



## Agenda Statement

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**On agenda:** 4/5/2017 **Final action:** 4/5/2017  
**Title:** Visitor Study Follow-Up Information  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. McDowell Group Valdez Visitor Profile 2016.pdf

Date	Ver.	Action By	Action	Result
4/5/2017	1	Economic Diversification Commission		

### **ITEM TITLE:**

Visitor Study Follow-Up Information

**SUBMITTED BY:** Lisa Von Bargaen, CED Director

### **FISCAL NOTES:**

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

### **RECOMMENDATION:**

None. Report only.

### **SUMMARY STATEMENT:**

In January a joint work session with the ED Commission and Council was held so the McDowell Group could present the findings of the Visitors Study conducted in 2016. At the work session a handful of follow-up items were requested. Those include:

- New analysis on summer trip planning by age/gender.
- Satisfaction ratings from the last generation from AVSP for context.
- Key Findings and Recommendations are added to the Exec Summary.
- We also analyzed the winter data weighted and unweighted, and added discussion about consistency in demographics and trip planning to provide confidence in the findings.
- One thing that Lorraine asked for through Lamar was the most successful "key words." We asked about use of internet, and which websites and apps were used, but we did not ask about key words in this survey.

A copy of the updated study findings including this additional information is attached.

