

Study of Current Area Tourists: Customer Profiles – Detroit Lakes

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Tourism Center

The Tourism Center, part of the University of Minnesota Extension Service, has provided research and educational programs for the tourism industry and Minnesota communities since its inception in 1987. Its mission is to assist communities and industry, through education and research, make informed decisions about tourism and its place in natural, social, political, and economic environments.

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TABLE OF CONTENTS

	Page
Introduction.....	1
Method.....	2
Detroit Lakes.....	4
Community Overview.....	4
Descriptive Findings	5
Visitor Profiles: Detroit Lakes.....	17
Survey Details.....	18
Appendix A: Application Form	27
Appendix B: Questionnaire.....	29
Appendix C: Interview Sites.....	33
Appendix D: Front End Form.....	42

INTRODUCTION

Almost 24 million people visit Minnesota every year, generating an estimate \$8.3 billion in gross sales annually (TIA 1999 from MOT). The average tourist to Minnesota visits the Twin Cities metro area (48.7%) as a pleasure traveler (67.4%), staying somewhere between 2.3 (residents) and 4.1 (non-residents) nights. The average travel party spends \$236 per day, with majority of visitors spending time shopping (49%) and participating in outdoor activities (32.6%).

Although helpful in general terms, these facts – drawn primarily from the TravelScope Survey (TIA 1999) – do not speak to the diversity of travelers currently visiting Minnesota communities. As a testament to that fact, the Minnesota Office of Tourism and the Tourism Center of the University of Minnesota jointly embarked on a project to identify key information gaps impacting the tourism and travel industry. A statewide tourism research agenda emerged from this process. After successive iterations of prioritization and industry scrutiny the most important research issues were identified. Community-specific visitor profiles initially emerged as the highest research priority and maintained this rank after each prioritization/ranking session.

The Center, working with MOT personnel, began the process of designing a study that would collect data on visitors to Minnesota communities. Since there are a number of major tourist destinations in the state, and some that are becoming more important over time, a process was initiated to select destinations where the research would take place.

In the spring of 2000, thirteen destination areas were invited to apply for inclusion in the study (see Appendix A for community application). Destinations submitting applications included Brainerd, Detroit Lakes, Ely, Grand Marais, International Falls, Lanesboro/Root River of Bluff Country, Owatonna, Pipestone, St. Cloud, Shakopee, Thief River Falls, Willmar/Spicer and Winona.

Selection for inclusion in the study was based on the following criteria:

- One destination from each of the MN Office of Tourism's tourism regions
- Destinations that are concentrating much of their marketing efforts on out-of-state audiences and long haul markets
- Destinations that are developing new products, especially products that may attract people in shoulder seasons
- At least one destination that is in the agricultural part of the state,
- At least one rural area that has a tourism resource that is not based on lakes and traditional water recreation
- At least one Metro area destination.

Of the thirteen destination areas submitting applications, five were eventually chosen, with input from MOT personnel, for the visitor profile study:

- **Brainerd:** Located in the North Central/West Region, Brainerd is one of Minnesota's oldest and most popular destinations. The Brainerd Lakes area offers a broad base of activities, attractions and events, and is considered the benchmark for Minnesota's lake tourism.
- **Detroit Lakes:** Located in the North Central/West Region, Detroit Lakes offers a traditional resort and fishing experience, but is also expanding its market by trying to develop a wildlife watching customer base.
- **Ely:** Located in the North East Region, Ely represents a high concentration of out-of-state visitation, due in part to its proximity to the Boundary Waters Wilderness Canoe Area.
- **Pipestone:** Located in the Southern Region, Pipestone offers historic, Indian, prairie, and agricultural tourism elements in contrast to the woods, water and wilderness attractions of many other Minnesota destinations.
- **Shakopee:** Located in the Twin Cities Metro area, Shakopee was selected because of the strong attractions and event base drawing heavily from Metro area visitors.

Once selected, each community assisted in the development of a survey instrument (sample instrument is found in Appendix B) that captured issues relevant to all areas while adapting some questions to meet the unique needs of each community.

METHOD

Working closely with the Chamber of Commerce and/or Convention and Visitors Bureau in each community, a comprehensive list of area businesses serving tourists were identified as survey sites. Interviewing schedules were then designed to reach a diverse cross section of tourists with the intent of gathering information from both current and potential visitors. Survey sites, times, and days were varied to achieve this broad aim. The data collection process was designed to cover a full year of activity in order to capture different groups of visitors that may be drawn to the area by seasonal variations in the attraction base.

Interviewers approached visitors at a variety of locations, including motels, resorts, and campgrounds; area attractions; gift and antique shops; restaurants and bars; and gas stations. Visitors were also intercepted at area festivals and special events. The table below shows categories of sites where data were collected in each community. The figures reported represent the percentage of completed surveys that came from each sampling site (Appendix C contains a complete list of intercept sites by community).

Interview Site Categories by Community

Community	Attractions & Events	Gas Stations & Bait Shops	Hotels & Motels	Resorts & Campgrounds	Restaurants & Bars	Retail
Brainerd	42.0%	5.7%	6.3%	11.3%	22.2%	12.4%
Detroit Lakes	42.8%	9.6%	30.7%	7.1%	5.3%	4.5%
Ely	55.6%	4.5%	6.9%	6.5%	9.9%	16.6%
Pipestone	50.1%	0.0%	33.1%	9.6%	5.8%	1.5%
Shakopee	59.3%	3.1%	32.8%	1.0%	3.4%	0.3%

On-site surveying began in August 2000 and continued through August 2001. Interviewing in each community was scheduled to include both weekdays as well as weekends. Interviewing was typically conducted in teams of two Tourism Center research personnel.

Once at the interview site, Tourism Center field researchers were instructed to approach a potential respondent and ask a few questions to ascertain whether that person met the definition of tourist (i.e. out of home community, self determined), willingness to participate and some key questions that were later used for internal validation purposes. This process was called the Front End (front end instrument in contained in Appendix D). Assuming the person met the definition of tourist and were willing to participate they were given a questionnaire to take with them to fill out that evening and return via U.S. post. Most interviewing visits lasting two to four days, with the exception of Pipestone, where interviewing was conducted via day trips.

Target quotas were established to achieve 100 completed responses per quarter in each community. The table below illustrates the number of completed survey responses by season as well as the total number of interviewing trips conducted in each destination area.

Completed Responses by Community by Season

Community	Interviewing Trips	Fall/Winter Sep-Mar	Spring Apr-Jun	Summer Jul-Aug	TOTAL
Brainerd	24	196	421	206	823
Detroit Lakes	22	113	148	188	449
Ely	18	95	195	336	626
Pipestone	60	226	138	175	539
Shakopee	25	133	190	71	394

DETROIT LAKES

Community Overview

Detroit Lakes is three and a half hours from St. Paul but only 45 minutes from Fargo, North Dakota. Detroit Lakes prides itself on preserving nature in the busy modern world. The Tamarac National Wildlife Refuge, established in 1938, lies on 43,000 acres and serves as a sanctuary and breeding ground for migratory birds and other wildlife. Its visitor center offers educational slide shows and exhibits concerning the birds native to the area. The Refuge also offers beautiful hiking, canoeing, and cross-country skiing opportunities. The Hamden Slough, another refuge, restores prairie wetlands and grasses. Detroit Lakes Festival of Birds was established in this trail offering guided field trips to local birding spots, workshops, displays, orators, and arts and crafts events.

There are four state parks in the Detroit Lakes Area. Itasca State Park is home to the headwaters of the Mississippi River. The park offers great hiking, biking, camping and picnicking. The Winter Wonderland Trail System offers more than 30 miles of groomed snowmobile and ungroomed cross-country ski trails in winter. Maplewood State Park has many maple trees and is great for viewing the variation in fall color. The Buffalo River State Park features Minnesota's largest virgin prairie lands. Black bear and deer swarm the Smoky Hills State Forest. All parks remain open year round to visitors.

Family activities in the Detroit Lakes Area consist of the Ranch Amusement Park, containing mini-golf, go-karts, arcades, and batting cages. The Go-Putt-N-Bump Amusement Park and Rock 'N Waters both offer mini-golf courses. Also located within the city are a three-story high waterslide and a new hydro-tube speed slide. Adults can also enjoy the Shooting Star Casino, located thirty minutes north of Detroit Lakes. It presents nightly entertainment along with gambling.

The nation's largest outdoor country music festival occurs annually in Detroit Lakes, called WE Fest. This event is a huge attraction, with top recording artists performing during the three-day summer event. Another major summer event is Spirit Fest, a Christian music festival. Later in the summer, the annual Northwest Water Carnival provides ten days of fun family activities. Features of this event include beach games, contests, dances, a large parade, and the crowning of Miss Northwest. In August, Detroit Lakes hosts the Pine to Palm Golf Tournament. In December there is the 200 Snowmobile Race, an ISOC sanctioned event. There is also the Detroit Lake's Polar Fest which is highlighted by sledding, sled dog races, ice skating, candlelight cross-country skiing, sleigh rides, and curling.

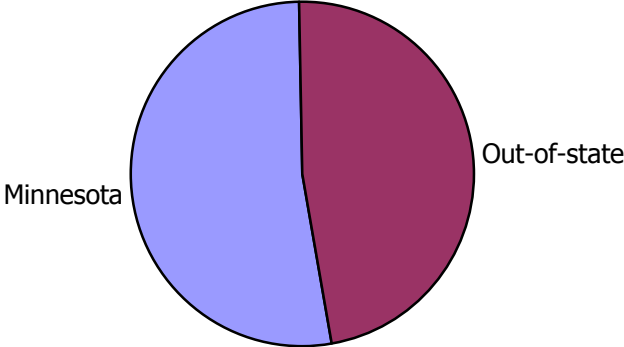
Educationally, Detroit Lakes offers the Becker County Museum that has exhibits about the area's history from the life of its early Indian communities through the railroad construction days and beyond. The Anishinaabe Cultural Center and Gallery showcases artifacts done by Anishinaabe and other tribal cultures. The work of over fifty artists is on exhibit and for sale at the Cultural Center.

Detroit Lakes has a mile-long sand beach with two boat launches and a fishing and observation pier. Rollerblade, mountain bike, boat and jet ski rentals are available at the beach along with fishing guide services. Many of the lakes in the area provide some of the best inland scuba diving in the country.

