

FLAGSTAFF VISITOR SURVEY



Prepared for the:
Flagstaff Convention and Visitors Bureau



by the
Arizona Hospitality Research & Resource Center
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Executive Summary

In 2014 the City of Flagstaff commissioned the Arizona Hospitality Research and Resource Center (AHRRC) at Northern Arizona University to conduct a Visitor Survey to update information collected in the prior 2009 survey. Over the last five years, Flagstaff and the Grand Canyon have emerged as shining stars in Arizona tourism, with occupancy rates and percent of statewide visitor volume that have surpassed most other areas. Flagstaff continues its longstanding role as gateway to the Grand Canyon, Sedona and other parks and monuments in northern Arizona, but it has become more than that – a compelling four-season destination that lures visitors with its unique historic attractions, boundless outdoor recreation, countless events and festivals, and high quality of life.

The 2014 survey was conducted over a period of 12 months, from February 2014 through January 2015, and produced a total of 1,730 completed surveys. The typical portrait that emerges of the visitor to Flagstaff is of high-income travel parties who are repeat visitors; they are most likely from neighboring states or the Phoenix metro area. In addition to visiting the Grand Canyon, they most often experience Flagstaff's lively dining scene, visiting world-class museums, and hiking.

Visitor Characteristics:

- Half of visitors were from out-of-state (49%), 40% were Arizona residents; and, 11% were international visitors.
- Out-of-state visitors were led by California, Texas, Illinois, Colorado and New Mexico.
- Most Arizona residents were from Maricopa County (55%), especially Phoenix, Scottsdale, and Mesa; about eight percent (8%) were from Pima County, mainly Tucson; the rest (37%) were spread throughout the state; in all, 75 communities were in the sample.
- Roughly one in 10 (11%) was an international visitor, led by those from the United Kingdom, Canada, and Australia. In all, 34 countries were captured in the sample.
- Almost two-thirds were repeat visitors (65%) who averaged 2.6 visits in the last year; a little over one-third were first-time visitors (35%).
- Average overnight length-of-stay in Flagstaff was 2.5 days.
- Well over half (60%) of visitors traveled with family members; another 19% traveled in groups of family and friends.
- Average party size was three persons, with median of two persons; one-fourth of parties (23%) traveled with children under 18 years.
- The vast majority of visitors traveled by automobile, either private vehicles (69%) or rental cars (22%).
- For travel information source, two of five visitors (42%) were already familiar with Flagstaff, followed by word-of-mouth from friends and family (28%), and online/Internet (23%).
- By far, the top reason for the visit was leisure (57%), followed by passing through (20%).
- For the majority (53%) the visit to Flagstaff was the primary destination of their trip; for the remainder (47%) the visit was one stop on a longer trip. For the latter, the main destinations were Grand Canyon National Park and Sedona.
- Lodging stays were dominated by hotels and motels – fully 75% of the sample.

- To gain greater insight into the most popular visitor activities, options were divided into four categories:
 - *Local venues*: Dining (72%), Historic Downtown (56%), Shopping (41%), and Route 66 (31%)
 - *Art/Culture/Science/History*: dominated by Lowell Observatory (55%), and the Museum of Northern Arizona (53%), with art galleries a distant third (17%).
 - *Outdoor Recreation*: Hiking (56%), Arizona Snowbowl (30%), Flagstaff Extreme (21%).
 - *Public Lands*: Grand Canyon National Park (65%), Sunset Crater Volcano National Monument (25%), Walnut Canyon (25%), Coconino National Forest (24%).
- Average per-party per-day spending was \$553.
- In 2014, \$458 million in direct visitor spending produced to a total economic impact of \$575 million, including \$184 million in labor income, and \$75 million in federal, state, and local taxes.

Visitor Satisfaction:

- Visitor satisfaction was very high – 8.9 out of a possible 10.

Demographics:

- Average visitor age was 52 years, older than the 43.9 years of Arizona visitors generally in 2013.
- More females were represented in the sample (57%) than were males (43%).
- Average annual household income was quite high at \$99,000, considerably higher than the 2013 average for Arizona visitors of \$67,000.

Comparison to 2009 Flagstaff Visitor Study

In FY09, the AHRRC was commissioned by the Arizona Office of Tourism to conduct a very similar survey of visitors to the City of Flagstaff, during which a total of 1,068 surveys were collected; the 2014 sample of 1,730 was 62% higher, and the larger sample may account for some of the differences. The survey instruments used for the 2009 and 2014 surveys were similar in most respects; the biggest change was a re-categorized and expanded list of attractions on the 2014 form, which were included to provide more in-depth information about visitor activities in a wider range of categories.

The biggest changes in the findings of the two surveys were:

- 1) Flagstaff as the primary destination increased from 42% to 53% in 2014;
- 2) Length-of-stay increased by more than a day;
- 3) Satisfaction increased; and,
- 4) Average household income of visitors increased dramatically.

Overall, the findings of the two surveys were very similar:

- In-state resident visitors increased –in 2009, 33%; in 2014, 40%
- The top domestic origin states remained very similar – in 2009, California, Texas, Wisconsin, Florida, New York, Washington, Illinois, New Mexico and Pennsylvania; in 2014, California, Texas, Illinois, Colorado, New Mexico, Nevada, Wisconsin, New York and Florida.
- In-state visitors from the Greater Phoenix area remained constant – in 2009, 54%; in 2014, 55%
- Percentage of international visitors declined – in 2009, 17%; in 2014, dropped to 11%
- Party size remained constant – in 2009, 3.2 persons; in 2014, 3.0 persons
- Travel party composition remained constant – in 2009, 60% traveled with family groups; in 2014, 60%
- Primary destination – in 2009, 42% said Flagstaff was the primary destination; in 2014, 53%
- Leisure visitors – in 2009, 52% were leisure visitors; in 2014, 57%
- Travel mode – in 2009, 84% by private or rental car; in 2014, 91%
- Length of stay decreased – in 2009, 2.6 days; in 2014, 2.5 days
- Percent staying in hotels/motels – in 2009, 77%; in 2014, 75%
- Average per-party per-day spending – in 2009, \$548; in 2014, \$553
- Visitor satisfaction – in 2009, 8.5 out of 10; in 2014, 8.9 out of 10
- Average age – in 2009, 49 years; in 2014, 52 years
- Gender – in 2009, 50% female and 50% male; in 2014, 57% female and 43% male
- Income – in 2009, average household income was \$79,000; in 2014, increased to \$99,000.

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Flagstaff Visitor Study

Introduction

Flagstaff has long welcomed visitors to its community. Flagstaff remains the central hub for visits to Grand Canyon National Park, Sedona, the Navajo and Hopi reservations, and the many other national parks, monuments, and public lands throughout northern Arizona. Yet, Flagstaff has also become a destination in itself, with attractions that include Historic Downtown, Lowell Observatory and The Museum of Northern Arizona, as well as newer destinations, such as Flagstaff Extreme or the North Pole Experience. Flagstaff has truly developed into a four-season destination: Summer has long been the busiest tourist season, tied to Grand Canyon visits and climate relief from the heat of Arizona's deserts; Fall has become an increasingly popular time to visit Flagstaff to enjoy the Fall colors, hike, camp, or mountain bike in the mild weather when it is still hot in the deserts; in Winter, Flagstaff is Arizona's winter playground, with sledding and family snowplay activities plus a predictable ski season now that Arizona Snowbowl offers snowmaking; finally, Spring sees many Snowbirds passing through en route to and from Arizona's southern deserts, as well as visitors to national and state parks, NAU and conference visitors, or other special events. Few Arizona destinations have so much to offer throughout the year.

The Flagstaff Convention and Visitors Bureau (CVB), the primary source of tourism marketing and promotion for the City, wanted to up-date its prior 2009 Visitor study and re-confirm target markets. The Flagstaff CVB has been proactive in conducting research and collecting tourism data on visitors to Flagstaff. Thus, the Convention and Visitors Bureau contracted with the Arizona Hospitality Research & Resource Center in the W.A. Franke College of Business at Northern Arizona University to conduct a year-long study, which ran from February 2014 to January 2015. This project is intended to provide meaningful tourism data that will assist the Flagstaff CVB with future product development, marketing, and advertising data and information.

Methods

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

In order to collect data that would be comparable to that collected in the previous visitor survey, the survey instrument (Appendix A – two pages in length) was created consisting of standardized questions asked of visitors to all sites, as well as questions customized for specific sites such as Lowell Observatory, The Museum of Northern Arizona, and Flagstaff Extreme. Standardized questions included: visitor origins and party size; length-of-stay; prior visits and frequency of visits; primary reasons for the visit; information sources used; modes of transportation; quality of the experience; expenditure categories; and, demographics (age, gender, income, education).

All the surveys for the Flagstaff CVB study were completed as paper survey questionnaires by visitors while in the Flagstaff area at the various survey sites. A sampling plan and survey schedule were created to guide survey locations in collections. Initially, staff at survey sites were instructed in how to hand out surveys in a randomized fashion during at least one week out of each month, including both weekdays

and weekends, in order to obtain representative samples. All sites were also provided with a sampling plan and prescribed distribution schedule with target numbers to collect each month. All completed surveys were returned to the AHRRC for automated data processing and analysis. Once the data were collected, the surveys were analyzed using SPSS™ software.

Sample Description

The sample described in this report consists of 1,730 surveys completed by visitors to the Flagstaff area. The surveys were distributed across the community at a variety of tourism businesses and attractions. Little America Hotel (21.4%) and the Museum of Northern Arizona (21.0%) collected the most surveys. These sites were closely followed by the Flagstaff Visitors Center (20.1%) and Flagstaff Extreme (14.1%). Other sites that contributed to the survey were Lowell Observatory (9.6%), the Best Western Pony Soldier Hotel (7.5%), the Arizona Snowbowl (5.2%) and the Drury Inn and Suites (1%). Not all survey sites were open for year-round collection; for example Flagstaff Extreme was closed in November and December, and Snowbowl was closed between the end of winter and summer when the Sky Ride started up again.

The list of collection locations and numbers of surveys collected are shown in Table 1.

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

	Count	Percent (%)
Little America Hotel	371	21.4%
Museum of Northern Arizona	364	21.0%
Flagstaff Visitors Center	348	20.1%
Flagstaff Extreme	245	14.1%
Lowell Observatory	166	9.6%
Best Western Pony Soldier Hotel	129	7.5%
Arizona Snowbowl	90	5.2%
Drury Inn and Suites	17	1.0%
Total	1,730	100.0%

An estimated 2,760 surveys were distributed by survey sites. The 1,730 returned surveys yields a response rate of 63%, which is well above industry standards for this type of survey. The margin of error for the total sample is +/- 5.7% with a 95% confidence level. The total number of surveys received for the Flagstaff survey is adequate to describe tourist activity accurately during the time of the survey. The remainder of this report presents data from the 1,730 surveys of visitors to the Flagstaff area during the study period.

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

Table 2. Flagstaff monthly data collections

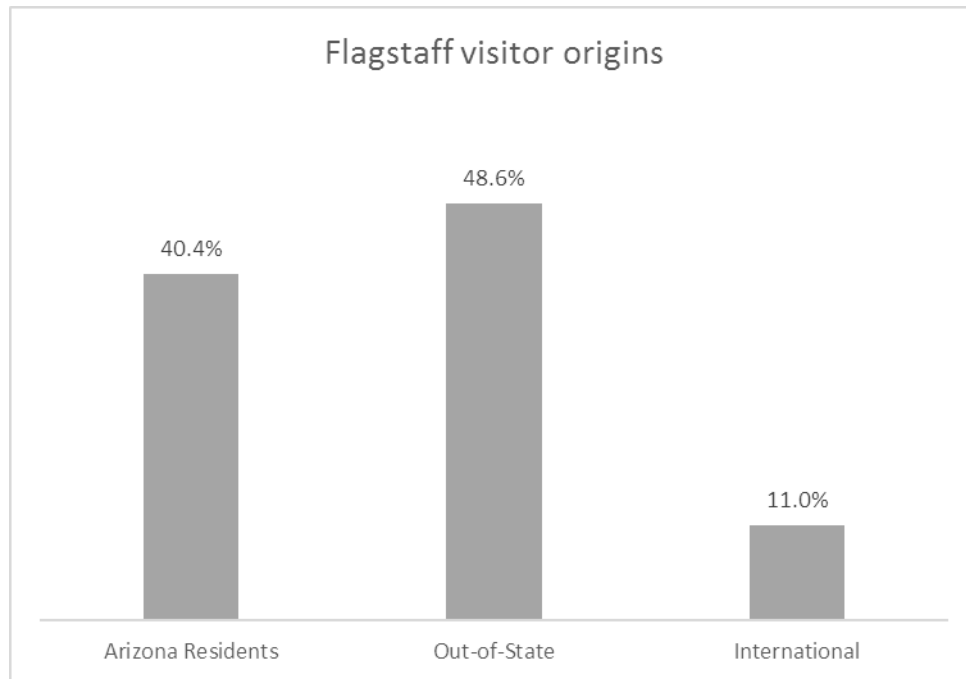
	Count	Percent (%)
January - 2015	58	3.4%
February - 2014	168	9.7%
March - 2014	173	10.0%
April - 2014	129	7.5%
May - 2014	165	9.5%
June - 2014	158	9.1%
July - 2014	220	12.7%
August - 2014	172	9.9%
September - 2014	133	7.7%
October - 2014	145	8.4%
November - 2014	109	6.3%
December - 2014	100	5.8%
Total	1,730	100.0%

Survey Results

Origin of visitors to Flagstaff

Where do visitors come from to visit Flagstaff? Responses were dominated by out-of-state visitors (48.6%), who represented almost half of the sample. In-state residents were, however, a close second and represented two-fifths of the sample (40.4%). Based on this data, we can say that Arizona residents visit Flagstaff at a higher rate than the statewide average of 30 percent. More than one tenth of visitors to Flagstaff were international visitors (11%). It should be stated that for reasons of cost and simplicity, the survey instrument was not offered in every language, but in English only. It was also rarely possible to intercept tour bus visitors, and thus international visitors to Arizona are undoubtedly underrepresented in the sample. See Figure 1.

Figure 1. Origin of visitors to Flagstaff



Origin of domestic visitors to Flagstaff

Arizona dominated all other U.S. states as the source of domestic visitors (45%) to Flagstaff. Other states that sent large numbers of visitors included: California (13%), Texas (4%), Illinois (3%), and Colorado (3%). This set of states is typical of visitors to Arizona generally and is consistent with prior origins data for Flagstaff visitors. In all, the top 10 states account for 79 percent of total domestic visitors. Nonetheless, a total of 49 states were represented in the sample. See Table 3.

