

Study of Current Area Tourists: Customer Profiles – Northwest Minnesota

Prepared for:

**The Communities of Baudette, Roseau
and Warroad**

By:

UNIVERSITY OF MINNESOTA



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Final Report**

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Tourism Center

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

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EXECUTIVE SUMMARY

In cooperation with the Minnesota Office of Tourism and six communities in Northwestern Minnesota, the University of Minnesota conducted a year long visitor profile study. The study sought to collect data from those visiting two distinct regions: the Red River Valley and the Lake of the Woods. Three different communities from each region participated in the research project. In the Red River Valley region, the communities were Crookston, East Grand Forks, and Thief River Falls. In the Lake of the Woods region, the communities were Baudette, Roseau and Warroad.

Working closely with the Chamber of Commerce and/or Convention and Visitors Bureau in each community, a comprehensive list of area businesses serving tourists were identified as survey sites. Interviewing schedules were then designed to reach a diverse cross section of tourists with the intent of gathering information from both current and potential visitors. Survey sites, times, and days were varied to achieve this broad aim. The data collection process was designed to cover a full year of activity in order to capture different groups of visitors that may be drawn to the area by seasonal variations in the attraction base. Interviewers approached visitors at a variety of locations, including hotels, resorts, and campgrounds; area attractions; retail establishments, including gas stations and bait shops; restaurants and bars; and festivals or special events. Target quotas were established to achieve 100 completed responses per season in each region.

A total of 658 people in the Lake of the Woods region agreed to participate in the on-site survey. The completed surveys were compiled and the data were entered, cleaned, and checked in SPSS version 11.5. Descriptive analysis provided means, standard deviations, and frequencies to describe the sample and provide information on variables of interest. Additionally, factor analysis with varimax rotation provided for market segmentation.

SELECTED RESULTS

- The majority of visitors to Lake of the Woods region listed Baudette as their primary destination (40.4 percent), followed by the communities of Warroad (24.5 percent), and Roseau (23.9 percent).
- Almost one-third of visitors (29.3 percent) indicated that fishing was their primary reason for visiting the area. Other major reasons included pleasure or recreation (14.9 percent), festival or special event (13.5 percent), and business/ convention/ meeting (12.9 percent).

- The three most important features for choosing a destination were fishing (mean=3.3), boating (mean=2.7), and camping (mean=2.7).
- Over three quarters (83.3 percent) of visitors to the Lake of the Woods region were repeat visitors, while the remainder were new to the area.
- On average, visitors to the Lake of the Woods region traveled in groups of five (mean=4.75). Group size ranged from one to 32.
- On average, visitors to the Lake of the Woods region indicated spending 4.0 nights away from home. Of those nights away from home, an average of 3.8 were spent in Northwest Minnesota.
- Hotels were the most popular type of accommodation utilized among visitors to the Lake of the Woods region (44.1 percent), staying an average of 3.9 nights. Resorts were the second most frequently cited type of accommodation (13.7 percent).
- On average, visitors to the Lake of the Woods region reported personally spending \$163.57 per day.
- A majority of visitors' expenses went towards lodging (\$62.86) and restaurant food and beverages (\$41.66). Visitors reported spending a moderate amount on transportation (\$24.00), shopping (\$9.86), and recreation (\$9.58).
- When asked about planning their trip to the Lake of the Woods region, on average, visitors indicated they had planned it more than three months in advance (mean=92.8 days). On average, for those who made lodging reservations, arrangements were made 42.5 days prior.
- Varying sources of information were provided to solicit information on the importance for creating awareness of the area and for the purpose of this trip. In relation to creating an awareness of the area, the top rated sources (on a scale from 1 to 4) were a previous visit (mean=2.4) and recommendation from friends or relatives (mean=2.4).
- Visitors who intended to make a return visit to Northwest Minnesota were most interested in fall visits (mean=3.4, rated on a scale from 1 to 4), followed by summer visits (mean=3.3). Visitors were least interested in a return visit during the winter (mean=3.1).

- Over one-third (37.0 percent) of visitors to the Lake of the Woods region were comprised of two-parent families with children. Almost another third comprised of couples with grown children (29.8 percent).
- Over two-thirds (69.4 percent) of visitors to the Lake of the Woods region were male.
- The average age of visitors to Lake of the Woods region was 47.3 years, with a range of 18-81.
- The annual reported income among visitors in the Lake of the Woods region was approximately normally distributed. Over half (57.1 percent) of visitors earned over \$55,000, with almost a tenth (9.3 percent) of those earning over \$100,000.

The research on visitors to the Lake of the Woods region has revealed some interesting characteristics about who is coming to the area. The Lake of the Woods region is a destination and not a place that visitors stop over in as they pass through. It also has a very high percentage of repeat visitors. Additionally, satisfaction scores for first time visitors is very high. The region also has very good drawing power with approximately 76.5 percent of its tourists originating within a 300 mile radius and 23.5 percent traveling more than 300 miles to enjoy the region's resources. All of these findings indicate that the touristic product(s) found in the Lake of the Woods region are of high quality and this quality must be maintained if the area is to maintain its position as a much desired vacation destination.

It is recommended that the region's communities undergo a planning process to determine their future with respect to tourism development. The University of Minnesota, through its Business Retention and Expansion program supplemented by its Community Tourism Development program, is one example where help may be obtained to take the next step. What is certain is that barring any decline in the area's resource quality, tourist numbers will stay high. There are even some indications that the winter season is nearing capacity. All this is happening without the presence of a high quality tourist destination community found in the region. This is, however, not a bad situation to be in as the market base already exists and now the challenge is to develop a destination community that complements the high quality resources to which tourists are already attracted.

The Lake of the Woods region is a special place within the state of Minnesota. Its destination drawing power is equal to any other tourism region in the state. The challenge, if the region's communities desire, is to capitalize on the drawing power of the resource to expand and enhance the market base.

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INTRODUCTION

Approximately 24 million people visit Minnesota every year, generating an estimated \$9.8 billion in gross sales annually (TIA 2001 from MOT). The average tourist to Minnesota visits the Twin Cities metro area (47 percent) as a pleasure traveler (67 percent), staying somewhere between 3.2 (residents) and 4.4 (non-residents) nights (MOT 2001). The average travel party spends \$236 per day, with majority of visitor's time spent shopping (45 percent) and visiting friends and family (40 percent).

The statistics provided primarily from the TravelScope Survey (TIA 2001) are useful, but because a majority of the data are derived from the metropolitan area, it may not reflect what is going on in other regions of the state. Nor may it perhaps speak to the diversity of travelers currently visiting other Minnesota communities.

The study was conducted as a result of interest expressed by the communities of Warroad, Roseau, Baudette, Thief River Falls, Crookston and East Grand Forks. David Bergman of the Minnesota Office of Tourism was instrumental in organizing the community participation and working with the University of Minnesota's Tourism Center to develop a visitor profile study for the area.

For the purposes of this study, northwestern Minnesota was divided into two primary regions of interest: the Red River Valley and Lake of the Woods. The primary communities of interest in the Red River Valley included Crookston, East Grand Forks, and Thief River Falls. The primary communities of interest in the Lake of the Woods region included Baudette, Roseau, and Warroad.

Insights gained by prior Tourism Center visitor studies helped guide the development of a survey instrument (Appendix A) and each community involved in the study assisted with the refinement of the instrument.

METHODS

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

Interviewers approached visitors at a variety of locations, including hotels, resorts, and campgrounds; area attractions; retail establishments, including gas stations and bait shops; restaurants and bars; and festivals or special events. Table 1 highlights the types of sites where the data were collected in each region. The figures reported represent the percentage of completed surveys that came from each type of site (Appendix B contains the complete list of intercept sites).

Table 1. Percentage of surveys completed at various types of sites among the different regions of the Northwest Visitor Profile study, 2003.

Region	Lodging	Attractions	Event/ Festival	Restaurants & Bars	Retail
Lake of the Woods	42.6%	28.4%	17.8%	4.4%	6.8%
Red River Valley	15.1%	46.0%	14.0%	6.4%	18.5%

On-site surveying began in December 2002 and continued through November 2003. On-site surveying, conducted by Tourism Center research personnel, was conducted at least once a month in each region.

Upon arrival at the interview site, Tourism Center field researchers were instructed to approach a potential respondent and ask a few questions to ascertain whether that person met the definition of tourist (i.e. out of home community, self determined), their willingness to participate, and some key questions that were later used for internal validation purposes. This process was called the Front End questionnaire (Appendix C). Assuming the person met the definition of a tourist, and were willing to participate, they were given a questionnaire to fill out on-site.

Target quotas were established to achieve 100 completed responses per season in each region. Table 2 illustrates the number of completed survey responses within each season among each region.

Table 2. Completed regional responses by season among Northwest Visitor Profile study, 2003.

Region	Winter Dec-March	Spring Apr-Jun	Summer Jul-Sep	Fall Oct-Nov	TOTAL
Lake of the Woods	161	260	119	118	658
Red River Valley	139	158	175	91	563

Analysis

A total of 658 people agreed to participate in the on-site survey. The completed surveys were compiled and the data were entered, cleaned, and checked in SPSS version 11.5. Descriptive analysis provided means, standard deviations, and frequencies to describe the sample and provide information on variables of interest. Additionally, factor analysis with varimax rotation provided for market segmentation.

LAKE OF THE WOODS REGION

Region Overview

The Lake of the Woods region is located due south of the Canadian border, in the west central section of northern Minnesota. The region is known for ample fishing opportunities afforded by the 317,000 acres of Minnesota waters on Lake of the Woods. The Lake of the Woods has 65,000 miles of shoreline, 14,000 islands, and is over 55 miles wide.

Additional outdoor recreational pursuits are afforded in the Lake of the Woods region. Home of Polaris, Inc., snowmobiling and ATV use are popular past times and trails can be found throughout the region. Hunting opportunities can also be found within the region due to extensive public lands and Wildlife Management Areas.

Both Baudette and Warroad offer Lake of the Woods access, while Roseau is located south of the Lake.

RESULTS

The following results are compiled from data collected just within the Lake of the Woods region. For comparison purposes, the results from the Red River Valley region are found in Appendix E. The results presented are from data collected between December 2002 and November 2003.

Visitors Primary Residence

Visitors to the Lake of the Woods region had traveled from various parts of the country. Figure 1 illustrates where visitors residence, as identified by their zip codes. The map is constructed in mile radiuses from a common destination point, which for the purposes of this study was delineated as a center point

among the three communities of interest. Predominately visitors traveled between one hundred to three hundred miles, with over half (59.5 percent) doing so. However, due to programming limitations, the Figure does not include those who cited Canadian zip codes, of which less than a tenth (5.4 percent) of visitors specified locations in Canada as their home.

