

Study of Current Area Tourists: Customer Profiles - Brainerd

Prepared for:

Minnesota Office of Tourism

By:

**Tourism Center
University of Minnesota
Extension Service**

December 2001

Final Report

Authors

Lisa L. Love, Ph.D. is Research Coordinator for the Tourism Center at the University of Minnesota Extension Service.

Project Principal Investigator: William C. Gartner, Ph.D.

Co-Principal Investigator: Daniel Erkkila, Ph.D.

Acknowledgements

Sincere appreciation goes to our community partners:

Kathy Moore, Brainerd Lakes Area Chambers of Commerce

Ann Erdahl, Detroit Lakes Regional Chamber of Commerce

Linda Fryer, Ely Chamber of Commerce

Mick Myers, Pipestone Chamber of Commerce

Angela Schumann, Shakopee Area Chamber of Commerce/CVB

Thanks are also extended to our industry partners: Char Vaughan, Colleen Tollefson, and John Edman of the Minnesota Office of Tourism.

Finally, we want to acknowledge the hard work of our field interviews. This project's success resulted from the collaborative efforts of all involved.

Publication Information

Tourism Center

University of Minnesota Extension Service

1390 Eckles Avenue

120 Biosystems and Ag Engineering

St. Paul, MN 55108

www.tourism.umn.edu

(612) 624-4947

tourism@extension.umn.edu

Tourism Center

The Tourism Center, part of the University of Minnesota 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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INTRODUCTION

Almost 24 million people visit Minnesota every year, generating an estimate \$8.3 billion in gross sales annually (TIA 1999 from MOT). The average tourist to Minnesota visits the Twin Cities metro area (48.7%) as a pleasure traveler (67.4%), staying somewhere between 2.3 (residents) and 4.1 (non-residents) nights. The average travel party spends \$236 per day, with majority of visitors spending time shopping (49%) and participating in outdoor activities (32.6%).

Although helpful in general terms, these facts – drawn primarily from the TravelScope Survey (TIA 1999) – do not speak to the diversity of travelers currently visiting Minnesota communities. As a testament to that fact, the Minnesota Office of Tourism and the Tourism Center of the University of Minnesota jointly embarked on a project to identify key information gaps impacting the tourism and travel industry. A statewide tourism research agenda emerged from this process. After successive iterations of prioritization and industry scrutiny the most important research issues were identified. Community-specific visitor profiles initially emerged as the highest research priority and maintained this rank after each prioritization/ranking session.

The Center, working with MOT personnel, began the process of designing a study that would collect data on visitors to Minnesota communities. Since there are a number of major tourist destinations in the state, and some that are becoming more important over time, a process was initiated to select destinations where the research would take place.

In the spring of 2000, thirteen destination areas were invited to apply for inclusion in the study (see Appendix A for community application). Destinations submitting applications included Brainerd, Detroit Lakes, Ely, Grand Marais, International Falls, Lanesboro/Root River of Bluff Country, Owatonna, Pipestone, St. Cloud, Shakopee, Thief River Falls, Willmar/Spicer and Winona.

Selection for inclusion in the study was based on the following criteria:

- One destination from each of the MN Office of Tourism's tourism regions
- Destinations that are concentrating much of their marketing efforts on out-of-state audiences and long haul markets
- Destinations that are developing new products, especially products that may attract people in shoulder seasons
- At least one destination that is in the agricultural part of the state,
- At least one rural area that has a tourism resource that is not based on lakes and traditional water recreation
- At least one Metro area destination.

