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Bemidji Area Visitor Profile: Second-Quarter Spring Summary

Authored by Xinyi Qian, Ph.D., and Daniel Erkkila, Ph.D.

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May 2019

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EXECUTIVE SUMMARY¹

In 2017, Visit Bemidji, the city's convention and visitor bureau, contracted with University of Minnesota Tourism Center to conduct a visitor profile survey from winter 2017 to fall 2018. Below is a summary of second-quarter spring findings (March through May 2018).

RESPONDENTS

Just over 55 percent of second-quarter respondents were male, and 37.3 percent were between the ages of 36 and 52 (commonly known as Generation X). The annual household income of 34.5 percent of respondents was in the range of \$50,001 - \$100,000. Additionally, 34.6 percent of respondents had some college education. The majority of second-quarter respondents were repeat visitors, as 91.3 percent made between one and 10 visits to the Bemidji area during the past 12 months. Respondents identified a large variety of alternative destinations if they did not come to the Bemidji area as their primary trip activity. The most frequently identified alternative location was Duluth.

2018 SPRING-QUARTER TRIP INFORMATION

The majority of second-quarter respondents indicated the Bemidji area was their primary trip destination (85.5 percent) and spent one or two nights in the area (54 percent). The most frequently chosen lodging facility was a hotel or motel (47 percent), followed by the home of a friend/relative (17.9 percent). More than 90 percent of respondents (93.6 percent) arrived in the Bemidji area by car, van, or truck. More than 40 percent of respondents (42.7 percent) traveled in a group of two, and 43.2 percent traveled with family. The highest spending category was lodging, followed by restaurants, shopping, and transportation. The average personal daily spending by second-quarter respondents was \$114, although the number varied widely from visitor to visitor.

TRIP ACTIVITIES, PURPOSE, AND PLANNING

Visiting family/friends was the most frequently identified primary reason for taking a trip to the Bemidji area (30.2 percent). The most frequently identified trip activity was dining out (85.8 percent), followed distantly by sightseeing (32.1 percent), visiting friends/relatives (29.8 percent), and driving on scenic byways (25.5 percent). Fishing was the most frequently identified favorite activity, and mini golf was the most frequently mentioned attraction respondents wished to experience in Bemidji but was not currently available.

Twenty percent of second-quarter respondents planned their trip two to four weeks in advance and 19.1 percent less than one week in advance. Word of mouth was the most frequently used information source (35.4 percent) followed by Google/Internet search (28.8 percent). Close to 40 percent of respondents (39.4 percent) indicated social media would have some, or a strong, influence on their travel decisions. More than half of respondents (52 percent) indicated coupons would be somewhat, or very, likely to encourage them to visit a travel destination.

POST-TRIP SHARING

More than 70 percent of respondents reported they would use mobile devices more than a personal computer to share information about their trip. The three most frequently identified mediums for

¹ This quarterly report is considered a draft. The authors reserve the right to make changes to this quarterly report before the final project report is completed.

sharing trip information were text messages (62.9 percent), Facebook (56.6 percent), and in-person (48.7 percent).

INTRODUCTION

Consumer profile information is essential for tourism planning and marketing. Visit Bemidji, the city's convention and visitor bureau, collaborated with various entities to fund a visitor profile of the Bemidji area from winter 2017 to fall 2018. Below is a summary of second-quarter spring findings (March through May 2018).

METHODOLOGY

Trained staff administered on-site, in-person questionnaires to Bemidji-area visitors during spring 2018, specifically between March 1, 2018 and May 31, 2018.

Study setting

Bemidji, with a 2010 population of 13,431 residents, is located in northwest Minnesota (U.S. Census Bureau, 2018). Boasting many lakes, the Paul Bunyan and Babe the Blue Box statues, two state parks, and many shopping opportunities, the city and its surrounding area is a major tourism destination in Minnesota and attracts visitors from the upper Midwest and parts of Canada.

Sampling

A convenience sample was designed to reach the breath of visitors to the Bemidji area. Based on discussions with Visit Bemidji, sample sites were distributed into three quadrants: Bemidji City, north of Bemidji City, and south of Highway 2. Data collection took place on Fridays, Saturdays, Sundays, and a small number of weekdays throughout the spring quarter.

Sampling quotas for each quadrant were constructed based on 2016 lodging tax receipts. Visit Bemidji was consulted to provide specific sampling sites (e.g., attractions, lodging facilities, restaurants) and subsequently made initial contact with site management to ask for their willingness to participate. Questionnaires were collected at a total of 30 sites throughout Bemidji and the surrounding area. All questionnaires were administered in person by surveyors hired and trained by the University of Minnesota Tourism Center.

Approaching and screening respondents

Three screening questions ensured each survey respondent was an adult visitor (Figure 1). For the purpose of this study, a visitor was anyone who traveled at least 50 miles from their primary residence to the area or stayed at least one night in Bemidji away from home. As an incentive, respondents were included in a quarterly drawing to win a \$100 gift certificate good at participating businesses in the Bemidji area.

1. Are you 18 years old or older? Yes (Continue) No (Ask if an adult is present; if no, terminate)
2. Do you live 50 miles or more to Bemidji area? Yes (Eligible to complete survey) No (Ask question 3)
3. Did you or do you plan to stay at least one night away from home in Bemidji area?
 Yes (Eligible to complete survey) No (Thank/terminate)

Fig. 1: Screening questions for potential respondents to the 2017-8 Bemidji area visitor survey

Questionnaire

An on-site questionnaire was developed based on past research and with the assistance of Visit Bemidji. Questionnaire sections included trip motivation, spending, activities, accommodations, transportation, group composition, planning and information sources, and basic demographics (see Appendix).

Response rate

During the spring quarter of data collection, surveyors obtained a total of 302 usable questionnaires. Close to 40 percent (38 percent) of respondents were contacted in May (Figure 2), and the majority (94.5 percent) were contacted on a weekend (Friday afternoon through Sunday; Figure 3). Close to one-third of respondents (32.4 percent) completed the questionnaire while in a lodging facility (Figure 4).

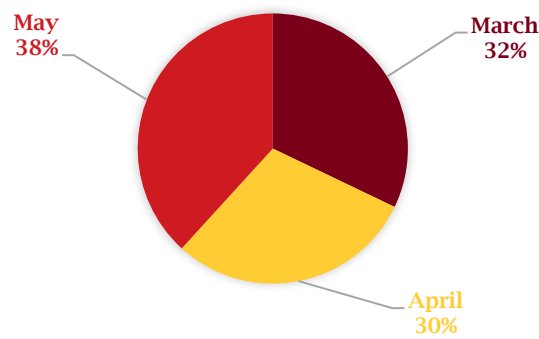


Fig. 2: Month respondents completed Bemidji area visitor survey, second quarter

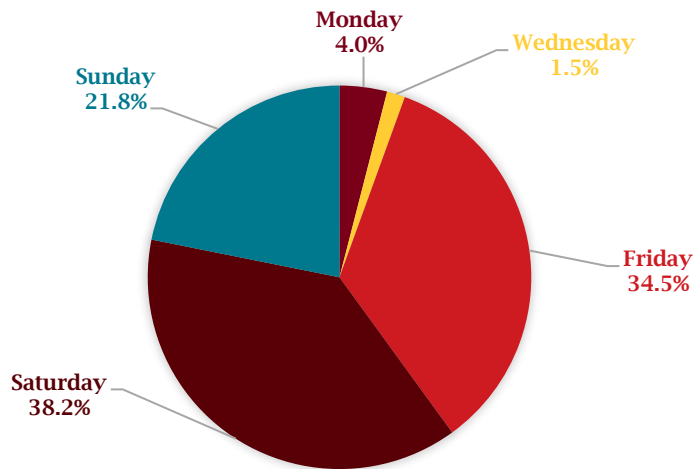


Fig. 3: Day of the week respondents completed Bemidji area visitor survey, second quarter