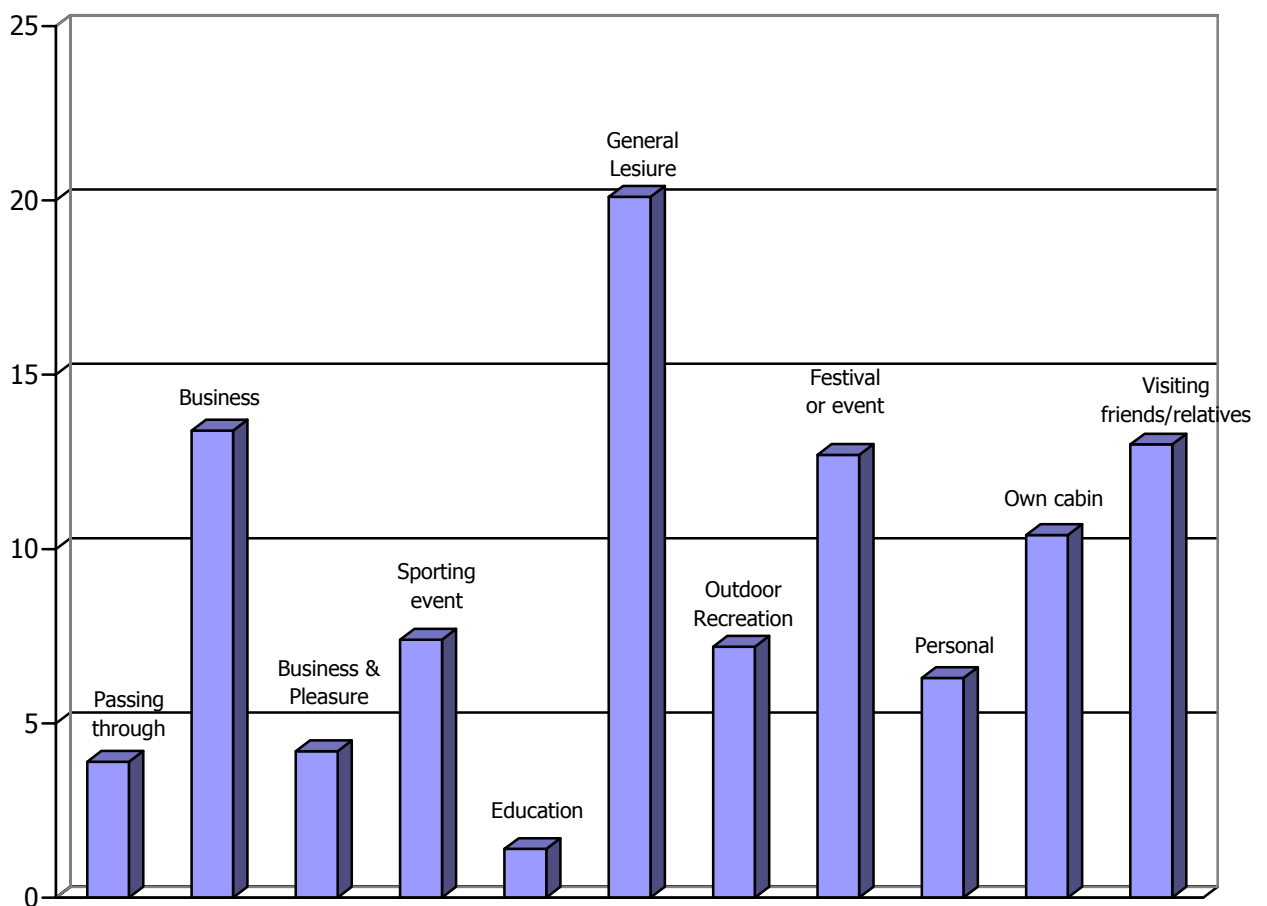
According to the 2000 United States Census Report, the Detroit Lakes population is 7,348: 92% white, 1.2 % Latino, 0.4 African American, 4.5% American Indian, 0.5% Asian and 0.6% other race. The average household size is 2.13 and the average family size is 2.86. The average population age is 41.5 years. There are 3,319 occupied houses, while 463 are vacant. Of the vacant houses, 264 are used for recreational purposes.

Descriptive Findings

- More than one-half (52.6%) of visitors to Detroit Lakes are from Minnesota.
 - o Almost three-quarters (73.8%) of the out-of-state visitors to Detroit Lakes are from the Midwest, with the most living in North Dakota.
 - Iowa (4.8%)
 - Illinois (2.9%)
 - Indiana (1.0%)
 - Kansas (0.5%)
 - Missouri (2.0%)
 - South Dakota (1.5%)
 - North Dakota (54.3%)
 - Wisconsin (7.1%)

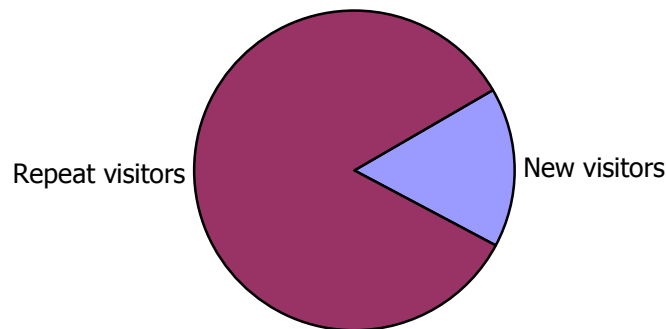


- 84.5% of visitors to Detroit Lakes considered the city their final destination.
 - Among the 15.5% of visitors who were en route to another destination, 65.6% of them identified other places in Minnesota as their final destination.
- More than one-fifth (20.1%) of visitors to Detroit Lakes said their primary reason for visiting the area was for general leisure.
- Another 13.4% visited Detroit Lakes for work-related reasons.
- Other major reasons for visitation included visiting friends or relatives who live in the area (13.0%) and to attend a festival or special event (12.7%).



- The top 3 elements visitors identified as most important in **selecting** the Detroit Lakes area were the natural environment (mean=3.25); Detroit Lakes Area lakes, streams, and river (mean=3.06); and boating / water recreation (mean=2.78).

- The 3 elements that visitors to Detroit Lakes were most satisfied with were boating / water recreation (mean=3.37); the natural environment (mean=3.36); and Detroit Lakes Area lakes, streams, and rivers (mean=3.34).
- When taken together, these findings suggest that there is an excellent match between elements visitors consider important when choosing the Detroit Lakes area and their satisfaction with those elements.
- The 3 elements that visitors to Detroit Lakes were least satisfied with were horseback riding (mean=2.29), skiing (mean= 2.42), and arts/theater/musical performances (mean=2.48). Although these elements represent areas for improvement, none was very important in the choice of Detroit Lakes as a destination.
- 83.9% of visitors to the Detroit Lakes area are repeat visitors. Only 16.1% of visitors are new to the area.

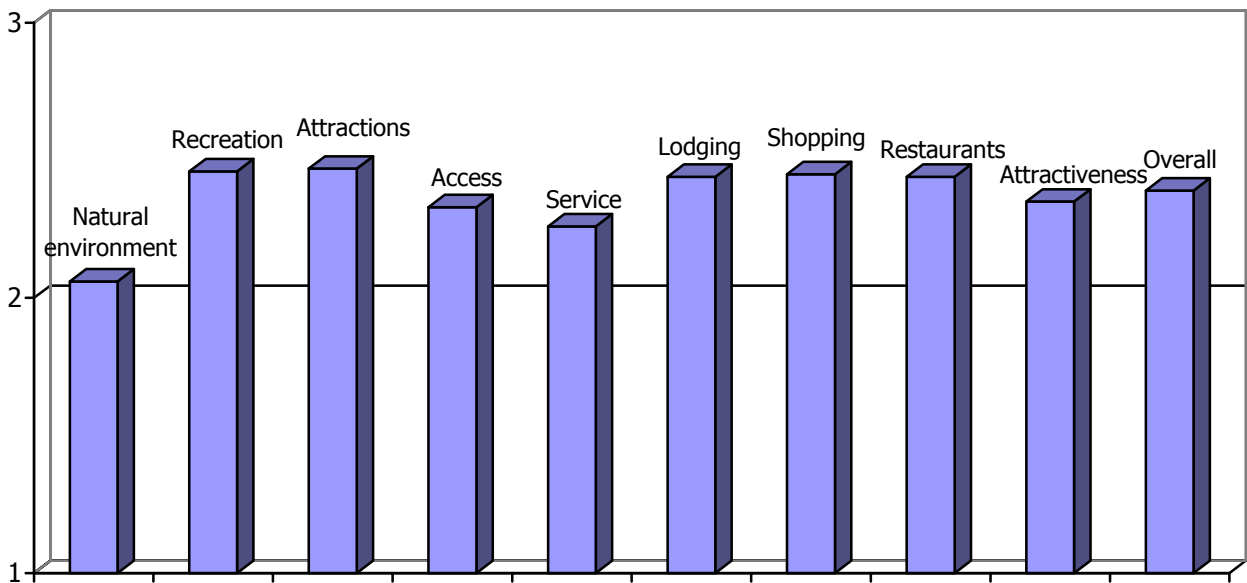


New Visitors

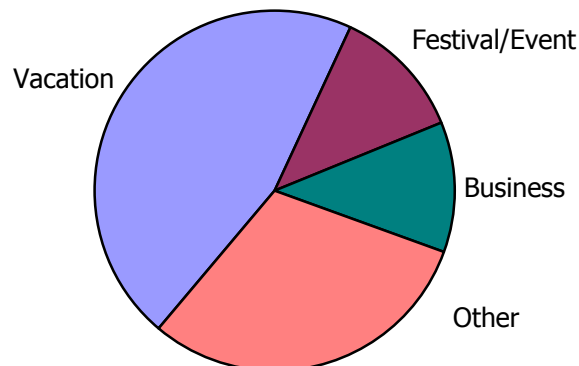
- Among new visitors to Detroit Lakes, prior impressions of the area were generally good.
 - o Visitors used words such as "nice" "remote," and "unknown" to describe the Detroit Lakes area.
- After experiencing the Detroit Lakes area, new visitors offered words like "beautiful" and "pleasant" to describe their impressions. On the other hand, a number of visitors commented that the Detroit Lakes area was "too commercialized."

