

CITY OF SCOTTSDALE VISITOR INQUIRY STUDY

August 2014

Prepared for
City of Scottsdale

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INTRODUCTION

This study was commissioned by the City of Scottsdale. The primary purpose of this effort was to determine the travel patterns of individuals who contacted the Scottsdale Convention and Visitors Bureau (SCVB) for Scottsdale tourism information. More specifically, this study focused on the following key areas:

- Travel to Scottsdale since contacting the SCVB
- Characteristics of trips made to Scottsdale (length of stay, trip purpose, trip timing, accommodations, travel mode, party configuration, trip spending)
- Activities participated in while in Scottsdale
- Evaluation of Scottsdale as a travel destination
- Sources of travel information
- Internet usage patterns
- Inquirer demographics

This study represents the 17th annual Visitor Inquiry Study commissioned by the City in this series. The information contained in this report is based on 660 in-depth interviews with individuals who contacted the SCVB via either: 1) the call center, a business reply card (BRC) or a reader service listing (RSL) or 2) the Bureau's website. Those individuals who contacted the SCVB via the call center, BRC or RSL were primarily interviewed via telephone survey (154 interviews), while those who made contact via the website were interviewed via a web-based survey (506 interviews).

The sample for this study was segmented to include no less than 150 individuals who contacted the SCVB over each of four specific time periods – April-June 2013, July-September 2013, October-December 2013, January-March 2014.

The telephone interviewing segment of this research was conducted by professional interviewers of the Behavior Research Center during late July 2014 at the Center's central location Computer-Aided Telephone Interviewing facility, while the web-based interviewing segment was conducted during August. Similar to each of the prior surveys, the final study data was weighted to reflect the actual distribution of web and non-web based contacts with the SCVB. The margin of error for this study is approximately +/-3.9 percent at a 95 percent confidence level.

The information generated from this study is presented in three sections. The first section, *Overview*, offers the primary findings of the study in a brief summary format. The second section, *Summary Of Findings*, reviews each study question in detail. The final section, *Appendix*, contains a copy of the survey questionnaire.

The Behavior Research Center has presented all of the data germane to the basic research objectives of this project. However, if the City of Scottsdale requires additional data retrieval or interpretation, we stand ready to provide such input.

BEHAVIOR RESEARCH CENTER

2014053\RPT Scottsdale Visitor Inquiry Survey - 2014.wpd

OVERVIEW

KEY STUDY FINDINGS

The overall Scottsdale visitation reading (have visited/will visit) of 80 percent represents a six-point decrease from last year's reading of 86 percent and a 14-point decrease from 94 percent in 2012. The actual visitation reading of 46 percent represents a 20-point decrease from 66 percent last year. Each of these readings continues the decline first noted last year but still represents strong conversion ratios.

The typical Scottsdale visitor continues to be in their late 50s and very affluent, with a median yearly income of \$115,700.

The median length of stay by Scottsdale visitors is 5.4 nights – down slightly from 5.8 last year.

The typical visitor travel party size is 2.8 persons, in line with 2.8 persons last year.

Sixty-five percent of visitors stayed in a hotel, motel or resort – up from 56 percent last year and the highest overall hotel reading since 2007's 68 percent.

Average daily spending by overnight visitors increased to \$400 from \$359 last year.

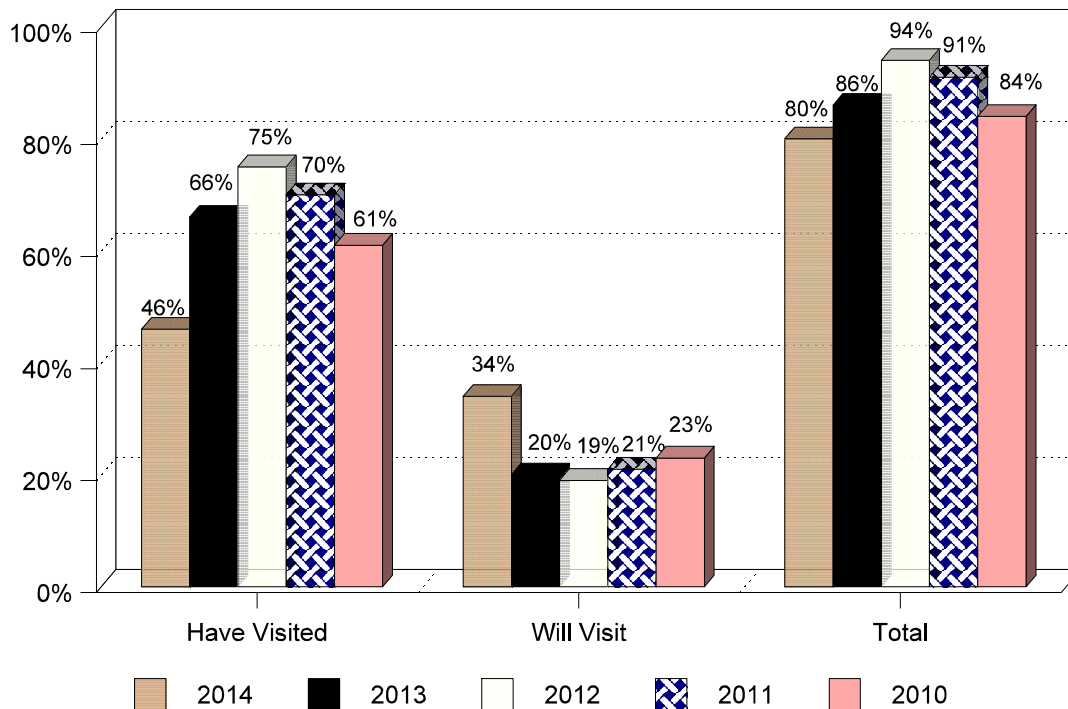
Ninety-four percent of visitors continue to rate Scottsdale as an excellent (56%) or good (38%) vacation destination, little changed from the past several years.

Inquirers indicate they will take +18 net more trips in the coming 12 months (down from +20 last year) with 32 percent indicating they will be taking more trips and only 14 percent fewer trips.

SCOTTSDALE VISITATION PATTERNS (TABLES 1 - 4)

- Forty-six percent of inquirers have visited Scottsdale since contacting the CVB, while an additional 34 percent indicate they will visit in the next 12 months. This overall visitation reading of 80 percent represents a decrease from last year's reading of 86 percent and 2012's reading of 94 percent.
- Fifty-four percent of past visitors indicate they will visit Scottsdale again in the next year – in line with prior years.
- Eighty-nine percent of all inquirers have visited Scottsdale at least once during the past three years. Further, 37 percent of inquirers who visited during the study cycle have visited three or more times over the past three years.

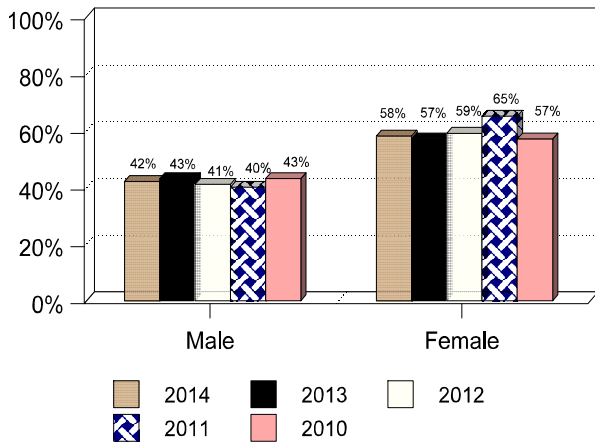
SCOTTSDALE VISITATION PATTERNS



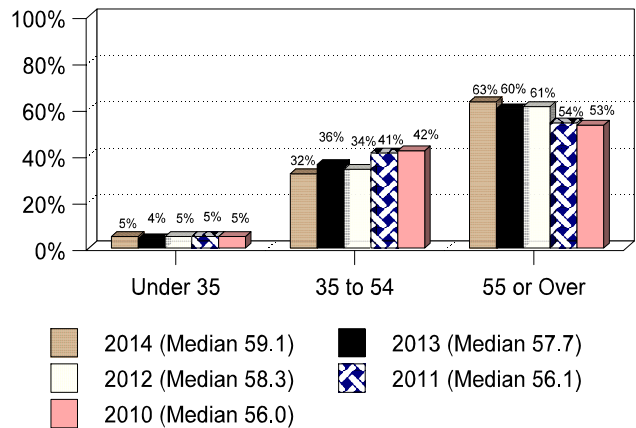
INQUIRER DEMOGRAPHICS (TABLE 5)

- Females account for 58 percent of inquiries – little changed from the past several years.
- The typical inquirer continues to be in his/her late 50s (59.1 median age), with 63 percent of all inquirers being 55 years old or older. The median age of inquirers has been relatively stable over the last five years.
- Scottsdale inquirers continue to be an affluent group with a median household income of \$97,400 – a figure which is down slightly from \$103,900 in 2013. Individuals who have visited the city reveal the highest median incomes (\$115,700).
- Thirty-five percent of inquiries come from the West, 28 percent from the Midwest, 20 percent from the Northeast and 17 percent from the South. These figures represent the highest West reading in several years.

