

# SEDONA VISITOR INTERCEPT SURVEY

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## INTRODUCTION

This study was commissioned by the Sedona Chamber of Commerce & Tourism Bureau. The primary purpose of this effort was to determine the demographic profile/travel patterns of Sedona visitors. More specifically, this study focused in the following key areas:

- Visitor demographics (age, income, place of residence)
- Characteristics of trips made to Sedona (length of stay, accommodations, travel mode, party configuration, trip purpose, spending patterns)
- Activities participated in
- Evaluation of Sedona as a travel destination
- Changes in Sedona
- Use of Chamber website
- Attitudes about Sedona

The information contained in this report is based on 351 in-depth face-to-face interviews conducted with individuals who were visiting Sedona. The interviewing on this study was conducted by professional interviewers of the Behavior Research Center between Thursday, October 13 and Sunday October 16, 2016 at the following Sedona locations:

- Tlaquepaque Arts & Crafts Village
- Uptown Sedona shopping area
- Airport Mesa
- Safeway Center
- Chapel of the Holy Cross

When analyzing the results of this survey, it should be kept in mind that all surveys are subject to sampling error. Sampling error, stated simply, is the difference between the results obtained from a sample and those which would be obtained by surveying the entire population under consideration. The size of sampling error varies, to some extent, with the number of interviews completed and with the division of opinion on a particular question. The sampling error for this study is approximately +/-5.3 percent. The sampling error has been calculated at the confidence level most frequently used by social scientists, the 95 percent level and represents the maximum error for the sample base (i.e., for the survey findings where the division of opinion is approximately 50%/50%). Survey findings that show a more one-sided distribution of opinion, such as 70%/30% or 90%/10% are usually subject to slightly lower sampling tolerances.

The information generated from this study is presented in three sections. The first section, *Overview*, offers the primary findings of the study in a brief summary format. The second section, *Summary of the Findings*, reviews each study question in detail. The final section, *Appendix*, contains a copy of the survey questionnaire.

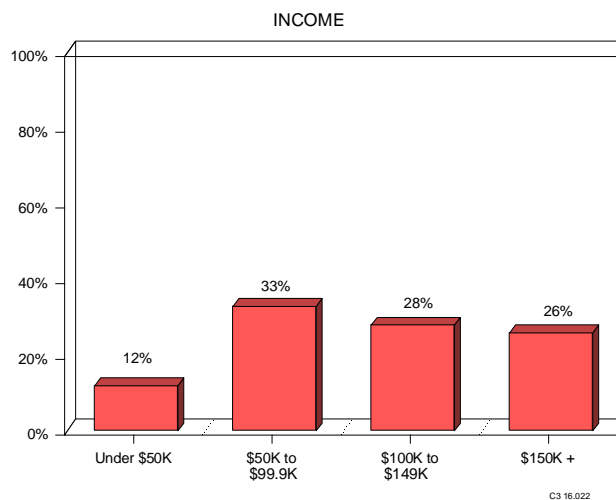
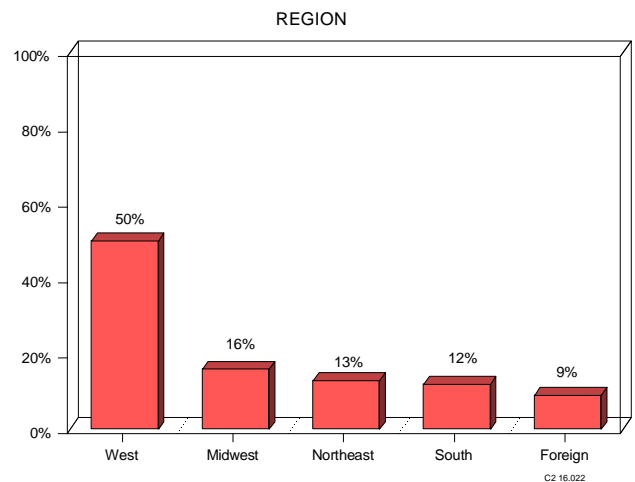
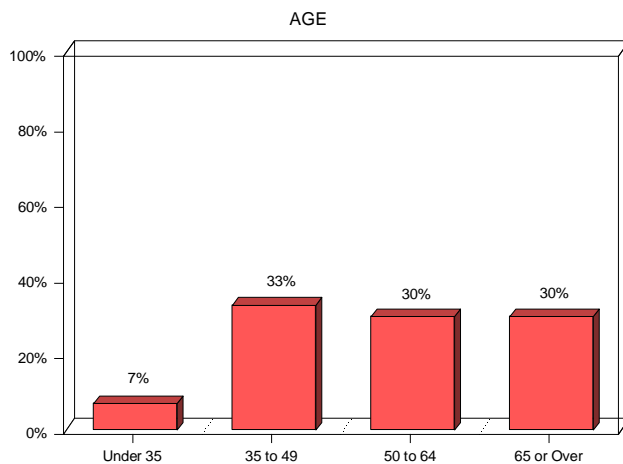
The Behavior Research Center has presented all of the data germane to the basic research objectives of this project. However, if Chamber management requires additional data retrieval or interpretation, we stand ready to provide such input.

BEHAVIOR RESEARCH CENTER

## OVERVIEW

### VISITOR CHARACTERISTICS

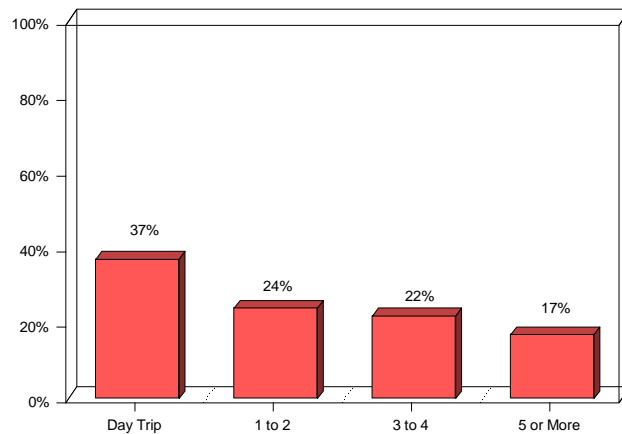
- The typical visitor is 55.0 years old, with 60 percent of all visitors being 55 years old or older.
- Fifty percent of visitors come from the Western U.S. with 30 percent of this group coming from Arizona. In comparison, the Midwest contributes 16 percent of visitors, the northeast 13 percent and the south 12 percent. Nine percent of visitors are from out of the country.
- Sedona visitors are an affluent group with a median household income of \$107,000. This figure is well above the national household income average of approximately \$50,000.



