

2011 Navajo Nation Visitor Survey



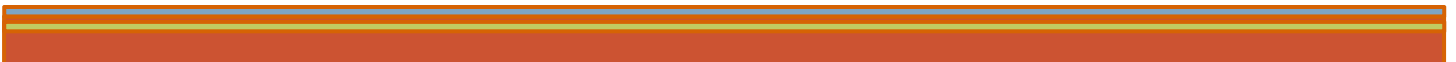
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by the
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Center for Business Outreach

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Last, but not least, we want to acknowledge all those visitors who made this research possible by taking time out of their trips to complete our surveys and thus help the Navajo Nation collect this valuable research.

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NAVAJO NATION VISITOR SURVEY FINAL REPORT

Executive Summary

The *2011 Navajo Nation Visitor Survey & Economic Impact Study* is the second in a series of comprehensive surveys of Navajo Nation tourism, and as such allows for comparability of data, benchmarking and trend analysis. It has produced a wealth of information that can be used by the Navajo Tourism Department to position its marketing and advertising programs, demonstrate accountability to tribal government, and plan for future tourism promotion and product development. A total of 2,295 completed surveys were collected; this large number provides high confidence in the results presented here.

A summary of the findings is presented below:

- More than half (57.0%) were *new* visitors who had not visited Navajo Nation before, while 43% were repeat visitors.
- Navajo Nation was the primary destination for about a fourth (28.0%) of visitors, while almost three-fourths (72.0%) were on a longer trip for which Navajo Nation was one stop.
- Very few visitors were on day trips (7.7%), while the vast majority (92.3%) were on overnight trips.
- The average number of hours spent on Navajo Nation was 4.5 hours, and the average number of days was 2.8 days.
- The vast majority of visitors stayed in Hotels/motels (78.1%) or Campgrounds or RV Parks (19.3%); these two types accounted for 97.4% of all visitor accommodations.
- The vast majority – fully 87.3% – traveled by automobile, either personal car (46.5%) or rental car (40.8%).
- More cars were rented in Las Vegas, NV (26%) than anywhere else; Phoenix, AZ, accounted for 21% of car rentals, followed by Los Angeles, CA and Albuquerque, NM (10% each), then San Francisco (8%) and Denver (4%).
- Two-thirds were domestic visitors (68.5%) traveling within the U.S., and one-third (31.5%) were of foreign origin.
- Top 10 domestic origin states were Arizona (15.6%) and California (12.6%), followed by Colorado (7.6%), Texas (4.4%), Illinois (4.4%), New York (4.2%), Wisconsin (3.6%), Washington (3.5%), New Mexico (3.5%), and Florida (3.3%); in all, 47 states and the District of Columbia were represented in the survey sample.

- Top 10 foreign countries were: Germany (16%), France (14.2%), Canada (12.9%), the United Kingdom (12.3%), and Italy (8.0%). Rounding out the top 10 are: Australia (6.1%), The Netherlands (5.5%), Switzerland (5.0%), Spain (2.4%) and Belgium (1.9%); in all, 43 countries were represented in the survey sample.
- Top sources of visitor information were recommendations of Friends & family (33.1%) and Online /Internet (33.0%), followed by Guide Books (21.9%), “Other” (19.6%), U.S. National Park Service (16.2%), and Brochures (15.3%).
- About one in ten respondents (11.6%) used the Discover Navajo website, and another 10.5% received a letter or Visitor Guide from the Navajo Tourism Department; only 3.4% received a telephone response or assistance directly from the Navajo Tourism Department.
- Spectacular scenery is the major draw; 66.0% of visitors said their main trip purpose was to Visit scenic attractions, followed closely by Scenic beauty or sightseeing (57.7%); 28.0% wanted to engage in Outdoor recreation.
- Monument Valley Tribal Park was visited by half of respondents (50.5%), followed by Four Corners Monument (39.7%), Canyon de Chelly National Monument (31.6%), Antelope Canyon (24.9%) and Navajo National Monument (22.0%).
- The most important leisure activity for visitors was General sightseeing (85.3%), then Visiting parks (46.7%), Photography (39.8%), Hiking or walking (35.6%), Visiting historic areas or sites (33.5%), Shopping (30.3%), Looking at/Buying arts and crafts (25.6%), visiting museums (22.2%), and eating Traditional Navajo foods (20.4%).
- Would visitors include Navajo Scenic Roads as part of their trip if given information about them; the response was overwhelmingly positive – 88.4% said they would include scenic roads in their itinerary, only 11.6% said they would not.
- Visitors were most satisfied with these aspects of their trip: Scenic attractiveness of the Navajo Nation (4.3); Friendliness of the local people (4.1); Friendliness of local merchants and service providers (4.1); Availability of adequate parking; Your feelings of personal safety (each at 4.0); Variety of things to see and do; quality of attractions and events; and Customer service at tourism businesses (each at 3.9)
- Visitors were least satisfied with Domestic animal control or welfare (ranked at 3.5).
- In terms of overall satisfaction with their visit Navajo Nation earned a very high satisfaction score of 8.6 (out of possible 10); the rating for Value for Money earned a score of 8.2 (out of possible 10).

- Average (mean) expenditures *per travel party* were: lodging (\$241), transportation (\$159), arts and crafts shopping (\$146), restaurants/grocery (\$125), recreation/entertainment (\$86), and “other” spending (\$123).
- For the vast majority (75.9%), the cost of gasoline was *not* a factor in their overall trip spending patterns, although one-fourth (24.1%) said gas prices were a factor.
- The most common retail purchases were for Souvenirs (57.5%), Jewelry (57.2%), and Gifts (41.5%), followed by Books (28.4%), Crafts (27.4%), Art (22.6%) and Pottery (19.6%).
- Would visitors recommend a visit to the Navajo Nation to their friends and family? A whopping 99% said Yes they would!
- Demographically, the average age of visitors to the Navajo Nation is 52 years; respondents were fairly evenly divided between men (47.7%) and women (52.3%).
- Visitors to the Navajo Nation are very highly educated: 34.8% had graduate degrees (Master’s or higher), 29.0% had Baccalaureate degrees, a combined college graduate total of 63.8% - much higher than the population generally.
- Given their high levels of educational attainment, visitors to Navajo Nation also have relatively high household incomes that average \$74,485 annually.
- The \$112.8 million of direct spending by out-of-region visitors contributed to a Total Economic Impact of \$143.7 million annually for tourism on the Navajo Nation.
- This economic activity supported some 1,788 full-time equivalent (FTE) jobs.

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CHAPTER ONE: 2011 SURVEY RESULTS

Introduction

This report constitutes the second major visitor survey project conducted on the Navajo Nation. The first comprehensive survey, *The 2002 Visitor Survey & Economic Impact Study*, was completed exactly 10 years ago and of course, the ensuing years have witnessed many changes in the Arizona, U.S. and world economies. The baseline data from the prior study enables us to compare findings from the two studies and to answer some important questions: What has stayed the same, what has changed, and what are the emerging trends in Navajo tourism? The answers to these questions will provide invaluable information to guide the work of the Navajo Tourism Department as it undertakes future marketing and advertising campaigns, strategic planning efforts, and product development.

Thus, this report is structured in two parts: Chapter One presents the findings of the 2011 Study; and Chapter Two provides a comparison between the findings of the 2002 and 2011 studies. It must be pointed out that care was taken to match the questions in the second survey to those in the first in order to collect comparable data; at the same time, several new questions were also added to the 2011 survey which did not appear on the prior survey. In some cases this was done to clarify findings of the earlier study and in other cases, new questions were necessary to understand new conditions.

Like the 2002 study, the 2011 study was conducted over a full year, with data reported monthly and quarterly to illuminate the seasonal differences that are common to tourism throughout Arizona.

Methods

The goal of this study was to update the findings of the seminal initial survey of visitors to the Navajo Nation that was conducted in 2002; essentially the same survey instrument was used in both the 2002 and 2011 Navajo Nation visitor surveys, allowing for comparability of data, benchmarking and trend analysis.

To this end, the AHRRC, in conjunction with Roberta John of the Navajo Tourism Department, developed a survey instrument, consistent with standard survey categories and with the 2002 instrument, to obtain consistent and comparable visitor data for Navajo Nation communities, parks and recreation sites, and other sites selected by the Navajo Tourism Department. The instrument was developed in Teleform™, a computerized software scanning program that affords rapid data capture of the completed questionnaires.

The four-page survey was developed to obtain information on visitors' origins, demographics, activities in the area, attractions visited, reasons for visiting, travel patterns, information sources, and expenditures made in the various communities. (A copy of the survey instrument is included in the Appendix of this report.) The surveys were collected according to a seasonally-adjusted stratified sample based on historic visitation patterns. The collection schedule was randomized to ensure that surveys were distributed on both weekdays and weekends. Each participating survey site was provided a fixed number of surveys to be distributed and collected according to a predetermined survey schedule. Over the course of the year-long study and to ease the burden on survey sites, surveys were collected during one week of each month from January through December of 2011.

The AHRRC worked with Navajo Tourism to define the survey collection sites on the Navajo Nation, the places tourists are most likely to visit, and sites where the staff would cooperate in distributing and collecting completed surveys. A total of 13 survey collection sites on the Navajo Nation, capturing a wide cross-section of visitors at various communities and entry points, participated in the study resulting in a total completed survey count of 2,295.

The AHRRC printed all survey copies for distribution (to maintain quality necessary for accurate Teleform scanning), and continued to oversee project management. AHRRC conducted an initial training session at Northern Arizona University prior to the start of the survey to instruct community and park staff on survey distribution techniques. Throughout the year-long project, AHRRC staff stayed in touch with survey collection sites and mailed to participating sites sufficient numbers of survey instruments. Staff at the local survey sites oversaw the day-to-day distribution and collection of completed surveys in their communities. AHRRC provided postage-paid mailing envelopes for communities and sites to mail completed surveys to NAU at the end of each month.

As surveys were returned monthly to the AHRRC, completed surveys were checked, scanned and processed. At the end of each quarter throughout the year, AHRRC staff produced completed data tables for the Navajo Tourism Department, which are included in the Appendix of this report. Data from all quarters was combined, data tables were created and data analyzed for this final report.

Finally, AHRRC extracted expenditure data from the visitor survey findings to calculate the Economic Impact of tourism on the Navajo Nation – this data needed for the EI analysis consisted of origin, party size, length of stay, expenditures for lodging, food, amusements and retail. AHRRC employed IMPLAN, an input/output economic impact model, aggregated for Arizona to the county level, in order to determine the economic impact of visitation, and the multiplier effect of visitor spending. IMPLAN (IMpact Analysis for PLANing) is economic modeling software that utilizes input-output methods to estimate the direct, indirect, and induced effects of initial direct expenditures. IMPLAN can be used to identify multiplier effects, which represent the backward linkages of a final transaction. (Backward linkages are the goods and services purchased by an industry in order to produce a final product; backward linkages are represented by the inter-industry transactions needed to produce guide and outfitter trips, such as materials and equipment.) IMPLAN's Impact Analysis is used to illustrate the extended economic effects associated with changes in final demand for the Navajo Nation communities in the sample. The Economic Impact analysis is included in Chapter Three of this report. Note that a different model-TIMM (Tourism Impact Multiplier Model)- was used to calculate economic impact in the *2002 Navajo Nation Visitor Survey & Economic Impact Study*, thereby making direct comparisons with the IMPLAN generated results of this report unfeasible.

SURVEY FINDINGS

Visitor surveys were collected at a total of 13 sites across the Navajo Nation, providing for wide distribution, coverage of various kinds of tourism activities, and different entry points into the nation. The largest number of completed surveys were collected at the Quality Inn in Tuba City (21.4%), followed by the Four Corners Monument (17.3%), and Antelope Canyon Fee Station in Page (13.3%). Large numbers of surveys were also collected at the Cameron Little Colorado Overlook, at Navajo National Monument, at Canyon de Chelly National Monument, at Hubbell Trading Post, and at the Monument Valley Visitor Center. See the full list of collection sites and percentages in Table 1.

Table 1. Visitor Survey Collection Sites

Navajo Nation Tourism 2011 Survey Sites		
	Count	%
Antelope Canyon Fee Station-Page	296	13.3%
Canyon de Chelly NM	146	6.6%
Chinle Holiday Inn	29	1.3%
Explore Navajo Museum-Tuba City	10	.4%
Four Corners Monument	385	17.3%
Hubbell Trading Post NHS	131	5.9%
Little Colorado Overlook-Cameron	207	9.3%
Monument Valley Visitor Center	116	5.2%
Navajo Nation Museum Window Rock	87	3.9%
Navajo NM	159	7.1%
Quality Inn-Tuba City	476	21.4%
Quality Inn-Window Rock	99	4.4%
Wetherill Inn-Kayenta	85	3.8%
Total	2226	100.0%

Visitor Trip Characteristics

The survey began by asking visitors if this was their first trip to the Navajo Nation or if they had visited previously. More than half (57.0%) were *new* visitors who had not visited Navajo Nation before, while 43% were repeat visitors. See Table 2.

Table 2. New vs. Repeat Visitors

Before this trip have you ever visited the Navajo Nation (reservation)?		
	Count	%
Yes	961	43%
No	1276	57%
Total	2237	100%

In order to better understand these trips, the next question asked whether the Navajo Nation was the primary destination of the trip. As shown in Table 3, the Navajo Nation was the primary destination for about a fourth (28.0%) of visitors, while almost three-fourths (72.0%) were on a longer trip for which the Navajo Nation visit constituted only one stop. Pairing this finding with the previous question, only a portion of repeat visitors were on purpose-driven trips to the Navajo Nation while others were including it as part of a longer trip.

Table 3. Primary Destination

Is the Navajo Nation the primary destination of your trip?		
	Count	%
Yes	604	28%
No	1555	72%
Total	2159	100%

Thus, most people included a visit to Navajo Nation as part of a longer trip. As a result, few visitors were on day trips only – 7.7% of visitors said they were on day trips, while the vast majority (92.3%) were on overnight trips. See Table 4.

Table 4. Day vs. Overnight Trips

Is the entire length of this trip away from home (Navajo Nation and elsewhere):		
	Count	%
A day trip only	169	7.7%
A multi day or overnight trip	2018	92.3%
Total	2187	100.0%

Given this finding, what portion of their total trip did the visit to Navajo Nation represent? The average length of stay on Navajo Nation was measured to account for those on both day and overnight trips, specified in both hours and days. For those on day trips, the average or mean number of hours spent on the Navajo Nation was 4.5 hours (median 3.0 hours; the median represents the mid-point of the distribution). For those on overnight trips, the average number of days was 2.8 days (median 2.0 days). See Table 5.

Table 5. Total time spent on Navajo Nation

How much time in total did you spend on the Navajo Nation?			
	Mean	Median	Maximum
Hours	4.5	3.0	20.0
Days	2.8	2.0	99.0

Total trip length is shown in the following table. The average number of total trip days was 18.3, while the median number was 11.0 days; clearly some visitors were on very extended trips as shown in the “maximum” column in Table 6 where one party was on a trip of 400 days. See Table 6.

Table 6. Total Trip Length

If overnight, how many total nights are you spending away from home on this trip?			
	Mean	Median	Maximum
If overnight, how many total nights are you spending away from home on this trip?	18.3	11.0	400.0

Based on this information, the average days spent on Navajo Nation (2.8 days) represents about 15 percent of total trip days (18.3 days) away from home.

Having established that most visitors were on overnight trips, what types of lodging were most commonly used on the Navajo Nation? The vast majority of visitor parties stayed in Hotels/motels (78.1%), with most of the remainder in Campgrounds or RV Parks (19.3%). These two types accounted for 97.4% of all visitor accommodations. Only a very few used other accommodations such as Bed and Breakfasts, Hogan B &Bs, private homes or hostels. See Table 7.

Table 7. Accommodation Type

What type of accommodations are you using?		
	Count	%
Hotel or Motel	1357	78.1%
Campground or RV Park	335	19.3%
Private Home	56	3.2%
Other	37	2.1%
Hogan Bed and Breakfast	17	1.0%
Bed and Breakfast	11	.6%
Hostel	11	.6%

The next question was concerned with the mode of transportation used by visitors to the Navajo Nation. Not surprisingly, the vast majority – fully 87.3% – traveled by automobile, either personal car (46.5%) or rental car (40.8%). Far below these in incidence of use were Camper/RVs, airplane, bus and motor coach; the entire list is shown in Table 8.

Table 8. Transportation Type

What type of transportation are you using during this trip?		
	Count	%
Own car	1056	46.5%
Rental car	928	40.8%
Own camper or RV	143	6.3%
Airplane	105	4.6%
Rental camper or RV	94	4.1%
Other transportation	47	2.1%
Bus or Motor coach	38	1.7%
Motorcycle	23	1.0%
Train	10	.4%
Bicycle	5	.2%

Since a large percentage of visitors to Navajo Nation travel by rental car, it is useful to know where these cars are procured. More cars were rented in Las Vegas, NV than from any other source – 26%. Close behind Las Vegas at number two was Phoenix, AZ, accounting for 21% of car rentals. Accounting for 10% each were Los Angeles, CA and Albuquerque, NM, followed by San Francisco, CA (8%) and Denver, CO (4%). See the entire list in Table 9.

Table 9. Source of Car rental

	Count	%
LAS VEGAS NV	261	26%
PHOENIX	206	21%
LOS ANGELES CA	104	10%
ALBUQUERQUE NM	102	10%
SAN FRANCISCO CA	79	8%
DENVER CO	41	4%
FLAGSTAFF	26	3%
SALT LAKE CITY UT	24	2%
SAN DIEGO CA	11	1%
SANTA FE NM	10	1%
OTHER PLACES	141	14%
	1,005	100%

Visitor Origins

Where do visitors to the Navajo Nation come from? This information is vital to tourism planners and marketers as they consider where to place advertising and where to focus tourism marketing and promotion efforts.

The data show that tourism on the Navajo Nation is not a state or local phenomenon, but that visitors tend to come from the Southwest region and from far away. They may not be in northern Arizona specifically to visit the Navajo Nation, but include it as part of a larger trip that also includes Grand Canyon National Park, Las Vegas, Sedona, and other national parks and monuments located on the Colorado Plateau in the Four Corners states. In all, about two-thirds were domestic visitors (68.5%) traveling within the U.S., while one-third (31.5%) were of foreign origin – a finding that characterizes tourism throughout northern Arizona and the Grand Circle region, which attracts a high number of international visitors to its unusual array of national parks and monuments.

Table 10. Domestic vs. Foreign visitation

Visitor Origins	Frequency	%
Domestic	1,464	68.5%
International	674	31.5%
Missing	157	100.0%
Total	2,295	

The data show that the largest cohort of domestic visitors (15.6%) was from Arizona, although this percentage is just half of that typically found in Arizona tourism. Generally, one-third or 30% of Arizona tourists are in-state residents (according to Arizona Office of Tourism, *Arizona 2010 Tourism Facts, Year-End Summary*). Arizona was closely followed by visitors from California (12.6%). Together these two states account for about one-fourth of total domestic visitors (28.2%). Rounding out the top 10 states are other important contributors: Colorado (7.6%), Texas (4.4%), Illinois (4.4%), New York (4.2%), Wisconsin (3.6%), Washington (3.5%), New Mexico (3.5%), and Florida (3.3%). In all, 47 states and the District of Columbia were represented in the survey sample. See Table 10.

Table 10a. Origin of Domestic Visitors

Origins of domestic visitors to the Navajo Nation			Origins of domestic visitors to the Navajo Nation		
	Count	%			
Arizona	232	15.6%	Kansas	17	1.1%
California	188	12.6%	Tennessee	17	1.1%
Colorado	113	7.6%	Oklahoma	13	.9%
Texas	66	4.4%	Connecticut	13	.9%
Illinois	66	4.4%	Arkansas	11	.7%
New York	62	4.2%	Idaho	10	.7%
Wisconsin	53	3.6%	Louisiana	10	.7%
Washington	52	3.5%	South Dakota	10	.7%
New Mexico	52	3.5%	South Carolina	9	.6%
Florida	49	3.3%	Maine	9	.6%
Utah	42	2.8%	Alaska	8	.5%
Pennsylvania	34	2.3%	Nebraska	8	.5%
Ohio	32	2.2%	Alabama	8	.5%
Oregon	29	2.0%	Montana	7	.5%
Michigan	29	2.0%	Kentucky	7	.5%
Virginia	29	2.0%	Wyoming	6	.4%
North Carolina	26	1.7%	Rhode Island	6	.4%
Iowa	23	1.5%	Hawaii	5	.3%
Indiana	22	1.5%	Vermont	5	.3%
Georgia	20	1.3%	New Hampshire	5	.3%
Massachusetts	20	1.3%	Mississippi	4	.3%
Maryland	19	1.3%	District of Columbia	3	.2%
New Jersey	18	1.2%	West Virginia	2	.1%
Nevada	17	1.1%	Delaware	1	.1%
			Total	1487	100.0%

What were the top origin countries for *international visitors* to the Navajo Nation? The top countries are similar to those for Arizona tourism overall, although in slightly different order. First was Germany (16%), followed by France (14.2%), Canada (12.9%), the United Kingdom (12.3%), and Italy (8.0%). Rounding out the top 10 were: Australia (6.1%), The Netherlands (5.5%), Switzerland (5.0%), Spain (2.4%) and Belgium (1.9%). In all, Europe was the predominant source of international visitors, although a total of 43 countries were represented in the survey sample. The fact that a country like Japan was not in the top set illustrates the

difficulty of surveying internationals traveling as part of tour or motor coach groups; the lack of access to these visitors can inhibit the collection of surveys from them, whereas it is easier to survey visitors who are traveling as FITs or free independent travelers, a designation much more common among Europeans. See the results for all foreign visitors in Table 11.

Table 11. Origin of International Visitors

Origins of international visitors to the Navajo Nation			Origins of international visitors to the Navajo Nation		
	Count	%			
GERMANY	108	16.0%	CZECH REPUBLIC	4	.6%
FRANCE	96	14.2%	AUSTRIA	4	.6%
CANADA	87	12.9%	BRAZIL	3	.4%
UNITED KINGDOM	83	12.3%	PHILIPPINES	2	.3%
ITALY	54	8.0%	NORWAY	2	.3%
AUSTRALIA	41	6.1%	KOREA	2	.3%
THE NETHERLANDS	37	5.5%	IRELAND	2	.3%
SWITZERLAND	34	5.0%	CHINA	2	.3%
SPAIN	16	2.4%	TAIWAN	1	.1%
BELGIUM	13	1.9%	SOUTH KOREA	1	.1%
JAPAN	11	1.6%	SOUTH AFRICA	1	.1%
INDIA	11	1.6%	SLOVAKIA	1	.1%
DENMARK	9	1.3%	PORTUGAL	1	.1%
SWEDEN	7	1.0%	ITALY	1	.1%
NEW ZEALAND	7	1.0%	IRAQ	1	.1%
MEXICO	5	.7%	HONG KONG	1	.1%
FINLAND	5	.7%	GEORGIA	1	.1%
SOUTH AMERICA	4	.6%	EUROPE	1	.1%
RUSSIA	4	.6%	CONGO	1	.1%
POLAND	4	.6%	COLOMBIA	1	.1%
ISRAEL	4	.6%	ARGENTINA	1	.1%
			Total	674	100.0%

Many visitors plan their trips to the Navajo Nation before leaving home. The next question asked visitors how they found out about the Navajo Nation. Two sources tied for first place – recommendations of Friends & family (33.1%) and Online /Internet (33.0%). Following these were Guide Books (21.9%), “Other” (19.6%), the U.S. National Park Service (16.2%), and Brochures (15.3%). While many additional information sources were used, none of the others were used by more than 10% of visitors. Those who indicated that they found out about the Navajo Nation via another source were asked to list that source; they most often specified that they are residents and have known for years followed by those using guidebooks, maps and other related resources. See the entire list in Table 12 and the list of “other” sources in Appendix B.

