

Report on Tourism Advancement for the Copper Corridor

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Copper Corridor Economic Development Coalition
September 16, 2016

Funded by Arizona Office of Tourism for the Arizona Council
for Enhancing Recreation and Tourism

Tourism Team



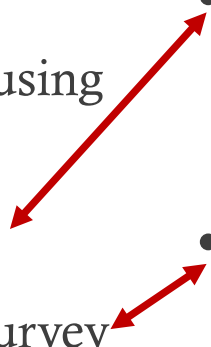
Arizona Office of Tourism Community Development

Regional Coalition using USDA Grant

- Develop regional marketing plan
- Organize FAM trips
- Produce regional maps
- Train employees/residents using workshops
- Schedule regional meetings
- Conduct regional tourism survey

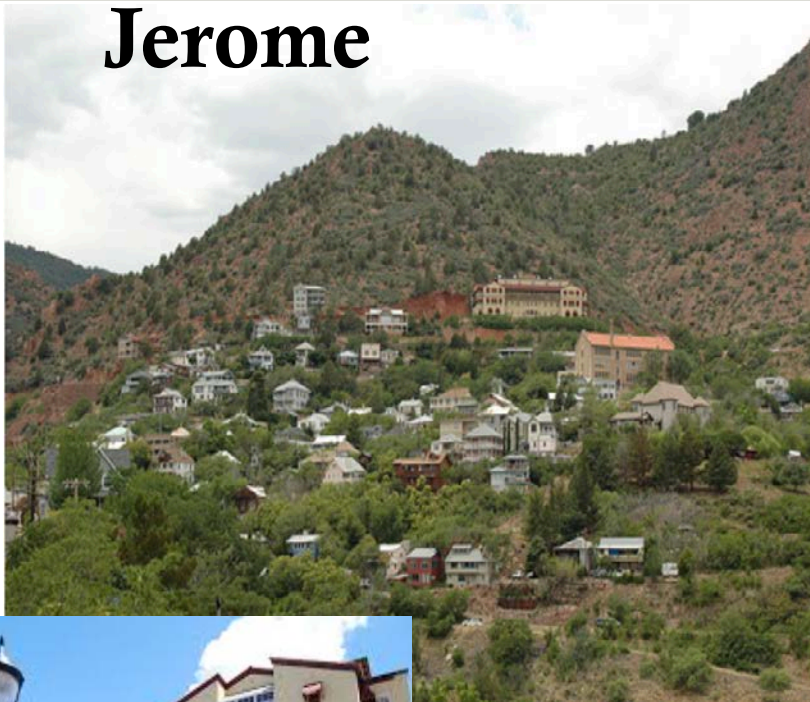
ASU using AOT Grant

- Train ASU students in research to assist community and regional development
- Assist in strengthening regional cooperation between towns and businesses
- Conduct primary and secondary data to better profile tourists

