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OFFICE OF TOURISM

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The W. A. Franke
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FLAGSTAFF VISITOR STUDY

PREPARED FOR THE
FLAGSTAFF CONVENTION AND VISITORS BUREAU
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BY THE
ALLIANCE BANK ECONOMIC POLICY INSTITUTE
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- DoubleTree by Hilton Flagstaff – Belen Mendez
- GreenTree Inn – Frank Benitez
- The Weatherford – Klaudia Ness

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Executive Summary

In 2017-2018 the City of Flagstaff commissioned the Arizona Hospitality Research and Resource Center (AHRRC) at Northern Arizona University to conduct a visitor survey to update information collected in the prior 2014 survey. Over the last four years, tourism to Flagstaff has grown steadily, occupancy rates in Flagstaff have increased and the nearby Grand Canyon National Park has seen over 6 million visitors in 2017. Flagstaff is well positioned for its role as a gateway to the Grand Canyon, Sedona and other parks and monuments in northern Arizona.

The 2017-2018 survey was conducted over a period of 12 months, from September 2017 through August 2018, and produced a total of 2,349 completed surveys. The typical portrait that emerges of the visitor to Flagstaff is of high-income travel parties who are repeat visitors; they are most likely from neighboring states or the Phoenix metro area. In addition to visiting the Grand Canyon, they most often experience Flagstaff's outdoor recreation, visit world-class museums, and visit national and state parks.

Visitor Characteristics:

- Half of visitors were from out-of-state (57%), 30% were Arizona residents, and 13% were international visitors.
- Out-of-state visitors were led by California, Texas, Illinois, Wisconsin and Florida.
- Most Arizona residents were from Maricopa County (70%), especially Phoenix, Scottsdale, Gilbert and Mesa; about eight percent were from Pima County, mainly Tucson; the rest (22%) were spread throughout the state; in all, 93 communities were in the sample.
- Roughly one in 12 (13%) was an international visitor, led by those from Canada, the United Kingdom, and Australia. In all, 44 countries were captured in the sample.
- Almost half were repeat visitors (49%) who averaged 3.9 visits in the last year; a little over one-half were first-time visitors (51%).
- Average overnight length-of-stay in Flagstaff was 3.0 days.
- Over half (55%) of visitors traveled with family members; another 20% traveled in groups of family and friends.
- Average party size was three persons, with median of two persons; one-fourth of parties (28%) traveled with children under 18 years.
- The vast majority of visitors traveled by automobile, either private vehicles (57%) or rental cars (27%). Phoenix Sky Harbor International Airport (23%) and Phoenix (21%) followed by Las Vegas (15%) were the primary source of rental car origins for visitors to Flagstaff.
- By far, the top reason for the visit was leisure (72%), followed by passing through (13%).
- For half (50%) the visit to Flagstaff was the primary destination of their trip; for the remainder (50%) the visit was one stop on a longer trip. For the latter, the main destinations were Grand Canyon National Park, the Phoenix Metro area and Sedona.
- Lodging stays were dominated by hotels and motels – fully 79% of the sample.
- To gain greater insight into the most popular visitor activities, options were divided into two categories:
 - *Core attractions:* Grand Canyon National Park (68%), Route 66 nostalgia (34%), and Lowell Observatory (28%) were the core attractions for visitors.
 - *Supporting Resources:* dominated by Historic Downtown (44%), hiking or walking on trails (32%), and numerous other activities and attractions.

- In 2017-2018, an estimated \$502.8 million in direct visitor spending produced a total economic impact of \$749 million, including \$321.7 million in labor income, \$59 million in state and local taxes, and \$65 million in federal taxes.

Visitor Satisfaction:

- Visitor satisfaction was very high – 9.1 out of a possible 10.

Demographics:

- Average visitor age was 47 years, slightly older than the 45 years of Arizona visitors generally in 2017.
- More males were represented in the sample (58%) than were females (42%).
- Average annual household income was quite high at \$100,543, considerably higher than the 2017 average for Arizona visitors of \$66,610.

Comparison to 2014 Flagstaff Visitor Study

In FY2014, the AHRRC was commissioned by the Flagstaff Convention and Visitors Bureau to conduct a very similar survey of visitors to the City of Flagstaff, during which a total of 1,730 surveys were collected. The 2018 sample was 2,349, or 36% higher than the 2014 sample; and the larger sample may account for some of the differences. The survey instruments used for the 2009, 2014 and 2017-2018 surveys were similar in most respects; the biggest change was that no visitor expenditures were collected in the current survey.

The biggest changes in the findings of the prior surveys were:

- 1) Flagstaff as the primary destination increased from 42% in 2009 to 53% in 2014 and dropped slightly to 50% in the latest survey;
- 2) Length-of-stay increased from 2.5 days in 2014 to 3.0 days in the latest survey;
- 3) Satisfaction increased to an all-time high of 9.1 in 2018, up from 8.9 in 2014;
- 4) Average household income of visitors increased dramatically to \$100,543.

Overall, the findings of the surveys were very similar:

- In-state resident visitors declined in the sample – in 2009, 33%; in 2014, 40%; in 2018, 30%.
- The top domestic origin states remained very similar – in 2009, California, Texas, Wisconsin, Florida, New York, Washington, Illinois, New Mexico and Pennsylvania; in 2014, California, Texas, Illinois, Colorado, New Mexico, Nevada, Wisconsin, New York and Florida; in 2018 California, Texas, Illinois, Wisconsin, Florida, Colorado, New Mexico, Washington and Michigan.
- The percentage of in-state visitors from the Greater Phoenix area increased – in 2009 54% and in 2014 55%, increasing to 70% in 2018.
- Percentage of international visitors in the sample declined – in 2009, 17%; in 2014, dropped to 11%; and increased to 13% in 2018.
- Party size remained constant – in 2009, 3.2 persons; in 2014, 3.1 persons; in 2018, 3.2 persons.
- Travel party composition was similar – in 2009, 60% traveled with family groups; in 2014, 60%; decreased to 55% in 2018.
- Primary destination – in 2009, 42% said Flagstaff was the primary destination; in 2014, 53%; and 50% in 2018.
- Leisure visitors – in 2009, 52% were leisure visitors; in 2014, 57%; increased to 72% in 2018.
- Travel mode – in 2009, 85% by private or rental car; in 2014, 91%; 84% in 2018.
- Length of stay increased – in 2009, 2.6 nights; in 2014, 2.5 nights; 3.0 nights in 2018.
- Percent staying in hotels/motels – in 2009, 77%; in 2014, 75%; 79% in 2018.
- Average per-party per-day spending – in 2009, \$548; in 2014, \$553.
- Visitor satisfaction – in 2009, 8.5 out of 10; in 2014, 8.9 out of 10; 9.1 out of 10 in 2018.
- Average age – in 2009, 49 years; in 2014, 52 years; 47 years in 2018.
- Gender – in 2009, 50% female and 50% male; in 2014, 57% female and 43% male; 58% male and 42% female in 2018.
- Income – in 2009, average household income was \$79,000; in 2014, increased to \$99,000; increased to \$100,543 in 2018.

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Flagstaff Visitor Study

Introduction

The Flagstaff Convention and Visitors Bureau, the primary source of tourism marketing and promotion for the city, wanted to update its prior 2014 Visitor Study and re-confirm target markets. The Flagstaff CVB has been proactive in conducting research and collecting tourism data on visitors to Flagstaff. Thus, the convention and visitors bureau with co-op funding from the Arizona Office of Tourism contracted with the Arizona Hospitality Research and Resource Center in the W.A. Franke College of Business at Northern Arizona University to conduct a year-long study, which ran from September 2017 to August 2018. This project is intended to provide meaningful tourism data that will assist the Flagstaff CVB with future product development, marketing, and advertising data and information.

Methods

The research methods used in this study are described in this section. This was a 12-month survey of visitors to Flagstaff, 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 the City of Flagstaff 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 September 2017 and was completed in August 2018.

In order to collect data that would be comparable to that collected in the previous visitor survey, 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; modes of transportation; quality of the experience; activities visitors participated in; and, demographics (age, gender, income).

All the surveys for the Flagstaff CVB study were completed as paper survey questionnaires by visitors while in the Flagstaff area at the various survey sites. A sampling plan and survey schedule were created to guide survey locations in collection. 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 sites were also provided with a prescribed distribution schedule with target numbers to collect each month. 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 2,349 surveys completed by visitors to the Flagstaff area. The surveys were distributed across the community at a variety of tourism businesses and attractions. Flagstaff Visitor Center (42.4%) and Flagstaff Extreme (13.3%) collected the most surveys. These sites were followed by Little America (7.4%), Lowell Observatory (7.4%), the DoubleTree by Hilton (7.3%), the Marriott Downtown (7.0%), and the Best Western Pony Soldier (6.7%). Other sites that contributed to the survey were the Museum of Northern Arizona (4.8%), the GreenTree Inn (2.9%), the Weatherford (0.5%), and Days Hotel (0.4%). One survey site, Flagstaff Extreme, was closed in November and December. All other attractions and museums operated year round.

The list of collection locations and numbers of surveys collected are shown in Table 1.

Table 1. At which Flagstaff tourism business did you receive this survey?

	Count	Percent (%)
Flagstaff Visitor Center	995	42.4%
Flagstaff Extreme	313	13.3%
Little America	173	7.4%
Lowell Observatory	173	7.4%
DoubleTree by Hilton Flagstaff	171	7.3%
Residence Inn by Marriott Downtown	165	7.0%
Best Western Pony Soldier	157	6.7%
Museum of Northern Arizona	113	4.8%
GreenTree Inn	67	2.9%
The Weatherford	12	0.5%
Days Hotel - Lucky Lane	10	0.4%
Total	2,349	100.0%

An estimated 2,760 surveys were distributed by survey sites. The 2,349 returned surveys yields a response rate of 71%, 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 Flagstaff survey is adequate to describe tourist activity accurately during the time of the survey. The remainder of this report presents data from the 2,349 surveys of visitors to the Flagstaff area during the study period.

Survey collections by month in the Flagstaff area are shown in Table 2. The sampling plan weighted survey collections so that the largest number of surveys was collected during the busiest season, summer, and the fewest surveys were collected during the slower winter months. The largest collections were in April, May, June, and July, a traditionally busy time in Flagstaff. The least number of surveys were collected during the winter months of November, December and January as well as September.

Table 2. Flagstaff monthly data collections

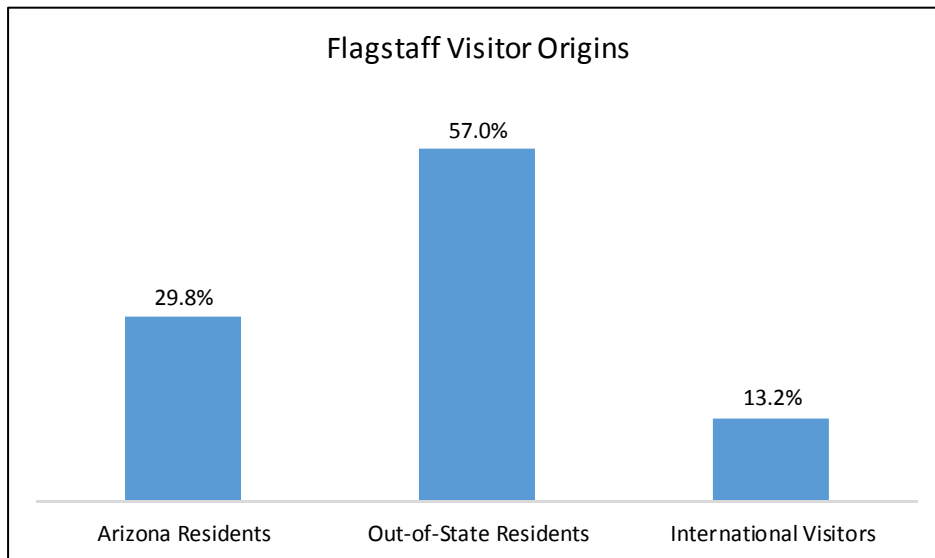
	Count	Percent (%)
September - 2017	54	2.3%
October - 2017	190	8.1%
November - 2017	160	6.8%
December - 2017	144	6.1%
January - 2018	122	5.2%
February - 2018	191	8.1%
March - 2018	218	9.3%
April - 2018	268	11.4%
May - 2018	264	11.2%
June - 2018	257	10.9%
July - 2018	281	11.9%
August - 2018	200	8.6%
Total	2,349	100.0%

Survey Results

Origin of visitors to Flagstaff

Where do visitors come from to visit Flagstaff? Responses were dominated by out-of-state visitors (57.0%), who represented more than half of the sample. In-state residents accounted for nearly a third of the sample (29.8%). More than one tenth of visitors to Flagstaff were international visitors (13.2%). It should be stated that for reasons of cost and simplicity, the survey instrument was offered in English only. It was also rarely possible to intercept tour bus visitors, and thus international visitors to Arizona are undoubtedly underrepresented in the sample. See Figure 1.

Figure 1. Origin of visitors to Flagstaff



Origin of domestic visitors to Flagstaff

Arizona dominated all other U.S. states as the source of domestic visitors to Flagstaff (34.2%). Other states that sent large numbers of visitors included: California (14.3%), Texas (6.8%), Illinois (3.5%), and Wisconsin (3.3%). This set of states is typical of visitors to Arizona generally and is consistent with prior origins data for Flagstaff visitors. In all, the top 10 states account for 74 percent of total domestic visitors. Based on this data, we can say that Arizona residents visit Flagstaff at the same rate as the statewide average of 28 percent. For a complete list of origin by state see Appendix G.

Table 3. States of origin of domestic visitors to Flagstaff

	Count	Percent (%)
Arizona	659	34.2%
California	275	14.3%
Texas	131	6.8%
Illinois	67	3.5%
Wisconsin	63	3.3%
Florida	52	2.7%
Colorado	49	2.5%
New Mexico	46	2.4%
Washington	41	2.1%
Michigan	41	2.1%
Top-ten states of origin	1,424	73.9%

Origin of Arizona visitors to Flagstaff

Among in-state visitors, Maricopa County provided nearly three-quarters of all in-state visitors (70.2%) to Flagstaff, especially the communities of Phoenix (18.4%), Scottsdale (8%) and Gilbert (5.9%). A smaller cohort of visitors came from Pima County (7.9%), specifically Tucson (4.7%). Prescott in central Arizona contributed over two percent. These top 10 cities account for three-fifths of in-state visitors. See the results in Table 4; the total list of in-state origins is in Appendix H.

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

	Count	Percent (%)
Phoenix	118	18.4%
Scottsdale	51	8.0%
Gilbert	38	5.9%
Mesa	37	5.8%
Glendale	36	5.6%
Tucson	30	4.7%
Chandler	25	3.9%
Peoria	19	3.0%
Sun City	17	2.7%
Prescott	16	2.5%
Top-Ten Cities	387	60.5%

Origin of international visitors to Flagstaff

International visitors accounted for 13.2 percent of the sample (287 visitors). Canada (29.3%) accounted for the largest percentage of international visitors to Flagstaff, followed by the United Kingdom and Scotland (14.3%). Together these two countries account for two-fifths of all international visitors to Flagstaff. Australia (7.3%) provided the next largest visitor volume followed by France (6.3%). It is notable that these are predominantly English-speaking countries. While these are very typical visitor origins for Arizona tourism generally, it should be stated that it was beyond the scope and cost of this survey to translate the survey instrument into all languages. This sample represents an undercount of total international visitors to Flagstaff, however 44 countries were still represented in the sample. All origins for international visitors are listed in Table 5.

Table 5. Origin of international visitors to Flagstaff

	Count	Percent (%)
Canada	84	29.3%
United Kingdom/Scotland	41	14.3%
Australia	21	7.3%
France	18	6.3%
Germany	17	5.9%
The Netherlands	9	3.1%
Japan	8	2.8%
New Zealand	7	2.4%
Denmark	7	2.4%
Spain	6	2.1%
China	6	2.1%
Brazil	6	2.1%
Mexico	6	2.1%
Belgium	4	1.4%
Taiwan	3	1.0%
Singapore	3	1.0%
Philippines	3	1.0%
Italy	4	1.4%
Switzerland	2	0.7%
Sweden	2	0.7%
Russian Federation	2	0.7%
Puerto Rico	2	0.7%
Hungary	2	0.7%

	Count	Percent (%)
Czech Republic	2	0.7%
Chile	2	0.7%
Argentina	2	0.7%
Zimbabwe	1	0.3%
Vietnam	1	0.3%
Trinidad And Tobago	1	0.3%
Spain	1	0.3%
South Korea	1	0.3%
Solomon Islands	1	0.3%
Slovakia	1	0.3%
Panama	1	0.3%
Poland	1	0.3%
Palestine	1	0.3%
Lebanon	1	0.3%
Turkey	1	0.3%
Ireland	1	0.3%
Indonesia	1	0.3%
India	1	0.3%
Guatemala	1	0.3%
Finland	1	0.3%
Austria	1	0.3%
Total	287	100.0%

Is this your first trip to Flagstaff?

The sample was almost equally split by first-time visitors (51%) and repeat visitors (49%). A follow-up question asked repeat visitors how many times they had visited Flagstaff in the past year; the average was nearly four (3.9) visits during that time, and the median was two. In-state visitors return at twice the rate (81%) of out-of-state visitors (38%) and have visited an average of 4.5 times in the last year. The local, in-state market returns to Flagstaff to engage in outdoor recreation, special events, winter activities or climate relief to escape the heat of southern deserts. See Table 6.

Table 6. Is this your first trip to Flagstaff?

	Count	Percent (%)
Yes	1,171	51.0%
No	1,123	49.0%
Total	2,294	100.0%
	Mean	Median
If no, how many times have you visited in the past year?	3.9	2.0

Who is traveling with you on this trip?

What was the composition of visitor parties to Flagstaff? Those traveling as family groups accounted for more than half of visitor parties (55%), followed by those traveling in parties of family and friends (19.8%). A smaller cohort traveled with friends only (12.1%), or traveled alone (8.1%). The remainder traveled with an organized group (2.8%) or business associates (2.1%). See Table 7.

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

	Count	Percent (%)
Family Only	1,204	55.0%
Family and Friends	434	19.8%
Friends Only	264	12.1%
Nobody, travelling alone	177	8.1%
Organized Group	62	2.8%
Business Associates	47	2.1%
Total	2,188	100.0%

How many people are traveling with you on this trip?

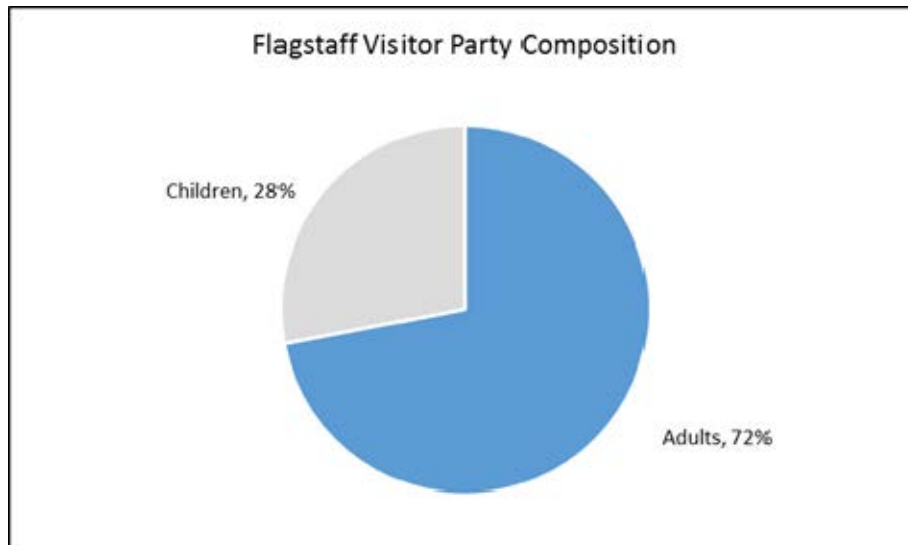
The average visitor party to Flagstaff consisted of three (3.2) people, while the median party size was two persons. Large visitor parties of more than nine people accounted for 2% of the sample. These large parties were all associated with groups at Flagstaff Extreme, in which the average party size was 9 persons. Children were found in 27.7 percent of all visitor parties; those with children in the party averaged 3.7 children (median of two children).

The average numbers of men, women, and children in each party were 1.6, 1.7 and 3.7, respectively; the median number of men and women were one each, while number of children had a median of two. See Table 8.

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

	Mean	Median
Number of women	1.7	1.0
Number of men	1.6	1.0
Number of children under 18 years of age	3.7	2.0

Figure 2. Party Composition



How long do you plan to spend in Flagstaff?

Based on the sample, nearly three-fourths of visitors to Flagstaff (74.4%) were overnight visitors, while 25.6% were day visitors. On average, overnight visitors spent three days (3.0) in Flagstaff, slightly less than the average overnight length-of-stay for Arizona visitors generally of 3.6 days in 2017 (Source: Arizona Office of Tourism, *Arizona Visitor Profile 2017, Longwoods International*). Since there may be a concern of bias in the sample towards overnight visitors, a similar analysis was run, removing visitors who stayed in hotels/motels from the sample, to determine if the ratio of overnight to day visitors is different. The analysis shows that when respondents surveyed at hotels/motels are removed that the day visitor ratio increases by 12 percent (37.6%) compared to the overall sample (25.6%). It appears from the data that day visitors may be under represented in the total sample. See Table 9.