Of the thirteen destination areas submitting applications, five were eventually chosen, with input from MOT personnel, for the visitor profile study:

- **Brainerd:** Located in the North Central/West Region, Brainerd is one of Minnesota's oldest and most popular destinations. The Brainerd Lakes area offers a broad base of activities, attractions and events, and is considered the benchmark for Minnesota's lake tourism.
- **Detroit Lakes:** Located in the North Central/West Region, Detroit Lakes offers a traditional resort and fishing experience, but is also expanding its market by trying to develop a wildlife watching customer base.
- **Ely:** Located in the North East Region, Ely represents a high concentration of out-of-state visitation, due in part to its proximity to the Boundary Waters Wilderness Canoe Area.
- **Pipestone:** Located in the Southern Region, Pipestone offers historic, Indian, prairie, and agricultural tourism elements in contrast to the woods, water and wilderness attractions of many other Minnesota destinations.
- **Shakopee:** Located in the Twin Cities Metro area, Shakopee was selected because of the strong attractions and event base drawing heavily from Metro area visitors.

Once selected, each community assisted in the development of a survey instrument (sample instrument is found in Appendix B) that captured issues relevant to all areas while adapting some questions to meet the unique needs of each community.

METHOD

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 cover a full year of activity in order 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 motels, resorts, and campgrounds; area attractions; gift and antique shops; restaurants and bars; and gas stations. Visitors were also intercepted at area festivals and special events. The table below shows categories of sites where data were collected in each community. The figures reported represent the percentage of completed surveys that came from each sampling site (Appendix C contains a complete list of intercept sites by community).

Interview Site Categories by Community

Community	Attractions & Events	Gas Stations & Bait Shops	Hotels & Motels	Resorts & Campgrounds	Restaurants & Bars	Retail
Brainerd	42.0%	5.7%	6.3%	11.3%	22.2%	12.4%
Detroit Lakes	42.8%	9.6%	30.7%	7.1%	5.3%	4.5%
Ely	55.6%	4.5%	6.9%	6.5%	9.9%	16.6%
Pipestone	50.1%	0.0%	33.1%	9.6%	5.8%	1.5%
Shakopee	59.3%	3.1%	32.8%	1.0%	3.4%	0.3%

On-site surveying began in August 2000 and continued through August 2001. Interviewing in each community was scheduled to include both weekdays as well as weekends. Interviewing was typically conducted in teams of two Tourism Center research personnel.

Once 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 (i.e. out of home community, self determined), willingness to participate and some key questions that were later used for internal validation purposes. This process was called the Front End (front end instrument in contained in Appendix D). Assuming the person met the definition of tourist and were willing to participate they were given a questionnaire to take with them to fill out that evening and return via U.S. post. Most interviewing visits lasting two to four days, with the exception of Pipestone, where interviewing was conducted via day trips.

Target quotas were established to achieve 100 completed responses per quarter in each community. The table below illustrates the number of completed survey responses by season as well as the total number of interviewing trips conducted in each destination area.

Completed Responses by Community by Season

Community	Interviewing Trips	Fall/Winter Sep-Mar	Spring Apr-Jun	Summer Jul-Aug	TOTAL
Brainerd	24	196	421	206	823
Detroit Lakes	22	113	148	188	449
Ely	18	95	195	336	626
Pipestone	60	226	138	175	539
Shakopee	25	133	190	71	394

BRAINERD LAKES AREA

Community Overview

The Brainerd Lakes Area is located two and a half hours northwest of the Twin Cities. This area contains 450 golf courses and 465 lakes, making it one of the most popular year-round vacation destinations in Minnesota. The area includes several small communities and the larger community of Brainerd. All season activity is a hallmark of tourism in the Brainerd Lakes area as in addition to summer time recreation it averages 46-56 inches of snow each year. With these amenities, Brainerd provides excellent opportunities for cross country skiing and snowmobiling during winter, boating, water skiing, fishing, biking and golf in spring and summer, and good view of the variation in foliage color during fall.

In addition to the many lakes and golf courses, there is the Northland Arboretum located on 600 acres of pristine landscape. Brainerd also claims to be the home of Paul Bunyan (a claim disputed by other communities such as Bemidji) and contains approximately 50 miles of the Paul Bunyan trail that follows the original Burlington Northern railroad track laid in 1893 and abandoned in 1983. There are also two major state parks in the area (Charles Lindbergh and Crow Wing). These areas are popular locations for hiking, biking and picnic in summer and great cross country skiing during winter.

