

# Business Survey Research

Plan development included collecting new primary data from Sedona's businesses, derived from a list of business owners or managers provided by the SCC&TB.

The email survey was conducted in June 2018. The 33 survey questions were programmed into Qualtrics, a well-respected on-line survey platform.

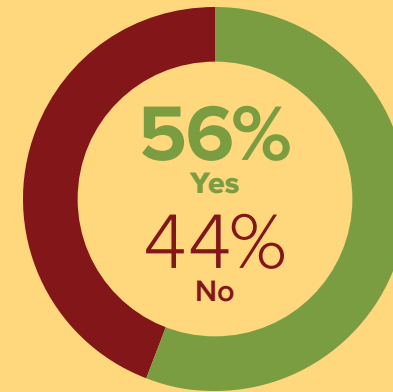
**262 completed surveys were received.**

## Demographics

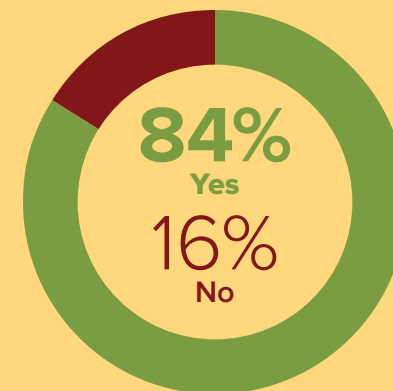
- More than half (**56%**) of respondents consider themselves a tourism business.
- **84%** recognize that they benefit from the tourism industry.
- Respondents have been in operation in Sedona an average of **18** years.
- **57%** of responding business owners live in Sedona; **24%** live in the general Sedona area, and **19%** live outside the area.
- **76%** employ 10 or fewer full-time employees; **87%** have 10 or fewer part-time employees, and **91%** have 10 or fewer seasonal employees.
- **37%** say all of their employees live in Sedona; **27%** say more than half but not all their employees live in Sedona, **26%** say less than half live in Sedona. **10%** say none of their employees live in Sedona.
- Most employees park in their employer's private lot (**69%**), with designated public parking lots (**18%**) and free street parking (**13%**) also in use.
- Over three-quarters of employers (**78%**) say none of their employees walk or bike. **21%** indicate between **1-10** employees walk or bike to work. Similar results were reported regarding employee use of public transportation.

**FIGURE 3-4: BUSINESS CONNECTION TO TOURISM**  
SOURCE: ASU – CST BUSINESS SURVEY

### Do you consider your business a tourism business?



### Does your business benefit from the tourism industry?



## Tourism's Role in the Economy

Business respondents have a strong understanding of the vital role of tourism in the region's economy.

- **8 out of 10** say tourism plays a significant role in the City having no residential property tax.
- **37%** believe visitor-paid taxes fund between **61%-81%** of the City's budget.
- **51%** place the number of tourism jobs at **61%-80%** of the total jobs in the region.

### Business owners/managers were asked if tourism should play a different role in Sedona in the future:

- Similar role **57%**
- Less of a role **22%**
- Greater role **21%**
- No role **0%**

**FIGURE 3-5: FUTURE ROLE FOR TOURISM IN SEDONA'S ECONOMY**

SOURCE: ASU – CST BUSINESS SURVEY



**57%**  
Similar Role

**21%**  
Greater Role

**22%**  
Less of a Role

**0%**  
No Role

When asked what economic activities are most acceptable for the Sedona region, business perspectives vary significantly from those of residents. Tourism and outdoor recreation are viewed as a top economic activity, followed by medical/health, higher education, and professional services. Government offices, construction, and light manufacturing rank lowest.

**TABLE 3-11: ACCEPTABILITY OF ECONOMIC ACTIVITIES**  
SOURCE: ASU – CST BUSINESS SURVEY

Economic Activities	n	1 Not	2 & 3 Moderate	4 & 5 Very	Mean
Tourism/Outdoor Recreation	188	1%	17%	82%	4.3
Medical and Health	191	2%	25%	74%	4.2
Higher Education	191	0%	25%	75%	4.2
Professional Services	191	2%	28%	71%	4.2
Craft Beverages (Beer, Wine, etc.)	191	1%	28%	72%	4.1
Retail and Other Services	191	1%	35%	64%	4.1
Technology	191	7%	40%	53%	3.9
Agriculture	190	8%	52%	40%	3.6
Federal/State/Local Government	191	7%	46%	47%	3.3
Construction	190	11%	59%	31%	3.4
Light Manufacturing	189	1%	17%	82%	3.0

SCALE: (1) Not Acceptable - - - (3) Moderately Acceptable - - - (5) Very Acceptable

## Sedona's Quality of Life

Businesses were asked to rate the importance of factors influencing Sedona's quality of life, and their current satisfaction with the associated factor.

