

Flagstaff Convention and Visitors Bureau

Winter Visitor Study 2008-2009

Flagstaff Convention and Visitors Bureau

Conducted by:

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A Division of University Associates, Inc.

Flagstaff The destination for all seasons



Overview

- Purpose
 - Economic Impact
 - Winter Visitor Profile
- Methods
 - Arizona Snowbowl
 - Flagstaff Nordic Center
 - Three periods (Holiday, Midweek, Weekend)
 - Survey

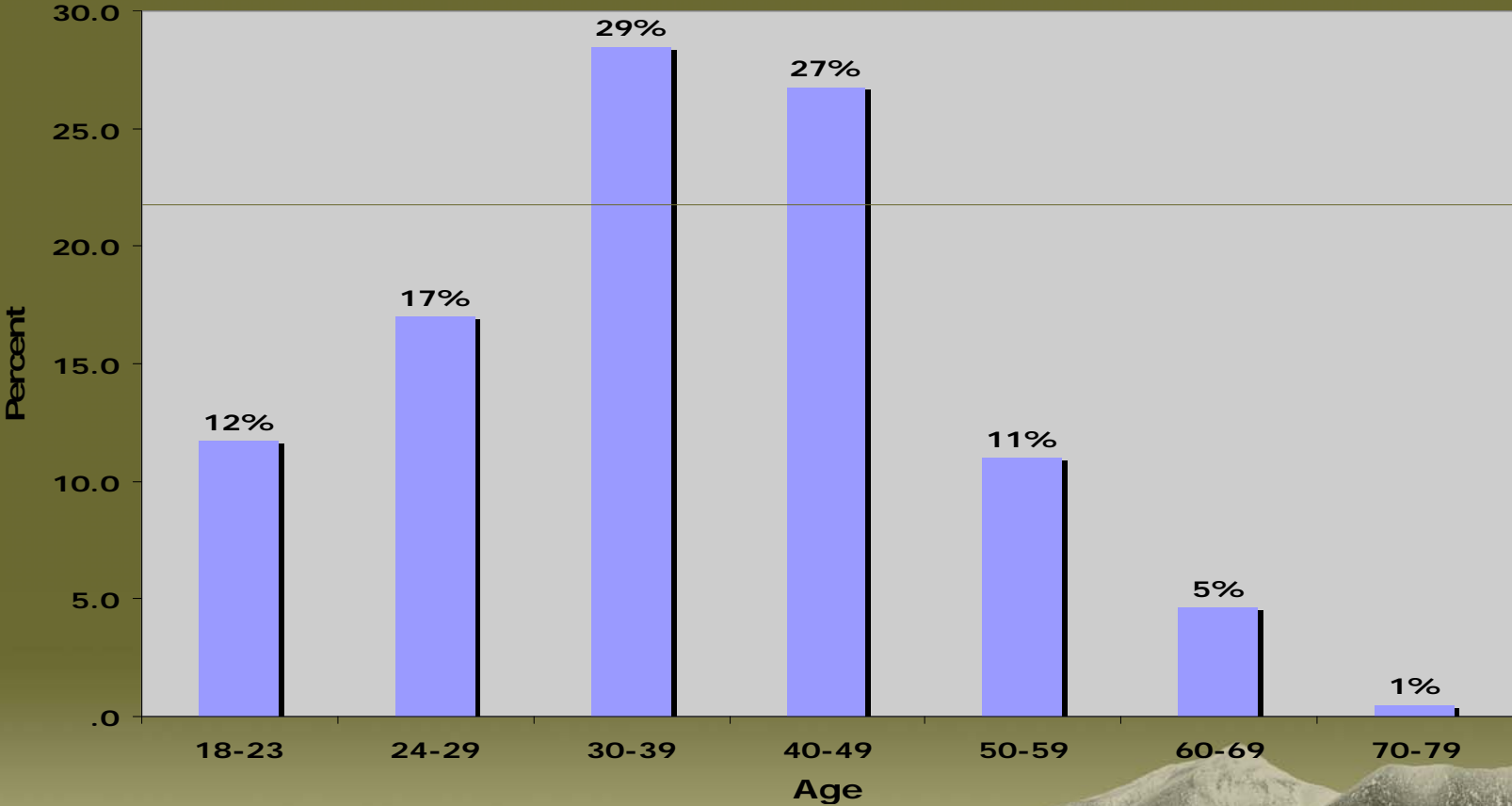
Overview Cont.

