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*The W. A. Franke
College of Business*

Prescott Visitor Survey

2014–2015

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Executive Summary

This survey of visitors to the City of Prescott, Arizona was undertaken to gather local visitor data that is not available from any other source; statewide or regional panel surveys offer a broad look at visitation, however studies such as this offer a deeper and more nuanced picture of the travelers to a specific community.. This survey process collected a total of 1,218 surveys from locations within the City of Prescott over a 12-month period from November 2014 through October 2015 – a more than sufficient sample size to produce high confidence in these results. This information will assist the Prescott 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 scout the area for relocation. A summary of the specific findings of the Prescott visitor survey follows:

Visitor Characteristics:

- Almost two-thirds of visitors were from out-of-state (61%), one-third (32%) were Arizona residents, and seven percent were international visitors.
- The top origin states for out-of-state visitors were California, Wisconsin, Florida, Washington, and Illinois. In all, residents from 48 states were captured in the sample.
- Two-thirds of in-state resident visitors were from Maricopa County (67%), especially Phoenix, Mesa, and Scottsdale; 15 percent were from Pima County, mainly Tucson (6%); the rest (18%) were spread throughout the state; in all, 75 Arizona communities appeared in the sample.
- A small percentage (6.5%) were international visitors; half of these (49%) were from Canada, followed by those from the United Kingdom (18%), Australia (6%), and Germany (5%). In all, 18 countries were captured in the sample.
- More than half were repeat visitors (58%) who averaged four (3.6) prior visits; the remainder were first-time visitors to Prescott (42%).
- Two-thirds (67%) of visitors traveled in groups of family and friends; another 11 percent traveled with family only, and one in 10 (9%) traveled alone.
- Average party size was two persons (2.4), with a median of two persons; only 10 percent of parties traveled with children under 18 years.
- Two-thirds of visitors were overnight visitors (66%) while one-third were day visitors (34%).
- Average overnight length-of-stay in Prescott was 3.5 nights.
- More than four in 10 visitors (39%) said their decision to visit Prescott was influenced by a previous visit, followed closely by word-of-mouth from friends or relatives (34%); relatively few said the Internet most influenced their decision (14%).
- Primary trip purpose was dominated by vacation/leisure visits (47%), followed by “other” (23%) which was not enumerated, then by business/conference (11%).
- Two-thirds of visitors (67%) said that Prescott was the primary destination of their trip; for the other third (33%) the Prescott visit was one stop on a longer trip. The primary destinations for those on longer trips were Sedona (19%), Grand Canyon (9%), or Phoenix (8%).
- Fully three-fourths of visitors (76%) stayed in hotels/motels, followed by campground/RV parks and homes of friends/family (at 9% each).
- The top three most-visited local venues were:
 - Historic Downtown Prescott (64%)
 - Dining Out (63%)
 - Hiking or walking trails (40%)

- The most-visited Arts/Culture/Science/History venues were:
 - Sharlot Hall Museum
 - Phippen Museum
 - Smoki Museum
- The top three Outdoor Recreation activities were:
 - Hiking or Walking Trails
 - Bird watching or wildlife viewing
 - Mountain or road biking
- The top three activities on Public Lands were visiting:
 - Goldwater, Willow or Watson Lake
 - Prescott National Forest Lands
 - City of Prescott Parks & Recreation sites
- In 2014, \$267 million in direct visitor spending produced a total economic impact of \$340 million, including \$100 million in labor income, and \$46 million in federal, state, and local taxes.

Visitor Satisfaction:

- Visitor satisfaction was very high – 9.0 out of a possible 10.0.

Demographics:

- Average visitor age was 56.9 years (median of 60 years), considerably older than the 45.1 years of Arizona visitors generally in 2014.
- Slightly more males were represented in the sample (54%) than were females (46%).
- Average annual household income of visitors was quite high at \$104,039, considerably higher than the 2014 average for Arizona visitors of \$70,380.

Comparison to 2009 Prescott Visitor Study

In FY09, the AHRRC was commissioned by the Arizona Office of Tourism to conduct a very similar survey of visitors to the Prescott area, in a study that included mainly visitors to the City of Prescott, although a few surveys (0.6%) came from Prescott Valley locations. The 2009 survey process collected a sample of 1,243 surveys, very close to the 1,218 surveys completed in the 2015 study; the 2015 sample was, however, spread across a larger number of survey sites. The survey instruments used for the 2009 and 2015 surveys were overall quite similar, although some questions were worded differently or provided different response fields; for these reasons, all findings cannot be directly compared. The biggest difference between the two survey forms was a re-categorized list of attractions and activities on the 2015 form, which were expanded to provide more in-depth information about visitor activities in a wider range of categories, especially outdoor recreation.

Generally, the findings from the two surveys were very similar, and differences can often be explained by differences in the survey questions and survey collection sites.

Some of the differences in findings between the two surveys were:

- In-state resident visitors increased slightly – from 34% in 2009 to 36% in 2015 – as did domestic out-of-state visitors, increasing from 57% in 2009 to 61% in 2015.
- Percentage of international visitors declined slightly, from 10% in 2009 to 6.5% in 2015.
- The top domestic origin states remained quite similar – in 2009, the top five states were California, Wisconsin, Illinois, Nevada, and Colorado; in 2015, the top five were California, Wisconsin, Florida, Washington, and Illinois.
- The percentage of in-state visitors from the Greater Phoenix area grew – from 62% in 2009 to 67% in 2015.
- Average party size shrank a bit – from 3.3 persons in 2009 to 2.4 persons in 2015.
- Travel party composition shifted somewhat – in 2009, 57% traveled with family groups and 16% with groups of family & friends; in 2015, 67% traveled with family & friends and only 11% with family only.
- Those for whom Prescott was the primary destination grew from 65% in 2009 to 67% in 2015.
- Length-of-stay was fairly constant – from 3.9 nights in 2009 to 3.5 nights in 2015.
- The percentage of overnight and day visitors remained shifted somewhat – 75% overnight and 25% day visitors in 2009, versus 66% overnight and 34% day visitors in 2015.
- In both surveys, three-fourths stayed in hotels/motels – 77% in 2009 and 76% in 2015.
- Average per-party per-day spending was very close – in 2009, \$336; in 2015, \$313.
- Visitor satisfaction was high in both studies – in 2009, 8.5 out of 10; in 2015, 9.0 out of 10.0.
- Average age increased – from 54.3 years in 2009 to 56.9 years in 2015.
- Gender – in 2009 females outnumbered males 57% to 43%; in 2015 found males at 54% and females at 46%.
- Annual household income increased substantially, from \$82,000 in 2009 to \$104,000 in 2015, however the large differences in household income between 2009 and 2015 are the result of new and higher household income scale increments used in the 2015 survey.

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Prescott Visitor Study

Introduction

As the first capital of the Arizona Territory, Prescott has a long tradition of welcoming visitors to the community. Prescott is, therefore, both a well-established destination as well as an emerging destination that continues to develop tourism products and offerings that bring return visitors back to the community and attract new audiences. The Mile High Trail System now contains more than 70 miles of community trails – including the Rails-to-Trails projects along the former Santa Fe Railroad, the Prescott Circle Trail System, and the Greenways Trails System – and is an example of a community development project that provides outdoor recreation opportunities to residents and visitors alike. Many out-of-state visitors sample Prescott’s unique Western history and culture as part of longer trips in the region, but Prescott is also a primary destination, especially for in-state residents, with attractions that include the Historic Downtown, Courthouse Square, Whiskey Row, and a variety of museums, restaurants, shops, and special events.

Methods

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

In order to collect data that would be comparable to the 2009 visitor study, the survey instrument (Appendix A – two pages in length) was created consisting of standardized questions asked of visitors to all sites. Standardized questions included: visitor origins and party size; length-of-stay; prior visits and frequency of visits; primary reasons for the visit; information sources used; quality of the experience; expenditure categories; and demographics (age and income).

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

Sample Description

The sample described in this report consists of 1,218 surveys completed by visitors to the City of Prescott. The surveys were distributed across the community at a variety of tourism businesses and attractions as well as City lakes and trails.

Not all survey sites collected the same number of surveys. The official Visitor Information Center supplied just over one-third of all surveys (35.4%), followed by the Residence Inn (19.3%), Spring Hill Suites (16.3%), and the Sharlot Hall Museum (11.7%). Surveys of visitors to Watson Lake (8.5%) were collected by City of Prescott staff; this was followed by the Phippen Museum (6.1%), and lastly by visitors who were intercepted on the City of Prescott trail system (2.8%). It should be noted that since 35.4 percent of the sample was obtained at lodging businesses the resulting percentage of overnight visitors in the sample would show such influence. The list of surveys collected by site is shown in Table 1.

Table 1. At which Prescott attraction did you receive this survey?

	Count	Percent (%)
Visitor Information Center	431	35.4%
Residence Inn Prescott	235	19.3%
Spring Hill Suites	199	16.3%
Sharlot Hall Museum	142	11.7%
Watson Lake	103	8.5%
Phippen Museum	74	6.1%
Prescott City Trails	34	2.8%
Total	1,218	100.0%

An estimated 1,800 surveys were distributed by survey sites. The 1,218 returned surveys yields a response rate of 68%, which is well above industry standards for this type of survey. The margin of error for the total sample is +/- 5.7% with a 95% confidence level. The total number of surveys received for the Prescott visitor survey is adequate to describe tourist activity accurately during the time of the survey. The remainder of this report presents data from the 1,218 surveys of visitors to Prescott during the study period.

Survey collections by month at the Prescott survey sites are shown in Table 2. Surveys were collected from November 2014 through October 2015, providing a complete year. The sampling plan was weighted so that the largest number of surveys were collected during the busy Summer season and the fewest surveys during the slower Winter months. Generally, this plan was effective. The largest collections were in the months of November (the first month of collections), March, July, and September, which are traditionally busy times in Prescott. The least number of surveys were collected in August, October, May and December.

Table 2. Prescott monthly data collections

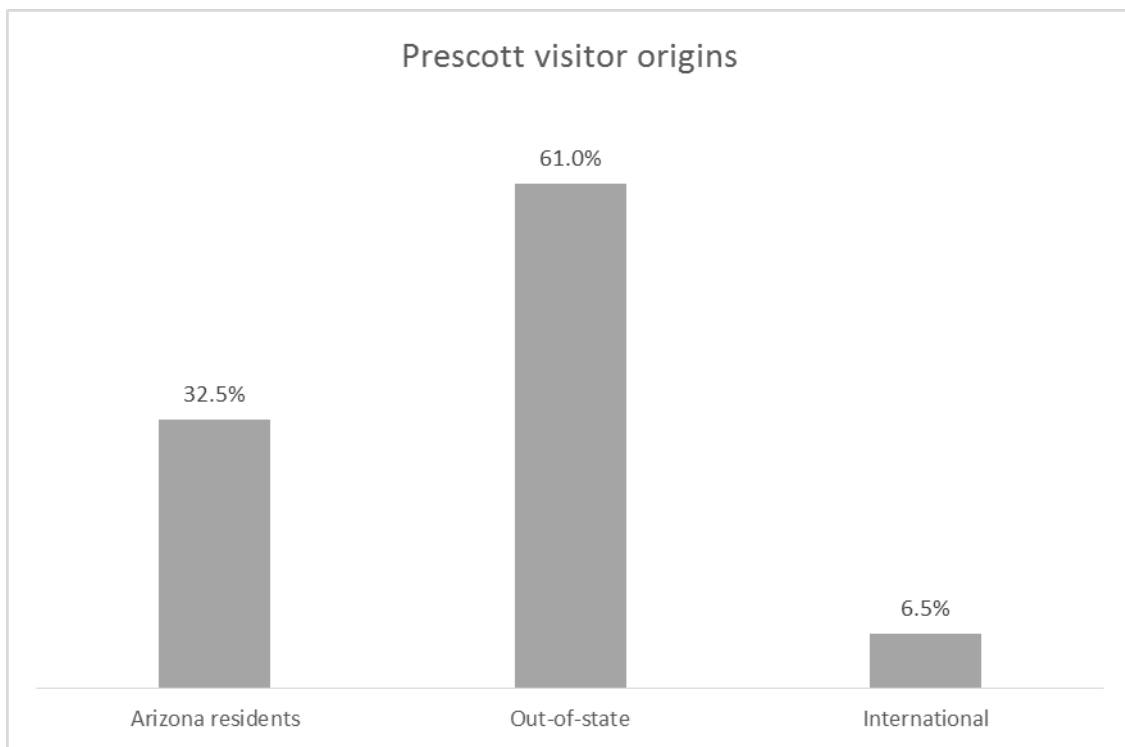
	Count	Percent (%)
October 2014	78	6.4%
November 2014	147	12.1%
December 2014	91	7.5%
January 2015	103	8.5%
February 2015	99	8.2%
March 2015	131	10.8%
April 2015	93	7.7%
May 2015	90	7.4%
June 2015	93	7.7%
July 2015	108	8.9%
August 2015	71	5.9%
September 2015	114	9.4%
Total	1,218	100.0%

Survey Results

Origin of visitors to Prescott

Where do visitors come from to visit Prescott? Responses were dominated by out-of-state visitors (61.0%), who represented nearly two-thirds of the sample. In-state residents were, however, well represented with almost a third of the sample (32.5%). Based on this data, we can say that Arizona residents in this study visit Prescott at about the same rate as appeared in annual domestic visitor profiles to the North Central Region conducted for the Arizona Office of Tourism, where 61% were out-of-state and the remaining 39% in-state; internationals were not included in that sample though. (Source: Arizona Office of Tourism, *2014 Domestic Visitor Profile-North Central*, Longwoods International and Tourism Economics). Only a small percentage of visitors to Prescott in this current study were international visitors (6.5%). It should be stated that for reasons of cost and simplicity, the survey instrument was not offered in every language, but in English only. It was also rarely possible to intercept tour bus visitors, and thus international visitors to Prescott may be underrepresented in the sample. See Figure 1.

Figure 1. Origin of visitors to Prescott



Origin of domestic visitors to Prescott

Arizona dominated all other U.S. states as the top source of domestic visitors (36%) to Prescott. Other states that sent large numbers of visitors included: California (17%), Wisconsin (4%), Florida (4%), and Washington (4%). This set of states is typical of visitors to Arizona generally and is consistent with prior origins data for Prescott visitors. In all, the top 10 states accounted for 77 percent of total domestic visits, although visitors from 49 U.S. states were represented in the sample, an impressive result. See Table 3 below.

