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Cochise County Tourism Study 2019-2020

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Executive Summary

The study was designed to collect data from December 2019 through November 2020 but concluded at the end of March 2020 due to COVID-19. As a result, this is a winter-season visitor study and does not reflect the complete picture of visitors or the activities in which they might participate in other seasons. The loss of the remainder of the survey data resulted in an abbreviated study. Because of the months the survey was collected in the Cochise County visitors in the study are a mixture of Snowbirds, and transient winter visitors. Snowbirds are typically winter visitors who are particularly welcome in Southern Arizona communities, staying up to 3 months to escape the winter. Combining Snowbirds and transient winter visitors results in a study that focuses on winter visitors and their activities/interests. There are significant differences between winter and summer visitors when considering their interests and activities in the County. Winter visitors are often older and have different activities and interests when compared to summer and fall visitors who tend to be younger. Because of the seasonal differences in visitor populations the overall results are likely to be somewhat different with respect to activities and interests if the data were collected for a year. Communities included in the survey were Benson, Bisbee, Douglas, Sierra Vista, Willcox, and Tombstone. The number of surveys collected was 695. The results were weighted at the request of the client in order to balance the communities.

- The average age of visitors to Cochise County was 62 years old.
- Sixty-two percent of all visitors were 61 years and older.
- The median party size was 2 persons, with an average party size of 2.1 representing 74% of travel parties.
- The weighted average annual household income for Cochise County visitors was $83,040.
- Sixty-seven percent of visitors were domestic out-of-state visitors, 21% from Arizona, 12% international.
- Primary purpose of stay was vacation/leisure for 68% of respondents.
- Word-of-mouth was the primary way (50%) that visitors heard about Cochise County.
- Visiting National/State Parks was the activity that had the highest level of interest (mean of 4.0) with Old West History/Ghost Towns having the second highest level (3.9).
- The activities people most participated in were Old West History/Ghost Towns (74%) and visits to National/State Parks (68%).
- Twenty-six percent of parties stayed 2 nights; 88% stayed less than 1 month.
- Twenty-six percent stayed in Benson, 22% in Willcox, and 18% each in Sierra Vista, Tombstone, and Bisbee.
- Parties averaged $124/day for lodging, $97/day for food, $60/day for shopping, and $60/day for recreation.
- Approximately $56 million of regional purchases were made by out-of-region visitors, contributing to a total economic output of $79 million for Cochise County.
- This economic activity supported 907 full-time equivalent jobs, federal tax revenue of $7.1 million and state & local taxes of $5.9 million.

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Introduction

The Cochise County Tourism and Economic Council (CCTEC) and the Arizona Office of Tourism (AOT) approached the Arizona Hospitality Research and Resource Center (AHRRC) at Northern Arizona University to conduct a visitor survey for Cochise County. The AHRRC has a long history with the CCTEC and AOT and has done four previous studies for the region. CCTEC and AOT collaborated on paying for the study through the Rural Cooperative Marketing Program administered by AOT where both parties split the price of the survey and leverage their resources to obtain sub-county visitor data.

The survey process began in September 2019 when the CCTEC and AOT agreed to start the project. Professional staff from the CCTEC worked closely with AHRRC to craft a survey instrument to be used to collect visitor data from all communities in the County. The survey was limited to a single page to reduce potential survey-taker fatigue and to ensure that a reasonable sample size was obtained. Survey questions were carefully screened to ensure that important visitor information was not missed, and input from CCTEC and AOT was obtained before the survey was printed. The survey was developed using TeleForm™ software, which enables surveys to be scanned and the data read to a database for analysis.

CCTEC ensured that all major communities in the county were included as survey collection sites. The communities included in the survey were: Benson, Bisbee, Douglas, Sierra Vista, Tombstone, Willcox, and other. Visitor Centers were also included as collection sites but were not identified with communities.

A sampling schedule was developed by NAU to guide the survey process. The sampling plan ensured that all the communities surveyed visitors at the same time, once a week each month. The survey collection week varied by month but always included weekdays and a weekend. The sampling plan was designed for the survey to run from December 2019 to November 2020. Each community was provided with a target number of surveys to collect during the survey week. The surveys were designed to be self-administered, surveys were filled out by the respondents and returned to the survey site. In order to smooth the survey process, survey champions were designated for each community. The role of the champion was to keep track of survey distribution and collection. Once surveys were collected they were returned to NAU by business reply envelopes. Once the surveys were received at NAU they were scanned and added to a database for further analysis.

In November, staff from the AHRRC traveled to Cochise County for three days to train the volunteers and staff for the data collection process. Volunteers at chambers of commerce and visitor centers were trained in the best methods to collect the surveys, as well as how to approach visitors. Survey collection started in December and was halted by the COVID-19 pandemic at the end of March 2020. Loss of the 8 months of seasonal data limits the generalizability of this report to an entire year. This resulted in the study being abbreviated to a winter visitor study instead of a year-long study. As a result, this is a winter-season visitor study and does not reflect the complete picture of visitors or the activities in which they might participate in other seasons. Winter-season visitors tend to be people escaping colder climates and are often older in age.

Survey Distribution

The data collection phase of this survey was anticipated to last for 12 months from December 2019 to November 2020. In reality however, only four months of data collection took place, as data collection was terminated due to COVID-19 and the State of Arizona's "Stay Home, Stay Healthy, Stay Connected" order. In total, 695 useable surveys were returned to NAU. After a relatively slow start, the survey collection process was beginning to improve. February and March garnered the most surveys before the data collection was halted. See Table 1, below.

Table 1. Surveys collected by month.

Cochise County Tourism Study
2019-2020
Surveys collected by month

	Frequency	Percent (%)
December - 2019	129	18.6%
January - 2020	118	17.0%
February - 2020	266	38.3%
March - 2020	182	26.2%
Total	695	100.0%

Data collection rates varied for the six communities. Survey collection depended upon the ability of the sites to distribute surveys in accordance with the sampling plan and organize their

volunteers. The communities collected their data at varying rates, with Benson collecting the most surveys. See Table 2 on the following page.

Table 2. Surveys collected by site – unweighted.

Cochise County Tourism Study
2019-2020
Community where you received this survey

	Frequency	Percent (%)
Benson	280	40.3%
Bisbee	76	10.9%
Douglas	38	5.5%
Sierra Vista	108	15.5%
Tombstone	74	10.6%
Willcox	119	17.1%
Total	695	100.0%

Finally, surveys collected by month and community are shown in Table 3 below. Benson collected the most surveys, followed by Willcox and Sierra Vista. While 695 surveys were collected during the four-month period, the total falls below the full-year target of 1,042 surveys.

Table 3. Surveys collected by month and site - unweighted.

Cochise County Tourism Study
2019-2020
Surveys collected by month and community

	December - 2019	January - 2020	February - 2020	March - 2020	Total
Benson	54	86	88	52	280
Bisbee	1	17	39	19	76
Douglas	6	0	16	16	38
Sierra Vista	30	22	28	28	108
Tombstone	31	0	1	42	74
Willcox	29	2	90	1	119
Total	148	127	262	158	695

Sample Modification

Since the survey sample collected was unequally balanced between communities, the researchers in collaboration with CCTEC and AOT determined that the best way to correct for the imbalance was to weight the sample. Weighting is a technique in survey research where the tabulation of results becomes more than a simple counting process. Weighting involves re-balancing the data in order to more accurately reflect the population.

The survey data were weighted based on two data sources. The first source was Arrivalist data supplied to AOT by a contractor. The data represents individual devices (cell phones), aggregated by geography. The data represents the proportion of devices by city. The second weighting was derived from previous Cochise County studies and the researchers' knowledge of the county to develop probabilities representing visitor traffic. The combined weighting resulted in the following distribution, which will be used for the analysis and report. Certain questions in the survey such as visitor origin will not be weighted as they best reflect the sample. See Table 4.

Table 4. Community where you received this survey - weighted.

Cochise County Tourism Study
2019-2020
Community where you received this survey - Weighted

	Frequency	Percent (%)
Benson	137	19.9%
Bisbee	105	15.0%
Douglas	69	9.9%
Sierra Vista	145	20.9%
Tombstone	106	15.2%
Willcox	133	19.2%
Total	695	100.0%

The remainder of this report will focus on the data collected. The report will provide the CCTEC and its communities with data that will help with future product development and inform advertising and marketing decisions. The report has the following structure; demographics of the sample, followed by information sources used, primary reason for visiting, activities and interests, overnight accommodations, and expenditures in the county. The report will conclude with an economic contribution of visitor spending based on the sample data. Finally, in the appendices each community will be profiled for all the data.

Demographics

The average age of visitors to Cochise County was 62 years old. The average age of Arizona visitors according to the 2018 profile is 46.2 years, and the Southern Arizona Region is 50.4 years (Source: Arizona Office of Tourism, Longwoods International). These data have been weighted to reflect the balanced sample as described in Sample Modification. The largest single cohort of visitors (20.2%) was aged between 66 and 70 years. The next largest cohort (15.6%) was aged between 61 and 65 years. When considered as a single block, an astounding 62% of all visitors during the period December to April were 61 years or older. This older aged visitor will influence the level of interest and participation in specific activities. See Table 5.

Table 5. What is your age.

Cochise County Tourism Study
What is your age?

	Count	Percent (%)
18 and under	3	0.5%
19 - 25 years	19	3.5%
26 - 30 years	14	2.7%
31 - 35 years	19	3.7%
36 - 40 years	18	3.4%
41 - 45 years	28	5.2%
46 - 50 years	25	4.6%
51 - 55 years	30	5.7%
56 - 60 years	46	8.6%
61 - 65 years	83	15.6%
66 - 70 years	107	20.2%
71 - 75 years	84	15.9%
76 years and older	55	10.3%

The older age visitors are also an indication of the season of the visit. Snowbirds are typically winter visitors and are welcome in Southern Arizona communities, staying up to 3 months to escape the winter. The oldest domestic visitors in the sample, those 60 years and over, were from Washington (average age 73 years), followed by Wisconsin and Illinois (72 years, respectively) and California and Colorado (71 years, respectively). See Table 6. The average

age of Arizona visitors who are 60 years or older was 68 years. Canadians, who account for a majority of international visitors to Cochise County, have an average age of 69 years.

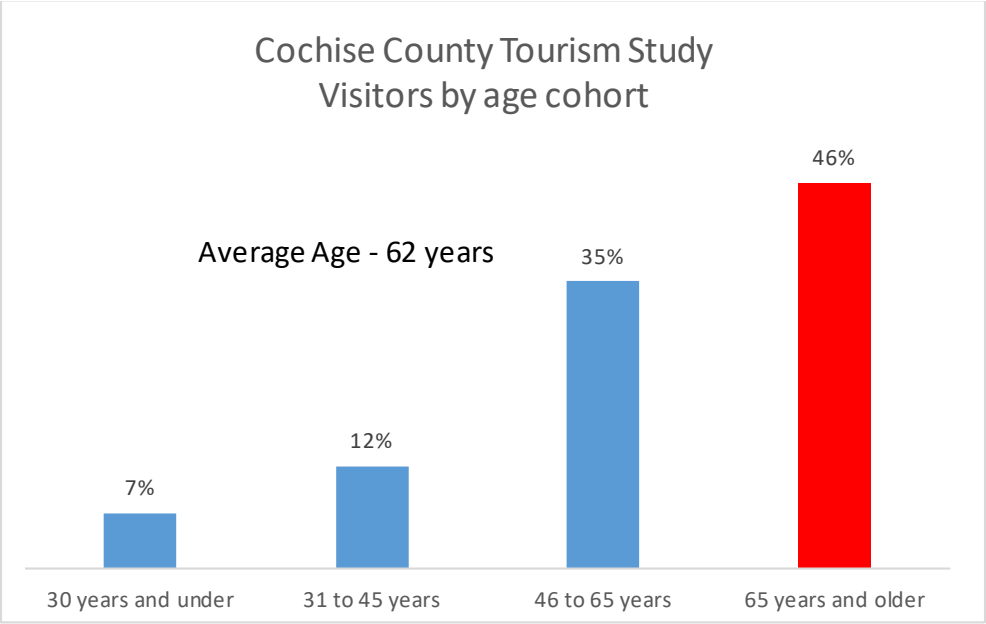
Table 6. Domestic origin and age of visitors 60 years and older.

Cochise County Tourism Study
Top ten states domestic origin and average age of visitors

	Visitor age		
	Average age in years	Number of visitors	Percent (%)
Washington	73	(22)	9.0%
Minnesota	68	(20)	8.1%
Michigan	68	(19)	7.6%
Wisconsin	72	(17)	6.9%
California	71	(16)	6.6%
Colorado	71	(16)	6.4%
Texas	67	(14)	5.9%
Oregon	68	(11)	4.4%
Illinois	72	(8)	3.2%
Florida	68	(6)	2.4%

While Table 6 is based on the overall sample for people age 60 years and older, which tended to have an overall longer length of stay, the origins of short-stay visitors differ significantly from those in Table 6. Visitors who stay for one week or less are dominated by visitors from Michigan (9%), Minnesota (8%) and Washington (6%). Visitors staying for one to two weeks were predominantly from California (17%), and Michigan & Wisconsin (10% each). Longer stay visitors between three and four weeks are dominated by Washington (25%), Colorado (11%), and Illinois (6%).

Figure 1. Visitors by age cohort.



There were more females (55%) than males (45%) in the survey sample. This is not surprising as women tend to be more willing to complete surveys than are men. This tendency has been noted in numerous tourism surveys. See table 7.

Table 7. Gender of survey respondents

Cochise County Tourism Study
What is your gender?

	Count	Percent (%)
Male	285	45.0%
Female	348	55.0%
Total	633	100.0%

Both males and females average 62 years of age. Both males (70%) and females (66%) over 60 account for the majority of visitors during the study period. Overall, men were slightly older than females, with more males (19%) than females (14%) in the 61 to 65 age cohort. This pattern was reversed in the 66 to 70 year age cohort where there were more women (24%) than men (19%). No other age cohorts in the "over 60s" have as large of differences between males and females. See Table 8.

Table 8. Gender by age for survey respondents.

Cochise County Tourism Study
What is your gender?

