

## Sedona 2018 Visitor Survey Report

Report date: October 9, 2018

### Overview

In an effort to develop a sustainable tourism plan for the community of Sedona including residents and businesses in partnership with the Sedona Chamber of Commerce & Tourism Bureau, new insights from visitors, residents and businesses were needed to construct a plan for today's situation and a desired future state. This report provides primary data on Sedona's visitors for the time period January 2018 to July 2018. A two-page on-site survey (included at the end of this report) was conducted by ASU researchers at six locations that represent a range of visitor types in town and at popular attractions and trailheads. One thousand and one completed surveys were achieved over 14 randomly selected weekdays and weekends in 215 hours of field surveying during the seven-month period.

### Key Findings

The data results from the study are organized into the following themes – methods, demographics of respondents, travel party description and trip characteristics, sustainability, and segmentation of select variables.

#### *Methods*

- 1,001 surveys were completed with 1,657 attempts for a 60% response rate (40% refusal rate). A similar quota per hour was established at each survey location. Chapel of Holy Cross produced the most completed surveys (n=214) and West Fork Trail (n=122) the lowest based on visitor levels. *Tables 1 and 2.*

#### *Demographics*

- Average age of the respondent was 47 years old. The largest age segments were 50-64 years old (30%) and 18-34 years old (28%). Women (53%) were slightly more common than men (47%) as respondents. *Figures 1 and 2.*
- Nine out of ten visitors (91%) were from the U.S. and 9% were international with Canada comprising 69% of the international visitor segment. Arizona residents (35%) comprise one-third of the U.S. market. California residents (14%) were the second largest U.S. segment. *Figures 3 and 4; Tables 3 and 4.*

#### *Travel Party Description and Trip Characteristics*

- Average travel party size is 3.6 persons from groups that were one person to as large as 50 people. The most common party group size is two persons. Groups were more likely

to include women (50%), then men (38%) and children (12%). Groups were comprised mostly of family members only (57%), friends only (22%), a mix of family and friends (14%). Organized group tours (1%) were less common in our sample even though they were approached for participation. *Tables 5-7.*

- Average number of past trips was four trips from a range of one to 104 visits over a lifetime. Over half (55%) were visiting the Sedona area for the first time. *Figure 5.*
- Most visitors (63%) in this study stayed overnight in the Sedona area with the remaining as day visitors (37%). For those who stayed overnight, the average length was 3.5 nights though the most common length was two nights. Arizona residents were more likely to be on a day trip (58%) in comparison to an out-of-state travel party (27% day trip). Accommodation choices were most likely to be a full-service hotel (22%), followed by a resort (20%), rented vacation home -Airbnb, HomeAway, VRBO (15%), limited service hotel (11%), timeshare (10%), campground (9%), B and B (8%) and staying with friends or relatives (7%). *Figure 6 and Table 8.*
- The primary purpose of the visit in Sedona was for pleasure or a vacation (87%). Visiting friends and relatives (9%), business (2%) and a variety of specific activities (2%) describe the remaining trip types. *Table 9.*
- Hiking (72%) was the most popular activity with this sample (which included three outdoor recreation sampling sites). Shopping (68%), sightseeing (68%), and dining (66%) comprised the remaining activities where over 50% of the respondents participated in the activity. *Table 10.*
- Over half (55%) of the visitor respondents rated Sedona as “excellent.” Forty-two percent rated the destination as “above average.” Very few (3%) rated as average and no one gave the destination a below average rating. *Figure 7.*

### *Sustainability*

- Visitors were asked about the importance of various sustainability practices in destinations they vacation in (general context). The most important practice is “leave no trace principles in parks and on public lands” (4.3 mean on a 5-point scale where 5 is “very important.” Locally owned and operated tours and attractions that are gentle to the environment was next in importance to Sedona visitors (4.0 mean). Two of the lesser in importance practices are sustainability certification by businesses (3.5 mean) and communities recognized by the International Dark Sky Association (with which Sedona is recognized) (3.4 mean). *Table 11.*
- To understand limits of acceptability of changes in tourism demand or behaviors, visitors were asked a series of questions about the current situation in Sedona and desired future conditions. On average, all of the features of Sedona for a current assessment were in range of 2.6 to 3.5 where “3” meant about right. On average, some of the features for future conditions (suggesting areas to change/improve), several items were skewed toward “want less” including amount of traffic and number of tourists. Several items were skewed toward “want more” including parking lots, public transportation and restrooms. *Table 12.*

