

ARIZONA HIGHWAYS MAGAZINE'S IMPACT ON TOURISM

Final Report 568

Prepared by:

Kathleen L. Andereck, Ph.D.

Evelyn Ng

Tourism Consultants

8134 W. Paltaire Avenue

Glendale, AZ 85303

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Arizona Department of Transportation

206 South 17th Avenue

Phoenix, Arizona 85007

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16. Abstract The purpose of this study was to: 1) examine the affect of <i>Arizona Highways Magazine (AHM)</i> on tourism to and in Arizona; 2) determine trip characteristics of <i>AHM</i> subscribers traveling in Arizona; and 3) calculate a benefit/cost ratio for <i>AHM</i> based on the magazine's cost and revenues as well as the value-added economic impact due to it's influence on travel. Findings suggest that:					
<ul style="list-style-type: none"> • A very high percentage of <i>AHM</i> subscribers have taken trips in Arizona over the past five years, with many visiting multiple times. As well, many in state subscribers have taken day trips in the state in the same time period, again often multiple times. • Most out-of-state subscribers stay for about a week when they visit, most often traveling with a spouse or partner. In state subscribers are much more likely than other groups to travel with friends. • Almost half of out-of-state subscribers stay in a hotel/motel while on their trips in Arizona, but quite a high percentage stay in a private home (friend or relative). • Out-of-state subscribers are very likely to visit friends and family during the visit (about two-thirds), but they also drive to view scenery, engage in natural area activities as well as cultural heritage activities, and shop. • Subscribers in general can be considered "product involved" when it comes to Arizona as a travel destination; they have very positive perceptions of the state as a destination and are very interested in learning more about it. • Subscribers use <i>AHM</i> fairly extensively as a source of travel information. They report the magazine has substantially increased their interest in Arizona travel, and is helpful with respect to making travel plans. Subscribers feel the photographs in the magazine especially increase their interest in traveling in Arizona. • About 35 percent of out-of-state subscribers who visited in the past five years indicated that <i>AHM</i> influenced them to visit Arizona on their most recent trip. Another 11 percent indicated they stayed some extra time due to <i>AHM</i>. • In addition to its influence on visitors' decision to select Arizona as a destination, the magazine especially influenced decisions related to specific destinations or attractions and choices regarding travel routes. • Subscribers have spent an average of over \$136.4 million annually over the past five years, and \$34.7 million of those expenditures can be <i>directly</i> attributed to <i>AHM</i> and its influence on the travel behavior of out-of-state subscribers. Given <i>AHM</i>'s annual cost of \$9.6 million, this amounts to a benefit/cost ratio of 3.6 to 1 at the very least. 					
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fl	foot-Lamberts	3.426	candela/m ²	cd/m ²	cd/m ²	candela/m ²	0.2919	foot-Lamberts	fl
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lbf	poundforce	4.45	newtons	N	N	newtons	0.225	poundforce	lbf
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GLOSSARY OF ACRONYMS

AHM	Arizona Highways Magazine
AOT	Arizona Office of Tourism
ISS	In-state subscribers
NS	Non-subscribers
OSS	Out-of-state subscribers

EXECUTIVE SUMMARY

The purpose of this study was to: 1) examine the affect of *Arizona Highways Magazine (AHM)* on tourism to and in Arizona; 2) determine trip characteristics of *AHM* subscribers traveling in Arizona; and 3) calculate a benefit/cost ratio for *AHM* based on the magazine's cost and revenues as well as the value-added economic impact due to it's influence on travel.

Findings suggest that:

- *AHM* subscribers are demographically similar to other people with an interest in Arizona as a travel destination with the exception of age: *AHM* subscribers are older.
- A very high percentage of *AHM* subscribers have taken trips in Arizona over the past five years, with many visiting multiple times. As well, many in state subscribers have taken day trips in the state in the same time period, again often multiple times.
- The most frequently mentioned constraint to travel among subscribers is health problems, in likelihood due to the high average age of subscribers.
- Out-of-state subscribers tend to decide to visit Arizona at least two months prior to their trips, but make their travel arrangements closer to the time of their trips.
- Most out-of-state subscribers stay for about a week when they visit, most often traveling with a spouse or partner. In state subscribers are much more likely than other groups to travel with friends.
- Almost half of out-of-state subscribers stay in a hotel/motel while on their trips in Arizona, but quite a high percentage stay in a private home (friend or relative).
- Over 40 percent of out-of-state visitors fly in to the state, and nearly all visitors drive a private or rented vehicle at some point during their visit.
- Out-of-state subscribers are very likely to visit friends and family during the visit (about two-thirds), but they also drive to view scenery, engage in natural area activities as well as cultural heritage activities, and shop.
- Subscribers in general can be considered “product involved” when it comes to Arizona as a travel destination; they have very positive perceptions of the state as a destination and are very interested in learning more about it.
- Subscribers use *AHM* fairly extensively as a source of travel information. They report the magazine has substantially increased their interest in Arizona travel, and is helpful with respect to making travel plans. Subscribers feel the photographs in the magazine especially increase their interest in traveling in Arizona.
- About 35 percent of out-of-state subscribers who visited in the past five years indicated that *AHM* influenced them to visit Arizona on their most recent trip. Another 11 percent indicated they stayed some extra time due to *AHM*.
- In addition to its influence on visitors' decision to select Arizona as a destination, the magazine especially influenced decisions related to specific destinations or attractions and choices regarding travel routes.
- Subscribers have spent and average of over \$136.4 million annually over the past five years, and \$34.7 million of those expenditures can be *directly* attributed to *AHM* and its influence on the travel behavior of out-of-state subscribers. Given *AHM*'s annual cost of \$9.6 million, this amounts to a benefit/cost ratio of 3.6 to 1 at the very least.

I. INTRODUCTION

PURPOSE OF THE STUDY

The purpose of this research was to help determine the effects that *Arizona Highways Magazine (AHM)* has on tourism in Arizona. It is often assumed that travel-oriented publications such as *AHM* have substantial effects on people's decisions to travel to particular destinations. However, while the effect of tourism promotion efforts on travel decisions is becoming fairly well understood, the influence of more informal information sources such as magazines has not been investigated to any great extent. It seems obvious that a publication such as *AHM* has an impact on tourism, and some of the research that has been done in-state certainly suggests that this is the case, but the specific nature and extent of impact is unknown. This study provides the following information:

- Demographic profile of *AHM* subscribers as compared to non-subscribers.
- Travel planning and trip characteristics of *AHM* subscribers who have visited Arizona in the past five years.
- The influence of *AHM* on people's travel decisions with respect to choosing Arizona as a destination, as well as other choices such as attractions and activities, accommodations, travel routes, and so forth.
- Visitor spending and the direct economic impact of *AHM* due to travelers influenced to visit by the magazine.
- Long-term retention of *AHM* for travel planning.
- Perceived highway transportation-related needs of prospective visitors.
- A benefit/cost analysis of *AHM* with respect to its costs versus spending generated via tourism.

STUDY METHODS

This project began with a comprehensive literature review and review of pertinent secondary data. This portion of the project is presented in section two.

The data collection phase involved three survey efforts, the results of which are presented in section three. One mail survey was administered to a sample of 811 in-state *AHM* subscribers and was stratified by self-subscriptions (n=610) versus gift subscriptions (n=201). A second mail survey was administered to 1,200 out-of-state *AHM* subscribers, also stratified according to self (n=604) versus gift (n=596) subscriptions. As well, the specific number of subscribers surveyed corresponded to the proportion of in-state (40%) versus out-of-state (60%) subscribers. The final survey was administered via mail and the Internet to a general population of prospective visitors to Arizona. The general population sample of 1,433 non-residents was drawn from the Arizona Office of Tourism's information inquiry list from fiscal year 2003 inquiries. The two samples allowed us to determine the extent to which the magazine has influenced decisions to travel to Arizona and whether *AHM* subscribers are more likely to become Arizona tourists than are others with an interest in the state.

A technique devised by Dillman (2000) was used for survey distribution. This technique employs a series of mailings to achieve maximum response rates. For a mail survey, an initial mailing that provides a questionnaire, a cover letter, and a postage-paid reply envelope is sent to the sample. This is followed by added mailings to non-respondents including a post card and a second survey packet to increase sample size. The final sample sizes and response rates for each of the surveys are presented in Table 1. Self-subscribers had higher response rates (59%) than did gift subscribers (42%). With respect to the general population group, mail survey respondents (41%) had much higher response rates than did web respondents (18%). The web survey procedure is similar to the mail procedure with the use of e-mail letters rather than regular mail and a link to the web-survey provided.

Table 1. Response Rates

<i>Sample numbers</i>	<i>In state subscribers</i>	<i>Out-of-state subscribers</i>	<i>General population</i>	<i>Total</i>
Initial sample	811	1,200	1,431	3,444
Bad address returns/ Inappropriate respondents	34	26	278	325
Effective sample	777	1,174	1,153	3,119
Number of returns	436	612	357	1,405
Response rate	56%	52%	31%	45%

To develop the survey instruments snap® survey software was used. This allowed scannable questionnaires to be developed, cutting down on data entry error and time. For the general travel interest group, the web-based survey was also created using snap®.

II. LITERATURE REVIEW AND SECONDARY DATA

THE INFLUENCE OF TRAVEL-RELATED INFORMATION ON TOURISTS

Consumer Use of Information

Understanding tourists' decisions to purchase specific tourism products or services is becoming increasingly important to tourism marketing managers. The process of consumer behavior encompasses several stages: searching for information, purchasing a product or service, using a product, evaluating a product, and disposing of the product or service (Moutinho, 1987). One of the major factors influencing consumer decisions to purchase a product or service is information sources about the product or service.

Information search or information-seeking is the process of consulting various sources before making a purchasing decision. Consumers recognize the need for more knowledge, which activates the decision to search for information about alternatives (Moutinho, 1987). Awareness of a particular product or service and resulting purchase decisions largely depend on the information consumers are able to gather and the credibility of such information (Raitz and Dakhil, 1989). The availability of information in tourism is especially important because often consumers are located far from the product or service of purchase, and/or the product or service is a one-time event (Wicks and Schuett, 1991).

Many studies have considered traveler use of destination information. Consumers search for information to help them reduce the risk of purchasing products or services. There is evidence that services, such as travel products, are perceived as riskier purchases than goods (Murray, 1991; Zeithaml, 1981). Zeithaml (1981) contended that because services are more difficult and riskier to evaluate prior to purchase, consumers use different processes and cues than with evaluating goods. Although consumers tend to seek limited information in many situations, higher perceived risk, as well as high price, many product alternatives, greater product importance, less experience with a product, and situational determinants will tend to encourage information search (Capella and Greco, 1987). Vacation decisions often are associated with many of these factors, suggesting that some external information search probably occurs (Capella and Greco, 1987). Gitelson and Crompton (1983) suggested that external information searches are important in tourism for related reasons:

- 1) A trip involves using discretionary money and free time, and is a high risk purchase.
- 2) The intangible nature of services suggests that secondary or tertiary sources must be used as a consumer is not able to actually observe the potential purchase.
- 3) Vacationers are often interested in visiting new, unfamiliar destinations as a primary travel motive.

All travel information is to help travelers make informed decisions. Research has documented that some individuals tend to plan various aspects of a vacation in advance (Walter and Tong, 1977). Planning and information search gives tourists the opportunity

to reduce the risk of uncertainty and disappointing experiences (Jackson, White and Schmierer, 1996; Roehl and Fesenmaier, 1992). Vogt and Fesenmaier (1998) suggested four aspects that define functional information needs: 1) acquisition of *product knowledge* as a way to help with decision-making and to enrich one's memory; 2) level of consumer *uncertainty* and the amount of risk individuals will accept about need satisfaction of a product; 3) *utility*, or the perceived value an individual gains from information; and 4) *efficiency*, which is the ability to function in the most effective and productive manner possible. Thus, consumers search for information to make purchase decisions and to reduce purchase risks. They will conclude their search when their knowledge base is perceived as sufficient and/or the costs of searching exceed the benefits (Vogt and Fesenmaier, 1998).

The Search Process

The search process may be spontaneous and short lived or occur over a longer period of time and involve intense exploration of the product or service. Fodness and Murray (1998) propose that information-search strategies involve three dimensions: spatial, temporal, and operational.

Spatial information search. The spatial dimension reflects the locus of search activity, either internal or external. This is the area that has been researched most extensively (Fodness and Murray, 1998). Information may be sought internally from an individual's memory, usually from a previous trip to the same or a similar destination (Wicks and Schuett, 1991). If a consumer feels s/he does not possess adequate internal information about a destination, s/he will conduct an external search. External information search involves an active process in that information must be sought out. The more unfamiliar the destination, the more time and effort will be spent on pre-purchase information search (Fodness and Murray, 1999). An information source such as *AHM* is clearly an external source of information.

Temporal information search. The temporal dimension represents timing of search activity (Fodness and Murray, 1998). Pre-purchase information search precedes a specific and imminent purchase decision, while ongoing information search is the acquisition of information regardless of impending purchase needs (Bloch, Sherrell and Ridegeway, 1986). Bloch and others suggest pre-purchase search is influenced by purchase involvement while ongoing search is related to product involvement. Pre-purchase search is primarily motivated by the need to make better consumption choices (Punj and Staelin, 1983). Ongoing search takes place for two reasons: to create a knowledge base for future decision making or for the satisfaction of the search activity in and of itself (Bloch et al., 1986; Fodness and Murray, 1998). Certainly, readers of *AHM* are engaged in what would be considered ongoing information search.

Vogt and Fesenmaier (1998) found evidence that ongoing information search occurs because consumers have information needs that go beyond the functional needs described previously. They proposed four additional needs that are met by ongoing information search: hedonic, innovation, aesthetic, and sign. Although travelers rated the importance

of functional needs most highly, the other needs met by information search clearly exist. The first three needs, discussed below, have particular relevance to an information source such as *AHM*.

Considering only functional information needs has lead researchers to ignore recreational readers and the experiential aspect of consumption. A hedonic perspective is not intended to replace the functional decision-making perspective, but to capture the pleasurable aspect of information search. The hedonic perspective views consumers as pleasure seekers engaged in activities that elicit enjoyment, amusement, arousal, fun, and sensory stimulation. One aspect of hedonic consumption is the recognition of the entire experience or phenomenon, including the internal or subjective aspects. A second aspect of hedonic consumption is searching and processing information as a leisure pursuit, a hobby, or an experiential form of entertainment and pleasure. This is especially important when considering experiential “products” such as travel and recreation--products with which consumers tend to be highly interested and involved. A third aspect is that information search uses all human senses including sight, taste, sound, smell, and touch. A final consideration is that hedonic is a form of emotive stimulation, particularly positive emotions such as enjoyment (Vogt and Fesenmaier, 1998).

The concept of innovation suggests that there is a segment of consumers that adopt new products, essentially serving as pioneers in a new frontier. Such individuals have a propensity to try new products, with “new” based on the individual’s own perception. Innovation incorporates the concept of something that is of a different kind or novel to the consumer. It also refers to the breadth or variety of objects of interest. Finally, innovation has also been related to creativity or the act of generating something new and original (Vogt and Fesenmaier, 1998).

Another information need is the need for aesthetics. The nature of aesthetic experiences and objects differs from functional needs in that it is abstract and subjective. Aesthetic value can be verbal and visual, real and imaginary. Information is viewed as a stimulus to visual thinking, imagery, and envisioning of a place that is real and obtainable. Fantasizing, the act of producing multisensory images not drawn directly from personal experience, is yet another form of mental phenomena. Thus, aesthetic information need appears to describe two dimensions: stimuli for imagery and for fantasizing (Vogt and Fesenmaier, 1998).

Operational information search

The operational dimension represents actually conducting the search, the particular information sources used, and their relative effectiveness for problem solving and decision making (Fodness and Murray, 1998). Several information sources may be used (Moutinho, 1987; Runyon and Stewart, 1987). External sources can be: 1) interpersonal sources such as friend, family, or other social contacts; 2) marketer-dominated sources such as advertisements or promotional materials, and salespeople; 3) public sources such as newspapers and magazines; 4) objective sources such as product rating and consumer information services; or 5) experiential sources accessed by direct experience with, or

observation of, the product (Berkman and Gilson, 1986; Fodness and Murray, 1998). The effectiveness of information sources varies with specific consumer markets. A consumer will only pay attention to an information source if it provides pertinent information. An information source may be decisive and have a major influence on product choice, or it may be contributory and add to knowledge about a product but not directly stimulate a purchase choice (Engel, Warshaw and Kinnear, 1991). An information source may also be ineffective and have no impact on decision making. For the most part, people use more than one source of information when making travel decisions. Fodness and Murray (1998) reported between three and four information sources being used, on average, by Florida welcome center visitors. As well, individuals use different sources of information depending on their specific search strategies (Fodness and Murray, 1998).

Information Sources

The combination of using multiple information sources used by travelers has been called “information search strategies” (Snepenger and Snepenger, 1993). Information search strategies vary greatly. Researchers have shown how different types and amounts of sources are used depending on trip goals and information needs. Gitelson and Crompton (1983) found the use of different types of information depends on the type of trip, distance traveled, and amount of money spent on the trip. Routine trips tend to be linked mostly to using friends and relatives as an information source. As the trip becomes more complex, a variety of information sources becomes more important (Snepenger and Snepenger, 1993). Perdue (1985) found that information sources for a destination often come from destination specific literature, such as maps, brochures, and travel guides. Etzel and Wahlers (1985) found if a traveler visits a destination more than twice s/he is less likely to request additional information and destination specific information is less likely to influence destination decisions. If the trip is more complex, the use of travel agents and tour operators increases (Sheldon and Mak, 1987; Woodside and Ronkainen, 1980). Overseas destination decisions often include use of package tours essentially as information sources (Sheldon and Mak, 1987). Snepenger, Meged, Snelling, and Worrall (1990) found first-time visitors who were travelers for reasons other than visiting friends and relatives were most likely to use one of three strategies: use of travel agent only, use of travel agent and other sources of information, and other sources and no travel agent. The majority of travelers used travel agents only (Snepenger et al., 1990).

