



SEDONA VISITOR SURVEY EXECUTIVE SUMMARY

JANUARY - JUNE 2015 REPORT

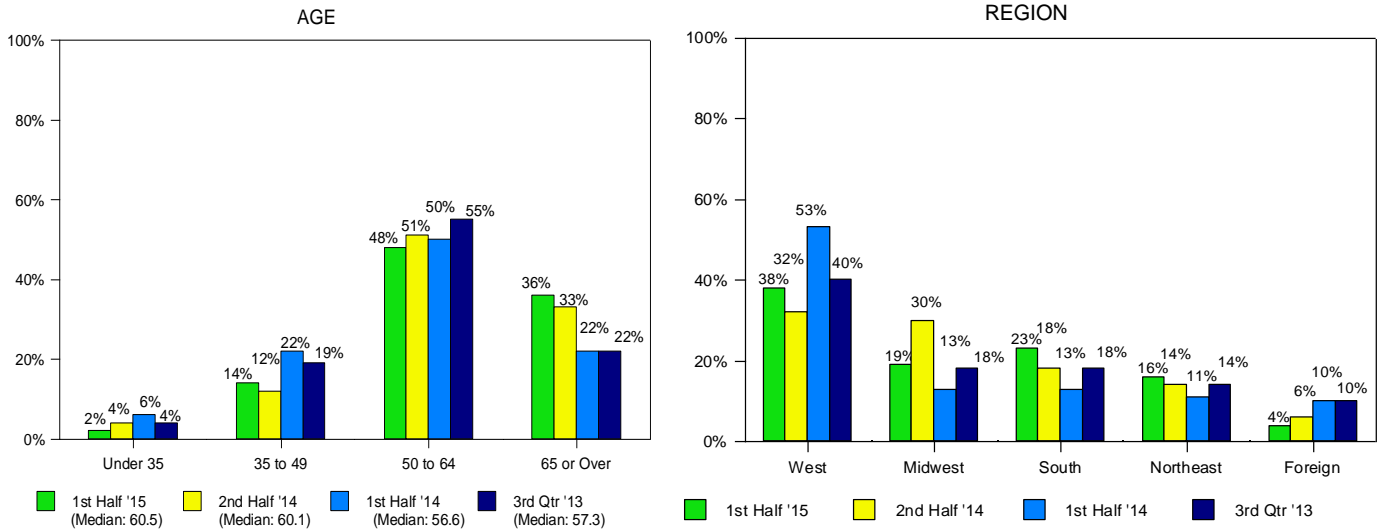
The information contained in this report is based on interviews conducted with individuals who requested the Chamber's Visitor Guide between January and June 2015. All of the interviewing on this project was conducted by the Sedona Chamber of Commerce and Tourism Bureau via a web-based survey which was sent to requesters a minimum of three months after their Visitor Guide request. For the purpose of this research, only the 545 respondents (58%) who indicated they had visited Sedona or the 397 (42%) who indicated they would visit Sedona are included in the following summary data.

VISITOR CHARACTERISTICS

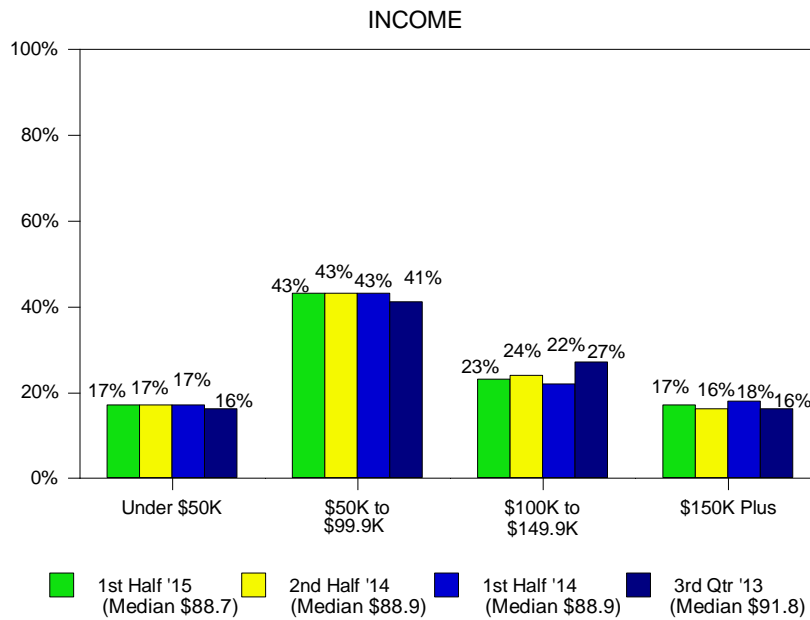
M The typical visitor is 60 years old with 84 percent being 50 or older – unchanged from last period.

