

The Profile of Travelers in Minnesota Summer 2005 through Spring 2006 (June 2005 – May 2006)

Prepared for:

Explore Minnesota Tourism
State of Minnesota



UNIVERSITY OF MINNESOTA



and

**Minnesota Arrowhead Association
Minnesota Heartland Tourism Association
Southern Minnesota Tourism Association
Metro Tourism Committee**

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1.0 Introduction

The purpose of this report is to summarize the key findings from the annual Minnesota Traveler Profile Study and the data collection process employed. The traveler profile is part of a 12-month economic impact and traveler profile research study for the State of Minnesota. The research approach employed is designed to capture economic impact data (i.e., economic impact of traveler expenditures on the state of Minnesota) and traveler profile data concurrently.

The Traveler Profile report provides results from surveys of travelers intercepted throughout the state during the 12-month period, June 2005 through May 2006. To qualify for the survey, the traveler could not reside in the immediate area and had to be either spending at least one night in the area or, if a day traveler, had to have traveled at least 50 miles from home.

Davidson-Peterson Associates previously prepared reports for each of the first three quarters of the year-long study. This is the final report and incorporates the data collected over the 12-month period to provide an annual traveler profile. The quarterly data was collected according to the following interviewing schedule by season:

Season	Interviewing Period
Summer 2005	June – August 2005
Fall 2005	September – November 2005
Winter 2005-2006	December 2005 – February 2006
Spring 2006	March – May 2006

To reflect seasonal and regional visitation patterns more accurately, Davidson-Peterson Associates has balanced the sample according to the person-visit estimates from the economic impact portion of the research study. With this modest weighting, the annual traveler profile study results are based on a sample of travelers in Minnesota which is balanced so as to be directly proportional to the estimated number of travelers by region and season. Additionally, the sample for the Winter 2005-2006 period in the Southern region was rebalanced to compensate for a higher than expected incidence of skiers and conventioners due to interview locations.

This sample balancing could only be completed after calculating estimates of statewide visitation from the economic impact research at the conclusion of the year-long study. In contrast, the results summarized in the three previous quarterly reports (Summer 2005, Fall 2005, and Winter 2005-06) were based on actual completes and not the balanced completes.

Please refer to Section 5.0 Methodology for a more detailed explanation of the research procedures.

A summary of the findings in total, by region, and by season are presented in the following sections. Wherever differences among *regional* or *seasonal* results are discussed in the findings, the differences are significant at the 95% confidence level. Refer to the appendix for an explanation of significant differences and tables that show all significant differences among survey results by region and then separately by season.

2.0 Executive Summary

2.1 Introduction

The purpose of this report is to summarize the key findings from the annual Minnesota Traveler Profile Study. The traveler profile is part of a 12-month economic impact and traveler profile research study which was a joint project with Explore Minnesota Tourism, the University of Minnesota Tourism Center* and the Minnesota Arrowhead, Minnesota Heartland and Southern Minnesota Tourism Associations and the Metro Tourism Committee. The research approach employed is designed to capture economic impact data (i.e., economic impact of traveler expenditures on the state of Minnesota) and traveler profile data concurrently. The Traveler Profile report provides results from 2,292 surveys of travelers intercepted throughout the state during the 12-month period, June 2005 through May 2006.

2.2 The Findings

Typically, Minnesota travelers were middle-aged and white. The vast majority lived in the United States and half were Minnesota residents.

Most travelers in Minnesota were taking a vacation or short pleasure trip, traveling in parties of two or three people, and staying a total of three to four nights. Also, most travel parties had no children younger than 18 in them and most were repeat travelers having taken at least one pleasure trip in Minnesota in the last 5 years. Most travelers stayed in paid accommodations and the most popular activities were dining out, shopping, visiting friends or relatives, and sightseeing or driving for pleasure.

* The University of Minnesota Tourism Center is a collaboration of the College of Food, Agricultural and Natural Resource Sciences and the University of Minnesota Extension Service.

Regional Comparisons

- Travelers in the ***Metro region*** were less likely to be Minnesota residents than from elsewhere. While the average length of stay among Metro region travelers tended to be longer than travelers in other regions, they were less likely to stay in paid accommodations on their trip and more likely to stay with friends or relatives. The most frequently mentioned activities among Metro travelers were: dining out, shopping, attending fairs or festivals, and taking in city sites.
- The ***Northcentral/West region*** attracted a higher proportion of travelers from its neighboring state, North Dakota, than did other regions. Travelers in the Northcentral/West region were more likely than those in other regions to visit friends and relatives on their trip. Shopping for gifts or souvenirs, visiting state or national parks and participating in physical outdoor activities (hiking, fishing, swimming, etc.) were more prevalent activities among Northcentral/West region travelers than they were among Metro and Southern region travelers.
- Travelers in the ***Southern region*** were older than were travelers in other regions. When compared with travelers in other regions, Southern region travelers were least likely to be traveling for a vacation or short pleasure but more likely to be traveling for personal reasons (e.g., wedding, funeral, etc.). The incidence of staying in a hotel/motel/historic inn was highest among travelers in the Southern region.
- The ***Northeast region*** had the highest proportion of in-state travelers when compared with other regions. When compared with travelers in other regions, Northeast region travelers were more likely to be engaged in activities such as: sightseeing or driving for pleasure, driving on scenic byways, hiking, taking in city sites, visiting historic sites, and visiting other [than art] museums.

Seasonal Comparisons

- When compared with travelers in other seasons, ***summer season travelers*** were more likely to be on a vacation or short pleasure trip, staying longer, and participating in activities such as: sightseeing or driving for pleasure, taking in city sites, hiking, fishing, and lake/river swimming.

- **Fall season travelers** were most likely to be traveling without children in their travel party and to be visiting friends or relatives, attending fairs or festivals, casino gaming, and viewing fall colors.
- Compared with other travelers, **winter season travelers** were more likely to be men and to be in larger travel parties staying fewer nights. Winter season travelers were more likely to dine out, attend amateur sporting events, partake in nightlife or evening entertainment, and downhill ski or snowboard.
- Travel for business or work and staying in paid accommodations were most prevalent among **spring season travelers** when compared with travelers in other seasons. These travelers were least likely to be on a day trip.

3.0 The Profile of Minnesota Travelers by Region

This section details the findings concerning the profile of Minnesota travelers *overall* and by each of the four *geographic regions*: Metro, Northcentral/West, Southern, and Northeast.

3.1 Demographic and Socioeconomic Profile

- The average age of travelers was 43.5 years. Travelers in the Northeast tended to be, on average, younger (40.7 years) and older in the Southern region (47.0 years) when compared with travelers in other regions.
- The median household income was \$67,200. Median incomes were highest among travelers in the Southern (\$73,600) and Metro (\$71,000) regions and lowest in the Northeast (\$62,300) and Northcentral/West (\$58,900) regions.
- Nine travelers in ten identified themselves as white (91%).
- The vast majority of travelers lived in the United States (96%) and half were residents of Minnesota (48%). Travelers in Minnesota resided in 48 different states. Beyond Minnesota, the leading states of residence were the contiguous states of Wisconsin (7%), North Dakota (6%), Iowa (4%), and South Dakota (2%), plus Illinois (2%) and Texas (2%).

