



Study of Event Attendees at Apache Leap Mining Festival Completed for Copper Corridor Economic Development Coalition and Arizona Office of Tourism

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Completed by:

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Overview of Study and Methods

This research study aimed to better understand event attendees of the Apache Leap Mining Festival held in Superior, Arizona, located in the Copper Corridor region. This study was analyzed in conjunction with the analysis of three other event surveys located in the area. The Copper Corridor region is an area of central Arizona that is made up of 11 mining and former mining communities. This event celebrates the importance of the area's rich mining history and has been operating for 28 years. No prior primary data have been collected for this event. TDM 402 students, in an ASU research course, created the one-page clipboard questionnaire. This research is part of the Arizona Office of Tourism (AOT) funded project to assist the Copper Corridor Economic Development Coalition (CCEDC) to better understand events in the area to help create a marketing plan and strengthen regional tourism marketing efforts.

Surveyors arrived at the festival at 9:20 a.m. and began surveying at 9:40 a.m. as attendees were arriving for the 10 a.m. parade, which began the festivities for the day. A systematic random sampling method was utilized, which consisted of approaching every third group that was seen by the student researchers. One person per household was asked to fill out the survey questionnaire. If a group refused, the next group that was identified was approached. Researchers made an effort to alternate between asking men and women to complete the questionnaire. The researchers split up throughout the day in an attempt to survey people at various parts of the festival during different events. Prior to the parade, one research team surveyed one side of the street, while the other surveyed the opposite side of the street. After the parade researchers divided their time by choosing specific times, areas, and events to survey.

Surveying ended at 3:00 p.m. with 75 completed questionnaires and 20 refusals to answer the questionnaire. Refusals included: already filled out the survey, in a hurry to catch up with group, headed to work, too early in the day to be able to comment, being busy with kids, and no thank you. The question about how respondents would 'rate the following for Apache Leap Mining Festival and Superior,' may show to have a lower response rate due to people being surveyed early in the day or just arriving that had not yet experienced the event.

Demographics

The respondents to the questionnaire distributed to each travel party at the Apache Leap Mining Festival were mostly middle-aged adults and women (Table 1). There was a fairly equal response rate across age ranges. Nearly equal numbers of respondents in the 25 to 44 years of age (28%) and 65 years and over (29%) were recorded, and 37% of respondents were between 45 and 64 years of age. The smallest age segment (6%) was 18 to 24 years old (Table1).

Table 1. Demographic Profile of Apache Leap Mining Festival Attendees

Age	Frequency	Percent		
18 to 24 years	4	6%		
25 to 44 years	20	28		
45 to 64 years	27	37		
65 years old and over	<u>21</u>	<u>29</u>		
Total	72	100%		
Gender				
Female	42	58%		
Male	<u>30</u>	<u>42</u>		
Total	72	100%		
Number of Adults and Children Attending Copper Corridor Events				
	Min	Max	Median	Mean
Adults	1	10	2	2.9
Children (Age 17 or less)	0 ^a	10	2	2.1

^a Sixty-nine percent of respondents had children with them at the event.

Experience with Event and Site

Over half of the respondents were first time attendees to the event, while 43% were previous attendees (Figure 1). Of the 43% of respondents who had previously attended, 54% had attended the event 10 or more times over their lifetime (Table 2). Twenty-eight percent of respondents selected their main reason for attending the Apache Leap Mining Festival was for the family fun, and 18% indicating they came to experience mining history (Table 3). Facebook was the most selected (29%) as the information source respondents *first* learned about the event, and www.superiorarizonachamber.org being the second most (27%) selected (Table 4). Of the questionnaire respondents, 51% considered themselves visitors and traveled 50 miles or more to attend the event, while 49% were local to the area (Figure 2). Forty-eight percent were day visitors to the area and another 9% were tourists who stayed overnight. Local residents comprised of 43% of those surveyed (Table 5). Twenty-three percent of respondents participated in additional activities in Superior in addition to attending the event (Figure 3). Of that 23% of respondents who participated in additional activities, 30% came to the area to shop, while 14% also came to eat or campaign for an upcoming political race (Table 6). On a three-point scale, 53% of respondents rated (on a three-point scale) the Apache Leap Mining Festival and Superior area to have an ‘excellent’ unique environment (Table 6). Specifically in regards to the event, a large number of respondents rated ‘music and entertainment (43%), pioneer history and activities (39%), the food (36%) to be ‘excellent’, while the parade was rated (37%) as ‘good’ (Table 7). Forty-five percent of respondents rated things to do and see in Superior as ‘good’ (Table 7).

