



SEDONA VISITOR SURVEY EXECUTIVE SUMMARY

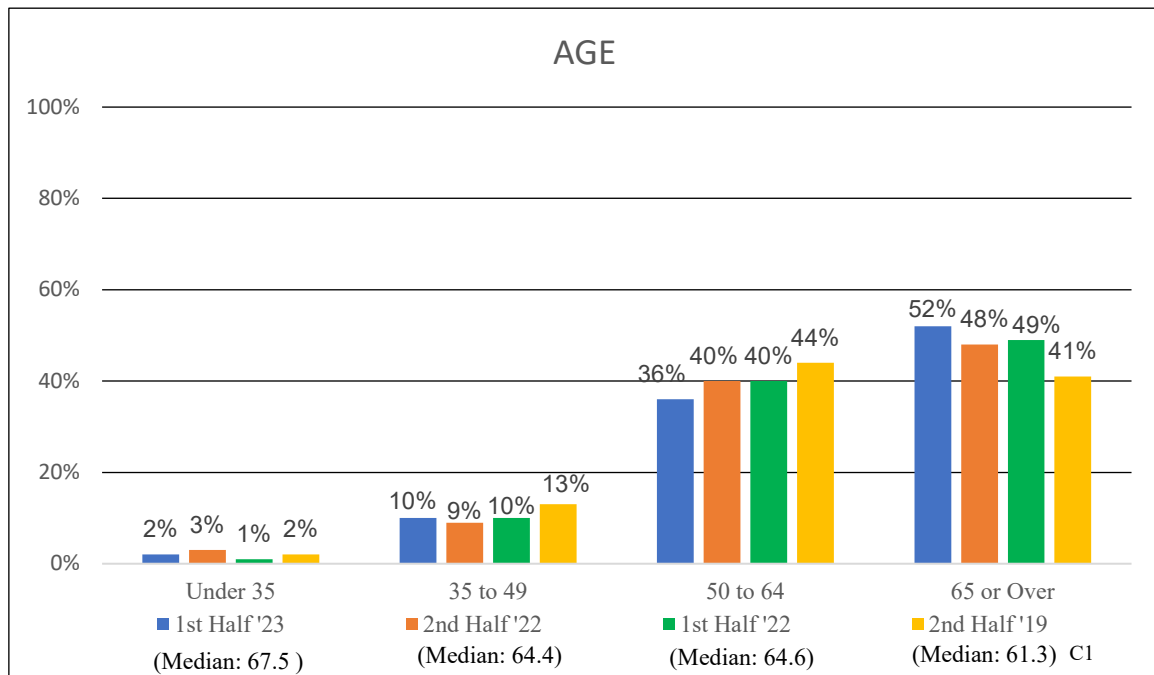
JANUARY – JUNE 2023 REPORT

The information contained in this report is based on interviews conducted with individuals who requested the Chamber's Visitor Guide between January and June 2023. All of the interviewing on this project was conducted by the Sedona Chamber of Commerce and Tourism Bureau via a web-based survey which was sent to requesters a minimum of three months after their Visitor Guide request. For the purpose of this research, only the 569 respondents who indicated they had visited Sedona or the 427 who indicated they would visit Sedona are included in the following summary data.

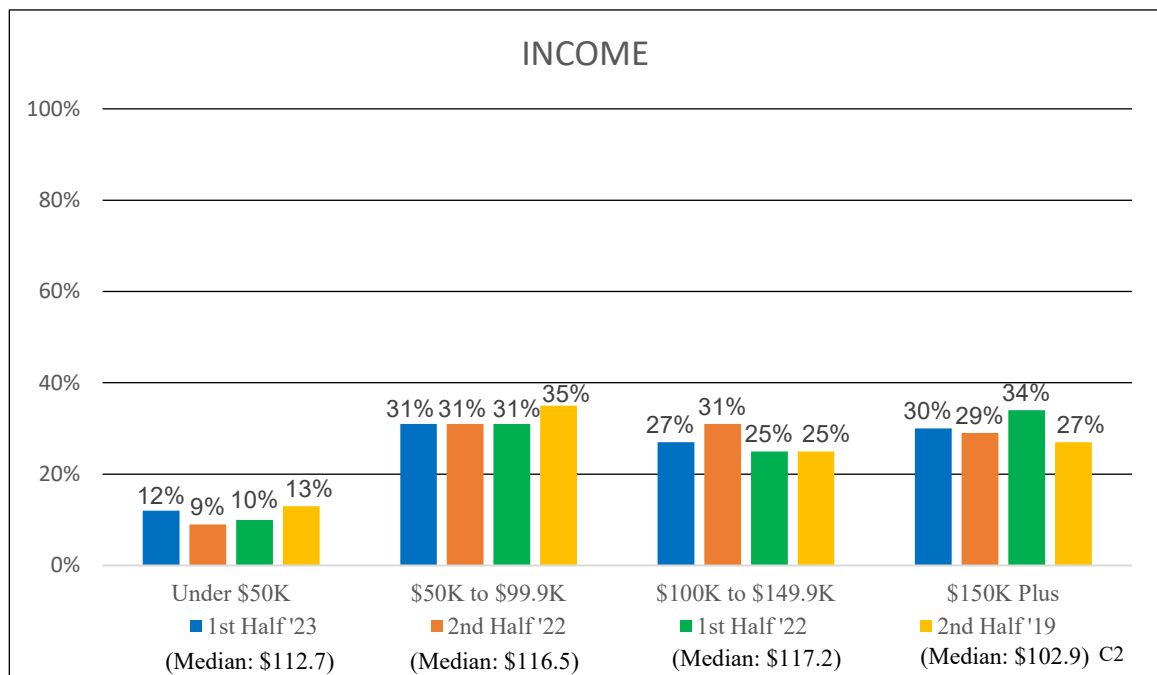
Note: This study only addresses visitors who requested the Chamber's Visitor Guide, not all Sedona visitors. Further, due to covid no surveys were conducted in 2020 and only limited surveys were conducted in 2021.

VISITOR CHARACTERISTICS

- The typical second half requestor who visited was 67.5 years old with 88% being 50 or older.

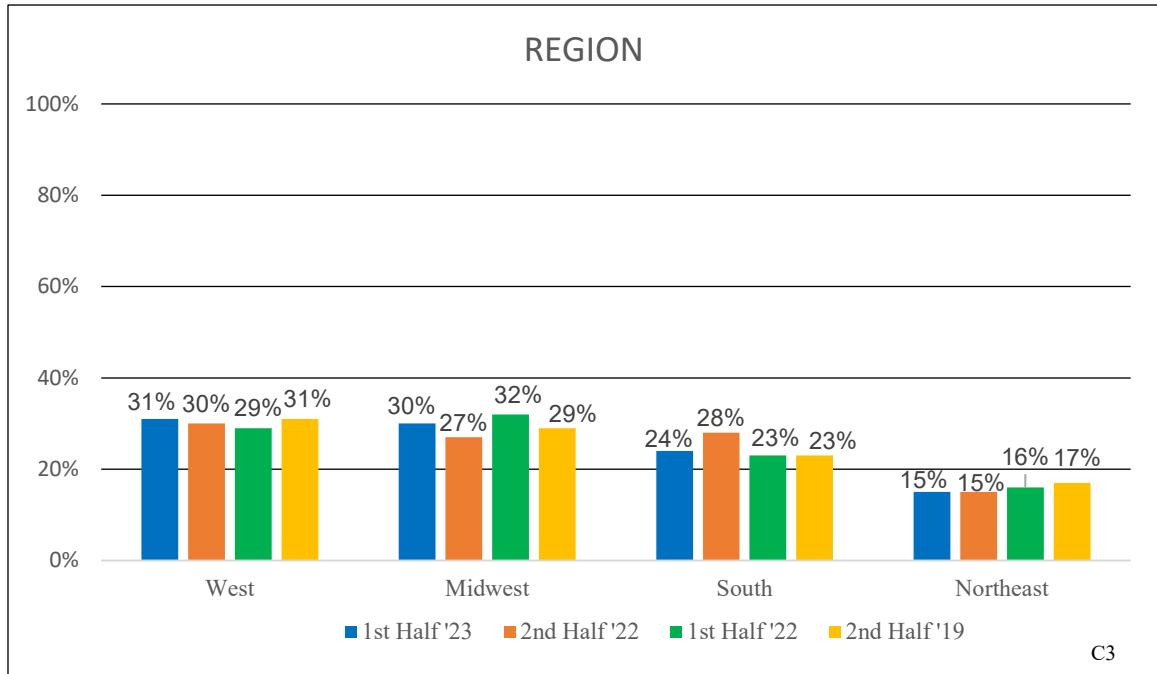


- The typical visitor household earns a median income of \$112,700 per year – well above the national household median of approximately \$74,600.

