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Bemidji Area Visitor Profile: First-Quarter Winter Summary

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

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Authored by Xinyi Qian, Ph.D., and Daniel Erkkila, Ph.D., University of Minnesota Tourism Center

Editor:

Elyse Paxton, Senior Editor, Extension Center for Community Vitality

Partners/Sponsors:

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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 first-quarter winter findings (December 2017 through February 2018).

RESPONDENTS

Half of first-quarter respondents were male, and 37.1 percent were between the ages of 36 and 52 (commonly known as Generation X). The annual household income of 38.7 percent of respondents was in the range of \$50,001 - \$100,000. Additionally, 33.8 percent of respondents had some college education. The majority of first-quarter respondents were repeat visitors, as 89 percent made between one and 10 visits to the Bemidji area during the past 12 months. Respondents identified a 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.

2017 WINTER-QUARTER TRIP INFORMATION

The majority of first-quarter respondents indicated the Bemidji area was their primary destination (91.8 percent) and spent one or two nights in the area (74.9 percent). The most frequently chosen lodging facility was a hotel or motel (80.4 percent), and 93.5 percent of respondents arrived in the Bemidji area by car, van, or truck. Just over one-third of respondents (34.8 percent) traveled in a group of two, and 42.3 percent traveled with family. The highest spending category was lodging, followed by restaurant, shopping, and transportation. The average personal daily spending by first-quarter respondents was \$164, although this number varied widely from visitor to visitor.

TRIP ACTIVITIES, PURPOSE, AND PLANNING

Attending sporting events was the most frequently identified primary reason for visiting Bemidji (32.2 percent). The most frequently identified trip activity was dining out (87.4 percent), followed distantly by sporting events (34.5 percent), visiting friends/relatives (20.6 percent), and nightlife/evening entertainment (18.4 percent). Shopping was the most frequently identified favorite activity in Bemidji, and a water park was the most frequently mentioned attraction respondents wished to experience in Bemidji but was not currently available.

Close to half of first quarter respondents (48.9 percent) planned their trip two to eight weeks in advance. Word of mouth was the most frequently used information source (31 percent), followed by Google/Internet search (17.4 percent). About one-third of respondents (33.9 percent) indicated social media would have some, or a strong, influence on their travel decisions. More than half of respondents (54.1 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 personal computers to share information about their trip. The three most frequently identified mediums for sharing trip information were text messages (58 percent), Facebook (45.7 percent), and in person (44.7 percent).

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.

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 first-quarter winter findings (December 2017 through February 2018).

METHODOLOGY

Trained staff administered on-site, in-person questionnaires to Bemidji-area visitors during winter 2017, specifically between December 2, 2017 and February 25, 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 winter 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 29 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 2017-2018 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

Throughout the winter quarter of data collection, surveyors obtained a total of 374 usable questionnaires. Nearly half (48 percent) of respondents were contacted in February (Figure 2), and the majority (92.9 percent) were contacted on a weekend (Friday afternoon through Sunday evening; Figure 3). Nearly 40 percent of respondents (39.5 percent) completed the questionnaire while at a lodging facility (Figure 4).

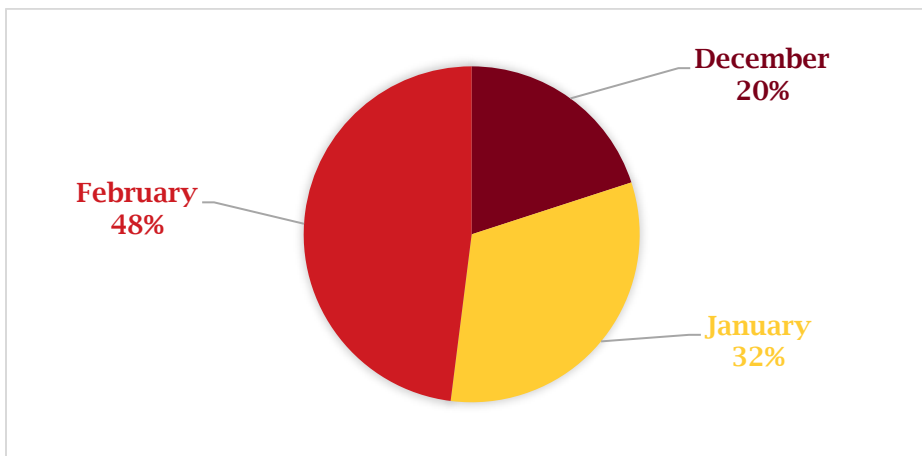


Fig. 2: Month respondents completed Bemidji area visitor survey, first quarter (n=374)

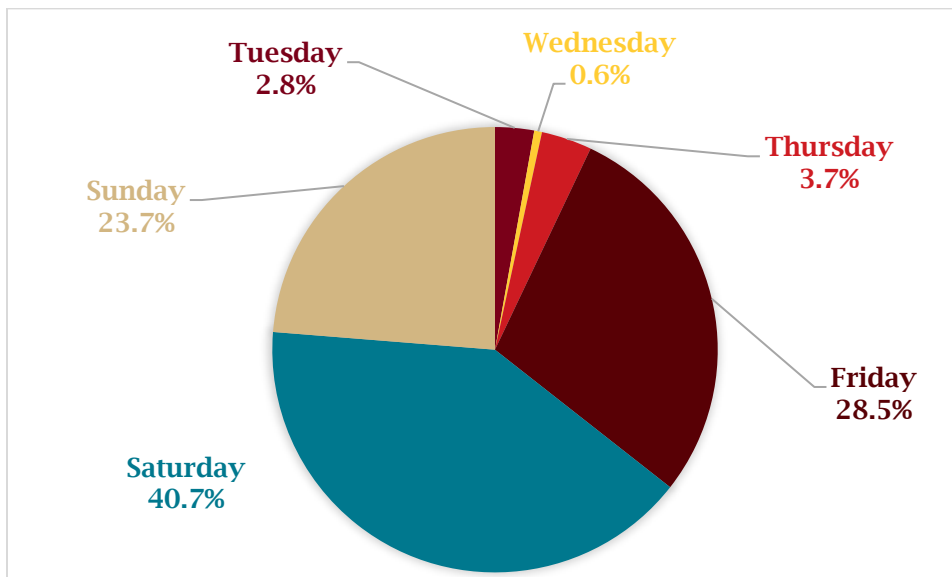


Fig. 3: Day of the week respondents completed Bemidji area visitor survey, first quarter (n=374)

