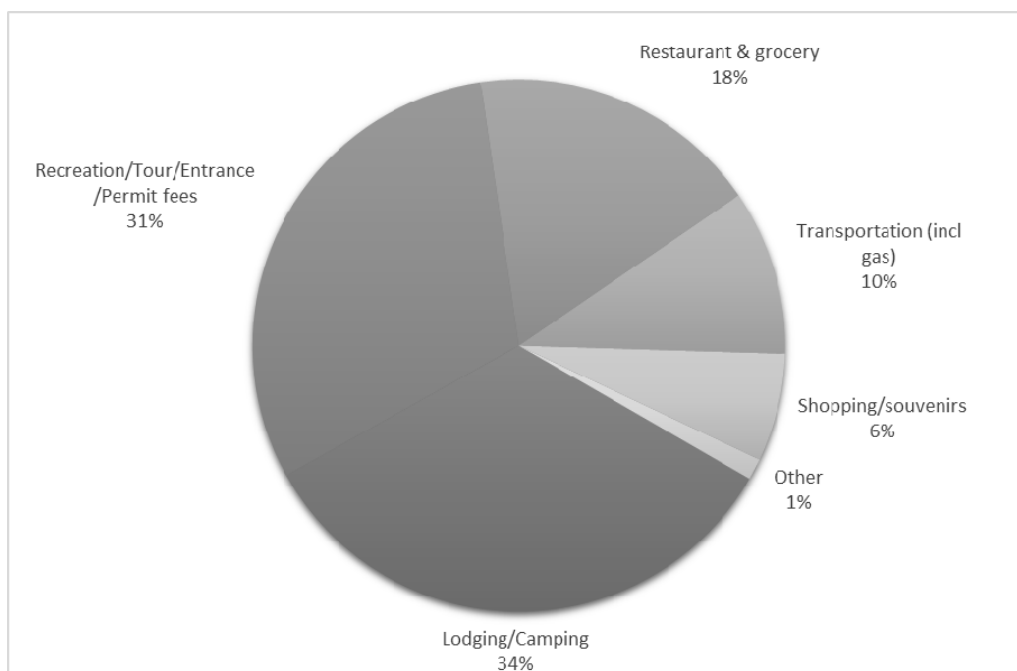
The few respondents who indicated they had “other” expenditures were asked to specify these; most were for gifts and sundries, the complete list is in Appendix G. Based on the totaled mean and median per-party per-day expenditures in each category, **the total average per-party per-day expenditure for visitors to Page was \$442, the median was \$251.** See Table 24.

Table 24. Estimate the amount of money your travel party is spending per day at Page tourism businesses

	Mean	Median
Lodging/Camping	\$122	\$131
Restaurant & grocery	\$68	\$50
Transportation (including gas)	\$43	\$30
Shopping/souvenirs	\$33	\$20
Recreation/Tour/Entrance/Permit fees	\$141	\$20
Other	\$34	\$0

Based on the weighted averages of visitor expenditures, the largest percentage of the tourist dollar was spent on lodging (34%), followed by recreation/tour/entrance/permit fees (31%), restaurant/food and beverage or groceries (18%) and transportation including gas sales (10%), followed by Shopping-souvenirs (6%), and other expenditures (1%). See Figure 3.

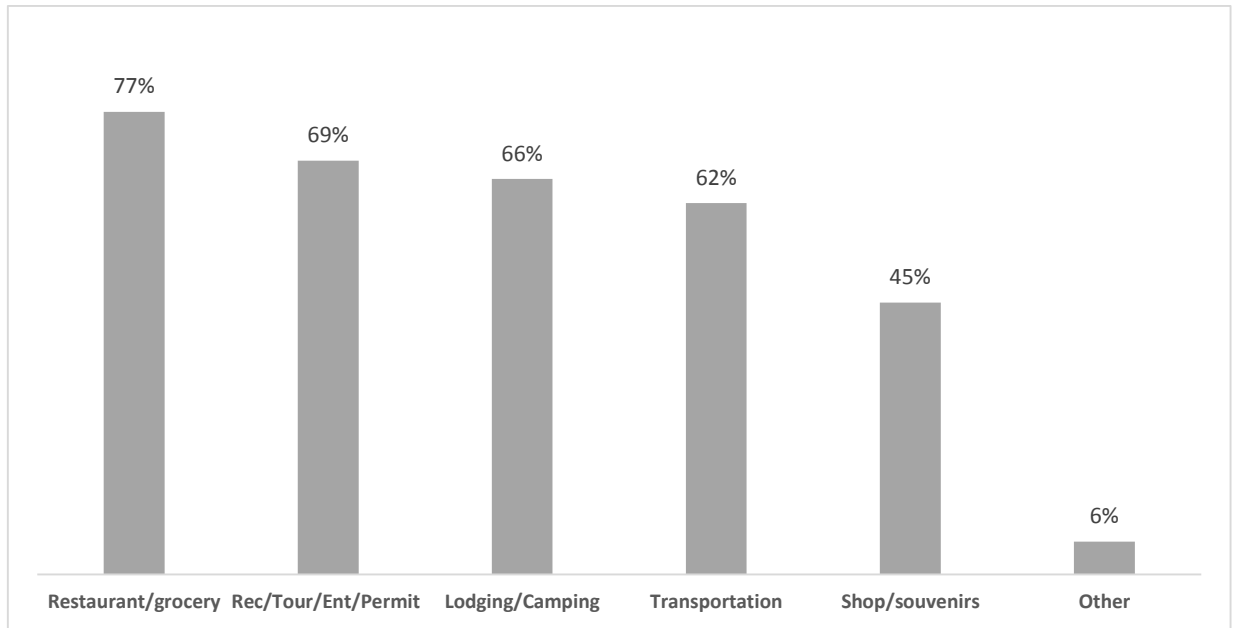
Figure 3: Percentage of visitor dollar spent in Page by category



The largest average expenditure in Page was for restaurant/grocery, 77 percent of the sample had this expenditure. Next was recreation/tour-entrance fees (69%), followed by expenditures for lodging/camping (66%), and; these were followed by transportation (62%). Transport, was followed by shopping (45%) and other expenditures (6%).

Among the 6% of visitors who reported “other” expenditures, the expenditures were mainly for sundries, tips, T-shirts, etc. See Figure 4, and Appendix G.

Figure 4. Percentage of visitors with expenditures by category



Overall how satisfied are you with your visit to Page?

Visitors to Page were very satisfied overall with their visits to Page. The mean overall satisfaction score was 8.5 out of a possible 10. See Table 25.

Table 25. Overall how satisfied are you with your visit to Page?

Scale	1	2	3	4	5	6	7	8	9	10	Mean
Overall satisfaction Rating	0.0%	0.0%	0.4%	0.5%	2.2%	3.5%	11.0%	31.9%	22.8%	27.6%	8.5

1 = Low level of satisfaction

5 = Neither Satisfied nor Dissatisfied

10 = High level of satisfaction

Demographics

Age of visitors

The average age of visitors to Page was 47 years, with a median age of 47 years, both of which are only slightly older than the average age of Arizona visitors generally, which is 43.9 years (Source: Arizona Office of Tourism, *2013 Arizona Domestic Overnight Visitors*, by Tourism Economics and Longwoods International). Table 26 illustrates the age of visitors recoded into ranges, showing that two-fifths (46%) of the survey sample was 45 years of age or younger, with a solid 41 percent between 46 and 65 years. A clear minority (14%) was 66 years or older. See Table 26.

Table 26. Age ranges of Page visitors

	Count	Percent (%)
20 and under	34	3.7%
21 - 25 years	76	8.3%
26 - 30 years	95	10.3%
31 - 35 years	65	7.1%
36 - 40 years	70	7.6%
41 - 45 years	79	8.6%
46 - 50 years	96	10.5%
51 - 55 years	85	9.3%
56 - 60 years	98	10.7%
61 - 65 years	97	10.6%
66 - 70 years	75	8.2%
71 - 75 years	31	3.4%
76 years and older	17	1.9%
Total	918	100.0%

Average age = 46.7 years

Median age = 47.0 years

Gender of visitors

Overall, there were more males in the sample (53%) than females (47%). See Table 27.

Table 27. Gender of Page visitors

	Count	Percent (%)
Male	515	53.1%
Female	455	46.9%
Total	970	100.0%

Did any significant differences exist in visitors' age by gender? No significant differences were found; on average, males (average 46.0 years) were just slightly younger than females (average age 47.5 years). See Table 28.

Table 28. Average ages by gender of Page visitors

	Mean
Male	46.0
Female	47.5

Household Income

Visitors to Page had an average annual household income, derived from mid-points, of \$101,993, which is higher than the state average of \$67,000 for domestic visitors (Source: Arizona Office of Tourism, 2013 *Arizona Domestic Overnight Visitors*, Tourism Economics and Longwoods International). In fact, two of every five visitors (42%) had household incomes in excess of \$100,000 – an income level that would justify higher-end resort properties and other luxury amenities. See Table 29.

Table 29. What category best describes your annual household income before taxes?

	Count	Percent (%)
Less than \$40,000	92	14.9%
\$40,000 - \$59,999	89	14.4%
\$60,000 - \$79,999	93	15.1%
\$80,000 - \$99,999	84	13.6%
\$100,000 - \$119,999	63	10.2%
\$120,000 - \$139,999	33	5.3%
\$140,000 - \$159,999	37	6.0%
\$160,000 - \$179,999	34	5.5%
\$180,000 - \$199,999	22	3.6%
\$200,000+	70	11.3%
Total	617	100.0%

Average HHI derived from mid points = \$101,993

Economic Impact of Tourism on Page & Coconino County

Introduction

In the survey of visitors to Page respondents were asked to detail their regional expenditures in each of the following categories: lodging, restaurant and grocery, transportation (including gas), shopping/souvenirs, recreation/tour/entrance/permit, and miscellaneous other expenditures. Understanding the regional economic impacts of visitors can illustrate the economic importance of tourism and recreational activities to Northern Arizona and can be compared to the impacts of other activities.

Expenditures from Page visitors were entered into the Input-Output model Impact analysis for PLANing (IMPLAN) and economic impacts and multiplier effects were calculated for Coconino County, Arizona. Economic Impact Analysis (EIA) measures the direct and extended effects of expenditures related to a tourist activity by detailing industry response and multiplier effects on many regional economic indicators such as output, income, and employment.

Economic Contribution Methods

Input-Output (I-O) models are an important tool used in assessing the economic impacts of specific activities. The I-O model incorporates transaction tables to keep track of inter-industry sales and purchases, as well as exogenous sectors of final demand such as households, government, and foreign trade. The name, “I-O Model,” is a result of each industrial sector in the model being both a buyer and a seller of inputs and outputs.