- Study
 - Total Surveys: 900
 - 300 each survey period
 - Results focus on non-residents/visitors

Season End Results

- Gender
 - 57% Male, 43% Female
- Party Size
 - 4.6 Adults (mean), 1.9 Children (mean)
- Group Composition
 - 45% Friends, 42% Family, 13% Co-workers, 6% alone or special group

Results Cont.



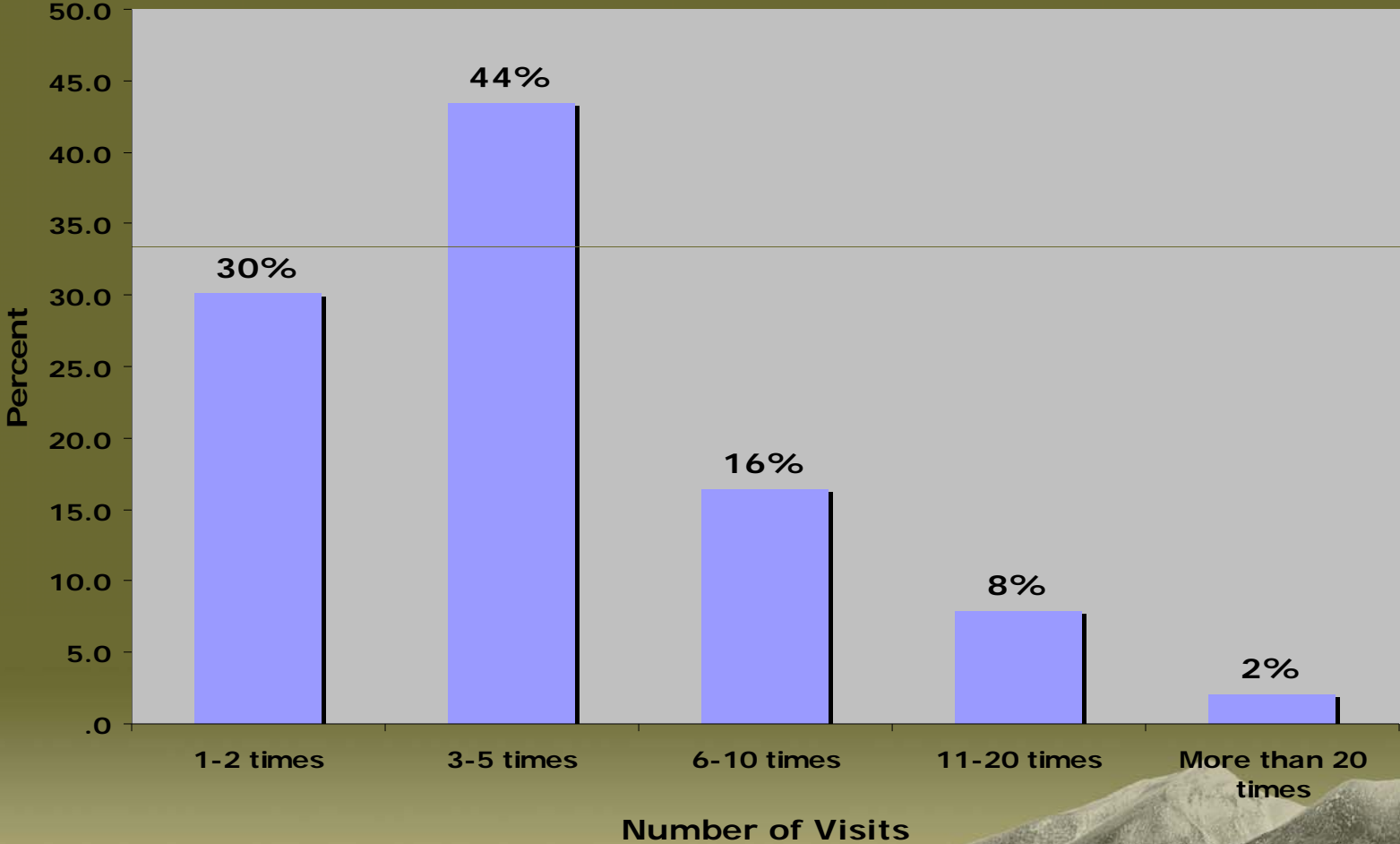
Results Cont.

