

# Flagstaff Tourism Survey



*Prepared for the*

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April 2009

## **Acknowledgements**

The AHRRC would like to acknowledge the invaluable assistance of several “tourism champions” who worked tirelessly to make this project a success, even as personnel changes occurred at the Flagstaff Convention & Visitors Bureau during the course of the project. First, thanks go to Jerry Thull, CVB Marketing Manager, who shepherded the project through its first several months. After his departure, Jacki Mieler, Flagstaff CVB Marketing Manager and Mike Russell, Publications Assistant, both worked with survey partners in the Flagstaff community to ensure that the survey stayed on track. We would also like especially to thank the staff of the Flagstaff Visitor Center, Lowell Observatory, the Fairfield Inn, and Little America Hotel for their hard work and diligence over the course of this year-long process; without their efforts this study would not have been possible.

## Executive Summary

This survey of visitors to Flagstaff, Arizona was undertaken in an effort to gather more reliable visitor profile data than is available from statewide or national panel surveys, which often contain too few cases to represent visitation outside the metro Phoenix and Tucson areas with any confidence. This survey process collected a total of 1,068 surveys from various locations within Flagstaff over a 12-month period – from April 2008 through March 2009 – a more than sufficient sample size to provide reliable results. The information gathered here will assist the Flagstaff Convention & Visitors Bureau with targeted marketing, product development, and advocacy for an industry that is critical to the health of the local and regional economy.

Generally, Flagstaff operates as both a pass-through and a primary destination for well-to-do couples on leisure vacations, who stay overnight, dine out, visit national parks and cultural and historic sites in the area. A summary of the specific findings of the visitor survey follows:

- ❖ Data for this tourism survey were collected at five locations: the Flagstaff Visitor Center (35%), Lowell Observatory (25%), the Fairfield Inn (16%), Little America Hotel (8%), and through intercepts in the historic downtown district (4%).
- ❖ Equal numbers of male (50.5%) and female (49.5%) visitors appeared in the sample.
- ❖ The average age of visitors was 49 years (median age 51 years), with males (47 years) slightly younger than female visitors (51 years).
- ❖ The average party size was 3.2 persons (1.5 men, 1.7 women). Over a fifth of all parties (22 percent) traveled with children under the age of 18; the average number of children in these parties was 2.2.

- ❖ The great majority of visitors (60%) traveled in family only groups, while 14% traveled in groups of family and friends. Friends only parties (15%), those traveling alone (8.5%), with business associates (2.1%), and in tour groups (1.2%) constituted the remaining travel party types.
- ❖ Travelers to Flagstaff had relatively high average annual household income, at \$79,056, with median income at \$80,000.
- ❖ Flagstaff serves as both a hub for visitors to northern Arizona and as a primary destination. Of total visitors, 42% said Flagstaff was their primary destination, while 58% said it was not. For 48% of visitors, however, northern Arizona *was* the primary destination – especially Grand Canyon NP and Sedona; one-third (33%) were bound for other US states and 20% were passing through to other Arizona locations.
- ❖ Most visitors to Flagstaff were traveling for vacation-leisure purposes (52.3%), followed by those just passing through (22.5%), day trips (17.9%), visiting friends and relatives (11.4%), and weekend visits (8.3%). Other purposes such as second home stays, business and conferences, and climate relief completed the trip purposes.
- ❖ A majority of visitors to Flagstaff traveled in a private vehicle (53.3%), and a further third (31.3%) traveled in a rental car. Only small percentages traveled in RV/campers, by train, air, or other means.
- ❖ Day visitors spent an average of 5.7 hours in Flagstaff while overnight visitors stayed an average of 2.6 nights.
- ❖ Overnight accommodations for Flagstaff visitors were dominated by hotels/motels, which were used by more than three-fourths of all visitors (77%) – a very positive finding for the lodging industry and a producer of community bed tax revenue. Much

smaller percentages stayed in private homes (7.4%), RV parks and campgrounds (6.1%), timeshares (4.5%), or Bed and Breakfast properties (2.2%).

- ❖ Almost half (44.4%) of all overnight visitors stayed in Flagstaff prior to taking the survey, while fewer (39%) stayed in Flagstaff after taking the survey – a finding that provides further evidence of Flagstaff as a pass-thru or regional tourism hub.
- ❖ One-third of Flagstaff visitors are Arizona residents (33%), followed by those from neighboring California (13.8%). Other states in the top 10 contributors of visitors were: Texas, Wisconsin, Florida, New York, Washington, Illinois, New Mexico and Pennsylvania – all common origin states for Arizona generally.
- ❖ More than half of all Arizona resident visitors to Flagstaff came from the greater Phoenix area (54.1%), and 11% were from Tucson. Together, these two metro areas accounted for about two-thirds of all resident visitors; however, 53 separate Arizona cities and towns were represented in the database.
- ❖ With world-class attractions such as the Grand Canyon, international visitors have long been a staple of northern Arizona tourism. In this survey, international visitors represented 17% of the Flagstaff sample. Topping the list was the United Kingdom (24%), followed by Canada (21%), Germany (9.1%), and Australia (8.0%). France, Belgium, the Netherlands, Italy, Switzerland, New Zealand and Denmark, contributing fewer than 5% each, rounded out the top foreign countries.
- ❖ Visitors had moderate expenditures in Flagstaff. Average per-party per-day expenditures by category were: lodging (\$175), restaurant and grocery (\$107), transportation including gas (\$93), shopping or arts and crafts purchases (\$90), recreation-tour-entrance fees or permits (\$65), and “other” (\$116).

- ❖ Visiting state and national parks, visiting cultural and historic sites, and dining out were the most popular activities for visitors to Flagstaff. Visiting museums, hiking, and visiting Forest Service lands were also popular.
- ❖ Visitor activities that registered the least interest on the part of visitors were: playing golf, mountain biking, camping/RV stays, fishing, skiing/snow play and boating. This is not to say that visitors do not engage in these activities; they do so at lower levels or only seasonally (e.g., skiing) as opposed to year-round.
- ❖ Historic Downtown Flagstaff was the most-visited attraction, by more than 70% of visitors. Also in the top group were: Grand Canyon NP, Route 66, Lowell Observatory, and Sunset Crater National Monument.
- ❖ Visitors to Flagstaff evidenced high levels of satisfaction with their trips. Overall, satisfaction levels achieved an 8.5 mean score out of a possible 10 and a median score of 9.0.
- ❖ Visitors to Flagstaff had an estimated \$386.9 million in direct expenditures, which resulted in an indirect economic impact of \$50 million, and induced impact of \$64.3 million for a total economic impact of \$501.3 million. Indirect business taxes based on direct expenditures produced an additional \$30.4 million tax impact and the total economic impact supported 4,234 direct jobs or 5,483 direct and indirect jobs.

## Table of Contents

|   |    |
|---|----|
| Executive Summary .....   | 3  |
| Table of Contents .....   | 7  |
| List of Figures .....   | 10 |
| Introduction.....   | 11 |
| Research Methods.....   | 12 |
| Flagstaff Survey Results .....  | 16 |
| Gender.....   | 16 |
| Age.....  | 16 |
| Gender by Age .....   | 19 |
| Annual Income.....  | 21 |
| Travel Party.....   | 22 |
| Party Type.....   | 23 |
| Primary Destination .....   | 26 |
| What other Northern Arizona Communities do you intend to visit? ..... | 27 |
| Primary Purpose of your Visit to Flagstaff? .....                     | 28 |
| What is your primary mode of transportation? .....                    | 29 |
| How much time in total did you spend in Flagstaff? .....              | 30 |
| What type of lodging did you use during your stay? .....              | 32 |
| In what city did you spend last night? .....                          | 34 |
| In what city will you stay tonight?.....                              | 36 |
| Geographic Origins of Flagstaff visitors.....                         | 38 |

|  |     |
|--|-----|
| Arizona Visitors to Flagstaff.....                           | 41  |
| International Visitors to Flagstaff.....                     | 43  |
| Visitor Spending.....  | 45  |
| Interest in participating in activities.....                 | 51  |
| What attractions do you plan to visit in Flagstaff?.....     | 55  |
| Overall satisfaction with your experience in Flagstaff?..... | 56  |
| Appendix A:.....   | 59  |
| Survey Questionnaire.....                                    | 59  |
| Appendix B:.....   | 62  |
| Regional Economic Impacts of Flagstaff Tourism Survey.....   | 62  |
| Appendix C:.....   | 70  |
| Open-ended comments to verbatim questions.....               | 70  |
| Appendix D:.....   | 111 |
| Seasonal Analysis of Flagstaff Visitors.....                 | 111 |



## List of Tables

|   |    |
|---|----|
| Table 1. Location the survey was administered in.....   | 13 |
| Table 2. Survey locations by calendar quarter.....  | 15 |
| Table 3. What is your gender? .....   | 16 |
| Table 4. Age ranges of visitors .....   | 18 |
| Table 5. Age range of visitors by gender.....   | 19 |
| Table 6. What is your annual household income? .....  | 21 |
| Table 7. How many persons including yourself are in the party? .....  | 23 |
| Table 8. Who is traveling with you on this trip?.....   | 24 |
| Table 9. Party size by who is traveling with you on this trip?.....   | 25 |
| Table 10. Is Flagstaff the primary destination of your trip? .....  | 26 |
| Table 11. If no, what is the primary destination of your trip? .....  | 27 |
| Table 12. Please mark all northern Arizona communities you plan to visit on this trip.....                                  | 27 |
| Table 13. What best describes the primary purpose of your trip to Flagstaff?.....   | 28 |
| Table 14. What is your primary mode of transportation?.....   | 29 |
| Table 15. What type of lodging did you stay in?.....  | 33 |
| Table 16. In what city did you spend last night? .....  | 35 |
| Table 17. In what city will you spend tonight?.....   | 37 |
| Table 18. Origins of visitors to Flagstaff.....   | 39 |
| Table 19. Geographic origin of Arizona visitors to Flagstaff.....   | 41 |
| Table 20. Origins of foreign visitors to Flagstaff .....  | 44 |
| Table 21. Average per-party per-day expenditures for visitors to Flagstaff.....   | 45 |
| Table 22. Primary purpose of trip by average per-party expenditures per-day. ....   | 46 |
| Table 23. Primary purpose of trip by average per-party expenditures per trip.....   | 48 |
| Table 24. Primary purpose of trip by average per-person/per-day expenditures.....   | 50 |
| Table 25. Tell us how interested you are in participating in the following activities.....                                  | 52 |
| Table 26. Tell us how interested you are in participating in the following activities, by mean<br>scores?.....              | 53 |
| Table 27. What activities did/will you participate in? .....  | 54 |
| Table 28. What attractions did/will you visit in Flagstaff?.....  | 55 |
| Table 29. Rate your overall satisfaction with your experience in Flagstaff?.....  | 56 |
| Table B1. Estimate of regional expenditures by Flagstaff area visitors. ....  | 67 |
| Table B2. Effects <sup>1</sup> and Multipliers of \$386,984,327 of Regional Expenditures by Flagstaff area<br>visitors..... | 68 |

## List of Figures

|  |    |
|--|----|
| Figure 1. Age Ranges of Flagstaff Visitors .....                               | 18 |
| Figure 2. Age ranges by gender .....   | 20 |
| Figure 3. Annual Household Income .....  | 22 |
| Figure 4. How many hours did you spend in Flagstaff? .....                     | 30 |
| Figure 5. How many nights did you spend in Flagstaff? .....                    | 31 |
| Figure 6. Average length of stay by primary reason of visit .....              | 32 |
| Figure 7. Average length of stay by accommodation type .....                   | 34 |
| Figure 8. Geographic Region of Stay Last Night .....                           | 36 |
| Figure 9. Geographic Region of Stay tonight .....                              | 38 |
| Figure10. Overall level of satisfaction with your experience in Flagstaff..... | 57 |

## Introduction

The tourism and hospitality industries today are vitally important to the economic growth and stability of the U.S. economy. Tourism is one the nation's largest industries, one of its largest service exports, and one of the nation's largest employers – in fact, one of every eight U.S. non-farm jobs is created directly or indirectly by travel and tourism.<sup>1</sup> Yet, despite the industry's enormous contributions to economic development, states and localities face greater competition than ever before for the tourism dollar. Thus, research has emerged as a crucial tool to help guide local communities in their tourism promotion and marketing efforts. Advertising is expensive and dollars are scarce; promotional efforts need to be targeted to the most productive market segments. The more information a region or community has about its current visitors and their travel patterns, the more accuracy can be applied in developing niche markets and targeting future visitors. What are the demographics of visitors, where do they come from, what products attract them to an area, what is the level of satisfaction with the visitor experience, how can it be improved, how can stays be extended to increase economic impact?

Flagstaff is an established and an emerging tourism destination. Flagstaff has served for decades as the hub for northern Arizona tourism, from which visitors can venture to Grand Canyon National Park, Sedona, Navajo or Hopi tribal lands, or to the many other attractions in the region. More recently, Flagstaff has emerged as a primary destination, particularly with the restoration and preservation of Historic Downtown Flagstaff, but also due to attractions such as Route 66, Lowell Observatory, and the growing art scene. Flagstaff visitors can experience vibrant history and culture, fine dining, and world-class museums in a unique high-altitude university town, described as having “attitude.”

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<sup>1</sup> Travel Industry Association of America, Travel Industry Facts. See at: <http://www.tia.org/index.html>

The data gathered in this survey paints a portrait of tourism throughout Coconino County that will help shape the advertising and marketing efforts of the Flagstaff community. The data from this tourism survey will also help Flagstaff in its work with regional tourism partners on larger marketing and promotion efforts.

### **Research Methods**

The Arizona Office of Tourism (AOT) contracted with the AHRRC to conduct visitor research in Flagstaff as part of an ongoing effort by AOT to gather regional and community-based tourism data. AOT and the Flagstaff Convention & Visitors Bureau (CVB) shared the funding of this visitor survey, and the CVB provided staff volunteers to oversee or “champion” the project in the community.

The Flagstaff visitor survey was designed by the professional staff at the AHRRC in conjunction with AOT and participating Flagstaff officials. The instrument was developed in Teleform™, a computerized scanning program, to afford rapid data capture of the completed questionnaires. The two-page survey was developed to obtain information on visitors’ activities in the county, communities visited, reasons for visiting, and expenditures while in the area. The surveys were collected according to a seasonally-adjusted stratified sample based on attendance at participating community attractions. The collection schedule was randomized to ensure that surveys were distributed on both weekdays and weekends, and each participating survey location was provided a fixed number of surveys to be distributed according to a predetermined survey schedule.

The survey was designed to be self-administered, i.e., Visitor Center or attraction staff handed the survey to visitors who completed and returned it to staff. Completed surveys were

forwarded to NAU on a monthly basis. Flagstaff CVB staff was responsible for distributing the survey forms to the participating lodging and attraction sites, according to the survey schedule. The Flagstaff CVB leaders were invaluable in this process as they also encouraged properties to participate in the survey and returned data to NAU for processing and analysis.

Survey data for the Flagstaff survey was collected at five locations within the Flagstaff community. The largest percent (35.3%) was collected at the Flagstaff Visitor Center, located in the historic train station downtown. The second highest number was collected at Lowell Observatory (24.8%), followed by the Fairfield Hotel located on the west side of town (15.9%), Little America Hotel located on the east side of town (7.8%), and a small percentage (3.7%) were gathered by direct intercepts with visitors downtown. Another 12.5% were of “unknown origin,” which means that the location box on the form was not filled in; these were no doubt scattered among the participating locations. See Table 1.

**Table 1. Location the survey was administered in**

| <b>Survey Location</b> |       |            |
|------------------------|-------|------------|
|                        | Count | Column N % |
| Fairfield              | 170   | 15.9%      |
| Intercepts downtown    | 40    | 3.7%       |
| Little America         | 83    | 7.8%       |
| Lowell Observatory     | 265   | 24.8%      |
| Unknown origin         | 133   | 12.5%      |
| Visitor Center         | 377   | 35.3%      |
| Total                  | 1068  | 100.0%     |

Surveys were distributed according to a pre-determined survey schedule developed by the AHRRC, by which surveys were collected one week per month for each month of the year-long study. Table 2 shows the number of surveys collected at each location, broken out by quarter. First quarter covered the April through June period of 2008; second quarter was July through September 2008; third quarter covered October through December 2008; and final or fourth quarter was January through March 2009. As shown in Table 2 below, more surveys were completed at the Flagstaff Visitor Center and at Lowell Observatory than at any other locations. In addition, more surveys were completed at the Flagstaff Visitor Center location in two of four quarters – Spring & Winter. More surveys were contributed by Lowell Observatory in the Fall quarter. Of note is the 37% categorized as “Unknown” in Quarter two or Summer. In this case, the location box on the form, designating the place at which the survey was completed, was not provided. This is not an important issue, however, since these surveys were completed in Flagstaff and their findings are totally valid. It is probably also fair to assume that large numbers of these forms were also completed at the Flagstaff Visitor Center and at Lowell Observatory as was the case in the other months, but simply not noted as such.

You will also note that 11% of total surveys were the result of “intercepts downtown.” These intercepts were conducted by AHRRC staff to add greater diversity to the sample during several busy months; it was not anticipated that intercepts would be conducted throughout the year.

**Table 2. Survey locations by calendar quarter**

| Location of survey  | Calendar quarter of survey            |  |  |  |
|---------------------|---------------------------------------|--|--|--|
|                     | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|                     | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| Fairfield           | 15.1%                                 | 13.0%  | 21.4%  | 17.5%                                    |
| Intercepts downtown | 11.0%                                 | .0%  | .0%  | .0%                                      |
| Little America      | 5.5%                                  | 10.4%  | 8.0%   | 7.0%                                     |
| Lowell Observatory  | 29.9%                                 | 14.5%  | 36.4%  | 22.2%                                    |
| Unknown             | .5%                                   | 37.0%  | 1.1%   | .6%                                      |
| Visitor Center      | 37.9%                                 | 25.1%  | 33.2%  | 52.6%                                    |
| Total               | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

## Flagstaff Survey Results

The overall findings of the Flagstaff Visitor Survey are presented in this section, including demographics, travel party composition, trip purpose, travel mode, travel patterns, visitor origins and visitor spending.

### **Gender**

Demographics are a critical component of any visitor survey, as they describe visitor age, gender and household income, which together paint a portrait of typical visitors. This survey sample captured even numbers of males (50.5%) and females (49.5%). See Table 3.

**Table 3. What is your gender?**

| Gender |       |            |
|--------|-------|------------|
|        | Count | Column N % |
| Male   | 500   | 50.5%      |
| Female | 491   | 49.5%      |
| Total  | 991   | 100.0%     |

### **Age**

What is the average age of visitors to Flagstaff? Age is, after all, a key determinant of tourism marketing and a central issue in product definition; older visitors are, for example, less likely to engage in certain activities (i.e., rock concerts or mountain biking), and more likely to engage in others (e.g., shopping for antiques or craft fairs). Younger visitors, on the other hand, are more attracted to adventure and alternative lifestyle activities.



The average (mean) age of visitors to Flagstaff is 49 years and the median age (or mid-point of the distribution) is 51 years, slightly higher than the average age indicating the prevalence of older-aged visitors. Thus, visitors to Flagstaff parallel those to the state overall, also indicated to be 49 years for non-resident visitors and 47 years for resident visitors in 2007.<sup>2</sup> In fact, a generational look at this data shows the following (note that age categories in Table 4 do not match generation birth years exactly):

- Millennials (born after 1981; under age 26 in the table) make up about 10.2% of visitors
- Gen-X (born 1965-80; age 26-45 in the table) make up 27.9% of visitors
- Baby Boomers (born 1946-64; age 46-65 in the table) make up 47% of visitors
- Silent Generation (born 1930-45; age 66+ in the table) make up 15% of visitors

Thus, Flagstaff's strongest markets are the Gen-Xers and the Baby Boomers, between the ages of 26 and 65 as depicted in Figure 1 below, with data in Table 4.

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<sup>2</sup> Arizona Office of Tourism, "Arizona 2007 Tourism Facts: Year End Summary." All comparisons to state averages in this study are taken from this study.

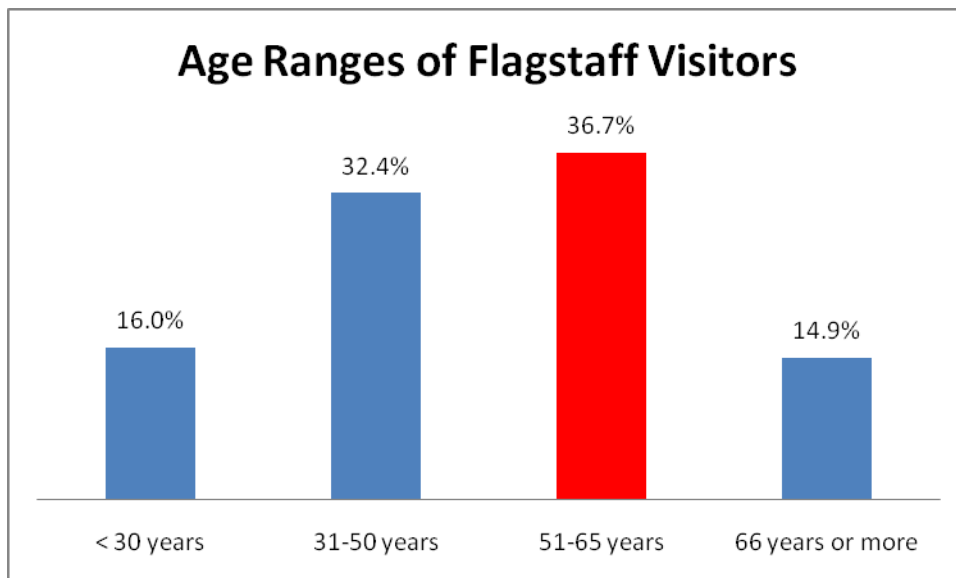
**Table 4. Age ranges of visitors**

**Age of visitors recoded to ranges**

|                    | Count | Column N % |
|--------------------|-------|------------|
| 20 and under       | 41    | 4.4%       |
| 21 - 25 years      | 54    | 5.8%       |
| 26 - 30 years      | 54    | 5.8%       |
| 31 - 35 years      | 55    | 5.9%       |
| 36 - 40 years      | 75    | 8.1%       |
| 41 - 45 years      | 75    | 8.1%       |
| 46 - 50 years      | 96    | 10.3%      |
| 51 - 55 years      | 116   | 12.5%      |
| 56 - 60 years      | 112   | 12.0%      |
| 61 - 65 years      | 113   | 12.2%      |
| 66 - 70 years      | 70    | 7.5%       |
| 71 - 75 years      | 34    | 3.7%       |
| 76 years and older | 35    | 3.8%       |
| Total              | 930   | 100.0%     |

Mean = 49 years  
Median = 51 years

**Figure 1. Age Ranges of Flagstaff Visitors**



## **Gender by Age**

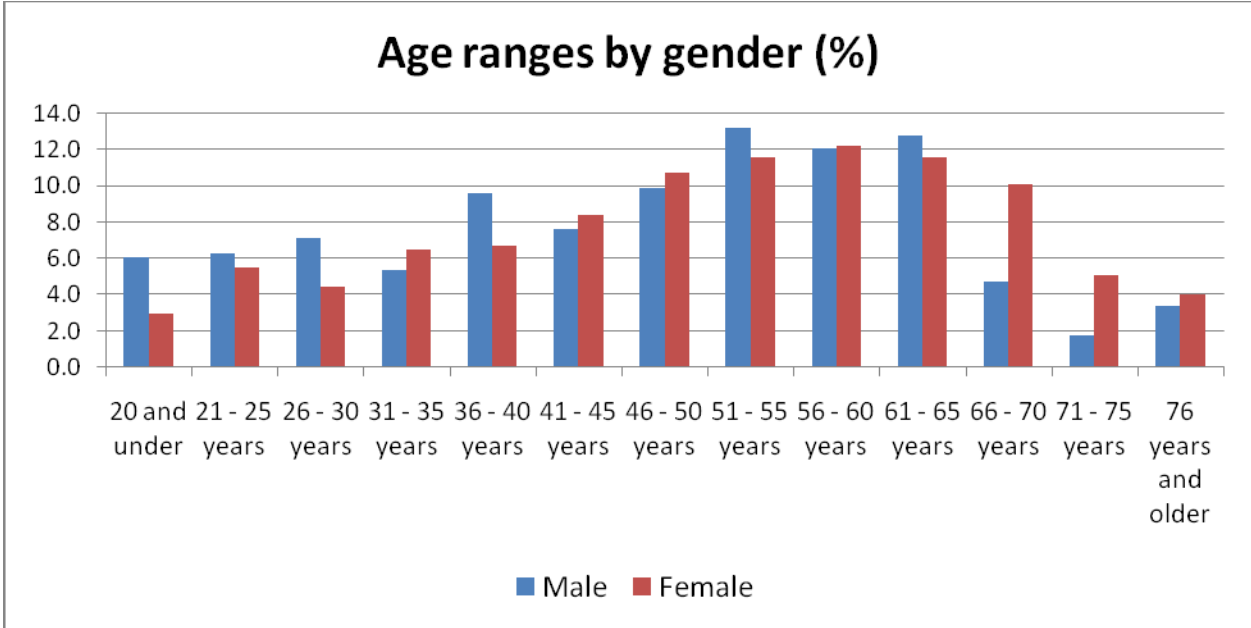
The Flagstaff visitor sample was divided evenly between male and female visitors, however, when age is cross-tabbed with gender, male visitors tended to be slightly younger (47.3 years) than female visitors (50.8 years). Overall, more males than females appeared in the age cohort under 30 years. On the other hand, more females were represented in older age ranges from 66+ years. Overall, no dramatic differences appeared between the genders in terms of age. See Table 5, and Figure 2.

**Table 5. Age range of visitors by gender**

|                    | Gender     |            |
|--------------------|------------|------------|
|                    | Male       | Female     |
|                    | Column N % | Column N % |
| 20 and under       | 6.1%       | 3.0%       |
| 21 - 25 years      | 6.3%       | 5.5%       |
| 26 - 30 years      | 7.2%       | 4.4%       |
| 31 - 35 years      | 5.4%       | 6.5%       |
| 36 - 40 years      | 9.6%       | 6.8%       |
| 41 - 45 years      | 7.6%       | 8.4%       |
| 46 - 50 years      | 9.9%       | 10.8%      |
| 51 - 55 years      | 13.2%      | 11.6%      |
| 56 - 60 years      | 12.1%      | 12.2%      |
| 61 - 65 years      | 12.8%      | 11.6%      |
| 66 - 70 years      | 4.7%       | 10.1%      |
| 71 - 75 years      | 1.8%       | 5.1%       |
| 76 years and older | 3.4%       | 4.0%       |
| Total              | 100.0%     | 100.0%     |

Mean Male = 47.3 years  
Mean Female = 50.8 years

**Figure 2. Age ranges by gender**



## Annual Income

The average annual household income of visitors to Flagstaff is \$79,056 and the median annual income is \$79,999. Of interest, however, is the fact that the largest single cohort of visitors (17%) had annual earnings above \$135,000 – a significant finding for future target marketing efforts. This average income figure for Flagstaff is slightly lower than that for Arizona non-resident visitors generally (\$86,000 for non-resident), which may be due to the older average age of Flagstaff visitors and the greater likelihood of more retirees. The average annual income of visitors to Flagstaff is, however, higher than the average annual income of Arizona *resident* travelers at \$74,700. See Table 6 and Figure 3.

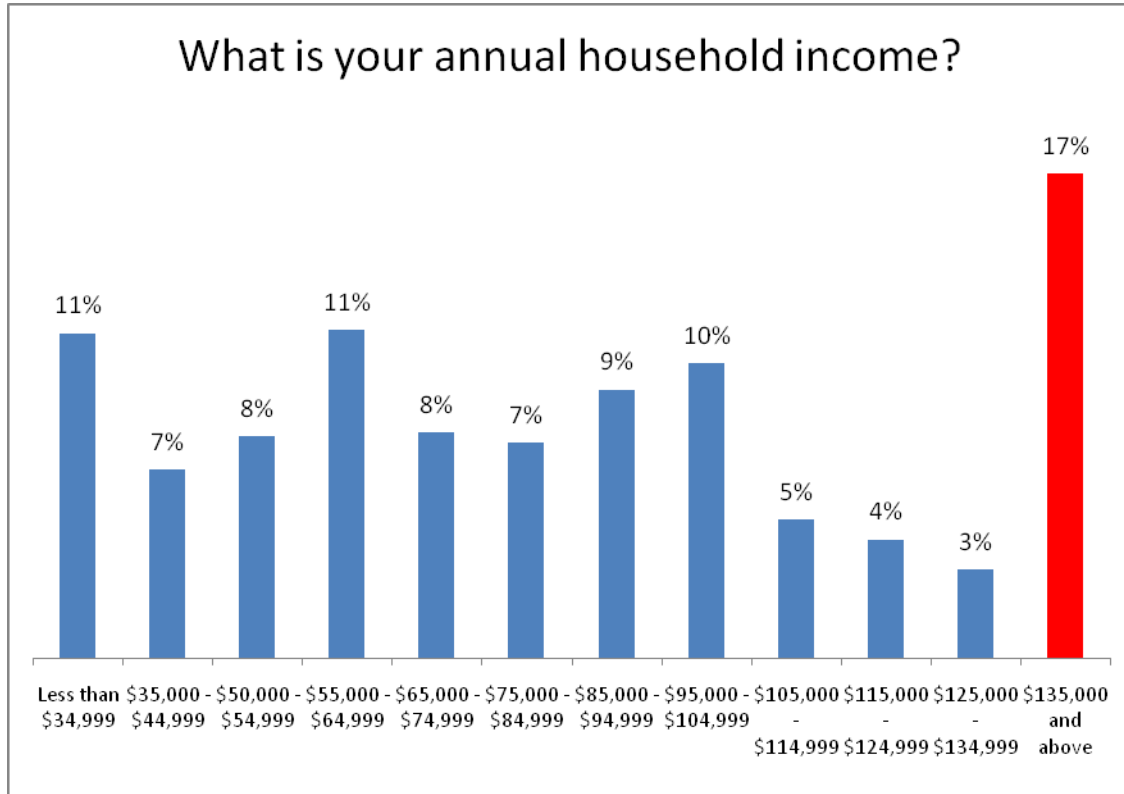
**Table 6. What is your annual household income?**

| Annual household income |       |            |
|-------------------------|-------|------------|
|                         | Count | Column N % |
| Less than \$34,999      | 98    | 11.2%      |
| \$35,000 - \$44,999     | 57    | 6.5%       |
| \$50,000 - \$54,999     | 67    | 7.7%       |
| \$55,000 - \$64,999     | 99    | 11.3%      |
| \$65,000 - \$74,999     | 68    | 7.8%       |
| \$75,000 - \$84,999     | 65    | 7.4%       |
| \$85,000 - \$94,999     | 81    | 9.3%       |
| \$95,000 - \$104,999    | 89    | 10.2%      |
| \$105,000 - \$114,999   | 42    | 4.8%       |
| \$115,000 - \$124,999   | 36    | 4.1%       |
| \$125,000 - \$134,999   | 27    | 3.1%       |
| \$135,000 and above     | 146   | 16.7%      |
| Total                   | 875   | 100.0%     |

Mean = \$79,056

Median = \$79,999

**Figure 3. Annual Household Income**



**Travel Party**

What is the average size of parties traveling to Flagstaff? The average party consisted of 3.2 persons – on average, 1.7 women and 1.5 men. The average party size of visitors to Flagstaff is, therefore, slightly higher than the state average party size of 2.3 persons for resident visitors and 2.1 for non-resident visitors. This larger party size is due to the presence of more adults in the

travel party, given that only 22 percent of all parties indicated that they traveled to Flagstaff with children. When parties did include children, the average number of children per party was two children. The percentage of visitors to Flagstaff with children, at 22 percent, is considerably lower than the state average of 32 percent of parties traveling with children, or the US average of 42 percent, suggesting that Flagstaff is much more an adult destination than a family destination. See Table 7.

