



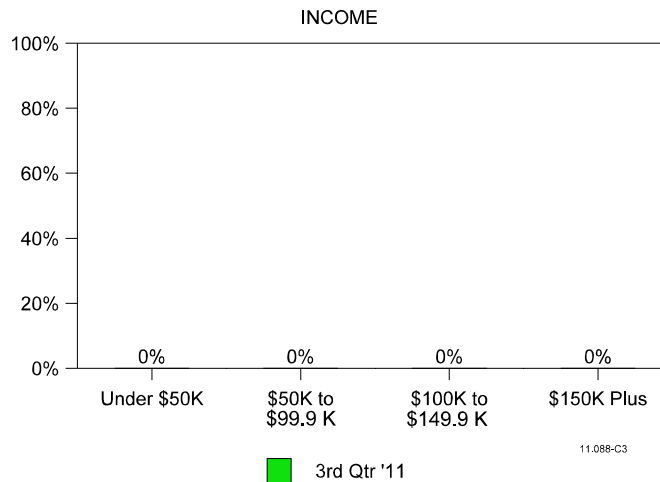
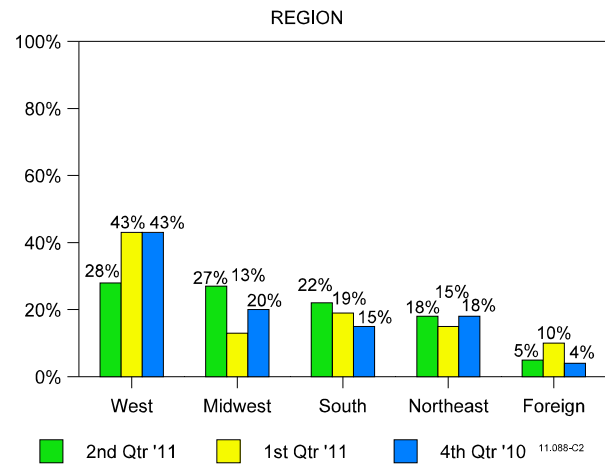
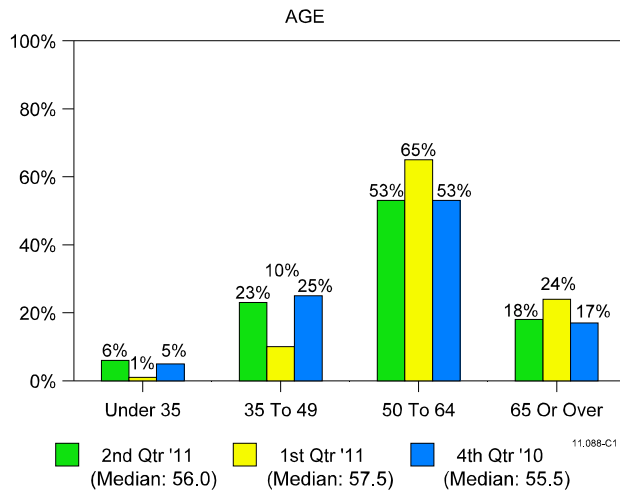
## **SEDONA VISITOR SURVEY**

### **EXECUTIVE SUMMARY**

The information contained in this report is based on 6,250 interviews conducted with individuals who requested the Chamber's Newsletter between September 1, 2010, and June 30, 2011. All of the interviewing on this project was conducted by the Sedona Chamber of Commerce via a web-based survey which was sent to requesters a minimum of three months after their E Newsletter request. For the purpose of this research, only the 4,232 respondents (68%) who indicated they had visited Sedona or the 1,453 (23%) who indicated they would visit Sedona in the next 12 months are included in the following summary data.

