

2017 Red Wing Holiday Stroll: Attendee Profile and Downtown Business Survey

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Project Goals

Red Wing Downtown Main Street (RWDMS) wanted to evaluate the event to

- Assist marketing decisions
- Enhance the event
- Maximize community benefits

Project Approach

Attendees: On-site questionnaire on Friday, November 24. A total of 186 questionnaires were completed.

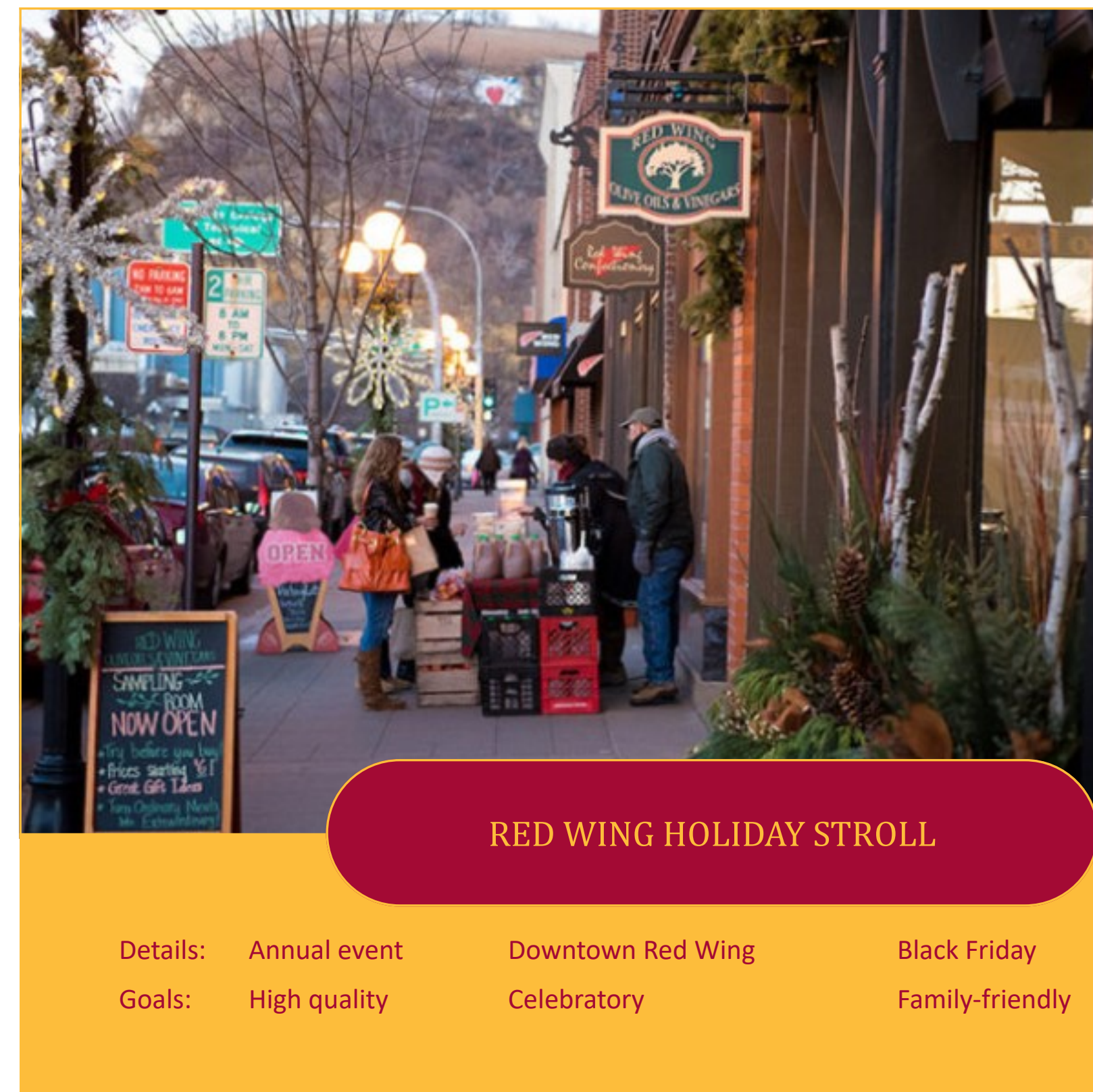
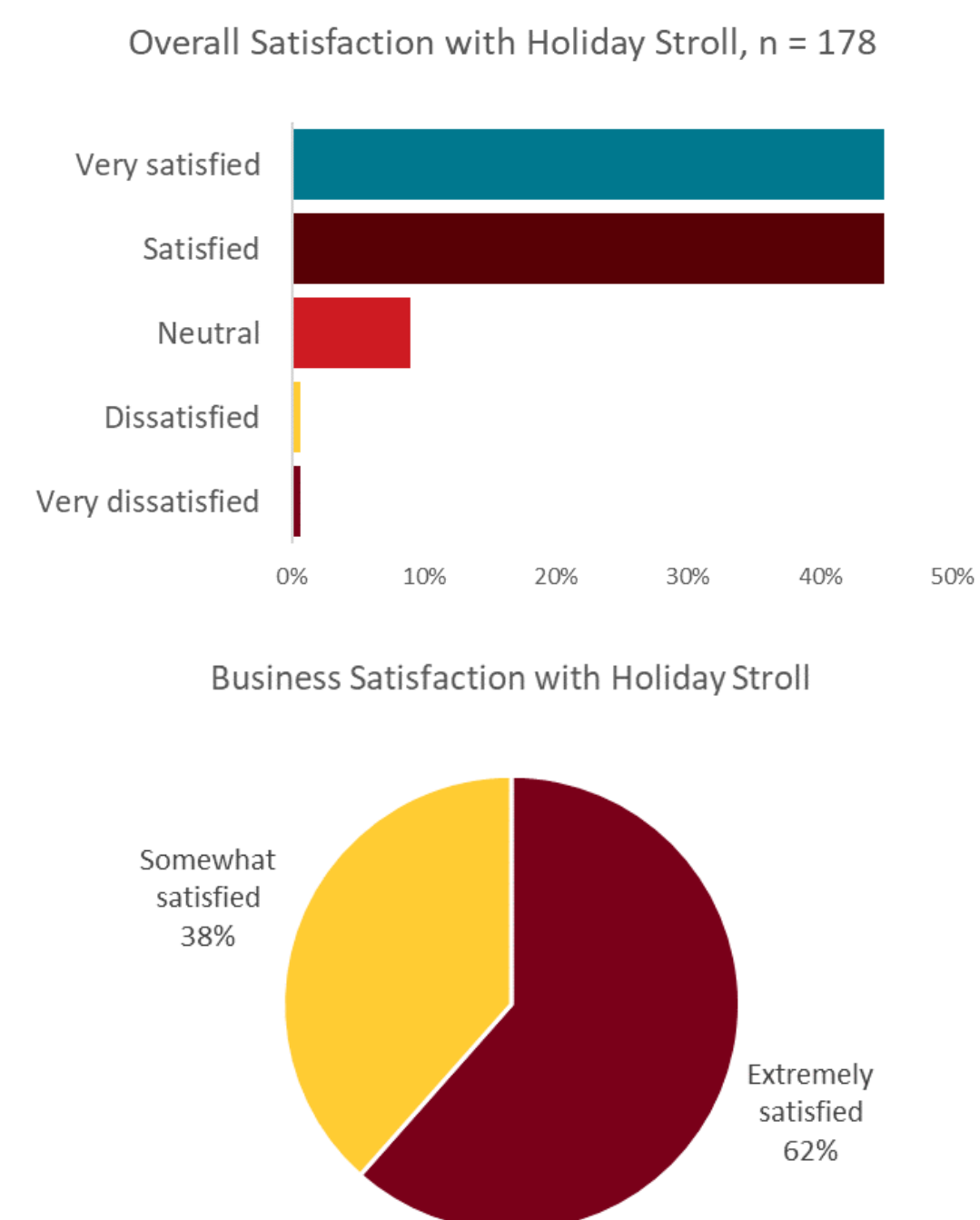
Businesses: Online questionnaire to 65 downtown businesses. Thirteen responses were received, a 20 percent completion rate.

