

# Presentation to Recreation Users Group (RUG)

Wednesday February 8, 2017

Findings from the OHV and other studies for the Copper Corridor  
Tourism and Recreation Project

Sponsored by: Arizona Office of Tourism, Arizona Council for Enhancing  
Recreation and Tourism (ACERT)

Support from: Copper Corridor Economic Development Coalition  
Center for Sustainable Tourism, Arizona State University

# Plan of Action: What Did We Do?

- Assessment of:
  - Current tourism resources, infrastructure, and services
    - Visits to area
    - Content analysis of online presence, including AZ Office of Tourism
- 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
- Primary Data Collection and Analysis
  - Four Event Surveys
  - Non-Motorized Vehicle Outdoor Recreation Survey
  - Motorized Vehicle (OHV) Outdoor Recreation Survey
  - Stakeholder engagement
  - Business Case Study – Zip line in Oracle



# Topics to Cover for RUG

- Origins of Visitors to Attractions in Copper Corridor Area
- Activities and Facilities of Outdoor Interested Visitors
- Outdoor Recreation Areas
- Fees
- Business Loyalty
- Familiarity with Communities, Businesses, and Outdoor Recreation Opportunities

## **Source of Data:**

Boyce Thompson State Park  
Tonto National Forest  
RUG lists of OHV groups  
Primary data on AZ Trail and  
LOST event



2013 and 2014 visitor studies by AZ State Parks  
820 intercept surveys completed at Boyce Thompson State Park  
Annual visitation approx. 85,000

**How did the visit to this park fit into your personal group's travel plans?**

67.0%	This park was our primary destination
21.7%	This park was one of several destinations
11.3 %	This park not a planned destination

**Where is your current permanent residence?**

67.5%	Currently a full-time Arizona resident
10.7%	Currently a part-time Arizona resident
16.0%	Out of State visitor
5.8%	International visitor

**Origin of Arizona Residents**

	Count	Percent
Mesa	106	23.1%
Phoenix	60	13.1%
Gilbert	52	11.4%
Chandler	43	9.4%
Queen Creek	35	7.6%
Scottsdale	34	7.4%
Tempe	23	5.0%

**Part-Time Arizona Residents**

	Count	Percent
Mesa	35	58.3
Queen Creek	4	6.7
Scottsdale	4	6.7
Chandler	3	5
Gilbert	2	3.3



# Activities and Experiences at Boyce Thompson

	<b>This Visit</b>
Learning about nature-This Visit	57.9%
Trail hiking	57.6%
Viewing wildlife	53.5%
Photography-This Visit	52.9%
Bird watching	47.6%
Visiting the gift shop	47.2%
Visiting the Visitor Center	41.1%
Walking for exercise (excluding trail)	30.7%
Learning about history	23.2%
Tent camping	14.9%
Picnicking-This Visit	14.6%

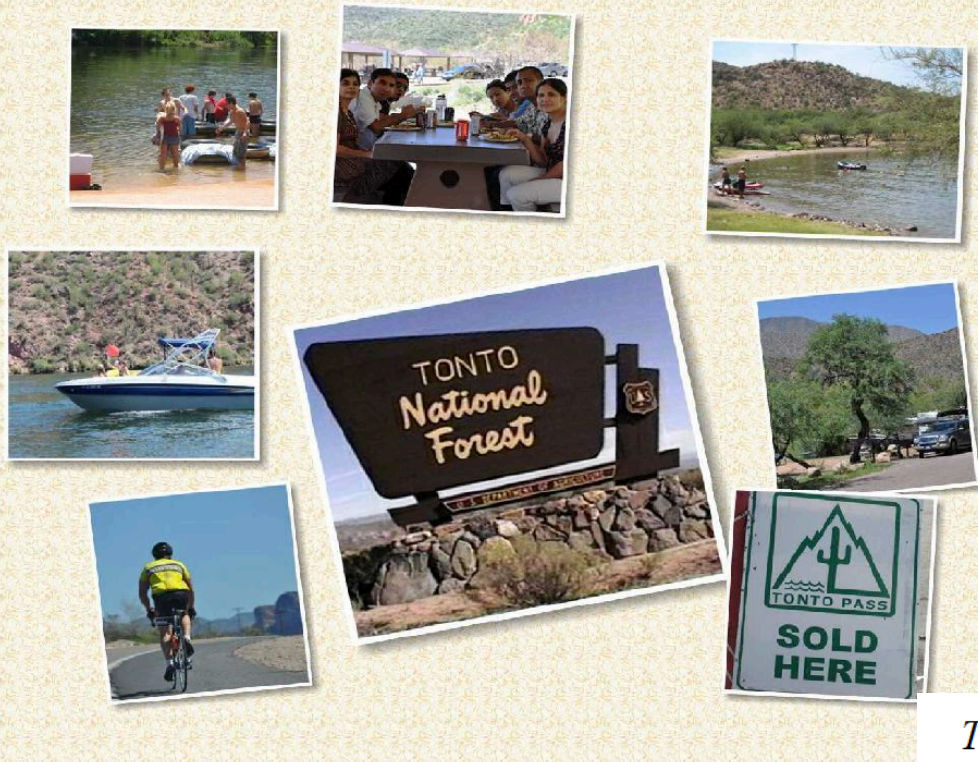
# Facilities Use at Boyce Thompson State Park