- Sustainability is closely tied to visitor behavior. In the survey, visitors were asked what places they were aware of, where they visited, and if they visited a place at a less crowded time. The most visited place was Uptown (79% visited) (a place we surveyed) and Oak Creek Canyon (74%). Visitors were least aware of the visitor information center operated by SCC&TB (73% unaware or not interested to visit), Palatki and Hononki sites (80%), and a few trails (Soldier Pass and Devil’s Bridge trails). From one to three percent of visitors attempted to visit a place in Sedona and couldn’t find parking including developed areas like Uptown or Tlaquepaque. A few more (2%-6%) visitors avoided a place because of crowds. And a 3% to 6% of visitors indicated intentionally visiting a place during a slow time period. *Tables 13a and 13b.*

### *Segmentation*

- Where visitors came from (in-state, out-of-state or foreign) did not influence satisfaction ratings, nor did age categories. Instead, overnight visitors gave significantly higher satisfaction scores with 59% of overnight visitors selecting “excellent” in comparison to 48% of day trip visitors. *Tables 14 to 16.*
- In-state visitors were twice as likely to be visiting Sedona as a repeat visitor compared to out-of-state or foreign visitors. Out-of-state and foreign visitors were equally likely to be a first-time visitor with six of ten visitors indicating a first trip to Sedona. *Table 17.*
- Out-of-state (73%) and foreign (70%) visitors were almost twice as likely than in-state residents (42%), to stay overnight in Sedona. *Table 18.*
- Activities in Sedona did not vary widely between in-state, out-of-state or foreign visitors. In-state residents were slightly more likely to hike than the other groups. *Table 19*
- Group size for a single traveler or a two-person party were similar across in-state, out-of-state or foreign visitors. In-state groups were more likely to be three-person groups. Foreign visitors were more likely to be four-person groups. *Table 20.*
- A final segmentation analyzed key crowding measures over the seven-month period. The sampling locations were the same over this time, but the visitors were not. A rise in perceptions of the number of tourists and traffic occurs in April and visitors express desiring fewer tourists and less traffic, however, satisfaction is not impacted. *Table 21.*

*Submitted by ASU. Dr. Christine Vogt and Kim Pham*

## Visitor Survey Methods Summary

Total completed surveys: 1,001

Number of refusals: 656, Total attempts: 1,657, Refusal rate: 40%

### Survey location

Table 1. No of hours and completed survey per location

<b>Location</b>	<b>Hours of survey</b>	<b>Number of surveys</b>	<b>%</b>
Chapel of Holy Cross	36	214	21
Tlaquepaque Arts & Crafts Village	35.5	195	19
Uptown	36.5	174	17
Slide Rock State Park	36	163	16
Crescent Moon Picnic Site	36	133	13
West Fork Trail	35	122	12
<b>Total</b>	<b>215 hours</b>	<b>1,001</b>	<b>100%</b>

### Survey period

Table 2. Number of days and completed surveys per month

<b>Month</b>	<b>Days surveyed</b>	<b>Number of surveys</b>	<b>%</b>
January	1	64	6
February	3	235	23
March	2	149	15
April	2	160	16
May	2	107	11
June	2	133	13
July	2	159	16
<b>Total</b>	<b>14 days</b>	<b>1,001</b>	<b>100%</b>