**Table 7. How many persons including yourself are in the party?**

| How many persons including yourself are in your travel party |      |        |         |
|--|------|--------|---------|
|  | Mean | Median | Valid N |
| Women in your travel party                                   | 1.7  | 1.0    | 851     |
| Men in your travel party                                     | 1.5  | 1.0    | 790     |
| Children under 18 years in your travel party                 | 2.2  | 2.0    | 236     |

**Party Type**

In terms of party composition, more than half (59.6%) of survey respondents traveled to Flagstaff in “family only” groups, followed by much smaller percentages of “friends only” (15.0%), and “family and friends” (13.5%) groups. A significant percentage of visitors were “traveling alone” (8.5%), followed by a small percent traveling with “business associates” (2.1%) or as part of an organized tour (1.2%). See Table 8.

**Table 8. Who is traveling with you on this trip?**

| Who is traveling with you on this trip? |       |            |
|---|-------|------------|
|   | Count | Column N % |
| Family only                             | 583   | 59.6%      |
| Friends only                            | 147   | 15.0%      |
| Family and friends                      | 132   | 13.5%      |
| Nobody traveling alone                  | 83    | 8.5%       |
| Business associates                     | 21    | 2.1%       |
| Organized Tour Group                    | 12    | 1.2%       |
| Total                                   | 978   | 100.0%     |

When party type is cross-tabbed with party size, we find that large percentages of “family only” and “friends only” parties consisted of two persons (60% each), while half (47.7%) of “family and friends” parties also consisted of two persons. Organized tour groups had the largest visitor parties (up to 44 persons), which is consistent with bus tours. See Table 9.



**Table 9. Party size by who is traveling with you on this trip?**

**How many people are in your travel party by who is traveling with you?**

|       | Who is traveling with you on this trip? |             |              |                      |                        |                     |
|-------|---|-------------|--------------|----------------------|------------------------|---------------------|
|       | Family and friends                      | Family only | Friends only | Organized Tour Group | Nobody traveling alone | Business associates |
|       | Column N %                              | Column N %  | Column N %   | Column N %           | Column N %             | Column N %          |
| 0     | .0%                                     | .2%         | .0%          | .0%                  | 1.6%                   | .0%                 |
| 1     | 1.9%                                    | 1.1%        | 13.0%        | .0%                  | 87.1%                  | 50.0%               |
| 2     | 47.7%                                   | 59.6%       | 60.0%        | 12.5%                | 9.7%                   | 25.0%               |
| 3     | 24.3%                                   | 14.7%       | 9.6%         | .0%                  | .0%                    | 12.5%               |
| 4     | 15.9%                                   | 16.6%       | 9.6%         | 12.5%                | 1.6%                   | 12.5%               |
| 5     | 2.8%                                    | 3.4%        | 5.2%         | .0%                  | .0%                    | .0%                 |
| 6     | 1.9%                                    | 1.3%        | .0%          | 12.5%                | .0%                    | .0%                 |
| 7     | 2.8%                                    | .4%         | .9%          | .0%                  | .0%                    | .0%                 |
| 8     | .0%                                     | .6%         | .0%          | 12.5%                | .0%                    | .0%                 |
| 9     | .0%                                     | .4%         | .0%          | .0%                  | .0%                    | .0%                 |
| 10    | .0%                                     | .2%         | .9%          | .0%                  | .0%                    | .0%                 |
| 11    | .0%                                     | .4%         | .0%          | .0%                  | .0%                    | .0%                 |
| 13    | .0%                                     | .0%         | .0%          | 12.5%                | .0%                    | .0%                 |
| 20    | .9%                                     | .0%         | .0%          | .0%                  | .0%                    | .0%                 |
| 22    | .9%                                     | .0%         | .0%          | .0%                  | .0%                    | .0%                 |
| 25    | .0%                                     | .4%         | .0%          | .0%                  | .0%                    | .0%                 |
| 30    | .0%                                     | .0%         | .9%          | .0%                  | .0%                    | .0%                 |
| 34    | .0%                                     | .0%         | .0%          | 12.5%                | .0%                    | .0%                 |
| 36    | .0%                                     | .2%         | .0%          | .0%                  | .0%                    | .0%                 |
| 40    | .9%                                     | .4%         | .0%          | .0%                  | .0%                    | .0%                 |
| 43    | .0%                                     | .0%         | .0%          | 12.5%                | .0%                    | .0%                 |
| 44    | .0%                                     | .0%         | .0%          | 12.5%                | .0%                    | .0%                 |
| Total | 100.0%                                  | 100.0%      | 100.0%       | 100.0%               | 100.0%                 | 100.0%              |

## **Primary Destination**

In this survey, was Flagstaff a primary destination for visitors, or was it more often one stop on a longer journey? More than half of survey respondents (58.1%) indicated that Flagstaff was *not* the primary destination of their trip, while 41.9% said that Flagstaff *was* their main destination. Thus, while Flagstaff is the main destination for two of five visitor parties, it is also clear that Flagstaff's location as the jumping-off place for Grand Canyon, Sedona, Navajo and Hopi lands, means that Flagstaff continues to operate as a hub for travel throughout the region. Its location at the juncture of I-40 and SR-17 also contributes to higher numbers of visitors passing through Flagstaff on their way to other destinations. See Table 10.

**Table 10. Is Flagstaff the primary destination of your trip?**

| Is Flagstaff the primary destination of your trip? |       |            |
|--|-------|------------|
|  | Count | Column N % |
| Yes  | 437   | 41.9%      |
| No   | 606   | 58.1%      |
| Total  | 1043  | 100.0%     |

Those respondents who said Flagstaff was *not* their primary destination, were then asked to indicate their primary destination. Half of respondents (47.7%) said their main destination was somewhere within northern Arizona – for example, the Grand Canyon or Sedona – while one-fifth (19.6%) indicated that they were bound for other Arizona destinations; a further third (32.7%) said they were primarily visiting other U.S. states and just passing through Flagstaff. See Table 11. A complete list of responses is included in Appendix C.

**Table 11. If no, what is the primary destination of your trip?**

**Other destinations**

|                  | Count | Column N % |
|------------------|-------|------------|
| Arizona overall  | 117   | 19.6%      |
| Northern Arizona | 285   | 47.7%      |
| Other States     | 195   | 32.7%      |
| Total            | 597   | 100.0%     |

**What other Northern Arizona Communities do you intend to visit?**

Visitors to Flagstaff are clearly taking time to visit other tourist sites in northern Arizona. The most visited place other than Flagstaff, not surprisingly, was Grand Canyon National Park (71.3%), followed by Sedona (64.5%). Much further down the list of communities were: Williams (25.3%), Winslow (14.1%), Page (13.2%) and Cameron (12.0%). “Other” unspecified communities ranked at 14.6%. See Table 12.

**Table 12. Please mark all northern Arizona communities you plan to visit on this trip.**

**Have you or do you plan on visiting any of the following communities?**

|                 | Count | Column N % |
|-----------------|-------|------------|
| Grand Canyon NP | 616   | 71.3%      |
| Sedona          | 557   | 64.5%      |
| Williams        | 219   | 25.3%      |
| Other community | 126   | 14.6%      |
| Winslow         | 122   | 14.1%      |
| Page            | 114   | 13.2%      |
| Cameron         | 104   | 12.0%      |
| Total           | 864   | 100.0%     |

Does not sum to 100% because of multiple responses.

**Primary Purpose of your Visit to Flagstaff?**

People visit places like Flagstaff for a variety of reasons, including leisure trips, business trips, or a combination of both, while others are simply passing through en route to someplace else. What are the primary reasons people visit Flagstaff? Vacation-leisure (52.3%) was the most popular purpose of these visits. Others identified their visit primarily as a day trip (17.9%) or weekend visit (8.3%). All three of these are leisure-oriented, which is a very positive finding. About one-fourth (22.5%) were “just passing through.” Only about one in 10 (11.4%) were visiting friends and relatives in Flagstaff, a rate that is far below that for the state (27%) or the Phoenix area (37%). About 8% were staying in a second home in Flagstaff. (The Phoenix area, by contrast, is dominated by people visiting family and attending meetings.) Even fewer were visiting Flagstaff for business/conference reasons (3.4%) or a combination of business and leisure (3.5%). A very small percentage listed climate relief (1.3%) as the reason for the visit. See Table 13.

**Table 13. What best describes the primary purpose of your trip to Flagstaff?**

**Indicate item that best describes the primary purpose of your trip to Flagstaff?**

|                                    | Count | Column N % |
|------------------------------------|-------|------------|
| Vacation/Leisure                   | 550   | 52.3%      |
| Just passing through               | 236   | 22.5%      |
| Day trip                           | 188   | 17.9%      |
| Visiting friends and/or relatives  | 120   | 11.4%      |
| Weekend visit                      | 87    | 8.3%       |
| Other reason to visit              | 82    | 7.8%       |
| Stay in second home/residence      | 81    | 7.7%       |
| Both business and leisure          | 37    | 3.5%       |
| Business/Conference                | 36    | 3.4%       |
| Climate relief/cooler temperatures | 14    | 1.3%       |

Does not sum to 100% because of multiple responses.

### **What is your primary mode of transportation?**

How do visitors travel to Flagstaff? One would assume that most visitors arrived in some form of vehicular transportation, but of what type? Private auto (53.3%) accounted for more than half of all visits, followed by rental cars (31.3%); together these account for 84.6% of all travel modes. We know from previous survey research in northern Arizona that most of these rental vehicles are picked up either in Phoenix or Las Vegas. All other categories accounted for only very small percentages: RV/Camper (4.1%), Train/Amtrak (2.9%), Shuttle (2.5%), Tour bus (1.8%), Air service (1.6%), and Motorcycle (.8%). “Other” transportation modes accounted for 1.7 percent. See Table 14.

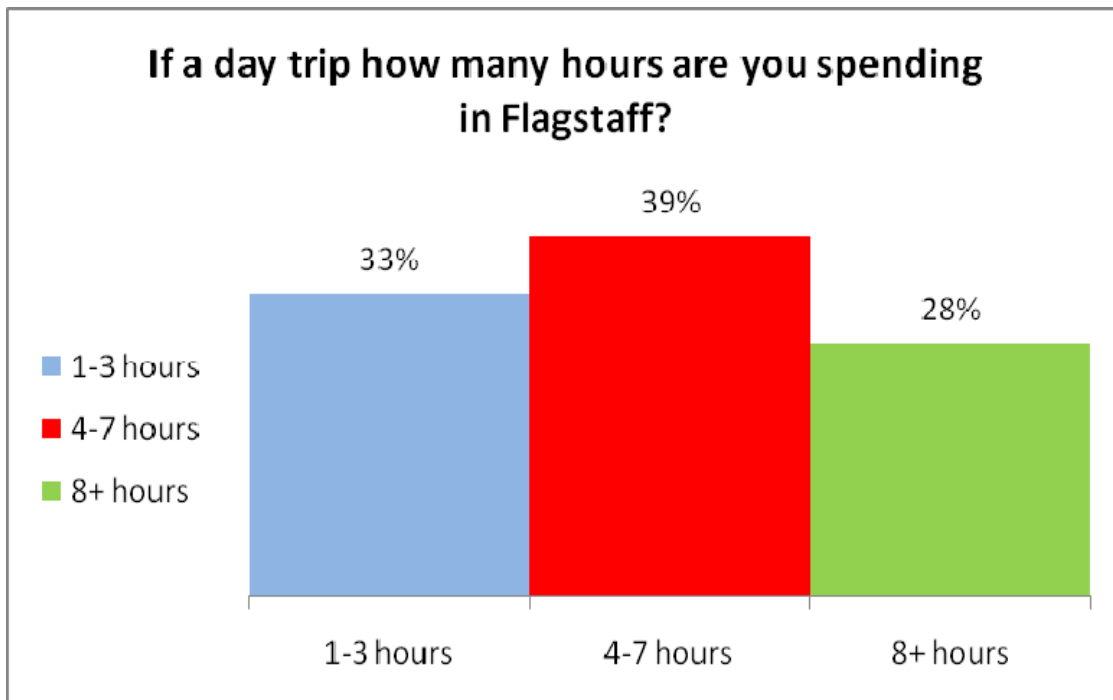
**Table 14. What is your primary mode of transportation?**

| <b>What is your primary mode of transportation?</b> |              |                   |
|---|--------------|-------------------|
|   | <b>Count</b> | <b>Column N %</b> |
| Private auto  | 565          | 53.3%             |
| Rental car  | 332          | 31.3%             |
| RV/Camper   | 43           | 4.1%              |
| Train/Amtrak  | 31           | 2.9%              |
| Shuttle<br>company/Greyhound bus                    | 27           | 2.5%              |
| Tour Bus  | 19           | 1.8%              |
| Other transportation                                | 18           | 1.7%              |
| Air Service   | 17           | 1.6%              |
| Motorcycle  | 8            | .8%               |
| Total   | 1060         | 100.0%            |

**How much time in total did you spend in Flagstaff?**

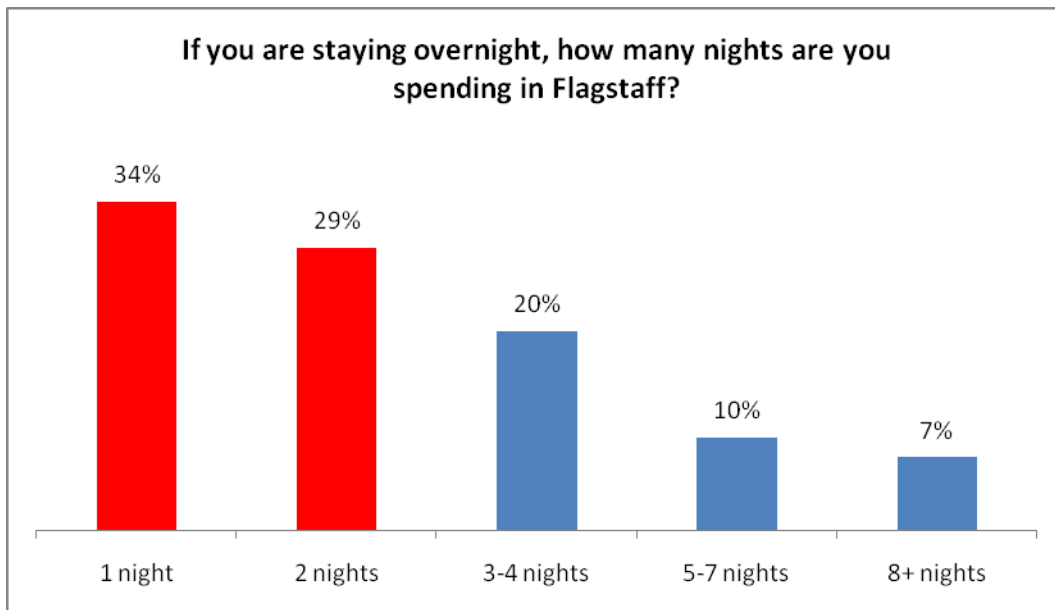
Length of stay is an important factor in any tourism study because it has a direct bearing on overall economic impact. How much time did visitors spend in Flagstaff? Respondents were asked to indicate whether they spent either *hours or nights* in Flagstaff. Two-thirds of respondents (66.1%) stayed overnight in Flagstaff, while one-third (33.9%) were day visitors. For those who were day visitors, one-third spent one to three hours in Flagstaff; 39 percent spent four to seven hours; and 28 percent spent eight or more hours. The average length of stay for day visitors was 5.7 hours. See Figure 4.

**Figure 4. How many hours did you spend in Flagstaff?**



As noted previously, the vast majority (66%) of respondents spent at least one night in Flagstaff. The largest single cohort of visitors (34%) stayed one night, while 29 percent stayed two nights; 20 percent stayed 3-4 nights; 10 percent stayed between 5 and 7 nights, and 7 percent stayed for 8 or more nights. The average length of overnight stays is 2.6 nights. Thus, visitors to Flagstaff in this study had longer average overnight stays than the Northern Arizona region (2.2 days) but lower than the state overall (3.5 days) in 2007. See Figure 5.

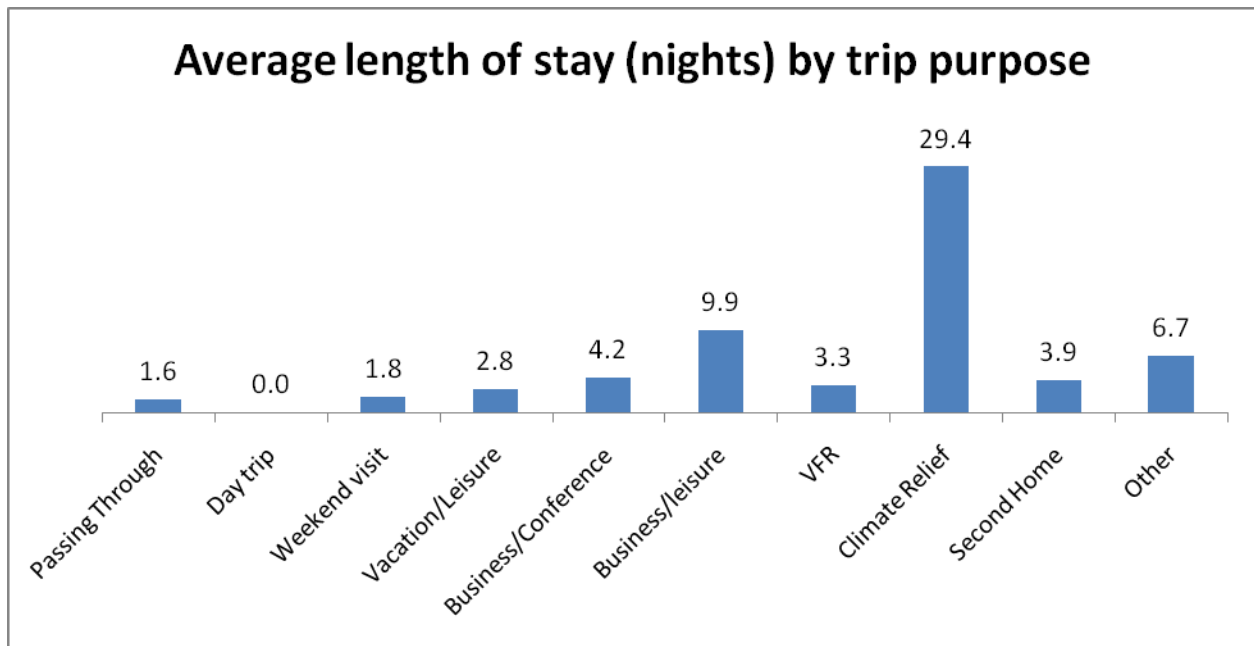
**Figure 5. How many nights did you spend in Flagstaff?**



If visitor type is cross-tabbed with length of stay, we can determine which visitors had the longest average stays in Flagstaff. The average length of stay of each specific visitor group is

shown in Figure 6. Vacation/leisure visitors or classic tourists had average stays of 2.8 nights and this segment comprised 52.3 percent of the sample. Those visiting for Business/conference or Business/leisure had longer stays of 4.2 and 9.9 days respectively, but they accounted for much smaller percentages of overall visitors, 3.4% in the first instance and 3.5% in the latter. Those visiting friends and relatives stayed an average of 3.3 nights, those in second homes 3.9 nights, and those seeking climate relief a whopping 29 nights – but again these represented only 1.3 percent of visitors. See Figure 6.

**Figure 6. Average length of stay by primary reason of visit**



**What type of lodging did you use during your stay?**

Now that we know that two-thirds (66.1%) of all respondents stayed overnight in Flagstaff and that the average visitor spent 2.6 nights in the region, the next important question is where do these visitors stay? More than three-fourths of all visitors (76.9%) stayed in a hotel or motel,



which increases the economic impact of these visits. Only small percentages stayed in other forms of lodging: with friends/family (7.4%); Campground/RV park (6.1%); Timeshares (4.5%); B & Bs (2.2%); Condos (1.7%), and Second homes (1.2%). The “other” category accounted for a further 4.2 percent of respondents. When asked to specify “other” categories, responses included boutique properties, staying on Forest Service lands, etc. See Table 15.

**Table 15. What type of lodging did you stay in?**

**If staying overnight in Flagstaff what type of lodging are you using?**

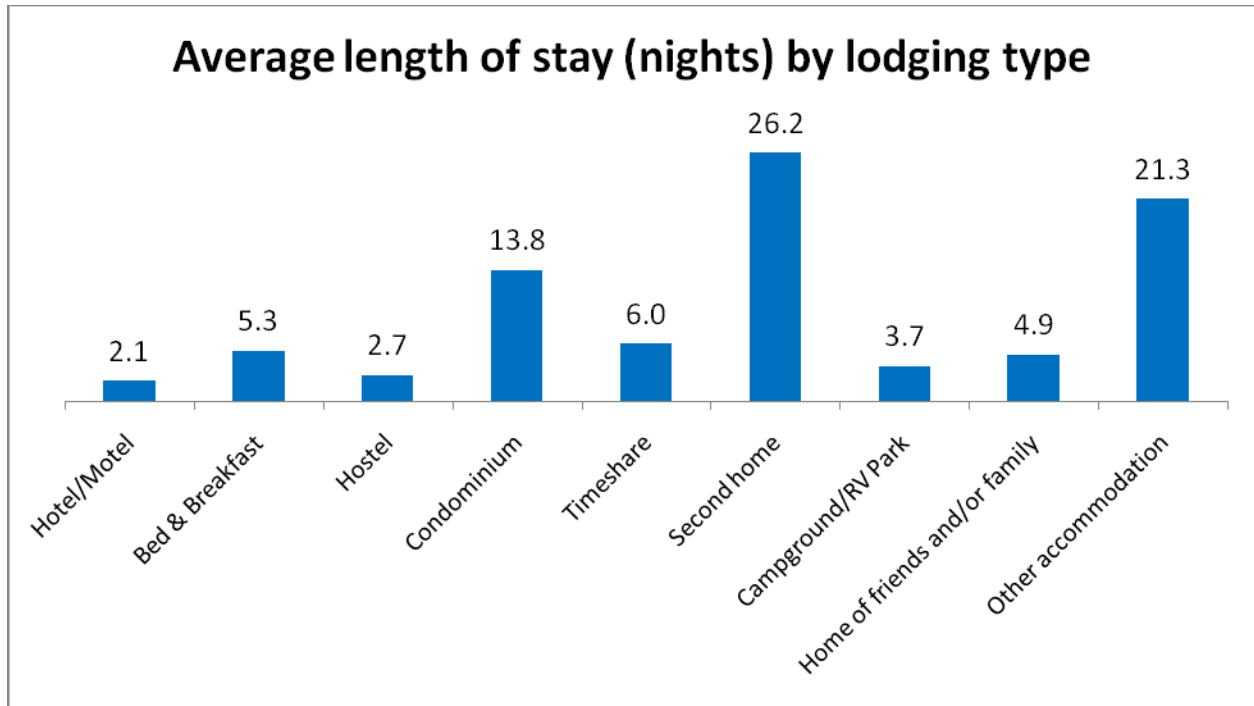
|                               | Count | Column N % |
|-------------------------------|-------|------------|
| Hotel/Motel                   | 643   | 76.9%      |
| Home of friends and/or family | 62    | 7.4%       |
| Campground/RV Park            | 51    | 6.1%       |
| Timeshare                     | 38    | 4.5%       |
| Other accommodation           | 35    | 4.2%       |
| Bed & Breakfast               | 18    | 2.2%       |
| Condominium                   | 14    | 1.7%       |
| Second home                   | 10    | 1.2%       |
| Total                         | 836   | 100.0%     |

Does not sum to 100% due to multiple responses.

Which accommodations produced the longest average length of stay? The data indicated that condominiums and second homes had the longest average lengths of stay (13.8 and 26.2 nights respectively), although these accounted for only small percentages of visitors. Stays were still lengthy in Bed & Breakfasts and Campgrounds/RV parks (5.3 and 3.7 nights respectively).

Average lengths of stay in more traditional hospitality properties varied as follows: Hotel/motel (2.1 nights), Timeshare (6.0 nights), Homes of friends/family (4.9 nights). See Figure 7.

**Figure 7. Average length of stay by accommodation type**



**In what city did you spend last night?**

To understand travel patterns, visitors were asked to specify where they spent last night. About two in five visitors (44.4%) stayed in Flagstaff the night before they filled out the survey; other large percentages stayed in the communities of Sedona (8.5%) or Phoenix (5.9%). Those traveling to Flagstaff from the West stayed in Williams, Grand Canyon, Las Vegas, Kingman or Los Angeles the previous night, while those traveling to Flagstaff from the East stayed in Albuquerque, Santa Fe, or Holbrook. The complete list of communities can be found in Appendix C. Only communities representing more than 1.0 percent of the total are included in

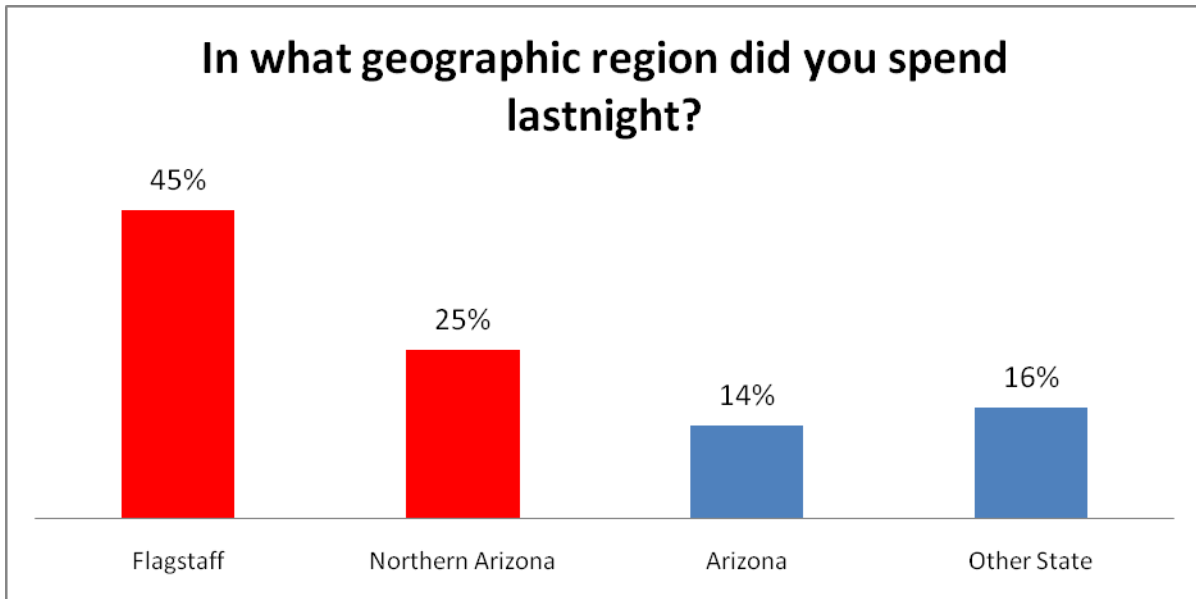
Table 16, and together these communities account for about 80 percent of all responses. See Table 16.

**Table 16. In what city did you spend last night?**

| In what city or town did you spend last night? | Frequency | Percent |
|--|-----------|---------|
| Flagstaff                                      | 360       | 44.4    |
| Sedona   | 69        | 8.5     |
| Phoenix  | 48        | 5.9     |
| Williams                                       | 30        | 3.7     |
| Grand Canyon NP                                | 24        | 3.0     |
| Las Vegas NV                                   | 17        | 2.1     |
| Albuquerque NM                                 | 16        | 2.0     |
| Holbrook                                       | 11        | 1.4     |
| Tucson   | 10        | 1.2     |
| Prescott                                       | 10        | 1.2     |
| Santa Fe NM                                    | 9         | 1.1     |
| Kingman  | 9         | 1.1     |
| Page   | 8         | 1.0     |
| Los Angeles CA                                 | 8         | 1.0     |
| Sub Total                                      | 629       | 77.6    |

While 45 percent of visitors spent the previous night in Flagstaff, a further one-fourth (25.0%) of visitors stayed in other northern Arizona locations, 14% stayed in other Arizona locations, and 16% of visitors spent the previous night in other US states. See Figure 8.

**Figure 8. Geographic Region of Stay Last Night**



**In what city will you stay tonight?**

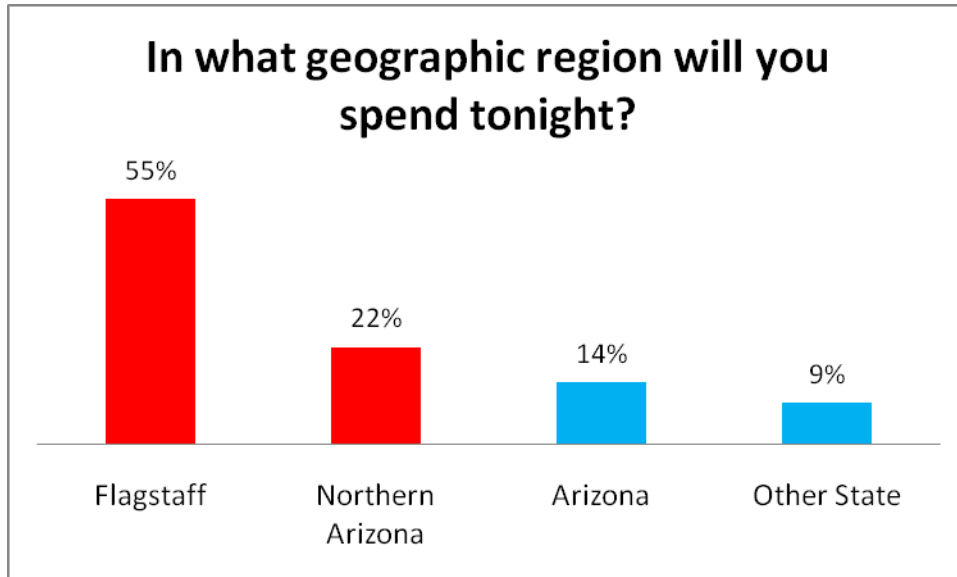
Fewer visitors stayed in Flagstaff the night after the survey than stayed the night before – 39.0 percent stayed in Flagstaff “tonight” compared to 44.4% for the night before. The next largest cohort, 28.1% were apparently on pass-through road trips and were not sure where they would spend that night. Once again, communities mentioned included: Sedona (6.0%), Phoenix (5.2%), Grand Canyon NP (3.2%), and Williams (2.8%). The complete list of communities can be found in Appendix C. Only communities rounding to more than 1.0 percent of the total are included in Table 17, and these communities accounted for 89.3% of all responses. This is further evidence that many visitors were planning to stay in Flagstaff. See Table 17.

**Table 17. In what city will you spend tonight?**

| In what city or town will you spend tonight? | Frequency | Column N % |
|--|-----------|------------|
| Flagstaff                                    | 416       | 39.0       |
| Undecided                                    | 307       | 28.1       |
| Sedona                                       | 64        | 6.0        |
| Phoenix                                      | 55        | 5.2        |
| Grand Canyon NP                              | 34        | 3.2        |
| Williams                                     | 30        | 2.8        |
| Las Vegas NV                                 | 18        | 1.7        |
| Albuquerque NM                               | 8         | 0.7        |
| Home   | 7         | 0.7        |
| Kingman                                      | 6         | 0.6        |
| Tusayan                                      | 5         | 0.5        |
| Tempe  | 5         | 0.5        |
| Scottsdale                                   | 5         | 0.5        |
| Sub total                                    | 960       | 89.3       |

More than half (55.5%) of all visitors were staying in Flagstaff at the time they completed the survey. A further one-fifth (22%) of visitors planned to stay in other northern Arizona communities, and 14% planned to stay elsewhere in Arizona. The remainder, 9.0 percent, planned to stay in other US states. See Figure 9.