	I would definitely not use	I may use	I would definitely use
Hiking trails	4.4%	14.2%	81.4%
Ramadas for shade	11.2%	33.0%	55.8%
Interactive exhibits	8.7%	42.0%	49.3%
Shaded picnic areas	7.6%	40.4%	51.9%
Gift shops	8.3%	58.2%	33.4%
Restaurants, snack bars	9.8%	55.3%	34.9%
Concessions (Grocery/supply stores, food, tackle, etc.)	12.7%	56.2%	31.0%
Living history activities	14.9%	51.0%	34.1%
Park specific annual pass	19.0%	44.9%	36.1%
Regional parks annual pass	16.0%	47.8%	36.2%
Special park events	12.4%	51.1%	36.5%
Staff/volunteer led hikes	15.2%	51.0%	33.8%

Tonto National Forest Recreation Survey –  
conducted by ASU in 2014

**tonto national forest  
recreation fee  
technical report 2014**

## Tonto National Forest Recreation Fee Survey



*Table 12. Type of Pass Used*

Pass Type	N	%
Tonto Daily Pass	214	56.5
Tonto Annual Pass	44	11.6
Senior Pass	32	8.4
Interagency Pass with or without upgrade	9	2.4
Access Pass	5	1.3
Military Pass	5	1.3
Volunteer Pass	2	0.5
None	94	24.8

*Table 13. Place of Pass Purchase*

Place	N	%
Retail Store	191	58.8
Forest Service Office	67	20.6
Other Federal Agencies	12	3.7
Internet	15	4.6
Other	37	11.4

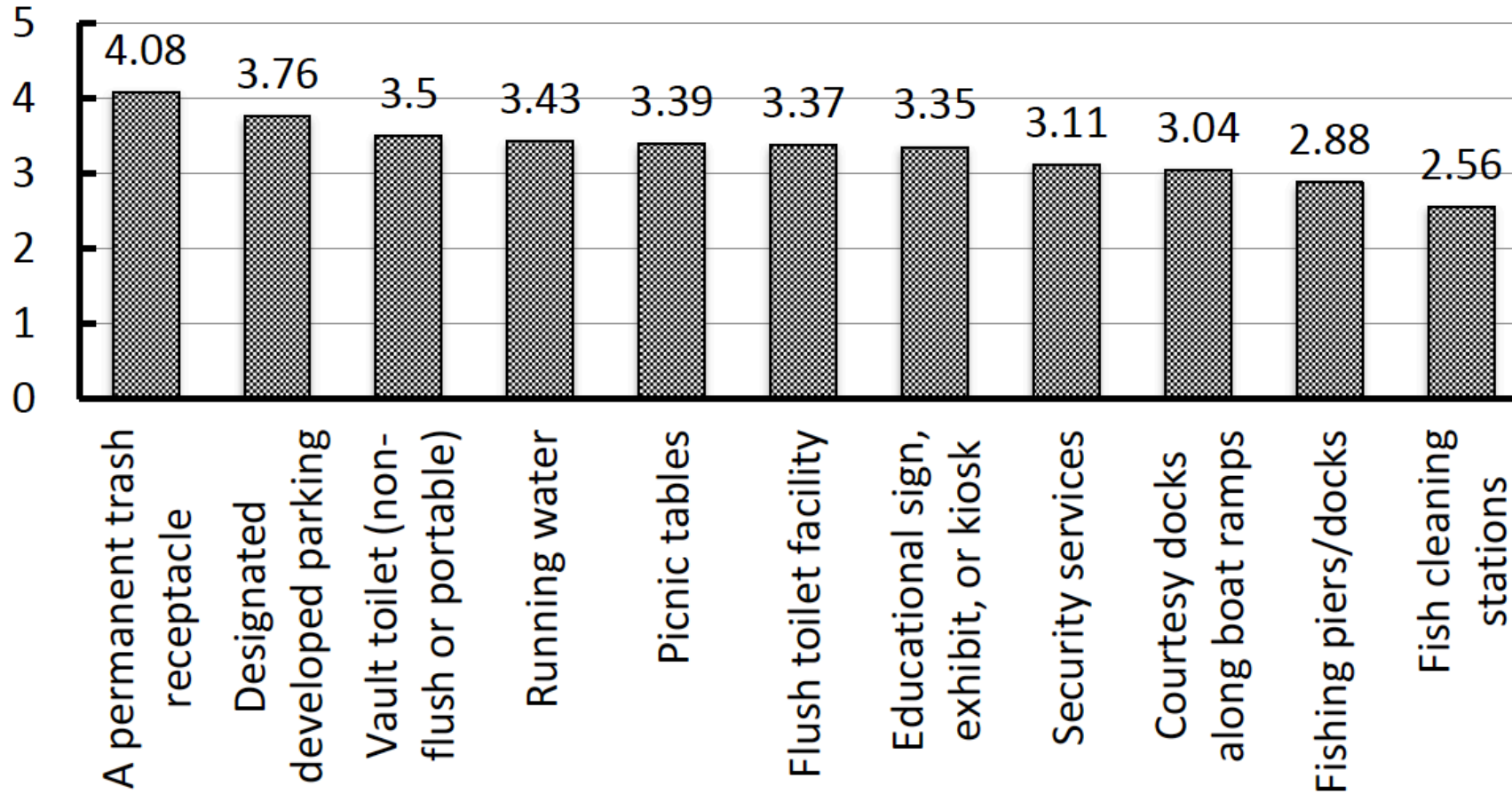


*Table 2. Participation in Recreation Activities*

<b>Activity</b>	<b>Frequency</b>	<b>Percent</b>
Hiking/Walking	186	47.3
Picnicking	128	32.6
Viewing natural features	119	30.3
Fishing	109	27.8
Camping	101	25.7
Driving for pleasure	98	24.9
Swimming	97	24.7
Tubing	81	20.6
Motor boating/Personal watercraft	55	14.0
Canoeing/Kayaking	36	9.2
Off-road riding	27	6.9
Water skiing/Water boarding	22	5.6
Mountain biking	15	3.8
Horseback riding	11	2.8
Other	48	12.3

