

# **Study of Current Area Tourists: Customer Profiles –Southern Minnesota**

Prepared for:

**The Communities of Blue Earth, Fairmont,  
Jackson, and Worthington**

By:

UNIVERSITY OF MINNESOTA



In Cooperation with:



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Final Report**

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## Tourism Center

The Tourism Center, part of the University of Minnesota College of Natural Resources and Extension Service, has provided research and educational programs for the tourism industry and Minnesota communities since its inception in 1987. Its mission is to assist communities and industry, through education and research, make informed decisions about tourism and its place in natural, social, political, and economic environments.

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## **EXECUTIVE SUMMARY**

In cooperation with the Minnesota Office of Tourism and four communities in Southern Minnesota, the University of Minnesota Tourism Center conducted an eleven-month visitor profile study. Four communities in Southern Minnesota participated in the research project: Blue Earth, Fairmont, Jackson, and Worthington.

Working closely with the Chamber of Commerce and/or Convention and Visitors Bureau in each community, a comprehensive list of area businesses serving tourists were identified as survey sites. Interviewing schedules were then designed to reach a diverse cross section of tourists with the intent of gathering information from both current and potential visitors. Survey sites, times, and days were varied to achieve this broad aim. The data collection process was designed to capture different groups of visitors that may be drawn to the area by seasonal variations in the attraction base. Interviewers approached visitors at a variety of locations, including hotels, campgrounds, area attractions, festivals or special events, restaurants, and retail establishments, including gas stations.

A total of 313 people in the Southern Minnesota communities agreed to participate in the on-site survey. The completed surveys were compiled and the data were entered, cleaned, and checked in SPSS version 12.0. Descriptive analysis provided means, standard deviations, and frequencies to describe the sample and provide information on variables of interest. Additionally, factor analysis with varimax rotation provided for market segmentation.

## **SELECTED RESULTS**

- Over two thirds (69.0 %) of visitors surveyed in the Southern Minnesota communities considered Southern Minnesota their primary destination.
- The most frequently cited primary reason for their trip was for pleasure or recreation (21.2%).
- The most important features for choosing a destination were scenic driving (mean=2.9) and sightseeing (mean=2.9), followed by county parks/forests, fall colors, and natural environment (each with mean=2.8).
- Almost nine out of ten (89.2%) visitors to Southern Minnesota communities were repeat visitors, while the remainder were new to the area.
- On average, visitors to Southern Minnesota communities traveled in groups of four (mean=3.5). Group size ranged from one to 23.

- On average, visitors to Southern Minnesota communities indicated spending 4.4 nights away from home. Of those nights away from home, an average of 2.4 nights was spent in Southern Minnesota.
- Hotels were the most popular type of accommodation utilized among visitors to the Southern Minnesota communities (54.8%), with an average stay of 2.1 nights. Home of friends or relatives accounted for the second most frequently cited type of accommodation (14.9%).
- The highest expenditures among visitors' were lodging (\$61.13), transportation (\$35.52), and restaurant food and beverages (\$32.72). Visitors reported spending a moderate amount on shopping (\$19.86), recreation (\$18.27), and groceries (\$13.67).
- When asked about planning their trip to Southern Minnesota, visitors indicated they had planned it more than a month in advance (mean=47.3 days). On average, for those who made lodging reservations, arrangements were made 26.0 days prior.
- Varying sources of information were provided to solicit information on the importance for creating awareness of the area and for the purpose of this trip. In relation to creating awareness of the area, the top rated sources (on a scale from 1 to 4) were a previous visit (mean=2.2), recommendation from friends or relatives (mean=2.1), and the Internet (mean=1.9).
- Visitors who intended to make a return visit to Southern Minnesota were most interested in summer visits (mean=3.3, rated on a scale from 1 to 4), followed by fall visits (mean=3.2). Visitors were least interested in a return visit during the winter (mean=2.4).
- Over one-third (37.7%) of visitors to the Southern Minnesota communities were comprised of couples with grown children.
- Gender composition among visitors was equal. Half were males and half were females (50.0%, respectively; Figure 11).
- The average age of visitors to Southern Minnesota communities was 50.0 years, with a range of eighteen to 91.
- The annual household income among visitors in Southern Minnesota communities was moderately high. Over three quarters (77.1%; Figure 12) indicated an annual household income over \$40,000, with almost a

quarter (22.9%) of those earning \$100,000 or more. Very few visitors indicated earning less than less than \$25,000 (8.9%).

This research on visitors to Southern Minnesota communities has revealed some interesting characteristics about who is coming to the area. Visitors to Southern Minnesota communities are mature and possess high-income status. Visitors have a long history of travel to the area, as evidenced by a very high percentage of repeat visitors. Additionally, satisfaction scores for first time visitors are very high.

Overall, visitors placed high importance on scenic driving and sightseeing, as well as nature-based attractions including county parks and the natural environment. This points to the importance of marketing the area's natural surroundings. Further, given the market finds scenic driving and sightseeing important, efforts should be undertaken to create scenic by-ways in the area but only for those highways with exceptional aesthetic qualities.

Results indicate visitors enjoy a variety of activities to choose from. Marketing efforts, based on the visitor profiles, is one way to cater to the various market niches. The activity seekers, the largest market niche, enjoy a mixture of activities to choose from. Promoting a breadth of activities will assist in satisfying those visitor's needs. Further, efforts should be undertaken to market the various activities once visitors arrive in the area, given visitor's short planning horizon and relatively low reliance on information sources to plan their trip. Additionally, results indicate that friends and family play an important role among visitors in promoting the area. Emphasis should be placed on involving the community in tourism promotion.

## TABLE OF CONTENTS

Executive summary .....	ii
Table of Contents .....	v
List of Tables .....	vii
List of Figures.....	vii
Introduction .....	1
Southern Minnesota Community Background.....	1
Region Overview.....	1
Methods.....	2
Analysis.....	3
Results.....	3
Visitors Primary Residence .....	3
Primary Destination and Reason for Travel.....	4
Important Destination Features .....	6
Travel Characteristics .....	6
Visitation History .....	6
New Visitors.....	7
Repeat Visitors.....	7
Group Size and Length of Stay .....	8
Type of Accommodations.....	9
Travel Expenditures .....	11
Trip Planning and Information Sources .....	12

Intentions to Return to Region .....	13
Demographics.....	14
Household Composition, Gender, and Income.....	14
Visitor Profiles.....	16
Activity Seekers.....	17
Water Dogs .....	17
Party Animals.....	17
Motor Heads.....	18
Discussion .....	18
Appendices.....	20
A. Survey Instrument .....	20
B. Survey Intercept Sites .....	24
C. Front End Questionnaire .....	27
D. Survey Details.....	28
E. Survey Result Details: By Community .....	34

## LIST OF TABLES

1. Percentage of surveys completed at various types of sites among the Southern Minnesota Visitor Profile study, 2005. ....2
2. Parties contacted during the Southern Minnesota Visitor Profile study, 2005 .....3
3. Completed responses by season among Southern Minnesota Visitor Profile study, 2005.....3

## LIST OF FIGURES

1. Place of primary residence for visitors to Southern Minnesota communities among Southern Visitor Profile survey participants, 2005 .....4
2. Primary reason for visiting Southern Minnesota communities among Southern Minnesota Visitor Profile study participants, 2005 .....5
3. Southern Minnesota visitation history among Southern Minnesota Visitor Profile study participants, 2005 .....7
4. Visitor’s first introduction to Southern Minnesota among Southern Minnesota Visitor Profile study participants, 2005 .....8
5. Type of accommodation utilized in Southern Minnesota among Southern Minnesota Visitor Profile study participants, 2005 .....9
6. Mean number of nights lodging among Southern Minnesota Visitor Profile study participants, 2005 .....10
7. Average 24-hour, personal expenditures in Southern Minnesota communities among Southern Minnesota Visitor Profile study participants, 2005 .....11
8. Information source usage among Southern Minnesota Visitor Profile study participants, 2005 .....12
9. Seasonal interest in returning to Southern Minnesota among Southern Minnesota Visitor Profile study participants, 2005 ..... 13
10. Visitor’s household composition among Southern Minnesota Visitor Profile study participants, 2005 .....14
11. Gender composition among Southern Minnesota Visitor Profile study participants, 2005 .....15



12. Annual household income among Southern Minnesota Visitor Profile study participants, 2005 .....16

## **INTRODUCTION**

Approximately 24.5 million people visit Minnesota every year, generating an estimated \$9.2 billion in gross sales annually (TIA, TravelScope, 2002; 2003). The average tourist to Minnesota visits the Twin Cities metro area (44%) as a pleasure traveler (87%), staying somewhere between 3.2 (residents) and 4.4 (non-residents) nights (Minnesota Department of Employment and Economic Development, 2002). The average travel party spends \$236 per day, with majority of visitor's time spent scenic touring (48%) and shopping (37%).

The statistics provided primarily from the TravelScope Survey (TIA 2002; 2003) are useful, but because a majority of the data are derived from the metropolitan area, it may not reflect what is going on in other regions of the state. Nor may it perhaps speak to the diversity of travelers currently visiting other Minnesota communities.

The study was conducted as a result of expressed interest among the communities of Blue Earth, Fairmont, Jackson, and Worthington. The study was made possible by the financial contributions from the University of Minnesota Tourism Center, Minnesota Office of Tourism, and the Chamber of Commerce and/or Convention and Visitor Bureau's in each community.

Insights gained by prior Tourism Center visitor profile studies helped guide the development of a survey instrument (Appendix A) and each community involved in the study assisted with the refinement of the instrument.

## **SOUTHERN MINNESOTA COMMUNITY BACKGROUND**

### **Region Overview**

The communities involved in the study are all located on a major transportation corridor, Interstate 90. Each community is rich in history and rural character. The area offers a range of nature-based and cultural-based activities. Agricultural lands, prairies, lakes, and rivers, as well as cultural and heritage sites characterize the area. The communities offer a small town feel, each in their own distinct setting. Blue Earth (pop. 3,621) is home to Jolly Green Giant Park, the Blue Earth River, and a historic downtown. Fairmont (pop. 10,889) has a chain of five lakes, an aquatic park, a historic opera house, and a Pioneer Museum. Jackson (pop. 3,501) is home for the Jackson Speedway, Fort Belmont, and several County parks. Worthington (pop. 11,283) has several cultural or historic sites, including Pioneer Village and the Dayton House, as well as Lake Okabena, well known for windsurfing. Whether passing through or a primary destination, the Southern Minnesota communities offer a variety of activities and accommodations for travelers.

## METHODS

Working closely with the Chamber of Commerce and/or Convention and Visitors Bureau in each community, a comprehensive list of area businesses serving tourists were identified as survey sites. Interviewing schedules were then designed to reach a diverse cross section of tourists with the intent of gathering information from both current and potential visitors. Survey sites, times, and days were varied to achieve this broad aim. The data collection process was designed to capture different groups of visitors that may be drawn to the area by seasonal variations in the attraction base.

Interviewers approached visitors at a variety of locations, including hotels, campgrounds, area attractions, festivals or special events, restaurants, and retail establishments, including gas stations. Table 1 highlights the types of sites where the data were collected. The figures reported represent the percentage of completed surveys that came from each type of site (Appendix B contains the complete list of intercept sites).

Table 1. Percentage of surveys completed at various types of sites for the Southern Minnesota Visitor Profile study, 2005.

<b>Lodging</b>	<b>Attractions</b>	<b>Event/ Festival</b>	<b>Restaurants &amp; Bars</b>	<b>Retail</b>
42.8%	24.6%	25.6%	2.9%	4.2%

On-site surveying began in May 2004 and continued through January 2005. Further surveying was conducted from May 2005 through June 2005. On-site surveying, conducted by Tourism Center research personnel, was conducted at least once a month in each community.