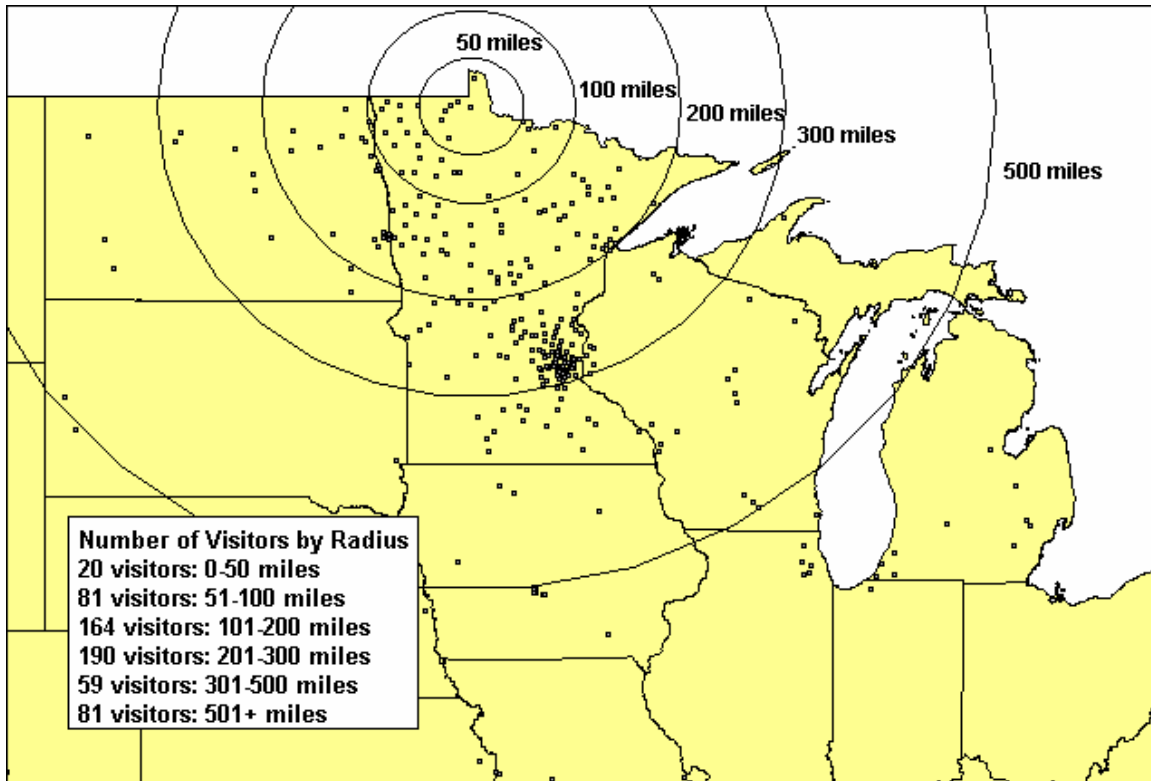


Figure 1. Place of primary residence for visitors to the Lake of the Woods region among Northwest Visitor Profile survey participants, 2003 (n=595).

Primary Destination and Reasons for Travel

- A majority of visitors to the Lake of the Woods region considered Northwest Minnesota their primary destination (96.1 percent).
- The majority of visitors to Lake of the Woods region listed Baudette as their primary destination (40.4 percent), followed by the communities of Warroad (24.5 percent), and Roseau (23.9 percent).
 - Less frequently indicated primary destinations indicated by visitors were the Northwest Angle (3.5 percent), Red River Valley communities (2.3 percent indicated), and "other" (5.4 percent).

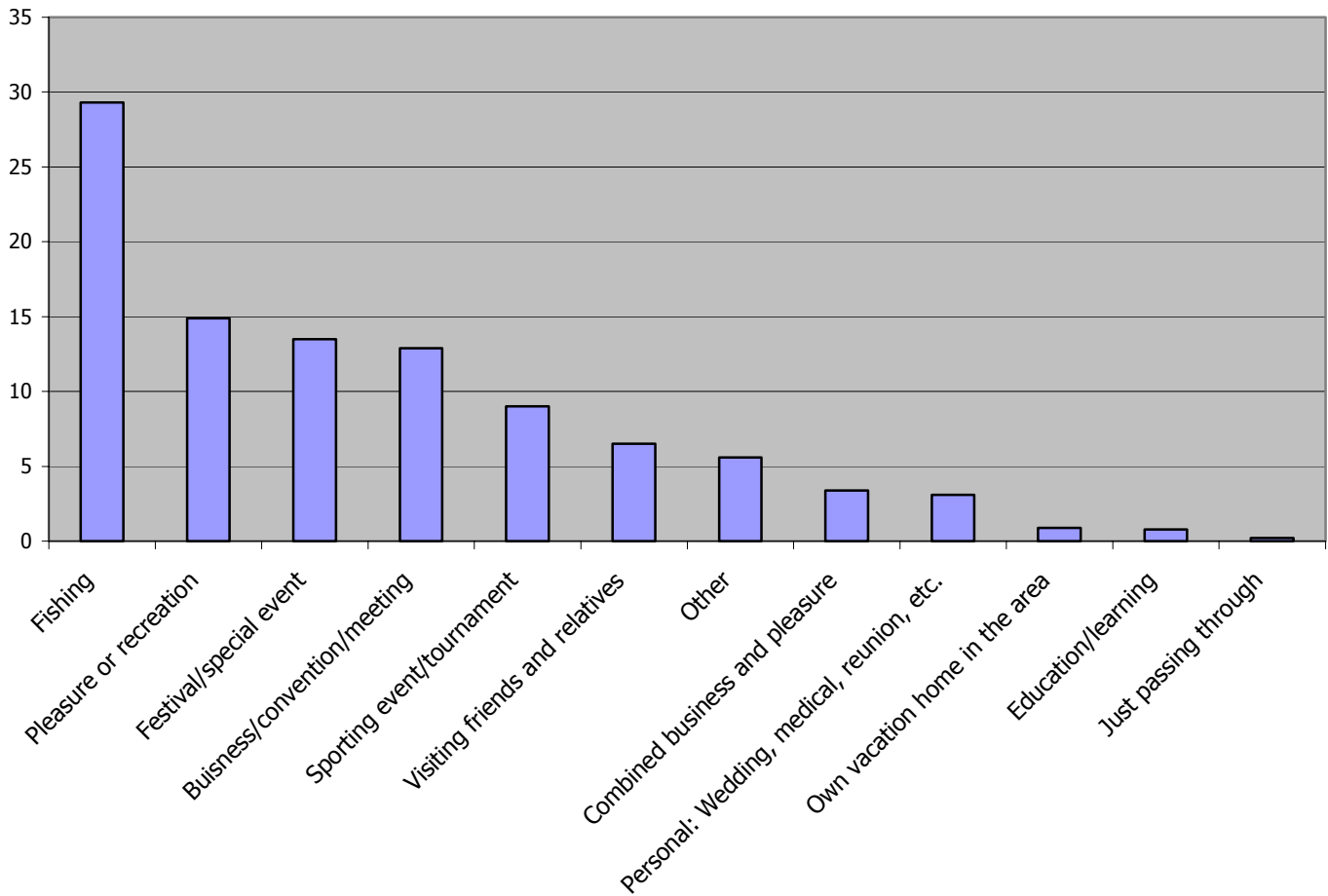


Figure 2. Primary reason for visiting the Lake of the Woods region among Northwest Visitor Profile survey participants, 2003 (n=645).

- Almost one-third of the visitors (29.3 percent) indicated that fishing was their primary reason for visiting the area (Figure 2).
 - Other major reasons included pleasure or recreation (14.9 percent), festival or special event (13.5 percent), and business/ convention/ meeting (12.9 percent).
 - While only a few (5.6 percent) indicated “other” primary reasons for their visit, a majority of those (86.5 percent) specified hunting as their primary reason for visiting the area.

Important Destination Features

- Over forty destination features were provided and survey participants were asked to rate how important (on a scale of one to 4, where 1=not at all important and 4=very important) each feature was in choosing a place

- to visit. The three most important features were fishing (mean=3.3), boating (mean=2.7), and camping (mean=2.7).
- The destination features rated the least important were art galleries (mean=1.4) and dog sledding (mean=1.3).
- When asked to specify if visitors experienced the same list of features on their visit to the Lake of the Woods region, the most frequently cited experiences visitors encountered were fishing (40.6 percent) and small town feel (29.2 percent).
 - The features visitors were the least likely to have experienced were snowshoeing (2.0 percent), cross-country skiing (2.0 percent), and dog sledding (1.8 percent).
 - When asked to rate their level of satisfaction with the varying features of their trip to the Lake of the Woods region, the three most satisfying features of their trip were fishing (mean=3.2), small town feel (mean=3.0), and wilderness experience (mean=3.0; rated on a scale from 1 to 4, where 1=not at all satisfied and 4=very satisfied).
 - When asked if visitors visited museums, historical buildings, historic sites, art galleries, cultural sites/tours, almost half (48.7 percent) indicated the importance of learning something about this area's culture or heritage was either unimportant or not very important towards influencing their decision to visit the area.
 - Those who indicated visiting historical buildings, historical sites, or cultural sights in the area indicated they were primarily for sightseeing purposes (45.7 percent) or for a chance to learn a little about the area's culture/heritage (28.9 percent).

Travel Characteristics

Visitation History

- Over three quarters (83.3 percent) of visitors to the Lake of the Woods region were repeat visitors, while the remainder were new to the area (Figure 3).

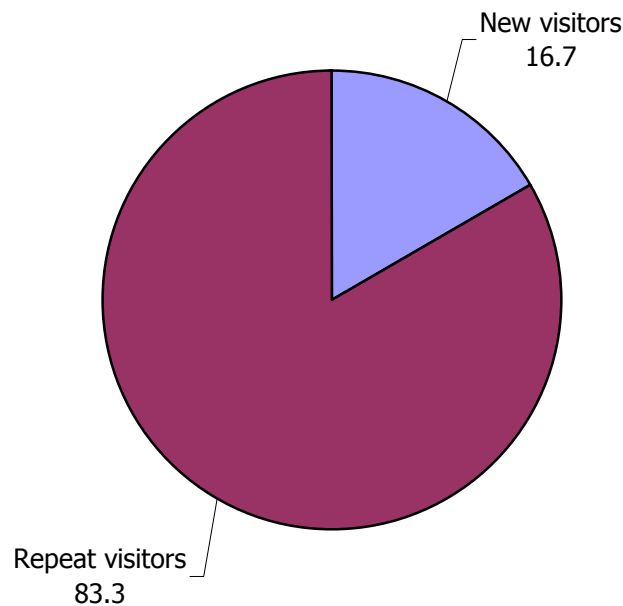


Figure 3. Lake of the Woods region visitation history among the Northwest Visitor Profile survey participants, 2003 (n=527).