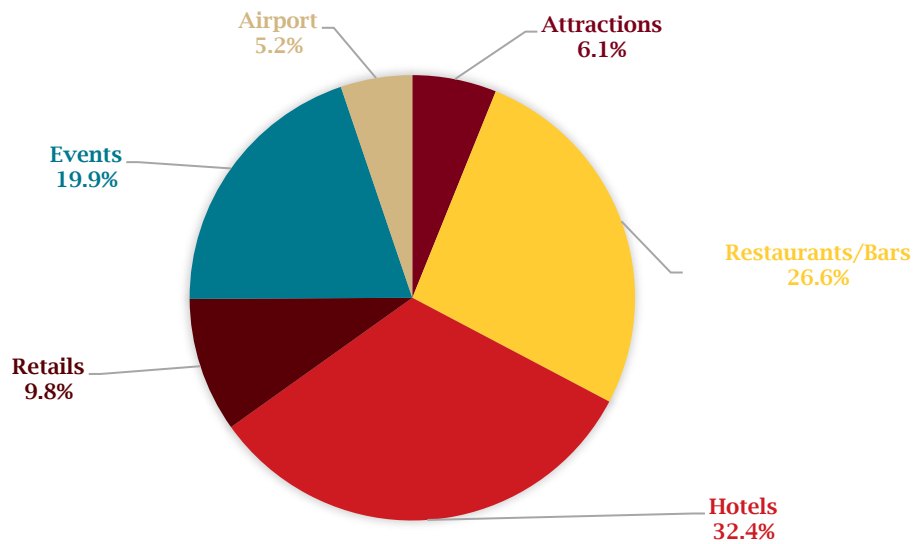


Fig. 4: Location where respondents completed Bemidji area visitor survey, second quarter

Analysis

Completed questionnaires were entered, cleaned, and checked in SPSS (version 24.0), a social science statistical analysis software. Analysis provided frequencies, means, medians, and standard deviations to describe the sample and provide information on variables of interest. A trade area analysis was conducted to create a customized trade area based on visitors' primary residence.

RESULTS

Respondents

Demographics

More than half (56.3 percent) of second-quarter respondents were male (Figure 5). Respondents' average age was 48 years old ($M=48.4$, $Mdn=48$, $SD=15.2^2$). More than 35 percent of respondents (37.3 percent) were between 36 and 52 years old (commonly known as Generation X), and 34.4 percent were between 53 and 71 years old (commonly known as baby boomers; Figure 6). Just over 20 percent (22.2 percent) were between 18 and 35 years old (commonly known as millennials).

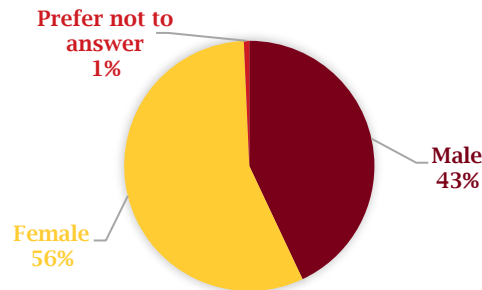


Fig 5: Gender of Bemidji area visitor survey, second quarter (n=284)

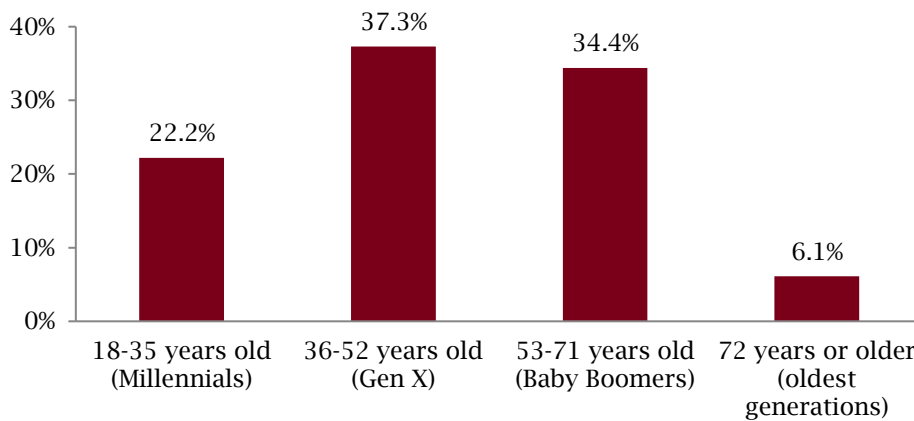


Fig. 6: Percentage of Bemidji area visitor survey respondents in various age brackets, second quarter (n=279)

The household income of 18.4 percent of second-quarter respondents was in the \$50,001-\$75,000 range, followed by 16.1 percent in the \$75,001-\$100,000 range, 14.6 percent in the \$25,001-\$50,000 range, and 13.8 percent in the \$100,001-\$125,000 range (Figure 7). In terms of educational level, 34.6 percent of respondents had some college education, 22.9 percent had a post-graduate or professional school education, and another 20.4 percent were high school graduates (Figure 8).

² M=mean, Mdn=Median, SD=Standard Deviation

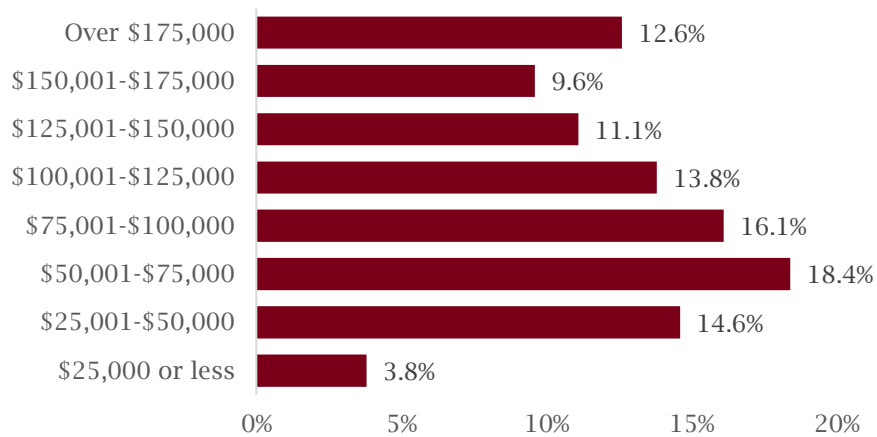


Fig. 7: Percentage of Bemidji area visitor survey respondents in pre-tax income groups, second quarter (n=261)

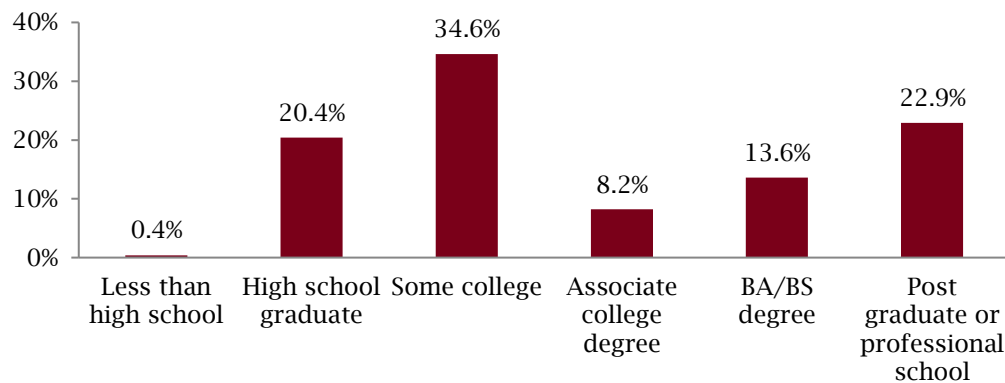


Fig. 8: Educational level of respondents to Bemidji area visitor survey, second quarter (n=280)

Primary residence

Approximately two-thirds of respondents (66.91 percent) were Minnesota residents and 11.3 percent lived in North Dakota (Table 1). Eight percent of respondents lived in Hennepin County, 5.8 percent in Ramsey County, and 4.4 percent in Cass County (North Dakota).

Table 1: Primary place of residence of Bemidji area visitor survey respondents, second quarter (n=268)*

Top 10 States		
Name	Count	Percent
Minnesota	184	66.91
North Dakota	31	11.27
Wisconsin	8	2.91
Illinois	7	2.55
California	5	1.82
Ohio	5	1.82
South Dakota	3	1.09
Colorado	3	1.09
Texas	3	1.09
Michigan (tie with 4 other states)	2	0.73

Top 10 Counties		
Name	Count	Percent
Hennepin, MN	21	7.64
Ramsey County, MN	16	5.82
Cass County, ND	12	4.36
Washington County, MN	11	4.00
Grand Forks County, ND	11	4.00
Roseau County, MN	11	4.00
Anoka County, MN	10	3.64
Chisago County, MN	9	3.27
Stearns County, MN	8	2.91
Wright County, MN (tie with 2 other counties)	7	2.55

Top 10 ZIP Codes		
Name	Count	Percent
Grand Forks, ND	8	2.91
Fargo, ND	5	1.82
Roseau, MN	5	1.82
Fargo, ND	5	1.82
Warroad, MN	4	1.45
Detroit Lakes, MN	4	1.45
Baudette, MN	4	1.45
Shakopee, MN	4	1.45
Buffalo, MN (tie with 8 other ZIP Codes)	3	1.09

*Source: Customer geographic summary by Esri (ArcMap) of spring survey respondents located in the US.