Table 3. Top-ten states of origin of domestic visitors to the Prescott

	Count	Percent (%)
Arizona	396	35.5%
California	187	16.7%
Wisconsin	49	4.4%
Florida	40	3.6%
Washington	39	3.5%
Illinois	39	3.5%
Colorado	32	2.9%
Oregon	28	2.5%
Nevada	24	2.1%
Michigan	24	2.1%
Top-ten states	858	76.8%

Origin of Arizona visitors to Prescott

Among in-state visitors, residents of Maricopa County provided two-thirds (67.0%) of the sample. The top 10 communities in Maricopa County that contributed visitors are shown in Table 4; especially large were the communities of Phoenix (18%), Mesa (7%), and Scottsdale (7%). A significant cohort of visitors came from Pima County (15% total), specifically Tucson (6%). These top ten cities shown in Table 4 account for well over half of in-state visitors (59%). The complete list of in-state origins is in Appendix F.

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

	Count	Percent (%)
Phoenix	69	17.8%
Mesa	28	7.2%
Scottsdale	26	6.7%
Tucson	25	6.4%
Peoria	16	4.1%
Glendale	14	3.6%
Sun City	13	3.4%
Chandler	13	3.4%
Gilbert	12	3.1%
Surprise	11	2.8%
Top-Ten Cities	227	58.5%

Origin of International visitors to Prescott

International visitors accounted for 6.5 percent of the sample (79 visitors). Canada supplied fully half of all international visitors to Prescott (50%); while visitors from the United Kingdom were a distant second (18%). Together these two countries accounted for two-thirds of all foreign visitors to Prescott. Australia (6%) provided the next-largest visitor volume, followed by Germany (5%). It is notable that most international visitors were from English-speaking countries, and that these foreign countries are very typical origins for Arizona tourism generally. While there are no Mexican visitors in the current Prescott survey, data from an AOT program shows that Mexican visitors are a significant market in the North Central region. It should be stated that it was beyond the scope and cost of this survey to translate the survey instrument into all languages; thus, this sample no doubt represents an undercount of total international visitors to Prescott. Nevertheless, a total of 18 countries were represented in the sample. All origins for international visitors are listed in Table 5.

Table 5. Origin of International visitors to Prescott

	Count	Percent (%)
Canada	39	50.0%
United Kingdom	14	17.9%
Australia	5	6.4%
Germany	4	5.1%
Switzerland	2	2.6%
New Zealand	2	2.6%
The Netherlands	2	2.6%
Sweden	1	1.3%
Puerto Rico	1	1.3%
Peru	1	1.3%
Norway	1	1.3%
Nigeria	1	1.3%
Italy	1	1.3%
Israel	1	1.3%
Ireland	1	1.3%
Denmark	1	1.3%
Belgium	1	1.3%
Total	78	100.0%

Is this your first trip to Prescott?

How many of Prescott’s visitors are new to the area and how many are repeat visitors? Repeat visitors, or those who have visited Prescott before, accounted for more than half of the sample (58%), while the remainder were first-time visitors (42%). A follow-up question asked repeat visitors how many times they had visited Prescott in the past year; the average was four (3.6) visits, and the median was two (2) previous visits. The percentage of return visitation cannot be accounted for by in-state residents alone (35% of the sample), suggesting that out-of-state visitors are also returning to Prescott to visit its many attractions, or to engage in outdoor recreation, special events, or climate relief to escape the heat of southwestern deserts. The out-of-state visitors who return may also be evaluating Prescott as a place to retire. See Table 6.

Table 6. Is this your first trip to Prescott?

	Count	Percent (%)
No	706	58.5%
Yes	500	41.5%
Total	1,206	100.0%
	Mean	Median
If no, how many times have you visited in the past year?	3.6	2.0

Who is traveling with you on this trip?

What was the composition of visitor parties to Prescott? The dominant party type was parties of family and friends, accounting for a full two-thirds of all visitor parties (67%), followed by those traveling as family only (11%). A smaller cohort traveled alone (9.0%), or traveled with friends only (8%). The remainder traveled with business associates (4%) or a tour group (2%). See Table 7.

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

	Count	Percent (%)
Family and Friends	767	67.2%
Family only	120	10.5%
Nobody, traveling alone	103	9.0%
Friends only	90	7.9%
Business Associates	41	3.6%
Organized group	20	1.8%
Total	1,141	100.0%

How many people are traveling with you on this trip?

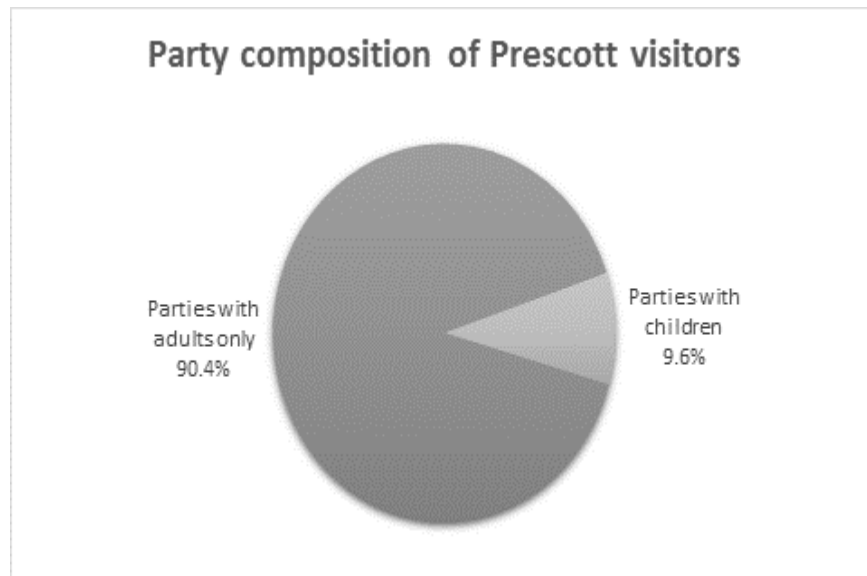
The average visitor party to Prescott consisted of two (2.4) people, while the median party size was also two persons. Large parties of more than nine people accounted for only a tiny slice (2%) of the sample; these large parties were all associated with tour groups, in which the average party size was 45 persons. Children under age 18 were found in 9.6 percent of all visitor parties; those with children in the party averaged 2.0 children (median of two children).

The average numbers of women, men and children in each party were 1.6, 1.5 and 2.0, respectively; the medians were one each for adults. See Table 8.

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

	Mean	Median
Number of women	1.6	1.0
Number of men	1.5	1.0
Number of children under 18 years of age	2.0	2.0

Figure 2. Party Composition



How long do you plan to spend in Prescott?

Based on the sample, two-thirds of visitors to Prescott (66%) were overnight visitors, and one-third (34%) were day visitors. On average, overnight visitors spent 3.5 nights in Prescott, slightly less than the average overnight length-of-stay for Arizona visitors generally of 3.7 days in 2014 (Source: Arizona Office of Tourism, *2014 Arizona Domestic Overnight Visitors*, Tourism Economics and Longwoods International). See Table 9.

Table 9. Visitor breakdown – day or overnight visitors

	Count	Percent (%)
An overnight trip	810	66.5%
A day trip only	408	33.5%
Total	1,218	100.0%

How did you hear about Prescott?

How did people learn about Prescott as a place to visit? Many forms of advertising and sources of information are available to potential visitors; to narrow down these choices and understand which were most influential, respondents were asked to choose only one response on the survey. Overall, prior experience or having visited Prescott before (39%) was the most important factor, followed by word-of-mouth recommendations from friends and relatives (34%). These were followed by “Other” (29%) reasons which are listed in Appendix B. Those who checked this box were asked to explain; many of these other responses were referrals from friends and family. Fourth on the list was online-website (14%). A small group of visitors (4%) were influenced by magazines, or other media such as newspapers and social networking sites (2% respectively), or TV and radio (1% respectively). See Table 10 below.

Table 10. How did you hear about Prescott?

	Count	Percent (%)
Been here before	471	39.2%
Word-of-mouth	414	34.4%
Other	352	29.3%
Online-Website	167	13.9%
Magazine	50	4.2%
Newspaper	23	1.9%
Social Networking Sites	23	1.9%
TV	16	1.3%
Radio	12	1.0%
Total	1,202	100.0%

What is the primary purpose of your current visit to Prescott?

Roughly half of all visitors (47%) came to Prescott for vacation or leisure purposes. Another fourth listed some “other purpose” for their visit, although these reasons were not enumerated. A further one-tenth (10%) were in Prescott for business or conference activities, and smaller percentages were passing through (8%). The next most important purpose for visiting was outdoor recreation (6%), including hiking, golf, kayaking, biking, etc., while a small group (5%) were staying in a second home. See Table 11 below.

Table 11. What is the primary purpose of your current visit to Prescott?

	Count	Percent (%)
Vacation or leisure	537	47.1%
Other purpose	262	23.0%
Business/Conference	120	10.5%
Just passing through	87	7.6%
Outdoor recreation	72	6.3%
Stay in second home or residence	62	5.4%
Total	1,140	100.0%

Is Prescott the primary destination of your trip?

Two-thirds of all survey respondents (67%) indicated that Prescott was the main destination of their trip. The remaining third (33%) said the visit to Prescott was one stop on a longer trip. See Table 12.

Table 12. Is Prescott the primary destination of your trip?

	Count	Percent (%)
Yes	794	66.7%
No	397	33.3%
Total	1,191	100.0%

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

Those who said Prescott was not their primary destination were asked to enter the primary destination. Sedona (19%) was most often mentioned as the primary destination, followed by Grand Canyon National Park (9%), Phoenix (8%), road trips generally (6%), then by Scottsdale and Flagstaff (4% each). See Table 13 for the top ten “Other” primary destinations; the complete list is in Appendix C.

Table 13. If not, what location is the primary destination of your trip-other?

	Count	Percent (%)
Sedona	53	18.6%
Grand Canyon National Park	26	9.1%
Phoenix	24	8.4%
Road Trip, Touring Arizona & U.S.	17	6.0%
Scottsdale	12	4.2%
Flagstaff	12	4.2%
Tucson	7	2.5%
Prescott Valley	6	2.1%
Las Vegas, NV	4	1.4%
Jerome	3	1.1%
Top-ten locations	164	57.5%

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

Three-fourths of all visitors (76%) stayed in a hotel or motel while in Prescott, a positive finding that reflects the appeal of Prescott’s lodging sector. Smaller numbers of visitors stayed in campgrounds-RV parks or in the homes of friends or relatives (9% respectively), while six percent stayed in some “other” accommodation, the majority of which consisted of home vacation rentals, such as AirBnB or VRBO. The remainder stayed in Bed & Breakfasts (2%), second homes (1%), and timeshares (1%). See Table 14. The total list of other accommodations is in Appendix E.

Table 14. If you are staying in Prescott, what type of lodging are you using?

	Count	Percent (%)
Hotel-Motel	619	75.7%
Campground-RV Park	71	8.7%
Home of Friends-Family	71	8.7%
Bed & Breakfast	20	2.4%
Second Home	11	1.3%
Timeshare Property	10	1.2%
Other	45	5.5%

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

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

Visitors to Prescott were asked about the attractions they visited and the activities they participated in during their visit. To assist the visitor and for ease of analysis, these attractions and activities were grouped into four discreet categories:

- (1) Local venues
- (2) Arts/Culture/Science/History attractions
- (3) Outdoor Recreation attractions, and
- (4) Public Lands attractions.

On the survey, lists of specific tourist attractions were provided for each of these four activity sectors. This process produced Table 15, which presents Prescott attractions from all four categories in rank order from the most-visited to the least-visited. For example, the most-visited attraction in Prescott was Historic Downtown Prescott, followed by dining out, and hiking Prescott trails – the first two activities were engaged in by more than 60 percent of visitors while 40 percent of visitors said they hiked area trails. See the complete list in Table 15.

Table 15. Identify the Specific Attractions you visited in Prescott

	Count	Percent (%)
Historic Downtown Prescott	775	63.6%
Dining out	772	63.4%
Hiking or walking trails	490	40.2%
Shopping	449	36.9%
Courthouse Plaza	397	32.6%
Sharlot Hall Museum	304	25.0%
Goldwater, Willow or Watson lake	276	22.7%
Nightlife/Whiskey Row	263	21.6%
Prescott National Forest Lands	257	21.1%
City of Prescott Parks & Recreation Site	246	20.2%
Prescott Gateway Mall	189	15.5%
Lynx Lake	177	14.5%
Attending an event or festival (please specify)	159	13.1%
Bird watching or wildlife viewing	144	11.8%
Phippen Museum of Western Art	144	11.8%
Smoki Museum	111	9.1%
Attending a meeting	109	8.9%
Casino (Bucky's/Yavapai)	100	8.2%
Mountain or road biking	98	8.0%
Camping or RV stay	94	7.7%
Visiting art galleries/4th Friday Art Walk	81	6.7%
Mile High Trail System (Prescott Circle and Greenways Trail Systems)	87	7.1%
Heritage Park Zoological Sanctuary	70	5.7%
Performing arts/Musical venue	68	5.6%
Fishing area lakes	67	5.5%
Boating, canoeing or kayaking	63	5.2%
Golfing	62	5.1%
Highlands Center for Natural History	49	4.0%
Rock climbing/bouldering	46	3.8%
Sports tournament	26	2.1%
Horseback riding	17	1.4%

Local Venues

This section looks at the rank order of activities within each of the four categories. The first grouping, local venues, consisted of the many leisure opportunities found in Prescott. Of these, visiting Historic Downtown Prescott and dining out were the chief activities in which visitors engaged, attracting almost two-thirds of all visitors (63%). Shopping (37%) was the next most popular activity, followed by visits to Courthouse Plaza (33%) and Whiskey Row (22%). Visiting the Prescott Gateway Mall was a somewhat less important activity, engaged in by 16 percent of visitors, followed by those visitors who attended an event or a festival (13%), such as the Courthouse Christmas Lighting, parades, weddings or sports tournaments. Less than one-tenth of visitors said they were attending a meeting (9%), or visiting a local casino (Bucky's/Yavapai) (8%). See the list of Prescott local venues in Table 16. A list of special events attended is provided in Appendix H, and Other Activities in Appendix I.

