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
<table>
<thead>
<tr>
<th>Arizona Office of Tourism Community Development</th>
</tr>
</thead>
</table>

### 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
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
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

<table>
<thead>
<tr>
<th>Tourism Team Meeting Dates</th>
<th>Goal of Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 10, 2015</td>
<td>Informational/Get to know the Copper Corridor</td>
</tr>
<tr>
<td>October 8</td>
<td>Informational/Get to know Kearny</td>
</tr>
<tr>
<td>October 26</td>
<td>SWOT Analysis &amp; Itinerary Activity</td>
</tr>
<tr>
<td>January 25, 2016</td>
<td>Review SWOT findings, discuss Target Markets</td>
</tr>
<tr>
<td>April 4</td>
<td>Research Updates/meet with Arizona Office of Tourism representative</td>
</tr>
<tr>
<td>June 27</td>
<td>Establish Vision and discuss Profile of Visitors</td>
</tr>
<tr>
<td>September 12</td>
<td>Review Marketing Plan and discuss action items by Target Market</td>
</tr>
</tbody>
</table>
S.W.O.T Analysis

**Critical Internal Weaknesses**
- Lack of coordination
- Mining economy (foreign investment)
- Lack of funding for projects/marketing/tourism
- Poor schools
- Workforce lacks education
- Lack of marketing outside the area
- Lack of vision for the area

**Numerous External Opportunities**
- Recreational events/activities
- AZ Trail expansion →opportunities for businesses to reach trail users
- Highway 77 expansion
- Proximity to Phoenix/Tucson
- Railroad
- Connecting to larger venues (Biosphere/Arboretum)

**STRENGTHS**
- Natural geographic beauty
- Proximity of other cities and history/nature/culture
- Winter visitors
- Proximity to Phoenix/Tucson
- Outdoor activities
- Gila River county
- Unique communities

**Major External Threats**
- School funding
- No broadband- access to social media
- Cooperation between groups
- Signage
- Poor reputation
- Property owners that will not modify
- Economy

**Substantial Internal Strengths**
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

Source: Longwoods International & Arizona Office of Tourism
State Park Visitor Survey

Oracle State Park Visitors from 2014-2015

<table>
<thead>
<tr>
<th>Months</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>600</td>
<td>550</td>
</tr>
<tr>
<td>Feb</td>
<td>400</td>
<td>450</td>
</tr>
<tr>
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<td>Apr</td>
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<tr>
<td>May</td>
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<tr>
<td>Jun</td>
<td>600</td>
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</tr>
<tr>
<td>Jul</td>
<td>500</td>
<td>550</td>
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<tr>
<td>Aug</td>
<td>400</td>
<td>450</td>
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<tr>
<td>Sept</td>
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<tr>
<td>Oct</td>
<td>200</td>
<td>250</td>
</tr>
<tr>
<td>Nov</td>
<td>100</td>
<td>150</td>
</tr>
<tr>
<td>Dec</td>
<td>300</td>
<td>250</td>
</tr>
</tbody>
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Total Visitors in 2014: 6,186 persons
Total Visitors in 2015: 6,852 persons

Boyce Thompson State Park Visitation from 2014-2015

<table>
<thead>
<tr>
<th>Months</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>2000</td>
<td>2200</td>
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<tr>
<td>Feb</td>
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<td>2800</td>
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<td>1800</td>
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<td>1500</td>
<td>1500</td>
</tr>
<tr>
<td>Nov</td>
<td>1000</td>
<td>1000</td>
</tr>
<tr>
<td>Dec</td>
<td>500</td>
<td>600</td>
</tr>
</tbody>
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Total Visitors in 2014: 79,480 persons
Total Visitors in 2015: 85,913 persons
## Trails Survey – Non-motorized

<table>
<thead>
<tr>
<th>Survey Location</th>
<th>Trail Survey Dates</th>
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</thead>
<tbody>
<tr>
<td>American Flag Trailhead, Oracle</td>
<td>January 30, 2016</td>
</tr>
<tr>
<td>Florence-Kelvin Trailhead, Kearny</td>
<td>February 20, 2016</td>
</tr>
<tr>
<td>Florence-Kelvin Trailhead, Kearny</td>
<td>March 26, 2016</td>
</tr>
<tr>
<td>Picketpost Trailhead, Superior</td>
<td>November 7, 2015</td>
</tr>
<tr>
<td>Picketpost Trailhead, Superior</td>
<td>January 30, 2016</td>
</tr>
<tr>
<td>Picketpost Trailhead, Superior</td>
<td>March 26, 2016</td>
</tr>
<tr>
<td>Tiger Mine Trailhead, Oracle</td>
<td>February 21, 2016</td>
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</table>
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

- Daily: 1%
- Weekly: 9%
- Monthly: 19%
- Seasonally: 35%
- Annually: 5%
- Infrequently: 31%
Trails Survey – Non-motorized

Usage of the Arizona Trail

Activities Done on the Arizona Trail

- Hiking: 85%
- Mountain Biking: 12%
- Running: 6%
- Horseback Riding: 5%
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
Trails Survey - Motorized

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

<table>
<thead>
<tr>
<th>Trail</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mescal Mountain OHV Area</td>
<td>17</td>
</tr>
<tr>
<td>Desert Wells Multi Use Area</td>
<td>31</td>
</tr>
<tr>
<td>Charouleau Gap</td>
<td>45</td>
</tr>
<tr>
<td>Hackberry Creek</td>
<td>44</td>
</tr>
<tr>
<td>Martinez Cabin</td>
<td>43</td>
</tr>
<tr>
<td>Martinez Canyon</td>
<td>60</td>
</tr>
<tr>
<td>Walnut Canyon</td>
<td>32</td>
</tr>
<tr>
<td>Other</td>
<td>28</td>
</tr>
</tbody>
</table>

Type of OHV Used in the Copper Corridor

- Off-Highway Motorcycle/Dirt Bike: 42%
- ATV: 15%
- 4-Wheel Drive Vehicle (Jeep, Truck, Etc): 62%
- Rail Buggy or Dune Buggy: 3%
- Other: 1%
Visitor Center Guest Registry Log

Visitor Center Guest Registry Log

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

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

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

Visitor vs. Local
Visitor Center Guest Registry Logs

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

February 2016: 107
January 2016: 60
August 2014: 57
March 2015: 54

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

February: 621
March: 528
January: 360
April: 341

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

February 2015: 68
January 2015: 65
April 2015: 57
October 2014: 47
Events Surveys

Copper Corridor Events

- LOST
- Apache Leap
- Pioneer Days
- Glow

Amount of Residents and Tourists of Each Event

- Tourist
- Residents
Event Surveys

**LOST**
- 35% 18-24 years
- 24% 25-44 years
- 41% 45-64 years

**Apache Leap**
- 29% 18-24 years
- 6% 25-44 years
- 28% 45-64 years

**Pioneer Days**
- 10% 18-24 years
- 12% 25-44 years
- 50% 45-64 years

**Glow**
- 30% 18-24 years
- 25% 25-44 years
- 43% 45-64 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

Photos: Tripadvisor.com
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
Welcome to ASU's Center for Sustainable Tourism,

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 that respects and protects the environment, supports communities, and enhances the quality of life for all.

https://scrd.asu.edu/sustainabletourism
THANK YOU