**Figure 9. Geographic Region of Stay tonight**



**Geographic Origins of Flagstaff visitors**

What are the home origins of visitors to Flagstaff? To determine geographic origin, respondents were asked to provide the ZIP Code of their permanent residence. The largest single group of visitors to Flagstaff came from within Arizona (32.9%). The top 10 states for out-of-state visitors were: California (13.8%), Texas (4.6%), Wisconsin (3.4%), Florida (3.3%), New York (3.3%), Washington (2.8%), Illinois (2.7%), New Mexico (2.5%), Pennsylvania (2.3%) and New Jersey (2.1%). This list generally matches the origins for Arizona visitation overall, in which

about a third are Arizona residents and California and Texas visitors are prominent. See Table 18 for the complete list.

**Table 18. Origins of visitors to Flagstaff**

| Origins of visitors to Flagstaff | Count | Column N % |
|----------------------------------|-------|------------|
| Arizona                          | 291   | 32.9       |
| California                       | 122   | 13.8       |
| Texas                            | 41    | 4.6        |
| Wisconsin                        | 30    | 3.4        |
| Florida                          | 29    | 3.3        |
| New York                         | 29    | 3.3        |
| Washington                       | 25    | 2.8        |
| Illinois                         | 24    | 2.7        |
| New Mexico                       | 22    | 2.5        |
| Pennsylvania                     | 20    | 2.3        |
| New Jersey                       | 19    | 2.1        |
| Georgia                          | 18    | 2.0        |
| Ohio                             | 15    | 1.7        |
| Nevada                           | 14    | 1.6        |
| Virginia                         | 14    | 1.6        |
| Michigan                         | 13    | 1.5        |
| Massachusetts                    | 13    | 1.5        |
| Colorado                         | 12    | 1.4        |
| Utah                             | 11    | 1.2        |
| Connecticut                      | 10    | 1.1        |
| North Carolina                   | 8     | 0.9        |
| Maryland                         | 8     | 0.9        |
| Idaho                            | 7     | 0.8        |
| Iowa                             | 7     | 0.8        |
| Tennessee                        | 7     | 0.8        |
| Alaska                           | 6     | 0.7        |
| Kansas                           | 6     | 0.7        |
| Indiana                          | 6     | 0.7        |
| Kentucky                         | 5     | 0.6        |
| New Hampshire                    | 5     | 0.6        |

| Origins of visitors to Flagstaff (cont.) | Count | Column<br>N % |
|--|-------|---------------|
| Oregon                                   | 4     | 0.5           |
| Arkansas                                 | 4     | 0.5           |
| Alabama                                  | 4     | 0.5           |
| Vermont                                  | 4     | 0.5           |
| Maine                                    | 4     | 0.5           |
| Louisiana                                | 3     | 0.3           |
| South Dakota                             | 3     | 0.3           |
| Mississippi                              | 3     | 0.3           |
| South Carolina                           | 3     | 0.3           |
| Rhode Island                             | 3     | 0.3           |
| Wyoming                                  | 2     | 0.2           |
| Oklahoma                                 | 2     | 0.2           |
| Montana                                  | 2     | 0.2           |
| Hawaii                                   | 1     | 0.1           |
| APO West Coast                           | 1     | 0.1           |
| Nebraska                                 | 1     | 0.1           |
| West Virginia                            | 1     | 0.1           |
| Total                                    | 882   | 100.0         |



### **Arizona Visitors to Flagstaff**

One-third (32.9%) of Flagstaff visitors originate in Arizona. It is not surprising that Phoenix (19%) is the leading provider of visitors to Flagstaff. Taken as a whole, however, the Greater Phoenix Area actually accounts for more than half (54.1%) of all Arizona resident visitors to Flagstaff. Tucson (10.9%) is the only other Arizona community that contributes more than 10% of visitors. See Table 19.

Table 19. Geographic origin of Arizona visitors to Flagstaff

| Origins of Arizona visitors to Flagstaff | Frequency | Column N % |
|--|-----------|------------|
| Phoenix                                  | 52        | 19.0       |
| Tucson                                   | 30        | 10.9       |
| Chandler                                 | 21        | 7.7        |
| Fountain Hills                           | 18        | 6.6        |
| Flagstaff                                | 18        | 6.6        |
| Peoria                                   | 13        | 4.7        |
| Prescott                                 | 12        | 4.4        |
| Mesa                                     | 12        | 4.4        |
| Sun City                                 | 8         | 2.9        |
| Glendale                                 | 8         | 2.9        |
| Lake Havasu City                         | 7         | 2.6        |
| Wickenburg                               | 5         | 1.8        |
| Tempe                                    | 5         | 1.8        |
| Quartzsite                               | 5         | 1.8        |
| Prescott Valley                          | 5         | 1.8        |
| Payson                                   | 4         | 1.5        |
| Grand Canyon                             | 3         | 1.1        |

|                    |            |              |
|--------------------|------------|--------------|
| Gilbert            | 3          | 1.1          |
| Douglas            | 3          | 1.1          |
| Apache Junction    | 3          | 1.1          |
| Show Low           | 2          | 0.7          |
| Marble Canyon      | 2          | 0.7          |
| Kingman            | 2          | 0.7          |
| Goodyear           | 2          | 0.7          |
| Fredonia           | 2          | 0.7          |
| Cave Creek         | 2          | 0.7          |
| Window Rock        | 1          | 0.4          |
| Taylor             | 1          | 0.4          |
| Snowflake          | 1          | 0.4          |
| Shonto             | 1          | 0.4          |
| Sedona             | 1          | 0.4          |
| Scottsdale         | 1          | 0.4          |
| Round Rock         | 1          | 0.4          |
| Parks              | 1          | 0.4          |
| Munds Park         | 1          | 0.4          |
| Meadview           | 1          | 0.4          |
| Kykotsmovi Village | 1          | 0.4          |
| Hotevilla          | 1          | 0.4          |
| Greenhaven         | 1          | 0.4          |
| Ganado             | 1          | 0.4          |
| Fort Defiance      | 1          | 0.4          |
| Eden               | 1          | 0.4          |
| Concho             | 1          | 0.4          |
| Clay Springs       | 1          | 0.4          |
| Clarkdale          | 1          | 0.4          |
| Chinle             | 1          | 0.4          |
| Carefree           | 1          | 0.4          |
| Bullhead City      | 1          | 0.4          |
| Buckeye            | 1          | 0.4          |
| Black Canyon City  | 1          | 0.4          |
| Bagdad             | 1          | 0.4          |
| Avondale           | 1          | 0.4          |
| Arizona City       | 1          | 0.4          |
| <b>Total</b>       | <b>274</b> | <b>100.0</b> |

### **International Visitors to Flagstaff**

Finally, international visitors were asked to include their country of origin. Northern Arizona attracts international visitors from around the world, who journey to see the natural wonders of the Grand Canyon, Monument Valley, Sedona's red rocks or experience Native American culture. Since Flagstaff is a gateway to many of these internationally-known destinations, it also hosts many foreign visitors. In this survey, the United Kingdom (23.9%) led the list of international visitor origins, followed closely by Canada at 21.0%. Rounding out the top countries of international origin were: Germany (9.1%), Australia (8.0%), France (4.0%), Belgium (4.0%), the Netherlands (2.8%), Italy (2.8%), and Switzerland, New Zealand, and Denmark at 2.3% each. The top contributors of international visitors to Flagstaff are similar to the international origins of Arizona visitors generally, although the percentage from the United Kingdom is unusually high. See Table 20.

**Table 20. Origins of foreign visitors to Flagstaff**

**Origins of foreign visitors to Flagstaff**

|                       | Count | Column N % |
|-----------------------|-------|------------|
| UNITED KINGDOM        | 42    | 23.9%      |
| CANADA                | 37    | 21.0%      |
| GERMANY               | 16    | 9.1%       |
| AUSTRALIA             | 14    | 8.0%       |
| FRANCE                | 7     | 4.0%       |
| BELGIUM               | 7     | 4.0%       |
| THE NETHERLANDS       | 5     | 2.8%       |
| ITALY                 | 5     | 2.8%       |
| SWITZERLAND           | 4     | 2.3%       |
| NEW ZEALAND           | 4     | 2.3%       |
| DENMARK               | 4     | 2.3%       |
| RUSSIA                | 3     | 1.7%       |
| HUNGARY               | 3     | 1.7%       |
| AUSTRIA               | 3     | 1.7%       |
| INDIA                 | 2     | 1.1%       |
| CHILE                 | 2     | 1.1%       |
| UNITED KINGDOM/FRANCE | 1     | .6%        |
| TURKEY                | 1     | .6%        |
| THAILAND              | 1     | .6%        |
| TAIWAN                | 1     | .6%        |
| SWEDEN                | 1     | .6%        |
| SPAIN                 | 1     | .6%        |
| SLOVENIA              | 1     | .6%        |
| PHILIPPINES           | 1     | .6%        |
| NORWAY                | 1     | .6%        |
| MEXICO                | 1     | .6%        |
| LAOS                  | 1     | .6%        |
| ISRAEL                | 1     | .6%        |
| IRELAND               | 1     | .6%        |
| HOLLAND               | 1     | .6%        |
| GUATEMALA             | 1     | .6%        |
| CHINA                 | 1     | .6%        |
| BULGARIA              | 1     | .6%        |
| BAHAMAS               | 1     | .6%        |
| Total                 | 176   | 100.0%     |

## Visitor Spending

Visitor spending is always a crucial component of any visitor study. Visitors to Flagstaff were asked to report their expenditures for lodging-camping, restaurant and grocery, transportation (including gas), shopping, recreation/tour/entrance fees, and “other” expenditures. Lodging and camping (\$175) had the highest average expenditures, followed by restaurant and grocery (\$107), transportation including gas (\$93), followed by shopping or arts and crafts purchases (\$90), and Recreation/ entrance fees or permits (\$65). The “Other” category had the second highest expenditures (\$116), however, this cohort had the least overall impact as only 124 respondents (14%) had expenditures in this category. The final column (Valid N) in Table 21 indicates the number of respondents who had expenditures in each category, with restaurant and grocery the highest (901), followed by transportation (785); “other” expenditures had the lowest participation (124). See Table 21.

**Table 21. Average per-party per-day expenditures for visitors to Flagstaff**

| Average per-party expenditures Flagstaff visitors |       |        |         |
|---|-------|--------|---------|
|   | Mean  | Median | Valid N |
| Lodging/camping                                   | \$175 | \$100  | 748     |
| Restaurant & grocery                              | \$107 | \$50   | 901     |
| Transportation (including gas)                    | \$93  | \$40   | 785     |
| Shopping/Arts & Crafts                            | \$90  | \$50   | 664     |
| Recreation/Tour/Entrance/Permit fees              | \$65  | \$25   | 607     |
| Other Expenditures                                | \$116 | \$0    | 124     |

The question could be asked, which visitors contribute the most economic impact to Flagstaff, and what specific segments should the community target in their marketing? With the exception of “Other,” the survey data show that those on combined Business/Leisure trips (\$1,026) had the highest spending/day, although this category represented few visitors. This was followed by Weekend visitors (\$820/day) who represented 8.3% of total visitors; and those staying in Second homes (\$590/day) who also represented a fairly small percentage of visitors. Those on Vacation/leisure trips (\$548/day), Day trips (\$576), Just passing through (\$365/day), or VFR (\$500/day) all had relatively high spending and represented much larger visitor segments. Those traveling for Business/conference (\$325/day) or for Climate relief (\$218/day) had the lowest per-party, per-day expenditures, and represented small percents of the total. Given these findings, one goal might be to increase the spending of the Vacation-Leisure segment by increasing length of stay and activity participation. See Table 22.

**Table 22. Primary purpose of trip by average per-party expenditures per-day.**

| Primary trip purpose<br>By Average per-party<br>expenditures Per-day | Average<br>Per-Day | Length<br>of stay | Total<br>Expenditure | Percent<br>of all<br>visitors |
|--|--------------------|-------------------|----------------------|-------------------------------|
| Just passing through   | \$365              | 2                 | \$783                | 22.5%                         |
| Day trip   | \$576              | 1                 | \$837                | 17.9%                         |
| Weekend visit  | \$820              | 2                 | \$1,895              | 8.3%                          |
| Vacation/Leisure   | \$548              | 4                 | \$2,107              | 52.3%                         |
| Business/Conference  | \$325              | 6                 | \$1,920              | 3.4%                          |
| Both business and leisure  | \$1,026            | 14                | \$13,882             | 3.5%                          |
| Visiting friends /relatives  | \$500              | 5                 | \$2,265              | 11.4%                         |
| Climate relief/cooler  | \$218              | 16                | \$3,484              | 1.3%                          |
| Second home/residence  | \$590              | 8                 | \$4,534              | 7.7%                          |
| Other reason to visit  | \$1,098            | 2                 | \$2,195              | 7.8%                          |

Expenditures are further broken down by category in Table 23. Weekend visitors and vacation-leisure visitors had the highest lodging expenditures, while weekend visitors and VFR visitors had the highest food and beverage expenditures. Clearly, vacation-leisure and weekend visitors are important segments that have high economic impacts on the Flagstaff community.

**Table 23. Primary purpose of trip by average per-party expenditures per trip.**

| Primary trip purpose<br>By Average per-party<br>expenditures per-trip | Just<br>Passing<br>through | Day<br>trip  | Weekend<br>visit | Vacation/<br>Leisure | Business/<br>Conference | Both<br>business<br>&<br>leisure | Visiting<br>friends<br>and/or<br>relatives | Climate<br>relief | Stay in<br>second<br>home | Other<br>reason |
|---|----------------------------|--------------|------------------|----------------------|-------------------------|----------------------------------|--|-------------------|---------------------------|-----------------|
| Lodging/camping   | \$125                      | \$0          | \$283            | \$196                | \$121                   | \$145                            | \$106                                      | \$40              | \$0                       | \$307           |
| Restaurant & grocery  | \$63                       | \$127        | \$178            | \$102                | \$67                    | \$136                            | \$161                                      | \$56              | \$139                     | \$109           |
| Transportation (including gas)  | \$55                       | \$123        | \$154            | \$78                 | \$59                    | \$151                            | \$95                                       | \$30              | \$102                     | \$196           |
| Shopping/Arts & Crafts  | \$55                       | \$105        | \$165            | \$100                | \$78                    | \$109                            | \$103                                      | \$92              | \$89                      | \$71            |
| Recreation/Tour/Entrance/Permit<br>fees                               | \$43                       | \$65         | \$89             | \$68                 | \$67                    | \$143                            | \$57                                       | \$8               | \$103                     | \$43            |
| Other Expenditures  | \$68                       | \$27         | \$40             | \$72                 | \$0                     | \$485                            | \$35                                       | \$0               | \$63                      | \$414           |
| <b>Total</b>  | <b>\$409</b>               | <b>\$447</b> | <b>\$909</b>     | <b>\$616</b>         | <b>\$392</b>            | <b>\$1169</b>                    | <b>\$557</b>                               | <b>\$226</b>      | <b>\$496</b>              | <b>\$1140</b>   |



Finally, respondents were analyzed to determine their *per-person per-day* expenditures by primary purpose of trip. This analysis shows that business-leisure visitors, weekend visitors, and VFR visitors have the highest per-person per-day spending, although for very different reasons. Business-leisure visitors have unusually large “other” expenses which are no doubt related to their business purposes; weekend visitors have the highest lodging expenses; and, VFR visitors spent more on restaurants than other visitors. See Table 24.

**Table 24. Primary purpose of trip by average per-person/per-day expenditures.**

| Primary Trip Purpose<br>By Average per-person/per-day<br>expenditures | Just<br>passing<br>through | Day<br>trip  | Weekend<br>visit | Vacation/<br>Leisure | Business/<br>Conference | Both<br>business<br>and<br>leisure | Visiting<br>friends<br>relatives | Climate<br>relief | Stay in<br>second<br>home | Other<br>reason<br>to visit |
|---|----------------------------|--------------|------------------|----------------------|-------------------------|------------------------------------|----------------------------------|-------------------|---------------------------|-----------------------------|
| Lodging/camping   | \$39                       | \$0          | \$103            | \$61                 | \$64                    | \$66                               | \$43                             | \$11              | \$0                       | \$106                       |
| Restaurant & grocery  | \$19                       | \$41         | \$65             | \$32                 | \$35                    | \$62                               | \$66                             | \$16              | \$43                      | \$38                        |
| Transportation (including gas)  | \$17                       | \$40         | \$56             | \$24                 | \$31                    | \$69                               | \$39                             | \$9               | \$31                      | \$68                        |
| Shopping/Arts & Crafts  | \$17                       | \$34         | \$60             | \$31                 | \$41                    | \$50                               | \$42                             | \$26              | \$28                      | \$25                        |
| Recreation/Tour/Entrance/Permit<br>fees                               | \$13                       | \$21         | \$32             | \$21                 | \$36                    | \$65                               | \$23                             | \$2               | \$32                      | \$15                        |
| Other Expenditures  | \$21                       | \$9          | \$15             | \$22                 | \$0                     | \$220                              | \$14                             | \$0               | \$19                      | \$143                       |
| <b>Total Average Expenses</b>   | <b>\$126</b>               | <b>\$145</b> | <b>\$331</b>     | <b>\$191</b>         | <b>\$207</b>            | <b>\$532</b>                       | <b>\$227</b>                     | <b>\$64</b>       | <b>\$153</b>              | <b>\$395</b>                |

### **Interest in participating in activities**

Flagstaff offers a great variety of visitor activities, from museum tours to art festivals, winter skiing to summer hiking, and fine dining to shopping. Knowledge of the most popular activities and levels of interest in various facilities and activities can lead to the creation of additional opportunities for tourism services and product development.

In order to judge visitors' interests in specific Flagstaff activities, respondents were asked to indicate their level of interest in a specific activity and then to specify whether they had actually participated in that activity on this trip. Respondents were asked to indicate their interest and participation in the list of activities in Table 25. Interest levels were measured on a scale from 1 to 5 where 1 is "not at all interested" and 5 is "extremely" interested. Therefore, higher mean (average) scores indicate a greater level of interest in each specific activity. Average levels of interest in the specific activities are displayed in Table 25.

As shown in Table 25, the three most important activity interests, ranked in descending order by mean score, were: Visiting national and state parks (4.0 mean score), Visiting cultural and historic sites, and Dining out (3.7 mean each). Next in importance were: Visiting museums (3.3 mean), Hiking or walking trails, and Visiting Forest Service lands (3.2 each). By contrast, visitors were least interested in: Playing golf, Mountain biking, Camping/RV stays, Fishing area lakes, Skiing/snow play, and Boating/canoeing/kayaking. These findings will help the CVB, for example, decide which programs to showcase in visitor marketing and advertising during each season.

**Table 25. Tell us how interested you are in participating in the following activities**

| Interest in participating in the following activities. | Not at all interested | A little interested | Somewhat interested | Very interested | Extremely interested | Mean |
|--|-----------------------|---------------------|---------------------|-----------------|----------------------|------|
| Dining out   | 6%                    | 10%                 | 21%                 | 38%             | 26%                  | 3.7  |
| Fishing area lakes                                     | 66%                   | 10%                 | 11%                 | 9%              | 5%                   | 1.8  |
| Hiking or walking trails                               | 16%                   | 11%                 | 23%                 | 33%             | 17%                  | 3.2  |
| Visiting cultural and historic sites                   | 6%                    | 6%                  | 20%                 | 43%             | 24%                  | 3.7  |
| Visiting national and state parks                      | 6%                    | 4%                  | 14%                 | 40%             | 36%                  | 4.0  |
| Visiting U.S. Forest Service lands                     | 17%                   | 11%                 | 25%                 | 28%             | 18%                  | 3.2  |
| Skiing/snow play                                       | 64%                   | 9%                  | 10%                 | 9%              | 8%                   | 1.9  |
| Bird watching and observing wildlife                   | 33%                   | 22%                 | 20%                 | 16%             | 9%                   | 2.5  |
| Boating canoeing kayaking                              | 57%                   | 15%                 | 14%                 | 8%              | 5%                   | 1.9  |
| Camping or recreational vehicle (RV) stay              | 66%                   | 9%                  | 8%                  | 8%              | 8%                   | 1.8  |
| Playing golf   | 78%                   | 7%                  | 6%                  | 6%              | 4%                   | 1.5  |
| Mountain biking  | 66%                   | 12%                 | 10%                 | 7%              | 4%                   | 1.7  |
| Visiting art galleries/art tours                       | 25%                   | 19%                 | 26%                 | 21%             | 9%                   | 2.7  |
| Shopping   | 12%                   | 19%                 | 32%                 | 25%             | 12%                  | 3.1  |
| Nightlife  | 39%                   | 25%                 | 18%                 | 12%             | 6%                   | 2.2  |
| Visiting museums                                       | 11%                   | 13%                 | 28%                 | 31%             | 17%                  | 3.3  |
| Attending a special event or activity                  | 30%                   | 16%                 | 25%                 | 21%             | 8%                   | 2.6  |
| Other activity   | 61%                   | 5%                  | 7%                  | 9%              | 18%                  | 2.2  |

In Table 26, the first column is a summation of those who were either “very interested” or “extremely interested” in a specific activity, followed by the mean score for that activity. See Table 26.

**Table 26. Tell us how interested you are in participating in the following activities, by mean scores?**

| Tell us how interested you are in participating in the following activities | Very or Extremely Interested | Mean |
|---|------------------------------|------|
| Visiting national and state parks   | 76%                          | 4.0  |
| Visiting cultural and historic sites  | 67%                          | 3.7  |
| Dining out  | 64%                          | 3.7  |
| Visiting museums  | 48%                          | 3.3  |
| Hiking or walking trails  | 50%                          | 3.2  |
| Visiting U.S. Forest Service lands  | 46%                          | 3.2  |
| Shopping  | 38%                          | 3.1  |
| Visiting art galleries/art tours  | 30%                          | 2.7  |
| Attending a special event or activity                                       | 29%                          | 2.6  |
| Bird watching and observing wildlife  | 25%                          | 2.5  |
| Nightlife   | 18%                          | 2.2  |
| Other activity  | 28%                          | 2.2  |
| Skiing/snow play  | 17%                          | 1.9  |
| Boating canoeing kayaking   | 13%                          | 1.9  |
| Camping or recreational vehicle (RV) stay                                   | 17%                          | 1.8  |
| Fishing area lakes  | 14%                          | 1.8  |
| Mountain biking   | 12%                          | 1.7  |
| Playing golf  | 9%                           | 1.5  |

Finally, respondents were asked to indicate whether they actually participated in the activities available in Flagstaff for which they expressed an interest. Overall, respondents participated in activities at similar rates to those indicated above. The only change in the first six activities, or those in which the interest scale was either “somewhat” or more interested in the activity, was

that respondents participated in both hiking and shopping at higher rates than their stated levels of interest. Otherwise respondents appeared to participate in activities in direct relation to their expressed levels of interest. Some of these activities did not receive very much participation, namely boating, playing golf, mountain biking and skiing/snow play, none of which were popular choices in interest or participation, but these activities tend to be seasonal rather than year-round activities. See Table 27.

**Table 27. What activities did/will you participate in?**

| <b>Did/Will you participate</b>           |       |            |
|---|-------|------------|
|   | Count | Column N % |
| Dining out                                | 490   | 73.8%      |
| Visiting cultural and historic sites      | 405   | 61.0%      |
| Visiting national and state parks         | 384   | 57.8%      |
| Shopping                                  | 298   | 44.9%      |
| Hiking or walking trails                  | 286   | 43.1%      |
| Visiting museums                          | 286   | 43.1%      |
| Visiting U.S. Forest Service lands        | 215   | 32.4%      |
| Bird watching and observing wildlife      | 155   | 23.3%      |
| Visiting art galleries/art tours          | 151   | 22.7%      |
| Attending a special event or activity     | 112   | 16.9%      |
| Nightlife                                 | 90    | 13.6%      |
| Fishing area lakes                        | 65    | 9.8%       |
| Camping or recreational vehicle (RV) stay | 64    | 9.6%       |
| Skiing/snow play                          | 49    | 7.4%       |
| Mountain biking                           | 38    | 5.7%       |
| Other activity                            | 34    | 5.1%       |
| Playing golf                              | 31    | 4.7%       |
| Boating canoeing kayaking                 | 30    | 4.5%       |
| Total                                     | 664   | 100.0%     |

Does not sum to 100% because of multiple responses.

**What attractions do you plan to visit in Flagstaff?**

Respondents were asked to check all the specific attractions that they had visited or planned to visit in Flagstaff. These attractions ranged from the built environments in Flagstaff to adventure activities on public lands. The top five sites visited were: Historic Downtown Flagstaff (70.2%), followed by Grand Canyon National Park (70.0%), Route 66 (58.5%), Lowell Observatory (50.7%), and Sunset Crater Volcano National Monument (34.0%). Generally, area national parks and monuments were highly visited. Based on percentages, the first four of these were considerably more visited than the remainder of sites on the list. See Table 28.

**Table 28. What attractions did/will you visit in Flagstaff?**

**Please mark all the attractions you have visited or plan to visit in Flagstaff**

|   | Count | Column N % |
|---|-------|------------|
| Historic Downtown Flagstaff             | 673   | 70.2%      |
| Grand Canyon National Park              | 671   | 70.0%      |
| Route 66                                | 561   | 58.5%      |
| Lowell Observatory                      | 486   | 50.7%      |
| Sunset Crater Volcano National Monument | 326   | 34.0%      |
| Museum of Northern Arizona              | 239   | 24.9%      |
| Coconino National Forest                | 237   | 24.7%      |
| Wupatki National Monument               | 214   | 22.3%      |
| Arizona Snowbowl                        | 211   | 22.0%      |
| Walnut Canyon National Monument         | 207   | 21.6%      |
| Northern Arizona University             | 187   | 19.5%      |
| Riordan Mansion State Park              | 150   | 15.6%      |
| The Arboretum at Flagstaff              | 139   | 14.5%      |
| Other attraction                        | 71    | 7.4%       |
| Coconino Center for the Arts            | 48    | 5.0%       |

Does not sum to 100% due to multiple responses

**Overall satisfaction with your experience in Flagstaff?**

The final question on the survey asked visitors to rate their overall satisfaction with their visit to Flagstaff. On a scale from 1 to 10 where 1 is “low” and 10 is “high,” Flagstaff scored very well, with a mean score of 8.5 out of a possible 10, and a median of 9.0. Only 3.5 percent of respondents noted their level of satisfaction at 5 or below. Four-fifths (85.2%) of all respondents, rated their overall experience in Flagstaff as 8 or better, indicating very high levels of satisfaction. See Table 29.

**Table 29. Rate your overall satisfaction with your experience in Flagstaff?**

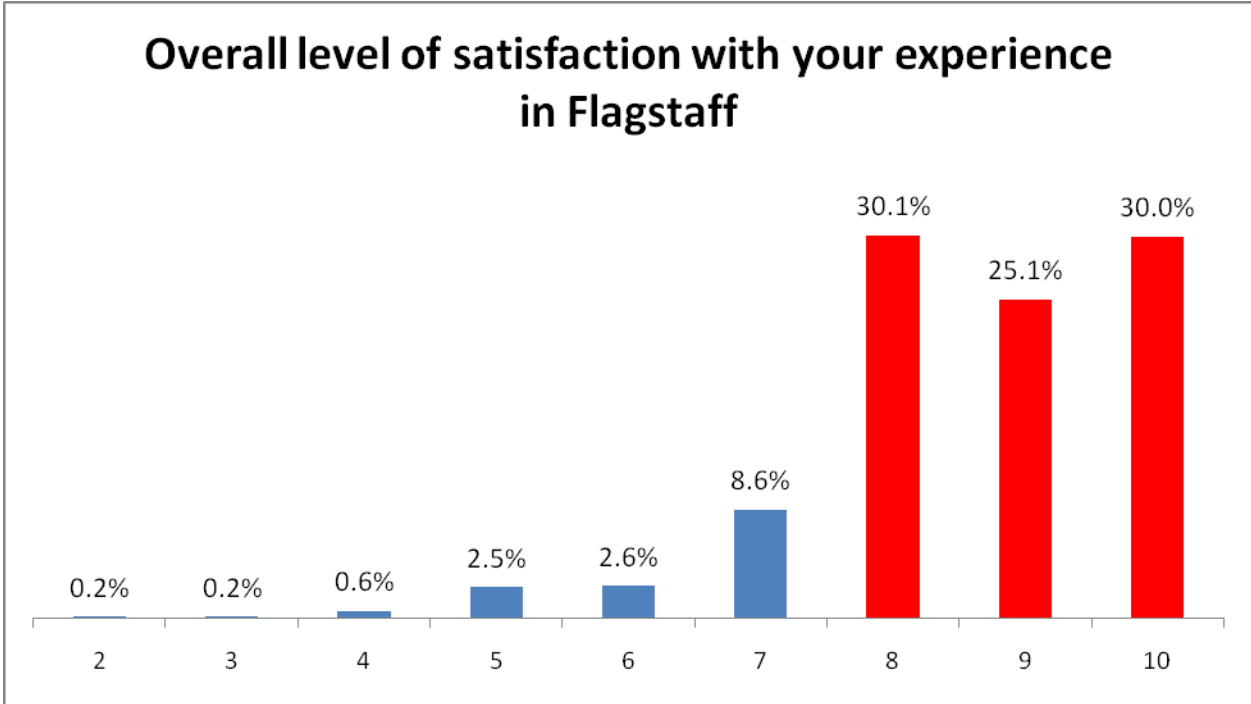
**On a scale of 1 to 10 where 1 is low and 10 is high indicate your overall satisfaction with your experience in Flagstaff**

|       | Count | Column N % |
|-------|-------|------------|
| 2     | 2     | .2%        |
| 3     | 2     | .2%        |
| 4     | 6     | .6%        |
| 5     | 24    | 2.5%       |
| 6     | 25    | 2.6%       |
| 7     | 82    | 8.6%       |
| 8     | 288   | 30.1%      |
| 9     | 240   | 25.1%      |
| 10    | 287   | 30.0%      |
| Total | 956   | 100.0%     |

Mean = 8.48  
Median = 9.00



**Figure10. Overall level of satisfaction with your experience in Flagstaff**



In conclusion, it appears that visitors to Flagstaff have enjoyable experiences, are quite satisfied with their trips, participate in a variety of activities, and spend considerable amounts of money while they are here. Overall, Flagstaff has a good variety of attractions that appeal to many visitor types and generations of travelers. These activities are located either within the City of Flagstaff or are available as day-trips throughout the region. Whether Flagstaff is a primary destination or a hub for visiting sites throughout northern Arizona, the economic impact of tourism is a driving and consistent force in the Flagstaff community and the region. This information will help the community build upon the most popular tourism themes, engage in new product development, particularly sustainable development, that will have great appeal to the Gen-Xers and Baby Boomers that already visit the area in large numbers.

**Appendix A:**

**Survey Questionnaire**



**9. First tell us how interested you are in participating in the following activities, then indicate those activities you have or will participate in.**

|   | Interest Level: | Not at all            | A little              | Some-what             | Very                  | Extremely             | Did/Will you participate? |
|---|-----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------------------|
| Dining out                                |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Fishing area lakes                        |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Hiking or walking trails                  |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Visiting cultural and historic sites      |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Visiting national and state parks         |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Visiting U.S. Forest Service lands        |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Skiing/snowplay                           |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Birdwatching & observing wildlife         |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Boating, canoeing or kayaking             |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Camping or Recreational Vehicle (RV) stay |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Playing golf                              |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Mountain biking                           |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Visiting art galleries/art tours          |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Shopping                                  |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Nightlife                                 |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Visiting museums                          |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Attending a special event or activity     |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Other activity: define below              |                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |

**10. Please mark those attractions you have visited or plan to visit in the Flagstaff area.**

- |  |   |  |
|--|---|--|
| <input type="radio"/> Arizona Snowbowl             | <input type="radio"/> Lowell Observatory          | <input type="radio"/> Sunset Crater Volcano National Mon.  |
| <input type="radio"/> Coconino Center for the Arts | <input type="radio"/> Museum of Northern Arizona  | <input type="radio"/> The Arboretum at Flagstaff           |
| <input type="radio"/> Coconino National Forest     | <input type="radio"/> Northern Arizona University | <input type="radio"/> Walnut Canyon National Mon.          |
| <input type="radio"/> Grand Canyon National Park   | <input type="radio"/> Riordan Mansion State Park  | <input type="radio"/> Wupatki National Mon.                |
| <input type="radio"/> Historic Downtown Flagstaff  | <input type="radio"/> Route 66                    | <input type="radio"/> Other (define): <input type="text"/> |

**11. On a scale of 1 to 10 where one is Low and ten is High, please indicate your overall satisfaction with your experience in Flagstaff.**

- |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                    |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Please describe your Flagstaff experience in a few words.

