



Study of Event Attendees at GLOW
Completed for Copper Corridor Economic Development Coalition and Arizona Office of Tourism
April 2016
Data collected October 24, 2015 in Oracle Arizona

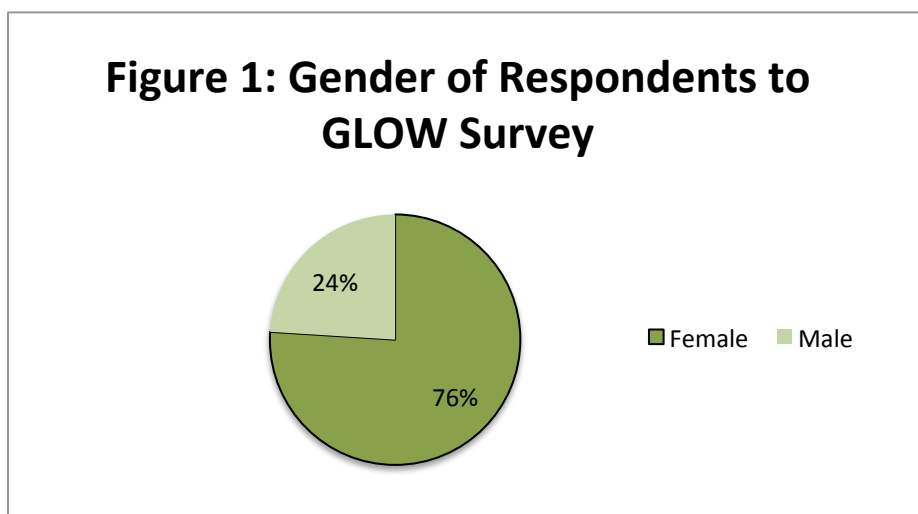
Completed by:
Maya Azzi (field work and analysis), Masters Student, Christine Vogt, Ph.D., Center Director for the Center for Sustainable Tourism (chrisv@asu.edu), Kari Roberg (field work and analysis), Masters Student, Chase Perren (field work and analysis), Undergraduate Student, Brenda Campbell (field work), Masters Student
Center for Sustainable Tourism at Arizona State University

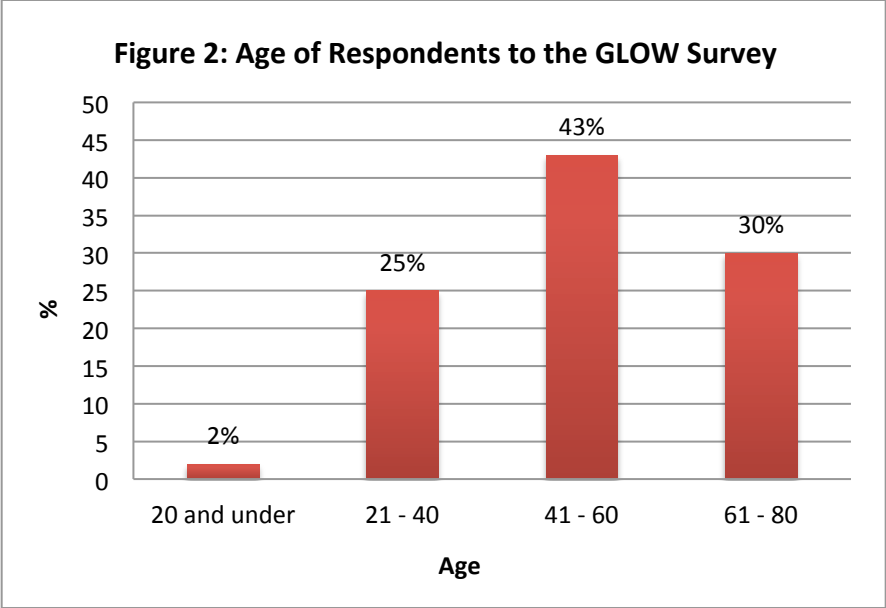
Overview of Study and Methods

A prominent event in the Copper Corridor region of Arizona is GLOW. This has been an annual event that is hosted at the Triangle L Ranch, in Oracle. In 2015, the event was held four nights over four weekends in September and October. An event survey was conducted on the last night, October 24, 2015 and administered from 7 P.M. to 9 P.M. Three ASU surveyors and one Copper Corridor representative were strategically positioned around the ranch property in an attempt to reach all the event attendees. One person per party was asked to complete the questionnaire. Sixty people completed the one-page questionnaire at the event. The survey asked about the attendee group, motive and experience with attending the event, and perceptions of Copper Corridor as a tourism region.

