

Yuma Visitor Survey: *Characteristics and Economic Impacts of Hotel Visitors*



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COLLEGE OF AGRICULTURE & LIFE SCIENCES
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Executive Summary

What is the issue?

The attraction of visitors from other areas often plays a critical role in growing and sustaining local economies. While Yuma has developed itself as a prime destination for “snowbirds” (seasonal visitors from colder climates that visit during winter months), there is potential to grow and diversify the Yuma visitor base. One potential segment of the visitor population that can be targeted are non-local visitors that stay overnight in Yuma hotels. A better understanding of these visitors is important because this segment has the potential to generate significant economic impacts on the Yuma economy. This project is a collaborative effort to learn more about Yuma hotel visitors and estimate the impacts of their spending on Yuma County’s economy. Because secondary data are not available for Yuma hotel visitors, this project employs a survey approach to collect primary data.

What did the study find?

Survey Results

- More than half of respondents (61.4%) stated that Yuma was the primary destination for their trip.
- Of the respondents that stated that Yuma was not the primary destination, most were traveling to cities in California (34.4%), Arizona (23.2%), and Mexico (22.7%), among others. A large majority of visitors to Mexico (approximately three-fourths), stated that they visited the neighbor community of Los Algodones, Mexico, for medical and dental services.
- The most common reasons for the visit to Yuma were for business or a work-related trip (20.4%), to visit friends and/or family (15.5%), to visit Mexico (14.8%), and just passing through the area (14.4%).
- Most respondents (46.9%) stay overnight in a Yuma hotel for only one night and a majority of hotel visits (58%) occur during the weekday (Monday–Thursday).
- The most common response for the type of people traveling with the respondent was “family only” (52.1%), followed by “travelling alone” (21.8%), “business associates” (9.3%), and “family and friends” (8.9%). The average (mean) party size was 2.5 persons and the median (midpoint) was 2 persons.
- Respondents tended to be white (78.8%), female (51.7%), over the age of 45 (73.4%), and well-educated (52.5% with a bachelor’s degree or higher).
- Visitor origins were mostly from Arizona (34.4%), California (21.8%), and Canada (5.0%). In total, 44 states and eleven countries were represented in the sample.
- Hotel visitors had considerable expenditures in Yuma. Median expenditures were \$100 per person per night. Expenditures varied by visitor type and ranged from \$84 per person per night to \$150 per person per night, with business visitors having the highest median expenditures.
- Lastly, a large majority of respondents (86%) stated that they planned to return to Yuma in the future.

Implications and Recommendations

- With estimated annual expenditures of more than \$144 million, non-local hotel visitors have a total estimated sales impact of more than \$200 million and support more than 2,500 part- and full-time jobs in Yuma County, including direct and multiplier effects.
- Business visitors are a very important segment of Yuma hotel visitors. Business visitors accounted for the largest proportion of any hotel visitor segment (20.4%), had the highest median expenditures (\$150 per person per night), often stayed in Yuma for multiple nights (average of 5.2 nights), and reported being a consistent visitor (89% stated that they plan to return to Yuma).
- Business visitors are particularly important during the low season (July to August) when they represented nearly one-third of all visitors during that window, the highest proportion of any visitor type during any season.
- According to feedback included in the surveys, there is an opportunity to provide more information (brochures and maps) about Yuma attractions and activities. Respondents expressed interest in increasing the diversity of restaurants in Yuma, representing an opportunity for longer-term projects.
- Another significant segment of Yuma hotel visitors are visitors that report traveling to Mexico. This segment accounted for the third largest proportion of hotel visitors (14.8%), had a medium-level of median expenditures (\$90 per person per night), often stayed in Yuma for multiple nights (average of 3 nights), and reported being a consistent type of visitor where 91% stated that they plan to return to Yuma.
- Some visitors to Yuma see the city as a secondary destination to their primary destination of Mexico (91 respondents). Of this group, approximately three-quarters of respondents specifically mention crossing the border to visit Los Algodones, Mexico. This represents an opportunity for Yuma to develop and facilitate trips to Mexico for medical and dental care.
- Additional potential markets to tap into are (1) visitors that go to Yuma for events, conferences, or meetings, and (2) outdoor recreationists. These types of visitors accounted for a very small percentage of respondents (4%), but have important characteristics. Visitors to Yuma for events, conferences, or meetings have the second highest median expenditures (\$128.13 per person per night) and outdoor recreationists stay the longest in the region (average of 5.8 nights).
- Yuma has a great opportunity to capitalize on geographically advantageous features—more could be done to highlight the historical, cultural, and outdoor recreation opportunities in Yuma.

How was the study conducted?

In collaboration with the Yuma Visitors Bureau and Arizona Office of Tourism, the University of Arizona collected visitor surveys over a 12-month period (April 2015 to April 2016). Survey data was collected at 12 Yuma hotels, resulting in a total of 1,062 usable surveys. Utilizing hotel visitor spending data collected in the survey, data on occupancy trends, and the IMPLAN 3.0 input-output model, the sales, income, and jobs in Yuma County that are attributable to hotel visitor spending are estimated.

1 Introduction

The attraction of visitors from other locations often plays a critical role growing and sustaining local economies. By bringing visitors and their spending in, “new” money is introduced into the region and additional economic activity is generated. Through their spending, non-local visitors help create jobs and other economic opportunities for people that live and work in the area.

Known for being the sunniest city in the United States, Yuma attracts visitors from all over the United States and beyond. In addition to a warm climate, Yuma has some geographically advantageous features to attract visitors. Yuma is located off Interstate 8, an important travel corridor in the Southwest. It is positioned at the junction of California, Arizona, and Mexico, making it a popular stop for visitors to the Southwest. Furthermore, due to its location along the Colorado River and proximity to the Mexican border, Yuma has sites, amenities, and natural and cultural resources that appeal to a variety of visitors, including outdoor recreation enthusiasts, birders, medical tourists, and visitors interested in cultural and historic sites.

One important segment of Yuma’s visitor population is commonly referred to as “snowbirds,” seasonal visitors from colder climates that visit during winter months. Warm winter weather has made Yuma a prime destination for people seeking to escape the cold winters in the North. Due to their nomadic nature (with most splitting their time between two or more residences), snowbirds are often retirees that stay in the Yuma region for multiple months. Some snowbirds buy second homes, others stay with friends, and a third group stays in one of the many RV campgrounds in Yuma.

While snowbirds are an important segment of the Yuma visitor population, not much is known about other visitors to the region—in particular, visitors that stay overnight in Yuma hotels. A better understanding of these visitors is important because this segment of the visitor population has the potential to generate significant economic impacts on the Yuma economy. As lodging typically accounts for the largest expense during a trip, visitors that stay overnight in Yuma hotels will typically spend more per day in the Yuma economy than a snowbird that stays in their own RV or a day visitor that does not stay overnight.

This project is a collaborative effort between the Yuma Visitors Bureau, Arizona Office of Tourism, and University of Arizona to better understand the demographics and economic impacts of hotel visitors to Yuma County. This research will provide an important tool to help inform and guide future tourism marketing efforts. A better understanding of the demographics of Yuma hotel visitors will help identify Yuma’s target markets so that Yuma can pursue a more targeted approach for advertising to continue to attract similar visitors (such as snowbirds) as well as to expand to new markets, ultimately increasing the economic impacts to the region.

As secondary data specific to this particular segment of the Yuma tourist population is not available through government or private sources, this project employs a survey approach to collect primary data about hotel visitors. Surveys were collected over a one-year period, from April 2015 to April 2016. Data collected from the surveys includes information about the visitor’s stay in Yuma (including the reason for the trip, the number of nights, the travel group demographics, and their spending on goods and services) as well as other demographic information about the respondent. Survey methods and a copy of the survey are available in Appendices A and B, respectively.

This report presents the results of the visitor survey, calculates hotel visitor expenditures, approximates the total number of hotel visitors to the Yuma

2 Survey Response Rates

Table 1. Surveys collected by participating hotel

Hotel	Count	Percentage
Arizona Inn	2	0.2%
Coronado Hotel	180	16.9%
Candlewood Suites	148	13.9%
Desert Grove Inn	3	0.3%
Hilton Garden Inn	134	12.6%
Hampton Inn	51	4.8%
Homewood Suites	15	1.4%
La Fuente Inn	350	33.0%
Microtel Inn	64	6.0%
Microtel Inn- Coyote Wash	19	1.8%
Radisson	90	8.5%
Yuma Cabana	6	0.6%
Total	1062	100.0%

Table 2. Surveys completed by month

Month	Count	Percentage
April 2015	27	2.5%
May 2015	93	8.8%
June 2015	78	7.3%
July 2015	104	9.8%
August 2015	70	6.6%
September 2015	61	5.7%
October 2015	124	11.7%
November 2015	86	8.1%
December 2015	63	5.9%
January 2016	99	9.3%
February 2016	91	8.6%
March 2016	91	8.6%
April 2016	43	4.0%
No Response	32	3.0%
Total	1062	100.0%

area, and estimates the economic impacts to the Yuma economy that are associated with non-local hotel visitor expenditures.

2 Survey Response Rates

The first section of this report provides an overview of response rates. Over the one-year survey period, a total of 1,072 surveys were collected from 12 participating Yuma hotels. Ten survey responses were deemed to be invalid. First, there were 4 respondents that reported themselves as under the age of 18. As this survey was intended to be distributed to hotel guests over the age of 18, these observations were deleted. An additional 6 respondents were deleted from the sample because the respondents designated their primary residence as Yuma, Arizona. As this project is designed to capture non-local visitor information and estimate the economic impacts from their spending, these observations were deleted from the sample. This resulted in a total of 1,062 observations available for analysis. This section includes a list of all hotels participating in the project, the response rates by hotel, and the response rates by month and season.

2.1 Response Rates by Participating Hotel

Participating hotels and the number of surveys collected from each hotel are presented in Table 1. La Fuente Inn collected about one-third of the total number of surveys. Other hotels with a large number of surveys collected were the Coronado Hotel, Candlewood Suites, Hilton Garden Inn, and the Radisson.

2.2 Response Rates by Month

Table 2 reports the number of surveys completed and collected over the one-year survey period by month.¹ Survey collection formally began April 26, 2015 and finished April 29, 2016. The month with the most surveys collected was October 2015 with 124 surveys (11.7%), followed by July 2015 with 104 surveys (9.8%), and January 2016 with 99 surveys (9.3%). As this data is derived from respondent-provided dates, there are 32 surveys where no date was reported.

2.3 Response Rates by Season

Table 3 shows the number of surveys collected by season (coincidentally also by calendar year quarters). The peak season, with 281 surveys collected (26.5%) is from January to March. Intuitively, this makes sense as the survey is likely capturing a portion of the snowbird population that stay in Yuma hotels. The low season occurs from July to September with 235 surveys collected (22.1%). This is the time of the year where temperatures are extremely high and outdoor activities are curtailed. The October to December shoulder season collected 273 surveys (25.7%) and the April to June shoulder season collected 241 surveys (22.7%).

¹ Data regarding the number of surveys completed per month is generated based on the date that the respondent reported in Question #1 of the survey.

Combining the data presented Tables 2 and 3, Table 4 shows the representative share of each month within its season. It's very interesting to note that the top two months of survey collection (October and July, respectively) are not part of the peak season. This is primarily due to a large number of business visitors in July. October also has a large number of business travelers, but there were also some parties that were in town for special events such as the Arizona State HOG Rally, an annual motorcycle event for members of the Harley Owners Group (HOG). As seasonality is a critical component of tourism, additional seasonal analyses are presented in Section 7 of this report.

Table 3. Surveys completed by season

Season	Number of Surveys Collected	Percentage
January to March	281	26.5%
April to June	241	22.7%
July to September	235	22.1%
October to December	273	25.7%
Not Reported	32	3.0%
Total	1062	100.0%

Table 4. Share of surveys completed within each season

	January to March	April to June	July to September	October to December
April 2015/2016		29%		
May 2015		39%		
June 2015		32%		
July 2015			44%	
August 2015			30%	
September 2015			26%	
October 2015				45%
November 2015				32%
December 2015				23%
January 2016	35%			
February 2016	32%			
March 2016	32%			
Total	100%	100%	100%	100%

3 Trip Details

The following section reports the details of the respondent's trip to Yuma. It includes information on visitation patterns, reasons for visiting, modes of transportation, number of nights in Yuma, and travel party sizes and types.

3.1 Primary Destination

Of the 1,062 respondents, a majority of respondents (61.4%) stated that Yuma was the main destination for their trip. Approximately one percent of the sample, or 9 respondents, did not answer this question and the remainder (37.8%) stated that Yuma was not their main destination.

However, of the 401 respondents that stated that Yuma was not their main destination, 91 respondents (22.7%) listed some place in Mexico as their main destination. Nearly three-quarters of these travelers to Mexico specifically mention crossing the border to visit Los Algodones, Mexico, in order to take advantage of dental and other medical services offered there. These results suggest that Yuma truly is a main destination for a large majority of respondents,

Table 5. Main destination is Yuma

Yuma is Main Destination	Count	Percentage
Yes	652	61.4%
No	401	37.8%
Not reported	9	0.8%
Total	1062	100.0%

3 Trip Details

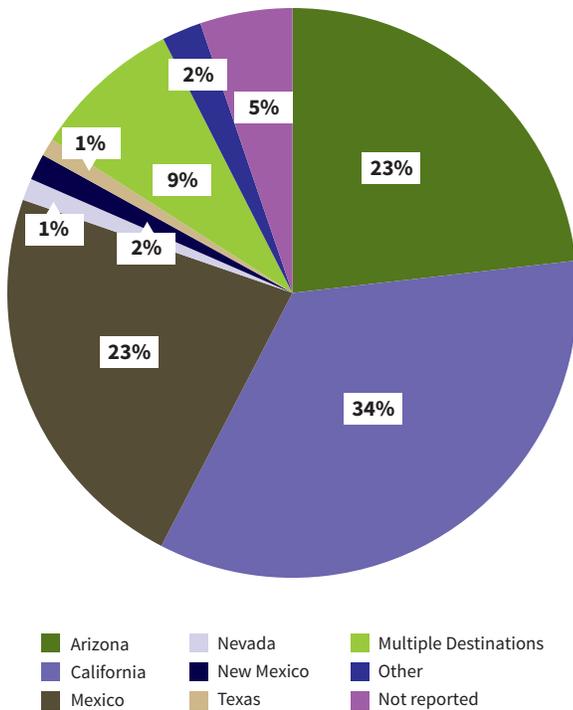


Figure 1. Main destination is other than Yuma

especially when considered in conjunction with the border community of Los Algodones. Furthermore, an additional 34 respondents (8.5%) listed multiple places as the main destination, with some of those respondents stating that Yuma was one of the many destinations on their trip.

Among other respondents that stated that Yuma was not their main destination, approximately 34.4% listed some place in California as their main destination. Another 23.2% listed some place in Arizona, with most referencing a main destination in the Phoenix or Tucson metropolitan areas.

