

THE PROFILE OF TRAVELERS IN MINNESOTA
WINTER SEASON
(2005-2006 AND 2007-2008)

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

Prepared by:

Davidson-Peterson Associates
A Division of Digital Research, Inc.
201 Lafayette Center
Kennebunk, ME 04043



providing direction in travel & tourism

May 2008

TABLE OF CONTENTS

1.0 INTRODUCTION.....	1
2.0 DETAILED FINDINGS.....	3
3.0 METHODOLOGY.....	16

APPENDIX

- A. TABLES OF STATISTICAL DIFFERENCES**
- B. TABLES OF WINTER 2007- 2008 RESULTS**
- C. MINNESOTA’S TOURISM REGIONS**
- D. COUNTIES WITHIN MINNESOTA’S TOURISM REGIONS**
- E. QUESTIONNAIRE**

1.0 INTRODUCTION

The purpose of this report is to summarize the key findings from the 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 twelve month period is from June 2007 through May 2008. The research approach is designed to capture economic impact data (i.e., economic impact of traveler expenditures on the state of Minnesota) and traveler profile data concurrently. A similar 12-month study was conducted for the same period in 2005-2006.

For the Traveler Profile Study in 2007-2008, onsite intercept interviews are conducted among travelers in Minnesota. To qualify for the study, respondents cannot reside in the immediate area and have to be either spending at least one night in the area or, if a day visitor, have to have traveled at least 50 miles from home. Over the course of the year-long study, the data is collected seasonally according to the following interviewing schedule:

Season	Interviewing Period
Summer	June – August
Fall	September – November
Winter	December– March
Spring	April – May

This report provides results from interviews of travelers throughout the state during the *winter* season – December, January, February, and March. Interview responses from the 2007-2008 winter season have been combined with interview responses from the same four-month period in 2005-2006 for presentation and analysis in this report. The combined data yield results that are more reliable and representative than the results for either of the two interview periods alone – the effect of roughly doubling the sample size and including traveler interviews at a broader selection of traveler interview sites.

This document is the third of three seasonal reports that will be incorporated into an annual traveler profile report following the spring season of 2008. At the end of the study, Davidson-Peterson Associates will provide detailed state and regional combined traveler profile information for 2005-2006 and 2007-2008, balanced by both region and season. Additionally, the Traveler Profile Study results for 2007-2008 will be used in conjunction with other survey data to estimate the seasonal and regional economic impact of Minnesota traveler expenditures at the state, regional and county level for the 12-month study period.

The detailed findings for the winter season 2005-2006/2007-2008 in total and by region are presented in the following section. Wherever differences among regional results are discussed in the findings, the differences are significant at the 95% confidence level. Refer to Appendix A for an explanation of significant differences and tables that show all significant differences among study results. Refer to Appendix B for tables summarizing results from the winter 2007-2008 study only.

Note:

The definition for the winter season was changed from a 3-month period (December, January, and February) in the 2005-2006 traveler profile study to a 4-month period (December, January, February, and March) in the 2007-2008 study. Therefore, when combining the traveler interview responses for the two winter seasons, surveys from March 2006 were included as winter responses even though they were considered to be spring responses for the 2005-2006 study. Because of the shift in the definition for the winter season, the data presented in this report is not comparable to what was reported in 2006 for the 2005-2006 winter season.

2.0 DETAILED FINDINGS

This section details the findings concerning the profile of winter seasonal Minnesota travelers overall and by each of the four geographic regions: Metro, Northcentral/West, Southern, and Northeast using combined 2005-2006/2007-2008 study data.

2.1 DEMOGRAPHIC AND SOCIOECONOMIC PROFILE

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

- The average age of adult travelers was 42.7 years. Travelers in the Northeast region were younger (38.2 years) than those in other regions. Those in the Southern region were older (48.0) than those in other regions.
- The estimated median household income was \$71,900. Median incomes were lowest among travelers in the Northcentral/West and Northeast regions (\$55,200 and \$63,200 respectively).
- Nine travelers in ten identified themselves as white (92%).
- The vast majority lived in the United States (97%) and half were residents of Minnesota (48%). Beyond Minnesota, the leading states of residence were North Dakota (8%), Wisconsin (6%), Iowa (2%), Illinois (2%), and South Dakota (2%). Only 1% of travelers were Canadian.

The Northeast had the largest proportion of travelers from within Minnesota (75%) and the Northcentral/West region had the next largest (54%). The Southern and Metro regions received only one-third of their travelers from in-state (33% each).

One-quarter of Northcentral/West region travelers were from North Dakota (24%) compared with 2-4% in each of the other regions.

Metro and Southern region travelers were more likely than those in other areas to receive visitors from other states not included in the top eight states (24% and 18% respectively).

Southern region winter travelers were more likely than those in other regions to be from Iowa (11%).

