

# 2017-18 Visitor Profile

Flagstaff Convention and Visitors Bureau in  
partnership with the Arizona Office of Tourism

November 13, 2018







# Last Visitor Study was done by NAU, W.A. Franke College of Business, Research & Resource Center

2014-15

SAMPLE SET SIZE: **1,700**

2017-18

SAMPLE SET SIZE: **2,400**



# Economic Impact

## Economic Impact

**5.5 MILLION** ANNUAL VISITATION

4.6 MILLION IN 2014-15

**\$749,168,000** GREATER ECONOMIC IMPACT

575,121,000 IN 2014-15

**\$59,163,000** STATE + LOCAL TAXES PRODUCED

**8,000** TOTAL JOBS CREATED  
DIRECT IMPACT

## Average Visitor Party Spending

**AVERAGE PARTY SPENDS**

**\$589** PER DAY

**UP 6% FROM LAST STUDY**



# Economic Impact

## Average Visitor Party Spending

### TOP 3 EXPENDITURES

**LODGING 40%**

**RESTAURANT/  
GROCERY 28%**

**ENTERTAINMENT 17%**

## Average Visits

**4 VISITS MADE IN  
THE PAST YEAR**

**51% HAVE PREVIOUSLY  
VISITED**



# Visitor Profile



## Visitor Profile

**47** AVERAGE  
YEARS OF AGE

**\$100,543**  
AVERAGE ANNUAL INCOME

**3.2** AVERAGE  
PARTY SIZE

**55%** TRAVEL WITH  
FAMILY

## Transportation & Lodging

**74%** ARE OVERNIGHT  
VISITORS

**3** NIGHTS AVERAGE STAY

**79%** STAY AT  
HOTEL/MOTEL

Totals more than 100% are  
due to multiple responses.



## Destination Drivers

# TOP 10 REASONS FOR VISIT

- 68%** GRAND CANYON NATIONAL PARK
- 34%** ROUTE 66 NOSTALGIA
- 32%** HIKING OR WALKING TRAILS
- 32%** LOWELL OBSERVATORY
- 18%** SUNSET CRATER VOLCANO NATIONAL MONUMENT

- 17%** WALNUT CANYON NATIONAL MONUMENT
- 14%** MUSEUM OF NORTHERN ARIZONA
- 13%** WUPATKI NATIONAL MONUMENT
- 10%** ARIZONA SNOWBOWL
- 6%** THE ARBORETUM AT FLAGSTAFF

Totals more than 100% are due to multiple responses.



## Top Amenities + Infrastructure WHEN THE VISITOR IS IN-MARKET

# TOP ACTIVITIES

**44%** HISTORIC DOWNTOWN  
FLAGSTAFF

**11%** OTHER ACTIVITIES  
IN FLAGSTAFF

**10%** TREE TOP  
ZIP LINING

**9%** NORTHERN ARIZONA  
UNIVERSITY

**8%** PLAYING  
IN SNOW

**8%** BIRD/WILDLIFE  
WATCHING

**7%** TAKING A  
GUIDED TOUR

**7%** ATTENDING A  
SPECIAL EVENT

**7%** VISITING  
ART GALLERIES

**6%** RIORDAN MANSION  
STATE HISTORIC PARK

**6%** CAMPING/  
RV STAY

**5%** MOUNTAIN/  
ROAD BIKING

**3%** FISHING  
AREA LAKES

Totals more than 100% are  
due to multiple responses.





# Visitor Origin

## Visitor Origin



**30%**  
ARIZONA

**13%**  
INTERNATIONAL

### TOP 5 ARIZONA CITIES

PHOENIX	18.4%
SCOTTSDALE	8.0%
GILBERT	5.9%
MESA	5.8%
GLENDALE	5.6%

### TOP 5 COUNTRIES

CANADA	28.9%
UNITED KINGDOM	13.4%
AUSTRALIA	7.2%
FRANCE	6.2%
GERMANY	5.8%

**57%**  
OTHER US STATES

### TOP 5 OTHER STATES

CALIFORNIA	14.3%
TEXAS	6.8%
ILLINOIS	3.5%
WISCONSIN	3.3%
FLORIDA	2.7%





**THANK YOU**