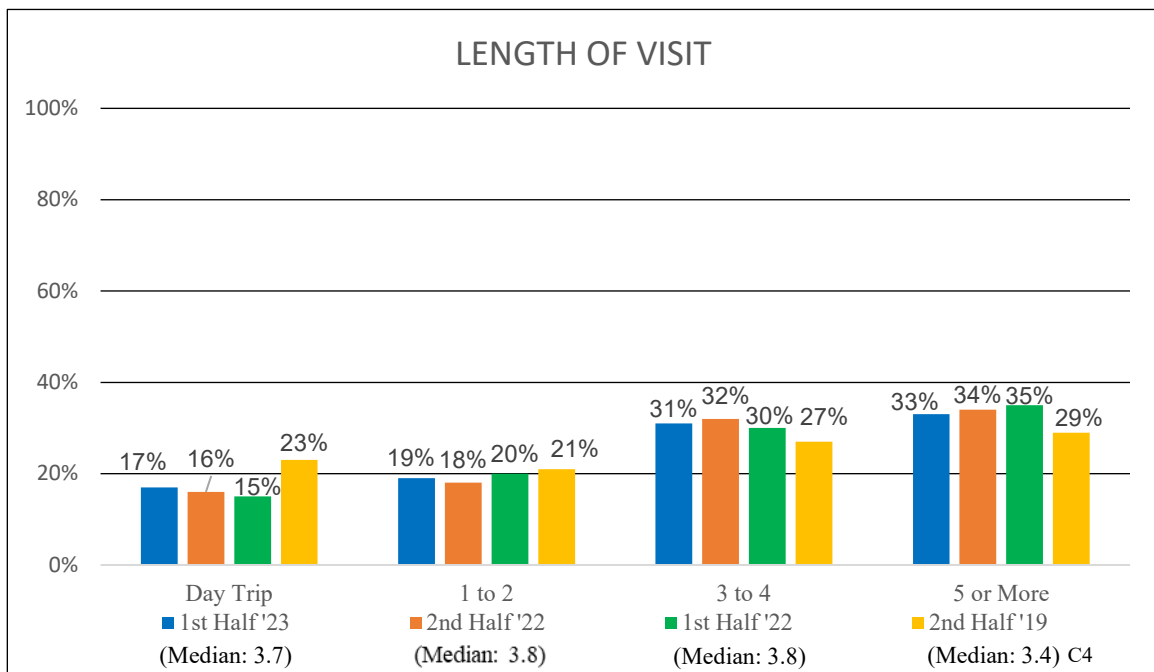


VISITOR TRIP CHARACTERISTICS

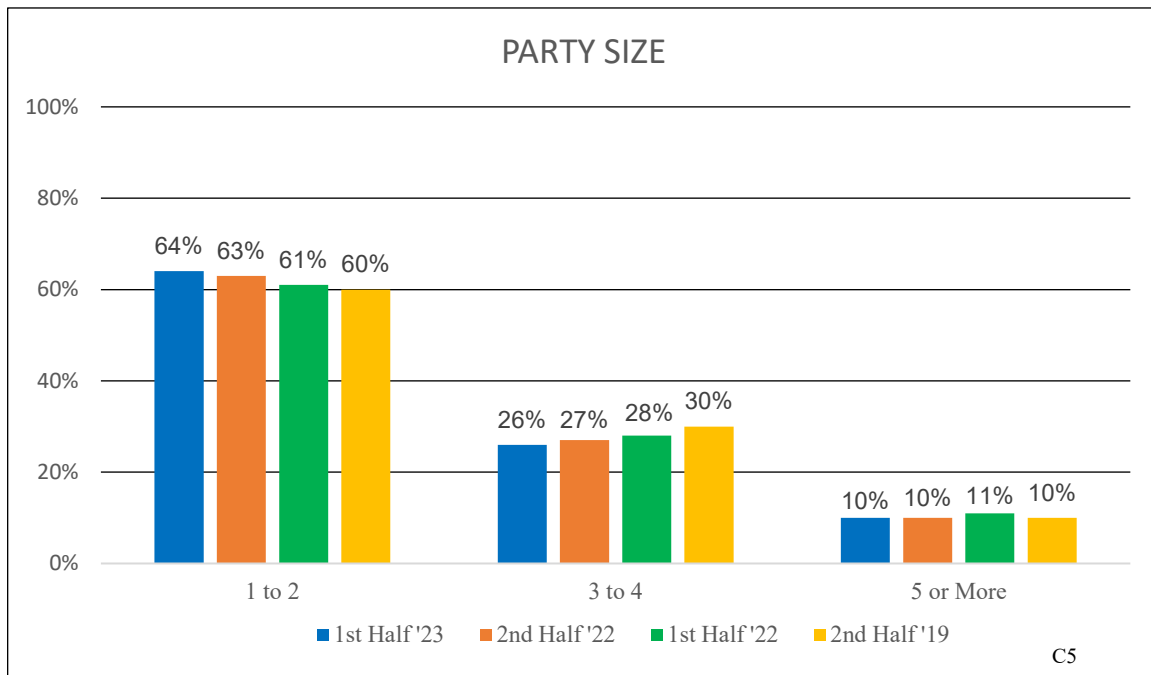
- Geographically, the west (31%) contributed the largest share of visitors to Sedona followed by the midwest (30%) the south (24%) and the northeast (15%). The following individual states contributed the most visitors: California (12%), Arizona (8%), Florida (6%), Illinois (6%), Wisconsin (6%) and Pennsylvania (6%).



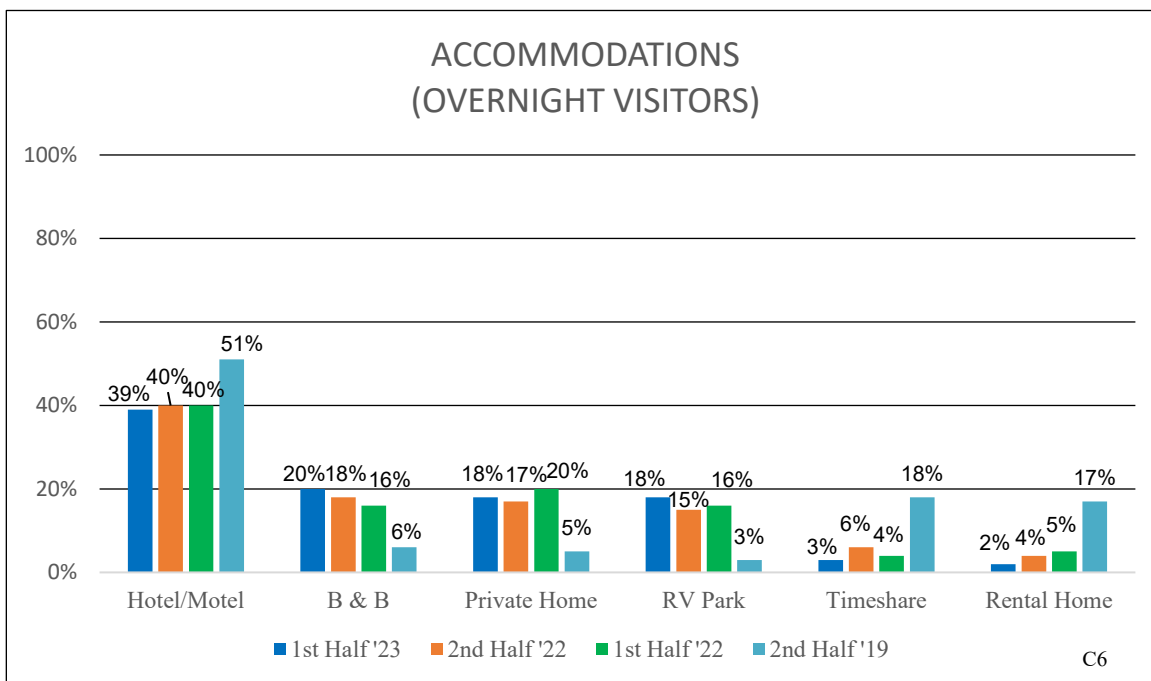
- The typical visitor to Sedona spent 3.7 days with 33% staying five or more. Daytrippers comprised 17% of surveyed visitors.



