

**2005 Meander Visitor Evaluation:  
Profile and Possible Improvements**

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## INTRODUCTION

The Upper Minnesota River Art Crawl Meander, created in 2004, hopes to showcase the work of local artists, draw visitors to the area, enrich citizens' social and cultural lives, and build the brand identity of the Upper Minnesota Valley Region as associated with the arts. In 2005, the University of Minnesota Tourism Center (UMTC) and Community Assistance Program (CAP) were contracted to create a visitor profile of the Upper Minnesota River Art Crawl Meander.

Several areas of analysis were of interest for the organizing groups. This project focuses on visitor perceptions of the Meander and ideas for its improvement as well as visitor expenditures. Below what follows are the study methods and results, followed by a discussion.

## METHODS

An on-site questionnaire was administered to visitors during the 2005 Meander Art Crawl. The methods for the on-site questionnaire administration are presented in the following sections: study setting, questionnaire, approach, response rate, and analysis.

### *Study Setting*

The 2005 Upper Minnesota River Art Crawl Meander was held from September 30 to October 2 in the region that encompasses a five-county area. More than 50 artists participated at 38 designated sites; the art is eclectic and ranges from fine art (i.e. oil or water painting) to artisan/historic crafts (i.e. letterpress printing or blacksmithing). The regions' diverse cultural heritage, including American Indian and Scandinavian art, is reflected among several artisans as well. Beyond art, several Meander sites focus on sustainable agriculture and showcase their products as well.

### *Questionnaire*

UMTC and CAP staff, with the assistance of UMVRDC personnel and Meander organizers, developed an on-site questionnaire for event attendees. Questionnaire sections included event participation, attribute satisfaction, factors influencing attendance, expenditures, participation in cultural tourism and other activities, and demographics (Appendix A).

### *Approach*

A sampling plan was created to reach Meander attendees. A two-stage cluster random sampling approach was implemented. The approach consisted of randomly selecting four clustered areas within the region, followed by randomly selecting various sites within the cluster. A sampling schedule randomly selected sites and assigned sampling to them in two- to three- hour time blocks during the event (Appendix B).

Based on estimated attendance in 2004, a sampling quota target was set at 225 visitor contacts (90% confidence interval;  $\pm 10\%$  sampling error rate). University of Minnesota Tourism Center and Community Assistance Program staff administered the on-site questionnaire. A bottle of water was offered as a participation incentive.

### *Response Rate*

During the event a total of 231 parties were contacted and 178 usable questionnaires resulted in a 77.1% response rate (Appendix C; Table 1). Almost two-thirds (64.6%) of the questionnaires were collected on Saturday, while the remainder were collected on Sunday (19.7%) and Friday (15.7%; Appendix C; Figure

1). Among those who did not agree to participate, almost half (44.0%) cited they had previously completed a questionnaire elsewhere.

### ***Analysis***

Completed questionnaires were entered, cleaned and checked in SPSS version 12.0. Extreme outliers were winsorized to bring highly skewed variables into usable ranges. Descriptive analysis provided means, standard deviations, and frequencies to describe the sample and provide information on variables of interest. Correlations were conducted when appropriate. Further, two independent-samples t-tests and chi-square analysis identified differences among groups when appropriate.

## **RESULTS**

### ***Respondents***

#### **Demographics**

Meander respondents were mature and possessed high-income status. Respondents ranged in age from eighteen to 88, with a mean age of 55.1 years (Appendix C; Table 2). Respondents were predominately female (81.1%) and reported an annual income of \$50,000 or more (61.4%). Most frequently, respondents indicated their household composition consisted of a couple with grown children (44.2%). Almost an additional one-third consisted of couples, either with children under eighteen (15.7%) or with no children (14.0%).

#### ***Meander Art Crawl Experience***

Approximately two-thirds (64.6%) of respondents anticipated attending the Meander for one day, while almost a third (29.8%) indicated two days. When asked what day's visitors anticipated attending artist sites, a majority of respondents stated Saturday (80.3%; Appendix C; Table 3). Over one-third of respondents (39.9%) stated they would attend sites on Sunday but fewer indicated they would or had visited them on Friday (20.8%). When respondents completed the on-site questionnaire, they had visited an average of four ( $M=3.9$ ) artists' sites, with a range of one to twelve. Approximately one-quarter (23.1%) of respondents had visited six or more sites at the time of contact (Appendix C; Table 4). Respondents' party size ranged from one to 30, with an average of 3.7 people.

Respondents' suggestions to improve the experience focused on: 1) timing (specifically longer, later hours on Sunday and perhaps a later start on Friday); 2) quality, quantity, and diversity of the art; and 3) suggestions of routes with varied themes (culture-specific, nature or scenic themes); as well as 4) more information on general visitor services.

#### ***Sources Influencing Decision to Attend Meander Art Crawl***

The top four sources that influenced respondent's decision to attend the Meander included recommendation from friends and relatives (43.8%), a brochure at some location (27.0%), previous attendance at last year's Meander (22.5%), and newspaper ads (22.5%; Appendix C; Table 5). Among those who specified the location where the brochure was located, most respondents indicated the Java River Café, located in Montevideo, and the Prairie Renaissance Cultural Alliance (PRCA). The most frequently specified newspaper sources included the Montevideo American News and the Ortonville Independent. Very few respondents indicated the Internet (6.7%), TV or radio ads (6.7%), and magazine ads (5.1%) as influencing their decision to attend.

## *Expenditures*

Respondents, on average, spent the most on Meander Art Crawl products, lodging, and transportation. Respondents spent an average of \$70.51 on Meander Art Crawl products, \$30.77 on lodging, and \$24.45 on transportation (Appendix C; Table 6). Respondents reported moderate spending on shopping other than art ( $\underline{M}$ =\$19.70), restaurant food and beverages ( $\underline{M}$ =\$16.91), and recreation and entertainment ( $\underline{M}$ =\$12.96). Respondents reported spending the least on groceries ( $\underline{M}$ =\$4.87).

## *Experience Satisfaction Attributes*

Overall, respondents rated their experiences highly across all attributes queried. Respondents rated their interactions with artists' the highest, with an average rating of 3.8 (rated on a scale where 1=poor and 4=excellent; Appendix C; Table 7). The quality of the art also received high marks, with an average rating 3.7. Rated somewhat lower was the ease of finding artists' locations ( $\underline{M}$ =3.2). The wayfinding issue was also noted in open ended suggestions to improve the usability of the brochures, signs, and maps.

Among two of the experience attributes, significant differences emerged among those who had attended the previous Meander (n=40) and those that did not. Respondents who attended the First Annual Meander rated the quality of the art higher than those who had previously not attended ( $\underline{M}$ =3.9 and 3.7, respectively; t-value=20.86; p<.05). Similarly, previous attendees rated interaction with the artists more positively ( $\underline{M}$ =3.9 and 3.7, respectively; t-value= 22.84; p<.05).