Prior Experience and Information Search. Typically internal information, or memory, is used as the consumer’s first source of information. The consumer then moves to external search for information from a variety of sources (Murray, 1991). The factor that seems to most affect internal information is past experience with a destination. Past experience and knowledge influence expectations, preferences, and motives. A participant’s evaluation of an experience is largely determined by individual expectations, which are often based on previous experiences, or experience-use history (Schreyer and Lime, 1984; Webster, 1991; Williams, Schreyer and Knopf, 1990). Travel consumption research has shown that past experience is one of the strongest information sources and influences on destination image, vacation choice, and trip consumption (Andereck and Caldwell, 1993;

Raitz and Dakhil, 1988), particularly when only one information source is used (Fodness and Murray, 1997). When a participant has no experience-use history, as is often the case with the purchase of travel related services, external sources of information, such as name familiarity, reputation, direct observation, price, alternatives, and advertising (Garretson, Clow and Kurtz, 1995; Webster, 1991), and non-directed information such as television and books (Pocock, 1992), are used.

Friends, Family and Social Networks. Word-of mouth is often the most influential source of external information on participant expectations (Webster, 1991). Some non-experienced participants develop unrealistic expectations based on word-of-mouth (Arnould and Price, 1993), especially with respect to special events or visits to well-known sites, such as national parks. A number of studies have indicated that of all the external sources of information available to tourists, the interpersonal sources of family and friends are often relied on most heavily (Rao, Thomas and Javalgi, 1992; Raitz and Dakhil, 1989; Capella and Greco, 1987; Gitelson and Crompton, 1983; Walter and Tong, 1977; Nolan, 1976).

Internet. Very recent studies have begun to investigate Internet users in particular. There is a growing reliance on the Internet for promotion and sales of tourism products (Tierney, 2000). A 1997 study by Tourism Industries of America found that, though only 17 percent of respondents made reservations on the Internet, around 30 percent searched for information. McLemore and Mitchell (2000) studied individuals who requested information about Arkansas State Parks via the Internet, finding 68 percent of requestors did indeed visit, and this mode of information provision was quick and cost effective. Similarly, Andereck and others (2003a) found those who requested Arizona travel information via the Internet were more likely to visit than those who requested information via several other methods with over 60 percent actually visiting the state. Thapa and others (2001) noted that 17 percent of college students booked their trips on the Internet. Weber and Roehl (1999) found that, in general, those using the Internet to search for travel product information and those that purchased travel products on-line tended to be younger, have post-secondary education, and higher incomes than non-users. There were no gender or race/ethnicity differences. Bonn and others (1999) also found that Internet users tended to be younger, have a higher education, and a higher income than non-users. Internet users were also more likely to stay overnight in commercial lodgings and spend more money on ground transportation, lodging and shopping.

Magazines/Newspapers as an Information Source. Little research specifically considers the influence of magazine and/or newspaper publicity on people's travel decisions. It is clear that these information sources are used by some segments of the traveling public, however. Fodness and Murray (1998) found that nearly 15 percent of the respondents in their sample of welcome center visitors used magazines as an information source, while Gitelson and Crompton (1983) found 14 percent of welcome center visitors used travel magazines and 10 percent used other magazines. Andereck, Knopf and Vogt (2003) found 19 percent of travelers who requested information from the Arizona Office of Tourism used magazines. As well, Andereck and Caldwell (1993), Capella and Greco

(1987) and Henshall, Roberts and Leighton (1985) all found magazines rated as an “important” information source.

Fodness and Murray (1998) found a clear division of magazines and newspapers from all other information sources investigated in their study. They also found a small but distinct cluster of travelers who are the heaviest users of magazines and/or newspapers as contributory information sources. They suggest the reason for this is magazines and newspapers are used in ongoing, as opposed to pre-purchase, information searches. Travelers who use magazines and/or newspapers to plan a trip acquire their information on a regular basis regardless of an impending purchase. They also tend to be used in conjunction with several other external information sources that provide more specific and detailed information such as where to stay and where to eat, especially using friends/relatives, highway information centers, and automobile clubs. The other cluster that used magazines fairly extensively was made up of travelers who use a mix of several contributory information sources.

Other sources. Clearly, there are many other sources of information that are used by travelers. Researchers have specifically considered the influence of highway welcome centers (Andereck, Vogt and LeClerc, 2003; Gitelson and Perdue, 1987); brochures (Andereck, 2003; Zhou, 1997); travel agents (Kendall and Booms, 1989; Snepenger et al., 1990); and state tourism office information (Andereck, Knopf and Vogt, 2003).

Market Differences

Past studies have found that consumers differ in their likelihood to seek out product knowledge (Moutinho, 1987; Thorelli and Becker, 1981), ranging from intensive seekers to those who engage in very limited searches. Consumers also differ in the number of sources consulted for product or service information and the importance placed on the sources; frequently consumers seek information from several sources prior to making a purchase decision. Numerous factors may influence a consumer’s information-seeking behavior. Past information-seeking research based on information search theory has found several general relationships between consumer characteristics and search behavior (Snepenger et al., 1990; Raitz and Dakhil, 1989; Capella and Greco, 1987; Runyon and Stewart, 1987; Newman, 1977).

Demographic/trip characteristics. Individual demographic characteristics may influence information-seeking behavior (Hirschman and Wallendorf, 1982). Research in consumer behavior has generally found that people of higher income and education search more for product/service information (Runyon and Stewart, 1987; Robertson, Zielinski and Ward, 1984; Newman, 1977). Age tends to be inversely related to amount of search, while the relationship between search behavior and other demographic characteristics, such as social class and occupation, tends to depend on the product/service being investigated (Newman, 1977).

Certain demographic characteristics of travelers have been linked to information search behavior. Studies have found that college educated individuals were more likely to use

destination specific literature (Gitelson and Crompton, 1983), and people of higher socio-economic class frequently used travel agents as information sources (Woodside and Ronkainen, 1980).

Gitelson and Crompton (1983) found that older people were more likely to use a travel agent than younger people. Older people have also been reported to heavily rely on information from friends and family (Capella and Greco, 1987). Raitz and Dakhil (1989) and Schreyer et al. (1984) suggested that younger people value information provided by peers more highly than that provided by family members, and may rely on a narrower set of information sources. Snepenger et al. (1990), however, found no difference in information search strategy based on average age among visitors to Alaska, although it appeared that men were less likely to use travel agents than women. Other findings have suggested that family groups are more likely to gain information from the media than other groups (Gitelson and Crompton, 1983). Snepenger et al. (1990) and Fodness and Murray (1997), however, found that information search strategy did not vary by travel group size or composition.

From the trip perspective, Fodness and Murray (1997) reported travelers who visited longer, visited more destinations, visited a greater number of attractions, and stayed in paid lodging were all more likely to spend more time on information search, and use a greater number of sources. Likewise, they found an association between greater time and effort spent on information search and higher tourism expenditures as did Etzel and Wahlers (1985).

Social-psychological factors. Perceived benefits of information search will influence search behavior. Consumers that already have knowledge of the product will usually engage in limited search activity perceiving that the benefits of additional information search are minimal (Robertson et al., 1984). Studies of the relationship between experience and information search have had mixed results, however. Likely the relationship is mitigated by many factors, such as product/service satisfaction (Runyon and Stewart, 1987). Generally, however, it seems that consumers with more knowledge of a product or service engage in different types of information search than those with limited knowledge, and frequently less information-seeking behavior will occur (Anderson, Engledow and Becker, 1979). Such individuals will rely more heavily on internal information search. Two tourism studies related to this idea found that: 1) information-seeking for travelers to South Carolina was related to previous visitation, with professional sources used more by first-time visitors (Woodside and Rokainen, 1980); and 2) information-seeking was greater with unknown destinations (Van Raaij, 1986).

Information search behavior also may partly depend on consumer preferences for information sources, and preferences for sources in particular purchase situations. It seems that the specific product/service being purchased influences preferences for information sources, as does the specific point in time during the purchase process (Runyon and Stewart, 1987).

Finally, motives for visitation can influence information-seeking. Motivation is a state of need that “pushes” a person toward actions that may bring satisfaction. In the case of tourists, motivation is related to the need for optimal arousal and is largely affected by social factors (Moutinho, 1987). It has been proposed that by tourist motivation one intends “a meaningful state of mind which adequately disposes an actor or group of actors to travel, and which is subsequently interpretable by others as a valid explanation for such a decision” (Dann, 1981). Although propensity to travel is related to favorable perceptions of a destination which can be influenced by information, actual travel to the destination will not occur without specific motives (Henshall, et al., 1985). It is consumer needs and motives that activate goal-oriented behavior. Specific motives for travel are related to past vacation experiences, personal experience and knowledge, and information gained from interpersonal, marketer-dominated and objective sources (Moutinho, 1987).

A few studies have found that travel motives influence information-search behavior. The vacation motive of novelty or variety, and a search for variety in the trip can both lead to more intensive information searches and the use of a greater variety of sources (Crompton, 1979; Engle, Kollat and Blackwell, 1973). Fodness and Murray (1997) found travelers whose primary motive for the trip was vacation were more likely to spend more time and consult more sources than those traveling to visit friends and family or for other reasons. Motives for visitation may also affect the types of information sources used. Market segments of visitors to Alaska based on Cohen’s (1972) novelty-seeking topology differed in the amount of search behavior and the specific sources most people utilized (Snepenger, 1987).

ARIZONA TOURISM AND INFORMATION SOURCES

Arizona Studies

Tourism is considered to be Arizona’s second largest industry. It has an economic impact of nearly \$14 billion and directly employs over 145,200 people, with another 232,300 employed indirectly. Most of the visitors to Arizona are leisure travelers (Northern Arizona University, 2003).

A large percentage of tourists to Arizona participate in natural area activities. A study by Andereck and Knopf (2003) indicated that, of 1,480 people who requested information from the Arizona Office of Tourism and actually visited the state in 2001 and 2002, 78 percent participated in natural area activities (Table 2). The Grand Canyon and other natural wonders were considered primary motivators for visitation by 48 percent of visitors while another 30 percent reported these as contributing motivators for visitation. As well, 56 percent participated in cultural, arts and heritage activities. Of the respondents who participated in these types of activities, 32 percent indicated historic sites were primary motivators and 17 percent indicated cultural attractions were primary motivators. About 45 percent reported each of these activities was a contributing motivator (Table 3). Likewise, a study of visitors to Cochise County found visitors had a great deal of interest in cultural heritage and natural area tourism (Arizona Hospitality

Research and Resource Center, 2001). This is significant in that *AHM* has a heavy focus on natural and cultural sites and areas as story subjects, suggesting it might be an important information source for visitors interested in these types of activities.

Many sources of information are used to plan trips to Arizona. Tables 4 and 5 report on the sources of information used by the 1,480 visitors who requested information from the Arizona Office of Tourism (AOT) (Andereck and Knopf, 2003). Table 4 lists the percentage of respondents who used each source of information, while Table 5 lists the primary sources of information used by respondents. The AOT travel packet emerges as particularly important because of the nature of the sample (i.e., those who requested the travel packet). About 18 percent of all respondents used an article from a magazine or newspaper as an information source, with five percent reporting an article was a primary information source.

Table 2. Visitor Activities While Visiting Arizona

<i>Activities</i>	<i>Percent of Respondents (Selected all that apply)</i>	
	<i>FY02</i>	<i>FY03</i>
Natural area activities	77%	80%
Shopping	61%	64%
Visit the Grand Canyon	55%	60%
Cultural, arts, heritage activities	54%	57%
Visit family and friends	46%	37%
Other	22%	10%
Entertainment	15%	17%
Play golf	14%	11%
Staying at a resort or dude/guest ranch	13%	20%
Watch sports events	13%	10%
Adventure activities	10%	12%
A business engagement or convention	8%	8%
Sports activities	4%	4%

Table 3. Levels of Motives for Visiting Arizona

<i>Reasons for visiting</i>	<i>No effect on decision to visit</i>		<i>Contributed to decision to visit</i>		<i>Primary reason for visiting</i>	
	<i>FY02</i>	<i>FY03</i>	<i>FY02</i>	<i>FY03</i>	<i>FY02</i>	<i>FY03</i>
Grand Canyon and other natural wonders	28%	18%	30%	30%	43%	52%
Climate	26%	28%	41%	43%	33%	30%
Historic sites	22%	22%	46%	44%	31%	34%
Cultural attractions	41%	37%	44%	45%	16%	18%
Price	48%	49%	40%	39%	12%	12%
Resorts/Spas	68%	75%	22%	15%	10%	10%
Golf	76%	85%	14%	7%	10%	9%
Shopping	57%	65%	37%	28%	7%	7%

Table 4. Information Sources Used in Final Selection of Arizona as a Vacation Place

<i>Information Sources</i>	<i>Percent of Respondents (Selected all sources)</i>	
	<i>FY02</i>	<i>FY03</i>
Own Past Experiences in Arizona	54%	48%
AOT Travel Information Packet	50%	45%
Recommendation from Someone	41%	40%
Motor Club Information (e.g., AAA, Mobil)	24%	25%
AOT Website	20%	26%
Article from a Magazine or Newspaper	19%	16%
Info from Convention & Visitors Bureau or Chamber of Commerce	10%	10%
Travel Book Purchased in a Bookstore	9%	14%
Other website	7%	11%
TV Program	7%	7%
Travel Agent	6%	4%

Table 5. Primary Information Sources Used in Final Selection of Arizona as a Vacation Place

<i>Information Sources</i>	<i>Percent of Respondents (Selected main source)</i>	
	<i>FY02</i>	<i>FY03</i>
Own Past Experiences in Arizona	23%	24%
AOT Travel Information Packet	20%	23%
Recommendation from Someone	12%	15%
Travel Book Purchased in a Bookstore	11%	6%
Other	9%	1%
Motor Club Information (e.g., AAA, Mobil)	7%	7%
AOT Website	5%	7%
Article from a Magazine or Newspaper	5%	4%
Travel Agent	2%	1%
Info from Convention & Visitors Bureau or Chamber of Commerce	2%	2%
Other website	2%	7%
TV Program	2%	1%

A study conducted by Andereck, Vogt and LeClerc (2003) was administered to visitors who stopped at the Arizona State Welcome Center on Interstate 40 on the state’s eastern boundary, or at the Chamber of Commerce office in either Holbrook or Springerville. This study also asked visitors about their primary activities and motives for visiting, as well as information used to help plan the trip. Again, activities that are consistent with the focus of *AHM* emerged as the most important to visitors with sightseeing, visiting the Grand Canyon, cultural/arts/heritage activities, and natural area activities being the most important activities to tourists (Table 6). Viewing scenery, seeing interesting sights, having fun, experiencing new and different places, experiencing nature, and learning about history and culture also emerged as primary motivators for visitors (Table 7).

Respondents were provided an extensive list of information sources they may have used before their trip began. As shown in Table 8, the most common information sources used to plan before the trip began included: previous visits, friends and relatives, maps, brochures, and travel guides/tour books. *AHM* was used by 13 percent of the visitors as an information source, but it is not known whether it was a primary or contributory source.

Table 6. Importance of Activities

<i>Activities</i>	<i>WC means</i>	<i>H&S means</i>	<i>Total means</i>
Sightsee	4.2	4.3	4.3
Visit the Grand Canyon	3.8	3.0	3.6
Cultural, arts, heritage activities	3.1	3.5	3.2
Natural area activities	3.0	3.3	3.1
Visit family and friends	2.7	2.6	2.7
Shopping	2.0	1.9	2.0
Other	1.8	2.0	1.9
Explore retirement areas	1.7	1.7	1.7
Adventure activities	1.6	1.7	1.6
Stay at a resort/spa	1.6	1.7	1.6
Conduct personal or family business	1.5	1.5	1.5
Entertainment	1.4	1.3	1.4
Play golf	1.3	1.3	1.3
Sports activities	1.3	1.4	1.3
Watch sports events	1.3	1.3	1.3
Stay at a dude ranch	1.2	1.2	1.2
A business engagement or convention	1.2	1.2	1.2
Explore new jobs/business opportunities	1.2	1.3	1.2

Scale: 1=not important to 5=extremely important

WC = Arizona State Welcome Center

H&S = Holbrook & Springerville Chamber of Commerce

Table 7. Motives for Visit

<i>Motives</i>	<i>WC means</i>	<i>H&S means</i>	<i>Total means</i>
View scenery	4.4	4.4	4.4
See interesting sights	4.3	4.2	4.2
Have fun	4.2	4.1	4.2
Experience new and different places	4.0	4.1	4.0
Experience nature	3.6	3.8	3.6
Learn about history/culture	3.5	3.7	3.6
Get away from everyday life	3.6	3.7	3.6
Take it easy/rest/relax	3.6	3.4	3.6
For the nice weather	3.4	3.5	3.5
Learn about the natural environment	3.3	3.6	3.4
Experience other cultures	3.3	3.4	3.3
To do many different things/activities	3.3	3.2	3.3
Feel safe and secure	3.2	2.9	3.2
For excitement/adventure	3.1	3.1	3.1
Spend time with family/friends	3.1	3.0	3.1
Get away from crowds	2.9	3.2	3.0
Be physically active	2.9	3.1	3.0
Have a romantic experience	2.3	2.1	2.2

Scale: 1=not important to 5=extremely important

WC = Arizona State Welcome Center

H&S = Holbrook & Springerville Chamber of Commerce

Table 8. Information Sources Used Before Trip Began

<i>Sources</i>	<i>WC %</i>	<i>H&S %</i>	<i>Total %</i>
Previous visit	52	63	55
Friends/relatives	55	47	53
Map	50	57	52
Brochures	44	42	44
Travel guide/tour book	42	46	43
State Welcome Center	40	19	34
Arizona official visitors guide	29	26	28
Travel club (AAA, etc.)	26	21	25
Other web site	18	23	19
AOT Web site	16	15	16
Arizona Highways magazine	12	16	13
Other	7	9	8
Convention and Visitor Bureau	6	12	8
Road sign	6	5	6
Television	5	4	5
Newspaper travel section	4	7	5
Billboard	3	1	3
Employee at destination	2	4	3
State Travel Office	2	4	3
Travel agent	2	1	2
Radio	0	0	0

Scale: 1=not important to 5=extremely important

WC = Arizona State Welcome Center

H&S = Holbrook & Springerville Chamber of Commerce

In addition to these statewide studies of visitors, two studies of visitors to specific recreation areas also can provide some insight into the use of information for recreation and tourism activities in Arizona. Baker, Absher, Andereck and Knopf (2002), in a study of the Red Rock area near Sedona in Coconino National Forest found that magazines were used by 13 percent of respondents during one survey period (1999) and by seven percent of respondents during a more recent survey period (2001) as pre-trip planning sources. Respondents were most interested in information to help them select a specific trail they would enjoy, directions to specific sites, and information about

rules/regulations/permits. Over half of the respondents were tourists while 45 percent were Arizona residents. A similar study, though comprised largely of Arizona residents (83%), found four percent of respondents used an outdoor magazine as an information source (Andereck, Knopf, Virden, Machnik, White and Vogt, 2002) for the public lands north of the Phoenix metropolitan area including the new Agua Fria National Monument.