M Geographically, 38 percent of all visitors came from the west, while 23 percent came from the South, 19 percent the Midwest and 16 percent the northeast. Four percent of visitors were from outside the U.S.

M The typical visitor earns \$88,700 per year – well above the national household income average of approximately \$50,000.



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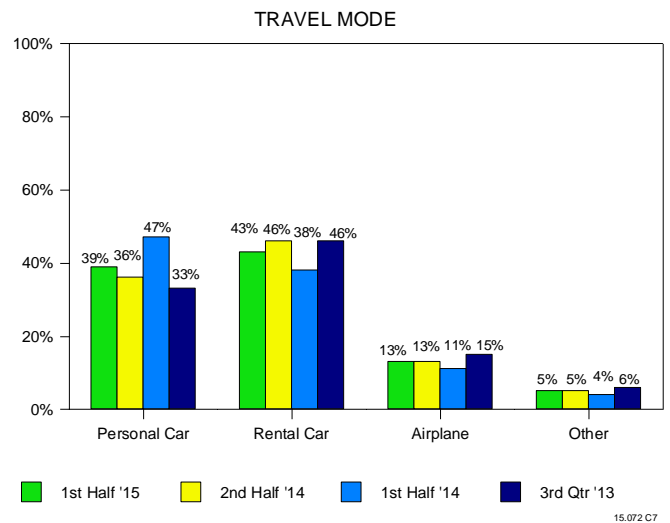
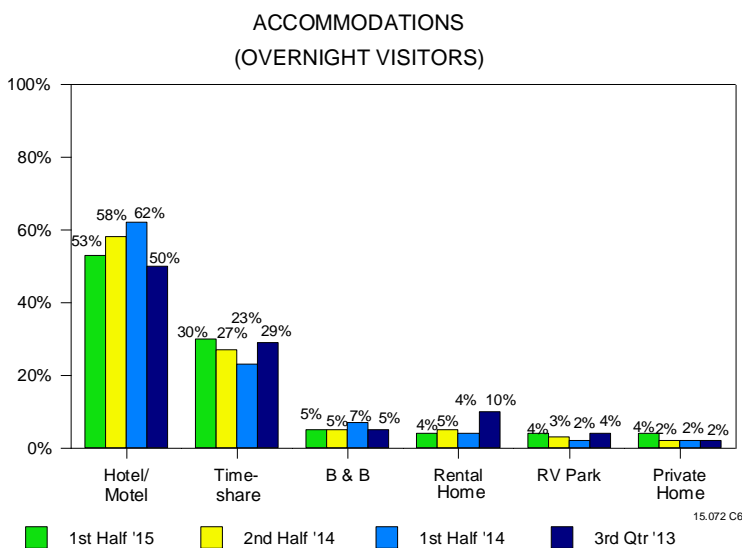
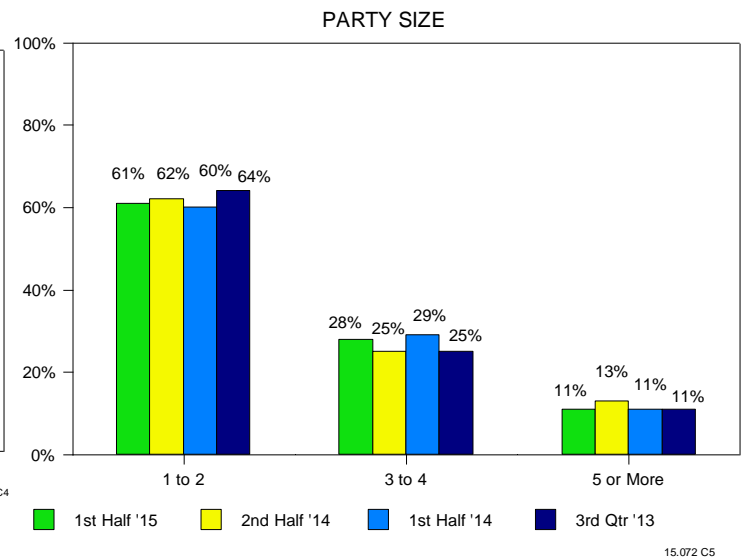
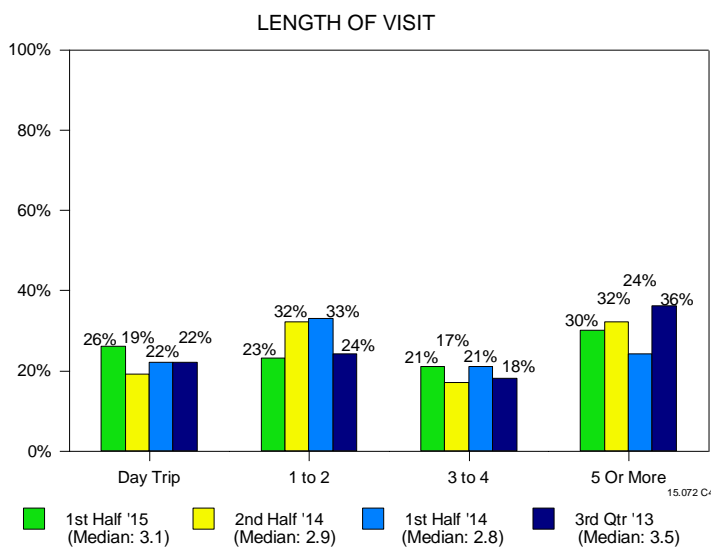
VISITOR TRIP CHARACTERISTICS