A majority (89.3%) of respondents stated they would likely (either noted as somewhat or very likely) attend the Meander next year, while there was a greater likelihood (93.2%) to recommend the event to friends (Appendix C; Figure 2). A positive and strong correlation was found between the likelihood of attendance at next years Meander and the likelihood of recommending the Meander Art Crawl to friends ( $\rho$  =0.66; p<.01).

When asked what was most memorable about the Meander in an open ended format, respondents most frequently identified the overall art quality (n=51), followed closely by a particular artist or site (n=49). The third most frequently cited memorable aspect was the social interaction with artists and local people (n=36).

## *Nonresidents*

One half (49.7%) of respondents indicated they were not from the five county area (Appendix C; Figure 3 and Figure 4). Among nonresidents, over two-thirds (69.2%) had traveled to the area specifically for the Meander (Appendix C; Figure 5). Another quarter (28.2%) of respondents was in the area to visit friends and relatives.

Like the average respondent, nonresident respondents were predominately female (84.3%) and averaged 55.3 years of age. Recommendations from friends and relatives were the most influential factor in the decision to attend the Meander (49.4%; Appendix C; Table 8). Other top influential factors among nonresident respondents included 'other' (22.5%), brochure at a location (15.3%), attendance at last year's Meander (14.1%), and brochure in mail (14.1%). Among those who specified 'other' influential sources, the most frequently cited sources were artists, family members, Prairie Renaissance Cultural Alliance tour, and friends. Very few nonresident respondents indicated area tourism information (5.9%), magazine ads (5.9%), posters (4.7%), signs (2.4%) and TV or radio ads (1.2%) as influential factors in their decision to attend.

Nonresidents, on average, attended the Meander for one day ( $\underline{M}$ =1.3) although approximately a quarter (27.0%) stated they attended more than one day, typically two.

In comparison to residents, nonresidents attended fewer days in larger groups but spent about the same. The number of days, on average, nonresidents attended the Meander Art Crawl was significantly lower than residents ( $\underline{M}$ =1.3 and  $\underline{M}$ = 1.5 days, respectively;  $t$ -value= -2.3;  $p$ <.05). However, nonresident respondents reported similar spending habits compared to residents (Appendix C; Table 9) with the exception of the average amount spent on transportation. Transportation costs for nonresidents were significantly higher compared to residents ( $\underline{M}$ =\$29.56 and  $\underline{M}$ =\$16.40, respectively;  $t$ -value=3.9;  $p$ <.001). Further, nonresident respondents traveled in significantly larger groups than residents ( $\underline{M}$ =4.7 and  $\underline{M}$ =2.7, respectively;  $t$ -value=2.5;  $p$ <.05).

While still positive about the Meander, nonresidents had lower ratings on several areas than residents. With regards to ease of finding artists location, nonresidents reported significantly lower rating than residents ( $\underline{M}$ =3.2 and  $\underline{M}$ =3.6, respectively;  $t$ -value= -3.8;  $p$ <.001; Appendix C; Table 10). Similarly, nonresidents rated the quality of the art significantly lower than residents ( $\underline{M}$ =3.6 and  $\underline{M}$ =3.8, respectively;  $t$ -value= -3.2;  $p$ <.01). Still, nonresident respondents reported high ratings (more than 80% good or excellent) of finding artists location, art quality and interaction with artists. Regardless, a majority (85.6%) of nonresident respondents stated they would return for the Meander Art Crawl next year, as noted by either somewhat likely or very likely. Further, a majority (85.3%) of nonresident respondents were somewhat likely or very likely to recommend the Meander Art Crawl to friends.

### ***Engagement in Cultural Tourism Activities***

Similar to TIA (2003) findings, a majority of all respondents had engaged in travel that included some type of historic or cultural experience in the previous twelve months. Specifically, a majority (88.2%) of respondents engaged in culture-based activities or events, while almost three quarter (73.0%) engaged in historic related activities (Appendix C; Table 11). Across all the sub-categories of cultural and historic tourism activities, previous engagement was greater among Meander visitor respondents than the TIA sample, as indicated by percentage of those who participated. Meander visitor respondents more frequently visited an art museum, gallery or antique shop, and had attended a performing arts event while on vacation in the previous year.

Among the Meander respondents that engaged in historic or cultural travel, the most frequent activities included visits to an antique shop, show, or auction and designated historic sites (Appendix C; Figure 6). Slightly over half of respondents indicated they had attended a live musical concert or visited an art museum or gallery (55.1 and 54.5%, respectively). Over a third of respondents had visited a historic community or town (46.1%), attended a live theater performance (45.5%), visited a history museum (36.0%), and attended a heritage, ethnic or folk festival or fair (35.4%). Fewer than a quarter of respondents indicated they had visited an ethnic site (including an ethnic area, community, exhibit, or center), historical military site (including memorial, cemetery, or military), and attended art performances (including classical musical, opera, or dance performance).

Cultural and historic travel differences emerged between residents and nonresidents. A significantly greater percentage of nonresidents attended live theater performances (Chi-square=5.62;  $p$ <.05), classical musical concerts or opera (Chi-square=3.93;  $p$ <.05), and visited an ethnic area or community (Chi-square=6.97;  $p$ <.05) or ethnic cultural exhibit or center (Chi-square=8.76;  $p$ <.01).

### ***Engagement in Other Activities***



In general, respondents indicated they typically participated in a broad range of recreation activities. Among all the activities provided, respondents most frequently indicated they visit friends and family (78.1%) and go scenic touring (71.9%; Appendix C; Figure 7). Approximately half of respondents indicated they attend concerts and theater (55.1%), purchase/eat locally grown foods (53.4%), shop (51.1%), and visit State and National Parks or Refuges (51.1%). Less than a third of respondents indicated they typically participated in outdoor activities, such as biking (30.9%), camping (27.0%), birding (21.9%), fishing (18.0%), and hunting (11.2%). Fewer than 10 percent of respondents indicated they participated in casino gambling. Activity participation differed between residents and nonresidents in only one activity: concert or theater attendance, where nonresidents attended more frequently (Chi-square=6.57;  $p<.05$ ).

## DISCUSSION

Several areas were of interest in the project, including to learn how the Meander can be improved in subsequent years through visitor input and where visitors are spending their dollars. To that end, a visitor questionnaire was designed and administered to Meander visitors. A related but separate report on artists is available and addresses the impact to artists and businesses (see Monson, 2005).

### *Visitor satisfaction and ideas for improvement*

Overall, the Meander was a success from the visitor viewpoint. Three indicators suggest respondents were satisfied with their Meander experience: 1) positive ratings of three key elements, 2) a majority were very likely to recommend to a friend, 3) a majority were very likely to attend next year. Despite such high ratings, areas of improvement exist.