Table 9. Visitor breakdown – day or overnight visitors

	Overall Sample		Non-lodging Site Sample	
	Count	Percent (%)	Count	Percent (%)
Overnight Visitors	1,748	74.4%	865	62.4%
Day Visitors	601	25.6%	521	37.6%
Total	2,349	100.0%	1,386	100.0%

What type of transportation did you use to visit Flagstaff?

The vast majority of visitors arrived by automobile, either in private vehicles (57.4%), or in rental cars (27%), followed by RV/campers (3.6%) and air service (3.4%). Very small percentages of respondents used other types of transport. See findings in Table 10.

Table 10. What type of transportation did you use to visit Flagstaff?

	Count	Percent (%)
Private auto	1,323	57.4%
Rental car	623	27.0%
RV/camper	83	3.6%
Air service	78	3.4%
Tour bus	64	2.8%
Other	46	2.0%
Shuttle company/Greyhound bus	41	1.8%
Train/Amtrak	36	1.6%
Motorcycle	10	0.4%
Total	2,304	100.0%

If you rented a car, where did you pick it up?

More than a quarter (27.0%) of visitors arrived in Flagstaff by rental car. The fly-drive market is very important to tourism destinations in the state and to Flagstaff. Where visitors picked up their rental cars is also important as it provides information about where visitors arrive in the state before visiting Flagstaff and other attractions. Respondents wrote in the location where they picked up their rental cars. When the responses were analyzed, the largest cohort (44%) of visitors picked up their rentals either in Phoenix (23.3%) or at Sky Harbor International Airport (20.7%). Other communities that serve as entry points for Flagstaff and regional visitors are Las Vegas, Nevada and Flagstaff's own Pulliam Airport. The top ten rental spots account for 84% of all rental car visitors to Flagstaff. See findings for this question in Table 11 and all rental locations in Appendix F.

Table 11. Where did you pick up your rental car?

	Count	Percent (%)
Phoenix	145	23.3%
Phoenix Sky Harbor International Airport	129	20.7%
Las Vegas, NV	77	12.4%
Flagstaff Pulliam Airport	73	11.7%
Los Angeles International Airport (LAX)	37	5.9%
San Francisco, CA	21	3.4%
Tucson	18	2.9%
Mesa Gateway Airport	11	1.8%
Houston, TX	6	1.0%
Salt Lake City, UT	4	0.6%
Total-Top Ten Locations	521	83.6%

What is the primary purpose of your current trip to Flagstaff?

A sizable majority of all visitors (71.8%) came to Flagstaff for vacation or leisure purposes. After vacation/leisure, the next most important activity was just passing through the town on the way to somewhere else (12.7%). Less than one-tenth of visitors came for other purposes (8.9%), which were not enumerated. Remaining trip purposes included business or conference visits (5.5%), which included visits to NAU, Flagstaff Extreme, W.L. Gore and school fieldtrips. Finally, a small percentage of respondents (1.0%) indicated that they were staying in a second home or residence in Flagstaff. See Table 12.

Table 12. What is the primary purpose of your current visit to Flagstaff?

	Count	Percent (%)
Vacation/Leisure	1,651	71.8%
Just passing through	292	12.7%
Other	205	8.9%
Business/Conference	127	5.5%
Visit second home	24	1.0%
Total	2,299	100.0%

Visitors who indicated they were visiting for business or conferences, were asked to write in the specific business or conference meeting. The list in Table 13 comprises the most common responses. All responses to this question are found in Appendix E.

Table 13. Business or Conference name

	Count	Percent (%)
Geological Society Of America Conference	20	8.3%
WL Gore	5	2.1%
NAU/Trust Law Conference	5	2.1%
Construction	2	0.8%
Sales	2	0.8%
Work	2	0.8%
Interview	2	0.8%
Overland Expo West '18	1	0.4%
Wildland Worker	1	0.4%
Truck Recovery	1	0.4%
Rush Peterbilt	1	0.4%
Grand Canyon Railroad	1	0.4%
BNSF Railway	1	0.4%
Gore Medical	1	0.4%
Medical	1	0.4%
Flagstaff Medical Center	1	0.4%
Part Time Physician	1	0.4%
Career Support Oncology	1	0.4%
New Diamond And Nano Carbon Conference	1	0.4%
2017 DNR Summit Conference	1	0.4%

	Count	Percent (%)
Construction/Engineering	1	0.4%
Bill Electric	1	0.4%
Peabody Transfer	1	0.4%
Peabody	1	0.4%
Discover	1	0.4%
Auditor	1	0.4%
MD&A	1	0.4%
Operations/Production	1	0.4%
Astronomical Observation	1	0.4%
Thesis Research	1	0.4%
USFS Truck	1	0.4%
Non Profit	1	0.4%
Fiduciary	1	0.4%
Insight Interns	1	0.4%
Legacy Beverage	1	0.4%
Television Show	1	0.4%
Beer Business	1	0.4%
Work Done	1	0.4%
Work (Other)	1	0.4%
Total Business and Conference Responses	70	28.9%

Is Flagstaff the primary destination of your trip?

Half of respondents (50.1%) indicated that Flagstaff was the main destination of their trip. The remainder (49.9%) said the visit to Flagstaff was not their primary destination. See Table 14.

Table 14. Is Flagstaff the primary destination of your trip?

	Count	Percent (%)
Your main destination	1,142	50.1%
One stop on a longer trip	1,136	49.9%
Total	2,278	100.0%

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

Grand Canyon National Park (30.6%) was the main destination of the 50 percent of visitors for whom Flagstaff was not their primary destination. The Grand Canyon as a primary destination was followed by the Phoenix metro area (14%) and Sedona (11.4%). Respondents with no particular destination, such as those taking a road trip, accounted for 7.3 percent of the sample. See Table 15 for the top ten primary destinations other than Flagstaff; the complete list is in Appendix D.

Table 15. If not, what location is the primary destination of your trip?

	Count	Percent (%)
Grand Canyon National Park	342	30.6%
Phoenix Metro	156	14.0%
Sedona	127	11.4%
No particular destination (road trip/just traveling)	81	7.3%
California (excluding L.A.)	73	6.5%
Utah	41	3.7%
National Parks (excluding the Grand Canyon)	40	3.6%
Arizona (General)	39	3.5%
Los Angeles, CA	32	2.9%
Las Vegas, NV	29	2.6%
Total-Top Ten Locations	960	86.1%

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

The vast majority of visitors (78.8%) stayed in either a hotel or a motel while in Flagstaff, a positive finding that reflects the appeal of Flagstaff’s lodging sector. Much smaller percentages stayed in Airbnb/VRBO homes (8.6%), campgrounds/RV parks (6.7%), the homes of friends or family (5.7%), second homes (2.5%) and bed & breakfasts (2.0%). See Table 16.

Table 16. If you are staying in Flagstaff, what type of lodging are you using?

	Count	Percent (%)
Hotel or Motel	1,465	78.8%
Airbnb-VRBO	160	8.6%
Campground-RV Park	124	6.7%
Home of Family-Friends	105	5.7%
Second Home	46	2.5%
Bed & Breakfast	38	2.0%

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

Importance of attractions in your decision to visit the Flagstaff area

Visitors completing the survey were asked about the importance of several iconic Northern Arizona and Flagstaff attractions to their visit. The attractions included were: visiting Grand Canyon National Park, visiting the Peaks/Snowbowl ski area, experiencing Flagstaff’s museums and observatories, having a Route 66 experience, visiting for climate relief (cool summers), experiencing Flagstaff’s food culture, experiencing Flagstaff’s Ale Trail/beer culture, having a winter snow experience, and hiking/mountain biking or recreating on the national forest. See Table 17.

Table 17. Importance of attractions in your decision to visit the Flagstaff area

	Most definitely not a reason	Not a reason	Neither	Somewhat of a reason	Most definitely a reason	Mean
To visit Grand Canyon National Park	12.6%	20.7%	8.1%	11.6%	46.9%	3.6
To experience Flagstaff’s museums and observatories	13.8%	22.6%	15.3%	28.4%	19.9%	3.2
To have a Route 66 experience	15.4%	23.2%	17.3%	24.7%	19.4%	3.1
To hike/mountain bike/recreate on the national forest	17.9%	23.9%	17.5%	20.4%	20.3%	3.0
To experience Flagstaff’s food culture	16.1%	27.2%	22.1%	24.1%	10.5%	2.9
To get climate relief (cool summers)	20.9%	26.6%	19.2%	16.5%	16.7%	2.8
To experience Flagstaff’s Ale Trail/beer culture	25.5%	30.7%	21.8%	13.4%	8.5%	2.5
To visit the Peaks/Snowbowl	26.2%	37.2%	18.0%	9.6%	9.0%	2.4
To have a winter snow experience	34.7%	31.5%	17.3%	7.0%	9.5%	2.3

1 = Most Definitely Not a Reason
5 = Most Definitely a Reason

Visiting Grand Canyon National Park, mean score 3.6, was either somewhat or the primary reason for visiting the Flagstaff area for 58.5 percent of all respondents. Visiting the park was a primary reason for visitors in spring (62.7%) and summer (60.5%). Experiencing Flagstaff’s museums and observatories were the next most important reason for visiting the Flagstaff area, mean score 3.2. Visiting museums and observatories was a primary activity in the summer for 54.7 percent of respondents.

Having a Route 66 experience, mean score 3.1 was the next most important reason for visiting the Flagstaff area, with the largest number of visitors (49.6%) visiting in summer. Hiking/mountain biking/recreating on the national forest lands around Flagstaff had the fourth highest mean score of 3.0, with 42.9 percent recreating in the fall. The next most important reason was to experience Flagstaff’s food culture, with a mean score of 2.9 and the majority of respondents coming to the area for the food culture in summer (37.7%). Climate relief, was most important to 41.7 percent of respondents in the summer, with a mean score of 2.8.

The last three attractions for the Flagstaff area had lower mean scores, and had their greatest activity levels in winter. Experiencing Flagstaff’s Ale Trail and beer culture scored lower, 2.5, with 24.7 percent of respondents rating it important in winter. The Ale Trail was followed by visiting the Peaks/Snowbowl

which scored 2.4 and was considered most important in fall and winter, 21.5% respectively. Finally having a winter snow experience, mean score 2.3 was considered most important in winter with 31.5% considering it a reason for visiting the Flagstaff area. Visitors to the Flagstaff area have a strong seasonal component and seasonal differences are found in Appendix C, Seasonal Comparison.

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

Visitors to Flagstaff 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 Flagstaff attractions and activities were grouped into four distinct categories: (1) Local Venues, many of these unique and within the City of Flagstaff; (2) Local Attractions, or activities that take place at museums, etc.; (3) Outdoor Attractions, activities that include hiking, biking, mountain biking, etc.; and, (4) National Parks and Monuments, specifically National Park Service administered sites. These are further grouped into two categories Amenities/Infrastructure and Destination Drivers. Crouch and Ritchie (1999) derive a model of Tourism Destination Competitiveness that is determined by three major components: “core resources and attractors”, “supporting factors and resources”, and “destination management factors”. The “core resources and attractors” include the primary elements of destination appeal. It is these “that are the fundamental reasons that prospective visitors choose one destination over another” (Ritchie, 1999). The “supporting factors and resources” included within this component of the model are landscape and climate, culture and history, activities, and special events. The attractions and activities that comprise Flagstaff’s destination ecosystem will be analyzed in terms of “core resources and attractors,” and “supporting factors and resources,” while the “destination management factors” is comprised of all the tourism service providers and is not specifically analyzed here.

Core Resources and Attractions

Grand Canyon National Park is the most potent attractor for the region, receiving more than 6 million annual visitors in 2017. Visitors to Flagstaff who also go to Grand Canyon National Park also spend time in the region enjoying other activities while they are here. Visitors for whom Grand Canyon National Park (68.2%) is a core attraction are also attracted by Flagstaff’s Historic Downtown (48%), Route 66 nostalgia (46%), hiking or walking trails (41%), visiting Lowell Observatory and other national park units around Flagstaff, including Sunset Crater Volcano, Wupatki and Walnut Canyon National Monuments. These visitors are less interested in playing in the snow, mountain or road biking, attending a special event, or fishing in area lakes. These visitors are both Arizona residents and also visitors from Arizona’s main tourist markets such as California and Texas.

Route 66 nostalgia (34%) is also a popular attraction for Flagstaff visitors. Flagstaff is well positioned to attract visitors interested in Route 66. Flagstaff benefits from the publicity of the approaching Route 66 centennial, the potential restoration of some of the route 66 motels in town, and even a local brewery themed after the “Mother Road”. Other important attractions are Lowell Observatory (28%) and the Museum of Northern Arizona (14%), along with Sunset Crater (18%), Walnut Canyon (17%) and Wupatki National Monuments (13%). Lesser attractions are playing in the snow (8%) and Riordan Mansion State Park (6%). A complete list of the core attractors can be found in Table 18.

Table 18. Core attractors for the Flagstaff area

Core Resources and Attractors	Frequency	Percent (%)
Grand Canyon National Park	1,603	68.2%
Route 66 nostalgia	804	34.2%
Lowell Observatory	663	28.2%
Sunset Crater National Monument	414	17.6%
Walnut Canyon National Monument	395	16.8%
Museum of Northern Arizona	338	14.4%
Wupatki National Monument	298	12.7%
Play in snow	183	7.8%
Riordan Mansion State Park	148	6.3%

Supporting Factors and Resources

The “supporting factors and resources” of the Flagstaff region can be considered to be the built environment, as well as the landscape and climate, culture and history, activities, and special events that visitors attend in the area. The built tourism destination of Flagstaff is the historic downtown which is widely visited (44%). Other resources used by visitors are hiking and walking trails (32%), Ziplining (an activity at Flagstaff Extreme) (10%), Northern Arizona University and the Arizona Snowbowl, 9% respectively. No other activities attract more than 8 percent of participants. This is not to say however, that these activities are not important as they all provide depth to the tourism experience in Flagstaff. The complete list of supporting resources can be found in Table 19. All responses for attending special events are found in Appendix I.

Table 19. Supporting factors of tourism in the Flagstaff area

Supporting Factors and Resources	Frequency	Percent (%)
Historic Downtown Flagstaff	1,034	44.0%
Hiking or walking trails	746	31.7%
Ziplining	223	9.5%
Any other attraction	224	9.5%
Northern Arizona University	218	9.3%
Arizona Snowbowl	215	9.1%
Bird watching or wildlife viewing	179	7.6%
Taking a guided tour	173	7.4%
Attending a special event	168	7.1%
Visiting art galleries	163	6.9%
Camping or RV stay	138	5.9%
The Arboretum at Flagstaff	122	5.2%
Mountain or road biking	115	4.9%
Fishing area lakes	74	3.1%

Respondents could write in other activities and the top 10 of these are listed in Table 20. Visits to nearby Sedona (12.7%) was the most popular destination for visitors. Visits to Sedona were followed by trips to Flagstaff Extreme Adventure (6.9%), a ropes course in Fort Tuthill that also served as a survey collection site, and local restaurants and breweries (6.4%). This was closely followed by trips to Bearizona (5.5%), a drive-thru wildlife preserve in Williams, and Meteor Crater National Landmark (5.5%), located east of Flagstaff between Winslow and Flagstaff. No other activities accounted for more than five percent of responses. See Table 20; the complete list of other activities is in Appendix J.

Table 20. Other activities or attractions visited

	Count	Percent (%)
Sedona	46	12.7%
Flagstaff Extreme Adventure	25	6.9%
Local restaurants/breweries	23	6.4%
Bearizona	20	5.5%
Meteor Crater National Landmark	20	5.5%
Shopping	15	4.2%
Petrified Forest	13	3.6%
Antelope Canyon	7	1.9%
Train watching	6	1.7%
Golf	4	1.1%
Top 10 Other Activities	179	49.5%

Overall how satisfied are you with your visit to Flagstaff?

Those completing the survey were very satisfied overall with their visit to Flagstaff. The mean overall satisfaction score was 9.1 out of a possible 10 and fully half (49.8%) rated Flagstaff at 10. See Table 21.

Table 21. Overall how satisfied are you with your visit to Flagstaff?

	Low-1	2	3	4	5	6	7	8	9	10-High	Mean
Overall satisfaction with your experience in Flagstaff	0.0%	0.0%	0.0%	0.3%	1.5%	1.3%	5.9%	18.7%	22.3%	49.8%	9.1

1 = Low
 5 = Neither High nor Low
 10 = High

Demographics

Age of visitors

The average age of visitors to Flagstaff was 47 years, with a median age of 48 years, both of which are close to the average age of Arizona visitors generally, which is 45 years (Source: Arizona Office of Tourism, *Arizona 2017: Regional Visitors Research, Longwoods International*). Table 22 illustrates the age of visitors recoded into ranges, showing that almost one half (45.8%) of the survey sample was 45 years of age or younger, with 32.6 percent between 46 and 65 years. A clear minority (21.6%) was 66 years or older. See Table 22.

Table 22. Age ranges of Flagstaff visitors

	Count	Percent (%)
35 years and under	633	31.4%
36-45 years	289	14.4%
46-55 years	324	16.1%
56-65 years	334	16.6%
66-75 years	333	16.6%
76 years and older	100	5.0%
Total	2,013	100.1%
Average visitor age in years = 47.3 years		

Gender of visitors

Overall, there were more males in the sample (58.1%) than females (41.9%). See Table 23.

Table 23. Gender of visitors to Flagstaff

	Count	Percent (%)
Male	1,272	58.1%
Female	916	41.9%
Total	2,188	100.0%

Did any significant differences exist in visitors' age by gender? No significant differences were found; on average, males (average 48 years) were slightly older than females (average age 47 years). See Table 24.

Table 24. Average ages by gender of Flagstaff visitors

	Mean
Male	48 years
Female	47 years

Household Income

Visitors to Flagstaff had an average annual household income, derived from mid-points, of \$100,543, which is higher than the state average of \$66,610 for domestic overnight visitors (Source: Arizona Office of Tourism, *Arizona 2017: Regional Visitor Research, Longwoods International*). In fact, two of every five visitors (42%) had household incomes in excess of \$100,000. See Table 25.

Table 25. What category best describes your annual household income before taxes?

	Count	Percent (%)
Less than \$40,999	350	18.1%
\$50,000 to \$74,999	412	21.3%
\$75,000 to \$99,999	355	18.4%
\$100,000 to \$124,999	292	15.1%
\$125,000 to \$149,999	143	7.4%
\$150,000 to \$174,999	124	6.4%
\$175,000 to \$199,999	70	3.6%
\$200,000 or higher	187	9.7%
Total	1,933	100.0%

Average Household Income from mid-points \$100,543

Economic Impact of Tourism on Flagstaff area

Introduction

In the 2017-2018 survey of visitors to the Flagstaff area, located in Coconino County, no specific questions on visitor expenditures were asked. However, it is evident from the important part tourism plays in the Flagstaff economy that these visitors spend money in the regional economy. Understanding the regional economic impacts of visitors can illustrate the economic importance of tourism and recreational activities to Flagstaff, and can be compared to the impacts of other activities. In order to calculate the economic impact of visitors on the Flagstaff and regional economy average per-person expenditures for domestic overnight trips in the Arizona Office of Tourism's (AOT) Northern Region, which comprises Coconino, Navajo and Apache counties, are used. The data are from national data sample research commissioned by AOT from Longwoods International™ and used with permission. The overnight expenditures are substituted for visitor spending in Flagstaff which are then used to provide spending totals for overnight visitors. The Longwoods International data, however, does not provide day visitor expenditures. In order to account for day visitor expenditures, the analysis used the day visitor expenditures from the 2014-2015 study adjusted for inflation (3.4%).

Expenditures from Flagstaff visitors were entered into the Input-Output model Impact analysis for PLANing (IMPLAN) and economic impacts and multiplier effects were calculated for Coconino 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.

Regional Expenditure Results

For the economic analysis, each survey represents a travel party. To estimate the number of visitors to the Flagstaff 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 5,455,480 individuals visited the Flagstaff area in 2017-2018 (the period of the survey). This estimate is derived from attractions visitation (national and state parks), 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. Only out-of-region visitors are included in this analysis, an estimated 3.5% of the sample were from Coconino County and were removed from the total. Therefore, 5,264,539 out-of-region visitors are included in the economic impact analysis.

Visitors to the Flagstaff area during the study period comprise both day visitors, those in the area for less than one day, and those who are staying overnight. The median length of stay in the Flagstaff area was 2.0 nights, which was used to expand the per-day expenditures estimated in the survey. From the survey we know that day visitors comprise 25.6 percent of all Flagstaff visitors, this translates into 1,347,722 visitors, while overnight visitors account for 74.3 percent of the sample which translates to 3,916,817 visitors for a total of 5,264,539 visitors. Direct expenditures are estimated for both day visitors (Table 26) and for overnight visitors (Table 27). Expenditures for both overnight and day visitors are totaled and used as inputs to the I/O model - Table 28 used in the subsequent economic contribution analysis. The mean or average is used in this estimate. The mean per-person per-day direct expenditure estimates are included in Table 26, below. Finally the visitor population estimate is multiplied by per-person per-day expenditures for the direct expenditure.