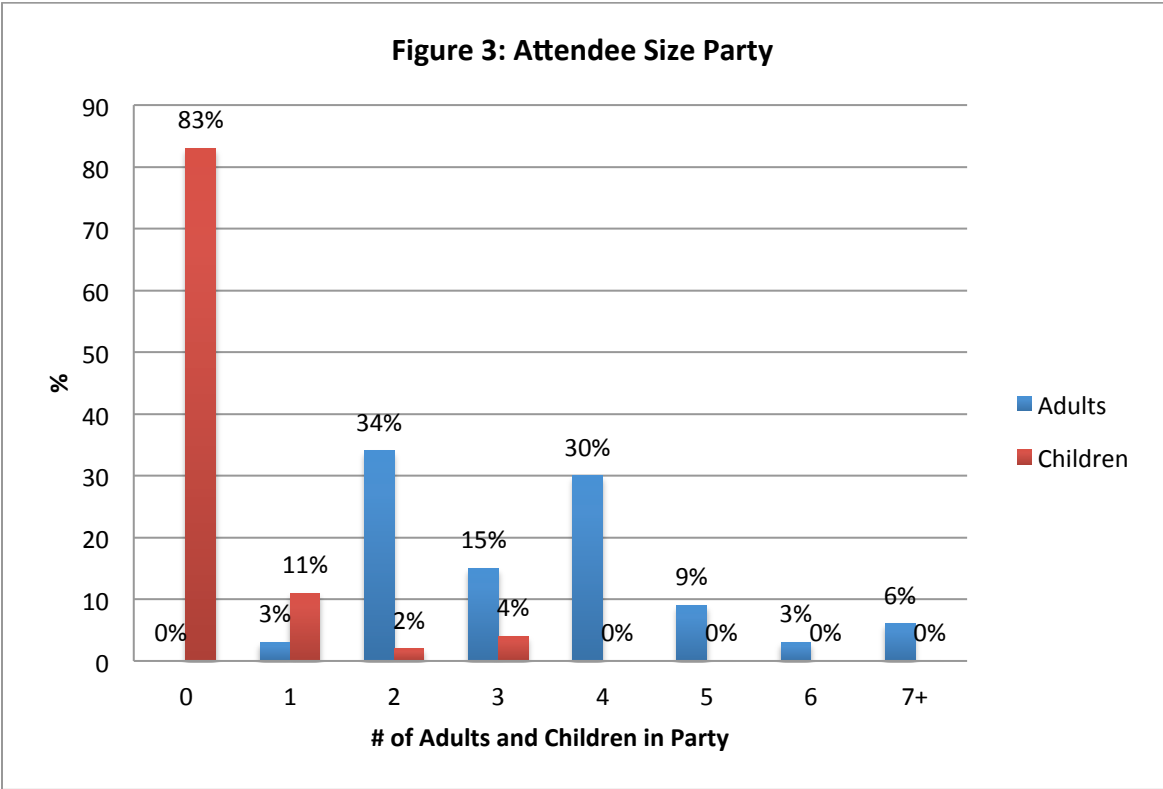
Demographics of GLOW Survey Respondents

The respondents were primarily female (76%) over male (24%) (Figure 1). The most common age group was between the ages of 41 and 80 years old (73%) (Figure 2). Respondents who were 40 years old or less comprised about one-quarter (27%) of attendees.

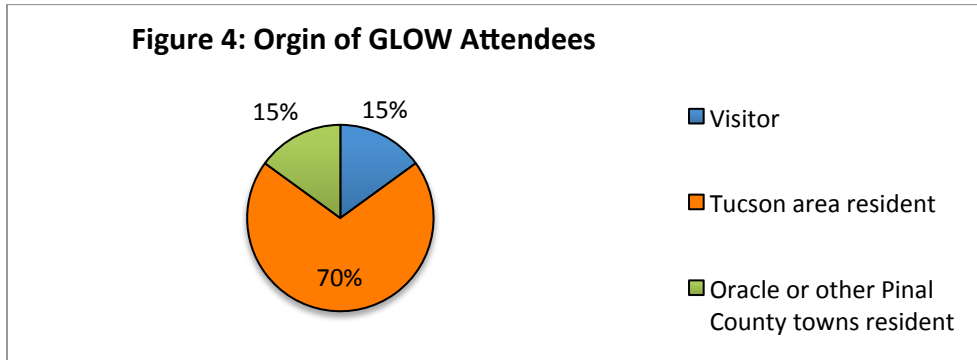




Most (83%) of the adults attending the event had a travel party with no children, and 11% of travel parties were traveling with one child (Figure 3). The most common attendee party consisted of two adults (34%).