Upon arrival at the interview site, Tourism Center field researchers were instructed to approach a potential respondent and ask a few questions to ascertain whether that person met the definition of tourist (self determined, i.e. out of home community), their willingness to participate, and some key questions that were later used for internal validation purposes. This process was called the Front End questionnaire (Appendix C).

A total of 1399 parties were contacted, of which 40.2 percent identified themselves as tourists (Table 2). Assuming the person met the definition of a tourist, and were willing to participate, they were given a questionnaire to fill out on-site. A total of 326 tourists agreed to participate resulting in a 57.9 percent acceptance rate. Among the 326, thirteen were unusable due to incomplete responses. Table 3 illustrates the number of completed survey responses among all the communities within each season.

Table 2. Parties contacted during the Southern Minnesota Visitor Profile study, 2005.

	<b>n</b>	<b>Percent</b>
Total Parties Contacted	1399	
Residents	836	
Visitors	563	
Refusals	237	42.1
Acceptance	326	57.9
Unusable	13	
Total Visitor Questionnaires	313	55.6

Table 3. Completed responses by season among Southern Minnesota Visitor Profile study, 2005.

<b>Summer 2004 May-August</b>	<b>Fall 2004 Sept-Nov</b>	<b>Winter 2004 Dec-Jan</b>	<b>Summer 2005 May-June</b>	<b>TOTAL</b>
45	84	98	86	313

### Analysis

The completed surveys were compiled and the data were entered, cleaned, and checked in SPSS version 12.0. Descriptive analysis provided means, standard deviations, and frequencies to describe the sample and provide information on variables of interest. Additionally, factor analysis with varimax rotation provided for market segmentation.

## **RESULTS**

The following results are compiled from data collected among all four communities: Blue Earth, Fairmont, Jackson, and Worthington. Results from each community can be found in Appendix E. The results presented below are derived from data collected May 2004 through January 2005, as well as May 2005 through June 2005.

### Visitors Primary Residence

Visitors to Southern Minnesota communities travel there from various parts of the country. Figure 1 illustrates where visitors reside, as identified by their zip codes. The map is constructed in mile radiuses from a common point, which for this purpose was delineated as the community of Fairmont. Predominately, visitors had traveled over one hundred miles from their residence. Approximately one third (34%) traveled between 101 and 200 miles and an additional third (36%) traveled over 200 miles.

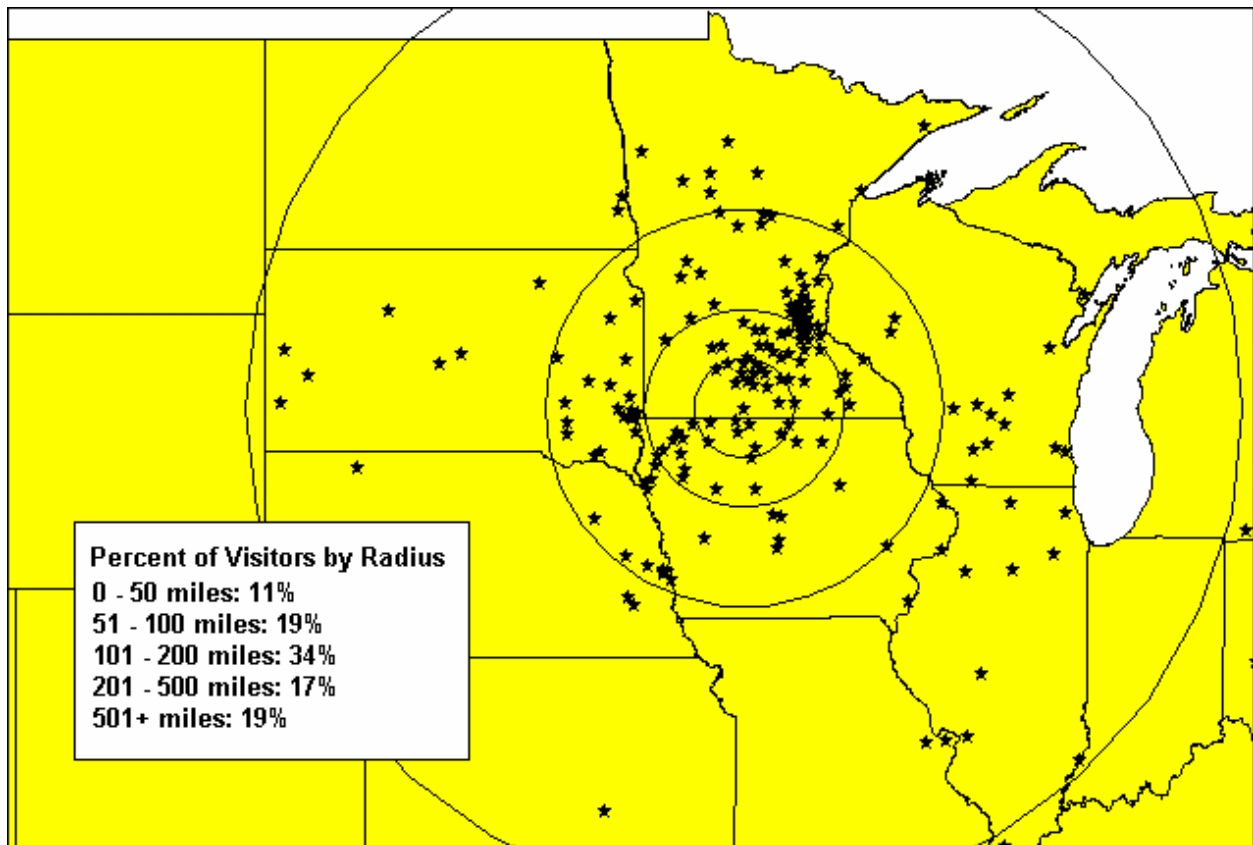


Figure 1. Place of primary residence for visitors to Southern Minnesota communities among Southern Visitor Profile survey participants, 2005 (n=298).

#### Primary Destination and Reasons for Travel

- Over two thirds (69.0 %) of visitors surveyed in the Southern Minnesota communities considered Southern Minnesota their primary destination.
- Among visitors whose primary destination was Southern Minnesota, a relatively equal distribution among the four communities was found. Fairmont was cited as their primary destination by quarter of visitors (25.1 %). Worthington accounted for slightly less (21.3 %), followed by Blue Earth and Jackson (18.3% and 12.3%, respectively). Almost a quarter (23.0%) cited other communities in Southern Minnesota.
  - The “other” communities most frequently specified included: Mankato, Rochester, Sherburn, Waseca, Welcome, and Windom.

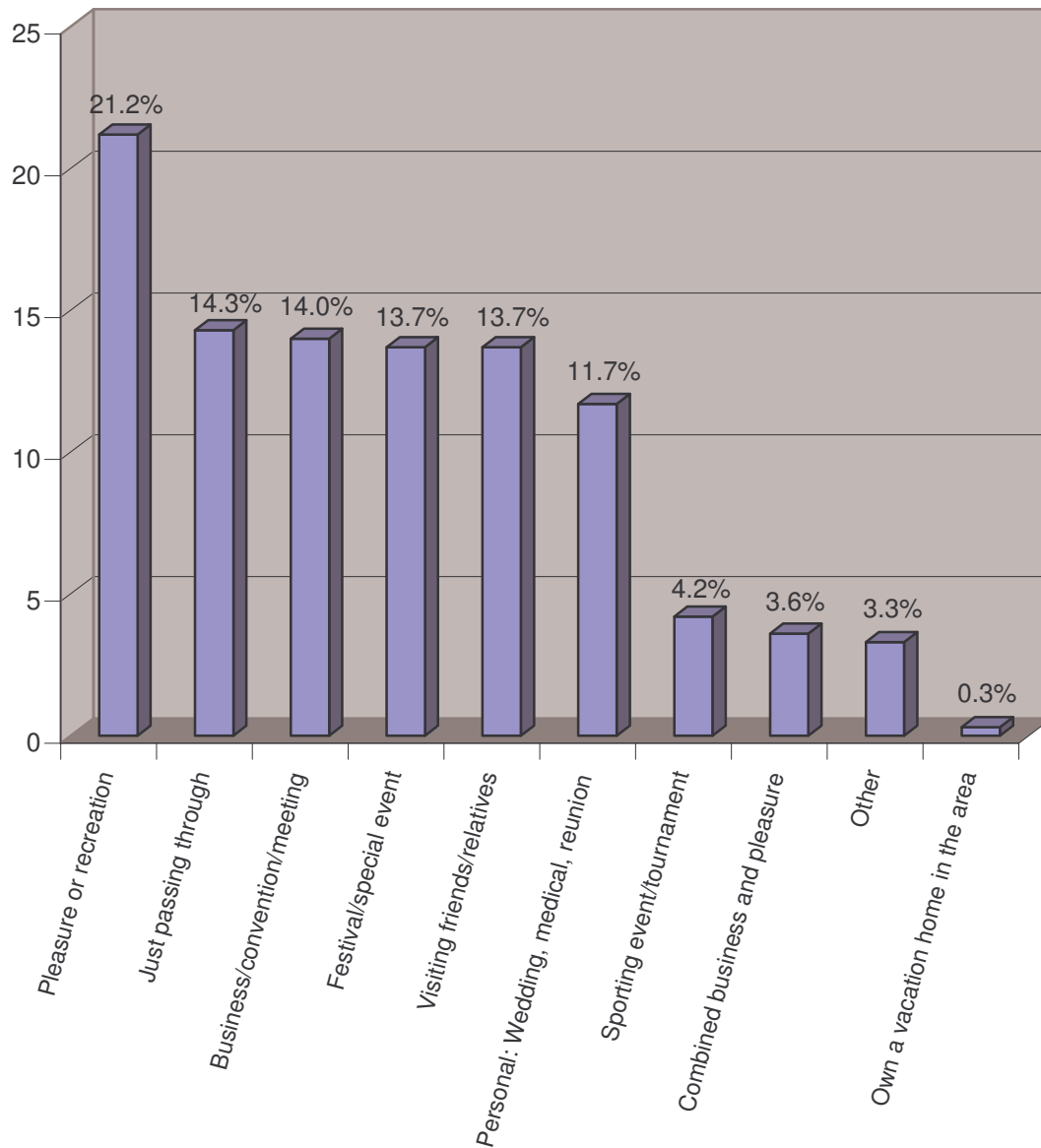


Figure 2. Primary reason for visiting Southern Minnesota communities among Southern Minnesota Visitor Profile study participants, 2005 (n=307).

- The most frequently cited primary reason for their trip to Southern Minnesota was for pleasure or recreation (21.2%; Figure 2).
  - Other major primary reasons included just passing through (14.3%), business/convention/meeting (14.0%), festival and/or special event (13.7%), and visiting friends or relatives (13.7%).
  - Only a few (3.3 %) specified “other” primary reasons for their visit which included shopping and camping.

## Important Destination Features

- Almost forty destination features were provided and survey participants were asked to rate how important (on a scale of one to 4, where 1=not at all important and 4=very important) each feature was in choosing a place to visit. The top two most important features were scenic driving (mean=2.9), sightseeing (mean=2.9), followed by county parks/forests, fall colors, and natural environment (each with mean=2.8).
  - The destination features rated the least important were snowmobiling (mean=1.5) and ATV trails (mean=1.4).
- When asked to specify if visitors experienced the same list of features on their visit to Southern Minnesota, the most frequently cited experiences visitors encountered were small town feel (48.4%), sightseeing (37.7%), and shopping (35.9%).
  - The features visitors were least likely to have experienced were snowmobiling (2.5%), ATV trails (2.0%), and cross-country skiing (1.2%).
- The level of satisfaction was relatively high among the most frequently cited experiences visitors encountered during their trip in Southern Minnesota. When asked to rate their level of satisfaction on a scale from 1 to 4, where 1=not at all satisfied and 4=very satisfied, small town feel and sightseeing both had a mean rating of 3.4. Shopping had a mean rating of 3.2.

