

Cochise County Tourism Analysis Project

COCHISE COUNTY VISITOR STUDY

2000 – 2001

Tombstone Tables



Prepared for Cochise County

by the

Arizona Hospitality Research & Resource Center

School of Hotel & Restaurant Management

Northern Arizona University

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Tombstone Survey Respondents

Towns visited on this trip - Tombstone?

		Col Response %
Towns you visited or stayed in	Stayed Benson	27.3%
	Stayed Bisbee	45.5%
	Stayed Douglas	18.2%
	Stayed Tombstone	81.8%
	Stayed Sierra Vista	36.4%
	Stayed Willcox	27.3%
	Stayed Other	9.1%

What is your primary mode of transportation - Tombstone

		Count	Col %
What best describes your primary mode of transport?	Private auto	11	42.3%
	Rental car	5	19.2%
	RV/ Camper	2	7.7%
	Motorcycle	6	23.1%
	Tour bus	1	3.8%
	Other	1	3.8%

Is this trip a day trip - Tombstone?

		Count	Col %
Is this a day trip or overnight excursion	Excursion	24	100.0%

Length of trip - Tombstone

How many nights did you spend in Southeast Arizona - Cochise County?	Mean	9.8
How many nights will you be away from home on	Mean	28.3

Where are you from - Tombstone?

		Count	Col %
Where are you from	U.S.	22	84.6%
	Foreign country	3	11.5%
	Canada	1	3.8%

Origin of visitors - Tombstone?

	Count	Col %
Zip code of origin of Cochise County visitors	1	6.7%
California	2	13.3%
Georgia	1	6.7%
Minnesota	2	13.3%
Nevada	3	20.0%
Ohio	4	26.7%
Texas	1	6.7%
Washington	1	6.7%
West Virginia	1	6.7%

Origin of Arizona visitors - Tombstone?

	Count	Col %
Glendale	1	20.0%
Golden Valley	1	20.0%
Peoria	1	20.0%
Tucson	2	40.0%

Reasons you chose this town - Tombstone?

	Cases	Col Response %
Why did you choose this particular town	6	24.0%
Choose this town - good selection of hotels-motels	3	12.0%
Choose this town - reasonable price of lodging	11	44.0%
Choose this town - convenient distance from where we were th	19	76.0%
Choose this town - near attraction I am visiting	2	8.0%
Choose this town - other	2	8.0%
Choose this town - close to friends/relatives		

Expenditures - Tombstone

How much did you spend in the community - on Lodging	\$240.0
How much did you spend in the community - on Food & Beverage	\$139.2
How much did you spend in the community - on Shopping/Souvenirs/Gifts	\$102.7
How much did you spend in the community - on Transportation	\$125.6
How much did you spend in the community - on Entertainment/Recreation (including entrance fees)	\$42.9

Interest in activities - Tombstone

	Not at all interested	A little interested	Somewhat interested	Very interested	Extremely interested
Interested in visiting sites of Old West history	5.0%		15.0%	40.0%	40.0%
Interested in visiting cultural heritage/historical sites			30.0%	30.0%	40.0%
Interested in visiting Mexican history sites	10.5%	15.8%	52.6%	15.8%	5.3%
Interested in visiting sites of mining history		10.0%	40.0%	35.0%	15.0%
Interested in visiting Ghost Towns	10.0%	15.0%	20.0%	35.0%	20.0%
Interested in visiting public lands ie BLM, Forest Service and National Parks	10.0%	25.0%	10.0%	40.0%	15.0%
Interested in visiting wildlife preserves or birdwatching	30.0%	25.0%	35.0%	10.0%	
Interested in touring agriculture/U-Pick operations	70.0%	20.0%	10.0%		
Interested in Hiking/Mountain Biking/Rockclimbing	42.1%	21.1%	21.1%	5.3%	10.5%
Interested in Camping/Tenting/RV	60.0%			25.0%	15.0%
Interested in playing golf	78.9%		5.3%	5.3%	10.5%

