

# Prescott Area Tourism Study

## 2008-2009



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The AHRRC team:

Cheryl Cothran, AHRRC Director  
Thomas Combrink, Senior Research Specialist  
Melinda Bradford, Research Technician  
Grace Marks, Project Director

## Executive Summary

This survey of visitors to the Prescott, Arizona area was undertaken in an effort to gather more reliable regional data than is available from statewide or national panel surveys which often contain too few cases to reliably represent area visitation. This survey process collected a total of 1,243 surveys from Prescott and Prescott Valley over a 12-month period from October 2008 through September 2009 – a more than sufficient sample size to produce high confidence in these results. This information will assist the Prescott area tourism community with targeted marketing, product development, and advocacy for an industry that is critical to the health of the local and regional economies. Generally, the Prescott area is a primary destination for affluent older couples on leisure vacations, who stay overnight, visit museums, dine out, hike and shop. A summary of the specific findings of the Prescott visitor survey follows:

- Data for the tourism survey were collected in the communities of Prescott (99.4%) and Prescott Valley (0.6%).
- Three locations – the Prescott Chamber of Commerce, Springhill Suites by Marriott, and Sharlot Hall Museum – contributed almost all of the surveys (91%), with smaller numbers from additional locations and attractions.
- More females (56.8%) than males (43.2%) appeared in the survey sample.
- The average age of visitors was 54.3 years (median age 57.0 years), with males (54.8 years) slightly older than female visitors (53.0 years).
- The average party size was 3.3 people (1.6 men, 1.7 women). Less than 12 percent of parties traveled with children under the age of 18 years.
- The great majority of visitors (57.1%) traveled in family groups, while a further 15.5 percent traveled in groups of family and friends. Friends only parties (13.5%), and those traveling alone (9.0%) accounted for most of the remaining travel party types.
- Travelers to the Prescott area had high average annual household incomes, \$82,000 on average (\$95,000 median), which is higher than visitors to Arizona overall (\$74,200).
- More visitors (46.5%) heard about Prescott through word-of-mouth than by any other means, followed by “Other” (39.4%), which included hearing from friends and relatives, previous visits, and various travel guides.
- Impressively, about two-thirds of visitors (65.4%) indicated that the Prescott area was their primary destination, while one-third (34.6%) were bound for another destination.
- The most notable primary destinations other than Prescott were Arizona overall, northern Arizona specifically, or multi-state trips.
- Indicative of larger trips within the region, travelers visited many area communities, led by Prescott (76.1%), Sedona (42.2%), and Jerome (35.7%).
- Most visitors to the Prescott area were traveling for Vacation-leisure purposes (38.3%), followed by Visiting friends and relatives (26.1%), Day trips (16.6%), “Other” purposes (11.7%), and Weekend visits (10.8%). Trip purposes such as Just passing through, Business, and Climate relief accounted for smaller percentages.

- Almost all visitors to the Prescott area (91.1%) traveled in an automobile – 63.7% in a private car and 27.4% in a rental car; in addition, 4.2% traveled by air, and 3.5% in a RV/Camper.
- Day visitors spent an average of five hours in the Prescott area while overnight visitors spent an average of 3.9 days.
- Overnight visitors to the Prescott area stayed in a variety of accommodations: 77.1% stayed in a hotel or motel, 14.0% in the homes of friends and family, 4.5% in a campground or RV Park, 3.3% in a bed and breakfast, with smaller percentages in vacation rentals and second homes.
- More than half (57.8%) of all respondents who spent the night stayed in the Prescott area prior to taking the survey, while a similar percentage (56.0%) planned to stay in the Prescott area after taking the survey.
- In terms of domestic visitor origins, one third of all visitors to the Prescott area came from Arizona (34%), followed by California (18.1%). In all, visitors from 44 U.S. states and the District of Columbia were captured in the survey.
- Within Arizona, visitors from communities in the Greater Phoenix area accounted for 61.7 percent of all Prescott area visitors, while about one in 10 visitors (9.5%) were from Tucson. In all, 49 Arizona cities and towns appeared in the sample.
- Among foreign visitors, Canadians accounted for more than a third (37.1%) of all international visitors, while visitors from the United Kingdom totaled more than one fourth of all visitors (28.6%). In all, 21 countries were represented in the survey sample.
- Visitors had considerable expenditures in the Prescott area. Average per-party per-day expenditures by category included: lodging (\$217), restaurant and grocery (\$140), transportation including gas (\$100), shopping or arts and crafts purchases (\$139), recreation-tour-entrance fees or permits (\$56), and “other” (\$74).
- When sorted by visitor type and average length of stay, Weekend visitors, those Just passing through, and Day trip visitors had the highest per-party per-day expenditures.
- Visiting cultural and historic sites and visiting museums were the most popular visitor activities, followed by hiking, shopping and visiting forest service lands.
- By far, the most visited attraction in Prescott was Historic Downtown Prescott, visited by 80.1% of all visitors. Sharlot Hall Museum was a distant second (38.4%), followed by the Prescott National Forest (31.5%), Prescott Gateway Mall (28.2%), and Bucky’s Casino (17.7%).
- Visitors to the Prescott area evidenced a high degree of satisfaction with their trips. Overall satisfaction levels with visitor experiences in the Prescott area averaged 8.5 out of a possible 10, with the median at 9.0.
- Visitors to the Prescott area had an estimated \$196.7 million in direct expenditures, which resulted in an indirect economic impact of \$40 million, and induced impact of \$58 million for a total economic impact of \$295 million. Indirect business taxes based on direct expenditures produced an additional \$23 million and the total economic impact supported 3,693 direct jobs or 4,761 direct, indirect and induced jobs.

## Table of Contents

Acknowledgements.....	2
Executive Summary.....	3
Prescott Area Tourism Study .....	8
Introduction .....	8
Research Methods .....	9
Sample Description .....	12
Gender .....	12
Age .....	12
Gender by Age.....	14
Travel Party .....	16
Party Type .....	18
Annual Income .....	18
How Did You Hear About Prescott.....	19
Prescott Area Survey Results .....	21
Primary Destination .....	21
What Prescott area Communities do you intend to visit?.....	21
Primary Purpose of your visit to the Prescott Area .....	22
What is your primary mode of transportation?.....	23
How much time in total did you spend in the Prescott area? .....	24
What type of lodging did you use during your stay? .....	27
In what city did you spend last night? .....	28
In what city will you stay tonight? .....	30
Geographic Origins of Prescott Area Visitors.....	32
Arizona visitors to the Prescott area.....	34
International Visitors to the Prescott Area .....	36
Visitor Spending .....	37
Interest in participating in activities .....	41
What attractions do you plan to visit in the Prescott area? .....	45
Overall satisfaction with your experience in the Prescott area.....	46
Appendix A: .....	48
Survey Questionnaire.....	48
Appendix B: .....	51
Regional Economic Impacts of the Prescott Area Tourism Survey .....	51
Introduction .....	52
Economic Impact Analysis Methods .....	52
Regional Expenditure Results .....	53
Regional Economic Impact Analysis Results .....	54
Discussion.....	55
Appendix C: .....	56
Quarterly Tables.....	56
Appendix D.....	88
Open-ended comments to verbatim questions.....	88

## List of Tables

TABLE 1. SURVEY LOCATIONS IN THE PRESCOTT AREA TOURISM SURVEY.....	10
TABLE 2. PLEASE INDICATE THE CURRENT MONTH .....	10
TABLE 3. SURVEYS RECEIVED BY COLLECTION SITE IN THE PRESCOTT AREA .....	11
TABLE 4. WHAT IS YOUR GENDER? .....	12
TABLE 5. AGE RANGES OF VISITORS.....	13
TABLE 6. AGE RANGE OF VISITORS BY GENDER .....	14
TABLE 7. HOW MANY PERSONS INCLUDING YOURSELF ARE IN THE PARTY?.....	16
TABLE 8. PARTY SIZE BY WHO IS TRAVELING WITH YOU ON THIS TRIP?.....	17
TABLE 9. WHO IS TRAVELING WITH YOU ON THIS TRIP? .....	18
TABLE 10. WHICH OF THE FOLLOWING CATEGORIES BEST DESCRIBES YOUR ANNUAL HOUSEHOLD INCOME? .....	18
TABLE 11. HOW DID YOU HEAR ABOUT THE PRESCOTT, PRESCOTT VALLEY AND CHINO VALLEY AREA? .....	20
TABLE 12. IS THE PRESCOTT, PRESCOTT VALLEY & CHINO VALLEY AREA THE PRIMARY DESTINATION.....	21
OF YOUR TRIP? .....	21
TABLE 13. IF NO, WHAT IS THE PRIMARY DESTINATION OF YOUR TRIP?.....	21
TABLE 14. PLEASE MARK ALL OF THE COMMUNITIES YOU PLAN TO VISIT? .....	22
TABLE 15. WHAT BEST DESCRIBES THE PRIMARY PURPOSE OF YOUR TRIP TO THE PRESCOTT AREA?.....	23
TABLE 16. WHAT IS YOUR PRIMARY MODE OF TRANSPORTATION? .....	23
TABLE 17. WHAT TYPE OF LODGING DID YOU STAY IN? .....	27
TABLE 18. IN WHAT CITY DID YOU SPEND LAST NIGHT?.....	29
TABLE 19. IN WHAT CITY WILL YOU SPEND TONIGHT? .....	31
TABLE 20. ORIGINS OF VISITORS TO THE PRESCOTT AREA .....	32
TABLE 20. ORIGINS OF VISITORS TO THE PRESCOTT AREA?..CONTINUED .....	33
TABLE 21. GEOGRAPHIC ORIGIN OF ARIZONA VISITORS TO THE PRESCOTT AREA .....	34
TABLE 21. GEOGRAPHIC ORIGIN OF ARIZONA VISITORS TO THE PRESCOTT AREA..CONTINUED .....	35
TABLE 22. ORIGINS OF FOREIGN VISITORS TO THE PRESCOTT AREA.....	36
VISITOR SPENDING.....	37
TABLE 23. AVERAGE PER-PARTY PER-DAY EXPENDITURES FOR VISITORS TO THE PRESCOTT AREA.....	37
TABLE 24. PRIMARY PURPOSE OF TRIP BY AVERAGE PER PARTY EXPENDITURES PER DAY. ....	38
TABLE 25. PRIMARY PURPOSE OF TRIP BY AVERAGE PER-PARTY EXPENDITURES PER DAY. ....	39
TABLE 26. PRIMARY PURPOSE OF TRIP BY AVERAGE PER-PERSON/PER-DAY EXPENDITURES. ....	40
TABLE 27. TELL US HOW INTERESTED YOU ARE IN PARTICIPATING IN THE FOLLOWING ACTIVITIES .....	42
TABLE 28. TELL US HOW INTERESTED YOU ARE IN PARTICIPATING IN THE FOLLOWING ACTIVITIES, BY MEAN SCORES? .....	43
TABLE 29. WHAT ACTIVITIES DID/WILL YOU PARTICIPATE IN? .....	44
TABLE 30. ATTRACTIONS YOU HAVE OR PLAN TO VISIT IN THE PRESCOTT AREA?.....	45
TABLE 31. RATE YOUR OVERALL SATISFACTION WITH YOUR EXPERIENCE IN THE PRESCOTT AREA.....	46
TABLE B1. ESTIMATE OF REGIONAL EXPENDITURES BY PRESCOTT AREA VISITORS.....	54
TABLE B2. EFFECTS <sup>1</sup> AND MULTIPLIERS OF \$196,750,832 OF REGIONAL EXPENDITURES BY PRESCOTT AREA VISITORS ...	55

**List of Figures**

FIGURE 1. AGE RANGES OF PRESCOTT AREA VISITORS ..... 13

FIGURE 2. AGE RANGES BY GENDER ..... 15

FIGURE 3. ANNUAL HOUSEHOLD INCOME? ..... 19

FIGURE 4. HOW MANY HOURS DID YOU SPEND IN THE PRESCOTT AREA? ..... 24

FIGURE 5. HOW MANY NIGHTS DID YOU SPEND IN THE PRESCOTT AREA? ..... 25

FIGURE 6. AVERAGE LENGTH OF STAY BY PRIMARY REASON OF VISIT? ..... 26

FIGURE 7. AVERAGE LENGTH OF STAY BY ACCOMMODATION TYPE ..... 28

FIGURE 8. IN WHAT GEOGRAPHIC REGION DID YOU SPEND LAST NIGHT? ..... 30

FIGURE 9. IN WHAT GEOGRAPHIC REGION WILL YOU SPEND TONIGHT? ..... 31

FIGURE 10. OVERALL LEVEL OF SATISFACTION WITH YOUR EXPERIENCE IN THE PRESCOTT AREA ..... 47

# Prescott Area Tourism Study

## Introduction

The tourism and hospitality industries are vitally important to the economic growth and stability of the U.S. economy. Tourism is the nation's top services export, one of the top three industries, and one of the nation's largest employers. The 2008-09 recession has shown once again how central tourism is as an economic driver and generator of tax revenue for Arizona's state and local economies. Going forward, Arizona's rural communities will be looking for ways to revive and reinvigorate their tourism products and this research can be an important part of that effort. Research of this type is a crucial tool to inform and help guide local communities in all their tourism promotion and marketing efforts.

Advertising is expensive and promotional dollars are increasingly scarce, requiring targeted marketing to the most receptive and productive market segments. The more information a region or community has about its current visitors, their experiences and travel patterns, the more accuracy can be applied in developing niche markets and targeting future visitors. What are the demographics of Prescott visitors, where do they come from, what products attract them to the area, what is the level of satisfaction with the visitor experience, how can it be improved, how can stays be extended, and what do industry insiders see as emerging trends?

The Prescott area is an established tourism region. It is home to unique tourist attractions, capped by Historic Downtown Prescott's Courthouse Square and Whiskey Row, the Sharlot Hall Museum, and numerous festivals and events, such as the Prescott Rodeo, that highlight the town's historic importance as Arizona's territorial capital, from 1864 to 1867 and again from 1879 to 1889. The Prescott area is also home to a variety of unique natural resources within the Prescott National Forest, including Lynx Lake, the Prescott Dells, and other developed campgrounds that offer climate relief and family outdoor recreation opportunities.

The data gathered in this survey forms a picture of tourism throughout the Central Arizona region that can help shape the advertising and marketing efforts of the many communities and attractions that form the greater Prescott region. With the data from this tourism survey, Prescott area communities are better able to pursue regional marketing strategies and develop products that will lengthen visitors' stays in the area and increase the economic impact of tourism. Finally, the data in this study will allow Prescott area tourism leaders to aggressively pursue sources of outside funding for tourism promotion – such as the Arizona Rural and Regional Marketing program (ARRM), administered by the Arizona Office of Tourism – and use these marketing dollars to further a regional tourism vision.



## Research Methods

In October, 2008 the Arizona Office of Tourism (AOT) contracted with the Arizona Hospitality Research & Resource Center (AHRRC) to conduct research on tourism in the Prescott area as part of an ongoing plan to gather regional and community-based tourism data. An information meeting to discuss the tourism survey was convened by AOT at the Prescott Chamber of Commerce; in attendance at the meeting were representatives of the towns of Prescott, Prescott Valley and Chino Valley. AOT indicated that it was willing to fund the community surveys if the communities were willing to provide “champions” to oversee the local effort and could muster volunteers to help distribute and collect surveys, according to a prescribed survey schedule, and to promote the project in their respective communities. All communities present agreed to participate and were eager for the opportunity to receive community-specific tourism data.

The Prescott area tourism survey was designed by the professional staff at the AHRRC in conjunction with the AOT research staff and the participating Prescott area communities. The instrument was developed in Teleform™, a computerized scanning program that affords rapid data capture of the completed questionnaires. The two-page survey was developed to obtain information on visitors’ origins, demographics, activities in the area, communities visited, reasons for visiting, travel patterns, and expenditures while in the various communities. The surveys were coded to allow community level data to be extracted, and 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 and that no two communities were surveying at the same time to reduce the possibility of overlap – or surveying the same visitor twice. Each community was provided a fixed number of surveys to be distributed according to a predetermined survey schedule.

The survey was designed to be self-administered, i.e., lodging or attraction staff handed the survey to visitors who completed and returned it to staff. Completed surveys were forwarded to NAU on a monthly basis. The identified tourism leader for each community was responsible for distributing the surveys to the various lodging and attraction entities in their communities, according to the survey schedule. The tourism leaders were invaluable in this process as they also encouraged properties to participate in the survey and returned data to NAU once collected. However, despite the best efforts of the tourism champions, some communities were unable to keep up with the data collection schedule, achieving fewer than the required monthly targets or sometimes dropping out for the month. For the most part, Chino Valley found itself without sufficient staff to participate in this project. Despite a lower than expected response rate, the survey can be considered a success. A total of 1,243 surveys were collected for the year, for a response rate of 39.8 percent. While not as high as preferred, the number of respondents to the Prescott area tourism survey is adequate to examine most aspects of tourist visits to the region, although results for communities with low survey returns should be interpreted with caution. The remainder of this report presents combined results for the entire Prescott area.

Data for the Prescott area survey were collected in the communities of Prescott and Prescott Valley; Chino Valley did not provide any surveys. Prescott (99.4%) had the largest sample of visitors, followed by Prescott Valley (0.6%). See Table 1.

**Table 1. Survey locations in the Prescott Area Tourism Survey**

	Count	Column N %
Prescott	1230	99.4%
Prescott Valley	8	0.6%
Total	1238	100.0%

Similarly, Table 2 shows the number of surveys by month for the survey period and Table 3 shows the number of surveys by calendar quarter by location in Prescott or Prescott Valley.

**Table 2. Please indicate the current month**

	Count	Column N %
October 2008	165	13.4%
November 2008	129	10.5%
December 2008	97	7.9%
January 2009	89	7.2%
February 2009	79	6.4%
March 2009	109	8.8%
April 2009	108	8.8%
May 2009	82	6.6%
June 2009	119	9.6%
July 2009	95	7.7%
August 2009	78	6.3%
September 2009	84	6.8%
Total	1234	100.0%

Surveys were collected during one week of each month for the year-long study. The Prescott Chamber of Commerce collected the most surveys overall – 465 total surveys. During the first and second quarters (October through March) the SpringHill Suites by Marriott collected the largest number and collected the second most overall, 417 surveys. Sharlot Hall Museum was third in the total number of surveys collected at 20% or 243 total surveys. Other sites contributed small, but important, numbers of surveys that help to randomize the survey process. See Table 3.

**Table 3. Surveys received by collection site in the Prescott Area**

Survey Received From:	Oct - Dec 2008	Jan - Mar 2009	Apr - Jun 2009	Jul - Sep 2009	Total	%
Prescott Chamber	112	102	133	118	465	37%
Prescott Valley Chamber	8	0	0	0	8	1%
Prescott Resort and Conference Center	6	0	0	0	6	0%
SpringHill Suites by Marriott	126	107	93	91	417	34%
Residence Inn By Marriott	24	0	0	0	24	2%
Sharlot Hall Museum	68	59	68	48	243	20%
Prescott National Forest	6	2	3	0	11	1%
Heritage Park Zoo	26	7	18	1	52	4%
Unknown	17	0	0	0	17	1%
<b>Total</b>	<b>393</b>	<b>277</b>	<b>315</b>	<b>258</b>	<b>1243</b>	<b>100%</b>

## Sample Description

Demographics are an important part of any visitor survey, as they describe visitor age, gender, party composition and household income. Together these demographic variables paint a portrait of the typical visitors. This section provides information on overall visitors to the Prescott area.

### Gender

More females (56.8%) than males (43.2%) were captured in the sample, which is not to say that more females visit the Prescott area than males. It is simply that more females were approached and agreed to complete the survey. See Table 4.

Table 4. What is your gender?

	Count	Column N %
Female	634	56.8%
Male	483	43.2%
Total	1117	100.0%

### Age

How old is the average visitor to the Prescott area? We know that age is a central determinant of tourism product offerings; older visitors are generally less likely to attend rock concerts or go rock climbing, whereas younger visitors are less likely to shop for antiques; however, as with any generalization there may be exceptions.

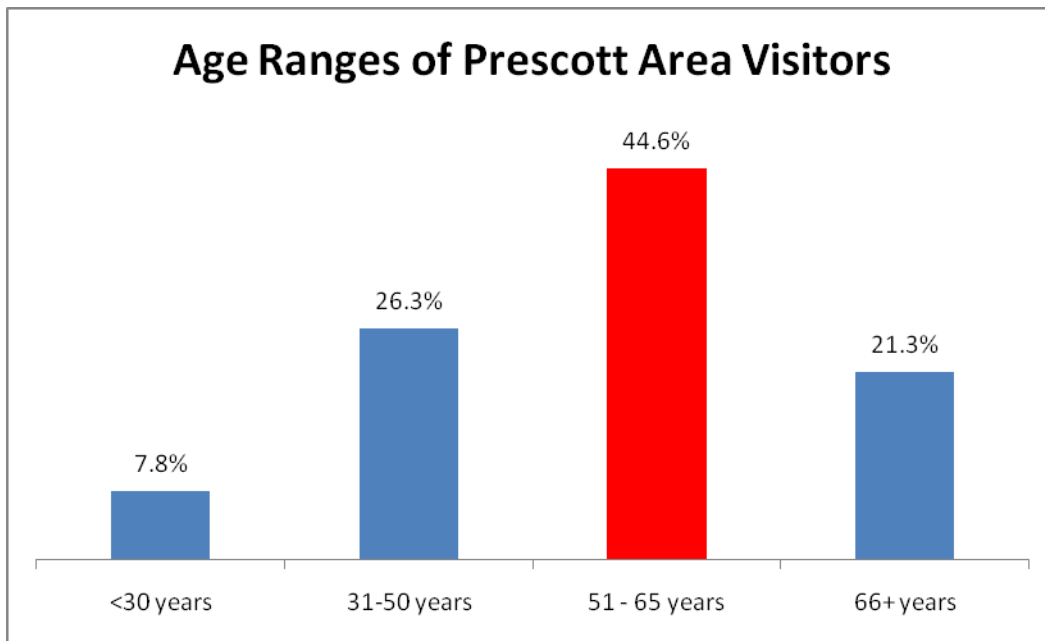
The average (mean) age of visitors is 54.3 years, making Prescott area visitors a good deal older than the overall average of 45.6 years for Arizona visitors generally. [Note: State data used for comparisons in this report were obtained from the Arizona Office of Tourism report, "Arizona 2008 Tourism Facts: Year End Summary."] The median age (or mid-point of the distribution) is 57.0 years, or slightly higher than the average age indicating the prevalence of this age group. In fact, when the 51 to 65 year age groups, essentially Baby Boomers, are combined they account for 44.6 percent of all visitors. About one fourth (26.3%) were between 31 and 50 years, while fully 21.3 percent were over aged 65. Younger visitors, those 30 years of age and under, accounted for a relatively minor (7.8%) of the sample. See Table 5, and Figure 1.

Table 5. Age ranges of visitors

	Count	Column N %
20 and under	11	1.0%
21 - 25 years	23	2.2%
26 - 30 years	48	4.6%
31 - 35 years	48	4.6%
36 - 40 years	64	6.1%
41 - 45 years	74	7.0%
46 - 50 years	90	8.6%
51 - 55 years	125	11.9%
56 - 60 years	165	15.7%
61 - 65 years	178	17.0%
66 - 70 years	130	12.4%
71 - 75 years	49	4.7%
76 years and older	45	4.3%
Total	1050	100.0%

Mean = 54.3 years, Median = 57.0 years

Figure 1. Age ranges of Prescott area visitors



### Gender by Age

Are there any age differences between male and female visitors? Male visitors are slightly older (54.8 years) than females (53.0 years). More males than females appeared in the younger age ranges, from 20 to 40 years of age, while 1.4 percent more female than males appeared in the 46 to 50 year age range. Finally, more females were represented in older age ranges from 51 to 65 years and 71 to 75 years. See Table 6, and Figure 2.

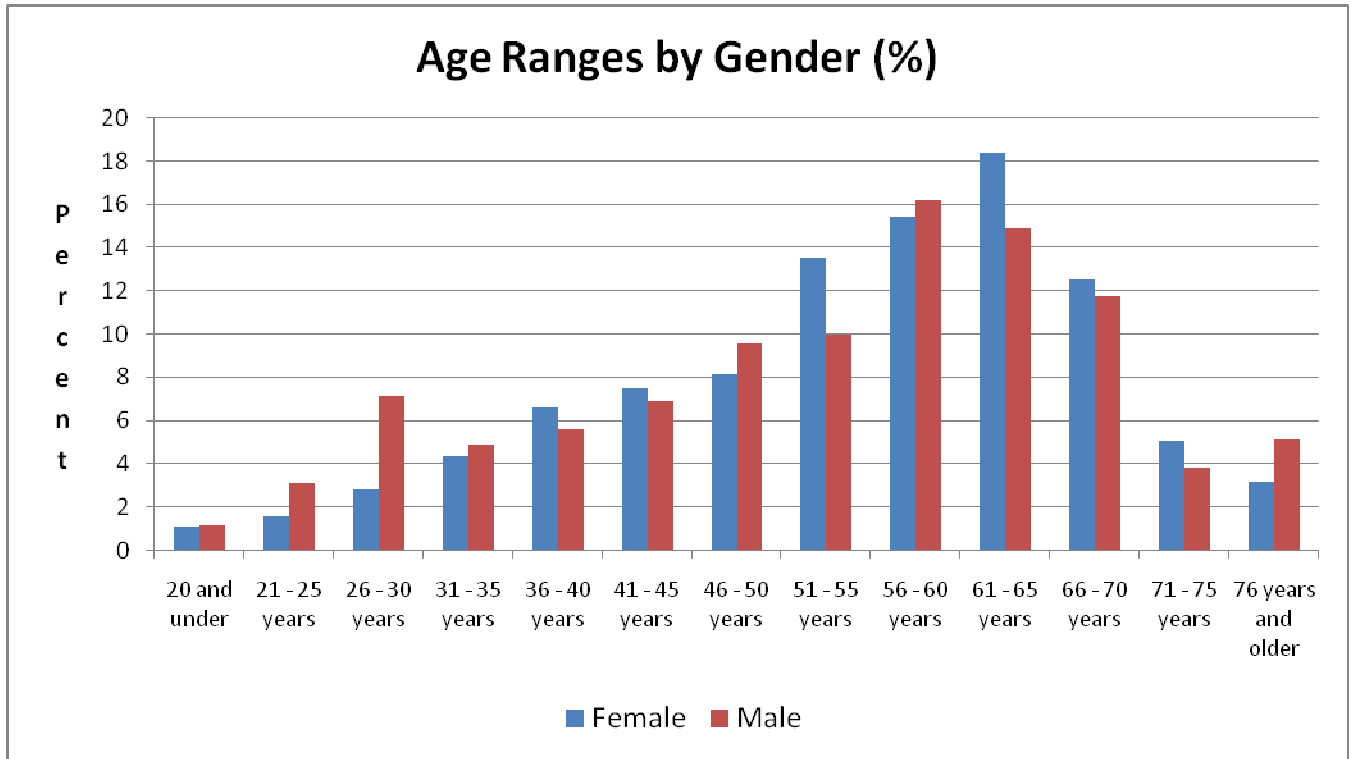
**Table 6. Age range of visitors by gender**

**Age recoded by gender**

	What is your gender	
	Female	Male
	Column N %	Column N %
20 and under	1.0%	1.1%
21 - 25 years	1.6%	3.1%
26 - 30 years	2.8%	7.1%
31 - 35 years	4.3%	4.9%
36 - 40 years	6.6%	5.6%
41 - 45 years	7.5%	6.9%
46 - 50 years	8.2%	9.6%
51 - 55 years	13.5%	10.0%
56 - 60 years	15.5%	16.2%
61 - 65 years	18.4%	14.9%
66 - 70 years	12.5%	11.8%
71 - 75 years	5.0%	3.8%
76 years and older	3.1%	5.1%
Total	100.0%	100.0%

Male mean age = 54.8 year,  
 Female mean age = 53.0 years

Figure 2. Age ranges by gender



### Travel Party

What is the average visitor party size? On average, there were 1.7 women and 1.6 men in the average party consisting of 3.3 people, which is slightly larger than the state overall average party size of 2.7 persons. Only 11.7 percent of parties indicated that they traveled to the Prescott area with children. Those parties that included children had an average of one (1.0) child per party. All this data suggests that the Prescott area is much more a destination for adults than it is for families with children. The survey sample accounts for 2,115 individuals. See Table 7.

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

	Mean	Median
Number of women	1.7	1.0
Number of men	1.6	1.0
Number of children under 18 years	1.0	1.0
Total number of people in your travel party	3.3	2.0



Visitors who indicated that they were traveling as family only, had the highest number of two person parties (71.8%), followed by friends only (47.8%) groups. Organized tour groups had the largest visitor parties, of 34 to 40 persons, consistent with motorcoach norms. See Table 8.