## Travel Characteristics

### Visitation History

- Almost nine out of ten of visitors (89.2%) to the Southern Minnesota communities were repeat visitors, while the remainder were new to the area (Figure 3).

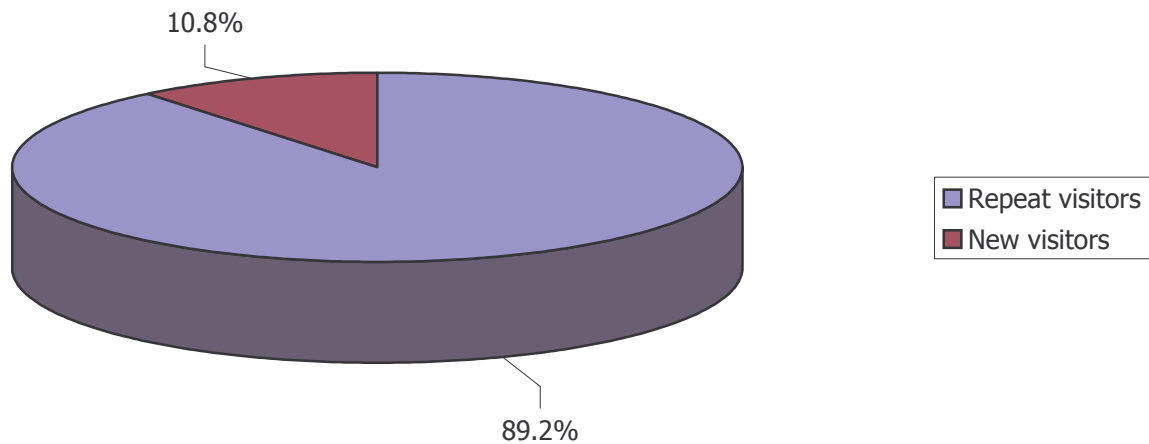


Figure 3. Southern Minnesota visitation history among Southern Minnesota Visitor Profile study participants, 2005 (n=278).

#### *New Visitors*

- When asked to rate their first impression of the area, the average rating among visitors was 2.5 (on a scale from 1 to 3, where 1=worse than expected and 3=better than expected).

#### *Repeat Visitors*

- Repeat visitors reported an average of 5.1 trips to the area in the last year.
- On average, repeat visitors indicated that they had traveled to the area for almost twenty years (mean=18.9 years).
- The most frequently cited reason for visitors' first introduction to the area was due to visiting friends and relatives (30.3%; Figure 4). Almost another quarter (22.3%) cited being born or raised in the area. Over a tenth (14.6%) cited business as the reason for their first introduction to the area.
  - Over one-tenth of visitors (11.7%) cited "other" reasons for their first introduction to the area rather than those provided.



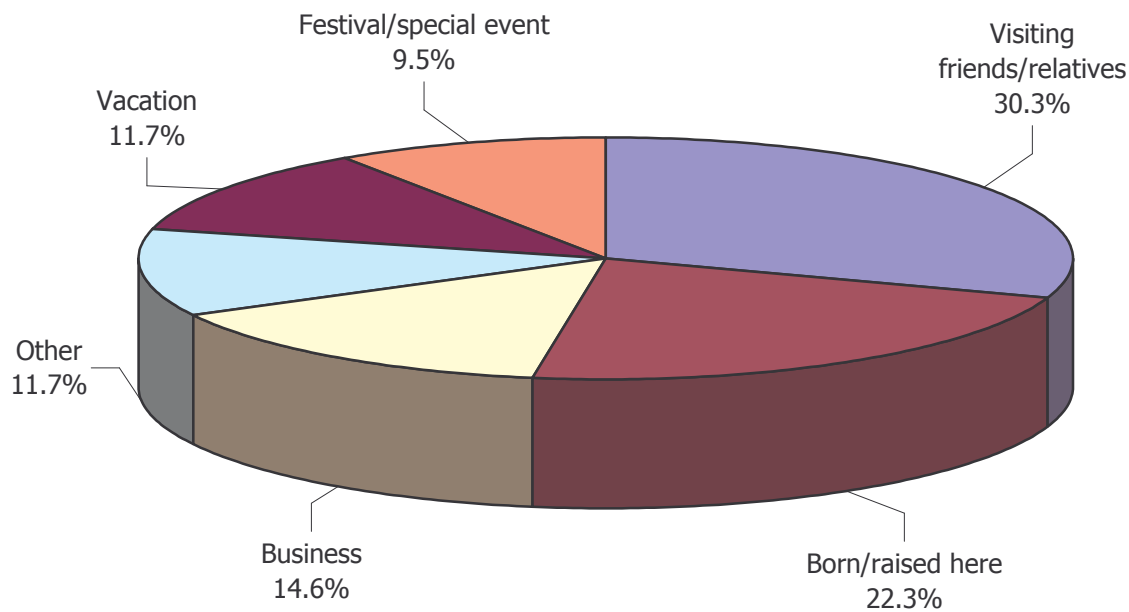


Figure 4. Visitor's first introduction to Southern Minnesota among Southern Minnesota Visitor Profile study participants, 2005 (n=274).

#### Group Size and Length of Stay

- On average, visitors to the Southern Minnesota communities traveled in groups of four (mean=3.5). Group size ranged from one to 23.
  - Within the group composition, only 2.6 percent of visitors indicated that someone in their group was an international traveler.
- On average, visitors to the Southern Minnesota communities indicated spending 4.4 nights away from home. Of those nights away from home, an average of 2.4 nights was spent in Southern Minnesota.

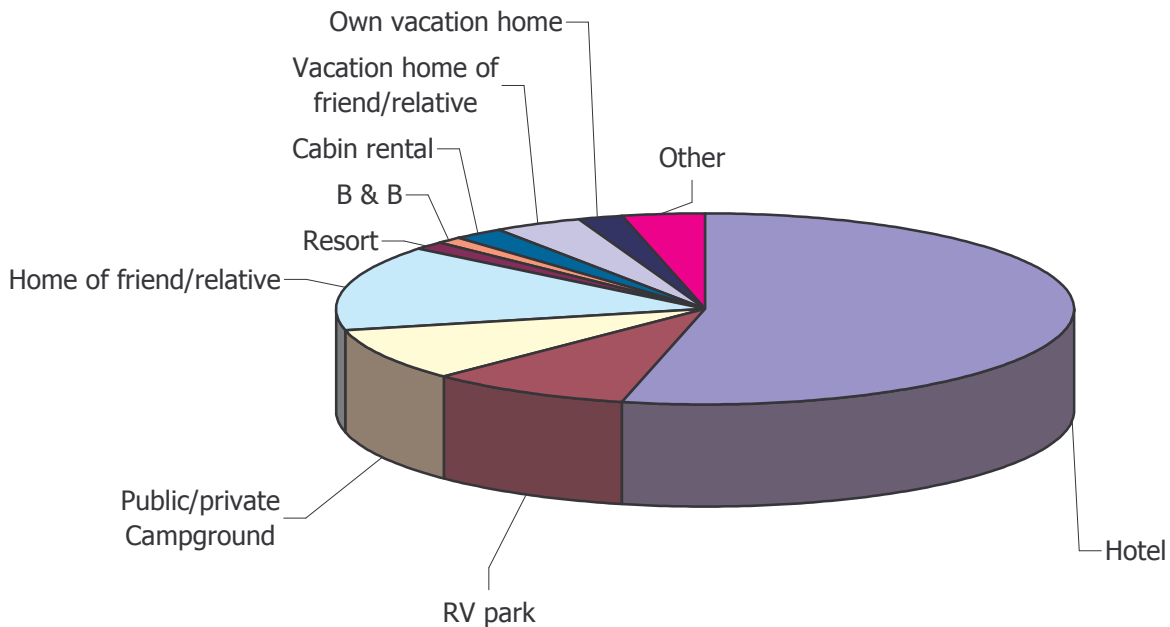


Figure 5. Type of accommodation utilized in Southern Minnesota among Southern Minnesota Visitor Profile study participants, 2005.

### Type of Accommodations

- Hotels were the most popular type of accommodation utilized among visitors to the Southern Minnesota communities (54.8%; Figure 5), with an average stay of 2.1 nights (Figure 6). Home of friends or relatives accounted for the second most frequently cited type of accommodation (14.9%).
- The least frequently cited accommodations among visitors were resorts (1.5%) and B & B's (1.0%).
- Visitors staying in their own vacation home had the longest stay, averaging 5.4 nights. Visitors staying the least amount of time in Southern Minnesota communities stayed at hotels.

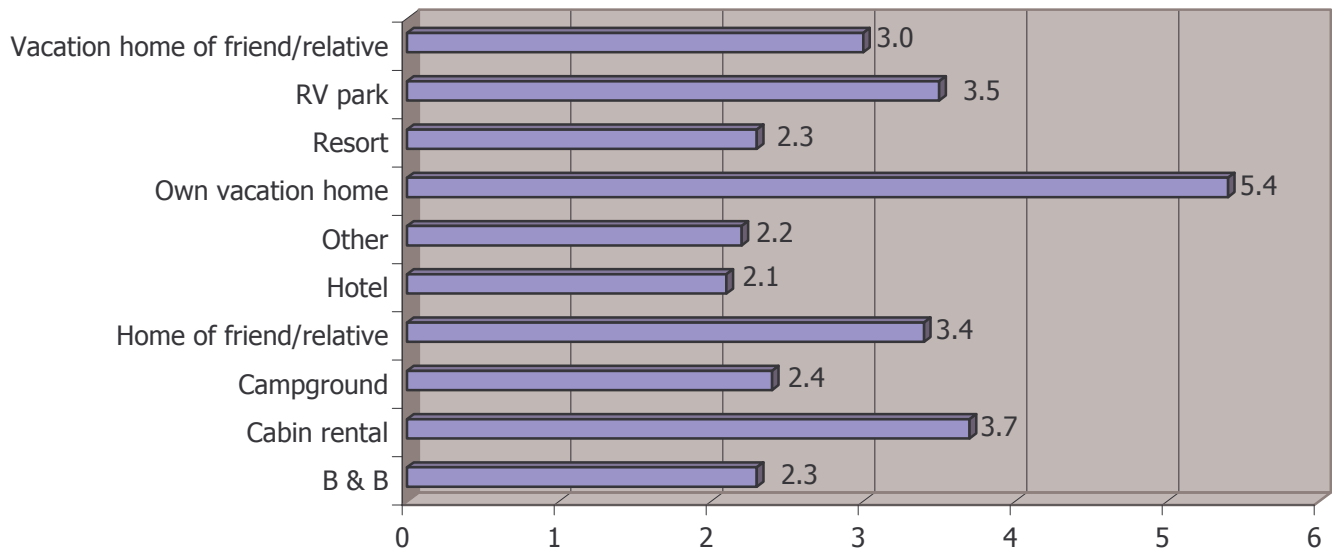


Figure 6. Mean number of nights lodging among Southern Minnesota Visitor Profile study participants, 2005.

