

# Beyond Fishing: The Mille Lacs Visitor Profile



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## Presenting Issue

- Data on visitor characteristics and behavior is essential to tourism planning and destination marketing.
- Lake Mille Lacs faces complicated impact of increasingly strict walleye fishing regulation on its tourism industry.



## Extension's Programmatic Response

Visitor profile—an applied research program:

- Addresses tourism destinations' need for data with visitor intercept surveys
- Helps destinations know their customers and grow their businesses
- Has spillover benefits for the broader community

## Target Audience

Lake Mille Lacs needed updated visitor profile data for its tourism marketing & product diversification.

## Why Extension?

Tourism Center:

- Known for its research rigor & credibility
- Over 20 years of experience conducting visitor profile projects across MN
- Trust & long-standing relationships with key tourism stakeholders in MN

## Behavior or Action Outcomes



- Tina Chapman, Mille Lacs Tourism Council Director: Use project findings to inform 2017 Mille Lacs tourism marketing plan
- Richard Baker, Mille Lacs County: Knowledge of where visitors came from & their age and income



## Broader Impacts

- Richard Baker, Mille Lacs County: Project findings informed the decision to finish paving the last 8 miles of the Soo Line Trail South
- Local media exposure:
  - Princeton Union Eagle
  - Lake Mille Lacs Messenger

## Acknowledgements

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The public value evidence presented in this poster was collected via telephone interviews with project key stakeholders by Center for Community Vitality evaluation team.

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