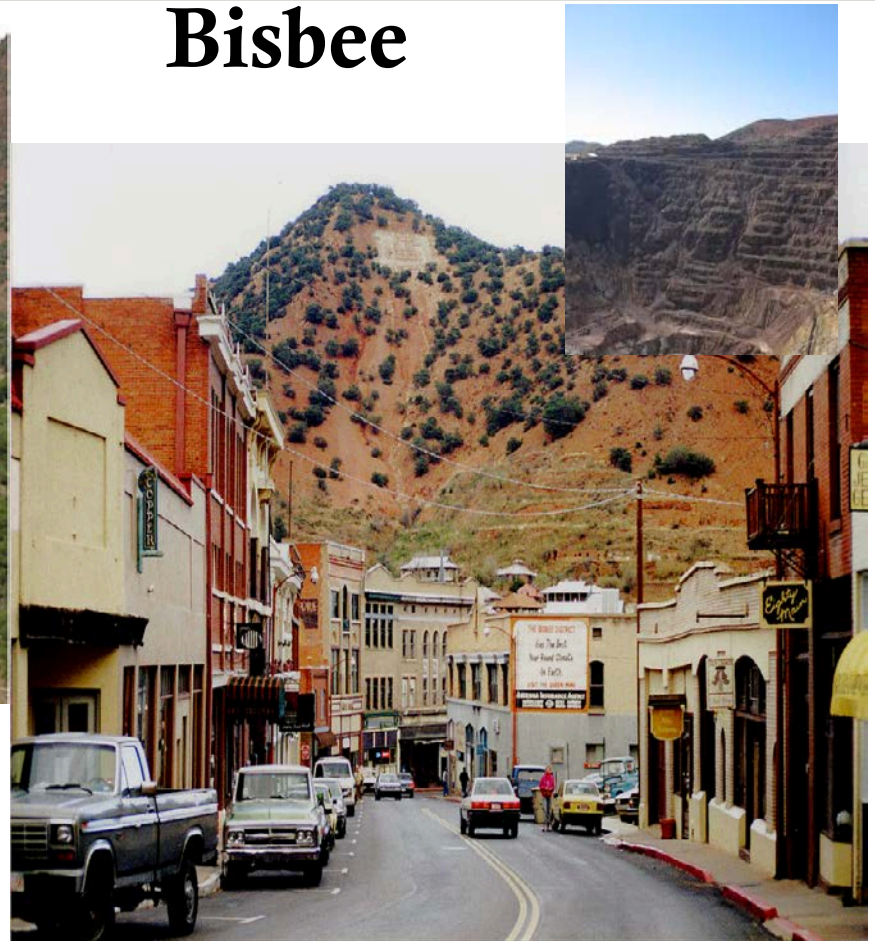


Arizona Mining Communities

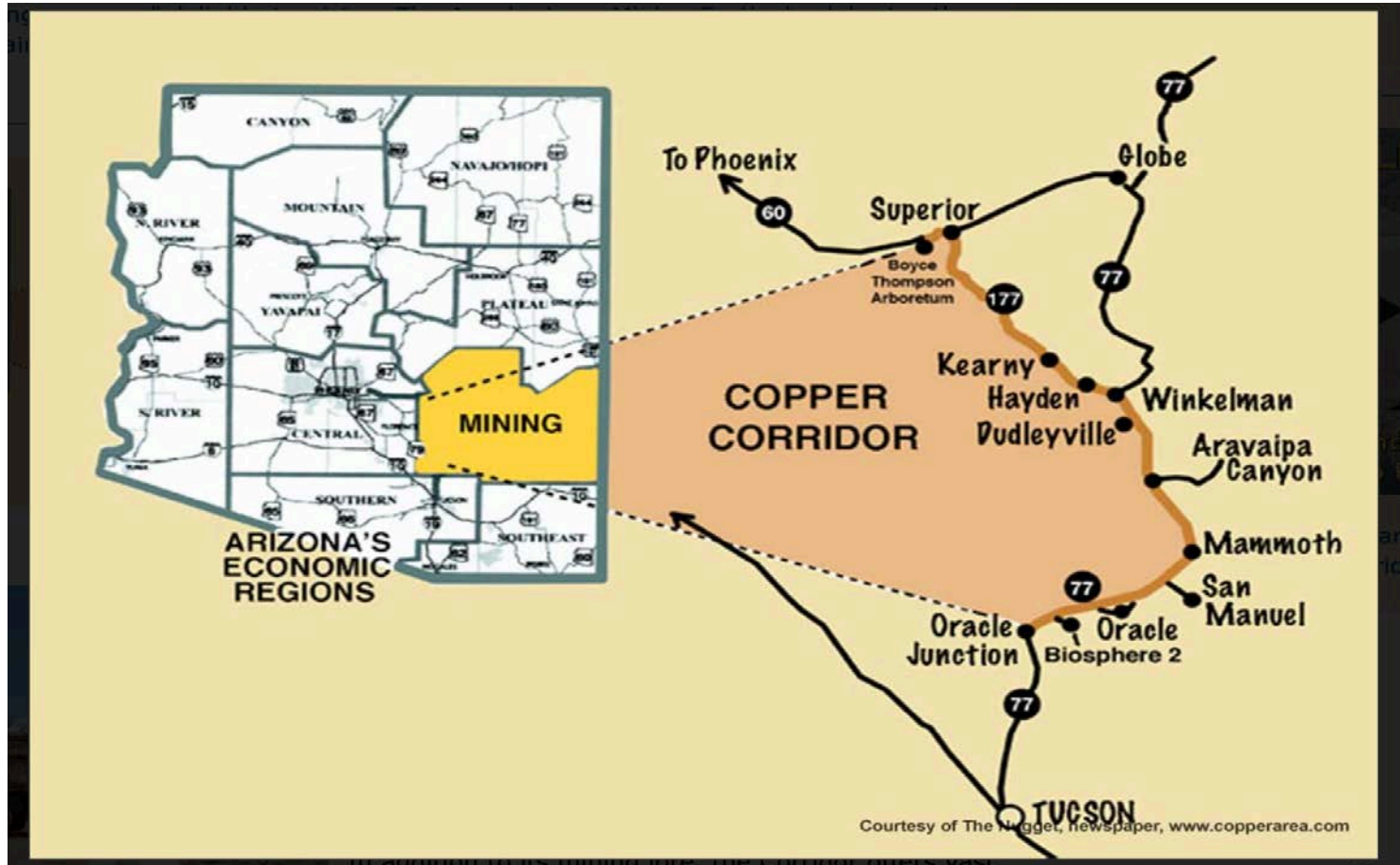
Jerome



Bisbee



The Copper Corridor



Overall Objective: Bridge Communities and Diversify Economy

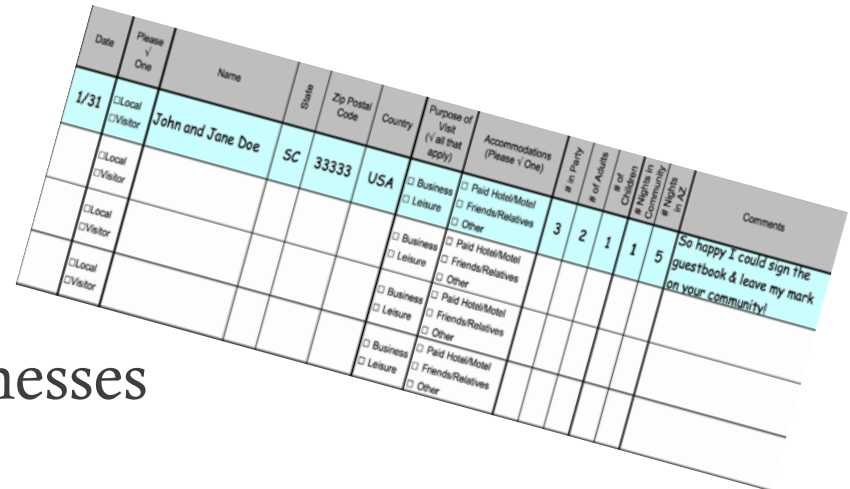


<https://pkweis.files.wordpress.com/2012/04/asarcocommissionmine.jpg>

Methods

How to Study Tourist Profiles

- Visitor inquiry lists
- Visitor centers
- Visitors to individual businesses
 - Attractions/ hotels
- Post a survey on Social Media
- Purchase data from Longwoods International, Dean Runyan Associates, and others



The image shows a tilted survey form with the following columns and data:

Date	Please v One	Name	State	Zip Postal Code	Country	Purpose of Visit (V all that apply)	Accommodations (Please v One)	# in Party	# of Adults	# of Children	# of Couplets in Community	# of Neighbors in AZ	Comments
1/31	<input type="checkbox"/> Local <input checked="" type="checkbox"/> Visitor	John and Jane Doe	SC	33333	USA	<input type="checkbox"/> Business <input type="checkbox"/> Leisure	<input type="checkbox"/> Paid Hotel/Motel <input type="checkbox"/> Friends/Relatives <input type="checkbox"/> Other	3	2	1	1	5	So happy I could sign the guestbook & leave my mark on your community!
	<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure	<input type="checkbox"/> Paid Hotel/Motel <input type="checkbox"/> Friends/Relatives <input type="checkbox"/> Other						
	<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure	<input type="checkbox"/> Paid Hotel/Motel <input type="checkbox"/> Friends/Relatives <input type="checkbox"/> Other						
	<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure	<input type="checkbox"/> Paid Hotel/Motel <input type="checkbox"/> Friends/Relatives <input type="checkbox"/> Other						

Partners in Regional Tourism Development

- Arizona Office of Tourism (AOT) and AZ Council for Enhancing Recreation and Tourism (ACERT)
- Stakeholders of the Copper Corridor
 - Copper Corridor Economic Development Coalition
 - Community members and elected officials
 - Mining firm
 - Local businesses
- ASU students
- Arizona Trail Association
- The Nature Conservancy
- Arizona State Parks
- Federal Land Agencies



Plan of Action: What Did We Do?

- Assessment of:
 - Current tourism resources, infrastructure, and services
 - Visits to area
 - Content analysis of online presence
- Secondary Data Analysis
 - State Parks Visitor Survey – Boyce Thompson and Oracle State Parks
 - Guest registry logs
 - Superior Visitor Center, Superior Chamber of Commerce, and Oracle Visitor Center
 - Copper Corridor Business Inventory
 - Internet
- Primary Data Collection and Analysis
 - Four Event Surveys
 - Non-Motorized Vehicle Outdoor Recreation Survey
 - Motorized Vehicle Outdoor Recreation Survey
 - Stakeholder engagement



Primary Data Collection and Analysis

Input from community leaders using scientific approaches

Focus group

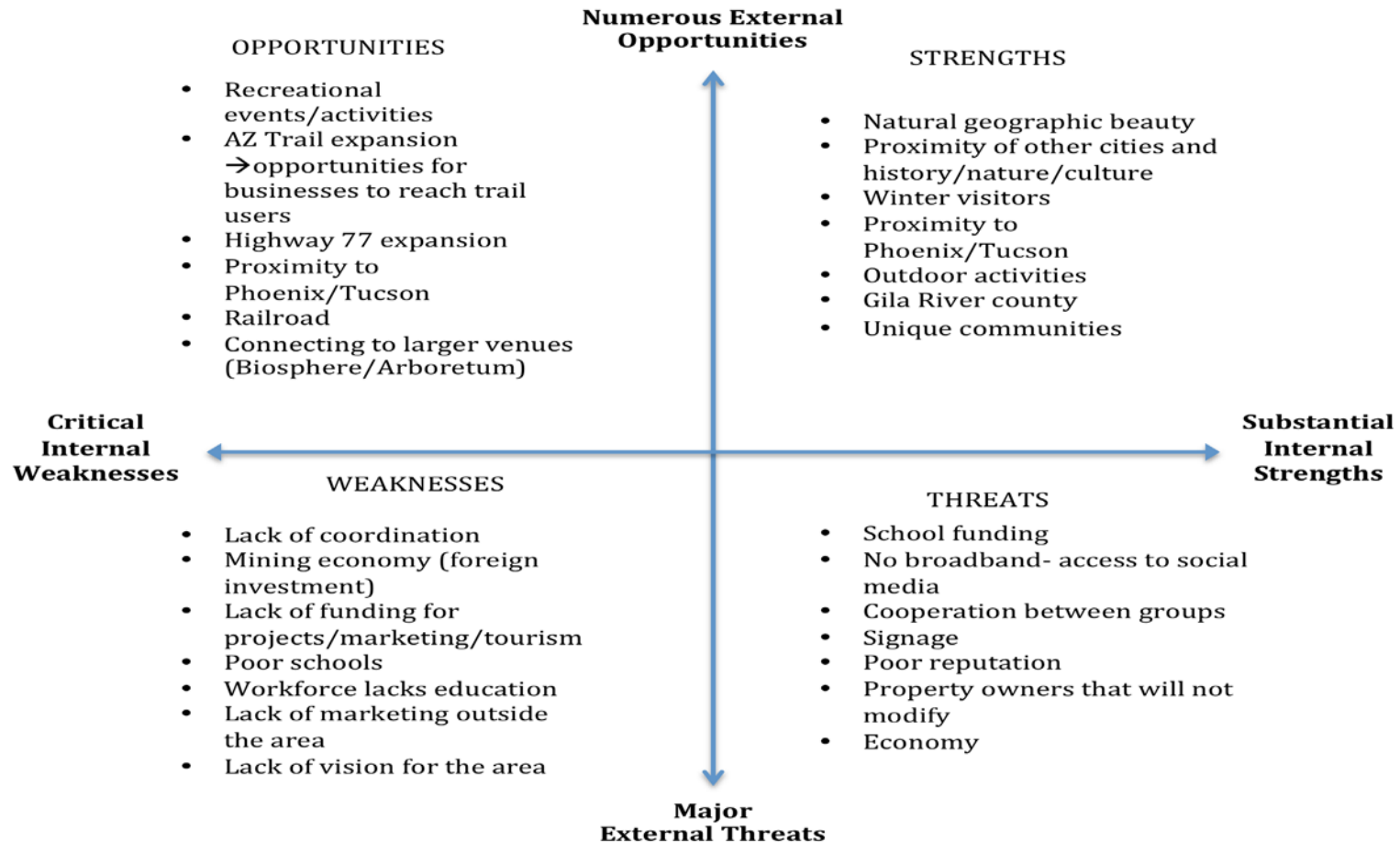
- Individual and group S.W.O.T analysis for regional tourism
- Itinerary concepts
- Discuss vision concepts and target markets