Counting Attendees: Counting plan was designed and implemented.

Results

Respondents were highly satisfied with the Holiday Stroll and recognized the event's social benefits, particularly as a kickoff to the holiday season and as an opportunity to support the Red Wing community.

High Satisfaction:



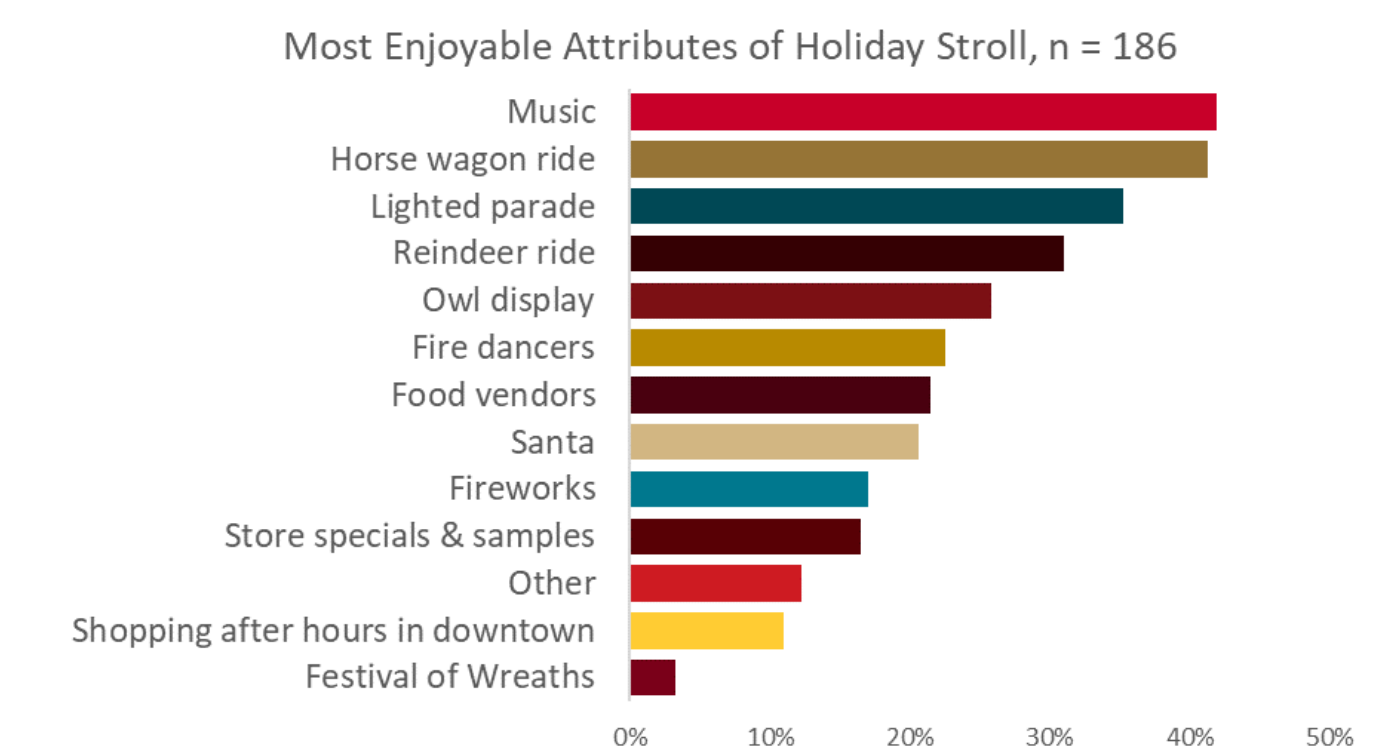
2017 By the Numbers:

- 22,200 attendees
- \$22.30 spending per person
- \$7,300 per business
- \$475,000-\$500,000 total spending

Results

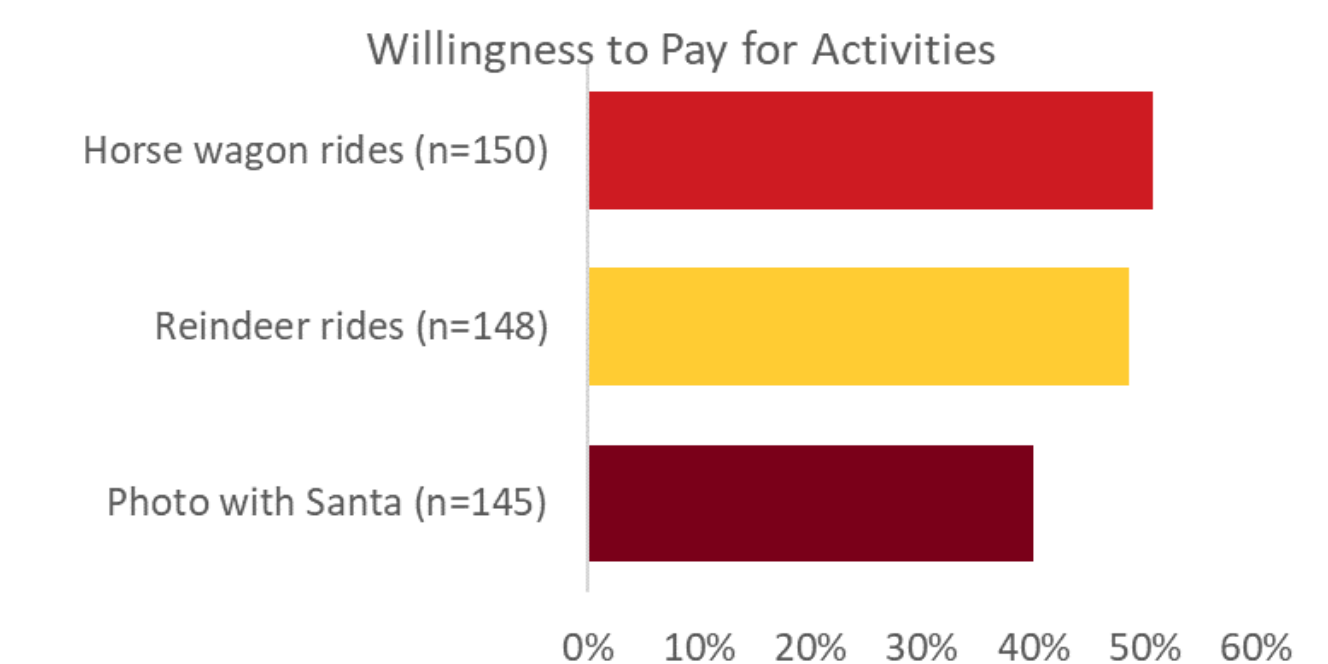
Respondents enjoyed a variety of activities at the event, particularly its main offerings—music, horse wagon rides, lighted parade, and reindeer rides.

Enjoyable Aspects:



Participants' enjoyment level partially reflected their willingness to pay for certain activities.

Willingness to Pay:



Discussion

Extension reached the following conclusions

- The event is largely meeting its goals
- Opportunity to raise awareness of Holiday Stroll organizer
- Opportunity to charge for certain activities
- Continued investment in Facebook and brochures is valuable
- Minor suggestions for improvements, including better signage and recommendations to keep the event fresh