## Demographics of Respondents

Unit of analysis: One tourist in each group who completed the survey

### Age group

Range: 18 to 86    Mean: 47.2

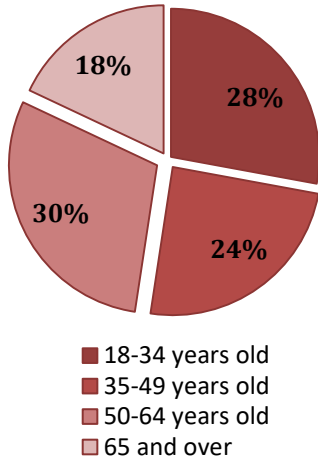


Figure 1. Age group

### Gender

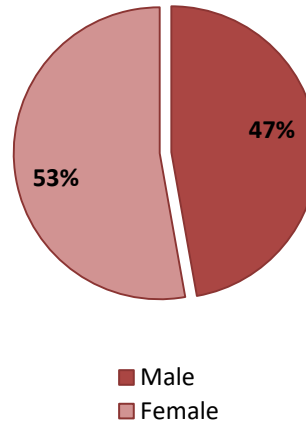


Figure 2. Gender

### Countries of origin

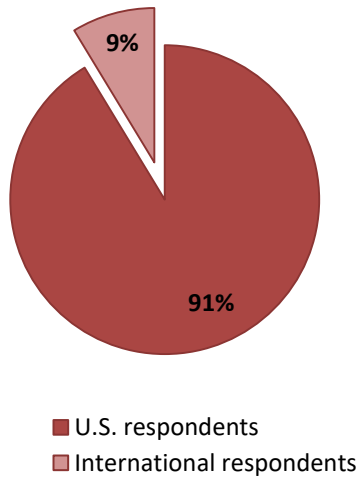


Figure 3.  
U.S. vs. International respondents

Table 3. Number of respondents per country

Rank	Country	Number of respondents	%
1	Canada	56	69
2	UK	5	6
3	Australia	3	4
4	Italy	3	4
5	Mexico	2	2
6	Netherlands	2	2
7	Brazil	1	1
8	England	1	1
9	France	1	1
10	Germany	1	1
11	India	1	1
12	Israel	1	1
13	Japan	1	1
14	Philippines	1	1
15	Russia	1	1
16	Switzerland	1	1
<b>Total</b>		<b>81</b>	<b>100%</b>

## U.S. respondents

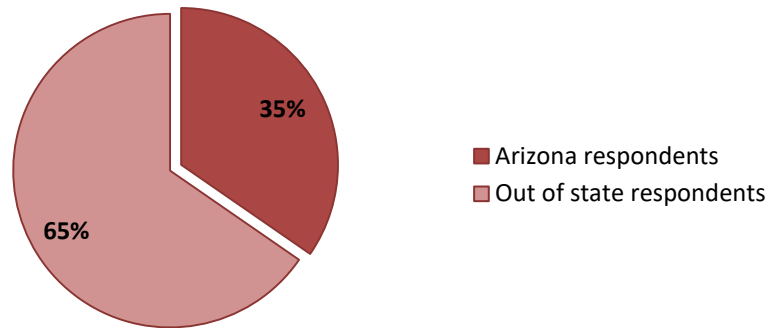


Figure 4. U.S. respondents

Table 4. Number of respondents per state/territory

Rank	State	Number of respondents	%	Rank	State	Number of respondents	%
1	Arizona	295	34.6	27	Virginia	7	0.8
2	California	115	13.5	28	South Carolina	6	0.7
3	Texas	32	3.8	29	Kansas	5	0.6
4	Michigan	25	2.9	30	Kentucky	5	0.6
5	Illinois	23	2.7	31	Louisiana	5	0.6
6	Ohio	22	2.6	32	North Carolina	5	0.6
7	Washington	22	2.6	33	Alaska	4	0.5
8	Oregon	21	2.5	34	Nebraska	4	0.5
9	Wisconsin	20	2.3	35	New Hampshire	4	0.5
10	Florida	19	2.2	36	Rhode Island	4	0.5
11	New York	19	2.2	37	Alabama	3	0.4
12	New Jersey	15	1.8	38	Georgia	3	0.4
13	Colorado	14	1.6	39	Idaho	3	0.4
14	Minnesota	14	1.6	40	Iowa	3	0.4
15	Pennsylvania	14	1.6	41	North Dakota	3	0.4
16	Missouri	13	1.5	42	Wyoming	3	0.4
17	Nevada	11	1.3	43	Montana	2	0.2
18	Utah	11	1.3	44	Vermont	2	0.2
19	Massachusetts	10	1.2	45	West Virginia	2	0.2
20	New Mexico	10	1.2	46	Hawaii	1	0.1
21	Connecticut	9	1.1	47	Maine	1	0.1
22	Indiana	9	1.1	48	Delaware	0	0.0
23	Maryland	9	1.1	49	Mississippi	0	0.0
24	Oklahoma	8	0.9	50	South Dakota	0	0.0
25	Arkansas	7	0.8	51	DC	1	0.1
26	Tennessee	7	0.8	52	Puerto Rico	1	0.1
<b>Total</b>						<b>851</b>	<b>100.0%</b>

## Travel Party Description & Trip Characteristics

### Group size

Average: 3.57 persons per group    Range: 1 to 50 persons

Table 5. Group size

Group size	Number of groups	%
1 person	58	6
2 persons	421	42
3 persons	142	14
4 persons	197	20
5 persons	55	6
> 5 persons	118	12
<i>5 – 20 persons</i>	<i>109</i>	<i>11</i>
<i>21 – 50 persons</i>	<i>9</i>	<i>1</i>
<b>Total</b>	<b>991</b>	<b>100%</b>