Figure 9 represents the distribution of U.S. respondents at three set (100-mile) distances from Bemidji. Each dot represents a unique zip code and may indicate one or more respondents from that zip code area. Not represented are seven respondents from Canada, Mexico, and the Netherlands.

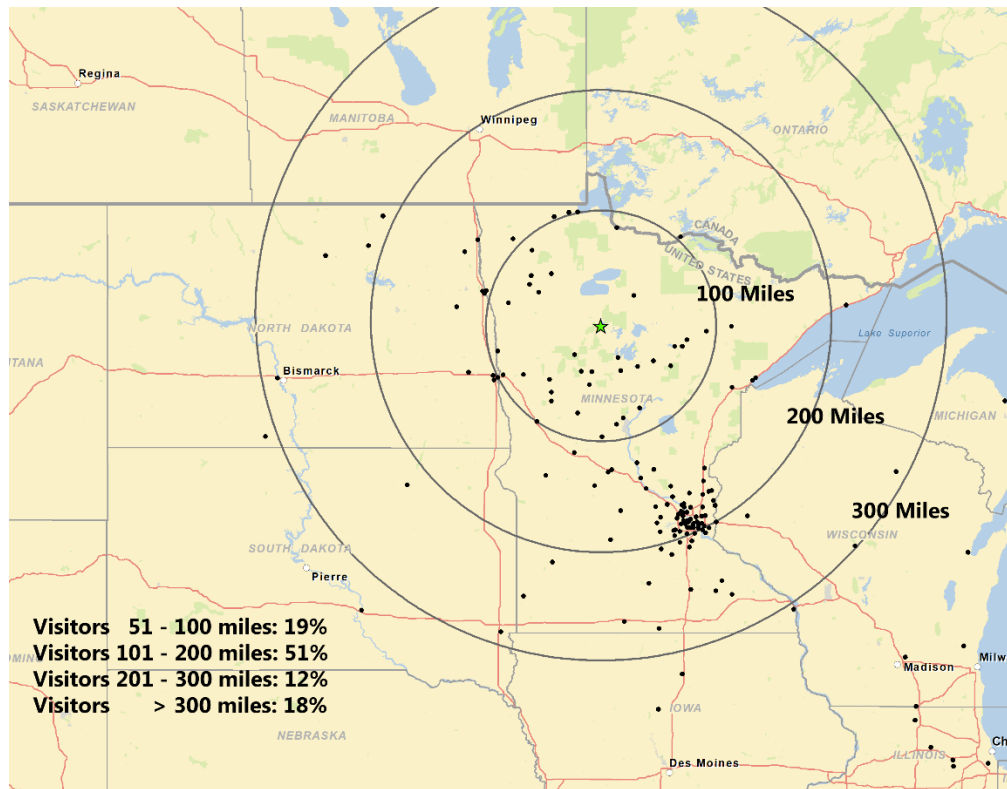


Fig. 9: Scatter plot of Bemidji area visitor U.S. survey respondents, second quarter (n=268)

Past visitation

Second-quarter respondents made an average of 3.4 visits to the Bemidji area during the past 12 months and an average of 7.4 visits during the past five years (Table 2). Specifically, 23.2 percent of respondents made one visit to the Bemidji area during the past 12 months, and another 20.2 percent make no visit (Figure 10). Thirty percent of visitors made one or two visits to the Bemidji area during the past five years, and another 17.4 percent made no visit (Figure 11).

Table 2: Descriptive statistics of past visitation by respondents to Bemidji area visitor survey, second quarter

	Mean	Median	Standard Deviation
Number of visits in past 12 months (n=263)	3.4	2	4.3
Number of visits in past 5 years (n=213)	7.4	3	10.6

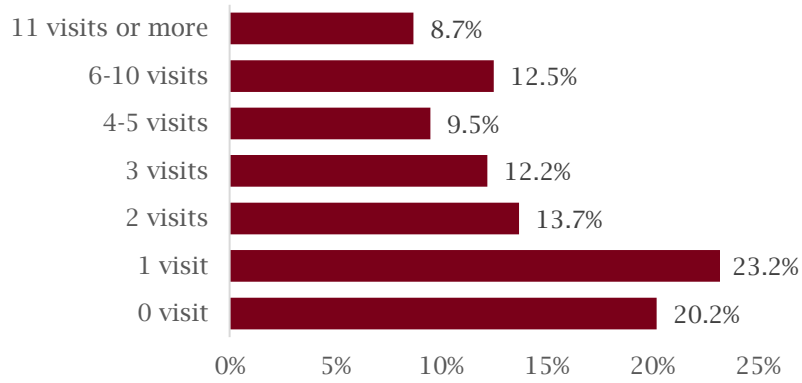


Fig. 10: Number of visits during the past 12 months by respondents to Bemidji area visitor survey, second quarter (n=263)

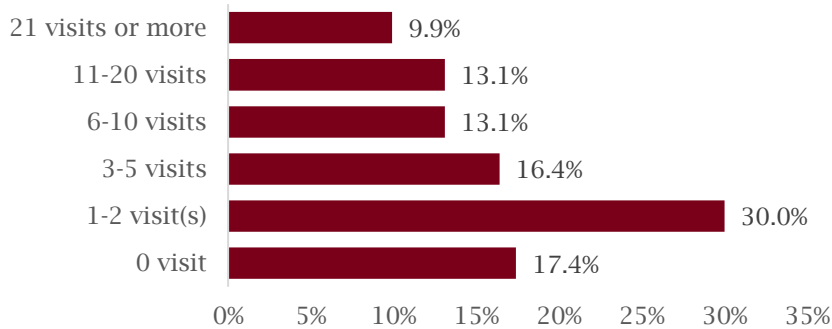


Fig. 11: Number of visits during the past five years by respondents to Bemidji area visitor survey, second quarter (n=213)

Trip information

Primary destination

The Bemidji area was the primary destination for 85.5 percent of second-quarter respondents (Figure 12). For those whose final destination was not the Bemidji area, three identified Cass Lake. Additionally, Bagley, Itsaca, Mahnomen, Minneapolis, Park Rapids, and Walker were each identified by two respondents as their final destination.

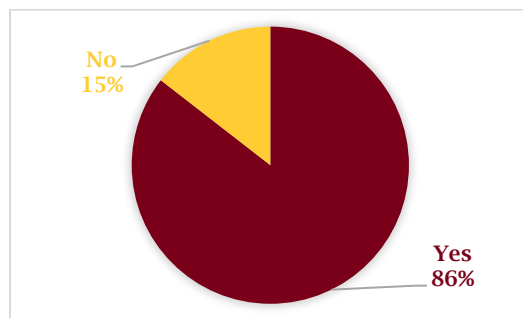


Fig. 12: Whether the Bemidji area was survey respondents' primary destination, second quarter (n=296)

Alternative destinations

Respondents identified a variety of alternative destinations if they did not come to the Bemidji area as their primary trip activity. Seventeen respondents wrote down “none” or “N/A,” and five wrote down “stay home” (Table 3). Fifteen respondents identified Duluth, nine Fargo, North Dakota, and eight Grand Forks, North Dakota. Seven respondents identified the Twin Cities area, six Brainerd, and another six Detroit Lakes. Five wrote down “another state park.”

Table 3: Alternative destinations identified by at least five Bemidji area visitor survey respondents, second quarter (n=139)

Alternative destination	Number of respondents
N/A / none	17
Duluth, ND	15
Fargo, ND	9
Grand Forks, ND	8
Twin Cities/Minneapolis/St. Paul, MN	7
Brainerd, MN	6
Detroit Lakes, MN	6
Another state park	5
Stay home	5

Note: only alternative destinations with at least five mentions are listed in the table.