**Table 2.1:
Demographic and Socioeconomic Profile**

	State Total Winter 2005-06/ 2007-08 Base: 1060	Region			
		Metro 308	North- central/ West 249	Southern 261	Northeast 242
Age:					
18 to 24	13%	10%	14%	5%	24%
25 to 29	9	9	12	4	10
30 to 39	20	22	21	17	18
40 to 49	24	29	16	26	22
50 to 59	19	19	18	22	16
60 to 64	8	5	6	16	5
65 and older	6	4	9	8	4
No Answer	2	2	4	2	1
Average Age	42.7 years	42.4	42.0	48.0	38.2
Income:					
Less than \$25,000	9%	4%	18%	5%	12%
\$25,000 to \$34,999	7	5	14	5	6
\$35,000 to \$49,999	12	9	11	12	17
\$50,000 to \$74,999	20	21	18	18	21
\$75,000 to \$99,999	19	20	16	24	15
\$100,000 to \$124,999	11	15	9	9	10
\$125,000 to \$149,999	5	5	3	8	5
\$150,000 or more	9	13	6	8	7
No Answer	8	8	5	11	6
Estimated Median Income	\$71,900	\$83,900	\$55,200	\$79,900	\$63,200
Gender:					
Male	53%	53%	48%	58%	55%
Female	43	44	49	40	38
No Answer	4	3	3	2	7
Racial/Ethnic Background:					
White	92%	92%	90%	94%	93%
Hispanic	2	3	2	2	1
American Indian	2	2	4	1	2
Asian	1	2	2	1	1
Black	1	1	1	*	-
Other	1	1	2	*	2
No Answer	1	1	*	2	2

*Less than 0.5%

**Table 2.1 (con't):
Demographic and Socioeconomic Profile**

	State Total Winter 2005-06/ 2007-08 Base: 1060	Region			
		Metro 308	North- central/ West 249	Southern 261	Northeast 242
Residence:					
<u>United States</u>	<u>97%</u>	<u>93%</u>	<u>99%</u>	<u>98%</u>	<u>98%</u>
Minnesota	48	33	54	33	75
North Dakota	8	2	24	2	4
Wisconsin	6	7	*	8	8
Iowa	4	5	1	11	*
California	2	2	*	4	2
South Dakota	2	1	3	3	*
Illinois	2	4	*	2	*
Michigan	2	2	1	4	*
Other state	13	24	6	18	2
State not specified	11	13	10	14	6
Canada	1	3	*	*	1
Another Country	1	3	*	2	*
No Answer	1	2	*	*	*

*Less than 0.5%

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

2.2 TRAVEL PARTY AND TRIP PROFILE

Most winter seasonal travelers in Minnesota were taking either a vacation/short pleasure trip or a personal business trip, traveling in parties of two to three people, and staying a total of three nights on average. Nearly three quarters of the travel parties had no children younger than 18 in them and a sizable majority were repeat travelers having taken at least one pleasure trip to Minnesota in the last five years. Finally, three travelers in four stayed in paid accommodations and the most frequently mentioned activities were dining out, shopping, participating in active recreation, and visiting people or places.

TRAVEL PARTY

- Half the winter travelers were on a vacation or short pleasure trip (51%), while 27% were traveling for personal reasons (e.g., a wedding, funeral, or medical).

Travelers in the Northeast region were more likely than others to have been on a vacation or short pleasure trip (71%). Travelers in the Southern region were more likely than those in other regions to have been traveling on personal business (41%).

Travelers in the Metro and Southern regions were more likely to be traveling on business or to attend a convention or conference (36% and 31%) than were others.

- The average party size was 2.7 people.
- The average number of nights overnight travel parties intended to stay in the area was 2.9 nights. Travelers in the Southern region intended to stay longer (3.8) than did those in other regions.
- About one quarter of Minnesota travelers had children younger than 18 in their travel party (28%).

- Nine travelers in ten had taken a pleasure trip in Minnesota during the last five years (86%). The estimated median number of trips to Minnesota in the last five years was 6.7. The Northcentral/West and Northeast regions' winter travelers were more likely to have taken one or more pleasure trips to Minnesota (95% and 96%) than were travelers in the other regions (77% and 79%).

TRIP PROFILE

- The majority of travelers stayed in paid accommodations (74%), primarily at hotels or motels (68%), with fewer staying at resorts (3%), in RVs at a campground (<1%), or tents at a campground (<1%).

Travelers in the Southern and Northeast regions were more likely to stay in paid accommodations (79% and 80%) than those elsewhere. More Southern region winter travelers chose a hotel/motel/historic inn for their paid lodging accommodation than did so in other regions (78%). Travelers in the Northeast and Northcentral/West were more likely to stay at resorts (6% each) than were travelers in other regions.