Table 6. Total numbers of tourists

Group member	Number of members	%
Number of women	1,768	50
Number of men	1,356	38
Number of children	412	12
<b>Total</b>	<b>3,537</b>	<b>100%</b>

### First time/repeated trip

Number of visits to Sedona: Mean = 4.1

Range: 1 to 104 times

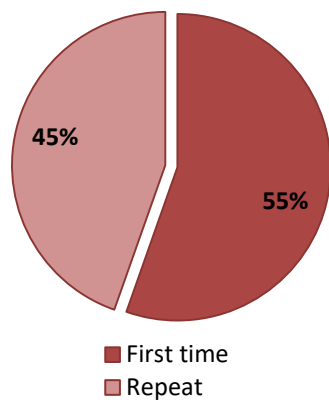


Figure 5. First time and repeated trip

### Group membership

Table 7. Group membership

Group membership	Number of groups	%
Family only	565	57
Friends only	219	22
Family and Friends	141	14
Traveling alone	39	4
Business associates	11	1
Organized group tour	10	1
<b>Total</b>	<b>985</b>	<b>100%</b>

## Accommodations

Table 8. Accommodations used in Sedona during current trip

Accommodations	Number of groups	%
Full-service hotel	130	22
Resort	118	20
Rented vacation home (Airbnb, HomeAway, VRBO)	90	15
Limited-service hotel, motel	64	11
Timeshare	58	10
Campground or RV park	52	9
Bed & Breakfast	48	8
Staying with friends or relatives	44	7
<b>Total</b>	<b>604</b>	<b>100%</b>

## Trip length

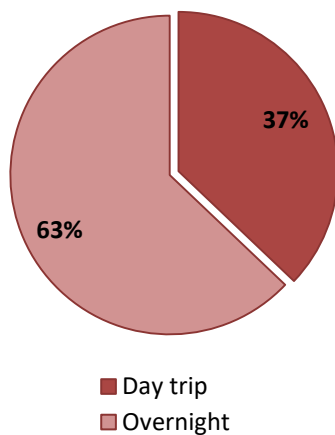


Figure 6. Trip length

*Number of nights away from home*

Mean: 8.6, Mode: 2, Range: 1 to 200

*Number of nights in Sedona*

Mean: 3.5, Mode: 2, Range: 1 to 60

*Arizonian groups* 58% on day trip, 42% overnight

*Out of state groups:* 27% on day trip, 73% overnight

## Primary purposes

Table 9. Primary purposes of the trips

Primary purposes	Number of groups	%
Pleasure/vacation	861	87
Visit with friends /relatives	88	9
Business trip	21	2
<i>Others *</i>	23	2
<b>Total</b>	<b>993</b>	<b>100%</b>

*\* Others*

Bringing guests, getting married (wedding or attending wedding), Tour guide, Retreat, School trip, Spring Training, Always do a travel story for an auto website from here, Check out NAU, Off-roading, Photography. Spiritual bliss, visiting our new house in Village of Oakcreek, Vortex, Hiking, Visiting the Chapel.



## Activities

Table 10. Leisure activities participated in Sedona

Activities	Number of groups	% (Out of 1,001 groups)
Hiking	724	72
Shopping	684	68
Sightseeing	683	68
Dining	657	66
Visiting galleries, museums	254	25
Land touring (jeep, hummer, ATV, horse)	200	20
Picnicking	199	20
Vortex visit or tour	169	17
Spiritual, metaphysical activities	83	8
Camping	74	7
Spa treatment	74	7
Biking	47	5
Golfing	42	4
Special occasion (e.g. wedding, reunion)	35	3
Air touring (e.g. air balloon, helicopter)	32	3
Special event (e.g. festival, concert)	25	2
<i>Others activities *</i>	38	4

\* *Other activities:* including Airport/ Flight Sightseeing, Baby moon, Balloon ride, Catholic services, Chapel of Holy Cross, Fishing, getting water, Grand Canyon, Kayaking, Rock climbing, Marathon, Photography, National/State Park, Native American Ruins, Parks, Photography, Planning parade, Raft trip, Spring training, Star gazing, Swimming, Tour of mountains, Verde Canyon Rail Road, Visit wedding venues, Whole Foods, Wind tower, Wine tasting, Yoga

## Rating of destination

Scale of 5 from Poor to Excellent, mean=4.5, no respondents gave rating as Poor.