Repeat Visitors

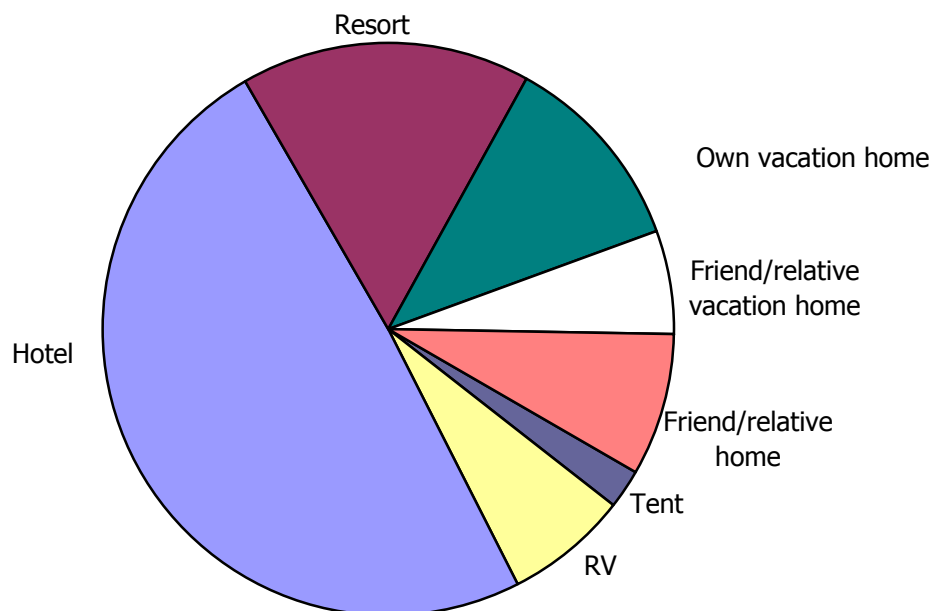
- Repeat visitors (83.9%) reported an average of 17.1 pleasure trips to the Detroit Lakes area in the last 5 years.
 - These repeat visitors indicated that they have been visiting the Detroit Lakes area, on average, for 20 years (mean=21.1 years), and they had made an average of 106.8 trips since their first visit to the area.
- In every way, repeat visitors believed that things in the Detroit Lakes area have consistently remained the same or improved slightly over time.



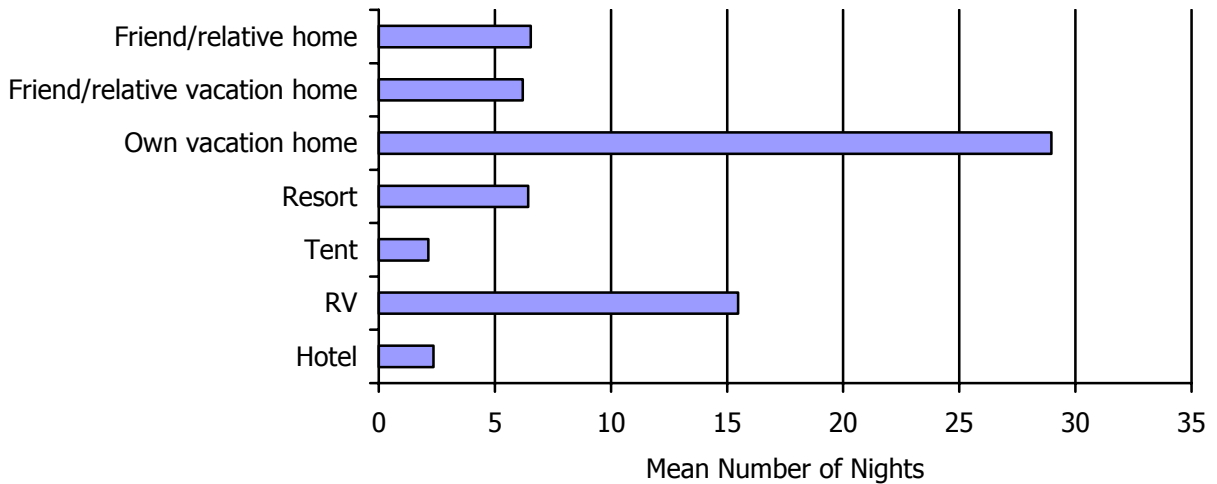
- Almost one-half (45.8%) of repeat visitors were first introduced to the Detroit Lakes area while on vacation.



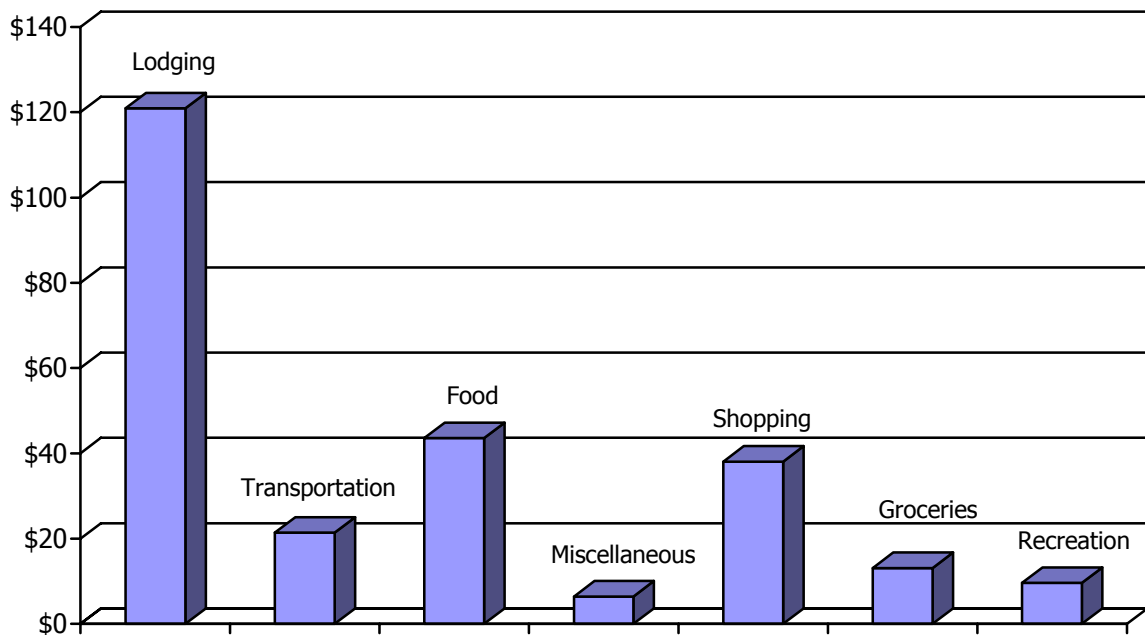
- Another one-third (34.1%) of visitors first came to the Detroit Lakes area for “other” reasons, including:
 - o Born, raised, or lived in the area (32.9%)
 - o Visits to friends or relatives (27.1%)
 - o Recreation or sporting event (12.9%)
 - o Just passing through (8.2%)
 - o Cabin or vacation home in the area or visiting the cabin or vacation home of friends or relatives (7.1%)
- On average, visitors to the Detroit Lakes area traveled in groups of 4.
 - o Although travel party size ranged from 1 person to 75 people, the most frequently reported travel party size was 2.
- On average, visitors to the Detroit Lakes area reported spending an average of 8.38 nights away from home, with more than 6 (mean=6.36 nights) nights in the Detroit Lakes area.
- Hotels and motels were the most popular type of accommodation among visitors to the Detroit Lakes area with almost half of its visitors (49.1%) choosing this accommodation option. These visitors stayed an average of 2.36 nights.
 - o Very few visitors to the Detroit Lakes area stayed in tents (2%) or at bed and breakfast inns (0%).



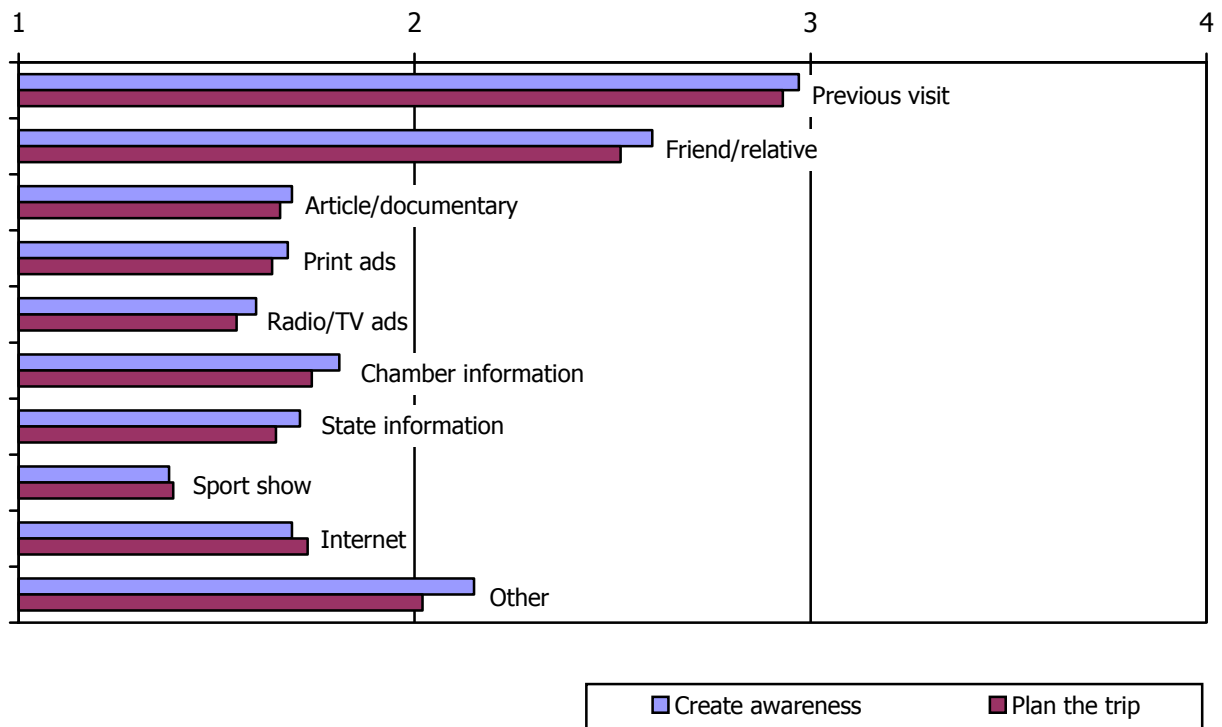
- Visitors staying in their own vacation homes (11.3%) reported the longest stays (mean=28.97 nights), followed by visitors staying in RVs (7%, mean=15.48 nights).



- Visitors to the Detroit Lakes area, on average, spent a total of \$253.17.
 - o The bulk of visitors' expenses went toward lodging (mean=\$120.92), restaurants or bars (mean=\$43.56), and shopping (mean=\$38.05).

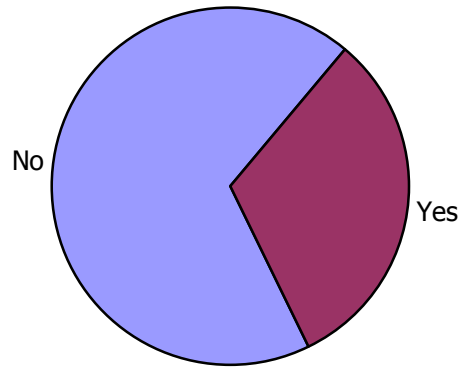


- On average, 3.55 people were included in these spending estimates, generating an average expenditure of \$71.32 per person per day.
- When asked about planning their trip to the Detroit Lakes area, visitors indicated that the trip itself was planned almost 12 weeks in advance (mean=83.68 days), while lodging reservations – if made – were made more than 13 weeks (mean=96.56 days) in advance of the trip.
- The two most important sources of information that contributed to visitors' awareness of the area were previous visits (mean=2.97) and recommendations from friends and relatives (mean=2.60), These same two sources were also the two most important ones in actually planning the trip (mean=2.93 and 2.52, respectively).

