

# Lake Havasu City Tourism Survey



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## Executive Summary

This survey of visitors to Lake Havasu City, Arizona was undertaken in an effort to gather more reliable regional data than is available from statewide or national panel surveys which often contain too few cases to reliably represent area visitation. This survey process collected a total of 711 surveys from Lake Havasu City over a 12-month period from July 2007 through June 2008 – a more than sufficient sample size to provide reliable results. This information will assist Lake Havasu City with targeted marketing, product development, and advocacy for an industry that is critical to the health of the regional economy. Generally, the Lake Havasu City area is a primary destination for affluent Baby-boomer aged individuals on leisure vacations, who stay multiple nights, enjoy water recreation, hike and shop in the area. A summary of the specific findings of the visitor survey follows:

- ❖ Nearly equal male (50.8%) and female (49.2%) participants appeared in the survey sample.
- ❖ The average age of visitors was 50.8 years (median age 52 years), with males (49.8 years) slightly younger than female visitors (51.9 years).
- ❖ The average party size was 2.8 people (1.4 men, 1.4 women). One quarter (24.2%) of parties traveled with children under the age of 18 years.
- ❖ The great majority of visitors (60.5%) traveled in family groups, while a further 15.8 percent traveled in groups of family and friends. Friends only parties (12.6%) and those traveling alone (8.9%) accounted for most of the remaining travel party types.
- ❖ Travelers to Lake Havasu City had high average annual household incomes, \$73,650 on average.
- ❖ Impressively, almost three quarters of visitors (72.8%) indicated that Lake Havasu City was their primary destination; the remaining 27.2 percent were bound to another destination.
- ❖ Most visitors to Lake Havasu City were traveling for vacation-leisure purposes (63.5%), followed by those passing through (9.8%) or visiting friends/relatives (7.6%). Business travelers and individuals combining business and pleasure accounted for smaller percentages.
- ❖ A majority of visitors to Lake Havasu City traveled in a private vehicle (63.9%) with an additional 27.6 percent using a rental car. Only 5.9 percent were traveling in a RV/Camper.
- ❖ Day visitors spent an average of 4.3 hours in Lake Havasu City while overnight visitors stayed for 3.9 nights.
- ❖ Overnight visitors who primarily came to Lake Havasu City for vacation and leisure reported the longest stay (4.9 nights) along with those Visiting friends and/or relatives (4.7 nights).
- ❖ Overnight visitors to Lake Havasu City stayed in a variety of accommodations; 48.8 percent stayed in a hotel or motel, 35.7 percent stayed in a timeshare property, and 8.7 percent stayed in a condominium vacation rental.
- ❖ More than one third (36.5%) of all overnight respondents stayed in Lake Havasu City *prior to taking* the survey, while a larger percentage (70.5%) were staying the night in Lake Havasu City *after* taking the survey.

- ❖ Over a quarter of all visitors to Lake Havasu City came from California (27.9%), followed by Arizona (21.7%). Canadian visitors accounted for more than half (58.4%) of all international visitors.
- ❖ Visitors had significant expenditures in Lake Havasu City. Average per party per day expenditures by category were: lodging (\$146), restaurant and grocery (\$107), transportation including gas (\$72), recreation-tour-entrance fees or permits (\$91), shopping or arts and crafts purchases (\$75), and “other” (\$100).
- ❖ Visiting area beaches and parks along with shopping were the most popular activities for visitors to Lake Havasu City. Specifically, water-related recreation including boating and lake tours along with waterskiing were popular.
- ❖ Lake Havasu City visitors were most often attracted to the London Bridge (87.8%) and English Village (58%), in addition to Lake Havasu (64.7%) and the London Bridge Beach (41.1%).
- ❖ Visitors to Lake Havasu City evidenced a high level of satisfaction with their trip. Overall satisfaction levels with visitor experiences in Lake Havasu City averaged 7.6 out of a possible 10.
- ❖ Visitors to Lake Havasu City had an estimated \$208.5 million in direct expenditures, which resulted in an indirect economic impact of \$18.9 million, and induced impact of \$25.3 million for a total economic impact of \$252.8 million. Indirect business taxes based on direct expenditures produced an additional \$18 million and the total economic impact supported 2,946 direct jobs or 3,766 direct and indirect jobs.

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## **Introduction**

The tourism and hospitality industries today are vitally important to the economic growth and stability of the U.S. economy. Tourism is the nation's top services export, one of the top three industries, and one of the nation's largest employers. Yet, despite the industry's enormous contributions to economic development, states and communities face greater competition than ever before for the tourism dollar. Thus, research has emerged as a crucial tool to help guide local communities in their tourism promotion and product development.

Advertising is expensive; therefore, promotional efforts need to be targeted to the most receptive and productive market segments. The more information a region or community has about its current visitors and their travel patterns, the more accuracy can be applied in developing niche markets and targeting future visitors. What are the demographics of potential visitors, where do they come from, what products attract them to an area, what is the level of satisfaction with the visitor experience, how can it be improved, and how can stays be extended?

Lake Havasu City is both an established and an emerging tourism region. It encompasses the ecology of the Mohave Desert which stands in contrast to the riparian areas created by the Colorado River and Lake Havasu. Such landscapes may be experienced through the wildlife refuges and state parks that have been established for their protection and enjoyment. The Lake Havasu City region is home to the Fort Mohave Indian Tribe to the north and the Colorado River Indian Tribes to the south, adding to the diverse cultural and historic features of the area. The combination of water and warm climate serve as a natural attraction, creating recreational opportunities from hiking to kayaking, boating and water skiing. One of the primary objectives of this tourism study was to collect tourism visitor data that would provide a comprehensive

view of current Lake Havasu visitors, their demographics and interests in order to better understand how their experience might be enhanced. Such information will allow Lake Havasu City tourism leaders to knowledgeably pursue sources of outside funding for tourism promotion – such as the TEAM (Teamwork for Effective Arizona Marketing) program funds administered by the Arizona Office of Tourism – and use these marketing dollars to further current programs in the region.

### **Research Methods**

In April 2007 the Arizona Office of Tourism (AOT) contracted with the AHRRC to conduct research on tourism in Lake Havasu City as part of an ongoing plan to gather regional and community-based tourism data.

The Lake Havasu City tourism survey was designed by the professional staff at the AHRRC in conjunction with AOT and the Lake Havasu City Convention & Visitors Bureau (CVB). The instrument was developed in Teleform™, a computerized scanning program, to afford rapid data capture of the completed questionnaires. The two-page survey was developed to obtain information on visitors' activities in the area, communities visited, reasons for visiting, and expenditures while in Lake Havasu City. The surveys were collected according to a seasonally-adjusted stratified sample based on community attractions. The collection schedule was randomized to ensure that surveys were distributed on both weekdays and weekends. The Lake Havasu City CVB was provided a fixed number of surveys to be distributed according to a predetermined survey schedule among participating businesses and attractions.

The survey was designed to be self-administered, i.e., lodging or attraction staff handed the survey to visitors who completed and returned it to staff. Completed surveys were collected and forwarded to NAU by Lake Havasu City CVB staff on a monthly basis. Surveys were

collected for each month between July 2007 and June 2008 although some individual months did reflect fewer surveys than the desired target. Overall though, a total of 711 surveys were collected for the year, with a resulting response rate of 71 percent, completely adequate to examine most aspects of tourist visits to the region.

Data for the Lake Havasu City survey were collected over a twelve-month period beginning in July 2007. The survey collection was scheduled to occur during one week of each month, and included both weekends and weekdays. For an accounting of completed surveys collected each month see Table 1.

Table 1. Number of Surveys Collected

**Lake Havasu City number of surveys by month**

	Count	Column N %
July 2007	60	8.4%
August 2007	54	7.6%
September 2007	111	15.6%
October 2007	72	10.1%
November 2007	25	3.5%
December 2007	11	1.5%
January 2008	56	7.9%
February 2008	61	8.6%
March 2008	83	11.7%
April 2008	72	10.1%
May 2008	40	5.6%
June 2008	66	9.3%
Total	711	100.0%

**Sample Description**

Demographics are an important part of any visitor survey, as they describe visitor age, gender, party composition and household income. Together these demographic variables paint a portrait of typical visitors. This section provides information on overall visitors to Lake Havasu City, focusing on their age, gender, party composition, and household income.

## **Gender**

The Lake Havasu City survey sample was nearly equally split between male (50.8%) and female (49.2%) participants. Additional demographic detail on these individuals continues in the following sections. See Table 2.

Table 2. Gender of Participants

What is your gender?		
	Count	Column N %
Male	339	50.8%
Female	328	49.2%
Total	667	100.0%

## **Age**

How old is the average visitor to Lake Havasu City? We know that age is a central determinant of tourism product offerings; older visitors are generally less likely to attend rock concerts or go rock climbing, whereas younger visitors are less likely to shop for antiques; however, as with any generalization there may be exceptions.

The average (mean) age of Lake Havasu City visitors is 50.8 years, slightly older than state visitors overall who average 47 years (residents) and 49 years (non-residents). State averages used for comparisons in this study were obtained from the Arizona Office of Tourism report, “Arizona Tourism in 2007”. The median age (or mid-point of the distribution) is 52 years, also higher than the statewide averages indicating the prevalence of this age group. When the 51 to 65 year age groups are combined they account for more than one third (37.3%) of all visitors. A nearly equal number of visitors are in the 31-50 year age group (37.5%), while younger visitors,

those 30 years of age and under accounted for only 9.6 percent of the sample. See Table 3, and Figure 1.

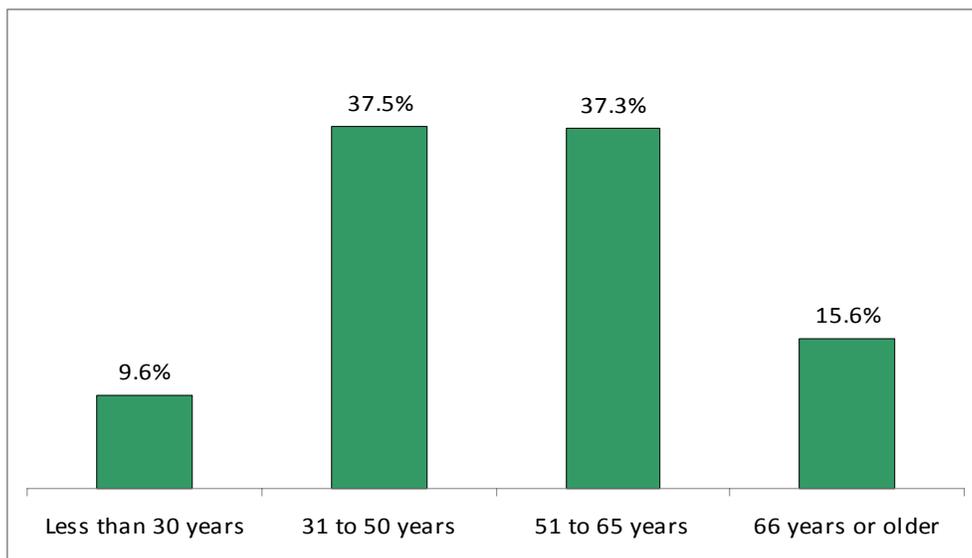
Table 3. Age Ranges of Visitors

**Age of visitors recoded to ranges**

	Count	Column N %
20 and under	7	1.1%
21 - 25 years	27	4.1%
26 - 30 years	29	4.4%
31 - 35 years	42	6.4%
36 - 40 years	53	8.1%
41 - 45 years	79	12.0%
46 - 50 years	72	11.0%
51 - 55 years	84	12.8%
56 - 60 years	71	10.8%
61 - 65 years	90	13.7%
66 - 70 years	49	7.5%
71 - 75 years	30	4.6%
76 years and older	23	3.5%
Total	656	100.0%

Mean = 50.8 years  
Median = 52.0 years

Figure 1. Age Ranges of Visitors



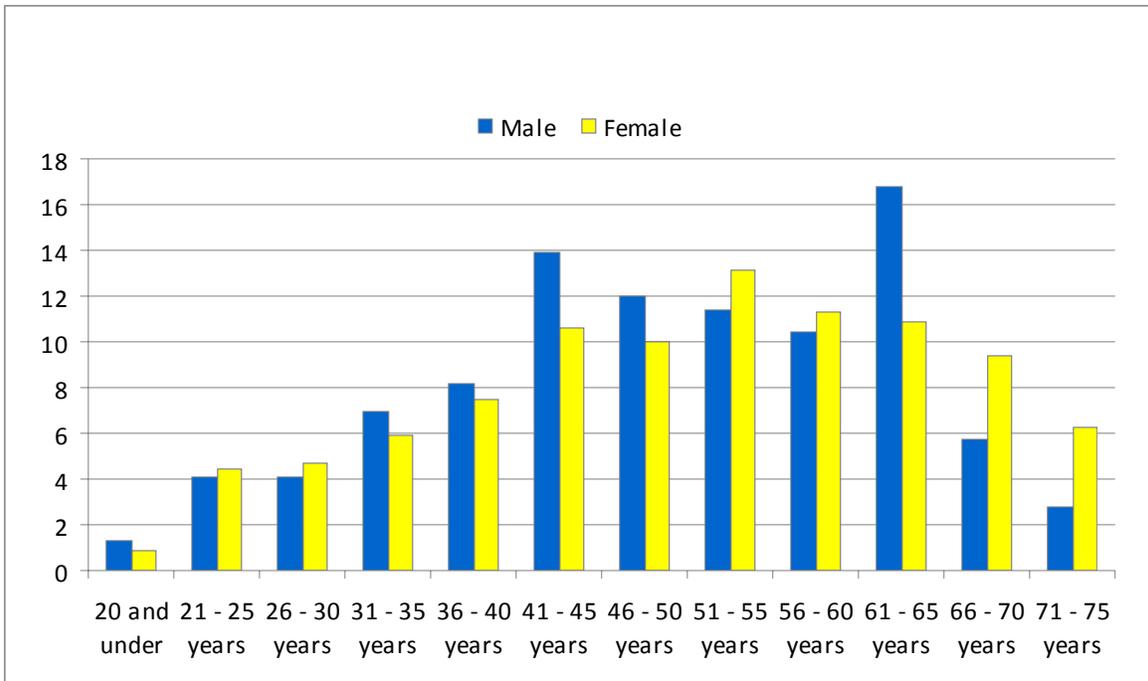
## **Gender by Age**

Are there any age differences between male and female visitors? Male visitors are slightly younger (49.8 years) than females (51.9 years) with a third (33.2%) falling between the ages of 26 and 45 as compared to only 28.7 percent for females. The reverse is found in the 61 or older category, represented by 27.5 percent of men and 31.6 percent of women survey participants. See Table 4, and Figure 2.