**Table 8. Party size by who is traveling with you on this trip?**

	Who is traveling with you on this trip?					
	Family and Friends	Family Only	Friends Only	Nobody, traveling alone	Organized Tour Group	Business Associates
0	.0%	.2%	.0%	1.1%	.0%	.0%
1	1.3%	.8%	.7%	84.0%	.0%	9.5%
2	35.3%	71.8%	47.8%	11.7%	12.5%	16.7%
3	19.3%	11.0%	9.4%	1.1%	.0%	14.3%
4	25.3%	10.4%	25.4%	.0%	12.5%	7.1%
5	10.0%	2.9%	1.4%	.0%	.0%	14.3%
6	2.0%	1.2%	4.3%	.0%	.0%	11.9%
7	.7%	.7%	1.4%	.0%	.0%	11.9%
8	3.3%	.2%	2.9%	.0%	12.5%	2.4%
9	.0%	.2%	.0%	.0%	.0%	.0%
10	.0%	.2%	2.2%	.0%	12.5%	2.4%
11	.0%	.0%	2.9%	.0%	.0%	.0%
12	1.3%	.0%	.7%	.0%	.0%	.0%
14	.7%	.0%	.0%	.0%	.0%	.0%
15	.0%	.0%	.0%	.0%	.0%	7.1%
17	.0%	.0%	.0%	.0%	12.5%	.0%
19	.0%	.0%	.7%	.0%	.0%	.0%
20	.0%	.2%	.0%	.0%	.0%	2.4%
21	.7%	.0%	.0%	.0%	.0%	.0%
23	.0%	.2%	.0%	.0%	.0%	.0%
25	.0%	.0%	.0%	.0%	12.5%	.0%
30	.0%	.2%	.0%	.0%	.0%	.0%
34	.0%	.0%	.0%	.0%	12.5%	.0%
40	.0%	.0%	.0%	.0%	12.5%	.0%
43	.0%	.0%	.0%	.0%	.0%	.0%
45	.0%	.0%	.0%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

### Party Type

The majority of survey respondents traveled as family only groups (57.1%), followed by family and friends (15.5%), and friends only (13.5%). Those traveling alone accounted for 9.0 percent, while business associates accounted for a further 4.1 percent and organized tours for only 0.7 percent. See Table 9.

Table 9. Who is traveling with you on this trip?

	Count	Column N %
Family Only	620	57.1%
Family and Friends	168	15.5%
Friends Only	147	13.5%
Nobody, traveling alone	98	9.0%
Business Associates	45	4.1%
Organized Tour Group	8	.7%
Total	1086	100.0%

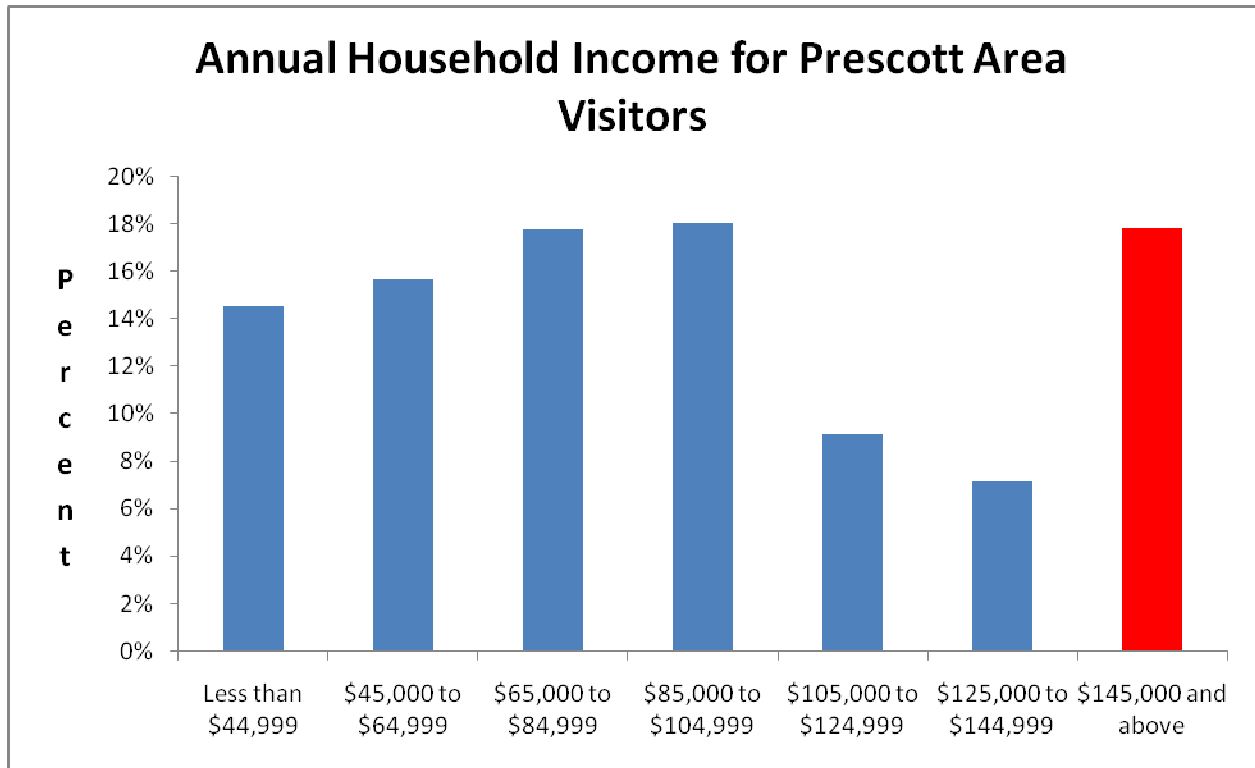
### Annual Income

The average household income of visitors to the Prescott area is \$81,799, and the median annual income is \$94,999. The average income figure is slightly higher than that for total overnight visitors to Arizona at \$74,200, and the higher Prescott visitor incomes may be accounted for by the older average age of Prescott visitors. The average annual income of visitors to the Prescott area is, however, considerably higher than the average annual income of Arizona *resident* travelers at \$65,800. See Table 10, and Figure 3.

Table 10. Which of the following categories best describes your annual household income?

	Count	Column N %
Less than \$44,999	140	14.5%
\$45,000 to \$64,999	151	15.6%
\$65,000 to \$84,999	171	17.7%
\$85,000 to \$104,999	174	18.0%
\$105,000 to \$124,999	88	9.1%
\$125,000 to \$144,999	69	7.2%
\$145,000 and above	172	17.8%
Total	965	100.0%

Figure 3. Annual Household Income?



### How Did You Hear About Prescott

The next question in the sample description asked respondents how they heard about the Prescott area. The findings show that Word-of-mouth (46.5%) was the method most used by respondents for information about the area, followed by “Other” (39.4%), online/websites (10.7%), newspaper/magazines (7.5%) and radio/TV (1.0%). Prominent among responses in the “Other” category were: heard about from friends/family; previous visit or Arizona residents generally familiar with the area; as well as various guidebooks and maps. A complete list is included in Appendix D.

Today, it is normal to see fairly large percentages of people getting their information from online sources; thus, this data shows that Prescott visitors used fairly traditional methods of information gathering, perhaps consistent with the older visitor population. However, word-of-mouth is always a popular means of learning about travel destinations. See Table 11.

Table 11. How did you hear about the Prescott, Prescott Valley and Chino Valley area?

	Count	Column N %
Word-of-mouth	505	46.5%
Other	428	39.4%
Online/Website	116	10.7%
Newspaper/Magazine	81	7.5%
Radio/TV	11	1.0%
Total	1085	100.0%

## Prescott Area Survey Results

### Primary Destination

Is the Prescott area a primary destination for visitors, or simply one stop on a longer journey? Almost two-thirds (65.4%) of all visitors indicated that the Prescott area was the primary destination of their trip, while slightly more than one-third of visitors (34.6%) indicated that the Prescott area was not their main destination. See Table 12.

**Table 12. Is the Prescott, Prescott Valley & Chino Valley area the primary destination of your trip?**

	Count	Column N %
Yes	763	65.4%
No	404	34.6%
Total	1167	100.0%

Those respondents who said the Prescott area was *not* their primary destination were asked to indicate where they were headed on the trip. One-third (37%) indicated that they were visiting Arizona generally, including Prescott, while a further 34.3 percent were visiting Northern Arizona, specifically Flagstaff, Williams and Grand Canyon National Park. The remainder (28.6%) indicated that they were visiting Arizona on the way to other states, primarily California, Colorado and New Mexico. See Table 13.

**Table 13. If no, what is the primary destination of your trip?**

	Count	Column N %
Arizona overall	150	37.0%
Northern Arizona	139	34.3%
Other states	116	28.6%
Total	405	100.0%

### What Prescott area Communities do you intend to visit?

How widely do Prescott area visitors travel throughout the region and Northern Arizona? Survey data show that the vast majority of respondents visited Prescott (76.1%) and Sedona (42.2%). Next in importance were visits to Jerome (35.7%), Prescott Valley (33.7%), and Phoenix (33.3%), followed by Flagstaff (24.6%) and Grand Canyon National Park (24.2%). Fewer respondents visited Cottonwood (14.3%), Camp Verde (10.7%), Chino Valley (10.1%), Las Vegas (9.9%), Wickenburg (9.7%), Williams

(8.0%) or Clarkdale (7.3%). Thus, while visitation is highly focused on Prescott and Sedona, other area communities do get significant visitation as well. See Table 14.

**Table 14. Please mark all of the communities you plan to visit?**

	Count	Column N %
Prescott	883	76.1%
Sedona	490	42.2%
Jerome	414	35.7%
Prescott Valley	391	33.7%
Phoenix	386	33.3%
Flagstaff	285	24.6%
Grand Canyon	281	24.2%
Cottonwood	166	14.3%
Camp Verde	124	10.7%
Chino Valley	117	10.1%
Las Vegas	115	9.9%
Wickenburg	112	9.7%
Williams	93	8.0%
Clarkdale	85	7.3%

Does not sum to 100% because of multiple responses

Looked at in greater depth, visitors to Prescott were most likely to also visit Prescott Valley (81.1%), Chino Valley (82.1%) and Sedona (77.3%). Visitors to Prescott Valley also visited Chino Valley (71.8%) and Prescott (35.9%) in large numbers. Visitors to Chino Valley were less likely to visit Prescott (10.9%) than Prescott Valley (29.0%) or Camp Verde (29.0%). Clearly, Prescott is at the top of this hierarchy of towns visited, followed by Prescott Valley and Chino Valley.

### **Primary Purpose of your visit to the Prescott Area**

People visit communities for a variety of reasons, including leisure, business, or a combination of both, while others are simply passing through en route to another destination. What are the primary reasons visitors come to the Prescott area? Vacation-leisure (38.3%) was the most popular trip purpose, followed by visiting friends and relatives (26.1%), day trips (16.6%), “other” (11.7%) and weekend visits (10.8%). The “Other” comments included: those considering relocation to the area or looking at real estate, attending a wedding, and participating in various sporting events/tournaments. A full list is included in Appendix D. The two primary reasons for visiting Prescott are vacation and visiting friends and relatives. The Prescott area (26.1%) rates much higher than the Northern Arizona region (16.0%) in terms of the percent visiting family and friends, but below the state average of 39 percent. One-tenth of respondents were passing through (9.9%) while fewer than one-tenth were in the Prescott area for business/conference purposes (9.1%) and even fewer were visiting the Prescott area for a combination

of business and pleasure (5.8%) or climate relief (5.2%). The fewest visit to stay in a second home (1.5%). See Table 15.

**Table 15. What best describes the primary purpose of your trip to the Prescott area?**

	Count	Column N %
Vacation/Leisure	465	38.3%
Visiting Friends and/or Relatives	316	26.1%
Day Trip	201	16.6%
Other	142	11.7%
Weekend Visit	131	10.8%
Just Passing Through	120	9.9%
Business/Conference	110	9.1%
Both Business & Leisure	70	5.8%
Climate Relief/Cooler Temps	63	5.2%
Stay in Second Home/Residence	18	1.5%
Total	1213	100.0%

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

How do visitors get to the Prescott area? Almost all visitors (91.1%) arrived by automobile. Private autos (63.7%) accounted for almost two-thirds of transportation mode followed by rental cars (27.4%). About one in 20 visitors arrived by air (4.2%), and fewer by RV/Camper (3.5%). “Other” transportation modes (2.0%), which included private and military aircraft and government or work vehicles, accounted for a small percentage of all visitors, as did tour buses (0.9%). See Table 16.

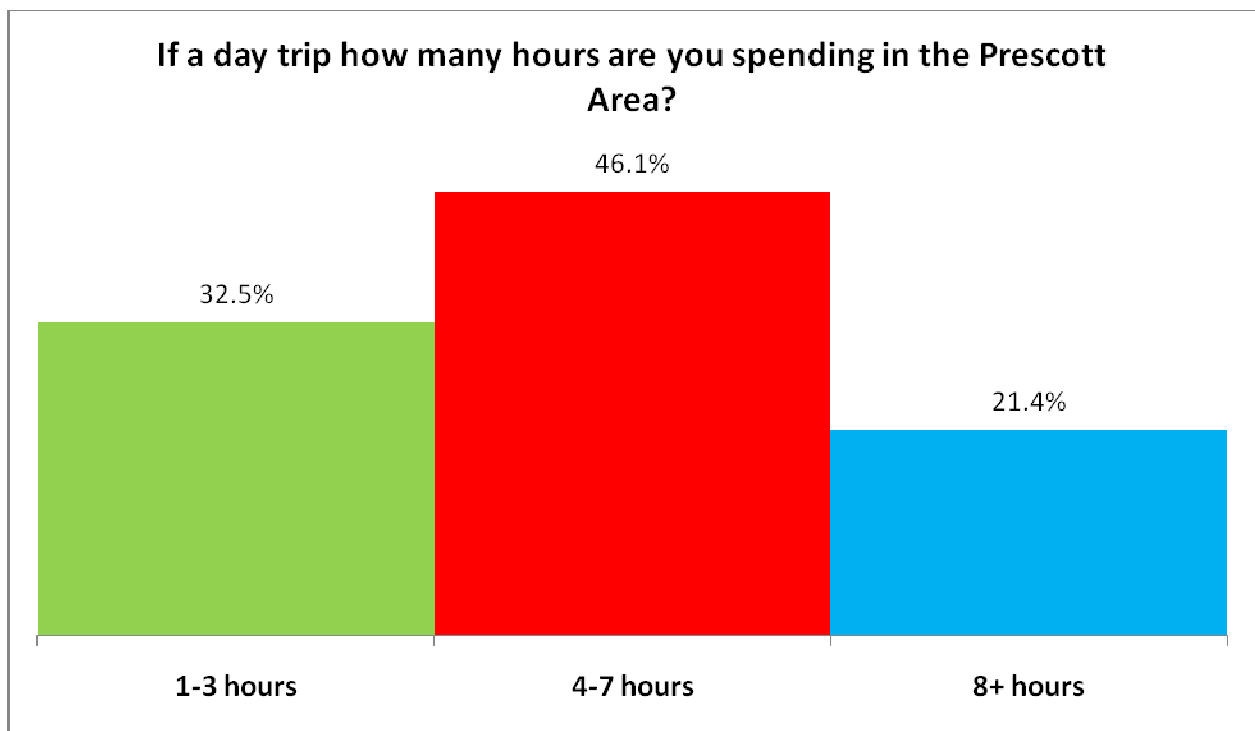
**Table 16. What is your primary mode of transportation?**

	Count	Column N %
Private auto	739	63.7%
Rental car	318	27.4%
Air Service (select airline)	49	4.2%
RV/Camper	41	3.5%
Other	23	2.0%
Shuttle Co	19	1.6%
Tour bus	10	.9%
Motorcycle	8	.7%
Horizon	6	.5%
Great Lakes	2	.2%
Total	1160	100.0%

### How much time in total did you spend in the Prescott area?

Length of stay is always an important factor in any tourist study. How long did visitors spend in the area? Respondents were asked to indicate whether they spent either hours or nights in the Prescott area. The vast majority of respondents (75.3%) stayed overnight in the Prescott area, while about one fourth (24.6%) of respondents were day visitors. For those who were day visitors, the single largest group (46%) spent between four and seven hours in the region, 21 percent spent eight hours or more, while 33 percent spent between one and three hours. The average length of stay for day visitors was 5.0 hours. See Figure 4.

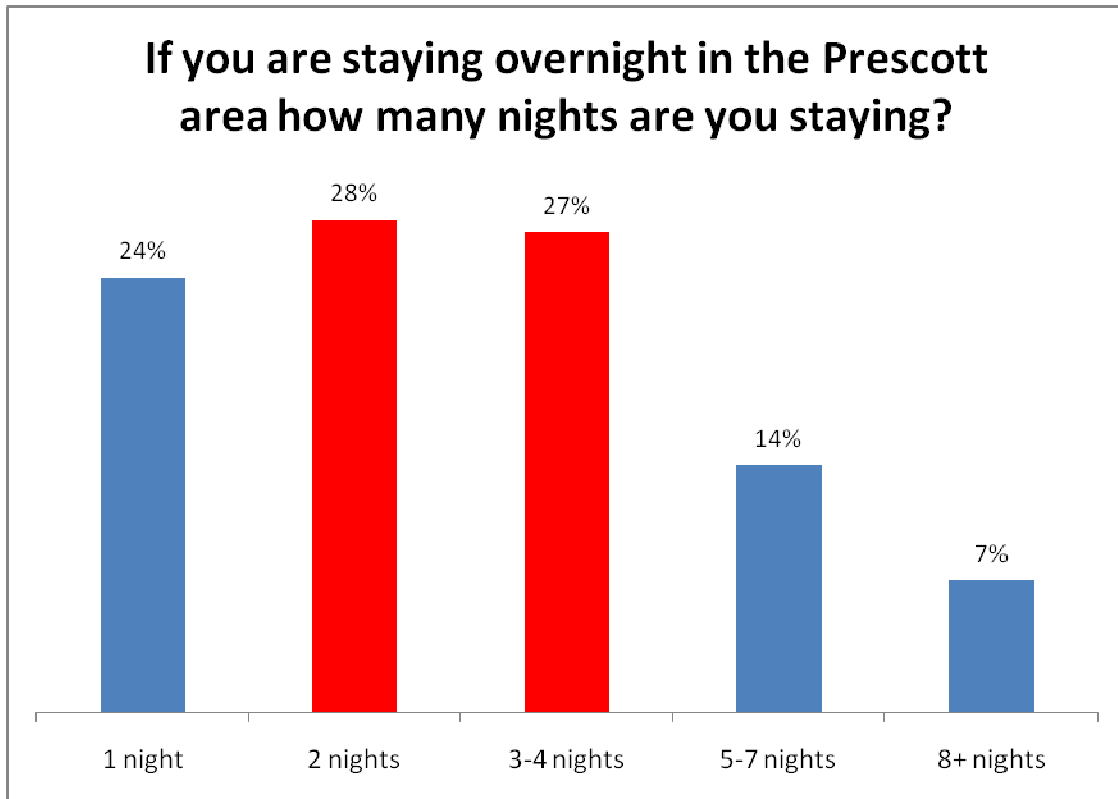
Figure 4. How many hours did you spend in the Prescott area?



As noted previously, the vast majority (75%) of respondents spent at least one night in the Prescott area. The average length of overnight stays was 3.9 days. The largest single cohort of visitors (27.4%) stayed for two nights while the next largest group of visitors (27%) stayed between three and four nights; one fourth (24%) spent one night. Visitors to the Prescott area had longer overnight stay patterns than both the Northern Arizona region (2.8 days) or the state overall (3.6 days in 2008). See Figure 5.

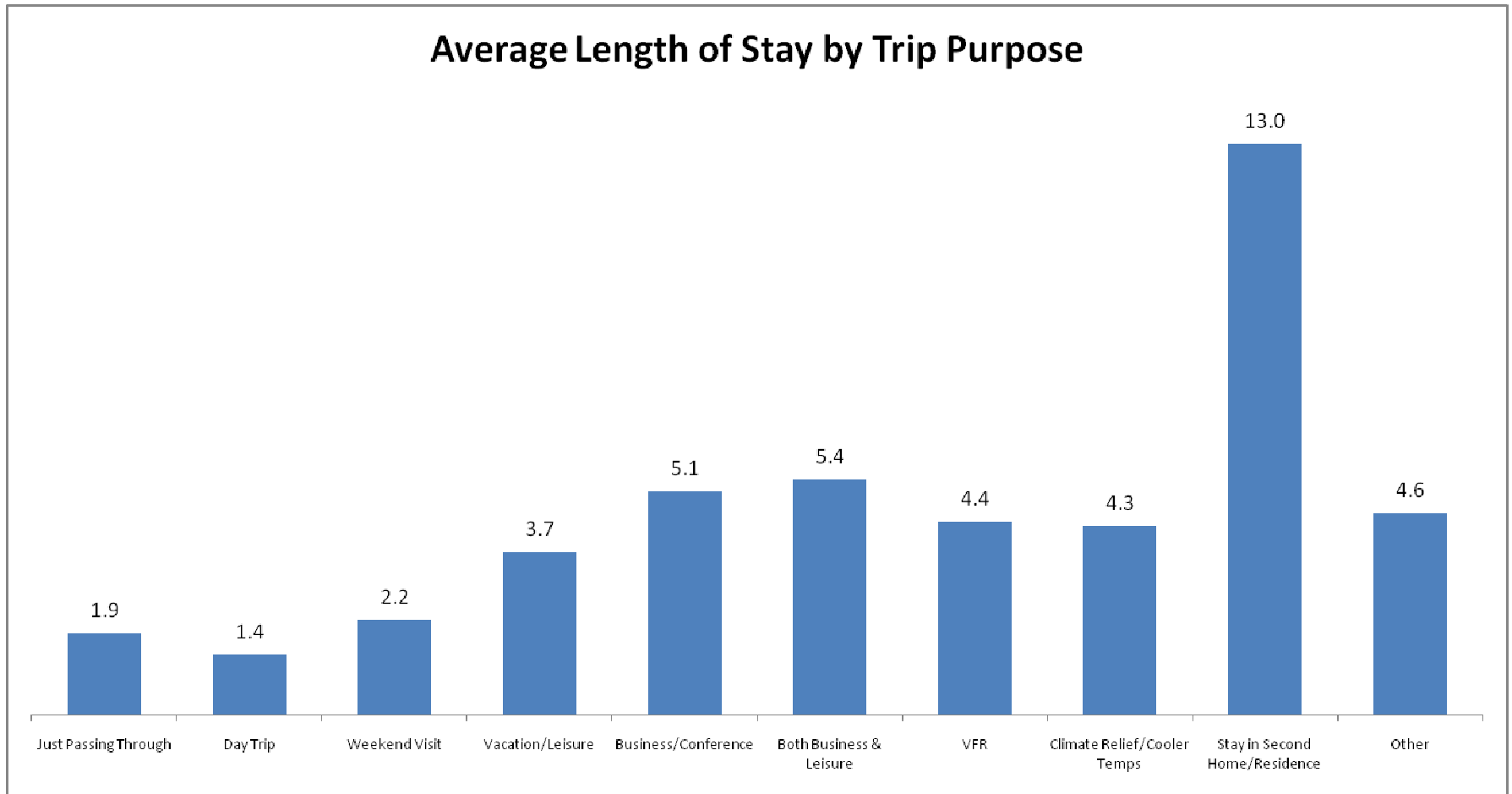


Figure 5. How many nights did you spend in the Prescott area?



Which visitors stay the longest in the Prescott area? Figure 6 shows the average length of stay of each visitor type or the relative strength of each market segment in driving overall visits to the region. Those who stayed in second homes, comprising only 1.5 percent of total visitors, had the longest average lengths of stay at 13.0 days. Next longest length of stay was for combined business and leisure at 5.4 days, followed by business/conference travel (5.1 days). Business visitors accounted for only 5.8 percent of total respondents, while business/conference accounted for 9.1 percent of all respondents. On the other hand, vacation-leisure travel accounted for more than one third (38.3%) of all visitors to the region and this segment had slightly longer stays (3.7 days), than the state average of 3.4 days. VFR visitors had stays of 4.4 days. See Figure 6 for all results.

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



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

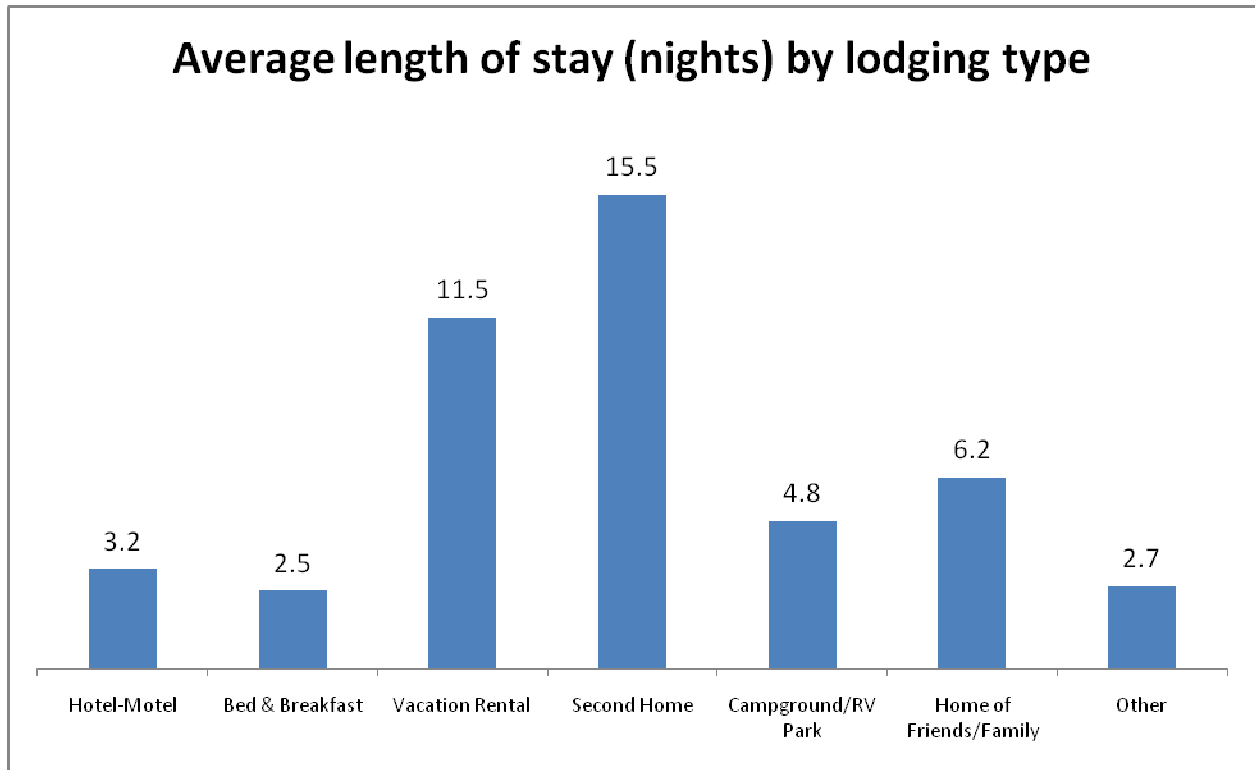
Now that we know that 75.3 percent of all respondents stayed overnight in the Prescott area and that the average visitor stay was 3.9 days, the next important question is where did these visitors stay? The vast majority of visitors (77.1%) stayed in a hotel or motel, while 14.0% stayed overnight in the homes of family or friends. A further 3.3 percent of respondents stayed in a Bed and Breakfast in the Prescott area, while 4.5 percent stayed in a campground or RV park. Vacation rentals accounted for 1.9 percent of all respondents, followed by second homes (1.0%). The “other” category accounted for a further very small percentage (0.9%) of all respondents. When asked to specify, “other” categories, responses included staying in a cabin and staying on U.S. Forest Service lands. See Table 17.

Table 17. What type of lodging did you stay in?

	Count	Column N %
Hotel-Motel	740	77.1%
Home of Friends/Family	134	14.0%
Campground/RV Park	43	4.5%
Bed & Breakfast	32	3.3%
Vacation Rental	18	1.9%
Second Home	10	1.0%
Other	9	.9%
Total	960	100.0%

Which accommodation type produced the longest average length of stay? Once again, second homes produced the longest average length of stay (15.5 nights), with vacation rentals having the second longest length of stay, at 11.5 nights. No other lodging type approached these numbers. Average lengths of stay in more traditional hospitality properties were: hotel/motel (3.2 nights), homes of family and friends (6.2 nights), RV park/Campground (4.8 nights), and bed and breakfast (2.5 nights). See Figure 7.