3.2 Reasons for Visit

When asked about the main reasons for their visit to Yuma, the most common response was for business or a work-related trip. As can be seen in Table 6, 316 respondents (20.4%) stated that they were in Yuma for business or a work-related trip. The second most common response was that they were in Yuma to visit friends and/or family (15.5%). This is followed closely by visitors that were in Yuma to visit Mexico (14.8%) and visitors that were in Yuma because they were passing through the region (14.4%). In subsequent sections of the report visitors are categorized by the reason for their trip. For the purpose of this report, these are defined as *visitor types*.

Note that respondents were able to select multiple responses for this question. For example, 68 respondents stated that their primary purpose was to visit Mexico *and* to obtain medical services. As mentioned previously, these are respondents that are crossing the international border to Los Algodones, Mexico, for dental and other medical and pharmaceutical goods and services.

Table 6. Main reasons for visit

Reasons for Visit	Count	Percentage
Visit friends and/or family	241	15.5%
Visit historical sites or museums	132	8.5%
Attend an event, conference, or meeting	63	4.1%
Shopping	75	4.8%
Outdoor recreation- hiking, camping, hunting	55	3.5%
To obtain medical services	77	5.0%
Visit Mexico	229	14.8%
Passing through the area	223	14.4%
Business or work-related	316	20.4%
Other	139	9.0%
Total	1550	100.0%

To get a better idea of the types of business travelers that stay overnight in Yuma, respondents were also asked to select a business category. Of the 316 respondents that stated that the primary reason for their trip to Yuma was for business, 12% was for agricultural-related business, 31% was for business related to government or military operations, and more than 50% was for some other type of business.

An analysis of free responses suggest that many business travelers were in town for business related to healthcare, education, insurance and financial services, sales, transportation (railroad and air), manufacturing, and construction. The most common response for visitors on business trips unrelated to agriculture and government/military operations was for the healthcare industry.

3.3 Number of Nights in Yuma

Because the focus of this project is overnight hotel visitors in Yuma, all respondents stayed at least one night in the Yuma area. Most respondents stated that they were only staying in Yuma one night (46.9%), another 22.6% stated they were staying two nights, and about 10.9% were staying 3 nights. There were about 30 respondents that were staying more than 15 nights. Of those respondents that were staying more than 15 nights, two-thirds were visiting Yuma for business.

Table 7. Number of nights

Number of Nights	Count	Percentage
1	498	46.9%
2	240	22.6%
3	116	10.9%
4	59	5.6%
5	41	3.9%
6 to 10	50	4.7%
11 to 15	17	1.6%
16 to 30	22	2.1%
31+	7	0.7%
Not reported	12	1.1%
Total	1062	100.0%

Table 8 reports additional information on the number of nights in Yuma based on visitor type. Respondents that are business visitors and outdoor recreation visitors tend to have the longest stays in Yuma, with an average (mean) of 5.2 and 5.8 nights in Yuma, respectively. In contrast, visitors that are passing through the area have only an average of 1.4 nights in the Yuma area.

3.4 Visitation Patterns

Based on the calendar date provided by the respondent in Question #1 of the survey, hotel visits occur in Yuma roughly equally throughout the week with a slight uptick in visitation during the middle of the week. By a small margin, the largest number of respondents (15.4%) report being in Yuma on Wednesdays. This is followed closely by Thursday (15.0%), Tuesday (14.6%), and Saturday (14.3%).² The day with fewest number of respondents is Sunday (11.6%). See Table 9 on the next page.

² This data was generated based on the date that the respondent answered in Question #1 of the survey. Therefore, there may be some margin of error on this particular statistic depending when the visitor filled out the survey (at check-in or check-out). It also does not capture the visitation pattern for respondents that have stayed multiple days in Yuma.

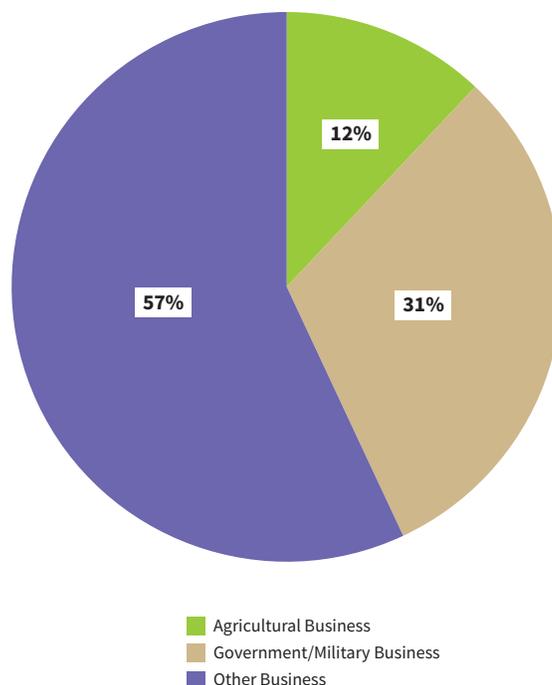


Figure 2. Main reason for business visit

Table 8. Mean and median number of nights by visitor type

Reason for Visit	Mean Number of Nights	Median Number of Nights
Visit friends and/or family	3.2	2
Visit historical sites or museums	3.9	2
Attend an event, conference, or meeting	2.7	2
Shopping	2.6	2
Outdoor recreation: hiking, camping, hunting	5.8	3
To obtain medical services	2.1	1
Visit Mexico	3.0	2
Passing through the area	1.4	1
Business or work-related	5.2	2

3 Trip Details

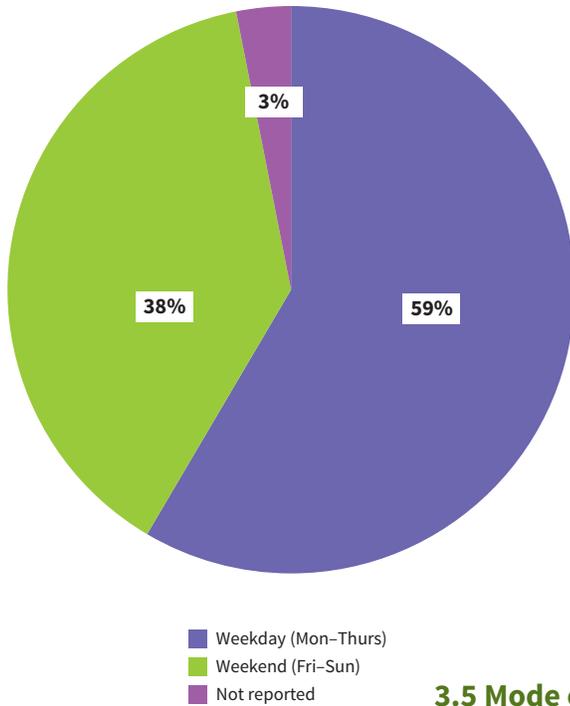


Figure 3. Surveys collected by weekday/weekend

Table 9. Surveys collected by day of the week

Day	Count	Percentage
Monday	143	13.5%
Tuesday	155	14.6%
Wednesday	164	15.4%
Thursday	159	15.0%
Friday	133	12.5%
Saturday	152	14.3%
Sunday	123	11.6%
Not reported	33	3.1%
Total	1062	100.0%

When comparing weeknight stays to weekend stays, it becomes apparent that a majority of hotel visitors stay in Yuma during the work week. As shown in Figure 3, approximately 59% of stays occur Monday through Thursday.

3.5 Mode of Transportation

The most common form of transportation for respondents was travel by a personal vehicle. Nearly two-thirds of the sample stated that they used or will use their own vehicle for transportation in Yuma. Respondents could select more than one response to this question. For example, of the 102 respondents that stated that they flew into Yuma by airplane, 84 also stated that they used a rental vehicle for transportation. Of the 73 respondents that stated “Other” as their form of transportation, a majority of respondents (more than 50%) stated that they used a company vehicle as their mode of transportation. Other common forms of transportation include motorcycles, taxis, hotel shuttles, or the train.

Table 10. Modes of transportation

Mode of Transportation	Count	Percentage
Own vehicle	761	64.5%
Rental vehicle	236	20.0%
Airplane	102	8.6%
Tour bus	2	0.2%
Own RV	5	0.4%
Rental RV	1	0.1%
Other	73	6.2%
Total	1180	100.0%

Table 11. Visitors by travel party type

Travel Party	Count	Percentage
Family and Friends	95	8.9%
Family Only	553	52.1%
Friends Only	60	5.6%
Travelling Alone	232	21.8%
Organized Group Tour	4	0.4%
Business Associates	99	9.3%
Multiple reported	4	0.4%
Not reported	15	1.4%
Total	1062	100.0%

3.6 Travel Party Type and Size

A majority of respondents (52.1%) traveled with family members only. Another 21.8% of respondents traveled alone, 9.3% traveled with business associates, 8.9% traveled with friends and family members, and 5.6% traveled

with friends only. Less than one percent of the sample traveled in an organized group tour.

Table 12 shows that the average (mean) party size was 2.5 persons, while the median (mid-point) and mode (most common response) was 2.0 persons. On average, there were more men than women in each visitor party. This is due to the fact that there were several large parties of 4 or more men that were traveling for business.

4 Visitor Profiles

The next section of this report summarizes the demographics of Yuma hotel visitors. This involves collecting individual characteristic information from the respondent. The survey asked questions about the respondent's gender, age, ethnicity, education, and geographic origin. Incomes were estimated based on geographic origin data.

4.1 Gender

As demonstrated in Table 13, of the 1,062 visitors who completed the survey, a majority were female (51.7%). Forty-two percent were male and the remaining 6.3% percent did not report their gender or had multiple responses (where the respondent was answering for the entire travel party instead of himself or herself). This result suggests that although there were on average more male visitors in each party, women visitors were more likely to have participated in the survey.

4.2 Age

The average (mean) age of hotel visitors to Yuma for this period was 57 years old, the median (mid-point) age was 59 years old, and the mode (most common response) was 60 years old. When analyzing visitor data by age group, the largest proportion of visitors was over the age of 65, accounting for 31.2% of respondents. The second most common age group was the group of respondents with ages between 55 and 64. This group accounted for 24.4% of respondents. The age group with the fewest respondents was the group of respondents aged 18 to 24, accounting for less than 2% of the sample.

4.3 Ethnicity

While all ethnicities listed in Table 15 were represented in the sample, a majority of respondents (78.8%) characterize themselves as White. Approximately, nine percent of the sample characterize themselves as Hispanic or Latino, and one percent as Black or African American. Nearly 9% of the sample did not respond to this question or responded with multiple ethnicities that prevented categorization.

4.4 Education

Approximately 27% of respondents stated that their highest level of education was having obtained a bachelor's degree. The second most common responses (both accounting for approximately 18% of the sample) were that the respondent had attended some college or had obtained a master's degree. These results indicate that Yuma hotel visitors are well-educated, with more than half of all respondents having received a bachelor's degree or higher.

Table 12. Visitors by travel party size & gender

Party Size	Mean	Median	Mode
Number of Women	1.3	1.0	1.0
Number of Men	1.5	1.0	1.0
Number of Children	1	1.0	0.0
Total Party Size	2.5	2.0	2.0

Table 13. Visitors by gender

Gender	Count	Percentage
Male	446	42.0%
Female	549	51.7%
Multiple reported	32	3.0%
Not reported	35	3.3%
Total	1062	100.0%

Table 14. Visitors by age group

Age Group	Count	Percentage
18-24	15	1.4%
25-34	76	7.2%
35-44	108	10.2%
45-54	189	17.8%
55-64	259	24.4%
65+	331	31.2%
Not reported	84	7.9%
Total	1062	100.0%

Table 15. Visitors by race/ethnicity

Ethnicity	Count	Percentage
White	837	78.8%
Hispanic or Latino	90	8.5%
Black or African American	8	0.8%
Native American or American Indian	4	0.4%
Asian/Pacific Islander	28	2.6%
Other or Multiple Reported	47	4.4%
Not reported	48	4.5%
Total	1062	100.0%

4 Visitor Profiles

Table 16. Visitors by education

Education	Count	Percentage
Some High School	71	6.7%
High School Graduate	16	1.5%
Some College	188	17.7%
Trade/Vocational Training	82	7.7%
Associate's Degree	95	8.9%
Bachelor's Degree	281	26.5%
Master's Degree	187	17.6%
Professional Degree	45	4.2%
Doctorate Degree	45	4.2%
Not reported	52	4.9%
Total	1062	100.0%

Table 17. Visitors by estimated median household income

Estimated Median Household Income	Count	Percentage
less than \$15,000	2	0.2%
\$15,000 to \$34,999	67	6.3%
\$35,000 to \$54,999	346	32.6%
\$55,000 to \$74,999	254	23.9%
\$75,000 to \$99,999	143	13.5%
\$100,000+	45	4.2%
Data not available	205	19.3%
Total	1062	100.0%

4.5 Income

Although not directly asked in the survey, an analysis of respondent postal codes (zip codes) allowed for estimation of respondent income. Using the Census Bureau 2010–2014 American Community Survey 5-Year Estimates,³ respondent postal code data was matched to median household income for that particular zip code. So, although survey did not directly ask for respondent income, it is possible to obtain data about average and median incomes in the neighborhoods (zip code areas) where the respondents live. In cases where the respondent was from Canada, income data was obtained from the Statistics Canada 2011 National Household Survey, with a conversion from 2011 Canadian dollars to 2011 United States dollars.⁴ In cases where no postal code was provided, no median household income data was available (205 respondents).

Available data suggests that the average (mean) estimated household income of Yuma hotel visitors was approximately \$61,000, while the median was approximately \$55,000. The distribution of income levels by estimated median income is shown in Table 17. The most common estimated median income was \$35,000 to \$54,999, which accounted for approximately one-third of the sample. While these estimated median household income values may not be exactly representative of individual survey respondents, they provide a very reasonable proxy for income data—a variable that is very difficult to reliably obtain.

