



## **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.

While the 2005 Visitor Study was conducted differently (an in-person intercept study held in Sedona, versus an online survey), some comparisons of data are shown in this report.

## VISITOR CHARACTERISTICS

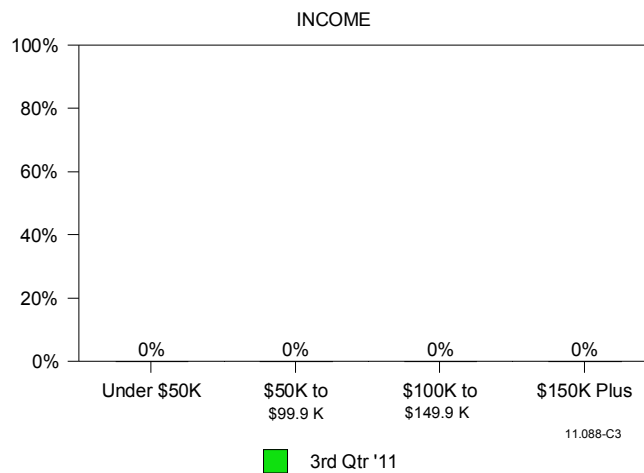
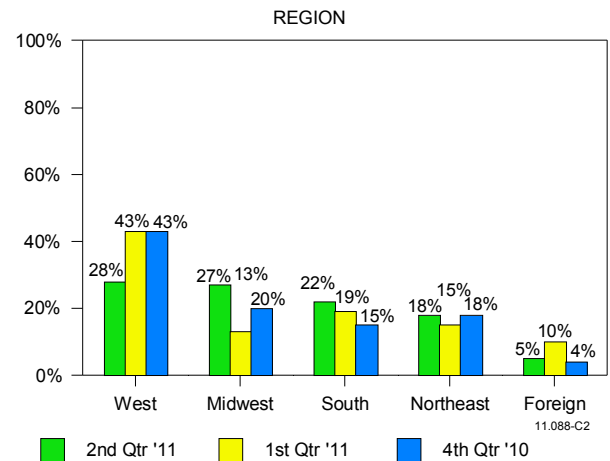
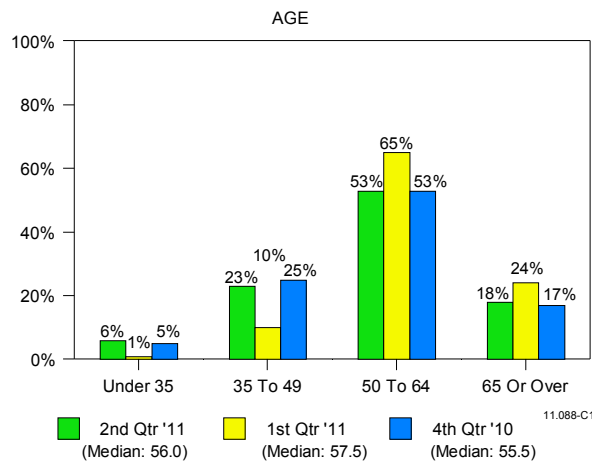
- The typical visitor is 56 years old with one-half of all visitors (53%) falling between 50 and 64 years old and seven out of ten (71%) being 50 or older.

In 2005, the typical Sedona visitor was 46 years old, with 51% being 35 to 54 years old. Day trippers were younger than overnight visitors (43.5 vs. 48.5)

- 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.

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- Information on visitor income will be included in the next quarterly report.