In sum, visitors to Arizona are largely interested in sightseeing, and nature-based and cultural heritage tourism. This is significant for *AHM* in that the magazine is particularly well known for showing Arizona's spectacular scenery with a focus on natural and cultural heritage attractions. Arizona visitors use a variety of information sources, in particular their own past experience, word-of-mouth, and information provided by the Arizona Office of Tourism. There is evidence that some visitors use magazines as an information source, including *AHM* specifically, but the extent and nature of this use is not yet known.

Information Search and Arizona Highways Magazine

Based on the literature and secondary data review, we can characterize the nature of *AHM* as a source of tourist information, and speculate on the nature of the magazine's influence on tourist behavior to help guide the survey efforts.

An information source such as *AHM* can be considered an external source of information that probably contributes to what a consumer perceives as internal information. In other words, having read the magazine, a consumer may internalize certain information and feel that s/he "knows" that information without realizing specifically how or why s/he knows, especially after some time has passed. Thus, we might expect readers to under-represent the extent to which the magazine had influenced their knowledge about specific Arizona destinations and activities while still being cognizant of the overall influence of the magazine on their knowledge about Arizona in general and their decisions to visit.

AHM can also be considered a source of information that tourists use in an ongoing manner. Certainly tourists use it as a functional source of information (i.e., to gain product knowledge, reduce uncertainty, gain valuable information, and function more effectively), but the other information needs (hedonic, aesthetic, and innovative) are probably also very important to readers given the recreational (i.e., reading as a recreation activity) and visual nature of the magazine, as well as its ability to introduce "new" destinations to readers.

Magazines in general are used as information sources by tourists, but less extensively than some other sources. The nature of *AHM*, however, is different than a typical travel magazine that considers numerous destinations, or a general magazine that includes a travel section, in that it is much more destination directed. It is likely that readers use the magazine as a source to a greater extent than magazines have been used by the respondents in other studies. *AHM* is most likely used in conjunction with other information sources that provide specific information on services such as accommodations and restaurants.

It is likely that the readers of *AHM* are different from other consumers with an interest in Arizona as a travel destination. They are probably of a higher socio-economic class than others and likely spend more money during a visit to the state. Given the focus of the magazine, readers are most likely nature-based and/or cultural heritage tourists. They are also more likely to be motivated by the educational and novelty-seeking aspects of travel.

III. SURVEY RESULTS

Results from the survey are presented in this section. Data are reported separately for in-state *AHM* subscribers (ISS), out-of-state *AHM* subscribers (OSS), and non-subscribers (NS). A total of all the groups combined is also presented. A few members of the general population group (4.5%) indicated they were *AHM* subscribers and have been coded as OSS for analysis. Note that the three sub-samples were tested to determine statistically significant differences among the groups. These tests included chi-square tests and analysis of variance tests, all of which are used to determine whether any differences among groups are meaningful. Tables or individual variables that are marked with an asterisk are statistically significantly.

NATURE OF THE SAMPLE – DEMOGRAPHICS

The demographics portion of the questionnaire was completed by 1,369 respondents. They were nearly equally divided between men and women, and though the proportions differed somewhat for the three sub-samples these were not statistically significant differences (Table 9). It is also important to note that sample gender proportions probably do not reflect actual gender proportions among the groups sampled given biases in the names attached to subscriptions. The majority of respondents were either married or had a partner with whom they lived (Table 10). About 16 percent of respondents had children living in their households, most often one or two children. Non-subscribers were more likely to still have children at home. The dominant income categories were \$25,001 to \$50,000 and \$50,000 to \$75,000, although a fairly large number of respondents also fall into the \$75,001 to \$100,000 range (Table 11). Most respondent had at least some education beyond a high school diploma, with a large percentage (49%) having at least a four-year college degree (Table 12). The majority of respondents consider themselves Euro-American/White (Table 13). Arizona residents had lived in Arizona an average of 20 years with a median residency of 14 years.

Table 9. Gender and Age of Respondent

<i>Gender/Age</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
Female	47.3	47.1	54.8	49.1
Male	52.7	52.9	45.2	50.9
Mean age*	63.3	63.9	54.1	15.1

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

Table 10. Spouse or partner

<i>Spouse or partner?</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
Yes	79.8	74.5	75.8	76.5
No	20.2	25.5	24.2	23.5

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

Table 11. Annual Before Tax Household Income

<i>Income Categories</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
\$25,000 or less	8.6	13.8	7.5	10.6
\$25,001-\$50,000	27.0	23.6	28.8	26.0
\$50,001-\$75,000	23.7	21.7	25.3	23.3
\$75,001-\$100,000	21.6	19.3	17.8	19.7
\$100,001-\$125,000	8.1	8.5	7.2	8.1
\$125,001-\$150,000	5.4	5.3	5.5	5.4
\$150,001 or more	5.7	7.7	7.9	7.1

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

Table 12. Education Level of Respondents

<i>Level of Education</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
Less than high school graduate	2.8	2.0	1.5	2.1
High school graduate	13.0	15.4	9.0	13.1
Some college/tech school	37.0	32.1	39.2	35.4
College degree	28.2	28.4	28.3	28.3
Masters degree	13.7	15.7	16.9	15.4
Doctoral degree	5.2	6.4	5.1	5.7

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

Table 13. Ethnicity/Race of Respondents

<i>Race/Ethnicity</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
Euro-American/White	92.6	92.6	91.7	92.4
Other	3.9	2.7	3.7	3.3
American Indian	2.2	3.7	0.9	2.5
Hispanic/Latino	1.2	2.1	2.5	1.9
Asian American	0.7	0.9	1.5	1.0
African American/Black	0.5	0.7	0.9	0.7

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

It is important to note the lack of demographic differences among the three sub-samples in this study with the exception of age. This implies that, other than age, the three groups are similar demographically, and therefore other differences discovered are likely not due to any demographic differences other than age.

VISITATION TO AND IN ARIZONA

This section reports results from those respondents who traveled within Arizona at some time in the five years preceding receipt of the questionnaire (n= 1,032). Out-of-state visitors were asked to provide specific information with reference to their *most recent* trip to Arizona within the five year time frame. In-state subscribers were asked to provide the information with reference to their *most recent overnight* trip within the state during the five year period.

First, respondents were asked to indicate whether they had taken a trip in Arizona in the past five years. Three-quarters of respondents had visited Arizona (Table 14). As expected, ISS were the most likely to have taken a trip in the state. It is notable, however, that OSS were much more likely to visit Arizona than were NS. It is also notable that OSS visited significantly more times than NS, though again, ISS took many more trips on average than the other two groups (Table 15).

Table 14. Visited Arizona in Past Five Years*

<i>Response</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
No	15.2	54.6	38.7	25.1
Yes	84.8	75.4	61.3	74.9

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

Table 15. Number of Visits in the Past Five Years

<i>Number of visits</i>	<i>In state</i>	<i>Out state</i>	<i>Non-sub</i>	<i>Total</i>
1	4.4	17.6	44.7	18.4
2	7.3	18.5	26.3	16.2
3	15.2	19.3	14.5	16.9
4	7.6	9.0	3.9	7.5
5	16.8	12.0	4.5	12.2
6	6.3	4.9	1.1	4.6
7-10	18.4	11.2	2.8	12.1
11-20	17.5	5.9	2.2	9.2
21-50	6.3	1.7	0.0	3.0
Mean number of visits*	9.0	4.7	2.4	5.8

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

Note: outliers removed from analysis

*statistically significant results

Of the ISS respondents who indicated they had *not* taken an overnight trip in the past five years, about a third indicated health problems were one reason they had not traveled (Table 16; also see Appendix A for a list of other reasons). This was also true of OSS. This finding is most likely related to the high average age of *AHM* subscribers. The most noteworthy finding is that OSS and ISS were much less likely to choose an alternative destination over Arizona than were NS. (The destinations chosen as alternatives to Arizona are listed in Appendix A.) NS were more likely to indicate continued interest in visiting Arizona than the subscriber groups, however, this again may be related to the higher average age of subscribers and the related constraints to travel (Table 17).

Table 16. Reasons for Not Visiting

<i>Travel constraints</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
Not enough time	21.8	27.0	33.3	28.2
Health problems*	34.6	31.9	10.6	24.9
Went somewhere else*	16.7	20.9	33.3	24.4
Not enough money	15.4	19.0	26.5	20.9
Work commitments*	11.5	14.1	23.5	16.9
Family considerations	12.8	20.2	12.1	15.8
Other reasons	14.1	10.4	12.1	11.8
No travel companion(s)	12.8	10.4	8.3	10.2
Too far	2.6	10.4	9.8	8.6
Not convenient	5.1	7.4	4.5	5.9
Not interested	7.7	2.5	5.3	4.6
Safety concerns	1.3	0.6	3.0	1.6

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

Table 17. Plan to Visit in the Future*

<i>Future visit</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
Yes	90.1	88.2	94.8	90.3
No	9.9	11.8	5.2	9.7

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

TRAVEL PLANNING

A portion of the questionnaires were dedicated to respondents’ descriptions of planning for their most recent trip in Arizona, partly to see how *AHM* subscribers differ from other visitors. The results indicate that visitors had a long planning horizon. The respondents were asked two questions: how long before their trip they made the *decision* to travel in Arizona, and how long before their trip they made their travel *arrangements*. As shown in Tables 18 and 19, visitors from out-of-state planned their trips fairly far in advance, while residents planned in-state trips in the shorter term, as expected. The *decision to visit* was most often made four or more months in advance for out-of-state travelers, with *OSS* having a shorter decision horizon than *NS*, while *ISS* often made decisions a month or

less in advance (Table 18). Most respondents *made their arrangements* somewhat less time in advance than they made their destination decision (Table 19).

Table 18. Planning Horizon – Make Decision*

<i>Advance Planning Time</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
One to six days	14.2	4.2	4.2	7.4
One to two weeks	28.1	5.8	2.3	12.0
Three to four weeks	26.5	14.7	7.9	16.9
Five to eight weeks	12.6	12.7	10.3	12.1
Nine to twelve weeks	3.6	8.0	7.9	6.6
Two to three months	6.6	19.4	23.4	16.3
Four to five months	4.6	10.0	13.6	9.1
Six months or more	3.6	25.2	30.4	19.6

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

Table 19. Planning Horizon – Make Arrangements*

<i>Advance Planning Time</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
One to six days	31.5	13.5	9.8	18.3
One to two weeks	25.5	9.2	5.1	13.4
Three to four weeks	23.8	23.6	19.2	22.7
Five to eight weeks	6.6	13.1	14.0	11.3
Nine to twelve weeks	1.0	5.4	6.1	4.2
Two to three months	5.6	17.1	19.6	14.1
Four to five months	3.3	7.9	9.8	6.9
Six months or more	2.6	10.1	16.4	9.2

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

Respondents were also asked to indicate *all* of the information sources they used, and then select the one *main* information source they used, to make their final decision on Arizona as a travel destination (Tables 20 and 21; also see Appendix A for a list of other sources). The most frequently used sources were previous visit, friends and relatives, and *AHM*. As would be expected, subscribers were much more likely to use *AHM* than were

nonsubscribers. They were also more likely to use previous visits, not a surprising finding given their higher average visitation levels than NS. With the exception of previous visits and friends and relatives, the sources that almost always emerge as travelers' primary information sources, the primary source of information for subscribers was *AHM* for decisions related to the most recent trip.

Table 20. Information Sources Used Before Trip Began

<i>Sources</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
Previous visit*	72.8	74.8	52.3	69.2
Friends/relatives*	37.5	41.7	48.6	41.9
Arizona Highways Magazine*	45.6	42.1	11.5	36.4
Travel club (AAA, etc.)	16.5	18.0	18.3	17.6
Other*	7.8	17.1	20.2	14.9
AOT information packet*	4.2	7.5	34.9	12.5
Other web site	10.7	7.2	12.4	9.5
AOT web site*	4.2	4.8	20.2	8.0
Travel guide/tour book	7.1	6.1	10.6	7.4
Newspaper article*	12.9	2.6	2.8	5.9
Convention & Visitor Bureau*	3.9	3.7	8.7	4.9
Another magazine*	3.2	2.4	7.3	3.8
Television*	2.9	2.4	6.9	3.6
Travel agent	1.0	2.0	1.8	1.6

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

Table 21. Most Important Source of Information*

<i>Sources</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
Previous visit	43.5	47.2	33.0	42.8
Friends/relatives	22.8	23.8	27.6	24.4
Other	4.0	11.8	14.8	10.0
Arizona Highways Magazine	14.1	9.1	0.5	8.7
Travel club (AAA, etc.)	3.3	2.5	3.4	2.9
AOT information packet	0.4	0.7	6.9	2.0
Other web site	2.5	1.5	2.0	1.9
Newspaper article	5.1	0.0	0.0	1.6
Convention & Visitor Bureau	1.1	1.0	3.0	1.5
Travel guide/tour book	0.7	0.7	3.4	1.4
AOT web site	1.4	0.0	1.5	0.8
Travel agent	0.0	0.7	1.5	0.7
Television	0.0	0.2	1.5	0.5
Another magazine	0.4	0.0	0.5	0.2

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

ARIZONA TRIP CHARACTERISTICS

A portion of the questionnaire was dedicated to respondents’ descriptions of their most recent trips to Arizona, including length of trip, composition of the travel party, type of accommodations and transportation utilized, activities pursued, and expenditures.

The length of visits ranged from one day to 242 days, however outliers (over a month stay) were removed from analysis of average length of stay (Table 22). All of the groups differed significantly from one another, with OSS staying for the longest average period of time.

Table 22. Length of Stay in Arizona*

<i>Number of days</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
1 to 7	95.6	63.1	73.0	71.3
8 to 14	3.7	23.3	17.0	18.4
15 to 30	0.3	5.3	4.0	5.4
More than 30	0.3	8.1	6.7	4.9
Mean length of stay*	3.7	8.1	6.7	6.4

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

A majority of respondents indicated that they traveled as couples – specifically with spouses or partners (Table 23; also see Appendix A for a list of other party members). About a fifth of the travel parties included children or grandchildren and a few included other relatives. Generally, there were two adults in the travel party, and those with children had one or two children accompanying them. The ISS group was more likely to include spouses/partners traveling together, as well more likely to include friends. Both of the out-of-state groups were more likely to include solo travelers. The smallest average party size was the OSS group (Table 24).

Table 23. Travel Party

<i>Travel party</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
Spouse/partner*	74.0	65.8	60.2	67.2
Child(ren)	20.8	17.3	18.1	18.6
Friends*	26.3	12.1	17.6	17.9
Alone*	7.4	14.8	13.1	12.1
Other relatives	9.9	8.8	11.8	9.8
Grandchild(ren)	4.5	4.5	1.8	3.9
Parents*	2.9	2.0	6.8	3.4
Other*	4.8	1.3	0.9	2.4
Business associates	1.0	2.0	3.2	1.9

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

Table 24. Size of Travel Party*

<i>Number of people</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
1	8.1	16.4	13.5	13.1
2	55.1	57.1	48.5	54.6
3	10.1	9.4	8.5	9.4
4	14.9	9.9	16.0	12.8
5	4.1	2.9	3.5	3.4
6 or more	7.7	4.3	10.0	6.7
Mean party size*	2.8	2.3	2.7	2.5

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

The most frequently reported form of accommodations used was hotel or motel. Slightly over half of the respondents reported using this form of accommodations, with the OSS less likely to use this form of accommodations than ISS or NS (Table 25; also see Appendix A for a list of other accommodations). The OSS respondents were much more likely to stay in a private home, but less likely to stay in a campground or Recreational Vehicle park than the other groups.

Table 25. Accommodations Stayed at During Arizona Vacation

<i>Types</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
Hotel/Motel*	55.1	47.0	54.8	51.3
Private home*	17.8	41.4	23.5	30.0
Resort	13.2	9.2	11.5	11.0
Campground *	11.9	6.9	11.5	9.5
Recreational Vehicle/Mobile Home *	8.3	6.7	13.4	8.7
Other	6.3	5.6	5.5	5.8
Timeshare/Second home	4.3	5.6	4.1	4.9
Bed and Breakfast*	5.6	2.7	1.8	3.4
Dude/Guest Ranch	1.7	0.9	0.5	1.0

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

Table 26 shows that the most popular modes of transportation to *enter* the state of Arizona on a vacation were commercial airplanes and driving one’s own car. Respondents were also asked the primary type of transportation they used *during* their Arizona visit (Table 27). The most frequently reported response was own car or Recreational Vehicle (RV), or a rented car or Recreational Vehicle. As expected the ISS were more likely to use their own vehicles. OSS were more likely to use their own vehicle rather than a rental vehicle than were NS (see Appendix A for lists of other transportation sources).