Trip duration

On average, respondents spent 2.7 nights during their entire trip and 2.5 nights in the Bemidji area (Table 4). Specifically, 30.7 percent of respondents spent two nights in the Bemidji area during their entire trip, 23.6 percent spent three to five nights, and 23.3 percent spent one night (Figure 13). Close to 30 percent (28 percent) of respondents spent two nights in the Bemidji area, and 26 percent spent one night (Figure 14).

Table 4: Descriptive statistics of length of stay by respondents to Bemidji area visitor survey, second quarter

	Mean	Median	Standard Deviation
Number of nights spent on the entire trip (n=366)	2.7	2	6.6
Number of nights spent in Bemidji (n=339)	2.5	2	6.2

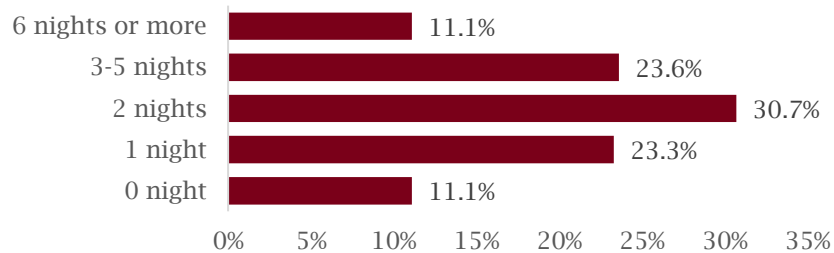


Fig. 13: Total number of nights spent on the trip by respondents to Bemidji area visitor survey, second quarter (n=296).

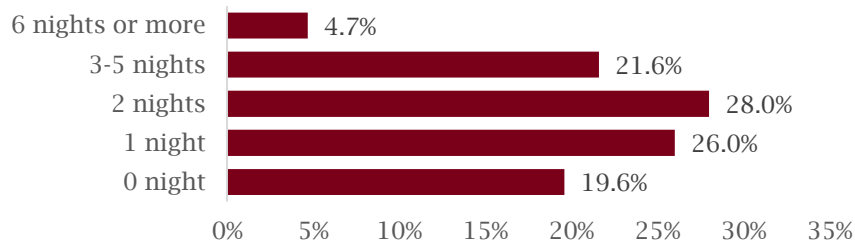


Fig. 14: Number of nights spent in Bemidji by respondents to Bemidji area visitor survey, second quarter (n=296)

Lodging

Close to half (47 percent) of respondents stayed in a hotel or motel, the most frequently chosen lodging type (Figure 15). Close to 20 percent (17.9 percent) of respondents stayed with a friend or relative, four percent stayed at a resort, and 3.6 percent stayed at their vacation home.

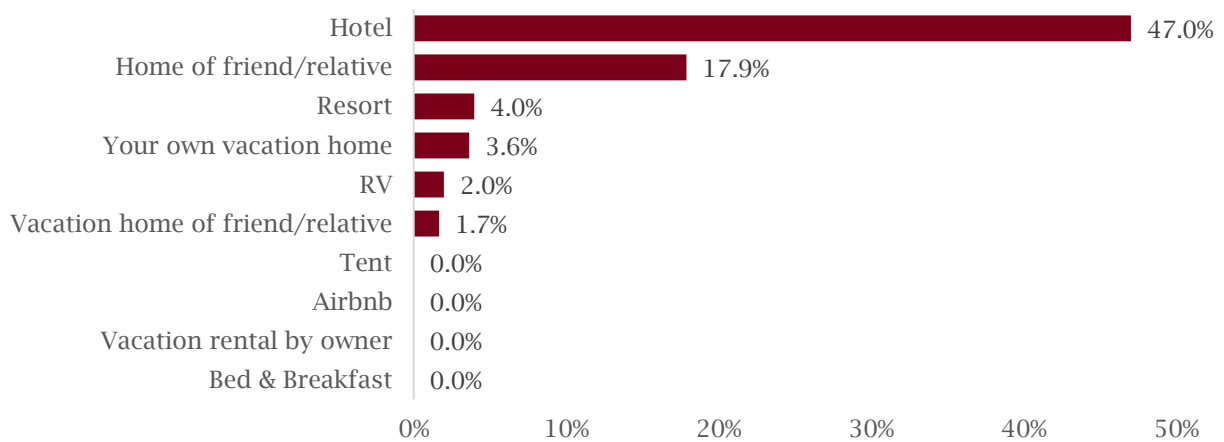


Fig. 15: Lodging type among overnight respondents to Bemidji area visitor survey, second quarter (n=302)

Transportation

More than 90 percent (93.6 percent) of second-quarter respondents arrived in the Bemidji area by car, van, or truck (Figure 16). The remaining arrived by airplane (4.7 percent) or RV (1 percent). Two respondents arrived by a snowmobile.

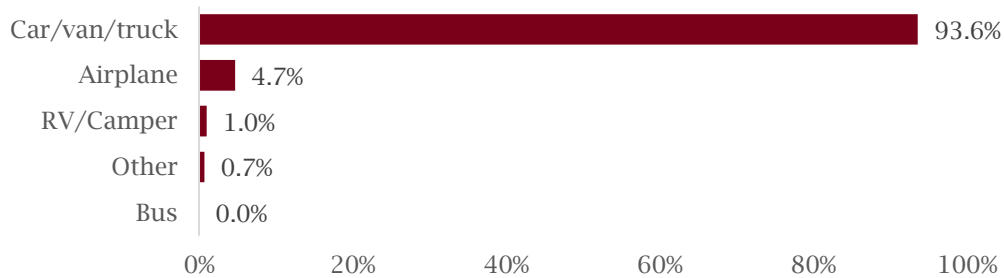


Fig. 16: Primary mode of transportation among respondents to Bemidji area visitor survey, second quarter (n=298)

Group composition and size

The average second-quarter respondent traveled in a group of three people ($M=2.97$, $Mdn=2$, $SD=2.47$). Specifically, 42.7 percent of respondents traveled in a group of two, 32.8 percent in a group of three or four, 8.9 percent in a group of five to 10, and 14.2 percent traveled alone (Figure 17).

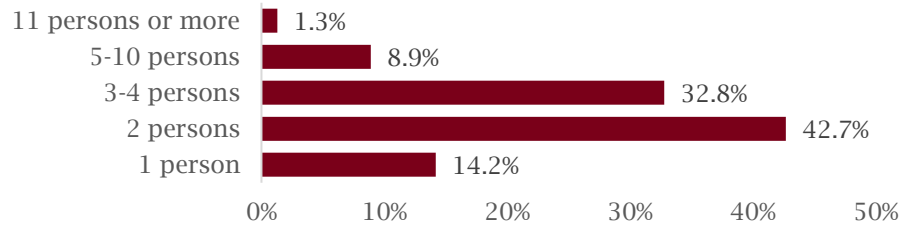


Fig. 17: Group size in which respondents to Bemidji area visitor survey traveled, second quarter (n=302)

More than 40 percent (43.2 percent) of second-quarter respondents traveled with family, 25.9 percent as a couple or with a partner, and 12.3 percent traveled alone (Figure 18). Eight percent of respondents traveled with friends, and another 7.6 percent traveled with family and friends. Four respondents traveled with co-workers.

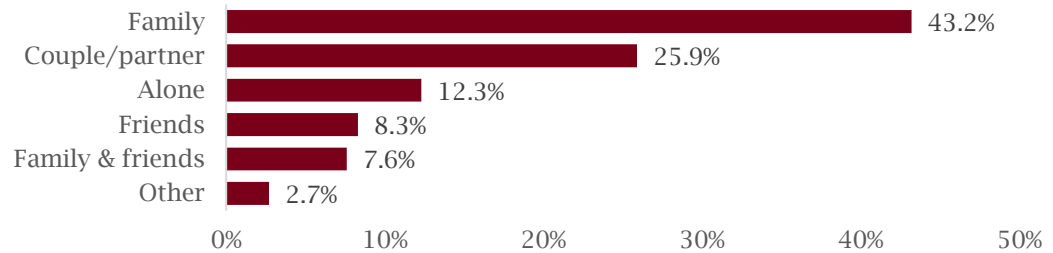


Fig. 18: Group type among respondents to Bemidji area visitor survey, second quarter (n=302)

More than 40 percent (45.4 percent) of second-quarter respondents traveled with adults in the 51-69 age range, and 38.7 percent traveled with adults in the 36-50 age range (Figure 19). Close to one-third (32.5 percent) of respondents traveled with children or minors under 18, and 22.5 percent traveled with adults in the 26-35 age range. Fifteen percent traveled with young adults in the 18-25 age range and 12.9 percent traveled with seniors older than 70.