The most obvious theme for improvement relates to communication. First, the lowest rated attribute was finding artists' locations. Open-ended comments from both visitors and artists similarly noted difficulty finding Meander sites (Monson, 2005). Subsequently, improvements in pre-trip and onsite information related to locations and maps are recommended. Given that half of Meander visitors are nonresidents, such wayfinding is essential. Second, and related to wayfinding, is the opportunity to recreate an integrated marketing piece that effectively details the area amenities. Related to this are opportunities for pre-determined routes based on geographic location or art type. Given the diversity of art offered at the Meander, opportunities exist to create separate routes based on the type of art (i.e. fine arts, crafts, cultural, historic, folk and traditional arts, and culturally staged art). Third, and related to the marketing piece is the life of the product—while the Meander is limited to one weekend a year, the majority of sites are open year-round. Therefore, the utility of the tourism product may be diluted in a marketing piece with the actual date on it.

The art itself was generally highly rated, but opportunities to segment the type and kind of art exists, should the artists be amenable. Beyond separation, the possibility for juried art exists and could add to the excitement and quality surrounding the current products.

### *Impact on businesses and the area*

A majority of respondents' anticipated one-day attendance at the Meander. On average, respondents spent the most on Meander products, lodging, and transportation. Moderate spending was found among shopping (other than art), restaurant food and beverages, and recreation and entertainment. Therefore, several opportunities exist to increase visitor stay and economic contributions in the area.

Both visitors and potential visitors (Gustafson, 2005) indicated a lack of information about area amenities. Therefore, a need exists among Meander visitors for an integrated marketing piece to heighten awareness of other activities, amenities, and offerings in the region, as well as enhance the overall economic impact

of the event. As of 2005, several stand-alone pieces exist that promote other activities and amenities available. For instance, several separate marketing pieces exist that provide information on nightlife, dining, and shopping opportunities. However, nonresidents may not access them until they get to the host community. Poised with prior knowledge, visitors may opt to stay longer. Further, whatever materials are developed need to match with the target markets perceptions and desires.

As a majority of visitors indicated they frequently engaged in scenic driving, visits to antique shops, historic sites, National and State Parks/Refuges, shopping, and attending live musical performances, promotion of the current area offerings related to these activities is suggested. Certainly elements of these exist in current materials such as the Green Routes and Birding Trail information. Further, a plethora of ideas related to these opportunities have been generated by community members themselves. However, an integrated and comprehensive guide seems lacking.

Specific to the Meander, several additional activities or promotion of area attributes could enhance the overall experience and contribute to the product mix. For example, the opportunity for scenic driving within the Meander itself could be highlighted. Similarly, antique shops, historic sites and recreation areas could be highlighted along a comprehensive or layered map. Notably Minnesota's American Institute of Architects group is interested in sustainable architecture tours. Assuming such areas exist, this is a new product development area. Related to the musical interests of visitors, a musical performance on Saturday night could enhance the probability of nonresidents staying over the weekend and subsequently increase their economic impact. Combining the musical performance with a 'locally grown' buffet and 'meet the artist's' reception could meld several interests for the Meander visitor.

Further, given that many respondents indicated they frequently purchase and/or eat locally grown foods, marketing and promoting sites found within the Green Routes Guide is suggested. Certainly a combined map with the Green Routes is a possibility. One innovative idea might be to create an online mapping system where visitors can build their own map for the area and overlay things of interest to them. For example, those visitors interested in green eating could check that and get the Green Routes map online. They could enhance and update this map by adding a layer of artist sites or outdoor areas, etc.

Outdoor activities and the natural environment in the Upper Minnesota Valley can continue to be promoted, but the success with the Meander market is uncertain. Caution is warranted in that less than a third of respondents typically participated in any of the outdoor activities listed. In terms of nonresidents, none indicated they were in the area explicitly to participate in outdoor-related activities. Further, a recent study conducted by the MN Department of Natural Resources forecasts that among MN adults, participation in many outdoor recreation activities (save ATVing and camping) will decline in the next ten years (Kelly, 2005). Nonetheless, the area has some terrific resources and materials developed, such as the section within the Birding Trail: Your Guide to Great Birding Along the Minnesota River.

Additional promotion needs to consider the residential market given a very high percentage of non-residents learned about the Meander from friends and family. Prior to such community promotion, however, is the concurrence that increased tourism is appropriate for the area. Once such agreement is reached, then residential promotion can occur. Suggestions to increase knowledge about both the Meander and the area include community familiarization trips (visitor in your own town/region), community scavenger or treasure hunts with prizes placed at attractions, consistent and clear communication about area events. Increasing knowledge and awareness of the arts in particular could be done by public displays of arts in local restaurants beyond those currently participating as well as in hotels and other accommodations. To promote the marriage of parks and art, an 'art in the parks' day or weekend could occur or current displays could be considered in cooperating park and recreation areas.

## Discussion of respondents in context of MN tourism and cultural tourists

Respondents were predominately mature and female. With regard to nonresidents, respondents were more mature than the typical West Central Minnesota tourist. For instance, a recent study prepared for Explore Minnesota and UMTC reported the average age of tourists in West Central Minnesota was 43.8 years (Davidson-Peterson Associates, 2005). However, respondents' demographic characteristics were similar to national findings on cultural and/or historic tourists (TIA, 2003).

In sum, it appears the Meander was successful in creating a positive visitor experience, creating revenue for local artists as well as the affiliated communities and working toward social cohesion. However, relatively simple changes to current marketing materials could enhance the visitor experience and probability for increased stays. A host of ideas are possible to extend the Meander offerings but rely on a variety of human and fiscal resources.

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APPENDIX A  
**Questionnaire**



**Feedback Survey**

Thank you for participating in this survey about the **Meander Art Crawl**. Your feedback will help us make improvements next year. It will take approximately **5 minutes** to complete. Your responses will be anonymous.

**Your Experiences and Opinions about the 2005 Meander Art Crawl**

**DIRECTIONS:** Check  the box(es) or write the response(s) that best describes your experiences and opinions.

1. Which day(s) will you attend Meander?

- Friday     Saturday     Sunday

2. How many Meander artist sites have you visited so far?

Total: \_\_\_\_\_

3. What influenced your decision to attend the Meander Art Crawl (check all that apply)?

- Area tourism information (CVB, Chamber of Commerce)
- Internet (listserv, e-mail, other)
- Recommendations from a friend / relative
- Article or documentary / news report
- Newspaper ad (please list): \_\_\_\_\_
- Magazine ad (please list): \_\_\_\_\_
- TV or radio ad (please list): \_\_\_\_\_
- Brochure in mail
- Brochure at (list location): \_\_\_\_\_
- Poster at (list location): \_\_\_\_\_
- Attended last year's Meander Art Crawl
- Saw signs
- Other (please list): \_\_\_\_\_