Table 26. Estimate of regional expenditures by day visitors to Flagstaff

Day Trip	Per-person per-day mean expenditure	Percentage with expenditures	Population Estimate	Direct Expenditures
Lodging	\$0	0%	0	\$0
Restaurant Food & Beverage	\$30	87%	1,175,213	\$34,936,159
Recreation/Entertainment	\$14	71%	955,535	\$13,832,322
Retail/Shopping	\$17	66%	889,496	\$14,715,829
Transportation	\$23	80%	1,079,525	\$25,070,505
Total	\$84			\$88,554,816

Per-person per-day mean expenditures are multiplied by the median length of stay, 2 days 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 27.

Table 27. Estimate of regional expenditures by overnight visitors to Flagstaff

Overnight Trip	Per-person per-day mean expenditure	Per-person per-trip mean expenditure	Percentage with expenditures	Population Estimate	Direct Expenditures
Lodging	\$74	\$125	48%	1,864,405	\$233,050,596
Restaurant Food & Beverage	\$51	\$71	79%	3,109,952	\$221,832,911
Recreation/Entertainment	\$14	\$28	42%	1,633,313	\$45,732,752
Retail/Shopping	\$17	\$50	43%	1,695,982	\$84,799,083
Transportation	\$28	\$25	65%	2,542,014	\$63,550,352
Total	\$184	\$299			\$648,965,694

Finally total direct expenditures for day and overnight visitors are combined and used as inputs to the IMPLAN model. See Table 28.

Table 28. Estimate of regional expenditures by all visitors to Flagstaff

	Day Trip	Overnight Trip	Total Expenditures
Lodging	\$0	\$233,050,596	\$233,050,596
Restaurant Food & Beverage	\$34,936,159	\$221,832,911	\$256,769,070
Recreation/Entertainment	\$13,832,322	\$45,732,752	\$59,565,074
Retail/Shopping	\$14,715,829	\$84,799,083	\$99,514,912
Transportation	\$25,070,505	\$63,550,352	\$88,620,857
Total	\$88,554,816	\$648,965,694	\$737,520,510

Regional Economic Impact Analysis Results

The total estimated number of out-of-region visitors to the Flagstaff area in the study period was 5,264,539 visitors. These visitors were responsible for some \$737 million of expenditures in Coconino County, AZ, with an average regional (spending in Flagstaff and Coconino County) expenditure of \$140 per party. Expenditures recorded for each industrial category were entered into IMPLAN’s impact analysis. See Appendix B for an explanation of input-output analysis and terms.

Table 29 shows the direct, indirect, and induced effects of regional expenditures made by non-local visitors.

Table 29. Impact and multipliers of \$737.5 million of regional expenditures by Flagstaff area visitors

Impact Type	Direct Effect	Indirect Effect	Induced Effect	Type SAM Multipliers	Total Effect
Total Output	\$502,758,310	\$82,462,990	\$163,946,030	1.490	\$749,167,330
Total Employment (FTE jobs)	8,207	676	1,358	1.248	10,241
Total Labor Income	\$245,119,252	\$24,987,417	\$51,609,562	1.312	\$321,716,231
GDP	\$294,077,835	\$44,134,461	\$94,299,579	1.471	\$432,511,875
State & Local Taxes	\$45,390,926	\$3,565,282	\$10,206,865		\$59,163,073
Federal Taxes	\$47,077,123	\$5,614,593	\$12,343,842		\$65,035,558

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 29, visitors to the Flagstaff area spurred an additional \$59 million of tax revenue for Coconino County and the state. Much of this money is re-invested into infrastructure and community needs that further support tourism and recreation industries.

The majority of tax revenue coming from the Flagstaff 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/Recommendations

Flagstaff has long been a tourist attraction, benefiting from a favorable transport location, mountain scenery and climate. Tourism in Flagstaff has grown over the years and transformed from a predominantly summer destination to a four season destination attracting a variety of visitors. These visitors are motivated by a number of attractions to visit Flagstaff and the local area. This discussion will examine the primary attractions and motivations for visitors to the Flagstaff area.

Visiting Grand Canyon National Park is a primary reason for visiting the Flagstaff area for half of the visitors (58.5%) in the study. The importance of Grand Canyon National Park as a major attraction cannot be overemphasized; in 2017 the park attracted 6.3 million visitors to the region, a 41 percent increase in the decade 2007-2017. Flagstaff is well positioned to continue to serve as a base for the growing number of visitors attracted by the park.

Flagstaff is also well positioned for the cultural visitor, interested in visiting the world-class museums such as the Museum of Northern Arizona, world famous observatories such as Lowell and the Naval Observatory and other local museums and attractions like the Arboretum. Almost half of the respondents (48.3%) indicated that the museums and observatories were important to their visit to the Flagstaff area.

America's "Mother Road," the historic Route 66 of Steinbeck's characters and TV shows has always attracted a niche group of tourists. With the upcoming centennial of Route 66 in 2026, visitor interest is growing. Flagstaff has strong ties to Route 66 and the history that drives the mystique of the route. More than two-fifths (44.1%) of visitors indicated that Route 66 experiences were important in their decision to visit Flagstaff.

Outdoor recreation on the 1.856-million acre Coconino National Forest has long been an attraction for Flagstaff. Attracting visitors for activities such as hiking, mountain biking, and recreating are an important attraction for visitors.

Over the years Flagstaff has started to develop a unique food culture, with many new restaurants attracting both locals and non-locals. A third of visitors in the survey (34.6%) indicated that experiencing Flagstaff's food culture was integral to their decision to visit. Also of interest to visitors is the growing interest in Flagstaff's brewing scene. Currently Flagstaff has seven breweries scattered throughout the city, attracting locals and visitors.

Flagstaff's mountain climate has long been an attraction for visitors with visitors making the decision to visit Flagstaff based on the mountain climate and cooler summer temperatures. Visitors are also attracted to Flagstaff to visit the Peaks/Snowbowl and having winter snow experiences are also important attractions for Flagstaff.

Flagstaff has a well-developed tourism infrastructure, including sufficient hotel, restaurant and cultural amenities that will serve visitors and continue to attract and encourage visitors to stay longer in the community. The challenge for the whole tourism community will be to extend the tourist season into the shoulder seasons, fall and winter. It is recommended that Flagstaff continue to reach its target markets but also start to develop marketing and product development niches to the outdoor recreation and food/beer sectors of the community. It is recommended that Flagstaff continues to maintain links to the National Parks and Monuments in the region, especially Grand Canyon National Park.

Bibliography

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Journal of Business Research, 44 (1999), pp. 137-152

Appendix A: Survey Questionnaire

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

- Hotel/Motel
- Airbnb/VRBO
- Second Home
- Bed & Breakfast
- Campground/RV Park
- 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. On a scale of 1 to 10 where one is Low and ten is High, please indicate your overall satisfaction with your experience in Flagstaff.

- 1 2 3 4 5 6 7 8 9 10
 Low High

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

Local Events

- Attending a special event (specify):
- Historic Downtown Flagstaff
- Northern Arizona University
- Route 66 nostalgia
- Taking a guided tour

Outdoor Attractions

- Arizona Snowbowl
- Fishing area lakes
- Play in the snow
- Hiking or walking trails
- Bird watching or wildlife viewing
- Mountain or road biking
- Camping or RV stay
- Ziplining

Local Attractions

- Lowell Observatory
- Museum of Northern Arizona
- Riordan Mansion State Park
- The Arboretum at Flagstaff
- Visiting art galleries

National Parks and Monuments

- Grand Canyon National Park
- Sunset Crater Volcano National Monument
- Walnut Canyon National Monument
- Wupatki National Monument

Any Other (define):

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

12. What gender do you identify with? Female Male

In what year were you born?

13. How many people including yourself are in your travel party?

Women Men Children under 18

14. Who is traveling with you on this trip? Mark only one.

- Family and Friends
- Friends Only
- Organized Group
- Family Only
- Nobody, traveling alone
- Business Associates

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

- Less than \$40,999
- \$100,000 to \$124,999
- \$175,000 to \$199,999
- \$50,000 to \$74,999
- \$125,000 to \$149,999
- \$200,000 or higher
- \$75,000 to \$99,999
- \$150,000 to \$174,999

Thank You For Taking The Time To Complete The Survey.

Staff/Surveyor Initials:

8079018823

Appendix B: 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. All expenditures are assumed to occur in Coconino County, specifically in the Flagstaff area. Visitors purchase lodging, food, transportation, entertainment, etc., while visiting Flagstaff and this represents “new” expenditures in the region. This analysis does not include respondents who live in Coconino 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 Flagstaff area. 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 Coconino 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, Flagstaff 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).

Type SAM multipliers are presented for each of the economic impact categories. Direct output in the model differs from direct spending in Table 28 because of leakage. 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).

Appendix C: Seasonal Comparison

**Flagstaff CVB Visitor Study
Seasonal Comparison
Surveys Collected by Month**

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	Count	Count	Count	Count
September 2017			54	
October 2017				190
November 2017				160
December 2017				144
January 2018	122			
February 2018	191			
March 2018	218			
April 2018		268		
May 2018		264		
June 2018		257		
July 2018			281	
August 2018			203	
Total	531	789	538	494

**Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
Is Flagstaff the primary destination of your trip?**

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
Yes	49.8%	45.0%	48.1%	61.2%
No	50.2%	55.0%	51.9%	38.8%
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

How long before visiting did you plan this trip?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
One month or less	42.2%	32.8%	34.8%	40.8%
2 months	16.7%	16.3%	14.4%	14.3%
3-5 months	21.2%	26.7%	25.4%	22.1%
6-12 months	9.3%	14.4%	17.2%	13.1%
More than 1 year in advance	3.5%	3.6%	4.4%	3.2%
Did not plan anything in advance	7.0%	6.3%	3.8%	6.5%
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

Is this your first trip to Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
Yes	52.3%	54.4%	54.5%	40.4%
No	47.7%	45.6%	45.5%	59.6%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

If this is not your first trip to Flagstaff, how many times have you visited in the last year?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
1	34.0%	33.0%	42.0%	28.3%
2	19.0%	21.9%	16.8%	24.7%
3	18.4%	15.8%	13.7%	12.1%
4	9.5%	4.2%	5.3%	8.1%
5	3.4%	6.0%	3.8%	5.1%
6	3.4%	2.8%	3.1%	4.0%
7	1.4%		0.8%	2.5%
8		2.3%	3.8%	1.0%
10	5.4%	4.7%	3.1%	5.6%
11	0.7%	0.5%	0.8%	0.5%
12	2.0%	0.9%	1.5%	3.5%
13		1.4%		
14		1.9%		0.5%
15		0.5%	0.8%	1.0%
17				0.5%
18			0.8%	
19				0.5%
20	2.7%	3.3%	3.8%	1.0%
21		0.5%		
24				0.5%
25				0.5%
27		0.5%		
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

Average number of times you have visited Flagstaff in the last year?

	Survey Calendar Quarters			
	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	Average Times Visited	Average Times Visited	Average Times Visited	Average Times Visited
If not your first visit how many times have you visited in the last year?	3.5	4.1	3.7	4.1

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

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

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
Vacation/Leisure	77.0%	68.2%	75.4%	68.2%
Just passing through	11.7%	13.1%	11.2%	14.9%
Other	8.4%	8.8%	8.1%	10.5%
Business/Conference	2.1%	8.7%	4.9%	4.6%
Visit second home	0.8%	1.2%	0.4%	1.9%
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

What type of transportation did you use to get to Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
Private auto	59.8%	52.2%	58.3%	62.4%
Rental car	24.6%	32.0%	26.9%	21.8%
RV/Camper	2.7%	5.0%	4.2%	1.7%
Air Service	2.7%	3.5%	3.0%	4.4%
Tour Bus	5.7%	1.7%	2.1%	2.3%
Other	0.6%	2.7%	1.3%	3.1%
Shuttle company/Greyhound Bus	2.3%	1.8%	1.5%	1.5%
Train/Amtrak	1.6%	0.9%	2.5%	1.7%
Motorcycle	0.0%	0.4%	0.2%	1.2%
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
If you rented a car, where did you pick it up?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
PHOENIX	21.9%	27.3%	17.2%	19.0%
PHOENIX SKY HARBOR INTERNATIONAL AIRPORT	22.7%	21.3%	15.9%	21.9%
FLASTAFF PULLIAM AIRPORT	14.1%	3.2%	5.5%	17.1%
LAS VEGAS	0.8%	4.7%	7.6%	9.5%
LOS ANGELES INTERNATIONAL AIRPORT (LAX)	3.9%	4.3%	7.6%	
LAS VEGAS, NV	9.4%	3.2%	2.8%	1.0%
SAN FRANCISCO, CA	1.6%	3.2%	4.8%	3.8%
TUCSON AIRPORT	3.1%	1.2%	2.1%	2.9%
LAS VEGAS INTERNATIONAL AIRPORT		3.2%	3.4%	
LOS ANGELES		0.8%	0.7%	2.9%
LAS VEGAS AIRPORT	0.8%	1.6%	0.7%	
HOUSTON, TX	0.8%		3.4%	
CHANDLER	2.3%		2.1%	
TUSCON AIRPORT	1.6%	1.2%		
MESA GATEWAY AIRPORT	1.6%		1.4%	1.0%
FLAGSTAFF		0.8%	2.1%	
SALT LAKE CITY			2.8%	
LOS ANGELES, CA	3.1%			
CHICAGO		1.6%		
TEXAS	2.3%			
SCOTTSDALE		0.4%		1.9%
PHOENIX, AZ		0.8%	0.7%	
MESA		0.8%		1.0%
HERTZ			1.4%	1.0%
FLAGSTAFF PULLIAM AIRPORT	1.6%			1.0%
ALBUQRQUE, NM			1.4%	1.0%
WASHINGTON, DC	1.6%			
UBER		0.8%		
TAXI		0.8%		
SUNCITY	0.8%		0.7%	

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
If you rented a car, where did you pick it up?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
SANTA BARBARA, CA		0.8%		
SAN DIEGO, CA		0.4%		1.0%
PHOENIX		0.4%	0.7%	
OKLAHOMA CITY		0.8%		
DENVER, CO				1.9%
CHICAGO, IL				1.9%
BULLHEAD CITY				1.9%
ALBUQUERQUE	0.8%		0.7%	
ALABAMA		0.8%		
YELLOWSTONE			0.7%	
VISTA , CA		0.4%		
VISALIA, CA (NEAR OUR HOME)				1.0%
VEGAS			0.7%	
UHAUL TRUCK				1.0%
TEMPE/PHOENIX		0.4%		
TEMPE			0.7%	
TEMECULA, CA		0.4%		
SEGUIN, TEXAS			0.7%	
SCHOOL CAR		0.4%		
SAN DIEGO				1.0%
SAN ANTONIO, TX		0.4%		
SALINAS, CA			0.7%	
ROCKFORD, IL				1.0%
PROVO, UTAH		0.4%		
PHOENIX, ARIZONA		0.4%		
PHOENIX MESA GATEWAY AIRPORT			0.7%	
PHOENIX		0.4%		
PENASCOLA, FL	0.8%			
PALM SPRINGS AIRPORT		0.4%		
PALM SPRINGS		0.4%		
OTR TRUCK DRIVER		0.4%		
OREM, UTAH		0.4%		
OKLAHOMA		0.4%		

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
If you rented a car, where did you pick it up?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
NEW YORK				1.0%
NATIONAL AIRPORT	0.8%			
MOTORCYCLE TO DENVER				1.0%
MONTANA			0.7%	
MEDFORD, OR			0.7%	
MEDFORD OR			0.7%	
MARTINEZ, CA		0.4%		
LOS ANGELES		0.4%		
LONG BEACH, CA			0.7%	
LAS VEGAS			0.7%	
IN ALASKA		0.4%		
HUNTINGTON BEACH, CA				1.0%
HERTZ IN PHOENIX	0.8%			
FOX LAX AIRPORT		0.4%		
FLAGSTAFF LIMOUSINE LLC BUS	0.8%			
FLAGSTAFF			0.7%	
EL PASO TX				1.0%
DOLLAR PHX		0.4%		
DENVER INTERNATIONAL AIRPORT		0.4%		
DENVER AIRPORT		0.4%		
DALLAS, TX	0.8%			
CONWAY, ARKANSAS			0.7%	
CLARKSVILLE TENNESSEE			0.7%	
CHICAGO		0.4%		
CHICAGO		0.4%		
CHATTANOOGA, TN.			0.7%	
CALIFORNIA			0.7%	
BUDGET/AVIS FLAGSTAFF			0.7%	
BUDGET RENT A CAR			0.7%	
BUDGET AT THE AIRPORT		0.4%		
BUDGET		0.4%		
BOISE AIRPORT		0.4%		
AUSTIN, TX			0.7%	
ATLANTA, GA	0.8%			

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
If you rented a car, where did you pick it up?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
AT THE AIRPORT IN LAS VEGAS (HERTZ)			0.7%	
ANTHEM	0.8%			
ALLAMO		0.4%		
ALAMO (SALT LAKE CITY)		0.4%		
ALAMA SAN FRANCISCO		0.4%		
AIRPORT PHOENIX			0.7%	
ABQ AIRPORT		0.4%		
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
Is this trip to Flagstaff....

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
A day trip only	29.4%	26.3%	27.3%	18.6%
An overnight trip	70.6%	73.7%	72.7%	81.4%
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

If you are staying overnight, how long are you staying?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
0	0.3%		0.6%	
1	23.2%	27.0%	21.4%	31.1%
2	34.6%	28.1%	29.4%	31.1%
3	19.7%	15.0%	14.5%	20.6%
4	8.3%	12.1%	8.3%	6.1%
5	4.4%	6.1%	9.8%	2.8%
6	2.5%	3.1%	5.6%	3.6%
7	4.8%	4.3%	5.0%	2.2%
8	0.3%	0.4%	1.2%	
9		0.4%	0.3%	0.3%
10	1.0%	1.2%	1.8%	0.8%
11		0.4%	0.3%	0.3%
12		0.4%	0.3%	0.3%
13	0.3%			0.3%
14	0.6%	1.0%	0.9%	0.6%
15		0.2%		
17			0.3%	
21		0.2%		
25		0.2%		
26			0.3%	
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

If you are staying overnight, how long are you staying?

	Survey Calendar Quarters			
	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	Average Nights	Average Nights	Average Nights	Average Nights
If staying overnight, how many nights are you staying?	2.8	3.1	3.4	2.6

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

If you are staying overnight, how long are you staying by type of accommodation?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	Average Nights	Average Nights	Average Nights	Average Nights
Hotel or Motel	2.6	2.8	3.0	2.3
Bed & Breakfast	2.0	2.7	1.0	4.7
Airbnb-VRBO	3.8	3.4	4.5	4.6
Campground-RV Park	3.9	4.1	4.3	4.0
Second Home	3.8	7.3	5.0	3.5
Home of family-friends	3.6	5.0	4.3	4.0

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

If you are staying overnight, how long are you staying by primary purpose of current visit to Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	Average Nights	Average Nights	Average Nights	Average Nights
Just passing through	1.2	1.5	1.3	1.5
Visit second home	2.0	5.7	4.5	3.2
Vacation/Leisure	3.0	3.1	3.4	2.7
Business/Conference	2.5	3.6	3.1	3.8
Other	3.1	4.2	5.6	3.0

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

How much of a reason did these attractions play in your decision to visit the Flagstaff area?