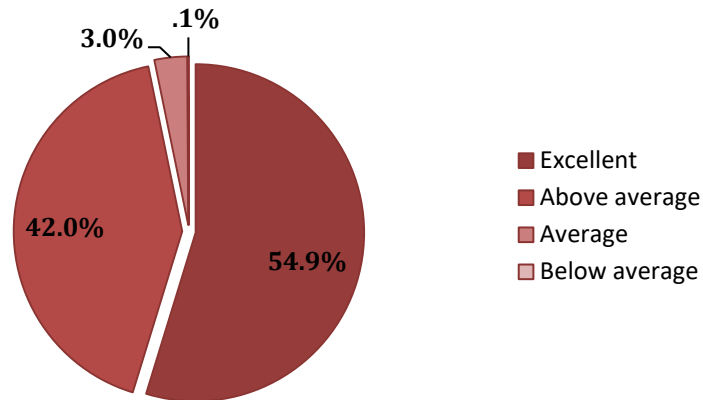


Figure 7. Rating of Sedona as a travel destination

## Sustainability

### Sustainable initiatives

Table 11. Importance of sustainable initiatives

On a vacation, I look for...	n	1 Not important	2 & 3 Moderately important	4 & 5 Very Important	Mean
Parks that promote the "Leave no Trace" principles	986	3%	16%	81%	4.3
Locally owned and operated tours or attractions that do not put stress on the surrounding environment	985	3%	22%	75%	4.0
Businesses that implement environmental practices	979	4%	30%	66%	3.8
Low impact transportation options such as public transportation, bike share or pedestrian walkways	981	6%	33%	61%	3.7
Businesses where spending is retained locally	976	9%	32%	59%	3.6
Businesses that have a sustainability certification	966	8%	37%	55%	3.5
Communities recognized by the International Dark Sky Association	928	16%	33%	51%	3.4

## Current situation and change in the future

Table 12. Current situation and change in the future

How do you rate the current situation?		Features of Sedona	How would you like in the future?		Difference in Mean (Mean future - Mean current)
Scale 1 to 5: Too little/About right/ Too much			Scale 1 to 5: Want less/Keep as is/ Want more		
n	Mean		n	Mean	
947	3.5	Amount of traffic	918	2.5	-1.0
944	3.4	Number of tourists	908	2.8	-0.6
896	3.3	Shopping	869	3.1	-0.2
874	3.2	Built environment	852	3.0	-0.2
894	3.1	Noise	870	2.9	-0.2
827	3.0	Lighting at night	803	3.0	0.0
857	3.1	Hotels	836	3.1	0.0
867	3.1	Roads	855	3.2	0.1
904	3.1	Directional signs	881	3.2	0.1
902	3.1	Variety of attractions	875	3.2	0.1
889	3.1	Walking space in town	863	3.3	0.2
799	3.0	Disabilities access	776	3.2	0.2
898	3.1	Restaurants	877	3.3	0.2
877	3.1	Trails	856	3.4	0.3
838	2.9	Interaction with residents	818	3.2	0.3
889	2.9	Restrooms	862	3.4	0.5
806	2.7	Public transportation	787	3.4	0.7
871	2.6	Parking lots	857	3.6	1.0

How do you rate the current situation?		Features of Sedona	How would you like in the future?			
Scale 1 to 5: Poor to Excellent			Scale 1 to 5: No change to Change for the better			
Total n	Mean		Total n	n – Scale 1 No Change	n – Scale 5 Change for the better	Mean
905	3.9	Authentic culture	876	204	58	2.6
914	4.0	Safety	883	208	38	2.6
924	4.1	Air quality	891	244	66	2.6
928	4.2	Cleanliness	895	239	64	2.6
929	4.3	Natural environment	891	276	86	2.5