Figure 1. Past Participation in Apache Leap Mining Festival



Table 2. Number of Times Attending Apache Leap Mining Festival

	Frequency	Percent
1-3 times	7	29%
4-6 times	4	17
7-9 times	0	0
10 or more times	<u>13</u>	<u>54</u>
Total	24 ^a	100%

^a. 7 respondents did not select the number of times a previous attendee had attended.

Table 3. Main Reason for Attending Apache Leap Mining Festival

	Frequency	Percent
Family Fun	21	28%
Experience Mining History	13	18
Be part of the Community	11	15
Time with Friends	10	14
Vendor	6	8
Campaigning	4	6
Listen to Music and Dance	3	4
Chihuahua Races	1	1
Fun	1	1
Other	1	1
Rode through	1	1
All of the above	<u>2</u>	<u>3</u>
Total	74	100%

Table 4. Information Sources Used to First Learn About Apache Leap Mining Festival

Information Source (Multiple Sources Allowed)	Frequency	Percent
Answers Offered in Questionnaire		
Facebook	18	29%
www.superiorarizonachamber.org	17	27
www.tripadvisor.com	2	3
www.visitarizona.com	2	3
Other Answers Provided by Respondents		
None	4	7
Friends	3	5
Local to the area	3	5
Newspaper	3	4
Advertisement	1	2
Casa Grand Dispatch	1	2
Frequently in town	1	2
Magazine	1	2
Meet-Up	1	2



Figure 2. Origin of Apache Leap Mining Festival Participant



Table 5. Accommodations of Apache Leap Mining Festival Attendees

	Frequency	Percent
Stayed in Local Paid Accommodations ^a	6	9%
Day Visitor or stayed with Friends	33	48
Local Resident	30	43
Total	69 ^b	100%

^a 3 parties who drove over 50 miles from home answered this question and 3 parties who drove less than 50 miles stayed in paid accommodation.

^b 6 parties did not answer how far they drove and/or whether they stayed over night.

Figure 3. Participation in Other Activities in the Superior Area Besides Apache Leap Mining Festival



Table 6. Other Activities Participated in by Festival Attendees in the Superior Area on the day of Apache Leap Mining Festival Attendance (Open-Ended Question)

	Frequency	Percent ^a
Shopping	4	30%
Political	2	14
Eating	2	14
Boyce Thompson Arboretum	1	7
Family Fun	1	7
Participate in all local events	1	7
Visiting old family home	1	7
Volunteering	1	7
Working	1	7

^a Percent is out of the respondents that selected 'Yes' in Figure 3.



Table 7. Apache Leap Mining Festival Attendees Rating of the Event and Superior

	Poor	Good	Excellent	Mean
	Frequency (%)			
Unique Environment	0 (0%)	19 (32%)	40 (68%)	2.68
Music and Dancing	1 (2)	19 (37)	32 (62)	2.60
Pioneer History and Activities	1 (2)	24 (44)	29 (54)	2.52
Food at Event	0 (0)	25 (48)	27 (52)	2.52
Parade at Event	2 (4)	28 (61)	16 (35)	2.30
Things to see and do in Superior Area	3 (5)	34 (45)	18 (33)	2.27

Experience With Community Events and Knowledge of the Copper Corridor

Half of the respondents to the questionnaire had attended other events in the Superior area, while the other half had not (Figure 4). Respondents most frequently attended the Superior Home Tour (53%), Prickly Pear Festival, and Legends of Superior Trail Festival (LOST) as other events attended in the past (Table 8). Fifty-two percent of respondents said they participate in one to two community events in any place during the months of January, February, and March (Table 9). Over half of respondents were either ‘very familiar’ or ‘moderately’ familiar with the Copper Corridor as a regional tourism and recreation area (Table 10).