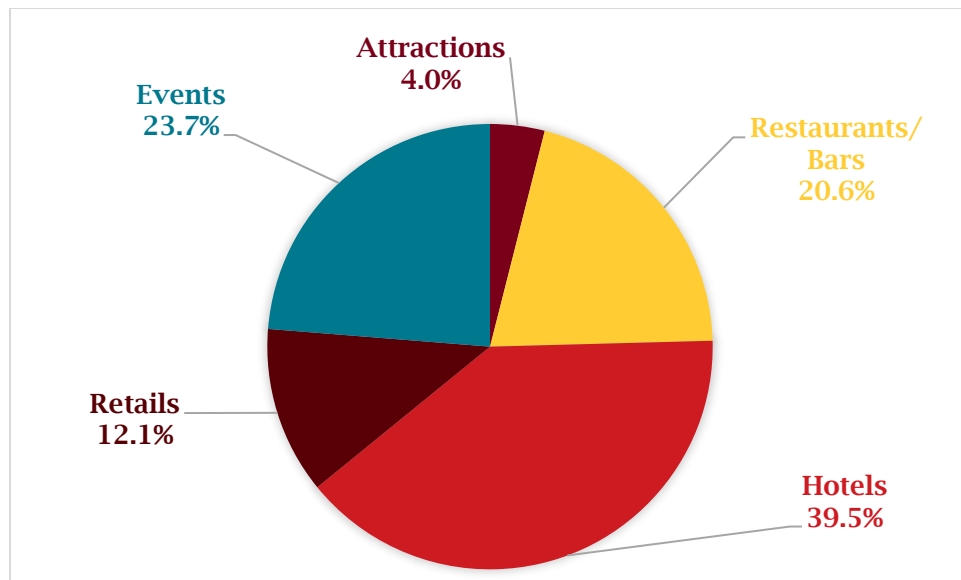


Fig. 4: Location where respondents completed Bemidji area visitor survey, first quarter (n=374)

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

Half (50.3 percent) of first quarter respondents were male (Figure 5). Respondents' average age was 46 years old ($M=46$, $Mdn=46$, $SD=14.9^2$). More than 35 percent of respondents (37.1 percent) were between 36 and 52 years old (commonly known as Generation X), and 30.6 percent were between 53 and 71 years old (commonly known as baby boomers; Figure 6). Close to 30 percent (28.2 percent) were between 18 and 35 years old (commonly known as millennials). During the first quarter, the household income of 25.5 percent of respondents was in the \$50,001-\$75,000 range, followed by 14.2 percent in the \$125,001-\$150,000 range, 13.8 percent in the \$25,001-\$50,000 range, and 13.2 percent in the \$75,001-\$100,000 range (Figure 7). In terms of educational level, 33.8 percent of respondents had some college education, 20 percent had a post-graduate or professional school education, and another 18.2 percent were high school graduates (Figure 8).

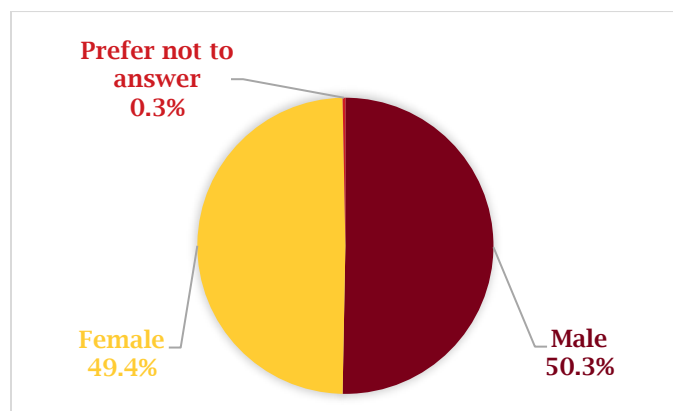


Fig 5: Gender of Bemidji area visitor survey, first quarter (n=336)

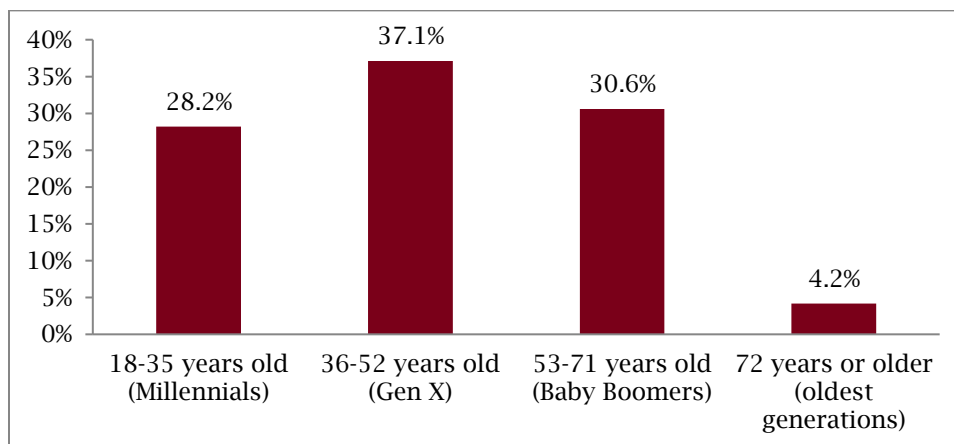


Fig. 6: Percentage of Bemidji area visitor survey respondents in various age brackets, first quarter (n=337)

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

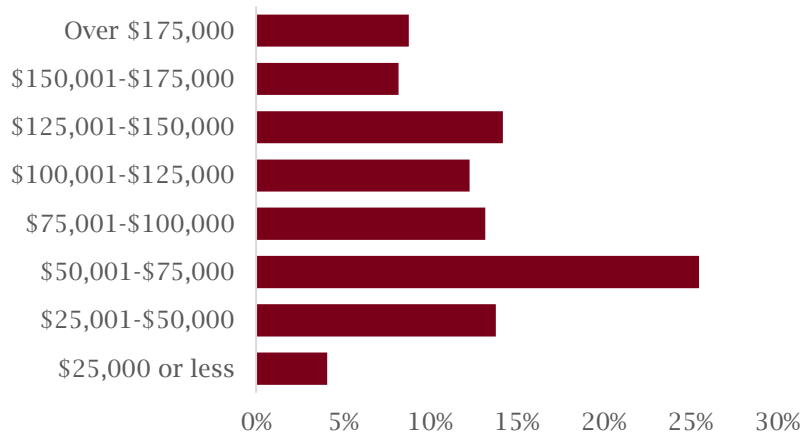


Fig. 7: Percentage of Bemidji area visitor survey respondents in pre-tax income groups, first quarter (n=218)

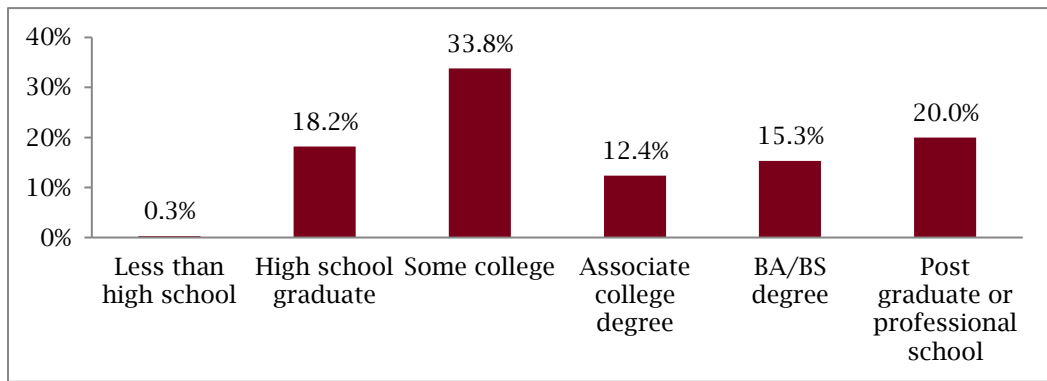


Fig. 8: Educational level of respondents to Bemidji area visitor survey, first quarter (n=340)

Primary residence

Close to 80 percent of respondents (77 percent) were Minnesota residents, and 13 percent lived in North Dakota (Table 1). Seven percent of respondents lived in Polk County, 6 percent in Grand Forks County (North Dakota), and 5 percent in Cass County (North Dakota). Four percent lived in Sherburne County and another 4 percent in Itasca County.