	Male	Female
	Percent (%)	Percent (%)
19 - 25 years	2.6%	2.2%
26 - 30 years	2.1%	1.1%
31 - 35 years	3.4%	2.6%
36 - 40 years	3.4%	1.9%
41 - 45 years	3.8%	5.2%
46 - 50 years	4.7%	4.5%
51 - 55 years	3.4%	7.5%
56 - 60 years	6.0%	9.0%
61 - 65 years	19.2%	14.2%
66 - 70 years	18.8%	23.6%
71 - 75 years	18.8%	16.1%
76 years and older	13.7%	12.0%
Total	100.0%	100.0%

Average age male = 62 years, female = 62 years

Parties of two persons comprise the vast majority of travel parties to Cochise County during the survey, accounting for nearly three-fourths (74%) of all travel parties. The median party size was 2.0 persons and the mean or average was 2.1 persons. Single travelers account for a further 13% of all visitors, while larger groups of three or more persons account for the remaining 12% of the distribution. See Table 9. Almost three-fourths (73%) of two person parties were comprised of one male and one female, while there were twice as many males (18%) traveling alone as females (9%). When considering trip purpose, females (76%) differ from males (64%) only for vacation/leisure, for all other trip purposes males have higher scores.

Table 9. Party size.

Cochise County Tourism Study
How many people are in your travel party?

	Count	Percent (%)
One person	72	13.0%
Two people	408	73.5%
Three people	33	5.9%
Four people	25	4.5%
Five people	5	0.9%
Six or more people	13	2.3%
Total	556	100.0%

Median = 2.00

Average = 2.10

The weighted average annual household income for Cochise County visitors was $83,040, which is higher than the state average for overnight visitors ($74,900) and higher than the Southern Arizona Region ($68,700) (Source: Arizona Office of Tourism, Tucson and Southern Region Visitor Profile 2018). Almost half of the sample (49%) had annual household incomes of less than $74,999, with those making between $50,000 and $74,999 comprising the single largest percentage of any income group (27.1%). A further 27.7% of the sample had annual household incomes in excess of $100,000. See Table 10.

Four-fifths of visitors from Wisconsin and Texas (88% and 57% respectively) had annual household incomes of less than $75,000. On the other hand, almost half (47%) of California visitors had annual household incomes in excess of $100,000.

Table 10. Annual household income.

Cochise County Tourism Study
Which of the following categories best describes your annual household income?

	Count	Percent (%)
Less than $49,999	112	21.9%
$50,000 - $74,999	139	27.1%
$75,000 - $99,999	120	23.4%
$100,000 - $149,999	93	18.2%
$150,000 +	49	9.5%
Total	514	100.0%

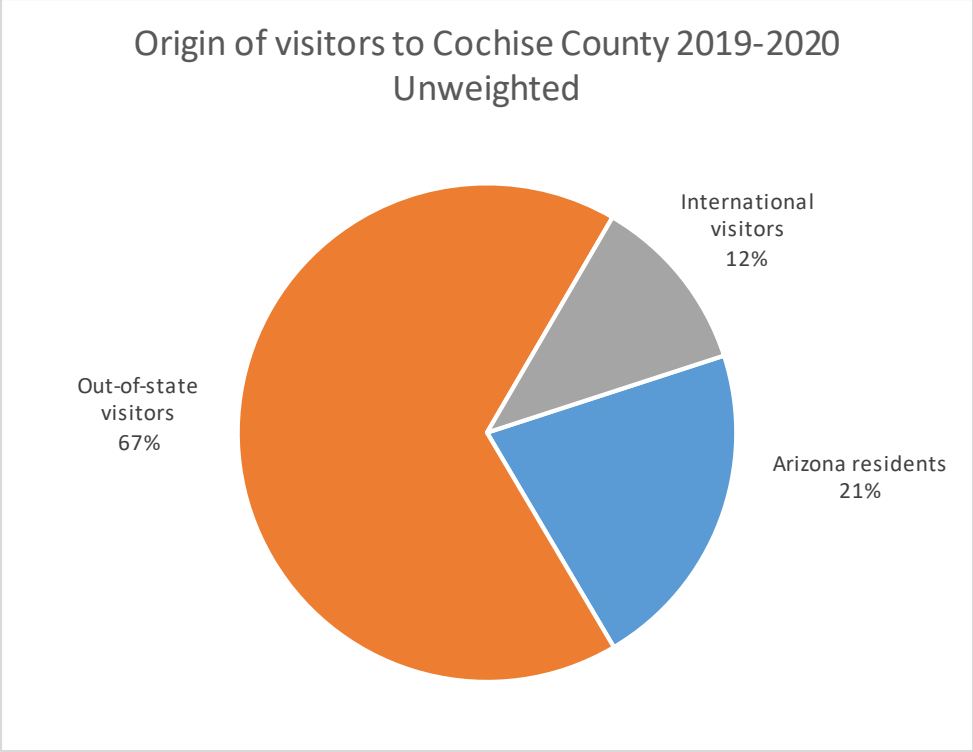
Weighted average annual household income = $83,040

The average visitor to Cochise County was older (62 years), more likely to be female (55%), had an annual household income of $83,040, and was traveling in a two person party. This ends the demographic analysis of visitors to Cochise County. The remainder of the report will focus on visitor origins, sources of information used to plan their trip, primary purposes of visit, and activities and interests. The report will conclude with an economic impact of travelers to Cochise County.

Visitor Origins

The majority (67%) of visitors to Cochise County during the study period were domestic out-of-state visitors. International visitors account for 12% of all visitors while Arizona residents account for the remaining 21%. Please note that the origin data reported in this section were not weighted. See Figure 2.

Figure 2. Origin of visitors to Cochise County.



The top ten domestic visitor origins account for almost three-fifths (59%) of all visitors. California and Washington (8.1% respectively) were the single largest origin for domestic visitors. California and Washington are followed by Minnesota (8%), Michigan, Texas, and Colorado (6% respectively), Wisconsin and Oregon (5% respectively), and New Mexico (4%). Almost one-third of the top ten states (31%) are prime snowbird origins; Wisconsin, Michigan, Illinois, and Washington. These visitors may be attracted to Cochise County because of the warmer winters. See Table 11.

Table 11. Domestic visitor origins.

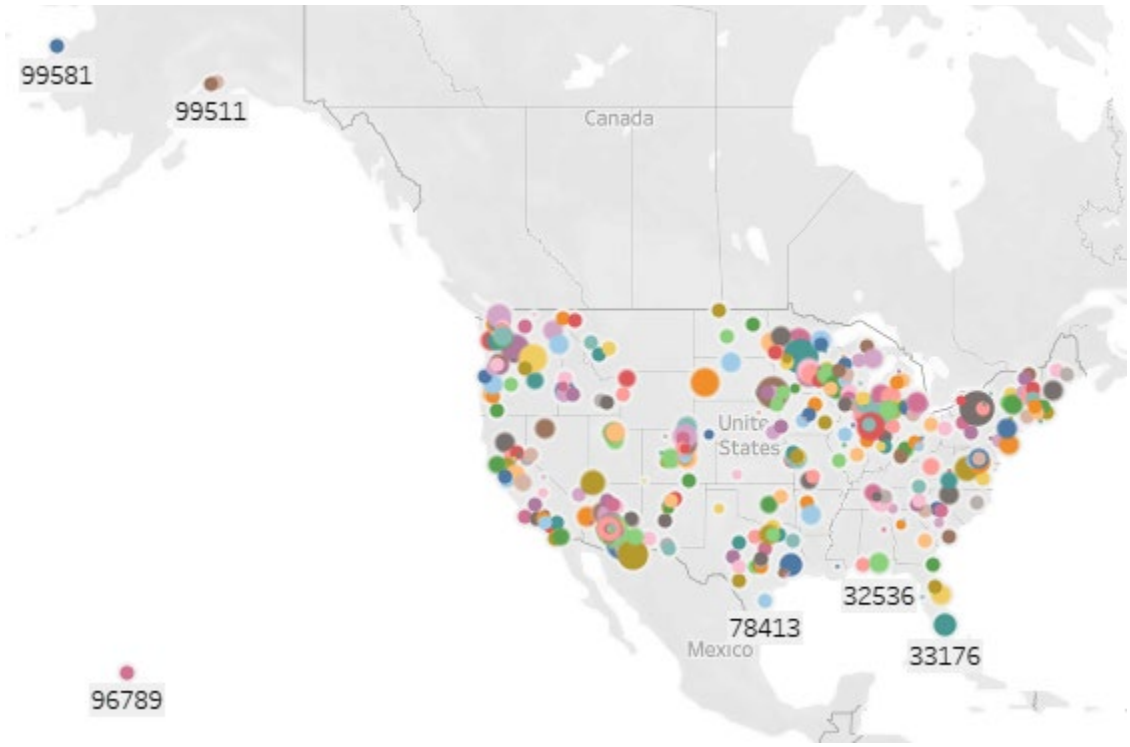
Cochise County Tourism Study
Origin of domestic visitors
(unweighted)

	Count	Percent (%)
Washington	39	8.4%
Minnesota	37	7.9%
California	35	7.5%
Michigan	32	6.9%
Wisconsin	29	6.2%
Texas	28	6.0%
Colorado	23	4.9%
Oregon	20	4.3%
South Dakota	17	3.6%
New Mexico	15	3.2%
Illinois	14	3.0%
Idaho	13	2.8%
New York	13	2.8%
Virginia	10	2.1%
Missouri	9	1.9%
Iowa	8	1.7%
Indiana	8	1.7%
Ohio	8	1.7%
Florida	8	1.7%
Nevada	7	1.5%
Utah	7	1.5%
Tennessee	7	1.5%
North Carolina	6	1.3%
Massachusetts	6	1.3%
North Dakota	5	1.1%
Pennsylvania	5	1.1%
Maine	5	1.1%
Wyoming	4	0.9%

	Count	Percent (%)
Nebraska	4	0.9%
Montana	4	0.9%
South Carolina	4	0.9%
New Hampshire	4	0.9%
Alaska	3	0.6%
Kansas	3	0.6%
Georgia	3	0.6%
District of Columbia	3	0.6%
New Jersey	3	0.6%
Vermont	3	0.6%
Oklahoma	2	0.4%
Arkansas	2	0.4%
Alabama	2	0.4%
Maryland	2	0.4%
Hawaii	1	0.2%
Louisiana	1	0.2%
Kentucky	1	0.2%
West Virginia	1	0.2%
Connecticut	1	0.2%
Rhode Island	1	0.2%
Total	466	100.0%

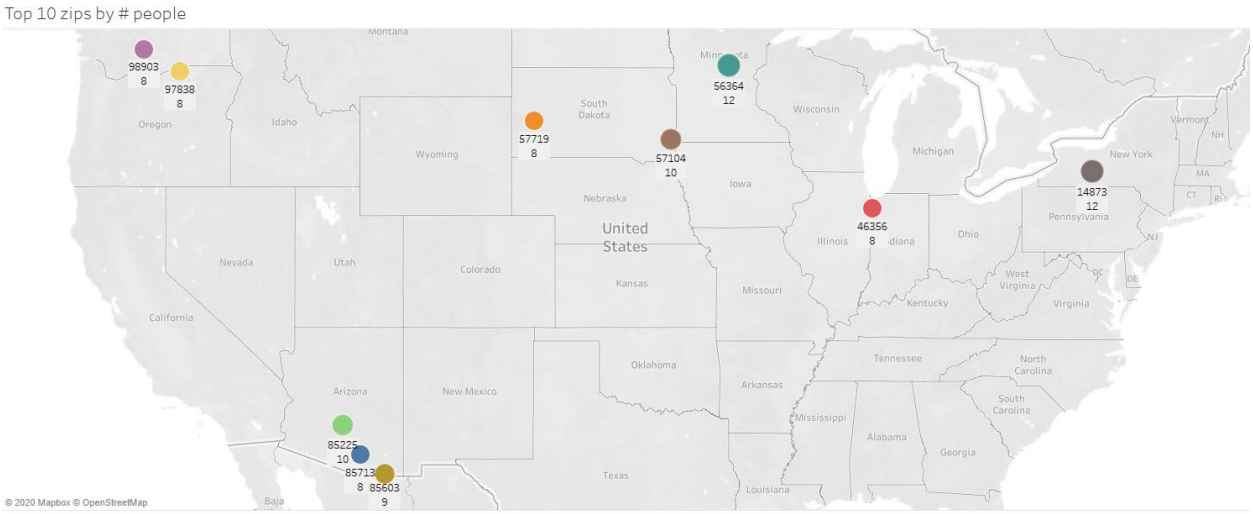
The zip code locations of domestic visitors to Cochise County are presented in Figure 3 to show the variety of places in the United States from which people visit Cochise County.

Figure 3. Zip code origins of domestic visitors to Cochise County.



The 10 zip codes from which the largest number of people visited Cochise County are shown in Figure 4.

Figure 4. Zip code origins of 10 zip codes with the largest number of visitors to Cochise County.



Arizona residents comprise 21% of all visitors to Cochise County during the study period. Two-thirds (67%) of all Arizona visitors come from Maricopa (38%) and Pima (29%) counties. Visitors from Tucson (14%) account for the largest single group of visitors to Cochise County, followed by Phoenix (9%). The majority of Pima County visitors come from Tucson (40%), Oro Valley (11%) and Corona de Tucson-Vail (9%). In Maricopa County, Phoenix (26%), Chandler and Mesa (12% respectively) and Gilbert (9%) account for the majority of Maricopa County visitors to Cochise County. See Table 12.

Table 12. Arizona resident origins.

