

A full-page background image featuring a silhouette of a person standing on a ledge, looking out over a sunset. The sun is low on the horizon, creating a bright, warm glow across the sky. The person's shadow is cast on the ledge. The overall mood is contemplative and hopeful.

# Visit Yuma Visitor Profile

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# Research Overview & Objectives

Visit Yuma sought to grow tourism to the destination through effective marketing strategies. To achieve this, Future Partners has developed a research study to provide critical insights into Yuma visitors, including:

- Understanding their specific trip data, such as origin, purpose of visit, mode of transportation, accommodations, and detailed in-market spending
- Determining what motivates visitors to travel to Yuma
- Evaluating the travel planning process, including resources used and travel planning windows
- Assessing visitor satisfaction and likelihood to recommend Yuma
- Estimating visitor volume and the economic impact of tourism to Yuma, including direct visitor spending, indirect and induced effects, and taxes generated

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# Methodology

Future Partners conducted 423 in-market visitor intercept surveys across two waves:

- Over 206 intercept surveys conducted in Winter 2023 (February – April)
- Over 213 intercept surveys conducted in Summer 2023 (May – September)

All data collected was weighted to be representative of the overall population of Yuma visitors, specifically secondary resources were used to validate the proportion for trip type (i.e., day trip, overnight) and accommodation type (e.g., hotel/motel, RV, etc.).

As part of the visitor volume and economic impact estimates, secondary industry data (e.g., STR, AirDNA, tax collections, etc.) were used as inputs, in addition to the primary data collected from the intercept surveys.

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# Survey Sites & Events

The data table below shows the survey data collection sites used for this study. In addition to these regular data collection sites, surveying was conducted for three special events.

Survey Sites
Yuma Territorial Prison State Historic Park
Colorado River State Historic Park
Sanguinetti House Museum & Garden
Z Fun Factory
Martha's Gardens Medjool Date Farm
Lutes Casino
Yuma International Airport
Main Street Visitor Information Center

Special Events
Midnight at the Oasis (March 3 <sup>rd</sup> through 5 <sup>th</sup> )
BBQ & Brew Festival (March 10 <sup>th</sup> and 11 <sup>th</sup> )
Yuma Air Show (March 11 <sup>th</sup> )

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# Executive Summary



## **Almost 900,000 visitors came between July 2022 - June 2023.**

While many visitors were day trippers, visitors staying in hotels and other accommodations (e.g., RV park, Airbnb, etc.) accounted for the most days spent and highest spending while in Yuma.

## **Visitors accounted for \$613 million in direct spending for Yuma.**

Visitors also contributed over \$16 million in taxes to Yuma. On average, travel parties averaged almost two (2) persons and spent \$221 per day while in Yuma, with hotel/lodging and restaurants/dining being the largest expenses.

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## **Most visitors came to Yuma for leisure travel/vacation.**

Visitors to Yuma sought to rest, relax, and bond with their family, as well as experience nature, viewing wildlife, and taking in the scenery. Visit Yuma should focus its marketing on these unique aspects, as well as **restaurants, museums, and historic sites**, which draw visitors to the destination.

## **Visitors were very satisfied with Yuma and all that the destination offers.**

Visit Yuma should continue to focus on promoting the destination to increase awareness and reach a broader audience. **In addition to being very satisfied with Yuma, visitors are very likely to recommend Yuma to friends/family, as well as return to the destination themselves.** Visit Yuma should leverage past visitors who could serve as great ambassadors for the destination and recommend it to others.

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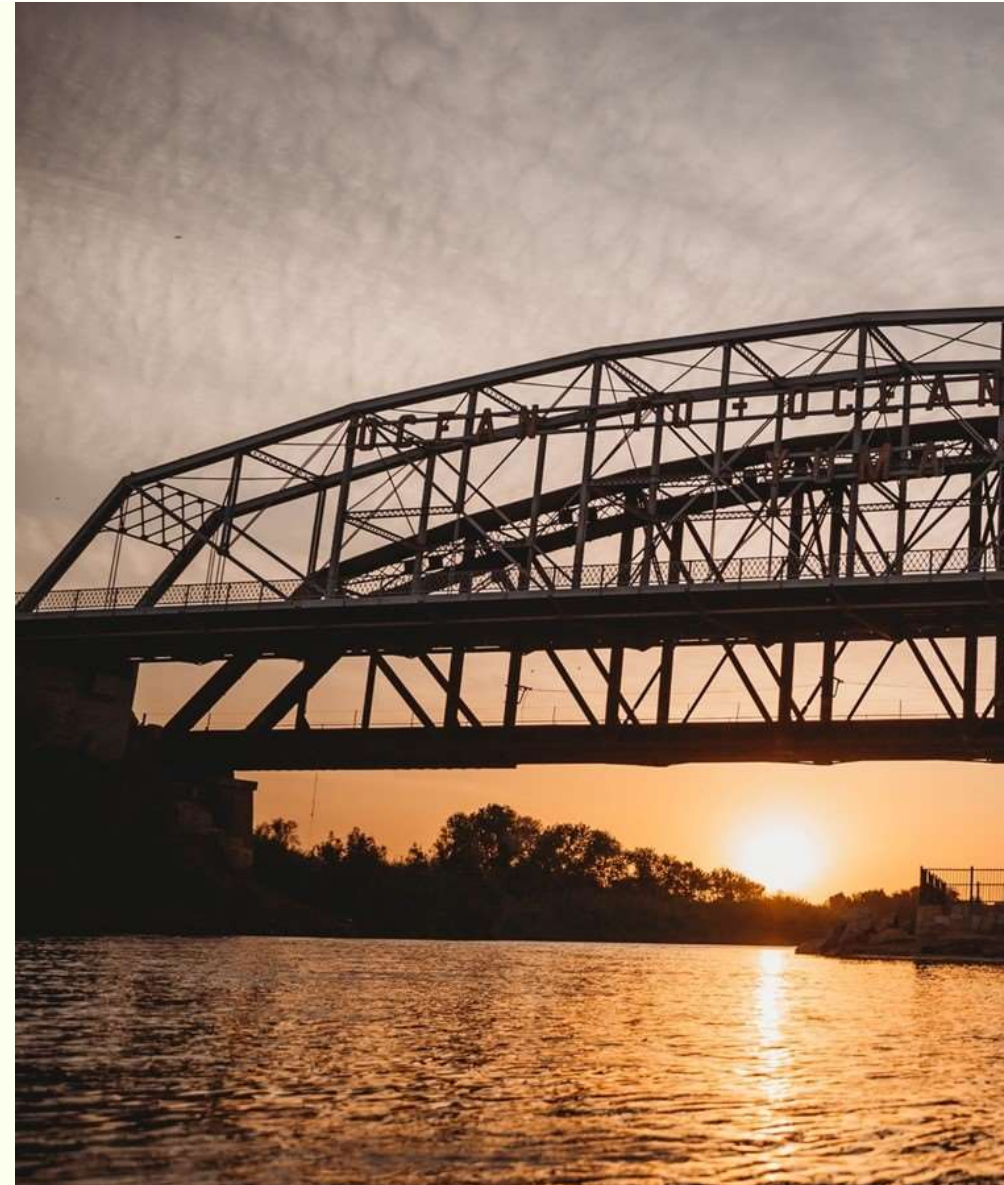




## **High season visitors are more active, satisfied, as well as more likely to return to and recommend Yuma.**

Visit Yuma should target these past visitors with marketing and information that would motivate a return trip to Yuma - ideally at least four (4) months prior to winter. Additionally, Visit Yuma should focus its messaging to, and/or create itineraries for, high season visitors with the many activities, restaurants, museums, and historic sites that can be experienced during a longer stay in Yuma.

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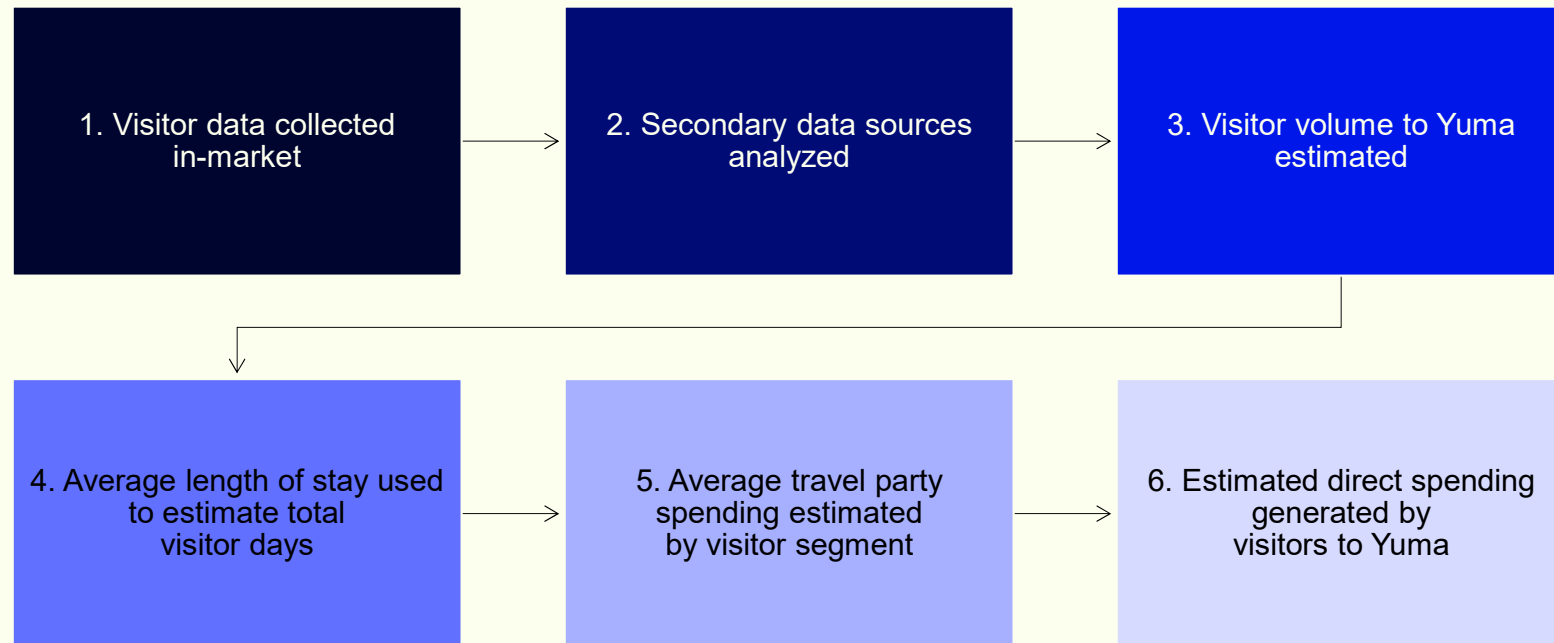


# **Economic Impact**

# Future Partners has a conservative approach to modeling economic impact that utilizes primary visitor data.

The following determines the impact of visitors to Yuma between July 2022 – June 2023 by estimating visitation, spending, and taxes generated as a result.

Our proprietary economic impact model relies on data collected from intercept survey of travelers in Yuma, as well as other survey data and secondary data sources, including data from STR, AirDNA, and tax collections.