Table 1: Primary place of residence of Bemidji area visitor survey respondents, first quarter (n=325)

Top 10 States		
Name	Count	Percent
Minnesota	240	76.68
North Dakota	41	13.10
Iowa	8	2.56
Michigan	5	1.60
Wisconsin	4	1.28
South Dakota	3	0.96
Illinois	3	0.96
Ohio	2	0.64
Colorado	2	0.64
Indiana	1	0.32

Top 10 Counties		
Name	Count	Percent
Polk County, MN	22	7.03
Grand Forks County, ND	18	5.75
Cass County, ND	15	4.79
Sherburne County, MN	14	4.47
Itasca County, MN	14	4.47
Hennepin County, MN	13	4.15
Wright County, MN	13	4.15
Clay County, MN	13	4.15
Crow Wing County, MN	12	3.83
St. Louis County, MN	11	3.51

Top 10 ZIP Codes		
Name	Count	Percent
58201 Grand Forks, ND	15	4.79
56560 Moorhead, MN	10	3.19
55744 Grand Rapids, MN	9	2.88
55309 Big Lake, MN	7	2.24
58103 Fargo, ND	6	1.92
55330 Elk River, MN	5	1.60
56470 Park Rapids, MN	5	1.60
56716 Crookston, MN	5	1.60
55376 Saint Michael, MN	4 (Tie)	1.28
55362 Monticello, MN	4 (Tie)	1.28
56649 International Falls, MN	4 (Tie)	1.28
55301 Albertville, MN	4 (Tie)	1.28
58078 West Fargo, ND	4 (Tie)	1.28
56751 Roseau, MN	4 (Tie)	1.28

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 the 10 Canadian respondents from Winnipeg, Fort Francis, Sioux Narrows, and Thunderbay—plus one visitor from New Zealand.

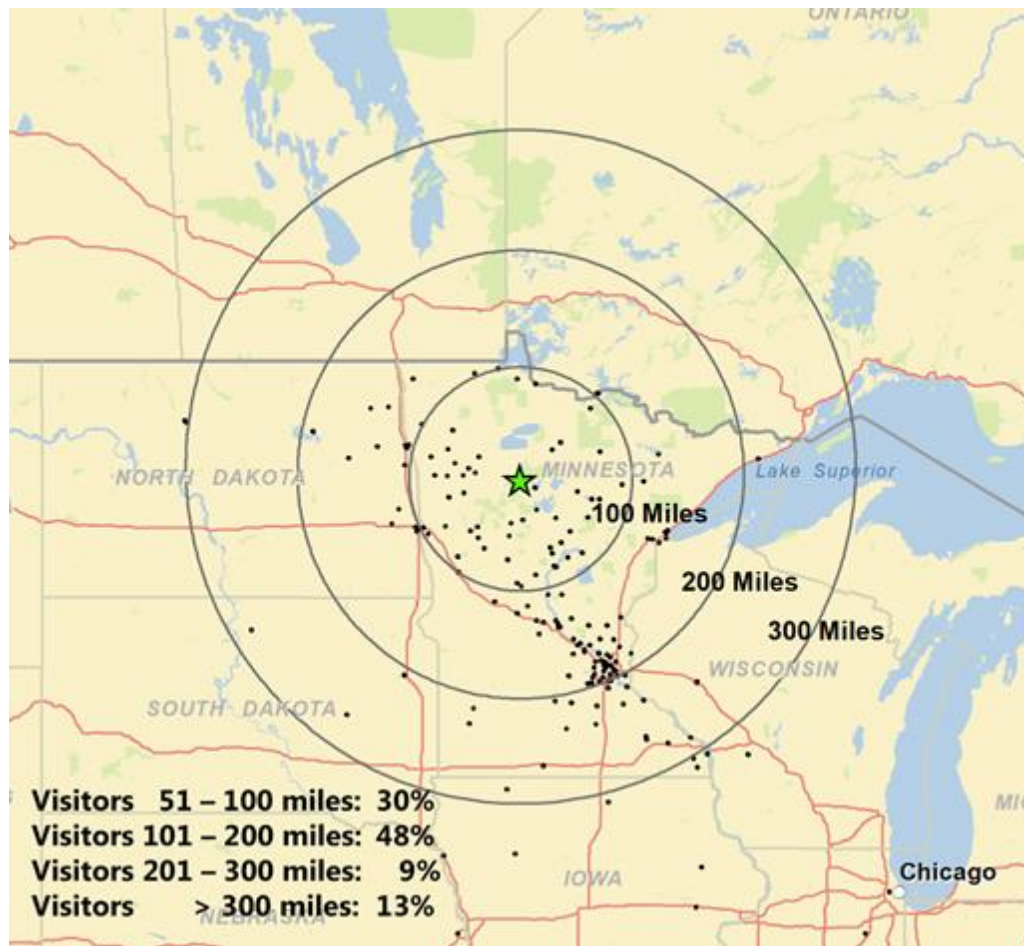


Fig. 9: Scatter plot of Bemidji area visitor U.S. survey respondents, first quarter (n=325)

Past visitation

First-quarter respondents made an average of five visits to the Bemidji area during the past 12 months and an average of 16 visits during the past five years (Table 2). Specifically, about 21 percent of respondents made two visits to the Bemidji area during the past 12 months, and another 19.6 percent made one visit (Figure 10). Just over 20 percent of visitors made one or two visits to the Bemidji area during the past five years, and another 20.9 percent made three to five visits (Figure 11).

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

	Mean	Median	Standard Deviation
Number of visits in past 12 months (n=347)	5.1	2	8.0
Number of visits in past 5 years (n=258)	16.4	5	34.0

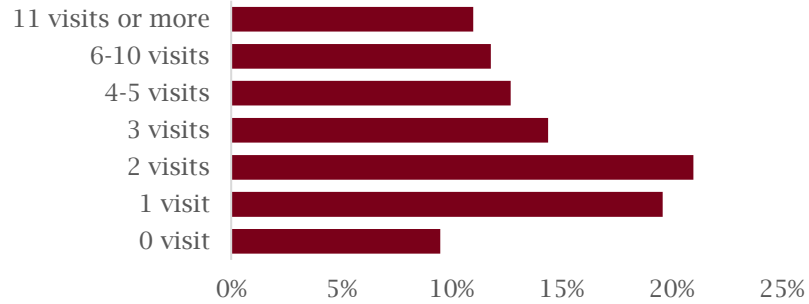


Fig. 10: Number of visits during the past 12 months by respondents to Bemidji area visitor survey, first quarter (n=347)

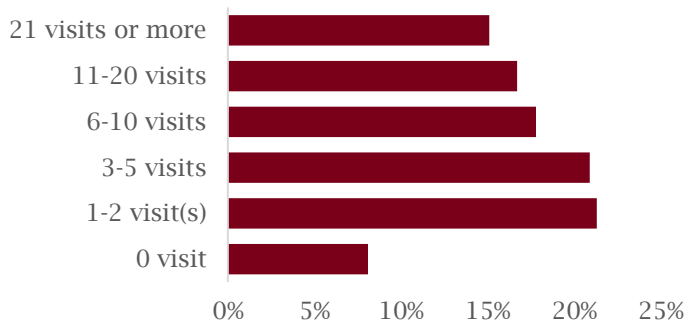


Fig. 11: Number of visits during the past five years by respondents to Bemidji area visitor survey, first quarter (n=258)

Trip information

Primary destination

The Bemidji area was the primary destination for 92 percent of first-quarter respondents (Figure 12).