The Brainerd Lakes area, as the premier vacation destination for Minnesotans, offers many opportunities for family entertainment. These include the Paul Bunyan Amusement and Nature Learning center, Lakes Area Children Museum and Nisswa Family Fun Center. The Paul Bunyan Nature Learning Center, along with the Moondance Ranch and Wild Park provides quiet trails and sightings of native and exotic wildlife. In addition, there is an amusement center containing a waterslide, hot tub, go-kart and mini golf. The Paul Bunyan Amusement Center is popular for outside family fun, video games and bowling. The Nisswa Family Fun Center contains Minnesota's sole in-line skate track plus a hockey rink, together with mini and adventure golf, a driving range, 400-foot water slide and hot tubs. It is designed to cater to people of all ages.

The Brainerd Lakes area also boasts many educational attractions. The Crow Wing Historical Society and Museum, situated in the old county jail and sheriff's residence, displays exhibits representing the old logging days, Indian culture, steam railroads and turn of the century life. The Mille Lacs Indian Museum traces the history of the Mille Lacs Band of Ojibwe. There is also the Old Farm Museum that portrays the pastoral

and rustic life experienced in the area decades ago. The museum contains a log house, schoolhouse, sawmill, black smith shop and train depot.

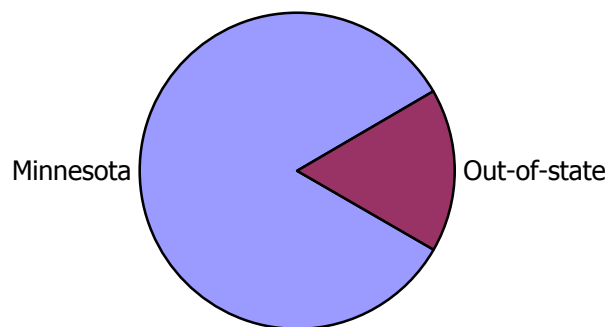
Another major attraction in the Brainerd Lakes area is the Colonel's Brainerd International Raceway (CBIR). This track provides seasonal entertainment for speed enthusiasts and draws crowd from all over the Midwest. Other noteworthy attractions are the Minnesota Military Museum and Minnesota Resort Museum.

For nightlife entertainment, the Northern Lights or Grand Casino Mille Lacs can be found nearby. There are also 23 fine dining and 85 casual establishments, including a number of fast food chains. Some of the most famous lodging establishments in Minnesota are also located here. Among these are Cragun's Conference and Golf Resort, Breezy Point Resort, Grand View Lodge, Madden's Resort, Manhattan Beach Lodge, Ruttger's Bay Lake Lodge, and Kavannaugh's Resort. Many of these resorts rent watercraft and snowmobiles to their guests, and some rent to the general public.