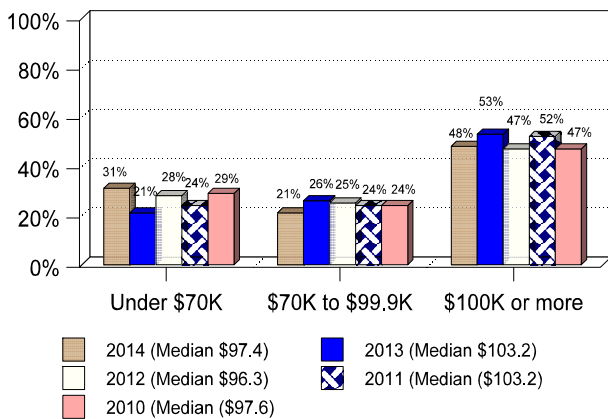
GENDER



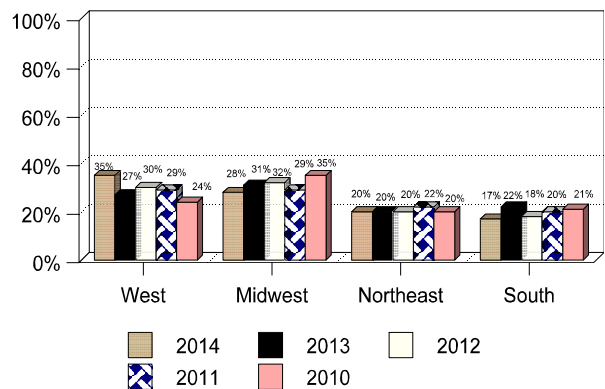
AGE



INCOME



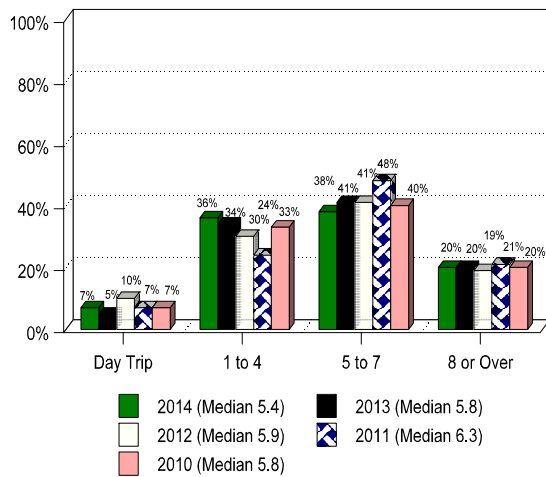
REGION



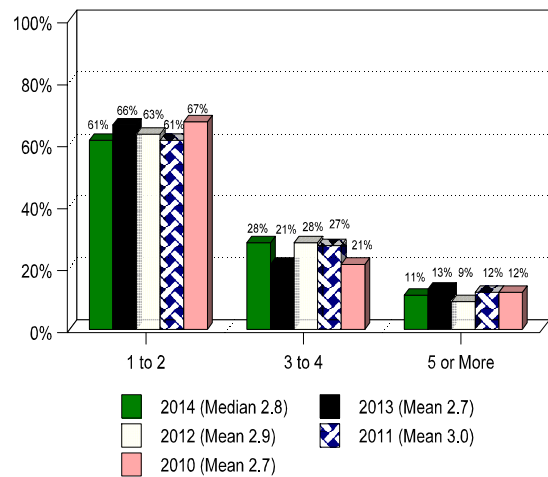
TRIP CHARACTERISTICS (TABLES 6-12)

- The typical visitor to Scottsdale spent 5.4 nights, with 58 percent staying five nights or more. Each of these readings is down slightly from last year.
- Thirty-five percent of inquirers who visited Scottsdale did so during the January to March 2014 period.
- The typical travel party size among inquirers who have visited the city is 2.8 people, with nearly one-half of all parties (47%) containing two individuals. These patterns reveal a party size which is very similar to the patterns found in each of the previous studies.
- Over six out of ten Scottsdale visitors (65%) stayed at either a luxury resort (34%), a full-service hotel (24%) or a limited-service hotel or motel (7%). This overall hotel reading is the highest recorded since 68 percent in 2007.
- The typical overnight Scottsdale visitor party spent \$400 per day while in Scottsdale (up from \$359), while the typical day tripper spent \$185 (up from \$100).
- Seventy-three percent of visitors came to Scottsdale for pleasure while 11 percent came to visit friends and relatives and seven percent came for business.