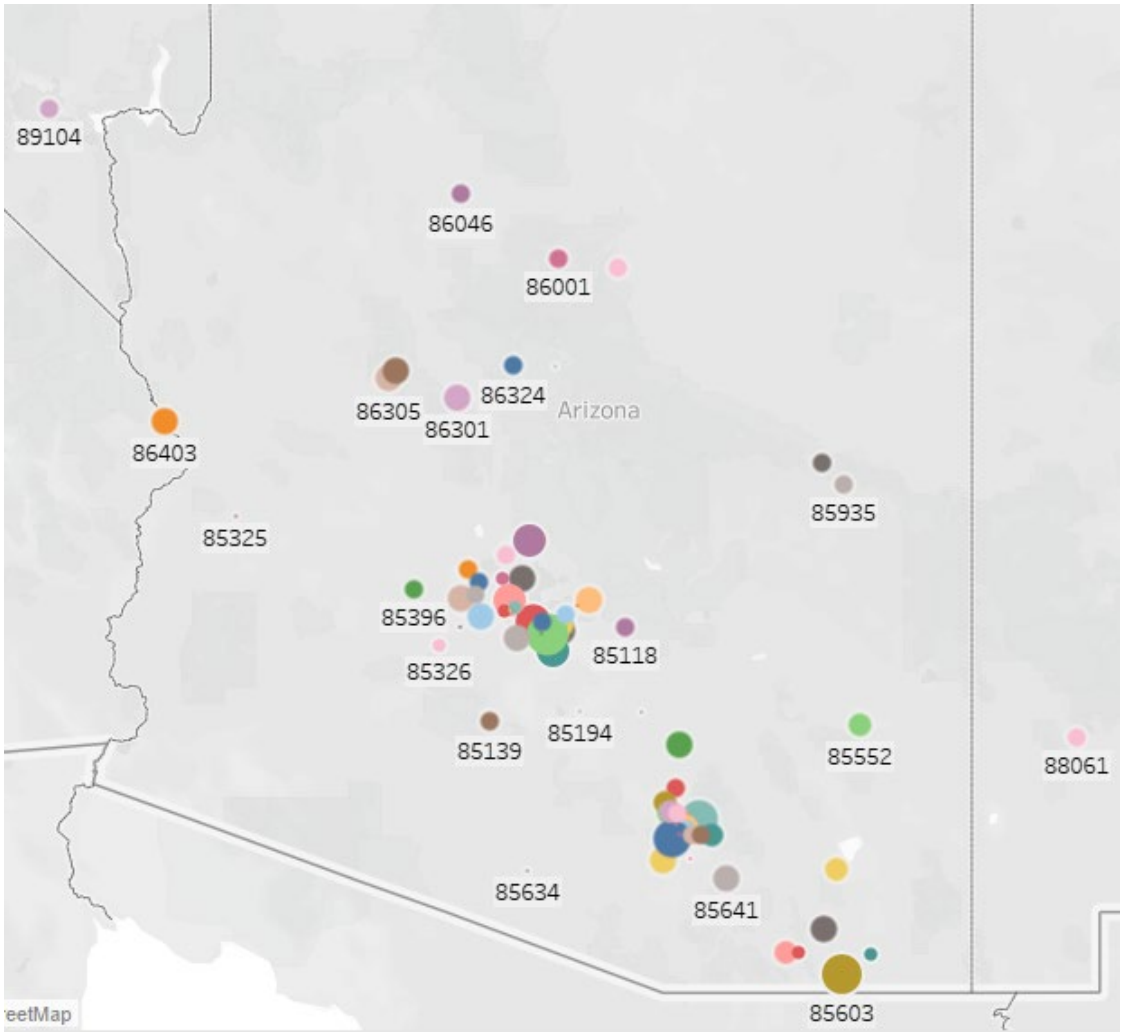
Cochise County Tourism Study
Origin of Arizona visitors (unweighted)

	Count	Percent (%)
Tucson	16	13.7%
Phoenix	11	9.4%
Prescott	6	5.1%
Chandler	6	5.1%
Bisbee	6	5.1%
Mesa	5	4.3%
Gilbert	4	3.4%
Corona De Tucson - Vail	4	3.4%
Rincon	3	2.6%
Oro Valley	3	2.6%
Flagstaff	3	2.6%
Tombstone	2	1.7%
Tolleson	2	1.7%
Tempe	2	1.7%
Sun City	2	1.7%
Sun	2	1.7%
South Tucson	2	1.7%
Sierra Vista	2	1.7%
Saddlebrooke	2	1.7%
Lake Havasu City	2	1.7%
Fry	2	1.7%
Eloy-Toltec	2	1.7%
Coronado	2	1.7%
Cave Creek	2	1.7%
Buckeye	2	1.7%
Goodyear	2	1.7%
Williams	1	0.9%
Thatcher	1	0.9%
Show Low	1	0.9%
Sells	1	0.9%

	Count	Percent (%)
Sedona	1	0.9%
Scottsdale	1	0.9%
Pinetop	1	0.9%
Pima Community College	1	0.9%
Mcneal	1	0.9%
Maricopa	1	0.9%
Litchfield Park	1	0.9%
Kino	1	0.9%
Gold Canyon - Queen Valley	1	0.9%
Glendale	1	0.9%
Florence	1	0.9%
Cochise	1	0.9%
Clarkdale	1	0.9%
Casa Grande	1	0.9%
Carefree	1	0.9%
Bouse	1	0.9%
Total	117	100.0%

The zip code locations of Arizona residents visiting Cochise County are presented in Figure 5.

Figure 5. Zip code origins of Arizona residents to Cochise County



International visitors comprised 14% of all visitors to Cochise County during the study period. International visitors were dominated by Canadians (85%). These Canadian visitors are most likely snowbirds, with an average length of stay of 11 days. Canadians are followed by visitors from the United Kingdom who have an average stay of 8 days in Cochise County. See Table 13.

Table 13. Origin of international visitors.

Cochise County Tourism Study
What country are you from? (unweighted)

	Count	Percent (%)
Canada	83	84.7%
United Kingdom	3	3.1%
Germany	3	3.1%
Australia	3	3.1%
Kuwait	2	2.0%
Ireland	2	2.0%
The Netherlands	1	1.0%
Mexico	1	1.0%
Total	98	100.0%

Primary Purpose of Stay

There are many reasons why visitors stay overnight in Cochise County. Of interest to this study are the primary purposes for visitors to this county specifically. Vacation/leisure travel (68%) was the primary reason given by visitors. When considering the states with the largest number of visitors, more than three-fourths of visitors from Wisconsin (79%) and Washington (76%) indicated that their primary purpose was vacation/leisure. Those states were followed by Minnesota (74%), Michigan (68%), and California (54%) as states where the primary purpose was vacation/leisure.

While visiting friends and relatives (VFR) was not one of the primary reasons (13%), these visitors tend to stay in the county and may have a greater impact than those who are passing through or on day trips. One-tenth (10%) of Colorado visitors indicated that they were visiting friends or relatives, and these visitors stayed an average of 13 nights in the county. The next largest cohort of VFR visitors were from Washington and Wisconsin (10% respectively), and they stayed an average of 10 days in the county.

Day trip visitors accounted for 12% of the sample. See Table 14. More than one-third (39%) of Arizona state visitors were day visitors, while 9% from Washington and Michigan fell into this category. Pima County represents the largest percentage of Arizona day-trip visitors at 59%.

Table 14. Primary purposes of stay.

Cochise County Tourism Study
What are the primary purposes for your stay in Cochise County?

	Count	Percent (%)
Vacation/Leisure	435	67.9%
Passing through	152	23.8%
Day trip	110	12.0%
Visiting friends and relatives	84	13.0%
Business trip	21	3.2%
Combination of business and leisure travel	17	2.7%
Military training/business	13	2.1%

Does not sum to 100% because of multiple responses

Information Sources

What information sources did visitors use to find out information about the county? Half of all visitors (50%) indicated that they heard about Cochise County through word-of-mouth or hearing from friends or relatives. Word-of-mouth is a very powerful source of free advertising and generally indicates that those providing the information have had a positive experience. Word-of-mouth was most often chosen for visitors from Minnesota (65%), Arizona (56%), and Washington (52%).

Travel guides (24%) were also a popular information source for visitors. Unfortunately, the questionnaire was unable to determine what travel guides were being used or whether they were print or electronic guides. Websites (20%) and social networking sites (9%) were somewhat popular information sources but may not always be trustworthy in terms of the information supplied or presented. These electronic sources of information, which were once the domain of younger visitors, have been adopted by older visitors. The average age for social networking site users was 60 years and other web sites was 57 years. See Table 15.

Table 15. How did you hear about Cochise County?

Cochise County Tourism Study
2019-2020
How did you hear about Cochise County?
(weighted)

	Frequency	Percent (%)
Word-of-mouth	212	49.5%
Travel guide	102	23.9%
Other website	85	19.9%
Social networking sites	40	9.3%
Magazine	31	7.3%
Explore.Cochise.com	8	1.8%
Newspaper article	7	1.6%
Online Radio	2	0.6%

Does not sum to 100% because of multiple responses

Interest in Activities

Next, visitors were asked to indicate their potential interest in the activities from the previous question. Visitors were asked to show their level of interest for activities on a five-point scale where “not at all interested” is 1, and “extremely interested” is 5. The mean or average interest rating will then fall between 1 and 5 with a score closer to 5 indicating a high degree of interest and scores closer to 1 indicating very little interest.

The highest mean score (4.0) was for visiting National/State Parks, fully three-fourths of the sample (75%) indicated that they were either very interested (35%) or extremely interested (40%) in visiting National or State Parks. The next largest mean score was for old west history/ghost towns (mean score 3.9) with 33% of respondents being very interested and 36% extremely interested in the activity.

The next highest mean score (3.2) was shared by photography where 48% were either very or extremely interested; mining, minerals and gemology with 47% very or extremely interested; and Mexican cultural heritage with 46% very or extremely interested. Hiking, with a mean score of 3.1, and birdwatching/observing wildlife, with a mean score of 3.0, were also potential attractions for future visitors. Wineries and tasting rooms with a mean score of 2.9 and special events (2.5) were the only activities with mean scores between a “little” and “somewhat interested.”

The lowest scoring activities were for agricultural/u-pick operations (1.9), road cycling/mountain biking (1.9), and rock climbing (1.6). As noted previously in the report, the survey data were collected in winter, which is not an optimal season for u-picks and agricultural enterprises. See Table 17.

Table 17. How interested are you in spending part of your vacation time on the following activities in Cochise County.

Cochise County Tourism Study
How interested are you in spending part of your vacation time on the following activities in Cochise County?

	Not at all	A little	Somewhat	Very	Extremely	Mean
Visit National Parks/State Parks	6.3%	4.6%	13.9%	35.4%	39.9%	4.0
Old West History/ Ghost Towns	4.3%	6.8%	19.3%	33.1%	36.4%	3.9
Photography	17.1%	11.8%	22.8%	28.5%	19.8%	3.2
Mexican Cultural Heritage	19.5%	10.1%	24.4%	27.6%	18.4%	3.2
Mining, Minerals, Gemology	16.4%	13.7%	22.9%	28.4%	18.6%	3.2
Hiking	20.5%	11.0%	22.8%	24.7%	21.0%	3.1
Birdwatching/Observing Wildlife	20.9%	14.1%	22.0%	27.1%	16.1%	3.0
Wineries/Wine Tasting Rooms	25.4%	13.3%	22.9%	19.9%	18.5%	2.9
Special Event	37.2%	15.6%	21.2%	13.2%	12.8%	2.5
Agricultural/U-Pick Locations	55.0%	17.0%	15.0%	8.6%	4.4%	1.9
Road Cycling/Mountain Biking	59.9%	13.6%	8.8%	9.5%	8.2%	1.9
Rock Climbing	71.6%	11.0%	7.8%	4.4%	5.3%	1.6

1 = Not at all interested

5 = Extremely interested

It is important to consider the impact of age on activity choice and interest. The balance of the survey respondents were older, with an average age of 62 years, which impacts their activity choices. In order to see if there were differences between age and activity choice, age was recoded into three categories: visitors 35 years and younger, those between 36 and 65 years of age, and those 66 years and older. Mean scores were calculated for the three age groups by all the activity types. See Table 18.

Table 18. How interested are you in spending part of your vacation time on the following activities in Cochise County (mean scores) by age cohorts.

Cochise County Tourism Study
Interest in activities by age range

	Age Range		
	< 35 years	36 - 65 years	66+ years
	Mean	Mean	Mean
Agricultural/U-Pick Locations	2.4	1.9	1.8
Birdwatching/Observing Wildlife	2.8	2.8	3.2
Photography	3.5	3.0	3.3
Hiking	3.4	3.1	3.1
Rock Climbing	2.3	1.6	1.5
Road Cycling/Mountain Biking	2.8	2.1	1.7
Visit National Parks/State Parks	3.5	4.0	4.0
Wineries/Wine Tasting Rooms	2.9	3.1	2.8
Old West History/ Ghost Towns	3.7	3.9	3.9
Mexican Cultural Heritage	3.2	3.2	3.1
Mining, Minerals, Gemology	3.4	3.2	3.1
Special Event	2.6	2.5	2.5

It is interesting to see that despite creating age differences in the data, there were a number of similarities between age cohorts. All three groups had high mean scores for old west history/ghost towns with older visitors having slightly more interest (mean score of 3.9) compared to a mean score of 3.7 for younger visitors. Similarly, older visitors had higher interest levels in state and national parks (4.0 compared to 3.5 for younger visitors). Photography had a higher mean score for younger visitors (3.5), while the oldest group rated photography with a mean score of 3.3.

Activities Participated In

Visitors were asked to indicate whether they had participated in or intended to participate in the activities that are unique to Cochise County. The list of activities includes some activities that are unique to the county, such as agricultural/u-pick operations, visiting wineries/wine tasting rooms, old west history/ghost towns, Mexican cultural history and mining, minerals and gemology. Other activities are not necessarily unique to the county but the region provides excellent opportunities to participate in them. These activities are bird watching and observing wildlife where the county is particularly well positioned with prime sites such as Willcox Playa and Ramsey Canyon. Hiking opportunities abound, and more physical activities such as rock climbing in the Dragoons and cycling and mountain biking are available throughout the county. Finally, there are two state parks in the county, Kartchner Caverns and Tombstone Courthouse, and three national monuments, Fort Bowie, Chiricahua National Monument, and Coronado National Monument, that are attractions as well. These activity choices may differ by season. Since the survey was conducted during the winter, activities will most likely differ in the summer.

The most popular activities were visiting sites of old west history (74%) which may have been influenced by the older visitors in the sample, followed by visits to national and state parks (68%). Visiting national parks and monuments is always a very popular visitor activity in Arizona. Of lesser interest, but still very popular, was hiking (47%) and photography (38%), activities that appeal to all age groups. Cochise County has a long history of mining, and this was evidenced by at least 35% of the sample indicating that they had or intended to participate in activities related to mining history. Birdwatching was noted as an activity by a smaller group of respondents (34%), but birdwatching is highly seasonal and levels of interest would probably be higher in prime bird watching season. Wineries and tasting rooms (29%) proved to be somewhat popular as was Mexican cultural heritage (25%). Participation in physical activities such as cycling/mountain biking and rock climbing (8% respectively) were of little interest with the older visitor profile in these winter months. Agricultural/U-picks (8%) were also not of interest; however, these are seasonal and the survey was conducted in winter when none of these operations are open. See Table 16 on the following page.