4. Please rate the following aspects of your Art Crawl experience so far, checking the box that best describes your overall opinion:

|  | Poor                     | Fair                     | Good                     | Excellent                | N/A                      |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Ease of finding Artists' locations (maps, signs, directions) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Quality of the art   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Interaction with artists                                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

5. Taking all factors into account, what aspect of Meander will be **most memorable**?

6. Please estimate the amounts **YOU** have spent on the following during the Meander Art Crawl weekend.

| Meander Art Crawl Expenditures                  |          |
|---|----------|
|   | Amount   |
| Lodging   | \$ _____ |
| Restaurants, food, or beverages                 | \$ _____ |
| Meander Art Crawl products                      | \$ _____ |
| Shopping (other than Meander)                   | \$ _____ |
| Groceries                                       | \$ _____ |
| Transportation                                  | \$ _____ |
| Recreation / Entertainment (other than Meander) | \$ _____ |
| Other (please list below)                       | \$ _____ |

7. How likely are you to recommend the Meander Art Crawl to a friend?

- Very Unlikely     Somewhat Unlikely     Somewhat likely     Very Likely     Not Sure

8. How likely are you to attend next year's Meander Art Crawl?

- Very Unlikely     Somewhat Unlikely     Somewhat likely     Very Likely     Not Sure

See next page

9. Do you have any other comments or suggestions to improve next year's Meander Art Crawl (write below)?

*Tell Us About Yourself*

10. Are you a visitor to the area? (Anyone **residing outside of the five county area** of the Upper Minnesota Valley Region: **Big Stone, Swift, Lac qui Parle, Chippewa, and Yellow Medicine Counties**).

10a.  Yes  No (NON-VISITORS: SKIP to Question 11)

10b. VISITORS TO THE AREA: What was the **primary purpose** of your visit (check ONE)?

- Specifically for the Meander Art Crawl
- Participate in outdoor or sport-related activities
- Visiting relatives or friends
- Shopping or entertainment (other than Meander)
- Other (please list) \_\_\_\_\_

11. What is your city of origin and zip code?

City/State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

12. How many people are in your travel party (including yourself)? \_\_\_\_\_

13. Which describes your household (check ONE)?

- Couple (children under 18)  Single (children under 18)
- Couple (grown children)  Single (grown children)
- Couple (no children)  Single (no children)
- Other \_\_\_\_\_

14. What other activities do you typically participate in (check all that apply)?

- Scenic touring
- Visiting historic sites and museums
- Visiting friends and family
- Casino gambling
- Shopping (other than Meander)
- Biking
- Fishing
- Concerts and theater
- Hunting
- Purchasing / eating locally grown foods
- Visiting state and national parks / refuges
- Birding
- Camping
- Other (please list): \_\_\_\_\_

15. In the past year, while on vacation, have you attended the following visitor attractions (check all that apply)?

- Designated historic site
- Historic military site
- Antique shop, show, or auction
- Live theater performance
- Live musical concert
- Historic community or town
- Historic memorial or cemetery
- Ethnic area or community
- Dance performance
- Heritage, ethnic or folk festival or fair
- History museum
- Art museum or gallery
- Ethnic culture exhibit or center
- Classical music concert or opera
- Other fair or festival

16. What is your gender?  Female  Male

17. What is your annual household income (before taxes)?

- Less than \$5,000  \$5,000-9,999
- \$10,000-14,999  \$15,000-24,999
- \$25,000-34,999  \$35,000-49,999
- \$50,000-74,999  \$75,000-99,999
- \$100,000-124,999  \$125,000 or more

18. What year were you born? \_\_\_\_\_

**Questions about Meander?** Please contact: Dawn Hegland, Western Minnesota Prairie Waters, 323 West Schlieman Ave., Appleton, MN 56208; phone 866.866.5432.

Thank you for your time!

## APPENDIX B

### Sampling Plan

#### *Friday, September 30*

1-6PM

##### **Staff #1**

##### ***Granite Falls***

1-3 Bradley T. Hall

4-6 Upper Sioux Agency State Park

##### **Staff #2**

##### ***Montevideo***

1-3 Java River Café

3:30-5:30 Gallery on 1<sup>st</sup>

#### *Saturday, October 1*

9-6PM

##### **Staff #1**

##### ***Benson***

9:00-11:00 Lady Slipper Quilt Shop Bed & Breakfast

##### ***Milan***

12:00-2:00 Milan Village Arts School

2:00-4:00 Trestuen Gallery and Studio

4:00-6:00 Loose Tooth Cowgirl Saloon

##### **Staff #2**

##### ***Montevideo***

9:00-11:00 Donna's Delight

11:00-1:00 Java River Café

2:00-4:00 A to Z Letterpress Printing

4:00-6:00 Valentino's

##### **Staff #3**

##### ***Granite Falls***

9:00-11:00 Upper Sioux Agency State Park

12:00-2:00 Bradley D. Hall/Katia Andreeva

2:00-4:00 Streblov Arts

4:00-6:00 Stony Run Woods

#### *Sunday, October 2*

9-4PM

##### **Staff #1**

##### ***Odessa***

9:00-11:00 Stony Run Lodge

##### ***Milan***

12:00-2:00 Milan Village Art School

2:00-4:00 Loose Tooth Cowgirl Saloon

##### **Staff #2**

##### ***Madison***

9:00-11:00 Earth Rise Farm

11:00-1:00 Madison Mercantile

2:00-4:00 Nova Forge

##### **Staff #3**

##### ***Montevideo***

9:00-11:00 Gallery on 1<sup>st</sup>

11:30-1:30 Java River Café

##### ***Granite Falls***

2-4 Stony Run Woods

## APPENDIX C

### Tables and Figures

Table 1. Response rate among the 2005 Meander Art Crawl visitor questionnaire.

|                         | n          |
|-------------------------|------------|
| Total Parties Contacted | 231        |
| <b>Respondents</b>      | <b>178</b> |
| Unusable                | 3          |
| Refusals                | 50         |
| Already Completed       | 22         |
| Not Interested          | 11         |
| Other                   | 9          |
| In Hurry                | 8          |
| Response rate           | 77.1%      |