The I-O model can be used to conduct economic impact analysis. Economic impact analysis involves applying a final demand change to the economic I-O model, and then analyzing the resulting changes in the economy (IMPLAN Analysis Guide, 2013). Impacts can be one-time impacts, such as the construction of a new factory, or they can be recurring impacts, such as the arrival of a new industry. Often, the impact analysis is concerned with multiplier effects, or the amount of money that is re-circulated through the economy after an initial expenditure.

Visitors were asked to estimate daily trip expenditures in the categories listed above. The visitors are assumed to be concentrated in the Page area which is located in Coconino County, Arizona. Visitors from outside of the region purchased regional lodging, food, transportation, entertainment, etc., and this importation of expenditures represents an influx of “new” expenditures to the region. This analysis does not include respondents who live in Coconino County as they do not represent “new” output to the region because it is assumed that regional residents would have allocated those expenditures to industrial sectors within the county anyway.

Direct, indirect, and induced effects of visitor expenditures were calculated for the Coconino County region. The direct effects of expenditures capture the amount of purchases made by participants in each industrial category. Commodity purchases contributing to direct effects need to be margined to effectively allocate economic impacts. For example, many commodities available in Coconino County were not necessarily manufactured within the county (e.g. gasoline, souvenirs, etc.). By margining commodities, producer and purchaser prices are separated. IMPLAN uses regional purchasing coefficients (RPCs) to estimate gross regional trade flows (gross exports and imports), and incorporates the RPCs into the allocation of direct effects attributable to the defined study area. A regional

purchasing coefficient represents the proportion of the total demands for a given commodity that is supplied by the region to itself (IMPLAN Analysis Guide, 2013).

Indirect effects are a measure of economic activity in other industrial sectors that is spurred by the direct effects. For example, Page area visitors provided an economic boost to local food/beverage and lodging sectors (a direct effect). These hotels and restaurants require a number of inputs from other industries such as utilities, bulk food and beverage ingredients, and equipment. Indirect effects are the increased economic activity in these other industrial sectors caused by additional hotel and restaurant patrons.

Induced effects are an estimate of increased economic activity resulting from wages and income attributed to the direct effects. Staying with the previous example, a portion of wages earned by workers in the food/beverage and lodging sectors are then locally re-spent in other industrial sectors. IMPLAN uses Personal Consumption Expenditures (PCEs) to model induced effects. PCEs provide estimates of consumer expenditures on goods and services by different income classes (IMPLAN Analysis Guide, 2013).

Regional Expenditure Results

For the economic analysis, each survey represents a travel party. Expenditure questions asked respondents to estimate their expenditures for the travel party, i.e., each survey comprised one group or party. To estimate the number of visitors to the Page area a population estimate was developed to use in expanding per-party expenditures to all potential visitors to the area. It is estimated that approximately 2,278,296 people visited the Page area in 2014-2015 (the period of the survey). This estimate is derived from attractions visitation (national parks), lodging supply (hotels and time share properties) as well as average Coconino County occupancy. This population estimate is likely to be an underestimate of visitation as it does not include traffic count data. The researchers, however, prefer to err on the side of conservative population estimates. As discussed previously only out-of-region visitors are included in this analysis. Therefore, only these 2,278,296 out-of-region visitors are included in the economic impact analysis.

Answers from non-local survey respondents were totaled for each expenditure category and were averaged to represent the mean expenditures for each out-of-town visitor. The totals from each expenditure category were entered into the operationalized Input-Output model IMPLAN. Visitor expenditures entered into IMPLAN's Impact Analysis require bridging from survey expenditure categories into IMPLAN industry sectors. Most survey expenditure categories link directly to IMPLAN industry sectors (e.g., "Grocery Store Purchases" directly corresponds with IMPLAN sector #405 "Food and Beverage Stores"). Only one survey expenditure category, "Transportation," was allocated to multiple IMPLAN industrial sectors. Because the "Transportation" survey question asked participants to include gas, oil, and auto expenses, the overall expenditures were allocated to sector #407 "Gasoline Stations" (85%) and to sector #483 "Automotive Repair and Maintenance" (15%).

Visitors to the Page area during the study period comprise both day visitors, those in the area for less than one day and those who are staying overnight, the average length of stay in the Page area was 2.0 nights, which was used to expand the per-day expenditures estimated in the survey. From the survey we know that day visitors comprise 28 percent of all Page visitors, this translates into 637,923 visitors, while overnight visitors account for 72 percent of the sample which translates to 1,640,373 visitors for a total of 2,278,296 visitors. Direct expenditures are estimated for both day visitors Table 30, and for overnight visitors Table 31. Expenditures for both overnight and day visitors are totaled and used as

inputs to the I/O model, Table 32 used in the subsequent economic contribution analysis. The median is used in this estimate, this is a more conservative estimate of central tendency and is less affected by extreme values within the frequency distribution. The median per-person per-day direct expenditure estimates are included in Table 30, below. Per-party per-day expenditures are divided by the average party size for day visitors (2.8 persons), then the population estimate is derived by multiplying the percentage of visitors with expenditures by the visitor population estimate. Finally the visitor population estimate is multiplied by per-person per-day expenditures for the direct expenditure.

**Table 30. Estimate of regional expenditures by day visitors
to Page using median expenditures**

Day Trip Median Expenditures	Per-party per-day median expenditure	Per-person per-day median expenditure	Percentage with expenditures	Visitor estimate	Direct Expenditure
Lodging/Camping					
Restaurant & grocery	\$27.96	\$10.13	28.0%	178,618	\$1,809,000
Transportation (including gas)	\$35.18	\$12.75	20.0%	127,585	\$1,626,000
Shopping/souvenirs	\$21.57	\$7.82	15.0%	95,688	\$748,000
Recreation/Tour/Entrance/Permit fees	\$59.24	\$21.46	30.0%	191,377	\$4,108,000
Other	\$8.58	\$3.11	2.0%	12,758	\$40,000
Total					\$8,331,000

Using the same methods outlined above. First per-party per-day expenditures are divided by the average party size for overnight visitors (2.7 persons) which is slightly smaller than the size of day visitor parties (2.8 persons). Then per-person per-day harmonic mean expenditures are multiplied by the average length of stay, 2 days in this case, so that all expenditures are captured. The population estimates and the percentage of the visitor population with expenditures is much higher than those found in the day visitor calculations. See Table 31.

Table 31. Estimate of regional expenditures by overnight visitors to Page using median expenditures

Overnight Trip Only: Median expenditures	Per-party per-day median expenditure	Per-person per-day median expenditure	Per-person per-trip median expenditure	Percentage with expenditures	Visitor Estimate	Direct Expenditure
Lodging/Camping	\$88.33	\$32.71	\$71.97	66.0%	1,082,646	\$77,921,000
Restaurant & grocery	\$49.83	\$22.86	\$50.29	70.0%	1,148,261	\$57,743,000
Transportation (including gas)	\$24.80	\$11.38	\$25.03	50.1%	821,827	\$20,568,000
Shopping/souvenirs	\$21.98	\$10.08	\$22.18	43.0%	705,360	\$15,646,000
Recreation/Tour/Entrance/Permit fees	\$55.75	\$25.57	\$56.26	57.5%	943,215	\$53,067,000
Other	\$23.27	\$10.67	\$23.48	5.8%	94,485	\$2,219,000
						\$227,164,000

Finally total direct expenditures for day and overnight visitors are combined and used as inputs to the Implan model. See Table 32.

Table 32. Estimate of regional expenditures by all visitors to Page based on median expenditures

Median expenditures	Day	Overnight	Total Expenditure
Lodging/Camping	-	\$77,921,000	\$77,921,000
Restaurant & grocery	\$1,809,000	\$57,743,000	\$59,552,000
Transportation (including gas)	\$1,626,000	\$20,568,000	\$22,194,000
Shopping/souvenirs	\$748,000	\$15,646,000	\$16,394,000
Recreation/Tour/Entrance/Permit fees	\$4,108,000	\$53,067,000	\$57,175,000
Other	\$40,000	\$2,219,000	\$2,259,000
Total	\$8,331,000	227,164,000	\$235,495,000

Regional Economic Impact Analysis Results

The total number of out-of-region visitors to the Page area in the study period was 2,278,296 visitors. These visitors were responsible for some \$235 million of expenditures in Coconino County, AZ, with an average regional expenditure of \$103 per person. Expenditures recorded for each industrial category were entered into IMPLAN's impact analysis. Total direct effects are automatically reduced by the effects of leakage, which are incorporated in the model.

Table 33 shows the direct, indirect, and induced effects of regional expenditures made by non-local visitors. Type SAM multipliers are presented for each of the economic impact categories. Type SAM multipliers are similar to Type III multipliers in that they represent the ratio of total effects to direct effects and include indirect and induced effects. They are also similar in incorporating employment-based Personal Consumption Expenditures (PCEs) to model overall induced effects. IMPLAN's Type SAM multipliers differ from traditional multipliers because IMPLAN uses all social accounting matrix information to generate a model that captures the inter-institutional transfers (IMPLAN Analysis Guide, 2012).

**Table 33. Impact and multipliers of \$235 million
of regional expenditures by Page area visitors**

Economic Impact	Direct Effects	Indirect Effects	Induced Effects	Type SAM Multipliers	Total
Total Output	\$196,358,000	\$30,138,000	\$33,012,000	1.32	\$259,508,000
Total Employment (FTE jobs)	2,226.6	314.9	332.5	1.29	2,874
Total Labor Income	\$60,365,000	\$9,263,000	\$11,529,000	1.34	\$81,156,000
State and Local	\$16,793,000	\$1,348,000	\$2,039,000		\$20,180,000
Federal	\$13,145,000	\$1,755,000	\$2,254,000		\$17,154,000

If regional expenditures are substantial, increased tax revenues will be generated. These tax revenues can also be substantial, particularly in tourism and service-oriented industries, where additional tax collections occur. As seen in Table 33, visitors to the Page area spurred an additional \$37.3 million of tax revenue for Coconino County. Much of this money is re-invested into infrastructure and community needs that further support tourism and recreation industries.

The majority of tax revenue coming from the Page area visitors is the result of sales tax paid to restaurants, hotels, and retail stores. Other fee and excise taxes are common in sectors such as car rentals and lodging industries.

Discussion

In 2014 visitors to the Page area injected significant output to regional businesses in the Page area and Coconino County. Approximately \$235 million of regional purchases were made by out-of-region visitors, contributing to a total economic impact of \$259.5 million for Coconino County. This economic activity supported some 2,874 full-time equivalent (FTE) jobs. The regional economic impact of visitors to Page is substantial, and significantly contributes to the greater regional economy.