Table 16. Did you or do you plan to do these activities in Cochise County.

Cochise County Tourism Study
Did you or do you plan to participate in any of these activities in Cochise County?

	Count	Percent (%)
Old West History/ Ghost Towns	210	74.2%
Visit National Parks/State Parks	193	68.3%
Hiking	131	46.5%
Photography	107	37.7%
Mining, Minerals, Gemology	100	35.2%
Birdwatching/Observing Wildlife	96	33.8%
Wineries/Wine Tasting Rooms	80	28.5%
Mexican Cultural Heritage	69	24.5%
Special Event	38	13.5%
Road Cycling/Mountain Biking	22	7.7%
Rock Climbing	21	7.6%
Agricultural/U-Pick Locations	21	7.5%

Does not sum to 100% because of multiple responses

Nights Stayed

Visitors were asked to indicate the number of nights they stayed in communities in Cochise County. To begin with, only about three-fourths (74%) of visitors answered this question on the survey; 26% did not answer the question. Based only on those visitors that answered the question, it was found that 88% stayed less than one month while 9% stayed between one and three months and 3% stayed in the county for more than 3 months. In order to not overstate lengths of stay, the sample was split into those who stayed a month or less and this was used to calculate nights stayed in the county. The remainder, including all those visitors who stayed more than a month, were removed from the sample as they do not fit the characteristics of visitors and should instead be considered part-time residents. Visitors on day trips accounted for 15% of the sample.

The average length of stay for visitors who stayed less than 1 month in the county was 2.9 nights while the median was 2 nights. See Table 19.

Table 19. If you stayed overnight, what is the total number of nights you stayed.

Cochise County Tourism Study
If you stayed overnight in the county, how many total nights did you stay?

	Count	Percent (%)
One night	122	23.4%
Two nights	137	26.1%
Three nights	57	11.0%
Four nights	30	5.7%
Five nights	29	5.6%
Six nights	18	3.4%
1 week	26	5.0%
Between 1 and 2 weeks	31	6.0%
Between 2 and 4 weeks	11	2.2%
1 month	22	4.3%
2 months	14	2.7%
3 months	9	1.8%
More than 3 months	15	2.9%

Community Stayed In

Visitors were asked to indicate which communities they stayed in while on their visit. A majority of visitors stayed in Benson (26%), followed by Willcox (22%), Sierra Vista, Tombstone, and Bisbee (18% each, respectively), other unidentified communities (12%), and Douglas (6%). See Table 20.

Table 20. If you stayed overnight in Cochise County, in which community did you stay.

Cochise County Tourism Study
If you stayed overnight in Cochise County, in which community did you stay?

	Count	Percent (%)
Benson	140	25.8%
Willcox	117	21.6%
Sierra Vista	100	18.4%
Tombstone	99	18.3%
Bisbee	97	18.0%
Other	66	12.2%
Douglas	35	6.4%

Does not sum to 100% because of multiple responses

How long were visitors staying overnight in the communities they visited? On average, visitors stayed 8 nights in Benson, 7 nights in other communities, 6 nights in Sierra Vista, 4 nights in Bisbee, Douglas, and Tombstone, and 3 nights in Willcox.

The longest stay visitors in Benson were from Pennsylvania (30 nights) and Washington (22 nights). The longest stay visitors in Bisbee were from Arkansas (21 nights) and New York (16 nights); in Douglas, long stay visitors were from New Mexico (10 nights) and Minnesota (9 nights). The longest stay origins for Sierra Vista were Washington DC (30 nights) and Colorado (22 nights), while the longest stays in Tombstone were from South Dakota (29 nights) and Illinois (26 nights). Finally, the longest stay visitors for Willcox were from Illinois (8 nights) and South Dakota (6 nights).

Visitor Spending

Visitors were asked to estimate as closely as possible the amount of money their travel party spent per day in the communities where they received their survey. Visitors were also asked to indicate how many people the expenditures were for. In Table 9, the mean party size was 2.1 persons while the median party size was 2.0 persons. The mean party size will be used to arrive at per-person per-day expenditures. Because of the small percentage of long-stay visitors in Table 19, only expenditures for visitors who stayed 31 days or less in the county were reported and used for these calculations.

Not all visitors answered this question, and there was no place on the survey to inquire about the specific types of expenditures or to validate the data. Almost three-fourths (73%) of visitors had restaurant or grocery expenditures, with average per-party expenditures of $97 per day and a median of $60 per day. The next largest number of visitors had expenditures for lodging/camping, with 58% spending an average of $124 per day and a median of $85 per day. Both "shopping for arts and crafts" and "recreation/tour/entrance fees and permits" had the same level of expenditures (56%). The average expenditures for "shopping/arts and crafts" was $60 with a median of $50, while the average expenditures for "recreation/tour/entrance fees and permits" was $60 with a median of $40. See Table 21.

Table 21. Please estimate as closely as possible the amount of money your travel party is spending per day in the community where you received this survey

Cochise County Tourism Study
Please estimate as closely as possible the amount of money your travel party is spending per day in the community where you received this survey

	Mean	Median	Maximum	Number of respondents
Lodging/camping	$124	$85	$603	358
Restaurant/grocery	$97	$60	$800	377
Shopping/Arts Crafts	$60	$50	$1,000	297
Recreation	$60	$40	$1,942	299

The final step in examining expenditures was to calculate per-person mean expenditures for the sample. See Table 22.

Table 22. Per-person mean travel expenditures for Cochise County

Cochise County Tourism Study
Mean per-person per-day travel spending

	Mean	Number of respondents
Per-person lodging	$59	358
Per-person restaurant/grocery	$46	377
Per-person shopping/arts and crafts	$29	297
Per-person recreation/tour/entrance/permit fees	$28	299

Economic Impact

Question six in the survey of visitors to Cochise County asked respondents to detail their regional expenditures in each of the following categories: lodging, restaurant & grocery, shopping/arts and crafts, recreation/tour/entrance/permit fees. Understanding the regional economic impacts of visitors can help illustrate the economic importance of tourism and recreational activities to Cochise County, and can be compared to the impacts of other economic sectors.

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

Economic Impact Analysis Methods

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

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

Thus, direct, indirect, and induced effects of visitor expenditures were calculated for Cochise County. The direct effects of expenditures capture the amount of purchases made by participants in each industrial category. Commodity purchases contributing to direct effects need

to be margined to effectively allocate economic impacts. For example, many commodities available in Cochise County were not necessarily manufactured within the county (e.g. souvenirs, etc.). By margining commodities, producer and purchaser prices are separated. IMPLAN uses regional purchasing coefficients (RPCs) to estimate gross regional trade flows (gross exports and imports), and incorporates the RPCs into the allocation of direct effects attributable to the defined study area. A regional purchasing coefficient represents the proportion of the total demands for a given commodity that is supplied by the region to itself (IMPLAN Analysis Guide, 1999).

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

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

Regional Expenditure Results

For the economic analysis, each survey represents a travel party. Expenditure questions asked respondents to estimate their expenditures for the travel party, i.e., each survey comprised one group or party. To estimate the number of visitors to Cochise County, a population estimate was developed to use in expanding per-party expenditures to all potential visitors to Cochise County. It was estimated that approximately 189,700 out-of-region people visited the region during the period of the survey. This estimate was derived from attractions visitation (museums, national and state parks, visitor center), lodging supply (hotels and time share properties), as well as

average occupancy and attendance at private attractions, and visitation to secondary attractions. The population estimate, however, is still relatively conservative with the researchers preferring to err on the side of conservative population estimates.

As discussed previously, only out-of-region visitors were included in this analysis. Therefore, only these 189,700 out-of-region visitors were included in the economic impact analysis. The mean was used for all expenditure data in the calculation of economic impact; however, the mean could have been be adversely affected by the extreme ends of the range. To lessen the impact of respondents who had extreme values, the data were cleaned to remove outliers or expenses that were not considered to be reasonable.

The first step was to apportion the population estimate of 189,700 between day and overnight visitors. This yielded 23,500 day visitors, and 166,200 overnight visitors. These numbers were used to develop the total expenditures for each visitor type. Table 23 illustrates the first steps in developing the total expenditures by spending category. In column one, per-party, per-day expenditures are listed; as can be seen, day visitors do not have any lodging expenditures so that the value per-person per-day is $0. The next column is the per-person, per-day visitor expenditures, calculated by dividing the average party size (2.1 for day and overnight visitors) by the per-party expenditures. This was a necessary step as the population estimate was measured as visitor parties, and the expenditures need to be in per-person expenditures. The final column in Table 23 for day visitors is the percentage of visitors with expenditures in any specific category, for example 84% of day visitors had restaurant and grocery expenditures. The percentage with expenditures column was used to adjust the population estimate to reflect that percentage of the visitor population who had valid expenditures in any category. Overnight visitors' per-person expenditures and percentages of the population with expenditures were derived in a similar manner. See Table 23 on the following page.

Table 23. Estimate of per person per day expenditures for Cochise County

	Day visitors			Overnight visitors		
	Per-party exp	Per-person exp	Percent with exp	Per-Party exp	Per-Person exp	Percent with exp
Lodging-Camping	$0	$0	0%	$124	$59	74%
Restaurant & Grocery	$85	$40	84%	$97	$46	78%
Shopping/Arts/Antiques	$62	$30	65%	$60	$29	61%
Recreation/Tour/Event Ticket Fees	$62	$30	64%	$60	$28	61%

Table 24 illustrates total visitor expenditures by each specific expenditure category. Per-person expenditures in column one are from column 2 and 5 of Table 23. The population estimate in the next column was calculated by multiplying the percentage of those with expenditures, 84% in the example of restaurant/grocery expenditures, by the day visitor population estimate (23,500) to yield a population estimate of 19,723. Expenditures are derived by multiplying the population estimate by per-person per-day expenditures from column one. Overnight visitor expenditures are calculated in a similar manner, however, overnight expenditures are expanded by length of stay to account for the average number of overnight stays in the county, 2.9 days in this case. Finally, total expenditures are arrived at by summing day and overnight visitors' expenditures. The total expenditures listed in the last column are used for the subsequent economic impact analysis.

Table 24. Estimate of total expenditures for day and overnight Cochise County visitors

	Day Visitors			Overnight visitors			
	Per-Person Per-Day	Pop Estimate	Per Person Per-day Expenditures	Per-Person Per-Day	Pop Estimate	Per Person Per Trip Expenditures	Total
Lodging-Camping	$0	0	$0	$59	119,990	$20,468,000	$20,468,000
Restaurant & Grocery	$40	19,723	$794,000	$46	129,130	$17,336,000	$18,130,000
Shopping/Arts/Antiques	$30	15,254	$450,000	$29	101,380	$8,460,000	$8,460,000
Rec/Tour/Event Fees	$30	15,107	$446,000	$28	101,540	$8,369,000	$8,815,000
Total	$99		$1,690,000	$162		$54,633,000	$56,323,000

The totals from each expenditure category were entered into the operationalized Input-Output model IMPLAN. Visitor expenditures entered into IMPLAN's Impact Analysis require bridging from survey expenditure categories into IMPLAN industry sectors. Most survey expenditure categories link directly to IMPLAN industry sectors (e.g., "Grocery Store Purchases" directly corresponds with IMPLAN sector #413 "Food and Beverage Stores).

Regional Economic Impact Results

The total number of out-of-region visitors to Cochise County during the study period was estimated at 189,700 visitors. These visitors were responsible for some $79.6 million of expenditures in Cochise County, with an average regional expenditure of $99 per-person per-party for day visitors and $162 per-person per-day for overnight visitors. Expenditures recorded for each industrial category were entered into IMPLAN's impact analysis. Table 25 shows the direct, indirect, and induced effects of regional expenditures made by non-local visitors.

Table 25. Effects of $79.6 million of regional expenditures by Cochise County visitors (thousands of dollars)

Impact Type	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Direct output	$56,342	$9,780	$13,479	$79,601
Employment	734	73	99	907
Labor Income	$27,073	$2,796	$3,896	$33,767

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

In 2019-2020, visitors to Cochise County stimulated significant input to businesses in the regional economy of the county. Approximately $56 million of regional purchases were made by out-of-region visitors, contributing to a total economic output of $79 million for Cochise County in a four month period. This economic activity supported some 907 full-time equivalent (FTE) jobs,

federal tax revenue of $7.1 million, and state and local taxes of $5.9 million. The total economic impact of visitors to the county was substantial and contributed significantly to the greater regional economy, further strengthening the role of tourism as economic development.

Conclusion

The Cochise County Tourism Study was interrupted due to the issues resulting from the COVID-19 pandemic. While only four months of useable data were collected, the data will prove helpful to the Cochise County Tourism and Economic Council to aid future tourism promotion and product development.

A more complete data collection effort according to the research design would offer accordingly deeper insights. Since the data used in this report were collected between December and March, they are heavily slanted toward winter visitors who may be older, have longer lengths of stay, and tend to have lower overall expenditures than regular visitors. If data were gathered for a year, there is a good possibility that the average age profile would be lower, and some of the activity choices may also differ by season.

It is recommended that once tourism recovers from COVID-19 that the CCTEC completes a year-long study to ensure that all tourist seasons are covered and that the data are not overly influenced by one type of visitor.

The average age of visitors to Cochise County was 62 years old, with 62% of all visitors aged 61 years and older. The median party size was 2 persons, with an average party size of 2.1 representing 74% of travel parties.

The weighted average annual household income for Cochise County visitors was $83,040. Parties averaged $124 per day for lodging, $97 per day for food, $60 per day for shopping, and $60 per day for recreation.

Sixty-seven percent of visitors were domestic out-of-state visitors, 21% were from Arizona, and 12% were international.

The primary purpose of stay was vacation/leisure for 68% of respondents. Word-of-mouth was the primary way (50%) that visitors heard about Cochise County. The biggest draw to Cochise County was Old West History/Ghost Towns (74%).

Half (50%) of visitors stayed 2 nights while 88% stayed less than 1 month. Twenty-six percent stayed in Benson, 22% in Willcox, and 18% each in Sierra Vista, Tombstone, and Bisbee.

The economic impact to the county included approximately $56 million of regional purchases made by out-of-region visitors, contributing to a total economic output of $79 million for Cochise County. This economic activity supported 907 full-time equivalent jobs, federal tax revenue of $7.1 million, and state and local taxes of $5.9 million.