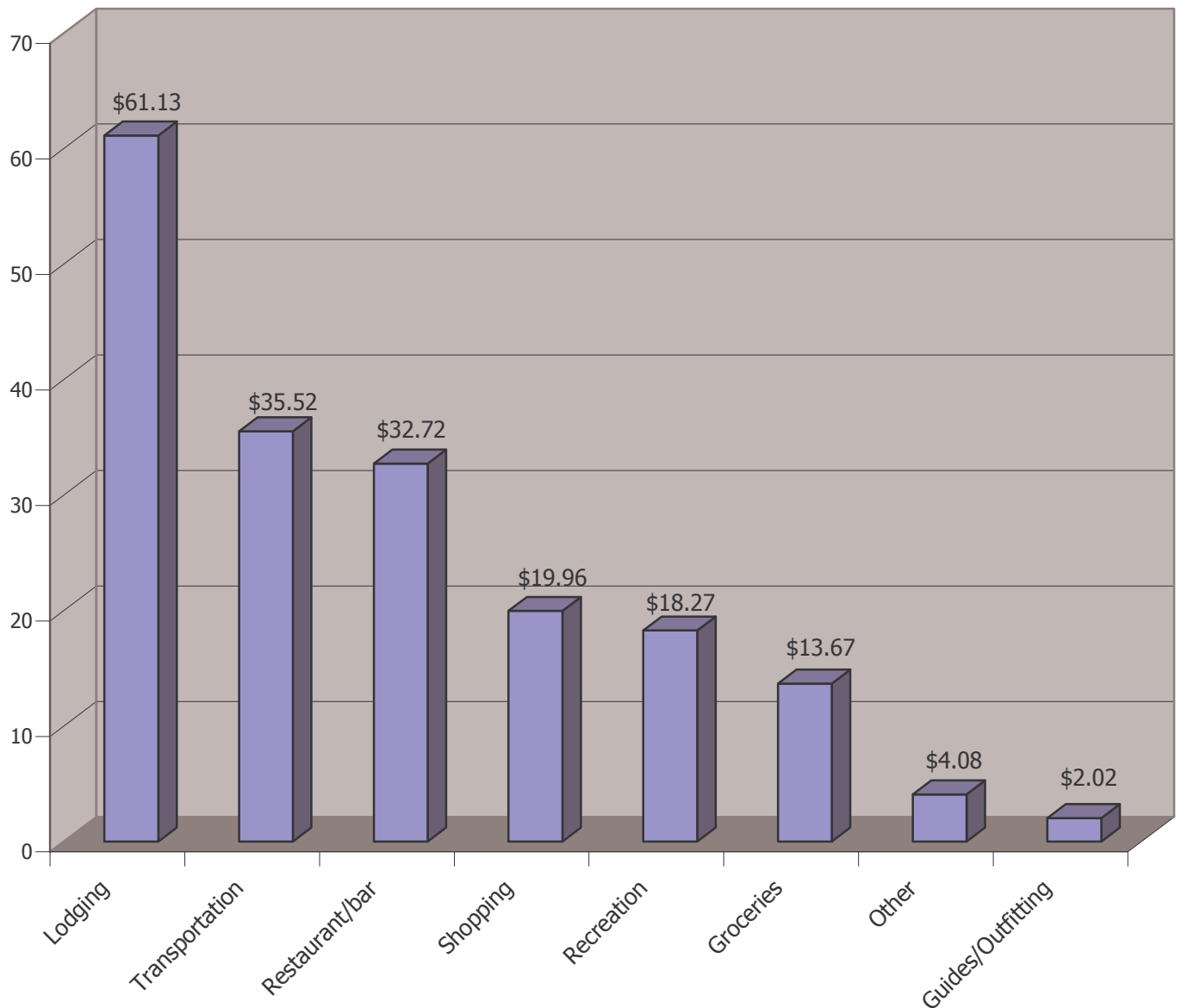


Figure 7. Average 24-hour, personal expenditures in Southern Minnesota communities among Southern Minnesota Visitor Profile study participants, 2005.

### Travel Expenditures

- The highest expenditures among visitors' were lodging (\$61.13; Figure 7), transportation (\$35.52), and restaurant food and beverages (\$32.72). Visitors reported spending a moderate amount on shopping (\$19.86), recreation (\$18.27), and groceries (\$13.67). All expenses are per person per 24 hour period.

## Trip Planning and Information Sources

- When asked about planning their trip to Southern Minnesota, visitors indicated they had planned it more than a month in advance (mean=47.3 days). On average, for those who made lodging reservations, arrangements were made 26.0 days prior.

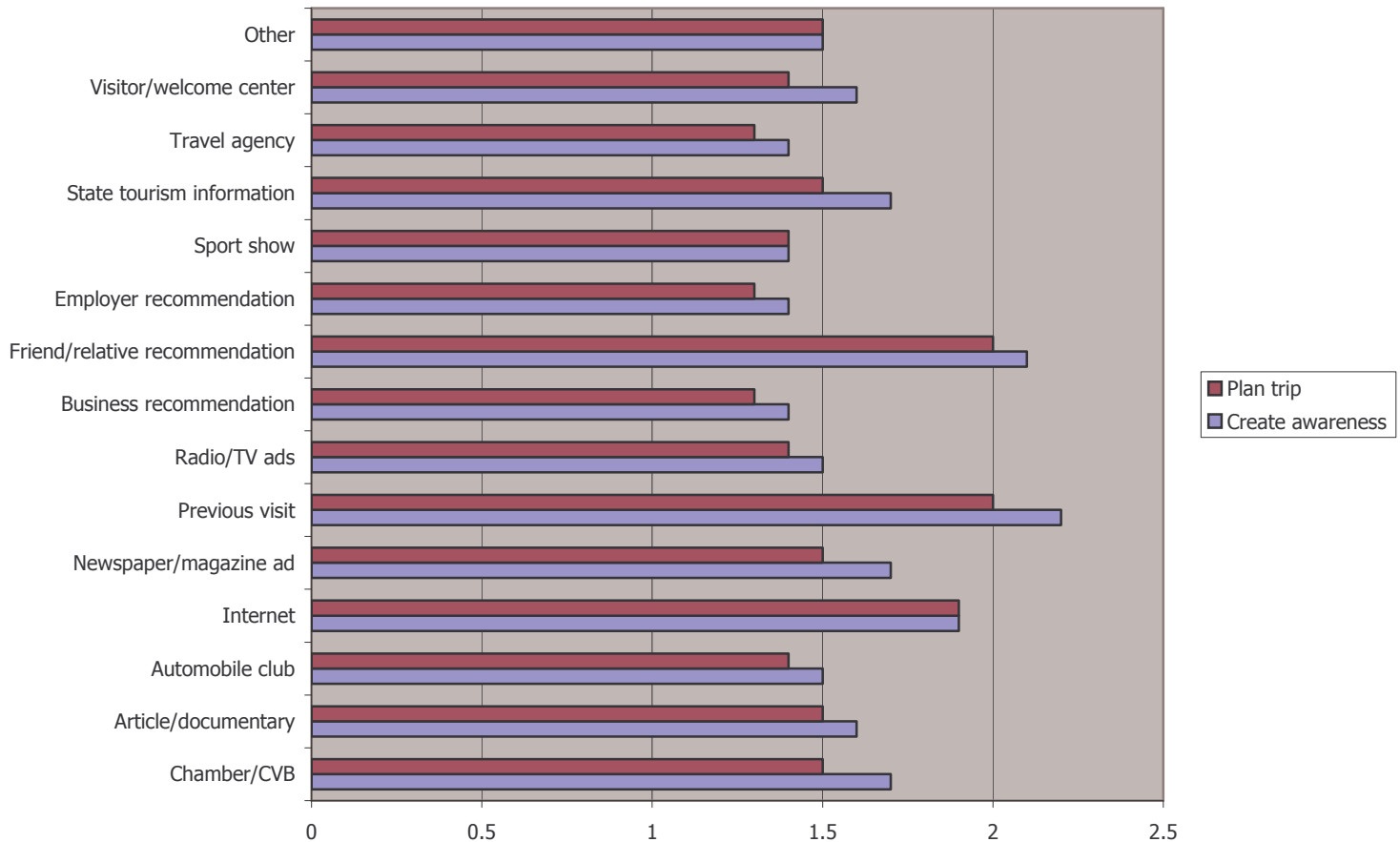


Figure 8. Information source usage among Southern Minnesota Visitor Profile study participants, 2005.

- Varying sources of information were provided to solicit information on the importance for creating awareness of the area and for the purpose of trip. In relation to creating awareness of the area, the top rated sources (on a scale from 1 to 4) were a previous visit (mean=2.2; Figure 8), recommendation from friends or relatives (mean=2.1), and Internet (mean=1.9).
- Both previous visits and recommendations from friends or family were also rated the most important sources of information for planning their trip. Rated on a scale from 1 to 4, both averaged 2.0.

- The lowest rated sources of information for creating awareness of the area were recommendations from employers and recommendations from a business (both means=1.4). Recommendations from employers and travel agencies had the lowest importance ratings for planning the trip (both means=1.3).

### Intentions to Return to Region

- When visitors were asked how likely it would be they would return to Southern Minnesota in the next year, a majority indicated they definitely (53.3%) or probably (28.0%) would return. Relatively few visitors (9.7%) indicated that they would not return in the next year (specified by either probably or definitely).
- When asked how likely it would be they would return in the next five years, over half (58.4%) indicated they definitely would. Very few visitors (4.8%) indicated that they would not return in the next five years (specified by either probably or definitely).
- Visitors who intended to make a return visit to Southern Minnesota were most interested in summer visits (mean=3.3, rated on a scale from 1 to 4; Figure 9), followed by fall visits (mean=3.2). Visitors were least interested in a return visit during the winter (mean=2.4).

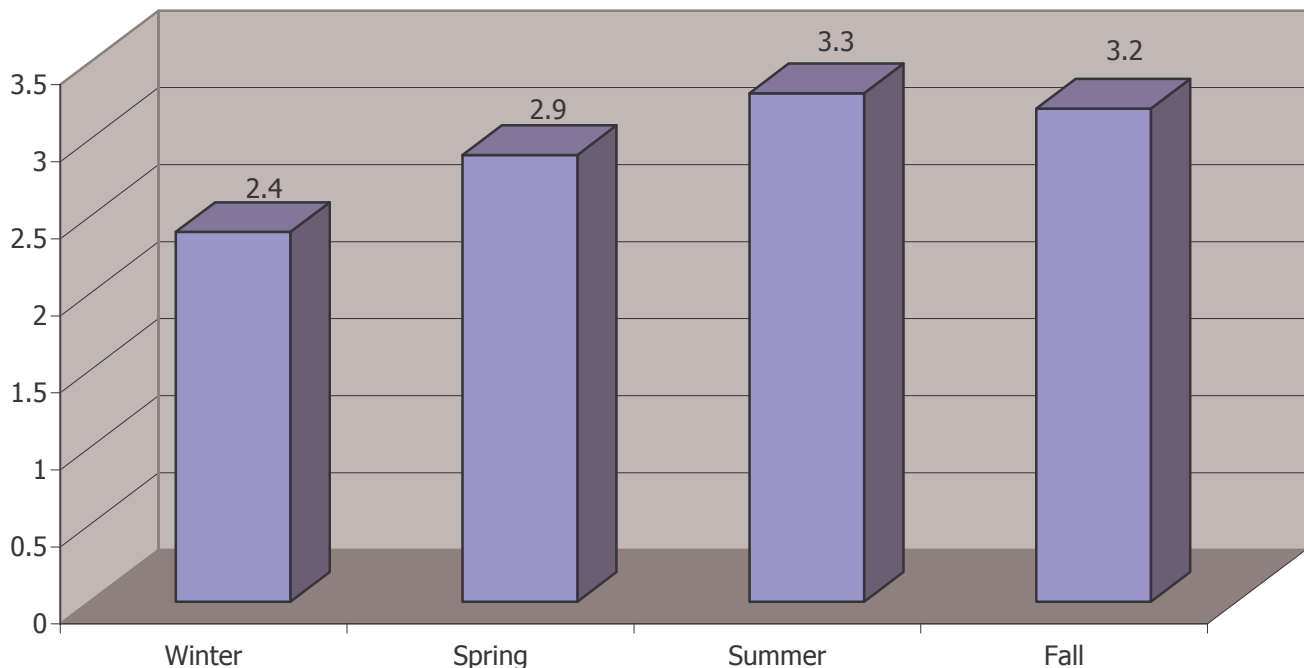


Figure 9. Seasonal interest in returning to Southern Minnesota among Southern Minnesota Visitor Profile study participants, 2005.