Table 3. States of origin of domestic visitors to Flagstaff

	Count	Percent (%)
Arizona	696	45.3%
California	197	12.8%
Texas	64	4.2%
Illinois	50	3.3%
Colorado	42	2.7%
New Mexico	40	2.6%
Nevada	35	2.3%
Wisconsin	35	2.3%
New York	24	1.6%
Florida	22	1.4%
Top-ten states of origin	1,205	78.5%

Origin of Arizona visitors to Flagstaff

Among in-state visitors, Maricopa County provided more than half of all in-state visitors (55.4%) to Flagstaff, especially the communities of Phoenix (18%), Scottsdale (8%) and Mesa (7%). A smaller cohort of visitors came from Pima County (8% total), including Tucson (3.6%). Prescott in Central Arizona contributed two percent. These top 10 cities account for almost two-thirds of in-state visitors, in all, there were 75 Arizona communities in the sample. See the results in Table 4; the total list of in-state origins is in Appendix J.

Table 4. Top-ten Arizona cities of origin of visitors to Flagstaff

	Count	Percent (%)
Phoenix	124	18.4%
Scottsdale	54	8.0%
Mesa	47	7.0%
Gilbert	39	5.8%
Glendale	37	5.5%
Chandler	32	4.7%
Tucson	24	3.6%
Tempe	20	3.0%
Peoria	20	3.0%
Prescott	13	1.9%
Top-ten cities	410	60.9%

Origin of International visitors to Flagstaff

International visitors accounted for 11 percent of the sample (190 visitors). The United Kingdom (27%) accounted for the largest percentage of international visitors to Flagstaff, followed closely by Canada (25%). Together these two countries account for half of all international visitors to Flagstaff. Australia (7%) provided the next largest visitor volume followed by France (6%). It is notable that these are all English-speaking countries; While these are very typical visitor origins for Arizona tourism generally, it should be stated that it was beyond the scope and cost of this survey to translate the survey instrument into all languages. This sample represents an undercount of total international visitors to Flagstaff, however 34 countries were still represented in the sample. All origins for international visitors are listed in Table 5.

Table 5. Origin of International visitors to Flagstaff

	Count	Percent (%)		Count	Percent (%)
United Kingdom	52	27.4%	Dominican Republic	2	1.1%
Canada	48	25.3%	China	2	1.1%
Australia	13	6.8%	Brazil	2	1.1%
France	12	6.3%	Turkey	2	1.0%
Germany	9	4.7%	Taiwan	1	0.5%
The Netherlands	5	2.6%	Scotland	1	0.5%
India	5	2.6%	Pakistan	1	0.5%
Denmark	4	2.1%	Italy	1	0.5%
New Zealand	3	1.6%	Hungary	1	0.5%
Japan	3	1.6%	Guatemala	1	0.5%
Ireland	3	1.6%	Germany/Serbia	1	0.5%
Belgium	3	1.6%	Finland	1	0.5%
Switzerland	2	1.1%	Cyprus	1	0.5%
Sweden	2	1.1%	Cuba And Mexico	1	0.5%
Spain	2	1.1%	Croatia	1	0.5%
Singapore	2	1.1%	Chile	1	0.5%
Russia	2	1.1%	Total	190	100.0%

Is this your first trip to Flagstaff?

The sample was dominated by repeat visitors to the Flagstaff area (65%), accounting for almost two-thirds of the sample; the remaining one-third were first-time visitors (35%). A follow-up question asked repeat visitors how many times they had visited Flagstaff in the past year; the average was three (3) visits during that time, and the median was two. This percentage of returning visitors is far higher than the in-state sample (40%) suggesting that out-of-state residents also return to Flagstaff to visit the many national parks and monuments in the area, or to engage in outdoor recreation, special events, winter activities or climate relief to escape the heat of southern deserts. See Table 6.

Table 6. Is this your first trip to Flagstaff?

	Count	Percent (%)
Yes	597	34.7%
No	1,125	65.3%
Total	1,722	100.0%
	Mean	Median
If no, how many times have you visited in the past year?	2.6	2.0

Who is traveling with you on this trip?

What was the composition of visitor parties to Flagstaff? Those traveling as family groups accounted for three out of every five visitor parties (60%), followed by those traveling in parties of family and friends (19%). A smaller cohort traveled with friends only (12%), or traveled alone (7%). The remainder traveled with business associates (1%) or a tour group (1%). See Table 7.

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

	Count	Percent (%)
Family Only	946	59.7%
Family and Friends	296	18.7%
Friends Only	194	12.2%
Nobody, travelling alone	112	7.1%
Business Associates	20	1.3%
Organized Group	16	1.0%
Total	1,584	100.0%

How many people are traveling with you on this trip?

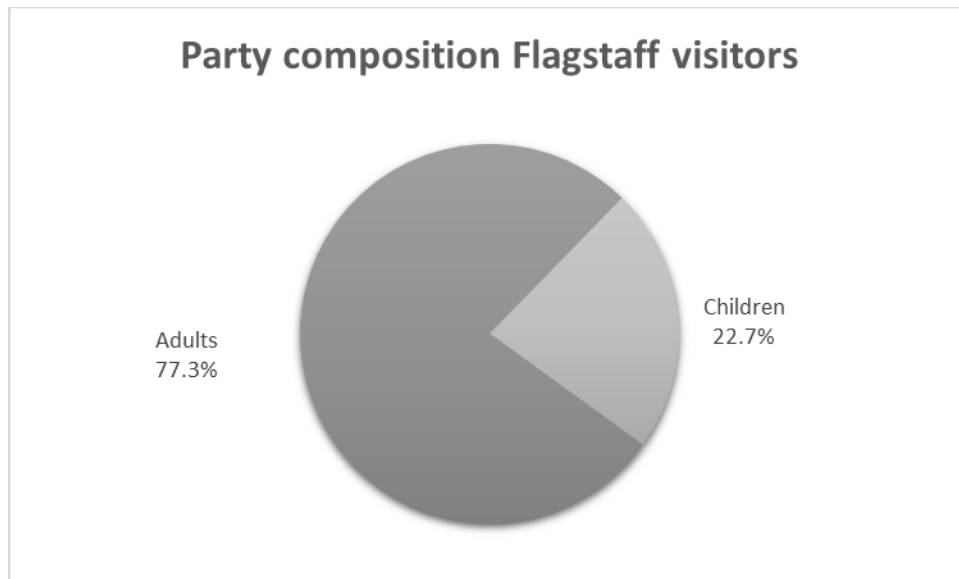
The average visitor party to Flagstaff consisted of three (3.1) people, while the median party size was two persons. Large visitor parties of more than nine people accounted for 2% of the sample. These large parties were all associated with tour groups, in which the average party size was 30 persons. Children were found in 23 percent of all visitor parties; those with children in the party averaged 1.3 children (median of one child).

The average numbers of men, women, and children in each party were 1.6, 1.5, and 1.3, respectively; the medians were one each. See Table 8.

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

	Mean	Median
Number of women	1.6	1.0
Number of men	1.5	1.0
Number of children under 18 years of age	1.3	1.0

Figure 2. Party Composition



How long do you plan to spend in Flagstaff?

Based on the sample, three-fourths of visitors to Flagstaff (75%) were overnight visitors, while 25% were day visitors. Using the weighted average, to reduce the influence of extreme lengths of stay (in excess of 21 days overnight in Flagstaff) the average overnight visitor spent two days (2.5), in Flagstaff, slightly less than the average overnight length-of-stay for Arizona visitors generally of 3.8 days in 2013 (Source: Arizona Office of Tourism, *2013 Arizona Domestic Overnight Visitors by Region*, Tourism Economics and Longwoods International). However, the average length of stay, without extreme values removed is 3.7 days, while the median is 2.0 days. See Table 9.

Table 9. Visitor breakdown – day or overnight visitors

	Count	Percent (%)
Overnight Visitors	1,138	74.7
Day Visitors	386	25.3
Total	1,524	100

What type of transportation did you use to visit Flagstaff?

The vast majority of visitors arrived by automobile, either in private vehicles (69%), or in rental cars (22%), followed by RV/Campers (3%). Very small percentages of respondents used other types of transport; see findings in Table 10 and the complete list of other transport in Appendix F.

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

	Count	Percent (%)
Private auto	1178	69.0%
Rental car	367	21.5%
RV or Camper	55	3.2%
Other transport	32	1.9%
Air service	21	1.2%
Train or Amtrak	18	1.1%
Shuttle company or Greyhound Bus	18	1.1%
Motorcycle	11	0.6%
Tour bus	8	0.5%
Total	1,708	100.0%

How did you hear about Flagstaff?

How do people hear about Flagstaff as a visitor destination? Many forms of advertising and sources of information are available to potential visitors, and respondents were able to choose more than one response on the survey. Overall, prior visits to Flagstaff were the most dominant information source (42%), followed by word-of-mouth (28%), and online or from a website (23%). A minority of visitors, less than five percent heard about Flagstaff from other sources, including: magazines (4%), social networking sites (3%), TV and Newspapers (2% each), and Radio (1%). See findings for this question in Table 11 and Other ways they heard about Flagstaff in Table 12 and in Appendix B.

Table 11. How did you hear about Flagstaff?

	Count	Percent (%)
Been here before	709	41.9%
Word-of-mouth	475	28.1%
Online-Website	388	23.0%
Other	317	18.7%
Magazine	67	4.0%
Social Networking Sites	44	2.6%
TV	41	2.4%
Newspaper	36	2.1%
Radio	17	1.0%

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

A percentage of total respondents (18.7%) said they heard about Flagstaff in some other way than the list provided. As shown in Table 12, these included visits to NAU, Groupon, maps, guide books, or they were simply Arizona residents who knew about Flagstaff. A complete list of responses is included in Appendix B.

Table 12. How did you hear about Flagstaff? – Other Ways

	Count	Percent (%)
NAU Visits	12	3.5%
Friends	11	3.2%
Groupon	10	2.9%
Map	8	2.4%
Live In Arizona	5	1.5%
Family	5	1.5%
Work	4	1.2%
Route 66	4	1.2%
Guide Book	4	1.2%
AAA	4	1.2%
Top Sources	67	19.7%

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

A sizable majority of all visitors (57%) came to Flagstaff for vacation or leisure purposes. After vacation/leisure, the next most important activity was just passing through the town on the way to somewhere else (20%). A substantial number of trip purposes included business or conference visits, which included visits to NAU, Flagstaff Extreme, WL Gore and nursing symposiums (15.4%). One out of 20 visitors (5.4%) came for other purposes, which were not enumerated. Finally, a small percentage of respondents (2.3%) indicated that they were staying in a second home or residence in Flagstaff. See Table 13.

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

	Count	Percent (%)
Vacation or leisure	948	56.8%
Just passing through	335	20.1%
Business or conference	257	15.4%
Other purpose	90	5.4%
Stay in second home or residence	38	2.3%
Total	1,668	100.0%

Visitors who indicated they were visiting for business or conferences, were asked to write in the specific business or conference meeting. The list in Table 14 condenses identifiable meetings or business visits. The complete list is in Appendix C. See Table 14.

Table 14. Business or Conference name

	Count	Percent (%)
Neonatal Nurse Symposium	2	0.8%
Teaching	2	0.8%
W L Gore	2	0.8%
ARSA	2	0.8%
ADEQ Seminar	1	0.4%
ADOT Meeting In Holbrook	1	0.4%
AZ Cotton Association	1	0.4%
BNSF Railway Environmental	1	0.4%
Business Conference	1	0.4%
Classic Cars By Renucci LLC	1	0.4%
Colton House: AZ Death Penalty Alternatives	1	0.4%
Compass Group Of NA	1	0.4%
Engineering	1	0.4%
Flagstaff Medical Center	1	0.4%
Inaugural Leadership Conference DBOSBA	1	0.4%
Interview Gore	1	0.4%
Medical Research	1	0.4%
Navajo Nation	1	0.4%
Overland Expo	1	0.4%
Shonto Prep Board Conferences	1	0.4%
State Employee DES	1	0.4%
Trans Western Energy Transfer	1	0.4%
Trans Western	1	0.4%
Volunteering - Ace	1	0.4%
Volunteering On Rez	1	0.4%
Widows Mite	1	0.4%
Winter Conference	1	0.4%
Work	1	0.4%
Businesses and conference responses	32	12.3%

Is Flagstaff the primary destination of your trip?

More than half of respondents (53%) indicated that Flagstaff was the main destination of their trip. The remainder (47%) said the visit to Flagstaff was one stop on a longer trip. See Table 15.

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

	Count	Percent (%)
Your main destination	915	53.4%
One stop on a longer trip	800	46.6%
Total	1,715	100.0%

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

Grand Canyon National Park (22%) was the main destination of the 47 percent of visitors for whom Flagstaff was not their primary destination. The Grand Canyon as a primary destination was followed by Sedona (11%), Phoenix (4%), Las Vegas (3%), and a number of other destinations both in Arizona, California and New Mexico. See Table 16 for the top ten primary destinations other than Flagstaff; the complete list is in Appendix D.

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

	Count	Percent (%)
Grand Canyon National Park	155	21.6%
Sedona	81	11.3%
Phoenix	26	3.6%
Las Vegas, NV	21	2.9%
California	17	2.4%
Los Angeles, CA	11	1.5%
Tucson	10	1.4%
San Francisco, CA	9	1.3%
Scottsdale	7	1.0%
Santa Fe, NM	7	1.0%
	344	48.0%

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

The vast majority of visitors (75%) stayed in either a hotel or a motel while in Flagstaff, a positive finding that reflects the appeal of Flagstaff's lodging sector. Much smaller percentages stayed in the homes of friends or family (6%), timeshare properties (5%), campgrounds or RV parks (5%), Bed & Breakfasts (2%), and second homes (2%). A small but significant portion of Flagstaff overnight visitors (6%) indicated that they stayed in some other accommodation. The majority of these other accommodations consisted of home vacation rentals, such as VRBO.com, or local hostels. See Table 17. Other accommodations are listed in Appendix E.

