



## **Study of Event Attendees to Superior's Legends of Superior Trail (LOST) Festival Completed for Copper Corridor Economic Development Coalition and Arizona Office of Tourism**

**April 2016**

**Data collected from February 25 – April 14, 2016 (online)**

**Event date: February 13, 2016**

Completed by:

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### **Overview of Study and Methods**

This research study aimed to better understand event participants and organization members of the Legends of Superior Trail Festival (LOST) held in Superior, Arizona, located in the Copper Corridor region. This event is annual and organized by the Legends of Superior Trail Organization. This study was conducted in conjunction with the analysis of four 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 history and geographic beauty of the area with historical and recreational activities, lectures, a history luncheon, guided hikes, group horseback riding, and mountain biking outings. The event has been operating for five years. No prior primary data have been collected for this event. TDM 402 students, in an ASU research course, developed questions used for the online survey. 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.

The survey was administered through Qualtrics, an online data and research platform. The survey was launched on February 25, 2016 and closed on April 14, 2016. As researchers, we were not provided the list of participants and could not send out reminders to complete the survey. To help understand who replied to the survey, we added an affiliation question in late March. A census sampling method was utilized, which consisted of sending out a survey link to everyone who signed up to participate in the LOST event (85 participants), along with members (35 members) of the LOST organization. The survey remained opened until 25 responses had been fulfilled. At the close of the questionnaire there were 27 surveys started, of those 23 were completed.

### **Demographics**

The respondents to the questionnaire varied in age with 41% of participants being in the age range of 45 to 64 years old and 35% being 65 years old and over (Table 1). Over half of respondents were men (Table 1). Ninety percent of those who responded to the questionnaire came from the greater Phoenix metro area. Three individuals identified themselves as being part time residents and one respondent identified as being a tourist.

**Table 1. Demographic Profile of LOST Attendees**

Age	Frequency	Percent		
18 to 24 years	0	0%		
25 to 44 years	4	24		
45 to 64 years	7	41		
65 years old and over	6	35		
<b>Total</b>	17	100%		
<b>Gender</b>				
Male	11	55%		
Female	6	35		
<b>Total</b>	17	100%		
<b>Zipcodes by Metropolitan Area/State</b>				
Greater Phoenix Area	15	88%		
Flagstaff Area	1	6		
Wisconsin	1	6		
<b>Total</b>	17	100%		
<b>Trail User Residency Status</b>				
Resident	13	76%		
Part-Time Resident <sup>a</sup>	3	18		
Tourist <sup>b</sup>	1	6		
<b>Total</b>	17	100%		
<b>Number of Adults and Children Using Arizona Trail</b>				
	<b>Min</b>	<b>Max</b>	<b>Median</b>	<b>Mean</b>
Adults	1	40	2	4.4
Children (Age 17 or less)	0 <sup>c</sup>	0	0	0

<sup>a</sup>. Respondent answered yes to being a part-time resident.

<sup>b</sup>. Zipcode was out of state.

<sup>c</sup>. Ninety-one percent of respondents did not have children with them at the event. Nine percent were missing responses.

## **Experience with Organization, Event, and Site**

A majority of respondents were participants of the LOST event, while 14% were only members (Table 2). Thirty-eight percent of respondents had attended LOST before (Figure 1). Of the respondents who have attended before (Figure 1), 71% had attended one to three times (Table 3). Over half of respondents traveled more than 50 miles to LOST, leaving 27% of respondents to be from the local area (Figure 2). In addition to attending LOST, 45% of festival attendees also shopped and dined in the Superior area (Table 4). Sixty-five percent of respondents rated (on a three point scale) the lectures at LOST to be ‘excellent’ and 61% rated the food at LOST as ‘good’ (Table 5). Over half of respondents rated excellent to the unique environment as excellent (Table 5). Demonstrations at LOST had a 35% rating as excellent, along with things to see and do in the area (33%) (Table 5).