## How important are these facilities for you?

(1=Not at all important and 5 = Very important)



# Non-motorized Trail – AZ Trail

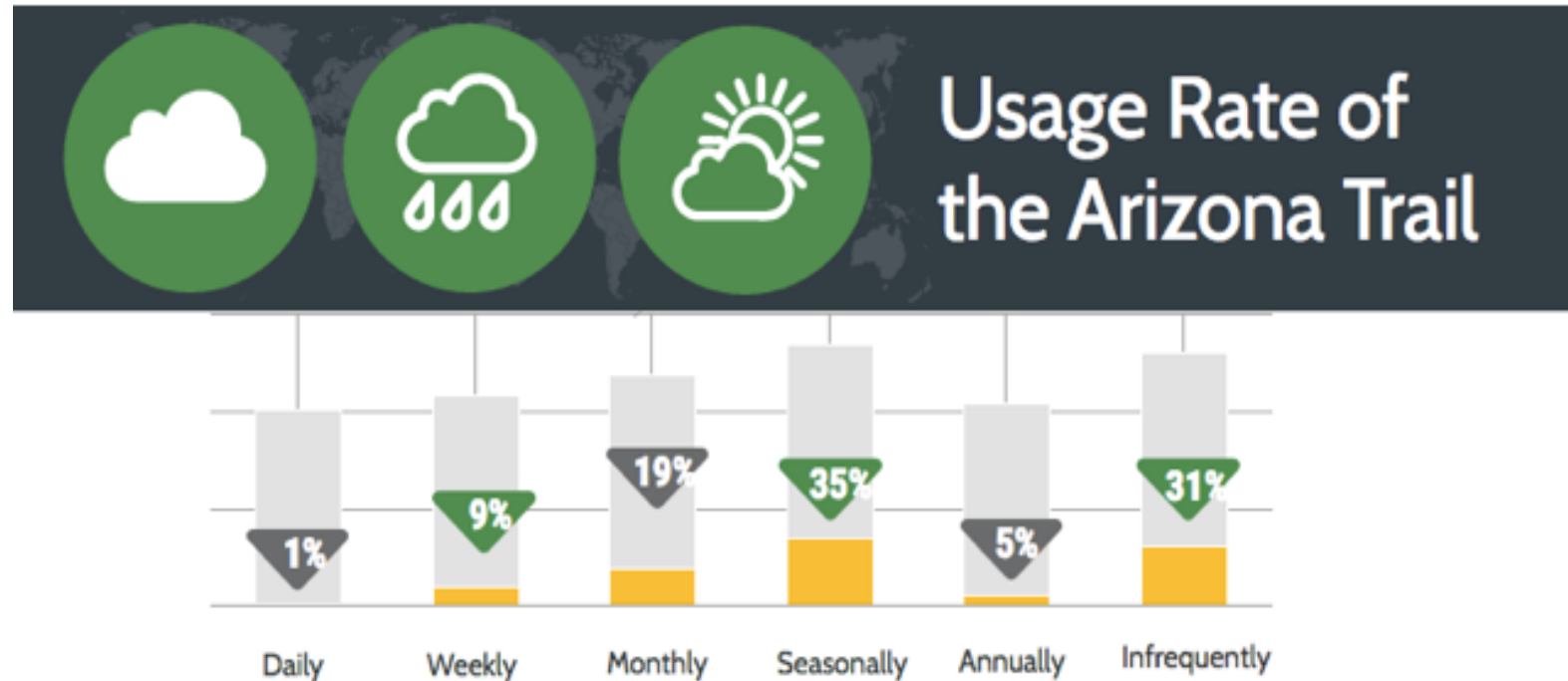
- Majority of visitors learn about Corridor by word-of-mouth or a friend
- Survey participants were all over 23 years old
- Over 50% are likely to patronize local businesses in the next 12 months
- 8 out of 10 plan to return to the trailhead area in the next 12 months



# Trails Survey – Non-motorized

## Activities Done on the Arizona Trail (Multiple Activities Allowed)

	Frequency	Percent
Hiking	72	85%
Mountain Biking	10	12
Running	5	6
Horseback Riding	4	5
Painting	3	4
Camping	1	1
Other	1	1





# Trails Survey – Non-motorized

## Trail User Experience with Community and Trailhead

First Time Trailhead Users		Repeat Trailhead Users	
Frequency	Percent	Frequency	Percent
Picket Post, American Flag, Tiger Mine, and Florence Kelvin Trailheads	40 48%	43	52%
Arizona Trail (Anywhere in AZ)	17 25	51	75
Towns of Superior, Kearny, and Oracle	11 16	59	84
Copper Corridor Region	15 23	51	77