## VISITOR TRIP CHARACTERISTICS

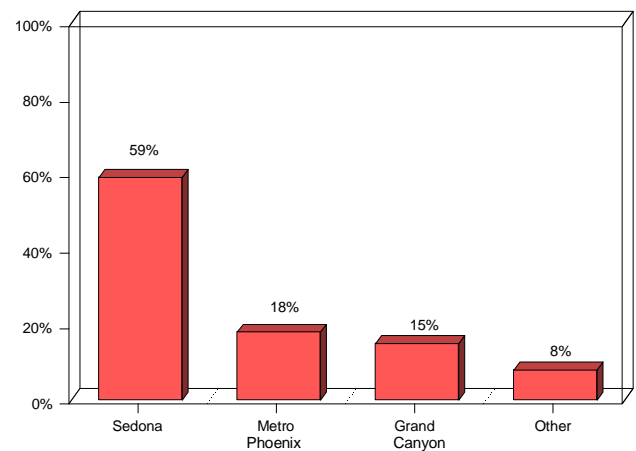
- Thirty-seven percent of Sedona visitors are day trippers, while 63 percent are over-night visitors. Day trippers accounted for 25 percent of out-of-state visitors and 65 percent of Arizona visitors. The typical out of state visitors spent 3.1 nights in Sedona while the typical Arizona visitor spent less than one night.
- Sedona is the primary destination of 59 percent of visitors followed by metro Phoenix (18%) and the Grand Canyon (15%).
- Seventy-one percent of overnight Sedona visitors stay at either a limited-service hotel or motel (38%) or a full-service hotel (33%).
- The vast majority of visitors (94%) arrive in Sedona by personal vehicle, while five percent arrive by bus and one percent private car service.

LENGTH OF VISIT



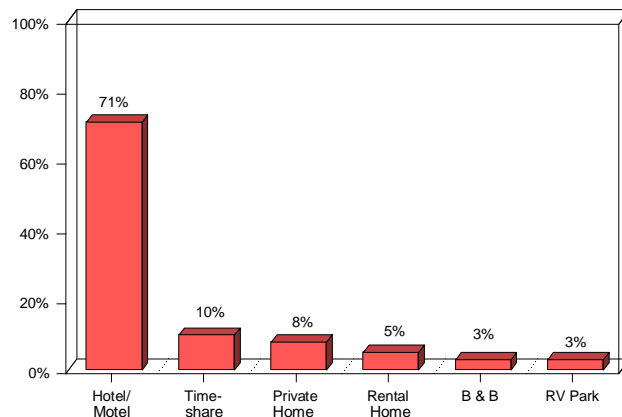
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PRIMARY DESTINATION



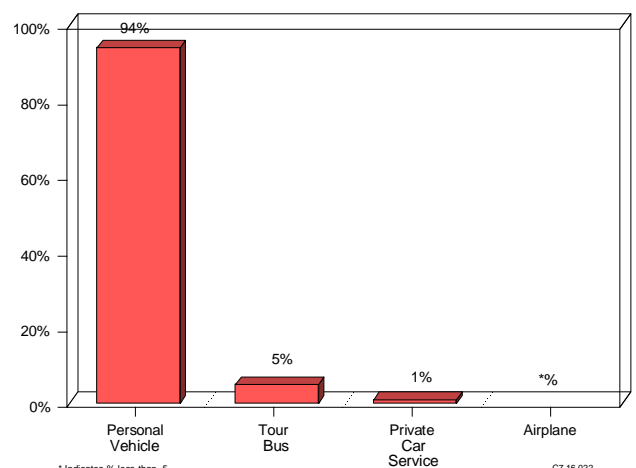
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ACCOMMODATIONS  
(OVERNIGHT VISITORS)



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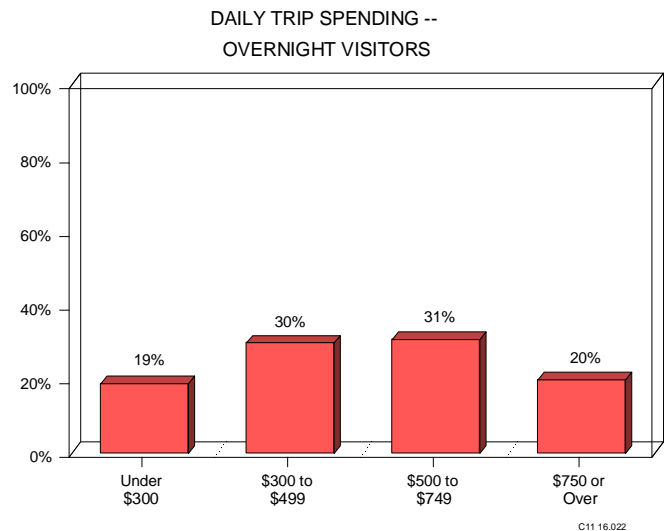
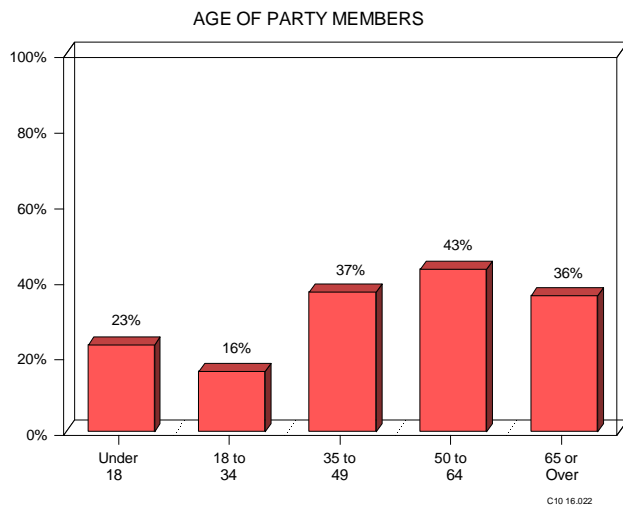
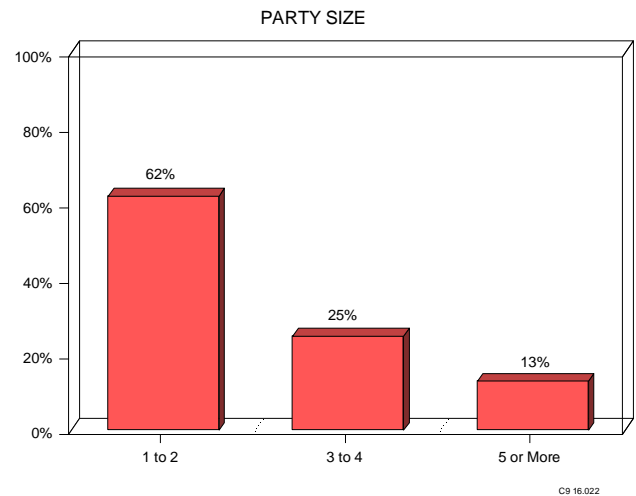
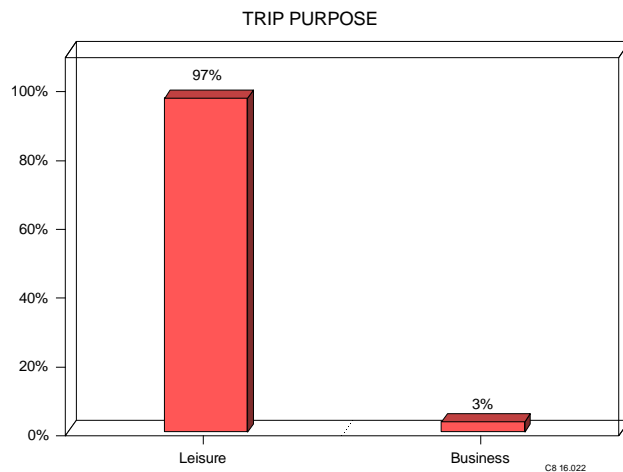
TRAVEL MODE