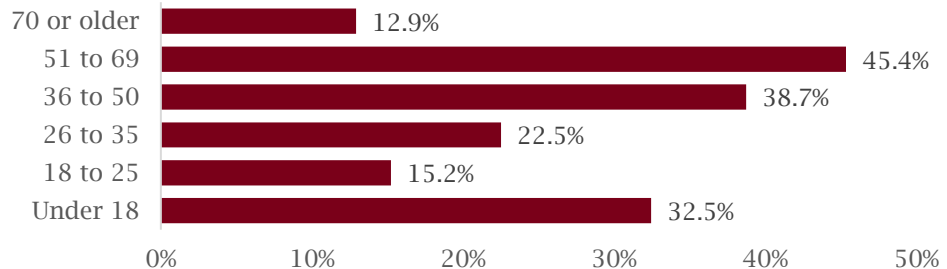


Fig. 19: Age groups included in Bemidji area visitor survey respondents' travel party, second quarter (n=302)

Visitor spending

The average second-quarter respondent spent the most on lodging, followed by restaurants/bars, shopping, and transportation (Table 5). It is worth noting that, for every spending category other than “miscellaneous,” the mean was much higher than the median. The standard deviation was also large. This indicates the range of spending in each category was wide, and a few respondents spent a lot more than others in each category.

Table 5: Descriptive statistics of daily personal spending in various categories by Bemidji area visitor survey respondents, second quarter (n=233)

	Mean (dollars)	Median (dollars)	Standard Deviation (dollars)
Lodging	40.99	25.00	51.05
Restaurants/bars	24.68	18.75	26.82
Shopping	18.74	0.00	43.92
Transportation	13.66	10.00	18.65
Entertainment/attractions	8.27	0.00	27.49
Groceries	6.18	0.00	21.17
Recreation (non-fishing)	1.42	0.00	8.73
Miscellaneous	0.10	0.00	1.07
Fishing-related expenses	0.00	0.00	0.00
Total	114.04	90.00	94.23

Trip activities

Second-quarter respondents participated in a variety of activities during their trip to the Bemidji area (Figure 20). Their most frequent activity was dining out (85.8 percent). Close to one-third (32.1 percent) of respondents went sightseeing, 29.8 percent visited friends/relatives, and 25.5 percent drove on scenic byways. Close to 20 percent of respondents enjoyed nightlife (18.5 percent), attended sporting events (18.2 percent), or visited Itasca State Park (17.5 percent). More than 10 percent visited Lake Bemidji State Park (12.9 percent) and historic sites (11.9 percent). Respondents also participated in a few “other” activities. Five respondents wrote down “Bemidji State,” four identified a high school graduation, and two identified the “lake.”

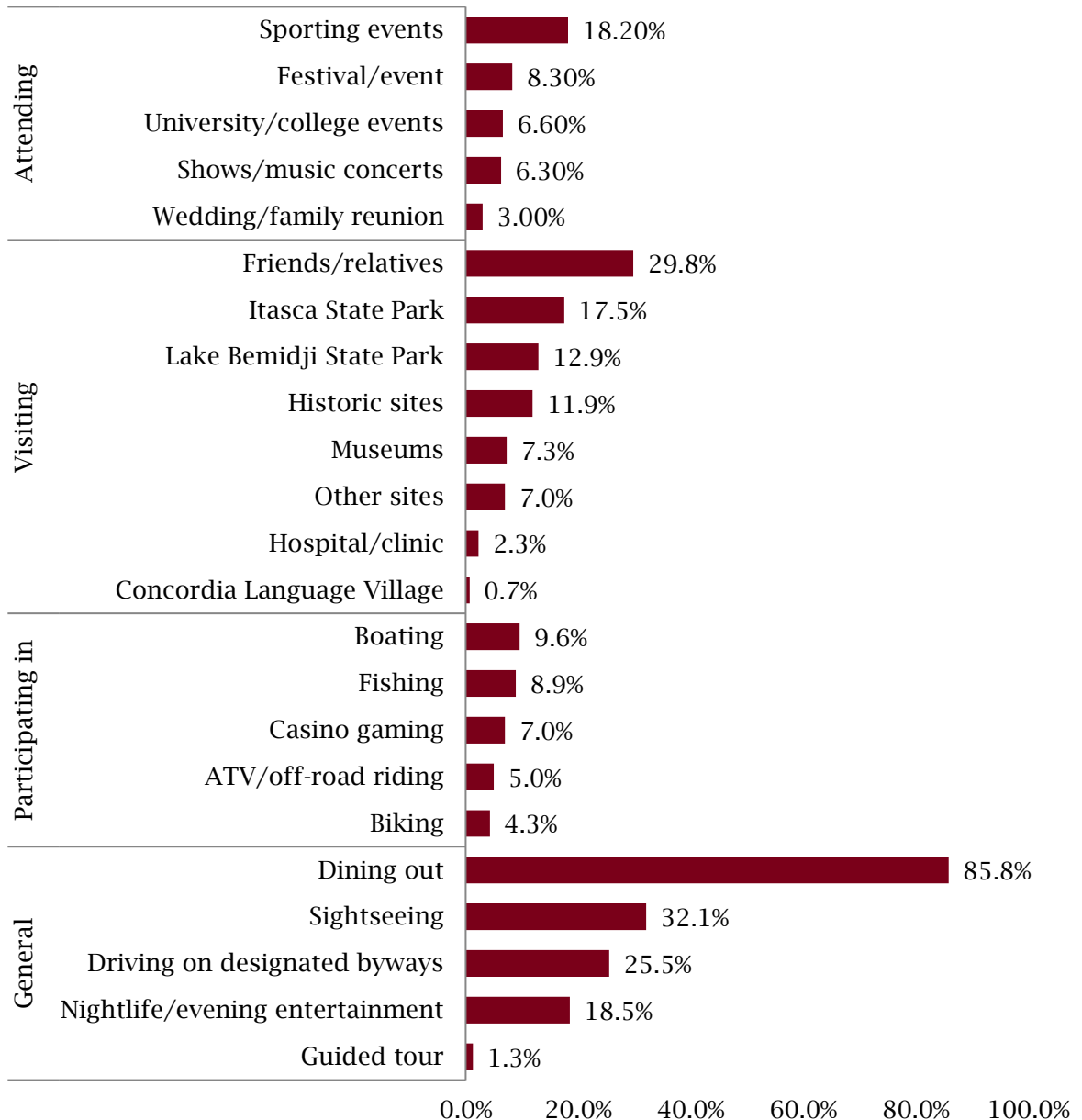


Fig. 20: Activities participated in among Bemidji area visitor survey respondents, second quarter (n=302)

Respondents identified a number of favorite tourism activities (Table 6). Clearly, the most enjoyable activity was fishing (n=33), followed by lake/lake front (n=30). Respondents also enjoyed shopping (n=25), hiking (n=23), dining out (n=22), and Itasca State Park (n=22). At least 13 visitors enjoyed the Paul Bunyan and Babe the Blue Ox statues (n=17), sightseeing (n=17), park, (n=14), and Bemidji State activities or campus (n=13). Biking and state park in general were each identified by 11 respondents as their favorite activities. Camping, downtown, and trails of all kinds were each identified by 10 respondents.

Table 6: Visitor survey respondents’ favorite tourism activities in Bemidji area, second quarter (n=258)

Favorite tourism activities	Number of respondents
Fishing	33
Lake front/lake/beach (1)	30
Shopping/stores/local shops	25
Hiking	23
Dining out/eating/eating out/food/restaurant/restaurant patio	22
State Park-Itasca	22
Paul Bunyan and Babe the Blue Ox statues/Paul Bunyan park	17
Sightseeing/touring	17
Parks	14
BSU activities(1) / sports (1) / campus (2) / football (4)	13
Bike riding/biking	11
State Park (general)	11
Camping	10
Downtown	10
Trails(2)/ATV(1)/bike(3)/hiking(1)/ski(1)/walking(2)	10
Curling	9
N/A / none	8
Outdoor activities/areas	8
Sanford Center/Sanford Center events	8
Snowmobiling	8
Concerts/music event (1)	7
Art/art show in summer/art festival (1)/cultural (1)	6
Boating	6
Brewery/Bemidji brewing	6
Relaxing/peaceful/quiet	6
Skiing	6
State Park-Lake Bemidji	6
Walking	6
Drinking/nightlife(3)	5
Family/visit family	5
Lake Bemidji	5

Note: Only activities with at least five mentions are listed in the table.