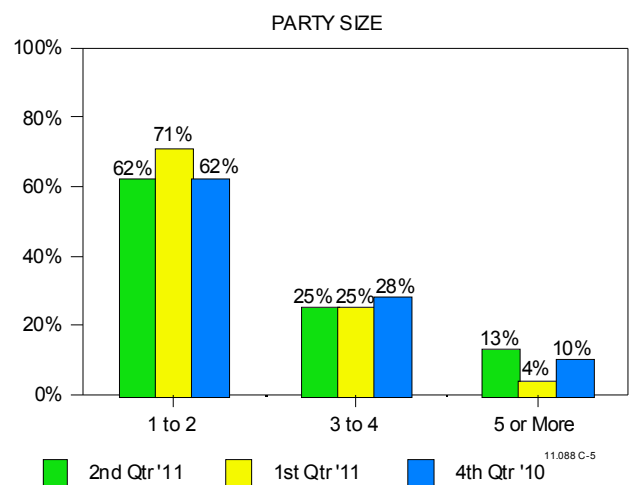
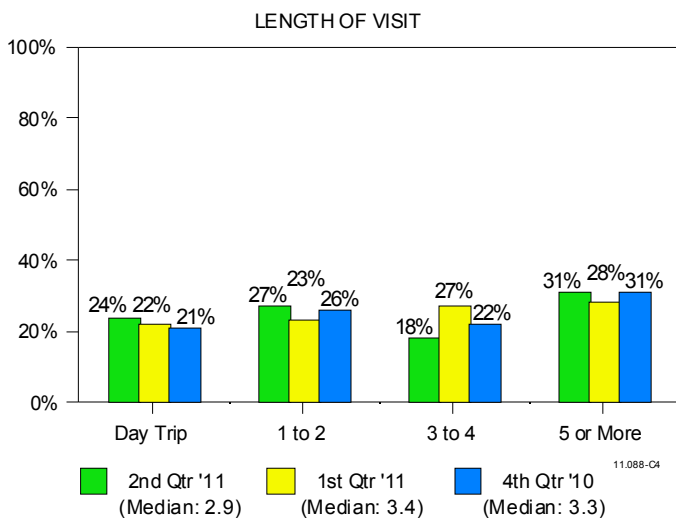
## VISITOR TRIP CHARACTERISTICS

- 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%).

In 2005, 44% of Sedona visitors were day trippers, while 32% spent one to two nights and 24% over two nights. The typical overnight visitor spent an average of 3.0 nights in the city.

- Sixty-two percent of travel parties contained one or two people with 54 percent of all parties containing two individuals.

In 2005, the typical Sedona visitor travel party size was 3.2 people, with one-half of all parties (49%) containing two individuals - 41% among day trippers and 55% among overnight visitors. The data also revealed that over four out of ten travel parties contained individuals either 35 to 49 (44%) or 50 to 64 (42%) and that few parties contained children five or younger (8%).



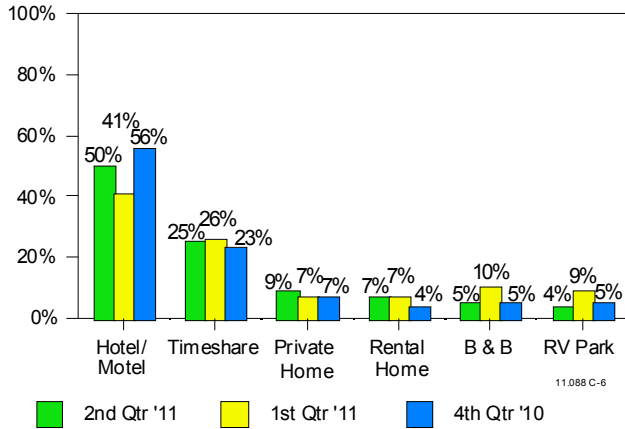
- One-half of visitors (50%) stayed at a hotel (25% full service) while 25 percent stayed in a timeshare, and nine percent a private home.

In 2005, seven out of ten visitors (69%) stayed at either a full-service hotel (31%), a limited-service hotel (22%), or a luxury resort (16%). Additionally, 17% stayed at a timeshare, 6% at a private home as a guest, 4% at an RV park, and 4% at a bed and breakfast.