\* Indicates % less than .5

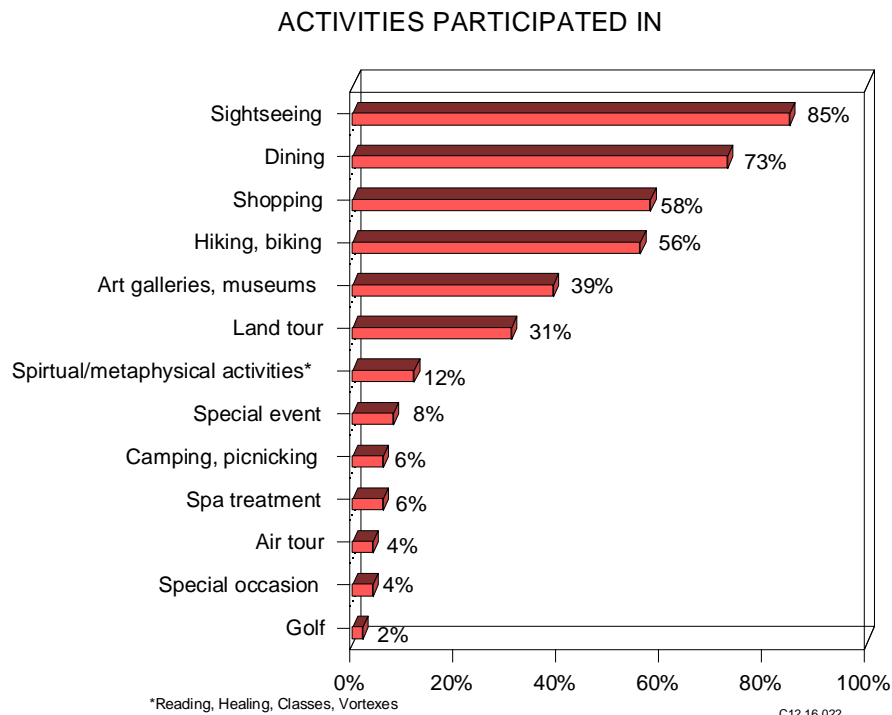
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- Ninety-seven percent of visitors are leisure travelers, while only three percent are business travelers.
- The typical travel party size among visitors is 2.0 people, with nearly one-third of all parties (62%) containing one or two individuals. The data also reveals that 43 percent of travel parties contain individuals between 50 and 64 and 36 percent individuals 65 or over.
- The typical overnight Sedona visitor party spent \$508 per day while in Sedona, while median daily spending by day trippers was \$175.



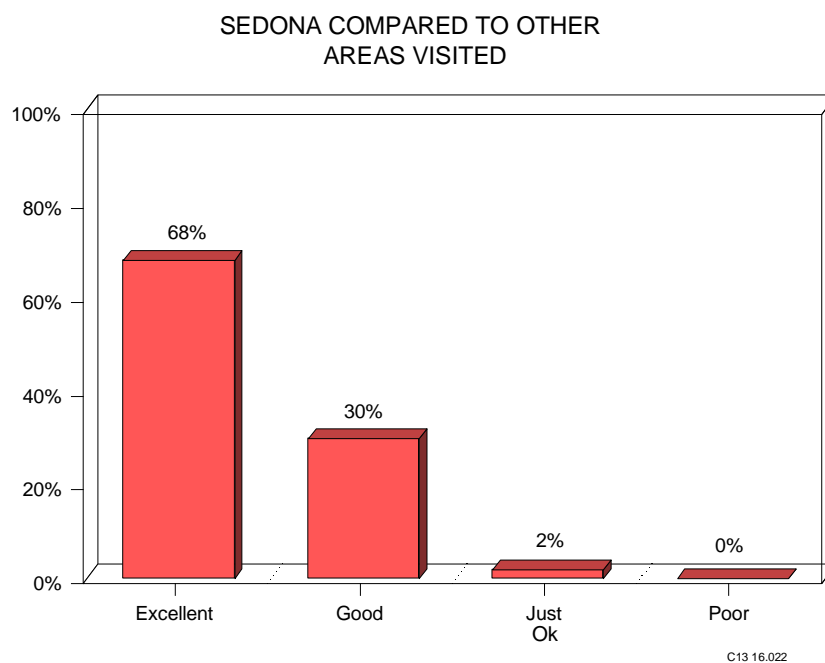
## ACTIVITIES PARTICIPATED IN

- When overnight Sedona visitors are asked to indicate if they participated in each of 13 specific activities during their visit, sightseeing leads the list (85%) followed by dining (73%), shopping (58%) and hiking/biking (56%). These four activities are also the most participated in among day trippers.