- Age
 - 38.2 (mean)
- Salary
 - \$86,699 (mid-point)
- Residence
 - 61% Flagstaff
 - 39% Non-Resident

Results Cont.

- Non-Residents
 - 76% Arizona
 - 24% Other states
 - California, New Mexico, Colorado, Nevada
- Arizona Residents
 - 77% Phoenix
 - 14% Tucson
 - 9% Other

Results Cont.

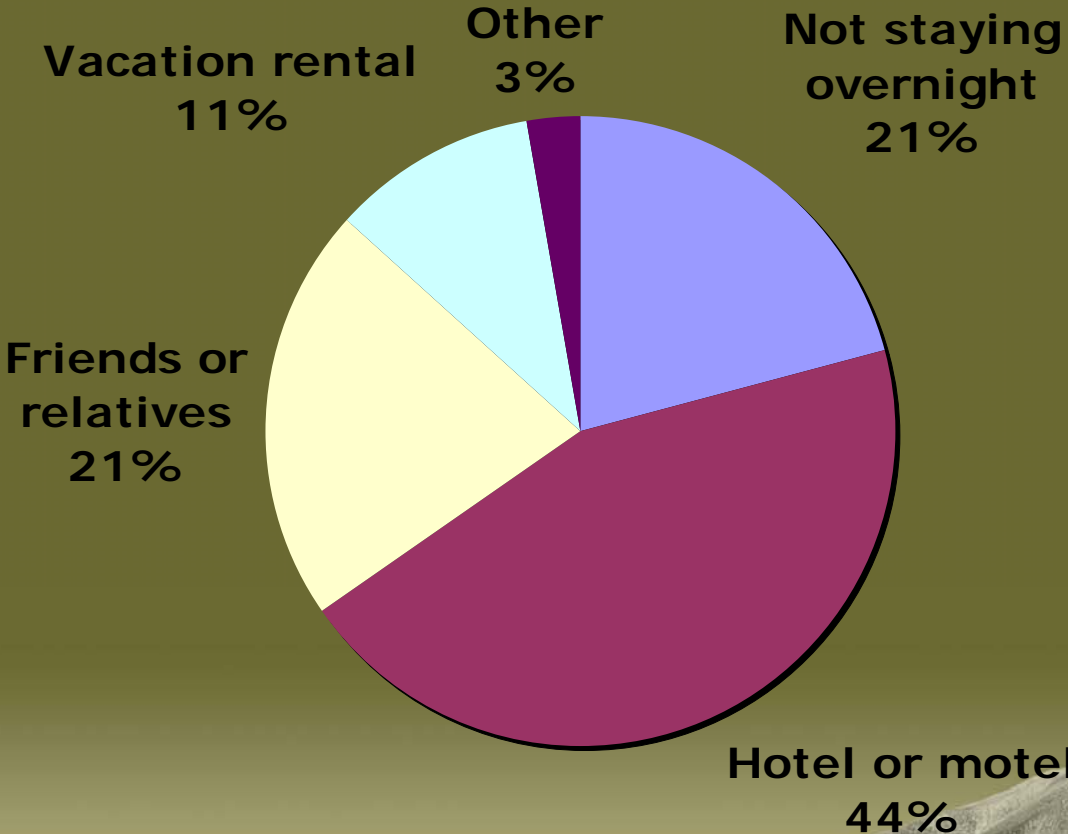


Results Cont.

- Number of Visits
 - 5.15 times in past 12 mos. (mean)
- Overnight Visitation
 - 44% overnight in hotel/motel
 - 2.6 nights (average)
 - \$91.56 per night

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Season End: Accommodations In Flagstaff



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Results Cont.

- Food and Beverage
 - \$34.91 per person each day
- Other Purchases
 - \$61.39 per person each day

Results Cont.