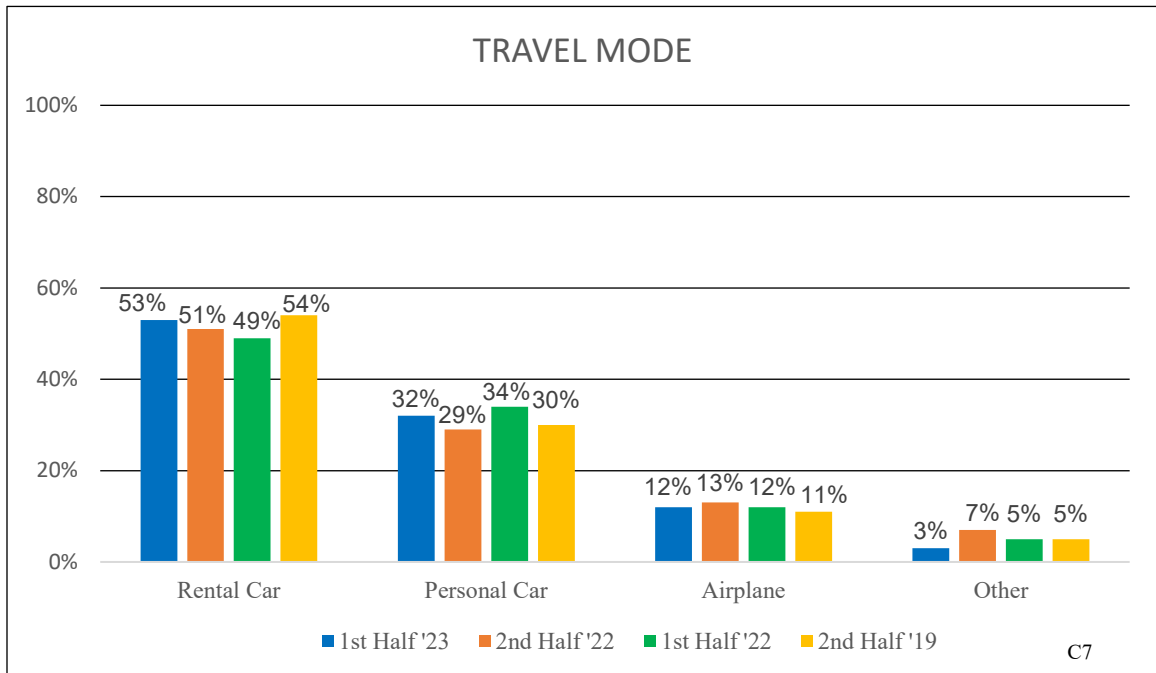
- 64% of travel parties contained one or two people with 55% of all parties containing two individuals.



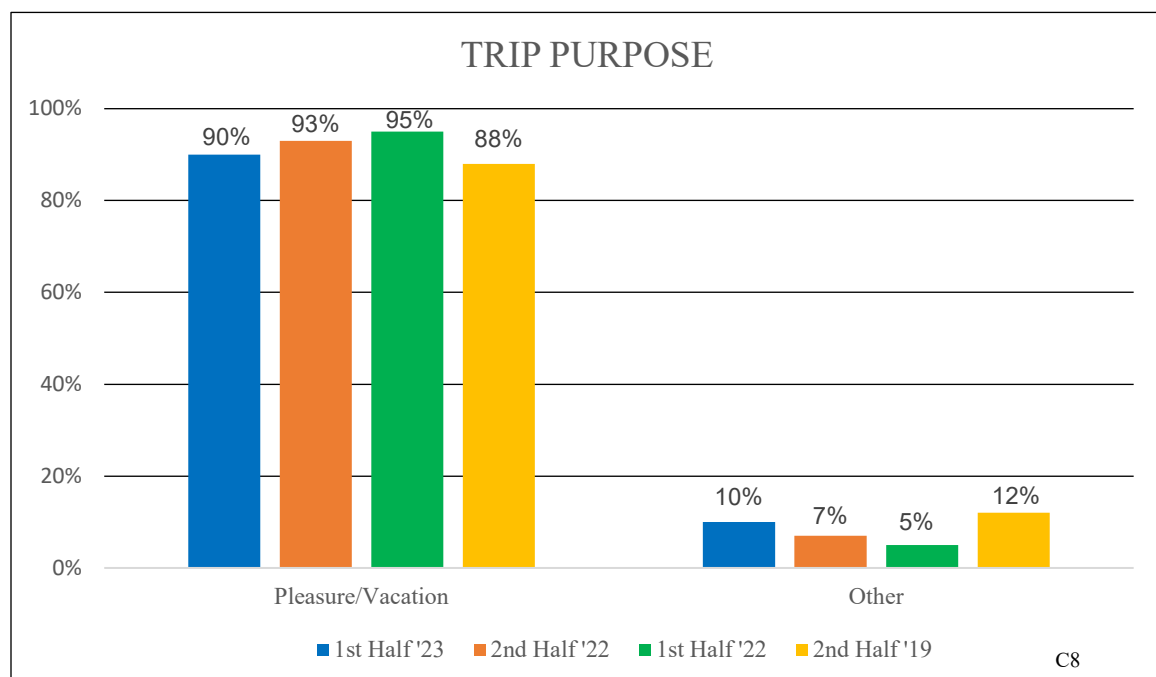
- 39% of visitors stayed at a hotel (17% full service) while 20% stayed at a B&B, 18% stayed at a private home, 18% stayed at an RV park, 3% stayed at a time share and 2% stayed at a rental home.



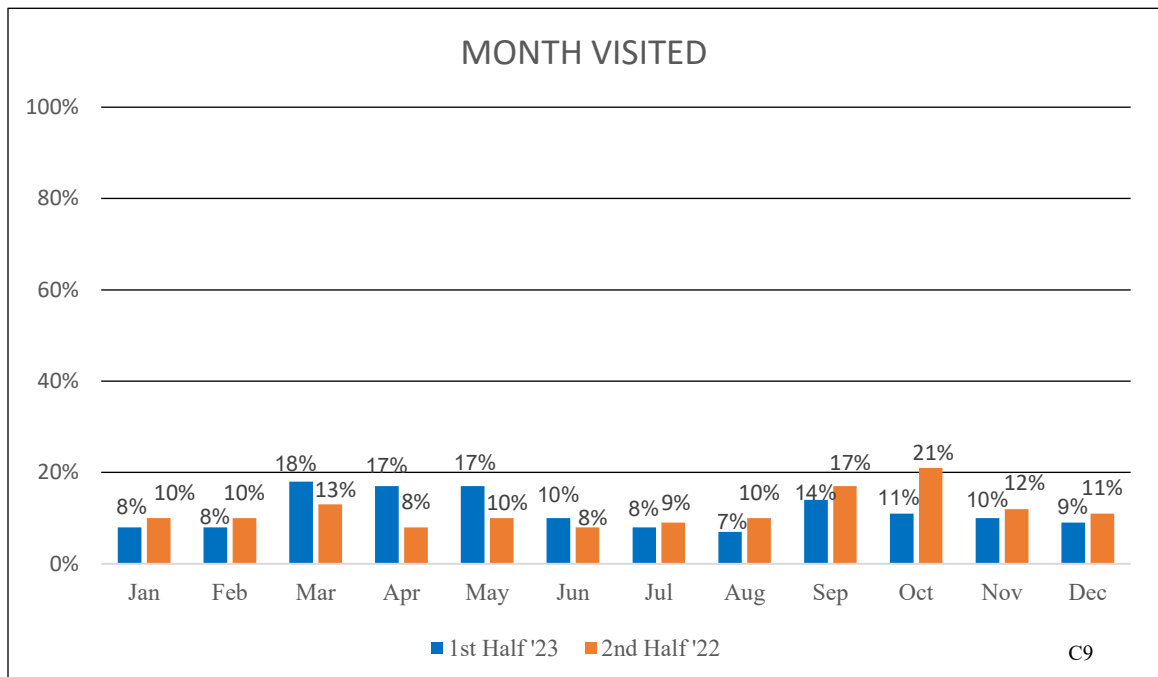
- 85% of visitors arrived in Sedona via either a rental car (53%) or a personal car (32%) and 12% arrived by plane. The remaining 3% of visitors arrived by some other mode of surface transportation (RV, tour bus, shuttle).