- One Minnesota traveler in seven was on a day trip (14%). Travelers in the Metro and Southern regions were more likely to have been on a day trip (19% and 16%) than those in the Northcentral/West (9%) or Northeast (10%) regions.
- Travelers mentioned numerous activities that they participated in during their visit: dining out (76%), shopping in at least one of five categories (49%), participating in one or more outdoor activities among the 13 listed (39%), attending at least one of seven categories of events (35%), visiting friends or relatives (22%), and sightseeing or driving for pleasure (14%).

GENERAL ACTIVITIES

Sightseeing/driving for pleasure was a more popular activity among travelers in the Northcentral/West (19%) than in the Metro (10%) and Northeast (12%) regions. Northcentral/West travelers were more likely to participate in driving on designated scenic byways (10%) than were travelers in the Metro and Southern regions (5% and 4%). The prevalence of casino gaming (36%) was higher among travelers in the Northeast than elsewhere. Nightlife or evening entertainment was least prevalent in the Southern region (8%) than in other regions (16% - 28%). Metro travelers were the most likely to take in city sites on their trip (22%).

SHOPPING

Travelers in the Northeast region were less likely than those in other regions to have selected any type of shopping as an activity engaged in during their trip (29%) as compared with travelers in other regions (54% Metro, 57% Northcentral/West, and 52% Southern). Northcentral/West travelers reported a higher incidence of shopping for arts, crafts, or antiques (22%). Of the four regions, Metro travelers were most likely to have shopped at the Mall of America (24%), although 8% of Southern travelers mentioned Mall of America shopping.

ACTIVE RECREATION

Participation in all active recreation was more likely among Northcentral/West and Northeast travelers (52% and 55%) and least likely among Metro region travelers (22%). Northcentral/West travelers cited pool swimming (22%), downhill skiing (12%), and ice fishing (9%) as the active recreation they participated in most frequently while on their trip. Top active recreation pursuits among Northeast travelers included downhill skiing (29%), snowmobiling (14%), and cross-country skiing (8%).

VISITING PEOPLE OR PLACES

Northcentral/West travelers were more likely to visit friends and relatives (39%) than were travelers in other areas. Proportions for other activities in this category were fairly small.

ATTENDING EVENTS

Metro region travelers were more likely to have attended events (51%) than were travelers in other regions. Events attended more often in Metro than in other regions included amateur sporting events (24%) and fairs or festivals (12%).

**Table 2.2:
Travel Party and Trip Profile**

	State Total Winter 2005-06/ 2007-08 Base: 1060	Region			
		Metro 308	North- central/ West 249	Southern 261	Northeast 242
Trip Purpose (multi-response):					
Vacation or short pleasure trip	51%	50%	59%	28%	71%
Personal (i.e. wedding, funeral, medical)	27	18	27	41	24
Business or work	18	26	16	21	4
Convention or conference	7	10	4	10	3
Travel Party Size:					
1 person	21%	24%	24%	18%	15%
2 people	35	29	33	40	38
3 to 4 people	30	32	28	29	31
5 or more people	14	15	14	11	16
Average Travel Party Size	2.7	2.7	2.6	2.6	2.8
Total Trip Length of Stay:					
Daytripper	14%	19%	9%	16%	10%
1 night	25	23	29	20	27
2 nights	32	24	37	30	40
3 to 6 nights	23	30	21	22	18
7 or more nights	6	4	3	12	6
Average Nights (Excluding Daytrippers)	2.9	2.9	2.3	3.8	2.5
Children in Travel Party					
One or more children under 18 years old	28%	30%	28%	29%	26%
No children	72	70	72	71	74
Ages of Children in Travel Party					
<i>Younger than 6 years old</i>					
None	90%	92%	85%	90%	94%
One or more	10	8	15	10	6
<i>6 to 11 years old</i>					
None	87	86	86	88	90
One or more	13	14	14	12	10
<i>12 to 17 years old</i>					
None	85	83	88	86	82
One or more	15	17	12	14	18

**Table 2.2 (con't):
Travel Party and Trip Profile**

	State Total Winter 2005-06/ 2007-08 Base: 1060	Region			
		Metro 308	North- central/ West 249	Southern 261	Northeast 242
Minnesota Pleasure Trips in Last 5 Years					
None	13%	21%	4%	22%	2%
<u>1 or more trips</u>	<u>86</u>	<u>79</u>	<u>95</u>	<u>77</u>	<u>96</u>
1 trip	5	7	4	7	2
2 to 4 trips	24	24	26	19	26
5 to 10 trips	22	16	24	22	29
More than 10 trips	35	32	41	29	39
No Answer					
Estimated Median Trips	6.7	4.7	8.2	5.3	8.2
Lodging:					
<u>Paid Accommodations</u>	<u>74%</u>	<u>66%</u>	<u>72%</u>	<u>79%</u>	<u>80%</u>
Hotel/Motel/Historic Inn	68	65	63	78	68
Resort	3	*	6	*	6
Vacation home/condo/cabin/houseboat you rented	1	*	1	*	5
Bed & Breakfast	1	1	2	1	1
In an RV at a campground	*	*	*	*	*
In a tent at a campground	*	*	*	*	*
<u>Unpaid Accommodations</u>	<u>12%</u>	<u>15%</u>	<u>19%</u>	<u>5%</u>	<u>10%</u>
Home of family or friends	11	15	15	5	8
Vacation home/condo/cabin/houseboat of family or friend	1	*	3	*	1
At your vacation home/condo/cabin/ houseboat	*	*	1	*	*
At a campground with no fee	*	*	*	*	*
<u>Day tripper</u>	<u>14%</u>	<u>19%</u>	<u>9%</u>	<u>16%</u>	<u>10%</u>