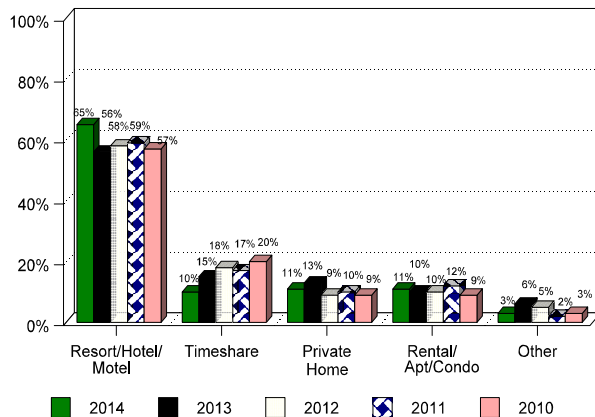
LENGTH OF VISIT



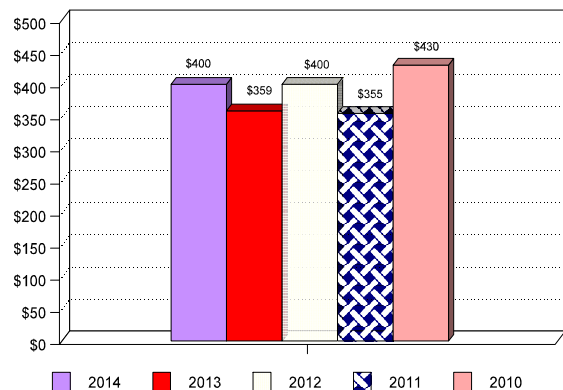
PARTY SIZE



ACCOMMODATIONS



OVERNIGHT VISITOR TRIP SPENDING

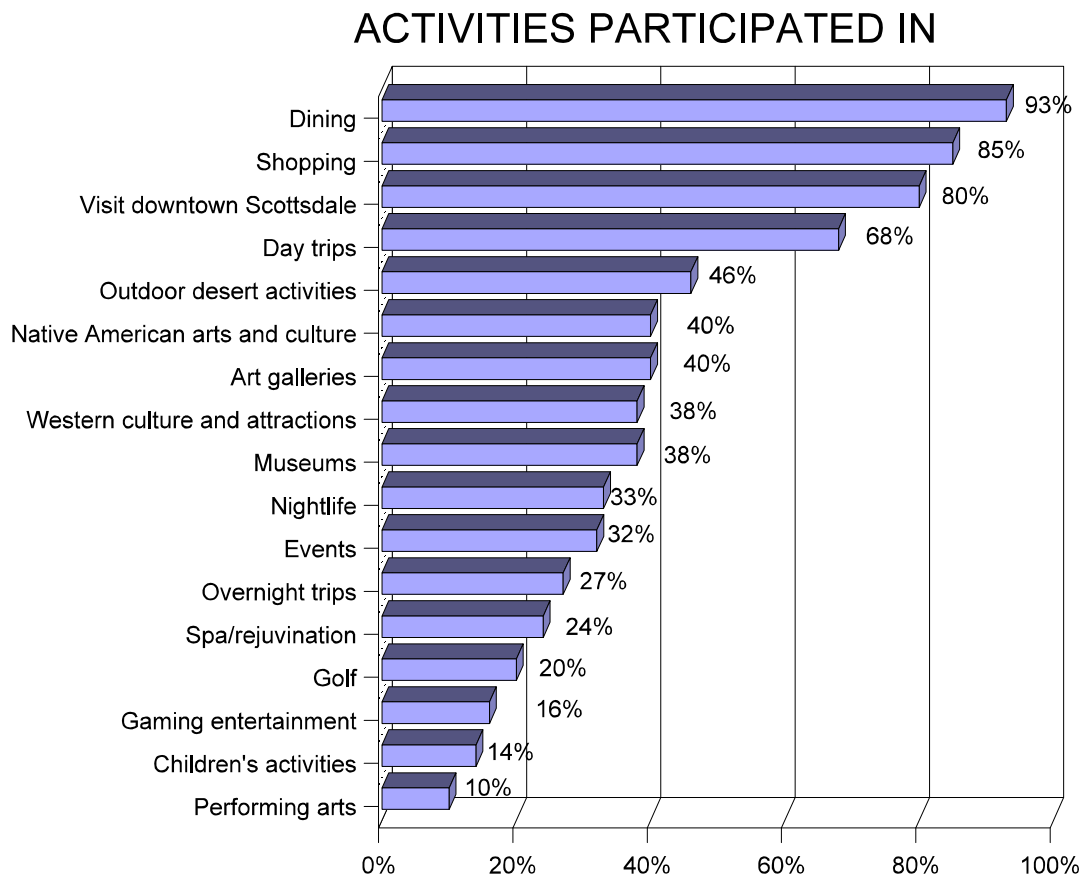


TRAVEL TO OTHER DESTINATIONS (TABLE 13)

- Thirty-four percent of all inquirers have visited Las Vegas in the past 12 months, while 32 percent have visited Florida. As in the past, travelers' visitation patterns are tied closely to the region in which they reside.

ACTIVITIES PARTICIPATED IN (TABLES 14-16)

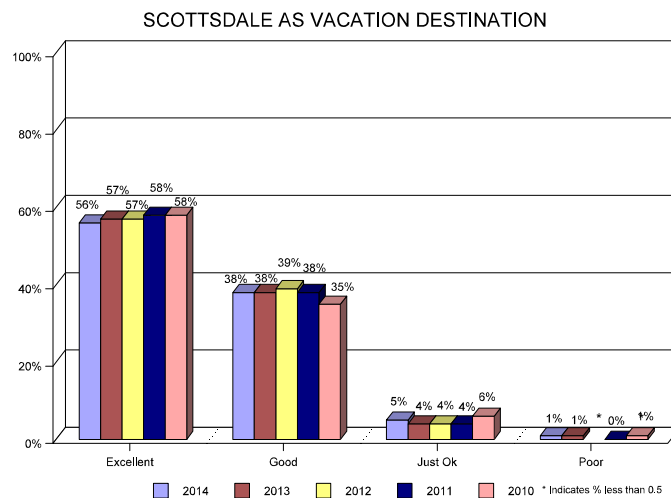
- As has been the case in prior years, dining (93%) and shopping (85%) are the most frequently participated-in activities, followed by visiting downtown Scottsdale (80%) and day trips (68%). The readings are relatively consistent with last year. These readings are very consistent with last year except in the case of western culture and attractions which decreased from 47 percent last year to 38 percent this year.



- One-half of overnight visitors who attended events attended either a sports and recreation event (56%) or an arts and culture event (51%), while 25 percent attended an automotive event, 22 percent a golf event and 11 percent an equestrian event.

EVALUATION OF SCOTTSDALE AS A VACATION DESTINATION (TABLES 17-20)

- Over nine out of ten inquirers who have visited Scottsdale (94%) continue to rate it as either an excellent (56%) or good (38%) vacation destination compared to other areas they have visited. In comparison, only five percent rate the city as just okay and one percent rate it as poor. The excellent rating of 56 percent is little changed over the last several years.
- When visitors are asked to evaluate Scottsdale's transportation options such as cabs, trolleys and buses, 55 percent are not sure. Eighty-two percent of visitors with an opinion offer either an excellent (38%) or good (44%) ratings.
- Twenty-seven percent of visitors indicate that having a variety of local transportation options is very important in their decision to travel to a destination, while 37 percent say it is somewhat important and 32 percent not important. These readings are consistent with 2013.
- Ninety-two percent of visitors who ventured downtown found the directional signage adequate.



UTILIZATION OF SKY HARBOR AIRPORT (TABLE 21)

- Sixty-nine percent of visitors arrived in the metro area via Sky Harbor Airport and 71 percent of these visitors found it very easy getting to Scottsdale from the airport. Only two visitors found it difficult.

RECEIPT OF SCOTTSDALE CVB MATERIALS (TABLES 22-23)

- Two out of three Scottsdale visitors (67%) indicate they received printed materials from the Scottsdale CVB. This reading has remained relatively stable over the past few years but is down from a high of 80 percent in 2005.
- The materials the CVB distributes continue to be viewed positively by visitors, with 62 percent indicating they were very useful and 36 percent somewhat useful. Only two percent of visitors indicate the materials were not useful.

CHANGES IN PLEASURE TRAVEL NEXT 12 MONTHS (TABLE 24)

- When inquirers are asked how they thought their leisure travel patterns may change in the next 12 months, 32 percent plan more trips while 14 percent plan fewer. The bulk of the remaining inquirers (41%) indicate there will be no change in their patterns.

SUMMARY OF FINDINGS

SCOTTSDALE VISITATION PATTERNS

Forty-six percent of inquirers have visited Scottsdale since contacting the CVB, while an additional 34 percent indicate they will visit in the next 12 months. This overall visitation reading of 80 percent represents a decrease from last year's reading of 86 percent and 2012's reading of 94 percent. Also note that the actual visitation reading of 46 percent is down from 66 percent last year and 75 percent in 2012, and is in line with the 45 percent recorded in 2009.

The data also reveals several other interesting patterns:

- Actual visitation by inquirers who contacted the CVB via the Bureau's website reveals a slightly higher reading (81%) than among those who contacted the CVB via other means (75%).
- Inquirers 35 to 54 (57%) reveal the highest actual visitation readings.
- Actual visitation to Scottsdale increases with increased income. This pattern is consistent with previous findings.
- Inquirers from each of the four regions record actual visitation readings which are down from last year: West (48% vs. 69%); Northeast (47% vs. 67%); South (45% vs. 62%); Midwest (46% vs. 62%).

TABLE 1: SCOTTSDALE VISITATION PATTERNS

“To begin, have you visited Scottsdale since requesting information?”

(IF NO) “Do you plan on visiting Scottsdale during the next 12 months?”

	HAVE VISITED	WILL VISIT	TOTAL
<u>TOTAL</u> - 2014	46%	34%	80%
- 2013	66	20	86
- 2012	75	19	94
- 2011	70	21	91
- 2010	61	23	84
- 2009	45	31	76

DETAIL: 2014

CONTACT MODE

Other ¹	47%	28%	75%
Web	46	35	81

GENDER

Male	46	33	79
Female	47	33	80

AGE

Under 35	36	23	59
35 to 54	57	27	84
55 or over	42	37	79

INCOME

Under \$70,000	35	34	69
\$70,000 to \$99,999	41	43	84
\$100,000 or over	55	29	84

REGION

West	48	30	78
South	47	33	80
Northeast	45	30	75
Midwest	46	36	82

¹BRC, Call Center, RSL

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Inquirers who had not visited since inquiring, and do not plan to visit, were asked why they did not plan on visiting Scottsdale. Here we find the main reasons are that they simply decided to go elsewhere (50%), had personal reasons (22%) or cannot afford (13%).

