2013
Red River

2013 Red River Visitor Study

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SOUTHWEST PLANNING & MARKETING

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Main Objective

Provide market intelligence about visitors and potential visitors of Red River to be used in developing and implementing marketing and planning initiatives.

Research Objectives

Red River wants to understand:

- Changes in the demographics and geographics of visitors to Red River over the past five years.

- Identify and understand changes in information search and booking activities of visitors.

- Identify activities and trip behavior.

- Quantify the Economic Impact of Visitors to Red River.

- Assess the effectiveness and impact of the Red River web site in order to improve and fine-tune the site.

Methodology

- Consultation with Red River officials to identify information needed.
- 2006 survey instrument updated and approved version for 2013.
- E-mailed survey to potential visitors of Red River. Sent to 6,708 people.
- 935 people started or completed the survey.
- Fieldwork completed 2/15/2013

E-mails	Responses
Total e-mails	7112
Total invitations sent	6708
Started surveys	152
Completed surveys	783

Invitations	Sent Date
Initial Invite	2/8/2013
First Reminder	2/11/2013
Second Reminder	2/13/2013
Survey Closed	2/15/2013

Conclusion and Executive Summary of Findings

Conclusion and Executive Summary of Findings

Trip Planning- Vacation Guide/Visitor Information

In 2013, the call to action in ordering vacation literature/information was the website. The "Internet" is now the most critical marketing tool for vacation planning. 85% of the respondents use the internet when considering or planning a vacation. Magazine and newspaper advertising remain a critical component in marketing Red River; eight (8) percent of the respondents ordered literature from a magazine/newspaper advertisement. This medium is critical for garnering new visitors to the area.

Visitors are now planning trips in shorter time periods. Two-thirds of the visitors plan a trip less than a month out. Summer visitors tend to take the longest to plan a trip (average of 11 weeks, versus an overall average of 9.4 weeks). Younger visitors (18-34) with lower incomes (less than $40k) have the shortest planning period (an average of 7.9 weeks).

Visitors on average take a little under two mountain vacations a year. Although, since 2006 the percentage of visitors that take 2-5 mountain vacations a year has increased. In essence, a group of people that take multiple trips to the mountains has increased and fewer people are taking one trip a year. This group is getting increasingly segmented.

Membership in frequent traveler programs for Red River visitors has dropped 5% in six years. AAA remains the highest used club. The majority of clubs are airline or hotel related clubs. The traditional travel-clubs are losing favor with visitors and visitors are using hotel/airline clubs to garner free flights and stays.

Conclusion and Executive Summary of Findings

Website Evaluation

The Red River Website is by far the most important tool in marketing Red River. Responses to the survey indicate that the site is well designed and rated highly with the respondents. Two major needed improvements highlighted by visitors was, the need for additional lodging information, and the use of more pictures on the site. There is a trend toward less text and more visuals.

Respondents in 2013 are more likely to use the website for all areas of trip planning than in 2006. Ninety percent (90%) of the respondents recalled visiting the Red River website. Over half of them were planning a trip.

Respondents rated the website extremely high when compared to other travel websites and with regard to ease of use in finding information (8 out of a possible 10).

The average Red River website visitor went to the site 9.6 times. Over one fourth of the respondents visited the website "10 or more times". Visitors use this tool repeatedly when planning a trip and seventy percent (70%) said it had some or a great deal of influence on their decision to visit.

Conclusion and Executive Summary of Findings

Website Evaluation

Vacancy in Red River (Glenn Hastings)

Not surprisingly, search engines continue to grow as the leading source for locating the Red River website.

Advertisements in magazines and newspapers still play a critical role in finding the Red River website for first-time visitors.

A particular note is that in 2006, none of the respondents used the web-site to "book lodging" (assistance with lodging). In 2013, one fourth of the respondents (24.7%) visited the web-site to book lodging.

Lodging information was the most useful information on the web-site (80.9%), followed by events (61.6%), summer activities (60.9%) and dining (53.6%).

Less than six percent (6%) of the respondents indicated that there was information they "could not find" on the website. It is important to note that the information they could not find related to lodging generally (not enough space/lack of booking information/reservations).

When asked "What additional features are needed on the website", nearly one-third of the respondents felt that the web-site needed no additional features. Additional features requested were: Information/maps/hours of operation, activities, lodging options, pictures, and specials/promotions were also important.

Conclusion and Executive Summary of Findings

Perceptions about Red River- Competitor Analysis

Red River appears to be positioned in the minds of visitors properly; mountains, skiing, fishing, beautiful, relaxing. The top five competitors to Red River are Taos, Santa Fe, Angel Fire, Ruidoso and Durango, Colorado. Red River competitors are all regionally based.

List three things that come to mind when you think of Red River

Conclusion and Executive Summary of Findings

Trip/Travel Party Characteristics

Past Visitation

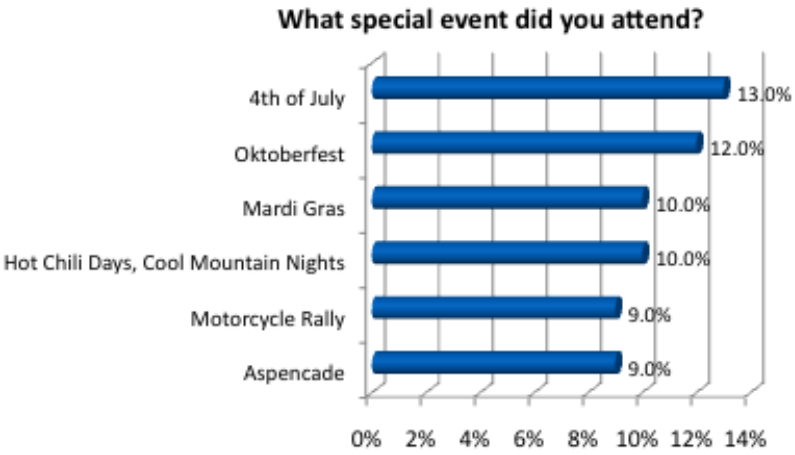
Nearly 90% of the respondents have been to Red River in the past. One-third (33.9%) of the respondents have visited since 2010. Repeat visitation has grown from 8.3 trips in 2006 to 13 trips in 2013. Over 40% of the respondents were summer visitors.

Reasons for Visiting

Vacation/Leisure is the primary reason for visiting Red River. Eighteen percent (17.8%) of respondents visited Red River to attend a special event.

Respondents were provided a list of 19 "reasons" to rate as reasons for visiting Red River. "Drive the enchanted circle" was the highest rated of the "19 reasons" for visiting Red River, followed by "Shopping", ATV /back country "jeeping", skiing, visiting Taos, and fishing.

Respondents were less likely to have visited in order to snowshoe, cross-country ski, mountain bike or visit museums. These are growth opportunities for Red River as these are areas respondents requested to have developed more fully.



	Average
Drive the Enchanted Circle	3.1
Shopping	3.0
ATV/ Backcountry Jeeping	3.0
Skiing/ Snowboarding	2.9
Visit Taos	2.9
Fishing	2.8
Listening to live music	2.8
Hiking	2.8
Summer Chairlift	2.7
Jeep Tour	2.6
Special Event	2.6
Snowmobiling	2.4
Rafting	2.4
Other	2.3
Horseback riding	2.2
Cumbres and Toltec railroad	2.1
Mountain biking	1.8
Cross Country Skiing	1.6
Golfing	1.6

Conclusion and Executive Summary of Findings

Trip/Travel Party Characteristics

Length of Stay/ Party Size

The "average" visitor stays for four (4) nights, and is in a travel party of two couples. This is similar to visitors in 2006. More parties traveled with children in 2013 than in 2006 (up to 52.5% from 42.9% in 2006). The "average" party traveled with 1-2 children. The majority of these children (over three-fourths of them), came from three age groups: 6-9 years old (22%), 10-13 years old (28%) and 14-17 years old (28%).

Spending

The average travel party spent $1,500 ($1,453) during their stay in Red River. This is a 20% increase over spending in 2006. This equates to $100 a day per person.

Additional amenities/activities visitors requested

Visitors were asked what additional amenities and activities they would have liked to see during their stay in Red River. The major amenities requested were: additional ATV/Jeep trails (requested by one-third bf the respondents), followed by historical tours (29%), more hiking trails (28.4%) and a 24 hour gas station/hotel (27.3%).

Conclusion and Executive Summary of Findings

Lodging/Booking

The overall rating for the quality of lodging accommodations in Red River was extremely high and unchanged from 2006 (4.2 out of 5).

In 2013, hotel/motel usage is up over 2006. Nearly 23% (19% in 2006) of the respondents stayed at a hotel/motel. Usage of "cabins/cottages" and "condo/timeshares" was down slightly. Staying at "private home" was up substantially to 7.4% (1.2% in 2006).

Seven percent (7%) of the respondents had some difficulty with booking. The majority of the problems revolved around booking availability

Lodging information is one of the primary reason visitors and potential visitors go to the Red River web site. Visitors with shorter planning periods (one month or less) were more likely to stay in a hotel (versus condo etc..) and more likely to use a booking engine.

The use of a toll free number has dropped significantly since 2006 (from 53% of the respondents using the toll free number in 2006 to 22% in 2013). Hotel website booking is up over 5% in 2013 over 2006 (from 15% to 21%). Sixteen percent (15.5%) of the respondents (up 10% from 2006) made no reservations in advance of visiting.

Visitors that planned a trip one month or less in advance were more likely to stay in a hotel (30% of the respondents).

Over 80% of the respondents cited "Lodging" as the most useful information on the website and one fourth cited "Hotel Reservations" (versus lodging) as the most useful information on the website.

Nearly two-thirds of the respondents (62.4%) were "likely" or "very likely" to book lodging on the Red River web site if given the option. Visitors that planned a trip one month or less were more likely to use a Red River booking engine than visitors that had planned more in advance.

Conclusion and Executive Summary of Findings

Likely to Recommend/Intend to Visit

Less than six percent (5.6%) of the visitors were definitely not going to Red River in 2014. Forty-six percent (45.9%) were definitely visiting in 2014. Respondents were not returning because of a lack of time or money or "other plans".

In 2013, CRC introduced a "one-question customer loyalty" question". The metric is called the "Net Promoter Score". Many large corporations now use this metric to gauge their organization. The metric is based on the question, "On a scale from 1 to 10, with 10 being "Extremely Likely", and 1 being " Not At All Likely", how likely is it you would recommend us to a friend?" Red River had a Net Promoter Score of 51.8. This is extremely high. The highest rated national corporations generally have a Net Promoter Score between 50-60. Red River has an extremely loyal customer base.

Red River Net Promoter Score	
Promoters (rating 9 or 10)	61.8
Neutrals (7 or 8)	28.2
Detractors (1-6)	10.0
Net Promoter Score	**51.8**

Conclusion and Executive Summary of Findings

Media Usage

The use of conventional media continues to change for destination marketers. The internet and social media is the primary media used by most visitors. However, newspaper, magazine and radio advertising are effective marketing tools for Red River particularly with "first-time" visitors

For the purposes of this report, Smart Phone/Tablet usage was considered a media tool. The use of "Smart phones/Tablets by visitors is a critical marketing/media tool for Red River as this usage is promoting Red River while visitors are in Red River. Eighty-three percent of the respondents use smart phones/tablets while in Red River. Three-fourths of the respondents use "smart phones/tablets" to stay in touch with friends/family, followed by social networking, photos/videos.

Sixteen percent (15.8%) of the respondents do not regularly read magazines. The top five magazines are Southern Living (3.8%), People (3.5%), New Mexico Magazine (2.6%), Good Housekeeping (2.5%), and Texas Monthly (2.5%).

Television viewership is extremely splintered in 2013. Six percent (5.9%) of the respondents watch NCIS, followed by the news and "Big Bang Theory" at 4.5%.

Country and Rock are the two major types of music visitors listen to.

Red River visitors read the newspaper. Nearly three-fourths (72.5%) of the respondents read the newspaper. This is up fifteen percent over 2006).

Conclusion and Executive Summary of Findings

Demographics

Visitors demographics saw small changes from the demographics of visitors to Red River in 2006. The noted differences are that average age, educational level and income are increasing.

There are opportunities to market to Hispanics and younger visitors as these demographics are growing as a percentage of the U.S. population but not reflected in the Red River visitor.

The average age of visitors to Red River is nearly 50 years old (an increase of nearly five years since 2006). Children under the age of 18 living at home dropped by nearly one-third (36.9%) over 2006 (63.1%).

Nearly three-fourths of all visitors consider themselves to be "Anglo". This category dropped nearly ten percent (10%) over 2006 as more people identify with mixed ethnicities.

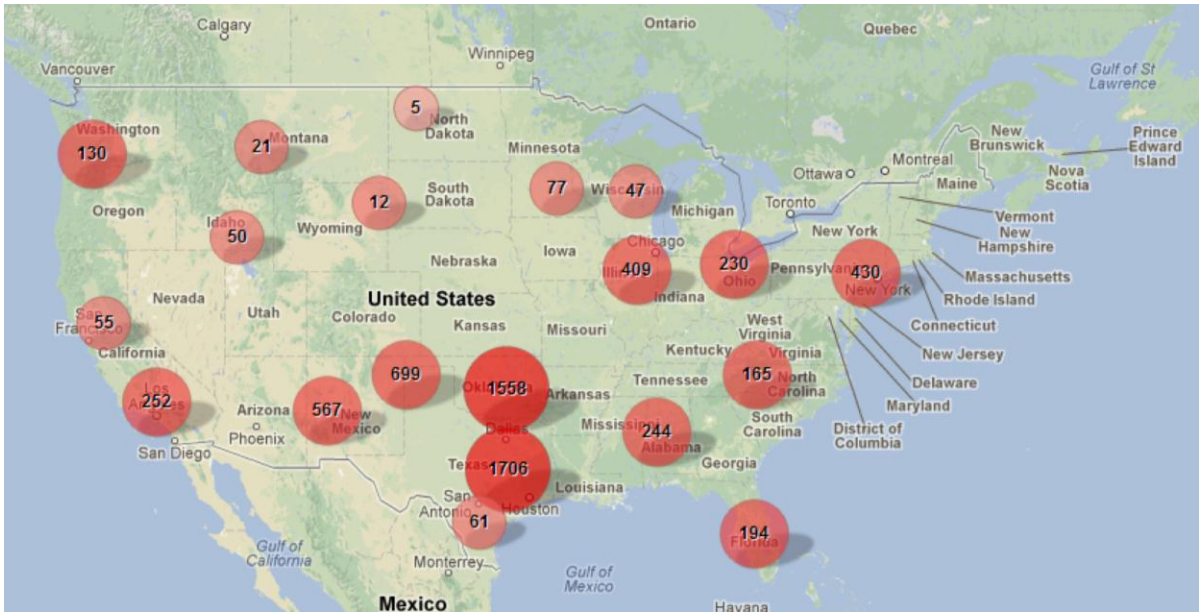
There was a two percentage (2%) drop in the Hispanic/Latino category over 2006.

The Educational levels have changed since 2006. There was an increase in visitors with some college and a decrease in visitors with bachelors degrees, but an increase for visitors with graduate degrees or that attended graduate school. This is reflected in an increased median household income of $75,644 an increase from 2006 ($68,250).

Conclusion and Executive Summary of Findings

Geographics

Texas comprises one third of the visitors/inquirers to Red River, followed by Oklahoma, New Mexico, California and Florida.



	State	%
1	Texas	36.9%
2	Oklahoma	10.9%
3	New Mexico	6.6%
4	California	4.0%
5	Florida	2.8%
6	Colorado	2.5%
7	Kansas	2.5%
8	Missouri	2.2%
9	Wisconsin	2.1%
10	Louisiana	1.9%
11	Arizona	1.9%
12	New York	1.8%
13	Illinois	1.8%
14	Arkansas	1.6%
15	Ohio	1.5%
16	Pennsylvania	1.5%
17	Michigan	1.3%
18	Washington	1.1%
19	Tennessee	1.1%
20	North Carolina	1.1%

Conclusion and Executive Summary of Findings

Group Characteristics/Differences

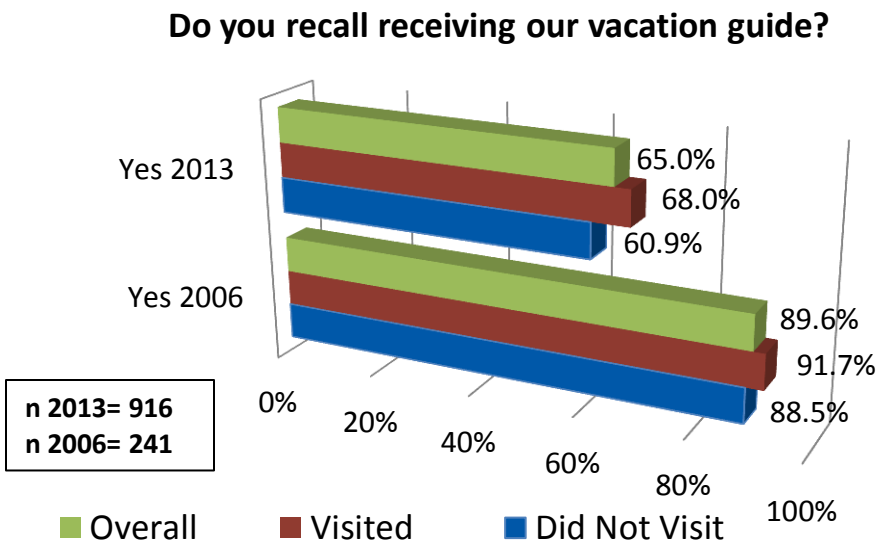
The final section of the report provides detailed comparisons of various types of visitors to Red River. The groups are: Visitors by season (Winter Summer Fall, Spring), income categories, age categories and children in the household/no children in the household. The charts can be used to make targeted messages and marketing approaches by age, seasonality of visitation, income and family visitors.

It is interesting to note that visitors to Red River are very homogenous and the differences between groups are relatively similar.

Detailed Findings

Detailed Findings

Trip Planning-Vacation Guide/Visitor Information



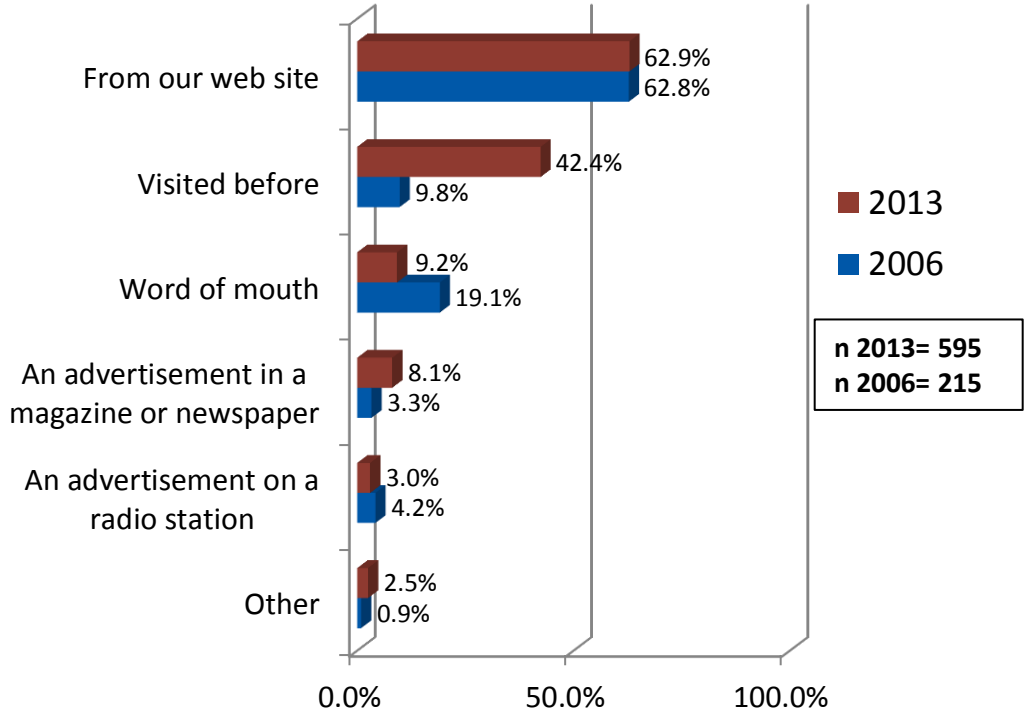
Overall, 65% of the respondents recalled receiving visitor information. Respondents who visited Red River were 7% more likely to have recalled receiving information.

The recall dropped significantly as more people are getting the information on the web-site (nearly 90% of the respondents recall going to the web-site).

Detailed Findings

Trip Planning-Vacation Guide/Visitor Information

How did you know vacation literature was available? Was it:



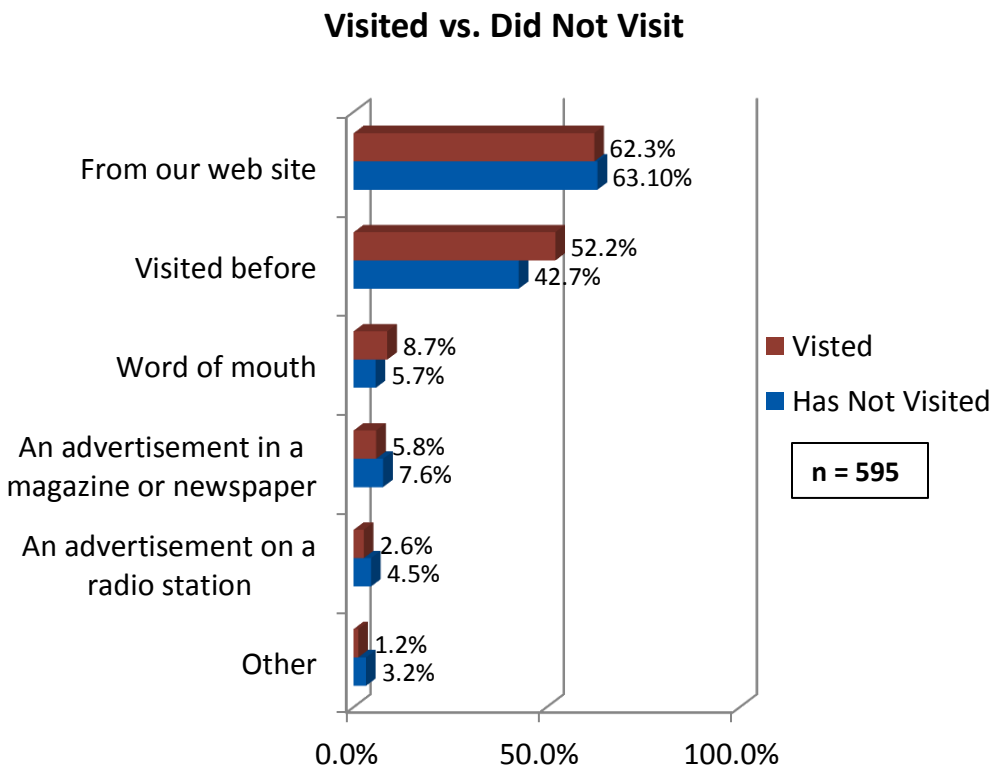
Virtually unchanged from 2006, the Red River website was the primary way respondents ordered information.

