

# ARIZONA HOSPITALITY RESEARCH & RESOURCE CENTER

The Arizona Hospitality Research & Resource Center (AHRRC) is a community outreach service of the Alliance Bank Business Outreach Center at Northern Arizona University-The W. A. Franke College of Business.

AHRRC was created in 1989 by the Arizona Legislature to provide market research for the Arizona Office of Tourism. While this partnership continues, AHRRC has expanded its market research capabilities to many other public and private sector clients, as diverse as school districts, engineering companies, health care centers, and tribal casinos – anyone needing current data for marketing or product development.

[Contact us](#) to find out how we can assist you with your business assessments.



## Surveys & Research

- Customize survey instruments
- Determine sample sizes and distribution techniques
- Use gold-standard Dillman methods to increase response rates.

Find out more [HERE](#).

<http://franck.nau.edu/ahrrc/>

## SURVEYS AND RESEARCH

While the AHRRC specializes in survey research for the hospitality and tourism industries, in particular, we focus on:

- Visitor Surveys
- Economic Impact Studies
- Focus Groups
- Satisfaction Surveys
- Shopper Audits
- Marketing and Strategic Plans

Survey research is available using several methods: Mailback surveys, Intercept surveys, Online/Email surveys, and technology-enhanced surveys. The AHRRC creates survey instruments in Teleform® software for rapid scanning and data capture; the use of this automated system speeds the analysis of data and production of final reports. Visit the AHRRC Library for downloadable versions of our reports and data [HERE](#).

The AHRRC will:

- Customize survey instruments to meet your needs
- Determine sample sizes and distribution techniques
- Use gold-standard Dillman methods to increase response rates.

Please contact us to find out more about how the AHRRC can satisfy your survey needs.

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Visitor Surveys

Economic Impact Studies

Focus Groups

Satisfaction Surveys

Shopper Audits

Marketing and Strategic Plans

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## LIBRARY

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1. [NAU](#)
2. [FCB Home](#)
3. [Library](#)

## **LIBRARY**

Available to the public as well as NAU students, the AHRRC Tourism Research Library houses research reports and data regarding numerous facets of the tourism industry in the Grand Canyon State. Staffed daily Monday through Friday, the research library provides statistical information

on Arizona visitors and the greater tourism/hospitality industry in the state. Current published materials available at the library also include academic journals and national and international publications from key industry sources including the Travel Industry Association of America and World Tourism Organization.

You may visit the library by appointment or contact us for more information: 928-523-7307 or [Tourism.Research@nau.edu](mailto:Tourism.Research@nau.edu).

For more research studies visit the [Arizona Rural Policy Institute HERE](#).

- **[LODGING AND RESTAURANT/BAR TAX RATES FOR AZ COMMUNITIES](#)**

Most Arizona cities and towns levy local sales taxes on hospitality-related business activity in two categories, Lodging & Restaurants/Bars. AHRRC tracks and reports Bed Tax and Restaurant/Bar rates for Arizona cities and towns at this site. These reports are in the Adobe™ Acrobat format (pdf). Bed Tax Rates January 2017-Alpha List by Community [Read more...](#)

- **[PUBLIC LANDS AND RECREATION](#)**

Arizona public lands include: 21 National Park Service areas, 27 State Parks, 6 National Forests, 9 National Wildlife Refuges and 12.2 million acres of Bureau of Land Management administered lands. National Park Service Visitation-AZ-2016 National Park Service Visitation by AZ County-2016 National Park Service Visitor Spending Effects-AZ-2015 National Park Service [Read more...](#)

- **[MONTHLY GROSS SALES DATA](#)**

Monthly Gross Sales data is produced by the Arizona Department of Revenue; AHRRC extracts the hospitality-related sales in four categories: Hotel/Motel, Restaurants & Bars, Amusements and Retail. These sales are reported by County. These reports are in the Adobe™ Acrobat format (pdf). Arizona-Gross Sales by Sector 2005-2015 \*\*\*\*\* Apache County: 2005-2015 Cochise [Read more...](#)

- **[AHRRC RESEARCH REPORTS](#)**

Research Reports have been produced for a wide variety of clients, both public and private. Many reports were produced for the Arizona Office of Tourism and other public agencies; a sample of these during the last decade are included below. Other research reports are produced for private companies; because these [Read more...](#)



[VISIT ATHLETICS SITE](#)

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- [Dining](#)

- [Paying Your Bill](#)
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- [Military and Veterans](#)
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- [Student Consumer Info](#)

## CAMPUS RESOURCES

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- [Parking Services](#)
- [Counseling Services](#)
- [Campus Health Services](#)
- [Bookstore](#)
- [Events Calendar](#)
- [News](#)
- [Careers](#)
- [Central Ticket Office](#)

## ACADEMIC RESOURCES

- [Colleges and Schools](#)
- [Campus Locations](#)
- [NAU Online](#)
- [Student Advising](#)
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- [Library](#)
- [Registrar](#)



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