The Northeast region had the largest proportion of travelers from within Minnesota (75%). The Metro region had the highest incidence of travelers (26%) from an “other state” (i.e., states not included in top 8 states of residence mentioned among Minnesota travelers). Northcentral/West region travelers were more likely to reside in North Dakota (23%) versus travelers in other regions, while Southern region travelers were more likely to reside in Iowa (12%).

**Table 3.1:
Demographic and Socioeconomic Profile**

	State Total	Region			
	June 2005– May 2006 Base: 2292	Metro 1027	North- central/ West 481	Southern 428	Northeast 356
Age:					
18 to 24	10%	10%	11%	7%	13%
25 to 29	9	9	9	6	11
30 to 39	19	20	20	14	23
40 to 49	24	25	24	24	26
50 to 59	20	20	22	20	15
60 to 64	6	5	5	13	5
65 and older	7	8	7	9	4
No Answer	4	4	2	7	3
Average Age	43.5 years	43.2	43.2	47.0	40.7
Income:					
Less than \$25,000	8%	7%	14%	4%	11%
\$25,000 to \$34,999	8	6	13	6	9
\$35,000 to \$49,999	12	11	12	14	14
\$50,000 to \$74,999	21	22	24	17	21
\$75,000 to \$99,999	15	15	13	19	16
\$100,000 to \$124,999	11	11	11	11	8
\$125,000 to \$149,999	4	4	4	4	4
\$150,000 or more	7	8	5	6	5
No Answer	13	16	5	18	12
Estimated Median Income	\$67,200	\$71,000	\$58,900	\$73,600	\$62,300
Gender:					
Male	50%	47%	54%	49%	52%
Female	48	52	44	48	44
No Answer	2	2	2	2	4
Racial/Ethnic Background:					
American Indian	2%	2%	2%	1%	2%
Asian	1	2	1	*	1
Black	2	2	2	2	1
Hispanic	2	3	2	2	1
White	91	89	91	92	93
Other	1	1	*	1	1
No Answer	3	3	2	3	2

* Less than 0.5%

**Table 3.1 (continued):
Demographic and Socioeconomic Profile**

	State Total	Region			
	June 2005– May 2006	Metro	North- central/ West	Southern	Northeast
Base:	2292	1027	481	428	356
Residence:					
<u>United States</u>	<u>96%</u>	<u>95%</u>	<u>97%</u>	<u>97%</u>	<u>98%</u>
Minnesota	48	40	48	42	75
Wisconsin	7	8	1	9	6
North Dakota	6	2	23	1	1
Iowa	4	3	2	12	2
South Dakota	2	2	2	2	*
Illinois	2	3	1	4	2
California	2	2	*	3	*
Texas	2	2	1	2	*
Other state	16	26	10	14	3
State not specified	12	12	12	11	10
Canada	1	1	1	1	1
Another Country	1	2	*	2	1
No Answer	1	2	1	1	*

* Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the "Other state" category.

3.2 Travel Party and Trip Profile

- Three travelers in five were on a vacation or short pleasure trip (61%), while 20% were traveling for personal reasons (e.g., a wedding, funeral, medical, etc.).

Travelers in the Southern region were least likely to have been on a vacation or short pleasure trip (42%) as compared to the Metro (58%), Northcentral/West (76%) and Northeast (75%) regions. In contrast, travelers in the Southern region were more likely than those in other regions to have been traveling for personal reasons (32%).

Travelers in both the Metro and Southern regions were more likely to travel for business reasons (17% and 19%) and for conventions/conferences (13% and 9%).

- The average party size was 2.8 people. Travelers in the Northcentral/West and Northeast regions were likely to have larger travel parties (2.9 people) than were those in the Metro (2.7) or Southern (2.6) regions.
- The average number of nights travel parties intended to stay overnight in the area was 3.4 nights. Travelers in the Northeast region had the shortest average length of stay (2.8 nights).
- Two thirds of Minnesota travelers had no children younger than 18 in their travel party (68%). Travelers in the Northeast region were more likely to have children in their travel party than those in the Southern region (35% and 27%).
- Four travelers in five had taken a pleasure trip in Minnesota during the last five years (83%). Travelers in the Metro and Southern regions were more likely than those in other areas to be first-time travelers to Minnesota (20% and 17%).
- The estimated median number of trips to Minnesota in the last five years was 5.6. Travelers in the Northeast and Northcentral/West regions have taken more Minnesota trips in the last five years (7.0 and 6.7 trips respectively) than did travelers in the Southern (4.9 trips) and Metro (4.7 trips) regions.

- Three travelers in five stayed in paid accommodations (62%), primarily hotels or motels (52%), with fewer staying at resorts (3%), bed and breakfasts (1%), or vacation rentals (1%).

In general, travelers in the Metro region were least likely to stay in paid accommodations (56%) than any other region. When compared with other regions, travelers in the Southern region were most likely to stay in a hotel/motel/historic inn (64%) while Northcentral/West travelers were least likely to stay in a hotel/motel/historic inn (42%).

The incidence of staying in resorts was higher among Northcentral/West and Northeast region travelers (6% each) than among Metro and Southern region travelers (1% each). Metro region travelers were also less likely to stay in a tent or RV at a campground (1% tent and 1% RV) than were travelers in the Northcentral/West or Northeast regions. Vacation rentals (e.g., vacation home/condo/cabin/houseboat) were a more frequent lodging choice among Northeast travelers (4%) than among travelers in other regions.

- One traveler in five stayed in unpaid accommodations (18%). Travelers in the Metro region were most likely to stay at the home of family or friends (20%) while travelers in the Northeast region were least likely (6%).
- Twenty percent of Minnesota travelers were on a daytrip (20%). Travelers in the Metro and Northeast regions were more likely to be on a daytrip (23% and 22%) than were those in the Southern (18%) and Northcentral/West (14%) regions.
- Travelers participated in numerous activities during their trip. Dining out (63%), shopping (53%), visiting friends or relatives (27%), and sightseeing or driving for pleasure (24%) were among the most frequently mentioned trip activities.

General Activities

Travelers in the Southern and Northeast regions more frequently mentioned dining out as an activity (67% and 66%) than did Northcentral/West region travelers (58%). Northeast travelers were more likely to participate in sightseeing/driving for pleasure (45%) and driving on designated scenic byways (34%) than were travelers in other regions. Metro and Northeast travelers were more likely to take in city sites on their trip (23% and 28%). A higher proportion of travelers in the Northcentral/West region participated in casino gaming (20%) than did travelers in other regions. Viewing fall colors was more popular among Northcentral/West travelers (7%) than among those in the Metro (3%) and Southern (4%) regions.

Shopping

Travelers in the Southern and Northeast regions were least likely to have selected any type of shopping as an activity engaged in (41% and 47%) during their trip. Metro region travelers were more likely to have shopped at the Mall of America (32%), while Northcentral/West and Northeast travelers were more likely to have shopped for gifts and souvenirs (33% and 32%) as compared to Metro and Southern travelers (18% and 20%). General or mall shopping was least prevalent among travelers in the Northeast region (14%).

Visiting People or Places

Northcentral/West travelers were most likely to visit friends and relatives (39%). State or national parks in Minnesota were predominantly visited by travelers in the Northeast (31%) and Northcentral/West (28%). Travelers in the Northeast were most likely to visit historic sites (29%) and other [than art] museums (22%). In contrast, travelers in the Metro region were most likely to go to amusement parks or carnivals while on their trip (13%) as compared to travelers in other regions.