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

	Count	Percent (%)
Hotel-Motel	1,076	75.3%
Home of Friends-Family	81	5.8%
Timeshare Property	71	5.0%
Campground-RV Park	82	4.9%
Bed & Breakfast	32	2.3%
Second Home	29	2.1%
Other	89	5.9%

Does not add up to 100% because of multiple responses

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

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

Local Venues

The first grouping, Local Venues, includes the many leisure opportunities found in Flagstaff. Of these, dining (72%) was the chief activity in which visitors engaged, as it is in many visitor surveys. This does however, emphasize the fact that Flagstaff has a rich and varied dining scene for a relatively small town. Visiting Flagstaff's historic downtown (56%) was popular with more than half the sample. A further two-fifths (41%) of the sample indicated that they were shopping, presumably much of this took place in the historic downtown. Shopping was followed by the attraction of Route 66 nostalgia (31%), an architectural flavor and history embodied in parts of downtown Flagstaff. A smaller, but still significant number of visitors (16%) are attracted to Northern Arizona University, either for graduation, sports events or visits to students. A smaller number of visitors were attracted to a special event (9%), attending meetings (6%), or the North Pole Experience (4%) that takes place at Fort Tuthill in November and December. The fewest visitors (1%) indicated that they visited the Pepsi Amphitheatre venue at Fort Tuthill. See all local venues listed in Table 18. List of special events attended is in Appendix I.

Table 18. Identify Local Venues and attractions you visited in Flagstaff

	Count	Percent (%)
Dining out	981	72.3%
Historic Downtown Flagstaff	752	55.5%
Shopping	553	40.8%
Route 66 Nostalgia	417	30.8%
Northern Arizona University	213	15.7%
Nightlife	136	10.0%
Attending a special event	119	8.8%
Attending a meeting	79	5.8%
North Pole Experience (NPX)	48	3.5%
Pepsi Amphitheatre at Fort Tuthill	13	1.0%

Does not add up to 100% because of multiple responses

Arts/Culture/Science/History Attractions

The second grouping of activities, Arts/Culture/Science/History, is also well-established in Flagstaff, where visitors can find such examples as the world-renowned Museum of Northern Arizona or Lowell Observatory, both within the city limits. Lowell Observatory (55%) was the most popular of this group, although it was virtually tied with the Museum of Northern Arizona (53%); one out of every two visitors visited Lowell Observatory and the Museum of Northern Arizona. [Note: both facilities served as survey collection sites]. Visiting art galleries was the next highest activity (17%), participated by almost one of every five visitors. These were followed by visits to Riordan Mansion State Park and the Pioneer History Museum (14% each). Visits to the Arboretum of Flagstaff (12%) and the Coconino Center for the Arts (5%) received fewer visitors. See Table 19.

Table 19. Identify Arts/Culture/Science/History attractions you visited in Flagstaff

	Count	Percent (%)
Lowell Observatory	435	54.6%
Museum of Northern Arizona	425	53.4%
Visiting art galleries	131	16.5%
Riordan Mansion State Park	110	13.8%
Pioneer Museum	110	13.8%
The Arboretum at Flagstaff	94	11.8%
Coconino Center for the Arts	40	5.0%

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

Outdoor Recreation Activities

The third grouping of activities, Outdoor Recreation, includes among other outdoor activities visits to the Arizona Snowbowl ski resort, bird watching, hiking and snowplay activities. Flagstaff is well known as an outdoor recreation mecca, offering four-season outdoor recreation opportunities. Hiking or walking on trails around Flagstaff (56%) was the most popular activity, participated in by more than half the sample. Visiting Arizona Snowbowl, for winter snow sports or year-round hiking/viewing vistas, was the next most popular outdoor activity (30%). This was followed by visits to Flagstaff Extreme, a high altitude ropes course in the forest at Fort Tuthill County Park. Both Arizona Snowbowl and Flagstaff Extreme were sites at which surveys were collected. Bird watching or wildlife viewing (15%) was also popular followed by snowplay, presumably encompassing the official Wing Mountain snowplay area (10%). No other outdoor activity accounted for more than ten percent of respondents; mountain or road biking were popular with 5 percent of respondents, while golfing was popular with 4 percent of respondents, followed by rock climbing (4%), fishing in area lakes and boating canoeing or kayaking, 3 percent respectively, and finally visits to the Flagstaff Nordic Center (2%). See Table 20.

Table 20. Identify Outdoor Recreation attractions you visited in Flagstaff

	Count	Percent (%)
Hiking or walking trails	494	56.1%
Arizona Snowbowl	260	29.5%
Flagstaff Extreme	187	21.3%
Bird watching or wildlife viewing	133	15.1%
Snowplay	88	10.0%
Camping or RV stay	81	9.2%
Mountain or road biking	45	5.1%
Golfing	39	4.4%
Rock climbing	32	3.6%
Fishing area lakes	29	3.3%
Boating, canoeing, kayaking	26	3.0%
Flagstaff Nordic Center	15	1.7%

Does not add up to 100% because of multiple responses

Activities on Public Lands

The fourth grouping of activities, Public Lands, features visits to the publicly managed lands that are near Flagstaff, and includes national parks and monuments such as Grand Canyon National Park, the Coconino National Forest, and Fort Tuthill County Park.

Grand Canyon National Park (65%) was the most popular attraction in the Flagstaff Tourism survey, visited by about two-thirds of the sample. Dining out (72%) was higher among local venues visited, but dining out is an activity that most visitors have to do. The importance of the Grand Canyon National Park to the tourism industry and the Flagstaff economy cannot be underestimated. No other activity on public lands accounted for more than 25 percent of visitors. Visits to Sunset Crater Volcano and Walnut Canyon National Monuments were the next most popular at 25 percent of all visitors respectively. Next in importance were activities on the Coconino National Forest (24%) which surrounds Flagstaff, presumably hiking, biking, fishing and camping. Next in importance were visits to Wupatki National Monument (19%), Fort Tuthill County Park, and the Coconino County fairgrounds (14%). The findings for activities on public lands are presented in Table 21. Respondents were asked to write in any other activities they participated in; the top-most other activities are listed in Table 22.

Table 21. Identify Public Lands you visited around Flagstaff

	Count	Percent (%)
Grand Canyon National Park	598	65.4%
Sunset Crater Volcano National Monument	226	24.7%
Walnut Canyon National Monument	226	24.7%
Coconino National Forest-U.S. Forest Service lands	215	23.5%
Wupatki National Monument	170	18.6%
Any other (please define):	141	15.4%
Fort Tuthill County Park-Coconino County Fairgrounds	129	14.1%

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

Respondents could write in other activities and the top 12 of these are listed in Table 22. Visits to Meteor Crater National Landmark (10%) located east of Flagstaff between Winslow and Flagstaff was among the top of these other sites, followed by visits to nearby Sedona (9%), always a popular destination for visitors. Visits to Sedona were followed by trips to Bearizona (5%), a drive-thru wildlife preserve in Williams, west of Flagstaff on Interstate 40. No other activities accounted for more than two percent of responses. See Table 22; the complete list of other activities is in Appendix G.

Table 22. Other activities or attractions visited

	Count	Percent (%)
Meteor Crater	15	9.6%
Sedona	14	8.9%
Bearizona	7	4.5%
Antelope Canyon	3	1.9%
Walnut Canyon	2	1.3%
Twin Arrows Casino	2	1.3%
Train Watching	2	1.3%
Skiing	2	1.3%
Sedona Red Rocks Area	2	1.3%
Orpheum	2	1.3%
Montezuma	2	1.3%
Buffalo Park	2	1.3%
Top 12 Other Activities	55	35.3%

Please estimate your expenditures while in Flagstaff

Visitor spending is an important source of income for Flagstaff businesses. Many tourist activities are also subject to the BBB tax (lodging, restaurants & bars), which funds many City services, including tourism marketing, parks and recreation, public art, and others. When considering visitors to Flagstaff, the largest average per-party per-day expenditure was for lodging (\$154). Next in size were restaurant/food and beverages or groceries (\$95), closely followed by recreation/entertainment expenditures (\$90). Also at the top of the list were “other” expenditures (\$81). Shopping-souvenirs (\$69) was next, closely followed by transportation costs including gasoline (\$65). While lodging expenditures were the highest in average amounts, they were not the highest in the percentage of visitors who reported these expenditures – 84% of respondents said they had restaurant and grocery expenditures compared to 72 % who had lodging expenditures. Lodging was edged out in terms of participation by those who had transportation expenditures (76%), followed by shopping-souvenirs (60%), recreation/tour/entrance fees/permits (48%), and other expenditures (15%).

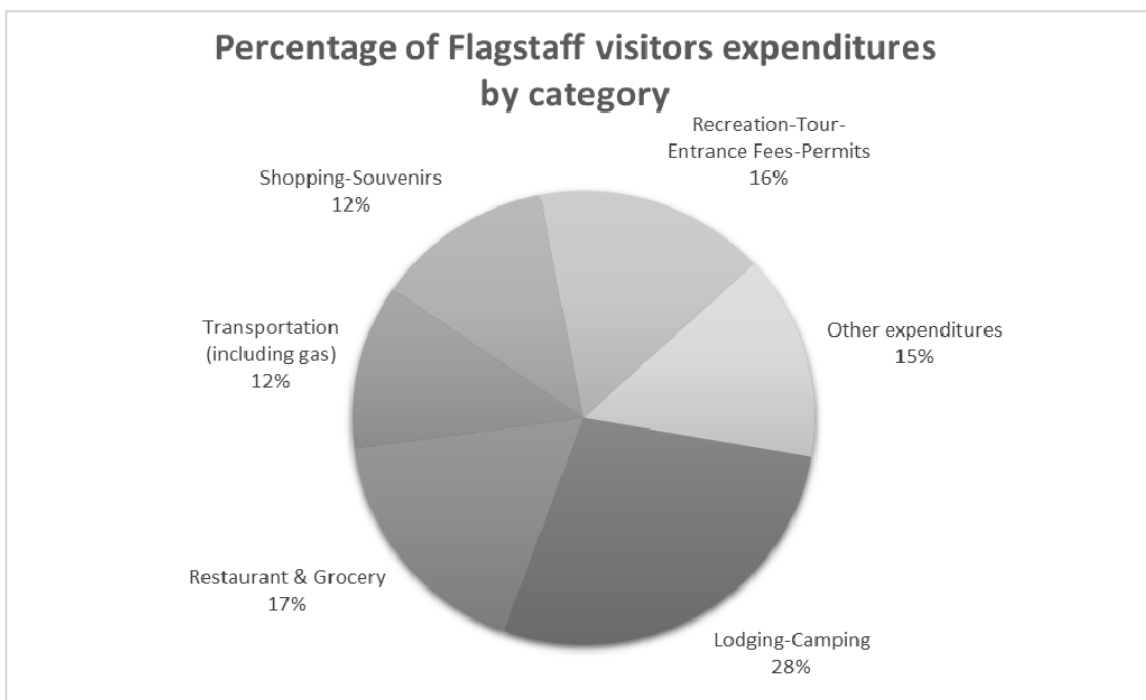
The few respondents who indicated they had “other” expenditures were asked to specify these; most were for gifts and entertainment, and the complete list is in Appendix H. Based on the weighted average of those with expenditures in each category, **the total average per-party per-day expenditure for visitors to the Flagstaff was \$553, the median was \$317.** See Table 23.

Table 23. Estimate the amount of money your travel party is spending per day at Flagstaff tourism businesses

	Mean	Median
Lodging-Camping	\$154	\$110
Restaurant & Grocery	\$95	\$68
Transportation (including gas)	\$65	\$50
Shopping-Souvenirs	\$69	\$50
Recreation-Tour-Entrance Fees-Permits	\$90	\$30
Other expenditures	\$81	\$9
Average expenditures	\$553	\$317

Based on the weighted average of visitor expenditures the largest percentage of the tourist dollar was spent on lodging (28%), followed by restaurant/food and beverage or groceries (17%) and recreation/entertainment/fees (16%) then by other expenditures (15%). Shopping-souvenirs and transportation including gas sales account for a further 12 percent respectively.

Figure 3: Percentage of visitor dollar spent in Flagstaff



The largest expenditure in Flagstaff was for lodging, where 72 percent of the sample had this expenditure. The largest number of visitors actually had expenditures for restaurant and grocery (84%), and transportation (76%). Lodging and camping (72%) were followed by recreation/tour-entrance fees (48%) and other expenditures (15%).

Among the 15% of visitors who reported “other” expenditures, the expenditures were mainly for sundries, tips, postcards and entertainment. See Table 24.

Table 24. Percentage of visitors with expenditures by category

	Percent with expenditures
Restaurant & Grocery	84%
Lodging-Camping	72%
Transportation (including gas)	76%
Shopping-Souvenirs	60%
Recreation-Tour-Entrance Fees-Permits	48%
Other expenditures	15%

Overall how satisfied are you with your visit to Flagstaff?

Visitors to Flagstaff were very satisfied overall with their visits to Flagstaff. The mean overall satisfaction score was 8.9 out of a possible 10. See Table 25.

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

	Low	3	4	5	6	7	8	9	High	Mean
Overall satisfaction with your experience in Flagstaff	0.0%	0.2%	0.4%	0.8%	1.9%	7.1%	22.4%	24.7%	42.6%	8.9

1 = Low

5 = Neither High nor Low

10 = High

Demographics

Age of visitors

The average age of visitors to Flagstaff was 52 years, with a median age of 54 years, both of which are older than the average age of Arizona visitors generally, which is 43.9 years (Source: Arizona Office of Tourism, *2013 Arizona Domestic Overnight Visitors by Region*, by Tourism Economics and Longwoods International). Table 26 illustrates the age of visitors by ranges, showing that two-fifths (40%) of the survey sample was 45 years of age or younger, with a solid 39 percent between 46 and 65 years. A clear minority (22%) was 66 years or older. See Table 26.

Table 26. Age ranges of Flagstaff visitors

	Count	Percent (%)
25 years and under	159	10.7%
26 - 35 years	192	12.9%
36 - 45 years	243	16.2%
46 - 55 years	274	18.4%
56 - 65 years	304	20.4%
66 - 75 years	265	17.7%
76 years and older	58	3.9%
Total	1,495	100.0%

Average visitor age in years = 52.1 years

Gender of visitors

Overall, there were more females in the sample (58%) than males (43%). See Table 27.

Table 27. Gender of visitors to Flagstaff

	Count	Percent (%)
Female	505	57.5%
Male	373	42.5%
Total	878	100.0%

Did any significant differences exist in visitors' age by gender? No significant differences were found; on average, males (average 54 years) were slightly older than females (average age 51 years). See Table 28.