	Survey Calendar Quarters			
	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	Mean	Mean	Mean	Mean
To visit Grand Canyon National Park	3.6	3.7	3.6	3.3
To visit the Peaks/Snowbowl	2.6	2.3	2.3	2.5
To experience Flagstaff's museums and observatories	3.2	3.1	3.3	3.0
To have a Route 66 experience	3.1	3.1	3.3	2.8
To get climate relief (cool summers)	2.6	2.8	3.1	2.7
To experience Flagstaff's food culture	2.9	2.9	2.9	2.8
To experience Flagstaff's Ale Trail/ beer culture	2.5	2.4	2.6	2.5
To have a winter snow experience	2.7	1.9	2.0	2.5
To hike-mountain bike-recreate on the National Forest	3.0	3.0	2.9	3.1

1 = Most Definitely Not

5 = Most Definitely a Reason

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

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

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
Hotel or Motel	81.8%	79.0%	73.6%	81.0%
Airbnb-VRBO	9.6%	6.6%	11.3%	8.0%
Campground-RV Park	3.4%	8.6%	9.1%	4.6%
Home of family-friends	3.9%	6.9%	6.0%	5.1%
Second Home	3.2%	1.9%	1.4%	3.6%
Bed & Breakfast	1.5%	2.6%	0.7%	3.1%

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
State of origin for Flagstaff visitors?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
Arizona	36.9%	28.0%	30.4%	44.9%
California	9.5%	15.5%	14.5%	16.8%
Texas	12.4%	3.8%	8.7%	3.8%
Illinois	3.4%	4.4%	3.7%	1.9%
Wisconsin	5.1%	3.2%	3.7%	1.2%
Florida	1.7%	3.8%	3.7%	0.9%
Colorado	3.9%	2.4%	2.6%	1.4%
New Mexico	1.5%	1.9%	1.5%	5.0%
Washington	1.7%	2.2%	2.4%	2.1%
Michigan	1.9%	2.8%	1.7%	1.7%
New York	1.5%	2.5%	1.5%	1.4%
Nevada	1.0%	1.7%	1.7%	2.4%
Virginia	1.5%	1.1%	2.2%	1.7%
Ohio	1.5%	2.5%	0.9%	0.7%
Oklahoma	0.2%	1.6%	1.3%	1.2%
Pennsylvania	1.2%	1.6%	1.1%	0.0%
New Jersey	0.2%	0.8%	1.3%	1.9%
Oregon	0.2%	2.1%	0.9%	0.2%
Iowa	1.7%	0.6%	1.7%	0.0%
North Carolina	0.7%	1.4%	0.9%	0.7%
Tennessee	0.0%	1.4%	1.1%	0.9%
Georgia	0.5%	1.4%	1.3%	0.2%
Maryland	1.2%	0.9%	0.7%	0.7%
Massachusetts	0.2%	0.8%	1.3%	0.9%
Louisiana	1.0%	0.8%	1.1%	0.2%
Alabama	0.7%	0.9%	0.0%	1.4%
Utah	1.0%	1.3%	0.2%	0.2%
Nebraska	1.0%	1.1%	0.2%	0.5%
Kentucky	0.5%	0.3%	1.7%	0.2%
Indiana	0.5%	0.5%	1.5%	0.0%
Kansas	1.0%	0.8%	0.4%	0.0%
Delaware	1.5%	0.0%	0.7%	0.0%
Connecticut	0.0%	0.9%	0.2%	0.5%

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
State of origin for Flagstaff visitors?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
Idaho	0.0%	0.8%	0.4%	0.2%
Arkansas	0.0%	0.6%	0.4%	0.5%
South Carolina	0.2%	0.3%	0.7%	0.5%
New Hampshire	0.2%	0.2%	0.4%	0.9%
Wyoming	0.0%	0.6%	0.2%	0.5%
West Virginia	0.7%	0.2%	0.0%	0.7%
Hawaii	0.5%	0.2%	0.0%	0.5%
South Dakota	0.0%	0.5%	0.0%	0.5%
Mississippi	0.5%	0.2%	0.2%	0.0%
Alaska	0.0%	0.3%	0.2%	0.0%
District of Columbia	0.2%	0.3%	0.0%	0.0%
Puerto Rico	0.2%	0.2%	0.2%	0.0%
Vermont	0.0%	0.3%	0.0%	0.0%
Maine	0.2%	0.0%	0.2%	0.0%
Montana	0.0%	0.2%	0.0%	0.0%
North Dakota	0.2%	0.0%	0.0%	0.0%
APO Central	0.0%	0.0%	0.2%	0.0%
Rhode Island	0.2%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
Origin of Arizona visitors for Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
PHOENIX	24.3%	15.2%	19.7%	15.5%
SCOTTSDALE	6.6%	9.7%	4.4%	10.2%
GILBERT	5.3%	4.2%	5.8%	8.0%
MESA	5.9%	6.7%	5.1%	5.3%
GLENDALE	6.6%	6.1%	7.3%	3.2%
TUCSON	2.6%	2.4%	5.8%	7.5%
CHANDLER	2.0%	4.2%	2.9%	5.9%
PEORIA	1.3%	3.6%	5.8%	1.6%
SUN CITY	2.6%	0.6%	4.4%	3.2%
PRESCOTT	0.0%	5.5%	2.9%	1.6%
TEMPE	3.3%	0.6%	2.2%	3.2%
FLAGSTAFF	2.6%	1.2%	2.9%	1.6%
QUEEN CREEK	0.0%	1.8%	0.0%	3.7%
COTTONWOOD	2.6%	0.0%	3.6%	0.5%
GUADALUPE	3.9%	0.0%	2.2%	0.0%
ANTHEM - DESERT HILLS	0.7%	3.0%	1.5%	0.0%
PARADISE VALLEY	0.0%	0.0%	0.7%	3.2%
LAKE HAVASU CITY	1.3%	0.0%	0.7%	2.1%
CAVE CREEK	2.0%	1.8%	0.0%	0.5%
PAYSON	1.3%	1.2%	0.0%	1.1%
ORO VALLEY	0.7%	0.0%	2.9%	0.5%
SURPRISE	1.3%	1.2%	0.0%	0.5%
SADDLEBROOKE	1.3%	1.8%	0.0%	0.0%
NEW RIVER	1.3%	0.6%	0.7%	0.5%
KINGMAN	1.3%	1.8%	0.0%	0.0%
CAMP VERDE	0.0%	2.4%	0.7%	0.0%
BULLHEAD CITY	0.0%	0.0%	0.0%	2.7%
BUCKEYE	2.0%	1.2%	0.0%	0.0%
TUBA CITY	0.0%	1.2%	0.0%	1.1%
SUN LAKES	0.7%	0.0%	0.7%	1.1%
SEDONA	0.0%	1.2%	0.7%	0.5%
PRESCOTT VALLEY	0.0%	0.6%	2.2%	0.0%
LITCHFIELD PARK	0.7%	0.6%	0.7%	0.5%

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
Origin of Arizona visitors for Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
CORONADO	0.0%	0.6%	0.7%	1.1%
GOODYEAR	2.0%	0.0%	0.7%	0.0%
SUN	1.3%	0.0%	0.0%	0.5%
SHOW LOW	0.7%	1.2%	0.0%	0.0%
SECOND MESA	0.0%	0.6%	0.0%	1.1%
RED LAKE	0.7%	0.6%	0.0%	0.5%
GRAND CANYON	1.3%	0.0%	0.7%	0.0%
GOODYEAR	0.7%	0.6%	0.0%	0.5%
FRY	0.0%	1.2%	0.0%	0.5%
CASA GRANDE	0.0%	0.0%	0.7%	1.1%
CAREFREE	0.7%	0.6%	0.0%	0.5%
AVONDALE	2.0%	0.0%	0.0%	0.0%
AGUILA	0.7%	0.6%	0.7%	0.0%
YUMA	0.0%	0.0%	0.7%	0.5%
YOUNGTOWN	0.7%	0.0%	0.7%	0.0%
WADDELL	0.0%	0.6%	0.7%	0.0%
SAHUARITA	0.0%	0.0%	0.7%	0.5%
RINCON	0.0%	0.0%	0.7%	0.5%
MUNDS PARK	0.0%	0.6%	0.0%	0.5%
MISSION	0.0%	0.6%	0.7%	0.0%
LAVEEN	0.7%	0.0%	0.0%	0.5%
LAKESIDE	0.0%	0.6%	0.7%	0.0%
GREEN VALLEY	0.0%	0.6%	0.7%	0.0%
GANADO	0.0%	0.6%	0.0%	0.5%
FORT LOWELL	0.0%	1.2%	0.0%	0.0%
ELOY-TOLTEC	1.3%	0.0%	0.0%	0.0%
WILLIAMS	0.0%	0.0%	0.7%	0.0%
WHITERIVER	0.7%	0.0%	0.0%	0.0%
UNIV OF ARIZONA	0.0%	0.6%	0.0%	0.0%
TONOPAH	0.0%	0.6%	0.0%	0.0%
TOLLESON	0.0%	0.0%	0.7%	0.0%
SPRINGERVILLE	0.0%	0.0%	0.0%	0.5%
SOUTH TUCSON	0.0%	0.0%	0.7%	0.0%
SONOITA	0.7%	0.0%	0.0%	0.0%
SHONTO	0.0%	0.0%	0.7%	0.0%

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
Origin of Arizona visitors for Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
POSTON	0.0%	0.0%	0.7%	0.0%
PINETOP	0.0%	0.6%	0.0%	0.0%
PALO VERDE	0.0%	0.6%	0.0%	0.0%
OVERGAARD	0.7%	0.0%	0.0%	0.0%
NAZLINI	0.0%	0.0%	0.0%	0.5%
MORENCI	0.0%	0.0%	0.0%	0.5%
MOHAVE VALLEY	0.0%	0.0%	0.0%	0.5%
MAYER	0.0%	0.6%	0.0%	0.0%
MARANA	0.0%	0.6%	0.0%	0.0%
LEUPP	0.0%	0.0%	0.0%	0.5%
KINO	0.0%	0.6%	0.0%	0.0%
KEARNY	0.0%	0.0%	0.0%	0.5%
KEAMS CANYON	0.0%	0.6%	0.0%	0.0%
KAYENTA	0.0%	0.0%	0.0%	0.5%
KAIBITO	0.0%	0.6%	0.0%	0.0%
HOTEVILLA	0.0%	0.0%	0.0%	0.5%
HEREFORD	0.0%	0.0%	0.0%	0.5%
GROOM CREEK	0.0%	0.6%	0.0%	0.0%
GREENEHAVEN	0.0%	0.6%	0.0%	0.0%
GLOBE	0.0%	0.6%	0.0%	0.0%
FLORENCE	0.7%	0.0%	0.0%	0.0%
DEWEY	0.7%	0.0%	0.0%	0.0%
CHINO VALLEY	0.0%	0.0%	0.0%	0.5%
CAMERON - CEDAR RIDGE	0.0%	0.6%	0.0%	0.0%
BLACK CANYON CITY - ROCK SPRINGS	0.0%	0.6%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
Origin of international visitors for Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
CANADA	47.6%	21.9%	20.4%	19.6%
UNITED KINGDOM	14.3%	13.3%	11.1%	19.6%
AUSTRALIA	4.8%	12.4%	5.6%	2.2%
FRANCE	3.6%	9.5%	9.3%	0.0%
GERMANY	1.2%	4.8%	13.0%	8.7%
THE NETHERLANDS	1.2%	3.8%	3.7%	4.3%
JAPAN	2.4%	1.0%	7.4%	2.2%
SPAIN	0.0%	4.8%	1.9%	2.2%
NEW ZEALAND	2.4%	2.9%	0.0%	4.3%
DENMARK	0.0%	1.0%	9.3%	2.2%
MEXICO	2.4%	1.0%	0.0%	6.5%
CHINA	0.0%	3.8%	1.9%	2.2%
BRAZIL	2.4%	1.9%	1.9%	2.2%
BELGIUM	0.0%	1.9%	1.9%	2.2%
TAIWAN	1.2%	0.0%	1.9%	2.2%
SINGAPORE	2.4%	0.0%	0.0%	2.2%
PHILIPPINES	0.0%	2.9%	0.0%	0.0%
ITALY	0.0%	1.9%	0.0%	2.2%
HONG KONG	0.0%	1.0%	0.0%	4.3%
SWITZERLAND	0.0%	0.0%	1.9%	2.2%
SWEDEN	0.0%	1.0%	1.9%	0.0%
RUSSIAN FEDERATION	1.2%	0.0%	1.9%	0.0%
PUERTO RICO	1.2%	1.0%	0.0%	0.0%
HUNGARY	0.0%	0.0%	0.0%	4.3%
CZECH REPUBLIC	2.4%	0.0%	0.0%	0.0%
CHILE	2.4%	0.0%	0.0%	0.0%
ARGENTINA	0.0%	1.9%	0.0%	0.0%
ZIMBABWE	0.0%	0.0%	0.0%	2.2%
VIETNAM	0.0%	1.0%	0.0%	0.0%
TRINIDAD AND TOBAGO	0.0%	1.0%	0.0%	0.0%
SOUTH KOREA	0.0%	1.0%	0.0%	0.0%
SOLOMON ISLANDS	0.0%	0.0%	1.9%	0.0%
SLOVAKIA	0.0%	0.0%	1.9%	0.0%

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
Origin of international visitors for Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
PORTUGAL - UNITED KINGDOM	0.0%	0.0%	0.0%	2.2%
POLAND	0.0%	1.0%	0.0%	0.0%
PANAMA	0.0%	0.0%	1.9%	0.0%
PALESTINE	1.2%	0.0%	0.0%	0.0%
LEBANON	1.2%	0.0%	0.0%	0.0%
ITALY/TURKEY	1.2%	0.0%	0.0%	0.0%
IRELAND	1.2%	0.0%	0.0%	0.0%
INDONESIA	1.2%	0.0%	0.0%	0.0%
INDIA	0.0%	1.0%	0.0%	0.0%
GUATEMALA	1.2%	0.0%	0.0%	0.0%
FINLAND	0.0%	1.0%	0.0%	0.0%
AUSTRIA	0.0%	1.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

Please indicate your overall satisfaction with your experience in Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
Overall satisfaction with your experience in Flagstaff	9.1	9.0	9.1	9.1

1 = Not at all satisfied

5 = Neither satisfied nor dissatisfied

10 = Totally satisfied

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

Attending a special event in Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
NORTH POLE EXPERIENCE	0.0%	0.0%	0.0%	36.7%
WEDDING	0.0%	12.2%	3.0%	6.1%
NAU GRADUATION	0.0%	10.2%	0.0%	8.2%
GSA CONFERENCE	0.0%	18.4%	0.0%	0.0%
FLAGSTAFF EXTREME	6.3%	4.1%	3.0%	4.1%
CONFERENCE	0.0%	6.1%	3.0%	2.0%
POLAR EXPRESS, WILLIAMS	0.0%	0.0%	0.0%	6.1%
OBSERVATORY	6.3%	0.0%	3.0%	2.0%
CHOCOLATE TRAIL	18.8%	0.0%	0.0%	0.0%
WORK	0.0%	0.0%	0.0%	4.1%
SNOWBOWL 80TH ANNIVERSARY	12.5%	0.0%	0.0%	0.0%
RODEO	0.0%	0.0%	6.1%	0.0%
REUNION	0.0%	2.0%	0.0%	2.0%
NEW YEARS EVE CELEBRATION	6.3%	0.0%	0.0%	2.0%
GRADUATION	0.0%	4.1%	0.0%	0.0%
GEO CONFERENCE	0.0%	4.1%	0.0%	0.0%
FAMILY REUNION	0.0%	4.1%	0.0%	0.0%
ZIP LINE	0.0%	2.0%	0.0%	0.0%
WINTERFEST	6.3%	0.0%	0.0%	0.0%
TRAIN DAY	0.0%	2.0%	0.0%	0.0%
SIGMA PI	0.0%	0.0%	0.0%	2.0%
SEMINAR FEAST	0.0%	0.0%	0.0%	2.0%

**Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
Attending a special event in Flagstaff?**

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
SCIENCE FEST	0.0%	0.0%	0.0%	2.0%
SCHOOL RETREAT	0.0%	0.0%	3.0%	0.0%
SCHOOL CONFERENCE	0.0%	2.0%	0.0%	0.0%
SAG	0.0%	2.0%	0.0%	0.0%
ROUTE 66 CLASSIC	0.0%	0.0%	3.0%	0.0%
RED WHITE BLUER AMERICA LEGION	0.0%	0.0%	3.0%	0.0%
PUMPKIN PATCH	0.0%	0.0%	0.0%	2.0%
PLAY ON CLIMATE CHANGE	0.0%	0.0%	3.0%	0.0%
PLAY	6.3%	0.0%	0.0%	0.0%
PARADE 4TH OF JULY	0.0%	0.0%	3.0%	0.0%
OVERLAND EXPO	0.0%	2.0%	0.0%	0.0%
ORPHEUM THEATRE	6.3%	0.0%	0.0%	0.0%
OPEN STUDIOS SEDONA	0.0%	0.0%	0.0%	2.0%
OCTOBERFEST	0.0%	0.0%	0.0%	2.0%
NDNC	0.0%	0.0%	3.0%	0.0%
NAVAJO AUCTION	0.0%	2.0%	0.0%	0.0%
NAU ORIENTATION	0.0%	0.0%	3.0%	0.0%
NAU FRAT REUNION	0.0%	0.0%	0.0%	2.0%
NAU FAMILY WEEKEND	0.0%	0.0%	0.0%	2.0%
NAU BAND DAY	0.0%	0.0%	0.0%	2.0%
NAU	0.0%	0.0%	0.0%	2.0%
MUSIC	0.0%	0.0%	3.0%	0.0%
MEETING	0.0%	0.0%	3.0%	0.0%
MEET DANIEL TIGER	0.0%	0.0%	3.0%	0.0%
MADE IN THE SHADE	0.0%	2.0%	0.0%	0.0%
LLSB CHAMPION	0.0%	0.0%	3.0%	0.0%
HOUSE	0.0%	0.0%	0.0%	2.0%
HOPI FESTIVAL	0.0%	0.0%	3.0%	0.0%
HOCKEY CAMP	0.0%	0.0%	3.0%	0.0%
HIGHLAND GAMES	0.0%	0.0%	3.0%	0.0%
HERE	0.0%	0.0%	3.0%	0.0%
GROUP CAMP	0.0%	2.0%	0.0%	0.0%
GRANDCHILD SOCCER	0.0%	2.0%	0.0%	0.0%
GRADUATION NAU	0.0%	2.0%	0.0%	0.0%
FLEA MARKET	0.0%	2.0%	0.0%	0.0%

**Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
Attending a special event in Flagstaff?**

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
FARMERS MARKET	0.0%	2.0%	0.0%	0.0%
ESCAPE SPACE	6.3%	0.0%	0.0%	0.0%
DIVE COMPETITION AT NAU	0.0%	2.0%	0.0%	0.0%
COMEDY	0.0%	0.0%	0.0%	2.0%
COLLEGE TOUR NAU	6.3%	0.0%	0.0%	0.0%
COLLEGE PROF. VISIT	0.0%	0.0%	3.0%	0.0%
CLIFFORD WHITE THEATRE	0.0%	0.0%	3.0%	0.0%
CENTER FOR THE ARTS	0.0%	0.0%	3.0%	0.0%
CELTIC FEST	0.0%	0.0%	3.0%	0.0%
CAR CONVENTION	0.0%	0.0%	3.0%	0.0%
CAR CLUB	0.0%	0.0%	3.0%	0.0%
BRIDAL EXPO	6.3%	0.0%	0.0%	0.0%
BOBCATS BASKETBALL GAME NAU	6.3%	0.0%	0.0%	0.0%
BLUES AND BREW	0.0%	2.0%	0.0%	0.0%
BEER	0.0%	2.0%	0.0%	0.0%
AZ BEER WEEK	6.3%	0.0%	0.0%	0.0%
ASBA CONFERENCE	0.0%	2.0%	0.0%	0.0%
ART WALK	0.0%	0.0%	3.0%	0.0%
ART FAIR	0.0%	0.0%	3.0%	0.0%
ADVENTURE ZIPLINE PARK	0.0%	0.0%	0.0%	2.0%
AA	0.0%	2.0%	0.0%	0.0%
90TH BIRTHDAY CELEBRATION	0.0%	0.0%	3.0%	0.0%
4TH OF JULY PARADE	0.0%	0.0%	3.0%	0.0%
4TH OF JULY EVENTS	0.0%	0.0%	3.0%	0.0%
4TH OF JULY	0.0%	0.0%	3.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

Other attraction/activity you participated in during your visit to Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
SEDONA	7.5%	6.5%	4.1%	4.8%
FLAGSTAFF EXTREME ADVENTURE	3.8%	6.5%	2.7%	9.5%
BEARIZONA	5.0%	4.1%	5.4%	7.1%
METEOR CRATER	5.0%	1.6%	5.4%	4.8%
WORK	1.3%	0.8%	1.4%	3.6%
TRAVELING THROUGH	5.0%	0.0%	1.4%	0.0%
BREWERIES	1.3%	0.8%	2.7%	1.2%
PETRIFIED FOREST NATIONAL MONUMENT	2.5%	0.0%	2.7%	0.0%
GOLF	0.0%	2.4%	1.4%	0.0%
SEDONA, PETRIFIED FOREST	1.3%	0.0%	2.7%	0.0%
POLAR EXPRESS	0.0%	0.0%	0.0%	3.6%
PIONEER MUSEUM	2.5%	0.0%	1.4%	0.0%
NAU	0.0%	0.0%	1.4%	2.4%
VISITORS CENTER	1.3%	0.0%	1.4%	0.0%
VISITING FRIENDS	1.3%	0.0%	0.0%	1.2%
VISIT FRIENDS	0.0%	0.0%	1.4%	1.2%
TWIN ARROWS	1.3%	0.0%	1.4%	0.0%
SKIING	0.0%	1.6%	0.0%	0.0%
SEDONA AND WINSLOW	1.3%	0.0%	1.4%	0.0%
SAN FRANCISCO PEAKS	1.3%	0.0%	1.4%	0.0%
RESTAURANTS	0.0%	1.6%	0.0%	0.0%
PASS THROUGH	1.3%	0.0%	1.4%	0.0%
OAK CREEK CANYON	2.5%	0.0%	0.0%	0.0%
NORTHERN ARIZONA UNIVERSITY	0.0%	1.6%	0.0%	0.0%
HIKING, GRAND CANYON	1.3%	0.0%	1.4%	0.0%
HERE	0.0%	0.8%	1.4%	0.0%
FLAGSTAFF MEDICAL CENTER	0.0%	0.0%	0.0%	2.4%
FIELD TRIP	0.0%	1.6%	0.0%	0.0%
FAMILY	0.0%	0.0%	1.4%	1.2%
CAMERON TRADING POST	0.0%	0.8%	0.0%	1.2%
BUFFALO PARK	2.5%	0.0%	0.0%	0.0%
BREW PUBS	1.3%	0.0%	1.4%	0.0%
YARN STORE	0.0%	0.8%	0.0%	0.0%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