Table 12. Source of Visitor Information

How did you find out about the Navajo Nation?		
	Count	%
Friends or Family	696	33.1%
Online or Internet	695	33.0%
Guide Book	461	21.9%
Found out about the Navajo Nation another way	412	19.6%
National Park Service	340	16.2%
Brochure	322	15.3%
Road-side sign	201	9.6%
Motor Club (AAA)	187	8.9%
Magazine article	139	6.6%
Movie-TV show	135	6.4%
State Parks	116	5.5%
Welcome Center	115	5.5%
Novel	110	5.2%
Arizona Office of Tourism	93	4.4%
Navajo Tourism Department	54	2.6%
Tour Operator	48	2.3%
Newspaper article	48	2.3%
Navajo Parks & Recreation Department	47	2.2%
New Mexico Department of Tourism	43	2.0%
Magazine ad	42	2.0%
Travel agent	38	1.8%
TV Commercials	13	.6%
Radio ad	8	.4%
Newspaper ad	7	.3%

Of particular interest to the Navajo Tourism Department was whether or not visitors accessed information on its website, Discover Navajo. Overall, only one of every ten respondents (11.6%) said they used the Discover Navajo website specifically, and another 10.5% made use of a letter or Visitor Guide sent to them by the Navajo Tourism Department. A very few (3.4%) said they received a telephone response or assistance directly from the Navajo Tourism Department, likely a growing trend overall as technology plays a bigger role in trip planning. It appears that while travelers are more frequently using the Internet for travel planning, they have yet to fully take advantage of the information provided at www.discovernavajo.com. See Table 13.

Table 13. Use of Navajo Tourism Department for Visitor Information

Did you use any of the resources or assistance provided by the Navajo Tourism Department?		
	Count	%
Used - Discover Navajo Website	267	11.6%
Used - Letter or Visitors Guide	240	10.5%
Used - Telephone Response or Assistance	78	3.4%

Trip Purpose and Visitor Activities on the Navajo Nation

The prime motivator of visits to the Navajo Nation is the beauty of its scenic attractions. In fact, fully two-thirds of visitors (66.0%) said their main trip purpose was to Visit scenic attractions, which was followed closely by Scenic beauty or sightseeing (57.7%). No other response passed the 50% mark in interest as did this desire to experience the scenic beauty of the Navajo Nation. Next in importance was a desire to engage in Outdoor recreation, selected by 28.0% of visitors, which was followed by: Visiting friends or relatives (19.7%), Shopping for arts and crafts (13.6%), Cultural activities (12.6%), and Personal reasons (12.4%). See the full list in Table 14.

Table 14. Main Trip Purpose

What is the main purpose of your trip?		
	Count	%
Visit scenic attractions	1453	66.0%
Scenic beauty or sightseeing	1270	57.7%
Outdoor recreation	616	28.0%
Visit friends or relatives	434	19.7%
Shopping for arts and crafts	300	13.6%
Cultural activities	278	12.6%
Personal	274	12.4%
Educational experience	213	9.7%
Combined business and pleasure	99	4.5%
Business	94	4.3%
Tribal Fairs	30	1.4%
Seminar	23	1.0%

Next, visitors were asked to indicate all the sites and attractions on the Navajo Nation that they intended to visit on this trip. Topping the list is Monument Valley Tribal Park, which was visited by more than half of all respondents (50.5%); Monument Valley was the only attraction that achieved more than a 50% score. Second, and visited by four in 10 visitors was Four Corners Monument (39.7%), followed by Canyon de Chelly National Monument, which was visited by one-third of visitors (31.6%). Navajo National Monument was visited by roughly one in five visitors (22.0%). Many other sites and attractions were listed and these data are shown in Table 15.

Table 15. Attractions visited on the Navajo Nation

Sites and attractions you intend to visit on the Navajo Nation during this trip		
	Count	%
Monument Valley Tribal Park (Monument Valley)	1059	50.5%
Four Corners Monument (AZ, NM, CO, UT)	832	39.7%
Canyon de Chelly NM (NPS-Chinle)	663	31.6%
Antelope Canyon (Page area)	522	24.9%
Navajo National Monument (NPS - Kayenta area)	461	22.0%
Little Colorado River Gorge Overlook (Cameron area)	382	18.2%
Navajo Arts & Crafts Enterprises (7 locations in AZ & NM)	359	17.1%
Hubbell Trading Post NHS (NPS-Ganado)	342	16.3%
Navajo Nation Museum (Window Rock)	264	12.6%
Window Rock Tribal Park and Veterans Memorial	239	11.4%
Dinosaur Tracks (Tuba City)	190	9.1%
Window Rock Tribal Zoo	187	8.9%
Explore Navajo Interactive Museum (Tuba City)	167	8.0%
Other sites on the Navajo Nation	127	6.1%
Chaco Culture NHP (NPS-New Mexico)	112	5.3%
Elephant Feet (Tonalea)	95	4.5%
Red Rock Park (Church Rock NM)	74	3.5%
Shiprock Peak (Shiprock NM)	71	3.4%
Wheatfields Lake (Tsaile/Chinle area)	33	1.6%
Bisti (New Mexico)	28	1.3%
Dine College-Hatathlie Museum (Tsaile)	27	1.3%

Another way to evaluate tourism on the Navajo Nation is to look at the leisure activities that visitors engaged in as opposed to the specific sites they visited. The leisure activity that was most important to visitors was General sightseeing, a description selected by a full 85.3% of respondents to describe their activities. Next, though selected by a smaller but significant percentage, was Visiting parks (46.7%), followed by Photography (39.8%), Hiking or walking (35.6%), Visiting historic areas or sites (33.5%), and Shopping (30.3%). Buying arts and crafts (25.6%), Visiting museums (22.2%), and Eating traditional Navajo foods (20.4%) were also important activities. The full list of visitor activities is shown in Table 16.

Table 16. Leisure Activities on the Navajo Nation

What are the main leisure activities you are engaging in during your stay on the Navajo Nation?

	Count	%
General sightseeing	1827	85.3%
Visiting parks	999	46.7%
Photography	852	39.8%
Hiking or walking	762	35.6%
Visiting historical areas or historical sites	717	33.5%
Shopping	648	30.3%
Looking at or buying arts and crafts	549	25.6%
Visiting museums	476	22.2%
Eating traditional Navajo foods	437	20.4%
Camping	316	14.8%
Wildlife or bird watching	224	10.5%
Picnicking	198	9.2%
Star gazing	170	7.9%
Visiting friends or relatives	159	7.4%
Group Tour	126	5.9%
Educational activities	111	5.2%
Attending festivals or events	99	4.6%
Family activities	90	4.2%
Other activities	89	4.2%
Attending cultural or educational seminars	82	3.8%
Horseback riding	77	3.6%
Attending tribal fair or pow wow	64	3.0%
Swimming or water sports	62	2.9%
Boating or rafting	55	2.6%
Bicycling	51	2.4%
Children's activities	36	1.7%
Attending a rodeo	33	1.5%
Fishing	27	1.3%
Road Scholar (formerly Elderhostel)	17	.8%
Watching sports events	12	.6%
Hunting	10	.5%

The Navajo Nation and the Navajo Tourism Department have made great strides in recent years improving and designating Scenic Roads on tribal lands. These include the following scenic roads:

- The **Naat'tsis'aan Scenic Road** traverses 58 miles along SR 98 from Page, Arizona, to the intersection of US 160.
- The **Kayenta-Monument Valley Scenic Byway** is located on the US 163. Known as the "Gateway to Monument Valley," it begins in Kayenta, Arizona, at milepost 393.5 and continues to milepost 416.7 at the Utah border.
- **Tse'nikani**, meaning "flat mesa rock" in Navajo, is located on the US 191 between milepost 467 and 510.
- The **Fredonia-Vermilion Cliffs Scenic Road** traverses 82 miles along SR 89A between mileposts 525 and 607.
- The **Diné Bítah "Among the People"** Scenic Road is a 105-mile thread that weaves its way from I-40, near the Arizona/New Mexico border, north towards Canyon de Chelly National Monument on Navajo Routes 12 and 64.
- The **Trail of the Ancients** scenic road network encompasses a web of roadways which provide the traveler with incredible vistas, desert landscapes, and insights into the rich Navajo culture as well as ancient Puebloan culture through a wealth of archaeological sites. As part of a larger network, the Trail of the Ancients Scenic Byway, when completed, will be a network connecting the Four Corners states of New Mexico, Colorado, Utah and Arizona.

Given the recent progress on designating scenic roads, respondents were asked whether they would include Navajo Scenic Roads as part of their trip if provided with information about them. The response was overwhelmingly positive – 88.4% said they would include scenic roads in their itinerary, while only 11.6% said they would not. Given that most people visit the Navajo Nation by automobile, this provides another clear opportunity for Navajo tourism to engage visitors and perhaps lengthen their stays. See Table 17.

Table 17. Interest in Navajo Scenic Roads

If you had information on Navajo Scenic Roads would you include them among your activities?		
	Count	%
Yes	1564	88.4%
No	206	11.6%
Total	1770	100.0%

Next, respondents were asked to indicate their satisfaction with various aspects of their visit to the Navajo Nation, including everything from customer service, to the quality of lodging and restaurants, to feelings of personal safety. The top five aspects with which visitors were most satisfied were ranked by mean score (from 1 to 5, where 1 is Not at all satisfied and 5 is Totally satisfied) and are listed below:

1. Scenic attractiveness of the Navajo Nation (4.3)
2. Friendliness of the local people; Friendliness of local merchants and service providers (4.1)
3. Availability of adequate parking; Your feelings of personal safety (each at 4.0)
4. Variety of things to see and do; quality of attractions and events; and Customer service at tourism businesses (each at 3.9)

The lowest ranked aspect was Domestic animal control or welfare (ranked at 3.5), but even this measure did not fall below 3.5 or below the “satisfied” mid-point. See all responses in Table 18.

In terms of overall satisfaction with their visit to the Navajo Nation, measured on a scale from 1 to 10 where 10 is totally satisfied, Navajo Nation earned a very high satisfaction score of 8.6.

When asked about the Value for Money of their visit to the Navajo Nation, using the same scale, visitors gave a score of 8.2, or slightly below the overall satisfaction score but very positive nonetheless. See Tables 18 and 19.

Table 18. Satisfaction with features and experiences on the Navajo Nation

	Not at all Satisfied	Slightly Satisfied	Satisfied	Very Satisfied	Totally Satisfied	Mean
Friendliness of local merchants and service providers	1.1%	2.0%	22.2%	36.3%	38.4%	4.1
Variety of things to see and do	.8%	3.4%	26.7%	38.1%	31.0%	3.9
Access to restroom facilities	1.7%	5.2%	33.7%	32.9%	26.4%	3.8
Travel information availability	1.1%	6.3%	35.6%	32.4%	24.7%	3.7
Friendliness of local people	.8%	3.2%	20.4%	36.0%	39.6%	4.1
Value for money	1.6%	5.9%	34.9%	32.7%	24.9%	3.7
Quality of restaurants	1.9%	7.2%	38.3%	33.6%	19.0%	3.6
Quality of lodging	.9%	4.2%	31.8%	38.5%	24.6%	3.8
Quality of attractions and events	.9%	2.8%	29.2%	38.3%	28.8%	3.9
Quality of highways and roads	1.3%	6.6%	30.4%	37.5%	24.2%	3.8
Availability of adequate parking	.6%	2.1%	26.6%	37.7%	33.0%	4.0
Shopping opportunities	1.2%	5.9%	34.9%	34.1%	23.9%	3.7
Customer service at tourism businesses	1.0%	2.7%	30.1%	35.5%	30.8%	3.9
Directional signage on the Navajo Nation	1.9%	6.4%	34.6%	33.0%	24.2%	3.7
Your feelings of personal safety	.8%	2.4%	26.4%	36.3%	34.1%	4.0
Attractiveness of man-made facilities	1.3%	4.8%	33.6%	35.4%	24.9%	3.8
Scenic attractiveness of the Navajo Nation	.6%	2.4%	16.5%	29.4%	51.0%	4.3
Domestic animal control or welfare	6.3%	9.2%	37.7%	25.1%	21.6%	3.5
Other satisfaction with the Navajo Nation	7.9%	4.2%	25.7%	33.3%	28.8%	3.7

1 = Not at all Satisfied

5 = Totally Satisfied

Table 19. Overall Satisfaction & Value for Money

	0	1	2	3	4	5	6	7	8	9	10	Mean
How would you rate the Navajo Nation overall?	.0%	.3%	.1%	.4%	.6%	2.6%	3.7%	9.3%	26.4%	21.4%	35.0%	8.6
How would you rate the value for money of your trip on the Navajo Nation?	.2%	.3%	.4%	1.0%	1.4%	5.8%	5.9%	12.1%	25.6%	17.3%	30.1%	8.2

1 = Extremely Low level of Satisfaction or Value

10 = Extremely High Level of Satisfaction or Value

In order to understand the economic impact of visitor spending on the Navajo Nation, the survey asked visitors to estimate the amount of money they spent on Shopping, Transportation, Lodging, Restaurant/grocery, Recreation/admissions, and Other trip-related spending. As shown in Table 20, the highest average (mean) expenditures *per travel party* were for the following: Lodging (\$241), Transportation (\$159), Arts and crafts shopping (\$146), Restaurants/grocery (\$125), Recreation/entertainment (\$86), and “Other” spending (\$123). The question also asked respondents to specify the number of people in their travel party; the average or mean response was three (3) persons, while the median was two (2) persons. See Table 20.

Table 20. Average expenditures per travel party

Please estimate the amount of money that your travel party spent on the Navajo Nation?		
	Mean	Median
How many people are in your travel party?	3	2
Shopping-Arts or Crafts	\$146	\$50
Transportation (including gas)	\$159	\$80
Lodging or camping	\$241	\$130
Restaurant or grocery	\$125	\$60
Recreation entertainment entrance fees and permits	\$86	\$30
Other expenditure	\$123	\$5

As a follow-up question, survey respondents were asked whether or not the cost of gasoline or fuel had affected their overall trip spending. For the vast majority (75.9%) the answer was no, although one-fourth (24.1%) said that the cost of gasoline was a factor in their overall trip spending patterns. See Table 21.

Table 21. Fuel purchases as a factor in trip spending

Did fuel costs affect your purchases on this trip?		
	Count	%
Yes	506	24.1%
No	1595	75.9%
Total	2101	100.0%

Next, visitors were asked to specify the types of shopping purchases they made on the Navajo Nation. Leading the list were Souvenirs (57.5%) and Jewelry (57.2%), both of which were purchased by more than half of all visitors. These were followed by the general category of Gifts, which were purchased by four of 10 visitors (41.5%). Next in importance were Books (28.4%), Crafts (27.4%), Art (22.6%) and Pottery (19.6%), which were purchased by about one-fourth to one-fifth of all visitors. Finally, Personal items (17.9%) and Apparel (17.0%) were bought by significant percentages; only a small percentage bought Rugs (6.5%), Traditional clothing (4.1%) or “Other” items (6.9%). See the full list of shopping purchases in Table 22.

Table 22. Types of Shopping purchases

What type of shopping purchase did or will you make?		
	Count	%
Souvenirs	1085	57.5%
Rugs	122	6.5%
Pottery	370	19.6%
Jewelry	1079	57.2%
Art	427	22.6%
Crafts	517	27.4%
Books	536	28.4%
Traditional clothing	77	4.1%
Other	130	6.9%
Personal items (toiletries etc)	338	17.9%
Gifts	783	41.5%
Apparel	321	17.0%

The final question in this section asked visitors whether they would recommend a visit to the Navajo Nation to their friends and family. As shown in Table 23, the response was almost unanimously positive, with 99% saying they would recommend a visit to the Navajo Nation! See Table 23.

Table 23. Would you recommend a visit to the Navajo Nation?

Would you recommend a visit to the Navajo Nation to your friends or family?		
	Count	%
Yes	2128	98.9%
No	24	1.1%

Demographics & Travel Party Characteristics

The survey data also provide the opportunity to describe and profile visitors to the Navajo Nation demographically by age, gender, income and education. The findings show that the average age of visitors to the Navajo Nation is 52 years (median is 54 years). In generational terms, these visitors are classified as Baby Boomers who were born between the years of 1946 and 1964; (as of 2012 they fall between the ages of 48 and 66). In general, fewer visitors were under age 30 and fewer were over age 70, while they were particularly clustered between the ages of 51 and 70. The largest single cohort (14.9%) was the 61-65 year age group. See Table 24.

Table 24. Age of Visitors

Age of visitors to the Navajo Nation		
	Count	%
20 and under	20	1.0%
21 - 25 years	85	4.0%
26 - 30 years	123	5.9%
31 - 35 years	141	6.7%
36 - 40 years	139	6.6%
41 - 45 years	172	8.2%
46 - 50 years	190	9.1%
51 - 55 years	254	12.1%
56 - 60 years	253	12.1%
61 - 65 years	312	14.9%
66 - 70 years	237	11.3%
71 - 75 years	111	5.3%
76 years and older	62	3.0%

Mean = 52.0 years

Median = 54 years

Table 25. How many travel parties contained children?

	Frequency	%
Children Under 18 Years	361	15.7%
No children	1933	84.3%
Total	2294	100%
Average # of children under 18 years	2.1	

Survey respondents were fairly evenly divided between men (47.7%) and women (52.3%), although women made up a higher percentage of respondents. The higher incidence of women may have been a function of their greater willingness to complete the survey or there may have been in fact more women among visitors. See Table 26.

Table 26. Visitor Gender

Visitor gender		
	Count	%
Male	984	47.7%
Female	1081	52.3%
Total	2065	100.0%

Visitors to the Navajo Nation are a very highly educated group. In fact, more than one third of visitors (34.8%) had graduate degrees (Master's or higher), while another 29.0% had Baccalaureate degrees – for a combined total of college graduates of 63.8%. The percentage of college graduates among these respondents is far higher than that of the adult population generally, which was 27.9% according to the 2010 U.S. Census. Another 11.6% had Associates or two-year degrees, while 13.4% reported some college. This striking finding suggests the capacity these visitors have to understand and to appreciate the unique history, culture, geology, and geography of the Navajo Nation and the region. See Table 27.

Table 27. Level of Educational Attainment

Visitor education		
	Count	%
Less than high school	22	1.1%
High school graduate	207	10.0%
Some College	277	13.4%
Associate-Technical degree (2 year degree)	240	11.6%
College degree (4 year degree)	598	29.0%
Post graduate	718	34.8%
Total	2062	100.0%

Given their high levels of educational attainment, visitors to Navajo Nation also have relatively high household incomes that average \$74,485 annually. This figure is slightly higher than the average household income of overnight leisure visitors to Arizona generally, which was \$72,840 in 2010 (according to the Arizona Office of Tourism, *Arizona 2010 Tourism Facts, Year-End Summary*).

See Table 28

Table 28. Annual Household Income

Mark the category that best describes Your household income before taxes?		
	Count	%
Less than \$14,999	63	3.9%
\$15,000 - \$19,999	32	2.0%
\$20,000 - \$29,999	82	5.1%
\$30,000 - \$39,999	111	6.9%
\$40,000 - \$49,999	177	10.9%
\$50,000 - \$69,999	332	20.5%
\$70,000 - \$89,999	265	16.4%
\$90,000 - \$109,999	184	11.4%
\$110,000 - \$124,999	121	7.5%
\$125,000+	251	15.5%
Total	1618	100.0%
Mean = \$74,485		

In summary, current Navajo Nation visitors are highly-educated high-income Baby Boomers, both domestic and foreign.

CHAPTER TWO: COMPARISON OF 2002 AND 2011 SURVEY RESULTS

This chapter provides a comparison of the findings of the 2002 and the 2011 visitor surveys that were conducted on the Navajo Nation. What has changed in Navajo Nation tourism during that time and what remains the same? The answers will help the Navajo Tourism Department shape its advertising and promotion messages, its outreach and placement, as well as product development and strategic planning.

Most of the questions on the two survey instruments used in 2002 and 2011 were identical – purposely so to enable these comparisons to be made. Some new questions were added to the 2012 survey – such as, whether information about recently-designated Scenic Highways on the Navajo Nation would be of interest to visitors – but no comparisons are possible for these new questions.

Overall, most findings for the two surveys were similar despite the 10 year gap in data collection. This is, in fact, not unusual in tourism research, which often confirms consistent patterns over time, such as a standard set of origin states and countries or demographic characteristics that change little. Every state, for example, tends to attract more visitors from its neighboring states and its region, as does Arizona and the Navajo Nation.

The two surveys found almost exactly the same percent of visitors were repeaters and newcomers, as shown below.

