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Winter Visitor Study 2008-2009;
The Flagstaff Convention & Visitors Bureau

Executive Summary

The following Executive Summary presents key findings of the 2008-2009 Winter Visitor Study. Some 300 surveys were collected during each of three periods; holiday, midweek, and weekend. A fourth category, season-end summary, is the aggregate of all 900 collected surveys. For additional detail, please see the attached report.

The survey contained a total of 18 questions and was designed to understand group composition, snow-user demographics, and to determine experiential ratings of the staff and the guests' overall experience at the resort.

For respondents who lived out-of-town, further questions were designed to determine where they live, the type of accommodations they utilized while visiting Flagstaff (if any), and the amounts they spent on accommodations, food, beverage and other items. Finally, out-of-town respondents were asked about other sites, attractions, or events they would experience while staying in Flagstaff.

Executive Summary findings by period;

Holiday Results:

Of the holiday visitors that were surveyed, fifty-seven percent were male, while 43% were female.

The mean number of holiday visitor adults in a party was 4.43. The mean number of holiday visitor children in a party was 2.42.

The majority of holiday visitors stated they were either with “family” (43%) or “friends” (49%).

The average Arizona Snowbowl staff experiential rating for holiday respondents was 1.96, indicating a rating in between the “excellent” (1.0) and “very good” (2.0) response categories.

The mean rating for respondents overall Arizona Snowbowl experience was 2.39 indicating a rating in between the “very good” (2.0) and “fair” (3.0) response categories.

The mean age of holiday visitors was 42.2 years.

The mid-point of the salary ranges of holiday visitors was \$100,315 per year.

Of the 300 holiday visitors surveyed, the responses were almost evenly split with 48% of the participants living in the Flagstaff area (or within 50 miles) and 52% living outside of the area.

The mean number of times holiday, non-residents visited Flagstaff in the last twelve months was 5.09 different occasions.

For holiday non-resident visitors, 75% live in Arizona and 25% live in another state (listed in order of response; California, Colorado, New Mexico, and Nevada).

For the holiday non-resident visitors that live in Arizona, 72% live in the Phoenix area, 20% live in the Tucson area, and 7% live in another part of the state.

Some 46% of holiday non-resident visitors said they would be “staying in a hotel or motel” at a mean average nightly room rate of \$95.90.

The average number of nights holiday visitors stayed in Flagstaff was 2.74 nights.

The mean average amount each person in a party of holiday visitors spent per day on food and beverage was \$38.59.

The mean average amount a holiday visitor spent on other items per person per day was \$69.52.

When holiday visitors were asked about other sites, attractions or events they plan to see during their stay, three sites contained most of the responses; “snow play” (63%), “shopping” (48%), and “downtown Flagstaff” (32%).

Season Midweek Results:

Of the midweek visitors that were surveyed, fifty-seven percent were male, while 43% were female.

The mean number of midweek visitor adults in a party was 4.43. The mean number of midweek visitor children in a party was 2.42. Exactly the same findings as holiday visitors.

The majority of midweek visitors were either with “family” (40%) or “friends” (38%).

The average Arizona Snowbowl staff experiential rating for midweek respondents was 1.88, indicating a rating in between the “excellent” (1.0) and “very good” (2.0) response categories.

The mean rating for respondents overall Arizona Snowbowl experience was 2.11 indicating a rating in between the “very good” (2.0) and “fair” (3.0) response categories.

The mean age of midweek visitors was 37.7 years.

The mid-point of the salary ranges of midweek visitors was \$99,835 per year.

Of the 300 midweek visitors surveyed, the responses were heavily weighted towards Flagstaff locals; with 73% of the participants living in the Flagstaff area (or within 50 miles) and 27% living outside of the area.

The mean number of times midweek, non-residents visited Flagstaff in the last twelve months was 6.89 different occasions.

For midweek non-resident visitors, 79% live in Arizona and 22% live in another state (listed in order of response; Colorado, California, Nevada, New Mexico, and Utah.

For the midweek non-resident visitors that live in Arizona, 84% live in the Phoenix area, 6% live in the Tucson area, and 13% live in another part of the state.

Some 49% of midweek non-resident visitors said they would be “staying in a hotel or motel” at a mean average nightly room rate of \$96.61.