Table 16. Identify the local venues you visited in Prescott

	Count	Percent (%)
Historic Downtown Prescott	775	63.6%
Dining out	772	63.4%
Shopping	449	36.9%
Courthouse Plaza	397	32.6%
Nightlife/Whiskey Row	263	21.6%
Prescott Gateway Mall	189	15.5%
Attending an event or festival (please specify)	159	13.1%
Attending a meeting	109	8.9%
Casino (Bucky's/Yavapai)	100	8.2%

Does not add up to 100% because of multiple responses

Arts/Culture/Science/History

Sharlot Hall Museum was the most-visited attraction in the arts/culture/science/history category, which was visited by one-fourth (25%) of all Prescott visitors. Sharlot Hall was followed by visits to the Phippen Museum of Western Arts (12%), and the Smoki museum (9%). The 4th Friday Art Walk and visiting art galleries were activities for seven percent of visitors, followed by visits to the Heritage Park Zoological Sanctuary (6%), attending the performing arts/musical venue (6%), and visiting the Highlands Center for Natural History (4%). See Table 17.

Table 17. Identify attractions in the arts/culture/science/history you visited in Prescott

	Count	Percent (%)
Sharlot Hall Museum	304	25.0%
Phippen Museum of Western Art	144	11.8%
Smoki Museum	111	9.1%
Visiting art galleries/4th Friday Art Walk	81	6.7%
Heritage Park Zoological Sanctuary	70	5.7%
Performing arts/Musical venue	68	5.6%
Highlands Center for Natural History	49	4.0%

Does not add up to 100% because of multiple responses

Outdoor Recreation

In the outdoor recreation category of activities, hiking or walking trails was by far the most popular (40%), followed by bird watching or wildlife viewing (12%). Next in importance were mountain or road biking (8%) and camping or RV stays (8%), followed by fishing in area lakes (6%). Boating, canoeing or kayaking, and golfing both received the same level of interest (5% respectively), followed by rock climbing (4%), sports tournaments (2%) and horseback riding (1%). See Table 18.

Table 18. Outdoor recreation activities in Prescott

	Count	Percent (%)
Hiking or walking trails	490	40.2%
Bird watching or wildlife viewing	144	11.8%
Mountain or road biking	98	8.0%
Camping or RV stay	94	7.7%
Fishing area lakes	67	5.5%
Boating, canoeing or kayaking	63	5.2%
Golfing	62	5.1%
Rock climbing/bouldering	46	3.8%
Sports tournament	26	2.1%
Horseback riding	17	1.4%

Does not add up to 100% because of multiple responses

Public Lands

In the category of visitor activities on public lands, Prescott’s lakes – Goldwater, Willow and Watson Lake – were visited by one-fourth (23%) of all visitors. Lake visits were followed closely by visits to Prescott National Forest lands (21%), and City of Prescott Recreation sites (20%). Lynx Lake on the Prescott National Forest was also popular with 15 percent of visitors, while less than one in ten visitors (7%) specifically visited the Mile High Trail System. See Table 19.

Table 19. Public lands you visited in Prescott

	Count	Percent (%)
Goldwater, Willow or Watson Lake	276	22.7%
Prescott National Forest Lands	257	21.1%
City of Prescott Parks & Recreation Site	246	20.2%
Lynx Lake	177	14.5%
Mile High Trail System (Prescott Circle and Greenways Trail Systems)	87	7.1%

Does not add up to 100% because of multiple responses

Please estimate your expenditures while in Prescott

Visitor spending is an important source of income for Prescott tourism businesses and for local governments. Many tourist activities are also subject to additional local taxes, such as the bed/lodging tax, which is typically used to fund local services, such as tourism marketing, or parks and recreation. In a year-long tourism study such as the one in Prescott, there are generally two types of visitors, day visitors (those who are in the community for less than a day) and overnight visitors (those who are staying in the community for one night or more). It is important to make the distinction between day and overnight visitors because their expenditure patterns tend to differ. The largest difference is that day visitors do not have lodging expenditures in the community. Previous tourism research shows that lodging can account for one-fourth of total overnight expenditures. So in order to differentiate expenditures between the two groups, day trip and overnight trip expenditures will be presented in the following tables.

When considering both day and overnight visitor's trip expenditures this study will use the harmonic mean and the median. The harmonic or trimmed mean provides a better average expenditure measure than the regular mean expenditure, since the harmonic mean is less sensitive to extreme values that tend to have exaggerated influence on the mean. The median or the statistical mid-point of the frequency distribution is also reported, the median is a more conservative measure of central tendency and is less affected by extreme values.

Day Visitor Expenditures

First for day visitors, the largest average per-party per-day expenditure was for restaurant/food and groceries (\$36), followed by other shopping – souvenirs (\$18), and transportation including gas (\$11). Transportation and gas were followed by recreation/tour/entrance expenditures (\$6), and other purchases (\$5).

Restaurant/food and groceries had the highest expenditures and also the highest percentage of visitors who reported these expenditures – 62%. Next were shopping-souvenir expenses (38%), as well as those with transportation expenditures (36%), recreation/tour/entrance fees/permits (20%), and other (5%).

Overnight Visitor Expenditures

Overnight visitors had the highest overall expenditures for lodging (\$108) per-day, followed by daily per-party expenditures of \$70 for restaurant/food and groceries, and shopping-souvenirs (\$31). Shopping and souvenir sales were followed by transportation including gas (\$30), then recreation/tour/entrance fees expenditures (\$6) and other expenditures (\$5). Overall, the overnight visitors had higher rates of expenditures (more travel parties spending money) for all categories when compared to day visitors. While the largest expenditures for overnight visitors were for lodging (\$108) this category only had the second-highest percentage of respondents with expenditures (75%), the largest percentage of overnight expenditures were for restaurant and grocery (83%). Lodging was followed by transportation including gas (69%), shopping-souvenirs (54%), recreation/tour/entrance fees (34%), and other (7%). Day and overnight expenditures are laid out side by side along with participation rates in Table 20.

The few respondents who indicated they had "other" expenditures were asked to specify these; most were for gifts and contributions, and the complete list is in Appendix G.

Table 20. Estimate the amount of money your travel party is spending per-day at Prescott tourism businesses

	Day trip only			An overnight trip		
	Per-party Per-trip Harmonic Mean	Per-party Per-trip Median	% with expenditures	Per-party Per-day Harmonic Mean	Per-party Per-day Median	% with expenditures
Lodging-Camping	\$0	\$0	0.0%	\$108	\$100	74.7%
Restaurant & Grocery	\$36	\$30	62.3%	\$70	\$60	82.7%
Transportation (including gas)	\$11	\$8	35.5%	\$30	\$20	69.4%
Shopping-Souvenirs	\$18	\$6	37.7%	\$31	\$10	53.8%
Recreation-Tour- Entrance Fees-Permits	\$6	\$3	20.1%	\$6	\$3	33.5%
Other expenditures	\$5	\$3	5.4%	\$5	\$2	6.8%

Average Visitor Expenditures

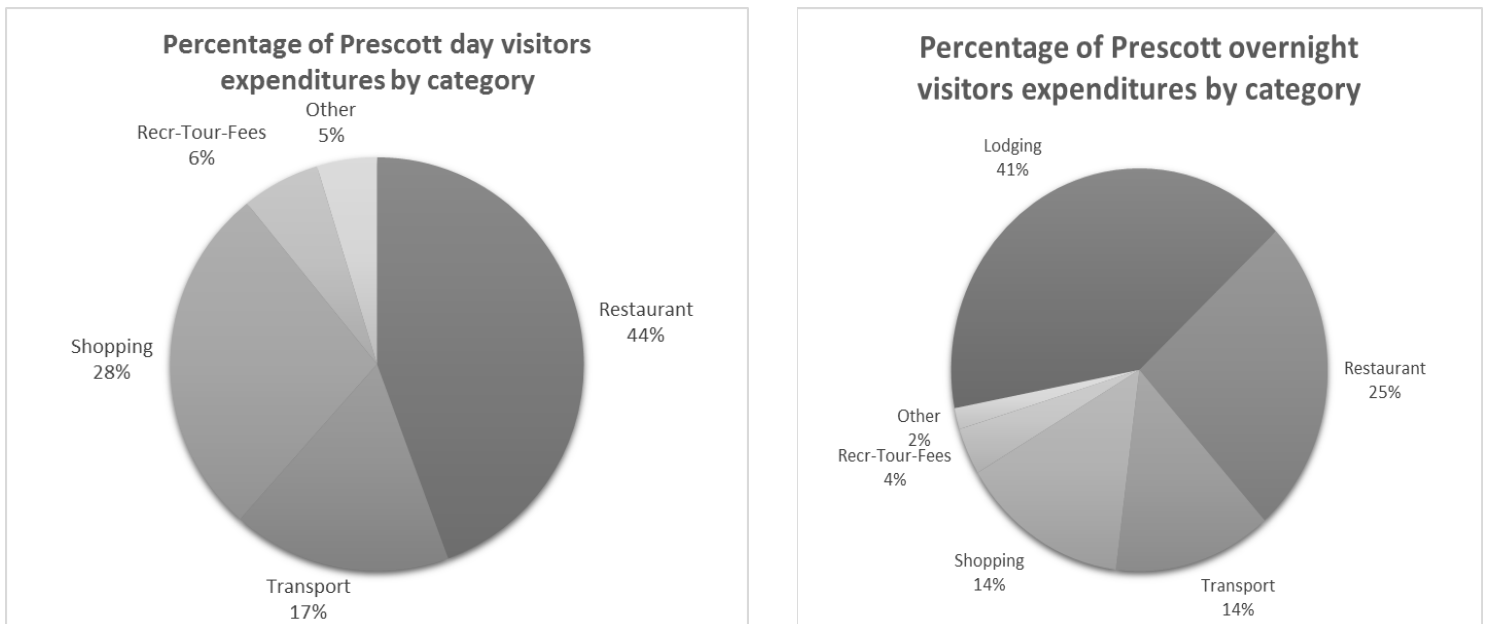
What does the average day and overnight visitor party spend per day in Prescott? An average per-day expenditure for both day and overnight visitors was derived by weighting expenditures to the sample of both day and overnight visitors. Based on the *weighted* average of each visitor type, day visitors spend an average of \$98 per-party per-day, while overnight visitors, buoyed by lodging expenditures, spend an average of \$313 per day. See Table 21.

Table 21. Weighted average per-party per-day expenditures for day and overnight visitors at Prescott tourism businesses

	Per-party Per-day	Overnight Per-Party Per-Day
Lodging-Camping	\$0	\$128
Restaurant & Grocery	\$43	\$80
Transportation (including gas)	\$17	\$42
Shopping-Souvenirs	\$27	\$45
Recreation-Tour-Entrance Fees-Permits	\$6	\$12
Other expenditures	\$5	\$5
Weighted average expenditures	\$98	\$313

How is the tourist dollar spent in Prescott? Based on the *weighted* average of visitor expenditures, for overnight visitors the largest percentage of the tourist dollar was spent on lodging (41%), for day visitors the most was spent on restaurant/food and groceries (44%), while overnight visitors spent less of their tourist dollar on the same category (25%). Day visitors had larger portions of shopping expenditures (28%) than did overnight visitors (14%), similarly day visitors spent more on transport (17%) than did overnight visitors (14%). Recreation/tour/entrance fees and other expenditures did not vary much for either day or overnight visitors. See Figure 3.

Figure 3. Percentage of the visitor dollar spent in Prescott for day and overnight visitors



Overall how satisfied are you with your visit to Prescott?

Visitors to Prescott were asked to rate their overall satisfaction with their experience in Prescott. Overall, the mean satisfaction score was very high, at 9.0 out of a possible 10.0. Almost three-fourths (72%) of all respondents rated their experience in Prescott as either a 9 out of 10 (24.7%) or a 10 out of 10 (47.3%). This is a very high satisfaction rating and is a testament to the high quality of tourism businesses in Prescott and the welcoming and friendly attitude of its people. See Table 22.

Table 22. Overall how satisfied are you with your experiences in Prescott?

	1	2	3	4	5	6	7	8	9	10	Total
Please indicate your overall satisfaction with your experience in Prescott	0%	0.1%	0.1%	0.1%	2.0%	0.7%	6.4%	18.6%	24.7%	47.3%	9.0

Demographics

Age of visitors

The average age of visitors to Prescott was 56.9 years, with a median age of 60 years, both of which are considerably older than the average age of Arizona visitors generally, which is 45.1 years (Source: Arizona Office of Tourism, *2014 Arizona Domestic Overnight Visitors*, by Tourism Economics and Longwoods International). Table 22 illustrates the age of visitors in ranges, showing that only one-fifth (20%) of the survey sample was 45 years of age or younger, while half of the survey population (51%) was between the ages of 46 and 65 years. Almost another third (29%) were 66 years or older. See Table 23 below.