Figure 7. Average length of stay by accommodation type



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

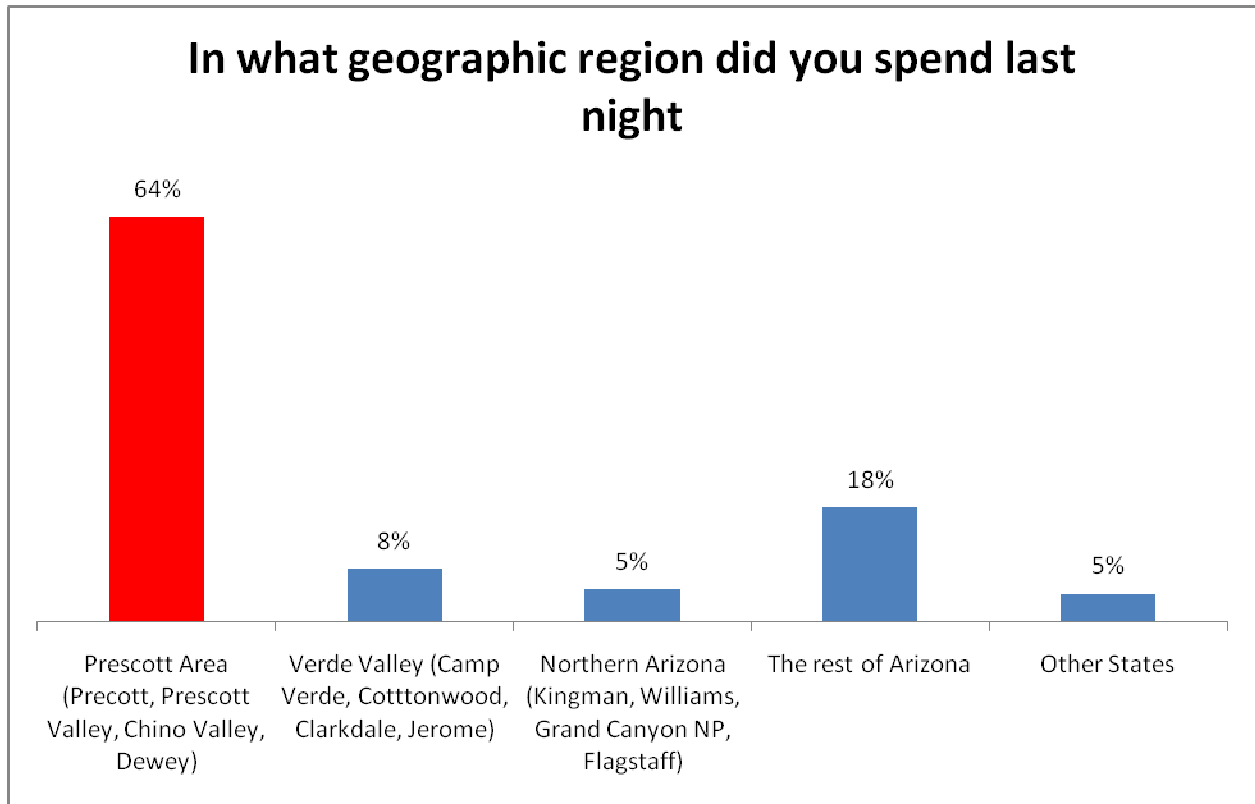
To determine travel patterns in the region, visitors were asked to specify where they spent the previous night. Almost two thirds of visitors (64.8%) stayed in the Prescott area the night before they filled out the survey, in the communities of Prescott (57.8%), Prescott Valley (4.2%) or Chino Valley (1.0%). Phoenix (6.4%), and Scottsdale (1.9%) demonstrated the origins of visitors traveling from Southern Arizona, while Sedona (6.0%), Flagstaff (2.1%) and Cottonwood (1.4%) accounted for visitors coming from Northern Arizona. The complete list of communities can be found in Appendix D. Only communities totaling more than 1 percent of the total are included in Table 18, and these communities account for 85 percent of all responses. See Table 18.

Table 18. In what city did you spend last night?

In what city did you spend last night?	Count	Column N %
PRESCOTT	551	57.8%
PHOENIX	61	6.4%
SEDONA	57	6.0%
PRESCOTT VALLEY	40	4.2%
FLAGSTAFF	20	2.1%
SCOTTSDALE	18	1.9%
MESA	13	1.4%
COTTONWOOD	13	1.4%
WILLIAMS	12	1.3%
WICKENBURG	11	1.2%
CHINO VALLEY	10	1.0%
Sub Total	806	84.6%

Displaying this same information by region, we find that a majority (63%) of visitors were already staying in the Prescott area (Prescott, Prescott Valley or Chino Valley) at the time they completed the survey. A further one-fifth (18%) of visitors stayed in other areas of Arizona (except Northern Arizona) with five percent of visitors staying in other US states (namely California and Nevada). A smaller number of visitors (5%) stayed in Northern Arizona including Flagstaff, Williams and Grand Canyon National Park, while a further eight percent stayed in the Verde Valley.

Figure 8. In what geographic region did you spend last night?



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

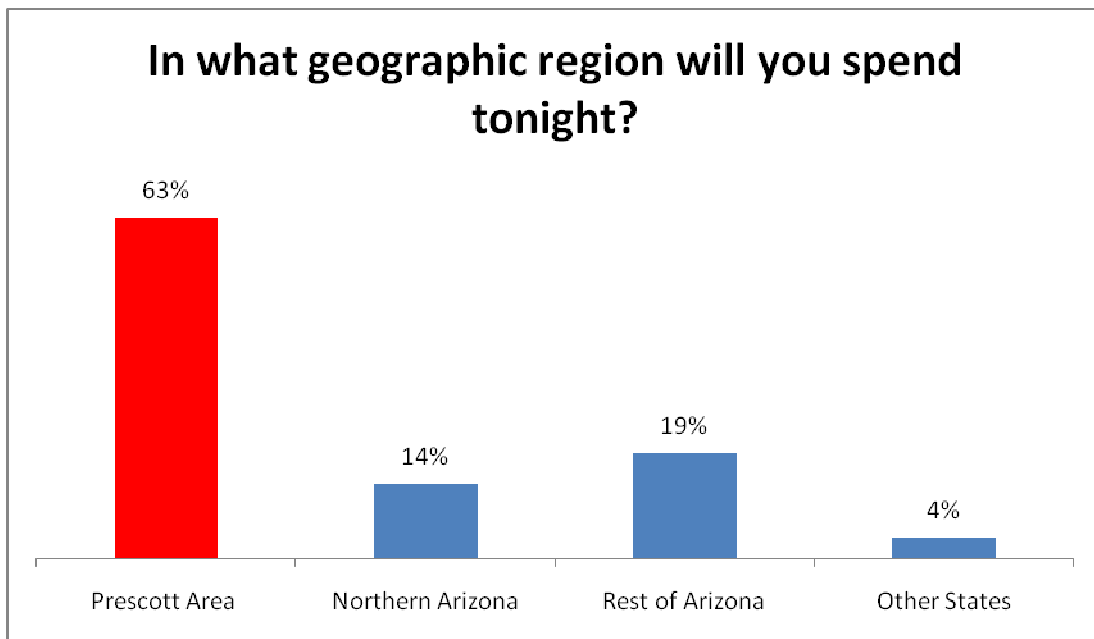
Fewer visitors indicated plans to stay in the Prescott area the current night (after completing the form) than stayed the night before – 60.7 percent stayed in the Prescott area “tonight” compared to 64.8 percent for the night before. Once again, a majority of visitors stayed in the communities of Prescott (56.0%), and Prescott Valley (4.7%). Phoenix (7.6%), Scottsdale (2.3%), and Tucson (1.0%) accounted for visitors from Southern Arizona, while Flagstaff (2.6%) and Cottonwood (1.3%) accounted for visitors from Northern Arizona. No out-of-state destinations are apparent in the top communities. The complete list of communities can be found in Appendix D. Only communities totaling more than 1 percent of the total are included in Table 19, and these communities account for 82 percent of all responses. This is evidence that most visitors were staying in the Prescott area after they took the survey. See Table 19.

**Table 19. In what city will you spend tonight?**

In what city will you spend tonight?	Count	Column N %
PRESCOTT	492	56.0%
PHOENIX	67	7.6%
SEDONA	58	6.6%
PRESCOTT VALLEY	41	4.7%
FLAGSTAFF	23	2.6%
SCOTTSDALE	20	2.3%
COTTONWOOD	11	1.3%
TUCSON	9	1.0%
Sub Total	721	82.1%

Almost two-thirds (63%) of all visitors were already staying in the Prescott area at the time they completed the survey. A further one-fifth (19%) of visitors stayed in other areas of Arizona (except Northern Arizona) and 14 percent of visitors stayed in Northern Arizona including Flagstaff, Williams and Grand Canyon National Park. The remainder, four percent, stayed in other US states, with the majority of these in California and Nevada. See Figure 9.

**Figure 9. In what geographic region will you spend tonight?**



### Geographic Origins of Prescott Area Visitors

Where do visitors from the Prescott area originate? Respondents were asked to include the ZIP Code of their permanent residence, which provides evidence of geographic origin. The largest single group of visitors to the Prescott area came from Arizona (34.0%), followed by California (18.1%), Wisconsin (3.3%), Illinois (3.1%) and Nevada (3.0%). These findings closely match those of Arizona generally, in which California, Illinois, Nevada and Colorado are among the top 10 originating states for overnight visits. Wisconsin and Pennsylvania are two states that did not appear in the top ten origin states for Arizona overall. In all, domestic visitors represented 44 U.S. states and the District of Columbia. See Table 20.

**Table 20. Origins of visitors to the Prescott area**

Origins of Prescott Visitors	Count	Column N %
Arizona	380	34.0%
California	202	18.1%
Wisconsin	37	3.3%
Illinois	35	3.1%
Nevada	34	3.0%
Colorado	33	2.9%
Texas	31	2.8%
Washington	30	2.7%
Pennsylvania	27	2.4%
New York	25	2.2%
Florida	24	2.1%
Michigan	23	2.1%
Oregon	19	1.7%
New Mexico	15	1.3%
Ohio	14	1.3%
Virginia	13	1.2%
Massachusetts	12	1.1%
Georgia	11	1.0%
New Jersey	11	1.0%
North Carolina	10	.9%
Maryland	10	.9%
Alaska	9	.8%
Idaho	9	.8%
South Carolina	9	.8%
Utah	8	.7%
Iowa	8	.7%
Connecticut	7	.6%
Nebraska	6	.5%
Montana	6	.5%
South Dakota	5	.4%



Table 20. Origins of visitors to the Prescott area?..continued

	Count	Column N %
District of Columbia	5	.4%
Vermont	5	.4%
New Hampshire	5	.4%
Wyoming	4	.4%
Kansas	4	.4%
Indiana	4	.4%
Tennessee	4	.4%
West Virginia	4	.4%
Hawaii	3	.3%
Oklahoma	3	.3%
Arkansas	3	.3%
Louisiana	2	.2%
Alabama	2	.2%
Maine	2	.2%
Rhode Island	2	.2%
Total	1117	100.0%

**Arizona visitors to the Prescott area**

More than one third (34%) of Prescott area visitors originated in Arizona, with the largest cohort from Phoenix (19.0%). When all the communities in the Greater Phoenix metropolitan area (Maricopa County) are combined, they accounted for almost two-thirds (61.7%) of all Arizona visitors to the Prescott area. Tucson (9.5%) was the next largest generator of Arizona visitors. In all, 49 Arizona cities and towns were represented in the survey sample. See Table 21.

**Table 21. Geographic origin of Arizona visitors to the Prescott area**

	Count	Column N %
Phoenix	68	19.0%
Tucson	34	9.5%
Chandler	31	8.7%
Fountain Hills	27	7.5%
Sun City	26	7.3%
Mesa	25	7.0%
Douglas	18	5.0%
Glendale	14	3.9%
Tempe	12	3.4%
Quartzsite	8	2.2%
Prescott	8	2.2%
Peoria	8	2.2%
Lake Havasu City	7	2.0%
Eden	7	2.0%
Wickenburg	6	1.7%
Apache Junction	4	1.1%
Show Low	3	.8%
Scottsdale	3	.8%
Prescott Valley	3	.8%
Kingman	3	.8%
Goodyear	3	.8%
Flagstaff	3	.8%
Corona de Tucson	3	.8%
Cave Creek	3	.8%
Winkelman	2	.6%
Pinetop	2	.6%
Payson	2	.6%
Nogales	2	.6%
Litchfield Park	2	.6%
Buckeye	2	.6%
Yucca	1	.3%
Williams	1	.3%

Table 21. Geographic origin of Arizona visitors to the Prescott area..continued

	Count	Column N %
Valley Farms	1	.3%
Sedona	1	.3%
Polacca	1	.3%
Paulden	1	.3%
Overgaard	1	.3%
Laveen	1	.3%
Lakeside	1	.3%
Kirkland	1	.3%
Holbrook	1	.3%
Globe	1	.3%
Gilbert	1	.3%
Dewey	1	.3%
Crown King	1	.3%
Congress	1	.3%
Chino Valley	1	.3%
Bouse	1	.3%
Ash Fork	1	.3%
Total	358	100.0%

**International Visitors to the Prescott Area**

What percentage of total visitors were foreigners? Arizona draws international visitors from all over the world, attracted by the natural wonders of the Grand Canyon and Sedona’s red rocks, as well as cowboy culture and Native American history. Canadians, who frequently migrate during the cold northern months earning the monikers “Snowbirds”, dominated foreign visitors to Prescott, accounting for more than one-third (37.1%). The next largest group of visitors was from the United Kingdom (28.6%) followed by Australia (6.7%). The top international visitor groups to the Prescott area are similar to Arizona international visitors generally. Fully, 21 countries were represented in the survey sample. See Table 22.

**Table 22. Origins of foreign visitors to the Prescott area**

	Count	Column N %
CANADA	39	37.1%
UNITED KINGDOM	30	28.6%
AUSTRALIA	7	6.7%
FRANCE	4	3.8%
PERU	3	2.9%
GERMANY	3	2.9%
DENMARK	3	2.9%
NORWAY	2	1.9%
HOLLAND	2	1.9%
TRINIDAD WEST INDIES	1	1.0%
SWITZERLAND	1	1.0%
SWEDEN	1	1.0%
SPAIN	1	1.0%
SOUTH AFRICA	1	1.0%
P.R. CHINA	1	1.0%
NEW ZEALAND	1	1.0%
NETHERLANDS	1	1.0%
JAPAN	1	1.0%
GUAM	1	1.0%
CZECHOSLOVAKIA	1	1.0%
CHINA	1	1.0%
Total	105	100.0%

## Visitor Spending

Visitor spending is always a crucial component of any visitor study. Visitors to the Prescott area reported a wide variety of expenditures in lodging-camping, restaurant and grocery, transportation (including gas), shopping, recreation/tour/entrance fees, and other expenditures. Lodging and camping (\$217) had the highest average expenditures, followed by restaurant and grocery (\$140), shopping or arts and crafts purchases (\$139), and transportation (\$100). Transportation was followed by tour, entrance fees or permits (\$56). The “Other” category had relatively high expenditures (\$74), however, the other category had the least overall impact as only 12.2% of all respondents registered expenditures in this category. This category was also skewed by one respondent furnishing an apartment (\$800). The final column (Valid N) in Table 23 indicates the number of respondents who had expenditures in the various categories, with restaurant and grocery (77.5%) being the highest, followed by transportation (66.3%); “other” expenditures had the lowest participation (12.2%). See Table 23.

**Table 23. Average per-party per-day expenditures for visitors to the Prescott area**

	Mean	Median	Valid N
Lodging-camping	\$217	\$109	788
Restaurant and grocery	\$140	\$60	956
Transportation including gas	\$100	\$35	819
Shopping - Arts and Crafts	\$139	\$50	668
Recreation-Tours-Entrance fees-Permit fees	\$56	\$20	538
Other	\$74	\$10	150

The question is often asked, which visitors contribute the most economic impact for the Prescott area, and what specific segments should the county and its communities target in their marketing? The visitor survey data show that those on a weekend visit (\$1,094) followed by business/conference (\$959) and vacation/leisure (\$634) have the highest per-party expenditures. Those in the Prescott area who are just passing through (\$608) or a day trip (\$600), followed by those in Prescott who were visiting friends and relatives (\$577), had the next highest per-party, per-day trip expenditures. See Table 24.

**Table 24. Primary purpose of trip by average per party expenditures per day.**

	Total Expenditure	Average Stay	Per-day trip expenditure	Percent of all visitors
Just Passing Through	\$608	1.9	\$326	5%
Day Trip	\$600	1.4	\$340	4%
Weekend Visit	\$1,094	2.2	\$507	10%
Vacation/Leisure	\$634	3.7	\$171	30%
Business/Conference	\$959	5.1	\$188	9%
Both Business & Leisure	\$448	5.4	\$83	5%
Visiting Friends and/or Relatives	\$577	4.4	\$131	22%
Climate Relief/Cooler Temps	\$414	4.3	\$96	4%
Stay in Second Home/Residence	\$571	13.0	\$44	1%
Other	\$574	4.6	\$125	10%

However, when factoring in the average length of stay (the average number of nights parties are in the Prescott area) a different picture emerges. Weekend visitors (\$507) have the highest per-day expenditures.

The second highest per-party, per-day expenditures are those visitors who are on a day trip (\$340) followed by those just passing through (\$326) and business/conference visitors (\$188), followed by those on vacation/leisure trips (\$171). Leisure/Vacation trips are followed by visiting friends and relatives (\$131), other (\$125), climate relief (\$96), and business and leisure (\$83). Those staying in a second home or residence have the lowest expenditures (\$44). See Table 24. Thus, while long-stay visitors contribute significantly to the economy, some of the highest value visitors are weekend visitors and those passing through.

When considering exactly how to go about target marketing, other factors are also important. For example, business/conference visitors had high per party expenditures (\$959) but they only accounted for 9 percent of all visitors in this survey. The relative percentage of each of the visitor groups, determined by their primary purpose for visiting the Prescott area, are included as the last column in Table 24.

Expenditures are further broken down by category per day in Table 25. Weekend travelers had the highest lodging expenditures while day trippers along with weekend visitors have the highest food and beverage expenditures.

**Table 25. Primary purpose of trip by average per-party expenditures per day.**

Per day	Pass Through	Day Trip	Weekend Visit	Vacation/Leisure	Business/Conf	Business & Leisure	VFR	Climate Relief	Second Home	Other
Lodging-camping	\$69	\$0	\$76	\$41	\$42	\$27	\$37	\$26	\$15	\$36
Restaurant and grocery	\$69	\$94	\$93	\$31	\$21	\$14	\$25	\$18	\$8	\$20
Transportation including gas	\$34	\$42	\$78	\$20	\$15	\$8	\$15	\$8	\$6	\$12
Shopping - Arts and Crafts	\$41	\$121	\$145	\$32	\$58	\$13	\$23	\$14	\$5	\$18
Recreation-Tours-Entrance fees-Permit fees	\$93	\$29	\$31	\$13	\$7	\$4	\$11	\$7	\$4	\$6
Other	\$19	\$55	\$84	\$34	\$44	\$17	\$19	\$22	\$6	\$33
<b>Total</b>	<b>\$326</b>	<b>\$340</b>	<b>\$507</b>	<b>\$171</b>	<b>\$188</b>	<b>\$83</b>	<b>\$131</b>	<b>\$96</b>	<b>\$44</b>	<b>\$125</b>

Finally, respondents were analyzed to determine their per-person per-day expenditures by primary purpose of trip. This analysis shows the greatest per-person/per-day expenditures were for respondents who indicated that their primary purpose was a weekend trip or passing through. The next highest per-person expenditures were recorded for day visitors and by those who indicated that they were in the Prescott area for business or conference purposes. This analysis indicates that all types of visitors are important to the Prescott area, and they all contribute to tourism’s important economic impact. See Table 26.

**Table 26. Primary purpose of trip by average per-person/per-day expenditures.**

	Pass Through	Day Trip	Weekend Visit	Vacation/Leisure	Business/Conf	Business & Leisure	VFR	Climate Relief	Second Home	Other
Lodging-camping	\$34	\$0	\$32	\$18	\$18	\$13	\$0	\$11	\$0	\$14
Restaurant and grocery	\$33	\$41	\$39	\$13	\$9	\$7	\$10	\$8	\$4	\$8
Transportation including gas	\$16	\$18	\$33	\$8	\$7	\$4	\$6	\$4	\$3	\$5
Shopping - Arts and Crafts	\$20	\$52	\$61	\$14	\$25	\$6	\$9	\$6	\$2	\$7
Recreation-Tours-Entrance fees-Permit fees	\$45	\$12	\$13	\$6	\$3	\$2	\$4	\$3	\$2	\$2
Other	\$9	\$24	\$35	\$14	\$19	\$8	\$8	\$10	\$3	\$13
<b>Total</b>	<b>\$158</b>	<b>\$148</b>	<b>\$214</b>	<b>\$73</b>	<b>\$81</b>	<b>\$40</b>	<b>\$38</b>	<b>\$43</b>	<b>\$13</b>	<b>\$50</b>



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

The Prescott area offers a great variety of activities for visitors to pursue, from hiking in the Prescott National Forest to visiting museums, to attending art events on the Courthouse Square. Knowledge of the visitor activities and levels of interest can lead to the creation of additional opportunities for tourism services and product development that lead to longer overnight stays.

In order to judge visitors' interest in Prescott area activities, respondents were asked to indicate their level of interest in a series of activities and then to indicate whether they had participated in that activity on this trip. All questions were measured on a scale of 1 to 5 where 1 is "not at all interested," and 5 is "extremely." Therefore, higher mean (average) scores indicate a greater level of interest in participating in the specific activity. The levels of interest in the specific activities are displayed in Table 27.

Visiting cultural and historic sites had the highest mean score (3.5), with more than half (58.6%) of all respondents indicating they were either "very interested" or "extremely interested" in visiting cultural or historic sites. Visiting museums was the second most popular activity with a mean score of 3.3 and about half (48%) of respondents indicating they were either "very interested" or "extremely interested" in visiting cultural or historic sites. These two activities – visiting museums and visiting cultural and historic sites – are often the top choices in Arizona tourism activities. The next highest interest was in hiking (3.2) an activity for which the Prescott area is renowned, followed by another prominent tourism activity in the Prescott area – shopping (3.1). Visiting US Forest Service lands (3.1) and visiting art galleries and art tours (2.9) were also very popular, along with special events (2.7) and visiting vineyards and wine tasting (2.4). Many respondents also noted great interest in "Other activity" (3.1), which might have included dining out, which is very popular in downtown Prescott and Whiskey Row but was not offered as an activity choice.

**Table 27. Tell us how interested you are in participating in the following activities**

	Not at all Interested	A Little Interested	Somewhat Interested	Very Interested	Extremely Interested	Mean
Resort Spa experience	46.6%	15.1%	20.1%	12.0%	6.3%	2.2
Fishing or boating areas lakes	49.1%	12.5%	18.5%	13.5%	6.4%	2.2
Hiking or walking trails	17.4%	13.1%	21.3%	30.4%	17.9%	3.2
Visiting cultural and historic sites	12.3%	7.3%	21.8%	40.2%	18.4%	3.5
Rock climbing	65.0%	12.5%	11.9%	7.3%	3.3%	1.7
Visiting U.S. Forest Service or state lands	18.3%	11.7%	25.2%	30.1%	14.8%	3.1
Visiting Vineyard - Wine Tasting	38.0%	15.3%	22.7%	18.3%	5.7%	2.4
Camping or RV stay	62.7%	12.6%	9.0%	8.6%	7.0%	1.8
Playing golf	67.8%	9.0%	9.3%	8.0%	5.8%	1.8
Mountain biking	66.6%	11.7%	10.7%	7.3%	3.6%	1.7
Visiting art galleries - art tours	19.8%	15.6%	27.5%	26.2%	10.9%	2.9
Shopping	12.9%	15.3%	30.7%	28.1%	12.9%	3.1
Nightlife or Casinos	45.1%	16.6%	19.2%	12.1%	7.1%	2.2
Visiting museums	12.7%	12.4%	27.0%	31.7%	16.3%	3.3
Attending a special event performance concert or festival	32.7%	10.4%	25.1%	20.3%	11.4%	2.7
Other Activity	39.7%	.9%	7.8%	16.4%	35.3%	3.1

In Table 28, the first column shows mean scores rank ordered from most to least interested, while the second column is a summation of those who were either “very interested” or “extremely interested” in the specific activity. See Table 28.

**Table 28. Tell us how interested you are in participating in the following activities**

Tell us how interested you are in participating in the following activities	Mean	Very or Extremely Interested
Visiting cultural and historic sites	3.5	58.6
Visiting museums	3.3	48.0
Hiking or walking trails	3.2	48.3
Shopping	3.1	41.1
Visiting U.S. Forest Service or state lands	3.1	44.8
Other activity	3.1	51.7
Visiting art galleries - art tours	2.9	37.1
Attending a special event performance concert or festival	2.7	31.7
Visiting vineyard - wine tasting	2.4	23.9
Nightlife or casinos	2.2	19.2
Resort spa experience	2.2	18.2
Fishing or boating areas lakes	2.2	19.9
Camping or RV stay	1.8	15.6
Playing golf	1.8	13.8
Rock climbing	1.7	10.6
Mountain biking	1.7	10.9

Finally, respondents were asked to indicate whether they actually participated in these activities. Overall, respondents participated in activities at similar rates to those indicated above. The only notable difference in the first six activities or those in which the interest scale was either “somewhat” or more interested in the activity was that respondents participated in hiking and shopping at higher rates than their stated levels of interest. Otherwise respondents appeared to participate in activities in direct relation to their levels of interest. Some of these activities did not receive very much activity, namely, playing golf, mountain biking and rock climbing, none of which were popular choices in either interest or participation. See Table 29.

**Table 29. What activities did/will you participate in?**

	Count	Column N %
Visiting cultural and historic sites	259	57.2%
Shopping	245	54.1%
Hiking or walking trails	231	51.0%
Visiting museums	209	46.1%
Visiting U.S. Forest Service or state lands	185	40.8%
Visiting art galleries - art tours	157	34.7%
Nightlife or casinos	106	23.4%
Resort spa experience	88	19.4%
Attending a special event performance concert or festival	84	18.5%
Fishing or boating areas lakes	63	13.9%
Visiting vineyard - wine tasting	44	9.7%
Camping or RV stay	43	9.5%
Playing golf	39	8.6%
Other activity	38	8.4%
Rock climbing	37	8.2%
Mountain biking	28	6.2%
Total	453	100.0%

**What attractions do you plan to visit in the Prescott area?**

Respondents were next presented with a list of Prescott activities and asked to check all attractions that they had visited or planned to visit on this trip. These attractions ranged from Historic Downtown Prescott to local vineyards. Of all the sites visited, Historic Downtown Prescott was by far the most popular (80.1%), followed by Sharlot Hall Museum (38.4%) and recreating in the Prescott National Forest (31.5%). The Prescott Mall (28.2%) and Bucky’s Casino (17.7%) were also popular with many visitors. See Table 30.

**Table 30. Attractions you have or plan to visit in the Prescott area?**

	Count	Column N %
Historic Downtown Prescott	750	80.1%
Sharlot Hall Museum	359	38.4%
Prescott National Forest	295	31.5%
Prescott Gateway Mall	264	28.2%
Casinos (Bucky’s/Yavapai)	166	17.7%
Smoki Museum	129	13.8%
Phippen Museum of Western Art	120	12.8%
Heritage Park Zoological Sanctuary	109	11.6%
Prescott Valley Entertainment District	103	11.0%
Other	76	8.1%
Prescott Rodeo Grounds	69	7.4%
Granite Creek Vineyards	55	5.9%
Prescott Fine Arts Theater	54	5.8%
Blue Rose Theater	40	4.3%
Yavapai College Performance Hall	40	4.3%
Elks Opera House	37	4.0%
Yavapai Downs Racetrack & Fairgrounds	36	3.8%
Tim’s Toyota Events Center	34	3.6%
Total	936	100.0%

**Overall satisfaction with your experience in the Prescott area**

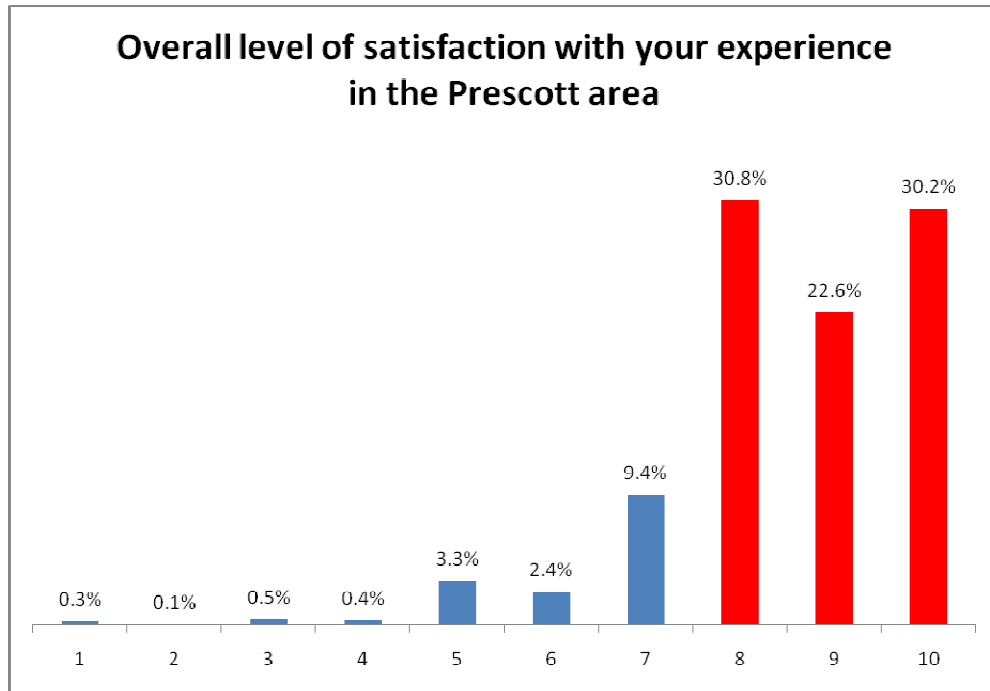
The final question on the survey asked visitors to rate their overall satisfaction with their experience in the Prescott area. On a scale of 1 to 10 where 1 is “low” and 10 is “high,” the Prescott area scored very well, with a mean score of 8.5 out of a possible 10, and a median of 9.0. Only 4.6 percent of respondents noted their level of satisfaction at 5 or below. Four-fifths (83.6%) of all respondents, rated their overall experience in the Prescott area as 8 or better, indicating a very high level of satisfaction. See Table 31.

