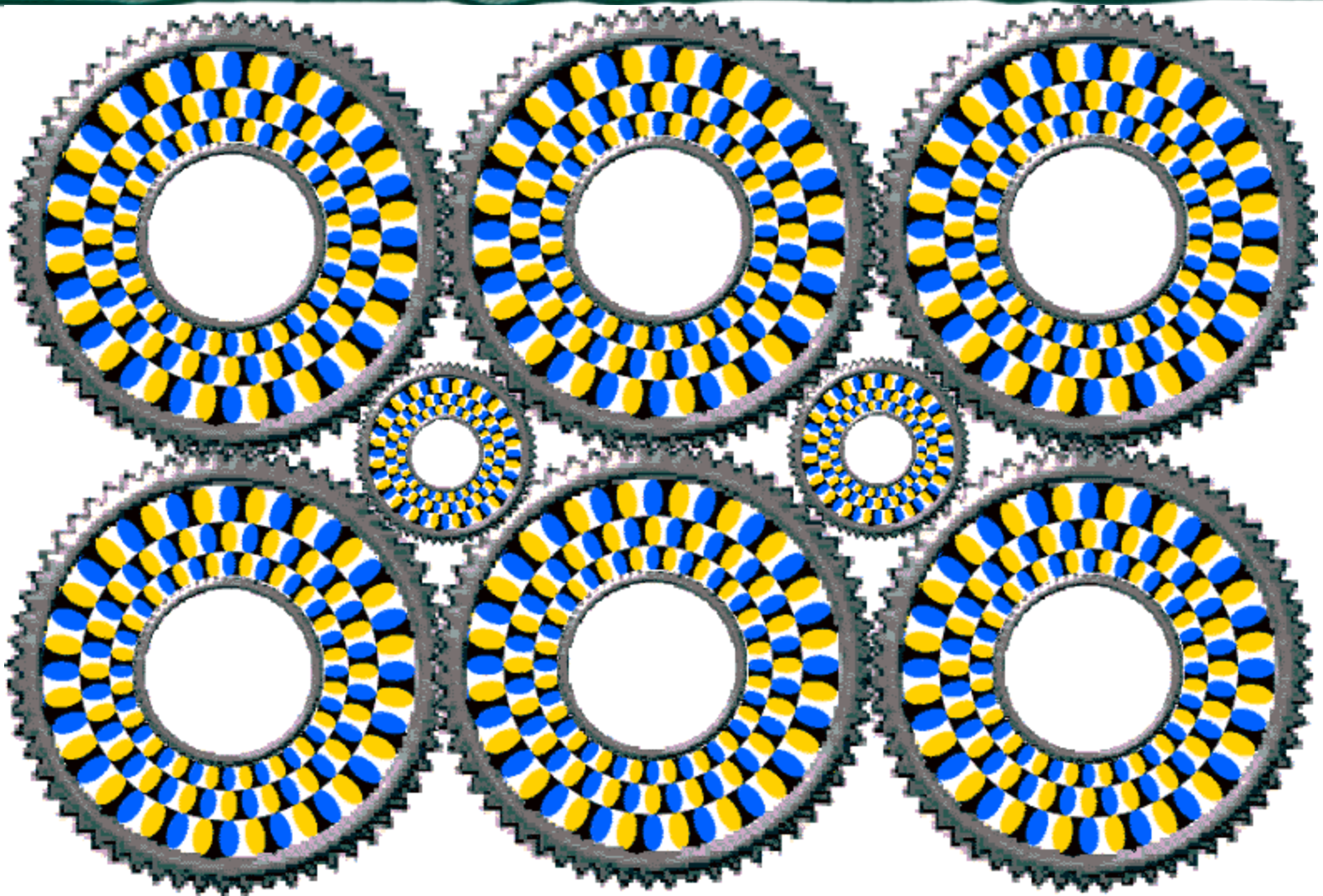




Developing a Visitor Profile  
Nevada Rural Roundup – March 25, 2010  
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**“What do I want to know about the visitors to my local community?”**

**Visitor Economic Impact**

**Visitor Perceptions**

**Visitor Profiles**

# Visitor Economic Impact

**How much do visitors spend in the local community?**

## Estimating lodging and total expenditures using City bed tax collections

City bed tax – 4%

Annual bed taxes collected - \$50,000

Total spent on lodging =  $\$50,000 / .04 = \$1,250,000$

Lodging as % of total spend – 20%

Total visitor spending =  $\$1,250,000 / .2 = \$6,250,000$

## Estimating lodging expenditures at the County level

State bed tax rate – 5.5%

State bed tax receipts for the county - \$660,000

Total spent on lodging in county =  $\$660,000 / .055 =$   
 $\$12,000,000$

Large City lodging ( $\$150,000 / .02 =$ ) \$7,500,000

$\$12,000,000$  (county) -  $\$7,500,000$  (large city) =  
 $\$4,500,000$  (rest of county)

# Visitor Perceptions

How can the community improve its appearance or become more attractive to visitors?

