

Events are important activities to residents and tourists in Copper Corridor communities. Events are also a strong segment of the tourism and recreation sector of the economy. Events attract tourists to the community who then spend in local economies and stay overnight. The results of research on four primary events in the Copper Corridor communities provide an overview of the tourism potential that could be further developed.

	LOST	Apache Leap	Pioneer Days	Glow
Theme of event	AZ Trail	Heritage	Heritage	Art
Town where event held	Superior	Superior	Kearny	Oracle
Date(s) of data collection (and event)	February 13, 2016	March 12, 2016	March 26, 2016	October 24, 2015
% of tourists (50 miles away from home) vs. resident	Tourists: 5% Part-Time Residents: 16% Residents: 79%	Tourists (51%) Residents (49%)	Tourists (64%) Residents (36%)	Tourist (85%) Resident (15%)
Demographic - Age				
18-24 years	0%	6%	12%	2%
25-44 years	24%	28%	50%	25%
45-64 years	41%	37%	28%	43%
65+ years	35%	29%	10%	30%
Travel party				
Adults (mean #)	4.4	2.9	3.6	N/A
Children (%)	9%	69%	83%	11%
Other activities in community/region along with event	Shopping & Dining (45%)	Shopping (30%)	Eating (10%)	Participated in other Activities (20%)
Rating of things to see and do in area (% excellent)	33%	33%	23%	40%
Promotions for First Learning about Event -Top2	N/A	Facebook (29%) www.superiorchamber.org (27%)	Facebook (22%) Newspaper (20%)	www.triangleranch.com (67%) Other (21%)
First-time event participants (%)	38%	57%	6%	50%