TABLE 2: REASONS FOR NOT PLANNING TO VISIT

(AMONG THOSE WHO HAVE NOT VISITED SINCE MAKING AN INQUIRY AND DO NOT PLAN TO VISIT IN THE NEXT 12 MONTHS)

“Why don’t you plan on visiting Scottsdale in the next 12 months?”

|                                                      | <u>2014</u> |
|------------------------------------------------------|-------------|
| Decided to go elsewhere                              | 50%         |
| Other country                                        | 10%         |
| Florida                                              | 6           |
| California                                           | 5           |
| Washington                                           | 4           |
| Nevada                                               | 4           |
| Other Arizona                                        | 2           |
| Texas                                                | 2           |
| Pennsylvania                                         | 2           |
| New York                                             | 2           |
| Other states with 2 or less mentions                 | 13          |
| Personal reasons – no time, illness                  | 22          |
| Cannot afford – financial problems                   | 13          |
| Haven’t made a decision yet on where<br>to go        | 11          |
| Too hot/cold                                         | 2           |
| Been there in the past, want to try<br>something new | 1           |
| Doesn’t interest me                                  | 1           |
| Just getting relocation info                         | 1           |
| Not sure                                             | 2           |
| (Base)                                               | (134)       |

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Fifty-four percent of past visitors indicate they will visit Scottsdale again in the next year which is in line with prior years. Visitors over 35, those from the Midwest and lower income visitors reveal the greatest propensity to visit again.

TABLE 3: REVISITS TO SCOTTSDALE

(AMONG THOSE WHO HAVE VISITED  
SINCE MAKING AN INQUIRY)

"Do you plan on visiting Scottsdale again in the next 12 months?"

|                     | % YES |
|---------------------|-------|
| <u>TOTAL</u> - 2014 | 54%   |
| - 2013              | 54    |
| - 2012              | 56    |
| - 2011              | 55    |
| - 2010              | 55    |

DETAIL: 2014

|                      |     |
|----------------------|-----|
| <u>CONTACT MODE</u>  |     |
| Other                | 52% |
| Web                  | 55  |
| <u>GENDER</u>        |     |
| Male                 | 55  |
| Female               | 54  |
| <u>AGE</u>           |     |
| Under 35             | 39  |
| 35 to 54             | 57  |
| 55 or over           | 53  |
| <u>INCOME</u>        |     |
| Under \$70,000       | 68  |
| \$70,000 to \$99,999 | 60  |
| \$100,000 or over    | 51  |
| <u>REGION</u>        |     |
| West                 | 53  |
| Midwest              | 67  |
| Northeast            | 43  |
| South                | 53  |

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The study also reveals that 89 percent of all inquirers had visited Scottsdale at least once during the past three years with the average visitor having made 2.8 trips – up slightly from last year.

**TABLE 4: SCOTTSDALE TRIPS
PAST THREE YEARS**

“How many trips, if any, have you made to Scottsdale in the past three years?”

	TOTAL – ALL INQUIRIES					VISITATIONS – 2014		
	2014	2013	2012	2011	2010	Have Visited	Will Visit	No Plan to Visit
One	36%	23%	16%	24%	25%	19%	47%	60%
Two	27	34	35	39	35	44	15	16
Three	12	14	18	15	15	15	14	3
Four or more	14	19	26	17	17	22	13	0
None	<u>11</u>	<u>10</u>	<u>5</u>	<u>5</u>	<u>8</u>	<u>0</u>	<u>11</u>	<u>21</u>
	100%	100%	100%	100%	100%	100%	100%	100%
MEAN (among those visiting)	2.8	2.6	3.1	2.7	2.6	2.9	2.1	1.2

INQUIRER DEMOGRAPHICS

The socio-demographic characteristics of Scottsdale inquirers are detailed below.

GENDER

Females account for 58 percent of inquirers – little changed over the last five years.

AGE

The typical inquirer continues to be in his/her late 50s (59.1 median age), with 63 percent of all inquirers being 55 years old or older. The median age of inquirers has increased from 56.0 to 59.1 over the past five years.

INCOME

Scottsdale inquirers continue to be an affluent group with a median household income of \$97,400, a figure which is in line with the \$99,600 average recorded over the past five years. Individuals who have visited the city continue to reveal the highest median incomes (\$115,700).

REGION

Thirty-five percent of inquirers come from the West, 28 percent from the Midwest, 20 percent from the Northeast and 17 percent from the South. These figures represent the highest West reading in several years.

TABLE 5: INQUIRER DEMOGRAPHICS

	<u>TOTAL – ALL INQUIRERS</u>					<u>VISITATION – 2014</u>		
	2014	2013	2012	2011	2010	Have Visited	Will Visit	No Plan To Visit
<u>GENDER</u>								
Male	42%	43%	41%	40%	43%	41%	42%	43%
Female	<u>58</u>	<u>57</u>	<u>59</u>	<u>60</u>	<u>57</u>	<u>59</u>	<u>58</u>	<u>57</u>
	100%	100%	100%	100%	100%	100%	100%	100%
<u>AGE</u>								
Under 25	1%	*%	1%	1%	1%	1%	1%	2%
25 to 34	4	4	4	4	4	3	3	7
35 to 44	11	12	10	13	13	14	7	10
45 to 54	21	24	24	28	29	25	19	16
55 to 64	33	35	33	35	34	34	34	29
65 or over	<u>30</u>	<u>25</u>	<u>28</u>	<u>19</u>	<u>19</u>	<u>23</u>	<u>36</u>	<u>36</u>
	100%	100%	100%	100%	100%	100%	100%	100%
MEDIAN AGE	59.1	57.7	58.3	56.1	56.0	57.1	61.0	59.9
<u>INCOME</u>								
Under \$40,000	8%	5%	6%	6%	6%	6%	6%	18%
\$40,000 to \$54,999	8	6	10	8	11	7	7	14
\$55,000 to \$69,999	15	10	12	10	12	11	20	15
\$70,000 to \$84,999	10	14	13	14	10	8	13	8
\$85,000 to \$99,999	11	12	12	10	14	10	13	8
\$100,000 to \$149,999	23	29	25	25	26	24	24	18
\$150,000 to \$199,999	12	13	12	13	12	17	8	11
\$200,000 or over	<u>13</u>	<u>11</u>	<u>10</u>	<u>14</u>	<u>9</u>	<u>17</u>	<u>9</u>	<u>8</u>
	100%	100%	100%	100%	100%	100%	100%	100%
MEDIAN INCOME (000)	\$97.4	\$103.9	\$96.3	\$103.2	\$97.6	\$115.7	\$89.4	\$76.6
<u>REGION</u>								
West	35%	27%	30%	29%	24%	36%	33%	36%
Midwest	28	31	32	29	35	28	29	27
Northeast	20	20	20	22	20	19	22	16
South	<u>17</u>	<u>22</u>	<u>18</u>	<u>20</u>	<u>21</u>	<u>17</u>	<u>16</u>	<u>21</u>
	100%	100%	100%	100%	100%	100%	100%	100%

*Indicates % less than .5

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## TRIP CHARACTERISTICS

The trip characteristics of inquirers who visited Scottsdale since their contact with the CVB or plan to visit in the next 12 months are described on the next several pages.

### LENGTH OF VISIT

The typical visitor to Scottsdale spent 5.4 nights, with 58 percent staying five nights or more. Each of these readings is down slightly from last year.