Table 26. Transportation Used to Arrive in Arizona

<i>Types of Transportation</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
Commercial airplane	42.1	42.7	42.3
One’s own vehicle	39.8	33.2	37.6
Own Recreational Vehicle	7.4	12.3	9.0
Rental vehicle	6.0	6.8	6.3
Other	3.4	3.2	3.3
Train	0.9	0.9	0.9
Motorcoach or bus	0.4	0.5	0.4
Rental Recreational Vehicle	0.0	0.5	0.1

“Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

Table 27. Transportation Used in Arizona

<i>Types of Transportation</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
One’s own vehicle*	88.3	51.0	38.1	59.9
Rental vehicle*	2.9	32.4	40.4	24.8
Other	2.6	12.4	11.5	9.1
Own Recreational Vehicle*	13.0	5.4	10.1	8.9
Motorcoach or bus*	1.6	2.0	7.3	3.1
Commercial airplane*	1.3	4.3	1.8	2.8
Train*	4.2	0.9	1.8	2.2
Rental Recreational Vehicle	1.0	0.2	0.5	0.5

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

Visitors engaged in a variety of activities while visiting Arizona (Table 28; also see Appendix A for a list of other activities). The most frequently identified activity was driving to view scenery, identified by nearly three-quarters of the respondents. Other frequently identified activities included: visiting friends and family; natural area activities; cultural, arts and heritage activities; shopping; and visiting the Grand Canyon. Tests indicated ISS were less likely to engage in several of the activities than the out-of-state groups. The OSS were more likely to visit friends and family and watch sports events, but less likely to visit the Grand Canyon or stay at a resort than were NS. Of these activities, those listed as the most influential in the decision to visit the state included: visiting friends and family; visiting the Grand Canyon; driving to view scenery; natural area activities; and cultural, arts and heritage activities (Table 29). The OSS were much more motivated by visiting friends and family than the other groups. Appendix A includes a listing of respondents' top one to five destinations or attractions during their trips.

Table 28. Activity Participation

<i>Activities</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
Driving to view scenery*	66.5	75.6	77.0	73.0
Visit family and friends*	33.2	66.0	49.3	52.0
Natural area activities	46.5	51.6	53.5	50.4
Cultural, arts, heritage activities*	36.1	49.7	47.5	44.9
Shopping*	29.0	45.8	45.6	40.5
Visit the Grand Canyon*	24.8	33.6	45.2	33.4
Stay at a resort/spa	18.4	13.5	18.0	16.0
Other	15.8	15.5	14.7	15.4
Entertainment*	9.4	17.4	16.6	14.7
Play golf	6.8	11.1	10.1	9.5
Watch sports events*	6.1	12.0	8.8	9.4
Adventure activities	7.4	7.8	8.8	7.9
Business or convention	6.1	5.9	9.7	6.8
Sports activities	3.9	2.8	5.1	3.7
Stay at a dude/guest ranch	1.3	1.1	1.8	1.3

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

Table 29. Most Influential Reason to Visit

<i>Activities</i>	<i>In state %</i>	<i>Out state %</i>	<i>Non-sub %</i>	<i>Total %</i>
Visit family and friends*	18.5	44.2	30.9	33.2
Driving to view scenery*	18.5	13.8	12.1	14.9
Visit the Grand Canyon*	9.8	10.5	17.4	11.8
Natural area activities	15.7	8.2	6.3	10.1
Cultural, arts, heritage activities*	9.1	4.7	6.3	10.1
Stay at a dude/guest ranch	10.1	6.3	7.7	7.8
Stay at a resort/spa	3.1	3.3	7.7	4.2
Play golf	2.4	2.1	1.9	2.2
Watch sports events*	2.1	1.6	1.0	1.6
Adventure activities	2.1	0.9	1.0	1.3
Sports activities	1.0	0.7	0.5	0.8
Entertainment*	1.7	0.0	1.0	0.8
Shopping*	1.0	0.5	0.5	0.7
Business or convention	0.0	0.2	0.0	0.1
Other	0.0	0.0	0.5	0.1

“In state” means In-state subscriber and “Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

Two final questions asked out-of-state respondents about their involvement with travel “products,” especially Arizona as a travel destination (Tables 30 and 31). Subscribers reported more interested in Arizona as a travel destination than non-subscribers but less oriented toward travel planning in general. Out-of-state subscribers also hold more positive opinions about Arizona than do non-subscribers.

Table 30. Average Response on Travel Decision Statements -- means

<i>Response</i>	<i>Out state</i>	<i>Non-sub</i>	<i>Total</i>
I would be interested in reading more about Arizona *	4.08	3.73	3.96
I usually take many factors into account before selecting a travel destination	3.87	3.95	3.89
I usually talk about travel destination choices with other people	3.71	3.81	3.74
I usually spend a lot of time selecting a travel destination *	3.48	3.77	3.58
I have compared characteristics among various destinations	3.52	3.49	3.51
I would be interested in reading other people's reviews of their travel experiences in Arizona *	3.48	3.25	3.40
I usually seek advice from other people prior to selecting a destination	3.08	3.23	3.13

“Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

Scale: 1 = Strongly disagree, 2=Disagree, 3=Neither agree nor disagree, 4= Agree, 5= Strongly agree

Table 31. Arizona as a Destination -- means

<i>Response</i>	<i>Out state</i>	<i>Non-sub</i>	<i>Total</i>
Unappealing / Appealing *	6.56	6.07	6.38
Not fun / Fun *	6.53	6.10	6.38
Undesirable / Desirable *	6.50	6.03	6.33
Unimportant / Important*	6.45	6.05	6.31
Boring / Interesting *	6.38	5.43	6.03
Doesn't matter / Matters	6.04	5.99	6.02
Irrelevant / Relevant*	5.84	5.18	5.58
Means nothing / Means a lot *	6.35	2.57	5.00
Dull / Neat*	6.37	2.55	4.85
Unexciting / Exciting *	6.28	1.93	4.75
Of no concern / Of concern *	5.97	2.43	4.52

“Out state” means Out-state subscriber, while “non-sub” means non-subscriber.

*statistically significant results

All reported on 7-point scale: 1=negative, 7=positive

INFLUENCE OF *AHM* ON ARIZONA TRAVEL

The next section of this report presents information specifically related to the impact of *AHM* on Arizona travel. These questions were answered only by 1,017 subscribers. All OSS were asked to answer questions with respect to their most recent visit in the state. As well, ISS were asked to answer the questions with respect to their most recent *overnight* trip within the state. In-state subscribers also had a section of questions to answer regarding day trips. Respondents in the general tourist group of respondents were included as OSS if they indicated they were *AHM* subscribers (Table 32). Those respondents that were subscribers have been receiving the magazine for varying amounts of time, with over a quarter being subscribers for more than 10 years (Table 33).

Table 32. Out-of-state General Population Response

<i>Familiarity with AHM</i>	<i>Yes %</i>	<i>No %</i>
Familiarity with <i>Arizona Highways Magazine</i>	51.7	48.3
Subscriber to <i>Arizona Highways Magazine</i>	4.5	95.5

Table 33. Length of Subscription

<i>Years of subscription</i>	<i>In state %</i>	<i>Out state %</i>	<i>Total %</i>
1 to 2	22.5	18.9	20.3
3 to 4	16.6	17.5	17.1
5 to 6	15.1	16.5	16.0
7 to 8	6.6	6.7	6.7
9 to 10	12.5	12.8	12.6
More than 10	26.7	27.6	27.3

Overnight Visits

Several questions were posed to respondents regarding the manner in which *AHM* influenced their travel decisions and behavior. A very large percentage indicated the magazine has moderately to greatly increased their interest in Arizona as a vacation destination, with out-of-state visitors being more heavily influenced (Table 34). They also feel *AHM* is very helpful with respect to travel planning, with OSS and ISS being equally likely to find the magazine helpful (Table 35).

Quite a high percentage of respondents keep their *AHMs* for use as a travel information source at a later date, with in-state subscribers being more likely to keep their magazines (Table 36). A number also share their copies with others, and though it is not possible to

project the manner in which others use the magazines, this does suggest influence on travel beyond subscribers alone (Table 37).

Table 34. Subscriber Interest Levels Toward Arizona as Result of Magazine*

<i>Response</i>	<i>In state %</i>	<i>Out state %</i>	<i>Total %</i>
Not increased	3.8	7.7	6.1
Slightly increased	12.6	12.7	12.7
Moderately increased	39.9	29.3	33.7
Greatly increased	43.7	50.3	47.5

*statistically significant results

Table 35. Subscriber Rating of Magazine

<i>Response</i>	<i>In state %</i>	<i>Out state %</i>	<i>Total %</i>
Not helpful	0.0	0.3	0.2
Slightly helpful	8.1	7.4	7.7
Moderately helpful	30.1	29.4	29.7
Very helpful	61.8	62.8	62.4

Table 36. Subscriber Retention of Magazine*

<i>Response</i>	<i>In state %</i>	<i>Out state %</i>	<i>Total %</i>
Yes	82.7	76.8	79.2
No	17.3	23.2	20.8

*statistically significant results

Table 37. Subscriber Sharing of Magazine

<i>Response</i>	<i>In state %</i>	<i>Out state %</i>	<i>Total %</i>
Yes	80.3	79.7	80.0
No	19.7	20.3	20.0

In-state and out-of-state subscribers had very similar responses to the components of the magazine in terms of their influence or helpfulness for travel planning or decision-making. Except for the helpfulness of other, non-specific components, the responses to other components were not significantly different. (Tables 38 and 39; see Appendix A for listings of other influential and helpful components.) The photographs in *AHM* strongly influence travel decisions and are also considered quite helpful to respondents.

Table 38. Influence of Specific Magazine Components on Subscriber Travel Decisions -- means

<i>Components</i>	<i>In state</i>	<i>Out state</i>	<i>Total</i>
Photographs	3.50	3.49	3.50
Feature stories	3.07	2.99	3.02
“Destination”	2.97	3.00	2.99
“Back Road Adventure”	2.95	2.99	2.97
“Along the way”	2.87	2.86	2.86
“Taking the Off-Ramp”	2.76	2.75	2.75
“Hike of the Month”	2.46	2.40	2.43
Other	2.42	2.22	2.31

Scale: 1 = Not influential, 2 = Slightly influential, 3 = Moderately influential, 4 = Very influential

Table 39. Helpfulness of Specific Magazine Components on Subscriber Travel Planning -- means

<i>Components</i>	<i>In state</i>	<i>Out state</i>	<i>Total</i>
Photographs	3.16	3.15	3.15
“Destination”	2.96	2.87	2.91
Feature stories	2.94	2.84	2.88
“Back Road Adventure”	2.86	2.76	2.81
“Along the way”	2.82	2.76	2.78
“Taking the Off-Ramp”	2.71	2.70	2.70
“Hike of the Month”	2.45	2.33	2.38
Other	2.38	2.06	2.18

Scale: 1 = Not helpful, 2 = Slightly helpful, 3 = Moderately helpful, 4 = Very helpful

A moderate percentage of both ISS and OSS indicated *AHM* directly influenced them to visit Arizona on their most recent trip, while an additional smaller percentage planned for more time on their trips (Table 40). *AHM* had similar amounts of influence on both ISS and OSS. The OSS who stayed for extra days due to *AHM* stayed an average of six days longer, while ISS stayed for an average of about one more day (Tables 41 and 42).

AHM subscribers reported that the magazine was most influential on their decisions to visit specific attractions or destination, as well as to choose Arizona as a primary destination and to select travel routes in the state (Table 43; also see Appendix A). The two groups were similarly influenced. As shown in Table 44, about a quarter of

respondent made these types of decisions directly as a result of *AHM*. The specific places they went or things they did are listed in Appendix A.

Table 40. Influence of Magazine on Subscriber Travel Plans (positive responses)

<i>Influence</i>	<i>In state</i>	<i>Out state</i>	<i>Total</i>
I decided to include Arizona in my travel plans	41.4	35.3	38.1
I planned for additional time in Arizona	9.8	11.4	10.7

Table 41. Extra Days Spent by Subscribers

<i>Days</i>	<i>Out state %</i>
2	26.8
3	24.4
4	7.3
5	7.3
8 to 14	12.2
more than 14	9.6
Mean extra stay	6.3 days

Table 42. Extra Hours Spent by Subscribers

<i>Hours</i>	<i>In state %</i>
1 to 4	10.6
5 to 8	15.8
9 to 12	15.8
24 hours	31.6
36 to 48 hours	26.4
Mean extra stay	22.8 hours

Table 43. Influence of Magazine on Subscriber Travel Decisions -- means

<i>Influence</i>	<i>In state %</i>	<i>Out state %</i>	<i>Total %</i>
Specific attractions or destinations	2.62	2.71	2.67
Arizona as primary destination	2.31	2.22	2.26
Travel routes	2.20	2.31	2.26
Specific recreation/entertainment	1.97	2.07	2.03
Specific special events/festivals	1.98	2.04	2.01
A specific tour	1.82	1.92	1.88
Specific shopping areas/facilities	1.71	1.77	1.74
Other accommodations	1.64	1.69	1.67
Hiking/biking/horseback riding	1.60	1.60	1.60
Camping areas/facilities	1.63	1.57	1.59
Other	1.32	1.54	1.45

Scale: 1 = Not influential, 2 = Slightly influential, 3 = Moderately influential, 4 = Very influential

Table 44. Subscriber Travel Decisions Made Directly Due to Magazine

<i>Response</i>	<i>Out state %</i>
Yes	25.5
No	74.5

Day Visits by In State Subscribers

The vast majority (83.1%) of in-state subscribers have taken day trips within Arizona in the past year, and have made 7.4 trips during the year on average (Table 45). As with overnight trip decisions, *AHM* was most influential on choosing specific attractions or destinations, taking the trip in general, and selecting travel routes for day trips (Table 46). Almost 30 percent of in state subscribers said that their travel decisions regarding their most recent in state trip were the direct result of information in the *AHM* (Table 47). Appendix A lists the specific destinations and activities chosen as a result of *AHM*. Average spending for day trips was \$106.00 per travel party.

Table 45. Number of Day-Trips Taken by In-State Subscribers

<i>Number of trips</i>	<i>Percentage</i>
1	4.8
2	13.6
3	16.8
4	12.5
5	11.7
6	10.6
7-10	13.6
12 or more	16.5
Mean number	7.4

Table 46. Extent of Influence of Magazine on Subscriber Day Trip Decisions

<i>Response</i>	<i>Level of influence (%)</i>				<i>Mean response (Scale 1-4)</i>
	Not	Slightly	Moderately	Very	
Specific attractions or destinations	20.6	16.3	32.6	30.5	2.73
Taking trip in general	22.6	20.2	32.7	24.5	2.59
Travel routes	33.8	18.0	30.5	17.7	2.32
Specific special events/festivals	41.9	20.3	21.0	16.8	2.13
Hiking/biking/horseback riding on a specific trail	59.7	13.3	13.0	14.0	1.81
A specific tour	52.3	16.0	18.3	13.4	1.93
Specific recreation/entertainment	43.0	22.6	22.0	12.5	2.04
Specific shopping areas/facilities	54.0	20.7	15.3	10.0	1.81
Others	78.3	6.0	7.2	8.4	1.46

Not = 1, Slightly = 2, Moderately = 3, Very = 4

Table 47. Subscriber Travel Decisions Made Directly Due to Magazine

<i>Response</i>	<i>In state %</i>
Yes	29.8
No	70.2

COST/BENEFIT ANALYSIS OF AHM

AHM Costs vs. Revenue to the State of Arizona

Although *AHM* is housed within the Arizona Department of Transportation (ADOT), it does not receive state funding, serving instead as an Enterprise Fund organization. Currently, total costs for the magazine are \$9,546,535. Revenue, including subscriptions, newsstand sales, retail products, and miscellaneous revenue yields \$9,578,756. This balances to \$32,221 indicating that *AHM* does slightly better than breaking even and as such, is a net profit to the state. The next section demonstrates the economic impact of *AHM* as a stimulator of tourism.

Direct Economic Impact of all Subscribers

As part of the cost benefit analysis of *AHM*, OSS were asked to indicate how much they spent on their most recent trip to Arizona, and ISS respondents were asked how much they spent on their most recent *overnight* trip within the state. Respondents answered this question *only* if they had traveled in Arizona in the past year, in order to reduce recall error. In addition, ISS who took day trips in the state were asked to report the amount of money they spent on their most recent in-state trip. Table 48 reports direct *total* average expenditures of the 392 subscribers who answered the expenditure questions while Table 49 reports direct *daily* average expenditures. Using these figures to project total direct economic impact for a one-year period of time, the total annual direct impact can be estimated at \$82,403,009 for OSS, \$53,538,543 for overnight trips among ISS, and \$11,101,678 for ISS for day trips (Table 50). Tests for differences among the three groups (OSS, ISS overnight visitors, and NS) indicate that total expenditures differ with ISS spending the least money on average as would be expected, however the OSS and NS groups do not differ with respect to total spending though there are some differences with respect to spending categories (Table 51).