Appendix A: Survey Questionnaire

PAGE AND LAKE POWELL VISITOR STUDY

Hello! Welcome to Page and the Lake Powell area. We appreciate your time in contributing to our visitor survey. Please complete and return it to the surveyor. Your responses will be held in the strictest confidence and results will be analyzed so your answers on any single question can't be identified.

Please indicate the current month: ☐ January ☐ March ☐ May ☐ July ☐ September ☐ November
☐ February ☐ April ☐ June ☐ August ☐ October ☐ December

1. How did you hear about Page/Lake Powell? Mark all that apply.

☐ Newspaper ☐ Radio ☐ Online/Website ☐ Word-of-mouth
☐ Magazine ☐ TV ☐ Social Networking Sites ☐ Been here before ☐ Other, list:

2. Is Page/Lake Powell the primary destination of your trip?

☐ Yes
☐ No If not, what location is the primary destination of your trip?

3. Is this your first trip to Page/Lake Powell

☐ Yes
☐ No If not, how many times have you visited in the past year?

4. Indicate the primary purpose of your current visit to Page/Lake Powell. Mark only one.

☐ Just Passing Through ☐ Business/Conference Provide meeting name or business sector:
☐ Stay in Second Home/Residence ☐ Other
☐ Vacation/Leisure

5. Indicate the item that best describes your primary mode of transportation. Mark only one.

☐ Private auto ☐ RV/Camper ☐ Tour bus ☐ Shuttle Co./Greyhound Bus ☐ Other, define:
☐ Rental car ☐ Motorcycle ☐ Air Service ☐ Train/Amtrak

6. Is this trip to Page/Lake Powell

☐ A day trip only
☐ An overnight trip How many nights? Was it difficult to find available lodging? ☐ Yes ☐ No

7. If staying overnight in Page, what type of lodging are you using? Mark all that apply.

☐ Hotel/Motel ☐ Campground/RV Park ☐ Other, define:
☐ Bed & Breakfast ☐ Second/Vacation Home
☐ Timeshare Property ☐ Home of Friends/Family

8. If your permanent residence is in the U.S. please write in your 5-digit ZIP-CODE

If you are not from the U.S. please list your Country of Origin:

9. Please estimate as closely as possible the amount of money your travel party is spending per DAY in PAGE for the following categories in U.S. dollars with NO decimal places. (Example 92 not 92.00)

Please tell us the number of people these expenses cover.

Lodging/camping \$
 Restaurant & grocery \$
 Transportation (incl gas) \$
 Shopping/souvenirs \$

Recreation/Tour/
Entrance /Permit fees \$
 Other \$

Define Other:

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10. Tell us which of the following attractions/activities you have or will visit/participate in during this visit to Page/Lake Powell. (Mark all that apply)

Public Lands:

- ☐ Bryce Canyon National Park
- ☐ Lake Powell
 - ☐ Carl Hayden Visitor Center (Dam tours)
 - ☐ Lees Ferry
 - ☐ Horseshoe Bend
- ☐ Grand Canyon National Park
- ☐ Grand Staircase-Escalante National Monument
- ☐ Paria Canyon-Vermillion Cliffs Wilderness Area
- ☐ Rainbow Bridge National Monument
- ☐ Vermilion Cliffs National Monument
- ☐ Zion National Park

Local Venues:

- ☐ Air Tours
- ☐ Dining out
- ☐ John Wesley Powell Museum
 - ☐ Page Lake Powell Visitor Center
- ☐ Native American art & jewelry venues
- ☐ Native American cultural programs
- ☐ Navajo Village Heritage Center
- ☐ Nightlife
- ☐ Shopping

Outdoor Recreation:

- ☐ Boating/houseboating
- ☐ Colorado River smooth water raft trips
- ☐ Fishing
- ☐ Grand Canyon whitewater rafting
- ☐ Golfing
- ☐ Hiking or walking trails
- ☐ Lake Powell boat tours
- ☐ Mountain or road biking
- ☐ Off highway vehicles (OHV)
- ☐ Photography
- ☐ Rock climbing
- ☐ Slot canyon tours

☐ Any Other, specify:

11. Are you in Page for a particular event?

☐ No ☐ YesIf Yes, what is the name of the event?

12. Please mark all Page area events you would be interested in attending:

- | | | |
|---|--|--|
| <input type="radio"/> Art Shows | <input type="radio"/> Geology & History Lecture Series | <input type="radio"/> OHV Competition |
| <input type="radio"/> Balloon Regatta | <input type="radio"/> Golf Tournaments | <input type="radio"/> Rodeo/Roping/Bull riding |
| <input type="radio"/> BBQ/Chili Cook-Off | <input type="radio"/> Gymkhana or Equestrian events | <input type="radio"/> Sports Tournaments (i.e. baseball, softball) |
| <input type="radio"/> Car Shows/Motorcycle Events | <input type="radio"/> Major Music Festival | <input type="radio"/> Triathlons |
| <input type="radio"/> Fishing Tournaments | <input type="radio"/> Native American Arts/Jewelry Shows | <input type="radio"/> Wakeboarding Contests |
| <input type="radio"/> 4th of July Festival | <input type="radio"/> Native American Culture/Dances | <input type="radio"/> Other, list: <div style="border: 1px solid black; display: inline-block; width: 150px; height: 20px;"></div> |

13. On a scale of 1 to 10 where one is Low and ten is High, please indicate your overall satisfaction with your experience in Page/Lake Powell.

Low 1 2 3 4 5 6 7 8 9 10 High
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Finally, we have some questions about your travel party that will help us understand more about you.

14. What is your gender? ☐ Female ☐ Male In what year were you born? 19

15. How many people including yourself are in your travel party?

Number of: Women Men Children under 18

16. Who is traveling with you on this trip? ☐ Family and Friends ☐ Friends Only ☐ Organized Group
 Mark only one ☐ Family Only ☐ Nobody, traveling alone ☐ Business Associates

17. Which of the following categories best describes your annual household income? (Optional)

- | | | | |
|--|--|--|---|
| <input type="radio"/> Less than \$40,000 | <input type="radio"/> \$80,000 to \$99,999 | <input type="radio"/> \$140,000 to \$159,999 | <input type="radio"/> \$200,000 or higher |
| <input type="radio"/> \$40,000 to \$59,999 | <input type="radio"/> \$100,000 to \$119,999 | <input type="radio"/> \$160,000 to \$179,999 | |
| <input type="radio"/> \$60,000 to \$79,999 | <input type="radio"/> \$120,000 to \$139,999 | <input type="radio"/> \$180,000 to \$199,999 | |

Thank You For Taking The Time To Complete The Survey.

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Appendix B: Other ways you heard about Page

	Frequency	Percent (%)
TRAVEL GUIDE	16	9.2%
FRIENDS	12	6.9%
MAP	9	5.2%
BOOK	6	3.4%
PARENTS	6	3.4%
TRAVEL AGENCY	6	3.4%
LONELY PLANET	5	2.9%
TRIP ADVISOR	5	2.9%
BILL BOARD	4	2.3%
ROADTRIPPERS.COM	4	2.3%
SISTER IN LAW	4	2.3%
DROVE BY	3	1.7%
FAMILY	3	1.7%
GUIDEBOOK	3	1.7%
TOUR GUIDES	3	1.7%
ART SHOW/WITH PHOTOS OF ANTELOPE CANYON!!	2	1.1%
BROCHURE	2	1.1%
DID LIVE HERE	2	1.1%
FROM A FRIEND WHO HAD VISITED BEFORE US	2	1.1%
FROM DAUGHTER	2	1.1%
FROMMERS	2	1.1%
GLEN DAM VISITOR CENTER	2	1.1%
HIGHWAY-USA.DK	2	1.1%
INTERNET	2	1.1%
INVITED BY FRIENDS	2	1.1%
MAP-DRIVING	2	1.1%
MY NIECE	2	1.1%
PLANET OF THE APES	2	1.1%
ROAD SCHOLAR	2	1.1%
SATELITE NAVIGATION	2	1.1%
STUDIED MAPS	2	1.1%
TOURISM GUIDE	2	1.1%

	Frequency	Percent (%)
TOURIST OFFICE	2	1.1%
TRAVEL AGENT	2	1.1%
TRIP BOOK	2	1.1%
WORK	2	1.1%
WORK, FRIENDS	2	1.1%
ZANE GRAY BOOKS	2	1.1%
ACCIDENTALLY DROVE INTO IT	1	0.6%
AIRBNB.COM	1	0.6%
BEEN TO THE UPPER LAKE POWELL	1	0.6%
BOOKLET	1	0.6%
CAME WITH MY PARENTS 20 YEARS AGO	1	0.6%
DOCTOR WHO	1	0.6%
DRIVING THRU TO ZION	1	0.6%
FAMILY & FRIENDS	1	0.6%
FRIENDS TOLD US ABOUT PAGE & LAKE POWELL	1	0.6%
FRIENDS WHO VISITED THIS PLACE	1	0.6%
FRIENDS WORK FOR CRD	1	0.6%
GOOGLE SEARCH	1	0.6%
GRAND CANYON	1	0.6%
GRAND CANYON LUNCH	1	0.6%
HIRED FOR CONCERT AT CAB	1	0.6%
MY DAD 40 YRS AGO	1	0.6%
MY FRIEND	1	0.6%
NATIONAL PARK BROCHURE	1	0.6%
NEW WORLD TRAVEL INC.	1	0.6%
NPS WEBSITE	1	0.6%
PASSING BY	1	0.6%
PERSONAL KNOWLEDGE	1	0.6%
PHOTO WORKSHOP	1	0.6%
PHOTOGRAPHS	1	0.6%
PHOTOS	1	0.6%
RELATIVES	1	0.6%
RONALD MCDONALD/TUBA CITY	1	0.6%

	Frequency	Percent (%)
SEDONA TOURIST RESORT	1	0.6%
TOUR COMPANY	1	0.6%
TOUR OPERATOR	1	0.6%
TOURISM AGENCY	1	0.6%
TRIP ADVISOR FOR B&B	1	0.6%
TWITTER	1	0.6%
UPPER LAKE POWELL	1	0.6%
VISITING COUSIN HERE	1	0.6%
VISITOR CENTRE	1	0.6%
VISITORS CENTER	1	0.6%
VOORAY VIDEO	1	0.6%
WORD OF MOUTH	1	0.6%
Total	174	100.0%

Appendix C: If not, what location is the primary destination of your trip?