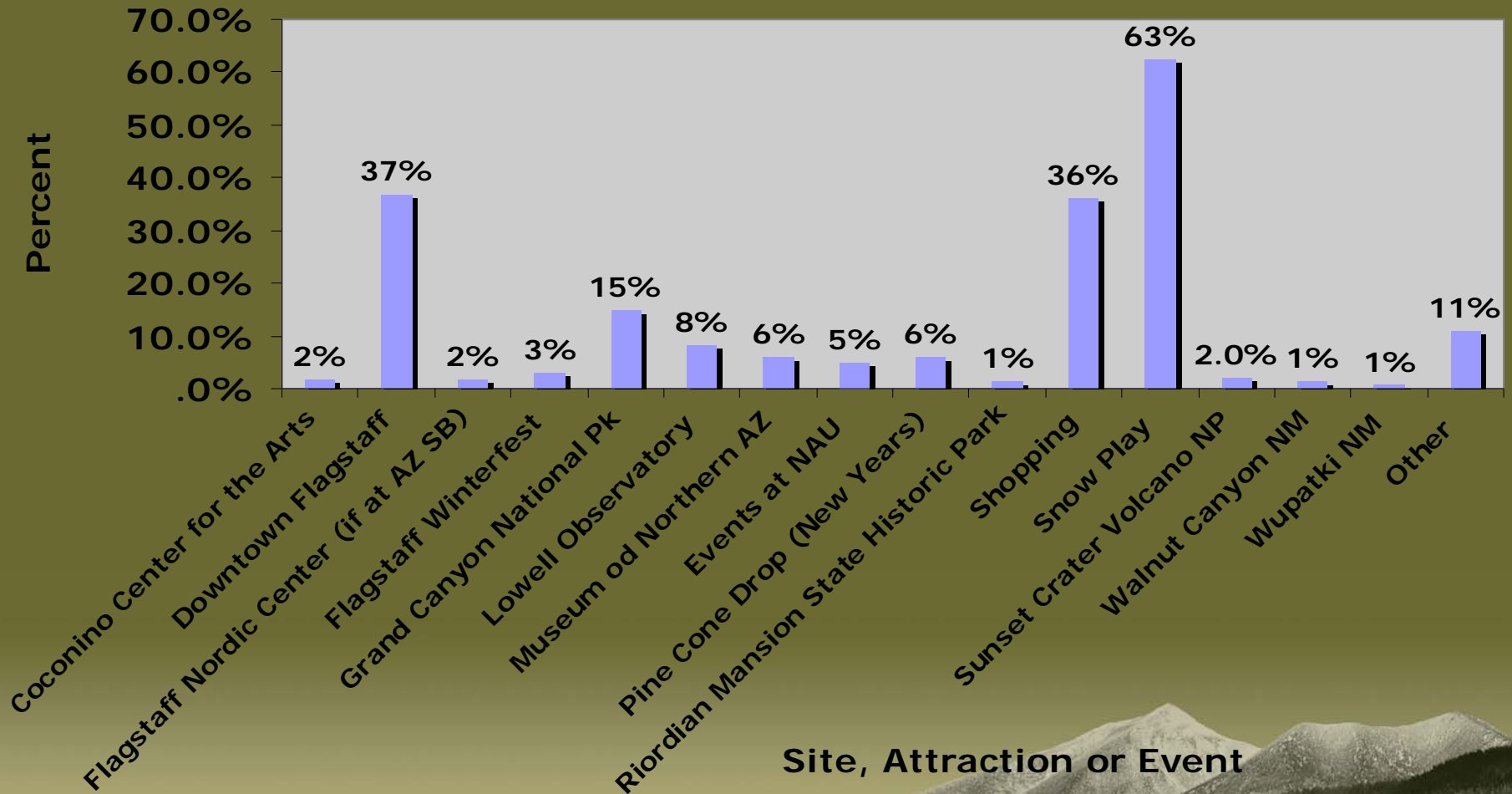
- Economic Impact (Non-Residents)
 - Based on 135,000 Visitors
 - Total Spending: \$15,838,602
 - Hotel/Motel Lodging: \$2,757,402.60
 - Food and Beverage: \$4,742,104.58
 - Other Purchases: \$8,339,094.82

Results Cont.

- Total Taxes (State/County/City)
 - \$1,488,049.37
- City Taxes
 - \$279,056.66
- BBB Tax
 - \$149,990.14

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Season-End: Other Attractions



Site, Attraction or Event
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