Detailed Findings

Trip Planning-Vacation Guide/Visitor Information

The internet is the primary vacation-planning tool for all respondents. People that had visited Red River previously cited "Visited Before" and "Word of Mouth" as information sources for considering visiting Red River.

Advertisements (radio and television), while not major motivators was used more by people that requested information but did not visit.



Detailed Findings

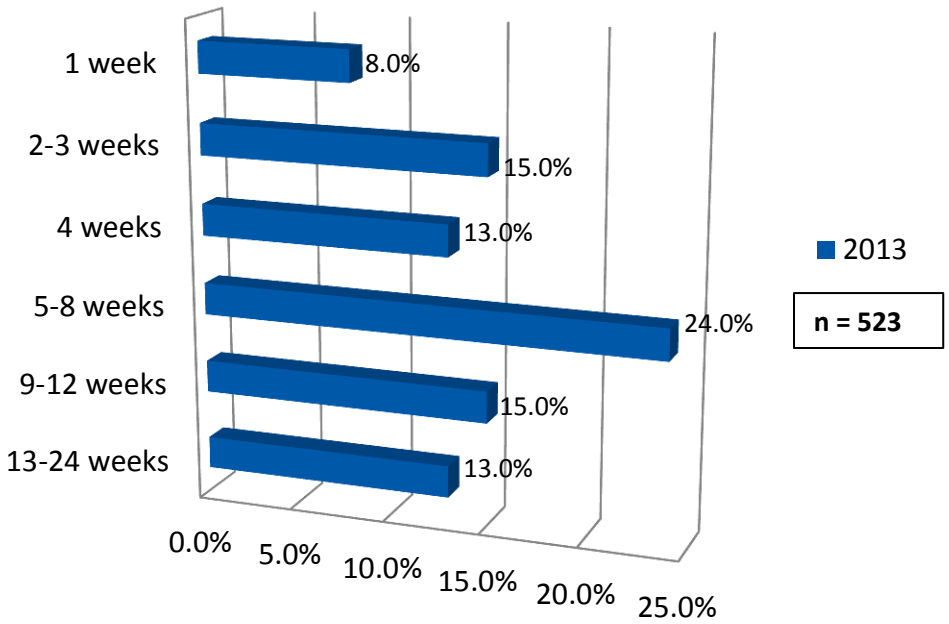
Trip Planning-Vacation Guide/Visitor Information

Year	Average weeks
2006	10.7
2013	9.4

The "trip-planning" period has dropped from 10.7 weeks on average in 2006 to 9.4% weeks in 2013.

One fourth (23%) of your visitors plan 1-3 weeks out. Two-thirds (36%) plan out less than a month.

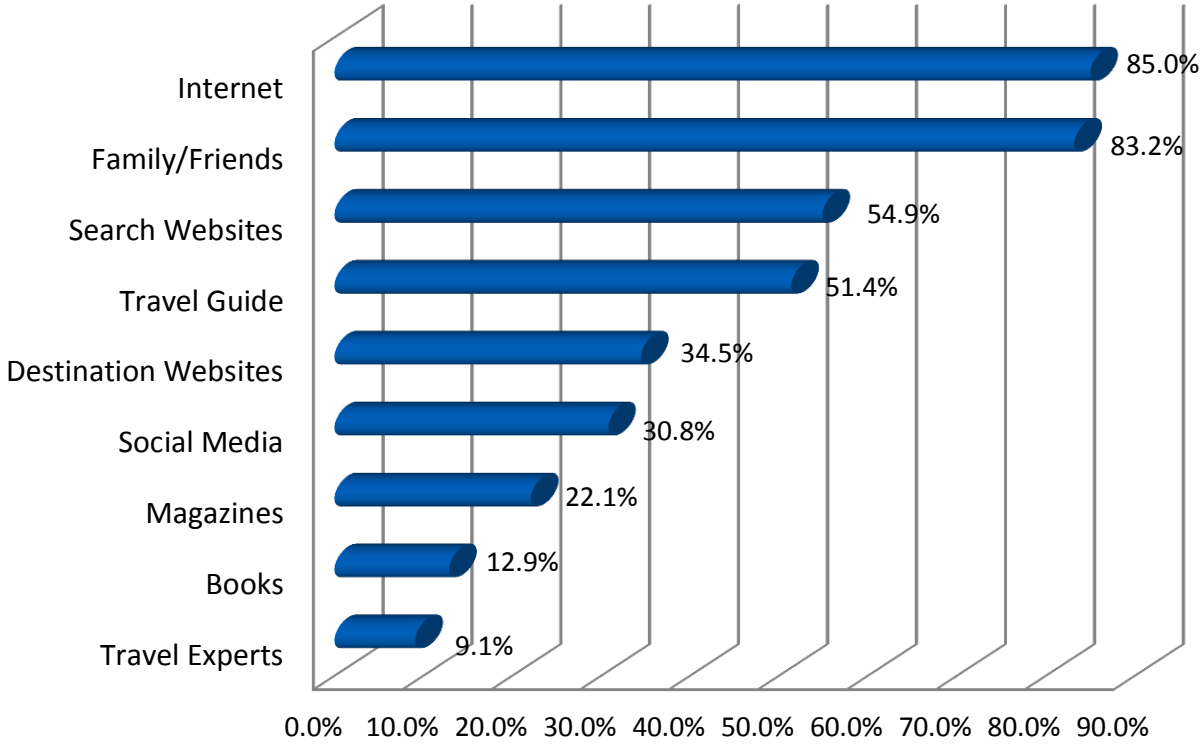
How many weeks ahead of time did you start planning for your most recent trip to Red River?



Detailed Findings

Trip Planning-Vacation Guide/Visitor Information

Which of the following sources do you use when looking for advise and insight about travel destinations you are considering? (check all that apply) n = 788



The "Internet" is now the most critical marketing tool for vacation planning. 85% of the respondents use the internet when considering or planning a vacation.

Detailed Findings

Trip Planning-Vacation Guide/Visitor Information

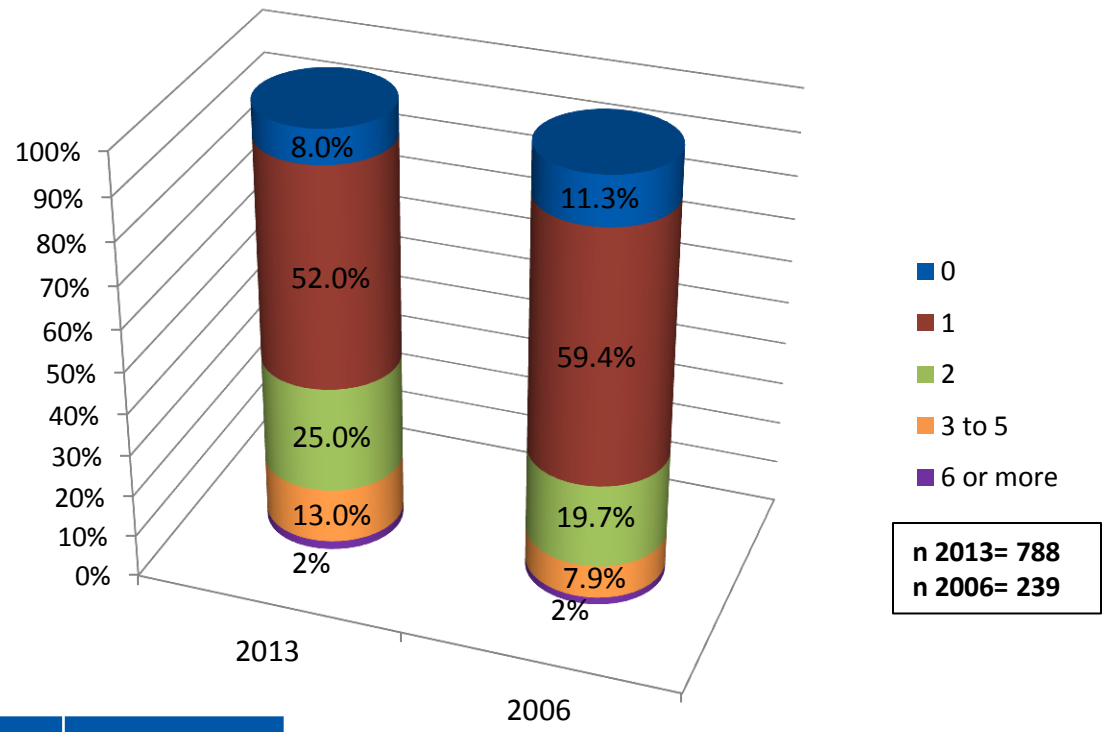
Please list the top three sources of information you use when planning a trip:

This graphic is a visual representation of how people responded to the question "List the top three sources of information used when planning a trip."

Detailed Findings

Trip Planning-Vacation Guide/Visitor Information

How many vacations to the mountains do you normally take in a year?



Year	Average visits
2006	1.8
2013	1.7

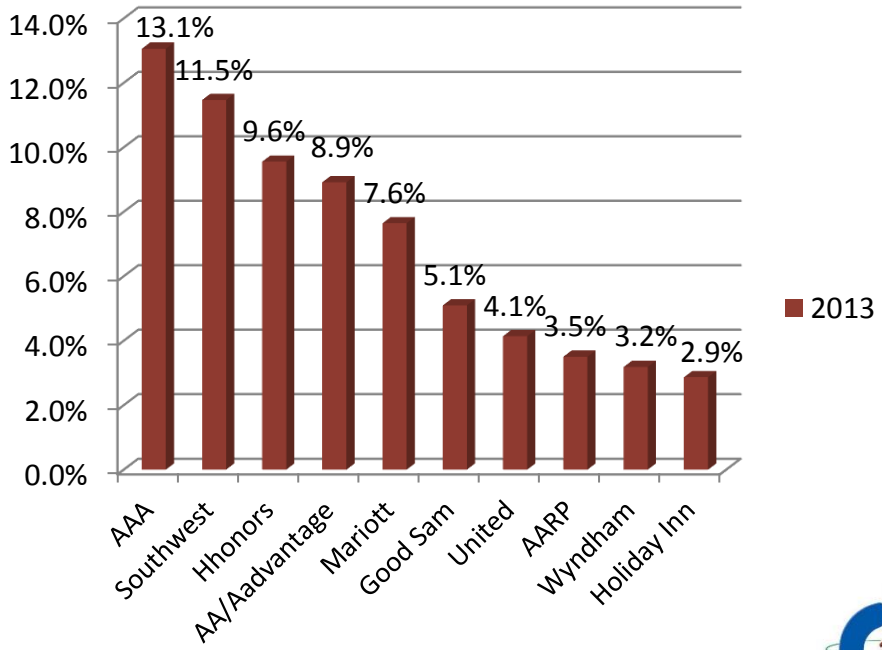
On average, respondents took 1.7 mountain vacations a year, statistically the same as in 2006.

The percentages of respondents that take 2-5 mountain vacations a year increased since 2006.

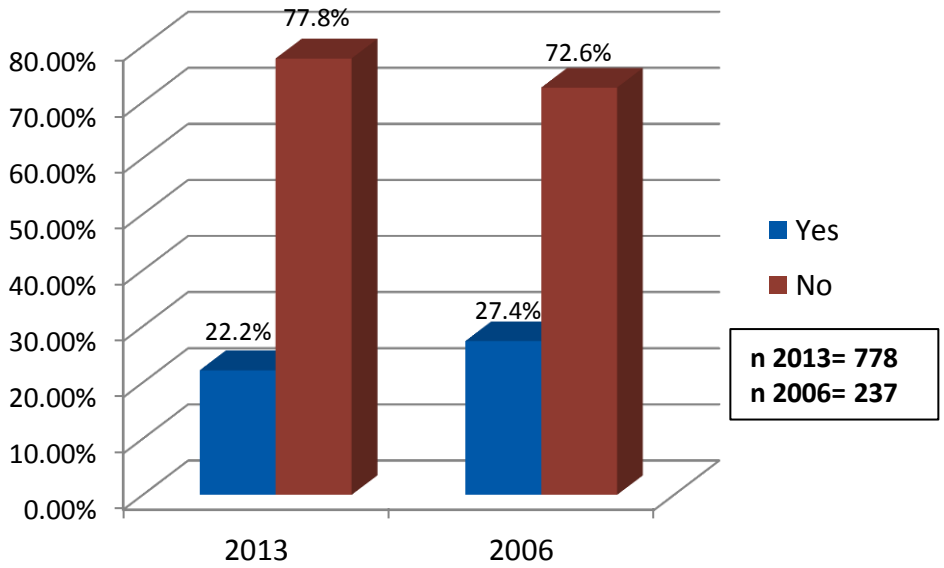
Detailed Findings

Trip Planning-Vacation Guide/Visitor Information

Membership in frequent traveler programs for Red River visitors has dropped 5% in six years. AAA remains the highest used club. The majority of clubs are airline or hotel related clubs.



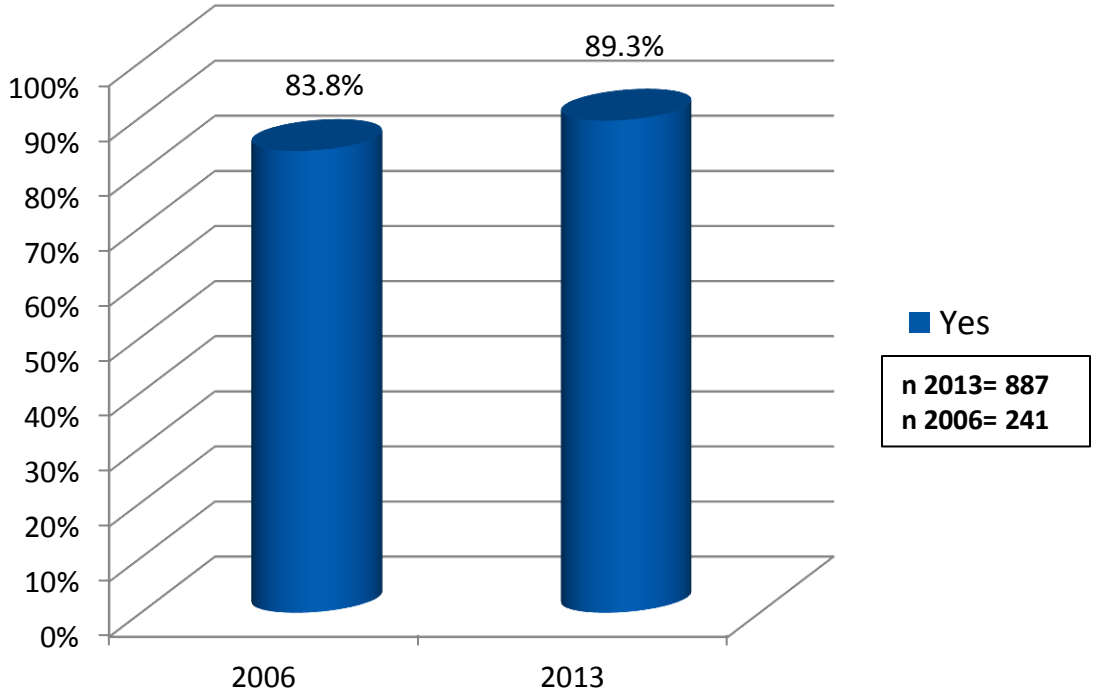
Do you belong to any frequent traveler programs or travel club memberships?



Detailed Findings

Website Evaluation

Do you recall visiting our website, www.redriver.org?



Nearly nine out of ten respondents (89.3%) remembered visiting the Red River website.

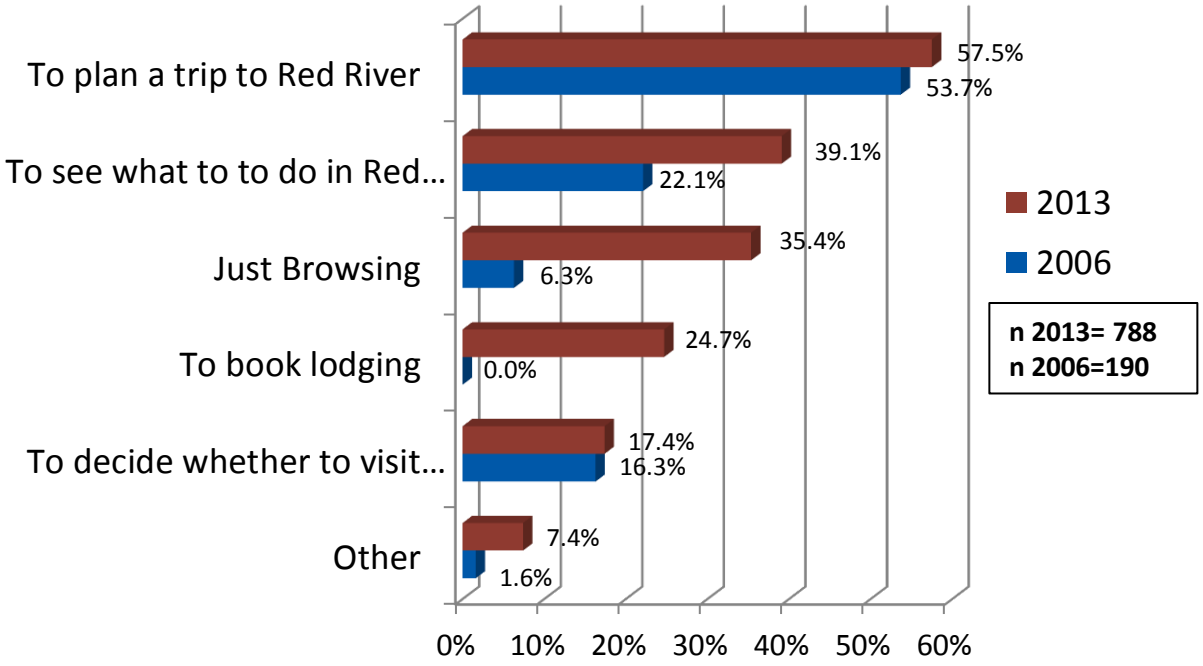
Detailed Findings

Website Evaluation

Respondents are more likely in 2013 to use the website for all areas of trip planning than in 2006.

In 2006, none of the respondents used the web-site to book lodging. In 2013, one fourth (24.7%) visited the web-site to book lodging.

Why did you visit our website? (check all that apply)

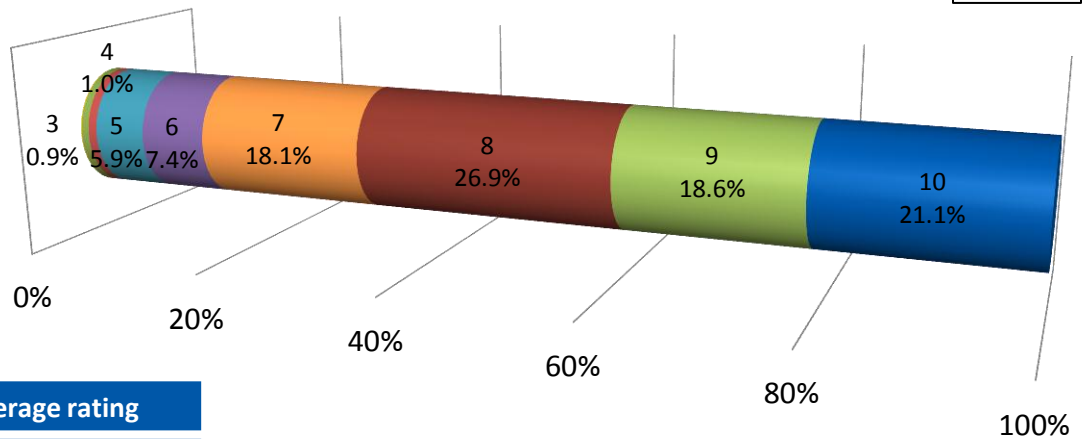


Detailed Findings

Website Evaluation

On a scale of 1 to 10, where 10 is "Excellent" and 1 is "Poor", how would you rate the Red River website compared to other travel websites?

n = 774



Year	Average rating
2013	8

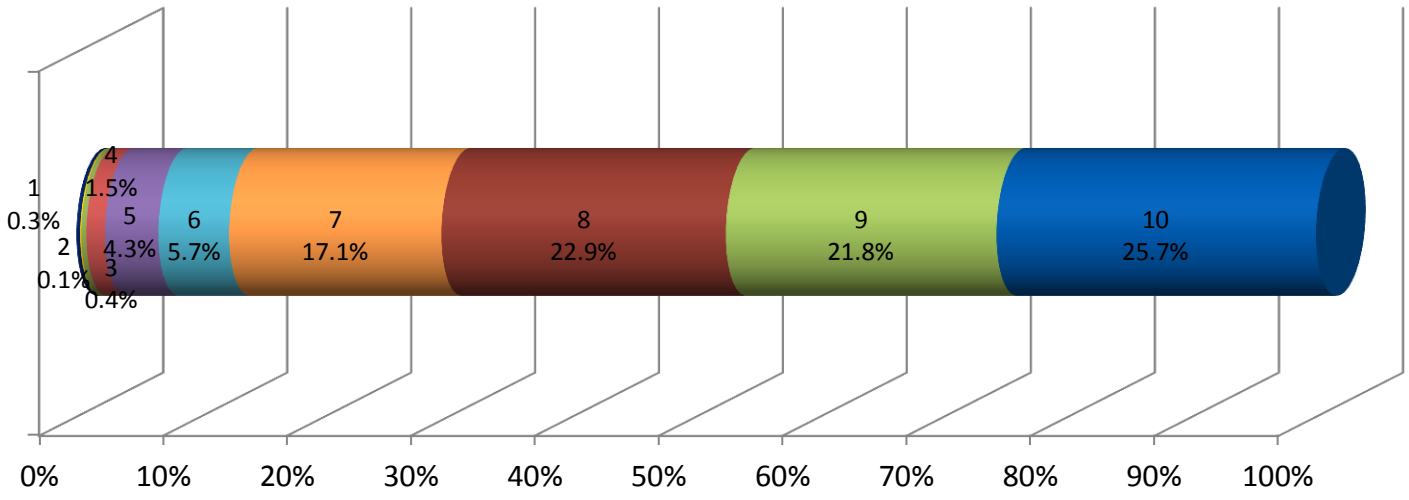
The website was rated highly when compared to other travel websites. (Average: 8.0 out of 10).