TABLE 6: LENGTH OF VISIT

(AMONG VISITORS)

“How many nights, in total, did you spend in Scottsdale on your trip?”

|            | 2014      | 2013      | 2012      | 2011      | 2010      |
|------------|-----------|-----------|-----------|-----------|-----------|
| Day trip   | 7%        | 5%        | 10%       | 7%        | 7%        |
| 1 to 2     | 11        | 8         | 8         | 4         | 9         |
| 3 to 4     | 24        | 26        | 22        | 20        | 24        |
| 5 to 7     | 38        | 41        | 41        | 48        | 40        |
| 8 or over  | <u>20</u> | <u>20</u> | <u>19</u> | <u>21</u> | <u>20</u> |
|            | 100%      | 100%      | 100%      | 100%      | 100%      |
| <br>MEDIAN | 5.4       | 5.8       | 5.9       | 6.3       | 5.8       |

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TRIP PURPOSE

Pleasure or vacation, with a reading of 73 percent is by far and away the primary trip purpose among visitors.

TABLE 7: TRIP PURPOSE

(AMONG VISITORS)

“Next, which one of the following categories best describes the primary purpose of your visit to Scottsdale?”

	<u>2014</u>	<u>2013</u>
Pleasure or vacation	73%	70%
Visit friends or relatives	11	13
Business meetings or conference	7	9
Attend a special event	5	6
Personal reasons such as health	3	1
Relocation	<u>1</u>	<u>1</u>
	100%	100%

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MODES OF TRANSPORTATION

The majority of visitors (63%) use a rental vehicle to get around during their visit while 26 percent use their personal vehicle.

TABLE 8: MODES OF TRANSPORTATION

(AMONG VISITORS)

“Which of the following modes of transportation did you use to get around during your visit to Scottsdale?”

|                              | <u>2014</u> |
|------------------------------|-------------|
| A rental vehicle             | 63%         |
| Your personal vehicle        | 26          |
| A family or friend’s vehicle | 7           |
| A trolley                    | 6           |
| Cabs                         | 6           |
| Buses                        | <u>5</u>    |
|                              | 113%*       |

\*Total exceeds 100% due to multiple responses

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TIMING OF VISIT

Six out of ten inquirers (61%) who visited Scottsdale did so either during the January to March 2014 period (35%) or the April to June 2014 period (26%). This combined January to June figure represents an increase from the 54 percent recorded last year. Forty-four percent of inquirers who plan to visit Scottsdale plan to do so by the end of 2014.

TABLE 9: DATE OF SCOTTSDALE VISITATION

“During which month and year (did you/will you) visit Scottsdale?”

(AMONG THOSE WHO HAVE VISITED)

MONTH/YEAR OF INQUIRY

<u>MONTH/YEAR OF VISIT</u>	<u>TOTAL</u>	<u>Apr - June '13</u>	<u>July - Sept '13</u>	<u>Oct - Dec '13</u>	<u>Jan - Mar '14</u>
Apr - Jun '13	7%	23%	0%	0%	0%
Jul - Sept '13	8	22	20	0	0
Oct - Dec '13	16	12	24	14	0
Jan - Mar '14	35	15	32	46	31
Apr - Jun '14	26	18	18	25	58
Jul - Aug '14	<u>8</u>	<u>10</u>	<u>6</u>	<u>15</u>	<u>11</u>
	100%	100%	100%	100%	100%

(AMONG THOSE WHO PLAN TO VISIT)

MONTH/YEAR OF INQUIRY

<u>MONTH/YEAR OF PLANNED VISIT</u>	<u>TOTAL</u>	<u>Apr - June '13</u>	<u>July - Sept '13</u>	<u>Oct - Dec '13</u>	<u>Jan - Mar '14</u>
Aug-Sep '14	18%	16%	18%	15%	24%
Oct - Dec '14	25	22	24	26	28
Jan - Mar '15	35	37	36	31	36
Apr - Jun '15	11	9	12	17	8
Jul - Sep '15	4	10	2	2	1
Oct - Dec '15	3	2	4	5	1
Not sure	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>2</u>
	100%	100%	100%	100%	100%

TRAVEL PARTY CONFIGURATION

The typical travel party size among inquirers who have visited the city is 2.8 people, with nearly one-half of all parties (47%) containing two individuals. These patterns reveal a party size which is very similar to the patterns found in each of the previous studies. The data also reveals that 49 percent of travel parties contained individuals between 50 and 64.

TABLE 10: TRAVEL PARTY CONFIGURATION

(AMONG VISITORS)

"Including yourself how many people in your traveling party were. . ."

<u>PARTY SIZE</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>
1	14%	12%	11%	8%	11%
2	47	54	52	53	56
3 to 4	28	21	28	27	21
5 or more	<u>11</u>	<u>13</u>	<u>9</u>	<u>12</u>	<u>12</u>
	100%	100%	100%	100%	100%
MEAN	2.8	2.7	2.9	3.0	2.7
<u>% OF PARTIES CONTAINING PERSONS OF FOLLOWING AGES</u>					
5 or younger	13%	17%	10%	9%	7%
6 to 17	15	10	14	11	13
18 to 34	15	13	13	12	15
35 to 49	28	24	24	28	36
50 to 64	49	49	58	50	58
65 or over	26	26	30	20	22

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ACCOMMODATIONS

Over six out of ten Scottsdale visitors (65%) stay at either a luxury resort (34%), a full-service hotel (24%) or a limited-service hotel or motel (7%). This overall hotel reading is the highest recorded since 2007's 68 percent.

TABLE 11: ACCOMMODATIONS

(AMONG VISITORS)

"During your visit to Scottsdale, did you stay in a..."

|                                | 2014 | 2013 | 2012 | 2011 | 2010 |
|--------------------------------|------|------|------|------|------|
| Luxury resort                  | 34%  | 29%  | 28%  | 31%  | 29%  |
| Full-service hotel             | 24   | 20   | 21   | 19   | 21   |
| Timeshare                      | 10   | 15   | 18   | 17   | 20   |
| Private home as a guest        | 11   | 13   | 9    | 10   | 9    |
| Rental home, apartment, condo  | 11   | 10   | 10   | 12   | 9    |
| Limited-service hotel or motel | 7    | 7    | 9    | 9    | 9    |
| Second home                    | 3    | 2    | 2    | 2    | 2    |
| Other                          | *    | 4    | 3    | *    | 1    |
|                                | 100% | 100% | 100% | 100% | 100% |

\*Indicates % less than .5

~~~~~

TRIP SPENDING PATTERNS

The typical overnight Scottsdale visitor party spent \$400 per day while in Scottsdale, which is up from last year's figure of \$359. Also notable is that 39 percent of all overnight visitors spent \$500 or more per party per day. Average daily spending by day trippers was \$185, up from \$100 last year.

TABLE 12: TRIP SPENDING PATTERNS

(AMONG OVERNIGHT VISITORS)

"Now I'd like to get some idea of your spending patterns while you were in Scottsdale. Thinking about a typical day during your visit, on average, how much did you and your travel party spend each day on the following items? When responding, please include the combined spending for all members of your travel party."

Under \$100	19%
\$100 to \$199	11
\$200 to \$299	12
\$300 to \$399	8
\$400 to \$499	11
\$500 to \$749	16
\$750 or over	<u>23</u>
	100%

MEDIAN DAILY SPENDING PER PARTY/PER DAY

- 2014	\$400
- 2013	359
- 2012	400
- 2011	355
- 2010	430

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## TRAVEL TO OTHER DESTINATIONS

Thirty-four percent of all inquirers have visited Las Vegas in the past 12 months, while 32 percent have visited Florida. As in the past, travelers' visitation patterns are tied closely to the region in which they reside.

**TABLE 13: TRAVEL TO SPECIFIC  
DESTINATIONS – PAST 12 MONTHS**

(AMONG ALL INQUIRERS)

"Next, have you made pleasure or vacation trips to any of the following travel destinations in the past 12 months?"

|                | TOTAL |      |      |      |      | REGION – 2014 |          |       |            |
|----------------|-------|------|------|------|------|---------------|----------|-------|------------|
|                | 2014  | 2013 | 2012 | 2011 | 2010 | West          | Mid-west | South | North-east |
| Las Vegas      | 34%   | 30%  | NA   | NA   | NA   | 44%           | 29%      | 21%   | 29%        |
| Florida        | 32    | 34   | 33   | 34   | 36%  | 14            | 34       | 47    | 46         |
| Los Angeles    | 22    | 19   | NA   | NA   | NA   | 42            | 11       | 7     | 20         |
| Chicago        | 22    | 17   | NA   | NA   | NA   | 11            | 49       | 20    | 19         |
| San Diego      | 19    | 17   | 20   | 16   | 17   | 37            | 5        | 6     | 16         |
| Taken a cruise | 19    | 15   | 14   | 14   | 15   | 15            | 17       | 27    | 17         |
| Tucson         | 17    | 17   | NA   | NA   | NA   | 23            | 20       | 11    | 14         |
| Colorado       | 17    | 12   | 18   | NA   | NA   | 27            | 15       | 21    | 14         |
| Palm Springs   | 16    | 16   | 14   | 13   | 11   | 28            | 2        | 4     | 15         |
| Mexico         | 16    | 12   | 14   | 12   | 18   | 20            | 18       | 4     | 15         |
| Hawaii         | 15    | 13   | 13   | 9    | NA   | 21            | 7        | 8     | 13         |
| Texas          | 14    | 15   | 15   | 12   | 15   | 11            | 15       | 32    | 16         |

NA = Not Asked