**Table 31. Rate your overall satisfaction with your experience in the Prescott area**

	Count	Column N %
1	3	.3%
2	1	.1%
3	5	.5%
4	4	.4%
5	35	3.3%
6	26	2.4%
7	101	9.4%
8	329	30.8%
9	242	22.6%
10	323	30.2%

Mean = 8.53  
Median = 9.00

Figure 10. Overall level of satisfaction with your experience in the Prescott area



In conclusion, it appears that visitors to the Prescott area participate in a variety of activities, have enjoyable experiences, and are quite satisfied with their trips. The Prescott area has a good variety of attractions and activities to offer visitors and its communities have an opportunity to build upon the most popular tourism themes and redouble efforts to market the Prescott area as a tourism region. Given that this survey was conducted during the 2008-09 recession, it may not exactly represent tourism activity during a normal year, or it may represent what many in the tourism industry believe may be the “new normal.”

**Appendix A:**  
**Survey Questionnaire**



**PRESCOTT, PRESCOTT VALLEY & CHINO VALLEY VISITOR STUDY**

Hello! Welcome to the Prescott, Prescott Valley, Chino Valley area. We appreciate your time in contributing to our visitor survey. Please complete and return it to the surveyor. Your responses will be analyzed so your answers on any single question can't be identified. Thank you.

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

1. How did you hear about the Prescott, Prescott Valley & Chino Valley area?  
 Newspaper/Magazine  Online/Website  Radio/TV  Word-of-mouth  Other, list:

2. Is the Prescott, Prescott Valley & Chino Valley area the primary destination of your trip?  Yes  No  
 If not, what location is the primary destination of your trip?

3. Please mark all of the following communities you plan to visit on this trip.  
 Camp Verde  Clarkdale  Flagstaff  Jerome  Phoenix  Prescott Valley  Wickenburg  
 Chino Valley  Cottonwood  Grand Canyon  Las Vegas  Prescott  Sedona  Williams

4. Indicate the primary purpose(s) of your current visit to the area. Mark all that apply.  
 Just Passing Through  Vacation/Leisure  Visiting Friends and/or Relatives  Other, define:   
 Day Trip  Business/Conference  Climate Relief/Cooler Temps  
 Weekend Visit  Both Business & Leisure  Stay in Second Home/Residence

5. Indicate your primary mode of transportation to the Prescott, Prescott Valley & Chino Valley area.  
 Private auto  RV/Camper  Tour bus  Air Service (select airline)  Other, define:   
 Rental car  Motorcycle  Shuttle Co.  Horizon  Great Lakes

6. How much time, in total, will you spend in the Prescott, Prescott Valley & Chino Valley area on this trip?  
 Choose either day trip or overnight trip and fill in the length of time in whole numbers with NO decimal places.  
 (Example: 1 not 1.0)   
 If a day trip only, how many hours:   
 If staying overnight, how many nights:

7. If staying overnight in the Prescott, Prescott Valley & Chino Valley area, what type of lodging are you using?  
 Mark all that apply.  Hotel/Motel  Vacation Rental  Campground/RV Park  Other, define:   
 Bed & Breakfast  Second Home  Home of Friends/Family

If you are staying overnight away from home on this trip, please provide the locations below:  
 In what City did you spend last night?   
 In what City will you stay tonight?

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

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

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

First, please tell us the number of people these expenses cover.   
 Lodging/camping \$   
 Restaurant & grocery \$   
 Transportation (incl gas) \$

Shopping/Arts & Crafts \$   
 Recreation/Tour / Entrance /Permit fees \$   
 Other ..... \$   
 Define Other:

0022049951

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

	Interest Level:	Not at all	A little	Some-what	Very	Extremely	Did/Will you participate?
Resort/spa experience		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing or boating area lakes		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiking or walking trails		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting cultural and historic sites		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rock climbing		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting U.S. Forest Service or state lands		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting Vineyard/Wine Tasting		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camping or Recreational Vehicle (RV) stay		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Playing golf		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mountain biking		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting art galleries/art tours		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nightlife or Casino		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting museums		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending a special event, performance, concert, festival		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Define here: <input type="text"/>							
Other activity: define below <input type="text"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Please mark those attractions you have visited or plan to visit in the area.

- Blue Rose Theater
- Casinos (Bucky's/Yavapai)
- Elks Opera House
- Granite Creek Vineyards
- Heritage Park Zoological Sanctuary
- Historic Downtown Prescott
- Phippen Museum of Western Art
- Prescott Fine Arts Theater
- Prescott Gateway Mall
- Prescott National Forest
- Prescott Rodeo Grounds
- Prescott Valley Entertainment District
- Sharlot Hall Museum
- Smoki Museum
- Tim's Toyota Events Center
- Yavapai College Performance Hall
- Yavapai Downs Racetrack & Fairgrounds
- Other, list:

12. On a scale of 1 to 10 where one is Low and ten is High, please indicate your overall satisfaction with your experience in Prescott, Prescott Valley & Chino Valley.

- 1    2    3    4    5    6    7    8    9    10

Please describe your experience in a few words.

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

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

14. How many people including yourself are in your travel party? Total number of people:

Number of: Women   Men   Children under 18

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

16. Which of the following categories best describes your annual household income?  
 Less than \$44,999    \$45,000 to \$64,999    \$65,000 to \$84,999    \$85,000 to \$104,999    \$105,000 to \$124,999    \$125,000 to \$144,999    \$145,000 and above

Thank You For Taking The Time To Complete The Survey.   4943049957

**Appendix B:**

**Regional Economic Impacts of the Prescott Area Tourism Survey**

## **Introduction**

Question nine in the survey of visitors to the Prescott area asked respondents to detail their regional expenditures in each of the following categories: lodging, food and beverage, transportation (including gas), shopping/arts & crafts purchases, recreation/tour/entrance/permit fee, and miscellaneous other expenditures. Understanding the regional economic impacts of visitors can illustrate the economic importance of tourism and recreational activities to central Arizona and the Prescott area, and can be compared to the impacts of other activities.

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

## **Economic Impact Analysis Methods**

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

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

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

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

the RPCs into the allocation of direct effects attributable to the defined study area. A regional purchasing coefficient represents the proportion of the total demands for a given commodity that is supplied by the region to itself (IMPLAN Analysis Guide, 1999).

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

Induced effects are an estimate of increased economic activity resulting from wages and income attributed to the direct 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**

For the economic analysis, each survey represents a travel party. Expenditure questions asked respondents to estimate their expenditures for the travel party, i.e., each survey comprised one group or party. To estimate the number of visitors to the Prescott area a population estimate was developed to use in expanding per-party expenditures to all potential visitors to the Prescott area. It is estimated that approximately 1,393,887 people visited the Prescott area in 2008-2009 (during the period of the survey). This estimate is derived from attractions visitation (museums), lodging supply (hotels and time share properties) as well as average occupancy, and attendance at private attractions and visitation to secondary attractions. This population estimate is likely to be an underestimate of visitation as it does not include traffic count data. The researchers, however, prefer to err on the side of conservative population estimates. As discussed previously only out-of-region visitors are included in this analysis. Therefore, only these 1,393,887 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 (5) 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., \$2,500 for lodging for 1 night).

Answers from non-local survey respondents were totaled for each expenditure category and were averaged to represent the mean expenditures for each out-of-town visitor. The totals from each expenditure category were entered into the operationalized Input-Output model IMPLAN. Visitor expenditures entered into IMPLAN's Impact Analysis require bridging from survey expenditure categories into IMPLAN industry sectors. Most survey expenditure categories link directly to IMPLAN industry sectors (e.g., "Grocery Store Purchases" directly corresponds with IMPLAN sector #405 "Food and Beverage Stores"). Only one survey expenditure category, "Transportation," was allocated to

multiple IMPLAN industrial sectors. Because the “Transportation” survey question asked participants to include gas, oil, and auto expenses, the overall expenditures were allocated to sector #407 “Gasoline Stations” (85%) and to sector #483 “Automotive Repair and Maintenance” (15%).

Table B1 illustrates visitor expenditures by category. Total expenditures listed in the last column were used for the subsequent economic impact analysis.

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

	Per Party-per day	Per person-per-day	Per person - Per trip	Population	Expenditure
Lodging	\$109	\$55	\$109	423,345	\$46,144,629
Restaurant/bar	\$91	\$29	\$86	953,653	\$81,619,170
Transportation including gas	\$51	\$16	\$48	816,291	\$39,529,469
Shopping arts/crafts	\$38	\$12	\$35	613,589	\$21,699,300
Recreation fees	\$12	\$4	\$11	442,420	\$4,999,305
Other	\$35	\$11	\$33	84,444	\$2,758,959
<b>Total</b>	<b>\$336</b>	<b>\$127</b>	<b>\$322</b>		<b>\$196,750,832</b>

### Regional Economic Impact Analysis Results

The total number of out-of-region visitors to the Prescott area in the study period was estimated at 1,393,887 visitors. These visitors were responsible for some \$196.7 million of expenditures in Yavapai County, AZ, with an average regional expenditure of \$336 per party. Expenditures recorded for each industrial category were entered into IMPLAN’s impact analysis.

Table B2 shows the direct, indirect, and induced effects of regional expenditures made by non-local visitors. Type SAM multipliers are presented for each of the economic impact categories. Type SAM multipliers are similar to Type III multipliers in that they represent the ratio of total effects to direct effects and include indirect and induced effects. They are also similar in incorporating employment-based Personal Consumption Expenditures (PCEs) to model overall induced effects. IMPLAN’s Type SAM multipliers differ from traditional multipliers because IMPLAN uses all social accounting matrix information to generate a model that captures the inter-institutional transfers (IMPLAN Analysis Guide, 1999).

**Table B2. Effects<sup>1</sup> and Multipliers of \$196,750,832 of Regional Expenditures by Prescott area visitors**

<b>Economic Impacts</b>	<b>Direct Effects</b>	<b>Indirect Effects</b>	<b>Induced Effects</b>	<b>Type SAM Multipliers</b>	<b>Total</b>
Total Output	\$196,750,832	\$40,029,483	\$58,318,836	1.50	<b>\$295,099,151</b>
Total Employment (FTE jobs)	3,693	415	653	1.30	<b>4,761</b>
Total Labor Income <sup>2</sup>	\$69,218,184	\$12,718,075	\$178,711,877	1.45	<b>\$100,648,136</b>
Indirect Business Taxes <sup>3</sup>	\$17,488,161	\$2,036,042	\$3,903,108	--	<b>\$23,384,310</b>

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

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

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

If regional expenditures are substantial, increased tax revenues will be generated. These tax revenues can also be substantial, particularly in tourism and service-oriented industries, where additional tax collections occur. As seen in Table B2, visitors to the Prescott area spurred an additional \$23.4 million of tax revenue for Yavapai County. Much of this money is re-invested into infrastructure and community needs that further support tourism and recreation industries. The majority of tax revenue coming from Prescott area visitors is the result of sales tax paid to restaurants, hotels, and retail stores. Other fee and excise taxes are common in sectors such as car rentals and lodging industries.

### **Discussion**

In 2008-2009 visitors to the Prescott area injected significant output to businesses in the regional economy of Yavapai County. Approximately \$196.7 million of regional purchases were made by out-of-region visitors, contributing to a total economic output of \$295.1 million for Yavapai County. This economic activity supported some 4,761 full-time equivalent (FTE) jobs. The total economic impact of visitors to the Prescott area is therefore substantial, and contributes significantly to the greater regional economy.

**Appendix C:**  
**Quarterly Tables**



**How did you hear about the Prescott, Prescott Valley and Chino Valley area?**

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
Newspaper/Magazine	6.2%	8.6%	8.1%	6.6%
Online/Website	10.2%	11.6%	9.3%	11.0%
Radio/TV	.9%	1.8%		1.1%
Word-of-mouth	50.9%	43.5%	48.4%	44.5%
Other	36.7%	37.8%	40.7%	43.0%
Total	100.0%	100.0%	100.0%	100.0%

**Is the Prescott, Prescott Valley & Chino Valley area the primary destination of your trip?**

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
Yes	76.3%	65.8%	53.1%	66.7%
No	23.7%	34.2%	46.9%	33.3%
Total	100.0%	100.0%	100.0%	100.0%

**Please mark all of the communities you plan to visit**

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
Prescott	77.4%	75.1%	74.5%	78.0%
Sedona	34.8%	44.8%	43.0%	44.0%
Jerome	29.6%	37.0%	36.5%	38.1%
Prescott Valley	37.8%	31.4%	29.3%	37.1%
Phoenix	26.1%	33.2%	44.1%	29.6%
Flagstaff	23.0%	26.0%	22.8%	25.8%
Grand Canyon	20.9%	26.8%	21.3%	25.8%
Cottonwood	13.5%	12.9%	16.3%	15.1%
Camp Verde	9.1%	11.0%	9.5%	12.7%
Chino Valley	11.7%	7.5%	10.3%	12.0%
Las Vegas	10.0%	11.5%	8.4%	9.3%
Wickenburg	7.0%	9.9%	11.8%	9.6%
Williams	7.4%	8.0%	7.2%	9.3%
Clarkdale	7.0%	6.4%	9.5%	6.9%
Total	100.0%	100.0%	100.0%	100.0%

**Primary purpose of your current visit to this area**

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
Vacation/Leisure	36.7%	38.9%	34.2%	42.8%
Visiting Friends and/or Relatives	22.6%	24.4%	26.8%	30.3%
Day Trip	12.5%	17.4%	22.8%	13.5%
Other	17.3%	9.1%	11.4%	10.9%
Weekend Visit	12.1%	10.9%	9.2%	10.9%
Just Passing Through	7.3%	10.1%	14.3%	7.9%
Business/Conference	7.7%	14.0%	7.4%	5.6%
Both Business & Leisure	8.1%	3.9%	4.8%	6.9%
Climate Relief/Cooler Temps	8.1%	3.6%	4.4%	5.6%
Stay in Second Home/Residence	.8%	1.0%	1.1%	3.0%
Total	100.0%	100.0%	100.0%	100.0%

**Indicate your primary mode of transportation**

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
Private auto	67.7%	61.6%	60.7%	65.2%
Rental car	22.0%	31.6%	31.6%	23.6%
Air Service (select airline)	5.1%	4.0%	4.4%	3.6%
RV/Camper	4.3%	2.2%	2.9%	4.9%
Other	3.1%	1.9%	1.5%	1.6%
Shuttle Co	.4%	3.1%	1.5%	1.3%
Tour bus	1.2%	1.2%	.0%	1.0%
Motorcycle	.4%	.6%	.7%	1.0%
Horizon	.4%	.3%	.4%	1.0%
Great Lakes	.0%	.6%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

**How much time are you spending in the Prescott area?**

	Calendar Quarter of Survey							
	Fall 2008 (Oct - Dec)		Winter 2009 (Jan - March)		Spring 2009 (Apr - June)		Summer 2009 (July - Sept)	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
How much time, in total, will you spend in the Prescott, Prescott Valley & Chino Valley area on this trip – Hours	5.9	6.0	7.5	4.0	7.9	5.0	8.9	6.0
How much time, in total, will you spend in the Prescott, Prescott Valley & Chino Valley area on this trip - Nights	5.3	3.0	4.7	2.0	2.9	2.0	4.7	2.0

**What type of lodging are you using? - number of days**

	Calendar Quarter of Survey							
	Fall 2008 (Oct - Dec)		Winter 2009 (Jan - March)		Spring 2009 (Apr - June)		Summer 2009 (July - Sept)	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Hotel-Motel	3.6	2.0	3.3	2.0	2.7	2.0	3.4	2.0
Bed & Breakfast	1.8	1.0	2.7	2.0	2.7	2.0	2.7	2.0
Vacation Rental	17.0	19.0	5.3	5.0	18.0	18.0	2.0	2.0
Second Home	3.0	3.0	40.0	40.0	1.0	1.0	16.3	2.0
Campground/RV Park	4.2	4.0	5.4	3.5	2.3	2.5	5.8	2.5
Home of Friends/Family	6.9	4.0	8.5	5.0	3.9	3.0	4.8	4.0
Other	.	.	2.5	2.5	3.0	3.0	.	.

**How much time, in total, will you spend in the  
Prescott, Prescott Valley & Chino Valley area on this trip? - Hours**

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
0	.0%	1.0%	.0%	.0%
1	4.3%	6.3%	9.3%	7.6%
2	13.0%	14.6%	9.3%	13.6%
3	6.5%	22.9%	9.3%	6.1%
4	15.2%	18.8%	24.4%	12.1%
5	10.9%	3.1%	12.8%	10.6%
6	21.7%	12.5%	17.4%	18.2%
7	2.2%	1.0%	2.3%	3.0%
8	15.2%	14.6%	8.1%	18.2%
9	.0%	.0%	.0%	1.5%
10	4.3%	1.0%	4.7%	6.1%
12	4.3%	2.1%	2.3%	.0%
15	.0%	.0%	.0%	1.5%
16	.0%	.0%	.0%	1.5%
17	2.2%	.0%	.0%	.0%
18	.0%	2.1%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

**How much time, in total, will you spend in the  
Prescott, Prescott Valley & Chino Valley area on this trip? - Days**

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
0	.0%	.7%	.0%	.9%
1	17.5%	25.7%	30.9%	22.5%
2	31.0%	25.0%	27.1%	27.9%
3	18.0%	15.3%	19.7%	19.4%
4	11.0%	10.1%	3.7%	10.4%
5	5.0%	6.9%	5.3%	5.0%
6	1.0%	4.2%	5.3%	2.7%
7	5.5%	3.8%	3.7%	6.3%
8	1.5%	1.7%	1.6%	.5%
9	.0%	.0%	.5%	.0%
10	1.5%	1.4%	1.1%	.5%
11	1.0%	.3%	.0%	.0%
12	.5%	.3%	.0%	.0%
13	.5%	.0%	.5%	.0%
14	1.5%	.7%	.0%	.5%
15	1.0%	.0%	.0%	.0%
20	.0%	.3%	.0%	.9%
21	1.0%	1.0%	.0%	.5%
24	.0%	.3%	.0%	.5%
28	.0%	.3%	.0%	.0%
29	.0%	.0%	.0%	.5%
30	2.0%	.3%	.5%	.5%
32	.0%	.3%	.0%	.0%
40	.0%	.7%	.0%	.0%
45	.0%	.0%	.0%	.5%
60	.5%	.3%	.0%	.5%
Total	100.0%	100.0%	100.0%	100.0%

**What type of lodging are you using?**

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
Hotel-Motel	75.4%	79.5%	83.0%	71.2%
Home of Friends/Family	16.6%	11.2%	8.8%	18.8%
Campground/RV Park	4.3%	4.6%	3.6%	5.2%
Bed & Breakfast	2.8%	3.3%	4.6%	2.8%
Vacation Rental	3.3%	2.0%	1.0%	1.2%
Second Home	.9%	.3%	.5%	2.4%
Other	.5%	1.0%	.5%	1.6%
Total	100.0%	100.0%	100.0%	100.0%



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

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
PRESCOTT	62.4%	60.2%	52.1%	56.4%
PHOENIX	5.2%	7.2%	8.1%	5.0%
SEDONA	5.2%	6.3%	7.6%	4.6%
PRESCOTT VALLEY	4.1%	3.6%	1.9%	6.6%
FLAGSTAFF	1.0%	2.3%	1.9%	2.9%
SCOTTSDALE	2.6%	1.3%	3.3%	.8%
MESA	1.5%	1.0%	3.3%	.0%
COTTONWOOD	1.0%	.3%	2.4%	2.1%
WILLIAMS	.5%	1.0%	1.9%	1.7%
WICKENBURG	1.5%	1.0%	1.4%	.8%
CHINO VALLEY	.5%	1.3%	.9%	1.2%
SURPRISE	.0%	.7%	1.4%	1.7%
CHANDLER	2.1%	.3%	.9%	.4%
LAS VEGAS, NV	.5%	1.0%	.5%	.8%
GRAND CANYON NP	1.0%	.7%	.9%	.4%
PEORIA	.0%	.7%	1.4%	.0%
JEROME	.5%	.3%	.0%	1.2%
SUN CITY WEST	.5%	.7%	.0%	.4%
SUN CITY	.0%	.7%	.5%	.4%
LAUGHLIN, NV	.0%	.3%	.9%	.4%
GILBERT	1.0%	.3%	.0%	.4%
DEWEY	.5%	.3%	.5%	.4%
TUSAYAN	.5%	.0%	.9%	.0%
SAN DIEGO, CA	.0%	.3%	.0%	.8%
LAKE HAVASU CITY	.0%	.3%	.9%	.0%
KINGMAN	1.0%	.0%	.0%	.4%
CAMP VERDE	.0%	.7%	.0%	.4%
TOMBSTONE	.0%	.0%	.5%	.4%
SAN FRANCISCO, CA	.5%	.3%	.0%	.0%
PAYSON	.0%	.0%	.0%	.8%
PALM SPRINGS, CA	.5%	.3%	.0%	.0%
GLENDALE	.0%	.3%	.5%	.0%
BLYTHE, CA	.5%	.0%	.0%	.4%
APACHE JUNCTION	.0%	.7%	.0%	.0%
YUCCA, CA	.0%	.3%	.0%	.0%
WASHINGTON STATE	.0%	.0%	.0%	.4%
TUCSON	.5%	.0%	.0%	.0%
TRONA, CA	.0%	.3%	.0%	.0%
TEMPE	.0%	.0%	.0%	.4%
ST. MICHAELS	.0%	.0%	.5%	.0%

	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
ST LOUIS, MO	.0%	.0%	.5%	.0%
SKULL VALLEY	.0%	.0%	.0%	.4%
SIERRA VISTA	.0%	.0%	.0%	.4%
SHREVEPORT, LA	.5%	.0%	.0%	.0%
SANTA ROSA, NM	.5%	.0%	.0%	.0%
SANTA FE, NM	.5%	.0%	.0%	.0%
SANTA BARBARA, CA	.0%	.0%	.0%	.4%
SANTA ANA, CA	.0%	.3%	.0%	.0%
SAN JOSE, CA	.0%	.0%	.0%	.4%
SALOME, CA	.0%	.0%	.5%	.0%
SACRAMENTO, CA	.0%	.0%	.0%	.4%
RICHFIELD, UT	.0%	.3%	.0%	.0%
PLACERVILLE, CA	.0%	.3%	.0%	.0%
OMAHA, NE	.5%	.0%	.0%	.0%
OGDEN, UT	.0%	.3%	.0%	.0%
NORTH RIM GRAND CANYON NP	.0%	.0%	.0%	.4%
NEW YORK CITY, NY	.0%	.0%	.5%	.0%
MOUNTAIN VIEW, CA	.0%	.0%	.5%	.0%
MENIFEE, CA	.5%	.0%	.0%	.0%
LORDSBURG, NM	.0%	.0%	.5%	.0%
LONG BEACH, CA	.5%	.0%	.0%	.0%
LITCHFIELD PARK	.0%	.0%	.0%	.4%
LAS CRUCES, NM	.0%	.0%	.5%	.0%
KAIBAB NATIONAL FOREST	.0%	.3%	.0%	.0%
JOSHUA TREE NP, CA	.0%	.0%	.0%	.4%
HENTAGE LODGE	.0%	.3%	.0%	.0%
HEMET, CA	.5%	.0%	.0%	.0%
GREEN VALLEY	.0%	.3%	.0%	.0%
GREAT FALLS, MT	.0%	.3%	.0%	.0%
GOLD CANYON	.0%	.3%	.0%	.0%
FOUNTAIN HILLS	.0%	.0%	.0%	.4%
EL MIRAGE	.0%	.0%	.0%	.4%
DEMMING, NM	.5%	.0%	.0%	.0%
DEER VALLEY	.0%	.0%	.5%	.0%
CORONA, CA	.0%	.0%	.5%	.0%
CORDES JUNCTION	.0%	.0%	.0%	.4%
CONGRESS	.0%	.0%	.5%	.0%
CLARKDALE	.5%	.0%	.0%	.0%
CHICAGO, IL	.0%	.3%	.0%	.0%
CAREFREE	.0%	.3%	.0%	.0%
CANADA	.0%	.0%	.0%	.4%
CAMPGROUND	.0%	.3%	.0%	.0%

	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
CAMPED OUT	.0%	.3%	.0%	.0%
BULLHEAD CITY	.0%	.0%	.5%	.0%
BUCKEYE	.0%	.0%	.0%	.4%
BOULDER CITY, NV	.0%	.0%	.0%	.4%
BAGGETT	.0%	.0%	.0%	.4%
ANTHEM	.0%	.3%	.0%	.0%
ALBUQUERQUE, NM	.0%	.0%	.0%	.4%
AHWATUKEE	.0%	.0%	.0%	.4%
29 PALMS, CA	.0%	.3%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

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

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
PRESCOTT	58.9%	55.3%	54.2%	56.7%
PHOENIX	9.4%	8.5%	6.3%	6.3%
SEDONA	6.7%	6.4%	7.4%	5.8%
PRESCOTT VALLEY	4.4%	3.9%	1.6%	8.0%
FLAGSTAFF	4.4%	1.4%	2.6%	2.7%
SCOTTSDALE	1.7%	2.1%	2.6%	2.7%
COTTONWOOD	2.2%	.4%	1.1%	1.8%
TUCSON	.0%	.7%	2.6%	.9%
WILLIAMS	.6%	2.1%	.5%	.0%
MESA	.6%	.7%	2.1%	.4%
CHANDLER	.6%	1.1%	1.1%	.9%
LAS VEGAS, NV	.0%	1.1%	1.1%	.9%
CHINO VALLEY	.6%	.4%	1.1%	1.3%
WICKENBURG	.0%	1.1%	1.1%	.4%
NOT SURE	.6%	.7%	.5%	.9%
GRAND CANYON NP	.6%	.4%	.5%	1.3%
SURPRISE	.0%	.7%	1.1%	.4%
GILBERT	.0%	.7%	1.1%	.4%
JEROME	.0%	.7%	1.1%	.0%
CAMP VERDE	.0%	.4%	.5%	.9%
QUEEN CREEK	.0%	.7%	.5%	.0%
PEORIA	.0%	.7%	.5%	.0%
LAUGHLIN, NV	.0%	.4%	1.1%	.0%
FOUNTAIN HILLS	.0%	.0%	.5%	.9%
DEWEY	.0%	.4%	.5%	.4%
WINSLOW	.0%	.0%	1.1%	.0%
TEMPE	.0%	.7%	.0%	.0%
SPRINGVILLE	.0%	.0%	1.1%	.0%
SIERRA VISTA	.0%	.0%	.0%	.9%
LITCHFIELD PARK	.0%	.0%	.5%	.4%
LAKE HAVASU CITY	.0%	.4%	.5%	.0%
KANAB, UT	.0%	.7%	.0%	.0%
GREEN VALLEY	1.1%	.0%	.0%	.0%
GLENDALE	.6%	.4%	.0%	.0%
CORDES JUNCTION	.0%	.0%	.0%	.9%
BULLHEAD CITY	.0%	.4%	.5%	.0%
BLYTHE, CA	.6%	.0%	.5%	.0%
ANTHEM	.0%	.4%	.0%	.4%
VAIL, CO	.6%	.0%	.0%	.0%