New Visitors

- When asked to rate their first impression of the area, the average rating among visitors was 2.38 (on a scale from 1 to 3, where 1=worse than expected and 3=better than expected).

Repeat Visitors

- Repeat visitors reported an average of 6.1 trips to the area in the last year.
- On average, repeat visitors indicated that they had traveled to the area for over fifteen years (mean=16.6 years).
- The most frequently cited reason was for visitor's first introduction to the area was due to a vacation (31.6 percent; Figure 4). Visiting friends and relatives accounted for 15.7 percent of visitor's first introduction, while business and festivals/ events were both cited by 11.6 percent.
 - Almost one-fifth of visitors (18.8 percent) cited "other" reasons for their first introduction to the area rather than those specified. The most frequently listed were attributed to fishing (38.0 percent) and hunting (31.7 percent).

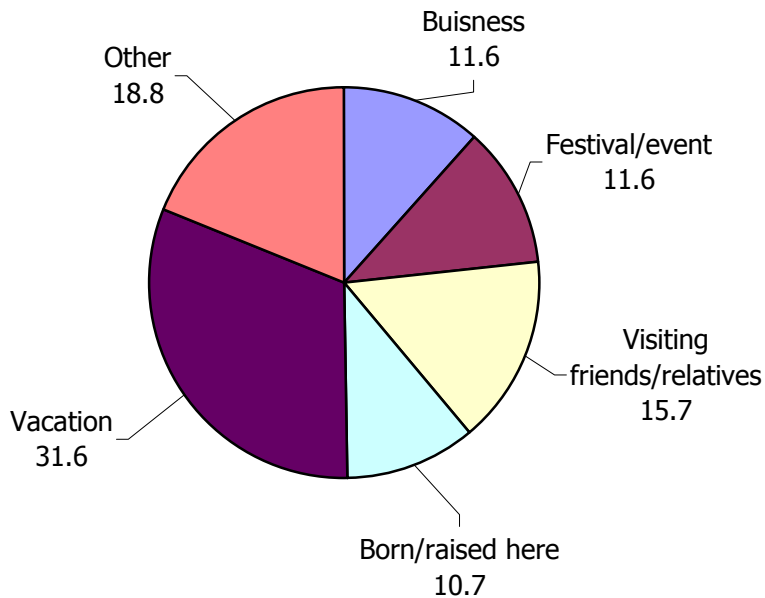


Figure 4. Visitor's first introduction to Lake of the Woods region among Northwest Visitor Profile survey participants, 2003 (n=553).

Group Size and Length of Stay

- On average, visitors to the Lake of the Woods region traveled in groups of five (mean=4.75). Group size ranged from one to 32.
 - Within the group composition, only 3.9 percent of visitors indicated that someone in their group was an international traveler.
- On average, visitors to the Lake of the Woods region indicated spending 4.0 nights away from home. Of those nights away from home, an average of 3.8 were spent in the Lake of the Woods region.

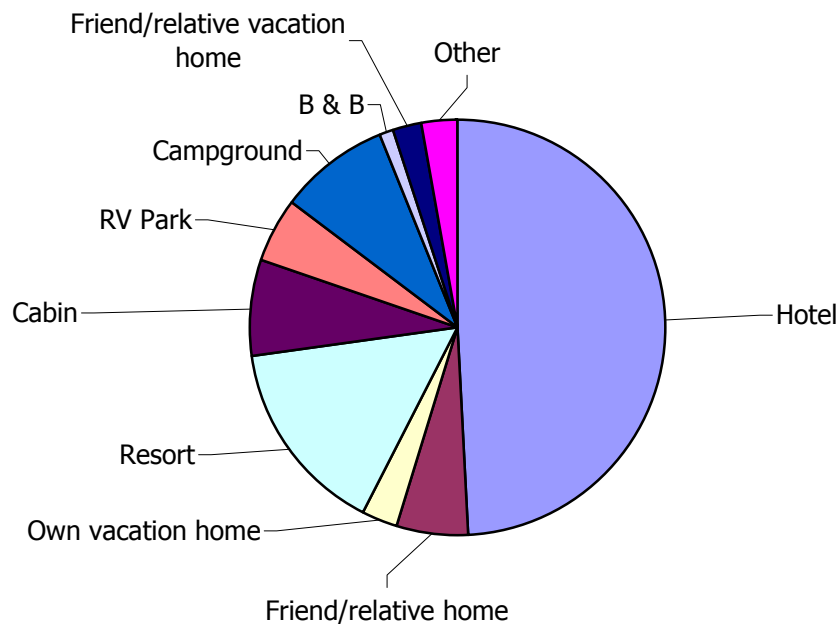


Figure 5. Type of accommodation utilized in the Lake of the Woods region among Northwest Visitor Profile survey participants, 2003.

Type of Accommodations

- Hotels were the most popular type of accommodation utilized among visitors to the Lake of the Woods region (44.1 percent; Figure 5), staying an average of 3.9 nights (Figure 6). Resorts were the second most frequently cited type of accommodation (13.7 percent).
- The least frequently cited accommodations were a vacation home of friends or relatives (2.0 percent) and B & B's (0.6 percent).
- Visitors staying in RV parks had the longest stay, averaging 23.1 nights. Visitors staying the least amount of time in the Lake of the Woods region stayed at B & B's, with an average of 2.0 nights.

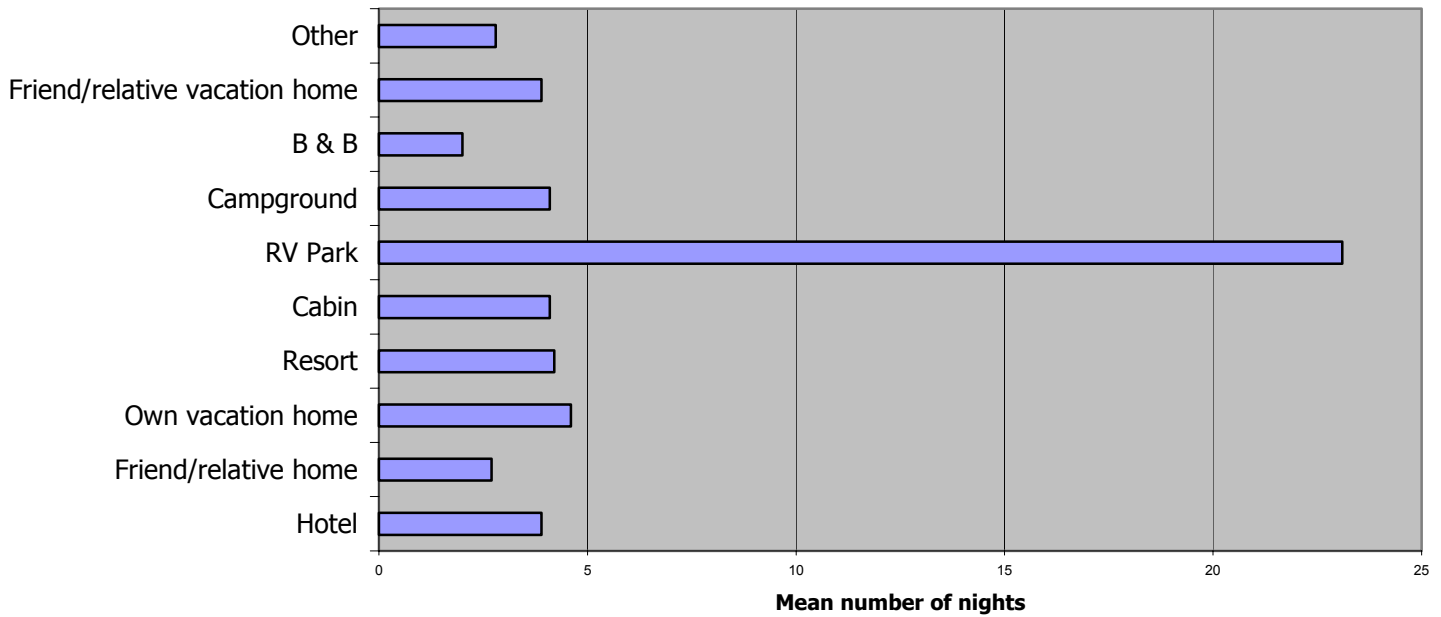


Figure 6. Mean number of nights lodging among Northwest Visitor Profile survey participants, 2003 (n=589).

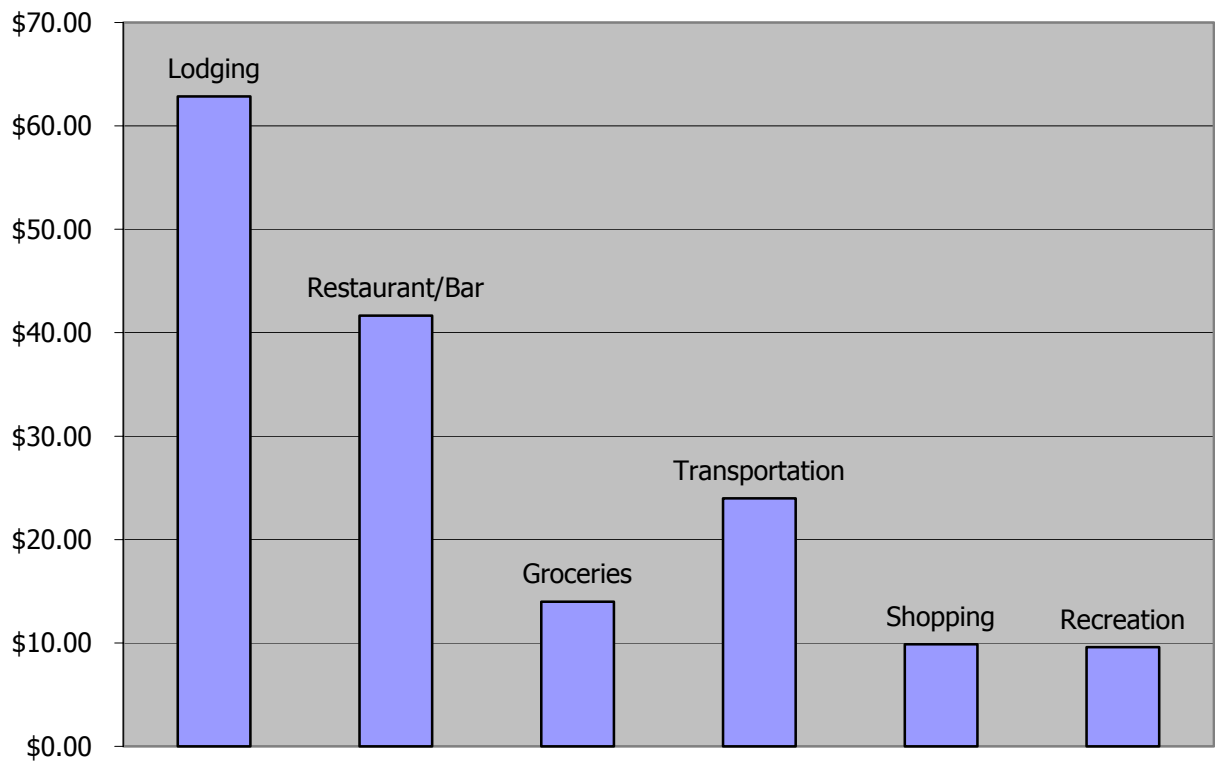


Figure 7. Average 24-hour spending per person in the Lake of the Woods region among Northwest Visitor Profile survey participants, 2003 (n=593).