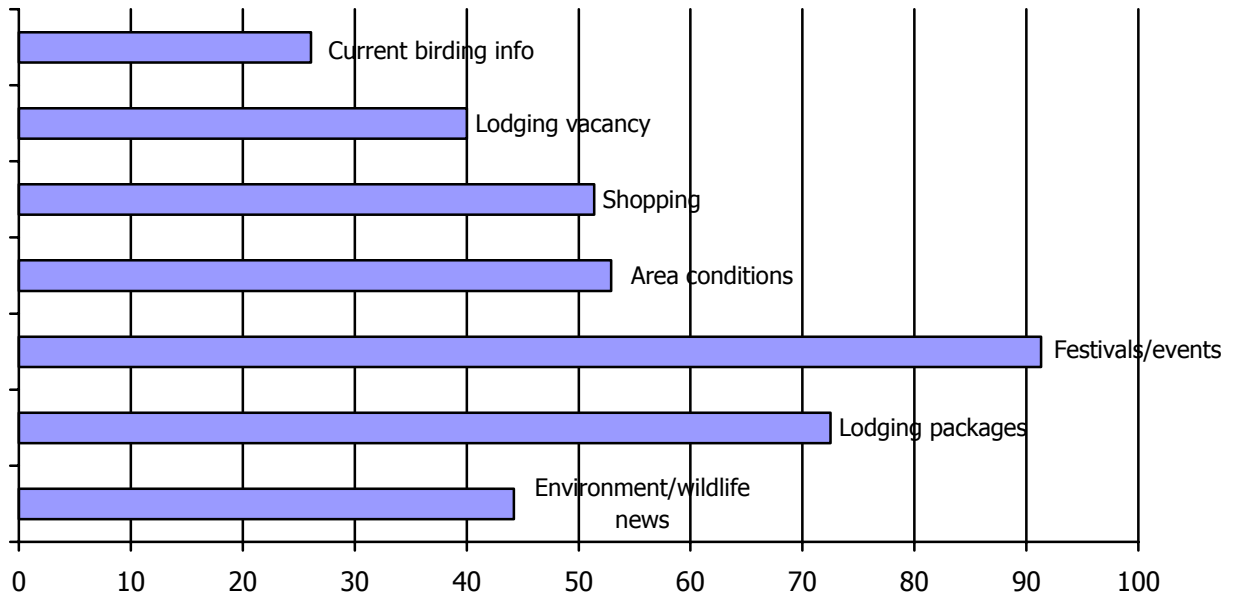


- "Other" sources of information that visitors identified as important to creating an awareness of the area or aided in trip planning were:
 - o Work (25.0%)
 - o Other media information or tourist business recommendations (22.7%)
 - o Festivals or special events (20.5%)
 - o From the area or visiting friends/relatives from the area (18.2%)

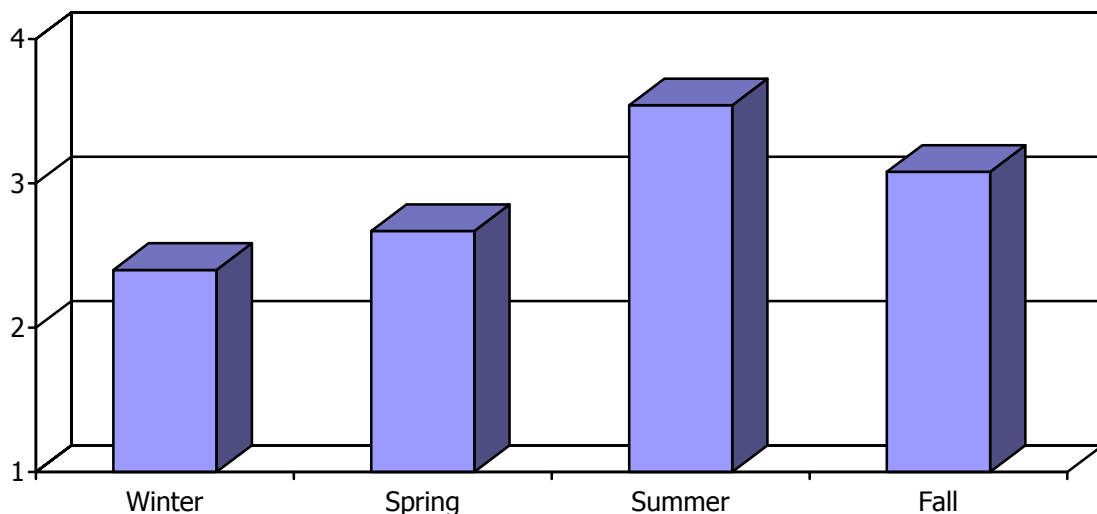
- Only one-third (31.8%) of visitors to the Detroit Lakes area were interested in receiving e-mail about the area.



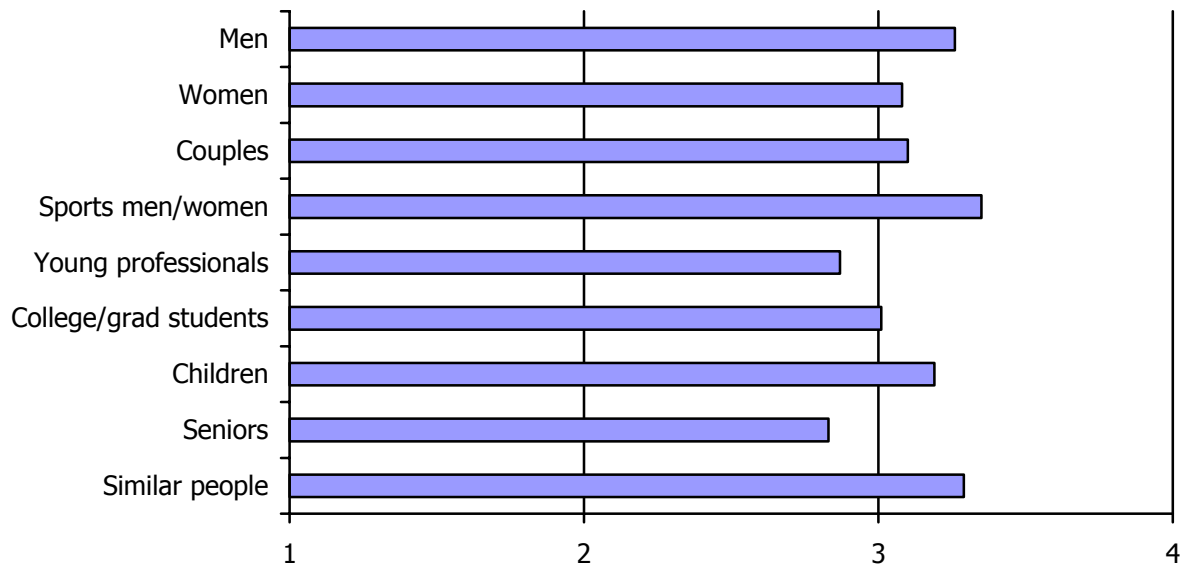
- Of those who were interested in getting e-mail information or updates, almost two-thirds (60.3%) of visitors want that information to come from one central organization.
- Visitors interested in e-mail reported the most interest in information about festivals and events (91.3%) and special lodging packages and deals (72.5%).



- When rating the importance of amenities in their choice of commercial lodging, visitors to the Detroit Lakes area indicated that they looked for good value for the price (mean=3.43), followed by economy priced (mean=3.18) and located on a lake or river (mean=3.04).
 - o Less important to visitors were historical or architectural significance (mean=1.78), organized kids' programs (mean=1.78), and a golf course (mean=1.77).
- "Other" amenities that visitors identified as important to their choice of commercial lodging were:
 - o Specific amenities, such as onsite meeting facilities or air conditioning (31.6%)
 - o Proximity to specific activities (47.4%)
- More than one-half (55.2%) of visitors to the Detroit Lakes area reported that they would certainly return again. Almost another third (28.8%) reported that they were likely to return to the Detroit Lakes area for a visit in the near future.
- More than half (53.4%) of visitors said they planned to return this year, while another 40.1% said they would visit Detroit Lakes again in 1 or 2 years.
- Visitors that intended to make a return visit to the Detroit Lakes area were most interested in summer visits (mean=3.54), followed by visits in the fall (mean=3.08).
 - o Fewer visitors indicated that they were interested in returning to the Detroit Lakes area during the winter (mean=2.40) and spring (mean=2.67).

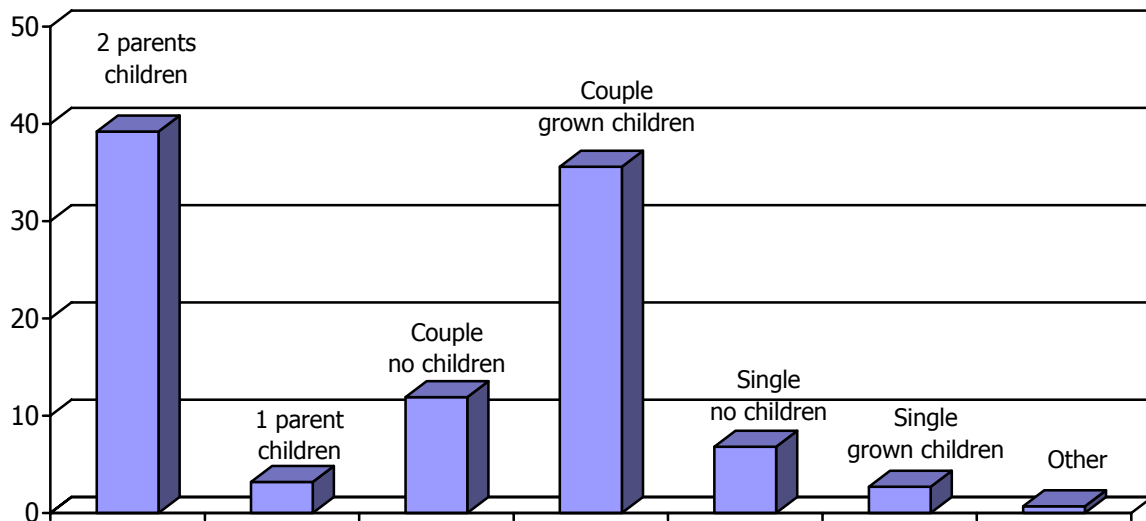


- Visitors believed that the Detroit Lakes area would be most appealing to sports men or women (mean=3.35) and men (mean=3.26).
 - o As expected, most visitors indicated that the Detroit Lakes area possessed strong appeal for people similar to themselves (mean=3.29).