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

**12. What is your gender?**  Female  Male **In what year were you born?** 19

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

Number of: Women   Men   Children under 18

**14. Who is traveling with you on this trip?**  Family and Friends  Friends Only  Organized Tour Group  
 Family Only  Nobody, traveling alone  Business Associates

**15. Which of the following categories best describes your annual household income?**

- |  |  |  |  |
|--|--|--|--|
| <input type="radio"/> Less than \$34,999   | <input type="radio"/> \$55,000 to \$64,999 | <input type="radio"/> \$85,000 to \$94,999   | <input type="radio"/> \$115,000 to \$124,999 |
| <input type="radio"/> \$35,000 to \$44,999 | <input type="radio"/> \$65,000 to \$74,999 | <input type="radio"/> \$95,000 to \$104,999  | <input type="radio"/> \$125,000 to \$134,999 |
| <input type="radio"/> \$45,000 to \$54,999 | <input type="radio"/> \$75,000 to \$84,999 | <input type="radio"/> \$105,000 to \$114,999 | <input type="radio"/> \$135,000 and above    |

*Thank You For Taking The Time To Complete The Survey.*

2674455496

**Appendix B:**

**Regional Economic Impacts of Flagstaff Tourism Survey**

## **Introduction**

Question #8, in the survey of visitors to the Flagstaff area tourism survey asked recipients to detail their regional expenditures in the following categories: lodging, restaurant and grocery, transportation (including gas), shopping/arts & crafts purchases, recreation/tour/entrance/permit fees, and miscellaneous other expenditures. Understanding the regional economic impacts of visitors can illustrate the economic importance of tourism and recreational activities to the Flagstaff area and can be compared to the impacts of similar activities.

Expenditures from Flagstaff 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 Impact Analysis 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, 1999). 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 Flagstaff area which is located mostly 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 that 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 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, 1999).

Indirect effects are a measure of economic activity in other industrial sectors that is spurred by the direct effects. For example, Flagstaff 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, 1999).

### **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. therefore each survey comprised one group or party. To estimate the number of visitors to the Flagstaff area a population estimate was developed to use in expanding per party expenditures to all potential visitors to the Flagstaff area. It is estimated that there were approximately 2,593,100 visitors to

the Flagstaff area in 2007-2008 (the period of the survey). As discussed previously only out-of-region visitors are included in this analysis. Therefore, only these 2,593,100 out-of-region visitors are included in the economic impact analysis. To reduce the population estimate from visitors to travel parties (the measure in the survey) the population estimate is divided by the average party size of 2.5 people yielding an estimate of 1,037,240 visitor parties. The estimate of travel parties is then multiplied by average length of stay (2 days) to yield a total of 2,074,480 visitor parties for 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 spent an average trip length of 2.0 nights in the Flagstaff area, this was used to expand the per-day expenditures estimated in the survey. Table B1 illustrates visitor expenditures by

category. Total expenditures listed in the last column were used for the subsequent economic impact analysis.

**Table B1. Estimate of regional expenditures by Flagstaff area visitors.**

|                                      | Per Party-per day | Per Person-per day | Per-trip | Population | Expenditure   |
|--------------------------------------|-------------------|--------------------|----------|------------|---------------|
| Lodging/camping                      | \$86              | \$35               | \$69     | 1,145,113  | \$79,049,424  |
| Restaurant & grocery                 | \$70              | \$28               | \$56     | 2,187,624  | \$122,839,477 |
| Transportation (including gas)       | \$54              | \$22               | \$43     | 1,905,977  | \$82,261,956  |
| Shopping/Arts & Crafts               | \$47              | \$19               | \$38     | 1,612,189  | \$60,824,675  |
| Recreation/Tour/Entrance/Permit fees | \$20              | \$8                | \$16     | 1,473,793  | \$23,462,792  |
| Other Expenditures                   | \$77              | \$31               | \$62     | 301,071    | \$18,546,003  |
|                                      |                   |                    |          |            | \$386,984,327 |

### **Regional Economic Impact Analysis Results**

The total number of out-of-region visitors to the Flagstaff area was 2,593,100 visitors. These visitors were responsible for some \$386.9 million of expenditures in Coconino County, with an average regional expenditure of \$284. Expenditures recorded for each industrial category were entered into IMPLAN's impact analysis.

Table B2 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, 1999).

**Table B2. Effects<sup>1</sup> and Multipliers of \$386,948,327 of Regional Expenditures by Flagstaff area visitors**

| <b>Economic Impacts</b>              | <b>Direct Effects</b> | <b>Indirect Effects</b> | <b>Induced Effects</b> | <b>Type SAM Multipliers</b> | <b>Total</b>         |
|--------------------------------------|-----------------------|-------------------------|------------------------|-----------------------------|----------------------|
| Total Output                         | \$386,948,327         | \$50,046,285            | \$64,390,739           | 1.29                        | <b>\$501,385,351</b> |
| Total Employment (FTE jobs)          | 4,234                 | 509                     | 739                    | 1.26                        | <b>5,483</b>         |
| Total Labor Income <sup>2</sup>      | \$86,579,974          | \$15,652,109            | \$20,533,355           | 1.41                        | <b>\$122,765,438</b> |
| Indirect Business Taxes <sup>3</sup> | \$24,147,127          | \$2,292,907             | \$3,983,842            | --                          | <b>\$30,423,876</b>  |

<sup>1</sup>Effects are presented in 2004 dollars.

<sup>2</sup>Total labor includes employee compensation and proprietor income.

<sup>3</sup>Indirect business taxes include excise taxes, property taxes, fees, licenses, and sales tax paid by businesses.

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 B2, visitors to the Flagstaff area spurred an additional \$30.4 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 Flagstaff 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 2008 visitors to the Flagstaff area injected significant output to regional businesses in the Flagstaff area and Coconino County. Approximately \$386.9 million of regional purchases were made by out-of-region visitors, contributing to a total economic output of \$501.3 million for Coconino County. This economic activity supported some 5,483 full-time equivalent (FTE) jobs. The regional economic impact of visitors to Flagstaff is substantial, and significantly contributes to the greater regional economy.

## **Appendix C:**

### **Open-ended comments to verbatim questions**

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

| If not, what location is the primary destination of your trip? | Count | Column<br>N % |
|--|-------|---------------|
| GRAND CANYON NP  | 135   | 22.6          |
| SEDONA   | 54    | 9.0           |
| PHOENIX  | 39    | 6.5           |
| LAS VEGAS, NV  | 21    | 3.5           |
| WILLIAMS   | 13    | 2.2           |
| LOS ANGELES, CA  | 11    | 1.8           |
| PRESCOTT   | 9     | 1.5           |
| TUCSON   | 7     | 1.2           |
| SANTA FE, NM   | 7     | 1.2           |
| SAN FRANCISCO, CA  | 7     | 1.2           |
| SAN DIEGO, CA  | 6     | 1.0           |
| CALIFORNIA   | 5     | 0.8           |
| ARIZONA  | 5     | 0.8           |
| ALBUQUERQUE, NM  | 5     | 0.8           |
| SCOTTSDALE   | 4     | 0.7           |
| ROUTE 66 TOUR  | 4     | 0.7           |
| PAGE   | 4     | 0.7           |
| TEMPE  | 3     | 0.5           |
| SEDONA/GRAND CANYON NP   | 3     | 0.5           |
| LAKE POWELL NRA  | 3     | 0.5           |
| GRAND CANYON NP & LAS VEGAS, NV                                | 3     | 0.5           |
| YOSEMITE NP  | 2     | 0.3           |
| WINSLOW  | 2     | 0.3           |
| WILLIAMS-POLAR EXPRESS   | 2     | 0.3           |
| WEST COAST   | 2     | 0.3           |
| UNKNOWN  | 2     | 0.3           |
| TOURING  | 2     | 0.3           |
| SALT LAKE CITY, UT   | 2     | 0.3           |
| ROUNDTRIP WASH, OREG, CALIF, ARIZONA                           | 2     | 0.3           |
| OAK CREEK CANYON   | 2     | 0.3           |
| GRAND CANYON NP, NORTH RIM                                     | 2     | 0.3           |
| GRAND CANYON NP AND SEDONA                                     | 2     | 0.3           |
| GRAND CANYON NP & PHOENIX                                      | 2     | 0.3           |
| FARMINGTON, NM   | 2     | 0.3           |
| DURANGO, CO  | 2     | 0.3           |
| APACHE JUNCTION  | 2     | 0.3           |
| ALL AZ   | 2     | 0.3           |
| ZION, BRYCE, GRAND CANYON NP                                   | 1     | 0.2           |
| YUMA   | 1     | 0.2           |

|   |   |     |
|---|---|-----|
| WINDOW ROCK                                     | 1 | 0.2 |
| WILLIAMS COTTONWOOD                             | 1 | 0.2 |
| WESTERN STATES                                  | 1 | 0.2 |
| WEST YELLOWSTONE MONTANA                        | 1 | 0.2 |
| WEST COAST ROUND TRIP                           | 1 | 0.2 |
| WE WERE ON AN ELDERHOSTEL TOUR OF AREA          | 1 | 0.2 |
| WE LIVE IN MUNDS PARK                           | 1 | 0.2 |
| WASHINGTON                                      | 1 | 0.2 |
| VISITING 3 STATES- N.M., ARIZONA, UTAH          | 1 | 0.2 |
| VISITED UTAH ALSO                               | 1 | 0.2 |
| VARIOUS AZ & NM                                 | 1 | 0.2 |
| VARIOUS   | 1 | 0.2 |
| VAIL, CO  | 1 | 0.2 |
| UTAH & NORTHERN AZ                              | 1 | 0.2 |
| UTAH-OREM                                       | 1 | 0.2 |
| TUCUMCARI, N.M. THEN BACK TO N. CALIFORNIA-HOME | 1 | 0.2 |
| TUCSON/FLAGSTAFF/GRAND CANYON                   | 1 | 0.2 |
| TUCSON/DENMARK                                  | 1 | 0.2 |
| TUBA CITY                                       | 1 | 0.2 |
| TRAVELLING USA- NO SPECIFIC PLACE.              | 1 | 0.2 |
| TRAVELLING U.S.A.                               | 1 | 0.2 |
| TRAVELLING COAST TO COAST                       | 1 | 0.2 |
| TRAVELLING ACROSS THE U.S.                      | 1 | 0.2 |
| TRAVELING                                       | 1 | 0.2 |
| TOURING THE US                                  | 1 | 0.2 |
| TOURING THE STATE                               | 1 | 0.2 |
| TOURING ARIZONA                                 | 1 | 0.2 |
| TOUR OF THE USA                                 | 1 | 0.2 |
| TOUR FROM PHOENIX TO CALIF                      | 1 | 0.2 |
| THERE WAS NO PRIMARY DESTINATION                | 1 | 0.2 |
| THE STATE OF ARIZONA                            | 1 | 0.2 |
| SW USA  | 1 | 0.2 |
| SURPRISE  | 1 | 0.2 |
| SUN CITY/FLAGSTAFF                              | 1 | 0.2 |
| SUN CITY WEST (PHOENIX)                         | 1 | 0.2 |
| STUDIES @NAU/FIRST TIME IN FLAGSTAFF            | 1 | 0.2 |
| STOP ON CROSS COUNTRY TRIP NC TO CA AND BACK    | 1 | 0.2 |
| STAYING IN SEDONA /TRIP                         | 1 | 0.2 |
| STATE OF ARIZONA                                | 1 | 0.2 |
| SOUTHERN UTAH                                   | 1 | 0.2 |
| SNOW BOWL                                       | 1 | 0.2 |
| SLC   | 1 | 0.2 |
| SKY WALK GRAND CANYON WEST                      | 1 | 0.2 |



|   |   |     |
|---|---|-----|
| SHOW LOW /PINE TOP  | 1 | 0.2 |
| SHOW LOW-FORT APACHE  | 1 | 0.2 |
| SEVERAL PLACES IN U.S.  | 1 | 0.2 |
| SEEING ALL OF RT. 66- STARTED CHICAGO TO SANTA MONICA           | 1 | 0.2 |
| SEDONA/RIM ROCK   | 1 | 0.2 |
| SEDONA/PHOENIX  | 1 | 0.2 |
| SEDONA, GRAND CANYON, DURANGO ETC.                              | 1 | 0.2 |
| SEDONA, GRAND CANYON  | 1 | 0.2 |
| SEDONA, FLAGSTAFF, GALLUP                                       | 1 | 0.2 |
| SEDONA & GRAND CANYON NP  | 1 | 0.2 |
| SEATTLE, WA   | 1 | 0.2 |
| SCOTTSDALE & GRAND CANYON NP                                    | 1 | 0.2 |
| SARATOGA SPRINGS, NY  | 1 | 0.2 |
| SAN FRANCISCO, TUCSON, PHOENIX, CHINLE, PAGE, LAS VEGAS         | 1 | 0.2 |
| SAN FRANCISCO, LOS ANGELES CA                                   | 1 | 0.2 |
| SAN FRANCISCO-SAN DIEGO-BIG SUR                                 | 1 | 0.2 |
| SACRAMENTO, CA  | 1 | 0.2 |
| RT 66 FROM WINSLOW TO CALIFORNIA                                | 1 | 0.2 |
| ROUNDRIP: PHOENIX TO PETRIFIED FOREST OR PHOENIX TO<br>PRESCOTT | 1 | 0.2 |
| ROUNDRIP WINSLOW-FLAG-PHOENIX                                   | 1 | 0.2 |
| ROUNDRIP-LAS VEGAS-DENVER                                       | 1 | 0.2 |
| ROUND TRIP WEST-USA   | 1 | 0.2 |
| ROUND TRIP DALLAS/FORT WORTH-LA                                 | 1 | 0.2 |
| ROAD TRIP, FLAGSTAFF, ALBUQUERQUE, LAS VEGAS                    | 1 | 0.2 |
| ROAD TRIP THROUGHOUT AZ   | 1 | 0.2 |
| ROAD TRIP OF USA  | 1 | 0.2 |
| ROAD TRIP   | 1 | 0.2 |
| RIO VERDE   | 1 | 0.2 |
| RENTON, WA  | 1 | 0.2 |
| RANCHOS DE TAOS, NM   | 1 | 0.2 |
| PIONEER, CA   | 1 | 0.2 |
| PINETOP AZ  | 1 | 0.2 |
| PHOENIX, SEDONA + FLAGSTAFF (ROAD TRIP)                         | 1 | 0.2 |
| PHOENIX, GRAND CANYON   | 1 | 0.2 |
| PHOENIX THEN LOS ANGELES  | 1 | 0.2 |
| PHOENIX SEDONA  | 1 | 0.2 |
| PHOENIX FOR FAMILY & NASCAR                                     | 1 | 0.2 |
| PHOENIX BUSINESS/GRAND CANYON SIGHT SEE                         | 1 | 0.2 |
| PHOENIX AND SURROUNDING AREAS                                   | 1 | 0.2 |
| PHOENIX AND SAN CARLOS TX                                       | 1 | 0.2 |
| PHOENIX & SEDONA  | 1 | 0.2 |
| PAYSON & GRAND CANYON NP  | 1 | 0.2 |

|  |   |     |
|--|---|-----|
| PARKER, LAKE HAVASU AZ   | 1 | 0.2 |
| PALM SPRINGS, CA/NORTHERN NM   | 1 | 0.2 |
| PAGOSA SPRINGS, CO   | 1 | 0.2 |
| OTHER FACILITIES & HISTORIC AREAS                                      | 1 | 0.2 |
| OREGON COAST   | 1 | 0.2 |
| ONE OF OUR PRIMARY DESTINATIONS  | 1 | 0.2 |
| ONE NIGHT STOP   | 1 | 0.2 |
| NY/LA  | 1 | 0.2 |
| NORTHERN NEW MEXICO  | 1 | 0.2 |
| NORTHERN ARIZONA   | 1 | 0.2 |
| NORTHEAST ARIZONA REGION   | 1 | 0.2 |
| NORTHEAST ARIZONA  | 1 | 0.2 |
| NORTH CAROLINA   | 1 | 0.2 |
| NONE, 3 MONTHS ROUND TRIP IN ALL U.S.A.                                | 1 | 0.2 |
| NONE   | 1 | 0.2 |
| NO PRIMARY DESTINATION   | 1 | 0.2 |
| NEW YORK...SAN FRANCISCO   | 1 | 0.2 |
| NEW YORK-LAS VEGAS-PAGE  | 1 | 0.2 |
| NEW MEXICO/COLORADO NAT FORESTS CAMPGROUNDS                            | 1 | 0.2 |
| NEW MEXICO   | 1 | 0.2 |
| NATIONAL PARKS: ZION, BRYCE, GRAND CANYON                              | 1 | 0.2 |
| NATIONAL PARKS, AZ, UT, CO   | 1 | 0.2 |
| NATIONAL PARKS   | 1 | 0.2 |
| NATIONAL PARK  | 1 | 0.2 |
| N. ARIZONA   | 1 | 0.2 |
| MULTI-DESTINATION: DENVER, COLORADO SPRINGS, FLAGSTAFF,<br>ALBUQUERQUE | 1 | 0.2 |
| MOBILE, AL   | 1 | 0.2 |
| MINNEAPOLIS MN   | 1 | 0.2 |
| MICHIGAN   | 1 | 0.2 |
| METEOR CRATER  | 1 | 0.2 |
| MESA VERDE, GRAND CANYON, BRYCE, CANYON DE CHELLY                      | 1 | 0.2 |
| MARS   | 1 | 0.2 |
| MANY PLACES IN U.S.  | 1 | 0.2 |
| LOWELL OBSERVATORY   | 1 | 0.2 |
| LOWELL OBSERVATORY-CLIMATE   | 1 | 0.2 |
| LOS ANGELES, LAS VEGAS, SAN FRANCISCO, SAN DIEGO                       | 1 | 0.2 |
| LOS ANGELES TO NEW YORK  | 1 | 0.2 |
| LOOKING TO RELOCATE, BUT WE'RE ON OUR WAY HOME                         | 1 | 0.2 |
| LOOKING AROUND SEVERAL STATES-HOLIDAY                                  | 1 | 0.2 |
| LOGAN, UT  | 1 | 0.2 |
| LIVE HERE! NAU STUDENT!  | 1 | 0.2 |
| LIVE HERE  | 1 | 0.2 |

|   |   |     |
|---|---|-----|
| LEWIS & CLARK TRAIL & CALIF. COAST                    | 1 | 0.2 |
| LAUGHLIN, NV  | 1 | 0.2 |
| LAS VEGAS, PHOENIX                                    | 1 | 0.2 |
| LAS VEGAS & GRAND CIRCLE                              | 1 | 0.2 |
| LAS VEGAS-SEATTLE                                     | 1 | 0.2 |
| LAKE HAVASU/GRAND CANYON NP                           | 1 | 0.2 |
| LAKE HAVASU, YUMA, CASA GRANDE, MESA, GR. CAN. & ETC. | 1 | 0.2 |
| LAKE HAVASU CITY, AZ                                  | 1 | 0.2 |
| LAKE HAVASU CITY                                      | 1 | 0.2 |
| LA JOLLA, CA  | 1 | 0.2 |
| JACOB LAKE  | 1 | 0.2 |
| HOSPITAL  | 1 | 0.2 |
| HOLBROOK  | 1 | 0.2 |
| HAVASU FALLS/SEDONA                                   | 1 | 0.2 |
| H.B. CA TO SPRINGFIELD, MO                            | 1 | 0.2 |
| GRAND CIRCLE (OF CANYONS)                             | 1 | 0.2 |
| GRAND CANYON/FOUR CORNERS                             | 1 | 0.2 |
| GRAND CANYON NP/BRYCE NP                              | 1 | 0.2 |
| GRAND CANYON NP, SEDONA                               | 1 | 0.2 |
| GRAND CANYON NP, BRYCE & ZION NAT'L PARKS             | 1 | 0.2 |
| GRAND CANYON NP AND SURROUNDING AREAS                 | 1 | 0.2 |
| GRAND CANYON NP /SAN DIEGO, CA /LAS VEGAS, NV         | 1 | 0.2 |
| GRAND CANYON NP & SOCORRO, NM                         | 1 | 0.2 |
| GRAND CANYON NP & PRESCOTT                            | 1 | 0.2 |
| GRAND CANYON NP & 4 CORNERS                           | 1 | 0.2 |
| GRAND CANYON NP-SEDONA                                | 1 | 0.2 |
| GRAND CANYON LOOP-SEDONA-PRESCOTT                     | 1 | 0.2 |
| GOODYEAR  | 1 | 0.2 |
| GLACIER PARK  | 1 | 0.2 |
| GET OUT OF PHOENIX                                    | 1 | 0.2 |
| FRESNO CALIFORNIA                                     | 1 | 0.2 |
| FOUR CORNERS REGION                                   | 1 | 0.2 |
| FOUR CORNERS & MONUMENT VALLEY                        | 1 | 0.2 |
| FORT WORTH TX   | 1 | 0.2 |
| FLAGSTAFF, PHOENIX, GRAND CANYON                      | 1 | 0.2 |
| FLAGSTAFF, NORTH RIM, KANAB, ZION                     | 1 | 0.2 |
| FLAGSTAFF & TUCSON                                    | 1 | 0.2 |
| FLAGSTAFF & ALBUQUERQUE                               | 1 | 0.2 |
| FLAGSTAFF   | 1 | 0.2 |
| FAIRFIELD, CA   | 1 | 0.2 |
| EUGENE, OR  | 1 | 0.2 |
| ENSENADA MEXICO                                       | 1 | 0.2 |
| DRIVING FROM LA TO NEW YORK                           | 1 | 0.2 |

|  |   |     |
|--|---|-----|
| DISNEYLAND, GRAND CANYON, & FLAGSTAFF        | 1 | 0.2 |
| DETROIT AND NEW YORK                         | 1 | 0.2 |
| DENVER, CO                                   | 1 | 0.2 |
| DENVER-SALT LAKE-GRAVEL DITCH                | 1 | 0.2 |
| CROSS COUNTRY RAIL TRIP                      | 1 | 0.2 |
| COUNTY JAIL                                  | 1 | 0.2 |
| COTTONWOOD                                   | 1 | 0.2 |
| CONSTRUCTION (SAFEWAY)                       | 1 | 0.2 |
| COLORADO SPRINGS, CO                         | 1 | 0.2 |
| CLARKDALE                                    | 1 | 0.2 |
| CHINLE (CANYON DE CHELLY)                    | 1 | 0.2 |
| CHINLE                                       | 1 | 0.2 |
| CENTRAL & SOUTH AZ                           | 1 | 0.2 |
| CASA GRANDE                                  | 1 | 0.2 |
| CAREFREE                                     | 1 | 0.2 |
| CANYONS IN UTAH                              | 1 | 0.2 |
| CANYONS                                      | 1 | 0.2 |
| CANYONLANDS NP, SEDONA                       | 1 | 0.2 |
| CANYON DE CHELLY                             | 1 | 0.2 |
| BOUNTIFUL, UT                                | 1 | 0.2 |
| BOULDER, UT                                  | 1 | 0.2 |
| BONITO CAMPGROUND                            | 1 | 0.2 |
| BOISE, ID                                    | 1 | 0.2 |
| BIGFORK, MT                                  | 1 | 0.2 |
| BACKPACKING THROUGH US & SOUTH A             | 1 | 0.2 |
| BACKPACKING AROUND USA                       | 1 | 0.2 |
| AZ & NM ALL SITES WITHIN                     | 1 | 0.2 |
| ASPEN, CO                                    | 1 | 0.2 |
| ASHEVILLE (NC)-PHX (AZ)                      | 1 | 0.2 |
| AROUND USA TOUR                              | 1 | 0.2 |
| ARIZONA, UTAH, COLORADO                      | 1 | 0.2 |
| ARIZONA 2 WEEKS                              | 1 | 0.2 |
| ARIZONA-UTAH-NEVADA                          | 1 | 0.2 |
| ANN ARBOR, MI                                | 1 | 0.2 |
| AND SURROUNDING AREA                         | 1 | 0.2 |
| ANCHORAGE AK                                 | 1 | 0.2 |
| ALL THE NATIONAL PARKS IN THE AREA           | 1 | 0.2 |
| ALL OVER AZ                                  | 1 | 0.2 |
| ALL OVER                                     | 1 | 0.2 |
| ALL OF USA                                   | 1 | 0.2 |
| ALL OF ARIZONA                               | 1 | 0.2 |
| ALL AROUND: FROM DENVER TO SAN FRANCISCO     | 1 | 0.2 |
| A. PHOENIX, AZ B. STRAWBERRY, AZ C. PINE, AZ | 1 | 0.2 |

|  |     |       |
|--|-----|-------|
| A TOUR OF N. ARIZONA   | 1   | 0.2   |
| 1. VISIT MOM IN MESA, 2. SEDONA VORTEXES AND 3. LOWELL OBSERVATORY | 1   | 0.2   |
| Total  | 597 | 100.0 |

### Other Lodging Type You Are Using

| Other lodging used in your stay in Flagstaff? | Count | Column<br>N % |
|---|-------|---------------|
| APARTMENT                                     | 5     | 13.5          |
| RENTAL HOME                                   | 2     | 5.4           |
| MY HOME                                       | 2     | 5.4           |
| ACE HOUSING                                   | 2     | 5.4           |
| WYNDHAM RESORT-7 DAYS                         | 1     | 2.7           |
| WYNDAM HOTEL                                  | 1     | 2.7           |
| WE LIVE IN MUNDS PARK                         | 1     | 2.7           |
| WE HAVEN'T DECIDED YET                        | 1     | 2.7           |
| VACATION RENTAL                               | 1     | 2.7           |
| SQUATTING                                     | 1     | 2.7           |
| SISTER CITY HOSTS                             | 1     | 2.7           |
| RV DRY CAMP                                   | 1     | 2.7           |
| RESIDENCES AT NAU                             | 1     | 2.7           |
| RENTED CABIN                                  | 1     | 2.7           |
| RELATIVE HOME                                 | 1     | 2.7           |
| PRIVATE RENTAL HOUSE                          | 1     | 2.7           |
| PRIMARY RESIDENCE                             | 1     | 2.7           |
| NOT STAYING IN FLAGSTAFF                      | 1     | 2.7           |
| MY BLANKET                                    | 1     | 2.7           |
| MILITARY                                      | 1     | 2.7           |
| LITTLE AMERICA                                | 1     | 2.7           |
| JAIL  | 1     | 2.7           |
| HOSTEL  | 1     | 2.7           |
| HOME TOWN                                     | 1     | 2.7           |
| COMMUNITY HOUSE                               | 1     | 2.7           |
| COMF. HOME                                    | 1     | 2.7           |
| CAMPSITE (TENT)                               | 1     | 2.7           |
| CAMPING IN NATIONAL FOREST                    | 1     | 2.7           |
| CABIN RENTAL                                  | 1     | 2.7           |
| CABIN   | 1     | 2.7           |
| Total   | 37    | 100.0         |

## Other Transportation Type You Are Using

Other mode of transportation on this trip?

|                            | Count | Column N % |
|----------------------------|-------|------------|
| 77 VW BUS                  | 1     | .1%        |
| AIRPLANE (PRIVATE)         | 1     | .1%        |
| BICYCLE                    | 4     | .4%        |
| CITY BUS/FRIENDS/TRAIN/CAR | 1     | .1%        |
| COMPANY CAR                | 1     | .1%        |
| COMPANY TRK                | 1     | .1%        |
| ELDERHOSTEL SHUTTLE        | 1     | .1%        |
| FOOT                       | 1     | .1%        |
| GOVT VEHICLE               | 1     | .1%        |
| HITCH HIKING               | 1     | .1%        |
| MY FEET                    | 1     | .1%        |
| PLUS SISTER'S VAN          | 1     | .1%        |
| RENTAL TRUCK               | 1     | .1%        |
| RV                         | 1     | .1%        |
| TOUR BUS                   | 1     | .1%        |
| TOUR TRUCK                 | 1     | .1%        |
| VAN                        | 1     | .1%        |
| WALKING                    | 5     | .5%        |

**In what city did you spend last night?**

| In what city or town did you spend last night? | Count | Column N % |
|--|-------|------------|
| FLAGSTAFF                                      | 360   | 44.4       |
| SEDONA   | 69    | 8.5        |
| PHOENIX  | 48    | 5.9        |
| WILLIAMS                                       | 30    | 3.7        |
| GRAND CANYON NP                                | 24    | 3.0        |
| LAS VEGAS, NV                                  | 17    | 2.1        |
| ALBUQUERQUE, NM                                | 16    | 2.0        |
| HOLBROOK                                       | 11    | 1.4        |
| TUCSON   | 10    | 1.2        |
| PRESCOTT                                       | 10    | 1.2        |
| SANTA FE, NM                                   | 9     | 1.1        |
| KINGMAN  | 9     | 1.1        |
| PAGE   | 8     | 1.0        |
| LOS ANGELES, CA                                | 8     | 1.0        |
| WINSLOW  | 7     | 0.9        |
| SCOTTSDALE                                     | 6     | 0.7        |
| MESA   | 6     | 0.7        |
| DURANGO, CO                                    | 6     | 0.7        |
| TUSAYAN  | 5     | 0.6        |
| TEMPE  | 5     | 0.6        |
| SAN DIEGO, CA                                  | 5     | 0.6        |
| PAGOSA SPRINGS, CO                             | 4     | 0.5        |
| KAYENTA  | 4     | 0.5        |
| KANAB, UT                                      | 4     | 0.5        |
| GALLUP, NM                                     | 4     | 0.5        |
| AMARILLO, TX                                   | 4     | 0.5        |
| PRESCOTT VALLEY                                | 3     | 0.4        |
| MOAB, UT                                       | 3     | 0.4        |
| LAUGHLIN, NV                                   | 3     | 0.4        |
| GRANTS, NM                                     | 3     | 0.4        |
| FLORENCE                                       | 3     | 0.4        |
| CHINLE   | 3     | 0.4        |
| CAMERON  | 3     | 0.4        |
| BLYTHE, CA                                     | 3     | 0.4        |
| TAOS, NM                                       | 2     | 0.2        |
| SUN CITY WEST                                  | 2     | 0.2        |
| PASADENA, CA                                   | 2     | 0.2        |
| MUNDS PARK                                     | 2     | 0.2        |
| LAKE HAVASU                                    | 2     | 0.2        |
| HOUSTON, TX                                    | 2     | 0.2        |



|                                 |   |     |
|---------------------------------|---|-----|
| GRAND CANYON VILLAGE            | 2 | 0.2 |
| GLENDALE                        | 2 | 0.2 |
| FARMINGTON, NM                  | 2 | 0.2 |
| CORTEZ, CO                      | 2 | 0.2 |
| CEDAR CITY, UT                  | 2 | 0.2 |
| BELMONT                         | 2 | 0.2 |
| WICKENBURG                      | 1 | 0.1 |
| WASHINGTON, D.C.                | 1 | 0.1 |
| VENTURA, CA                     | 1 | 0.1 |
| VARIOUS AZ & UTAH CITIES        | 1 | 0.1 |
| TWIN FALLS IDAHO                | 1 | 0.1 |
| TUCUMCARI, NM                   | 1 | 0.1 |
| TEMPLE CITY, CA                 | 1 | 0.1 |
| TEMPE/FLAGSTAFF                 | 1 | 0.1 |
| SURPRISE                        | 1 | 0.1 |
| SUPAI                           | 1 | 0.1 |
| SUNSET CRATER NAT. MONUMENT     | 1 | 0.1 |
| SUN CITY                        | 1 | 0.1 |
| STRAWBERRY                      | 1 | 0.1 |
| ST GEORGE, UT                   | 1 | 0.1 |
| SPRINGDALE, UT                  | 1 | 0.1 |
| SOUTH RIM, GRAND CANYON         | 1 | 0.1 |
| SIERRA VISTA                    | 1 | 0.1 |
| SHOW LOW/ PINE TOP              | 1 | 0.1 |
| SHOW LOW                        | 1 | 0.1 |
| SELIGMAN                        | 1 | 0.1 |
| SEDONA, SHOW LOW (NIGHT BEFORE) | 1 | 0.1 |
| SECOND HOME                     | 1 | 0.1 |
| SANTA BARBARA, CA               | 1 | 0.1 |
| RATON, NM                       | 1 | 0.1 |
| PUEBLO, CO                      | 1 | 0.1 |
| PORTLAND, OR                    | 1 | 0.1 |
| PINETOP                         | 1 | 0.1 |
| PINETOP-LAKESIDE                | 1 | 0.1 |
| PARKS                           | 1 | 0.1 |
| ON TRAIN...FLAGSTAFF            | 1 | 0.1 |
| ON THE TRAIN FROM LOS ANGELES   | 1 | 0.1 |
| ON THE AMTRAK TRAIN             | 1 | 0.1 |
| ON BOAT ON LAKE POWELL          | 1 | 0.1 |
| ON AIRPLANE                     | 1 | 0.1 |
| OAKLAND, NJ                     | 1 | 0.1 |
| OAK CREEK                       | 1 | 0.1 |
| OAK CREEK- CAMPING              | 1 | 0.1 |

|                                    |     |       |
|------------------------------------|-----|-------|
| NORTH RIM, GRAND CANYON            | 1   | 0.1   |
| NEW YORK                           | 1   | 0.1   |
| NEW MEXICO                         | 1   | 0.1   |
| MARICOPA                           | 1   | 0.1   |
| MARBLE CANYON                      | 1   | 0.1   |
| LAS VEGAS NV- AT OUR DAUGHTER'S    | 1   | 0.1   |
| LAS CRUCES, NM                     | 1   | 0.1   |
| LANCASTER, CA                      | 1   | 0.1   |
| LAKE POWELL                        | 1   | 0.1   |
| LAKE HAVASU, WILLIAMS              | 1   | 0.1   |
| LAKE ELSINORE, CA                  | 1   | 0.1   |
| LA QUINTA, CA                      | 1   | 0.1   |
| INDIANAPOLIS                       | 1   | 0.1   |
| HOPI                               | 1   | 0.1   |
| HOLBROOK (PHOENIX, PREVIOUS NIGHT) | 1   | 0.1   |
| GREY MOUNTAIN                      | 1   | 0.1   |
| GREEN VALLEY                       | 1   | 0.1   |
| GRAND CANYON DESERT VIEW           | 1   | 0.1   |
| GILBERT                            | 1   | 0.1   |
| FOUNTAIN HILLS                     | 1   | 0.1   |
| FOREST LAKES                       | 1   | 0.1   |
| ELK RIDGE, UT                      | 1   | 0.1   |
| DENVER, CO                         | 1   | 0.1   |
| DALLAS, TX                         | 1   | 0.1   |
| COTTONWOOD                         | 1   | 0.1   |
| COSTA MESA, CA                     | 1   | 0.1   |
| CHANDLER                           | 1   | 0.1   |
| CAREFREE                           | 1   | 0.1   |
| BRYCE CANYON NP                    | 1   | 0.1   |
| BLUEWATER STATE PARK, NM           | 1   | 0.1   |
| BAKERSFIELD, CA                    | 1   | 0.1   |
| ARIZONA CITY                       | 1   | 0.1   |
| APACHE JUNCTION                    | 1   | 0.1   |
| ANTHEM                             | 1   | 0.1   |
| AMTRAK TRAIN                       | 1   | 0.1   |
| ALBANY, NY                         | 1   | 0.1   |
| ALAMAGORDO, NM                     | 1   | 0.1   |
| Total                              | 811 | 100.0 |

