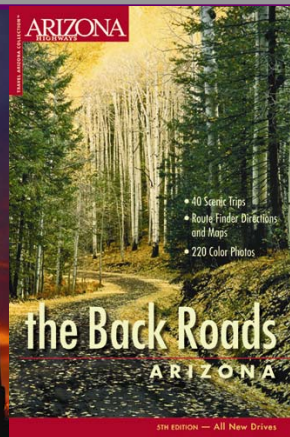
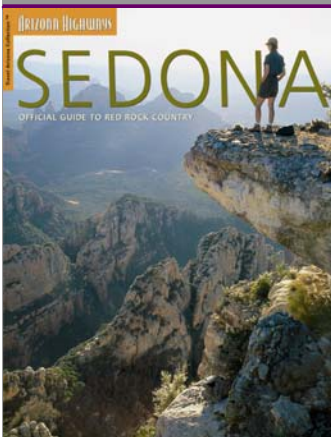


The Impact of *Arizona Highways Magazine* on Tourism

Final Report 686
March 2012



Arizona Department of Transportation
Research Center

The Impact of *Arizona Highways Magazine* on Tourism

**Final Report 686
March 2012**

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16. Abstract The purpose of this study was to: 1) examine the effect of <i>Arizona Highways Magazine (AHM)</i> on tourism, 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. Findings suggest that: <ul style="list-style-type: none"> • <i>AHM</i> subscribers are demographically similar to other people with an interest in Arizona as a travel destination with the exception of age and related variables: <i>AHM</i> subscribers are older. • A very high percentage of <i>AHM</i> subscribers have taken trips in Arizona over the past five years, with many visiting multiple times. Most out-of-state subscribers stay for one to two weeks when they visit, most often traveling with a spouse or partner. • Subscribers use <i>AHM</i> fairly extensively as a source of travel information. • About 29 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. • 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 \$195.2 million on travel annually over the past five years, and \$41.5 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. This amounts to a benefit/cost ratio 7.8 to 1 at the very least. 					
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SI* (MODERN METRIC) CONVERSION FACTORS

APPROXIMATE CONVERSIONS TO SI UNITS

Symbol	When You Know	Multiply By	To Find	Symbol
LENGTH				
in	inches	25.4	millimeters	mm
ft	feet	0.305	meters	m
yd	yards	0.914	meters	m
mi	miles	1.61	kilometers	km
AREA				
in ²	square inches	645.2	square millimeters	mm ²
ft ²	square feet	0.093	square meters	m ²
yd ²	square yard	0.836	square meters	m ²
ac	acres	0.405	hectares	ha
mi ²	square miles	2.59	square kilometers	km ²
VOLUME				
fl oz	fluid ounces	29.57	milliliters	mL
gal	gallons	3.785	liters	L
ft ³	cubic feet	0.028	cubic meters	m ³
yd ³	cubic yards	0.765	cubic meters	m ³
NOTE: volumes greater than 1000 L shall be shown in m ³				
MASS				
oz	ounces	28.35	grams	g
lb	pounds	0.454	kilograms	kg
T	short tons (2000 lb)	0.907	megagrams (or "metric ton")	Mg (or "t")
TEMPERATURE (exact degrees)				
°F	Fahrenheit	5 (F-32)/9 or (F-32)/1.8	Celsius	°C
ILLUMINATION				
fc	foot-candles	10.76	lux	lx
fl	foot-Lamberts	3.426	candela/m ²	cd/m ²
FORCE and PRESSURE or STRESS				
lbf	poundforce	4.45	newtons	N
lbf/in ²	poundforce per square inch	6.89	kilopascals	kPa

APPROXIMATE CONVERSIONS FROM SI UNITS

Symbol	When You Know	Multiply By	To Find	Symbol
LENGTH				
mm	millimeters	0.039	inches	in
m	meters	3.28	feet	ft
m	meters	1.09	yards	yd
km	kilometers	0.621	miles	mi
AREA				
mm ²	square millimeters	0.0016	square inches	in ²
m ²	square meters	10.764	square feet	ft ²
m ²	square meters	1.195	square yards	yd ²
ha	hectares	2.47	acres	ac
km ²	square kilometers	0.386	square miles	mi ²
VOLUME				
mL	milliliters	0.034	fluid ounces	fl oz
L	liters	0.264	gallons	gal
m ³	cubic meters	35.314	cubic feet	ft ³
m ³	cubic meters	1.307	cubic yards	yd ³
MASS				
g	grams	0.035	ounces	oz
kg	kilograms	2.202	pounds	lb
Mg (or "t")	megagrams (or "metric ton")	1.103	short tons (2000 lb)	T
TEMPERATURE (exact degrees)				
°C	Celsius	1.8C+32	Fahrenheit	°F
ILLUMINATION				
lx	lux	0.0929	foot-candles	fc
cd/m ²	candela/m ²	0.2919	foot-Lamberts	fl
FORCE and PRESSURE or STRESS				
N	newtons	0.225	poundforce	lbf
kPa	kilopascals	0.145	poundforce per square inch	lbf/in ²

*SI is the symbol for the International System of Units. Appropriate rounding should be made to comply with Section 4 of ASTM E380. (Revised March 2003)

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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

PP Product purchasers

EXECUTIVE SUMMARY

The purpose of this study was to: 1) examine the effect 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 its 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 and related variables: *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 period.
- Out-of-state subscribers tend to decide to visit Arizona more than two months prior to their trips, but make their travel arrangements closer to the time of their trips.
- Subscribers use the information sources of internal information (previous visits) and friends and family most extensively, followed by *AHM*.
- Most out-of-state subscribers stay for one to two weeks 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).
- Slightly more than 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 drive to view scenery, engage in activities at natural and cultural heritage sites, and shop. They also visit family and friends.
- 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, and the "scenic drive" section in particular, increase their interest in traveling in Arizona.
- *AHM* merchandise increased interest in visiting the state among about half of product purchaser respondents.
- About 29 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 27 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 influenced decisions related to specific destinations or attractions and choices regarding travel routes.

Subscribers have spent an average of over \$195.2 million annually over the past five years, and \$41.5 million of those expenditures can be *directly* attributed to *AHM* and its influence on the travel behavior of out-of-state subscribers. This amounts to a benefit/cost ratio 7.8 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 is an extension of a similar study done in 2004 (Andereck and Ng 2005) and 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.
- A benefit/cost analysis of *AHM* with respect to its costs versus spending generated via tourism.

STUDY METHODS

The data collection phase involved four survey efforts, the results of which are presented in Section III. One survey was administered to a sample of 603 people who purchased an *AHM* related product over the past year, such as a calendar or book. Another survey was administered to a sample of 826 in-state *AHM* subscribers (out of 94,859 total in-state subscribers) and was stratified by self subscriptions (n [denotes sample size]=650) versus gift subscriptions (n=178). A second mail survey was administered to 1072 out-of-state *AHM* subscribers (out of 166,176 total out-of-state subscribers), also stratified according to self (n=508) versus gift (n=564) subscriptions. As well, the specific number of subscribers surveyed corresponded to the proportion of in-state (43 percent) versus out-of-state (57 percent) subscribers. The final survey was administered to a general population of prospective visitors to Arizona. The general population sample of 1198 people was drawn from the Arizona Office of Tourism's information inquiry list from the preceding year's 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 modified and 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 a reminder postcard to increase sample size. When email addresses were available, participants were asked to complete an Internet version of the questionnaire. 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. For those who did not respond to the Internet questionnaire the full mail procedure was conducted as a follow-up. The final sample sizes and response rates for each of the surveys are presented in Table 1.

Table 1. Response Rates.

<i>Sample numbers</i>	<i>Product purchasers</i>	<i>In-state subscribers</i>	<i>Out-of-state subscribers</i>	<i>Non-subscribers</i>	<i>Total</i>
Initial sample	603	826	1072	1198	3699
Bad address returns/ Inappropriate respondents	17	20	9	232	278
Effective sample	586	806	1063	966	3421
Number of returns	207	332	396	104	1039
Response rate (%)	35	41	37	11	30

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 (Jun, Vogt, and MacKay 2007). 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). They recognize the need to evaluate alternatives based on different attributes. If memory, also called internal information search, does not provide enough information, consumers look to other sources to reduce purchase risk and uncertainty (Petrick, Li and Park 2007; Li et al. 2009). 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 1988). The availability of information in tourism is especially important because often consumers are located far from the product or service of purchase, or the product or service is a one-time event (Wicks and Schuett 1991).

Many studies in the United States and in other countries have considered traveler use of destination information. Much of the foundational and conceptual work on which the body of literature is built emerged in the 1980s and continued into the 1990s. 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 (Li et al. 2009; Murray 1991; Zeithaml 1981). Zeithaml (1981) was one of the first researchers who contended that because services are more difficult and riskier to evaluate prior to purchase, consumers use different processes and cues than when 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). With respect to tourism specifically, Gitelson and Crompton (1983) built on this idea and 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 over the past several years has documented that some individuals tend to plan various aspects of a vacation in advance (Petrick et al. 2007; 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 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 and involve intense exploration of the product or service. Fodness and Murray (1998) were the first to propose a conceptual typology based on previous research that suggests 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). When consumers feel they do not possess adequate internal information about a destination, they are likely to conduct an external search. External information search involves an active process in that information must be sought. The more unfamiliar the destination, the more time and effort will be spent on prepurchase information search (Fodness and Murray 1999). An information source such as *Arizona Highways Magazine* is clearly an external source of information.

Temporal Information Search. The temporal dimension represents timing of search activity (Fodness and Murray 1998). Prepurchase information search precedes a specific and imminent purchase decision, while ongoing information search is the acquisition of information regardless of impending purchase needs (Bloch et al. 1986). Prepurchase 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). There is evidence that ongoing information

search is related to ongoing interest in a destination (Pearce and Kang, 2009). Readers of *Arizona Highways* are engaged in what would be considered ongoing information search.

Information search is not only used to find useful information; people also search for fun, entertainment, social status, and symbolic reasons (Li et al. 2009). A few studies have considered the effect of information on affect (emotions experienced) and the manner in which this influences the destination image (Baloglu and McCleary 1999; Li et al. 2009; Martín and Bosque 2008). Vogt and Fesenmaier (1998) developed the most comprehensive framework and measurement instrument looking at affective dimensions and 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 *Arizona Highways Magazine*.

Considering only functional information needs has led 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 needs are a form of emotive stimulation, particularly positive emotions such as enjoyment (Vogt and Fesenmaier 1998:558).

The concept of innovation suggests that there is a segment of consumers who 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, innovative needs have also been related to creativity or the act of generating something new and original (Vogt and Fesenmaier 1998:559).

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 (Lee et al. 2010; Vogt and Fesenmaier 1998:561).

The final need included in the search model is one describing the interpersonal, social, symbolic, or more general sign aspects of information acquisition. The other four functional, hedonic, innovation, and aesthetic domains focus on intrapersonal or individual-based needs, while sign needs focus on the social component. In the field of tourism marketing, numerous studies have shown the importance of recommendations from family members and it is with this sign role that its effect is considered. Since this exchange between people denotes status and personality type, another form of signifying position is through social interaction. Therefore, the sign-need construct is defined by its two subconstructs or factors: symbolic expressions and social interaction (Vogt and Fesenmaier 1998:562)

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 (Hyde 2006; Moutinho 1987; Pearce et al. 2009; Runyon and Stewart 1987). External sources can be:

- 1) Interpersonal sources such as friends, 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.
- 5) Experiential sources accessed by direct experience with, or observation of, the product (Berkman and Gilson 1986; Fodness and Murray 1998; Lee et al. 2010).