Table 4. Age Range of Visitors by Gender

<b>Gender by age of visitors recoded to ranges</b>		
	<b>Male</b>	<b>Female</b>
20 and under	1.3%	.9%
21 - 25 years	4.1%	4.4%
26 - 30 years	4.1%	4.7%
31 - 35 years	7.0%	5.9%
36 - 40 years	8.2%	7.5%
41 - 45 years	13.9%	10.6%
46 - 50 years	12.0%	10.0%
51 - 55 years	11.4%	13.1%
56 - 60 years	10.4%	11.3%
61 - 65 years	16.8%	10.9%
66 - 70 years	5.7%	9.4%
71 - 75 years	2.8%	6.3%
76 years and older	2.2%	5.0%
Total	100.0%	100.0%

Figure 2. Age Ranges by Gender



**Travel Party**

On average, travel parties were represented equally by men (1.4) and women (1.4). The median travel party size of one man and one woman is perhaps more representative of actual travel parties. One quarter (24.2%) of travel parties included children, where the average number of children was 1.9 children per party. This is in line with the state average of 23 percent and the U.S. average of 27 percent of leisure travel parties with children, suggesting that Lake Havasu City is supported by family groups. See Table 5.

Table 5. Number of Persons in the Party

**How many people including yourself are in your travel party?**

	Mean	Median	Valid N
Number of women in party?	1.4	1.0	576
Number of men in party?	1.4	1.0	601
Number of children under 18 years of age in party?	1.9	2.0	145

**Are there children under 18 years in your travel party?**

	Count	Column N %
Yes	102	24.2%
No	319	75.8%
Total	421	100.0%

**Party Type**

The vast majority of survey respondents traveled as family only groups (60.5%), followed by family and friends (15.8%), friends only (12.6%), and those traveling alone (8.9%). Individuals traveling together as business associates and members of tour groups were a minor portion of the sample. See Table 6.

Table 6. Relationship of Travel Party Members

**Who is traveling with you on this trip?**

	Count	Column N %
Family only	399	60.5%
Family and friends	104	15.8%
Friends only	83	12.6%
Nobody traveling alone	59	8.9%
Business associates	14	2.1%
Organized Tour Group	1	.2%
Total	660	100.0%

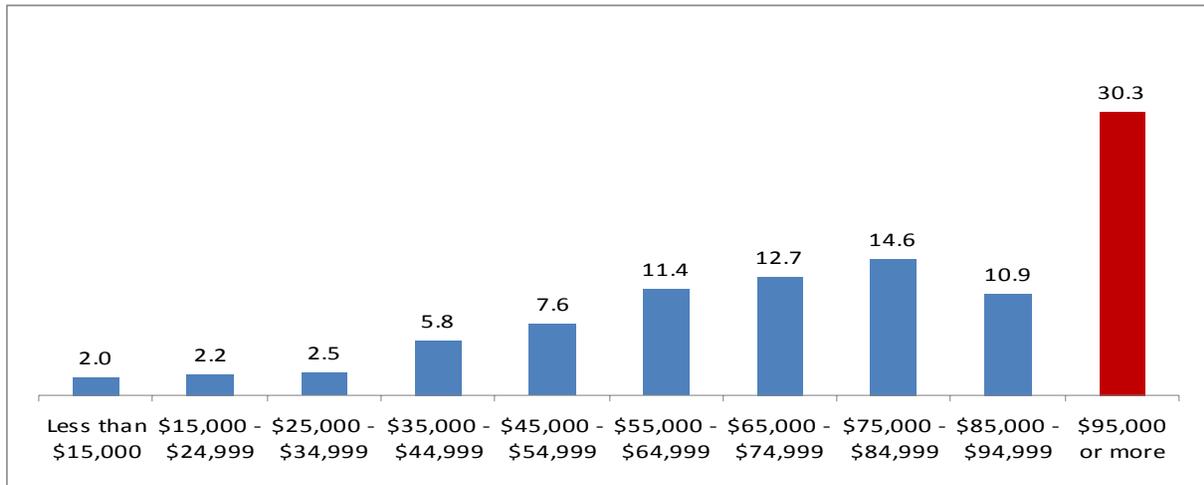
## Annual Income

The average household income of visitors to Lake Havasu City is \$73,650, and the median annual income is \$80,000. This average income figure is lower than that for the non-resident visitors to Arizona overall at \$82,900, which may be accounted for by the older average age of Lake Havasu City visitors. The average annual income of visitors to Lake Havasu City (\$73,650) is, however, closer to the average annual income of Arizona *resident* travelers at \$78,400. Notably, almost one third of the participants indicated a household income of \$95,000 or more. See Table 7, and Figure 3.

Table 7. Annual Household Income

What is your annual household income?		
	Count	Column N %
Less than \$15,000	12	2.0%
\$15,000 - \$24,999	13	2.2%
\$25,000 - \$34,999	15	2.5%
\$35,000 - \$44,999	35	5.8%
\$45,000 - \$54,999	46	7.6%
\$55,000 - \$64,999	69	11.4%
\$65,000 - \$74,999	77	12.7%
\$75,000 - \$84,999	88	14.6%
\$85,000 - \$94,999	66	10.9%
\$95,000 or more	183	30.3%
Total	604	100.0%

Figure 3. Annual Household Income



## Lake Havasu City Visitor Travel Characteristics

### Primary Destination

Is Lake Havasu City a primary destination for visitors, or simply one stop on a longer journey?

Nearly three quarters (72.8%) of all visitors indicated that Lake Havasu City was in fact the primary destination of their trip, evidence that the community has an established reputation among travelers. See Table 8.

Table 8. Lake Havasu City as Primary Destination

#### Is Lake Havasu City the primary destination of your trip?

	Count	Column N %
Yes	515	72.8%
No	192	27.2%
Total	707	100.0%

Among the 27.2 percent of respondents who said that Lake Havasu City was not their primary destination, a third identified Las Vegas as such followed by the Grand Canyon, Phoenix, Yuma, and nearby Parker. See Table 9.

Table 9. Other Primary Destination

If not, what location is the primary destination of your trip?	Count	%
LAS VEGAS	33	16.9
GRAND CANYON	15	7.7
PHOENIX	15	7.7
PARKER	6	3.1
YUMA	5	2.6
SEDONA	4	2.1
SCOTTSDALE	4	2.1
TUCSON	3	1.5

**Other Colorado River Area Communities Visited**

Do visitors to Lake Havasu City also travel to neighboring communities in the Colorado River Corridor? From the communities provided on the list, 30 percent of all survey participants indicated that they had or would also visit Laughlin, NV- the most frequently visited location of Lake Havasu City visitors who ventured elsewhere. Other area communities visited by Lake Havasu City travelers in order of frequency were: Parker, Oatman, Kingman, and Bullhead City. See Table 10.

Table 10. Other Communities Visited

**Have you or do you plan day tripping to any of the following communities?**

	Count	Column N %
Laughlin, NV	211	55.8%
Parker	157	41.5%
Oatman	125	33.1%
Kingman	106	28.0%
Bullhead City	104	27.5%

Does not sum to 100% because of multiple responses.

### **Primary Purpose of your visit to Lake Havasu City**

People visit communities for a variety of reasons, including leisure, business, or a combination of both, while others are simply passing through en route to somewhere else. What are the primary reasons visitors come to Lake Havasu City? Vacation-leisure (63.5%) was by far the most popular purpose of the visit, indicated by nearly two thirds of those in the sample.

Individuals who were just passing through (9.8%) were next and likely represented those who were earlier found to have other primary destinations. Only 7.6 percent of respondents indicated their primary purpose to be visiting friends and/or relatives, much lower than the West Coast region overall (29%) and far below the state average of 40 percent for this category. Business travelers (6.9%) and those visiting Lake Havasu City for a combination of business and leisure (5.1%) equaled only 12 percent of the sample. Clearly, Lake Havasu City attracts those with free time to enjoy the area. See Table 11.

Table 11. Primary Purpose of Trip

**Indicate item that best describes the primary purpose of your trip to Lake Havasu City**

	Count	Column N %
Vacation-leisure	440	63.5%
Just passing through	68	9.8%
Visiting friends and/or relatives	53	7.6%
Weekend visit	52	7.5%
Business	48	6.9%
Combination of business and leisure travel	35	5.1%
Day trip	34	4.9%

Does not sum to 100% because of multiple responses.

### **Primary Mode of Transportation**

How do visitors travel to Lake Havasu City? One would assume that almost all visitors arrived in some form of vehicular transportation, but of what type? Private auto (63.9%) accounted for nearly two thirds of all visits followed by rental cars (27.6%). No other single category accounted for more than one-tenth of all travel modes with tour buses interestingly only representing a single response. It is likely that the survey failed to capture tour bus activity. See Table 12.

Table 12. Primary Mode of Transportation

<b>What is your primary mode of transportation?</b>		
	<b>Count</b>	<b>Column N %</b>
Private auto	451	63.9%
Rental car	195	27.6%
RV/Camper	42	5.9%
Motorcycle	11	1.6%
Other	6	.8%
Tour Bus	1	.1%
Total	706	100.0%

### **Total Time in Lake Havasu City**

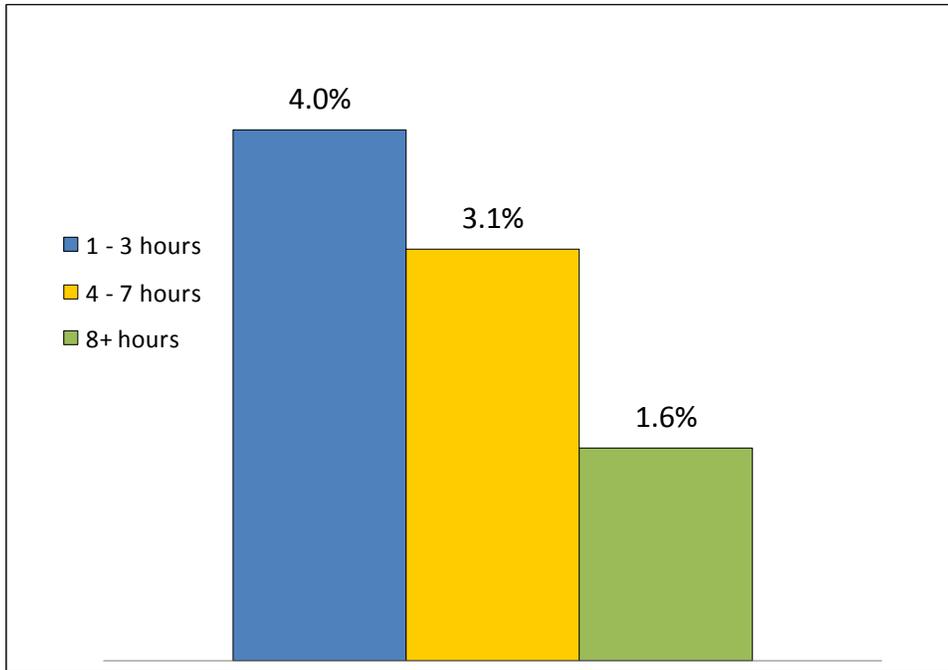
Length of stay is always an important factor in any tourist study. How long did visitors spend in the region? Respondents were asked to indicate how many hours or nights they spent in Lake Havasu City. Nearly all respondents (91.3%) stayed overnight in Lake Havasu City, with just 8.7 percent indicating that they were day visitors, again likely representing those who were passing through. Day visitors spent an average of 4.3 hours in the Lake Havasu City area. Not only were the majority of visitors staying overnight but almost two thirds (64%) chose to stay for three or more nights. See Table 13 and Figure 4.