Attending Events

Metro region travelers were more likely to have attended events (54%) than were travelers in other regions, including fairs or festivals (30%) and amateur sporting events (16%).

Active Recreation

Participation in active recreation was least likely among Metro region travelers (20%) and most likely among Northcentral/West and Northeast regions (65% and 61%). When compared with travelers in any other region, Northcentral/West travelers more frequently participated in fishing (24%), lake/river swimming (22%), motor-boating/water skiing (13%), biking (12%), and golfing (11%). Hiking was the most prevalent outdoor activity in the Northeast (31%) and to a lesser extent in the Northcentral/West (17%) versus the Metro and Southern regions. Additionally, a higher proportion of Northcentral/West and Northeast region travelers cited pool swimming as a trip activity (16% and 19%) than did Metro and Southern travelers. The incidence of wildlife viewing or bird watching was lowest among Metro travelers (1%).

**Table 3.2:
Travel Party and Trip Profile**

	State Total June 2005– May 2006 2292	Region			
		Metro 1027	North- central/ West 481	Southern 428	Northeast 356
Trip Purpose (multi-response):					
Vacation or short pleasure trip	61%	58%	76%	42%	75%
Personal (e.g., wedding, funeral, medical, etc.)	20	16	19	32	17
Convention or conference	8	13	2	9	2
Business or work	14	17	7	19	8
No Answer	1	1	1	1	2
Travel Party Size:					
1 person	18%	24%	11%	18%	11%
2 people	34	30	36	40	38
3 to 4 people	32	29	35	31	35
5 or more people	16	17	17	11	16
Average Travel Party Size	2.8	2.7	2.9	2.6	2.9
Total Trip Length of Stay:					
Daytripper	20%	23%	14%	18%	22%
1 night	17	14	17	28	14
2 nights	23	17	27	24	32
3 to 6 nights	32	37	34	21	27
7 or more nights	8	8	9	10	5
Average Nights (Excluding Daytrippers)	3.4	3.7	3.2	3.3	2.8
Children in Travel Party					
One or more children under 18 years old	32%	32%	32%	27%	35%
No children	68	68	68	73	65
Ages of Children in Travel Party					
<i>Younger than 6 years old</i>					
None	89%	90%	87%	91%	87%
One or more	11	10	13	9	13
<i>6 to 11 years old</i>					
None	85	84	85	86	85
One or more	15	16	15	14	15
<i>12 to 17 years old</i>					
None	83	82	83	87	81
One or more	17	18	17	12	19

**Table 3.2 (continued):
Travel Party and Trip Profile**

	State Total June 2005– May 2006 Base: 2292	Region			
		Metro 1027	North- central/ West 481	Southern 428	Northeast 356
Minnesota Trips in Last 5 Years					
None	15%	20%	5%	17%	7%
1 trip	8	9	7	9	4
2 to 4 trips	24	23	28	23	26
5 to 10 trips	21	16	26	21	30
More than 10 trips	30	31	32	27	31
No Answer	1	1	1	2	2
Estimated Median Trips	5.6	4.7	6.7	4.9	7.0
Lodging:					
<u>Paid Accommodations</u>	<u>62%</u>	<u>56%</u>	<u>64%</u>	<u>71%</u>	<u>69%</u>
Hotel/Motel/Historic Inn	52	53	42	64	50
Resort	3	1	6	1	6
Bed & Breakfast	1	1	1	1	1
Vacation home/condo/cabin/houseboat you rented	1	*	2	*	4
In a tent at a campground	3	1	7	2	5
In an RV at a campground	2	1	6	2	4
<u>Unpaid Accommodations</u>	<u>18%</u>	<u>21%</u>	<u>22%</u>	<u>12%</u>	<u>9%</u>
Home of family or friends	15	20	15	11	6
Vacation home/condo/cabin/houseboat of family or friend	2	1	4	*	1
At your vacation home/condo/cabin/ houseboat	1	*	1	*	1
At a campground with no fee	1	*	1	*	1
<u>Day tripper</u>	<u>20%</u>	<u>23%</u>	<u>14%</u>	<u>18%</u>	<u>22%</u>
Activities:					
<u>General (checked one or more below)</u>	<u>79%</u>	<u>75%</u>	<u>80%</u>	<u>80%</u>	<u>86%</u>
Dining out	63	62	58	67	66
Sightseeing or driving for pleasure	24	15	32	22	45
Taking in city sites	20	23	12	17	28
Nightlife or evening entertainment	16	19	18	8	16
Driving on designated scenic byways	13	7	14	12	34
Casino gaming	12	7	20	11	14
Viewing fall colors	4	3	7	5	4
<u>Shopping (checked one or more below)</u>	<u>53%</u>	<u>59%</u>	<u>55%</u>	<u>41%</u>	<u>47%</u>
For gifts or souvenirs	24	18	33	20	32
At the Mall of America	17	32	7	5	3
General or mall shopping	20	23	19	21	14
Arts, crafts, or antiques	9	5	14	11	12
Outlet shopping	9	10	11	9	6

* Less than 0.5%

**Table 3.2 (continued):
Travel Party and Trip Profile**

	State Total	Region			
	June 2005– May 2006 Base: 2292	Metro 1027	North- central/ West 481	Southern 428	Northeast 356
<u>Visiting (checked one or more below)</u>	<u>51%</u>	<u>45%</u>	<u>65%</u>	<u>41%</u>	<u>65%</u>
Friends or relatives	27	25	39	24	21
State or national parks	15	5	28	9	31
Historic sites	12	5	13	12	29
Other museums	9	5	9	7	22
Amusement parks or carnivals	9	13	8	3	6
Art museums	6	7	6	5	7
Indoor water parks	3	3	2	2	2
Indian areas	3	1	4	4	3
Outdoor water parks	2	1	3	2	2
Other attraction	1	1	1	1	2
<u>Attending (checked one or more below)</u>	<u>39%</u>	<u>54%</u>	<u>29%</u>	<u>26%</u>	<u>24%</u>
Fairs or festivals	18	30	9	6	8
Amateur sporting events	12	16	11	8	9
Popular music concerts or shows	5	5	6	3	3
Professional sporting events	5	6	4	3	3
Theater performances	3	4	3	3	4
Classical music concerts	2	1	2	2	1
Other events	3	2	1	7	1
<u>Participating In (checked one or more below)</u>	<u>38%</u>	<u>20%</u>	<u>65%</u>	<u>29%</u>	<u>61%</u>
Pool swimming	12	8	16	9	19
Hiking	11	4	17	7	31
Fishing	9	4	24	5	8
Lake/river swimming	7	2	22	3	7
Wildlife viewing or bird watching	6	1	11	6	11
Biking	6	2	12	7	8
Golfing	5	2	11	3	4
Canoeing	4	1	8	2	5
Motor boating/water skiing	4	1	13	2	2
Downhill skiing or snowboarding	3	2	4	2	7
Snowmobiling	1	*	1	*	6
Off-road ATV driving	2	1	4	1	3
Jet skiing	2	*	8	*	1
Cross-country skiing	1	*	1	*	2
Ice Fishing	1	1	1	*	2
Hunting	1	1	2	1	2
Other activity	2	2	2	2	4
No Answer	3	3	*	7	2

* Less than 0.5%

4.0 The Profile of Minnesota Travelers by Season

This section presents a comparative *seasonal* profile of Minnesota travelers. In examining the findings by season, differences emerged in the profiles of Minnesota travelers during June 2005 through May 2006 as well as travel party and trip characteristic profiles.