What do visitors see as they enter town?

Are directional signs to attractions available and easy to follow?

Are signs in town attractive? Are they regulated in terms of size, materials, placement?

How is the area landscaped?

Are maps available to help visitors find their way around the area?

Are local residents friendly towards visitors?

Are historic structures renovated and put to new uses?

Are there attractive parks available or other public areas?

Are adequate public rest rooms available? Trash receptacles??

Is parking adequate, especially in the downtown area and near attractions?

Is there a visitor center or other place to get information about the community? Is it easy to find?

Are ATM machines readily accessible?

Are hotels and lodging places attractive to the visitor or do they look run down?

Are there inns and bed and breakfast establishments available?

Are they attractive?

Are the hotel staff friendly and attentive?

Are the hotel staff able to provide information about local attractions and things to do?

Are the prices for lodging fair for the quality of lodging offered?

Are the rooms clean and neat?

Is the room decor attractive?

Are there special services or products that the lodging places supply to guests?

**Is there a selection of places where visitors can eat?**

**Are there a variety of menus and prices at these restaurants?**

**Are the restaurants attractive to the visitor?**

**Do the restaurant staff provide good quality service during the meal?**

**Is the quality of the food good?**

**Are the prices fair for the type of food served?**

**Are local food specialties served?**

**Do the restaurants do anything extra special for diners?**

**Are there a variety of shops offering attractive products to visitors?**

**Are the prices fair for the quality of products offered?**

**Do shops offer unique visitor-oriented products?**

**Can visitors buy locally made products?**

**Are the shop staff friendly and helpful?**

**Are the displays appealing to the visitor?**

**Do the shops seem clean and uncluttered?**

**Are the shop fronts and street front areas attractive and inviting?**

**Are the operating hours convenient for visitors?**

**Do shops take credit cards and checks?**

Source: Julie Leones, "Strategies for Monitoring Tourism in your Community's Economy", 1999

# Visitor Profiles

- Quantitative – Most common approach taken. This method allows you to put numbers to results.
- Qualitative – This method allows you to explore issues and to understand the “whys” of attitudes or opinions.

Demographic information – age, gender, marital status, HH income, children

Travel Behaviors – travel party size, travel partners, seasonality, how long do they stay, where do they stay, where are they from

Spending – lodging, food, shopping, transportation, entertainment

## Visitor Information Center Log

Location: \_\_\_\_\_

Date: \_\_\_\_\_

Local/ Visitor	Name	State	Zip	Country	Purpose of Visit (√ all that apply)	Total # in Travel Party	Total # of Adults	Total # of Children under 18	# of Nights in this community	# Nights in AZ
<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure <input type="checkbox"/> Visiting Family/Friends					
<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure <input type="checkbox"/> Visiting Family/Friends					
<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure <input type="checkbox"/> Visiting Family/Friends					

Source: Arizona Office of Tourism, “How to conduct a visitor survey” toolkit

**Write questions in the following manner:**

- **Neutrally worded to avoid bias**
- **Short and concise**
- **Require simple responses**
- **Ask one thing at a time**
- **Only use open ended questions when it is not possible to use close ended question**
- **Always include “Other (please specify)” as an option when providing categories**

## Neutrally worded to avoid bias

“Don’t you think it’s about time for our county to pass a school bond referendum?”

vs.

“Do you favor or oppose the school bond referendum?”

## Open-ended vs. Closed-ended questions

How many cups of coffee did you drink today?

Open-ended response (specify number)

\_\_\_\_\_ (enter answer)

vs.

Closed-ended response (circle one)

None 1 2 3 4 5 6 More

**Are the answers actionable?**

**Did the information provided meet your expectations?**

**Would you consider a return visit to Elko based on information provided at the Visitor Center?**

Which of the following types of information best met your needs? (circle all that apply)

Brochures

State Travel Guide

Visitor Staff

Other (please specify)\_\_\_\_\_

Please rate the following types of information based on how well they met your needs. (1 = not at all, 5 = extremely well)

Brochures: 1 2 3 4 5

State Travel Guide: 1 2 3 4 5

Visitor Staff: 1 2 3 4 5

**It is best to pretest!**

- **Sampling**
  - Sample size
  - Sample plan
- **Managing the survey process**
  - In-house vs. vendor
  - Personnel, cost
- **Data entry and analysis**
- **Reporting the results**

## Things to remember:

- **Don't rely on your assumptions – do research!**
- **Research doesn't have to be complicated.**
- **There are many available resources to assist you.**

## In summary:

- Identify what you want to know
- Identify the kind of research you need to do
- Are there any existing data sources that might meet your needs?
- Craft your questions carefully
- Turn to books, experts and the internet for further assistance with the process
- Don't just sit there – do some research!

To download the toolkit:

[www.azot.gov](http://www.azot.gov)

Programs

Arizona Tourism University

ATU Toolkits

“How to Conduct a Visitor Survey Tool Kit”

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