The typical visitor to Sedona spent 3.1 days with 30 percent staying five or more days. Day-trippers comprise one in four surveyed visitors (26%).

Sixty-one percent of travel parties contained one or two people with 52 percent of all parties containing two individuals.

Fifty-three percent of visitors stayed at a hotel (30% full service) while 30 percent stayed in a timeshare.

Eighty-two percent of visitors arrived in Sedona via either personal car (39%) or rental car (43%) and 13 percent arrived by plane. The remaining five percent of visitors arrived by some other mode of surface transportation (RV, tour bus, motorcycle, shuttle).



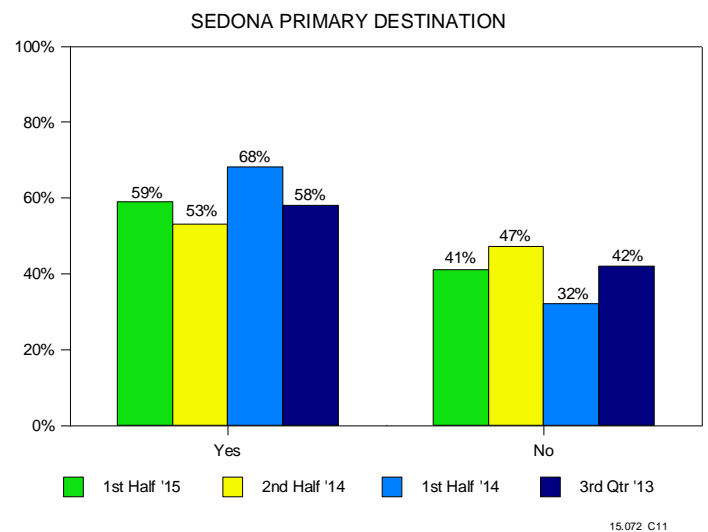
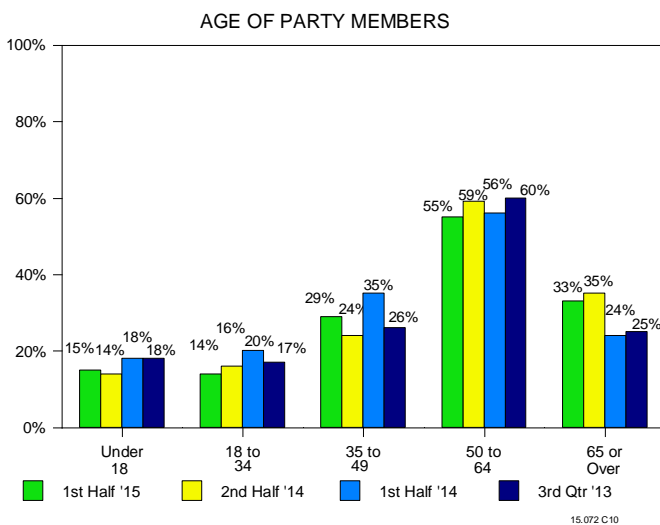
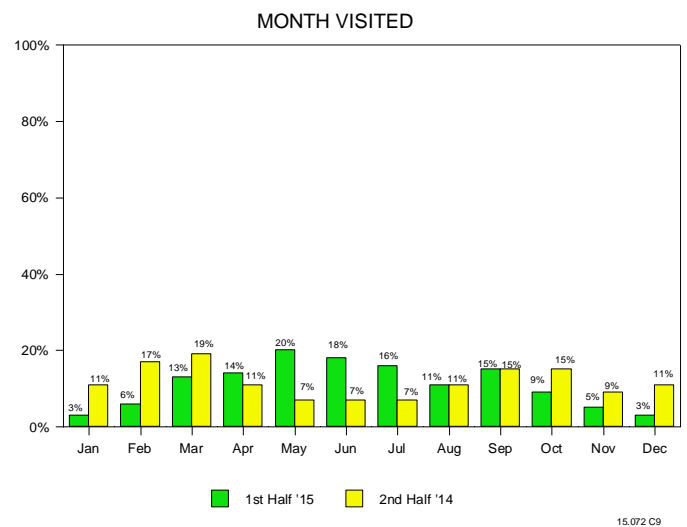
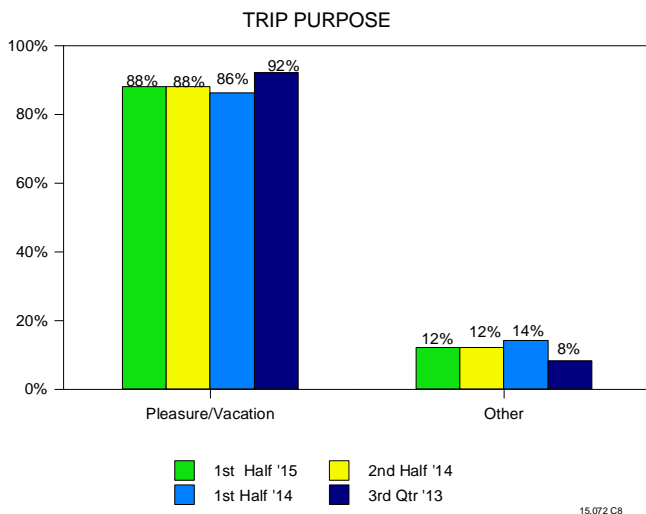
Nearly nine out of ten visitors (88%) indicate they are leisure travelers.

The heaviest travel months this cycle were May (20%) and June (18%).

Fifty-five percent of all travel parties contained persons between 50 and 64 years old, while 33 percent contained persons 65 or over.

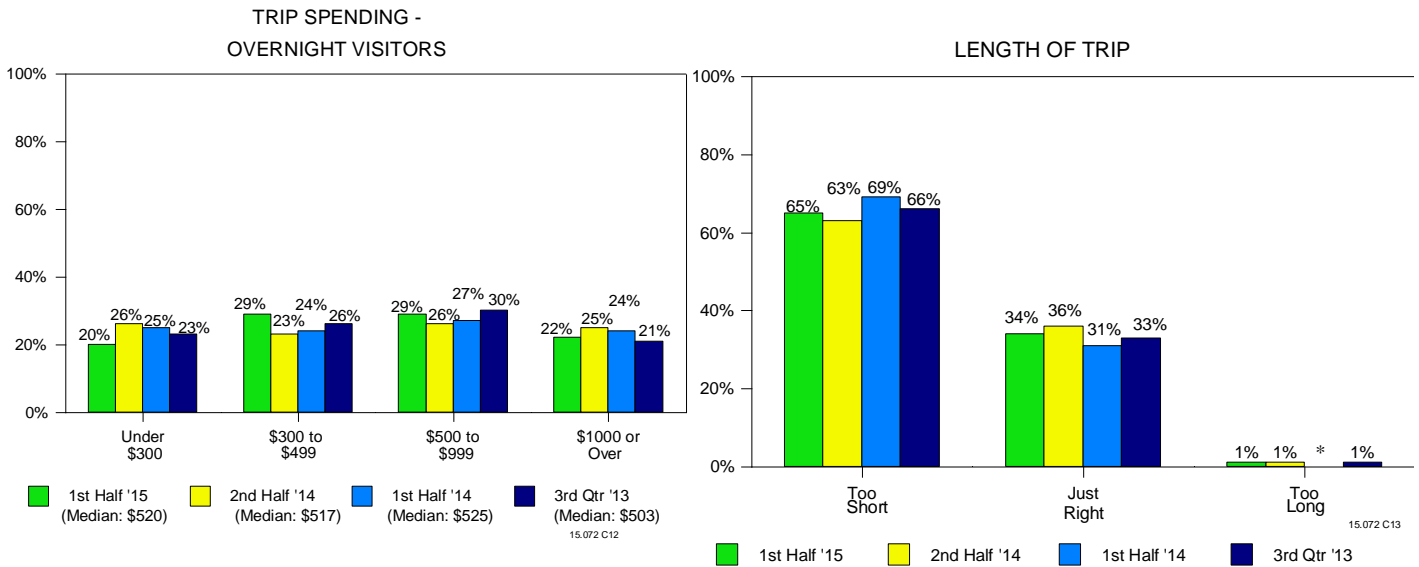
Sedona is the primary destination of 59 percent of visitors – up slightly from 53 percent last period.