**In what city will you stay tonight?**

| In what city or town will you spend tonight? | Count | Column N % |
|--|-------|------------|
| FLAGSTAFF                                    | 416   | 39.0       |
| UNDECIDED                                    | 307   | 30.1       |
| SEDONA                                       | 64    | 6.0        |
| PHOENIX                                      | 55    | 5.2        |
| GRAND CANYON NP                              | 34    | 3.2        |
| WILLIAMS                                     | 30    | 2.8        |
| LAS VEGAS, NV                                | 18    | 1.7        |
| ALBUQUERQUE, NM                              | 8     | 0.7        |
| HOME   | 7     | 0.7        |
| KINGMAN                                      | 6     | 0.6        |
| TUSAYAN                                      | 5     | 0.5        |
| TEMPE  | 5     | 0.5        |
| SCOTTSDALE                                   | 5     | 0.5        |
| PRESCOTT                                     | 5     | 0.5        |
| MESA   | 5     | 0.5        |
| TUCSON                                       | 4     | 0.4        |
| PAGE   | 4     | 0.4        |
| GALLUP, NM                                   | 4     | 0.4        |
| HOLBROOK                                     | 3     | 0.3        |
| GILBERT                                      | 3     | 0.3        |
| DURANGO, CO                                  | 3     | 0.3        |
| CHICAGO, IL                                  | 3     | 0.3        |
| WINSLOW                                      | 2     | 0.2        |
| SURPRISE                                     | 2     | 0.2        |
| OAK CREEK CANYON                             | 2     | 0.2        |
| LOS ANGELES, CA                              | 2     | 0.2        |
| JEROME                                       | 2     | 0.2        |
| GLOBE  | 2     | 0.2        |
| CAVE CREEK                                   | 2     | 0.2        |
| CASA GRANDE                                  | 2     | 0.2        |
| ZION NP                                      | 1     | 0.1        |
| WINDOW ROCK/ST MICHAELS                      | 1     | 0.1        |
| WICHITA, KS                                  | 1     | 0.1        |
| WHITE ROCK, NM                               | 1     | 0.1        |
| WELLS, NV                                    | 1     | 0.1        |
| VAIL, CO                                     | 1     | 0.1        |
| TRAIN TRAVEL                                 | 1     | 0.1        |
| SUN CITY                                     | 1     | 0.1        |
| STRAWBERRY                                   | 1     | 0.1        |
| SNOWFLAKE                                    | 1     | 0.1        |

|                                       |   |     |
|---------------------------------------|---|-----|
| SANTA FE,NM                           | 1 | 0.1 |
| SAN BERNANDINO, CA                    | 1 | 0.1 |
| S.W. CHIEF (AMTRAK) OVERNIGHT TO L.A. | 1 | 0.1 |
| QUEEN CREEK                           | 1 | 0.1 |
| PINETOP                               | 1 | 0.1 |
| PINE GROVE CAMPGROUND                 | 1 | 0.1 |
| PARKS                                 | 1 | 0.1 |
| PARKER                                | 1 | 0.1 |
| PALM SPRINGS, CA                      | 1 | 0.1 |
| ORANGE COUNTY, CA                     | 1 | 0.1 |
| ON THE TRAIN                          | 1 | 0.1 |
| OKLAHOMA CITY, OK                     | 1 | 0.1 |
| MUNDS PARK                            | 1 | 0.1 |
| MOAB, UT                              | 1 | 0.1 |
| MEMPHIS, TN                           | 1 | 0.1 |
| MARICOPA                              | 1 | 0.1 |
| MARBLE CANYON                         | 1 | 0.1 |
| LAUGHLIN, NV                          | 1 | 0.1 |
| LAKE POWELL NRA                       | 1 | 0.1 |
| LAKE HAVASU CITY                      | 1 | 0.1 |
| HUNTINGTON BEACH, CA                  | 1 | 0.1 |
| HOME TONIGHT                          | 1 | 0.1 |
| HOLCOMBE, NM                          | 1 | 0.1 |
| HENDERSON, NV                         | 1 | 0.1 |
| GREEN VALLEY                          | 1 | 0.1 |
| GRANADA HILLS, CA                     | 1 | 0.1 |
| GOODYEAR                              | 1 | 0.1 |
| FOUNTAIN HILLS- HOME                  | 1 | 0.1 |
| FLYING TO UK-HOME                     | 1 | 0.1 |
| FLAGSTAFF/AMTRAK SLEEPER              | 1 | 0.1 |
| FLAGSTAFF, WILLIAMS, OR KINGMAN       | 1 | 0.1 |
| COTTONWOOD                            | 1 | 0.1 |
| CLAREMONT, CA                         | 1 | 0.1 |
| CHINLE                                | 1 | 0.1 |
| CHILDRESS, TX                         | 1 | 0.1 |
| CEDAR CITY, UT                        | 1 | 0.1 |
| CAMERON                               | 1 | 0.1 |
| CALIFORNIA                            | 1 | 0.1 |
| BUCKEYE                               | 1 | 0.1 |
| BELLEMONT                             | 1 | 0.1 |
| BALTIMORE, MD                         | 1 | 0.1 |
| BAKERSFIELD, CA                       | 1 | 0.1 |
| ARROYO GRANDE, CA                     | 1 | 0.1 |

|                   |      |       |
|-------------------|------|-------|
| ARIZONA CITY      | 1    | 0.1   |
| ANTHEM            | 1    | 0.1   |
| AMTRAK-CALIFORNIA | 1    | 0.1   |
| AMARILLO, TX      | 1    | 0.1   |
| Total             | 1067 | 100.0 |

**Define other expenditures**

| Please estimate the spending per-day in Flagstaff for your travel party - other expenditures | Count | Column N % |
|--|-------|------------|
| ART WORK \$2800.00   | 1     | 2.1        |
| CLOTHES  | 1     | 2.1        |
| CLOTHES, SOUVENIR  | 1     | 2.1        |
| COFFEE SHOPS   | 1     | 2.1        |
| COLLEGE EXPENSES   | 1     | 2.1        |
| COMPANY PAYS   | 1     | 2.1        |
| DRINKS   | 1     | 2.1        |
| ENTRANCE FEES  | 1     | 2.1        |
| ENTRANCE N.P. \$80   | 1     | 2.1        |
| GAS/FOOD ETC   | 1     | 2.1        |
| GOLFING  | 1     | 2.1        |
| HAVE GOLDEN EAGLE PASSPORT FOR US FEES AREAS   | 1     | 2.1        |
| HELICOPTER GRAND CANYON  | 1     | 2.1        |
| HELICOPTER RIDE  | 1     | 2.1        |
| INCLUDED IN TRIP   | 1     | 2.1        |
| JUST MOVED HERE, SO HARD TO SAY  | 1     | 2.1        |
| MAY RETURN LATER FOR NIGHT VIEWING   | 1     | 2.1        |
| MISCELLANEOUS LIVING EXPENSES  | 1     | 2.1        |
| MOVIES, ART PERFORMANCE  | 1     | 2.1        |
| MOVING HERE FOR GRAD SCHOOL  | 1     | 2.1        |
| NAU STUDENT  | 1     | 2.1        |
| OIL CHANGE   | 1     | 2.1        |
| PET HOSPITAL COST  | 1     | 2.1        |
| POKER  | 1     | 2.1        |
| PURCHASING PROPERTY  | 1     | 2.1        |
| RENT A BIKE  | 1     | 2.1        |
| RENTAL CAR   | 1     | 2.1        |
| SHOPPING   | 1     | 2.1        |
| SISTER CITIES IS PAYING COSTS  | 1     | 2.1        |
| SKI TICKETS  | 1     | 2.1        |
| SNACKS   | 1     | 2.1        |
| SOUVENIR   | 1     | 2.1        |
| STARBUCKS  | 1     | 2.1        |
| STAYING WITH A RESIDENT  | 1     | 2.1        |
| TOUR   | 1     | 2.1        |
| BEER   | 2     | 4.2        |
| CAR RENTAL   | 2     | 4.2        |
| CONCERT TICKETS  | 2     | 4.2        |
| MISCELLANEOUS  | 2     | 4.2        |
| MOVIE  | 2     | 4.2        |

|       |    |       |
|-------|----|-------|
| GIFTS | 3  | 6.3   |
| Total | 48 | 100.0 |

### Other Activity

| Define other activity   | Count | Column<br>N % |
|---|-------|---------------|
| GRAND CANYON  | 3     | 4.4           |
| OBSERVATORY   | 2     | 2.9           |
| LOWELL OBSERVATORY  | 2     | 2.9           |
| HOUSE HUNTING   | 2     | 2.9           |
| YOGA CLASS  | 1     | 1.5           |
| WORK  | 1     | 1.5           |
| VISITING NATIONAL MONUMENTS   | 1     | 1.5           |
| VIEW PLANETS AND STARS AT LOWELL                                    | 1     | 1.5           |
| TRAVELING/JUST REGROUPING   | 1     | 1.5           |
| TOURS   | 1     | 1.5           |
| TOUR NAU  | 1     | 1.5           |
| TERRI HENDRIX @ ARBORETUM   | 1     | 1.5           |
| TALENT CONTESTS   | 1     | 1.5           |
| SPORTS/TRACK & FIELD  | 1     | 1.5           |
| SNOWBOWL LIFT   | 1     | 1.5           |
| SIGHTSEEING   | 1     | 1.5           |
| SEEKING 'OLD WEST' LOCATION   | 1     | 1.5           |
| SEEING FRIENDS  | 1     | 1.5           |
| SCUBA DIVING  | 1     | 1.5           |
| ROUTE 66  | 1     | 1.5           |
| ROCK CLIMBING   | 1     | 1.5           |
| RIDE MOTORCYCLE   | 1     | 1.5           |
| RELAXATION @ HOTEL W/SWIMMING POOLS FOR KIDS                        | 1     | 1.5           |
| RELATIVE IN HOSPITAL  | 1     | 1.5           |
| QUILT SHOPS   | 1     | 1.5           |
| POLAR EXPRESS   | 1     | 1.5           |
| PARTICIPATED IN PARADE & VOLUNTEER ACTIVITIES WITH HOST<br>FAMILIES | 1     | 1.5           |
| PARAGLIDING   | 1     | 1.5           |
| NOT ENOUGH TIME UNFORTUNATELY                                       | 1     | 1.5           |
| NAU STUDENT!  | 1     | 1.5           |
| NAU   | 1     | 1.5           |
| NATURAL PHENOMENA/MONUMENTS/INDIGENOUS FLORA &<br>FAUNA             | 1     | 1.5           |
| NATIVE AM CULTURE NAVAJO & HOPI                                     | 1     | 1.5           |
| MUSIC   | 1     | 1.5           |
| MOTORCYCLE RIDING   | 1     | 1.5           |
| METEOR CRATER   | 1     | 1.5           |
| LOWELL O  | 1     | 1.5           |
| LOCAL NAU ACTIVITIES  | 1     | 1.5           |



|                                     |    |       |
|-------------------------------------|----|-------|
| JEEP ROADS                          | 1  | 1.5   |
| IMAX-GRAND CANYON                   | 1  | 1.5   |
| HUNTING CONNECTING WITH INDIAN LIFE | 1  | 1.5   |
| HIKING                              | 1  | 1.5   |
| HELICOPTER RIDE & MULE TREK         | 1  | 1.5   |
| HAVE IN PAST-WILL IN FUTURE         | 1  | 1.5   |
| HAUNTED PLACES-GHOST TOURS          | 1  | 1.5   |
| HART RANCH (TNC)                    | 1  | 1.5   |
| GRADUATION                          | 1  | 1.5   |
| GOING TO THE MOVIE THEATER          | 1  | 1.5   |
| FRIENDS 4TH OF JULY PARTY           | 1  | 1.5   |
| FRIENDS                             | 1  | 1.5   |
| FLY FISHING                         | 1  | 1.5   |
| EYE DOCTOR VISIT                    | 1  | 1.5   |
| EVENTS AT THE PARKS                 | 1  | 1.5   |
| DINING                              | 1  | 1.5   |
| CONSERVATION WORK (VOLUNTEER)       | 1  | 1.5   |
| CONSERVATION WORK                   | 1  | 1.5   |
| CONCERTS/RIDE MOTORCYCLE            | 1  | 1.5   |
| CHILLING OUT!                       | 1  | 1.5   |
| CHAIR LIFT @ SNOWBOWL               | 1  | 1.5   |
| CAR SHOW                            | 1  | 1.5   |
| CANYONEERS RAFTING TRIP             | 1  | 1.5   |
| BOWLING                             | 1  | 1.5   |
| ALTITUDE RUN TRAINING               | 1  | 1.5   |
| Total                               | 68 | 100.0 |

### Other Attraction Visited

| Other attraction visited                                | Count | Column N<br>% |
|---|-------|---------------|
| METEOR CRATER   | 34    | 35.4          |
| SEDONA  | 9     | 9.4           |
| PETRIFIED FOREST NP                                     | 4     | 4.2           |
| WING MOUNTAIN   | 3     | 3.1           |
| SNOWPLAY AREAS  | 3     | 3.1           |
| OAK CREEK CANYON  | 3     | 3.1           |
| NAU   | 3     | 3.1           |
| MONUMENT VALLEY TRIBAL PARK                             | 2     | 2.1           |
| WILL SEE, DEPENDS ON TIME                               | 1     | 1.0           |
| WHITE MESA  | 1     | 1.0           |
| VISIT PEOPLE  | 1     | 1.0           |
| ST. FRANCIS DE ASSISSI PARISH                           | 1     | 1.0           |
| SLIDE ROCK STATE APRK                                   | 1     | 1.0           |
| SEDONA/METEOR CRATER                                    | 1     | 1.0           |
| SAN FRANCISCO PEAKS                                     | 1     | 1.0           |
| ROAD UP FROM SEDONA 89                                  | 1     | 1.0           |
| RED MTS (SEDONA)  | 1     | 1.0           |
| PIONEER MUSEUM  | 1     | 1.0           |
| PIONEER MUS.  | 1     | 1.0           |
| PINK JEEPS, SEDONA                                      | 1     | 1.0           |
| PINK JEEP   | 1     | 1.0           |
| PASSING THROUGH   | 1     | 1.0           |
| NOT ALL THIS TRIP BUT PRIOR & FUTURE                    | 1     | 1.0           |
| NORDIC CENTER   | 1     | 1.0           |
| MUSEUM OF NORTHERN ARIZONA                              | 1     | 1.0           |
| MONTEZUMA CASTLE NP                                     | 1     | 1.0           |
| METEOR CRATER & RIORDAN MANSION                         | 1     | 1.0           |
| LIBRARY (PUBLIC)  | 1     | 1.0           |
| LAVA RIVER CAVE   | 1     | 1.0           |
| LAKE POWELL, CANYON DE CHELLY                           | 1     | 1.0           |
| LAKE MARY RD  | 1     | 1.0           |
| JEROME, TUZIGOOT, MONTEZUMA'S CASTLE & WELL, FORT VERDE | 1     | 1.0           |
| JAIL  | 1     | 1.0           |
| HOPI LANDS  | 1     | 1.0           |
| FORT TUTHILL  | 1     | 1.0           |
| DOWNTOWN  | 1     | 1.0           |
| COTTONWOOD/SEDONA                                       | 1     | 1.0           |

|                                 |    |       |
|---------------------------------|----|-------|
| COME FOR POLAR EXPRESS          | 1  | 1.0   |
| CAR SHOW                        | 1  | 1.0   |
| CAMERON                         | 1  | 1.0   |
| AUTO DISPLAY                    | 1  | 1.0   |
| ART GALLERIES                   | 1  | 1.0   |
| ANYTHING SPONSORED BY FLAGSTAFF | 1  | 1.0   |
| Total                           | 96 | 100.0 |

### Describe Your Flagstaff Experience in a Few Words

1ST TIME VISITORS. VERY FRIENDLY AREA.  
A BEAUTIFUL PLACE, FRIENDLY PEOPLE. WE GOT MARRIED HERE IN 1998 AND KEEP COMING BACK.  
A BREATHTAKING EXPERIENCE-GORGEOUS SCENERY  
A CUTE TOWN WITH FRIENDLY PEOPLE. VERY RELAXING. THE TRAINS ARE VERY NOISY THOUGH. WE WOULD LIKE TO VISIT MORE PARKS SURROUNDING FLAGSTAFF BUT THIS IS DIFFICULT TO DO IF YOU ARE TRAVELING INDEPENDENTLY, DON'T HAVE A CAR AND DON'T MUCH ENJOY TOWN.  
A GREAT ESCAPE FROM THE PHOENIX HEAT.  
A GREAT GETAWAY FROM PHOENIX HEAT/SCENERY  
A GREAT PLACE TO BASE OUT OF FOR A FEW DAYS TO SEE HISTORIC SITES AROUND AREA...MUCH MORE AFFORDABLE THAN SEDONA  
A GREAT PLACE TO VISIT  
A GREAT PLACE TO VISIT WILL COME AGAIN.  
A LITTLE CONCERNED WALKING FROM HOTEL TO RESTAURANTS. TRAFFIC WAS SCARY.  
A LOT LIKE PORTLAND W/A COFFEE SHOP ON EVERY CORNER.  
A PLEASANT COMBINATION OF DINING, SHOPPING, AND CULTURAL ACTIVITIES ESPECIALLY WANTED TO VISIT LOWELL OBSERVATORY  
A UNIQUE EXPERIENCE  
A UNIQUE TOWN  
A VERY GOOD CITY FOR INFORMATION  
A VERY NICE AND CLEAN CITY  
A WARM AND WELCOMING TOWN.  
A WONDERFUL COMBINATION OF THE OUTDOORS, HISTORY, AZ CULTURE  
A WONDERFUL LOCATION & SO MANY FRIENDLY & HELPFUL FOLKS.  
ACTUALLY WE HAVE NO EXPERIENCE WITH FLAGSTAFF, IT'S KNOWN TO ME DUE TO THE MUSIC OF THE EAGLES AND THE ROUTE 66 ROMANTIC.  
ALWAYS A PLEASURE TO VISIT FLAGSTAFF  
ALWAYS ENJOY  
ALWAYS ENJOY IT HERE  
ALWAYS GREAT  
ALWAYS VERY POSITIVE  
AMAZING SCENARY  
AMAZING TOWN TO VISIT. LIVE IN!!  
AMTRAK HART RANCH THE NATURE CONSERVANCY  
AN INTERESTING AREA TO VISIT- NEVER BEEN TO ANYWHERE LIKE ARIZONA. FOUND THE ROAD SYSTEM IN FLAGSTAFF DIFFICULT TO FATHOM-MAYBE I SHOULD STAY LONGER TO LEARN IT!  
APART FROM THE DISSAPPOINTMENT TREATMENT I GOT IN BUDGET-CAR-RENTAL EVERYTHING HAS BEEN GOOD.  
AWESOME! EXCELLENT!  
AWESOME, WE LOVE THE SHOW  
BEAUTIFUL  
BEAUTIFUL  
BEAUTIFUL

BEAUTIFUL  
BEAUTIFUL AND SMELLS GOOD  
BEAUTIFUL AREA  
BEAUTIFUL AREA, GREAT WEATHER, QUAIN TOWN  
BEAUTIFUL BUT CROWEDED  
BEAUTIFUL CITY WITH AN EUROPEAN SMELL  
BEAUTIFUL CITY, MANY PLACES OF INTEREST, CENTRALLY LOCATED TO SEDONA, GRD  
CANYON ETC.  
BEAUTIFUL CLEAN TOWN, NICE RESTAURANTS, HELPFUL STAFF AT INFO BUREAU  
BEAUTIFUL DOWNTOWN  
BEAUTIFUL HISTORIC TOWN. IT IS CHARMING AND INTERESTING  
BEAUTIFUL LOCATION- GOOD SHOPPING- GREAT THINGS TO SEE  
BEAUTIFUL LOCATION! LOTS TO SEE AND DO!  
BEAUTIFUL NATURAL SCENERY  
BEAUTIFUL SCENIC AREA, RICH IN HISTORY  
BEAUTIFUL SCENIC DRIVE  
BEAUTIFUL SETTING. SEEMS UPSCALE AND SECURE.  
BEAUTIFUL TIME OF YEAR. FLOWERS IN BLOOM, VERY HOSPITABLE TOWN.  
ARBORETUM IS BEAUTIFUL.  
BEAUTIFUL TOWN  
BEAUTIFUL TOWN. VERY FRIENDLY & WELCOMING- DEFINITELY WILL RETURN  
BEAUTIFUL WEATHER. HAVE ENJOYED WHERE WE HAVE BEEN SO FAR AND KNOW WE  
WILL ENJOY FURTHER.  
BEAUTIFUL!  
BEAUTIFUL!  
BEAUTIFUL, AUSTERE, PEACEFUL, FUN, MEANINGFUL.  
BEAUTIFUL, BREATHTAKING  
BEAUTIFUL, CLEAN  
BEAUTIFUL, EXPENSIVE  
BEAUTIFUL, MUCH COOLER THAN PHOENIX, INTERESTING  
BEAUTIFUL, NICE WEATHER  
BEAUTIFUL, WARM, FRIENDLY, GOOD BEER. GOOD ENERGY.  
BEAUTIFUL, WISH I COULD STAY LONGER! FRIENDLY PEOPLE AS WELL  
BEAUTIFUL. COOL, PINE TREES SMELL WONDERFUL  
BEEN SEVERAL TIMES - ALWAYS A GOOD EXPERIENCE  
BESIDES OUR DOG BEING IN THE HOSPITAL IT HAS BEEN A PLEASANT SURPRISE. IT  
SOMEWHAT REMINDS US OF MINNESOTA. THE PEOPLE HERE HAVE BEEN FRIENDLY  
AND HELPFUL.  
BORING  
BREATHTAKING & INFORMATIVE. HAD A BLAST; LEARNED A LOT ABOUT THIS AREA.  
BRING KIDS TO PLAY IN SNOW.  
BRINGS BACK MEMORIES. SMALL BUT FRIENDLY  
BUSINESS @NAU  
BUT FOR THE TRAINS" BEAUTIFUL ENVIRONMENT  
CAME DOWN TO EXPLORE THE BUS TRANSPORTATION SYSTEM

CAME TO PLAY IN SNOW W/GRANDKIDS  
CAME UP TO PLAY IN SNOW W/GRANDKIDS  
CAN'T TELL YET, JUST ARRIVED  
CELEBRATED 50TH WEDDING ANNIVERSARY  
CENTRAL LOCATION TO MANY ACTIVITIES I ENJOY. INTERESTING AREA WITH  
HISTORICAL ATTRACTIONS. SNOWPLAY WAS AT SNOWBOWL AT TOP OF SKI LIFT-  
YES! STILL HAS SNOW.  
CHARMING CITY WITH SOME NICE ATTRACTIONS  
CHARMING TOWN!  
CIUDAD BONITA Y ACOGEDORA-GENTE ENCANTADORA Y TODOS LOS ALREDEDORES I  
MARAVILLOSOS!  
CLEAN AND FRIENDLY ENVIRONMENT.  
CLEAN, BEAUTIFUL, CULTURAL CITY  
COLD & WONDERFUL  
COLD, GREAT FUN WITH FRIENDS  
COLD, INTERESTING  
COLD, INTERESTING SITES  
COLD, THIN AIR, FUN, AND EXCITING  
COLD...BUT BEAUTIFUL  
COOL  
COOL  
COOL AS OPPOSED TO PHX  
COOL CLIMATE, LOVED TREES, NOT AS MUCH TO DO IN DOWNTOWN AS WE'D HOPED  
COOL FRIENDLY-DELICIOUS  
COOL PLEASANT RELAXING  
COOL WEATHER!  
COOL WIND, GREEN, SNOW BALL, NICE SLOW LIFE, GOOD PLACE TO RELAX.  
COOL, FUN PLACE TO VACATION  
COOLER THAN EXPECTED AND WINDY. GREAT VIEWS EVERYWHERE  
COOLER THAN HELL  
COOLER! VERY NICE & RELAXED!  
COOL-REFRESHING-SOME CASES EDUCATIONAL  
DAN HUNT WAS EXCEPTIONALLY HELPFUL! OUR VISIT WAS WONDERFUL!  
DAUGHTER & SON-IN-LAW MOVED TO FLAGSTAFF IN DEC. 2007 AND WE ARE VISITING  
THEM. HAVE VISITED NAU (WHERE SON-IN-LAW WORKS), HISTORIC DOWNTOWN,  
LOWELL'S OBERVATORY & MUSEUM. WILL BE VISITING GRAND CANYON THIS  
WEEKEND. GRACIOUS COMMUNITY!  
DAY TRIP TO AREA, LOWELL OBSERVATORY HAS BEEN ON MY TO VISIT FOR 20+ YEARS  
DELIGHTFUL TOWN. PLANNED TO SPEND 1 NIGHT, LIKED IT SO MUCH WE STAYED  
THREE!  
NATURAL BEAUTY, FRIENDLY PEOPLE, LIVELY ATMOSPHERE.  
DIFFERENT TO LA BUT VERY NICE  
DO NOT KNOW YET, BUT INFO CENTER IS VERY HELPFUL! THANKX  
EASY TO GET AROUND, ECLECTIC THINGS TO SEE  
EASY TO GET LOST BUT NICE TOWN  
EASY TRAVEL, INTERESTING EXPERIENCES

ENJOY THE CLIMATE CHANGE FROM CALIFORNIA, TRIP TO SEDONA AND ART DISPLAYS  
ENJOY THE FORESTRY, TREES, WEATHER, & TIMES  
ENJOYABLE  
ENJOYABLE  
ENJOYABLE & INFORMATIVE!  
ENJOYABLE AND EDUCATIONAL  
ENJOYABLE!  
ENJOYABLE, INFORMATIVE  
ENJOYED IT  
ENJOYED OBSERVATORY TOUR  
ENJOYED OUR TIME HERE SO FAR-A LITTLE COLDER THAN WE THOUGHT. THERE'S A  
LOT TO DO -WISH WE HAD MORE TIME. VISITING THE VARIOUS NATIONAL  
MONUMENTS & PARKS WAS A WONDERFUL EXPERIENCE.  
ENJOYED VERY MUCH. BEAUTIFUL AREA. WOULD LIKE MORE STATE, NAT'L. OR COUNTY  
CAMPGROUND SELECTION AROUND CITY.  
ENJOYING THE COOL SPACES  
ESCAPE FROM PHOENIX  
EVERYONE HAS GONE OUT OF THEIR WAY TO BE FRIENDLY & HELPFUL. WE HEARD  
GREAT THINGS ABOUT FLAGSTAFF & CHANCE HAPPENINGS ALLOWED US TO GET  
TO KNOW THE CITY.  
EVERYONE SEEMS FRIENDLY. TOWN IS CLEAN. ONLY BEEN HERE A FEW DAYS  
EVERYONE VERY FRIENDLY. VERY MULTICULTURAL. NICE COMBINATION OF OLD &  
NEW.  
EVERYONE WAS FRIENDLY AND EXTREMELY WELCOMING. TOWN IS VERY PLEASANT. I  
ENJOYED MY TIME WHILE I WAS HERE.  
EXCELLENT  
EXCELLENT- A FREQUENT VACATION SPOT FOR LAST 15 YEARS.  
EXCELLENT AND CLEAN CITY WITH ALL THE SECURITY OF SMALL URBAN TOWN  
EXCELLENT- IF WE REMEMBER THE AFTERNOON STORMS & PLAN ACCORDINGLY  
EXCEPTIONAL PEOPLE & PLACE  
EXCITABLE-GRAND-GREAT!!!  
EXCITING, PLEASANT, RELAXING, INTERESTING, EDUCATIONAL  
EXCITING, SCENIC, CLEAN, FRIENDLY  
EXTREMELY PRETTY. EASY TO GET TO ATTRACTIONS.  
FABULOUS  
FABULOUS  
FAMILY DAY TRIP TO DO A FEW THINGS WE HAVE NOT YET DONE  
FANTASTIC  
FANTASTIC SCENERY, FRIENDLY PEOPLE  
FIND TRAFFIC TO BE HORRIBLE. CULTURAL ACTIVITIES WELL MARKED  
FIRST DAY-GOOD SO FAR1  
FIRST TIME VISIT. VERY GOOD.  
FLAG IS DA BOMB!  
FLAGSTAFF & ENVIRONS IS THE ONLY AREA IN THE US I WOULD WANT TO LIVE FOR A  
FEW YEARS.  
FLAGSTAFF IS A COOL RESPITE IN THE MTNS. NICE LITTLE CAFES ETC TO CAMP OUT IN

& RELAX

FLAGSTAFF IS A VERY FRIENDLY & NICE TOWN

FLAGSTAFF IS BEAUTIFUL & A GREAT CHANGE FROM DRIVING THROUGH THE DESERT.