Table 28. Average ages by gender of Flagstaff visitors

	Mean
Female	50.6 years
Male	53.6 years

Household Income

Visitors to Flagstaff had an average annual household income, derived from mid-points, of \$99,060, which is higher than the state average of \$67,000 for domestic visitors (Source: Arizona Office of Tourism, *2013 Arizona Domestic Overnight Visitors by Region*, Tourism Economics and Longwoods International). In fact, two of every five visitors (40%) had household incomes in excess of \$100,000 – an income level that would justify high-end resort properties and other luxury amenities. See Table 29.

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

	Count	Percent (%)
Less than \$40,000	195	13.9%
\$40,000 to \$59,999	223	15.9%
\$60,000 to \$79,999	210	14.9%
\$80,000 to \$99,999	211	15.0%
\$100,000 to \$119,999	155	11.0%
\$120,000 to \$139,999	94	6.7%
\$140,000 to \$159,999	81	5.8%
\$160,000 to \$179,999	60	4.3%
\$180,000 to \$199,999	38	2.7%
\$200,000 or higher	139	9.9%
Total	1406	100.0%

Average Household Income from mid-points \$99,060

Economic Impact of Tourism on Coconino County

Introduction

In the survey of visitors to Flagstaff respondents were asked to detail their regional expenditures in each of the following categories: lodging/camping, restaurant and grocery, transportation (including gas), shopping/souvenir 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 northern Arizona, and can be compared to the impacts of other 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 Contribution Methods

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

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

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

Direct, indirect, and induced effects of visitor expenditures were calculated for the Coconino County region. The direct effects of expenditures capture the amount of purchases made by participants in each industrial category. Commodity purchases contributing to direct effects need to be margined to effectively allocate economic impacts. For example, many commodities available in Coconino County were not necessarily manufactured within the county (e.g. gasoline, souvenirs, etc.). By margining commodities, producer and purchaser prices are separated. IMPLAN uses regional purchasing coefficients (RPCs) to estimate gross regional trade flows (gross exports and imports), and incorporates the RPCs into the allocation of direct effects attributable to the defined study area. A regional purchasing coefficient represents the proportion of the total demands for a given commodity that is supplied by the region to itself (IMPLAN Analysis Guide, 2013).

Indirect effects are a measure of economic activity in other industrial sectors that is spurred by the direct effects. For example, 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, 2013).

Regional Expenditure Results

For the economic analysis, each survey represents a travel party. Expenditure questions asked respondents to estimate their expenditures for the travel party, i.e., each survey comprised one group or party. To estimate the number of visitors to the Flagstaff area a population estimate was developed to use in expanding per-party expenditures to all potential visitors to the area. It is estimated that approximately 4,666,343 people visited the Flagstaff area in 2014-2015 (the period of the survey). This estimate is derived from attractions visitation (national and state parks), lodging supply (hotels and time share properties) as well as average occupancy and private attraction entrance numbers. This population estimate is likely to be an underestimate of visitation as it does not include traffic count data. The researchers, however, prefer to err on the side of conservative population estimates. As discussed previously only out-of-region visitors are included in this analysis. Therefore, only these 4,666,343 out-of-region visitors are included in the economic impact analysis.

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

Visitors to the Flagstaff area during the study period comprise both day visitors, those in the area for less than one day and those who are staying overnight, the median (statistical mid-point of the frequency distribution) length of stay in the Flagstaff area was 2.0 nights. The median length of stay was used to expand the per-day expenditures estimated in the survey. From the survey we know that day visitors comprise 25.3 percent of all Flagstaff visitors, this translates into 1,180,585 visitors, while overnight visitors account for 74.7 percent of the sample which translates to 3,485,758 visitors for a total of 4,666,343 visitors. Direct expenditures are estimated for both day visitors Table 30, and for overnight visitors Table 31. Expenditures for both overnight and day visitors are totaled in Table 32, and used as inputs to the I/O model, to calculate the economic impact analysis.

The median or the statistical mid-point of the frequency distribution is used to estimate expenditures in this analysis. The median yields a conservative estimate when compared to the mean or average, as the median is less influenced extreme values within the frequency distribution. The median per-person per-day direct expenditure estimates are included in Table 30, below. Per-party per-day expenditures are divided by the average party size for day visitors (4.5 persons), then the population estimate is derived by multiplying the percentage of visitors with expenditures in each category by the day visitor population estimate. Finally visitor population estimates are multiplied by per-person per-day expenditures, resulting in the direct expenditure.

Table 30. Estimate of regional expenditures by day visitors to Flagstaff

	Per-party per-day median expenditure	Per-person per-day median expenditure	Percentage with expenditures	Population estimate	Direct Expenditure
Day Trip					
Lodging-Camping	\$0	\$0	0.0%	0	\$0
Restaurant & Grocery	\$63	\$14	87.2%	1,029,872	\$14,327,000
Transportation (including gas)	\$62	\$14	80.1%	946,142	\$12,973,000
Shopping-Souvenirs	\$70	\$16	66.0%	778,684	\$12,165,000
Recreation-Tour-Entrance Fees-Permits	\$62	\$14	70.9%	837,294	\$11,536,000
Other expenditures	\$37	\$8	42.6%	502,376	\$4,142,000
Total	\$294	\$65			\$55,142,000

Using the same methods outlined above, with two exceptions. First per-party per-day expenditures are divided by the average party size for overnight visitors (3.0 persons) smaller than the size of day visitor parties (4.5 persons). Then per-person per-day median expenditures are multiplied by the median length of stay, 2 days in this case, so that all expenditures are captured. The population estimates and the percentage of the visitor population with expenditures is much higher than those found in the day visitor calculations. See Table 31.

Table 31. Estimate of regional expenditures by overnight visitors to Flagstaff

Overnight Trip	Per-party per-day median expenditure	Per-person per-day median expenditure	Per-person per-trip median expenditure	Percentage with expenditures	Population Estimate	Direct Expenditure
Lodging-Camping	\$100	\$33	\$67	47.6%	1,659,885	\$110,659,000
Restaurant & Grocery	\$75	\$38	\$75	79.4%	2,766,475	\$207,486,000
Transportation (including gas)	\$62	\$31	\$62	64.9%	2,263,479	\$140,788,000
Shopping-Souvenirs	\$58	\$29	\$58	43.3%	1,508,986	\$88,125,000
Recreation-Tour-Entrance Fees-Permits	\$74	\$37	\$74	31.7%	1,106,590	\$81,666,000
Other expenditures	\$67	\$34	\$67	7.2%	251,498	\$16,875,000
Total	\$437	\$202	\$403	45.3%	1,579,406	\$645,600,000

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

Table 32. Estimate of regional expenditures by all visitors to Flagstaff

	Day Trip	Overnight	Direct Expenditure
Lodging-Camping	\$0	\$110,659,000	\$110,659,000
Restaurant & Grocery	\$14,327,000	\$207,486,000	\$221,813,000
Transportation (including gas)	\$12,973,000	\$140,788,000	\$153,761,000
Shopping-Souvenirs	\$12,165,000	\$88,125,000	\$100,290,000
Recreation-Tour-Entrance Fees- Permits	\$11,536,000	\$81,666,000	\$93,202,000
Other expenditures	\$4,142,000	\$16,875,000	\$21,017,000
Total	\$55,142,000	\$645,600,000	\$700,742,000

Regional Economic Impact Analysis Results

The total number of out-of-region visitors to the Flagstaff area in the study period was 4,666,343 visitors. These visitors were responsible for some \$700.7 million of expenditures in Coconino County, AZ, with an average regional expenditure of \$150 per party. Expenditures recorded for each industrial category were entered into IMPLAN's impact analysis.

Table 33 shows the direct, indirect, and induced effects of regional expenditures made by non-local visitors. Type SAM multipliers are presented for each of the economic impact categories. Direct output in the model differs from direct spending in Table 32 because of leakage. 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, 2013).

Table 33. Impact and multipliers of \$700.7 million of regional expenditures by Flagstaff area visitors

Economic Impact	Direct Effects	Indirect Effects	Induced Effects	Type SAM Multipliers	Total
Total Output	\$458,691,000	\$49,916,000	\$66,514,000	1.254	\$575,121,000
Total Employment (FTE jobs)	5,763	687	862	1.269	7,311
Total Labor Income	\$159,983,000	\$20,138,000	\$3,758,000	1.149	\$183,879,000
State and Local	\$35,286,000	\$3,093,000	\$463,000		\$38,842,000
Federal	\$31,572,000	\$3,895,000	\$720,000		\$36,186,000

If regional expenditures are substantial, increased tax revenues will be generated. These tax revenues can also be substantial, particularly in tourism and service-oriented industries, where additional tax collections occur. As seen in Table 33, visitors to the Flagstaff area spurred an additional \$38.8 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 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 2014 visitors to the Flagstaff area injected significant output to regional businesses in the Flagstaff area and Coconino County. Approximately \$458 million of regional purchases were made by out-of-region visitors, contributing to a total economic contribution of \$575 million for Coconino County. This economic activity supported some 7,311 full-time equivalent (FTE) jobs. The regional economic impact of visitors to Flagstaff is substantial, and significantly contributes to the greater regional economy.

Appendix A: Survey Questionnaire

FLAGSTAFF VISITOR STUDY

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

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

1. How did you hear about Flagstaff? Mark all that apply.

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

2. Is Flagstaff the primary destination of your trip?

☐ Yes

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

3. Is this your first trip to Flagstaff?

☐ Yes

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

4. Indicate the primary purpose of your current visit to Flagstaff. Mark only one.

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

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

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

6. Is this trip to Flagstaff? ☐ A day trip only

☐ An overnight trip If staying overnight, how many nights:

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

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

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

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

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

Please tell us the number of people these expenses cover.

Lodging/camping

\$

Restaurant & grocery

\$

Transportation (incl gas)

\$

Shopping/souvenirs

\$

Recreation/Tour/
Entrance /Permit fees

\$

Other

\$

Define Other:

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

Local Venues:

- ☐ Attending a meeting
- ☐ Attending a special event (specify):
- ☐ Dining out
- ☐ Historic Downtown Flagstaff
- ☐ Nightlife
- ☐ North Pole Experience (NPX)
- ☐ Northern Arizona University
- ☐ Pepsi Amphitheater at Fort Tuthill
- ☐ Route 66 nostalgia
- ☐ Shopping
- ☐ Taking a guided tour

Outdoor Recreation:

- ☐ Arizona Snowbowl
- ☐ Bird watching or wildlife viewing
- ☐ Boating, canoeing, or kayaking
- ☐ Camping or RV stay
- ☐ Fishing area lakes
- ☐ Flagstaff Extreme
- ☐ Flagstaff Nordic Center
- ☐ Golfing
- ☐ Hiking or walking trails
- ☐ Mountain or road biking
- ☐ Rock climbing
- ☐ Snowplay

Arts/Culture/Science/History:

- ☐ Coconino Center for the Arts
- ☐ Lowell Observatory
- ☐ Museum of Northern Arizona
- ☐ Pioneer Museum
- ☐ Riordan Mansion State Park
- ☐ The Arboretum at Flagstaff
- ☐ Visiting art galleries

Public Lands:

- ☐ Fort Tuthill County Park/Coconino County Fairgrounds
- ☐ Coconino National Forest/U.S. Forest Service lands
- ☐ Grand Canyon National Park
- ☐ Sunset Crater Volcano National Monument
- ☐ Walnut Canyon National Monument
- ☐ Wupatki National Monument

☐ Any Other (define):

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.

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

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

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 Group
 Mark only one ☐ Family Only ☐ Nobody, traveling alone ☐ Business Associates

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

- ☐ Less than \$40,000 ☐ \$80,000 to \$99,999 ☐ \$140,000 to \$159,999 ☐ \$200,000 or higher
- ☐ \$40,000 to \$59,999 ☐ \$100,000 to \$119,999 ☐ \$160,000 to \$179,999
- ☐ \$60,000 to \$79,999 ☐ \$120,000 to \$139,999 ☐ \$180,000 to \$199,999

Thank You For Taking The Time To Complete The Survey.

0492521047

Appendix B: Other Ways You Heard About Flagstaff

How else did you hear about Flagstaff?	Count	Percent (%)
FRIENDS	11	3.2%
GROUPON	10	2.9%
MAP	8	2.4%
NAU	7	2.1%
SCHOOL	5	1.5%
LIVE IN AZ	5	1.5%
FAMILY	5	1.5%
WORK	4	1.2%
ROUTE 66	4	1.2%
GUIDE BOOK	4	1.2%
AAA	4	1.2%
SON AT NAU	3	0.9%
LIVE IN PHOENIX	3	0.9%
LIVE HERE	3	0.9%
HUSBAND	3	0.9%
DROVE BY	3	0.9%
VISITOR CENTER	2	0.6%
USED TO LIVE HERE	2	0.6%
TOURIST INFO	2	0.6%
TOUR GUIDE	2	0.6%
TIMESHARE	2	0.6%
PASSING THRU BEFORE & WANTED TO RETURN HERE.	2	0.6%
ON THE WAY TO CA	2	0.6%
ON ROUTE 66	2	0.6%
ON MAP	2	0.6%
NEW JOB	2	0.6%
LIVE IN PHX	2	0.6%
LIVE @ GRAND CANYON	2	0.6%
I LIVE HERE	2	0.6%
HOTEL BROCHURE	2	0.6%
GORE	2	0.6%
FT TUTHILL	2	0.6%

How else did you hear about Flagstaff?	Count	Percent (%)
FODORS & FAMILY	2	0.6%
FLYER	2	0.6%
FAMILY LIVES HERE	2	0.6%
FAMILY - SON	2	0.6%
DROVE PAST	2	0.6%
DRIVING THRU	2	0.6%
DRIVING BY	2	0.6%
DRIVING	2	0.6%
DAUGHTER-STUDENT, BROTHER-STUDENT EONS AGO	2	0.6%
CONFERENCE	2	0.6%
CHAMBER OF COMMERCE	2	0.6%
BROTHER	2	0.6%
BASIC GEOGRAPHY IN GRADE SCHOOL	2	0.6%
AUNT	2	0.6%
AAA GUIDE	2	0.6%
WYNDHAM	1	0.3%
WONDERFUL	1	0.3%
WON A RAFFLE	1	0.3%
WILDLAND TREKKING	1	0.3%
WIFE AT CONFERENCE	1	0.3%
WENT TO NAU	1	0.3%
WEDDING	1	0.3%
WE LIVE IN AZ	1	0.3%
WE HAVE DAUGHTER AT NAU	1	0.3%
WE COME FOR A TIMESHARE WEEK	1	0.3%
VOLKSSPORT WALK	1	0.3%
VOLCANIC AREA	1	0.3%
VISITOR GUIDE	1	0.3%
VISITOR CENTER	1	0.3%
VISITING FLAGSTAFF	1	0.3%
VISITING A FRIEND IN FLAGSTAFF	1	0.3%
TV	1	0.3%
TRUCK DRIVER	1	0.3%