Travel Expenditures

- On average, visitors to the Lake of the Woods region reported personally spending \$163.57 per day.
- A majority of visitors' expenses went towards lodging (\$62.86) and restaurant food and beverages (\$41.66). Visitors reported spending a moderate amount on transportation (\$24.00), shopping (\$9.86), and recreation (\$9.58; Figure 7).

Trip Planning and Information Sources

- When asked about planning their trip to the Lake of the Woods region, on average, visitors indicated they had planned it more than three months in advance (mean=92.8 days). On average, for those who made lodging reservations, arrangements were made 42.5 days prior.

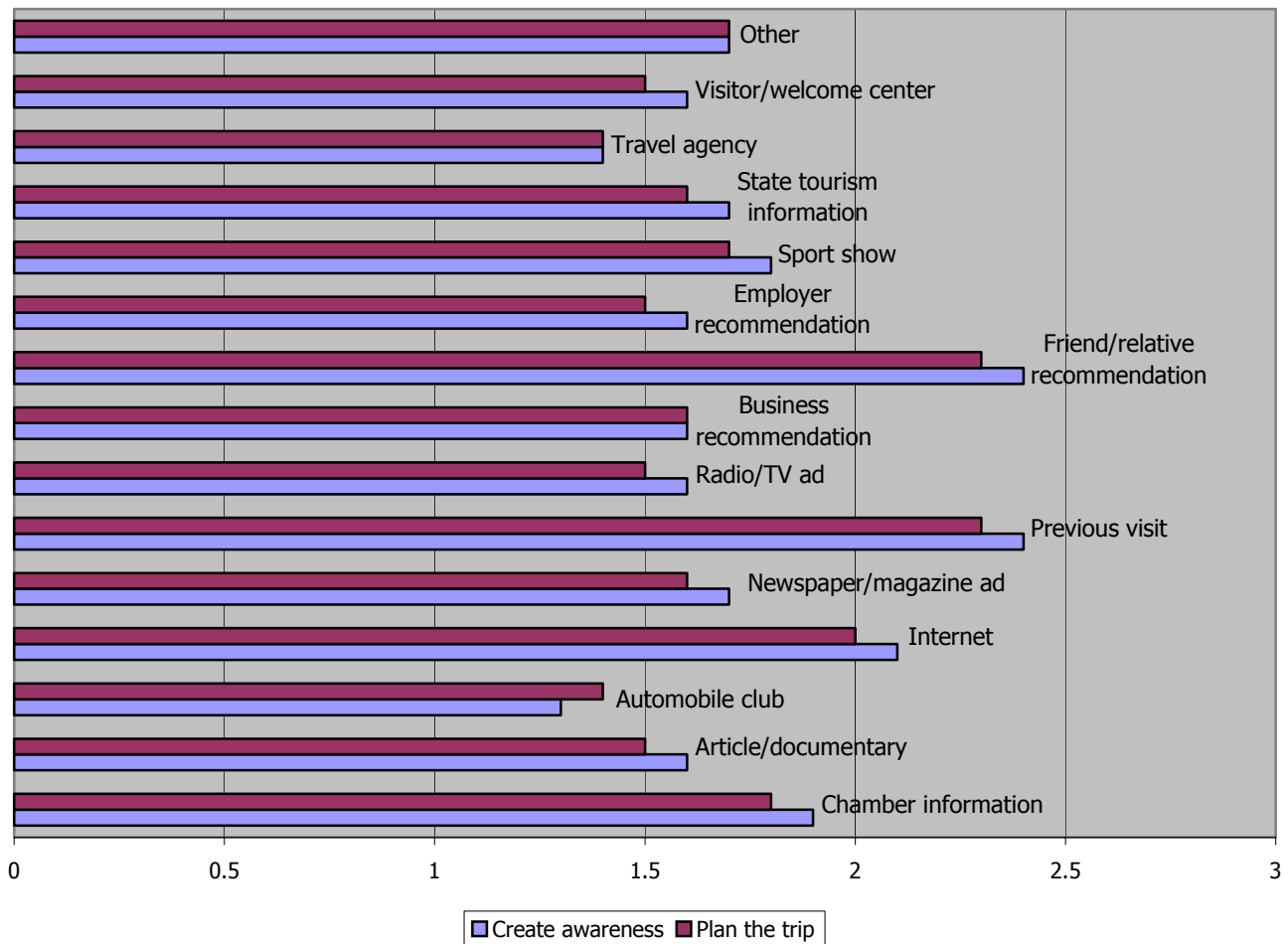


Figure 8. Lake of the Woods information source usage among Northwest Visitor Profile survey participants, 2003.

- Varying sources of information were provided to solicit information on the importance for creating awareness of the area and for the purpose of this trip. In relation to creating an awareness of the area, the top rated sources (on a scale from 1 to 4) were a previous visit (mean=2.4) and recommendation from friends or relatives (mean=2.4; Figure 8).
- Both previous visits and recommendations from friends or family were also rated the most important sources of information for planning their trip. Rated on a scale from 1 to 4, both averaged 2.3.
- The lowest rated sources of information for creating an awareness of the area were travel agencies (mean=1.4) and automobile clubs (mean=1.3). The same sources also had the lowest importance ratings for planning their trip (equal mean of 1.4).

Intentions to Return to Region

- When visitors were asked how likely it would be they would return to the Lake of the Woods region in the next year, a majority indicated they definitely (65.4 percent) or probably (18.5 percent) would return. Very few visitors (5.2 percent) indicated that they would not return in the next year (specified by either probably or definitely).
- When asked how likely it would be they would return in the next five years, almost three-quarters (73.1 percent) indicated they definitely would. Very few visitors (1.6 percent) indicated that they would not return in the next five years (specified by either probably or definitely).
- Visitors who intended to make a return visit to Lake of the Woods region were most interested in fall visits (mean=3.4, rated on a scale from 1 to 4), followed by summer visits (mean=3.3). Visitors were least interested in a return visit during the winter (mean=3.1; Figure 9).

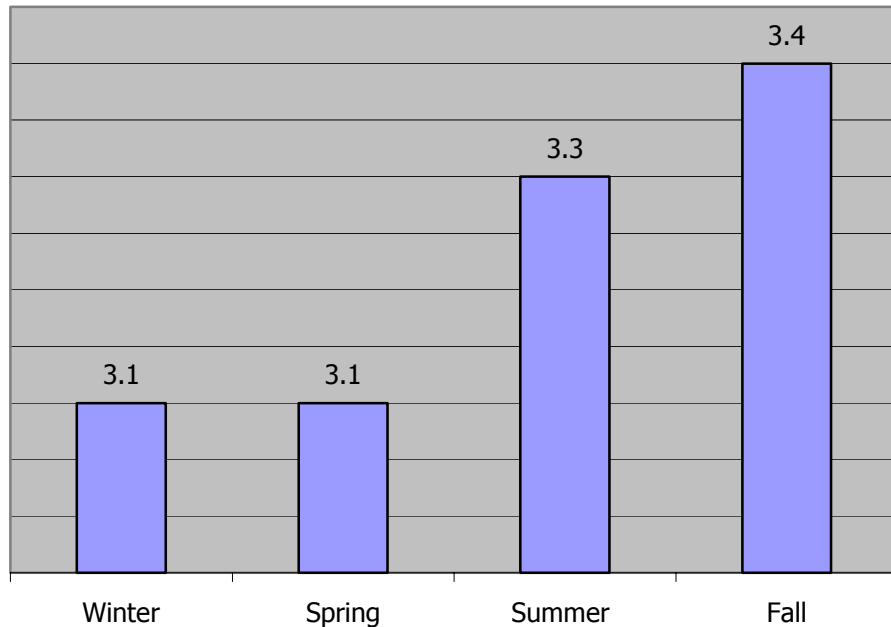


Figure 9. Seasonal interest in returning to Lake of the Woods region among Northwest Visitor Profile survey participants, 2003.

Demographics

Household Composition, Gender and Income

- Over one-third (37.0 percent) of visitors to the Lake of the Woods region were comprised of two-parent families with children. Almost another third were comprised of couples with grown children (29.8 percent). Households consisting of a couple with no children accounted for more than a tenth (13.1 percent), while an additional tenth (10.1 percent) of households were single with no children. The least indicated household composition was a single person with children (3.5 percent; Figure 10).