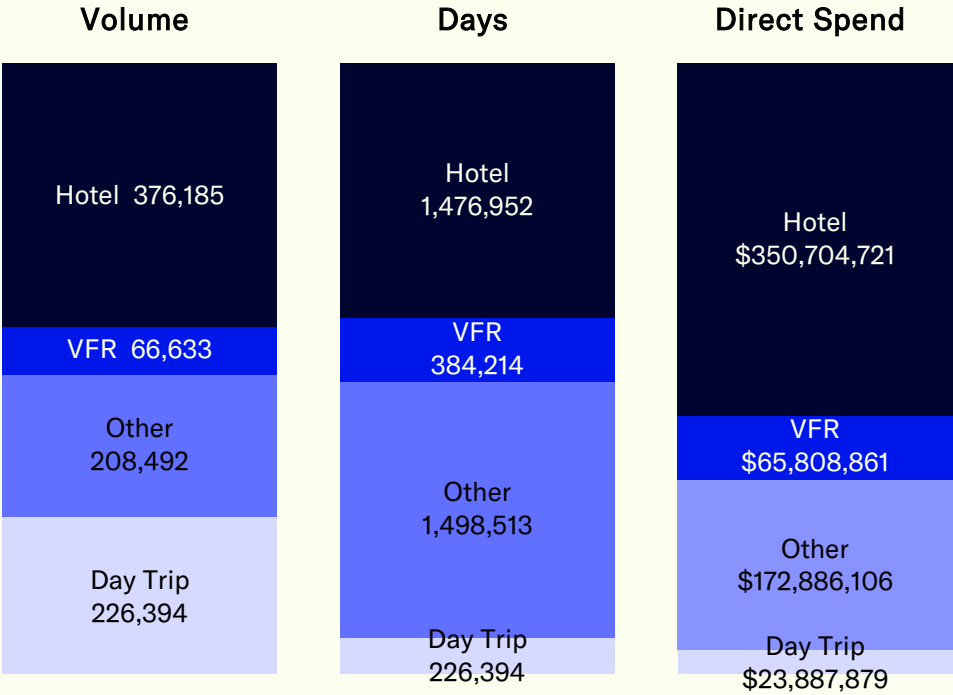




# Visitors accounted for over \$613 million in direct spending for Yuma.

The visitor volume to Yuma between July 2022 - June 2023 is estimated to total 877,704. Additionally, visitors staying in hotels and other accommodations (e.g., RV park, Airbnb, etc.) accounted for almost all days spent in destination. It is estimated that visitors to Yuma during this timeframe generated over \$613 million in direct spending for the destination.

July 2022 - June 2023			
	Visitor Volume	Days	Direct Spend
Hotel	376,185	1,476,952	\$350,704,721
Friends/ Relatives (VFR)	66,633	384,214	\$65,808,861
Other	208,492	1,498,513	\$172,886,106
Day Trip	226,394	226,394	\$23,887,879
Total Visitors	877,704	3,586,074	\$613,287,567

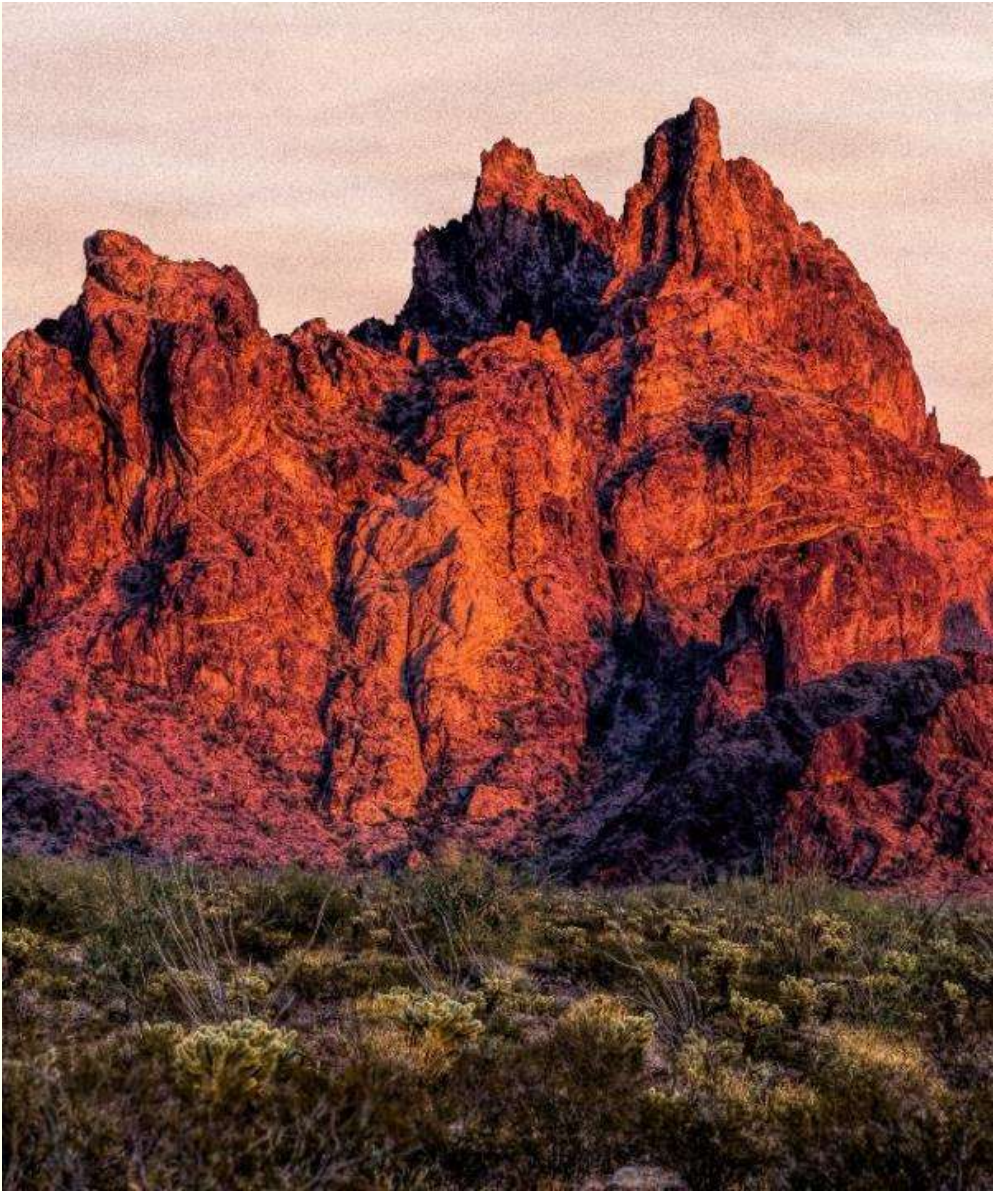


# Visitors accounted for almost \$16 million in tax revenue for Yuma.

It is estimated that visitors to Yuma generated over \$613 million in direct spending for the destination from July 2022 through June 2023. The amount of taxes generated for the local government from visitor spending during the same timeframe is estimated to be almost \$16 million.

	July 2022 - June 2023
Hotel/ Lodging	\$155,220,296
Restaurants/ Dining	\$153,375,859
Groceries/ Other Items	\$110,916,356
Shopping	\$82,848,522
Local Transportation	\$56,536,175
Activities, Museums, Sightseeing, and/or Tours	\$32,375,180
Entertainment, Performances, and/or Concerts	\$22,015,179
<b>Total Direct Spending</b>	<b>\$613,287,567</b>
<b>Total Taxes Generated</b>	<b>\$15,919,378</b>

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# Infographic Summary





# Quick Facts

## 1. Most visitors were traveling for leisure purposes.

In 2023, nearly half of visitors came to Yuma for vacation (48%). Less than a quarter were traveling for business (24%) or to visit friends/relatives in the area (19%).

## 2. Most visitors stayed overnight in Yuma.

A quarter of visitors to Yuma were traveling for a day trip only or just passing through (25%). Of those who stayed overnight, hotels were the most popular lodging (51%), along with friends/family (19%), and RV/motorhome/camper (16%).

## 3. Few visitors brought children with them.

The largest share of visitors were traveling with their spouse/significant other (46%), while one in three traveled solo (31%). Less than one in ten travelers had children in their travel party (9%).

## 4. Rest/relaxation and family bonding were the top trip motivators.

Nearly one third of visitors say they traveled to Yuma for rest and relaxation (30%) and/or family bonding (29%). Other motivators included nature and the outdoors (18%), food and cuisine (17%), and adventure (17%).

## 5. Restaurants, museums, and historic sites were top activities.

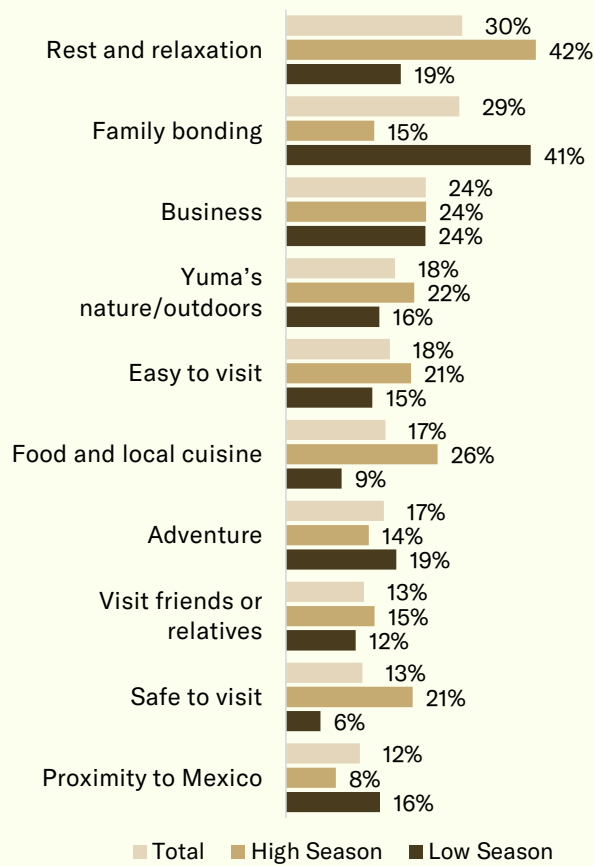
Nearly half of visitors dined at a restaurant in Yuma (46%), while one third visited a museum (34%) and/or historic site (31%). More than a quarter went shopping (28%).

## 6. Satisfaction and likelihood to return and recommend Yuma is high.

Eight in ten visitors said they were satisfied with their trip to Yuma (80%), while seven in ten are likely to recommend Yuma to friends/family (72%) and/or return to Yuma in the future (74%).