Table 48. Total Economic Expenditures of Arizona Out-of-state Visitors and In-State Overnight Visitors

<i>Expenditure Category</i>	<i>Visitors Who Responded and Noted Spending in the Category %</i>	<i>Mean Expenditure in Category \$</i>	<i>Total Expenditures Reported \$ (n=392)</i>
Lodging	68	227	89,040
Meals and Food	95	218	85,599
Entertainment & Recreation	60	99	38,711
Shopping	70	168	65,905
Airfare	9	41	16,184
Other Transportation (including gas)	75	118	46,342
Other	31	49	19,230
TOTAL	n/a	921	361,011

Uses mean total expenditures, per trip, per travel party; outliers have been removed from analysis.
n/a = not applicable

Table 49. Daily Economic Expenditures of Arizona Out-of-state Visitors and In-State Overnight Visitors

<i>Expenditure Category</i>	<i>Visitors Who Responded and Noted Spending in the Category %</i>	<i>Mean Expenditure in Category \$</i>	<i>Total Expenditures Reported \$ (n=357)</i>
Lodging	66	46	16,448
Meals and Food	95	42	14,985
Entertainment & Recreation	58	18	6,328
Shopping	68	31	11,119
Airfare	9	8	2,856
Other Transportation (including gas)	74	22	7,728
Other	29	9	3,137
TOTAL	n/a	175	62,600

Uses mean total expenditures, per trip, per travel party; outliers have been removed from analysis.
n/a = not applicable, n = number of survey respondents

Table 50. Expenditure Differences Between Groups

<i>Expenditure Category</i>	<i>In state \$</i>		<i>Out state \$</i>		<i>Non-sub \$</i>	
	Total	Daily	Total	Daily	Total	Daily
Lodging*	161	50	239	42	327	48
Meals and Food*	137	43	239	39	298	46
Entertainment & Recreation*	45	13	112	17	183	27
Shopping*	72	24	173	40	236	29
Airfare*	2	1	66	11	71	16
Other Transportation (including gas)*	66	21	133	21	174	25
Other	34	9	59	9	62	8
TOTAL*	518	160	1084	177	1288	199

*statistically significant results

Table 51. Total Travel Direct Economic Impact of Subscribers

<i>Items</i>	<i>Out state</i>	<i>In state (overnight)</i>	<i>In state (day trips)</i>
Number of subscribers (#)	128,408	86,854	86,854
Percent visiting over 5 yrs. (actual & conservative %)	74/68	85/80	83/80
Estimated visitors (#)	87317	69483	69483
Average number of trips over 5 yrs. (conservative means)	4	7	7
Mean party expenditure/trip (\$)	1,084	518	106
Person-trips over 5 years	349,269.76	486,382.40	486,382.40
Estimated party 5-year expenditure (\$)	4,336	3,626	742
Estimated total 5-year impact (\$)	378,608,420	251,946,083	51,556,534
Estimated total 1-year impact (\$)	75,721,684	50,389,217	10,311,307
Total subscriber direct expenditures		\$136,422,207	

Outliers removed from all analysis; uses conservative numbers because similar types of research have found tourists who actually visit are more likely to return the questionnaire than are those who do not visit.

The next calculation that must be made is the amount of *AHM* subscribers' tourism economic impact that can be attributed to the magazine. In the tourism industry a very similar evaluation method is called a "conversion study." This kind of research determines the extent to which tourism promotional efforts "convert" prospective tourists into actual tourists. To gain this information, studies specifically ask respondents if the information source of interest influenced their decisions to include the destination in their travel plans or influenced them to plan for additional time at the destination. In the case of *AHM* respondents, those that visited Arizona from out-of-state, and in state overnight visitors, were asked these same questions (see Table 40). As well, 25% of day-visitors reported *AHM* was moderately to very influential on their decisions to take their most recent trips. Given the total economic impact of all *AHM* subscribers who visited Arizona, and the percentages that indicate the magazine influenced them to visit, \$59,281,115 of annual direct expenditures can be directly attributed to the magazine, \$34,662,928 of which can be attributed to out-of-state visitors (Table 52). It is the expenditures from out-of-state visitors that are considered the primary economic impact, or the net gain, to a state's economy as this is "outside" money that is entering the state's economic system. The argument is that money spent on in-state travel would still be spent in Arizona on alternative products and services if the trip was not made. It is important to note, however, that it is probable that at least some of this money would be lost to other states via resident out-of-state travel or even out-of-country travel (e.g., Mexico) as an alternative to an in state trip. For example, the beaches of Puerto Peñasco, Mexico (Rocky Point) are closer to many Arizonans than are northern Arizona

destinations. It should also be noted that in-state expenditures by state residents are important to many Arizona communities. Much of the tourism market for rural Arizona communities is comprised of residents from the Phoenix and Tucson metro areas, and as a result rural communities are quite reliant on in-state travel expenditures.

Table 52. Direct Economic Impact Attributed to AHM

<i>Items</i>	<i>Out state</i>	<i>In state (overnight)</i>	<i>In state (day trips)</i>
Estimated number of visitors	87,317	69,483	69,483
Percent influence by <i>AHM</i>	35%	41%	25%
Number influenced	30,561	28,488	17,371
Average number of trips over 5 years	4	7	7.00
Average party expenditure/trip	\$1,084	\$518	\$106
Estimated per- party 5-year expenditure	\$4,336	\$3,626	\$742
Expenditures due to <i>AHM</i> over 5 years	\$132,512,947	\$103,297,894	\$12,889,134
Expenditures due to <i>AHM</i> over 1 year	\$26,502,589	\$20,659,579	\$2,577,827
Percent staying extra days	11%	9%	
Number influenced	9,605	6,253	
Average extra stay-days	6	1	
Average daily expenditure	\$177	\$160	
Added expenditures--1 trip	\$10,200,423	\$1,000,558	
Average number of trips over 5 years	4	7	
Expenditures due to <i>AHM</i> over 5 years	\$40,801,693	\$7,003,907	
Expenditures due to <i>AHM</i> over 1 year	\$8,160,339	\$1,400,781	
Category totals for 1 year	\$34,662,928	\$22,060,360	\$2,557,827
Total expenditures due to <i>AHM</i>		\$59,281,115	

The direct spending figures for subscribers can be considered conservative numbers for several reasons. First, for the expenditure calculations, the percentage of subscribers who actually traveled to or within Arizona has been factored down given that studies of a similar nature have found that those who do take a trip in the study region are more likely to return travel-related questionnaires than those who do not take a trip in the region. Second, outliers for all calculations of mean length of trip have been removed from analysis and conservative averages have been used. As well, outliers for all calculations of mean expenditures have been removed from analysis.

In addition to the conservative nature of the expenditure calculations, there are several groups that may have been influenced to travel by the magazine but were not included in the study. One important group that is not included in the study includes those individuals to whom subscribers have given their magazines. Eighty percent of both in-state (over 64,000 people) and out-of-state (over 69,000 people) subscribers report they share their magazines with other people. This suggests more than 133,000 people pass

their magazines along to others at least occasionally, representing a substantial number of additional individuals who may be influenced to travel in Arizona by *AHM*. Another group that is not included in the study is comprised of people who buy *AHM* from newsstands, bookstores, or other retail outlets. There are approximately 9,000 magazines on average sold from retail outlets every month, largely in Arizona. This represents another large number of people who's travel to and in Arizona may have been influenced by the magazine. Finally, the mailing list used for the survey included only subscriptions for individuals; corporate, library, and other such subscribers were not included in the list (approximately 64,800 additional subscribers). Additional individuals may have been influenced by the magazine by reading it via these alternative outlets.

In sum, the minimum direct tourism expenditures from visitors that do not live in Arizona and that can be considered a direct result of *AHM* amount to just under \$34,663,000 annually. This is a minimum number given the conservative nature of calculations, populations that may be influenced by the magazine but that are not included in the study, and expenditures that stay in the state due to in-state travel by Arizona residents. Given the annual budget of *AHM* (about \$9,547,000) versus direct expenditures due to travel by out-of-state visitors, the minimum benefit/cost ratio of the magazine is 3.6 to 1; in other words for every dollar spent on *AHM*, at least 3.6 dollars enter Arizona's economy.

IV. CONCLUSIONS

AHM clearly has a substantial impact on tourism to, and within, Arizona. A considerable percentage of both in-state and out-of-state subscribers are influenced to travel in Arizona due directly to *AHM*. Another group of subscribers are influenced to increase the length of their trips based on magazine content. Tourists make a variety of choices based on what they see and read in the magazine, with the photographs being particularly influential on travel. *AHM* is also perceived as being very helpful with making travel decisions. The magazine is most often used to help select specific attractions or destinations, to select Arizona as a travel destination in general, and to determine travel routes.

In addition to use of the magazine in the short term to assist with travel decisions, most subscribers keep *AHM* to use at a later time for travel planning, and most share their magazines with others. Thus, the magazine continues to influence travel over time. As well, even non-subscribers are reasonably familiar with the magazine, with 52 percent of the non-subscribers reporting awareness of *AHM*. This is a high awareness level, even for a tourist population with an interest in Arizona as a destination. There is some likelihood that these individuals have seen the magazine, have been given copies of the magazine, have friends or family in Arizona who are subscribers, or were even subscribers themselves in the past.

AHM subscribers who travel in Arizona differ in a number of ways from other travelers in the state. Some of the more noteworthy differences between OSS and NS include: a substantially higher average number of visits for OSS than other travelers with an interest in Arizona; a longer length of stay when visiting among OSS; and a higher level of involvement with Arizona as a travel “product” among OSS. It must also be noted, however, that subscribers differ from non-subscribers in ways that tend to not be viewed as economically beneficial within the tourism industry: they do not spend more money on average than other travelers; they are more likely to stay in a private homes than paid accommodations than other travelers (probably with friends or family); and they are more likely to visit Arizona primarily to visit friends and family than to engage in other activities.

The extent to which *AHM* stimulates travel by state residents is also worthy of comment. Although the ideal is to have tourists visit from out-of-state, thereby bringing “new” money into Arizona, it is also important to keep residents’ money at home rather than having it spent in other states or abroad. As well, many of Arizona’s rural communities are dependent on visitors from the Phoenix and Tucson markets, and certainly *AHM* induces travel to these communities when they are featured in the magazine.

Nearly all travelers to Arizona, including *AHM* subscribers, drive a vehicle in the state whether their own, a rental, or one borrowed from a resident, or they ride in an acquaintance’s vehicle while visiting Arizona. Clearly, tourists are users of the state’s highways facilities. *AHM* subscribers constituted over 226,200 visitors to, and within the state over a five-year period, most of whom took more than one trip. This resulted in well

over 1.3 million person-trips during the five year period nearly all of which included use of state highways and roads. When asked whether they had any transportation needs that were not met, very few noted any inadequacies in highway facilities (Appendix A).

- *AHM* results in a minimum of \$34,663,000 direct expenditures per year by travelers who do not reside in Arizona. Given *AHM*'s annual cost of \$9.6 million, this amounts to a benefit/cost ratio of 3.6 to 1 at the very least.

**APPENDIX A: SUMMARY OF RESPONSES TO OPEN-ENDED
QUESTIONS**

Alternative destinations to Arizona listed (question 1)

In-state subscribers

- Already made leisure trips
- Asia, Europe
- back East
- can't get husband off golf course long enough, we are winter visitors
- Las Vegas, Laughlin
- Mexico
- San Diego
- traveled 120 days out-of-state
- We have a 2nd home in Central AZ and go every weekend in summer

Out-of-state subscribers

- bus tour
- California, Oregon, Washington
- California, Virginia, Carolina, Florida
- Central coast CA
- Door County, WI
- Europe, visit kids
- FL, Switzerland, Canada
- Florida & Hawaii
- Florida & Maine
- Golf
- Japan, Hawaii
- Key Largo
- Maine
- Myrtle Beach S.C
- New York
- San Diego
- Texas
- Utah
- VA beach

General tourists

- Alaska
- Alaska
- Alaska, California
- Alaska, Canada
- Caribbean
- close to home
- CO, Canada, AL, VA, PA, TX, TN
- Cruise
- Europe, Wisconsin, Georgia, Florida
- FL, CO, OR, WA,
- Florida, Victoria
- Hawaii
- MD. PA. VT. NY
- Minnesota
- Montana
- Montana, Wyoming, S. Dakota
- New York City, Canada, Chicago
- NY, NY, MINN, NM
- Tennessee airfare was cheaper

Other travel barriers listed (question 1)

In-state subscribers

- burned out on travel
- I live in AZ. I got AZ Hwys from my work.
- move to AZ 2 years ago
- recently moved to AZ

Out-of-state subscribers

- AZ relative visited us
- Caring for elderly parent
- Did not wish to travel anywhere
- Disabled husband, hard to travel
- Don't travel long distance anymore
- Enrolled in training program requiring monthly trips to NJ--did not take many vacations.
- I am now an 84 year old widow. We used to go every year for a long time.
- I had a son who lived in Tucson.
- I retired which prevented visiting business contacts there
- I was a full time resident for 14 years until 2003
- Lived there
- Old age
- Our son lives in Bullhead City
- Retired
- Too far
- Wife's health

General tourists

- 9-11 happened
- Going in Sep.
- High fuel cost southwest U S
- I'm in prison in TX (falsely convicted)
- Student

Other information sources listed (question 7)

In-state subscribers

- AZ, gaming
- Between travel guide
- Bus tour
- Called the lodge at Grand Canyon direct
- Freud
- I live in AZ, I was born here.
- Internet
- No source
- Phone call to friends
- Resort Condominium International
- Someone else booked the reservation for us.
- Wedding invite
- Work

Out-of-state subscribers

- A son graduated at Flagstaff in 1964.
- Arizona State University
- Brother + sister live there
- Business
- Convention in PHX
- Convention in Tucson
- Dates of grandchildren's swim meets in NV, CA, or AZ
- Daughters and son-in-law moved to AZ
- Family lives there (15 mentions)
- Family moving there
- Family party
- Flight guide book
- Friend lives in PHX area
- Friend who lives in AZ
- Friends
- Friends we stayed with
- Grew up in PHX, family all live in AZ
- Historical interests
- I live in AZ in the winter
- I was born in AZ.
- I was retiring home for Christmas
- Library book
- Motor home
- Maps
- My second home in AZ
- My son was in college there
- Our home
- Own timeshare in Sedona
- Part of tour
- Plane, 3 homes
- Research
- Recreational Vehicle Club
- Rex Allen Days + High School class reunion in Will Cox
- Son lives there
- Spend Christmas with daughter and husband
- Successful time share resort accommodations
- Temporary employment
- To be with sick friend
- Used to live in AZ
- Used to live in Tucson.
- Vacation deal at Prescott
- We have been visiting AZ since 1969
- We have family + property in Tucson
- We have home in Bullhead City
- We live in Tucson
- We lived in PHX for 5 years
- We spent 16 winters in AZ. Our last trip was to clean out our Mobile so we could sell.
- Weather

General tourists

- A long standing desire to visit
- Available Amtrak travel
- Bird-watching leader
- Business
- Business
- Convention
- Cutting through on the way to Nevada
- Elder Hostel
- Family lives in AZ
- Family lives in PHX
- Holy Trinity Monastery
- It was mid-winter break in Seattle
- It's just on the way to East
- Job

- My daughter lives there
- My own interest
- Navajo tourism office
- Part of the 49 states I plan on visiting
- Previous trips

- School trip
- Time share company
- Visit family
- Visit family

Other party members (question 14/17)

In-state subscribers

- Child's friends
- Dogs

- Friends
- Recreational Vehicle club

Out-of-state subscribers

- To arrive alone, travel in AZ with friend
- Tour group

Other accommodations listed (question 12/14)

In-state subscribers

- 40 acres owned
- Cabin
- Cabin
- Camping (not in campground)
- Out in the open ranges tents and sleeping bags

- Primitive camping not in a campground
- We camped on Stall Trust Land to hunt Elk in Unit 4B.
- Wilderness camping

Out-of-state subscribers

- Apartment
- Apt at Tucson
- Apt rental by day
- Bare land
- Employee housing
- Friend's home

- Friend's house
- Houseboat
- Museum, guest's house
- National Peace Service Accommodation
- Rented a condo in PHX
- Wilderness backpacking

General tourists

- Airport
- Condo
- Friend
- Friend's car

- Military air force
- Tent along Colorado River
- Tombstone

Other transportation to arrive listed (question 15)

Out-of-state subscribers

- Airline
- Airplane (5 mentions)
- Bicycle
- Boating Lake Havasu

- Cessna private plane
- Private aircraft (2 mentions)
- Relative's car (3 mention)
- Some road signs were hard to find

General tourists

- Air
- Family
- Friend's car

- Military aircraft
- Plane
- Plane

Other transportation used in AZ listed (question 13/16)

In-state subscribers

- Boat trip, guided 4-wheel tows
- Large convention van

- Private airplane
- Shuttle bus at Grand Canyon

Out-of-state subscribers

- Bicycle
- Borrowed family car
- Friend's car (7 mentions)
- Houseboat
- Houseboat
- I owned a car

- Many trips to AZ in 70's went by plane
1980 by car. Other years plane and rental car
- Mobile home
- Personal car
- Plane
- Relative's car (22 mentions)

General tourists

- Family
- Family vehicle
- Friend's vehicle (3 mentions)
- Military vehicle

- Relative's car
- Super Shuttle, mom's car
- Tours to Sedona and Grand Canyon
- Towed car behind motor home

Other activities listed (question 9/10)

In-state subscribers

- A.T.V
- Arab Horse Show
- Art classes
- ATV, fishing, shooting
- Hunting Elk
- Boat trip
- Browsing for job opportunities
- Creek Lakes @ Apaches to fish
- Doctor
- Gem show
- Hunting, fishing
- I'm offended the 2 greatest activities are not mentioned - hunting and fishing
- Kartchner Caves
- Looking for summer cabin

- Read, relax
- Relax and read
- Scouting for hunting possibility
- Snow boarding
- Social event, anniversary
- Taking pictures for my art
- To take our 6 beautiful dogs on road trip
+exercise
- Verde Train valley
- Verde Valley RR
- Wedding
- Went to Tombstone, Kartchner Caverns,
hiking in Ramsey
- Winery, caverns

Out-of-state subscribers

- Antiques shopping
- Was on way to another destination
- Areas that are especially good for wildlife
photography
- AZ was part of a tour
- Boating in lake
- Botanical Garden, Tucson
- Bought home
- Building & Wild life Viewing
- Business
- Casino
- Colorado River
- Daughter's property

- Day to day living
- Driving through the state
- Eat out, NASCAR
- E-mail from conference sponsor
- Escape winter
- Family member's wedding
- Family party
- Family reunion
- Funeral
- Grand Canyon (4 mentions)
- Horse back riding
- Husband's work
- I stay at a mobile home park in Mesa

- Indian ruins
- Interested in Native American culture
- Just visiting family
- Kartchner Caverns
- Lake Powell
- Las Vegas
- Look at retirement options, get away and relax
- Looking for property
- Mid-point on drive between New Mexico and CA
- My wife was on client business.
- Relatives, Grand Canyon
- Rental home
- Research-historical society, Clifton, Tombstone, churches
- Resort, weather
- Recreational Vehicle Park
- Rex Allen days + High school class reunion in Will Cox
- Sabina Canyon
- See what AZ is like as family plans to move there
- Shopping in Mexico
- Soaking up the red rocks and Sedona
- Spend the winter 3-5 months
- Stayed where we wanted
- Stayed with any brother
- Staying in trailer parks
- Stopped on way to Hawaii for in-laws 50th anniversary
- Thinking about relocation
- To see family
- Visit casino
- Visit daughter and family
- Visit my sister's grave at PHX national cemetery
- Visit property already owned
- Visit sister's family
- Visit son
- Visited campus of ASU
- Visiting Indian reservations
- Weather, winter home
- Wedding
- Wedding