Factors that rate most highly in importance are:

- Safety/lack of crime
- Limited litter and vandalism
- Clean air and water
- Conservation of natural areas
- Overall attractiveness and cleanliness of the city

Businesses are least satisfied with:

- General crowding on roads, trails, in the Uptown area, and other areas (e.g., Oak Creek Canyon)
- Real estate costs
- The diversity of Sedona's economy

**TABLE 3-12: COMMUNITY FACTORS – IMPORTANCE AND SATISFACTION**  
SOURCE: ASU – CST RESIDENT SURVEY

Importance		Quality of Life Factors	Satisfaction	
n	Mean		n	Mean
179	4.8	Safety/Lack of Crime	172	4.3
176	4.8	Limited Litter and Vandalism	173	4.1
179	4.7	Clean Air and Water	173	3.9
180	4.7	Conservation of Natural Areas	173	3.7
180	4.7	Attractiveness/Cleanliness	172	4.1
180	4.4	Preservation of Cultural/Historic Sites	173	3.9
180	4.4	Crowding of Roads	175	2.2
180	4.3	Quality Recreation Opportunities	172	3.8
179	4.3	Fair Prices of Goods and Services	174	3.1
177	4.2	Diversity and Quality of Employment	173	3.0
178	4.2	Tourist Spending	175	3.8
178	4.2	High Standard of Living	173	3.7
177	4.2	Cultural Activities for Residents	173	3.3
180	4.2	Peace and Quiet	172	3.7
178	4.1	Adequate Tax Revenues to Support City Services	173	3.7
178	4.1	Reasonable Real Estate Costs	174	2.8
179	4.1	Diverse Economy	173	2.8
180	4.1	Crowding of Trails	173	2.8
178	4.1	Crowding in Other Areas of Sedona	173	2.5
179	4.1	Community Identity	173	3.7
179	3.9	Crowding in Uptown	172	2.5
177	3.9	Authentic Culture	171	3.4

IMPORTANCE SCALE: (1) Not at All Important - - - (5) Extremely Important  
SATISFACTION SCALE: (1) Not at All Satisfied - - - (5) Extremely Satisfied

## Sustainability Initiatives

Sustainability initiatives were rated for their importance.

- Businesses rate “*Leave No Trace* principles in parks” and “local spending and retention” as the two most important initiatives.
- Sustainability certification receives the lowest importance rating.

Businesses provided open-ended comments about sustainability ideas. The following were most common:

- Mandatory recycling/more recycling bins in town
- Outlaw nylon and plastic bags, straws, and bottles
- Environmental education
- More signs to encourage eco-tourist behavior

**FIGURE 3-6: The frequency of words in these comments was incorporated into a word cloud (below). By a wide margin, traffic and transportation are the words most frequently used. Environmental, housing, and overtourism are also high-frequency words.**

(Source: ASU – CST Business Survey)

**TABLE 3-13: IMPORTANCE OF SUSTAINABILITY INITIATIVES**  
SOURCE: ASU – CST BUSINESS SURVEY

Sustainable Initiatives	n	1	2 & 3	4 & 5	Mean
		Not	Moderate	Very	
Parks that promote <i>Leave No Trace</i> principles	199	7%	15%	79%	4.2
Businesses where spending is retained locally	199	7%	22%	71%	4.0
Locally owned and operated tours or attractions that do not put stress on the surrounding environment	199	7%	24%	70%	3.9
Recognitions such as that by the International Dark Sky Association	199	9%	27%	64%	3.8
Businesses that implement environmental practices	199	9%	29%	63%	3.8
Low impact transportation options such as public transportation, bike share, or pedestrian walkways	199	9%	35%	57%	3.6
Businesses that have sustainability certification	199	17%	43%	40%	3.1

SCALE: (1) Not Important - - - (3) Moderately Important - - - (5) Very Important