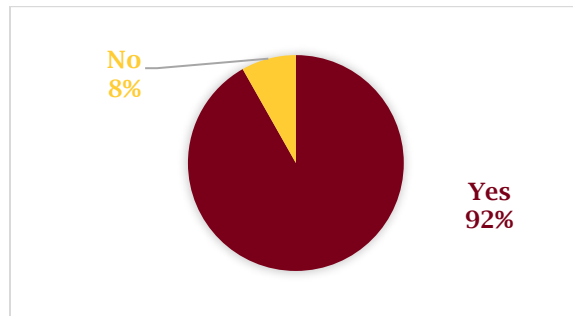


Fig. 12: Whether the Bemidji area was survey respondents' primary destination, first quarter (n=364)

Alternative destination

Respondents identified a variety of alternative destinations if they did not travel to the Bemidji area as their primary trip activity. Fourteen respondents identified Duluth, 12 the Twin Cities, and 11 Fargo, North Dakota (Table 3). Nine respondents indicated Grand Forks, North Dakota, eight International Falls and another six Walker, Minnesota. Five respondents identified Brainerd, five St. Cloud, and another five said they would stay home. Eight respondents specifically wrote “no alternative” or “nowhere,” and another six were not sure or did not know where they would go.

Table 3: Alternative destinations identified by at least four Bemidji area visitor survey respondents, first quarter (n=170)

Alternative destination	Number of respondents
Duluth	14
Twin Cities	12
Fargo, ND	11
Grand Forks, ND	9
International Falls, MN	8
No alternative/nowhere	8
Don't know/not sure/unknown	6
Walker	6
Brainerd	5
Home/stay home	5
St. Cloud	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, 42.6 percent of respondents spent two nights during their entire trip, and 27.3 percent spent one night (Figure 13). More than 40 percent (42.5 percent) of respondents spent two nights in the Bemidji area, and 32.4 percent spent one night (Figure 14).

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

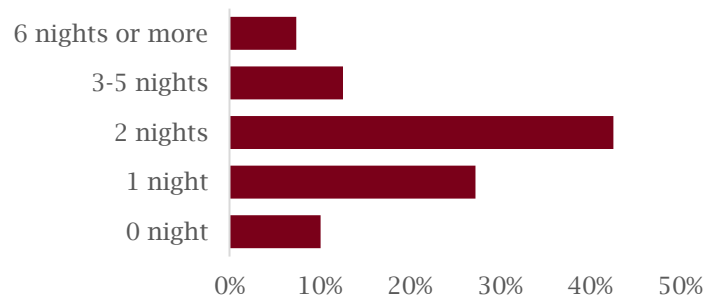


Fig. 13: Total number of nights spent on the trip by respondents to Bemidji area visitor survey, first quarter (n=366).

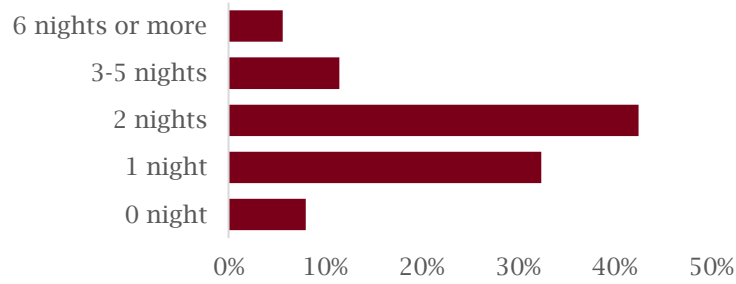


Fig. 14: Number of nights spent in Bemidji by respondents to Bemidji area visitor survey, first quarter (n=339)

Lodging

Eighty percent of respondents stayed in a hotel or motel, the most frequently identified lodging type (Figure 15). Close to 20 percent (18.9 percent) of respondents stayed with a friend or relative, and 5.4 percent stayed at their vacation home.

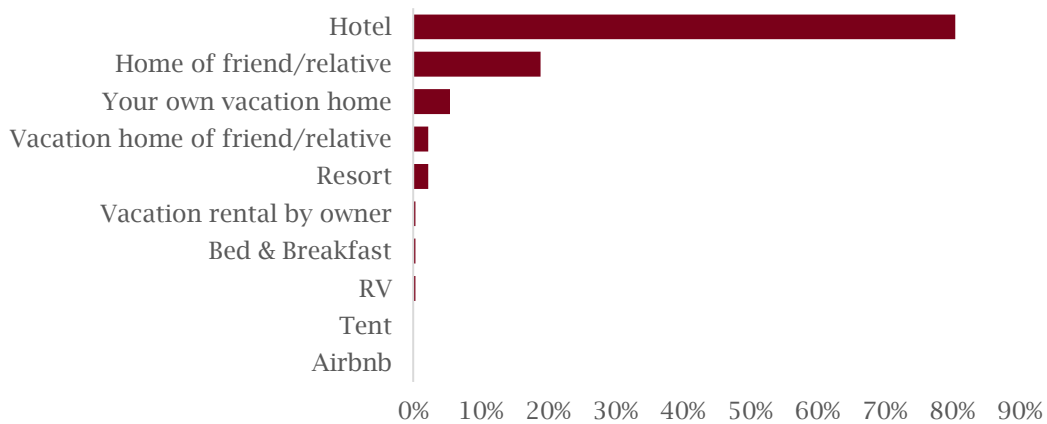


Fig. 15: Lodging type among overnight respondents to Bemidji area visitor survey, first quarter (n=312)

Transportation

More than 90 percent (93.5 percent) of first-quarter respondents arrived in the Bemidji area by car, van, or truck (Figure 16). The remaining arrived by an airplane (3.5 percent), bus (1.9 percent), or RV/camper (0.3 percent). Two respondents arrived by snowmobile.

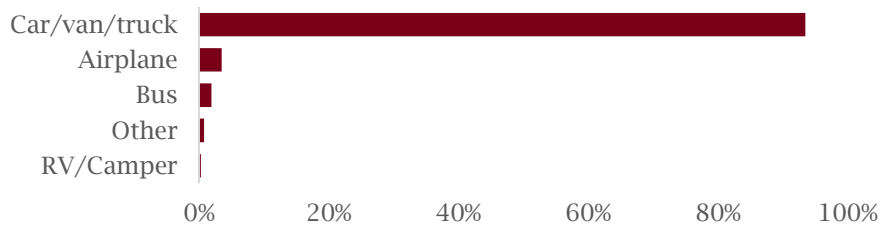


Fig. 16: Primary mode of transportation among respondents to Bemidji area visitor survey, first quarter (n=372)

Group composition and size

The average first-quarter respondent traveled in a group of four people ($M=4.2$, $Mdn=3$, $SD=6.8$). Specifically, 34.8 percent traveled in a group of two, 31.5 percent in a group of three or four, 14.2 percent in a group of five to 10, and 14.5 percent traveled alone (Figure 17).