General tourists

- Calm water rafting
- Clearance center
- Dining in restaurants
- Drove to Sonora
- Elder Hostel
- Family reunion
- Kayenta, Casa Grande, Buckeye
- Las Vegas via AZ
- Paid company trip/used travel agent
- Rough art
- Recreational Vehicle park
- Recreational Vehicle parks
- Spending winter in the SW
- Stayed at the airport 1 hr.
- Staying at Holy Trinity Monastery
- Time share
- Tour to Mexico
- Tucson Gem & Mineral show
- Visited old homes Tucson
- Weather

Top 1-5 destinations/attractions listed (question 11/12)

In state subscribers

- | | | |
|-------------------------------------|---------------------------|------------------------------------|
| • Alpine | • Black River | • Casa cora de Rums |
| • American west area | • breath fresh air | • National museum |
| • Antelope Canyon | • Buckeye | • Casa Grande |
| • Apache Jet, Superstition mountain | • Buffalo Ranch | • Casino |
| • Apache trail | • Bull Head City (2) | • Chandler |
| • Arrow head | • Burro Creek | • Chino |
| • art studios | • buying pecans | • Chiricahua National Monument (4) |
| • Bakery under the hotel | • Cameron trading post | • Christopher Creek (3) |
| • Bear Canyon Lake | • Camp Verde (2) | • Colo. Ind. Rgs. |
| • Benson | • camping | • Cottonwood (5) |
| • Big Lake | • camping-White Mountains | • D-Back game |
| • Bisbee (10) | • Canyon de Chelly (14) | • De Gratzki studio |
| • Bison Ranch | • Carefree | • Denson |

- dining
- Dough's
- Driving to scenery between destinations (2)
- Eagar
- El Tovar Hotel
- Enchantment resort
- family (2)
- fishing (2)
- Flagstaff (23)
- food
- Ford Bower
- forest
- Fort McDowell
- Gadsden Hotel
- gamble
- Garcia trading post
- Glen Canyon
- Glendale
- Globe
- Golf in AZ
- Grand Canyon north Rim (2)
- Grand Canyon (38)
- Grand Canyon all phases
- Grand Canyon and train
- Grand Canyon hiking
- Greater Sedona
- Green Valley (2)
- Greer (3)
- Havasu Falls
- Havasupi
- Heber/Overgaard (2)
- hiking (3)
- hiking around Mt. Lemon
- hiking-Superstitions
- historic downtown Prescott
- Homolovi
- Hoover Dam (2)
- Hubbell trading post (2)
- hunting
- hunting in new territory for 1st time
- Hunting turkeys, predators, game birds, big game
- India art fair
- Indian reservations-Hopi
- Indian tribes
- Jerome (9)
- just to get out of the city
- Kaibab forest
- Kartchner Caverns (6)
- Lake Havasu City
- Lake Powell (3)
- Lake Powell-Rainbow Bridge
- Lakeside (2)
- Lee's Ferry
- Lower Canyon Creek
- Mesa
- Miles and Miles of Forest
- Mogollon Rim (9)
- Montezuma Castle (3)
- Monument Valley (6)
- Morman lake
- Mt. Lemmon
- Mt. Lemmon-Catalina highway
- NAU (2)
- Navajo + Hopi reservations
- Navajo county
- Navajo National Monument
- Navajo reservation
- Nogales (2)
- Northern AZ Museum
- Oak Creek Canyon (5)
- Oatman
- Organ Pipe
- Overgaard
- Page (2)
- Painted Desert (3)
- Palm Canyon
- Parker
- Patagonia
- Patagonia lake
- Patagonia to see the scenery and bird sanctuary
- Payson (7)
- Peppersauce Cave
- Petrified Forest (5)
- Phoenix (6)
- PHX and around
- PHX area for restaurants and shopping
- PHX bouldering contest-superior
- PHX Suns
- Picacho peak
- Pinetop (7)
- Pioneer Pass
- Prescott (13)
- Prescott hiking
- rafting-Colorado
- Ramsey Canyon (2)
- relocation
- rest
- restaurant
- roller hockey game
- Roosevelt Dam (2)
- Route 66-Seligman/Kingman
- Ruins
- Recreational Vehicle park and all the thing in the area
- Rye
- Sabino Canyon
- Saguaro Lake
- Saguaro National park
- Saguaro Node Mt.
- Salt River Canyon
- San Xavier del Bac (2)
- scenery (4)
- Scenic Driving from PHX to Prescott
- Scottsdale (4)
- Scottsdale Fashion square
- Scottsdale-car show
- Sedona (37)
- See dinosaur tracks in rock
- see the Arch
- see the county
- Seidenberg museum
- shopping
- Show Low (5)
- Sierra Vista
- Singal Butte (PHX)
- Slaughter Ranch
- Slot Canyon
- Snowbowl
- Snowflake
- Sonoita
- Springerville (2)
- State parks
- Sunrise (4)
- Sunset Crater (3)
- Superstition Wilderness (2)
- take the jeep tour in the Canyon

- Talking to locals about their town
- Tapatio cliffs (P.valley downtown Tempe)
- Tempe
- the desert
- The Legacy resort
- The Stronghold
- The travel through Salt River Canyon is fantastic
- theater
- Tombstone (8)
- Tombstone and area (2)
- Tonto National Forest
- Tonto National Monument
- Tonto Natural Bridge

- Tortilla Flats
- Tuba City
- Tucson (8)
- Tucson Raceway (2)
- Tucson-wildlife life museum
- Tuzigoot
- U of A
- Verde Valley
- Verde Valley Railroad
- visit cove and red rock valley
- visit friends
- visit heritage places
- visit relative
- visit with relatives and friends in PHX

- visiting friends homes
- visiting with my family that went with me
- Walnut Canyon (3)
- White Mountain camping
- White Mountains
- White Mountains (6)
- White Mountains-fishing
- White River
- Williams (5)
- Window Rock
- Winslow
- Woods Canyon Lake
- Young's farm
- Yuma (2)

Out-of-state subscribers

- 4 Corners
- Ajo
- ancient ruins
- Antelope Canyon (2)
- Antique shops
- Apache Trail (5)
- Arches
- Arco Sante
- Arivaca
- Arizona center
- art fairs
- AZ & Mex border
- AZ Diamond Backs baseball game
- AZ Sonora Desert museum
- AZ state museum
- Back Road driving
- Ball Park
- baseball game
- baseball parks
- Big Lake
- Biosphere II (3)
- Birding areas
- Bisbee (4)
- Blue Ridge
- Boat trip to Rainbow Bridge
- Bull Head City (3)
- Bonders-visit
- Botanical Garden
- Boulder City
- Cactus Parks

- Camelback Inn
- Cameron
- Campbell lake
- Campeur de area
- camping
- Canyon De Chelly (6)
- Care free (2)
- Casa Grade (5)
- casino
- Catalina State Park (2)
- Cave Creek
- Cedar
- Champs sport bar
- Chandler (2)
- Chinese Cultural Center
- Chino Valley
- Chiricahua mountains
- Chirichaua National Monument
- Cliff Dwellings
- climbing Camelback Mt..
- Colorado River
- Concert
- Concert in Tucson
- Cottonwood (2)
- Crown King
- Cultural activities (3)
- daughter-son in law
- desert
- Desert Botanical Garden (4)
- Desert house

- Desert museum (4)
- Desert Ridge
- Diamondbacks
- Dolly Steam Ship
- Douglas
- driving scary
- eating out
- enjoying the weather
- Entertainment
- family
- family and friends
- Flagstaff (25)
- Flagstaff museum
- Flea market
- Florence
- For southwestern treasures
- Forest desert
- Fort Bowie
- Fort Huachuca (3)
- Fountain Hills
- Frank Lloyd Wright
- friends (2)
- Gainey Ranch
- gambling
- Garfield estate
- Gaslight Theatre, Tucson
- Gem Show
- Ghost Town (3)
- Glendale
- Gold Field
- Golf (5)

- Goose necks of the San Juan
- Grand Canyon (35)
- Grand Canyon North Rim (2)
- Grand Canyon Railroad
- Granite Basin
- Green Valley
- Hannigan meadows
- Havasupai Indian Village
- having family ,friends
- Head museum (7)
- High School class reunion
- hiking (2)
- Hiking in Sedona
- History
- hockey game
- Hoover Dam (2)
- Hopi reservation (2)
- Huachuca Mts.
- Indian Casino
- Indian reservation
- Indiana museum
- Jerome (8)
- Kaibab Plateau
- Kartchner Caverns
- Kitt Peak Observatory
- Kingman (2)
- KOA
- Laauberage resort
- Lake Montezuma
- Lake Powell tour
- Lake Power (4)
- Land
- Las Vegas
- Laughlin
- Lee's ferry (3)
- Leisure World
- Los Olives Mexican Restaurant
- Lost Dutchman
- Madera Canyon (3)
- Marble Canyon
- Mesa (4)
- Mesa market place
- Meteor Crater (6)
- Métis Gate
- Mexico
- Mingus mountain (2)
- Mining Mineral museum
- Mogollon Rim (3)
- Moki Dug way Arches
- Montezuma Castle (6)
- Monument Valley (15)
- Morenci
- Mount Lemmon (2)
- mountain seeing
- mountains
- Mt. Lemmon (3)
- Museum of Northern AZ
- Museums (3)
- My 2 granddaughters
- Mystery Castle
- N.P.S sites
- Native American
- Natural activities (3)
- NAU museum
- Navajo County
- Navajo reservation
- Nogales
- Nogales-Kino Springs
- Northeast area
- Oak River Canyon (5)
- Oatman (2)
- old Mesa sculpturing
- old mines and ghost towns
- Old town Scottsdale
- Old Tucson studios (3)
- Oracle show
- Over the border shopping
- Page-Lake Powell
- Painted Desert (2)
- Pantano church
- Parker
- parking
- Parks
- Patagonia
- Patagonia Lake
- Patagonia/Sonata wildlife area
- Payson (8)
- Petrified Desert (5)
- Phoenix (17)
- photograph
- Phoenix zoo
- Pima Air museum
- Pinetop
- Praia Canyon
- Prescott (11)
- Prescott Nat'l Forest
- Prescott Valley
- Quartzite (3)
- Ramsey Canyon Conservancy
- Red rock state park
- regional dining
- relocating
- Renaissance fest
- Restaurants
- retirement location
- Rockies Spring Training
- Roosevelt Dam
- Roosevelt lake
- Ruin oar Casa Grade
- Russian Balalaika Orchestra Wild horse casino
- Recreational Vehicle park
- Sabina Canyon (5)
- Saddle brook
- Saguaro National Park (6)
- Salome
- Salt river canyon
- San Rafael Valley where they filmed Oklahoma--we read about
- San Xavier Del Bac (7)
- scenery (5)
- Scenic drives
- Scottsdale (16)
- Scottsdale art walk
- Sculpture Springs valley
- Sedona (44)
- Shopping (15)
- Show Low (3)
- Sierra Vista (2)
- Sight seeing (3)
- Slide Rock
- Slot Canyons
- Snowflake (2)
- Sonora Desert museum (2)
- Sonoran desert
- South Mountain
- South of Tucson
- Sport events
- sports
- Strawberry (2)
- Strong Hold
- Sunset Crater (4)
- Superstition Mts. (3)
- take pictures
- Taliesin West

- Ted Degrozia museum
- Tempe (4)
- Tempe art + craft festival
- theaters
- Titan Missile Museum
- Pine
- Tombstone (13)
- Tortilla Flats (2)
- Touring open houses
- Trader Joe's in Tucson
- Tuba City (5)
- Tuba festival
- Tubac (2)
- Tubing Salt river
- Tucson (34)
- Tucson golf courses
- Tucson restaurants

- Tucson-telescope shop
- Tumacacori + the trail (de Anza) and spice sloop
- Tumacacori mission (2)
- Tuzigoot (2)
- UA-ASU football game
- University of AZ (3)
- University of AZ-SPORT
- Vermillion cliffs
- Viewing scenery
- visit family
- visit friends
- Visited parks
- Walnut Canyon (3)
- Wapatki

- White Mts.
- Wickenburg (2)
- wife had business convention at mountain
- Shadows in Paradise Valley
- Williams (3)
- Willis's
- Window Rock (2)
- winter weather
- Wrigley mansion
- Yuma (3)
- Yuma Prison
- Zion
- zoo

General tourists

- Oak Creek Canyon
- Apache junction
- Apera
- Arch sites
- AZ Biltmore
- AZ State University
- Bank One Ball park
- Biosphere
- Birding
- birding sites in south east and west
- Bisbee
- Bisbee mines
- botanical gardens
- botanical center
- Boyce Thompson Aboretum
- Bright Angel Lodge
- Brunch at Li Auberge
- Camelback Inn
- Camp Verde
- Canes south-east of Tucson
- canyon country
- Canyon de Chelly (3)
- Canyon de Chelly
- Casa Grande
- Casino's Turtilla
- Catalina State park
- Chandler
- Chircahua National Mountain (3)
- Cochise strong hold
- cultural arts (2)

- Dams
- Dams-Lakes
- Dauglus Az hotel
- desert
- Desert Botanical Garden
- Desert Jeep Ride
- Dine at Enchantment resort
- doctor office
- driving to view scenery (2)
- Drove through on the way to midwest
- Eat Out
- Elderhostel programat Univ AZ, Tucson
- family come from Florida
- Family in PHX, Winslow
- Family reunion
- Family visiting (2)
- Flagstaff (6)
- Frank L. Wright's home
- Frank L. Wright Taliesen friends
- FT Bowie
- golf
- Golf in Sedona
- Grace community church
- Grand Canyon (40)
- grocery store
- Heard Museum (2)
- Hiking
- historical sites (2)

- home
- Homolavi Ruins state park
- Hoover Dam (4)
- Indian casinos
- Indiancraft shopping
- Jerome (4)
- Kartchner caverns (2)
- Kingman
- Lake Havasu City (4)
- Lake Mead
- Lake Powell (2)
- looking at scenery
- Lost Dutchamn
- Lukachugai Mts
- Madiera Canyon
- Mesa
- Mesa desert
- Meteor Crater
- Mineral show
- Miniature shopping
- Mitary bases
- Montezuma Castle
- Monument Valley (5)
- museums
- museum in Tucson
- Naturall area activities
- Navajo National Fair
- Oak Creek Canyon (3)
- Oatman
- Old outdoor set
- Old Town Scottsdale
- Old Tucson
- old wild west type town

- Page
- Painted Dessert (9)
- Petrified Forest (8)
- Phoenician resort + spa
- Phoenix (12)
- Pink Jeep Tour (2)
- play golf
- Precott (3)
- Quartzsite
- Red Rock Canyon
- red rocks
- restaurants
- Petroglyph areas
- Roosevelt Dam
- Route 66 (2)
- Route 88/188/60
- Saguaro National Park (6)
- Sabino Canyon
- Salt River Canyon
- scenery (2)
- schools
- Scottsdale (6)
- scottsdale library
- scottsdale Shopping
-
- Sedona (25)
- Sedona Red Rocks (3)
- Shopping (3)
- shopping in Sedona
- Shopping malls
- Show Low
- Sierra Vista
- University in Flagstaff
- Sonora Desert Museum (2)
- staying at resort
- Sun city west
- Sunset crater
- Tempe (3)
- the desert
- Tohono Chul
- Tombstone (6)
- Topock
- Tortilla Flats (2)
- touring
- Train ride
- Tuba city
- Tubac
- Tucson (12)
- Tucson Gem show
- university
- Valley ball tournament-PHX
- Verde Canyon Railroad
- visit friend (2)
- visiting family
- walking
- Walnut Canyon (3)
- warm weather
- We needed more time
- we only went to see a concert & shop
- White-Water Rafting Grand Canyon
- Whitman
- Williams (2)
- Window Rock
- word of grace church Mesa
- work
- Yuma
- Zoos

Transportation needs in AZ listed (question 13/16)

In-state subscribers

- 1 or 2 more 1st stops PHX to Tucson
- All was great until we moved and live in PHX-what a nightmare
- Any type of public transportation-train
- Better highway signs
- Current map of PHX metro area
- Gas shortages and price gouging
- Hwy 17 needs to be widened
- In state would be enhanced then train travel so go to not AZ has to drive to main destination point.
- Main intersections have great rest stops - other roads (to Grand Canyon, etc) lack facilities
- More rest stops-on way to Laughlin
- None-own car
- Not enough road signs
- Periodic “call stations” on Highway for emergency help
- Poor condition of roads
- Quicker route back to PHX from White Mountains area
- Rest areas not available or not open, i.e.: north of Springerville there is a rest area not open - same between camp Verde and Flagstaff and needs for more all over state
- Safe, easy travel between Tucson and Sky Harbor. Get those truckers to drive safely.
- Some narrow 2-lane highways - not enough opportunity to pass slow-moving vehicles such as Recreational Vehicle’s semis
- Too much road work, delays getting around

Out-of-state subscribers

- Had own vehicle, parked trailer
- Hard to drive 4WD and return in another location
- Have out-of-state license plate so get car honking if I make wrong lane or turn. Sometimes verbal.
- I am a recent subscriber but have read your magazine for more than 3 years. Keep up the excellent content, it is the highlight of every month.
- In 2001 I went to AZ by train. Had to be bused to PHX. No one could tell us before we boarded bus, where our drop off point would be. It took 3 hrs to catch up with brother after arrival in PHX.
- Less traffic congestion
- More nonstop flights needed
- My daughter picked me up.
- My week was exceptional
- Need better restrooms and more tourist info centers
- Pick-up truck promised by Alamo was unavailable for the second year in a row.
- Sky harbor airport-confusing getting to and from
- The highways & airport in PHX are both overcrowded
- There was a gas shortage - made me shorten my visit.
- Transport to and from Grand Canyon
- We could have been assigned better car. We felt as though we went to Rent-A-Wreck. It had scratches, dents, substandard for Alamo Rental.
- When buying fuel in PHX, gas price shown on signs at service station was greatly increased at pump. I discovered this when I revived my credit card statement and I called the Chamber of Commerce, but they were not interested.