Strategies: Bridging Communities

Tourism Team Meeting Dates	Goal of Meeting
September 10, 2015	Informational/Get to know the Copper Corridor
October 8	Informational/Get to know Kearny
October 26	SWOT Analysis & Itinerary Activity
January 25, 2016	Review SWOT findings, discuss Target Markets
April 4	Research Updates/meet with Arizona Office of Tourism representative
June 27	Establish Vision and discuss Profile of Visitors
September 12	Review Marketing Plan and discuss action items by Target Market

S.W.O.T Analysis



Vision

Connecting our communities to promote the rural flavor, open spaces, unique places and events in the Copper Corridor.

Findings

Arizona Visitor Profile

2015

42.1 million overnight visitors (Up 3.4% YOY)

\$21 billion direct spending (Up 1.3% YOY)

Phoenix & Central Region

22.1 million domestic overnight visitors

\$13.6 billion direct spending

Pinal County

6,010 jobs supported by tourism

\$568 million direct destination traveler spending

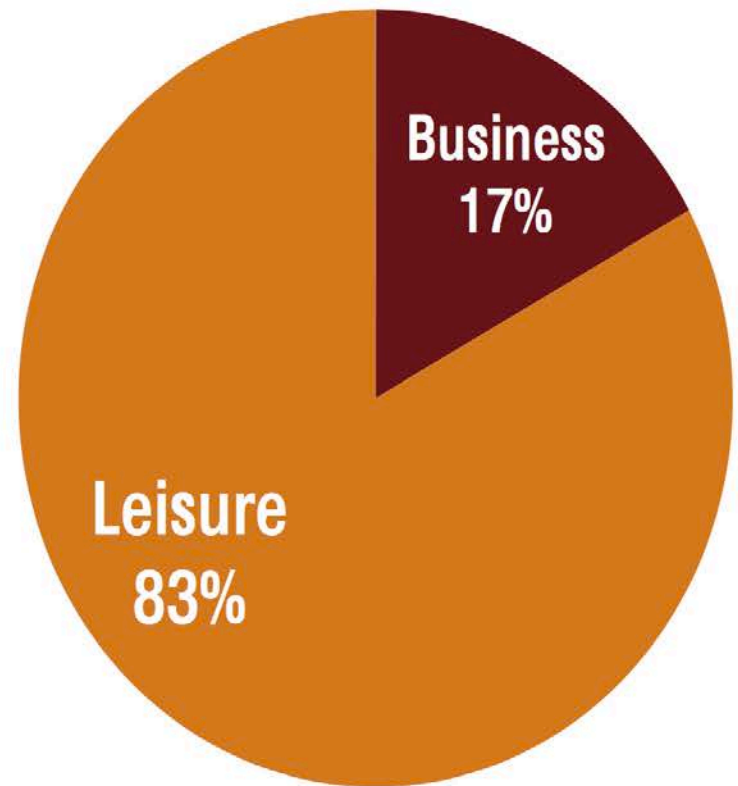
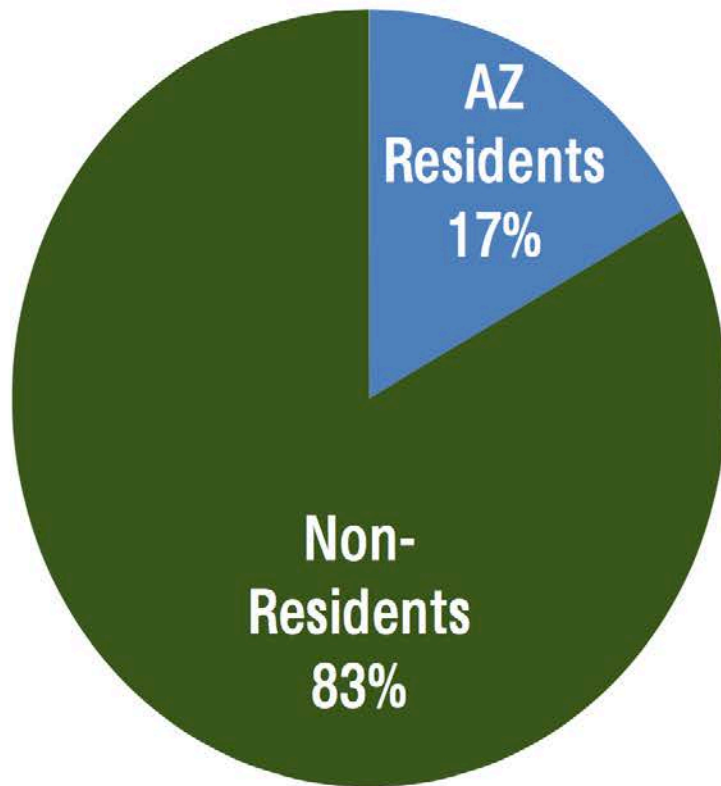


DMA of origin for an overnight trip to the Phoenix and Central Region: Los Angeles, Phoenix, Chicago

Source: Longwoods International, Dean Runyan Associates, Arizona Office of Tourism