4.1 Demographic and Socioeconomic Profile

- A higher proportion of travelers in the winter season were men (57%) and self-identified as white (94%) than were those in other seasons.
- Fall season travelers had the lowest median income of the four seasons (\$57,300).
- The proportion of in-state travelers did not differ significantly by season (45% in spring to 49% in fall). Travelers in the spring (21%) and summer (17%) seasons were more likely than those in the fall (13%) and winter (13%) seasons to reside in an “other state” (i.e., states not included in top 8 states of residence mentioned among Minnesota travelers).

**Table 4.1:
Demographic and Socioeconomic Profile**

	State Total	Season			
	June 2005– May 2006 Base: 2292	June- August 2005 872	September- November 2005 541	December 2005- February 2006 374	March- May 2006 505
Age:					
18 to 24	10%	10%	11%	13%	7%
25 to 29	9	9	10	8	7
30 to 39	19	20	16	21	21
40 to 49	24	21	25	27	28
50 to 59	20	20	19	16	22
60 to 64	6	7	7	7	5
65 and older	7	7	9	5	8
No Answer	4	6	3	3	3
Average Age	43.5 years	43.2	44.0	42.1	44.5
Income:					
Less than \$25,000	8%	8%	12%	8%	6%
\$25,000 to \$34,999	8	8	10	6	7
\$35,000 to \$49,999	12	13	15	10	10
\$50,000 to \$74,999	21	21	19	22	24
\$75,000 to \$99,999	15	15	15	17	15
\$100,000 to \$124,999	11	10	7	10	15
\$125,000 to \$149,999	4	4	2	6	5
\$150,000 or more	7	6	5	10	7
No Answer	13	16	15	10	11
Estimated Median Income	\$67,200	\$66,100	\$57,300	\$73,300	\$72,500
Gender:					
Male	50%	48%	48%	57%	49%
Female	48	50	50	40	49
No Answer	2	2	2	2	1
Racial/Ethnic Background:					
American Indian	2%	1%	2%	2%	1%
Asian	1	1	1	*	2
Black	2	2	3	1	1
Hispanic	2	3	3	2	1
White	91	90	88	94	91
Other	1	1	0	*	1
No Answer	3	3	3	1	3

* Less than 0.5%

**Table 4.1 (continued):
Demographic and Socioeconomic Profile**

	State Total	Season			
		June-August 2005	September- November 2005	December 2005- February 2006	March- May 2006
	Base: June 2005– May 2006 2292	872	541	374	505
Residence:					
<u>United States</u>	<u>96%</u>	<u>97%</u>	<u>96%</u>	<u>98%</u>	<u>95%</u>
Minnesota	48	48	49	48	45
Wisconsin	7	7	7	6	5
North Dakota	6	3	10	4	7
Iowa	4	5	4	4	4
South Dakota	2	2	2	2	*
Illinois	2	3	2	2	2
California	2	2	1	3	1
Texas	2	2	1	1	2
Other state	16	17	13	13	21
State not specified	12	10	11	17	12
Canada	1	2	1	1	1
Another Country	1	1	1	1	2
No Answer	1	1	2	*	2

* Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the "Other state" category.

4.2 Travel Party and Trip Profile

Travel Party

- Summer season travelers were most likely to be on a vacation or short pleasure trip (71%) and least likely to be traveling for business or work (6%) when compared with travelers in other seasons. Spring season travelers were least likely to be on a vacation or short pleasure trip (47%) when compared with travelers in other seasons. Travel for business or work was most likely to occur in the spring season (26%).
- The average party size was larger in the winter than in other seasons (3.0 people). The average number of nights travel parties stayed was longest in the summer (3.8 days) and shortest in the winter (2.8 days).
- Although the majority of travelers in Minnesota did not have children in their travel party, travelers in the fall season were more likely to have no children (74%) when compared with summer (68%), winter (64%), and fall (66%) travelers.
- The incidence of first-time travelers in Minnesota (last five years) was higher in the summer (17%) and spring (19%) than in fall (9%) and winter (11%). The median number of trips in Minnesota was lowest among summer season travelers (4.7 trips in the last five years) versus travelers in other seasons.

Trip Profile

- Spring travelers were most likely to stay in paid accommodations (76%). Winter and spring travelers were more likely to stay in hotel/motel/historic inn accommodations (59% winter and 66% spring) than fall season travelers (50%). Summer season travelers were least likely to stay in hotel/motel/historic inn accommodations (44%).
- The incidence of summer and fall travelers staying in unpaid accommodations (19% and 23%) was higher than that of winter and spring travelers (14% and 12%). Fall season travelers were more likely to stay in the home of family or friends (21%) than travelers in any other season. Conversely, spring season travelers were least likely to stay in the home of family or friends (9%).

- Travelers in the spring season were less likely to be on a daytrip (13%) than were those in other seasons (22 to 24%).
- The types of activities Minnesota travelers participated in while on their trip tended to differ by season.

General Activities

Dining out was a key activity for all travelers but was most prevalent among winter and spring travelers (68% in each season). Summer travelers were more likely to sightsee or drive for pleasure (33%) and take in city sites (25%) than were travelers in other seasons. Fall travelers were more likely to partake in casino gaming (17%) and viewing fall colors (14%). Participating in nightlife or evening entertainment was highest in the fall (20%) and winter (19%). Winter travelers were least likely to indicate they would be driving on designated scenic byways during their trip (6%).

Shopping

The proportion of travelers who shopped on their trip was roughly the same across all seasons. However, summer and fall travelers were more likely to shop at the Mall of America (20% and 19%) as compared to winter travelers (13%). Spring travelers were more likely to do general or [other] mall shopping (24%).

Visiting People or Places

Fall travelers were more likely to visit friends and relatives (34%) than were those in other seasons. Summer and spring travelers more frequently mentioned visiting state/national parks (18% and 22% respectively) and historic sites (17% and 14%) than did fall and winter travelers. Summer and fall travelers were more likely to visit amusement parks or carnivals (13% and 12%). Additionally, summer travelers had a higher incidence of going to art museums (9%) than did fall and winter travelers (5% each).

Attending Events

Attending fairs or festivals was most likely among summer and fall travelers (19% and 29%) versus winter and spring travelers. Amateur sporting events were a more popular activity among winter and spring travelers (29% and 23%). The frequency of attending *professional* sporting events was higher among summer travelers (7%) than among winter (4%) and spring (3%) travelers.

Active Recreation

Summer travelers were more likely to participate in fishing (14%), lake/river swimming (13%), wildlife viewing or bird watching (9%), golfing (7%), and motor boating/water skiing (7%) than were travelers in other seasons. Winter travelers were more likely to participate in downhill skiing or snowboarding (16%), snowmobiling (5%), ice fishing (4%), and cross-country skiing (3%). Hiking was a more prevalent activity among spring (14%), summer (16%), and fall (9%) travelers than among winter travelers (1%).