Before this trip have you ever visited the Navajo Nation (reservation)?	2002	2011
Yes	44.0%	43.0%
No	56.0%	57.0%
Total	100.0%	100.0%

Some change appeared in “primary destination” vs. “one stop on a longer trip”, more visitors in 2011 making Navajo Nation their primary destination:

Is the Navajo Nation the primary destination of your trip?	2002	2011
Yes	18.5%	28.0%
No	81.5%	72.0%
Total	100.0%	100.0%

More international visitors were found in the 2011 data – up 10% over 2002 – and fewer Arizona and domestic visitors:

	2002	2011
Visitors		
Domestic	67.0%	58.5%
Arizona	13.0%	10.3%
International	20.0%	31.2%
Total	100.0%	100.0%

Few changes were seen in top origin states in the two surveys:

	2002	2011
Domestic Visitors		
California	14.4%	12.6%
Colorado	6.8%	7.6%
Illinois	4.5%	4.4%
Texas	3.7%	4.4%
New York	4.2%	4.2%
Wisconsin	2.8%	3.6%
New Mexico	3.0%	3.5%
Washington	3.5%	3.5%

The top foreign countries remained similar, with the exception of a sharp drop in visitors from the United Kingdom:

	2002	2011
International Visitors		
Germany	14.9%	15.9%
France	11.0%	14.2%
Canada	10.3%	12.9%
United Kingdom	28.0%	12.3%
Italy	5.8%	8.0%
Australia	3.3%	6.1%
The Netherlands	7.5%	5.5%

While the number of nights on the total trip remained about the same, slightly fewer nights were spent on the Navajo Nation:

	2002	2011
Night Total Trip	17.5	18.3
Nights on Navajo Nation	4.3	2.8
Spent at least one night on Navajo Nation	66.1%	62.7%

Dependence on hotel/motel accommodations and campgrounds remained the same:

What type of accommodation are you using?	2002	2011
Hotel or Motel	79.1%	78.1%
Campground or RV Park	19.9%	19.3%
Private Home	1.9%	3.2%
Other	2.0%	2.1%
Hogan Bed and Breakfast	0.8%	1.0%
Bed and Breakfast	1.0%	0.6%
Hostel	0.6%	0.6%

Average party size changed little; slightly fewer children were in visitor parties in 2011 compared to 2002:

	2002	2011
Average party size	3.0	3.0
Parties with children	20.0%	15.7%
Average number of children	1.0	2.0

Differences in age between 2002 and 2011 were very minor:

	2002	2011
Age		
Men	50.0	53.2
Women	52.0	51.0

Educational attainment of visitors was very similar, especially at the highest ranges of college graduate and post-graduates:

What category best represents the highest level of education you have obtained?	2002	2011
Less than high school	2.0%	1.1%
High school graduate	11.5%	10.0%
Some College	14.5%	13.4%
Associate-Technical degree (2 year degree)	8.3%	11.6%
College degree (4 year degree)	28.5%	29.0%
Post-graduate	35.2%	34.8%

A clear trend can be seen in the use of information sources as a considerably higher percentage of visitors used the Internet in 2011 and fewer depended on older sources such as guide books:

How did you find out about the Navajo Nation?	2002	2011
Friends or Family	39.1%	33.1%
Online or Internet	18.0%	33.0%
Guide Book	38.8%	21.9%
Found out about the Navajo Nation another way	0.0%	19.6%
National Park Service	16.5%	16.2%
Brochure	21.2%	15.3%
Road-side sign	9.1%	9.6%
Motor Club (AAA)	14.2%	8.9%
Magazine article	11.6%	6.6%
Movie-TV show	9.7%	6.4%
State Parks	7.0%	5.5%
Welcome Center	4.8%	5.5%
Novel	11.2%	5.2%
Arizona Office of Tourism	9.4%	4.4%
Navajo Tourism Department	3.5%	2.6%
Tour Operator	1.7%	2.3%
Newspaper article	6.1%	2.3%
Navajo Parks & Recreation Department	4.2%	2.2%
New Mexico Department of Tourism	3.8%	2.0%
Magazine ad	2.3%	2.0%
Travel agent	3.2%	1.8%
TV Commercials	1.3%	0.6%
Radio ad	1.0%	0.4%
Newspaper ad	1.0%	0.3%

High dependence on the automobile as transportation mode remained the same, although more used rental cars and fewer used campers/RVs:

What type of transportation are you using?	2002	2011
Own car	51.3%	46.5%
Rental car	35.8%	40.8%
Own camper or RV	9.1%	6.3%
Airplane	6.4%	4.6%
Rental camper or RV	3.1%	4.1%
Other transportation	1.6%	2.0%
Bus or Motor coach	2.8%	1.7%
Motorcycle	0.6%	1.0%
Train	0.6%	0.4%
Bicycle	0.2%	0.2%

The rental of vehicles shifted more to Las Vegas and away from Phoenix in 2011:

If you rented a vehicle where did you pick up your vehicle?	2002	2011
Las Vegas, NV	17.2%	26.0%
Phoenix	31.5%	20.5%
Los Angeles, CA	7.0%	10.3%
Albuquerque, NM	15.1%	10.1%
San Francisco, CA	4.6%	7.9%
Denver, CO	5.5%	4.1%
Flagstaff	3.0%	2.6%
Salt Lake City, UT	1.4%	2.4%

The most important activities did not change much – sightseeing, visiting parks, photography & hiking – still dominated in 2011:

What leisure activities did you participate in?	2002	2011
General sightseeing	89.6%	85.3%
Visiting parks	56.8%	46.7%
Photography	44.5%	39.8%
Hiking or walking	35.3%	35.6%
Visiting historical areas or historical sites	51.0%	33.5%

Satisfaction scores were quite similar or slightly improved overall in 2011 over 2002; both the highest rated and lowest rated factors remained the same:

	2002	2011
Satisfaction Mean Score		
Overall Satisfaction	4.0	3.8
Scenic attractiveness of the Navajo Nation	3.9	4.3
Friendliness of local merchants and service providers	3.9	4.1
Friendliness of local people	3.9	4.1
Availability of adequate parking	4.0	4.0
Your feelings of personal safety	3.9	4.0
Lowest Satisfaction Scores	2002	2011
Domestic animal control or welfare	-	3.5
Quality of restaurants	3.4	3.6
Travel information availability	3.8	3.7
Value for money	3.5	3.7

The overall satisfaction and value-for-money ratings were very similar:

	2002	2011
Overall rating	8.7	8.6
Value for money	8.2	8.2

Recommendations that friends and family should visit remained consistently very high:

Would you recommend a visit to the Navajo Nation to your friends or family?	2002	2011
Yes	99.3%	98.9%
No	0.7%	1.1%
	100.0%	100.0%

In summary, this comparison of findings between the 2002 and 2011 surveys of visitors to the Navajo Nation found few differences on most measures, including: repeat visits, domestic origins, number of nights on the nation, type of lodging, party size, general demographic characteristics, and overall satisfaction with the visit. A few areas did reveal notable changes, however, and these included: more visitors saw Navajo Nation as their primary destination, proportionately more international visitors were present, number of nights stayed on Navajo Nation were fewer, travel parties contained fewer children, more cars were rented in Las Vegas than Phoenix, and total economic impact increased by 32% or one-third from the 2002 total.

CHAPTER THREE: ECONOMIC IMPACT OF VISITORS TO THE NAVAJO NATION

Finally, what was the financial impact of visitors to the Navajo Nation? The AHRRC estimated a visitor population of 589,064 visitors to the Navajo Nation during the study period. This population estimate was developed from National Park visitation statistics, corrected for actual visits to these sights noted by respondents. An explanation of how the population was estimated follows.

Methods for Estimating Tourist Expenditures

In order to obtain tourist expenditure estimates, average daily per person expenditures for the five tourist related categories were developed. The harmonic or 5 percent weighted mean is used to estimate average expenditures. This method trims out the top and bottom 5 percent of the expenditure distribution, eliminating extreme outliers which have a tendency to inflate the calculated expenditures. This survey asked for expenditures by travel party on their trip on the Navajo Nation. Therefore average per-trip expenditures are divided by average party size in this case the median (2 persons) to avoid extreme party size inflation. Per-party-per-trip expenditures are then reduced by dividing by the average trip length (2 days) to arrive at per-person-per-trip expenditures. These per-person-per-trip expenditures are then expanded to the population estimate of visitors to arrive at total visitor expenditures. See Table B1.

Table B1. Per-Person-Per-Trip Expenditures

Per-Person-Per-Trip Expenditures	Per trip	Per-Party Per-Trip	Per-Person Per-Trip	Day Visitors
Lodging or camping	\$262.0	\$131.0	\$65.5	\$0
Restaurant or grocery	\$128.0	\$64.0	\$32.0	\$32
Recreation entertainment entrance fees and permits	\$66.0	\$33.0	\$16.5	\$15
Transportation (including gas)	\$146.0	\$73.0	\$36.5	\$42
Shopping-Arts or Crafts	\$128.0	\$64.0	\$32.0	\$29
Other expenditure	\$22.0	\$11.0	\$5.5	\$10

As there are many access points to the Navajo Nation visits to National Park Service sites, which collect entrance visits and visitor statistics were used as a proxy for all visits. This method is similar to that used in the 2003 study.

Table B2. National Park visitation 2011

	Quarter #1	Quarter #2	Quarter #3	Quarter #4	Total
Canyon de Chelly NM	160,866	241,859	283,972	141,445	828,142
Hubbell Trading Post NHS	14,363	30,240	30,669	12,959	88,231
Navajo NM	7,462	29,198	35,416	15,308	87,384
Total	182,691	301,297	350,057	169,712	1,003,757

Visitors to the Navajo Nation, have the opportunity to visit all three of the National Park sites, Canyon de Chelly, Hubbell Trading Post, and Navajo National Monument. In order to correct for this potential problem of double counting, the percentage of visitors to each of the sites was reduced by their proportionate visits to the other sites. Also included in the final visitor estimate are visits to other sites listed in the survey. The median party size of 2.0 persons was applied to survey parties that visited other sites on the Navajo Nation. These visitors were allocated to the calendar quarters using National Parks visits as the proxy. Therefore, the total population estimate for all visitors to the Navajo nation for 2011 is 589,064. This number is very conservative as it does not include an extra 403,000 visits attributable to National Parks.

Table B3. Corrected Visits to the National Park Service Sites 2011

Corrected for cross visits	Quarter #1	Quarter #2	Quarter #3	Quarter #4	Total
Canyon de Chelly NM	95,654	143,814	168,855	84,106	492,429
Hubbell Trading Post NHS	6,987	14,711	14,920	6,304	42,923
Navajo NM	4,587	17,947	21,769	9,409	53,712
Total	107,228	176,472	205,544	99,820	589,064

In terms of total expenditures, summer (July to September) produced the largest direct total expenditures of \$39.2 million, while the winter season had the lowest with \$19.2 million in overall expenditures. The summer season accounted for 34 percent of all tourist expenditures, followed by spring at 29 percent, winter at 19 percent, and fall accounted for 18 percent of total expenditures. See Figure B 1.

Figure B1. Total Expenditures by Season

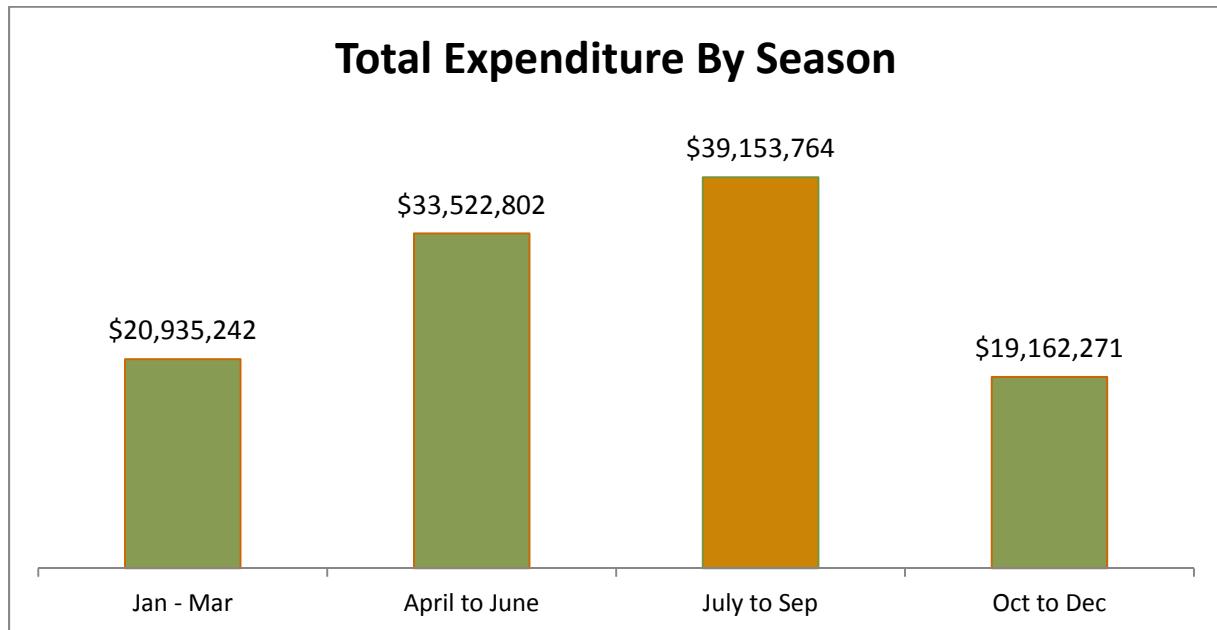
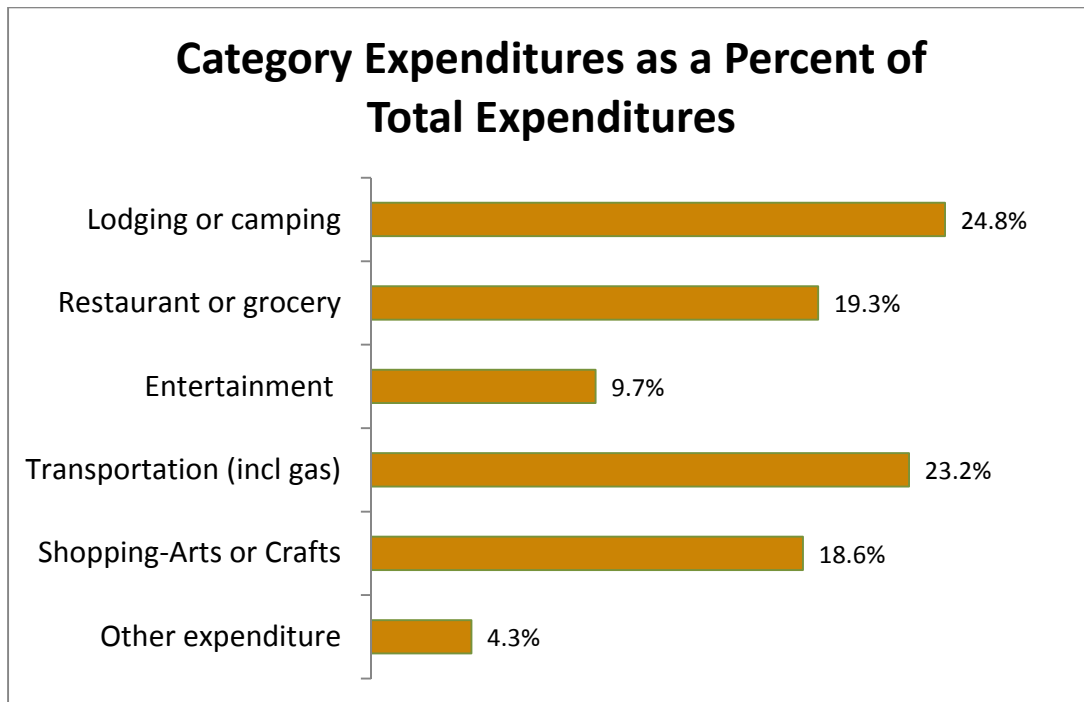


Figure B2. Category Expenditures as a Percent of Total Expenditures



Day visitors account for 27 percent of all visitors while overnight visitors account for the remainder 73 percent. Expenditures are divided between day and overnight visitors, the major difference being that day visitors do not have lodging expenditures on the Navajo Nation. Expenditures are therefore divided between day and overnight visitors by the overall ratio.

In dollar terms, lodging accounted for \$31.4 million during the survey period, with the summer recording the highest lodging expenditures at \$10.9 million. Similarly, food and beverage totaled \$21.0 million, with summer expenditures highest at \$7.3 million, about twice as high as winter and fall seasons. See all categories in Table B4.

Table B4. Tourist Direct Expenditures by Season.

	January to March 2011		April to June 2011		July to September 2011		October to December 2011		Total
	Day	Overnight	Day	Overnight	Day	Overnight	Day	Overnight	Total
Lodging or camping	\$0	\$5,820,857	\$0	\$9,320,716	\$0	\$10,886,355	\$0	\$5,327,899	\$31,355,827
Restaurant or grocery	\$1,041,290	\$2,860,663	\$1,667,377	\$4,580,670	\$1,947,453	\$5,350,104	\$953,104	\$2,618,398	\$21,019,059
Recreation entertainment entrance fees and permits	\$492,049	\$1,486,318	\$787,899	\$2,379,983	\$920,246	\$2,779,759	\$450,378	\$1,360,444	\$10,657,077
Transportation (including gas)	\$1,367,351	\$3,257,015	\$2,189,486	\$5,215,333	\$2,557,263	\$6,091,373	\$1,251,552	\$2,981,183	\$24,910,556
Shopping-Arts or Crafts	\$966,677	\$2,825,559	\$1,547,903	\$4,524,460	\$1,807,910	\$5,284,452	\$884,811	\$2,586,267	\$20,428,039
Other expenditure	\$328,690	\$488,774	\$526,320	\$782,655	\$614,728	\$914,120	\$300,854	\$447,380	\$4,403,521
Total	\$4,196,057	\$16,739,185	\$6,718,985	\$26,803,817	\$7,847,601	\$31,306,163	\$3,840,700	\$15,321,571	\$112,774,079

Understanding the regional economic impacts of visitors can illustrate the economic importance of tourism and recreational activities to the Navajo Nation, and can be compared to the impacts of other economic sectors. Expenditures from Navajo Nation visitors shown in Table B4, were entered into the Input-Output model Impact analysis for PLANing (IMPLAN) and economic impacts and multiplier effects were calculated for Apache and Navajo counties, Arizona. Economic impact analysis (EIA) measures the direct and extended effects of expenditures related to a tourist activity by detailing industry response and multiplier effects on many regional economic indicators such as output, income, and employment.

Economic Impact Analysis Methods

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

The I-O model can be used to conduct economic impact analysis. Economic impact analysis involves applying a final demand change to the economic I-O model, and then analyzing the resulting changes in the economy (IMPLAN Analysis Guide, 1999). Impacts can be one-time impacts, such as the construction of a new factory, or they can be recurring impacts, such as the arrival of a new industry. Often, the impact analysis is concerned with multiplier effects, or the amount of money that is re-circulated through the economy after an initial expenditure.

Visitors were asked to estimate daily trip expenditures in the categories listed above. The visitors are assumed to be in Apache and Navajo Counties, Arizona. Visitors from outside of the region purchased regional lodging, food, transportation, entertainment, etc., and this importation of expenditures represents an influx of “new” money to the region. This analysis does not include respondents who live in either Navajo or Apache counties 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.

Thus, direct, indirect, and induced effects of visitor expenditures were calculated for Navajo and Apache counties. 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 on the Navajo Nation 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, thus accounting for leakage (IMPLAN Analysis Guide, 1999).

Indirect effects are a measure of economic activity in other industrial sectors that is spurred by the direct effects. For example, Navajo Nation 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 and indirect effects. Staying with the previous example, a portion of wages earned by workers in the food/beverage and lodging sectors are then locally re-spent in other industrial sectors. IMPLAN uses Personal Consumption Expenditures (PCEs) to model induced effects. PCEs provide estimates of consumer expenditures on goods and services by different income classes (IMPLAN Analysis Guide, 1999).

Regional Expenditure Results

As discussed previously only out-of-region visitor spending is included in this analysis. Therefore, only these 599,862 out-of-region visitors are included in the economic impact analysis. The harmonic or trimmed mean was used for average expenditures in calculating economic impact. The trimmed mean avoids extremes at either end of a frequency distribution by effectively reducing the top and bottom five percent of the distribution and recalculating the mean. This reduces the extreme end of the range

lessening the impact of those who had no expenses as well as those who listed expenses that were in error or considered unreasonable (i.e., \$3,000 for lodging for 1 night at The View at Monument Valley).

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 #413 "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 #326 "Gasoline Stations" (85%) and to sector #414 "Automotive Repair and Maintenance" (15%).

Regional Economic Impact Analysis Results

The total number of out-of-region visitors to the Navajo Nation in the study period was estimated at 599,862 visitors. These visitors were responsible for some \$112.8 million of direct expenditures in Apache and Navajo counties, AZ, with an average regional expenditure of \$377 per party. Expenditures recorded for each industrial category found in Table B4 were entered into IMPLAN's impact analysis. Table B5 shows the direct, indirect, and induced effects of regional expenditures made by non-local visitors. Type SAM multipliers are presented for each of the economic impact categories. Type SAM multipliers are similar to Type III multipliers in that they represent the ratio of total effects to direct effects and include indirect and induced effects. They are also similar in incorporating employment-based Personal Consumption Expenditures (PCEs) to model overall induced effects. IMPLAN's Type SAM multipliers differ from traditional multipliers because IMPLAN uses all social accounting matrix information to generate a model that captures the inter-institutional transfers (IMPLAN Analysis Guide, 1999).

Table B5. Effects and Multipliers of \$112.7 million of Regional Expenditures by Navajo Nation visitors

	Direct Effect	Indirect Effect	Induced Effect	Multiplier	Total Effect
Output	\$112,774,079	\$18,414,422	\$12,549,221	1.27	\$143,737,722
Employment	1,590	96	102	1.12	1,788
Labor Income	\$35,036,338	\$4,135,450	\$3,462,498	1.22	\$42,634,286

Finally, expenditures by tourists support jobs on the Navajo Nation. The top 10 job categories supported by tourist expenditures on the Navajo Nation are found in the Table B6. The top 10 jobs categories supported by tourist expenditures account for 93 percent of jobs in the model.

Table B6. Top Ten Industries affected by expenditures of Navajo Nation visitors

Industries	Employment
Retail - Miscellaneous	552
Hotels and motels, including casino hotels	384
Food services and drinking places	360
Gasoline stations	207
Other amusement and recreation industries	73
Automotive repair and maintenance, except car washes	51
Real estate establishments	12
Offices of physicians, dentists, and other health practitioners	8
Management of companies and enterprises	8
Private hospitals	8

Discussion

In 2011 visitors to the Navajo Nation injected significant expenditures into businesses in the regional economy of Apache and Navajo counties. Approximately \$112.8 million of direct regional purchases were made by out-of-region visitors, contributing to a total economic output of \$143.7 million for the two counties. This economic activity supported some 1,788 full-time equivalent (FTE) jobs. The total economic impact of visitors to the Navajo Nation area is therefore substantial, and contributes significantly to the greater regional economy.

APPENDIX A

Copy of Survey Instrument

NAVAJO NATION VISITOR AND ECONOMIC IMPACT SURVEY

/ /

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

Shade Circles Like This--> ●

Not Like This--> ~~○~~ 

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

1. Before this trip, had you ever visited the Navajo Nation (reservation)? ☐ Yes ☐ No

Is the Navajo Nation the primary destination of your trip?

☐ Yes ☐ No If no, what location is the primary destination of your trip?

How much time, in total, will you spend on the Navajo Nation during this trip? (*choose either hours or nights*)

hours

OR

nights

If staying overnight on the Navajo Nation, what type of accommodations are you using? (*please mark all that apply*)

☐ Hotel/Motel

☐ Hostel

☐ Campground/RV Park

☐ Private Home

☐ Bed and Breakfast

☐ Other (specify)

☐ Hogan Bed & Breakfast

2. Is the entire length of this trip away from home

(Navajo Nation and elsewhere): ☐ a day trip only ☐ a multi-day/overnight trip

If overnight, how many total nights are you spending away from home on this trip? Entire trip:

If traveling overnight,

In what community/location did you spend last night?

In what community/location will you spend tonight?

