

Nature-Oriented Visitors and Their Expenditures: Upper San Pedro River Basin

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Photo provided courtesy of Bureau of Land Management, San Pedro RNCA

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**Agricultural
Resource Economics**

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REVIEW BY

Tricia Gerrodette,

Huachuca

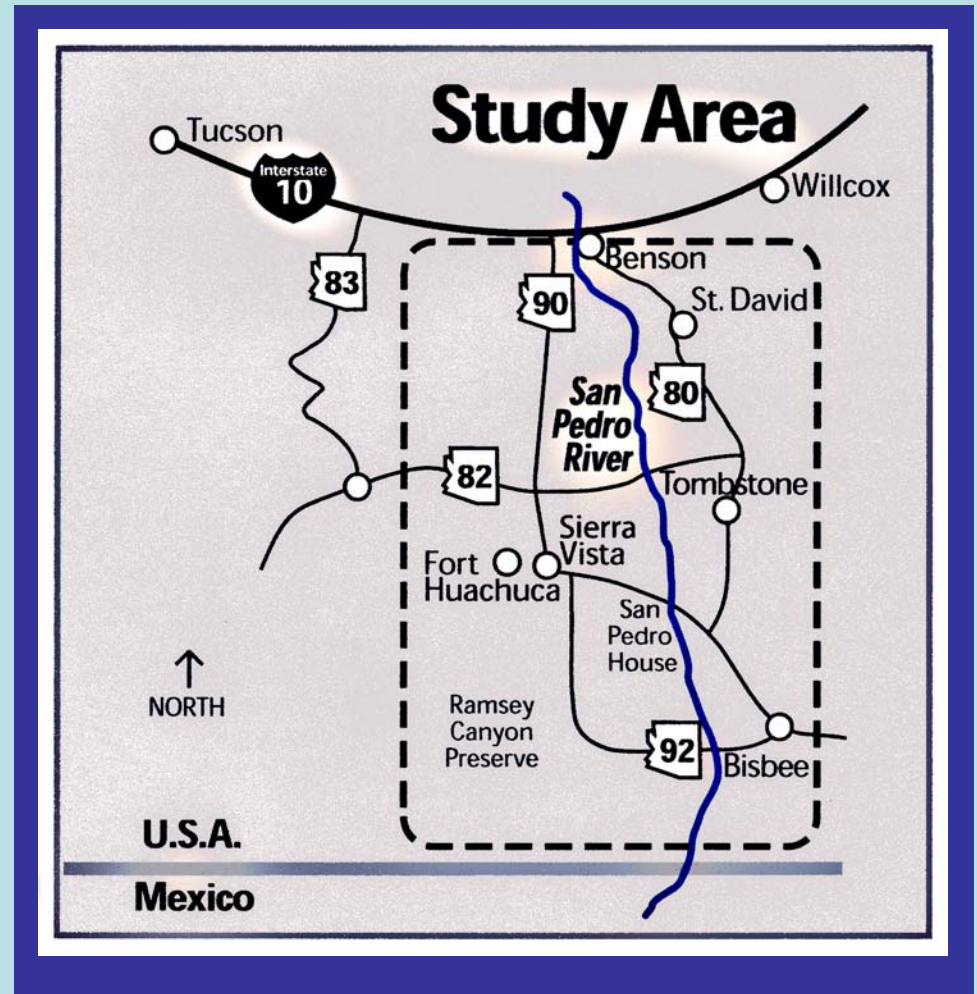
Audubon

Community Watershed

Alliance

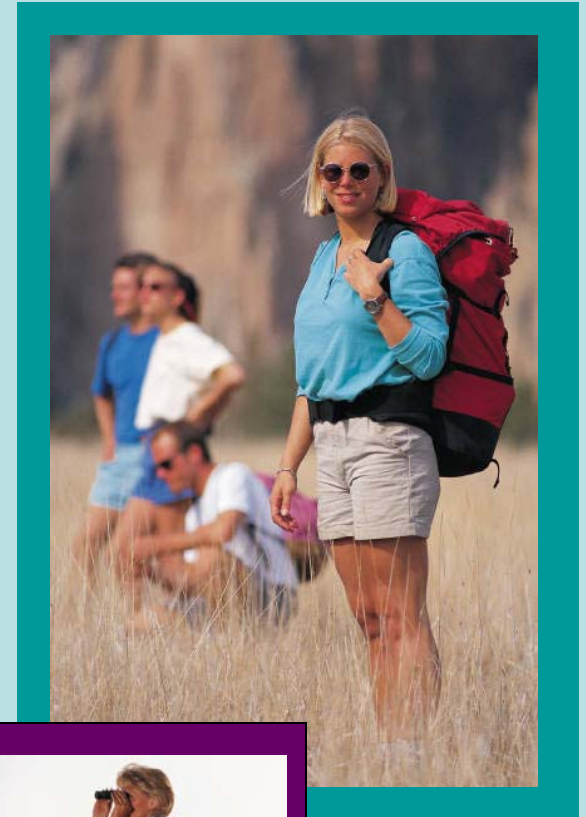
April 24, 2007

SPHERE OF ECONOMIC IMPACT



REASON FOR VISITING BIRDING SITES AND NATURAL AREAS

Reason	Frequency	%
1. General Birding	468	57
2. To look for specific bird	65	8
3. Walking, hiking, and viewing wildlife	210	25