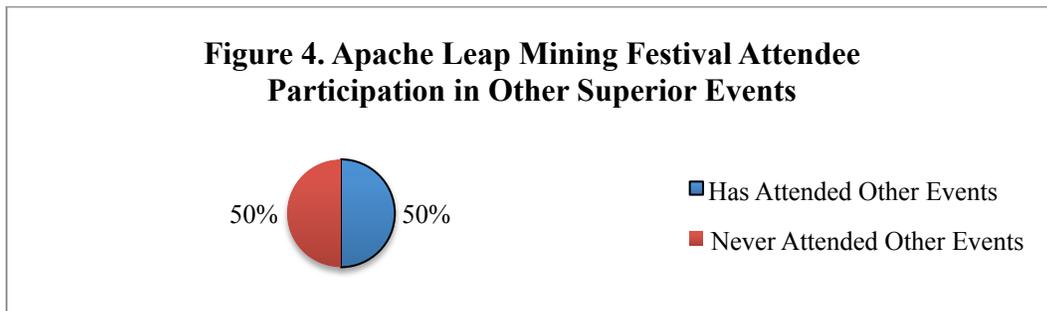


Table 8. Other Events Attended in Superior by Apache Leap Mining Festival Attendees

Answers Offered in Questionnaire	Frequency	Percent ^a
Superior Home Tour	19	53%
Prickly Pear Festival	19	53
Legends of Superior Trail Festival (LOST)	13	36
Other Answers Provided by Respondents		
Fiestas	4	11
Other	2	6
Benefits and Political Events	1	3
Low Rider Show	1	3
Art Tour	1	3
Second Friday	1	3

^a Percent is out of the respondents that selected ‘Has Attended Other Events’ in Figure 4.



Table 9. Apache Leap Mining Festival Attendees Overall Community Event Participation During the Months of January, February, and March (Question was Framed as in ‘Any Place’)

	Frequency	Percent
0 times	6	8%
1 -2 times	38	52
3 -5 times	18	25
6 or more times	<u>11</u>	<u>15</u>
Total	73	100%

Table 10. Familiarity of Copper Corridor as a Regional Tourism and Recreation Area

	Frequency	Percent
Not Familiar	30	41%
Moderately Familiar	23	32
Very Familiar	<u>20</u>	<u>27</u>
Total	73	100%

Conclusion and Recommendations

Community events are a popular activity amongst both residents and visitors. The Copper Corridor region currently hosts a number of unique events. Visitors were the largest group of respondents (51%), although residents were not far behind (49%). This suggests that the event, and possibly the area, has a strong mix of visitors and residents at community events. The Copper Corridor lies directly in between the Phoenix and Tucson greater metropolitan areas and has a wealth of viable markets to attract. Reaching both residents and visitors should be integrated further into current marketing efforts. Cooperative efforts between businesses in the Copper Corridor would be beneficial to visitor and economic growth in the area.

The majority of event attendees (65%) intercepted for the study were between the ages of 25 and 64 years old. Fifty-eight percent of survey respondents were women, but this does not necessarily indicate more women were at the event. It is known, women are more likely to complete questionnaires. Fifty-seven percent of respondents were first time attendees to the event, and 43% were past attendees, of whom 54% had attended the event 10 or more times. Just over half of the respondents (51%) had traveled 50 miles or more to attend the event, and the majority of the visitors from out of town (48%) were visiting for the day or staying with friends for the evening.

With Superior’s proximity to Phoenix, the community has a great opportunity to attract visitors from the greater metro area. Both the event and the town of Superior were rated (out of a three point scale) ‘excellent’ from respondents (53%) as having a unique environment. With 52% of respondents saying that they attend one to two community events during the months of January, February, and March at any given place, the town can focus on marketing its events in the metro areas as a local and unique community heritage event. In doing this, it would be beneficial to remind community residents to extend invitations to their friends outside of the area to show them a piece of their community history. The majority of people surveyed heard about the event through Facebook (29%) and www.superiorchamberarizona.org (27%). Partnering with local businesses, or companies that promote local businesses (e.g., Local First Arizona), sharing the event on different social media platforms could continue to propel the Internet presence of these community events. As marketing funds become available, advertising in print and online will further grow awareness of community events throughout the region.