# Travel Mindset

Top Yuma Trip Motivators



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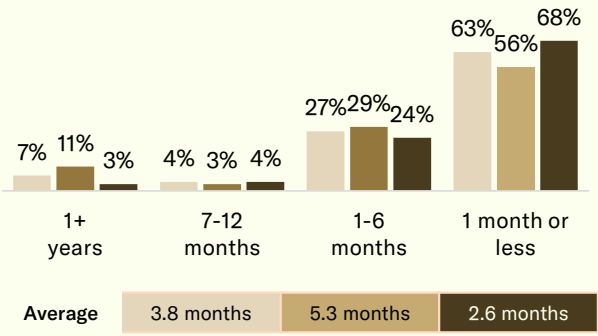
Travel Planning Resources Used

	Total	High Season	Low Season
Family member/friend	44%	49%	40%
Travel website(s)	13%	9%	16%
Other social media	8%	6%	9%
Visit Yuma Travel Guide	6%	11%	1%
Visit Yuma social media	5%	3%	7%

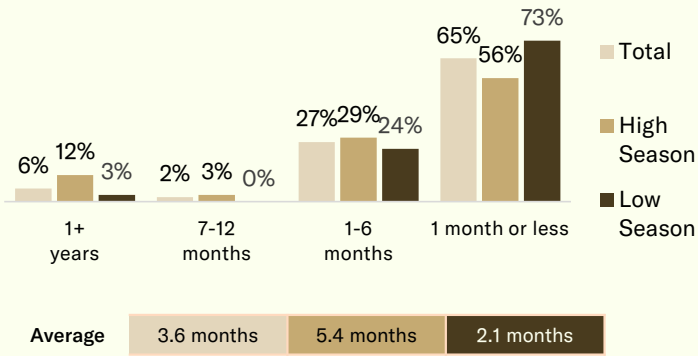
Transportation Used

	Total	High Season	Low Season
Personal car	44%	48%	41%
Commercial airline	29%	26%	32%
Rental car	10%	7%	12%
Personal RV	9%	17%	2%
Rental RV	1%	1%	0%

Planning Window

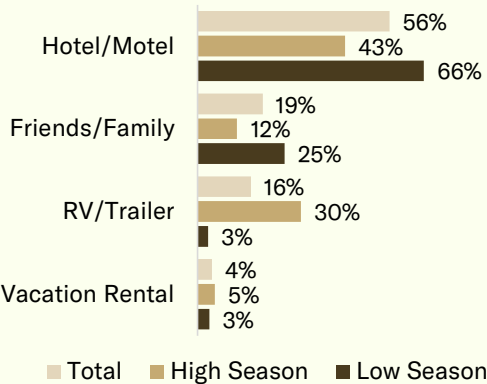


Booking Window

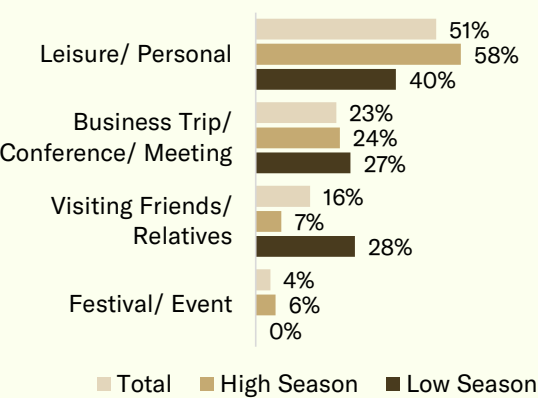


# Trip Details

Lodging Type



Trip Purpose

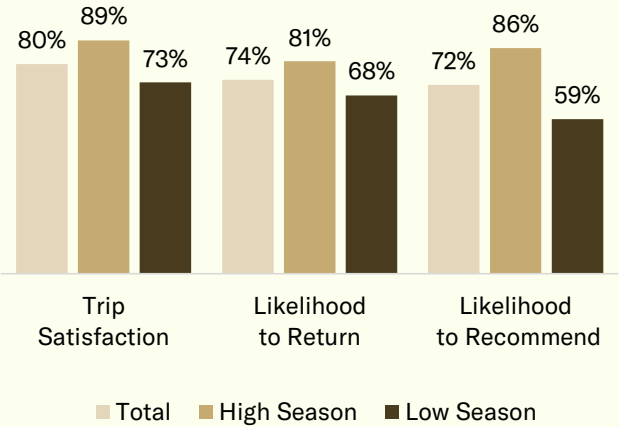


## Future Partners

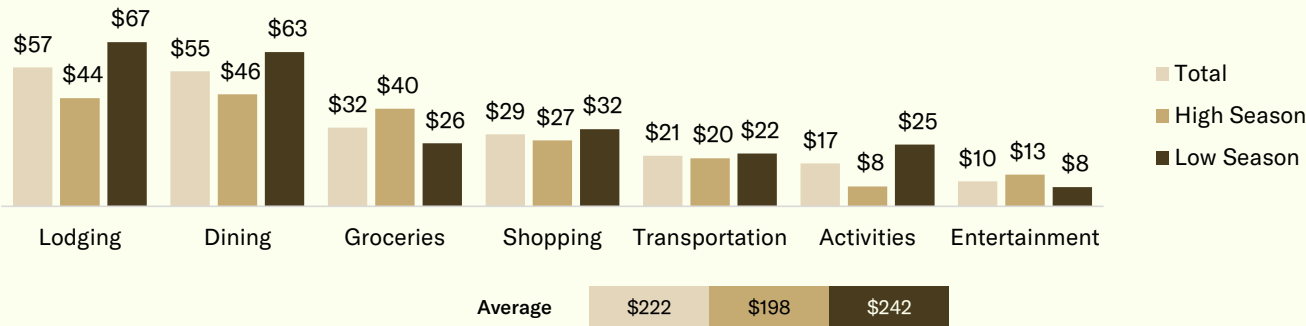
Length of Stay

	Total	High Season	Low Season
Days	4.7	5.8	3.7
Nights	3.4	5.3	3.0

Yuma Trip Experience Ratings (Top-3 Box)



Daily Spend per Travel Party

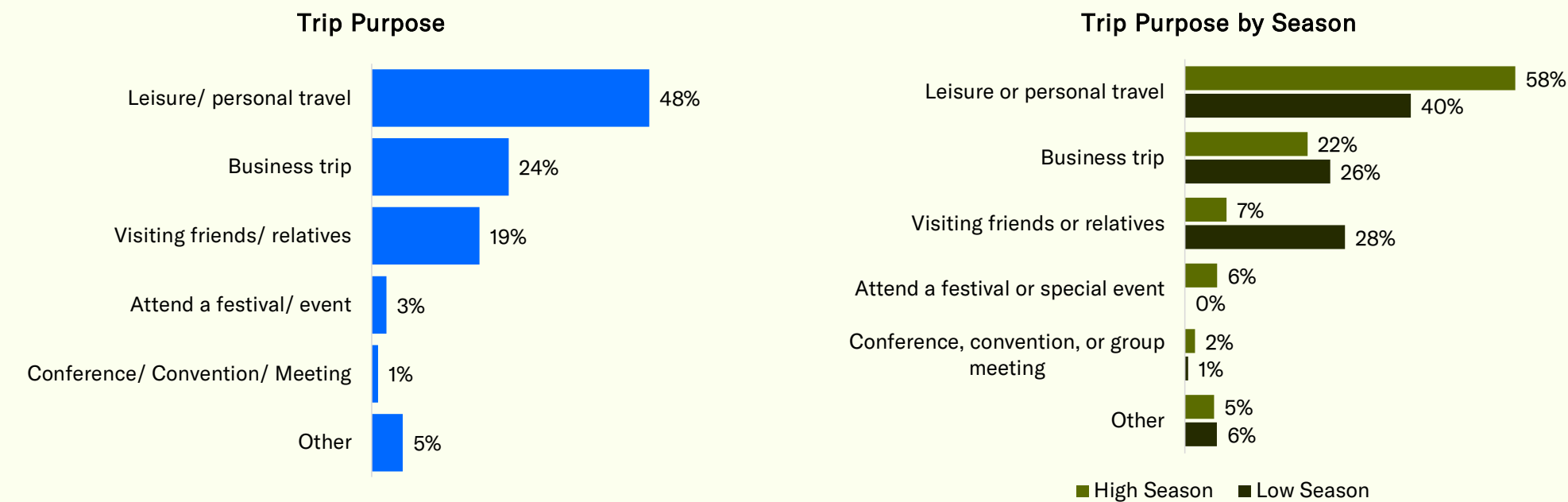




# **Detailed Findings: Yuma Visitors**

# Leisure travel was the most common purpose for visiting Yuma.

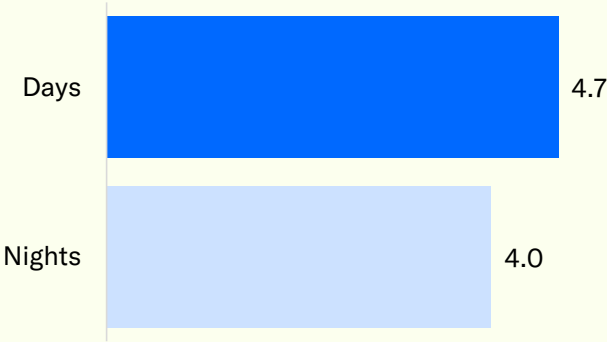
High season visitors were far more likely to be traveling for leisure.



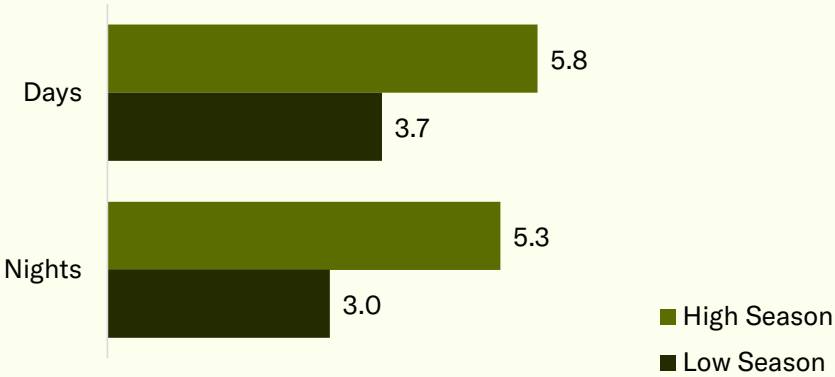
Question: What best describes the purpose of your trip to Yuma? Base: Total visitors. 423 completed surveys.

**Regardless of their trip purpose, visitors stayed in Yuma an average of almost 5 days, with high season visitors staying longer than those visiting in the low season.**

Length of Stay



Length of Stay  
by Season

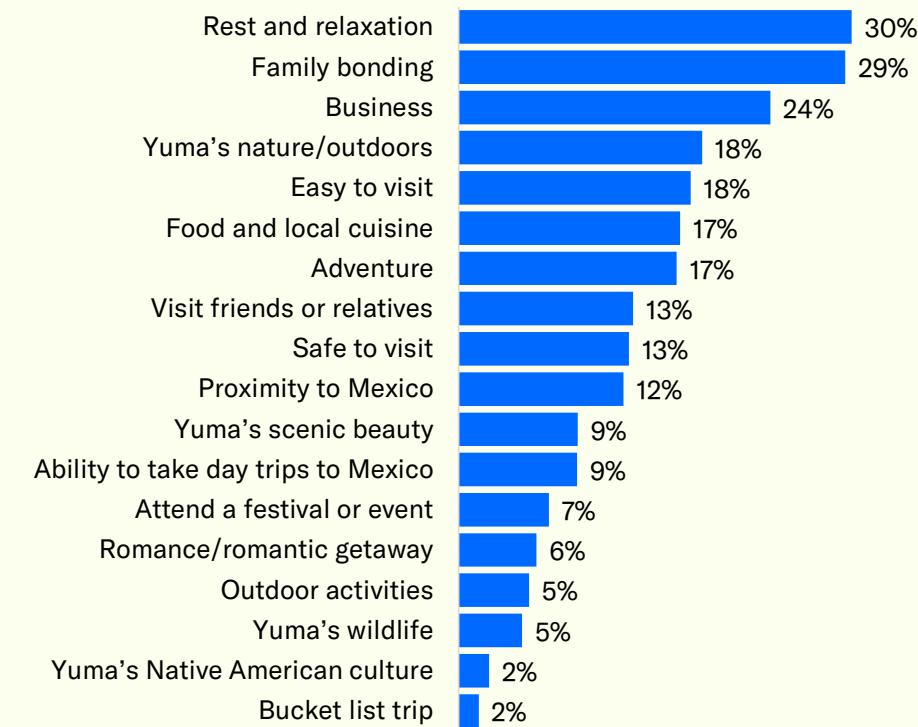


Question: How many total days and nights will you spend in Yuma on this trip? Base: Total visitors. 419 completed surveys.