How else did you hear about Flagstaff?	Count	Percent (%)
TRIP WHEN A KID	1	0.3%
TRAVELING THROUGH	1	0.3%
TRAVELING ROUTE 66	1	0.3%
TRAVELING AGENCY	1	0.3%
TRAVELING	1	0.3%
TRAVEL THROUGH FOR WORK	1	0.3%
TRAVEL GUIDE	1	0.3%
TRAVEL BOOKS	1	0.3%
TRAVEL BOOK	1	0.3%
TRAVEL AGENT	1	0.3%
TOURIST MAP GUIDE BOOK	1	0.3%
TOURIST GUIDE	1	0.3%
TIME SHARE IS HERE	1	0.3%
STUDY ABROAD	1	0.3%
STUDENT @ NAU	1	0.3%
STEM CLUB	1	0.3%
STAYING NEAR	1	0.3%
SPORTS TOURNAMENT	1	0.3%
SONG ROUTE 66	1	0.3%
SON GOES TO NAU	1	0.3%
SON AT NAU SHOWED US	1	0.3%
SON	1	0.3%
SISTER	1	0.3%
SEDONA	1	0.3%
SCHOOL HISTORY 50 YR. AGO	1	0.3%
SAW SIGN	1	0.3%
SAW IT ON THE MAP	1	0.3%
SAVETHEPEAKS.ORG	1	0.3%
ROUTE 66 PASSPORT	1	0.3%
ROUTE 66 GROUPS	1	0.3%
ROAD SIGNS IN FLAGSTAFF	1	0.3%
ROAD SIGN, COUPON-SEDONA BOOK	1	0.3%
ROAD SCHOLAR	1	0.3%

How else did you hear about Flagstaff?	Count	Percent (%)
RESIDENT OF PHOENIX	1	0.3%
RELOCATION	1	0.3%
RELATIVES LIVE IN FLAG - SON & DAUGHTER-IN-LAW	1	0.3%
RELATIVE VISITED	1	0.3%
RELATIVE LIVED HERE BRIEFLY	1	0.3%
RELATIVE AT NAU	1	0.3%
RELATIVE	1	0.3%
RECOMMENDATION FROM HIKING GUIDE	1	0.3%
READ ZANE GREY BOOKS	1	0.3%
RACK BROCHURE	1	0.3%
PRE-ARRANGED	1	0.3%
PCH WORK FRIEND	1	0.3%
PASSPORT ROUTE 66	1	0.3%
PASSING THRU	1	0.3%
PASSING THROUGH	1	0.3%
PASSED THROUGH ON VACATION	1	0.3%
PART OF TOUR	1	0.3%
ORIGINATION FOR A G. CANYON TOUR	1	0.3%
ON WAY BACK TO OREGON	1	0.3%
ON THE WAY TO GRAND CANYON	1	0.3%
ON THE WAY DURING LONGER TRIP	1	0.3%
ON THE MAP	1	0.3%
ON ROUTE TO DESTINATION	1	0.3%
ON ROUTE	1	0.3%
NPR	1	0.3%
NO	1	0.3%
NAU ALUM	1	0.3%
NATIVE	1	0.3%
NATIONAL PARK SERVICE	1	0.3%
MY UNIVERSITY	1	0.3%
MY PARENTS LIVED HERE YEARS AGO	1	0.3%
MY DAUGHTER WORKS HERE	1	0.3%
MOVED TO PEORIA	1	0.3%

How else did you hear about Flagstaff?	Count	Percent (%)
MOUNTAIN MAN TRIATHALON	1	0.3%
MOUNTAIN MAN E MAIL	1	0.3%
MOM/DAD	1	0.3%
MILITARY	1	0.3%
MEETING AT NORTHPOINT CHURCH	1	0.3%
LONLEY PLANET	1	0.3%
LONELY PLANET GUIDE	1	0.3%
LIVED/NAU	1	0.3%
LIVED IN VALLEY FOR 26 YRS	1	0.3%
LIVED IN AZ ALL MY LIFE	1	0.3%
LIVED AZ A NUMBER OF YRS	1	0.3%
LIVE NEARBY	1	0.3%
LIVE IN PRESCOTT	1	0.3%
LIVE IN CORNVILLE	1	0.3%
LIVE IN ARIZONA	1	0.3%
LITTLE AMERICA STAYED @ OTHER PROPERTIES	1	0.3%
KNOWN FOR YRS	1	0.3%
JUST STOPPED IN	1	0.3%
JUST KNEW IT WAS HERE	1	0.3%
JUST DROVE BY	1	0.3%
JOB POSTING	1	0.3%
JM MACSADA	1	0.3%
IT'S ON THE MAP	1	0.3%
INTERNET	1	0.3%
I LIVE IN UTAH	1	0.3%
I KNOW US GEOGRAPHY	1	0.3%
HOTWIRE	1	0.3%
HOTEL.COM	1	0.3%
HOTEL-EMBASSY SUITES	1	0.3%
HOTEL	1	0.3%
HISTORY BOOKS	1	0.3%
HIGH SCHOOL	1	0.3%
HERE ON BUSINESS	1	0.3%

How else did you hear about Flagstaff?	Count	Percent (%)
HERE FOR WORK	1	0.3%
HAVE BUSINESS HERE	1	0.3%
HAVE BEEN HERE BEFORE	1	0.3%
GUIDEBOOK	1	0.3%
GUIDE SERVICE GRAND CLASSROOM	1	0.3%
GUIDE	1	0.3%
GREYHOUND	1	0.3%
GREW UP IN PHX - NOW LIVE IN ALBUQUERQUE	1	0.3%
GREW UP HERE	1	0.3%
GRAND CANYON	1	0.3%
GOVT CONTRACT	1	0.3%
GOOGLE SEARCH	1	0.3%
GOOGLE MAPS	1	0.3%
GOOGLE MAP	1	0.3%
GOOGLE	1	0.3%
GEOGRAPHY	1	0.3%
FROM SOUTHWEST KNOW ABOUT FLAGSTAFF	1	0.3%
FROM READING	1	0.3%
FRIEND WHO LIVES HERE	1	0.3%
FRIEND RECOMMEND	1	0.3%
FRIEND LIVES HERE	1	0.3%
FORMER RESIDENTS	1	0.3%
FORMER AZ RESIDENT	1	0.3%
FODOR'S	1	0.3%
FODORS AZ GUIDEBOOK	1	0.3%
FLAGSTAFF WELCOME CENTER	1	0.3%
FEW YEARS AGO	1	0.3%
FATHER IS A HUGE RT 66 FAN	1	0.3%
FAMOUS FOR THE 66 ROUTE	1	0.3%
DROVE THRU ON WAY TO LA	1	0.3%
DROVE THROUGH	1	0.3%
DROVE BY ON THE WAY TO SNOWBOWL	1	0.3%
DRIVING BY AND THROUGH INSTRUCTOR NAN PETERSON	1	0.3%

How else did you hear about Flagstaff?	Count	Percent (%)
DRIVE-BY	1	0.3%
DRIVE THRU	1	0.3%
DRIVE THROUGH	1	0.3%
DAUGHTER LEARNED ABOUT IT IN SCHOOL	1	0.3%
DAUGHTER AT NAU	1	0.3%
DAD	1	0.3%
CROMER SCHOOL	1	0.3%
COTTONWOOD - LIVE NEARBY	1	0.3%
CONVENIENT STOPPING PLACE	1	0.3%
CONFERENCE MATERIALS	1	0.3%
CONDO ASSN.	1	0.3%
COLLEGE TOUR	1	0.3%
CLOSE TO GRAND CANYON	1	0.3%
CLIENT	1	0.3%
CLASS	1	0.3%
CARS ROUTE 66 SONG	1	0.3%
CARD MEMBER; DROVE BY	1	0.3%
CANADIAN TOUR	1	0.3%
CAME BEFORE	1	0.3%
BROUGHT FRIEND FROM EUROPE TO THIS AREA	1	0.3%
BROTHER LIVES IN FLAG	1	0.3%
BROTHER FRED BEGAY JR	1	0.3%
BROCHURZ	1	0.3%
BRINGING CHILD TO SEE NAU	1	0.3%
BOOKS	1	0.3%
BOOKING	1	0.3%
BOOK!	1	0.3%
BOOK LONELY PLANET	1	0.3%
BECAUSE OF NAU	1	0.3%
BEARIZONA	1	0.3%
AZ TRAVEL BUREAU	1	0.3%
ARIZONA RESIDENT 50 YEARS	1	0.3%
ARIZONA NATIVE	1	0.3%

How else did you hear about Flagstaff?	Count	Percent (%)
ARCHEOLOGY MAGAZINES	1	0.3%
ALWAYS WANTED TO VISIT	1	0.3%
ALSO LIVED HERE-HUBBY THROUGH HERE BACK IN 50'S & 60'S	1	0.3%
AGENT (UK)	1	0.3%
ACCESS TO GRAND CANYON	1	0.3%
AAA TRAVEL BOOK	1	0.3%
AAA GUIDEBOOK	1	0.3%
AAA BOOK	1	0.3%
A WELL KNOWN TOWN	1	0.3%
1ST GRADE TEACHER	1	0.3%
Total	340	100.0%

Appendix C: Business sector/meeting name

Business sector/meeting name	Count	Percent (%)
FLAGSTAFF EXTREME	9	3.5%
THE NORTH POLE EXPERIENCE	5	1.9%
GRAND CANYON	4	1.5%
SKIING	4	1.5%
SNOWBOARD	4	1.5%
LIVE HERE	3	1.2%
MOUNTAIN MAN TRIATHALON	3	1.2%
NAU	3	1.2%
VISIT FAMILY	3	1.2%
COLLEGE TOUR	2	0.8%
DOCTOR APPTS.	2	0.8%
EXCHANGE STUDENT AT NAU	2	0.8%
FAMILY REUNION	2	0.8%
GRADUATION NAU	2	0.8%
HALLOWEEN	2	0.8%
LOWELL OBSERVATORY	2	0.8%
MNA	2	0.8%
N-NURSE SYMPOSIUM	2	0.8%
NAU GRADUATION	2	0.8%
NAU VISIT	2	0.8%
PART OF THE TRIP TO PUERTO VALLARTA MX	2	0.8%
PART TIME WORK HERE-RABBI	2	0.8%
SCHOOL TRIP	2	0.8%
SON AT NAU	2	0.8%
STAY AT OUR CABIN IN WILLIAMS	2	0.8%
TEACHING	2	0.8%
TO SEE SHONTO BEGAY EXHIBIT	2	0.8%
TO SEE THIS MUSEUM	2	0.8%
VISIT BOYFRIEND	2	0.8%
VISIT NAU	2	0.8%
VISIT WITH FAMILY	2	0.8%
VISITING DAUGHTER	2	0.8%

Business sector/meeting name	Count	Percent (%)
VISITING DAUGHTER AT NAU	2	0.8%
VISITING FAMILY	2	0.8%
WEDDING	2	0.8%
WL GORE	2	0.8%
50TH REUNION OF GRADUATION	1	0.4%
ADEQ SEMINAR	1	0.4%
ADOT MEETING IN HOLBROOK	1	0.4%
ARSA (Arizona Rural Schools Assn.)	1	0.4%
ASRA	1	0.4%
AZ COTTON ASSOC	1	0.4%
BEEN HERE 50 YEARS AGO	1	0.4%
BIRTHDAY GETAWAY	1	0.4%
BIRTHDAY!!!	1	0.4%
BNSF RAILWAY ENVIRONMENTAL	1	0.4%
BRINGING FAMILY FROM OUT OF TOWN	1	0.4%
BUDGET FOUNDATION	1	0.4%
BUSINESS	1	0.4%
BUSINESS CONFERENCE	1	0.4%
CAME FOR BEST WESTERN	1	0.4%
CAME TO SEE MUSEUM	1	0.4%
CAME TO VISIT MUSEUM	1	0.4%
CHECKING FOR POSSIBLE RETIREMENT	1	0.4%
CHRISTMAS ACTIVITIES	1	0.4%
CLASSIC CARS BY RENUCCI LLC	1	0.4%
COLLEGE	1	0.4%
COLLEGE TOUR NAU	1	0.4%
COLTON HOUSE:AZ DEATH PENALTY ALTERNATIVES	1	0.4%
COM	1	0.4%
COME TO THE MUSEUM	1	0.4%
COMPASS GROUP OF NA	1	0.4%
CURRENT SITES	1	0.4%
DAUGHTER'S NAU GRADUATION	1	0.4%
DINNER & TOURING	1	0.4%

Business sector/meeting name	Count	Percent (%)
DO A VOLKSWALK	1	0.4%
EDUCATION	1	0.4%
EDUCATIONAL TRIP: GRAND CANYON, METEOR CRATER, LOWELL OBSERVATORY	1	0.4%
EDUCATOR	1	0.4%
ENGINEERING	1	0.4%
ENJOY LEARNING EXPERIENCES	1	0.4%
ETHNOLOGY + NATURE	1	0.4%
FAMILY	1	0.4%
FAMILY HERE	1	0.4%
FAMILY HERE FROM OUT OF TOWN	1	0.4%
FAMILY IN PHX	1	0.4%
FAMILY LIVES HERE	1	0.4%
FAMILY MEMBER HAVING SURGERY	1	0.4%
FLAG EXTREME	1	0.4%
FLAG XTREME COURSE	1	0.4%
FLAG ZIPLINING	1	0.4%
FLAGSTAFF EXTREME ADVENTURE	1	0.4%
FLAGSTAFF X	1	0.4%
FLG X	1	0.4%
FLGX	1	0.4%
FMC	1	0.4%
FRIEND'S 60TH BDAY	1	0.4%
GET OUT OF 108 DEGREE WEATHER	1	0.4%
GIFT	1	0.4%
GRADUATION	1	0.4%
GRAND CANYON BACKPACK	1	0.4%
GRAND CANYON RAFTING	1	0.4%
GRAND CANYON TOUR	1	0.4%
GRAND CANYON TOUR BEGINS HERE	1	0.4%
GREYHOUND BUS STOP	1	0.4%
GROCERY SHOPPING	1	0.4%
HAVING A REST	1	0.4%