Detailed Findings

Website Evaluation

On a scale of 1 to 10, where 10 is "Very Easy" and 1 is "Very Difficult", how easy was it to get to the information you were looking for from the home page of the Red River website?

n = 715



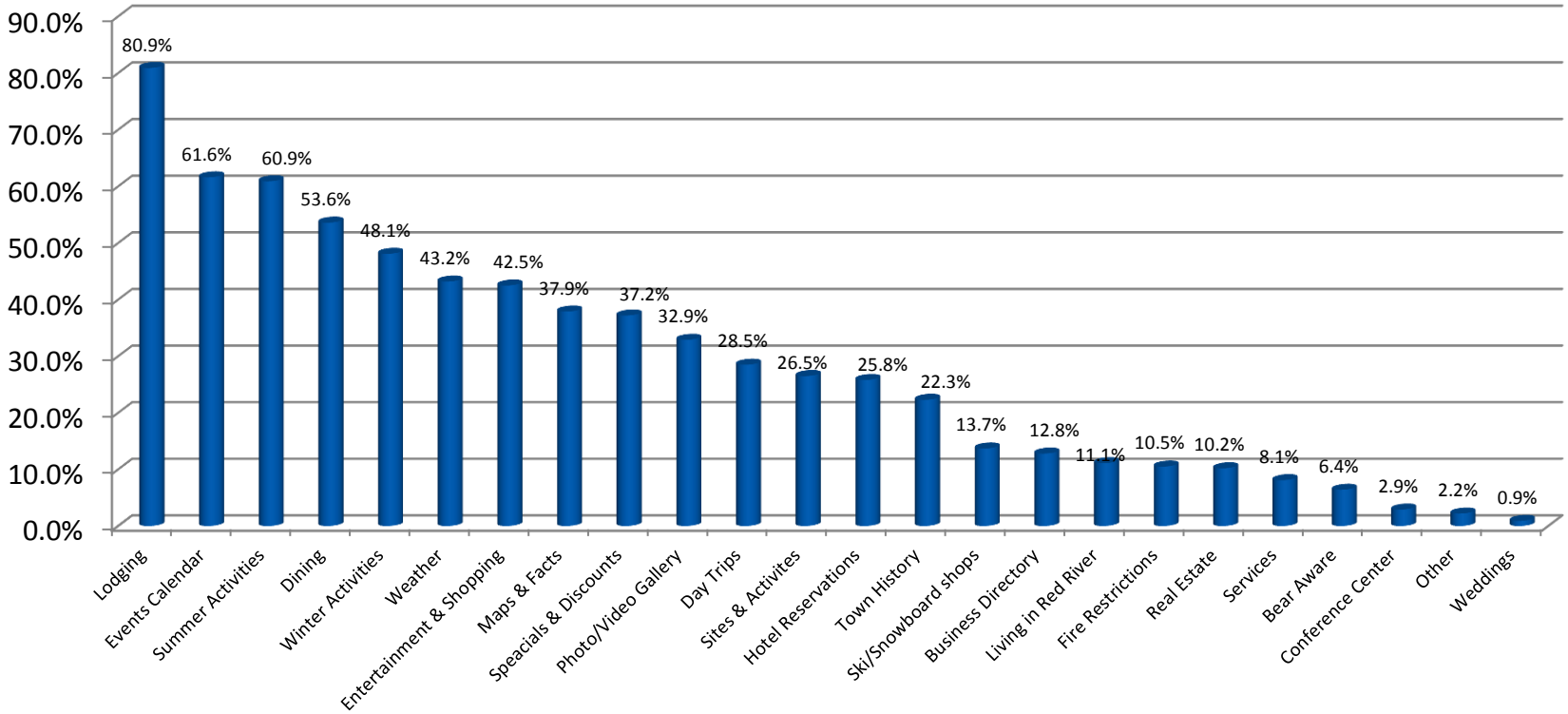
Respondents found it easy to find the information they were looking for. (Average: 8.2 out of 10).

Year	Average rating
2013	8.2

Detailed Findings

Website Evaluation

Which kinds of information were most useful to you on the Red River website? **n = 782**



Lodging information was the most useful information on the web-site (80.9%), followed by events (61.6%), summer activities (60.9%), and dining (53.6%).

Detailed Findings

Website Evaluation

Was there any information that you looked for on the Red River website but couldn't find? What information couldn't find?

n = 45

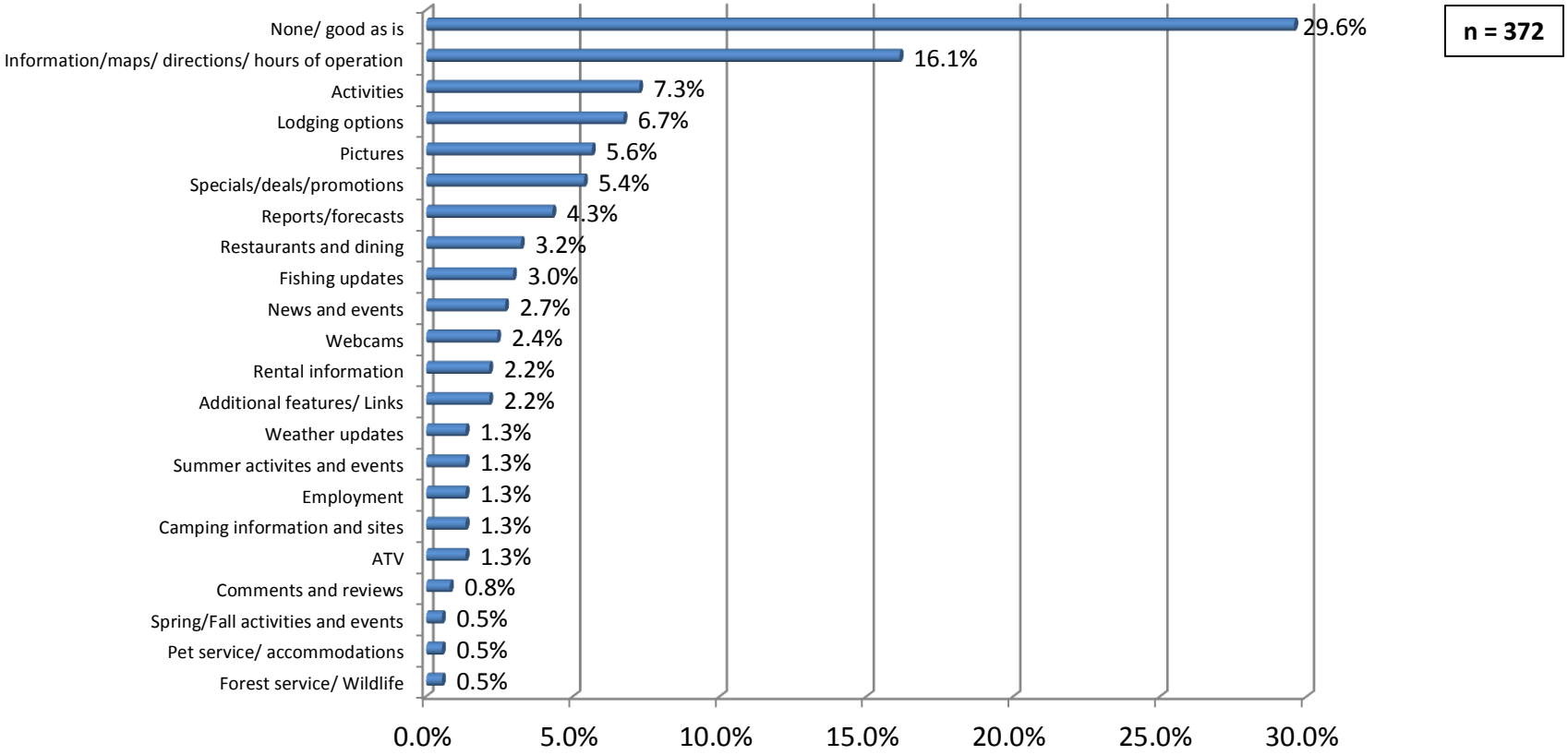
Not enough cabins/ space/ availability/ limited options	Last minute/ no reservations	Pets	RV park problems	Lack of info/ online/ booking issues	Too many people to accommodate
16	14	4	3	6	2
35.6%	31.1%	8.9%	6.7%	13.3%	4.4%

Forty-five respondents provided information they couldn't find on the web-site. Eighty-five percent (85%) of the information they could not find related to lodging (not enough space/lack of booking information/reservations)

Detailed Findings

Website Evaluation

What additional features would you like to see on the Red River website?



Nearly one-third of the respondents felt that the web-site needed no additional features. Information/maps/hours of operation, activities, lodging options, pictures, and specials/promotions were important aspects that visitors felt could be expanded upon.

Detailed Findings

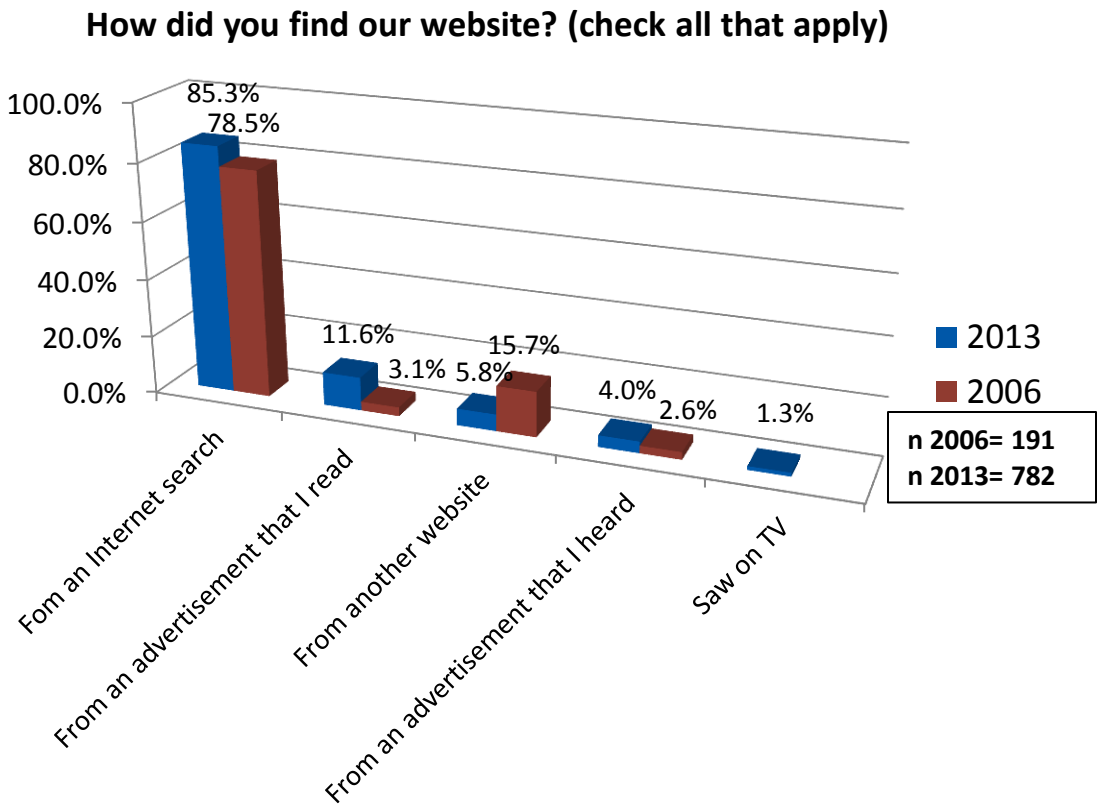
Website Evaluation

This graphic is a visual representation of how people responded to the question "What additional features would you like to see on the Red River website?"

What additional features would you like to see on the Red River website?

Detailed Findings

Website Evaluation



Not surprisingly, search engines continues to grow as the leading source for locating the Red River website.

Advertisements still play a critical role in finding Red River websites.

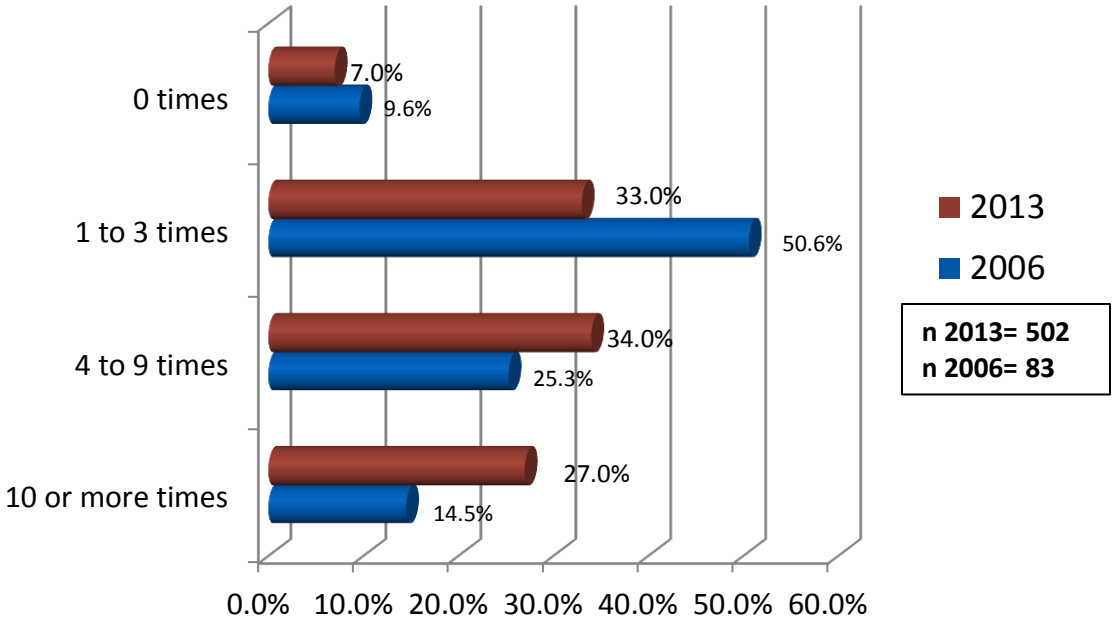
Detailed Findings

Website Evaluation

Respondents are repeatedly visiting the website substantially more in 2013 than in 2006 (9.6 times 2013, 6.7 times 2006).

Over one fourth of the respondents visited the website "10 or more times".

Prior to your trip to Red River, how many times did you visit our website?

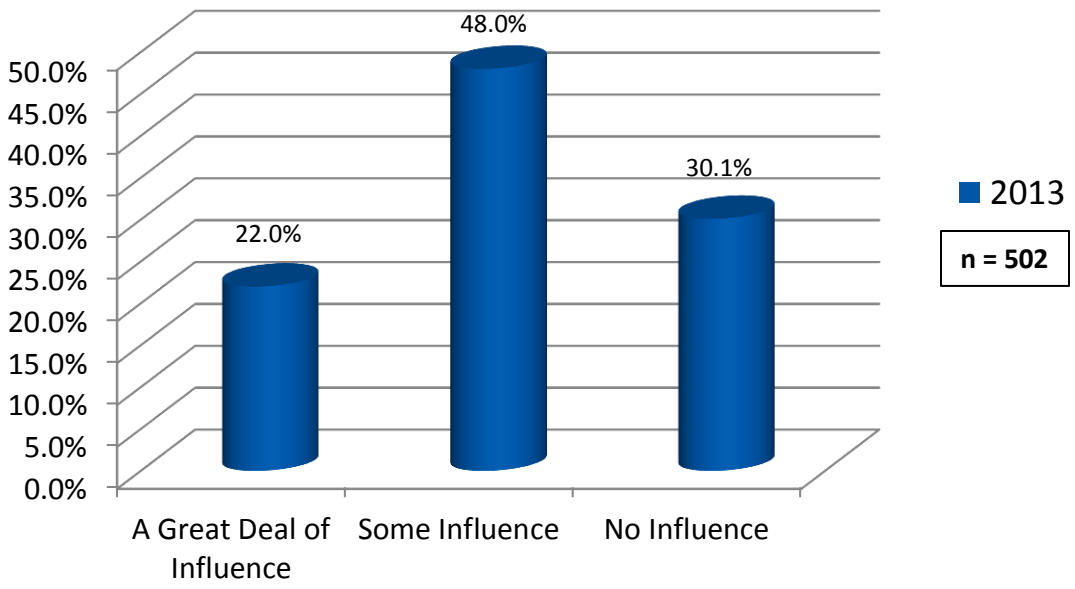


Year	Average times
2013	9.6
2006	6.7

Detailed Findings

Website Evaluation

How much influence did our website have in your decision to visit Red River?



Over two-thirds of the respondents indicated that the web-site had influence on their decision to visit.

Detailed Findings

Perceptions about Red River- Competitor Analysis

List three things that come to mind when you think of Red River

This graphic is a visual representation of how people responded to the question "List three things that come to mind when you think of Red River."

Detailed Findings

Perceptions about Red River- Competitor Analysis

List up to three other destinations that you would consider as an alternative to Red River

n = 2202

Taos, NM	Santa Fe, NM	Angel Fire, NM	Ruidoso, NM	Durango, CO	Colorado (unspecified)	Colorado Springs, CO	Pagosa Springs, CO	Albuquerque, NM	Eagle Nest, NM	Estes Park, CO
329	247	210	153	103	84	65	53	45	34	35
14.9%	11.2%	9.5%	6.9%	4.7%	3.8%	3.0%	2.4%	2.0%	1.5%	1.6%

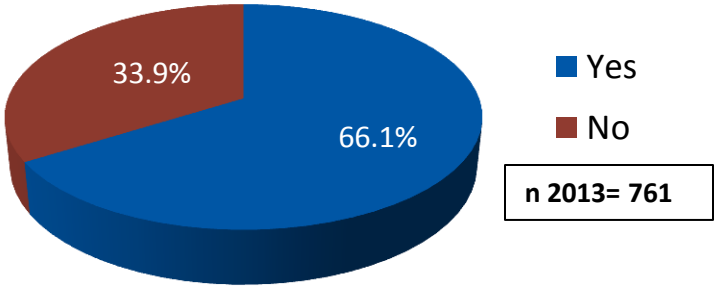
The top five competitors to Red River are Taos, Santa Fe, Angel Fire, Ruidoso and Durango, Colorado.

Detailed Findings

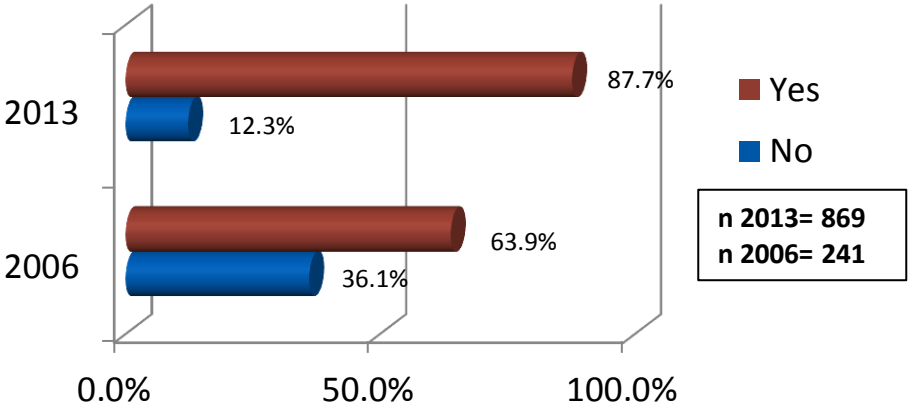
Trip/Travel Party Characteristics

Nearly 90% of the respondents have been to Red River in the past. One-third (33.9%) of the respondents have visited since 2010.

Have you visited Red River since January 2010?



Have you ever been to Red River?

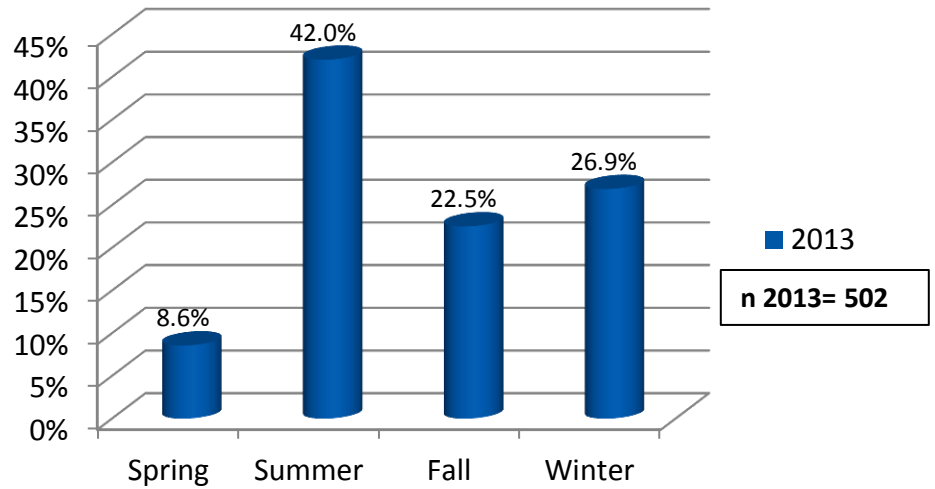


Detailed Findings

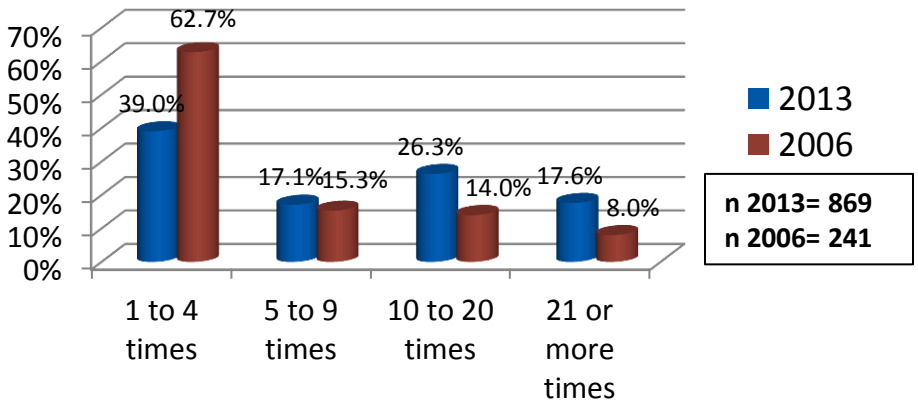
Trip/Travel Party Characteristics

Repeat visitation has grown from 8.3 trips in 2006 to 13 trips in 2013. Over 40% of the respondents were summer visitors.