The information gathered from this study serves to reinforce the importance of visitors to the Cochise County economy. The county is well positioned to attract tourists, offering not only old west history as an attraction but national monuments, state parks, wineries, and bird watching as well. Tourism promotion and product development in the county should continue to build on the strengths of history and culture but also look towards actively promoting existing and new tourism products to a younger travel market.

Some communities in the county have long depended on the convenient winter visitor market to strengthen their tourism season. However, the strength of this market segment may be changing as it has been profoundly affected by the COVID-19 pandemic. If winter visitors change their travel patterns because of the pandemic and choose to “winter in place,” rather than travel to warmer climates, tourism in the county will be adversely affected. In order to be prepared for a change in tourist markets, the county should emphasize the need to develop new tourism opportunities and to strengthen existing ones. Travel and tourism will be changing in the near future, but Cochise County has the benefit of wide-open spaces, rural communities, and outdoor activities that will act as attractions.

Appendix A in the document contains a copy of the survey form, which acts as a reference to the report. Community data profiles are provided in Appendices B - H.

Appendix A – Questionnaire

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Cochise County Visitor Study

☐ Be ☐ Bi ☐ Do ☐ Si ☐ To ☐ Wi ☐ VC ☐ Oth ☐☐ / ☐☐☐☐

Welcome to Cochise County. We hope that you are having a fabulous visit! Please take the time to complete this short survey to help us provide future visitors with a great experience. If you need assistance, do not hesitate to ask for help. We sincerely appreciate your time!

1. How did you hear about Cochise County? (Mark all that apply.)

☐ Newspaper article ☐ ExploreCochise.com ☐ Social networking sites ☐ Travel guide ☐ Been there before
☐ Magazine ☐ Online radio ☐ Other website ☐ Word-of-mouth

2. If you are from the U.S. please write in your 5-digit ZIP-Code: ☐☐☐☐☐

If you are not from the U.S. please list your country of origin:

3. Check all boxes that best describe the primary purpose of your stay in Cochise County.

☐ Vacation/Leisure ☐ Day trip ☐ Combination of business and leaisure travel ☐ Military training/business
☐ Passing through ☐ Business ☐ Visiting friends and relatives

4. How interested are you in spending part of your vacation time on the following activities? (Please check your level of interest for each activity using the checkboxes on the right. Additionally, if you have or plan to do this activity during this visit, please indicate so using the checkboxes on the left.)

Did you/Do you plan to do any of these activities		Not at all	A little	Somewhat	Very	Extremely
☐	Agricultural / U-Pick Locations	☐	☐	☐	☐	☐
☐	Birdwatching / Observing Wildlife	☐	☐	☐	☐	☐
☐	Photography	☐	☐	☐	☐	☐
☐	Hiking	☐	☐	☐	☐	☐
☐	Rock Climbing	☐	☐	☐	☐	☐
☐	Road Cycling / Mountain Biking	☐	☐	☐	☐	☐
☐	Visit National Parks / State Parks	☐	☐	☐	☐	☐
☐	Wineries / Wine Tasting Rooms	☐	☐	☐	☐	☐
☐	Old West History / Ghost Towns	☐	☐	☐	☐	☐
☐	Mexican Cultural Heritage	☐	☐	☐	☐	☐
☐	Mining, Minerals, Gemology	☐	☐	☐	☐	☐
☐	Special Event	☐	☐	☐	☐	☐

5. If you stayed overnight, number of nights you stayed total: ☐☐☐☐☐

In which community did you stay: ☐ Benson ☐ Sierra Vista ☐ Willcox ☐ Bisbee ☐ Tombstone ☐ Other ☐ Douglas

6. Please estimate as closely as possible the amount of money that your **travel party** is spending per day in the community where you received this survey for the following categories (in U.S. dollars).

Lodging/ camping $ ☐☐☐☐ Restaurant/ grocery $ ☐☐☐☐ Shopping/ Arts Crafts $ ☐☐☐☐ Recreation/ Tour/Entrance /Permit fees $ ☐☐☐☐

How many people are these expenditures for? ☐☐

7. What is your gender? ☐ Female ☐ Other ☐ Male ☐ Prefer not to answer

In what year were you born? ☐☐☐☐

8. Which of the following categories best describes your annual household income?

☐ Less than $49,999 ☐ $50,000 - $74,999 ☐ $75,000 - $99,999 ☐ $100,000 - $149,999 ☐ $150,000+

Thank You For Taking The Time To Complete The Survey

Appendix B – Community Profiles – Benson

Cochise County Tourism Study
2019-2020
Benson
Surveys collected by month

	Frequency	Percent (%)
December	53	18.9%
January	87	31.0%
February	87	31.0%
March	54	19.2%
Total	281	100.0%

Cochise County Tourism Study
2019-2020
Benson
How did you hear about Cochise County?

	Frequency	Percent (%)
Word-of-mouth	105	57.1%
Travel guide	48	26.1%
Other website	30	16.3%
Social networking sites	11	6.0%
Magazine	9	4.9%
Newspaper article	4	2.2%
Explore.Cochise.com	2	1.1%
Online Radio		

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Benson
Where are you from - domestic visitors?

	Count	Percent (%)
Washington	21	9.5%
Wisconsin	19	8.6%
Michigan	17	7.7%
Arizona	16	7.2%
Minnesota	16	7.2%
Texas	12	5.4%
California	11	5.0%
South Dakota	11	5.0%
Illinois	8	3.6%
Oregon	6	2.7%
New York	6	2.7%
New Mexico	5	2.3%
Colorado	5	2.3%
Indiana	5	2.3%
Ohio	5	2.3%
Virginia	5	2.3%
Missouri	4	1.8%
North Dakota	4	1.8%
Iowa	4	1.8%
Massachusetts	4	1.8%
Nevada	3	1.4%
Idaho	3	1.4%
Pennsylvania	3	1.4%
Montana	2	0.9%
Florida	2	0.9%
Georgia	2	0.9%
North Carolina	2	0.9%
New Jersey	2	0.9%
Vermont	2	0.9%
Maine	2	0.9%
New Hampshire	2	0.9%
Alaska	1	0.5%
Hawaii	1	0.5%

Utah	1	0.5%
Wyoming	1	0.5%
Arkansas	1	0.5%
Louisiana	1	0.5%
Nebraska	1	0.5%
Kansas	1	0.5%
Tennessee	1	0.5%
District of Columbia	1	0.5%
Connecticut	1	0.5%
Puerto Rico	1	0.5%
Total	221	100.0%

Cochise County Tourism Study
2019-2020
Benson
Where are you from in Arizona?

	Count	Percent (%)
Tucson	5	31.3%
Coronado	2	12.5%
Tempe	1	6.3%
Sun City	1	6.3%
Show Low	1	6.3%
Sedona	1	6.3%
Phoenix	1	6.3%
Litchfield Park	1	6.3%
Gilbert	1	6.3%
Corona De Tucson - Vail	1	6.3%
Chandler	1	6.3%
Total	16	100.0%

Cochise County Tourism Study
2019-2020
Benson
What country are you from?

	Count	Percent (%)
Canada	58	93.5%
United Kingdom	2	3.2%
The Netherlands	1	1.6%
Germany	1	1.6%
Total	62	100.0%

Cochise County Tourism Study
2019-2020
Benson
What are the primary purposes for your stay in Cochise County?

	Count	Percent (%)
Vacation/Leisure	204	77.3%
Passing through	73	27.7%
Day trip	32	12.1%
Visiting friends and relatives	31	11.7%
Combination of business and leisure travel	8	3.0%
Military training/business	4	1.5%
Business trip	2	0.8%

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Benson
Did you or do you plan to participate in any of these activities in Cochise County?

	Count	Percent (%)
Old West History/ Ghost Towns	89	81.7%
Visit National Parks/State Parks	80	73.4%
Photography	65	59.6%
Hiking	58	53.2%
Birdwatching/Observing Wildlife	47	43.1%
Wineries/Wine Tasting Rooms	36	33.0%
Mexican Cultural Heritage	34	31.2%
Mining, Minerals, Gemology	33	30.3%
Road Cycling/Mountain Biking	15	13.8%
Rock Climbing	12	11.0%
Special Event	12	11.0%
Agricultural/U-Pick Locations	9	8.3%

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Benson
How interested are you in spending part of your vacation time on the following activities in Cochise County?

	Not at all	A little	Somewhat	Very	Extremely	Mean
Agricultural/U-Pick Locations	54.3%	17.4%	13.0%	7.6%	7.6%	2.0
Birdwatching/Observing Wildlife	21.3%	11.6%	30.1%	22.7%	14.4%	3.0
Photography	14.5%	11.8%	24.1%	25.5%	24.1%	3.3
Hiking	24.3%	13.5%	18.5%	21.2%	22.5%	3.0
Rock Climbing	72.3%	7.3%	9.9%	4.2%	6.3%	1.6
Road Cycling/Mountain Biking	61.4%	11.4%	10.4%	8.9%	7.9%	1.9
Visit National Parks/State Parks	5.1%	5.1%	11.5%	31.1%	47.2%	4.1
Wineries/Wine Tasting Rooms	32.1%	10.5%	21.1%	20.6%	15.8%	2.8
Old West History/ Ghost Towns	2.5%	4.6%	19.8%	28.3%	44.7%	4.1
Mexican Cultural Heritage	18.1%	13.1%	22.6%	20.1%	26.1%	3.2
Mining, Minerals, Gemology	14.4%	14.4%	25.5%	22.1%	23.6%	3.3
Special Event	44.5%	8.7%	12.7%	12.7%	21.4%	2.6

1 = Not at all interested

5 = Extremely interested

Cochise County Tourism Study
2019-2020
Benson
If you stayed overnight in the county, how many total nights did you stay?

	Count	Percent (%)
One night	17	7.7%
Two nights	38	17.1%
Three nights	18	8.1%
Four nights	11	5.0%
Five nights	11	5.0%
Six nights	10	4.5%
1 week	12	5.4%
Between 1 and 2 weeks	30	13.5%
Between 2 and 4 weeks	12	5.4%
1 month	21	9.5%
2 months	13	5.9%
3 months	10	4.5%
More than 3 months	19	8.6%

Cochise County Tourism Study
2019-2020
Benson
If you stayed overnight in Cochise County, in which community did you stay?

	Count	Percent (%)
Benson	174	73.7%
Other	44	18.6%
Tombstone	29	12.3%
Sierra Vista	16	6.8%
Bisbee	13	5.5%
Willcox	9	3.8%
Douglas	4	1.7%

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Benson
How many people are your expenditures for?

	Count	Percent (%)
One person	17	7.7%
Two people	177	79.7%
Three people	6	2.7%
Four people	14	6.3%
Five people	2	0.9%
Six or more people	6	2.7%

Cochise County Tourism Study
2019-2020
Benson
Please estimate as closely as possible the amount of money your travel party is spending per day in the community where you received this survey

	Mean	Median	Maximum	Number of respondents with expenditures
Lodging/camping	$90	$50	$550	158
Restaurant/grocery	$73	$50	$500	175
Shopping/Arts Crafts	$62	$50	$500	133
Recreation	$83	$40	$1,942	123

Cochise County Tourism Study
2019-2020
Benson
What is your gender?

	Count	Percent (%)
Male	118	44.7%
Female	142	53.8%
Other		
Prefer not to answer	4	1.5%
Total	264	100.0%

Cochise County Tourism Study
2019-2020
Benson
What is your age?

	Count	Percent (%)
18		
19 - 25 years		
26 - 30 years		
31 - 35 years	3	1.3%
36 - 40 years	5	2.2%
41 - 45 years	8	3.5%
46 - 50 years	12	5.2%
51 - 55 years	13	5.6%
56 - 60 years	10	4.3%
61 - 65 years	42	18.2%
66 - 70 years	52	22.5%
71 - 75 years	49	21.2%
76 years and older	37	16.0%
Total	231	100.0%

Cochise County Tourism Study
2019-2020
Benson
What is your age by gender?

	Male	Female	Other	Prefer not to answer
	Column %	Column %	Column %	Column %
18				
19 - 25 years				
26 - 30 years				
31 - 35 years	1.0%	1.8%		
36 - 40 years	2.9%	0.9%		
41 - 45 years	3.9%	2.7%		
46 - 50 years	5.9%	4.5%		
51 - 55 years	3.9%	7.1%		
56 - 60 years	4.9%	3.6%		33.3%
61 - 65 years	21.6%	16.1%		33.3%
66 - 70 years	20.6%	23.2%		33.3%
71 - 75 years	21.6%	20.5%		
76 years and older	13.7%	19.6%		
Total	100.0%	100.0%		100.0%

Cochise County Tourism Study
2019-2020
Benson
Which of the following categories best describes your annual household income?

	Count	Percent (%)
Less than $49,999	42	21.9%
$50,000 - $74,999	48	25.0%
$75,000 - $99,999	50	26.0%
$100,000 - $149,999	40	20.8%
$150,000 +	12	6.3%
Total	192	100.0%

Appendix C – Community Profiles – Bisbee

Cochise County Tourism Study
2019-2020
Bisbee
Surveys collected by month

	Frequency	Percent (%)
December	1	1.4%
January	17	23.0%
February	37	50.0%
March	19	25.7%
Total	74	100.0%

Cochise County Tourism Study
2019-2020
Bisbee
How did you hear about Cochise County?

	Frequency	Percent (%)
Word-of-mouth	24	55.8%
Other website	8	18.6%
Travel guide	5	11.6%
Social networking sites	4	9.3%
Newspaper article	2	4.7%
Magazine	2	4.7%
Explore.Cochise.com	2	4.7%
Online Radio		

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Bisbee
Where are you from - domestic visitors?

	Count	Percent (%)
Arizona	35	53.8%
Michigan	5	7.7%
Washington	3	4.6%
Oregon	2	3.1%
Utah	2	3.1%
Idaho	2	3.1%
Indiana	2	3.1%
North Carolina	2	3.1%
Maryland	2	3.1%
District of Columbia	2	3.1%
California	1	1.5%
Nevada	1	1.5%
New Mexico	1	1.5%
Missouri	1	1.5%
South Dakota	1	1.5%
Kentucky	1	1.5%
New York	1	1.5%
Rhode Island	1	1.5%
Total	65	100.0%

Cochise County Tourism Study
2019-2020
Bisbee
Where are you from in Arizona?