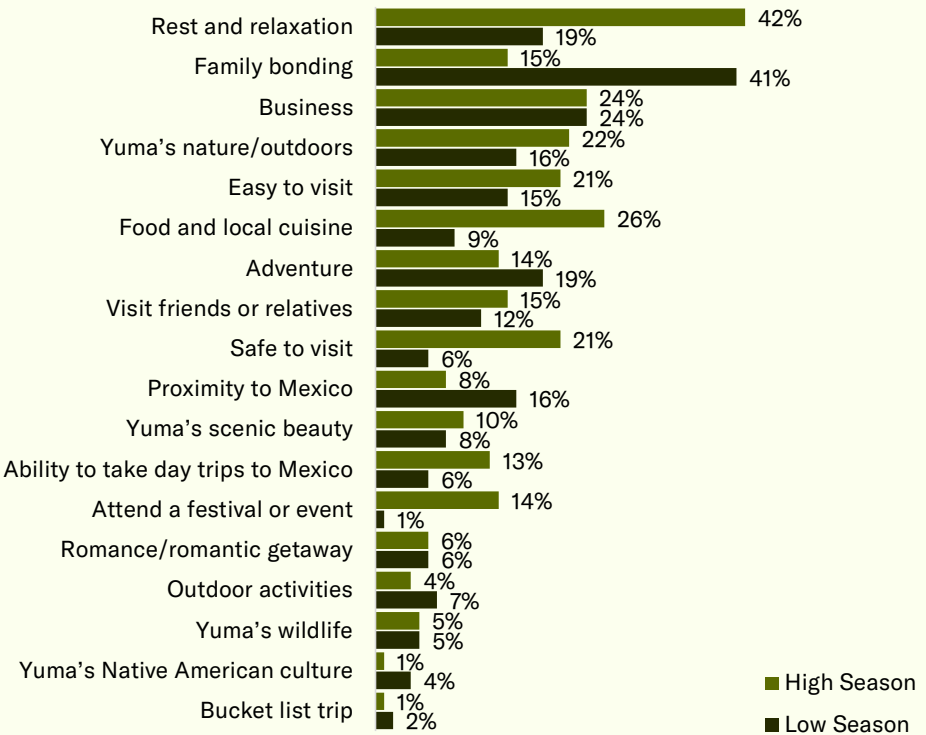
# Visitors to Yuma sought to rest, relax, and bond with their family.

Outdoor activities such as experiencing nature, viewing wildlife, and taking in the scenery are also reasons to visit Yuma.

Motivations for Visiting



Motivations for Visiting by Season

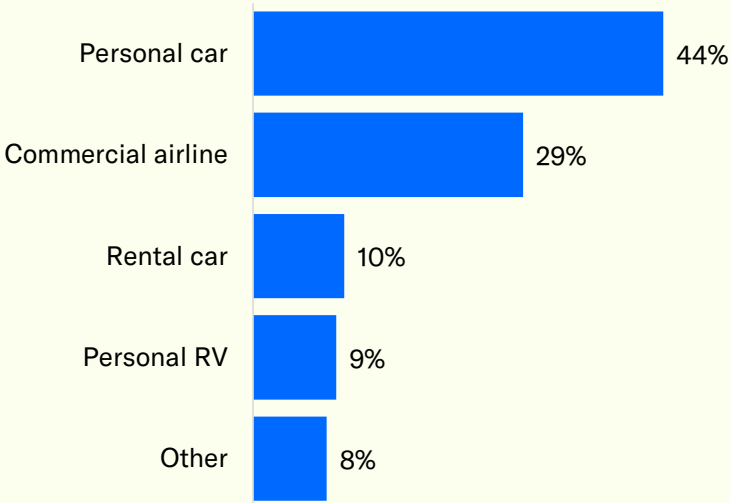


Question: What were the most important motivators for visiting Yuma on this trip? Base: Total visitors. 423 completed surveys.

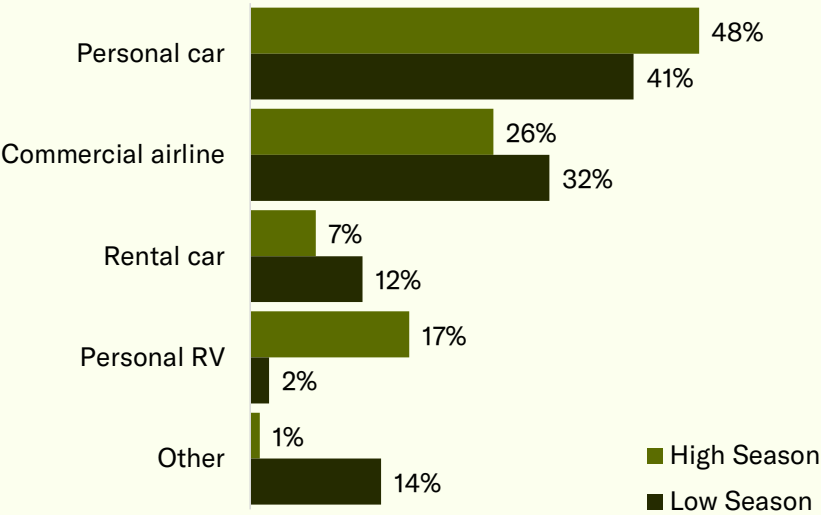


# When it comes to method of arrival, most visitors used their personal vehicle followed by a commercial flight/airline.

Method of Arrival



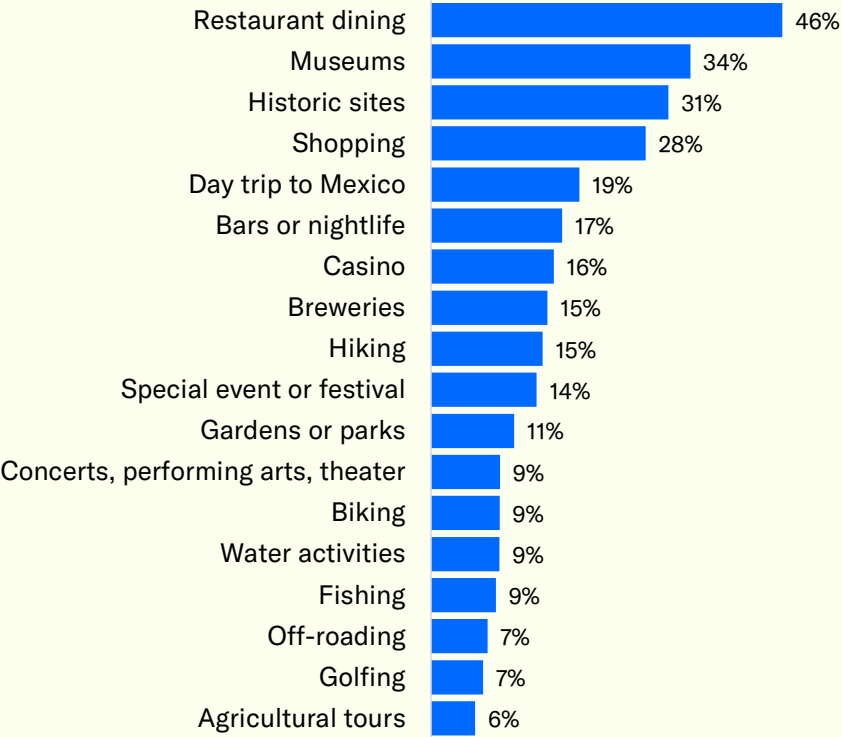
Method of Arrival by Season



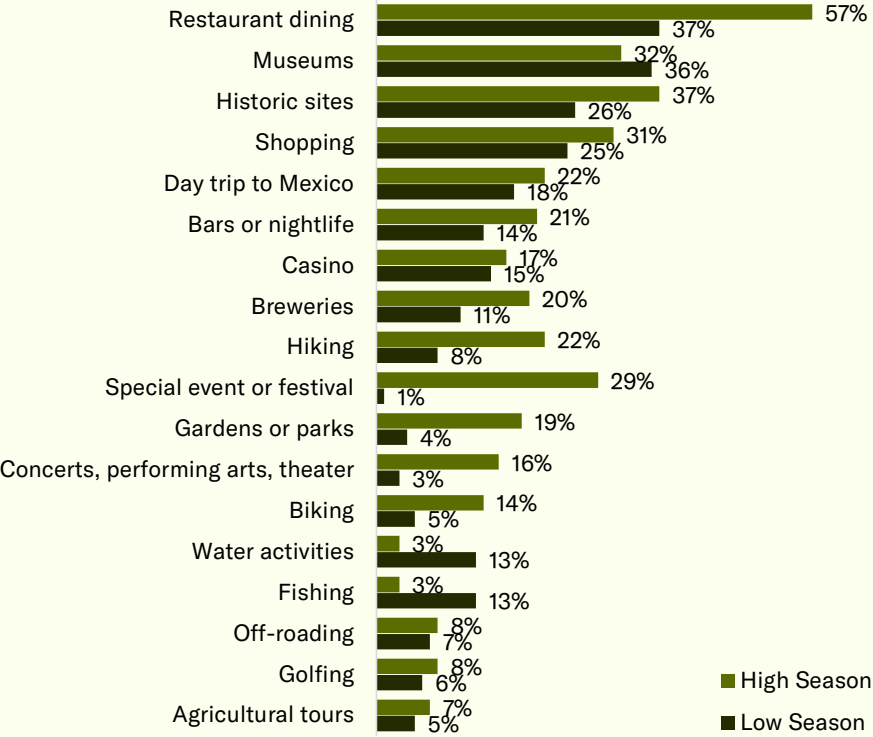
Question: How did you arrive to Yuma? Base: Total visitors. 421 completed surveys.

# Visitors participated in a variety of activities most commonly visiting restaurants, museums, and historic sites.

Activities/ Attractions Visited



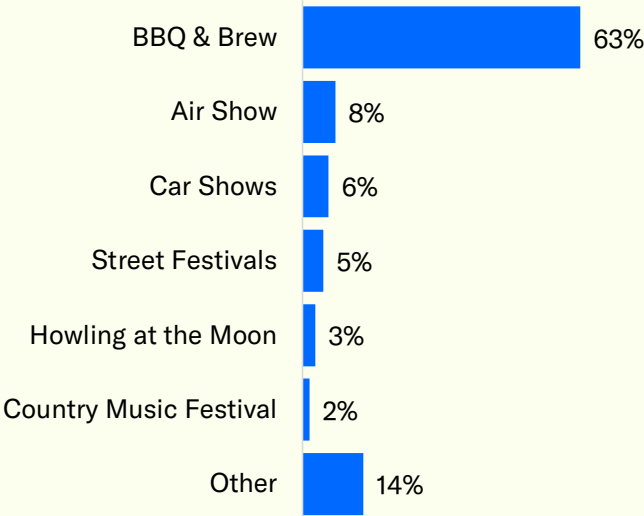
Activities/ Attractions Visited by Season



Question: On this trip, which activities/attractions did you (or will you) include while in Yuma? Base: Total visitors. 423 completed surveys.