Referring to your most recent visit, what month did you come in?



How many times have you been to Red River?

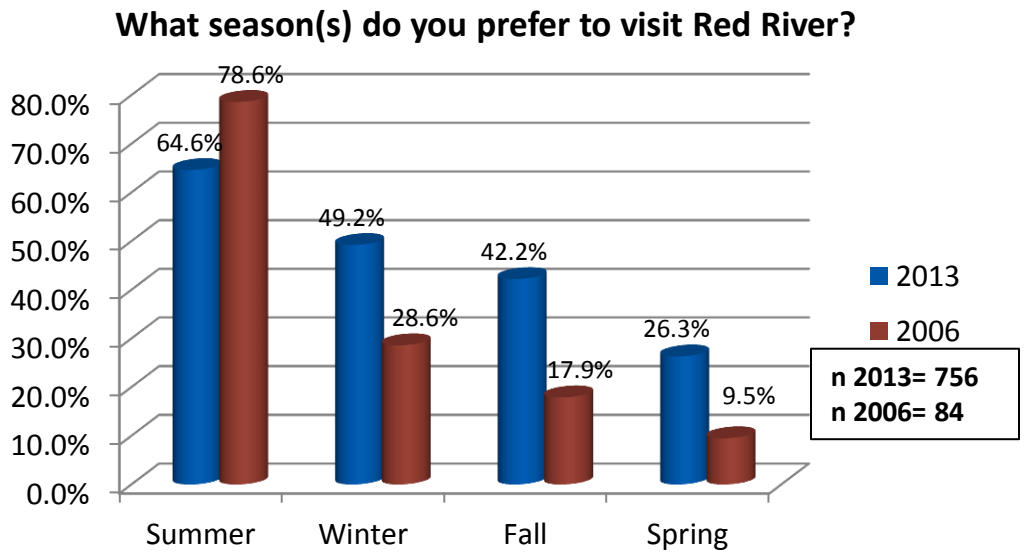


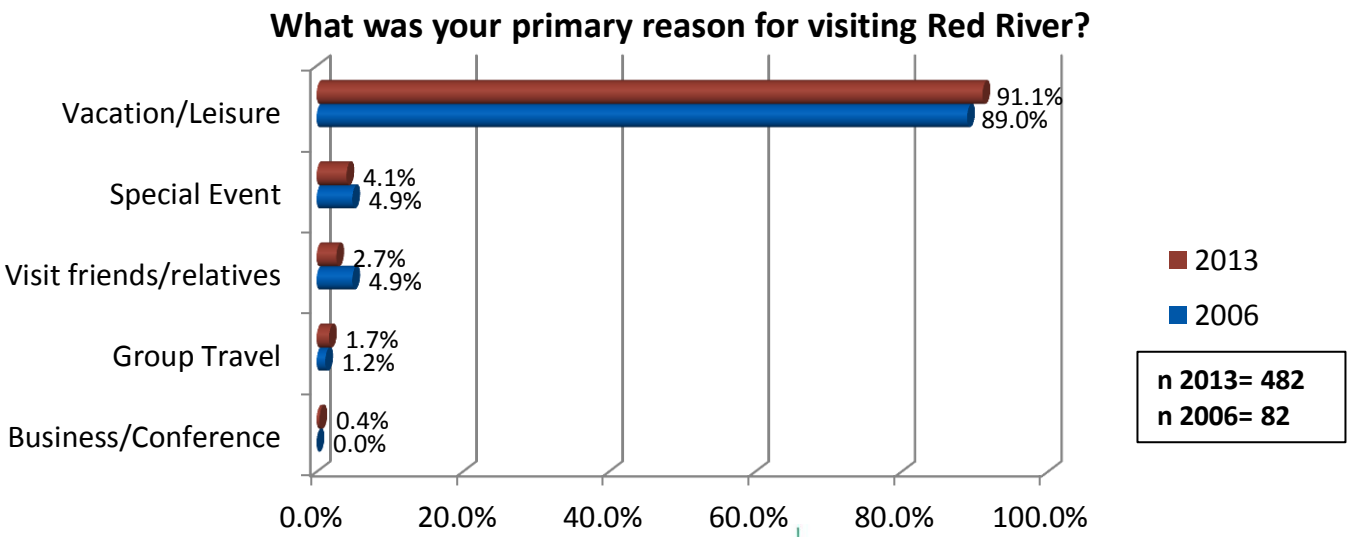
Year	Average times
2013	13.0
2006	8.3

Detailed Findings

Trip/Travel Party Characteristics

Vacation/Leisure is the primary reason for visiting Red River. Seasons of preference to visit were more equally distributed in 2013 versus 2006.

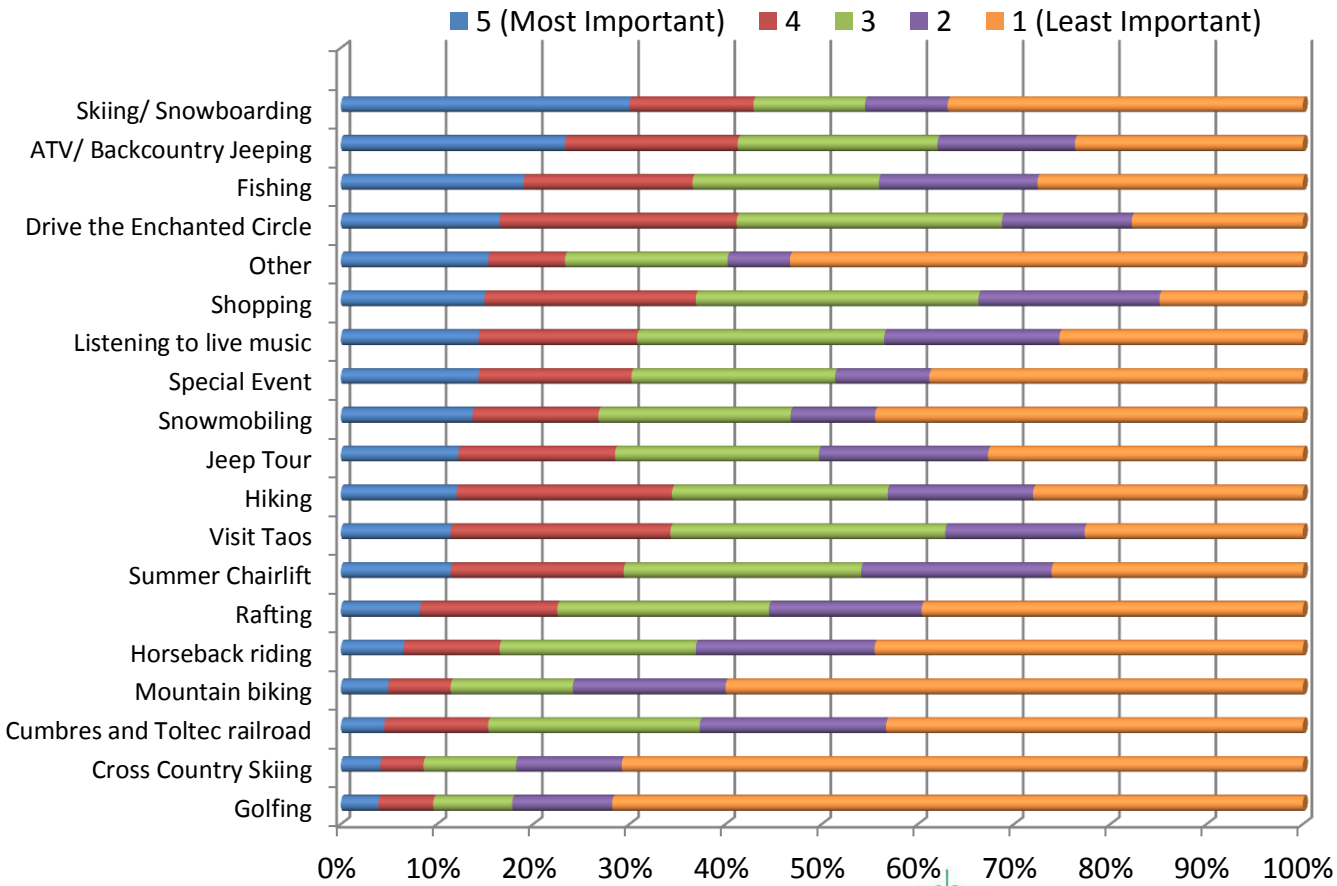




Detailed Findings

Trip/Travel Party Characteristics

On a scale of 1 to 5, with 5 being the "Most Important" reason and 1 being the "Least Important" reason, how would you rate each of the following reasons for choosing to visit Red River? **n = 490**

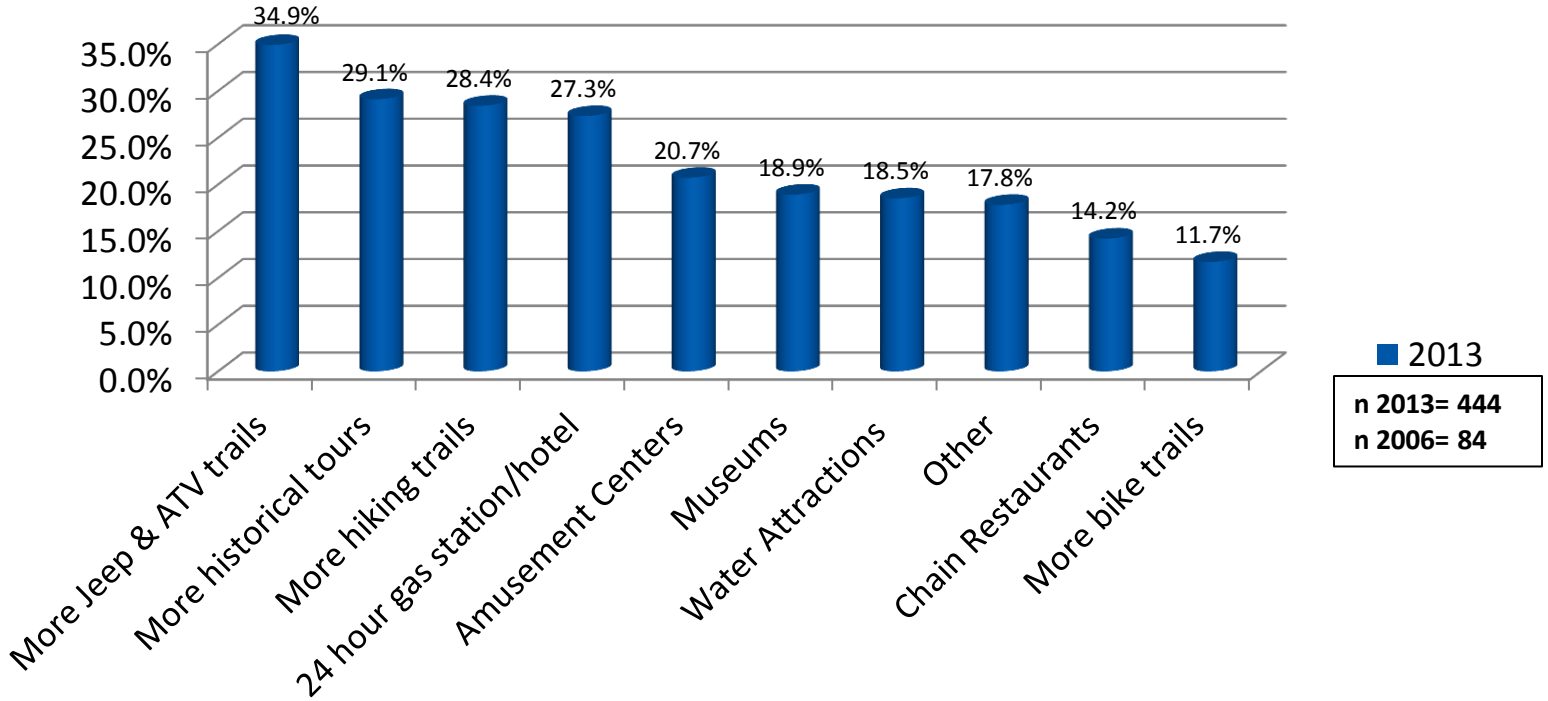


	Average
Drive the Enchanted Circle	3.1
Shopping	3.0
ATV/ Backcountry Jeeping	3.0
Skiing/ Snowboarding	2.9
Visit Taos	2.9
Fishing	2.8
Listening to live music	2.8
Hiking	2.8
Summer Chairlift	2.7
Jeep Tour	2.6
Special Event	2.6
Snowmobiling	2.4
Rafting	2.4
Other	2.3
Horseback riding	2.2
Cumbres and Toltec railroad	2.1
Mountain biking	1.8
Cross Country Skiing	1.6
Golfing	1.6

Detailed Findings

Trip/Travel Party Characteristics

What other attractions, activities, and amenities would you like to see?



More ATV/Jeep trails were requested by one-third of the respondents. Followed by historical tours (29%), more hiking trails (28.4%), and a 24 hour gas station/hotel (27.3%).

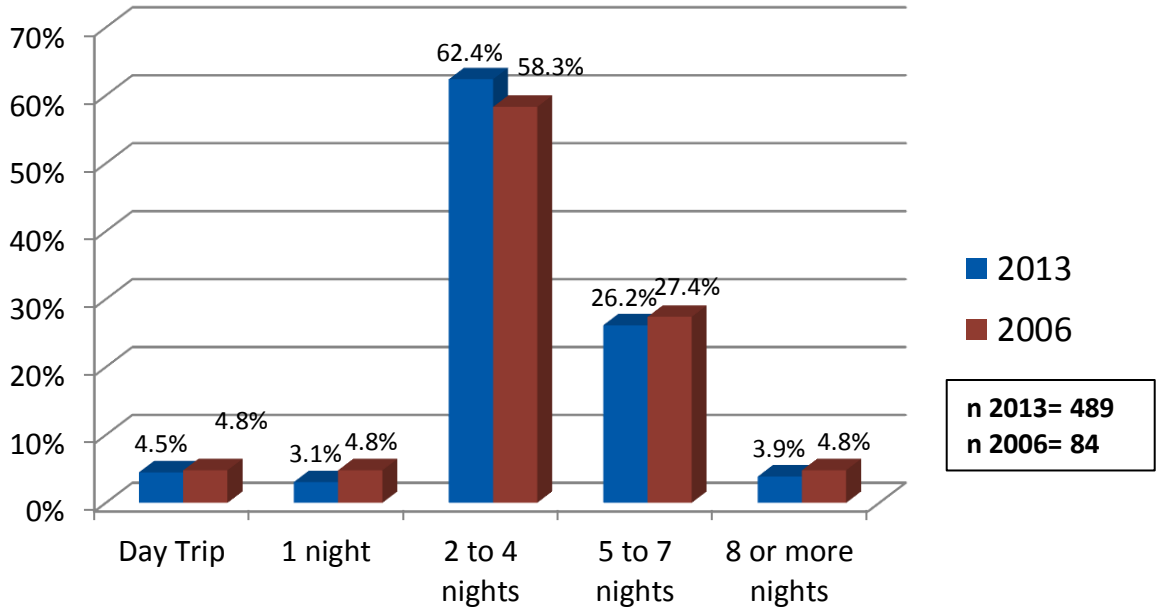
Detailed Findings

Trip/Travel Party Characteristics

Average length of stay was 3.9 nights, down slightly from 2006 (4.1). Less than five percent (5%) of the respondents were "day-trippers".

Year	Average nights
2013	3.9
2006	4.1

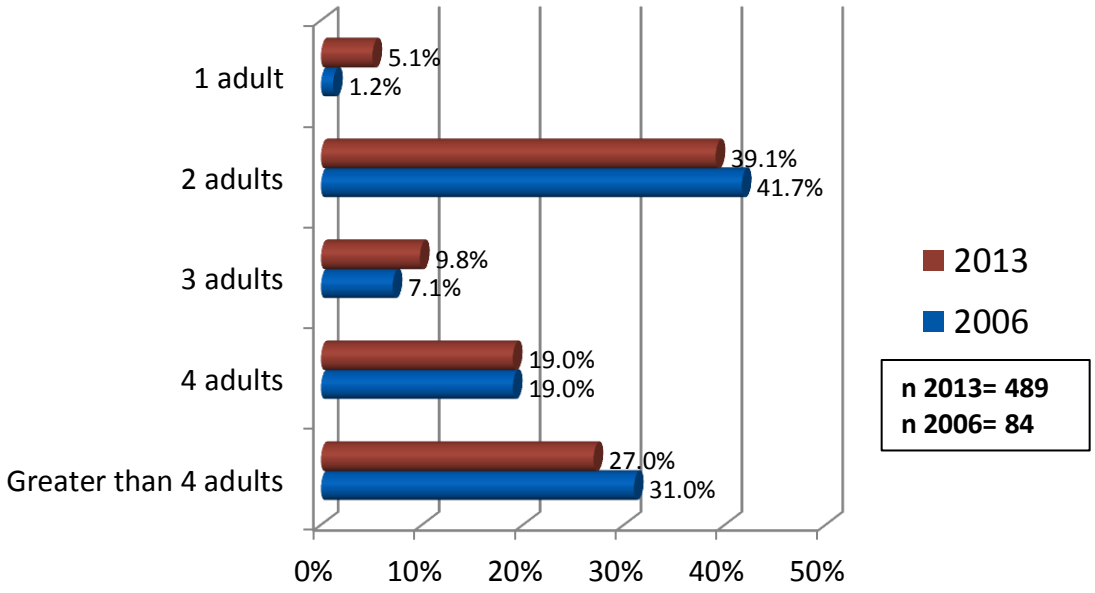
How many nights did you spend in Red River on your most recent trip?



Detailed Findings

Trip/Travel Party Characteristics

Including yourself, how many adults were in your travel party?



Travel party size was 3.9 adults down slightly from 2006 (4.1).

Twenty-percent of the respondents were in a travel party of two or four adults.

Year	Average adults
2013	3.9
2006	4.1

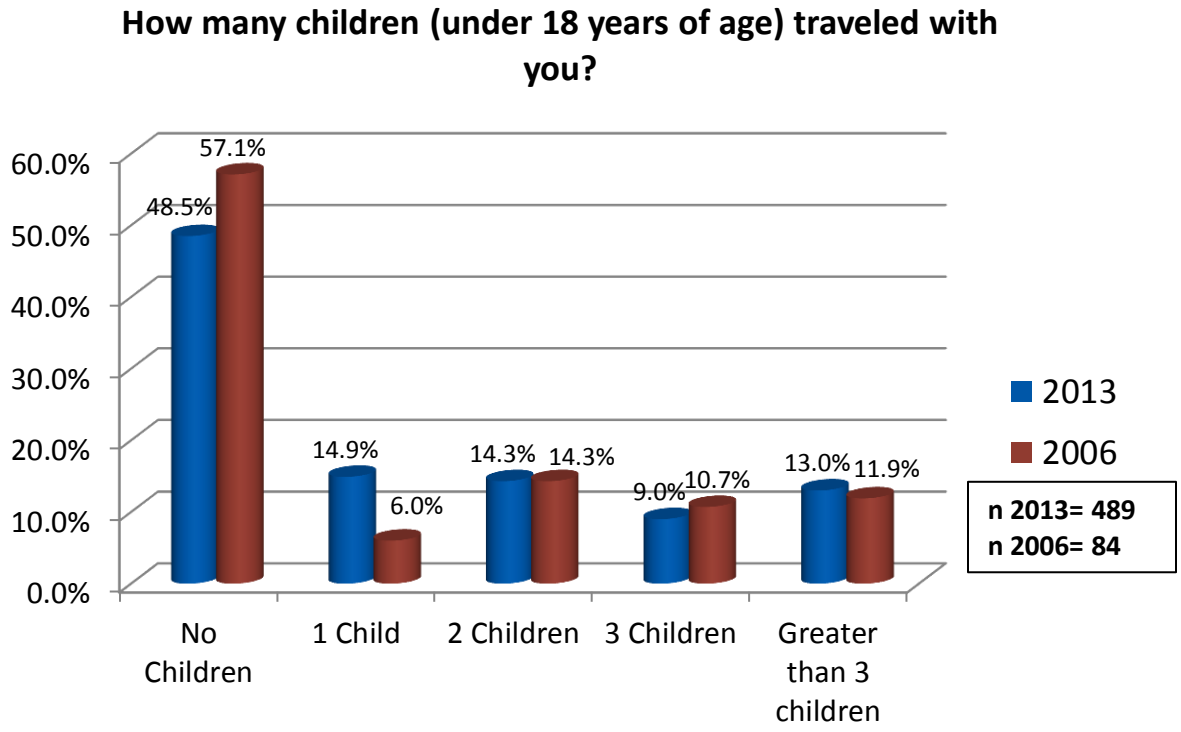
Detailed Findings

Trip/Travel Party Characteristics

Year	Average children
2013	1.5
2006	1.3

Children, under the age of eighteen (18) were part of 52.5% of the travel parties (up from 2006 42.9%).