Table 13. Time Spent in Lake Havasu City

**How much time in total did you spend in Lake Havasu City on this trip?**

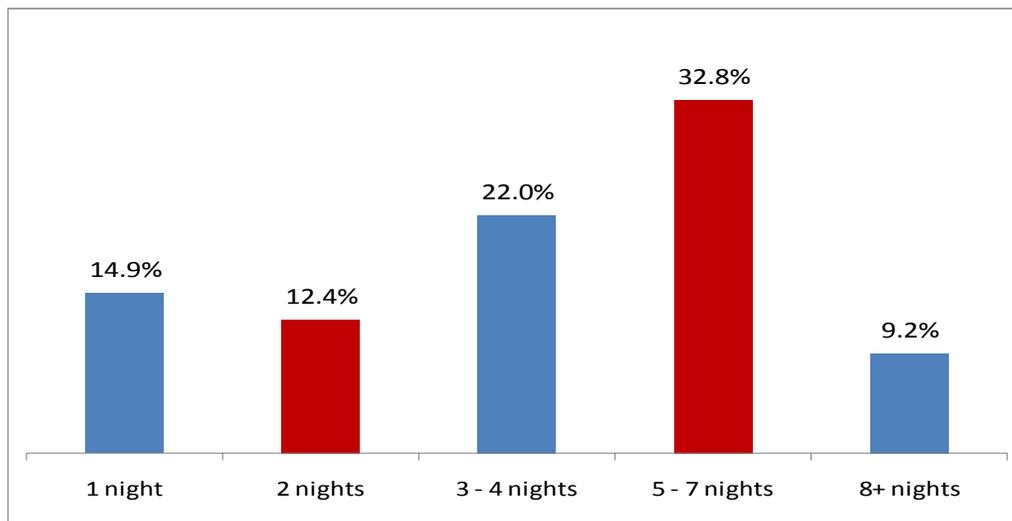
	Count	Column N %
1 - 3 hours	28	4.0%
4 - 7 hours	22	3.1%
8+ hours	11	1.6%
1 night	104	14.9%
2 nights	87	12.4%
3 - 4 nights	154	22.0%
5 - 7 nights	229	32.8%
8+ nights	64	9.2%
Total	699	100.0%

Figure 4. Time Spent in Lake Havasu City - Hours



As noted previously, the vast majority (91.3%) of respondents spent at least one night in Lake Havasu City. The average length of stay derived by weighted averages is 3.9 nights. The largest single cohort of visitors (32.8%) stayed for an extended period of 5-7 nights while the next largest group spent 3-4 nights (22%). These extended stays reflect upon the choice of accommodation type used by Lake Havasu City visitors and their primary reason for visiting, as will be shown in the next section. See Figure 5.

Figure 5. Time Spend in Lake Havasu City – Overnight Stays



Which visitors stay the longest in Lake Havasu City? The average length of stay of each specific visitor group shows the relative strength of that market segment in driving overall visits to the region. The longest length of stay was for vacation-leisure visitors (4.9 nights), though this dominant group was closely followed by the 7.6 percent who were visiting friends and relatives and staying 4.7 nights. Those traveling on business averaged 3.2 nights, and when combining their business activities with leisure extended the stay to 3.8 nights. Weekend visitors and those passing through the area understandably had the shortest visits. See Table 14.

Table 14. Average Length of Stay by Primary Reason of Visit

Overnight Visitors by Primary Purpose of Trip	Nights stayed
	Mean
Vacation-leisure	4.9
Visiting friends and/or relatives	4.7
Combination of business and leisure travel	3.8
Business	3.2
Weekend visit	2.4
Just passing through	1.6
Day trip	1.3

**What type of lodging did you use during your stay?**

Now that we know that 91.3 percent of all respondents stayed overnight in Lake Havasu City with the average visitor spending 4 nights, it becomes of great interest to look at where these individuals are staying. The largest single group of visitors (48.8%) stayed in a hotel or motel, followed by a large percentage (35.7%) who stayed overnight in a timeshare property. Also of significance are those who chose a condominium vacation rental (8.7%). Visitors who were camping, staying with friends or family, or in a second home represented a small portion of the sample but added to the diversity of users seeking to spend time in the area. See Table 15.

Table 15. Type of Lodging Used

**If staying overnight in Lake Havasu City what type of lodging are you using?**

	Count	Column N %
Hotel or motel	318	48.8%
Timeshare property	233	35.7%
Condominium vacation rental	57	8.7%
Campground or RV Park	29	4.4%
Home of friends or relatives	21	3.2%
Second home	14	2.1%
Other (explain)	11	1.7%
Boat in camping	1	.2%
Total	652	100.0%

Does not sum to 100% due to multiple responses.

Which accommodations produced the longest average lengths of stay? The data indicated that condominiums (6.2 nights) and timeshare properties (5.6 nights) followed by the homes of friends/family (5.2 nights) and second homes (5.1 nights) hosted the longest average stays. Stays in more traditional hotel and motel properties were lower at 2.9 nights while campgrounds and RV parks extended that average to 3.7 nights. See Table 16.

Table 16. Average Length of Stay by Lodging Type

Length of stay by accommodations	Nights stayed (overnights only)
	Mean
Condominium vacation rental	6.2
Timeshare property	5.6
Other (explain)	5.5
Home of friends or relatives	5.2
Second home	5.1
Campground or RV Park	3.7
Hotel or motel	2.9
Boat in camping	2.0

**In what city did you spend last night?**

To determine travel patterns visitors were asked to specify where they spent the previous night. Over one third of visitors (36.5%) had stayed in Lake Havasu City the night before they filled out the survey. Following in order of frequency were those staying further north in Las Vegas, NV (7.9%), to the south in Phoenix, AZ (5.8%), and as far west as Los Angeles, CA (4.3%). The complete list of communities can be found in Appendix C, further verifying that Lake Havasu City attracts visitors from adjacent states as well as from within Arizona. Only communities totaling more than 1 percent of the total are included in Table 17 below.

Table 17. In what city did you spend last night?

In what city or town did you spend last night?	Count	%
LAKE HAVASU CITY	101	36.5
LAS VEGAS, NV	22	7.9
PHOENIX	16	5.8
LOS ANGELES, CA	12	4.3
LAUGHLIN, NV	12	4.3
PARKER	7	2.5
PALM SPRINGS, CA	6	2.2
WILLIAMS	5	1.8
KINGMAN	5	1.8
GRAND CANYON	5	1.8
BAKERSFIELD, CA	5	1.8
YUMA	4	1.4
TUCSON	3	1.1
SURPRISE	3	1.1
NEEDLES, CA	3	1.1

**In what city will you stay tonight?**

More visitors stayed in Lake Havasu City on the night after completing the survey than stayed the night before – 70.5 percent in fact. Survey protocols may have included visitors who obtained their survey form while checking into accommodations thereby logically attributing to this figure. Other locations topping the list were the same as for the previous question- Las Vegas, Phoenix, and Los Angeles- with the addition of Kingman, Williams and Flagstaff AZ along the I-40 corridor. The complete list of communities can be found in Appendix C. Only communities totaling more than 1 percent of the sample are included in Table 18.

Table 18. In what city will you spend tonight?

In what city will you spend tonight?	Count	%
LAKE HAVASU CITY	189	70.5
LAS VEGAS, NV	13	4.9
FLAGSTAFF	5	1.9
PHOENIX	5	1.9
WILLIAMS	5	1.9
KINGMAN	4	1.5
LOS ANGELES, CA	4	1.5
GRAND CANYON NATIONAL PARK	3	1.1
LAUGHLIN, NV	3	1.1
PALM SPRINGS, CA	3	1.1
TUCSON	3	1.1

### **Geographic Origins of Visitors**

Where do visitors from Lake Havasu originate? Respondents were asked to include the ZIP Code of their permanent residence or country of origin if from outside of the United States, which provides evidence of geographic origin. The largest single group of visitors to Lake Havasu City came from the neighboring state of California (27.9%) though Arizona residents (21.7%) were also highly represented in the survey. Together these two states captured 50 percent of the U.S. residents in the sample. Rounding out the top five states of origin were Wisconsin (6.5%), Nevada (4.3%) and Michigan (4.2%). See Table 19.

Table 19. State of Origin

Origins of visitors to Lake Havasu City?

	Count	Column N %
California	167	27.9%
Arizona	130	21.7%
Wisconsin	39	6.5%
Nevada	26	4.3%
Michigan	25	4.2%
Washington	21	3.5%
Illinois	17	2.8%
Texas	15	2.5%
Oregon	14	2.3%
Colorado	11	1.8%
Iowa	10	1.7%
Pennsylvania	10	1.7%
New York	10	1.7%
Ohio	9	1.5%
Florida	9	1.5%
New Mexico	8	1.3%
Massachusetts	8	1.3%
Idaho	6	1.0%
Connecticut	6	1.0%
Utah	5	.8%
Montana	4	.7%
North Dakota	4	.7%
North Carolina	4	.7%
Virginia	4	.7%
New Jersey	4	.7%
New Hampshire	4	.7%
Wyoming	3	.5%
Nebraska	3	.5%
Tennessee	3	.5%
Maine	3	.5%
Arkansas	2	.3%
Louisiana	2	.3%
Indiana	2	.3%
South Carolina	2	.3%
Alaska	1	.2%
Kansas	1	.2%
South Dakota	1	.2%
Kentucky	1	.2%
Alabama	1	.2%
Georgia	1	.2%
West Virginia	1	.2%
Rhode Island	1	.2%
Total	598	100.0%

### **Arizona Visitors to Lake Havasu City**

One fifth of the Lake Havasu City visitors in the sample indicated that they were residents of Arizona. In analyzing this data further, it is not surprising that the Phoenix and Tucson metropolitan areas represented the home of the majority of these visitors. The Phoenix metro area in fact accounted for more than half (55.7%) of all Arizona visitors to Lake Havasu City. Tucson added another 11.1 percent while a small number of Lake Havasu City residents were apparently contacted during the survey and reflected 8.7 percent of in-state participants. Additional communities may be found in Table 20.

Table 20. Geographic Origin of Arizona Residents to Lake Havasu City

**Origins of Arizona visitors to Lake Havasu City?**

	Count	Column N %
Phoenix	17	13.5%
Tucson	14	11.1%
Lake Havasu City	11	8.7%
Chandler	10	7.9%
Sun City	9	7.1%
Glendale	7	5.6%
Douglas	7	5.6%
Fountain Hills	6	4.8%
Mesa	5	4.0%
Wickenburg	4	3.2%
Flagstaff	4	3.2%
Cave Creek	4	3.2%
Tempe	3	2.4%
Prescott	3	2.4%
Peoria	3	2.4%
Cottonwood	3	2.4%
Buckeye	2	1.6%
Black Canyon City	2	1.6%
Show Low	1	.8%
Scottsdale	1	.8%
Quartzsite	1	.8%
Payson	1	.8%
Parker	1	.8%
Kingman	1	.8%
Goodyear	1	.8%
Gilbert	1	.8%
Corona de Tucson	1	.8%
Camp Verde	1	.8%
Bullhead City	1	.8%
Apache Junction	1	.8%
Total	126	100.0%

## **International Visitors**

Finally, international visitors were asked to provide their country of origin. Arizona attracts international visitors from all over the world, especially for the natural flora, fauna, and geologic wonders reflected throughout the state in places like the Grand Canyon and vast Sonoran and Mohave desert landscapes. Another attraction for which Arizona is well known is the climate, especially among those seeking to escape frigid winters elsewhere. Therefore, Canadians, who frequently migrate during the coldest months earning the moniker “snowbirds”, dominated the list of foreign visitors to Lake Havasu City at 58.4 percent. They were followed by travelers from at least five European countries and individuals from Africa, South America, and New Zealand. One travel party from neighboring Mexico completed the list of foreign travelers who participated. See Table 21.

Table 21. Origins of Foreign Visitors

	Count	Column N %
CANADA	59	58.4%
UNITED KINGDOM	18	17.8%
GERMANY	8	7.9%
DENMARK	5	5.0%
THE NETHERLANDS	3	3.0%
EUROPE	3	3.0%
SWITZERLAND	1	1.0%
SOUTH AFRICA	1	1.0%
PERU	1	1.0%
NEW ZEALAND	1	1.0%
MEXICO	1	1.0%
Total	101	100.0%

## **Visitor Spending**

Visitor spending is always a crucial component of any visitor study. Visitors to Lake Havasu City reported their expenditures for lodging-camping, restaurant and grocery, transportation (including gas), shopping, recreation/tour/entrance fees, and other miscellaneous expenditures. Lodging and camping (\$146) had the highest average expenditures, followed by restaurant and grocery (\$107) reported as per party per day expenses. Money spent on shopping to include arts and crafts purchases (\$75), and transportation costs including gas (\$72) were also substantial. As was reported earlier, the strong leisure focus of Lake Havasu City visitors perhaps contributed to the Recreational/Permit/Tour fees of \$91 per party per day, in addition to the “Other” category which averaged \$100, though only 16 percent of survey participants reported “Other” expenses. See Table 22.

Table 22. Average per-party per-day Expenditures

**Please estimate the spending per-day in Lake Havasu City for your travel party**

	Mean	Median	Maximum
Lodging-Camping	\$146	\$100	\$1,000
Restaurant & Grocery	\$107	\$70	\$800
Transportation including gas	\$72	\$50	\$610
Shopping or Arts and Crafts purchases	\$75	\$50	\$1,000
Recreation - Tour - Entrance - Permit fees	\$91	\$50	\$800
Other expenses	\$100	\$38	\$1,300

### **Interest in participating in activities**

Lake Havasu City offers a variety of activities for visitors to pursue, from water-related recreation at area lakes and refuges to special seasonal events or historic and cultural site tours. Knowledge of the most popular activities and levels of interest in various facilities and activities can lead to the creation of additional opportunities for tourism services and product development.

In order to assess visitors' interest in specific Lake Havasu City activities, respondents were asked to indicate their level of interest in a specific activity and then to indicate whether they participated in this activity on this trip. All questions were measured on a scale from 1 to 5 where 1 is "not at all interested," and 5 is "extremely interested". Therefore, higher mean (average) scores indicate a greater level of interest in participating in the specific activity. Using these mean scores it becomes evident that water-related activities were quite popular among survey participants, including visiting local beaches, boating, taking lake tours and visiting area parks. Shopping also ranked high on the interest scale. Least popular were Mountain Biking, Rock Climbing, Go Cart Racing and Bowling. A complete list of activities and responses is included in Table 23.