## Demographics

### Household Composition, Gender and Income

- Over one-third (37.7%) of visitors to the Southern Minnesota communities were comprised of couples with grown children (Figure 10). Another quarter (26.9%) was comprised of couples with children under eighteen. Households consisting of a couple with no children accounted for more than a tenth (11.8%) of all visitors. The least indicated household composition was a single person with children (4.6%).

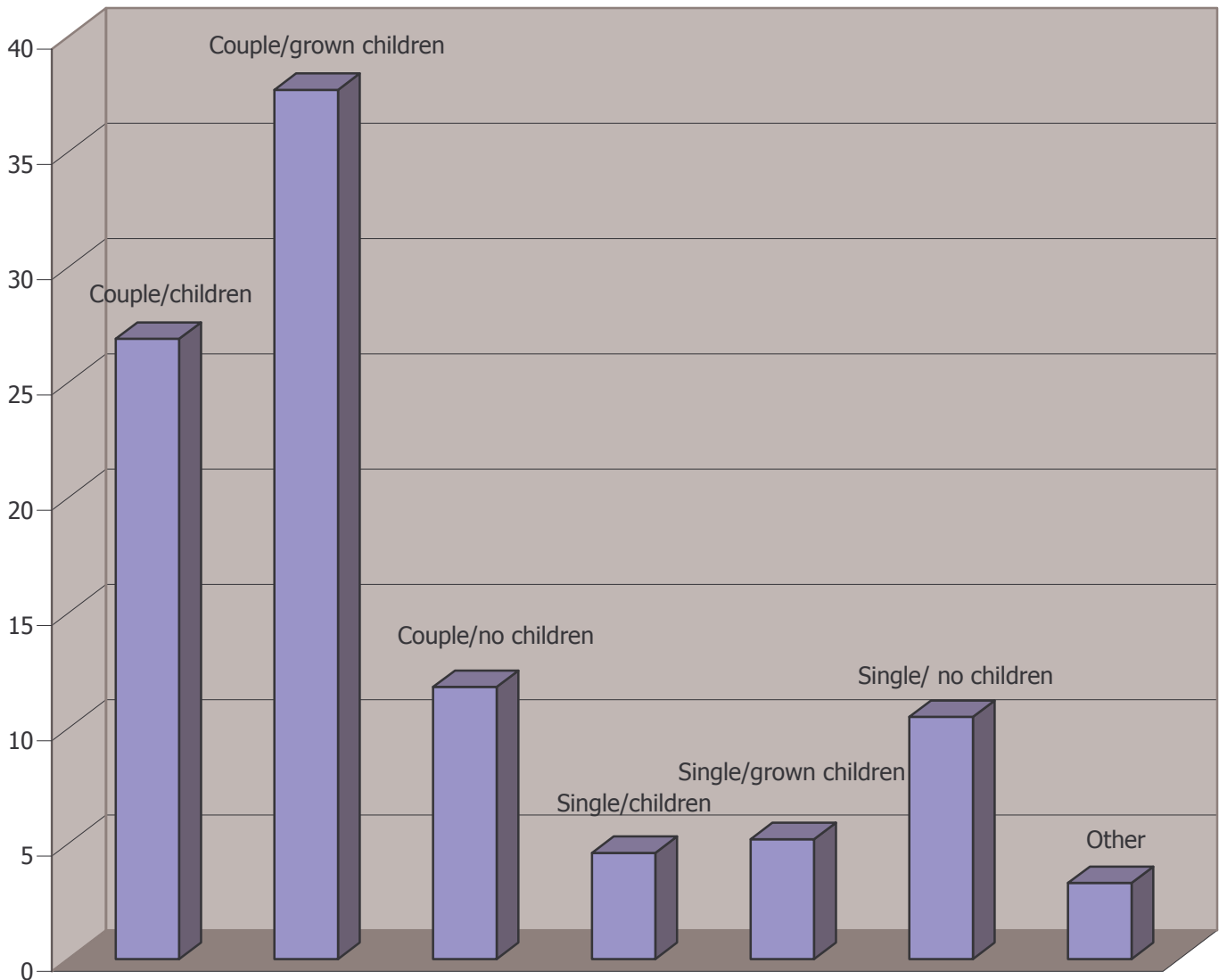


Figure 10. Visitor's household composition among Southern Minnesota Visitor Profile study participants, 2005 (n=305).

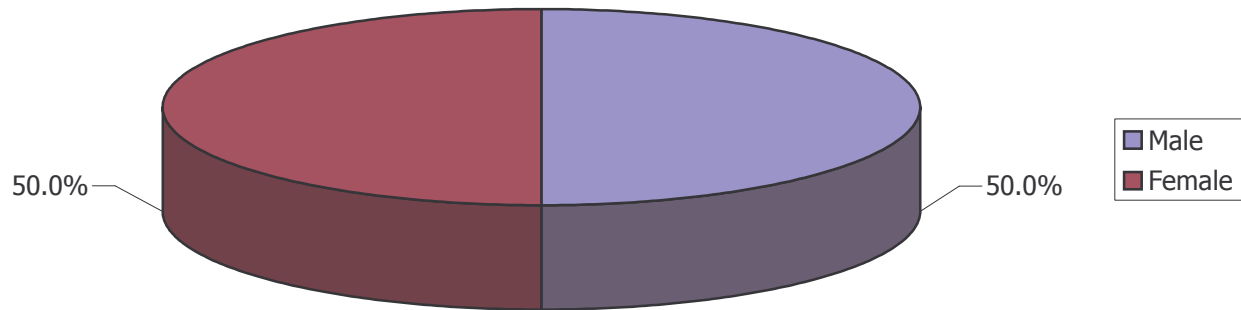


Figure 11. Gender composition among Southern Minnesota Visitor Profile study participants, 2005 (n=306).

- Gender composition among visitors was equal. Half were males and half were females (50.0%, respectively; Figure 11).
- The average age of visitors to Southern Minnesota communities was 50.0 years, with a range of eighteen to 91.



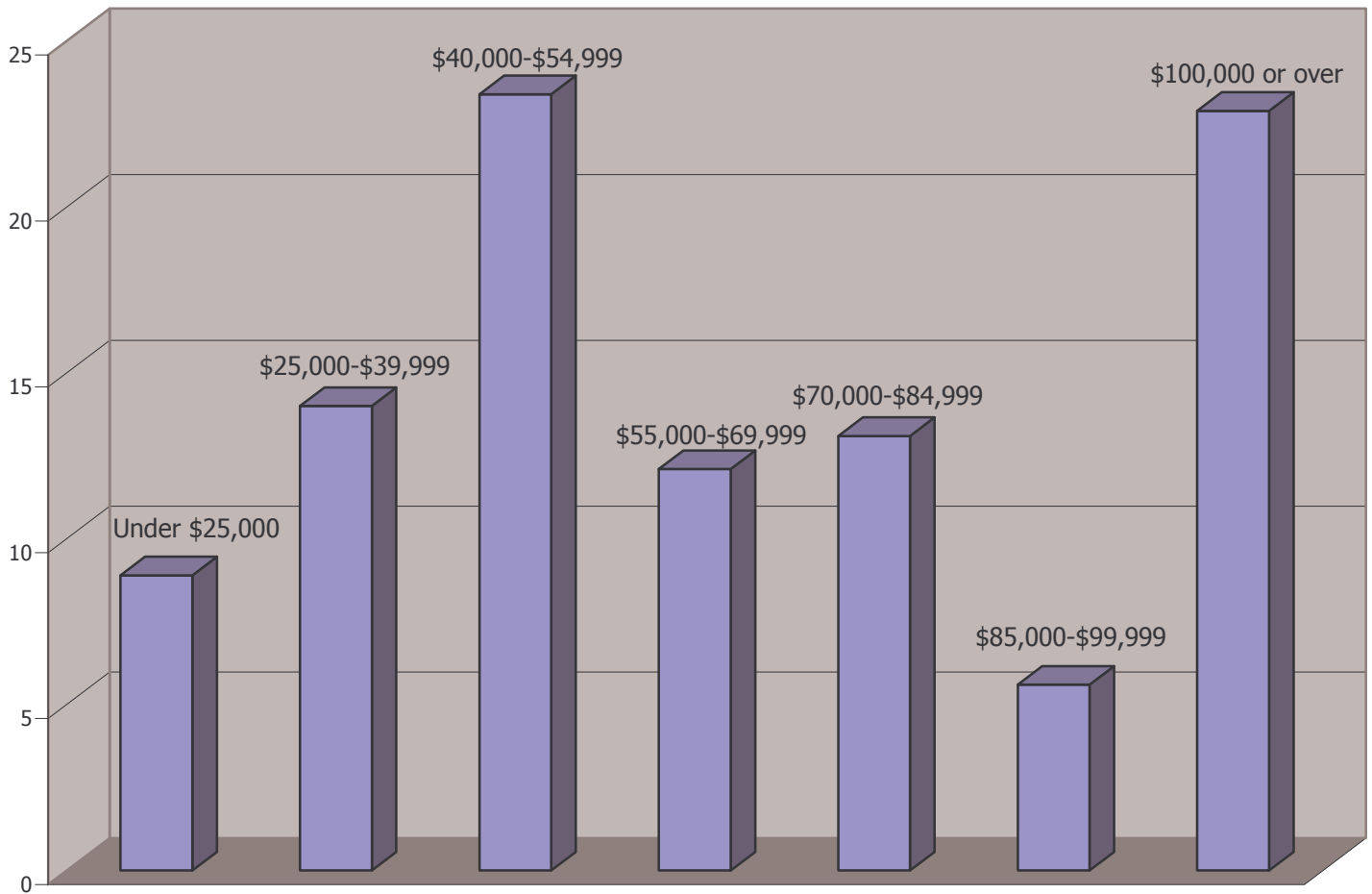


Figure 12. Annual household income among Southern Minnesota Visitor Profile study participants, 2005 (n=214).

- The annual household income among visitors in Southern Minnesota communities was moderately high. Over three quarters (77.1%; Figure 12) indicated an annual household income over \$40,000, with almost a quarter (22.9%) of those earning \$100,000 or more. Very few visitors indicated earning less than less than \$25,000 (8.9%).

### Visitor Profiles

The above information provides a fairly good picture of what tourists in Southern Minnesota communities look like and what they did while in the region. To fully understand the potential market segments along the corridor data for what respondents like to do while on vacation were analyzed using a statistical technique called Factor Analysis. This allows for a more thorough examination of market segments. The four largest market segments are explained below.

## Activity Seekers

This is the largest market segment revealed by data analysis. It accounts for approximately one third of the tourists surveyed in the study. Members of this segment are not committed to any one activity but instead engage in a variety of activities during the course of a day. Natural resource-based activities score high with this group, such as bird watching, touring for fall colors, sightseeing along scenic drives, and enjoying the natural environment. Also scoring high are activities such as visiting museums and historic sites and seeking out cultural sites. Public lands are important to this group as they rate stopping at National Wildlife Refuges and county parks as something they do probably to gain access to the natural resources they enjoy. This segment also feels it is important to record their vacations through photography.

Activity seekers can be characterized by the types of activities they engage in which can be considered "easy entrance, easy exit". What this means is that it does not cost much to enjoy wildlife viewing or visiting historic sites. The time committed to each activity can be quite variable. Further, as members of this segment can easily exit the activity without substantial monetary cost, they do not have to commit substantial monetary or time resources to pursuit of a particular activity. Members of this group do not dedicate substantial time to those activities that may consume most or all of a day such as fishing, snowmobiling, hunting etc. Mobility and multiple activity interests are what make this group unique.