Other attraction/activity you participated in during your visit to Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
X-TREME	0.0%	0.0%	1.4%	0.0%
WINSLOW METEOR CRATER	0.0%	0.0%	1.4%	0.0%
WENT TO TEXAS TO PURCHASE A TRUCK	0.0%	0.0%	0.0%	1.2%
WE WANTED TO GO TO RIORDAN MANSION AND THE ARBORTEUM BUT NOT OPEN.	1.3%	0.0%	0.0%	0.0%
VOLCANO TUBES	0.0%	0.0%	0.0%	1.2%
VISITING SISTER	0.0%	0.0%	0.0%	1.2%
VISITING MY DAUGHTER	1.3%	0.0%	0.0%	0.0%
VISITING FAMILY IN UTAH BUT WILL RETURN AND SEE MORE OF FLAGSTAFF.	0.0%	0.0%	0.0%	1.2%
VISITING FAMILY	0.0%	0.0%	0.0%	1.2%
VISITING DOWNTOWN, WALKING	0.0%	0.8%	0.0%	0.0%
VISITING DAUGHTER	0.0%	0.0%	1.4%	0.0%
VISITING AND SEEING THE AREA	0.0%	0.0%	1.4%	0.0%
VISITING AMTRAK TRAIN STATION FOR BUSINESS	0.0%	0.0%	0.0%	1.2%
VISITING A FRIEND	0.0%	0.0%	1.4%	0.0%
VISITED SEDONA	1.3%	0.0%	0.0%	0.0%
VISIT SEDONA	0.0%	0.0%	1.4%	0.0%
VISIT RELATIVE	0.0%	0.8%	0.0%	0.0%
VISIT FAMILY	0.0%	0.8%	0.0%	0.0%
URBAN MARKET AND FARMERS MARKET	0.0%	0.0%	1.4%	0.0%
UNIVERSITY	0.0%	0.8%	0.0%	0.0%
TUBA CITY	0.0%	0.0%	0.0%	1.2%
TRAIN WATCHING WITH GRANDKIDS	1.3%	0.0%	0.0%	0.0%
TRAIN WATCH	0.0%	0.0%	1.4%	0.0%
TRAIN STATION	0.0%	0.0%	1.4%	0.0%
TOUCHING A HISTORIC CHIMNEY ON PRIVATE PROPERTY	0.0%	0.8%	0.0%	0.0%
TO SEE MOUNTAINS FOR FIRST TIME	0.0%	0.8%	0.0%	0.0%
THRIFT SHOPS, BOOKSTORES	0.0%	0.8%	0.0%	0.0%
THE PLACE	0.0%	0.0%	1.4%	0.0%
SWIMMING POOL	0.0%	0.0%	1.4%	0.0%
SWIMMING AT HOTEL POOL	0.0%	0.8%	0.0%	0.0%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

Other attraction/activity you participated in during your visit to Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
SPRING TRAINING - PHOENIX	0.0%	0.0%	1.4%	0.0%
SPRING TRAINING	1.3%	0.0%	0.0%	0.0%
SPA IN SEDONA	0.0%	0.0%	0.0%	1.2%
SNOWBOWL	1.3%	0.0%	0.0%	0.0%
SLIDE ROCK	0.0%	0.0%	0.0%	1.2%
SHOPPING - RESALE SHOPS	0.0%	0.8%	0.0%	0.0%
SHOPPING	0.0%	0.8%	0.0%	0.0%
SEEING THE TRAINS	1.3%	0.0%	0.0%	0.0%
SEEING THE COUNTRY 1 MILE AT A TIME	0.0%	0.8%	0.0%	0.0%
SEEING MY DEAN'S LIST KID	0.0%	0.8%	0.0%	0.0%
SEDONA/DAY TRIPS FROM PHOENIX	0.0%	0.8%	0.0%	0.0%
SEDONA, PAINTED DESERT/PETRIFIED FOREST	0.0%	0.0%	1.4%	0.0%
SEDONA, JEROME, VERDE RAILROAD	0.0%	0.8%	0.0%	0.0%
SEDONA, ANTELOPE CANYON, BEARIZONA	0.0%	0.8%	0.0%	0.0%
SEDONA TRAILS	0.0%	0.0%	0.0%	1.2%
SEDONA AZ	0.0%	0.0%	1.4%	0.0%
SEDONA - RED ROCK JEEP TOURS	0.0%	0.8%	0.0%	0.0%
SEDONA	0.0%	0.8%	0.0%	0.0%
RT 66	0.0%	0.8%	0.0%	0.0%
ROUTE 66 PASSPORT	0.0%	0.0%	1.4%	0.0%
ROUTE 66	1.3%	0.0%	0.0%	0.0%
ROPES COURSE	0.0%	0.8%	0.0%	0.0%
ROCK CLIMBING GYM	0.0%	0.8%	0.0%	0.0%
ROCK CLIMBING	0.0%	0.8%	0.0%	0.0%
ROADSIDE ATTRACTIONS	0.0%	0.0%	1.4%	0.0%
RIORDAN MANSION	0.0%	0.8%	0.0%	0.0%
RIM TO RIM HIKE	0.0%	0.8%	0.0%	0.0%
REUNION FESTIVITIES	0.0%	0.0%	0.0%	1.2%
RESALE SHOPS	0.0%	0.8%	0.0%	0.0%
RELAX AND ENJOY THE WEATHER	0.0%	0.8%	0.0%	0.0%
RED ROCK COUNTY	1.3%	0.0%	0.0%	0.0%
RED ROCK	0.0%	0.8%	0.0%	0.0%
REAL ESTATE	0.0%	0.0%	0.0%	1.2%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

Other attraction/activity you participated in during your visit to Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
RAFTING ON THE COLORADO R. IN THE G.C.	0.0%	0.8%	0.0%	0.0%
RAFTING COLORADO RIVER	0.0%	0.8%	0.0%	0.0%
RAFTING AND ANTELOPE CANYON	0.0%	0.8%	0.0%	0.0%
POSSIBLE MOVE	0.0%	0.8%	0.0%	0.0%
PIONEER MUSEUM/METEOR CRATER	1.3%	0.0%	0.0%	0.0%
PIONEER MUSEUM SEDONA	1.3%	0.0%	0.0%	0.0%
PINK JEEP	0.0%	0.0%	0.0%	1.2%
PHARMACY AND OTHER ESSENTIAL SHOPPING	0.0%	0.8%	0.0%	0.0%
PETRIFIED FOREST/PAINTED DESERT	0.0%	0.0%	0.0%	1.2%
PETRIFIED FOREST, WUPATKI NAT'L MONUMENT, METEOR CRATER	0.0%	0.0%	1.4%	0.0%
PETRIFIED FOREST, METEOR CRATER	0.0%	0.0%	0.0%	1.2%
PETRIFIED FOREST NAVAJO NATIONAL MONUMENT	0.0%	0.0%	0.0%	1.2%
PETRIFIED FOREST	0.0%	0.0%	1.4%	0.0%
PETIFIED FOREST, SEDONA AREA, GOLFING, MONTEZUMA'S CASTLE AND WELL.	1.3%	0.0%	0.0%	0.0%
PEABODY COAL MINE AT BLACK MESA	0.0%	0.8%	0.0%	0.0%
PAY FOR PARKING KIOSK WERE CONFUSING	0.0%	0.0%	0.0%	1.2%
PASSING THROUGH ON OUR WAY HOME FROM COLORADO	0.0%	0.0%	0.0%	1.2%
PASSING THROUGH - BUT LOVED BLACKBARTS	0.0%	0.8%	0.0%	0.0%
PASSING THROUGH	0.0%	0.8%	0.0%	0.0%
PAINTED DESERT, PETRIFIED FOREST NATIONAL PARK	1.3%	0.0%	0.0%	0.0%
PAINTED DESERT, PET FOREST	0.0%	0.0%	1.4%	0.0%
PAINTED DESERT NATIONAL MONUMENT, PETRIFIED FOREST NATIONAL PARK	0.0%	0.0%	1.4%	0.0%
ORPHEUM	0.0%	0.0%	1.4%	0.0%
ON THE WAY STOPPED AT PREHISTORIC FOREST	1.3%	0.0%	0.0%	0.0%
OATMAN/BURROS!	0.0%	0.8%	0.0%	0.0%
OAK CANYON	0.0%	0.0%	1.4%	0.0%
NORTHLAND POLAR EXPRESS	0.0%	0.0%	0.0%	1.2%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

Other attraction/activity you participated in during your visit to Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
NORTH POLE EXPERIENCE	0.0%	0.0%	0.0%	1.2%
NORTH ARIZONA MUSEUM AWESOME	0.0%	0.0%	0.0%	1.2%
NONE, NOT ENOUGH TIME	0.0%	0.8%	0.0%	0.0%
NAVAJO NATION	1.3%	0.0%	0.0%	0.0%
MOVIES, SHOPPING, BREWERY, BARNES & NOBLE	0.0%	0.8%	0.0%	0.0%
MONTEZUMA MONUMENTS	1.3%	0.0%	0.0%	0.0%
MONTEZUMA CASTLE	1.3%	0.0%	0.0%	0.0%
MONTEZUMA CASTLE NATIONAL MONUMENT, SEDONA, PETRIFIED FOREST	1.3%	0.0%	0.0%	0.0%
METEOR CRATER, SEDONA	0.0%	0.0%	1.4%	0.0%
METEOR CRATER, PETRIFIED FOREST	1.3%	0.0%	0.0%	0.0%
METEOR CRATER / PETRIFIED FOREST	0.0%	0.8%	0.0%	0.0%
MEETING WITH COLLEAGUES TO PLAN RESEARCH	0.0%	0.8%	0.0%	0.0%
MEETING & PICKING UP DAUGHTER AT AMTRAK STATION	0.0%	0.0%	0.0%	1.2%
LOVE BEING HERE IT IS BEAUTIFUL AND FRIENDLY	1.3%	0.0%	0.0%	0.0%
LOTS OF RESTAURANTS	0.0%	0.8%	0.0%	0.0%
LOOKING AROUND	0.0%	0.0%	0.0%	1.2%
LOCKETT MEADOW FALL COLORS	0.0%	0.0%	0.0%	1.2%
LOCAL RESTAURANT AND DOUBLE TREE	1.3%	0.0%	0.0%	0.0%
LOCAL BUSINESSES	0.0%	0.8%	0.0%	0.0%
LOCAL BREWERY	1.3%	0.0%	0.0%	0.0%
LOCAL BREWERIES	0.0%	0.8%	0.0%	0.0%
LOCAL BARS, LIVE MUSIC, ATV SEDONA	0.0%	0.0%	0.0%	1.2%
LITTLE AMERICA HOTEL E RESORT	0.0%	0.8%	0.0%	0.0%
LAVA CAVES	1.3%	0.0%	0.0%	0.0%
LAKE POWELL, ANTELOPE CANYON	0.0%	0.8%	0.0%	0.0%
LA POSADA HOTEL	0.0%	0.8%	0.0%	0.0%
KICKSTAND KAFE	0.0%	0.0%	0.0%	1.2%
KENDRIC PEAK	0.0%	0.8%	0.0%	0.0%
KAIBAB	0.0%	0.0%	1.4%	0.0%
JUST WALKING AROUND TO KILL TIME	0.0%	0.0%	1.4%	0.0%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

Other attraction/activity you participated in during your visit to Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
JUST PASSING THROUGH	0.0%	0.0%	0.0%	1.2%
JUST HANGING OUT; WILL RETURN TO EXPLORE MORE	0.0%	0.0%	1.4%	0.0%
JUST GETTING AWAY FROM THE HEAT!	0.0%	0.8%	0.0%	0.0%
JUST ENJOY FLAGSTAFF	0.0%	0.8%	0.0%	0.0%
JUST EN-ROUTE TO MADISON, IN	0.0%	0.8%	0.0%	0.0%
JUST CRUZING AROUND	0.0%	0.0%	1.4%	0.0%
JEEP TRAILS	0.0%	0.0%	0.0%	1.2%
INTERVIEW/POSSIBLE RELOCATION INFO	0.0%	0.0%	0.0%	1.2%
I WOULD LIKE TO SEE ALL	0.0%	0.8%	0.0%	0.0%
I DONT KNOW YET	0.0%	0.0%	0.0%	1.2%
HOUSE IS BEING FIXED	0.0%	0.0%	0.0%	1.2%
HORSE CAMPING / TRAILS	0.0%	0.8%	0.0%	0.0%
HOPI LAND, WINSLOW, PETRIFIED FOREST, SEDONA	0.0%	0.0%	0.0%	1.2%
HOCKEY TOURNAMENT	1.3%	0.0%	0.0%	0.0%
HISTORY OF FLAGSTAFF	0.0%	0.8%	0.0%	0.0%
HISTORIC TOWN WALK	0.0%	0.8%	0.0%	0.0%
HIKING	1.3%	0.0%	0.0%	0.0%
HELICOPTER TOUR	0.0%	0.8%	0.0%	0.0%
HAVE DONE ALL THESE PREVIOUSLY	0.0%	0.0%	1.4%	0.0%
HAVASUPAI GUIDED TOUR VIA WILDLAND TREKKING CO.	0.0%	0.0%	0.0%	1.2%
HARKINS THEATER, HUMPHREY'S PEAK	0.0%	0.0%	1.4%	0.0%
GREAT RESTAURANTS & SHOPPING	0.0%	0.8%	0.0%	0.0%
GRANDKIDS	1.3%	0.0%	0.0%	0.0%
GRAND CANYON	0.0%	0.8%	0.0%	0.0%
GOING TO HOPI FROM HERE	0.0%	0.8%	0.0%	0.0%
GOING TO HOPI AND ZUNI FROM HERE	0.0%	0.8%	0.0%	0.0%
GO KARTS	0.0%	0.8%	0.0%	0.0%
GO KARTING, LAZER TAG	0.0%	0.8%	0.0%	0.0%
GLEN CANYON AND DAM	0.0%	0.8%	0.0%	0.0%
GLEN CANYON	0.0%	0.0%	1.4%	0.0%
GET AWAY	0.0%	0.0%	0.0%	1.2%
GEOLOGIC FIELD TRIP	0.0%	0.8%	0.0%	0.0%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

Other attraction/activity you participated in during your visit to Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
FOOTBALL GAME	0.0%	0.0%	0.0%	1.2%
FOOD/DRINK	0.0%	0.0%	1.4%	0.0%
FOOD / OUTDOOR STORE	0.0%	0.8%	0.0%	0.0%
FOLK FESTIVAL, HOPI FESTIVAL	0.0%	0.0%	1.4%	0.0%
FLAGSTAFF ADVENTURE COURSE	1.3%	0.0%	0.0%	0.0%
FEAST,CONFERENCE	0.0%	0.0%	0.0%	1.2%
FAMILY IN PHOENIX	1.3%	0.0%	0.0%	0.0%
FAMILY AND FRIEND TIME	0.0%	0.0%	0.0%	1.2%
FALL COLOR, HART PRAIRE ROAD	0.0%	0.0%	0.0%	1.2%
EXTREME ADVENTURE	0.0%	0.0%	0.0%	1.2%
EXPRESS	0.0%	0.0%	0.0%	1.2%
ESCAPE SPACE	1.3%	0.0%	0.0%	0.0%
ELDEN, PUEBLO HAUNTED TOUR	0.0%	0.8%	0.0%	0.0%
DROVE INTO SEDONA	1.3%	0.0%	0.0%	0.0%
DRIVING THRU	0.0%	0.8%	0.0%	0.0%
DRIVING SCENIC AREAS	0.0%	0.8%	0.0%	0.0%
DINNER AT TRAIN LOCATION	0.0%	0.0%	1.4%	0.0%
DINING OUT	1.3%	0.0%	0.0%	0.0%
DAYTRIPS - ONE TO PETRIFIED FOREST	0.0%	0.8%	0.0%	0.0%
CRUZING	1.3%	0.0%	0.0%	0.0%
COCONINO NATIONAL FOREST	0.0%	0.0%	0.0%	1.2%
COALMINE CANYON, NAVAJO	0.0%	0.0%	1.4%	0.0%
COALMINE CANYON	1.3%	0.0%	0.0%	0.0%
CHURCH VISITS AT FLAGSTAFF SDA	0.0%	0.0%	1.4%	0.0%
CHURCH VISITS	1.3%	0.0%	0.0%	0.0%
CHECKING NEIGHBORHOODS	0.0%	0.8%	0.0%	0.0%
CHACO CANYON-CANYON DE CHELLEY, HOPI AND NAVAJO RESERVATIONS AND CULTURE	0.0%	0.8%	0.0%	0.0%
CELEBRATE ANNIVERSARY	0.0%	0.0%	1.4%	0.0%
CANYON DINE TO SEDONA AND BACK, COALMINE CANYON	1.3%	0.0%	0.0%	0.0%
CANYON DE CHELLEY AND HOPI	1.3%	0.0%	0.0%	0.0%
CAME UP FOR ANNIVERSARY	0.0%	0.8%	0.0%	0.0%
BUSINESS CONFERENCE	1.3%	0.0%	0.0%	0.0%
BUSINESS	0.0%	0.8%	0.0%	0.0%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

Other attraction/activity you participated in during your visit to Flagstaff?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
BRIDAL SHOWER	1.3%	0.0%	0.0%	0.0%
BICENTENNIAL MOON TREE	0.0%	0.8%	0.0%	0.0%
BETTER TOUR BUS PARKING DOWN TOWN	0.0%	0.8%	0.0%	0.0%
BEER	0.0%	0.0%	0.0%	1.2%
BEAVER STREET BREWERY RAIL TRAFFIC	1.3%	0.0%	0.0%	0.0%
BEARIZONA, ICE SKATING RINK	0.0%	0.0%	0.0%	1.2%
BEAR JAW HIKE	0.0%	0.0%	0.0%	1.2%
BASE FROM WHICH TO HIKE AND EXPLORE SEDONA	0.0%	0.0%	0.0%	1.2%
BARINGER CRATER	0.0%	0.8%	0.0%	0.0%
BARENATION	0.0%	0.8%	0.0%	0.0%
ATTENDING THE 2017 OME SUMMIT CONFERENCE	0.0%	0.0%	0.0%	1.2%
ATE AT BRIX	1.3%	0.0%	0.0%	0.0%
ARIZONA TRAIL FROM MEX TO UTAH	0.0%	0.8%	0.0%	0.0%
ANTIQUÉ STORES	0.0%	0.0%	1.4%	0.0%
ANTIQUÉ SHOPS	0.0%	0.8%	0.0%	0.0%
ANTELOPE CANYON/HORSE SHOE BEND	0.0%	0.8%	0.0%	0.0%
ANTELOPE CANYON, HORSESHOE BEND	0.0%	0.8%	0.0%	0.0%
ANTELOPE CANYON, ARCHES, CANYON LANDS, ZION, BRYCE, GRAND CANYON, OAK CREEK CANYON	0.0%	0.0%	1.4%	0.0%
ANTELOPE CANYON / LAKE POWELL	0.0%	0.8%	0.0%	0.0%
ANTELOPE CANYON	0.0%	0.8%	0.0%	0.0%
ANASAZI AND OTHER HISTORIC SITES	0.0%	0.0%	0.0%	1.2%
ANASAGY DWELLINGS	0.0%	0.0%	1.4%	0.0%
AMTRAK STATION TO WATCH TRAINS	0.0%	0.0%	1.4%	0.0%
AA MTGS	0.0%	0.8%	0.0%	0.0%
A REST FROM THE CACTUS	0.0%	0.8%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
What gender do you identify with?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
Male	57.1%	57.2%	60.0%	58.8%
Female	42.9%	42.8%	40.0%	41.2%
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
Age ranges of Flagstaff visitors

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
20 and under	14.4%	9.2%	9.1%	5.3%
21 - 25 years	5.0%	3.6%	4.5%	8.0%
26 - 30 years	7.2%	7.7%	5.8%	13.5%
31 - 35 years	9.2%	7.7%	6.4%	11.0%
36 - 40 years	5.9%	6.0%	7.9%	10.5%
41 - 45 years	4.8%	6.8%	6.2%	10.3%
46 - 50 years	7.2%	6.3%	6.0%	8.7%
51 - 55 years	7.4%	8.8%	11.6%	8.7%
56 - 60 years	8.3%	7.9%	8.5%	5.7%
61 - 65 years	10.2%	9.3%	10.1%	5.7%
66 - 70 years	10.2%	12.3%	9.7%	6.6%
71 - 75 years	5.7%	8.2%	8.3%	3.2%
76 years and older	4.6%	6.0%	6.0%	2.7%
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
Average age of Flagstaff visitors

		Age in years
Winter (January - March)	Mean	46.1
	Median	48.0
Spring (April - June)	Mean	49.5
	Median	53.0
Summer (July - September)	Mean	49.3
	Median	52.0
Fall (October - December)	Mean	43.2
	Median	42.0

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
Average age of Flagstaff visitors

	Mean	Median
Winter (January - March)	46.1	48.0
Spring (April - June)	49.5	53.0
Summer (July - September)	49.3	52.0
Fall (October - December)	43.2	42.0

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
Average age of Flagstaff visitors by month visited

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
January 2018	46.6	.	.	.
February 2018	46.6	.	.	.
March 2018	45.3	.	.	.
April 2018	.	53.1	.	.
May 2018	.	47.3	.	.
June 2018	.	47.8	.	.
July 2018	.	.	47.4	.
August 2018	.	.	51.4	.
September 2017	.	.	49.9	.
October 2017	.	.	.	46.1
November 2017	.	.	.	41.7
December 2017	.	.	.	41.0
Total	46.1	49.5	49.3	43.2

Flagstaff CVB Visitor Study 2017-2018
Seasonal Comparison
How many people including yourself are in your party?