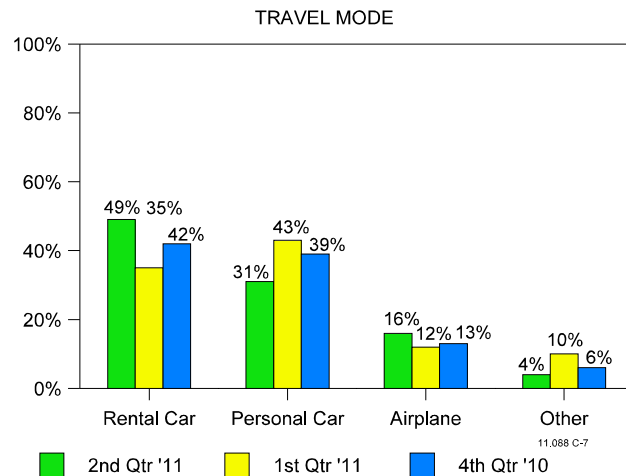
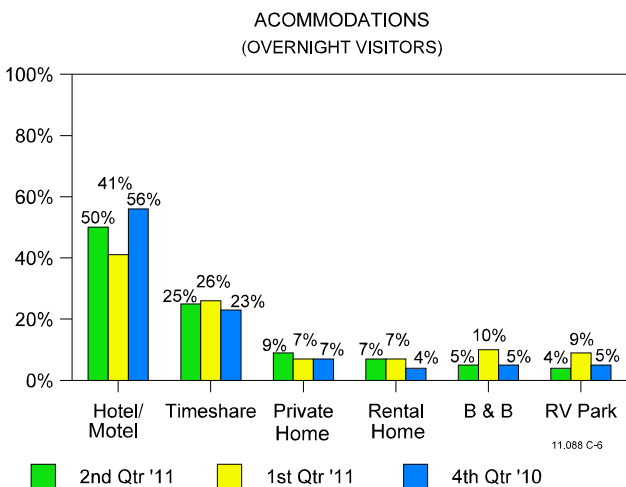
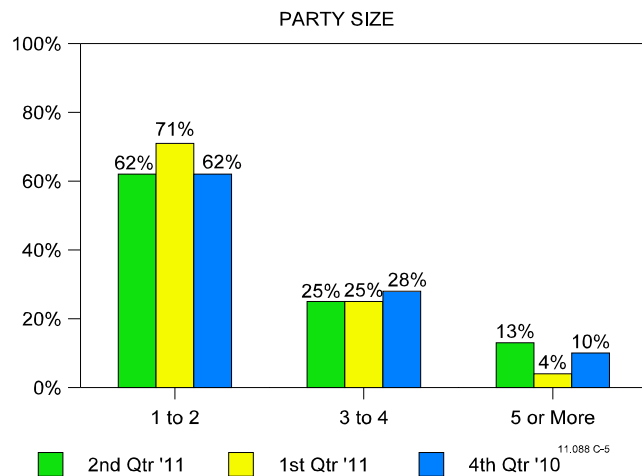
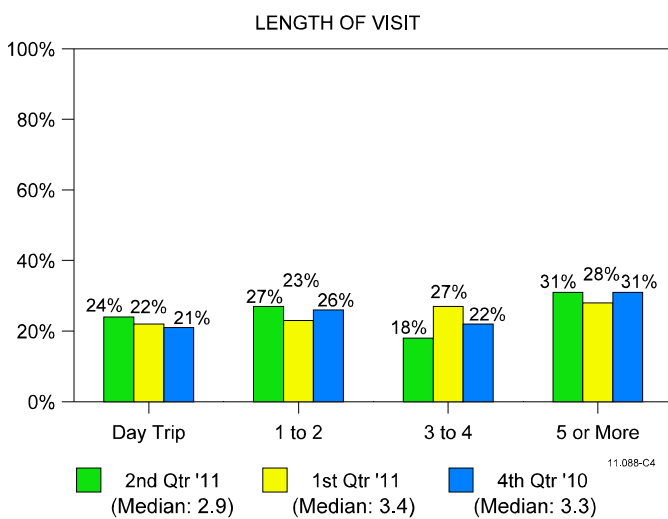
## VISITOR CHARACTERISTICS

- The typical visitor is 56 years old with one-half of all visitors (53%) falling between 50 and 64 years old and seven out of ten (71%) being 50 or older.
- Geographically, 28 percent of all visitors came from the west, while 27 percent came from the midwest, 22 percent the south and 18 percent the northeast. Five percent of visitors were from outside the U.S.
- Information on visitor income will be included in the next quarterly report.