Table 23. Activity Interest

	Not at all interested	A little interested	Somewhat interested	Very interested	Extremely interested	
	Row %	Row %	Row %	Row %	Row %	Mean
Visiting beaches-parks	11.4	10.3	28.4	27.9	22.1	3.4
Shopping	9.9	14.4	27.0	28.8	20.0	3.3
Special event	30.3	7.3	12.8	20.2	29.4	3.1
Lake Tours	17.6	13.9	25.6	27.7	15.2	3.1
Boating-Waterskiing-Wakeboarding	25.8	11.6	17.4	21.9	23.2	3.1
Visiting national and state parks	17.2	14.0	32.3	27.7	8.9	3.0
Visiting cultural and historic sites	15.6	18.1	33.7	26.5	6.1	2.9
Hiking or walking trails	25.1	15.8	27.6	22.2	9.3	2.7
Visiting national Wildlife Refuges	26.3	19.6	28.9	18.0	7.1	2.6
Playing golf	48.1	7.8	11.9	15.0	17.3	2.5
Going to movie theatre	34.4	20.0	22.4	14.2	9.1	2.4
Bird watching and observing wildlife	37.6	21.0	20.6	13.5	7.3	2.3
Fishing	48.7	13.8	17.2	11.8	8.5	2.2
Kayaking - canoeing	48.4	12.6	19.3	14.0	5.6	2.2
Off Road Tours (i.e. Jeep, OHV)	51.5	14.6	17.3	11.3	5.2	2.0
Camping - Recreation Vehicle (RV) stay	60.3	11.2	12.7	8.5	7.4	1.9
Mountain Biking	60.3	14.5	13.1	7.0	5.1	1.8
Go cart racing	64.6	10.5	11.7	8.0	5.1	1.8
Bowling	61.6	13.3	15.0	7.2	2.9	1.8
Rock Climbing	66.0	11.6	12.5	6.2	3.7	1.7

Secondarily, respondents were asked to indicate whether they actually participated in any of the activities from the list provided. Overall, respondents participated in activities for which they had expressed an interest as would be logically assumed. The most participation was indicated for visiting beaches-parks (54.5%) followed by Shopping (53.6%) reflecting activities pursued by over half of the visitors surveyed. Roughly a third of participants toured the lake, went out on the water in boats or water skied, played golf, or hiked. See Table 24.

Table 24. What activities did/will you participate in?

<b>Did/Will you participate?</b>		
	Count	Column N %
Visiting beaches-parks	230	54.5%
Shopping	226	53.6%
Lake Tours	155	36.7%
Boating-Waterskiing-Wakeboarding	149	35.3%
Playing golf	139	32.9%
Hiking or walking trails	134	31.8%
Visiting national and state parks	120	28.4%
Bird watching and observing wildlife	120	28.4%
Visiting cultural and historic sites	116	27.5%
Visiting national Wildlife Refuges	84	19.9%
Going to movie theatre	83	19.7%
Fishing	67	15.9%
Camping - Recreation Vehicle (RV) stay	67	15.9%
Rock Climbing	50	11.8%
Special event	39	9.2%
Kayaking - canoeing	36	8.5%
Off Road Tours (i.e. Jeep, OHV)	33	7.8%
Go cart racing	24	5.7%
Bowling	22	5.2%
Mountain Biking	11	2.6%
Total	422	100.0%

**What attractions do you plan to visit in Lake Havasu City?**

Respondents were also provided a list of specific Lake Havasu City attractions and asked to indicate those that they had visited or planned to visit during their trip. Attractions encompassed natural areas and parks along with retail facilities and area golf courses. The London Bridge, a prominent feature in Lake Havasu City, topped the list and was experienced by 87.8 percent of all those surveyed. Lake Havasu proper (64.7%), the English Village (58%), and London Bridge Beach (41.1%) were also among the most visited attractions. Area golf courses, the speedway,

desert hiking trails, and SARA and Cattail Cove parks were visited by the least number of participants. See Table 25.

Table 25. Attractions Visited

**Please mark those attractions that you have visited or plan to visit in Lake Havasu City**

	Count	Column N %
London Bridge	562	87.8%
Lake Havasu	414	64.7%
English Village	371	58.0%
London Bridge Beach	263	41.1%
Main Street shops	259	40.5%
Island Fashion Mall	192	30.0%
Lighthouses	181	28.3%
Lake Havasu State Park (Windsor Beach)	130	20.3%
Rotary Community Park-Beach	112	17.5%
Aquatic Center	84	13.1%
The Refuge Golf Club	79	12.3%
Bill Williams National Wildlife Refuge	78	12.2%
Havasu National Wildlife Refuge	76	11.9%
Lake Havasu City Museum	73	11.4%
London Bridge Golf Club	73	11.4%
Bridgewater Links Golf Course	69	10.8%
Desert Hiking Trails	64	10.0%
Havasu Island Golf course	63	9.8%
SARA Park	63	9.8%
Cattail Cove State Park	59	9.2%
Havasu 95 Speedway	58	9.1%

Does not sum to 100% because of multiple responses.

**Overall satisfaction with your experience in Lake Havasu City**

The final question on the survey asked visitors to rate their overall satisfaction with their experience in Lake Havasu City using a scale from 1 to 10 where 1 is “low” and 10 is “high.”

Lake Havasu City travelers appeared quite satisfied overall with an average score of 7.6 and median or mid-point of 8.0. A third of participants rated Lake Havasu City with a 9 or 10 at the

highest end of the scale, and nearly another third chose a rating of 8.0. While very few visitors in the sample rated their satisfaction in the lowest half of the scale, results do indicate a cohort of individuals whose expectations were not entirely fulfilled though this survey did not address such circumstances directly. See Table 26.

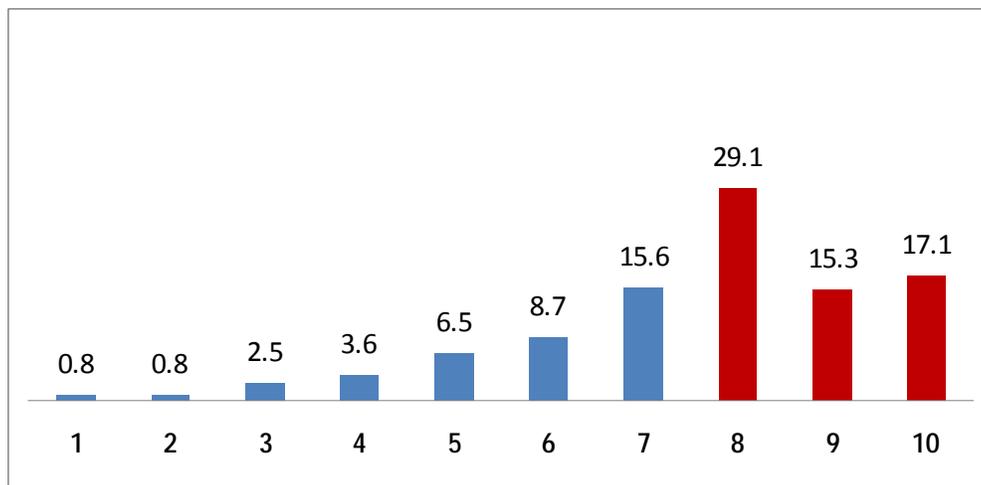
Table 26. Overall Satisfaction Rating

**On a scale of 1 to 10 where 1 is low and 10 is high  
indicate your overall satisfaction with your experience  
in Lake Havasu City**

	Count	Column N %
1	5	.8%
2	5	.8%
3	16	2.5%
4	23	3.6%
5	42	6.5%
6	56	8.7%
7	100	15.6%
8	187	29.1%
9	98	15.3%
10	110	17.1%
Total	642	100.0%

Mean = 7.6  
Median = 8.0

Figure 6. Overall Level of Satisfaction with Lake Havasu City Experience



In conclusion, it appears that visitors to Lake Havasu City appreciate the community and the natural resources of the area and choose extended stays in pursuit of many leisure activities, all of which redounds to the economic benefit of local retail, hospitality, and area attractions.

## **Appendix A:**

### **Survey Questionnaire**



9. First tell us how interested you are in participating in the following activities, then indicate those activities you have or will participate in during your visit to Lake Havasu City.

	Interest Level:	Not at all	A little	Some-what	Very	Extremely	Did/Will you participate?
Fishing		<input type="radio"/>					
Hiking or Walking Trails		<input type="radio"/>					
Visiting Cultural and Historic Sites		<input type="radio"/>					
Visiting National and State Parks		<input type="radio"/>					
Visiting National Wildlife Refuges		<input type="radio"/>					
Bowling		<input type="radio"/>					
Rock Climbing		<input type="radio"/>					
Off Road Tours (i.e. Jeep, OHV)		<input type="radio"/>					
Birdwatching and Observing Wildlife		<input type="radio"/>					
Boating/Waterskiing/Wakeboarding		<input type="radio"/>					
Visiting Beaches/Parks		<input type="radio"/>					
Mountain Biking		<input type="radio"/>					
Camping/Recreational Vehicle (RV) Stay		<input type="radio"/>					
Go-Kart Racing		<input type="radio"/>					
Playing Golf		<input type="radio"/>					
Kayaking/Canoeing		<input type="radio"/>					
Shopping		<input type="radio"/>					
Going to Movie Theatre		<input type="radio"/>					
Lake Tours		<input type="radio"/>					
Special event: (define) <input type="text"/>		<input type="radio"/>					

10. Please mark those attractions you have visited or plan to visit in Lake Havasu City.

- |   |  |   |
|---|--|---|
| <input type="radio"/> Aquatic Center                      | <input type="radio"/> Havasu Island Golf Course              | <input type="radio"/> London Bridge               |
| <input type="radio"/> Bill Williams Natl. Wildlife Refuge | <input type="radio"/> Havasu Natl. Wildlife Refuge           | <input type="radio"/> London Bridge Beach         |
| <input type="radio"/> Bridgewater Links Golf Course       | <input type="radio"/> Island Fashion Mall                    | <input type="radio"/> London Bridge Golf Club     |
| <input type="radio"/> Cattail Cove State Park             | <input type="radio"/> Lake Havasu                            | <input type="radio"/> Main Street Shops           |
| <input type="radio"/> Desert Hiking Trails                | <input type="radio"/> Lake Havasu City Museum                | <input type="radio"/> The Refuge Golf Club        |
| <input type="radio"/> English Village                     | <input type="radio"/> Lake Havasu State Park (Windsor Beach) | <input type="radio"/> Rotary Community Park/Beach |
| <input type="radio"/> Havasu 95 Speedway                  | <input type="radio"/> Lighthouses                            | <input type="radio"/> SARA Park                   |

11. On a scale of 1 to 10 where One is Low and Ten is High, please indicate your overall satisfaction with your experience in Lake Havasu City.

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>									

Finally, we have some questions about your travel party that will help us understand more about you.

12. What is your gender?  Female  Male In what year were you born? 19

13. List total number of people, including yourself, in your travel party?  Are there children under 18 years in your travel party?  Yes  No

Number of: Women (18+ years)  Men (18+ years)  Children (under 18)

14. Who is traveling with you on this trip?  Family and Friends  Friends Only  Organized Tour Group  
 Family Only  Nobody, travelling alone  Business Associates

15. Which of the following categories best describes your annual household income?  
 Less than \$15,000  \$35,000 to \$44,999  \$65,000 to \$74,999  \$95,000 or More  
 \$15,000 to \$24,999  \$45,000 to \$54,999  \$75,000 to \$84,999  
 \$25,000 to \$34,999  \$55,000 to \$64,999  \$85,000 to \$94,999

Thank You For Taking The Time To Complete The Survey.

8562027033

**Appendix B:**

**Regional Economic Impacts of the Lake Havasu City  
Tourism Survey**

## **Introduction**

Question eight, in the survey of visitors to Lake Havasu City asked recipients to detail their regional expenditures in the following categories: lodging, food and beverage, transportation (including gas), shopping/arts & crafts purchases, recreation/tour/entrance/permit fees, and miscellaneous other expenditures. Understanding the regional economic impacts of visitors can illustrate the economic importance of tourism and recreational activities to Lake Havasu City and can be compared to the impacts of similar activities.

Expenditures from visitors to Lake Havasu City were entered into the Input-Output model Impact analysis for PLANing (IMPLAN) and economic impacts and multiplier effects were calculated for Mohave County, Arizona. Economic impact analysis (EIA) measures the direct and extended effects of expenditures related to a tourist activity by detailing industry response and multiplier effects on many regional economic indicators such as output, income, and employment.

### **Economic Impact Analysis Methods**

Input-Output (I-O) models are an important tool used in assessing the economic impacts of specific activities. The I-O model incorporates transaction tables to keep track of inter-industry sales and purchases, as well as exogenous sectors of final demand such as households, government, and foreign trade. The name, "I-O Model," is a result of each industrial sector in the model being both a buyer and a seller of inputs and outputs.

The I-O model can be used to conduct economic impact analysis. Economic impact analysis involves applying a final demand change to the economic I-O model, and then analyzing the resulting changes in the economy (IMPLAN Analysis Guide, 1999). Impacts can be one-time impacts, such as the construction of a new factory, or they can be recurring impacts, such as the arrival of a new industry. Often, the impact analysis is concerned with multiplier effects, or the amount of money that is re-circulated through the economy after an initial expenditure.

Visitors were asked to estimate daily trip expenditures in the categories listed above. The visitors are assumed to be concentrated in Lake Havasu City which is located in Mohave County, Arizona. Visitors from outside of the region purchased regional lodging, food, transportation, entertainment, etc., and this importation of expenditures represents an influx of “new” expenditures to the region. This analysis does not include respondents that live in Mohave County as they do not represent “new” output to the region because it is assumed that regional residents would have allocated those expenditures to industrial sectors within the county anyway.

Direct, indirect, and induced effects of expenditures were calculated for the Mohave County region. The direct effects of expenditures capture the amount of purchases made by participants in each industrial category. Commodity purchases contributing to direct effects need to be margined to effectively allocate economic impacts. For example, many commodities available in Mohave County were not necessarily manufactured within the county (e.g. gasoline, souvenirs, etc.). By margining commodities, producer and purchaser prices are separated. IMPLAN uses regional purchasing coefficients (RPCs) to estimate gross regional trade flows (gross exports and imports), and incorporates the RPCs into the allocation of direct effects attributable the defined

study area. A regional purchasing coefficient represents the proportion of the total demands for a given commodity that is supplied by the region to itself (IMPLAN Analysis Guide, 1999).