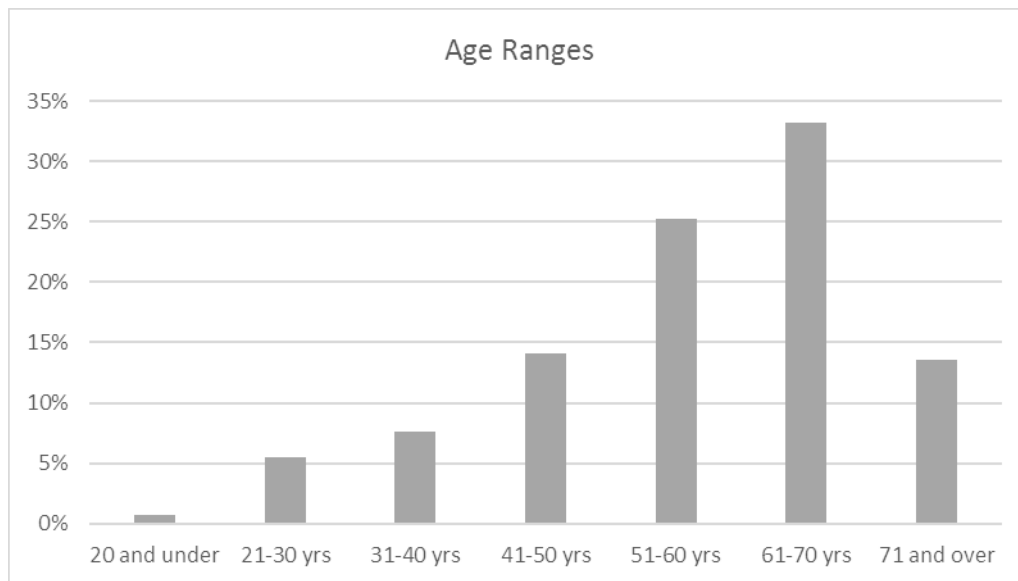
Table 23. Age ranges of Prescott visitors

	Count	Percent (%)
20 and under	7	0.7%
21 - 25 years	23	2.2%
26 - 30 years	34	3.3%
31 - 35 years	37	3.5%
36 - 40 years	43	4.1%
41 - 45 years	65	6.2%
46 - 50 years	82	7.9%
51 - 55 years	106	10.2%
56 - 60 years	158	15.1%
61 - 65 years	189	18.1%
66 - 70 years	158	15.1%
71 - 75 years	89	8.5%
76 years and older	53	5.1%
Total	1044	100.0%

Mean age = 57 years

Median age = 60 years

Figure 4. Age Ranges of Visitors



Age is one of the most common predictors of differences in attitudes and behaviors. Age denotes two important characteristics about a person: their stage in the life cycle – e.g., young adult, middle-aged, parent, or retiree – and their membership in a cohort of individuals who were born at a similar time. Cohort analysis tracks a group of people over the course of their lives.

Generations are one way to group age cohorts. A generation typically refers to groups of people born over a 15-20 year span, such as the Baby Boomer or Millennial generations. The current five American generations, aged 18 years and over and their percent of the population, are the following:

- The Millennial Generation, adults aged between 18 and 34 years of age and comprising 30% of the population;
- Generation X, adults aged 35 to 50, comprising 27% of the population;
- The Baby Boom Generation, adults aged 51 to 69 years of age, comprising 30% of the population;
- The Silent Generation, adults aged 70 to 87 years of age, comprising 11% of the population; and
- The Greatest Generation, adults aged 88 to 100 years, comprising 2% of the population.

What can generational analysis tell us? Recent research shows a strong preference for personal car trips among those in Generation X, hence the plethora of new car advertising with adventurous themes and copy that appeals to Gen X'ers. Yesawich Research shows that the Baby Boom generation has a clear preference for "chain-affiliated" hotels and resorts, while preference for "independent" hotels and resorts is highest among Millennials. Overall, "Brand" loyalty (as revealed by willingness to stay with particular brands on future trips) is highest among Boomers and the Silent generation, and lowest among both Millennials and X'ers (respectively) (Source: Yesawich, MMGY Global).

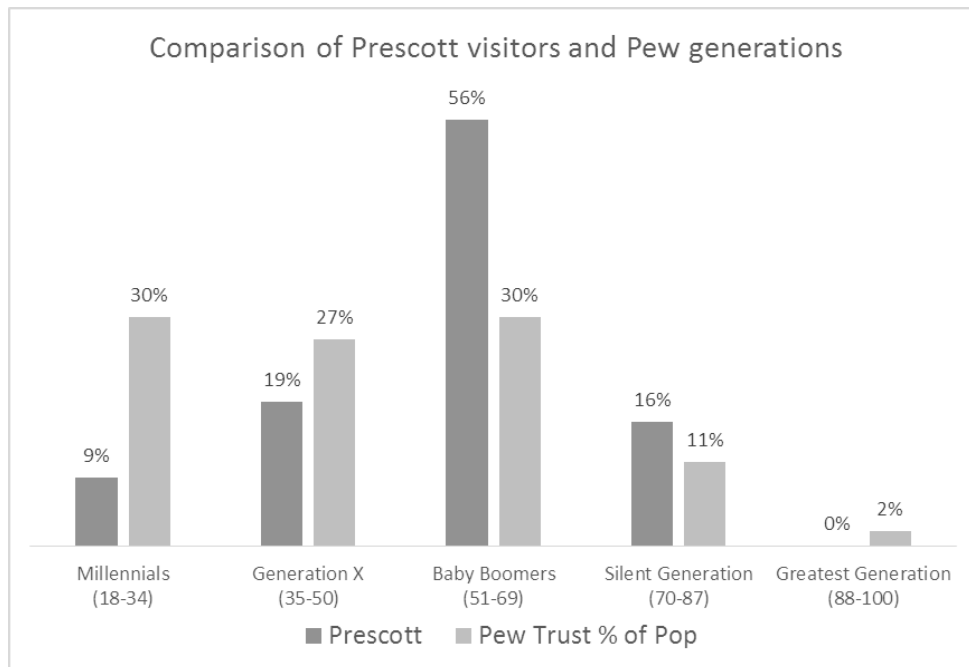
Table 24 compares the survey sample recoded to the generational age cohorts for Prescott visitors to the percentage of the population for each cohort. Currently, Prescott is attracting many more Baby Boomers and the Silent Generation and fewer Millennials and Generation X'ers. See Table 24.

Table 24. Comparison of Prescott visitor ages to Pew Trust Generational Research

	Count	Prescott visitor Percent (%)	Percent of U.S. Population 18 yrs & over
Millennials (18 - 34 years)	94	9%	30%
Generation X (35 - 50 years)	197	19%	27%
Baby Boomers (51 - 69 years)	582	56%	30%
Silent Generation (70 - 87 years)	170	16%	11%
Greatest Generation (88 - 100 years)	1	0%	2%
Total	1044	100%	100%

Source: Pew Research Center, The Whys and Hows of Generations Research, Sept. 3, 2015

Figure 5. Comparison of Prescott Visitors and Pew Generations



Gender of visitors

There were slightly more males in the sample (54%) than females (46%). See Table 25

Table 25. Gender of visitors to Prescott

	Count	Percent (%)
Male	605	53.6%
Female	523	46.4%
Total	1,128	100.0%

Did any significant differences exist in visitors' age by gender? No significant differences were found; on average, males (average 57 years) were slightly older than females (average age 56 years). See Table 26.

Table 26. Average ages by gender of Prescott visitors

	Mean age in years
Male	57.3
Female	55.8

Household Income

Visitors to Prescott had an average annual household income, derived from mid-points, of \$104,039 which is significantly higher than the state average of \$70,380 for domestic visitors (Source: Arizona Office of Tourism, *2014 Arizona Domestic Overnight Visitors*, Tourism Economics and Longwoods International). In fact, almost half of all visitors (46%) had household incomes in excess of \$100,000 – an income level that could justify high-end resort properties and other luxury amenities. See Table 27 below.

Table 27. What category best describes your annual household income before taxes?

	Count	Percent (%)
Less than \$40,000	82	8.5%
\$40,000 - \$59,999	136	14.0%
\$60,000 - \$79,999	147	15.2%
\$80,000 - \$99,999	162	16.7%
\$100,000 - \$119,999	139	14.4%
\$120,000 - \$139,999	79	8.2%
\$140,000 - \$159,999	62	6.4%
\$160,000 - \$179,999	33	3.4%
\$180,000 - \$199,999	31	3.2%
\$200,000 or higher	97	10.0%
Total	968	100.0%

Average Household Income from mid-points \$104,039

Economic Impact of Tourism on Yavapai County

Introduction

In the survey of visitors to Prescott, respondents were asked to detail their regional expenditures in each of the following categories: lodging, food and grocery, transportation (including gas), shopping/souvenir/art 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 Prescott and can be compared to the impacts of other activities.

Expenditures from Prescott 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 Contribution Methods

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

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

Visitors were asked to estimate daily trip expenditures in the categories listed above. The visitors are assumed to be concentrated in Prescott and communities located in 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, 2013).

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

Regional Expenditure Results

For the economic analysis, each survey represents a travel party. Expenditure questions asked respondents to estimate their expenditures for the travel party, i.e., each survey comprised one group or party. To estimate the number of visitors to the Prescott area a population estimate was developed to use in expanding per-party expenditures to all potential visitors to the area. It is estimated that approximately 1,619,981 people visited the Prescott area in 2014-2015 (the period of the survey). This estimate is derived from attractions visitation such as museums, lodging supply (hotels and time share properties) as well as average occupancy and private attraction entrance numbers. This population estimate is likely to be an underestimate of visitation as it does not include traffic count data. The researchers, however, prefer to err on the side of conservative population estimates. As discussed previously only out-of-region visitors are included in this analysis, 2% of all visitors (29,261) were considered within region, i.e., Yavapai County and were removed from the population estimate. Therefore, only these 1,590,720 out-of-region visitors are included in the economic impact analysis.

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

Visitors to the Prescott area during the study period comprise both day visitors, those in the area for less than one day, and those who are staying overnight. For overnight visitors, the mean length of stay in the Prescott area was 3.5 nights, which was used to expand their per-day expenditures obtained in the

survey. From the survey we know that day visitors comprise 33.5 percent of all Prescott visitors, this translates into 532,891 visitors, while overnight visitors account for 66.5 percent of the sample which translates to 1,057,829 visitors for a total of 1,590,720 visitors. Direct expenditures are estimated for both day visitors Table 28, and for overnight visitors Table 29. Expenditures for both overnight and day visitors are totaled and used as inputs to the I/O model, Table 30, used in the subsequent economic contribution analysis. The harmonic or trimmed mean is used in this estimate, this is a more conservative estimate of central tendency and is less affected by extreme values within the frequency distribution. The harmonic mean per-person per-day direct expenditure estimates for day visitors are included in Table 28, below. Per-party per-day expenditures are divided by the mean party size for day visitors (2.4 persons), then the population estimate is derived by multiplying the percentage of visitors with expenditures by the visitor population estimate. Finally the visitor population estimate is multiplied by per-person per-day expenditures for the direct expenditure.

Table 28. Estimate of regional expenditures by day visitors to the Prescott

	Per-Party Harmonic Mean	Per-person Per-day	% with expenditure	Population estimate	Direct expenditures
Lodging-Camping	\$0	\$0	0.0%	0	\$0
Restaurant & Grocery	\$36	\$15	62.3%	331,991	\$12,005,000
Transportation (including gas)	\$11	\$5	35.5%	189,176	\$2,098,000
Shopping-Souvenirs	\$18	\$8	37.7%	200,900	\$3,650,000
Recreation-Tour-Entrance Fees-Permits	\$6	\$2	20.1%	107,111	\$645,000
Other expenditures	\$5	\$2	5.4%	28,776	\$133,000
Total direct expenditures day visitors					\$18,531,000

Using the same methods outlined above, with two exceptions. First, per-party per-day expenditures are divided by the mean party size for overnight visitors, 2.4 persons. Then per-person per-day median expenditures are multiplied by the average length of stay, 3.5 nights in this case, so that all expenditures are captured. The population estimates and the percentage of the visitor population with expenditures is much higher than those found in the day visitor calculations. See Table 29.

Table 29. Estimate of regional expenditures by overnight visitors to the Prescott

	Per-party Per-day expenditures	Per-person Per-day expenditures	Per-person Per-trip expenditures	% with expenditure	Population estimate	Direct expenditures
Lodging-Camping	\$108	\$44	\$156	74.7%	790,198	\$122,937,000
Restaurant & Grocery	\$70	\$29	\$100	82.7%	874,824	\$87,690,000
Transportation (including gas)	\$30	\$12	\$43	69.4%	734,133	\$31,676,000
Shopping-Souvenirs	\$31	\$13	\$45	53.8%	569,112	\$25,405,000
Recreation-Tour-Entrance Fees-Permits	\$6	\$2	\$8	33.5%	354,373	\$2,918,000
Other expenditures	\$5	\$2	\$8	6.8%	71,932	\$550,000
	\$251	\$103	\$359			\$271,176,000

Finally total direct expenditures for day and overnight visitors are combined and used as inputs to the IMPLAN model. See Table 30.

Table 30. Estimate of regional expenditures by all visitors to Prescott

	Day Visitor Expenditures	Overnight Visitor Expenditures	Total Expenditure
Lodging-Camping	\$0	\$122,937,000	\$122,937,000
Restaurant & Grocery	\$12,005,000	\$87,690,000	\$99,695,000
Transportation (including gas)	\$2,098,000	\$31,676,000	\$33,774,000
Shopping-Souvenirs	\$3,650,000	\$25,405,000	\$29,055,000
Recreation-Tour-Entrance Fees-Permits	\$645,000	\$2,918,000	\$3,563,000
Other expenditures	\$133,000	\$550,000	\$683,000
Total expenditures	\$18,531,000	\$271,176,000	\$289,707,000

Regional Economic Impact Analysis Results

The total number of out-of-region visitors to the Prescott area in the study period was 1,590,720 visitors. These visitors were responsible for some \$289.7 million of expenditures in Yavapai County, AZ, with an average regional expenditure of \$182 per person, arrived at by dividing the \$289.7 million in direct expenditures by 1.59 million visitors. Expenditures recorded for each industrial category were entered into IMPLAN's impact analysis.

Table 31 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. Please note that total direct expenditures are reduced by \$23 million; this is the *result of direct leakage* for goods and services purchased from outside the county and region, therefore, direct output in the model differs from direct expenditures in Table 30. Type SAM multipliers are similar to Type III multipliers in that they represent the ratio of total effects to direct effects and include indirect and induced effects. They are also similar in incorporating employment-based Personal Consumption Expenditures (PCEs) to model overall induced effects. IMPLAN's Type SAM multipliers differ from traditional multipliers because IMPLAN uses all social accounting matrix information to generate a model that captures the inter-institutional transfers (IMPLAN Analysis Guide, 2012).

