

2015 Thunder Valley Rally
Visitor Survey
Executive Summary



Produced by
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Introduction:

The Arizona Hospitality Research & Resource Center, a unit of The W.A. Franke College of Business, was asked to help the City of Cottonwood, Recreation Services to design and analyze a survey of visitors to the 2015 Thunder Valley Rally held in Historic Old Town Cottonwood, Arizona. Professional staff from the AHRCC helped the Recreation Services Division to develop a survey instrument to measure visitor satisfaction with the event, as well as collecting demographic and expenditure information. The festival was held on June 18, 19, and 20, 2015. During the course of the event, 152 completed surveys were obtained from event attendees.

For the purpose of this study, non-locals are considered to be any festival-goers who do not come from the immediate Verde Valley communities. Therefore, non-local visitors in this analysis can and will include visitors from Prescott, Prescott Valley and Mayer, communities within Yavapai County but outside of the geographic region formed by the Verde Valley. This is important as it affects the overall calculation of the economic impact of the festival. Generally in tourism surveys, only out-of-county money is considered when calculating economic impact. However, in the case of Arizona counties which tend to be very large, visitors who are more than 50 miles away from home in one direction are considered eligible to be included in the economic impact analysis.

This executive summary will summarize the data collected on the survey instrument and report economic impact. A complete list of tables and frequency distributions, in the order that they appear on the questionnaire, are also included.

Festival Visitor Characteristics:

- Most visitors to Thunder Valley Rally (95%) were from Arizona. Out-of-state visitors included two visitor parties each from Wyoming and New Mexico, and one each from California, Michigan, and South Dakota. No international visitors appeared in the sample.
- Most Arizona residents were from the Verde Valley (42%), especially Cottonwood (23%), Sedona (5.6%), Camp Verde (4.0%), and Cornville (4.0%). Apart from the Verde Valley, the most important source of visitors was Maricopa County (32%), especially Phoenix and Mesa; about a one-fourth (26%) were from other Arizona communities.
- Average party size was 3.7 persons.
- The largest number of festival-goers learned about the event by attending the rally previously (37%), followed by social media such as Facebook & Twitter (23%), by posters and flyers (12%), as well as the radio station 93.9 (10%). Next, were radio stations generally, event marketing, and billboards (6% each), by *Cycle Rides* and online-websites (6% each). Finally, *Az Biker Info Guide* (5%), *the Noise* (4%), friends or family members (3%), *Thunder Press*, *Ride AZ Magazine* and Jack FM (1% each) completed the field.

Festival Experience:

- Thunder Valley Rally visitors were asked about their level of satisfaction with the event. Generally, festival-goers were very satisfied, measured by their mean (average) responses based on a five point scale where 1 is totally dissatisfied and 5 is totally satisfied. Overall, scores were very high; the lowest score was even between somewhat and totally satisfied:
 - The highest satisfaction ratings were for the friendliness-helpfulness of the staff and the Rally atmosphere, both with very high mean scores of 4.6 out of 5.
 - The next highest rating was for the musical performers and bands and the Old-Town merchant experience, both with mean scores of 4.5 out of 5.
 - Visitors were also satisfied with the organization/layout of the festival, which scored 4.3 out of 5.
 - The Poker Run and the beverage service experience, received slightly lower mean scores of 4.2 out of 5.
 - The lowest scores recorded by visitors were for the quality of vendors, parking logistics and shuttle services, with good mean scores of 4.1 and 4.2 out of 5.
- On average, attendees visited nine different merchant booths. Almost two-thirds (65%) purchased something from the rally vendors.
- Less than one-third of rally-goers voted in the bike show.
- Overall, the Thunder Valley Rally was an outstanding success for visitors, recording an extremely high overall mean score of 8.6 out of a possible 10. Obviously the Rally met the expectations of its guests.
- Almost all visitors (96%) indicated that they would recommend the Thunder Valley Rally to family and friends.
- Almost all attendees at the Thunder Valley Rally (94%) said they felt very welcome in the community.
- Rally visitors were also asked how they would improve the Thunder Valley Rally. The largest single group (41%) wrote in responses that ranged from more beer sales to a longer festival; these verbatim responses are included in the appendix. A further one-third (37%) indicated that the Rally needed no improvements, while one-fourth (23%) wanted to see improvement in vendor variety. Others wanted to see improvements in the rides (14%), in the entertainment (12%), in the rally layout (8%), or in rally information (4%).
- Rally attendees were also asked how to improve the Poker Run. More than half (57%) indicated that the poker run needed no improvement, that all was good. A further 14 percent felt the route could be improved, or had other suggestions. Most of the other responses dealt with longer rides, and the fact that the run had too many left turns. Other responses suggested improvements in the number of stops (14%), the map (10%), run times (6%), and the registration experience (4%).