Among the other areas visitors traveled to during their visit to Sedona were the Grand Canyon (54%), Jerome (41%), Flagstaff (39%), Cottonwood (31%) and Camp Verde (24%).



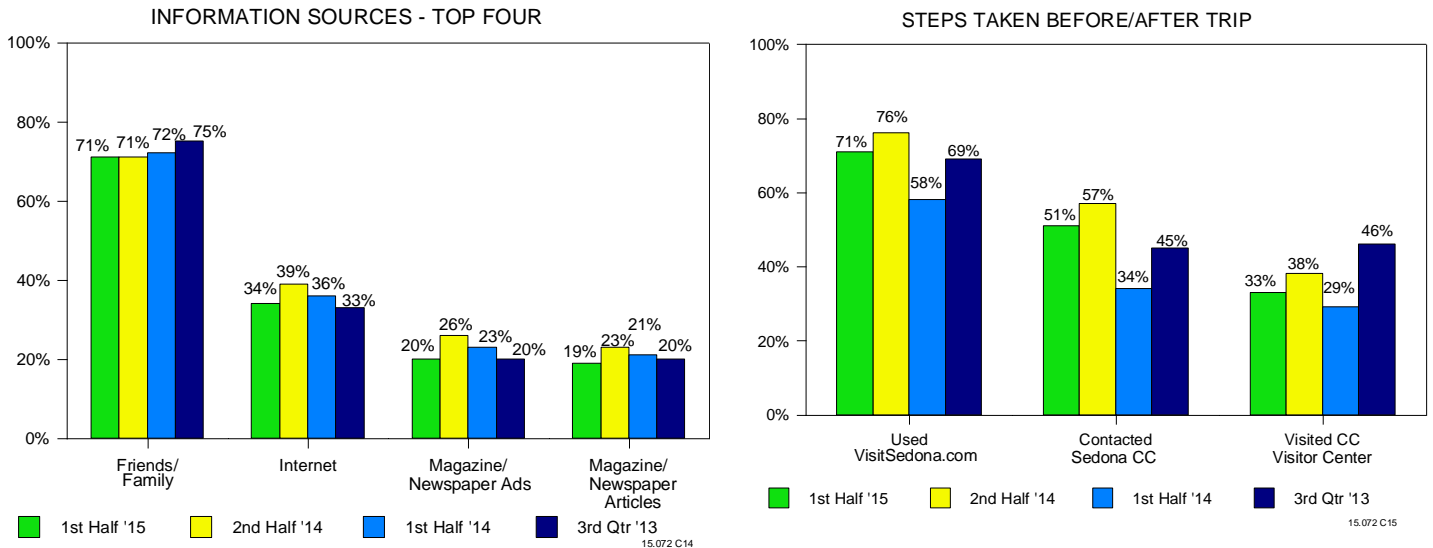
M The typical overnight visitor party spent \$520 per day while in Sedona, while the typical day tripper spent \$258.

M Two out of three visitors (65%) say their length of stay in Sedona was too short.