3. Including yourself, how many people are in your travel party on this trip?

Number of men

Number of women

Number of children under 18

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

☐ Own car

☐ Train

☐ Bus/Motorcoach

☐ Rental car

☐ Airplane

☐ Other (please specify)

☐ Own Camper/RV

☐ Motorcycle

☐ Rental Camper/RV

☐ Bicycle

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

3704581154

5. How did you find out about the Navajo Nation? (mark all that apply)

- | | | | |
|---|--|---|---|
| <input type="radio"/> Friends/family | <input type="radio"/> Magazine ad | <input type="radio"/> Movie/TV Show | <input type="radio"/> New Mexico Dept. of Tourism |
| <input type="radio"/> Online/Internet | <input type="radio"/> Magazine article | <input type="radio"/> Novel | <input type="radio"/> Arizona Office of Tourism |
| <input type="radio"/> Brochure | <input type="radio"/> Guide Book | <input type="radio"/> Travel agent | <input type="radio"/> Navajo Parks & Rec Dept. |
| <input type="radio"/> Tour operator | <input type="radio"/> Road-side sign | <input type="radio"/> Welcome center | <input type="radio"/> Motor Club (AAA) |
| <input type="radio"/> Newspaper ad | <input type="radio"/> TV commercials | <input type="radio"/> State Parks | |
| <input type="radio"/> Newspaper article | <input type="radio"/> Radio ad | <input type="radio"/> National Park Service | |

6. Did you use any of the following resources or assistance provided by the Navajo Tourism Department?

- ☐ Discover Navajo Website ☐ Letter or Visitor Guide ☐ Telephone Response/Assistance

7. What is the main purpose of your trip? (mark all that apply)

- | | | |
|--|--|--|
| <input type="radio"/> Visit friends or relatives | <input type="radio"/> Combined business/pleasure | <input type="radio"/> Personal |
| <input type="radio"/> Outdoor recreation | <input type="radio"/> Business | <input type="radio"/> Tribal fairs |
| <input type="radio"/> Visit scenic attractions | <input type="radio"/> Education experiences | <input type="radio"/> Shopping arts/crafts |
| <input type="radio"/> Scenic beauty/sightseeing | <input type="radio"/> Seminar | <input type="radio"/> Cultural activities |

8. Indicate all the sites/attractions you have or will visit on the Navajo Nation during this trip? (mark all that apply)

- | | |
|--|--|
| <input type="radio"/> Navajo Arts & Crafts Enterprises (7 locations AZ & NM) | <input type="radio"/> Dine College-Hatathlie Museum (Tsaile) |
| <input type="radio"/> Four Corners Monument (AZ,NM,CO,UT) | <input type="radio"/> Wheatfields Lake (Tsaile/Chinle area) |
| <input type="radio"/> Monument Valley Tribal Park (Monument Valley) | <input type="radio"/> Hubbell Trading Post NHS (NPS-Ganado) |
| <input type="radio"/> Navajo National Monument (NPS-Kayenta area) | <input type="radio"/> Red Rock Park (Church Rock NM) |
| <input type="radio"/> Elephant Feet (Tonalea) | <input type="radio"/> Bisti (New Mexico) |
| <input type="radio"/> Antelope Canyon (Page area) | <input type="radio"/> Chaco Culture NHP (NPS-New Mexico) |
| <input type="radio"/> Dinosaur Tracks (Tuba City) | <input type="radio"/> Window Rock Tribal Park & Veteran's Memorial |
| <input type="radio"/> Explore Navajo Interactive Museum (Tuba City) | <input type="radio"/> Shiprock Peak (Shiprock NM) |
| <input type="radio"/> Little Colorado River Gorge Overlook (Cameron area) | <input type="radio"/> Window Rock Tribal Zoo |
| <input type="radio"/> Canyon de Chelly NM (NPS-Chinle) | <input type="radio"/> Navajo Nation Museum (Window Rock) |
| <input type="radio"/> Other <input type="text"/> | |

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

- | | | |
|--|--|--|
| <input type="radio"/> General sightseeing | <input type="radio"/> Attending tribal fair/pow wow | <input type="radio"/> Bicycling |
| <input type="radio"/> Shopping | <input type="radio"/> Swimming/water sports | <input type="radio"/> Horseback riding |
| <input type="radio"/> Boating/rafting | <input type="radio"/> Wildlife/bird watching | <input type="radio"/> Photography |
| <input type="radio"/> Fishing | <input type="radio"/> Star gazing | <input type="radio"/> Camping |
| <input type="radio"/> Hunting | <input type="radio"/> Looking at/buying arts and crafts | <input type="radio"/> Hiking/walking |
| <input type="radio"/> Visiting parks | <input type="radio"/> Visiting historical areas/historical sites | <input type="radio"/> Attending cultural/educational seminar |
| <input type="radio"/> Group tour | <input type="radio"/> Visiting friends and relatives | <input type="radio"/> Road Scholar (formerly Elderhostel) |
| <input type="radio"/> Watch sports events | <input type="radio"/> Eating traditional Navajo foods | <input type="radio"/> Family activities |
| <input type="radio"/> Picnicking | <input type="radio"/> Attending rodeo | <input type="radio"/> Childrens' activities |
| <input type="radio"/> Attending festivals/events | <input type="radio"/> Visiting museums | <input type="radio"/> Educational activities |
| <input type="radio"/> Other <input type="text"/> | | |

10. If you had information on Navajo Scenic Roads, would you include them among your activities?

- ☐ Yes ☐ No

We are also concerned with the quality of your experiences while on the Navajo Nation.
Please let us know what you think.

11. Please tell us how satisfied you are with these specific aspects of your visit to the Navajo Nation.

Please tell us how satisfied you are with:	Not at all satisfied	Slightly satisfied	Satisfied	Very satisfied	Totally satisfied
Friendliness of local merchants and service providers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of things to see and do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to restroom facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel information availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of local people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of lodging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of attractions and events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of highways and roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of adequate parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer service at tourism businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Directional signage on the Navajo Nation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your feelings of personal safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractiveness of man-made facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic attractiveness of the Navajo Nation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domestic animal control/welfare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<div></div>					

12. On a scale of 1-10 where 1 = poor and 10=excellent, how would you rate the following about your visit to the Navajo Nation? (write a number from 1-10 in the boxes)

Overall rating Value for money

13. Please estimate as closely as possible the amount of money that your travel party is spending on the Navajo Nation for the following categories (in U.S. dollars with no decimal places): example 92

How many people are in your travel party?

Shopping/Arts & Crafts \$

Transportation (incl gas) \$

Lodging/camping \$

Restaurant & grocery \$

Recreation/Entertainment & Entrance fees/Permits \$

Other \$

Specify Other:

8929581158

14. Did fuel costs affect your purchases on this trip? ☐ Yes ☐ No

15. What types of shopping purchases did/will you make? (*mark all that apply*)

- | | | |
|--|-------------------------------|---|
| <input type="radio"/> apparel | <input type="radio"/> art | <input type="radio"/> souvenirs |
| <input type="radio"/> traditional clothing | <input type="radio"/> jewelry | <input type="radio"/> gifts |
| <input type="radio"/> books | <input type="radio"/> pottery | <input type="radio"/> personal items (toiletries, etc.) |
| <input type="radio"/> crafts | <input type="radio"/> rugs | <input type="radio"/> other <input type="text"/> |

16. Would you recommend a visit to the Navajo Nation to your friends and family?

☐ Yes

☐ No If no, why not?

Finally, we would like to know more about you and your household.
This information will be kept in the strictest confidence and used for statistical purposes only.

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

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

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

- | | |
|---|---|
| <input type="radio"/> Less than \$14,999 | <input type="radio"/> \$50,000 - \$69,999 |
| <input type="radio"/> \$15,000 - \$19,999 | <input type="radio"/> \$70,000 - \$89,999 |
| <input type="radio"/> \$20,000 - \$29,999 | <input type="radio"/> \$90,000 - \$109,999 |
| <input type="radio"/> \$30,000 - \$39,999 | <input type="radio"/> \$110,000 - \$124,999 |
| <input type="radio"/> \$40,000 - \$49,999 | <input type="radio"/> \$125,000+ |

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

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

- | | |
|---|--|
| <input type="radio"/> Less than high school | <input type="radio"/> Associate/Technical degree (2 year degree) |
| <input type="radio"/> High school graduate | <input type="radio"/> College degree (4 year degree) |
| <input type="radio"/> Some college | <input type="radio"/> Post graduate |

Thank you for participating in this survey! Your input is very important to us.
As our gift of gratitude for your participation, the Navajo Tourism Department
would like you to pick up some complimentary postcards of the Navajo Nation.
Just ask when you return this survey form.

APPENDIX B

Open-ended Comments & “Other” Responses

**Is the Navajo Nation the primary destination of your trip? For those who indicated “No”
What location is the primary destination of your trip? (recoded & summarized)**

	Frequency	Percent
Southwestern National Parks	552	35.4%
Multiple Destinations Touring the Southwest	334	21.4%
Arizona	155	9.9%
Colorado	99	6.3%
Native Parks and Monuments	93	6.0%
California	78	5.0%
Other States	77	4.9%
New Mexico	51	3.3%
Nevada / Las Vegas	45	2.9%
Utah	42	2.7%
Traveling Home	17	1.1%
Family Reunions/Weddings	17	1.1%
	1560	100.0%

Other accommodation used:

Other accommodation while staying on the Navajo Nation	Frequency	Percent
AMIZADE-PESHLAKAI AVE	1	1.9%
BLUE GAP	1	1.9%
BOONDOCKING	1	1.9%
BRKFAST	1	1.9%
CAMERON	1	1.9%
CAMERON TRADING POST	1	1.9%
CAMPER VAN	1	1.9%
CAMPING	1	1.9%
CAMPING ON MESA	1	1.9%
CAMPING OUT	1	1.9%
CAMPOUT	1	1.9%
CANYON DE CHELLY/MONUMENT VALLEY	1	1.9%
COMMUNITY CENTER	1	1.9%
COUSIN	1	1.9%
DEPENDS ON WEATHER!	1	1.9%
DID NOT MAKE PLANS	1	1.9%
FAMILY	1	1.9%
FAMILY FRIENDS	1	1.9%

Other accommodation while staying on the Navajo Nation	Frequency	Percent
FRIENDS	1	1.9%
HEARD ABOUT THE HOGAN, DIDN'T HAVE ROOM FOR SLEEPING BAGS THIS TRIP. WANT TO STAY AT THE HOGAN NEXT TRIP.	1	1.9%
HOGAN SPIDER ROCK CHINLE	1	1.9%
HOME	1	1.9%
HOSTED BY LOCALS WOULD BE GREAT	1	1.9%
HOTEL	1	1.9%
HOTEL, MOTEL	1	1.9%
JOB SITE	3	5.8%
KAYENTA	1	1.9%
LIVE IN AREA	1	1.9%
MY TRUCK BED	1	1.9%
NATIVE	1	1.9%
NEAR BORDER TOWN	1	1.9%
NONE	1	1.9%
PASSING THRU	1	1.9%
QUALITY INN & MCDONALDS	1	1.9%
RELATIVE'S HOUSE	1	1.9%
RELATIVES	1	1.9%
REMOTE AREAS-CAMP	1	1.9%
RV-MOTORHOME	1	1.9%
SCHOOL	1	1.9%
SEE BELOW (NORTHERN NAVAJO MEDICAL CENTER)	1	1.9%
SLEEPING IN MY CAR PARKING LOTS	1	1.9%
STEALTH CAMP	1	1.9%
TENT	2	3.8%
THE VIEW HOTEL MONUMENT VALLEY	1	1.9%
THUNDERBIRD CHINLE	1	1.9%
THUNDERBIRD LODGE	1	1.9%
TRACTOR TRAILER	1	1.9%
TRAILER ON KSU	1	1.9%
VIEW LODGE	1	1.9%
Total	52	100.0%

If traveling overnight, in what community did you spend last night?

If traveling overnight, in what community did you spend last night?	Frequency	Percent
PAGE	196	10.3%
FLAGSTAFF	133	7.1%
TUBA CITY	109	5.7%
GRAND CANYON NATIONAL PARK - SOUTH RIM	102	5.4%
CHINLE	98	5.2%
KAYENTA	84	4.4%
CORTEZ CO	80	4.2%
GALLUP NM	78	4.1%
WINDOW ROCK	67	3.5%
MONUMENT VALLEY	61	3.2%
DURANGO CO	53	2.8%
CANYON DE CHELLY NATIONAL MONUMENT	51	2.7%
MOAB UT	45	2.4%
SEDONA	44	2.3%
FARMINGTON NM	42	2.2%
PHOENIX	31	1.6%
HOLBROOK	30	1.6%
WILLIAMS	27	1.4%
MESA VERDE NATIONAL PARK	25	1.3%
LAS VEGAS NV	25	1.3%
ALBUQUERQUE NM	25	1.3%
NAVAJO NATIONAL MONUMENT	19	1.0%
BLANDING UT	17	0.9%
KANAB UT	13	0.7%
BLUFF UT	13	0.7%
TUSAYAN	12	0.6%
HOME	12	0.6%
MEXICAN HAT UT	11	0.6%
GOULDINGS AT MONUMENT VALLEY	11	0.6%
NAVAJO	10	0.5%
CAMERON	10	0.5%
WINSLOW	9	0.5%
BRYCE CANYON NATIONAL PARK	9	0.5%
NAVAJO NM	8	0.4%
NAVAJO NATION	8	0.4%
LAKE POWELL	8	0.4%
DENVER CO	7	0.4%
ZION NATIONAL PARK	6	0.3%
TUCSON	6	0.3%

If traveling overnight, in what community did you spend last night?	Frequency	Percent
SANTA FE NM	6	0.3%
GRAND CANYON NATIONAL PARK - NORTH RIM	6	0.3%
PAGOSA SPRINGS CO	5	0.3%
MONTICELLO UT	5	0.3%
GRAND JUNCTION CO	5	0.3%
COLORADO	5	0.3%
TELLURIDE CO	4	0.2%
ST MICHAELS	4	0.2%
MARBLE CANYON	4	0.2%
LAUGHLIN NV	4	0.2%
JACOB LAKE	4	0.2%
COLORADO SPRINGS CO	4	0.2%
CEDAR CITY UT	4	0.2%
BLOOMFIELD NM	4	0.2%
ARIZONA	4	0.2%
AMARILLO TX	4	0.2%
ALAMOSA CO	4	0.2%
SCOTTSDALE	3	0.2%
SAN DIEGO CA	3	0.2%
PRESCOTT	3	0.2%
OURAY CO	3	0.2%
MOUNT CARMEL CA	3	0.2%
MINNEAPOLIS MN	3	0.2%
HEBER OVERGAARD	3	0.2%
GRANTS NM	3	0.2%
YUMA	2	0.1%
WICKENBURG	2	0.1%
UTE RESERVATION	2	0.1%
UTAH	2	0.1%
TUUVI	2	0.1%
TROPIC UT	2	0.1%
THUNDERBIRD LODGE	2	0.1%
ST JOHNS	2	0.1%
ST GEORGE UT	2	0.1%
SPRINGDALE UT	2	0.1%
SANDERS	2	0.1%
SAN RAFAEL NATIONAL FOREST CO	2	0.1%
SAN FRANCISCO CA	2	0.1%
RIO RANCHO NM	2	0.1%
QUALITY INN NAVAJO NATION	2	0.1%
PROVO UT	2	0.1%

If traveling overnight, in what community did you spend last night?	Frequency	Percent
PRIVATE HOME	2	0.1%
PRICE UT	2	0.1%
NEW MEXICO	2	0.1%
MONTROSE CO	2	0.1%
MONTE VISTA CO	2	0.1%
MANCOS CO	2	0.1%
LOS ANGELES CA	2	0.1%
LAKE POWELL (HOUSEBOAT)	2	0.1%
LAKE HAVASU CITY	2	0.1%
KINGMAN	2	0.1%
GREEN RIVER UT	2	0.1%
COTTONWOOD	2	0.1%
COCONINO NATIONAL FOREST	2	0.1%
CASA GRANDE	2	0.1%
CAMERON TRADING POST	2	0.1%
BRYCE UT	2	0.1%
YELLOWSTONE NP	1	0.1%
WINDOW ROCK/MONUMENT VALLEY	1	0.1%
WHITECONE	1	0.1%
WEST DOLORES CO	1	0.1%
WELLINGTON UT	1	0.1%
WE SLEEP IN OUR CAR	1	0.1%
WAHWEAP RV PARK	1	0.1%
WALSENBURG CO	1	0.1%
VERDE VALLEY	1	0.1%
VANDERWAGON NM	1	0.1%
VALLECITO LAKE CO	1	0.1%
VALLE	1	0.1%
VAIL CO	1	0.1%
UTAH-MOTEL AT 163	1	0.1%
TUCUMCARI NM	1	0.1%
TRUTH OR CONSEQUENCES NM	1	0.1%
TAWAOC	1	0.1%
TAOS NM	1	0.1%
SURPRISE	1	0.1%
SUPER 8 MOTEL	1	0.1%
SUNSET CAMPGROUND	1	0.1%
SUN VALLEY INDIAN SCHOOL	1	0.1%
SUN LAKES	1	0.1%
SUN CITY WEST	1	0.1%
ST. MICHAELS	1	0.1%

If traveling overnight, in what community did you spend last night?	Frequency	Percent
ST. LOUIS MO	1	0.1%
SPIDER ROCK	1	0.1%
SILVERTON CO	1	0.1%
SILVER CITY NM	1	0.1%
SHOW LOW	1	0.1%
SHONTO	1	0.1%
SHIPROCK NM	1	0.1%
SANTA ROSA NM	1	0.1%
SAN JUAN UT	1	0.1%
SALINA UT	1	0.1%
SALIDA CO	1	0.1%
RV CAMPER	1	0.1%
ROSWELL NM	1	0.1%
ROCK SPRINGS	1	0.1%
RIFLE	1	0.1%
REST AREA	1	0.1%
PRIEST GULCH CO	1	0.1%
PRESCOTT VALLEY	1	0.1%
PINON	1	0.1%
PHANTOM RANCH	1	0.1%
PETRIFIED FOREST NATIONAL PARK	1	0.1%
PEORIA	1	0.1%
PARKS	1	0.1%
PARK CITY UT	1	0.1%
PARENTS PLACE	1	0.1%
PANGUITCH UT	1	0.1%
OGDEN UT	1	0.1%
NORTHERN NAVAJO MEDICAL CENTER	1	0.1%
NEW MEXICO SOMEWHERE	1	0.1%
NAVAJO NATION QUALITY INN	1	0.1%
NAVAJO NAION INN	1	0.1%
NATURAL BRIDGES NATL MONUMENT UTAH	1	0.1%
MT CARMEL JCT UT	1	0.1%
MONUMENT VALLEY...GOULDINGS	1	0.1%
MOJAVE DESERT	1	0.1%
MESA	1	0.1%
MAYER	1	0.1%
MARYSVALE UT	1	0.1%
MARICOPA	1	0.1%
MANITOU SPRINGS CO	1	0.1%
LUSK WY	1	0.1%

If traveling overnight, in what community did you spend last night?	Frequency	Percent
LONE ROCK CAMPGROUND	1	0.1%
LEES FERRY LODGE	1	0.1%
LEES FERRY CAMPGOUND	1	0.1%
LEES FERRY	1	0.1%
LEADVILLE CO	1	0.1%
LAKE POWELL (WAHWEAP)	1	0.1%
LAKE MOHAVE-KATHERINE LANDING	1	0.1%
KAIBETO	1	0.1%
KAIBAB NATIONAL FOREST	1	0.1%
JEROME	1	0.1%
IGNACIO CO	1	0.1%
HURRICANE UT	1	0.1%
HURRICANE NV	1	0.1%
HUALAPAI RANCH	1	0.1%
HOUSTON TX	1	0.1%
HOPI CULTURAL CENTER SECOND MESA	1	0.1%
HOME-CALIFORNIA	1	0.1%
HOBBS NM	1	0.1%
HESPERUS CO	1	0.1%
HATCH UT	1	0.1%
HANKSVILLE UT	1	0.1%
HAMPTON INN	1	0.1%
GUNNISON CO	1	0.1%
GREER	1	0.1%
GREEN VALLEY	1	0.1%
GOULDINGS LODGE MONUMENT VALLEY	1	0.1%
GOOSENECKS STATE PARK	1	0.1%
GLENWOOD NM	1	0.1%
GLEN CANYON	1	0.1%
GILA BEND	1	0.1%
GHOST RANCH NM	1	0.1%
GEORGETOWN CO	1	0.1%
GATEWAY CO	1	0.1%
GANADO	1	0.1%
FT MOHAVE	1	0.1%
FRUITA CO	1	0.1%
FRIENDS	1	0.1%
FOUR CORNERS	1	0.1%
FORT DEFIANCE	1	0.1%
FLAGSTAFF & SEDONA	1	0.1%
FERNLY NV	1	0.1%

If traveling overnight, in what community did you spend last night?	Frequency	Percent
FARGO MN	1	0.1%
EVERGREEN CO	1	0.1%
ELY NV	1	0.1%
EL PASO TX	1	0.1%
EL MORRO NM	1	0.1%
EAGLE CO	1	0.1%
DON'T KNOW YET	1	0.1%
DILKON	1	0.1%
DESERT HOT SPRINGS	1	0.1%
CUBA NM	1	0.1%
CROSS COUNTRY	1	0.1%
COTTONWOOD CAMPGROUND	1	0.1%
CORTEZ UT	1	0.1%
CLOVIS NM	1	0.1%
CHANDLER	1	0.1%
CHAMBERS	1	0.1%
CHACO CULTURE NATIONAL HISTORIC PARK	1	0.1%
CAR CAMPING	1	0.1%
CAR	1	0.1%
CAMP VERDE	1	0.1%
BULLHEAD CITY	1	0.1%
BRYCE UTAH	1	0.1%
BOULDER CITY NV	1	0.1%
BONITO CAMPGROUND-SUNSET CRATER VOLCANO NM	1	0.1%
BLACK MESA	1	0.1%
BICKNELL UT	1	0.1%
BENSON	1	0.1%
BAYFIELD CO	1	0.1%
BARSTOW CA	1	0.1%
ARCHES NATIONAL PARK	1	0.1%
APACHE JUNCTION	1	0.1%
ANGEL FIRE NM	1	0.1%
ANAZI MOTEL	1	0.1%
ALPINE	1	0.1%
ACOMA SKY CITY HOTEL	1	0.1%
ACOMA NM	1	0.1%
Total	1902	100.0%

In what community will you spend tonight?

In what community will you spend tonight?	Frequency	Percent
TUBA CITY	208	11.5%
PAGE	125	6.9%
KAYENTA	106	5.9%
CHINLE	101	5.6%
MONUMENT VALLEY	92	5.1%
GRAND CANYON NATIONAL PARK - SOUTH RIM	89	4.9%
FLAGSTAFF	72	4.0%
CORTEZ CO	62	3.4%
WINDOW ROCK	58	3.2%
DURANGO CO	50	2.8%
CANYON DE CHELLY NATIONAL MONUMENT	48	2.7%
GALLUP NM	41	2.3%
MOAB UT	40	2.2%
PHOENIX	39	2.2%
ALBUQUERQUE NM	34	1.9%
SEDONA	31	1.7%
LAS VEGAS NV	25	1.4%
FARMINGTON NM	24	1.3%
BRYCE CANYON NATIONAL PARK	22	1.2%
HOLBROOK	21	1.2%
HOME	20	1.1%
MEXICAN HAT UT	18	1.0%
BLUFF UT	17	0.9%
WILLIAMS	15	0.8%
WINSLOW	13	0.7%
NAVAJO NATIONAL MONUMENT	13	0.7%
MESA VERDE NATIONAL PARK	13	0.7%
SANTA FE NM	12	0.7%
NAVAJO NM	11	0.6%
NAVAJO NATION	11	0.6%
CAMERON	11	0.6%
TUSAYAN	10	0.6%
KANAB UT	10	0.6%
UTAH	9	0.5%
TUCSON	9	0.5%
NOT SURE	9	0.5%
DON'T KNOW YET	9	0.5%
COLORADO	9	0.5%

In what community will you spend tonight?	Frequency	Percent
UNKNOWN	8	0.4%
DON'T KNOW	7	0.4%
GRAND JUNCTION CO	6	0.3%
DENVER CO	6	0.3%
TAOS NM	5	0.3%
SPRINGDALE UT	5	0.3%
SHOW LOW	5	0.3%
SALT LAKE CITY UT	5	0.3%
PRESCOTT	5	0.3%
PETRIFIED FOREST NATIONAL PARK	5	0.3%
PAGOSA SPRINGS CO	5	0.3%
KINGMAN	5	0.3%
ARIZONA	5	0.3%
ZION NATIONAL PARK	4	0.2%
NAVAJO	4	0.2%
GOULDINGS LODGE MONUMENT VALLEY	4	0.2%
COLORADO SPRINGS CO	4	0.2%
CALIFORNIA	4	0.2%
BLANDING UT	4	0.2%
UNSURE	3	0.2%
TELLURIDE CO	3	0.2%
ST MICHAELS	3	0.2%
ST GEORGE UT	3	0.2%
SCOTTSDALE	3	0.2%
QUALITY INN NAVAJO NATION	3	0.2%
PINON	3	0.2%
NEW MEXICO	3	0.2%
MONTROSE CO	3	0.2%
MESA	3	0.2%
LAKE POWELL	3	0.2%
HATCH UT	3	0.2%
CHACO CANYON NATIONAL MONUMENT	3	0.2%
ARCHES NATIONAL PARK	3	0.2%
SURPRISE	2	0.1%
SHIPROCK NM	2	0.1%
SECOND MESA	2	0.1%
RV CAMPER	2	0.1%
ROSWELL NM	2	0.1%
RED ROCK STATE PARK NM	2	0.1%
NUTRIOSO AZ	2	0.1%

