

At A Glance: Minnesota Traveler Profile, Metro Region



Results from 1027 travelers' questionnaires¹ collected within the Metro Region, June 2005 through May 2006.

Key Findings

Gender

52% Female
 47% Male
 1% No Answer

Age (Average 43.2 years)

25% 40 – 49
 20% 50 – 59
 20% 30 – 39
 10% 18 – 24
 9% 25 – 29
 8% 65 and older
 5% 60 – 64

Income Level (Median \$71,000)

22% \$50,000 - \$74,999
 15% \$75,000 - \$99,999
 11% \$35,000 - \$49,999
 11% \$100,000 - 124,999
 8% \$150,000 or more
 7% Less than \$25,000
 6% \$25,000 - \$34,999
 4% \$125,000 - \$149,999

Racial/Ethnic Background

89% White
 3% Hispanic
 2% American Indian
 2% Asian
 2% Black
 1% Other

Children in Travel Party

68% No children
 32% 1 or more under 18 years old

Residence

40% Minnesota
 26% Other State
 8% Wisconsin
 3% Each : IL, IA
 2% Each : CA, ND, TX

Trip Purpose

58% Vacation/Short Pleasure Trip
 17% Business/Work
 16% Personal
 13% Convention/Conference

Trip Length (Average 3.7 nights)

37% 3 to 6 nights
 23% Day tripper
 17% 2 nights
 14% 1 night
 8% 7 or more nights

Lodging

53% Hotel/Motel/Historic Inn
 20% Home of family or friends
 1% Bed & Breakfast
 1% Resort
 1% Tent at a campground
 1% Vac. home/condo of family/friend
 1% RV at a campground

of MN Trips in Last 5 Years

31% More than 10
 23% 2 to 4
 20% None
 16% 5 to 10
 9% 1 only

Travel Party Size (Average 2.7)

30% 2 people
 29% 3 to 4 people
 24% 1 person
 17% 5 or more people

Activities

75% General:
 62% Dining out
 23% Taking in city sites
 19% Nightlife/Entertainment
 15% Sightseeing/Pleasure drive
 7% Driving scenic byways
 7% Casino gaming
 59% Shopping :
 32% Mall of America
 23% General or mall shopping
 18% Gifts & souvenirs
 10% Outlet shopping
 5% Arts, crafts, antiques
 54% Attending :
 30% Fairs or festivals
 16% Amateur sporting events
 6% Professional sporting events
 45% Visiting :
 25% Friends or relatives
 13% Amusement parks/Carnivals
 7% Art Museums
 5% Each : Hist. sites, parks, mus.
 3% Indoor water parks
 20% Participating in :
 8% Pool swimming
 4% Each : Hiking, fishing
 2% Each: Bike, golf, DH ski,
 lake/river swimming

¹A joint effort of Explore MN Tourism, state tourism associations, and implemented by Davidson-Peterson Associates

Contact the Tourism Center for your research needs – consultation through project implementation !

The Tourism Center is a collaboration of the College of Food, Agricultural, & Natural Resource Sciences and MN Extension Service