## Water Dogs

Member of this market segment are very committed to water based activities. Boating and canoeing rank high with this group but it is not only the natural environment that attracts them. Swimming in natural lakes or water parks would be considered ideal activities. Camping is a common activity for this segment especially the type of camping that brings them to the water recreation areas they prefer. The size of this segment is only about twelve percent of the tourists encountered in the Southern Minnesota communities, but is the second most identifiable group behind the activity seekers.

## Party Animals

The third largest segment, accounting for approximately six percent of the sample population, consists of people who are into high-energy entertainment activities. Festivals, nightlife, and a wide range of activity options are important to this segment. They also feel that shopping opportunities are very important. This segment is not

interested in natural resource based attractions but instead prefer types of entertainment that can be manufactured and presented in a party like atmosphere.

### Motor Heads

This group consists of people who prefer motorized recreational activities especially ATV and snowmobiling. They appear to be very dedicated to their motorized recreation but the size of this segment is approximately four percent of the sample population. The small size of the segment indicates there is probably not a lot of growth in the segment left to exploit but it also indicates that members of this segment are dedicated to their chosen activity. Direct contact such as mailing or working through associations may be the best strategy to reach them.

There are a number of other segments that are revealed in the analysis but they are too small for which to mount an effective marketing campaign. However, with all segments there is some indication of that they rely on a single source such as a CVB to find out about what exists or is available in the area they are visiting. Traditional advertising sources such as magazines and associations such as AAA are also considered as providing valuable information about the region. The Internet appears to be a good tool to learn more about a region, but there is little evidence that indicates the Internet is used for surfing to find destinations. Rather it seems that the Internet is a booking and reservation tool more than a destination image formation agent.

## **DISCUSSION**

The research on visitors to Southern Minnesota communities has revealed some interesting characteristics about who is coming to the area. Visitors to Southern Minnesota communities are mature and possess high-income status. Visitors have a long history of travel to the area, as evidenced by a very high percentage of repeat visitors. Additionally, satisfaction scores for first time visitors are very high.

Overall, visitors placed high importance on scenic driving and sightseeing, as well as nature-based attractions including county parks and the natural environment. This points to the importance of marketing the area's natural surroundings. Further, given the market finds scenic driving and sightseeing important, efforts should be undertaken to create scenic by-ways in the area.

Results indicate visitors enjoy a variety of activities to choose from. Marketing efforts, based on the visitor profiles, is one way to cater to the various market niches. The activity seekers, the largest market niche, enjoy a mixture of activities to choose from. Promoting a breadth of activities will assist in satisfying those visitor's needs. Further, efforts should be undertaken to market the various activities once visitors arrive in the area, given visitor's short planning horizon and relatively low reliance on information sources to plan their trip. Additionally, results indicate that friends and family play an

important role among visitors in promoting the area. Emphasis should be placed on involving community residents in tourism promotion programs.

Given all the study communities are located on a major transportation corridor (I90), visibility will remain high. It is recommended that the region's communities undergo a planning process to determine their future with respect to tourism development. The University of Minnesota, through its Business Retention and Expansion program supplemented by its Community Tourism Development program, is one example where assistance may be obtained as a next step.

**APPENDIX A**  
**Survey Instrument**

**University of Minnesota Tourism Center  
Southern Minnesota Visitor Profile Survey**

<b>Is Southern Minnesota your primary destination for this trip? (Mark ONE)</b>		Yes	No	<b>If NO, what is your final destination for this trip?</b>							
<b>If YES, which community is your primary destination? (Mark ONE)</b>											
Blue Earth	Jackson	Other _____									
Fairmont	Worthington										
<b>What is the <u>primary</u> reason that you made this trip to Southern Minnesota? (Mark ONE)</b>											
Business / convention / meeting		Festival / special event: _____			Sporting event / tournament						
Combined business and pleasure		Just passing through			Visiting friends / relatives						
Education / learning		Own a vacation home in the area			Other _____						
Pleasure or recreation		Personal: wedding, medical, reunion, etc.									
	1. In general, how important is <b>EACH</b> feature in choosing a place to visit?					2. Did you experience this feature on <b>THIS</b> trip?		3. For <b>each</b> feature you experienced, how satisfied were you with this feature on your trip to Southern Minnesota?			
	Not at all important			Very important	No preference	Yes	No	Not at all satisfied			Very satisfied
American Indian heritage	1	2	3	4	N			1	2	3	4
Antiques	1	2	3	4	N			1	2	3	4
ATV trails	1	2	3	4	N			1	2	3	4
Biking trails	1	2	3	4	N			1	2	3	4
Bird / wildlife viewing	1	2	3	4	N			1	2	3	4
Boating	1	2	3	4	N			1	2	3	4
Camping	1	2	3	4	N			1	2	3	4
Canoeing/kayaking	1	2	3	4	N			1	2	3	4
Casino or gaming	1	2	3	4	N			1	2	3	4
County parks / forest	1	2	3	4	N			1	2	3	4
Cross-country skiing	1	2	3	4	N			1	2	3	4
Cultural sites or tours	1	2	3	4	N			1	2	3	4
Entertainment / nightlife	1	2	3	4	N			1	2	3	4
Fall colors	1	2	3	4	N			1	2	3	4
Festival or special event	1	2	3	4	N			1	2	3	4
Fishing	1	2	3	4	N			1	2	3	4
Golf courses	1	2	3	4	N			1	2	3	4
Hiking trails	1	2	3	4	N			1	2	3	4
Historical buildings	1	2	3	4	N			1	2	3	4
Historic sites	1	2	3	4	N			1	2	3	4
Horseback riding	1	2	3	4	N			1	2	3	4
Hunting	1	2	3	4	N			1	2	3	4
Local arts and crafts	1	2	3	4	N			1	2	3	4
Lots of activities / attractions	1	2	3	4	N			1	2	3	4
Museums	1	2	3	4	N			1	2	3	4
Natural environment	1	2	3	4	N			1	2	3	4
Performing arts	1	2	3	4	N			1	2	3	4
Photography	1	2	3	4	N			1	2	3	4
Raceway	1	2	3	4	N			1	2	3	4
Scenic drives	1	2	3	4	N			1	2	3	4
Shopping	1	2	3	4	N			1	2	3	4
Sightseeing	1	2	3	4	N			1	2	3	4
Small town feel	1	2	3	4	N			1	2	3	4
Snowmobiling	1	2	3	4	N			1	2	3	4
Specific accommodation	1	2	3	4	N			1	2	3	4
Sporting tournaments	1	2	3	4	N			1	2	3	4
State / federal wildlife refuge	1	2	3	4	N			1	2	3	4
Swimming	1	2	3	4	N			1	2	3	4
Waterpark	1	2	3	4	N			1	2	3	4

<b>Is this your first trip to Southern Minnesota? (Mark ONE)</b> Yes    No			
<b>NEW VISITORS</b>		<b>How would you rate your first trip to Southern Minnesota? (Mark ONE)</b>	
		Worse than I expected                  Exactly what I expected                  Better than I expected	
<b>REPEAT VISITORS</b>			
<b>How many trips have you taken to Southern Minnesota in the last _____ trips    _____ don't know</b>			
<b>How many years have you been coming to Southern Minnesota? _____ years    _____ don't know</b>			
<b>What was your first introduction to Southern Minnesota? (Mark ONE)</b>			
Business		Festival / event	Visiting friends / relatives
Born / raised here		Vacation	Other _____
<b>How many people are in your travel party (including yourself)?</b>		<b>Are there international visitors in your travel group? (Mark ONE)</b>	<b>How many total nights will you be away from home on this trip?</b>
_____ people		Yes No	_____ nights Write "0" if this is a day trip
			<b>How many of these nights will be in Southern Minnesota?</b>
			_____ nights Write "0" if this is a day trip
<b>If you are staying overnight in Southern Minnesota, how many nights are you staying in each type of accommodation? If NONE, write "0."</b>		<b>Please estimate the amount of money YOU spent in Southern Minnesota in the last 24 hours. If NONE, write "0." Identify ALL expenses (e.g., doctor).</b>	
		Lodging \$ _____	
		Restaurant food / beverages \$ _____	
		Groceries \$ _____	
		Transportation (gas, parking, repairs, etc.) \$ _____	
		Shopping (souvenirs, gifts, film, etc.) \$ _____	
		Recreation / attractions / entertainment / casinos \$ _____	
		Guides / outfitting \$ _____	
		Other: _____ \$ _____	
		If you have <u>NOT</u> been in Southern Minnesota for <u>24 hours</u> , _____ hours indicate the number of hours included in this spending estimate	
<b>How far in advance did you decide to take this trip?</b>		_____ days	
<b>How far in advance did you make lodging reservations?</b>		_____ days (If no lodging reservations, write "0")	
<b>How important were the following information sources in creating awareness of Southern Minnesota and in helping plan your trip to the area?</b>		<b>To CREATE AWARENESS of this area</b>	
		Not at all important                  Very important	
		Not at all important                  Very important	
Area tourism information (Chamber, CVB)		1    2    3    4                  1    2    3    4	
Article / documentary / news / TV special		1    2    3    4                  1    2    3    4	
Automobile club (e.g., AAA)		1    2    3    4                  1    2    3    4	
Internet		1    2    3    4                  1    2    3    4	
Newspaper / magazine ads		1    2    3    4                  1    2    3    4	
Previous visit		1    2    3    4                  1    2    3    4	
Radio / TV ads		1    2    3    4                  1    2    3    4	
Recommendation from a business		1    2    3    4                  1    2    3    4	
Recommendation from a friend / relative		1    2    3    4                  1    2    3    4	
Recommendation from an employer		1    2    3    4                  1    2    3    4	
Sport show		1    2    3    4                  1    2    3    4	
State tourism information		1    2    3    4                  1    2    3    4	
Travel agency		1    2    3    4                  1    2    3    4	
Visitor / welcome center		1    2    3    4                  1    2    3    4	
Other		1    2    3    4                  1    2    3    4	
<b>How likely are you to return to Southern Minnesota in...</b>		Definitely not    Probably not    Not sure    Probably will    Definitely will	
The <u>next year</u>			
The <u>next five years</u>			

How interested would you be in returning to Southern Minnesota in each season?									
		Not at all interested		Very interested					
		1	2	3	4	Not at all interested		Very interested	
		1	2	3	4	1	2	3	4
Winter						Summer			
Spring						Fall			
<b>Which best describes your household? (Mark ONE)</b>					<b>What is your annual household income (to the nearest \$1,000)</b>			<b>In what year were you born?</b>	
Couple (children under 18)		Single (children under 18)			\$ _____, 000			19 _____	
Couple (grown children)		Single (grown children)							
Couple (no children)		Single (no children)							
Other _____									
<b>Gender (Mark ONE)</b>					<b>What is your home zip code?</b> _____				
		Female		Male					

**Additional comments:**

**Thank you for taking time to complete this survey!**



## **APPENDIX B**

### **Survey Intercept Sites**

#### Attractions

Anderson, Brown, and Robertson County Parks, Jackson  
Blue Earth Park & Campgrounds  
Green Giant Park, Blue Earth  
Fairmont Airport, Fairmont  
Fairmont Opera House, Fairmont  
Fort Belmont, Jackson  
I-90 Rest Stop (WB/EB), Blue Earth  
International Heritage Days, Fairmont  
Jackson Speedway, Jackson  
Jackson Rest Stop (WB/EB), Jackson  
Memorial Auditorium, Worthington  
Olson City Park, Worthington  
Pioneer Village, Worthington  
Wildlife Management Areas, Fairmont  
Wildlife Management Areas, Worthington  
Worthington Rest Stop and Visitor Center, Worthington

#### Events

Fairmont Car Show, Fairmont  
Fairmont Fishing Tournament, Fairmont  
Fall Flight Festival, Fairmont  
Fort Belmont Rendezvous, Jackson  
Festival of Lights, Blue Earth  
I-90 Expo Rodeo, Fairmont  
Martin County Fair, Fairmont  
Regatta, Worthington  
Turkey Days, Worthington  
Tree Scarfing, Blue Earth