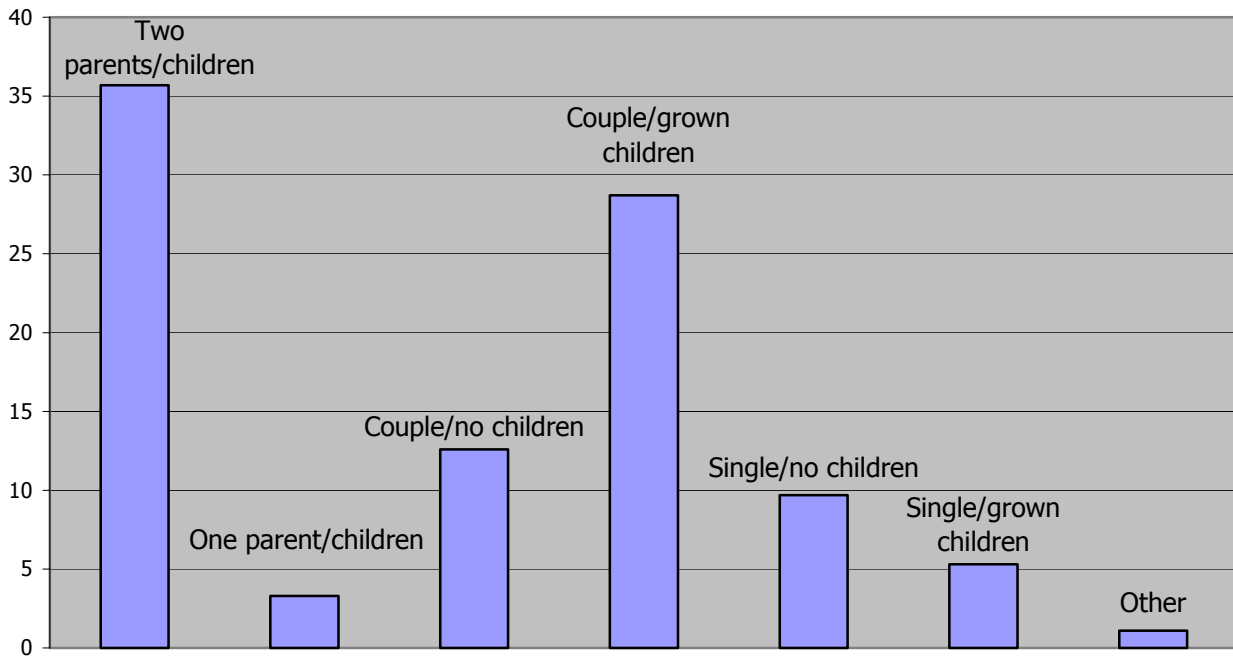


Figure 10. Visitors household composition among Northwest Visitor Profile survey participants, 2003 (n=635).

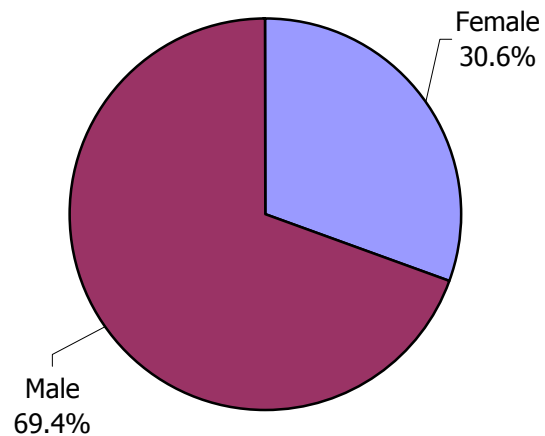


Figure 11. Visitors gender among Northwest Visitor Profile survey participants, 2003 (n=612).

- Over two-thirds (69.4 percent) of visitors to the Lake of the Woods region were male (Figure 11).
- The average age of visitors to Lake of the Woods region was 47.3 years, with a range of 18-81.

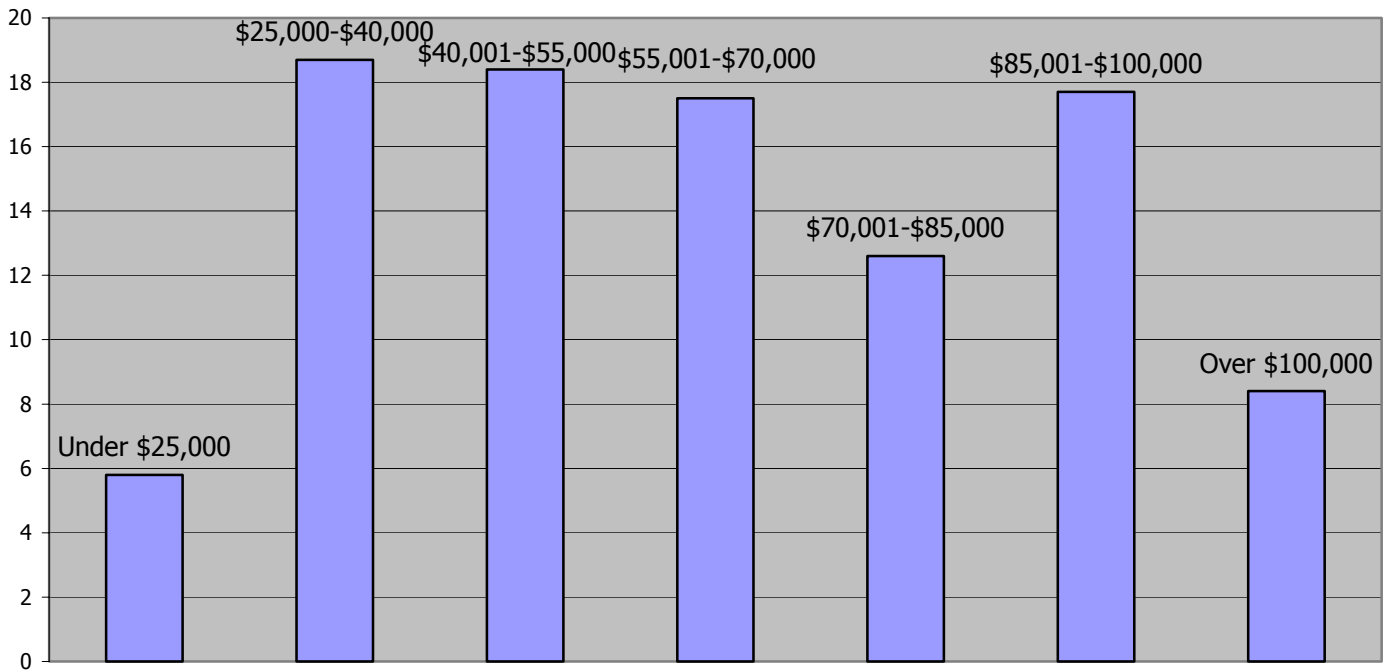


Figure 12. Visitors annual household income among Northwest Visitor Profile survey participants, 2003 (n=429).

- The annual reported income among visitors in the Lake of the Woods region was approximately normally distributed. Over half (57.1 percent) of visitors earned over \$55,000, with almost a tenth (9.3 percent) of those earning over \$100,000. Very few visitors indicated earning less than less than \$25,000 (5.8 percent; Figure 12).

Visitor Profiles

From the above analysis we have a fairly good picture of what visitors come to Lake of the Woods region to do, which is primarily fishing, but we do not know what other activities they consider as important when making vacation destination selection. To help answer that question selected variables were

analyzed using a factor analysis methodology. Factor analysis examines how respondents answer questions. Those that answer in a similar manner are grouped together and the researcher can then determine what market segments appear to be present. For the Lake of the Woods region, the following segments were identified:

Culture Seekers

A fairly consistent market segment emerged of those visitors who consider culture as an important reason for selecting a vacation destination. Members of this segment were more likely than other segments to seek out historic buildings, historic sights and museums. They were also more likely to visit state parks, engage in sightseeing behavior, and spend more time shopping than members of other segments. Most of the activities deemed important by this segment do not require a lot of time or money to enjoy an area that satisfies their needs. Thus, it becomes important to provide a fairly wide range of, what we term, passive activities to keep them in the area longer. Even though cultural activities did not rank high in terms of things visitors did, it appears there is a small but cohesive segment of visitors that do rank cultural activities high as a reason for choosing a destination.

Outdoor Enthusiasts

Members of this segment are most likely to engage in bird watching, hiking, scenic drives, visiting state parks and wildlife refuges. They also place high importance on environmental quality and wildlife viewing. The time of year they prefer the most for engaging in these activities is Fall. The activities members of the segment prefer can also be described as passive as they seem to freely exit and enter at their choosing.

Explorers

Members of this segment are engaged in motorized as well as non-motorized activities that take them places. Activities such as ATV riding, equestrian sports, dogsledding, hunting, and snowmobiling appeal to this group. They are also slightly younger than the other segments. All the activities that fit in this segment require a high time commitment and usually incur higher expenditures to engage in than we find for the other segments. Members of this segment would appear to switch between their chosen activities depending on season.

High Arts

There appears to be a small market segment that is interested in fine arts and performing arts. There are no other characteristics that can be used to identify

this group and their relatively small size indicates they would be hard to identify for marketing purposes.

DISCUSSION

The research on visitors to the Lake of the Woods region has revealed some interesting characteristics about who is coming to the area. The Lake of the Woods region is a destination and not a place that visitors stop over in as they pass through. It also has a very high percentage of repeat visitors. Additionally, satisfaction scores for first time visitors is very high. The region also has very good drawing power with approximately 76.5 percent of its tourists originating within a 300 mile radius and 23.5 percent traveling more than 300 miles to enjoy the region's resources. All of these findings indicate that the touristic product(s) found in the Lake of the Woods region are of high quality and this quality must be maintained if the area is to maintain its position as a much desired vacation destination.

What is noticeable from the research findings, as well as site visits conducted by University of Minnesota personnel involved in the project, is the relatively low level of tourism development found in the region's communities. The communities of Baudette, Warroad and Roseau can be described as industrial centers and not touristic consumption centers. Visitors come to enjoy the region's resources not its communities. The relatively high levels of spending on lodging and at restaurants/bars compared to the relatively low levels of spending on shopping and entertainment support this finding. None of the communities included in this study can be defined as tourist gateway communities. Tourists use the communities for lodging, fishing services, and food and drink, but very little else. There exists very high potential for one or more of the communities to make a successful transformation to a tourist consumption center, thus complementing the enormous drawing power of the resource. In doing so, the traditional fishing activity which dominates tourists activities can be augmented by adding attractions and services that extend beyond fishing.

A definite plus for the area's communities are the important industries found in the region. Marvin Windows, Polaris Industries, and other major businesses are all key to the future of the region's development beyond what they already provide. To assist in the area's tourism development, these corporations can and should be approached once a tourism development plan has been produced by one or more of the communities involved in the study. There are many ways these industries can help beyond the obvious financial assistance they may wish to offer.