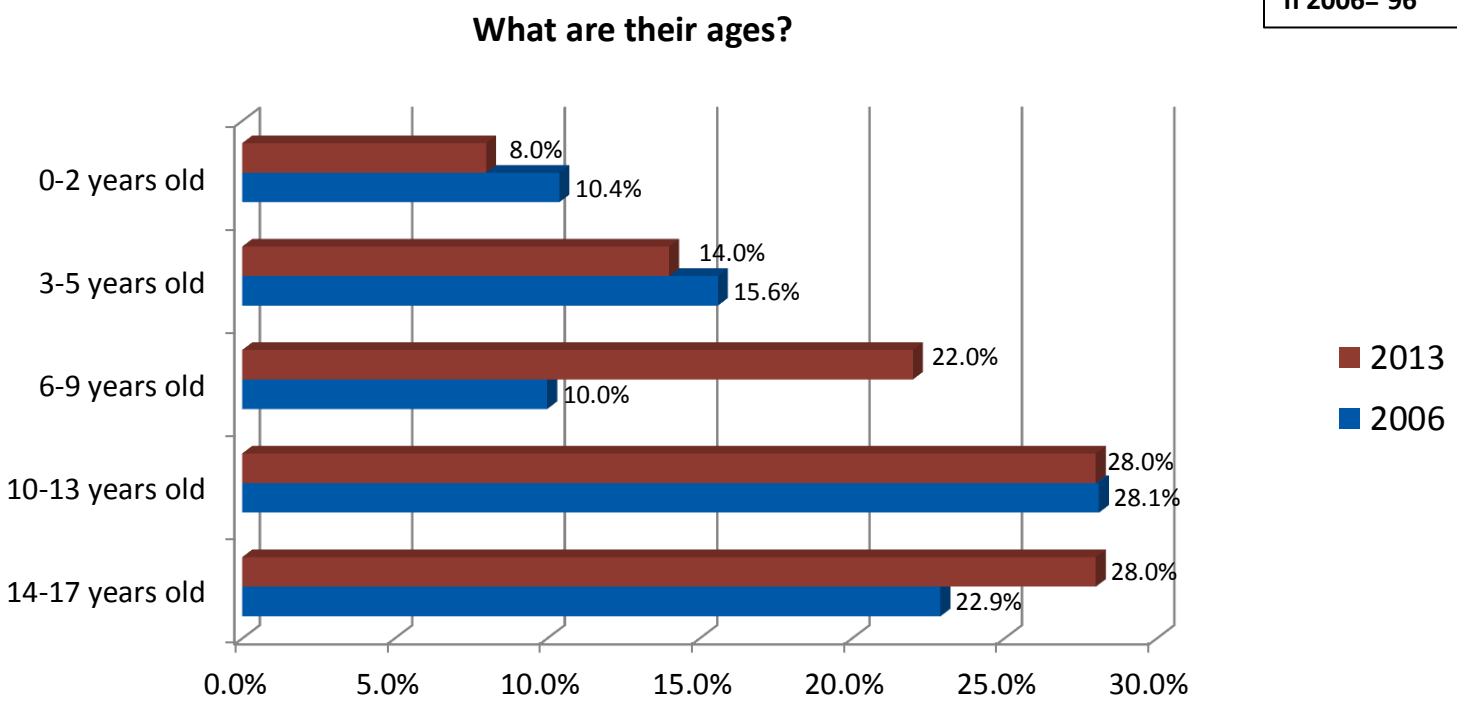
The "average" travel party had 1.5 children.



Detailed Findings

Trip/Travel Party Characteristics

n 2013= 628
n 2006= 96



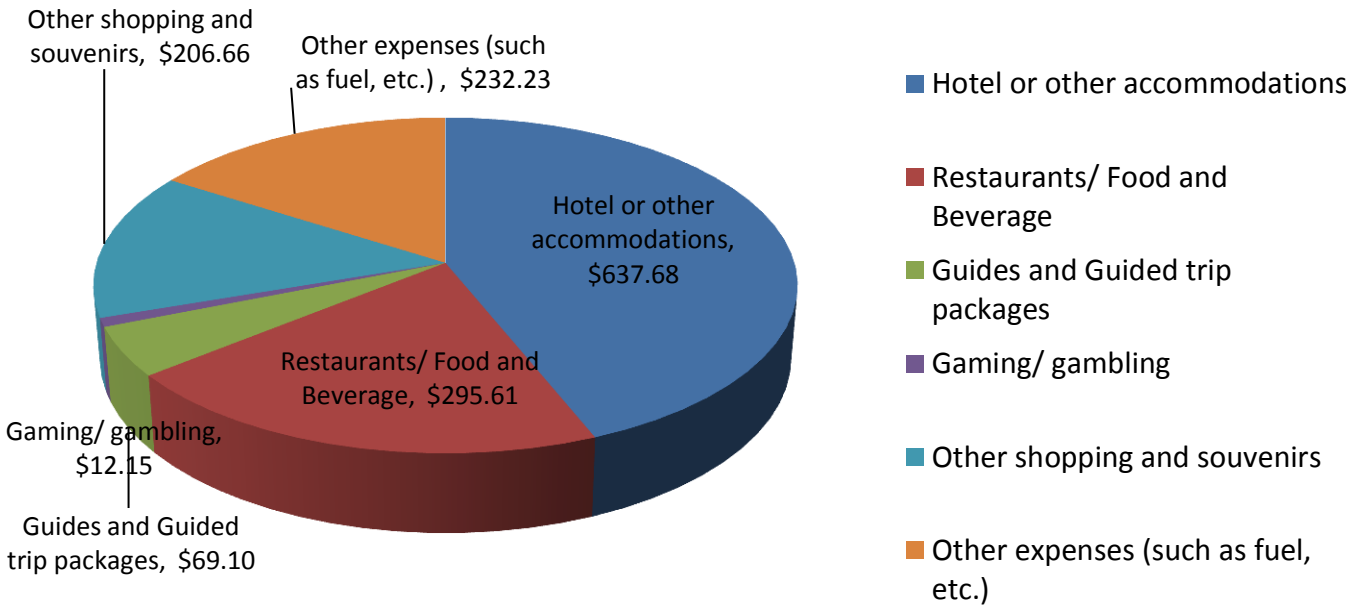
Year	Average age
2013	9.8
2006	9.4

The majority of children (78%) came from three age groups; 6-9 years old (22%), 10-13 years old (28%) and 14-17 years old (28%).

Detailed Findings

Trip/Travel Party Characteristics

Please estimate how much you and your travel party spent on the trip while in Red River, on the following areas?



Year	Average amount
2013	$ 1,453.42
2006	$1,213.00

Respondents spent $1,453 during there stay in Red River. Spending increased nearly 20% over spending in 2006.

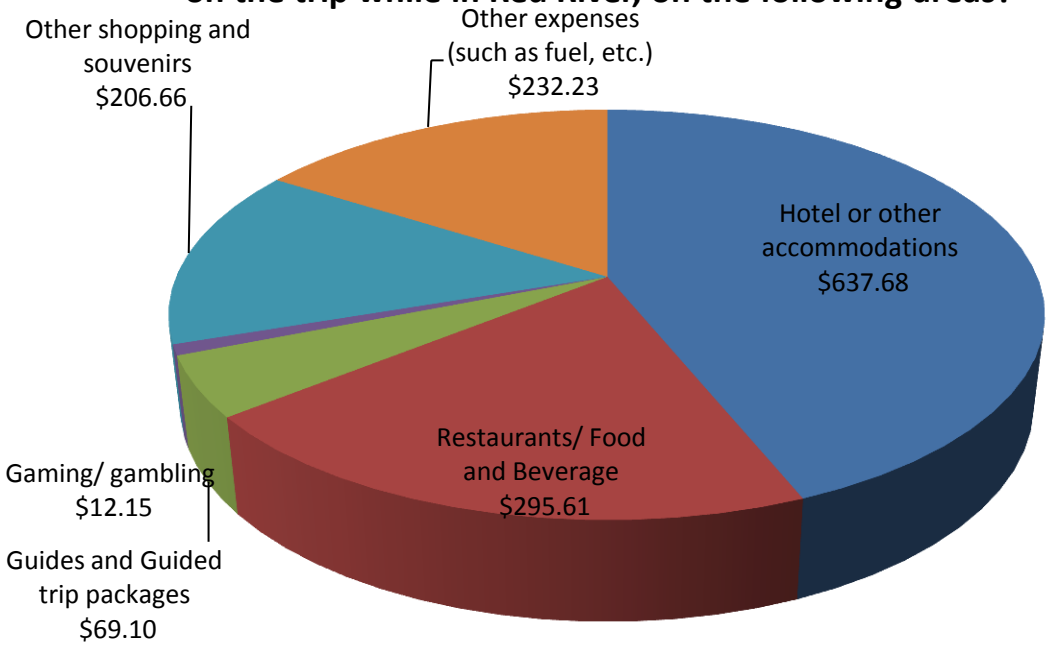
Detailed Findings

Trip/Travel Party Characteristics

Party statistics	Average
Length of stay nights	3.9
Party size (adults)	3.9

Spending Category	Average Spending
Hotel/ Other accommodation	$638
Food and Beverages	$296
Guides and guided trips	$69
Gaming	$12
Shopping/ Souvenirs	$207
Other/Fuel	$232
Total Spending	$1,453
Per overnight spending	$373
Per person per overnight	$96

Please estimate how much you and your travel party spent on the trip while in Red River, on the following areas?



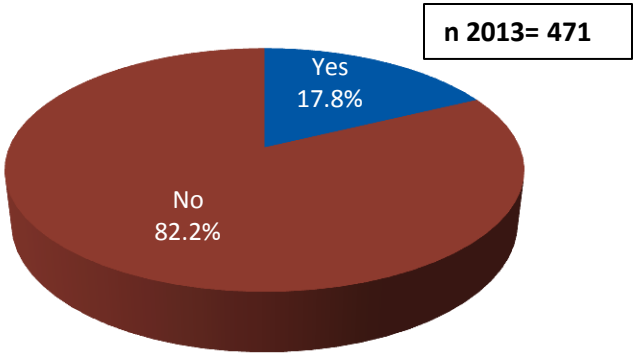
Year	Average amount
2013	$ 1,453.42
2006	$1,213.00

Respondents spent $1,453 during there stay in Red River. Spending increased nearly 20% over spending in 2006. Per person spending on average, was $100 ($96) a day

Detailed Findings

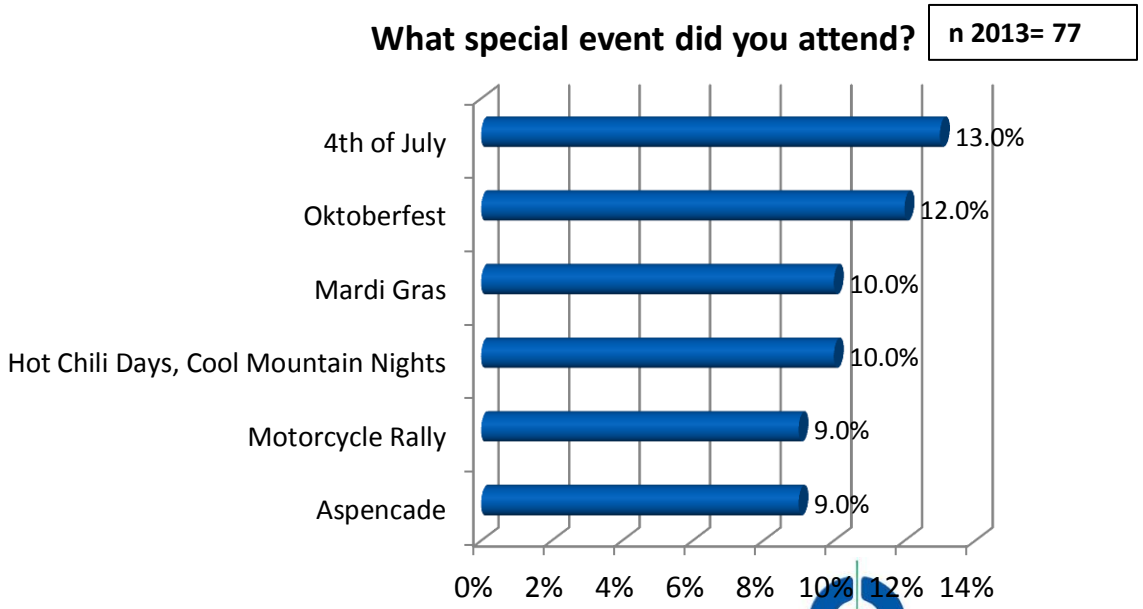
Trip/Travel Party Characteristics

Did you visit Red River to attend a "Special Event"?



Eighteen percent (17.8%) of respondents visited Red River to attend a special event. The responses varies.

What special event did you attend?

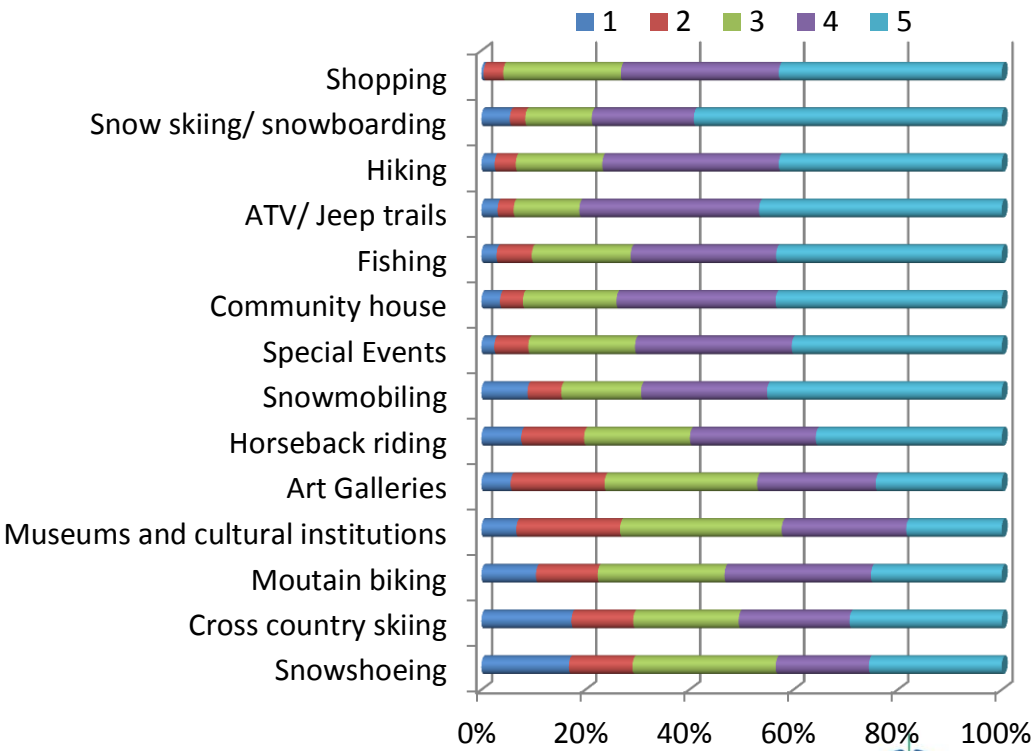


Detailed Findings

Trip/Travel Party Characteristics

On a scale for 1 to 5, where a low of 1 means "Very Poor", and a high of 5 means "Very Good", please rate your satisfaction with each of the following activities based on your most recent visit to Red River.

n 2013= 458



Activities	Average
Shopping	4.0
ATV/ Jeep trails	3.9
Fishing	3.8
Hiking	3.8
Community house	3.7
Special Events	3.7
Snow skiing/ snowboarding	3.6
Horseback riding	3.5
Snowmobiling	3.4
Museums and cultural institutions	3.3
Cross country skiing	3.3
Mountain biking	3.2
Art Galleries	3.2
Snowshoeing	3.2

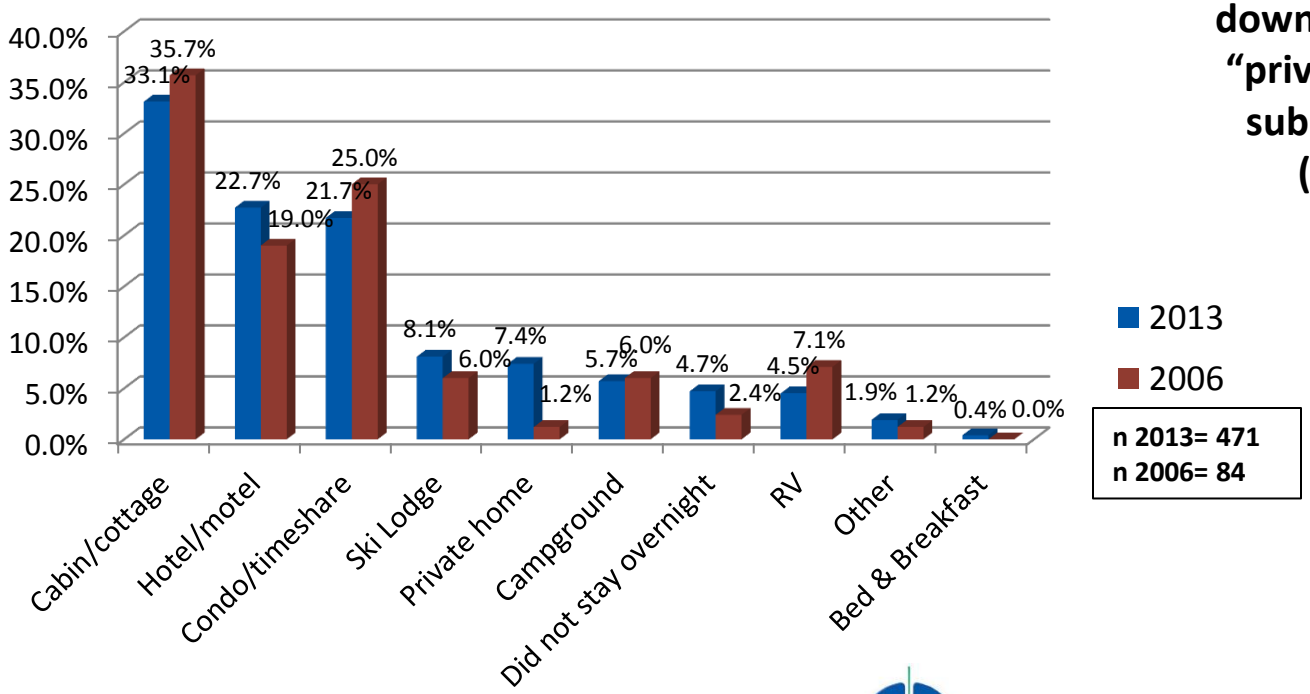
Average ratings were above average in every category. Respondents were less satisfied with snowshoeing, cross-country skiing, mountain biking, and museums.

Detailed Findings

Lodging/Booking

In 2013, hotel/motel usage is up over 2006. Nearly 23% (19% in 2006) of the respondents stayed at a hotel/motel. Usage of "cabins/cottages" and "condo/timeshares" was down slightly. Staying at "private home" was up substantially to 7.4% (1.2% in 2006).

During your last visit to Red River, at what types of lodging did you stay?

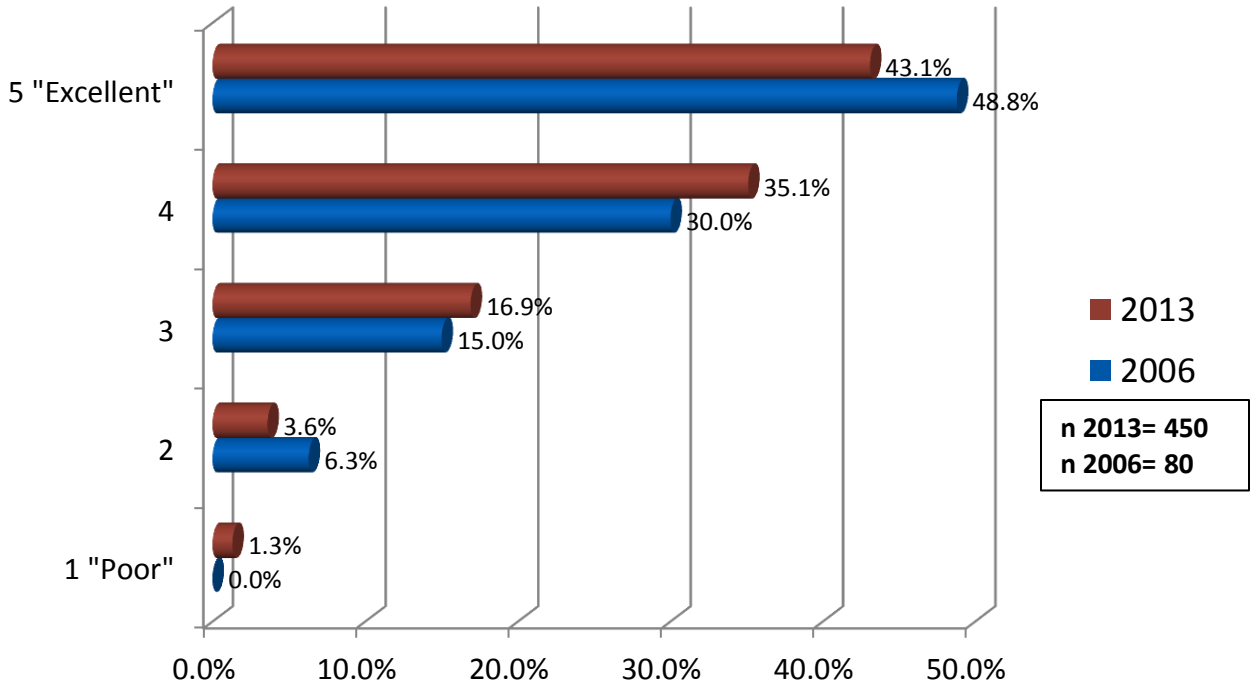


n 2013= 471
n 2006= 84

Detailed Findings

Lodging/Booking

On a scale of 1 to 5, with 5 being "Excellent", and 1 being "Poor", how would you rate your lodging accommodations?



The overall rating for lodging accommodations was the same as in 2006 (4.2 out of 5).

Year	Average rating
2013	4.2
2006	4.2

Detailed Findings

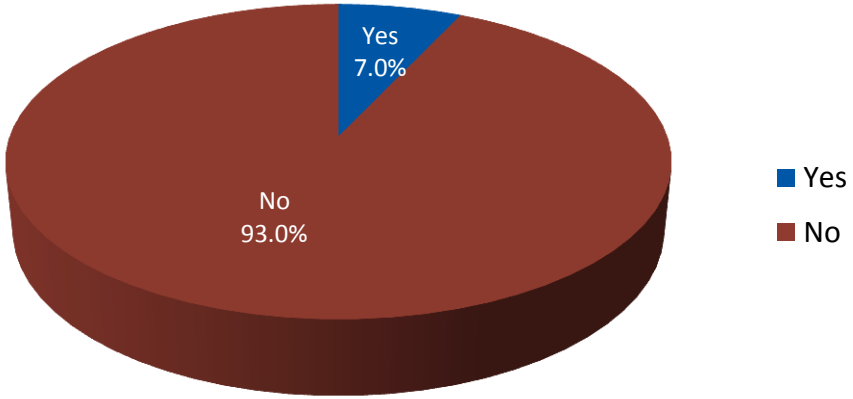
Lodging/Booking

Seven percent (7%) of the respondents had some difficulty with booking.