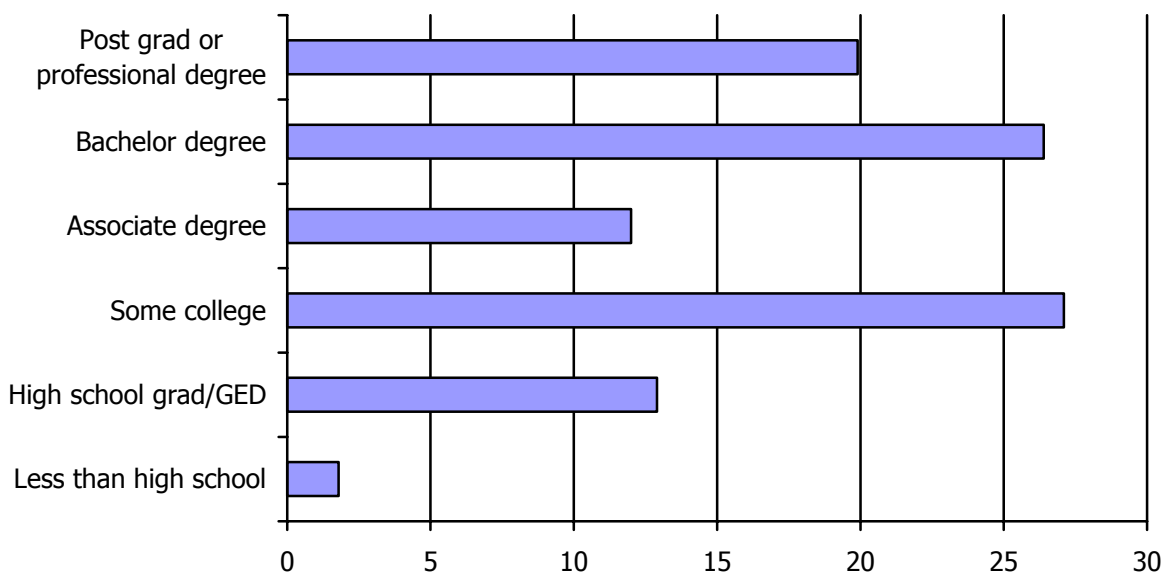


- When asked about vacations in general, visitors to the Detroit Lakes area reported taking 2.84 vacations lasting one week or longer in the past year that involved stays in commercial accommodations.
- Of those vacations, the most common type included trips to lakes, woods, or nature in the summer (41.1%), followed by visits to friends or relatives outside of Minnesota (35.3%) and vacations to sun destinations or tropical climates (32.5%).
- The fewest numbers of visitors reporting taking trips for winter recreation (14.4%) and other types of travel (13.4%).
- "Other" types of vacations included:
 - o Trips taken for personal reasons (16.7%)
 - o Vacations to other US destinations (16.7%)
 - o Work-related trips (23.3%)
 - o Vacations involving specific recreational activities (26.7%)

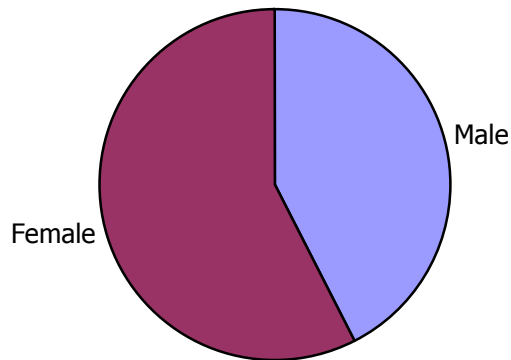
- Almost 40% (39.2%) of visitors were comprised of two-parent families with children. Another third (35.6%) of visitors to the Detroit Lakes area indicated that they were couples with grown children. The remaining quarter (25.2%) were a mix of single parent families, couples with no children, and singles.



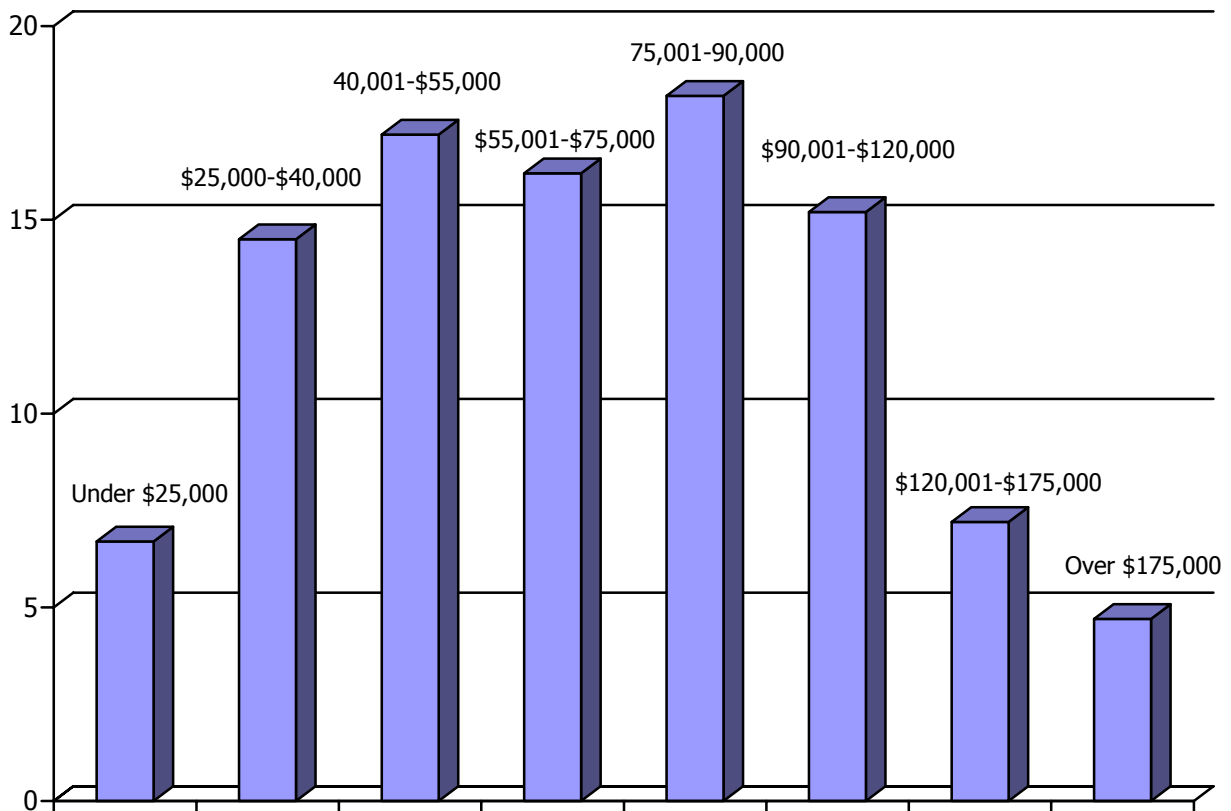
- More than one-quarter (27.1%) of visitors reported having attained some college education, but more than one-half (58.3) earned an associate degree, a BS or BA, or a post graduate or professional degree.



- Respondents were relatively evenly distributed between males (42.5%) and females (57.5%), and the mean age of respondents was 46.5 years old.



- Income was also evenly distributed, with about 20% (21.2%) of visitors earning less than \$40,000; approximately one-third (33.4%) earning \$40,000 to \$75,000; and roughly one-half (45.4%) earning more than \$75,000 per year.



Visitor Profiles: Detroit Lakes

A number of questions from the survey were subjected to an analysis technique that allows for relationships between variables to be revealed. The statistical technique is called Factor Analysis. Essentially it allows the researchers to look for patterns in the data that could reveal the presence of distinct groups of people, or in this case, visitor profiles. It should be noted that Factor Analysis is only used to find patterns in the raw data. In addition to the patterns noted, there may be some profiles that are not distinctly identifiable in the data. Therefore, even though we are fairly confident that the groups described below exist within the Detroit Lakes area, other equally important segments may also exist, but were not identified. The use of this information should be considered with that caveat in mind. Additionally, the order in which profiles are presented does not imply the size or the importance of the profile.

Three visitor profiles were revealed following analysis of the data: Pisces, Entertainers, Aggies, and Shoulder Season visitors. A description of the visitor profiles follows.

Pisces

Members of the Pisces segment are attracted to the area because of the abundance of water-based recreation opportunities. Members of this group can be found boating and/or fishing on a particular stream that they have used in the past, and place importance on the condition of the natural environment to achieve their enjoyment. Pisces rely on information received from friends and relatives, more so than other information sources, when making a destination selection decision. The enjoyment of the area's water resources appears to be confined to the summer period, with minimal shoulder season use by members of this segment.

Entertainers

Members of this group are attracted to the Detroit Lakes area because of the numerous things to see and do as well as the festivals and special events the area is noted for. They consider entertainment choices when deciding where to go and enjoy cultural and heritage attractions in addition to casino gaming and festivals. The outdoor recreation activity most common to this group is skiing. Advertising and information received from destination promotion organizations (e.g. Chamber) influence members of this group more so than the average visitor. They are also younger and have less income than the average visitor. Winter appeals to members of this group more so than other visitor segments.

Aggies

Members of this group look for farm or agriculture related attractions in an area when deciding where to vacation. They especially enjoy horseback riding. They are also repeat visitors returning to the same campground and/or resort from year to year. Member of this group utilize commercial accommodations at a higher rate than the average visitor. They also spend more per person than the average visitor, yet they possess less income, on average, than other visitors.

Shoulder Season

This group is characterized by their attraction to the area in the fall and winter. They enjoy wildlife viewing, hiking, tubing, and skiing. Scenic drives also rank high on their list of things to do. The presence of a state park, possibly because of the activities available in the park, is an important reason for destination selection. With respect to information sources members of this group are most likely to seek it from destination promotion organizations (i.e. Chamber) than from other sources.