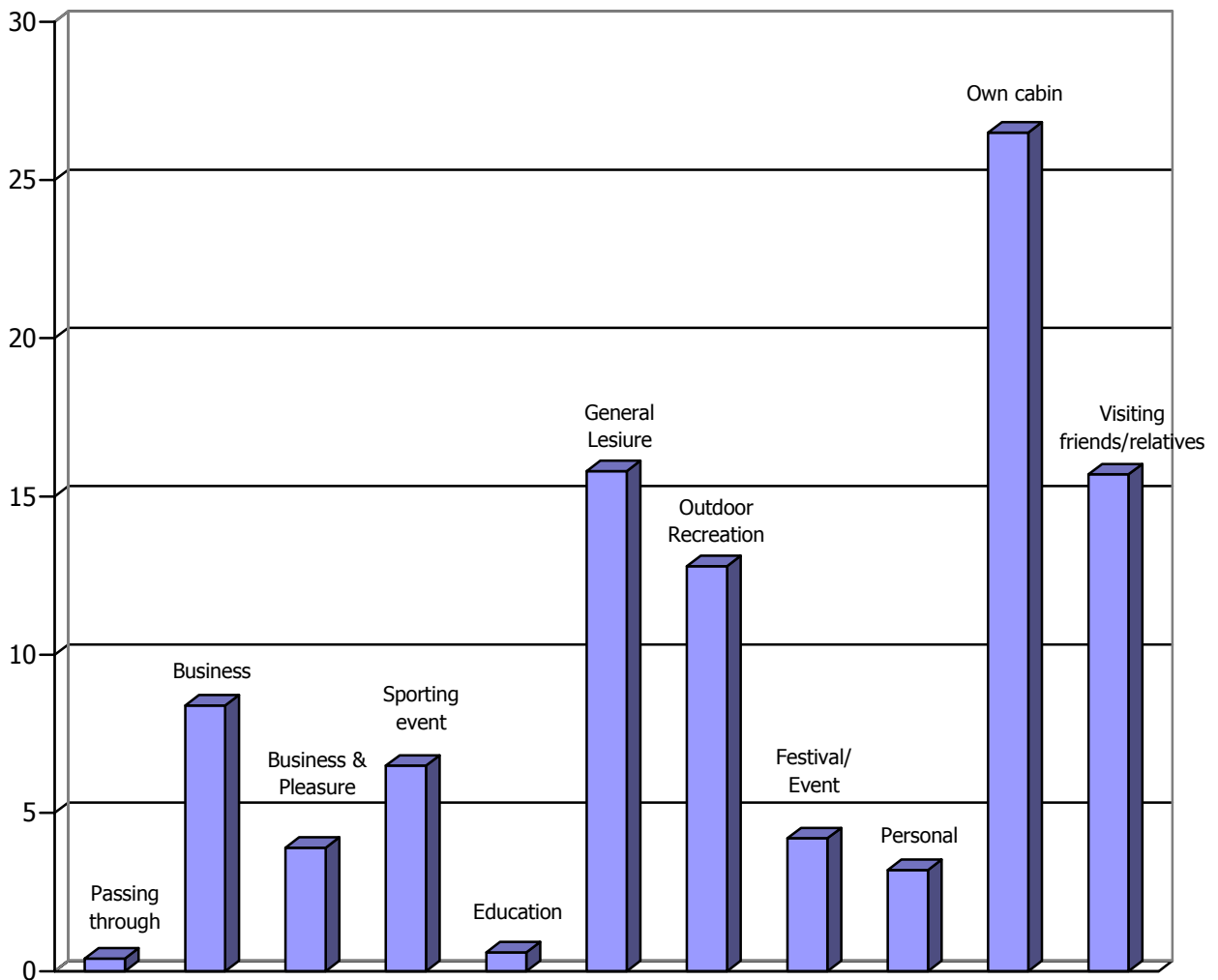
According to the 2000 U. S. Census Report, the population for the Brainerd Lakes area consists of 30,562 residents, predominantly white (96.4%). The remaining 3.6% is comprised of 1.4% Native Americans, 0.6% African Americans, 0.7% Latinos, 0.5% Asians, and 0.4% reported as some other race. The area has 12,656 occupied housing units. Of the 5,049 vacant units, 89.1% or 4,499 are used for seasonal or recreational usage. The average age of a permanent resident of the Brainerd Lakes area is 42.21 years old and the average family size is 2.61 people.