Respondents also mentioned a wide variety of tourism activities or attractions they would like to experience in Bemidji but were not currently available (Table 7). Mini golf and a water park received the most mentions (n=4). A number of other activities were each identified by three respondents: aquatic recreational rentals, concerts, cultural events of different types, family-friendly activities, hiking, more parks, and more shops.

Table 7: Tourism activities or attractions visitor survey respondents wish to have in Bemidji area, second quarter (n=139)

Tourism activities or attractions	Number of respondents
Mini golf	4
Water park	4

Aquatic recreation rentals/boat rental/kayak rental	3
Concerts/concerts-more (1)	3
Cultural events-more (theater-2;musical-1)	3
Family friendly activities/activities for kids/toddler friendly playground	3
Hiking	3
Parks-more	3
Shops-more	3

Note: Only activities or attractions with at least three mentions are listed in the table.

Trip purpose and planning

Primary reason for making trip

Second-quarter respondents most frequently identified visiting family/friends (30.2 percent) as the primary reason for their trip, followed by sporting events (17.9 percent) and outdoor recreation (15.4 percent; Figure 21). Close to 8 percent (7.7 percent) identified business/work reason as the reason for their trip, 5.6 percent for education, and another 5.6 percent for entertainment.

Six percent of respondents identified “other” primary reasons for taking their trip. Among them, six respondents identified cabin/vacation home, three named eating out, two identified an anniversary, and another two identified a funeral.

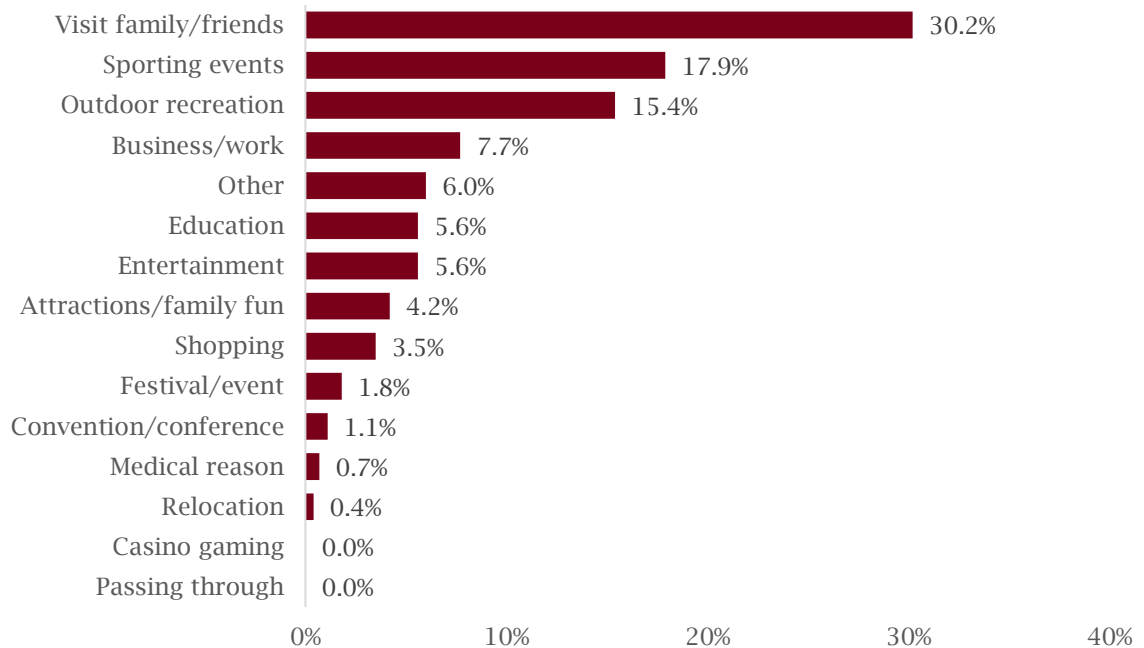


Fig. 21: Primary reason for making the trip among respondents to Bemidji area visitor survey, second quarter (n=285)

Trip planning behavior

Twenty percent of second-quarter respondents planned their trip two to four weeks in advance and 19.1 percent less than one week in advance (Figure 22). Eighteen percent of respondents planned the trip five to eight weeks in advance and 17.4 percent one to two weeks in advance.

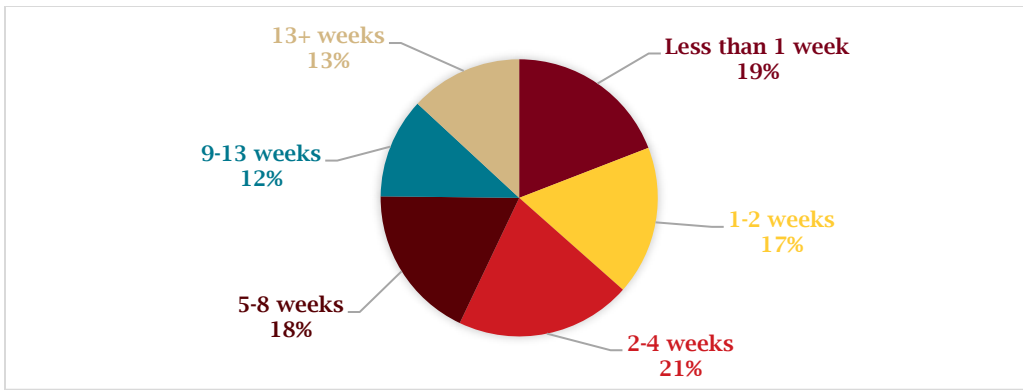


Fig. 22: Trip planning timeframe among respondents to Bemidji area visitor survey, second quarter (n=298)

In terms of trip information sources, the most frequently used were word of mouth (35.4 percent), followed by Google/Internet search (28.8 percent) and a destination website (17.5 percent; Figure 23). Close to 10 percent of respondents used online travel/review sites (8.3 percent), Facebook (7.9 percent), and social media in general (5.3 percent).

No other information source was used by more than 5 percent of respondents. Only three respondents used Instagram or Twitter, two used radio or Pinterest, and one used a destination e-newsletter or Kayak.com. No respondents used YouTube.

In terms of “other” information sources, eight respondents used their past experience traveling to Bemidji as an information source, six identified work or business, and another two mentioned hotel chain reward programs.