- Attendees were asked how they would improve the Bike Show. More than half (59%) felt there was no need for improvement, while 17 percent felt that an increase in the prize money would be an improvement. Fifteen percent indicated other improvements, including splitting into types of motorcycles, having the show on a flat lot, etc. The categories of bikes were cited by one in 10 (11%) festival-goers, while the hours of the show were cited by 9 percent of attendees; two percent indicated the location of the bike show could be improved.
- Only a small percentage (15%) of visitors indicated they would be interested in paying an entrance fee; the majority (85%) did not like the idea of an entrance fee. Of the small group that was interested in paying an entrance fee, the majority (58%) indicated that they would pay \$5, while 19 percent would pay \$10, and 23 percent would pay \$20.
- Visitors were queried about their interest in future activities which may be offered at next year's Thunder Valley Rally. In order of importance, most visitors indicated support for a three day rally, Friday to Sunday (64%), followed by camping availability (39%), Biker games (27%), and more rides (24%).
- As a follow-up question to potential new offerings at next year's rally, attendees were asked to identify their favorite genre of music. Classics (59%) were the most popular genre, followed by Country (50%), Adult Alternative (31%), and Contemporary (11%).

Motorcycle Characteristics

- Harley Davidson (58%) was by far the most popular motorcycle ridden at the Thunder Valley Rally. Harley Davidson was followed by "other" motorcycles (18%) for which no specific information was obtained. Victory (10%) was the next most popular motorcycle, followed by Honda (9%), Indian (6%), and Kawasaki (2%).
- On average, visitors to the rally ride their motorcycles 48 hours a month, and attend three motor cycle rallies a year.

Old Town Cottonwood visit

- Visitors were asked if they had previously visited Old Town Cottonwood. Three-fourths indicated that they had visited Old Town Cottonwood before (74.1%), while one-fourth said they had not made a prior visit (25.9%). Most out-of-state visitors had not visited Old Town Cottonwood before; more than half of the Arizona visitors who were visiting Old Town for the first time came from Southern Arizona (Maricopa and Pima counties).
- The average repeat visitor to Old Town had visited 6.6 times in the last year, median (2.5 times).

- The vast majority of visitors (89%) agreed that Old Town was a good place for the Rally, while the remainder (11%) was neutral on Old Town as the site for the rally. Nobody indicated that Old Town was not a good site.
- Visitors were also asked to estimate their total spending at Old Town Main Street businesses, not including rally vendors. The overall average was \$108 per-party, with two-thirds of visitors indicating that they had expenditures at Old Town Main Street businesses. Non-local visitors, those from outside the Verde Valley had average per person expenditures of \$55 at Old Town Main Street businesses, slightly higher the average spending of locals (\$44).

Demographics

- Almost two-thirds (63%) of survey respondents were males; females comprised roughly one-third (38%).
- The overall average age of visitors was 47.4 years, a prime demographic for Arizona tourism generally.
- In terms of age, males (47.7 years) were slightly older than females (46.9 years), however the differences are not statistically significant.
- The average household income of rally attendees before taxes in 2014 was \$68,900, while the median income (which is less affected by extreme values) was \$66,000. One-fifth of the sample (21%) had annual household incomes in excess of \$100,000, including 5 percent with household incomes in excess of \$150,000. Roughly two-thirds (64%) had annual household incomes below \$50,000.