Calendar Quarter of Survey	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
TUSAYAN	.0%	.4%	.0%	.0%
SUN LAKES	.0%	.4%	.0%	.0%
SUN CITY WEST	.0%	.4%	.0%	.0%
SUN CITY	.0%	.0%	.5%	.0%
SKULL VALLEY	.0%	.0%	.0%	.4%
SAN DIEGO, CA	.0%	.4%	.0%	.0%
QUEEN VALLEY	.0%	.4%	.0%	.0%
PEEPLES VALLEY	.6%	.0%	.0%	.0%
PAYSON	.0%	.0%	.0%	.4%
PALM SPRINGS, CA	.0%	.4%	.0%	.0%
PALM DESERT, CA	.6%	.0%	.0%	.0%
ORO VALLEY	.0%	.4%	.0%	.0%
ORLANDO, FL	.0%	.0%	.0%	.4%
OMAHA, NE	.0%	.4%	.0%	.0%
NOT SURE Y	.0%	.0%	.0%	.4%
MORAGA, CA	.0%	.4%	.0%	.0%
MEXICO	.0%	.4%	.0%	.0%
METRO PRESCOTT AREA (BLESSING RETREAT)	.0%	.0%	.5%	.0%
MAYER	.0%	.0%	.5%	.0%
MALIBU, CA	.6%	.0%	.0%	.0%
LOS ANGELES, CA	.0%	.4%	.0%	.0%
LAS CRUCES, NM	.0%	.0%	.5%	.0%
KINGMAN	.0%	.4%	.0%	.0%
INDIO, CA	.6%	.0%	.0%	.0%
HUNTINGTON BEACH, CA	.0%	.4%	.0%	.0%
HOLBROOK	.6%	.0%	.0%	.0%
GREAT FALLS, MT	.0%	.4%	.0%	.0%
ENCINITAS, CA	.6%	.0%	.0%	.0%
DENVER, CO	.0%	.4%	.0%	.0%
CONGRESS	.0%	.0%	.5%	.0%
CLARKDALE	.6%	.0%	.0%	.0%
CASA GRANDE	.0%	.4%	.0%	.0%
CAREFREE	.0%	.4%	.0%	.0%
CAMPING NEARBY	.0%	.0%	.0%	.4%
CALIFORNIA	.6%	.0%	.0%	.0%
BUCKEYE	.6%	.0%	.0%	.0%
BOUSE	.0%	.0%	.0%	.4%
BOSTON, MA	.6%	.0%	.0%	.0%
APACHE JUNCTION	.0%	.4%	.0%	.0%
ANTHEM/PHOENIX	.0%	.0%	.0%	.4%
29 PALMS, CA	.6%	.0%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

### What state do you live in?

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
Arizona	41.0%	35.9%	21.9%	36.3%
California	20.1%	17.5%	12.7%	21.6%
Wisconsin	1.3%	1.7%	7.2%	3.6%
Illinois	2.9%	2.0%	5.2%	2.9%
Nevada	2.1%	3.2%	3.6%	3.2%
Colorado	2.1%	2.3%	5.6%	2.2%
Texas	2.5%	3.7%	2.8%	1.8%
Washington	2.5%	2.6%	3.6%	2.2%
Pennsylvania	2.9%	1.4%	1.6%	4.0%
New York	2.5%	2.0%	2.4%	2.2%
Florida	1.7%	2.9%	2.0%	1.8%
Michigan	.4%	2.3%	4.0%	1.4%
Oregon	2.1%	1.4%	1.6%	1.8%
New Mexico	2.5%	1.1%	1.2%	.7%
Ohio	.4%	.6%	4.0%	.4%
Virginia	1.3%	1.1%	.8%	1.4%
Massachusetts	1.3%	1.7%	.8%	.4%
Georgia	.4%	1.4%	1.6%	.4%
New Jersey	.0%	1.4%	1.2%	1.1%
North Carolina	.8%	1.1%	1.2%	.4%
Maryland	.8%	.6%	1.2%	1.1%
Alaska	.4%	.6%	2.0%	.4%
Idaho	.0%	1.7%	.4%	.7%
South Carolina	.0%	1.1%	.8%	1.1%
Utah	.8%	1.1%	.0%	.7%
Iowa	.0%	.6%	1.2%	1.1%
Connecticut	1.3%	.6%	.4%	.4%
Nebraska	.0%	1.1%	.8%	.0%
Montana	.4%	.6%	.8%	.4%
South Dakota	.8%	.3%	.4%	.4%
District of Columbia	.8%	.3%	.0%	.4%
Vermont	.8%	.3%	.4%	.4%
New Hampshire	.4%	.3%	.4%	.7%
Wyoming	.0%	.3%	.8%	.4%
Kansas	.4%	.0%	.8%	.4%
Indiana	.0%	.0%	1.6%	.0%
Tennessee	.0%	.6%	.4%	.4%
West Virginia	.8%	.0%	.8%	.0%

	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
Hawaii	.4%	.3%	.0%	.4%
Oklahoma	.0%	.0%	.8%	.4%
Arkansas	.0%	.6%	.4%	.0%
Louisiana	.0%	.6%	.0%	.0%
Alabama	.0%	.3%	.0%	.4%
Maine	.0%	.0%	.4%	.4%
Rhode Island	.4%	.0%	.4%	.0%
Guam	.4%	.0%	.0%	.0%
APO West Coast	.0%	.0%	.0%	.4%
Total	100.0%	100.0%	100.0%	100.0%

**Origin of Arizona visitors to Prescott**

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
Phoenix	21.3%	22.2%	9.8%	17.9%
Tucson	6.4%	12.0%	9.8%	9.5%
Chandler	8.5%	6.0%	15.7%	8.4%
Fountain Hills	8.5%	6.8%	7.8%	7.4%
Sun City	10.6%	9.4%	5.9%	2.1%
Mesa	10.6%	3.4%	5.9%	8.4%
Douglas	5.3%	4.3%	3.9%	6.3%
Glendale	1.1%	6.0%	3.9%	4.2%
Tempe	4.3%	3.4%	5.9%	1.1%
Quartzsite	2.1%	3.4%	2.0%	1.1%
Prescott	3.2%	1.7%	.0%	3.2%
Peoria	.0%	1.7%	3.9%	4.2%
Lake Havasu City	.0%	2.6%	3.9%	1.1%
Eden	2.1%	.9%	2.0%	3.2%
Wickenburg	.0%	.0%	3.9%	4.2%
Apache Junction	.0%	2.6%	.0%	1.1%
Show Low	.0%	.9%	2.0%	1.1%
Scottsdale	1.1%	.9%	.0%	1.1%
Prescott Valley	.0%	.9%	2.0%	1.1%
Kingman	3.2%	.0%	.0%	.0%
Goodyear	.0%	.0%	2.0%	2.1%
Flagstaff	.0%	.9%	2.0%	1.1%
Corona de Tucson	1.1%	.0%	.0%	2.1%
Cave Creek	2.1%	.9%	.0%	.0%
Winkelman	.0%	.0%	3.9%	.0%
Pinetop	.0%	1.7%	.0%	.0%
Payson	.0%	.9%	.0%	1.1%
Nogales	.0%	.0%	2.0%	1.1%
Litchfield Park	.0%	.9%	.0%	1.1%
Buckeye	2.1%	.0%	.0%	.0%
Yucca	.0%	.9%	.0%	.0%
Williams	1.1%	.0%	.0%	.0%
Valley Farms	.0%	.9%	.0%	.0%
Sedona	1.1%	.0%	.0%	.0%
Polacca	1.1%	.0%	.0%	.0%
Paulden	1.1%	.0%	.0%	.0%
Overgaard	.0%	.0%	2.0%	.0%



	Fall 2008 (Oct - Dec) Column N %	Winter 2009 (Jan - March) Column N %	Spring 2009 (Apr - June) Column N %	Summer 2009 (July - Sept) Column N %
Laveen	.0%	.0%	.0%	1.1%
Lakeside	.0%	.0%	.0%	1.1%
Kirkland	1.1%	.0%	.0%	.0%
Holbrook	.0%	.9%	.0%	.0%
Globe	.0%	.0%	.0%	1.1%
Gilbert	.0%	.0%	.0%	1.1%
Dewey	.0%	.9%	.0%	.0%
Crown King	.0%	.9%	.0%	.0%
Congress	1.1%	.0%	.0%	.0%
Chino Valley	.0%	.9%	.0%	.0%
Bouse	.0%	.0%	.0%	1.1%
Ash Fork	.0%	.9%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

**Foreign visitors - country of origin**

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
CANADA	16.7%	28.6%	69.2%	30.8%
UNITED KINGDOM	38.9%	37.1%	7.7%	30.8%
AUSTRALIA	5.6%	8.6%	3.8%	7.7%
FRANCE	11.1%	2.9%	.0%	3.8%
PERU	.0%	.0%	11.5%	.0%
GERMANY	.0%	.0%	.0%	11.5%
DENMARK	.0%	2.9%	.0%	7.7%
NORWAY	5.6%	2.9%	.0%	.0%
HOLLAND	.0%	2.9%	.0%	3.8%
TRINIDAD WEST INDIES	5.6%	.0%	.0%	.0%
SWITZERLAND	.0%	2.9%	.0%	.0%
SWEDEN	.0%	.0%	3.8%	.0%
SPAIN	.0%	2.9%	.0%	.0%
SOUTH AFRICA	5.6%	.0%	.0%	.0%
P.R. CHINA	.0%	2.9%	.0%	.0%
NEW ZEALAND	5.6%	.0%	.0%	.0%
NETHERLANDS	.0%	2.9%	.0%	.0%
JAPAN	.0%	.0%	.0%	3.8%
GUAM	5.6%	.0%	.0%	.0%
CZECHOSLOVAKIA	.0%	2.9%	.0%	.0%
CHINA	.0%	.0%	3.8%	.0%
Total	100.0%	100.0%	100.0%	100.0%

Please estimate as closely as possible the amount of money that your travel party is spending per day in the Prescott, Prescott Valley and Chino Valley area

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Mean	Mean	Mean	Mean
Please tell us the number of people these expenses cover	3.3	2.7	3.4	2.5
Lodging-camping	\$297.7	\$247.5	\$148.5	\$170.9
Restaurant and grocery	\$182.7	\$128.1	\$101.4	\$158.7
Transportation including gas	\$137.5	\$123.0	\$52.3	\$87.5
Shopping - Arts and Crafts	\$154.2	\$163.8	\$69.6	\$158.2
Recreation-Tours-Entrance fees-Permit fees	\$53.4	\$59.6	\$28.7	\$75.5
Other	\$90.5	\$243.3	\$55.9	\$41.2

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

	Calendar Quarter of Survey											
	Fall 2008 (Oct - Dec)						Winter 2009 (Jan - March)					
	Not at all Interested	A Little Interested	Somewhat Interested	Very Interested	Extremely Interested	Mean	Not at all Interested	A Little Interested	Somewhat Interested	Very Interested	Extremely Interested	Mean
	Row N %	Row N %	Row N %	Row N %	Row N %		Row N %	Row N %	Row N %	Row N %	Row N %	
Resort spa experience	43.2%	12.5%	22.2%	12.5%	9.7%	2.3	44.2%	19.5%	19.1%	12.5%	4.6%	2.1
Fishing or boating areas lakes	40.6%	15.4%	20.6%	16.6%	6.9%	2.3	55.6%	11.8%	17.8%	10.2%	4.6%	2.0
Hiking or walking trails	13.8%	14.9%	22.9%	25.5%	22.9%	3.3	21.5%	13.5%	22.2%	30.2%	12.6%	3.0
Visiting cultural and historic sites	11.3%	10.3%	25.6%	36.9%	15.9%	3.4	15.0%	5.6%	25.9%	38.4%	15.0%	3.3
Rock climbing	61.8%	16.5%	9.4%	8.2%	4.1%	1.8	67.5%	11.6%	11.3%	7.6%	2.0%	1.6
Visiting U.S. Forest Service or state lands	17.1%	13.8%	27.1%	27.1%	14.9%	3.1	20.6%	11.3%	26.1%	31.0%	11.0%	3.0
Visiting vineyard - wine tasting	36.5%	14.9%	25.4%	19.9%	3.3%	2.4	42.0%	14.0%	18.6%	18.6%	6.8%	2.3
Camping or RV stay	62.4%	15.0%	8.1%	6.9%	7.5%	1.8	68.4%	7.9%	8.2%	8.2%	7.2%	1.8
Playing golf	65.2%	10.5%	8.3%	7.7%	8.3%	1.8	67.3%	7.8%	11.1%	6.9%	6.9%	1.8
Mountain biking	62.4%	12.1%	12.1%	8.7%	4.6%	1.8	69.6%	9.7%	11.4%	6.0%	3.3%	1.6
Visiting art galleries - art tours	18.5%	16.4%	28.0%	27.5%	9.5%	2.9	21.7%	14.0%	31.7%	22.7%	9.9%	2.9
Shopping	12.6%	15.2%	33.5%	27.2%	11.5%	3.1	13.7%	13.7%	29.5%	27.3%	15.8%	3.2
Nightlife or casinos	39.4%	15.6%	26.7%	10.6%	7.8%	2.3	49.7%	13.1%	17.0%	13.8%	6.4%	2.1
Visiting museums	11.7%	13.4%	28.5%	27.9%	18.4%	3.3	14.5%	12.3%	31.9%	28.7%	12.6%	3.1
Attending a special event performance concert or festival	20.3%	8.7%	33.3%	23.2%	14.5%	3.0	41.5%	11.1%	21.7%	17.5%	8.3%	2.4
Other activity	23.8%	4.8%	14.3%	19.0%	38.1%	3.4	45.8%	.0%	8.3%	12.5%	33.3%	2.9

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

	Calendar Quarter of Survey											
	Not at all Interested	A Little Interested	Somewhat Interested	Very Interested	Extremely Interested	Mean	Not at all Interested	A Little Interested	Somewhat Interested	Very Interested	Extremely Interested	Mean
	Row N %	Row N %	Row N %	Row N %	Row N %		Row N %	Row N %	Row N %	Row N %	Row N %	
Resort spa experience	51.0%	12.4%	22.4%	10.5%	3.8%	2.0	48.4%	14.2%	16.9%	12.3%	8.2%	2.2
Fishing or boating areas lakes	52.6%	12.0%	15.8%	14.8%	4.8%	2.1	44.0%	11.0%	20.6%	14.7%	9.6%	2.3
Hiking or walking trails	15.7%	12.0%	21.8%	31.0%	19.4%	3.3	15.8%	12.2%	18.5%	34.2%	19.4%	3.3
Visiting cultural and historic sites	14.0%	7.7%	16.3%	43.9%	18.1%	3.4	8.1%	6.4%	18.4%	42.3%	24.8%	3.7
Rock climbing	65.3%	11.6%	13.1%	6.0%	4.0%	1.7	64.0%	10.7%	14.0%	7.5%	3.7%	1.8
Visiting U.S. Forest Service or state lands	18.4%	10.7%	23.5%	31.6%	15.8%	3.2	16.1%	11.1%	24.4%	29.5%	18.9%	3.2
Visiting vineyard – wine tasting	38.3%	13.9%	25.8%	16.3%	5.7%	2.4	33.8%	19.2%	22.8%	18.3%	5.9%	2.4
Camping or RV stay	62.6%	11.8%	10.4%	9.0%	6.2%	1.8	55.0%	18.3%	9.6%	9.6%	7.3%	2.0
Playing golf	69.3%	8.4%	8.8%	8.8%	4.7%	1.7	69.9%	9.3%	8.4%	8.8%	3.5%	1.7
Mountain biking	69.7%	9.6%	8.1%	8.1%	4.5%	1.7	62.9%	16.4%	11.3%	7.5%	1.9%	1.7
Visiting art galleries - art tours	21.1%	17.4%	22.5%	29.6%	9.4%	2.9	17.2%	15.5%	26.2%	27.0%	14.2%	3.1
Shopping	14.7%	17.9%	29.9%	28.6%	8.9%	3.0	10.7%	14.6%	31.3%	29.2%	14.2%	3.2
Nightlife or casinos	48.8%	17.7%	15.8%	12.0%	5.7%	2.1	39.7%	21.0%	19.2%	11.2%	8.9%	2.3
Visiting museums	14.4%	11.7%	20.3%	37.8%	15.8%	3.3	9.5%	11.6%	26.1%	32.8%	19.9%	3.4
Attending a special event performance concert or festival	35.1%	12.5%	26.8%	16.7%	8.9%	2.5	29.4%	8.1%	21.3%	25.6%	15.6%	2.9
Other activity	43.5%	.0%	.0%	17.4%	39.1%	3.1	37.5%	.0%	8.3%	20.8%	33.3%	3.1

**Did you or will you participate in any of these activities?**

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
Visiting cultural and historic sites	56.8%	57.8%	53.1%	60.3%
Shopping	48.9%	57.8%	53.1%	54.3%
Hiking or walking trails	61.4%	42.2%	50.4%	53.4%
Visiting museums	51.1%	45.9%	49.6%	38.8%
Visiting U.S. Forest Service or state lands	42.0%	34.8%	43.4%	44.0%
Visiting art galleries - art tours	39.8%	33.3%	28.3%	37.9%
Nightlife or casinos	22.7%	22.2%	22.1%	26.7%
Resort spa experience	26.1%	20.0%	16.8%	16.4%
Attending a special event performance concert or festival	21.6%	17.8%	10.6%	25.0%
Fishing or boating areas lakes	15.9%	11.1%	8.8%	19.8%
Visiting vineyard - wine tasting	9.1%	11.1%	8.0%	10.3%
Camping or RV stay	9.1%	8.1%	4.4%	16.4%
Playing golf	12.5%	5.9%	8.0%	9.5%
Other activity	9.1%	10.4%	7.1%	6.9%
Rock climbing	9.1%	3.7%	7.1%	13.8%
Mountain biking	5.7%	8.1%	4.4%	5.2%
Total	100.0%	100.0%	100.0%	100.0%

**Which of these area attractions did you visit?**

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
Historic Downtown Prescott	79.1%	79.7%	82.1%	79.8%
Sharlot Hall Museum	38.5%	35.2%	41.1%	39.5%
Prescott National Forest	32.4%	29.8%	31.9%	32.9%
Prescott Gateway Mall	30.2%	34.0%	22.2%	24.1%
Casinos (Bucky's/Yavapai)	15.9%	21.3%	14.5%	17.5%
Smoki Museum	15.4%	15.6%	10.1%	13.2%
Phippen Museum of Western Art	19.2%	10.8%	11.1%	11.8%
Heritage Park Zoological Sanctuary	8.2%	14.9%	10.1%	11.4%
Prescott Valley Entertainment District	13.2%	10.5%	10.1%	10.5%
Other	6.6%	7.9%	7.7%	10.1%
Prescott Rodeo Grounds	11.5%	4.4%	6.3%	9.2%
Granite Creek Vineyards	8.2%	4.4%	6.8%	5.3%
Prescott Fine Arts Theater	9.9%	3.5%	5.3%	6.1%
Blue Rose Theater	4.9%	4.1%	3.4%	4.8%
Yavapai College Performance Hall	5.5%	4.1%	3.9%	3.9%
Elks Opera House	4.4%	3.2%	3.9%	4.8%
Yavapai Downs Racetrack & Fairgrounds	6.0%	3.2%	1.4%	5.3%
Tim's Toyota Events Center	3.8%	3.5%	2.9%	4.4%
Total	100.0%	100.0%	100.0%	100.0%

**On a scale of 1 to 10 where one is Low and ten is High, please indicate your overall satisfaction with your experience in Prescott, Prescott Valley & Chino Valley**

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
1	.0%	.0%	.8%	.4%
2	.0%	.0%	.0%	.4%
3	.9%	.3%	.4%	.4%
4	.0%	.3%	.8%	.4%
5	1.8%	3.9%	4.6%	2.4%
6	1.4%	3.3%	1.7%	2.8%
7	7.3%	10.0%	12.2%	7.7%
8	31.4%	30.6%	33.2%	27.8%
9	23.2%	19.4%	25.6%	24.2%
10	34.1%	32.2%	20.6%	33.5%

**What is your gender?**

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
Female	55.9%	55.7%	55.5%	60.2%
Male	44.1%	44.3%	44.5%	39.8%
Total	100.0%	100.0%	100.0%	100.0%

**Visitors age**

	Calendar Quarter of Survey							
	Fall 2008 (Oct - Dec)		Winter 2009 (Jan - March)		Spring 2009 (Apr - June)		Summer 2009 (July - Sept)	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
AGE	54.7	56.0	53.9	56.0	56.5	59.0	52.3	55.0



**Age recoded**

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
20 and under	2.3%	.6%	1.3%	.4%
21 - 25 years	.5%	2.0%	2.1%	4.0%
26 - 30 years	3.3%	4.6%	4.6%	5.7%
31 - 35 years	3.7%	6.4%	2.5%	4.9%
36 - 40 years	5.6%	5.5%	4.6%	8.9%
41 - 45 years	6.1%	8.1%	5.8%	7.3%
46 - 50 years	10.3%	10.7%	5.0%	7.7%
51 - 55 years	16.8%	10.4%	10.4%	11.3%
56 - 60 years	17.8%	15.7%	18.3%	11.7%
61 - 65 years	10.7%	16.5%	19.2%	20.2%
66 - 70 years	14.0%	10.4%	13.8%	12.1%
71 - 75 years	2.8%	4.6%	6.7%	4.5%
76 years and older	6.1%	4.3%	5.8%	1.2%
Total	100.0%	100.0%	100.0%	100.0%

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

	Calendar Quarter of Survey							
	Fall 2008 (Oct - Dec)		Winter 2009 (Jan - March)		Spring 2009 (Apr - June)		Summer 2009 (July - Sept)	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Number of women	1.9	1.0	1.7	1.0	1.5	1.0	1.5	1.0
Number of men	2.0	1.0	1.7	1.0	1.4	1.0	1.3	1.0
Number of children under 18 years	1.3	1.0	1.0	1.0	1.2	.0	.8	1.0
Total number of people in your travel party	3.8	2.0	3.1	2.0	3.0	2.0	2.8	2.0

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

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
Family Only	54.5%	56.7%	62.0%	54.9%
Family and Friends	16.2%	12.9%	15.3%	18.8%
Friends Only	15.8%	12.4%	13.2%	13.3%
Nobody, traveling alone	9.0%	10.7%	6.2%	9.4%
Business Associates	2.7%	6.9%	2.9%	2.7%
Organized Tour Group	1.8%	.3%	.4%	.8%
Total	100.0%	100.0%	100.0%	100.0%

**Who is traveling with you on this trip by party size**

	Total number of people in your travel party			
	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Mean	Mean	Mean	Mean
Business Associates	6.2	5.8	5.5	2.4
Organized Tour Group	22.0	2.0	17.0	16.5
Nobody, traveling alone	1.1	3.5	1.2	1.1
Friends Only	4.1	3.4	4.0	3.4
Family Only	3.0	2.5	2.5	2.5
Family and Friends	4.3	4.0	3.2	3.2

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

	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
	Column N %	Column N %	Column N %	Column N %
Less than \$44,999	17.8%	11.7%	12.7%	17.2%
\$45,000 to \$64,999	16.2%	16.4%	13.6%	15.9%
\$65,000 to \$84,999	13.6%	20.5%	16.7%	18.5%
\$85,000 to \$104,999	14.7%	19.2%	22.2%	15.5%
\$105,000 to \$124,999	9.4%	9.1%	11.3%	6.9%
\$125,000 to \$144,999	9.4%	6.6%	6.3%	6.9%
\$145,000 and above	18.8%	16.4%	17.2%	19.0%
Total	100.0%	100.0%	100.0%	100.0%

**Annual household income by state of origin?**

	High dollar			
	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
Massachusetts	1.3%	1.7%	.8%	.4%
Rhode Island	.4%	.0%	.4%	.0%
New Hampshire	.4%	.3%	.4%	.7%
Maine	.0%	.0%	.4%	.4%
Vermont	.8%	.3%	.4%	.4%
Connecticut	1.3%	.6%	.4%	.4%
New Jersey	.0%	1.4%	1.2%	1.1%
New York	2.5%	2.0%	2.4%	2.2%
Pennsylvania	2.9%	1.4%	1.6%	4.0%
District of Columbia	.8%	.3%	.0%	.4%
Virginia	1.3%	1.2%	.8%	1.4%
Maryland	.8%	.6%	1.2%	1.1%
West Virginia	.8%	.0%	.8%	.0%
North Carolina	.8%	1.2%	1.2%	.4%
South Carolina	.0%	1.2%	.8%	1.1%
Georgia	.4%	1.4%	1.6%	.4%
Florida	1.7%	2.9%	2.0%	1.8%
Alabama	.0%	.3%	.0%	.4%
Tennessee	.0%	.6%	.4%	.4%
Ohio	.4%	.6%	4.0%	.4%
Indiana	.0%	.0%	1.6%	.0%
Michigan	.4%	2.3%	4.0%	1.4%
Iowa	.0%	.6%	1.2%	1.1%
Wisconsin	1.3%	1.7%	7.2%	3.6%
South Dakota	.8%	.3%	.4%	.4%
Montana	.4%	.6%	.8%	.4%
Illinois	2.9%	2.0%	5.2%	2.9%
Kansas	.4%	.0%	.8%	.4%
Nebraska	.0%	1.2%	.8%	.0%
Louisiana	.0%	.6%	.0%	.0%
Arkansas	.0%	.6%	.4%	.0%
Oklahoma	.0%	.0%	.8%	.4%
Texas	2.5%	3.8%	2.8%	1.8%
Colorado	2.1%	2.3%	5.6%	2.2%
Wyoming	.0%	.3%	.8%	.4%
Idaho	.0%	1.7%	.4%	.7%
Utah	.8%	1.2%	.0%	.7%
Arizona	41.0%	36.1%	21.9%	36.3%

	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
New Mexico	2.5%	1.2%	1.2%	.7%
Nevada	2.1%	3.2%	3.6%	3.2%
California	20.1%	17.6%	12.7%	21.6%
APO West Coast	.0%	.0%	.0%	.4%
Hawaii	.4%	.3%	.0%	.4%
Guam	.4%	.0%	.0%	.0%
Oregon	2.1%	1.4%	1.6%	1.8%
Washington	2.5%	2.6%	3.6%	2.2%
Alaska	.4%	.6%	2.0%	.4%
Total	100.0%	100.0%	100.0%	100.0%

**Annual household income by Arizona city of origin?**

	High dollar			
	Calendar Quarter of Survey			
	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
Apache Junction	.0%	2.6%	.0%	1.1%
Ash Fork	.0%	.9%	.0%	.0%
Bouse	.0%	.0%	.0%	1.1%
Buckeye	2.1%	.0%	.0%	.0%
Cave Creek	2.1%	.9%	.0%	.0%
Chandler	8.5%	6.0%	15.7%	8.4%
Chino Valley	.0%	.9%	.0%	.0%
Congress	1.1%	.0%	.0%	.0%
Corona de Tucson	1.1%	.0%	.0%	2.1%
Crown King	.0%	.9%	.0%	.0%
Dewey	.0%	.9%	.0%	.0%
Douglas	5.3%	4.3%	3.9%	6.3%
Eden	2.1%	.9%	2.0%	3.2%
Flagstaff	.0%	.9%	2.0%	1.1%
Fountain Hills	8.5%	6.8%	7.8%	7.4%
Gilbert	.0%	.0%	.0%	1.1%
Glendale	1.1%	6.0%	3.9%	4.2%
Globe	.0%	.0%	.0%	1.1%
Goodyear	.0%	.0%	2.0%	2.1%
Holbrook	.0%	.9%	.0%	.0%
Kingman	3.2%	.0%	.0%	.0%
Kirkland	1.1%	.0%	.0%	.0%
Lake Havasu City	.0%	2.6%	3.9%	1.1%
Lakeside	.0%	.0%	.0%	1.1%
Laveen	.0%	.0%	.0%	1.1%
Litchfield Park	.0%	.9%	.0%	1.1%
Mesa	10.6%	3.4%	5.9%	8.4%
Nogales	.0%	.0%	2.0%	1.1%
Overgaard	.0%	.0%	2.0%	.0%
Paulden	1.1%	.0%	.0%	.0%
Payson	.0%	.9%	.0%	1.1%
Peoria	.0%	1.7%	3.9%	4.2%
Phoenix	21.3%	22.2%	9.8%	17.9%
Pinetop	.0%	1.7%	.0%	.0%
Polacca	1.1%	.0%	.0%	.0%
Prescott	3.2%	1.7%	.0%	3.2%

	Fall 2008 (Oct - Dec)	Winter 2009 (Jan - March)	Spring 2009 (Apr - June)	Summer 2009 (July - Sept)
Prescott Valley	.0%	.9%	2.0%	1.1%
Quartzsite	2.1%	3.4%	2.0%	1.1%
Scottsdale	1.1%	.9%	.0%	1.1%
Sedona	1.1%	.0%	.0%	.0%
Show Low	.0%	.9%	2.0%	1.1%
Sun City	10.6%	9.4%	5.9%	2.1%
Tempe	4.3%	3.4%	5.9%	1.1%
Tucson	6.4%	12.0%	9.8%	9.5%
Valley Farms	.0%	.9%	.0%	.0%
Wickenburg	.0%	.0%	3.9%	4.2%
Williams	1.1%	.0%	.0%	.0%
Winkelman	.0%	.0%	3.9%	.0%
Yucca	.0%	.9%	.0%	.0%
Total	100.0%	100.0%	100.0%	100.0%