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 (Pearce et al. 2009). 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” (Hyde 2006; Snepenger and Snepenger 1993). Information search strategies vary greatly. Travelers often use a portfolio of sources, though researchers have shown how different types and amounts of sources are used, depending on trip goals and information needs (Hyde 2006). 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 that travelers who visit a destination more than twice are 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 (Pearce et al. 2009; Cheyne et al. 2006; 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 et al. (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.
- Other sources and no travel agent.

The majority of travelers used travel agents only (Snepenger et al. 1990). Those purchasing package tours were also more likely than independent travelers to use travel agents, as opposed to using the Internet or other sources (Gronflaten 2009; Pearce et al. 2009), while travel agents were preferred over the Internet for overseas vacation purchases and for travel to unfamiliar destinations (Cheyne et al. 2006).

Prior Experience and Information Search. Typically internal information, or memory, is used as the consumer's first source of information. It is often considered to be a determinant of further information search. 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 et al. 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 et al. 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 or other word-of-mouth communications are often relied on most heavily (Gronflaten 2009; Pearce et al. 2009; Rao et al. 1992; Raitz and Dakhil 1988; Capella and Greco 1987; Gitelson and Crompton 1983; Walter and Tong 1977; Nolan 1976).

Internet. Recent studies have begun to investigate the use of the Internet in information searching. There is a growing reliance on the Internet for promotion and sales of tourism products (Tierney 2000). Tourism Industries of America (1997) found that, though only 17 percent of respondents made reservations on the Internet, around 30 percent searched for information. More recent studies show similar patterns, with a much higher percentage of tourists using the Internet for information than for making purchases (Jun et al. 2007; Pearce et al. 2009). 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 to be quick and cost effective. Similarly, Andereck et al. (2003b) discovered that 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 et al. (2001) noted that 17 percent of college students booked their trips on the Internet. Weber and Roehl (1999) learned that, in general, those using the Internet to search for travel product information and those that purchased travel products online tended to be younger, have post-secondary education, and have higher incomes than non-users. There were no gender or race/ethnicity differences. Bonn et al. (1999) also found that Internet users tended to be younger, have a higher education, and have 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. More recently, Gronflaten (2009) identified that travelers who use the Internet, as well as those who stay in hotels, were more likely to repeat visits to a particular destination. Business travelers were less likely to use the Internet than leisure travelers (Gronflaten 2009; Li et al. 2009). Jun et al. (2007) found the product being investigated influenced online versus offline search and the online purchase of the product. Pan and Fesenmaier (2006) and Li et al. (2009) noted that online information search may have more effect on emotional aspects of destination image than other forms of information.

The most recent Internet-related research considers the effect of consumer-generated content on travel. Such content, also called social media, consists of blogs, virtual communities, wikis, social networks, collaborative tagging, and media files shared on sites such as YouTube and Flickr. To date there is very little research that investigates the role of social media in tourism information search and none that goes beyond self reports of social media usage volume. Because social media competes with traditional forms of tourism information and is generated by the consumer rather than a tourism marketer, it will likely change the nature of online tourism information search (Xiang and Gretzel 2010).

Magazines and Newspapers as Information Sources. Other than the previous *AHM* study, no research specifically considers the influence of magazine 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) learned 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. A study by Andereck et al. (2003a) revealed that 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 et al. (1985) all found magazines rated as an "important" information source.

Fodness and Murray (1998) identified 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 or newspapers as contributory information sources. They suggest the reason for this is that magazines and newspapers are used in ongoing, as opposed to prepurchase, information searches. Travelers who use magazines or newspapers to plan a trip acquire their information on a regular basis regardless of an impending purchase. Magazines and newspapers also tend to be used in conjunction with several other external information sources that provide detailed information, such as where to stay and where to eat (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.

The previous *AHM* study (Andereck and Ng 2004) found the magazine to be a very influential source of travel information for subscribers. As is usually the case, internal information (via previous visits) and friends and family were the most important sources of information, but this was followed by the magazine. A larger percentage of subscribers (42 percent or more) used the magazine as an information source prior to the trip on which they reported as part of the study. Even among nonsubscribers, more than 11 percent used the magazine for information, a higher percentage than used several other information sources. A very large percent of subscribers (81 percent) noted that the magazine increased their interest in Arizona as a travel destination and they found it helpful as a source of travel information (91 percent). Most kept the magazine for future reference (79 percent) and most shared it with others (80 percent). Of the various components of the magazine, photographs and feature stories had the most influence on travel decisions.

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

Market Differences

Past studies have found that consumers differ in their likelihood to seek out product knowledge (Gronflaten 2009; Moutinho 1987; Thorelli and Engledow 1980), 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 (Gronflaten 2009; Hyde 2006; Snepenger et al. 1990; Raitz and Dakhil 1988; 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), though results tend to be inconsistent. Research in consumer behavior has generally found that people of higher income and education search for product and service information to a greater extent than do other people (Runyon and Stewart 1987; Robertson et al. 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 or 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 socioeconomic class frequently used travel agents as information sources (Cheyne and Legg 2006; Woodside and Ronkainen 1980). Gitelson and Crompton (1983) and Hyde (2006) found that older people were more likely to use a travel agent than younger people, as did Gronflaten (2009). Older people have also been reported to heavily rely on information from friends and family (Capella and Greco 1987). Raitz and Dakhil (1988) and Schreyer and Lime (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, but Gronflaten (2009) and Pearce et al. (2009) found independent travelers were less likely to use travel agents than those on organized tours.

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 and 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 et al. 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 or service being purchased influences preferences for information sources, as does the specific point in time during the purchase process (Runyon and Stewart 1987). Pearce et al. (2009), for example, found independent travelers most often used the Internet to find transportation and accommodations information, but used word of mouth and brochures for information about attractions and activities. Hyde (2006) reported similar results. Friends and relatives and guidebooks rated highest for planning where to go and what to see and do. Internet and guidebooks rated highest for accommodations, and Internet and travel agents highest for airfare.

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 et al. 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. Hyde (2006) noted that those visiting friends and family considered those people as their major source of information. Motives for visitation may also affect the types of information sources used. Market segments of visitors to Alaska, based on Cohen's (1972, as cited by Snepenger 1987) novelty-seeking topology, differed in the amount of search behavior and the specific sources most people utilized (Snepenger 1987). Finally, Dey and Sarma (2010) found the most influential information sources differed based on motive-defined segments.

Information, Visitation, and Expenditures

The study of the relationship between tourism information, visitation, and tourist expenditures is most often conducted using conversion studies. Conversion studies have been popular in the tourism industry because they “represent tangible, quantifiable evidence that [a] marketing campaign is working in terms of generating leads” (Burke and Lindblom 1989:33). Conversion studies attempt to determine the effectiveness of tourism advertising and information in converting people from information seekers to actual visitors. One can determine a *conversion rate*, which is the percentage of information inquirers who visit after being exposed to the promotional information (Burke and Lindblom 1989). The rate is estimated through a process described by Woodside and Dubelaar (2003:80), as follows:

- 1) An advertisement is placed in a customer environment, e.g., TV program watched or magazine read.
- 2) A share of customers is exposed to the advertisement.
- 3) A share of ad-exposed customers requests the free information described in the ad.
- 4) All customers requesting the free information receive it.
- 5) A share of customers receiving the free information attends to it.
- 6) A share of customers attending to the free information buys the brand.
- 7) To estimate conversion, a survey is made of inquirers who requested the free information.
- 8) The buyers' and inquirers' conversion shares are estimated based on the survey responses.

A final step is to determine the economic impact of the visitors that choose a destination based on the information they receive. When evaluating the effect of tourism information, the process may begin with the advertisement or with the information inquiry list.

Several assumptions of conversion studies must be taken into account. Two methods have been developed to mitigate these potential problems.

- 1) *The motivation for requesting information is to help choose a destination for a discretionary trip.*

People ask for destination information for many reasons. They may have already chosen the destination and are looking for additional information. Others may request information about a destination to prepare for a move or retirement or for a school project. Thus the information may not have actually converted people to visitors; it may simply have provided them with more information to make decisions regarding specific parts of their visit (Pratt et al. 2010; Burke and Gitelson 1990).

- 2) *A destination's advertising is responsible for the economic impact of those people visiting after having received the requested information.*

The consumer decision-making process is complex and can be influenced by a number of information sources, including friends and relatives, colleagues, other advertisements, or previous experiences. Likewise, including expenditures of those who were not actually converted inflates conversion estimates. While all tourists to a destination may make some impact on the economy, it is not accurate to assume that all of the expenditures of every visitor who requested information are attributable to the information (Burke and Gitelson 1990).

To avoid erroneously attributing visitation and its resulting economic impact to the tourism information, respondents are asked if the information caused them to visit the destination. This results in a more accurate calculation.

In addition to the previously described assumptions, there are other concerns to be mindful of as well. One question is if the survey sample is representative of the population of interest. If the survey sample does not accurately reflect the population, then estimates of visitation and subsequent economic impact will not be accurate. For example, people who have visited a destination are more likely to respond to the questionnaire, so the conversion rate must be adjusted to account for this (Ellerbrock 1981).

Many studies reported in the academic literature have noted the link between advertising or tourism information and increased visitation (Kim et al. 2005). A smaller number of studies have taken this relationship a step further and estimated economic impact of tourism due to promotional campaigns. Using typical conversion study techniques, Reid et al. (2008) found an Atlantic Canada tourism promotion campaign resulted in increased tourism expenditures over a six-year period. Likewise, Pratt et al. (2010) found that 18 different promotion campaigns for destinations in the United Kingdom resulted in tourist visitation with resulting economic impacts.

While no studies to date have considered the relationship between a travel magazine, visitation, or tourist expenditures, a few studies had considered the effect of information other than advertising and fulfillment pieces. Several authors have found brochures are effective at increasing visitors to a destination (e.g., Andereck and Caldwell 1993) while two recent studies considered the use of guidebooks (Nishimura et al. 2007; Wong and Lui 2011).

ARIZONA TOURISM AND INFORMATION SOURCES

Arizona Studies

Tourism is considered Arizona's second-largest industry. It has a direct annual economic impact of nearly \$18.5 billion and directly employs over 166,900 people. Visitors contribute over \$2.5 billion annually in tax revenue. Most of the visitors to Arizona are domestic leisure travelers (Arizona Office of Tourism 2009a).

A large percentage of tourists to Arizona participate in natural area activities. The Arizona Office of Tourism (2009b) reports that visitors' top activities are shopping, fine dining, and visiting national and state parks. Many visitors also report casinos, historic sites, and hiking trails as primary attractions (Table 2). The purpose of the trip was most often visiting family and friends, visiting to experience scenic beauty, history and culture, and to be outdoors (Table 3). 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 and attractions.

Many sources of information are used to plan trips to Arizona. Tables 4 and 5 report on the sources of information used by the 1480 visitors who requested information from the Arizona Office of Tourism (AOT) (Andereck et al. 2003a). 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 5 percent reporting an article was a primary information source.

Table 2. Top Visitor Activities and Attractions While Visiting Arizona.

<i>Activities/Attractions</i>	<i>Percent of Respondents (selected all that apply)</i>	
	<i>Overnight non- residents</i>	<i>Overnight residents</i>
Shopping	37	28
Fine dining	27	17
National/State parks	24	17
Casino	14	7
Landmark/Historic site	19	12
Swimming	19	11
Bar/Disco/Nightclub	15	13
Hiking/Backpacking	11	15
Museum	13	7
Beach/Waterfront	12	5
Art gallery	11	5
Camping	7	12
Business meetings	10	4
Fair/Exhibition/Festival	7	5
Spa	7	4
Golf	7	3
Theater/Opera/Dance/Symphony	7	3
Fishing	5	7
Prof./College sports events	7	2
Biking	7	1

Source: Arizona Office of Tourism (2009a)

Table 3. Purpose of Trip.