General tourists

- As with all airport, could be faster through security at PHX airport
- Cheap fuel
- Directions
- Lengthy border crossing back into US
- My stay was during the gas crisis when we were taking our daughter to college. We could not get a rental car with gas as promised and missed orientation etc.
- No economy autos were available with leather interior for rental
- Not being able to park over night with self contained Recreational Vehicle in Flagstaff
- Not enough leg room
- Rental company closed too early
- Transportation at train station
- Very few high-end motor home resorts
- Very few parking spaces during the Navajo National Fair in Window Rock and few English speakers on Navajo Nation
- We don't like big cities. I'm sure we would have had more fun in small towns and being on our own.

Other influential sections of AHM listed (question 20/25)

In-state subscribers

- A major reason came to AZ to live
- Any information about restaurants or usually in "The off Ramp Section"
- Enjoy entire magazine
- Events
- Not relevant since did not rely on magazine
- Other publications purchased from AZ Highways
- Stoviti

Out-of-state subscribers

- Any stories/photos make us homesick for AZ
- It's easy to go to the high traffic places but the out of the way ones are hard to find on your own.

- Marty Cordon's nature articles
- National and State Parks, descriptions and photographs
- Old friends
-
- Various info interesting
- We don't do much walking, all trips are where we can stay in the car

General tourists

- Some features like the Night Blooming Cereus perfume

Other helpful sections of AHM listed (question 21/26)

In-state subscribers

- All features are wonderful for travel planning
- Already made my trips. I am 86 of age and don't intend to make any more trips.
- Have been pretty well over the state. Don't remember the best time I went to some places.
- Helpful for hike club trips areas to add to exiting clubs hikes.
- Highway to Humor, focus on nature
- I get the magazine as a gift as- as a reminders of the sights and readers I've enjoyed in the past.
- I now have a summer home in PHX. That is my starting point. I have a SUV and love to go exploring (when I have a companion) when family and friends from out of AZ come to visit.
- Letters to editor, articles of AZ histories of the "Beautiful Superstition Mts."
- Maps
- The places I didn't know about and want to visit
- Not relevant since did not rely on magazine
- The "When you go" section is the most helpful section, as well as the maps and phone number.
- The magazine has veered from non-adventure trips. We are more interested in culture and non-adventure trips. Let's see more information on local festivals, cultural events, historical events-less hiking, less information on locations.
- These "components" are also an asset in helping me to know where not to go in AZ when specific locations are featured.
- This survey was sent to me, so I answered the questions as they apply to me. My husband says he does make decisions on basis of articles he reads. I don't read AZ Highways often.
- We just enjoy reading the whole AZ Highways magazine from cover to cover.
- We were some of the first to see Kartchner Caverns because of your magazine.

Out-of-state subscribers

- Cover to cover
- Hot to enjoy things along the route taken
- I don't mean for my comments to seem "negative". We know AZ and its attractions; the features in AZ Highways serve to validate what we already have about the state. AZ Highways is very helpful with travel planning and decision. We do enjoy reading the stories and learning more about the state's history.
- I don't walk very well. Best part of magazine is no advertising, it reads like a book.
- I feel AZ Highways does more to create interest and inspire travel than to help in detailed planning.
- I stay in my daughter and son in law home. They take me to places of interest.
- I travel only vicariously
- I usually follow my children's suggestions
- If I were able to travel the above would apply
- Maps and road descriptions
- National and State Park, descriptions and Photographs
- Sorry AZ Highways, I love all the features, but the primary reason I travel to Tucson is to visit son and family.
- Story maybe good but sometimes not clear where or how to get to area, more maps
- The map under the travel of contents which shows the areas in the state being discussed in the issue

- To stay with my children
- Use AZ Highways only to decide what to visit.
- Very helpful to any one traveling.
- We go to visit family. Love your state & the weather.
- We own a villa at AZ Biltmore.
- We tend to return to the same places where we have had success.
- We usually know what we want to see
- Without the magazine, there would be many places we would have missed and still plan to see.

General tourists

- Update of features in familiar places

Other decisions made as a result of AZM (question 23/28)

In-state subscribers

- Indirectly but not direct as it is so hard to dig through magazine for specific answer but I remember things I've read in the pass.
- Snow boarding at Sunrise
- Trips taken before subscription began
- We take at least 1 in state trip per year.

Out-of-state subscribers

- About 7 years ago we went to visit friends.
- All influenced my many past visits to our state
- Born and raised in AZ
- Crystal Palace, Tombstone, on New Year's Eve
- Did not have the magazine at time of visit
- Did not subscribe to AZ Highways magazine in 2000.
- Family in AZ
- For the last few years we have enjoyed the hockey games.
- Grand Canyon
- Last three trips due to illness, death and family matters.
- My host is familiar with what I needed & would enjoy. He may have used the magazine but has lived there & told me of various places over the years. This was the time he could share the beauty & variety to be found in this wonderfully beautiful state.
- One son is ASU student, one son Scottsdale resident.
- Visit relatives
- Visit relatives
- Was not a subscriber at that time, but AZ Highways had always impressed me.
- Where to visit based on beauty

General tourists

- AZ history-birth father-death, accident, Copper Queen
- Went to Chiricahuas after seeing pictures

Other decisions made as a result of AZM (in-state day visits) (question 25)

In-state subscribers

- I belong to a Toebehoren Group
- To U of A medical center for cancer screening.
- Tucson Living Museum

Decisions specifically due to AHM (question 24/29)

In-state subscribers

- Bird sanctuary
- Drive between Flagstaff and Sedona
- Fishing - Greer area
- From Perry Mesa, hiked and camped into Tonto Nat Forest
- Grand Canyon
- Grand Canyon, Bisbee
- Havasu Falls
- Kartchner Caverns
- Kartchner Caverns and surrounding area
- Kartchner Caverns when the Big Room tour opened
- Kartchner Coven's and camp vend Railroad ride
- Kitt Peak, Madera Canyon, Mt. Lemmon, Piccacho Peak, Sedona
- Lake Powell, Glen Canyon north Rim
- Montezuma's Well
- Mount Bacoy Peak and Trails
- My friends took the trip to the Chiricahuas mtus.
- Oak Creek Canyon, Jerome
- Patagonia, Sonoita, Elgin
- Planned trip into Chiricahuas
- Prescott, Sunrise, Pine Top
- Previously visited Patagonia Lake as a result of stay in AZ Highways
- Resort out of Flagstaff via Sedona, Jerome, and Prescott
- Sedona, Oak Creek, Canyon lake, Apache lake, Lake Powell, Grand Canyon
- Sedona, visit, hiking
- Sedona/hiking
- Sonoita, Patagonia, Bisbee
- Tombstone
- Tombstone, Bisbee, Canyon de Chelly, Grand Canyon north rim, Desert Museum, Tucson, Flagstaff, Sunset Crater, Wupatki, Cottonwood
- Tombstone, Flagstaff, Tucson area
- Took friends to Oatman, Yuma, Territorial prison
- Trip to the Mogellon Rim area and hiked along the rim and rivers in the area. Camped in a managed campsite.
- Verde Valley RR, Petrified forest, Jerome, Sedona pink jeep tour, Tuzigoot, Montezuma's castle, Grand Canyon RR
- Visited and stayed at Grand de Chelly
- Visited Scone man lake
- Visited Sedona
- We drove back from Kartchner Caverns to the San Xavier Mission, and then to Tucson. It was a beautiful drive. We found out on it in the magazine.
- We have taken many hikes from north to south and south to north which you have shown in magazine.
- Went to Alpine-drove on a specific get away road as shown in AZ Highways-checked out the town afterward and visited friends.
- Went to Grand Canyon
- Went to ride the train at Prescott
- White Mountain
- Yuma, Lake Havasu, Grand Canyon, Canyon de Chelly, Flagstaff, Sedona, Jerome, Hanisans Meow, Bisbee, Tombstone, Tucson, PHX

Out-of-state subscribers

- 4 corners area, Navajo Reservation, AZ/Utah
- A quick visit to Jerome on our way back to PHX after our time in Flagstaff & D. C.
- Apache Junction
- Apache Trail
- Apache Trail, Tucson, San Xavier
- Back roads
- Bell Rock-red rocks of Sedona
- Big Lake area
- Bisbee
- Bisbee Grand Canyon, Aqua Client, Petrified Forest and area.
- Bisbee, Tombstone, Bullhead City, Nogales, Sedona, Jerome.
- Boat trip to Rainbow Bridge
- Canyon De Chelly
- Casa Grande--Sedona.
- Checked out Kingman area--retirement home
- Circle of Cochise-southern, Fort Bowie, Dragoon Mountain, Apache trail-Tortilla flats, Roosevelt Dam, Cottonwood train, camp Verde, Four Corners Trading Post, Tuba Festival, San Xavier mission
- Dateland, Gila Bend, Date shakes,
- Flagstaff, Arter, Petrified Forest
- From old magazines from the 70s when I was stationed in Yuma. I picked out 2 weeks of travel starting at the Painted desert and went north to the Canyon Dechelly Monument Valley, Grand Canyon, Lake Haw, ASU, Yuma, Organ pipe, Tucson, PHX, Flagstaff, and Sunset.
- Gem show
- Going next month cross country, but will stop to see friends in Prescott & Dateland. Went to Quartzite about 6 months ago, but couldn't find parking.
- Grand Canyon
- Grand Canyon and side tripe.
- Grand Canyon, Kingman, etc.
- Grand Canyon, Mainly SW corner of state
- Grand Canyon, Monument Valley, Sedona
- Hadn't seen Sedona in previous visit. Photo and article in AZ Highways persuaded me to do it this time.
- Hiking; looking for old mines in the area south of Tucson.
- Horseback riding
- I go to visit my son and daughter in law and they plan trips from information in the AZ Highways. This year we visited several places around Tucson and Sedona.
- I have a daughter being in Oilier AZ. She gave me the magazine as a gift when I visit AZ, I stay with her in Oilier.
- I have wanted to visit the Grand Canyon for years--it's been a great fascination to me.
- I lived in AZ for many years.
- I loved the recent great photos and features, also Prescott article, definitely are touring and going to that lake east of there.
- I try to see as many driving routes as I can and also hike as many trails. I never get enough of the views of AZ.
- I visited Tombstone 2001 and 2003, Apache Streams National Forest 2003, Grand Canyon 2001, I had plans to visit AZ in 2002 but because of the fires I didn't go to AZ.
- I want to see more of AZ in the future. I have your magazine.
- Indian Reservations
- It depends on what is going on at the time, mostly determine the places I want to see, both the general area, routes and specific places from articles in AZ magazine, mostly I visit historical sights, museums, take scenic drives, occasionally short hikes.

- Jerome
- Kartchner Caverns
- Lake Powell, Houseboat trip to Navajo Bridge
- Lake Powell House boat
- Last visit to AZ was just driving through state going from CA to FLA. Last lived in PHX, 1958-59. Have long planned on retirement in AZ.
- Mission San Xavier, Pima Air museum, Yuma, Tombstone
- Monument Valley--during our next visit.
- My brother lives in AZ, that was my reason for visiting. We stayed around his home, as he was working.
- My husband took a Friends of AZ Highways photography tour to North Grand Canyon. I didn't go to that trip-he's the camera expert.
- My last trip was business for a company as were the other trips prior to that one. The magazine would be very helpful. I appreciated it.
- My nephew lives in PHX with his family & we went to visit years ago. He sends me the magazine to read & I care for it a great deal-the pictures are so beautiful.
- Navajo National Monument
- North Rim of Grand Canyon, because we had never traveled there. The sunset on the Canyon was beautiful. The food was delicious at the Inn.
- Not a fair question--received the magazine as a gift after we visited AZ.
- Observatory in Flagstaff, Sedona, museum, Side Rock, Grand Canyon, Williams
- Only photos of & the few interesting stories that I was privy to see in Doctors offices, etc.
- Our son & daughter live in PHX. They bought us the magazine for X'mas 5 years ago.
- Pima Air museum in Tucson with my grand children.
- Pioneer Museum north of PHX
- Please don't ever stop your magazine. Our last trip was a quaky. We are planning to spend a lot time in AZ next year.
- Please I need to visit Tucson museum.
- Prescott area
- Prescott, Jerome, Sedona
- Previously several trips were pleasure and this questionnaire would have been answered differently.
- Sabina Canyon, Mission San Xavier
- San Xavier Mission
- Scottsdale AZ
- Sedona (5 mentions)
- Sedona, PHX, Prescott, Tempe, Tucson, Mesa, Sun City
- Side trips to Chloride and Oatman.
- South of AZ, Living Museum-Green Valley and Tombstone
- Spent a week with family at Lake Powell
- Stayed at Sky Ranch Lodge in Sedona
- Stopped at various locations in Navajo country, i.e.. Arizona
- The mission is Tucson, out of Africa, and a trip to Sedona
- The North Rim of the Canyon. From Williams to the Canyon
- Tombstone
- Tombstone
- Tombstone, Bisbee, Fort Huachuca, Grand Canyon
- Travel by helicopter to Havasupai
- Traveled back roads in south AZ.
- Traveled to backwoods, Ghost Town sites
- Tubac, Cottonwood/Sedona
- Tucson
- Tucson Gem, Mineral Show
- Tucson, Tombstone, Fort Huachuca, Sierra Vista, PHX, Buckeye, Flagstaff, San Xavier Mission

- Tucson-Gallery
- US93 Wickenburg from Kingman
- Visit relatives, shop, Phoenix, Mesa
- Visit Sedona
- Visit Tucson area
- Visited A Sonora Desert Museum near Tucson. We camped near by.
- Visited lake Powel--Visited old Indians Ruins--Visited painted desert--Took side route through second mesa & Yuba city En route to Grand canyon
- Visited Patagonia/Sonoita Creek wildlife area and Parker Lake
- Wanted to see Sedona
- We always go to the dam.
- We are going bank AZ in May and we are going to Organ Pipe Cactus National Monument, also Casa Grande
- We discovered AZHW magazine after our trip to AZ.
- We had planned to go to AZ for pasts 3 years my husband's health prevented it. Still hope to go there again.
- We have been in AZ so often that we can make our own decisions.
- We have rented SUV for the last 3 years to take the wonderful back roads in your book.
- We hike all over Sedona, go north to Flagstaff, go south to Scottsdale.
- We just get in the car and go. If it wasn't for the magazine we would have missed powwows, Geodic, the Sand Dunes in Yuma many things the tourists miss.
- We last visited AZ in 1980 for a family wedding. We were not receiving AZ Highways magazine at that time.
- We only pass through your beautiful state, but some day...maybe...my husband will retire and we'll spend more time enroute to our kids.
- We took the back road to the Patagonia area, and the big Valley that has the house that was built for "Oklahoma" & other movies. Beautiful area.
- We traveled to AZ in our private aircraft which has been sold. We now have a Class A motor home, so our next visit to AZ will be via Recreational Vehicle.
- We visit AZ several times a year to see family. We like it there (tour, hike ,shop, etc). Many of our AZ leisure ideas come from AH.
- We visit friends in AZ. AZ Highways always gives us ideas of special places to visit while we are there. We love this magazine.
- We went to Sedona
- Went on G/C Rim hike
- Went to Jerome
- Went to the Caves
- Williams AZ, Grand Canyon tour

General tourists

- Mule ride at the Grand Canyon Route 66
- Took Rt. 66 from Seligman through Hackberry & organ pipe park-Tombstone-Bisbee-4 corners-Canyon De Chelly-Grand Canyon
- Tour Red Rock Canyon
- We traveled to Holy Trinity Monastery, St. David to attend a weekend retreat, but enjoyed the December article very much.