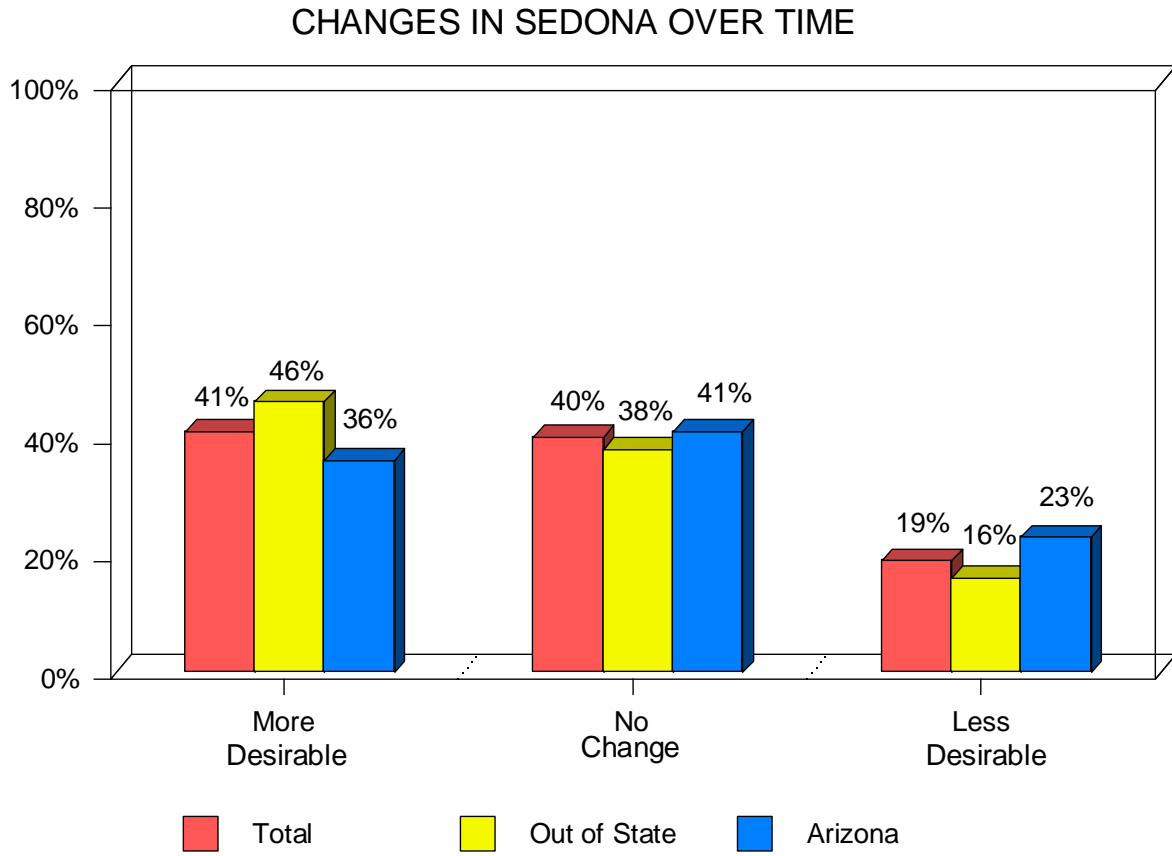
## EVALUATION OF SEDONA AS A TRAVEL DESTINATION

- Over nine out of ten visitors (98%) rate Sedona as either an excellent (68%) or good (30%) travel destination compared to other areas they have visited. In comparison, only two percent rate the town as just okay and no visitor rates it as poor.



## CHANGES IN SEDONA

- Forty-one percent of visitors who have made multiple trips to Sedona in the past three years believe that it has become a more desirable vacation destination over the years, while 19 percent believe it has become a less desirable destination. Out-of-state visitors are more positive in their response than Arizona residents.



## THINGS MOST/LEAST APPEALING ABOUT SEDONA

- As always has been the case, Sedona's sheer beauty, with a reading of 73 percent, is by far and away the thing about Sedona visitors like the most.
- On the negative side, lack of parking (18%) and traffic congestion (19%) are the least appealing things about Sedona. Four out of ten visitors (40%) say there is nothing about Sedona that is not appealing.

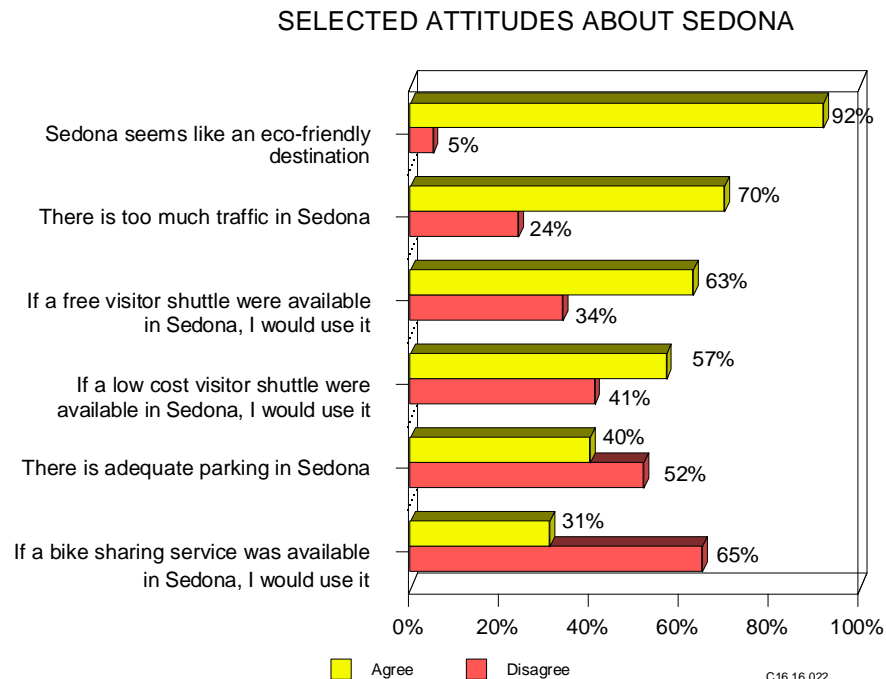
## USE OF CHAMBER WEBSITE

- Thirteen percent of visitors indicate that they visited the Chamber's website prior to their visit.



## SELECTED ATTITUDES ABOUT SEDONA

- Sedona is viewed as eco-friendly (92% agree) but also as having too much traffic (70% agree) and not enough parking (52% disagree that it has enough). Further, 57 percent of visitors reveal an interest in a low-cost shuttle while 63 percent reveal an interest in a free shuttle. Nearly one-third of visitors (31%) show an interest in using a bike sharing service if it were available.



## SUMMARY OF THE FINDINGS

### VISITOR CHARACTERISTICS

The socio-demographic characteristics of Sedona visitors are detailed below.

AGE - The typical visitor was 55.0 years old, with 60 percent of all visitors being 55 years old or older.