Lodging

- Almost half of all rally respondents (48%) indicated that they were staying overnight away from home in Northern Arizona on this trip either before or after the Thunder Valley Rally. This does not necessarily imply that all these were staying because of the rally, but rather that the festival was a part of their trip experience while in the region.
- The majority of overnight visitors spent two nights in Northern Arizona (50%), one third (33%) spent one night, and 16 percent spent three nights. The average length of overnight stay was 1.8 nights.
- The majority (59%) of those who stayed overnight, stayed in the Cottonwood-Cornville-Clarkdale area, followed by Camp Verde (21%), other (10%), Sedona (7%), Flagstaff (4%), Prescott and Jerome (1% each). Other overnight communities included Chino Valley and Cordes Lakes.
- More than half of all overnight visitors (56%) stayed in paid accommodations, with the remainder either in the homes of family or friends (20%), a second home (14%), or other accommodations (11%). The largest number of overnight visitors stayed in a hotel or

motel (49%), followed by RV park or camping (4%), Resort or Timeshare (1%), and airbnb.com or VRBO.com (1%).

Festival Expenditures

- The largest average trip expenditures by rally attendees were for lodging or camping (\$222 per trip), followed by restaurant and grocery (\$103), other recreation (\$75), transportation including gas (\$72), rally vendor purchases (\$68), and tourist shopping or retail (\$64), and all other expenditures (\$50). Not all respondents had expenditures in every category; the largest percentage of rally attendees had restaurant and grocery expenditures (66%), followed by rally vendor purchases (56%), while one-third (36%) had lodging or camping expenditures. See the Table below.

	Mean	Median	Percentage with expenditures
Rally vendor purchase	\$68	\$50	55.9%
Shopping-retail	\$64	\$50	53.3%
Restaurant, bar & grocery	\$103	\$65	65.8%
Lodging-camping	\$222	\$100	36.2%
Transportation (including gas)	\$72	\$40	42.8%
Other recreation-entertainment	\$76	\$20	21.7%
All other	\$50	\$0	8.6%

- The economic impact of the out-of-town or non-Verde Valley rally attendees was determined to be \$1,520,000. This was calculated by first obtaining per-person expenditures (per-party expenditures divided by the average party size for those with expenditures, 3 persons, not the average party size for festival attendees which was 3.6 persons). Next, per-person expenditures were multiplied by the non-Verde Valley population of festival-goers. It was estimated that of the 10,000 total rally attendees, that 65 percent or 6,579 persons, were not from the Verde Valley and are therefore eligible to be included in the economic impact. The expenditures were weighted by the non-local visitors based on the overnight stays. For example average rally vendor purchases of \$83 per-party are divided by the average party size of non-Verde valley visitors (3 persons), yielding a per-person expenditure of \$28. This per-person expenditure is then multiplied by 51.3 percent of the non-Verde Valley attendees weighted to account for visitation resulting in total expenditures of \$93,000. See the Table below.

	Per-party Per-trip	Per- person per trip	% with expenditures	Total Expenditures
Rally vendor purchase	\$83	\$28	51%	\$93,000
Shopping-retail	\$83	\$28	49%	\$89,000
Restaurant, bar & grocery	\$126	\$42	64%	\$176,000
Lodging-camping	\$267	\$89	26%	\$1,060,000
Transportation (including gas)	\$85	\$28	41%	\$77,000
Other recreation-entertainment	\$75	\$25	13%	\$21,000
All other	\$75	\$25	3%	\$4,000
Weighted average per-party and per- person	\$118	\$39		\$1,520,000