Most respondents (70%) journeyed from the Tucson area to attend GLOW. There were an equal proportion of locals from Oracle or other Pinal County towns (15%) and those who traveled 50 miles or more (15%) to attend and are labelled as “visitors” (Figure 4).



Events and the Copper Corridor

Over 50% of respondents were largely unfamiliar with the Copper Corridor as a regional tourism and recreation area (Table 1). The remaining respondents (31%) were moderately or very familiar with the regional branding (Table 1).

Table 1. Familiarity of Copper Corridor as a Regional Tourism and Recreation Area

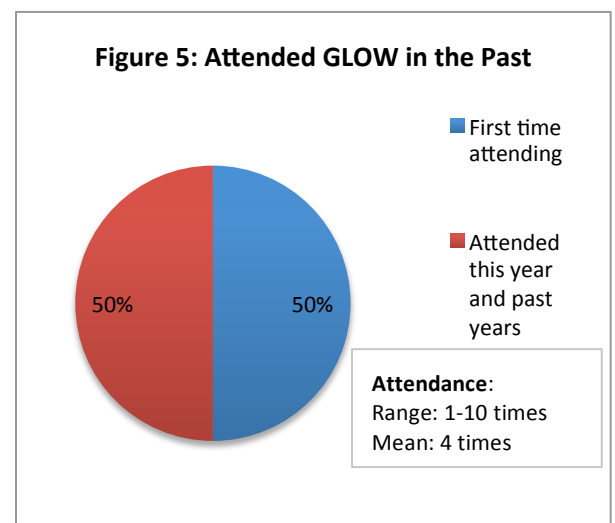
	Frequency	Percent
Not Familiar	41	69%
Moderately Familiar	11	19
Very Familiar	7	12
Total	59	100%

Table 2. Number of Times Attending GLOW in the Past^a

	Frequency	Percent
1-3 times	12	46%
4-6 times	12	46
7-9 times	1	4
10 or more times	1	4
Total	26	100%

^a 34 respondents did not select the number of times a previous attendee had attended.

Of those surveyed there was a 50/50 split between those who had attended the GLOW event at least once before and those that had not (Figure 5). Of respondents who had attended in the past, 92% had attended between one to six times.



Respondents indicated their main reason for attending GLOW was: family fun (45%), date night (24%), to be a part of the community (22%), to listen to music and dance (5%), or to learn about local artists (4%) (Table 3).

Table 3. Main Reason for Attending GLOW

	Frequency	Percent
Family Fun	26	45%
Date Night	14	24
Be Part of the Community	13	22
Listen to Music and Dance	3	5
Learn About Local Artists	2	4
Total	58	100%

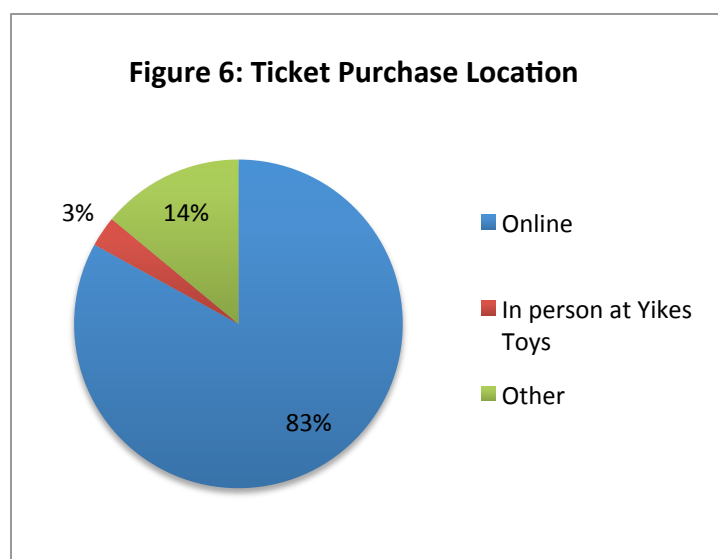
The Internet was the primary source for finding information about the event, with trianglelranch.com (67%), Facebook (10%), and oracletown.com (2%) chosen as websites used (Table 5). Two websites, tripadvisor.com and visitarizona.com, were asked about on the questionnaire but had no responses.