## Places in Sedona

Table 13a. Visitation Behaviors at Various Key Tourism Places in Sedona

Places	n	Visited	Intentionally visited only during slow time	Avoided because of crowds	Attempted to visit but no parking	Unaware/ Not interested
SCC&TB*	745	159 (21%)	20 (3%)	14 (2%)	10 (1%)	542 (73%)
Red Rock Scenic Byway	822	492 (60%)	53 (6%)	16 (2%)	9 (1%)	252 (31%)
Uptown Sedona	886	698 (79%)	34 (4%)	29 (3%)	18 (2%)	107 (12%)
Oak Creek Canyon	870	646 (74%)	46 (5%)	13 (2%)	6 (1%)	159 (18%)
Chapel of the Holy Cross	858	520 (60%)	40 (5%)	28 (3%)	23 (3%)	247 (29%)
Tlaquepaque/Hillside	779	433 (54%)	25 (3%)	23 (3%)	8 (1%)	310 (39%)
Airport Scenic Overlook	776	269 (35%)	26 (3%)	14 (2%)	13 (2%)	454 (58%)
Slide Rock State Park	790	390 (49%)	38 (5%)	46 (6%)	18 (2%)	298 (38%)
Red Rock State Park	786	449 (57%)	42 (5%)	21 (3%)	14 (2%)	260 (33%)
Vortex Sites	741	256 (35%)	29 (4%)	16 (2%)	7 (1%)	432 (58%)
Red Rock Crossing	763	346 (46%)	24 (3%)	22 (3%)	10 (1%)	361 (47%)
Palatki & Hononki Heritage Site	704	88 (13%)	28 (4%)	16 (2%)	8 (1%)	564 (80%)
Cathedral Rock Trail	757	272 (36%)	30 (4%)	15 (2%)	17 (2%)	423 (56%)
Soldier Pass Trail	711	134 (19%)	33 (5%)	18 (3%)	9 (1%)	517 (72%)
Devil's Bridge Trail	735	202 (28%)	38 (5%)	22 (3%)	23 (3%)	450 (61%)

\* For the first time of surveying, the survey form doesn't have the Chamber in the list. We added after the first survey day.

## Places in Sedona (Continued)

Table 13b. Places in Sedona, visited and not visited

Places	n	Visited	Not visited
		(Visited, intentionally visited only during slow time)	(Avoided because of crowds, attempted to visit but no parking, Unaware/Not Interested)
Uptown Sedona	886	732 (83%)	154 (17%)
Oak Creek Canyon	870	692 (80%)	178 (20%)
Chapel of the Holy Cross	858	560 (65%)	298 (35%)
Red Rock Scenic Byway	822	545 (66%)	277 (34%)
Red Rock State Park	786	491 (62%)	295 (38%)
Tlaquepaque/Hillside	779	458 (59%)	321 (41%)
Slide Rock State Park	790	428 (54%)	362 (46%)
Red Rock Crossing	763	370 (48%)	393 (52%)
Cathedral Rock Trail	757	302 (40%)	455 (60%)
Airport Scenic Overlook	776	295 (38%)	481 (62%)
Vortex Sites	741	285 (38%)	456 (62%)
Devil's Bridge Trail	735	240 (33%)	495 (67%)
SCC&TB	745	179 (24%)	566 (76%)
Soldier Pass Trail	711	167 (23%)	544 (77%)
Palatki & Hononki Heritage Site	704	116 (17%)	588 (83%)

## Segmentation analysis

**Rating of Sedona as travel destinations on a five-point scale (note: no one selected “poor”)**

Table 14. Rating of Sedona as travel destination based on geographic origins of respondents

Rating	In state respondents	Out of state respondents	Foreign country respondents	n
Below average	0%	0%	0%	1
Average	3%	3%	2%	30
Above average	42%	42%	42%	387
Excellent	55%	55%	56%	508
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>926</b>

Table 15. Rating of Sedona as travel destination based on trip characteristics

Rating	Day trip respondents	Overnight trip respondents	n
Below average	0%	0%	1
Average	4%	2%	30
Above average	48%	39%	414
Excellent	48%	59%	536
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>981</b>

Table 16. Rating of Sedona as travel destination based on age ranges of respondents

Rating	Age ranges of respondents				n
	18-34 years old	35-49 years old	50-64 years old	65 and over	
Below average	0%	0%	0%	1%	1
Average	3%	4%	3%	2%	29
Above average	41%	41%	42%	43%	396
Excellent	56%	55%	54%	55%	521
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>947</b>

## Trip characteristics

Table 17. First time/repeated trip to Sedona based on geographic origins of respondents

	In state Respondents	Out of state respondents	Foreign country respondents	n
First-time visitor	13%	60%	62%	419
Repeat visitor	87%	40%	38%	512
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>931</b>

Table 18. Day trip and overnight trip based on geographic origins of respondents

Day trip/Overnight trip	In state Respondents	Out of state respondents	Foreign country respondents	n
Day trip	58%	27%	30%	337
Overnight trip	42%	73%	70%	584
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>921</b>