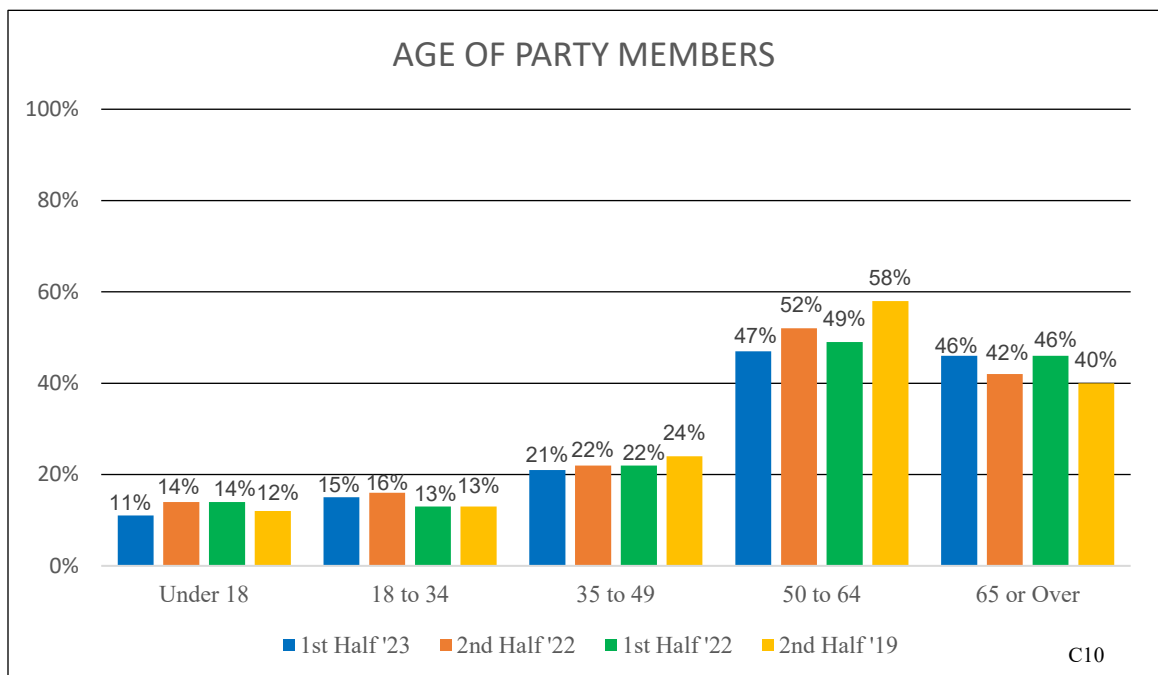
- Nine out of ten visitors (90%) continue to be leisure travelers.



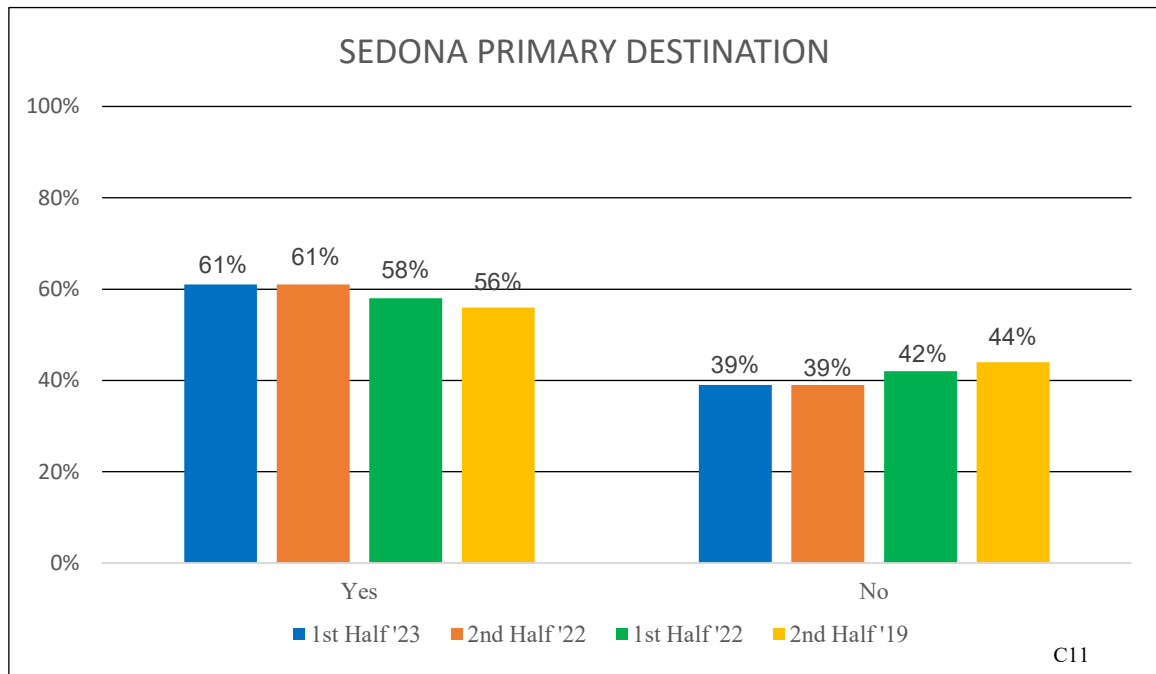
- The heaviest travel months this cycle were March (18%), April (17%) and May (17%).



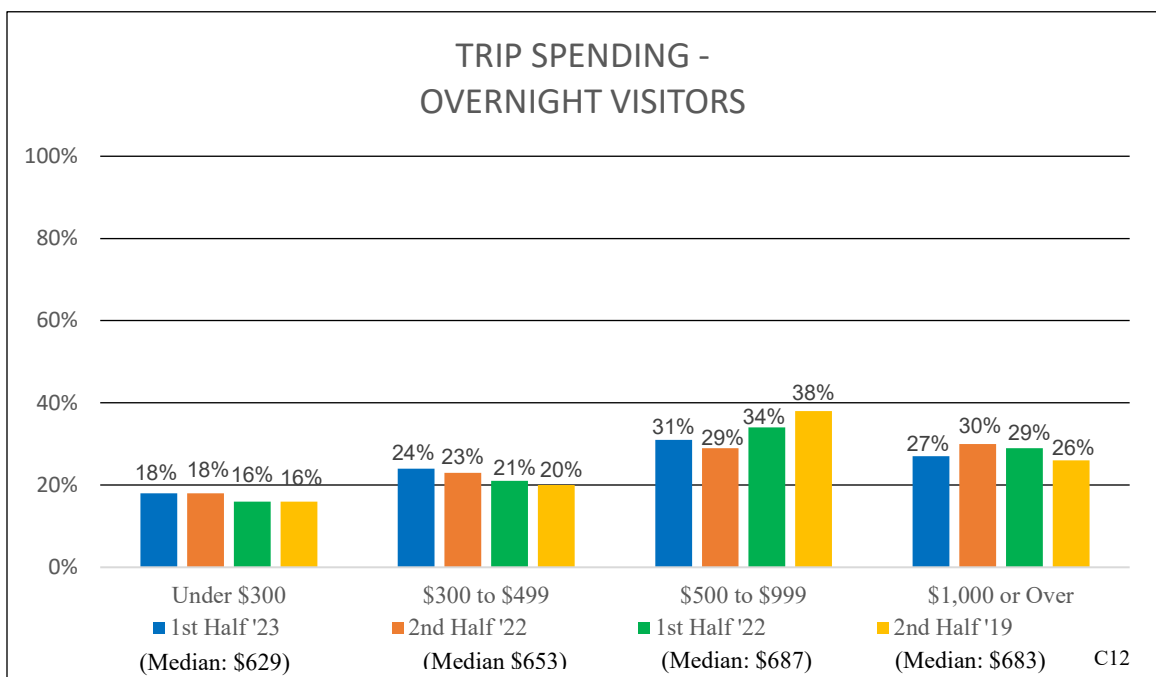
- 47% of all travel parties contained persons between 50 and 64 years old, while 46% contained persons 65 or over.