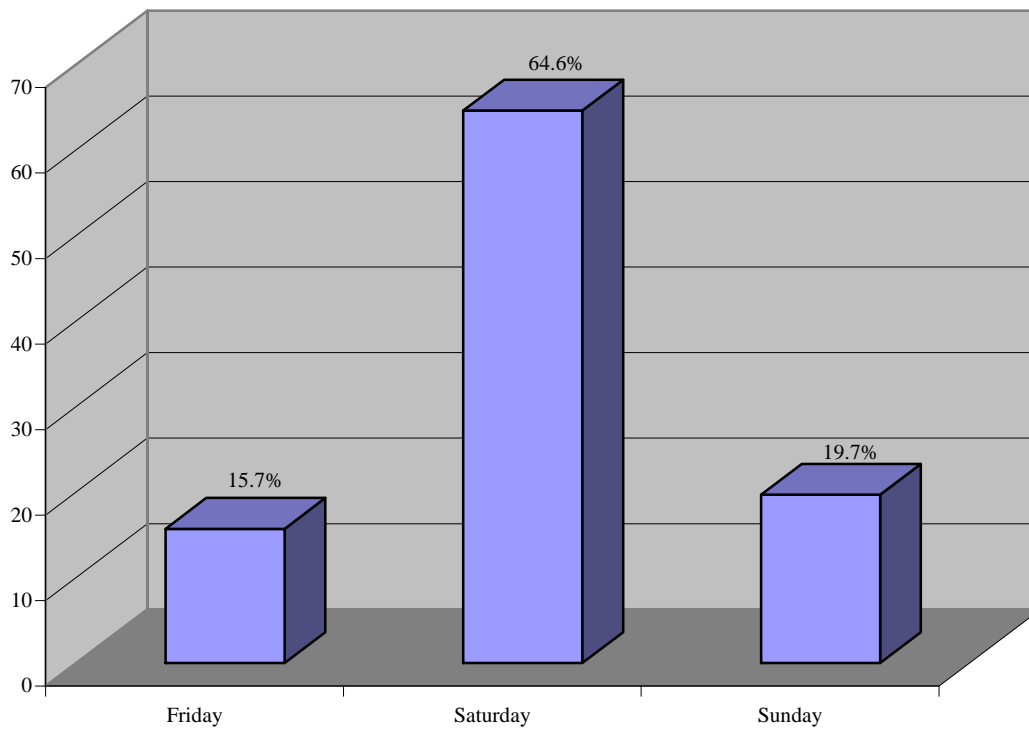


Figure 1. Day respondent was contacted at the 2005 Meander Art Crawl.



Table 2. Demographics characteristics among respondents to the 2005 Meander Art Crawl visitor questionnaire.

|                                      | <b>Frequency</b> | <b>%</b> |
|--------------------------------------|------------------|----------|
| <b>Gender (n=169)</b>                |                  |          |
| Female                               | 137              | 81.1     |
| Male                                 | 32               | 18.9     |
| <b>Age (n=164; M=55.1)</b>           |                  |          |
| 18-25 years                          | 1                | 0.6      |
| 26-35 years                          | 13               | 7.9      |
| 36-45 years                          | 20               | 12.2     |
| 46-55 years                          | 51               | 31.1     |
| 56-65 years                          | 43               | 26.2     |
| 66-75 years                          | 25               | 15.3     |
| 76 or older                          | 11               | 6.7      |
| <b>Household composition (n=172)</b> |                  |          |
| Couple (children under 18)           | 27               | 15.7     |
| Couple (grown children)              | 76               | 44.2     |
| Couple (no children)                 | 24               | 14.0     |
| Single (children under 18)           | 3                | 1.7      |
| Single (grown children)              | 22               | 12.8     |
| Single (no children)                 | 17               | 9.9      |
| Other                                | 3                | 1.7      |
| <b>Household income (n=172)</b>      |                  |          |
| Less than \$5,000                    | 0                | 0.0      |
| \$5,000-9,999                        | 1                | 0.7      |
| \$10,000-14,999                      | 3                | 2.1      |
| \$15,000-24,999                      | 4                | 2.9      |
| \$25,000-34,999                      | 11               | 7.9      |
| \$35,000-49,999                      | 35               | 25.0     |
| \$50,000-74,999                      | 38               | 27.1     |
| \$75,000-99,999                      | 37               | 19.3     |
| \$100,000-124,999                    | 7                | 5.0      |
| \$125,000 or more                    | 14               | 10.0     |

Table 3. Anticipated day(s) of attendance among respondents to the 2005 Meander Art Crawl visitor questionnaire.

|          | <b>Frequency</b> | <b>%</b> |
|----------|------------------|----------|
| Friday   | 37               | 20.8     |
| Saturday | 143              | 80.3     |
| Sunday   | 107              | 39.9     |

Table 4. Number of artist sites visited at time of questionnaire among respondents to the 2005 Meander Art Crawl visitor questionnaire.

| ( <u>M</u> =3.9) | <b>Frequency</b> | <b>%</b> |
|------------------|------------------|----------|
| 1                | 43               | 24.9     |
| 2-3              | 49               | 28.3     |
| 4-5              | 41               | 23.7     |
| 6-9              | 31               | 17.9     |
| 10 or more       | 9                | 5.2      |

Table 5. Sources influencing decision to attend Meander Art Crawl among respondents to the 2005 Meander Art Crawl visitor questionnaire.

|   | <b>Frequency</b> | <b>%</b> |
|---|------------------|----------|
| Recommendation from a friend/relative   | 78               | 43.8     |
| Brochure at a location                  | 48               | 27.0     |
| Attended last year's Meander Art Crawl  | 40               | 22.5     |
| Newspaper ad                            | 40               | 22.5     |
| Brochure in mail                        | 38               | 21.3     |
| Area tourism information (CVB, Chamber) | 32               | 18.0     |
| Article or documentary/news report      | 29               | 16.3     |
| Other                                   | 25               | 14.0     |
| Saw signs                               | 23               | 12.9     |
| Poster at a location                    | 16               | 9.0      |
| Internet                                | 12               | 6.7      |
| TV or radio ad                          | 12               | 6.7      |
| Magazine ad                             | 9                | 5.1      |

Totals more than 100% as respondents indicated all sources utilized.

Table 6. Average expenditures, by category, among respondents to the 2005 Meander Art Crawl visitor questionnaire.

|                                     | <b>M</b><br>(In U.S. \$) | <b>S.D.</b><br>(In U.S. \$) |
|-------------------------------------|--------------------------|-----------------------------|
| Meander Art Crawl products (n=93)   | 70.51                    | 86.74                       |
| Lodging (n=43)                      | 30.77                    | 48.23                       |
| Transportation (n=76)               | 24.45                    | 15.81                       |
| Shopping (other than art) (n=33)    | 19.70                    | 30.97                       |
| Restaurant food / beverages (n=94)  | 16.91                    | 13.95                       |
| Recreation and entertainment (n=27) | 12.96                    | 18.57                       |
| Groceries (n=23)                    | 4.87                     | 8.99                        |
| Other (n=21)                        | 2.38                     | 7.52                        |

Table 7. Experience attribute ratings among respondents to the 2005 Meander Art Crawl visitor questionnaire.

|  | <b>M<sup>1</sup></b> | <b>S.D.</b> | <b>% N/A</b> |
|--|----------------------|-------------|--------------|
| Ease of finding Artists' locations (n=175) | 3.4                  | 0.7         | 1.7          |
| Quality of the art (n=173)                 | 3.7                  | 0.5         | 0.6          |
| Interaction with Artists' (n=169)          | 3.8                  | 0.5         | 3.6          |