Descriptive Findings

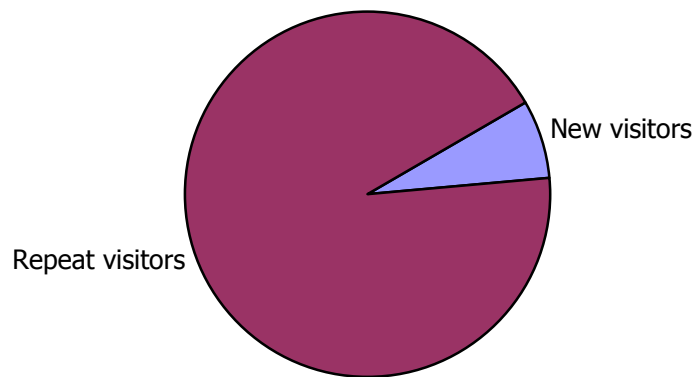
- More than three-quarters (83.6%) of visitors to the Brainerd Lakes area are from Minnesota, while the remaining visitors are out-of-state.
 - o 58.4% of out-of-state visitors to Brainerd are from the Midwest: Iowa (11.7%), Illinois (10.2%), Indiana (3.6%), Kansas (2.2%), Missouri (2.2%), North Dakota (8.8%), South Dakota (6.6%), and Wisconsin (13.1%).



- 92.4% of the visitors to the Brainerd Lakes area considered the area their final destination.
 - Among the 7.6% of visitors who were en route to another destination, 86.2% of them identified other places in Minnesota as their final destination.
- More than one-quarter (26.5%) of the visitors to Brainerd Lakes area said their primary reason for visiting the area was because they owned a cabin or vacation home in the area.
 - Other major reasons included visiting friends or relatives who live in the area (15.7%), general leisure (15.8%), and outdoor recreation (12.8%).



- The top 3 elements visitors identified as most important in **selecting** the Brainerd Lakes area were the natural environment (mean=3.40); Brainerd area lakes, streams, and river (mean=3.10); and boating / water recreation (mean=3.03).
- The 3 elements that visitors to the Brainerd Lakes area were most satisfied with were boating / water recreation (mean=3.46); the natural environment (mean=3.44); and Brainerd Area lakes, streams, and rivers (mean=3.42).
- When taken together, these findings suggest that there is an excellent match between elements visitors consider important when choosing the Brainerd Lakes area and their satisfaction with those elements.
- The 2 elements that visitors to the Brainerd Lakes area were least satisfied with were casino / gaming opportunities (mean=2.56) and cross-country / downhill skiing (mean= 2.66). Although these elements represent areas for improvement, neither was overly important in the choice of Brainerd as a destination.
- 93.1% of visitors to the Brainerd area are repeat visitors. Only 6.9% of visitors are new to the area.



