



FLAGSTAFF REGIONAL PLAN 2012

Economic Development Focus Group
May 27, 2010

Tourism Break-out Group

‘Tourism’

Travel for recreational, leisure or business purposes.
Tourism has become a popular global leisure activity with great revenues for the places traveled to.

Rank	Country	Regional Market	International tourist arrivals (2009)
1	France	Europe	74.2 million
2	United States	North America	54.9 million
3	Spain	Europe	52.2 million
4	China	Asia	50.9 million
5	Italy	Europe	43.2 million
6	United Kingdom	Europe	28.0 million
7	Turkey	Europe	25.5 million
8	Germany	Europe	24.2 million
9	Malaysia	Asia	23.6 million
10	Mexico	North America	21.5 million

Why do people travel to the Flagstaff Area?

- Grand Canyon
- Climate Relief
- Unique Atmosphere
- Area Attractions
- Route 66
- Sunset Crater
- Wupatki NM
- *Others*



*How **LONG** to people generally stay in the Flagstaff Area:*

- **2.6 Nights (yearly average)**
- **1.8 Nights (winter)**

*How **MUCH MONEY** to people spend in the Flagstaff Area:*

- **\$501 million total economic impact**
- **\$646 per party per day**

What does this mean to our local economy?

- **\$30 million total taxes (Flagstaff)**
- **5,483 jobs (direct and indirect)**

What **KIND** of TOURISM should the Flagstaff area focus on:

OPEN HOUSE (5/13 AND 5/19) PUBLIC COMMENTS SUMMARIZED:

What **KIND** of visitors and tourists should we as a community promote and develop?

- Eco-Tourism
- Cultural-Tourism (unique experiences, culture, nature, history, and stay longer)
- Adventure Tourism (outdoor play, mountain biking, climbing, trails, athletic events,
- Educational Tourism (astronomy, seminars, weekend events)
- Snow play: in city and outside of city
- Some option of upscale lodgings and service.
- Arts & culture visitors.

•Note break out group comments here

WHICH Flagstaff amenities would you enhance to benefit the community?

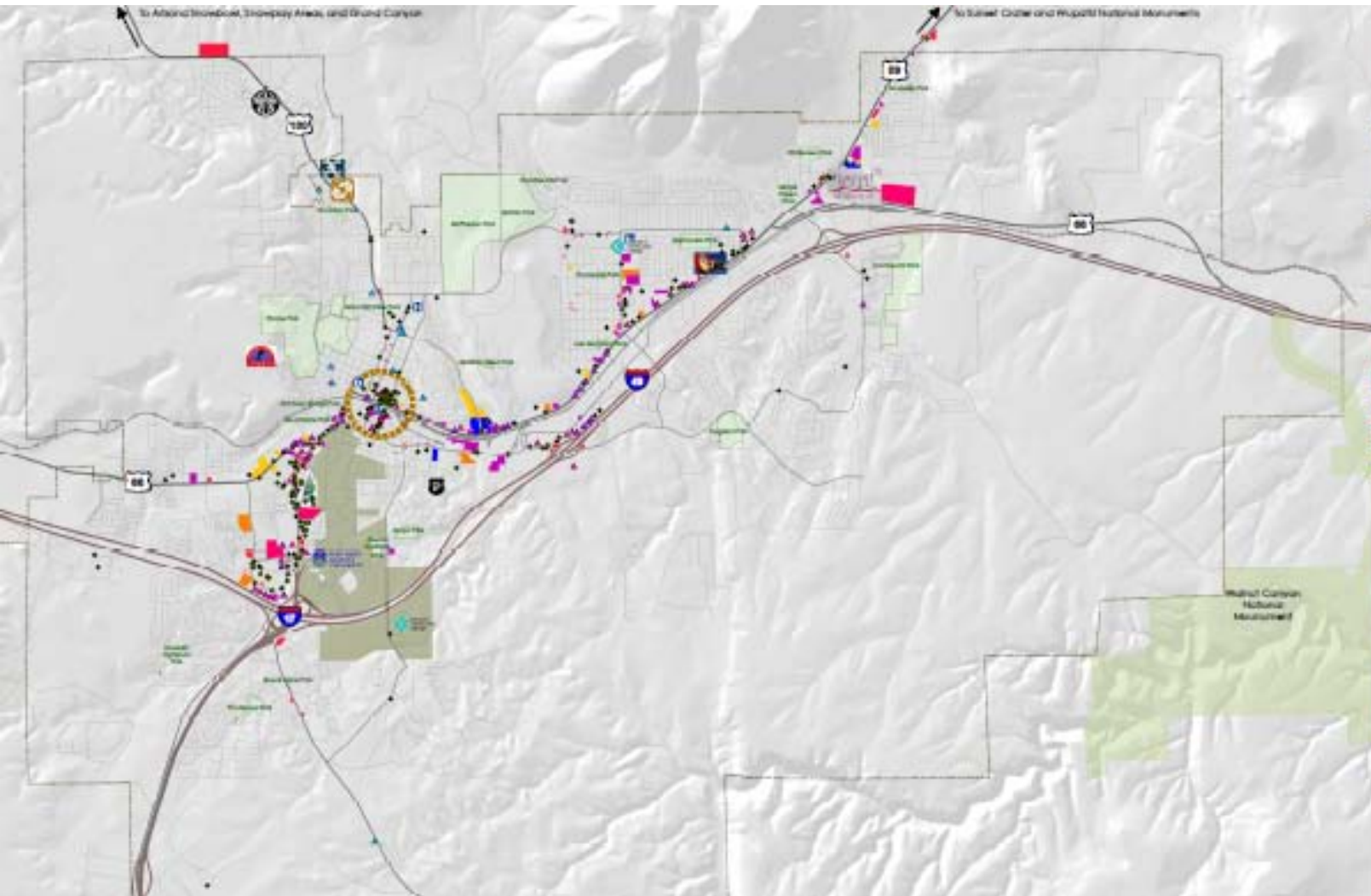
OPEN HOUSE (5/13 AND 5/19) PUBLIC COMMENTS SUMMARIZED:

Of the amenities the Flagstaff area has to offer, which ones are the strong assets?

- **Sense of place:** *unique mountain town, small town, historic neighborhoods, dark skies, natural beauty, outdoor activities, Native American culture, downtown*
 - **Snow-play** *accessible for visitors and residents – untapped / underutilized*
 - **Weekend events** – cultural, outdoor, arts, music and science
 - **Lowell Observatory**
- ***Note break out group comments here***



FLAGSTAFF REGIONAL PLAN 2012



FLAGSTAFF TOURISM INDUSTRY AMENITIES

- CITY LIMITS
- HISTORIC DOWNTOWN FLAGSTAFF NATIONAL MONUMENTS
- NORTHERN ARIZONA UNIVERSITY
- CITY PARKS
- RAILROAD
- TOURIST ORIENTED BUSINESSES:**
 - BAR
 - CLUB OR LODGE
 - RESTAURANTS / BARS
 - RESTAURANTS
 - BED & BREAKFAST
 - HOTEL
 - MOTEL
- RETAIL AND SHOPPING CENTERS:**
 - AUTO SALES PROCENTERS
 - COMMUNITY SHOPPING CENTERS
 - CONVENIENCE MARKETS
 - DEPARTMENT STORES & MALLS
 - RETAIL STRIP MALLS
 - SUPERMARKETS
- POINTS OF INTEREST:**
 - DOWNTOWN CENTER FOR THE ARTS
 - LOWELL OBSERVATORY
 - MALL
 - GOLF CLUB
 - MUSEUM OF NORTHERN ARIZONA
 - PIONEER MUSEUM
 - RONDAN MANSION
 - LAW ENFORCEMENT
 - LIBRARY
 - HOSPITAL
 - AMTRAK STATION

WHICH Flagstaff amenities would you enhance to benefit the community?

- *Note summary of public open house comments here*
- *Note break out group comments here*



Riordan Mansion State HP: public/private – wonderful building; chain link fence on outside; difficulty to find; difficulty to walk to from hotels; etc.

What are the biggest **CHALLENGES** to **TOURISM DEVELOPMENT?**

- *Note break out group comments here.*

What are the biggest **OPPORTUNITIES** to Flagstaff area **TOURISM**?

- *Note break out group comments here*



INFRASTRUCTURE

Do we have the right **land use** for:

– *Note main themes from previous page here*

Do we have the right **WORKFORCE** to support
this Tourism Focus?

– *Break-out group comments here*

Do we have the right **POWER** to support this

Tourism Focus?

- ***Break-out group comments here***
- ***Note traditional and renewable power sources***

INFRASTRUCTURE

Do we have the **WATER RESOURCES** to
support this Tourism Focus?

- *Break-out group comments here*
- *Note traditional and renewable power sources*

Do we have the right **HOUSING** to support this

Tourism Focus?