<sup>1</sup>Rated on a scale from 1 to 4, where 1= poor, 2= fair, 3 = good, and 4=excellent

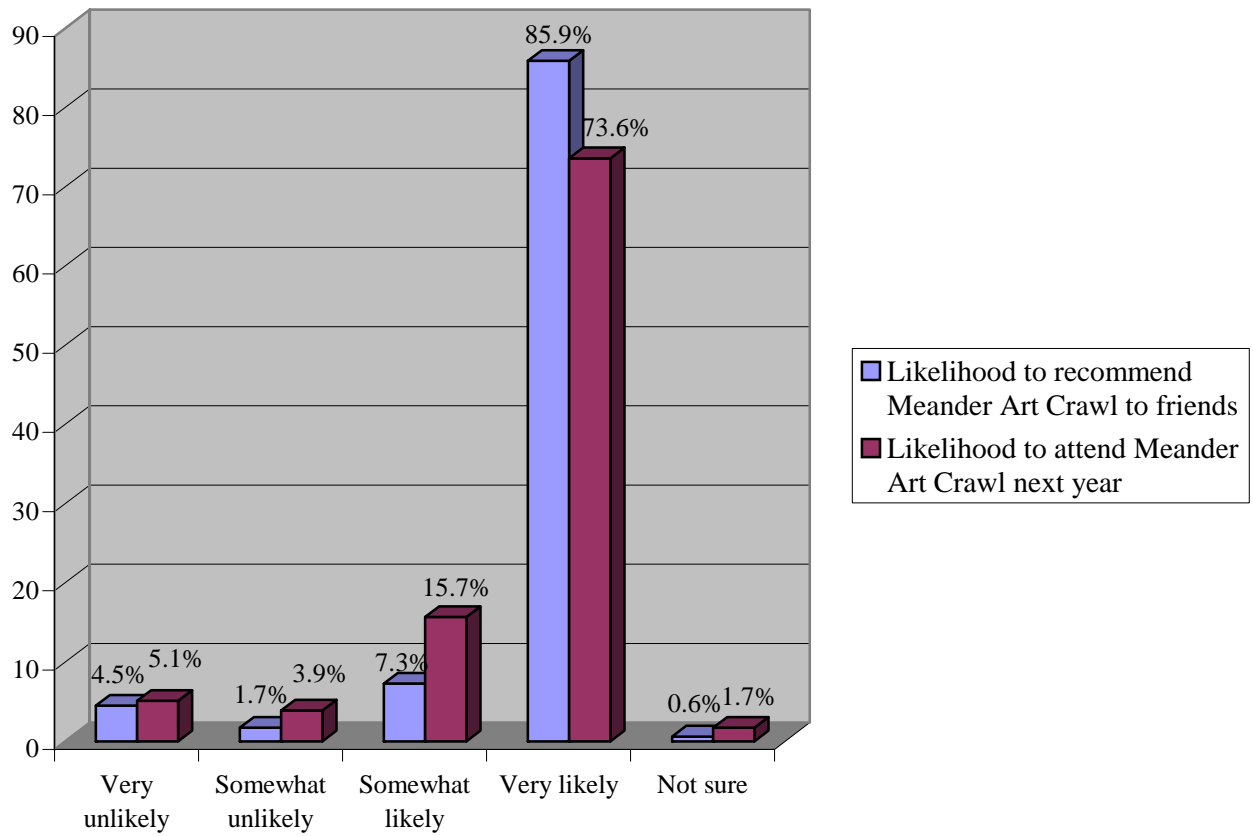


Figure 2. Likelihood of respondents to recommend Meander Art Crawl to friends and attend next year among respondents to the 2005 Meander Art Crawl visitor questionnaire.

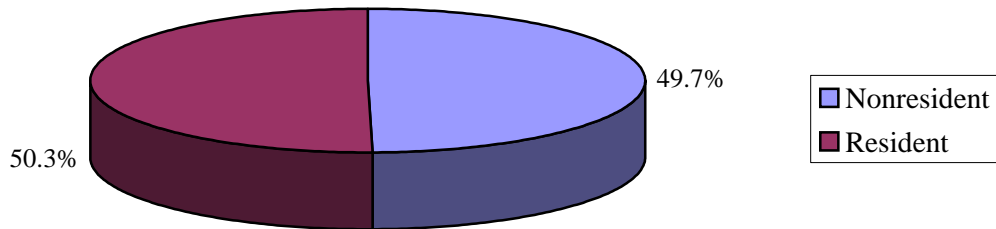


Figure 3. Residence status among respondents to the 2005 Meander Art Crawl visitor questionnaire (n=171).

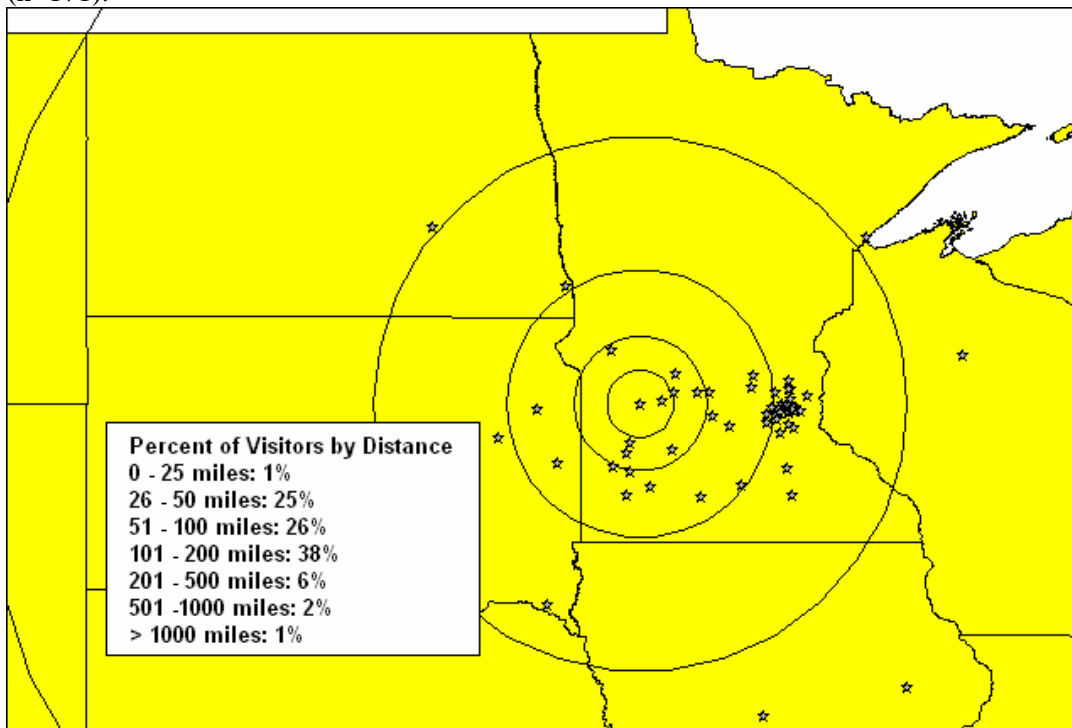


Figure 4. Radius maps of respondents to the 2005 Meander Art Crawl visitor questionnaire (n=78).