#### Accommodations

AmericInn, Blue Earth  
AmericInn, Worthington  
Budget Host, Jackson  
Budget Inn, Fairmont

Comfort Inn, Fairmont  
Days Inn, Worthington  
Econolodge, Jackson  
Flying Goose Campgrounds  
Highland Court Cabins, Fairmont  
Holiday Inn, Fairmont  
Holiday Inn, Worthington  
KOA, Jackson  
Super 8, Blue Earth  
Super 8, Fairmont  
Super 8, Jackson  
Super 8, Worthington  
Welcome Campground, Fairmont

### Restaurants/Bars

Burger King, Worthington  
Ember's, Jackson  
Diary Queen, Jackson  
Dairy Queen, Worthington  
Ground Round, Worthington  
Kentucky Fried Chicken, Worthington  
McDonalds, Blue Earth  
McDonalds, Worthington  
Perkins, Fairmont  
Perkins, Worthington  
Ranch Restaurant, Fairmont  
Subway, Blue Earth  
Subway, Fairmont  
Subway, Jackson

### Retail

Auto & Truck Stop, Blue Earth  
Bob & Steve's Shell, Worthington  
BP Gas Station, Jackson  
Casey's General Store, Jackson  
Fairmont Mall, Fairmont  
Kmart, Fairmont  
Michael's, Worthington  
Picture This, Scrap That, Fairmont  
Super America, Fairmont  
Top Foods, Worthington

Walmart, Blue Earth  
Walmart, Worthington  
Worthington Mall, Worthington

## APPENDIX C

### Front End Questionnaire

Date: \_\_\_\_\_ Location: \_\_\_\_\_

1. Do you live six or more months of the year in the area?  Yes (thank/terminate)  No (continue)
2. What is the main purpose of your trip?  Business  Pleasure  Both
3. What is your zip code? \_\_\_\_\_
4. Gender  Male  Female
5. Would you complete this questionnaire for the University of Minnesota?  Yes  No

## APPENDIX D

### Survey Result Details

1. Is Southern Minnesota your primary destination for this trip?

<b>Primary Destination</b>	<b>Yes</b>	<b>No</b>
(n=290)	69.0%	31.0%

2. Which community is your primary destination?

<b>Primary Destination</b>	<b>Percent</b>
	(n=235)
Blue Earth	18.3
Fairmont	25.1
Jackson	12.3
Worthington	21.3
Other	23.0

3. What is the primary reason that you made this trip to Southern Minnesota?

<b>Primary Reason</b>	<b>Percent</b>
	(n=307 )
Business/convention/meeting	14.0
Festival/special event	13.7
Pleasure or recreation	21.2
Combined business and pleasure	3.6
Just passing through	14.3
Sporting event/tournament	4.2
Own a vacation home in the area	0.3
Visiting friends/relatives	13.7
Personal: Wedding, medical, reunion, etc.	11.7
Other (n=10)	3.3

4. How important are the following features in your destination and how would you rate the area in providing them? (Each rated on a scale from 1 to 4. Importance rating scale: 1=Not at all important and 4=Very Important; Satisfaction rating scale: 1=Not at all satisfied and 4=Very Satisfied.)

<b>Features</b>	<b>Mean Importance to Destination Choice</b>	<b>Percent Not Experienced</b>	<b>Mean Rating of Experience in Area</b>
American Indian heritage	1.8	93.0	2.7
Antiques	1.9	84.2	2.9
ATV trails	1.4	98.0	2.1
Biking trails	1.8	88.1	2.7
Bird/wildlife viewing	2.3	78.2	2.8
Boating	2.2	90.8	2.9
Camping	2.5	84.1	3.3
Canoeing/kayaking	1.8	95.2	2.7
Casino or gaming	1.7	93.5	2.5
County parks/forest	2.8	77.9	3.0
Cross-country skiing	1.5	98.8	2.4
Cultural sites or tours	2.4	84.2	3.1
Entertainment/nightlife	2.3	78.5	3.0
Fall colors	2.8	81.8	3.1
Festival or special event	2.8	67.6	3.4
Fishing	2.3	91.3	2.7
Golf courses	1.8	94.7	2.7
Hiking trails	2.3	88.0	2.7
Historic buildings	2.5	80.2	3.0
Historic sites	2.5	81.4	3.0
Horseback riding	1.7	94.3	2.8
Hunting	1.8	95.1	2.7
Local arts and crafts	2.2	82.1	2.8
Lots of activities/attractions	2.6	76.6	3.1
Museums	2.3	89.4	2.8
Natural environment	2.8	67.1	3.2
Performing arts	1.9	95.1	2.7
Photography	1.9	87.9	3.0
Raceway	1.6	92.6	2.6
Scenic drives	2.9	66.0	3.2
Shopping	2.5	64.1	3.2
Sightseeing	2.9	62.3	3.3
Small town feel	2.7	51.6	3.4
Snowmobiling	1.5	97.5	2.5
Specific accommodation	2.1	81.6	3.2
Sporting Tournament	1.8	87.5	3.0
State/Federal Wildlife Refuge	2.3	87.6	2.9

Swimming	2.3	78.2	3.1
Waterpark	2.0	95.8	2.7

5. Is this your first trip to Southern Minnesota?

<b>Visitation History</b>	<b>Yes</b>	<b>No</b>
n=278	10.8	89.2

### **New Visitors**

6. How would you rate your first trip to Southern Minnesota? Rated on a scale from 1 to 3, where 1=Worse than I expected and 3=Better than I expected.

<b>First Visit Impression</b>	<b>Mean Rating</b>
n=30	2.5

### **Repeat Visitors**

7. How many trips have you taken to Southern Minnesota in the last year?

<b>Trips</b>	<b>Mean number of trips to this area in the last year</b>
n=203	5.1 trips (range: 0 to 25)

8. How many years have you been coming to Southern Minnesota?

<b>Prior Visits</b>	<b>Mean number of years as a visitor</b>
n=175	18.9 years (range: 0 to 65 years)

9. What was your first introduction to Southern Minnesota?

<b>First Introduction</b>	<b>Percent</b>
n=274	
Business	14.6
Festival/event	9.5
Visiting friends/relatives	30.3
Born/raised here	22.3
Vacation	11.7
Other (n=32)	11.7

10. How many people (including yourself) are in your travel party?

<b>Travel Party Size</b>	<b>Mean travel party size</b>
n=308	3.5 people (range: 1 to 20 people)

11. Are there international visitors in your travel group?

<b>International Travelers</b> n=306	<b>Percent</b>
Yes	2.6
No	97.4

12. How many total nights will you be away from home on this trip?

<b>Nights Away From Home</b>	<b>Mean Number of Nights</b>
n=304	4.4 (range: 0 to 21 nights)

13. How many of nights will be in Southern Minnesota?

<b>Nights in This Area</b>	<b>Mean Number of Nights in Area</b>
n=295	2.4 (range: 0 to 21)

14. If you are staying overnight in Southern Minnesota, how many nights are you staying in each of type of accommodation?

<b>Type of Accommodation</b>	<b>Mean Number of Nights</b>
Hotel / Motel (n=148)	2.1
B & B (n=3)	2.3
Resort (n=4)	2.3
Cabin rental (n=6)	3.7
RV Park (n=25)	3.5
Public/Private Campground (n=24)	2.4
Home of Friend or Relative (n=40)	3.4
Vacation Home of Friend or Relative (n=11)	3.0
Your Own Vacation Home (n=5)	5.4
Other (n=10)	2.2

15. Please estimate the amount of money YOU spent in Southern Minnesota in the last 24 hours.

<b>24-hour Spending</b>	<b>Mean Expenditures</b> (In U.S. \$)
Lodging (n=215)	61.13
Restaurant food or Beverages (n=240)	32.72
Groceries (n=159)	13.67
Transportation (gas, parking, repairs, etc.) (n=212)	35.52
Shopping (souvenirs, gifts, film, etc.) (n=161)	19.96
Recreation/Attractions/Entertainment/Casinos (n=148)	18.27
Guides/Outfitting (n=124)	2.02
Other (n=113)	4.08

16. How far in advance did you decide to take this trip?

<b>Planning</b>	<b>Mean Number of Days Planning Trip</b>
n=276	47.3 days (range: 0 to 180 days)



17. How far in advance did you make lodging reservations?

<b>Lodging Plans</b>	<b>Mean Number of Days for Lodging Plans</b>
n=109	26.0 days (range: 1 to 90 days)

18. How important were the following information sources in creating awareness of this area and in helping you plan your trip to Southern Minnesota? (Importance scale: 1= Not at all important and 4= Very important)

<b>Information Sources</b>	<b>Mean Importance to Create Awareness</b>	<b>Mean Important to Plan Trip</b>
Area tourism information (Chamber, CVB)	1.7	1.5
Article/documentary/news/TV special	1.6	1.5
Automobile club	1.5	1.4
Internet	1.9	1.9
Newspaper / magazine ads	1.7	1.5
Previous visit	2.2	2.0
Radio / TV ads	1.5	1.4
Recommendation from business	1.4	1.3
Recommendation from friend/relative	2.1	2.0
Recommendation from an employer	1.4	1.3
Sport show	1.4	1.4
State tourism information	1.7	1.5
Travel agency	1.4	1.3
Visitor/welcome center	1.6	1.4
Other	1.5	1.5

19. How likely is it that you will return to Southern Minnesota area for a visit in the next year?

<b>Visit Again Next Year</b>	<b>Percent</b>
	n=300
Definitely not	2.7
Probably not	7.0
Not sure	9.0
Probably will	28.0
Definitely will	53.3

20. How likely is it that you will return to Northwest Minnesota area for a visit in the next five years?

<b>Visit Again Next Five Years</b>	<b>Percent</b>
	n=286
Definitely not	0.3
Probably not	4.5
Not sure	9.4
Probably will	27.3
Definitely will	58.4

21. How interested would you be in returning to Southern Minnesota in each season? Interest rated on a scale from 1 to 4, where 1=Not Interested and 4=Very Interested.

Season	Mean Interest
Winter (n=271)	2.4
Spring (n=274)	2.9
Summer (n=267)	3.3
Fall (n=264)	3.2

22. Which of the following best describes your household?

Household Composition	Percent n=305
Couple with children under 18	26.9
Single with children under 18	4.6
Couple no children	11.8
Couple grown children	37.7
Single no children	10.5
Single grown children	5.2
Other (n=10)	3.3

23. What is your annual household income?

Income	Percent n=214
Under \$25,000	809
\$25,000-\$39,999	14.0
\$40,000-\$54,999	23.4
\$55,000-\$69,999	12.1
\$70,000-\$84,999	13.1
\$85,000-\$99,999	5.6
\$100,000 or over	22.9

24. What is your age?

Age	Mean Age
n=298	50.0 years (range: 18-91 years)

25. You are...

Gender	Percent n=306
Male	50.0
Female	50.0

## APPENDIX E

### Survey Result Details: By Community

The subsequent results are broken down by the communities where respondents were contacted.