<i>Reasons for visiting</i>	<i>Purpose of trip</i>	
	<i>Overnight non-residents</i>	<i>Overnight residents</i>
Visiting friends/relatives	40	38
Touring to experience scenic beauty, history, and culture	15	12
Outdoors	5	15
Special event	9	5
City trip	5	5
Casino	2	5
Resort	3	3
Theme park	1	1
Cruise	1	1
Skiing/snowboarding	0	1
Conference/convention	5	3
Other business	10	8

Source: Arizona Office of Tourism (2009b)

Table 4. Information Sources Used in Selecting 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
Information from convention and visitor's 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
Information from convention and visitor's bureau or chamber of commerce	2	2
Other website	2	7
TV program	2	1

The most recent welcome center study in Arizona was conducted by Andereck et al. (2003b) and 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, or 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 and 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⁽¹⁾ means</i>	<i>H&S⁽²⁾ 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
Shop	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

⁽¹⁾ WC denotes Welcome Center

⁽²⁾ H&S denotes Holbrook and Springerville

Table 7. Motives for Visit.

<i>Motives</i>	<i>WC⁽¹⁾ means</i>	<i>H&S⁽²⁾ 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

⁽¹⁾ WC denotes Welcome Center

⁽²⁾ H&S denotes Holbrook and Springerville

Table 8. Information Sources Used Before Trip Began.

<i>Sources</i>	<i>WC⁽¹⁾ %</i>	<i>H&S⁽²⁾ %</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 website	18	23	19
AOT website	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

⁽¹⁾ WC denotes Welcome Center

⁽²⁾ H&S denotes Holbrook and Springerville

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 AOT. 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.

III. SURVEY RESULTS

Results from the survey are presented in this section. Data are reported separately for product purchasers (PP), 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 (5.3 percent) 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 different.**

NATURE OF THE SAMPLE – DEMOGRAPHICS

The demographics portion of the questionnaire was completed only by respondents who were willing to do this section (n=1,016 for most). 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. Most respondents own their own homes (Table 10). The majority of respondents were either married or had a partner with whom they lived, with PP and OSS less likely to be married, likely related to their older average age (Table 11). About 10 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, again likely due to their lower average age. The dominant income categories were \$25,001 to \$50,000 and \$50,001 to \$75,000, although a fairly large number of respondents also fall into the \$75,001 to \$100,000 range (Table 12). Most respondents had at least some education beyond a high school diploma, with a large percentage (58 percent) having at least a four-year college degree (Table 13). The majority of respondents consider themselves Euro-American/White (Table 14).

Table 9. Gender and Age of Respondents.

<i>Gender/Age</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
Female	52.9	47.0	49.6	46.2	49.1
Male	47.1	53.0	50.4	53.8	50.9
Mean Age (Yrs)*	68.01	63.99	66.25	55.79	64.83

Table 10. Own Home.*

<i>Response</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
Yes	95.0	87.6	93.3	91.2
No	5.0	12.4	6.7	8.8

*Statistically significantly different.

Table 11. Spouse or Partner.*

<i>Marital status</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
Yes	72.4	82.8	72.0	87.5	77.1
No	27.6	17.2	28.0	12.5	22.9
Average no. of children*	0.07	0.20	0.14	0.56	0.19

*Statistically significantly different.

Table 12. Annual Before-tax Household Income.

<i>Income Categories</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
\$25,000 or Less	5.3	9.5	9.7	3.7	8.1
\$25,001-\$50,000	25.7	22.1	23.1	13.6	22.4
\$50,001-\$75,000	18.1	23.2	21.2	27.2	21.8
\$75,001-\$100,000	26.3	16.7	19.1	17.3	19.6
\$100,001-\$125,000	9.4	13.7	9.7	14.8	11.4
\$125,001-\$150,000	8.2	6.5	5.3	6.2	6.3
\$150,001 or More	7.0	8.4	11.9	17.3	10.3

Table 13. Education Level of Respondents.

<i>Level of Education</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
Less than high school grad.	0	1.9	1.0	1.0	1.1
High school graduate	9.8	9.7	14.4	6.7	11.2
Some college/tech school	33.7	29.4	28.3	31.7	30.1
College degree	26.3	26.2	25.9	32.7	26.8
Masters degree	22.4	24.7	20.9	25.0	22.8
Doctoral degree	7.8	8.1	9.4	2.9	8.0

Table 14. Ethnicity/Race of Respondents.

<i>Race/Ethnicity</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
Euro-American/White*	94.5	94.1	93.3	86.6	93.1
Hispanic/Latino	3.0	1.6	1.3	4.1	2.0
American Indian	2.0	1.3	2.4	2.1	1.9
Asian-American	0	0.7	0.5	0	0.4
African-American/Black	0	0	0.3	1.0	0.2
Other	3.5	4.3	4.5	7.2	4.5

Note: respondents were able to select more than one category.

*Statistically significantly different.

It is important to note the lack of demographic differences among the three sub-samples in this study, with the exception of age and variables related to 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= 879). 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. Most respondents had visited Arizona (Table 15), though PP were less likely to have done so. Though the other three groups were similar in the percentage who visited Arizona, it is notable that the PP who did visit, as well as the OSS who visited, came to Arizona significantly more times than NS, though ISS took more trips on average than the other groups (Table 16). NS who had not visited were somewhat 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 (Table 17).

Table 15. Visited Arizona in Past Five Years.*

<i>Response</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
Yes	69.1	81.5	78.0	81.4	78.8
No	30.9	18.5	22.0	18.6	21.2

*Statistically significantly different.

Table 16. Number of Visits in the Past Five Years.

<i>Number of visits</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
1	10.2	6.4	19.6	35.7	14.9
2	19.0	9.4	15.8	25.7	15.1
3	21.2	10.2	14.5	8.6	13.7
4	8.8	9.1	8.4	7.1	8.6
5	11.7	11.7	14.8	5.7	12.4
6	3.6	4.9	5.8	2.9	4.9
7-10	13.1	20.8	8.7	10.0	13.7
11-20	7.3	16.2	9.0	2.9	10.6
21 or above	5.1	11.3	3.5	1.4	6.3
Mean number of visits* (M)	4.23	8.74	3.63	1.86	5.23

Note: Outliers (extreme values) were removed from analysis.

*Statistically significantly different.

Table 17. Plan to Visit in the Future.

<i>Future visit</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
Yes	47.4	58.6	57.1	85.7	56.6
No	52.6	41.4	42.9	14.3	43.4

TRAVEL PLANNING

A portion of each questionnaire was 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 had they made the *decision* to travel in Arizona, and how long before their trip had 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 longer 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, with *NS* making arrangements further in advance than other groups (Table 19).

Table 18. Planning Horizon – Make Decision.*

<i>Advance Planning Time</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
1 to 6 days	2.4	11.5	4.2	3.8	6.0
1 to 2 weeks	9.4	17.0	6.2	3.8	9.8
3 to 4 weeks	17.3	36.6	16.1	7.5	21.6
5 to 8 weeks	18.1	16.6	16.7	11.2	16.3
9 to 12 weeks	13.4	8.5	16.1	26.2	14.4
4 to 5 months	16.5	4.3	39.0	26.2	23.5
6 to 7 months	9.4	2.1	0	8.8	3.1
8 months or more	13.4	3.4	1.8	12.5	5.3

*Statistically significantly different.

Table 19. Planning Horizon – Make Arrangements.*

<i>Advance Planning Time</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
1 to 6 days	10.2	24.4	10.0	8.8	14.3
1 to 2 weeks	13.3	23.1	12.5	11.2	15.7
3 to 4 weeks	23.4	29.1	20.1	12.5	22.6
5 to 8 weeks	18.8	10.7	19.8	18.8	16.7
9 to 12 weeks	14.1	6.8	17.3	28.8	14.8
4 to 5 months	9.4	3.0	19.5	15.0	12.3
6 to 7 months	6.2	1.3	0	2.5	1.7
8 months or more	4.7	1.7	0.9	2.5	1.9

*Statistically significantly different.

Respondents were also asked to indicate the extent to which they used several information sources, 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). The most extensively used sources were previous visit, friends and relatives, and *AHM*. As would be expected, subscribers and PP, especially ISS, were much more likely to use *AHM* than were non-subscribers. 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, which are 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. The use of social media such as Facebook and Twitter is not emerging strongly among these older

travelers. Only about 9 percent of subscribers are a fan of the *AHM* Facebook page (Table 22)

Two groups of respondents, OSS and NS, were asked several questions regarding the kinds of needs beyond just basic travel information met by *AHM* versus the state official visitor guide (Table 23). For most attributes, results suggest that *AHM* performs better than the official visitor guide.

Table 20. Information Sources Used Before Trip Began—Extent of Use.

<i>Sources</i>	<i>Means</i>				
	<i>PP</i>	<i>ISS</i>	<i>OSS</i>	<i>NS</i>	<i>Total</i>
Previous visit	4.40	4.19	4.20	3.33	4.15
Friends/family	2.92	2.82	3.33	2.85	3.06
<i>AHM</i> magazine	2.99	3.01	2.89	1.83	2.83
Travel book/travel guide	2.47	2.09	2.20	2.09	2.20
Brochure/pamphlets	2.11	2.12	2.02	2.04	2.07
Other website(s)	1.61	1.97	1.44	2.03	1.69
Travel/auto club (s)	1.76	1.56	1.68	1.51	1.64
Convention & visitor bureau	1.54	1.45	1.53	1.72	1.53
Other source	1.78	1.37	1.45	1.72	1.53
Newspaper(s)	1.58	1.88	1.31	1.21	1.52
Information from AOT	1.70	1.30	1.56	n/a	1.50
AOT website	1.45	1.17	1.40	2.22	1.43
<i>AHM</i> website	1.54	1.43	1.32	n/a	1.40
<i>AHM</i> television	1.33	1.80	1.05	n/a	1.36
Arizona welcome center	1.46	1.19	1.34	1.65	1.35
Another magazine	1.39	1.40	1.29	1.35	1.35
Other TV story or program	1.31	1.36	1.32	1.39	1.34
Travel agent	1.06	1.09	1.19	1.27	1.15
<i>AHM</i> Facebook	1.24	1.21	1.07	n/a	1.15
Arizona tourism Twitter	n/a	n/a	n/a	1.05	1.05
<i>AHM</i> Twitter	1.04	1.01	1.01	n/a	1.02
<i>AHM</i> blog	1.05	1.00	1.01	n/a	1.01
AOT print visitors' guide	n/a	n/a	n/a	2.23	n/a
AOT electronic visitors' guide	n/a	n/a	n/a	1.62	n/a
Arizona official state Facebook page	n/a	n/a	n/a	1.24	n/a

Scale (Extent of use): 1=Not at all; 2=A little; 3=Some; 4=A fair amount; 5=A lot

Note: respondents were able to select more than one category.

Table 21. Most Important Source of Information.

