

## SEDONA VISITORS – COMPARATIVE ANALYSIS 2002/2016

### HIGHLIGHTS

- Perhaps the most interesting finding in this analysis is the aging of Sedona's visitors with their median age increasing from 49.8 years in 2002 to 55.0 years today.
- There is relatively little change in the origin (home state) of visitors between 2002 and 2016 (45% west 2002, 50% west 2016).
- Sedona continues to be the primary destination of out-of-state visitors – 56% in 2002, 59% in 2016.
- The percentage of overnight visitors who utilize a hotel is little changed since 2002 – 75% 2002, 71% 2016.
- The median party size of two persons is unchanged since 2002.
- The vast majority of visitors continue to be leisure travelers – 98% 2002, 97% 2016.
- Median trip spending by overnight visitors has increased from \$243 in 2002 to \$508 today.
- The percent of visitors who hike or bike has increased from 40% in 2002 to 56% today.
- 98% of visitors believe that Sedona is an excellent (68%) or good (30%) place to visit compared to other options – unchanged from 2002 (97%).
- 41% of current visitors who have visited Sedona multiple times believe it has become more desirable over time – up from 32% in 2002.
- Sedona's scenic beauty continues to be its primary attribute – 81% in 2002, 73% today.

	2016 VISITOR INTERCEPT SURVEY	2002 VISITOR INTERCEPT/ TELEPHONE SURVEY
<u>AGE</u>		
Under 35	7%	16%
35 to 49	33	46 (35-54)
50 to 64	30	
65 or over	<u>30</u>	<u>38 (55+)</u>
	100%	100%
MEDIAN AGE	55.0	49.8
 <u>INCOME</u>		
Under \$50,000	12%	26%
\$50,000 to \$99,999	34	43
\$100,000 to \$149,999	28	19
\$150,000 or over	<u>26</u>	<u>12</u>
	100%	100%
<u>MEDIAN INCOME (000)</u>	\$107.1	\$76.8

	2016 VISITOR INTERCEPT SURVEY	2002 VISITOR INTERCEPT/ TELEPHONE SURVEY
<u>RESIDENCE</u>		
<b>Arizona</b>	<b>30%</b>	<b>24%</b>
Metro Phoenix	24	--
Other Arizona	6	--
<b>Other State</b>	<b>61</b>	
West	20	21%
Midwest	16	20
Northeast	13	10
South	12	17
<b>Foreign</b>	<u><b>9</b></u> 100%	<u><b>8</b></u> 100%
<u>LENGTH OF VISIT</u>		
Day trip	37%	41%
1 to 2	24	35
3 to 4	22	11
5 or over	<u>17</u> 100%	<u>13</u> 100%
MEDIAN – OVERNIGHT VISITORS	3.5	NA
<u>PRIMARY DESTINATION (OUT OF STATE VISITORS)</u>		
<b>Sedona</b>	<b>59%</b>	<b>56%</b>
<b>Other place</b>	<b>41</b>	<b>44</b>
Metro Phoenix	18	--
Grand Canyon	15	--
Northern Arizona	5	--
Southern Arizona	<u>3</u> 100%	<u>--</u> 100%
<u>ACCOMMODATIONS</u>		
Hotel/motel	71%	75%
Timeshare	10	12
Private home as a guest	8	3
Rental vacation home	5	1
Bed and Breakfast	3	3
Campground/RV park	<u>3</u> 100%	<u>6</u> 100%
<u>PARTY SIZE</u>		
1 to 2	62%	62%
3 to 4	25	27
5 or more	<u>13</u> 100%	<u>11</u> 100%
MEDIAN	2.0	2.0

	2016 VISITOR INTERCEPT SURVEY	2002 VISITOR INTERCEPT/ TELEPHONE SURVEY
<u>% OF PARTIES CONTAINING PERSON OF FOLLOWING AGE</u>		
Under 18	23%	21%
18 to 34	16	25
35 to 49	37	42
50 to 64	43	43
65 or over	36	20
*Indicates % less than .5		
<u>PRIMARY TRIP PURPOSE</u>		
<b>Leisure</b>	<b>97%</b>	<b>98%</b>
Pleasure/vacation	89	89
Special event	4	3
Visit friends/relatives	3	4
Personal reason/health	1	2
<b>Business/Convention</b>	<b>3%</b>	<b>2</b>
	100%	100%
<u>TRIP SPENDING (OVERNIGHT VISITORS)</u>		
Under \$300	19%	62%
\$300 to \$499	30	23
\$500 to \$999	43	
\$1,000 or over	<u>8</u>	<u>15 (\$500+)</u>
	100%	100%
<u>MEDIAN DAILY SPENDING PER PART/PER DAY</u>		
	\$508	\$243

	2016 VISITOR INTERCEPT SURVEY	2002 VISITOR INTERCEPT/ TELEPHONE SURVEY
<u>ACTIVITIES PARTICIPATE IN (OVERNIGHT VISITORS)</u>		
Sightseeing	85%	--
Dining	73	--
Shopping	58	83%
Hiking/biking	56	40
Art galleries and museums	39	43
Land tours	31	20
Spiritual or metaphysical activities (reading, healing, classes, vortexes)	12	14
Camping, picnicking	6	6
Special events	8	9
Spa/treatment	6	9
Air tour	4	--
Special occasion	4	--
Golf	2	7
<u>SEDONA COMPARED TO OTHER PLACES</u>		
Excellent	68%	69%
Good	30	28
Just ok	2	2
Poor	<u>0</u>	<u>1</u>
	100%	100%
<u>SEDONA TRIPS PAST 3 YEARS</u>		
1	50%	38% Any
2-3	22	Prior Visits
4 or more	<u>28</u>	
	100%	
<u>CHANGES IN SEDONA OVER TIME (AMONG THOSE WITH MULTIPLE VISITS)</u>		
More desirable	41%	32%
No change	40	55
Less desirable	<u>19</u>	<u>13</u>
	100%	100%
<b>Net More Desirable</b>	<b>+22</b>	<b>+19</b>

	2016 VISITOR INTERCEPT SURVEY	2002 VISITOR INTERCEPT/ TELEPHONE SURVEY
LIKED MOST		
<u>ABOUT SEDONA</u>		
Scenic beauty	73%	81%
Weather	10	7
Shopping	6	4
Relaxed/laid back atmosphere	5	3
Vortex – spiritual healing	5	2
Hiking/biking trails	5	--
Chapel of The Holy Cross	4	--
Family/friends live in Sedona	3	--
Close to home/local get away	3	--
Friendly people	2	3
Clean/well kept	2	--
Outdoor recreation activities	1	6
Art galleries	1	2
Restaurants	1	1
Lots of bathrooms	1	--
Hotels/resorts	1	--
LIKED LEAST		
<u>ABOUT SEDONA</u>		
<b>Nothing</b>	<b>40%</b>	<b>42%</b>
Traffic congestion	19	12
Lack of parking	18	5
Too crowded	5	14
Too expensive	4	8
Too much commercialism	4	1
Weather	2	8
Limited shopping	1	6
Limited restaurants	1	1
Poor public transit	1	--
Hiking trails – limited, unsafe	1	--
Rude/snobby people	1	--
Too spiritual	1	--
VISITED CHAMBER		
<u>WEB SITE</u>	13%	NA

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