**Table 4.2:
Travel Party and Trip Profile**

	State Total	Season			
	June 2005– May 2006 Base: 2292	June- August 2005 872	September- November 2005 541	December 2005- February 2006 374	March- May 2006 505
Trip Purpose (multi-response):					
Vacation or short pleasure trip	61%	71%	58%	63%	47%
Personal (e.g., wedding, funeral, medical, etc.)	20	17	20	22	23
Convention or conference	8	8	10	6	9
Business or work	14	6	16	11	26
No Answer	1	2	2	*	*
Travel Party Size:					
1 person	18%	16%	17%	14%	26%
2 people	34	36	39	30	29
3 to 4 people	32	30	32	36	31
5 or more people	16	17	13	20	13
Average Travel Party Size	2.8	2.8	2.7	3.0	2.6
Total Trip Length of Stay:					
Daytripper	20%	22%	21%	24%	13%
1 night	17	14	15	24	19
2 nights	23	20	22	30	23
3 to 6 nights	32	33	36	16	37
7 or more nights	8	11	6	6	8
Average Nights (Excluding Daytrippers)	3.4	3.8	3.2	2.8	3.3
Children in Travel Party					
One or more children under 18 years old	32%	32%	26%	36%	34%
No children	68	68	74	64	66
Ages of Children in Travel Party					
<i>Younger than 6 years old</i>					
None	89%	88%	91%	89%	89%
One or more	11	12	9	11	11
<i>6 to 11 years old</i>					
None	85	83	88	85	83
One or more	15	17	12	15	17
<i>12 to 17 years old</i>					
None	83	83	87	78	82
One or more	17	17	13	21	18

* Less than 0.5%

**Table 4.2 (continued):
Travel Party and Trip Profile**

	State Total	Season			
		June-August 2005	September- November 2005	December 2005- February 2006	March- May 2006
	Base: June 2005– May 2006 2292	872	541	374	505
Minnesota Trips in Last 5 Years					
None	15%	17%	9%	11%	19%
1 trip	8	10	7	6	6
2 to 4 trips	24	24	30	24	19
5 to 10 trips	21	20	25	21	20
More than 10 trips	30	27	28	37	35
No Answer	1	2	1	1	*
Estimated Median Trips	5.6	4.7	5.7	7.0	6.4
Lodging:					
<u>Paid Accommodations</u>	<u>62%</u>	<u>58%</u>	<u>56%</u>	<u>62%</u>	<u>76%</u>
Hotel/Motel/Historic Inn	52	44	50	59	66
Resort	3	4	2	1	2
Bed & Breakfast	1	1	1	1	*
Vacation home/condo/cabin/houseboat you rented	1	1	1	*	2
In a tent at a campground	3	4	2	*	4
In an RV at a campground	2	5	1	*	2
<u>Unpaid Accommodations</u>	<u>18%</u>	<u>19%</u>	<u>23%</u>	<u>14%</u>	<u>12%</u>
Home of family or friends	15	16	21	14	9
Vacation home/condo/cabin/houseboat of family or friend	2	2	2	*	2
At your vacation home/condo/cabin/houseboat	1	1	*	*	*
At a campground with no fee	1	1	*	*	1
<u>Day tripper</u>	<u>20%</u>	<u>22%</u>	<u>21%</u>	<u>24%</u>	<u>13%</u>
Activities:					
<u>General (checked one or more below)</u>	<u>79%</u>	<u>78%</u>	<u>79%</u>	<u>81%</u>	<u>79%</u>
Dining out	63	60	59	68	68
Sightseeing or driving for pleasure	24	33	18	14	23
Taking in city sites	20	25	15	19	18
Nightlife or evening entertainment	16	14	20	19	14
Driving on designated scenic byways	13	17	11	6	15
Casino gaming	12	12	17	10	7
Viewing fall colors	4	3	14	*	*
<u>Shopping (checked one or more below)</u>	<u>53%</u>	<u>52%</u>	<u>55%</u>	<u>49%</u>	<u>55%</u>
For gifts or souvenirs	24	25	24	22	22
At the Mall of America	17	20	19	13	14
General or mall shopping	20	19	20	20	24
Arts, crafts, or antiques	9	8	11	8	10
Outlet shopping	9	8	10	9	10

* Less than 0.5%

**Table 4.2 (continued):
Travel Party and Trip Profile**

	State Total	Season			
	June 2005– May 2006 Base: 2292	June- August 2005 872	September- November 2005 541	December 2005- February 2006 374	March- May 2006 505
<u>Visiting (checked one or more below)</u>	<u>51%</u>	<u>59%</u>	<u>51%</u>	<u>36%</u>	<u>50%</u>
Friends or relatives	27	27	34	21	24
State or national parks	15	18	9	3	22
Historic sites	12	17	7	4	14
Other museums	9	12	5	10	7
Amusement parks or carnivals	9	13	12	2	5
Art museums	6	9	5	5	6
Indoor water parks	3	2	4	3	4
Indian areas	3	4	2	1	3
Outdoor water parks	2	3	3	*	*
Other attraction	1	2	1	1	1
<u>Attending (checked one or more below)</u>	<u>39%</u>	<u>34%</u>	<u>43%</u>	<u>45%</u>	<u>39%</u>
Fairs or festivals	18	19	29	8	11
Amateur sporting events	12	3	7	29	23
Popular music concerts or shows	5	4	6	4	4
Professional sporting events	5	7	5	4	3
Theater performances	3	3	4	5	4
Classical music concerts	2	2	1	2	2
Other events	3	3	3	3	1
<u>Participating In (checked one or more below)</u>	<u>38%</u>	<u>41%</u>	<u>35%</u>	<u>34%</u>	<u>37%</u>
Pool swimming	12	10	12	12	15
Hiking	11	16	9	1	14
Fishing	9	14	7	*	7
Lake/river swimming	7	13	5	*	5
Wildlife viewing or bird watching	6	9	4	2	5
Biking	6	8	7	*	6
Golfing	5	7	4	*	4
Canoeing	4	5	3	*	5
Motor boating/water skiing	4	7	2	*	2
Downhill skiing or snowboarding	3	*	1	16	1
Snowmobiling	1	*	2	5	1
Off-road ATV driving	2	2	1	*	2
Jet skiing	2	3	2	*	2
Cross-country skiing	1	*	1	3	*
Ice Fishing	1	*	*	4	1
Hunting	1	2	2	1	1
Other activity	2	2	2	2	2
No Answer	3	3	3	1	5

* Less than 0.5%

5.0 Methodology

For the purposes of this study, travelers were intercepted at likely tourist sites throughout the state (accommodations, attractions, events, etc.) from June 2005 through May 2006 and asked to complete a self-administered questionnaire. To qualify for the survey, travelers could not be a year-round, seasonal, or short-term/weekend resident of either the town or city or the immediate surrounding area. In addition, respondents had to be either spending at least one night in the area or be a day traveler who had traveled at least 50 miles from their primary residence. Interviews were conducted on both weekends and weekdays as well as throughout the day and early evening. Davidson-Peterson Associates employed the services of independent data collection agencies in Minnesota to conduct the on-site interviewing.

A stratified cluster sampling technique was used in order to represent all types of travelers in each season of the year across the four Minnesota regions. To ensure that an adequate number of interviews were completed in each of the four traveling seasons, Davidson-Peterson Associates established minimum quotas for the number of interviewing days selected to intercept travelers in Minnesota and the total number of interviews by season (32 interviewing days and 800 total interviews in summer; 16 interviewing days and 400 total interviews in fall, winter, and spring). The actual number of interviewing days and total interviews completed exceeded expectations.

In total, 2,292 usable questionnaires were collected from Minnesota travelers and returned to Davidson-Peterson Associates. All returned questionnaires were checked for completeness and accuracy; verified; the data entered; and tables produced. The table below shows the total number of completed interviews by season.