The average number of nights midweek visitors stayed in Flagstaff was 2.53 nights.

The mean average amount each person in a party of midweek visitors spent per day on food and beverage was \$29.76.

The mean amount a midweek visitor spent on other items per person per day was \$48.71.

When midweek visitors were asked about other sites, attractions or events they plan to see during their stay, three sites contained most of the responses; “snow play” (78%), “downtown Flagstaff” (47%), and “shopping” (36%).

Season Weekend Results:

Of the weekend visitors that were surveyed, fifty-six percent were male, while 44% were female.

The mean number of weekend visitor adults in a party was 4.77. The mean number of weekend visitor children in a party was 1.24.

The majority of weekend visitors stated they were either with “family” (42%) or “friends” (49%).

The average Arizona Snowbowl staff experiential rating for weekend respondents was 1.72, indicating a rating in between the “excellent” (1.0) and “very good” (2.0) response categories.

The mean rating for respondents overall Arizona Snowbowl experience was 1.80 indicating a rating in between the “excellent” (1.0) and “very good” (2.0) response categories.

The mean age of weekend visitors was 34.6 years.

The mid-point of the salary ranges of weekend visitors was only \$60,443 per year.

Of the 300 weekend visitors surveyed, the responses were heavily weighted towards Flagstaff locals; with 63% of the participants living in the Flagstaff area (or within 50 miles) and 37% living outside of the area.

The mean number of times weekend, non-residents visited Flagstaff in the last twelve months was 4.20 different occasions.

For weekend non-resident visitors, 77% live in Arizona and 24% live in another state (listed in order of response; New Mexico, California, and Colorado).

For the weekend non-resident visitors that live in Arizona, 79% live in the Phoenix area, 10% live in the Tucson area, and 10% live in another part of the state.

Some 38% of weekend non-resident visitors said they would be “staying in a hotel or motel” at a mean average nightly room rate of \$77.20.

The average number of nights weekend visitors stayed in Flagstaff was 2.42 nights.

The mean average amount each person in a party of weekend visitors spent per day on food and beverage was \$31.89.

The mean amount a weekend visitor spent on other items per person per day was \$55.95.

When weekend visitors were asked about other sites, attractions or events they plan to see during their stay, three sites contained most of the responses; “snow play” (48%), “downtown Flagstaff” (35%), and “other” (25%).

Season-End Summary Results:

Of the season-end summary visitors surveyed, 57% were male, while 43% were female.

The mean number of season-end summary visitor adults in a party was 4.6. The mean number of season-end summary visitor children in a party was 1.9.

The majority of season-end summary visitors stated they were either with “family” (42%) or “friends” (45%).

The average Arizona Snowbowl staff experiential rating for season-end summary respondents was 1.85, indicating a rating between “excellent” (1.0) and “very good” (2.0) categories.

The mean rating for respondents overall Arizona Snowbowl experience was 2.1 indicating a rating in between the “very good” (2.0) and “fair” (3.0) response categories.

The mean age of season-end summary visitors was 38.2 years.

The mid-point of the salary ranges of season-end summary visitors was only \$86,699 per year.

Of the 900 season-end summary visitors surveyed, the responses were heavily weighted towards Flagstaff locals; with 61% of the participants living in the Flagstaff area (or within 50 miles) and 39% living outside of the area.

The mean number of times season-end summary, non-residents visited Flagstaff in the last twelve months was 5.15 different occasions.

For season-end summary non-resident visitors, 76% live in Arizona and 24% live in another state (listed in order of response; California, New Mexico, Colorado, and Nevada).

For the season-end summary non-resident visitors that live in Arizona, 77% live in the Phoenix area, 14% live in the Tucson area, and 9% live in another part of the state.

Some 44% of season-end summary non-resident visitors said they would be “staying in a hotel or motel” at a mean average nightly room rate of \$91.56.

The average number of nights season-end summary visitors stayed in Flagstaff was 2.6 nights.

The mean average amount each person in a party of season-end summary visitors spent per day on food and beverage was \$34.91.

Mean amount a season-end summary visitor spent on other items per person per day was \$61.39.

When season-end summary visitors were asked about other sites, attractions or events they plan to see during their stay, three sites contained most of the responses; “snow play” (63%), “downtown Flagstaff” (37%), and “shopping” (36%).