INCOME - Sedona visitors are an affluent group with a median household income of \$107,000. This figure is well above the national household income average of approximately \$50,000.

REGION - Fifty percent of visitors come from the Western U.S. with 30 percent of this group coming from Arizona. In comparison, the Midwest contributes 16 percent of visitors, the northeast 13 percent and the south 12 percent. Nine percent of visitors are from out of the country.

TABLE 1: VISITOR CHARACTERISTICS

<u>AGE</u>	
Under 35	7%
35 to 49	33
50 to 64	30
65 or over	<u>30</u>
	100%
 <u>MEDIAN AGE</u>	
	55.0
 <u>INCOME</u>	
Under \$25,000	3%
\$25,000 to \$49,000	9
\$50,000 to \$74,000	13
\$75,000 to \$99,999	21
\$100,000 to \$149,000	28
\$150,000 or over	<u>26</u>
	100%
 MEDIAN INCOME (000)	
	\$107.1
 <u>RESIDENCE</u>	
<b>Arizona</b>	<b>30%</b>
Metro Phoenix	24
Other Arizona	6

(Continued)

<b>Other State</b>	<b>61%</b>
West	20
California	10
Washington	3
Colorado	2
Nevada	1
New Mexico	1
Utah	1
Oregon	1
Montana	*
Alaska	*
Midwest	16
Ohio	4
Minnesota	2
Illinois	2
Michigan	2
Missouri	2
Wisconsin	2
Indiana	1
Kansas	*
Nebraska	*
North Dakota	*
Iowa	*
Northeast	13
New Jersey	4
Pennsylvania	3
New York	2
Massachusetts	2
Connecticut	1
New Hampshire	1
South	12
Texas	3
Florida	3
Georgia	1
Kentucky	1
North Carolina	1
Alabama	1
Oklahoma	*
Mississippi	*
Louisiana	*
Maryland	*
District of Columbia	*
<b>Foreign</b>	<b>9</b>
Canada	4
United Kingdom	1
Austria	1
Sweden	1
Scotland	1
Mexico	*
Netherlands	*
India	*
Japan	*

\* Indicates % less than .5

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## TRIP CHARACTERISTICS

The trip characteristics of Sedona visitors are described on the next several pages.

### LENGTH OF VISIT

Thirty-seven percent of Sedona visitors were day trippers while 63 percent were over-night visitors. Day trippers accounted for 25 percent of out-of-state visitors and 65 percent of Arizona visitors. The typical out-of-state visitor spent 3.1 nights in Sedona, while the typical Arizona visitor spent less than one night.

**TABLE 2: LENGTH OF VISIT**

“How many nights, in total, will you spend in Sedona on your trip?”

|            | <u>RESIDENCE</u> |                          |                |
|------------|------------------|--------------------------|----------------|
|            | <u>TOTAL</u>     | <u>Out-of-<br/>State</u> | <u>Arizona</u> |
| Day trip   | 37%              | 25%                      | 65%            |
| 1 to 2     | 24               | 23                       | 27             |
| 3 to 4     | 22               | 29                       | 4              |
| 5 to 7     | 15               | 20                       | 4              |
| 8 or over  | <u>2</u>         | <u>3</u>                 | <u>0</u>       |
|            | 100%             | 100%                     | 100%           |
| <br>MEDIAN | <br>NA           | <br>3.1                  | <br><1.0       |

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PRIMARY DESTINATION

Sedona was the primary destination of 59 percent of visitors followed by metro Phoenix (18%) and the Grand Canyon (15%).

TABLE 3: PRIMARY DESTINATION

“Is Sedona your primary destination during your trip to Arizona or is some other place in Arizona your primary destination?”

“What other place in Arizona is your primary destination?”

(AMONG OUT OF STATE VISITORS)

Sedona	59%
Other place	41
Metro Phoenix	18
Grand Canyon	15
Northern Arizona	5
Southern Arizona	3

MODE OF TRANSPORTATION

The vast majority of visitors (94%) arrived in Sedona by personal vehicle, while five percent arrive by bus and one percent by private car service.

TABLE 4: MODE OF TRANSPORTATION

“Did you arrive in Sedona by personal vehicle, by tour bus or in some other manner?”

	<u>RESIDENCE</u>		
	<u>TOTAL</u>	<u>Out-of-State</u>	<u>Arizona</u>
Personal vehicle	94%	93%	98%
Tour bus	5	6	2
Private car service	1	1	0
Airplane	*	*	0
	<u>100%</u>	<u>100%</u>	<u>100%</u>

\*Indicates % less than .5

ACCOMMODATIONS

Seventy-one percent of overnight Sedona visitors stay at either a limited-service hotel or motel (38%) or a full-service hotel (33%).

TABLE 5: ACCOMMODATIONS

"During your visit to Sedona, are you staying in a..."

Limited-service hotel or motel	38%
Full-service hotel	33
Timeshare	10
Private home as a guest	8
Rental vacation home	5
Bed and Breakfast	3
Campground/RV park	<u>3</u>
	100%

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TRAVEL PARTY CONFIGURATION

The typical travel party size among visitors is 2.0 people, with nearly one-third of all parties (62%) containing one or two individuals. The data also reveals that 43 percent of travel parties contained individuals between 50 and 64 and 36 percent individuals 65 or over.

TABLE 6: TRAVEL PARTY CONFIGURATION

"Including yourself, how many people in your traveling party are. . ."

|                                                          |           |
|----------------------------------------------------------|-----------|
| <u>PARTY SIZE</u>                                        |           |
| 1 to 2                                                   | 62%       |
| 3 to 4                                                   | 25        |
| 5 or more                                                | <u>13</u> |
|                                                          | 100%      |
| <br>MEDIAN                                               | <br>2.0   |
| <br>% OF PARTIES CONTAINING<br>PERSONS OF FOLLOWING AGES |           |
| 5 or younger                                             | 12%       |
| 6 to 17                                                  | 11        |
| 18 to 34                                                 | 16        |
| 35 to 49                                                 | 37        |
| 50 to 64                                                 | 43        |
| 65 or over                                               | 36        |

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TRIP PURPOSE

Ninety-seven percent of visitors are leisure travelers, while only three percent are business travelers.

TABLE 7: TRIP PURPOSE

"Next, which one of the following categories best describes the primary purpose of your visit to Sedona?"

"And for what other reasons are you visiting Sedona?"