Season	Interview Period	Total Interviews
Summer 2005	June – August	869
Fall 2005	September – November	449
Winter 2005-2006	December – February	472
Spring 2006	March – May	502

A sample of 2,292 is considered accurate to plus or minus 2.05 percentage points at the 95% confidence level. The following tables show the confidence levels at 95% for each season and region:

Confidence Intervals by Season

Season	Sample Size	Confidence Intervals
Summer 2005	869	± 3.32
Fall 2005	449	± 4.62
Winter 2005-2006	472	± 4.51
Spring 2006	502	± 4.37
Total	2,292	± 2.05

Confidence Intervals by Region*

Region	Sample Size	Confidence Intervals
Twin Cities Metro	634	± 3.89
Northcentral/West	594	± 4.02
Southern	540	± 4.22
Northeast	524	± 4.28
Total	2,292	± 2.05

* For a list of the Minnesota counties in each region as well as a regional map, refer to the Appendix

Roughly equal proportions of interviews were completed in each of the four (4) Explore Minnesota Tourism regions. Sample balancing was done at the end of the year-long study so that the traveler data more accurately reflects annual and regional visitation patterns. To compensate for a higher than expected incidence of skiers and conventioners in the Southern region due to interview locations during the Winter 2005-06 period, the sample was rebalanced appropriately in that region and season.

The table on the following page shows the distribution across season and region for the following:

- The estimated proportion of person-visits in each season by region;
- The number of interviews completed in each season by region;
- The weights applied to the interviews to balance the sample to the desired number of interviews in each season by region; and
- The number of interviews in the balanced sample so that the proportion matches the person-visits proportion in each season by region.

**Table 5.0:
Sample Balancing by
Estimated Proportion of Person-Visits**

	Proportion of Person- Visits	Actual Completes	Weights Applied	Balanced Completes
<u>June – August 2005</u>	<u>38.0%</u>	<u>869</u>		<u>872</u>
Metro	16.3%	248	1.508	374
Northcentral/West	8.0%	233	0.786	183
Southern	7.6%	199	0.878	175
Northeast	6.1%	189	0.742	140
<u>September - November 2005</u>	<u>23.6%</u>	<u>449</u>		<u>541</u>
Metro	10.6%	113	2.158	244
Northcentral/West	5.0%	102	1.130	115
Southern	4.2%	121	0.798	97
Northeast	3.8%	113	0.759	86
<u>December - February 2005-2006</u>	<u>16.3%</u>	<u>472</u>		<u>374</u>
Metro	7.9%	137	1.324	181
Northcentral/West	3.3%	117	0.643	75
Southern	3.0%	111	0.613	68
Northeast	2.1%	107	0.456	49
<u>March - May 2006</u>	<u>22.0%</u>	<u>502</u>		<u>505</u>
Metro	9.9%	136	1.674	228
Northcentral/West	4.7%	142	0.755	107
Southern	3.8%	109	0.811	88
Northeast	3.6%	115	0.710	82
<u>Total</u>	<u>100.0%</u>	<u>2,292</u>		<u>2,292</u>
Metro	44.8%	634		1027
Northcentral/West	21.0%	594		481
Southern	18.7%	540		428
Northeast	15.5%	524		356

Davidson-Peterson Associates, an independent marketing research company located in Kennebunk, ME, managed the fieldwork, conducted the data tabulation, and prepared this report. All procedures were conducted in accordance with accepted research standards as expressed by CASRO (Council of American Survey Research Organizations).

APPENDIX

APPENDIX A: STATISTICAL DIFFERENCES

When appropriate, significant differences at the 95% confidence level are noted in the findings. Tests of significance are statistical methods for measuring the likelihood that observed relationships in a sample are the result of real differences between the groups and not sampling error. Thus, when we state that two numbers are statistically different at the 95% confidence level, we are saying that if we were to sample the universe 100 times, at least 95 times out of 100 the samples observed would be different. In contrast, fewer than five times out of 100 there would not be any difference between the observed numbers.

The following is an example of how these tables can be interpreted and used. The proportion of female respondents in the Metro (52%) region was significantly higher than the proportion of female respondents in the Northcentral/West region (44%) and the Northeast region (44%) but not significantly higher than the proportion of female respondents in the Southern region (48%).

**Table A.1:
Demographic and Socioeconomic Profile
Statistical Differences among Regional Results**

	State Total	Region			
	June 2005 – May 2006 Base: 2292	Metro 1027 a	North- central/ West 481 b	Southern 428 c	Northeast 356 d
Average Age	43.5 years	43.2d	43.2d	47.0babd	40.7
Estimated Median Income	\$67,200	\$71,000bd	\$58,900	\$73,600bd	\$62,300
Gender:					
Male	50%	47%	54%a	49%	52%
Female	48	52bd	44	48	44
No Answer	2	2	2	2	4ab
Racial/Ethnic Background:					
White	91%	89%	91%	92%	93%a
Black	2	2d	2d	2	1
Residence:					
<u>United States</u>	<u>96%</u>	<u>95%</u>	<u>97%</u>	<u>97%</u>	<u>98%a</u>
Minnesota	48	40	48a	42	75abc
Wisconsin	7	8b	1	9b	6b
North Dakota	6	2	23acd	1	1
Iowa	4	3	2	12abd	2
South Dakota	2	2d	2d	2d	*
Illinois	2	3b	1	4b	2
California	2	2bd	*	3bd	*
Texas	2	2d	1	2d	*
Other state	16	26bcd	10d	14bd	3

*Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the "Other state" category.

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.2:
Travel Party Profile
Statistical Differences among Regional Results**

	State Total June 2005– May 2006 Base: 2292	Region			
		Metro 1027 a	North- central/ West 481 b	Southern 428 c	Northeast 356 d
Trip Purpose (multi-response):					
Vacation or short pleasure trip	61%	58% ^c	76% ^{ac}	42%	75% ^{ac}
Personal (e.g., wedding, funeral, medical, etc.)	20	16	19	32 ^{abd}	17
Convention or conference	8	13 ^{bd}	2	9 ^{bd}	2
Business or work	14	17 ^{bd}	7	19 ^{bd}	8
No Answer	1	1	1	1	2
Average Travel Party Size	2.8	2.7	2.9^{ac}	2.6	2.9^{ac}
Average Length of Stay (Excluding Daytrippers)	3.4	3.7^{bd}	3.2^d	3.3^d	2.8
Children in Travel Party					
One or more children under 18 years old	32%	32%	32%	27%	35% ^c
No children	68	68	68	73 ^d	65
Ages of Children in Travel Party					
<i>Younger than 6 years old</i>					
None	89%	90%	87%	91% ^b	87%
One or more	11	10	13 ^c	9	13
<i>6 to 11 years old</i>					
None	85	84	85	86	85
One or more	15	16	15	14	15
<i>12 to 17 years old</i>					
None	83	82	83	87 ^{ad}	81
One or more	17	18 ^c	17 ^c	12	19 ^c

*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.2 (cont'd):
Travel Party Profile
Statistical Differences among Regional Results**