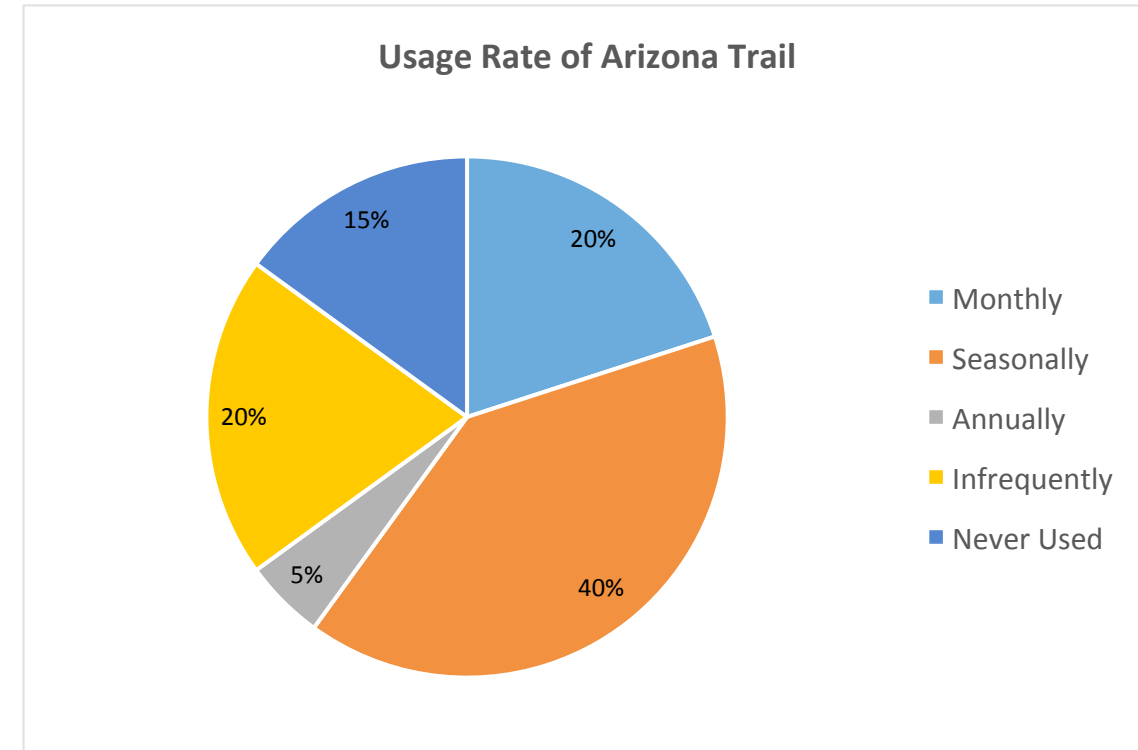
## Trail User Suggestions for Additional Recreation Activities in the Copper Corridor

Activities	Times Mentioned
Mountain Biking	6
Leave it alone / none	4
Hiking	3
Climbing	2
Camping	2
Off Road Coaster Wagon Races	1
ATV Riding	1
Horseback Riding Trails	1
Geocaching	1
Picnic Area	1
Kayaking	1
Water	1
Shopping	1

# Legends of Superior Trail Fest (LOST)

## Familiarity of Copper Corridor as a Regional Tourism and Recreation Area

	Frequency	Percent
Not Familiar	5	25%
Moderately Familiar	11	55
Very Familiar	4	20
Total	20	100%



# Legends of Superior Trail Fest (LOST)

LOST Attendee’s Suggestions for Additional Recreation Activities in the Copper Corridor