³ Obtained from: http://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml
⁴ Statistics Canada. 2013. National Household Survey (NHS) Profile. 2011 National Household Survey. Statistics Canada Catalogue. Released September 11, 2013.
<http://www12.statcan.gc.ca/nhs-enm/2011/dp-pd/prof/index.cfm?Lang=E>
 Conversion using USFOREX: <http://www.usforex.com/forex-tools/historical-rate-tools/yearly-average-rates>

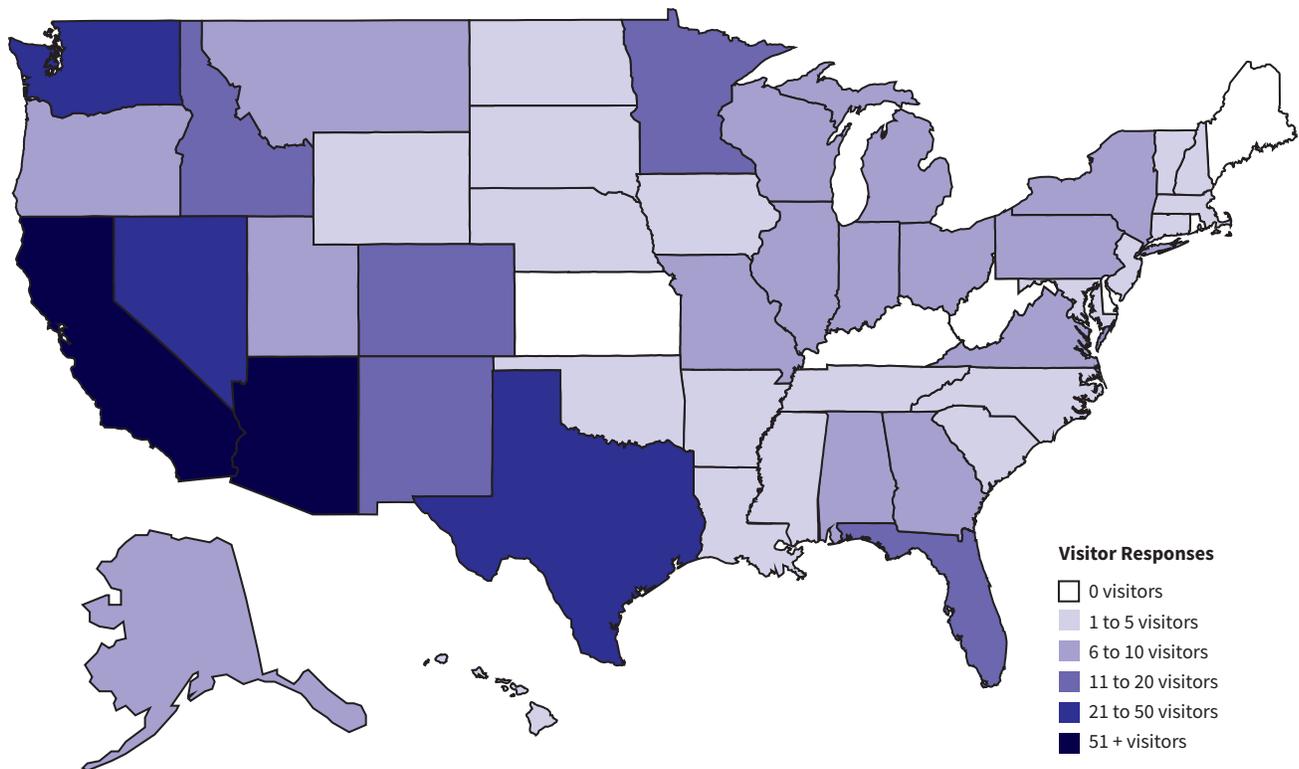


Figure 4. U.S. visitors by state of primary residence

4.6 Geographic Origins

When asked the city, state, country, and postal code of their primary address, most respondents (366 or 34.5%) stated that their primary residence was somewhere in Arizona. The second most common response was somewhere in California (232 or 21.8%) and the third most common response was somewhere in Canada (53 or 5.0%). Altogether, an impressive 44 U.S. states and eleven countries are represented in this analysis.

Figure 4 demonstrates the geographic origin of U.S. respondents. States with darker colors have the highest count of hotel visitors to Yuma. While many visitors travel from neighboring states, there are also a significant number of visitors that come from far-away states such as Minnesota and Florida.

As mentioned previously, Canadians represent a large share of the total number of hotel respondents, but there are also a fair number of international visitors from other countries. In fact, 18% of all hotel respondents come from another country. As demonstrated in Figure 5, Canadians account for approximately two-thirds of international respondents, but 20% of international respondents are from somewhere in Europe. European countries represented are Denmark, Germany, Switzerland, England, Scotland, and elsewhere in the United Kingdom.

Due to the fact that more than half of respondents have a primary residence in Arizona or California and respondents from Canada reflect the third most common response, addi-

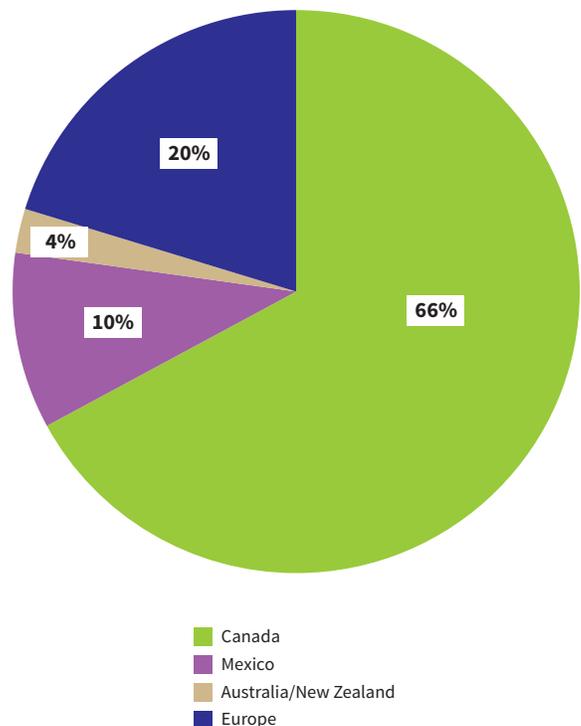


Figure 5. Visitors by international primary residence

4 Visitor Profiles



Figure 6. Arizona visitors by region

tional analysis is warranted for these regions. In the following section, respondents with an Arizona, California, or Canada primary residence are categorized by the region in which they live.

4.6.1 Arizona Visitors to Yuma

As more than one-third of Yuma overnight visitors are from Arizona, it is important to get a better understanding of where Arizona visitors are coming from. Respondent-provided zip code data is matched to the following five Arizona regions in Figure 6: Northern, North Central, Central, Western, and Southern.

Of Arizona visitors that responded to the primary residence question, more than half (51%) of all Arizona survey respondents stated their primary residence is in Central Arizona, in the Phoenix/Mesa/Scottsdale metropolitan area. An additional one-fourth (27%) of Arizona respondents stated that their primary residence is in Southern Arizona, in the Tucson metropolitan area. The regions with the fewest number of respondents are the Western Arizona region and Northern Arizona region (6% and 5%, respectively).

For Arizona respondents, the top three reasons for their trip to Yuma were

1. Business or work-related (27%),
2. Visit Mexico (16%), and
3. Passing through the area (15%).

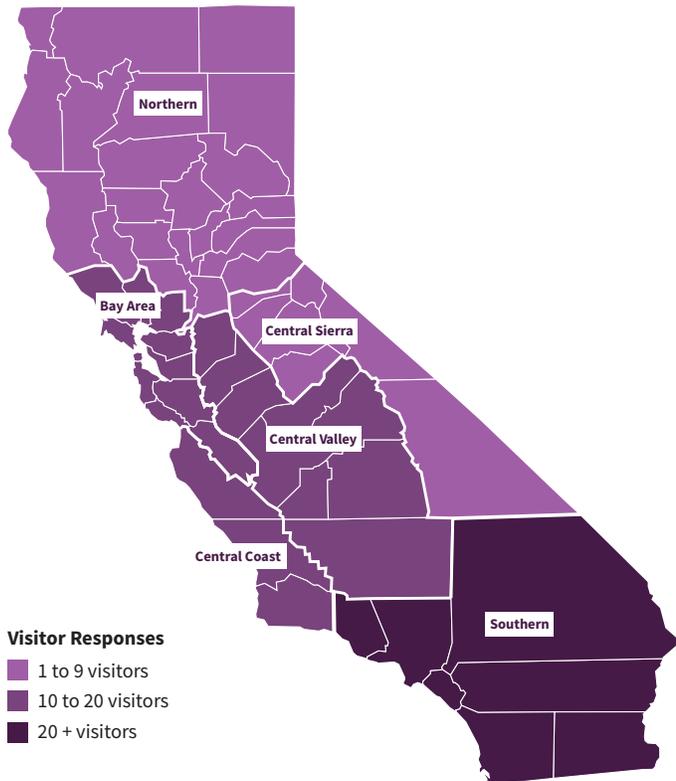


Figure 7. California visitors by region

4.6.2 California Visitors to Yuma

Ranking second in visitor origins, California represents a large segment of Yuma hotel visitors. Again, to obtain a better understanding of where these California visitors are coming from, zip code data was used to map respondents to the following 6 regions: Northern California, Bay Area, Central Coast, Central Valley, Central Sierra, and Southern California.

Overwhelmingly, the most common response from California respondents was that their primary residence is somewhere in the Southern California Region (more than 75%). This region includes the California counties of Ventura, Los Angeles, Orange, Riverside, San Bernardino, San Diego, and Imperial. The California regions with the fewest respondents were the regions in Northern California and Central Sierra, accounting for 4% and 2% of California respondents, respectively.

For California respondents, the top three reasons for their trip to Yuma were

1. Business or work-related (27%),
2. Visit friends and/or family (19%), and
3. Passing through the area (11%).

4.6.3 Canadian Visitors to Yuma

Ranking third in the geographic origin of visitors, Canada represents another important market segment for the Yuma area. Canadian visitors accounted for approximately 5% of all respondents. In terms of geography, most Canadian visitors are from the western parts of Canada. In fact, nearly three-quarters of Canadian visitors are from the western provinces of Alberta (40%) and British Columbia (32%). Others were from Saskatchewan, Ontario, Quebec, and the Northwest Territories.

For Canadian respondents, the top three reasons for their trip to Yuma were

1. Visit Mexico (28%),
2. Visit friends and/or family (21%), and
3. Visit historical sites or museums (16%).

5 Visitor Spending

Visitor spending is an essential component of this visitor survey. The following section provides a breakdown of goods and services that overnight visitors commonly purchase while in the Yuma area. Respondents were asked the number of meals the travel party has purchased or will purchase from a Yuma restaurant and whether the respondent's travel party bought or will buy gas at a Yuma gas station. These questions were used to prime the respondent to start thinking about the amount of money they had spent or planned to spend in Yuma. Additional questions asked respondents to estimate the amount of money spent in Yuma by expenditure category. This data was used to estimate the mean and median expenditures per person per night. Data on visitor spending was then used to estimate the regional economic impacts of hotel visitors to the Yuma economy.

5.1 Meals

The median (mid-point) number of meals eaten at a Yuma restaurant was 1 breakfast, 2 lunches, and 2 dinners. Since most respondents (46.9%) were only staying one night, these results are consistent with the average visitation pattern.

5.2 Gas

Nearly 90% of respondents stated that they purchased or would purchase gas at a Yuma gas station, 7.3% stated that they would not, 4.0% did not respond to the question, and the remaining 1.0% did not drive a vehicle so the question was not applicable to them.

5.3 Reported Expenditures

Visitors reported their spending in the following expenditure categories: lodging/accommodation; restaurant food; groceries; rental vehicle; gas; entrance fees, licenses, and donations; and any other category not listed. Of the 1,062 eligible surveys collected, 59 respondents did not report any expenditures. For the purpose of the following analysis, these surveys were removed from the sample.

Table 19 reports the mean (average) and median (midpoint) expenditures per person per night for hotel visitors in Yuma. On average, the highest expenditure category was for lodging and accommodation with approximately \$63 spent per person per night. This is followed by \$39 for a rental vehicle, \$34 for other expenses, \$31 for restaurant food, \$16 for gas, \$13 for groceries, and \$9 for entrance fees, licenses, and donations.

Table 18. Visitor spending on gasoline

Gas Purchase	Count	Percentage
Yes	931	87.7%
No	77	7.3%
Did not drive vehicle	11	1.0%
Not reported	43	4.0%
Total	1062	100.0%

5 Visitor Spending

Table 19. Mean and median spending per person per night by expenditure category

Expenditure Category	Mean	Median	Percentage with Expense
Lodging/accommodation	\$62.74	\$50.00	94%
Restaurant food	\$31.11	\$25.00	92%
Groceries	\$12.90	\$6.67	33%
Rental vehicle	\$38.89	\$33.33	11%
Gas	\$16.25	\$12.50	85%
Entrance fees, licenses, donations	\$9.44	\$6.00	15%
Other expenses	\$34.54	\$16.67	14%

Table 20. Median spending per person per night by visitor type

Visitor Type	Median Expenditure Per Person Per Night	Count with Expenditures
Entire sample	\$100.00	1,003
Visit friends and/or family	\$84.75	224
Visit historical sites or museums	\$97.00	121
Attend an event, conference, or meeting	\$128.13	60
Shopping	\$95.59	71
Outdoor recreation: hiking, camping, hunting	\$84.17	54
To obtain medical services	\$93.00	76
Visit Mexico	\$90.00	218
Passing through the area	\$87.50	218
Business or work-related	\$150.00	294

There are some major differences between mean and median expenditures. Mean expenditures per person per night are inflated by the fact that there were several large parties in the analysis that had stayed for many nights and spent significant amounts of money in Yuma. This data skewed the mean party size and the mean expenditures to the right. Additionally, not all overnight visitors have the same spending pattern. For example, while 94% of respondents reported expenditures for lodging and accommodations,⁵ only 11% reported expenditures for a rental vehicle. So while an estimate of per person per night expenditures on rental vehicles is provided, only a small segment of the Yuma hotel visitor population actually incurs this expense.

Another way to look at visitor spending is to analyze the total amount spent by visitor type. Recall that visitor type is defined by the main reasons for the trip to Yuma, as seen in Section 3.2 of the report. Table 20 reports the median expenditures per person per night by visitor type. Median expenditures are reported because they provide a more conservative estimate.

As expected, the survey data show that visitors that are in Yuma for business have the highest median expenditures at \$150 per person per night. Visitors in town for events, conferences, or meetings have the second highest expenditures at \$128 per person per night, and visitors that come for historical sites or museums come in third with expenditures of \$97 per person per night. As a reminder, respondents may select multiple reasons for the trip to Yuma, so if an individual reports multiple reasons for their trip to Yuma, the individual's expenditure responses will be represented in multiple categories.

Taking an even closer look at spending by visitor type, Table 21 demonstrates that different visitor types exhibit different spending patterns and will therefore affect the local economy in diverse ways. Survey results show that visitors traveling to Yuma for business, to attend an event, conference, or meeting, or just passing through have the highest lodging expenses at \$90 per person per night, \$60 per person per night, and \$50 per person per night, respectively. Alternatively, visitors that are just passing through, business visitors, and visitors that travel to Yuma to obtain medical services have the highest median expenditures on gas at \$15 per person per night. Interestingly, outdoor recreation visitors have the highest median expenditures for rental vehicles at \$55 per person per night.

⁵ The remaining 6% of the sample either used hotel reward points to pay for their stay or they did not provide an itemized amount spent on lodging, but did report their total expenditures.