# The BBQ & Brew Festival was the most common event attended by visitors to Yuma.

Special Event Attended



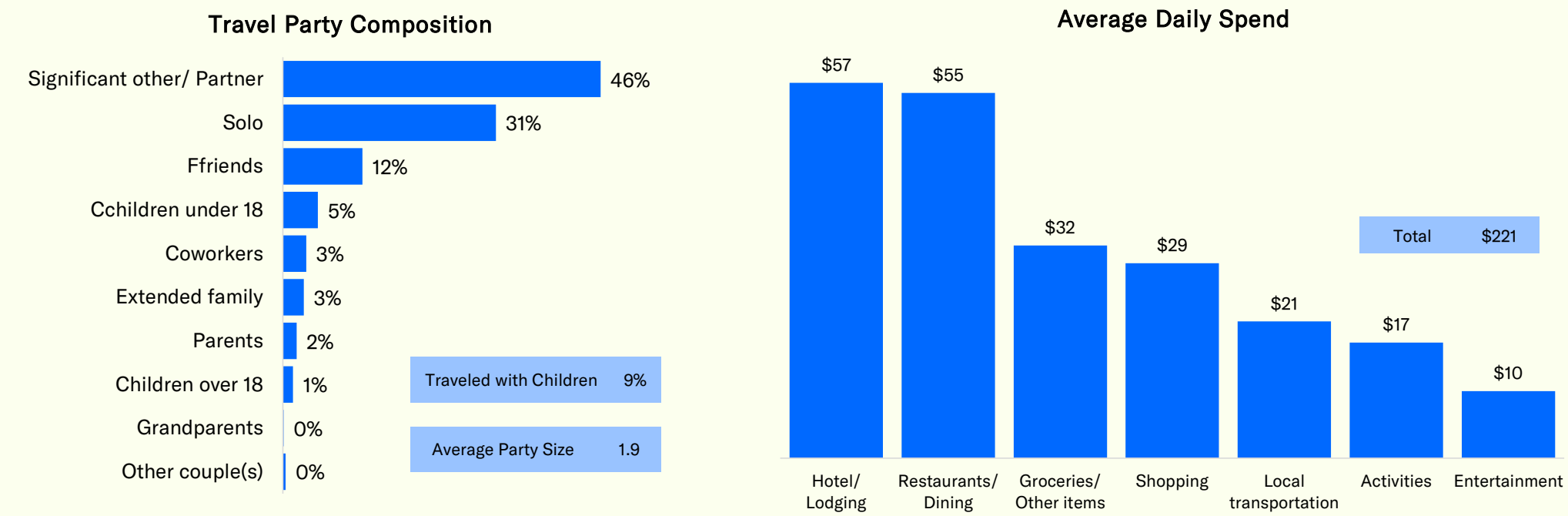
Question: Which concert, performing arts, theater, special event or festival?  
Base: Visitors that attended an event. 83 completed surveys.

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# Most visitors to Yuma came with their significant other/partner, while traveling alone was also common.

On average, travel parties spent \$221 per day while in Yuma with hotel/lodging and restaurants/dining being the largest expenses.



Question: Who are you traveling with on this trip? Base: Total visitors. 423 completed surveys.

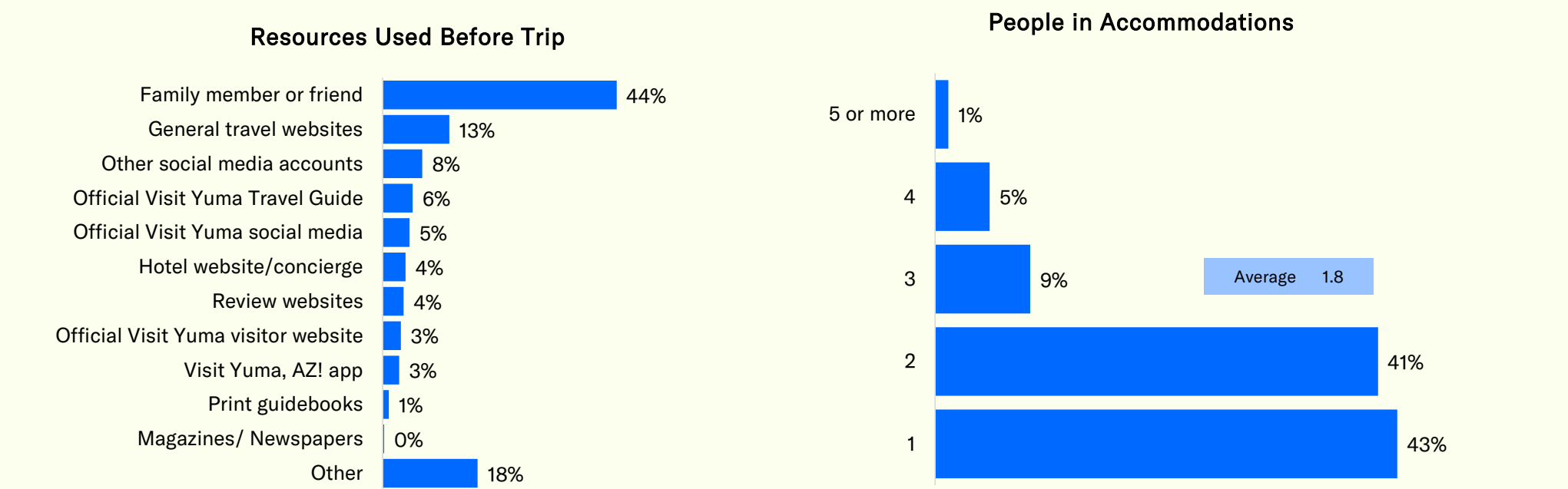
Question: How much PER DAY did (or will) your immediate travel party spend on each of the following while in the Yuma area? Base: Total visitors. 423 completed surveys.

## Future Partners



# The most common resource used by visitors was friends/family.

Additionally, visitors had an average of 1.8 people per accommodation.



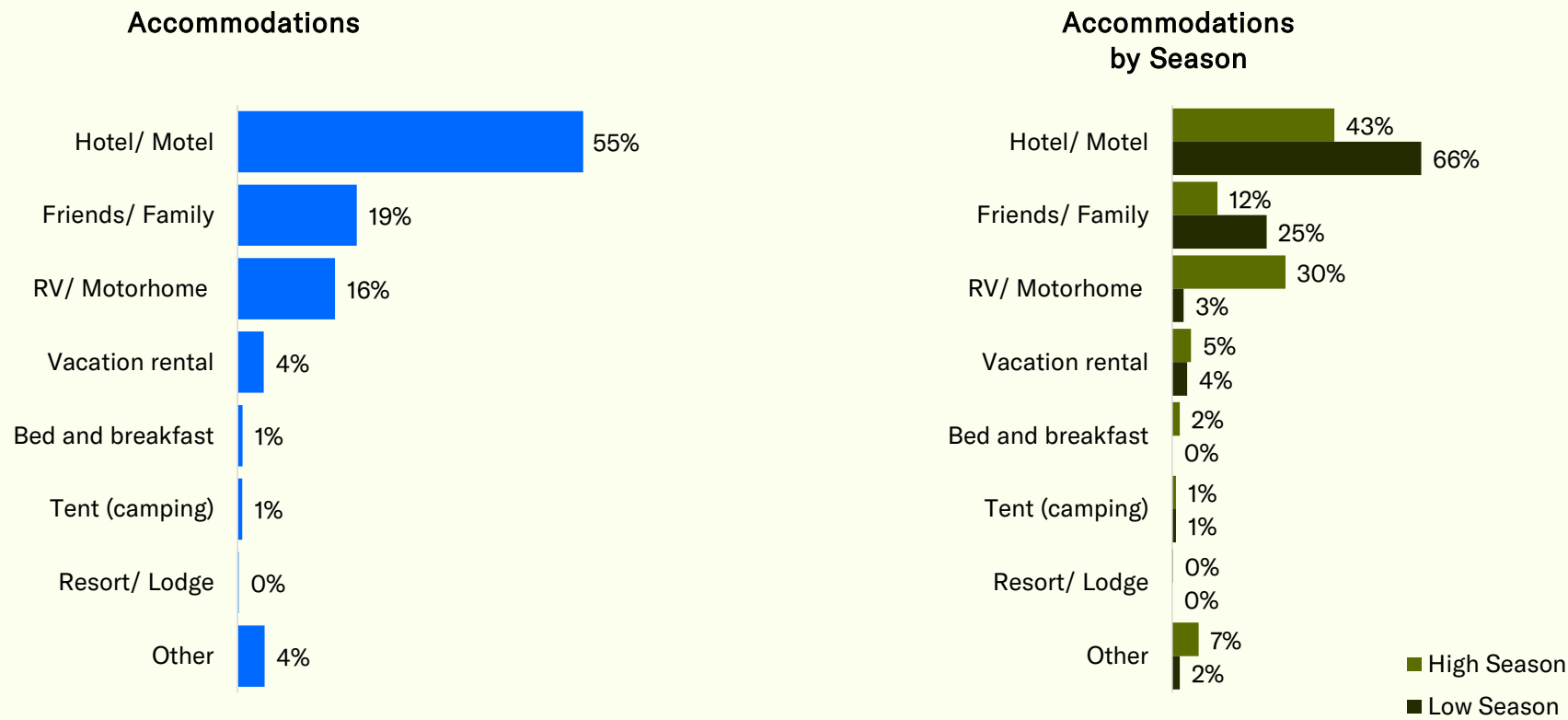
Question: Which of the following did you use specifically to plan your trip BEFORE arriving to Yuma? Base: Total visitors. 423 completed surveys.

Question: How many people are staying in your accommodations with you? Base: Paid-lodging visitors. 161 completed surveys.

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# Most visitors stayed in a hotel/motel.