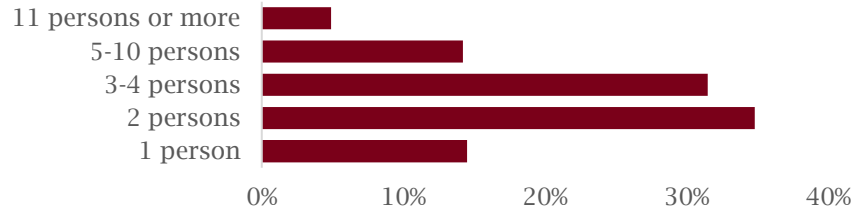


Fig. 17: Group size in which respondents to Bemidji area visitor survey traveled, first quarter (n=365)

More than 40 percent (42.3 percent) of first-quarter respondents traveled with family, 15.7 percent as couple or with a partner, and 14.0 percent with friends (Figure 18). Eleven percent of respondents traveled with families and friends, and another 11 percent traveled alone.

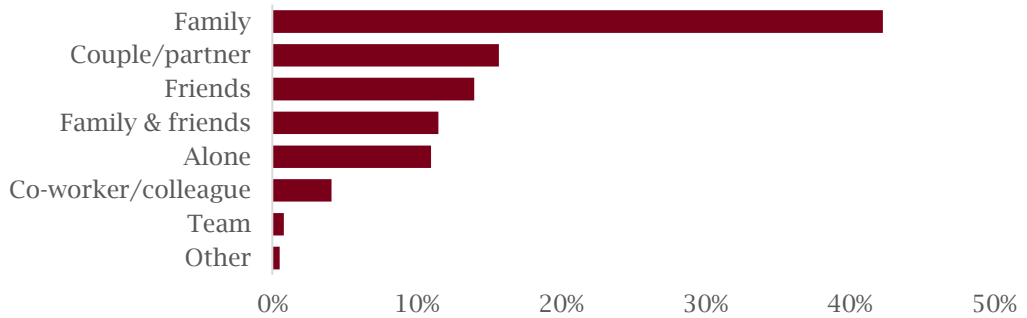


Fig. 18: Group type among respondents to Bemidji area visitor survey, first quarter (n=364)

Forty percent of first-quarter respondents traveled with adults in the 51-69 age range, and 40 percent traveled with adults in the 36-50 age range (Figure 19). Close to 30 percent (28.6 percent) of respondents traveled with adults in the 26-35 age range, 25.4 percent with children or minors under 18, and 20.3 percent with young adults in the 18-25 age range.

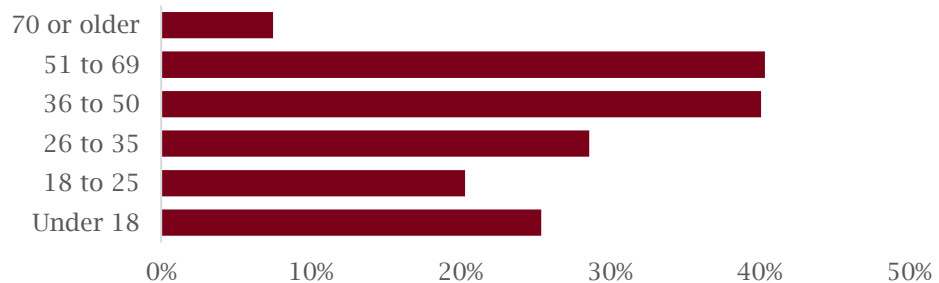


Fig. 19: Age groups included in Bemidji area visitor survey respondents' travel party, first quarter (n=374)

Visitor spending

The average first-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, the mean was much higher than the median, and the standard deviation was large. This finding 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, first quarter (n=311)

	Mean (dollars)	Median (dollars)	Standard Deviation (dollars)
Lodging	51.8	38.3	64.9
Restaurants/bars	41.0	18.7	70.1
Shopping	22.8	0.0	65.5
Transportation	18.1	10.0	35.6
Miscellaneous	9.7	0.0	116.1
Entertainment/attractions	7.4	0.0	24.8
Groceries	5.9	0.0	25.6
Fishing-related expenses	5.0	0.0	39.5
Recreation (non-fishing)	2.4	0.0	9.3
Total	164.2	112.5	205.2

Trip activities

First-quarter respondents participated in a variety of activities during their trip to the Bemidji area (Figure 20). Their most frequent activity was dining out (87.4 percent). Approximately one-third of respondents (34.5 percent) attended sporting events, 20.6 percent visited friends/relatives, and 18.4 percent participated in nightlife or evening entertainment. About 10 percent drove on designated byways (12.3 percent), went sightseeing (9.6 percent), and participated in ice fishing (8.6 percent). At least 5 percent attended festivals/events (6.9 percent), visited “other sites” (6.1 percent), and participated in snowmobiling (5.1 percent).