Indirect effects are a measure of economic activity in other industrial sectors that is spurred by the direct effects. For example, Lake Havasu City visitors provided an economic boost to local food/beverage and lodging sectors (a direct effect). These hotels and restaurants require a number of inputs from other industries such as utilities, bulk food and beverage ingredients, and equipment. Indirect effects are the increased economic activity in these other industrial sectors caused by additional hotel and restaurant patrons.

Induced effects are an estimate of increased economic activity resulting from wages and income attributed to the direct and indirect effects. Staying with the previous example, a portion of wages earned by workers in the food/beverage and lodging sectors are then locally re-spent in other industrial sectors as are those wages earned by workers affected indirectly. IMPLAN uses Personal Consumption Expenditures (PCEs) to model induced effects. PCEs provide estimates of consumer expenditures on goods and services by different income classes (IMPLAN Analysis Guide, 1999).

### **Regional Expenditure Results**

For the economic analysis, each survey represents a travel party, expenditure questions asked respondents to estimate their expenditures for the travel party, i.e. therefore each survey comprised one group or party. To estimate the number of visitors to Lake Havasu City a population estimate was developed to use in expanding per party expenditures to all potential

visitors to Lake Havasu City. It is estimated that there were approximately 921,759 visitors to Lake Havasu City in 2007-2008 (the period of the survey). As discussed previously only out-of-region visitors are included in this analysis. Therefore, only these 921,759 out-of-region visitors are included in the economic impact analysis.

Answers from non-local survey respondents were totaled for each expenditure category and median expenditures were calculated for each out-of-town visitor. The totals from each expenditure category were entered into the operationalized Input-Output model IMPLAN. Visitor expenditures entered into IMPLAN's Impact Analysis require bridging from survey expenditure categories into IMPLAN industry sectors. Most survey expenditure categories link directly to IMPLAN industry sectors (e.g. "Grocery Store Purchases" directly corresponds with IMPLAN sector #405 "Food and Beverage Stores"). Only one survey expenditure category, "Transportation," was allocated to multiple IMPLAN industrial sectors. Because the "Transportation" survey question asked participants to include gas, oil, and auto expenses, the overall expenditures were allocated to sector #407 "Gasoline Stations" (85%) and to sector #483 "Automotive Repair and Maintenance" (15%).

Visitors spent an average trip length of 3.9 nights in Lake Havasu City, this was used to expand the per-day expenditures estimated in the survey. Table B1 illustrates visitor expenditures by category. Total expenditures listed in the last column were used for the subsequent economic impact analysis.

**Table B1. Estimate of regional expenditures by Lake Havasu City visitors.**

	Per Party-per day	Per person-per-day	Per trip	Population	Expenditure
Lodging	\$100	\$36	\$139	144,875	\$20,179,061
Restaurant/Grocery	\$70	\$25	\$98	775,263	\$75,588,141
Transportation including gas	\$50	\$18	\$70	690,995	\$48,122,885
Shopping	\$50	\$18	\$70	465,417	\$32,412,975
Recreation/entertainment	\$50	\$18	\$70	373,371	\$26,002,609
Other	\$38	\$13	\$52	118,654	\$6,197,545
					\$208,503,215

### **Regional Economic Impact Analysis Results**

The total number of out-of-region visitors to Lake Havasu City was 921,759 visitor parties.

These visitors were responsible for some \$208.5 million of expenditures in Mohave County, AZ.

Expenditures recorded for each industrial category were entered into IMPLAN’s impact analysis.

Table B2 shows the direct, indirect, and induced effects of regional expenditures made by non-local visitors. Type SAM multipliers are presented for each of the economic impact categories. Type SAM multipliers are similar to Type III multipliers in that they represent the ratio of total effects to direct effects and include indirect and induced effects. They are also similar in incorporating employment-based Personal Consumption Expenditures (PCEs) to model overall induced effects. IMPLAN’s Type SAM multipliers differ from traditional multipliers because IMPLAN uses all social accounting matrix information to generate a model that captures the inter-institutional transfers (IMPLAN Analysis Guide, 1999).

**Table B2. Effects<sup>1</sup> and Multipliers of \$208,503,215 of Regional Expenditures by Lake Havasu City visitors**

Economic Impacts	Direct effects	Indirect effects	Induced Effects	Type SAM multiplier	Total
Total Output	\$208,503,215	\$18,940,000	\$25,348,000	1.22	\$252,791,215
Total Employment (FTE jobs)	2946	365	455	1.28	3,766
Total Labor Income	\$53,272,000	\$10,830,000	\$12,904,000	1.44	\$77,006,000
Indirect Business Taxes	\$13,784,000	\$1,692,000	\$2,626,000		\$18,102,000

<sup>1</sup>Effects are presented in 2004 dollars.

<sup>2</sup>Total labor includes employee compensation and proprietor income.

<sup>3</sup>Indirect business taxes include excise taxes, property taxes, fees, licenses, and sales tax paid by businesses.

If regional expenditures are substantial, increased tax revenues will be generated. These tax revenues can also be substantial, particularly in tourism and service-oriented industries, where additional tax collections occur. As seen in Table B2, visitors to Lake Havasu City spurred an additional \$18 million of tax revenue for Mohave County. Much of this money is re-invested into infrastructure and community needs that further support tourism and recreation industries. The majority of tax revenue coming from Lake Havasu City visitors is the result of sales tax paid to restaurants, hotels, and retail stores. Other fee and excise taxes are common in sectors such as car rentals and lodging industries.

**Discussion**

In 2007 visitors to Lake Havasu City injected significant output to regional businesses in Lake Havasu City and Mohave County. Approximately \$208.5 million of regional purchases were made by out-of-region visitors, contributing to a total economic output of \$252.8 million for Mohave County. This economic activity supported some 3,766 full-time equivalent (FTE) jobs. The regional economic impact of visitors to Lake Havasu City is substantial, and significantly contributes to the greater regional economy.

## **Appendix C:**

### **Open-ended comments to verbatim questions**

**If not what location is the primary destination of your trip?**

If not, what location is the primary destination of your trip?	Count	%
LAS VEGAS	33	16.9
GRAND CANYON	15	7.7
PHOENIX	15	7.7
PARKER	6	3.1
YUMA	5	2.6
SEDONA	4	2.1
SCOTTSDALE	4	2.1
TUCSON	3	1.5
SAN FRANCISCO	2	1.0
SAN DIEGO	2	1.0
QUARTZSITE	2	1.0
PRESCOTT VALLEY AZ	2	1.0
PALM SPRINGS	2	1.0
N/A	2	1.0
JUST TRAVELING	2	1.0
HOME	2	1.0
BULLHEAD CITY AZ	2	1.0
ARIZONA IN GENERAL	2	1.0
YUMA/QAURTZSITE	1	0.5
YUMA AND OTHERS	1	0.5
YOSEMITE CA	1	0.5
YES FOR TODAY & LV, NV	1	0.5
WESTERN US	1	0.5
WEST COAST	1	0.5
WE TRAVEL IN A RV	1	0.5
WASHINGTON	1	0.5
USA & MEXICO	1	0.5
U.S.	1	0.5
TUCSON AZ	1	0.5
TRAVELLING AROUND	1	0.5
TRAVELLING	1	0.5
TRAVELING AROUND	1	0.5
TOURING CALIFORNIA/NEVADA/ARIZONA	1	0.5
TIME DIVIDED BETWEEN LAS VEGAS & LAKE HAVASU	1	0.5
TENNESSE	1	0.5
TEMPE	1	0.5
SUNSHINE	1	0.5
SUN CITY	1	0.5
STOP OVER BETWEEN GRAND CANYON AND SACRAMENTO	1	0.5

STAYING IN ARIZONA 2 MONTHS	1	0.5
ST LOUIS	1	0.5
SOUTHWEST LOCATIONS	1	0.5
SOUTHERN ARIZONA	1	0.5
SOUTH AFRICA	1	0.5
SISTERS OR	1	0.5
SIERRA VISTA	1	0.5
SEDONA & LAKE HAVASU CITY	1	0.5
SEDONA-2 NIGHTS, FLAGSTAFF, GRAND CANYON RAILWAY/W	1	0.5
SANTA FE, NM	1	0.5
SAN DIEGO, LAS VEGAS, TUCSON	1	0.5
SACRAMENTO, CA	1	0.5
RYE CO	1	0.5
ROUNDTRIP OF WEST COAST	1	0.5
ROUNDTRIP IN CA,AZ,NV	1	0.5
ROUNDTRIP CA, NV, AZ	1	0.5
ROUNDTRIP	1	0.5
ROCKY MT NAT'L PARK, COLORADO	1	0.5
ROAD TRIP	1	0.5
QUARTZITE	1	0.5
PRESCOTT VALLEY	1	0.5
PLEASURE	1	0.5
PALM SPRINGS CA	1	0.5
PALM DESERT, CA	1	0.5
PALM SPRINGS	1	0.5
OUR 40TH WEDDING ANN	1	0.5
NONE	1	0.5
NEW JERSEY	1	0.5
NEVADA	1	0.5
NATURE PARKS	1	0.5
NO	1	0.5
MOTORCYCLE TOUR	1	0.5
MONTANA	1	0.5
MESA, LAS VEGAS	1	0.5
MAINE	1	0.5
LOS ANGELES/LAS VEGAS/SAN FRANCISCO	1	0.5
LOS ANGELES, CA	1	0.5
LOS ANGELES CA	1	0.5
LAUGHLIN, NV	1	0.5
LAUGHLIN TOO	1	0.5
LAUGHLIN NV	1	0.5
LAUGHLIN	1	0.5

LAKE POWELL	1	0.5
LA	1	0.5
KINGMAN AZ	1	0.5
JUNIOR AJGA GOLF TOURNAMENT	1	0.5
IRVINE CA	1	0.5
I LIVE HERE	1	0.5
HOLLYWOOD	1	0.5
GRAND CANYON/VEGAS	1	0.5
GRAND CANYON-LAS VEGAS-LAKE HAVASU CITY	1	0.5
GRACELAND	1	0.5
GO AROUND FROM LA TO SAN FRANCISCO	1	0.5
GLENDALE AZ	1	0.5
FROM LA TO SAN FRANCISCO	1	0.5
FLAGSTAFF	1	0.5
ELY NV	1	0.5
DRIVING ROUND	1	0.5
DALLAS TX	1	0.5
CHANDLER	1	0.5
CATCH CRUISE SHIP IN SAN DIEGO	1	0.5
CASA GRANDE	1	0.5
CALIFORNIA/ARIZONA/UTAH/NEVADA	1	0.5
CALIFORNIA	1	0.5
BUSINESS	1	0.5
ARIZONA/CALIFORNIA	1	0.5
ANAHEIM CA	1	0.5
ALSO NEW MEXICO - CALIF.	1	0.5
ALL OF ARIZONA	1	0.5
Total	195	100

## Other place you are staying

### Other lodging used in your stay in Lake Havasu City?

	Count	Column N %
RESORT	2	10.0%
LONDON BRIDGE RESORT	2	10.0%
VACATION GETAWAY THROUGH INTERVAL INTERNATIONAL	1	5.0%
STATE PARK	1	5.0%
SLEEPER IN TRUCK	1	5.0%
RENTED A HOUSE-30 DAYS	1	5.0%
RENTAL OF PRIVATE HOME 6 WEEKS	1	5.0%
RENTAL HOUSE	1	5.0%
OWN MY OWN HOME (LIVE HERE)	1	5.0%
OWN HOME	1	5.0%
N/A	1	5.0%
MOVING	1	5.0%
LEAVING FOR KINGMAN	1	5.0%
LAKE HAVASU LONDON BRIDGE RESORT	1	5.0%
HOUSE RENTAL	1	5.0%
DAY CAMP	1	5.0%
BOONDOCKING	1	5.0%
BLM	1	5.0%
Total	20	100.0%

### In what city did you spend last night?

In what city or town did you spend last night?	Count	Column N %
LAKE HAVASU CITY	101	36.5
LAS VEGAS, NV	22	7.9
PHOENIX	16	5.8
LOS ANGELES, CA	12	4.3
LAUGHLIN, NV	12	4.3
PARKER	7	2.5
PALM SPRINGS, CA	6	2.2
WILLIAMS	5	1.8
KINGMAN	5	1.8
GRAND CANYON	5	1.8
BAKERSFIELD, CA	5	1.8
YUMA	4	1.4
TUCSON	3	1.1
SURPRISE	3	1.1
NEEDLES, CA	3	1.1
SEDONA	2	0.7
SAN DIEGO, CA	2	0.7
RIO RICO	2	0.7
QUARTZSITE	2	0.7
PAHRUMP, NV	2	0.7
HARTFORD, CT	2	0.7
BULLHEAD CITY	2	0.7
YOSEMITE CA	1	0.4
VICTORVILLE, CA	1	0.4
VAIL	1	0.4
TUCAMCARI, NM	1	0.4
SUNSET BEACH	1	0.4
SPRING VALLE, CA	1	0.4
SONOMA, CA	1	0.4
SCOTTSDALE	1	0.4
SANTA FE, NM	1	0.4
SANTA BARBARA, CA	1	0.4
SAN MATEO, CA	1	0.4
SAN GABRIEL, CA	1	0.4
SAN FERNANDO VALLEY , CA.	1	0.4
RIALTO, CA	1	0.4