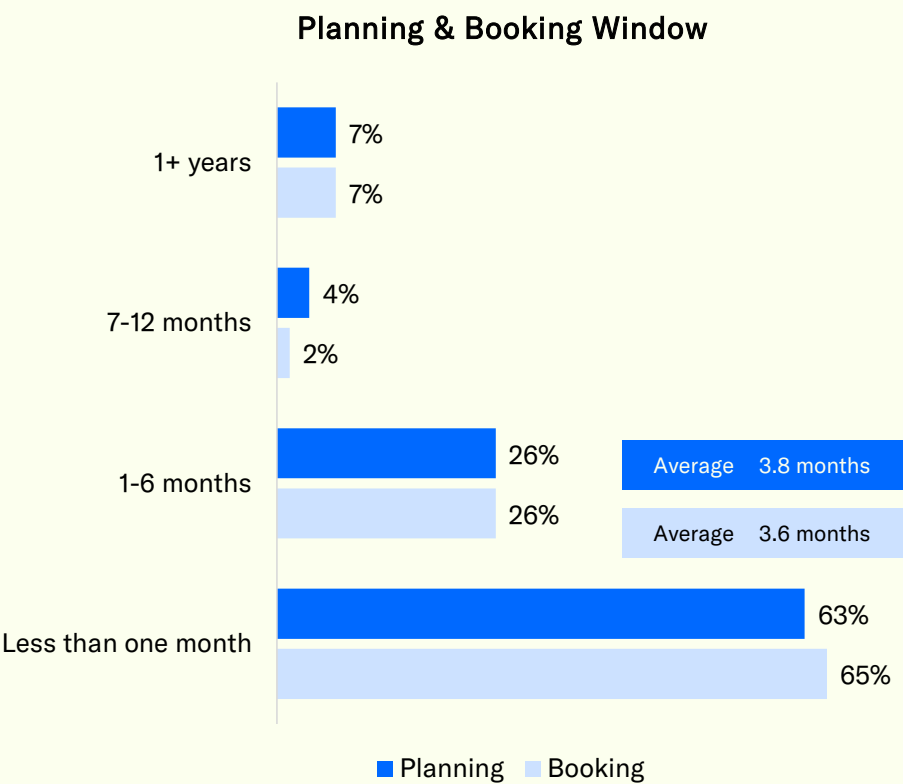
Low season visitors much more likely to stay in a hotel/motel, while high season visitors are much more likely to stay in an RV/motorhome.



Question: Where are you staying overnight on this visit to Yuma? Base: Overnight visitors. 397 completed surveys.

# Visitors booked their trip to Yuma shortly after planning for it.

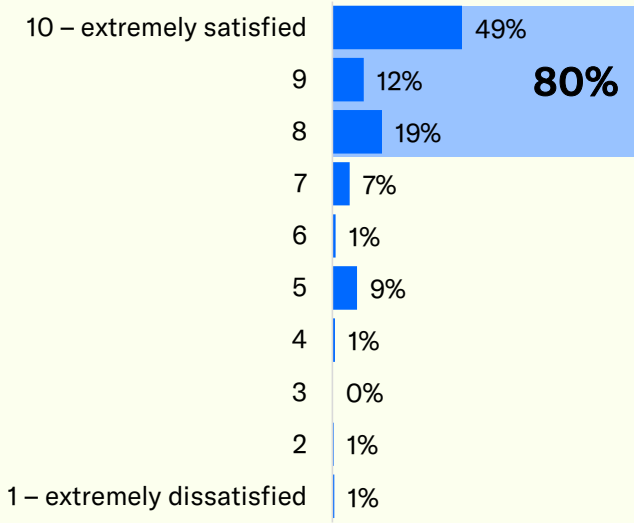
High season visitors planned and booked their trips much further in advance.



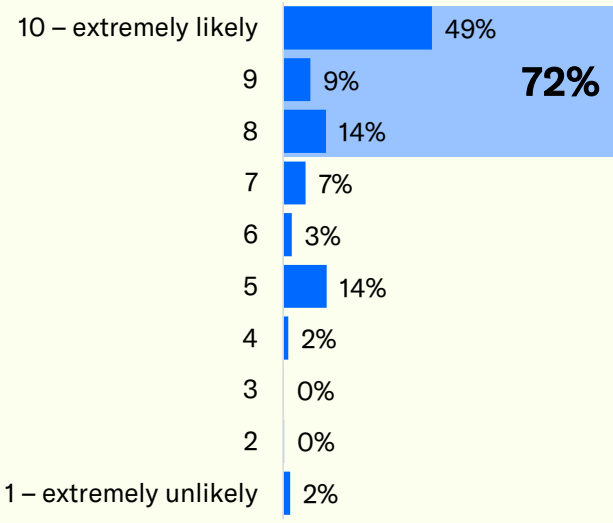
Question: How many months in advance did you begin planning AND booking this trip to Yuma? Base: Total visitors. 416 completed surveys.

# Visitors were very satisfied with Yuma and are very likely to recommend Yuma to friends/family, as well as return to the destination themselves.

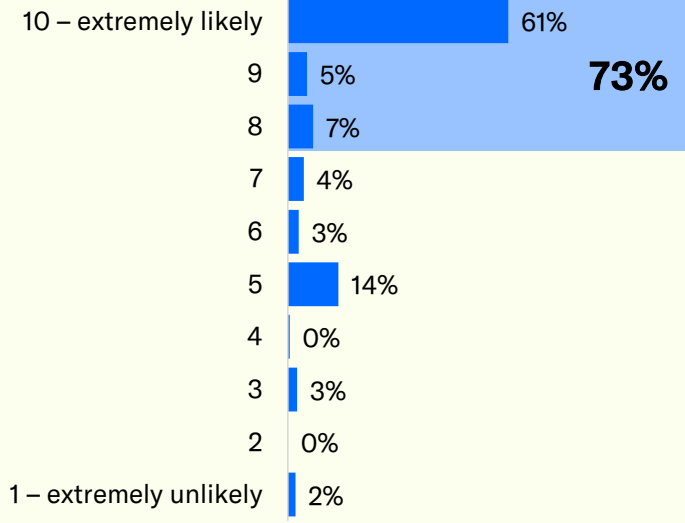
Satisfaction



Likelihood to Recommend



Likelihood to Return



Question: On a scale of 1 to 10 with 10 being the highest ranking, how satisfied are you with your experience in Yuma? Base: Total visitors. 417 completed surveys.

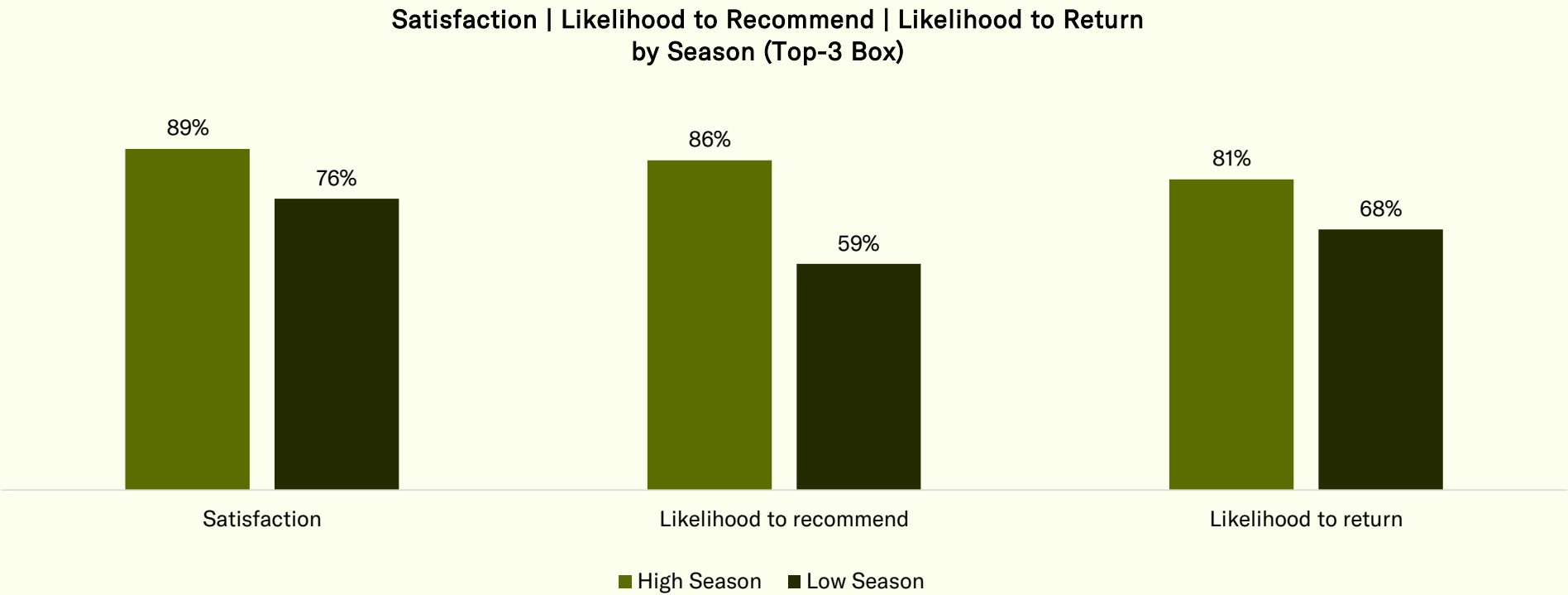
Question: Using the same scale of 1 to 10, how likely are you to recommend Yuma to friends or family? Base: Total visitors. 417 completed surveys.

Question: Using the same scale of 1 to 10, how likely are you to return to Yuma on a future visit? Base: Total visitors. 417 completed surveys.

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# High season visitors reported higher satisfaction, likelihood to recommend, and likelihood to return.



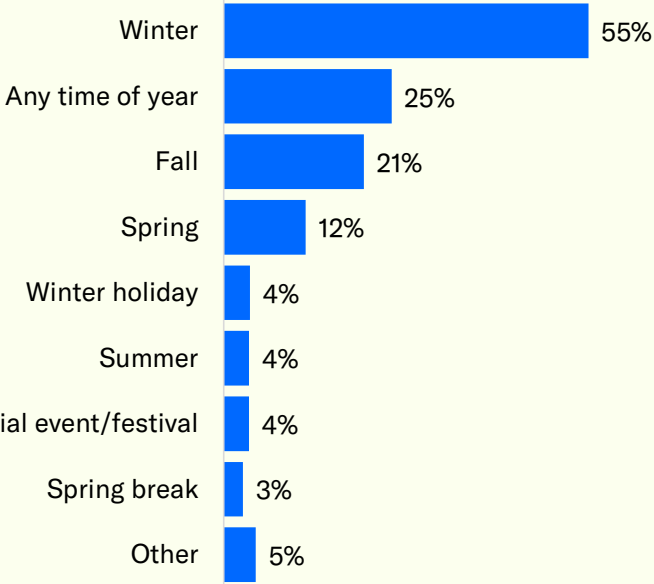
Question: On a scale of 1 to 10 with 10 being the highest ranking, how satisfied are you with your experience in Yuma? Base: Total visitors. 417 completed surveys.

Question: Using the same scale of 1 to 10, how likely are you to recommend Yuma to friends or family? Base: Total visitors. 417 completed surveys.

Question: Using the same scale of 1 to 10, how likely are you to return to Yuma on a future visit? Base: Total visitors. 417 completed surveys.

# Among those likely to return to Yuma, most would do so in Winter.

Season Most Likely to Visit



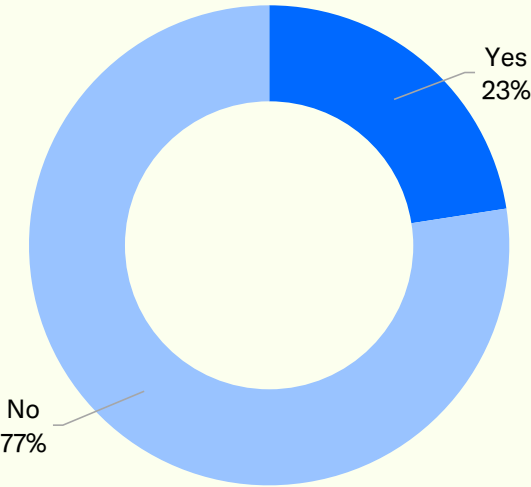
Question: What time of year are you likely to visit Yuma again? Base: Visitors likely to return to Yuma. 348 completed surveys.