Thunder Valley Rally Economic Impact

Three processes are integral in modeling expenditure impacts: direct, indirect, and induced effects. Direct effects are that portion spent directly by visitors during their experience. For example, a tourist visits the Thunder Valley Rally in Yavapai county, and spends X dollars at a hotel; then X is the direct effect of his expenditures. But the hotel in turn spends a portion of the initial expenditure on inputs necessary to run the operation (electricity, maid service, and so forth). Some of the hotel's spending will occur outside of Yavapai County. However, the portion that the hotel spends within the county again contributes to the economy. This impact of the initial tourist expenditures is termed the indirect effect. Finally, those individuals or firms within Yavapai County who receive money through the indirect effect in turn spend money in the county. This final effect is termed the induced effect of the initial expenditure. The ratio of these three effects combined to the initial expenditure is labeled the multiplier for that expenditure. Therefore an output multiplier is the sum of direct (tourist spending), indirect (hotel spending), and induced (consumption) divided by direct tourism spending. Similarly, direct jobs are jobs that are supported by direct expenditures, while indirect and induced jobs are those supported by indirect and induced expenditures. It is important to remember that direct jobs are jobs supported by visitor expenditures in the county and may include but are not limited to jobs at the specific event.

- Direct expenditures from the last column of the previous table were modeled in the IMPLAN input-output model, which examines and models the flow of direct expenditures through the regional economy of Yavapai County. Please note that direct event expenditures are reduced by \$171,125, which is the *result of direct leakage* for goods and services purchased from outside the county and region. The overall direct

impact of \$1,349,000 resulted in further indirect impacts of \$182,000, and induced impacts of \$188,000, for a total economic impact of \$1,718,000 with an expenditure multiplier of 1.3. See Table below.

- The total expenditure of \$1.4 million supports 14.2 direct jobs in the region, as well as 1.8 indirect jobs, and 1.6 jobs in the induced sectors of the economy – a total of 17.6 jobs with an employment multiplier of 1.2. See Table below.
- The festival generated significant state and local tax revenue of \$149,800 as well as Federal tax revenue of \$120,100.

Impact Type	Direct Effect	Indirect Effect	Induced Effect	Multiplier	Total Effect
Output	\$1,349,000	\$182,000	\$188,000	1.3	\$1,718,000
Employment	14.2	1.8	1.6	1.2	17.6

APPENDIX A:
DATA TABLES 2015
THUNDER VALLEY RALLY 2015

How did you hear about the rally?	Count	Percent (%)
Attended Previously	53	36.6%
Social Media (Facebook, Twitter etc.)	34	23.4%
Posters-Flyers	17	11.7%
93.9	14	9.7%
Radio	10	6.9%
Event	10	6.9%
Newspaper or magazine	9	6.2%
Local Radio	9	6.2%
Billboard	9	6.2%
Cycle Rides	8	5.5%
Online-website	8	5.5%
Az Biker Info Guide	7	4.8%
The Noise	6	4.1%
Friend or family member told me	5	3.4%
Thunder Press	2	1.4%
Ride AZ Magazine	2	1.4%
Jack FM	2	1.4%
KUPD	0	0.0%

* Does not add to 100% because of multiple responses

What motorcycle do you ride?	Count	Percent (%)
Harley Davidson	82	58.20%
Other motorcycle	26	18.40%
Victory	14	9.90%
Honda	13	9.20%
Indian	8	5.70%
Kawasaki	3	2.10%

* Does not add to 100% because of multiple responses

	Mean	Median
How many hours per month do you ride?	48.0	30
How many rallies do you attend a year?	3.2	3

Music genre	Count	Percent (%)
Classics	79	59.4%
Country	67	50.4%
Adult Alternative	41	30.8%
Contemporary	14	10.5%

* Does not add to 100% because of multiple responses

	Mean	Median
How many different Merchant Booths did you visit?	9	8

Did you purchase anything from rally vendors?	Count	Percent (%)
Yes	87	64.9%
No	47	35.1%
Total	134	100.0%

Did you vote in the bike show?	Count	Percent (%)
Yes	41	32.8%
No	84	67.2%
Total	125	100.0%

Overall how satisfied are you with your experience in the following area?