~~~~~

ACTIVITIES PARTICIPATED IN

Overnight Scottsdale visitors were asked to indicate if they participated in each of 17 specific activities during their visit. As has been the case in prior years, dining (93%) and shopping (85%) are the most frequently participated in activities, followed by visits to downtown Scottsdale (80%) and day trips (68%). These readings are very consistent with last year except in the case of western culture and attractions which decreased from 47 percent last year to 38 percent this year.

TABLE 14: ACTIVITIES PARTICIPATED IN

(AMONG OVERNIGHT VISITORS)

"During your most recent visit to Scottsdale, did you participate in any of the following activities?"

	2014	2013	2012	2011	2010
Dining	93%	96%	95%	95%	96%
Shopping	85	86	87	89	90
Visit downtown Scottsdale	80	84	83	NA	NA
Day trips to other locations in Arizona	68	70	71	66	71
Outdoor desert activities	46	43	38	38	41
Native American arts and culture	40	42	42	43	49
Art galleries	40	41	38	39	NA
Western culture and attractions	38	47	46	44	50
Museums	38	39	38	41	NA
Nightlife	33	30	31	36	35
Events	32	35	14	NA	NA
Overnight trips to other locations in Arizona	27	26	30	30	29
Spa/rejuvenation	24	18	23	26	27
Golf	20	21	23	29	29
Gaming entertainment	16	19	22	NA	NA
Children's activities	14	11	14	10	10
Performing arts	10	14	15	14	NA

NA = Not Asked

On the following table it may be seen that participation differs greatly by visitor demographics.

TABLE 15: ACTIVITIES PARTICIPATED IN – DETAIL

	TOTAL	GENDER		AGE			INCOME		
		Male	Female	Under 35	35 to 54	55 or Over	Under \$70K	\$70K to \$99.9K	\$100K or Over
Dining	93%	92%	94%	81%	93%	94%	96%	90%	93%
Shopping	85	83	88	79	88	84	98	78	84
Visit downtown Scottsdale	80	76	83	92	78	81	78	79	81
Day trips	68	69	68	56	64	72	84	65	62
Outdoor desert activities	46	48	46	31	56	41	55	46	53
Native American arts/culture	40	38	42	57	33	44	44	37	36
Art galleries	40	29	46	30	35	45	31	30	42
Western culture and attractions	38	38	38	43	32	43	49	33	33
Museums	38	36	40	40	29	44	39	39	36
Nightlife	33	34	33	19	34	34	28	41	35
Events	32	31	33	16	34	32	30	25	32
Overnight trips	27	25	29	13	27	29	28	22	24
Spa/rejuvenation	24	17	29	41	32	15	17	14	33
Golf	20	26	17	12	23	18	11	15	28
Gaming entertainment	16	21	13	8	16	17	32	14	11
Children's activities	14	9	18	31	20	8	13	11	15
Performing arts	10	10	11	0	6	14	16	13	7

One-half of overnight visitors who attended events attended either a sports and recreation event (56%) or an arts and culture event (51%). This year's readings are little changed from 2013's readings.

TABLE 16: EVENTS ATTENDED

(AMONG OVERNIGHT VISITORS ATTENDING EVENTS)

"Did you attend any of the following types of events while you were in Scottsdale?"

	% YES	
	2014	2013
Sports and recreation events	56%	55%
Arts and culture events	51	51
Automotive events	25	25
Golf events	22	18
Equestrian events	11	14

~~~~~

## EVALUATION OF SCOTTSDALE AS A VACATION DESTINATION

Over nine out of ten inquirers who have visited Scottsdale (94%) continue to rate it as either an excellent (56%) or good (38%) vacation destination compared to other areas they have visited. In comparison, only five percent rate the city as just okay and one percent rate it as poor. The excellent rating of 56 percent is little changed over the last several years. Also note that visitors under 35 offer the highest poor reading (13%).

The main reasons that visitors offer only a just okay or poor rating are: limited tourist attractions/activities (7 responses) and lack of big city feel (3). No other comments received more than one response.

**TABLE 17: SCOTTSDALE COMPARED TO  
OTHER AREAS VISITED**

(AMONG VISITORS)

“Next, overall how would you rate Scottsdale as a vacation destination compared to other areas you visit – excellent, good, just ok or poor?”

|                     | Excel-<br>lent | Good | Just<br>Ok | Poor |
|---------------------|----------------|------|------------|------|
| <u>TOTAL</u> - 2014 | 56%            | 38%  | 5%         | 1%   |
| - 2013              | 57             | 38   | 4          | 1    |
| - 2012              | 57             | 39   | 4          | *    |
| - 2011              | 58             | 38   | 4          | 0    |
| - 2010              | 58             | 35   | 6          | 1    |

DETAIL: 2014

GENDER

|        |     |     |    |    |
|--------|-----|-----|----|----|
| Male   | 57% | 37% | 6% | 0% |
| Female | 56  | 39  | 4  | 1  |

AGE

|            |    |    |   |    |
|------------|----|----|---|----|
| Under 35   | 60 | 27 | 0 | 13 |
| 35 to 54   | 59 | 35 | 6 | 0  |
| 55 or over | 54 | 42 | 4 | 0  |

INCOME

|                      |    |    |   |   |
|----------------------|----|----|---|---|
| Under \$70,000       | 71 | 28 | 2 | 0 |
| \$70,000 to \$99,999 | 51 | 47 | 2 | 0 |
| \$100,000 or over    | 59 | 34 | 6 | 1 |

\*Indicates % less than .5.

~~~~~

In a related question, when visitors are asked to evaluate Scottsdale’s transportation options such as cabs, trolleys and buses, 55 percent are not sure. Eighty-two percent of visitors with an opinion offer either an excellent (38%) or good (44%) rating – virtually unchanged from last year.

**TABLE 18: EVALUATION OF
SCOTTSDALE TRANSPORTATION OPTIONS**

(AMONG VISITORS)

“Overall, would you rate the transportation options such as cabs, trolleys and buses available in Scottsdale as excellent, good, just ok or poor?”

	<u>All Visitors</u>		<u>Visitors With Opinion</u>	
	2014	2013	2014	2013
Excellent	17%	15%	38%	37%
Good	20	17	44	44
Just ok	6	6	14	14
Poor	2	2	4	5
Not sure	<u>55</u>	<u>60</u>	<u>NA</u>	<u>NA</u>
	100%	100%	100%	100%

~~~~~

Twenty-seven percent of visitors indicate that having a variety of local transportation options is very important in their decision to travel to a destination, while 37 percent say it is somewhat important and 32 percent not important. Again, these readings are consistent with 2013.

**TABLE 19: IMPORTANCE OF TRANSPORTATION OPTIONS**

(AMONG VISITORS)

“How important are having a variety of local transportation options in your decision to travel to a destination – very important, somewhat important or not important?”

|                    | <u>2014</u> | <u>2013</u> |
|--------------------|-------------|-------------|
| Very important     | 27%         | 22%         |
| Somewhat important | 37          | 39          |
| Not important      | 32          | 35          |
| Not sure           | <u>4</u>    | <u>4</u>    |
|                    | 100%        | 100%        |

~~~~~

Finally in this section, we find that 92 percent of visitors who ventured downtown found the directional signage adequate.

