



**Study of Superior Chamber of Commerce Guest Registry Logs
Completed for Copper Corridor Economic Development Coalition and
Arizona Office of Tourism
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Data collected from October 2014 to September 2015**

Completed by: Maya Azzi (analysis), Masters Student, Christine Vogt, Ph.D., Center Director for the Center for Sustainable Tourism (chrisv@asu.edu), Kari Roberg (analysis), Masters Student, Chase Perren (analysis), Undergraduate Student

Center for Sustainable Tourism at Arizona State University

Overview of Study and Methods

This study aimed to better understand visitors to the Copper Corridor, which is an area of central Arizona that is made up of 11 mining and former mining communities. This was accomplished by reviewing the guest registry logs from the three visitor centers in the Copper Corridor. Visitor centers offer a place to welcome guests to a destination and provide information to assist guests in making the most of their trips. As an initiative, the Arizona Office of Tourism (AOT) designed guest registry logs to be displayed in visitor centers throughout Arizona to engage visitors in sharing information about themselves and their trip.

The guest registry logs include fields for guests to enter their name, where they are from, whether they are a visitor or local, if travel is for business or leisure, how many nights spent in the community and in Arizona, type of accommodations used, and size of traveling party. The desire is for every travel party entering a visitor center to sign-in to the guest registry log and to fill out each field on the log. However, guests often did not fill out every field, which leaves challenges for comparison across fields. Footnotes in the tables below denote the number of missing responses for each variable. There are limitations to using registry logs to assess the number of visitors. First, not everyone will sign a registry. Second, the number of people reported in a travel party might not be correct if several vehicles are used.

The Copper Corridor region has three visitor centers. Two in Superior, AZ and one in Oracle, AZ; both are gateway communities to the Copper Corridor. Each of the visitor centers report the number of guest log entries to the Arizona Office of Tourism on a monthly basis. This study, however, is the first to review and analyze the guest information provided on the logs. For this study, the guest registry logs from all three visitor centers of the Copper Corridor area were obtained. Reported here is a profile of visitors to the Superior Chamber of Commerce located as a storefront in downtown Superior. The findings are based on the guest registry logs from October 2014 to September 2015 provided by the chamber to represent a 12-month period. Superior also has another visitor center on Highway 60 on the west side of town. A total of 386 entries were made to the guest registry log at Superior Chamber of Commerce between October 2014 and September 2015. In 2014 there were 84 entries and in 2015 there were 302 entries.

Visitor Profile

The winter months of February (68 visitors), January (65 visitors), and March (57 visitors) had the highest visitation at the Superior Chamber of Commerce (Figure 1). The majority of guests (62%) were from Arizona (Table 1). More guests were domestic visitors (92%), with the highest percent (7%) of international visitors coming from Canada (Table 2). Seventy percent of respondents identify themselves as visitors (Table 3). Visitor travel parties were mostly male (45%), followed by couples (32%), and females (21%) (Table 4). Majority of visitors were there for leisure purposes (72%) and 41% locals were there for business purposes (Table 5). Friends/relatives were the most common form of accommodation for those who stayed overnight in the area (18%) (Figure 2). The average number of nights stayed in Arizona, represented by the median, was 60, with the number of nights ranging from zero to 180. The average number of nights in the Copper Corridor, represented by the median, was zero with the number of nights ranging from zero to 180. Travel parties consisted mostly of adults, with numbers ranging from one to seven (Table 6).