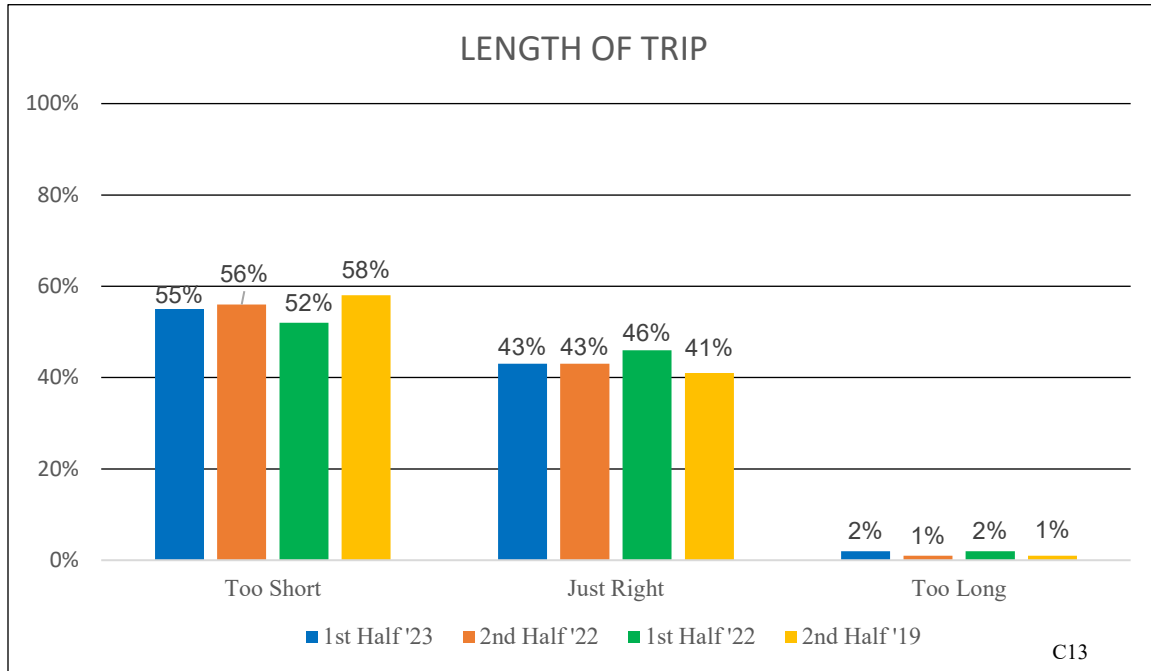
- Sedona was the primary destination of 61% of visitors followed by the Grand Canyon (19%).



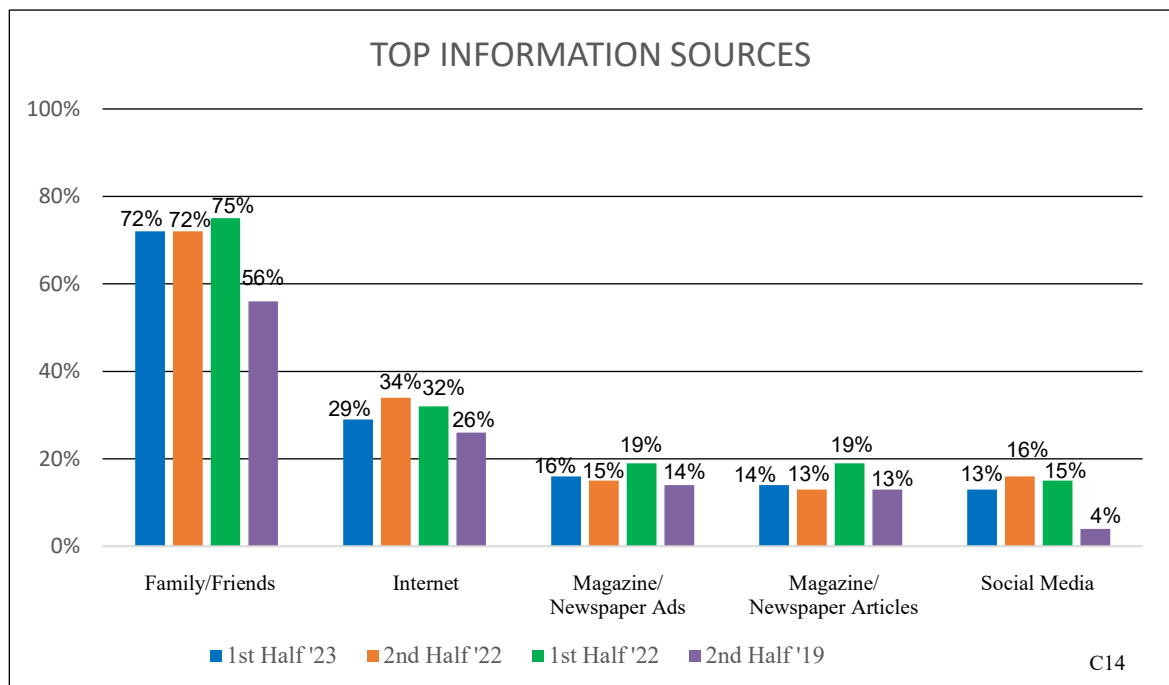
- 44% of visitors indicate that they only visited Sedona on their trip while the following percentages also travelled to the following other areas: Grand Canyon (48%), Flagstaff (40%), Jerome (39%), Cottonwood (38%), Camp Verde (25%), Clarkdale (14%), Monument Valley (12%) and Antelope Canyon/Page area (12%).
- The typical overnight visitor party spent \$629 per day while in Sedona while the typical daytripper spent \$350.



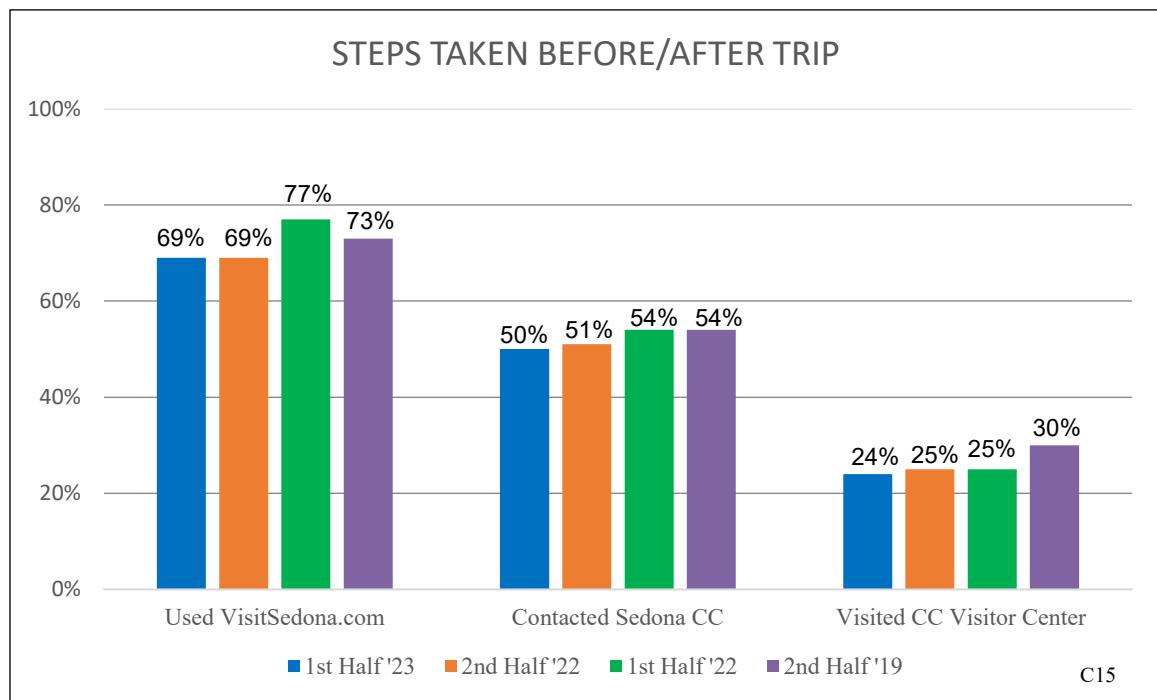
- Over half of visitors (55%) say their length of stay in Sedona was too short. The main factor that would encourage visitors to stay longer is by far and away more time (50%) followed by more money (12%) and less expensive (11%).



- By far and away, word of mouth (72%) continues to be the most common way visitors hear about Sedona followed by the Internet (29%), magazine/newspaper ads (16%), magazine/newspaper articles (14%), social media (13%), television (5%), Sedona E-Newsletter (5%) and direct mail (4%).