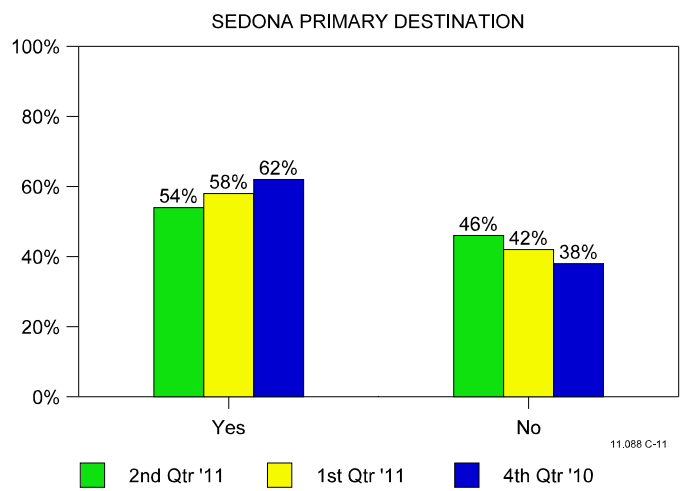
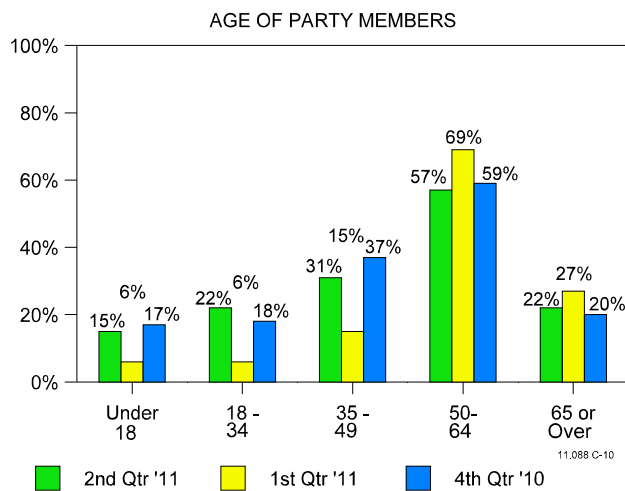
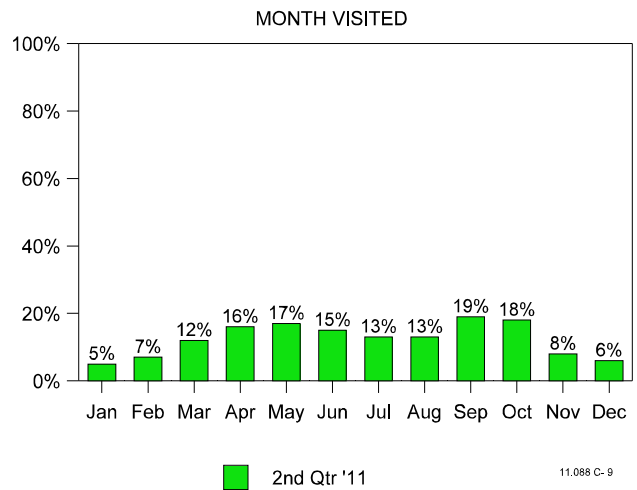
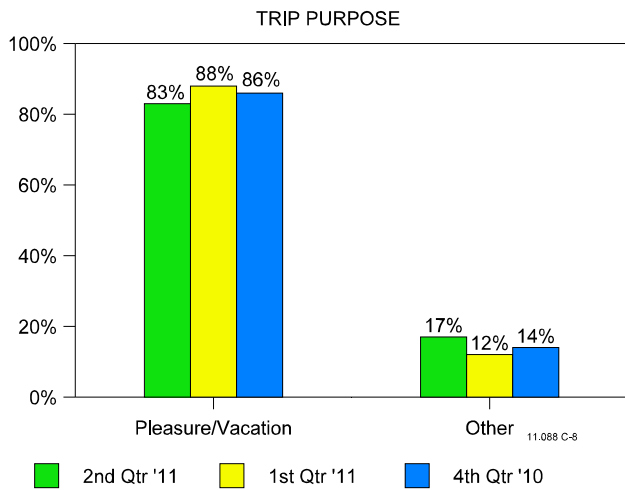