	Frequency	Percent (%)
GRAND CANYON	111	15.1%
LAS VEGAS	40	5.4%
SAN FRANCISCO	33	4.5%
ANTELOPE CANYON	20	2.7%
LOS ANGELES	15	2.0%
SEDONA	14	1.9%
ROUND TRIP	10	1.4%
LOS ANGELES	9	1.2%
PHOENIX	9	1.2%
NATIONAL PARKS	8	1.1%
GRAND CIRCLE	7	1.0%
MONUMENT VALLEY	7	1.0%
BRYCE CANYON	6	0.8%
DENVER	6	0.8%
FLAGSTAFF	6	0.8%
KANAB	6	0.8%
MOAB	6	0.8%
SAN DIEGO	6	0.8%
ROAD TRIP	5	0.7%
BEST FRIENDS SANCTUARY KANAB UT	4	0.5%
CALIFORNIA	4	0.5%
CORAL PINK SAND DUNES STATE PARK, UT	4	0.5%
GRAND CANYON-SOUTH RIM	4	0.5%
KANAB UTAH	4	0.5%
ZION	4	0.5%
ZION NATIONAL PARK	4	0.5%
CANYON	3	0.4%
DENVER CO	3	0.4%
GRAND CIRCLE	3	0.4%
KANAB UT	3	0.4%
SALT LAKE CITY	3	0.4%
VEGAS	3	0.4%

	Frequency	Percent (%)
YELLOWSTONE NP	3	0.4%
YOSEMITE	3	0.4%
ZION NP	3	0.4%
4 WEEK TOUR OF THE SOUTHWEST	2	0.3%
A LOOP...GRAND CANYON, ZION, BRYCE	2	0.3%
ALL OVER USA	2	0.3%
ALL THE NATIONAL PARKS IN UTAH, ARIZONA, NEVADA	2	0.3%
ANTELOPE SLOT-ROAD TRIP	2	0.3%
ARIZONA	2	0.3%
BOTH. ROUNDTrip CA/UT/AZ	2	0.3%
BRYCE /ZION	2	0.3%
BRYCE, LAS VEGAS, LA, MOAB AND LAKE POWELL	2	0.3%
BUCKSKIN GULCH/WIRE PASS	2	0.3%
CALIFORNIA, NEVADA, ARIZONA, (PARKS)	2	0.3%
CANYONS IN UTAH, ARIZONA DEATH VALLEY	2	0.3%
CASA GRANDE	2	0.3%
CEDAR BREAKS LODGE	2	0.3%
CIRCLING THE STATE OF UTAH TO AZ FOR 5 NATIONAL PARKS WE WILL VISIT	2	0.3%
COAST TO COAST IN THE US	2	0.3%
COTTONWOOD AZ	2	0.3%
DOING A ROUND TRIP OF GRAND CANYON, VEGAS, SOUTH RIM, MONUMENT VALLEY, PAGE, NORTH RIM, BRYCE, ZION,	2	0.3%
EVERYWHERE!	2	0.3%
GALLUP NEW MEXICO	2	0.3%
GRAN CANYON, ARCHES, ZYON, BRICE	2	0.3%
GRAND CANYON (AND SURROUNDING)	2	0.3%
GRAND CANYON RAFTING	2	0.3%
GRAND CANYON, N & S RIMS	2	0.3%
GRAND CANYON, NATIONAL NAVAJO MONUMENT	2	0.3%
GRAND CANYON, NAVAJO NATIONAL MONUMENT	2	0.3%
GRAND CANYON, ZION, BRYCE NP'S	2	0.3%
GRAND CANYON/VEGAS	2	0.3%
HORSESHOE BEND	2	0.3%

	Frequency	Percent (%)
HOUSEBOAT FOR ONE WEEK	2	0.3%
IT IS A CIRCLE-ZION-BRYCE-PAGE-LAS VEGAS	2	0.3%
JEROME	2	0.3%
KANAB-TRIP HUB	2	0.3%
LAS VEGAS TO SEDONA TO PAGE TO GRAND CANYON BACK TO VEGAS	2	0.3%
LAS VEGAS, GRAND CANYON	2	0.3%
LAS VEGAS/GRAND CANYON	2	0.3%
MONUMENT VALLEY-BRYCE CANYON	2	0.3%
NATIONAL PARK	2	0.3%
NATIONAL PARKS IN COLORADO	2	0.3%
NATL PARKS-ZION, ARCHES, BRYCE	2	0.3%
NATL PKS.-GRAND CANYON,BRYCE,ZION	2	0.3%
NEW YORK	2	0.3%
RAFTING DOWN CO IN GRAND CANYON	2	0.3%
ROAD TRIP AROUND AZ,CA,UT	2	0.3%
ROAD TRIP LOOP	2	0.3%
ROAD TRIP USA	2	0.3%
ROUND TRIP L.A. >> VEGAS >> PARKS >> SAN FRANCISCO	2	0.3%
ROUND TRIP THROUGH THE NP'S	2	0.3%
ROUNDTrip	2	0.3%
ROUNDTrip CALIFORNIA, AZ, NV	2	0.3%
ROUNDTrip USA	2	0.3%
SAN FRANCISCO	2	0.3%
SAN FRANCISCO/LA/LAS VEGAS	2	0.3%
SANTA FE, NM	2	0.3%
SCOTTSDALE	2	0.3%
SEDONA	2	0.3%
SEDONA, FLAGSTAFF	2	0.3%
SEDONA, GRAND CANYON	2	0.3%
SEDONA, GRAND CANYON & HWY 1	2	0.3%
SEDONA/MONUMENT VALLEY	2	0.3%
SOUTHERN UTAH	2	0.3%
SOUTHWEST	2	0.3%

	Frequency	Percent (%)
SOUTHWEST NP ROADTRIP	2	0.3%
THE GRAND CANYON	2	0.3%
THE ROUTE 66	2	0.3%
THE WAVE	2	0.3%
THE WEST	2	0.3%
TOUR ALONG WEST COAST	2	0.3%
TOUR OF THE WEST	2	0.3%
TOURING	2	0.3%
TOURING AZ & NM	2	0.3%
TOURING SOUTH/SOUTHWEST	2	0.3%
TUCSON	2	0.3%
US SOUTHWEST	2	0.3%
USA ROAD TRIP	2	0.3%
UTAH	2	0.3%
UTAH NATL. PARKS	2	0.3%
UTAH PARKS	2	0.3%
UTAH, AZ & NV	2	0.3%
UTAH/ARIZONA	2	0.3%
VARIOUS ARIZONA/UTAH ROAD TRIP	2	0.3%
VARIOUS NAT'L PARKS IN UTAH	2	0.3%
VARIOUS: SAN FRANCISCO, YOSEMITE, DEATH VALLEY, GRAND CANYON, BRYCE, LAS VEGAS	2	0.3%
WE'RE DOING ROUTE 66	2	0.3%
WEST COAST	2	0.3%
WEST TOUR	2	0.3%
WESTERN DISCOVERY TOUR	2	0.3%
WESTERN TOUR/LOS ANGELES PRIMARY DESTINATION	2	0.3%
YOSEMITE NP	2	0.3%
ZION GRAND CANYON	2	0.3%
1 MONTH ROAD TRAVEL	1	0.1%
10 WEEK TRIP SOUTH WEST	1	0.1%
ALL OF AZ	1	0.1%
ALL OF UTAH	1	0.1%
ALL THE PARKS	1	0.1%

	Frequency	Percent (%)
ALL THE WEST PARKS	1	0.1%
ALONG W/THE GRAND CANYON/ZION	1	0.1%
ANTELOPE	1	0.1%
APP WESTERN PARKS	1	0.1%
ARIZONA & UTAH	1	0.1%
ASPEN	1	0.1%
CALIFORNIA/ARIZONA/NEVADA TOUR	1	0.1%
CANYONLAND, ARCHES...	1	0.1%
CROSS COUNTRY ROAD TRIP	1	0.1%
DISNEYLAND	1	0.1%
DISNEYLAND, VEGAS, GRAND CANYON	1	0.1%
DOING A ROAD TRIP: SF, LA, SEQUOIA, YOSEMITE, GRAND CANYON, LAS VEGAS	1	0.1%
FLAGSTAFF, GRAND CANYON	1	0.1%
FOUR CORNERS AREA	1	0.1%
FREQUENT TRAVELS IN AREA	1	0.1%
FROM LA TO SF	1	0.1%
FULL-TIME RVER	1	0.1%
GENERAL 4 CORNER AREA	1	0.1%
GRAND CANAL	1	0.1%
GRAND CANYON - LAS VEGAS	1	0.1%
GRAND CANYON & ABQ	1	0.1%
GRAND CANYON & PAGE	1	0.1%
GRAND CANYON AZ-MOAB UT	1	0.1%
GRAND CANYON BUT ANTELOPE CANYON WAS ALSO	1	0.1%
GRAND CANYON COLORADO	1	0.1%
GRAND CANYON THEN TO YUMA FOR WINTER	1	0.1%
GRAND CANYON, MESA VERDE	1	0.1%
GRAND CANYON, PAGE, BRYCE CANYON, ZION NATL PARK	1	0.1%
GRAND CANYON, VEGAS	1	0.1%
GRAND CANYON,BRYCE,ZION	1	0.1%
GRAND CANYON/ANTELOPE CANYON/MONUMENT VALLEY	1	0.1%
GRAND CANYON/BRYCE/ZION	1	0.1%
GRAND CANYON/FLAGSTAFF	1	0.1%

	Frequency	Percent (%)
GRAND CANYON/MONUMENT VALLEY	1	0.1%
GRAND CANYON/MUCH OF AZ	1	0.1%
GRAND CANYON/PHOENIX	1	0.1%
GRAND CANYON/SEDONA	1	0.1%
GRAND CANYON/ZION	1	0.1%
GRAND CIRCLE, ZION, BRYCE, ARCHES, GRAND CANYON	1	0.1%
GRAND CIRCLE/ZION/GRAND CANYON	1	0.1%
GREEN VALLEY	1	0.1%
HOME	1	0.1%
INCLUDE IN GLOBAL ROAD-TRIP USA	1	0.1%
JOSHUA TREE NP	1	0.1%
JUST PART OF TRIP	1	0.1%
LAS VEGAS & GRAND CANYON	1	0.1%
LAS VEGAS, SEDONA, PAGE, SPRINGDALE	1	0.1%
LAS VEGAS/DEATH VALLEY	1	0.1%
LAS VEGAS/ROAD TRIP	1	0.1%
LOOP FROM LV TO ZION TO LAKE POWELL TO MONUMENT VALLEY TO GRAND CANYON BACK TO LV	1	0.1%
LOS ANGELES	1	0.1%
LOS ANGELES, LAS VEGAS, GRAND CANYON, MONUMENT VALLEY	1	0.1%
LOS ANGELES, SAN DIEGO	1	0.1%
LOWER ARIZONA-TEXAS	1	0.1%
MANY DESTINATIONS-PAGE, WILLIAMS, SEDONA	1	0.1%
MANY LOCATIONS IN UT AND AZ	1	0.1%
MANY PARKS OF AZ	1	0.1%
MANY, PAGE IS ON THE WAY	1	0.1%
MARYSVALE UT	1	0.1%
MESA	1	0.1%
MESA VERDE, MON. VALLEY	1	0.1%
MONUMENT VALLEY AND PAGE	1	0.1%
MONUMENT VALLEY, ARCHES, LAS VEGAS> BACK HOME	1	0.1%
MOUNTAIN VIEW CA (RELOCATION)	1	0.1%
MULTIPLE	1	0.1%
MULTIPLE-NO PRIMARY	1	0.1%