Table 19. Activities in Sedona, based on geographic origins of respondents

Activities	In state respondents	Out of state respondents	Foreign country respondents	n
Hiking	21%	17%	16%	670
Sightseeing	16%	18%	18%	654
Shopping	18%	17%	17%	641
Dining	17%	16%	16%	617
Galleries and museums	5%	6%	9%	233
Land touring (e.g. jeep, hummer, ATV)	3%	6%	4%	189
Picnicking	7%	4%	6%	181
Vortex visit or tour	2%	5%	4%	158
Spiritual metaphysical activities	2%	2%	1%	74
Camping	3%	1%	1%	68
Spa treatment	1%	2%	2%	68
Biking	1%	1%	1%	45
Golfing	1%	1%	2%	37
Others	1%	1%	2%	36
Air touring (e.g. air balloon, helicopter)	1%	1%	3%	31
Special occasions (e.g. wedding, reunion)	1%	1%	0%	30
Special events (e.g. festival, concert)	1%	1%	1%	22
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	

## Group size

Table 20. Group size based on geographic origins of groups

Group size	In state groups	Out of state groups	Foreign country groups	n
1 person	6%	6%	4%	53
2 persons	41%	42%	44%	388
3 persons	20%	12%	10%	133
4 persons	15%	21%	31%	186
5 persons	6%	6%	5%	54
> 5 persons	12%	13%	6%	112
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>926</b>

## Crowding

Table 21. Residents' perceptions of crowding in Sedona per month of survey

Crowding indicators		Month of survey (Mean)						
		Jan	Feb	Mar	Apr	May	Jun	Jul
Number of tourists	Current situation	3.4	3.4	3.3	3.5	3.3	3.2	3.2
	Expected change in future	2.9	2.8	2.8	2.7	2.9	2.8	2.9
Amount of traffic	Current situation	3.4	3.6	3.6	3.8	3.5	3.3	3.3
	Expected change in future	2.6	2.5	2.6	2.3	2.6	2.6	2.8
Noise	Current situation	3.1	3.1	3.1	3.1	3.1	3.1	3.0
	Expected change in future	2.8	2.9	2.9	3.0	2.8	2.8	2.9
<b>Rating of Sedona as travel destination</b>		4.5	4.5	4.4	4.5	4.7	4.5	4.6

Current situation scale: (1) Too little/-/ (3) About right/-/ (5) Too much

Change in future scale: (1) Want less/-/ (3) Keep as is/-/ (5) Want more

Rating of destination: (1) Poor - (2) Below average - (3) Average - (4) Above average - (5) Excellent

### Center for Sustainable Tourism

411 N. Central Ave, suite 550  
Phoenix, AZ 85004  
scred.asu.edu/sustainabletourism

### Nichols Tourism Group

16 Tee Place  
Bellingham, WA 98229  
nicholstourismgrp.com



# Visitor Survey



## Sedona Sustainable Tourism Survey

The study is conducted by Arizona State University for the Sedona Chamber of Commerce & Tourism Bureau. To be eligible for the study, you must be 18 or older. Your participation is voluntary. Return of this questionnaire will be considered your consent to participate. You are assured of complete anonymity and confidentiality.

If you have any questions, please contact Dr. Christine Vogt at Christine.vogt@asu.edu or the ASU Office of Research Integrity and Assurance, at (480) 965-6788.

### Part I: Trip characteristics

- Have you ever visited Sedona before today? *(Please one)*  
 No  
 Yes  
*(please fill in a number)*  
 Number of visits: \_\_\_\_ visits, including this trip
- What is the primary purpose of your trip? *(Please one)*  
 Pleasure/Vacation     Other, please specify:  
 Business trip  
 Visit with friends or \_\_\_\_\_ relatives
- Is the entire length of this trip away from home a day or a multi-day trip? *(Please one)*  
 A day trip only  
 A multi-day/overnight trip  
*(please fill in a number for each)*  
 Number of nights away from home: \_\_\_\_ nights  
  
 Number of nights in Sedona: \_\_\_\_ nights  
*(Please one)*  
 In Sedona, which type of accommodations did you choose?  
 Day trip only                       Bed & Breakfast  
 Timeshare                               Campground or RV park  
 Resort                                     Rented vacation home (e.g.  
 Full-service hotel                      Airbnb, HomeAway, VRBO)  
 Limited-service hotel, motel         Staying with friends or relatives
- Including yourself, how many people are in your travel party? *(Please fill in a number for each)*  
 \_\_\_\_ # of Women    \_\_\_\_ # of Men    \_\_\_\_ # of Children
- Who is traveling with you on this trip? *(Please one)*  
 Friends only                       Family only  
 Family and Friends                 Organized group tour  
 Business associates                 Traveling alone