	Totally Dissatisfied	Somewhat Dissatisfied	Neither Satisfied or Dissatisfied	Somewhat Satisfied	Totally Satisfied	Mean
Poker Run	3.6%	1.2%	7.2%	43.4%	44.6%	4.2
Parking logistics, shuttle	3.3%	2.4%	16.3%	46.3%	31.7%	4.0
Organization-layout of rally	1.5%	1.5%	9.5%	37.2%	50.4%	4.3
Friendliness-helpfulness of staff	1.5%	0.0%	6.6%	19.0%	73.0%	4.6
Rally atmosphere	1.4%	0.7%	3.6%	27.5%	66.7%	4.6
Beverage service	3.0%	7.5%	8.3%	30.8%	50.4%	4.2
Quality of vendors	0.8%	4.6%	14.5%	39.7%	40.5%	4.1
Musical performers-bands	0.7%	2.2%	5.2%	25.9%	65.9%	4.5
Old Town merchant experience	0.8%	0.0%	8.4%	28.2%	62.6%	4.5

1 = Totally Dissatisfied

3 = Neutral

5= Totally Satisfied

	4	Neutral	6	7	8	9	High	Mean
Overall how well did Thunder Valley Rally meets your expectations?	0.7%	3.4%	2.0%	13.4%	22.8%	30.2%	27.5%	8.6

1 = Low

5 = Neutral

10 = High

Do you feel welcome at Thunder Rally?	Count	Percent (%)
Yes	143	94.1%
No	9	5.9%
Total	152	100.0%

Would you recommend the rally to your friends and family?	Count	Percent (%)
Yes	132	95.7%
No	6	4.3%
Total	138	100.0%

How would you improve Thunder Valley Rally?	Count	Percent (%)
Other improve	56	40.6%
Nothing-All Good	51	37.0%
Vendors	31	22.5%
Rides	19	13.8%
Entertainment	16	11.6%
Layout	11	8.0%
Information	6	4.3%

* Does not add to 100% because of multiple responses

Other comments about improving Thunder Valley Rally

3 DAYS LONG

BEER EVERYWHERE

BEER VENDORS!!!!

BETTER IN CAMP VERDE!

BRING BACK THE BAND JACKEL & ADD MILLER BEER. PUT BEER VENDORS BACK ON THE STREET

CLOSE THE ROAD EXCEPT FOR BIKES!

DON'T COMBINE IT WITH GOLD KING MINE VW FESTIVAL-THAT'S 25 YRS OLD! WANT TO GO TO BOTH!

FASTER SERVICE OF GETTING BEER TO CUSTOMERS

FREE BEER, LOL

GUIDANCE ABOUT PARKING FROM SPECIAL STAFFERS IS NEEDED

HAND SANITIZERS ON ALL POTTY STATIONS. MORE PORTA POTTYS IN OTHER LOCATIONS.

I WANT KID ROCK

LARGER DRINKING SPACE OUTSIDE

LATER IN YEAR

LAYOUT OF VENDORS

LESS CAR PARKING MORE MOTORCYCLE PARKING

LONGER RIDE

LOVED THE LONGER RIDE

MILLER BEER MORE J-JOHNS & HAND WASH STATION

MORE BEER

MORE BIKER VENDORS

MORE COUNTRY MUSIC/MORE WATER VENDORS

MORE DETAILED MAP-IMPROVE CUFFS LONG SLEEVE SHIRT- TSHIRT INCLUDED

MORE J JOHNS

MORE J. JOHNS & HAND SANITIZER

MORE LENDERS, DIFFERENT RIDE

MORE MUSIC

MORE PORTA POTTIES

MORE PORTA POTTIES @ SOUTH STAGE/BEER GARDEN

MORE PORTA POTTY'S

MORE POTTIES-DISABLED ASSISTANCE RIDES

MORE RESTROOMS

MORE SEATING IN SHADE

MORE VENDORS

MORE VENDORS, BETTER PRICES. BATHROOMS SPREAD OUT

MORE WATER

MORE WATER BOOTHS

MUCH BETTER STOPS (FOOD & DRINKS)

NOT SURE FIRST YEAR
OPEN CONTAINER
PARKING
POST SIGNS
RESTROOM NAVIGATION
RESTROOMS
RESTROOMS STINK
RESTROOMS-INCONVENIENT
SET UP SIGNS OR FLAGS FOR STOPS & TURNS
SHOWCASE MORE LOCAL TOO
SOUVENIR GLASS MUGS
START OF RUN NEEDS MORE INFORMATION
STOPS FARTHER APART
THEY SHOULD BLOCK OFF THE MAIN" STREET FOR BIKES"
TIME OF MAIN BAND IS TO LATE
TIME OF YEAR
VENDORS ON STREET-BIKE PARKING IN MIDDLE LIKE STURGIS
ZUMBA

