

2005 SEDONA VISITOR PROFILE

VISITOR AGE

	TOTAL	TYPE	
		Day Trippers	Overnight Visitors
Under 35	21%	28%	16%
35 to 54	51	52	50
55 or older	28	20	34
	100%	100%	100%
 MEDIAN	 46.3	 43.5	 48.5

VISITOR INCOME

Under \$25,000	3%	6%	1%
\$25,000 to \$49,999	10	15	6
\$50,000 to \$74,999	19	21	18
\$75,000 to \$99,999	23	23	23
\$100,000 to \$149,999	25	18	30
\$150,000 to \$199,999	11	10	11
\$200,000 or over	9	7	11
	100%	100%	100%
 MEDIAN (000)	 \$94.2	 \$84.2	 \$103.3

PARTY SIZE

1	5%	5%	5%
2	49	41	55
3 to 4	30	31	29
5 or more	16	23	11
	100%	100%	100%
 MEAN	 3.2	 3.6	 2.8

TRAVEL MODE

Drove	95%	96%	94%
Airplane	3	*	4
Tour bus	2	4	2
	100%	100%	100%

TRIP SPENDING – DAILY PER PARTY

Under \$100		26%	5%
\$100 to \$199		26	13
\$200 to \$299	NA	24	22
\$300 to \$399		9	22
\$400 to \$499		7	15
\$500 or over		8	23
		100%	100%
 MEDIAN DAILY SPENDING PER PARTY/PER DAY	 NA	 \$190	 \$344

TRIP PURPOSE

	TOTAL	TYPE	
		Day Trippers	Overnight Visitors
LEISURE	95%	95%	95%
Pleasure/vacation	84	82	85
Visit friends/relatives	6	7	6
Special event	5	6	4
Personal reason/health	*	*	*
BUSINESS/CONVENTION	5	5	5
	100%	100%	100%

PLACE OF RESIDENCE

WEST	60%	66%	55%
Arizona	38	51	28
Metro Phoenix	27	37	19
Other Arizona	11	14	9
Other West	22	15	27
SOUTH	14	11	17
NORTHEAST	10	8	12
MIDWEST	10	8	12
FOREIGN	6	7	4
	100%	100%	100%

ACCOMMODATIONS

Full-service hotel	31%
Limited-service hotel or motel	22
Timeshare	17
Luxury resort	16
Private home as a guest	6
RV Park/Campground	4
Bed and breakfast	4
Rented vacation home	*
	100%

LENGTH OF TRIP – DAYS

Day trip	44%
1 to 2	32
3 to 4	13
5 to 7	9
8 or over	2
	100%
 MEAN – AMONG OVERNIGHT VISITORS	 3.0

* Indicates % less than .5

TRIP FREQUENCY

	<u>TYPE</u>		
	<u>TOTAL</u>	<u>Day Trippers</u>	<u>Overnight Visitors</u>
First-time visitor	53%	45%	59%
Repeat visitor	<u>47</u>	<u>55</u>	<u>41</u>
	100%	100%	100%

ACTIVITIES PARTICIPATED IN

Shopping	79%	73%	84%
Art galleries and museums	47	39	53
Outdoor recreation activities	42	39	45
Hiking or biking	36	25	45
Jeep tour	26	18	33
Special events	10	5	14
Spiritual or metaphysical activities	8	6	10
Spa treatment	8	3	13
Golf	6	2	9
Camping/picnicking	5	4	5
Cultural events	3	2	3