<i>Sources</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
Previous visit	50.8	45.6	44.6	31.8	44.8
Friends/relatives	16.1	13.4	25.5	27.3	20.3
<i>Arizona Highways Magazine</i>	11.0	16.6	14.4	1.5	13.3
Other source	5.1	2.3	5.4	10.6	4.9
Travel book/travel guide	5.1	3.7	2.0	7.6	3.6
Other website(s)	0.8	5.1	0.7	3	2.3
Information from AOT	1.7	0.9	3.4	n/a	2.0
Another magazine	1.7	1.8	1.3	0	1.4
Travel/auto club (s)	2.5	1.8	0.3	1.5	1.3
<i>AHM</i> television	1.7	2.8	0	n/a	1.1
Brochure/pamphlets	0.8	2.8	0.3	0	1.1
AOT website	0.8	0.5	0.7	4.5	1.0
Newspaper(s)	0	1.8	0.3	0	0.7
Convention & visitor bureau	0.8	0.9	0.3	0	0.6
Other TV story or program	0	0	0	4.5	0.4
Travel agent	0	0	0.3	3.0	0.4
Arizona welcome center	0	0	0.3	1.5	0.3
<i>AHM</i> website	0.8	0	0	n/a	0.1
<i>AHM</i> Facebook page	0	0	0	n/a	0
<i>AHM</i> Twitter	0	0	0	n/a	0
<i>AHM</i> blog	0	0	0	n/a	0
AOT print visitors' guide	n/a	n/a	n/a	1.5	n/a
AOT electronic visitors' guide	n/a	n/a	n/a	1.5	n/a
Arizona official state Facebook	n/a	n/a	n/a	0	n/a
Arizona tourism Twitter	n/a	n/a	n/a	0	n/a

Table 22. AHM Facebook Fans.

<i>Response</i>	<i>ISS %</i>	<i>OSS %</i>	<i>Total %</i>
Fan of AHM Facebook page			
If yes:	9.2	8.6	8.9
Posted a comment	9.1	18.5	14.3
Responded to someone else's comment	0	7.1	4.0
Posted a photograph	0	3.7	2.1
Linked to another website from the page	14.3	7.1	10.2
Found the page to be useful to you	47.6	40.7	43.8

Note: respondents were able to select more than one category.

Table 23. Meeting Travel Information Needs.

<i>Information needs</i>	<i>Means</i>		
	<i>Out State Subs</i>	<i>Non-Subs</i>	<i>Total</i>
“Hear” the sounds of the desert and mountains	3.64	2.92	3.53
“Smell” the fresh air	3.63	2.97	3.52
“Taste” the foods I discover	3.53	2.92	3.43
Be entertained	3.66	3.08	3.57
Be prepared for all aspects of a trip	3.60	3.40	3.57
Become excited about other cultures	3.77	3.08	3.66
Become excited about travel	4.03	3.56	3.95
Consider a place for its attractiveness	4.14	3.45	4.03
Dream of exotic places	3.56	2.83	3.44
Experience the local culture	3.90	3.30	3.80
Reduce likelihood of being disappointed	3.52	3.25	3.47
Find bargains	3.09	3.05	3.08
Get a good idea	3.81	3.32	3.73
Keep well-informed	3.88	3.34	3.79
Learn about prices	3.26	3.11	3.23
Learn about unique events	3.89	3.40	3.81
Locate information that is concise	3.70	3.36	3.64
Locate the best available information	3.60	3.45	3.57
Realize experiences that I think about	3.67	3.00	3.56
Reduce likelihood of a disastrous trip	3.47	2.92	3.38
Fantasize about places	3.60	3.06	3.52
See how beautiful a place is	4.35	3.43	4.19
Think about and see a place	4.18	3.39	4.05
Understand the personality of a community	3.65	3.05	3.55
Wonder about daily life of an area	3.59	2.94	3.49

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

Note: respondents were able to select more than one category.

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 greatly. However, outliers were removed from analysis of average length of stay (Table 24). All of the groups differed significantly from one another, with OSS staying for the longest average period of time.

Table 24. Length of Stay in Arizona.

<i>Number of days</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
1 to 7	57.2	94.0	51.5	76.5	68.2
8 to 14	23.9	4.9	26.2	16.5	18.2
15 to 30	10.9	0.8	9.4	5.9	6.6
31 or more	8.0	0.4	12.9	1.2	7.1
Mean length of stay*	8.03	3.24	9.35	5.29	6.73

Note: Outliers were removed from analysis. *Statistically significantly different.

A majority of respondents indicated that they traveled as couples—specifically with spouses or partners (Table 25). 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 and NS groups were more likely to include spouses or partners traveling together. NS were more likely to have children in the group, while ISS more often included friends. The average party size was similar for the groups. Mean party sizes were similar though composition differed (Table 26).

Table 25. Travel Party.*

<i>Travel party</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
Alone	15.7	5.4	17.5	6.8	12.5
Spouse/partner	67.1	81.3	64.8	81.8	71.9
Child(ren)	16.4	18.7	19.9	28.4	19.8
Parents	2.1	2.7	6.2	8.0	4.7
Grandchild(ren)	5.7	4.7	4.0	2.3	4.3
Other relatives	6.4	14.3	12.1	14.8	12.1
Friends	20.0	25.3	15.3	9.1	18.4
Business associate(s)	0.7	1.2	1.6	1.1	1.3
Other	2.9	0.8	2.4	1.1	1.9

*Note: Respondents were able to select more than one category.

Table 26. Size of Travel Party.

<i>Number of people</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
1	12.9	5.1	16.1	5.8	11.2
2	56.4	55.9	51.1	47.7	53.1
3	9.3	6.6	7.7	14.0	8.3
4	11.4	17.2	13.4	19.8	14.9
5	2.1	2.7	4.6	3.5	3.5
6 or more	7.9	12.5	7.1	9.3	9.1
Mean travel party size* (M)	2.28	2.72	2.57	2.77	2.61

* Note: Outliers were removed from analysis.

The most frequently reported form of accommodation used was hotel or motel. Somewhat over half of the respondents reported using this form of accommodation, with the OSS less likely to use this form of accommodation than ISS or NS (Table 27). The NS were the least likely to stay in a campground, while OSS respondents were much more likely to stay in a private home than the other groups.

Table 27. Accommodations Stayed at During Arizona Vacation.

<i>Types</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
Hotel/motel*	52.5	70.3	47.1	60.7	56.6
Resort	18.7	18.0	7.2	12.4	13.0
RV/mobile home	8.6	8.6	10.9	4.5	9.1
Campground	13.7	17.5	11.8	3.4	13.0
Bed and breakfast	3.6	9.8	3.4	1.1	5.2
Dude/guest ranch	0.7	2.3	1.1	0	1.3
Timeshare/second home	5.8	10.5	9.2	9.0	9.0
Private home	26.6	14.8	41.1	27.0	29.1
Other	7.9	5.5	10.6	11.2	8.6

*Note: Respondents were able to select more than one category.

Table 28 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 vehicle, though NS were more likely to arrive in a rental vehicle (Table 28). Respondents were also asked the primary type of transportation they used *during* their Arizona visit (Table 29). The most frequently reported response was own car or RV, or a rented car or RV. As expected the ISS were more likely to use their own vehicles and least likely to use a rental. When asked what transportation needs were not met, the primary issue reported was the closure of rest stops (also see the Appendix).

Table 28. Transportation Used to Arrive in Arizona.*

<i>Types of Transportation</i>	<i>PP %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
Own vehicle (not RV)	42.4	42.9	33.7	41.3
Rental vehicle (not RV)	4.0	5.4	22.5	7.9
Own RV	6.1	6.5	3.4	5.9
Rental RV	0	0.5	0	0.4
Commercial airplane	42.4	40.4	37.1	40.3
Motorcoach or bus	0	0.8	0	0.5
Train	1.0	0.5	0	0.5
Other	4.0	3.0	3.4	3.2

*Statistically significantly different.

Table 29. Transportation Used in Arizona.

<i>Types of Transportation</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
Own vehicle (not RV)*	59.4	94.4	54.3	42.5	65.3
Rental vehicle (not RV)*	27.5	3.8	30.4	49.4	24.4
Own RV	10.1	10.7	8.4	3.4	8.8
Rental RV	0	0.4	0.8	0	0.5
Commercial airplane	2.2	0.4	2.2	2.3	1.7
Motorcoach or bus	0.7	1.3	3.5	1.1	2.2
Light rail	2.2	0.9	1.1	0	1.1
Train	0	3.4	1.6	2.3	1.9
Other	9.4	6.0	14.9	5.7	10.5

Note: respondents were able to select more than one category.

*Statistically significantly different.

Visitors engaged in a variety of activities while visiting Arizona (Table 30). The most frequently identified activity was driving to view scenery, identified by more than three-quarters of the respondents. Other frequently identified activities included: natural area activities; visiting friends and family; 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 and PP were more likely to visit friends and family and the Grand Canyon or stay at a resort than were NS. ISS were less likely to shop. Of these activities, those listed as the most influential in the decision to visit the state included: visiting friends and family; natural area activities; driving to view scenery; and visiting the Grand Canyon (Table 31). The OSS were much more motivated by visiting friends and family than the other groups. The Appendix includes a listing of respondents' top one to five destinations or attractions during their trips.

Table 30. Activity Participation.

<i>Activities</i>	<i>PP%</i>	<i>ISS%</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
Visit family and friends*	55.7	36.6	69.8	48.3	55.4
Natural area activities	70.0	67.7	74.4	69.7	71.2
Sightseeing/driving to view scenery	77.1	77.4	79.6	87.6	79.4
Visit the Grand Canyon*	31.4	28.1	38.8	52.8	36.0
Cultural, arts, heritage activities	53.6	44.3	54.0	46.1	50.2
Adventure activities	5.0	6.4	10.1	11.2	8.3
Watch sports events	7.9	8.1	12.1	11.2	10.1
Staying at a resort/spa*	20.0	18.7	11.5	19.1	15.9
Play golf	10.7	6.8	10.3	12.4	9.6
Other sports activities	2.1	7.7	5.2	3.4	5.2
Shopping*	46.4	37.3	50.9	46.1	45.6
Stay at a dude/guest ranch	0.7	2.6	2.3	0	1.8
Entertainment	14.3	17.0	17.0	18.0	16.6
Business or convention*	3.6	9.8	4.3	6.7	6.0
Other	13.7	12.8	19.1	21.3	16.6

Note: respondents were able to select more than one category

*Statistically significantly different.

Table 31 Most Influential Reason to Visit.

<i>Activities</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
Visit family and friends	28.9	18.1	49.4	25.6	34.1
Natural area activities	21.5	28.1	13.2	18.6	19.5
Sightseeing/driving to view scenery	21.5	16.7	12.9	10.5	15.2
Visit the Grand Canyon	7.4	10.0	7.7	19.8	9.6
Other	6.7	6.3	8.0	15.1	8.1
Business or convention	2.2	4.5	2.1	2.3	2.9
Cultural, arts, heritage activities	2.2	3.2	2.5	0	2.3
Play golf	2.2	3.2	1.8	2.3	2.3
Stay at a resort/spa	3.0	3.2	0.3	2.3	1.8
Watch sports events	2.2	1.4	0.6	2.3	1.3
Entertainment	1.5	2.3	0	1.2	1.0
Other sports activities	0	2.3	0.3	0	0.8
Adventure activities	0.7	0.5	0.6	0	0.5
Stay at a dude/guest ranch	0	0.5	0.6	0	0.4
Shopping	0	0	0	0	0

Respondents were asked to rate their familiarity and knowledge about Arizona as a travel destination. As might be expected, ISS had the highest levels of familiarity and knowledge, followed by OSS (Tables 32 and 33).

Table 32. Familiarity with Arizona.*

<i>Response</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>NS %</i>	<i>Total %</i>
Not familiar	1.5	0	0.3	2.3	0.6
Slightly familiar	3.6	3.1	7.9	12.6	6.2
Moderately familiar	25.5	22.9	32.0	56.3	30.7
Very familiar	45.3	41.5	41.0	21.8	39.9
Extremely familiar	24.0	32.6	18.8	6.9	22.7

Table 33. Knowledgeable about Arizona.*

<i>Response</i>	<i>PP %</i>	<i>ISS %</i>	<i>OSS %</i>	<i>Non-Sub. %</i>	<i>Total %</i>
Not knowledgeable	1.5	0	0.5	1.2	0.6
Slightly knowledgeable	4.4	3.1	11.0	17.4	8.2
Moderately knowledgeable	34.3	40.4	39.8	53.5	40.5
Very knowledgeable	40.9	32.9	34.3	22.1	33.7
Extremely knowledgeable	19.0	23.5	14.3	5.8	17.0

*Statistically significantly different.