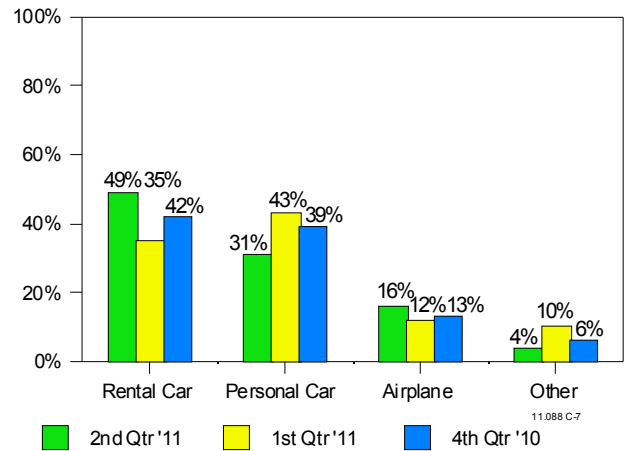
- One-half of visitors (49%) arrived in Sedona via rental car while one out of three arrived in a personal car (31%) and 16 percent arrived by plane. The remaining four percent of visitors arrived by some other mode of surface transportation (RV, tour bus, motorcycle, shuttle).

In 2005, 95% of visitors drove to Sedona, while only 3% flew and 2% came on a tour bus.

ACCOMMODATIONS  
(OVERNIGHT VISITORS)



TRAVEL MODE



- Over eight out of ten visitors (83%) indicate they are leisure travelers.

In 2005, 98% of visitor indicated they are leisure travelers, with 84% visiting for pleasure or vacation, 6% to visit friends or family, and 5% for special events. In comparison, only 5% visited Sedona for business purposes.

- 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%).

In 2005, 58% of visitors indicated Sedona was their primary destination within their overall travel plans. Amount of overnight visitors the figure reached 66% and amount of Arizona residents it reached 81%.

Thirty-seven percent of out-of-state visitors who visited Sedona as a secondary location mentioned Maricopa County as their primary destination (25% Phoenix), while 33% mentioned Coconino County (16%) Grand Canyon. Seventy-two percent of Arizona residents who visited Sedona as a secondary location mentioned Coconino County as their primary destination (56% Flagstaff), while 44% of out-of-state residents mentioned Maricopa County (30% Phoenix).

- 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%).

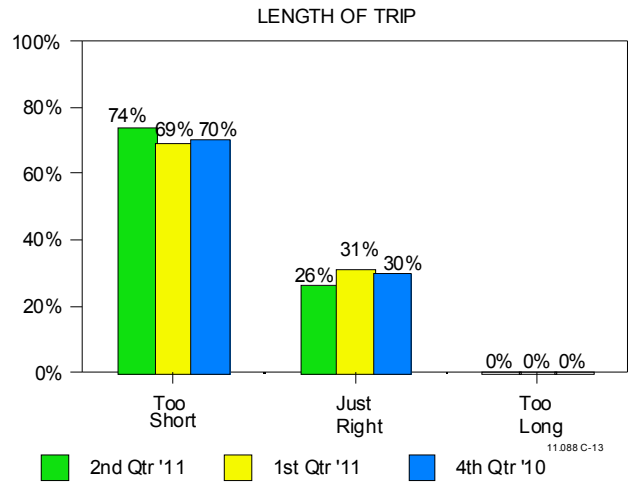
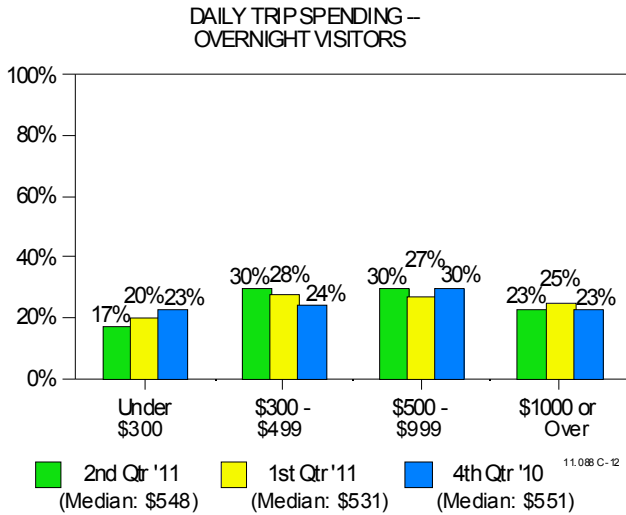
In the 2005 study, it was indicated that a majority of visitors (53%) visited only Sedona on their trip, a figure which reaches 59% among day trippers and 81% among Arizona residents. Also receiving high visitation are Coconino County (37%) and Maricopa County (24%). As might be expected, out-of-state visitors reveal particularly high visitation patterns to multiple locations.