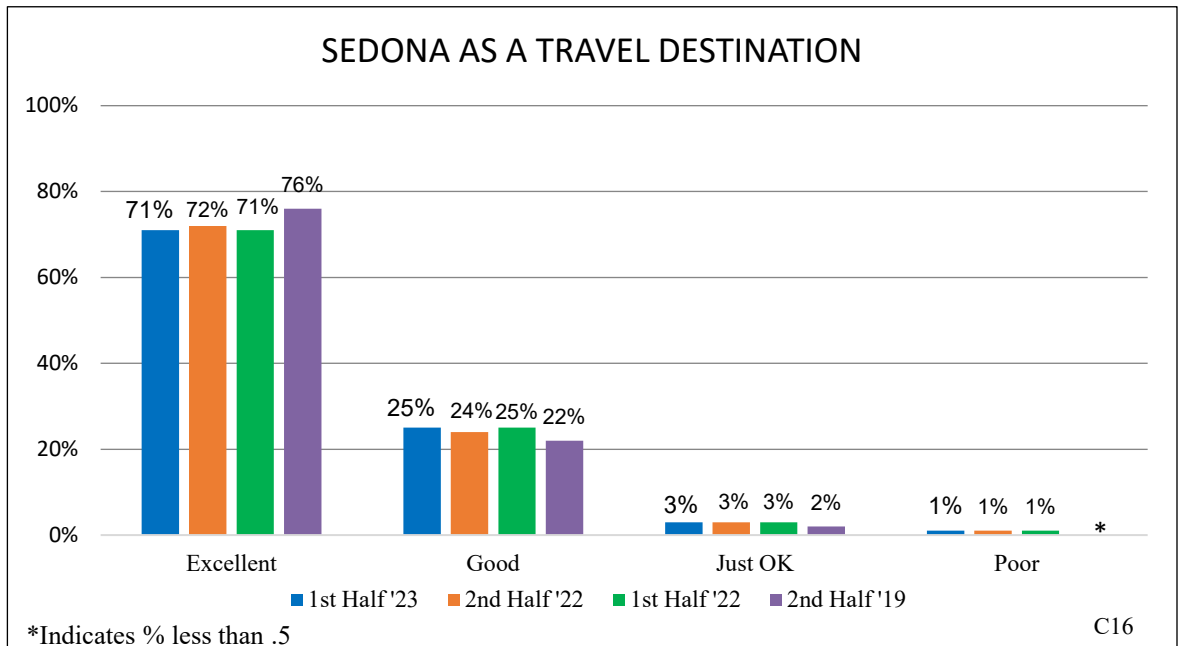


- 69% of visitors used the VisitSedona website prior to their visit while 50% contacted the Chamber and 24% visited the Visitor Center when in town.

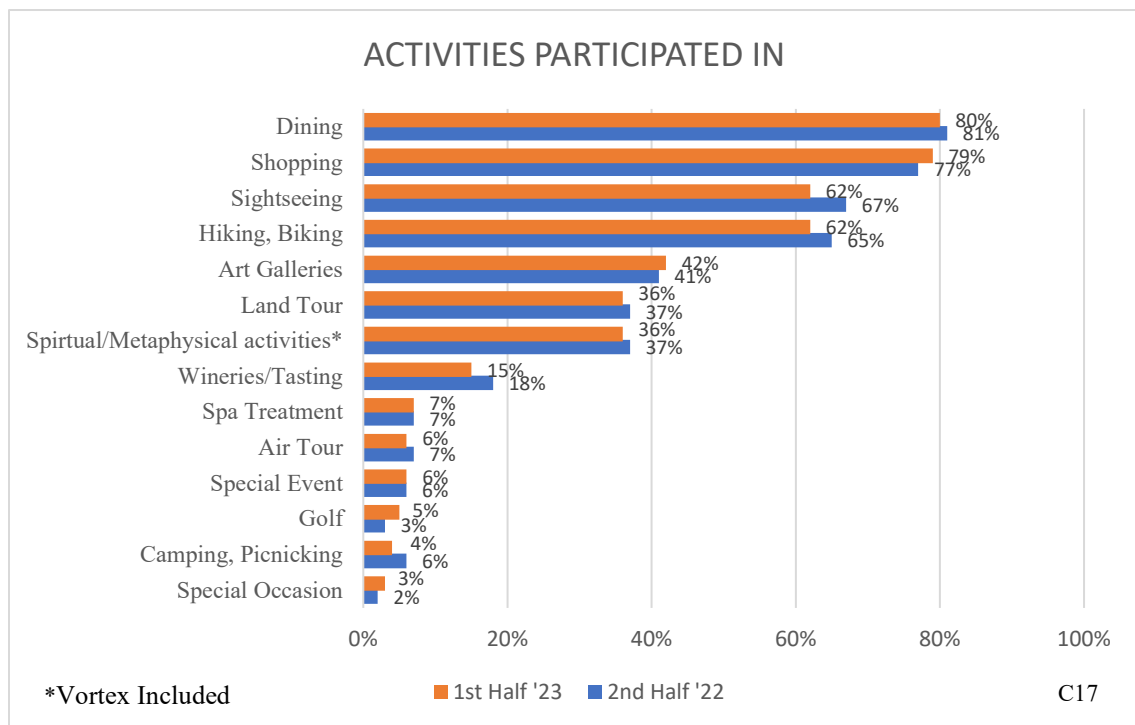


- Among those visitors who visited the Chamber's Visitor Center, the following patterns are revealed:
 - 49% found out about the Center on VisitSedona.com while 28% drove by it, 28% walked by it, 11% read an article about the Center, 8% heard about it from friends or family, 5% were referred by a local business and 3% found out on social media.
 - 90% felt the staff member who helped them was very knowledgeable and 11% somewhat knowledgeable.
 - 99% say the staff was polite and professional.
 - 92% indicate they would stop by again on a future trip.
 - The factors that visitors liked most about the Center were the large volume of useful information available (58%) and the helpful, friendly staff (40%).
 - 63% of visitors indicated there was nothing about the Center they dislike while 17% said it was too crowded and 8% said they disliked the location/parking.

- 71% of visitors give Sedona an excellent rating as a travel destination while 25% offer a good rating. 3% offer a just ok reading and only 1% a poor reading.



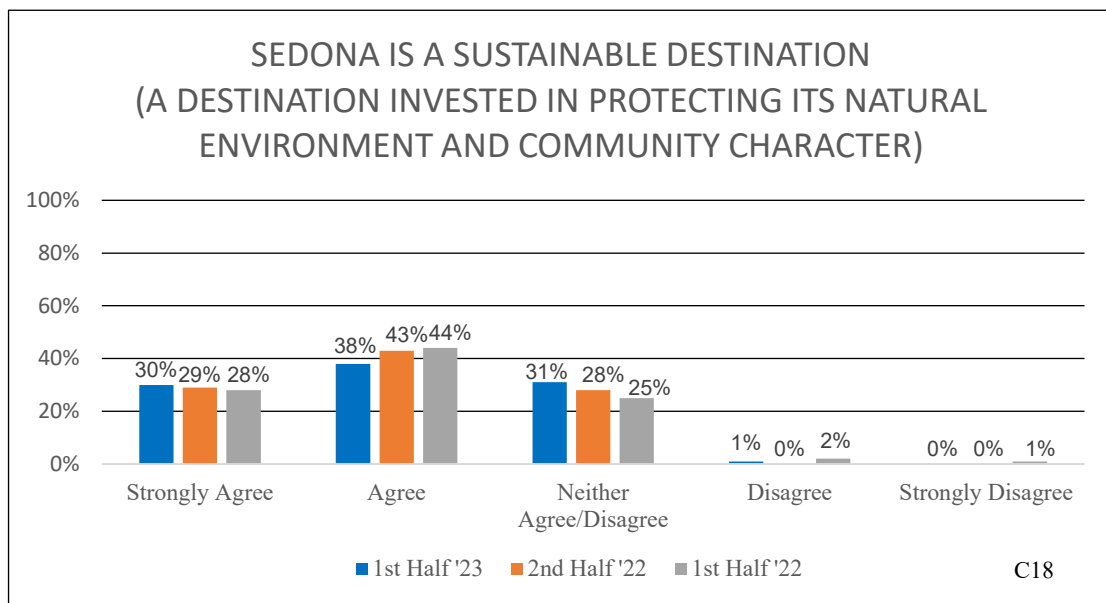
- The most frequently participated in activities continue to be dining (81%), shopping (77%), sightseeing (67%) and hiking/biking (65%).