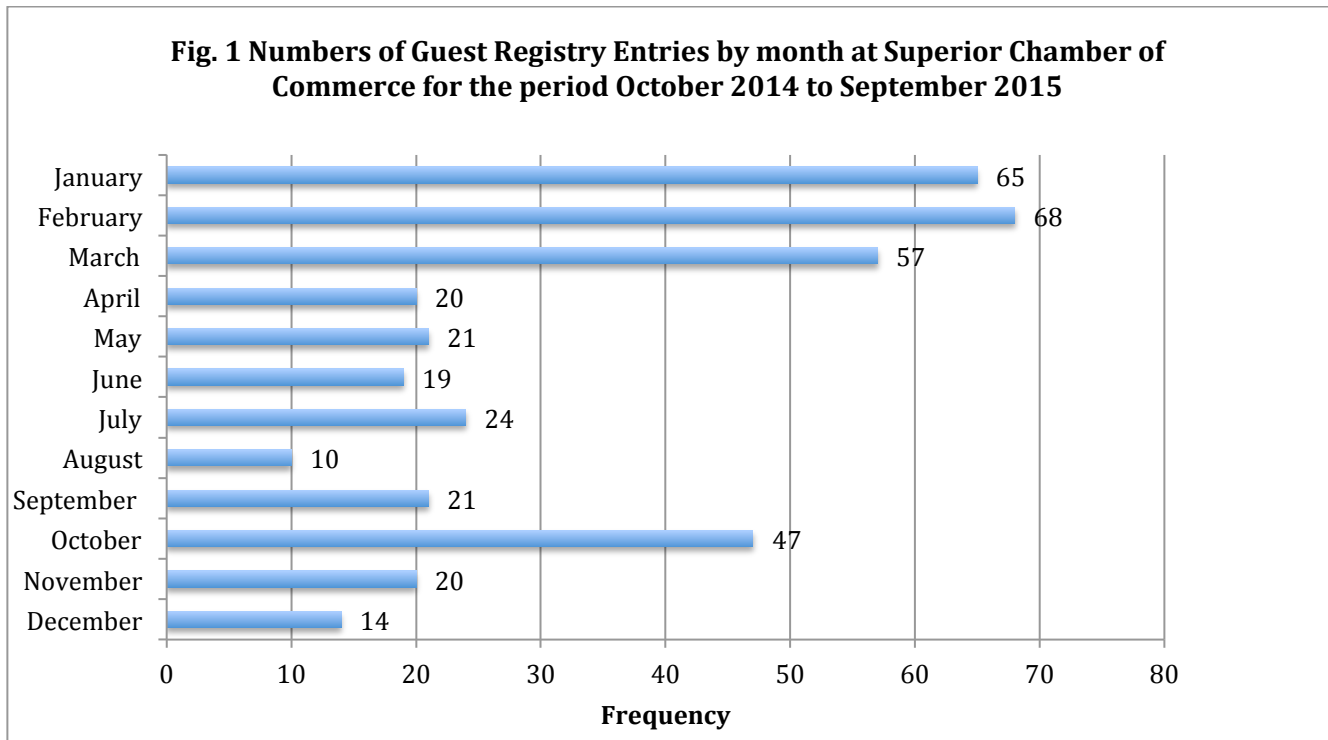


Table 1: Origin of Visitors, Reported by Top Four States, Superior Chamber of Commerce

State of Origin	Frequency	Percent (%)
Arizona	221	62%
Minnesota	15	4
California	10	3
Wisconsin	10	3
Other ^a	100	28
Total^b	356	100%

^a. “Other” accounts for 36 states from which 9 visitors or less originated. The term “states” included the United States, Canadian provinces, and cities of other countries.

^b. There were 30 missing responses.

Table 2: Origin of Visitors, Reported by Top Two Countries, Superior Chamber of Commerce

Country of Origin	Frequency		Percent (%)	
	Local	Visitor	Local	Visitor
USA	336		92%	
Canada	25		7	
Other ^a	<u>1</u>		<u>1</u>	
Total^b	362		100%	

^a. “Other” accounts for one visitor originating from one country not listed on the table.

^b. There were 24 missing responses.

Table 3: Visitors and Locals, Superior Chamber of Commerce

Residency	Frequency		Percent (%)	
	Local	Visitor	Local	Visitor
Visitor	165		70%	
Local	<u>69</u>		<u>30</u>	
Total^a	234		100%	

^a. There were 152 missing responses from the guest registry.

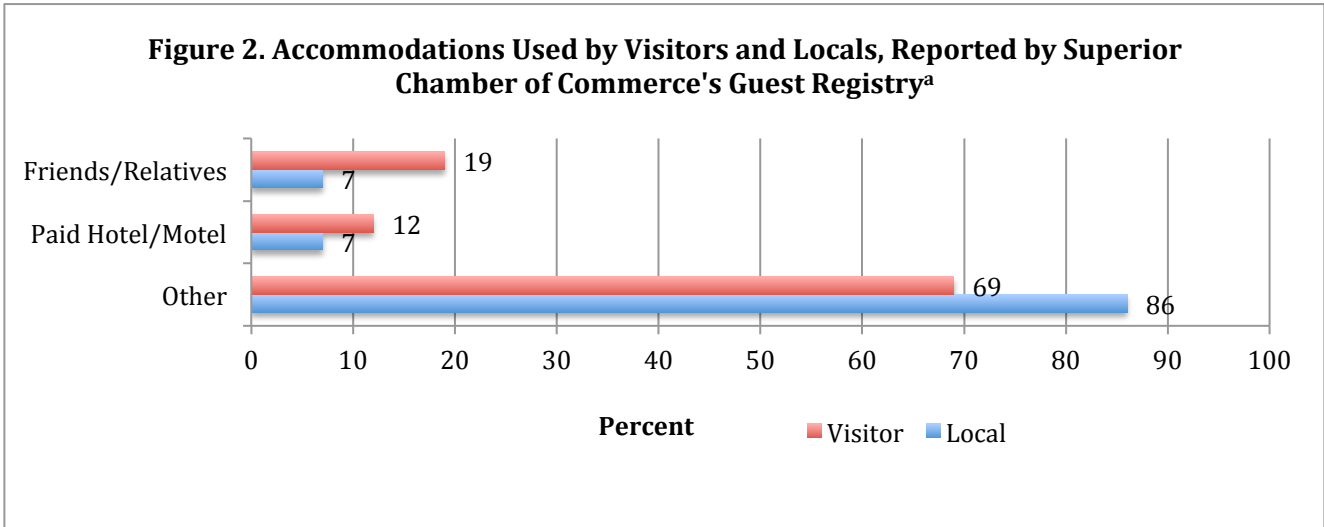
Table 4: Composition of Party, Superior Chamber of Commerce