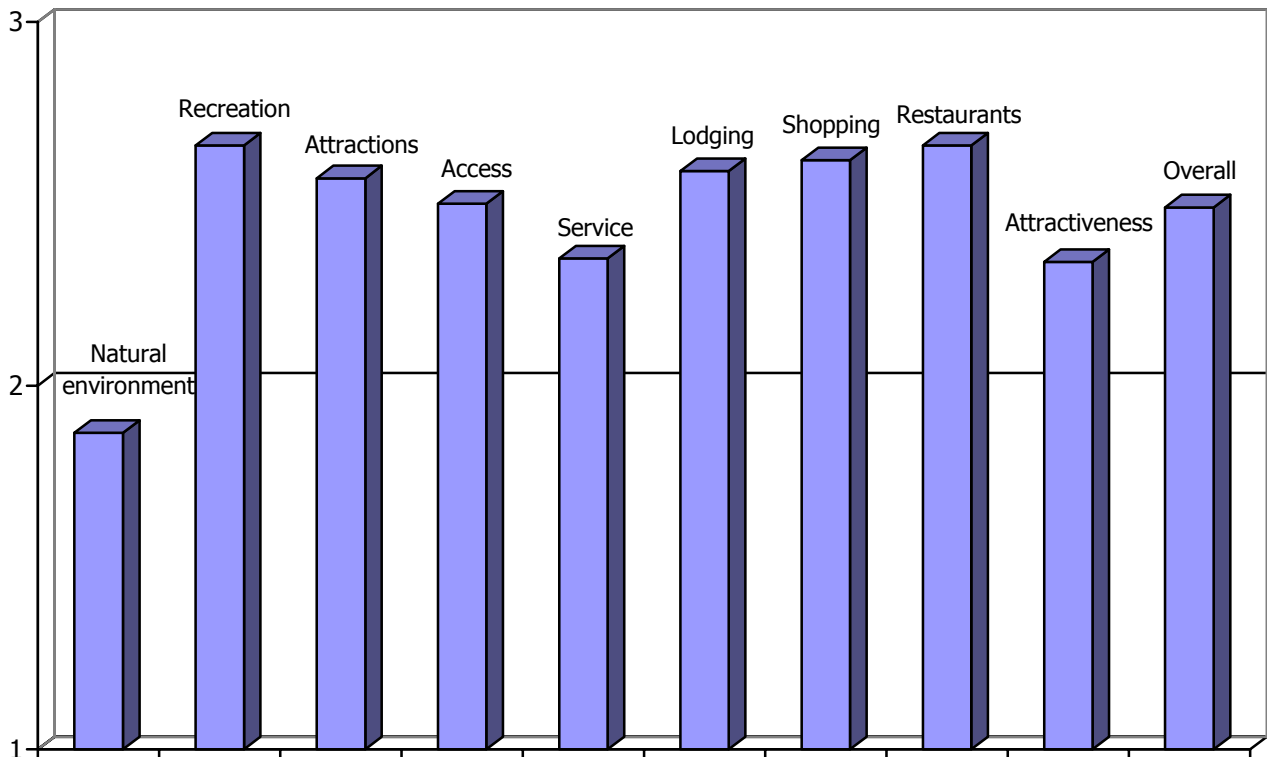
New Visitors

- Among new visitors to Brainerd, prior impressions of the area were generally good.
 - o Visitors' used words such as "beautiful," "nice," and "scenic" to describe the Brainerd area.

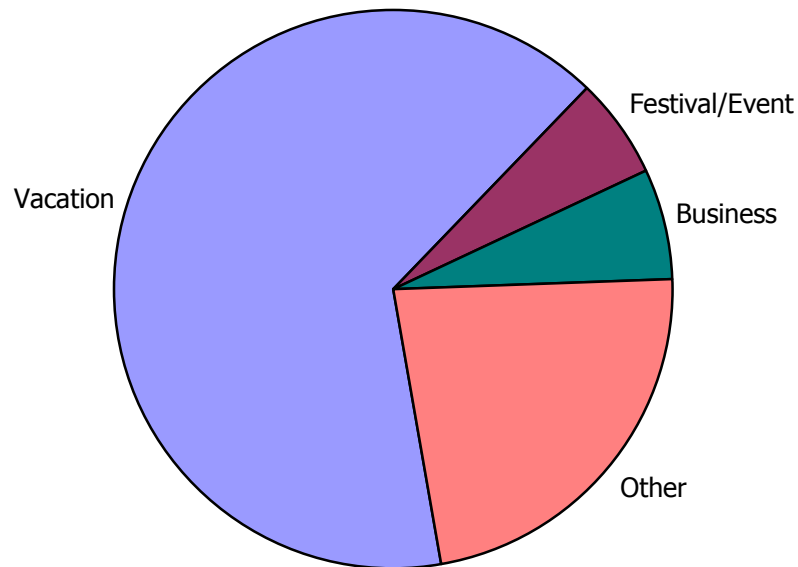
- After experiencing the Brainerd area, new visitors offered words like “beautiful” and “relaxing” to describe their impressions. On the other hand, a number of visitors commented on crowding, stating that there were “too many people.”