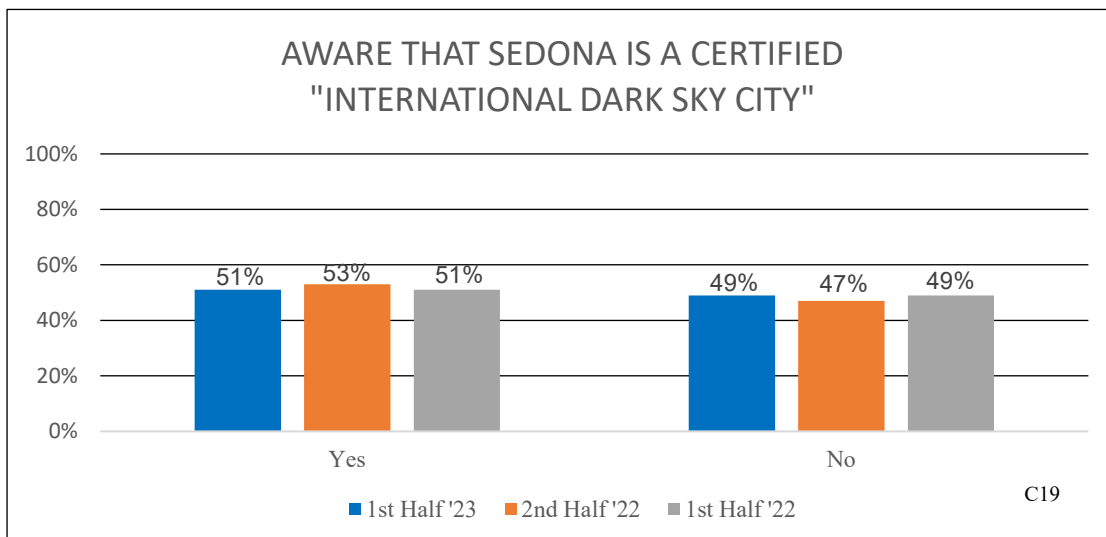
- As always and by far and away, the number one thing that visitors continue to like most about Sedona is the natural beauty of the area (82%).
- The top things that visitors dislike about Sedona continue to be the traffic (24%), the crowds (14%), high prices (5%), and the lack of parking (5%).
- In a related couple of questions, we find that 43% of visitors either strongly agree (13%) or agree (30%) that they could walk between their activities while in Sedona and that 59% found it easy to find a parking spot when needed – 41% did not.

SUSTAINABILITY ISSUES

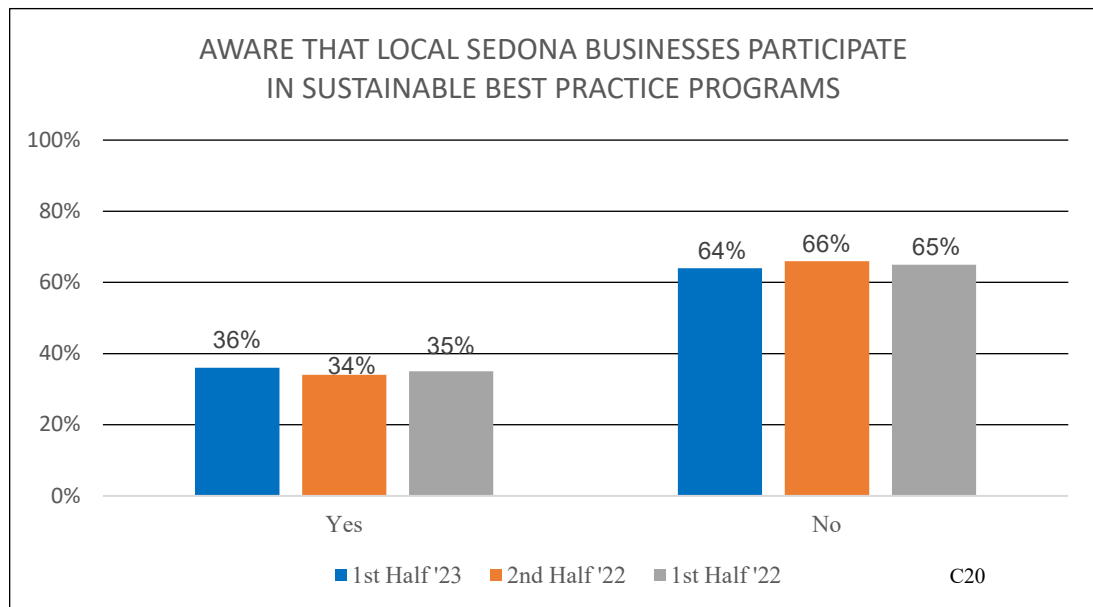
- 68% of visitors either strongly agree (30%) or agree (38%) that Sedona is a sustainable destination.



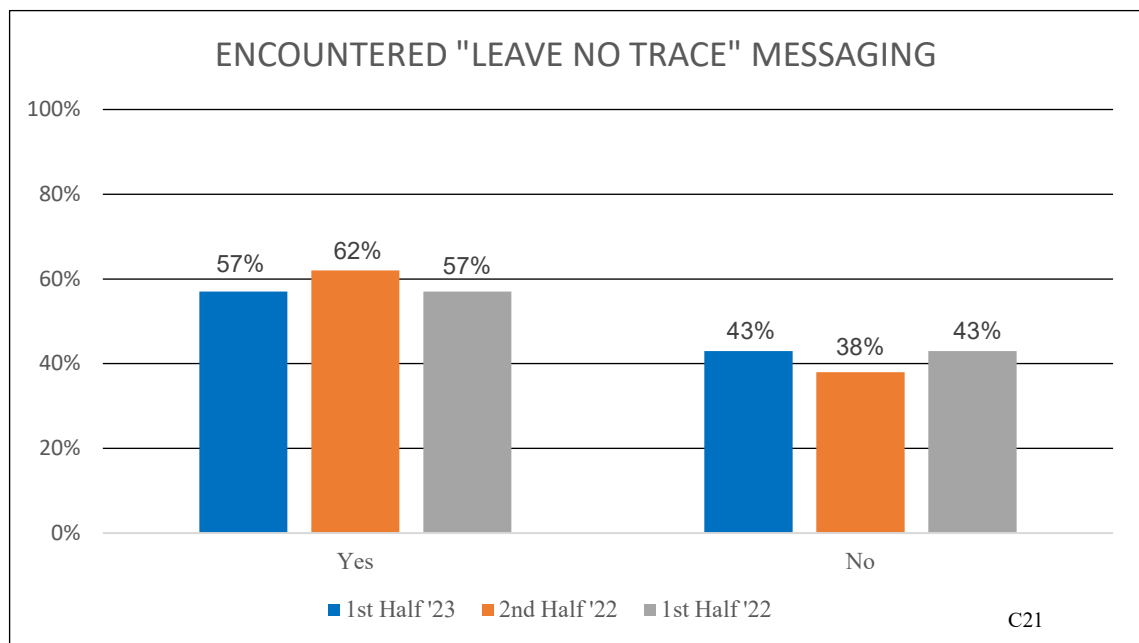
- 51% of visitors are aware that Sedona is a certified “International Dark Sky City.”



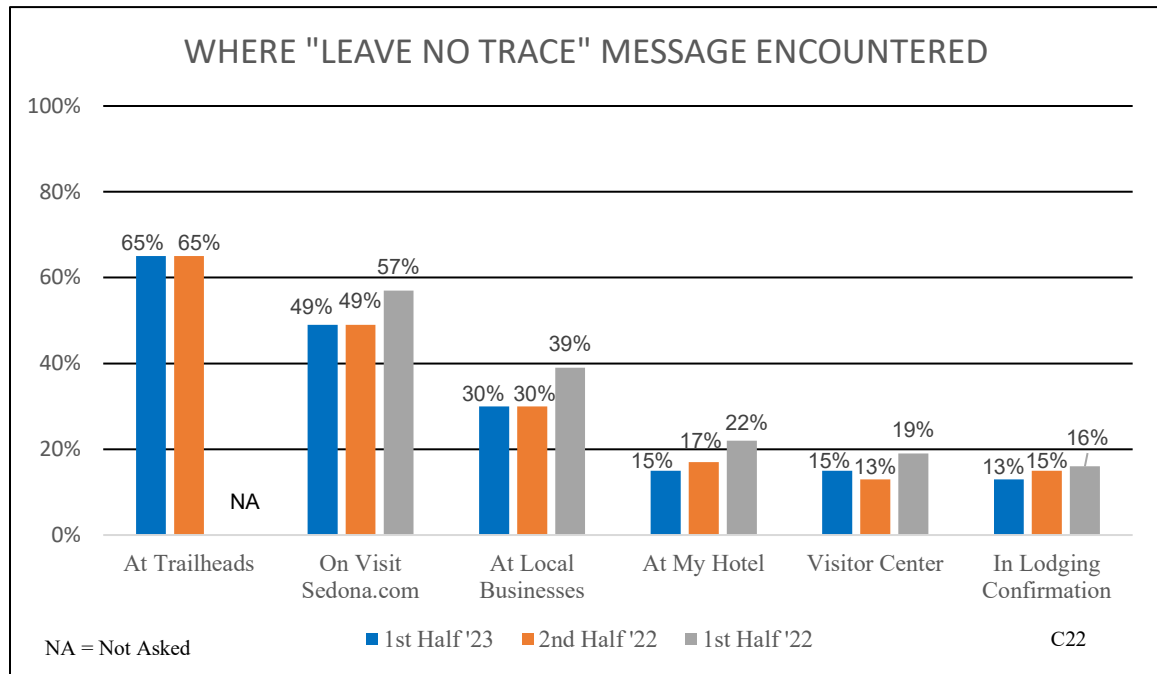
- 36% of visitors are aware that local Sedona businesses participate in sustainable best practice programs.