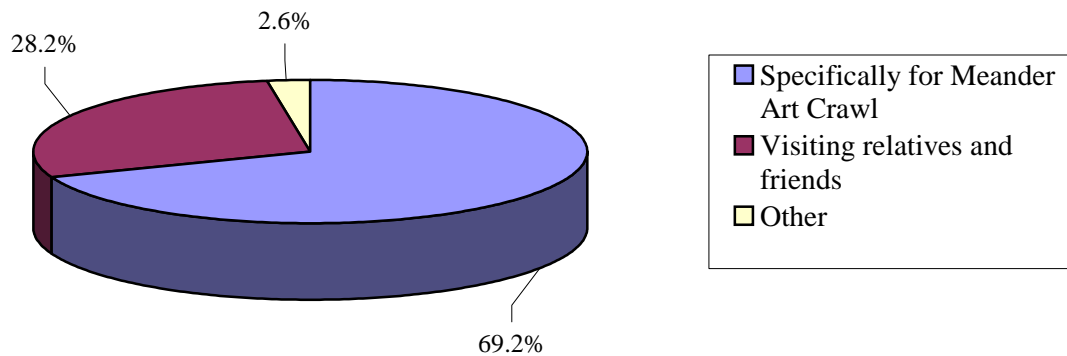


Figure 5. Nonresidents' primary purpose for visit among respondents to the 2005 Meander Art Crawl visitor questionnaire (n=78).

Table 8. Nonresidents' influential sources in decision to attend Meander Art Crawl among respondents to the 2005 Meander Art Crawl visitor questionnaire.

|   | <b>Frequency</b> | <b>%</b> |
|---|------------------|----------|
| Recommendation from a friend/relative   | 42               | 49.4     |
| Other                                   | 19               | 22.4     |
| Brochure at a location                  | 13               | 15.3     |
| Attended last year's Meander Art Crawl  | 12               | 14.1     |
| Brochure in mail                        | 12               | 14.1     |
| Newspaper ad                            | 11               | 12.9     |
| Internet                                | 10               | 11.8     |
| Article or documentary/news report      | 9                | 10.6     |
| Area tourism information (CVB, Chamber) | 5                | 5.9      |
| Magazine ad                             | 5                | 5.9      |
| Poster at a location                    | 4                | 4.7      |
| Saw signs                               | 2                | 2.4      |
| TV or radio ad                          | 1                | 1.2      |

Totals more than 100% as respondents indicated all sources utilized.

Table 9. Nonresidents average expenditures, by category, among respondents to the 2005 Meander Art Crawl visitor questionnaire.

|                                    | <b>M</b><br>(In U.S. \$) | <b>S.D.</b><br>(In U.S. \$) |
|------------------------------------|--------------------------|-----------------------------|
| Meander Art Crawl products (n=46)  | 62.93                    | 84.30                       |
| Lodging (n=28)                     | 39.75                    | 50.21                       |
| Transportation (n=43)              | 29.56                    | 15.25                       |
| Restaurant food / beverages (n=49) | 18.37                    | 14.91                       |

NOTE: n too low for other categories

Table 10. Experience attribute ratings by residents and nonresidents among respondents to the 2005 Meander Art Crawl visitor questionnaire.

|                                    | <b>Residents</b> |                       | <b>Nonresidents</b> |                       |
|------------------------------------|------------------|-----------------------|---------------------|-----------------------|
|                                    | n                | <u>M</u> <sup>1</sup> | n                   | <u>M</u> <sup>1</sup> |
| Ease of finding Artists' locations | 86               | 3.6                   | 79                  | 3.2                   |
| Quality of the art                 | 84               | 3.8                   | 82                  | 3.6                   |
| Interaction with Artists'          | 80               | 3.8                   | 77                  | 3.7                   |

<sup>1</sup>Rated on a scale from 1 to 4, where 1= poor, 2= fair, 3 = good, and 4=excellent

Table 11. Historic and/or cultural activity participation while traveling in the previous year among respondents to the 2005 Meander Art Crawl visitor questionnaire.

|   | <b>Frequency</b> | <b>%</b>    | <b>TIA sample %</b> |
|---|------------------|-------------|---------------------|
| <b>Overall cultural activity/event</b>    | <b>157</b>       | <b>88.2</b> | <b>75</b>           |
| Art museum/Antique establishment (net)    | 136              | 76.4        | 47                  |
| Antique shop, show or auction             |                  |             |                     |
| Art museum or gallery                     |                  |             |                     |
| Festival/Fair (net)                       | 96               | 53.9        | 41                  |
| Heritage, ethnic or folk festival or fair |                  |             |                     |
| Other fair or festival                    |                  |             |                     |
| Performing arts (net)                     | 120              | 67.4        | 48                  |
| Live theater performance (musical/play)   |                  |             |                     |
| Dance performance                         |                  |             |                     |
| Classical music concert or opera          |                  |             |                     |
| Live musical concert                      |                  |             |                     |
| Ethnic area/Ethnic culture exhibit (net)  | 71               | 39.9        | 33                  |
| Ethnic area or community                  |                  |             |                     |
| Ethnic culture exhibit or center          |                  |             |                     |
| <b>Overall historic activity/event</b>    | <b>130</b>       | <b>73.0</b> | <b>58</b>           |
| Historic military site                    |                  |             |                     |
| Historic memorial or cemetery             |                  |             |                     |
| History museum                            |                  |             |                     |
| Designated historic site                  |                  |             |                     |
| Historic community or town                |                  |             |                     |

Totals more than 100% as respondents indicated all events or experiences in the last year.