**Table 2. Affiliation with LOST**

	Frequency	Percent
Member of LOST Organization	1	14%
Participant of 2016 Festival	5	71
Both Member and Participant	1	14
<b>Total</b>	7 <sup>a</sup>	100%

<sup>a</sup>. There are only seven total responses because this question was added a month after the survey began.



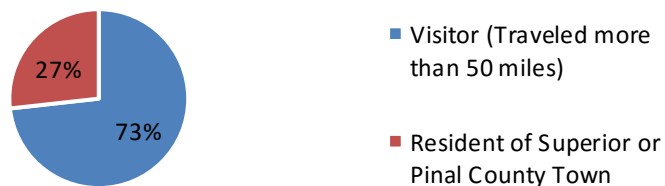
**Figure 1. Past Participation in LOST**



**Table 3. Number of Times Attending LOST Event**

	Frequency	Percent
1-3 times	5	71
4-6 times	2	29
7-9 times	0	0
10 or more times	0	0
<b>Total</b>	7	100%

**Figure 2. Origin of LOST Event Participant**



**Table 4. Other Activities Participated in by Event Attendees in the Superior Area on the Day of LOST Event**

	Frequency	Percent
Shop & Dine	4	45%
Shopping	1	11
Eating	1	11
Home Tour	1	11
Sightseeing/Birdwatching	1	11
Visiting childhood home	1	11
<b>Total</b>	9	100%

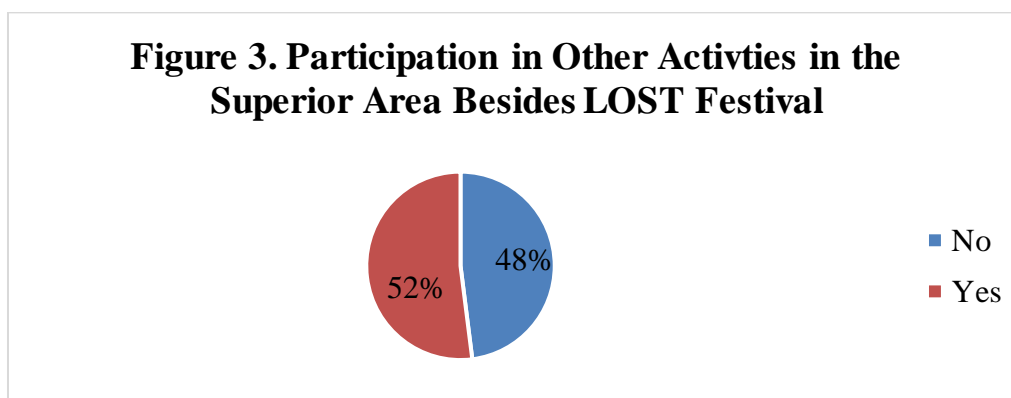


**Table 5. LOST Attendees Rating of the Event and Superior**

	Poor (1)	Good (2)	Excellent (3)	Mean
Lectures at Event	0 (0%)	7 (35%)	13 (65%)	2.65
Unique Environment	0 (0)	9 (45)	11 (55)	2.55
Things to see and do in Superior Area	0 (0)	14 (67)	7 (33)	2.33
Demonstrations at Event	1 (5)	12 (60)	7 (35)	2.30
Food at Event	2 (11)	11 (61)	5 (28)	2.17

### **Experience With Community Events and Knowledge of the Copper Corridor**

Over half (52%) of respondents participated in other activities in the Superior area besides attending the LOST event (Figure 3). Of those that responded, 43% had attended the Home Tour and 43% had attended the Prickly Pear Festival (Table 6). Fifty-percent of respondents had acknowledged participating in one to two community events in any place during the months of January, February, and March (Table 7). Twenty percent of respondents were ‘very familiar’ with the Copper Corridor as a regional tourism and recreation area (Table 8).