Business sector/meeting name	Count	Percent (%)
HEALTH CARE	1	0.4%
HERE FOR FIRST TIME-READ ABOUT MUSEUM OF N. ARIZONA	1	0.4%
HIKE GRAND CANYON	1	0.4%
HIKING	1	0.4%
HORSE SHOW	1	0.4%
I JUST MOVED BACK HERE!	1	0.4%
ICOTS 9	1	0.4%
IN EXHIBIT NIGHT VISIONS AT COCONINO	1	0.4%
INAUGURAL LEADERSHIP CONFERENCE DBOSBA	1	0.4%
INTERVIEW GORE	1	0.4%
IRVING	1	0.4%
JOB INTERVIEW	1	0.4%
KIDS IN COLLEGE	1	0.4%
LOWELL OBS	1	0.4%
MEDICAL	1	0.4%
MEDICAL RESEARCH	1	0.4%
MEETING AT NORTHPOINT CANYON	1	0.4%
MEETING WITH CHURCH GROUP	1	0.4%
METEOR CRATER, LOWELL OBSERVATORY	1	0.4%
MNA-RIPARIAN MEETING	1	0.4%
MT BIKING	1	0.4%
MUSEUM	1	0.4%
MUSEUM OF NORTHERN AZ	1	0.4%
MUSEUMS	1	0.4%
MY BIRTHDAY!	1	0.4%
N AZ UNIVERSITY	1	0.4%
NAU ORIENTATION	1	0.4%
NAU STUDENT	1	0.4%
NAU TOUR	1	0.4%
NAU-ALUM ANNIVERSARY 50 YR	1	0.4%
NAVAJO NATION	1	0.4%
NEICE-PROFESSOR @ NAU	1	0.4%

Business sector/meeting name	Count	Percent (%)
NEW JOB IN FLAGSTAFF	1	0.4%
OUR GRAND DAUGHTER GRADUATED FROM COLLEGE HERE	1	0.4%
OVERLAND EXPO	1	0.4%
PASSING THROUGH, VISITING FRIEND, SEEING SIGHTS	1	0.4%
PIVOT POINT FOR SITES OF INTEREST	1	0.4%
PRESENTATION AT NAU	1	0.4%
PRIVATE	1	0.4%
RIDES!!	1	0.4%
ROAD SCHOLAR PROGRAM	1	0.4%
ROUTE 66	1	0.4%
SCENIC LIFT	1	0.4%
SCHOOL	1	0.4%
SCHOOL NAU	1	0.4%
SCHOOLS	1	0.4%
SEE GRAND CANYON	1	0.4%
SEE LOWELL OBSERVATORY	1	0.4%
SETTING UP CHILD @ NAU	1	0.4%
SHONTO PREP BOARD CONFERENCES	1	0.4%
SNOWBOWL	1	0.4%
SNOWBOWL SCENIC LIFT	1	0.4%
SOCCER CAMP	1	0.4%
SON & FAMILY LIVE HERE	1	0.4%
SON AT COLLEGE	1	0.4%
SON ATTENDING NAU!!	1	0.4%
SON GRADUATION FROM COLLEGE	1	0.4%
SON IN COLLEGE	1	0.4%
STARTING POINT TO ROAD SCHOLAR TRIP TO CHACO CAN. & CANYON DE CHELLY	1	0.4%
STATE EMPLOYEE DES	1	0.4%
STAYING 2 NIGHTS	1	0.4%
STUDY-NAU	1	0.4%
SUNSET CRATER	1	0.4%
SURGICAL PROCEDURE	1	0.4%

Business sector/meeting name	Count	Percent (%)
TAKING A CROSSFIT COURSE	1	0.4%
THE COURSE (XTREME)	1	0.4%
THE EXTREME	1	0.4%
THIS COURSE	1	0.4%
THIS COURSE (FLAG XTREME)	1	0.4%
TIME SHARE HERE	1	0.4%
TO COME TO THE MUSEUM	1	0.4%
TO GET AWAY FROM TUCSON	1	0.4%
TO SEE ANTIONETTE BEISER	1	0.4%
TO SEE BIRDS	1	0.4%
TO VISIT MY LIZ & OBSERVE HER PRESENTATION	1	0.4%
TO VISIT THE OBSERVATORY, OF COURSE!	1	0.4%
TOUR	1	0.4%
TRANS WESTERN ENERGY TRANSFER	1	0.4%
TRANSWESTERN	1	0.4%
TRAVELLING ROUTE 66	1	0.4%
TREKKING IN THE CANYON	1	0.4%
UNIVERSITY	1	0.4%
UNIVERSITY TRIP	1	0.4%
VACATION	1	0.4%
VALENTINES DAY	1	0.4%
VOLUNTEERING - ACE	1	0.4%
VISIT DAUGHTER AT NAU	1	0.4%
VISIT FLAG EXTREME	1	0.4%
VISIT LOWELL	1	0.4%
VISIT MY DAUGHTER	1	0.4%
VISIT OBSERVATORY	1	0.4%
VISIT ROPES COURSE	1	0.4%
VISIT SINAGUA SITES	1	0.4%
VISIT SON	1	0.4%
VISITING FRIEND	1	0.4%
VISITING NAU	1	0.4%
VISITING NAU STUDENT	1	0.4%

Business sector/meeting name	Count	Percent (%)
VISITING RELATIVE	1	0.4%
VISITING SCHOLAR	1	0.4%
VISITING SIGNIFICANT OTHER	1	0.4%
VISITING SUNSET CRATER, WUPATKI NM, MUSEUM OF NORTHERN ARIZONA	1	0.4%
VOLUNTEERING ON REZ	1	0.4%
WALNUT CANYON	1	0.4%
WIDOWS MITE	1	0.4%
WINTER CONFERENCE	1	0.4%
WORK	1	0.4%
WRITING A BOOK	1	0.4%
Total	260	100.0%

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

If Flagstaff was not your destination, what location is the primary destination of your trip?	Count	Percent (%)
GRAND CANYON NATIONAL PARK	155	21.6%
SEDONA	81	11.3%
PHOENIX	26	3.6%
LAS VEGAS, NV	21	2.9%
CALIFORNIA	17	2.4%
LOS ANGELES, CA	11	1.5%
TUCSON	10	1.4%
SAN FRANCISCO, CA	9	1.3%
SCOTTSDALE	7	1.0%
SANTA FE, NM	7	1.0%
SAN DIEGO, CA	5	0.7%
GRAND CANYON/SEDONA	5	0.7%
WILLIAMS	4	0.6%
PRESCOTT	4	0.6%
NEW MEXICO	4	0.6%
TWIN ARROWS CASINO RESORT	3	0.4%
TEXAS	3	0.4%
ST LOUIS, MO	3	0.4%
SEDONA, GRAND CANYON	3	0.4%
ROAD TRIP	3	0.4%
MUNDS PARK	3	0.4%
MONUMENT VALLEY	3	0.4%
DURANGO, CO	3	0.4%
COLORADO	3	0.4%
CASA GRANDE	3	0.4%
ALBUQUERQUE, NM	3	0.4%
VISITING FRIENDS IN SCOTTSDALE	2	0.3%
UTAH NATIONAL PARKS	2	0.3%
TUBA CITY	2	0.3%
TELLURIDE, CO	2	0.3%
SOUTHWEST NATIONAL PARKS	2	0.3%
SEDONA/GRAND CANYON	2	0.3%

If Flagstaff was not your destination, what location is the primary destination of your trip?	Count	Percent (%)
SEDONA, PAGOSA SPRINGS, TAOS	2	0.3%
RT 66	2	0.3%
ROUTE 66	2	0.3%
PUERTO VALLARTA MX	2	0.3%
PASSING THROUGH	2	0.3%
PAGE	2	0.3%
OAK CREEK	2	0.3%
NEW ORLEANS	2	0.3%
NAVAJO NATIONAL MONUMENT	2	0.3%
NATIONAL PARKS	2	0.3%
LAKE POWELL	2	0.3%
KAYENTA	2	0.3%
HOME	2	0.3%
GRAND CANYON, SEDONA	2	0.3%
GRAND CANYON & SEDONA	2	0.3%
GRADUATION	2	0.3%
GILBERT	2	0.3%
CHARLOTTE, NC	2	0.3%
CABIN	2	0.3%
BEARIZONA	2	0.3%
ARIZONA IN GENERAL	2	0.3%
ARIZONA	2	0.3%
ZION NATIONAL PARK	1	0.1%
YUMA	1	0.1%
YORBA LINDA, CA	1	0.1%
WYOMING	1	0.1%
WORLDWIDE TRIP	1	0.1%
WINSLOW	1	0.1%
WILLIAMS/SEDONA	1	0.1%
WILLIAMS & FLAGSTAFF	1	0.1%
WIGWAM RESORT, PHOENIX AREA	1	0.1%
WICKENBURG	1	0.1%
WESTERN TOUR	1	0.1%

If Flagstaff was not your destination, what location is the primary destination of your trip?	Count	Percent (%)
WEST COAST	1	0.1%
WE LIVE HERE	1	0.1%
WE BASE IN FLAGSTAFF THE(N)TRAVEL AROUND	1	0.1%
WARM WEATHER	1	0.1%
WANDERING	1	0.1%
VARIOUS CO, NM, AZ	1	0.1%
VARIOUS	1	0.1%
VAIL, CO	1	0.1%
UTAH NATIONAL PARKS/MOAB	1	0.1%
UTAH	1	0.1%
USED FLAGSTAFF AS HOMEBASE BEFORE MOVING ON TO PAGE AZ	1	0.1%
USA ROADTRIP	1	0.1%
TUCSON, SEDONA	1	0.1%
TUCSON W/A LITTLE SEDONA AND PHX MIXED IN	1	0.1%
TRUCK DRIVER	1	0.1%
TRAVELLING THROUGH NV, AZ, UT, CA	1	0.1%
TRAVELLING THROUGH N. AMERICA	1	0.1%
TRAVELING ROUTE 66	1	0.1%
TRAVELING ROUND USA	1	0.1%
TRAVELING AROUND GRAND CANYON	1	0.1%
TRAVELING AROUND COUNTRY FOR A YEAR!	1	0.1%
TRAVELING ALL AROUND THE WEST	1	0.1%
TOURING THE WHOLE COUNTRY	1	0.1%
TOURING FROM AUSTRALIA	1	0.1%
TOURING AZ	1	0.1%
TOURING AROUND 2 WKS/1 WEEK IN SEDONA	1	0.1%
TOUR OF SW NATIONAL PARKS	1	0.1%
TOUR OF CALIFORNIA & ARIZONA	1	0.1%
TOUR OF ARIZONA >> FLYING IN AND OUT OF PHOENIX	1	0.1%
TO BE DETERMINED	1	0.1%
THERE IS NO PRIMARY DESTINATION	1	0.1%
THE WHOLE OF THE USA	1	0.1%

If Flagstaff was not your destination, what location is the primary destination of your trip?	Count	Percent (%)
SW ROAD TRIP	1	0.1%
SW NATIVE AM. SITES GENERALLY	1	0.1%
STAYING ON A TOUR OF A NUMBER OF PLACES	1	0.1%
ST GEORGE, UT	1	0.1%
SOUTHERN UTAH	1	0.1%
SNOWFLAKE	1	0.1%
SHOW LOW	1	0.1%
SEVERAL IN OREGON & WASHINGTON	1	0.1%
SEVERAL	1	0.1%
SEDONA/SANTA FE	1	0.1%
SEDONA, JEROME, FLAGSTAFF	1	0.1%
SEDONA, GRAND CANYON, SCOTTSDALE	1	0.1%
SEDONA, GOODYEAR	1	0.1%
SEDONA AREA	1	0.1%
SEDONA AND PHOENIX	1	0.1%
SEDONA AND GRAND CANYON	1	0.1%
SEDONA & GRAND CANYON	1	0.1%
SEDONA - ALBERTA	1	0.1%
SCOTTSDALE CONFERENCE/GRAND CANYON	1	0.1%
SCOTTSDALE AND TUCSON	1	0.1%
SARATOGA SPRINGS UT-MESA AZ & BACK	1	0.1%
SANTE FE NM	1	0.1%
SANTA MONICA PIER	1	0.1%
SANTA MONICA	1	0.1%
SANTA BARBARA-ALBUQUERQUE	1	0.1%
SAN PEDRO, CA	1	0.1%
SALES TRIP TO SANTA FE	1	0.1%
SALES	1	0.1%
SACRAMENTO	1	0.1%
SACRAMENTO CA	1	0.1%
ROUTE 66 TO ST LOUIS	1	0.1%
ROUTE 66 ROAD TRIP	1	0.1%
ROUTE 66 OATMAN	1	0.1%

If Flagstaff was not your destination, what location is the primary destination of your trip?	Count	Percent (%)
ROUTE 66 & GRAND CANYON	1	0.1%
ROUND TRIP WEST USA	1	0.1%
ROUND TRIP PHOENIX GRAND CANYON AND BACK	1	0.1%
ROUND TRIP	1	0.1%
ROAD TRIP FROM CA TO NY	1	0.1%
ROAD TRIP SOUTH WEST	1	0.1%
ROAD TRIP LOS ANGELES TO CHICAGO	1	0.1%
ROAD TRIP IN THE WEST	1	0.1%
ROAD TRIP FROM PHOENIX TO SOUTHERN UTAH AND BACK TO PHOENIX, THROUGH FLAGSTAFF	1	0.1%
ROAD TRIP FROM COAST TO COAST	1	0.1%
ROAD TRIP AROUND GRAND CANYON	1	0.1%
ROAD TRIP ARIZONA	1	0.1%
ROAD TRIP ALL OVER	1	0.1%
ROAD TRIP (NEVADA, ARIZONA, UTAH, COLORADO, NEW MEXICO)	1	0.1%
PRIMARY	1	0.1%
PRESCOTT VALLEY	1	0.1%
PRESCOTT AND FLAGSTAFF	1	0.1%
POCATELLO ID	1	0.1%
PINE	1	0.1%
PHX>SCOTTSDALE>SEDONA>FLAGSTAFF>KINGMAN>LAS VEGAS	1	0.1%
PHOENIX/SEDONA	1	0.1%
PHOENIX/SCOTTSDALE	1	0.1%
PHOENIX/GRAND CANYON	1	0.1%
PHOENIX, SEDONA	1	0.1%
PHOENIX, GRAND CANYON & FLAGSTAFF	1	0.1%
PHOENIX, FLAGSTAFF, GRAND CANYON	1	0.1%
PHOENIX, SAN ANTONIO, EL PASO, AUSTIN FROM LAKE HAVASU CITY	1	0.1%
PAYSON	1	0.1%
PART OF GENERAL TOUR	1	0.1%
PART OF A ROAD TRIP	1	0.1%
PARIA CANYON	1	0.1%