FLAGSTAFF IS THE ONLY PLACE IN THE US I WOULD WANT TO SPEND A FEW YEARS.

FLAGSTAFF IS THE SPARKLING CRYSTAL OF NORTHERN ARIZONA. THE GREAT LEARNING

OF OUR PEOPLE:FORESTERS, GEOLOGISTS, ASTRONOMERS, METALLURGISTS, AND ENTREPRENEURS COMBINE TO EXPLORE OUR REGION, OUR PLANETS & OUR SOLAR SYSTEM.

FLAGSTAFF IS VERY CLEAN AND LIFE SEEM VERY SIMPLE. THE PEOPLE ARE VERY FRIENDLY & ACCOMODATING.

FLAGSTAFF IS VERY INTERESTING AND HAS A LOT TO OFFER.

FOOD @ THE CRACKER BARREL WAS GREAT. OBSERVATORY HAS BEEN FUN SO FAR.

FOR JUST PASSING THROUGH- VERY ENJOYABLE-LOWELL OBSER. WAS #1 ON LIST FOUND ALL THE LOCAL PEOPLE FRIENDLY & HELPFUL. AREA IS VERY WELL CARED FOR. WE WOULD VISIT AGAIN.

FRIENDLY & GREAT EXPERIENCE

FRIENDLY & HELPFUL PEOPLE

FRIENDLY AND HELPFUL PEOPLE AT THE VISITOR CENTER. THEY GAVE US VERY HELPFUL TIPS AND INFORMATION FOR OUR TRIP.

FRIENDLY LADY AT INFO CENTRE

FRIENDLY PEOPLE

FRIENDLY PEOPLE

FRIENDLY PEOPLE, PLEASANT WEATHER

FRIENDLY, EDUCATIONAL AND ENTERTAINING

FRIENDLY, HOSPITABLE, GREAT PLACE FOR DAY TRIPS (AND THERE ARE SO MANY!)

FRIENDLY, SCENIC, FAIRLY REASONABLE

FRIENDLY, WELCOMING, OUTDOORSY

FUN & ADVENTUROUS!

FUN & RELXING

FUN AND RELAXING

FUN, COOL TEMPS

FUN, RELAXING AND EVERYONE IS VERY NICE AND WELCOMING.

FUN-GREAT

GOOD

GOOD

GOOD FOOD, AND ENTERTAINMENT, NICE PEOPLE

GOOD PLACE TO SEE STARS (AND TREES!)

GOOD SO FAR

GOOD TIMES!!

GORGEOUS!

GOT TO EXPERIENCE SNOW WHICH WE ENJOYED

GOT TO SEE THE GRAND CANYON-BREATHTAKING

GRAND CANYON VISIT WAS EXCELLENT. WE WERE UNDERWHELMED BY RT. 66- A WASTE OF EFFORT

GREAT



GREAT  
GREAT  
GREAT  
GREAT  
GREAT  
GREAT ALTITUDE TRAINING & NICE TOWN  
GREAT ALTITUDE TRAINING DESTINATION- FRIENDLY PEOPLE.  
GREAT CITY!  
GREAT CITY, EXCELLENT HOSPITALITY  
GREAT CLIMATE- LOTS TO SEE & DO  
GREAT CLIMATE, PERFECT SIZE TOWN  
GREAT CUSTOMER SERVICE - FRIENDLY PEOPLE  
GREAT EXPERIENCE. NEED MORE TIME TO FULLY APPRECIATE.  
GREAT FOOD, NICE VISITING. DIDN'T SLEEP WELL WITH THE TRAIN AND COULDN'T SEE  
THE TELESCOPE DUE TO A WEDDING, BUT OVERALL GREAT PLACE.  
GREAT GETAWAY FROM THE PHOENIX HEAT  
GREAT INFO CENTRE  
GREAT INTERIM STOP  
GREAT LITTLE CITY  
GREAT LOVE THE SNOW  
GREAT PEOPLE & LOTS OF GOOD HISTORIC EXHIBITS  
GREAT PEOPLE GREAT PLACE  
GREAT PLACE  
GREAT PLACE GREAT PEOPLE  
GREAT PLACE TO VISIT; SCENERY  
GREAT PLACE, WONDERFUL PEOPLE  
GREAT RESTAURANTS, EXCELLENT STOPOVER ON ROUTE 66  
GREAT RESTAURANTS, SHOPS-CLOSE TO HIKING, CAMPING, SCENIC AREAS- WE ENJOY  
OUR TIME HERE AND PLAN TO RETURN MANY TIMES!  
GREAT SMALL TOWN WITH SHOPS, RESTAURANTS-GREAT OUTDOOR ACTIVITY  
GREAT SMALL TOWN, GREAT WAY TO ESCAPE HEAT OF PHOENIX AND ENJOY SOME OF  
OUR FAVORITE RESTAURANTS.  
GREAT SO FAR- JUST SEEN MUSEUM OF NORTHERN ARIZONA  
GREAT TIME  
GREAT TIME  
GREAT TIME  
GREAT TIME, GOOD DOWNTOWN & INTERESTS  
GREAT TO WALK AROUND HISTORIC FLAGSTAFF WITH ALL THE SHOPS AND  
RESTAURANTS  
GREAT TOWN AND GREAT DINER  
GREAT TOWN SO FAR! LOVE THE HISTORIC DOWNTOWN AREA, BEAUTIFUL SETTING.  
GREAT VIEW/SCENIC  
GREAT WEATHER, CONVINCE TO SITES  
GREAT WEATHER, FRIENDLY PEOPLE  
GREAT WEATHER, INTERESTING CITY.

GREAT!  
GREAT!  
GREAT!  
GREAT!  
GREAT!!  
GREAT, ENJOYED THE COMMUNITY  
GREAT, LIFTING, EXTRAORDINARY, FRIENDLY  
GREAT, NICE AND COOL  
GREAT. V. FRIENDLY PEOPLE, GOOD FOOD, BEAUTIFUL COUNTRY.  
GREAT-VISITOR CENTER WAS THE BEST!!  
HAPPY TO BE AROUND CIVILIZATION!  
HARD TIME FINDING A GROCERY STORE, (DOWNTOWN?) PRETTY PLACE- LOTS OF  
ITALIAN RESTAURANTS  
HARD TO ANSWER-JUST GOT HERE!  
HARD TO TELL JUST GOT HERE. ENJOYED SEDONA & GC SO LOOKS LIKE I WILL LIKE  
THIS TOO.  
HAVE ENJOYED VERY MUCH. WILL BE BACK.  
HAVE NOT SPENT MUCH TIME IN FLAG ON A LONG TIME. I AM PLEASANTLY SURPRISED  
AT THE CHANGES THAT HAVE TAKEN PLACE. IT SEEMS MUCH MORE OF A  
DESTINATION LOCATION NOW.  
HAVE NOT YET BEEN TO PLACES-AM SURE THEY'LL BE QUITE NICE.  
HAVE SEEN VERY LITTLE. SEEMS TO BE A NICE TOWN.  
HAVE VISITED 4 TIMES  
HAVEN'T SEEN IT YET!!!  
HEALTHFUL, ENGAGING  
HEAVENLY  
HISTORIC & CLEAN  
HISTORIC, BEAUTIFUL  
HI-WAY MEDICAL EMERGENCY. HIGHLY IMPRESSED W/FLAGSTAFF MED CNTR PROS,  
AND THE LEVEL OF CARE MY SPOUSE RECEIVED. THEY HELPED DIFFUSE A VERY  
STRESSFUL SITUATION.  
HOSPITIBALE  
HOT, HOT TUB-YEAH!  
I ARRIVED TUESDAY INTO FLAGSTAFF AND WILL BE LIVING HERE WHILE MY HUSBAND  
ATTENDS NAU. I LOVE IT!! THE DOWNTOWN IS SO QUAIN & UNIQUE. PEOPLE ARE  
ACTIVE & FRIENDLY. THE BACKDROP OF THE MTN. PEAKS AMAZE ME! I REALLY LIKE  
OUR QUIET NEIGHBORHOOD TOO!  
I CAME TO FLAGSTAFF TO GO TO BLACK BARTS RESTAURANT. I WAS THERE MANY  
YEARS AGO & HAD A GREAT TIME & I WANTED TO COME BACK.  
I CAME UP TO SKI MY BRAINS OUT AND THATS JUST WHAT IM GONNA DO  
I CAN'T. STAYED HERE ON TRIP WEST. PLANNED FULL DAY HERE ON TRIP BACK EAST.  
VERY ATTRACTIVE, CHARMING AND MAGNETIC.  
I FELT VERY WELL IN FLAGSTAFF. I FOUND IT A LOVELY PLACE WHERE SPENDING  
SOME DAYS, RELAXING MYSELF.  
I GREW UP IN FLAGSTAFF AND IT HAS BEEN GREAT COMING BACK AFTER 20 YEARS  
AWAY. IT'S STILL A GREAT PLACE!  
I HAD AN AMAZING TIME IN THE SNOW, SLEDDING ON WING MTN. AND THIS HAS BEEN A  
REALLY GREAT STOP. I ESPECIALLY ENJOYED OUR TOUR GUIDE WHO ALSO DID THE  
COSMIT CART. HE WAS SO COOL! I WANT TO COME BACK TO LOWELL

OBSERVATORY.

I HAVE ENJOYED MY TIME SO FAR IN FLAGSTAFF THE DOWNTOWN AREA HAS PLENTY OF RESTAURANTS, SHOPS AND THE PEOPLE ARE EXTREMELY FRIENDLY- I AM LOOKING FORWARD TO SEEING THE GRAND CANYON.

I HAVE HAD SUCH A GREAT TIME. BEAUTIFUL PLACE.

I HAVE ONLY BEEN ON NAU'S CAMPUS AND WALKED TO/FROM THE CAMPUS TO THE STATION BUT I LOVE THE ATMOSPHERE AND ALL THE THINGS THERE ARE TO DO.

I HAVE VISITED FLAG FROM THE 60'S - BOUGHT 2ND HOME IN 92 IN FLAG-

I LIKE IT ALOT. I THINK IT WOULD BE A GREAT PLACE TO BUY LAND AND RAISE A FAMILY

I LIKE OLD DOWNTOWNS

I LIKE THE DOWNTOWN AREA...THERE'S A WIDE VARIETY OF RESTAURANTS, AND A REASONABLE VARIETY OF SHOPS. I HAVEN'T BEEN TO THE GRAND CANYON YET SO I CAN'T SAY HOW THAT EXPERIENCE IS YET!

I LOVE COMING TO FLAGSTAFF

I LOVE FLAGSTAFF

I LOVE FLAGSTAFF

I LOVE FLAGSTAFF AND VISIT OFTEN

I LOVE FLAGSTAFF, IT'S NICE AND COOL

I LOVE IT! BEEN HERE ALMOST 30 YEARS

I LOVE THIS TOWN- BACK TO THE DAYS OF ROUTE 66. THE INDIAN CULTURE, THE RAILROAD, NAU, NA MUSEUM, HISTORY AND PARKS

I LOVE TO BRING MY KIDS UP HERE IN THE SUMMER TO ESCAPE THE HEAT. THERE'S A LOT MORE TO DO HERE THAN PINETOP.

I SAW LOTS OF ASTONISHING PLACES, I'D NEVER GET TO SEE SOMETHING LIKE THAT IN OUR COUNTRY! GREAT!

I SERVED AN LDS MISSION IN FLAGSTAFF SEVERAL YEARS AGO & IN MANY WAYS IT IS A 2ND HOME TO ME.

I WAS IN JAIL. VERY NICE.

I WAS SURPRISED @ THE # OF PEOPLE OUT ON A FRI NITE & WHAT A THRIVING DOWNTOWN YOU HAVE! MANY YOUNG PEOPLE. (I'M >55!)

I WORK FOR A CONSERVATION CORP. IT IS EXCELLENT

INTERESTING LOCATION-WELL PLACED FOR A VISIT TO GRAND CANYON

INTERESTING TOWN

INTERESTING WITH A LOT OF HISTORY

IT HAS BEEN WONDERFUL SO FAR.

IT HAS LOTS TO DO IN A VERY SMALL AREA. REASONABLE PRICES.

IT IS A BEAUTIFUL TOWN WITH THE SURROUNDING NATURAL AREAS. GREAT WEATHER.

IT IS A BEAUTIFUL TOWN WITH THE SURROUNDING NATURAL AREAS. GREAT WEATHER.

IT IS A BEAUTIFUL TOWN. LOVE THAT THE HISTORIC DISTRICT HAS BEEN PRESERVED!

IT IS ALWAYS A PLEASURE TO VISIT FLAGSTAFF. WE VISIT EVERY YEAR AND ALWAYS FIND SOMETHING NEW TO DO. I OFTEN CONTEMPLATE MOVING HERE.

IT WAS A BEAUTIFUL SMALL CITY WITH LOTS TO DO.

IT WAS COLDER THEN WE EXPECTED. PEOPLE ARE VERY FRIENDLY AND IT IS A NICE TOWN.

IT WAS FUN. IT IS A VERY WELCOMING CITY. THERE IS A LOT TO DO AND SEE.

IT WAS INCREDIBLE! BEAUTIFUL TOWN SURROUNDED BY BEAUTIFUL PEOPLE.

IT'S A LOVELY TOWN & THE WEATHER IS WONDERFUL.

ITS A LOVELY TOWN WITH LOTS OF INTERESTING THINGS  
ITS ALWAYS ENJOYABLE TO VISIT FLAGSTAFF!  
IT'S GREAT I'LL BE BACK  
ITS IN THE MOUNTAIN THERE WAS RAIN IT IS GOOD. GOOD CLEAN AIR!  
IT'S NICE, BUT EXPENSIVE. NICE PEOPLE AT VISITOR CENTER WHEN I GET SETTLED IN  
IT'S OK  
IT'S REALLY AWESOME. I LIKE IT  
IT'S VERY WONDERFUL, CITIZENS ARE VERY FRIENDLY AND NICE. THIS IS A CITY IN  
WHICH I WOULD LIKE TO LIVE  
JUST ARRIVED  
JUST ARRIVED WHEN FILLED OUT SURVEY  
JUST ARRIVED, WILL SEE LATER  
JUST ARRIVED. JUSTIN @ INFO CENTER VERY FRIENDLY, HELPFUL & INFORMATIVE  
JUST ARRIVED. LOVE THE TOWN. FRIENDLY PEOPLE.  
JUST ARRIVED. WILL DRIVE A SMALL PART OF ROUTE 66  
JUST ARRIVED-SO FAR VERY PICUTRESQUE  
JUST GETTING PROVISIONS FOR TRIP-PASSNG THROUGH  
JUST GETTING STARTED BUT ENJOYED EVERYTHING SO FAR. THE MUSEUM IS  
OUTSTANDING. GOING TO UNIV PARTY TONIGHT.  
JUST GOT HERE  
JUST GOT HERE  
JUST GOT HERE  
JUST GOT HERE- ATTENDING CONCERT IN OUTSIDE MALL  
JUST GOT INTO TOWN  
JUST PASSING THROUGH, BUT INFORMATION CENTRE STAFF VERY FRIENDLY &  
HELPFUL  
JUST PASSING THRU ON OUR WAY TO SKI IN DURANGO CO  
JUST SPENDING THE NIGHT, BUT SO FAR, SO GOOD  
JUST STARTING OUT  
JUST STOPPING BY. NICE TOWN.  
JUST WHAT I HAD HOPED FOR  
LIKE THE PINE, SEDONA AND ROCKS  
LIVED HERE FOR 2 YR AND I LOVE IT.  
LIVED HERE FOR 41 YRS LOVE IT  
LIVED NEAR FLAG FOR A LONG TIME. ENJOY IT EVERY TIME.  
LODGING AT FAIRFIELD INN BY MARRIOTT WAS GREAT. FACILITY WAS CLEAN, WELL  
APPOINTED. STAFF WAS GREAT ESPECIALLY DAVE- THE MANAGER. VERY HELPFUL.  
GETTING AROUND WAS EASY WELL MARKED FOR TRAVELLERS. EATING AT GALAXY  
DINER FUN- AGAIN GREAT STAFF MADE THE DIFFERENCE.  
LONG OVERDUE...I'M GLAD I MOVED HERE FROM CHICAGO  
LOOKS LIKE A NICE PLACE TO LIVE!  
LOOKS VERY INTERESTING WHICH IS WHY WE WANTED TO COME- ESP.  
OBSERVATORY, MUSEUM & ARBORETUM  
LOTS OF INTERESTING THINGS TO SEE AND DO.  
LOTS TO SEE AND DO IN THE AREA  
LOTS TO SEE AND DO IN THE AREA. FOOD REASONABLE. TRAIN NOISY.

LOTS TO SEE IN ONLY A FEW DAYS  
LOTS TO SEE-GOOD EATING-FRIENDLY PEOPLE.  
LOVE FLAGSTAFF, WISH WE COULD STAY LONGER  
LOVE IT HERE. WEATHER IS GREAT & PEOPLE ARE SO FRIENDLY.  
LOVE THE ATMOSPHERE AND CLIMATE  
LOVE THE CLIMATE & TOWN  
LOVE THE CLIMATE, LOTS TO DO, GOOD RESTAURANTS-LOTS OF CHOICES  
LOVE THE COMBINATION OF NATURAL SCENERY AND HISTORY  
LOVE THE MOUNTAINS ITS A BEAUTIFUL PLACE  
LOVE THE MOUNTAINS, BUT OTHERWISE REMINDS ME OF HOME  
LOVE THE NATURAL AREAS. TRAFFIC IS BAD  
LOVE THE OBSERVATORY- A LOT OF HOMELESS-VERY SAD TO SEE  
LOVE THE SCENERY AND COOL WEATHER. ALSO LOVE THE SMALL-TOWN FEEL &  
NUMEROUS LOCAL ATTRACTIONS.  
LOVE THE SMALL TOWN  
LOVE THE SNOW, MOUNTAINS. VERY CHRISTMASSY  
LOVE THE WEATHER/LOTS TO SEE AND DO  
LOVED FLAGSTAFF, BUT TOO COLD AND RAINY  
LOVED IT!  
LOVED THE BASE, LIKED THE PEOPLE. WILL COME BACK WHEN THERE IS NO SNOW  
FOR HIKING.  
LOVED THE NAT'L MONUMENT. EVERYONE IS VERY PLEASANT.  
LOVELY CITY, GREAT NATURAL BEAUTY  
LOVELY TOWN, MANY AMENITIES, FRIENDLY PEOPLE  
LOWELL OBSERVATORY-FASCINATING! SNOWBOWL-TOMORROW-HOPEFULLY FUN!  
MAJOR PROBLEM-TRAFFIC CONGESTION  
MEMORY LANE  
MERELY A STOPOVER ON THE WAY HOME THIS TRIP  
MET A VERY UNDERSTANDING REALTOR WHO UNDERSTOOD WHAT OUR ULTIMATE  
OBJECTIVE IS/WAS. WELCOME/VISITOR CENTER STAFF WAS VERY HELPFUL.  
MORE TO SEE HERE  
MOSTLY PASSING THROUGH. MAY CHECK OUT OTHER ATTRACTIONS IN THE FUTURE.  
MUCH COOLER THAN PHX, GREAT ESCAPE  
MUCH MORE TO DO THAN EXPECTED. PLEASING SURPRISED!!!  
MUSEUM WAS GREAT  
MY FAVORITE CITY IN ARIZONA.  
MY FIRST DAY, BUT SO FAR, VERY PRETTY SURROUNDINGS AND A FRIENDLY TOWN.  
MY WIFE AND I HAVE ENJOYED FLAGSTAFF FOR MANY YEARS, THIS IS OUR FIRST YEAR  
TO SPEND FIVE MONTHS HERE.  
MY WIFE IS ON A JOB CONTRACT IN TUBA CITY AT THE HOSPITAL. WE WILL LIVE IN  
FLAGSTAFF AND BE HERE FOR AT LEAST 3 MONTHS (JULY, AUG, SEPT)  
NEEDED TO SEE A DOCTOR- EMERGENCY ROOM SEEMED DISORGANIZED, RUDE, AND  
UNDERSTAFFED. FOUND A WALKIN CLINIC WHICH WAS OK.  
NICE  
NICE

NICE & COOL  
NICE & FRIENDLY. LAID BACK.  
NICE & FUN, BUT TAX SO HIGH  
NICE & GOOD INFORMATION AT VISITOR CENTRE.  
NICE AND BEAUTIFUL  
NICE AND NEW EXPERIENCE  
NICE AND REFRESHING!  
NICE ATMOSPHERE. RELAXING, FRIENDLY.  
NICE BUT HURRIED (TOO LITTLE TIME)  
NICE CITY WITH FRIENDLY PEOPLE  
NICE CITY, GOOD HOTELQ  
NICE CITY, VERY INTERESTING  
NICE CITY/PLEASANT/LOW KEY-OUR KIND OF PLACE  
NICE CLEAN AIR & REMOTE PLACES  
NICE CLIMATE, OPTIONS FOR DINING & ENTERTAINMENT, GRAND CANYON!  
NICE LITTLE PLACE  
NICE LITTLE TOWN; VERY CLEAN  
NICE MOUNTAIN TOWN  
NICE OLD TOWN-GLAD IT SNOWED  
NICE OUTDOORS EXPERIENCE, NICE CITY ATMOSPHERE. WE'LL RETURN.  
NICE PEOPLE AND NICE TOWN  
NICE PEOPLE, BEAUTIFUL TOWN  
NICE PEOPLE, GOOD SERVICE, FRIENDLY PEOPLE.  
NICE PLACE  
NICE PLACE TO STOP OFF  
NICE PLACE TO VISIT, ALOT OF THINGS TO SEE AND DO  
NICE SCENIC AREA  
NICE SHOP ON WAY HOME  
NICE SMALL TOWN  
NICE SMALL UNIVERSITY TOWN/CITY  
NICE TOWN  
NICE TOWN & NICE PEOPLE. VERY SCENIC  
NICE TOWN AND GOOD HOTELS, FRIENDLY PEOPLE.  
NICE TOWN. WE ARE CONSIDERING MOVING HERE AND ARE PLEASED OVERALL. COST  
OF HOUSING IS VERY HIGH THOUGH.  
NICE TOWN-GREAT WEATHER  
NICE WALKING TOWN TO RELAX  
NICE WEATHER!!  
NICE WEATHER, FRIENDLY PEOPLE, BEAUTIFUL, CONVENIENT  
NICE WEATHER, LOTS OF ACTIVITIES  
NICE WEATHER, RELAXING, FUN  
NICE, CLEAN AND SUNNY PLACE  
NICE, COULD HAVE BEEN WARM-NOT YOUR FAULT. SERVICE COULD HAVE BEEN  
FASTER.

NICE, WELCOMING,FRIENDLY  
NO CITY PLANNING FOR TRAFFIC  
NO WI-FI AT PUBLIC LIBRARY  
NOT BAD, NICE HOTEL STAY.  
NOT EXPECTING SNOW....BUT ENJOYABLE!  
NOT HERE LONG ENOUGH TO COMPLETE THIS  
NPT APPLICABLE  
OFTEN COME HERE EN ROUTE TO THE GCNP- I LOVE FLAG- FRIENDLY PEOPLE, GOOD  
RESTAURANTS IN OLD TOWN. A GREAT PLACE TO BASE YOURSELF TO SEE OTHER  
THINGS.  
OK SO FOR  
OLD/NEW GREAT WEATHER  
ONE DAY IT'S SUNNY & BEAUTIFUL THE NEXT DAY IT SNOWED FOR A COUPLE HRS.  
FIRST SNOW FALL FOR SOME OF US  
OUR 3RD VISIT TO FLAGSTAFF, THIS VISIT IS FOR 7 DAYS AT WYNDHAM RESORT. WE  
HAVE ALWAYS BEEN TREATED WITH FRIENDLY COURTEOUS HELP AND HAVE  
ENJOYED OUR VISITS.  
OVERALL AMAZING, BUT YOU HAVE A VERY RUDE BARTENDER. SHE WORKED THE  
NIGHT WE GOT ENGAGED. VERY UNFRIENDLY.  
OVERALL FAVORABLE BUT THE TRAFFIC  
OVERALL, VERY ENJOYABLE  
OWN TIMESHARE- SO WE USUALLY SPEND A WEEK EVERY COUPLE YEARS  
PART BUSINESS, PART PLEASURE; I AM BRINGING MY ELDERLY MOTHER TO STAY  
W/MY SISTER, THEN RETURN TO N.C.  
PASSING THROUGH  
PASSING THROUGH, HOWEVER HAVE SPENT A LOT OF TIME HERE IN THE PAST  
PASSING THRU  
PEACEFUL, OUTSTANDING, RELAXING  
PEOPLE ARE LIBERAL, SOCIAL DRINKERS, AND FREE LIVING. THE TOWN LOOKS LIKE  
IT WAS ONCE DUMPY BUT HAS RECENTLY BEEN FIXED UP. THE TOWN LOOKS NICE &  
CLEAN.  
PEOPLE ARE VERY FRIENDLY  
PEOPLE ARE VERY HELPFUL, NICE, AND WILLING TO GIVE INFO.  
PEOPLE VERY FRIENDLY  
PEOPLE WERE FRIENDLY  
PERFECT CITY NEAR GRAND CANYON  
PERFECT STAY-OVER FROM PHOENIX TO VISIT SEDONA, JEROME, PRESCOTT AND  
GRAND CANYON  
PICTURESQUE, GREAT WEATHER (COULD DO W/LESS LATE AFTERNOON RAIN), NICE  
FOLKS, PROXIMITY OF MULTIPLE SITES/ACTIVITIES.  
PLEASANT  
PLEASANT  
PLEASANT ATMOSPHERE WITHOUT A LOT OF BIG CITY HASSLE  
PLEASANT PEOPLE  
PLEASANT SMALL-TOWN" FELLING: FRIENDLY PEOPLE  
PLEASANT, ENJOYABLE & SURPRISINGLY SNOWY. GREAT HOTEL STAFF @ FAIRFIELD  
INN-ESPECIALLY MEGHAN!  
PLEASANT-INFORMATIVE LOTS TO SEE

PRETTY TOWN. I'D LIKE TO COME BACK WHEN I HAVE MORE TIME  
PROBABLY THE MOST PLEASANT/INTERESTING TOWN I HAVE VISITED IN THE LAST TWO  
WEEKS ON THE ROAD.

QUIANT, COLLEGE TOWN

QUICK STOP ON WAY TO GRAND CANYON

REALLY BEAUTIFUL SUNNY & RELAXING PLACE, EVERYONE VERY FRIENDLY AND FULL  
OF LOTS OF POSSIBILITIES

REALLY ENJOYED GRAND CANYON & WUPATKI

REALLY ENJOYED, HAD A BALL! THE WEATHER WAS GREAT. DIDN'T RAIN FOR A  
CHANGE! WENT TO GALLERIES, & STOPPED IN OLD TOWN SHOPS & BOUGHT A LOT OF  
SOUVENIRS, CLOTHES, & ATE IN GOOD RESTAURANTS DOWNTOWN.

REFRESHING

REFRESHING CAME UP FROM PHOENIX TO ESCAPE HEAT

REFRESHING!

RELAXED, FRIENDLY, HOMELEY

RELAXED, FRIENDLY, WELCOMING, DIFFERENT

RELAXED, KIND PEOPLE, EASY GOING, GOOD BASE WHEN VISITING PARKS ETC

RELAXING

RELAXING TRIP. GREAT WEATHER, NICE PEOPLE

RELAXING!

RELAXING, ALWAYS A LEARNING EXPERIENCE

RELAXING, BEAUTIFUL

RELAXING, INTERESTING

SCENIC, PLEASANT, FRIENDLY, AUTHENTIC

SHORT BUT FUN. VARIETY OF ACTIVITIES.

SHORT BUT NICE

SHORT BUT SWEET

SIGHTS ARE WONDERFUL, CULTURAL EDUCATION VERY INTERESTING

SMALL SHOPPING DISTRICT

SNOW IS BEAUTIFUL

SNOWY

SNOWY AND COLD FOR STAY

SNOWY! SMALLER THAN I EXPECTED

SNOWY,FUN,PRETTY,& EXCITING

SO FAR IT HAS BEEN GREAT. WE HAVE NOT SEEN A LOT YET.

SO FAR, MAGNIFICENT!

SO MUCH TO SEE & DO. IF YOUNGER WOULD BE INTERESTED IN TAKING PART IN MORE  
PHYSICAL ACTIVITIES. UNFORTUNATELY AREA TOO DRY FOR US.

SO NICE! MAKES PHX LOOK LIKE HELL!

SOME PARTS LIKE PA WHERE I AM FROM; DIFFERENT FROM TEH PHX AREA. I WOULD  
LIKE TO COME BACK WHEN I CAN STAY LONGER.

STAY OVERNIGHT, SEEMS TO BE NICE CITY, VERY HELPFUL VISITOR CENTER!

SUCCESSFULLY SAW AND DID ALL THAT WE HAD PLANNED TO SEE AND DO

SUGGEST A BETTER MAP TO FIND THE OBSERVATORY

SUPPER AND OVER NITE



SURPRISING, MORE OLD COLORADO" TOWN THAN EXPECTED. LOVE LITTLE AMERICA."  
SURPRISING, MUCH MORE THAN A GRAND CANYON GATEWAY.

SWEET!!

THE CLIMATE IS GREAT, THE SCENERY IS GREAT.

THE HISTORICAL DISTRICT IS GREAT! CROSSING RTE 66 IS VERY DANGEROUS!

THE LOWELL OBSERVATORY IS OUR FIRST STOP IN FLAGSTAFF & SO FAR IT IS GREAT.  
JUST COME FROM THE METEORITE CRATER BETWEEN HERE & HOLBROOK.

THE PEOPLE ARE VERY FRIENDLY, THE SKIING WAS FANTASTIC, OVERALL A VERY NICE  
COMMUNITY.

THE PRESENTATION AT LOWELL WAS VERY INFORMATIVE. THE ACCOMODATIONS AT  
LITTLE AMERICA WERE WONDERFUL.

THE SURROUNDING AREA IS BEAUTIFUL!

THE TEMPERATURE IS NICE AND COOL. NICE PEOPLE.

THE WEATHER IS MUCH COOLER THAN DOWN IN THE VALLEY, AND LIFE IS SO MUCH  
SLOWER!

THE WEATHER WAS GREAT. PEOPLE WERE FRIENDLY & NICE. TRAFFIC WASN'T TO  
GOOD. VERY PLEASED WITH SITES WE VISITED.

THERE'S A LOT TO DO AND SEE, FOR A SMALL TOWN. FRIENDLY. AM.IIY

THIS IS A GREAT TOWN- ESPECIALLY IN THE SNOW

THIS IS A NICE PLACE SIMILAR TO MY HOME- I LIKE THE CLIMATE;MOUNTAINS

THIS WAS A VACATION THAT REALLY FELT LIKE A VACATION. I FOUND SOLACE IN THE  
TRANQUILITY OF THE TOWN AND ARIZONA IN GENERAL.

TO SOON TO TELL

TOO DAMN COLD AT NIGHT.

TOO SHORT OF TIME!

TOO SOON TO TELL RIGHT NOW, BUT OUR VISITOR CENTER REP TORRE WAS  
FANTASTIC-INFORMATIVE, FRIENDLY.

TRAFFIC IS A CONCERN BUT SHOPPING AND THE PEOPLE ARE WONDERFUL.

TRAINS ARE NOSY

TRAVEL SHOULD NOT JUST BE ABOUT GOING FROM A TO B. IT SHOULD TAKE YOUR  
BREATH AWAY. FLAGSTAFF DID JUST THAT!

TRAVELED FROM GRAND CANYON TO VISIT LOWELL OBSERVATORY QUITE  
INTERESTING

TREMENDOUS

UNIQUE

VERY BAD EXPERIENCE IN HOTEL OTHERWISE IT WAS A GOOD EXPERIENCE.