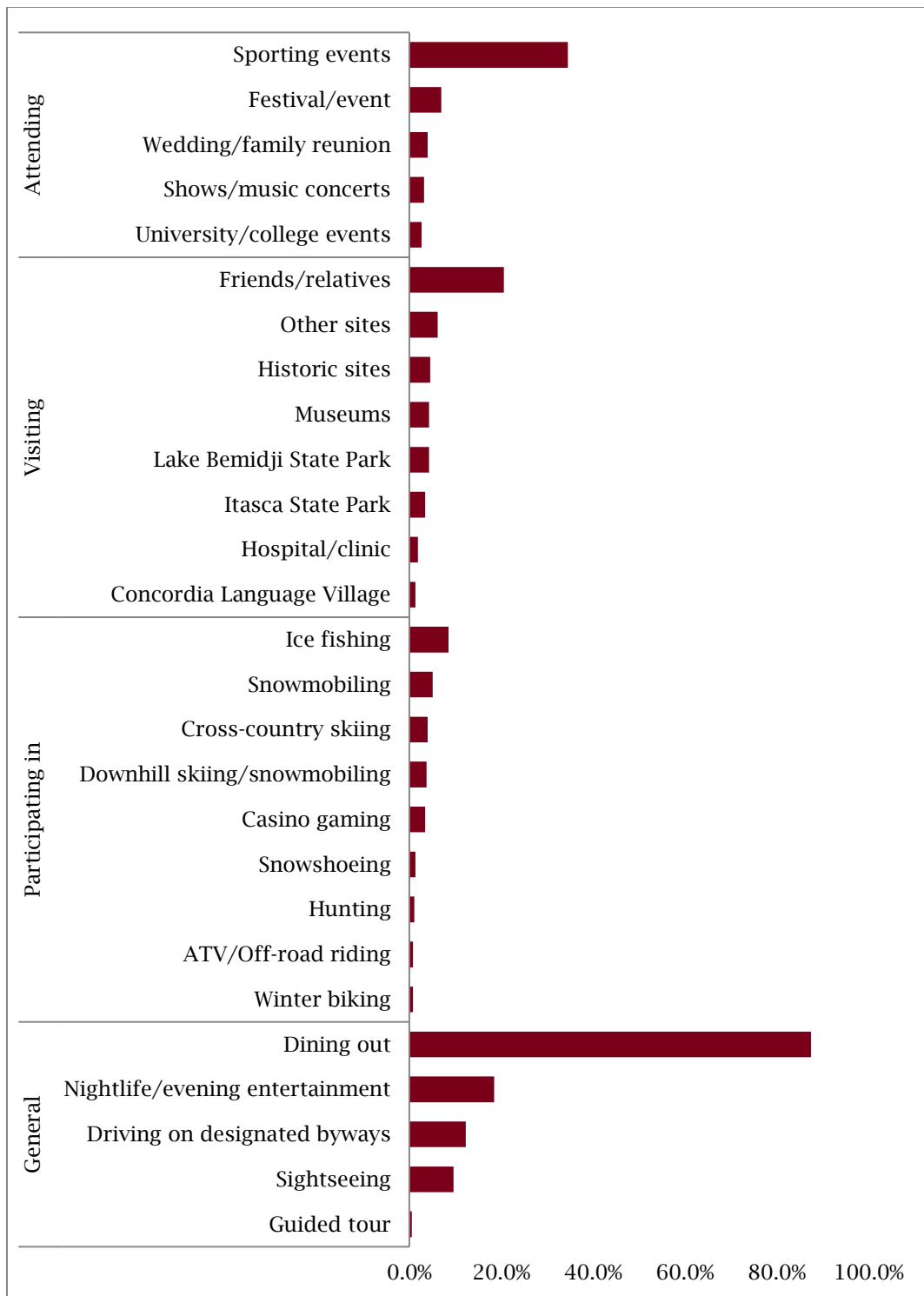


Fig. 20: Activities participated in among Bemidji area visitor survey respondents, first quarter (n=374)

Respondents identified a number of favorite tourism activities (Table 6). Clearly, the most enjoyable activity was shopping, particularly in small shops, local stores, thrift stores, and antique stores. Forty respondents enjoyed fishing, 39 identified the lake or lake activities, 31 dining out or (local)

restaurants, and 28 curling. At least 15 respondents identified the Paul Bunyan and Babe the Blue Ox stature (n=23), hockey (n=20), skiing/Buena Vista (n=18), and snowmobiling (n=15).

Table 6: Visitor survey respondents’ favorite tourism activities in Bemidji area, first quarter (n=285)

Favorite tourism activities	Number of respondents
Shopping/small shops/local shops/thrift stores/antiquing	49
Fishing	40
Lake/Bemidji Lake/waterfront/lake activities/around the lake	39
Restaurants/local restaurants/dining out	31
Curling	28
Paul Bunyan and Babe the Blue Ox statues	23
Hockey	20
Skiing/Buena Vista	18
Snowmobiling	15
Bemidji brewing/brewery	14
ice fishing	14
Camping	12
State parks	12
Concerts/Sanford Center concerts	10
Cross-country skiing	10
Hunting	10
State Park-Bemidji	10
Bemidji State activities	9
Family	9
Boating	8
Parks/city parks	8
Sporting events	8
Local events	7
Trails/trail riding	7
Bars/nightlife	6
Biking/bike trails/bike event	6
Hiking	5
Outdoors	5
Sightseeing	5
State Park-Lake Bemidji	5
Swimming	5
Theatre/movie theatre	5

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

Respondents also mentioned a variety of tourism activities or attractions they wished to experience in Bemidji but were not currently available (Table 7). A waterpark received the most mentions (n=13), followed by car sharing (n=5). Three respondents identified an outdoor pool or hot springs, and another three would like to have more restaurants. Five respondents thought Bemidji already had it all.

Table 7: Tourism activities or attractions visitor survey respondents wish to have in Bemidji area, first quarter (n=71)

Tourism activities or attractions	Number of respondents
Waterpark	13
Have it all	5
Car sharing (Uber, Lyft)	5
Hot springs/pool outdoor	3
More restaurants	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

First-quarter respondents most frequently identified sporting events (32.2 percent) as the primary reason for their trip to the Bemidji area, followed by visiting family/friends (22 percent; Figure 21). Ten percent of respondents took their trip for outdoor recreation and 7.7 percent for business/work. Among those for whom a festival/event was their primary travel reason, 10 named the Creative Arts Fiber Festival, and one respondent identified a wreath-making event.

Twelve percent of respondents identified “other” primary reasons for making their trip. Among them, 12 respondents identified curling, 11 a wedding, and 10 shopping. Six identified a second home, building a second home, or a cabin. Two respondents identified a funeral and one a college visit.

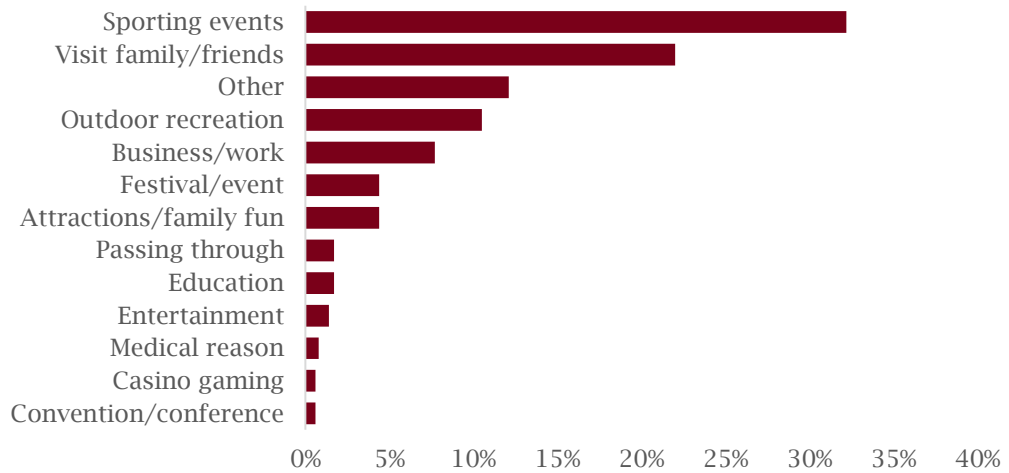


Fig. 21: Primary reason for making the trip among respondents to Bemidji area visitor survey, first quarter (n=363)

Trip planning behavior

Twenty-six percent of first-quarter respondents planned their trip two to four weeks in advance, and 23 percent five to eight weeks in advance (Figure 22). Close to 20 percent (18.4 percent) of respondents planned their trip less than one week in advance.