	Frequency	Percent (%)
NATIONAL PARKS IN CALIFORNIA, UTAH, NEVADA, ARIZONA	1	0.1%
NATIONAL PARKS+PAGE	1	0.1%
NAT'L PARKS OF SO UTAH	1	0.1%
NATURAL BRIDGES NATIONAL MONUMENT	1	0.1%
NEW ORLEANS	1	0.1%
NEW YORK	1	0.1%
NEW YORK - LAS VEGAS	1	0.1%
NO DESTINATION JUST TRAVELING	1	0.1%
NONE	1	0.1%
NONE, WE ARE ON A ROADTRIP	1	0.1%
NONE: ROUNDTRIP	1	0.1%
NONE-TRAVELING ALL WEST FOR 2 WEEKS	1	0.1%
NOT SURE JUST GONE WALK ABOUT	1	0.1%
NP-ROUNDTRIP	1	0.1%
ON A ROADTRIP-ONE OF OUR STOPS	1	0.1%
ONE DESTINATION AMONG SEVERAL IN SW	1	0.1%
ONE OF THE PRIMARY ONES	1	0.1%
PAGE IS (A) DESTINATION FOR A COLORADO RIVER TRIP (B)ALW CANYON DE CHELLY & BRYCE CANYON	1	0.1%
PASSING THRU	1	0.1%
PASSING THRU PAGE	1	0.1%
PHOENIX & GRAND CANYON	1	0.1%
PHOENIX VISITING FRIENDS	1	0.1%
PHOENIX,TUCSON,VERDE VALLEY,PAGE	1	0.1%
PRESCOTT	1	0.1%
PRESCOTT AND LAS VEGAS NV	1	0.1%
RAINBOW PLATEAU	1	0.1%
RIVER	1	0.1%
ROAD TRIP AROUND	1	0.1%
ROAD TRIP AROUND USA	1	0.1%
ROAD TRIP FROM TUCSON TO SAN FRANCISCO	1	0.1%
ROAD TRIP IN USA	1	0.1%
ROAD TRIP OF WEST COAST	1	0.1%
ROAD TRIP THROUGH SOUTHWEST (LAS VEGAS), ZION, BRYCE	1	0.1%

	Frequency	Percent (%)
CANYON, ARCHES, SANTA FE, SEDONA, GRAND CANYON		
ROAD TRIP, SEVERAL DESTINATIONS	1	0.1%
ROAD TRIP-GRAND CANYON, PAGE, ZION	1	0.1%
ROAD TRIP-NO PRIMARY DESTINATION	1	0.1%
ROADTRIP	1	0.1%
ROADTRIP AROUND	1	0.1%
ROADTRIP LA-LA	1	0.1%
ROADTRIP: CORPUS CHRISTI >> SAN FRANCISCO	1	0.1%
ROCK ART CONFERENCE IN KANAB UT	1	0.1%
ROUND ROAD TRIP FROM VEGAS	1	0.1%
ROUND TOUR FROM LAS VEGAS	1	0.1%
ROUND TRIP CA/AZ/NE	1	0.1%
ROUND TRIP FROM AUSTRALIA	1	0.1%
ROUNDTrip CA,AZ,UT	1	0.1%
ROUNDTrip FROM LA TO SAN FRANCISCO THROUGH MOST NATIONAL PARKS	1	0.1%
ROUNDTrip WEST PART USA	1	0.1%
SAN DEIGO	1	0.1%
SAN FRANCISCO, GRAND CANYON, YELLOWSTONE	1	0.1%
SAN FRANCISCO/LAS VEGAS	1	0.1%
SAN FRANCISCO-SAN DIEGO	1	0.1%
SEATTLE	1	0.1%
SEDONA, GRAND CANYON, & LK POWELL	1	0.1%
SEDONA, WILLIAMS	1	0.1%
SEDONA/FLAGSTAFF	1	0.1%
SEDONA/GRAND CANYON	1	0.1%
SEDONA/PAGE/SOUTH RIM	1	0.1%
SEDONA-LAKE POWELL-BRYCE CANYON	1	0.1%
SEEING SITES IN ARIZ & UTAH	1	0.1%
SEQUOIA, YOSEMITE, GRAND CANYON, BRYCE CANYON	1	0.1%
SEVERAL NATIONAL MONUMENTS	1	0.1%
SEVERAL NATIONAL PARKS	1	0.1%
SEVERAL, ROADTRIP	1	0.1%
SEVERAL-NATIONAL PARK ETC TOUR OF ARIZONA & UTAH	1	0.1%

	Frequency	Percent (%)
SOUTH RIM, SEDONA	1	0.1%
SOUTHERN ARIZONA-ONLY CAME TO PAGE FOR ANTELOPE CANYON	1	0.1%
SOUTHWESTERN USA	1	0.1%
SUCH A LOVELY AREA!	1	0.1%
SW	1	0.1%
TOUR AROUND CALIFORNIA THEN GRAND CANYON + LAS VEGAS	1	0.1%
TOUR OF WEST	1	0.1%
TOURING GRAND CANYON & VEGAS	1	0.1%
TOURING NATIONAL PARKS-GRAND CANYON, MONUMENT VALLEY, BRICE, ZION, YOSEMITE	1	0.1%
TOURING ZION, MONUMENT ALSO	1	0.1%
TRAVELING AROUND	1	0.1%
TRAVELING TO MANY PLACES	1	0.1%
TRIP ALONG WEST COAST	1	0.1%
TRIP AROUND WEST US	1	0.1%
USA	1	0.1%
USA EAST & WEST COASTS	1	0.1%
UTAH & NORTHERN AZ PARKS	1	0.1%
UTAH NPS/GRAND CANYON	1	0.1%
UTAH-ARCHES/CANYONLANDS	1	0.1%
VACATION AROUND WORK TRIP	1	0.1%
VARIOUS PARKS	1	0.1%
VISIT THE USA ENTIRELY	1	0.1%
VISITING-HOSS-SANDERSON	1	0.1%
WAVE	1	0.1%
WE DO A ROUND TRIP SFO-LAS VEGAS & CANYONS	1	0.1%
WE HAD MANY PRIMARY DESTINATIONS	1	0.1%
WERE MAKING A ROADTRIP	1	0.1%
WE'RE ON A ROAD TRIP	1	0.1%
WEST COAST CAMPER TRIP	1	0.1%
WINTER PARK, MOAB, MONUMENT VALLEY	1	0.1%
WORLD	1	0.1%
YOSEMITE/GRAND CANYON NATIONAL PARK	1	0.1%
YUMA	1	0.1%

	Frequency	Percent (%)
ZION, BRYCE, ARCHES	1	0.1%
ZION, BRYCE, GRAND CANYON	1	0.1%
ZION, GRAND CANYON, ARCHES, SAN FRANCISCO, YOSEMITE	1	0.1%
ZION, LAS VEGAS	1	0.1%
ZION+BRYCE	1	0.1%
ZION+GRAND CANYON	1	0.1%
Total	734	100.0%

Appendix D: Provide name of meeting or business sector

	Frequency	Percent (%)
ANTELOPE CANYON	9	20.5%
COLORADO RIVER DISCOVERY	2	2.3%
HIKING	2	4.5%
PHOTOGRAPHY	2	2.3%
SIGHTSEEING	2	4.5%
TOUR	2	4.5%
WORK, SERVPRO	2	4.5%
2-3 DAY STAY	1	2.3%
DELIVERY ROUTE	1	2.3%
ELVIS CONCERT	1	2.3%
FILL A PRESCRIPTION	1	2.3%
FUN	1	2.3%
GLEN CANYON DAM & RAFTING TRIP	1	2.3%
GRAND CANYON	1	2.3%
JOURNALISM	1	2.3%
LOOK & PHOTOGRAPH SLOTS	1	2.3%
NEEDED TO FIX A TIRE	1	2.3%
PAGE STEEL	1	2.3%
RAFT RIVER	1	2.3%
RIVER TRIP	1	2.3%
SALT RIVER PROJECT NAVAJO	1	2.3%
SHOW MY CHILDREN	1	2.3%
SLENDER AND SONS	1	2.3%
THE LOCAL PAGES	1	2.3%
THIS TOUR	1	2.3%
TOURIST	1	2.3%
TRAVEL WRITER	1	2.3%
VISIT LAKE POWELL & RIVER	1	2.3%
VISIT LOWER ANTELOPE CANYON	1	2.3%
VISITING COUSIN	1	2.3%
Total	44	100.0%

Appendix E: Other transport to Page

	Frequency	Percent (%)
BICYCLE	2	11.8%
HOUSEBOAT	2	11.8%
HOUSEBOAT VIA WAHWEAP MARINA	2	11.8%
SPORTSMOBILE	2	11.8%
PRIVATE PLANE	2	11.8%
BOAT	1	5.9%
COMPANY VEHICLE	1	5.9%
FLEW TO AZ	1	5.9%
FOOT	1	5.9%
HELICOPTER	1	5.9%
SEMI	1	5.9%
THE "TART" CART	1	5.9%
Total	17	100.0%

Appendix F: Other accommodation in Page

	Frequency	Percent (%)
RENTAL HOME	4	12.5%
VRBO	3	9.4%
CAMPING	2	6.3%
HOME FOUND ON HOMEAWAY	2	6.3%
HOUSEBOAT	2	6.3%
HOUSEBOAT (7 DAYS)	2	6.3%
PRIMITIVE CAMP	2	6.3%
AIR B&B	1	3.1%
BLM	1	3.1%
BOAT	1	3.1%
COMFORT INN	1	3.1%
COUCHSURFING	1	3.1%
FLAT RENTAL	1	3.1%
HOTEL IN FLAGSTAFF	1	3.1%
LAKE POWELL	1	3.1%
LODGE	1	3.1%
LAKE POWELL RESORT/MARINA	1	3.1%
ONLINE HOME	1	3.1%
RENTING A VACATION HOME RENTAL	1	3.1%
STAY OUT ON THE LAKE	1	3.1%
TOO EXPENSIVE TO STAY	1	3.1%
VACATION RENTAL HOUSE	1	3.1%
Total	32	100.0%