*Less than 0.5%

**Table 2.2 (con't):
Travel Party and Trip Profile**

	State Total Winter 2005-06/ 2007-08 Base: 1060	Region			
		Metro 308	North- central/ West 249	Southern 261	Northeast 242
Activities:					
<u>General (checked one or more of the following)</u>	<u>85%</u>	<u>80%</u>	<u>88%</u>	<u>84%</u>	<u>88%</u>
Dining out	76	72	76	80	75
Nightlife or evening entertainment	18	22	28	8	16
Sightseeing or driving for pleasure	14	10	19	15	12
Casino gaming	13	7	9	4	36
Taking in city sites	13	22	12	8	8
Driving on designated scenic byways	7	5	10	4	8
<u>Shopping (checked one or more below)</u>	<u>49%</u>	<u>54%</u>	<u>57%</u>	<u>52%</u>	<u>29%</u>
General or mall shopping	21	21	25	27	12
For gifts or souvenirs	19	21	25	20	11
At the Mall of America	10	24	3	8	2
Arts, crafts, or antiques	9	4	22	6	5
Outlet shopping	8	8	10	10	2
<u>Participating In (checked one or more below)</u>	<u>39%</u>	<u>22%</u>	<u>52%</u>	<u>31%</u>	<u>55%</u>
Pool swimming	13	10	22	12	8
Downhill skiing / snowboarding	12	5	12	5	29
Snowmobiling	5	1	6	*	14
Ice Fishing	4	1	9	3	5
Hiking	3	2	6	2	3
Cross-country skiing	3	*	4	*	8
Wildlife viewing or bird watching	2	1	6	2	2
Biking	1	*	3	1	*
Hunting	1	1	1	2	*
Off-road ATV driving	*	*	1	*	1
Other activity	8	5	6	11	8

* Less than 0.5%

**Table 2.2 (con't):
Travel Party and Trip Profile**

	State Total Winter 2005-06/ 2007-08	Region			
		Metro	North- central/ West	Southern	Northeast
Base:	1060	308	249	261	242
<u>Visiting (checked one or more below)</u>	<u>37%</u>	<u>37%</u>	<u>55%</u>	<u>40%</u>	<u>18%</u>
Friends or relatives	22	22	39	19	8
Other museums	6	8	9	4	2
Historic sites	5	3	8	5	3
Art museums	4	6	7	4	*
State or national parks	3	3	6	2	3
Indoor water parks	3	2	5	4	2
Amusement parks or carnivals	2	3	2	1	2
Indian areas	2	1	3	1	2
Other attraction	4	5	3	8	2
<u>Attending (checked one or more below)</u>	<u>35%</u>	<u>51%</u>	<u>26%</u>	<u>34%</u>	<u>24%</u>
Amateur sporting events	17	24	9	19	13
Fairs or festivals	5	12	4	3	*
Theater performances	4	6	5	2	*
Popular music concerts or shows	3	4	5	1	4
Professional sporting events	2	5	*	*	2
Classical music concerts	1	2	2	*	*
Other events	7	7	7	9	5

* Less than 0.5%

2.3 TRAVEL PLANNING SOURCES

Among winter 2007 Minnesota travelers, the most frequently cited information sources used in trip planning were friends/relatives/co-workers and the Internet (41% and 49% respectively). Few travelers said they used each of the other sources of trip planning information (6% or fewer).

Travelers in the Metro region were significantly more likely to use the Internet for travel planning than travelers in other regions (68% Metro vs. 31-52% other regions) as well as airline/travel agency (11% vs. 1– 4%).

Table 2.3:
Travel Planning Sources

	State Total	Region			
	Winter 2007-08	Metro	North-central/ West	Southern	Northeast
Base:	480	137	98	122	123
Internet	49%	68%	31%	52%	37%
Friends/relatives/co-workers	41	32	62	30	47
Brochure/travel guide	6	5	8	7	4
Airline/travel agency	5	11	1	4	1
Newspaper/magazine	3	4	2	4	1
Visitor/welcome center	2	4	2	2	*
TV/radio	1	1	1	*	1
Local tourism bureau	1	2	2	1	1
State Travel Office	*	*	2	*	*
Other	20	16	14	26	21

*Less than 0.5%

Note: This question not included in the 2005-06 study.