RANCHO CUCAMONGA, CA	1	0.4
QUARTSZITE	1	0.4
QAURTZSITE	1	0.4
PARKER STRIP	1	0.4
PARIS, TX	1	0.4
PALM DESERT, CA	1	0.4
ORGAN PIPE NATIONAL MONUMENT	1	0.4
OMAHA, NB	1	0.4
OKLAHOMA CITY NM	1	0.4
NORTHRIDGE, CA	1	0.4
NEWPORT COAST, CA	1	0.4
NASHVILLE, TN	1	0.4
MOORPARK, CA	1	0.4
MESA	1	0.4
JOSHUA TREE NAT PARK, CA	1	0.4
HENDERSON, NV	1	0.4
HEMMITT, CA	1	0.4
GOODYEAR	1	0.4
GLENDORA, CA	1	0.4
GARDEN GROVE, CA	1	0.4
FRESNO, CA	1	0.4
FLAGSTAFF	1	0.4
FARMINGTON, NM	1	0.4
EI CENTRO, CA	1	0.4
DNAVILLE	1	0.4
CULVER CITY, CA	1	0.4
CRUISE SHIP	1	0.4
CORONA, CA	1	0.4
COOLIDGE	1	0.4
CONNECTICUT	1	0.4
COALINGA, CA	1	0.4
CATTAIL COVE STATE PARK	1	0.4
CARLSBAD, CA	1	0.4
CALIFORNIA	1	0.4
BYTHE, CA	1	0.4
BUCKEYE	1	0.4
AVONDALE	1	0.4
ARLINGTON, TX	1	0.4
ARIZONA	1	0.4
ANAHIEM, CA	1	0.4
Total	277	100.0

**In what city will you stay tonight?**

**In what city or town will you spend tonight?**

	Count	Column N %
LAKE HAVASU CITY	189	70.5%
LAS VEGAS, NV	13	4.9%
WILLIAMS	5	1.9%
PHOENIX	5	1.9%
FLAGSTAFF	5	1.9%
LOS ANGELES, CA	4	1.5%
KINGMAN	4	1.5%
TUCSON	3	1.1%
PALM SPRINGS, CA	3	1.1%
LAUGHLIN, NV	3	1.1%
GRAND CANYON NATIONAL PARK	3	1.1%
SAN DIEGO, CA	2	.7%
PARKER	2	.7%
ANAHEIM, CA	2	.7%
TORRENCE, CA	1	.4%
TEMPE	1	.4%
SEATTLE, WA	1	.4%
SCOTTSDALE	1	.4%
SAN BERNANDINO, CA	1	.4%
RIVERSIDE, CA	1	.4%
REDLANDS, CA	1	.4%
QUATRZSITE	1	.4%
QUARTZSITE	1	.4%
PRESCOTT,	1	.4%
PRESCOTT VALLEY	1	.4%
PALM DESERT, CA	1	.4%
NOT SURE	1	.4%
MESA	1	.4%
LANCASTER, CA	1	.4%
LANCASTER (HOME)	1	.4%
HOME	1	.4%
GRAND CANYON VILLAGE	1	.4%
COTTONWOOD	1	.4%
CORTES, CO	1	.4%
CHANDLER	1	.4%
CARLSBAD, CA	1	.4%
BULLHEAD, AZ	1	.4%
BANNING	1	.4%
BAKERSFIELD, CA	1	.4%
Total	268	100.0%

## Define Other Expenditures

Please estimate the spending per-day in Lake Havasu City for your travel party - other expenditures

	Count	Column N %
ALL COMBINED	1	1.6%
ANYTHING	1	1.6%
BAR	1	1.6%
BARS AND MORE BARS!	1	1.6%
BARS/MISC	1	1.6%
BEER	1	1.6%
BEER/DRINKS	1	1.6%
BOAT RENTAL	1	1.6%
BOATING	1	1.6%
CASINO GAMBLING	1	1.6%
CLOTHING, AUTO REPAIR	1	1.6%
DEPENDS ON MOOD TO SPEND ON ENTERTAINMENT	1	1.6%
DON'T KNOW	1	1.6%
ENTERTAINMENT	1	1.6%
FISHING TACKLE	1	1.6%
FOOD/DRINKS	1	1.6%
GAMBLING	1	1.6%
GAMING	1	1.6%
GIFT, ATTRACTION	1	1.6%
GOLF 3 TIMES WEEK	1	1.6%
GOLF EXPENSES	1	1.6%
GOLFING	1	1.6%
GOOD DEALS + DISCOUNTS	1	1.6%
GOODIES	1	1.6%
I'M A GUEST & IS NOT PAYING FOR LODGING, TRANS, OR TOURS. THE REST OF THE FAMILY	1	1.6%
I SPEND A LOT OF \$ IN HAVASU (LIVE HERE)	1	1.6%
JUST GOT HERE	1	1.6%
LAUNDRY SERVICES AT HOTEL	1	1.6%
MASSAGE/FACIAL	1	1.6%
MASSAGE/SPA	1	1.6%
MEDICINAL	1	1.6%
MEETINGS: BUSINESS MEETINGS & SETUPS	1	1.6%
NONE	1	1.6%
PERSONAL ITEMS WE COULD HAVE GOTTEN ANYWHERE	1	1.6%
POP AND BEER	1	1.6%
POSTCARDS	1	1.6%
RACE ENTRY	1	1.6%
SNACKS	1	1.6%
SOUVENIORS	1	1.6%
SOUVENIRS ETC.	1	1.6%
TOBBACO	1	1.6%
TOURNAMENT	1	1.6%
VEHICLE MAINTENANCE	1	1.6%
DAY SPA	2	3.3%
GOOD TIMES	2	3.3%
MOVIES	2	3.3%
CASINO	3	4.9%
GOLF	3	4.9%
MISCELANEOUS	5	8.2%
Total	61	100.0%

## Special Events

Define special event	Count	%
PYROTECHNIC DISPLAY	4	4.8
GOLF TOURNAMENT	3	3.6
CONCERTS	3	3.6
BLUEGRASS FESTIVAL	3	3.6
AJGA GOLF TOURNAMENT	3	3.6
NO EVENTS	2	2.4
GAMBLING	2	2.4
FIREWORKS	2	2.4
CASINOS	2	2.4
CASINO	2	2.4
BOAT RACES	2	2.4
WINTERFEST	1	1.2
WESTERN WINTER BLAST	1	1.2
TOURS TO PALM SPRINGS	1	1.2
TOURING	1	1.2
TOPOCK GORGES	1	1.2
SUMMER	1	1.2
SORRY BRIDGE LOOKS LIKE __ IT	1	1.2
RODEOS	1	1.2
RESORT FUNCTIONS-PAINTING/JEWELRY MAKING	1	1.2
RED ROOM COMEDY	1	1.2
RC CAR TRACK	1	1.2
POKER RUN	1	1.2
PFTA CONVENTION	1	1.2
PFFA CONVENTION	1	1.2
OFF ROAD JEEP HIRE	1	1.2
NIGHT CLUBS	1	1.2
MOTORCYCLING	1	1.2
LIVE MUSIC	1	1.2
KAREOKE	1	1.2
JUST RELAXING LITTLE TELE CALLS-	1	1.2
JUST ARRIVED	1	1.2
JUR GOLF	1	1.2
HIRED JET SKI	1	1.2
HAVASU 95 SPEEDWAY-AUTO RACING	1	1.2
HALF MARATHON	1	1.2
GREEK FESTIVAL	1	1.2
GRAND CANYON SKYWALK	1	1.2
GOLF TOURN.	1	1.2
GOLF TOURN AJGA	1	1.2

FREE STUFF!	1	1.2
FOE	1	1.2
FLEA MARKET	1	1.2
FAMILY REUNION	1	1.2
FAMILY GATHERING	1	1.2
EDUCATIONAL WORKSHOPS & SHOWS	1	1.2
DREAM CATCHER CASINO BOAT	1	1.2
DRINK-A-THON	1	1.2
DAY SPA	1	1.2
COPPER CANYON	1	1.2
CONCERT, THEATRE	1	1.2
COMEDY CLUB	1	1.2
CASINO BOAT TRIP	1	1.2
CAR SHOW ROTARY PARK	1	1.2
BRIDGE ANNIVERSARY	1	1.2
BOAT REGETTA	1	1.2
BOAT RACE	1	1.2
BIRDING	1	1.2
BEACH	1	1.2
AUTO RACING SWAP MEET	1	1.2
AT RESORT	1	1.2
ART FESTIVAL	1	1.2
ANYTHING AT MARINA BAY	1	1.2
ANTIQUE CAR SHOW; SWAP MEET ON SUNDAY, LAUGHLIN	1	1.2
ANNIVERSARY DINNER	1	1.2
95 SPEEDWAY RACING	1	1.2
Total	83	100.0

## **Appendix D:**

### **Seasonal Analysis of Lake Havasu City Visitors**

**Lake Havasu City number of surveys by month**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
July 2007	60	26.7%	0	.0%	0	.0%	0	.0%
August 2007	54	24.0%	0	.0%	0	.0%	0	.0%
September 2007	111	49.3%	0	.0%	0	.0%	0	.0%
October 2007	0	.0%	72	66.7%	0	.0%	0	.0%
November 2007	0	.0%	25	23.1%	0	.0%	0	.0%
December 2007	0	.0%	11	10.2%	0	.0%	0	.0%
January 2008	0	.0%	0	.0%	56	28.0%	0	.0%
February 2008	0	.0%	0	.0%	61	30.5%	0	.0%
March 2008	0	.0%	0	.0%	83	41.5%	0	.0%
April 2008	0	.0%	0	.0%	0	.0%	72	40.4%
May 2008	0	.0%	0	.0%	0	.0%	40	22.5%
June 2008	0	.0%	0	.0%	0	.0%	66	37.1%
Total	225	100.0%	108	100.0%	200	100.0%	178	100.0%

**Is Lake Havasu City the primary destination of your trip?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	138	61.9%	73	68.2%	143	71.9%	161	90.4%
No	85	38.1%	34	31.8%	56	28.1%	17	9.6%
Total	223	100.0%	107	100.0%	199	100.0%	178	100.0%

**Have you or do you plan on day tripping to any of the following communities?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Plan to visit - Parker	28	25.2%	29	50.0%	70	53.4%	30	38.5%
Plan to visit - Oatman	24	21.6%	18	31.0%	57	43.5%	26	33.3%
Plan to visit - Laughlin, NV	67	60.4%	39	67.2%	66	50.4%	39	50.0%
Plan to visit - Kingman	36	32.4%	13	22.4%	39	29.8%	18	23.1%
Plan to visit - Bullhead City	27	24.3%	18	31.0%	42	32.1%	17	21.8%
Total	111	100.0%	58	100.0%	131	100.0%	78	100.0%

Does not sum to 100% because of multiple responses.

**Indicate item that best describes the primary purpose of your trip to Lake Havasu City?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Primary purpose of this trip - just passing through	32	14.4%	6	5.6%	27	13.5%	3	1.8%
Primary purpose of this trip - day trip	18	8.1%	7	6.5%	5	2.5%	4	2.4%
Primary purpose of this trip - weekend visit	21	9.5%	7	6.5%	14	7.0%	10	6.1%
Primary purpose of this trip - vacation-leisure	117	52.7%	74	69.2%	136	68.0%	113	68.9%
Primary purpose of this trip - business	19	8.6%	4	3.7%	8	4.0%	17	10.4%
Primary purpose of this trip - combination of business and leisure travel	6	2.7%	3	2.8%	7	3.5%	19	11.6%
Primary purpose of this trip - visiting friends and/or relatives	17	7.7%	9	8.4%	19	9.5%	8	4.9%

Does not sum to 100% because of multiple responses.

**What is your primary mode of transportation?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Private auto	144	64.3%	64	59.3%	126	64.0%	117	66.1%
Rental car	62	27.7%	33	30.6%	49	24.9%	51	28.8%
RV/Camper	11	4.9%	9	8.3%	19	9.6%	3	1.7%
Motorcycle	4	1.8%	1	.9%	2	1.0%	4	2.3%
Other	3	1.3%	0	.0%	1	.5%	2	1.1%
Tour Bus	0	.0%	1	.9%	0	.0%	0	.0%
Total	224	100.0%	108	100.0%	197	100.0%	177	100.0%

**How much time in total did you spend in Lake Havasu City on this trip?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
1 - 3 hours	14	6.3%	4	3.8%	7	3.6%	3	1.7%
4 - 7 hours	5	2.2%	6	5.7%	4	2.0%	7	4.0%
8+ hours	2	.9%	2	1.9%	7	3.6%	0	.0%
1 night	70	31.4%	8	7.5%	24	12.2%	2	1.2%
2 nights	43	19.3%	10	9.4%	24	12.2%	10	5.8%
3 - 4 nights	33	14.8%	28	26.4%	26	13.2%	67	38.7%
5 - 7 nights	51	22.9%	42	39.6%	62	31.5%	74	42.8%
8+ nights	5	2.2%	6	5.7%	43	21.8%	10	5.8%
Total	223	100.0%	106	100.0%	197	100.0%	173	100.0%

**If staying overnight in Lake Havasu City what type of lodging are you using?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Staying overnight in - hotel or motel	146	70.9%	34	34.7%	67	36.8%	71	42.8%
Staying overnight in - timeshare property	44	21.4%	50	51.0%	67	36.8%	72	43.4%
Staying overnight in - condominium vacation rental	12	5.8%	6	6.1%	27	14.8%	12	7.2%
Staying overnight in - campground or RV Park	5	2.4%	7	7.1%	14	7.7%	3	1.8%
Staying overnight in - home of friends or relatives	7	3.4%	2	2.0%	7	3.8%	5	3.0%
Staying overnight in - second home	2	1.0%	1	1.0%	5	2.7%	6	3.6%
Staying overnight in - other (explain)	3	1.5%	2	2.0%	3	1.6%	3	1.8%
Staying overnight in - boat in camping	1	.5%	0	.0%	0	.0%	0	.0%
Total	206	100.0%	98	100.0%	182	100.0%	166	100.0%

Does not sum to 100% due to multiple responses.