The Copper Corridor has a rich history, a unique local culture, and a beautiful scenic surrounding environment, which is a major commonality of the surrounding communities. Twenty-seven percent of respondents were very familiar with the Copper Corridor as a regional tourism and recreation area. It is recommended that businesses of the area focus on



supporting each other and their community by promoting the offerings of the region through word-of-mouth, online presence (social media and other free online advertisement opportunities), and hosting print advertisement (Phoenix Republic Newspaper, Phoenix Magazine, and other suburban media outlets) when possible. As the communities bridge together, the ability to grow the tourist market will strengthen with them.

Additionally, Superior and other communities of the Copper Corridor can utilize the Arizona Office of Tourism's (AOT) free marketing services. Press releases regarding upcoming events, new development, recreation opportunities, and other news should be sent to AOT. Public events can be submitted for inclusion on the Calendar of Events page, and businesses can manage listings on visitarizona.com. Familiarization tours (FAM) are also organized by AOT. Efforts to include Copper Corridor events on AOT's FAM tours, as well as future Copper Corridor FAM tours are encouraged.



Copper Corridor Economic Development Coalition



This first set of questions asks about your experiences at Apache Leap Mining Festival.

- Have you been to Apache Leap Mining Festival in the past? (*✓ one*)
 - No, this is my first time
 - Yes, how many times? (*Fill in a number*) _____ times including today
- What is your main reason for attending Apache Leap Mining Festival? (*✓ one*)
 - Family fun
 - Time with friends
 - Be part of the community
 - Experience mining history
 - Listen to music and dance
 - Other (*please describe*) _____
- What Internet resource was your primary source for information regarding your trip to Superior, AZ for Apache Leap Mining Festival? (*✓ one*)
 - www.superiorarizonachamber.org
 - www.visitarizona.com
 - www.tripadvisor.com
 - Facebook
 - Other (*please describe*) _____
- Did you travel 50 miles or more to arrive to Superior today? (*✓ one*)
 - Yes, I am a visitor
 - No, I am a resident of Superior or other Pinal County town, or Globe-Miami
- Are you staying in a paid accommodation in the Superior area during your Apache Leap Mining Festival visit? (*✓ one*)
 - No
 - Yes
- Besides Apache Leap Mining Festival, are you doing other activities in the Superior area today? (*✓ one*)
 - No
 - Yes, describe _____

7. How would you rate the following for Apache Leap Mining Festival and Superior? (*circle one for each line*)

	Poor	Good	Excellent
Parade at event	P	G	E
Food at event	P	G	E
Unique environment	P	G	E
Music & dancing	P	G	E
Mining history and activities	P	G	E
Things to see and do in Superior area	P	G	E

This next set of questions asks about other events you may attend.

- Have you been to other events in Superior? (*✓ one*)
 - No
 - Yes, which other events? (*✓ one*)
 - Superior Home Tour
 - Legends of Superior Trail Festival
 - Prickly Pear Festival
 - Other (*please describe*) _____
- How many community events do you typically attend during the months of January, February, March in any place? (*✓ one*)
 - 0
 - 1-2
 - 3-5
 - 6+
- How familiar are you with Copper Corridor as a regional tourism and recreation area? (*circle one*)

Not familiar	Moderately	Very familiar
1	2	3

This last set of questions asks about yourself and event group.

- How old are you? (*Fill in a number*) _____ years old
- Are you? (*✓ one*)
 - Female
 - Male
- How many people came with you to the event, including yourself? (*Fill in a number*)
 - _____ # of adults
 - _____ # of children 18 and younger

Thank you for completing this survey for Apache Leap Mining Festival in Superior, AZ! Your answers are extremely valuable to the region's future successes.