	PRIMARY PURPOSE	TOTAL PURPOSES
<b>LEISURE</b>	97%	100%
Pleasure/vacation	89	97
Special event	4	14
Visit friends/relatives	3	27
Personal reason/health	1	11
<b>BUSINESS/CONVENTION</b>	3%	12%

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TRIP SPENDING PATTERNS

The typical overnight Sedona visitor party spent \$508 per day while in Sedona, while median daily spending by day trippers was \$175.

TABLE 8: TRIP SPENDING PATTERNS

"Now I'd like to get some idea of your spending patterns while you are in Sedona. Thinking about a typical day during your visit, on average, how much will you and your travel party spend each day on the following items? When responding, please include the combined spending for all members of your travel party."

|                                                          | <u>VISITOR TYPE</u>   |                 |
|----------------------------------------------------------|-----------------------|-----------------|
|                                                          | Overnight<br>Visitors | Day<br>Trippers |
| Under \$100                                              | 4%                    | 26%             |
| \$100 to \$199                                           | 6                     | 32              |
| \$200 to \$299                                           | 9                     | 13              |
| \$300 to \$399                                           | 14                    | 14              |
| \$400 to \$499                                           | 16                    | 6               |
| \$500 to \$749                                           | 31                    | 5               |
| \$750 or over                                            | <u>20</u>             | <u>4</u>        |
|                                                          | 100%                  | 100%            |
| <u>MEDIAN DAILY SPENDING</u><br><u>PER PARTY/PER DAY</u> | \$508                 | \$175           |

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## ACTIVITIES PARTICIPATED IN

When overnight Sedona visitors are asked to indicate if they participated in each of 13 specific activities during their visit, sightseeing leads the list (85%) followed by dining (73%), shopping (58%) and hiking/biking (56%). These four activities are also the most participated in among day trippers.

TABLE 9: ACTIVITIES PARTICIPATED IN

"Next, which of the activities listed on this card (HAND R CARD A) have you, or will you, participate in during your stay in Sedona?"