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

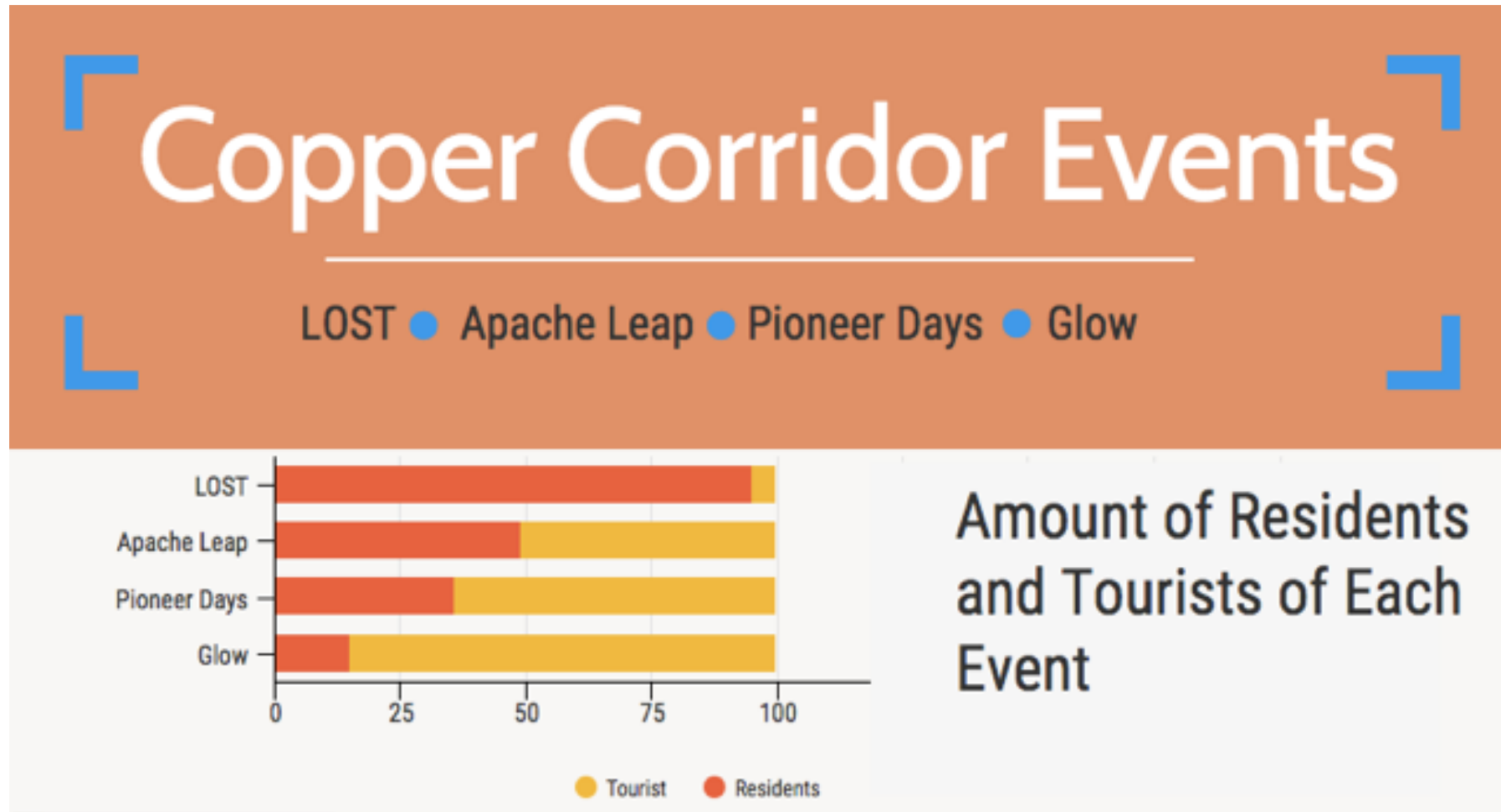


Rated Likelihood of Future Uses by Trail Users

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

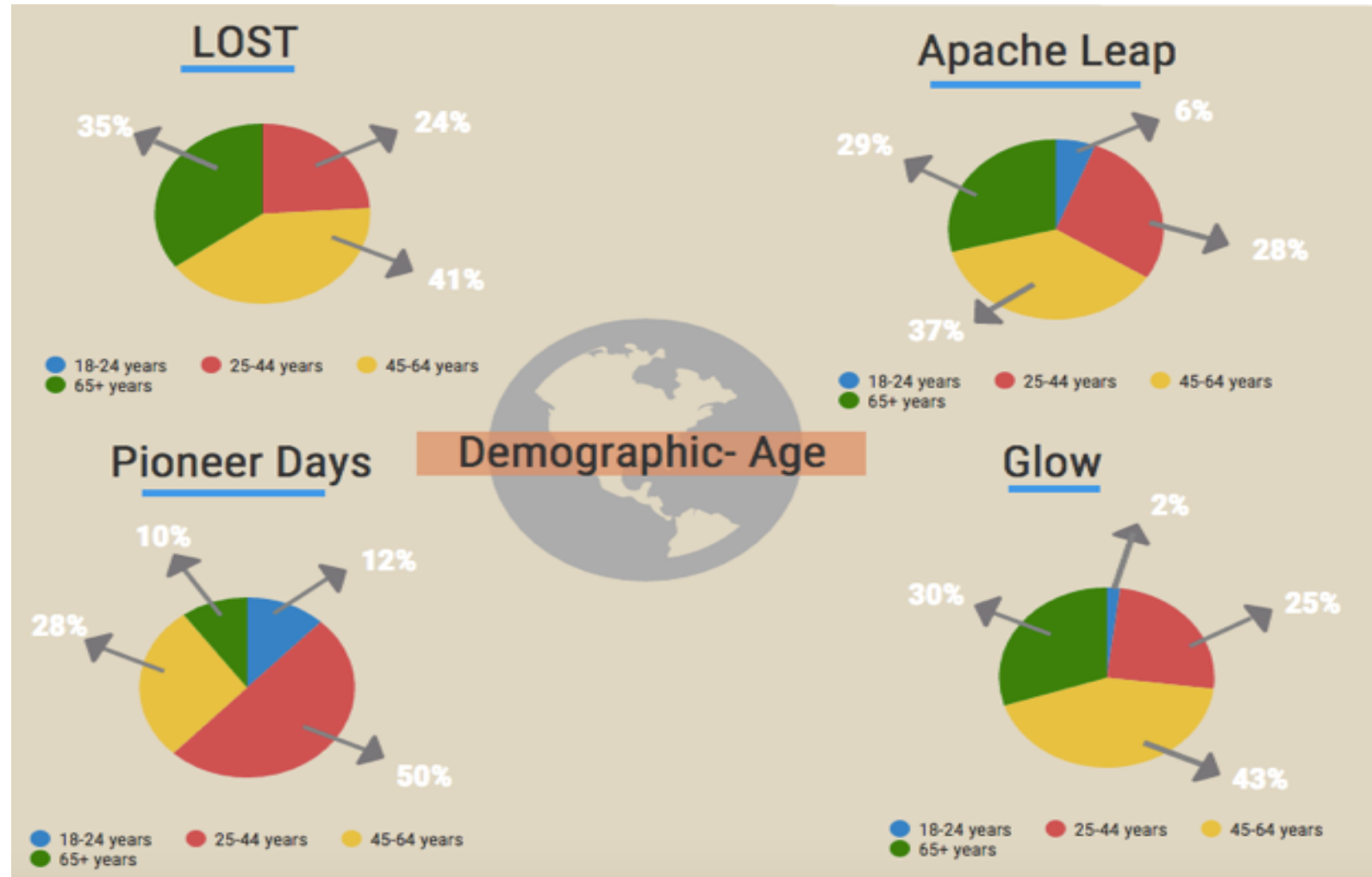


# Events Surveys





# Event Surveys



# OHV Users in Copper Corridor Region

# Trails Survey – Motorized

Primary Residency (Zip code) by Metropolitan Area/State		
Greater Phoenix Area	97	70%
Greater Tucson Area	32	23
Flagstaff Area	2	2
Alaska	2	2
Colorado	2	2
Minnesota	<u>1</u>	<u>1</u>
<b>Total</b>	136	100%