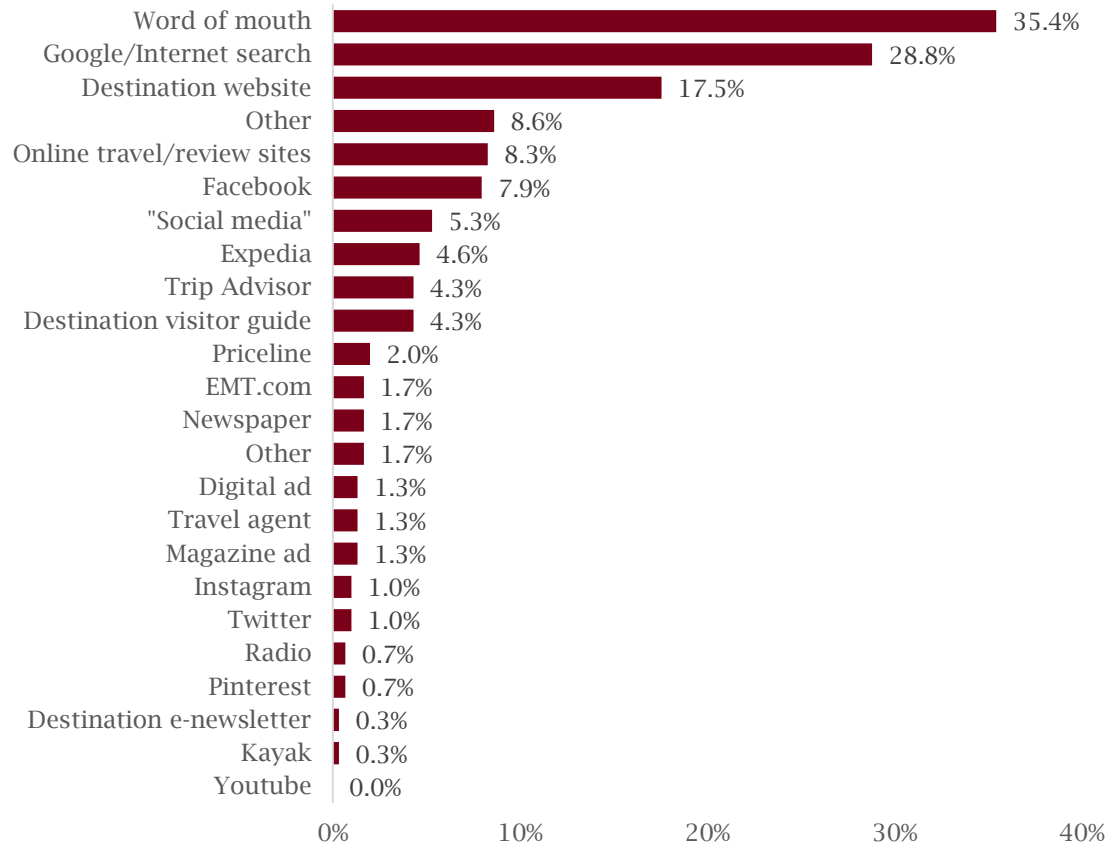


Fig. 23: Information sources used by respondents to Bemidji area visitor survey, second quarter (n=302)

Impact of information sources and incentives on travel decisions

Close to 40 percent (39.4 percent) of respondents indicated social media would have some, or a strong, influence on their travel decisions, and 27.1 percent indicated TV would (Figure 24). Radio would have some, or a strong, influence on 22.6 percent of respondents' travel decisions, and direct mail would have some, or a strong, influence on 13.4 percent of respondents.

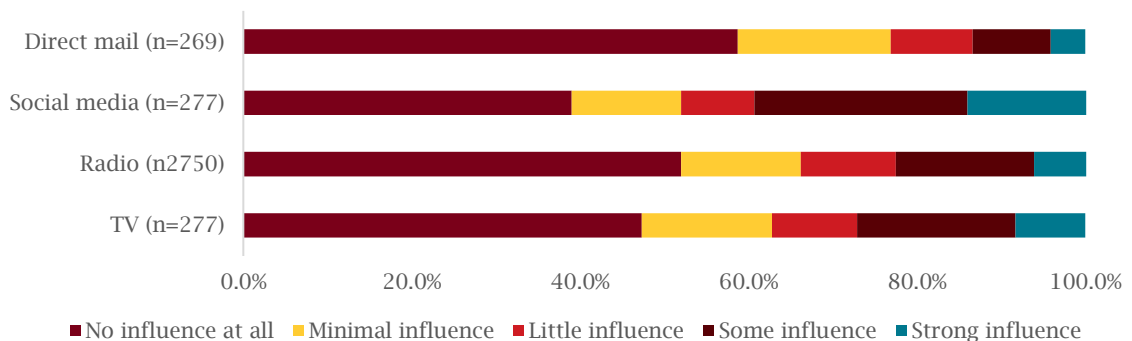


Fig. 24: Influence of information sources on Bemidji area visitor survey respondents' travel decisions, second quarter

More than half of respondents (52.0 percent) indicated coupons would be somewhat, or very, likely to encourage them to visit a travel destination and 25.2 percent of respondents indicated contests would (Figure 25). Close to 20 percent of respondents would be somewhat, or very, likely attracted by sweepstakes (18.8 percent) or “other” incentives (19.2 percent).

In terms of “other” incentives, four respondents mentioned more festivals and events. Discounts, family, and nature were each identified by two respondents.

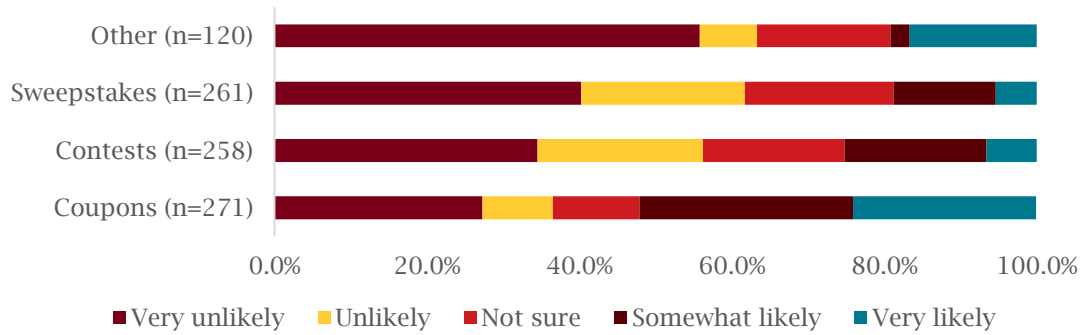


Fig. 25: Likelihood of incentives to bring Bemidji area visitor survey respondents to a travel destination, second quarter

Sharing information about the trip

More than 70 percent (71.9 percent) of respondents indicated they would use mobile devices more than a personal computer to share trip information (Figure 26). Another 18 percent reported they would use mobile devices and a personal computer equally as frequently to share trip information. Only 9.9 percent stated they would use a personal computer more than mobile devices to share trip information.

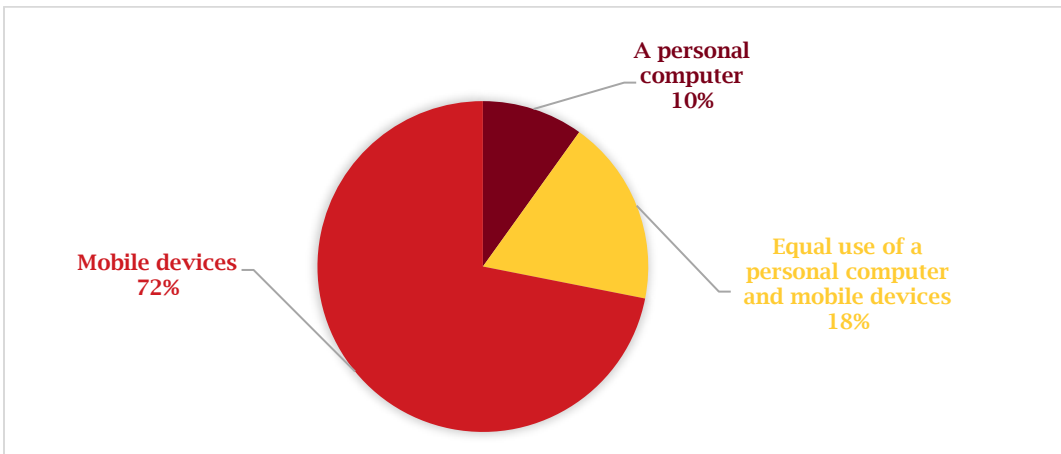


Fig. 26: Device use to share trip information by respondents to Bemidji area visitor survey, second quarter (n=274)

The majority of second-quarter respondents planned to share trip information through text messages (62.9 percent), 56.6 percent through Facebook, and 48.7 percent in-person (Figure 27). Thirty percent planned to share about their trip via email, followed by Instagram (19.2 percent) and Snapchat (15.2 percent). YouTube, Trip Advisor, and Twitter were planned by 5.3 percent of respondents to use for post-trip sharing. Three respondents mentioned “Delta” and two identified “hotels.com” as the “other” review sites they would use.