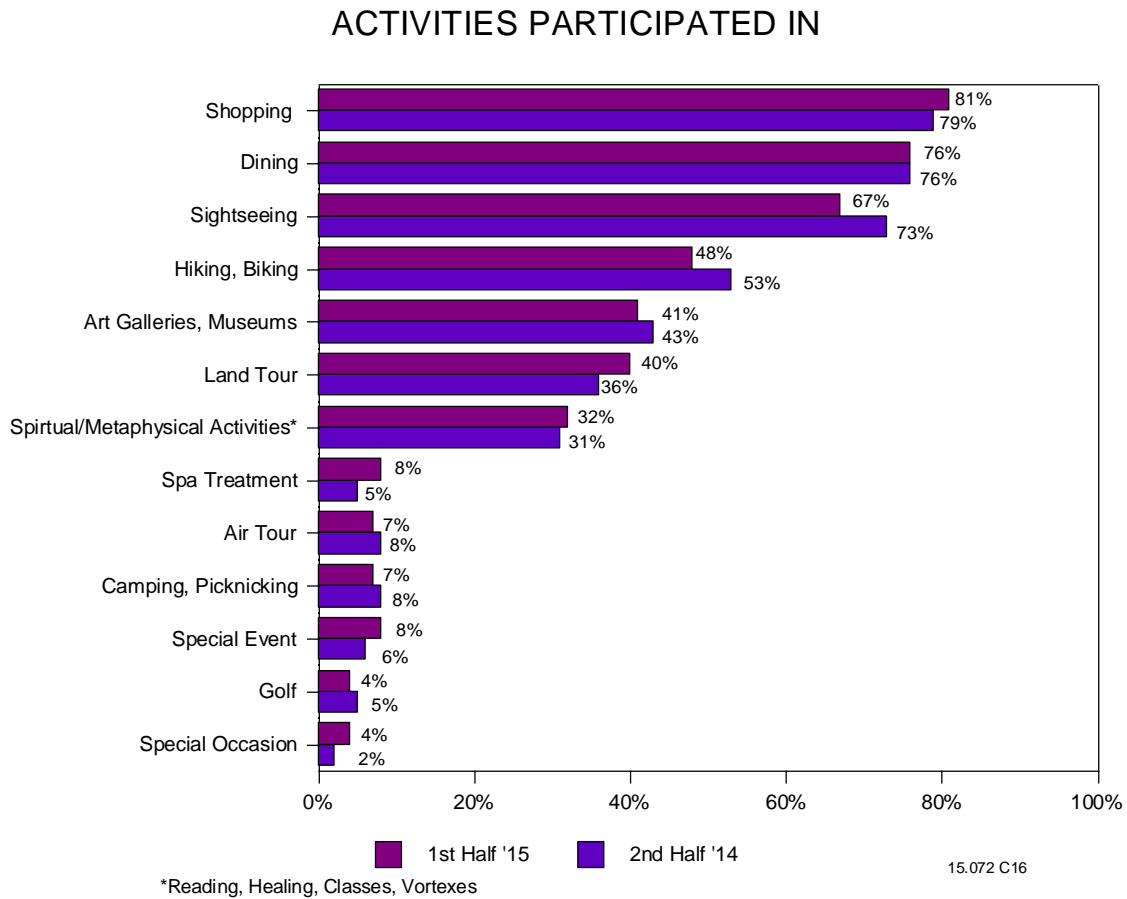


M Word of mouth continues to be the most common way visitors hear about Sedona (71%) followed by the Internet (34%).

M Seventy-one percent of visitors used the VisitSedona website prior to their visit, while 51 percent contacted the Chamber and 33 percent visited the Visitor Center when in town. Each of these readings is down from last period.



M The most frequently participated in activities continue to be shopping (81%), dining (76%), sightseeing (67%) and hiking/biking (48%).