Survey Details

1. What is the state of your primary residence?

Visitor Origin	Minnesota	Out-of-state
n=443	52.6%	47.4%

2. Is the Detroit Lakes Area your primary destination for this trip?

Primary Destination	Yes	No
n=446	84.5%	15.5%

3. What is the primary reason that you made this trip to the Detroit Lakes Area?

Primary Reason	Percent
	n=432
Touring trip, passing through	3.9%
Business, convention, meeting	13.4%
Combined business and pleasure	4.2%
Sporting event	7.4%
Education, learning	1.4%
General leisure	20.1%
Outdoor recreation	7.2%
Festival, event	12.7%
Personal: wedding, religious, medical, etc	6.3%
Your own a cabin or vacation home in the area	10.4%
Visiting friends or relatives who live in the area	13.0%

4. How important are the following elements to your selection of the Detroit Lakes Area and how would you rate the area in providing them? (Please rate Importance to Destination even if you haven't experienced it in the area yet). Importance scale: 1=Not Important, 4=Very Important; Satisfaction Rating Scale: 1=Not Satisfied, 4=Very Satisfied

Detroit Lakes Area (n=84-402)	Mean Importance to Destination Choice	Percent Not Experienced	Mean Rating of Experience in Area
Natural environment	3.25	14.7%	3.36
Entertainment / nightlife	2.14	41.1%	2.84
Fishing / hunting	2.37	51.6%	3.19
Boating / water recreation	2.78	36.7%	3.37
Hiking / biking trails	2.15	66.1%	2.72
Golf courses	2.01	61.0%	3.11
Bird / wildlife viewing	2.10	55.9%	2.90
Scenic drives	2.75	24.4%	3.11
Area has lots of activities and attractions	2.76	21.7%	3.04
Wilderness experience	2.34	52.7%	2.93
Village / small town feel	2.69	17.9%	3.11
Snowmobile trails	1.59	81.0%	2.69
Skiing	1.64	81.3%	2.42
Shopping	2.35	28.1%	2.83
Fall colors	2.60	51.7%	3.29
Culture / heritage / history	2.13	54.6%	2.71
Farm tour or attraction / farm produce	1.68	75.8%	2.59
Detroit Lakes area lakes, streams, rivers	3.06	23.6%	3.34
A specific accommodation / campground	2.53	40.7%	3.10
Arts / theater / music performance	1.97	67.3%	2.48
Tubing	1.80	72.5%	2.73
A State Park	2.21	64.1%	2.86
A Detroit Lakes area resort	2.35	57.4%	3.07
Horseback riding	1.53	91.9%	2.29
Casino / gaming	1.52	12.3%	2.53
A festival or event	2.49	41.6%	3.11

5. Is this your first trip to the Detroit Lakes area?

Visitation	New Visitors	Repeat Visitors
n=440	16.1%	83.9%

New Visitors

Which one word or phrase described your impression to the Detroit Lakes area before you arrived? Describe your impression now.

Impressions	Prior to arrival n=67	Now n=34
	<ul style="list-style-type: none"> • Nice • Remote • Unknown 	<ul style="list-style-type: none"> • Beautiful • Pleasant • Commercialized

Repeat Visitors

How many pleasure trips (including this trip) have you taken to the Detroit Lakes area in the last 5 years?

Pleasure Trips	Mean number of pleasure trips to this area in the last 5 years
n=327	17.1 trips (range: 1-300)

How long have you been coming to the Detroit Lakes area? How often have you been here?

Prior Visits	Mean number of years as a visitor	Mean number of visits
n=335, 273	21.1 years (range: 1 to 66 years)	106.8 visits (range: 1-5000 visits)

For the following features, how do you feel the Detroit Lakes area has changed over this time? Rating scale: 1=Declined, 2= Same, 3= Improved

Detroit Lakes Area (n=312-332)	Mean	Mode (most frequent response)
Natural environment	2.06	2
Recreation opportunities	2.46	2
Attraction opportunities	2.47	2
Access in / around area	2.33	2
Hospitality / service	2.26	2
Lodging quality	2.44	3
Shopping opportunities	2.45	3
Restaurant selection	2.44	3
General attractiveness	2.35	2
Overall visitor experience	2.39	2

Was your first introduction to the Detroit Lakes area while on...

First Introduction	Percent n=349
Vacation	45.8%
At a Festival / Event	12.0%
Business	11.5%
Other (n=107)	30.7%

6. How many people (including yourself) are in your travel party on this trip to the Detroit Lakes area?

Travel Party Size	Mean travel party size
n=442	4.24 people (range: 1-75 people) – mode: 2

7. How many total nights do you plan to spend away from home on this trip to the Detroit Lakes area?

Nights Away From Home	Mean Number of Nights	Percent Day Trippers
n=396	8.38 nights	15.2%

8. How many of these nights will be in the Detroit Lakes area?

Nights in this area	Mean Number of Nights in Area	Percent Day Trippers
n=394	6.36 nights	18.0%

If you are staying in the area, how many nights are you staying in the following type of accommodations?

Type of Accommodation	Mean Number of Nights n=328
Hotel / Motel (n=161)	2.36 nights (range: 1-38 nights) – mode: 2 nights
RV (n=23)	15.48 nights (range: 1-90 nights) – mode: 3 nights
Tent (n=7)	2.14 nights (range: 1-3 nights) – mode: 2 nights
B&B (n=0)	0 nights (range: 0) – mode: 0 nights
Resort or Commercial Cabin (n=54)	6.43 nights (range: 1-21 nights) – mode: 7 nights
Your Own Vacation Home (n=37)	28.97 nights (range: 1-180 nights) – mode: 2 nights
Vacation Home of Friend or Relative (n=20)	6.20 nights (range: 1-31 nights) – mode: 2 nights
Home of Friend or Relative (n=26)	6.54 nights (range: 1-42 nights) – mode: 3 nights

9. Please estimate your travel group's spending in the Detroit Lakes area for the last 24 hours of your stay.

Spending	Mean Expenditures n=414
Lodging	\$120.92
Restaurants or Bars	\$43.56
Transportation (including gas)	\$21.42
Groceries	\$13.13
Shopping	\$38.05
Recreation or Attractions (including guides or outfitting)	\$9.65
Miscellaneous	\$6.45
TOTAL	\$253.17

How many people are included in spending estimate?

Spending	Mean Number of People Included in Spending Estimates
n=398	3.55 people – mode: 2 people

10. How far in advance did you decide to take this trip to the Detroit Lakes area?

Planning	Mean Number of Days Planning Trip
n=413	83.68 days (range: 1 to 730 days)

11. If you made lodging reservations, how far in advance were those reservations made?

Lodging Plans	Mean Number of Days for Lodging Plans
n=209	96.56 days (range: 0 to 365 days)

12. How important were the following information sources in creating awareness of this destination and in helping you plan your trip to the Detroit Lakes area? Importance scale: 1= Not Important, 4= Very Important

Information Sources	Mean Importance to Create Awareness n=334-372	Mean Important to Plan Trip n=324-354
Previous visit	2.97	2.93
Friend or relative recommendation	2.60	2.52
Articles, documentaries, news	1.69	1.66
Newspaper / magazine ads	1.68	1.64
Radio / TV ads	1.60	1.55
Area Chamber / tourist information	1.81	1.74
State tourism information	1.71	1.65
Sport show	1.38	1.39
Internet	1.69	1.73
Other (n=93, 99)	2.15	2.02

13. If the Detroit Lakes area were to start an e-mail list, would you be interested in receiving area information and updates?

E-mail Interest	Yes	No
n=434	31.8%	68.2%

If so, would you prefer the E-mail to come from:

E-mail Origin	Percent One Central Organization	Percent Individual Businesses	Percent No Preference
n=141	60.3%	4.3%	35.5%

Which type of information would you be interested in receiving? (Check all that apply)

E-mail Information	Percent Interested in Receiving E-mail
	n=138
Environment / wildlife news	44.2%
Areas conditions (fishing, trails, snow)	52.9%
Current birding info and migration updates	26.1%
Special lodging packages and deals	72.5%
Special shopping and sales events	51.4%
Festivals and events	91.3%
Lodging vacancy information	40.0%

14. If you are staying in commercial lodging or campground, how important are the following amenities in your selection of that place to stay? (Please skip to #15 if you are not staying in commercial lodging). Importance scale: 1=Not Important, 4=Very Important

Detroit Lakes Area Lodging Amenities	Mean Importance to Lodging Selection
	n=230-247
On a lake (or river)	3.04
Golf course	1.77
Indoor pool	2.49
Outdoor pool	1.95
Nature setting	2.81
Unique experience	2.56
Economy priced	3.18
Cable TV	2.47
Daily rental available	2.51
Have stayed here before	2.73
Biking / hiking trail access	2.13
Historical / architectural significance	1.78
Recognized brand / national chain	2.08
Offers luxury / full service	2.18
Restaurant on premise	2.36
Good value for the price	3.43
Lots for kids to do	2.45
Organized kids programs	1.78
Near friends or relatives	1.90
Other (n=35)	2.69

15. How likely is it that you will return to the Detroit Lakes area for a visit in the near future?

Visit Again	Percent n=420
Definitely not	0.2%
Not Likely	3.8%
Maybe	11.9%
Likely	28.8%
Certainly	55.2%

If you plan to return, how soon will that be?

Return	Percent n=416
This year	53.4%
Next year	29.8%
Within the next 2 years	10.3%
Within the next 5 years	5.3%
More than 5 years	1.2%

How interested would you be in coming back during: Interest scale: 1=Not Interested, 4=Very Interested

Season	Mean Interest n=377-414
Winter	2.40
Spring	2.67
Summer	3.54
Fall	3.08

16. How much appeal do you think the Detroit Lakes area would have as a vacation destination to the following groups? Appeal Rating Scale: 1= No Appeal, 4= Great Appeal

Appeal	Mean Appeal n=392-417
People similar to you	3.29
Seniors / older adults	2.83
Children	3.19
College / grad students	3.01
Young professionals	2.87
Sportsmen / women	3.35
Couples traveling without children	3.10
Women	3.08
Men	3.26

17. During the last 2 years, how many week or longer vacations have you taken where you stayed in commercial accommodations or campgrounds?

Vacations	Mean Number of Vacations in Commercial Lodging, Last 2 Years
n=347	2.84 vacations (range: 0-52)

If so, did you take a vacation of the following type?