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**Most business travelers did not extend their trip for leisure activities or vacation.**

Extended Business Trip for Leisure



Question: Did you extend your stay in Yuma for any additional days beyond what was needed for your business or meeting to accommodate leisure activities? Base: Business/conference visitors. 86 completed surveys.

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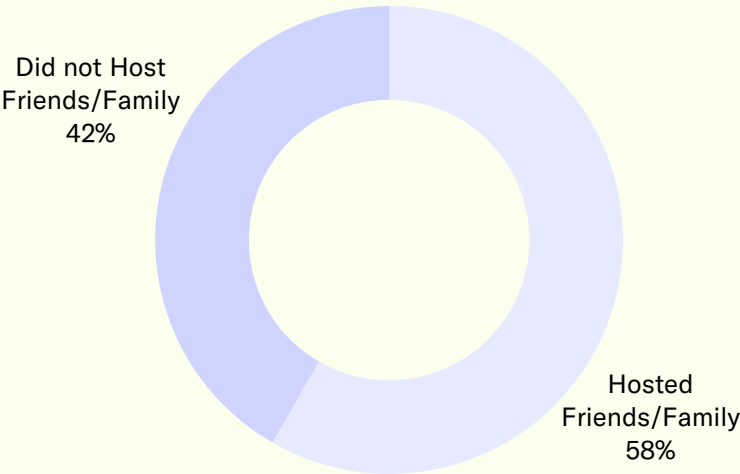
# **Detailed Findings: Yuma Residents**



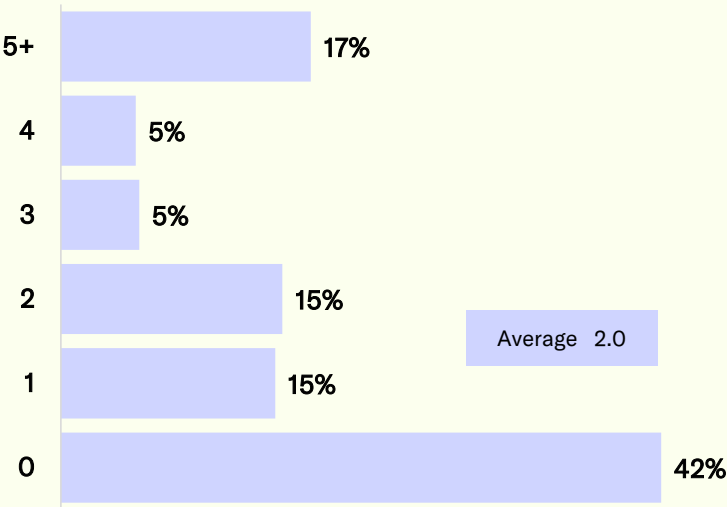
# Most Yuma residents have hosted visitors in the past 12 months.

On average, residents hosted two (2) friends and/or family over the past 12 months.

Hosted Friends and/or Family



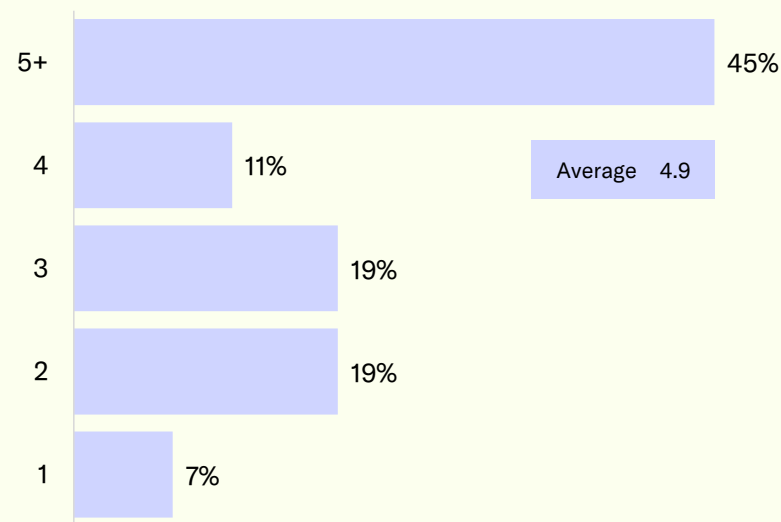
Number of Friends/Family Hosted



Question: In the past twelve (12) months, how many visiting friends or family who live outside of Yuma stayed overnight with you in your home? Base: Total residents. 403 completed surveys.

**On average, overnight visitors to Yuma stayed almost five (5) nights with host residents.**

Nights Visitors Stayed

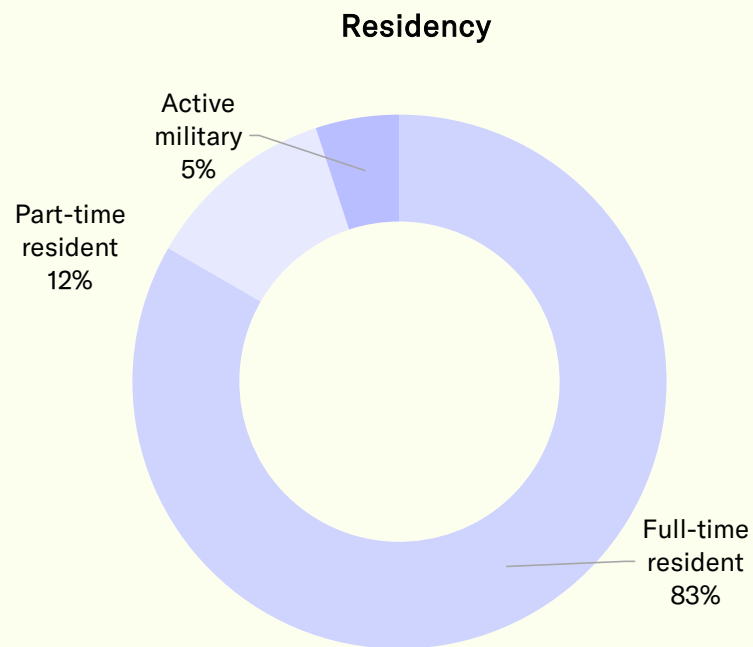


Question: How many nights did your most recent visitor(s) stay overnight in your home?  
Base: Residents that hosted friends/family. 216 completed surveys.

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## The vast majority of residents live in Yuma full-time.



Question: Are you a full-time resident, part-time resident, or active military stationed in Yuma?

Base: Total residents. 414 completed surveys.

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# **Detailed Findings: Snowbirds**

# Snowbirds accounted for most of the visitors during high-season.

Overwhelmingly, snowbirds chose Yuma because of the warm weather and climate. The proximity to friends/family, as well as its outdoor activities and food/local cuisine also drew snowbirds to Yuma.



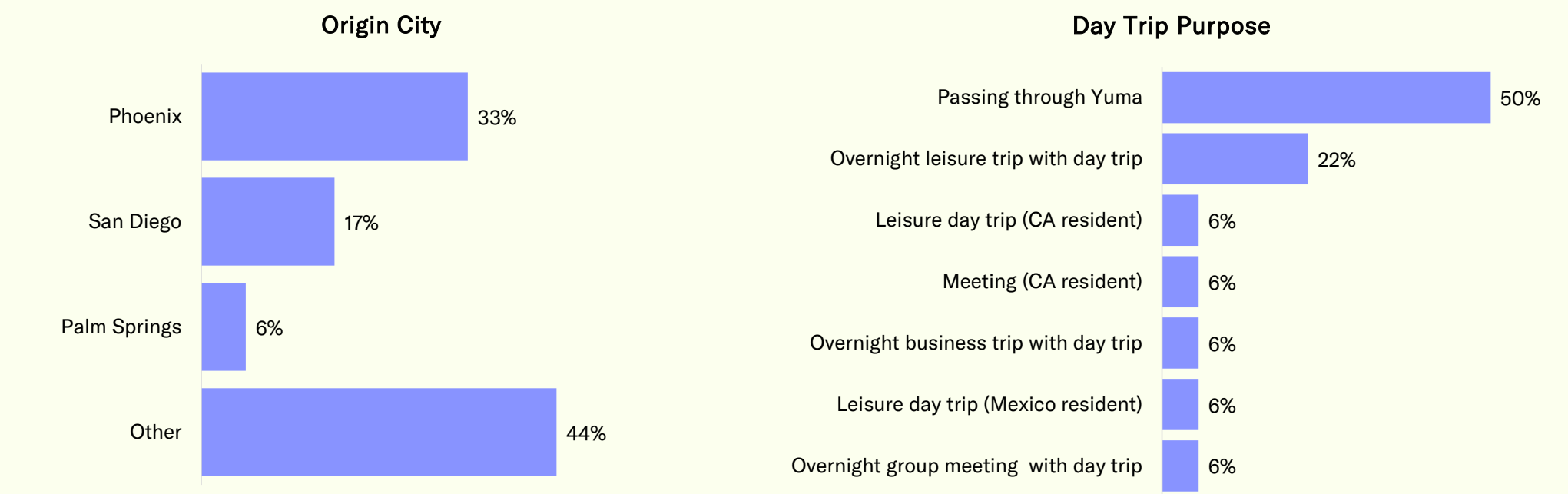
Question: Do you identify as a snowbird traveler – someone who visits the Yuma area for 90 days or longer to escape the cold season? Base: High season respondents. 192 completed surveys.

Question: Which of the following describes why you chose Yuma for your winter location this year? Base: Snowbird respondents. 125 completed surveys.



# **Detailed Findings: Day Trip Visitors**

# Although day trippers came from a variety of origin markets, most visited Yuma because they were just passing through.

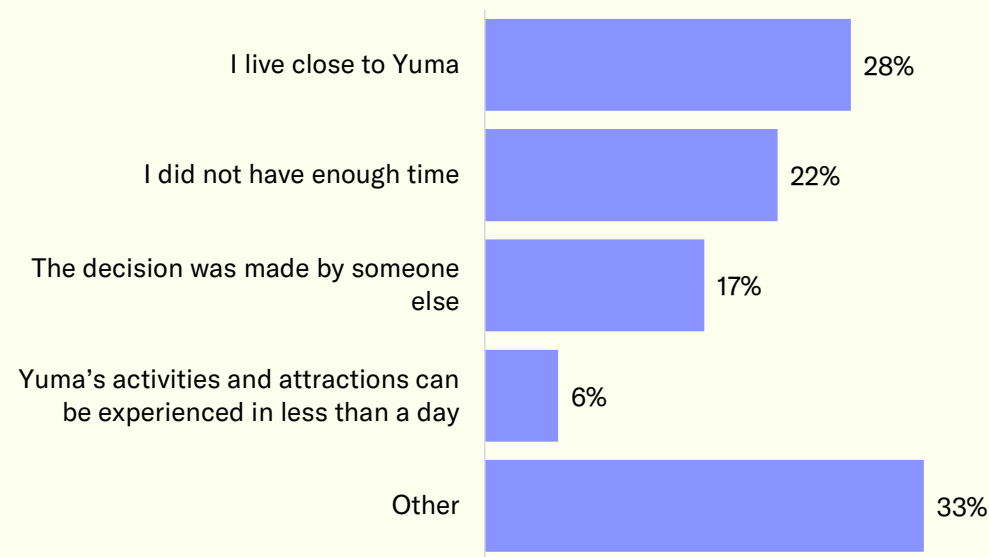


Question: What city did you make this day trip to Yuma from? **Base: Day trip visitors. 18 completed surveys.**

Question: Please tell me about your visit to Yuma. Why are you here today? **Base: Day trip visitors. 18 completed surveys.**

# Most day trippers did not stay in Yuma because they either live close or did not have enough time.

Reason(s) for not Staying Overnight



Question: Why did you decide not to stay overnight in Yuma on this trip? Base: Day trip visitors. 18 completed surveys.