In what community will you spend tonight?	Frequency	Percent
NATURAL BRIDGES NATIONAL MONUMENT UT	2	0.1%
MONTICELLO UT	2	0.1%
LOS ANGELES CA	2	0.1%
LAKE HAVASU CITY	2	0.1%
HOPI CULTURAL CENTER	2	0.1%
HEBER	2	0.1%
CORNVILLE	2	0.1%
COOLIDGE	2	0.1%
CHAMBERS	2	0.1%
CAMERON TRADING POST	2	0.1%
AMARILLO TX	2	0.1%
YUMA	1	0.1%
WHITE CONE	1	0.1%
WEST DOLORES CO	1	0.1%
WEST	1	0.1%
WE DON'T KNOW YET	1	0.1%
VIRGIN UT	1	0.1%
VIEW LODGE	1	0.1%
VERMILLION CLIFFS	1	0.1%
VERDE VALLEY	1	0.1%
UNKNOWN AT THIS TIME	1	0.1%
UNCERTAIN	1	0.1%
TUUVI	1	0.1%
TUBER	1	0.1%
TUBA CITY QUALITY INN	1	0.1%
TORREY UT	1	0.1%
TEXAS	1	0.1%
TEMPE	1	0.1%
SUPERIOR	1	0.1%
SUNSET CAMPGROUND	1	0.1%
SPRINGVILLE UT	1	0.1%
SPIDER ROCK CAMPGROUND	1	0.1%
SPIDER ROCK	1	0.1%
SOMEWHERE NEAR GRAND CANYON	1	0.1%
SOMEWHERE IN SOUTH UTAH	1	0.1%
SOMEWHERE IN N.M.	1	0.1%
SOMEWHERE IN N. ARIZONA	1	0.1%
SOMEPLACE IN AZ	1	0.1%
SHIPROCK/FARMINGTON	1	0.1%
SAWMILL AZ	1	0.1%

In what community will you spend tonight?	Frequency	Percent
SAGUACHE CO	1	0.1%
ROCKY MOUNTAIN	1	0.1%
ROCK SPRINGS	1	0.1%
RED RIVER NM	1	0.1%
PUEBLO CO	1	0.1%
PROVO UT	1	0.1%
PROBABLY ON I-40	1	0.1%
PRIVATE HOME	1	0.1%
PRIEST GULCH CO	1	0.1%
PONCHO SPRINGS CO	1	0.1%
PINE CO	1	0.1%
PEORIA	1	0.1%
PEACH SPRINGS	1	0.1%
PAYSON AREA (CAMPING)	1	0.1%
PALM SPRINGS CA	1	0.1%
OVERLOOKING A TOWN	1	0.1%
ON THE MOVE	1	0.1%
OGDEN UT	1	0.1%
NOT SURE YET	1	0.1%
NOT BOOKED YET	1	0.1%
NORTHERN NAVAJO MEDICAL CENTER	1	0.1%
NO IDEA	1	0.1%
NEEDLES CA	1	0.1%
NAVAJO QUALITY INN	2	0.2%
NASCHITTI	1	0.1%
MONTANA	1	0.1%
MOENKOPI INN	1	0.1%
MOENKOPI	1	0.1%
MERCED CA	1	0.1%
MAYBE TUBA CITY OR FLAGSTAFF	1	0.1%
MARBLE CANYON	1	0.1%
MANTI LA SAL NF UTAH	1	0.1%
MANCOS CO	1	0.1%
LOS ALAMOS NM	1	0.1%
LONE ROCK CAMPGROUND	1	0.1%
LEES FERRY LODGE	1	0.1%
LAUGHLIN NV	1	0.1%
LAS VEGAS	1	0.1%
KANCHAI	1	0.1%
KAIBETO	1	0.1%

In what community will you spend tonight?	Frequency	Percent
JACOBS LAKE	1	0.1%
I DON'T KNOW	1	0.1%
HOPI SALT TRAIL	1	0.1%
HOOVER DAM OR GRAND CANYON	1	0.1%
HERE	1	0.1%
HAYS KS	1	0.1%
HAMPTON INN	1	0.1%
HAIT STATE PARK UT	1	0.1%
GREEN RIVER UT	1	0.1%
GREEN RIVER	1	0.1%
GRANTS NM	1	0.1%
GRAND STAIRCASE NM	1	0.1%
GRAND CANYON/LAS VEGAS	1	0.1%
GRAND CANYON NATIONAL PARK - NORTH RIM	1	0.1%
GLOBE-SAN CARLOS	1	0.1%
GLEN CANYON	1	0.1%
GANADO	1	0.1%
FOUNTAIN HILLS	1	0.1%
FORT DEFIANCE	1	0.1%
ESCALANTE NATIONAL MONUMENT	1	0.1%
EAST IDAHO	1	0.1%
EAGAR	1	0.1%
DRIVE THROUGH	1	0.1%
DO NOT KNOW YET	1	0.1%
DO NOT KNOW	1	0.1%
DEVIL'S CANYON	1	0.1%
DEATH VALLEY CA	1	0.1%
COTTONWOOD CAMPGROUND	1	0.1%
CORTEZ/MOAB/BRYCE CANYON	1	0.1%
CHINO VALLEY	1	0.1%
CHICAGO IL	1	0.1%
CHEYENNE WY	1	0.1%
CHANDLER	1	0.1%
CHAMA NM	1	0.1%
CEDAR CITY UT	1	0.1%
CAREFREE	1	0.1%
CAPITAL REEF UT	1	0.1%
CANYONLANDS NP	1	0.1%
CANYONLANDS	1	0.1%
CANYON VILLAGE	1	0.1%

In what community will you spend tonight?	Frequency	Percent
CANYON DE CHELLY - THUNDERBIRD LODGE	1	0.1%
CAMP VERDE	1	0.1%
BLUEWATER NM	1	0.1%
BLOOMFIELD NM	1	0.1%
BLANDING/MONTICELLO UT	1	0.1%
BLACK MESA	1	0.1%
BANDELIER NM	1	0.1%
BAKERSFIELD	1	0.1%
AZTEC NM	1	0.1%
APACHE JUNCTION	1	0.1%
ANTELOPE CANYON	1	0.1%
ALAMOGORDO NM	1	0.1%
Total	1803	100.0%

Other Transportation

Other Transportation Used	Count
TRUCK	7
COMPANY CAR/TRUCK/VAN/WORK TRUCKS	7
BUDGET TRUCK/U-HAUL/RENTAL MOVING VAN	5
GOVERNMENT VEHICLE/TRIBAL VEHICLE	4
FRIEND'S CAR/TRUCK	2
TRACTOR TRAILER	2
TRUCK W/TRAILER	2
VAN	2
18 WHEEL TRUCK	1
3 VANS	1
4 WHEEL DRIVE	1
BUS, GREYHOUND STOP	1
CRUISE SHIP	1
DIESEL PICKUP	1
JEEP	1
KING TRUCK CAB	1
MOTOR HOME AND JEEP	1
OHV'S (BOAT) (POGO STICK)	1
OWN TRUCK & HORSE TRAILER	1
PRIVATE RV	1
RIDE FROM FRIEND	1
SCHOOL BUS	1
SLEEP OVER PARTY	1
TOUR AT CANYON DE CHELLY	1
TOUR JEEP (SEDONA) TOUR BUS: CANYON DE CHELLY	1
TOUR OF MONUMENT VALLEY	1
TOW TRUCK	1
TRAILER	1
TRAILER WITH MOTORCYCLE	1
VAN (NAU)	1
WALK/HITCHHIKE	1
WALKING	1

Other way I found out about the Navajo Nation (grouped)

Other way I found out about the Navajo nation	Frequency	Percent
Live in Arizona on reservation or nearby	101	22.6%
Travel resources maps GPS etc.	80	17.9%
Work related	79	17.7%
Education school and university	55	12.3%
Lodging	40	8.9%
Driving through	28	6.3%
History	22	4.9%
Book-Tony Hillerman and others	19	4.3%
Museums	14	3.1%
Driving by	9	2.0%
Total	447	100.0%

Other sites/attractions you have or will visit on the Navajo Nation

GRAND CANYON NATIONAL PARK	19
MESA VERDE NATIONAL PARK	10
HOPI MESA/RESERVATION/PUEBLOS	6
TUBA CITY TRADING POST	2
TRADING POSTS	2
TOADLENA TRADING POST/WEAVING MUSEUM	2
NAVAJO BRIDGE	2
LAKE POWELL/GLEN CANYON-RAINBOW BRIDGE	2
HORSESHOE BEND	2
HOPI CULTURAL CENTER	2
GOOSENECKS	2
GALLUP NM	2
CODE TALKER MUSEUM-TUBA CITY	2
?	2
ZION-BRYCE-YELLOWSTONE	1
ZION & BRYCE CANYON	1
WUPATKI NATIONAL MONUMENT	1
WOULD LOVE TO VISIT ALL BUT NO TIME	1
WORK SITES-CELL PHONE TOWERS	1
WINDOW ROCK ROCK FORMATIONS	1
WINDOW ROCK	1
WHITE MESA NATURAL BRIDGE	1
VISITOR CENTER CAMPGROUND	1
TUBA CITY HEALTH CARE CORP	1
TUBA AREA	1
TRIAL OF THE ANCIENTS	1
TOADALENA TRADING POST	1
STOPPED AT SECOND MESA	1
ST MICHAELS HS & WINDOW ROCK HIGH SCHOOL	1
ST MICHAEL'S CHURCH	1
ST MICHAEL SPECIAL SCHOOL	1
SHIPROCK HIGH SCHOOL	1
SHIPROCK FLEA MARKET	1
SHIPROCK	1
SEDONA	1
SCENIC DRIVES	1
SATURDAY MARKET SHIPROCK	1
SANDERS ARIZONA BACK ROADS	1
ROYAL GORGE	1
ROUTE 13	1

Other sites/attractions you have or will visit on the Navajo Nation

RIVER FLOAT TRIP	1
RESTAURANT	1
RED ROCK-CASINO	1
POW WOW ALBUQUERQUE	1
PETROGLYPHS AT MONUMENT VALLEY(ANTELOPE,SHEEP);CODETALKERS	1
PETRIFIED FOREST	1
PASSING THROUGH	1
PAINTED DESERT	1
PAGE AZ	1
OTHERS DEPEND ON TIME	1
ON TO PETRIFIED FOREST & METEOR CRATER	1
NOTE: DIDN'T KNOW ABOUT ALL OF THESE, A LIST UPON CHECK-IN WOULD HAVE HELPED.	1
NOT SURE	1
NN MUSEUM FOR KORN TICKETS	1
NAVAJO WEAVING COURSE, WINDOW ROCK	1
NAVAJO NATION FAIR	1
NAVAJO MT., NAVAJO CANYON	1
NAVAJO LANGUAGE WWII	1
NAVAJO FAIR	1
NAVAJO COURT, PUBLIC DEFENDER OFFICE	1
NATIONAL BRIDGES	1
MUSEUM TUBA CITY	1
MONTEZUMA CASTLE & WELL, BEARIZONA, OUT OF AFRICA, GRAND CANYON	1
MONTEZUMA CAMP	1
MOAB UTAH	1
MIDDLE MESA BAPTIST CHURCH	1
MEXICAN HAT	1
METEOR CRATER	1
MESA VERDE, NATURAL BRIDGES (IF IN NAVAJO NATION)	1
MESA VERDE & GRAND CANYON	1
MEN	1
LAKE POWELL	1
KLAGETOH MISSION CHURCH	1
JUST PASSING THRU THIS TIME	1
JUST GOING CAMPING	1
HUNTING EXPO	1
HUBBELL	1
HORSE SHOE CANYON, ANASAZI RUINS IN SAN RAFAEL	1
HOPI BUTTES	1
HOGAN RESTAURANT	1

Other sites/attractions you have or will visit on the Navajo Nation

HEALTH SERVICES IN PINON & CHINLE	1
GRAND CANYON/ARCHES NATIONAL	1
GOOD SHEPHERD MISSION	1
GET TO EACH IN OUR PATH	1
GANADO	1
GALLUP, ZUNI & EL MORRO NM	1
FOOD @ THIS HOTEL	1
FLEA MARKET AT TUBA CITY	1
FAIR	1
EL MORRO, ACOMA	1
DURING OTHER TRIPS-VISITED MOST SITES	1
DURANGO SKIING	1
DRIVING THROUGH	1
DINE REST.	1
DINE EDUCATION CENTER/SCHOOL	1
DID MANY OTHERS ON LAST TRIP IN 2008	1
COVE	1
COTTONWOOD CAMPGROUND	1
COAL MINE	1
CANYON LANDS	1
CAMERON TRADING POST	1
BASHAS	1
AZTEC RUINS	1
AZ DES OFFICE	1
AS WE HEAR OF PLACES WE GO THERE	1
ANTELOPE POINT MARINA	1
ALL THE ABOVE	1
ALL FRY BREAD LOCATIONS!	1

What are the main leisure activities you are engaging in on the Navajo Nation-Other activities

PASSING THROUGH/JUST TRAVELING THROUGH	7
WORK	6
BUSINESS	6
RUNNING	2
JEEP TOURS	2
GOING HOME	2
FOUR CORNERS	2
WORKING CONSTRUCTION FOR TRIBE	1
WORKING AT CHINLE HOSPITAL	1
WORKING @ GANADO SCHOOL DISTRICT	1
WORK/SITESEEING	1
WEDDING	1
WATERING CRIMINAL MINDS	1
VISIT WITH GRAND DAUGHTER	1
VISIT THE LAND ITSELF	1
VISIT HOSPITAL	1
UPDATING CELL TOWERS FOR NAVAJO NATION	1
TRYING FOODS	1
TRAVEL ONLY	1
TRAIN TRIP	1
TRADING POST HISTORY	1
TELLURIDE FILM FESTIVAL	1
TEACHING,LEARNING & SHARING SKILLS & USE OF MATERIALS TO RECYCLE (PLASTIC BAGS & T-SHIRTS TO CREATE NEW CRAFT ITEMS. AT GANADO PRESBYTERIAN CHURCH)	1
STUDYING GEOLOGY & ARCHEOLOGY	1
STUDENT PEN PAL VISIT	1
ST BONAVENTURE SCHOOL	1
SQUASH TOURNAMENT	1
SPORTSMEN EXPO	1
SPEND NIGHT BEFORE SEEING THE GRAND CANYON	1
SNOWBIRDS	1
SMOKING	1
SLEEPING & CLEANING UP	1
SKIING	1
SKETCHING	1
SIGHTSEEING	1
SHOPPING CHECKING OUT MUSEUM	1
SHOPPING	1
SERVICE IN PINON CLINICS	1
SEEING WHERE MY HUSBAND DID WORK IN TOHATCHI	1

What are the main leisure activities you are engaging in on the Navajo Nation-Other activities

SEE MUSEUM	1
SCREENING OF FILMS @ NN MUSEUM	1
SCENERY	1
ROCK ART, PLACE OF BEAUTY	1
REUNITING W/FRIENDS FAMILY	1
R AND R IN NICE WEATHER	1
PUTTING NEW ROOF ON CHURCH @ MIDDLE MESA	1
PRIVATE TOURS	1
PLANNING VETERINARY MISSION	1
PHOTOGRAPHY	1
NOW I HAVE IDEAS OF WHAT TO SEE & DO!	1
NAVAJO WEAVING COURSE	1
MOTORCYCLE	1
MORE RECYCLING	1
MISSION TO THE PEOPLE	1
MINISTERING THE WORD OF GOD	1
MEETING WITH TCHCC & TRIBAL GOVT	1
MEETING WITH A REPRESENTATIVE OF THE NAVAJO EDUCATIONAL DEPARTMENT FOR WORK	1
LOVE TO MEET & TALK WITH NAVAHO PEOPLE	1
LEARNING ABOUT PLANTS	1
LEARN MORE FOR FUTURE VISITS	1
KORN!!	1
JUST VISITING/SIGHTSEEING	1
JEEP TOUR OF MONUMENT VALLEY & CANYON DE CHELLY	1
INTERVIEW FOR JOB	1
INDIVIDUAL TOURIST;LEARNING NAVAJO MYTHS & WAY	1
HUBBELL AUCTION	1
HOUSE SITTING IN OR	1
GRAND CANYON	1
GOVERNMENT BUSINESS ONLY	1
GEOLOGICAL FORMATIONS	1
GENERAL WANDER/PONDER (RETIRED RECENTLY)	1
GARDENING	1
GAMING	1
FUN	1
FLEA MARKET	1
FESTIVALS	1
FAIR	1
DRIVING THRU TO ARKANSAS	1
DRIVING THRU	1
DAM BARK & GRILL	1

What are the main leisure activities you are engaging in on the Navajo Nation-Other activities

CULTURAL EDUCATION	1
CROWNPOINT RUG AUCTION	1
COMPUTER USE	1
COMMUNITY CENTERS	1
CEREMONIAL, RED ROCK PARK, GALLUP	1
CAME TO MEETING WHICH WAS CANCELLED	1
BUSINESS MEETING	1
BACKPACK KEET SEEL	1
ACOMA-DISAPPOINTED-IT WAS CLOSED-CHEF GAVE US BREAD & PIES & PROMISED US HE WOULD GUIDE US NEXT VISIT. GREAT.	1

Expenditures on the Navajo Nation-Other

TOURS	3
DONATIONS	3
TIPS	2
DON'T KNOW HOW MUCH/DON'T KNOW YET	2
BOOKS	2
WEAVING COURSE	1
WE LOVE NAVAJO NATIONAL MON WE ALWAYS STOP IF WE ARE HEADING IN THIS DIRECTION. IT IS A SPECIAL PLACE.	1
WE ARE ON OUR WAY TO LODGING NEAR GRAND CANYON	1
VARIOUS ODDS & ENDS	1
UNABLE TO SPECIFY	1
TRAVEL ODDS & ENDS FOR 3-DAY, 2 NIGHT VISIT	1
TOURS/MONUMENT VALLEY	1
TOUR FEE	1
TOTAL \$2200	1
TO GET INTO 4 CORNERS	1
TAKE AWAY FOOD	1
SWEETS	1
SUNSCREEN	1
SORRY NOT SURE	1
SOME ARE ESTIMATES	1
SELF EMPLOYMENT (HOT FOOD)	1
RV SUPPLIES	1
RESTAURENT/GROCERY-SHOPPING FOR COOKING CLASSES	1
RESTAURANT	1
PRIVATE TOURS	1
POTTERY 200	1
POST CARDS SOUVENIRS	1
PHOTOGRAPHY	1
PERSONAL GUIDES \$300	1
OTHER FAMILY MEMBERS ARE PAYING SO I DON'T KNOW	1
NOT SURE	1
NOT REALLY SURE, JUST ARRIVED HERE. STAYED 1 NIGHT SO FAR	1
NOBODYS BUSINESS	1
MATERIALS & SUCH	1
LOTTERY SCRATCHES FOR MONY AT CONOCO	1
JUST GETTING STARTED	1
JEWELRY	1
JEEP TRIP MONUMENT VALLEY	1
INCIDENTALS	1
HOTEL/MOTEL	1
HORSEBACK RIDING	1

Expenditures on the Navajo Nation-Other

HERE FOR VOLUNTEER SERVICE PROJECT BRINGING \$2000 SUPPLIES	1
GUIDED TOUR	1
GUIDED HIKE	1
GROCERIES FOR CAMPERS	1
GAS \$ EXCESSIVE SINCE NO FED OR ST TAXES PAID	1
FOUR CORNERS	1
DRINK	1
DONATIONS TO MONUMENT WEAVERS	1
DONATIONS TO CHARITY	1
DIDN'T SPEND MUCH TIME	1
CROWNPOINT	1
COULDN'T GO IN AREA TO SHOP	1
CLOTHING 200	1
CASINO	1
CAR WASH	1
CANDY MACHINE	1
CANDY & MUNCHIES	1
BOAT TRIP	1
AUTO REPAIR	1
ARTIST DONATIONS	1

What types of shopping purchases did/will you make?-Other

FOOD	23
GROCERIES	18
POST CARDS	6
NONE	5
NOT SURE	4
GAS	3
CD/CD MUSIC	3
UNKNOWN	2
FOOD & DRINK	2
DON'T KNOW YET	2
CAMPING EQUIPMENT/CAMPING ITEMS	2
BLANKETS	2
WOOL (RAW MATERIALS)	1
WHATEVER I WANT OR NEED	1
WE DO NOT USUALLY SHOP	1
VIEW	1
VERY FEW OPTIONS	1
UNFORTUNATELY NO SPACE IN AIRPLANE	1
TRADITIONALLY MADE ITEMS	1
TOYS	1
TEA	1
T-SHIRTS	1
STREET MAPS	1
SOUVENIRS/POST CARDS/T-SHIRTS	1
SOUVENIR PINS	1
SOME FOOD	1
SNACKS, DRINKS	1
SNACKS	1
SHIRTS-HAT	1
SAND PAINTING	1
RESTAURANT	1
RAW ITEMS FOR OUR ART WORK	1
PHOTOGRAPHIC TRIP	1
NOTHING AT THIS TIME	1
NOT VERY SPECIAL, HOPE CAN PRODUCE MORE ABOUT CULTURAL ARTS	1
NOT APPLICABLE-WAS AN OVERNIGHT STOP	1
NEWSPAPER	1
NAVAJO TEA (TRADITIONAL)	1
NAVAJO FLUTE	1
NATIVE NATION ITEMS	1

What types of shopping purchases did/will you make?-Other

MUSICAL	1
MOTEL & FOOD	1
MINIMAL	1
MAPS, POSTERS	1
LUNCH	1
LOTS OF PC'S!! (POSTCARDS)	1
LOOKED FOR A RUG	1
LODGINGS	1
LODGING/MEALS	1
JAMS, SALSAS, FOLK ART	1
HUMIDIFIER	1
HORSE!	1
HATS & SHOES	1
GROCERY/FOOD	1
GROCERIES, GAS, LODGING	1
GROCERIES, GAS, INDIAN FOOD	1
GOOD DINING	1
GAS/GROCERIES	1
FRY BREAD	1
FOOD, WATER	1
FOOD, MAPS	1
FOOD, LODGING, GAS	1
FOOD VENDORS	1
FOOD @ BASHAS	1
FAIR	1
DVD, POSTCARDS	1
DRINKS & FOOD	1
DISPOSABLE CAMERA	1
CLEANING SUPPLIES	1
CHIPS-POST CARDS	1
CARDS POSTAL	1
BUSINESS	1
BUFFALO HIDE RUG	1
BOUGHT CRAFTS & POTTERY ON OTHER TRIPS	1
BEADS FOR JEWELRY	1
BEAD WORK	1
BASKETS	1
ART DRAWING PAINTING	1
ARROW	1
ALCOHOL @ BOOTLEGGERS	1

Please tell us how satisfied you are with these aspects of your visit to the Navajo Nation-Other (please specify):

(GENERAL COMMENTS): LITTLE NAVAJO-RELATED TO SEE EXCEPT SHOPS, STORES, ETC.-LITTLE OPPORTUNITY TO APPRECIATE NAVAJO CULTURE FOR BUYING THINGS. WOULD HAVE LOVED TO HAVE INTERESTING THINGS TO DO OTHER THAN SHOP & SEE SCENERY. POOR OL' 4 CORNERS HAS BEEN TURNED INTO A SHOPPING MALL! SAD TO SEE.

*PORTABLE RESTROOMS IN MONUMENT VALLEY PRIMITIVE CAMPGROUND NEED TO BE EMPTIED (ALSO @ TRAIL HEAD) **3 DOGS @ PRIMITIVE CAMPGROUND @ MONUMENT V OF WHICH 1 WAS HURT PRETTY BADLY

1.TOO MANY STRAY DOGS. 2.WOULD LIKE TO EAT LOCAL FOOD.

ACCESS TO RENT A CAR IN THE AREA

ALL GOOD

ALL NAVAHO PEOPLE HAVE BEEN VERY FRIENDLY

ALL TOTALLY SATISFIED

ALOT OF DOGS AT CAMPGROUND. PLEASE ASK VISITORS NOT TOO FEED/ TOO MANY NIGHT-LIGHTS AT HOTEL COULD NOT SEE STARS.