Table 21. Median expenditures per person per night by expenditure category and visitor type

Expenditure Category	Visit friends and/or family	Visit historical sites or museums	Attend an event, conference, or meeting	Shopping	Outdoor Recreation	To obtain medical services	Visit Mexico	Passing through the area	Business or work-related
Lodging/accommodation	\$40.25	\$45.00	\$60.00	\$45.00	\$43.33	\$41.33	\$42.93	\$50.00	\$90.00
Restaurant food	\$25.00	\$25.00	\$26.25	\$25.00	\$16.67	\$30.00	\$25.00	\$22.50	\$33.33
Groceries	\$6.25	\$7.14	\$5.00	\$10.00	\$7.00	\$7.50	\$6.67	\$7.32	\$8.33
Rental vehicle	\$34.17	\$30.00	\$43.75	\$30.00	\$54.92	\$33.58	\$31.67	\$25.00	\$36.36
Gas	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$15.00	\$10.00	\$15.00	\$15.00
Entrance fees, licenses, donations	\$5.00	\$6.25	\$8.13	\$5.00	\$6.04	\$5.63	\$5.00	\$6.00	\$5.00
Other expenses	\$16.67	\$16.67	\$30.83	\$25.00	\$14.06	\$12.50	\$15.00	\$20.00	\$14.42
Total	\$137.33	\$140.06	\$183.96	\$150.00	\$152.02	\$145.54	\$136.26	\$145.82	\$202.45

6 Future Trips

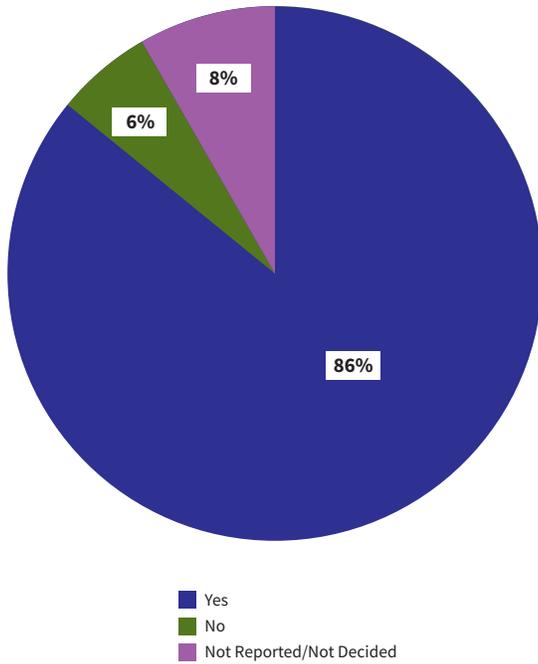


Figure 8. Plans to return to Yuma in the future

6 Future Trips

The final question on the survey asked whether the respondent would return to Yuma in the future. As seen in Figure 8, a large majority of respondents (approximately 86%) stated that they were planning to return to Yuma. Six percent said that they were not planning to return, and 8% did not answer the question or had not decided. Of the 6% that stated that they were not planning to return, very few of the reasons were due to dissatisfaction with their current trip. A list of all responses is provided in Appendix C.

Table 22 takes a closer look at future trips to Yuma by segmenting responses by visitor type. Hotel visitors that are in Yuma to obtain medical services are most likely to return, with 95% of those visitors stating that they would return. Presumably, they may have follow-up medical care. The second group with the highest likelihood of return were visitors that traveled to Yuma to visit Mexico and for outdoor recreation, with 91% stating that they would return in both cases.

Table 22. Respondents that state they will return to Yuma by visitor type

Reason for Visit	Will Return	Percentage
Visit friends and/or family	207	86%
Visit historical sites or museums	106	80%
Attend an event, conference, or meeting	55	87%
Shopping	67	89%
Outdoor recreation- hiking, camping, hunting	50	91%
To obtain medical services	73	95%
Visit Mexico	209	91%
Passing through the area	174	78%
Business or work-related	282	89%

7 Seasonal Analysis

In order to gain further insights on the characteristics and behaviors of Yuma hotel visitors, seasonal analyses for variables of interest are performed. This includes seasonal trends of travelers by main destination, visitor type, and number of nights. Also included are seasonal trends of age, origin, and spending by expenditure category.

7.1 Main Destination by Season

As to be expected, the peak season has the largest proportion of visitors that report Yuma as their main destination. In this season, nearly two-thirds of all respondents state that they travel specifically to Yuma. In contrast, the low season has the smallest proportion of visitors that report Yuma as their main destination. However, more than half of respondents still report Yuma as their main destination at 59.1%.

Table 23. Main destination is Yuma by season

Yuma is Main Destination	Peak Season (January to March)	Shoulder Season (April to June)	Low Season (July to August)	Shoulder Season (October to December)
Yes	64.1%	62.7%	59.1%	59.7%
No	35.6%	36.9%	40.4%	40.3%
Not Reported	0.4%	0.4%	0.4%	0.0%
Total	100.0%	100.0%	100.0%	100.0%

7.2 Reason for Visit by Season

As demonstrated in Table 24, business visitors are a very important segment of hotel visitors. This is especially the case during the low season and shoulder seasons where they account for the highest proportion of visitors. During the low season they account for nearly one-third of all hotel respondents and during the spring and fall shoulder seasons they account for 29.9% and 19.7%, respectively. Visitors that are passing through Yuma are also an important segment during the low season as they account for 22.1% of respondents during this timeframe. During the low season, business travelers and travelers passing through account for more than 50% of respondents.

Table 24. Reason for visit by season

Reason for Visit	Peak Season (January to March)	Shoulder Season (April to June)	Low Season (July to August)	Shoulder Season (October to December)
Visit friends and/or family	21.3%	14.0%	13.2%	18.0%
Visit historical sites or museums	11.7%	8.3%	7.5%	8.7%
Attend an event, conference, or meeting	5.9%	4.0%	1.8%	5.4%
Shopping	6.6%	3.0%	2.5%	7.3%
Outdoor recreation: hiking, camping, hunting	6.1%	1.7%	3.9%	3.1%
To obtain medical services	5.9%	7.3%	4.3%	3.7%
Visit Mexico	18.3%	14.6%	12.1%	18.3%
Passing through the area	11.5%	17.3%	22.1%	15.8%
Business or work-related	12.9%	29.9%	32.5%	19.7%
Total	100.0%	100.0%	100.0%	100.0%

7.3 Number of Nights by Season

The season that has the highest proportion of single night stays is during the low season from July to August. Respondents with only one night in Yuma account for 54% of respondents during this time period. The peak season has the smallest proportion of visitors that stay only one night (38%). Although one night is still the most common response during the peak season, nearly 20% of respondents stay longer than 5 nights, the highest proportion of any season.

Table 25. Number of nights by season

Number of Nights	Peak Season (January to March)	Shoulder Season (April to June)	Low Season (July to August)	Shoulder Season (October to December)
1	38%	49%	54%	48%
2	25%	22%	20%	23%
3	12%	12%	9%	10%
4	5%	6%	7%	4%
5	4%	3%	3%	5%
6 to 10	9%	2%	3%	5%
11 to 15	1%	1%	3%	2%
16 to 30	4%	3%	1%	0%
31+	1%	2%	0%	0%
Not reported	1%	0%	0%	1%
Total	100%	100%	100%	100%

The seasonal trends are even more obvious when analyzing the mean and median number of nights. As reported in Table 26, the low season has the lowest average (mean) night stay at 2.4 nights. It is also the only season in which the median number of nights is one. This is in comparison to the season with the highest average (mean) number of nights, the spring shoulder season from April to June, with an average (mean) of 4.2 nights.

Table 26. Mean and median number of nights by season

Season	Mean Number of Nights	Median Number of Nights
Peak Season (January to March)	4.1	2
Shoulder Season (April to June)	4.2	2
Low Season (July to August)	2.4	1
Shoulder Season (October December)	2.9	2

Table 27. Visitor age group by season

Age Group	Peak Season (January to March)	Shoulder Season (April to June)	Low Season (July to August)	Shoulder Season (October to December)
18-24	2%	1%	0%	2%
25-34	6%	10%	7%	6%
35-44	7%	11%	12%	12%
45-54	12%	18%	26%	17%
55-64	23%	23%	23%	28%
65+	43%	29%	21%	29%
Not Reported	7%	8%	11%	5%
Total	100%	100%	100%	100%

7.4 Visitor Age by Season

Seasonal trends by age demographic are consistent with known travel trends, with older individuals representing the bulk of visitors to Yuma. This is the case in every season except the low season when visitors aged 45 to 54 represent the largest share. During the peak season, nearly half of all respondents are 65 years and older.

Again, the seasonal trends are even more obvious when analyzing the mean and median age by season. While the average (mean) age of hotel visitors to Yuma was 57 years old for entire year-long period, respondents during the peak season are significantly older, with an average age of 59.2 years old. Table 28 reports that the youngest respondents tend to be in Yuma during the low season.

Table 28. Mean and median age by season

Season	Mean Age	Median Age
Peak Season (January to March)	59.2	63
Shoulder Season (April to June)	55.6	57
Low Season (July to August)	55.1	54
Shoulder Season (October December)	56.1	59

7.5 Top 10 Visitor Origins by Season

As was previously demonstrated in Section 4.6, a large majority of visitors are from Arizona and California. This remains true seasonally, with Arizona travelers making up the bulk of hotel visitors in every season. However, during the low season, Arizona visitors make up nearly half of all respondents (46%). These visitors are likely to be business visitors, visitors that are just passing through, and visitors to Mexico (as demonstrated in Section 4.6.1).

Table 29. Top 10 visitor origins by season

Primary Residence	Peak Season (January to March)	Shoulder Season (April to June)	Low Season (July to August)	Shoulder Season (October to December)
Arizona	23%	36%	46%	37%
California	16%	24%	23%	24%
Canada	9%	2%	1%	8%
Texas	3%	5%	4%	1%
Washington	4%	2%	1%	3%
Nevada	3%	2%	1%	2%
Colorado	4%	2%	0%	1%
Elsewhere Abroad	0%	2%	3%	1%
Minnesota	4%	1%	1%	0%
New Mexico	2%	1%	0%	1%
Other / Not Reported	33%	22%	20%	22%
Total	100%	100%	100%	100%

7 Seasonal Analysis

7.6 Spending by Expenditure Category and Season

Table 30 reports seasonal trends in spending by expense category. Mean and median expenditures are roughly consistent across seasons. However, mean spending on entrance fees, licenses, and donations is significantly less in the low season when compared to other seasons.

Table 30. Mean and median spending per person per night by expenditure category and season

Expenditure Category	Peak Season (January to March)		Shoulder Season (April to June)		Low Season (July to August)		Shoulder Season (October to December)	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Lodging/ accommodation	\$66.13	\$50.00	\$64.11	\$50.00	\$61.50	\$50.00	\$59.07	\$50.00
Restaurant food	\$33.27	\$25.00	\$30.40	\$25.00	\$31.82	\$25.00	\$28.60	\$25.00
Groceries	\$14.16	\$6.25	\$11.76	\$6.67	\$11.93	\$7.14	\$13.31	\$7.50
Rental vehicle	\$39.28	\$33.33	\$33.85	\$30.00	\$41.78	\$36.04	\$42.95	\$31.67
Gas	\$14.31	\$10.00	\$16.15	\$12.50	\$19.17	\$15.00	\$15.23	\$12.50
Entrance fees, licenses, donations	\$9.49	\$5.75	\$9.68	\$6.13	\$7.51	\$6.00	\$10.50	\$6.00
Other expenses	\$39.12	\$20.00	\$40.20	\$18.33	\$31.22	\$12.50	\$29.31	\$15.00

7.7 Return by Season

Table 31 reports seasonal trends in whether the respondent will return to Yuma. Respondents across all seasons overwhelmingly state that they plan to return to Yuma in the future. There is little variation across seasons, with 83% of respondents who visited during April to June stating that they will return and 88% of respondents who visited during October to December stating that they will return.

Table 31. Return to Yuma by season

Do you plan to return to Yuma in the future?	Peak Season (January to March)	Shoulder Season (April to June)	Low Season (July to August)	Shoulder Season (October to December)
Yes	85%	83%	87%	88%
No	6%	9%	4%	4%
Maybe	1%	1%	1%	1%
Not Reported / Not Decided	8%	7%	8%	7%
Total	100%	100%	100%	100%

8 Economic Impact Analysis

The final component of this project is to estimate the economic impacts of hotel visitors to Yuma. The economic impacts of overnight tourism go beyond the direct sales, incomes, and jobs supported by hotel visitor expenditures (known as direct effects). Hotel visitor spending also generates a ripple of economic activity in the local economy (known as indirect and induced multiplier effects).

The first component of the multiplier effect is called the indirect effect. Indirect effects are generated when businesses that cater to and serve overnight visitors (hotels, restaurants, souvenir shops) purchase goods and services from other local businesses. Examples of indirect effects are when hotels purchase maintenance and cleaning supplies, food products, and banking services from other local businesses. These good and service providers, in turn, make purchases from other local businesses with a dampening effect. When goods and services are not available (or not enough are available), a business may purchase them from outside the local economy (in this case Yuma County). This represents leakage out of the county economy and is the source of the dampening effect.

The second component of the multiplier effect is called the induced effect (also called the consumption effect). Induced effects occur when people employed in hotels, restaurants, souvenir shops, and indirectly supported businesses spend their incomes at local businesses. Examples of induced effects are when employees spend their paychecks to buy groceries, clothes, gas, and medical services. Leakages may also occur when households buy these goods and services outside of the local economy.

Using the expenditure data summarized in Section 5.3, data on occupancy trends, and the IMPLAN 3.0 input-output model, the sales, income, and jobs in Yuma County that are attributable to hotel visitor spending are estimated. In order to estimate the economic impacts of all hotel visitors to Yuma, Smith Travel Research (STR) data on hotel occupancy rates is utilized. STR data estimated that approximately 803,600 overnight travel parties were in Yuma during the survey period (April 2015–April 2016). It is assumed that the spending pattern captured in the survey is representative of all Yuma hotel visitors and is applied to the occupancy rate data to arrive at an extrapolated value of all hotel visitor expenditures in Yuma County.

As seen in Table 32, median expenditures per person per night were used instead of average (mean) expenditures because this provides a more conservative estimate of visitor expenditures. Median estimates are also less sensitive to a small number of extreme outlier responses that are either very high or very low. In column one, the survey results for median expenditures per person per night are presented. As occupancy rates are reported on a per room basis, median expenditures per person per night were converted into party expenditures per night by multiplying by the median party size of 2. The third column provides the percentage of the surveyed population that incurred each expense category.⁶ The final two columns use the preceding data to extrapolate the population of Yuma hotel visitors that have expenditures in each expenditure category and the resulting total expenditure values. Estimated population expenditure values were then modeled using the IMPLAN input-output model to estimate economic impacts. A more thorough description of economic impact analysis research methods is presented in Appendix A.