Table 5. Primary Source for Information Regarding GLOW^a

	Frequency	Percent
www.trianglelranch.com	39	67%
Other	12	21
Facebook	6	10
www.oracletown.com	1	2
Total	50	100

a. Tripadvisor.com and visitarizona.com were asked about on the questionnaire but had no responses.

Twenty-one percent of “Other” information sources provided by the respondents were friends, at the gate, and Tucson Weekly. The Internet is where over 80% of respondents purchased their tickets for the event (Figure 6).



Accommodations, Activities, and Community Participation

Three of the 60 respondents stayed in paid accommodation in Oracle in conjunction with attending GLOW. Twenty percent of respondents came to Oracle to do activities before the event and said they came to shop and dine, while 20% arrived before the event to do other activities (Figure 7).

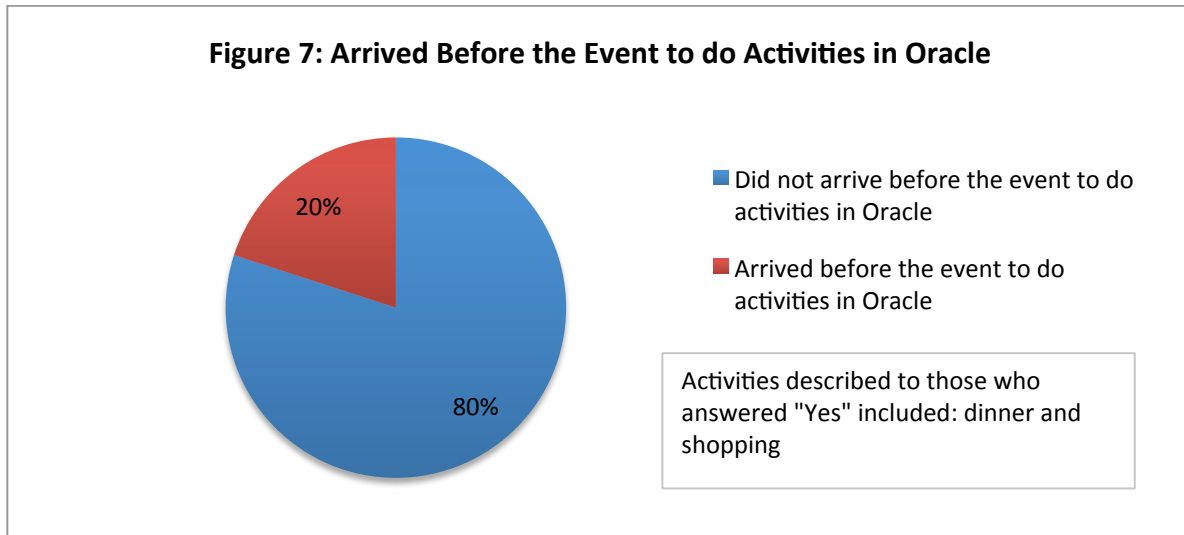
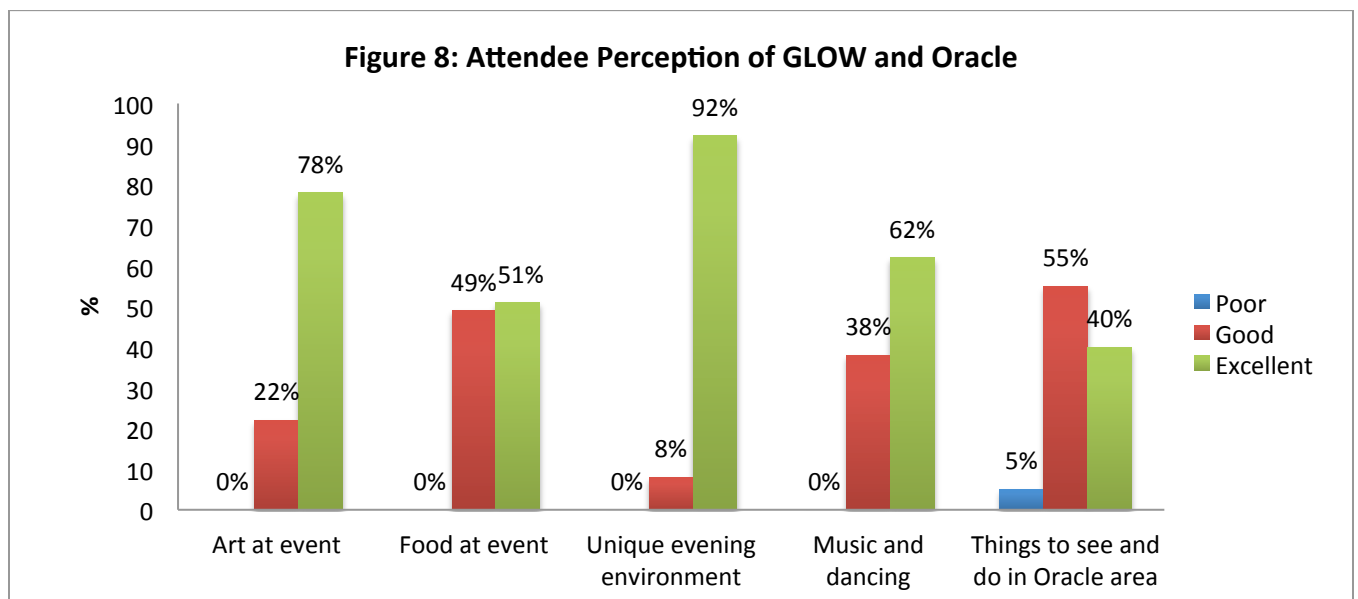
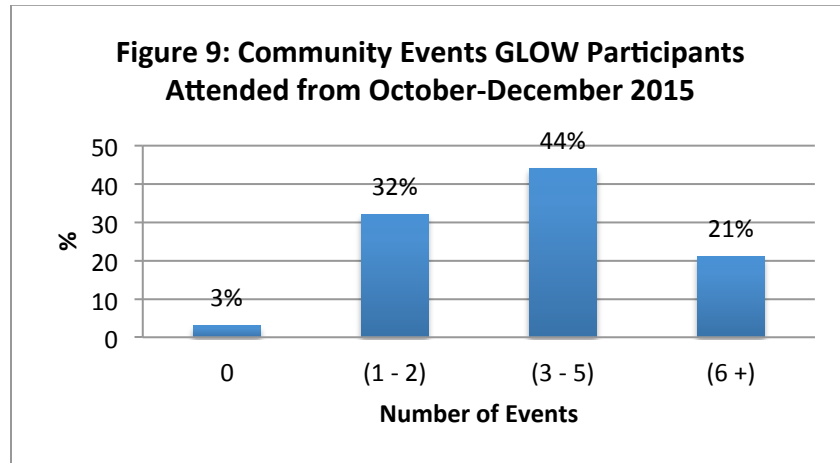