BAD: SKINNY HORSES, LOOSE DOGS-WORRIED ABOUT THEIR SAFETY CROSSING ROADS GOOD: SHEEP & GOATS ARE CUTE!

BATHROOM CLEANLINESS

BUFFET FOOD WAS COLD & HARD

CAN YOU TELL? WE LOVE IT!

CHECK-IN @ QUALITY INN-TIFFANY-EXCELLENT

CLEAN UP

CLEAN UP THE ROADWAYS/MORE NATIVE AMERICAN ARTS & CRAFTS-NOT TRADING POSTS

CLEANLYNESS

COD

CONCERNING DOMESTIC ANIMAL WELFARE: NOT GOOD!! ESPECIALLY DOGS!!

COTTONWOOD CAMPGROUND MANY STRAY DOGS

COULD IMPROVE PARKING LOT

COULD SELL WATER AT CANYON DE CHELLY

COWS IN ROADS SCARE ME, AFRAID OF HITTING ONE AND GOING TO ER

DEAD PUPPIES :(

DIRTY RESTROOMS

DISAPPOINTED TO SEE SO MUCH GARBAGE THROWN AROUND CHINLE & CANYON DE CHELLY.

GARBAGE, BEER BOXES & BOTTLES. MOTEL SIGNS WARNED OF VEHICLE BREAK INS. A BIT SCARY BARS ON LODGE WINDOW OR ROOM (THUNDERBIRD)

DOGS BARKING AT CAMPGROUND ALL NIGHT

DOGS IN CAMPGROUND

DON'T CHANGE ANYTHING; NAVAJO POLICE ARE KIND AND FRIENDLY

Please tell us how satisfied you are with these aspects of your visit to the Navajo Nation-Other (please specify):

ENJOY RANGER GUIDED HIKE X2 BY RANGER RAVEY?/RAVEN. INFORMATIVE KNOWLEDGEABLE
AMAZING BARE TRAIL" HIKE"
EVERYONE WAS POLITE & FRIENDLY AT TUBA CITY
EVERYTHING GREAT
EXCEPT HOTEL STAFF, LOCALS SEEM UNFRIENDLY & NOT SERVICE ORIENTED.
EXCESSIVE EXTREME SOIL EROSION
FEE FOR ANTELOPE CANYON TOO EXPENSIVE
FEED YOUR HORSES!!!
GLASS BOTTLES
GRAFFITI ALL OVER; NEED TO COVER OR PAINT OVER
GREAT EXPERIENCE
GREAT HOTEL IN KAYENTA
HAD DIFFICULTY W/ALL THE STARVING (OR APPEARED TO BE) DOGS. NOT SURE OF A VIABLE
SOLUTION,THOUGH MUST BE HARD.

HAD TO PAY
HAVEN'T EXPERIENCED A LOT-WOULD LIKE TO RETURN TO PHOTOGRAPH MONUMENT VALLEY &
EXPLORE ON HORSEBACK.

HOTEL PERSONNEL VERY FRIENDLY, NOT SO MUCH GROCERY, CONVENIENCE STORES
HUMAN SIT.
I WORRY ABOUT THE WELFARE OF THE NUMEROUS STRAY DOGS I SEE
I WOULD GREATLY APPRECIATE OPPORTUNITIES FOR EXPERIENTIAL ACTIVITIES RE: CONNECTED TO
NATIVE CULTURE, HEALING & RELATIONSHIP W/THE LAND.*MEDICINAL PLANTS*INTERPRETIVE
HIKING/SHARING
INTERNET INFORMATIONS AND RESERVATIONS FOR FOREIGNERS PEOPLE
IT MAKES ME SAD(VERY) TO SEE STARVING DOGS EVERYWHERE AND COLD. BUT I DON'T KNOW WHATS
WORSE IF DOGS WENT TO POUND TO BE KILLED.

JUST GOT HERE
JUST PASSING THROUGH
KINDNESS & WELCOME
LACK OF COFFEE HOUSE, RESTAURANT(THERE'S ONLY 1), NO GENERAL STORE, NO SHOWERS AT CAMP
SITE, I LOVE DOGS & ENJOY CONNECTING WITH THEM (NOTE: SOME OF THESE COMMENTS WERE
WRITTEN IN MARGINS)

LACK OF INFORMATION ON WEBSITE;ALSO LOOSE DOGS
LACK OF PHARMACY
LAND LOOKS TRASHY
LITTER & GRAFFITI; CONCERN FOR PRESERVING RUINS
LITTER EVERYWHERE-DIRTIEST PLACE WE'VE SEEN (IN RESPONSE TO "QUALITY OF HIGHWAYS AND
ROADS" AND "SCENIC ATTRACTIVENESS OF THE NAVAJO NATION" OTHERWISE RATED "VERY SATISFIED")
LITTLE RESTROOMS FROM ALAMOSA TO TUBA CITY

LOOSE DOGS AT MONUMENT VALLEY

Please tell us how satisfied you are with these aspects of your visit to the Navajo Nation-Other (please specify):

LOVE THE NAVAJO PEOPLE!
MANY STRAY DOGS
MORE FOOD
MORE HIGHWAY # SIGNS
MORE RV CAMPING NEEDED-CLEAN,SAFE,FRIENDLY-INFO ON WHERE CAMPING AVAIL ON NAVAJO NATION

MORE TRAFFIC CONTROL
MOUNTAINS ARE BEAUTIFUL
NAT PARKS ACCESS-NO FEE SPECIAL SIGNS ETC.
NATURAL BEAUTY
NAVAJO NATION HEADQTR-POOR-LOOKS TERRIBLE.
NAVAJO NATION IS LESS COMMERCIAL THAN THE REST OF U.S. WHICH IS GOOD! KEEP IT THAT WAY, PLEASE!

NAVAJO/HOPI AREAS SPECTACULAR, PARTIC. TO A NORTHERN COASTAL RAINFOREST PERSON
NEED BETTER RESTROOM AVAILABILITY IN MONUMENT VALLEY
NEED BETTER SIGNING FOR ATTRACTION IN PARK
NEED FOR MORE LODGING/RESTAURANTS ON NAVAJO LAND
NEED NEW SIGNS AT CANYON OVERLOOK!! (CAN'T READ MANY)
NEED RESTROOMS ON RIM DRIVES-CANYON DE CHELLY
NEED TO RESCUE STRAY DOGS!!
NICE PEOPLE
NICE PLACE
NO OPINION ON MOST ITEMS ABOVE-TRANSIT
NO OPINION ON SOME THINGS
NO STREET LIGHTING EVEN IN TOWN MADE IT HARD & DANGEROUS TO FIND RESTAURANT/HOTEL DRIVES

NOT ENOUGH VISITOR STATIONS & NOT NEARLY ENOUGH SIGNS & ACCESS TO NATURAL ATTRACTIONS
NOT STAYING HERE VERY LONG

NOTE: SIGNS TO SCENIC ATTRACTIONS COULD BE BIG
NUMEROUS DOGS/CATS ON ROADS DEAD
ONLY 1 BAD EXPERIENCE AT THE MONUMENT VALLEY STORE AND ONLY 1 PERSON, AN OLDER SALES LADY.

ONLY ISSUE-ROADS WERE VERY DARK
ONLY STAYING OVERNIGHT
OWN VEHICLE
P.S. I FOUND IT A LITTLE CHALLENGING TO FIND INFO THAT DIFFERENTIATED BUT ALSO INCLUDED INFO ABOUT NPS & NAVAJO NATION SITES.

PARK HOURS
PARKING LOT AT 4 CORNERS NEEDS WORK

Please tell us how satisfied you are with these aspects of your visit to the Navajo Nation-Other (please specify):

PEOPLE WOULD DONATE TO ANIMAL WELFARE/CONTROL YOU SHOULD HAVE SOME DONATION BOXES FOR THEM

PICNIC TABLES NEED NEW TOPS AND SEATS

PLAYGROUND TUBA CITY

PLEASE SPAY/NEUTER PETS THANKS!

POVERTY

POWER LINES & SUCH DISTRACT FROM NATURAL BEAUTY

REGARDING SHOPPING OPPORTUNITIES: NOT WHY I CAME/COMMENT: LOOSE NAT. PK'S COMMERCIAL STEEL HANDRAILS!

RES DOGS/NEUTER TO DECREASE POPULATION

RESERVATION AWFUL

RESTROOM AT 4 CORNERS

ROAD IN COMMERCIAL BUSINESS & RESIDENTIAL AREAS NEED TO BE UPGRADE YEARLY!

ROAD IN MV WAS AWFUL

ROAD SIGNS TOO SMALL

ROADSIDE LITTER

RUBBISH ON LAND & ROAD EDGE AT CAMERON APPALLING

SAME MERCHANDISE EVERYWHERE PRICING/QUALITY UNCLEAR SATISFIED

SAVE VERY THIN HORSES IN CHINLE!

SAW A DOG WITH HURT LEG LOOSE

SCENERY

SCENIC BEAUTY OF THE AREA

SERVICE AT RESTAURANT VERY SLOW

SHOWERS

SIDE OF HWY NEED CLEANING PAPER & CAN ALL ALONG SIDES OF HWY.

SIGNAGE AT 59 AND 191-CONFUSING. A LITTLE WORRIED ABOUT ANIMALS GETTING ON TO ROADS-BUT ENJOYED SEEING THEM WALKING FREE

SIGNIFICANT WANDERING DOGS ABANDONED?

SLOPPY & DIRTY!!

SO FAR, SO GOOD-WE PLAN TO DO A LOT OF OUR ACTIVITIES AFTER THIS STOP.

STAYED IN QUALITY INN-TUBA CITY VERY SATISFIED

STRAY DOGS ARE A HAZARD TO SAFETY OF INHABITANTS (POTENTIALLY)

SUCH FRIENDLY PEOPLE

THE GUIDES WERE FRIENDLY, HELPFUL AND PLEASANT. THEY MADE OUR EXPERIENCE WONDERFUL.

THE NAVAJO PEOPLE

THOUGHT YOU ALL COULD USE SOME INPUT FROM LOCAL RESIDENTS

TO MANY PANHANDLERS

TO MUCH GRAFFITI

TOO EARLY-THIS IS 1ST STOP

TOO MANY DOGS RUNNING FREE IN CHINLE. I WISH GANADO HAD 1 MOTEL OR HOTEL.

TOO MANY HOURS IN DISREPAIR & LITTER

Please tell us how satisfied you are with these aspects of your visit to the Navajo Nation-Other (please specify):

TOO MUCH GRAFFITI
TOO MUCH LITTER ON ROADS IN CANYON DE CHELLY NM
TOO MUCH ROAD KILL
TOURISM PRICES ARE HIGH
TRAFFIC SIGNAGE COULD BE IMPROVED
TRY TO STOP LITTERING ESPECIALLY BROKEN BOTTLES & PLASTIC SACKS
VERY NICE PLACE TO VISIT
VERY THING IS GREAT
WE ARE JUST STARTING OUR VISIT. WE MAY FEEL DIFFERENTLY IN 10 DAYS.
WE LOVE IT HERE
WE LOVE THE NATION & THE PEOPLE
WHY SO MANY ERRANT DOGS IN THE STREETS?
WISH MORE RV WITH ELECT HOOKUP
WONDERFUL!!!
WONDERING IF SOME OF THE DOGS WE'VE SEEN ARE STRAYS?
WORKING AT A VET & WATCHING THESE DOGS MY HEART IS SAD. I WOULD HOPE YOU HAVE OPTIONS.
BE AN ANIMAL LOVER!///NEVER BEEN ON NAVAJO NATION-LOVE THE PEOPLE, YOUR SPIRIT, LOVE FOR
YOUR COUNTRY.

WOULD LIKE MORE ACCESS TO HAND CRAFT ART NOT AT BIG TRADING POST SO YOU CAN MEET ARTIST.
I WAS CONCERNED ABOUT FERAL WANDERING DOGS OUTSIDE HOTEL-DIDN'T KNOW IF THEY WERE
BEING FED OR SHELTERED AND IT WAS VERY COLD.

WOULD LIKE TO SAMPLE REAL DINE FOODS CORN-BEAN-SQUASH DISHES-NO MEAT
YOU MUST SPAY/NEUTER YOUR DOGS. AS CREATURES OF THE EARTH THEIR TREATMENT SHOULD BE
MORE HUMANE.

**Would you recommend a visit to the Navajo Nation to your friends and family? If no,why not?
(Note: many responses came from individuals who marked "Yes" and then provided comments)**

ABSOLUTELY WORTH IT!!

ABSOLUTELY!

ABSOLUTELY!

BEAUTIFUL COUNTRY, RESOURCES, ARTIFACTS, NICE PEOPLE

BEAUTIFUL COUNTRY. GLAD TO SEE NAVAJO ON THEIR LANDS.

BEAUTY

BUT YOU HAVE TO DO SOMETHING ABOUT THE STRAY DOGS & DRUNK GUYS

CHEAP, NOTHING HERE

CHINLE IS A DISGRACE

COMMENTS:YES-THE ROADSIDE AT CANYON DE CHELLY IS TERRIBLY LITTERED-
BOTTLES/CANS/GARBAGE. MAYBE HIGH SCHOOLERS/PRISONERS/ETC. CAN CLEAN IT UP?

CULTURE-ALWAYS GOOD TO KNOW & INTERESTING

EDUCATIONAL

ENJOYED VERY MUCH!! BLESSINGS TO YOU FROM LAKE OF THE OZARKS, MISSOURI

ENJOYING PLACE

EVERYONE SHOULD GO THROUGH NAVAHO NATION!

EVERYTHING IS TOO EXPENSIVE

EXCEPT FOR OUR STAY AT THE QUALITY INN TUBA CITY IT WAS GOOD. I WILL BE CALLING MANAGER TO
EXPLAIN.

EXTREMELY FRIENDLY WARM & HOSPITABLE

HAVE NOT SEEN ENOUGH YET TO KNOW. SO FAR SO GOOD!

HOWEVER, I WOULD CAUTION THEM ABOUT THE VERY HIGH COST OF LODGING IN THIS AREA.

I ALWAYS DO

I FIND PEOPLE FRIENDLY, RESPECTFUL & THE LAND IS BEAUTIFUL

I HAVE TOLD PEOPLE HOW NICE IT IS HERE.

I WOULD HAVE LIKED TO HIKE TO THE RUINS, BUT THEY ARE CLOSED! TOUR SEASON TOO SHORT

I WOULD NOT RECOMMEND COMING HERE PAYING \$6 WHEN LESS THAN 10 STALLS OPEN.

I'M HERE JUST FOR TRANSIT. NOT FAMILIAR WITH THE EVENTS AND ACTIVITIES.

INTERESTING

IT'S BEAUTIFUL UP HERE

NAVAJO COUNTRY-LANDSCAPE IS TOO POOR. LITTLE SIGHT-SEEING. NO EXPERIENCE WITH NAVAJO
PEOPLE....FACILITIES

NEED A NEW MOTEL & RESTAURANT

NICE!

NO BROCHURE IN ITALIAN LANGUAGE

NO CENTRAL SOURCE OF DATA

NO MOVIE THEATRES, FINE RESTAURANTS, DEPARTMENT STORES, PUBLIC TRANSPORTATION IS A
JOKE,NO LIQUOR SALES.

NO REASON TO GO THERE

NOT A LOT TO DO

NOT HERE LONG ENOUGH TO RECOMMEND. ON WAY TO NEXT DESTINATION.

Would you recommend a visit to the Navajo Nation to your friends and family? If no,why not?
(Note: many responses came from individuals who marked "Yes" and then provided comments)

ON PREVIOUS VISITS WE HAVE THROUGHLY ENJOYED THE AREA.
ONLY A STOPPING POINT IN TRAVELS
ONLY FOR PASSING THROUGH TOO EXPENSIVE TO SPEND OVERNIGHT
ONLY VERY FEW INTERESTING THING TO SEE. ESPECIALLY ABOUT THE CULTURES OF NAVAJO
PRETTY SCENERY
QUALITY INN GREAT! I DO NOT RECOMMEND NAVAJOLAND INN & SUITES. I STAYED THERE
PREVIOUSLY & BECAME ILL. OTHER PEOPLE I KNOW BECAME ILL TOO. BED BUG TREATMENT &
PERFUME SPRAYS. AWFUL.

ROADS ARE TERRIBLE, NO SIGNS DIRECTING VISITORS TO SITES ESPECIALLY THE WINDOW ROCK, GAS
TOO EXPENSIVE ON RESERVATIONS, ANIMALS LYING DEAD ON HWYS AND RUNNING WILD THRU-OUT
REZ. SOMEBODY DO SOMETHING, NAVAJOS ARE THEIR OWN WORST ENEMY.

SCOUTI
SEE FOUR CORNERS BUT NOTHING SPECIFIC TO NATION.
SERVICE PEOPLE VERY UNFRIENDLY
STUNNING, MY FIRST TIME HERE AFTER LIVING IN FLAGSTAFF 25 YEARS. IT WAS WONDERFUL.
SUGGESTION: WE WERE SOMEWHAT SCOLDED FOR TAKING PHOTO OF THE PEOPLE IN THEIR BOOTH
SAYING IT WAS DISRESPECTFUL WITHOUT ASKING FIRST. I APOLOGIZE, BUT MAYBE YOU SHOULD HAVE
A SIGN THAT SAYS TO ASK FIRST.

SURE
SURE IF THEY ARE WILLING TO DRIVE APPROX. 3000 AWAY FROM HOME.
THE ANTELOPE CANYON, THEY DON'T LET YOU USE THEIR BATHROOM FACILITIES. WHY PAY THE PARK
FEE IF THEY DON'T LET YOU USE IT.

THE FILM VIDEO OF THE RANGER IS EXTRAORDINARILY BEAUTIFUL & VERY CLEAR AND UNDERSTOOD.
VERY IMPRESSIVE!
THE MUSEUM WAS VERY DIRTY ESPECIALLY BOTH MEN & WOMEN RESTROOM-WAS TOLD SEVERAL
TIMES TO CLEAN BUT NO RESPONSE
THIS HAS BEEN THE FAVORITE PART OF OUR TRIP
TO NAVAJO NATIONAL MONUMENT ONLY
TOO FAR AWAY-EXPENSIVE FOR WHAT YOU GET
TOO REMOTE
VERY NICE, EXCEPT GRAFITI-VANDALS SPRAY PAINTING. NEEDS TO BE STOPPED. DOESN'T LOOK GOOD.
VERY SCENIC
WASN'T ALL THAT GREAT
WE DID NOT FEEL WELCOME. NO GOOD EXPLANATION OF NAVAJO LIFE & HISTORY
WE WOULD RECOMMEND TO VISIT THE ATTRACTIONS (MONUMENTS) BUT TO PLAN THE TRIP WITH A
STAY SOMEWHERE ELSE(RESTAURANTS QUALITY IS REALLY POOR)
WITH A WARNING ABOUT PAN HANDLERS
WITH SOME WARNINGS ABOUT GAS PRICES, ROAD SIGNS
WONDERFUL HOSPITALITY
WORTH IT!
WOULD RECOMMEND A STOP AT NN MUSEUM. TOUCHING EXHIBITS & FRIENDLY STAFF.

Would you recommend a visit to the Navajo Nation to your friends and family? If no,why not?
(Note: many responses came from individuals who marked "Yes" and then provided comments)

YES

YES, BUT NOT FOR TOO LONG AS THE SERVICES ARE VERY LIMITED. I SUGGEST A RESIDENT ELDER @ THE PARKS OFFICE & MORE CULTURAL ACTIVITIES/ENGAGEMENT WITH LOCAL PEOPLE. SOME BASIC SUPPLIES ARE ONLY AVAILABLE IN GALLUP WHICH IS UNFORTUNATE.

YES, DEFINITELY I WILL-I HAVE

YES, ONLY COME IN YOUR OFF SEASON-LIKE MAR OR APR. THE ANTELOPE SLOTS-WAY TO BUSY IN JUNE-ALLOW TO MANY TOURS TO GO THROUGH AT A TIME. THE IN TOWN TOUR GUIDES WERE NOT FRIENDLY-TOUR YOUR GUIDE GUESTS. WILL NOT DO THE SLOTS IF WE COME IN THE SUMMER MONTHS.

YES-DEFINITELY YES, CLEANEST RESTROOMS AT THE PARKS WE HAVE VISITED, GROUNDS CLEAN, QUIET, A TOTAL PLEASURE & STUNNING SCENERY

YES-EDUCATIONAL PURPOSES

YES-EXCEPTIONAL FRIENDLY PEOPLE

YES-HOW WONDERFUL IT IS-THE SCENERY AND THE PEOPLE

YES-I DO WANT TO GIVE DAVID ON THE TOUR WAS GREAT. I LEARNED A LOT ABOUT THIS LAND. THANK YOU.

YES-I HAVE VISITED THE NAVAJO NATION EVER SINCE 1980-I HAVE REC. VISITING TO EVERYONE I KNOW & MEET EVER SINCE!

YES-I THINK IT'S A BEAUTIFUL CULTURE, AND THE LAND IS AMAZING

YES-OF COURSE

YES-SCENERY & ARCHEOLOGY

YES-SUPER BEAUTIFUL! WOULD HAVE LIKED MORE RANGER HIKES.

APPENDIX C

Quarterly Data

**Navajo Nation 2011 Tourism Survey
Surveys Collected by month**

	Frequency	Valid Percent
January	138	6.0
February	134	5.8
March	177	7.7
April	243	10.6
May	304	13.2
June	279	12.2
July	305	13.3
August	196	8.5
September	232	10.1
October	185	8.1
November	65	2.8
December	37	1.6
Total	2295	100.0

**Navajo Nation 2011 Tourism Survey
Survey Sites by Calendar Quarter**

	Calendar Quarter			
	January to March 2011	April to June 2011	July to September 2011	October to December 2011
	Count	Count	Count	Count
Antelope Canyon Fee Station-Page	60	108	100	28
Little Colorado Overlook-Cameron	71	85	51	0
Canyon de Chelly NM	1	49	96	0
Chinle Holiday Inn	12	17	0	0
Explore Navajo Museum-Tuba City	7	2	1	0
Four Corners Monument	85	117	111	72
Hubbell Trading Post NHS	11	46	45	29
Monument Valley Visitor Center	0	0	89	27
Navajo Nation Museum Window Rock	10	40	22	15
Navajo NM	14	87	31	27
Quality Inn-Tuba City	104	214	149	9
Quality Inn-Window Rock	21	1	5	72
Wetherill Inn-Kayenta	19	29	29	8
Total	415	795	729	287

Navajo Nation 2011 Tourism Survey
Before this trip have you ever visited the Navajo Nation (reservation)?

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Yes	44.4%	42.6%	41.0%	46.8%	43.0%
No	55.6%	57.4%	59.0%	53.2%	57.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Navajo Nation 2011 Tourism Survey
Is the Navajo Nation the primary destination for your trip?

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Yes	31.9%	23.8%	25.8%	39.4%	28.0%
No	68.1%	76.2%	74.2%	60.6%	72.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Navajo Nation 2011 Tourism Survey
How much time in total did you spend on the Navajo Nation during this trip - Hours

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Mean (Hours)	5.0	4.4	4.2	4.6	4.5
Median (Hours)	4.0	3.0	3.0	3.0	3.0

Navajo Nation 2011 Tourism Survey
How many nights in total did you spend on the Navajo Nation during this trip?

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
1 Day	44.7%	37.0%	41.2%	23.4%	38.0%
2 Days	27.2%	29.6%	28.3%	34.6%	29.4%
3 Days	12.3%	15.1%	15.6%	17.8%	15.1%
4 Days	6.1%	7.5%	6.1%	13.6%	7.6%
5 Days	2.6%	2.9%	3.2%	1.9%	2.8%
6 Days	1.0%	2.6%	1.1%	1.4%	1.7%
1 Week	2.6%	2.0%	1.5%	3.7%	2.2%
2 Weeks	2.6%	1.5%	2.4%	3.3%	2.2%
More than 2 weeks	1.0%	1.8%	.6%	.5%	1.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Navajo Nation 2011 Tourism Survey
If staying overnight on the Navajo Nation what type of accommodations are you using?