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 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. The general population sample included a few subscribers (Table 34). Those respondents that were subscribers have been receiving the magazine for varying amounts of time with over a third being subscribers for more than 10 years (Table 35). ISS have been subscribers for longer than OSS.

Table 34. Out-of-state General Population (Non-subs) Response.

<i>Familiarity with AHM</i>	<i>Yes %</i>	<i>No %</i>
Familiarity with <i>Arizona Highways Magazine</i>	46.7	53.3
Subscriber to <i>Arizona Highways Magazine</i>	5.3	94.7

Table 35. Length of Subscription.*

<i>Years of subscription</i>	<i>ISS %</i>	<i>OSS %</i>	<i>Total %</i>
1 to 2	13.2	16.0	14.6
3 to 4	11.8	13.9	12.9
5 to 6	11.2	18.8	15.5
7 to 8	6.2	4.6	5.3
9 to 10	16.1	13.9	14.9
11 or More Yrs	41.4	32.9	36.7

*Statistically significantly different.

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 respondents' interest in Arizona as a vacation destination, with no significant difference between the groups (Table 36). They also indicated that *AHM* is very helpful with respect to travel planning, with OSS and ISS being equally likely to find the magazine helpful (Table 37).

Quite a high percentage of respondents keep their *AHMs* for use as a travel information source at a later date, with ISS being more likely to keep their magazines (Table 38). Some 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 39).

Table 36. Interest Levels Toward Arizona as Result of Magazine.

<i>Response</i>	<i>ISS %</i>	<i>OSS %</i>	<i>Total %</i>
Not increased	3.2	6.3	4.9
Slightly increased	5.7	8.9	7.4
Moderately increased	38.7	35.2	37.1
Greatly increased	52.4	49.6	50.6

Table 37. Rating of Helpfulness of Magazine.

<i>Response</i>	<i>ISS %</i>	<i>OSS %</i>	<i>Total %</i>
Not helpful	.06	1.0	0.9
Slightly helpful	5.1	6.8	6.0
Moderately helpful	31.6	29.8	30.7
Very helpful	62.7	62.4	62.5

Table 38. Retention of Magazine.*

<i>Response</i>	<i>ISS %</i>	<i>OSS %</i>	<i>Total %</i>
Yes	86.6	76.5	80.7
No	13.4	23.5	19.3

*Statistically significantly different.

Table 39. Sharing of Magazine.

<i>Response</i>	<i>ISS %</i>	<i>OSS %</i>	<i>Total %</i>
Yes	78.0	76.3	76.9
No	22.0	23.7	23.1

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 (Tables 40 and 41). The photographs in *AHM* as well as the scenic drive section strongly influence travel decisions and are also considered quite helpful to respondents. The magazine is more useful to respondents for making travel decisions than for specific travel planning.

Table 40. Influence of Specific Magazine Components on Travel Decisions.

<i>Components</i>	<i>Mean</i>		
	<i>ISS %</i>	<i>OSS %</i>	<i>Total %</i>
Feature stories	3.22	3.11	3.16
Photographs	3.50	3.45	3.47
“Scenic Drive” section	3.52	3.46	3.49
“Hike of the Month” section	2.71	2.68	2.69
“Where is This?” section	2.66	2.50	2.57

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

Table 41. Helpfulness of Specific Magazine Components on Travel Planning.

<i>Components</i>	<i>Mean</i>		
	<i>ISS %</i>	<i>OSS %</i>	<i>Total %</i>
Feature stories	3.05	2.77	2.90
Photographs	3.27	3.17	3.22
“Scenic Drive” section	3.25	3.15	3.20
“Hike of the Month” section	2.44	2.37	2.40
“Where is This?” section	2.40	2.20	2.30

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 42). *AHM* had greater influence on ISS to take the trip in general, but greater influence on OSS to stay extra days. The OSS who stayed for extra days due to *AHM* stayed an average of four and a half days longer, while ISS stayed for an average of about one and a half more days (Tables 43 and 44).

AHM subscribers reported that the magazine was most influential on their decisions to:

- Visit specific attractions or destinations.
- Choose Arizona as a primary destination.
- Select travel routes in the state.
- Select activities such as recreational activities and events (Table 45).

The two groups were similarly influenced. Table 42 shows about a quarter of respondents made these types of decisions directly as a result of *AHM*. The specific decisions that were made are listed in the Appendix.

Table 42. Influence of Magazine on Travel Plans (positive responses).

<i>Influence</i>	<i>ISS %</i>	<i>OSS %</i>	<i>Total %</i>
I decided to include Arizona in my travel plans*	43.5	29.0	34.7
I planned for additional time in Arizona*	18.8	26.8	23.8

*Statistically significantly different.

Table 43. Extra Days Spent.

<i>Days</i>	<i>ISS %</i>	<i>OSS %</i>	<i>Total %</i>
1	28.0	4.9	11.6
2	48.0	29.4	34.9
3	8.0	23.0	18.6
4	12.0	1.6	4.7
5	4.0	11.5	9.3
6 to 10	0	13.1	9.3
11 or more	0	16.4	11.6
Mean extra stay* (M)	1.76	4.50	2.92

Note: Outliers were removed from analysis. *Statistically significantly different.

Table 44. Influence of Magazine on Travel Decisions.

<i>Influence</i>	<i>Mean</i>		
	<i>ISS %</i>	<i>OSS %</i>	<i>Total %</i>
Taking trip in general/ Arizona as a primary destination	2.20	2.14	2.16
Specific attractions or destinations	2.53	2.53	2.53
Specific special events/festivals	1.96	1.99	1.97
Specific recreation/entertainment	2.06	2.03	2.04
A specific tour	1.65	1.85	1.76
Hiking/biking/horseback riding on a specific trail	1.52	1.66	1.61
Travel routes	2.11	2.18	2.14
Camping areas/facilities	1.55	1.50	1.53
Other accommodations	1.67	1.62	1.63
Specific shopping areas/facilities	1.68	1.71	1.70
Other	1.24	1.31	1.28

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

Table 45. Travel Decisions Made Directly Due to Magazine.

<i>Response</i>	<i>ISS %</i>	<i>OSS %</i>	<i>Total %</i>
Yes	22.6	25.4	24.1
No	77.4	74.6	75.9

Day Visits by In-state Subscribers

The vast majority (77.8 percent) of ISS have taken day trips within Arizona in the past year and have made 6.2 trips during the year on average (Tables 46 and 47). As with overnight trip decisions, *AHM* was most influential in choosing specific attractions or destinations, taking the trip in general, and selecting travel routes for day trips (Table 48). More than 35 percent of in-state subscribers said that their travel decisions regarding their most recent in-state trip were the direct result of information in *AHM* (Table 49). Specific decisions that were made are listed in the Appendix. Average spending for day trips was \$106.00 per travel party.

Table 46. Day Visits by In-state Subscribers.

<i>Response</i>	<i>ISS%</i>
Yes	77.8
No	22.2

Table 47. Number of Day Trips Taken by In-state Subscribers.

<i>Number of trips</i>	<i>Percentage</i>
1	7.9
2	10.9
3	20.0
4	10.9
5	12.7
6	7.3
7-10	12.7
11 or more	17.6
Mean number of day trips (M)	6.16

Note: Outliers were removed from analysis.

Table 48. Extent of Influence of Magazine on Day Trip Decisions.

<i>Response</i>	<i>Level of influence (%)</i>				<i>Mean response</i>
	Not (1)	Slightly (2)	Moderately (3)	Very (4)	
Taking trip in general	24.1	18.2	36.9	20.7	2.54
Specific attractions/destinations	19.2	17.7	35.5	27.6	2.71
Specific special events/festivals	36.5	26.4	21.8	15.2	2.16
Specific recreation/entertainment	41.3	22.4	22.4	13.8	2.09
Specific tour	58.7	19.4	13.8	8.2	1.71
Hiking/biking/horseback riding on a specific trail	66.2	13.3	10.8	9.7	1.64
Travel routes	32.8	18.2	34.8	14.1	2.30
Specific shopping areas/facilities	59.9	20.8	14.7	4.6	1.64
Others	86.6	5.2	3.1	5.2	1.27

Table 49. Travel Decisions Made Directly Due to Magazine.

<i>Response</i>	<i>In-state %</i>
Yes	35.5
No	64.5

Subscribers to *AHM* have favorable attitudes toward the publication. Most (almost 80 percent) are very or extremely certain they will re-subscribe, with ISS being more certain they will do so. More than 94 percent report a very or extremely favorable impression of the magazine, again with ISS having somewhat more favorable perceptions than OSS (Tables 50 and 51).

Table 50. Willingness to Re-subscribe to Magazine.*

<i>Response</i>	<i>ISS %</i>	<i>OSS %</i>	<i>Total %</i>
Not at all certain	1.9	3.1	2.7
Slightly certain	1.2	2.4	2.0
Moderately certain	13.7	19.6	16.8
Very certain	35.4	36.6	36.2
Extremely certain	47.8	38.2	42.4

*Statistically significantly different.

Table 51. Overall Impression of Magazine.*

<i>Response</i>	<i>ISS %</i>	<i>OSS %</i>	<i>Total %</i>
Not at all favorable	0	0	0
Slightly favorable	0.9	1.0	1.0
Moderately favorable	1.9	6.8	4.8
Very favorable	47.5	49.4	48.5
Extremely favorable	49.7	42.9	45.7

*Statistically significantly different.

Influence of *AHM* Products

The group of product purchasers was asked several questions similar to those asked of subscribers to begin to gain some understanding of the influence of *AHM* merchandise on travel. Most of the product purchasers bought calendars, holiday items, travel guides, or other books (Table 52). While the merchandise is not viewed as influential on travel decisions and planning as the magazine, it did have some impact. A little over half of respondents indicated the merchandise increased their interest in traveling in Arizona and about 54 percent reported it was helpful as a source of travel information (Tables 53 and 54). A small percentage (10.9 percent) indicated the merchandise caused them to take the trip while 9 percent indicated they stay an average of three extra days (Tables 55 and 56). Six percent of respondents indicated they made specific travel choices based on the merchandise (Table 57). The specific decisions that were made are listed in the Appendix.

Table 52. Merchandise Purchase.

<i>Merchandise</i>	<i>PP %</i>
Calendar	77.9
Other book	13.2
Holiday item	12.7
Travel guide	10.3
Scenic/coffee table book	9.3
Jewelry	6.9
Home decor	6.4
Other	5.9
Apparel/accessories	4.9
Food item	3.9
Stationery	2.9
Kitchen item	2.9
Outdoor decor	2.5
DVD	1.0
Game	0

Note: respondents were able to select more than one category

Table 53. Interest Levels toward Arizona as Result of Merchandise.

<i>Response</i>	<i>PP %</i>
Not increased	31.8
Slightly increased	17.4
Moderately increased	32.3
Greatly increased	18.5

Table 54. Helpfulness Rating of Merchandise.

<i>Response</i>	<i>PP %</i>
Not helpful	21.2
Slightly helpful	23.8
Moderately helpful	32.6
Very helpful	22.3

Table 55. Influence of Merchandise on Travel Plans.