Figure 8 displays respondents' overall perception of the GLOW event and Oracle. Every category mentioned received a higher amount of "excellent" responses, except the category "Things to see and do in Oracle," which was also the only category that received "poor" ratings.



GLOW event attendees are very active in community events. Almost everyone had been to at least one community event in a three-month period (Figure 9). The largest group (44%) was those who attend three to five community events. No location parameters were placed on the question; meaning community events could be outside Oracle or the Copper Corridor area.



Conclusions and Recommendations

Community events are a popular activity amongst both residents and travelers. The Copper Corridor region currently hosts a number of unique events. Attendance for the event, based on respondents, was primarily residents of the surrounding region (85%), whereas visitors who traveled 50 miles or more made up 15% of respondents. This suggests that the area has the opportunity to expand its visitor market. The Copper Corridor lies directly in between the Phoenix and Tucson greater metropolitan areas and has a wealth of viable markets to attract, thus, these areas of focus should be integrated further into their current marketing efforts. Cooperative efforts between businesses in the Copper Corridor would be beneficial to visitor and economic growth in the area.

The majority of event attendees (73%) intercepted for the study were between the ages of 40 to 80 years old. Seventy-six percent of respondents were women, but this does not necessarily indicate more women were at the event. It is known that women are more likely to complete questionnaires. Fifty percent of respondents were first time attendees to the event, of whom 94% attended between one and six times.