3.0 METHODOLOGY

For the purposes of this study, travelers were intercepted at likely tourist sites throughout the state (accommodations, attractions, events, etc.) from December through March and asked to complete a self-administered questionnaire. To qualify for the study, travelers could not be year-round, seasonal, or short-term/weekend residents of either the town or city or the immediate surrounding area where they were intercepted. In addition, respondents had to be either spending at least one night in the area or be day travelers 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 to conduct the on-site interviewing in Minnesota.

Davidson-Peterson Associates used a stratified cluster sampling technique in an effort to represent all types of travelers across the four Minnesota regions. The technique allowed us to select systematically the geographic locations (i.e., zip codes) within each region that would form the sampling frame. Minimum quotas were established in total and by region to ensure that an adequate number of interviews were completed for the season.

In total, 1,060 usable questionnaires were collected from Minnesota travelers and returned to Davidson-Peterson Associates. Some 480 were conducted in December 2007 through March 2008 and 580 in December 2005 through March 2006. Roughly equal proportions of interviews were completed in each of the four (4) Explore Minnesota Tourism regions as shown on the following page.

Sample Size by Region

Region	Total	2007-2008	2005-2006
Twin Cities Metro	308	137	171
Northcentral/West	249	98	151
Southern	261	122	139
Northeast	242	123	119
Total	1060	480	580

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

Davidson-Peterson Associates re-contacted (via telephone) a portion of the onsite survey respondents to validate the authenticity of their participation and responses to selected questions. During the course of conducting these “validation” interviews for the winter 2007-2008 season, DPA discovered that a number of the surveys completed in the Northcentral/West region appeared to contain falsified information. As a result, these interviews were considered to be invalid and additional interviews were completed in order to make up for the shortfall. In total, 98 valid interviews were conducted in the Northcentral/West region for the winter 2007-2008 season, still a sufficient number to represent the region for the season. When combined with the data collected for the same four-month period in 2005-2006, the total number of interviews for the Northcentral/West is equitably balanced with other regions as shown above.

All returned questionnaires were checked for completeness and accuracy; then data entered; and data tabulations produced. Sample balancing is done at the end of each year-long study so that the traveler data more accurately reflects annual and regional visitation patterns.

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:

TABLES OF 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 incidence of Minnesota residents traveling in the Northcentral/West region (54%) was significantly higher than those traveling in the Metro (33%) and Southern (33%) regions but significantly lower than those traveling in the Northeast (75%). (See the first row of figures under the Residence break in Table A.1 on the following page.)

Note: Only those rows where there are significant differences in the results among one or more of the regions are included in the tables on the following pages.

Table A.1:
Demographic and Socioeconomic Profile – Winter 2005-06/2007-08
Statistical Differences among Regional Results

	State Total Winter 2005-06/ 2007-08 Base: 1060	Region			
		Metro 308 a	North- central/ West 249 b	Southern 261 c	Northeast 242 d
Average Age	42.7 years	42.4 d	42.0 d	48.0 abd	38.2
Estimated Median Income	\$71,900	\$83,900 bd	\$55,200	\$79,900 bd	\$63,200
Gender:					
Female	43	44	49 d	40	38
No Answer	4	3	3	2	7 c
Residence:					
United States	<u>97%</u>	<u>93%</u>	<u>99% a</u>	<u>98% a</u>	<u>98% a</u>
Minnesota	48	33	54 ac	33	75 abc
North Dakota	8	2	24 acd	2	4
Wisconsin	6	7 b	*	8 b	8 b
Iowa	4	5 bd	1	11 abd	*
Other state	13	24 bd	6	18 bd	2
State not specified	11	13 d	10	14 d	6
Canada	1	3 b	*	*	1
Another Country	1	3 d	*	2	*

*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 and Trip Profile - Winter 2005-06/2007-08
Statistical Differences among Regional Results

	State Total Winter 2005-06/ 2007-08	Region			
		Metro 308 a	North- central/ West 249 b	Southern 261 c	Northeast 242 d
Base:	1060				
Trip Purpose (multi-response):					
Vacation or short pleasure trip	51%	50% c	59% ac	28%	71% abc
Personal (i.e. wedding, funeral, medical)	27	18	27 a	41 abd	24
Business or work	18	26 bd	16 d	21 d	4
Convention or conference	7	10 bd	4	10 bd	3
Average Nights (Excluding Daytrippers)	2.9	2.9 b	2.3	3.8 abd	2.5
Ages of Children in Travel Party					
<i>Younger than 6 years old</i>					
None	90%	92% b	85%	90%	94% b
One or more	10	8	15 ad	10	6

*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 (con't):
Travel Party and Trip Profile – Winter 2005-06/2007-08
Statistical Differences among Regional Results**