	<u>VISITOR TYPE</u>		
	<u>TOTAL</u>	<u>Overnight Visitors</u>	<u>Day Trippers</u>
Sightseeing	80%	85%	71%
Dining	72	73	70
Shopping	55	58	51
Hiking, biking	50	56	38
Art galleries and museums	30	39	14
Land tours	29	31	26
Spiritual or metaphysical activities (reading, healing, classes, vortexes)	11	12	9
Camping, picnicking	5	6	4
Special events	5	8	2
Spa/treatment	4	6	2
Air tour	3	4	2
Special occasion	3	4	1
Golf	2	2	2
~~~~~			

On the following table it may be seen that participation differs somewhat by visitor gender and age.

TABLE 10: ACTIVITIES PARTICIPATED IN – DETAIL

	<u>GENDER</u>			<u>AGE</u>			
	TOTAL	Male	Female	Under 35	35 to 49	55 to 64	65 or Over
Sightseeing	80%	78%	82%	92%	81%	76%	80%
Dining	72	74	71	82	62	84	64
Shopping	55	54	57	48	51	59	57
Hiking, Biking	50	52	47	76	65	44	33
Art galleries and museums	30	30	30	36	27	29	33
Land tours	29	27	32	24	24	31	35
Spiritual or metaphysical activities (reading, healing, classes, vortexes)	11	9	13	12	18	6	9
Camping, Picnicking	5	7	4	20	4	2	7
Special events	5	5	6	8	5	10	1
Spa/treatment	4	4	4	12	4	4	2
Air Tour	3	3	3	12	3	2	2
Special occasion	3	4	1	0	2	6	1
Golf	2	1	3	0	3	2	1

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## EVALUATION OF SEDONA AS A TRAVEL DESTINATION

Over nine out of ten visitors (97%) rate Sedona as either an excellent (67%) or good (30%) travel destination compared to other areas they have visited. In comparison, only two percent rate the town as just okay and no visitor rates it as poor.

The main reasons that visitors offer only a just okay rating are: limited parking (2 responses), overpriced (1), limited tourist attractions/activities (1), traffic (1), too commercial (1), poor public transit (1) and limited number of restaurants (1).

**TABLE 11: SEDONA COMPARED TO  
OTHER AREAS VISITED**

“Next, overall how would you rate Sedona as a travel destination compared to other areas you visit – excellent, good, just ok or poor?”

|                        | Excel-<br>lent | Good | Just<br>Ok | Poor |
|------------------------|----------------|------|------------|------|
| <u>TOTAL</u>           | 68%            | 30%  | 2%         | 0%   |
| <u>GENDER</u>          |                |      |            |      |
| Male                   | 65             | 32   | 3          | 0    |
| Female                 | 72             | 28   | *          | 0    |
| <u>AGE</u>             |                |      |            |      |
| Under 35               | 87             | 13   | 0          | 0    |
| 35 to 49               | 61             | 37   | 2          | 0    |
| 55 to 64               | 72             | 24   | 4          | 0    |
| 65 or over             | 67             | 32   | 1          | 0    |
| <u>INCOME</u>          |                |      |            |      |
| Under \$75,000         | 68             | 28   | 4          | 0    |
| \$70,000 to \$99,999   | 58             | 39   | 3          | 0    |
| \$100,000 to \$149,999 | 67             | 31   | 2          | 0    |
| \$150,000 or over      | 71             | 29   | 0          | 0    |
| <u>VISITOR TYPE</u>    |                |      |            |      |
| Overnight              | 70             | 29   | 1          | 0    |
| Day Tripper            | 65             | 32   | 3          | 0    |

\*Indicates % less than .5.

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**CHANGES IN SEDONA**

Fifty percent of all visitors had been in Sedona more than once in the past three years – 84 percent among Arizona residents and 35 percent among out-of-state residents.

**TABLE 12: SEDONA TRIPS PAST  
THREE YEARS**

“Including this trip, how many times have you been in the Sedona area in the past three years?”

	<u>RESIDENCE</u>		
	<u>TOTAL</u>	<u>Out-of- State</u>	<u>Arizona</u>
One	50%	65%	16%
Two	14	16	10
Three	8	6	13
Four or more	<u>28</u>	<u>13</u>	<u>61</u>
	100%	100%	100%

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Forty-one percent of visitors who have made multiple trips to Sedona in the past three years believe that it has become a more desirable vacation destination over the years, while 19 percent believe it has become a less desirable destination. Out-of-state visitors are more positive in their response (+22 net more desirable) than Arizona residents (+13).

**TABLE 13: CHANGE IN SEDONA OVER TIME**

(AMONG THOSE HAVE MADE MULTIPLE VISITS)

“Compared to prior visits you have made to Sedona; would you say the area has become a more desirable or a less desirable vacation destination or hasn’t it changed much one way or the other?”

|                               | <u>RESIDENCE</u> |                          |                |
|-------------------------------|------------------|--------------------------|----------------|
|                               | <u>TOTAL</u>     | <u>Out-of-<br/>State</u> | <u>Arizona</u> |
| More                          | 41%              | 46%                      | 36%            |
| No change                     | 40               | 38                       | 41             |
| Less                          | <u>19</u>        | <u>16</u>                | <u>23</u>      |
|                               | 100%             | 100%                     | 100%           |
| <b>NET MORE<br/>DESIRABLE</b> | <b>+22</b>       | <b>+30</b>               | <b>+13</b>     |

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Continuing with this line of questioning, visitors who indicated that Sedona had become more or less desirable were asked why. On the positive side, the most frequently mentioned response was that Sedona has become more beautiful (32%), while on the negative side the lack of parking (42%) and traffic congestion (39%) lead the list.

**TABLE 14: REASONS SEDONA  
(MORE/LESS) DESIRABLE**

"Why do you feel it has become a (more/less) desirable vacation destination?"

**MORE DESIRABLE**

	<u>TOTAL</u>
More beautiful	32%
Close to home/local get away	14
More shopping	13
General positive – just love it	11
Less traffic congestion	9
Quiet/peaceful/laid back atmosphere	9
Improved hiking trails	7
More upscale/classier	5
More restaurants	5
Wider variety of things to do	4
More art galleries	2
(Base)	(56)

**LESS DESIRABLE**

Lack of parking	42%
Traffic congestion	39
Too crowded	19
Too expensive	15
(Base)	(26)

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## THINGS MOST/LEAST APPEALING ABOUT SEDONA

As always has been the case, Sedona's sheer beauty, with a reading of 73 percent, is by far and away the thing about Sedona visitors like the most.

TABLE 15: THINGS LIKED MOST ABOUT SEDONA

"What is the one thing you like most about Sedona?"

|                               |     |
|-------------------------------|-----|
| Scenic beauty                 | 73% |
| Weather                       | 10  |
| Shopping                      | 6   |
| Relaxed/laid back atmosphere  | 6   |
| Vortex – spiritual healing    | 5   |
| Hiking/biking trails          | 5   |
| Chapel of The Holy Cross      | 4   |
| Family/friend live in Sedona  | 3   |
| Close to home/local get away  | 3   |
| Friendly people               | 2   |
| Clean/well kept               | 2   |
| Outdoor recreation activities | 1   |
| Art galleries                 | 1   |
| Restaurants                   | 1   |
| Lots of bathrooms             | 1   |
| Hotels/resorts                | 1   |

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On the negative side, lack of parking (18%) and traffic congestion (19%) are the least appealing things about Sedona. Note, however, that four out of ten visitors (40%) say there is nothing about Sedona that is not appealing.

TABLE 16: THINGS LEAST APPEALING ABOUT SEDONA

"And what is the one thing you find least appealing about Sedona?"

<b>NOTHING</b>	<b>40%</b>
Traffic congestion	19
Lack of parking	18
Too crowded	6
Too expensive	5
Too much commercialism	4
Weather	2
Limited shopping	1
Limited restaurants	1
Poor public transit	1
Hiking trails – limited, unsafe	1
Rude/snobby people	1
Too spiritual	1

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**USE OF CHAMBER WEBSITE**

Thirteen percent of visitors indicate that they visited the Chamber's website prior to their visit.

TABLE 17: USE OF CHAMBER WEBSITE

"Did you visit the Sedona Chamber of Commerce website, "VisitSedona.com", for information about Sedona prior to this visit?"

|                        | <u>% YES</u> |
|------------------------|--------------|
| <u>TOTAL</u>           | 13%          |
| <u>GENDER</u>          |              |
| Male                   | 14           |
| Female                 | 12           |
| <u>AGE</u>             |              |
| Under 35               | 12           |
| 35 to 49               | 9            |
| 50 to 64               | 19           |
| 65 or over             | 13           |