Table 31. Impact and multipliers of \$266.8 million of regional expenditures by Prescott area visitors

Economic Impact	Direct Effects	Indirect Effects	Induced Effects	Type SAM Multipliers	Total
Total Output	\$266,861,000	\$33,499,000	\$39,805,000	1.27	\$340,166,000
Total Employment	3,005	298	315	1.20	3,618
Total Labor Income	\$77,846,000	\$10,709,000	\$11,729,000	1.29	\$100,284,000
State and Local Taxes	\$21,350,000	\$1,093,000	\$2,326,000		\$24,769,000
Federal Taxes	\$17,037,000	\$2,008,000	\$2,530,000		\$21,575,000

If regional expenditures are substantial, increased tax revenues will be generated. These tax revenues can also be substantial, particularly in tourism and service-oriented industries, where additional tax collections occur. As seen in Table 31, visitors to the Prescott area spurred an additional \$24.8 million of tax revenue for Yavapai County and the state.

The majority of tax revenue coming from the 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 2015 visitors to the Prescott area injected significant output to regional businesses in the Prescott area and Yavapai County. Approximately \$289 million of regional purchases were made by out-of-region visitors, and after leakage resulted in a total economic contribution of \$340 million for Yavapai County. This economic activity supported some 3,618 full-time equivalent (FTE) jobs. The regional economic impact of visitors to Prescott is substantial and significantly contributes to the greater regional economy.

Appendix A: Survey Questionnaire

PRESCOTT VISITOR STUDY

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

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

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

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

2. Is Prescott the primary destination of your trip?

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

3. Is this your first trip to Prescott?

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

4. Please mark all the following communities you plan to visit on this trip.

- Camp Verde Dewey-Humboldt-Mayer Jerome Prescott Valley
- Clarkdale Flagstaff Las Vegas NV Sedona
- Cottonwood Grand Canyon Phoenix Metro Wickenburg

5. Indicate the primary purpose of your current visit to Prescott. Mark only ONE.

- Business/Conference Stay in Second Home/Residence
- Just Passing Through Vacation/Leisure
- Outdoor Recreation Other

6. Indicate the item that best describes your primary mode of transportation. Mark only ONE.

- Private auto RV/Camper Tour bus Shuttle Co.
- Rental car Motorcycle Air Service Other, define:

7. Is this trip to Prescott? A day trip only(continue to Question 9)

An overnight trip If staying overnight, how many nights:

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

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

9. 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:

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

Please tell us the number of people these expenses cover.

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

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

Define Other:

7881141853

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

Local Venues:

- Attending a meeting
- Attending an event or festival (specify):
- Casinos (Bucky's/Yavapai)
- Courthouse Plaza
- Dining out
- Historic Downtown Prescott
- Nightlife/Whiskey Row
- Prescott Gateway Mall
- Shopping

Outdoor Recreation:

- Bird watching or wildlife viewing
- Boating, canoeing, or kayaking
- Camping or RV stay
- Fishing area lakes
- Golfing
- Hiking or walking trails
- Horseback riding
- Mountain or road biking
- Rock climbing/bouldering
- Sports tournament

Arts/Culture/Science/History:

- Heritage Park Zoological Sanctuary
- Highlands Center for Natural History
- Performing arts/Musical venue
- Phippen Museum of Western Art
- Sharlot Hall Museum
- Smoki Museum
- Visiting galleries/4th Friday Art Walk

Public Lands:

- City of Prescott Parks & Recreation Site
- Goldwater, Willow, or Watson Lake
- Lynx Lake
- Mile High Trail System (Prescott Circle Trail, Greenways Trail)
- Prescott National Forest lands

Any Other (define):

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.

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

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?

Number of: Women Men Children under 18

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

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

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

Site Code

Thank You For Taking The Time To Complete The Survey!

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Appendix B: How did you hear about Prescott – Other way you heard about Prescott?

Other way you heard about Prescott?	Count	Percent (%)
VISITING FAMILY	82	24.0%
VISITING FRIENDS	39	11.4%
WORK	36	10.6%
DROVE BY	17	5.0%
AAA	10	2.9%
EMBRY RIDDLE AERONAUTICAL UNIVERSITY	9	2.6%
TRAVEL BOOK	14	4.1%
WALKED BY	4	1.2%
REALTOR	4	1.2%
PRESCOTT COLLEGE	4	1.2%
MARIOTT POINT	3	0.9%
YAVAPAI COMMUNITY COLLEGE	4	1.2%
TOUR	2	0.6%
SON	2	0.6%
RESIDENT	2	0.6%
MAP	2	0.6%
INTERNET	2	0.6%
HUSBAND	2	0.6%
FRIEND RECOMMENDED	2	0.6%
CHURCH GROUP	2	0.6%
CHURCH	2	0.6%
AZ VISITORS GUIDE	2	0.6%
WWW	1	0.3%
WINTER RESIDENT	1	0.3%
WILD IRIS CAFE	1	0.3%
WE LIVE IN PHOENIX	1	0.3%
VRBO ON NET	1	0.3%
VP-11 REUNION	1	0.3%
VOLLEYBALL TOURNAMENT	1	0.3%
VISITING FAMILY, FRIENDS	1	0.3%
VISITING AREA	1	0.3%
VISITED SEDONA BEFORE	1	0.3%
VISITED BEFORE	1	0.3%
USED TO LIVE HERE	1	0.3%
TRAVEL FROM 1980	1	0.3%
TRAINING CLASS	1	0.3%
TOP DECK TOUR	1	0.3%
SUMMER RESIDENCE	1	0.3%
STUDENT-EMERY RIDDLE	1	0.3%
STREET SIGN	1	0.3%
STAY AT RESIDENCE INN	1	0.3%
SEE ON THE MAP	1	0.3%
SCIENCE PROJECT	1	0.3%
SAW ON MAP	1	0.3%
SAW IT FROM POINT OF ROCKS CAMP NEXT DOOR	1	0.3%
SAW FROM ROAD	1	0.3%
RESIDENT FRIEND	1	0.3%
RECENTLY MOVED TO PRESCOTT	1	0.3%
PRESENTING SHOWS @ ELKS	1	0.3%

Other way you heard about Prescott?	Count	Percent (%)
POTTER'S HOUSE CHURCH	1	0.3%
PLEASUREBENT TOURS	1	0.3%
PLACES TO RETIRE ARTICLE	1	0.3%
PART OF TOUR	1	0.3%
OUR HOST-SET UP REUNION	1	0.3%
ON THE MAP	1	0.3%
OAA VISITORS PAMPHLET	1	0.3%
NPR RADIO	1	0.3%
NEVER HEARD OF IT	1	0.3%
NATIVE	1	0.3%
MY CLIENTS LOCATION	1	0.3%
MOTEL ATTENDENT	1	0.3%
MEETINGS	1	0.3%
MEDICAL-GALLUP DETOX	1	0.3%
MADE PLANS BY ROAD MAP	1	0.3%
LOOKING FOR MY GREAT AUNTS CHINA DOLL	1	0.3%
LIVED IN STATE LONG TIME	1	0.3%
LIVED IN ARIZONA, NEVER BEEN HERE	1	0.3%
LIVED HERE 17 YEARS	1	0.3%
LIVE IN SEDONA	1	0.3%
LIVE IN PHOENIX, FRIENDS	1	0.3%
LIVE IN COTTONWOOD	1	0.3%
LIVE IN ARIZONA	1	0.3%
KURT REFSHIEDAR	1	0.3%
JUST TRAVELING	1	0.3%
JUST INTERESTED	1	0.3%
JAZZ SUMMIT PLAYER	1	0.3%
INFO @ OUTDOOR SHOP	1	0.3%
IN 1974 OVERHEARD CONVERSATION	1	0.3%
HOTEL BROCHURE	1	0.3%
HISTORY	1	0.3%
HERE WITH GRANDMA ON SPRING BREAK	1	0.3%
HERE FOR RV REPAIR	1	0.3%
HAVE FAMILY HERE	1	0.3%
HAVE A BUSINESS IN PRESCOTT	1	0.3%
GUNSITE RECOMMENDATION	1	0.3%
GOOGLE	1	0.3%
GENEOLOGY	1	0.3%
FROM PHOENIX	1	0.3%
FRIEND KNOWS IT	1	0.3%
FRIEND FROM PHOENIX	1	0.3%
FOUND IT/DRIVE BY	1	0.3%
FATHER FROM PRESCOTT	1	0.3%
FAMILY REUNION	1	0.3%
EXPLORING	1	0.3%
EXPEDIA	1	0.3%
ENJOYING ARIZONA-DISCOVERED PRESCOTT	1	0.3%
DAUGHTER LIVES IN PHOENIX	1	0.3%
DAUGHTER AT PRESCOTT COLLEGE	1	0.3%
COURT	1	0.3%

Other way you heard about Prescott?	Count	Percent (%)
COTTONWOOD LIBRARY	1	0.3%
CONCERT WEBSITE	1	0.3%
CHAMBERS/VISITORS CTRS ALWAYS 1ST	1	0.3%
CAR SHOW	1	0.3%
CAME HERE WITH DAUGHTER	1	0.3%
BROCHURES	1	0.3%
BOATS & BURGERS	1	0.3%
BIBLE CAMP INITIALLY	1	0.3%
AZ RESIDENT	1	0.3%
AZ HIGHWAYS MAGAZINE	1	0.3%
AUTOCLUB MAGAZINE	1	0.3%
ART GALLERIES	1	0.3%
ARROWHEAD LODGE	1	0.3%
ARIZONA NATIVE	1	0.3%
ARIZONA MAGAZINE	1	0.3%
APPLIED TO COLLEGE HERE 1974	1	0.3%
ALL WAYS	1	0.3%
70'S COMPETITIVE SOFTBALL	1	0.3%
Total	341	100.0%

Appendix C: What is your primary destination-other?

Other destination	Count	Percent (%)
SEDONA	53	18.6%
GRAND CANYON NATIONAL PARK	26	9.1%
PHOENIX	24	8.4%
ROAD TRIP, TOURING ARIZONA & US	17	6.0%
SCOTTSDALE	12	4.2%
FLAGSTAFF	12	4.2%
TUCSON	7	2.5%
PRESCOTT VALLEY	6	2.1%
LAS VEGAS, NV	4	1.4%
JEROME	3	1.1%
PEORIA	3	1.1%
WATSON LAKE	2	0.7%
VERDE CANYON RAILROAD	2	0.7%
SUN CITY	2	0.7%
PAULDEN	2	0.7%
COTTONWOOD/ROCK & MINERAL SHOW	2	0.7%
COTTONWOOD	2	0.7%
CHINO VALLEY	2	0.7%
CHANDLER	2	0.7%
ARIZONA	2	0.7%
APACHE JUNCTION	2	0.7%
ALBUQUERQUE, NM	2	0.7%
ZION NATIONAL PARK	1	0.4%
YUMA TO TUCSON TO PRESCOTT TO LAUGHLIN NV TO RENO NV THEN HOME IN CA	1	0.4%
YUMA	1	0.4%
WORK ALL OVER AZ	1	0.4%
WILLIAMS	1	0.4%
WICKENBURG	1	0.4%
WHITE POCKET	1	0.4%
WASHINGTON DC	1	0.4%
VISIT FAMILY	1	0.4%
VERDE VALLEY FISH CAMP PARTY	1	0.4%
UNKNOWN	1	0.4%
TUCSON, PHOENIX, SCOTTSDALE, TEMPE	1	0.4%
TOURISM	1	0.4%
TOP DECK (TOUR)	1	0.4%
TONOPAH	1	0.4%
TO VISIT NEPHEW ALONG A 5 MONTH ROAD TRIP	1	0.4%
TEMPE	1	0.4%
SUN CITY/FAMILY	1	0.4%

Other destination	Count	Percent (%)
STACATION	1	0.4%
SPRING TRAINING BASEBALL	1	0.4%
SNOWBOWL SKI	1	0.4%
SIERRA VISTA	1	0.4%
SHOW LOW, FLAG, COTTONWOOD	1	0.4%
SAN FRANCISCO TO LAS VEGAS TOUR, ONE NIGHT IN PRESCOTT	1	0.4%
SAN FRANCISCO, CA	1	0.4%
SAN ANTONIO, TX	1	0.4%
S.E. ARIZONA	1	0.4%
ROAD TRIP SAN DIEGO TO SALT LAKE CITY	1	0.4%
RELOCATE FOR RETIREMENT	1	0.4%
RANCHO MIRAGE, CA	1	0.4%
QUARTZSITE	1	0.4%
PRESCOTT-JEROME	1	0.4%
PHOENIX-SPRING TRAINING	1	0.4%
PHOENIX-GRAND CANYON	1	0.4%
PHOENIX CONVENTION	1	0.4%
PHOENIX AND PRESCOTT	1	0.4%
PASSING THRU	1	0.4%
PARTIALLY-PHOENIX, GRAND CANYON	1	0.4%
PART OF ROAD TRIP AROUND ARIZONA, UTAH, AND CALIFORNIA	1	0.4%
PALM SPRINGS, CA	1	0.4%
OVERGAARD	1	0.4%
OUT OF AFRICA	1	0.4%
OREGON	1	0.4%
ONE OF SEVERAL IN ARIZONA	1	0.4%
ONE OF SEVERAL DESTINATIONS	1	0.4%
ONE OF MANY, EXPLORING AND VISITING	1	0.4%
NEW YORK, NY	1	0.4%
NEW MEXICO	1	0.4%
MOVING	1	0.4%
MOVED TO AREA	1	0.4%
MIDWEST ROADTRIP	1	0.4%
MESA VERDE NATL PARK	1	0.4%
MESA & SEDONA	1	0.4%
MEDICAL TREATMENT	1	0.4%
MCMINNVILLE, OR	1	0.4%
MARANA	1	0.4%
LOTS OF WESTERN STATES	1	0.4%
LEXINGTON, KY	1	0.4%
LAS VEGAS, ROAD TRIP	1	0.4%