VERY BEAUTIFUL & NICE PEOPLE

VERY CLEAN AND NICE PEOPLE!

VERY COMFORTABLE & RELAXING

VERY COOL AND RELAXING

VERY COURTEOUS STAFF AT THE VISITOR CENTER AND INFORMATIVE

VERY DIFFERENT FROM HOME. LIKE HEARING SOUND OF TRAINS AT NIGHT. HIGHWAYS  
ARE GREAT & WELL MAINTAINED.

VERY ENJOYABLE

VERY ENJOYABLE

VERY ENJOYABLE- LOVED THE TREES PLUS THE OPENNESS

VERY ENJOYABLE!

VERY ENJOYABLE! ALTHOUGH THE ORIGINAL PLAN WAS TO STAY ONE DAY- WE HAD TO  
EXTEND IT AND HOPE TO BE BACK.  
VERY ENJOYABLE, GREAT HOSTEL, VERY HELPFUL VISITORS CENTRE, GRAND CANYON  
AMAZING. GREAT PLACE.  
VERY ENJOYABLE, VERY BEAUTIFUL, PEOPLE ARE VERY NICE  
VERY ENJOYABLE, WOULD LIKE TO COME IN SUMMER.  
VERY ENJOYABLE....WARMER WEATHER  
VERY EXPENSIVE  
VERY FRIENDLY  
VERY FRIENDLY  
VERY FRIENDLY  
VERY FRIENDLY PEOPLE-NICE, WELCOMING PLACES  
VERY FUN. MOTEL STAFF VERY FRIENDLY.  
VERY GOOD  
VERY GOOD  
VERY GOOD (BUT COLD!!)  
VERY GOOD AND ENJOYABLE  
VERY GOOD GOOD SERVICE AT HOTEL FAIRFIELD  
VERY GOOD- MOTELS -2-WERE NOT GOOD.  
VERY GOOD STAFF AT WELCOME CENTER ARE VERY HELPFUL AND FRIENDLY  
VERY GOOD VISIT-TOO SHORT  
VERY GOOD, BUT A LITTLE DISAPPOINTED IN THE WEATHER AS I REALLY WANTED TO  
VIEW TELESCOPES, PARTICULARLY LARGE ONES.  
VERY HELPFUL & FRIENDLY PEOPLE  
VERY HELPFUL FRIENDLY PEOPLE  
VERY HELPFUL VISITOR CENTER STAFF  
VERY HELPFUL. HELP WITH TRANSPORTATION FROM HERE TO WILLIAMS  
VERY HOSPITABLE- KEEN TO HELP/PLEASE. CLEAN AIR. OPEN COUNTRYSIDE.  
VERY INTERESTING  
VERY INTERESTING- A GREAT MIX OF NATURAL BEAUTY & SCIENCE (AT LOWELL)  
VERY INTERESTING- A WIDE VARIETY OF DIFFERENT ACTIVITIES TO KEEP TOURISTS  
ENTERTAINED.  
VERY INTERESTING AND ENJOYABLE SO FAR.  
VERY INTERESTING PLACE TO VISIT. OUR 1ST TIME HERE.  
VERY INTERESTING PLACE WITH MANY ACTIVITIES NEARBY. GREAT CLIMATE!  
VERY INTERESTING TRIP AND MEMORIES  
VERY INTERESTING!  
VERY INTERESTING, GOOD EXPERIENCE  
VERY LEISURELY, GREAT FOOD, FRIENDLY PEOPLE, VERY CLEAN SNOW!  
VERY NICE  
VERY NICE  
VERY NICE  
VERY NICE  
VERY NICE  
VERY NICE

VERY NICE & CLEAN  
VERY NICE & RELAXING, THANK YOU!  
VERY NICE CITY  
VERY NICE COUNTRY-FRIENDLY PEOPLE.  
VERY NICE PEOPLE  
VERY NICE PEOPLE AND AREA WILL BE BACK.  
VERY NICE PEOPLE, CLEAN, GOOD FOOD.  
VERY NICE PEOPLE, CUTE TOWN. SOMEWHAT EASY TO GET LOST. HOPEFULLY THE  
MAP WILL HELP.  
VERY NICE PLACE  
VERY NICE PLACE TO START AS PART OF TOUR OF NORTHERN ARIZONA. READ ABOUT  
LOWELL OBSERVATORY AS A TEENAGER, AND IT IS GREAT TO VISIT IT.  
VERY NICE TOWN, FRIENDLY PEOPLE  
VERY NICE TOWN, GREAT OUTDOORS ACTIVITIES  
VERY NICE!  
VERY NICE, HELPFUL PEOPLE  
VERY NICE. THE WEATHER QUITE COLD.  
VERY NICE. WISH WE HAD MORE TIME TO VISIT.  
VERY NICE-LOTS OF NATURE SIGHTS TO SEE  
VERY NICE-WEATHER ENJOYABLE TIL IT GOT VERY WINDY  
VERY OUTDOORSY, COOL CITY.  
VERY PLEASANT  
VERY PLEASANT AND VIBRANT TOWN/IN A SUPERB NATURAL HABITAT. CONVENIENT  
GATEWAY TO NEARBY ATTRACTIONS.  
VERY PLEASANT PEOPLE. NICE ATMOSPHERE  
VERY PLEASANT. LITTLE AMERICA HOTEL & RESTAURANT EXTREMELY PLEASING  
VERY PLEASANT-STILL SMALL-CITY FEEL- GOOD LUCK KEEPING IT THAT WAY.  
VERY PRETTY, LOVE THE WILDLIFE & PLACES TO SEE  
VERY RELAXING ENVIRONMENT AND A GREAT PLACE TO BE.  
VERY SURPRISED AT HOW MUCH BEAUTY AND HISTORY THERE IS IN FLAGSTAFF!  
VERY VERY NICE.  
VERY WELCOMING AND HELPFUL AND RELAXING  
VERY WELL BUT NOISY TRAIN...  
VERY WELL, A GOOD EXPERIENCE  
VISIT FRIENDS, NICE LOW KEY TOWN  
VISITED LOWELL OBSERVATORY. VERY INTERESTING & EDUCATIONAL.  
VISITED SEVERAL TIMES-ALWAYS ENJOY THIS AREA  
VISITOR CENTER STAFF VERY HELPFUL.  
VISITOR CENTER STAFF WAS INFORMATIVE, INTERESTING AND TOTALLY HELPFUL.  
COULD NOT HAVE BEEN BETTER.  
VISITOR CENTRE STAFF VERY HELPFUL-OUR FIRST STOP.  
WAITING FOR TRAIN  
WALKED DOWNTOWN  
WE ALWAYS LIKE VISITING FLAG AND ENJOY IT.  
WE ALWAYS STAY IN FLAGSTAFF WHEN TRAVELING WEST TO EAST. WE ENJOY THE

AREA AND ESPECIALLY LITTLE AMERICA"

WE ARE HERE ONLY A FEW HOURS. I WISH THAT WE WERE STAYING LONGER.

WE ARE JUST TO BEGIN

WE CAME HERE FOR THE BEAUTIFUL WEATHER.

WE CAME TO VISIT THE GRAND CANYON

WE COME FROM DESERT HEAT & ENJOY THE COOL. FLAGSTAFF HAS MANY THINGS TO DO.

WE COME HERE ANNUALLY & ENJOY THE HISTORIC & CULTURAL ASPECTS & THE ASTOUNDING BEAUTY OF THE AREA.

WE COME HERE OFTEN & ALWAYS ENJOY IT, TRAFFIC IS TERRIBLE

WE COME TO FLAGSTAFF 3 TIMES A YEAR AND ALWAYS HAVE A WONDERFUL TIME WE DECIDED TO ADD TWO DAYS ON OUR VISIT TO FAMILY AND CAME HERE NOT SURE WHAT TO EXPECT-WE ARE VERY PLEASED AND WILL PLAN TO COME BACK FOR ADDITIONAL VISITS.

WE ENJOY BEING WITHIN A DAY'S DRIVE TO VISIT THE VARIOUS POINTS OF INTEREST AT OUR LEISURE.

WE ENJOY FLAGSTAFF

WE ENJOY STOPPING HERE TO STAY ON OUR WAY TO VISIT OUR SON AND FAMILY IN N. MEXICO

WE ENJOY THE HISTORY OF THIS TOWN

WE ENJOYED OUR VISIT. LIKED THE OLD TOWN

WE GOT HERE IN TIME FOR GREAT WEATHER

WE HAD A GREAT TIME & LOVE PLAYING IN THE SNOW.

WE HAD A WONDERFUL TIME, LOTS OF SNOW IS WHAT WE WERE LOOKING FOR AND WE FOUND IT.

WE HAD A WONDERFUL TIME. GREAT GETAWAY.

WE HAVE BEEN VISITING FLAGSTAFF FOR THE PAST 20 YEARS. WE ALWAYS FIND IT ENJOYABLE AND RELAXING. ONE OF OUR TOP TEN CITIES IN THIS COUNTRY (AND WE'VE BEEN AROUND!!)

WE HAVE CLOSE FRIENDS WHO LIVE IN FLAG WE VISIT THEM OFTEN

WE HAVE OFTEN VISITED BRIEFLY IN THE WINTER. THIS PAST JUNE WE CAME THROUGH WITH A GROUP OF FRIENDS ON A MOTORCYCLE RIDE. FOR JULY 4TH WE CAME BACK TO TOUR AND RESERVE RIORDAN MANSION & THE ZANE GREY BALLROOM FOR OUR WEDDING!

WE JUST ARRIVED

WE JUST ARRIVED 10 MINS AGO, BUT WE LIKE WHAT WE SEE.

WE JUST ARRIVED SO HAVE DONE NOTHING YET.

WE JUST ARRIVED, WE'LL SEE!

WE LIKE IT

WE LIKE THE SUMMER WEATHER.

WE LIKED IT IS A NICE TOWN

WE LOVE COMING HERE-HISTORIC FLAGSTAFF SECTION. TRAIN AND LOWELL

WE LOVE FLAG!

WE LOVE FLAG, ANY THE STAFF AT THE VISITOR CENTER WAS VERY FRIENDLY AND HELPFUL!

WE LOVE FLAGSTAFF! TRAIN WAS DELAYED SO WE WERE HERE LONGER THAN USUAL

WE LOVE SNOW!!

WE LOVE TO PLAY IN THE SNOW AND GET AWAY FROM THE CITY TO DISTRESS

WE REALLY ENJOYED THE DOWNTOWN HISTORIC DISTRICT AND LOWELL OBSERVATORY.

WE REALLY JUST 'TRIPPED ACROSS' THE OBSERVATORY IN A TOUR BOOK A FEW NIGHTS AGO ON OUR WAY TO THE CANYON. IT HAS BEEN A FASCINATING AFTERNOON.

WE TRAVEL THROUGH FLAGSTAFF ON OUR MOTORCYCLE MANY TIMES AND ALWAYS HAVE A MEMORABLE STAY.

WE TYPICALLY STAY 1-2 DAYS ENJOYED FLAGSTAFF. PREVIOUS IN NEW MEXICO WE USUALLY JUST SPEND THE NIGHT BUT WOULD LIKE TO EXPLORE THE AREA FURTHER.

WE WERE ESPECIALLY PLEASED WITH THE DOCENTS AND THE DISPLAYS AT THE RIORDAN MANSIONS AND THE LOWELL OBS.

WE WERE HERE AT THE BEGINNING OF LAST SUMMER AND HAD A GREAT TIME RUNNING AND DINING OUT IN OLD TOWN". THIS TIME WE STOPPED ON OUR WAY TO CANYON DE CHELLY & DURANGO AND AGAIN ON OUR WAY BACK TO L.A. WE LIKE STAYING AT LITTLE AMERICA BECAUSE IT IS VERY RELAXING."

WE WERE VERY LUCKY TO HAVE SNOW DURING OUR STAY. BEAUTIFUL TOWN AND COUNTRY

WE WOULD MOVE TO FLG IF A JOB OPPORTUNITY CAME AVAILABLE WITHIN THE IT FIELD. WE LOVE FLAGSTAFF AZ

WEATHER GREAT-PEOPLE FRIENDLY-ENJOY HISTORY

WEATHER IS GOOD;PEOPLE ARE FRIENDLY; INTERESTING PLACES TO VISIT ON DAY TRIPS

WENT TO SNOWPLAY AREA & FOUND IT A FUN PLACE TO GO SLEDDING. WILL VISIT AGAIN.

WESTERN OLD TOWN FEEL

WE'VE SPENT MANY DAYS IN FLAG THE PAST 4 YEARS AND LOVE IT.

WHAT A GREAT RELIEF IF YOU JUST COME FROM LAS VEGAS-SMALL-QUIET-FRIENDLY WHEN WE THINK OF FLAGSTAFF WE THINK LITTLE AMERICA; BEEN COMING HERE 20 YEARS

WILD WEST FEELING

WINDY, EXPENSIVE

WISH I HAD MORE TIME

WISH I HAD MORE TIME TO EXPLORE.

WISH WE COULD STAY AND SEE SOME MORE OF IT.

WONDERFUL

WONDERFUL

WONDERFUL

WONDERFUL

WONDERFUL DISTRACTION AND CHANGE FROM DESERT LIFE! I LOVE PINE TREES!

WONDERFUL EXPERIENCE, THE CITY AND THE PEOPLE IS VERY KIND WE'RE NOT ACCUSTOMED TO SNOW, SO THE VISIT HAS BEEN VERY EXCITING FOR ME AND MY FAMILY

WONDERFUL OUTDOOR EXPERIENCE. WILDLIFE/NATURE DURING THE DAY, ASTRONOMY AT NIGHT

WONDERFUL PLACE!

WONDERFULLY FRIENDLY & ECLECTIC GROUP OF PEOPLE.

WONDERFULLY RELAXING AND ENJOYABLE1

WONDERFUL-WILL RETURN. THANKS!

WORKING

WOULD HAVE LIKED TO SEE SHOPS OPEN EARLIER  
WOULD LOVE TO COME BACK FOR A REAL VISIT.  
WOW! WE ARE DELIGHTED TO HAVE BEEN ABLE TO VISIT THE LOWELL OBSERVATORY-  
SOMETHING WE'VE WANTED TO DO FOR YEARS.  
WUPATKI NATIONAL MONUMENT & SUNSET CRATER ARE SO GORGEOUS THEY'RE A  
RELIGIOUS EXPERIENCE.

**Appendix D:**

**Seasonal Analysis of Flagstaff Visitors**

**Flagstaff number of surveys by month**

|                | Calendar quarter of survey            |  |  |  |
|----------------|---------------------------------------|--|--|--|
|                | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|                | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| April 2008     | 26.4%                                 | .0%  | .0%  | .0%                                      |
| May 2008       | 35.2%                                 | .0%  | .0%  | .0%                                      |
| June 2008      | 38.5%                                 | .0%  | .0%  | .0%                                      |
| July 2008      | .0%                                   | 39.6%  | .0%  | .0%                                      |
| August 2008    | .0%                                   | 40.2%  | .0%  | .0%                                      |
| September 2008 | .0%                                   | 20.2%  | .0%  | .0%                                      |
| October 2008   | .0%                                   | .0%  | 35.3%  | .0%                                      |
| November 2008  | .0%                                   | .0%  | 38.0%  | .0%                                      |
| December 2008  | .0%                                   | .0%  | 26.7%  | .0%                                      |
| January 2009   | .0%                                   | .0%  | .0%  | 32.7%                                    |
| February 2009  | .0%                                   | .0%  | .0%  | 37.4%                                    |
| March 2009     | .0%                                   | .0%  | .0%  | 29.8%                                    |
| Total          | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

**Survey Location by quarter**

|                     | Calendar quarter of survey            |  |  |  |
|---------------------|---------------------------------------|--|--|--|
|                     | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|                     | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| Fairfield           | 15.1%                                 | 13.0%  | 21.4%  | 17.5%                                    |
| Intercepts downtown | 11.0%                                 | .0%  | .0%  | .0%                                      |
| Little America      | 5.5%                                  | 10.4%  | 8.0%   | 7.0%                                     |
| Lowell Observatory  | 29.9%                                 | 14.5%  | 36.4%  | 22.2%                                    |
| Unknown             | .5%                                   | 37.0%  | 1.1%   | .6%                                      |
| Visitor Center      | 37.9%                                 | 25.1%  | 33.2%  | 52.6%                                    |
| Total               | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |



**Is Flagstaff the primary destination of your trip?**

|       | Calendar quarter of survey            |  |  |  |
|-------|---------------------------------------|--|--|--|
|       | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|       | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| Yes   | 37.8%                                 | 43.7%  | 44.0%  | 44.6%                                    |
| No    | 62.2%                                 | 56.3%  | 56.0%  | 55.4%                                    |
| Total | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

**Have you or do you plan on day tripping to any of the following communities?**

|                 | Calendar quarter of survey            |  |  |  |
|-----------------|---------------------------------------|--|--|--|
|                 | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|                 | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| Grand Canyon NP | 71.9%                                 | 73.2%  | 68.2%  | 69.7%                                    |
| Sedona          | 62.6%                                 | 62.7%  | 67.5%  | 68.9%                                    |
| Williams        | 21.9%                                 | 25.7%  | 26.6%  | 31.1%                                    |
| Other community | 12.9%                                 | 15.6%  | 14.3%  | 16.7%                                    |
| Winslow         | 16.6%                                 | 12.7%  | 13.6%  | 12.1%                                    |
| Page            | 15.2%                                 | 15.6%  | 7.1%   | 10.6%                                    |
| Cameron         | 13.9%                                 | 11.2%  | 8.4%   | 13.6%                                    |
| Total           | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

Does not sum to 100% because of multiple responses.

**Indicate item that best describes the primary purpose of your trip to Flagstaff?**

|                                       | Calendar quarter of survey            |  |  |  |
|---------------------------------------|---------------------------------------|--|--|--|
|                                       | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|                                       | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| Vacation/Leisure                      | 52.4%                                 | 54.5%  | 50.8%  | 49.4%                                    |
| Just passing through                  | 26.2%                                 | 23.0%  | 17.5%  | 18.7%                                    |
| Day trip                              | 16.7%                                 | 14.9%  | 21.9%  | 22.3%                                    |
| Visiting friends and/or<br>relatives  | 10.0%                                 | 10.5%  | 12.6%  | 15.1%                                    |
| Weekend visit                         | 6.7%                                  | 8.5%   | 7.1%   | 12.7%                                    |
| Other reason to visit                 | 7.0%                                  | 9.0%   | 8.2%   | 6.6%                                     |
| Stay in second<br>home/residence      | 6.4%                                  | 12.5%  | 4.4%   | 4.2%                                     |
| Both business and leisure             | 3.1%                                  | 4.1%   | 3.8%   | 3.0%                                     |
| Business/Conference                   | 3.9%                                  | 3.2%   | 4.4%   | 1.8%                                     |
| Climate relief/cooler<br>temperatures | 1.1%                                  | 1.2%   | 2.2%   | 1.2%                                     |

Does not sum to 100% because of multiple responses.

**What is your primary mode of transportation?**

|                                  | Calendar quarter of survey            |  |  |  |
|----------------------------------|---------------------------------------|--|--|--|
|                                  | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|                                  | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| Private auto                     | 49.7%                                 | 51.9%  | 57.8%  | 58.9%                                    |
| Rental car                       | 32.9%                                 | 31.2%  | 29.9%  | 29.8%                                    |
| RV/Camper                        | 6.1%                                  | 4.4%   | .0%  | 3.6%                                     |
| Train/Amtrak                     | 3.3%                                  | 3.2%   | 3.2%   | 1.2%                                     |
| Shuttle<br>company/Greyhound bus | .6%                                   | 2.9%   | 4.8%   | 3.6%                                     |
| Tour Bus                         | 2.2%                                  | 2.9%   | .5%  | .0%                                      |
| Other transportation             | 1.4%                                  | 2.0%   | 2.7%   | .6%                                      |
| Air Service                      | 1.9%                                  | 1.2%   | 1.1%   | 2.4%                                     |
| Motorcycle                       | 1.9%                                  | .3%  | .0%  | .0%                                      |
| Total                            | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

**How much time in total did you spend in Flagstaff on this trip?**

|  | Calendar quarter of survey    |  |  |                                       |
|--|-------------------------------|--|--|---------------------------------------|
|  | Quarter #1 -<br>April to June | Quarter #2 - July to<br>September 2008 | Quarter #3 - October<br>to December 2008 | Quarter #4 - January<br>to March 2009 |
|  | Mean                          | Mean                                   | Mean                                     | Mean                                  |
| If a day trip how many hours are you spending in Flagstaff?                  | 7.6                           | 7.6                                    | 8.9                                      | 6.4                                   |
| If you are staying overnight, how many nights are you spending in Flagstaff? | 5.2                           | 4.3                                    | 2.9                                      | 3.9                                   |

**If staying overnight in Flagstaff what type of lodging are you using?**

|                                  | Calendar quarter of survey            |  |  |  |
|----------------------------------|---------------------------------------|--|--|--|
|                                  | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|                                  | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| Hotel/Motel                      | 73.1%                                 | 79.2%  | 82.1%  | 73.8%                                    |
| Home of friends<br>and/or family | 7.4%                                  | 4.9%   | 8.6%   | 11.9%                                    |
| Campground/RV Park               | 8.5%                                  | 6.6%   | .0%  | 7.1%                                     |
| Timeshare                        | 4.8%                                  | 4.5%   | 4.0%   | 4.8%                                     |
| Other accommodation              | 4.8%                                  | 3.5%   | 4.6%   | 4.0%                                     |
| Bed & Breakfast                  | 2.2%                                  | 1.4%   | 2.6%   | 3.2%                                     |
| Condominium                      | 1.5%                                  | 2.8%   | .7%  | .8%                                      |
| Second home                      | 1.1%                                  | 1.0%   | 1.3%   | 1.6%                                     |
| Total                            | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

Does not sum to 100% due to multiple responses.

**Origins of visitors to Flagstaff**

|                | Calendar quarter of survey            |  |  |  |
|----------------|---------------------------------------|--|--|--|
|                | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|                | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| Arizona        | 27.7%                                 | 36.0%  | 33.8%  | 37.0%                                    |
| California     | 13.0%                                 | 11.7%  | 18.5%  | 14.5%                                    |
| Texas          | 5.9%                                  | 3.9%   | 5.1%   | 2.9%                                     |
| Wisconsin      | 4.2%                                  | 1.8%   | 3.2%   | 5.1%                                     |
| Florida        | 2.9%                                  | 5.7%   | 1.9%   | .7%                                      |
| New York       | 4.6%                                  | 2.1%   | 2.5%   | 3.6%                                     |
| Washington     | 4.2%                                  | 1.1%   | 1.9%   | 4.3%                                     |
| Illinois       | 2.0%                                  | 3.5%   | 1.3%   | 4.3%                                     |
| New Mexico     | 2.6%                                  | 2.8%   | 1.9%   | 2.2%                                     |
| Pennsylvania   | 2.9%                                  | 2.1%   | 1.3%   | 2.2%                                     |
| New Jersey     | 2.6%                                  | 2.8%   | 1.9%   | .0%                                      |
| Georgia        | 2.9%                                  | 2.1%   | 1.3%   | .7%                                      |
| Ohio           | 1.3%                                  | 1.1%   | 3.8%   | 1.4%                                     |
| Nevada         | 1.6%                                  | 1.8%   | 1.3%   | 1.4%                                     |
| Virginia       | 1.3%                                  | 3.2%   | .0%  | .7%                                      |
| Michigan       | 1.3%                                  | 1.8%   | 1.3%   | 1.4%                                     |
| Massachusetts  | 2.6%                                  | .4%  | 1.3%   | 1.4%                                     |
| Colorado       | 2.0%                                  | .7%  | 1.9%   | .7%                                      |
| Utah           | 1.3%                                  | 1.1%   | 1.9%   | .7%                                      |
| Connecticut    | 1.3%                                  | .7%  | 1.3%   | 1.4%                                     |
| North Carolina | 1.0%                                  | .7%  | .6%  | 1.4%                                     |
| Maryland       | .3%                                   | 1.1%   | 1.3%   | 1.4%                                     |
| Idaho          | .7%                                   | 1.1%   | .6%  | .7%                                      |
| Iowa           | .0%                                   | 1.1%   | 1.3%   | 1.4%                                     |
| Tennessee      | .7%                                   | 1.8%   | .0%  | .0%                                      |
| Alaska         | .3%                                   | 1.1%   | 1.3%   | .0%                                      |
| Kansas         | 1.0%                                  | .7%  | .0%  | .7%                                      |
| Indiana        | .3%                                   | .7%  | .6%  | 1.4%                                     |
| Kentucky       | .3%                                   | .0%  | 2.5%   | .0%                                      |
| New Hampshire  | .3%                                   | 1.1%   | .0%  | .7%                                      |
| Oregon         | 1.0%                                  | .4%  | .0%  | .0%                                      |
| Arkansas       | 1.0%                                  | .0%  | .0%  | .7%                                      |
| Alabama        | .0%                                   | .7%  | 1.3%   | .0%                                      |
| Vermont        | 1.0%                                  | .0%  | .0%  | .7%                                      |
| Maine          | 1.0%                                  | .4%  | .0%  | .0%                                      |
| Louisiana      | .3%                                   | .4%  | .6%  | .0%                                      |
| South Dakota   | .3%                                   | .0%  | .6%  | .7%                                      |
| Mississippi    | .3%                                   | .7%  | .0%  | .0%                                      |
| South Carolina | .3%                                   | .4%  | .6%  | .0%                                      |
| Rhode Island   | .3%                                   | .4%  | .6%  | .0%                                      |
| Wyoming        | .0%                                   | .0%  | .0%  | 1.4%                                     |
| Oklahoma       | .3%                                   | .0%  | .0%  | .7%                                      |
| Montana        | .0%                                   | .7%  | .0%  | .0%                                      |
| Hawaii         | .3%                                   | .0%  | .0%  | .0%                                      |
| APO West Coast | .3%                                   | .0%  | .0%  | .0%                                      |
| Nebraska       | .0%                                   | .0%  | .0%  | .7%                                      |
| West Virginia  | .0%                                   | .4%  | .0%  | .0%                                      |
| Total          | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

Origins of Arizona visitors to Flagstaff

|                    | Calendar quarter of survey            |  |  |  |
|--------------------|---------------------------------------|--|--|--|
|                    | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|                    | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| Phoenix            | 14.6%                                 | 19.8%  | 10.2%  | 34.0%                                    |
| Tucson             | 14.6%                                 | 13.5%  | 2.0%   | 8.5%                                     |
| Chandler           | 7.3%                                  | 6.3%   | 16.3%  | 2.1%                                     |
| Fountain Hills     | 3.7%                                  | 7.3%   | 12.2%  | 4.3%                                     |
| Flagstaff          | 1.2%                                  | 6.3%   | 12.2%  | 10.6%                                    |
| Peoria             | 4.9%                                  | 6.3%   | 2.0%   | 4.3%                                     |
| Prescott           | 6.1%                                  | 3.1%   | 4.1%   | 4.3%                                     |
| Mesa               | 9.8%                                  | 1.0%   | 2.0%   | 4.3%                                     |
| Sun City           | 2.4%                                  | 5.2%   | .0%  | 2.1%                                     |
| Glendale           | 1.2%                                  | 4.2%   | 2.0%   | 4.3%                                     |
| Lake Havasu City   | 3.7%                                  | 1.0%   | .0%  | 6.4%                                     |
| Wickenburg         | 1.2%                                  | 4.2%   | .0%  | .0%                                      |
| Tempe              | 1.2%                                  | 1.0%   | 6.1%   | .0%                                      |
| Quartzsite         | 2.4%                                  | 2.1%   | 2.0%   | .0%                                      |
| Prescott Valley    | 1.2%                                  | 2.1%   | 4.1%   | .0%                                      |
| Payson             | .0%                                   | 3.1%   | .0%  | 2.1%                                     |
| Grand Canyon       | 1.2%                                  | 2.1%   | .0%  | .0%                                      |
| Gilbert            | 1.2%                                  | 2.1%   | .0%  | .0%                                      |
| Douglas            | 2.4%                                  | 1.0%   | .0%  | .0%                                      |
| Apache Junction    | 3.7%                                  | .0%  | .0%  | .0%                                      |
| Show Low           | .0%                                   | 1.0%   | 2.0%   | .0%                                      |
| Marble Canyon      | 2.4%                                  | .0%  | .0%  | .0%                                      |
| Kingman            | 1.2%                                  | 1.0%   | .0%  | .0%                                      |
| Goodyear           | 1.2%                                  | 1.0%   | .0%  | .0%                                      |
| Fredonia           | 2.4%                                  | .0%  | .0%  | .0%                                      |
| Cave Creek         | .0%                                   | .0%  | 2.0%   | 2.1%                                     |
| Window Rock        | 1.2%                                  | .0%  | .0%  | .0%                                      |
| Taylor             | .0%                                   | .0%  | 2.0%   | .0%                                      |
| Snowflake          | .0%                                   | 1.0%   | .0%  | .0%                                      |
| Shonto             | 1.2%                                  | .0%  | .0%  | .0%                                      |
| Sedona             | .0%                                   | .0%  | .0%  | 2.1%                                     |
| Scottsdale         | .0%                                   | .0%  | 2.0%   | .0%                                      |
| Round Rock         | 1.2%                                  | .0%  | .0%  | .0%                                      |
| Parks              | .0%                                   | .0%  | 2.0%   | .0%                                      |
| Munds Park         | .0%                                   | .0%  | 2.0%   | .0%                                      |
| Meadview           | .0%                                   | 1.0%   | .0%  | .0%                                      |
| Kykotsmovi Village | 1.2%                                  | .0%  | .0%  | .0%                                      |
| Hotevilla          | .0%                                   | 1.0%   | .0%  | .0%                                      |
| Greenhaven         | .0%                                   | .0%  | 2.0%   | .0%                                      |
| Ganado             | .0%                                   | .0%  | .0%  | 2.1%                                     |
| Fort Defiance      | .0%                                   | .0%  | .0%  | 2.1%                                     |
| Eden               | .0%                                   | .0%  | .0%  | 2.1%                                     |
| Concho             | 1.2%                                  | .0%  | .0%  | .0%                                      |
| Clay Springs       | .0%                                   | .0%  | 2.0%   | .0%                                      |
| Clarkdale          | .0%                                   | 1.0%   | .0%  | .0%                                      |
| Chinle             | .0%                                   | .0%  | .0%  | 2.1%                                     |
| Carefree           | 1.2%                                  | .0%  | .0%  | .0%                                      |
| Bullhead City      | 1.2%                                  | .0%  | .0%  | .0%                                      |
| Buckeye            | .0%                                   | .0%  | 2.0%   | .0%                                      |
| Black Canyon City  | .0%                                   | .0%  | 2.0%   | .0%                                      |
| Bagdad             | .0%                                   | .0%  | 2.0%   | .0%                                      |
| Avondale           | .0%                                   | 1.0%   | .0%  | .0%                                      |
| Arizona City       | .0%                                   | .0%  | 2.0%   | .0%                                      |
| Total              | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