	Count	Percent (%)
Bisbee	6	17.1%
Prescott	4	11.4%
Phoenix	3	8.6%
Mesa	3	8.6%
Tucson	2	5.7%
Tolleson	2	5.7%
Sun	2	5.7%
Saddlebrooke	2	5.7%
Gilbert	2	5.7%
Fry	2	5.7%
Chandler	2	5.7%
Tempe	1	2.9%
Pima Community College	1	2.9%
Mcneal	1	2.9%
Gold Canyon - Queen Valley	1	2.9%
Carefree	1	2.9%
Total	35	100.0%

Cochise County Tourism Study
2019-2020
Bisbee
What country are you from?

	Count	Percent (%)
Canada	5	62.5%
Kuwait	2	25.0%
Germany	1	12.5%
Total	8	100.0%

Cochise County Tourism Study
2019-2020
Bisbee
What are the primary purposes for your stay in Cochise County?

	Count	Percent (%)
Vacation/Leisure	43	59.7%
Day trip	27	37.5%
Visiting friends and relatives	11	15.3%
Passing through	4	5.6%
Combination of business and leisure travel	3	4.2%
Military training/business	3	4.2%
Business trip	2	2.8%

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Bisbee
Did you or do you plan to participate in any of these activities in Cochise County?

	Count	Percent (%)
Old West History/ Ghost Towns	32	80.0%
Mining, Minerals, Gemology	20	50.0%
Visit National Parks/State Parks	19	47.5%
Hiking	13	32.5%
Photography	12	30.0%
Mexican Cultural Heritage	11	27.5%
Wineries/Wine Tasting Rooms	8	20.0%
Agricultural/U-Pick Locations	6	15.0%
Birdwatching/Observing Wildlife	6	15.0%
Rock Climbing	5	12.5%
Road Cycling/Mountain Biking	3	7.5%
Special Event	2	5.0%

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Bisbee
How interested are you in spending part of your vacation time on the following activities in Cochise County?

	Not at all	A little	Somewhat	Very	Extremely	Mean
Agricultural/U-Pick Locations	39.0%	22.0%	14.6%	14.6%	9.8%	2.3
Birdwatching/Observing Wildlife	28.2%	15.4%	10.3%	33.3%	12.8%	2.9
Photography	14.3%	14.3%	21.4%	38.1%	11.9%	3.2
Hiking	10.2%	14.3%	22.4%	26.5%	26.5%	3.4
Rock Climbing	45.7%	20.0%	20.0%	8.6%	5.7%	2.1
Road Cycling/Mountain Biking	38.9%	33.3%	8.3%	13.9%	5.6%	2.1
Visit National Parks/State Parks	9.1%	3.6%	21.8%	38.2%	27.3%	3.7
Wineries/Wine Tasting Rooms	18.2%	15.9%	18.2%	25.0%	22.7%	3.2
Old West History/ Ghost Towns	1.9%	14.8%	24.1%	29.6%	29.6%	3.7
Mexican Cultural Heritage	15.8%	7.9%	13.2%	52.6%	10.5%	3.3
Mining, Minerals, Gemology	10.4%	2.1%	20.8%	37.5%	29.2%	3.7
Special Event	25.8%	19.4%	22.6%	16.1%	16.1%	2.8

1 = Not at all interested

5 = Extremely interested

Cochise County Tourism Study
2019-2020
Bisbee
If you stayed overnight in the county, how many total nights did you stay?

	Count	Percent (%)
One night	19	38.0%
Two nights	16	32.0%
Three nights	4	8.0%
Four nights		
Five nights	4	8.0%
Six nights	1	2.0%
1 week	4	8.0%
Between 1 and 2 weeks		
Between 2 and 4 weeks		
1 month	2	4.0%
2 months		
3 months		
More than 3 months		

Cochise County Tourism Study
2019-2020
Bisbee
If you stayed overnight in Cochise County, in which community did you stay?

	Count	Percent (%)
Bisbee	36	62.1%
Sierra Vista	9	15.5%
Douglas	7	12.1%
Benson	6	10.3%
Tombstone	5	8.6%
Other	5	8.6%
Willcox	1	1.7%

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Bisbee
How many people are your expenditures for?

	Count	Percent (%)
One person	6	9.5%
Tw o people	44	69.8%
Three people	9	14.3%
Four people	3	4.8%
Five people		
Six or more people	1	1.6%

Cochise County Tourism Study
2019-2020
Bisbee
Please estimate as closely as possible the amount of money your travel party is spending per day in the community where you received this survey

	Mean	Median	Maximum	Number of respondents w ith expenditures
Lodging/camping	$132	$100	$600	39
Restaurant/grocery	$102	$100	$400	56
Shopping/Arts Crafts	$82	$50	$1,000	40
Recreation	$84	$50	$1,000	41

Cochise County Tourism Study
2019-2020
Bisbee
What is your gender?

	Count	Percent (%)
Male	32	46.4%
Female	36	52.2%
Other		
Prefer not to answer	1	1.4%
Total	69	100.0%

Cochise County Tourism Study
2019-2020
Bisbee
What is your age?

	Count	Percent (%)
18		
19 - 25 years	4	8.2%
26 - 30 years	1	2.0%
31 - 35 years	4	8.2%
36 - 40 years	2	4.1%
41 - 45 years	2	4.1%
46 - 50 years	3	6.1%
51 - 55 years	5	10.2%
56 - 60 years	1	2.0%
61 - 65 years	7	14.3%
66 - 70 years	7	14.3%
71 - 75 years	8	16.3%
76 years and older	5	10.2%
Total	49	100.0%

Cochise County Tourism Study
2019-2020
Bisbee
What is your age by gender?

	Male	Female	Other	Prefer not to answer
	Column %	Column %	Column %	Column %
18				
19 - 25 years	14.3%	4.0%		
26 - 30 years				
31 - 35 years	9.5%	8.0%		
36 - 40 years	4.8%	4.0%		
41 - 45 years		8.0%		
46 - 50 years	9.5%	4.0%		
51 - 55 years		16.0%		
56 - 60 years		4.0%		
61 - 65 years	9.5%	20.0%		
66 - 70 years	14.3%	12.0%		
71 - 75 years	23.8%	12.0%		
76 years and older	14.3%	8.0%		
Total	100.0%	100.0%		

Cochise County Tourism Study
2019-2020
Bisbee
Which of the following categories best describes your annual household income?

	Count	Percent (%)
Less than $49,999	14	23.7%
$50,000 - $74,999	13	22.0%
$75,000 - $99,999	9	15.3%
$100,000 - $149,999	16	27.1%
$150,000 +	7	11.9%
Total	59	100.0%

Appendix D – Community Profiles – Douglas

Cochise County Tourism Study
2019-2020
Douglas
Surveys collected by month

	Frequency	Percent (%)
December	8	26.7%
February	7	23.3%
March	15	50.0%
Total	30	100.0%

Cochise County Tourism Study
2019-2020
Douglas
How did you hear about Cochise County?

	Frequency	Percent (%)
Word-of-mouth	11	52.4%
Social networking sites	4	19.0%
Travel guide	4	19.0%
Other website	3	14.3%
Newspaper article		
Magazine		
Online Radio		
Explore.Cochise.com		

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Douglas
Where are you from - domestic visitors?

	Count	Percent (%)
Arizona	12	30.8%
Washington	4	10.3%
New Mexico	4	10.3%
Colorado	4	10.3%
Idaho	3	7.7%
California	2	5.1%
Texas	2	5.1%
Illinois	1	2.6%
North Dakota	1	2.6%
Iowa	1	2.6%
Michigan	1	2.6%
Florida	1	2.6%
Virginia	1	2.6%
Maine	1	2.6%
Massachusetts	1	2.6%
Total	39	100.0%

Cochise County Tourism Study
2019-2020
Douglas
Where are you from in Arizona?

	Count	Percent (%)
Tucson	2	16.7%
Phoenix	2	16.7%
Scottsdale	1	8.3%
Oro Valley	1	8.3%
Glendale	1	8.3%
Gilbert	1	8.3%
Flagstaff	1	8.3%
Cave Creek	1	8.3%
Buckeye	1	8.3%
Bouse	1	8.3%
Total	12	100.0%

Cochise County Tourism Study
2019-2020
Douglas
What are the primary purposes for your stay in Cochise County?

	Count	Percent (%)
Vacation/Leisure	25	69.4%
Business trip	7	19.4%
Visiting friends and relatives	6	16.7%
Passing through	5	13.9%
Day trip	3	8.3%
Combination of business and leisure travel		
Military training/business		

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Douglas
Did you or do you plan to participate in any of these activities in Cochise County?

	Count	Percent (%)
Old West History/ Ghost Towns	10	62.5%
Visit National Parks/State Parks	8	50.0%
Hiking	7	43.8%
Mining, Minerals, Gemology	5	31.3%
Birdwatching/Observing Wildlife	3	18.8%
Wineries/Wine Tasting Rooms	3	18.8%
Special Event	3	18.8%
Rock Climbing	2	12.5%
Photography	1	6.3%
Road Cycling/Mountain Biking	1	6.3%
Mexican Cultural Heritage	1	6.3%
Agricultural/U-Pick Locations		

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Douglas
How interested are you in spending part of your vacation time on the following activities in Cochise County?

	Not at all	A little	Somewhat	Very	Extremely	Mean
Agricultural/U-Pick Locations	66.7%	11.1%	11.1%	5.6%	5.6%	1.7
Birdwatching/Observing Wildlife	26.3%	26.3%	5.3%	15.8%	26.3%	2.9
Photography	33.3%	16.7%	16.7%	16.7%	16.7%	2.7
Hiking	10.0%	10.0%	30.0%	35.0%	15.0%	3.3
Rock Climbing	81.3%	0.0%	12.5%	6.3%	0.0%	1.4
Road Cycling/Mountain Biking	44.4%	16.7%	22.2%	11.1%	5.6%	2.2
Visit National Parks/State Parks	9.1%	9.1%	18.2%	27.3%	36.4%	3.7
Wineries/Wine Tasting Rooms	15.8%	15.8%	36.8%	15.8%	15.8%	3.0
Old West History/ Ghost Towns	12.0%	12.0%	20.0%	24.0%	32.0%	3.5
Mexican Cultural Heritage	35.0%	15.0%	15.0%	20.0%	15.0%	2.7
Mining, Minerals, Gemology	25.0%	12.5%	12.5%	43.8%	6.3%	2.9
Special Event	29.4%	23.5%	29.4%	5.9%	11.8%	2.5

1 = Not at all interested

5 = Extremely interested

Cochise County Tourism Study
2019-2020
Douglas
If you stayed overnight in the county, how many total nights did you stay?

	Count	Percent (%)
One night	6	20.7%
Two nights	5	17.2%
Three nights	5	17.2%
Four nights	2	6.9%
Five nights	2	6.9%
Six nights	1	3.4%
1 week	1	3.4%
Between 1 and 2 weeks	3	10.3%
Between 2 and 4 weeks	1	3.4%
1 month		
2 months		
3 months	1	3.4%
More than 3 months	2	6.9%

Cochise County Tourism Study
2019-2020
Douglas
If you stayed overnight in Cochise County, in which community did you stay?

	Count	Percent (%)
Douglas	11	37.9%
Tombstone	11	37.9%
Bisbee	10	34.5%
Other	5	17.2%
Sierra Vista	4	13.8%
Benson	2	6.9%
Willcox	1	3.4%

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Douglas
How many people are your expenditures for?

	Count	Percent (%)
One person	7	26.9%
Two people	17	65.4%
Three people	1	3.8%
Four people		
Five people		
Six or more people	1	3.8%

Cochise County Tourism Study
2019-2020
Douglas
Please estimate as closely as possible the amount of money your travel party is spending per day in the community where you received this survey

	Mean	Median	Maximum	Number of respondents with expenditures
Lodging/camping	$128	$100	$603	23
Restaurant/grocery	$103	$80	$300	31
Shopping/Arts Crafts	$68	$50	$500	23
Recreation	$86	$50	$500	28

Cochise County Tourism Study
2019-2020
Douglas
What is your gender?

	Count	Percent (%)
Male	16	45.7%
Female	17	48.6%
Other	2	5.7%
Prefer not to answer		
Total	35	100.0%

Cochise County Tourism Study
2019-2020
Douglas
What is your age?

	Count	Percent (%)
18		
19 - 25 years	2	6.9%
26 - 30 years	3	10.3%
31 - 35 years	2	6.9%
36 - 40 years	3	10.3%
41 - 45 years	3	10.3%
46 - 50 years	2	6.9%
51 - 55 years	2	6.9%
56 - 60 years	3	10.3%
61 - 65 years	3	10.3%
66 - 70 years	2	6.9%
71 - 75 years	4	13.8%
76 years and older		
Total	29	100.0%

Cochise County Tourism Study
2019-2020
Douglas
What is your age by gender?

	Male	Female	Other	Prefer not to answer
	Column %	Column %	Column %	Column %
18				
19 - 25 years	6.7%			
26 - 30 years	13.3%			
31 - 35 years	13.3%			
36 - 40 years	13.3%		100.0%	
41 - 45 years	13.3%	10.0%		
46 - 50 years	6.7%	10.0%		
51 - 55 years	6.7%	10.0%		
56 - 60 years	6.7%	20.0%		
61 - 65 years	13.3%	10.0%		
66 - 70 years		20.0%		
71 - 75 years	6.7%	20.0%		
76 years and older				
Total	100.0%	100.0%	100.0%	

Cochise County Tourism Study
2019-2020
Douglas
Which of the following categories best describes your annual household income?

	Count	Percent (%)
Less than $49,999	4	14.3%
$50,000 - $74,999	9	32.1%
$75,000 - $99,999	6	21.4%
$100,000 - $149,999	8	28.6%
$150,000 +	1	3.6%
Total	28	100.0%

Appendix E – Community Profile – Sierra Vista

Cochise County Tourism Study
2019-2020
Sierra Vista
Surveys collected by month

	Frequency	Percent (%)
December	10	18.2%
January	12	21.8%
February	22	40.0%
March	11	20.0%
Total	55	100.0%

Cochise County Tourism Study
2019-2020
Sierra Vista
How did you hear about Cochise County?

	Frequency	Percent (%)
Word-of-mouth	18	45.0%
Travel guide	11	27.5%
Other website	8	20.0%
Social networking sites	4	10.0%
Magazine	3	7.5%
Explore.Cochise.com	2	5.0%
Newspaper article		
Online Radio		

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Sierra Vista
Where are you from - domestic visitors?