**Other lodging used in your stay in Lake Havasu City?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
RESORT	0	.0%	0	.0%	0	.0%	2	28.6%
LONDON BRIDGE RESORT	0	.0%	1	33.3%	0	.0%	1	14.3%
VACATION GETAWAY THROUGH INTERVAL INTERNATIONAL	1	25.0%	0	.0%	0	.0%	0	.0%
STATE PARK	0	.0%	1	33.3%	0	.0%	0	.0%
SLEEPER IN TRUCK	1	25.0%	0	.0%	0	.0%	0	.0%
RENTED A HOUSE-30 DAYS	0	.0%	0	.0%	0	.0%	1	14.3%
RENTAL OF PRIVATE HOME 6 WEEKS	0	.0%	0	.0%	1	16.7%	0	.0%
RENTAL HOUSE	0	.0%	0	.0%	1	16.7%	0	.0%
OWN MY OWN HOME (LIVE HERE)	0	.0%	1	33.3%	0	.0%	0	.0%
OWN HOME	0	.0%	0	.0%	0	.0%	1	14.3%
N/A	1	25.0%	0	.0%	0	.0%	0	.0%
MOVING	1	25.0%	0	.0%	0	.0%	0	.0%
LEAVING FOR KINGMAN	0	.0%	0	.0%	0	.0%	1	14.3%
LAKE HAVASU LONDON BRIDGE RESORT	0	.0%	0	.0%	0	.0%	1	14.3%
HOUSE RENTAL	0	.0%	0	.0%	1	16.7%	0	.0%
DAY CAMP	0	.0%	0	.0%	1	16.7%	0	.0%
BOONDOCKING	0	.0%	0	.0%	1	16.7%	0	.0%
BLM	0	.0%	0	.0%	1	16.7%	0	.0%
Total	4	100.0%	3	100.0%	6	100.0%	7	100.0%

**Origins of visitors to Lake Havasu City?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
California	88	47.3%	19	20.9%	21	13.3%	39	23.9%
Arizona	26	14.0%	25	27.5%	22	13.9%	57	35.0%
Wisconsin	3	1.6%	3	3.3%	23	14.6%	10	6.1%
Nevada	6	3.2%	9	9.9%	3	1.9%	8	4.9%
Michigan	7	3.8%	5	5.5%	12	7.6%	1	.6%
Washington	2	1.1%	3	3.3%	10	6.3%	6	3.7%
Illinois	7	3.8%	1	1.1%	4	2.5%	5	3.1%
Texas	5	2.7%	3	3.3%	2	1.3%	5	3.1%
Oregon	3	1.6%	1	1.1%	7	4.4%	3	1.8%
Colorado	1	.5%	2	2.2%	7	4.4%	1	.6%
Iowa	3	1.6%	0	.0%	5	3.2%	2	1.2%
Pennsylvania	1	.5%	0	.0%	7	4.4%	2	1.2%
New York	4	2.2%	2	2.2%	1	.6%	3	1.8%
Ohio	3	1.6%	3	3.3%	3	1.9%	0	.0%
Florida	4	2.2%	1	1.1%	2	1.3%	2	1.2%
New Mexico	3	1.6%	1	1.1%	1	.6%	3	1.8%
Massachusetts	2	1.1%	2	2.2%	1	.6%	3	1.8%
Idaho	1	.5%	0	.0%	5	3.2%	0	.0%
Connecticut	3	1.6%	3	3.3%	0	.0%	0	.0%
Utah	0	.0%	1	1.1%	2	1.3%	2	1.2%
Montana	0	.0%	1	1.1%	3	1.9%	0	.0%
North Dakota	0	.0%	0	.0%	4	2.5%	0	.0%
North Carolina	2	1.1%	0	.0%	1	.6%	1	.6%
Virginia	2	1.1%	0	.0%	2	1.3%	0	.0%
New Jersey	1	.5%	0	.0%	3	1.9%	0	.0%
New Hampshire	0	.0%	0	.0%	3	1.9%	1	.6%
Wyoming	2	1.1%	0	.0%	1	.6%	0	.0%
Nebraska	0	.0%	2	2.2%	1	.6%	0	.0%
Tennessee	1	.5%	1	1.1%	1	.6%	0	.0%
Maine	1	.5%	0	.0%	0	.0%	2	1.2%
Arkansas	1	.5%	0	.0%	0	.0%	1	.6%
Louisiana	0	.0%	1	1.1%	0	.0%	1	.6%
Indiana	2	1.1%	0	.0%	0	.0%	0	.0%
South Carolina	1	.5%	1	1.1%	0	.0%	0	.0%
Alaska	0	.0%	1	1.1%	0	.0%	0	.0%
Kansas	0	.0%	0	.0%	0	.0%	1	.6%
South Dakota	0	.0%	0	.0%	1	.6%	0	.0%
Kentucky	0	.0%	0	.0%	0	.0%	1	.6%
Alabama	0	.0%	0	.0%	0	.0%	1	.6%
Georgia	0	.0%	0	.0%	0	.0%	1	.6%
West Virginia	1	.5%	0	.0%	0	.0%	0	.0%
Rhode Island	0	.0%	0	.0%	0	.0%	1	.6%
Total	186	100.0%	91	100.0%	158	100.0%	163	100.0%

**Origins of Arizona visitors to Lake Havasu City?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Phoenix	4	16.0%	4	16.0%	4	19.0%	5	9.1%
Tucson	3	12.0%	1	4.0%	2	9.5%	8	14.5%
Lake Havasu City	3	12.0%	3	12.0%	2	9.5%	3	5.5%
Chandler	0	.0%	3	12.0%	3	14.3%	4	7.3%
Sun City	1	4.0%	2	8.0%	0	.0%	6	10.9%
Glendale	0	.0%	2	8.0%	2	9.5%	3	5.5%
Douglas	0	.0%	0	.0%	1	4.8%	6	10.9%
Fountain Hills	0	.0%	2	8.0%	1	4.8%	3	5.5%
Mesa	2	8.0%	0	.0%	1	4.8%	2	3.6%
Wickenburg	0	.0%	2	8.0%	1	4.8%	1	1.8%
Flagstaff	0	.0%	1	4.0%	2	9.5%	1	1.8%
Cave Creek	1	4.0%	1	4.0%	0	.0%	2	3.6%
Tempe	1	4.0%	0	.0%	2	9.5%	0	.0%
Prescott	1	4.0%	2	8.0%	0	.0%	0	.0%
Peoria	0	.0%	2	8.0%	0	.0%	1	1.8%
Cottonwood	2	8.0%	0	.0%	0	.0%	1	1.8%
Buckeye	0	.0%	0	.0%	0	.0%	2	3.6%
Black Canyon City	2	8.0%	0	.0%	0	.0%	0	.0%
Show Low	1	4.0%	0	.0%	0	.0%	0	.0%
Scottsdale	1	4.0%	0	.0%	0	.0%	0	.0%
Quartzsite	0	.0%	0	.0%	0	.0%	1	1.8%
Payson	0	.0%	0	.0%	0	.0%	1	1.8%
Parker	0	.0%	0	.0%	0	.0%	1	1.8%
Kingman	1	4.0%	0	.0%	0	.0%	0	.0%
Goodyear	0	.0%	0	.0%	0	.0%	1	1.8%
Gilbert	1	4.0%	0	.0%	0	.0%	0	.0%
Corona de Tucson	0	.0%	0	.0%	0	.0%	1	1.8%
Camp Verde	0	.0%	0	.0%	0	.0%	1	1.8%
Bullhead City	1	4.0%	0	.0%	0	.0%	0	.0%
Apache Junction	0	.0%	0	.0%	0	.0%	1	1.8%
Total	25	100.0%	25	100.0%	21	100.0%	55	100.0%

**Origins of foreign visitors to Lake Havasu City?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
CANADA	4	11.1%	9	64.3%	37	100.0%	9	64.3%
UNITED KINGDOM	13	36.1%	3	21.4%	0	.0%	2	14.3%
GERMANY	7	19.4%	1	7.1%	0	.0%	0	.0%
DENMARK	4	11.1%	1	7.1%	0	.0%	0	.0%
THE NETHERLANDS	2	5.6%	0	.0%	0	.0%	1	7.1%
EUROPE	3	8.3%	0	.0%	0	.0%	0	.0%
SWITZERLAND	1	2.8%	0	.0%	0	.0%	0	.0%
SOUTH AFRICA	0	.0%	0	.0%	0	.0%	1	7.1%
PERU	0	.0%	0	.0%	0	.0%	1	7.1%
NEW ZEALAND	1	2.8%	0	.0%	0	.0%	0	.0%
MEXICO	1	2.8%	0	.0%	0	.0%	0	.0%
Total	36	100.0%	14	100.0%	37	100.0%	14	100.0%

Please estimate the spending per-day in Lake Havasu City for your travel party

	Quarter											
	Quarter #1 (July - Sept 2007)			Quarter #2 (Oct - Dec 2007)			Quarter #3 (Jan - Mar 2008)			Quarter #4 (Apr - Jun 2008)		
	Mean	Median	Maximum	Mean	Median	Maximum	Mean	Median	Maximum	Mean	Median	Maximum
Lodging-Camping	\$159	\$125	\$630	\$138	\$100	\$900	\$143	\$100	\$700	\$229	\$150	\$1,000
Restaurant & Grocery	\$118	\$100	\$700	\$94	\$50	\$800	\$92	\$50	\$600	\$122	\$80	\$800
Transportation including gas	\$82	\$50	\$610	\$53	\$30	\$300	\$69	\$40	\$600	\$79	\$50	\$300
Shopping or Arts and Crafts purchases	\$115	\$50	\$1,000	\$77	\$50	\$300	\$55	\$30	\$500	\$80	\$50	\$580
Recreation - Tour - Entrance - Permit fees	\$158	\$100	\$700	\$81	\$50	\$300	\$79	\$50	\$500	\$106	\$55	\$800
Other expenses	\$272	\$100	\$1,300	\$85	\$75	\$300	\$71	\$50	\$200	\$126	\$100	\$300

**Tell us how interested you are in participating in the following activities**

	Quarter #1 (July - Sept 2007)					
	Not at all interested	A little interested	Somewhat interested	Very interested	Extremely interested	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Mean
Boating-Waterskiing-Wakeboarding	17.3	8.1	13.9	27.7	32.9	3.5
Visiting beaches-parks	13.5	8.0	25.2	28.8	24.5	3.4
Shopping	14.9	12.1	21.8	29.9	21.3	3.3
Visiting national and state parks	24.1	10.6	25.3	28.8	11.2	2.9
Lake Tours	27.2	12.4	25.4	19.5	15.4	2.8
Visiting cultural and historic sites	24.7	17.3	32.1	19.8	6.2	2.7
Visiting national Wildlife Refuges	30.2	19.5	23.9	18.9	7.5	2.5
Going to movie theatre	36.0	18.6	19.8	14.0	11.6	2.5
Playing golf	47.4	9.2	13.3	15.6	14.5	2.4
Hiking or walking trails	36.6	18.6	23.8	14.5	6.4	2.4
Fishing	42.7	14.0	22.8	9.9	10.5	2.3
Special event	52.6	10.5	5.3	21.1	10.5	2.3
Bird watching and observing wildlife	41.4	22.2	17.9	11.1	7.4	2.2
Off Road Tours (i.e. Jeep, OHV)	49.4	13.3	15.1	13.9	8.4	2.2
Kayaking - canoeing	49.7	15.8	17.6	11.5	5.5	2.1
Bowling	51.5	15.4	14.8	13.0	5.3	2.1
Mountain Biking	56.8	15.4	12.4	8.3	7.1	1.9
Go cart racing	58.5	12.8	14.0	9.8	4.9	1.9
Camping - Recreation						
Vehicle (RV) stay	57.2	16.9	11.4	8.4	6.0	1.9
Rock Climbing	60.5	13.0	12.3	8.0	6.2	1.9

**Tell us how interested you are in participating in the following activities**

	Quarter #2 (Oct - Dec 2007)					
	Not at all interested	A little interested	Somewhat interested	Very interested	Extremely interested	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Mean
Special event	11.8	11.8	11.8	17.6	47.1	3.8
Shopping	5.3	10.6	27.7	30.9	25.5	3.6
Lake Tours	5.6	17.8	23.3	33.3	20.0	3.4
Visiting beaches-parks	6.9	11.5	35.6	25.3	20.7	3.4
Visiting national and state parks	5.9	16.5	45.9	21.2	10.6	3.1
Visiting cultural and historic sites	9.4	18.8	42.4	22.4	7.1	3.0
Boating-Waterskiing-Wakeboarding	25.6	13.3	23.3	15.6	22.2	3.0
Hiking or walking trails	19.1	16.9	27.0	27.0	10.1	2.9
Visiting national Wildlife Refuges	13.6	22.2	39.5	16.0	8.6	2.8
Going to movie theatre	29.7	17.6	25.3	17.6	9.9	2.6
Bird watching and observing wildlife	27.5	25.3	26.4	15.4	5.5	2.5
Playing golf	47.2	9.0	19.1	13.5	11.2	2.3
Kayaking - canoeing	48.2	7.1	27.1	12.9	4.7	2.2
Fishing	55.6	8.9	15.6	10.0	10.0	2.1
Off Road Tours (i.e. Jeep, OHV)	48.9	13.6	23.9	11.4	2.3	2.0
Mountain Biking	59.8	11.5	19.5	5.7	3.4	1.8
Go cart racing	65.2	7.9	18.0	5.6	3.4	1.7
Camping - Recreation						
Vehicle (RV) stay	67.8	7.8	13.3	6.7	4.4	1.7
Bowling	67.8	5.6	20.0	5.6	1.1	1.7
Rock Climbing	66.3	14.0	15.1	2.3	2.3	1.6