<i>Influence</i>	<i>PP %</i>
I decided to include Arizona in my travel plans	10.9
I planned for additional time in Arizona	9.1

Table 56. Extra Days Spent.

<i>Days</i>	<i>PP %</i>
1	22.2
2	33.3
3	0
4	11.1
5	11.1
6 to 10	22.2
11 or more	0
Mean Extra Stay* (M)	3.00

* Note: Outliers were removed from analysis.

Table 57. Travel Decisions Made Directly Due to Merchandise.

<i>Response</i>	<i>Prod Subs %</i>
Yes	6.0
No	94.0

COST/BENEFIT ANALYSIS OF *AHM*

***AHM* Costs vs. Revenue**

Although *AHM* is housed within the Arizona Department of Transportation, it does not receive state funding, serving instead as an Enterprise Fund organization. Currently, total costs for the production of the magazine are about \$3.0 million with a total budget of about \$5.3 million. Revenue, including subscriptions, newsstand sales, retail products, and miscellaneous revenue, yields about \$5.6 million. This results in net revenue of about

\$300,000, indicating that *AHM* does somewhat better than breaking even. The next section demonstrates the economic value-added 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 58 reports direct *total* average expenditures of the 450 subscribers who answered the expenditure questions, while Table 52 reports direct *daily* average expenditures. Tests for statistically significant 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.

A statistic called a t-test that looks for significant differences between means was used. However, although the OSS and NS groups do not differ with respect to total spending, there are some differences with respect to spending categories (Table 59). 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 \$99,757,925 for OSS, \$85,692,433 for overnight trips among ISS, and \$9,725,612 for ISS for day trips (Table 60). This is a conservative estimate. The reported percentage of people visiting is factored down as previous research has found those who actually visit are more likely to return their questionnaires (Table 61).

Table 58. Total Average 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	68.9	275.14	123,814
Meals and food	92.6	234.81	105,193
Entertainment & recreation	53.1	102.35	45,854
Shopping	63.7	149.37	67,066
Airfare	6.7	41.70	18,725
Other transportation (including gas)	71.3	132.34	59,419
Other	26.5	48.51	21,782
TOTAL	n/a	979.72	441,853

N=450; Uses mean total expenditures, per trip, per travel party; outliers have been removed from analysis.

Table 59. Daily Average 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	68.3	56.56	25,000
Meals and food	92.5	46.34	20,390
Entertainment & recreation	52.6	19.87	8,800
Shopping	63.3	24.98	11,091
Airfare	6.7	8.50	3,818
Other transportation (including gas)	70.9	21.69	9,632
Other	26.3	6.06	2,715
TOTAL	n/a	183.84	81,441

Table 60. Expenditure Differences Between Groups.

<i>Expenditure Category</i>	<i>In-state \$</i>		<i>Out-of-state \$</i>		<i>Non-sub \$</i>	
	Total	Daily	Total	Daily	Total	Daily
Lodging*	234	74	293	37	291	51
Meals and food*	178	59	271	29	326	56
Entertainment & recreation*	77	28	128	11	165	28
Shopping*	85	29	207	21	228	38
Airfare*	2	0.2	65	11	119	18
Other transportation (including gas)*	87	26	173	17	206	32
Other	20	7	92	7	39	4
TOTAL*	680	223	1,216	131	1,373	227

*Statistically significantly different.

Table 61. Total Travel Direct Economic Impact of Subscribers.

<i>Items</i>	<i>Out-of-state</i>	<i>In-state (overnight)</i>	<i>In-state (day trips)</i>
Number of subscribers (#)	166,176	94,859	94,859
Percent visiting-5 yrs. (reported and conservative %)	78/68	81/76	78/73
Estimated visitors (#)	112,999	72,092	69,247
Average number of trips-5 yrs. (conservative means)	3.63	8.74	6.16
Mean party expenditure/trip (\$)	1,216	680	114
Estimated party 5-yr. expenditure (\$)	4,414	5,943	702
Estimated total 5-year impact (\$)	498,789,627	428,462,167	48,628,062
Estimated total 1-year impact (\$)	99,757,925	85,692,433	9,725,612
Total subscriber annual direct expenditures	\$195,175,971		

Note: Outliers removed from all analysis; uses conservative numbers.

The next calculation that must be made is the amount of *AHM* subscribers' tourism economic impact that can be attributed directly 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. As well, 25 percent 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, \$88,548,950 of annual direct expenditures can be directly attributed to the magazine, \$41,503,727 of which can be attributed to out-of-state visitors (Table 62). 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 62. Direct Economic Impact Attributed to *AHM*.

<i>Items</i>	<i>Out-of-state</i>	<i>In-state (overnight)</i>	<i>In-state (day trips)</i>
Estimated number of visitors (#)	113,000	72,093	76,836
Percent influence by <i>AHM</i> (%)	29	43	25
Number influenced (#)	32,770	31,000	19,209
Average number of trips-5 yrs. (mean)	3.63	8.74	6.16
Average party expenditure/trip (\$)	1,216	680	106
Estimated per party 5 yr. expenditure (\$)	4,414	5,943	653
Expenditures due to <i>AHM</i> -5 yrs. (\$)	144,648,992	184,238,732	12,542,709
Expenditures due to <i>AHM</i> -1 yr. (\$)	28,929,798	36,847,746	2,508,542
Percent staying extra days (%)	26	18	
Number influenced (#)	29,380	12,977	
Average extra stay days (mean)	4.50	1.76	
Average daily expenditure (\$)	131	223	
Added expenditures--1 trip (\$)	17,319,461	5,093,100	
Average number of trips-5 yrs. (mean)	3.63	7.50	
Expenditures due to <i>AHM</i> -5 yrs. (\$)	62,869,643	38,198,247	
Expenditures due to <i>AHM</i> -1 yr. (\$)	12,573,929	7,639,649	
Annual expenditure (\$)	41,503,727	44,487,396	2,557,827.00
Total annual expenditures due to <i>AHM</i>	\$88,548,950		

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 similar studies 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 a 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. More than three-quarters of both in-state (over 126,000) and out-of-state (over 81,000 people) subscribers report they share their magazines with other people. This suggests that thousands of 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 were 141,268 magazines on average sold from retail outlets every month, largely in Arizona. This represents another large number of people whose 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. 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 who do not live in Arizona, and that can be considered a direct result of *AHM*, amount to just over \$41,500,000 annually. Given the annual budget of *AHM* (about \$5.3 million) versus direct expenditures due to travel by out-of-state visitors, the minimum benefit/cost ratio of the magazine is 7.8:1; in other words, for every dollar spent on *AHM*, at least \$7.8 enter Arizona's economy.

IV. CONCLUSIONS

Arizona Highways Magazine 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 and scenic drive section 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 47 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 and a longer length of stay when visiting 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, are more likely to stay in a private homes than paid accommodations than other travelers (probably with friends or family), and are more likely to visit Arizona primarily to visit friends and family than are others.

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 it is 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. *Arizona Highways Magazine* subscribers constituted almost 262,000 visitors to and within the state over a five-year period, most of whom took more than one trip. This resulted in well over 1.5 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, the primary issue was the closure of rest stops due to budget cuts.

Arizona Highways Magazine subscribers have spent an average of over \$195.2 million annually over the past five years, and \$41.5 million of those expenditures can be *directly* attributed to *AHM* and its influence on the travel behavior of out-of-state subscribers. This amounts to a benefit/cost ratio 7.8 to 1 at the very least.

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APPENDIX – OPEN ENDED RESPONSES

The following reports responses to open-ended questions included on the questionnaire exactly as participants wrote them. Responses with parenthetical numbers indicate multiple responses.

What needs, if any, did you have that were not met with respect to transportation in Arizona?

- Rest Stops: Closed rest stops on freeways (23)
- Gas Stations: Higher gas price (2), the rest rooms at gas station are dirty (1), no sufficient gas stations on highways (1).
- Alternative transportation: No sufficient bike routes (1), Train from Phoenix to Flagstaff (2), Light rail expansion (2), No alternate transportation other than a car (1), Shuttle service in Green Valley area (1), Shuttle service from Phoenix to Chandler (1), Light rail go to Coolidge Area (1).
- Airline Flights: Poor airline services (1), Direct flights from Tucson to NY (1), Flights to Flagstaff.
- Horrible (expensive) car rental (5).
- Freeways: I-10 from Phoenix to Tucson crowded (1), Traffic signs not readable (small) (1), Freeway signals not clear (1), No access to off road travel in many places (1), Not adequate alternate provision on road construction sites (2).
- Amtrak service very poor
- Congestion: Sedona is congested (1)
- Pets: Very few pet friendly motels (1), No kennels at destinations (1).

What were your top five destinations/attractions during your visit to Arizona?

Destinations/Attractions/Activities	#
4 X 4 in mountains	1
A business engagement or convention	1
Adventure activities	1
Ahwatukee Foothills	1
Airport	1
Ak-Chin Casino	1
Alamo Lake	2
Alcantara winery	1
Alchemy at Copperwynd	1
All around Canyon	1
All AZ	1
Alpine	1
Amerind Foundation	1
Amerino Museum	1
Aney area showing changes	1
Antelope Canyon	6
Anthem	1
Anvil Rock	1
Apache Junction	1
Apache Lake	1
Apache Trail	8
Arches	1
Arcosanti	2
Arizona Inn	1
Arizona Trail	1
Arizona-Sonora Desert Museum	22
Art Festivals	1
Art Galleries	1
Art Museum	1
Arthur Pack Regional Park	1
ASDM	1
ASU Campus	1
ASU: Mary Poppins Play	2
Asylum restaurant	1

AZ Cardinals: Football Game and Training	2
AZ Sate Fair - Concert - Rodney Atkins	1
AZ Science Center	1
AZ State Fair (2 times)	1
B&B	1
Bagdad	1
Bar T Bar Ranch	1
Barrio Cafe	1
Baseball	3
Baseball: Cleveland Indians	1
Baseball: Diamondbacks	1
Battleaxe Trail	1
Bear Canyon	1
Bell rock	1
Ben Avery Shooting Range	1
Benson	1
Biltmore	1
Bingo Games	1
Biosphere	2
Birding	2
Bisbee	40
Bisbee: Copper Queen Hotel	1
Bisbee: Douglas	1
Bisbee: Historical Surrounding- Area Parks, Museums	1
Bisbee: SE Arizona region	2
Bisbee: Tombstone	
Black Mountain	1
Black River	1
Blue skies & sunshine	1
Bondurant School of Racing	1
Botanical garden	6
Boulder Dam	1
Boulders Resort	1
Bowie	1
Boyce Thompson Arboretum	4
Brother's house in Scottsdale	1
Bryce Canyon	1
Buena Vista Wildlife Area/Arivaca	1

Buenos Aires	1
Bullhead City	4
Burro Creek	1
Cabeza Prieta NWR	1
Cactus Candy Store	1
Cactus gardens	1
Camelback Inn	1
Camelback mountain	7
Camelback: Hiking	1
Camp Verde	2
Camping	4
Camping: Haigler Creek	1
Canyon Creek	1
Canyon de Chelley	22
Canyon Lake	3
Cardinals game	1
Carefree	5
Carefree: Heard Museum,	1
Carolinas	1
Casa Grande Ruins National Monument	11
Casinos	4
Castle Dome	1
Castle on Camelback Mnt.	1
Castles and Coasters	1
Catalina mountain tram	1
Catalina Mountains	2
Catalina State Park	1
Cave Creek	10
Cave Creek: hiking	1
Cedar Canyon	1
Chandler	3
Chandler mall	1
Chicago Bears greatest comeback of 2006	1
Chihuley Exhibit at the Botanical Gardens	1
Chiricahua National Monument	24
Chocolate fall-Little Colorado River	1
Christopher Creek	1
Church in the rock	1
Cliff Dwellings	1