Other destination	Count	Percent (%)
LAS VEGAS, G. CANYON	1	0.4%
LAKE HAVASU	1	0.4%
LA, LAS VEGAS	1	0.4%
KINGMAN	1	0.4%
KANAB, UT	1	0.4%
JUST THE GENERAL AREA	1	0.4%
JUST PASSING THROUGH	1	0.4%
JUST BROWSING	1	0.4%
JEROME SEDONA	1	0.4%
HAVASU, BUT FLED TO PRESCOTT IT'S NICER.	1	0.4%
GRANDCHILDREN	1	0.4%
GOODYEAR	1	0.4%
FUNERAL	1	0.4%
FOR TODAY, TRAVELING USA	1	0.4%
FLORENCE	1	0.4%
FLAGSTAFF/GRAND CANYON	1	0.4%
FLAGSTAFF, SEDONA, VEGAS	1	0.4%
DEWEY	1	0.4%
DENVER	1	0.4%
DAD IN PRESCOTT VALLEY	1	0.4%
CORVALLIS, OR	1	0.4%
CORNVILLE/COTTONWOOD	1	0.4%
CANON CITY, CO	1	0.4%
CAMP VERDE	1	0.4%
CAME FROM QUARTZSITE	1	0.4%
BUCKEYE/NASCAR	1	0.4%
BRYCE CANYON NP	1	0.4%
BLACK CANYON CITY	1	0.4%
BAGDAD	1	0.4%
AZ STATE WRESTLING TOUR	1	0.4%
ARIZONA CITY	1	0.4%
AREA-YUMA TO FLAG	1	0.4%
ALL OF NORTHERN AZ	1	0.4%
A STOP ALONG WAY	1	0.4%
4600 MILE NATIONAL PARK TRIP FROM ST. LOUIS FURTHEST POINT LAS VEGAS	1	0.4%
3 MONTH USA RV TRIP	1	0.4%
3 MONTH STAY JUNE-AUG	1	0.4%
Total	285	100.0%

Appendix D: Other Transport

Other transport used	Count	Percent (%)
WORK TRANSPORT	8	36.4%
WALKING	1	4.5%
RENTAL VAN	2	9.1%
SUV	1	4.5%
PRIVATE AIRPLANE	1	4.5%
LOCAL RELATIVES	1	4.5%
GRANDPARENTS CAR	1	4.5%
FLEW TO PHOENIX, DROVE HERE	1	4.5%
FLEW & RENTED CAR	1	4.5%
FEET	1	4.5%
CAR W/FAMILY	1	4.5%
BICYCLES	1	4.5%
AMTRAK	1	4.5%
ALSO USE RV/MC/ATV	1	4.5%
Total	22	100.0%

Appendix E: Other Lodging

Other lodging	Count	Percent (%)
VRBO	13	31.7%
RENTAL HOME/CABIN	6	14.6%
AIRBNB	3	7.3%
TRAVELERS HOSTEL	3	7.3%
PARENTS HOME	2	4.9%
WEEKLY (IN HOTEL/MOTEL)	1	2.4%
TEMP LIVING HERE	1	2.4%
ST MICHAELS HOTEL	1	2.4%
SECOND HOME	1	2.4%
REHABILITATION CENTER	1	2.4%
RECENTLY MOVED HERE	1	2.4%
MOTOR LODGE	1	2.4%
HISTORIC DOWNTOWN	1	2.4%
HASSYAMPA INN	1	2.4%
FAMILY CABIN	1	2.4%
EMBRY RIDDLE	1	2.4%
COTTAGES	1	2.4%
B&B PAULDEN	1	2.4%
APT COMPLEX	1	2.4%
Total	41	100.0%

Appendix F: Origin of Arizona Visitors to the Prescott

Arizona cities of origin	Count	Percent (%)
PHOENIX	69	17.8%
MESA	28	7.2%
SCOTTSDALE	26	6.7%
TUCSON	25	6.4%
PEORIA	16	4.1%
GLENDALE	14	3.6%
SUN CITY	13	3.4%
CHANDLER	13	3.4%
GILBERT	12	3.1%
SURPRISE	11	2.8%
FLAGSTAFF	9	2.3%
PRESCOTT VALLEY	8	2.1%
YUMA	7	1.8%
TEMPE	7	1.8%
PRESCOTT	7	1.8%
GOODYEAR	7	1.8%
BUCKEYE	7	1.8%
SUN LAKES	6	1.5%
QUEEN CREEK	6	1.5%
SADDLEBROOKE	5	1.3%
RINCON	5	1.3%
KINGMAN	5	1.3%
CORONA DE TUCSON - VAIL	5	1.3%
SIERRA VISTA	4	1.0%
ORO VALLEY	4	1.0%
LITCHFIELD PARK	4	1.0%
FORT LOWELL	4	1.0%
BULLHEAD CITY	4	1.0%
ANTHEM - DESERT HILLS	4	1.0%
WICKENBURG	3	0.8%
LAKE HAVASU CITY	3	0.8%
COTTONWOOD	3	0.8%
TURKEY CREEK	2	0.5%
SOUTH TUCSON	2	0.5%
PAYSON	2	0.5%
MARICOPA	2	0.5%
GREEN VALLEY	2	0.5%
FRY	2	0.5%
CORONADO	2	0.5%
CAMP VERDE	2	0.5%

Arizona cities of origin	Count	Percent (%)
GOODYEAR	2	0.5%
TUBA CITY	1	0.3%
TONOPAH	1	0.3%
TOLLESON	1	0.3%
SUN	1	0.3%
SEDONA	1	0.3%
SAN LUIS	1	0.3%
SAHUARITA	1	0.3%
RED ROCK	1	0.3%
QUARTZSITE	1	0.3%
PINE	1	0.3%
PAULDEN	1	0.3%
PARKER	1	0.3%
ORACLE	1	0.3%
NEW RIVER	1	0.3%
MIAMI	1	0.3%
GUADALUPE	1	0.3%
GREENEHAVEN	1	0.3%
ELOY-TOLTEC	1	0.3%
EAGAR	1	0.3%
DEWEY	1	0.3%
CIRCLE CITY - MORRISTOWN	1	0.3%
CHINO VALLEY	1	0.3%
CHAMBERS	1	0.3%
CAVE CREEK	1	0.3%
CASHION	1	0.3%
CASA GRANDE	1	0.3%
Total	388	100.0%

Appendix G: Other Expenses

Other expenditures?	Count	Percent (%)
RESTAURANTS & BARS	7	9.0%
MISCELLANEOUS	4	5.1%
TIPS/GRATUITIES	4	5.1%
CASINO	3	3.8%
ANTIQUES/COLLECTABLE	3	3.8%
GOLF	2	2.6%
VERDE CANYON TRAIN	2	2.6%
GIFTS	2	2.6%
WEDDING, \$7,400	1	1.3%
WE PURCHASED HOME SITE \$14500!	1	1.3%
WATER, SNACKS	1	1.3%
TOYS/ETC.	1	1.3%
TOURS	1	1.3%
TOILETRIES	1	1.3%
TO MUCH	1	1.3%
THRIFT STORES!	1	1.3%
THEATERS (ELKS, COLLEGE ETC.)	1	1.3%
SOCCER TOURNAMENT FEES	1	1.3%
SHOPPING	1	1.3%
SERVICE AT HONDA DEALER	1	1.3%
SECOND HAND STORES	1	1.3%
SD CARDS	1	1.3%
SCHOOL/EXPENSES/NEW APT, SCHOOL RELATED \$2,000	1	1.3%
POTTER'S HOUSE BIBLE CONF	1	1.3%
PET FEES	1	1.3%
PARKING	1	1.3%
PARK FEES	1	1.3%
NOT OUR TYPICAL TRIP	1	1.3%
MUSEUM	1	1.3%
MOVIE	1	1.3%
MISC FOOD & WORK EXPENSES	1	1.3%
MICROBREWS	1	1.3%
MASSAGES	1	1.3%
LIFE	1	1.3%
HOUSING, SCHOOL \$600	1	1.3%
HOUSEHOLD NEEDS	1	1.3%
HOUSE HUNTING	1	1.3%
HORSEBACK RIDING	1	1.3%
HOME IMPROVEMENTS, \$600	1	1.3%
HERE & THERE	1	1.3%

Other expenditures?	Count	Percent (%)
HEALTH CARE \$300	1	1.3%
GAS	1	1.3%
FREE MARRIOTT NIGHT	1	1.3%
FLIGHT TO PHOENIX	1	1.3%
FEE TO PARTICIPATE IN FAMILY WORKSHOP	1	1.3%
EXPENSES ASSOCIATED WITH NEW HOME, \$5,000	1	1.3%
EVENT ATTENDANCE	1	1.3%
DRESSES & TUXES, \$600 WEDDING	1	1.3%
DONATION/ARTS	1	1.3%
DONATION	1	1.3%
CRAP	1	1.3%
CONCERTS/THEATER	1	1.3%
CONCERT TICKETS	1	1.3%
CLOTHING	1	1.3%
CHRISTMAS SHOPPING	1	1.3%
BOOTS, GLOVES, RECREATION RENTALS, MOVIES, NEWSPAPERS, COFFEE SHOP	1	1.3%
BIBLE CONF	1	1.3%
ALWAYS GIVING IT AWAY	1	1.3%
\$1800 RENTAL REPAIRS AND MAINTENANCE	1	1.3%
Total	78	100.0%

Appendix H: Festivals/Events attended in Prescott

Festival or special event you attended?	Count	Percent (%)
COURTHOUSE LIGHTING	9	6.8%
SOCCER TOURNAMENT	8	6.1%
WEDDING	4	3.0%
GRADUATION	4	3.0%
ART FAIR	4	3.0%
VETERAN'S DAY PARADE	3	2.3%
RODEO	3	2.3%
FUNERAL	3	2.3%
ACKER NIGHT	3	2.3%
VP11 REUNION	2	1.5%
OPRY	2	1.5%
OCTOBERFEST	2	1.5%
LIGHT PARADE	2	1.5%
JAZZ	2	1.5%
HOLIDAY PARADE	2	1.5%
FAMILY	2	1.5%
ELK'S THEATER	2	1.5%
EARTH DAY	2	1.5%
WRESTLING	2	1.5%
VOLLEYBALL TOURNEY	2	1.5%
XMAS TREE LIGHTING	1	0.8%
WRESTLING TOURNAMENT TOYOTA CENTER	1	0.8%
WALKING TOUR	1	0.8%
W.O.R. MT BIKING EVENT	1	0.8%
VETERANS WALL	1	0.8%
V STATE VOLLEYBALL TOURNAMENT	1	0.8%
TOUR-WALKING	1	0.8%
TERRITORIAL DAYS	1	0.8%
SYMPHONY CONCERT	1	0.8%
SUMMER CONCERT SERIES-NOT SURE YET	1	0.8%
STUDIO TOUR	1	0.8%
SQUARE	1	0.8%
SOUTHERN FLIGHT	1	0.8%
SIGHTSEEING	1	0.8%
SHARLOT HALL!	1	0.8%
SATURDAY MARKET & SATURDAY ART SQUARE	1	0.8%
RV OUTING	1	0.8%
ROCK SHOW IN COTTONWOOD	1	0.8%
REUNION	1	0.8%
READERS THEATRE	1	0.8%

Festival or special event you attended?	Count	Percent (%)
PRESCOTT PLUNGE SWIM MEET	1	0.8%
PRESCOTT COLLEGE GRADUATION	1	0.8%
POTTER'S HOUSE JOURNEY CONFERENCE	1	0.8%
PLAYING AT ELKS LODGE	1	0.8%
PHIPPEN MUSEUM	1	0.8%
PERFORMING A SHOW	1	0.8%
PARADE/COURT HOUSE LIGHTING	1	0.8%
PARADE	1	0.8%
NOW, DOS ARTWALK	1	0.8%
MUSIC FESTIVAL	1	0.8%
MEMORIAL SVC.	1	0.8%
MEMORIAL	1	0.8%
JAZZ, BLUEGRASS, ARTS & CRAFTS	1	0.8%
JAZZ THEATER	1	0.8%
IRIS SALE	1	0.8%
INCOMING SON AS FRESHMAN @ ERAU	1	0.8%
GRANITE MOUNTAIN MEMORIAL	1	0.8%
GALLERIES	1	0.8%
FUNERAL/REUNION/FAIR AT THE SQUARE	1	0.8%
FOURTH FRIDAYS	1	0.8%
FOOD TRUCK FESTIVAL	1	0.8%
FOLK MUSIC	1	0.8%
FOLK FESTIVAL	1	0.8%
FINE ART/WINE TASTING MOTHER'S DAY WEEKEND	1	0.8%
FESTIVAL OF HOPE	1	0.8%
FESTIVAL	1	0.8%
FARMER'S MARKET	1	0.8%
FAMILY GET TOGETHER	1	0.8%
FAMILY FUNERAL	1	0.8%
EMPTY SOUP BOWL	1	0.8%
DOO WAP DIVAS	1	0.8%
DIAMONDBACKS CAMP	1	0.8%
DAVE STAMEY @ ARTS CENTER	1	0.8%
CRAFT/ART	1	0.8%
COWBOY	1	0.8%
COURTYARD FAIR	1	0.8%
COURT HOUSE	1	0.8%
COSTCO	1	0.8%
CORN FESTIVAL	1	0.8%
CONCERT SERIES	1	0.8%
CONCERT	1	0.8%

Festival or special event you attended?	Count	Percent (%)
CHURCH CONFERENCE	1	0.8%
CHALK IT UP	1	0.8%
CAR SHOW	1	0.8%
BLUEGRASS	1	0.8%
BIBLE CONFERENCE	1	0.8%
BASEBALL-YAVAPAI	1	0.8%
ART WALK	1	0.8%
ANTIQUE	1	0.8%
Total	132	100.0%