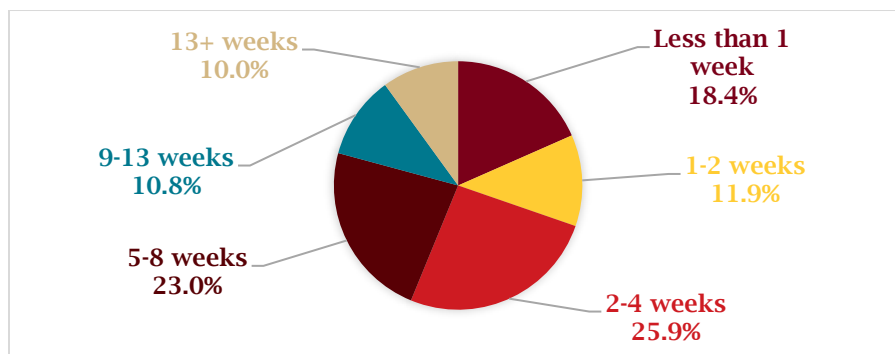


Fig. 22: Trip planning timeframe among respondents to Bemidji area visitor survey, first quarter (n=370)

In terms of information sources used to plan for their trip, the most frequently used were word of mouth (31 percent) and a Google/Internet search (17.4 percent; Figure 23). Approximately 13 percent of respondents used “other” information sources (13.9 percent) or a destination website (13.1 percent). About 6 percent used Facebook (6.4 percent) and Expedia (5.9 percent).

No other information source was used by more than 5 percent of respondents. Only three respondents used radio or a destination visitor guide, two used kayak.com, one used a digital ad, YouTube, or Twitter. No respondent used the Explore Minnesota Tourism website, a magazine ad, destination e-newsletter, or Pinterest.

In terms of “other” information sources, 19 respondents used their own past experience traveling to Bemidji as an information source, five identified hockey, and five mentioned work. Four respondents used curling club tournament information as a source, and three responded someone else had planned or booked the trip.

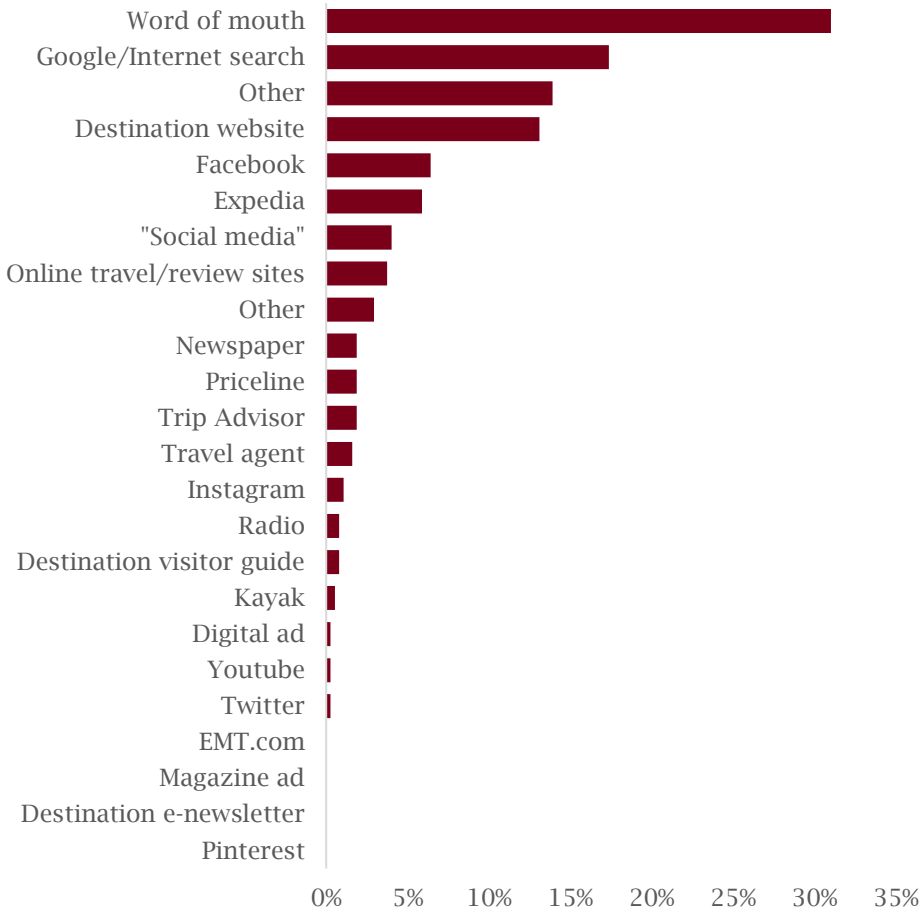


Fig. 23: Information sources used by respondents to Bemidji area visitor survey, first quarter (n=374)

Impact of information sources and incentives on travel decisions

About one-third of respondents (33.9 percent) indicated social media would have some, or a strong, influence on their travel decisions, and 26.5 percent indicated TV would (Figure 24). Radio would

have some, or a strong, influence on 18.8 percent of respondents' travel decisions, and direct mail would have some, or a strong, influence on 15.5 percent of respondents.

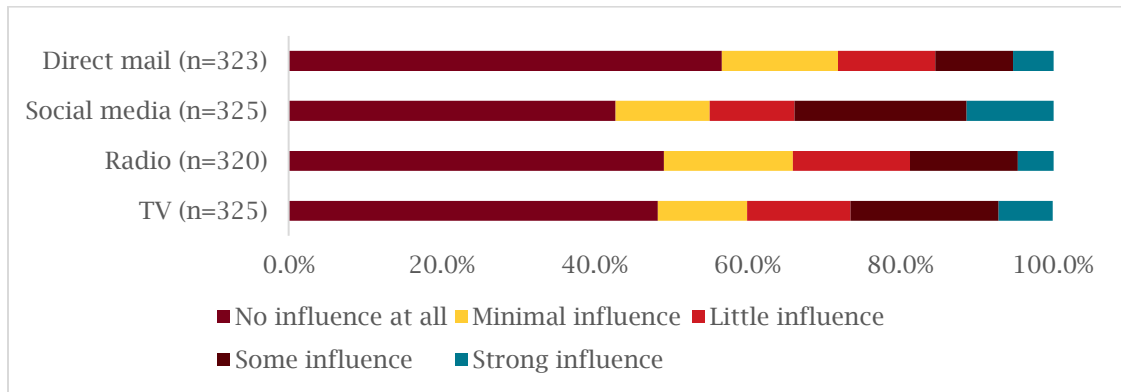


Fig. 24: Influence of information sources on Bemidji area visitor survey respondents' travel decisions, first quarter

More than half of respondents (54.1 percent) indicated coupons would be somewhat, or very, likely to encourage them to visit a travel destination, and 25.8 percent of respondents indicated contests would (Figure 25). About 20 percent of respondents would be somewhat, or very, likely attracted by sweepstakes (21.7 percent) or "other" incentives (19.2 percent).

In terms of "other" incentives, four respondents mentioned concerts, events, or festivals, and another four named discounts, deals, or special promotions.