Cochise	2
Cochise Head	1
Cochise Stronghold	2
Colorado River	1
Colorado River White Water Rafting	1
Colossal Cave	1
Comfort	1
Competitive running and Hiking Events	1
Concerts	1
Condo pool	1
Convention Center	1
Coolidge	1
Copper Mine	2
Coronado National Memorial	1
Cosanti	1
Cotton Wood: Dead Horse Ranch Park	1
Cottonwood	5
Coyote Buttes: North and South	2
Coyotes game	1
Crater National Monument	2
Crown King	1
Cub's baseball and other baseball games	1
Cubs Hohokam	1
Cubs spring training	1
Cultural Arts	1
Cultural events	1
Cultural, arts, heritage activities	6
Davis Monthan AFB	1
De Grazia	1
DeGrazia Museum	1
DeGrazia Studio	1
Desert	6
Desert and Spring flowers	1
Desert Bloom	1
Desert Botanical Garden, Phoenix	5
Desert heat	1
Desert Hikes	1
Desert jeep tour	1
Desert Museum	7

Desert Sight Seeing: Wild flowers	1
Desert Sightseeing	1
Diana Madarsa Gallery	1
Dining	1
Ditto	2
Douglas	2
Dragoon Mountains	2
Driving state	1
Driving: Scenic	2
Eagar	2
Elderhostel at Marana	1
Encanto Park	1
Entertainments and events	4
Exploring backroads	1
Fort Bowie	1
Family and Friends	46
Family in Snowflake	1
Fashion Square Mall	1
Fiesta bowl	1
First nations	1
Fishing	1
Fishing: Roosevelt and San Carlos Lakes	1
Flagstaff	97
Flagstaff: Cinder Hills	1
Flagstaff: Volcano	1
Flagstaff: Volks marches	1
Flea Market	1
Floated Grand Canyon	1
Fort Huachuca	6
Fort McDowell	1
Fort Verde	1
Fossil Creek	3
Four Corners	5
Four Peaks Brewery (Tempe)	2
Frank Lloyd Wright house	3
Frank Lloyd Wright University/Museum	1
Friends Photo Workshops	1
Ft Bowie	1
Gaslight Theater	1

Gem and Mineral Show	1
Ghost Towns	1
ghost train tunnel	1
Gila River	1
Gilbert	2
Girl scout camp to pick up daughter	1
Glen Canyon	6
Glendale	2
Glendale sport complex	1
Globe	7
Golf: Disc	1
Gold Canyon	1
Gold Canyon Golf Course, Mesa	1
Gold Hill	1
Gold Mining Towns	2
Golf	10
Golf along Colorado River and Needles, CA	1
Golf at tonto range	1
Golf Canyon Parker	1
Goodyear	1
Grand Canyon Caverns	1
Grand Canyon	277
Grand Canyon: Train	3
Grand Canyon: Helicopter ride	1
Green Valley	13
Greer- Fishing-Relanding	1
Hackberry	1
Hannagan Meadow	3
Happy Jack	1
Havasu	1
Havasu Falls	1
Havasu Monument	1
Havasupai	1
Havasupai Falls	1
Havasupai Reservation	1
Hawley Lake	1
Heard Museum	12
Heat	1
Heber	3

Hi Desert Museum	1
High school graduation	1
Hiking	4
Hiking in the dessert	1
Hiking Parks	1
Hiking: Scenic	1
Hiking: Sedona	1
Hiring trav.....	1
Hiss-boo show	1
Historic Sites	3
Historical Society Museum at Papago Park	1
History	1
holidays	1
Home of relatives	1
Honey Bee Canyon	1
Hoover Dam	4
Hopi Indian Forest	1
Hopi Reservation	2
Hopi Indian Reservation	2
Horseback riding: Saguaro Lake	1
Horseback Riding	3
Horseshoe Bend	1
Horseshoe Falls	1
Huachuca Cave	1
Hubbell Trading Post	1
Hubbell's	1
Humongous Meadows	1
Hurrah's	1
IHOP (dads favorite restaurant)	1
Independence Mine	1
Indian Cliffs	1
Indian Country	1
Indian craft sales	1
Indian Items	1
Indian Jewelry	1
Indian Pow Wows	1
Indian Reservation	4
Indian ruins	3
Indian stuff on 89A overlook	1

Ironman Competition	1
Jacobs Lake	1
Jerome	36
Jerome - Camp Verde	1
Jerome: Cave	5
Jerome: Grand hotel	1
Jerome: Mingus Mountain	2
Kartchner Canyon	1
Kaibab National Forest	3
Kartchner Caverns	11
Kayaking	1
Kingman	3
Kingman-Good Mexican Restaurant	1
Kit Peak	3
Kohl's Ranch	1
La Pasada in Winslow	3
Lake Havasu/ City	15
Lake Mohave	2
Lake Patagonia	1
Lake Pheasant Park	1
Lake Powell	16
Lake Roosevelt	1
Lakeside Pinetop	1
Lava Cave	1
Lees Ferry	3
Lil Abner's	1
Little Colorado River Gorge	1
London Bridge	1
Lost Dutchman Park	2
Lyman lake	1
Madera Canyon	6
Mall	1
Marble Canyon	2
Meteor Crater	9
Mesa	8
Mesa Air Museum	1
Mesa Verde	3
Mesa: Cubs	1
Mesa: Hopi	1

Mesa: The Hopi	1
Mesquite Valley Growers	1
Mexico	3
Mining/prospecting location	1
Mogollon Rim	11
Mogollon: Creek	1
Mohave Preserve, California	1
Monument Valley	1
Montezuma's Well	1
Montezuma Castle	11
Monument Valley	33
Mormon Lake	1
Mount Humphries	1
Mountain Biking	1
Mountain Shadows Golf Club	1
Mountains	2
Mt. Lemon	17
Mule Shoe Conservation Area	1
Munds Park	1
Museum: Northern Arizona	1
Museums	5
Nascar and sporting events	1
Nascar race	1
National Monuments	3
National Parks	3
Native American Historic Sites	2
Natural area activities	7
Natural Bridge	1
Navajo National Monument	1
Navajo Reservations	12
Navajo Trading Posts	1
Nogales	7
Northern Arizona	1
Nutrioso	1
Oak Creek	3
Oak Creek Canyon	24
Oak Creek-Slide Rock	1
Oatman	2
OK Corral	1

Old railroad	1
Organ Pipe	1
Organ Pipe Cactus National Monument	10
Ostrich Ranch	1
Our home	1
Owl Head Ranch Rd	1
Page	8
Page- All Waterways	1
Page Arizona	1
Page: Antelope Canyon	1
Page: Coyote Buttes	1
Page: Escalante	1
Page: Lake Powell	3
Page: Paria Plateau	1
Page: Slot Canyons	2
Painted Desert	22
Parent's Church	1
Parker	3
Parker Canyon lake: Camping	1
Parks	5
Parks and Ruins in Arizona	1
Patagonia AZ	4
Patagonia Lake	1
Payson	14
Payson Kohl's Ranch	1
Payson: Drive to Payson	1
PBR	1
Peach Spring	1
Pearce	1
Peoria	1
Peoria Sports Complex	1
Performing art center at park next to PIMC	1
Vermillion cliff	1
Petrified Forest National Park	24
PGA	1
Phantom Ranch	1
Phoenix	55
Phoenix Art Museum	3
Phoenix Children's Museum	1

Phoenix Desert Botanical Gardens	1
Phoenix Irish Cultural Center	1
Phoenix Suns Basketball game	1
Phoenix Zoo	6
Phoenix: AJ's Grocery	1
Phoenix: Art Exhibits	1
Phoenix: Baker's Nursery	1
Phoenix: Conventions	1
Phoenix: Heard Museum	2
Phoenix: Mountains	1
Phoenix: Museums	1
Phoenix: Northern	1
Phoenix: Olive Press outside of Phoenix	1
Phoenix: Parks	1
Phoenix: Shopping	4
Phoenix: The new rapid transit system: Phoenix to Mesa and back to Christown (19th Ave & Bethany Home Road)	1
Phoenix: View Scenery North and East of Phoenix	1
Phoenix: Volks Marches	1
Picacho Peak	2
Picture rock	1
Pietino Peak	1
Pima	1
Pima Air & Space	1
Pima Air Museum	1
Pima Art Museum	1
Pine	1
Pine Hill	1
Pine music pavilion	1
Pine-Strawberry	1
Pinetop	7
Pinetop Lakeside	3
Pinnacle Peak	3
Pioneer Museum	1
Pipe Springs, AZ and Strip area	1
Plant Nurseries	1
Polacca	1

Pool & Sun	1
Prescott	54
Prescott festival in Sept.	1
Prescott Valley: Real State	1
Prescott: Car show	1
Prescott: Christmas Lights	1
Prescott: Downtown/courthouse area	1
Prescott: Groom Creek	1
Prescott: Hassayampa Inn	1
Prescott: Visit friends	1
Prescott: Restaurants, downtown activities	1
Quartzite	9
Queen Creek	1
Queen Creek Olive Farm	1
Queen Creek olive mill	1
Queen Valley	1
Rafting	1
Rafting the Colorado	1
Rainbow Valley: Dude Ranch	1
Ramsey Canyon	1
Ranchos de caballos phoenix	1
Rawhide	2
Red Rock State Park	1
Relaxation	1
Rental Car Center	1
Reservation	1
Resort	3
Resort : Business meeting	1
Resort at New River	1
Resort at Tempe	1
Restaurants	7
Restaurants - Mexican, Greek etc.	1
Rich Hill	1
Rim Country	2
Rio Rico	1
Rock arts	1
Rock Springs Cafe!	1
Rocks	1
Romero Canyon	1

Roosevelt Lake	2
Route 66	7
Ruins and monuments in AZ	1
Sabino Canyon	16
Safford	1
Safford: Area North of Safford	1
Saguaro Lake Ranch	1
Saguaro Lake	1
Saguaro National monument	7
Saguaro National Parks E & W	21
Salt River	3
Salt River Canyon	2
Salt River Rafting	1
Salt River Running	1
San Carlos Reservoir	1
San Francisco Peaks	1
San Pedro Golf Course Benson AZ	1
San Rafael Valley	1
San Xavier del Bac	5
San Xavier del Bac Mission	8
Santa Rita hotel	1
Santa Rita Mountains: off road driving to a waterfall	1
Scenery	2
Scottsdale	40
Scottsdale bars	1
Scottsdale Galleries	1
Scottsdale: arts	1
Scottsdale: El Paso	1
Scottsdale: Fashion Square	1
Scottsdale: Golf	1
Scottsdale: Old Town	6
Scottsdale: Shopping	1
Scottsdale: Spa	1
Scottsdale: Transmuseum Park	1
Second Mesa	1
Sedona: Cathedra rock	1
Sedona	217
Sedona buttes	1

Sedona hiking trails	1
Sedona Sight Seeing	2
Sedona: Garlands	1
Sedona: Hiking	1
Sedona: Oak Creek	1
Sedona: Oak Creek Canyon	3
Sedona: Plane ride	1
Sedona: Red Rocks	3
Sedona: Resorts	1
Sedona: Rocks	1
Sedona: Scenery/friends	1
Sedona: Spa	1
Sedona-Oak Creek-Jerome	1
Segilman	1
Sonora	1
Sedona: Camping	1
Seven Falls, Lost Dutchman	1
Shopping	19
Shopping at Costco	1
Shopping: Souvenir	1
Shopping: Target at Christown	1
Show Low	6
Show Low pine Top Lake side area	1
Show Llow	1
Sierra Vista	5
Sightseeing/Driving to view scenery	18
Sightseeing: Riding in the desert and sight seeing	1
Singing Wind Bookstore	1
Sitgreaves Forests	1
Skywalk	1
Slide Mnt.	1
Slide Rock State Park	1
Slot canyons	1
Snow Bowl	1
Sonoita	2
Sonoran Desert	4
Sonoron County	1
South Mountain Park	1