Appendix G: Other Expenditures

	Frequency	Percent (%)
TIPS	4	10.8%
WEDDING PRESENT	4	10.8%
CAMPING SUPPLIES/GROCERIES	2	5.4%
CLOTHING+SANDALS	2	5.4%
LAUNDRY MAT	2	5.4%
STAYING AT SOUTH RIM	2	5.4%
TIP TOUR GUIDE	2	5.4%
TOUR	2	5.4%
TOURS-PRIVATE	2	5.4%
TRIPS/PLEASURE	2	5.4%
BATTERIES ETC.	1	2.7%
BOAT	1	2.7%
DELIVERIES	1	2.7%
ELKS LODGE	1	2.7%
GIFTS	1	2.7%
HARDWARE SUPPLIES	1	2.7%
HOUSEBOAT \$2500	1	2.7%
HOUSEBOAT RENTAL \$3,800	1	2.7%
HOUSEBOAT RENTAL, MARINE FUEL ETC.	1	2.7%
PROPANE GAS	1	2.7%
RAFTING TRIP	1	2.7%
SENIOR PASS	1	2.7%
T-SHIRT CARDS	1	2.7%
Total	37	100.0%

Appendix H: Describe other attraction or activity

	Frequency	Percent (%)
ANTELOPE CANYON	44	52.4%
ANTELOPE HORSESHOE	2	2.4%
BEST FRIENDS ANIMAL SOCIETY, KANAB UT	2	2.4%
LAKE POWELL KAYAKS	2	2.4%
LOWER ANTELOPE CANYON CARL HAYDEN VISITORS CENTER	2	2.4%
PASSING THRU	2	2.4%
SIGHTSEEING	2	2.4%
SWIMMING IN LAKE POWELL	4	4.8%
TRADING POSTS; ANTELOPE POINT MARINA	2	2.4%
WAKEBOARDING	2	2.4%
ANTELOPE POINT MARINA VISITOR CENTER	1	1.2%
CAMPING	1	1.2%
COPPER CLOUD RANCH, HORSEBACK RIDING-SUNRISE RIDE AND SUNSET RIDE	1	1.2%
DAM	1	1.2%
DELIVERIES	1	1.2%
HANGING GARDENS ANTELOPE CANYON	1	1.2%
HORSE RIDING	1	1.2%
HORSEBACK RIDING	1	1.2%
KAYAKING	1	1.2%
LAKE POWELL PLAYHOUSE	1	1.2%
LAS VEGAS, ARCHES, SANTA FE, TAOS/TAOS PUEBLO, PETROGLYPHS, SEDONA	1	1.2%
LOWER ANTELOPE CANYON	1	1.2%
MOAB	1	1.2%
MONUMENT VALLEY	1	1.2%
NOT EXACTLY THRILLED WITH THE HIGHWAY CLOSURE-IT COST MY GROUP OVER 2 HOURS- LOST TIME FOR EVENTS	1	1.2%
PINK CORAL SAND DUNES STATE PARK, WHITE SANDS	1	1.2%
TRAILRIDE IN BRYCE	1	1.2%
VIEW LAKE POWELL	1	1.2%
WATCHING SUNLIGHT PLAY ON MOUNTAINS/ROCKS FROM BAR @ RESORT.	1	1.2%
WORKING @ SRP OR LAKE POWELL RESORTS	1	1.2%
Total	84	100.0%

Appendix I: Attending special event

	Frequency	Percent (%)
COLORADO DISCOVERY SMOOTH WATER RAFT TRIP	23	34.3%
ANTELOPE CANYON	22	32.8%
ANTELOPE CANYON & POWELL LAKE	2	3.0%
HOUSEBOAT WEEK	2	3.0%
SANDERSON-BY THE GRAND	2	3.0%
TOURS	2	3.0%
WORK	2	3.0%
ANTELOPE AND HORSESHOE BEND	1	1.5%
ANTELOPE CANYON TOUR GOT CANCELLED	1	1.5%
BOAT TRIP AT LAKE POWELL	1	1.5%
BUSINESS	1	1.5%
GRAND CANYON ADVENTURES	1	1.5%
HONEYMOON	1	1.5%
IN PHOENIX FOR WORK-CAME TO PAGE AFTER	1	1.5%
RIVER TOUR	1	1.5%
TRAVIS ALLEN ELVIS CONCERT	1	1.5%
VACATION!	1	1.5%
WAVE TOUR	1	1.5%
WORKING ON HOUSEBOAT	1	1.5%
Total	67	100.0%

Appendix J: Origin of Arizona visitors to Page

	Frequency	Percent (%)
PHOENIX	10	17.2%
FLAGSTAFF	6	10.3%
CHANDLER	4	6.9%
PAYSON	4	6.9%
SUN CITY	4	6.9%
TUCSON	4	6.9%
CAREFREE	2	3.4%
COTTONWOOD	2	3.4%
GREEN VALLEY	2	3.4%
GREENEHAVEN	2	3.4%
MESA	2	3.4%
PRESCOTT VALLEY	2	3.4%
DEWEY	1	1.7%
GLENDALE	1	1.7%
GRAND CANYON	1	1.7%
MARANA	1	1.7%
MARICOPA	1	1.7%
PARKER	1	1.7%
RINCON	1	1.7%
SACATON	1	1.7%
SADDLEBROOKE	1	1.7%
SAINT JOHNS	1	1.7%
SCOTTSDALE	1	1.7%
TEMPE	1	1.7%
TUBA CITY	1	1.7%
WADDELL	1	1.7%
Total	58	100.0%

Appendix K: Other Page area events you are interested in

	Frequency	Percent (%)
PHOTOGRAPHIC TOUR	4	12.1%
ANTELOPE CANYON	3	9.1%
HIKING	3	9.1%
4X4 RIDES	2	6.1%
BIKING	2	6.1%
CANYONS	2	6.1%
GOOD NIGHTS SLEEP	2	6.1%
GOOD NITE SLEEP	2	6.1%
HERE FOR 1 DAY	2	6.1%
ONLY HERE FOR DAY	2	6.1%
SLOT CANYON TOUR	2	6.1%
YOGA	2	6.1%
BACKPACKING	1	3.0%
DELIVERIES	1	3.0%
JUST LOOK AT THE BEAUTY	1	3.0%
WAVE HIKING	1	3.0%
WAVE, PHOTO RAFT TRIP	1	3.0%
Total	33	100.0%

Appendix L: Quarterly Tables of Visitors to Page

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Survey Month

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Count	Count	Count	Count	Count
January - 2015				35	35
February - 2015				8	8
March - 2014	86				86
April - 2014	89				89
May - 2014	111				111
June - 2014		145			145
July - 2014		186			186
August - 2014		127			127
September - 2014			132		132
October - 2014			93		93
November - 2014			35		35
December - 2014				18	18
Total	286	458	260	61	1065

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
How did you hear about Page/Lake Powell?

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
Online/Website	45.5%	60.0%	38.7%	43.3%	50.0%
Word-of-mouth	27.1%	22.8%	30.8%	26.7%	26.1%
Been here before	23.1%	9.7%	17.4%	21.7%	15.8%
Other	11.9%	16.4%	14.6%	18.3%	14.9%
Magazine	7.6%	7.1%	6.3%	5.0%	6.9%
Social Networking Sites	2.2%	4.4%	3.6%	1.7%	3.5%
TV	1.4%	2.2%	3.2%		2.1%
Newspaper	0.4%	1.1%	0.8%	1.7%	0.9%
Radio			0.4%		0.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Is Page/Lake Powell your primary destination?

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
Yes	34.1%	14.5%	25.8%	25.4%	23.1%
No	65.9%	85.5%	74.2%	74.6%	76.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Is this your first visit to Page/Lake Powell?

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
Yes	74.2%	84.4%	77.3%	72.1%	79.2%
No	25.8%	15.6%	22.7%	27.9%	20.8%

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
If not how many times have you visited in the past year?

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Average
	Mean	Mean	Mean	Mean	Mean
If not how many times have you visited in the past year?	2.2	1.5	1.7	1.3	1.8

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Indicate the primary purpose of your current visit to Page/Lake

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
Vacation or leisure	78.6%	80.0%	82.0%	68.4%	79.5%
Just passing through	12.7%	15.4%	14.9%	21.1%	14.9%
Other purpose	4.3%	4.5%	1.6%	8.8%	4.0%
Business-conference	3.6%		1.2%		1.3%
Stay in second home or residence	0.7%		0.4%	1.8%	0.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Indicate your primary mode of transportation

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
Rental car	42.1%	61.0%	53.7%	41.0%	53.0%
Private auto	42.1%	30.9%	37.5%	49.2%	36.5%
RV or Camper	8.9%	5.8%	6.2%	9.8%	6.9%
Tour bus	3.3%	1.1%	1.2%		1.6%
Other transport	1.1%	0.2%	1.2%		0.7%
Air service	2.2%	0.2%			0.7%
Motorcycle	0.4%	0.7%	0.4%		0.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Is this trip to page/Lake Powell...?

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
A day trip only	22.4%	31.9%	11.2%	36.1%	24.5%
An overnight trip	77.6%	68.1%	88.8%	63.9%	75.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Number of nights you are staying in Page/Lake Powell

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Mean	Mean	Mean	Mean	Mean
How many nights	2.2	1.9	2.4	2.0	2.1

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Was it difficult to find available lodging?

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
Yes	7.5%	12.3%	5.2%	6.9%	8.6%
No	92.5%	87.7%	94.8%	93.1%	91.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Where did you stay in Page/Lake Powell?