	State Total	Region			
		Metro	North- central/ West	Southern	Northeast
Base:	June 2005– May 2006 2292	1027 a	481 b	428 c	356 d
Minnesota Trips in Last 5 Years					
None	15%	20% ^{bd}	5%	17% ^{bd}	7%
1 trip	8	9 ^d	7 ^d	9 ^d	4
2 to 4 trips	24	23	28 ^a	23	26
5 to 10 trips	21	16	26 ^{ac}	21	30 ^{ac}
More than 10 trips	30	31	32	27	31
No Answer	1	1	1	2	2
Estimated Median Number of Trips to Minnesota (past 5 years)	5.6	4.7	6.7^{ac}	4.9	7.0^{ac}
Lodging:					
<u>Paid Accommodations</u>	<u>62%</u>	<u>56%</u>	<u>64%^a</u>	<u>71%^{ab}</u>	<u>69%^a</u>
Hotel/Motel/Historic Inn	52	53 ^b	42	64 ^{abd}	50 ^b
Resort	3	1	6 ^{ac}	1	6 ^{ac}
Vacation home/condo/cabin/houseboat-rented	1	*	2 ^a	*	4 ^{ab}
In a tent at a campground	3	1	7 ^{ac}	2 ^a	5 ^a
In an RV at a campground	2	1	6 ^{ac}	2	4 ^a
<u>Unpaid Accommodations</u>	<u>18%</u>	<u>21%^{cd}</u>	<u>22%^{cd}</u>	<u>12%</u>	<u>9%</u>
Home of family or friends	15	20 ^{bcd}	15 ^d	11 ^d	6
Vacation home/condo/cabin/houseboat of family or friend	2	1	4 ^{acd}	*	1
At your vacation home/condo/cabin/houseboat	1	*	1 ^c	*	1 ^c
At a campground with no fee	1	*	1 ^{ac}	*	1
<u>Day tripper</u>	<u>20%</u>	<u>23%^{bc}</u>	<u>14%</u>	<u>18%</u>	<u>22%^b</u>

*Less than 0.5%

Note: Shaded percents or numbers are significantly different at the 95% confidence level than the percents or numbers in columns indicated by shaded letters.

**Table A.2 (continued):
Travel Party Profile
Statistical Differences among Regional Results**

	State Total June 2005– May 2006 Base: 2292	Region			
		Metro 1027 a	North- central/ West 481 b	Southern 428 c	Northeast 356 d
Activities:					
<u>General (checked one or more below)</u>	79%	75%	80% ^a	80%	86% ^{abc}
Dining out	63	62	58	67 ^b	66 ^b
Sightseeing or driving for pleasure	24	15	32 ^{ac}	22 ^a	45 ^{abc}
Taking in city sites	20	23 ^{bc}	12	17 ^b	28 ^{abc}
Nightlife or evening entertainment	16	19 ^c	18 ^c	8	16 ^c
Driving on designated scenic byways	13	7	14 ^a	12 ^a	34 ^{abc}
Casino gaming	12	7	20 ^{acd}	11	14 ^a
Viewing fall colors	4	3	7 ^{ad}	5	4
<u>Shopping (checked one or more below)</u>	53%	59% ^{cd}	55% ^{cd}	41%	47%
For gifts or souvenirs	24	18	33 ^{ac}	20	32 ^{ac}
At the Mall of America	17	32 ^{bcd}	7 ^d	5 ^d	3
General or mall shopping	20	23 ^d	19 ^d	21 ^d	14
Arts, crafts, or antiques	9	5	14 ^a	11 ^a	12 ^a
Outlet shopping	9	10 ^d	11 ^d	9	6
<u>Visiting (checked one or more below)</u>	51%	45%	65% ^{ac}	41%	65% ^{ac}
Friends or relatives	27	25	39 ^{acd}	24	21
State or national parks	15	5	28 ^{ac}	9 ^a	31 ^{ac}
Historic sites	12	5	13 ^a	12 ^a	29 ^{abc}
Other museums	9	5	9 ^a	7	22 ^{abc}
Amusement parks or carnivals	9	13 ^{bcd}	8 ^c	3	6 ^c
Indian areas	3	1	4 ^a	4 ^a	3 ^a
Outdoor water parks	2	1	3 ^a	2	2
<u>Attending (checked one or more below)</u>	39%	54% ^{bcd}	29%	26%	24%
Fairs or festivals	18	30 ^{bcd}	9	6	8
Amateur sporting events	12	16 ^{bcd}	11 ^c	8	9
Popular music concerts or shows	5	5 ^{cd}	6 ^{cd}	3	3
Professional sporting events	5	6 ^{cd}	4	3	3
Other events	3	2	1	7 ^{abd}	1

*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.2 (continued):
Travel Party Profile
Statistical Differences among Regional Results**

	State Total		Region			
	Base:	June 2005– May 2006 2292	Metro	North- central/ West	Southern	Northeast
			1027	481	428	356
		a	b	c	d	
<u>Participating In (checked one or more below)</u>		<u>38%</u>	<u>20%</u>	<u>65%^{ac}</u>	<u>29%^a</u>	<u>61%^{ac}</u>
Pool swimming		12	8	16 ^{ac}	9	19 ^{ac}
Hiking		11	4	17 ^{ac}	7 ^a	31 ^{abc}
Fishing		9	4	24 ^{acd}	5	8 ^{ac}
Lake/river swimming		7	2	22 ^{acd}	3	7 ^{ac}
Wildlife viewing or bird watching		6	1	11 ^{ac}	6 ^a	11 ^{ac}
Biking		6	2	12 ^{acd}	7 ^a	8 ^a
Golfing		5	2	11 ^{acd}	3	4
Canoeing		4	1	8 ^{ac}	2	5 ^{ac}
Motor boating/water skiing		4	1	13 ^{acd}	2	2
Downhill skiing or snowboarding		3	2	4 ^c	2	7 ^{abc}
Snowmobiling		1	*	1 ^c	*	6 ^{abc}
Off-road ATV driving		2	1	4 ^{ac}	1	3 ^{ac}
Jet skiing		2	*	8 ^{acd}	*	1 ^a
Cross-country skiing		1	*	1 ^{ac}	*	2 ^{ac}
Ice Fishing		1	1	1	*	2 ^c
No Answer		3	3 ^b	*	7 ^{abd}	2 ^b

*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.3:
Demographic and Socioeconomic Profile
Statistical Differences among Seasonal Results**

	State Total	Season			
		June-August 2005	September- November 2005	December 2005- February 2006	March- May 2006
	June 2005– May 2006				
	Base: 2292	872	541	374	505
		e	f	g	h
Average Age	43.5 years	43.2	44.0	42.1	44.5g
Estimated Median Income	\$67,200	\$66,100f	\$57,300	\$73,300f	\$72,500f
Gender:					
Male	50%	48%	48%	57%efh	49%
Female	48	50g	50g	40	49g
No Answer	2	2	2	2	1
Racial/Ethnic Background:					
Asian	1	1	1	*	2g
Black	2	2gh	3gh	1	1
White	91	90	88	94ef	91
Other	1	1	*	*	1g
Residence:					
<u>United States</u>	<u>96%</u>	<u>97%</u>	<u>96%</u>	<u>98%h</u>	<u>95%</u>
North Dakota	6	3	10eg	4	7e
South Dakota	2	2h	2	2	*
Other state	16	17g	13	13	21fg
State not specified	12	10	11	17ef	12
No Answer	1	1	2eg	*	2eg

*Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the "Other state" category.