Community where contact was made:

	n	%
<b>Blue Earth</b>	75	24.0
<b>Fairmont</b>	91	29.1
<b>Jackson</b>	63	20.1
<b>Worthington</b>	84	26.8

1. Is Southern Minnesota your primary destination for this trip?

	Blue Earth %	Fairmont %	Jackson %	Worthington %
<b>Yes</b>	63.8	87.2	58.2	61.3
<b>No</b>	36.2	12.8	41.8	38.8

2. Which community is your primary destination?

	Blue Earth %	Fairmont %	Jackson %	Worthington %
Blue Earth	64.4	3.9	0.0	3.3
Fairmont	1.7	74.0	0.0	0.0
Jackson	3.4	1.3	64.1	1.7
Worthington	5.1	2.6	2.6	73.3
Other	25.4	18.2	30.8	21.7

3. What is the primary reason that you made this trip to Southern Minnesota?

<b>Primary Reason</b>	<b>Blue Earth %</b>	<b>Fairmont %</b>	<b>Jackson %</b>	<b>Worthington %</b>
Business/convention/meeting	4.1	16.9	16.4	18.1
Festival/special event	9.5	13.5	11.5	19.3
Pleasure or recreation	23.0	20.2	31.1	13.3
Combined business and pleasure	4.1	4.5	1.6	3.6
Just passing through	16.2	10.1	11.5	19.3
Sporting event/tournament	1.4	5.6	3.3	6.0
Own a vacation home in the area	0.0	0.0	0.0	1.2
Visiting friends/relatives	20.3	9.0	14.8	12.0
Personal: Wedding, medical, reunion, etc.	20.3	12.4	8.2	6.0
Other	1.4	7.9	1.6	1.2



4. How important are the following features in your destination choice (rated on a scale from 1 to 4, wherein 1=Not at all important and 4=Very Important.)

<b>Features</b>	<b>Blue Earth Mean</b>	<b>Fairmont Mean</b>	<b>Jackson Mean</b>	<b>Worthington Mean</b>
American Indian	2.1	1.6	2.1	1.8
Antiques	2.1	1.8	2.1	1.8
ATV trails	1.4	1.4	1.4	1.3
Biking trails	2.2	1.7	1.8	1.7
Bird/wildlife viewing	2.4	2.1	2.6	2.2
Boating	2.1	2.2	2.2	2.2
Camping	2.5	2.4	2.8	2.4
Canoeing/kayaking	1.9	1.8	1.8	1.8
Casino or gaming	1.5	1.7	1.8	1.9
County parks/forest	3.2	2.5	2.9	2.9
Cross-country skiing	1.6	1.3	1.6	1.5
Cultural sites or tours	2.5	2.2	2.4	2.5
Entertainment/nightlife	2.3	2.3	2.1	2.4
Fall colors	3.0	2.7	2.8	2.8
Festival or special	2.9	2.7	2.5	2.9
Fishing	2.2	2.3	2.5	2.2
Golf courses	1.5	1.8	1.9	1.9
Hiking trails	2.5	2.2	2.2	2.3
Historic buildings	2.5	2.3	2.5	2.5
Historic sites	2.7	2.4	2.6	2.5
Horseback riding	1.8	1.8	1.5	1.6
Hunting	1.7	1.8	2.0	1.8
Local arts and crafts	2.3	2.2	2.2	2.3
Lots of	2.6	2.6	2.4	2.6
Museums	2.3	2.3	2.4	2.4
Natural environment	2.8	2.6	2.9	2.9
Performing arts	1.9	1.8	1.8	1.9
Photography	2.0	1.9	1.9	2.0
Raceway	1.5	1.7	1.6	1.5
Scenic drives	3.0	2.8	2.9	2.9
Shopping	2.5	2.4	2.4	2.6
Sightseeing	2.9	2.7	2.8	2.9
Small town feel	2.9	2.8	2.5	2.7
Snowmobiling	1.6	1.4	1.6	1.6
Specific	2.1	2.1	2.0	2.2
Sporting Tournament	1.7	1.8	1.7	1.9
State/Federal Wildlife	2.4	2.2	2.4	2.4
Swimming	2.5	2.2	2.2	2.1
Waterpark	2.2	1.9	1.8	1.9

5. Is this your first trip to Southern Minnesota?

	<b>Blue Earth</b> %	<b>Fairmont</b> %	<b>Jackson</b> %	<b>Worthington</b> %
<b>Yes</b>	21.5	8.6	7.3	6.5
<b>No</b>	78.5	91.4	92.7	93.5

### **New Visitors**

6. How would you rate your first trip to Southern Minnesota? Rated on a scale from 1 to 3, where 1=Worse than I expected and 3=Better than I expected.

	<b>Mean Rating</b>
<b>Blue Earth</b>	2.6
<b>Fairmont</b>	2.4
<b>Jackson</b>	2.3
<b>Worthington</b>	2.6

### **Repeat Visitors**

7. How many trips have you taken to Southern Minnesota in the last year?

	<b>Mean number of trips</b>
<b>Blue Earth</b>	4.6
<b>Fairmont</b>	4.5
<b>Jackson</b>	5.4
<b>Worthington</b>	5.7

8. How many years have you been coming to Southern Minnesota?

	<b>Mean number of years as a visitor</b>
<b>Blue Earth</b>	18.7
<b>Fairmont</b>	21.3
<b>Jackson</b>	17.6
<b>Worthington</b>	18.1

9. What was your first introduction to Southern Minnesota?

<b>First Introduction</b>	<b>Blue Earth %</b>	<b>Fairmont %</b>	<b>Jackson %</b>	<b>Worthington %</b>
Business	3.1	19.8	18.2	16.2
Festival/event	6.3	11.1	3.6	17.6
Visiting friends/relatives	46.9	21.0	32.7	24.3
Born/raised here	23.4	30.9	14.5	17.6
Vacation	10.9	9.9	12.7	13.5
Other	9.4	7.4	18.2	13.5

10. How many people (including yourself) are in your travel party?

<b>Mean travel party size</b>	
<b>Blue Earth</b>	3.6
<b>Fairmont</b>	3.0
<b>Jackson</b>	3.4
<b>Worthington</b>	4.1

11. How many total nights will you be away from home on this trip?

<b>Mean Number of Nights</b>	
<b>Blue Earth</b>	3.7
<b>Fairmont</b>	4.6
<b>Jackson</b>	4.8
<b>Worthington</b>	4.7

12. How many of nights will be in Southern Minnesota?

<b>Mean Number of Nights in Area</b>	
<b>Blue Earth</b>	1.7
<b>Fairmont</b>	3.4
<b>Jackson</b>	2.3
<b>Worthington</b>	2.2

13. Please estimate the amount of money YOU spent in Southern Minnesota in the last 24 hours.

<b>24-hour Spending</b>	<b>Blue Earth Mean</b> (In U.S. \$)	<b>Fairmont Mean</b> (In U.S. \$)	<b>Jackson Mean</b> (In U.S. \$)	<b>Worthington Mean</b> (In U.S. \$)
Lodging	59.56	62.91	45.16	71.85
Restaurant food or Beverages	30.43	33.45	26.35	38.01
Groceries	7.65	11.21	13.12	22.46
Transportation	31.49	33.86	30.67	43.97
Shopping	11.91	20.10	16.56	28.30
Recreation	13.35	26.86	8.74	17.90
Guides/Outfitting	0.00	1.25	0.00	6.25
Other	2.27	6.51	5.61	0.76

14. How far in advance did you decide to take this trip?

<b>Mean Number of Days Planning Trip</b>	
<b>Blue Earth</b>	49.5
<b>Fairmont</b>	62.4
<b>Jackson</b>	36.3
<b>Worthington</b>	44.6

15. How far in advance did you make lodging reservations?

<b>Mean Number of Days for Lodging Plans</b>	
<b>Blue Earth</b>	23.9
<b>Fairmont</b>	37.2
<b>Jackson</b>	8.4
<b>Worthington</b>	23.5



16. How important were the following information sources in creating awareness of this area and in helping you plan your trip to Southern Minnesota? (Importance scale: 1= Not at all important and 4= Very important)

<b>Information Sources</b>	<b>Blue Earth Mean</b>	<b>Fairmont Mean</b>	<b>Jackson Mean</b>	<b>Worthington Mean</b>
Area tourism information (Chamber, CVB)	1.8	1.6	1.7	1.9
Article/documentary/news/TV special	1.7	1.4	1.5	1.7
Automobile club	1.7	1.2	1.4	1.6
Internet	2.1	1.8	1.8	2.0
Newspaper / magazine ads	1.9	1.4	1.6	1.8
Previous visit	2.4	2.0	2.2	2.2
Radio / TV ads	1.6	1.3	1.4	1.6
Recommendation from business	1.6	1.3	1.2	1.6
Recommendation from friend/relative	2.4	2.1	2.1	1.9
Recommendation from an employer	1.5	1.2	1.4	1.5
Sport show	1.5	1.3	1.5	1.5
State tourism information	1.9	1.6	1.6	1.8
Travel agency	1.5	1.3	1.5	1.5
Visitor/welcome center	1.8	1.4	1.5	1.9
Other	1.6	1.5	1.4	1.6

17. How important were the following information sources in helping you plan your trip to Southern Minnesota? (Importance scale: 1= Not at all important and 4= Very important)

<b>Information Sources</b>	<b>Blue Earth Mean</b>	<b>Fairmont Mean</b>	<b>Jackson Mean</b>	<b>Worthington Mean</b>
Area tourism information (Chamber, CVB)	1.6	1.4	1.4	1.6
Article/documentary/news/TV special	1.5	1.4	1.4	1.6
Automobile club	1.4	1.3	1.2	1.6
Internet	2.0	1.8	1.7	2.2
Newspaper / magazine ads	1.6	1.4	1.4	1.7
Previous visit	2.2	1.8	2.1	2.2
Radio / TV ads	1.3	1.2	1.5	1.6
Recommendation from business	1.3	1.2	1.3	1.6
Recommendation from friend/relative	2.1	1.9	1.9	2.0
Recommendation from an employer	1.2	1.2	1.4	1.5
Sport show	1.4	1.3	1.4	1.6
State tourism information	1.6	1.4	1.4	1.7
Travel agency	1.3	1.1	1.4	1.5
Visitor/welcome center	1.5	1.3	1.4	1.7
Other	1.5	1.4	1.4	1.7

18. How interested would you be in returning to Southern Minnesota in each season? Interest rated on a scale from 1 to 4, where 1=Not Interested and 4=Very Interested.

<b>Season</b>	<b>Blue Earth Mean</b>	<b>Fairmont Mean</b>	<b>Jackson Mean</b>	<b>Worthington Mean</b>
Winter	2.5	2.4	2.5	2.4
Spring	3.1	3.0	2.9	2.8
Summer	3.3	3.2	3.3	3.2
Fall	3.3	3.3	3.3	3.1

19. Which of the following best describes your household?

<b>Household Composition</b>	<b>Blue Earth %</b>	<b>Fairmont %</b>	<b>Jackson %</b>	<b>Worthington %</b>
Couple with children under 18	33.8	26.7	21.0	25.3
Single with children under 18	6.8	4.7	6.5	1.2
Couple no children	10.8	14.0	11.3	10.8
Couple grown children	33.8	31.4	40.3	45.8
Single no children	10.8	10.5	14.5	7.2
Single grown children	1.4	9.3	4.8	4.8
Other	2.7	3.5	1.6	4.8

20. What is your annual household income?

<b>Income</b>	<b>Blue Earth %</b>	<b>Fairmont %</b>	<b>Jackson %</b>	<b>Worthington %</b>
Under \$25,000	5.5	10.3	14.6	6.0
\$25,000-\$39,999	18.1	10.3	22.0	8.0
\$40,000-\$54,999	27.3	22.0	21.9	22.0
\$55,000-\$69,999	16.4	14.8	7.4	8.0
\$70,000-\$84,999	10.9	14.7	12.1	12.0
\$85,000-\$99,999	3.6	4.4	4.9	10.0
\$100,000 or over	18.2	23.5	7.1	32.0

21. What is your age?

	<b>Mean Age</b>
<b>Blue Earth</b>	47.4
<b>Fairmont</b>	49.2
<b>Jackson</b>	54.3
<b>Worthington</b>	50.3

22. You are...

	<b>Blue Earth %</b>	<b>Fairmont %</b>	<b>Jackson %</b>	<b>Worthington %</b>
Male	47.3	51.1	59.0	44.6
Female	52.7	48.9	41.0	55.4