The majority of the problems revolved around booking availability

Did you have difficulty booking lodging?

n 2013= 471

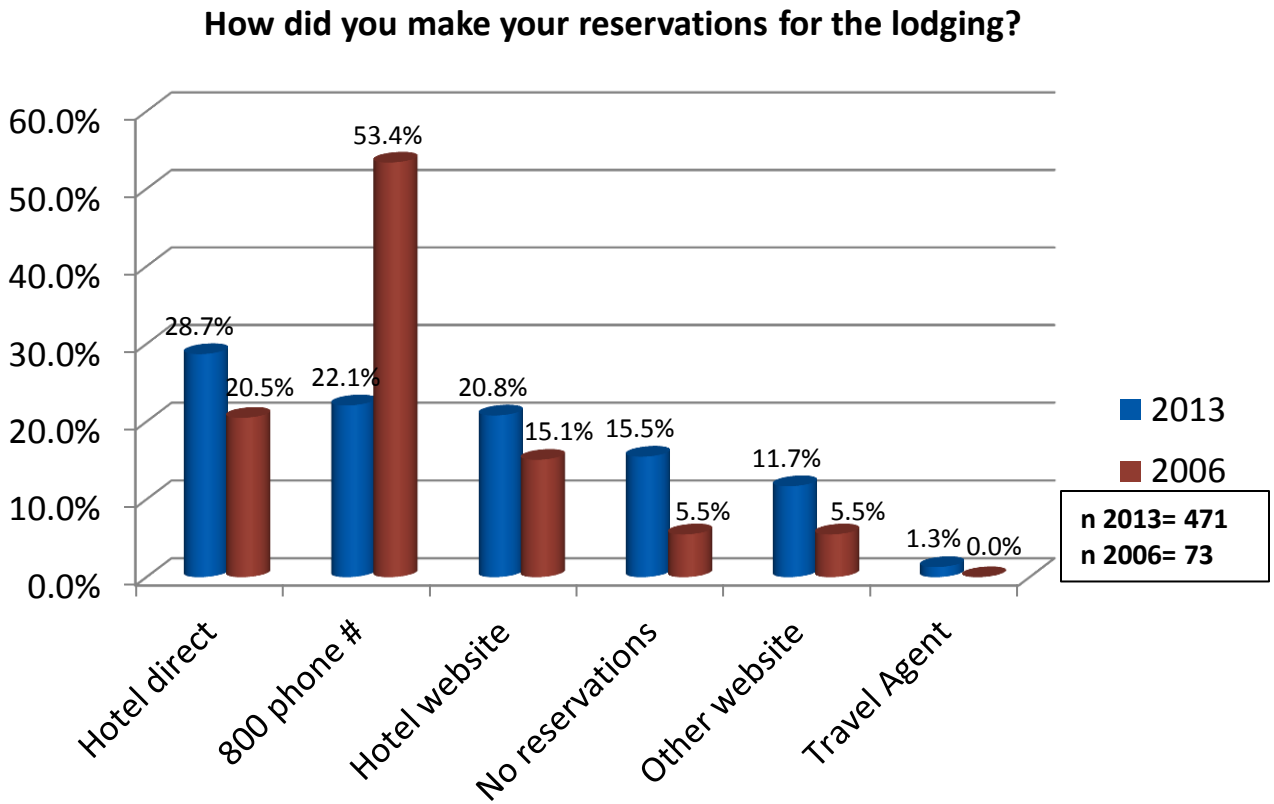


n 2013= 45

Not enough cabins/ space/ availability/ limited options	Last minute/ no reservations	Pets	RV park problems	Lack of info/ online/ booking issues	Too many people to accommodate
16	14	4	3	6	2
35.6%	31.1%	8.9%	6.7%	13.3%	4.4%

Detailed Findings

Lodging/Booking

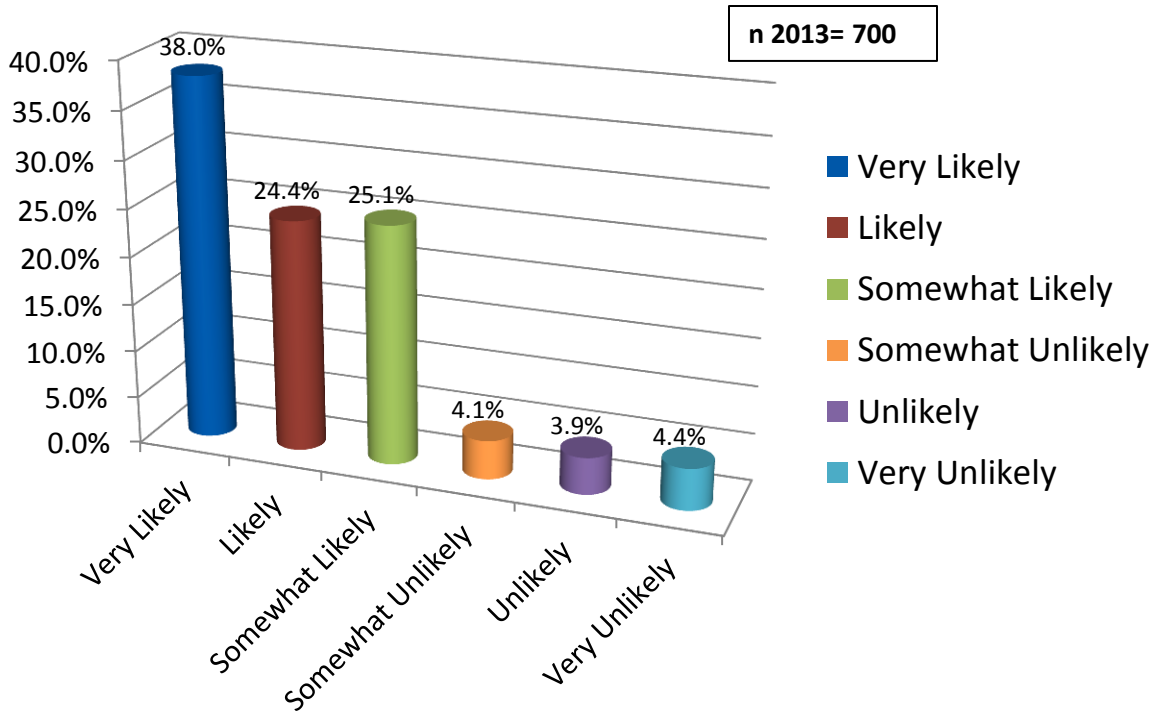


The use of a toll free number has dropped significantly since 2006 (from 53% of the respondents using the toll free number in 2006 to 22% in 2013). Hotel website booking is up over 5% in 2013 over 2006 (from 15% to 21%). Sixteen percent (15.5%) of the respondents (up 10% from 2006) made no reservations in advance of visiting.

Detailed Findings

Lodging/Booking

If you had the option to book lodging on the Red River website, how likely would you be to do so?



Nearly two-thirds of the respondents (62,4%) would be "likely" or "very likely" to book lodging on the Red River website.

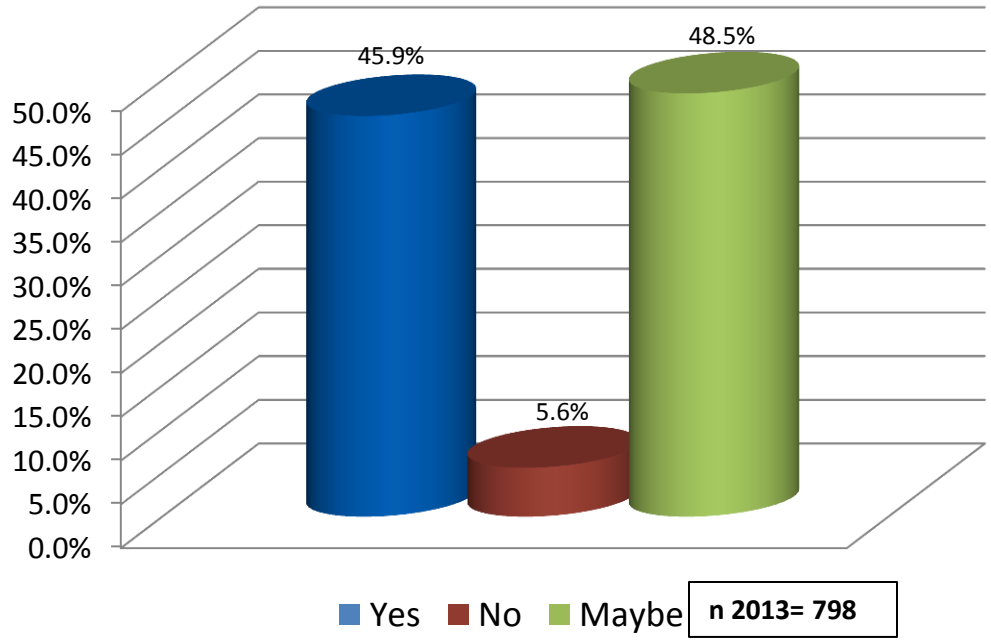
Detailed Findings

Likely to recommend/Intend to visit again

Less than six percent (5.6%) of the visitors were definitely not going to Red River in 2014. Forty-six percent (45.9%) were definitely visiting in 2014.

Most people (57.9%) had "other plans"

Do you expect to travel to Red River in the next year?



Why don't you expect to travel to Red River in the next year?

n 2013= 19

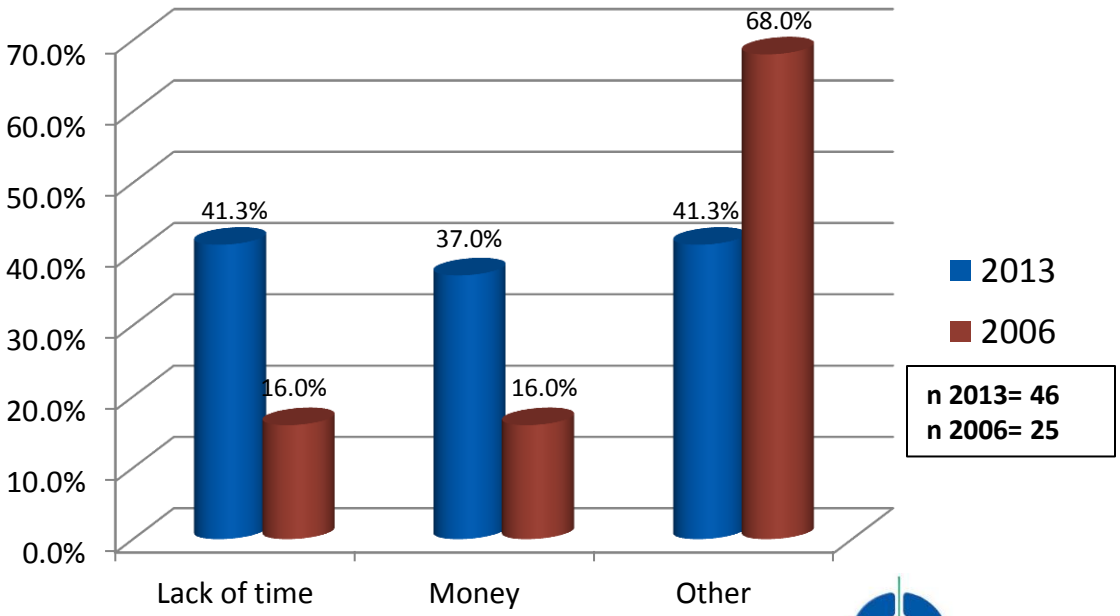
Other plans	Uninterested	Too Far	Lack of activities/ too crowded
11	4	1	3
57.9%	21.1%	5.3%	15.8%

Detailed Findings

Likely to recommend/Intend to visit again

Up substantially over 2006, for reasons respondents were not visiting on 2014 were "lack of time" and "money"

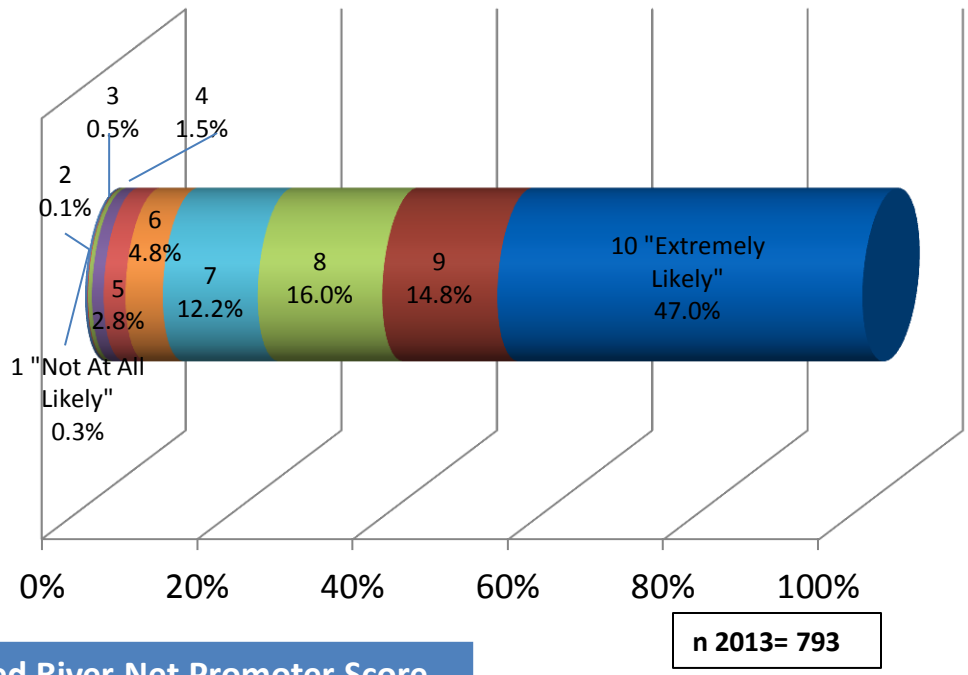
Why don't you expect to travel to Red River in the next year?



Detailed Findings

Likely to recommend/Intend to visit again

On a scale from 1 to 10, with 10 being "Extremely Likely", and 1 being " Not At All Likely", how likely is it you would recommend us to a friend?



n 2013= 793

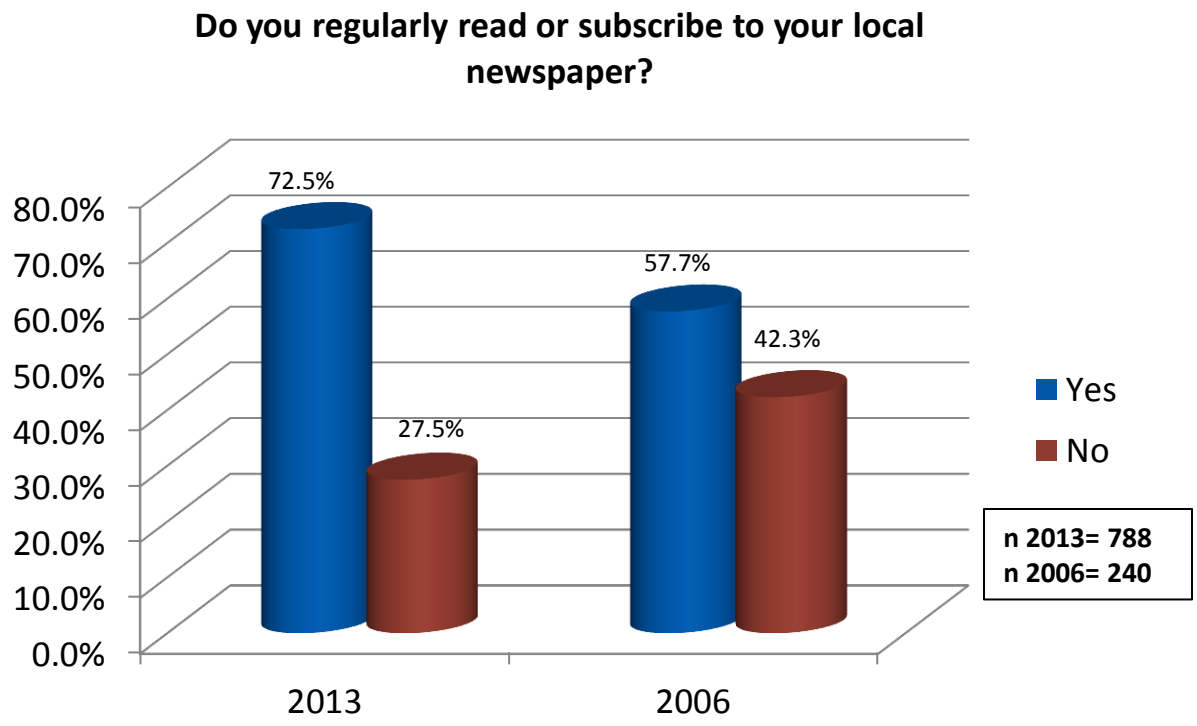
Red River Net Promoter Score	
Promoters (rating 9 or 10)	61.8
Neutrals (7 or 8)	28.2
Detractors (1-6)	10.0
Net Promoter Score	**51.8**

In 2013, CRC introduced a "one-question customer loyalty" question". The metric is called the "Net Promoter Score". Many large corporations now use this metric to gauge their organization.

Red River had a Net Promoter Score of 51.8. This is extremely high. Red River has an extremely loyal customer base.

Detailed Findings

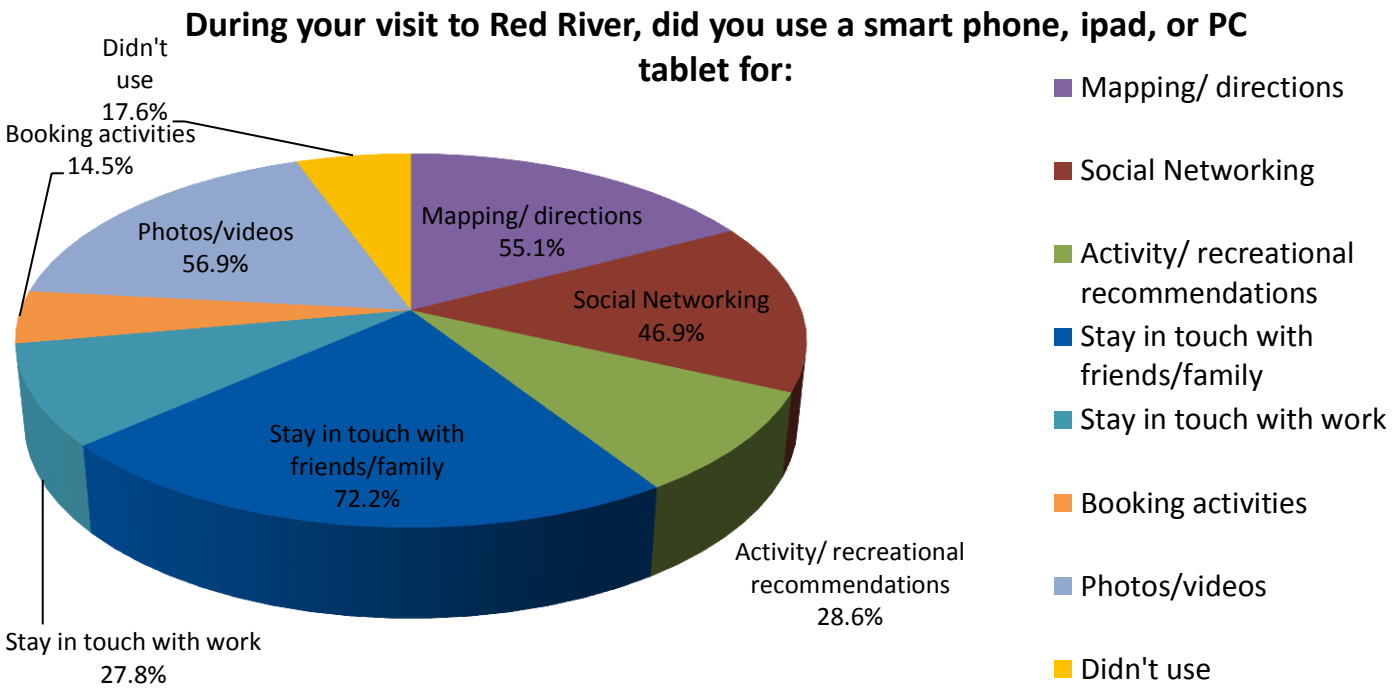
Media Usage



Red River visitors are more likely to read the newspaper than to not. Nearly three-fourths (72.5%) of the respondents read the newspaper. This is up fifteen percent over 2006).

Detailed Findings

Media Usage



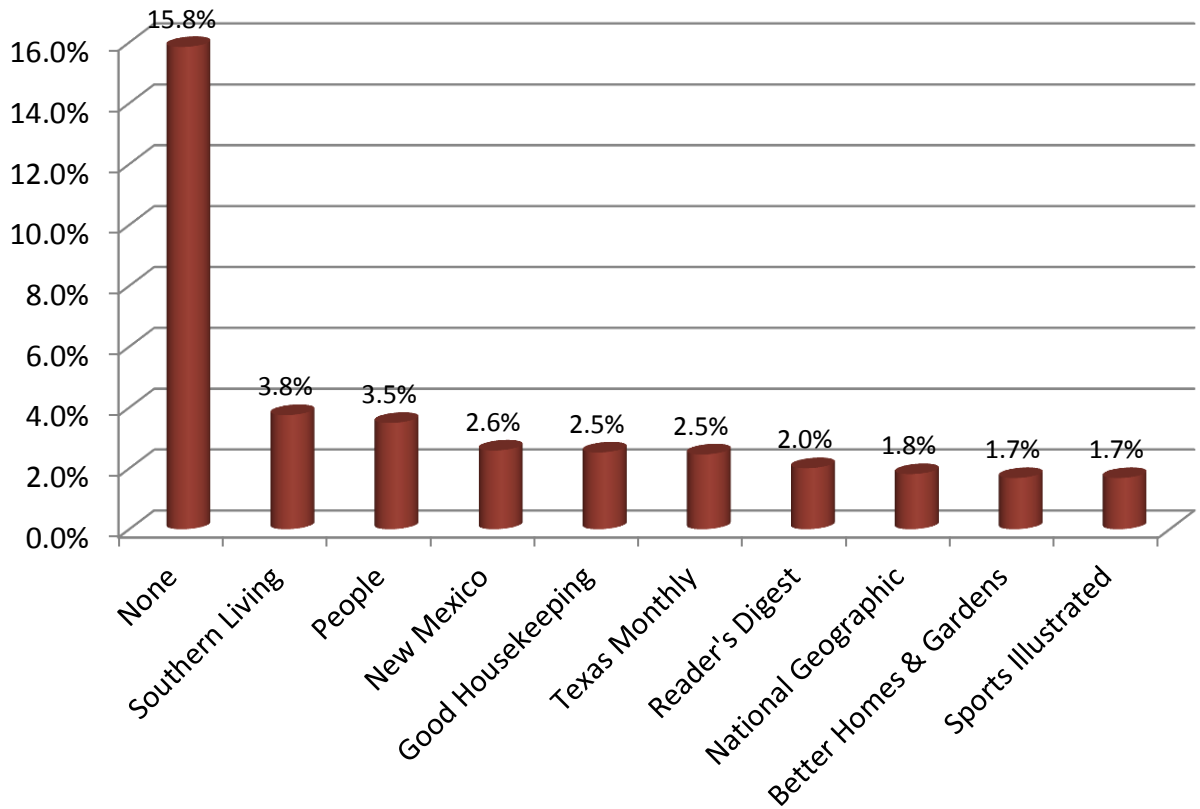
Smart phone usage is a major media tool for Red River. Eighty-three percent (83%) of the respondents use smart phones/tablets while in Red River. Three-fourths (72.2%) of the respondents use "smart phones/tablets" to stay in touch with friends/family, followed by social networking (46.9%), photos/videos (56.9%), mapping/directions (55.1%).