TABLE 20: VISITS TO DOWNTOWN SCOTTSDALE

(AMONG VISITORS)

“Did you visit downtown Scottsdale during your most recent visit?”

Yes	81%
No	<u>19</u>
	100%

(IF YES)

“Was there adequate signage in downtown Scottsdale to aid you in getting to where you wanted to go?”

Yes	92%
No	<u>8</u>
	100%

~~~~~

## UTILIZATION OF SKY HARBOR AIRPORT

Sixty-nine percent of visitors arrived in the metro area via Sky Harbor Airport and 71 percent of these visitors found it very easy getting to Scottsdale from the airport. Only two visitors found it difficult and they felt having a rental car facility in Scottsdale (1 response) or less construction/better airport exit signage (1 response) would have reduced the difficulty.

TABLE 21: ARRIVAL VIA SKY HARBOR

(AMONG VISITORS)

“During your most recent visit to Scottsdale, did you arrive in the metro area via Sky Harbor International Airport in Phoenix?”

|     |           |
|-----|-----------|
| Yes | 69%       |
| No  | <u>31</u> |
|     | 100%      |

(IF YES)

“Did you find it very easy, fairly easy or difficult getting to Scottsdale from the airport?”

|             |          |
|-------------|----------|
| Very easy   | 71%      |
| Fairly easy | 28       |
| Difficult   | <u>1</u> |
|             | 100%     |

~~~~~


RECEIPT OF SCOTTSDALE CVB MATERIALS

Two out of three Scottsdale visitors (67%) continue to indicate they received printed materials from the Scottsdale CVB. This reading has remained relatively stable over the past few years but is down from a high of 80 percent in 2005. Also note that only 41 percent of younger visitors requested printed materials, down from 82 percent in 2010.

TABLE 22: RECEIPT OF PRINTED MATERIAL

“When planning your trip to Scottsdale, did you receive printed materials from the Scottsdale Convention and Visitors Bureau?”

	<u>% YES</u>				
	<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>
<u>TOTAL</u>	67%	65%	68%	64%	67%
<u>GENDER</u>					
Male	66	69	70	60	63
Female	67	63	67	68	70
<u>AGE</u>					
Under 35	41	48	57	71	82
35 to 54	69	61	69	63	71
55 or over	68	69	69	65	63
<u>INCOME</u>					
Under \$70,000	30	63	68	63	65
\$70,000 to \$99,999	63	67	73	73	65
\$100,000 or over	66	58	67	62	71

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The materials the CVB distributes continue to be viewed positively by visitors, with 62 percent indicating they were very useful and 36 percent somewhat useful. Only two percent of visitors indicate the materials were not useful. The very useful reading is little changed from last year.

**TABLE 23: USEFULNESS OF CVB MATERIALS**

(AMONG THOSE RECEIVING MATERIALS)

“Did you find the material you received from the Scottsdale Convention and Visitors Bureau very useful, somewhat useful or not very useful?”

|                     | Very Useful | Somewhat Useful | Not Very Useful |
|---------------------|-------------|-----------------|-----------------|
| <u>TOTAL</u> - 2014 | 62%         | 36%             | 2%              |
| - 2013              | 61          | 37              | 2               |
| - 2012              | 64          | 34              | 2               |
| - 2011              | 55          | 41              | 4               |
| - 2010              | 59          | 39              | 2               |