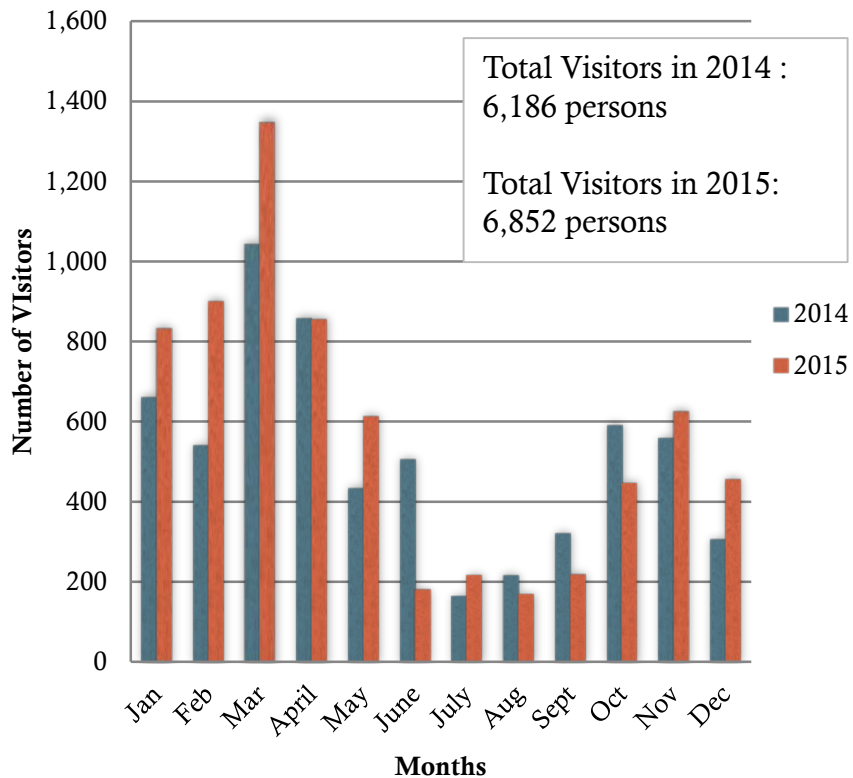
Arizona Visitor Profile

2015 Phoenix & Central Region Overnight Visitor Profile

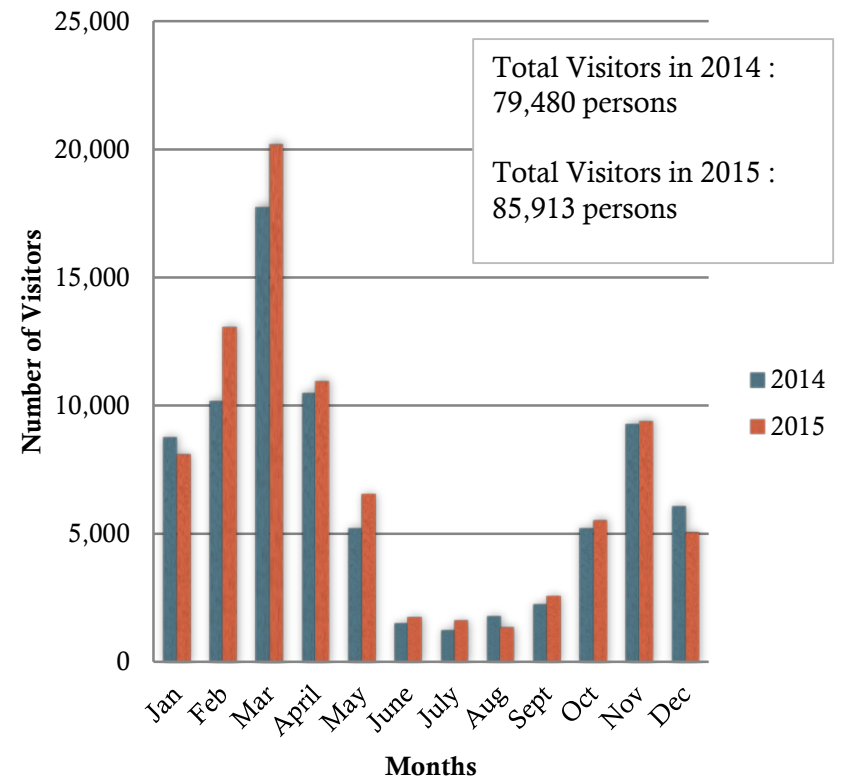


State Park Visitor Survey

Oracle State Park Visitors from 2014-2015



Boyce Thompson State Park Visitation from 2014-2015



Trails Survey – Non-motorized

Survey Location	Trail Survey Dates
American Flag Trailhead, Oracle	January 30, 2016
Florence-Kelvin Trailhead, Kearny	February 20, 2016
Florence-Kelvin Trailhead, Kearny	March 26, 2016
Picketpost Trailhead, Superior	November 7, 2015
Picketpost Trailhead, Superior	January 30, 2016
Picketpost Trailhead, Superior	March 26, 2016
Tiger Mine Trailhead, Oracle	February 21, 2016

