

Visitor Profile of Arizona Resident Travelers to Sedona

Age	
Average Age	49.48
Median Age	49.00

Gender	
Male	58.1%
Female	41.9%

Transportation	
Private Auto	88.7%
Rental Car	8.5%
Motorcycle	1.4%
Air Service	0.7%
RV/Camper	0.7%

Time Spent in Verde Valley	
Day Trip	18.6%
1 night	22.1%
2 nights	32.9%
3-4 nights	14.3%
5-7 nights	12.1%
8+ nights	0.0%

Travel Party Composition	
Family Only	53.6%
Family and Friends	17.4%
Friends Only	15.2%
Organized Tour Group	12.3%
Business Associates	0.7%
Traveling Alone	0.7%

Accommodations	
Timeshare Property	32.2%
Hotel/Motel	29.7%
Bed & Breakfast	19.5%
Resort	18.6%
Other	4.2%
Campground/RV Park	3.4%
Condominium	1.7%
Second Home	1.7%

Origin of Resident Visitors	
Phoenix Metro	69.3%
Tucson	15.9%
Flagstaff	6.5%
Douglas	2.9%
Other	4.9%

Visitor Spending Per Day	Mean	Median
Lodging/Camping	\$ 230	\$ 200
Restaurant/Grocery	\$ 108	\$ 100
Transportation/Gas	\$ 54	\$ 50
Shopping/Arts & Crafts Purchases	\$ 119	\$ 80
Recreation/Tour Entrance/Permits	\$ 75	\$ 45
Spa/Spiritual/Metaphysical Costs	\$ 165	\$ 150
Other	\$ 94	\$ 88

Household Income	
Less than \$15,000	2.4%
\$15,000 - \$24,999	2.4%
\$25,000 - \$34,999	4.0%
\$35,000 - \$44,999	8.8%
\$45,000 - \$54,999	12.0%
\$55,000 - \$64,999	13.6%
\$65,000 - \$74,999	7.2%
\$75,000 - \$84,999	13.6%
\$85,000 - \$94,999	5.6%
\$95,000 or more	30.4%

Purpose of Stay	
Vacation-Leisure	43.7%
Weekend Visit	29.6%
Day Trip	17.6%
Visiting Friends & Relatives	4.9%
Just Passing Through	4.9%
Business	2.1%
Business and Leisure	2.1%

Top Five Activities Participated In	
Hiking or Walking Trails	67.1%
Shopping	54.8%
Visiting National and State Parks	47.9%
Visiting Area Creeks or Rivers	47.9%
Visiting Cultural and Historic Sites	42.5%

Top Attractions Visited/Plan To Visit	
Uptown Sedona	76.9%
Hillside Sedona/Hozho/Tlaquepaque	53.1%
Sedona Airport Scenic Overlook	53.1%
Historic Jerome	43.8%
Red Rock State Park	41.5%

Top Five Activities of Interest	
Visiting National and State Parks	
Hiking or Walking Trails	
Shopping	
Visiting US Forest Service Lands	
Visiting Cultural and Historic Sites	