

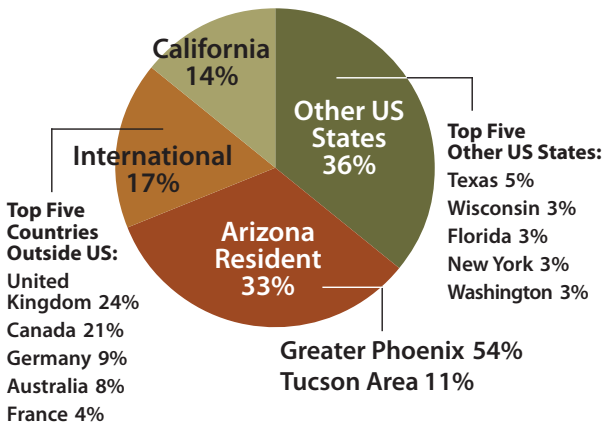
# Flagstaff Visitor Profile

Demographics	
Average Age	49
Male	47
Female	51
Average Annual Income	\$79,056 (\$80,000 median)
Average Overnight Stay	2.6 nights
Average Party Size	3.2 persons
Travel w/children	22%

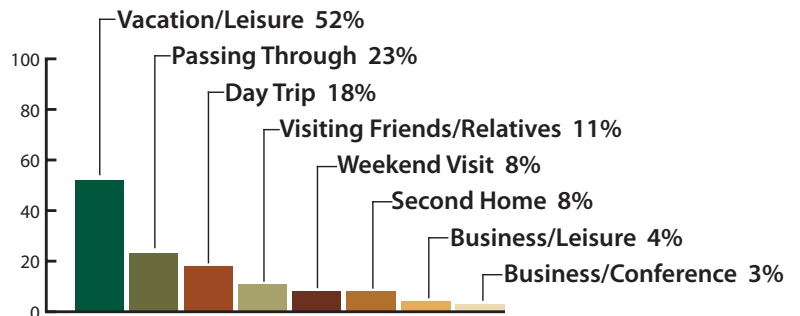
Annual Economic Impact	
Total Economic Impact	\$501 million
Direct Spending	\$387 million
Indirect Impact	\$50 million
Induced Impact	\$64 million
Total Taxes Produced	\$30 million
Total Jobs Created	5,483 Direct/Indirect

Average Daily Spending	
Per Party/Day	\$646
Lodging	\$175
Food and Beverage	\$107
Transportation	\$93
Shopping	\$90
Recreation	\$65
Other	\$116

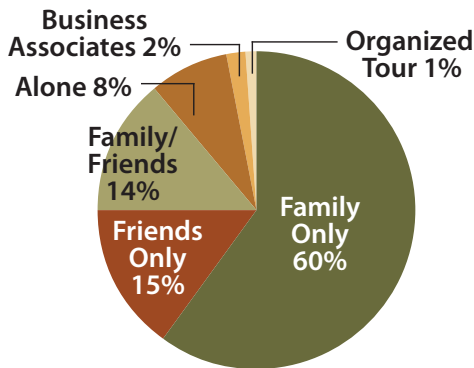
## Visitor Origin



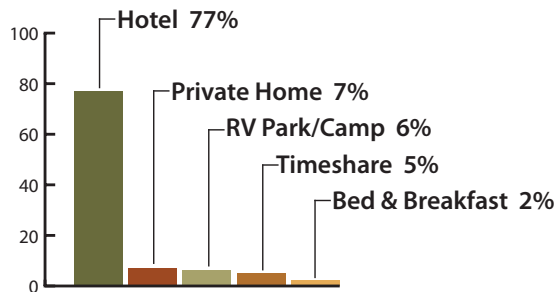
## Trip Purpose\*



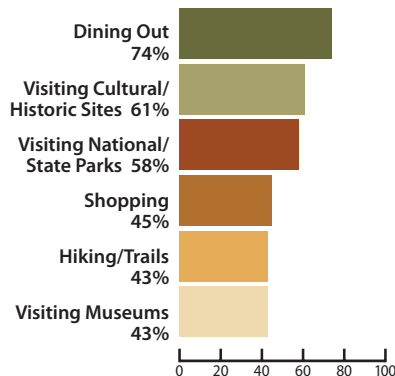
## Party Type



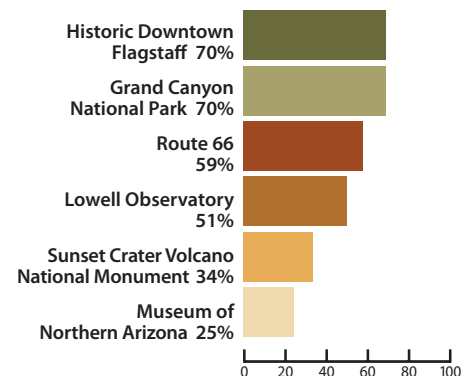
## Lodging Type\*



## Top Flagstaff Activities\*



## Top Attractions Visited\*



CONVENTION AND VISITORS BUREAU  
 211 West Aspen Avenue ▲ Flagstaff, Arizona 86001-5399 USA  
 800-217-2367 ▲ 928-779-7611  
[flagstaffarizona.org](http://flagstaffarizona.org)

Source: 2008-2009 Flagstaff Visitor Study by Northern Arizona University's Hospitality Research and Resource Center

\*Please note: Percentages do not sum to 100% because some respondents provided multiple responses.