⁶ Recall that the lodging and expense category is not 100% because some respondents used hotel reward points to pay for their stay and others did not report lodging expenses

8 Economic Impact Analysis

Table 32. Estimate of expenditures by expenditure category for all Yuma hotel visitors

Expenditure Category	Median Expenditures Per Person Per Night	Estimated Party Expenditure Per Night	Percentage with Expenditure	Population Estimate with Expenditure	Estimated Population Expenditures
Lodging/accommodation	\$50.00	\$100.00	94%	752,323	\$75,232,343
Restaurant food	\$25.00	\$50.00	92%	736,300	\$36,814,975
Groceries	\$6.67	\$13.33	33%	268,401	\$3,578,677
Rental vehicle	\$33.33	\$66.67	11%	90,535	\$6,035,680
Gas	\$12.50	\$25.00	85%	683,421	\$17,085,513
Entrance fees, licenses, donations	\$6.00	\$12.00	15%	124,185	\$1,490,225
Other expenses	\$16.67	\$33.33	14%	115,372	\$3,845,743

Note: Figures may not add up due to rounding.

The results of the economic impact analysis are presented in Table 33. With estimated expenditures of over \$144 million, non-local hotel visitors have a total estimated sales impact of more than \$200 million in Yuma County. This influx of “new” money into the Yuma County economy supports nearly \$73 million in income and over 2,500 part- and full-time jobs. It’s important to note, however, that sales, incomes, and jobs are not only supported in industries that directly cater to visitors (hotels, restaurants, souvenir shops, etc.). Due to indirect and induced multiplier effects, jobs and incomes are also supported in other Yuma industries that are seemingly unrelated to the tourism industry. These include the real estate, retail, and healthcare industries, among others.

Table 33. Economic impacts from non-local hotel visitor spending in Yuma County

	Direct Effects	Indirect Effects	Induced Effects	Total
Sales (Output)	\$144,083,156	\$25,618,210	\$34,058,159	\$203,759,525
Labor Income	\$54,179,378	\$8,426,480	\$10,323,961	\$72,929,819
Employment	2,052	255	284	2,590

9 Discussion

Results from the survey suggest that most hotel visitors are in Yuma for a business or work-related trip, with this segment of the population accounting for 20.4% of the respondents. Fortunately for the Yuma economy, this is also the portion that spends the most (median expenditures of \$150 per person per night) and stays for multiple days (median number of nights is 2 and mean number of nights is 5.2). While 89% of business visitors state that they plan to return, more can be done to cater to this important segment of hotel visitors. Advertisements that highlight activities and places that business visitors can go mid-week can increase the likelihood of return and generate larger economic impacts.

The second most common visitor type were visitors that travel to Yuma to visit friends and/or family. This segment comprised 15.5% of the sample. In comparison to other hotel guests, these visitors have estimated median expenditures of \$84.57 per person per night, the second lowest value of all visitor types. They do, however, spend multiple nights in the region (median number of nights is 2 and mean number of nights is 3.2).

The third most common visitor type were visitors that travel to Yuma to visit Mexico, with 14.8% of hotel guests responding in this way. In comparison to others, this group had a medium-level of spending with an estimated median expenditure of about \$90 per person per night. These visitors also spend multiple nights in the region (median is 2 nights, mean is 3 nights). A significant subset of these visitors are those that travel to Mexico to obtain medical services. As those traveling for medical goods and services have the highest likelihood of returning to Yuma at 95%, more could be done to advertise and facilitate trips to Mexico for medical care.

Additional potential markets to tap into are visitors that go to Yuma for events, conferences, or meetings. Based on these survey results, this type of visitor only accounts for 4% of respondents. This type of visitor should be targeted because it has the second highest median expenditure of \$128.13 per person per night and stays an average (mean) of 2.7 nights or a median of 2 nights. Another potential segment of the market are those travelers that are visiting Yuma for outdoor recreation. This segment also only accounts for 4% of respondents. While the outdoor visitor's expenditures are the lowest at \$84.17 per person per night, they also tend to travel in large parties (with an average of 3.5 people) and stay the longest time in the region (an average of 5.8 nights or a median of 3.0 nights).

Finally, it's important to not forget about geographical considerations. As demonstrated by the origin of visitors, snowbirds will continue to be an important segment of the Yuma visitor population. Accounting for 5% of respondents and ranking third in magnitude, Canadians are another market to continue to target. Ensuring a good experience in Yuma will be important in encouraging repeat trips.

Appendix A: Research Methods

Survey Methods

Visitor surveys were developed by the University of Arizona with considerable input from the Yuma Visitors Bureau and Arizona Office of Tourism. The survey was a one-page printed questionnaire (folded into a booklet) that collected information about the visitor's stay in Yuma (including the reason for the trip, the number of nights, the travel group demographics, and their spending on goods and services) as well as other details of the respondent's characteristics.

Visitors were invited to take the survey as they were checking into or out of participating hotels.⁷ If the visitor elected to participate, the survey was then self-administered and returned to a ballot box located at the front desk. All survey responses were anonymous and were used solely for this project.

To encourage participation in this project, incentives were offered to both visitors and hotels. Hotels were rewarded for active participation via a \$50 gift card that was presented to the hotel that had collected the most surveys in that particular month. Each hotel had a fair chance of winning as the number of surveys collected was normalized by accounting for the size of the hotel. Visitors were also eligible to win a \$50 Amazon gift card. Inside each survey booklet there was a raffle insert where the respondent could enter their contact information to be entered into the monthly drawing. The raffle insert was returned to the ballot box along with the survey. However, in order to ensure anonymity of survey responses, there were two slots in the ballot box: one for the raffle entry and one for the completed survey. Completed surveys and raffle inserts were collected monthly from each hotel's ballot box.

Economic Impact Analysis Methods

Input-output models are specially designed to capture indirect and induced multiplier effects. Input-output models provide a detailed account of a local economy, demonstrate how all sectors in the economy are linked to one another, and essentially track the flow of all goods and services in the economy. The model, therefore, allows for the estimation of economic impacts, or the changes in local economic activity that occur as a result of a particular event, policy, or change in spending.

In this project, regional economic impacts are estimated from non-local overnight visitor expenditures. Only non-local visitor expenditures are included in this analysis because they represent an influx of "new" money to the region. Local visitor expenditures are not considered "new" because it is likely that they would have spent the same or a similar amount of money in the local economy anyway. Recall that a total of 6 respondents were deleted from the analysis because their primary residence was reported as Yuma.

Visitor expenditure categories were mapped to IMPLAN sectors to reflect economic activity occurring specifically in those sectors. For example, lodging expenditures were mapped to IMPLAN sector 499—Hotels and motels, restaurant expenditures were mapped to IMPLAN sector 501, and grocery expenditures were mapped to IMPLAN sector 400—Retail food and beverage stores. Other expenditures were checked for data validity and expenditures that were not spent in Yuma (such as dental services in Los Algodones, Mexico) were removed from the sample.

⁷ At some participating hotels, such as the Coronado Hotel, Hampton Inn, and Candlewood Suites, surveys are left in rooms instead of distributed at check-in or check-out.

Additionally, visitor expenditures at retail establishments were margined to more accurately reflect local economic impacts. Margining is an important component because the total amount spent in Yuma doesn't necessarily stay in Yuma. For instance, the full amount spent on gas does NOT stay in Yuma because a large part of that money is sent back to the gasoline manufacturer. Margining allows us to capture the economic activity that is actually staying in the local economy (in this case the value added of the gas station/convenience store).

Appendix B: Survey Instrument



Welcome to Yuma! In order to better understand and serve those who visit our community, the University of Arizona, Yuma Visitors Bureau, and Arizona Office of Tourism would like to request your participation in this survey. Your responses will be **anonymous** and solely used for this purpose.

As a token of our appreciation, you have the option to enter into a monthly drawing to win a \$50 Amazon gift card. Simply complete the survey, fill out the raffle insert, and place both items in the designated ballot box located at the front desk.

Thank you for your participation!



THE UNIVERSITY OF ARIZONA
College of Agriculture
& Life Sciences
Cooperative Extension



1. Today's date: _____

2. Is Yuma your main destination for this trip?

Yes No

If not, what is your main destination?

3. What are the main reasons for your visit to Yuma on this trip?

(Check all that apply)

____ Visit friends and/or family

____ Visit historical sites or museums

____ Attend an event, conference, or meeting

____ Shopping

____ Outdoor recreation—hiking, camping, hunting

____ To obtain medical services

____ Visit Mexico

____ Passing through the area

____ Business or work-related *(select category)*

Agricultural-related business

Government / Military

Other business, please specify: _____

____ Other, please specify:

4. Which of the following modes of transportation have you used or will you use during this trip? *(Check all that apply)*

Own vehicle

Own RV

Rental vehicle

Rental RV

Airplane

Other, please specify:

Tour bus

5. How many nights are you planning to stay in the Yuma area?

_____ nights

11. In what city, state and/or country is **your** primary residence?

Postal code (Zip) _____

12. Please specify **your** ethnicity:

- | | |
|---|--|
| <input type="checkbox"/> White | <input type="checkbox"/> Native American or
American Indian |
| <input type="checkbox"/> Hispanic or Latino | <input type="checkbox"/> Asian / Pacific Islander |
| <input type="checkbox"/> Black or African
American | <input type="checkbox"/> Other |

13. What is **your** gender? Male Female

14. What is **your** age? _____ years

15. What is the highest level of education that **you** have received?

(If currently enrolled, select the highest degree achieved)

- | | |
|---|--|
| <input type="checkbox"/> Some high school | <input type="checkbox"/> Associate's degree |
| <input type="checkbox"/> High school graduate | <input type="checkbox"/> Bachelor's degree |
| <input type="checkbox"/> Some college | <input type="checkbox"/> Master's degree |
| <input type="checkbox"/> Trade/vocational
training | <input type="checkbox"/> Professional degree |
| | <input type="checkbox"/> Doctorate degree |

16. Do you plan to return to Yuma in the future?

- Yes No

Why or why not?

Please let us know how your stay in Yuma could have been made better.

Appendix C: Visitor Open-Ended Responses

Do you plan to return to Yuma in the future? Why or why not?

Yes
Nice City - would like to come back in winter or spring
Passing Through
Loved hotel Coronado. Will meet CA friends here
Dental
I didn't have much time to see all the history of Yuma, as it was a one night stay
Explore + learn history
Great History here. Friendly people helpful too. Affordable restaurants
Reunion
Continuing to work in the area
Beautiful and interesting and warm
Nice winter area to visit
Next trip to CA
More to do- Farm to feast
Future dental/optical services
Very nice town/motel
Going to San Diego in April 2016 for anniversary trip
For my grandmother, if things get worse
Daughter lives in Long Beach, CA we are both retired so we will drive out to see the family often
Stop to rest overnight on way to CA
To visit family
Pass through.
Great Weather
We'll bring visitors here! Enjoyed seeing historic sites, agricultural place- visited Martha's date farm
Continue Family Aviation History Research visit family- Enjoy the weather
Love the Desert
Great location w/ outdoor activities and lovely weather
Accompany family on business
Possibly for my dental work
Looks like a lovely place to visit & a great hotel
Dental repair in Mexico
Excellent City. I felt very welcome. Love Yuma
It seems like a nice town with beautiful scenery
Charming town and very historic. Friendly people.
Lots of activities
Travel Thru to visit relatives
Vacation at Imperial Sand Dunes
For dental work in Mexico
On our way to San Diego
Love the cleanness of room. Will gladly come back to stay here
MX

Appendix C: Visitor Open-Ended Responses

Husband needs dental work
Beautiful area, Love the Coronado motel.
We have friends who live here and on a return trip to SD
To see some of local sites & will pass through again
Like the area
To from CA to AZ
Lay over to MX Baja
Fishing/visiting friends
Would like to learn of dental expenses & return to Yuma for our stay
Family
On way to San Diego
Passing Thru
Medical
Business
Enjoy Flying
On motorcycle - be a tourist; come for an event
Passing through again Monday to go back to son Diego. I will be back here soon!
For work
Return trip
Visit family
Historic Suites
Family
Likely travel
More Dental Work
More visits to Mexico for Dental
Probably drive through again
Have Family in Peoria & Surprise & Scottsdale Nice Halfway Point Really enjoyed.
While Traveling to San Diego & to see local attractions
Visit Mexico
Family
Balloon Rally
Maybe Sand Dunes
For more medical treatment in Mexico
Dentistry
Enjoyed trip a lot
Brews Fest
Friendly Service/Dental in Algodones
More music festivals, possible residence
Yuma Symposium
It looks to be a very nice place to snowbird
To visit soon
Always stop between Maricopa, AZ and Orange County, CA
We had a wonderful time!

Appendix C: Visitor Open-Ended Responses

Family

Work

Like to travel

Because everything is closed Monday! - All below attractions were closed!

Have to come back in 6 months to finish dental work in Mexico

For work & family I grew up in Yuma

Travel through/site see

Visit Area and Pass Through

Within 6 months - passing through to Scottsdale - family visit

There is a lot to see + visit also this town is very friendly + very clean everywhere

Friends @ Catholic Church

For Medical Services

Mexico

Yuma is awesome and totally under-appreciated!

Medical

Wanted to make it in time for dinner/drinks but got in too late

Bring others to visit Prison etc. & local brewery & stop for Los Algodones

Pass through to California Maybe educational conference

Go to Mexico

Nice People Nice Weather, Quiet, Coronado Motel-Great!

Yes, look the swap meet here but didn't time it right this time

Interesting place on our way to visit friends & family

Usually on our travel route for [auto] road trips

To get dental work in Mexico

Passing through

Save event next year- this is my 6th!

It's so friendly + beautiful + the Coronado motor Hotel is such a fun place to stay

Visit military family

To explore the area more

Didn't get to see everything but saw as much as time allowed

Business Annual Routine

We spend 1-3 days in Yuma every year (on our way to Tucson)

Visit medical teeth

Work & Family

Katie was the most waitress very caring personable. Bar staff excellent, housekeeping well our last night here. Nothing. Oh well life sucks will not stay here

Next time for pleasure/leisure

Work Related

Business at YPG

I will be returning on Business & dine at Mr. G's

Business

More Biz Trips and possibly Photography for fun

Business

Business

Appendix C: Visitor Open-Ended Responses

To see more sites + visit family and friends.

Family members are retired

Daughter in law's family lives here

Recheck area when we have more time

Great front desk staff very nice + personable

Friends +love the area

Pass through

Need more time to see it all - raining while

Trips to SD

Business

Visit Family

Work

Work

Maybe to show my family how Yuma is.

Business

Work Purpose...

Beautiful city and very historic and interesting!

Friends

No vet here to service these (food/farm) animals so come here on an as needed basis.

more visits with family

Most likely- company managed properties here

Enjoy the area

Visit friends

Travel Nursing + Vacationing & friends/family

Work

Our son and his family leave here

Business

To visit family and maybe outdoor activities

Regular paid Sales and Sales Territory

Great Place to Visit

Business, travel through to San Diego.