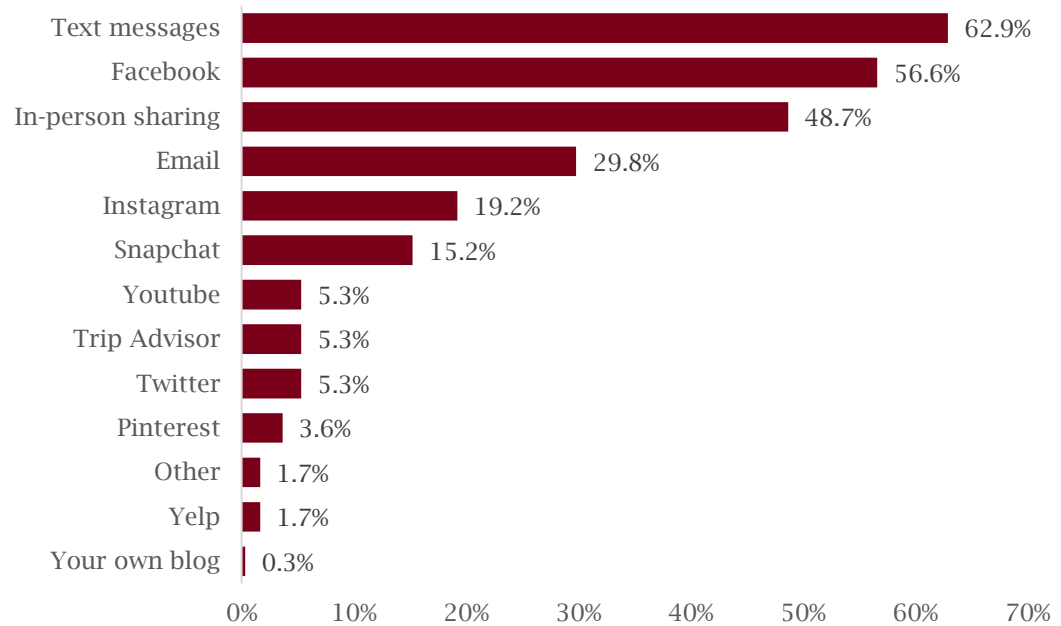


Fig. 27: Medium Bemidji area visitor survey respondents would use to share about their trips, second quarter (n=302)

APPENDIX

University of Minnesota Tourism Center Bemidji Area Visitor Questionnaire

1. Is Bemidji area your primary destination for this trip? Yes
 No, final destination is _____
2. What is the **primary** reason that you made this trip to Bemidji? (**Check only 1**)
 Outdoor recreation Visit family/friends Attractions/family fun Entertainment Sporting events Shopping
 Business/work Convention/conference Medical reason Education Relocation Passing through
 Casino gaming Museums/historic sites Festival/event (which one: _____) Other (Specify: _____)
- 2a. If you could not come to the Bemidji area for this primary activity, where would you go: _____
3. How frequently have you visited the Bemidji area?
Number of visits in past 12 months _____ Number of visits in past 5 years _____
4. How many **total nights** do you plan to spend away from home **on this trip**? ____ nights
5. How many of these nights will be in the **Bemidji Area**? _____ nights (**If 0, go to question 7**)
6. If you are staying in the Bemidji Area, how many nights are you staying in **each** the following types of accommodations?
____ Hotel/motel ____ Resort/commercial cabin ____ RV ____ Home of friend/relative ____ Your own vacation home
____ Vacation home of friend/relative ____ Bed & Breakfast ____ Vacation rental by owner ____ Airbnb ____ Tent
7. What was the primary mode of transportation you used for this trip? (**Check only 1**)
 Car/van/truck RV/Camper Airplane Motorcycle Bus Boat Bike Other (Specify: _____)
8. How many people (**including you**) are in your immediate travel party on this trip? _____
9. How many of your travel party are:
____ Under 18 ____ 18 - 25 years old ____ 26 - 35 years old ____ 36 - 50 years old ____ 51 - 69 years old ____ 70 or older
10. Which one of the following best categorizes your group? (**Check only 1**)
 Alone Couple/partner Family Friends Family & friends Other (Explain: _____)
11. Please estimate your travel group's spending **in the Bemidji Area** for the **last 24 hours** of your stay:
Lodging \$ _____ Transportation (includes gas) \$ _____ Shopping \$ _____ Entertainment/Attractions \$ _____
Groceries \$ _____ Restaurants/Bars \$ _____ Recreation (non- fishing) \$ _____ Misc. \$ _____ (explain: _____)
- 11a. How many people are included in your spending estimate? _____
12. While on this trip, which of the following activities have members of your travel party participated in or will participate in? (**Check all that apply**)
- | <i>General:</i> | <i>Participating in:</i> | <i>Visiting:</i> | <i>Attending:</i> |
|--|---|---|--|
| <input type="checkbox"/> Dining out | <input type="checkbox"/> Fishing | <input type="checkbox"/> Museums | <input type="checkbox"/> Festivals/events |
| <input type="checkbox"/> Driving on designated byways | <input type="checkbox"/> Biking | <input type="checkbox"/> Historic sites | <input type="checkbox"/> Sporting events |
| <input type="checkbox"/> Guided tour | <input type="checkbox"/> ATV/Off- road riding | <input type="checkbox"/> Friends/relatives | <input type="checkbox"/> University/college events |
| <input type="checkbox"/> Sightseeing | <input type="checkbox"/> Boating | <input type="checkbox"/> Itasca State Park | <input type="checkbox"/> Wedding/family reunion |
| <input type="checkbox"/> Nightlife/evening entertainment | <input type="checkbox"/> Casino gaming | <input type="checkbox"/> Lake Bemidji State Park | <input type="checkbox"/> Shows/music concerts |
| | | <input type="checkbox"/> Concordia Language Village | |
| | | <input type="checkbox"/> Hospital/clinic | |
| | | <input type="checkbox"/> Other (Specify: _____) | |
13. How far in advance did you plan this trip? (**Check only 1**)
 Less than 1 week 1 to 2 weeks 2 to 4 weeks (1 month) 5 to 8 weeks (1 to 2 months)
 9 to 13 weeks (2 to 3 months) 13+ weeks

14. What information sources did you use to **plan** this trip? (Check all that apply)

- | | | | | |
|--|--|--|---|---|
| <input type="checkbox"/> Destination website | <input type="checkbox"/> Destination visitor guide | <input type="checkbox"/> Destination e- newsletter | <input type="checkbox"/> Digital ad | <input type="checkbox"/> www.exploreminnesota.com |
| <input type="checkbox"/> Word of mouth | <input type="checkbox"/> Google/Internet search | <input type="checkbox"/> Magazine ad | <input type="checkbox"/> Newspaper | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Social media: | <input type="checkbox"/> Online travel/review sites: | <input type="checkbox"/> Travel agent | <input type="checkbox"/> Other (Specify: _____) | |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> TripAdvisor | | | |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Priceline | | | |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Expedia | | | |
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> Kayak | | | |
| <input type="checkbox"/> Youtube | <input type="checkbox"/> Other (Specify: _____) | | | |

15. How likely does each of the following information sources affect your travel decisions?

	Strong influence	Some influence	Little influence	Minimal influence	No influence at all
TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direct mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. How likely would each of the following incentives bring you to a travel destination?

	Very likely	Somewhat likely	Not sure	Unlikely	Very unlikely
Coupons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sweepstakes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify: _____)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. The following two questions ask how you will **share** your trip experience to the Bemidji area:

17a. Which one of the following **devices** will you use **more**? (Check only 1)

- A personal computer Mobile devices Equal use of a personal computer and mobile devices

17b. Which of the following **medium** will you use? (Check all that apply)

- | | | | | |
|---|--|---|----------------------------------|--|
| <input type="checkbox"/> in- person sharing | <input type="checkbox"/> Text messages | <input type="checkbox"/> Facebook | <input type="checkbox"/> Twitter | <input type="checkbox"/> Snapchat |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Trip Advisor | <input type="checkbox"/> Yelp | <input type="checkbox"/> Your own blog |
| <input type="checkbox"/> Email | <input type="checkbox"/> Youtube | <input type="checkbox"/> Other (Specify: _____) | | |

18. What are your favorite tourism activities in the Bemidji area?

19. What tourism activities or attractions would you like to have in the Bemidji area but currently are not available?

Finally, a few questions about you.

20. In what year were you born? _____

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

- | | | |
|--|---|---|
| <input type="checkbox"/> Less than High School | <input type="checkbox"/> Some college | <input type="checkbox"/> BA or BS degree |
| <input type="checkbox"/> High school graduate (or GED) | <input type="checkbox"/> Associate college degree | <input type="checkbox"/> Post graduate or professional school |

22. You are: Male Female Prefer not to answer

23. What is the ZIPCODE of your primary residence? _____

24. Please give us an estimate of your annual household income, before taxes?

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> \$25,000 or less | <input type="checkbox"/> \$25,001 - \$50,000 | <input type="checkbox"/> \$50,001 - \$75,000 | <input type="checkbox"/> \$75,001 - \$100,000 |
| <input type="checkbox"/> \$100,001 - \$125,000 | <input type="checkbox"/> \$125,001 - \$150,000 | <input type="checkbox"/> \$150,001 - \$175,000 | <input type="checkbox"/> Over \$175,000 |

Thank You!