## VISITOR TRIP CHARACTERISTICS

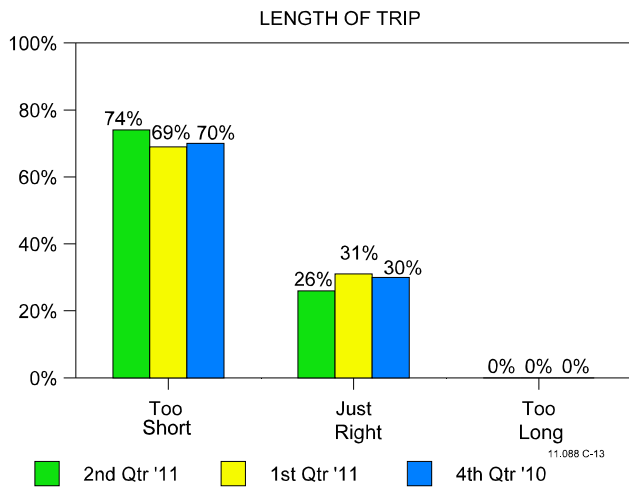
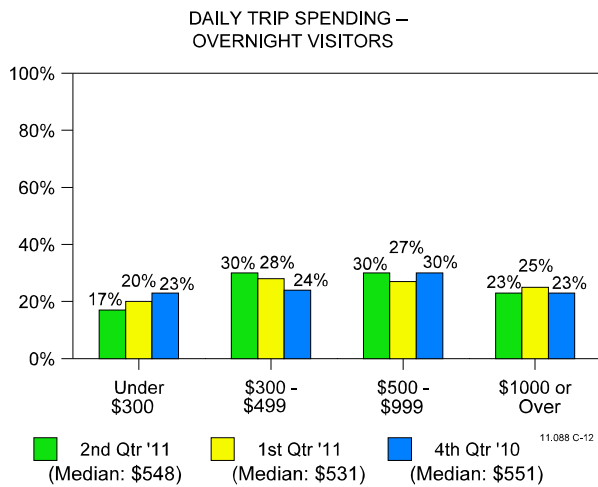
- The typical visitor to Sedona spent 2.9 days with 31 percent staying five or more days. Day-trippers comprise about one in four surveyed visitors (24%).
- Sixty-two percent of travel parties contained one or two people with 54 percent of all parties containing two individuals.
- One-half of visitors (50%) stayed at a hotel (25% full service) while 25 percent stayed in a timeshare, and nine percent a private home.
- One-half of visitors (49%) arrived in Sedona via rental car while one out of three arrived in a personal car (31%) and 16 percent arrived by plane. The remaining four percent of visitors arrived by some other mode of surface transportation (RV, tour bus, motorcycle, shuttle).



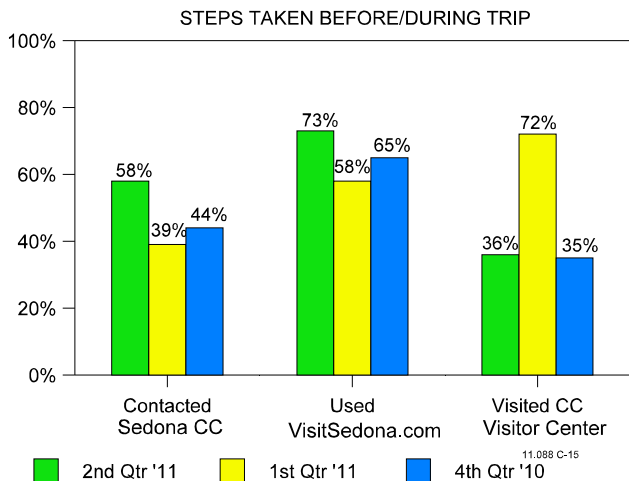
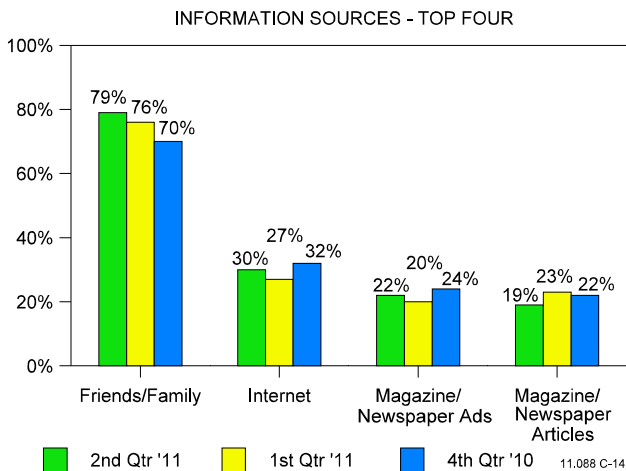
- Over eight out of ten visitors (83%) indicate they are leisure travelers.
- The heaviest travel months are September (19%) and October (18%).
- 57 percent of all travel parties contained persons between 50 and 64 years old, while 31 percent contained persons 35 to 49.
- Sedona is the primary destination of 54 percent of visitors followed by the Phoenix area (17%) and the Grand Canyon (14%).
- Among the other areas visitors traveled to during their visit to Sedona were the Grand Canyon (55%), Jerome (42%), Flagstaff (41%), Cottonwood (23%) and Camp Verde (22%).