Activity - Mean Score - Tombstone

	Mean
Interested in visiting sites of Old West history	4.1
Interested in visiting cultural heritage/historical sites	4.1
Interested in visiting Mexican history sites	2.9
Interested in visiting sites of mining history	3.6
Interested in visiting Ghost Towns	3.4
Interested in visiting public lands ie BLM, Forest Service and National Parks	3.3
Interested in visiting wildlife preserves or birdwatching	2.3
Interested in touring agriculture/U-Pick operations	1.4
Interested in Hiking/Mountain Biking/Rockclimbing	2.2
Interested in Camping/Tenting/RV	2.4
Interested in playing golf	1.7

1 = Not at all interested
5 = Extremely interested

Attractions Visited - Tombstone

		Cases	Col Response %
Attractions visited	Benson	12	52.2%
	Bisbee	16	69.6%
	Douglas	6	26.1%
	Huachuca City	4	17.4%
	Ramsey Canyon Nature Preserve	3	13.0%
	Fort Huachuca	8	34.8%
	Bisbee Queen Mine Tour (a Smithsonian affiliate)	10	43.5%
	San Pedro Nat	4	17.4%
	Tombstone Courthouse State Park	8	34.8%
	The Slaughter Ranch Museum	1	4.3%
	Rex Allen Museum	2	8.7%
	Chiricahua National Monument	6	26.1%
	Farm Markets - U Picks	2	8.7%
	Willcox	8	34.8%
	Fort Bowie National Historic Site	7	30.4%
	Coronado National Monument	4	17.4%
	Bisbee Mining and Historic Museum	9	39.1%
	Gadsden Hotel Lobby	5	21.7%
	Other	2	8.7%
	Sierra Vista	8	34.8%
Tombstone	20	87.0%	
Kartchner Caverns State Park	6	26.1%	

Visited - Mexico -Tombstone

		Count	Col %
On this trip do you plan to visit Agua Prieta or Sonora Mexico	Yes	2	9.5%
	No	19	90.5%

Reasons for visiting Mexico - Tombstone

		Cases	Col Response %
Reasons for visiting Mexico	Visit Mexico for shopping	2	66.7%
	Visit Mexico for sightseeing	1	33.3%
	Visit Mexico for business		
	Visit Mexico for medical care		
	Visit Mexico for traveling beyond the border	1	33.3%
	Eating in Mexcio		
	Visit Mexico for other	1	33.3%

Where did you enter Mexico - Tombstone

		Cases	Col Response %
Where did you enter Mexico	Agua Prieta	2	66.7%
	Naco		
	Other	1	33.3%

Demographic characteristics - Tombstone

What is your gender	Female	45.0%
	Male	55.0%
What is your age		53.2
Number of women		1.3
Number of children age 0 - 12		.1
Number of men		1.5
Number of children age 13 - 18		1.2
Total number from your household for whom you reported expenditures		2.0

Primary Purpose of Trip and Annual Income

		Count	Col %
Primary purpose of your trip to Southeastern Arizona/Cochise County	Vacationing	9	42.9%
	Just passing through	2	9.5%
	Business	2	9.5%
	Visiting friends and relatives	2	9.5%
	Weekend excursions	3	14.3%
	Combination of business & pleasure	1	4.8%
	Day trip	2	9.5%
Which category best describes your annual household income?	\$25,000 to \$49,999	4	22.2%
	\$50,000 to \$74,999	7	38.9%
	\$75,000 to \$99,999	5	27.8%
	\$100,000 to \$124,999	2	11.1%

Describe Your Favorite Experience In Cochise County In One Word Or Phrase

		Count	Col %
In one word please describe your favorite activity in Southeastern Arizona/Cochise County?	TOMBSTONE	3	23.1%
	ALL	1	7.7%
	BISBEE	1	7.7%
	BREATHTAKING SCENERY	1	7.7%
	HIKING	1	7.7%
	SCENERY	1	7.7%
	SEE SIGHTS AND HISTORY	1	7.7%
	TOMBSTONE ATMOSPHERE	1	7.7%
	TOMBSTONE HISTORY	1	7.7%
	TOURING	1	7.7%
	WALKING GHOST TOWNS	1	7.7%