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
Hotel/Motel	66.2%	45.8%	72.7%	63.6%	59.7%
Bed & Breakfast	17.9%	35.7%	16.8%	25.0%	25.1%
Campground/RV Park	12.8%	13.0%	10.9%	13.6%	12.4%
Other lodging	3.0%	5.2%	2.9%		3.7%
Home of Friends/Family	2.6%	1.4%	1.3%		1.6%
Timeshare Property	0.4%	0.6%			0.3%
Second/Vacation Home		0.6%			0.2%

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Arizona city of origin of visitors to Page/Lake Powell

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
California	17.7%	20.3%	17.3%	21.6%	18.7%
Arizona	11.1%	5.9%	15.4%	2.7%	9.9%
Texas	4.0%	11.4%	4.5%	2.7%	6.6%
Utah	9.1%	1.0%	3.8%	5.4%	4.7%
Illinois	5.6%	4.5%	1.9%	10.8%	4.6%
Colorado	2.5%	3.0%	7.1%	8.1%	4.2%
Florida	4.5%	2.5%	6.4%		4.0%
New York	3.5%	2.5%	5.1%		3.4%
Ohio	2.5%	4.0%	2.6%	2.7%	3.0%
Washington	2.5%	1.5%	3.8%	8.1%	2.9%
Pennsylvania	2.0%	3.5%	1.9%	5.4%	2.7%
Michigan	2.0%	3.5%	1.9%	2.7%	2.5%
Massachusetts	1.5%	2.5%	3.8%	2.7%	2.5%
Nevada	1.0%	3.5%	2.6%		2.2%
North Carolina	3.0%		3.8%		2.0%
New Jersey	2.0%	3.0%	0.6%		1.9%
Oregon	2.0%	1.0%	1.3%	2.7%	1.5%
Kansas		3.0%	1.3%	2.7%	1.5%
Maryland	0.5%	2.0%	2.6%		1.5%
Louisiana	1.0%	2.0%	1.3%		1.3%
Wisconsin	1.5%	1.0%	0.6%	5.4%	1.3%
Virginia	1.5%	2.0%		2.7%	1.3%
Georgia	1.0%	1.5%	0.6%	2.7%	1.2%
South Carolina		2.0%	1.9%		1.2%
Alaska	1.5%	0.5%	0.6%	2.7%	1.0%
Hawaii	1.0%	2.0%			1.0%
Iowa	1.0%	2.0%			1.0%
Indiana	1.0%	2.0%			1.0%
New Mexico	1.0%	1.0%		2.7%	0.8%
Nebraska	1.0%	0.5%	1.3%		0.8%
District of Columbia	0.5%	2.0%			0.8%
Kentucky	1.0%	1.0%			0.7%
Connecticut	2.0%				0.7%
New Hampshire	1.0%		1.3%		0.7%
Rhode Island	0.5%	1.0%	0.6%		0.7%
Idaho	1.5%				0.5%
Arkansas	1.5%				0.5%
Alabama	1.0%			2.7%	0.5%
Oklahoma			1.3%		0.3%
Montana			1.3%		0.3%
North Dakota			1.3%		0.3%
South Dakota	0.5%	0.5%			0.3%
Mississippi	1.0%				0.3%
Vermont		0.5%		2.7%	0.3%
Wyoming	0.5%				0.2%
Tennessee		0.5%			0.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Arizona city of origin of visitors to Page/Lake Powell

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
PHOENIX	22.7%	0.0%	20.8%	0.0%	17.2%
FLAGSTAFF	22.7%	0.0%	4.2%	0.0%	10.3%
TUCSON	4.5%	18.2%	4.2%	0.0%	6.9%
SUN CITY	0.0%	18.2%	8.3%	0.0%	6.9%
PAYSON	0.0%	9.1%	12.5%	0.0%	6.9%
CHANDLER	0.0%	9.1%	12.5%	0.0%	6.9%
PRESCOTT VALLEY	0.0%	18.2%	0.0%	0.0%	3.4%
MESA	4.5%	0.0%	4.2%	0.0%	3.4%
GREENEHAVEN	9.1%	0.0%	0.0%	0.0%	3.4%
GREEN VALLEY	0.0%	0.0%	8.3%	0.0%	3.4%
COTTONWOOD	0.0%	0.0%	8.3%	0.0%	3.4%
CAREFREE	0.0%	0.0%	8.3%	0.0%	3.4%
WADDELL	0.0%	0.0%	4.2%	0.0%	1.7%
TUBA CITY	4.5%	0.0%	0.0%	0.0%	1.7%
TEMPE	4.5%	0.0%	0.0%	0.0%	1.7%
SCOTTSDALE	4.5%	0.0%	0.0%	0.0%	1.7%
SAINT JOHNS	4.5%	0.0%	0.0%	0.0%	1.7%
SADDLEBROOKE	4.5%	0.0%	0.0%	0.0%	1.7%
SACATON	4.5%	0.0%	0.0%	0.0%	1.7%
RINCON	4.5%	0.0%	0.0%	0.0%	1.7%
PARKER	0.0%	0.0%	4.2%	0.0%	1.7%
MARICOPA	0.0%	0.0%	0.0%	100.0%	1.7%
MARANA	0.0%	9.1%	0.0%	0.0%	1.7%
GRAND CANYON	0.0%	9.1%	0.0%	0.0%	1.7%
GLENDALE	4.5%	0.0%	0.0%	0.0%	1.7%
DEWEY	0.0%	9.1%	0.0%	0.0%	1.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Origin of foreign visitors to Page/Lake Powell

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
GERMANY	12.1%	18.7%	15.5%	12.0%	16.2%
CANADA	28.6%	6.2%	12.4%	20.0%	13.0%
ITALY	7.7%	17.8%	4.1%	4.0%	11.9%
UNITED KINGDOM	9.9%	8.9%	16.5%	8.0%	10.7%
FRANCE	7.7%	11.1%	10.3%	12.0%	10.3%
SWITZERLAND	7.7%	5.8%	11.3%	8.0%	7.5%
THE NETHERLANDS	8.8%	4.9%		8.0%	4.8%
BELGIUM	1.1%	7.6%	2.1%		4.6%
CHINA	5.5%	2.2%	4.1%	4.0%	3.4%
AUSTRALIA	2.2%	2.7%	5.2%	4.0%	3.2%
SPAIN	1.1%	4.0%			2.3%
CZECH REPUBLIC		0.9%	5.2%		1.6%
JAPAN	1.1%	1.3%	1.0%	4.0%	1.4%
THAILAND		1.8%			0.9%
FINLAND	1.1%	0.9%	1.0%		0.9%
SOUTH KOREA	1.1%			8.0%	0.7%
INDIA	2.2%		1.0%		0.7%
PHILIPPINES			2.1%		0.5%
ISRAEL			2.1%		0.5%
HONG KONG		0.9%			0.5%
DENMARK		0.9%			0.5%
UGANDA	1.1%				0.2%
TAIWAN		0.4%			0.2%
SWEDEN		0.4%			0.2%
SOUTH AFRICA				4.0%	0.2%
SLOVAKIA-SK			1.0%		0.2%
SERBIA & MONTENEGRO			1.0%		0.2%
SERBIA			1.0%		0.2%
RUSSIA		0.4%			0.2%
POLAND		0.4%			0.2%
P.R. CHINA			1.0%		0.2%
ONTARIO CANADA	1.1%				0.2%
NORWAY		0.4%			0.2%
MARTINIQUE		0.4%			0.2%
IRELAND			1.0%		0.2%
FRANCE/SWEDEN		0.4%			0.2%
BRAZIL				4.0%	0.2%
AUSTRIA		0.4%			0.2%
ARGENTINA			1.0%		0.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Expenditures in Page/Lake Powell

	Calendar Quarter of Survey									
	March to May 2014		June to August 2014		September to November 2014		December 2014 to Feb 2015		Overall	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Please tell us the number of people these expenses cover?	3.3	2	3.8	2	3.1	2	2.2	2	3.4	2
Lodging/Camping	\$134	\$120	\$177	\$150	\$216	\$130	\$105	\$80	\$173	\$130
Restaurant & grocery	\$73	\$60	\$88	\$60	\$98	\$70	\$68	\$50	\$85	\$60
Transportation (incl gas)	\$66	\$40	\$77	\$35	\$66	\$30	\$53	\$30	\$69	\$35
Shopping/souvenirs	\$49	\$25	\$52	\$28	\$54	\$40	\$45	\$20	\$51	\$30
Recreation/Tour/Entrance/Permit fees	\$142	\$100	\$202	\$143	\$141	\$100	\$96	\$68	\$161	\$100
Other	\$83	\$15	\$37	\$0	\$96	\$50	\$68	\$20	\$71	\$11

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Tell us which of the following attractions/activities you have or will visit/participate in Page/Lake Powell
Activities on Public Lands:

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
Grand Canyon National Park	55.5%	74.0%	70.4%	62.7%	67.8%
Glen Canyon National Recreation Area	44.5%	52.4%	67.8%	56.9%	54.6%
Bryce Canyon National Park	48.0%	51.7%	47.4%	27.5%	48.3%
Zion National Park	44.1%	43.0%	57.0%	39.2%	46.6%
Horseshoe Bend	41.5%	43.5%	42.2%	58.8%	43.5%
Carl Hayden Visitor Center (Dam tours)	22.7%	15.5%	23.9%	25.5%	20.0%
Lee's Ferry	7.4%	16.3%	7.4%	5.9%	11.2%
Grand Staircase-Escalante National Monument	10.5%	5.3%	10.9%	15.7%	8.6%
Rainbow Bridge National Monument	6.6%	5.1%	9.6%	7.8%	6.8%
Vermillion Cliffs National Monument	3.9%	2.5%	10.0%	27.5%	6.2%
Paria Canyon-Vermillion Cliffs Wilderness Area	5.2%	2.3%	6.1%	17.6%	4.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Page Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Tell us which of the following attractions/activities you have or will visit/participate in Page/Lake Powell
Activities at local venues:

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
Dining out	72.3%	65.8%	56.7%	46.3%	63.5%
John Wesley Powell Museum	24.7%	30.2%	66.2%	58.5%	41.1%
Page Lake Powell Visitor Center	25.3%	32.4%	50.2%	29.3%	35.7%
Shopping	29.5%	25.5%	29.4%	17.1%	27.1%
Native American art & jewelry venues	21.1%	15.6%	18.4%	24.4%	18.3%
Navajo Village Heritage Center	6.0%	6.5%	7.5%	2.4%	6.4%
Native American cultural programs	8.4%	6.9%	2.5%	7.3%	6.0%
Nightlife	6.6%	4.4%	5.5%	2.4%	5.1%
Air Tours	4.8%	5.8%	5.0%	0.0%	5.0%

Page Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Tell us which of the following attractions/activities you have or will visit/participate in Page/Lake Powell
Outdoor Recreation activities

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
Hiking or walking trails	48.9%	44.5%	49.1%	52.1%	47.3%
Photography	43.0%	40.9%	45.4%	56.3%	43.6%
Slot Canyon tours	54.3%	30.3%	44.0%	47.9%	41.4%
Colorado River smooth water rafting trips	25.1%	36.8%	17.6%	0.0%	26.5%
Lake Powell boat tours	19.7%	16.9%	24.1%	10.4%	19.2%
Boating/houseboating	12.6%	10.4%	16.7%	2.1%	12.1%
Any other attraction or activity	7.6%	13.1%	6.9%	10.4%	9.8%
Mountain or road biking	4.9%	1.2%	2.8%	2.1%	2.7%
Grand Canyon whitewater rafting	0.9%	2.7%	2.8%	2.1%	2.2%
Rock climbing	2.7%	2.4%	0.5%	4.2%	2.1%
Fishing	2.7%	2.1%	1.4%	0.0%	1.9%
Golfing	1.3%	1.2%	2.8%	0.0%	1.6%
Off highway vehicles (OHV)	2.2%	0.6%	0.9%	2.1%	1.2%

Page Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Are you in Page for a special event?