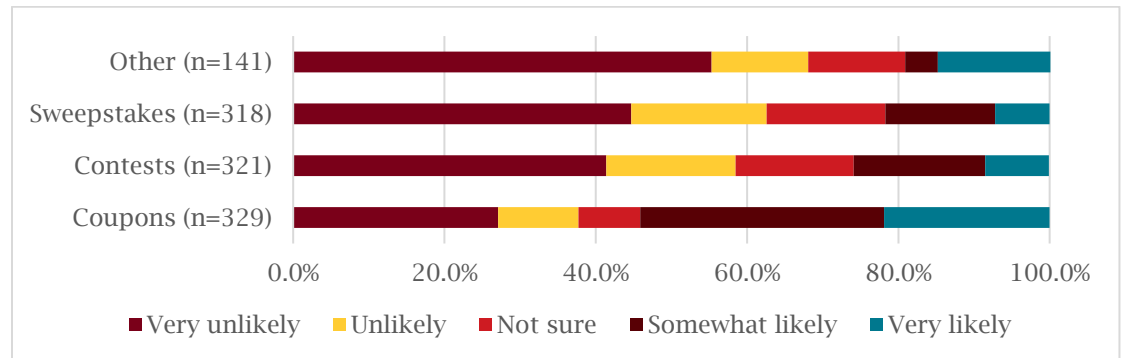


Fig. 25: Likelihood of incentives to bring Bemidji area visitor survey respondents to a travel destination, first quarter

Sharing information about the trip

Close to three-fourths of respondents indicated they would use mobile devices more than a personal computer to share trip information (Figure 26). Another 18.8 percent reported they would use mobile devices and a personal computer equally as frequently to share trip information. Only 7.2 percent stated they would use a personal computer more than mobile devices to share trip information.

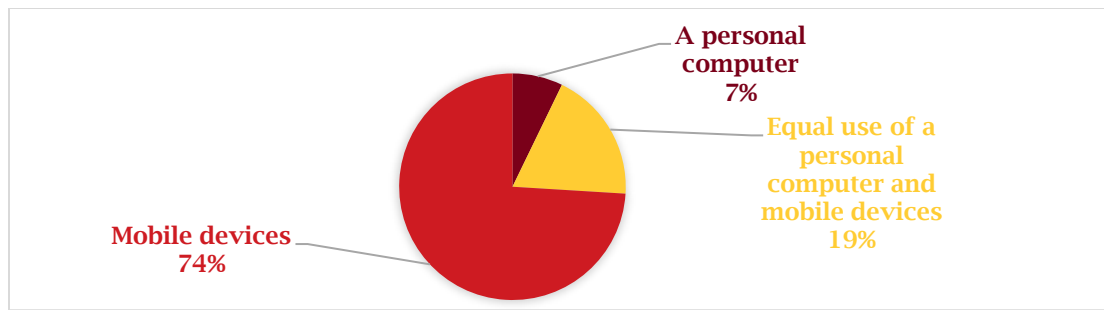


Fig. 26: Device use to share trip information by respondents to Bemidji area visitor survey, first quarter (n=320)

The majority of first-quarter respondents planned to share trip information through text messages (58 percent) and about 45 percent through Facebook (45.7 percent) and in-person (44.7 percent; Figure 27). Close to 30 percent planned to share trip information via email (28.1 percent), followed by Snapchat (16.8 percent) and Instagram (15.2 percent). At least 5 percent planned to share about their trip on YouTube (7.2 percent) or Twitter (6.7 percent).

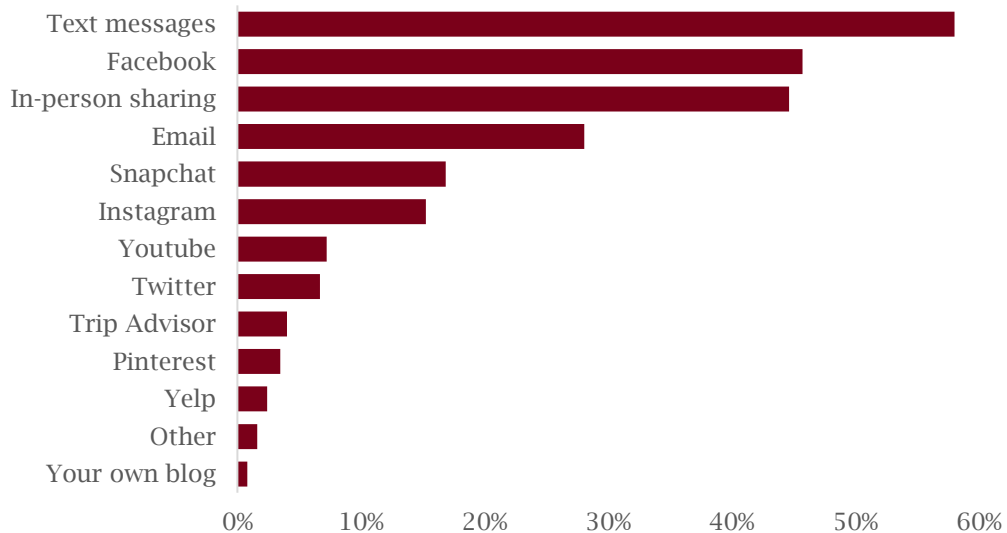


Fig. 27: Medium Bemidji area visitor survey respondents would use to share about their trips, first quarter (n=374)

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
 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 _____
5. How many total nights do you plan to spend away from home on this trip? _____ nights
6. How many of these nights will be in the Bemidji Area? _____ nights (**If 0, go to question 8**)
7. 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
8. 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: _____)
9. How many people (including you) are in your immediate travel party on this trip? _____
10. 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
13. 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 \$ _____ Fishing- related expenses \$ _____ 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"/> Ice fishing | <input type="checkbox"/> Museums | <input type="checkbox"/> Festivals/events |
| <input type="checkbox"/> Driving on designated byways | <input type="checkbox"/> Hunting | <input type="checkbox"/> Historic sites | <input type="checkbox"/> Sporting events |
| <input type="checkbox"/> Guided tour | <input type="checkbox"/> Cross- country skiing | <input type="checkbox"/> Friends/relatives | <input type="checkbox"/> University/college events |
| <input type="checkbox"/> Sightseeing | <input type="checkbox"/> Snowmobiling | <input type="checkbox"/> Itasca State Park | <input type="checkbox"/> Wedding/family reunion |
| <input type="checkbox"/> Nightlife/evening entertainment | <input type="checkbox"/> Downhill skilling/snowboarding | <input type="checkbox"/> Lake Bemidji State Park | <input type="checkbox"/> Shows/music concerts |
| | <input type="checkbox"/> Snowshoeing | <input type="checkbox"/> Concordia Language Village | |
| | <input type="checkbox"/> ATV/Off- road riding | <input type="checkbox"/> Hospital/clinic | |
| | <input type="checkbox"/> Winter biking | <input type="checkbox"/> Other (Specify: _____) | |
| | <input type="checkbox"/> Casino gaming | | |
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)

- Destination website Destination visitor guide Destination e- newsletter Digital ad www.exploreminnesota.com
- Word of mouth Google/Internet search Magazine ad Newspaper Radio
- Social media: Online travel/review sites: Travel agent Other (Specify: _____)
- Facebook TripAdvisor
- Twitter Priceline
- Instagram Expedia
- Pinterest Kayak
- Youtube 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 \checkmark all that apply)

- in- person sharing Text messages Facebook Twitter Snapchat
- Instagram Pinterest Trip Advisor Yelp Your own blog
- Email Youtube 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?

- Less than High School Some college BA or BS degree
- High school graduate (or GED) Associate college degree 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?

- \$25,000 or less \$25,001 - \$50,000 \$50,001 - \$75,000 \$75,001 - \$100,000
- \$100,001 - \$125,000 \$125,001 - \$150,000 \$150,001 - \$175,000 Over \$175,000

Thank You!