If Flagstaff was not your destination, what location is the primary destination of your trip?	Count	Percent (%)
PAINTED DESSERT	1	0.1%
PAGOSA SPRINGS CO	1	0.1%
PAGOSA SPRINGS	1	0.1%
ORLANDO, FA	1	0.1%
ONE STOP-OFF POINT ON A SIX-WEEK CROSS COUNTRY TRIP	1	0.1%
ONE OF SEVERAL STOPS BUT MUSEUM OF N. AZ WAS 1 OF 2 MUST-GET-TO'S THIS TRIP	1	0.1%
ON WAY TO ALBUQUERQUE	1	0.1%
ON VACATION	1	0.1%
OKLAHOMA, OK	1	0.1%
OKLAHOMA CITY, OK	1	0.1%
NORTHERN CALIFORNIA	1	0.1%
NORTH EAST ARIZONA RESERVATIONS	1	0.1%
NORTH RIM GRAND CANYON	1	0.1%
NONE-JUST TOURING AROUND NO. ARIZONA & SO. UTAH	1	0.1%
NEW YORK TO SAN FRANCISCO	1	0.1%
NEW YORK CITY, NY	1	0.1%
NEW YORK AFTER CHICAGO	1	0.1%
NEW YORK	1	0.1%
NAU SCHOOL	1	0.1%
NATIVE AMERICAN SITES	1	0.1%
N/A-5 WEEK TRIP ACROSS W. USA	1	0.1%
MULTI DESTINATION TRIP LAS VEGAS WASHINGTON DC	1	0.1%
MULTIPLE SITES IN AZ WORK	1	0.1%
MULTIPLE COLLEGE VISITS IN CA AND AZ	1	0.1%
MULTI LOCATION VACATION	1	0.1%
MULTI CROSS COUNTRY DESTINATIONS	1	0.1%
MOVED HERE IN OCT 2013	1	0.1%
MORMON LAKE	1	0.1%
MESQUITE NY	1	0.1%
MESA	1	0.1%
MARSHALLTOWN IA	1	0.1%
MANY STOPS	1	0.1%

If Flagstaff was not your destination, what location is the primary destination of your trip?	Count	Percent (%)
MANY PLACES IN SW	1	0.1%
LOS ANGELES FOR A HIGH SCHOOL REUNION	1	0.1%
LOOP AROUND U.S.	1	0.1%
LIVE IN PRESCOTT	1	0.1%
LIVE IN	1	0.1%
LEXINGTON	1	0.1%
LEWISBURG PA	1	0.1%
LEMORE, CA	1	0.1%
LAVA CAVES	1	0.1%
LAUGHLIN, GRAND CANYON	1	0.1%
LAUGHLIN THEN LAS VEGAS	1	0.1%
LAS VEGAS, GRAND CANYON-NORTH AND SOUTH, AND SEDONA TOO	1	0.1%
LAS VEGAS, GRAND CANYON	1	0.1%
LAS VEGAS-PHOENIX	1	0.1%
LAS VEGAS TO KENTUCKY AND BACK	1	0.1%
LAS VEGAS FOR CONVENTION	1	0.1%
LAS VEGAS FOR A CONVENTION	1	0.1%
LAS VEGAS (ROAD TRIP)	1	0.1%
LAS VEGAS (CONFERENCE)	1	0.1%
LAKE ELISNORE & TEMECULA CALIFORNIA	1	0.1%
LAGUNA BEACH, CA	1	0.1%
LA QUINTA CA	1	0.1%
LA > TO CHICAGO (ROUTE 66)	1	0.1%
KINGMAN	1	0.1%
KENTUCKY	1	0.1%
KELLER, TX	1	0.1%
KANSAS CITY, MO	1	0.1%
KAIBAB LAKES CG	1	0.1%
JUST TRAVELING	1	0.1%
JUST OUT	1	0.1%
JEROME	1	0.1%
ITS AMONGST 4 PLACES "TO-DO"	1	0.1%

If Flagstaff was not your destination, what location is the primary destination of your trip?	Count	Percent (%)
ITS A TRIP AROUND THE US	1	0.1%
IRVINE, CA	1	0.1%
IOWA	1	0.1%
INDIANA	1	0.1%
IDAHO FROM TUCSON	1	0.1%
IDAHO	1	0.1%
HONOLULU HI	1	0.1%
HOLBROOK	1	0.1%
HIKING ARIZONA TRAIL	1	0.1%
HERE!	1	0.1%
HAWTHORNE, CA	1	0.1%
HAVASUPAI	1	0.1%
GREEN VALLEY	1	0.1%
GRANTS, NM	1	0.1%
GRAND TETONS, WY	1	0.1%
GRAND JUNCTION COLORADO	1	0.1%
GRAND CANYON/WILLIAMS	1	0.1%
GRAND CANYON, SEDONA, JEROME	1	0.1%
GRAND CANYON, BRYCE, ZION, LAS VEAGS, RT 66	1	0.1%
GRAND CANYON, BRYCE, ZION, ARCHES	1	0.1%
GRAND CANYON-MONUMENT VALLEY	1	0.1%
GRAND CANYON VEGAS	1	0.1%
GRAND CANYON SEDONA	1	0.1%
GRAND CANYON PHOENIX	1	0.1%
GRAND CANYON PAINTED DESERT & PETRIFIED FOREST	1	0.1%
GRAND CANYON LAUGHLIN	1	0.1%
GRAND CANYON LAKE HAVASU	1	0.1%
GRAND CANYON FLOAT	1	0.1%
GRAND CANYON CHACO SANTA FE	1	0.1%
GRAND CANYON BACKPACK	1	0.1%
GRAND CANYON 21 DAY FLOAT	1	0.1%
GRAND C. & FLAGSTAFF	1	0.1%
GOING NORTH TO BISMARCK	1	0.1%

If Flagstaff was not your destination, what location is the primary destination of your trip?	Count	Percent (%)
GLENDAL CA	1	0.1%
GEOLOGY	1	0.1%
GENERAL AZ AND EASTERN CA DESERT	1	0.1%
GRAND CANYON - MONUMENT VALLEY	1	0.1%
FRIENDS IN PHOENIX	1	0.1%
FRESNO, CA	1	0.1%
FORT IRWIN, CA	1	0.1%
FLY DRIVE	1	0.1%
FLORIDA	1	0.1%
FLAGSTAFF-TUCSON	1	0.1%
FLAGSTAFF EXTREME	1	0.1%
ESTES PARK, CO	1	0.1%
DULUTH, MN	1	0.1%
DRIVING THRU STATE	1	0.1%
DOING A TOUR	1	0.1%
DENVER, PHOENIX, SILVERTHORNE CO	1	0.1%
DALLAS, TX	1	0.1%
CORTEZ, CO	1	0.1%
COMING FROM THE GRAND CANYON	1	0.1%
COLORADO SPRINGS COLORADO	1	0.1%
COLORADO RIVER	1	0.1%
CHIMAYO, NM	1	0.1%
CAVE CREEK	1	0.1%
CARLSBAD CAVERNS	1	0.1%
CAREFREE	1	0.1%
CANYON DE CHELLY	1	0.1%
CANYON COLORADO	1	0.1%
CANADA	1	0.1%
CAMPING BY MORMON LAKE	1	0.1%
CAMPING	1	0.1%
BUT ALSO GOING TO DURANGO. BOTH ARE OUR EQUAL DESTINATIONS!	1	0.1%
BREMETON, WA	1	0.1%

If Flagstaff was not your destination, what location is the primary destination of your trip?	Count	Percent (%)
BORREGO SPRINGS, CA	1	0.1%
BISBEE	1	0.1%
BEGIN GR	1	0.1%
BACK TO NJ	1	0.1%
AZ TOURIST SPOTS	1	0.1%
ATLANTA TO LOS ANGELES	1	0.1%
ASU AND NAU TOURS FOR OUR SON	1	0.1%
ASHEVILLE, NC	1	0.1%
AROUND ARIZONA, NM, EL PASO, TEXAS	1	0.1%
ARKANSAS	1	0.1%
ARKANSAS	1	0.1%
ARIZONA, PHOENIX	1	0.1%
ANYWAY DUE TO RETIREMENT	1	0.1%
ANTELOPE CANYON	1	0.1%
ANAHEIM CA	1	0.1%
AMERICAN S.WEST DENVER TO L. ANGELES	1	0.1%
ALBUQUERQUE	1	0.1%
ALTON, IL	1	0.1%
ALL OF NORTHERN ARIZONA	1	0.1%
6 WEEK TRIP ACROSS THE STATES, FLAGSTAFF IS ONE OF MANY DESTINATIONS.	1	0.1%
3 WEEK ROAD TRIP LOOP	1	0.1%
NATIONAL PARKS OF THE WEST	1	0.1%
17 DAYS-4 STATES; NATIVE AMERICAN SITES + CANYON'S	1	0.1%
12 DAY ROUNDTRIP DENVER > NM > ARIZ > UTAH > DENVER	1	0.1%
1) PHOENIX 2) FLAST 3) GR CANYON	1	0.1%
1. NORTH RIM 2. FLAG	1	0.1%
Total	717	100.0%

Appendix E: Other Accommodation in Flagstaff

Other Accommodation in Flagstaff	Count	Percent (%)
LITTLE AMERICA	5	9.3%
HOSTEL	4	7.4%
HOUSE RENTAL	4	7.4%
CABIN RENTAL	2	3.7%
CABIN WILLIAMS	2	3.7%
CAMPUS	2	3.7%
PRIVATE RENTAL	2	3.7%
RENTAL HOUSE	2	3.7%
1 NIGHT HOSTEL	1	1.9%
ACE HOUSING	1	1.9%
BEST WESTERN	1	1.9%
BLM	1	1.9%
BOONDOCKING	1	1.9%
CAMPING	1	1.9%
CAMPING ALONG AZ TRAIL	1	1.9%
CAMPING-TENT	1	1.9%
COTTAGE	1	1.9%
COUNTY HOUSING PROVIDED BY ACE	1	1.9%
DORM	1	1.9%
FT TUTHILL	1	1.9%
GD CANYON HOSTEL (YMCA)	1	1.9%
HOOK LODGE	1	1.9%
HOME AWAY	1	1.9%
HOTEL	1	1.9%
LIVE HERE	1	1.9%
MY HOUSE	1	1.9%
NAU RESIDENCE	1	1.9%
NOT STAYING	1	1.9%
ON ROUTE 66	1	1.9%
PERSONAL HOME	1	1.9%
RENTAL PROPERTY	1	1.9%
RESIDENCE HALL	1	1.9%

Other Accommodation in Flagstaff	Count	Percent (%)
SCHOOL	1	1.9%
SUPER 8	1	1.9%
THE BEST HOTEL POSSIBLE	1	1.9%
TOWN HOME RENTAL	1	1.9%
VACATION RENTAL	1	1.9%
VACATION RENTAL BY OWNER	1	1.9%
WE ONLY STAY @ LITTLE AMERICA SINCE 1989	1	1.9%
Total	54	100.0%

Appendix F: Other Transport

Other Transport	Count	Percent (%)
WALKING	4	12.5%
BIKE	2	6.3%
OWN CAR	2	6.3%
AIR, TAXI, SHUTTLE (TRAIN & WILLIAMS)	1	3.1%
CAMPUS BUS	1	3.1%
CAMPUS BUSES	1	3.1%
CAN	1	3.1%
CLASS VEHICLE	1	3.1%
COMPANY CAR	1	3.1%
FOOT/TAXI	1	3.1%
GCC VAN	1	3.1%
GOV. VEHICLE	1	3.1%
HITCH HIKE	1	3.1%
MERCEDES CAR	1	3.1%
NONE/TAXI	1	3.1%
OWNS CAR	1	3.1%
PASSENGER	1	3.1%
PERSONAL CAR	1	3.1%
SEMI TRUCK	1	3.1%
STATE VEHICLE	1	3.1%
TAXI	1	3.1%
TRUCK	1	3.1%
TRUCK COMMERCIAL DRIVER	1	3.1%
TRUCK DRIVER	1	3.1%
WE HAVE A TRAVEL TRAILER TOO	1	3.1%
WORK TRUCK	1	3.1%
WORK VEHICLE	1	3.1%
Total	32	100.0%

Appendix G: Any Other Activities

Other activity in the Flagstaff area	Count	Percent (%)
METEOR CRATER	15	9.6%
SEDONA	14	8.9%
BEARIZONA	7	4.5%
ANTELOPE CANYON	3	1.9%
WALNUT CANYON	2	1.3%
TWIN ARROWS CASINO	2	1.3%
TRAIN WATCHING	2	1.3%
SKIING	2	1.3%
SEDONA RED ROCKS AREA	2	1.3%
ORPHEUM	2	1.3%
MONTEZUMA	2	1.3%
BUFFALO PARK	2	1.3%
WILLIAMS GRAND CANYON RAILROAD	1	0.6%
WILL OBTAIN LOCAL INFO	1	0.6%
WAIT STAFF @ LITTLE AMERICA-GREAT ESPECIALLY MARIA, DREW, TRAVIS WERE EXCEPTIONAL	1	0.6%
V BAR V	1	0.6%
US GEOLOGICAL SURVEY	1	0.6%
TWIN ARROWS	1	0.6%
TUBA CITY BOARDING SCHOOL	1	0.6%
TRAINS	1	0.6%
TOURING DOWNTOWN	1	0.6%
THRU SEDONA EN ROUTE 2 HERE	1	0.6%
THRIFT SHOPS	1	0.6%
SURGERY CENTER	1	0.6%
STAYING AT THE HOSPITAL	1	0.6%
SONOMA, CATHEDRAL ROCK	1	0.6%
SLEDING	1	0.6%
SINAGUA SITES	1	0.6%
SIGHTSEEING-HIKING	1	0.6%
SEDONA, JEROME	1	0.6%
SEDONA 4 CORNERS PETRIFIED FOREST AND PAINTED DESERT	1	0.6%