- Which of the following leisure activities have you participated in or will you likely participate in during your visit or stay in Sedona? *(Please all that apply)*  
 Shopping                               Land touring (e.g. jeep, hummer, ATV, horseback)  
 Hiking                                     Biking                                     Air touring (e.g. air balloon, helicopter)  
 Biking  
 Golfing  
 Camping                                 Spiritual, metaphysical activities  
 Picnicking  
 Dining                                     Special occasion (e.g. wedding, reunion)  
 Sightseeing                             Visiting galleries, museums  
 Spa treatment  
 Vortex visit or tour                 Other, please specify:  
 Special event (e.g. festival, concert) \_\_\_\_\_

### Part II: Opinions about sustainability

- Overall, how would you rate Sedona as a travel destination? *(Please one)*  
                                                                                          
 Poor                      Below average                      Average                      Above average                      Excellent
- Please indicate how important each of the following statements is to you. *(Circle one response for each statement)*

On a vacation, I look for...	Not important	Moderately important	Very important		
Businesses where spending is retained locally	1	2	3	4	5
Businesses that implement environmental practices	1	2	3	4	5
Businesses that have a sustainability certification	1	2	3	4	5
Low impact transportation options such as public transportation, bike share or pedestrian walkways	1	2	3	4	5
Locally owned and operated tours or attractions that do not put stress on the surrounding environment	1	2	3	4	5
Parks that promote the "Leave no Trace" principles	1	2	3	4	5
Communities recognized by the International Dark Sky Association	1	2	3	4	5

Turn to the second page →

9. Sedona has many features and conditions for tourists to experience. First, in the left column indicate your opinion about the current situation in Sedona. Second, in the right column indicate how would you like each feature to change in the future. (Circle one number in each column)

How do you rate the current situation?					Features of Sedona	How would you like in the future?				
Too little	About right			Too much		Want less	Keep as is			Want more
1	2	3	4	5	Number of tourists	1	2	3	4	5
1	2	3	4	5	Amount of traffic	1	2	3	4	5
1	2	3	4	5	Public transportation	1	2	3	4	5
1	2	3	4	5	Parking lots	1	2	3	4	5
1	2	3	4	5	Walking space in town	1	2	3	4	5
1	2	3	4	5	Roads	1	2	3	4	5
1	2	3	4	5	Built environment	1	2	3	4	5
1	2	3	4	5	Directional signs	1	2	3	4	5
1	2	3	4	5	Disabilities access	1	2	3	4	5
1	2	3	4	5	Variety of attractions	1	2	3	4	5
1	2	3	4	5	Trails	1	2	3	4	5
1	2	3	4	5	Shopping	1	2	3	4	5
1	2	3	4	5	Hotels	1	2	3	4	5
1	2	3	4	5	Restaurants	1	2	3	4	5
1	2	3	4	5	Restrooms	1	2	3	4	5
1	2	3	4	5	Noise	1	2	3	4	5
1	2	3	4	5	Lighting at night	1	2	3	4	5
1	2	3	4	5	Interaction with residents	1	2	3	4	5
Poor	Excellent				Features of Sedona	No change	Change for the better			
1	2	3	4	5	Authentic culture	1	2	3	4	5
1	2	3	4	5	Safety	1	2	3	4	5
1	2	3	4	5	Air quality	1	2	3	4	5
1	2	3	4	5	Cleanliness	1	2	3	4	5
1	2	3	4	5	Natural environment	1	2	3	4	5

10. Below is the list of places in Sedona, please indicate whether you visited, avoided or attempted to visit on this trip to Sedona (Please ✓ all that apply)

Places	Visited	Intentionally visited only during slow time	Avoided because of crowds	Attempted to visit but no parking	Unaware/ Not interested
Chamber of Commerce - Visitor Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Red Rock Scenic Byway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uptown Sedona	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oak Creek Canyon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chapel of the Holy Cross	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tlaquepaque/Hillside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sedona Airport Scenic Overlook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Slide Rock State Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Red Rock State Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vortex Sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Red Rock Crossing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Palatki & Hononki Heritage Sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cathedral Rock Trail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soldier Pass Trail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Devil's Bridge Trail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Part III: Visitor socio-demographics**

- If your residence is in the US, please write your postal code (zip)? \_\_\_\_\_
- If you are not from the US, please list your country of origin? \_\_\_\_\_
- What is your age? \_\_\_\_\_ years old
- Are you:  Female  Male

**Thank you so much for your participation!**

Visitor Survey / Site: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Surveyor initials: \_\_\_\_\_