	State Total Winter 2005-06/ 2007-08 Base: 1060	Region			
		Metro	North- central/ West	Southern	Northeast
		308 a	249 b	261 c	242 d
Minnesota Pleasure Trips in Last 5 Years					
None	13%	21% bd	4%	22% bd	2%
1 trip	5	7 d	4	7	2
5 to 10 trips	22	16	24 a	22	29 a
More than 10 trips	35	32	41 ac	29	39 c
Estimated Median Trips	6.7	4.7	8.2 ac	5.3	8.2 ac
Lodging:					
<u>Paid Accommodations</u>	<u>74%</u>	<u>66%</u>	<u>72%</u>	<u>79% a</u>	<u>80% ab</u>
Hotel/Motel/Historic Inn	68	65	63	78 abd	68
Resort	3	*	6 c	*	6 c
Vacation home/condo/cabin/houseboat you rented	1	*	1	*	5 b
<u>Unpaid Accommodations</u>	<u>12%</u>	<u>15% c</u>	<u>19% cd</u>	<u>5%</u>	<u>10% c</u>
Home of family or friends	11	15 cd	15 cd	5	8
<u>Day tripper</u>	<u>14%</u>	<u>19% bd</u>	<u>9%</u>	<u>16% b</u>	<u>10%</u>

*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 (con't):
Travel Party and Trip Profile – Winter 2005-06/2007-08
Statistical Differences among Regional Results**

	State Total Winter 2005-06/ 2007-08 Base: 1060	Region			
		Metro	North- central/	Southern	Northeast
		308 a	249 b	261 c	242 d
Activities:					
<u>General (checked one or more of the following)</u>	85%	80%	88% a	84%	88% a
Dining out	76	72	76	80 a	75
Nightlife or evening entertainment	18	22 c	28 cd	8	16 c
Sightseeing or driving for pleasure	14	10	19 ad	15	12
Casino gaming	13	7	9 c	4	36 abc
Taking in city sites	13	22 bcd	12	8	8
Driving on designated scenic byways	7	5	10 ac	4	8
<u>Shopping (checked one or more below)</u>	49%	54% d	57% d	52% d	29%
General or mall shopping	21	21 d	25 d	27 d	12
For gifts or souvenirs	19	21 d	25 d	20 d	11
At the Mall of America	10	24 bcd	3	8 d	2
Arts, crafts, or antiques	9	4	22 acd	6	5
Outlet shopping	8	8 d	10 d	10 d	2
<u>Participating In (checked one or more below)</u>	39%	22%	52% ac	31% a	55% ac
Pool swimming	13	10	22 acd	12	8
Downhill skiing / snowboarding	12	5	12 ac	5	29 abc
Snowmobiling	5	1	6 ac	*	14 abc
Ice Fishing	4	1	9 ac	3	5 a
Hiking	3	2	6 ac	2	3
Cross-country skiing	3	*	4 ac	*	8 abc
Wildlife viewing or bird watching	2	1	6 ad	2	2
Biking	1	*	3 a	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 (con't):
Travel Party and Trip Profile – Winter 2005-06/2007-08
Statistical Differences among Regional Results

	State Total Winter 2005-06/ 2007-08	Region			
		Metro	North- central/ West	Southern	Northeast
Base:	1060	308	249	261	242
<u>Visiting (checked one or more below)</u>	<u>37%</u>	<u>37% d</u>	<u>55% acd</u>	<u>40% d</u>	<u>18%</u>
Friends or relatives	22	22 d	39 acd	19 d	8
Other museums	6	8 cd	9 cd	4	2
Historic sites	5	3	8 ad	5	3
State or national parks	3	3	6 ac	2	3
Indoor water parks	3	2	5 ad	4	2
Other attraction	4	5 d	3	8 bd	2
<u>Attending (checked one or more below)</u>	<u>35%</u>	<u>51% bcd</u>	<u>26%</u>	<u>34% d</u>	<u>24%</u>
Amateur sporting events	17	24 bd	9	19 b	13
Fairs or festivals	5	12 bc	4	3	*
Theater performances	4	6 c	5	2	*
Popular music concerts or shows	3	4 c	5 c	1	4
Professional sporting events	2	5 bcd	*	*	2
Classical music concerts	1	2 c	2 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.3:
Travel Planning Sources – Winter 2007-08 Only
Statistical Differences among Regional Results

	State Total	Region			
	Winter 2007-2008	North-central/ West			
	Base:	Metro 137	West 98	Southern 122	Northeast 123
		a	b	c	d
Internet	49%	68% bcd	31%	52% bd	37%
Friends/relatives/co-workers	41	32	62 acd	30	47 ac
Airline/travel agency	5	11 bcd	1	4	1
Other	20	16	14	26 ab	21

*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.

Note: This question was not included in the 2005-06 study.

APPENDIX B:**TABLES OF WINTER 2007 RESULTS**

The following section includes the Traveler Profile Study results from the data collected during December of 2007, January, February, and March of 2008.