4. To enjoy the riparian area environment	42	5
5. To visit historical archeological sites near these areas	12	1
6. Other	29	4



Other birding sites and natural areas visited.

Birding Sites and Natural Areas

**# of Survey Respondents
Visiting the Site**

Garden Canyon (Fort Huachuca)	254
Carr Canyon	139
Coronado National Memorial	140
Beatty's Orchard	190
Miller Canyon	215
Kartchner Caverns State Park – Birding and hiking trails	75
– Cave tours	79
Other birding sites and natural areas in the study area: French Joe Canyon and the Saint David Monastery were frequently mentioned.	85

Figure 2.
Accommodation Locations

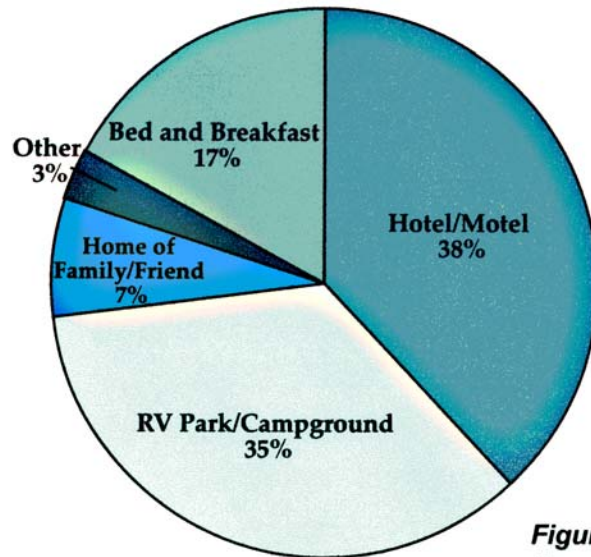
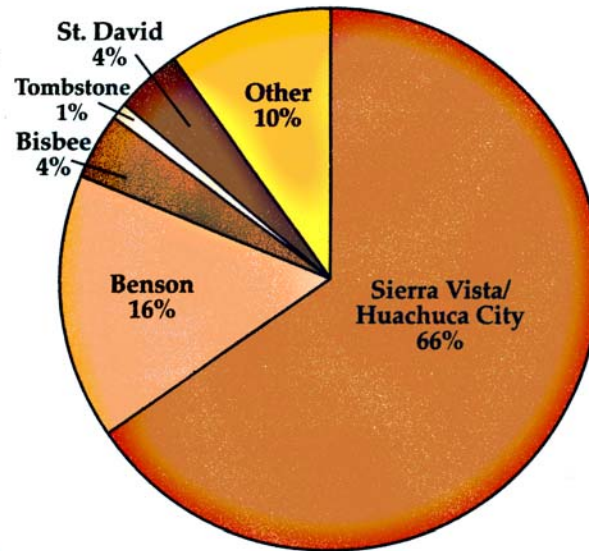