**Table 6. LOST Attendee Participation in Other Superior Events**

	Frequency	Percent
Home Tour	3	43%
Prickly Pear Festival	3	43
Apache Leap Days	1	14
<b>Total</b>	7	100%

**Table 7. LOST Attendees Overall Community Event Participation During the Months of January, February, and March in any Place**

	Frequency	Percent
0 times	0	0%
1 -2 times	10	50
3 -5 times	6	30
6 or more times	4	20
<b>Total</b>	20	100%

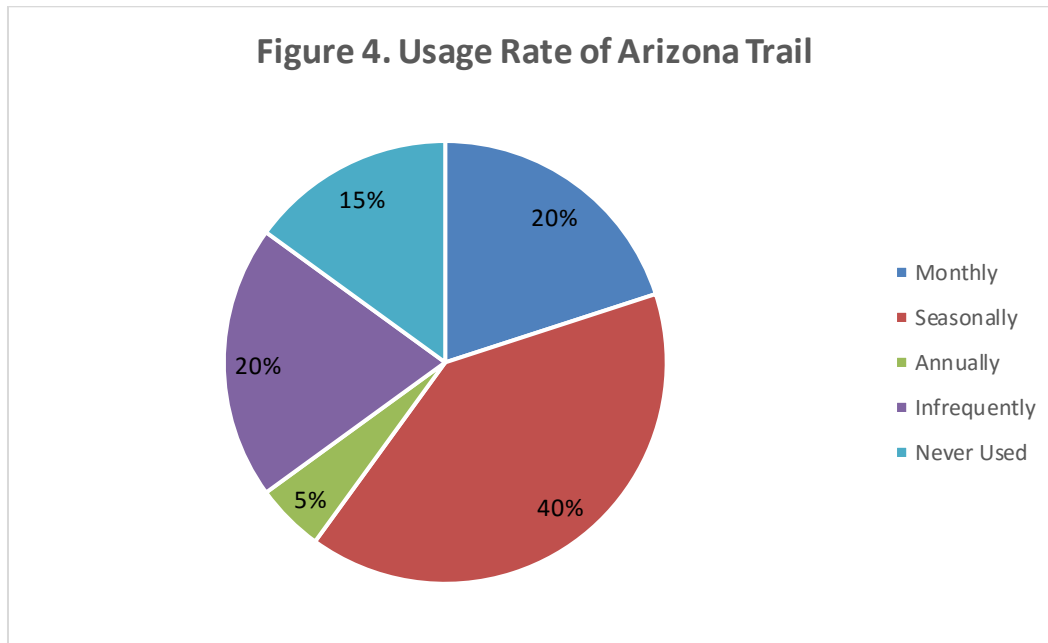


**Table 8. Familiarity of Copper Corridor as a Regional Tourism and Recreation Area**

	Frequency	Percent
Not Familiar	5	25%
Moderately Familiar	11	55
Very Familiar	4	20
<b>Total</b>	20	100%

**Experience Level with Arizona Trail**

Forty percent of respondents to the questionnaire indicated that they use the Arizona (AZ) Trail seasonally, while 20% each indicated they use it monthly or infrequently (Figure 4). Forty-two percent of respondents gave the natural resources on the Arizona Trail a rating of ‘5’ (out of a 5 point scale where 5=excellent). Of the respondents, 31% found both the trailhead facilities and signage to the trailhead to be excellent (Table 9). Respondents rated the road to trailhead (46%) and the signage on the AZ Trail (54%) as ‘good’ (Table 9). Fifty percent of respondents rated (out of a 5 point scale where 5=very likely) that they were very likely to use other parts of the AZ Trail (Table 10). Respondents also said they were very likely to patronize businesses in Superior (45%), visit other recreation areas in the Copper Corridor (45%), return to Picketpost trailhead (44%), and attempt the entire AZ Trail (5%) (Table 10). When respondents were asked about what additional recreation opportunities they would like to see in the Copper Corridor, guided hikes were mentioned twice, along with mountain biking (Table 11).