Appendix I: Any other activities you participated in

Other event or activity?	Count	Percent (%)
HOUSE HUNTING	7	7.1%
EMBRY RIDDLE AERONAUTICAL UNIVERSITY	4	4.1%
VERDE CANYON RAILROAD-CLARKDALE	4	4.1%
VISITING FAMILY	3	3.1%
PEREGRINE BOOKSTORE	2	2.0%
GRAND CANYON NATIONAL PARK	2	2.0%
BICYCLE TRAILS	2	2.0%
OUT OF AFRICA	2	2.0%
ANTIQUE STORES	2	2.0%
YAVAPAI COLLEGE	1	1.0%
YARNELL MEMORIAL	1	1.0%
WORK	1	1.0%
WILLOW LAKE	1	1.0%
WE WERE RESEARCHING REAL ESTATE PROPERTY WITH THE INTENTION OF MOVING HERE AFTER RETIREMENT	1	1.0%
WE WANTED TO VISIT FOR THE CHRISTMAS FESTIVITIES-LOVE ALL OF IT	1	1.0%
WATSON LAKE	1	1.0%
WAS VERY DISAPPOINTED THAT IT'S DEC. AND THE COURTHOUSE IS NOT LITE UP TILL THIS WEEKEND WHEN WE WILL NOT BE HERE.	1	1.0%
VISITING RELATIVES	1	1.0%
VISITING MOTHER IN LAS FUENTES	1	1.0%
VISIT RETIREMENT HOME RESIDENT	1	1.0%
VISIT RELATIVES	1	1.0%
VETERANS HOSPITAL-FORT WHIPPLE	1	1.0%
VA CHAPEL	1	1.0%
UA CENTER-MEM SERVICE AT CHAPEL	1	1.0%
TUZIGOOT NATL MONUMENT	1	1.0%
TOURING	1	1.0%
THUMB BUTTE	1	1.0%
THRIFT STORES/BOOKSTORES	1	1.0%
THE DELLS	1	1.0%
STEPPING STONES THRIFT-ANTIQUES;GOODWILL	1	1.0%
STATE BLM-WALK PATHS	1	1.0%
SPEND ALL DAY AT TIM'S TOYOTA ARENA OFFICIATING VB. DID NOT HAVE TIME FOR ANYTHING ELSE.	1	1.0%
SORRY, JUST PASSING THROUGH. VISITOR CENTER VERY HELPFUL. THANK YOU.	1	1.0%
SKATELAND PARK	1	1.0%
SIGHTSEEING. PRESCOTT IS BEAUTIFULLY APPOINTED AND KEPT. VERY CLEAN, INTERESTING STORE FRONTS.	1	1.0%
SIGHTSEEING THROUGH MOUNTAINS	1	1.0%
SHOPS-ANTIQUING	1	1.0%

Other event or activity?	Count	Percent (%)
SHOOT OUT	1	1.0%
SHARLOT HALL MUSEUM ART FESTIVAL	1	1.0%
SCHOOLS/SCHOOL DISTRICT	1	1.0%
RIDING MOTORCYCLES IN THE AREA	1	1.0%
RESEARCHING FUTURE HOME RELOCATION	1	1.0%
RELAX-ALSO CAME HERE BECAUSE IT HAS SPRINGHILLS MARRIOTT-WE LOOK FOR THEM WHEN WE TRAVEL	1	1.0%
OFF ROAD TRAILS	1	1.0%
NATIONAL MONUMENTS, TUZIGOOT, MONTEZUMA WELL & CASTLE	1	1.0%
NASCAR RACE IN PHOENIX	1	1.0%
MOVIE THEATRE	1	1.0%
MOUNTAIN VIEW CEMETERY	1	1.0%
MONTEZUMA NATIONAL MONUMENT	1	1.0%
LOOKING TO MOVE BACK	1	1.0%
LOOKING FOR RETIREMENT HOME	1	1.0%
LOOKING	1	1.0%
LIVING ON ROAD	1	1.0%
LIVE MUSIC AT TAJ MAHAL	1	1.0%
JUST CHECKING OUT AREA	1	1.0%
JEROME/GHOSTTOWN	1	1.0%
I WORK ON POWER LINES	1	1.0%
HOME SHOPPING	1	1.0%
HOLIDAY PARADE & HOLIDAY LIGHTS	1	1.0%
HIKING	1	1.0%
HIKE THE DELLS	1	1.0%
GUNSITE SHOOTING ACADEMY, 2 WEEK CLASSES	1	1.0%
GRANITE MT. MEMORIAL (HOTSHOTS)	1	1.0%
GRANITE DELLS	1	1.0%
GRANDCHILDREN CHRISTMAS PROGRAMS	1	1.0%
GOOD SAMARITAN REHABILITATION	1	1.0%
GETTING A HAIRCUT	1	1.0%
FORT WHIPPLE MUSEUM	1	1.0%
FILMING MOUNTAIN BIKE FOOTAGE @ DELI'S	1	1.0%
FAMILY OBLIGATIONS	1	1.0%
EVALUATING MY ASTHMA FOR MOVING	1	1.0%
ENTIRE AREA (GOLD PANNING)	1	1.0%
ELEVATE CONCERT SERIES	1	1.0%
DRIVING AROUND AREA	1	1.0%
DOG-RELATED SHOPS & RECREATION	1	1.0%
COFFEE SHOP	1	1.0%
BE MORE PROGRESSIVE	1	1.0%

Other event or activity?	Count	Percent (%)
ART FAIR	1	1.0%
4X4 TRAILS	1	1.0%
Total	98	100.0%

Appendix J: Seasonal Tables

Prescott Tourism Study 2014-2015
Seasonal Comparisons
How did you hear about Prescott

How did you hear about Prescott?	Tourist Seasons				
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	Overall
Been here before	42.0%	34.8%	41.9%	38.7%	39.2%
Word-of-mouth	35.8%	33.2%	33.0%	35.6%	34.4%
Other	27.8%	33.9%	28.5%	26.9%	29.3%
Online-Website	13.9%	16.3%	10.0%	14.8%	13.9%
Magazine	5.2%	2.9%	2.6%	5.7%	4.2%
Newspaper	1.0%	1.0%	3.3%	2.4%	1.9%
Social Networking Sites	2.8%	1.3%	1.9%	1.8%	1.9%
TV	2.1%	.6%	1.1%	1.5%	1.3%
Radio	1.0%	.0%	2.6%	.6%	1.0%

Does not add up to 100% because of multiple responses

Prescott Tourism Study 2014-2015
Seasonal Comparisons
Is Prescott the primary destination of your trip?

	Tourist Seasons				
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	Overall
Yes	66.3%	56.7%	74.5%	70.0%	66.7%
No	33.7%	43.3%	25.5%	30.0%	33.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Prescott Tourism Study 2014-2015
Seasonal Comparisons
Is this your first trip to Prescott?

	Tourist Seasons				
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	Overall
Yes	36.1%	49.1%	36.8%	42.7%	41.5%
No	63.9%	50.9%	63.2%	57.3%	58.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
If no, how many times have you visited in the past year?	3.4	2.2	5.2	3.9	3.7

Prescott Tourism Study 2014-2015

Seasonal Comparisons

Please mark all the communities you plan to visit on this trip?

	Tourist Seasons				
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	Overall
Prescott Valley	58.7%	51.3%	60.1%	54.8%	55.9%
Sedona	43.4%	50.6%	40.9%	44.1%	45.1%
Jerome	38.3%	40.1%	35.4%	36.9%	37.8%
Flagstaff	29.4%	33.5%	26.8%	28.7%	29.8%
Phoenix Metro	31.1%	30.5%	21.2%	26.5%	27.6%
Grand Canyon	23.4%	27.1%	26.3%	26.2%	25.8%
Cottonwood	20.4%	23.4%	24.2%	19.4%	21.7%
Camp Verde	14.9%	16.7%	18.2%	9.0%	14.4%
Wickenburg	15.3%	11.9%	11.6%	7.9%	11.5%
Las Vegas, NV	11.5%	10.4%	13.1%	7.2%	10.3%
Dewey-Humboldt-Meyer	9.8%	9.3%	10.1%	9.0%	9.5%
Clarkdale	8.9%	9.7%	8.6%	7.2%	8.6%

Prescott Tourism Study 2014-2015

Seasonal Comparisons

Primary mode of transport to Prescott

	Tourist Seasons				
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	Overall
Private auto	75.0%	54.8%	72.9%	67.0%	67.0%
Rental car	16.5%	29.5%	17.8%	23.9%	22.2%
RV or Camper	4.2%	10.9%	3.7%	4.6%	6.0%
Motorcycle	.0%	.0%	.4%	.0%	.1%
Tour bus	2.1%	.6%	1.5%	.0%	1.0%
Air service	.7%	2.6%	1.1%	1.8%	1.6%
Shuttle company	.0%	.0%	.0%	.6%	.2%
Other transport	1.4%	1.6%	2.6%	2.1%	1.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Prescott Tourism Study 2014-2015
Seasonal Comparisons
Is this a day trip or overnight trip?

	Tourist Seasons				
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	Overall
A day trip only	38.9%	35.7%	33.8%	26.3%	33.5%
An overnight trip	61.1%	64.3%	66.2%	73.7%	66.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Prescott Tourism Study 2014-2015
Seasonal Comparisons
How many times have you visited in the past year?

		Tourist Seasons				
		Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	Overall
If no how many times have you visited in the past year?	Mean	3.4	2.2	5.2	3.9	3.7
	Median	2.0	1.0	1.5	2.0	2.0

Prescott Tourism Study 2014-2015
Seasonal Comparisons
If staying overnight in Prescott, where did you stay?

	Tourist Seasons				
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	Overall
Hotel-Motel	84.5%	72.7%	69.2%	76.4%	75.7%
Campground-RV Park	2.8%	12.9%	10.4%	8.1%	8.7%
Home of Friends-Family	7.2%	9.1%	11.0%	7.7%	8.7%
Other	5.5%	5.3%	5.5%	5.7%	5.5%
Bed & Breakfast	2.8%	1.4%	1.6%	3.7%	2.4%
Second Home	1.7%	.5%	2.7%	.8%	1.3%
Timeshare Property	1.1%	1.4%	1.6%	.8%	1.2%

Does not add up to 100% because of multiple responses

Prescott Tourism Study 2014-2015
Seasonal Comparisons
Origin of domestic visitor to Prescott

	Tourist Seasons				Overall
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	
Arizona	32.8%	23.7%	46.7%	39.0%	35.5%
California	12.8%	18.3%	19.2%	16.8%	16.7%
Wisconsin	9.9%	4.7%	1.2%	1.9%	4.4%
Florida	1.5%	3.2%	4.7%	4.8%	3.6%
Washington	5.5%	3.6%	2.7%	2.3%	3.5%
Illinois	2.6%	5.0%	3.5%	2.9%	3.5%
Colorado	4.4%	4.3%	2.0%	1.0%	2.9%
Oregon	3.6%	2.2%	1.2%	2.9%	2.5%
Nevada	2.2%	1.8%	2.0%	2.6%	2.1%
Michigan	2.2%	4.0%	1.2%	1.3%	2.1%
Texas	1.1%	1.8%	2.0%	2.9%	2.0%
Pennsylvania	2.2%	1.4%	2.0%	1.3%	1.7%
Indiana	1.8%	2.5%	.4%	1.0%	1.4%
New Mexico	1.8%	.0%	1.6%	1.9%	1.3%
North Carolina	.4%	2.2%	.4%	1.6%	1.2%
Virginia	.0%	2.2%	.8%	1.6%	1.2%
New York	1.5%	.4%	1.2%	1.3%	1.1%
New Jersey	.7%	1.8%	.4%	1.0%	1.0%
Utah	.7%	1.8%	.4%	.6%	.9%
Ohio	.4%	1.4%	.4%	1.3%	.9%
Georgia	.0%	1.1%	.8%	1.3%	.8%
Massachusetts	.7%	2.5%	.0%	.0%	.8%
Montana	.7%	1.8%	.4%	.0%	.7%
Iowa	1.1%	.0%	.8%	1.0%	.7%
Alaska	.7%	.4%	.4%	1.0%	.6%
Idaho	1.1%	.7%	.4%	.3%	.6%
South Dakota	1.5%	.7%	.4%	.0%	.6%
Kentucky	.0%	1.4%	.4%	.6%	.6%
Connecticut	1.5%	.4%	.0%	.3%	.5%
Oklahoma	.7%	.4%	.0%	.6%	.4%
Tennessee	.7%	.7%	.4%	.0%	.4%
Maryland	.7%	.0%	.4%	.6%	.4%
Nebraska	1.1%	.0%	.0%	.3%	.4%
South Carolina	.0%	.7%	.0%	.6%	.4%
Hawaii	.0%	.0%	.0%	1.0%	.3%
Kansas	.4%	.4%	.0%	.3%	.3%
Rhode Island	.0%	.7%	.0%	.3%	.3%
Wyoming	.4%	.0%	.0%	.3%	.2%
Louisiana	.0%	.4%	.0%	.3%	.2%

North Dakota	.4%	.4%	.0%	.0%	.2%
Mississippi	.0%	.0%	.4%	.3%	.2%
Alabama	.0%	.0%	.8%	.0%	.2%
New Hampshire	.4%	.0%	.4%	.0%	.2%
APO West Coast	.0%	.4%	.0%	.0%	.1%
Arkansas	.0%	.0%	.4%	.0%	.1%
West Virginia	.0%	.4%	.0%	.0%	.1%
District of Columbia	.0%	.4%	.0%	.0%	.1%
Vermont	.0%	.0%	.0%	.3%	.1%
Maine	.0%	.0%	.0%	.3%	.1%
Overall	100.0%	100.0%	100.0%	100.0%	100.0%

Prescott Tourism Study 2014-2015
Seasonal Comparisons
Origin of Arizona visitors to Prescott

	Tourist Seasons				Overall
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	
PHOENIX	6.7%	33.8%	17.2%	17.8%	17.8%
MESA	10.1%	1.5%	8.6%	6.8%	7.2%
SCOTTSDALE	4.5%	9.2%	8.6%	5.1%	6.7%
TUCSON	10.1%	1.5%	4.3%	8.5%	6.4%
PEORIA	3.4%	.0%	6.0%	5.1%	4.1%
GLENDALE	2.2%	4.6%	5.2%	2.5%	3.6%
SUN CITY	2.2%	3.1%	5.2%	2.5%	3.4%
CHANDLER	1.1%	4.6%	3.4%	4.2%	3.4%
GILBERT	1.1%	1.5%	5.2%	3.4%	3.1%
SURPRISE	.0%	4.6%	5.2%	1.7%	2.8%
FLAGSTAFF	6.7%	1.5%	.9%	.8%	2.3%
PRESCOTT VALLEY	1.1%	3.1%	2.6%	1.7%	2.1%
YUMA	4.5%	.0%	.9%	1.7%	1.8%
TEMPE	2.2%	1.5%	1.7%	1.7%	1.8%
PRESCOTT	3.4%	1.5%	1.7%	.8%	1.8%
GOODYEAR	.0%	.0%	4.3%	1.7%	1.8%
BUCKEYE	2.2%	3.1%	1.7%	.8%	1.8%
SUN LAKES	2.2%	.0%	3.4%	.0%	1.5%
QUEEN CREEK	2.2%	.0%	1.7%	1.7%	1.5%
SADDLEBROOKE	1.1%	.0%	1.7%	1.7%	1.3%
RINCON	1.1%	1.5%	.9%	1.7%	1.3%
KINGMAN	.0%	3.1%	.9%	1.7%	1.3%
CORONA DE TUCSON - VAIL	2.2%	1.5%	.9%	.8%	1.3%
SIERRA VISTA	1.1%	3.1%	.0%	.8%	1.0%
ORO VALLEY	1.1%	.0%	.0%	2.5%	1.0%
LITCHFIELD PARK	2.2%	.0%	.9%	.8%	1.0%
FORT LOWELL	.0%	.0%	1.7%	1.7%	1.0%
BULLHEAD CITY	.0%	1.5%	.0%	2.5%	1.0%
ANTHEM - DESERT HILLS	2.2%	1.5%	.0%	.8%	1.0%
WICKENBURG	.0%	.0%	.9%	1.7%	.8%
LAKE HAVASU CITY	1.1%	.0%	.9%	.8%	.8%
COTTONWOOD	1.1%	.0%	.9%	.8%	.8%
TURKEY CREEK	1.1%	.0%	.0%	.8%	.5%
SOUTH TUCSON	1.1%	.0%	.0%	.8%	.5%
PAYSON	.0%	.0%	.9%	.8%	.5%
MARICOPA	.0%	3.1%	.0%	.0%	.5%
GREEN VALLEY	.0%	1.5%	.0%	.8%	.5%