Vacation Types	Percent Taking This Vacation Type, Last 2 Years
Lakes / woods / nature in summer	41.1%
Lakes / woods / nature in fall or spring	14.7%
Urban sightseeing / entertainment	19.5%
Winter recreation	14.4%
Sun destination / tropical climate	32.5%
Driving tour	13.7%
Visit friends / relatives in Minnesota	16.8%
Visit friends / relatives outside Minnesota	35.3%
International trip	18.2%
Other (n=39)	13.4%

18. Which of the following best describes your household?

Household Composition	Percent
	n=444
Two parent family with children under 18	39.2%
Single parent family with children under 18	3.2%
Couple no children	11.9%
Couple grown children	35.6%
Single no children	6.8%
Single grown children	2.7%
Other (n=18)	0.7%

19. What is the highest grade or year of school that you have completed?

Education	Percent
	n=443
Less than high school	1.8%
High school graduate (or GED)	12.9%
Some college	27.1%
Associate degree	12.0%
BA or BS degree	26.4%
Post graduate or professional degree	19.9%

20. You are...

Gender	Percent
	n=445
Male	42.5%
Female	57.5%

21. What is your age?

Age	Mean Age
n=441	46.5 years (range: 13 to 82 years)

22. Please give us an estimate of your annual household income.

Income	Percent
	n=401
Under \$25,000	6.7%
\$25,000 to \$40,000	14.5%
\$40,001 to \$55,000	17.2%
\$55,001 to \$75,000	16.2%
\$75,001 to \$90,000	18.2%
\$90,001 to \$120,000	15.2%
\$120,001 to \$175,000	7.2%
Over \$175,000	4.7%

Appendix A

Application Expressing Interest in Participating in University of Minnesota Tourism Center's Study of Current Area Tourists

The University of Minnesota Tourism Center, with funding from the Minnesota Office of Tourism, will be conducting a study to identify and profile tourists in five of Minnesota's destination areas. The five destination areas have not yet been selected. We are interested in selecting ones that represent different geographical areas of the state, different resource and attraction bases and different kinds of tourist activities. If you would like your destination area to be considered for this study, please fill out the following application and return it to the University of Minnesota Tourism Center by June 23, 2000. Selection of five destination areas for this pilot project will take place during the last week of June.

Destination Area Name: _____

Contact Person _____ Phone number: _____

Address _____ City _____ Zip _____

E- mail address _____ Fax _____

Participating communities will be expected to assist this project by:

1. Organizing representatives of area tourism businesses and organizations to provide input into project – late June or early July meeting will be necessary.
2. Helping identify the best sites for conducting surveys within the destination area.
3. Obtaining permission for survey administrators to hand out surveys at selected sites.
4. Finding lodging rooms at reasonable rates (under \$60/night) and making lodging arrangements as needed for survey administrators during their stay in the communities. (Estimated need: 1- 2 rooms for 10 -12 nights during year)
5. Providing a contact person who can answer questions that may arise while survey administrators are working in the community.

Please answer the following questions.

1. If your destination area encompasses more than the city boundaries, please describe the geographical boundaries of your destination area.

2. How many lodging businesses are in your destination area? _____

Number of rooms in destination area _____ Number of campsites? _____

3. Do you consider your destination to be: (check one)

a new or emerging destination developed but still growing
 developed and stable destination mature and in need of renewal

4. What are your area's most important tourist attractions/events, where many of your tourists can be found? (Please provide date of special events.)

5. What is your organization's annual tourism marketing budget? \$_____

6. Briefly describe you current advertising and promotional efforts.

7. Please give a brief description of the tourist segments that you think are currently coming to your area. Who are they and why are they coming? For example, a destination such as Ely may describe two major tourist segments: 1. Active wilderness recreationists going to the BWCA, on canoe trips 2. Wilderness enthusiasts and anglers who stay at local resorts and come primarily to fish, relax and enjoy environment.

8. Why would a study of current tourists be helpful to your destination?

9. What kind of tourism does your destination provide? (Please write in proportion/percent for each category)

_____% Fishing	_____% Historic sites or museums
_____% Hunting	_____% Attractions
_____% Water- based recreation	_____% Entertainment and nightlife
_____% Hiking/biking trail recreation	_____% Arts/Music/theater
_____% Winter outdoor recreation	_____% Children's attractions or activities
_____% Resorting	_____% Other: please specify_____
_____% Small towns/villages	

For more information about this project, call Linda Limback at 612-624-2736.

Please fax or mail responses to Tourism Center. **Response must be received by June 23, 2000** to be placed in the pool of destinations that will be considered for this project.

Fax - 612-624-4264 or e-mail to: llimback@umn.edu

University of Minnesota Tourism Center

116 Classroom Office Bldg

1994 Buford Ave

St Paul, MN 55108

Appendix B

Date _____

Site _____

University of Minnesota Tourism Center Extension Service BRAINERD LAKES AREA VISITOR QUESTIONNAIRE

1. What is the city/town of your primary residence? _____ city _____ state/province _____ ZIP/postal code

2. Is the Brainerd Lakes Area your primary destination for this trip? Yes
 No, final destination is _____

3. What is the **primary** reason that you made this trip to the Brainerd Lakes Area?

- Touring trip/passing through Education/learning Personal (wedding, religious, medical, etc.)
 Business/convention/meeting General leisure Your own cabin/vacation home in area
 Combined business & pleasure Outdoor recreation Visiting friends/ relatives who live in area
 Sporting event Festival or event

4. How important are the following elements to your selection of the Brainerd Lakes Area and how would you rate the area in providing them? (Please rate *Importance to Destination* even if you haven't experienced it in area yet)

	Importance to Destination Choice Selection				Check here if haven't	Rating of Experience in Area			
	Not Important	Very Important			Not Satisfied	Very Satisfied	
a. Natural environment	1	2	3	4		1	2	3	4
b. Entertainment /nightlife	1	2	3	4		1	2	3	4
c. Fishing / hunting	1	2	3	4		1	2	3	4
d. Boating / water recreation	1	2	3	4		1	2	3	4
e. Hiking / biking trails	1	2	3	4		1	2	3	4
f. Golf courses	1	2	3	4		1	2	3	4
g. Bird/wildlife viewing	1	2	3	4		1	2	3	4
h. Scenic drives	1	2	3	4		1	2	3	4
i. Area has lots of activities and attractions	1	2	3	4		1	2	3	4
j. Wilderness experience	1	2	3	4		1	2	3	4
k. Village/small town feel	1	2	3	4		1	2	3	4
m. Snowmobile trails	1	2	3	4		1	2	3	4
n. Skiing (x-country or downhill)	1	2	3	4		1	2	3	4
o. Shopping	1	2	3	4		1	2	3	4
q. Fall colors	1	2	3	4		1	2	3	4
s. Race track / speedway / motocross	1	2	3	4		1	2	3	4
t. Fishing guide / launch service	1	2	3	4		1	2	3	4
u. Brainerd Lakes Area lakes, streams, rivers	1	2	3	4		1	2	3	4
v. A specific motel/hotel	1	2	3	4		1	2	3	4
w. Amusement center / waterslide	1	2	3	4		1	2	3	4
x. Paul Bunyan Trail	1	2	3	4		1	2	3	4
y. A State Park	1	2	3	4		1	2	3	4
z. Specific Brainerd Lakes Area resort	1	2	3	4		1	2	3	4
aa Specific Brainerd Lakes Area campground	1	2	3	4		1	2	3	4
bb. Casino / gaming	1	2	3	4		1	2	3	4
cc. Festival or event	1	2	3	4		1	2	3	4

5. Is this your first trip to the Brainerd Lakes Area? Yes (If yes, please answer **5a** - New Visitor questions in box below)
 No (If no, please answer **5b** - Repeat Visitor Questions in box below)

5a. New Visitor Questions

Using a single word or short phrase, please describe your impression of the Brainerd Lakes Area before you arrived.
 _____ Has your impression changed since arriving? yes no

If yes, please use a single word or short phrase to describe your impression now: _____

5b. Repeat Visitor Questions

How many pleasure trips (including this trip) have you taken to the Brainerd Lakes Area in the last 5 years? _____

How long have you been coming to Brainerd Lakes Area? _____ years How often have you been here? _____ times

For the following features, how do you feel the Brainerd Lakes Area has changed over this time?

	<u>Declined</u>	<u>Same</u>	<u>Improved</u>		<u>Declined</u>	<u>Same</u>	<u>Improved</u>
Natural environment	1	2	3	Lodging quality	1	2	3
Recreation opportunities	1	2	3	Shopping opportunities	1	2	3
Attraction opportunities	1	2	3	Restaurant selection	1	2	3
Access in/around area	1	2	3	General attractiveness	1	2	3
Hospitality/service	1	2	3	Overall visitor experience	1	2	3

Was your first introduction to the Brainerd Lakes Area while on:

- vacation at a festival/event business other _____

6. How many people (including yourself) are in your travel party on this trip? _____

6a. Number of people by age range:

_____ under 12 _____ 12 - 17 _____ 18 - 25 _____ 26 - 39
 _____ 40 - 55 _____ 56 - 70 _____ over 70

7. How many total nights do you plan to spend away from home on this trip? _____ nights day trip only

8. How many of these nights will be in the Brainerd Lakes Area? _____ nights day trip to area only

8a. If you are staying in the Brainerd Lakes Area, how many nights are you staying in the following type of accommodations?

- Not staying overnight in area

	# of nights		# of nights
Hotel/motel		Resort/commercial cabin	
RV		Your own vacation home	
Tent		Vacation home of friend/relative	
Bed & Breakfast		Home of friend/relative	

9. Please estimate your travel group's spending in the Brainerd Lakes Area for the **last 24 hours** of your stay.

Lodging \$ _____ Restaurants/Bars \$ _____ Transportation (includes gas) \$ _____ Misc. \$ _____
 Groceries \$ _____ Shopping \$ _____ Recreation/attractions (include guides/outfitting) \$ _____ Total \$ _____

9a. How many people are included in spending estimate? _____

10. How far in advance did you decide to take this trip? _____ days

11. If you made lodging reservations, how far in advance were those reservations made?
 _____ days Didn't make reservations

12. How important were the following information sources in creating awareness of this destination and in helping you plan your trip to the Brainerd Lakes Area?

	To Create Awareness of Area				To Plan the Trip			
	Not important Very important				Not important Very important			
Previous visit	1	2	3	4	1	2	3	4
Friends/relatives recommendation	1	2	3	4	1	2	3	4
Articles, documentaries, news	1	2	3	4	1	2	3	4
Newspaper/magazine ads	1	2	3	4	1	2	3	4
Radio/TV ads	1	2	3	4	1	2	3	4
Area Chamber/tourist information	1	2	3	4	1	2	3	4
State tourism information	1	2	3	4	1	2	3	4
Sport show	1	2	3	4	1	2	3	4
Internet	1	2	3	4	1	2	3	4
Other _____	1	2	3	4	1	2	3	4

13. If the Brainerd Lakes Area were to start an e-mail list, would you be interested in receiving area information and updates?