## Appendix D

### Open-ended comments to verbatim questions



## How did you hear about the Prescott, Prescott Valley and Chino Valley area? – Other

### Summary of Top Three:

Friends/Family = 58

Familiar with Area/Previous Visit/Resident of AZ =58

Book/Map/Brochure/Magazine = 38

### All Responses

1/2 WAY HOUSE	1
102.1 FM	1
3-AAA	1
36 YEAR HERE IN AZ	1
A FRIEND	1
AAA BOOK	12
AAA TOUR BOOK	2
ALASKA AIRLINES	1
ARCH DREAM FOR HUMAN KIND	1
ARCOSANTI	1
ARIZONA RESIDENT	1
ARTIST @ WESTERN ART	1
ASSIGNED TRAINING HERE	1
AUNT IN NURSING HOME	1
AUTO CLUB MAG	1
AZ MAP	1
AZ NATIVE- PHX	1
AZ RESIDENT	3
AZ TOURIST INFO	1
AZ WILDFIRE ACADEMY	1
BALL TOURNEY	1
BCAA (AAA)	1
BEEN COMING FOR SPORTS	1
BEEN COMING HERE SINCE 1972	1
BEEN HERE BEFORE	11
BOOK-DAY TRIPS BY STEIN	1
BOOK-TRAVEL	1
BOOK	2
BOOKS	1
BORN IN AZ	1
BROCHURE	2
BROCHURES	1
BROTHER	1
BROTHER LIVES HERE	1
BUS TRIP	2
BUSINESS	6
BUSINESS CONTRACT	1

BUSINESS RELATED	2
BUSINESS TRAVEL	1
BY MAP	1
CEMEX	1
CHAMBER	2
CHAMBER OF COMMERCE	1
CHEER COMPETITION	1
CHILD LIVES HERE	1
CHURCH	1
CHURCH CONVENTION	1
CHURCH GROUP	1
COLLEGE	1
COLLEGE TOURING	1
COMING FOR 25 YEARS	1
COMPANY (EMPLOYER)	1
CONTRACT JOB	1
CONVENIENT TO OVERALL TRIP	1
CONVENTION	1
COUSIN	1
COUSIN BROUGHT ME HERE	1
COUSIN LIVES IN PAULDEN	1
COWBOY COLLECTOR'S SHOW	1
DAUGHTER-PRESCOTT COLLEGE STUDENT	1
DAUGHTER	3
DAUGHTER LIVES HERE	2
DAUGHTER MOVED HERE	1
DECISION POINT	1
DISPATCHED	1
DOCTOR VA HOSPITAL	1
DRIVE BY	3
DRIVE THROUGH	1
DRIVEN BY	1
DRIVING	1
DRIVING THRU	1
DROVE BY	1
DROVE PAST	1
EDUCATION	1
EMBRY RIDDLE AERONAUTICAL UNIVERSITY	7
EMPLOYEE	2
FAMILY	44
FAMILY HERE	1
FAMILY HISTORY	1
FAMILY IN AREA	1
FAMILY MEMBER	2
FAMILY VISIT	1

FATHER-IN-LAW WORKED IN MINE 1930'S	1
FATHER LIVES HERE	1
FLYING CLUB	1
FODOR GUIDE BOOK	1
FORMER RESIDENT OF FLAGSTAFF (NAU ALUMNA)	1
FREEWAY	1
FRIENDS	52
FRIENDS & FAMILY	1
FRIENDS & RELATIVES	1
FRIENDS FROM PHOENIX	1
FRIENDS LIVE HERE	4
FRIENDS/COTTONWOOD	1
FROM PHOENIX	1
FROM PHX AREA WE HAVE BEEN COMING FOR YRS	1
FROM RESIDENT	1
FROM WORK	1
FROMMER'S ARIZ. GUIDE	1
FROMMER'S GUIDE	1
FROMMER	1
FROMMERS	2
GOV'T TRAVEL	1
GRANDPA	1
GRANDPARENTS	1
GREW UP HERE	1
GUIDE	1
GUIDE BOOK	2
GUIDEBOOK	1
GUNSIGHT LOCATION	1
HARLEY-DAVIDSON RIDING GROUP (HOG)	1
HARLEY DAVIDSON RIDE GROUP	1
HAVE A HOME HERE	1
HAVE BEEN HERE BEFORE	1
HAVE LIVED IN SCOTTSDALE SINCE '59	1
HERE 20 YRS AGO	1
HERE BEFORE	2
HERE ON BUSINESS	1
HISTORY CLASS	1
HORSE RACE	1
HOSPITAL	1
HOTEL	2
HOTEL PERSONNEL	1
I AM FROM AZ	1
I LIVE IN AZ	1
IN-LAWS	1
JOB	2

JOB 1980	1
JOB RELATED	1
JOB RELOCATION	1
JUST HAPPENED UPON	1
JUST HEARD OF IT	1
JUST STOPPED BY EN ROUTE TO SEDONA	1
LITERATURE	1
LIVE HERE BEFORE	1
LIVE IN ARIZONA	13
LIVE IN PHOENIX	5
LIVE IN PHOENIX AREA	1
LIVE IN PHOENIX, EVERYONE KNOWS PRESCOTT	1
LIVE IN SCOTTSDALE	1
LIVE IN SUN CITY WEST, AZ	1
LIVED BEFORE	1
LIVED HERE-'52	1
LIVED HERE	1
LIVED HERE IN AZ	1
LIVED IN ARIZONA	1
LIVED IN AZ IN THE 80'S	1
LIVED IN HILLSIDE	1
LIVED IN PHX	1
LIVED IN PHX 40 YRS	1
LIVING CHURCH OF GOD FEAST SITE	1
LIVING IN AZ FOR 40 YR	1
LOCAL NEWSLETTER	1
LONELY PLANET	2
LOOKED ON MAP	1
LOUSE TRADE	1
MAP-AAA	1
MAP-BIRTHPLACE	1
MAP	7
MAP OF AZ	1
MAPS	1
MAPS & FAMILY	1
MARRIOT MEMBER	1
MARRIOTT HOTEL	1
ME	1
MEETING LOCATION	1
MEETING PLACE	1
MEMBER	1
MOTHER IN LAW	1
MOTHER LIVES HERE	1
MOTHER MOVED HERE 11 YRS AGO	1
MY COMPANY	1

MY JOB	1
MY SON WENT TO COLLEGE @ PRESCOTT COLLEGE	1
MY WIFE	1
NATIVE	3
NATIVE OF PHOENIX	1
NEARBY	1
NIECE	2
NOT FIRST TIME	1
ON LINE	1
ON MAP	1
ON OUR TOUR SCHED	1
ON TOUR W/DANCE COMPANY	1
OUR CHILDREN IN AZ	1
OUR SONS WHO LIVE IN AZ	1
OUTWARD BOUND	1
PARENT	1
PARENTS	3
PARENTS LIVE HERE	2
PARENTS USED TO LIVE HERE	1
PARENTS USED TO LIVE IN PRESCOTT	1
PASSING BY	1
PASSING THROUGH	2
PAST EXPERIENCE	1
PAST RESIDENT	1
PAST VISIT	1
PHOENIX MAGAZINE	1
PHX RESIDENT	1
PHYSICAL ADDRESS	1
POLITICAL RALLY	1
PRESCOTT AREA NEWCOMERS GUIDE	1
PRESCOTT COLLEGE	4
PREVIOUS VISIT	4
PREVIOUS VISITS	1
PREVIOUSLY DROVE THROUGH	1
PRICE LINE	1
PRIOR TRIP	1
PRIOR VISIT	2
RAND MCNALLY MAP	1
RANDOM	1
RANDOM SELECTION	1
REFERAL	1
RELATIVE IN THE AREA	1
RELATIVE LIVES HERE	2
RELATIVE LIVES IN STATE	1
RELATIVE LIVES NEAR	1

RELATIVE LIVING HERE	1
RELATIVE LIVING IN PHOENIX	1
RELATIVES	17
RELATIVES LIVE HERE	4
RELATIVES LIVE IN PRESCOTT	1
RELATIVES WHO ARE IN PRESCOTT	1
RELOCATING USED TO LIVE HERE	1
REPEAT VISIT	1
RESEARCH,TV	1
RESIDED IN AZ IN THE PAST. KNEW ABOUT AREA.	1
RESIDENT	1
RETURNING CUSTOMER	1
RV PARK	2
SCHOOL	2
SEARCH INTERNET	1
SEDONA, FRIEND	1
SIGN ON HW	1
SISTER	1
SISTER MARRIED HERE	1
SOFTBALL	1
SON	2
SON ATTENDS ERAU	1
SON ATTENDS PRESCOTT COLLEGE	1
SON LIVES HERE	1
SON WENT TO ERAU PRESCOTT	1
STAYED BEFORE	1
STAYING SINCE '98	1
SWINGERS WEBSITE	1
TIM HOLTZ	3
TOUR	1
TOUR BOOK	2
TOUR MAP	1
TOURING	1
TOURING AZ	1
TOURISM CENTER	1
TOURIST GUIDE	1
TOURNAMENT	1
TRAVEL	3
TRAVEL BOOK	3
TRAVEL BOOK MOON PUBLISHERS	1
TRAVEL BOOKS	1
TRAVEL GUIDE	2
TRAVEL GUIDEBOOK RESEARCH	1
TRAVEL IN AZ	1
TRAVELBOOK	1

TRAVELING	1
TRAVELING THRU	1
TRAVELING THRU AZ ON PREVIOUS TRIP	1
TREATMENT	1
TSUNAMI	2
TSUNAMI ON THE SQUARE	1
TUCSON LIFESTYLE	1
UNCLE	1
USDA FS, AZ WILDLIFE ACADEMY	1
USED TO LIVE IN PRESCOTT	1
V BALL	1
VACATION	1
VISIT	1
VISIT ON 1991	1
VISIT RELATIVE	1
VISITED	1
VISITED BEFORE	3
VISITING A FRIEND	1
VISITING A RELATIVE	1
VISITING FAMILY	1
VISITING FRIENDS	1
VISITING MOM	1
VISITING RELATIVES	1
VOLLEYBALL	1
WALKING	1
WALKING BY	1
WAS HERE TO VISIT 20 YRS AGO	1
WE WANDER	1
WEB	1
WEDDING	2
WEDDING INVITATION	1
WENT TO NAU YRS AGO	1
WIFE ATTENDS PRESCOTT COLLEGE	1
WORK	23
WORK ON FIRE	1
WORK RELATED	2

**If the Prescott area is not the primary location of your trip what location is?**

SEDONA	61
PHOENIX	56
GRAND CANYON NP	40
SCOTTSDALE	14
PRESCOTT	12
FLAGSTAFF	9
TUCSON	8
LAS VEGAS, NV	6
PRESCOTT VALLEY	4
JEROME	4
COTTONWOOD	4
CALIFORNIA	4
PAYSON	3
TOURING	2
SURPRISE AZ	2
SUN CITY	2
SIERRA VISTA	2
SEDONA/GRAND CANYON	2
SANTA FE, NM	2
SAN DIEGO, CA	2
PARADISE VALLEY	2
MARANA, GRAND CANYON	2
DEWEY	2
COLORADO	2
CHANDLER	2
ZION NP & BRYCE CANYON NP	1
YUMA/MESA	1
YUMA	1
YORBA LINDA, CA	1
YARNELL	1
WORK ON FIRES	1
WINTER SNOWBIRD SOUTHERN ARIZONA	1
WILLIAMS	1
WHOLE AREA, NO. OF PHOENIX	1
WEDDING	1
WE TRAVEL FULL TIME	1
WE SPEND THE WINTER IN AZ-THEN GO HOME TO OR	1
WE LIVE IN PRESCOTT VALLEY	1
WE FULL TIME	1
WE ARE TRAVELLING ALL AROUND	1
WE ARE SIGHTSEEING IN SEDONA	1



WE ARE ON AN AZ ROADTRIP-TAKING A WEEK TO EXPLORE AZ-NO SET DESTINATION	1
WE ARE ON A 7 CITY SUMMER TOUR	1
WE ARE MOVING AROUND THIS AREA	1
VISITING SEDONA-COTTONWOOD-TUCSON	1
VISITED MONUMENT VALLEY	1
VISIT RELATIVE	1
VISIT FRIENDS IN PHOENIX	1
VISIT BROTHER (COTTONWOOD)	1
VARIOUS STOPS	1
VALLEY OF FIRE STATE PARK, NV	1
TUCSON & SEDONA, SIERRA VISTA	1
TUCSON & PHOENIX	1
TOURING IN MODEL T'S	1
TOURING FROM DALLAS FORT WORTH TO VEGAS, NV	1
TOURING ARIZONA	1
TOUR AROUND ARIZONA	1
TOMBSTONE/BISBEE	1
TOMBSTONE-MESA-SELIGMAN	1
TIMS TOYOTA	1
THIS ENTIRE AREA	1
THE U.S.A.	1
THE OPEN ROAD	1
SW TOUR/ROADTRIP	1
STAYING IN MESA; MAY WANT TO BE HERE NEXT WINTER	1
SOUTHERN UTAH-NATIONAL PARKS	1
SOUTH OF CAMP VERDE	1
SITE SEE	1
SEVERAL SMALL TOWNS	1
SEDONA...GRAND CANYON	1
SEDONA, SPRINGDALE UTAH	1
SEDONA, NORTH RIM-BUT NORMALLY	1
SEDONA, G. CANYON	1
SEDONA, FLAGSTAFF, GRAND CANYON, PHOENIX, AND SCOTTSDALE	1
SEDONA REGION	1
SEDONA AREA	1
SEDONA AND TUSAYAN VILLAGE/GRAND CANYON	1
SEDONA & GRAND CANYON	1
SEDONA & GRAND CANYON- ON ROAD TRIP	1
SEDONA & FLAGSTAFF	1
SAN FRANCISCO, CA	1
ROADTRIP FROM FLORIDA	1
ROAD TRIP	1
RIVERSIDE, CA	1

PRESCOTT/PRESCOTT VALLEY	1
PRESCOTT, JEROME, SEDONA, FLAGSTAFF	1
PRESCOTT & SEDONA	1
PRESCOTT & JEROME	1
PRESCOTT & GRAND CANYON	1
POTRERO, CA	1
PLAY GOLF W/FRIEND WHO LIVE IN PHOENIX	1
PINETOP	1
PHOENIX/TOMBSTONE	1
PHOENIX, TUCSON, FLAGSTAFF	1
PHOENIX, SEDONA, PALM SPRINGS	1
PHOENIX, SEDONA	1
PHOENIX, GRAND CANYON, SEDONA	1
PHOENIX VISIT RELATIVES	1
PHOENIX TO LAS VEGAS	1
PHOENIX MESA	1
PEORIA (SPRING TRAINING) & GRAND CANYON	1
PASSING ON MY WAY TO FLAGSTAFF	1
PASADENA, CA	1
PALM SPRINGS, CA	1
ON A 7 CITY SUMMER TOUR W/DANCE COMPANY	1
OATMAN	1
OAK CREEK	1
NORTHWEST FROM PHOENIX	1
NORTHERN CALIFORNIA	1
NORTH RIM-CANYON	1
NORTH DAKOTA	1
NONE, LOOP IN AZ	1
NONE ROUND TRIP	1
NONE	1
NO REAL DESTINATION-NOMADS!	1
NO PRIMARY DESTINATION	1
NO PRIMARY-GREER & ALPINE END DESTINATIONS	1
NM & AZ	1
NEBRASKA	1
N.P.	1
MULTI-VISIT TRIP	1
MONUMENT VALLEY	1
MEXICO	1
MESA	1
LOS ANGELES, CA	1
LOOKING AT PROPERTY	1
LIVE IN PHOENIX	1

LAS VEGAS/GRAND CANYON	1
LAS VEGAS, PHOENIX, LAKE TAHOE	1
LAS VEGAS, GRAND CANYON	1
LAS VEGAS & SEDONA	1
LAS VEGAS & PHOENIX	1
LARAMIE, WY	1
JUST EXPLORING AZ FOR THE WEEKEND	1
JEROME, SEDONA	1
IDAHO	1
HWY 69/89 CIRCLE TRIP FROM PHOENIX	1
GREEN VALLEY	1
GRAND CANYON/MESA	1
GRAND CANYON/LAS VEGAS	1
GRAND CANYON, SUN CITY W., BRYCE, ZION	1
GRAND CANYON, MONUMENT VALLEY, VEGAS, SCOTTSDALE	1
GRAND CANYON SEDONA	1
GRAND CANYON RETURNING	1
GRAND CANYON & SEDONA	1
GRAND CANYON & BRYCE & ZION	1
GRAND CANYON-HONOR DAY	1
GOLF	1
GLENDALE	1
FRIENDS IN SEDONA-RED ROCK	1
FOUNTAIN HILLS	1
FLY/DRIVE CALIFORNIA & ARIZONA	1
FLAGSTAFF/SEDONA	1
FLAGSTAFF/JEROME	1
FLAGSTAFF/G.C.	1
FLAGSTAFF, GRAND CANYON	1
FAMILY IN GILBERT	1
DURANGO, CO	1
DENVER, HAWAII	1
DEATH VALLEY, CA	1
DEAD HORSE RANCH STATE PARK	1
COTTONWOOD VERDE VALLEY TRAIN	1
COPPER CANYON-MEXICO	1
CIRCLE TOUR LAS VEGAS/NORTHWEST AZ/LAS VEGAS	1
CHINO VALLEY	1
CAME TO VISIT OUR FRIENDS	1
CALIFORNIA, TUSCON HERD, FLORIDA	1
BUSINESS W/YRMC	1
BULLHEAD CITY	1
BUCKEYE	1

BRENDA, AZ (NEAR QUARTZSITE)	1
BASKETBALL (ABA)	1
AZ/UTAH	1
AZ-TOURING THE STATE	1
ARIZONA CITY	1
ARIZONA-MANY PLACES	1
AREA-WEST	1
ANTHEM	1
ANAHEIM CA	1
ALBUQUERQUE, NM	1
29 PALMS, CA	1

### Other primary purpose for your trip to the Prescott area

WEDDING	14
POSSIBLE RETIREMENT RELOCATION	11
RELOCATION	5
SOCCER TOURNAMENT	4
POSSIBLE RELOCATION	4
RETIREMENT	3
WORK	2
VOLLEYBALL TOURNAMENT	2
VISITING PRESCOTT COLLEGE	2
SCHOOL	2
RETIREMENT RESEARCH	2
MEDICAL	2
MCCAIN RALLY	2
HOUSE HUNTING	2
HIKING	2
GOLF	2
FIRE CONTRACT	2
WORK AT EMBRY RIDDLE	1
WORK (MONTH)	1
WOMENS RETREAT	1
WINE TASTING	1
WIFE ORIENTATION AT PRESCOTT COLLEGE	1
WEEK AT GUNSIGHT	1
WE LIVE HERE	1
VOLUNTEERING AT CAMP PINE ROCK	1
VISITING SON IN TREATMENT	1
VIKINGS FOOTBALL GAME	1
TRY OUT THE GOLF COURSES	1
TREATMENT FACILITY	1
TRAVEL FULL TIME	1
TRAINING	1
TR. IN PARK FOR REST OF SUMMER	1
TOUR PERFORMANCE	1
TOUR	1
TO SEE THE CANYONS	1
TEACHING @ YAVAPAI COLLEGE	1
SWINGERS/ALTERNATIVE LIFESTYLE PARTY	1
SWAP HOUSES WITH FRIENDS	1
SONS IN LOCAL COLLEGE	1
SON TO COLLEGE	1
SON ATTENDS PRESCOTT COLLEGE	1

SOFTBALL TOURNAMENT	1
SHOWING OUR GRANDSON SOME OF PRESCOTT	1
SHOWING G.D. AROUND	1
SCOTTISH HIGHLAND GAMES	1
RODEO 4TH JULY	1
RELOCATION TO SKULL VALLEY	1
REHAB	1
REAL ESTATE SHOPPING	1
REAL ESTATE	1
PURCHASED LAND	1
PURCHASE HOME	1
POSSIBLY SNOWBIRDING OPTION	1
POSSIBLY MOVE HERE	1
POSSIBLE PURCHASE HOME	1
PHOTOGRAPHY	1
PHOTO CLUB PHOTO SHOOT	1
PERFORMING W/DANCE COMPANY FOR TSUNAMI	1
PERFORMANCE TOUR	1
OVERNIGHT TO PLAN FAMILY REUNION	1
OTL TOURNAMENT	1
ON THE WAY TO OUR CABIN IN THE FOREST OF PRESCOTT	1
MOVING SON'S FURNITURE	1
MOVING FROM CA TO NM	1
MOVING AWAY	1
MOVED FROM CALIF BOUGHT A HOME	1
MOUNTAIN BIKING	1
MOTORHOME TRIP	1
MILITARY	1
METEOR CRATER/GRAND CANYON	1
MARRIAGE	1
LOOKING FOR SECOND HOME	1
LOOKING FOR RENTAL OR FOR SALE PROPERTY	1
LOOKING FOR NEW HOME	1
LOOKING AT BUYING A HOME	1
LOOK FOR PROPERTY	1
LOOK FOR HOME TO RELOCATE	1
LIVE HERE	1
LEARNING MORE ABOUT THE AREA	1
KIDS TO FRIENDLY PINES CAMP	1
JUST MOVED HERE-	1
INSTALL SOLAR PRESCOTT VALLEY	1
HUSBAND IN HOSPITAL	1
HOUSE SITTING	1

HOCKEY TOURNAMENT	1
HISTORY	1
HIGHLAND GAMES	1
HAIR APPOINTMENT	1
GRAND DAUGHTER WEDDING	1
GRADUATION /AF COMMISSIONING	1
GETTING MARRIED	1
FURTHER EDUCATION	1
FUNERAL	1
EYE SURGERY	1
ERAU GRADUATION	1
EMPLOYMENT SEEKING	1
DOCTORING	1
DIVERSION	1
DECIDING ON MOVING TO ARIZONA FOR NEXT WINTER	1
DAUGHTER IN COLLEGE	1
CURIOSITY	1
CONSIDERING RELOCATION	1
CONSIDERING LIVING IN PRESCOTT	1
CONSIDER AREA FOR RETIREMENT	1
COMPETING IN POWER LIFTING MEET	1
COLLEGE VISIT, EMBRY RIDDLE	1
COLLEGE TOURING	1
COLLEGE TOUR	1
COLLEGE STAY WITH DAUGHTER	1
CHURCH RETREAT	1
CHURCH CONVENTION	1
CHOOSING RETIRING LOCATION TO MOVE IN 2-3 YRS	1
CHECKING OUT AREA	1
CHECKING ON SUMMER RENTAL	1
CAR PROBLEMS	1
CAMPING	1
CAME TO SEE THE SOUTHWEST NEVER BEEN	1
BUYING PROPERTY	1
BUYING A HOME	1
BUY A STORE	1
BUY A HOUSE	1
BUSINESS W/O CONFERENCE	1
BUSINESS	1
BULL BASH	1
BUILDING	1
BROTHER AT EMBRY RIDDLE	1
BRING OUR GRANDSON TO ER UNIV.	1

BASKETBALL TOURNAMENT	1
BALL TOURNEY	1
AZ HISTORY	1
ATTEND CATTLEMAN'S AUCTION	1
ART RETREAT	1
ACKER NIGHT	1
ACADEMIC ACTIVITIES	1
8 DAY FESTIVAL FOR LCG, AND TIME AFTER	1



## Other Transportation

US AIRWAYS	4
SOUTHWEST	3
PRIVATE PLANE	3
ALASKA AIR	3
VAN & TRAILER	2
U.S. ARMY	2
MODEL T FORD	2
GOVERNMENT VEHICLE	2
COMPANY AUTO	2
WORK VEHICLE	1
WORK TRUCK	1
WALK	1
TRUCK	1
TRAVEL TRAILER	1
TRAIN	1
TOUR VAN	1
TAXI/LOCAL BUS	1
RUN/WALK	1
RENTED U HAUL	1
PRIVATE AIRPLANE	1
PERSONAL CAR	1
OWN CAR	1
NWA + US AIR	1
MOTORCYCLE	1
MILITARY AIRCRAFT	1
LOTS OF WALKING	1
HOSPITAL VAN	1
HORIZON AIR	1
GOV VEHICLE	1
FRIEND'S CAR	1
DAUGHTERS VEHICLE	1
B.A. FLIGHT	1
AMTRAK TRAIN	1
ALASKA-HORIZON	1
AGENCY VEHICLE	1

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

PRESCOTT	551
PHOENIX	61
SEDONA	57
PRESCOTT VALLEY	40
FLAGSTAFF	20
SCOTTSDALE	18
MESA	13
COTTONWOOD	13
WILLIAMS	12
WICKENBURG	11
CHINO VALLEY	10
SURPRISE	9
CHANDLER	8
LAS VEGAS, NV	7
GRAND CANYON NP	7
PEORIA	5
JEROME	5
SUN CITY WEST	4
SUN CITY	4
LAUGHLIN, NV	4
GILBERT	4
DEWEY	4
TUSAYAN	3
SAN DIEGO, CA	3
LAKE HAVASU CITY	3
KINGMAN	3
CAMP VERDE	3
TOMBSTONE	2
SAN FRANCISCO, CA	2
PAYSON	2
PALM SPRINGS, CA	2
GLENDALE	2
BLYTHE, CA	2
APACHE JUNCTION	2
YUCCA, CA	1
WASHINGTON STATE	1
TUCSON	1
TRUNA, CA	1
TEMPE	1
ST. MICHAELS	1
ST LOUIS, MO	1

SKULL VALLEY	1
SIERRA VISTA	1
SHREVEPORT, LA	1
SANTA ROSA, NM	1
SANTA FE, NM	1
SANTA BARBARA, CA	1
SANTA ANA, CA	1
SAN JOSE, CA	1
SALOME, CA	1
SACRAMENTO, CA	1
RICHFIELD, UT	1
PLACERVILLE, CA	1
OMAHA, NE	1
OGDEN, UT	1
NORTH RIM GRAND CANYON NP	1
NEW YORK CITY, NY	1
MOUNTAIN VIEW, CA	1
MENIFEE, CA	1
LORDSBURG, NM	1
LONG BEACH, CA	1
LITCHFIELD PARK	1
LAS CRUCES, NM	1
KAIBAB NATIONAL FOREST	1
JOSHUA TREE NP, CA	1
HENTAGE LODGE	1
HEMETT, CA	1
GREEN VALLEY	1
GREAT FALLS, MT	1
GOLD CANYON	1
FOUNTAIN HILLS	1
EL MIRAGE	1
DEMMING, NM	1
DEER VALLEY	1
CORONA, CA	1
CORDES JUNCTION	1
CONGRESS	1
CLARKDALE	1
CHICAGO, IL	1
CAREFREE	1
CANADA	1
CAMPGROUND	1
CAMPED OUT	1
BULLHEAD CITY	1

BUCKEYE	1
BOULDER CITY, NV	1
BAGGETT	1
ANTHEM	1
ALBUQUERQUE, NM	1
AHWATUKEE	1
29 PALMS, CA	1

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

PRESCOTT	492
PHOENIX	67
SEDONA	58
PRESCOTT VALLEY	41
FLAGSTAFF	23
SCOTTSDALE	20
COTTONWOOD	11
TUCSON	9
WILLIAMS	8
MESA	8
CHANDLER	8
LAS VEGAS, NV	7
CHINO VALLEY	7
WICKENBURG	6
NOT SURE	6
GRAND CANYON NP	6
SURPRISE	5
GILBERT	5
JEROME	4
CAMP VERDE	4
QUEEN CREEK	3
PEORIA	3
LAUGHLIN, NV	3
FOUNTAIN HILLS	3
DEWEY	3
WINSLOW	2
TEMPE	2
SPRINGERVILLE	2
SIERRA VISTA	2
LITCHFIELD PARK	2
LAKE HAVASU CITY	2
KANAB, UT	2
GREEN VALLEY	2
GLENDALE	2
CORDES JUNCTION	2
BULLHEAD CITY	2
BLYTHE, CA	2
ANTHEM	2
VAIL, CO	1
TUSAYAN	1
SUN LAKES	1

SUN CITY WEST	1
SUN CITY	1
SKULL VALLEY	1
SAN DIEGO, CA	1
QUEEN VALLEY	1
PEEPLER VALLEY	1
PAYSON	1
PALM SPRINGS, CA	1
PALM DESERT, CA	1
ORO VALLEY	1
ORLANDO, FL	1
OMAHA, NE	1
NOT SURE	1
MORAGA, CA	1
MEXICO	1
METRO PRESCOTT AREA (BLESSING RETREAT)	1
MAYER	1
MALIBU, CA	1
LOS ANGELES, CA	1
LAS CRUCES, NM	1
KINGMAN	1
INDIO, CA	1
HUNTINGTON BEACH, CA	1
HOLBROOK	1
GREAT FALLS, MT	1
ENCINITAS, CA	1
DENVER, CO	1
CONGRESS	1
CLARKDALE	1
CASA GRANDE	1
CAREFREE	1
CAMPING NEARBY	1
CALIFORNIA	1
BUCKEYE	1
BOUSE	1
BOSTON, MA	1
APACHE JUNCTION	1
ANTHEM/PHOENIX	1
29 PALMS, CA	1