	Calendar Quarter of Survey									
	March to May 2014		June to August 2014		September to November 2014		December 2014 to Feb 2015		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	20	8.0%	35	8.4%	10	4.1%	5	9.4%	70	7.3%
No	230	92.0%	380	91.6%	231	95.9%	48	90.6%	889	92.7%
Total	250	100.0%	415	100.0%	241	100.0%	53	100.0%	959	100.0%

Page Lake Powell Visitor Study 2014-2015 - Quarter #2
Please mark all the Page area events you would be interested in attending

	Calendar Quarter of Survey									
	March to May 2014		June to August 2014		September to November 2014		December 2014 to Feb 2015		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Native American Culture/Dances	58	37.9%	96	42.1%	53	33.8%	12	36.4%	219	38.4%
Geology & History Lecture Series	51	33.3%	61	26.8%	61	38.9%	16	48.5%	189	33.1%
Balloon Regatta	48	31.4%	62	27.2%	51	32.5%	8	24.2%	169	29.6%
Native American Arts/Jewelry Shows	50	32.7%	59	25.9%	41	26.1%	10	30.3%	160	28.0%
BBQ/Chili Cook-Off	32	20.9%	72	31.6%	27	17.2%	7	21.2%	138	24.2%
Rodeo/Roping/Bull riding	32	20.9%	73	32.0%	25	15.9%	8	24.2%	138	24.2%
Major Music Festival	31	20.3%	58	25.4%	31	19.7%	2	6.1%	122	21.4%
Art Shows	36	23.5%	47	20.6%	29	18.5%	5	15.2%	117	20.5%
4th of July Festival	26	17.0%	36	15.8%	22	14.0%	4	12.1%	88	15.4%
Car Shows/Motorcycle Events	18	11.8%	18	7.9%	19	12.1%	1	3.0%	56	9.8%
Wakeboarding contests	12	7.8%	23	10.1%	15	9.6%	1	3.0%	51	8.9%
Sports Tournaments (i.e. baseball, softball)	10	6.5%	22	9.6%	9	5.7%	4	12.1%	45	7.9%
Gymkhana or Equestrian Events	7	4.6%	9	3.9%	8	5.1%	1	3.0%	25	4.4%
Other Page area events?	9	5.9%	13	5.7%	0	0.0%	3	9.1%	25	4.4%
Fishing Tournaments	5	3.3%	6	2.6%	10	6.4%	2	6.1%	23	4.0%
Golf Tournaments	4	2.6%	4	1.8%	6	3.8%	1	3.0%	15	2.6%
OHV Competition	3	2.0%	1	0.4%	9	5.7%	0	0.0%	13	2.3%
Triathlons	4	2.6%	3	1.3%	2	1.3%	0	0.0%	9	1.6%

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
On a scale of 1 to 10 indicate the overall satisfaction with your experience in Page/Lake Powell

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
3		0.5%	0.4%	2.0%	0.4%
4	0.4%		1.3%	2.0%	0.5%
5	1.6%	3.4%	0.9%	2.0%	2.2%
6	1.6%	5.5%	2.6%	2.0%	3.5%
7	10.5%	11.5%	9.4%	16.0%	11.0%
8	32.4%	36.2%	25.3%	28.0%	31.9%
9	24.3%	22.3%	23.2%	18.0%	22.8%
10	29.1%	20.5%	36.9%	30.0%	27.6%

1 = Low

5 = Neither Satisfied nor Dissatisfied

10=High

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Mean score for overall satisfaction with your experience in Page/Lake Powell

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
On a scale of 1 to 10 indicate the overall satisfaction with your experience in Page/Lake Powell	8.6	8.3	8.7	8.3	8.5

Page Lake Powell Visitor Study 2014-2015 - Quarterly Tables
What is your gender?

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
Male	49.2%	52.9%	57.1%	55.6%	53.1%
Female	50.8%	47.1%	42.9%	44.4%	46.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Page Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Visitor age

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
20 and under	2.5%	3.5%	5.6%	2.0%	3.7%
21 - 25 years	8.4%	8.3%	8.6%	6.1%	8.3%
26 - 30 years	10.5%	10.5%	8.6%	16.3%	10.3%
31 - 35 years	4.6%	9.5%	5.2%	8.2%	7.1%
36 - 40 years	6.3%	8.5%	6.5%	12.2%	7.6%
41 - 45 years	8.9%	10.8%	5.2%	6.1%	8.6%
46 - 50 years	8.9%	11.8%	9.5%	12.2%	10.5%
51 - 55 years	7.6%	10.3%	8.6%	12.2%	9.3%
56 - 60 years	13.5%	10.8%	8.6%	6.1%	10.7%
61 - 65 years	11.0%	6.8%	16.8%	10.2%	10.6%
66 - 70 years	12.2%	5.8%	8.6%	6.1%	8.2%
71 - 75 years	4.2%	2.0%	5.6%	0.0%	3.4%
76 years and older	1.3%	1.8%	2.6%	2.0%	1.9%

Page Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Visitor age by gender

	Calendar Quarter of Survey									
	March to May 2014		June to August 2014		September to November 2014		December 2014 to Feb 2015		Total	
	What is your gender		What is your gender		What is your gender		What is your gender		What is your gender	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
20 and under	1.7%	3.4%	2.4%	4.8%	4.8%	7.1%	3.6%		2.9%	4.7%
21 - 25 years	6.9%	10.1%	11.2%	5.3%	11.9%	5.1%	10.7%		10.3%	6.3%
26 - 30 years	12.9%	8.4%	9.7%	10.1%	8.7%	7.1%	14.3%	19.0%	10.5%	9.4%
31 - 35 years	6.9%	2.5%	11.2%	8.0%	3.2%	7.1%	7.1%	9.5%	7.8%	6.3%
36 - 40 years	6.0%	6.7%	7.3%	9.6%	6.3%	7.1%	14.3%	9.5%	7.1%	8.2%
41 - 45 years	12.1%	5.9%	10.2%	11.7%	5.6%	5.1%	3.6%	9.5%	9.0%	8.4%
46 - 50 years	6.0%	11.8%	12.6%	10.1%	11.9%	5.1%	7.1%	19.0%	10.5%	9.8%
51 - 55 years	5.2%	10.1%	10.2%	10.6%	7.1%	11.1%	14.3%	9.5%	8.4%	10.5%
56 - 60 years	14.7%	12.6%	8.3%	13.8%	8.7%	9.1%	7.1%	4.8%	9.9%	11.9%
61 - 65 years	12.9%	7.6%	6.8%	6.9%	15.9%	18.2%	10.7%	9.5%	10.9%	9.8%
66 - 70 years	12.1%	12.6%	6.3%	5.3%	8.7%	9.1%	7.1%	4.8%	8.4%	8.2%
71 - 75 years	2.6%	5.9%	1.0%	3.2%	7.1%	3.0%			2.9%	3.7%
76 years and older		2.5%	2.9%	0.5%		6.1%		4.8%	1.3%	2.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Page and Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Visitor age (years) by gender

	Calendar Quarter of Survey									
	March to May 2014		June to August 2014		September to November 2014		December 2014 to Feb 2015		Total	
	What is your gender		What is your gender		What is your gender		What is your gender		What is your gender	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Age	47.6	49.3	44.4	45.3	47.6	49.7	43.3	45.9	46.0	47.5

Page Lake Powell Visitor Study 2014-2015 - Quarterly Tables
How many people including yourself are in the travel party?

	Calendar Quarter of Survey														
	March to May 2014			June to August 2014			September to November 2014			December 2014 to Feb 2015			Total		
	Mean	Median	Number	Mean	Median	Number	Mean	Median	Number	Mean	Median	Number	Mean	Median	Number
Number of women	1.6	1.0	235	1.5	1.0	388	1.6	1.0	230	1.3	1.0	43	1.5	1.0	896
Number of men	1.8	1.0	221	1.4	1.0	362	1.3	1.0	212	1.2	1.0	47	1.5	1.0	842
Number of children under 18 years of age?	.8	.0	88	1.3	1.0	201	.8	.0	75	.7	.0	12	1.1	1.0	376

Page Lake Powell Visitor Study 2014-2015 - Quarterly Tables
Who is traveling with you on this trip?

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
Family only	58.8%	68.7%	57.3%	49.1%	62.1%
Family and Friends	19.1%	16.4%	16.7%	13.2%	17.0%
Friends only	14.4%	12.5%	20.9%	17.0%	15.3%
Nobody, traveling alone	5.1%	1.9%	3.0%	17.0%	3.9%
Business Associates	0.8%	0.0%	2.1%	1.9%	0.8%
Organized group	1.9%	0.5%	0.0%	1.9%	0.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Page Lake Powell Visitor Study 2014-2015 - Quarter Tables
What is your annual household income?

	Calendar Quarter of Survey				
	March to May 2014	June to August 2014	September to November 2014	December 2014 to Feb 2015	Total
	Column N %	Column N %	Column N %	Column N %	Column N %
Less than \$40,000	15.2%	16.2%	11.6%	20.0%	14.9%
\$40,000 to \$59,999	12.3%	12.0%	15.1%	35.0%	14.4%
\$60,000 to \$79,999	12.9%	12.4%	21.5%	12.5%	15.1%
\$80,000 to \$99,999	17.0%	14.1%	9.9%	12.5%	13.6%
\$100,000 to \$119,999	8.8%	8.5%	15.1%	5.0%	10.2%
\$120,000 to \$139,999	4.7%	7.7%	4.1%	0.0%	5.3%
\$140,000 to \$159,999	4.1%	6.8%	7.6%	2.5%	6.0%
\$160,000 to \$179,999	6.4%	6.8%	3.5%	2.5%	5.5%
\$180,000 to \$199,999	2.9%	4.3%	4.1%	0.0%	3.6%
\$200,000 or higher	15.8%	11.1%	7.6%	10.0%	11.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Q#1 Average HHI derived from mid points = \$106,4323
Q#2 Average HHI derived from mid points = \$105,470
Q#3 Average HHI derived from mid points = \$98,197
Q#4 Average HHI derived from mid points = \$79,000
Overall average HHI derived from mid points = \$101,993