		Women	Men	Children
Winter (January - March)	Mean	1.7	1.5	5.8
	Median	1.0	1.0	2.0
	Maximum	10.0	10.0	49.0
	Valid N	409	401	147
Spring (April - June)	Mean	1.6	1.6	3.4
	Median	1.0	1.0	2.0
	Maximum	10.0	11.0	32.0
	Valid N	637	608	168
Summer (July - September)	Mean	1.8	1.6	3.6
	Median	1.0	1.0	2.0
	Maximum	10.0	10.0	49.0
	Valid N	446	411	143
Fall (October - December)	Mean	1.9	1.6	2.6
	Median	1.0	1.0	2.0
	Maximum	10.0	9.0	10.0
	Valid N	403	375	171

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

Who is traveling with you on this trip?

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
Family only	54.2%	54.5%	56.7%	54.8%
Family and Friends	20.4%	19.7%	20.0%	19.4%
Friends Only	14.3%	11.9%	10.8%	11.4%
Nobody, traveling alone	6.9%	8.3%	7.6%	9.5%
Organized Group	3.6%	2.6%	2.9%	2.4%
Business Associates	0.6%	3.0%	2.0%	2.6%
Total	100.0%	100.0%	100.0%	100.0%

Flagstaff CVB Visitor Study 2017-2018

Seasonal Comparison

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

	Winter (January - March)	Spring (April - June)	Summer (July - September)	Fall (October - December)
	%	%	%	%
Less than \$40,999	21.1%	17.7%	17.5%	16.5%
\$50,000 to \$74,999	18.5%	20.9%	21.7%	24.4%
\$75,000 to \$99,999	19.4%	16.6%	18.4%	20.0%
\$100,000 to \$124,999	13.3%	15.3%	17.3%	14.4%
\$125,000 to \$149,999	6.9%	8.0%	6.6%	7.9%
\$150,000 to \$174,999	8.3%	6.2%	8.0%	3.2%
\$175,000 to \$199,999	2.4%	4.8%	3.3%	3.5%
\$200,000 or higher	10.2%	10.7%	7.3%	10.2%
Total	100.0%	100.0%	100.0%	100.0%

Appendix D: If Flagstaff is not your primary destination what is the primary destination of your trip?

	Count	Percent (%)
GRAND CANYON NATIONAL PARK	180	16.1%
SEDONA	92	8.2%
PHOENIX	80	7.2%
GRAND CANYON	76	6.8%
SCOTTSDALE	23	2.1%
LOS ANGELES, CA	17	1.5%
CALIFORNIA	16	1.4%
TUCSON	13	1.2%
PAGE	13	1.2%
LAS VEGAS, NV	13	1.2%
MESA	9	0.8%
ROUTE 66	8	0.7%
ROUND TRIP	7	0.6%
NEW MEXICO	7	0.6%
LOS ANGELES	7	0.6%
LAS VEGAS	7	0.6%
SEDONA, GRAND CANYON NATIONAL PARK	6	0.5%
SAN DIEGO, CA	6	0.5%
NATIONAL PARKS	6	0.5%
ARIZONA	6	0.5%
WILLIAMS	5	0.4%
THE GRAND CANYON	5	0.4%
SAN FRANCISCO, CA	5	0.4%
CAVE CREEK	5	0.4%
ALBUQUERQUE, NM	5	0.4%
SOUTHWESTERN ROAD TRIP	4	0.4%
SANTA FE, NM	4	0.4%
ROAD TRIP	4	0.4%
MUNDS PARK	4	0.4%
HAVASUPAI	4	0.4%
EVERYWHERE	4	0.4%
ALL OVER ARIZONA	4	0.4%
WILLIAMS, GRAND CANYON NATIONAL PARK	3	0.3%
UTAH	3	0.3%
SAN DIEGO	3	0.3%
SALT LAKE CITY, UT	3	0.3%

	Count	Percent (%)
ROAD SCHOLAR TRIP	3	0.3%
PEORIA	3	0.3%
NORTH POLE EXPRESS, FLAGSTAFF	3	0.3%
NM	3	0.3%
MARBLE CANYON	3	0.3%
FLORIDA	3	0.3%
DALLAS, TX	3	0.3%
COTTONWOOD	3	0.3%
ALL OVER	3	0.3%
ZION NATIONAL PARK	2	0.2%
YAVAPAI	2	0.2%
WHOLE OF ARIZONA	2	0.2%
WE ARE TRAVELING THE COUNTRY	2	0.2%
VACATION	2	0.2%
UNKNOWN	2	0.2%
TUCSON	2	0.2%
TRAVEL	2	0.2%
SURPRISE	2	0.2%
SPRING TRAINING	2	0.2%
SOUTH RIM	2	0.2%
SEDONA, GRAND CANYON, PHOENIX	2	0.2%
SEDONA, FLAGSTAFF	2	0.2%
SAN FRANCISCO	2	0.2%
RT 66 ROAD TRIP	2	0.2%
ROADTRIP	2	0.2%
ROAD TRIP TO WEST USA	2	0.2%
ROAD TRIP THROUGH AZ AND NM	2	0.2%
PRESCOTT	2	0.2%
PAGE, AZ	2	0.2%
PAGE, ARIZONA	2	0.2%
PAGE AND ZION AND SEDONA	2	0.2%
OREGON	2	0.2%
OKLAHOMA	2	0.2%
NORTHERN ARIZONA AND UTAH	2	0.2%
NORTHERN ARIZONA	2	0.2%
MOAB	2	0.2%
LEXINGTON, KY	2	0.2%
LAKE POWELL	2	0.2%

	Count	Percent (%)
LA	2	0.2%
KNOXVILLE, TN	2	0.2%
HOUSTON, TX	2	0.2%
HOME	2	0.2%
HOLBROOK AND SUN CITY	2	0.2%
GREEN VALLEY	2	0.2%
GRAND CANYON, PAGE, MONUMENT VALLEY	2	0.2%
GRAND CANYON VILLAGE	2	0.2%
GRAND CANYON NATIONAL PARK AND SEDONA	2	0.2%
GALLUP, NM	2	0.2%
EAST COAST	2	0.2%
DEL RIO TEXAS	2	0.2%
COLORADO	2	0.2%
CHICAGO	2	0.2%
CAMP OUT	2	0.2%
CA	2	0.2%
BRYCE CANYON NATIONAL PARK	2	0.2%
AZ SNOWBOWL	2	0.2%
ARIZONA/CALIFORNIA	2	0.2%
ARIZONA AND NEW MEXICO	2	0.2%
ANTELOPE CANYON	2	0.2%
ALL OVER AZ	2	0.2%
ALL AROUND ARIZONA	2	0.2%
ALBUQUERQUE	2	0.2%
ZION, BRYCE NATIONAL PARKS	1	0.1%
ZION NATIONAL PARK AND GRAND CANYON	1	0.1%
ZION / BRYCE CANYON	1	0.1%
YUMA, AZ	1	0.1%
YUCCA VALLEY, CA	1	0.1%
YOSEMITE NATIONAL PARK	1	0.1%
YOSEMITE AND GRAND CANYON	1	0.1%
YES AND NO - WE ARE DOING A MULTICITY ROADTRIP	1	0.1%
YES	1	0.1%
WORK RETREAT	1	0.1%
WORK	1	0.1%
WISCONSIN	1	0.1%
WINSLOW, GRAND CANYON	1	0.1%
WINSLOW- LA POSADA HOPI	1	0.1%

	Count	Percent (%)
WINSLOW	1	0.1%
WILLIAMS, AZ	1	0.1%
WILLIAMS, ARIZONA	1	0.1%
WILLIAMS FOR GRAND CANYON RAILWAY	1	0.1%
WICHITA	1	0.1%
WHOLE US	1	0.1%
WHOLE NORTH WEST MEXICO-YUKEN	1	0.1%
WHITE MOUNTAINS/PINETOP	1	0.1%
WESTERN USA (3 MONTH TRIP)	1	0.1%
WE'VE BEEN ON A ROAD TRIP FROM CA, AZ, UTAH, COLORADO, NEW MEXICO, AZ THEN HOME TO CA	1	0.1%
WE'RE DOING A LONG OUT WEST ROADTRIP	1	0.1%
WE LIVE HERE	1	0.1%
WE HAD NO DESTINATION. STARTED OFF IN TUSCON & DROVE TO PHOENIX, MESA, VERDE VALLEY, SEDONA, JEROME	1	0.1%
WE ARE VISITNG ALL US FROM N TO S	1	0.1%
WE ARE TRAVELING ALONG EAST COST OF USA, THEN SOUTH AND DRIVING NORTH AGAIN TO FOLLOW BIG PARKS	1	0.1%
WE ARE HOMELESS	1	0.1%
WASHINGTON, MO	1	0.1%
WASHINGTON, DC.	1	0.1%
WASHINGTON DC	1	0.1%
WANDERING. CHICAGO TO SEATTLE ROAD TRIP	1	0.1%
VISITING RELATIVES	1	0.1%
VISITING NATIONAL PARKS AND MUSEUMS	1	0.1%
VISIT NAU	1	0.1%
VISIT GRAND CANYON / SEDONA & FLAGSTAFF	1	0.1%
VISIT BROTHER IN FLAGSTAFF HOSPITAL	1	0.1%
VILLAGE OF OAK CREEK	1	0.1%
VARIOUS	1	0.1%
VACATION. VISITING NATIONAL PARKS IN WEST U.S.A.	1	0.1%
UTAH'S SOUTHERN NATIONAL PARKS	1	0.1%
UTAH AND AZ / FROM LA TO LA	1	0.1%
USA	1	0.1%
TWINSBURG, OHIO	1	0.1%
TUCSON	1	0.1%
TULSA, OK	1	0.1%
TUCSON, DENVER, SALT LAKE CITY, KANSAS	1	0.1%

	Count	Percent (%)
TUCSON, AZ	1	0.1%
TUBA CITY	1	0.1%
TRAVELING THROUGH	1	0.1%
TRAVELING THE STATES	1	0.1%
TRAVELING AROUND THE COUNTRY	1	0.1%
TRAVELING	1	0.1%
TRAVEL ROUTE 66	1	0.1%
TRAVEL CHICAGO/ARIZONA/CALIFORNIA	1	0.1%
TRAVEL - STAY 3 DAYS	1	0.1%
TOURING THE SOUTHWEST	1	0.1%
TOURING AZ	1	0.1%
TOURING - NAT. MONUMENT SITES	1	0.1%
TOUR OF PARK	1	0.1%
TOUR OF NATIONAL PARKS	1	0.1%
TOUR OF ARIZONA	1	0.1%
TOPEKA, KS	1	0.1%
TO SEE MY DAD	1	0.1%
THE WHOLE USA	1	0.1%
THE GRAND CANYON	1	0.1%
TEXAS / LAS VEGAS	1	0.1%
TEXAS	1	0.1%
TEMPE, AZ	1	0.1%
TEMPE	1	0.1%
TELLURIDE BLUEGRASS FESTIVAL- DETOURED TO FLAG ON WAY HOME TO TUCSON	1	0.1%
TAOS, NM	1	0.1%
TAKING TRAIN AMTRACK AROUND USA	1	0.1%
SURPRISE, AZ	1	0.1%
SUN VALLEY	1	0.1%
SUN CITY AND GRAND CANYON	1	0.1%
SUMMER IN ARIZONA	1	0.1%
STRAWBERRY, AZ	1	0.1%
STOP BEFORE OR AFTER VISITS TO GRANDCHILDREN IN DURANGO AND TELLURIDE	1	0.1%
ST. JOHNS	1	0.1%
ST GEORGE, UT	1	0.1%
ST GEORGE AND OREGON	1	0.1%
SOUTHERN UTAH / 4 CORNERS	1	0.1%

	Count	Percent (%)
SOUTHEAST	1	0.1%
SORTA	1	0.1%
SONOMA, CA	1	0.1%
SOMEWHERE WARM	1	0.1%
SNOWBOWL	1	0.1%
SEVERAL VACATION DESTINATIONS IN NM AND AZ	1	0.1%
SEVERAL	1	0.1%
SEDONA, SCOTTSDALE, GRAND CANYON	1	0.1%
SEDONA, GRAND CANYON, BRYCE AND ZION CANYON	1	0.1%
SEDONA, AZ	1	0.1%
SEDONA, ARIZONA	1	0.1%
SEDONA RED ROCK COUNTRY	1	0.1%
SEDONA AND FLAGSTAFF	1	0.1%
SEDONA / GRAND CANYON	1	0.1%
SEATTLE, WA	1	0.1%
SEASONAL EMPLOYMENT AT THE GRAND CANYON NATIONAL PARK	1	0.1%
SEASONAL EMPLOYMENT	1	0.1%
SCOUT CAMP	1	0.1%
SCOTTSDALE /CAVECREEK	1	0.1%
SANTE FE, NM	1	0.1%
SANTA MONICA, CA	1	0.1%
SAN FRANCISCO, SEDONA	1	0.1%
SAN DIEGO / BUT ON WAY HOME	1	0.1%
SAN ANTONIO, TX	1	0.1%
ROUTE 66 TRAVELING	1	0.1%
ROUTE 66 TO SANTA MONICA	1	0.1%
ROUTE 66 TO LOS ANGELES	1	0.1%
ROUTE 66 CALIFORNIA	1	0.1%
ROUTE 66 / GRAND CANYON	1	0.1%
ROUNDTRIP USA	1	0.1%
ROUNDTRIP AMERICA	1	0.1%
ROUNDTRIP	1	0.1%
ROUND TRIP/ NATIONAL PARKS	1	0.1%
ROUND TRIP, GRAND CANYON NATIONAL PARK	1	0.1%
ROUND TRIP U.S.	1	0.1%
ROUND TRIP TO LOS ANGELES	1	0.1%
ROUND TRIP EAST COAST WEST COAST AND BACK	1	0.1%

	Count	Percent (%)
ROSWELL, NM	1	0.1%
ROCKY MOUNTAINS	1	0.1%
ROADTRIP TO ARIZONA, N.M, AND UTAH	1	0.1%
ROADTRIP - ROUT 66	1	0.1%
ROAD TRIP, ARIZONA, N.M., CO., UTAH	1	0.1%
ROAD TRIP TO AZ NM GRAND CANYON NATIONAL PARK	1	0.1%
ROAD TRIP ACROSS WEST	1	0.1%
ROAD TRIP ACROSS THE US	1	0.1%
RIVER	1	0.1%
RENO, NV	1	0.1%
REDLANDS. CA	1	0.1%
REDLANDS, CA	1	0.1%
RED CANYON VC (OUTSIDE BRYCE) IN UTAH	1	0.1%
RECREATION	1	0.1%
RALEIGH,NC	1	0.1%
RAFTING IN THE GC	1	0.1%
PRESCOTT AND GRAND CANYON	1	0.1%
PORTLAND, OR - CARLSBAD, NM - LAUGHLIN, NV - SAN LUIS OSBISBO, CA - PORTLAND, OR	1	0.1%
PINE RIDGE, FL	1	0.1%
PIMA	1	0.1%
PHX	1	0.1%
PHOENIX/TUCSON	1	0.1%
PHOENIX/GRAND CANYON	1	0.1%
PHOENIX, AND GRAND CANYON	1	0.1%
PHOENIX TO VISIT FAMILY	1	0.1%
PHOENIX THEN SYRACUSE	1	0.1%
PASSING THROUGH- BUSINESS TRIP	1	0.1%
PART OF TRIP TO SOUTHEAST	1	0.1%
PART OF THE TRIP	1	0.1%
PARKS	1	0.1%
PARKER	1	0.1%
PALMDALE, CA	1	0.1%
PALM DESERT, CA	1	0.1%
PAGE AND BRYCE AND ZION	1	0.1%
OVERALL PHOENIX AREA	1	0.1%
OREGON COAST	1	0.1%
ONTARIO, CA	1	0.1%

	Count	Percent (%)
ONE OF OUR PRIMARY	1	0.1%
NUNAVIK	1	0.1%
NORTHERN ARIZONA REGION (NATIVE CULTURE)	1	0.1%
NORTHERN ARIZONA GENERALLY AND GRAND CANYON	1	0.1%
NO PRIMARY, TRAVELING ALL AROUND THE STATE	1	0.1%
NEWPORT BEACH, CA	1	0.1%
NEW YORK	1	0.1%
NEEDLES CA (CAMP)	1	0.1%
NAVAJO AND HOPI LAND	1	0.1%
NAU	1	0.1%
NATIONAL PARKS OF UTAH AND ARIZONA	1	0.1%
NATIONAL FOREST	1	0.1%
NAT. PARKS	1	0.1%
N.RIM GRAND CANYON	1	0.1%
MULTIPLE DESTINATIONS	1	0.1%
MULTI-CITY TRIP	1	0.1%
MONUMENT VALLEY, GRAND CANYON	1	0.1%
MONUMENT VALLEY TRIBAL PARK	1	0.1%
MONUMENT VALLEY	1	0.1%
MONTEREY, CA	1	0.1%
MIDDLE POINT OF GRAND CANYON	1	0.1%
MIAMI, FL	1	0.1%
MIAMI CRUISE	1	0.1%
MESA VERDE FROM LAS VEGAS	1	0.1%
MESA AZ	1	0.1%
MANY, NO ONE IN PARTICULAR	1	0.1%
MAMMOTH LAKES, SAN FRANCISCO, CA	1	0.1%
MAMMOTH LAKES, SAN FRANCISCO	1	0.1%
MADRID, N.M.	1	0.1%
MADISON, IN	1	0.1%
LUKE AIR FORCE BASE	1	0.1%
LUBBOCK, TX	1	0.1%
LOS ANGELES (ROAD TRIP LA TO LA)	1	0.1%
LIVE HERE	1	0.1%
LAUGHLIN, NV	1	0.1%
LAS VEGAS, SEDONA, PHOENIX	1	0.1%
LAS VEGAS, GRAND CANYON NATIONAL PARK	1	0.1%
LAS VEGAS THEN LOS ANGELES	1	0.1%

	Count	Percent (%)
LAND I BOUGHT SW OF ASH FORK	1	0.1%
LAKEWOOD, CA	1	0.1%
LAKE HAVASU	1	0.1%
LAGUNA CA	1	0.1%
LA PASADA	1	0.1%
L.A.	1	0.1%
KINGMAN, AR (FRIENDS)	1	0.1%
KINGMAN AND PHOENIX	1	0.1%
KINGMAN	1	0.1%
KANSAS, UTAH, THEN HOME	1	0.1%
JUST RIDING	1	0.1%
JEROME	1	0.1%
JACKSONHOLE, WYO.	1	0.1%
INNINGS FESTIVAL, TEMPE	1	0.1%
INDIAN WELLS, CA	1	0.1%
ILLINOIS	1	0.1%
I LIVE HERE	1	0.1%
HURRICANE MOAB FRUITA FLAGSTAFF	1	0.1%
HOPI	1	0.1%
HOME, BRECKENRIDGE, CO	1	0.1%
HOME S.C.	1	0.1%
HOME IN MA - CROSS COUNTRY ROAD TRIP	1	0.1%
HOME BASE FOR SEDONA, GRAND CANYON, AND WINSLOW	1	0.1%
HILLS/MOUNTAINS	1	0.1%
HEADING HOME TO CA FROM OK (SCHOOL OUT)	1	0.1%
HAWAII / LAS VEGAS	1	0.1%
HAVASU FALLS	1	0.1%
HAVASU FALLS	1	0.1%
GRAND TOUR OF WESTERN US	1	0.1%
GRAND CIRCLE	1	0.1%
GRAND CANYON/BRYCE/ZION/LAKE POWELL	1	0.1%
GRAND CANYON, SEDONA, ETC	1	0.1%
GRAND CANYON, SEDONA, BRYCE NP, ZION NP	1	0.1%
GRAND CANYON, ROUTE 66	1	0.1%
GRAND CANYON, PETRIFIED FOREST	1	0.1%
GRAND CANYON, PAINTED DESERT	1	0.1%
GRAND CANYON, MESA VERDE, SAN FRANCISCO	1	0.1%
GRAND CANYON, LAS VEGAS, SAN FRANCISCO	1	0.1%

