

Flagstaff Visitor Center December 2011 Summary

Month	2011	2010	% Change	Cal YTD	2011	2010	% Change
Walk-Ins	4,350	3,847	13.1%	Walk-Ins	96,338	82,638	16.6%
Phone Calls	1,419	1,200	18.3%	Phone Calls	12,559	14,906	-15.7%
Emails	21	18	16.7%	Emails	463	275	68.4%
Mail: VC	48	40	20.0%	Mail: VC	1,245	1,035	20.3%
Mail: DIBS	573	475	20.6%	Mail: DIBS	17,158	15,651	9.6%
Survey %				Survey %			
Satisfaction	89.25%	100.00%	-10.8%	Satisfaction	96.00%	94.79%	1.3%

Highlights

Distribution of the referral program was completed to all hoteliers before the Christmas Holiday. Visitor Center staff are receiving referral cards back and giving the visitor a nice Flagstaff goodie bag while providing information about Flagstaff and the surrounding region in hopes that the visitor will extend their stay.

The Flagstaff Visitor Center finished the year with a nearly 17% increase in visitation over last year. We are proud of providing customer service at a 96% satisfaction rating, especially considering reduced staffing.

The 2012 New Year brings a display to the Visitor Center from Lowell Observatory. Look for it during the first week of January.

Plans to replace lighting fixtures along the train platform are moving forward. Replacement fixtures will present a more historic look and comply with the City of Flagstaff's Dark Skies lighting ordinance. Installation is estimated to take place in early spring.

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Walk In Totals

	2006	2007	2008	2009	2010	2011
Jan	4300	4780	5023	4635	3578	3350
Feb	4407	4955	5564	4186	4312	3482
Mar	7290	8651	8465	7629	7558	7026
Apr	8938	10006	9756	7231	7135	8797
May	11203	11778	11422	9062	7987	9265
Jun	12420	13544	12290	8936	8937	9365
Jul	11317	14772	12966	11936	9965	12450
Aug	9655	13898	12853	11798	8688	12796
Sep	8591	12573	11965	9508	8329	10908
Oct	10127	12002	9615	7863	8014	9516
Nov	6088	6738	5595	5106	4288	5033
Dec	5908	5618	4603	5048	3847	4350
Calendar yr.	100244	119315	110117	92938	82638	96338
Sep-Apr	55649	65323	60586	51206	47061	52462
May-Aug	44595	53992	49531	41732	35577	43876
FY totals	48558	105400	118121	99276	90766	84416

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