## Other expenditures

COMPANY PAYS	3
WHISKEY ROW	2
MISC	2
GIFTS	2
ENTERTAINMENT	2
DON'T KNOW	2
BEER	2
YARD/GARAGE SALES	1
YARD SALE	1
WHO KNOWS	1
WHATEVER	1
WE PACKED OUR LUNCH SO WILL NOT EAT OUT	1
WE JUST GOT HERE	1
VARIES-A LOT!	1
UNSURE	1
UNKNOWN	1
UNKNOWN-TRAVELING W/A TEAM	1
SOUVENIR, CLOTHING	1
SOUVENIERS \$200	1
SHOPPING	1
SHOPPING-FOOD-GAS-ENTERTAINMENT	1
RESTAURANT 50.00	1
PRESCOTT DOWNTOWN ATHLETIC CLUB	1
PERSONAL ITEMS	1
PERSONAL EXPERIENCE	1
PERSONAL EXPEN.	1
PD \$150.00 FOR THE TRIP	1
NOT SURE	1
N/A	1
MISCELLANEOUS	1
MISC. EXPENSES	1
MEALS	1
MASSAGE	1
MAIL OF BUSINESS MATERIALS ETC	1
LOTS	1
JUST ARRIVED	1
INCIDENTALS	1
I CANNOT DRIVE (INJURIES)	1
HOTEL GRATUITIES	1
HOTEL COMPENSATED/FOOD: \$100	1
HONDA DEALER SERVICE	1

GOLF	1
GARAGE SALE/GOODWILL	1
FURNISH APT	1
FOOD	1
FINGERS & TOES	1
EYE CARE	1
EXPENSES FOR AN ELDERLY AUNT WE'RE VISITING	1
EMERGENCY GOODS	1
DRINKS, SNACKS	1
COPIES	1
COMPANY PURCHASES	1
BOOKS DR HAWKINS	1
BOOK, MAGAZINES, SNACKS, PAPERS, STUFF	1
BABY ACCESSORIES	1
Total	65



## Attending a special event, performance, concert or festival

RODEO	4
MUSIC	4
CONCERTS	4
CONCERT	4
TSUNAMI	3
TSUNAMI ON THE SQUARE	2
TIM HOLTZ HOLIDAY HIDEAWAY	2
STEEL DRUM CONCERT	2
MCCAIN RALLY	2
HOCKEY GAME	2
X-MAS LIGHTS	1
WOMEN'S RETREAT	1
WHEN I SEE ONE LISTED	1
WHATEVER IS AVAILABLE	1
WESTERN COLLECTIBLES AUCTION	1
WESTERN ART SHOW	1
WEDDING	1
WE ATTEND PLAYS & SPECIAL PERFORMANCES WHILE VISITING PRESCOTT. IF IT COINCIDES W/OUR VISIT TIMES	1
VISITING DAUGHTER IN COLLEGE	1
VISITING	1
VETERANS & PUBLIC SVC	1
VARIOUS	1
TSUNAMI, THE RAVEN	1
TRAINING	1
TOUR	1
TIMS TOYOTA CENTER	1
TIM HOLTZ HOLIDAY HIDEAWAY	1
THURSDAY NIGHT CONCERT IN PARK	1
THIS FESTIVAL	1
THEATRE, MUSIC	1
THEATRE	1
THEATRE-CLASSICAL MUSIC-JAZZ	1
THEATER, MUSIC	1
SYMPHONY/CHORAL, XMAS PAGEANTS	1
SYMPHONY, BLUES, THEATRE	1
SYMPHONY, FINE ARTS CENTER	1
SWINGERS PARTY	1
STREET MARKETS	1
SPRING TRAINING BASEBALL	1
SOCCER TOURNEY	1

SHOWS DOWNTOWN	1
RODEO/MUSIC CONCERT/ARTS & CRAFTS FESTIVAL	1
REPUBLICAN PRESIDENTIAL RALLY	1
RENAISSANCE/CERTAIN MUSIC	1
RAW SPIRIT FESTIVAL	1
QUILT SHOWS	1
PRESCOTT JAZZ CONCERT	1
PRESCOTT	1
PLAYS, CONCERT	1
PHOTOGRAPHY THIS TRIP	1
PHOENIX WENT TO OCT. FEST.	1
PHOENIX MARATHON	1
PERFORMANCE	1
PAI FESTIVAL	1
OUTDOOR THEATRE/MOTORCYCLE EVENT	1
OUTDOOR CONCERT	1
NOTHING HAPPENING	1
NOT SURE	1
NFR	1
NATIVE INDIAN FLUTE CONCERT	1
NATIVE AMERICAN GATHERINGS	1
NATIVE AMER. CRAFTS ART	1
MUSIC, THEATER	1
MUSIC, STAGE	1
MUSIC FESTIVAL	1
MUSIC-LIVE	1
LOVE BLUEGRASS	1
LOVE ART FESTIVALS	1
LOCAL EVENTS	1
LIVE SHOW	1
LIPIZZANER SHOW	1
LIKE FESTIVALS	1
LECTURE (DR. HAWKINS) AT Y. COLLEGE	1
KILLER BEE HOCKEY	1
JAZZ CONCERT	1
INDIAN ARTS SHOW	1
INDIAN ART FESTIVAL	1
IN COURTHOUSE PLAZA	1
IF WE KNOW IN ADVANCE	1
HORSE TRACK	1
GINGERBREAD HOUSES, COURTHOUSE LIGHTING	1
GAMMAGE	1
GALLERIES, HIKING	1

FESTIVAL OF LIGHTS	1
FESTIVAL & CONCERT	1
FESTIVAL	1
FAMILY HOLIDAY TOGETHER	1
FAMILY	1
FAIRS, FESTIVALS	1
FAIRGROUND EVENTS IN PRESCOTT VALLEY	1
FAIR	1
EVENTS IN PARK AT NIGHT PRESCOTT	1
EMBRY RIDDLE VOLLEYBALL	1
ELDERHOSTEL/GRAND CANYON	1
EASTER SERVICE @ CHURCH	1
DR HAWKINS SEMINAR	1
CRAFT SHOW	1
CRAFT FARE	1
CRAFT FAIR	1
COWBOY SHOWS	1
COWBOY POETS	1
COWBOY POETRY EVENT	1
COURTHOUSE LIGHTING	1
COURTHOUSE EVENTS	1
COURT HOUSE EVENT	1
CONFERENCES, CONCERTS	1
CONCERTS/PLAYS	1
CONCERTS, MUSIC	1
CONCERTS-PLAYS	1
CONCERT OR RODEO	1
CONCERT IF AVAILABLE	1
CONCERT & FESTIVAL	1
CHURCH RETREAT	1
CHRISTMAS LIGHTS	1
CHRISTMAS LIGHTING & DISPLAYS	1
CHRISTMAS LIGHTING	1
CHRISTMAS FESTIVAL	1
CHEER COMPETITION	1
CHANNELLING SESSION	1
CATALIA	1
CAR SHOWS	1
BULL BASH	1
BIRDING	1
AZ REVUE	1
AUCTION	1
ARTS/CRAFTS ON THE SQUARE	1

ARTS & CRAFTS FAIR	1
ART SHOWS/CRAFTS SHOWS	1
ART OPEN STUDIOS	1
ART FESTIVAL/CULTURE/CONCERTS	1
ART FESTIVAL, BLUES MUSIC IF ONE WERE GOING ON	1
ART FESTIVAL PRESCOTT	1
ART FESTIVAL	1
ART & WINE FESTIVAL CAREFREE	1
ART & CRAFT FAIR, POWER LIFTING MEET	1
ARIZONA JAMBOREE	1
ANYTHING IN TOWN	1
ANY PERFORMANCE/CONCERT/FESTIVAL	1
ANY OF THE ABOVE	1
ANY LOCAL ENTERTAINMENT	1
ANTIQUES	1
ANTIQUE	1
ALL THE ABOVE	1
ALL	1
AKER MUSIC FESTIVAL	1
AIRPLANE MEETING	1
ACKER NIGHT	1
ACKER FESTIVAL	1
ACKER FEST/CONFERENCE	1
ACKER FEST	1
3A EAST VOLLEYBALL TOURNEY	1
37 POSTCARDS	1

**Other activity**

SIGHT SEEING	3
WORK	2
WHISKEY ROW	2
VISITING FRIENDS	2
ROCKHOUDING	2
HORSEBACK RIDING	2
WRESTLING TOURNEY	1
WENT TO MOVIES. WE DON'T DO THAT MUCH AT HOME.	1
WEDDING	1
WE LOVE THE CLIMATE & THE FORESTS	1
VOLLEYBALL TOURNAMENT EMBRY UNIVERSITY	1
VISITING WITH FAMILY	1
VISITING W/FRIENDS	1
VISITING FAMILY & GRANDCHILD'S ORME SCHOOL	1
VISITING FAMILY	1
VISIT IS STRICTLY FOR BUSINESS	1
VISIT FRIENDS	1
VISIT FAMILY	1
TRAIN RIDE TO G.C.	1
TOWN TOUR OLD BUILDINGS	1
TOURING WHEN ABLE	1
TOURING AREA ROADS	1
TOUR HISTORIC HOMES	1
TIM HOLTZ HOLIDAY HIDEAWAY	1
THERAPEUTIC OUTING FROM MVRRH	1
TENNIS	1
SWINGERS PARTY	1
SPENDING THE NIGHT	1
SOFTBALL	1
SITE SEEING	1
SCENIC TOURS	1
RIDING	1
RESTAURANTS	1
RELOCATION TO PRESCOTT	1
RELOCATION FAMILARIZATION	1
RELAXING IN THE COOL PINES	1
RELAX	1
POTTERY/WEAVING/ART CLASSES	1
PHOTOGRAPHY	1
PHOTOGRAPHING WILDLIFE	1
OUTDOOR CONCERTS	1

OFF ROADING; LOVE THE PRESCOTT ANIMAL SANCTUARY (ZOO)	1
NATIONAL & STATE PARKS	1
MOTORCYCLE TOURING	1
MOTORCYCLE RIDES THROUGH STATE LANDS	1
MEET W/REALTOR FOR A DAY	1
LOOKING FOR REAL ESTATE	1
LOOKING AT RETIREMENT PLACES	1
LOOKING AT BUYING A NEW HOME	1
LOOKING @ FOR SALE/RENTAL PROPERTY	1
KIDS STUFF	1
JUST LOOKIN AROUND	1
JULY 4TH PARADE	1
HORSE RACING	1
HIGH SCHOOL GRADUATION-PHS	1
HERITAGE MUSEUM SMOKI & PHIPPEN MUSEUMS	1
HERE TO SPEND TIME W/95 YR OLD	1
HARLEY DAVIDSON STORE	1
GUNSIGHT COURSE	1
GRAND CANYON TOUR	1
GRADUATE SCHOOL COLLOQUIUM	1
GEMINID METEOR SHOWER	1
FLIGHT SERVICE STATION	1
FIREFIGHTING	1
FARMER'S MARKET	1
FAMILY VISIT	1
FAMILY TIME	1
ENVIRONMENTAL ACTIVITIES	1
EMBRY RIDDLE VOLLEYBALL	1
EMBRY RIDDLE ORIENTATION	1
DUMPSTER DIVING	1
DOG PARKS	1
DIRT BIKING	1
DAUGHTER IN COLLEGE	1
COURTHOUSE ACTIVITIES	1
CIRCUS CAMP/FLAGSTAFF PERFORMANCE	1
CIRCUS CAMP	1
CHURCH RETREAT	1
CHURCH	1
CHRISTMAS LIGHTS	1
CHECK OUT COMMUNITY	1
BUSINESS	1
BIRDING	1
ATTENDED A WEDDING	1

ARIZONA REVUE	1
AREA RESTAURANTS & COFFEE	1
ARCOSANTI	1
ANTIQUING	1
ANTIQUE SHOPS	1
ANTIQUE SHOPPING	1

## Other attractions visited

NONE	7
WHISKEY ROW	5
GRAND CANYON	4
WATSON LAKE	3
PRESCOTT COLLEGE	3
ERAU	3
EMBRY RIDDLE	3
VERDE VALLEY TRAIN	2
PRESCOTT PINES CAMP	2
JUST ARRIVED	2
YAVAPAI RESERVATION	1
WICKENBURG	1
WEDDING	1
WATSON LAKE, LYNX LAKE	1
WALMART	1
WALKING TOUR	1
VICTORIAN HOUSE	1
VICTORIAN HOME	1
UNK	1
THUMB BUTTE, PETRO CLIFFS	1
THUMB BUTTE	1
STONE RIDGE GOLF	1
SOFTBALL	1
SOCCER TOURNEY	1
SHOPPING, RESTING EATING	1
SCHOOL DISTRICT	1
ROCK CLIMBING/HIKING	1
PRESCOTT VA	1
PRESCOTT HIGH SCHOOL	1
PIONEER PARK	1
PEA VINE/ANTIQUA STORES	1
PAWNE & IRON KING TRAILS	1
OAK CREEK CANYON, WET BEAVER CREEK	1
NURSING HOME	1
NOT SURE	1
NONE THIS VISIT	1
MILLER VALLEY SCHOOL	1
MATTS SALOON	1
MARK HINES STUDIO	1
LYNX LAKE	1



LYNX & WATSON LAKES	1
LOOKING FOR R.E.	1
LOCAL BRIDGE TOWN	1
LECTURE	1
JUST GOT HERE	1
JEROME	1
HOUSE HUNTING	1
HOSPITAL	1
HISTORIC HOMES	1
HASSAYAMPA GOLF CLUB	1
HASSAYAMPA GOLF	1
GRANITE MT. BASIN/GRANITE DELLS	1
GOV MANSION	1
GOLFING	1
GOLF	1
GALLERIES	1
FARMERS MARKET THUMB BUTTE	1
FARMERS' MARKET	1
EMERY RIDDLE	1
EMBRY RIDDLE UNIVERSITY	1
EMBRY RIDDLE UNIV.-PRESCOTT	1
EMBRY RIDDLE AERO UNIV	1
DON'T KNOW-WHATEVER TIME PERMITS WANT TO STROLL OLD PART OF TOWN.	1
COLLEGE & OTHERS-STILL LOOKING	1
CHAMBER OF COMMERCE	1
CAMP VERDE TRAIN	1
BUSINESS	1
BAR	1
ART GALLERIES-PRESCOTT & JEROME MINING MUSEUM/SEDONA	1
ARCOSANTI	1
ANTIQUES	1
ANTELOPE GOLF COURSE	1

**Please describe your experience in a few words**

(THUS) LAST NIGHT WHISKEY ROW WAS TOO LOUD

1ST TIME-NOT MY LAST-ALREADY PLANNING NEXT YEAR.

3RD YEAR HERE, WONDERFUL OPEN ARMED COMMUNITY

A BIT CHILLY-

A GREAT GET-A-WAY FROM THE VALLEY

A GREAT UNIQUE DAY. ANOTHER AZ GEM

A NICE GET-A-WAY FROM THE SUMMER HEAT

A VERY NICE PLACE WITH LOTS TO DO.

A VERY PLEASANT EXPERIENCE. VERY FRIENDLY ATMOSPHERE

A VERY WESTERN EXPERIENCE-VERY EXCITING

A WHOLE NEW EXPERIENCE

A WONDERFUL BEAUTIFUL PLACE TO VISIT

A WONDERFUL EXPERIENCE

ABSOLUTELY BEAUTIFUL AREA

ABSOLUTLY AMAZING & BEAUTIFUL

ALL PLUS FOR RELOCATION

ALWAYS ENJOY OUR MANY RETURN TRIPS

ALWAYS ENJOY PRESCOTT-MUCH TO SEE & DO.

ALWAYS LOVE GETTING AWAY FROM PHX AND HEADING UP HERE. BRING NEW PEOPLE NEARLY EVERY TIME AND THEY USUALLY LOVE IT & RETURN.

ALWAYS NICE HERE

ALWAYS, LOVE COMING HERE: WANTED TO SHOW KIDS

AMAZING

AWESOME

AWESOME

BEAUTIFUL

BEAUTIFUL

**Please describe your experience in a few words...continued**

BEAUTIFUL & HISTORIC PLACE

BEAUTIFUL AND FRIENDLY SMALL-TOWN EXPERIENCE

BEAUTIFUL AREA

BEAUTIFUL AREA

BEAUTIFUL AREA, BUT COLD, WINDY FOR COLLEGE SOCCOR GAME. WONDERFUL DOWNTOWN, MUSEUMS, DOCENTS.

BEAUTIFUL AREA, HISTORIC

BEAUTIFUL AREA. MANY PEOPLE NEED BETTER DRIVING SKILLS. WE WITNESSED 3 CAR ACCIDENTS DUE TO UNSAFE DRIVING MANUVERS, PEOPLE PULLING OUT DIRECTLY IN FRONT OF OTHERS.

BEAUTIFUL CITY

BEAUTIFUL COUNTRY, FRIENDLY PEOPLE. TOO BAD WEATHER WAS COLD & WINDY

BEAUTIFUL DOWNTOWN-FRIENDLY PEOPLE

BEAUTIFUL HISTORIC TOWN

BEAUTIFUL ROOM AND AREA

BEAUTIFUL SCENE (CITY) PERFECT PLACE TO RELAX FROM THE BIG CITY.

BEAUTIFUL SCENERY & HOSPITALITY

BEAUTIFUL SCENERY , GREAT WEATHER, FRIENDLY PEOPLE

BEAUTIFUL SCENERY ON OUR HIKE TO GRANITE DELLS (PEAVINE TRAIL)

BEAUTIFUL SERENE

BEAUTIFUL SO FAR

BEAUTIFUL TOWN & GREAT HOTEL!

BEAUTIFUL WEATHER, GREAT EXPERIENCE!

BEAUTIFUL WEATHER, WONDERFUL TIME

BEAUTIFUL!

BEAUTIFUL!

BEAUTIFUL! I WOULD LOVE TO LIVE HERE.

BEAUTIFUL, GREAT WEATHER, FRIENDLY PEOPLE

**Please describe your experience in a few words...continued**

BEAUTIFUL, INSPIRING, WELCOMING, WORTHWHILE

BEAUTIFUL, RELAXING, NICE PEOPLE, CUTE TOWN, A GREAT PLACE TO LIVE

BEAUTIFUL-LOOKING FOR SUMMER RESIDENCE

BEEN HERE BEFORE X4 TIMES

BEST PART SO FAR, FREINDLY PERSONABLE PEOPLE.

BREATHTAKI LIVELY FRIENDLY ENVIRONMENTAL

BRIEF VISIT TO CHECK TOWN OUT FOR NEXT YEAR.

BROUGHT OUR GRANDSON TO SEE PRESCOTT & AT 17 YRS OLD HE WASN'T TOO EXCITED THOUGH HE LEARNED A BIT OF HISTORY. PERSONALLY, LOVED IT.

BUSINESS

CAME FOR THE DAY. VERY NICE AREA WITH AN INTERESTING DOWNTOWN

CAME TO LOOK AT LIGHTS AND REALLY ENJOYED THE SNOW.

CAME TO MEET FRIENDS WHO ESCORTED US AROUND LOCAL PLACES OF INTEREST AS THEY ARE LOCAL RESIDENTS WHO HAVE VISITED US IN THE PAST

CAME TO PERFORM, WONDERFUL PEOPLE, BEAUTIFUL CITY, TREMENDOUS NATURE.

CHAMBER HELPFUL

CHAMBER IS FIRST STOP

CHAMBER OF COMMERCE VERY HELPFUL IN ANSWERING OUR QUESTIONS RE: SUMMER LODGING

CHAMBER OF COMMERCE, DINING, SHOPPING

CHARMING TOWN TO VISIT SON

CHECKING W/DOCTORS. HELPING PEOPLE AT FED X, HOTEL, RESTAURANTS

CLEAN & NEAT-NICE WEATHER

CLEAN AIR, BEAUTIFUL SCENERY

CLEAN FRESH AIR GOOD HIKING

CLEAN, GOOD WEATHER, GOOD W/PETS, FRIENDLY PEOPLE

CLEAN,SAFE TO WALK @NIGHT

CLEAN-RESIDENTS ARE ATTENTIVE TO VISITORS

**Please describe your experience in a few words...continued**

COMFORTABLE, FRIENDLY LIKED CHRISTMAS DECORATIONS ON WHISKEY ROW + CITY HALL

COMMUNITY GREAT LODGING OK

COOL

COOLER THAN HOME AND A WONDERFUL EXPERIENCE

DELIGHTFUL/VERY COST/FAMILY FRIENDLY-THANK YOU!

DEVINE

DIFFICULTY FINDING ADDRESS FOR BUILDINGS. OTHERWISE, VERY INTERESTING CITY!

EASY TO GET AROUND, FRIENDLY PEOPLE, NICE SIZE TOWN

ENJOY COMING HERE-VERY WELCOMING

ENJOY HISTORIC EXHIBIT & TOURS

ENJOY THE RELAXING ATMOSPHERE AND THE ABILITY TO GET TO THINGS QUICKLY CUUD,.L,, -

ENJOY THE WEATHER, ACTIVITIES, PEOPLE

ENJOY WALKING ABOUT

ENJOYABLE

ENJOYABLE AND FRIENDLY

ENJOYABLE CLIMATE, HISTORY, CULTURAL INFO

ENJOYABLE HISTORIC COMMUNITY

ENJOYABLE, PEACOCK RESTAURANT HAS WONDERFUL FOOD

ENJOYABLE, PICTURESQUE TOWN

ENJOYED THE FRIENDLY ATMOSPHERE

ENJOYED THE OLD HOUSES & STRUCTURES

ENJOYED THE SCENERY & SMALL TOWN ATMOSPHERE

ENJOYED VISITING HUSBAND BIRTH PLACE

ENJOYING A GET-AWAY TO FRESH MOUNTAIN AIR, HISTORY, & RELAXATION. GREAT WEATHER.

ENLIGHTENING

EVERYONE IS SO FRIENDLY HERE!

EVERYONE IS VERY FRIENDLY

**Please describe your experience in a few words...continued**

EVERYONE WE MET WERE VERY NICE

EXCELLENT

EXCELLENT

EXCELLENT SERVICE AT HOTEL (SH BY MARIOTT)

EXCEPT FOR LAST NIGHT AT THE PALACE. THE WAITRESS WAS GRUMPY & RUDE. THEY ALL SAT AT THE COUNTER NOT HELPING & THE ONE GUY KEPT PLAYING WITH HIS PHONE. WE WILL NOT GO BACK THERE HOWEVER THE MUSIC WAS GOOD.

EXITING, BUSY, RELAXING

EXPERIENCE WAS GOOD!

EXTREMELY NICE LANDSCAPES

EXTREMELY PLEASANT & EDUCATIONAL COUNTRY IS BEAUTIFUL

FAMILY VISIT WITHOUT MANY PLANNED ACTIVITIES

FANTASTIC

FANTASTIC

FANTASTIC

FANTASTIC BEAUTY

FIRST DAY, BUT LOVELY

FIRST EXPERIENCE HAS BEEN AT THE CHAMBER OF COMMERCE AND THEY HAVE BEEN GREAT

FIRST IMPRESSIONS ARE VERY POSITIVE. ALOHA SPIRIT EXISTS.

FIRST TIME HERE, CAME TO VISIT MY DAUGHTER, ENJOYED DOWNTOWN, WATSON LAKE, CASINO

FOUND THE TOWN OF PRESCOTT TO BE VERY ATTRACTIVE AND THE FOLKS I MET QUITE FRIENDLY. ATE AT BIN 23-TERRIFIC PLACE. SPRINGHILL SUITES WAS EXCELLENT.

FRESH AIR, COOLER, GOOD FOOD, LOVE FOREST

FRIENDLY & BEAUTIFUL PLACE

FRIENDLY & CASUAL

FRIENDLY & FUN

FRIENDLY FEELS SAFE BEAUTIFUL AREA

FRIENDLY PEOPLE

**Please describe your experience in a few words...continued**

FRIENDLY PEOPLE & VERY CONSIDERATE

FRIENDLY PEOPLE, BEAUTIFUL SCENERY, GREAT PLACE TO VISIT. GREAT ACCOMODATIONS. WILL RECOMMEND HIGHLY.

FRIENDLY PEOPLE, GREAT WEATHER, GREAT FOOD MANY OUTDOOR ACTIVITIES REFRESHING TRIP.

FRIENDLY PEOPLE, INTERESTING HISTORY AND NATURAL HISTORY

FRIENDLY PEOPLE, MEMORIES RELIVED OF HISTORICAL" ITEMS USED AS CHILDREN

FRIENDLY PEOPLE-ESP. COMFORT INN. WONDERFUL INTERPRETER AT GOVERNORS' MANSION

FRIENDLY SMALL TOWN & NO TRAFFIC

FRIENDLY TOWN

FRIENDLY VOLUNTEERS

FRIENDLY, AS EXPECTED. GOOD CHOICES FOR RESTAURANTS. 8 DAYS OF MEETING AT QUALLITY INN WAS TOP QUALITY. LOCAL TRAILS HARD TO FIND/FOREST TRIALS EASIER TO FIND.

FRIENDLY, GREAT SHOPPING

FUN & EXCITING

FUN AND THERES LOTS TO DO

FUN EXPERIENCE

FUN TO LOOK AROUND

FUN!!

FUN, BEAUTIFUL AND RELAXING

FUN, RELAXED

FUN/MUCH MORE PLEASANT THAN PHOENIX

FUNNY, LOST, AWESOME, LOVE

GOLF WAS GREAT. WHISKEY TRIAL-JUST FUN

GOOD

GOOD

GOOD

GOOD

**Please describe your experience in a few words...continued**

GOOD FACILITIES, GREAT SCENERY, FRIENDLY PEOPLE

GOOD HIKING

GOOD OVERNIGHT STAY. DECENT AREA AND FRIENDLY PEOPLE

GOOD SIZE

GOOD TIMES VISITING INTERESTING PLACES

GOOD WEATHER, SMALL TOWN, NICE PEOPLE

GOOD!

GREAT

GREAT

GREAT

GREAT

GREAT

GREAT

GREAT

GREAT

GREAT

GREAT

GREAT

GREAT

GREAT AREA (TO MUCH ROAD CONST.)

GREAT CHANGE OF PACE FROM TUCSON-LOVELY DOWNTOWN

GREAT CLIMATE, FRIENDLY PEOPLE, SMALLER COMMUNITY

GREAT GREAT GREAT

GREAT HOTEL & SHOPPING GOOD FOOD NICE FOLKS

GREAT LODGING AND SERVICE

GREAT MIX/DIVERSITY OF CULTURE. RICH HISTORY.

GREAT MUSEUM



**Please describe your experience in a few words...continued**

GREAT OUTDOOR ACTIVITIES-EXCELLENT CENTRAL LOCATION FOR MOUNTAIN BIKING

GREAT PEOPLE ARE VERY FRIENDLY

GREAT PLACE

GREAT PLACE TO OVERNIGHT WHILE TOURING ON MOTORCYCLES

GREAT PLACE TO VISIT!

GREAT PLACE, LOTS OF EVENTS TO COME BACK FOR, COOL WEATHER

GREAT PLACE. INTERESTING PEOPLE. AT TIMES BIZARRE, BUT CLEARLY THEY FEEL THE SAME WAY.

GREAT PLACE-WONDERFUL PEOPLE

GREAT SHOPS & WEATHER

GREAT TO BE HERE!

GREAT TO CATCH UP WITH ARIZ HISTORY!

GREAT TO SEE PRESCOTT LOOKING GOOD AFTER 40 YR ABSENCE.

GREAT TOWN

GREAT TOWN; LOTS TO SEE; ENJOYED VISITING MY FRIENDS

GREAT VACATION

GREAT VACATION

GREAT VACATION

GREAT VISIT LOTS OF THING TO DO

GREAT VISIT TO AREA

GREAT WEATHER & HISTORIC DOWNTOWN

GREAT WEATHER CLEAN CITY & AIR

GREAT WEATHER, BEAUTIFUL SCENERY

GREAT WEATHER. RELAXING

GREAT WEATHER/GREAT PEOPLE

GREAT!

GREAT!

GREAT, FRIENDLY, LOTS TO SEE

**Please describe your experience in a few words...continued**

GREAT, WE WILL BE BACK TO SPEND MORE TIME & SEE MORE SITES.

GREAT. DRUNKEN. MEMORABLE

GREAT-EVERYTHING

GREAT-I WOULD LIKE A SECOND HOME HERE!

GREAT-VERY NICE SOCIETY

GREAT-WEATHER

HAD A GOOD TIME. A LITTLE COLD AT NIGHT

HAD A GREAT TIME & ENJOYED THE STAY IN PRESCOTT

HAD A VERY INTERESTING TIME

HAD FUN

HAVE ALWAYS LOVED THE PRESCOTT AREA

HAVE BEEN HERE MANY TIMES FAMILY LIVES HERE

HAVEN'T BEEN HERE LONG ENOUGH

HAVEN'T EXPLORED YET

HAVEN'T HAD THE EXPERIENCE YET JUST GOT HERE LOOKS GOOD

HERE FOR BUSINESS, LITTLE TIME TO EXPLORE AREA

HERE FOR BUSINESS, OUT TO EAT IN THE EVENING. PEOPLE ARE FRIENDLY, SERVICE IS GOOD.

HISTORICAL LANDMARK

HOTEL WAS EXCELLENT, FESTIVITIES WERE GREAT, FOOD WAS GOOD EXCEPT WITH ONE PARTICULAR RESTAURANT THAT DID NOT SERVE WELL.

HOTEL/RESTAURANT STAFF ARE VERY HELPFUL AND FRIENDLY

HOTEL-DINING WITHIN WALKING DISTANCE-POLITICAL VALLEY W/I WALKING DISTANCE. GOOD EXPERIENCE WITH ALL!