- The typical overnight visitor party spent \$548 per day while in Sedona with 23 percent spending over \$1,000 per day.

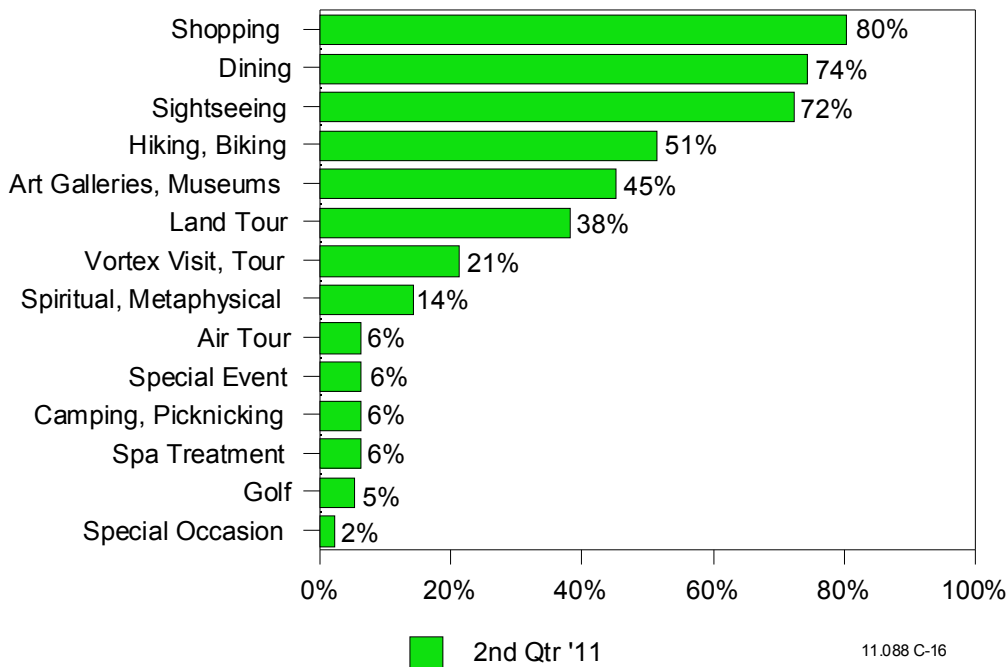
In 2005, the typical overnight Sedona visitor party spent \$344 per day while in the area with 38% spending \$400 or more a day. The typical day tripper party spent \$190 per day with 24% spending \$300.

- Nearly two out of three visitors (74%) say their length of stay in Sedona was too short.

In 2005, a majority of visitors (54%) indicated their stay in Sedona was too short, while 45% indicated it was just about right. Only 1% of visitors indicate their stay was too long. Females, younger visitors, lower income visitors and day trippers reveal particularly strong belief that their trip to Sedona was too short.



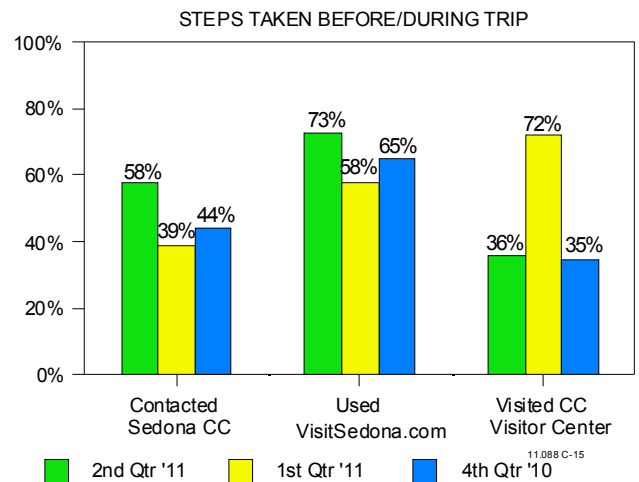
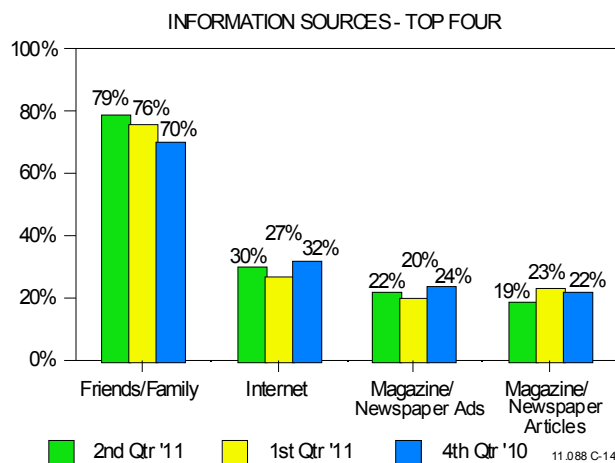
**ACTIVITIES PARTICIPATED IN**