- The typical overnight visitor party spent \$548 per day while in Sedona with 23 percent spending over \$1,000 per day.
- Nearly two out of three visitors (74%) say their length of stay in Sedona was too short.

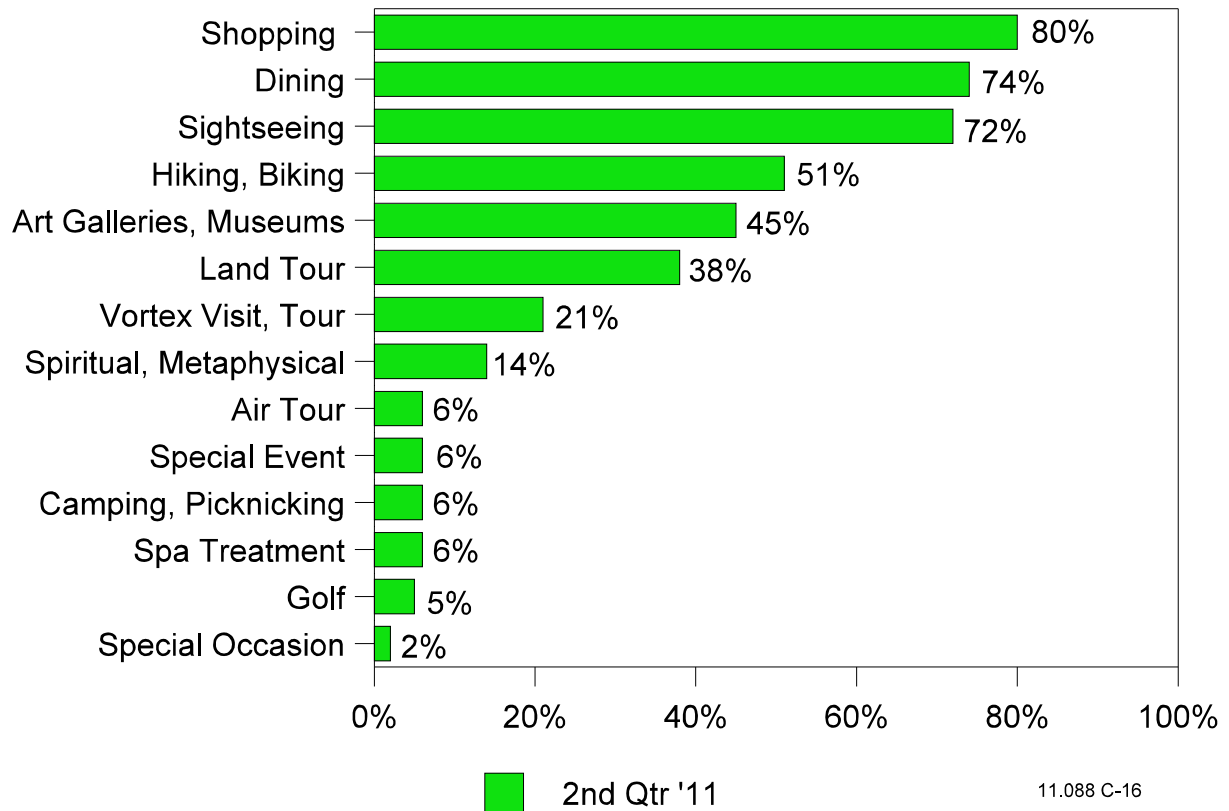


- Word of mouth is the most common way (79%) visitors hear about Sedona.
- Seventy-three percent of visitors used the VisitSedona website prior to their visit, while 58 percent contacted the Sedona Chamber. Thirty-six percent visited the Visitor Center when in town.