Detailed Findings

Media Usage

Please list three magazines that you subscribe to or regularly read

n 2013= 1546



Sixteen percent (15.8%) of the respondents do not regularly read magazines. The top five magazines are Southern Living (3.8%), People (3.5%), New Mexico Magazine (2.6%), Good Housekeeping (2.5%), and Texas Monthly (2.5%).

Detailed Findings

Media Usage

Please list up to three types of music you and your family listen to on the radio

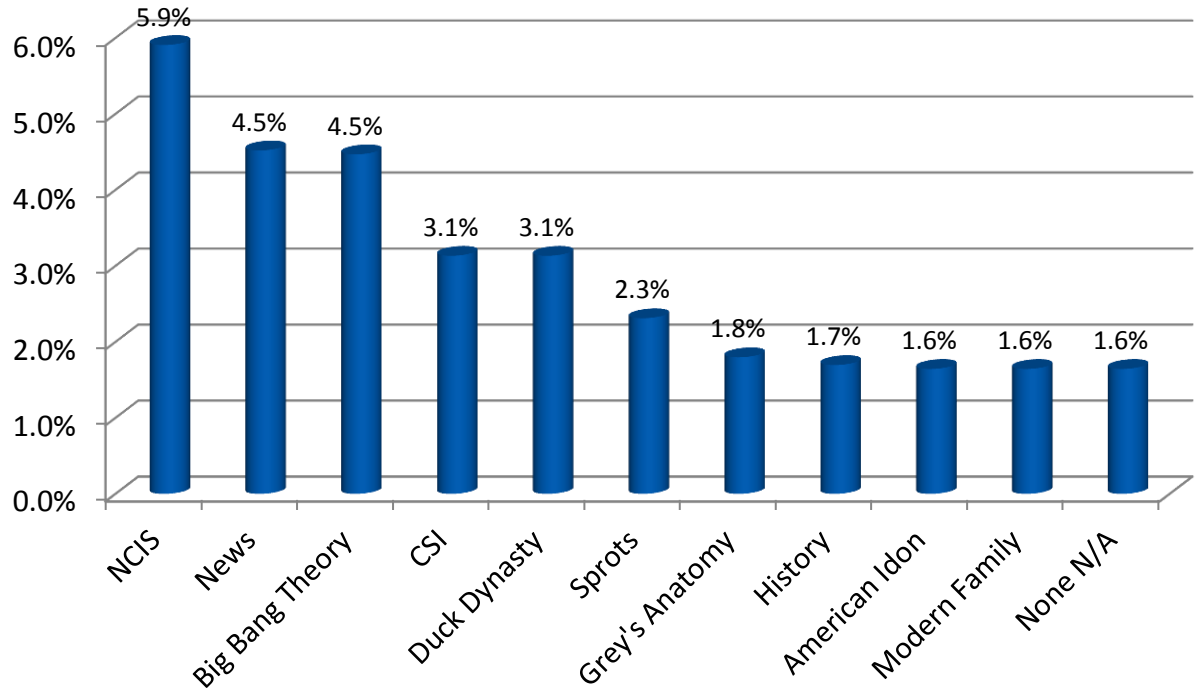
This graphic is a visual representation the types of music people listen to. Country and Rock are the two major types of music visitors listen to.

Detailed Findings

Media Usage

Please list up to three television programs that you and your family watch the most.

n 2013= 1947



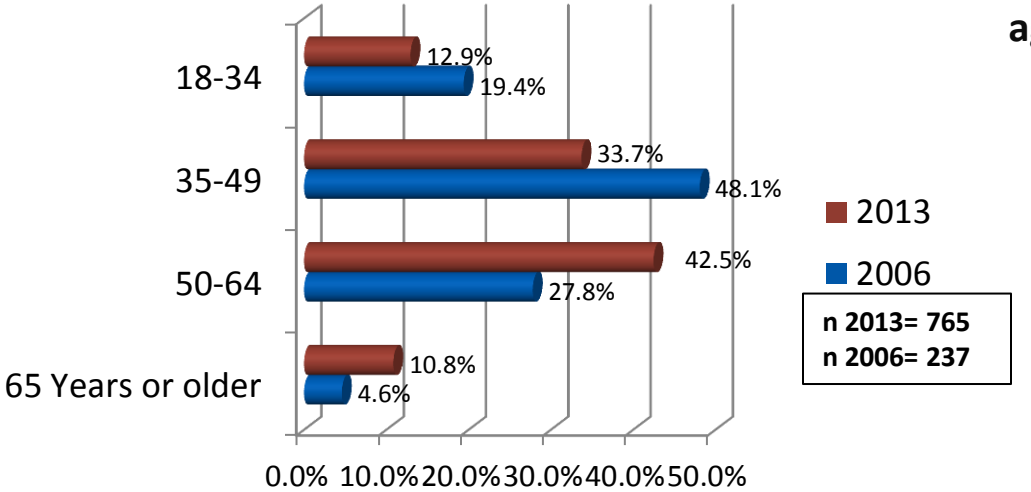
Television viewership is extremely splintered in 2013. Six percent (5.9%) of the respondents watch NCIS, followed by the news and "Big Bang Theory" at 4.5%.

Detailed Findings

Demographics

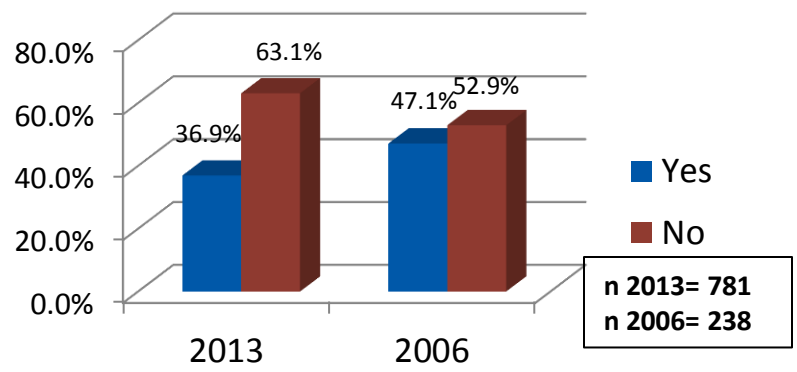
The average age of visitors to Red River is nearly 50 years old (an increase of nearly five years since 2006). Children under the age of 18 living at home dropped by nearly one-third (36.9%) over 2006 (63.1%).

What is your age?



Year	Average Age
2013	49.5
2006	45.0

Do you have any children under the age of 18 living in your home?

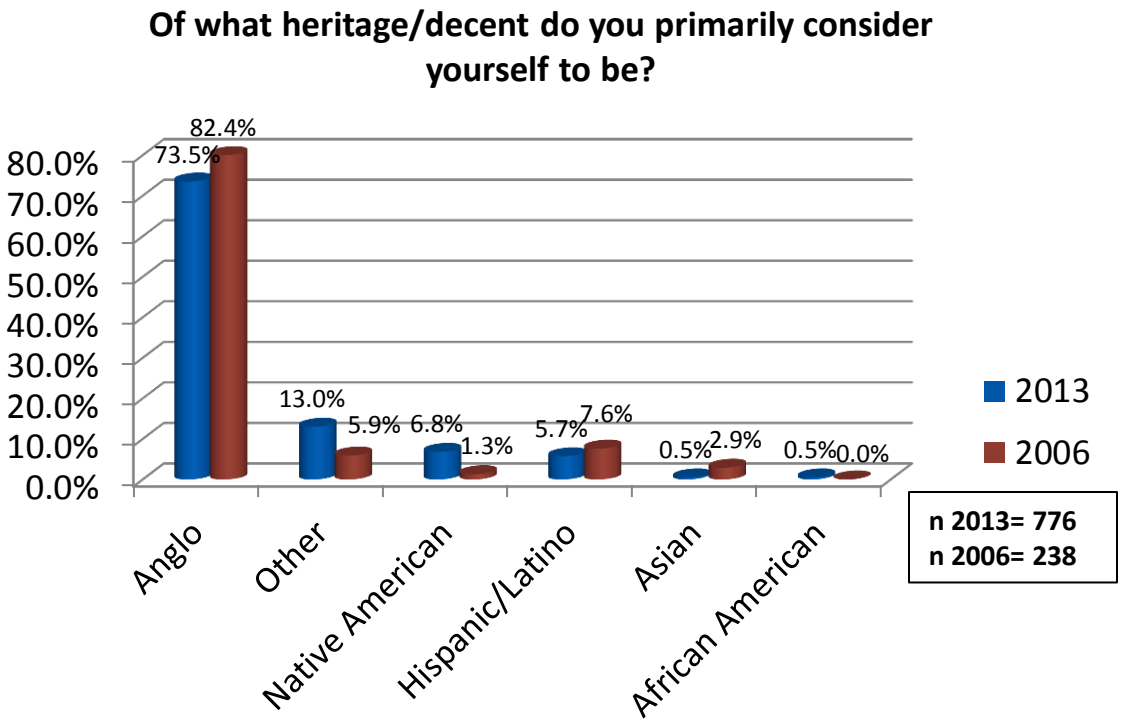


Detailed Findings

Demographics

Nearly three-fourths of all visitors consider themselves to be "Anglo". This category dropped nearly ten percent (10%) over 2006 as more people identify with mixed ethnicities.

There was a two percentage (2%) drop in the Hispanic/Latino category over 2006.

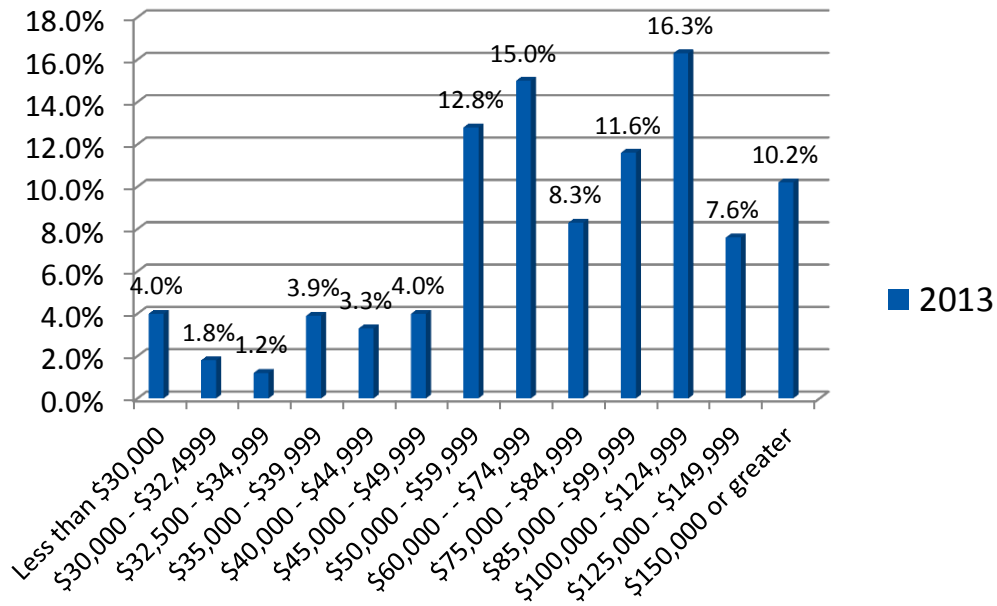


Detailed Findings

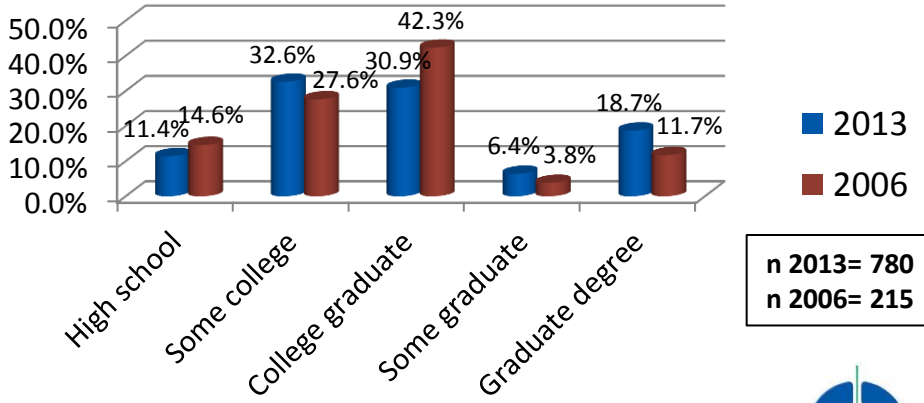
Demographics

Educational levels have changed since 2006. There was an increase in visitors with some college and a decrease in visitors with bachelors degrees, but an increase for visitors with graduate degrees or that attended graduate school. This is reflected in an increased median household income of $75,644 an increase from 2006 ($68,250).

What is your household income?



What is the highest level of education that you achieved?



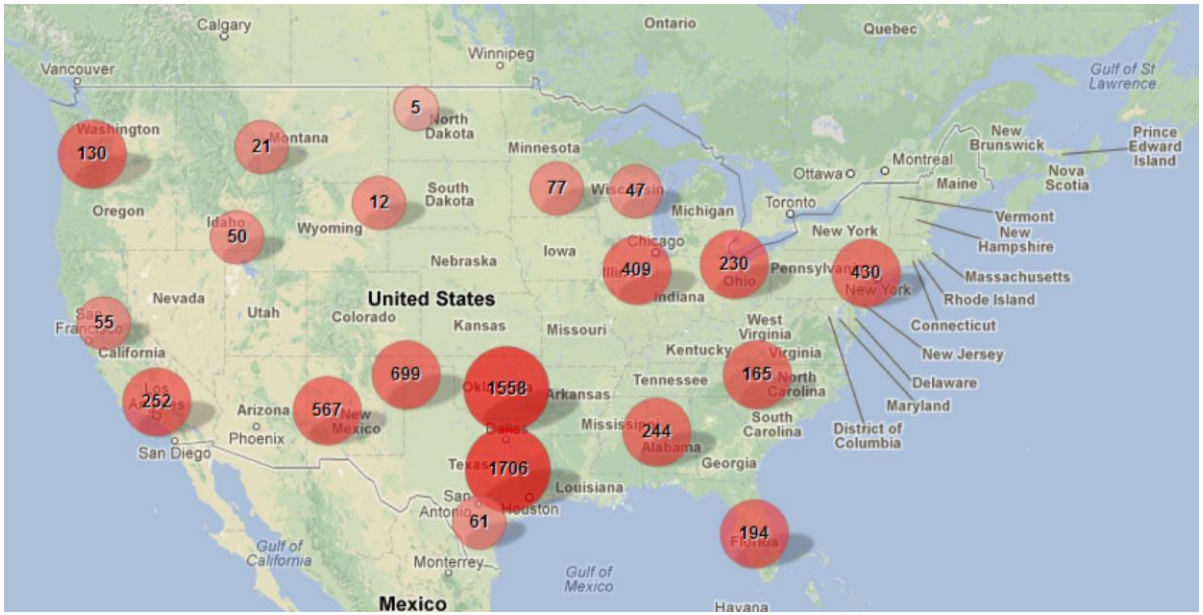
Year	Median
2013	$75,644
2006	$68,250

n 2013= 780
n 2006= 215

Detailed Findings

Geographics

This is a map of Red River Inquirers/Visitors. Texas comprises one third of the visitors/inquirers, followed by Oklahoma, New Mexico, California and Florida.



	State	%
1	Texas	36.9%
2	Oklahoma	10.9%
3	New Mexico	6.6%
4	California	4.0%
5	Florida	2.8%
6	Colorado	2.5%
7	Kansas	2.5%
8	Missouri	2.2%
9	Wisconsin	2.1%
10	Louisiana	1.9%
11	Arizona	1.9%
12	New York	1.8%
13	Illinois	1.8%
14	Arkansas	1.6%
15	Ohio	1.5%
16	Pennsylvania	1.5%
17	Michigan	1.3%
18	Washington	1.1%
19	Tennessee	1.1%
20	North Carolina	1.1%

Crosstabs

Crosstabs-Seasonality

Appendix B-1 – Crosstabs-Seasonality

Red River Cross Tabs					
		Seasonality			
Question	**Overall**	Winter	Spring	Summer	Fall
Sample Size	**n= 916**	n=135	n=72	n=350	n=148
Recalled receiving guide (yes)	65.0%	60.3%	69.4%	67.7%	64.9%
How did you know a guide was available?(top 4)					
Website	62.9%	69.8%	64.0%	58.4%	63.5%
Visited Before	42.4%	41.4%	38.0%	52.9%	55.2%
Word of Mouth	9.2%	9.5%	---	---	5.2%
Advertising (magazine/newspaper)	8.1%	10.3%	---	5.5%	5.2%
Advertising (radio)	---	---	6.0%	---	---
Other	---	---	---		---
Weeks before visiting	9.4	10.1	9.7	11.0	7.3
Website rating (mean-1-10)	8.0	8.0	8.0	8.1	8.0
Most Useful info on the site(top 3)					
Lodging	80.9%	81.7%	78.6%	80.4%	82.6%
Events Calendar	61.6%	61.7%	57.1%	61.8%	68.9%
Summer Activities	60.9%	---	---	78.8%	62.9%
Winter Activities	---	---	6.0%	---	---
Dining	---	---	---		---
Website ease of use (mean 1-10)	8.2	8.0	8.2	8.3	8.3
Website influence on decision to visit (great deal of influence)	22.0%	23.7%	21.6%	21.5%	20.6%
Visited Red River since 2010	66.1%	71.4%	59.7%	60.3%	76.4%
Most Imortant Reason(s) for Visiting Red River (scale 1-5) (top 3)					
Skiing/ Snowboarding	28.4%	65.6%	30.6%	---	---
ATV/ Backcountry jeeping	21.4%	22.1%	22.4%	26.8%	21.5%
Drive the Enchanted Circle	17.2%	---	---	---	15.9%
Snowmobiling	---	30.5%	---	---	---
Fishing	---	---	18.4%	23.0%	19.6%
shopping	---	---	---	---	---
Hiking	---	---	---	---	---
Summer Chairlift	---	---	---	---	---
Visit Taos	---	---	---	---	---
Special Event	---	---	---	---	---
Other	---	---	---	16.3%	---

Appendix B-1 – Crosstabs-Seasonality

Red River Cross Tabs					
		Seasonality			
Question	**Overall**	Winter	Spring	Summer	Fall
Sample Size	**n= 916**	n=135	n=72	n=350	n=148
Length of Stay (days)	3.9	3.9	3.9	4.3	3.4
Children in travel party	1.5	2.1	1.6	1.7	0.7
Average Spending	$1,453.39	$1,822.25	$1,423.46	$1,409.04	$1,078.55
Activity Satisfaction (top 3)					
Shopping	36.7%	---	---	40.9%	23.1%
Special Events	35.1%	46.7%	---	---	33.3%
Fishing	35.0%	---	---	39.1%	23.1%
Snow shiing/ snowboarding	---	64.7%	62.5%	---	---
Community house	---	56.3%	---	---	23.1%
Cross country skiing	---	46.7%	50.0%	---	---
Horseback riding	---	---	50.0%	---	---
ATV/ Jeep trails	---	---	---	31.8%	23.1%
Hiking	---	---	---	---	30.8%
Art Galleries	---	---	---	---	---
Snowmobiling	---	---	---	---	---
Lodging Stayed at (top 3)					
Cabin	33.1%	36.2%	33.9%	31.8%	34.0%
Hotel	22.7%	20.5%	23.2%	18.4%	29.0%
Condo/Timeshare	21.7%	26.8%	21.2%	22.4%	18.0%
Difficulty booking lodging (yes)	7.0%	6.3%	7.3%	8.5%	3.0%
Expect to travel next year (yes)	45.9%	55.1%	39.1%	45.4%	54.6%
Net Promoter Score	51.8%				
Regularly read the newspaper (yes)	72.5%	54.3%	62.3%	58.0%	58.9%
Top music styles					
Country	530				
Rock	381				
Classic	196				
Average Age					
	49.5	45.9	48.7	50.9	52.0
Education level					
High School	11.4%	13.2%	14.7%	11.9%	9.4%
Some College	32.6%	25.9%	27.9%	36.7%	33.6%
College Graduate	30.9%	33.9%	33.8%	26.0%	35.9%
Some Graduate School	6.4%	7.5%	7.4%	5.5%	7.0%

Crosstabs-Income

Appendix B-2 – Crosstabs-Income

Red River Cross Tabs				
		Income		
Question	**Overall**	< 40K	40-60K	>60K
Sample Size	**n= 916**	n=79	n=146	n=500
Recalled receiving guide (yes)	65.0%	64.6%	63.7%	66.0%
How did you know a guide was available?(top 4)				
Website	62.9%	54.9%	57.0%	65.8%
Visited Before	42.4%	52.9%	48.4%	41.7%
Word of Mouth	9.2%	5.9%	10.8%	8.4%
Advertising (magazine/newspaper)	8.1%	---	6.5%	8.4%
Advertising (radio)	---	---	---	---
Other	---	7.8%	---	---
Weeks before visiting	9.4	7.9	8.5	10.4
Website rating (mean-1-10)	8.0	8.4	8.0	8.0
Most Useful info on the site(top 3)				
Lodging	80.9%	73.6%	82.8%	81.1%
Events Calendar	61.6%	59.7%	67.2%	61.0%
Summer Activities	60.9%	66.7%	64.1%	59.2%
Winter Activities	---	---	---	---
Dining	---	7.8%	---	---
Website ease of use (mean 1-10)	8.2	8.6	8.2	8.2
Website influence on decision to visit (great deal of influence)	22.0%	41.2%	18.2%	22.9%
Visited Red River since 2010	66.1%	58.7%	63.6%	70.2%
Most Imortant Reason(s) for Visiting Red River (scale 1-5) (top 3)				
Skiing/ Snowboarding	28.4%	37.8%	17.9%	33.1%
ATV/ Backcountry jeeping	21.4%	27.0%	20.2%	23.7%
Drive the Enchanted Circle	17.2%	---	---	---
Snowmobiling	---	---	---	---
Fishing	---	---	23.8%	17.2%
shopping	---	---	17.9%	---
Hiking	---	---	---	---
Summer Chairlift	---	---	---	---
Visit Taos	---	---	---	---
Special Event	---	---	---	---
Other	---	32.5%	---	---