**Table B.1:
Demographic and Socioeconomic Profile – Winter 2007-2008**

	State Total	Region			
	Winter 2007-2008 Base: 480	Metro 137	North-central/ West 98	Southern 122	Northeast 123
Age:					
18 to 24	13%	6%	10%	6%	32%
25 to 29	11	9	21	7	9
30 to 39	20	23	28	22	10
40 to 49	21	29	14	25	15
50 to 59	20	23	12	20	22
60 to 64	7	6	6	10	7
65 and older	6	4	6	9	6
No Answer	1	1	2	*	1
Average Age	42.3 years	43.8	39.5	46.1	38.9
Income:					
Less than \$25,000	9%	1%	22%	6%	11%
\$25,000 to \$34,999	9	4	16	8	7
\$35,000 to \$49,999	13	9	9	11	23
\$50,000 to \$74,999	16	20	13	16	14
\$75,000 to \$99,999	21	24	18	25	15
\$100,000 to \$124,999	12	15	4	14	12
\$125,000 to \$149,999	4	4	3	2	7
\$150,000 or more	10	15	9	11	6
No Answer	6	5	4	7	6
Estimated Median Income	\$75,100	\$87,100	\$50,000	\$80,400	\$61,800
Gender:					
Male	50%	54%	48%	50%	49%
Female	44	40	46	45	46
No Answer	5	6	6	5	5
Racial/Ethnic Background:					
White	91%	90%	86%	96%	91%
Asian	2	3	2	2	2
Hispanic	2	4	2	1	2
American Indian	2	1	6	*	2
Other	2	1	2	1	2
Black	1	1	2	*	*
No Answer	1	1	*	1	2

*Less than 0.5%

**Table B.1 (con't):
Demographic and Socioeconomic Profile – Winter 2007-2008**

	State Total	Region			
	Winter 2007-2008	Metro	North-central/ West	Southern	Northeast
Base:	480	137	98	122	123
Residence:					
<u>United States</u>	<u>97%</u>	<u>91%</u>	<u>100%</u>	<u>99%</u>	<u>98%</u>
Minnesota	48	20	56	42	77
North Dakota	8	3	28	2	2
Wisconsin	7	5	1	9	11
Iowa	4	6	*	11	*
Illinois	2	5	*	3	*
Michigan	2	3	1	5	*
Texas	2	5	*	2	*
Missouri	2	1	2	3	*
Nebraska	2	3	*	3	*
Other state	15	27	9	16	7
State not specified	5	12	3	3	1
Canada	2	5	*	*	2
Another Country	1	4	*	1	*

*Less than 0.5%

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

**Table B.2:
Travel Party and Trip Profile – Winter 2007-2008**

	State Total	Region			
	Winter 2007-2008 Base: 480	Metro 137	North-central/ West 98	Southern 122	Northeast 123
Trip Purpose (multi-response):					
Vacation or short pleasure trip	45%	25%	58%	31%	71%
Personal (i.e. wedding, funeral, medical)	29	13	30	47	28
Business or work	20	48	10	12	6
Convention or conference	9	18	5	9	2
Travel Party Size:					
1 person	23%	35%	30%	13%	13%
2 people	39	34	27	50	44
3 to 4 people	27	26	29	25	29
5 or more people	11	4	14	12	14
Average Travel Party Size	2.5	2.2	2.6	2.6	2.7
Total Trip Length of Stay:					
Daytripper	7%	3%	*	20%	4%
1 night	25	20	23	22	35
2 nights	32	28	44	22	36
3 to 6 nights	29	46	27	25	17
7 or more nights	7	4	6	11	8
Average Nights (Excluding Daytrippers)	2.9	3.1	2.6	3.5	2.6
Children in Travel Party					
One or more children under 18 years old	24%	15%	35%	30%	21%
No children	76	85	65	70	79
Ages of Children in Travel Party					
<i>Younger than 6 years old</i>					
None	89%	96%	78%	89%	91%
One or more	11	4	22	11	9
<i>6 to 11 years old</i>					
None	88	94	79	84	90
One or more	13	6	21	16	10
<i>12 to 17 years old</i>					
None	89	90	89	88	88
One or more	11	10	11	12	12