	Count	Percent (%)
GRAND CANYON UNIVERSITY	1	0.1%
GRAND CANYON NATIONAL PARK/PETRIFIED FOREST	1	0.1%
GRAND CANYON NATIONAL PARK/LAS VEGAS	1	0.1%
GRAND CANYON NATIONAL PARK, SEDONA, FLAGSTAFF	1	0.1%
GRAND CANYON NATIONAL PARK, PETRIFIED FOREST, METEOR CRATER	1	0.1%
GRAND CANYON NATIONAL PARK, PAGE	1	0.1%
GRAND CANYON NATIONAL PARK AND METEORITE CRATER	1	0.1%
GRAND CANYON NATIONAL PARK AND ANTELOPE CANYON AND LAKE POWELL	1	0.1%
GRAND CANYON NATIONAL PARK AND ANTELOPE CANYON	1	0.1%
GRAND CANYON AND SEDONA	1	0.1%
GRAND CANYON AND NATIONAL PARKS / MONUMENTS	1	0.1%
GRAND CANYON AND CA NATIONAL PARKS	1	0.1%
GRAND CANYON AND ANTELOPE CANYON	1	0.1%
GRAND CANYON / ZION NATIONAL PARK	1	0.1%
GRAND CANYON / SEDONA	1	0.1%
GRAND CANYON , ARIZONA	1	0.1%
GRAND CANYON - ROAD TRIP ALL OVER	1	0.1%
GRAND CANYON - DOING AN ARIZONA ROAD TRIP	1	0.1%
GLENDALE, ARIZONA	1	0.1%
GILBERT, AZ	1	0.1%
GEORGIA	1	0.1%
GENERAL TOUR OF AZ	1	0.1%
GENERAL ROAD TRIP	1	0.1%
GC / FLAG / SEDONA / LA / SAN ANTONIO / NEW ORLEANS	1	0.1%
G CANYON	1	0.1%
FOLLOWING ROUTE 66 -- CHICAGO TO LA, CALIFORNIA	1	0.1%
FLAGSTAFF, SEDONA, PHOENIX	1	0.1%
FLAGSTAFF, MESA, SUN CITY, TUCSON, PHOENIX	1	0.1%
FLAGSTAFF, GRAND CANYON, SEDONA	1	0.1%
FLAGSTAFF, AZ	1	0.1%
FLAGSTAFF IS OUR CENTER SPOT - VISITING ALL AROUND IT	1	0.1%
FLAGSTAFF EXTREME	1	0.1%
FLAGSTAFF AND GRAND CANYON	1	0.1%
FLAGSTAFF - GRAND CANYON	1	0.1%
FIESTA BOWL, GLENDALE	1	0.1%
FIELD TRIP	1	0.1%

	Count	Percent (%)
ENTIRE SOUTHWEST- VISITED FLAGSTAFF FOR GRAND CANYON NATIONAL PARK	1	0.1%
EASTBOUND	1	0.1%
DURANGO, CO	1	0.1%
DRIVING ACROSS US FROM CA TO DC	1	0.1%
DON'T HAVE ONE	1	0.1%
DOG TOWN LAKE	1	0.1%
DESERT SOUTHWEST TOUR	1	0.1%
DENVER, CO.	1	0.1%
DENVER	1	0.1%
DAUGHTER IN LAS VEGAS, FLAGSTAFF, SEDONA, PHOENIX, TUCSON	1	0.1%
DALLAS	1	0.1%
CULVER CITY, CA	1	0.1%
CROSS COUNTRY TRIP	1	0.1%
CROSS COUNTRY ROAD TRIP	1	0.1%
CORVALLIS, OR	1	0.1%
COLORADO SPRINGS	1	0.1%
COLORADO RIVER THROUGH GRAND CANYON AND SPRINGS	1	0.1%
COLORADO PLATEAU JOURNEY	1	0.1%
COLLEGE GRADUATIONS	1	0.1%
COAST TO COAST ROAD TRIP - CHICAGO!	1	0.1%
CO, AZ, CA	1	0.1%
CIRCUMNAVIGATION OF WESTERN STATES FROM SACRAMENTO CA	1	0.1%
CHURCH	1	0.1%
CHICAGO TO SANTA MONICA ROUTE 66	1	0.1%
CHICAGO TO LOS ANGELES (ROUTE 66)	1	0.1%
CHECKING OUT FLAGSTAFF AND PRESCOTT	1	0.1%
CHANDLER	1	0.1%
CANYON DE CHELLY NATIONAL MONUMENT	1	0.1%
CALIFORNIA, NEVADA, UTAH, ARIZONA	1	0.1%
CALIFORNIA TOURING	1	0.1%
CALIFORNIA COAST	1	0.1%
BOTH SEDONA AND FLAGSTAFF	1	0.1%
BIG US ROAD TRIP (3 MONTHS)	1	0.1%
BICYCLING UTAH	1	0.1%
AZ NATIONAL PARKS	1	0.1%

	Count	Percent (%)
AZ IN GENERAL	1	0.1%
AZ	1	0.1%
AUSTIN, TX	1	0.1%
ATLANTIC OCEAN	1	0.1%
ARKANSAS	1	0.1%
ARIZONA/UTAH	1	0.1%
ARIZONA WINTER	1	0.1%
ARIZONA TRAVEL	1	0.1%
ARIZONA TRAIL THRU - HIKER	1	0.1%
ARIZONA GENERAL	1	0.1%
APACHE JUNCTION	1	0.1%
AMERICA ROAD TRIP	1	0.1%
ALONG W/ GRAND CANYON	1	0.1%
ALL OF ROUTE 66 (TO LA)	1	0.1%
ALL OF ROUTE 66	1	0.1%
ALL OF ARIZONA	1	0.1%
ALBUQUERQUE, CHEYENNE, SPOKANE	1	0.1%
ALBUQUERQUE NM	1	0.1%
ADVENTURE COURSE	1	0.1%
5 STATES: NM, TX, TN, AK, NN	1	0.1%
Total	1,116	100.0%

Appendix E: Business sector/meeting name

	Count	Percent (%)
SCHOOL TRIP	9	3.7%
LOWELL OBSERVATORY	7	2.9%
WL GORE	5	2.1%
WEDDING	4	1.7%
GRADUATION	4	1.7%
FIELD TRIP	4	1.7%
ROUTE 66	3	1.2%
NAU VISIT	3	1.2%
NAU GRADUATION	3	1.2%
GSA CONFERENCE	3	1.2%
GSA	3	1.2%
CALIFORNIA	3	1.2%
WORK	2	0.8%
VISIT LOWELL OBSERVATORY	2	0.8%
SALES	2	0.8%
RT 66	2	0.8%
RELOCATION	2	0.8%
INTERVIEW	2	0.8%
HONEYMOON	2	0.8%
GSA CORDILLERAN	2	0.8%
GOVERNMENT	2	0.8%
GEOSCIENCE	2	0.8%
GEOLOGY CONFERENCE	2	0.8%
GEOLOGICAL SOCIETY	2	0.8%
EXTREME ADVENTURE	2	0.8%
EDUCATION	2	0.8%
CONSTRUCTION	2	0.8%
CLASS TRIP	2	0.8%
CHURCH	2	0.8%
BEARIZONA	2	0.8%
ASU MASTER CJ DEGREE	2	0.8%
ZIP LINING	1	0.4%
ZIP LINE	1	0.4%
WORK DOE	1	0.4%
WORK (OTHER)	1	0.4%
WINTERFEST INVITATIONAL (GYMNASTICS)	1	0.4%
WILDLAND WORKER	1	0.4%

	Count	Percent (%)
WILDLAND TREKKING TRIP	1	0.4%
WEDDING OF FRIENDS	1	0.4%
WATCHING TRAINS	1	0.4%
WANT TO MOVE THIS WAY	1	0.4%
VISITING SON	1	0.4%
VISITING SISTER AND HUSBAND	1	0.4%
VISITING NAU	1	0.4%
VISITING GRANDKIDS	1	0.4%
VISITING DAUGHTER AT NAU	1	0.4%
VISIT UNIVERSITY	1	0.4%
VISIT SON / NAU STUDENT	1	0.4%
VISIT FRIEND	1	0.4%
VISIT FAMILY	1	0.4%
VISIT DAUGHTER	1	0.4%
VISIT CHILDHOOD FRIEND	1	0.4%
VALENTINES DAY	1	0.4%
USFS TRUCK	1	0.4%
UNIVERSITY EXCURIA	1	0.4%
TRUST - RISK RETENTION	1	0.4%
TRUST	1	0.4%
TRUCK RECOVERY	1	0.4%
TRAIN STATION	1	0.4%
TOURING JOHN STEINBECK'S TRAVELS WITH CHARLY	1	0.4%
THESIS RESEARCH	1	0.4%
TELEVISION SHOW	1	0.4%
STOPPED TO SEE FAMILY	1	0.4%
STOPPED FOR LUNCH AND GAS	1	0.4%
STAYED ONE NIGHT	1	0.4%
SPOUSE- COLLEGE VISIT	1	0.4%
SON IN SCHOOL	1	0.4%
SKIING AND SNOWBOWL	1	0.4%
SHOWING OFF LOWELL	1	0.4%
SHOP & EAT	1	0.4%
SEEING MY SON	1	0.4%
SEEING MY DAUGHTER	1	0.4%
SEE TRAIN STATION	1	0.4%
SEE SNOW AND SNOWBOARD	1	0.4%
SEDONA	1	0.4%

	Count	Percent (%)
SCOUT CAMP	1	0.4%
SCHOOL OUTING	1	0.4%
SCHOOL	1	0.4%
RUSH PETERBILT	1	0.4%
ROUTE 66 CLASSIC	1	0.4%
ROPE COURSE	1	0.4%
ROCK CLIMBING GYM	1	0.4%
ROAD SCHOLAR TRIP	1	0.4%
ROAD SCHOLAR TOUR & GROUPS	1	0.4%
REUNION SIGMA PI	1	0.4%
REUNION	1	0.4%
PUBLIC	1	0.4%
POTENTIAL RESIDENCE	1	0.4%
PESO RETREAT	1	0.4%
PESD RETREAT	1	0.4%
PEABODY TRANSFER	1	0.4%
PEABODY	1	0.4%
PART TIME PHYSICIAN	1	0.4%
OVERLAND EXPO WEST '18	1	0.4%
OPERATIONS/PRODUCTION	1	0.4%
NORTHERN ARIZONA UNIVERSITY	1	0.4%
NORTH POLE EXPRESS	1	0.4%
NON PROFIT	1	0.4%
NDNC: NEW DIAMOND AND NANO CARBON CONFERENCE	1	0.4%
NAU/TRUST LAW CONFERENCE	1	0.4%
NAU TRUST LAW	1	0.4%
NAU STUDENT	1	0.4%
NAU FRAT REUNION	1	0.4%
NAU CLASS	1	0.4%
NAU / TRUST LEADERSHIP AT LITTLE AMERICA	1	0.4%
NAU	1	0.4%
MUSEUM OF NORTHERN ARIZONA	1	0.4%
MOVING	1	0.4%
MOUNTAIN BIKING	1	0.4%
MONTHLY SHOPPING	1	0.4%
MONTANA BOBCATS	1	0.4%
METEOR CRATER	1	0.4%

	Count	Percent (%)
MEETING FAMILY	1	0.4%
MEDICAL	1	0.4%
MD&A	1	0.4%
LOWELL OBSERVATORY + MUS. OF NORTHERN ARIZONA	1	0.4%
LL STATE SOFTBALL CHAMPIONSHIP	1	0.4%
LIVE HERE	1	0.4%
LEGACY BEVERAGE	1	0.4%
LEADERSHIP ACADEMY	1	0.4%
INSIGHT INTERNS	1	0.4%
I LIVE HERE	1	0.4%
I AM MOVING HERE	1	0.4%
HOSPITAL/DOC VISIT	1	0.4%
HOSPITAL	1	0.4%
HORSE	1	0.4%
HOME COMING	1	0.4%
HOME	1	0.4%
HIGHLAND GAMES	1	0.4%
GSA SECTION MEETING	1	0.4%
GSA MEETING	1	0.4%
GREAT PLACE TO LIVE	1	0.4%
GRAND CANYON RAILROAD	1	0.4%
GOVT.	1	0.4%
GORE MEDICAL	1	0.4%
GEOLOGIC SOCIETY OF AMERICA	1	0.4%
GEOL. SOC. OF AMER.	1	0.4%
GEOL. CONFERENCE	1	0.4%
GEOL SOC AM SECTION MEETING	1	0.4%
FRIENDS MEMORIAL SERVICE	1	0.4%
FRIEND IN SURGERY	1	0.4%
FOLLOWING RT. 66	1	0.4%
FLAGSTAFF MEDICAL CENTER	1	0.4%
FLAGSTAFF EXTREME	1	0.4%
FIRE RESTRICTION	1	0.4%
FIOV	1	0.4%
FIDUCIARY	1	0.4%
FAMILY VACATION/REUNION	1	0.4%
FAMILY	1	0.4%

	Count	Percent (%)
EXPLORING RELOCATION HERE	1	0.4%
EXCHANGE	1	0.4%
DR. OFFICE FOR SON	1	0.4%
DIVING CAMP	1	0.4%
DISCOVER	1	0.4%
DEFENCE	1	0.4%
DAY TRIP	1	0.4%
DAUGHTER A STUDENT NAU	1	0.4%
CULTURAL EXCHANGE	1	0.4%
CONSTRUCTION/ENGINEERING	1	0.4%
CONFERENCE - GSA	1	0.4%
CHURCH RETREAT	1	0.4%
CHURCH FUNCTION	1	0.4%
CERNER - HOSPITAL	1	0.4%
CERAMICS	1	0.4%
CELEBRATE MY 66TH BIRTHDAY ON ROUTE 66	1	0.4%
CAREER SUPPORT ONCOLOGY	1	0.4%
CAR SERVICE	1	0.4%
CAR CLUB	1	0.4%
CAR	1	0.4%
CAMP	1	0.4%
BUYING A HOUSE	1	0.4%
BROTHER IN HOSPITAL - TO BE DISCHARGED TOMORROW	1	0.4%
BRIDAL EXPO	1	0.4%
BNSF	1	0.4%
BIRTHDAY TRIP	1	0.4%
BIRTHDAY	1	0.4%
BILL ELECTRIC	1	0.4%
BEER BUSINESS	1	0.4%
AUDITOR	1	0.4%
ATTEND COLLEGE	1	0.4%
ASTRONOMICAL OBSERVATION	1	0.4%
4TH OF JULY PARADE	1	0.4%
2017 DNR SUMMIT CONFERENCE	1	0.4%
1 YEAR ANNIVERSARY	1	0.4%

Appendix F: If you rented a car where did you pick it up?

	Count	Percent (%)
PHOENIX	142	22.3%
PHOENIX SKY HARBOR INTERNATIONAL AIRPORT	129	20.3%
FLAGSTAFF PULLIAM AIRPORT	52	8.2%
LAS VEGAS	34	5.3%
LOS ANGELES INTERNATIONAL AIRPORT (LAX)	27	4.2%
LAS VEGAS, NV	25	3.9%
SAN FRANCISCO, CA	21	3.3%
TUCSON	13	2.0%
AIRPORT	13	2.0%
LAS VEGAS INTERNATIONAL AIRPORT	11	1.7%
LOS ANGELES	6	0.9%
LAS VEGAS AIRPORT	6	0.9%
HOUSTON, TX	6	0.9%
CHANDLER	6	0.9%
TUSCON AIRPORT	5	0.8%
MESA GATEWAY AIRPORT	5	0.8%
FLAGSTAFF	5	0.8%
SALT LAKE CITY	4	0.6%
LOS ANGELES, CA	4	0.6%
CHICAGO	4	0.6%
TEXAS	3	0.5%
SCOTTSDALE	3	0.5%
PHOENIX, AZ	3	0.5%
MESA	3	0.5%
HERTZ	3	0.5%
FLAGSTAFF PULLIAM AIRPORT	3	0.5%
ALBUQUURQUE, NM	3	0.5%
WASHINGTON, DC	2	0.3%
UBER	2	0.3%
TAXI	2	0.3%
SUNCITY	2	0.3%
SANTA BARBARA, CA	2	0.3%
SAN DIEGO, CA	2	0.3%
PHOENIX	2	0.3%
OKLAHOMA CITY	2	0.3%

	Count	Percent (%)
DENVER, CO	2	0.3%
CHICAGO, IL	2	0.3%
BULLHEAD CITY	2	0.3%
ALBUQUERQUE	2	0.3%
ALABAMA	2	0.3%
YELLOWSTONE	1	0.2%
VISTA , CA	1	0.2%
VISALIA, CA (NEAR OUR HOME)	1	0.2%
VEGAS	1	0.2%
UHAUL	1	0.2%
TRUCK	1	0.2%
TEMPE/PHOENIX	1	0.2%
TEMPE	1	0.2%
TEMECULA, CA	1	0.2%
SEGUIN, TEXAS	1	0.2%
SCHOOL CAR	1	0.2%
SAN DIEGO	1	0.2%
SAN ANTONIO, TX	1	0.2%
SALINAS, CA	1	0.2%
ROCKFORD, IL	1	0.2%
PROVO, UTAH	1	0.2%
PHOENIX, ARIZONA	1	0.2%
PHOENIX MESA GATEWAY AIRPORT	1	0.2%
PHOENIX	1	0.2%
PENASCOLA, FL	1	0.2%
PALM SPRINGS AIRPORT	1	0.2%
PALM SPRINGS	1	0.2%
OTR TRUCK DRIVER	1	0.2%
OREM, UTAH	1	0.2%
OKLAHOMA	1	0.2%
NEW YORK	1	0.2%
NATIONAL AIRPORT	1	0.2%
MOTORCYCLE TO DENVER	1	0.2%
MONTANA	1	0.2%
MEDFORD, OR	1	0.2%
MEDFORD OR	1	0.2%
MARTINEZ, CA	1	0.2%

	Count	Percent (%)
LOS ANGELES	1	0.2%
LONG BEACH, CA	1	0.2%
LAS VEGAS	1	0.2%
IN ALASKA	1	0.2%
HUNTINGTON BEACH, CA	1	0.2%
HERTZ IN PHOENIX	1	0.2%
FOX LAX AIRPORT	1	0.2%
FLAGSTAFF LIMOUSINE LLC BUS	1	0.2%
FLAGSTAFF	1	0.2%
EL PASO TX	1	0.2%
DOLLAR PHX	1	0.2%
DENVER INTERNATIONAL AIRPORT	1	0.2%
DENVER AIRPORT	1	0.2%
DALLAS, TX	1	0.2%
CONWAY, ARKANSAS	1	0.2%
CLARKSVILLE TENNESSEE	1	0.2%
CHICAGO	1	0.2%
CHICAGO	1	0.2%
CHATTANOOGA, TN.	1	0.2%
CALIFORNIA	1	0.2%
BUDGET/AVIS FLAGSTAFF	1	0.2%
BUDGET RENT A CAR	1	0.2%
BUDGET AT THE AIRPORT	1	0.2%
BUDGET	1	0.2%
BOISE AIRPORT	1	0.2%
AUSTIN, TX	1	0.2%
ATLANTA, GA	1	0.2%
AT THE AIRPORT IN LAS VEGAS (HERTZ)	1	0.2%
ANTHEM	1	0.2%
ALAMO	1	0.2%
ALAMO (SALT LAKE CITY)	1	0.2%
ALAMA SAN FRANCISCO	1	0.2%
AIRPORT PHOENIX	1	0.2%
ABQ AIRPORT	1	0.2%

Appendix G: Origin of Domestic Visitors to Flagstaff

	Count	Percent %
Arizona	659	34.2%
California	275	14.3%
Texas	131	6.8%
Illinois	67	3.5%
Wisconsin	63	3.3%
Florida	52	2.7%
Colorado	49	2.5%
New Mexico	46	2.4%
Washington	41	2.1%
Michigan	41	2.1%
New York	35	1.8%
Nevada	33	1.7%
Virginia	30	1.6%
Ohio	29	1.5%
Oklahoma	22	1.1%
Pennsylvania	20	1.0%
New Jersey	20	1.0%
Oregon	19	1.0%
Iowa	19	1.0%
North Carolina	19	1.0%
Tennessee	18	0.9%
Georgia	18	0.9%
Maryland	17	0.9%
Massachusetts	16	0.8%
Louisiana	15	0.8%
Alabama	15	0.8%
Utah	14	0.7%
Nebraska	14	0.7%
Kentucky	13	0.7%
Indiana	12	0.6%
Kansas	11	0.6%
Delaware	9	0.5%
Connecticut	9	0.5%
Idaho	8	0.4%
Arkansas	8	0.4%

	Count	Percent %
South Carolina	8	0.4%
New Hampshire	8	0.4%
Wyoming	7	0.4%
West Virginia	7	0.4%
Hawaii	5	0.3%
South Dakota	5	0.3%
Mississippi	4	0.2%
Alaska	3	0.2%
District of Columbia	3	0.2%
Puerto Rico	3	0.2%
Vermont	2	0.1%
Maine	2	0.1%
Montana	1	0.1%
North Dakota	1	0.1%
APO Central	1	0.1%
Rhode Island	1	0.1%
Total	1,928	100.0%