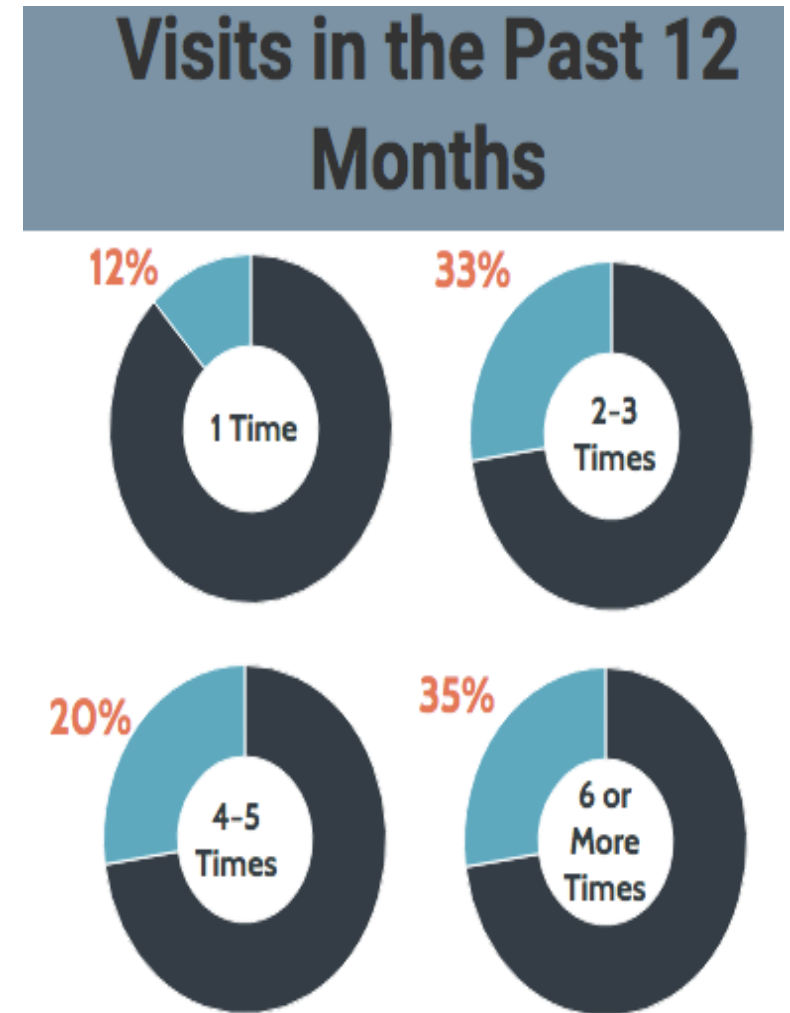


Arizona Residency Status		
Full-Time Arizona Resident	111	82%
Part-Time Arizona Resident <sup>a</sup>	<u>25</u>	<u>18</u>
<b>Total</b>	136	100%

Age	Frequency	Percent
18 to 24 years	0	0%
25 to 44 years	31	23
45 to 64 years	78	59
65 years & over	<u>24</u>	<u>18</u>
<b>Total</b>	133	100%

# Trails Survey – Motorized

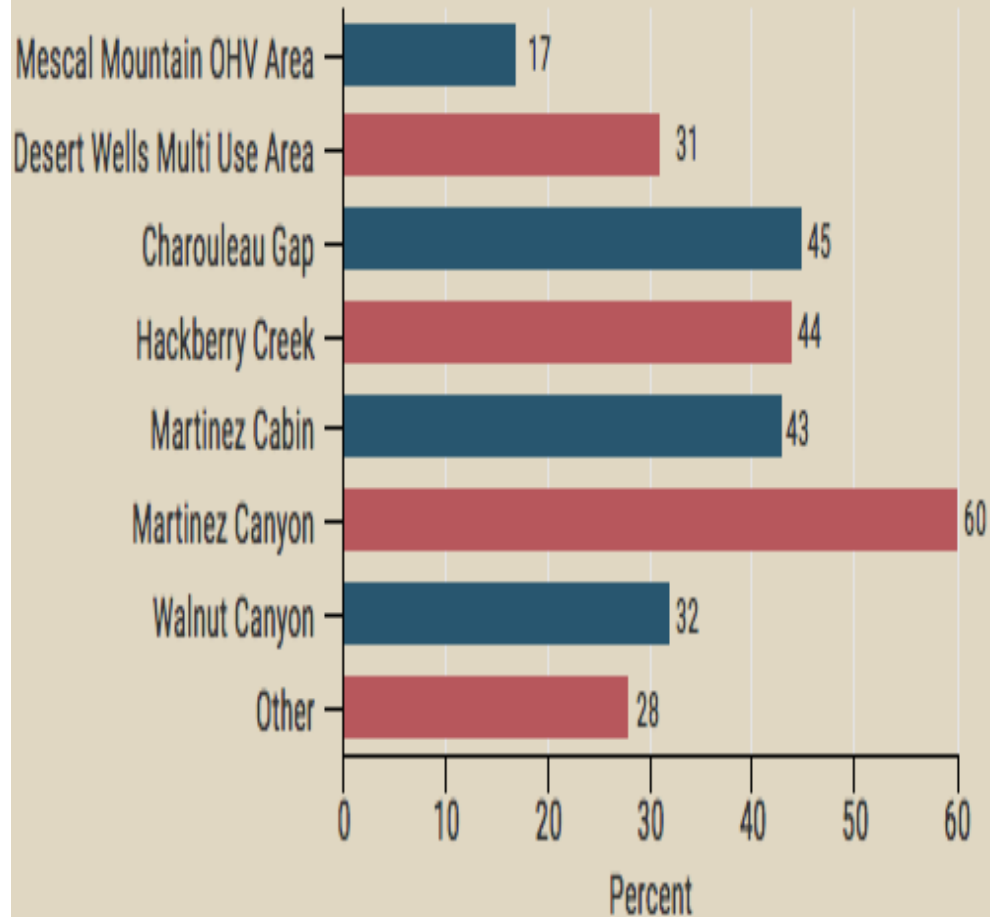
- 96% own an OHV
- Majority of visitors learned about OHV trails in the Copper Corridor from being a part of an off-road club or group
- 77% of respondents use OHVs for recreation; 23% use OHVs for both recreation and work
- 40% of respondents always ride with friends, while 24% ride with a club, and 21% ride with family
- Riding groups varied in size, generally between two and five or more individuals, with members between the ages of 41 and older