**Table 9. Rated Conditions of Recreational Facilities by Trail Users**

	Poor (1)	2	3	4	Excellent (5)	Mean
	Frequency (%)					
Natural resources on the AZ trail	0 (0%)	1 (8%)	3 (25%)	3 (25%)	5 (42%)	4.0
Trailhead facilities (parking, bathrooms)	0 (0)	1 (8)	3 (23)	5 (38)	4 (31)	3.9
Road to the trailhead	0 (0)	1 (8)	4 (31)	6 (46)	2 (15)	3.7
Signage to the trailhead	0 (0)	3 (23)	1 (8)	5 (38)	4 (31)	3.7
Signage on the AZ trail	0 (0)	2 (15)	2 (15)	7 (55)	2 (15)	3.7

**Table 10. Rated Likelihood of Future Uses by Trail Users**

	Not Likely (1)	2	3	4	Very Likely (5)	Mean
	Frequency (%)					
Patronize businesses in Superior	0 (0%)	0 (0%)	3 (15%)	8 (40%)	9 (45%)	4.3
Visit other recreation areas in Copper Corridor	0 (0)	2 (10)	0 (0)	9 (45)	9 (45)	4.3
Use other parts of the AZ Trail	0 (0)	1 (5)	4 (20)	5 (25)	10 (50)	4.2
Return to Picketpost Trailhead	0 (0)	2 (11)	2 (11)	6 (33)	8 (45)	4.1
Attempt the entire AZ Trail	14 (70)	2 (10)	3 (15)	0 (0)	1 (5)	1.6

**Table 11. LOST Attendee's Suggestions for Additional Recreation Activities in the Copper Corridor**

Activities	Times Mentioned
Guided Hikes	2
Mountain Biking	1
Mountain Biking in Closed Pit Mines	1
Overnight Accommodations	1
Bed and Breakfast	1
Different Hikes	1
Homecoming events	1
Place to Water Horses	1
More Restaurants	1
Better Signage to Picket Post Trailhead	1
Guided Jeep Tours	1
Hiking	1
Birding (in public lands off-limits due to mineral development)	1



## Conclusions and Recommendations

Community events are a popular activity amongst both residents and tourists. The Copper Corridor region currently hosts a number of unique events that attract both markets. According to the results of this LOST survey, 95% were full or part-time residents of Arizona.

The Copper Corridor lies directly in between the Phoenix and Tucson greater metropolitan areas and has a wealth of viable markets to attract, thus these areas of focus should be integrated further into their current marketing efforts. Cooperative efforts between businesses in the Copper Corridor would be beneficial to visitor and economic growth in the area.

The event attendees (65%) intercepted for the study were between the ages of 25 and 64 years old. Fifty-five percent of survey respondents were men, however this does not necessarily indicate more men were at the event. Sixty-two percent of respondents were first time attendees to the event, and 38% were past attendees, of whom 71% had attended the event one to three times before. Over half of the respondents (73%) had traveled 50 miles or more to attend the event, with 27% being residents of Superior or another Pinal County town.

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 (55%) as having a unique environment. With 50% 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. Partnering with local businesses, or organizations that promote local businesses (e.g., Local First Arizona), to share the event on different social media platforms could propel 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 percent of respondents were very familiar with the Copper Corridor as a regional tourism and recreation area. It is recommended that businesses in 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 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 also be submitted for inclusion on the Calendar of Events page, and tourism-related businesses can manage listings on [visitarizona.com](http://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.



## LOST Copper Corridor Survey

Q21 The Legends of Superior Trail (LOST) opened in 2011 and has since hosted an annual community eco-tourism event, LOST Fest, every February. This year the event was February 13, 2016. The Copper Corridor Economic Development Coalition and the Arizona Trail Association are aiming to study and survey the Arizona Trail and several community events to assist nearby communities towards fostering and improving outdoor recreation opportunities in the region. Your time and input towards taking this survey is greatly appreciated and should take no more than 10 minutes. Results of this event will be highlighted in an upcoming report.