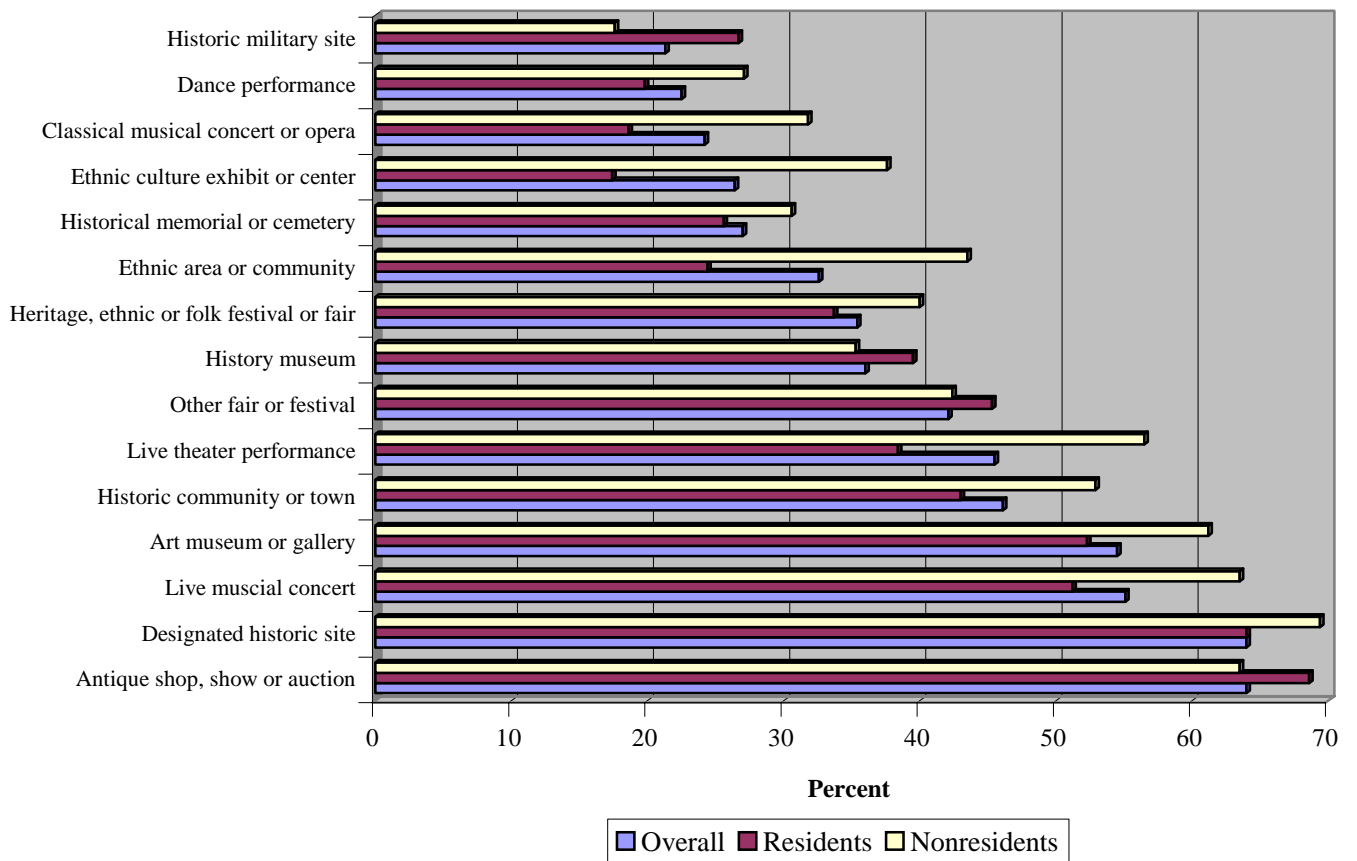


Figure 6. Participation in cultural tourism activities on a typical vacation among respondents to the 2005 Meander Art Crawl visitor questionnaire.

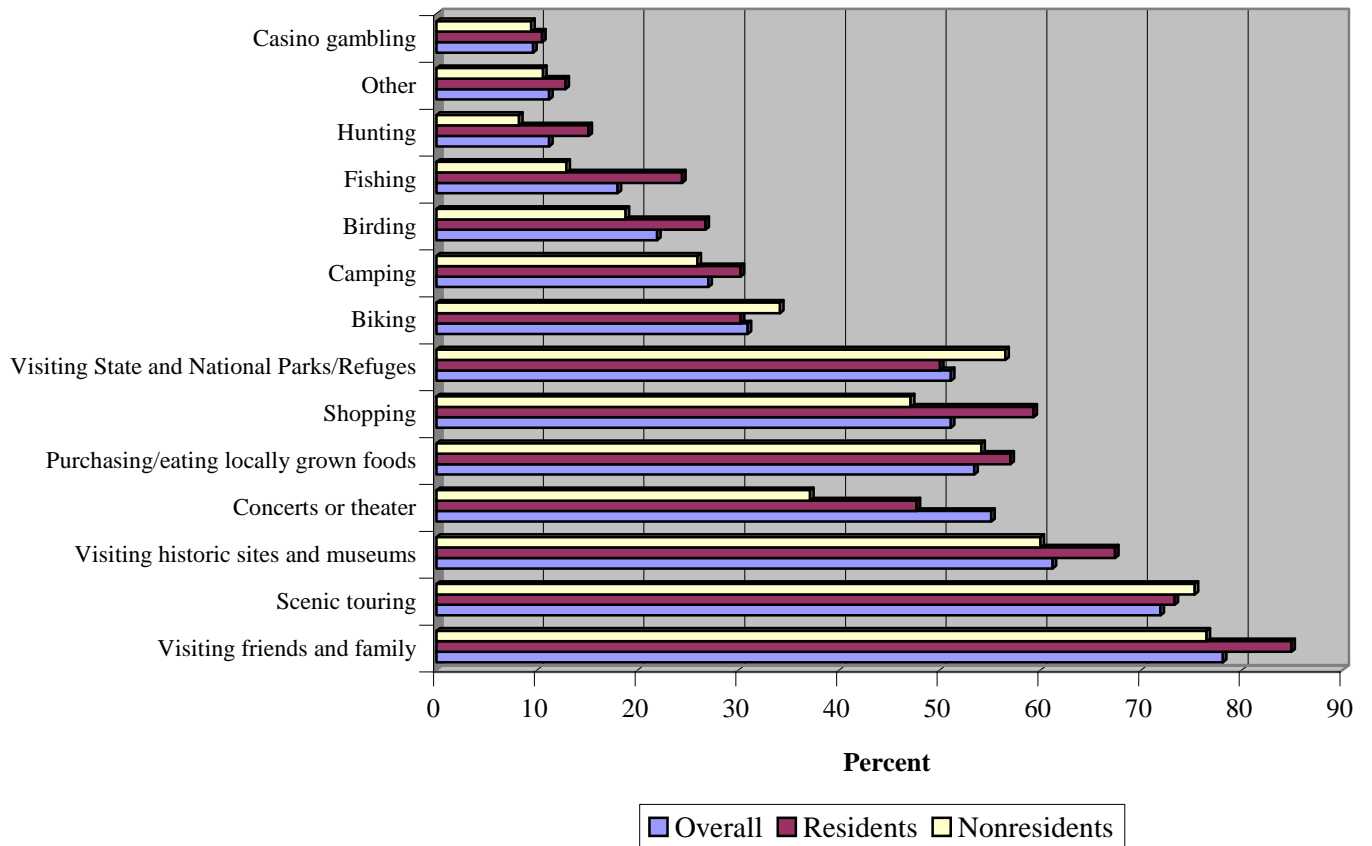


Figure 7. Participation in other recreation activities among respondents to the 2005 Meander Art Crawl visitor questionnaire.