It is recommended that the region's communities undergo a planning process to determine their future with respect to tourism development. The University of

Minnesota, through its Business Retention and Expansion program supplemented by its Community Tourism Development program, is one example where help may be obtained to take the next step. What is certain is that barring any decline in the area's resource quality, tourist numbers will stay high. There are even some indications that the winter season is nearing capacity. All this is happening without the presence of a high quality tourist destination community found in the region. This is, however, not a bad situation to be in as the market base already exists and now the challenge is to develop a destination community that complements the high quality resources to which tourists are already attracted.

The Lake of the Woods region is a special place within the state of Minnesota. Its destination drawing power is equal to any other tourism region in the state. The challenge, if the region's communities desire, is to capitalize on the drawing power of the resource to expand and enhance the market base.

APPENDIX A
Survey Instrument

Is this your first trip to Northwest Minnesota? (Mark ONE) <input type="checkbox"/> Yes <input type="checkbox"/> No																							
NEW VISITORS How would you rate your first trip to Northwest Minnesota? (Mark ONE) <input type="checkbox"/> Worse than I expected <input type="checkbox"/> Exactly what I expected <input type="checkbox"/> Better than I expected																							
REPEAT VISITORS How many trips have you taken to Northwest Minnesota in the last year? _____ trips How many years have you been coming to Northwest Minnesota? _____ years What was your first introduction to Northwest Minnesota? (Mark ONE) <input type="checkbox"/> Business <input type="checkbox"/> Festival / event <input type="checkbox"/> Visiting friends / relatives <input type="checkbox"/> Born / raised here <input type="checkbox"/> Vacation <input type="checkbox"/> Other _____																							
How many people are in your travel party (including yourself)? _____ people	Are there international visitors in your travel group? (Mark ONE) <input type="checkbox"/> Yes <input type="checkbox"/> No	How many total nights will you be away from home on this trip? _____ nights Write "0" if this is a day trip	How many of these nights will be in Northwest Minnesota? _____ nights Write "0" if this is a day trip																				
If you are staying overnight in Northwest Minnesota, how many nights are you staying in each type of accommodation? If NONE, write "0." <table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:60%;"></td> <td style="text-align: right;">Number of nights</td> </tr> <tr><td><i>Bed & Breakfast</i></td><td>_____</td></tr> <tr><td><i>Resort</i></td><td>_____</td></tr> <tr><td><i>Cabin rental</i></td><td>_____</td></tr> <tr><td><i>RV Park</i></td><td>_____</td></tr> <tr><td><i>Public/private campground</i></td><td>_____</td></tr> <tr><td><i>Home of friend or relative</i></td><td>_____</td></tr> <tr><td><i>Vacation home of friend / relative</i></td><td>_____</td></tr> <tr><td><i>Your own vacation home</i></td><td>_____</td></tr> <tr><td><i>Other</i> _____</td><td>_____</td></tr> </table>			Number of nights	<i>Bed & Breakfast</i>	_____	<i>Resort</i>	_____	<i>Cabin rental</i>	_____	<i>RV Park</i>	_____	<i>Public/private campground</i>	_____	<i>Home of friend or relative</i>	_____	<i>Vacation home of friend / relative</i>	_____	<i>Your own vacation home</i>	_____	<i>Other</i> _____	_____	Please estimate the amount of money YOU spent in Northwest Minnesota in the last 24 hours. If NONE, write "0." Identify ALL expenses (e.g., doctor). Lodging \$ _____ Restaurant food / beverages \$ _____ Groceries \$ _____ Transportation (gas, parking, repairs, etc.) \$ _____ Shopping (souvenirs, gifts, film, etc.) \$ _____ Recreation / attractions / entertainment / casinos \$ _____ Guides / outfitting \$ _____ Other: _____ \$ _____ If you have NOT been in Northwest Minnesota for 24 hours, _____ hours indicate the number of hours included in this spending estimate	
	Number of nights																						
<i>Bed & Breakfast</i>	_____																						
<i>Resort</i>	_____																						
<i>Cabin rental</i>	_____																						
<i>RV Park</i>	_____																						
<i>Public/private campground</i>	_____																						
<i>Home of friend or relative</i>	_____																						
<i>Vacation home of friend / relative</i>	_____																						
<i>Your own vacation home</i>	_____																						
<i>Other</i> _____	_____																						
How far in advance did you decide to take this trip? _____ days		How far in advance did you make lodging reservations? _____ days (If no lodging reservations, write "0")																					
How important were the following information sources in creating awareness of Northwest Minnesota and in helping plan your trip to the area?		To CREATE AWARENESS of this area																					
		Not at all important Very important																					
		1 2 3 4																					
Area tourism information (Chamber, CVB)		1 2 3 4																					
Article / documentary / news / TV special		1 2 3 4																					
Automobile club (e.g., AAA)		1 2 3 4																					
Internet		1 2 3 4																					
Newspaper / magazine ads		1 2 3 4																					
Previous visit		1 2 3 4																					
Radio / TV ads		1 2 3 4																					
Recommendation from a business		1 2 3 4																					
Recommendation from a friend / relative		1 2 3 4																					
Recommendation from an employer		1 2 3 4																					
Sport show		1 2 3 4																					
State tourism information		1 2 3 4																					
Travel agency		1 2 3 4																					
Visitor / welcome center		1 2 3 4																					
Other _____		1 2 3 4																					
		To PLAN this trip																					
		Not at all important Very important																					
		1 2 3 4																					
Area tourism information (Chamber, CVB)		1 2 3 4																					
Article / documentary / news / TV special		1 2 3 4																					
Automobile club (e.g., AAA)		1 2 3 4																					
Internet		1 2 3 4																					
Newspaper / magazine ads		1 2 3 4																					
Previous visit		1 2 3 4																					
Radio / TV ads		1 2 3 4																					
Recommendation from a business		1 2 3 4																					
Recommendation from a friend / relative		1 2 3 4																					
Recommendation from an employer		1 2 3 4																					
Sport show		1 2 3 4																					
State tourism information		1 2 3 4																					
Travel agency		1 2 3 4																					
Visitor / welcome center		1 2 3 4																					
Other _____		1 2 3 4																					
How likely are you to return to Northwest Minnesota in...		Definitely not Probably not Not sure Probably will Definitely will																					
The next year		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>																					
The next five years		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>																					
How interested would you be in returning to Northwest Minnesota in each season?																							
Not at all interested Very interested		Not at all interested Very interested																					
Winter 1 2 3 4		Summer 1 2 3 4																					
Spring 1 2 3 4		Fall 1 2 3 4																					
Which best describes your household? (Mark ONE)		What is your annual household income (to the nearest \$1,000)																					
<input type="checkbox"/> Couple (children under 18) <input type="checkbox"/> Single (children under 18)		\$ _____, 000																					
<input type="checkbox"/> Couple (grown children) <input type="checkbox"/> Single (grown children)		19 _____																					
<input type="checkbox"/> Couple (no children) <input type="checkbox"/> Single (no children)																							

<input type="checkbox"/> Other _____	
Gender (Mark ONE) <input type="checkbox"/> <i>Female</i> <input type="checkbox"/> <i>Male</i>	What is your home zip code? _____

Additional comments:

Thank you for taking time to complete this survey!

APPENDIX B

Survey Intercept Sites

Attractions

Baudette River Ramp
Florian Park
Garden's Arena, Warroad
Lake of the Woods, (Ice Anglers)
Polaris Experience Center
Polaris, Inc.
Roseau River Wildlife Management Area
Roseau City Park
Seven Clans Casino, Warroad
Wheeler's Point Public Landing
Warroad City Boat Launch
Zippel Bay State Park

Events

Archery Tournament, Warroad
Frostbite Days, Roseau
Oktoberfest, Baudette
Scandanavian Festival, Roseau

Accommodations

Adrian's Resort, Baudette
AmericInn, Baudette
AmericInn, Roseau
Angle Inn, Oak Island
Ballards Resort, Baudette
Jakes Resort, NW Angle
Lake of the Woods Campground, Baudette
North Country Inn, Roseau

Springsteel Resort, Warroad
Sportman's Oak Island Resort, Oak Island
Sportsmen's Lodge, Baudette
Super 8, Warroad
Wigwam Resort, Baudette

Restaurants/Bars

American Legion, Roseau
American Legion, Baudette
Grumpy's, NW Angle
Patch Restaurant, Warroad
Lakeview Restaurant, Warroad
Ranch House Café, Baudette

Retail

C-Store and Gas Station, Roseau
Dana's Bait and Tackle, Baudette
Holiday Store, Warroad
Outback Jax Gas Station, Baudette
Reed River Building, Roseau
Streiff Sporting Goods, Warroad

APPENDIX C

Front End Questionnaire

Date: _____ Location: _____

1. Do you live six or more months of the year in the area? Yes (thank/terminate) No (continue)
2. What is the main purpose of your trip? Business Pleasure Both
3. What is your zip code? _____
4. Gender Male Female
5. Would you complete this questionnaire for the University of Minnesota? Yes No

APPENDIX D

Survey Result Details

1. Is Northwest Minnesota your primary destination for this trip?

Primary Destination	Yes	No
n=516	96.1	3.9

2. Which community is your primary destination?

Primary Destination	Percent (n=628)
Baudette	40.4
East Grand Forks	0.8
Roseau	23.9
Warroad	24.5
Crookston	0.5
Northwest Angle	3.5
Thief River Falls	1.0
Other (n=30)	5.4

3. What is the primary reason that you made this trip to Northwest Minnesota?

Primary Reason	Percent (n=645)
Business/convention/meeting	12.9
Festival/special event	13.5
Pleasure or recreation	14.9
Combined business and pleasure	3.4
Just passing through	0.2
Sporting event/tournament	9.0
Education/learning	0.8
Own a vacation home in the area	0.9
Visiting friends/relatives	6.5
Fishing	29.3
Personal: Wedding, medical, reunion, etc.	3.1
Other (n=36)	5.6

4. How important are the following factors to your selection of the Lake of the Woods region and how would you rate the area in providing them? (Each rated on a scale from 1 to 4. Importance rating scale: 1=Not at all important and 4=Very Important; Satisfaction rating scale: 1=Not at all satisfied and 4=Very Satisfied.)