I AM DELIGHTED WI/HISTORICAL & CULTURAL QUALITY OF MY VISIT

I AM IN A LOW-RESIDENCY GRADUATE PROGRAM

I AM LOOKING FORWARD TO OUR WALKING TOUR. WE HAVE LOVED THE AREA.

I AND MY FAMILY VISITED THE PRESCOTT NUMEROUS TIMES OVER THE PAST 20 YEARS AND HAVE COME TO REALLY LOVE THE AREA.

**Please describe your experience in a few words...continued**

I CAME TO SPEND A WEEKEND AWAY FORM HOME

I DIDN'T REALIZE THERE WAS AS MUCH HISTORY HERE AS THERE IS

I FEEL AT HOME IN PRESCOTT

I HAVE ALWAYS LIKED PRESCOTT

I HAVEN'T BEEN HERE LONG ENOUGH TO RATE IT YET. I'VE BEEN HERE LESS THAN 24 HOURS.

I JUST COME IN AND OUT FOR WORK BUT ITS A NICE PLACE.

I LIKE IT HERE SO MUCH, I MOVED TO SKULL VALLEY FROM NYC

I LIKE IT!

I LOVE IT HERE! DOWNTOWN IS GREAT. PEOPLE ARE VERY NICE & IT IS BEAUTIFUL. ONLY REQUEST IS MORE WIRELESS ACCESS DOWNTOWN

I LOVE THE AREA WITH THE EXCEPTION OF THE AGRESSIVE, ANGRY MOTORIST RND4MST

I LOVED IT HERE IN PRESCOTT! ITS FULL OF ART AND CULTURE AND SEDONA IS BEAUTIFUL!

I THOUGHT OUR HOTEL WAS AWESOME. THE FOOD, RESORTS, AND MOUNTAINS WERE VERY COOL. UNLIKE WHERE WE ARE FROM.

IF IT WASN'T COLD IN WINTER WE WOULD LIVE HERE

I'M ACTUALLY JUST PLANNING MY MORNING

IMPRESSED WITH ART & HISTORICAL BUILDINGS, FRIENDLY PEOPLE, THANKS

IMPRESSED WITH PRESENT WEATHER AND SCENIC VIEWS OF ENTIRE AREA.

INFORMATIVE

INTERESTING

INTERESTING

INTERESTING

INTERESTING AREA, MANY ACTIVITIES

INTERESTING COWBOY HISTORY

INTERESTING HISTORY

INTERESTING TOWN-GROWTH EAST OF TOWN NOT WELL PLANNED

INTERESTING, BEAUTIFUL, FUN

**Please describe your experience in a few words...continued**

IS GOOD

IT TRULY HAS A HOMETOWN FEELING IN PRESCOTT

IT WAS A WEDDING

IT WAS AS WONDERFUL AS I HAD ANTICIPATED.

IT WAS ENJOYABLE

IT WAS GREAT

IT WAS VERY INTERESTING

IT'S A BEAUTIFUL AREA

IT'S A BEAUTIFUL TOWN & I ENJOYED VISITING

IT'S A BEAUTIFUL, RELAXING EXPERIENCE IN THE DESERT. LOVELY.

IT'S ALWAYS SO NICE HERE.

IT'S BEEN FINE SO FAR

ITS JUST A BEAUTIFUL, LAID BACK AREA

ITS SUCH A WONDERFUL PLACE I WISH I COULD LIVE HERE

JUST ARRIVED

JUST ARRIVED

JUST ARRIVED

JUST ARRIVED

JUST ARRIVED

JUST ARRIVED

JUST ARRIVED BUT LOOKS GREAT

JUST ARRIVED IN TOWN SO CAN'T ANSWER YET

JUST ARRIVED LAST NIGHT. INTERESTING & FRIENDLY TOWN

JUST ARRIVED LATE LAST NIGHT-SO FAR, SO GOOD!!

JUST ARRIVED LESS THAN AN HOUR AGO. LIKE IT SO FAR. TOO SOON TO RATE.

JUST ARRIVED LOOKS LIKE A VERY NICE TOWN

JUST ARRIVED- THIS IS OUR FIRST STOP

**Please describe your experience in a few words...continued**

JUST ARRIVED TODAY TO LOOK AT REAL ESTATE FOR INVESTMENT AND/OR RELOCATION. GREAT TOWN-HELPFUL STAFF HERE.

JUST ARRIVED!

JUST ARRIVED, SO FAR VERY SATISFIED

JUST ARRIVED. LOOKS CLEAR AND FOLKS FRIENDLY

JUST ARRIVED-1ST STOP

JUST ARRIVED-APPEARS LOVELY THOUGH

JUST ARRIVED-ENJOY THE QUAIN, WELL KEPT BUILDINGS

JUST ARRIVED-NO OPINION YET!

JUST CAME INTO TOWN SO I START HIGH AND DEDUCT FOR FAU PAS

JUST CAME UP FOR THE NIGHT TO BEAT THE HEAT IN THE VALLEY

JUST DRIVING THROUGH. NOT ENOUGH TIME FOR ATTRACTIONS LISTED IN 11.

JUST DROVE IN TOWN

JUST GOT HERE

JUST GOT HERE

JUST GOT HERE

JUST GOT HERE

JUST GOT HERE & BOUGHT A STORE!

JUST GOT HERE ???

JUST GOT HERE TOO SOON TO EVALUATE

JUST GOT HERE YESTERDAY. NICE WEATHER. ART SHOW A BONUS

JUST GOT IN HAVEN'T REALLY DONE ANYTHING YET

JUST GOT INTO TOWN

JUST GOT INTO TOWN-STARTING TOUR NOW

JUST PASSING THROUGH

JUST PASSING THRU

JUST STARTED OUR DAY BUT FIND PEOPLE VERY FRIENDLY & HELPFUL. COOLER HERE THAN IN PHOENIX

**Please describe your experience in a few words...continued**

JUST VISITING FAMILY

LIKE HISTORICAL EXPERIENCES

LIKE IT VERY MUCH

LIKE THE AREA FRIENDLY PEOPLE

LIKE YOUR HISTORIC DOWNTOWN & HOMES

LOOK VERY GOOD

LOOKS GOOD

LOTS OF FUN

LOTS TO SEE VERY FRIENDLY VERY SCENIC

LOVE AREA

LOVE HISTORY-AMAZING EXPERIENCE

LOVE IT

LOVE IT

LOVE PRESCOTT-ALWAYS ENJOY

LOVE THE AREA

LOVE THE CONTRAST IN GEOLOGY, CLIMATE. VERY FRIENDLY.

LOVE THE HISTORICAL ATMOSPHERE

LOVE THE HOTEL AND THE PIONEER PARK. GOOD RESTAURANTS!

LOVE THE PEOPLE & THINGS TO DO

LOVE THE SCENERY

LOVE THE SCENERY & CLIMATE & HISTORICAL

LOVE THE TREES AND WEATHER

LOVE THIS LITTLE TOWN

LOVE THIS PLACE

LOVED EVERYTHING

LOVED OUR VISIT DIDN'T HAVE ENOUGH TIME

LOVED THE DOWNTOWN AREA. MORE SHOPS, RESTAURANTS THAN WE ORIGINALLY THOUGHT.

**Please describe your experience in a few words...continued**

LOVED THE HOTEL & CASINO

LOVED THE OLD HISTORICAL HOMES, BUILDINGS ETC

LOVELY

LOVELY CITY

LOVELY HELPFUL PEOPLE; GREAT SHOPS & ART; MAGNIFICENT SCENERY

LOVELY PEOPLE

LOVELY PEOPLE, TIDY, MANY THINGS TO DO. DIFFICULT TO BE HERE WITHOUT CAR.

LOVELY PEOPLE-FRESH AIR-NICE RESPITE FROM HEAT.

LOVELY TOWN

LOVELY TOWN, FRIENDLY WELCOME

LOVELY TOWN, NEATLY HISTORICAL, FRIENDLY

LOVELY TOWN-LOTS OF SW HISTORY!

LOVELY WEATHER, GREAT SCENERY AND HISTORY

LOVELY, DISTINCT, VERY WELCOMING & EVOCATIVE. SOME SIGNS FOR THE HIGHWAY WOULD BE HELPFUL

LOVELY, FRIENDLY AREA

LYNX LAKES WAS GREAT.

M,WAA DING

MARIOTT DESK CLERK AND MURPHYS WAITRESS WERE WONDERFUL

MORE TRAFFIC THAN I EXPECTED, YET IT'S A BEAUTIFUL TOWN

MOST BEAUTIFUL TOWN

MOVED HERE HAD 5 KIDS, LEFT HERE

MUCH HISTORY TO EXPERIENCE

MY HUSBAND LOVES YOUR TOWN- VERY HISTORICAL

MY TIME HERE HAS MET MY EXPECTATIONS AND I HAVE HAD A GOOD TIME

N/A

NEAT PLACE

**Please describe your experience in a few words...continued**

NEAT TOWN, HAVE ENJOYED OUR VISIT

NICE

NICE AREA FOR A RIDE

NICE AREA, LOVE THE HISTORY, DIDN'T LIKE THE ROAD CONSTRUCTION

NICE AREA/NICE HOTEL

NICE AREA/SHOPS

NICE BARS

NICE DOWNTOWN, GOOD RESTAURANTS

NICE EXCEPT FOR RAIN, VERY QUIANT

NICE FRIENDLY TOWN, FRIENDLY CHAMBER OF COMMERCE STAFF

NICE GET AWAY

NICE GOLF, GOOD WEATHER, FUN TIMES

NICE PEOPLE AND AREA

NICE PEOPLE, COMFORTABLE SURROUNDINGS

NICE PEOPLE, OPEN SKY

NICE PEOPLE-FUN WEDDING.

NICE PLACE TO SPEND A DAY. PEOPLE VERY FRIENDLY.

NICE PLACE TO VISIT

NICE PLACE TO VISIT & SHOP. WE WILL BE BACK!

NICE RETIREMENT CITY

NICE TOWN

NICE TOWN, FRIENDLY & POLITE PEOPLE

NICE TOWN, GREAT TO BE ABLE TO WALK FROM HOTEL TO RESTAURANTS/DOWNTOWN

NICE WEATHER

NICE WEATHER/NICE SLOW PACE

NICE, CLEAN TOWN WITH INTERESTING PEOPLE & PLACES

NICE, LOVE PRESCOTT



**Please describe your experience in a few words...continued**

NICE-CLEAN WELCOMING

NICE-TOWN ATMOSPHERE/LOOKING FORWARD TO VISITING MORE.

NO EXPERIENCE AS YET

NO YES & MAYBE (FAMILY)

NONE AS YET I'VE BEEN HERE 10 MINUTES

NOT GOOD LUCK IN GAMBLING

NOT SURE YET, JUST ARRIVED

OK

OK

OK

OK

ONLY JUST ARRIVED. SO CAN'T TELL YET.

OPEN FIELDS, GREAT ROADS, EVERYTHING YOU NEED!- P.V.

OTHERWISE WE WOULDN'T HAVE MOVED HERE

OUR VISIT TO CHAMBER OF COMMERCE/VISITOR CENTRE IS RIGHT AT THE BEGINNING OF OUR DAY. WE WOULD LIKE TO RETURN NOW WE KNOW MORE ABOUT IT.

OUT HERE FOR WORK ON FIRES

OUTSTANDING

PARENTS HAVE LIVED HERE 20 YEARS, WE RECENTLY MOVED FROM THE EAST TO FOUNTAIN HILLS; MOTHER NOW IN ASSISTED LIVING; COME HERE EVERY 2 WEEKS.

PART OF A ROAD TRIP"-MY FIRST & LAST STOP"

PEACEFUL

PEACEFUL

PEOPLE ARE FRIENDLY. LOVE THE PINES & HISTORY

PEOPLE ARE PLEASANT

PEOPLE ARE PLEASANT-BEAUTIFUL PLACE

PEOPLE I HAVE DEALT WITH HAVE BEEN HELPFUL

**Please describe your experience in a few words...continued**

PEOPLE IN PRESCOTT ARE VERY FRIENDLY AND WELCOMING. TOWN IS VERY ACCEPTING AND LAID BACK.

PEOPLE VERY HELPFUL

PEOPLE VERY PLEASANT, WE'VE ONLY BEEN HERE A DAY SO FAR!

PEOPLE WERE EXTREMELY FRIENDLY. BEAUTIFUL AND QUAIN TOWN AND VERY KID FRIENDLY  
PICNIC @ COURTHOUSE

PLEASANT

PLEASANT

PLEASANT FRIENDLY PEOPLE

PLEASANT PEOPLE-CONVENIENT AMENITIES

PLEASANT TRIP WITH FRIENDLY PEOPLE, CLEAN HOTEL AND WONDERFUL WEATHER.

PLEASANT WALKING-GREAT FRIENDS

PLEASANT, RELAXED-GOOD DRIVING-ROADS MAINTAINED WELL

PLEASANT, RELAXING

PLEASANTLY SURPRISED!

PRESCOTT IS A CLEAN/BEAUTIFUL TOWN

PRESCOTT IS A VERY PLEASANT TOWN TO VISIT

PRESCOTT IS AN INTERESTING AREA

PRESCOTT IS LOVELY BUT TOO MODERN" NOW & TOO CROWDED. OUR MARRIOTT RESIDENCE INN  
PROPERTY WAS AMAZING"

PRESCOTT IS THE MOST ENCHANTING & MAGICAL PLACE IN THE WORLD! (JUST LOVE IT!!)

PRESCOTT UNWINDS ME.

PRETTY AREA

PRETTY AREA-VERY FRIENDLY PEOPLE- HOPE TO SPEND MORE TIME EXPLORING THE AREA.

QUIET & PLEASANT

QUIET RELAXING

QUIET, FRIENDLY, THINGS TO DO

**Please describe your experience in a few words...continued**

QUIET, PEACEFUL & BEAUTIFUL

QUIET, PEACEFUL TOWN....VERY FRIENDLY PEOPLE

QUITE AMAZING PLACE

REFRESHING-OUT OF HEAT OF VALLEY

RELAXED, HISTORICAL, ECLECTIC, FRIENDLY-I WILL COME BACK

RELAXING

RELAXING

RELAXING

RELAXING

RELAXING & PLEASANT

RELAXING & REFRESHING

RELAXING INFORMATIONAL INTERESTING

RELAXING SUMMER VACATION

RELAXING WITH MUCH TO SEE

RELAXING, BEAUTIFUL, REJUVENATING

RELAXING, COOL, CALMING

RELAXING, EDUCATIONAL, BEAUTIFULLY PRESERVED QUALITY

RELAXING, FUN

RELAXING, LAZY

RELAXING....LOVED THE TOWN....SHARLOT HALL

RESIDENCE INN-AWESOME, TALKING ROCK GOLF-AWESOME, FRIENDS-AWESOME

RESTFULL, CLEAN TOWN

REVISITING AFTER 10 YEARS TO SEE GROWTH & CHANGES

ROADS ARE CONGESTED

SAFE & FAMILY ORIENTED,BUT ZERO DIVERSITY

SERVICE WAS GREAT, VERY COMFORTABLE & ACCOMMODATING

SHARLOT HALL WAS GREAT! ENJOYED RAVEN'S CAFE TOO

**Please describe your experience in a few words...continued**

SHORT

SHORT, BUT FUN

SLOWER PACE THAT SO. CAL. I LIKE THAT.

SMALL COMMUNITY, FRIENDLY PEOPLE, GREAT CLIMATE

SNOWEY!

SO FAR GREAT

SO FAR- LOVE PRESCOTT

SORRY BUT I JUST ARRIVED SO FAR SO GOOD THOUGH

SPRINGHILL SUITES WAS A VERY NICE PLACE TO STAY-LARGE WEDDING PARTY ENJOYED THE STAY

STAY AT PRESCOTT RESORT-LOOK OUT AT LAND, SKY, MTS, IN ALL DIRECTIONS- RELAXING

SURPRISED AT THE AMOUNT OF GROWTH IN 8 YRS.

SUSAN AT THE PRESCOTT NATIONAL FOREST IS A DELIGHTFUL PERSON AND VERY HELPFUL!

TBD

THANK YOU

THE FOOD WAS GOOD

THE LADIES AT THE INFORMATION CENTER AND THERESA AT THE SPRINGHILL SUITES WERE SO HELPFUL & FRIENDLY-GOOD AMBASSADORS FOR PRESCOTT.

THE PRESCOTT AREA IS THE MOST BEAUTIFUL TOWN I HAVE BEEN

THE SCENERY IS AWESOME!

THIS IS OUR 5TH YR OF COMING OVER JULY 4TH

THIS IS OUR 6TH YEAR IN A ROW STAYING IN PRESCOTT OVER THE 4TH OF JULY!

THIS IS OUR FIRST STOP OTHER THAN MALL

THIS IS THE 1ST STOP, SO CANNOT RATE, NOW

THIS WAS A FAMILY MEMORIAL TRIP FOR A PASSED FAMILY MEMBER

THIS WAS A PROBE-WILL RETURN TO SPEND MORE TIME

TIME WITH MY GRANDAUGHTERS

TO MUCH PARTYING

**Please describe your experience in a few words...continued**

TOO MUCH CONSTRUCTION GOING ON

TOO SHORT OF A STAY

TOO SOON TO SAY

TOO SOON TO TELL/SEEMS VERY NICE SO FAR

TOUR-EXCELLENT

TOURING TOWN HAVING LUNCH

TRAFFIC BECOMING TOO MUCH TOO FAST.

TRAFFIC IS BAD

URBAN SPRALL EAST & NORTH OF TOWN IS RUINING THE CHARM OF PRESCOTT- WHERE IS THE PLANNING?

VERY BEAUTIFUL AND WELCOMING

VERY BEAUTIFUL AREA

VERY BEAUTIFUL CITY

VERY CALMING

VERY CHARMING

VERY CHARMING AND CLEAN

VERY CLEAN AND FRIENDLY ENVIRONMENT

VERY CLEAN PLEASANT AREA-INORDINATLY HIGH NUMBER OF SPEED TRAPS OUT TO GET THE TOURISTS-  
VERY NICE ROAD SYSTEM & PRESCOTT AREA IS EXCEEDINGLY WELL SIGNED.

VERY COZY & BEAUTIFUL

VERY CUTE TOWN

VERY DIVERSIFIED & HAS LOTS OF STORES & HIKING

VERY ENJOYABLE

VERY ENJOYABLE

VERY ENJOYABLE

VERY ENJOYABLE

VERY EXPENSIVE CITY TO EVEN VISIT!

**Please describe your experience in a few words...continued**

VERY FRIENDLY

VERY FRIENDLY

VERY FRIENDLY

VERY FRIENDLY AND RELAXING

VERY FRIENDLY- NICE EXPERIENCE

VERY FRIENDLY PEOPLE

VERY FRIENDLY PEOPLE, WELCOMING AND A BEAUTIFUL AREA

VERY FRIENDLY PEOPLE; NICE COMFORTABEL CLIMATE

VERY FRIENDLY, BEAUTIFUL SCENERY

VERY FRIENDLY, WONDERFUL TOWN

VERY GOOD

VERY GOOD EXPERIENCE!

VERY GOOD GREAT PEOPLE

VERY GOOD-GLAD YOU'RE SAVING THE HERITAGE

VERY HAPPY GO LUCKY PEOPLE MADE ME FEEL AT HOME

VERY HOT

VERY INTERESTING

VERY INTERESTING

VERY INTERESTING

VERY INTERESTING EXPERIENCE WITH GREAT PEOPLE

VERY INTERESTING TOWN, GLAD WE STOPPED BY

VERY INTERESTING WELL DONE & EDUCATIONAL. FREE TOO.

VERY NICE

VERY NICE

VERY NICE

VERY NICE

VERY NICE & PERSONABLE

**Please describe your experience in a few words...continued**

VERY NICE EXPERIENCE THIS TRIP HERE!

VERY NICE QUIET LITTLE TOWN, COOL SPOT TO VISIT

VERY NICE REGION HAS OLD TOWN FEEL REMINDS ME OF HOME, WESTERN N.Y.

VERY NICE TOWN WITH FRIENDLY PEOPLE. BEAUTIFUL ROADS IN AND OUT OF TOWN.

VERY NICE TOWN WITH PLENTY TO DO TO KEEP US BUSY.

VERY NICE VISITORS CENTER THANK YOU!

VERY NICE-CLEAN-WONDERFUL PEOPLE

VERY PLEASANT PLACE, I THINK WE'LL COME BACK ON A FUTURE TRIP

VERY PLEASANT TOWN. WISH I HAD MORE TIME TO STAY HERE.

VERY PLEASANT!

VERY PLEASANT, EVERYONE IN TOWN WONDERFUL, VERY CLEAN. GLAD THE MARRIOTT IS HERE!

VERY PLEASANT-LOVED THE SHARLOT HALL MUSEUM BEST!

VERY PRETTY & FRIENDLY

VERY RELAXING AND ENJOYABLE

VERY RELAXING AND FUN.

VERY RELAXING AND INTERESTING

VERY RELAXING, FRIENDLY & WELCOMING TOWN. REALLY ENJOYED THE WESTERN CULTURE.

VERY RELAXING-PEOPLE VERY FRIENDLY

VERY SATISFYING

VERY SMALL, PRETTY, HISTORIC, COLD/GOOD ENVIRONMENT

VERY, VERY NICE PEOPLE ARE VERY PLEASANT

VISIT IS WORTH THE TIME & TRAVEL. WE WILL VISIT AGAIN

VISIT RELATIVES, SEE THE SIGHTS

VISITED FRIENDS AND RELATIVES

VISITED SON & WIFE. ATTENDED SEVERAL XMAS EVENTS-SHOP-EAT OUT-ENJOY PEOPLE & SCENERY

VISITING FAMILY HIKING & ENJOYING THE NIGHT LIFE TOGETHER. IT'S ALWAYS ENJOYABLE.

VISITING FOR DAY TO OBTAIN INFO FOR RETURN IN AUGUST

**Please describe your experience in a few words...continued**

VISITING FRIENDS, SEEING AREA

VISITING RELATIVES-CULTURE-ART MUSIC-ANTICS-LOVELY SCENIC TOWN SQUARE ENVIRONMENT

VISITOR CENTER PERSONNEL VERY NICE & HELPFUL

WANDERING FROM TOWN TO TOWN

WARM PEOPLE BUT MISSED SOME MORE ORGANIZED TOURS

WE ARE HERE FOR A SHORT VISIT- (3) DAYS. ENJOYING THE TOWN OF PRESCOTT AND THE SURROUNDING AREAS.

WE ARE HERE ON BUSINESS, SO DON'T HAVE MUCH TIME TO SEE ATTRACTIONS. HOPE TO DO SO ON VACATION NEXT SUMMER.

WE BOTH GRADUATED FROM HIGH SCHOOL IN PRESCOTT AND ARE HERE FOR A QUICK VISIT WITH RELATIVES.

WE COME OFTEN TO VISIT OUR SON WHO IS IN COLLEGE

WE COME TO VISIT FAMILY EVERY JANUARY. WE HAVE VISITED MOST OF THE SITES IN THE PAST.

WE ENJOY THE PLEASANT ATMOSPHERE & FRIENDLY ATTITUDE OF ALL WE'VE MET!

WE ENJOYED THE SHARLOT MUSEUM

WE GOT LOST A FEW TIMES NOT KNOWING EXACTLY HOW TO GET FROM PRESCOTT TO CHINO VALLEY, BUT FOUND OUR WAY SHORTLY. THAT'S THE REASON FOR THE 9.

WE HAD A GREAT TIME W/FAMILY & LOVE PRESCOTT

WE HAD AN EXCELLENT STAY & PLAN TO RETURN

WE HAD NO PRIOR KNOWLEDGE OF PRESCOTT AND WERE PLEASANTLY SURPRISED TO FIND SUCH A HISTORIC AND INTERESTING TOWN.

WE HAVE BEEN AWAY TOO LONG BUT WILL BE BACK SOON

WE HAVE BEEN COMING TO PRESCOTT FOR YEARS. WE LOVE IT HERE. WE ALWAYS STAY IN SPRIGHILL SUITES. MAYBE ONE DAY WE'LL MOVE HERE.

WE HAVE ENJOYED THE AREA

WE HAVE FOUND THIS AREA TO HAVE SPECTACULAR SCENERY, INTERESTING MUSEUMS, GHOST TOWNS, RESTAURANTS, ART GALLERIES CRAFTS AND FRIENDLY PEOPLE.

WE JUST ARRIVED AT THE VISITOR CENTER. WE HAVEN'T DONE MUCH YET BUT OUR VISITOR CENTER HELPER IS GIVING US A LARGE AMOUNT OF INFORMATION.

WE JUST GOT HERE



**Please describe your experience in a few words...continued**

WE JUST GOT HERE

WE JUST GOT HERE 5 MINUTES AGO

WE JUST GOT HERE. PLAN TO SPEND TODAY & TOMORROW RESEARCHING AREA FOR RETIREMENT IN 4 YRS.

WE LIKE THE AREA AND PLAN TO RELOCATE

WE LIKE THE BUILDINGS

WE LIKE THE HISTORICAL AREA, NOT MUCH ELSE OF INTEREST.

WE LIKE THE QUAINNESS OF THE SHOPS

WE LOVE IT HERE

WE LOVE PRESCOTT

WE LOVE PRESCOTT

WE LOVE PRESCOTT!

WE LOVE PRESCOTT-LIKE THE DOWNTOWN FEEL-LOVE GETTING AWAY FROM THE HEAT

WE LOVE THE AREA AND THE PEOPLE ARE GREAT

WE LOVE THE HISTORIC DOWNTOWN

WE LOVE THE KICK-BACK ATMOSPHERE OF PRESCOTT & PRESCOTT VALLEY AND WE USUALLY COME UP HERE TWICE A YEAR FROM SURPRISE AZ

WE RETURN TO PRESCOTT OFTEN TO VISIT FAMILY

WE SAW ALL WE COULD LOVING ALL OF IT

WE STAYED IN PRESCOTT FOR 2 NIGHTS & HAD A BLAST! WE WOULD ACTUALLY LOVE TO LIVE HERE. I LOVE HOW DOG FRIENDLY YOUR TOWN IS.

WE VISIT OUR SON, FAMILY, FRIENDS IN PRESCOTT. 1-2X/YEAR, USUALLY FOR 1 WEEK EACH VISIT. EACH TRIP WE TRY TO VISIT/EXPLORE SOMETHING NEAR IN A DAY-TRIP DISTANCE.

WE VISIT PRESCOTT EACH YEAR FOR OUR ANNIVERSARY. WE HIKE LOCALLY AND ENJOY A DINNER EACH NIGHT, ONE AT HASSAYAMPA INN.

WE WERE VERY DISAPPOINTED WITH THE FOOD & SERVICE AT THE PALACE. THE MARIOTT WAS NICE-BUT COULD USE DARKER SHADES/CURTAINS. GREAT BREAKFAST

WEATHER & PEOPLE GREAT

WEATHER GREAT. EVERYONE FRIENDLY, HELPFUL

**Please describe your experience in a few words...continued**

WEATHER IS BEAUTIFUL

WEATHER IS COLD

WEATHER, PEOPLE, FOOD, ARCHITECTURE, NATURAL GROUNDS, HIKING

WELCOMING, INFORMATIVE, RELAXING

WE'LL COME BACK-? RETIRE HERE

WE'RE JUST STARTING OUR VISIT-WE ARE REALLY LOOKING INTO RELOCATING TO THE AREA.

WHISKEY ROW IS FUN & THE COURTHOUSE PARK IS VERY, VERY NICE

WONDERFUL

WONDERFUL

WONDERFUL

WONDERFUL AIR-LIKE THE SQUARE AND OLD TOWN

WONDERFUL COMMUNITY

WONDERFUL COUNTRYSIDE

WONDERFUL FACILITY. LOVE IT HERE! HOTEL IS DOG FRIENDLY!

WONDERFUL FOOD-NICE PEOPLE-BEAUTIFUL SETTING

WONDERFUL GREAT STAFF

WONDERFUL PEOPLE AND A WONDERFUL LOCATION

WONDERFUL PEOPLE, GREAT CITY & IT'S EASY TO WALK AROUND-PEOPLE ALWAYS HELPFUL-LOTS OF ACTIVITIES

WONDERFUL SCENERY AND A FEELING OF AMERICAN HISTORY.

WONDERFUL TOURIST INFO SPOT-THANKS!

WONDERFUL TOWN, WITH MUCH TO DO & FRIENDLY PEOPLE

WONDERFUL TOWN-ATTRACTIONS, HISTORIC/ART, PEOPLE EXTREMELY PLEASANT.

WONDERFUL!

WONDERFUL, SATISFYING, A-1 SCENERY

WONDERFULLY INTERESTING PLACE-GREAT WALKING IN TOWN

WOULD HAVE LIKED A NIGHT BAR...

**Please describe your experience in a few words...continued**

WOULD HAVE LIKED A WALKING TOUR OF HISTORICAL BUILDINGS

WOULD HAVE LIKED MORE POOL HALLS &/OR CLUBS

WOULD LIKE FOR THE SHOPS TO BE OPEN AFTER 6:00 PM

YOU HAVE BEEN VERY HELPFUL. THANKS!

YOU LIVE IN BEAUTIFUL COUNTRY