FRY	1.1%	1.5%	.0%	.0%	.5%
CORONADO	2.2%	.0%	.0%	.0%	.5%
CAMP VERDE	.0%	.0%	.0%	1.7%	.5%
GOODYEAR	2.2%	.0%	.0%	.0%	.5%
TUBA CITY	.0%	1.5%	.0%	.0%	.3%
TONOPAH	.0%	.0%	.0%	.8%	.3%
TOLLESON	.0%	.0%	.9%	.0%	.3%
SUN	.0%	.0%	.0%	.8%	.3%
SEDONA	1.1%	.0%	.0%	.0%	.3%
SAN LUIS	1.1%	.0%	.0%	.0%	.3%
SAHUARITA	.0%	.0%	.9%	.0%	.3%
RED ROCK	1.1%	.0%	.0%	.0%	.3%
QUARTZSITE	.0%	1.5%	.0%	.0%	.3%
PINE	1.1%	.0%	.0%	.0%	.3%
PAULDEN	1.1%	.0%	.0%	.0%	.3%
PARKER	.0%	.0%	.0%	.8%	.3%
ORACLE	.0%	.0%	.0%	.8%	.3%
NEW RIVER	1.1%	.0%	.0%	.0%	.3%
MIAMI	1.1%	.0%	.0%	.0%	.3%
GUADALUPE	.0%	.0%	.0%	.8%	.3%
GREENHAVEN	1.1%	.0%	.0%	.0%	.3%
ELOY-TOLTEC	.0%	.0%	.0%	.8%	.3%
EAGAR	.0%	.0%	.0%	.8%	.3%
DEWEY	1.1%	.0%	.0%	.0%	.3%
CIRCLE CITY - MORRISTOWN	.0%	.0%	.0%	.8%	.3%
CHINO VALLEY	1.1%	.0%	.0%	.0%	.3%
CHAMBERS	.0%	1.5%	.0%	.0%	.3%
CAVE CREEK	.0%	.0%	.0%	.8%	.3%
CASHION	.0%	1.5%	.0%	.0%	.3%
CASA GRANDE	1.1%	.0%	.0%	.0%	.3%
Overall	100.0%	100.0%	100.0%	100.0%	100.0%

Prescott Tourism Study 2014-2015
Seasonal Comparisons
Origin of international visitors to Prescott

	Tourist Seasons				Overall
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	
CANADA	64.3%	54.5%	15.4%	47.4%	48.1%
UNITED KINGDOM	14.3%	18.2%	15.4%	21.1%	17.7%
AUSTRALIA	7.1%	3.0%	23.1%	.0%	6.3%
GERMANY	.0%	6.1%	15.4%	.0%	5.1%
SWITZERLAND	.0%	3.0%	.0%	5.3%	2.5%
NEW ZEALAND	.0%	3.0%	7.7%	.0%	2.5%
THE NETHERLANDS	.0%	3.0%	.0%	.0%	1.3%
SWEDEN	.0%	.0%	.0%	5.3%	1.3%
SAN JUAN PUERTO RICO	.0%	.0%	.0%	5.3%	1.3%
PERU	.0%	.0%	7.7%	.0%	1.3%
NORWAY	.0%	.0%	.0%	5.3%	1.3%
NIGERIA	.0%	3.0%	.0%	.0%	1.3%
NEDERLAND	.0%	.0%	7.7%	.0%	1.3%
ITALY	.0%	.0%	7.7%	.0%	1.3%
ISRAEL	.0%	.0%	.0%	5.3%	1.3%
IRELAND	7.1%	.0%	.0%	.0%	1.3%
DENMARK	.0%	3.0%	.0%	.0%	1.3%
CANADA, GERMANY	.0%	.0%	.0%	5.3%	1.3%
CANADA (SEASONAL RESIDENTS)	7.1%	.0%	.0%	.0%	1.3%
BELGIUM	.0%	3.0%	.0%	.0%	1.3%
Overall	100.0%	100.0%	100.0%	100.0%	100.0%

Prescott Tourism Study 2014-2015
Seasonal Comparisons

How much did you spend per-day on the following in Prescott?

	Tourist Seasons				Overall
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	
	Mean	Mean	Mean	Mean	
Number of people these expenditures are for?	2.6	2.3	2.5	2.3	2.4
Lodging-Camping	\$182.7	\$145.5	\$157.7	\$175.7	\$165.5
Restaurant & Grocery	\$85.3	\$81.8	\$97.0	\$90.7	\$88.7
Transportation (including gas)	\$53.7	\$59.5	\$56.5	\$61.5	\$58.1
Shopping-Souvenirs	\$89.9	\$68.2	\$76.5	\$86.4	\$80.5
Recreation-Tour-Entrance Fees-Permits	\$29.2	\$36.0	\$37.6	\$31.2	\$33.9
Other expenditures	\$58.4	\$68.0	\$122.8	\$82.1	\$80.2

Prescott Tourism Study 2014-2015

Seasonal Comparisons

Which of the following activities/attractions did you visit/participate in while in Prescott?

	Tourist Seasons				Overall
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	
Historic Downtown Prescott	62.7%	67.6%	69.5%	67.9%	66.9%
Dining out	67.4%	60.2%	66.4%	72.3%	66.7%
Hiking or walking trails	39.8%	44.1%	40.5%	44.2%	42.3%
Shopping	39.1%	34.1%	39.4%	42.4%	38.8%
Courthouse Plaza	32.6%	31.4%	36.7%	36.4%	34.3%
Sharlot Hall Museum	22.9%	32.1%	26.6%	23.4%	26.3%
Goldwater, Willow or Watson lake	21.9%	23.7%	27.0%	23.1%	23.8%
Nightlife/Whiskey Row	16.8%	23.1%	28.2%	23.1%	22.7%
Prescott National Forest Lands	23.3%	22.1%	23.2%	20.6%	22.2%
City of Prescott Parks & Recreation Site	18.3%	20.7%	24.7%	21.5%	21.2%
Prescott Gateway Mall	19.7%	13.4%	16.2%	16.2%	16.3%
Lynx Lake	12.9%	13.0%	20.8%	15.0%	15.3%
Attending an event or festival	17.2%	11.4%	14.7%	12.1%	13.7%
Phippen Museum of Western Art	13.6%	10.7%	11.2%	14.0%	12.4%
Bird watching or wildlife viewing	10.4%	15.7%	10.0%	13.1%	12.4%
Smoki Museum	10.4%	13.7%	5.4%	8.4%	9.6%
Attending a meeting	9.3%	7.7%	7.7%	12.5%	9.4%
Casino (Bucky's/Yavapai)	10.0%	9.0%	10.8%	5.3%	8.6%
Any other attraction/event?	10.0%	6.7%	8.1%	9.3%	8.5%
Mountain or road biking	7.2%	8.0%	9.3%	9.3%	8.5%
Camping or RV stay	3.2%	11.0%	11.2%	7.2%	8.1%
Mile High Trail System (Prescott Circle and Greenways Trail Systems)	8.6%	5.0%	8.5%	8.1%	7.5%
Visiting art galleries/4th Friday Art Walk	6.5%	6.7%	6.9%	7.8%	7.0%
Heritage Park Zoological Sanctuary	5.4%	4.7%	6.9%	7.2%	6.0%
Performing arts/Musical venue	6.5%	4.3%	9.7%	3.7%	5.9%
Fishing area lakes	4.3%	4.3%	8.5%	6.2%	5.8%
Boating, canoeing or kayaking	3.2%	4.7%	10.4%	4.0%	5.4%
Golfing	5.4%	5.7%	5.8%	4.7%	5.4%
Highlands Center for Natural History	4.3%	4.7%	4.2%	3.7%	4.2%
Rock climbing/bouldering	4.7%	2.3%	3.9%	5.0%	4.0%
Sports tournament	1.8%	3.0%	2.7%	1.6%	2.2%
Horseback riding	1.4%	1.0%	1.5%	1.9%	1.5%

Does not add up to 100% because of multiple responses

Prescott Tourism Study 2014-2015

Seasonal Comparisons

What is your overall level of satisfaction with your experience in Prescott on a scale of 1 to 10?

	Tourist Seasons				
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	Overall
	Mean	Mean	Mean	Mean	Mean
Please indicate your overall satisfaction with your experience in Prescott	9.1	9.0	9.1	9.0	9.0

Prescott Tourism Study 2014-2015

Seasonal Comparisons

What is your gender?

	Tourist Seasons				
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	Overall
Male	55.5%	55.4%	51.4%	52.2%	53.6%
Female	44.5%	44.6%	48.6%	47.8%	46.4%
Overall	100.0%	100.0%	100.0%	100.0%	100.0%

Prescott Tourism Study 2014-2015

Seasonal Comparisons

Age of Prescott visitors

	Tourist Seasons				
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	Overall
20 and under	1.2%	1.1%	.4%	.0%	.7%
21 - 25 years	2.4%	1.1%	3.1%	2.3%	2.2%
26 - 30 years	5.1%	1.1%	3.5%	3.3%	3.3%
31 - 35 years	5.5%	2.7%	3.1%	3.0%	3.5%
36 - 40 years	3.5%	4.9%	3.5%	4.3%	4.1%
41 - 45 years	3.9%	6.8%	6.2%	7.6%	6.2%
46 - 50 years	8.3%	8.7%	7.5%	7.0%	7.9%
51 - 55 years	7.5%	9.9%	11.9%	11.3%	10.2%
56 - 60 years	15.7%	15.2%	16.8%	13.3%	15.1%
61 - 65 years	21.3%	11.8%	16.8%	21.9%	18.1%
66 - 70 years	12.2%	18.6%	14.2%	15.3%	15.1%
71 - 75 years	7.9%	11.8%	7.5%	7.0%	8.5%
76 years and older	5.5%	6.1%	5.3%	3.7%	5.1%
Average Age in years	56.0	58.3	56.5	56.8	56.9

Prescott Tourism Study 2014-2015
Seasonal Comparisons
Pew Generations by season of visit to Prescott

	Tourist Seasons				
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	Overall
Millennials (18 - 34 years)	13.4%	5.3%	9.3%	8.3%	9.0%
Generation X (35 - 50 years)	16.5%	21.3%	18.1%	19.3%	18.9%
Baby Boomers (51 - 69 years)	54.3%	52.5%	57.5%	58.5%	55.7%
Silent Generation (70 - 87 years)	15.7%	20.5%	15.0%	14.0%	16.3%
Greatest Generation (88 - 100 years)	.0%	.4%	.0%	.0%	.1%
Overall	100.0%	100.0%	100.0%	100.0%	100.0%

Prescott Tourism Study 2014-2015
Seasonal Comparisons
Party size and composition

	Tourist Seasons				
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	Overall
Number of women	2.0	1.5	1.4	1.5	1.6
Number of men	1.7	1.3	1.3	1.7	1.5
Number of children under 18 years of age	2.2	2.2	1.9	1.9	2.0

Prescott Tourism Study 2014-2015
Seasonal Comparisons
Who is traveling with you on this trip?

	Tourist Seasons				
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	Overall
Family and Friends	64.7%	66.2%	70.3%	67.9%	67.2%
Family only	7.9%	11.1%	12.0%	11.0%	10.5%
Nobody, traveling alone	10.4%	9.1%	7.6%	8.8%	9.0%
Friends only	9.4%	8.8%	8.0%	5.7%	7.9%
Business Associates	4.7%	2.7%	.4%	6.0%	3.6%
Organized group	2.9%	2.0%	1.6%	.6%	1.8%
Overall	100.0%	100.0%	100.0%	100.0%	100.0%

Prescott Tourism Study 2014-2015

Seasonal Comparisons

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

Which of the following categories best describes your annual household income?	Tourist Seasons				
	Winter (December to February)	Spring (March to May)	Summer (June to August)	Fall (September to November)	Overall
Less than \$40,000	8.2%	7.9%	9.5%	8.4%	8.5%
\$40,000 - \$59,999	18.6%	9.4%	14.8%	13.9%	14.0%
\$60,000 - \$79,999	15.2%	16.5%	10.5%	17.6%	15.2%
\$80,000 - \$99,999	17.3%	17.3%	16.2%	16.1%	16.7%
\$100,000 - \$119,999	11.7%	16.5%	13.8%	15.0%	14.4%
\$120,000 - \$139,999	6.5%	6.7%	9.5%	9.9%	8.2%
\$140,000 - \$159,999	7.4%	7.1%	6.7%	4.8%	6.4%
\$160,000 - \$179,999	3.0%	2.8%	3.3%	4.4%	3.4%
\$180,000 - \$199,999	2.2%	6.3%	3.3%	1.1%	3.2%
\$200,000 or higher	10.0%	9.4%	12.4%	8.8%	10.0%
Weighted average household income	\$100,303	\$108,110	\$107,428	\$100,805	\$104,039