– Break-out group comments here

INFRASTRUCTURE

Do we have the right **TRANSPORTATION** to
support this Tourism Focus?

– ***Break-out group comments here***

COMPARISONS

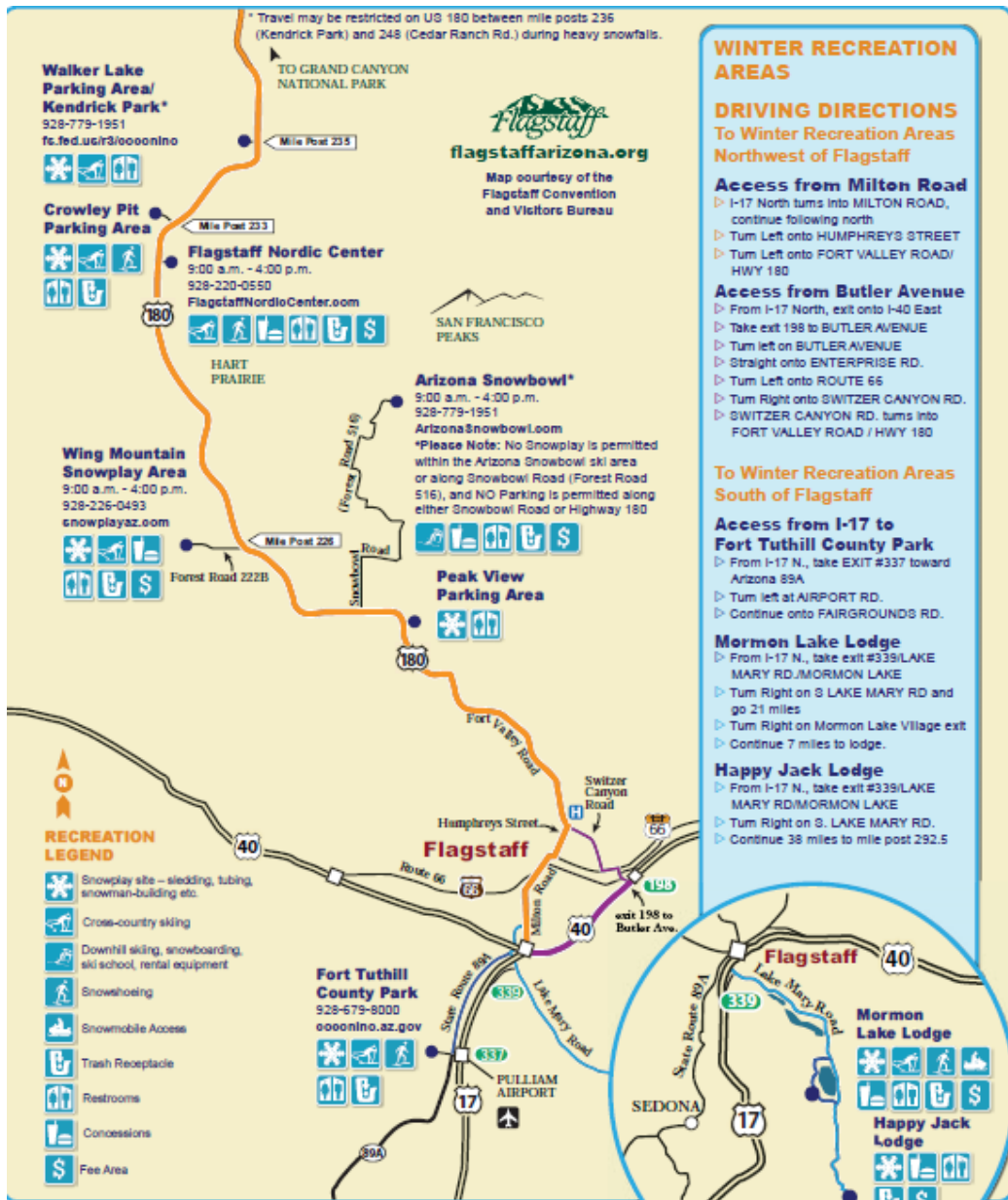
What other communities have you traveled to that

provide **EXAMPLES** for Flagstaff?

– *Break-out group comments here*

COMMENTS

– *Break-out group comments here*



FLAGSTAFF

Winter Recreation Opportunities

flagstaffarizona.org

For more information please contact the

Flagstaff Visitor Center (877) 878-9377 • visitorcenter@flagstaffaz.gov