Job requires visits every 31 wks. here

Government/Military work

Business

Work

Work

Business

Business

I enjoy the weather and I have family here to visit

Bought a seasonal home

Dental work in Mexico

Business

Used to live here, have a rental property, husband fish + hunts here

Appendix C: Visitor Open-Ended Responses

Yes, because of my husband's work.

More local historic info including maps admission fees + how to get this!

Work at YPG

Nice Place

Beating & hiking

Travel Southwest every 4 or 5 years

Additional meds appts selling house

Business

Business- travel through to San Diego

Business

Way Station Between S'Dale S.D

Further Medical + Visit Yuma Friends

Business

Dove

Several more shifts in August, September then retiring

Looks like a nice place to visit + explore

To go to Colorado River

To shop here if I'm driving to Texas- larger city (bigger than expected) with many accommodations/supplies at reasonable prices

More work

Veggies

When more dental work is needed and also travel to San Diego

We come over about 3-4 times a year to get away.

Business

Have a business here, like the area

Traveling to San Diego, often spend 1 to 2 nights in Yuma. Love the agriculture area.

Stopping point in route to California so drive not too hard for us old folk

The job requires my return here

Traveling thru

Dunes

Work

Building Yuma Regional Hospital Project

Work

Work at castle dome

Business

I'll be here for 1 yr excluding Sat. & Sunday

Feb-16

Check on customers progress w/ new equipment

Recreation

We are moving here as a permanent.

Visit Family

Family

Ham Radio event and birds, Yuma Wetlands, Mittrey lake

Business

Appendix C: Visitor Open-Ended Responses

Family lives here

Annual Trip Back to Florida

Visit Family

To visit family and spend Christmas together

For work at the hospital

Meds in Mexico

Holidays

Son stationed USMC

I <3 Yuma Ag

Pass Thru

Business

Nice city and close to Mexico

Business in June 2015

Business - two times per month

Friendly people, work

Future Business at YPG

Weather

Because I'm here a lot for work

Business

Travel for work

For additional business

Work

Lovely city and close to Mexico

Business

Business

Call on School/school districts again

Because I do business in Arizona and I love it here

Business

Ongoing business meetings with Yuma, AZ Insurance agencies

Business

Business- personal-visit the Yuma Prison

More work

Travel stop to LA

Work

Work

Gout Business (YPG)

Passing through

Business

Business

Travel through city

Work related trip

work related- 4X/yr

Work

Appendix C: Visitor Open-Ended Responses

Visit Daughter who works here

Another conference

Getaway

On the way to California

Business

Tour Historical Sites

Yuma is one of our favorite stop-overs (we love the hotel Hilton Garden Inn @ Pinot Point)

Return trip home from Phoenix

Business + Dunes!

Business

Business

We love to walk the wetlands + water birds. Affordable get-away.

Lovely, quiet town with great shops + Friendly people

Medical

Family

Passing Through

Business Clients

Passing Through Area Visit

Geocaching event. Visit Mexico

Geocaching event held yearly

Work

Passing through

Work

Nice place to visit

Vacation

I come here multiple times a year on business

Medical

Business trips

Overnight enroute to another destination

We are scheduled for at least 2 more conventions

Maybe for visit

Maybe

Continued growth w/ product in school

Business meetings + provide training to agencies

Every month for my job

Other conventions

Bi-weekly trip 2 or 3 days at a time

To travel w/business associate again.

Agriculture business

Business

Business

My wife and I consider this a vacation location

Business

Appendix C: Visitor Open-Ended Responses

Work
On the way back
Every 2 weeks
Work
On assignment up to six months - will travel home twice a month
Government Requirements
In town every 3 weeks for business
Business
Explore, visit museums, hike
Business
Business
Business-client in town
Have family here
Business
Have a meeting next
Numerous DHS projects are on-going
Family here
Visit Family, Events
More Dental work
Visit - gorgeous
Business/Govt
Golf in the winter
Work
Returning for work assignments
I'd like to enjoy some winter months here too
Business related/enjoying dune riding
Business
Work + Family
Family
1/2 way to Sand Diego to Tucson
Family are here
Pass through- Business -
Visiting Kofa
To visit relatives in the area
Return business trip
Return trip
Continued business opportunities in the area
25 minutes
Family
On our way to visit our daughter & grandchildren in Calif
Travel
To purchase some real estate for retirement!
To pass through to another destination

Appendix C: Visitor Open-Ended Responses

More work related trips
Business
Passing through
Passing through
Love it, Plus Family
NOV. 1 yr. Because It will be my mom's memorial
Family lives here
Visit Family, Shop at Sprague's Sports!!
Business
To work
Passing Through
Family
Government Business
Visit brother at Arizona Western College
Visiting family
Because I love Yuma
More Bike Rally's
Passing Through
Work
More work at the hospital
More work
Business
For work
Work
For business
More work
More testing at YPG
Visiting family
For business
4 month contract with YRMC
Further dental work
Family
Love it here
Same as previous visits. To procure medicines less expensive than charged through Medicare- (fell into "doughnut hole")
Visit Family
Friends & Dental
Golf
Dental
Business
Family
Love La Fuente!
Traveling through
I have property here

Appendix C: Visitor Open-Ended Responses

If family moves here
Medical & or Holiday
Meet up with relatives and go to Mexico
Same as stated earlier
Medical Services
Business
Visit Mexico
To visit a friend
Business with hospital cancer center.
More Dental Work
Business
Recreation
YPG
Very nice people and comfortable location friendly people
Vacation and more dental work in Mexico
Business-meet w/clients
To refuel from San Diego enroute to Las Cruces
Business
We will likely travel through again
Passing Thru
Traveling
Passing Through
Work
To visit again or on the way to SD CA
Love it!
To visit more historic sites
Visit Relatives
Annual motorcycle event in April
I like the area and I have family stationed here.
Visit friends plus Mexico
Come Back as a visitor and vendor again
Travel here for business frequently
For winter holiday + Dental work in Los Algodones
Holiday-dental work and optional in Mexico
More work. Love Colorado
Los Algodones-Dentist
Same-every 6 mos. we do dental and eye care in Mexico
We enjoy the people, and have friends here
Business every week
Business
Passing Through
Love Yuma
Pool Yuma

Appendix C: Visitor Open-Ended Responses

Dental Work
If passing through
For dental work in Los Algodones
Dental Work
More dental work in Los Algodones, MX
To go to Los Algodones, Fav Dentistry + Eye Doctor
Snowbird weather
To go to Mexico to Dentist
Work visits/meetings
Trip to Dentist (Los Algodones) on to Southern CA
Medical in Mexico - Vacation on the river
Same
To visit Arizona (grandson) + shop
We go dance in this area & get dental done in Mexico
Dental work in Mexico
Yuma is on the way to lots of places I want to go.
Have a home here
Always working here
Los Algodones, MX
We like the weather
Family
On the way to Mexico
Maybe
Shopping, Great city, great hotel, La Fuente close to border to go home
Shopping Enjoy La Fuente Inn
Visit Family
I enjoyed my stay, will bring my family for a visit
Convenient when visiting Los Algodones + to visit friends in AZ
This is our place to stay for our dental appts
Travel through
More Dental work
We will be back for the Dunes at some point.
Visit friends who spend winters here
I either attend the dog show or medical visit.
Travel
Visit family, medical shopping
To stop in Mexico for dental +/- or optical
To go to Mexico for dental
Annually make 2 trips always stay at La Fuente Inn
A break from Palm Springs, CA
Love the area
Los Algodones - dentist
Shop/Visit/Tour

Appendix C: Visitor Open-Ended Responses

I was raised here, 1978 Kofa Grad

Same reason- get away/road trip

Mother lives here

Additional dental work

Work

Inspection of chops

Outdoor recreation interest

Dental

Medical in Los Algodones, MX

Travel freq. San Diego to visit son & family

My wife + I like to travel and Yuma is great

Banking, Shopping

Lovely, friendly little stop-over!

Fun destination, easy to get around friendly people

Work/Friends

N/A

Maybe...nice area

Get meds in Mexico

For ADE trainings

Every 6 months to get meds from Mexico

Enroute to San Diego/Mexico

Would like to see more site + hike

Shopping in Mexico

Love the climate here in winter

We like it here

Mexico for medical services

For medical/dental services/Mexico

To go to Algodones

Leisure

Some

My hometown and have family living here

To go to Mexico

Visits to Mex

Love, love Yuma. We feel very much at home here

To visit family

I would like to visit with my family for a few more days

More swim meets

Like area (not the streets!!!)

I love it-We love the hospitality of La Fuente Inn

I will return to Yuma to enjoy a warm sunny break from "W" Washington Winter

Moving here

Visit Family

Would like to come back + actually tour some agricultural areas

Appendix C: Visitor Open-Ended Responses

Weather + Dental work

We enjoy it

We love it here and want to escape the cold in Colorado. We feel that the staff at La Fuente and the friends we have made here are our second family =)

Family here

Family

I find it unbeatable and neat for drive though

Golf

Mexico

We come every year

Next year- dentist

Business with Military

My family and I will be moving to Yuma in June

Pass Thru

Dental

Friends/Mexico

Passing through + will spend the night on our way to CA

To visit friends and Mexico

On way to and from CA

Meet with friends & family

Usually stop by here on my way to the beach

Mexico Pharmacy & exploring Yuma overall

Have family here

Always a pass through on way to spring training in phx

Friend lives here quick getaway

Annual Golf with Friends

Friends love here

Visit + go to Mexico

We like to stay here while we visit Mexico

On route to family in Calif.

Work

I come here often for work

Dental Work, Algodones

Traveling to San Diego. Visit Los Algodones, MX

Road Trip-Vacation

There is a mystique to Yuma & I think it's not being capitalized on That's why Yuma's a pleasant pass by rather than a destination - close to CA + Tourists!

Visit your great town!

Great Weather

On our way home in the spring

Races at Cocopah

Probably next winter

We enjoy the area

We have enjoyed the people + warm weather and will return definitely

Appendix C: Visitor Open-Ended Responses

Will be back in May and September

Visit

Shopping & La Fuente Inn

I have family here

Return trip in 2 wks.

More dental work

Reception

Awesome city good friends

Like to take my time L-4 some of the rating places around old town

Dental work

Visit Los Algodones (Dental, optical, RX)

Business

Work

Seems cool, maybe hikes or camping

Lovely Hotel with friendly and helpful staff

River City Grill. We like Yuma Prison, Lutes Casino, nice stop before Tucson

Medical

We will stop on our way home

We come to Yuma about once a month to shop

Varies

Passing thru and really like Yuma and the people are so friendly

Visit Mexico

Travel through

We always stop here on way to CA

We plan to go back home & stay 1 night again in Yuma

Stay one night before we travel to San Diego

Passing Thru

Dentist- Historical Sites

Have Mfg. Bus in Yuma

Love the hotel- mall centrally located

Agribusiness

One weekend per month \$ we do exact same things every time

Family

On the way to San Diego

En route to elsewhere

Business- Military

Business & Personal

Memorial service for mother- in-law

Passing Through to Southern California

Work

On way to San Diego

Prefer I-8 for travel between AZ-CA

Visit Friend

Appendix C: Visitor Open-Ended Responses

Good Climate. Relaxed, Tranquility

Dental Work

Business

Distribution Business

Oh this short visit we found this to be a clean +friendly town. Much more than I expected + interesting!

Dental Work in Mexico

Complete my Dental Procedure

Follow up with the dentist

Dove Hunting Season

Next Year Dove Season

Next Year Dove Season

Dove season

Great restaurant, convenient

Family lives here

Follow up dental appt in Mexico

Passing thru to SD and visiting Lake Martinez

Love Yuma!

I always stop here on my drive last & then back home to San Diego

Repeat business

Family

Very beautiful nice friendly

Visit Mexico for Dental Service

Lots of nature

Work

Business

Visit friends + the casino!

Dental & optical fellowship

We have a lot of friends that spend the winter down here

To enjoy the sunshine and warm temperature

Family

Love Lake MI-Tree

Work

Friends, Jeepin

Friend's & Great shopping + access to Algodones

Visit mother, sister + family

Look @ Rv's

Climate, activities

Because we came down here to escape the winter. We live on the road, so we migrate south for winter

Visit

Prices Reasonable Date Shakes

Long drive but in Monter.

Family business

Family business

Appendix C: Visitor Open-Ended Responses

My grandparents came here

Love it here

More Dental work in Los Algodones, MX

Purchase a 1/2 retirement home

Weather/friends/misc. things to do

Visit relatives

Visit Family

Visit friends + go to Mexico

Nice area + friends from Canada winter here

Dad lives here

Family

Family is still here

Parents

Visit and Mexico for dental work

Visit Friends

Mexico

Winter in this area

We have Friends- Snowbirds in Yuma plus square dance festival each year. It's only our 2nd time in Yuma. Our first time at the festival.

To visit friends

Visit friends + other area

Great place

Dentistry in Mexico, Recreation

Interesting place, lots to see

Relative lives here

To visit friends

Weekly on Thursday stay overnight

Visit Family

Family

Business

Work

Work visit

Yuma is a neat place to visit

For work

Perhaps, en route to other natural attraction

Its quiet, fishing is relaxing

For business

Work

5 week teaching assignment

Passing thru

Passing thru

Visit Family

Family & birth home

Work and friends

Appendix C: Visitor Open-Ended Responses

Work
If work needs
Visit Mexico
Business
Work related
For family and taking care of their business
Visit
Its where we pick up kids who see their other family in CA
Have family in AZ and always get gasoline in Yuma
Meet family in the Dunes
Would like to see more place not enough time
Work
Don't know yet-I just got here!
Possible Job change
Business
Continued work activities
Business
Business
Another event in 2 weeks
To see family. One of our party was born here in 1996
Work
At least passing through
To come see family
Just stopped by for authentic food, loved the area
Not enough time for everything
Not enough time to do all wanted
Business/Government
Business
Business
Business
MCAs Yuma contact
Business
Business
Work, celsure
Work
Business
Family
Family
Conference/Training
Love the people and city and all that's goes on
Like to visit casinos, Mexico, flea markets
We have family here
See Family

Visit Family
Visit to my son (in the military)
Family lives here
Work- Training
Work
Pass through
Yuma is conventional clean and reasonable.
It's a relaxing & interesting destination
Work
Dental work
More dental work in Mexico
Monthly Delivery
1. Warm 2. Reasonable roommates at Yuma Cabana 3. Close to Algodones 4. Nice Folks

No

I'm here as part of a road trip, and I won't make the same trip twice
Too windy + dusty for our camping needs
Do not expect to travel this area
Part of Roundtrip, But Maybe
Do not usually come this way
Too Far From Home! But very nice place... glad we came :)
Probably Not
Not enough to do on a second trip
There isn't much to do with family that seems enjoyable "out of the sun" It has some nice places to visit but not as a vacation stay. Just drive and stop by quick.
No meeting scheduled
I came to see my husband who is out here working
Perhaps, en route to other natural attraction
Not intentionally. This is a planned 2 c working periods (10 days M-F w/ weekend between to go back to Phx)
Just don't know yet
Returning to Australia
Place of negative feelings due to accident/death
No traveling because of age
Too congested
Not really sure if I'll be back so I'm saying no but it is a possibility
Mission completed
Business only trip
Unlikely, we travel to different destinations for vacation each time
Not my territory
No plans right now but maybe in future
Won't return unless need to make presentation
No plans for future work here at this time
Not enough to do
Too far from home

Appendix C: Visitor Open-Ended Responses

Too far from my home + a lot of desert. I prefer the mountains + pine trees.