**Tell us how interested you are in participating in the following activities**

	Quarter #3 (Jan - Mar 2008)					
	Not at all interested	A little interested	Somewhat interested	Very interested	Extremely interested	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Mean
Shopping	4.3	12.3	32.6	34.8	15.9	3.5
Visiting beaches-parks	9.2	12.7	30.3	27.5	20.4	3.4
Lake Tours	14.1	11.3	30.3	33.1	11.3	3.2
Hiking or walking trails	16.8	8.8	31.4	29.2	13.9	3.1
Visiting cultural and historic sites	6.6	15.4	39.7	34.6	3.7	3.1
Visiting national and state parks	11.9	14.8	37.0	31.1	5.2	3.0
Special event	34.4	0.0	28.1	15.6	21.9	2.9
Visiting national Wildlife Refuges	28.6	19.0	30.2	15.9	6.3	2.5
Boating-Waterskiing-Wakeboarding	40.8	13.1	20.0	16.9	9.2	2.4
Playing golf	55.4	4.6	7.7	15.4	16.9	2.3
Going to movie theatre	32.1	21.6	29.1	14.9	2.2	2.3
Bird watching and observing wildlife	38.6	17.9	22.9	13.6	7.1	2.3
Kayaking - canoeing	53.2	11.1	16.7	13.5	5.6	2.1
Fishing	55.1	11.0	14.7	11.8	7.4	2.1
Camping - Recreation Vehicle (RV) stay	65.0	6.6	10.2	8.8	9.5	1.9
Off Road Tours (i.e. Jeep, OHV)	56.8	13.6	19.2	9.6	0.8	1.8
Mountain Biking	73.9	10.1	10.1	4.2	1.7	1.5
Rock Climbing	76.5	9.8	6.8	4.5	2.3	1.5
Bowling	77.0	9.5	7.9	4.0	1.6	1.4
Go cart racing	81.3	7.3	4.9	4.1	2.4	1.4

**Tell us how interested you are in participating in the following activities**

	Quarter #4 (Apr - Jun 2008)					
	Not at all interested	A little interested	Somewhat interested	Very interested	Extremely interested	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Mean
Special event	24.4	9.8	4.9	24.4	36.6	3.4
Visiting beaches-parks	14.0	9.8	25.9	28.7	21.7	3.3
Boating-Waterskiing-Wakeboarding	22.7	13.5	15.6	23.4	24.8	3.1
Shopping	12.0	21.3	27.3	20.7	18.7	3.1
Lake Tours	17.2	15.9	22.8	28.3	15.9	3.1
Visiting cultural and historic sites	17.6	21.1	24.6	28.9	7.7	2.9
Visiting national and state parks	20.7	15.7	27.9	27.1	8.6	2.9
Hiking or walking trails	23.0	18.7	28.8	21.6	7.9	2.7
Playing golf	42.9	8.2	9.5	15.0	24.5	2.7
Visiting national Wildlife Refuges	27.3	18.7	27.3	20.1	6.5	2.6
Going to movie theatre	37.5	21.5	17.4	11.8	11.8	2.4
Bird watching and observing wildlife	39.0	19.9	17.7	14.9	8.5	2.3
Kayaking - canoeing	42.8	13.8	18.8	18.1	6.5	2.3
Fishing	45.5	19.3	13.8	15.2	6.2	2.2
Camping - Recreation						
Vehicle (RV) stay	54.4	11.0	16.2	9.6	8.8	2.1
Off Road Tours (i.e. Jeep, OHV)	51.1	17.7	14.2	9.9	7.1	2.0
Go cart racing	56.6	12.5	11.0	11.0	8.8	2.0
Mountain Biking	52.9	19.1	12.5	8.8	6.6	2.0
Rock Climbing	62.3	10.1	16.7	8.0	2.9	1.8
Bowling	56.0	19.1	18.4	4.3	2.1	1.8

Did/Will you participate

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Participate - Visiting beaches-parks	57	56.4%	35	55.6%	78	55.3%	60	51.3%
Participate - Shopping	51	50.5%	40	63.5%	68	48.2%	67	57.3%
Participate - Lake Tours	29	28.7%	32	50.8%	52	36.9%	42	35.9%
Participate - Boating-Waterskiing-Wakeboarding	60	59.4%	29	46.0%	20	14.2%	40	34.2%
Participate - Playing golf	16	15.8%	13	20.6%	64	45.4%	46	39.3%
Participate - Hiking or walking trails	19	18.8%	26	41.3%	57	40.4%	32	27.4%
Participate - Visiting national and state parks	30	29.7%	21	33.3%	39	27.7%	30	25.6%
Participate - Bird watching and observing wildlife	14	13.9%	15	23.8%	57	40.4%	34	29.1%
Participate - Visiting cultural and historic sites	17	16.8%	18	28.6%	52	36.9%	29	24.8%
Participate - Visiting national Wildlife Refuges	17	16.8%	13	20.6%	34	24.1%	20	17.1%
Participate - Going to movie theatre	22	21.8%	18	28.6%	26	18.4%	17	14.5%
Participate - Fishing	23	22.8%	10	15.9%	21	14.9%	13	11.1%
Participate - Camping - Recreation Vehicle (RV) stay	6	5.9%	3	4.8%	42	29.8%	16	13.7%
Participate - Rock Climbing	5	5.0%	3	4.8%	40	28.4%	2	1.7%
Participate - Special event	3	3.0%	7	11.1%	10	7.1%	19	16.2%
Participate - Kayaking - canoeing	13	12.9%	3	4.8%	10	7.1%	10	8.5%
Participate - Off Road Tours (i.e. Jeep, OHV)	8	7.9%	7	11.1%	9	6.4%	9	7.7%
Participate - Go cart racing	6	5.9%	5	7.9%	5	3.5%	8	6.8%
Participate - Bowling	7	6.9%	4	6.3%	5	3.5%	6	5.1%
Participate - Mountain Biking	2	2.0%	3	4.8%	3	2.1%	3	2.6%
Total	101	100.0%	63	100.0%	141	100.0%	117	100.0%

Please mark all the attractions you have visited or plan to visit in Lake Havasu City?

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
London Bridge	162	81.0%	98	94.2%	165	92.7%	137	86.7%
Lake Havasu	130	65.0%	78	75.0%	116	65.2%	90	57.0%
English Village	105	52.5%	74	71.2%	118	66.3%	74	46.8%
London Bridge Beach	67	33.5%	40	38.5%	89	50.0%	67	42.4%
Main Street shops	61	30.5%	53	51.0%	87	48.9%	58	36.7%
Island Fashion Mall	48	24.0%	43	41.3%	57	32.0%	44	27.8%
Lighthouses	32	16.0%	35	33.7%	73	41.0%	41	25.9%
Lake Havasu State Park (Windsor Beach)	40	20.0%	29	27.9%	37	20.8%	24	15.2%
Rotary Community Park-Beach	30	15.0%	20	19.2%	34	19.1%	28	17.7%
Aquatic Center	21	10.5%	8	7.7%	36	20.2%	19	12.0%
The Refuge Golf Club	13	6.5%	8	7.7%	20	11.2%	38	24.1%
Bill Williams National Wildlife Refuge	24	12.0%	13	12.5%	25	14.0%	16	10.1%
Havasu National Wildlife Refuge	20	10.0%	18	17.3%	26	14.6%	12	7.6%
Lake Havasu City Museum	13	6.5%	11	10.6%	30	16.9%	19	12.0%
London Bridge Golf Club	14	7.0%	11	10.6%	33	18.5%	15	9.5%
Bridgewater Links Golf Course	17	8.5%	7	6.7%	31	17.4%	14	8.9%
Desert Hiking Trails	11	5.5%	10	9.6%	31	17.4%	12	7.6%
Havasu Island Golf course	11	5.5%	8	7.7%	26	14.6%	18	11.4%
SARA Park	9	4.5%	13	12.5%	32	18.0%	9	5.7%
Cattail Cove State Park	12	6.0%	14	13.5%	19	10.7%	14	8.9%
Havasu 95 Speedway	27	13.5%	6	5.8%	12	6.7%	13	8.2%

Does not sum to 100% due to multiple responses

On a scale of 1 to 10 where 1 is low and 10 is high indicate your overall satisfaction with your experience in Lake Havasu City

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
1	2	1.0%	2	2.0%	1	.6%	0	.0%
2	3	1.5%	1	1.0%	0	.0%	1	.6%
3	2	1.0%	5	5.1%	2	1.1%	7	4.2%
4	13	6.4%	3	3.1%	2	1.1%	5	3.0%
5	19	9.4%	6	6.1%	8	4.6%	9	5.4%
6	25	12.3%	7	7.1%	14	8.0%	10	6.0%
7	32	15.8%	13	13.3%	27	15.4%	28	16.9%
8	54	26.6%	35	35.7%	50	28.6%	48	28.9%
9	33	16.3%	10	10.2%	29	16.6%	26	15.7%
10	20	9.9%	16	16.3%	42	24.0%	32	19.3%
Total	203	100.0%	98	100.0%	175	100.0%	166	100.0%

What is your gender?

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Male	103	49.5%	61	58.7%	89	48.9%	86	49.7%
Female	105	50.5%	43	41.3%	93	51.1%	87	50.3%
Total	208	100.0%	104	100.0%	182	100.0%	173	100.0%

**How many women including yourself are in the travel party?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
1	129	73.7%	60	64.5%	125	74.4%	83	66.4%
2	31	17.7%	28	30.1%	28	16.7%	34	27.2%
3	11	6.3%	5	5.4%	7	4.2%	0	.0%
4	2	1.1%	0	.0%	4	2.4%	6	4.8%
5	1	.6%	0	.0%	0	.0%	1	.8%
6	1	.6%	0	.0%	0	.0%	0	.0%
7	0	.0%	0	.0%	2	1.2%	1	.8%
10	0	.0%	0	.0%	1	.6%	0	.0%
19	0	.0%	0	.0%	1	.6%	0	.0%
Total	175	100.0%	93	100.0%	168	100.0%	125	100.0%

**How many men including yourself are in the travel party?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
1	139	73.2%	68	74.7%	132	77.6%	94	67.1%
2	31	16.3%	20	22.0%	25	14.7%	29	20.7%
3	16	8.4%	3	3.3%	7	4.1%	4	2.9%
4	3	1.6%	0	.0%	2	1.2%	5	3.6%
5	0	.0%	0	.0%	1	.6%	2	1.4%
6	0	.0%	0	.0%	0	.0%	2	1.4%
7	1	.5%	0	.0%	1	.6%	1	.7%
8	0	.0%	0	.0%	1	.6%	0	.0%
9	0	.0%	0	.0%	0	.0%	1	.7%
10	0	.0%	0	.0%	1	.6%	2	1.4%
Total	190	100.0%	91	100.0%	170	100.0%	140	100.0%

**Are there children under 18 years in your travel party?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	32	27.8%	10	14.3%	16	12.9%	44	39.3%
No	83	72.2%	60	85.7%	108	87.1%	68	60.7%
Total	115	100.0%	70	100.0%	124	100.0%	112	100.0%

**How many children under 18 are in the travel party?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
1	20	40.0%	7	46.7%	13	56.5%	32	56.1%
2	19	38.0%	7	46.7%	7	30.4%	17	29.8%
3	6	12.0%	1	6.7%	2	8.7%	5	8.8%
4	4	8.0%	0	.0%	0	.0%	0	.0%
5	0	.0%	0	.0%	0	.0%	1	1.8%
6	0	.0%	0	.0%	1	4.3%	0	.0%
12	1	2.0%	0	.0%	0	.0%	0	.0%
14	0	.0%	0	.0%	0	.0%	1	1.8%
15	0	.0%	0	.0%	0	.0%	1	1.8%
Total	50	100.0%	15	100.0%	23	100.0%	57	100.0%

**Who is traveling with you on this trip?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Family only	114	55.1%	75	74.3%	109	60.2%	101	59.1%
Family and friends	40	19.3%	7	6.9%	24	13.3%	33	19.3%
Friends only	24	11.6%	13	12.9%	24	13.3%	22	12.9%
Nobody traveling alone	26	12.6%	4	4.0%	22	12.2%	7	4.1%
Business associates	3	1.4%	2	2.0%	1	.6%	8	4.7%
Organized Tour Group	0	.0%	0	.0%	1	.6%	0	.0%
Total	207	100.0%	101	100.0%	181	100.0%	171	100.0%

**What is your annual household income?**

	Quarter							
	Quarter #1 (July - Sept 2007)		Quarter #2 (Oct - Dec 2007)		Quarter #3 (Jan - Mar 2008)		Quarter #4 (Apr - Jun 2008)	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Less than \$15,000	1	.5%	1	1.1%	7	4.3%	3	1.9%
\$15,000 - \$24,999	6	3.1%	1	1.1%	5	3.1%	1	.6%
\$25,000 - \$34,999	2	1.0%	2	2.2%	7	4.3%	4	2.5%
\$35,000 - \$44,999	8	4.1%	4	4.4%	14	8.6%	9	5.7%
\$45,000 - \$54,999	12	6.2%	5	5.6%	15	9.2%	14	8.9%
\$55,000 - \$64,999	24	12.4%	14	15.6%	22	13.5%	9	5.7%
\$65,000 - \$74,999	29	14.9%	7	7.8%	24	14.7%	17	10.8%
\$75,000 - \$84,999	24	12.4%	16	17.8%	28	17.2%	20	12.7%
\$85,000 - \$94,999	26	13.4%	6	6.7%	17	10.4%	17	10.8%
\$95,000 or more	62	32.0%	34	37.8%	24	14.7%	63	40.1%
Total	194	100.0%	90	100.0%	163	100.0%	157	100.0%