Figure 3.
Accommodation Types

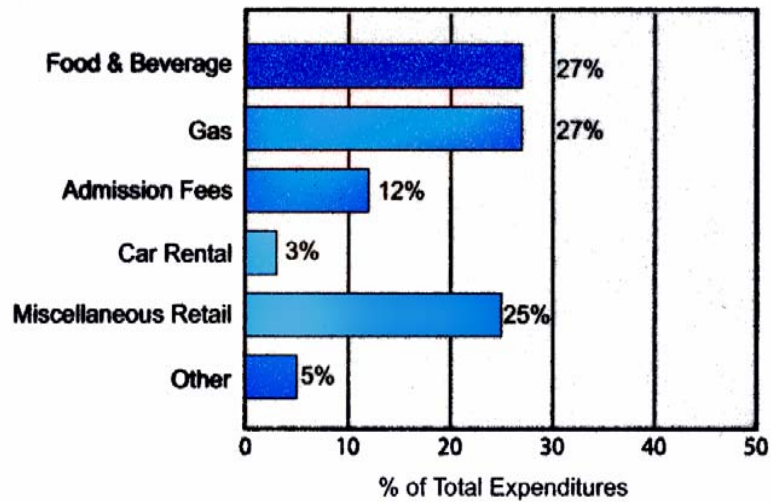


FIGURE 4.
Expenditure categories for day-trip visitors

DAY TRIP CATEGORIES

- Food and Beverage
- Gas
- Miscellaneous

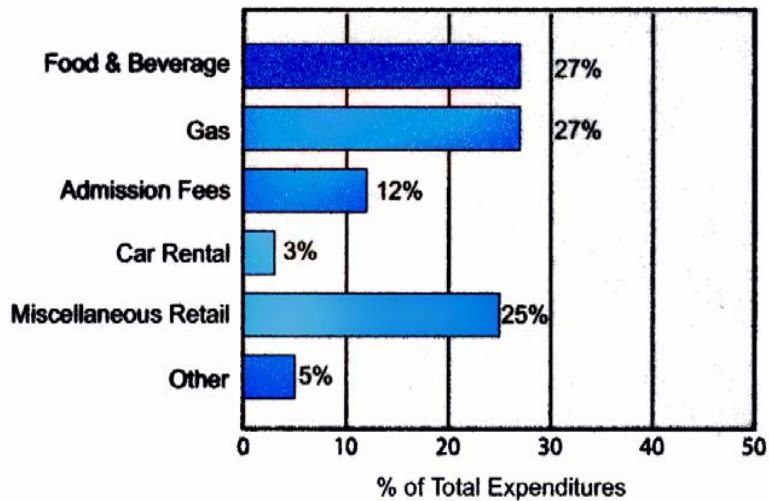


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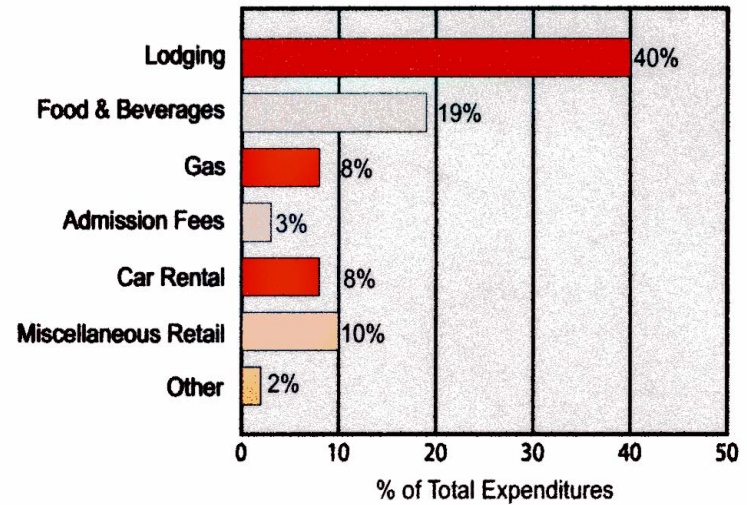