Southeastern Arizona	1
Southern AZ	1
Southern Utah - Zion, Bryce, Capitol Reef.	1
Spa	2
Sporting events	2
Springville- Scenery	1
Squaw Peak	1
State parks	3
State Parks and Regional Parks	1
Stoneman Lake	1
Streams	1
Sun City	4
Sun Lakes	1
Sun Lakes: St. Steven's Church	1
Sunset Crater National Monument	1
Sunlight Theater	1
Sunridge Canyon Golf Club	1
Sunrise Ski area	6
Sunset Crater	10
Sunsites	1
Supai	1
Superior: Box Canyon	1
Supersition Aravipa Canyon: hiking	1
Superstition Mountains	8
Surprise	2
SW Research Station	1
Sweet Water Wetlands	1
Taliesin West	3
Tanque Verde Ranch	1
Taylor	1
TCA Convention	1
Tempe	3
Tempe: ASU Campus	1
Tempe: Volks Marches	1
The Boulders	2
The Fort Casino	1
The Phoenician	1
The Rim County	1
The Rock Show	1

The Security Blimp over Sierra Vista	1
Thompson Boyce Arboretum	1
Titan Missile Site	1
Tombstone	55
Tombstone: Old	1
Tonto	1
Tonto Nat'l Forest: Lost Goldmine Trail	1
Tonto Natural Bridge	1
Toozigot	1
Toroweap	1
Tortilla Flats	6
Train	1
Tuba City	1
Tubac	11
Tubac: Galleries	1
Tubac: shopping area	1
Tubing Salt River	1
Tucson	117
Tucson Baseball Stadium	1
Tucson Gem and Mineral Show	1
Tucson Gem Jewelry Show	1
Tucson Mall	1
Tucson Public Golf Course	1
Tucson Rock Show	1
Tucson Zoo	1
Tucson: 4th Ave. Shopping	1
Tucson: Air and Space Museum	4
Tucson: Beyond Bread	1
Tucson: Dove Church	1
Tucson: Downtown	1
Tucson: Downtown Pizzeria	1
Tucson: family visit and shopping	1
Tucson: Favorite restaurants	1
Tucson: Galleries	1
Tucson: historical downtown	1
Tucson: Millsion near Tucson	1
Tucson: Mission Xavier del Bac	1
Tucson: Mt. Lemon	1
Tucson: Old Studios	3

Tucson: Outside	1
Tucson: Sonora Pink Jeeps	
Tucson: Southeast & southwest of Tucson	1
Tucson: Tohono Chul Park	3
Tumacacri Mission AZ	4
Tumbleweed	1
Tucson: Old	7
Tuzigoot National Monument	3
University of Arizona	5
US park stamp spots	1
Vacation Home	1
Vail	1
Valley Firs, California	1
Vegas	1
Vegas: Travel to Vegas	1
Verde Canyon Railroad	6
Verde Valley: River, Canyon, Railroad, Wine testing	12
Vermilion Cliffs	3
Viewing Indian Petroglyphs	1
Vista	1
Volcano area	1
Voyager RC Resort	1
Walk to AZ every morning for pastries and coffee	1
Walking Trails	1
Walnut Canyon National Monument	4
Walnut Creek Recreation/Ruins Area	2
Weather	2
Wedding location - the castle	1
West Clear Creek	1
West World	1
Western Themed Dinner and Shows	1
Westward Look	1
White Dove of the desert	1
White Mountains	35
White Stallion Ranch	1
White Tank Mnts	1
White Tanks	1

Whitewater Draw Wildlife Area: Sand hill cranes	1
Wickenburg	4
Wickenburg: Flying E Ranch	1
Wickenburg: white shark mountain	1
Wilderness in Eastern AZ	1
Wildlife	1
Wildlife park	2
Williams	13
Williams: Golf	1
Williams: Train	2
Willow Creek Canyon	1
Willow Spings Lake Heber	1
Wineries in Southern AZ	1
Winslow	6
Winslow: La Posada Hotel	2
Winter weather	1
Wondering/Exploring Desert	1
Wupatki National Monument	3
Yarnell	1
Yavapai alpine	1
Yuma	15
Yuma (hunting)	1
Yuma (Sand dunes)	1
Yuma Prison	2
Zoo	4

Did you make any travel decisions (overnight trips) directly as a result of information in Arizona Highways Magazine?

<i>Decision</i>	<i>ISS %</i>	<i>OSS %</i>	<i>Total %</i>
Yes	22.6	25.4	24.3
No	77.4	74.6	75.7

If yes, what specifically did you do or where did you go?

In-state subscribers

- B & B (2)
- Bisbee (3)
- Bisbee: Antique shopping
- Bisbee: Mine tour
- Bisbee: Shopping
- Camping: Prescott National Forest
- Canyon de Chelly
- Chiricahua Mtns
- Chocolate Falls: Little Colorado River
- DeGrazia anniversary exhibits at the gallery in the sun
- Flagstaff (2)
- Globe
- Grand Canyon (5)
- Grand Canyon Caverns
- Grand Canyon: Railway
- Hiking (2)
- Jerome (4)
- Kartchner Caverns (2)
- Lake Powell: Boating
- Mount Lemon
- Old Mining Towns
- Page: Slot Canyons
- Payson- St. John
- Payson, AZ
- Peeples Valley: US 89 looking for frog rock
- Prescott
- Prescott: Hassayampa Inn
- Prescott-shopping

- Queen Creek Olive Mill
- Restaurants (4)
- Sedona (2)
- Seligman
- Show Low
- Sightseeing: Driving (2)
- Stoneman Lake
- Sunset Crater
- Tombstone
- Tony Hillerman's journey through the Navajo and Hopi Reservations.
- Tucson: Wine country
- Verde Canyon Railroad Trip
- Wilcox
- Williams: Red Raven Restaurant

Out-of-state subscribers

- Antelope Canyon (2)
- Apache County
- Apache Trail
- Bisbee (2)
- Bisbee high country market
- Bloody Basin: Restaurant
- Botanical gardens
- Canyon de Chelley
- Canyon hikes Mules
- Catalina Mountains
- Chiricahua Mountains
- Desert
- Douglas
- Dragoon Mountains Divide Trail: Hiking
- Driving to view scenery (2)
- Flagstaff (3)
- Flagstaff: State fair
- Fork Oak Creek: Hiking
- Fountain Hills
- Four Corners
- Gold Canyon
- Grand Canyon (6)
- Grand Canyon South Rim
- Grand Canyon: Flying

- Grand Canyon: Hike, Camp
- Grand Canyon: Hiking
- Grand Canyon: Rail Road
- Grand Canyon: Train
- Havasu
- Hiking (3)
- Himdag Ki
- Honey Bee Canyon
- Hopi Reservation
- Horseback riding
- Horseshoe Bend
- Hubbell Trading Post
- Indian country
- Jerome
- Jerome: Halloween
- Jerome: Sight seeing
- Kartchner Caverns
- Kingman - Route 66
- Lake Powell
- Lava Cave
- Madera Canyon
- Mesa Air Museum
- Meteor Crater
- Montezuma's Castle (2)
- Monument Valley (3)
- Motorcycle tour
- Navajo crafts/ Jewelry
- Nogales
- Oak Creek (slide rock)
- Oak Creek Canyon
- Oak Creek Canyon (2)
- Oldest school house & scenery
- Painted Desert (2)
- Patagonia
- Payson: See Payson and Zane grey museum
- Peach Festival
- Petrified Forest (2)
- Phoenix
- Pima: Arivaca
- Ranch Verde Campground

- Resorts
- Restaurants (7)
- Route 66
- Safety Suggestions
- Saguaro National Park
- Salt River Canyon
- San Xavier
- Scottsdale: Hidden areas
- Sedona (13)
- Sedona Jeep Ride
- Sedona: Shopping
- Sedona: The church
- Sierra Vista
- Skydiving
- Snowflake: purchased 75 acres of land
- Sonora Desert
- South Mountain Park
- Southeastern AZ
- Spelunking
- Sterling Pass Trail
- Strawberry & Pine
- Sunset Crater (2)
- The Petroglyphs Park in Picacho Peak
- Tombstone
- Trading Posts
- Tuba City: Flea market
- Tubac (3)
- Tucson
- Tucson: Mission
- Tucson: Old (2)
- Tucson: The Dove Church
- Walnut Canyon
- White Tank Mountains: Hiking
- Williams to Jerome trip
- Window Rock

Did you make any travel decisions (day-trips) directly as a result of information in Arizona Highways Magazine?

<i>Decision</i>	<i>In-state %</i>
Yes	35.5
No	64.5

If yes, what specifically did you do or where did you go?

In-state subscribers

- Alpine
- Aspen in Fall
- AZ wine country
- Bartlett Lake
- Bisbee (3)
- Bisbee: Copper Mine tour
- Canyon Lake
- Carefree
- Casa Grande Ruins
- Cave Creek
- Chiricahua
- Cochise Stronghold
- Copper Queen Hotel
- DeGrazia anniversary exhibits at the gallery in the sun.
- Driving to view scenery (3)
- Eager
- Flagstaff (3)
- Flagstaff: Fall Color
- Fossil Creek
- Globe: Roosevelt Lake
- Grand Canyon (3)
- Grand Canyon: Train
- Hannagan Meadows
- Hart Prairie Road
- Heard Museum
- Hikes (2)
- Hope carvers weekend
- Jerome (8)
- Jerome: Haunted Hamburger (2)

- Kartchner Caverns
- Lake Havatsu City
- Little Colorado Waterwalks
- Madera Canyon
- Mesa
- Mesa: Convention
- Montezuma Castle (3)
- Monument Valley
- Oak Creek Canyon
- Page
- Painted rocks
- Palm canyon
- Patagonia/Sonoita area
- Phoenix
- Picacho Peak
- Picture Rock
- Prescott (4)
- Prescott: Sightseeing
- Queen Creek Olive Mill
- Restaurants (2)
- Rim Country: Hiking
- Roosevelt Lake
- San Tan Regional Park
- Sedona (5)
- Sedona: Hike of the mountain
- Sedona: Hiking
- Sedona: West Fork
- Sedona: Wineries
- Show Low Area
- Sierra Vista (2)
- Sight Seeing
- Skull Valley
- Southern AZ
- Spring rodeo
- Stoneman lake road to fire tower
- Tombstone
- Tonto Bar & Grill
- Tonto Bridge State Park
- Tortilla Flats
- Tucson (3)

- Tucson: A trail drive southeast of Tucson through some old buildings, a hospital, jail, etc.
- Tucson: Desert Museum
- Tuzigoot
- Utery mount peak for wild flower viewing and hiking
- Verde Valley (3)
- Verde Valley: Train ride
- Visit Attractions
- Wickenburg (4)
- Wickenburg: Caballeros resort
- Wildflowers (3)
- Wine country
- Winslow: Craters
- Winslow: La Posada (3)

Did you make any travel decisions DIRECTLY as a result of the item(s) you purchased?

<i>Decision</i>	<i>Prod. Subs %</i>
Yes	6
No	94

If yes, what specifically did you do or where did you go? (Answers of those who answered “yes” to the preceding question)

- Chiricahua Mountains (1)
- Gold town & ghost towns of AZ (1)
- Hopi Reservation (1)
- Sedona and Grand Canyon (1)
- Sightseeing (1)