	Count	Percent (%)
California	5	11.1%
Colorado	5	11.1%
Minnesota	4	8.9%
Washington	3	6.7%
Texas	3	6.7%
Wisconsin	3	6.7%
Florida	3	6.7%
Oregon	2	4.4%
Utah	2	4.4%
Iowa	2	4.4%
Ohio	2	4.4%
New York	2	4.4%
New Hampshire	2	4.4%
New Mexico	1	2.2%
Arizona	1	2.2%
Wyoming	1	2.2%
Montana	1	2.2%
Michigan	1	2.2%
North Carolina	1	2.2%
Vermont	1	2.2%
Total	45	100.0%

Cochise County Tourism Study
2019-2020
Sierra Vista
Where are you from in Arizona?

	Count	Percent (%)
Mesa	1	100.0%
Total	1	100.0%

Cochise County Tourism Study
2019-2020
Sierra Vista
What country are you from?

	Count	Percent (%)
Canada	9	100.0%
Total	9	100.0%

Cochise County Tourism Study
2019-2020
Sierra Vista
What are the primary purposes for your stay in Cochise County?

	Count	Percent (%)
Vacation/Leisure	42	79.2%
Passing through	9	17.0%
Visiting friends and relatives	9	17.0%
Day trip	6	11.3%
Business trip	4	7.5%
Combination of business and leisure travel	1	1.9%
Military training/business	1	1.9%

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Sierra Vista
Did you or do you plan to participate in any of these activities in Cochise County?

	Count	Percent (%)
Visit National Parks/State Parks	20	83.3%
Old West History/ Ghost Towns	17	70.8%
Hiking	15	62.5%
Birdwatching/Observing Wildlife	11	45.8%
Mexican Cultural Heritage	10	41.7%
Photography	9	37.5%
Wineries/Wine Tasting Rooms	9	37.5%
Mining, Minerals, Gemology	8	33.3%
Agricultural/U-Pick Locations	3	12.5%
Rock Climbing	2	8.3%
Special Event	2	8.3%
Road Cycling/Mountain Biking		

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Sierra Vista
How interested are you in spending part of your vacation time on the following activities in Cochise County?

	Not at all	A little	Somewhat	Very	Extremely	Mean
Agricultural/U-Pick Locations	72.9%	12.5%	8.3%	6.3%	0.0%	1.5
Birdwatching/Observing Wildlife	18.0%	8.0%	24.0%	34.0%	16.0%	3.2
Photography	30.0%	8.0%	20.0%	24.0%	18.0%	2.9
Hiking	10.2%	6.1%	18.4%	34.7%	30.6%	3.7
Rock Climbing	81.3%	10.4%	4.2%	2.1%	2.1%	1.3
Road Cycling/Mountain Biking	75.0%	8.3%	2.1%	10.4%	4.2%	1.6
Visit National Parks/State Parks	7.7%	1.9%	11.5%	44.2%	34.6%	4.0
Wineries/Wine Tasting Rooms	32.7%	18.4%	26.5%	12.2%	10.2%	2.5
Old West History/ Ghost Towns	6.3%	12.5%	22.9%	35.4%	22.9%	3.6
Mexican Cultural Heritage	28.0%	8.0%	32.0%	22.0%	10.0%	2.8
Mining, Minerals, Gemology	25.0%	12.5%	33.3%	22.9%	6.3%	2.7
Special Event	57.1%	8.2%	24.5%	4.1%	6.1%	1.9

1 = Not at all interested

5 = Extremely interested

Cochise County Tourism Study
2019-2020
Sierra Vista
If you stayed overnight in the county, how many total nights did you stay?

	Count	Percent (%)
One night	2	4.3%
Two nights	10	21.3%
Three nights	6	12.8%
Four nights	3	6.4%
Five nights	6	12.8%
Six nights	2	4.3%
1 week	4	8.5%
Between 1 and 2 weeks	4	8.5%
Between 2 and 4 weeks	1	2.1%
1 month	2	4.3%
2 months	4	8.5%
3 months		
More than 3 months	3	6.4%

Cochise County Tourism Study
2019-2020
Sierra Vista
If you stayed overnight in Cochise County, in which community did you stay?

	Count	Percent (%)
Sierra Vista	27	52.9%
Other	11	21.6%
Benson	5	9.8%
Bisbee	5	9.8%
Tombstone	5	9.8%
Douglas	3	5.9%
Willcox	3	5.9%

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Sierra Vista
How many people are your expenditures for?

	Count	Percent (%)
One person	6	12.2%
Two people	41	83.7%
Three people	1	2.0%
Four people	1	2.0%
Five people		
Six or more people		

Cochise County Tourism Study
2019-2020
Sierra Vista
Please estimate as closely as possible the amount of money your travel party is spending per day in the community where you received this survey

	Mean	Median	Maximum	Number of respondents with expenditures
Lodging/camping	$112	$58	$603	38
Restaurant/grocery	$78	$50	$300	41
Shopping/Arts Crafts	$52	$20	$500	33
Recreation	$48	$30	$500	33

Cochise County Tourism Study
2019-2020
Sierra Vista
What is your gender?

	Count	Percent (%)
Male	24	47.1%
Female	26	51.0%
Other		
Prefer not to answer	1	2.0%
Total	51	100.0%

Cochise County Tourism Study
2019-2020
Sierra Vista
What is your age?

	Count	Percent (%)
18		
19 - 25 years		
26 - 30 years	1	2.4%
31 - 35 years		
36 - 40 years	1	2.4%
41 - 45 years	2	4.9%
46 - 50 years		
51 - 55 years		
56 - 60 years	2	4.9%
61 - 65 years	9	22.0%
66 - 70 years	7	17.1%
71 - 75 years	10	24.4%
76 years and older	9	22.0%
Total	41	100.0%

Cochise County Tourism Study
2019-2020
Sierra Vista
What is your age by gender?

	Male	Female	Other	Prefer not to answer
	Column %	Column %	Column %	Column %
18				
19 - 25 years				
26 - 30 years	5.6%			
31 - 35 years				
36 - 40 years	5.6%			
41 - 45 years	5.6%	4.8%		
46 - 50 years				
51 - 55 years				
56 - 60 years		9.5%		
61 - 65 years	27.8%	9.5%		
66 - 70 years	11.1%	23.8%		
71 - 75 years	22.2%	28.6%		
76 years and older	22.2%	23.8%		
Total	100.0%	100.0%		

Cochise County Tourism Study
2019-2020
Sierra Vista
Which of the following categories best describes your annual household income?

	Count	Percent (%)
Less than $49,999	6	14.3%
$50,000 - $74,999	13	31.0%
$75,000 - $99,999	8	19.0%
$100,000 - $149,999	8	19.0%
$150,000 +	7	16.7%
Total	42	100.0%

Appendix F – Community Profiles – Tombstone

Cochise County Tourism Study
2019-2020
Tombstone
Surveys collected by month

	Frequency	Percent (%)
December	31	42.5%
March	42	57.5%
Total	73	100.0%

Cochise County Tourism Study
2019-2020
Tombstone
How did you hear about Cochise County?

	Frequency	Percent (%)
Word-of-mouth	29	64.4%
Travel guide	10	22.2%
Magazine	5	11.1%
Social networking sites	3	6.7%
Other website	2	4.4%
Explore.Cochise.com	1	2.2%
Newspaper article		
Online Radio		

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Tombstone
Where are you from - domestic visitors?

	Count	Percent (%)
Arizona	14	22.2%
Oregon	5	7.9%
California	4	6.3%
Minnesota	4	6.3%
Washington	3	4.8%
Idaho	3	4.8%
Michigan	3	4.8%
Utah	2	3.2%
Wyoming	2	3.2%
Colorado	2	3.2%
Texas	2	3.2%
Missouri	2	3.2%
Wisconsin	2	3.2%
Tennessee	2	3.2%
Virginia	2	3.2%
New York	2	3.2%
Alaska	1	1.6%
Nevada	1	1.6%
New Mexico	1	1.6%
Oklahoma	1	1.6%
Nebraska	1	1.6%
Alabama	1	1.6%
Georgia	1	1.6%
New Jersey	1	1.6%
Maine	1	1.6%
Total	63	100.0%

Cochise County Tourism Study
2019-2020
Tombstone
Where are you from in Arizona?

	Count	Percent (%)
South Tucson	2	14.3%
Oro Valley	2	14.3%
Lake Havasu City	2	14.3%
Eloy-Toltec	2	14.3%
Goodyear	2	14.3%
Williams	1	7.1%
Tombstone	1	7.1%
Sierra Vista	1	7.1%
Phoenix	1	7.1%
Total	14	100.0%

Cochise County Tourism Study
2019-2020
Tombstone
What country are you from?

	Count	Percent (%)
Canada	8	80.0%
United Kingdom	1	10.0%
Australia	1	10.0%
Total	10	100.0%

Cochise County Tourism Study
2019-2020
Tombstone
What are the primary purposes for your stay in Cochise County?

	Count	Percent (%)
Vacation/Leisure	46	66.7%
Passing through	15	21.7%
Visiting friends and relatives	11	15.9%
Day trip	9	13.0%
Combination of business and leisure travel	2	2.9%
Military training/business	2	2.9%
Business trip	1	1.4%

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Tombstone
Did you or do you plan to participate in any of these activities in Cochise County?

	Count	Percent (%)
Old West History/ Ghost Towns	20	100.0%
Visit National Parks/State Parks	19	95.0%
Hiking	10	50.0%
Photography	6	30.0%
Wineries/Wine Tasting Rooms	6	30.0%
Birdwatching/Observing Wildlife	5	25.0%
Mining, Minerals, Gemology	5	25.0%
Mexican Cultural Heritage	3	15.0%
Road Cycling/Mountain Biking	2	10.0%
Special Event	2	10.0%
Agricultural/U-Pick Locations		
Rock Climbing		

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Tombstone
How interested are you in spending part of your vacation time on the following activities in Cochise County?

	Not at all	A little	Somewhat	Very	Extremely	Mean
Agricultural/U-Pick Locations	40.9%	18.2%	25.0%	11.4%	4.5%	2.2
Birdwatching/Observing Wildlife	22.0%	14.0%	22.0%	34.0%	8.0%	2.9
Photography	7.8%	13.7%	23.5%	33.3%	21.6%	3.5
Hiking	34.5%	20.0%	27.3%	12.7%	5.5%	2.3
Rock Climbing	68.8%	16.7%	4.2%	0.0%	10.4%	1.7
Road Cycling/Mountain Biking	57.1%	24.5%	4.1%	2.0%	12.2%	1.9
Visit National Parks/State Parks	3.2%	9.5%	9.5%	41.3%	36.5%	4.0
Wineries/Wine Tasting Rooms	18.5%	22.2%	22.2%	18.5%	18.5%	3.0
Old West History/ Ghost Towns	0.0%	4.8%	7.9%	33.3%	54.0%	4.4
Mexican Cultural Heritage	8.0%	12.0%	20.0%	26.0%	34.0%	3.7
Mining, Minerals, Gemology	1.9%	17.0%	15.1%	35.8%	30.2%	3.8
Special Event	22.9%	27.1%	20.8%	18.8%	10.4%	2.7

1 = Not at all interested

5 = Extremely interested

Cochise County Tourism Study
2019-2020
Tombstone
If you stayed overnight in the county, how many total nights did you stay?

	Count	Percent (%)
One night	12	24.0%
Two nights	20	40.0%
Three nights	6	12.0%
Four nights	5	10.0%
Five nights	2	4.0%
Six nights		
1 week	1	2.0%
Between 1 and 2 weeks	2	4.0%
Between 2 and 4 weeks		
1 month	2	4.0%
2 months		
3 months		
More than 3 months		

Cochise County Tourism Study
2019-2020
Tombstone
If you stayed overnight in Cochise County, in which community did you stay?

	Count	Percent (%)
Tombstone	23	46.0%
Sierra Vista	16	32.0%
Benson	7	14.0%
Bisbee	4	8.0%
Douglas	1	2.0%
Willcox		
Other		

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Tombstone
How many people are your expenditures for?

	Count	Percent (%)
One person	10	15.4%
Two people	38	58.5%
Three people	5	7.7%
Four people	8	12.3%
Five people	2	3.1%
Six or more people	2	3.1%

Cochise County Tourism Study
2019-2020
Tombstone
Please estimate as closely as possible the amount of money your travel party is spending per day in the community where you received this survey

	Mean	Median	Maximum	Number of respondents with expenditures
Lodging/camping	$225	$200	$603	31
Restaurant/grocery	$140	$120	$500	59
Shopping/Arts Crafts	$98	$80	$320	50
Recreation	$94	$80	$300	53

Cochise County Tourism Study
2019-2020
Tombstone
What is your gender?

	Count	Percent (%)
Male	28	38.9%
Female	44	61.1%
Other		
Prefer not to answer		
Total	72	100.0%

Cochise County Tourism Study
2019-2020
Tombstone
What is your age?

	Count	Percent (%)
18	2	3.3%
19 - 25 years	4	6.7%
26 - 30 years		
31 - 35 years	1	1.7%
36 - 40 years	3	5.0%
41 - 45 years	6	10.0%
46 - 50 years	4	6.7%
51 - 55 years	7	11.7%
56 - 60 years	9	15.0%
61 - 65 years	5	8.3%
66 - 70 years	12	20.0%
71 - 75 years	3	5.0%
76 years and older	4	6.7%
Total	60	100.0%

Cochise County Tourism Study
2019-2020
Tombstone
What is your age by gender?

	Male	Female	Other	Prefer not to answer
	Column %	Column %	Column %	Column %
18	7.4%			
19 - 25 years	7.4%	6.3%		
26 - 30 years				
31 - 35 years	3.7%			
36 - 40 years	11.1%			
41 - 45 years		18.8%		
46 - 50 years	3.7%	6.3%		
51 - 55 years	3.7%	18.8%		
56 - 60 years	11.1%	18.8%		
61 - 65 years	14.8%	3.1%		
66 - 70 years	14.8%	25.0%		
71 - 75 years	7.4%	3.1%		
76 years and older	14.8%			
Total	100.0%	100.0%		

Cochise County Tourism Study
2019-2020
Tombstone
Which of the following categories best describes your annual household income?