How would you improve the poker run?	Count	Percent (%)
Nothing-All Good	59	56.7%
Route	15	14.4%
Other	15	14.4%
Stops	14	13.5%
Map	10	9.6%
Times	6	5.8%
Registration	4	3.8%

* Does not add to 100% because of multiple responses

Other Poker Run improvements

\$ PRIZES

BETTER MARKER

FASTER SERVICE AT STOPS-FOOD

GROUP START OR SHOTGUN START

LONGER DISTANCE

LONGER TIMES

LONGER TO FLAG OR PRESCOTT

NO CHARGE

NO LEFT TURNS. SOMEONE WHO RIDES, KNOWS RIGHT TURNS-
MOSTLY

NO LEFT TURNS/SHOULD BE ALL RIGHT

POST SIGNS

RESTROOM

SET UP SIGNS FOR FLAGS & STOPS & TURNS

VARIETY

How would you improve the Bike Show?	Count	Percent (%)
Nothing - All Good	67	58.8%
Increase prize money	19	16.7%
Other	17	14.9%
Categories	12	10.5%
Hours	11	9.6%
Location	2	1.8%

* Does not add to 100% because of multiple responses

Other improvements for the Bike Show?

FLAT LOT OR POSSIBLY ON CROSS ROADS OF SIDE STREET

FREE BEER, LOL

GO BACK TO CAMP VERDE

MORE BIKES

MORE PARTICIPATION-WASN'T AWARE

MORE RAFFLES

RAT BIKE SHOULD NOT BE GROUPED WITH CHOPPERS

REALLY GREAT EXPERIENCE-MORE CLOTHING VENDORS

SPLIT RAT & CHOPPERS

TRIKE CATEGORY

WHAT HAPPENED TO THE CASINO STOP?

WHERE TO VOTE

WOULD RATHER DO THE DICE GAME

Would you be interested in paying an entrance fee?	Count	Percent (%)
Yes	20	15.4%
No	110	84.6%
Total	130	100.0%

What would you pay?	Count	Percent (%)
\$5	15	57.7%
\$10	5	19.2%
\$20	6	23.1%
Total	26	100.0%

Would you be interested in any of the following?	Count	Percent (%)
3-day rally (Friday thru Sunday)	79	63.7%
Camping	48	38.7%
Biker games	34	27.4%
More rides	30	24.2%

* Does not add to 100% because of multiple responses

	Mean	Median
How many people are in your group?	3.7	3.0

Gender	Count	Percent (%)
Female	53	37.6%
Male	88	62.4%
Total	141	100.0%

	Gender			
	Female		Male	
	Mean	Median	Mean	Median
Age	46.9	50	47.7	48

Visitor Ages recoded into ranges	Count	Percent (%)
20 and under	2	1.6%
21 - 25 years	5	4.0%
26 - 30 years	4	3.2%
31 - 35 years	8	6.5%
36 - 40 years	11	8.9%
41 - 45 years	18	14.5%
46 - 50 years	20	16.1%
51 - 55 years	25	20.2%
56 - 60 years	22	17.7%
61 - 65 years	6	4.8%
66 - 70 years	2	1.6%
71 - 75 years	1	0.8%
Total	124	100%

What category best describes your combined household income in 2014, before taxes	Count	Percent (%)
Under \$25,000	22	16.1%
\$25,000 - \$49,999	20	14.6%
\$50,000 - \$74,999	38	27.7%
\$75,000 - \$99,999	19	13.9%
\$100,000 - \$124,999	15	10.9%
\$125,000 - \$149,999	5	3.6%
Over \$150,000	6	4.4%
Total	125	100.0%