No Yes

13a. If yes, would you prefer the Email to come from:

One central organization Individual businesses No preference

13b. Which type of information would you be interested in receiving? (Check all that apply)

- Golfing special/packages Special lodging packages and deals Festival and events
- Area conditions (e.g. fishing, trail, snow) Special shopping & sales events Lodging vacancy info
- Autumn lodging packages

14. If you are staying in commercial lodging or campground, how important are the following amenities in your selection of that place to stay? (Please skip to #15 if you are not staying in commercial lodging)

	Not Important Very Important					Not Important Very Important			
	On a lake (or river)	1	2	3		4	Biking/hiking trail access	1	2
Has a golf course	1	2	3	4	Historical/architectural significance	1	2	3	4
Indoor pool	1	2	3	4	Recognized brand/national chain	1	2	3	4
Outdoor pool	1	2	3	4	Offers luxury/full service	1	2	3	4
Nature setting	1	2	3	4	Restaurant on premise	1	2	3	4
Unique experience	1	2	3	4	Good value for the price	1	2	3	4
Economy priced	1	2	3	4	Lots for kids to do	1	2	3	4
Cable TV	1	2	3	4	Organized kids programs	1	2	3	4
Daily rental available	1	2	3	4	Near friends/relatives	1	2	3	4
Have stayed here before	1	2	3	4	Other _____	1	2	3	4

Please turn over. Only one more page →

15. How likely is it that you will return to the Brainerd Lakes Area for a visit in the near future?

- definitely not not likely maybe likely certainly

15a. If you plan to return, how soon will that be?

- this year next year within next 2 years within next 5 years more than 5 years

15b. How interested would you be in coming back during:

	Not interested Very Interested				Not interested Very Interested				
winter	1	2	3	4	summer	1	2	3	4
spring	1	2	3	4	fall	1	2	3	4

16. How has the weather been for you?

- poor not good enough average good excellent

17. How much appeal do you think the Brainerd Lakes Area would have as a vacation destination to the following groups?

	No Appeal Great Appeal			
People similar to you	1	2	3	4
Seniors/older adults	1	2	3	4
Children	1	2	3	4
College/grad students	1	2	3	4
Young professionals	1	2	3	4
Sportsmen/women	1	2	3	4
Couples traveling without children	1	2	3	4
Women	1	2	3	4
Men	1	2	3	4

18. During the last 2 years, how many week or longer vacations have you taken where you stayed in commercial accommodations or campgrounds? _____ number of week or longer vacations in last 2 years

18a. If you have taken a week or longer vacation during the last 2 years where you stayed in commercial accommodations or campgrounds, please tell us **how many** of these vacations were of the following types:

- lakes/woods/nature in summer lakes/woods/nature in fall or spring urban sightseeing/entertainment
 winter recreation sun destination/ tropical climate driving tour
 visit friends/relatives in MN visit friends/relatives outside MN international trip
 other (please specify) _____

19. Which of the following best describes your household?

- Two-parent family with children under 18 Couple (no children) Single (no children) Other
 Single-parent family with children under 18 Couple (grown children) Single (grown children)

20. What is the highest grade or year of school that you have completed?

- Less than High School Some college BA or BS degree
 High school graduate (or GED) Associate college degree Post graduate or professional school

21. You are: Male Female

22. What is your age? _____ years

23. Please give us an estimate of your annual household income?

- under \$25,000 \$40,001 - \$55,000 \$75,001 - \$90,000 \$120,000 - \$175,000
 \$25,000 - \$40,000 \$55,001 - \$75,000 \$90,001 - \$120,000 Over \$175,000

24. Comments: _____

Thank You.

Appendix C

Brainerd Interview Sites

Attractions/Events

Arts in the Park
Arts & Craft Show at Westgate Mall
Bean Hole
Big Boys Toy Show at Westgate Mall
Birch Bay Golf Course
Brainerd International Raceway
Brainerd/Baxter Chamber of Commerce
Commerce & Industry Show at the Civic Center
Cross Lake Garage Sale
Cross Lake Street Dance
Crosswoods Golf Course
Crow Wing County Fair
Crow Wing Historical Society
Deerwood Summerfest
Golden Eagle Golf Club
Izaty's Golf and Yacht Club
Jaycees Ice Fishing Extravaganza on Gull Lake
Kart Kountry
Lakes Area Art Artists Art Show
Madden's Pine Beach West Golf Course
Mighty Gulls Baseball
Nisswa – Main Street
Nisswa Stamman Scandinavian Folk Music Festival
Nisswa Turtle Races
Paul Bunyan Amusement Center
Pequot Lakes – Downtown
Pequot Lakes Arts & Craft Fair
Pequot Lakes Bobber Days / Crazee Days
Pirate's Cove Adventure Golf
Pine River Summerfest
Super Slides
The Classic golf course at Madden's
The Pines golf course at Grand View Lodge
This Old Farm Antique Museum and Old Time Village
White Birch Golf Course
Whitefish Golf Club

Gas Stations/Bait Shops

Holiday gas station
Little Duke's gas
Moonlite Square gas station
Pine Square gas station
Super America
Tom Thumb gas station
Triangle gas station

Hotels

AmericInn
Comfort Suites
Country Inn & Suites
Days Inn

Resorts/Campgrounds

Breezy Point Resort
Cragun's
Eagle's Nest
Eddy's Lake Mille Lacs Resort
Grand View Lodge
Mille Lacs Golf Resort
Quarterdeck Resort & Boathouse
Ruttger's Bay Lake Lodge
US Army Corps of Engineers Campground

Restaurants/Bars

371 Diner
Antlers Restaurant
Black Bear Lodge
Bonanza
Commander Bar
Ernie's on Gull Lake
Exchange Nightclub
Famous Dave's Barbeque
Green Mill
Iven's on the Bay
Kelly's
Manhattan Beach Lodge
Marina Dining Room & Lounge
Moonlite Bay Family Restaurant & Bar
Morey's Market & Grille
Niswaga Grille

Pine Peaks Restaurant
Sawmill Inn / Ember's
Zorbaz

Retail

Cash Wise Liquor Store
Home Depot
Koep's Pro Shop
Lake Country Crafts & Cone
Nisswa – Shopping on Main Street
Reed's Market
West Gate Mall (shopping)

Detroit Lakes Interview Sites

Attractions/Events

4th of July Fireworks Display – City Beach
Annual Dick Beardsley ½ Marathon & 5K
Becker County Historical Society
Crazy Days – Detroit Lakes
Crazy Days – Perham
Detroit Lakes Regional Chamber of Commerce
Hockey Tournament – Sports Arena
Lakes Area Figure Skating – Sports Arena
Lake Area Builders Show – Sports Arena
Maple Syrup Fest – Vergas
Polar Fest – Detroit Lakes
Shady Hollow Flea Market
Men’s Firecracker Annual Softball Tournament – Snappy Park
Spirit Fest
Tamarac National Wildlife Refuge
Turtle Races – Perham
Vergas Dairy Day
Water Carnival
WE Fest
White Earth Pow Wow
Wildflower Golf Course

Gas Stations/Bait Shops

Amoco
Holiday
Petro Plus
Stop N Go

Hotels

AmericInn
Best Western Holland House
Budget Host
Country Inn & Suites
Holiday Inn Lakeside
Super 8

Resorts/Campgrounds

American Legion Campground
Cedar Crest Resort
Fair Hills Resort

Lake Crest Resort
Rainbow Resort

Restaurants/Bars

Corner Cantina
Country Kitchen
Godfather's Pizza
Lakeside Restaurant

Retail

Washington Square Mall

Ely Interview Sites

Attractions/Events

Annual Classic Car Show – Whiteside Park
Blueberry Festival
Dorothy Molter Museum
Ely Chamber of Commerce
Ely Golf Course
Ely Watercolor Exhibit & Sale – Community Center
Finnish-American Summer Festival – Embarrass
Hill's Wilderness Trips
International Wolf Center
Lou Francer Ely Dance Performance – Washington Auditorium
Peter Mitchell Fun Days
Pirates of Penzance Spring Musical – Vermillion Community College
Voyageur Winter Festival – Whiteside Park
Wilderness Outfitters

Gas Stations/Bait Shops

Amoco
Lucky Seven
Phillips 66
Skube's Bait & Tackle

Hotels

Budget Host
Holiday Inn SunSpree
Super 8
West Gate Motel

Resorts/Campgrounds

Birch Lake RV Park & Campground
Camp Kiwadinipi Resort
Fall Lake Campground – Superior National Forest
Jackpine Lodge
North Country Lodge & Border Lake Outfitters
Northwind Lodge
Silver Rapids Lodge
Smitty's on Snowbank Resort
Stony Ridge Resort
Timber Trail Lodge
Timber Wolf Lodge

Restaurants/Bars

Chainsaw Sisters

Chocolate Moose

Cranberry's Restaurant

Ely Steak House

Minglewood Café

Northern Grounds Café

Retail

Country Simple Pleasures

Pengal's Basswood Trading Company

Piragis Northwoods Company

Steger Mukluks

Wintergreen Northwoods Apparel

Pipestone Interview Sites

Attractions/Events

Car Show
Fort Pipestone
Home Show
Pipestone – Downtown
Pipestone Center for Performing Arts
Pipestone County Museum
Pipestone Historical Society
Pipestone National Monument
Pow Wow
Song of Hiawatha Pageant
Street Dance during Water Tower Festival
Water Tower Festival Art & Craft Show

Hotels

Calumet Inn
Super 8

Resorts/Campgrounds

Good Samaritan Campground
Split Rock Creek State Park

Restaurants/Bars

Gannon's Restaurant & Lounge
Lange's Café
Pizza Hut
Wildwood Steakhouse

Retail

Monk's Second Hand Store & Antiques

Shakopee Interview Sites

Attractions/Events

Arts & Craft Show – Canterbury Park
Chanhassen Dinner Theatre
Emma Krumbree’s Apple Orchard
Historic Murphy’s Landing
Live Horse Racing – Canterbury Park
Minnesota Landscape Arboretum
Minnesota Renaissance Festival
Minnesota Valley National Wildlife Refuge
NASCAR Racing – Raceway Park
Stonebrooke Golf Club
Valleyfair!
WSA Snowmobile Races – Canterbury Park

Hotels

AmericInn
Country Inn & Suites
Holiday Inn Express
Park Inn

Gas Stations

Super America – Canterbury Road
Super America – Marschall Road & US 169
Super America – East 1st Avenue

Resorts/Campgrounds

Minneapolis Southwest KOA Campground
Town and Country Campground

Restaurants/Bars

Applebee’s
OK Corral Restaurant, Saloon and Livery
Subway
Turtle’s Bar & Grill

Retail

Betti Lu’s

**Appendix D
FRONT END FORM**

Date: _____

Location: _____

-
1. Do you live 6 or more months of the year in the area? Yes (Thank/terminate) No (Continue)
 2. What is the main purpose of your trip? Business Pleasure Both
 3. What is your zip code? _____
 4. Gender Male Female
 5. Would you complete this survey and mail it back to us at the University of Minnesota? Yes No
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1. Do you live 6 or more months of the year in the area? Yes (Thank/terminate) No (Continue)
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 3. What is your zip code? _____
 4. Gender Male Female
 5. Would you complete this survey and mail it back to us at the University of Minnesota? Yes No
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1. Do you live 6 or more months of the year in the area? Yes (Thank/terminate) No (Continue)
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1. Do you live 6 or more months of the year in the area? Yes (Thank/terminate) No (Continue)
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