**Origins of foreign visitors to Flagstaff**

|                          | Calendar quarter of survey            |  |  |  |
|--------------------------|---------------------------------------|--|--|--|
|                          | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|                          | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| UNITED KINGDOM           | 18.5%                                 | 24.2%  | 24.1%  | 33.3%                                    |
| CANADA                   | 25.9%                                 | 12.1%  | 27.6%  | 25.9%                                    |
| GERMANY                  | 9.3%                                  | 13.6%  | 3.4%   | 3.7%                                     |
| AUSTRALIA                | 18.5%                                 | 1.5%   | 6.9%   | 3.7%                                     |
| FRANCE                   | 3.7%                                  | 4.5%   | 3.4%   | 3.7%                                     |
| BELGIUM                  | 7.4%                                  | 4.5%   | .0%  | .0%                                      |
| THE NETHERLANDS          | .0%                                   | 1.5%   | 3.4%   | 11.1%                                    |
| ITALY                    | 3.7%                                  | 4.5%   | .0%  | .0%                                      |
| SWITZERLAND              | .0%                                   | 4.5%   | .0%  | 3.7%                                     |
| NEW ZEALAND              | .0%                                   | 6.1%   | .0%  | .0%                                      |
| DENMARK                  | .0%                                   | 1.5%   | 6.9%   | 3.7%                                     |
| RUSSIA                   | .0%                                   | 1.5%   | 6.9%   | .0%                                      |
| HUNGARY                  | .0%                                   | 4.5%   | .0%  | .0%                                      |
| AUSTRIA                  | 1.9%                                  | 3.0%   | .0%  | .0%                                      |
| INDIA                    | .0%                                   | .0%  | 6.9%   | .0%                                      |
| CHILE                    | 1.9%                                  | .0%  | .0%  | 3.7%                                     |
| UNITED<br>KINGDOM/FRANCE | .0%                                   | 1.5%   | .0%  | .0%                                      |
| TURKEY                   | .0%                                   | .0%  | 3.4%   | .0%                                      |
| THAILAND                 | 1.9%                                  | .0%  | .0%  | .0%                                      |
| TAIWAN                   | 1.9%                                  | .0%  | .0%  | .0%                                      |
| SWEDEN                   | .0%                                   | 1.5%   | .0%  | .0%                                      |
| SPAIN                    | .0%                                   | .0%  | .0%  | 3.7%                                     |
| SLOVENIA                 | 1.9%                                  | .0%  | .0%  | .0%                                      |
| PHILIPPINES              | .0%                                   | 1.5%   | .0%  | .0%                                      |
| NORWAY                   | 1.9%                                  | .0%  | .0%  | .0%                                      |
| MEXICO                   | 1.9%                                  | .0%  | .0%  | .0%                                      |
| LAOS                     | .0%                                   | 1.5%   | .0%  | .0%                                      |
| ISRAEL                   | .0%                                   | 1.5%   | .0%  | .0%                                      |
| IRELAND                  | .0%                                   | 1.5%   | .0%  | .0%                                      |
| HOLLAND                  | .0%                                   | 1.5%   | .0%  | .0%                                      |
| GUATEMALA                | .0%                                   | .0%  | 3.4%   | .0%                                      |
| CHINA                    | .0%                                   | .0%  | 3.4%   | .0%                                      |
| BULGARIA                 | .0%                                   | 1.5%   | .0%  | .0%                                      |
| BAHAMAS                  | .0%                                   | .0%  | .0%  | 3.7%                                     |
| Total                    | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

**Please estimate the spending per day in Flagstaff for your party**

|                                      | Calendar quarter of survey      |                                     |                                       |                                    |
|--------------------------------------|---------------------------------|-------------------------------------|---------------------------------------|------------------------------------|
|                                      | Quarter #1 - April to June 2008 | Quarter #2 - July to September 2008 | Quarter #3 - October to December 2008 | Quarter #4 - January to March 2009 |
|                                      | Mean                            | Mean                                | Mean                                  | Mean                               |
| Lodging/camping                      | \$148                           | \$215                               | \$126                                 | \$204                              |
| Restaurant & grocery                 | \$98                            | \$93                                | \$95                                  | \$171                              |
| Transportation (including gas)       | \$77                            | \$105                               | \$69                                  | \$130                              |
| Shopping/Arts & Crafts               | \$80                            | \$78                                | \$104                                 | \$118                              |
| Recreation/Tour/Entrance/Permit fees | \$59                            | \$50                                | \$108                                 | \$52                               |
| Other Expenditures                   | \$75                            | \$178                               | \$162                                 | \$61                               |

**Interest in participating in the following activities: Quarter #1**

|   | Quarter #1 - April to June 2008 |                     |                     |                 |                      |      |
|---|---------------------------------|---------------------|---------------------|-----------------|----------------------|------|
|   | Not at all interested           | A little interested | Somewhat interested | Very interested | Extremely interested | Mean |
| Dining out                                | 7.1%                            | 10.0%               | 17.8%               | 39.5%           | 25.6%                | 3.7  |
| Fishing area lakes                        | 66.1%                           | 12.3%               | 9.7%                | 7.9%            | 4.0%                 | 1.7  |
| Hiking or walking trails                  | 16.0%                           | 10.8%               | 23.5%               | 33.0%           | 16.7%                | 3.2  |
| Visiting cultural and historic sites      | 7.0%                            | 5.1%                | 19.5%               | 44.1%           | 24.3%                | 3.7  |
| Visiting national and state parks         | 7.8%                            | 3.2%                | 12.3%               | 39.2%           | 37.5%                | 4.0  |
| Visiting U.S. Forest Service lands        | 18.5%                           | 11.9%               | 22.4%               | 29.7%           | 17.5%                | 3.2  |
| Skiing/snow play                          | 72.9%                           | 6.7%                | 6.7%                | 8.1%            | 5.6%                 | 1.7  |
| Bird watching and observing wildlife      | 31.6%                           | 19.2%               | 23.0%               | 16.8%           | 9.3%                 | 2.5  |
| Boating canoeing kayaking                 | 61.3%                           | 12.0%               | 15.5%               | 7.7%            | 3.5%                 | 1.8  |
| Camping or recreational vehicle (RV) stay | 67.0%                           | 7.3%                | 6.9%                | 8.0%            | 10.8%                | 1.9  |
| Playing golf                              | 79.4%                           | 6.6%                | 4.5%                | 4.9%            | 4.5%                 | 1.5  |
| Mountain biking                           | 70.1%                           | 10.6%               | 9.5%                | 6.3%            | 3.5%                 | 1.6  |
| Visiting art galleries/art tours          | 29.8%                           | 16.7%               | 26.4%               | 19.7%           | 7.4%                 | 2.6  |
| Shopping                                  | 13.6%                           | 20.2%               | 30.5%               | 25.5%           | 10.3%                | 3.0  |
| Nightlife                                 | 41.8%                           | 24.3%               | 15.8%               | 12.3%           | 5.8%                 | 2.2  |
| Visiting museums                          | 13.1%                           | 11.8%               | 25.8%               | 32.4%           | 17.0%                | 3.3  |
| Attending a special event or activity     | 32.9%                           | 17.5%               | 24.3%               | 16.8%           | 8.6%                 | 2.5  |
| Other activity                            | 66.1%                           | 5.1%                | 3.4%                | 15.3%           | 10.2%                | 2.0  |



**Interest in participating in the following activities: Quarter #2**

|   | Quarter #2 - July to September 2008 |                     |                     |                 |                      |      |
|---|-------------------------------------|---------------------|---------------------|-----------------|----------------------|------|
|   | Not at all interested               | A little interested | Somewhat interested | Very interested | Extremely interested | Mean |
| Dining out                                | 6.9%                                | 10.3%               | 18.6%               | 38.3%           | 25.9%                | 3.7  |
| Fishing area lakes                        | 67.2%                               | 8.8%                | 10.3%               | 7.3%            | 6.5%                 | 1.8  |
| Hiking or walking trails                  | 16.2%                               | 14.1%               | 22.7%               | 30.3%           | 16.6%                | 3.2  |
| Visiting cultural and historic sites      | 4.8%                                | 8.5%                | 18.7%               | 43.9%           | 24.1%                | 3.7  |
| Visiting national and state parks         | 5.1%                                | 4.4%                | 13.1%               | 43.8%           | 33.7%                | 4.0  |
| Visiting U.S. Forest Service lands        | 13.8%                               | 12.3%               | 28.0%               | 30.2%           | 15.7%                | 3.2  |
| Skiing/snow play                          | 72.5%                               | 7.2%                | 9.1%                | 7.5%            | 3.8%                 | 1.6  |
| Bird watching and observing wildlife      | 32.8%                               | 26.6%               | 17.2%               | 15.3%           | 8.0%                 | 2.4  |
| Boating canoeing kayaking                 | 55.9%                               | 18.0%               | 14.3%               | 6.6%            | 5.1%                 | 1.9  |
| Camping or recreational vehicle (RV) stay | 67.6%                               | 9.6%                | 7.4%                | 8.1%            | 7.4%                 | 1.8  |
| Playing golf                              | 78.9%                               | 4.8%                | 5.9%                | 6.3%            | 4.1%                 | 1.5  |
| Mountain biking                           | 69.0%                               | 12.6%               | 7.2%                | 5.8%            | 5.4%                 | 1.7  |
| Visiting art galleries/art tours          | 23.6%                               | 21.8%               | 23.2%               | 23.6%           | 7.9%                 | 2.7  |
| Shopping                                  | 9.5%                                | 17.0%               | 32.5%               | 29.3%           | 11.7%                | 3.2  |
| Nightlife                                 | 35.1%                               | 28.4%               | 20.9%               | 11.2%           | 4.5%                 | 2.2  |
| Visiting museums                          | 7.8%                                | 15.6%               | 32.0%               | 30.6%           | 13.9%                | 3.3  |
| Attending a special event or activity     | 26.1%                               | 16.4%               | 24.3%               | 25.4%           | 7.8%                 | 2.7  |
| Other activity                            | 49.0%                               | 5.9%                | 11.8%               | 5.9%            | 27.5%                | 2.6  |

**Interest in participating in the following activities: Quarter #3**

|   | Quarter #3 - October to December 2008 |                     |                     |                 |                      |      |
|---|---------------------------------------|---------------------|---------------------|-----------------|----------------------|------|
|   | Not at all interested                 | A little interested | Somewhat interested | Very interested | Extremely interested | Mean |
| Dining out                                | 5.8%                                  | 8.3%                | 26.3%               | 35.9%           | 23.7%                | 3.6  |
| Fishing area lakes                        | 61.4%                                 | 7.6%                | 14.5%               | 10.3%           | 6.2%                 | 1.9  |
| Hiking or walking trails                  | 13.1%                                 | 6.5%                | 26.8%               | 35.3%           | 18.3%                | 3.4  |
| Visiting cultural and historic sites      | 6.6%                                  | 5.3%                | 26.3%               | 40.1%           | 21.7%                | 3.7  |
| Visiting national and state parks         | 4.3%                                  | 6.8%                | 16.8%               | 37.3%           | 34.8%                | 3.9  |
| Visiting U.S. Forest Service lands        | 17.0%                                 | 7.8%                | 30.7%               | 26.1%           | 18.3%                | 3.2  |
| Skiing/snow play                          | 49.0%                                 | 11.6%               | 15.0%               | 11.6%           | 12.9%                | 2.3  |
| Bird watching and observing wildlife      | 28.7%                                 | 18.7%               | 26.7%               | 18.7%           | 7.3%                 | 2.6  |
| Boating canoeing kayaking                 | 53.0%                                 | 18.8%               | 12.8%               | 9.4%            | 6.0%                 | 2.0  |
| Camping or recreational vehicle (RV) stay | 66.7%                                 | 10.9%               | 11.6%               | 7.5%            | 3.4%                 | 1.7  |
| Playing golf                              | 78.5%                                 | 4.7%                | 6.0%                | 7.4%            | 3.4%                 | 1.5  |
| Mountain biking                           | 60.0%                                 | 12.0%               | 16.7%               | 9.3%            | 2.0%                 | 1.8  |
| Visiting art galleries/art tours          | 20.4%                                 | 17.8%               | 25.5%               | 24.8%           | 11.5%                | 2.9  |
| Shopping                                  | 8.9%                                  | 20.9%               | 33.5%               | 21.5%           | 15.2%                | 3.1  |
| Nightlife                                 | 39.3%                                 | 21.3%               | 19.3%               | 16.0%           | 4.0%                 | 2.2  |
| Visiting museums                          | 12.2%                                 | 13.5%               | 22.4%               | 34.6%           | 17.3%                | 3.3  |
| Attending a special event or activity     | 30.6%                                 | 12.5%               | 28.5%               | 21.5%           | 6.9%                 | 2.6  |
| Other activity                            | 60.7%                                 | 7.1%                | 10.7%               | 7.1%            | 14.3%                | 2.1  |

**Interest in participating in the following activities: Quarter #4**

|   | Quarter #4 - January to March 2009 |                     |                     |                 |                      |      |
|---|------------------------------------|---------------------|---------------------|-----------------|----------------------|------|
|   | Not at all interested              | A little interested | Somewhat interested | Very interested | Extremely interested | Mean |
| Dining out                                | 2.7%                               | 8.2%                | 25.3%               | 34.2%           | 29.5%                | 3.8  |
| Fishing area lakes                        | 65.9%                              | 10.1%               | 8.7%                | 10.1%           | 5.1%                 | 1.8  |
| Hiking or walking trails                  | 20.3%                              | 8.4%                | 17.5%               | 35.7%           | 18.2%                | 3.2  |
| Visiting cultural and historic sites      | 8.1%                               | 5.4%                | 17.6%               | 40.5%           | 28.4%                | 3.8  |
| Visiting national and state parks         | 4.9%                               | 4.2%                | 16.0%               | 36.1%           | 38.9%                | 4.0  |
| Visiting U.S. Forest Service lands        | 21.1%                              | 12.8%               | 19.5%               | 22.6%           | 24.1%                | 3.2  |
| Skiing/snow play                          | 45.7%                              | 13.6%               | 13.6%               | 9.3%            | 17.9%                | 2.4  |
| Bird watching and observing wildlife      | 38.1%                              | 23.7%               | 15.1%               | 12.9%           | 10.1%                | 2.3  |
| Boating canoeing kayaking                 | 57.1%                              | 11.4%               | 14.3%               | 10.0%           | 7.1%                 | 2.0  |
| Camping or recreational vehicle (RV) stay | 61.0%                              | 8.5%                | 9.9%                | 11.3%           | 9.2%                 | 2.0  |
| Playing golf                              | 74.1%                              | 12.2%               | 7.2%                | 4.3%            | 2.2%                 | 1.5  |
| Mountain biking                           | 58.0%                              | 13.8%               | 10.1%               | 10.9%           | 7.2%                 | 2.0  |
| Visiting art galleries/art tours          | 24.5%                              | 18.9%               | 28.7%               | 13.3%           | 14.7%                | 2.7  |
| Shopping                                  | 14.0%                              | 17.3%               | 32.0%               | 22.0%           | 14.7%                | 3.1  |
| Nightlife                                 | 39.7%                              | 22.0%               | 17.0%               | 8.5%            | 12.8%                | 2.3  |
| Visiting museums                          | 14.5%                              | 9.7%                | 28.3%               | 27.6%           | 20.0%                | 3.3  |
| Attending a special event or activity     | 31.9%                              | 13.8%               | 26.8%               | 18.1%           | 9.4%                 | 2.6  |
| Other activity                            | 72.0%                              | 0.0%                | 0.0%                | 4.0%            | 24.0%                | 2.1  |

**Did/Will you participate**

|  | Calendar quarter of survey            |  |  |  |
|--|---------------------------------------|--|--|--|
|  | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|  | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| Dining out                                   | 70.9%                                 | 72.6%  | 74.6%  | 84.1%                                    |
| Visiting cultural and<br>historic sites      | 68.8%                                 | 59.1%  | 52.6%  | 54.5%                                    |
| Visiting national and<br>state parks         | 57.5%                                 | 56.7%  | 60.5%  | 58.0%                                    |
| Shopping                                     | 47.8%                                 | 42.3%  | 47.4%  | 39.8%                                    |
| Hiking or walking trails                     | 40.5%                                 | 45.1%  | 45.6%  | 42.0%                                    |
| Visiting museums                             | 48.2%                                 | 36.7%  | 48.2%  | 37.5%                                    |
| Visiting U.S. Forest<br>Service lands        | 34.0%                                 | 32.1%  | 30.7%  | 30.7%                                    |
| Bird watching and<br>observing wildlife      | 27.1%                                 | 16.3%  | 32.5%  | 18.2%                                    |
| Visiting art galleries/art<br>tours          | 23.1%                                 | 21.9%  | 22.8%  | 23.9%                                    |
| Attending a special event<br>or activity     | 15.8%                                 | 16.7%  | 16.7%  | 20.5%                                    |
| Nightlife                                    | 16.2%                                 | 11.6%  | 11.4%  | 13.6%                                    |
| Fishing area lakes                           | 8.9%                                  | 11.2%  | 10.5%  | 8.0%                                     |
| Camping or recreational<br>vehicle (RV) stay | 13.0%                                 | 9.3%   | 4.4%   | 8.0%                                     |
| Skiing/snow play                             | 3.2%                                  | 3.3%   | 14.0%  | 20.5%                                    |
| Mountain biking                              | 7.3%                                  | 3.7%   | 7.0%   | 4.5%                                     |
| Other activity                               | 4.9%                                  | 6.5%   | 5.3%   | 2.3%                                     |
| Playing golf                                 | 5.3%                                  | 5.1%   | 4.4%   | 2.3%                                     |
| Boating canoeing<br>kayaking                 | 4.9%                                  | 3.7%   | 6.1%   | 3.4%                                     |
| Total  | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

Please mark all the attractions you have visited or plan to visit in Flagstaff

|  | Calendar quarter of survey            |  |  |  |
|--|---------------------------------------|--|--|--|
|  | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|  | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| Historic Downtown<br>Flagstaff             | 69.9%                                 | 68.7%  | 73.3%  | 70.6%                                    |
| Grand Canyon National<br>Park              | 67.5%                                 | 70.6%  | 72.7%  | 71.2%                                    |
| Route 66                                   | 59.6%                                 | 59.4%  | 58.4%  | 54.2%                                    |
| Lowell Observatory                         | 51.8%                                 | 50.2%  | 56.5%  | 43.1%                                    |
| Sunset Crater Volcano<br>National Monument | 37.0%                                 | 36.1%  | 26.7%  | 30.7%                                    |
| Museum of Northern<br>Arizona              | 22.6%                                 | 26.8%  | 28.6%  | 22.2%                                    |
| Coconino National Forest                   | 25.9%                                 | 23.0%  | 26.7%  | 23.5%                                    |
| Wupatki National<br>Monument               | 25.0%                                 | 21.1%  | 21.1%  | 20.3%                                    |
| Arizona Snowbowl                           | 17.2%                                 | 24.9%  | 23.0%  | 25.5%                                    |
| Walnut Canyon National<br>Monument         | 21.7%                                 | 23.0%  | 21.1%  | 19.0%                                    |
| Northern Arizona<br>University             | 14.2%                                 | 24.0%  | 23.0%  | 18.3%                                    |
| Riordan Mansion State<br>Park              | 17.2%                                 | 16.0%  | 15.5%  | 11.8%                                    |
| The Arboretum at<br>Flagstaff              | 16.0%                                 | 17.3%  | 14.3%  | 5.9%                                     |
| Other attraction                           | 6.9%                                  | 7.7%   | 5.6%   | 9.8%                                     |
| Coconino Center for the<br>Arts            | 5.4%                                  | 3.2%   | 6.2%   | 6.5%                                     |

Does not sum to 100% due to multiple responses

**On a scale of 1 to 10 where 1 is low and 10 is high indicate your overall satisfaction with your experience in Flagstaff**

|       | Calendar quarter of survey            |  |  |  |
|-------|---------------------------------------|--|--|--|
|       | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|       | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| 2     | .3%                                   | .0%  | .0%  | .7%                                      |
| 3     | .0%                                   | .3%  | .6%  | .0%                                      |
| 4     | .0%                                   | .3%  | 1.7%   | 1.3%                                     |
| 5     | 2.7%                                  | 2.3%   | 2.3%   | 2.6%                                     |
| 6     | 2.1%                                  | 3.6%   | 2.9%   | 1.3%                                     |
| 7     | 9.8%                                  | 7.5%   | 7.0%   | 9.9%                                     |
| 8     | 29.9%                                 | 30.2%  | 33.1%  | 27.2%                                    |
| 9     | 25.3%                                 | 24.6%  | 25.6%  | 25.2%                                    |
| 10    | 29.9%                                 | 31.1%  | 26.7%  | 31.8%                                    |
| Total | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

**What is your gender?**

|        | Calendar quarter of survey            |  |  |  |
|--------|---------------------------------------|--|--|--|
|        | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|        | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| Male   | 45.9%                                 | 51.7%  | 50.6%  | 57.6%                                    |
| Female | 54.1%                                 | 48.3%  | 49.4%  | 42.4%                                    |
| Total  | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

**Age of visitors recoded to ranges**

|                    | Calendar quarter of survey            |  |  |  |
|--------------------|---------------------------------------|--|--|--|
|                    | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|                    | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| 20 and under       | 2.8%                                  | 5.1%   | 4.2%   | 6.9%                                     |
| 21 - 25 years      | 4.3%                                  | 5.4%   | 8.4%   | 6.9%                                     |
| 26 - 30 years      | 7.7%                                  | 3.4%   | 7.2%   | 4.8%                                     |
| 31 - 35 years      | 5.3%                                  | 3.0%   | 9.0%   | 9.7%                                     |
| 36 - 40 years      | 7.1%                                  | 8.1%   | 10.8%  | 6.9%                                     |
| 41 - 45 years      | 8.4%                                  | 8.1%   | 5.4%   | 10.3%                                    |
| 46 - 50 years      | 9.6%                                  | 10.8%  | 11.4%  | 9.7%                                     |
| 51 - 55 years      | 13.0%                                 | 10.8%  | 10.8%  | 16.6%                                    |
| 56 - 60 years      | 13.3%                                 | 14.9%  | 7.8%   | 8.3%                                     |
| 61 - 65 years      | 11.8%                                 | 14.9%  | 10.8%  | 9.0%                                     |
| 66 - 70 years      | 8.4%                                  | 8.4%   | 6.0%   | 5.5%                                     |
| 71 - 75 years      | 4.0%                                  | 3.7%   | 3.0%   | 3.4%                                     |
| 76 years and older | 4.3%                                  | 3.4%   | 4.8%   | 2.1%                                     |
| Total              | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

**Gender by age of visitors recoded to ranges**

Calendar quarter of survey Quarter #1 - April to June 2008

|                    | Male   | Female |
|--------------------|--------|--------|
| 20 and under       | 4.8%   | 1.1%   |
| 21 - 25 years      | 4.8%   | 4.0%   |
| 26 - 30 years      | 9.0%   | 6.8%   |
| 31 - 35 years      | 4.8%   | 5.6%   |
| 36 - 40 years      | 8.3%   | 6.2%   |
| 41 - 45 years      | 7.6%   | 9.0%   |
| 46 - 50 years      | 11.7%  | 7.9%   |
| 51 - 55 years      | 12.4%  | 13.0%  |
| 56 - 60 years      | 14.5%  | 12.4%  |
| 61 - 65 years      | 12.4%  | 11.3%  |
| 66 - 70 years      | 4.8%   | 11.3%  |
| 71 - 75 years      | 1.4%   | 6.2%   |
| 76 years and older | 3.4%   | 5.1%   |
| Total              | 100.0% | 100.0% |

**Gender by age of visitors recoded to ranges**

Calendar quarter of survey Quarter #2 - July to September 2008

|                    | Male   | Female |
|--------------------|--------|--------|
| 20 and under       | 6.8%   | 3.5%   |
| 21 - 25 years      | 6.2%   | 4.9%   |
| 26 - 30 years      | 5.5%   | .7%    |
| 31 - 35 years      | 4.1%   | 2.1%   |
| 36 - 40 years      | 8.2%   | 8.4%   |
| 41 - 45 years      | 6.2%   | 9.8%   |
| 46 - 50 years      | 11.6%  | 9.8%   |
| 51 - 55 years      | 11.0%  | 10.5%  |
| 56 - 60 years      | 13.0%  | 17.5%  |
| 61 - 65 years      | 15.8%  | 14.0%  |
| 66 - 70 years      | 5.5%   | 11.2%  |
| 71 - 75 years      | 2.7%   | 4.2%   |
| 76 years and older | 3.4%   | 3.5%   |
| Total              | 100.0% | 100.0% |



### Gender by age of visitors recoded to ranges

Calendar quarter of survey Quarter #3 - October to December 2008

|                    | Male   | Female |
|--------------------|--------|--------|
| 20 and under       | 6.4%   | 2.3%   |
| 21 - 25 years      | 11.5%  | 5.7%   |
| 26 - 30 years      | 9.0%   | 5.7%   |
| 31 - 35 years      | 7.7%   | 10.3%  |
| 36 - 40 years      | 14.1%  | 8.0%   |
| 41 - 45 years      | 7.7%   | 3.4%   |
| 46 - 50 years      | 7.7%   | 14.9%  |
| 51 - 55 years      | 11.5%  | 10.3%  |
| 56 - 60 years      | 10.3%  | 5.7%   |
| 61 - 65 years      | 7.7%   | 13.8%  |
| 66 - 70 years      | 2.6%   | 9.2%   |
| 71 - 75 years      | .0%    | 5.7%   |
| 76 years and older | 3.8%   | 4.6%   |
| Total              | 100.0% | 100.0% |

### Gender by age of visitors recoded to ranges

Calendar quarter of survey Quarter #4 - January to March 2009

|                    | Male   | Female |
|--------------------|--------|--------|
| 20 and under       | 6.5%   | 7.5%   |
| 21 - 25 years      | 3.9%   | 10.4%  |
| 26 - 30 years      | 5.2%   | 4.5%   |
| 31 - 35 years      | 6.5%   | 13.4%  |
| 36 - 40 years      | 10.4%  | 3.0%   |
| 41 - 45 years      | 10.4%  | 10.4%  |
| 46 - 50 years      | 5.2%   | 14.9%  |
| 51 - 55 years      | 20.8%  | 11.9%  |
| 56 - 60 years      | 7.8%   | 9.0%   |
| 61 - 65 years      | 13.0%  | 4.5%   |
| 66 - 70 years      | 5.2%   | 6.0%   |
| 71 - 75 years      | 2.6%   | 3.0%   |
| 76 years and older | 2.6%   | 1.5%   |
| Total              | 100.0% | 100.0% |

**How many women including yourself are in the travel party?**

|       | Calendar quarter of survey            |  |  |  |
|-------|---------------------------------------|--|--|--|
|       | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|       | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| 1     | 68.3%                                 | 65.0%  | 67.8%  | 66.7%                                    |
| 2     | 22.5%                                 | 25.3%  | 20.5%  | 25.9%                                    |
| 3     | 5.5%                                  | 5.4%   | 4.8%   | 4.4%                                     |
| 4     | 2.0%                                  | 1.8%   | 1.4%   | 1.5%                                     |
| 5     | .7%                                   | .7%  | 1.4%   | .0%                                      |
| 6     | .0%                                   | .4%  | 1.4%   | .0%                                      |
| 7     | .0%                                   | .0%  | .7%  | .0%                                      |
| 8     | .3%                                   | .0%  | .0%  | .0%                                      |
| 10    | .0%                                   | .0%  | 1.4%   | .7%                                      |
| 12    | .3%                                   | .4%  | .0%  | .0%                                      |
| 13    | .0%                                   | .4%  | .0%  | .0%                                      |
| 15    | .0%                                   | .0%  | .0%  | .7%                                      |
| 17    | .3%                                   | .0%  | .0%  | .0%                                      |
| 22    | .0%                                   | .4%  | .0%  | .0%                                      |
| 27    | .0%                                   | .4%  | .0%  | .0%                                      |
| 57    | .0%                                   | .0%  | .7%  | .0%                                      |
| Total | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

**How many men including yourself are in the travel party?**

|       | Calendar quarter of survey            |  |  |  |
|-------|---------------------------------------|--|--|--|
|       | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|       | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| 1     | 78.8%                                 | 76.8%  | 76.6%  | 74.2%                                    |
| 2     | 14.1%                                 | 16.7%  | 17.5%  | 20.2%                                    |
| 3     | 2.5%                                  | 2.8%   | 1.5%   | 4.0%                                     |
| 4     | 1.8%                                  | 1.6%   | 2.2%   | .0%                                      |
| 5     | 1.8%                                  | .0%  | .0%  | .0%                                      |
| 6     | .4%                                   | .4%  | .7%  | .0%                                      |
| 7     | .0%                                   | .0%  | .0%  | .8%                                      |
| 9     | .4%                                   | .0%  | .0%  | .0%                                      |
| 10    | .0%                                   | .4%  | 1.5%   | .0%                                      |
| 13    | .0%                                   | .4%  | .0%  | .0%                                      |
| 15    | .0%                                   | .0%  | .0%  | .8%                                      |
| 16    | .0%                                   | .4%  | .0%  | .0%                                      |
| 17    | .4%                                   | .0%  | .0%  | .0%                                      |
| 20    | .0%                                   | .4%  | .0%  | .0%                                      |
| Total | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

**How many children are in the travel party?**

|       | Calendar quarter of survey            |  |  |  |
|-------|---------------------------------------|--|--|--|
|       | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|       | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| 1     | 50.7%                                 | 44.0%  | 38.2%  | 27.9%                                    |
| 2     | 28.0%                                 | 41.7%  | 41.2%  | 39.5%                                    |
| 3     | 14.7%                                 | 10.7%  | 8.8%   | 20.9%                                    |
| 4     | 2.7%                                  | .0%  | 2.9%   | 2.3%                                     |
| 5     | .0%                                   | .0%  | 5.9%   | .0%                                      |
| 6     | 1.3%                                  | 1.2%   | .0%  | 9.3%                                     |
| 7     | 1.3%                                  | .0%  | .0%  | .0%                                      |
| 8     | 1.3%                                  | .0%  | .0%  | .0%                                      |
| 10    | .0%                                   | 2.4%   | .0%  | .0%                                      |
| 60    | .0%                                   | .0%  | 2.9%   | .0%                                      |
| Total | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

**Who is traveling with you on this trip?**

|                        | Calendar quarter of survey            |  |  |  |
|------------------------|---------------------------------------|--|--|--|
|                        | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|                        | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| Family only            | 57.6%                                 | 61.6%  | 60.5%  | 58.8%                                    |
| Friends only           | 14.9%                                 | 14.5%  | 14.5%  | 17.0%                                    |
| Family and friends     | 14.0%                                 | 13.5%  | 11.6%  | 14.4%                                    |
| Nobody traveling alone | 9.6%                                  | 6.0%   | 10.5%  | 9.2%                                     |
| Business associates    | 2.4%                                  | 2.5%   | 2.3%   | .7%                                      |
| Organized Tour Group   | 1.5%                                  | 1.9%   | .6%  | .0%                                      |
| Total                  | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |

**What is your annual household income?**

|                       | Calendar quarter of survey            |  |  |  |
|-----------------------|---------------------------------------|--|--|--|
|                       | Quarter #1 -<br>April to June<br>2008 | Quarter #2 -<br>July to<br>September<br>2008 | Quarter #3 -<br>October to<br>December<br>2008 | Quarter #4 -<br>January to<br>March 2009 |
|                       | Column N %                            | Column N %                                   | Column N %                                     | Column N %                               |
| Less than \$34,999    | 10.7%                                 | 10.3%  | 12.7%  | 12.2%                                    |
| \$35,000 - \$44,999   | 7.8%                                  | 3.7%   | 5.7%   | 10.1%                                    |
| \$50,000 - \$54,999   | 9.4%                                  | 6.3%   | 5.1%   | 9.4%                                     |
| \$55,000 - \$64,999   | 11.7%                                 | 7.4%   | 13.4%  | 15.8%                                    |
| \$65,000 - \$74,999   | 6.2%                                  | 11.4%  | 5.7%   | 6.5%                                     |
| \$75,000 - \$84,999   | 6.5%                                  | 7.4%   | 8.9%   | 7.9%                                     |
| \$85,000 - \$94,999   | 8.8%                                  | 13.7%  | 7.0%   | 4.3%                                     |
| \$95,000 - \$104,999  | 10.7%                                 | 10.0%  | 10.2%  | 9.4%                                     |
| \$105,000 - \$114,999 | 4.5%                                  | 4.8%   | 6.4%   | 3.6%                                     |
| \$115,000 - \$124,999 | 4.2%                                  | 3.7%   | 3.8%   | 5.0%                                     |
| \$125,000 - \$134,999 | 3.9%                                  | 2.6%   | 3.2%   | 2.2%                                     |
| \$135,000 and above   | 15.6%                                 | 18.8%  | 17.8%  | 13.7%                                    |
| Total                 | 100.0%                                | 100.0%                                       | 100.0%   | 100.0%                                   |