Average household income from mid-points \$68,900

	Count	Percent (%)
Local	52	39.1%
Non-local	81	60.9%
Total	133	100.0%

State of origin	Count	Percent (%)
Arizona	130	94.9%
Wyoming	2	1.5%
New Mexico	2	1.5%
Michigan	1	0.7%
South Dakota	1	0.7%
California	1	0.7%
Total	137	100.0%

Origin of Arizona Visitors

	Count	Percent (%)
Cottonwood	29	23.0%
Flagstaff	16	12.7%
Phoenix	16	12.7%
Mesa	10	7.9%
Sedona	7	5.6%
Camp Verde	5	4.0%
Cornville	5	4.0%
Clarkdale	4	3.2%
Dewey	4	3.2%
Glendale	4	3.2%
Peoria	3	2.4%
Anthem - Desert Hills	2	1.6%
Buckeye	2	1.6%
Rimrock	2	1.6%
Show Low	2	1.6%
Tucson	2	1.6%
Black Canyon City - Rock Springs	1	0.8%
Bullhead City	1	0.8%
Chandler	1	0.8%
Gilbert	1	0.8%
Groom Creek	1	0.8%
Kirkland	1	0.8%
Mayer	1	0.8%
Navajo Indian Reservation	1	0.8%
Prescott	1	0.8%
Prescott Valley	1	0.8%
Seligman	1	0.8%
Surprise	1	0.8%
Tuba City	1	0.8%
Total	126	100.0%

Have you visited Old Town Cottonwood before	Count	Percent (%)
Yes	80	74.1%
No	28	25.9%
Total	108	100.0%

How many times have you visited in the last year?	Mean	Median
How many time in the last year?	6.6	2.5

Is Old Town a good place for the rally?	Count	Percent (%)
Yes	97	89.0%
Neutral	12	11.0%
No	0	0.0%
Total	109	100.0%

Are you staying overnight away from home in Northern Arizona before and or after the rally?	Count	Percent (%)
Yes	63	48.1%
No	68	51.9%
Total	131	100.0%

If yes how many nights in Northern AZ	Count	Percent (%)
1 night	19	33.9%
2 nights	28	50.0%
3 nights	9	16.1%
Total	56	100.0%
	Mean	Median
If yes how many nights in Northern AZ	1.8	2

In what community are you staying?	Count	Percent (%)
Cottonwood-Cornville-Clarkdale	41	58.6%
Camp Verde	15	21.4%
Other	7	10.0%
Sedona	5	7.1%
Flagstaff	3	4.3%
Jerome	1	1.4%
Prescott	1	1.4%

* Does not add to 100% because of multiple responses

Other communities stayed in	Count	Percent (%)
CHINO VALLEY	1	14.3%
CORDES LAKES	1	14.3%
DEWEY	1	14.3%
FRIENDS	1	14.3%
HEBER	1	14.3%
HEBER/OVERGAARD	1	14.3%
MARICOPA	1	14.3%
Total	7	100.0%

What type of lodging are you staying in?	Count	Percent (%)
Hotel-Motel	35	49.3%
Home of friends or relatives	14	19.7%
Our second home	10	14.1%
Other	8	11.3%
RV Park or Camping	3	4.2%
Resort or Timeshare	1	1.4%
airbnb.com, VRBO.com etc.	1	1.4%
Bed & Breakfast Inn	0	0.0%

* Does not add to 100% because of multiple responses

	Mean	Median	Percentage with expenditures
Number of people	2.3	2.0	
Rally vendor purchase	\$68.30	\$50.00	55.9%
Shopping-retail	\$63.80	\$50.00	53.3%
Restaurant, bar & grocery	\$103.20	\$65.00	65.8%
Lodging-camping	\$221.80	\$100.00	36.2%
Transportation (including gas)	\$72.00	\$40.00	42.8%
Other recreation-entertainment	\$75.50	\$20.00	21.7%
All other	\$50.00	\$0.00	8.6%

Estimate how much in total you are spending at Old Town Street businesses, not including rally vendors?	Per-party	Per-Person	% with Expenditures
Verde Valley visitors	\$80	\$44	65.4%
Non-Verde Valley visitors	\$136	\$52	64.0%
Average	\$108	\$48	64.7%