FIGURE 5.
Expenditure categories for overnight visitors

DAY TRIP CATEGORIES

- Food and Beverage
- Gas
- Miscellaneous

OVERNIGHT CATEGORIES

- Lodging
- Food and Beverage

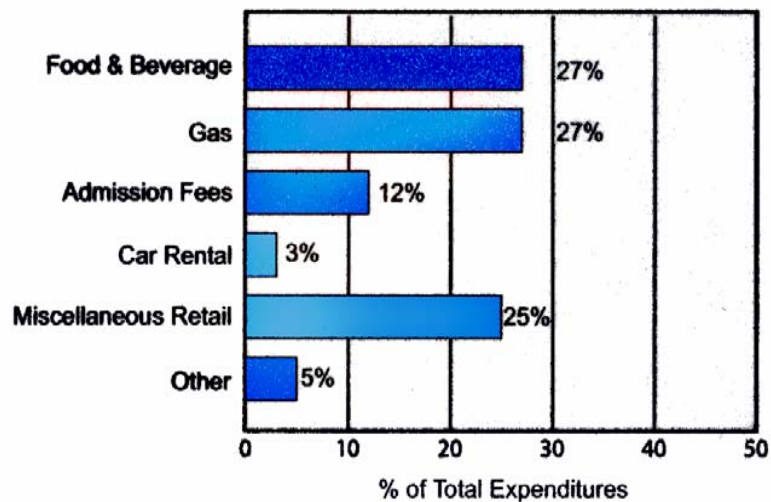


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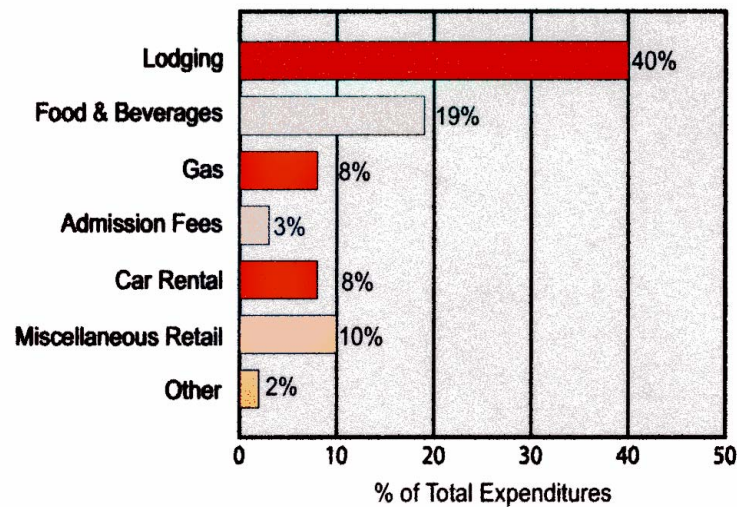


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TABLE 5.
Visitor Spending.

	Annual Visitor Estimates	Day-trip Visitors (17%)	Day-trip Visitor Spending (\$)	Overnight Visitors (83%)	Overnight Visitor Spending (\$)	Total Visitor Spending
High (+25%)	44,090	7495	168,045	36,595	16,714,483	16,882,528
Middle	35,272	5996	134,430	29,276	13,371,586	13,506,016
Low (-25%)	26,454	4497	100,823	21,957	10,028,690	10,129,513

*Day trip visitor counts were multiplied by \$22.42 (average expenditure).

**Overnight visitor counts were multiplied by \$97.18 per night for the mean visitation period (4.7 nights).

Cochise County

Nature-Oriented Visitors and Their Expenditures:

Upper San Pedro River Basin



- **Nature-oriented visitors tend to be highly educated, relatively affluent and are often repeat visitors.**
- **Direct Spending: \$10.1 to \$16.9 million**
- **Total economic impact due to “chain effect”:
\$17.0 to \$28.3 million.**
- **Total jobs linked to spending: 350-590 jobs**

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