SCIENCE FEST	1	0.6%
SCHOOL	1	0.6%
SAN FRANCISCO PEAK/NAVAJOS SACRED MT.	1	0.6%
RT 66 TOUR	1	0.6%
RT 66	1	0.6%
ROUTE 66	1	0.6%
RED ROCK ST PARK (SEDONA)	1	0.6%
RECEIVING INFO RE:WEATHER	1	0.6%
REAL ESTATE SPECULATION	1	0.6%
R&R	1	0.6%
PSYCHIC "STORES"	1	0.6%
PETRIFIED FOREST, PAGE	1	0.6%
PETRIFIED FOREST/PAINTED DESERT	1	0.6%
POLAR EXPRESS IN WILLIAMS	1	0.6%
PETRIFIED FOREST NP	1	0.6%
PASSING THROUGH/NO TIME TO SIGHTSEE	1	0.6%
PASSING THROUGH	1	0.6%
PAINTED DESERT, PETRIFIED FOREST, METEOR CRATER	1	0.6%
PAINTED DESERT	1	0.6%
ON THE WAY HOME FROM PARK CITY UT	1	0.6%
OLD FLAGSTAFF	1	0.6%
OAK CREEK, SEDONA, MONTEZUMA CASTLE & WELL	1	0.6%
OAK CREEK CANYON	1	0.6%
OAK CREEK	1	0.6%
NOT SURE YET/BROCHURES TO READ	1	0.6%
NORTHERN ARIZONA SHOOTING RANGE	1	0.6%
NONE JUST PASSING THROUGH	1	0.6%
NIA	1	0.6%
NAVAL OBSERVATORY. TENNIS	1	0.6%
NAVAL OBSERVATORY	1	0.6%
NAU ORIENTATION	1	0.6%
NATIONAL PARKS IN SOUTHERN UTAH	1	0.6%
MOVIE	1	0.6%
MORMON LAKE	1	0.6%

MONUMENT VALLEY-SEDONA	1	0.6%
MONUMENT VALLEY PAINTED DESERT	1	0.6%
MONUMENT VALLEY	1	0.6%
MONTEZUMA CASTLE	1	0.6%
MILITARY MUSEUM	1	0.6%
METEOR CRATER/LA POSADA	1	0.6%
METEOR CRATER-PAINTED DESERT	1	0.6%
MEDICAL & VISIT RELATIVES	1	0.6%
LOOKING @ REAL ESTATE	1	0.6%
LITTLE AMER BLACK BARTS	1	0.6%
LAVA CAVES BEARIZONA	1	0.6%
LAVA CAVE	1	0.6%
JUST PASSING THRU BUT WOULD COME BACK	1	0.6%
JUST PASSING THRU	1	0.6%
JUST PASSING THROUGH FROM CA TO TX	1	0.6%
JUST ATTEND MEETINGS	1	0.6%
HUMPHREYS PEAK CLIMB	1	0.6%
HUBBELL TRADING POST GANADO AZ	1	0.6%
HORSEBACK RIDING	1	0.6%
HOPI MESA	1	0.6%
HOPI GUIDED TOUR	1	0.6%
HAVASUPAI	1	0.6%
HARKINS THEATER	1	0.6%
HAD TO STAY FAVORITE LIL AMERICA	1	0.6%
GROCERY SHOPPING, SAMS CLUB	1	0.6%
GREAT THRIFT SHOP	1	0.6%
GRAND CANYON RAILROAD	1	0.6%
GRAND CANYON DEER FARM	1	0.6%
GRAND CANYON	1	0.6%
GOING TO SEDONA	1	0.6%
GOING SEDONA	1	0.6%
GETTING INFO ABOUT POSSIBLE RELOCATION	1	0.6%
FLAG EXTREME	1	0.6%
ENJOY LITTLE AMERICA HOTEL	1	0.6%

ELDEN PUEBLO	1	0.6%
DROVE TO CAMERON FOR A FRYBREAD MEAL	1	0.6%
DOING A VOLKSWALK AROUND CITY	1	0.6%
CHANGING LEAVES/SNOWBOWL	1	0.6%
CANYON DE CHELLY	1	0.6%
BLACK BARTS EXCELLENT FUN HARD TO FIND	1	0.6%
BLACK BART'S STEAKHOUSE	1	0.6%
BIKE REPAIR/TRUCK & RV MAINTENANCE	1	0.6%
BEARIZONA, METEOR CRATER	1	0.6%
BEARIZONA, GO EVERYWHERE	1	0.6%
BEARIZONA IN WILLIAMS	1	0.6%
BARRINGER METEOR CRATER-WHY IS THIS NOT ON YOUR LIST??	1	0.6%
ANTIQUE SHOW / PEACE LUTHERAN CHURCH	1	0.6%
AMTRAK	1	0.6%
	156	100.0%

Appendix H: Other Expenditures

Describe other expenditures	Count	Percent (%)
ENTERTAINMENT	4	4.2%
WE ARE STAYING IN WILLIAMS	2	2.1%
TIPS	2	2.1%
SOUVENIRS	2	2.1%
SNOWBOARDING	2	2.1%
SNACKS, BOOKS	2	2.1%
SNACK-POST CARDS	2	2.1%
SKIING	2	2.1%
MOVIES	2	2.1%
MISCELLANEOUS	2	2.1%
MISC	2	2.1%
MEDICAL	2	2.1%
LOCAL YARN STORE/FIBER	2	2.1%
INCIDENTALS	2	2.1%
GOLF	2	2.1%
GIFTS	2	2.1%
FOOD	2	2.1%
YOGA CLASSES	1	1.0%
WHOLE TRIP AND GIFTS 4K	1	1.0%
WHO KNOWS?	1	1.0%
TOTAL \$500	1	1.0%
TOTAL \$100	1	1.0%
TOILETRIES & ENTERTAINMENT	1	1.0%
TO BE DECIDED	1	1.0%
TICKETS TO EVENTS & GIFTS	1	1.0%
TICKETS	1	1.0%
THRIFT STORES AND GARAGE SALES	1	1.0%
SURGERY	1	1.0%
STUFF/GROCERIES	1	1.0%
SNACKS, DRINKS, ETC.	1	1.0%
SNACKS	1	1.0%
SLM/NO AZ /SKIING	1	1.0%

Describe other expenditures	Count	Percent (%)
SIDE TRIPS	1	1.0%
SHOPPING	1	1.0%
SEASONAL SKIING	1	1.0%
SEASONAL SKI PASS	1	1.0%
SCHOOL PAY	1	1.0%
SCHOOL	1	1.0%
PARKING & SUCH	1	1.0%
OVERLAND EXPO	1	1.0%
OVERALL 200 DISPERSE	1	1.0%
NOT SURE WHAT WE'LL SPEND IT ON, BUT I'M SURE WE'LL SPEND AT LEAST THAT.	1	1.0%
NONE	1	1.0%
MULE RIDES	1	1.0%
MT MAN TRIATHALON	1	1.0%
MOVIE THEATER	1	1.0%
MEALS	1	1.0%
KIDS	1	1.0%
JUST PASSING THROUGH TO GRAND CANYON	1	1.0%
IDK	1	1.0%
I DIVIDED BY 9 OTHERWISE IT WAS \$9000 FOR EACH MAY BE A BOGUS VALUE	1	1.0%
HUNTING	1	1.0%
GRAND CANYON RR TOUR	1	1.0%
GIFTS SOUVENIRS	1	1.0%
GIFTS & SOUVENIRS	1	1.0%
GIFT SHOP/FOOD	1	1.0%
GIFT SHOP	1	1.0%
GAMBLING	1	1.0%
FUN/LEISURE ACTIVITY	1	1.0%
EXPENSES PAID BY GORE	1	1.0%
ENTRANCE FEES	1	1.0%
ENTERTAINMENT (MOVIES, MUSIC)	1	1.0%
CONCERT	1	1.0%
COCKTAILS	1	1.0%

Describe other expenditures	Count	Percent (%)
CLUBING	1	1.0%
CASINO	1	1.0%
CAR REPAIRS	1	1.0%
BOOKS I GOT LAST TIME	1	1.0%
BOOKS	1	1.0%
BINGO SCRATCHERS	1	1.0%
BIKE (CRAIGSLIST)	1	1.0%
BEER	1	1.0%
ALCOHOL	1	1.0%
A LOT TOTAL SO FAR \$4600	1	1.0%
7 DAYS OF TRIP PAID TO ROAD SCHOLAR IN ADVANCE & COVERED ALL EXPENSES FOR THAT TIME	1	1.0%
405K BOUGHT HOUSE!	1	1.0%
2 MUSEUM TICKETS	1	1.0%
	96	100.0%

Appendix I: Attending Special Event

Special event	Count	Percent (%)
NORTH POLE EXPERIENCE	10	9.7%
GRADUATION	10	9.7%
FLAGSTAFF EXTREME COURSE	7	6.8%
WEDDING	6	5.8%
FAMILY REUNION	4	3.9%
POLAR EXPRESS	3	2.9%
NAU	3	2.9%
RELIGIOUS SERVICES (JEWISH)	2	1.9%
NAU ORIENTATION	2	1.9%
MOUNTAIN MAN TRIATHALON	2	1.9%
BIRTHDAY	2	1.9%
BEARIZONA	2	1.9%
WINTER URBAN SKI	1	1.0%
WEDDING (G.DAU)	1	1.0%
TRIATHALON	1	1.0%
TRACK MEET	1	1.0%
TOEFL TEST	1	1.0%
SYMPHONY	1	1.0%
SOUTH RIM RAIL	1	1.0%
SOFTBALL TOURNAMENT	1	1.0%
SOFTBALL	1	1.0%
SKATING COMPETITION	1	1.0%
SHOWER	1	1.0%
SEEING THE GRAND CANYON & STARS AT NIGHT/DAY	1	1.0%
RUG AUCTION	1	1.0%
ROPING/RODEO	1	1.0%
PRIDE IN THE PINES	1	1.0%
PRAIRIE HOME	1	1.0%
PINE SCHOOL ORCHESTRA CONCERT	1	1.0%
PECOS CONF.	1	1.0%
PARENTS WEEK	1	1.0%
OVERLAND EXPO	1	1.0%

ON CAMPUS MUSIC PERFORMANCE	1	1.0%
OCC CONFERENCE	1	1.0%
NIGHT VISIONS	1	1.0%
NAU OPERA	1	1.0%
NAU GRADUATION	1	1.0%
NAU GRAD	1	1.0%
NAU 50 YR ALUM	1	1.0%
MUSIC	1	1.0%
MA	1	1.0%
LOWELL PRESENTATION	1	1.0%
LOWELL GALA	1	1.0%
LIBRARY RESEARCH	1	1.0%
JOHN RUNNING EXHIBITION AT NAU	1	1.0%
JOB INTERVIEW	1	1.0%
HORSE SHOW	1	1.0%
HIKING	1	1.0%
GRAND CANYON	1	1.0%
GRADUATION	1	1.0%
CONFERENCE AT TWIN ARROWS	1	1.0%
CONFERENCE	1	1.0%
CONCERT	1	1.0%
CLAY TARGET RANGE SHOOTING COMPETITION AT NASR TWO DAYS	1	1.0%
CHURCH	1	1.0%
CAR SHOW	1	1.0%
BIRTHDAY!!	1	1.0%
BIRTHDAY FOR FRIEND	1	1.0%
BIRDING	1	1.0%
BIKE RACE	1	1.0%
BEGINNING OF 7 DAY TOUR	1	1.0%
AA MEETING	1	1.0%
	103	100.0%

Appendix J: Origin of Arizona Visitors to Flagstaff

Arizona Community	Count	Percent (%)
PHOENIX	60	17.4%
MESA	30	8.7%
SCOTTSDALE	26	7.5%
GILBERT	23	6.7%
GLENDALE	20	5.8%
CHANDLER	17	4.9%
TUCSON	14	4.1%
PEORIA	7	2.0%
ANTHEM - DESERT HILLS	7	2.0%
YUMA	6	1.7%
SURPRISE	6	1.7%
GOODYEAR	6	1.7%
ORO VALLEY	5	1.4%
COTTONWOOD	5	1.4%
TEMPE	4	1.2%
SUN CITY	4	1.2%
SHOW LOW	4	1.2%
RINCON	4	1.2%
PRESCOTT	4	1.2%
KINGMAN	4	1.2%
KAIBITO	4	1.2%
GUADALUPE	4	1.2%
AVONDALE	4	1.2%
PINON	3	0.9%
NEW RIVER	3	0.9%
MARICOPA	3	0.9%
LAVEEN	3	0.9%
FORT LOWELL	3	0.9%
FLAGSTAFF	3	0.9%
WADDELL	2	0.6%
SUN LAKES	2	0.6%
SANDERS	2	0.6%
SAHUARITA	2	0.6%
PARADISE VALLEY	2	0.6%
NOGALES	2	0.6%
MARANA	2	0.6%
GROOM CREEK	2	0.6%
GREENEHAVEN	2	0.6%
GRAND CANYON	2	0.6%
GOODYEAR	2	0.6%

EL MIRAGE	2	0.6%
DATELAND	2	0.6%
YOUNGTOWN	1	0.3%
WILLIAMS	1	0.3%
TUBA CITY	1	0.3%
TOLLESON	1	0.3%
SOUTH TUCSON	1	0.3%
SHONTO	1	0.3%
SALOME	1	0.3%
SAINT JOHNS	1	0.3%
RED VALLEY	1	0.3%
RED LAKE	1	0.3%
QUEEN CREEK	1	0.3%
NACO	1	0.3%
MEXICAN WATER	1	0.3%
MEADVIEW	1	0.3%
MCNEAL	1	0.3%
LITCHFIELD PARK	1	0.3%
LAKE HAVASU CITY	1	0.3%
KAYENTA	1	0.3%
HOPI INDIAN RESERVATION	1	0.3%
FREDONIA	1	0.3%
DEWEY	1	0.3%
CORONADO	1	0.3%
CORONA DE TUCSON - VAIL	1	0.3%
CONGRESS	1	0.3%
CLAYPOOL	1	0.3%
CHAMBERS	1	0.3%
CAVE CREEK	1	0.3%
CASA GRANDE	1	0.3%
CAMP VERDE	1	0.3%
CAMERON - CEDAR RIDGE	1	0.3%
BULLHEAD CITY	1	0.3%
BLACK CANYON CITY - ROCK SPRINGS	1	0.3%
AJO - WHY	1	0.3%
Total	345	100.0%