	Count	Percent (%)
Less than $49,999	21	36.2%
$50,000 - $74,999	21	36.2%
$75,000 - $99,999	8	13.8%
$100,000 - $149,999	3	5.2%
$150,000 +	5	8.6%
Total	58	100.0%

Appendix G – Community Profiles – Willcox

Cochise County Tourism Study
2019-2020
Willcox
Surveys collected by month

	Frequency	Percent (%)
December	26	23.0%
January	2	1.8%
February	85	75.2%
Total	113	100.0%

Cochise County Tourism Study
2019-2020
Willcox
How did you hear about Cochise County?

	Frequency	Percent (%)
Other website	25	32.9%
Travel guide	21	27.6%
Word-of-mouth	21	27.6%
Magazine	9	11.8%
Social networking sites	7	9.2%
Newspaper article	2	2.6%
Online Radio	1	1.3%
Explore.Cochise.com		

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Willcox
Where are you from - domestic visitors?

	Count	Percent (%)
Arizona	27	23.9%
California	10	8.8%
Minnesota	8	7.1%
Colorado	7	6.2%
Texas	7	6.2%
Washington	5	4.4%
New Mexico	5	4.4%
South Dakota	5	4.4%
Illinois	4	3.5%
Michigan	4	3.5%
Wisconsin	3	2.7%
South Carolina	3	2.7%
Oregon	2	1.8%
Idaho	2	1.8%
Kansas	2	1.8%
Missouri	2	1.8%
Pennsylvania	2	1.8%
New York	2	1.8%
Alaska	1	0.9%
Nevada	1	0.9%
Oklahoma	1	0.9%
Arkansas	1	0.9%
Nebraska	1	0.9%
Montana	1	0.9%
North Dakota	1	0.9%
Indiana	1	0.9%
Florida	1	0.9%
North Carolina	1	0.9%
West Virginia	1	0.9%
Virginia	1	0.9%
Massachusetts	1	0.9%
Total	113	100.0%

Cochise County Tourism Study
2019-2020
Willcox
Where are you from in Arizona?

	Count	Percent (%)
Tucson	5	18.5%
Phoenix	3	11.1%
Prescott	2	7.4%
Flagstaff	2	7.4%
Corona De Tucson - Vail	2	7.4%
Chandler	2	7.4%
Thatcher	1	3.7%
Sun City	1	3.7%
Rincon	1	3.7%
Pinetop	1	3.7%
Maricopa	1	3.7%
Kino	1	3.7%
Florence	1	3.7%
Cochise	1	3.7%
Clarkdale	1	3.7%
Casa Grande	1	3.7%
Buckeye	1	3.7%
Total	27	100.0%

Cochise County Tourism Study
2019-2020
Willcox
What country are you from?

	Count	Percent (%)
Canada	2	50.0%
Ireland	1	25.0%
Germany	1	25.0%
Total	4	100.0%

Cochise County Tourism Study
2019-2020
Willcox
What are the primary purposes for your stay in Cochise County?

	Count	Percent (%)
Vacation/Leisure	70	60.3%
Passing through	51	44.0%
Day trip	18	15.5%
Visiting friends and relatives	10	8.6%
Combination of business and leisure travel	2	1.7%
Business trip	2	1.7%
Military training/business	2	1.7%

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Willcox
Did you or do you plan to participate in any of these activities in Cochise County?

	Count	Percent (%)
Visit National Parks/State Parks	41	82.0%
Birdwatching/Observing Wildlife	29	58.0%
Old West History/ Ghost Towns	29	58.0%
Hiking	25	50.0%
Photography	21	42.0%
Wineries/Wine Tasting Rooms	19	38.0%
Mining, Minerals, Gemology	12	24.0%
Mexican Cultural Heritage	9	18.0%
Special Event	8	16.0%
Road Cycling/Mountain Biking	5	10.0%
Agricultural/U-Pick Locations	4	8.0%
Rock Climbing	2	4.0%

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Willcox
How interested are you in spending part of your vacation time on the following activities in Cochise County?

	Not at all	A little	Somewhat	Very	Extremely	Mean
Agricultural/U-Pick Locations	56.9%	13.9%	19.4%	9.7%	0.0%	1.8
Birdwatching/Observing Wildlife	17.0%	14.8%	17.0%	27.3%	23.9%	3.3
Photography	20.9%	9.3%	22.1%	27.9%	19.8%	3.2
Hiking	22.2%	3.3%	22.2%	25.6%	26.7%	3.3
Rock Climbing	77.9%	7.4%	4.4%	7.4%	2.9%	1.5
Road Cycling/Mountain Biking	65.8%	2.7%	9.6%	12.3%	9.6%	2.0
Visit National Parks/State Parks	7.2%	5.2%	11.3%	30.9%	45.4%	4.0
Wineries/Wine Tasting Rooms	22.6%	3.6%	21.4%	22.6%	29.8%	3.3
Old West History/ Ghost Towns	9.7%	4.3%	26.9%	35.5%	23.7%	3.6
Mexican Cultural Heritage	18.2%	9.1%	33.8%	27.3%	11.7%	3.1
Mining, Minerals, Gemology	26.0%	20.8%	26.0%	20.8%	6.5%	2.6
Special Event	40.7%	16.9%	20.3%	11.9%	10.2%	2.3

1 = Not at all interested

5 = Extremely interested

Cochise County Tourism Study
2019-2020
Willcox
If you stayed overnight in the county, how many total nights did you stay?

	Count	Percent (%)
One night	40	37.7%
Two nights	29	27.4%
Three nights	13	12.3%
Four nights	6	5.7%
Five nights	1	0.9%
Six nights	4	3.8%
1 week	4	3.8%
Between 1 and 2 weeks	2	1.9%
Between 2 and 4 weeks	2	1.9%
1 month	2	1.9%
2 months	2	1.9%
3 months	1	0.9%
More than 3 months		

Cochise County Tourism Study
2019-2020
Willcox
If you stayed overnight in Cochise County, in which community did you stay?

	Count	Percent (%)
Willcox	89	87.3%
Benson	10	9.8%
Other	7	6.9%
Bisbee	6	5.9%
Sierra Vista	4	3.9%
Tombstone	3	2.9%
Douglas	1	1.0%

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Willcox
How many people are your expenditures for?

	Count	Percent (%)
One person	10	9.9%
Two people	83	82.2%
Three people	4	4.0%
Four people	1	1.0%
Five people	1	1.0%
Six or more people	2	2.0%

Cochise County Tourism Study
2019-2020
Willcox
Please estimate as closely as possible the amount of money your travel party is spending per day in the community where you received this survey

	Mean	Median	Maximum	Number of respondents with expenditures
Lodging/camping	$97	$65	$500	98
Restaurant/grocery	$64	$45	$400	91
Shopping/Arts Crafts	$49	$30	$750	69
Recreation	$39	$20	$300	63

Cochise County Tourism Study
2019-2020
Willcox
What is your gender?

	Count	Percent (%)
Male	53	47.3%
Female	57	50.9%
Other	1	0.9%
Prefer not to answer	1	0.9%
Total	112	100.0%

Cochise County Tourism Study
2019-2020
Willcox
What is your age?

	Count	Percent (%)
18		
19 - 25 years	1	1.0%
26 - 30 years	2	2.1%
31 - 35 years	3	3.1%
36 - 40 years	3	3.1%
41 - 45 years	3	3.1%
46 - 50 years	1	1.0%
51 - 55 years	3	3.1%
56 - 60 years	9	9.4%
61 - 65 years	15	15.6%
66 - 70 years	28	29.2%
71 - 75 years	19	19.8%
76 years and older	9	9.4%
Total	96	100.0%

Cochise County Tourism Study
2019-2020
Willcox
What is your age by gender?

	Male	Female	Other	Prefer not to answer
	Column %	Column %	Column %	Column %
18				
19 - 25 years		2.2%		
26 - 30 years		4.4%		
31 - 35 years	2.3%	4.4%		
36 - 40 years		4.4%		
41 - 45 years	2.3%	2.2%		100.0%
46 - 50 years	2.3%			
51 - 55 years	4.7%	2.2%		
56 - 60 years	11.6%	8.9%		
61 - 65 years	16.3%	15.6%		
66 - 70 years	25.6%	33.3%		
71 - 75 years	20.9%	15.6%	100.0%	
76 years and older	14.0%	6.7%		
Total	100.0%	100.0%	100.0%	100.0%

Cochise County Tourism Study
2019-2020
Willcox
Which of the following categories best describes your annual household income?

	Count	Percent (%)
Less than $49,999	10	11.6%
$50,000 - $74,999	19	22.1%
$75,000 - $99,999	31	36.0%
$100,000 - $149,999	17	19.8%
$150,000 +	9	10.5%
Total	86	100.0%

Appendix H – Community Profiles – Other

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
Surveys collected by month

	Frequency	Percent (%)
December	9	64.3%
January	2	14.3%
February	3	21.4%
Total	14	100.0%

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
How did you hear about Cochise County?

	Frequency	Percent (%)
Word-of-mouth	6	60.0%
Other website	2	20.0%
Social networking sites	2	20.0%
Travel guide	2	20.0%
Newspaper article		
Magazine		
Online Radio		
Explore.Cochise.com		

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
Where are you from - domestic visitors?

	Count	Percent (%)
North Dakota	2	14.3%
Washington	1	7.1%
Oregon	1	7.1%
California	1	7.1%
Arizona	1	7.1%
Texas	1	7.1%
Montana	1	7.1%
Minnesota	1	7.1%
Wisconsin	1	7.1%
Michigan	1	7.1%
Ohio	1	7.1%
Virginia	1	7.1%
Puerto Rico	1	7.1%
Total	14	100.0%

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
Where are you from in Arizona?

	Count	Percent (%)
Tucson	1	100.0%
Total	1	100.0%

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
What country are you from?

	Count	Percent (%)
Canada	1	100.0%
Total	1	100.0%

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
What are the primary purposes for your stay in Cochise County?

	Count	Percent (%)
Vacation/Leisure	11	78.6%
Combination of business and leisure travel	3	21.4%
Visiting friends and relatives	3	21.4%
Passing through	1	7.1%
Business trip	1	7.1%
Military training/business	1	7.1%
Day trip		

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
Did you or do you plan to participate in any of these activities in Cochise County?

	Count	Percent (%)
Visit National Parks/State Parks	4	66.7%
Old West History/ Ghost Towns	4	66.7%
Birdwatching/Observing Wildlife	2	33.3%
Hiking	2	33.3%
Mexican Cultural Heritage	2	33.3%
Mining, Minerals, Gemology	2	33.3%
Agricultural/U-Pick Locations	1	16.7%
Photography	1	16.7%
Rock Climbing		
Road Cycling/Mountain Biking		
Wineries/Wine Tasting Rooms		
Special Event		

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
How interested are you in spending part of your vacation time on the following activities in Cochise County?

	Not at all	A little	Somewhat	Very	Extremely	Mean
Agricultural/U-Pick Locations	58.3%	33.3%	0.0%	8.3%	0.0%	1.6
Birdwatching/Observing Wildlife	45.5%	0.0%	36.4%	18.2%	0.0%	2.3
Photography	33.3%	25.0%	16.7%	16.7%	8.3%	2.4
Hiking	30.8%	15.4%	23.1%	15.4%	15.4%	2.7
Rock Climbing	100.0%	0.0%	0.0%	0.0%	0.0%	1.0
Road Cycling/Mountain Biking	72.7%	27.3%	0.0%	0.0%	0.0%	1.3
Visit National Parks/State Parks	8.3%	8.3%	25.0%	41.7%	16.7%	3.5
Wineries/Wine Tasting Rooms	41.7%	25.0%	8.3%	16.7%	8.3%	2.3
Old West History/ Ghost Towns	8.3%	16.7%	8.3%	41.7%	25.0%	3.6
Mexican Cultural Heritage	0.0%	15.4%	23.1%	46.2%	15.4%	3.6
Mining, Minerals, Gemology	38.5%	15.4%	23.1%	15.4%	7.7%	2.4
Special Event	27.3%	27.3%	9.1%	18.2%	18.2%	2.7

1 = Not at all interested

5 = Extremely interested

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
If you stayed overnight in the county, how many total nights did you stay?

	Count	Percent (%)
One night		
Two nights	2	18.2%
Three nights		
Four nights		
Five nights	1	9.1%
Six nights		
1 week		
Between 1 and 2 weeks	1	9.1%
Between 2 and 4 weeks		
1 month		
2 months		
3 months		
More than 3 months	7	63.6%

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
If you stayed overnight in Cochise County, in which community did you stay?

	Count	Percent (%)
Benson	12	85.7%
Other	2	14.3%
Bisbee	1	7.1%
Douglas		
Sierra Vista		
Tombstone		
Willcox		

Does not sum to 100% because of multiple responses

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
How many people are your expenditures for?

	Count	Percent (%)
One person		
Two people	9	100.0%
Three people		
Four people		
Five people		
Six or more people		

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
Please estimate as closely as possible the amount of money your travel party is spending per day in the community where you received this survey

	Mean	Median	Maximum	Number of respondents with expenditures
Lodging/camping	$100	$50	$300	5
Restaurant/grocery	$47	$40	$100	7
Shopping/Arts Crafts	$180	$30	$500	3
Recreation	$74	$25	$300	5

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
What is your gender?

	Count	Percent (%)
Male	3	21.4%
Female	11	78.6%
Other		
Prefer not to answer		
Total	14	100.0%

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
What is your age?

	Count	Percent (%)
18		
19 - 25 years		
26 - 30 years		
31 - 35 years		
36 - 40 years		
41 - 45 years		
46 - 50 years	1	9.1%
51 - 55 years	1	9.1%
56 - 60 years		
61 - 65 years	1	9.1%
66 - 70 years	4	36.4%
71 - 75 years	2	18.2%
76 years and older	2	18.2%
Total	11	100.0%

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
What is your age by gender?

	Male	Female	Other	Prefer not to answer
	Column %	Column %	Column %	Column %
18				
19 - 25 years				
26 - 30 years				
31 - 35 years				
36 - 40 years				
41 - 45 years				
46 - 50 years	50.0%			
51 - 55 years		11.1%		
56 - 60 years				
61 - 65 years		11.1%		
66 - 70 years		44.4%		
71 - 75 years		22.2%		
76 years and older	50.0%	11.1%		
Total	100.0%	100.0%		

Cochise County Tourism Study
2019-2020
Other Cochise County Communities
Which of the following categories best describes your annual household income?

	Count	Percent (%)
Less than $49,999	3	60.0%
$50,000 - $74,999	1	20.0%
$75,000 - $99,999	1	20.0%
$100,000 - $149,999		
$150,000 +		
Total	5	100.0%