Trails Survey – Non-motorized

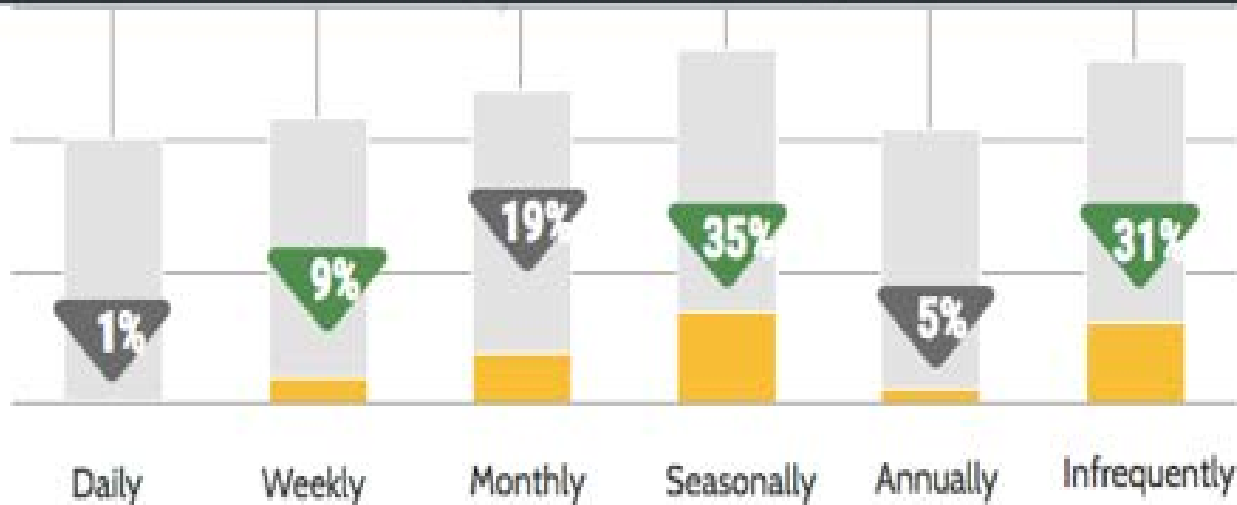
- Majority of visitors learn about Corridor by word-of-mouth or a friend
- Survey participants were all over 23 years old
- Over 50% are likely to patronize local businesses in the next 12 months
- 8 out of 10 plan to return to the trailhead area in the next 12 months



Trails Survey – Non-motorized



Usage Rate of the Arizona Trail

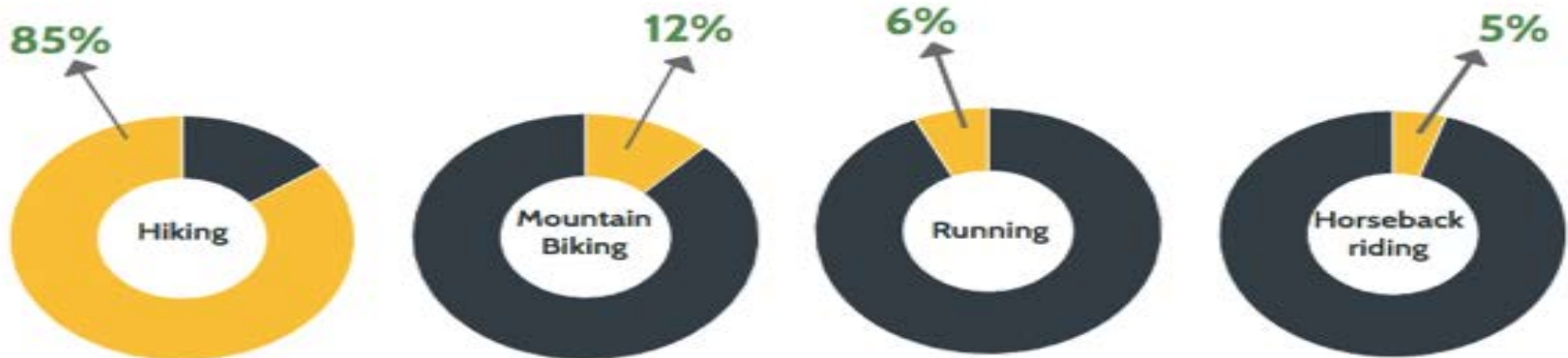


Trails Survey – Non-motorized

Usage of the Arizona Trail



Activities Done on the Arizona Trail



Trails Survey – Motorized

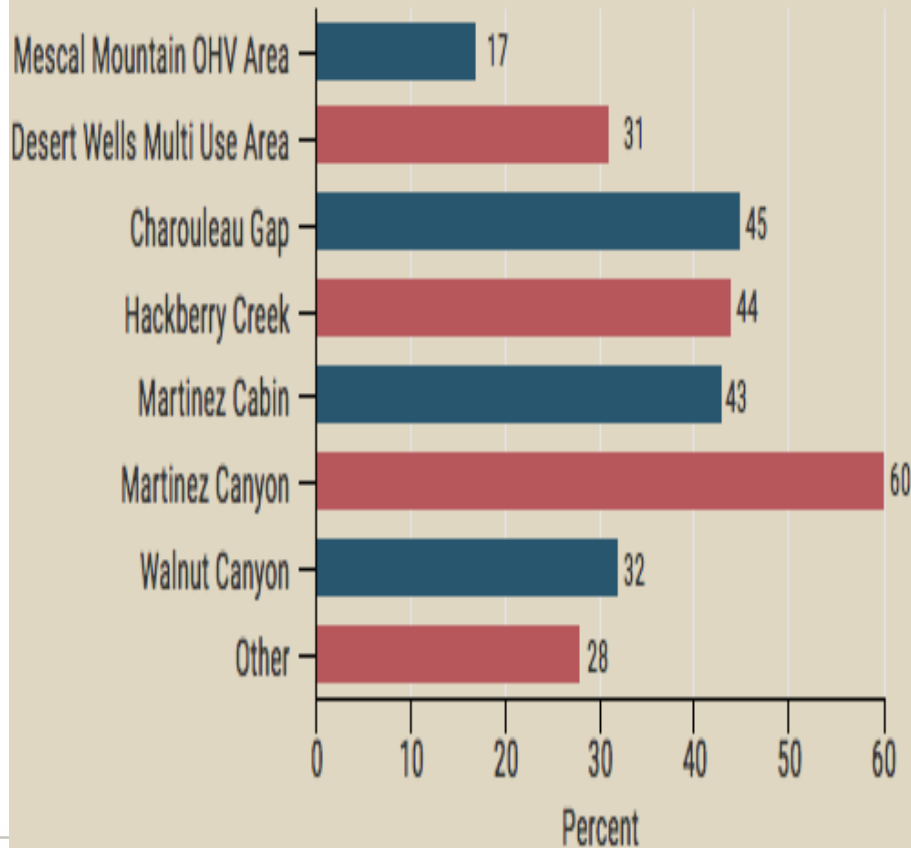
- Survey participants were all over 25 years old
- Majority of visitors learned about OHV trails in the Corridor from being apart of an off-road club or group