Composition Type	Frequency		Percent (%)	
	Local	Visitor	Local	Visitor
Male	30	75	44%	45%
Female	30	35	44	21
Couple	8	52	12	32
Family	<u>0</u>	<u>3</u>	<u>0</u>	<u>2</u>
Total^a	68	165	100%	100%

^a. Couple represents a traveling party of two people. Family represents a traveling party of three or more people.

Table 5: Purpose of Visit to the Copper Corridor Region, Reported by Superior Chamber of Commerce Guest Registry

Purpose	Frequency		Percent (%)	
	Local	Visitor	Local	Visitor
Leisure	29	100	57%	72%
Business	21	38	41	27
Both	<u>1</u>	<u>2</u>	<u>2</u>	<u>1</u>
Total	51	140	100%	100%



^a. There is potential likelihood of those filling out “Other” as having come to the area on a day trip, with no overnight staying involved. Other includes RV and tent camping as offered by the visitor.

Table 6: Averages of Nights Stayed and Number in Traveling Party for Visitors to Superior Chamber of Commerce^a

	Mean	Median	Mode	Range (Low - High)
Nights stayed in Arizona	71.5	60	180	0 - 180
Nights stayed in Copper Corridor Communities	9.8	0	0	0 - 180
Number of Persons in Traveling Party	2.1	2	2	1 - 7
Number of Adults in Traveling Party	2.0	2	2	1 - 6
Number of Children in Traveling Party ^b	0.3	0	0	0 - 5

^a. This table excluded those who indicated they were locals.

^b. Among the traveling parties, 3% had children in them.

Conclusion and Recommendations

This study is the first to analyze any Arizona Office of Tourism guest registry logs and offers valuable insight into the visitors of the Copper Corridor. Understanding the visitors to the Copper Corridor will assist in strategizing future marketing efforts and developing tourism in the region.

The difference between number of nights stayed in Arizona and number of nights stayed in the Copper Corridor shows opportunity for attracting more overnight stays and multi-day visitors to the Copper Corridor. Visitor centers should highlight accommodation options in the area and, as resources allow, assist guests in making accommodation reservations. Brochures or displays with itinerary suggestions can also be valuable in encouraging longer visits to the region. As marketing develops in the Copper Corridor, visitor centers could be used as a means of furthering advertising such as social media campaigns, the use of a regional hashtag, encouraging guests to write TripAdvisor reviews, and other similar actions.

Visitor centers are important points of contact to inform visitors of all there is to see and do in an area. Prominent signage and convenient access to visitor centers are key points to attracting travelers to pull off the road and engage at a visitor center. The Superior Chamber of Commerce is located on the downtown's main street. The chamber office is used for other business but provides a resource to visitors who may go downtown and not stop at the other visitor center. This second location is excellent for showcasing the community's history and current offerings. Not only does this help to exhibit the identity of the Copper Corridor and create a sense of place, but with social media and the popularity of sharing photos, these sites also provide nice spots for photographs. Additionally, the Chamber of Commerce Center is frequented by local residents who are stopping in for information. Locals play an important role in hosting friends and relatives for day or overnight trips.

The uniqueness of an area and local flavor are the most valuable assets of any destination. Building on the unique structure of the visitor center, training of volunteers and staff should seek to make them aware of, and enthusiastic about, the local flavor. Brochures and information should be provided about Superior, as well as the Copper Corridor, as the visitor centers can be valuable in bridging the communities of the region. Information on things to do at various times of day will aid in encouraging longer stays in the area. For example, nightlife is currently undeveloped in the area; however, stargazing might be an intriguing activity to suggest for the evening hours. Conducting a familiarization (FAM) tour for new volunteers and staff can be valuable for their knowledge of the area and thus promotion of all of the businesses of the Copper Corridor. This can also encourage longer stays and return visits to the region.