- Word of mouth is the most common way (79%) visitors hear about Sedona.

In 2005, a recommendation from friends and family (21%) was revealed as the number one influencing factor in a visitor's decision to visit Sedona. Also receiving response from roughly one out of ten visitors were: 1) natural beauty (13%); 2) positive prior visits (11%); 3) special events (9%); and, 4) just passing through (9%).

- 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.



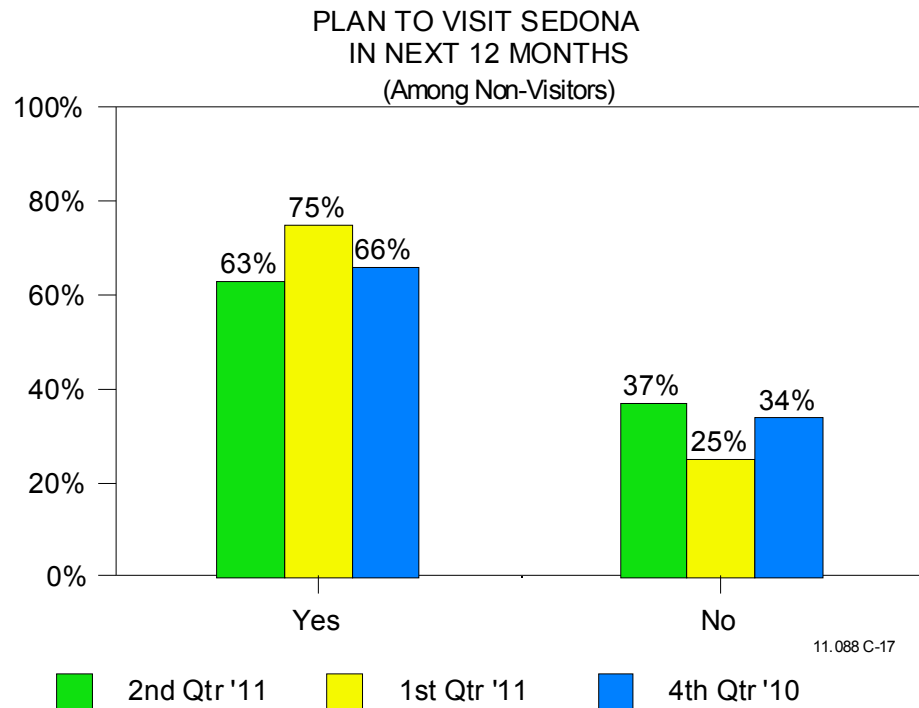
- The most frequent activities visitors participated in were shopping (80%), dining (74%), sightseeing (72%) and hiking/biking (51%).

In 2005, when Sedona visitors were asked if they participated in each of 11 specific activities during their visit, we found that shopping was the most frequently participated in activity (79%), followed by art galleries and museums (47%), outdoor recreation (42%), and hiking and biking (36%). The data also revealed that, as might be expected, overnight visitors were more actively involved in each of the activities tested than day trippers. *Note that dining was not listed as a choice of activity.*

- 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. Day trippers 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%).