Visits in the Past 12 Months

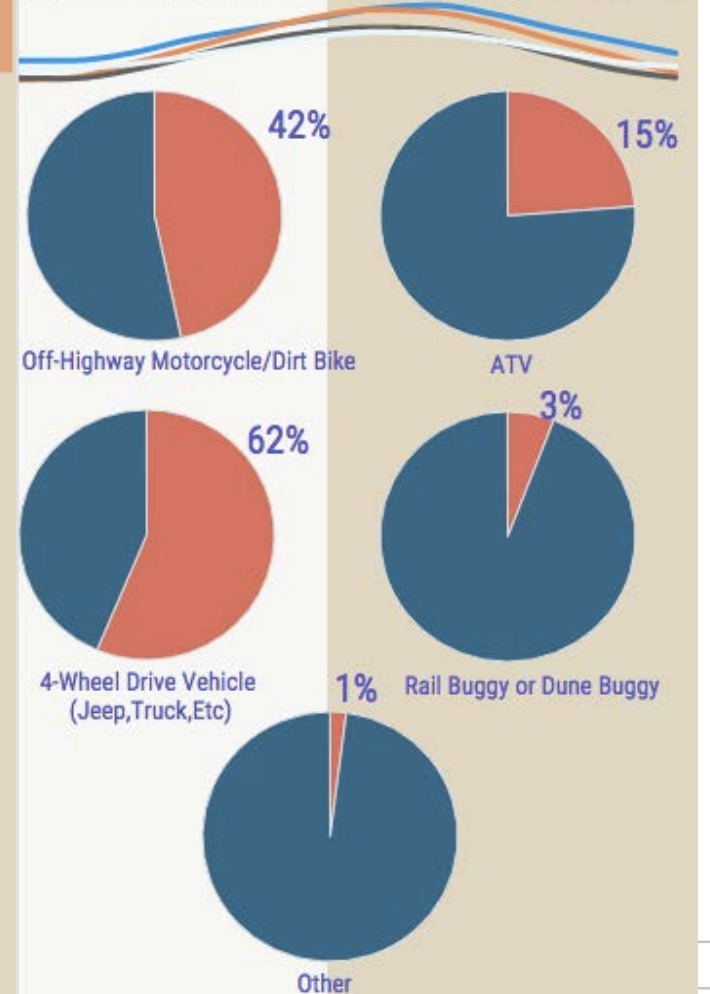


Trails Survey - Motorized

Copper Corridor Trail(s) Used in the Past Five Years



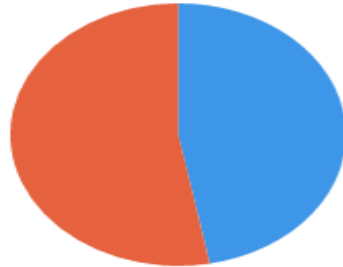
Type of OHV Used in the Copper Corridor



Visitor Center Guest Registry Log

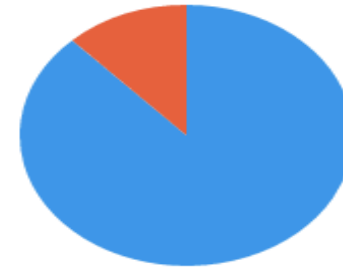
Visitor Center Guest Registry Log

Visitors vs. Locals at Oracle Visitor Center
361 guest registry entries



● Visitor ● Local

Visitor vs. Locals at Superior Visitor Center
1,589 guest registry entries



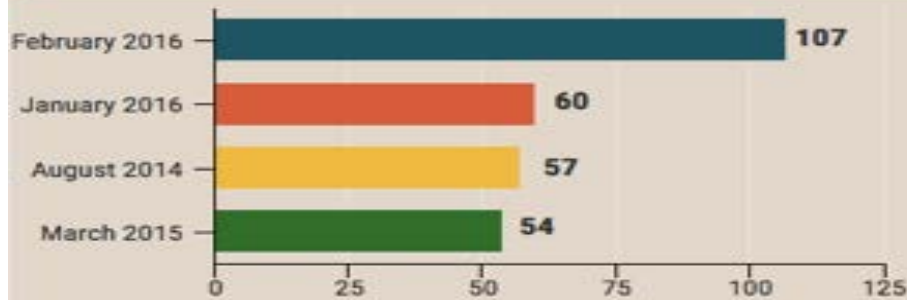
● Visitor ● Local

Visitors vs. Locals at Superior Chamber of Commerce
235 guest registry entries

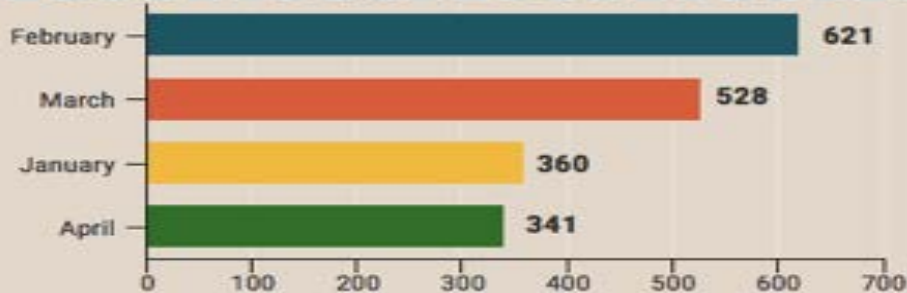


● Visitor ● Local

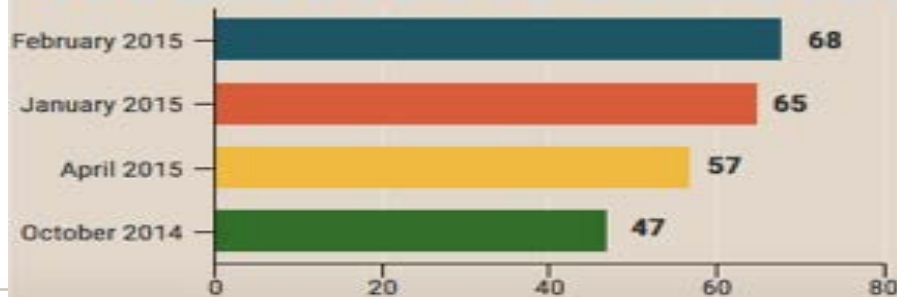
Visitor Center Guest Registry Logs



Top Four Months with the Highest Recorded Number of Guest Registry Entries at Oracle Visitor Center



Top Four Months with the Highest Recorded Number of Guest Registry Entries at Superior Visitor Center

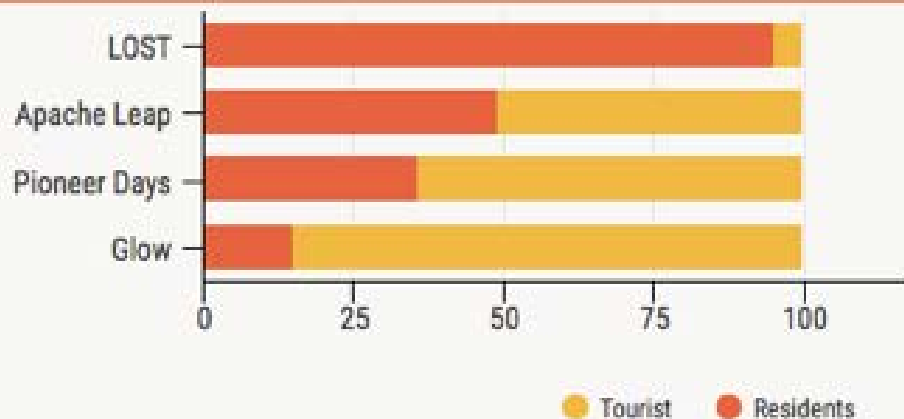


Top Four Months with the Highest Recorded Number of Guest Registry Entries at Superior Chamber of Commerce

Events Surveys

Copper Corridor Events

LOST ● Apache Leap ● Pioneer Days ● Glow



Amount of Residents and Tourists of Each Event

Event Surveys

LOST



● 18-24 years ● 25-44 years ● 45-64 years
● 65+ years

Apache Leap



● 18-24 years ● 25-44 years ● 45-64 years
● 65+ years

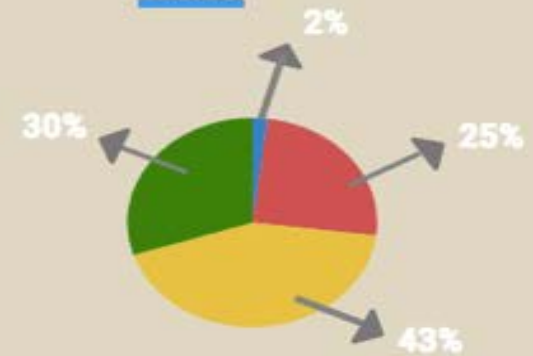
Pioneer Days



● 18-24 years ● 25-44 years ● 45-64 years
● 65+ years

Demographic- Age

Glow



● 18-24 years ● 25-44 years ● 45-64 years
● 65+ years

Recommendations

Strategies: Bridging Communities

- Event that incorporates all communities
 - Geocaching
- Ore cart program
- Vision among all community groups
- Continue efforts to engage the community