Repeat Visitors

- Repeat visitors (93.1%) reported an average of 24.1 pleasure trips to the Brainerd Lakes area in the last 5 years.
 - These repeat visitors indicated that they have been visiting the Brainerd Lakes area, on average, for 20 years (mean=19.6 years), and they had made an average of 107.2 trips since their first visit to the area.
- In almost every area, repeat visitors believed that things in the Brainerd Lakes area have stayed the same or improved slightly over time.
 - The one exception was the natural environment (mean=1.87) where repeat visitors noted slight declines.
- The two areas where repeat visitors noted the most improvement were for recreation opportunities (mean=2.66) and restaurant selection (mean=2.66).

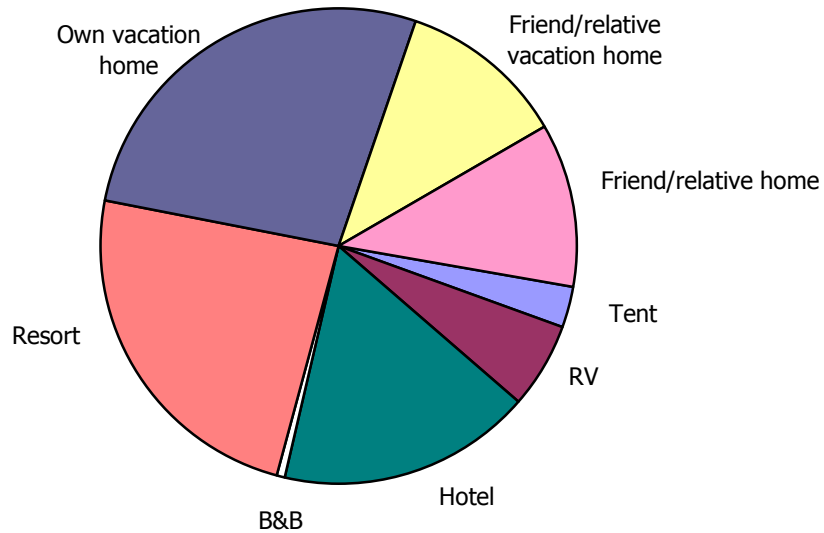


- Almost two-thirds (65%) of repeat visitors were first introduced to the Brainerd Lakes area while on vacation. Another 6.4% first came to the area on business, while 5.7% attended a festival or special event.