No more Western road trips at this time

Husband + my work is not here

I'd love to but no plans

This was a unique trip

Finished with medical need

No specific plan, but there's no reason I would not return

Too Hot

Not passing thru

Moving out east

I love Hawaii this visit is for the government

I came to see prison & it is closed for renovations!!! :(

No travel there

So much to see elsewhere & too little time

Too hot!!!

Yuma was a destination when my daughter graduates + her family lived here - but I don't expect to be back this direction for a while

Retiring

Don't know at the moment

I am not scheduled to work in Yuma for next couple of weeks

Not enough to do!

If is one of those transient places

Just for traveling through

Not Reported / Not Decided

Family may be returning home to California

Pretty cool town, perhaps I'll make another trip down here for pleasure

Don't Know; see my age

Maybe

Maybe

If necessary

If another meet

Maybe

Maybe, too many places to see in the world

Don't have immediate plan

unsure

We would like to. No sure at this time. Age is a Factor

Not sure as long way from home

Probably

Hopefully

Maybe

Maybe

If our daughter continues to live here, we expect to return

Don't know why should I?

Maybe
I don't know
Possibly
Not sure this was our first visit to the area. We are still both working
Don't know first time here
Depends on Health Care facility needs for a registered nurse
Possibly
Not sure we often pass through
Don't know
Depends on work requirements
Unknown
At some point
Unsure
Possibly - we love the desert
See what life brings God willing
Undecided
Unsure, depends on business needs
Unknown
Undetermined
Maybe
Unknown
Don't know yet
Possibly
Maybe
Possibly
Don't Know
Not certain
Don't know
Unsure
Not sure
Maybe
Don't Know
Maybe

Please let us know how your stay in Yuma could have been made better.

Comments

A little more rain
A longer stay to visit more history areas
A wonderful 2 days
Actually - kudos to La Fuente- pleasant Surprise. Olive Garden @ mall email service was very good
Actually had a great stay considering the circumstances
Actually, we were very pleasantly surprised by our stay. You have done a good job of highlighting pivot point. Enjoyed the history and river walk. Well done!
Advise public of the closing of the prison. 'Not Happy' No info given-out!

Appendix C: Visitor Open-Ended Responses

Air conditioning very noisy, difficult to sleep

All accommodations were fine/excellent staff at front desk were excellent & professional, very helpful. Thank you.

All good!

All was great except for the ice machines although was over 100 degrees so will prepare next time no biggie

All was great. Happy to stay at Candlewood Suites. Comfortable lodging. Thank you.

All went well

Always very fine!

Always wonderful

Always Wonderful!

Amazing!

Ants on kitchenette counter. Had to insert keys numerous times to work. No suitcase stand. Otherwise room was great!!!

att, great people, keep up the good work, Melinda went way out of her way to make me happy

Awesome as usual

Awesome city!

Awesome!

Ban Fox T.V.

Being in the middle of many cities, Yuma should advertise what there is to do besides farm expo's or military jets flying. It needs to find a way to catch one's attention, Yuma needs to lose the there's nothing to do here image.

Best Place I ever stayed

Better craft beer, and a hotel room that doesn't have a bible.

Better directions off the interstate 8 to the Hilton Gardens

Better Internet @ hotel! Fewer cash only Restaurants. Cash only is difficult for expense reports. Also a better what to do guide.

Better television in the hotel. More info for entering to the Colorado River

Better variety of restaurants

Better Wi-Fi connection/quality Better breakfast (real eggs)

Better, healthier restaurants + attractions to visit

Breakfast at Candlewood suites

Bring back outback steakhouse!

Candlewood suites staff was the best I've seen in my years of traveling!

can't think of any suggestions

Changing city, friendly. Thank you Coronado for making our stay a treasured and happy memory!

City of Yuma insurance company should have covered power surge to my RV @ the fairgrounds!

Concerned about empty lots at 4th + intersection of Hwy. - Try to keep the small town look i.e. "quaint" Building/older buildings unique interesting. Keep English a priority. Don't speak and think it rude when servers start chattering in another language while in the USA.

Cool it off some :)

Cooler Temp LOL Need a Walgreens or CVS near Holiday Inn/Palm Mall. And small grocery store. Many, many half assed breakfast and lunches purchased at Circle-K on 95 near Fortuna.

Cooler temperature. Seriously it has been a good stay.

Cooler weather

Coronado Motel was nice

Could not get internet to connect

Couldn't be better!

Appendix C: Visitor Open-Ended Responses

Culture “hip” restaurants, bars not oriented to locals

Detailed maps of Yuma. I got lost a couple of times Wi-Fi did not work in room.

Develop/Make a Yuma “Must See” Experience package all-in-one for international tourists. E.G. one day experience Yuma core values including tour on the Colorado River 2-3 hours horse ride in the desert.

Diverse Restaurant

Do this 2x/yr. Always great Hotel staff fantastic!! =)

Don't change a thing

driving from Tucson to San Diego

Due to numerous food allergies it is much harder to get gluten free foods here. We were able to make due and cooked several meals in the room. Kitchenette was very handy. Thank you!

Each drive we have visited we have been very pleased

Easier Internet access

Enjoyed the hospitality- 2nd floor very inconveniently consider my age and disabilities

Enjoyed the hotel, restaurants & downtown

Even though I'm here for work, I always enjoy Yuma. Very Accommodating + Friendly.

Everyone that I have spoken with have been very nice and helpful

Everything + everyone we had contact with was great God Bless :)

Everything at the Coronado Motor Hotel was great! Servers were awesome at the Landing!

Everything is Excellent

Everything I've seen is perfect especially around the city the streets are so clean and beautiful. Hoping to come visit more often.

Everything was fine-Nice Gun show to attend also

Everything was great

Everything was great

Everything was great!

Everything was great. I come to Yuma around 4 times a year. I always enjoy coming here!

Everything was great. I love visiting who I love.

Everything was very accommodating

Everything was wonderful everyone has done a great job. Will definitely return in the future

Everything you guys are doing is wonderful

Excellence continuous on all accounts

Excellent Accommodations! Larger coffee makers, checked out @desk. Larger office water saver in shower. Thx!

Excellent accommodations!

Excellent environment and hospitality + friendly people.

Excellent Hotel experience. Thank you so much! Great front Desk Help!

Excellent hotel Great for families 1 bedroom suite is perfect size! Very clean no complaints :)

Excellent stay- staff was very friendly & accommodated all of our needs

Excellent customer service! Clean hotel. Thanks!

Experience was just fine!

Fabulous

Fabulous

Faster internet =)

Finish downtown - incorporate the history of the area. Retain/Refurnish historic buildings.

Food needs to be improved (thanksgiving for dinner)

Appendix C: Visitor Open-Ended Responses

For the 3 days we were here I had to listen to a child run nonstop upstairs along with him falling to the floor and dragging table across floor. There is an adult also stomping across the floor. I spoke with the front desk and managed to get a couple hours of quiet. This is really not acceptable. The a/c is also extremely loud. Maintenance worked on it but it didn't help. I did get the hair dryer fixed.

Foul truck yellow cloud drifting over part of Yuma. Looks like Hiroshima rush be unhealthy to lungs etc.

Friendly staff Hotel needs updating

Fun in the Sun. Everyone here @ the Radisson was great to us. Thank you. The potatoes in the breakfast feast get smarter employees

Get the road construction finished!

Girl at desk was very friendly. Room was nice. Will come back.

Good

Good Place. Another friendly Arizona city.

Good stay although brief

Good!

Great

Great

Great

Great County, bed, and shower.

Great experience! Excellent service with front desk, maintenance & housekeeping Thank you

Great fun

Great hotel (Hilton) & friendly staff. Thank you Yuma!!

Great hotel! Super affordable!

Great Hotel, really comfortable. Clean Organized.

Great hotel, staff & location

Great Stay

Great stay

Great stay! :)

Great time at La Fuente don't know that it could be any better

Great town - Very Friendly people

Great Trip - Thanks

Great Visit!

Great!

Great! Pleasant + social people great restaurant service Great!

Had a fine stay.

Had a good Time in Yuma. They should label what in the field's crops.

Had some problems with room - (needs new carpet)

Hard to make my stay at La Fuente In better. Well maybe, more breakfast choices. This place is truly an "Oasis in the Desert" Best pool and courtyard in Yuma. Great staff - very friendly and accommodating. I always stay here at La Fuente.

Have a better mall

Have a conditioner in the room working

Have a working blow dryer, works for a few secs then stopes. Front desk doesn't have and ect. Never heard of such a thing. Thanks!

Have enjoyed my stay

Have street maps with points of interests at the hotels

Appendix C: Visitor Open-Ended Responses

Highlight weekend events at the hotels

Hospitality of La Fuente staff!

Hot Tub was not working. *People smoking outside Room 139 The smoke is bad outside this room!

Hotel- food- very good!

Hotel is terrific impossible to improve staff is wonderful - we will return! Thank you for being interested in a visitor's opinion!

Hotel was great! Quiet with good customer service. Thanks!

I always enjoy being here

I can't even imagine- Hotel staff wonderful- room wonderful. Location perfect to work.

I can't think of anything

I couldn't be more UNHAPPY with Microtel- facility was dirty doors didn't work, key card kept not working- attitude from front desk was absolute crap other guests were complaining of checking into their room & no housekeeping was done I will not stay here AGAIN!

I don't know it was all very nice. Perhaps a map just of the city and the border area. List of Hotels and restaurants and phone #'s.

I have enjoyed it so far. We live on a tight budget and mostly we've been staying overnight at 2 different Walmart's here. We're hoping to save enough money to get a small camper for our family to live in. We have 2 small kids ages 3 yrs and 2 yrs. We have a fund set up to raise money for the camper we need. It is www.gofundme.com/n6954x9C. On the front of the survey it reads: Check out the Allen Family Camper Fund at: www.GoFundme.com/n6954y9C. We are a family with 2 small kids that live on the road, for 19 months after losing our apartment in New York state. We're hoping to get a small camper to live in.

I love this Hotel-I stay here when I visit Yuma, (Hilton Garden Inn, Pivot Point)

I Love Yuma

I love Yuma & people + downtown is improving and enjoyable.

I never knew there was an airport-especially international advertise- get airlines to help dog poop stations in old town hotels should have tiny complimentary sun screen to encourage people to stay and tour for a day.

I really enjoy Yuma but better mass transit would be a great help!

I recommend you have a more informative website. When I checked Yuma on the web I only learned about the prison. I would have planned another day to stay here if we had known more about all activities + the nice winter weather.

I stayed at Microtel Inn Suites. Very clean, safety and close to where I had to move.

I stayed for 2 weeks here in the motel + then moved to an apartment near the hospital. The staff + amenities + service were all wonderful. I very much enjoyed my stay.

I think a little bit more variety in restaurants would be good. More amusement for children.

I think that this place meets all expectations

I think the border patrol is offensive and intrusive. I think it's a shame that even the "locals" don't like crossing the border anymore.

I was very happy with my stay

I wish I had more time here to visit the area, instead of just passing through

I wish to know more about Yuma business, restaurants

I would I have liked a chair outside my door since this is mom smoking room & trash bags in the trashcans. My room had none

If it wasn't always about work

If the A.C. in room could have worked a little better

Improved Wi-Fi. What we liked: 1. Warmth (100 F) 2. Affordable hotels 3. Martha's Garden (although closed at week-ends) 4. Historic prison, 5. Colorado for old bridge

Initially disappointed w/grouting around toilet - (Rm116) Can be fixed and cosmetically repaired for \$10. Moved to a suite + completely satisfied- slept exceptionally well. Mixed emotions but finished our stay very satisfied. Breakfast very good!

Appendix C: Visitor Open-Ended Responses

Internet was not connecting other than that we had a nice stay will be back and recommend to others

Issues with Room Key, Phone out working, room 101, Melinda (Night Clerk) very professional, patient and friendly . Handed Key issue very professionally. Lisa also very helpful and friendly- God Bless you all

It could have been better if there was a gas station W/E 85 in town. I have to get gas in Dateland.

It has been great.

It has been relaxing, especially waiter (Mark)

It is as good as expected

It is fine. Been to Yuma many times in a RV.

It is perfect

It was a great stay in Yuma. The Historic Coronado Motor Hotel is great, and the Yuma Territorial Prison was an educational experience.

It was a very good stay.

It was all good.

It was excellent!

It was fabulous

it was Fine

It was good, everyone was friendly & helpful.

It was great

It was great

it was great

It was great as is.

It was great breakfast was wonderful!

It was great!

It was great!

It was great! Thank you

It was great, lots of culture and history. Plenty to see and look forward to returning.

It was great, wish had free breakfast

It was great-nice people great prices, great food!

It was lovely, The hotel was wonderful the food delicious the people extremely friendly. Thanks so much.

It was nice the way it was

It was perfect

It was perfect as usual. Thank you-

It was perfect. Thank you

It was very accommodating! Thank-you

It was wonderful. I enjoy the staff at Candlewood.

It'd be great!

It's all good here!!

It's been excellent. Maid service @ Microtel is very bad. Inefficient in their time frames.

It's been good

It's been great! Radisson is very nice hotel

It's been wonderful. A nice 2 day get away for us in a hotel for a change - and eating out!

It's hard to find a T.V. Guide for Yuma.

It's very good

Appendix C: Visitor Open-Ended Responses

Just a shout out to Ana, the front desk person on Tues, 12/29, She was so helpful + understanding when we arrived at 9:30 pm, we were exhausted and Ana made our check-in (2 rooms) fast + easy! Happy New Year!

Just keep the Wx nice!

Keep the focus on down town Yuma it looks better every visit

Lack of customer service was noticeable. Stores: long line ups when I mentioned to clerk she said, "oh its always this way." Only two clerks with 20 people in line. (Ross) Restaurants: line ups due to not enough staff (I asked). Got up and left two places. We are seasoned travelers + this was bad.

Later check-out than 30 min

Less construction

Less heat more Yuma Jazz in the village (near Harkins)

Less intense summer heat. Lovely other seasons. Good restaurants and good shopping breaks the drive up. Gives us an early start in the day so we can shop some more in Viejas and get to San Diego hotel early afternoon.

Less wind :)

Less wind!!

Lights timed better very slow moving traffic

Liked hotel we stayed in - reasonable and clean

LOL, fly swatter, no matter fast you are they get

Longer pedestrian traffic lights @ 16th + freeway. Takes us old folks longer to get across the st! :)

Longer Visit. Hotel 5 star rating in my opinion. Hot tub needs to be hotter it's like a warm bath.