DETAIL: 2014

| <u>GENDER</u>        |     |     |    |
|----------------------|-----|-----|----|
| Male                 | 61% | 38% | 1% |
| Female               | 64  | 34  | 2  |
| <u>AGE</u>           |     |     |    |
| Under 35             | 72  | 28  | 0  |
| 35 to 54             | 52  | 43  | 5  |
| 55 or over           | 68  | 31  | 1  |
| <u>INCOME</u>        |     |     |    |
| Under \$70,000       | 77  | 23  | 0  |
| \$70,000 to \$99,999 | 47  | 53  | 0  |
| \$100,000 or over    | 62  | 35  | 3  |

~~~~~

CHANGES IN PLEASURE TRAVEL NEXT 12 MONTHS

Inquirers were asked how they thought their leisure travel patterns may change in the next 12 months in terms of number of trips. As may be seen, 32 percent of inquirers plan more trips while 14 percent plan fewer. The bulk of the remaining inquirers (41%) indicate there will be no change in their patterns. Inquirers 35 or over or who make \$100,000 annually, reveal more trips in the future than their counterparts.

TABLE 24: CHANGES IN TRIP FREQUENCY

“In the next 12 months do you plan on taking more or fewer pleasure trips than you did in the previous 12 months?”

	More	Fewer	No Change	Not Sure	NET MORE*
<u>TOTAL</u> – 2014	32%	14%	41%	13%	+18
– 2013	32	12	43	13	+20
– 2012	31	16	41	12	+15
– 2011	30	12	48	10	+18
– 2010	26	13	49	12	+13

DETAIL: 2014

<u>GENDER</u>					
Male	32%	13%	46%	9%	+19
Female	31	15	39	15	+16
<u>AGE</u>					
Under 35	32	20	38	10	+12
35 to 54	35	14	39	12	+21
55 or over	30	13	43	14	+17
<u>INCOME</u>					
Under \$70,000	28	18	39	16	+10
\$70,000 to \$99,999	27	17	40	16	+10
\$100,000 or over	40	11	41	8	+29

* More minus fewer

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# APPENDIX

## SURVEY QUESTIONNAIRE

Hello, may I speak to (SPECIFIC PERSON LISTED) please?

(WHEN PERSON ON LINE, CONTINUE — IF NOT AVAILABLE, ARRANGE CALLBACK)

Hello (PERSON'S NAME) my name is \_\_\_\_\_ and I'm calling on behalf of the Scottsdale, Arizona Convention and Visitor's Bureau. Sometime back you contacted the Scottsdale Convention and Visitor's Bureau for information on our area or filled out a form requesting information on our area and I'd like to talk with you for just a few moments.

1. To begin, have you visited Scottsdale since requesting information? (GO TO Q2) Yes...1  
(GO TO Q1a) No...2
- 1a. Do you plan on visiting Scottsdale during the next 12 months? (GO TO Q2) Yes...1  
(GO TO Q1b) No...2
- 1b. Why don't you plan on visiting Scottsdale in the next 12 months?  
\_\_\_\_\_
- 1c. (IF SAYS, "DECIDED TO GO ELSEWHERE", ASK): Where do you plan on going?  
\_\_\_\_\_

(GO TO Q18)

2. During which month and year (did you/will you) visit Scottsdale? Month / / /  
Year / / / / /

**IF VISITED SCOTTSDALE (Q1=1) GO TO Q3; OTHERWISE GO TO Q15**

3. How many nights, in total, did you spend in Scottsdale on your trip? NIGHTS: / / / /  
(CODE 998 IF DAY TRIP) (CODE 999 IF REFUSED)

**IF Q3 = 998 GO TO Q5; OTHERWISE GO TO Q4**

4. During your visit to Scottsdale did you stay in a... (READ EACH)
- A luxury resort...1
  - A full-service hotel...2
  - A limited-service hotel or motel...3
  - A timeshare...4
  - A private home as a guest...5
  - A home that you own...6
  - Or a rental home, apt or condo...7
  - (DO NOT READ) \_\_\_\_\_ Other (SPECIFY)
  - Not sure...9

5. Including yourself, how many people in your traveling party were... (READ EACH)
- 5 or younger: \_\_\_\_\_
  - 6 to 17: \_\_\_\_\_
  - 18 to 34: \_\_\_\_\_
  - 35 to 49: \_\_\_\_\_
  - 50 to 64: \_\_\_\_\_
  - 65 or over: \_\_\_\_\_
  - (DO NOT READ) TOTAL: \_\_\_\_\_

6. Next, which one of the following categories best describes the primary purpose of your visit to Scottsdale? (READ EACH)
- Pleasure or vacation...1
  - Visit friends or relatives...2
  - Personal reasons such as health...3
  - Business meetings or conference...4
  - Attend a special event...5
  - \_\_\_\_\_ Some other reason (SPECIFY)
7. Which of the following modes of transportation did you use to get around during your visit to Scottsdale? (READ EACH – MARK ALL MENTIONED)
- Your personal vehicle...1
  - A rental vehicle...2
  - A trolley...3
  - Cabs...4
  - Buses...5
  - A family or friend's vehicle..6
8. Overall, would you rate the transportation options such as cabs, trolleys and buses available in Scottsdale as excellent, good, just ok or poor?
- Excellent...1
  - Good...2
  - Just ok...3
  - Poor...4
  - Not sure...5
9. Did you visit downtown Scottsdale during your most recent visit?
- (GO TO 9a) Yes...1  
(GO TO Q10) No...2
- 9a. Was there adequate signage in downtown Scottsdale to aid you in getting to where you wanted to go?
- Yes...1  
No...2
10. During your most recent visit to Scottsdale did you arrive in the metro area via Sky Harbor International Airport in Phoenix?
- (GO TO Q10a) Yes...1  
(GO TO Q11) No...2
- 10a. Did you find it very easy, fairly easy or difficult getting to Scottsdale from the airport?
- Very easy...1  
(GO TO Q11) Fairly easy...2  
(GO TO Q10b) Difficult...3
- 10b. What do you feel could be done to reduce the difficulty?
- 
- 

11. During your most recent visit to Scottsdale, did you participate in any of the following activities? (ROTATE ALL EXCEPT Q)

|                                                                  | Yes | No | Not Sure |
|------------------------------------------------------------------|-----|----|----------|
| A. Golf                                                          | 1   | 2  | 3        |
| B. Spa/rejuvenation                                              | 1   | 2  | 3        |
| C. Art galleries                                                 | 1   | 2  | 3        |
| D. Museums                                                       | 1   | 2  | 3        |
| E. Performing arts                                               | 1   | 2  | 3        |
| F. Native American arts and culture                              | 1   | 2  | 3        |
| G. Western culture and attractions                               | 1   | 2  | 3        |
| H. Gaming entertainment                                          | 1   | 2  | 3        |
| I. Outdoor desert activities such as horseback riding and hiking | 1   | 2  | 3        |
| J. Shopping                                                      | 1   | 2  | 3        |
| K. Dining                                                        | 1   | 2  | 3        |
| L. Nightlife                                                     | 1   | 2  | 3        |
| M. Children's activities                                         | 1   | 2  | 3        |
| N. Visit downtown Scottsdale also known as Old Town              | 1   | 2  | 3        |
| O. Day trips to other locations in Arizona                       | 1   | 2  | 3        |
| P. Overnight trips to other locations in Arizona                 | 1   | 2  | 3        |
| Q. Events                                                        | 1   | 2  | 3        |

**IF YES TO EVENTS (Q11Q=1) GO TO Q11a;  
OTHERWISE GO TO Q12**

|                                                                                        |     |    |          |
|----------------------------------------------------------------------------------------|-----|----|----------|
| 11a. Did you attend any of the following types of events while you were in Scottsdale? | Yes | No | Not Sure |
| A. Sports and recreation events                                                        | 1   | 2  | 3        |
| B. Automotive events                                                                   | 1   | 2  | 3        |
| C. Equestrian events                                                                   | 1   | 2  | 3        |
| D. Arts and culture events                                                             | 1   | 2  | 3        |
| E. Golf events                                                                         | 1   | 2  | 3        |

12. Now I'd like to get some idea of your spending patterns while you were in Scottsdale. Thinking about a typical day during your visit, on average, how much did you and your travel party spend each day on the following items? When responding, please include the combined spending for all members of your travel party.
- A. On lodging . . . . . / / / / /
  - B. On food and beverage purchases . . . . . / / / / /
  - C. On entertainment including amusement, attraction and recreation fees . . . . . / / / / /
  - D. On daily local transportation including gas, taxi, limo, van service and public transportation including car rental . . . . . / / / / /
  - E. On arts purchases . . . . . / / / / /
  - F. On retail shopping . . . . . / / / / /
  - G. For any other things I haven't mentioned (SPECIFY) \_\_\_\_\_ . . . . . / / / / /

13. When planning your trip to Scottsdale did you receive any printed material from the Scottsdale Convention and Visitor's Bureau? (GO TO Q14) Yes...1  
(GO TO Q15) No...2  
Not sure...3

14. Did you find the material you received from the Scottsdale Convention and Visitor's Bureau very useful, somewhat useful, or not very useful? Very useful...1  
Somewhat Useful...2  
Not very useful...3  
Don't recall...4

15. Next, have you made pleasure or vacation trips to any of the following travel destinations in the past 12 months? (ROTATE ALL EXCEPT L)

|                                                       | Yes | No |
|-------------------------------------------------------|-----|----|
| A. Mexico                                             | 1   | 2  |
| B. Los Angeles                                        | 1   | 2  |
| C. Texas                                              | 1   | 2  |
| D. San Diego                                          | 1   | 2  |
| E. Palm Springs                                       | 1   | 2  |
| F. Florida                                            | 1   | 2  |
| G. Hawaii                                             | 1   | 2  |
| H. Colorado                                           | 1   | 2  |
| I. Tucson                                             | 1   | 2  |
| J. Las Vegas                                          | 1   | 2  |
| K. Chicago                                            | 1   | 2  |
| L. And have you taken a cruise in the past 12 months? | 1   | 2  |

**IF VISITED SCOTTSDALE (Q1=1) GO TO Q16; OTHERWISE GO TO Q18**

16. Next, overall how would you rate Scottsdale as a vacation destination compared to other areas you visit - excellent, good, just ok or poor? (GO TO Q17) Excellent...1  
Good...2  
(GO TO 16a) Just ok...3  
Poor...4  
(GO TO Q17) Not sure...5

16a. Why do you rate Scottsdale as (just ok/poor)?

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17. Do you plan on visiting Scottsdale again in the next 12 months? Yes...1  
No...2

18. How many total trips, if any, have you made to Scottsdale in the past three years? 0...0  
1...1  
2...2  
3...3  
4...4  
5-9...5  
10 or more...6

19. In the next 12 months do you plan on taking more or fewer pleasure trips than you did in the previous 12 months? More...1  
Fewer...2  
No change...3  
Not sure...4

20. How important are having a variety of local transportation options in your decision to travel to a destination – very important, somewhat important or not important? Very important...1  
Somewhat important...2  
Not important...3  
Not sure...4

21. Now, before I finish, I need to ask you a couple of questions for classification purposes. First, which one of the following categories best describes your age? Under 25...1  
25 to 34...2  
35 to 44...3  
45 to 54...4  
55 to 64...5  
65 or over...6

(DO NOT READ) Refused...7

22. And finally, which one of the following categories best describes your total family income for last year, I mean before taxes and including everyone in your household? Just stop me when I come to the correct category. Under \$40,000...1  
\$40,000 to \$54,999...2  
\$55,000 to \$69,999...3  
\$70,000 to \$84,999...4  
\$85,000 to \$99,999...5  
\$100,000 to \$149,999...6  
\$150,000 to \$199,000...7  
\$200,000 or over...8

(DON'T READ) Refused...9

Thank you very much, that completes this interview. If the Scottsdale Convention and Visitor’s Bureau can be of any further help to you in the future, please give us a call at 1-800-782-1117.

NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_

**OBSERVED DATA:** Male...1  
Female...2

ZIP CODE: \_\_\_\_\_

MONTH: \_\_\_\_\_

TOUCH POINT: \_\_\_\_\_

MEDIA CODE: \_\_\_\_\_