

## Appendix B. A Comparison of Globe-Miami and Tucson Visitors Who Stopped at Visitor Centers Versus All Visitors

| Characteristic                         | Tucson         |              | Globe          |              |
|--|----------------|--------------|----------------|--------------|
|  | Visited Center | All Visitors | Visited Center | All Visitors |
| Size of party (people)                 | 1.9            | 2.1          | 2.7            | 2.7          |
| Length of stay in community (days)     | 12.4           | 4.8          | 3.6            | 1.7          |
| Average expenditure per party per trip | \$1,513        | \$1,133      | \$209          | \$140        |
| Median income range                    | \$60-80,000    | \$60-80,000  | \$40-60,000    | \$40-60,000  |
| Percent visitors under 18 years of age | 10             | 7            | 3              | 7            |
| Percent visitors over 60 years of age  | 54             | 25           | 43             | 37           |
| Percent business travelers             | 28             | 43           | 6              | 9            |
| Percent visiting friends and family    | 11             | 14           | 9              | 11           |
| Percent other leisure visitors         | 61             | 30           | 63             | 54           |

Important differences between all visitors and visitors who stop at a visitor center in both cases, include that more leisure than business visitors tend to stop at the center. Likewise, visitors in town to see family and friends are slightly less likely to stop at the visitor center. Visitors who stop tend to spend somewhat more money while in the community. Visitors to centers include more people over the age of 60. Visitors to centers also tend to stay longer in the community than the average visitor.

**Sources: Charney, Alberta and Julie Leones, 1997; Leones, Julie, Douglas Dunn, and Valerie Ralph, 1997. Special run of data sets used in these studies.**