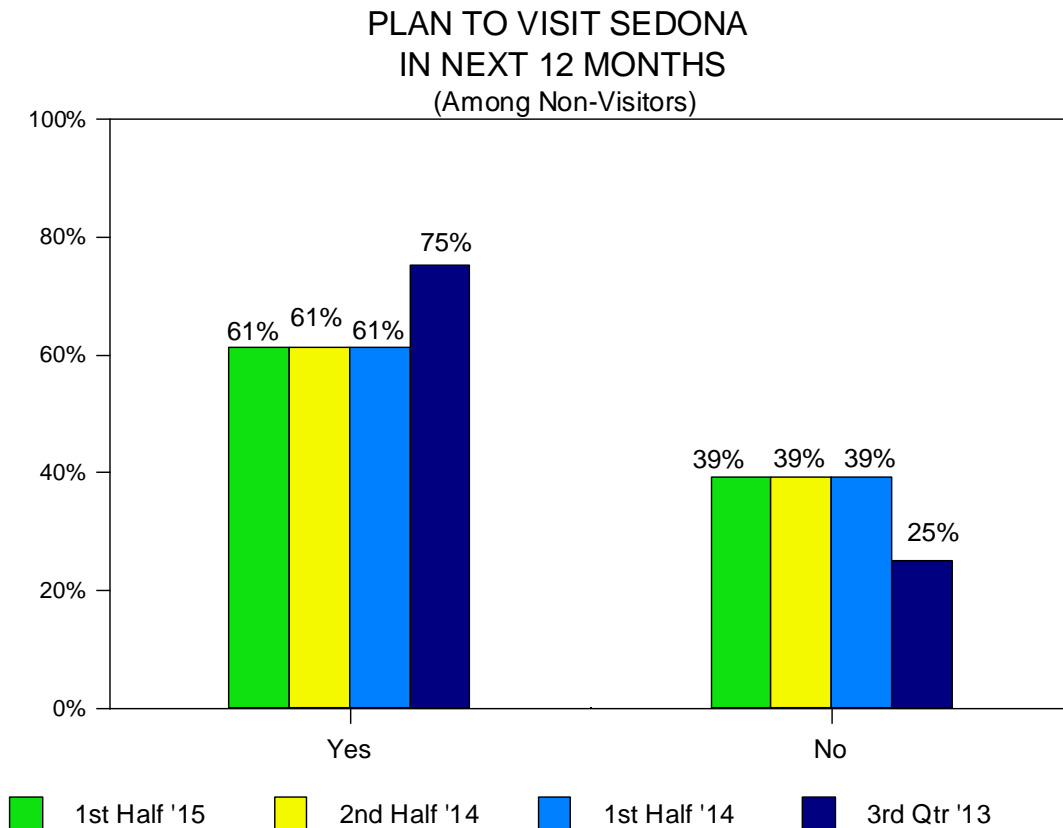


M By far and away, the number one thing that visitors like about Sedona is the natural beauty of the area.

M The top things that visitors dislike about Sedona are the congestion (traffic, crowds), lack of parking, high prices and the feeling that it is becoming too touristy.

AMONG NON-VISITORS

- M Sixty-one percent of respondents who indicated they had not visited Sedona in the past indicate they will do so in the next 12 months – unchanged from last period.
- M The main reasons for not planning to visit Sedona in the next 12 months are money and time.



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

- M The typical planned visitor is 59 years old with 82 percent being 50 or older. These figures continue to be very close to the visitor readings.
- M Geographically, 26 percent of all planned visitors come from the mid-west, while 26 percent come from the west, 30 percent the south and 15 percent the northeast. Three percent of planned visitors are from outside the U.S.
- M The typical planned visitor to Sedona will spend 3.8 days with 34 percent staying five or more days. Daytrippers comprise only about five percent of planned visitors.
- M Fifty-nine percent of planned visitors plan to stay at a hotel (40% full service).
- M The typical planned visitor has an annual income of \$87,300. This figure is up slightly from \$84,000 in the prior study.

- M One-half of planned visitors (56%) plan to arrive in Sedona via rental car while 34 percent plan to arrive in a personal car.
- M Nine out of ten planned visitors (93%) indicate they are leisure travelers.
- M The heaviest travel month for planned visitors is September (24%).
- M Forty-nine percent of all planned visitor travel parties will contain persons between 50 and 64 years old and 33 percent person 65 or over.
- M Sedona will be the primary destination of 65 percent of planned visitors.
- M The Grand Canyon (71%) is by far and away the most frequently mentioned other area planned visitors will travel to during their visit to Sedona.
- M Word of mouth is the most common way (71%) planned visitors hear about Sedona.
- M Ninety-six percent of planned visitors will use the VisitSedona website prior to their visit.
- M The most frequent activities planned visitors plan on participating in are sightseeing (81%), shopping (65%), dining (67%), hiking/ biking (60%) and land tours (54%).
- M Fifty-one percent of planned visitors indicate they are willing to take a shuttle.