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.4:
Travel Party and Trip Profile
Statistical Differences among Seasonal Results**

	State Total	Season			
		June- August 2005	September- November 2005	December 2005- February 2006	March- May 2006
	June 2005– May 2006				
	Base: 2292	872	541	374	505
		e	f	g	h
Trip Purpose (multi-response):					
Vacation or short pleasure trip	61%	71% ^{fg}	58% ^h	63% ^h	47%
Personal (e.g., wedding, funeral, medical, etc.)	20	17	20	22	23 ^e
Convention or conference	8	8	10 ^g	6	9
Business or work	14	6	16 ^{eg}	11 ^e	26 ^{efg}
No Answer	1	2 ^{gh}	2 ^h	*	*
Average Travel Party Size	2.8	2.8	2.7	3.0^{efh}	2.6
Average Length of Stay (Excluding Daytrippers)	3.4	3.8^{fgh}	3.2^g	2.8	3.3^g
Children in Travel Party					
One or more children under 18 years old	32%	32% ^f	26%	36% ^f	34% ^f
No children	68	68	74 ^{egh}	64	66
Ages of Children in Travel Party					
<i>6 to 11 years old</i>					
None	85	83%	88% ^e	85%	83%
One or more	15	17 ^f	12	15	17
<i>12 to 17 years old</i>					
None	83	83	87 ^g	78	82
One or more	17	17	13	21 ^f	18

*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.4 (continued):
Travel Party and Trip Profile**

	State Total	Season			
		June-August 2005	September- November 2005	December 2005- February 2006	March- May 2006
	Base: June 2005– May 2006 2292	872	541	374	505
		e	f	g	h
Minnesota Trips in Last 5 Years					
None	15%	17%fg	9%	11%	19%fg
1 trip	8	10fgh	7	6	6
2 to 4 trips	24	24h	30eh	24	19
5 to 10 trips	21	20	25	21	20
More than 10 trips	30	27	28	37ef	35
No Answer	1	2	1	1	*
Estimated Median Trips to Minnesota (past 5 years)					
	5.6	4.7	5.7e	7.0e	6.4e
Lodging:					
<u>Paid Accommodations</u>	62%	58%	56%	62%	76%efg
Hotel/Motel/Historic Inn	52	44	50e	59ef	66ef
Resort	3	4gh	2	1	2
In a tent at a campground	3	4fg	2g	*	4fg
In an RV at a campground	2	5fh	1	*	2
<u>Unpaid Accommodations</u>	18%	19%gh	23%gh	14%	12%
Home of family or friends	15	16h	21egh	14h	9
Vacation home/condo/cabin/houseboat of family or friend	2	2g	2g	*	2g
At a campground with no fee	1	1fg	*	*	1
<u>Day tripper</u>	20%	22%h	21%h	24%h	13%

*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.4 (continued):
Travel Party Profile
Statistical Differences among Seasonal Results**

	State Total	Season			
		June- August 2005	September- November 2005	December 2005- February 2006	March- May 2006
	June 2005– May 2006				
	Base: 2292	872	541	374	505
		e	f	g	h
Activities:					
<u>General (checked one or more below)</u>	79%	78%	79%	81%	79%
Dining out	63	60	59	68ef	68ef
Sightseeing or driving for pleasure	24	33fgh	18	14	23g
Taking in city sites	20	25fgh	15	19	18
Nightlife or evening entertainment	16	14	20eh	19eh	14
Driving on designated scenic byways	13	17fg	11g	6	15fg
Casino gaming	12	12h	17egh	10	7
Viewing fall colors	4	3	14e	*	*
<u>Shopping (checked one or more below)</u>	53%	52%	55%	49%	55%
At the Mall of America	17	20gh	19g	13	14
General or mall shopping	20	19	20	20	24e
<u>Visiting (checked one or more below)</u>	51%	59%fgh	51%g	36%	50%g
Friends or relatives	27	27g	34egh	21	24
State or national parks	15	18fg	9g	3	22fg
Historic sites	12	17fg	7	4	14fg
Other museums	9	12fh	5	10f	7
Amusement parks or carnivals	9	13gh	12gh	2	5g
Art museums	6	9fg	5	5	6
Indoor water parks	3	2	4	3	4e
Indian areas	3	4fg	2	1	3
<u>Attending (checked one or more below)</u>	39%	34%	43%e	45%e	39%
Fairs or festivals	18	19gh	29egh	8	11
Amateur sporting events	12	3	7e	29ef	23ef
Professional sporting events	5	7gh	5	4	3
Other events	3	3h	3	3	1

*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.4 (continued):
Travel Party Profile
Statistical Differences among Seasonal Results**

	State Total	Season			
		June- August 2005	September- November 2005	December 2005- February 2006	March- May 2006
Base:	2292	872	541	374	505
		e	f	g	h
<u>Participating In (checked one or more below)</u>	<u>38%</u>	<u>41%</u> ^g	<u>35%</u>	<u>34%</u>	<u>37%</u>
Pool swimming	12	10	12	12	15 ^e
Hiking	11	16 ^{fg}	9 ^g	1	14 ^g
Fishing	9	14 ^{fh}	7	*	7
Lake/river swimming	7	13 ^{fh}	5	*	5 ^g
Wildlife viewing or bird watching	6	9 ^{fgh}	4	2	5 ^g
Biking	6	8 ^g	7 ^g	*	6 ^g
Golfing	5	7 ^{fh}	4	*	4
Canoeing	4	5 ^g	3 ^g	*	5 ^g
Motor boating/water skiing	4	7 ^{fh}	2	*	2
Downhill skiing or snowboarding	3	*	1	16 ^{fh}	1
Snowmobiling	1	*	2	5 ^{fh}	1
Off-road ATV driving	2	2 ^g	1	*	2 ^g
Cross-country skiing	1	*	1	3 ^{fh}	*
Ice Fishing	1	*	*	4 ^h	1
No Answer	3	3	3	1	5 ^g

*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**APPENDIX B:
MINNESOTA'S TOURISM REGIONS**



APPENDIX C:

COUNTIES WITHIN MINNESOTA'S TOURISM REGIONS

<u>Twin Cities Metro</u>	<u>Northeast</u>	<u>Northcentral/West</u>	<u>Southern</u>
Anoka	Aitkin	Becker	Big Stone
Carver	Carlton	Beltrami	Blue Earth
Chisago	Cook	Benton	Brown
Dakota	Isanti	Cass	Chippewa
Hennepin	Itasca	Clay	Cottonwood
Ramsey	Kanabec	Clearwater	Dodge
Scott	Koochiching	Crow Wing	Faribault
Washington	Lake	Douglas	Fillmore
Wright	Pine	Grant	Freeborn
	St. Louis	Hubbard	Goodhue
		Kittson	Houston
		Lake of Woods	Jackson
		Mahnomen	Kandiyohi
		Marshall	Lac qui Parle
		Mille Lacs	Le Sueur
		Morrison	Lincoln
		Norman	Lyon
		Otter Tail	McLeod
		Pennington	Martin
		Polk	Meeker
		Pope	Mower
		Red Lake	Murray
		Roseau	Nicollet
		Sherburne	Nobles
		Stearns	Olmsted
		Stevens	Pipestone
		Todd	Redwood
		Wadena	Renville
		Wilkin	Rice
			Rock
			Sibley
			Steele
			Swift
			Traverse
			Wabasha
			Waseca
			Watonwan
			Winona
			Yellow Medicine