Lots of dust everywhere bad for asthma

Love to visit here

Love your motel, clean, friendly,. Great atmosphere, beautiful courtyard

Loved Coronado Hotel- Glad to see old downtown continues to grow- love German restaurant

Loved on motel and restaurant (Coronado & Yuma landing) Everyone was friendly and helpful

Lovely so far!

Lower hotel taxes & sales taxes

Lower Temp! Otherwise a beautiful city... especially the river front park + walk

Lower Temperature

Lower Temps by 20 degrees in summer

Lower the temperature - HA-HA!

Maps!

May stay was great

Met all expectations

Microtel is a very pleasant hotel to stay with. Ana whom works nights is a great person, with exceptional customer service very helpful.

More activities in the area for the weekend

More activities More stores

More airlines, I fly delta so I fly into Tucson, and drive to Yuma.

More antique stores

More attractions, the river was nice

more comprehensive list of things to do or see

More detailed info. On various water areas + recreation - hard to find info.

More hotels as this time of year is difficult to find a room. Also unique restaurants-nothing hardly except a few in old town.

Appendix C: Visitor Open-Ended Responses

More information in Hotel on local area & maps showing attractions. Map we got at hotel had nothing on it referring to prison museum, quarter masters park, etc.

more local restaurant choices (not chains)

More local! Less commercial!

More maps of the town! Where are the best Mexican Resaurants or Casts are

More things for tourists to do, or by providing brochures with places to go.

More Time

More time, Servers at Olive Garden very friendly. Staff at Microtel excellent customer service. We like Yuma!! :)

Most of the pamphlets in our hotel were for activities in California or elsewhere. A map and activity pamphlet of Yuma would be nice. We operate ATV's so info on this & maps, etc would have been nice too.

Motels could put out a "Free" sign when they have no more rooms available to save the time of parking and going in and asking. We checked 7 or 8 places before finding this room which is very veil

Move to Pacific Ocean closer! Then Yuma wouldn't be Yuma... Quiet, Nice, etc. =)

Much more dog friendly accommodations & activities

My brother said, "More cacti and not enough cowboys with ten gallon hats."

My stay was very good.

N/A Candlewood suites was fantastic

N/A La Fuente Motel was clean comfortable + had a great location

NA Hotels close to freeway + good service

Need couple higher end restaurants. But Yuma is a "working town" & I like it. No frills, no B.S.

Need more airline options for Yuma Drove from phnx Delta or united would be great

New Mall

Nice area where H9! Is located but noise from trains + cars is hard to deal with-need double or triple pane windows

Nice Hotel. Liked happy hour :) + breakfast

Nice place

Nice place with nice people! The animal shelter/humane society is a great place! I hope it is well supported by the community!

nice stay, no suggestions at the moment

No better-love the La Fuente + will recommend it to friends

No complains

No complaints

No complaints

No complaints!

No complaints. Staff at La Fuente Inn and Suites are always the best, from checking in (especially pretty, dark haired (wavy) girl!) If my business, was located in Yuma, I would try to steal them away from La Fuente, although they seem pretty content here.

No farm tours were being offered while we were here except for the lettuce days. It seems the passing through kind of tourist would not have that opportunity

No idea, great! =)

No Problems

No problems -Great!

No problems whatsoever

No recommendation

No way I can think of. We will always stay here at La Fuente

Appendix C: Visitor Open-Ended Responses

Noisy heating/ ac-could be made quieter?

None

None

Nope, very nice. The hotel was noisy/loud no attempt to reduce sounds between rooms or hallway door slam just going shut.

Not a problem Love La Fuente to stay great place

Not charging for breakfast would be nice

Not getting concrete + water all over my rental car where they were putting in curbs @ 4th ave & 16th

Nothing - we love location rooms full kitchen and best of all: full breakfast Actually- hair conditioner dark washcloth for windshield cleaning

Nothing could have been better everything was 1st class Thanks

Nothing- everything has been great. We got gas in Dateland because we were low-otherwise I usually get gas here.

Nothing Keep up Good Work

Nothing that we know for the moment could've been made better. Sleep comfortably. They stay was elegantly exquisite, would recommend to friends!

nothing you could do

Nothing/Very Friendly + helpful

O.K. as is

omg 2 digit temperatures

Only if a high speed train from Vegas to Yuma or a reasonably priced flight from Vegas to Yuma (direct flight only)

Only if we arrived earlier! Also would have stayed another day if we knew about local car show.

Our favorite restaurants are prison Hill Brewery & Das Bratwurst Haus but Das Bratwurst closes for the summer. It will be open next visit and it will be my first stop!!!!

Our Hotel La Fuente lovely, clean & dog friendly would return again & recommend. Would have liked a "guide/Pamphlet" to Yuma & nearby to familiarize ourselves with Yuma & locals secret places to see & visit.

Our stay is always very nice. Everything you need is an area; motels restaurants shopping & site seeing (a little further out, but o.k.)

Our stay was great! We will return to the same hotel as they were super friendly and very nice.

Our stay was lovely

Our story at La Fuente has been a perfect vacation. I can't think of any suggestion for improvement

Pay me to visit... :)

People at front desk - very friendly + helpful best I have seen at hotels recently

Perfect Stay. Perfect Location. Will definitely be back. All hotel staff were amazing.

Perfect!

Pioneer cemetery needs info board to tell you about it or paper work that explains the historical significance. I was deeply saddened by the state of it.

Provide more information about Yuma Attractions + Main Interest Points. Information about Yuma old Downtown and shopping areas.

Radisson Hotel Allowed early check-in upon arrival @ 12:00 pm. That made my trip better

Raining Money

Receptionist is very pleasant

Redecorate lobby, tropical theme, no, no, I think maybe historical theme planes, boats titans

Refrigerator in room. But you let me keep my cold food in your fridge, which I really appreciate that. Your front desk was very nice made me feel at home. Thank you for your hospitality. I will be back next time.

Rehab the historic buildings> don't lose the heritage that makes you unique don't turn into generic suburban sprawl

Appendix C: Visitor Open-Ended Responses

Restaurant, River City Grill Nice surprise!

Rooms very clean

Safety- visual-elevator @ hotel open shaft no barricades so someone not paying attention could have walked in and fell - not good. Person working on elevator stated no need to put safety barricades up : ((Hilton Garden

Service at the La Fuente Inn and Suites was excellent- staff was very friendly and nightly rate for room very reasonable. Enjoyed a very nice dinner at the Olive Garden.

Smoke in hotel. Came in Room. Bad

so far good

So Far so good

So far, it is fine, warm and reasonable

So fun, so good! Too much smoking by the pool gate! You need a no smoking sign- (no, there isn't one there!)

Stay was good

Stayed @ Coronado Motor Court - will visit Territorial Prison + Historic Sites. Nice Town - don't enter Business * from the east side!! Coming in on Bus. 8 from the east is a bad first impression almost gave up trying to find historic downtown- more signage? Thanks

Stayed at La Fuente, they are fantastic.

Straighten out street signs E.Q. Alphabetical order

Tell the riversorts to pave their sites, like in mesa! Otherwise like the town or traffic Thanks!

Thank you for hospitality, very friendly & helpful people in Yuma!! Lovely Place!

Thanks for the inspection site out of town. Told inspector we were glad they were there. :(Drugs and alcohol damaging our family :(Our grandson drunk just hit a pedestrian - car from accident (Killed pedestrian) He was in jail in WA Sept 2014- Jan 2015 Learned nothing! I requested Rehab- he never quit & now he goes to prison for long time. Yuma is spacious- visited one of the 55+ over RV Park. We're snowbirds in Sun City, AZ.

Thanks to La Fuente Inn We had a great stay & food. Will be here again

Thanks!

The Best

The Canadian dollar would have been better \$1 Canadian doesn't go very far \$1 American costs us 1.33. No wonder we don't shop!!

The day we checked in, we were told our room may not be ready by 3, 3 is check in time

The food at Dick's BBQ was inedible. Last time I passed through Yuma the food at Applebee's wasn't too great. Another time IHOP was miserable fail. If I've ever gotten a good meal in Yuma, I don't remember it.

The happy hour + breakfast were great. Everybody is very friendly + helpful which made for a great experience. Thank you!

The noise from the filtration plant/pump/berring is quite disturbing the noise level/pitch must exceed any city ordinance and should be repaired

The pool(s) is/are a disappointment They are not working correctly. We wanted to stay by the Pool + swim + rest. So frustrating! At least we have family here to visit. That is the purpose of the trip. Once in a life time journey. Does Yuma have like a sulfur smell? Is that Industry?

The Staff @ La Fuente Inn are so friendly: helpful. The hotel itself is all we would ever ask for. Why go to Mexico when this hotel is like a small resort. We continue coming back here, as they make us feel @ home and we enjoy all the hotel has to offer.

The stay here was enjoyable. Very friendly staff. Would come again! Thank you

The stay was very good.

There have been some improvements with security. Why did the building close? Why is the station just a platform station? This might be a way to bring visitors in, if it was a more secure area.

There was no Wi-Fi, in the room + my phone was not working to the front desk RM #203

Appendix C: Visitor Open-Ended Responses

This Hotel has had the best staff I have encountered in a long time. Every member is helpful and respectful. This staff far exceeds other Hilton Hotels and management should be proud of their efforts. I would like to especially thank Pete for his above and Beyond Effort to all ways be Helpful and friendly.

This hotel was fantastic Happy home was really nice & breakfast was very good. The room was very clean

This is the 3rd time traveling thru the area. On previous trips I have been to Yuma prison and truly enjoy the area.

This motel advertised appetizers + cocktail 5-7 pm. 1st night only nachos + popcorn - 2nd night only popcorn - very disappointing since it was raining and we planned on 6 pm to have our time in that room - They said pizza was served but was gone at 5 pm

This room is great! Every clean, comfortable, & affordable! Thanks for the great stay!

This trip was very enjoyable. We had some very long work days but we had a couple days off. The area is very hospitable, I only wish we would have had more time to explore.

Thought your old town section would have been a little more interesting. Liked Yuma Palms area.

Thoroughly enjoyable visit!

Thoroughly enjoyed our stay. Love the "Happy Hour" + Breakfast

to fill out this form for others make more than \$50 for an incentive

Too soon to provide information

Top notch professional care made our trip + stay here very relaxing! => FOX News in Room!

Totally satisfied

Traffic is terrible! I expect congestion in LA or Dallas/Fort Worth...But Yuma?! - Work on it!

Tried to watch the laser show 5:10 pm wasn't working

Trip was fine

Trying to find locations of streets & businesses very difficult!! Maps make no sense

turn down the heat (:

Turn the outside temperature down!

TV's were being changed over digital & couldn't get a lot of channels. Don't know why.

Unfortunately, you are located by a sewer plant and I could smell it.

upgrade restaurant choice + quality

Very Clean and quiet! Nice atmosphere! <3

Very enjoyable time- just too hot. Nice + Friendly people + very helpful

Very Fine. Excellent features and countries.

Very Friendly People As Is. Thank you for your kind hospitality!! :) :

Very Good

Very Good - We are pleased

Very Good!!

Very happy

Very Nice

Very Nice

Very nice and enjoyed our stay

Very nice small city

Very Nice Trip enjoyed it

Very pleasant stay at the hotel Thank you

Visit Friends

Visitor Center was great. Maps at hotel were helpful

Appendix C: Visitor Open-Ended Responses

Was good - I like this hotel - stayed here twice before Great pool + happy from

Was Great

Was in ground floor room, did not feel safe. Prefer upper floors. Better preparation on my part! :)

We always enjoy the Coronado

We are happy with the Coronado Inn

We are here hard to see outdoor activities

We are very happy and love La Fuente.

We are very pleased with La Fuente Inn and their staff. Very good! Restaurant was pleasant!

We enjoyed our stay at the Coronado Motor Hotel and look forward to our return visit to Yuma AZ

We had a very pleasant experience people are kind and helpful-rooms was so clean - food was delicious. All was wonderful. Thank you

We had no problems

We have always received good service in the city.

We have enjoyed every aspect of our stay

We liked it - enjoyed seeing the city

We love it here

We love staying at La Fuente! Always a pleasant stay!

We love the hiking/star watching and kayak trips. We wish there was more recycling or American Indian attractions.

We really enjoy staying here there's no need of changing anything. Thank you.

We really enjoyed our stay at the Historic Coronado Motor Hotel and the Hog party!

We thoroughly enjoyed our stay

We were at the Coronado Hotel and everything was perfect. Really enjoyed the spacious room. Very Clean and Comfortable...

We were very happy with our visit. La Fuente Motel is a great place to stay. We have stayed here several times. We had a problem with the TV so we called the desk. The manager came right away and fixed it for us. A very nice young lady and is a credit to your hotel.

We were very impressed with the location by the River and the PARK by - the River

Website for Date Festival was late getting information out. Get out information earlier.

Well-shops open Monday- on main St. Visitor Center open on Monday. Territorial Prison site open (is closed) Sanguinetti Museum open (was closed)

We've always been happy here except today we turned on the heat and got a very awful smell.

What was the best? Pool Towels were big + wonderful!

Wi-Fi could be improved. Otherwise a very nice + relaxing place to stay. Thank you

Wi-Fi too slow

Wi-Fi unreliable unable to connect

Winning a \$50 Amazon Gift Card

Wish it wasn't so hot!

Wonderful trip! Love the Coronado Motor Hotel and River City Grill

Would like to see a "real" veteran's discount.

Would look to stay longer We will be back!

Xochilt, was very cordial and attentive to my needs. Excellent employee, keep up great work. La Fuente will be our first choice when we return to Yuma. Thank you!

Yelp for restaurants mostly Mexican food. Historic Main St. could be GREAT. Check out old town Scottsdale.

You are doing a great job!

You did great.

Appendix C: Visitor Open-Ended Responses

You have lots of traffic!

You need a small gift shop!

You not giving me this survey

You put on the most beautiful sunset as we approached Yuma! Thank you.

Your couch seat is too low. Please make it higher or put recliners in your rooms

Your faculty was very clean and friendly

Your staff is amazing- very helpful, kind + knowledgeable

Yuma is ok except for summer temps-can't think of anything - no-one can A/C the whole outdoors-or maintain a pine forest here
Roads could be maintained a little better

Yuma is underrated as a destination. Summers are obviously hot for much tourism, but winters are delightful. I didn't realize the number of artistic pottery studios in town. Impressive

Yuma is Yuma. So not sure where to start. I wouldn't call it a destination vacation place. If Yuma offered more activities for visitors- that would be helpful

Yuma needs more entertainment. Noises from up above in hotel was bothersome.

Yuma services as a base to obtain dental/optical services in Mexico. This way we get a week vacation including everything for the same price it would cost to go to the dentist at home.

3-people but had 2 rooms so changed this form for 2 rather 3 people

3rd time visiting Yuma + surrounding area. Great times all trips!!