- Copper Corridor Tourism Team
- Continue cultivating the brand

Strategies: Arizona Office of Tourism

- Free marketing services
- Press releases regarding upcoming events, new development, recreation opportunities
- Public Event inclusion on Calendar of Events page
- Business listings
- Familiarization Tours (FAM)



Strategies: Small Business Development

- Cultivate a sense of place through entrepreneurial ventures
- Lodging
- Workforce training



Strategies: Funding

- Grants
 - AOT cooperative advertising program
- Partnerships
 - Private Industry
- County
- Resolution Copper
- Chambers and Municipal Partnerships
- Fundraising Efforts
 - Peppersauce Round Up at Arizona Zipline Adventures – music festival, mountain biking, and trail running benefiting the Arizona Trail



Inventory of Deliverables

- Study of Event Attendees at GLOW
- Study of Event Attendees at Kearny's Pioneer Days
- Study of Event Attendees at Apache Leap Mining Festival
- Study of Event Attendees to Superior's Legends of Superior Trail (LOST) Festival
- Study of Arizona Trail Users
- Study of Off-Highway Vehicle Users in the Copper Corridor Region
- A Tourism and Recreation Future for Arizona's Copper Corridor Region (Student Project Report)
- Case Study of A New Business: Arizona Zipline Adventures
- Study of Oracle Visitor Center Guest Registry Logs
- Study of Superior Visitor Center Guest Registry Logs
- Study of Superior Chamber of Commerce Guest Registry Logs
- Copper Corridor Itineraries

Contact



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We are eager to expand our work in sustainable tourism. Sustainability can take on many meanings and applications. Similar to the principles of park and resource conservation, we want to be known for tourism

[home](#)

<https://scrd.asu.edu/sustainabletourism>

THANK YOU