Factors (n=134-511)	Mean Importance to Destination Choice	Percent Not Experienced	Mean Rating of Experience in Area
American Indian heritage	1.40	86.9	2.36
Antiques	1.51	89.5	2.33
Art galleries	1.35	94.1	2.27
ATV trails	1.79	86.3	2.45
Biking trails	1.76	92.9	2.32
Bird/wildlife viewing	2.14	63.4	2.70
Boating	2.74	64.0	2.94
Camping	2.69	69.6	2.85
Canoeing/kayaking	1.87	93.6	2.29
Casino or gaming	1.61	79.7	2.42
Cross-country skiing	1.46	95.3	2.21
Cultural sites or tours	1.76	87.9	2.36
Dog sledding	1.30	95.6	2.21
Entertainment/nightlife	2.19	59.6	2.61
Fall colors	2.39	79.0	2.49
Festival or special event	2.34	62.2	2.92
Fine arts	1.54	92.0	2.30
Fishing	3.25	41.4	3.19
Golf courses	1.95	86.2	2.40
Hiking trails	1.98	87.1	2.33
Historic buildings	1.82	86.7	2.34
Historic sites	1.88	87.0	2.35
Horseback riding	1.45	94.6	2.23
Hunting	2.48	76.9	2.84
Local arts and crafts	1.82	83.2	2.36
Lots of activities/attractions	2.22	75.2	2.53
Museums	1.77	87.9	2.35
Natural environment	2.55	58.2	2.84
Performing arts	1.45	95.0	2.21
Photography	1.87	79.2	2.49
Scenic drives	2.48	58.3	2.74
Shopping	2.06	69.6	2.46
Sightseeing	2.47	60.9	2.71
Small town feel	2.39	39.8	2.98
Snowmobiling	2.19	78.7	2.62

Snowshoeing	1.43	95.3	2.20
Specific accommodation	1.93	73.1	2.59
State Park/Forest	2.34	76.2	2.63
State/Federal Wildlife Refuge	2.24	79.9	2.57
Swimming	2.01	77.9	2.56
Wilderness experience	2.62	63.7	2.95

5. If you visited museums, historical buildings, historic sites, art galleries, cultural sites/tours, please indicate how important it was to learn something about this area's culture or heritage when making your decision to visit Northwest Minnesota?

Importance	Percent
n=380	
Unimportant/DID NOT influence our decision to visit this area	46.1
Not very important	12.6
Neither important nor unimportant	23.2
A very important reason	16.6
The only/MAIN reason we visited this area	1.6

6. How would you describe your experiences in visiting these historical buildings, historical sites, or cultural sites?

Experience	Percent
n=232	
Mostly sightseeing/photography or seeing interesting and unusual sights	45.7
A chance to learn a little about the area's culture/heritage	28.9
A chance to learn a lot about the area's culture/heritage	18.5
A chance to develop a deep understanding of the area's culture/heritage	6.9

7. Is this your first trip to Northwest Minnesota?

Visitation History	Yes	No
n=527	16.7	83.3

New Visitors

8. How would you rate your first trip to Northwest Minnesota? Rated on a scale from 1 to 3, where 1=Worse than I expected and 3=Better than I expected.

First Visit Impression	Mean Rating
n=81	2.38

Repeat Visitors

9. How many trips have you taken to the Northwest Minnesota in the last year?

Trips	Mean number of trips to this area in the last year
n=433	6.12 trips (range: 1-52)

10. How many years have you been coming to Northwest Minnesota?

Prior Visits	Mean number of years as a visitor
n=424	16.62 years (range: 1 to 72 years)

11. What was your first introduction to Northwest Minnesota?

First Introduction	Percent
n=553	
Business	11.6
Festival/event	11.6
Visiting friends/relatives	15.7
Born/raised here	10.7
Vacation	31.6
Other (n=104)	18.8

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

Travel Party Size	Mean travel party size
n=617	4.75 people (range: 1-32 people)

13. Are there international visitors in your travel group?

International Travelers	Percent
n=611	
Yes	3.9
No	96.1

14. How many total nights will you be away from home on this trip?

Nights Away From Home	Mean Number of Nights
n=581	3.95 nights

15. How many of nights will be in Northwest Minnesota?

Nights in this area	Mean Number of Nights in Area
n=566	3.79 nights

16. If you are staying overnight in Northwest Minnesota, how many nights are you staying in the following type of accommodations?

Type of Accommodation	Mean Number of Nights
Hotel / Motel (n=290)	3.9 nights (range: 1-180 nights)
B&B (n=4)	2.0 nights (range: 1-4 nights)
Resort (n=90)	4.2 nights (range: 1-36 nights)
Cabin rental (n=45)	4.1 nights (range: 1-10 nights)
RV Park (n=30)	23.07 nights (range: 1-180 nights)
Public/Private Campground (n=51)	4.1 nights (range: 1-30 nights)
Home of Friend or Relative (n=32)	2.7 nights (range: 1-8 nights)
Vacation Home of Friend or Relative (n=13)	3.9 nights (range: 1-10 nights)
Your Own Vacation Home (n=17)	4.6 nights (range: 2-15 nights)
Other (n=17)	2.8 nights (range: 1-6 nights)

17. Please estimate the amount of money YOU spent in Northwest Minnesota in the last 24 hours.

24-hour Spending	Mean Expenditures
Lodging (n=585)	62.86
Restaurant food or Beverages (n=593)	41.66
Groceries (n=594)	14.00
Transportation (gas, parking, repairs, etc.) (n=594)	24.00
Shopping (souvenirs, gifts, film, etc.) (n=595)	9.86
Recreation/Attractions/Entertainment/Casinos (n=593)	9.58
Guides/Outfitting (n=595)	0.88
Other (n=589)	1.71

18. How far in advance did you decide to take this trip?

Planning	Mean Number of Days Planning Trip
n=658	92.75 days (range: 0 to 365 days)

19. How far in advance did you make lodging reservations?

Lodging Plans	Mean Number of Days for Lodging Plans
n=658	42.53 days (range: 0 to 365 days)

20. How important were the following information sources in creating awareness of this area and in helping you plan your trip Northwest Minnesota?
(Importance scale: 1= Not at all important and 4= Very important)

Information Sources	Mean Importance to Create Awareness n=332-406	Mean Important to Plan Trip n=236-306
Area tourism information (Chamber, CVB)	1.90	1.76
Article/documentary/news/TV special	1.64	1.50
Automobile club	1.34	1.35
Internet	2.11	2.01
Newspaper / magazine ads	1.71	1.61
Previous visit	2.43	2.26
Radio / TV ads	1.58	1.49
Recommendation from business	1.63	1.60
Recommendation from friend/relative	2.35	2.30
Recommendation from an employer	1.58	1.53
Sport show	1.81	1.69
State tourism information	1.69	1.60
Travel agency	1.42	1.40
Visitor/welcome center	1.58	1.47
Other (n=222)	1.66	1.69

21. How likely is it that you will return to Northwest Minnesota area for a visit in the next year?

Visit Again Next Year	Percent n=610
Definitely not	1.1
Probably not	4.1
Not sure	10.8
Probably will	18.5
Definitely will	65.4

22. How likely is it that you will return to Northwest Minnesota area for a visit in the next five years?

Visit Again Next Five Years	Percent n=557
Definitely not	0.5
Probably not	1.1
Not sure	8.3
Probably will	17.1
Definitely will	73.1

23. How interested would you be in returning to Northwest Minnesota in each season? Interest rated on a scale from 1 to 4, where 1=Not Interested and 4=Very Interested.

Season	Mean Interest
Winter (n=542)	3.11
Spring (n=539)	3.14
Summer (n=556)	3.28
Fall (n=552)	3.35

24. Which of the following best describes your household?

Household Composition	Percent n=635
Couple with children under 18	37.0
Single with children under 18	3.5
Couple no children	13.1
Couple grown children	29.8
Single no children	10.1
Single grown children	5.5
Other (n=7)	1.1

25. What is your annual household income?

Income	Percent n=429
Under \$25,000	5.8
\$25,000 to \$40,000	18.7
\$40,001 to \$55,000	18.4
\$55,001 to \$70,000	17.5
\$70,001 to \$85,000	12.6
\$85,001 to \$100,00	17.7
Over \$100,000	9.3

26. What is your age?

Age	Mean Age
n=634	47.3 years (range:18-81 years)

27. You are...

Gender	Percent n=612
Male	69.4
Female	30.6

APPENDIX E

Survey Result Details—Comparison Among Community Findings

1. Is Northwest Minnesota your primary destination for this trip?

Primary Destination	Yes	No
RRV (n=481)	85.7	14.3
LOW (n=516)	96.1	3.9

2. Which community is your primary destination?

Primary Destination	RRV Percent (n= 521)	LOW Percent (n=628)
Baudette	0.2	40.4
East Grand Forks	18.2	0.8
Roseau	2.1	23.9
Warroad	0.6	24.5
Crookston	11.7	0.5
Northwest Angle	0.4	3.5
Thief River Falls	42.6	1.0
Other	24.2	5.4

3. What is the primary reason that you made this trip to Northwest Minnesota?

Primary Reason	RRV Percent (n= 556)	LOW Percent (n=645)
Business/convention/meeting	5.4	12.9
Festival/special event	15.1	13.5
Pleasure or recreation	46.2	14.9
Combined business and pleasure	1.8	3.4
Just passing through	3.6	0.2
Sporting event/tournament	2.9	9.0
Education/learning	0.4	0.8
Own a vacation home in the area	1.3	0.9
Visiting friends/relatives	10.4	6.5
Fishing	0.9	29.3
Personal: Wedding, medical, reunion, etc.	2.7	3.1
Other	9.4	5.6

4. How important are the following factors to your selection of Northwest Minnesota and how would you rate the area in providing them? (Each rated on a scale from 1 to 4. Importance rating scale: 1=Not at all important and 4=Very Important; Satisfaction rating scale: 1=Not at all satisfied and 4=Very Satisfied.)