Appendix B-2 – Crosstabs-Income

Red River Cross Tabs				
		Income		
Question	**Overall**	< 40K	40-60K	>60K
Sample Size	**n= 916**	n=79	n=146	n=500
Length of Stay (days)	3.9	4.4	3.5	3.8
Children in travel party	1.5	1.1	1.4	1.5
Average Spending	$1,453.39	$1,164.29	$1,103.27	$1,591.04
Activity Satisfaction (top 3)				
Shopping	36.7%	41.7%	44.4%	32.3%
Special Events	35.1%	---	62.5%	---
Fishing	35.0%	46.2%	---	---
Snow shiing/ snowboarding	---	46.2%	---	36.7%
Community house	---	---	---	---
Cross country skiing	---	---	---	---
Horseback riding	---	---	---	---
ATV/ Jeep trails	---	---	---	35.5%
Hiking	---	---	---	32.3%
Art Galleries	---	---	44.4%	---
Snowmobiling	---	---	---	---
Lodging Stayed at (top 3)				
Cabin	33.1%	35.1%	34.5%	32.5%
Hotel	22.7%	27.0%	23.8%	21.4%
Condo/Timeshare	21.7%	13.5%	14.3%	23.4%
Difficulty booking lodging (yes)	7.0%	5.4%	7.1%	6.8%
Expect to travel next year (yes)	45.9%	44.3%	38.5%	49.4%
Net Promoter Score	51.8%			
Regularly read the newspaper (yes)	72.5%	49.4%	50.0%	60.4%
Top music styles				
Country	530			
Rock	381			
Classic	196			
Average Age				
	49.5	46.0	49.4	49.5
Education level				
High School	11.4%	19.2%	19.9%	8.2%
Some College	32.6%	39.7%	37.7%	30.1%
College Graduate	30.9%	25.6%	28.8%	32.3%
Some Graduate School	6.4%	10.3%	4.1%	6.6%
Graduate Degree	18.7%	5.1%	9.6%	22.7%

Crosstabs-Age

Appendix B-3 – Crosstabs-Age

Red River Cross Tabs					
		Age			
Question	**Overall**	18-34	35-49	50-64	65+
Sample Size	**n= 916**	n=100	n=258	n=325	n=82
Recalled receiving guide (yes)	65.0%	56.0%	69.4%	66.5%	65.9%
How did you know a guide was available?(top 4)					
Website	62.9%	64.3%	65.2%	61.3%	57.4%
Visited Before	42.4%	44.6%	39.2%	44.2%	48.1%
Word of Mouth	9.2%	19.6%	6.6%	8.3%	11.1%
Advertising (magazine/newspaper)	8.1%	---	6.1%	8.8%	14.8%
Advertising (radio)	---	5.4%	---	---	---
Other	---	---	---	---	---
Weeks before visiting	9.4	7.9	9.6	10.8	10.5
Website rating (mean-1-10)	8.0	8.1	7.9	8.1	8.1
Most Useful info on the site(top 3)					
Lodging	80.9%	84.2%	82.4%	79.3%	74.2%
Events Calendar	61.6%	57.9%	58.6%	67.4%	
Summer Activities	60.9%	58.9%	58.6%	61.1%	69.7%
Winter Activities	---	5.4%	---	---	---
Dining	---	---	---	---	---
Website ease of use (mean 1-10)	8.2	8.6	8.2	8.3	8.0
Website influence on decision to visit (great deal of influence)	22.0%	20.7%	26.9%	20.9%	9.7%
Visited Red River since 2010	66.1%	73.3%	73.0%	64.8%	50.0%
Most Imortant Reason(s) for Visiting Red River (scale 1-5) (top 3)					
Skiing/ Snowboarding	28.4%	46.0%	40.7%	19.4%	---
ATV/ Backcountry jeeping	21.4%	---	23.5%	24.7%	16.7%
Drive the Enchanted Circle	17.2%	---	---	19.9%	13.9%
Snowmobiling	---	---	16.0%	---	---
Fishing	---	---	16.0%	---	13.9%
shopping	---	---	---	---	---
Hiking	---	25.4%	---	---	---
Summer Chairlift	---	30.2%	---	---	---
Visit Taos	---	---	---	---	13.9%
Special Event	---	---	---	---	13.9%
Other	---	---	---	---	22.2%

Appendix B-3 – Crosstabs-Age

Red River Cross Tabs					
		Age			
Question	**Overall**	18-34	35-49	50-64	65+
Sample Size	**n= 916**	n=100	n=258	n=325	n=82
Length of Stay (days)	3.9	3.6	3.7	3.9	4.4
Children in travel party	1.5	1.7	2.3	0.9	1.0
Average Spending	$1,453.39	$1,284.44	$1,673.53	$1,436.63	$969.72
Activity Satisfaction (top 3)					
Shopping	36.7%	N/A	N/A	40.0%	N/A
Special Events	35.1%	N/A	N/A	44.4%	N/A
Fishing	35.0%	N/A	N/A	---	N/A
Snow shiing/ snowboarding	---	N/A	N/A	---	N/A
Community house	---	N/A	N/A	---	N/A
Cross country skiing	---	N/A	N/A	---	N/A
Horseback riding	---	N/A	N/A	---	N/A
ATV/ Jeep trails	---	N/A	N/A	40.0%	N/A
Hiking	---	N/A	N/A	---	N/A
Art Galleries	---	N/A	N/A	---	N/A
Snowmobiling	---	---	---	---	---
Lodging Stayed at (top 3)					
Cabin	33.1%	38.1%	37.0%	31.7%	22.2%
Hotel	22.7%	30.2%	17.3%	23.1%	33.3%
Condo/Timeshare	21.7%	17.5%	22.2%	22.0%	16.7%
Difficulty booking lodging (yes)	7.0%	9.5%	9.3%	4.3%	2.8%
Expect to travel next year (yes)	45.9%	51.0%	48.4%	44.9%	36.6%
Net Promoter Score	51.8%				
Regularly read the newspaper (yes)	72.5%	41.0%	49.2%	64.9%	73.2%
Top music styles					
Country	530				
Rock	381				
Classic	196				
Average Age					
	49.5	29.9	42.9	55.9	69.5
Education level					
High School	11.4%	5.1%	12.1%	11.1%	17.3%
Some College	32.6%	34.3%	30.7%	35.6%	23.5%
College Graduate	30.9%	42.4%	31.5%	29.1%	24.7%
Some Graduate School	6.4%	9.1%	7.4%	5.6%	4.9%
Graduate Degree	18.7%	9.1%	18.3%	18.6%	29.6%

Children/No Children in Household

Appendix B-4 – Children/No Children in Household

Red River Cross Tabs			
		Family Status	
Question	Overall	Children in HH	No Children in
Sample Size	n= 916	n=373	n=375
Recalled receiving guide (yes)	65.0%	64.1%	66.6%
How did you know a guide was available?(top 4)			
Website	62.9%	62.1%	63.3%
Visited Before	42.4%	50.4%	48.2%
Word of Mouth	9.2%	8.8%	7.3%
ertising (magazine/newspaper)	8.1%	5.8%	6.5%
Advertising (radio)	---	---	---
Other	---	---	---
Weeks before visiting	9.4	10.5	9.3
Website rating (mean-1-10)	8.0	8.0	8.1
Most Useful info on the site(top 3)			
Lodging	80.9%	83.0%	78.5%
Events Calendar	61.6%	63.2%	62.0%
Summer Activities	60.9%	59.9%	63.8%
Winter Activities	---	---	---
Dining	---	---	---
Website ease of use (mean 1-1	8.2	8.1	8.3
Website influence on decision to visit (great deal of influence)	22.0%	18.8%	25.3%
Visited Red River since 2010	66.1%	67.6%	64.9%
Most Imortant Reason(s) for Visiting Red River (scale 1-5) (top 3)			
Skiing/ Snowboarding	28.4%	34.9%	24.5%
ATV/ Backcountry jeeping	21.4%	23.0%	23.6%
Drive the Enchanted Circle	17.2%	---	22.4%
Snowmobiling	---	---	---
Fishing	---	21.8%	---
shopping	---	---	---
Hiking	---	---	---
Summer Chairlift	---	---	---
Visit Taos	---	---	---
Special Event	---	---	---
Other	---	---	---

Red River Cross Tabs			
		Family Status	
Question	Overall	Children in HH	No Children in
Sample Size	n= 916	n=373	n=375
Length of Stay (days)	3.9	4.0	3.8
Children in travel party	1.5	2.9	0.0
Average Spending	$1,453.39	$1,731.64	$1,164.36
Activity Satisfaction (top 3)			
Shopping	36.7%	N/A	---
Special Events	35.1%	N/A	---
Fishing	35.0%	N/A	34.3%
Snow shiing/ snowboarding	---	N/A	35.3%
Community house	---	N/A	---
Cross country skiing	---	N/A	---
Horseback riding	---	N/A	---
ATV/ Jeep trails	---	N/A	35.3%
Hiking	---	N/A	---
Art Galleries	---	N/A	---
Snowmobiling	---	---	---
Lodging Stayed at (top 3)			
Cabin	33.1%	34.6%	31.6%
Hotel	22.7%	15.8%	29.9%
Condo/Timeshare	21.7%	26.3%	16.9%
Difficulty booking lodging (yes)	7.0%	8.3%	5.6%
xpect to travel next year (yes)	45.9%	50.0%	60.7%
Net Promoter Score	51.8%		
larly read the newspaper (yes)	72.5%	54.5%	60.7%
Top music styles			
Country	530		
Rock	381		
Classic	196		
Average Age			
	49.5	47.2	52.1
Education level			
High School	11.4%	12.1%	12.0%
Some College	32.6%	31.7%	33.2%
College Graduate	30.9%	32.8%	28.6%
Some Graduate School	6.4%	6.5%	6.4%
Graduate Degree	18.7%	16.9%	19.8%

Appendix A- Survey Instrument

RED RIVER
NEW MEXICO

1. Do you recall receiving our vacation guide?
❍ Yes ❍ No

2. How did you know a guide was available? Was it: (check all that apply)
❑ An advertisement in a magazine or newspaper
❑ An advertisement on a radio station
❑ From our web site
❑ Word of mouth
❑ Visited before
❑ Other _____

3. List three things that come to mind when you think of Red River
1. _____
2. _____
3. _____

4. Do you recall visiting our website, www.redriver.org?
❍ Yes
❍ No

4a. Why did you visit our web site? (check all that apply)
❑ To plan a trip to Red River
❑ To decide whether to visit Red River
❑ To see what to do in Red River
❑ To book lodging
❑ Just browsing
❑ Other _____

5. On a scale of 1 to 10, where 10 is "Excellent" and 1 is "Poor", how would you rate the Red River website compared to other travel websites?

	Poor	2	3	4	5	6	7	8	9	Excellent
Red River website	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍

(Ctrl)

6. Was there any information that you looked for on the Red River website but couldn't find?
❍ Yes
❍ No
❍ Don't recall

6a. What information couldn't you find?
_____

7. Which kinds of information were most useful to you on the Red River website? (check all that apply)

- ❑ Lodging
- ❑ Hotel Reservations
- ❑ Fire Restrictions
- ❑ Bear Aware
- ❑ Photo/Video Gallery
- ❑ Summer Activities
- ❑ Winter Activities
- ❑ Entertainment & Shopping
- ❑ Dining
- ❑ Maps & Facts
- ❑ Town History
- ❑ Day Trips
- ❑ Events Calendar
- ❑ Weather
- ❑ Business Directory
- ❑ Ski/Snowboard shops
- ❑ Sites & Activities
- ❑ Specials & Discounts
- ❑ Services
- ❑ Weddings
- ❑ Living in Red River
- ❑ Conference Center
- ❑ Real Estate
- ❑ Other _____

8. On a scale of 1 to 10, where 10 is "Very Easy" and 1 is "Very Difficult" (and N/A is "Don't Recall"), how easy was it to get to the information you were looking for from the home page of the Red River website?

	Very difficult	2	3	4	5	6	7	8	9	Very Easy
Ease of Use	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍

9. What additional features would you like to see on the Red River website?

_____

10. How did you find our website? (check all that apply)

- ❑ From an advertisement that I read
- ❑ From an advertisement that I heard
- ❑ From an Internet search
- ❑ From another website
- ❑ Saw on TV

11. Please list up to three other destinations that you would consider as an alternative to Red River?

1. _____ 2. _____ 3. _____

12. Have you ever been to Red River?
- ❍ Yes
- ❍ No

13. How many times have you been to Red River?
# of visits _____

14. Have you visited Red River since January 2010?
❍ Yes ❍ No

15. How many weeks ahead of time did you start planning for your most recent trip to Red River?
(if one week or less, enter "1")
# of weeks _____

16. Referring to your most recent visit, what month did you come in?
- ❍ January
- ❍ February
- ❍ March
- ❍ April
- ❍ May
- ❍ June
- ❍ July
- ❍ August
- ❍ September
- ❍ October
- ❍ November
- ❍ December

17. What season(s) do you prefer to visit Red River? (check all that apply)
- ❑ Spring
- ❑ Summer
- ❑ Fall
- ❑ Winter

18. Prior to your trip to Red River, how many times did you visit our website?
# of times _____

18a. How much influence did our website have in your decision to visit Red River?
- ❍ A great deal of influence
- ❍ Some influence
- ❍ No influence

19. What was your primary reason for visiting Red River?
- ❍ Vacation/ Leisure
- ❍ Visit friends/ relatives
- ❍ Business/ Conference
- ❍ Special Event
- ❍ Group travel

20. On a scale of 1 to 5, with 5 being the "Most Important" reason and 1 being the "Least Important" reason, how would you rate each of the following reasons for choosing to visit Red River?

	1 (Least Important)	2	3	4	5 (Most Important)
Hiking	❍	❍	❍	❍	❍
Fishing	❍	❍	❍	❍	❍
Shopping	❍	❍	❍	❍	❍
Summer Chairlift	❍	❍	❍	❍	❍
Golfing	❍	❍	❍	❍	❍
ATV/ Backcountry jeeping	❍	❍	❍	❍	❍
Drive the Enchanted Circle	❍	❍	❍	❍	❍
Cumbres and Toltec railroad	❍	❍	❍	❍	❍
Jeep Tour	❍	❍	❍	❍	❍
Mountain biking	❍	❍	❍	❍	❍
Horseback riding	❍	❍	❍	❍	❍
Rafting	❍	❍	❍	❍	❍
Visit Taos	❍	❍	❍	❍	❍
Listening to live music	❍	❍	❍	❍	❍
Skiing/ Snowboarding	❍	❍	❍	❍	❍
Cross Country Skiing	❍	❍	❍	❍	❍
Snowmobiling	❍	❍	❍	❍	❍
Snowshoeing	❍	❍	❍	❍	❍
Special Event	❍	❍	❍	❍	❍
Other	❍	❍	❍	❍	❍
	❍	❍	❍	❍	❍

21. What other attractions, activities, and amenities would you like to see? (check all that apply)
- ❑ More bike trails
- ❑ Water attractions
- ❑ Amusement Centers
- ❑ Chain Restaurants
- ❑ 24 hour gas station/hotel
- ❑ Museums
- ❑ More Jeep and ATV trails
- ❑ More historical tours
- ❑ Other _____

22. During your visit to Red River, did you: use a smart phone, ipad, or PC tablet for: (check all that apply)
- ❑ Mapping/directions
- ❑ Social Networking
- ❑ Activity/recreational recommendations
- ❑ Stay in touch with friends/family
- ❑ Stay in touch with work
- ❑ Booking Activities
- ❑ Photos/videos
- ❑ Didn't use

23. How many nights did you spend in Red River on your most recent trip?
# of nights _____

24. Including yourself, how many adults were in your travel party?
# of adults _____

25. How many children (under 18 years of age) traveled with you?
# of children _____

25a. What are their ages?
Age of child _____
Age of child _____
Age of child _____
Age of child _____
Age of child _____
Age of child _____

26. Please estimate how much you and your travel party spent on the trip while in Red River, on the following areas? (please enter whole numbers without decimals or text, enter "0" if there was no spending)
Hotel or other accommodations _____
Restaurants/Food and Beverage _____
Guides and Guided trip packages _____
Gaming/gambling _____
Other shopping and souvenirs _____
Other expenses (such as fuel, etc.) _____

27. Did you visit Red River to attend a "Special Event"? If "yes", which special event did you attend?
- ❍ Yes (what event) _____
- ❍ No

28. During your last visit to Red River, at what types of lodging did you stay? (check all that apply)
- ❑ Hotel/motel
- ❑ Bed & Breakfast
- ❑ RV
- ❑ Private home
- ❑ Campground
- ❑ Condo/timeshare
- ❑ Cabin/cottage
- ❑ Ski Lodge
- ❑ Did not stay overnight
- ❑ Other _____

29. On a scale of 1 to 5, with 5 being excellent, and 1 being poor, how would you rate your lodging accommodations?

	Poor	2	3	4	Excellent
Rate lodging	❍	❍	❍	❍	❍

30. Did you have difficulty booking lodging. If yes, why?
- ❍ Yes (why?) _____
- ❍ No

31. How did you make your reservations for the lodging?
- ❍ Travel Agent
- ❍ Hotel website
- ❍ 800 phone #
- ❍ Hotel direct
- ❍ No reservations
- ❍ Other website _____

32. If you had the option to book lodging on the Red River website, how likely would you be to do so?
- ❍ Very Likely
- ❍ Likely
- ❍ Somewhat Likely
- ❍ Somewhat Unlikely
- ❍ Unlikely
- ❍ Very Unlikely

33. On a scale of 1 to 5, where a low of 1 means "Very Poor" and a high of 5 means "Very Good", please rate your satisfaction with each of the following activities based on your most recent visit to Red River. (Select N/A if you did not participate in this activity).

	1 Very Poor	2	3	4	5 Very Good	N/A
Shopping	❍	❍	❍	❍	❍	❍
Special Events	❍	❍	❍	❍	❍	❍
Art Galleries	❍	❍	❍	❍	❍	❍
Museums and cultural institutions	❍	❍	❍	❍	❍	❍
Hiking	❍	❍	❍	❍	❍	❍
Fishing	❍	❍	❍	❍	❍	❍
Horseback riding	❍	❍	❍	❍	❍	❍
Art Galleries	❍	❍	❍	❍	❍	❍
Mountain biking	❍	❍	❍	❍	❍	❍
Snow Skiing	❍	❍	❍	❍	❍	❍
ATV/ Jeep trails	❍	❍	❍	❍	❍	❍
Community House	❍	❍	❍	❍	❍	❍
Snow skiing/ snowboarding	❍	❍	❍	❍	❍	❍
Cross country skiing	❍	❍	❍	❍	❍	❍
Snowshoeing	❍	❍	❍	❍	❍	❍
Snowmobiling	❍	❍	❍	❍	❍	❍

34. Do you expect to travel to Red River in the next year?
❍ Yes ❍ No ❍ Maybe

34a. Why don't you expect to travel to Red River in the next year? (check all that apply)
❑ Lack of time
❑ Money
❑ Other _____

35.On a scale from 1 to 10, with 10 being "Extremely Likely" and 1 being "Not At All Likely", how likely is it you would recommend us to a friend?

	1 Not At All Likely	2	3	4	5	6	7	8	9	10 Extremely Likely
How likely?	❍	❍	❍	❍	❍	❍	❍	❍	❍	❍

35a. Why wouldn't you recommend visiting Red River to a friend?

_____

36. Which of he following sources do you use when looking for advice and insight about travel destinations you are considering? (check all that apply)

- ❑ Family/friends
- ❑ Travel Guide
- ❑ Social Media
- ❑ Books
- ❑ Internet
- ❑ Travel Experts
- ❑ Search Websites
- ❑ Destination Websites
- ❑ Magazines

37. Please list the top three sources of information you use when planning a trip?

1. _____
2. _____
3. _____

38. How many vacations to the mountains do you normally take in a year?

# of mountain vacations _____

39. Do you regularly read or subscribe to your local newspaper?

- ❍ Yes
- ❍ No

40. Please list three magazines that you subscribe to or regularly read

1. _____ 2. _____ 3. _____

41. Please list up to three types of music you and your family listen to on the radio

1. _____ 2. _____ 3. _____

42. Please list up to three television programs that you and your family watch the most

1. _____ 2. _____ 3. _____

<u>These last few questions are for statistical purposes only:</u>

43. Do you have any children under the age of 18 living in your home?

- ❍ Yes
- ❍ No

44. What is your age?

Age _____

45. Of what heritage/decent do you primarily consider yourself to be?

- ❍ Hispanic/Latino
- ❍ Anglo
- ❍ Asian
- ❍ Native American
- ❍ African American
- ❍ Other _____

46. What as the highest level of education that you achieved?
- ❍ High School
- ❍ Some college
- ❍ College graduate
- ❍ Some graduate
- ❍ Graduate degree

47. What is your household income?
- ❍ Less than $30,000
- ❍ $30,000 to $32,499
- ❍ $32,500 to $34,999
- ❍ $35,000 to $39,999
- ❍ $40,000 to $44,999
- ❍ $45,000 to $49,999
- ❍ $50,000 to $59,999
- ❍ $60,000 to $74,999
- ❍ $75,000 to $84,999
- ❍ $85,000 to $99,999
- ❍ $100,000 to $124,999
- ❍ $125,000 to $149,999
- ❍ $150,000 or greater

48. Do you belong to any frequent traveler programs or travel club memberships?
- ❍ Yes
- ❍ No

48a. If yes, what are they:
1. _____
2. _____
3. _____

Thank you very much for your time today!
Please enter an e-mail address to be entered into the drawing for a trip to Red River
E-mail _____