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Hotel or Motel	86.6%	78.0%	73.0%	79.0%	78.1%
Campground or RV Park	8.4%	20.0%	25.4%	17.9%	19.3%
Bed and Breakfast	1.6%	.3%	.2%	1.3%	.6%
Hogan Bed and Breakfast	.9%	1.1%	.7%	1.3%	1.0%
Hostel	.9%	.8%	.5%	.0%	.6%
Private Home	4.7%	1.7%	3.4%	4.9%	3.2%
Other	2.2%	2.3%	1.6%	2.7%	2.1%

Navajo Nation 2011 Tourism Survey
Is the entire length of this trip away from home (Navajo Nation and elsewhere)?

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
A day trip only	10.1%	6.7%	6.8%	9.4%	7.7%
A multi day or overnight trip	89.9%	93.3%	93.2%	90.6%	92.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Navajo Nation 2011 Tourism Survey
If overnight how many total nights are you spending away from home on this trip - Nights?

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
6 days or less	37.8%	23.6%	19.3%	26.5%	25.3%
1 Week	38.6%	41.0%	34.8%	38.6%	38.3%
2 Weeks	10.5%	17.7%	23.9%	14.9%	17.9%
3 Weeks	6.4%	8.7%	12.9%	7.2%	9.4%
1 Month	3.5%	5.3%	5.2%	6.0%	5.0%
2 months	1.1%	1.8%	1.6%	3.2%	1.8%
3 or more months	2.1%	1.8%	2.3%	3.6%	2.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Navajo Nation 2011 Tourism Survey
If traveling overnight, in what community did you spend last night?

If traveling overnight, in what community did you spend last night?	Calendar Quarter				Total
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	
PAGE	8.6%	11.3%	10.1%	10.4%	10.3%
FLAGSTAFF	7.5%	8.6%	5.8%	3.8%	6.9%
TUBA CITY	9.5%	5.7%	4.3%	3.8%	5.7%
GRAND CANYON NATIONAL PARK - SOUTH RIM	5.6%	5.4%	6.0%	3.3%	5.4%
CHINLE	4.2%	4.3%	6.3%	6.3%	5.2%
KAYENTA	3.9%	5.3%	3.5%	5.0%	4.4%
CORTEZ CO	4.5%	3.0%	5.3%	4.6%	4.2%
GALLUP NM	3.3%	3.9%	4.0%	6.3%	4.1%
WINDOW ROCK	3.6%	1.9%	2.7%	10.4%	3.5%
MONUMENT VALLEY	1.9%	3.3%	3.8%	3.3%	3.2%
DURANGO CO	2.8%	2.3%	3.0%	3.8%	2.8%
CANYON DE CHELLY NATIONAL MONUMENT	0.3%	3.9%	3.5%	0.8%	2.7%
MOAB UT	1.7%	1.6%	3.8%	2.1%	2.4%
SEDONA	3.3%	2.1%	2.2%	1.7%	2.3%
FARMINGTON NM	3.1%	1.9%	1.3%	4.2%	2.2%
PHOENIX	2.5%	1.9%	1.0%	1.3%	1.6%
HOLBROOK	1.7%	1.9%	1.7%	0.4%	1.6%
WILLIAMS	1.1%	1.6%	2.0%	0.0%	1.4%
MESA VERDE NATIONAL PARK	0.0%	2.3%	0.8%	1.7%	1.3%
LAS VEGAS NV	1.7%	0.4%	2.2%	1.3%	1.3%
ALBUQUERQUE NM	1.7%	0.6%	1.5%	2.5%	1.3%
Total	72.5%	73.2%	74.8%	77.0%	73.8%

Navajo Nation 2011 Tourism Survey
If traveling overnight, in what community will you spend tonight?

In what community will you spend tonight?	Calendar Quarter				Total
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	
TUBA CITY	11.7%	14.3%	11.8%	2.3%	11.5%
PAGE	5.1%	7.8%	7.7%	5.0%	6.9%
KAYENTA	4.2%	7.1%	5.1%	6.8%	5.9%
CHINLE	5.4%	6.0%	3.8%	9.5%	5.6%
MONUMENT VALLEY	4.2%	3.5%	5.1%	10.9%	5.0%
GRAND CANYON NATIONAL PARK - SOUTH RIM	5.7%	4.1%	6.3%	2.7%	4.9%
FLAGSTAFF	3.3%	5.6%	3.3%	2.3%	4.0%
CORTEZ CO	1.2%	3.5%	5.3%	1.8%	3.4%
WINDOW ROCK	4.5%	1.4%	1.9%	10.5%	3.2%
DURANGO CO	4.5%	1.5%	3.1%	3.2%	2.8%
CANYON DE CHELLY NATIONAL MONUMENT	0.9%	2.3%	4.5%	1.8%	2.7%
GALLUP NM	1.5%	2.6%	1.9%	3.6%	2.3%
MOAB UT	1.5%	2.7%	2.6%	0.9%	2.2%
PHOENIX	5.4%	1.2%	1.5%	1.8%	2.2%
ALBUQUERQUE NM	2.7%	1.7%	1.4%	2.7%	1.9%
SEDONA	2.1%	1.7%	1.5%	1.8%	1.7%
LAS VEGAS NV	2.4%	1.8%	0.7%	0.5%	1.4%
FARMINGTON NM	1.2%	0.3%	1.7%	3.6%	1.3%
BRYCE CANYON NATIONAL PARK	1.2%	1.7%	1.0%	0.5%	1.2%
HOLBROOK	1.2%	0.8%	1.5%	1.4%	1.2%
Total	69.9%	71.6%	71.7%	73.6%	71.3%

Navajo Nation 2011 Tourism Survey
Travel party characteristics

How many people are in your travel party on this trip?		Calendar Quarter				
		January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Total # of People	Mean	3.2	3.4	3.0	3.3	3.3
	Median	2.0	2.0	2.0	2.0	2.0
# Men	Mean	1.4	1.5	1.3	1.5	1.4
	Median	1.0	1.0	1.0	1.0	1.0
# Women	Mean	1.4	1.7	1.4	1.8	1.6
	Median	1.0	1.0	1.0	1.0	1.0
# of children under 18	Mean	.9	.9	1.0	.3	.9
	Median	.0	.0	.0	.0	.0

Navajo Nation 2011 Tourism Survey
What type of transportation are you using during this trip (mark all that apply)

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Own car	56.9%	44.4%	42.4%	46.6%	46.5%
Rental car	33.4%	43.8%	41.8%	41.3%	40.8%
Own camper or RV	3.8%	6.5%	7.3%	7.1%	6.3%
Rental camper or RV	1.6%	3.7%	6.9%	2.5%	4.1%
Train	.7%	.2%	.4%	.7%	.4%
Airplane	4.3%	3.7%	5.4%	6.0%	4.6%
Motorcycle	.2%	1.2%	1.5%	.4%	1.0%
Bicycle	.2%	.1%	.3%	.4%	.2%
Bus or Motor coach	2.7%	1.2%	1.7%	1.4%	1.7%
Other transportation	3.4%	1.6%	1.4%	3.2%	2.1%

Navajo Nation 2011 Tourism Survey
If you rented a vehicle, in what city did you pick up your vehicle?

	Calendar Quarter				Total
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	
LAS VEGAS NV	17.8%	27.5%	27.6%	26.6%	26.0%
PHOENIX	28.9%	22.4%	14.7%	20.2%	20.5%
LOS ANGELES CA	14.5%	11.1%	10.6%	2.4%	10.3%
ALBUQUERQUE NM	9.9%	10.0%	7.1%	19.4%	10.1%
SAN FRANCISCO CA	2.6%	7.7%	12.1%	3.2%	7.9%
DENVER CO	3.3%	3.3%	5.0%	4.8%	4.1%
FLAGSTAFF	3.9%	2.3%	1.8%	4.0%	2.6%
SALT LAKE CITY UT	1.3%	1.8%	3.5%	2.4%	2.4%
LAS VEGAS	0.0%	2.3%	3.5%	0.0%	2.1%
SAN DIEGO CA	1.3%	1.3%	1.2%	0.0%	1.1%
SANTA FE NM	0.7%	1.3%	0.6%	1.6%	1.0%
TUCSON	1.3%	1.0%	0.3%	0.0%	0.7%
SCOTTSDALE	1.3%	0.5%	0.3%	0.0%	0.5%
Total	86.8%	90.2%	84.8%	84.6%	87.2%

Navajo Nation 2011 Tourism Survey
How did you hear about the Navajo Nation?

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Friends or Family	35.1%	31.6%	31.3%	38.7%	33.1%
Online or Internet	27.1%	36.2%	34.7%	29.0%	33.0%
Guide Book	16.2%	25.0%	22.3%	21.2%	21.9%
Found out about the Navajo Nation another way	24.0%	17.9%	18.6%	20.1%	19.6%
National Park Service	12.1%	17.7%	17.1%	15.6%	16.2%
Brochure	9.2%	16.7%	17.3%	16.0%	15.3%
Road-side sign	14.3%	10.6%	6.8%	6.3%	9.6%
Motor Club (AAA)	8.0%	10.1%	7.5%	10.4%	8.9%
Magazine article	5.3%	6.5%	7.4%	7.1%	6.6%
Movie-TV show	6.1%	6.2%	6.2%	8.2%	6.4%
State Parks	3.9%	5.3%	6.5%	6.3%	5.5%
Welcome Center	2.4%	6.5%	6.2%	5.6%	5.5%
Novel	2.7%	6.6%	5.0%	5.9%	5.2%
Arizona Office of Tourism	3.6%	5.7%	2.9%	5.9%	4.4%
Navajo Tourism Department	1.7%	3.4%	2.1%	2.6%	2.6%
Tour Operator	1.7%	1.5%	3.6%	2.2%	2.3%
Newspaper article	2.4%	1.7%	2.3%	3.7%	2.3%
Navajo Parks & Recreation Department	1.5%	2.6%	2.1%	2.6%	2.2%
New Mexico Department of Tourism	1.0%	2.0%	2.7%	2.2%	2.0%
Magazine ad	1.2%	1.7%	2.7%	2.2%	2.0%
Travel agent	1.5%	1.7%	2.3%	1.5%	1.8%
TV Commercials	.0%	.5%	1.1%	.7%	.6%
Radio ad	.5%	.3%	.5%	.4%	.4%
Newspaper ad	.2%	.5%	.3%	.0%	.3%

Navajo Nation 2011 Tourism Survey

Did you use any of the following resources or assistance provided by the Navajo Tourism Department?

	Calendar Quarter			
	January to March 2011	April to June 2011	July to September 2011	October to December 2011
Used - Discover Navajo Website	12.7%	11.5%	10.6%	12.9%
Used - Letter or Visitors Guide	9.6%	10.0%	10.8%	12.2%
Used - Telephone Response or Assistance	5.8%	2.7%	3.0%	2.8%

Navajo Nation 2011 Tourism Survey
What is the main purpose of your trip?

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Visit scenic attractions	59.1%	67.5%	68.6%	66.4%	66.0%
Scenic beauty or sightseeing	46.3%	61.2%	61.5%	56.1%	57.7%
Outdoor recreation	23.1%	29.8%	29.1%	27.9%	28.0%
Visit friends or relatives	27.2%	17.5%	17.7%	19.3%	19.7%
Shopping for arts and crafts	10.5%	13.1%	14.3%	18.2%	13.6%
Cultural activities	8.0%	11.9%	14.6%	17.1%	12.6%
Personal	13.9%	10.4%	12.1%	16.8%	12.4%
Educational experience	7.8%	7.8%	10.4%	16.4%	9.7%
Combined business and pleasure	6.6%	3.6%	3.8%	5.4%	4.5%
Business	8.7%	2.3%	1.9%	8.9%	4.3%
Tribal Fairs	.5%	.4%	2.6%	2.5%	1.4%
Seminar	1.4%	.8%	.7%	2.1%	1.0%

Navajo Nation 2011 Tourism Survey

Indicate all the sites/attractions you have or will visit on the Navajo Nation during this trip (mark all that apply)

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Monument Valley Tribal Park (Monument Valley)	45.8%	52.2%	52.5%	47.6%	50.5%
Four Corners Monument (AZ, NM, CO, UT)	40.3%	37.2%	41.0%	42.5%	39.7%
Canyon de Chelly NM (NPS-Chinle)	25.8%	33.7%	30.3%	37.5%	31.6%
Antelope Canyon (Page area)	22.8%	26.3%	26.9%	19.3%	24.9%
Navajo National Monument (NPS - Kayenta area)	15.9%	23.4%	22.2%	26.2%	22.0%
Little Colorado River Gorge Overlook (Cameron area)	25.6%	21.0%	14.0%	10.2%	18.2%
Navajo Arts & Crafts Enterprises (7 location AZ & NM)	17.2%	16.4%	15.7%	22.5%	17.1%
Hubbell Trading Post NHS (NPS-Ganado)	15.7%	15.1%	16.3%	20.7%	16.3%
Navajo Nation Museum (Window Rock)	10.9%	11.1%	11.8%	21.1%	12.6%
Window Rock Tribal Park and Veterans Memorial	9.6%	9.0%	10.0%	24.0%	11.4%
Dinosaur Tracks (Tuba City)	11.1%	7.8%	10.0%	7.3%	9.1%
Window Rock Tribal Zoo	7.6%	7.0%	9.6%	14.5%	8.9%
Explore Navajo Interactive Museum (Tuba City)	9.4%	7.1%	9.1%	5.5%	8.0%
Other sites on the Navajo Nation	6.1%	6.0%	6.6%	5.1%	6.1%
Chaco Culture NHP (NPS-New Mexico)	4.8%	5.4%	4.5%	8.0%	5.3%
Elephant Feet (Tonalea)	6.6%	4.6%	3.6%	3.6%	4.5%
Red Rock Park (Church Rock NM)	4.6%	3.6%	2.7%	4.0%	3.5%
Shiprock Peak (Shiprock NM)	4.3%	2.6%	2.8%	5.5%	3.4%
Wheatfields Lake (Tsaile/Chinle area)	2.0%	.8%	1.9%	2.2%	1.6%
Bisti (New Mexico)	1.3%	1.3%	1.2%	1.8%	1.3%
Dine College-Hatathlie Museum (Tsaile)	2.5%	.4%	1.0%	2.5%	1.3%

Navajo Nation 2011 Tourism Survey

What are the main leisure activities you are engaging in during your stay on the Navajo Nation? (mark all that apply)

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
General sightseeing	83.3%	87.3%	85.0%	83.7%	85.3%
Shopping	27.8%	28.3%	31.6%	36.2%	30.3%
Boating or rafting	.2%	2.3%	4.6%	1.8%	2.6%
Fishing	.5%	.9%	2.4%	.7%	1.3%
Hunting	.5%	.3%	.4%	1.1%	.5%
Visiting parks	35.6%	48.8%	50.3%	47.8%	46.7%
Group tour	6.1%	5.3%	5.9%	7.2%	5.9%
Watching sports events	.2%	.1%	.9%	1.4%	.6%
Picnicking	5.4%	9.9%	11.0%	8.7%	9.2%
Attending festivals or events	.7%	3.3%	7.4%	7.2%	4.6%
Attending tribal fairs or pow wow	1.2%	1.7%	4.6%	5.4%	3.0%
Swimming or water sports	1.2%	1.0%	6.5%	1.8%	2.9%
Wildlife or bird watching	7.6%	11.1%	9.3%	15.9%	10.5%
Star gazing	7.4%	7.2%	7.5%	12.0%	7.9%
Looking at or buying arts and crafts	20.1%	23.9%	27.4%	34.4%	25.6%
Visiting historical areas or historical sites	24.3%	35.0%	35.3%	38.4%	33.5%
Visiting friends or relatives	7.1%	5.9%	9.4%	7.2%	7.4%
Eating traditional Navajo foods	15.7%	21.5%	19.9%	25.7%	20.4%
Attending a rodeo	.5%	.4%	3.1%	2.5%	1.5%
Visiting museums	16.2%	23.0%	20.6%	33.0%	22.2%
Bicycling	1.0%	2.2%	3.1%	3.3%	2.4%
Horseback riding	1.7%	3.2%	4.6%	5.1%	3.6%
Photography	33.4%	41.6%	40.6%	42.0%	39.8%
Camping	6.1%	14.5%	19.7%	15.9%	14.8%
Hiking or walking	28.0%	37.9%	35.7%	39.9%	35.6%
Attending cultural or educational seminars	1.5%	3.9%	4.0%	6.9%	3.8%
Road Scholar (formerly Elderhostel)	1.2%	.6%	.6%	1.1%	.8%
Family activities	3.9%	1.9%	6.9%	4.3%	4.2%
Children's activities	2.2%	1.2%	1.8%	2.2%	1.7%
Educational activities	5.2%	4.5%	5.9%	5.4%	5.2%
Other activities	4.9%	3.2%	4.0%	6.2%	4.2%

Navajo Nation 2011 Tourism Survey

If you had information on Navajo Scenic Roads, would you include them among your activities?

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Yes	85.3%	89.2%	87.5%	92.8%	88.4%
No	14.7%	10.8%	12.5%	7.2%	11.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Navajo Nation 2011 Tourism Survey
Quarter #1 Tell us how satisfied you are with these specific aspects of your visit to the Navajo Nation

	Not at all Satisfied	Slightly Satisfied	Satisfied	Very Satisfied	Totally Satisfied	Mean
Friendliness of local merchants and service providers	1.0%	1.7%	21.4%	34.0%	41.9%	4.1
Variety of things to see and do	1.5%	4.3%	25.1%	35.4%	33.7%	4.0
Access to restroom facilities	2.3%	5.8%	32.0%	31.0%	28.9%	3.8
Travel information availability	2.1%	5.8%	34.6%	31.1%	26.4%	3.7
Friendliness of local people	.7%	1.7%	22.0%	30.7%	44.8%	4.2
Value for money	2.3%	4.1%	34.4%	31.3%	27.9%	3.8
Quality of restaurants	1.7%	8.3%	33.4%	35.4%	21.1%	3.7
Quality of lodging	.9%	4.1%	29.3%	38.5%	27.2%	3.9
Quality of attractions and events	1.1%	2.3%	31.1%	34.2%	31.3%	3.9
Quality of highways and roads	1.7%	7.5%	28.2%	35.7%	26.9%	3.8
Availability of adequate parking	.8%	1.6%	25.8%	36.7%	35.1%	4.0
Shopping opportunities	2.3%	10.3%	31.5%	30.7%	25.2%	3.7
Customer service at tourism businesses	1.2%	2.0%	30.2%	33.1%	33.4%	4.0
Directional signage on the Navajo Nation	2.1%	6.7%	31.6%	34.3%	25.2%	3.7
Your feelings of personal safety	1.3%	3.3%	23.7%	34.3%	37.5%	4.0
Attractiveness of man-made facilities	1.9%	4.3%	31.9%	35.9%	26.0%	3.8
Scenic attractiveness of the Navajo Nation	1.3%	1.1%	16.1%	29.7%	51.8%	4.3
Domestic animal control or welfare	7.4%	11.0%	31.9%	25.2%	24.5%	3.5
Other satisfaction with the Navajo Nation	12.5%	2.8%	26.4%	27.8%	30.6%	3.6

1 = Not at all Satisfied

5 = Totally Satisfied

Navajo Nation 2011 Tourism Survey
Quarter #2 Tell us how satisfied you are with these specific aspects of your visit to the Navajo Nation

	Not at all Satisfied	Slightly Satisfied	Satisfied	Very Satisfied	Totally Satisfied	Mean
Friendliness of local merchants and service providers	1.2%	2.0%	18.9%	39.2%	38.6%	4.1
Variety of things to see and do	.4%	3.7%	25.4%	39.3%	31.2%	4.0
Access to restroom facilities	1.3%	6.0%	33.1%	35.8%	23.8%	3.7
Travel information availability	.9%	5.9%	35.8%	34.5%	22.9%	3.7
Friendliness of local people	1.0%	3.2%	18.5%	39.0%	38.3%	4.1
Value for money	1.5%	7.4%	35.0%	33.7%	22.4%	3.7
Quality of restaurants	2.3%	6.4%	38.4%	33.3%	19.6%	3.6
Quality of lodging	1.0%	4.0%	32.5%	40.5%	22.0%	3.8
Quality of attractions and events	.9%	2.0%	30.5%	38.3%	28.3%	3.9
Quality of highways and roads	1.1%	6.1%	29.7%	39.6%	23.5%	3.8
Availability of adequate parking	.6%	1.4%	27.0%	38.2%	32.9%	4.0
Shopping opportunities	.9%	4.7%	34.9%	36.0%	23.4%	3.8
Customer service at tourism businesses	.6%	2.1%	30.3%	36.7%	30.3%	3.9
Directional signage on the Navajo Nation	1.1%	6.2%	36.5%	31.8%	24.5%	3.7
Your feelings of personal safety	.4%	2.0%	24.4%	37.7%	35.6%	4.1
Attractiveness of man-made facilities	.9%	5.1%	32.5%	37.8%	23.7%	3.8
Scenic attractiveness of the Navajo Nation	.3%	2.4%	15.0%	31.6%	50.6%	4.3
Domestic animal control or welfare	4.6%	9.7%	40.5%	25.8%	19.5%	3.5
Other satisfaction with the Navajo Nation	5.9%	6.7%	27.7%	29.4%	30.3%	3.7

1 = Not at all Satisfied

5 = Totally Satisfied

Navajo Nation 2011 Tourism Survey
Quarter #3 Tell us how satisfied you are with these specific aspects of your visit to the Navajo Nation

	Not at all Satisfied	Slightly Satisfied	Satisfied	Very Satisfied	Totally Satisfied	Mean
Friendliness of local merchants and service providers	1.1%	2.2%	26.2%	37.0%	33.5%	4.0
Variety of things to see and do	.8%	2.4%	29.8%	39.6%	27.4%	3.9
Access to restroom facilities	1.7%	4.6%	34.9%	33.3%	25.4%	3.8
Travel information availability	1.0%	6.5%	36.5%	32.5%	23.5%	3.7
Friendliness of local people	1.1%	3.5%	22.2%	38.5%	34.7%	4.0
Value for money	1.3%	6.0%	36.9%	30.9%	24.9%	3.7
Quality of restaurants	1.3%	7.5%	41.2%	32.4%	17.6%	3.6
Quality of lodging	.4%	4.2%	34.3%	36.5%	24.7%	3.8
Quality of attractions and events	.5%	3.9%	29.0%	39.7%	26.9%	3.9
Quality of highways and roads	.9%	6.2%	32.8%	38.6%	21.5%	3.7
Availability of adequate parking	.5%	2.8%	27.8%	38.0%	30.9%	4.0
Shopping opportunities	1.0%	4.9%	39.0%	34.3%	20.7%	3.7
Customer service at tourism businesses	.9%	2.9%	32.9%	35.4%	28.0%	3.9
Directional signage on the Navajo Nation	2.9%	5.2%	36.5%	32.3%	23.1%	3.7
Your feelings of personal safety	.9%	1.7%	30.8%	38.2%	28.3%	3.9
Attractiveness of man-made facilities	1.3%	4.7%	36.0%	35.3%	22.7%	3.7
Scenic attractiveness of the Navajo Nation	.6%	2.7%	18.9%	28.5%	49.2%	4.2
Domestic animal control or welfare	6.3%	7.2%	40.2%	25.7%	20.6%	3.5
Other satisfaction with the Navajo Nation	9.0%	3.3%	28.7%	35.2%	23.8%	3.6