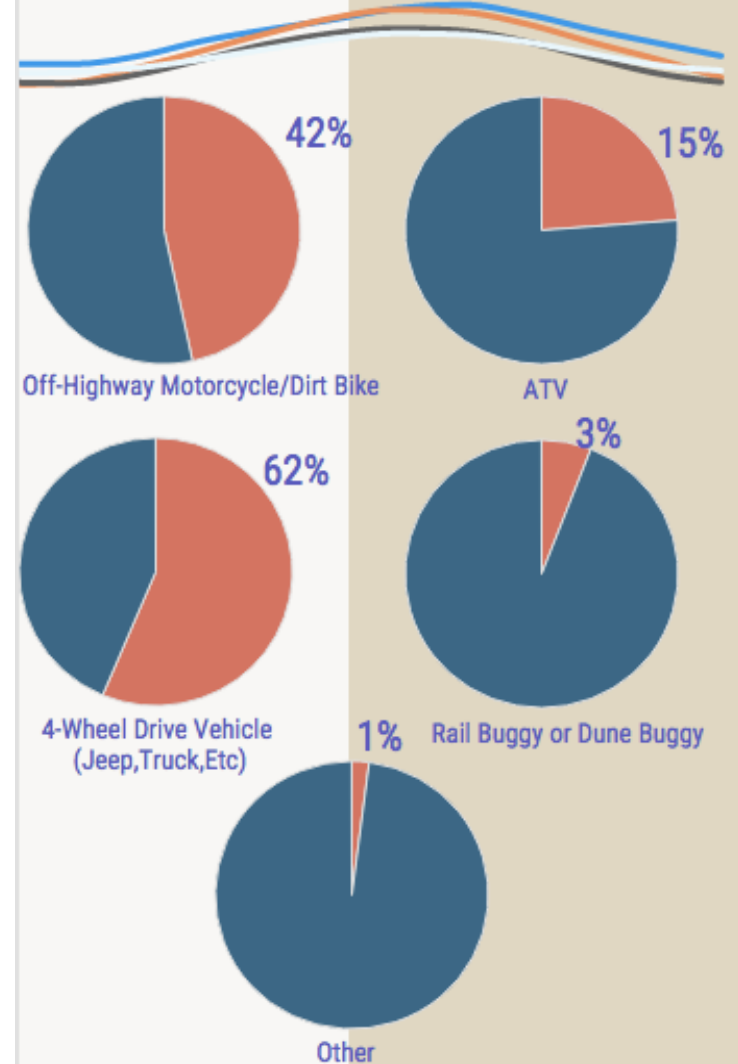


# Trails Survey – Motorized

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



## Type of OHV Used in the Copper Corridor

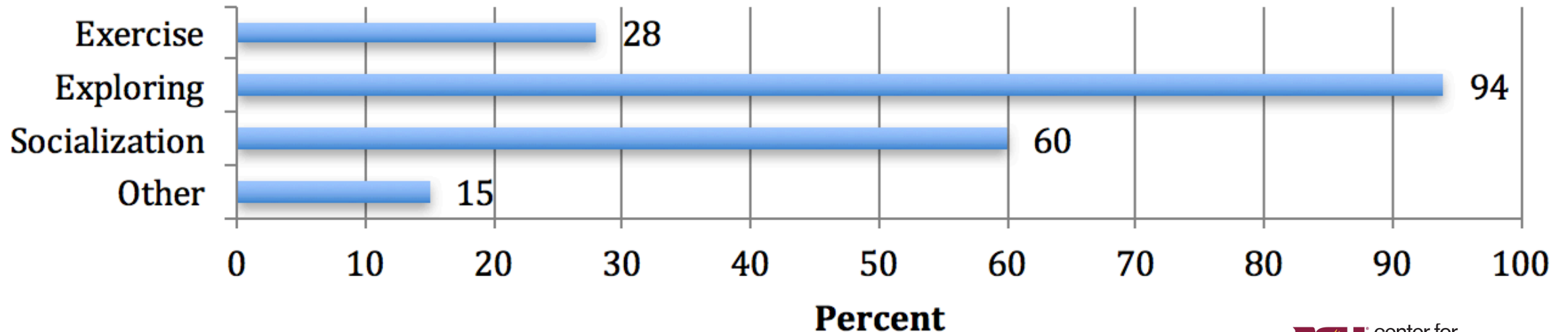


# Trails Survey – Motorized

**Months respondents visited the Copper Corridor the most:**

- January (75%)
- February (74%)
- March (66%)