| <u>INCOME</u>          |              |
| Under \$75,000         | 11           |
| \$70,000 to \$99,999   | 10           |
| \$100,000 or \$149,999 | 10           |
| \$150,000 or over      | 13           |
| <u>VISITOR TYPE</u>    |              |
| Overnight              | 13           |
| Day Tripper            | 13           |

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## SELECTED ATTITUDES ABOUT SEDONA

Sedona is viewed as eco-friendly (92% agree) but also as having too much traffic (70% agree) and not enough parking (52% disagree that it has enough). Further, 57 percent of visitors reveal an interest in a low-cost shuttle while 63 percent reveal an interest in a free shuttle. Nearly one-third of visitors (31%) show an interest in using a bike sharing service if it were available.

**TABLE 18: SELECTED ATTITUDES ABOUT SEDONA**

“Next, do you strongly agree, agree, disagree or strongly disagree with each of the following statements?”

	Strongly Agree	Agree	Dis- Agree	Strongly Dis- Agree	Not Sure	TOTAL AGREE
Sedona seems like an eco-friendly destination	34%	58%	3%	2%	3%	92%
There is too much traffic in Sedona	34	36	21	3	6	70
If a <u>free</u> visitor shuttle were available in Sedona, I'd use it	17	46	25	9	3	63
If a <u>low cost</u> visitor shuttle were available in Sedona, I'd use it	15	42	29	12	2	57
There is adequate parking in Sedona	3	37	28	24	8	40
If a bike sharing service was available in Sedona, I would use it	9	22	42	23	4	31

\*Strongly Agree + Agree

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**APPENDIX****SURVEY QUESTIONNAIRE**

BEHAVIOR RESEARCH CENTER, INC.  
45 East Monterey Way  
Phoenix, AZ 85012  
(602) 258-4554

JOB ID 2016022

**SEDONA VISITOR  
INTERCEPT STUDY**

RESP ID \_\_\_\_\_

Hello, my name is \_\_\_\_\_ and I'm with the Behavior Research Center. We are conducting a brief study for the Sedona Chamber of Commerce and I'd like to speak with you for a few moments. Are you a resident of the Sedona area or are you a visitor? (IF RESIDENT -- THANK & TERMINATE; IF VISITOR -- CONTINUE)

To begin, do you live in Arizona, in another state or in another country?

Arizona...1  
Other state...2  
Other country...3

1a. In what (city/state/country) do you live? \_\_\_\_\_

(IF LIVE IN OTHER STATE/COUNTRY, GO TO Q2; IF LIVE IN AZ, GO TO Q3)

2. Is Sedona your primary destination during your trip to Arizona or is some other place in Arizona your primary destination?

(GO TO Q3) Sedona...1  
(GO TO Q2a) Some other place...2

2a. What other place in Arizona is your primary destination? \_\_\_\_\_

3. How many nights, in total, will you spend in Sedona on this trip?

(GO TO Q3a) NIGHTS: / / /  
(GO TO Q4) Day trip...99

3a. During your visit to Sedona, are you staying in . . . (READ EACH)

A full-service hotel...1  
A limited-service hotel or motel...2  
A bed and breakfast...3  
A private home as a guest...4  
A rented vacation home...5  
A timeshare...6  
Or a campground or RV park...7  
\_\_\_\_\_ Other (SPECIFY)

4. Did you arrive in Sedona by personal vehicle, by tour bus or in some other manner?

Personal vehicle...1  
Tour bus...2  
\_\_\_\_\_ Other (SPECIFY)

5. Including yourself, how many people in your traveling party are. . (READ EACH)

5 or younger: \_\_\_\_\_  
6 to 17: \_\_\_\_\_  
18 to 34: \_\_\_\_\_  
35 to 49: \_\_\_\_\_  
50 to 64: \_\_\_\_\_

65 or over: \_\_\_\_\_

(DO NOT READ) TOTAL: \_\_\_\_\_

6. Next, which one of the following categories best describes the primary purpose of your visit to Sedona? (READ EACH)

6a. And for what other reasons are you visiting Sedona? (CIRCLE ALL MENTIONED)

Q6  
Primary      Q6a  
Secondary

|  |   |   |
|--|---|---|
| A. Pleasure or vacation .....              | 1 | 1 |
| B. Visit friends or relatives .....        | 2 | 2 |
| C. Personal reasons such as health .....   | 3 | 3 |
| D. Special event.....                      | 4 | 4 |
| E. Business meetings or a convention ..... | 5 | 5 |

7. What is the one thing you like most about Sedona?

\_\_\_\_\_  
\_\_\_\_\_

8. And what is the one thing you find least appealing about Sedona?

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9. Did you visit the Sedona Chamber of Commerce website, "VisitSedona.com", for information about Sedona prior to this visit?

Yes...1  
No...2

10. Including this trip, how many times have you been in the Sedona area in the past three years?

NUMBER: / / /

(IF MORE THAN 1 VISIT, GO TO Q10a; OTHERWISE GO TO Q11)

10a. Compared to prior visits you have made to Sedona, would you say the area has become a more desirable or a less desirable vacation destination or hasn't it changed much one way or the other?

More...1  
(GO TO Q10b) Less...2  
(GO TO Q11) Not sure...3

10b. Why do you feel it has become a (more/less) desirable vacation destination?

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11. Next, overall how would you rate Sedona as a travel destination compared to other areas you visit – excellent, good, just ok or poor?

(GO TO Q12) Excellent...1  
Good...2  
(GO TO Q11a) Just ok...3  
Poor...4  
(GO TO12) Not sure...5

11a. Why do you rate Sedona as (just ok/poor)?

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12. Next, which of the activities listed on this card (HAND R CARD A) have you, or will you, participate in during your stay in Sedona?  
Just call off the numbers in front of each activity.

A. \_\_\_\_ B. \_\_\_\_ C. \_\_\_\_ D. \_\_\_\_ E. \_\_\_\_ F. \_\_\_\_ G. \_\_\_\_ H. \_\_\_\_ I. \_\_\_\_ J. \_\_\_\_ K. \_\_\_\_

Other: \_\_\_\_\_

13. Next, do you strongly agree, agree, disagree or strongly disagree with each the following statements? (READ EACH)

|   | Strongly<br>Agree | Agree | Dis-<br>agree | Strongly<br>Dis-<br>agree | Not<br>Sure |
|---|-------------------|-------|---------------|---------------------------|-------------|
| A. There is adequate parking in Sedona.....                                 | 1                 | 2     | 3             | 4                         | 5           |
| B. There is too much traffic in Sedona .....                                | 1                 | 2     | 3             | 4                         | 5           |
| C. Sedona seems like an eco-friendly destination .....                      | 1                 | 2     | 3             | 4                         | 5           |
| D. If a bike sharing service was available in Sedona, I would use it .....  | 1                 | 2     | 3             | 4                         | 5           |
| E. If a low cost visitor shuttle were available in Sedona, I'd use it ..... | 1                 | 2     | 3             | 4                         | 5           |
| (IF DISAGREE OR NOT SURE ON E, ASK F)                                       |                   |       |               |                           |             |
| F. If a free visitor shuttle were available in Sedona, I'd use it .....     | 1                 | 2     | 3             | 4                         | 5           |

14. Now I'd like to get some idea of your spending patterns while you are in Sedona. Thinking about a typical day during your visit, on average, how much are you and your travel party spending each day on the following items? When responding, please include the combined spending for all members of your travel party?

- A. On lodging per night...../ / / / /  
B. On food and beverage purchases...../ / / / /  
C. On entertainment including amusement, attraction and recreation fees...../ / / / /  
D. On daily local transportation including gas, taxi, limo, van service and public transportation...../ / / / /  
E. On retail shopping...../ / / / /  
(For internal purposes only) TOTAL: / / / / /

Now before we finish, I need to ask you a couple of questions for classification purposes.

15. First, which one of the following categories best describes your age? (READ EACH)

Under 35...1  
35 to 49...2  
50 to 64...3  
65 or over...4

(DON'T READ) Refused...5

16. And finally, which one of the letters on this card (HAND R CARD B) best describes your total family income for last year, I mean before taxes and including everyone in your household? Just call off the letter in front of the correct among.

- A. -Under \$25,000..... 1  
B. \$25,000 to \$49,999..... 2  
C. \$50,000 to \$74,999..... 3  
D. \$75,000 to \$99,999..... 4  
E. \$100,000 to \$149,999..... 5  
F. \$150,000 or over..... 6  
(DON'T READ) Refused .....7

Thank you very much, that completes this interview. If we have any additional questions about your trip to Sedona, could we give you a call once you get back home? **(VERIFY PHONE NUMBER)**

NAME: \_\_\_\_\_ PHONE \_\_\_\_\_ #: \_\_\_\_\_

**OBSERVED DATA:**

Male...1  
Female...2

LOCATION NAME: \_\_\_\_\_ CODE: \_\_\_\_\_

INTERVIEWER NAME: \_\_\_\_\_ NUMBER: \_\_\_\_\_