Q23 Which of the following are you? (check all that apply)

- I am a member (1)
- I am a participant (2)

Q1 Have you been to LOST in the past? (Select one. Selected responses will be highlighted in red.)

- No, this is my first time (1)
- Yes (2)
- No, I am a member and have not attended LOST (3)

If No, I am a member and have ... Is Selected, Then Skip To Have you been to other events in Supe...

Answer If Have you been to LOST in the past? (Select one. Selected responses will be highlighted in red.)  
Yes Is Selected

Q2 How many times have you attended LOST in the past, including today? (Enter a number in the text box below.)





Q3 When you left your home to attend LOST where did you come from? (Select one. Selected responses will be highlighted in red.)

- The Globe/Miami area (1)
- The East Valley (2)
- I am a resident of Superior, or a nearby Pinal County town (3)
- I traveled 50 miles or more to get here (4)

Q4 Did you arrive before LOST and do other activities in the Superior area? (Select one. Selected responses will be highlighted in red.)

- No (1)
- Yes (2)

Answer If Did you arrive before LOST and do other activities in the Superior area today? (check one) Yes Is Selected

Q5 Describe what activities you did in the Superior area before the event. (Write your description in the box below.)

Q6 How would you rate the following for LOST and Superior? (Select one for each line.)

	Poor (1)	Good (2)	Excellent (3)
Lectures at event (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food at event (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unique environment (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Demonstrations at event (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Things to see and do in Superior (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7 Have you been to other events in Superior within the past two years? (Select one. Selected responses will be highlighted in red.)

- No (1)
- Yes (2)

If No Is Selected, Then Skip To How many community events do you typically attend....



Q8 Which other events have you been to in Superior in the past two years? (Select one. Selected responses will be highlighted in red.)

- Home Tour (1)
- Apache Leap Days (2)
- Prickly Pear Festival (3)
- Other (please write the event/s you attended below) (4) \_\_\_\_\_

Q9 How many community events do you typically attend during the months of January, February, and March in any place? (Select one. Selected responses will be highlighted in red.)

- 0 (1)
- 1-2 (2)
- 3-5 (3)
- 6+ (4)

Q10 How familiar are you with Copper Corridor as a regional tourism and recreation area? (Select one. Selected responses will be highlighted in red.)

- Not familiar (1)
- Moderately familiar (2)
- Very familiar (3)

Q11 How often do you use the Arizona Trail, including the Picket Post trailhead? (Select one. Selected responses will be highlighted in red.)

- Daily (1)
- Weekly (2)
- Monthly (3)
- Seasonally (4)
- Annually (5)
- Infrequently (6)
- Never used (7)

If Never used Is Selected, Then Skip To How likely are you to do the followin...



Q12 How would you rate the conditions of the recreational facilities at Picket Post trailhead? (Select a number for each line.)

	Poor 1	2	3	4	Excellent 5 (5)
Natural resources on the AZ trail (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trailhead facilities (parking, bathrooms) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road to the trailhead (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage to the trailhead (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage on the AZ trail (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 How likely are you to do the following in the next 12 months? (Select a number for each line.)

	Not Likely 1	2	3	4	Very Likely 5
Return to Picket Post (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patronize businesses in Superior (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit other recreation areas in Copper Corridor (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use other parts of the AZ Trail (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attempt the entire AZ Trail (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 What 2 additional recreation activities would you like to see available in the Copper Corridor? (Please list below.)



Q15 How old are you? (Write a number below.)

Q16 Are you? (Select one below.)

- Male (1)
- Female (2)

Q17 How many adults are with you today, including yourself? (Fill in a number below. If you have not attended a LOST event write N/A)

Q18 How many children, 18 or younger, are with you today? (Fill in a number below. If you have not attended a Lost event write N/A)

Q19 What is your zip code at your primary residence? (Fill in zip code below.)

Q20 Do you live part-time in Arizona? (Select one below. Selected responses will be highlighted in red.)

- No (1)
- Yes (2)