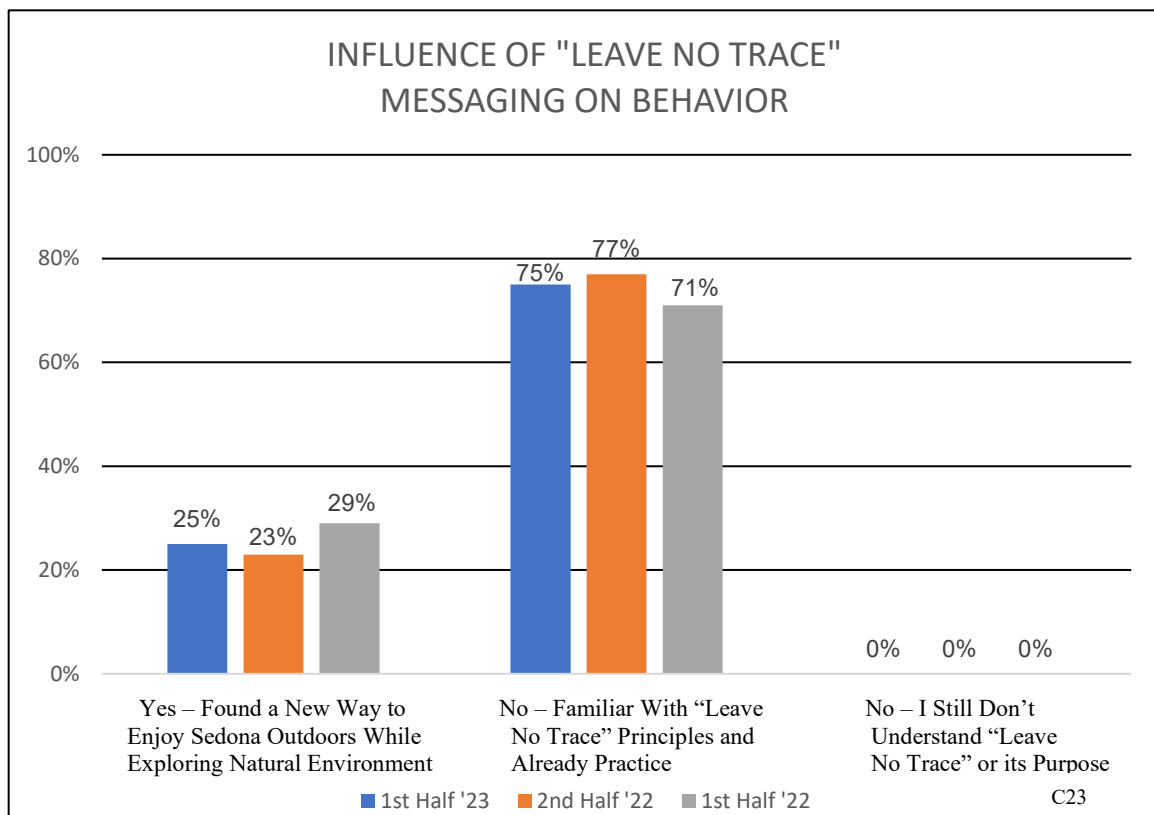
- 57% of visitors encountered Sedona's "Leave No Trace" messaging.



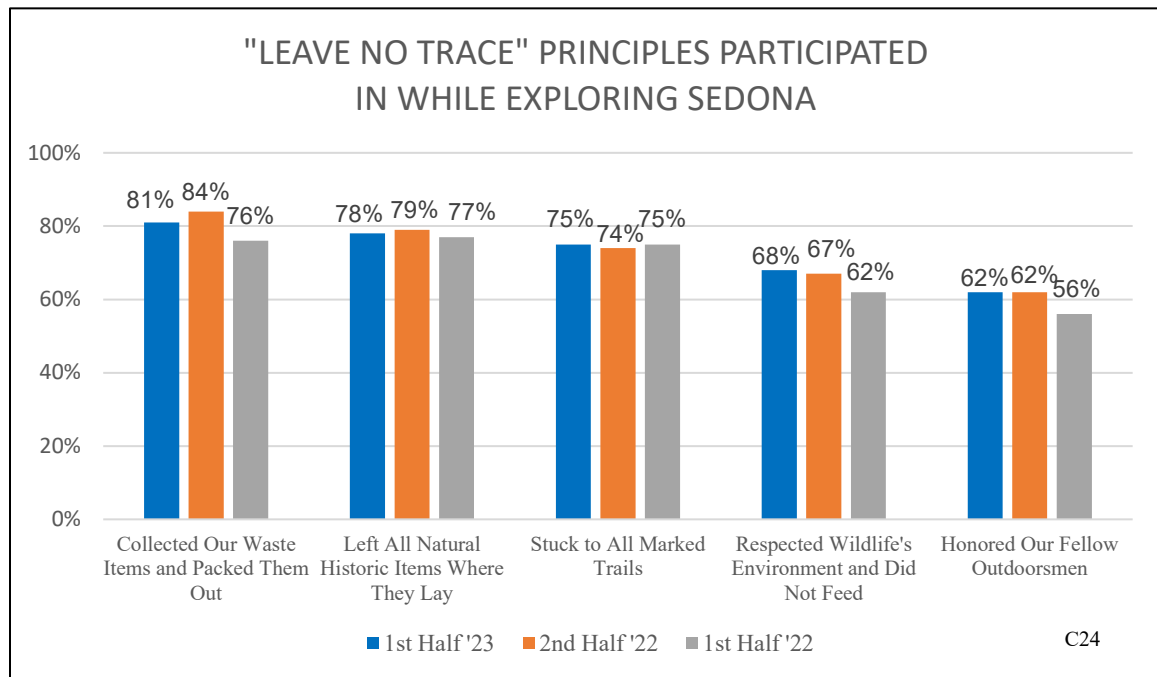
- The primary locations where “Leave No Trace” messages were encountered were at one or more trailheads (65%) on VisitSedona.com (49%), at local businesses (30%), at hotel (15%), at Visitor Center (15%) and in lodging confirmation (13%). Also mentioned were at vacation rental (11%) and via electronic notification (12%)



- 75% of visitors who saw “Leave No Trace” messaging were familiar with the principles prior to their arrival and already practiced them regularly, while 25% found a new way to enjoy the outdoors in Sedona due to the messaging.



- The most frequent “Leave No Trace” principles participated in by visitors were to collect their waste items, pack them out and dispose of them properly (81%), to leave all natural, historic and prehistoric items where they lay (78%), to stick to all marked trails (75%), to respect wildlife’s environment (68%), and to honor our fellow outdoorsmen (62%). In addition, 21% of visitors checked fire restrictions while 11% used a shuttle.



AMONG NON-VISITORS WHO PLAN TO VISIT IN NEXT 12 MONTHS

- The typical planned visitor is 61 years old with 85% being 50 or older.
- The typical planned visitor to Sedona will spend 4.8 days with 44% staying five or more days.
- The typical planned visitor party to Sedona will consist of two persons (60%).
- 55% of planned visitors plan to stay at a hotel (41% full service) while 22% plan to stay at a rented vacation home.
- The typical planned visitor has an annual income of \$112,600.
- 59% of planned visitors plan to arrive in Sedona via rental car while 28% plan to arrive in a personal car.
- Nine out of ten planned visitors (92%) indicate they are leisure travelers.
- The heaviest travel months for planned visitors are April (19%), May (21%), September (22%) October (29%).
- 52% of all planned visitor travel parties will contain persons between 50 and 64 years old and 40% persons 65 or over.

- Sedona will be the primary destination of 75% of planned visitors.
- The Grand Canyon (62%) and Cottonwood (66%) are the most frequently mentioned other areas planned visitors will travel to during their visit to Sedona.
- Word of mouth continues to be the most common way (75%) planned visitors hear about Sedona.
- 95% of planned visitors will use the VisitSedona website prior to their visit.
- The most frequent activities planned visitors plan on participating in are sightseeing (73%), dining (68%), hiking/biking (68%), shopping (64%), land tours (53%), and art galleries (44%).
- 32% of planned visitors are from the south while 29% are from the midwest, 20% are from the west and 19% are from the northeast.

AMONG NON-VISITORS WHO DO NOT PLAN TO VISIT IN NEXT 12 MONTHS

- The main reasons non-visitors do not plan to visit in the next 12 months are a preference for other locations (44%) and a lack of money (26%).
- 95% of those respondents who do not plan to visit in the next 12 months indicate that if they change their minds they will visit www.VisitSedona.com to plan their trip.