**Table B.2 (con't):
Travel Party and Trip Profile – Winter 2007-2008**

	State Total	Region			
	Winter 2007-2008	Metro	North-central/ West	Southern	Northeast
Base:	480	137	98	122	123
Minnesota Pleasure Trips in Last 5 Years					
None	17%	33%	3%	25%	2%
1 trip	5	9	3	4	2
2 to 4 trips	23	26	34	20	15
5 to 10 trips	21	12	23	20	29
More than 10 trips	34	20	36	31	50
No Answer	*	*	1	*	*
Estimated Median Trips	6.1	2.9	7.1	5.4	10.1
Lodging:					
<u>Paid Accommodations</u>	<u>80%</u>	<u>92%</u>	<u>69%</u>	<u>72%</u>	<u>82%</u>
Hotel/Motel/Historic Inn	73	91	56	70	69
Resort	4	*	12	*	5
Vacation home/condo/cabin/houseboat you rented	2	*	1	*	7
Bed & Breakfast	1	1	*	2	1
In an RV at a campground	*	*	*	*	*
In a tent at a campground	*	*	*	*	*
<u>Unpaid Accommodations</u>	<u>13%</u>	<u>5%</u>	<u>31%</u>	<u>7%</u>	<u>14%</u>
Home of family or friends	12	5	24	7	13
Vacation home/condo/cabin/houseboat of family or friend	1	*	5	*	*
At your vacation home/condo/cabin/ houseboat	*	*	1	*	1
At a campground with no fee	*	*	*	*	*
<u>Day tripper</u>	<u>7%</u>	<u>3%</u>	<u>*</u>	<u>20%</u>	<u>4%</u>

*Less than 0.5%

**Table B.2 (con't):
Travel Party and Trip Profile – Winter 2007-2008**

	State Total	Region			
	Winter 2007-2008 Base: 480	Metro 137	North-central/ West 98	Southern 122	Northeast 123
Activities:					
<u>General (checked one or more below)</u>	<u>89%</u>	<u>84%</u>	<u>94%</u>	<u>85%</u>	<u>93%</u>
Dining out	82	80	81	82	85
Nightlife or evening entertainment	21	20	44	11	13
Casino gaming	14	6	15	*	37
Sightseeing or driving for pleasure	13	8	17	16	11
Taking in city sites	11	18	8	8	7
Driving on designated scenic byways	5	4	7	5	5
<u>Shopping (checked one or more below)</u>	<u>49%</u>	<u>55%</u>	<u>53%</u>	<u>54%</u>	<u>33%</u>
General or mall shopping	22	19	27	29	16
For gifts or souvenirs	19	21	24	23	7
At the Mall of America	11	31	2	7	1
Arts, crafts, or antiques	7	2	14	7	7
Outlet shopping	7	7	8	11	2
<u>Participating In (checked one or more below)</u>	<u>40%</u>	<u>23%</u>	<u>56%</u>	<u>34%</u>	<u>54%</u>
Pool swimming	12	11	27	10	4
Downhill skiing/snowboarding	7	*	2	2	25
Ice Fishing	5	*	13	4	4
Snowmobiling	4	1	7	*	8
Hiking	3	2	2	2	4
Wildlife viewing or bird watching	2	1	3	1	3
Cross-country skiing	2	1	1	*	5
Off-road ATV driving	1	*	2	1	*
Hunting	*	*	1	1	*
Biking	*	*	*	2	*
Other Activity	15	10	15	20	15
<u>Visiting (checked one or more below)</u>	<u>39%</u>	<u>35%</u>	<u>60%</u>	<u>46%</u>	<u>20%</u>
Friends or relatives	20	20	42	15	8
Historic sites	5	4	4	10	3
Other museums	4	6	2	7	2
Art museums	4	9	1	3	*
Indoor water parks	4	1	10	4	*
Amusement parks or carnivals	3	2	2	2	3
State or national parks	2	2	4	2	2
Indian areas	2	1	2	1	3
Other attraction	9	9	6	16	2

**Table B.2 (con't):
Travel Party and Trip Profile – Winter 2007-2008**

	State Total	Region			
	Winter 2007- 2008	Metro	North- central/ West	Southern	Northeast
Base:	480	137	98	122	123
<u>Attending (checked one or more below)</u>	<u>30%</u>	<u>30%</u>	<u>28%</u>	<u>47%</u>	<u>16%</u>
Amateur sporting events	11	4	9	26	6
Theater performances	3	7	2	2	*
Fairs or festivals	2	1	3	5	*
Professional sporting events	2	4	*	1	1
Popular music concerts or shows	1	1	1	1	2
Classical music concerts	*	1	*	*	*
Other events	13	15	16	13	8

**Table B.3:
Travel Planning Sources – Winter 2007 Only**

	State Total		Region			
	Base:	Winter 2007	Metro	North-central/ West	Southern	Northeast
		480	137	98	122	123
		%	%	%	%	%
Internet		49	68	31	52	37
Friends/relatives/co-workers		41	32	62	30	47
Brochure/travel guide		6	5	8	7	4
Airline/travel agency		5	11	1	4	1
Newspaper/magazine		3	4	2	4	1
Visitor/welcome center		2	4	2	2	*
TV/radio		1	1	1	*	1
Local tourism bureau		1	2	2	1	1
State Travel Office		*	*	2	*	*
Other		20	16	14	26	21

*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.

Note: This question was not included in the 2005-06 study.

APPENDIX C:

MINNESOTA'S TOURISM REGIONS



APPENDIX D:

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

APPENDIX E:
QUESTIONNAIRE

The following section includes a copy of the self-administered questionnaire used to collect data for the 2007-08 Traveler Profile Study.