1 = Not at all Satisfied

5 = Totally Satisfied

Navajo Nation 2011 Tourism Survey
Quarter #4 Tell us how satisfied you are with these specific aspects of your visit to the Navajo Nation

	Not at all Satisfied	Slightly Satisfied	Satisfied	Very Satisfied	Totally Satisfied	Mean
Friendliness of local merchants and service providers	.8%	1.9%	23.1%	30.4%	43.8%	4.1
Variety of things to see and do	.8%	3.9%	25.3%	35.4%	34.6%	4.0
Access to restroom facilities	1.9%	3.9%	34.9%	27.1%	32.2%	3.8
Travel information availability	.4%	7.6%	34.1%	28.1%	29.7%	3.8
Friendliness of local people	.0%	4.6%	18.5%	30.0%	46.9%	4.2
Value for money	1.2%	4.5%	30.8%	36.4%	27.1%	3.8
Quality of restaurants	2.6%	6.6%	38.8%	34.8%	17.2%	3.6
Quality of lodging	1.8%	4.8%	28.1%	38.2%	27.2%	3.8
Quality of attractions and events	1.3%	3.0%	23.3%	41.1%	31.4%	4.0
Quality of highways and roads	1.9%	7.7%	30.3%	32.2%	28.0%	3.8
Availability of adequate parking	.8%	2.8%	23.9%	37.7%	34.8%	4.0
Shopping opportunities	.9%	5.6%	29.5%	33.3%	30.8%	3.9
Customer service at tourism businesses	1.9%	4.7%	22.0%	36.4%	35.0%	4.0
Directional signage on the Navajo Nation	1.2%	9.5%	29.3%	35.5%	24.4%	3.7
Your feelings of personal safety	.8%	3.9%	25.3%	30.7%	39.3%	4.0
Attractiveness of man-made facilities	1.7%	5.0%	33.1%	28.1%	32.2%	3.8
Scenic attractiveness of the Navajo Nation	.4%	3.6%	15.8%	24.9%	55.3%	4.3
Domestic animal control or welfare	8.9%	9.9%	33.7%	22.3%	25.2%	3.5
Other satisfaction with the Navajo Nation	2.4%	2.4%	9.8%	48.8%	36.6%	4.1

1 = Not at all Satisfied

5 = Totally Satisfied

Navajo Nation 2011 Tourism Survey
On a scale of 1 to 10 rate the following about your visit to the Navajo Nation

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
	Mean	Mean	Mean	Mean	Mean
How would you rate the Navajo Nation overall?	8.6	8.6	8.5	8.6	8.6
How would you rate the value for money of your trip on the Navajo Nation?	8.2	8.1	8.2	8.4	8.2

1 = Extremely Low level of Satisfaction or Value

10 = Extremely High Level of Satisfaction or Value

Navajo Nation 2011 Tourism Survey

Please estimate as closely as possible the amount of money that your travel party is spending for the following categories on the Navajo Nation

	January to March 2011		April to June 2011		July to September 2011		October to December 2011		Total	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median	Mean	Median
How many people are in your travel party?	3.4	2.0	3.3	2.0	3.0	2.0	3.5	2.0	3.1	2.0
Lodging or camping	\$222	\$100	\$265	\$140	\$208	\$130	\$275	\$150	\$241	\$130
Restaurant or grocery	\$123	\$50	\$135	\$55	\$110	\$50	\$132	\$80	\$125	\$60
Transportation (incl gas)	\$175	\$80	\$169	\$80	\$139	\$70	\$152	\$100	\$159	\$80
Shopping-Arts or Crafts	\$134	\$50	\$156	\$50	\$125	\$50	\$185	\$100	\$146	\$50
Recreation entertainment	\$82	\$40	\$92	\$37	\$91	\$28	\$69	\$20	\$86	\$30
entrance fees and permits										
Other expenditure	\$99	\$0	\$117	\$20	\$128	\$0	\$177	\$20	\$123	\$5

Navajo Nation 2011 Tourism Survey
Did fuel costs affect your purchases on this trip?

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Yes	25.9%	24.6%	23.4%	21.5%	24.1%
No	74.1%	75.4%	76.6%	78.5%	75.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Navajo Nation 2011 Tourism Survey
What types of shopping purchases will you make?

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Souvenirs	56.1%	57.0%	61.5%	50.8%	57.5%
Jewelry	56.4%	55.1%	57.7%	62.9%	57.2%
Gifts	35.5%	42.3%	43.2%	43.3%	41.5%
Books	22.8%	28.8%	27.2%	38.3%	28.4%
Crafts	24.9%	26.0%	28.7%	31.7%	27.4%
Art	25.4%	20.3%	22.3%	25.8%	22.6%
Pottery	22.3%	19.6%	18.9%	17.5%	19.6%
Personal items (toiletries etc)	14.7%	17.9%	20.2%	16.7%	17.9%
Apparel	12.7%	18.5%	18.4%	15.4%	17.0%
Other	6.6%	7.3%	7.0%	5.8%	6.9%
Rugs	7.2%	6.5%	5.9%	6.7%	6.5%
Traditional clothing	3.5%	3.3%	5.9%	2.5%	4.1%

Navajo Nation 2011 Tourism Survey
Would you recommend a visit to the Navajo Nation to your friends and family?

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Yes	98.6%	98.8%	99.0%	99.3%	98.9%
No	1.4%	1.2%	1.0%	.7%	1.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Navajo Nation 2011 Tourism Survey
If you are from the U.S.what is your Zip Code? (recoded to state)

	Calendar Quarter				Total
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	
Arizona	16.8%	13.8%	17.3%	15.0%	15.6%
California	10.4%	12.7%	13.6%	14.0%	12.6%
Colorado	10.8%	7.8%	5.8%	6.0%	7.6%
Texas	4.1%	3.2%	6.5%	4.0%	4.4%
Illinois	4.1%	4.8%	4.6%	3.5%	4.4%
New York	3.2%	4.3%	4.4%	5.0%	4.2%
Wisconsin	4.4%	3.4%	3.2%	3.5%	3.6%
Washington	3.8%	3.5%	3.2%	3.5%	3.5%
New Mexico	3.2%	3.2%	3.9%	4.0%	3.5%
Florida	0.9%	3.9%	3.7%	4.5%	3.3%
Utah	4.7%	3.0%	1.4%	2.5%	2.8%
Pennsylvania	1.9%	2.0%	2.1%	4.0%	2.3%
Ohio	2.8%	1.7%	3.0%	0.5%	2.2%
Oregon	1.3%	2.2%	1.8%	2.5%	2.0%
Michigan	1.6%	2.0%	2.3%	1.5%	2.0%
Virginia	1.6%	2.0%	1.8%	2.5%	2.0%
North Carolina	2.5%	1.5%	1.8%	1.0%	1.7%
Iowa	2.2%	1.1%	1.8%	1.0%	1.5%
Indiana	1.6%	1.3%	1.6%	1.5%	1.5%
Georgia	0.6%	1.7%	1.8%	0.5%	1.3%
Massachusetts	1.3%	1.5%	0.7%	2.5%	1.3%
Maryland	2.2%	1.1%	0.7%	1.5%	1.3%
New Jersey	0.6%	0.9%	1.4%	2.5%	1.2%
Nevada	1.6%	0.9%	1.2%	1.0%	1.1%
Kansas	1.6%	0.9%	0.9%	1.5%	1.1%
Tennessee	0.3%	1.7%	1.4%	0.5%	1.1%
Oklahoma	0.3%	0.7%	1.6%	0.5%	0.9%
Connecticut	0.6%	1.3%	0.5%	1.0%	0.9%
Arkansas	0.6%	1.1%	0.5%	0.5%	0.7%
Idaho	1.9%	0.6%	0.0%	0.5%	0.7%
Louisiana	0.3%	0.9%	0.7%	0.5%	0.7%
South Dakota	1.3%	0.9%	0.0%	0.5%	0.7%
South Carolina	0.3%	0.6%	0.7%	1.0%	0.6%
Maine	0.3%	1.1%	0.0%	1.0%	0.6%
Alaska	1.3%	0.4%	0.0%	1.0%	0.5%
Nebraska	0.6%	0.7%	0.2%	0.5%	0.5%
Alabama	0.0%	0.7%	0.9%	0.0%	0.5%
Montana	0.6%	0.6%	0.5%	0.0%	0.5%
Kentucky	0.3%	0.7%	0.5%	0.0%	0.5%

	Calendar Quarter				Total
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	
Wyoming	0.3%	0.7%	0.0%	0.5%	0.4%
Rhode Island	0.3%	0.4%	0.2%	1.0%	0.4%
Hawaii	0.0%	0.2%	0.5%	1.0%	0.3%
Vermont	0.0%	0.4%	0.5%	0.5%	0.3%
New Hampshire	0.3%	0.7%	0.0%	0.0%	0.3%
Mississippi	0.0%	0.4%	0.5%	0.0%	0.3%
District of Columbia	0.3%	0.2%	0.2%	0.0%	0.2%
West Virginia	0.0%	0.2%	0.2%	0.0%	0.1%
Delaware	0.0%	0.2%	0.0%	0.0%	0.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Navajo Nation 2011 Tourism Survey
If you are not from the U.S. what country are you from?

	Calendar Quarter				Total
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	
GERMANY	10.6%	16.7%	17.6%	15.7%	16.0%
FRANCE	10.6%	14.7%	17.6%	5.7%	14.2%
CANADA	30.8%	12.7%	5.5%	14.3%	12.9%
UNITED KINGDOM	3.8%	16.3%	8.6%	24.3%	12.3%
ITALY	2.9%	4.5%	13.7%	7.1%	8.0%
AUSTRALIA	11.5%	5.7%	3.1%	10.0%	6.1%
THE NETHERLANDS	5.8%	4.9%	6.3%	4.3%	5.5%
SWITZERLAND	1.9%	6.5%	5.9%	1.4%	5.0%
SPAIN	1.9%	3.3%	2.4%	0.0%	2.4%
BELGIUM	1.0%	2.0%	2.7%	0.0%	1.9%
JAPAN	3.8%	0.8%	0.8%	4.3%	1.6%
INDIA	1.0%	0.4%	2.4%	4.3%	1.6%
DENMARK	2.9%	0.4%	2.0%	0.0%	1.3%
SWEDEN	1.9%	2.0%	0.0%	0.0%	1.0%
NEW ZEALAND	0.0%	0.8%	1.2%	2.9%	1.0%
MEXICO	0.0%	1.6%	0.4%	0.0%	0.7%
FINLAND	0.0%	1.2%	0.8%	0.0%	0.7%
SOUTH AMERICA	0.0%	0.4%	1.2%	0.0%	0.6%
RUSSIA	1.0%	0.4%	0.8%	0.0%	0.6%
POLAND	0.0%	0.8%	0.8%	0.0%	0.6%
ISRAEL	0.0%	1.2%	0.4%	0.0%	0.6%
CZECH REPUBLIC	1.0%	0.4%	0.8%	0.0%	0.6%
AUSTRIA	1.0%	0.4%	0.8%	0.0%	0.6%
BRAZIL	1.0%	0.0%	0.8%	0.0%	0.4%
PHILIPPINES	1.0%	0.4%	0.0%	0.0%	0.3%
NORWAY	1.0%	0.0%	0.4%	0.0%	0.3%
KOREA	1.0%	0.0%	0.4%	0.0%	0.3%
IRELAND	0.0%	0.0%	0.8%	0.0%	0.3%
CHINA	1.0%	0.0%	0.0%	1.4%	0.3%
TAIWAN	0.0%	0.0%	0.0%	1.4%	0.1%
SOUTH KOREA	0.0%	0.4%	0.0%	0.0%	0.1%
SOUTH AFRICA	0.0%	0.4%	0.0%	0.0%	0.1%
SLOVAKIA	0.0%	0.0%	0.4%	0.0%	0.1%
PORTUGAL	0.0%	0.0%	0.0%	1.4%	0.1%
ITALIAN	0.0%	0.0%	0.4%	0.0%	0.1%
IRAQ	1.0%	0.0%	0.0%	0.0%	0.1%
HONG KONG	0.0%	0.0%	0.4%	0.0%	0.1%
GEORGIA	1.0%	0.0%	0.0%	0.0%	0.1%
EUROPE	0.0%	0.0%	0.0%	1.4%	0.1%
CONGO	0.0%	0.4%	0.0%	0.0%	0.1%

	Calendar Quarter				Total
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	
COLOMBIA	0.0%	0.0%	0.4%	0.0%	0.1%
ARGENTINA	0.0%	0.0%	0.4%	0.0%	0.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Navajo Nation 2011 Tourism Survey
City/Town of Arizona Residents Visiting the Navajo Nation

	Calendar Quarter				Total
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	
PHOENIX	18.4%	11.1%	8.2%	13.8%	12.1%
FLAGSTAFF	4.1%	8.3%	4.1%	6.9%	5.8%
SCOTTSDALE	2.0%	8.3%	5.5%	3.4%	5.4%
TUCSON	2.0%	4.2%	6.8%	3.4%	4.5%
MESA	0.0%	5.6%	0.0%	20.7%	4.5%
FORT LOWELL	4.1%	5.6%	4.1%	0.0%	4.0%
GILBERT	0.0%	6.9%	1.4%	3.4%	3.1%
CHANDLER	6.1%	1.4%	4.1%	0.0%	3.1%
TEMPE	6.1%	2.8%	1.4%	0.0%	2.7%
SEDONA	2.0%	2.8%	4.1%	0.0%	2.7%
GLENDALE	4.1%	2.8%	2.7%	0.0%	2.7%
COTTONWOOD	2.0%	1.4%	4.1%	3.4%	2.7%
SUN CITY	2.0%	2.8%	1.4%	0.0%	1.8%
FORT DEFIANCE	2.0%	2.8%	1.4%	0.0%	1.8%
CHINLE	0.0%	1.4%	4.1%	0.0%	1.8%
PRESCOTT	0.0%	2.8%	0.0%	3.4%	1.3%
KAYENTA	2.0%	1.4%	1.4%	0.0%	1.3%
HOLBROOK	2.0%	0.0%	2.7%	0.0%	1.3%
GROOM CREEK	0.0%	1.4%	2.7%	0.0%	1.3%
EAGAR	4.1%	0.0%	1.4%	0.0%	1.3%
CORONADO	2.0%	1.4%	1.4%	0.0%	1.3%
YUMA	2.0%	0.0%	1.4%	0.0%	0.9%
SUN	0.0%	1.4%	1.4%	0.0%	0.9%
SOUTH TUCSON	4.1%	0.0%	0.0%	0.0%	0.9%
SADDLEBROOKE	0.0%	2.8%	0.0%	0.0%	0.9%
RINCON	0.0%	1.4%	1.4%	0.0%	0.9%
QUEEN CREEK	0.0%	1.4%	1.4%	0.0%	0.9%
PEORIA	0.0%	0.0%	1.4%	3.4%	0.9%
PAYSON	0.0%	0.0%	2.7%	0.0%	0.9%
PARADISE VALLEY	0.0%	0.0%	1.4%	3.4%	0.9%
NAVAJO INDIAN RESERVATION	2.0%	0.0%	1.4%	0.0%	0.9%
GUADALUPE	4.1%	0.0%	0.0%	0.0%	0.9%
GREENEHAVEN	0.0%	1.4%	0.0%	3.4%	0.9%
CORNVILLE	0.0%	0.0%	0.0%	6.9%	0.9%
CAMERON - CEDAR RIDGE	0.0%	0.0%	0.0%	6.9%	0.9%
BULLHEAD CITY	0.0%	2.8%	0.0%	0.0%	0.9%
WILLIAMS	0.0%	1.4%	0.0%	0.0%	0.4%
WICKENBURG	0.0%	1.4%	0.0%	0.0%	0.4%

	Calendar Quarter				Total
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	
WHITERIVER	0.0%	0.0%	0.0%	3.4%	0.4%
SURPRISE	2.0%	0.0%	0.0%	0.0%	0.4%
SUN LAKES	0.0%	1.4%	0.0%	0.0%	0.4%
SNOWFLAKE	0.0%	0.0%	0.0%	3.4%	0.4%
SIERRA VISTA	0.0%	1.4%	0.0%	0.0%	0.4%
SHOW LOW	2.0%	0.0%	0.0%	0.0%	0.4%
SANDERS	2.0%	0.0%	0.0%	0.0%	0.4%
SAINT JOHNS	0.0%	0.0%	1.4%	0.0%	0.4%
RED LAKE	0.0%	0.0%	1.4%	0.0%	0.4%
QUARTZSITE	2.0%	0.0%	0.0%	0.0%	0.4%
PRESCOTT VALLEY	0.0%	0.0%	0.0%	3.4%	0.4%
PINETOP	2.0%	0.0%	0.0%	0.0%	0.4%
PINE	0.0%	0.0%	1.4%	0.0%	0.4%
PAULDEN	0.0%	0.0%	1.4%	0.0%	0.4%
ORO VALLEY	0.0%	1.4%	0.0%	0.0%	0.4%
NAZLINI	0.0%	0.0%	1.4%	0.0%	0.4%
MANY FARMS	0.0%	0.0%	1.4%	0.0%	0.4%
LAVEEN	2.0%	0.0%	0.0%	0.0%	0.4%
LAKE HAVASU CITY	0.0%	1.4%	0.0%	0.0%	0.4%
KINGMAN	0.0%	0.0%	1.4%	0.0%	0.4%
KAIBITO	0.0%	0.0%	0.0%	3.4%	0.4%
HUACHUCA CITY	0.0%	0.0%	1.4%	0.0%	0.4%
HAPPY JACK	2.0%	0.0%	0.0%	0.0%	0.4%
GRAND CANYON	0.0%	1.4%	0.0%	0.0%	0.4%
GOODYEAR	0.0%	0.0%	1.4%	0.0%	0.4%
FRY	0.0%	1.4%	0.0%	0.0%	0.4%
FORT HUACHUCA	0.0%	0.0%	1.4%	0.0%	0.4%
ELEVEN MILE CORNER	2.0%	0.0%	0.0%	0.0%	0.4%
DILKON	2.0%	0.0%	0.0%	0.0%	0.4%
DEWEY	0.0%	0.0%	1.4%	0.0%	0.4%
CORONA DE TUCSON - VAIL	0.0%	0.0%	1.4%	0.0%	0.4%
COOLIDGE	2.0%	0.0%	0.0%	0.0%	0.4%
CIRCLE CITY - MORRISTOWN	0.0%	1.4%	0.0%	0.0%	0.4%
CHINO VALLEY	0.0%	1.4%	0.0%	0.0%	0.4%
CAREFREE	2.0%	0.0%	0.0%	0.0%	0.4%
BUCKEYE	0.0%	0.0%	1.4%	0.0%	0.4%
BENSON	0.0%	0.0%	1.4%	0.0%	0.4%
BAGDAD	0.0%	0.0%	1.4%	0.0%	0.4%
AVONDALE	0.0%	0.0%	0.0%	3.4%	0.4%
ARIZONA STATE UNIVERSITY	0.0%	0.0%	1.4%	0.0%	0.4%
ANTHEM - DESERT HILLS	0.0%	0.0%	1.4%	0.0%	0.4%
AJO - WHY	0.0%	0.0%	1.4%	0.0%	0.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Navajo Nation 2011 Tourism Survey

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

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Less than \$14,999	5.6%	3.1%	3.7%	3.8%	3.9%
\$15,000 - \$19,999	1.8%	1.9%	2.7%	.9%	2.0%
\$20,000 - \$29,999	5.0%	5.5%	3.9%	6.6%	5.1%
\$30,000 - \$39,999	6.2%	6.5%	7.6%	7.1%	6.9%
\$40,000 - \$49,999	14.5%	10.2%	8.7%	12.3%	10.9%
\$50,000 - \$69,999	22.3%	20.3%	21.1%	17.1%	20.5%
\$70,000 - \$89,999	16.3%	15.7%	15.5%	20.4%	16.4%
\$90,000 - \$109,999	7.1%	14.2%	12.0%	9.0%	11.4%
\$110,000 - \$124,999	9.2%	7.8%	5.0%	9.5%	7.5%
\$125,000+	11.9%	14.8%	19.8%	13.3%	15.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Navajo Nation 2011 Tourism Survey

In what year were you born? - ages grouped

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
20 and under	.7%	.5%	1.6%	.8%	1.0%
21 - 25 years	5.7%	2.4%	4.1%	6.2%	4.0%
26 - 30 years	8.1%	5.4%	5.9%	3.5%	5.9%
31 - 35 years	5.7%	5.7%	8.1%	7.7%	6.7%
36 - 40 years	7.9%	4.9%	7.8%	6.6%	6.6%
41 - 45 years	8.1%	7.8%	8.0%	10.0%	8.2%
46 - 50 years	9.6%	7.9%	10.8%	6.9%	9.1%
51 - 55 years	10.6%	13.2%	13.0%	8.9%	12.1%
56 - 60 years	11.1%	12.8%	12.3%	10.8%	12.1%
61 - 65 years	14.5%	16.1%	13.0%	16.6%	14.9%
66 - 70 years	8.4%	13.1%	9.8%	14.7%	11.3%
71 - 75 years	6.4%	6.2%	3.8%	4.6%	5.3%
76 years and older	3.4%	4.0%	1.6%	2.7%	3.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Navajo Nation 2011 Tourism Survey
What is your gender?

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Male	51.5%	49.0%	45.2%	44.1%	47.7%
Female	48.5%	51.0%	54.8%	55.9%	52.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Age by gender	Calendar Quarter							
	January to March 2011		April to June 2011		July to September 2011		October to December 2011	
	Male	Female	Male	Female	Male	Female	Male	Female
20 and under	.0%	1.6%	.3%	.5%	.7%	2.0%	.0%	1.4%
21 - 25 years	5.0%	6.9%	2.5%	2.4%	4.1%	4.5%	2.7%	8.0%
26 - 30 years	7.9%	7.9%	3.9%	6.9%	3.0%	7.9%	1.8%	5.1%
31 - 35 years	7.9%	3.2%	4.8%	6.6%	7.1%	9.3%	7.2%	8.7%
36 - 40 years	9.4%	6.3%	4.8%	5.3%	7.4%	8.5%	6.3%	7.2%
41 - 45 years	9.4%	7.4%	8.7%	6.6%	9.1%	7.3%	15.3%	5.8%
46 - 50 years	9.4%	9.5%	6.7%	9.0%	12.8%	9.3%	6.3%	7.2%
51 - 55 years	11.9%	9.0%	12.4%	14.0%	13.5%	12.7%	6.3%	11.6%
56 - 60 years	8.9%	13.2%	10.1%	15.0%	12.8%	11.9%	11.7%	9.4%
61 - 65 years	16.3%	12.7%	18.3%	14.0%	10.1%	14.7%	16.2%	17.4%
66 - 70 years	4.0%	12.2%	16.3%	10.3%	12.2%	7.6%	17.1%	13.0%
71 - 75 years	6.4%	6.9%	7.6%	5.0%	5.4%	2.5%	5.4%	4.3%
76 years and older	3.5%	3.2%	3.7%	4.5%	1.7%	1.7%	3.6%	.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Navajo Nation 2011 Tourism Survey
What category best represents the highest level of education you have obtained?

	Calendar Quarter				
	January to March 2011	April to June 2011	July to September 2011	October to December 2011	Total
Less than high school	.7%	1.2%	1.4%	.4%	1.1%
High school graduate	8.5%	10.9%	10.0%	9.8%	10.0%
Some College	14.4%	12.0%	14.5%	13.4%	13.4%
Associate-Technical degree (2 year degree)	11.7%	12.3%	10.8%	11.8%	11.6%
College degree (4 year degree)	33.9%	28.3%	27.3%	27.6%	29.0%
Post graduate	30.7%	35.2%	36.1%	37.0%	34.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%