Decisions specifically due to AHM (question 26)

In state subscribers – day trips

- A trip to Jerome and Sedona
- Aravaipa Canyon
- Boyce Thompson Aboretum
- Benson

- Big Lake
- Bisbee, Tubac area
- Casa Grande Ruins, Montezuma Castle
- Desert museum-Tucson
- Drove down Oak Creek Canyon-initially saw this route decade ago in AZ Highways-still love it
- Flagstaff, Sedona area
- Flagstaff, Yuma, Lake Havasu
- Grand Canyon
- Grand Canyon Deer farm, Verde Valley Railroad trip
- Grand Canyon, Sedona, Chiricahua mtns,
- Canyon de Chelly
- Havasu Falls
- Hiked in the Superstitions to Flat Iron
- Hiked Palm Canyon
- Hiking certain trails outlines in “Hike of the Month” sections ex: Towel Creek Trail
- Hiking in Saguaro National Park
- Hiking into the Back country
- Jerome and Cottonwood
- Jerome, Piccacho peak, Superstitions
- Kartchner Cavern
- Kartchner Caverns
- Kartchner Caverns was the most recent trip and your article about the Caverns influenced our decision to go, and take visit.
- Hike Sabina area
- Montezuma’s Castle
- Montezuma’s Castle, Oak Creek
- Mt. Lemmon, the backway up,
- Payson and Lento Bridge
- Pinnacle Peak hiking; wildflower drives up north
- Quartzite
- Quartzite
- Scottsdale, PHX
- Sedona
- Sedona, Bisbee
- Sedona, Prescott, Tucson, PHX, Strawberry
- Superstition hiking, visit to Boyce Arboretum
- Superstition Mountain-hike
- Superstition Mountains, Tucson
- To the Arch
- Tombstone, Yuma prison
- Trip to Tombstone, Bisbee, Agua Prieta
- Tucson
- Tucson-we saw Sun Xavier Church, Nogales and Tumarori.
- Verde Valley train ride
- Visited all mining towns
- Visited relatives in Verde valley
- Visited Tuba
- We tried many hiking trips from the east page in the magazine
- We take many trips every year
- Went hiking to see the Indian cliff dwellings-we chose Rodgers Canyon trail.
- Went through Skull Valley, went to Crown King
- Went to Flagstaff, Sedona
- While in Pinetop hiked the Indian Springs And Big lake lookout trails

- Young, AZ

Other comments

In state subscribers

- You have the most spectacular pictures taken, Thank you for such a wonderful job your employees do for you. Keep up the good work. If I can help please let me know I venture out often everywhere in AZ.
- Enjoy the magazine. Have sent gift for years.
- We enjoy AZ Highways. Send it to friends and family and sometimes we visit spots we've read.
- My gram got AZ Highways back in the 60's, 70's, 80's. This is what made us want to move to AZ from CA. Great magazine, don't change a thing.
- Tucson
- I subscribe to 10 AZ Highways for children and friends who live outside of AZ. They enjoy the magazine as much or more than we do.
- Gone to the places close to Pine and Strawberry where maps were shown-up on time and to the fine areas near by
- Are you interested in any old issues of AZ Highways? I still have some of them. I love AZ and AZ magazine.
- Cut out the cutesy stuff, and run more solid articles.
- We find AZ Hwys a very helpful magazine. We have shared subscriptions with friends and family in other states.
- I love the whole layout of this magazine. Please keep the good work.
- Grand Canyon brought me to AZ over 30 years ago. Over the years have subscribed to the magazine off and on.
- We use AZ Highways for ideas for travel, but get the details (usually) elsewhere. This is one of the best presents I've gotten for my husband.
- I love your magazine
- wife's health has prevented any travel in the last several years
- I have also purchased books/gifts listed in the magazine, which has encouraged additional hiking trips in AZ.
- I love AZ Highways magazine. Please never discontinue this magazine.
- Subjects such as traveling with animals' places to stay. Economy budget trips for day and overnight trips
- AZ Highways should re-instate the mouthy area every section.
- Just thanks keep up the good work. I miss reading with stop.
- I love AZ-I've hiked the Grand Canyon 58 times.
- Your photography pictures are splendid.
- Share more articles about AZ
- AZ Highways is my best of any I have seen. Absolutely awesome, keep up the good work.
- I have enjoyed AZ Highway magazine for as long as I can remember even as a child and have shared subscriptions with friends in US and Canada. I would wish that ADOT would make state maps more available as they have done 30 years ago. So I could show routes to friends from out-of-state visiting AZ.
- Love AZ Highways, the story is always great to read. No one can match the photos.
- My sister in law who lives in Arkansas gave me an oil painting of the Arch she use the picture from the AZ Hwys. I got to go see it in March. My family was traders and lived at many places on the Navajo reservation. I love to go back and also to read about these places in the AZ Hwys.
- As great as this magazine is, I can't stress enough, how poor the maps are. Seems ironic considering the map's name
- I am a professional artist. I love the magazine because the beautiful pictures.

Out-of-state subscribers

- Like your state and your magazine would like to see more stories. Enjoy humor page also how about some special restaurants and food recipe
- We primarily visit our parish in Sierra Vista
- Some question sections were poorly done and not worth answering
- I am a native Arizona born in Phoenix, therefore some questions didn't seem to apply
- I think, once a month you should show Silversmith making cluster style jewelry. #505-326-5830
- Although I obviously like AZ Hwys, an interview a Navajo Silversmith or an artist, advertise jewelry in the monthly magazine. I am a Navajo. It doesn't influence my visits like those who have seldom visited.
- Humor page is really bad and old fashion. This space could be used for much better purpose other than about, a great map.
- We fell in love with Arizona on our first visit. Through seeing the photography in AHM, and having a cousin living down there. We have visited 3 times and want to move to AZ but economy and not having job to go to prevent us.
- Arizona, one of my favorite states. I shall return.
- AZ is my love state. I moved away when I was six. My grandparents left the East in 1895 and 1900 and met at Sector where my grandfather was the physician and my grandmother was a teacher. I've read AZ Highways all my life. My son and his family now live in Tucson. I am planning a visit in a few weeks.
- My children live in AZ, and I plan on retirement there in about 3 years.
- Please add a restaurant review monthly.
- We love AZ-have been all over the state and visited countless attractions.
- Look forward to receiving AZ Highways each month many years.
- My husband and I enjoy the photography and scenery depicted. We dream about going certain places but lack the vehicle to do the "out back" stuff we'd like to see. So, we travel vicariously via your wonderful pages.
- I really enjoy your magazine stories and wonderful pictures but we haven't used the information for many trips.
- I love the magazine but cannot travel much anymore.
- For those of us who do not have enter-not access we really miss being able to read "Wit Step" and other articles.
- If I were to move from Montana, Flagstaff would be my choice. The area is a lot like Montana and the people there are very friendly.
- Lived in AZ for 6 months in 1756 while attending pilot training at Marana A.B.
- I have been in AZ 4 times. I was with a tour group each time. I don't travel much now because of my age. Truly enjoy the articles and the pictures.
- We are former residents with friends and family in AZ. We love AZ and AZ Highways magazine. I particularly like the AZ history presented.
- We've traveled in every state including Hawaii, Alaska and Canadian provinces. AZ is one of our favorite destinations.
- I teach and AZ Highways is a wonderful reason for my classroom. I believe that my students all want to visit AZ. Great addition to our library.
- I have made 4 trips to AZ but age prevents more. My interest arose from relatives' visits who contributed a large collection of Native artifacts to Wickenburg museum.
- We are 6-month residents and homeowners in AZ.
- This is a great magazine, which we share with others. We have made our last trip to AZ because of our age. Now we just read the AZ Highways and dream. We used to stay in Sierra Vista AZ.
- We go to AZ all the time. I only recently subscribe to AZ Highways because of how much we enjoy AZ. It is a great magazine and so is AZ.
- Information about Sulphur Springs valley
- I like nature sites. I don't like Tombstone. Loved Karshner caves in Benson.
- We visited AZ several times and enjoyed it, but age and healthy against us. Enjoy magazine very much, saved issue since 1954, enjoy the scenery.

- A very good magazine with great photos, jokes, old time story and no advertisements
- We have also enjoyed following the Tony Hillerman trail.
- I continue to subscribe to AZ Highways to reserve the wonderful memories of traveling through AZ for many years.
- AZ Highways is a wonderful and informative magazine. My wife and I look forward to retiring to AZ each year.
- I miss wit stop and weekend getaways in your mag.
- I treasure your magazine and the 6 visits I have made to AZ starting in 1973. I wish I could come more often. My last trip was 1997.
- I am not your average participant. As a child I listened to my grandmother's stories about AZ. My husband and I look forward to a leisurely visit up his retirement in the fall.
- I was born in PHX. I am 77 years age. I visit for nostalgia's sake and to see friends. Your question do not apply to my planning or going to PHX. I take AHM for the same reason.
- Wonderful photography, writing, I have always been interested in visiting AZ.
- We live in Tucson for 5 years. My husband and I run the Camber Retirement there for 5 years. I love AZ, my husband got sick and we came back to Ohio where he passed away. My relatives still live in AZ.
- Each time I go to AZ it is for only one-week duration. I go mainly to visit my sister and brother-in-law. During some of my visits she has to work so they are unable to take me on any long trips, but they do show me some of the scenery near PHX. I enjoy simply visiting and seeing the bright and beautiful sun, which is sometimes scared here in the month.
- Due the years we have been coming to AZ. We have relied on the AZ magazine. To head us in a direction. I enjoy the historic articles. When we visit one the areas we have a feeling we are connected because we know some of the history.
- I take AZ Highways because I love the state. WE did live there of a short time in Prescott. The magazine keeps me in touch with the state on a vicarious level.
- I would like to read more about Indian jewelry as I have been AZ since 1953.
- Prior to 1998 we spent 11 winters in AZ averaging 3 to 5 months each
- Main reason to visit is to see and golf with friends who have retired to AZ. However I have experienced AZ many times, including graduating from Luke field in 1942 and based at Yuma in 1943.
- I visit many locations in AZ every year for 4-5 days. We stay in Phoenix on the way. AZ Highways magazine is the most beautiful magazine.
- I came to Tucson when I was 20 years old with a girlfriend.
- Cactus Museum
- This is as much fun as filing federal income taxes. Does the concept "simpler is better" have any meaning for you?
- I go to AZ to visit my daughter in Tucson.
- I became a subscriber to AZ Highways magazine. As a result of my visit to AZ and also reading the magazine in my dentist office.
- I don't even think about changing this great magazine. All my friends share it.
- I was born in AZ and lived there for 21 years. AZ Highways provides memories of "home".
- With all the great things-one very serious deterrent is your highways covered with gorgeous, con plastic, etc. Fines and a good cleaning up crew also keeping clean advised.
- This has been a gift subscription to us. Before we could plan our trips health problems occurred. The person knew I was a photographer buff so I enjoyed the photographs immensely.
- If I were younger I would like to live in AZ. There is so much to see and do as per AZ Highways where I read from cover to cover.
- We plan to travel in AZ as soon as time allows. We are working people and don't have time to travel a great deal at this time. Future travel plans definitely includes AZ.
- Decided on a trip to the Grand Canyon in the winter instead of the summer due to the beautiful photos in your magazine.
- too many questions
- My husband was bored in AZ so we like to visit and like the magazine, but it doesn't influence our decision very much. The magazine is an annual Christmas gift from relatives.

- My son and wife live in Wilcox. I have been getting the AZ Highways for over 20 years as a Christmas gift and read it cover to cover. `
- A great magazine
- I've reading AZ Highways ever since high school back in the 60's always enjoyed articles about back roads. I've been absorbed for years.
- I originally encountered AZ Highways in my childhood. It was sent to my parents by my father's brother in PHX. At that time I realized that AZ was the place to be. Unfortunately I have only been able to visit occasionally.
- Love AZ and have traveled the state extensively over my lifetime and will do so in the future. Just haven't been there for the last 6 years.
- What are you going to send me? I need something for my time and effort.
- I enjoyed 12 winters in AZ mesa & Apache Junction. Enjoyed the Spectator Mountain + 4 Corners Area. I did cover about 1/2 of the state.
- Pictures in magazine of flowing water look fake.
- I have been a reader of AZ HWYS since 1969 when I moved to AZ. I left AZ in 1982 but have visited many times since.
- I subscribe to AZHW magazines primarily for the photographs; my last trip to AZ was a bus tour about eight years ago since I don't drive.
- I love the jokes & funny stories.
- Always has been the greatest of periodical
- Our son & his family have lived in AZ for 30 years. He works in parks & recreation; therefore he has lived in many areas in AZ & name. We have visit. Love your magazine.
- Love it, don't change it. We're descendents of the original homesteaders in the Sculpture Spring Valley. It's home to us.
- How come I was asked to skip questions 2->19?
- I cannot wait to get the next issue.
- Our last trip was somewhat unique just for haying land - Previous trips and future trips would result in much different hirers. We would use the magazine. We love it.
- Last trip was to close mobile & drive relative home. We have toured AZ & plan to do more in the future.
- I went to AZ to nurse a friend; other friends in Tucson also entertained me prior to my leaving. I enjoy your magazine and your state.
- Hard survey to complete. Should try to get a more "user friendly" version.
- Ours is a gift subscription from one of several relatives who are AZ residents. Many of the pictured attractions we have visited others we intend to see next time.
- I enjoy your magazine. Lots of times it is fun to read about places my brother has already taken me to. He sends me the subscription as a gift every year. He has been in AZ 25 years and I try to visit once a year. Had to skip last year but am coming out twice in 2004. Tombstone is on our agenda next week.
- My wife's health problems and my paraplegia make it impossible for us to visit AZ. However, we vicariously enjoy our trips each month.
- We received the subscription as a X'mas gift from a relative. The magazine does not interest us.
- It is beautiful. Enjoyed the article about "old days" & gun fighters, Indians, etc.
- The recent trip was the briefest visit to the state. Our other visits have been more expensive and AZ Highways has personally helped us more during those journeys. On one visit I called AZ highways to get more info on a location mentioned in an article and we were given excellent directions to an even better remote petroglyph site. Your survey did not give me a chance to explain that one. Thanks.
- AZ Highways has been an important part of my life for the past 50 years. Having lived in AZ from 1955 thru 1961, I greatly enjoy your magnificent photography.
- Question 13 is very poorly constructed. I refrained from answering the questions because of the vagueness of the chosen words and did not want to show the results.
- We are not typical tourists to AZ. We mainly spend time with family & that is the main reason for our trip. Each time we come we do things like go to Tombstone or visit Grand Canyon, but usually just do one "tourist" thing each time. We get some of our ideas from AZ Highways but I mostly like the history stories.

- We love the magazine, have relatives living in the area around Sierra Vista and have AZ on our short list for retirement destinations.
- I love the magazine and look forward to the colorful pictures every month. I read it from cover to cover as soon as I get it in the mail.
- Lived in Tucson during high school and early adult. We spend at least one month a year in Tucson and do some travel. I don't consider my say and ethnic or racial group just America.
- Subscription is a gift from one of my patients who visit AZ annually. The magazine is always placed in our waiting room & is a source of enjoyment for our patients.
- I loved AZ, hoe to visit too one of these days. I first crossed AZ with my mother, Dad, a brother & sister, and I have a log of black & white old pictures my Dad took.
- AH--the best magazine published in any and all areas. I simply love it. M. E. L. Keep up the magnificent work. Bless the "old" Editor.
- I love AZ so much that if I ever won a lottery I would move to AZ.
- I find the photos of AZ in the magazine is beautiful.
- We have a winter home in the Tucson area. We spend about 5-6 months a year at this home which is in a retirement area of Robson Communities called Saddlebrooke.
- I am a former AZ resident and have family in AZ. Reading AZ highways does not influence my travel plans in any way. Survey useless to me.
- I love the AZ Highway Magazine and I keep all magazines and have visited AZ 4 times in the last 30 years. And when I retire hope to live in AZ during the winter months. But now can only visit my brother. My 1st visit was 2 weeks way had in 1973; I'm AZ since then.
- Q13--don't understand--confusing. I visited AZ a lot while "working" old found it very interesting. Now my intention is to re-visit many areas I only get to quickly look at in past.
- Until 2004 my husband & I were Winter Visitors in AZ for 14 years. Most of your question does not apply to us.
- I am retired at Perth Seracce 32 years-early 8 years in AZ.
- Many of your questions don't apply because I have lived in different parts of AZ.
- I enjoy AZ magazine very much. The magazine has become the only way I can continue to enjoy AZ.
- God willing we hope to be in AZ 8-2005 for grandson wedding.
- Would very much like to visit, but I am unable because of wife's health. Your magazine gives me something to look forward every month.
- In 2000 I attended my grandson's graduation with double masters degree at the AZ State University.
- Daughter's family live at Tucson 4 years and I came back to Iowa for several years and then moved back to AZ for 20 years after then retired to Wis on account and health and family.
- I very much enjoy this magazine each moth. I save it for painting inspiration. I am a veterinarian, and it is a favorite in my waiting room and exam rooms. I have family in Tucson and try to visit twice yearly and always enjoy my visits there.
- I took forward to AZ magazine the pictures are awesome.
- I visit my mother in Tucson AZ Highways is a gift subscription from my mother.
- My uncle has given a gift subscription to AZ HWYS to me for several years. It has given me away to connect with him and where he lives. Any visits to AZ would be to see family, not necessary he sights.
- I traveled to AZ to visit my children and grandchildren. A lot of places I want to visit while there are leaned from the pages of AZ HWYS.
- AZ HWYS is a good magazine; it was a means by which I could know what to do through the day, experienced the physical diversity. The culture, and beauty of the state.
- My age will prevent travel outside my state although we have travel to or through all of the lower 48 states
- In past. And we do enjoy travel magazine.
- My first visit to AZ was on the way to make our home in Calif in Sep. of 1924. And you can only guess on
- The many chances in your beautiful state since that time, my many business visits to AZ over the years were to the paper mills in Flagstaff and Snowflake.
- I love AZ, and if younger I take more trips to your state. My daughter lives there in PHX.

General tourists

- I requested travel literature and recall figuring out it would take 4 to 6 to 8 weeks to arrive. Some of it arrived just before our departure. It was too late to look at it. The remainder arrived after we returned from our trip. Don't even bother advertising literature if it can't be sent within one week of the request.
- Some of the above information may seem confusing. We give the subscription to a friend, who sometimes shares he copies with us. And we also buy from the newsstand. My husband died at the end of December, and was always the driver of our trip. But for the 2004 trip, I rode with friends, from Pasa TX to St. David AZ. Love your magazine. It is beautiful, always.
- We have a dear friend who lives in Florence. We have visited her several times and will do so again, but not in the last 5 years.
- We really enjoyed running to Ido. River in rafts & camping on the banks. We also enjoyed college course in computer use. We enjoyed searching through old cliff dwellings.
- Now retired- want to travel-I belong to the Audubon Society and wish to make trips for spring and fall migrations- AZ has many locations-Chiricahua north Mountain area, Tucson.
- Great state parks- planning a trip to southern AZ in the fall would hike to volunteer at an AZ park.
- I became very interested in AZ after the first issue I bought of AZ Hwy for about 3 pounds in Cambridge England. Thanks for introducing me to a land of beauty.
- We are planning a trip to AZ for birding.
- I did buy a unit in a Recreational Vehicle park in Surprise, AZ.
- Love AZ—planning to move there sometimes.
- I love AZ winters and may buy property there within 2 years when I retire. May I receive a free subscription or copy of AZHW?
- Enjoy magazine—especially photos. Disappointed that it does not include Gene Perrite Column, don't have computer & don't plan to get one.
- We think we'll go to Tucson for a trip some day. We don't like PHX area at all.
- You have a beautiful state, and one to be proud of.
- Thank you for your concern.
- We would love to come to AZ/Sedona.
- I saw very little graffiti was impressed with your AZ Hwy decorated and painted walls and plants, flowers along the highway locates were very beautiful.
- Our specific destination in past 5 years had been Tucson since members of our family have relocated there. However, we had visited the state and attractions several times earlier.
- I live in SO, CA. AZ is on the way to anywhere. So I pass there, however I still like to make a tourist stop and often spend a night in AZ
- Don't care for ethnic & fiscal questions. You're phase for #35 most intelligent. I usually don't respond.

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