With Oracle's proximity to Tucson and Phoenix, the community has a great opportunity to attract visitors from the greater metro areas. Both the event and town of Oracle were rated (out of a 3 point scale) 'excellent' from respondents (92%) as having a unique environment. With 44% of respondents saying that they attend 3 to 5 community events during the months of October, November, and December at any given place, the town can focus on marketing its events in the metro areas as a local and unique community art event. In doing so, it would be beneficial to remind community residents to extend invitations to their friends outside of the area to show them a piece of what makes their community so special. The majority of people surveyed (67%) heard about the event through www.triangle ranch.com and other outside sources (21%), this suggests an opportunity to expand marketing efforts. Partnering with local businesses, or companies that



promote local businesses (e.g., Local First Arizona), to share the event on different social media platforms could continue to propel the Internet presence of these community events. As marketing funds become available, advertising in print and online will further grow awareness of community events throughout the region.

The Copper Corridor has a rich history, a unique local culture, and a beautiful scenic surrounding environment, which is a major commonality among the surrounding communities. Twenty-seven percent of respondents were very familiar with the Copper Corridor as a regional tourism and recreation area. It is recommended that businesses of the area focus on supporting each other and their community by promoting the offerings of the region through word-of-mouth, online presence (social media and other free online advertisement opportunities), and placing print advertisement (Phoenix Republic Newspaper, Phoenix Magazine, and other suburban media outlets) when possible. As the communities bridge together, the ability to grow the tourist market will strengthen with them.

Additionally, Superior and other communities of the Copper Corridor can utilize the Arizona Office of Tourism's (AOT) free marketing services. Press releases regarding upcoming events, new development, recreation opportunities, and other news should be sent to AOT. Public events can also be submitted for inclusion on the Calendar of Events page, and businesses can manage listings on www.visitarizona.com. Familiarization tours (FAM) are also organized by AOT. Efforts to include Copper Corridor events on AOT's FAM tours, as well as future Copper Corridor FAM tours are encouraged.



Copper Corridor Economic Development Coalition



This first set of questions asks about your experiences at Glow.

1. Have you been to GLOW in the past? (✓ one)
 - No, this is my first time
 - Yes, how many times? (Fill in a number) _____ times including tonight
2. What is your main reason for attending GLOW at Triangle L Ranch? (✓ one)
 - Family fun
 - Date night
 - Be part of the community
 - Learn about local artists
 - Listen to music and dance
3. How did you purchase your GLOW tickets? (✓ one)
 - Online
 - In person at Yikes Toys
 - Other (please describe) _____
4. What Internet resource was your primary source for information regarding your trip to Oracle, AZ for GLOW at Triangle L Ranch? (✓ one)
 - www.trianglelranch.com
 - www.oracletown.com
 - www.visitarizona.com
 - www.tripadvisor.com
 - Facebook
 - Other (please describe) _____
5. Did you travel 50 miles or more to arrive to Oracle today? (✓ one)
 - Yes, I am a visitor
 - No, I am a resident of the Tucson area
 - No, I am a resident of Oracle or other Pinal County towns
6. Are you staying in a paid accommodation in the Oracle area tonight? (✓ one)
 - No Yes
7. Did you arrive before GLOW and do other activities in the Oracle area today? (✓ one)
 - No Yes, describe _____

8. How would you rate the following for GLOW and Oracle? (circle one for each line)

	Poor	Good	Excellent
Art at event	P	G	E
Food at event	P	G	E
Unique evening environment	P	G	E
Music and dancing	P	G	E
Things to see and do in Oracle area	P	G	E

This next set of questions asks about other events you may attend.

9. Have you been to other events at Triangle L Ranch? (✓ one)
 - No
 - Yes, which other events? (✓ one)
 - Private wedding
 - Private retreat
 - Private reunion
 - Other (please describe) _____
10. How many community events do you typically attend during the months of October, November, and December in any place? (✓ one)
 - 0 1-2 3-5 6+
11. How familiar are you with Copper Corridor as a regional tourism and recreation area? (circle one)

Not familiar	Moderately	Very familiar
1	2	3

This last set of questions asks about yourself and event group.

12. How old are you? (Fill in a number) _____ years old
13. Are you? (✓ one)
 - Female Male
14. How many people came with you to the event, including yourself? (Fill in a number)
 - _____ # of adults
 - _____ # of children 18 and younger

Thank you for completing this survey for GLOW at Triangle L Ranch in Oracle, AZ! Your answers are extremely valuable to the region's future successes.