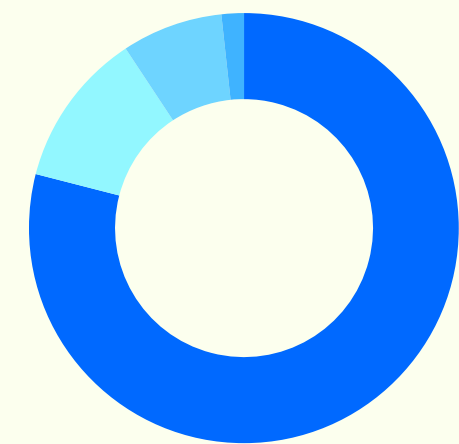
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# **Appendix: Origin & Demographics**

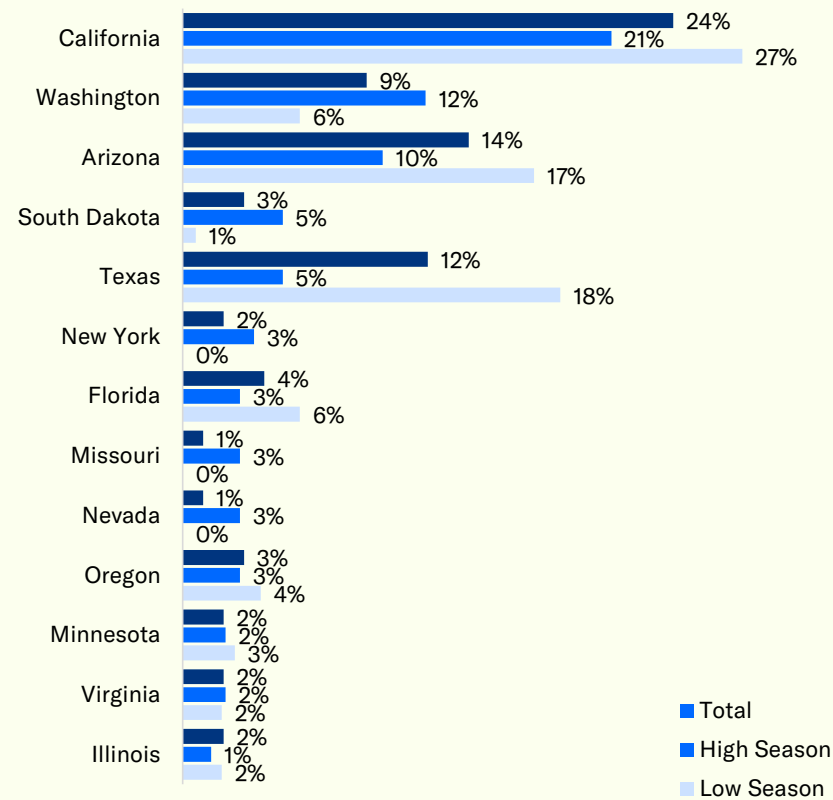
# Origin Market

Origin Country



- United States, 79%
- Canada, 12%
- Mexico, 8%
- Other, 2%

Top U.S. Origin States

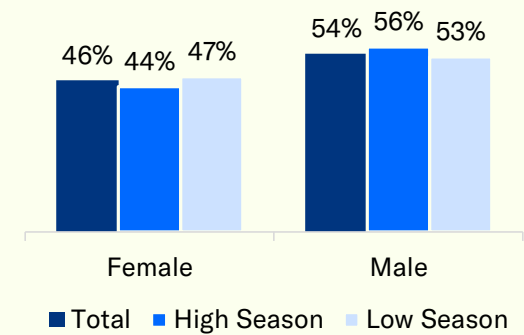


- Total
- High Season
- Low Season

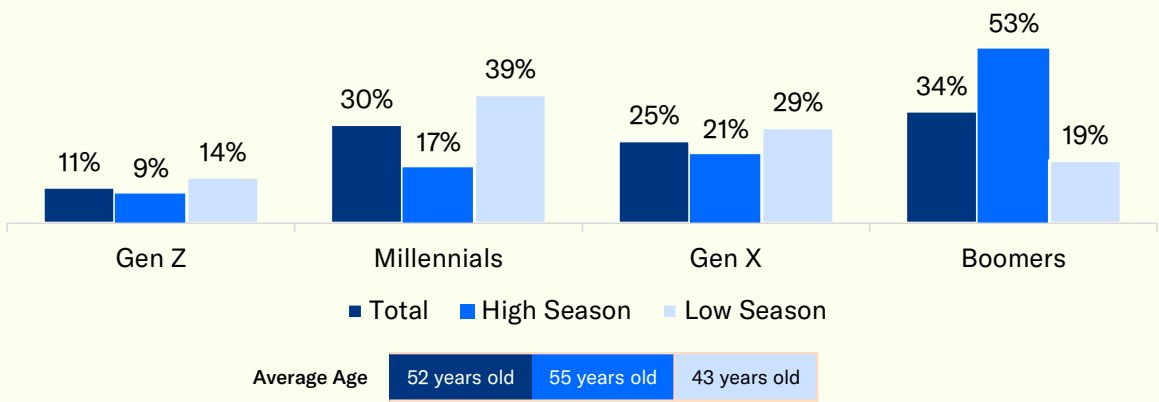


# Visitor Demographics

Gender

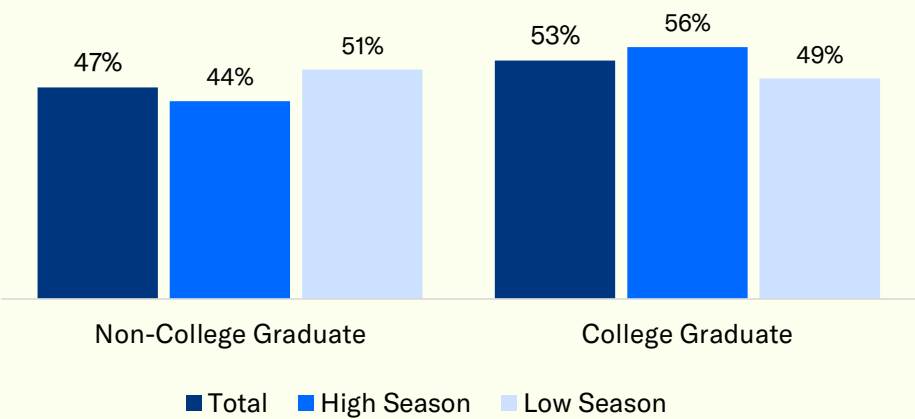


Generation

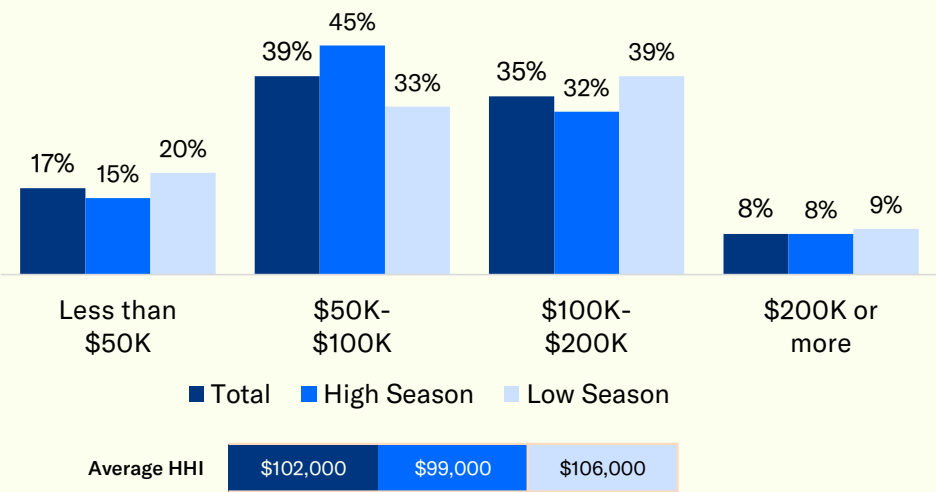


# Visitor Demographics

Education

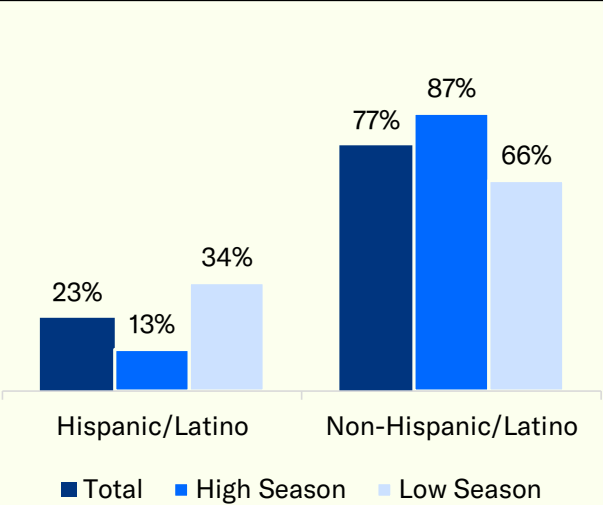


Household Income

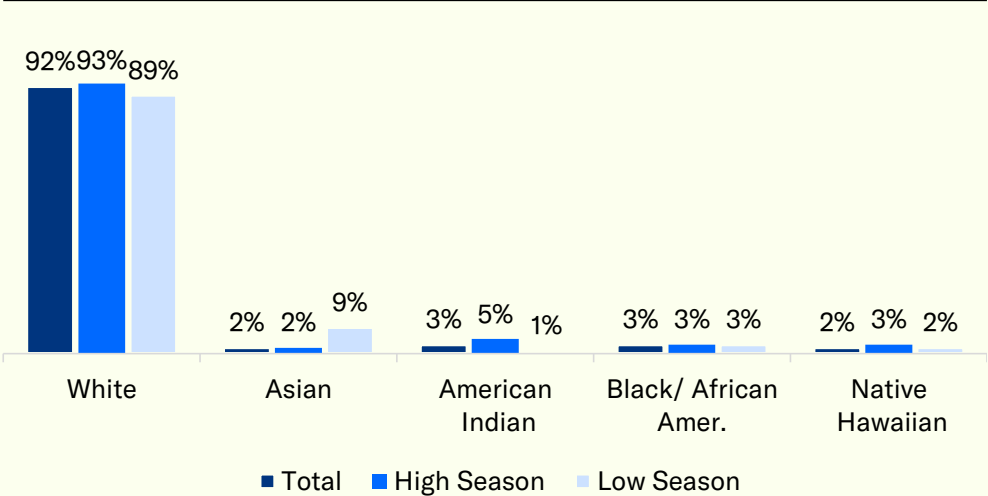


# Visitor Demographics

Ethnicity



Racial Identity



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