- The most frequent activities visitors participated in were shopping (80%), dining (74%), sightseeing (72%) and hiking/biking (51%).

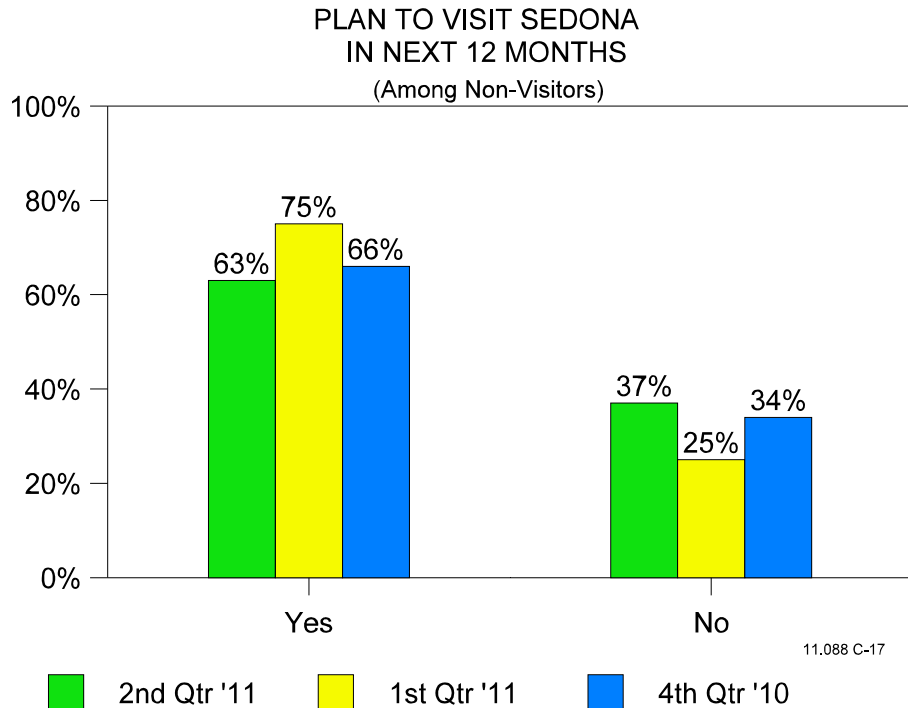
### ACTIVITIES PARTICIPATED IN



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

- Two out of three respondents (63%) who indicated they had not visited Sedona in the past indicate they will do so in the next 12 months.
- The main reasons for not planning to visit Sedona in the next 12 months are money and time.



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

- The typical planned visitor is 55 years old with one-half of all planned visitors (55%) falling between 50 and 64 years old and seven out of ten (68%) being 50 or older. These figures are nearly identical to the visitor readings.
- Geographically, 25 percent of all planned visitors come from the west, while 23 percent come from the south, 21 percent the midwest and 20 percent the northeast. Eleven percent of planned visitors are from outside the U.S.
- The typical planned visitor to Sedona will spend 3.0 days with 27 percent staying five or more days. Daytrippers comprise only about four percent of planned visitors.
- Two-thirds of planned visitors (66%) plan to stay at a hotel (47% full service).

- Four out of ten planned visitors (41%) plan to arrive in Sedona via rental car while 28 percent plan to arrive in a personal car.
- Nearly nine out of ten planned visitors (88%) indicate they are leisure travelers.
- The heaviest travel period for planned visitors is April to June (35%).
- Fifty-nine percent of all planned visitor travel parties will contain persons between 50 and 64 years old.
- The Grand Canyon (65%) is the most frequently mentioned other area planned visitors will travel to during their visit to Sedona.
- Word of mouth is the most common way (57%) planned visitors hear about Sedona.
- Ninety-eight percent of planned visitors will use the VisitSedona website prior to their visit.
- The most frequent activities planned visitors plan on participating in are sightseeing (84%), shopping (74%), dining (71%), and land tours (55%).