Appendix H: Origin of Arizona Visitors to Flagstaff

	Count	Percent (%)
PHOENIX	118	18.4%
SCOTTSDALE	51	8.0%
GILBERT	38	5.9%
MESA	37	5.8%
GLENDALE	36	5.6%
TUCSON	30	4.7%
CHANDLER	25	3.9%
PEORIA	19	3.0%
SUN CITY	17	2.7%
PRESCOTT	16	2.5%
TEMPE	15	2.3%
FLAGSTAFF	13	2.0%
QUEEN CREEK	10	1.6%
COTTONWOOD	10	1.6%
GUADALUPE	9	1.4%
ANTHEM - DESERT HILLS	8	1.2%
PARADISE VALLEY	7	1.1%
LAKE HAVASU CITY	7	1.1%
CAVE CREEK	7	1.1%
PAYSON	6	0.9%
ORO VALLEY	6	0.9%
SURPRISE	5	0.8%
SADDLEBROOKE	5	0.8%
NEW RIVER	5	0.8%
KINGMAN	5	0.8%
CAMP VERDE	5	0.8%
BULLHEAD CITY	5	0.8%
BUCKEYE	5	0.8%
TUBA CITY	4	0.6%
SUN LAKES	4	0.6%
SEDONA	4	0.6%
PRESCOTT VALLEY	4	0.6%
LITCHFIELD PARK	4	0.6%
CORONADO	4	0.6%
GOODYEAR	4	0.6%

SUN	3	0.5%
SHOW LOW	3	0.5%
SECOND MESA	3	0.5%
RED LAKE	3	0.5%
GRAND CANYON	3	0.5%
GOODYEAR	3	0.5%
FRY	3	0.5%
CASA GRANDE	3	0.5%
CAREFREE	3	0.5%
AVONDALE	3	0.5%
AGUILA	3	0.5%
YUMA	2	0.3%
YOUNGTOWN	2	0.3%
WADDELL	2	0.3%
SAHUARITA	2	0.3%
RINCON	2	0.3%
MUNDS PARK	2	0.3%
MISSION	2	0.3%
LAVEEN	2	0.3%
LAKESIDE	2	0.3%
GREEN VALLEY	2	0.3%
GANADO	2	0.3%
FORT LOWELL	2	0.3%
ELOY-TOLTEC	2	0.3%
WILLIAMS	1	0.2%
WHITERIVER	1	0.2%
UNIV OF ARIZONA	1	0.2%
TONOPAH	1	0.2%
TOLLESON	1	0.2%
SPRINGVILLE	1	0.2%
SOUTH TUCSON	1	0.2%
SONOITA	1	0.2%
SHONTO	1	0.2%
POSTON	1	0.2%
PINETOP	1	0.2%
PALO VERDE	1	0.2%
OVERGAARD	1	0.2%
NAZLINI	1	0.2%

MORENCI	1	0.2%
MOHAVE VALLEY	1	0.2%
MAYER	1	0.2%
MARANA	1	0.2%
LEUPP	1	0.2%
KINO	1	0.2%
KEARNY	1	0.2%
KEAMS CANYON	1	0.2%
KAYENTA	1	0.2%
KAIBITO	1	0.2%
HOTEVILLA	1	0.2%
HEREFORD	1	0.2%
GROOM CREEK	1	0.2%
GREENEHAVEN	1	0.2%
GLOBE	1	0.2%
FLORENCE	1	0.2%
DEWEY	1	0.2%
CHINO VALLEY	1	0.2%
CAMERON - CEDAR RIDGE	1	0.2%
BLACK CANYON CITY - ROCK SPRINGS	1	0.2%
Total	641	100.0%

Appendix I: Attending a special event

	Count	Percent (%)
NORTH POLE EXPERIENCE	18	12.2%
WEDDING	10	6.8%
NAU GRADUATION	9	6.1%
GSA CONFERENCE	9	6.1%
FLAGSTAFF EXTREME	6	4.1%
CONFERENCE	5	3.4%
POLAR EXPRESS, WILLIAMS	3	2.0%
OBSERVATORY	3	2.0%
CHOCOLATE TRAIL	3	2.0%
WORK	2	1.4%
SNOWBOWL 80TH ANNIVERSARY	2	1.4%
RODEO	2	1.4%
REUNION	2	1.4%
NEW YEARS EVE CELEBRATION	2	1.4%
GRADUATION	2	1.4%
GEO CONFERENCE	2	1.4%
FAMILY REUNION	2	1.4%
ZIP LINE	1	0.7%
WINTERFEST	1	0.7%
TRAIN DAY	1	0.7%
SIGMA PI	1	0.7%
SEMINAR FEAST	1	0.7%
SCIENCE FEST	1	0.7%
SCHOOL RETREAT	1	0.7%
SCHOOL CONFERENCE	1	0.7%
SAG	1	0.7%
ROUTE 66 CLASSIC	1	0.7%
RED WHITE BLUES AMERICA LEGION	1	0.7%
PUMPKIN PATCH	1	0.7%
PLAY ON CLIMATE CHANGE	1	0.7%
PLAY	1	0.7%
PARADE 4TH OF JULY	1	0.7%
OVERLAND EXPO	1	0.7%
ORPHEUM THEATRE	1	0.7%
OPEN STUDIOS SEDONA	1	0.7%
OCTOBERFEST	1	0.7%
NDNC	1	0.7%

	Count	Percent (%)
NAVAJO AUCTION	1	0.7%
NAU ORIENTATION	1	0.7%
NAU FRAT REUNION	1	0.7%
NAU FAMILY WEEKEND	1	0.7%
NAU BAND DAY	1	0.7%
NAU	1	0.7%
MUSIC	1	0.7%
MEETING	1	0.7%
MEET DANIEL TIGER	1	0.7%
MADE IN THE SHADE	1	0.7%
LLSB CHAMPION	1	0.7%
HOUSE	1	0.7%
HOPI FESTIVAL	1	0.7%
HOCKEY CAMP	1	0.7%
HIGHLAND GAMES	1	0.7%
HERE	1	0.7%
GROUP CAMP	1	0.7%
GRANDCHILD SOCCER	1	0.7%
GRADUATION NAU	1	0.7%
FLEA MARKET	1	0.7%
FARMERS MARKET	1	0.7%
ESCAPE SPACE	1	0.7%
DIVE COMPETITION AT NAU	1	0.7%
COMEDY	1	0.7%
COLLEGE TOUR NAU	1	0.7%
COLLEGE PROF. VISIT	1	0.7%
CLIFFORD WHITE THEATRE	1	0.7%
CENTER FOR THE ARTS	1	0.7%
CELTIC FEST	1	0.7%
CAR CONVENTION	1	0.7%
CAR CLUB	1	0.7%
BRIDAL EXPO	1	0.7%
BOBCATS BASKETBALL GAME NAU	1	0.7%
BLUES AND BREW	1	0.7%
BEER	1	0.7%
AZ BEER WEEK	1	0.7%
ASBA CONFERENCE	1	0.7%
ART WALK	1	0.7%

	Count	Percent (%)
ART FAIR	1	0.7%
ADVENTURE ZIPLINE PARK	1	0.7%
AA	1	0.7%
90TH BIRTHDAY CELEBRATION	1	0.7%
4TH OF JULY PARADE	1	0.7%
4TH OF JULY EVENTS	1	0.7%
4TH OF JULY	1	0.7%

Appendix J: Other attractions/activities

	Count	Percent (%)
SEDONA	21	5.8%
FLAGSTAFF EXTREME ADVENTURE	21	5.8%
BEARIZONA	19	5.3%
METEOR CRATER	14	3.9%
WORK	6	1.7%
TRAVELING THROUGH	5	1.4%
BREWERIES	5	1.4%
PETRIFIED FOREST NATIONAL MONUMENT	4	1.1%
GOLF	4	1.1%
SEDONA, PETRIFIED FOREST	3	0.8%
POLAR EXPRESS	3	0.8%
PIONEER MUSEUM	3	0.8%
NAU	3	0.8%
VISITORS CENTER	2	0.6%
VISITING FRIENDS	2	0.6%
VISIT FRIENDS	2	0.6%
TWIN ARROWS	2	0.6%
SKIING	2	0.6%
SEDONA AND WINSLOW	2	0.6%
SAN FRANCISCO PEAKS	2	0.6%
RESTAURANTS	2	0.6%
PASS THROUGH	2	0.6%
OAK CREEK CANYON	2	0.6%
NORTHERN ARIZONA UNIVERSITY	2	0.6%
HIKING, GRAND CANYON	2	0.6%
HERE	2	0.6%
FLAGSTAFF MEDICAL CENTER	2	0.6%
FIELD TRIP	2	0.6%
FAMILY	2	0.6%
CAMERON TRADING POST	2	0.6%
BUFFALO PARK	2	0.6%
BREW PUBS	2	0.6%
YARN STORE	1	0.3%
X-TREME	1	0.3%
WINSLOW METEOR CRATER	1	0.3%

	Count	Percent (%)
WENT TO TEXAS TO PURCHASE A TRUCK	1	0.3%
WE WANTED TO GO TO RIORDAN MANSION AND THE ARBORTEUM BUT NOT OPEN.	1	0.3%
VOLCANO TUBES	1	0.3%
VISITING SISTER	1	0.3%
VISITING MY DAUGHTER	1	0.3%
VISITING FAMILY IN UTAH BUT WILL RETURN AND SEE MORE OF FLAGSTAFF.	1	0.3%
VISITING FAMILY	1	0.3%
VISITING DOWNTOWN, WALKING	1	0.3%
VISITING DAUGHTER	1	0.3%
VISITING AND SEEING THE AREA	1	0.3%
VISITING AMTRAK TRAIN STATION FOR BUSINESS	1	0.3%
VISITING A FRIEND	1	0.3%
VISITED SEDONA	1	0.3%
VISIT SEDONA	1	0.3%
VISIT RELATIVE	1	0.3%
VISIT FAMILY	1	0.3%
URBAN MARKET AND FARMERS MARKET	1	0.3%
UNIVERSITY	1	0.3%
TUBA CITY	1	0.3%
TRAIN WATCHING WITH GRANDKIDS	1	0.3%
TRAIN WATCH	1	0.3%
TRAIN STATION	1	0.3%
TOUCHING A HISTORIC CHIMNEY ON PRIVATE PROPERTY	1	0.3%
TO SEE MOUNTAINS FOR FIRST TIME	1	0.3%
THRIFT SHOPS, BOOKSTORES	1	0.3%
THE PLACE	1	0.3%
SWIMMING POOL	1	0.3%
SWIMMING AT HOTEL POOL	1	0.3%
SPRING TRAINING - PHOENIX	1	0.3%
SPRING TRAINING	1	0.3%
SPA IN SEDONA	1	0.3%
SNOWBOWL	1	0.3%
SLIDE ROCK	1	0.3%
SHOPPING - RESALE SHOPS	1	0.3%

	Count	Percent (%)
SHOPPING	1	0.3%
SEEING THE TRAINS	1	0.3%
SEEING THE COUNTRY 1 MILE AT A TIME	1	0.3%
SEEING MY DEAN'S LIST KID	1	0.3%
SEDONA/DAY TRIPS FROM PHOENIX	1	0.3%
SEDONA, PAINTED DESERT/PETRIFIED FOREST	1	0.3%
SEDONA, JEROME, VERDE RAILROAD	1	0.3%
SEDONA, ANTELOPE CANYON, BEARIZONA	1	0.3%
SEDONA TRAILS	1	0.3%
SEDONA AZ	1	0.3%
SEDONA - RED ROCK JEEP TOURS	1	0.3%
SEDONA	1	0.3%
RT 66	1	0.3%
ROUTE 66 PASSPORT	1	0.3%
ROUTE 66	1	0.3%
ROPES COURSE	1	0.3%
ROCK CLIMBING GYM	1	0.3%
ROCK CLIMBING	1	0.3%
ROADSIDE ATTRACTIONS	1	0.3%
RIORDAN MANSION	1	0.3%
RIM TO RIM HIKE	1	0.3%
REUNION FESTIVITIES	1	0.3%
RESALE SHOPS	1	0.3%
RELAX AND ENJOY THE WEATHER	1	0.3%
RED ROCK COUNTY	1	0.3%
RED ROCK	1	0.3%
REAL ESTATE	1	0.3%
RAFTING ON THE COLORADO R. IN THE G.C.	1	0.3%
RAFTING COLORADO RIVER	1	0.3%
RAFTING AND ANTELOPE CANYON	1	0.3%
POSSIBLE MOVE	1	0.3%
PIONEER MUSEUM/METEOR CRATER	1	0.3%
PIONEER MUSEUM SEDONA	1	0.3%
PINK JEEP	1	0.3%
PHARMACY AND OTHER ESSENTIAL SHOPPING	1	0.3%
PETRIFIED FOREST/PAINTED DESERT	1	0.3%
PETRIFIED FOREST, WUPATKI NAT'L MONUMENT,	1	0.3%

	Count	Percent (%)
METEOR CRATER		
PETRIFIED FOREST, METEOR CRATER	1	0.3%
PETRIFIED FOREST NAVAJO NATIONAL MONUMENT	1	0.3%
PETRIFIED FOREST	1	0.3%
PETIFIED FOREST, SEDONA AREA, GOLFING, MONTEZUMA'S CASTLE AND WELL.	1	0.3%
PEABODY COAL MINE AT BLACK MESA	1	0.3%
PAY FOR PARKING KIOSK WERE CONFUSING	1	0.3%
PASSING THROUGH ON OUR WAY HOME FROM COLORADO	1	0.3%
PASSING THROUGH - BUT LOVED BLACKBARTS	1	0.3%
PASSING THROUGH	1	0.3%
PAINTED DESERT, PETRIFIED FOREST NATIONAL PARK	1	0.3%
PAINTED DESERT, PET FOREST	1	0.3%
PAINTED DESERT NATIONAL MONUMENT, PETRIFIED FOREST NATIONAL PARK	1	0.3%
ORPHEUM	1	0.3%
ON THE WAY STOPPED AT PREHISTORIC FOREST	1	0.3%
OATMAN/BURROS!	1	0.3%
OAK CANYON	1	0.3%
NORTHLAND POLAR EXPRESS	1	0.3%
NORTH POLE EXPERIENCE	1	0.3%
NORTH ARIZONA MUSEUM AWESOME	1	0.3%
NONE, NOT ENOUGH TIME	1	0.3%
NAVAJO NATION	1	0.3%
MOVIES, SHOPPING, BREWERY, BARNES & NOBLE	1	0.3%
MONTEZUMA MONUMENTS	1	0.3%
MONTEZUMA CASTLE	1	0.3%
MONTAZUMA CASTLE NATIONAL MONUMENT, SEDONA, PETRIFIED FOREST	1	0.3%
METEOR CRATER, SEDONA	1	0.3%
METEOR CRATER, PETRIFIED FOREST	1	0.3%
METEOR CRATER / PETRIFIED FOREST	1	0.3%
MEETING WITH COLLEAGUES TO PLAN RESEARCH	1	0.3%
MEETING & PICKING UP DAUGHTER AT AMTRAK STATION	1	0.3%
LOVE BEING HERE IT IS BEAUTIFUL AND FRIENDLY	1	0.3%
LOTS OF RESTAURANTS	1	0.3%

	Count	Percent (%)
LOOKING AROUND	1	0.3%
LOCKETT MEADOW FALL COLORS	1	0.3%
LOCAL RESTAURANT AND DOUBLE TREE	1	0.3%
LOCAL BUSINESSES	1	0.3%
LOCAL BREWERY	1	0.3%
LOCAL BREWERIES	1	0.3%
LOCAL BARS, LIVE MUSIC, ATV SEDONA	1	0.3%
LITTLE AMERICA HOTEL & RESORT	1	0.3%
LAVA CAVES	1	0.3%
LAKE POWELL, ANTELOPE CANYON	1	0.3%
LA POSADA HOTEL	1	0.3%
KICKSTAND KAFE	1	0.3%
KENDRICK PEAK	1	0.3%
KAIBAB	1	0.3%
JUST WALKING AROUND TO KILL TIME	1	0.3%
JUST PASSING THROUGH	1	0.3%
JUST HANGING OUT; WILL RETURN TO EXPLORE MORE	1	0.3%
JUST GETTING AWAY FROM THE HEAT!	1	0.3%
JUST ENJOY FLAGSTAFF	1	0.3%
JUST EN-ROUTE TO MADISON, IN	1	0.3%
JUST CRUZING AROUND	1	0.3%
JEEP TRAILS	1	0.3%
INTERVIEW/POSSIBLE RELOCATION	1	0.3%
INFO	1	0.3%
I WOULD LIKE TO SEE ALL	1	0.3%
I DON'T KNOW YET	1	0.3%
HOUSE IS BEING FIXED	1	0.3%
HORSE CAMPING / TRAILS	1	0.3%
HOPI LAND, WINSLOW, PETRIFIED FOREST, SEDONA	1	0.3%
HOCKEY TOURNAMENT	1	0.3%
HISTORY OF FLAGSTAFF	1	0.3%
HISTORIC TOWN WALK	1	0.3%
HIKING	1	0.3%
HELICOPTER TOUR	1	0.3%
HAVE DONE ALL THESE PREVIOUSLY	1	0.3%
HAVASUPAI GUIDED TOUR VIA WILDLAND TREKKING	1	0.3%

	Count	Percent (%)
CO.		
HARKINS THEATER, HUMPHREY'S PEAK	1	0.3%
GREAT RESTAURANTS & SHOPPING	1	0.3%
GRANDKIDS	1	0.3%
GRAND CANYON	1	0.3%
GOING TO HOPI FROM HERE	1	0.3%
GOING TO HOPI AND ZUNI FROM HERE	1	0.3%
GO KARTS	1	0.3%
GO KARTING, LAZER TAG	1	0.3%
GLEN CANYON AND DAM	1	0.3%
GLEN CANYON	1	0.3%
GET AWAY	1	0.3%
GEOLOGIC FIELD TRIP	1	0.3%
FOOTBALL GAME	1	0.3%
FOOD/DRINK	1	0.3%
FOOD / OUTDOOR STORE	1	0.3%
FOLK FESTIVAL, HOPI FESTIVAL	1	0.3%
FLAGSTAFF ADVENTURE COURSE	1	0.3%
FEAST,CONFERENCE	1	0.3%
FAMILY IN PHOENIX	1	0.3%
FAMILY AND FRIEND TIME	1	0.3%
FALL COLOR, HART PRAIRE ROAD	1	0.3%
EXTREME ADVENTURE	1	0.3%
EXPRESS	1	0.3%
ESCAPE SPACE	1	0.3%
ELDEN, PUEBLO HAUNTED TOUR	1	0.3%
DROVE INTO SEDONA	1	0.3%
DRIVING THRU	1	0.3%
DRIVING SCENIC AREAS	1	0.3%
DINNER AT TRAIN LOCATION	1	0.3%
DINING OUT	1	0.3%
DAYTRIPS - ONE TO PETRIFIED FOREST	1	0.3%
CRUZING	1	0.3%
COCONINO NATIONAL FOREST	1	0.3%
COALMINE CANYON, NAVAJO	1	0.3%
COALMINE CANYON	1	0.3%
CHURCH VISITS AT FLAGSTAFF SDA	1	0.3%

	Count	Percent (%)
CHURCH VISITS	1	0.3%
CHECKING NEIGHBORHOODS	1	0.3%
CHACO CANYON-CANYON DE CHELLEY, HOPI AND NAVAJO RESERVATIONS AND CULTURE	1	0.3%
CELEBRATE ANNIVERSARY	1	0.3%
CANYON DINE TO SEDONA AND BACK, COALMINE CANYON	1	0.3%
CANYON DE CHELLEY AND HOPI	1	0.3%
CAME UP FOR ANNIVERSARY	1	0.3%
BUSINESS CONFERENCE	1	0.3%
BUSINESS	1	0.3%
BRIDAL SHOWER	1	0.3%
BICENTENNIAL MOON TREE	1	0.3%
BETTER TOUR BUS PARKING DOWN TOWN	1	0.3%
BEER	1	0.3%
BEAVER STREET BREWERY RAIL TRAFFIC	1	0.3%
BEARIZONA, ICE SKATING RINK	1	0.3%
BEAR JAW HIKE	1	0.3%
BASE FROM WHICH TO HIKE AND EXPLORE SEDONA	1	0.3%
BARRINGER CRATER	1	0.3%
BARENATION	1	0.3%
ATTENDING THE 2017 OME SUMMIT CONFERENCE	1	0.3%
ATE AT BRIX	1	0.3%
ARIZONA TRAIL FROM MEX TO UTAH	1	0.3%
ANTIQUÉ STORES	1	0.3%
ANTIQUÉ SHOPS	1	0.3%
ANTELOPE CANYON/HORSE SHOE BEND	1	0.3%
ANTELOPE CANYON, HORSESHOE BEND	1	0.3%
ANTELOPE CANYON, ARCHES, CANYON LANDS, ZION, BRYCE, GRAND CANYON, OAK CREEK CANYON	1	0.3%
ANTELOPE CANYON / LAKE POWELL	1	0.3%
ANTELOPE CANYON	1	0.3%
ANASAZI AND OTHER HISTORIC SITES	1	0.3%
ANASAGY DWELLINGS	1	0.3%
AMTRAK STATION TO WATCH TRAINS	1	0.3%
AA MTGS	1	0.3%
A REST FROM THE CACTUS	1	0.3%