Factors	Mean Importance to Destination Choice		Percent Not Experienced		Mean Rating of Experience in Area	
	RRV	LOW	RRV	LOW	RRV	LOW
American Indian heritage	1.55	1.40	79.3	86.9	2.56	2.36
Antiques	1.66	1.51	82.6	89.5	2.50	2.33
Art galleries	1.48	1.35	95.0	94.1	2.37	2.27
ATV trails	2.02	1.79	77.7	86.3	2.65	2.45
Biking trails	1.93	1.76	80.8	92.9	2.67	2.32
Bird/wildlife viewing	2.44	2.14	54.5	63.4	2.99	2.70
Boating	2.48	2.74	71.8	64.0	2.82	2.94
Camping	3.16	2.69	42.2	69.6	3.43	2.85
Canoeing/kayaking	1.91	1.87	84.2	93.6	2.57	2.29
Casino or gaming	1.85	1.61	60.1	79.7	2.80	2.42
Cross-country skiing	1.60	1.46	91.9	95.3	2.37	2.21
Cultural sites or tours	1.90	1.76	89.1	87.9	2.37	2.36
Dog sledding	1.27	1.30	94.6	95.6	2.36	2.21
Entertainment/nightlife	2.47	2.19	53.8	59.6	2.96	2.61
Fall colors	2.55	2.39	74.4	79.0	2.79	2.49
Festival or special event	2.68	2.34	55.8	62.2	3.18	2.92
Fine arts	1.61	1.54	92.4	92.0	2.37	2.30
Fishing	2.62	3.25	66.7	41.4	2.76	3.19
Golf courses	1.95	1.95	82.9	86.2	2.59	2.40
Hiking trails	2.29	1.98	71.4	87.1	2.74	2.33
Historic buildings	2.00	1.82	80.2	86.7	2.55	2.34
Historic sites	2.08	1.88	79.7	87.0	2.56	2.35
Horseback riding	1.69	1.45	90.9	94.6	2.38	2.23
Hunting	2.89	2.48	53.1	76.9	3.22	2.84
Local arts and crafts	2.00	1.82	75.3	83.2	2.59	2.36
Lots of activities/attractions	2.40	2.22	70.0	75.2	2.65	2.53
Museums	1.89	1.77	87.9	87.9	2.45	2.35
Natural environment	2.68	2.55	54.0	58.2	3.04	2.84
Performing arts	1.62	1.45	92.6	95.0	2.32	2.21
Photography	1.87	1.87	78.0	79.2	2.56	2.49
Scenic drives	2.63	2.48	55.0	58.3	2.91	2.74
Shopping	2.73	2.06	33.2	69.6	3.18	2.46
Sightseeing	2.60	2.47	51.5	60.9	2.91	2.71
Small town feel	2.63	2.39	44.0	39.8	3.16	2.98
Snowmobiling	2.27	2.19	70.7	78.7	2.64	2.62

Snowshoeing	1.56	1.43	94.0	95.3	2.44	2.20
Specific accommodation	1.97	1.93	79.5	73.1	2.73	2.59
State Park/Forest	2.62	2.34	66.2	76.2	2.87	2.63
State/Federal Wildlife	2.60	2.24	64.7	79.9	3.01	2.57
Swimming	2.62	2.01	52.3	77.9	3.02	2.56
Wilderness experience	2.82	2.62	50.7	63.7	3.17	2.95

5. If you visited museums, historical buildings, historic sites, art galleries, cultural sites/tours, please indicate how important it was to learn something about this area's culture or heritage when making your decision to visit Northwest Minnesota?

Importance	RRV Percent (n=290)	LOW Percent (n=380)
Unimportant/DID NOT influence our decision to visit this area	42.1	46.1
Not very important	12.5	12.6
Neither important nor unimportant	23.4	23.2
A very important reason	20.1	16.6
The only/MAIN reason we visited this area	1.8	1.6

6. How would you describe your experiences in visiting these historical buildings, historical sites, or cultural sites?

Experience	RRV Percent (n=149)	LOW Percent (n=232)
Mostly sightseeing/photography or seeing interesting and unusual sights	37.6	45.7
A chance to learn a little about the area's culture/heritage	31.5	28.9
A chance to learn a lot about the area's culture/heritage	24.2	18.5
A chance to develop a deep understanding of the area's culture/heritage	6.7	6.9

7. Is this your first trip to Northwest Minnesota?

Visitation History	Yes	No
RRV (n=479)	10.6	89.4
LOW (n=527)	16.7	83.3

New Visitors

8. How would you rate your first trip to Northwest Minnesota? Rated on a scale from 1 to 3, where 1=Worse than I expected and 3=Better than I expected.

First Visit Impression	Mean Rating
RRV (n=50)	2.42
LOW (n=81)	2.38

Repeat Visitors

9. How many trips have you taken to the Northwest Minnesota in the last year?

Trips	Mean number of trips to this area in the last year
RRV (n=398)	5.06 trips (range: 1- 52)
LOW (n=433)	6.12 trips (range 1-52)

10. How many years have you been coming to Northwest Minnesota?

Prior Visits	Mean number of years as a visitor
RRV (n=394)	18.44 years (range: 1 - 67 years)
LOW (n=424)	16.62 years (range: 1 to 72 years)

11. What was your first introduction to Northwest Minnesota?

First Introduction	RRV Percent (n=487)	LOW Percent (n=553)
Business	5.7	11.6
Festival/event	8.2	11.6
Visiting friends/relatives	27.3	15.7
Born/raised here	13.8	10.7
Vacation	27.7	31.6
Other	17.2	18.8

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

Travel Party Size	Mean travel party size
RRV (n=527)	3.89 people (range: 1- 15 people)
LOW (n=617)	4.75 people (range: 1-32 people)

13. Are there international visitors in your travel group?

International Travelers	RRV Percent (n=523)	LOW Percent (n=611)
Yes	4.6	3.9
No	95.4	96.1

14. How many total nights will you be away from home on this trip?

Nights Away From Home	Mean Number of Nights
RRV (n=442)	4.52 nights
LOW (n=581)	3.95 nights

15. How many of nights will be in Northwest Minnesota?

Nights in This Area	Mean Number of Nights in Area
RRV (n=425)	3.95 nights
LOW (n=566)	3.79 nights

16. If you are staying overnight in Northwest Minnesota, how many nights are you staying in the following type of accommodations?

Type of Accommodation	n		Mean Number of Nights		Range	
	RRV	LOW	RRV	LOW	RRV	LOW
Hotel / Motel	143	290	2.7	3.9	1-48	1-180
B&B	1	4	1.0	2.0	1	1-4
Resort	5	90	1.4	4.2	1-2	1-36
Cabin rental	6	45	4.7	4.1	1-10	1-10
RV Park	68	30	4.0	23.1	1-20	1-180
Public/Private Campground	128	51	4.3	4.1	1-90	1-30
Home of Friend or Relative	39	32	6.2	2.7	1-30	1-8
Vacation Home of Friend or Relative	18	13	3.8	3.9	1-10	1-10
Your Own Vacation Home	16	17	3.8	4.6	1-9	2-15
Other	19	17	4.3	2.8	1-10	1-6

17. Please estimate the amount of money YOU spent in Northwest Minnesota in the last 24 hours.

24-hour Spending	RRV		LOW	
	n	Mean Expenditures	n	Mean Expenditures
Lodging	519	31.19	585	62.86
Restaurant food or Beverages	519	27.65	593	41.66
Groceries	519	18.22	594	14.00
Transportation (gas, parking, repairs, etc.)	519	20.36	594	24.00
Shopping (souvenirs, gifts, film, etc.)	518	20.75	595	9.86
Recreation/Attractions/Entertainment/Casinos	519	10.58	593	9.58
Guides/Outfitting	518	N/A	595	0.88
Other	518	1.44	589	1.71

18. How far in advance did you decide to take this trip?

Planning	Mean Number of Days Planning Trip
RRV (n=563)	70.64 days (range: 0 to 365 days)
LOW (n=658)	92.75 days (range: 0 to 365 days)

19. How far in advance did you make lodging reservations?

Lodging Plans	Mean Number of Days for Lodging Plans
RRV (n=563)	19.61 days (range: 0 to 365 days)
LOW (n=658)	42.53 days (range: 0 to 365 days)

20. How important were the following information sources in creating awareness of this area and in helping you plan your trip Northwest Minnesota? (Importance scale: 1= Not at all important and 4= Very important)

Information Sources	Mean Importance to Create Awareness		Mean Important to Plan Trip	
	RRV (n=229-354)	LOW (n=332-406)	RRV (n=167-273)	LOW (n=236-306)
Area tourism information (Chamber, CVB)	1.85	1.90	1.75	1.76
Article/documentary/news/TV special	1.64	1.64	1.58	1.50
Automobile club	1.56	1.34	1.49	1.35
Internet	1.91	2.11	2.00	2.01
Newspaper / magazine ads	1.93	1.71	1.92	1.61
Previous visit	2.74	2.43	2.55	2.26
Radio / TV ads	1.72	1.58	1.63	1.49

Recommendation from business	1.59	1.63	1.53	1.60
Recommendation from friend/relative	2.76	2.35	2.65	2.30
Recommendation from an employer	1.55	1.58	1.47	1.53
Sport show	1.69	1.81	1.58	1.69
State tourism information	1.81	1.69	1.72	1.60
Travel agency	1.40	1.42	1.37	1.40
Visitor/welcome center	1.63	1.58	1.51	1.47
Other	1.89	1.66	1.91	1.69

21. How likely is it that you will return to Northwest Minnesota area for a visit in the next year?

Visit Again Next Year	RRV Percent (n=516)	LOW Percent (n=610)
Definitely not	1.7	1.1
Probably not	3.1	4.1
Not sure	7.6	10.8
Probably will	19.0	18.5
Definitely will	68.6	65.4

22. How likely is it that you will return to Northwest Minnesota area for a visit in the next five years?

Visit Again Next Five Years	RRV Percent (n=467)	LOW Percent (n=557)
Definitely not	0.6	0.5
Probably not	1.1	1.1
Not sure	3.6	8.3
Probably will	19.3	17.1
Definitely will	75.4	73.1

23. How interested would you be in returning to Northwest Minnesota in each season? Interest rated on a scale from 1 to 4, where 1=Not Interested and 4=Very Interested.

Season	RRV		LOW	
	n	Mean Interest	n	Mean Interest
Winter	417	2.78	542	3.11
Spring	422	2.97	539	3.14
Summer	470	3.40	556	3.28
Fall	443	3.39	552	3.35

24. Which of the following best describes your household?

Household Composition	RRV Percent (n=533)	LOW Percent (n=635)
Couple with children under 18	30.6	37.0
Single with children under 18	2.8	3.5
Couple no children	10.1	13.1
Couple grown children	35.6	29.8
Single no children	16.1	10.1
Single grown children	3.4	5.5
Other	1.3	1.1

25. What is your annual household income?

Income	RRV Percent (n=349)	LOW Percent (n=429)
Under \$25,000	12.9	5.8
\$25,000 to \$40,000	22.6	18.7
\$40,001 to \$55,000	20.4	18.4
\$55,001 to \$70,000	18.3	17.5
\$70,001 to \$85,000	10.0	12.6
\$85,001 to \$100,00	8.9	17.7
Over \$100,000	6.9	9.3

26. What is your age?

Age	Mean Age
RRV (n=520)	45.8 years (range: 18-85 years)
LOW (n=634)	47.3 years (range: 18-81 years)

27. You are...

Gender	RRV Percent (n=529)	LOW Percent (n=612)
Male	57.1	69.4
Female	42.9	30.6