**Primary Reason to Ride in the Copper Corridor Area** (Multiple Answers Allowed)

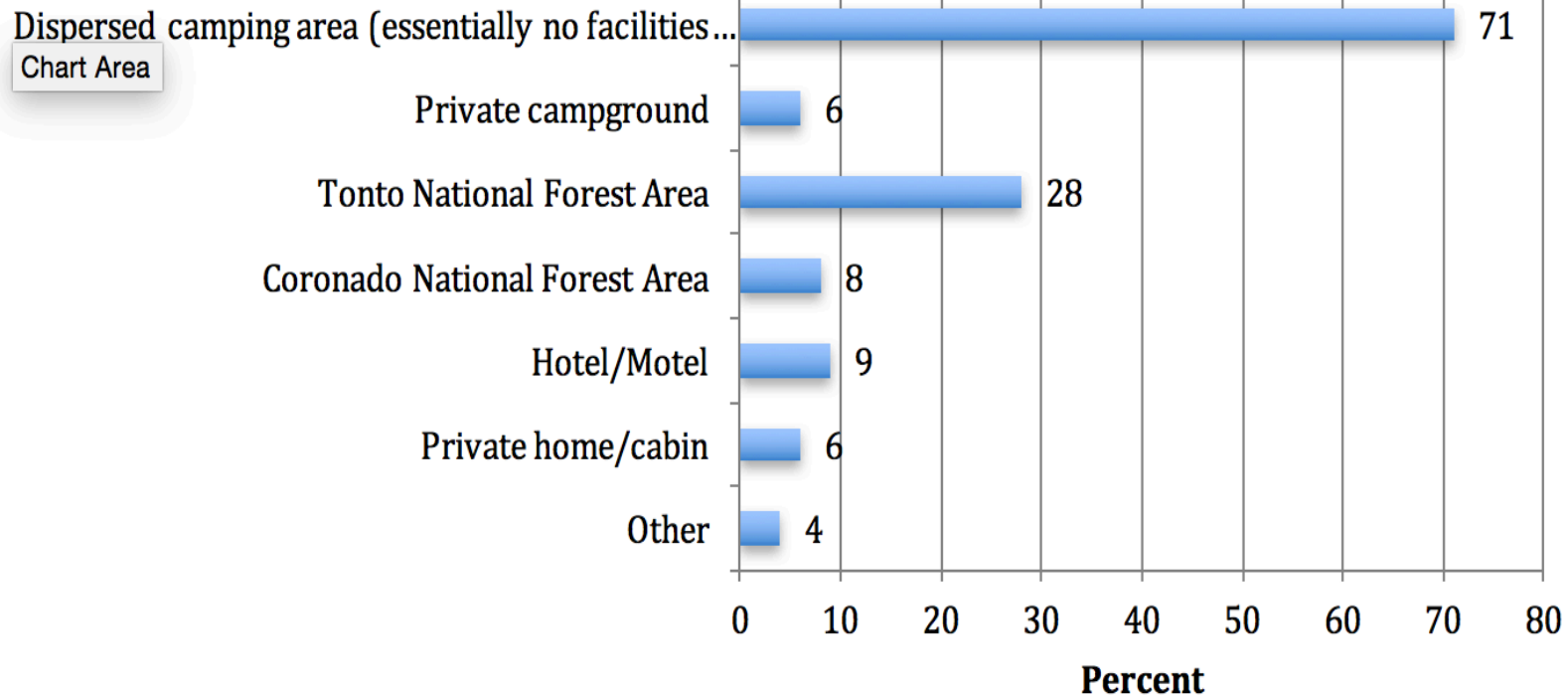


# Trails Survey – Motorized

## Number of Nights of Recent Multi-Day Visit

	Frequency	Percent
1 night	27	33%
2 nights	41	51
3 nights	10	12
4 or more nights	<u>3</u>	<u>4</u>
<b>Total</b>	81	100%

## Overnight Stays on a Recent Multi-Day Riding Visit (Multiple Answers Allowed)



# Recommendations

# Finding and Recommendation



**31% of respondents indicated seeing trailhead markings or wayfinding points in the Copper Corridor. 2% rated "excellent" trailhead and wayfinding.**

**This presents opportunity for further signage, which could ensure trail users stay in designated areas, as well as encourage further visitation and longer visits to the Copper Corridor.**





# Summary of OHV Findings and Recommendations

- Where are people coming from? East Valley
- What are they interested in? Hiking, trails, picnicking, ramadas
- Can they be attracted to communities and businesses? YES but the area needs more product, visitor services, and updated marketing to attract (on-site, social media) visitors
  - Any OHV commercial rentals or guiding? Pink Jeep Tours
  - Invite more groups from other parts of Phx to recreate in the area
- What is a message for East Valley residents (full and part-time)?
  - Explore
  - Spend time with friends and family
  - Developed and undeveloped amazing outdoor recreation
  - Visit more than 1 place, think about staying overnight

# Tourism and Recreation 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
- Look for great pictures
- Business listings
- Familiarization Tours (FAM)



# Strategies: Small Business Development

- Cultivate a sense of place through entrepreneurial ventures
- Lodging
- Food options that Phx residents will find attractive
- Workforce training
- Local First programs



# Strategies: Funding

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





# Tourism Marketing Plan and Tourism Planning and Implementation Efforts

**Tourism  
Marketing Plan  
for the  
Copper Corridor**





# Look for.....

- NPS Rivers, Trail, and Conservation Assistance
- Arizona State Committee on Trails (ASCOT)
- State OHV study being conducted by Deepak Chhabra, ASU colleague



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## Contact

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