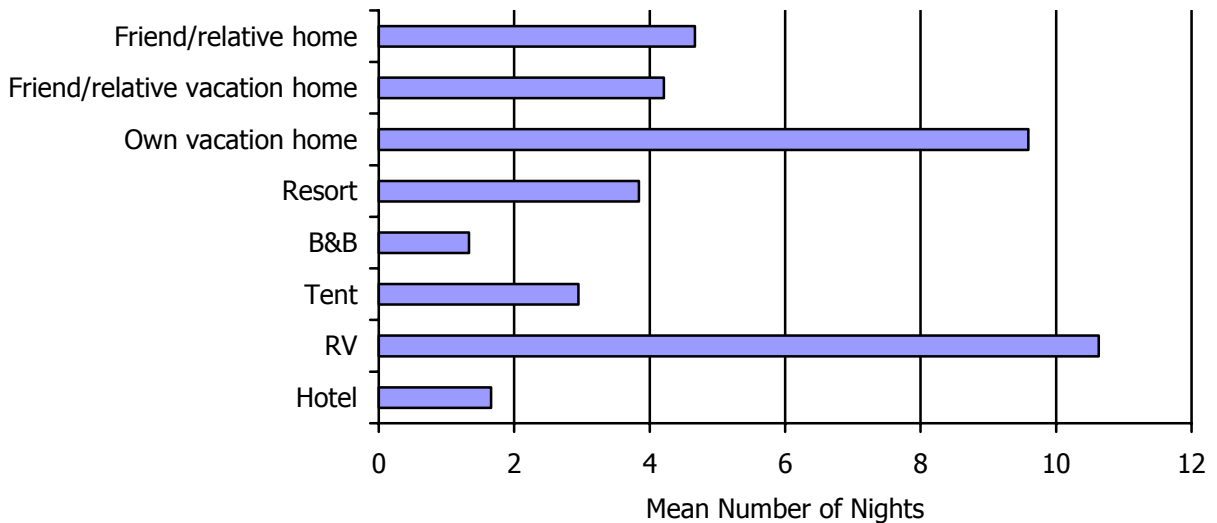


- Almost one-quarter (22.8%) of visitors list "other" first introductions to the Brainerd Lakes area. Of these, 34.1% were related to visits to friends and relatives, while another 20.3% were born, raised, or lived in the area.
- Other first introductions included:
 - o Cabin or vacation home in the area or visiting the cabin or vacation home of friends or relatives (18.1%)
 - o Just passing through (9.4%)
 - o Recreation or sporting event (8.7%)
- On average, visitors to the Brainerd Lakes area traveled in groups of 4.
 - o Although travel party size ranged from 1 person to 45 people, the most frequently reported travel party size was 2.
- On average, visitors to the Brainerd Lakes area reported spending an average of 5.46 nights away from home.
 - o Almost 5 (mean=4.98 nights) nights in the Brainerd Lakes area.

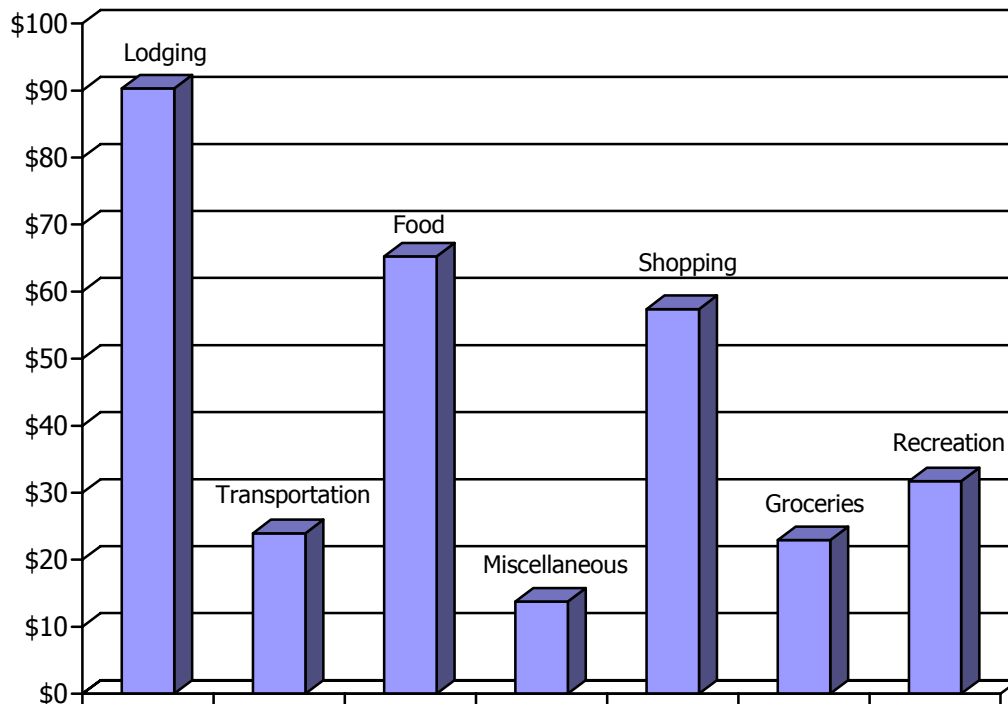
- The most popular type of accommodation utilized among visitors to the Brainerd Lakes area was vacation homes (27.0%), with visitors staying an average of 9.59 nights.
 - o Very few visitors to the Brainerd Lakes area stayed in tents, bed and breakfast inns, or at RV sites.



- Visitors staying in RV sites (5.7%) reported the longest stays (mean=10.63 nights), while visitors staying in B&Bs stayed the fewest number of nights (mean=1.33 nights).

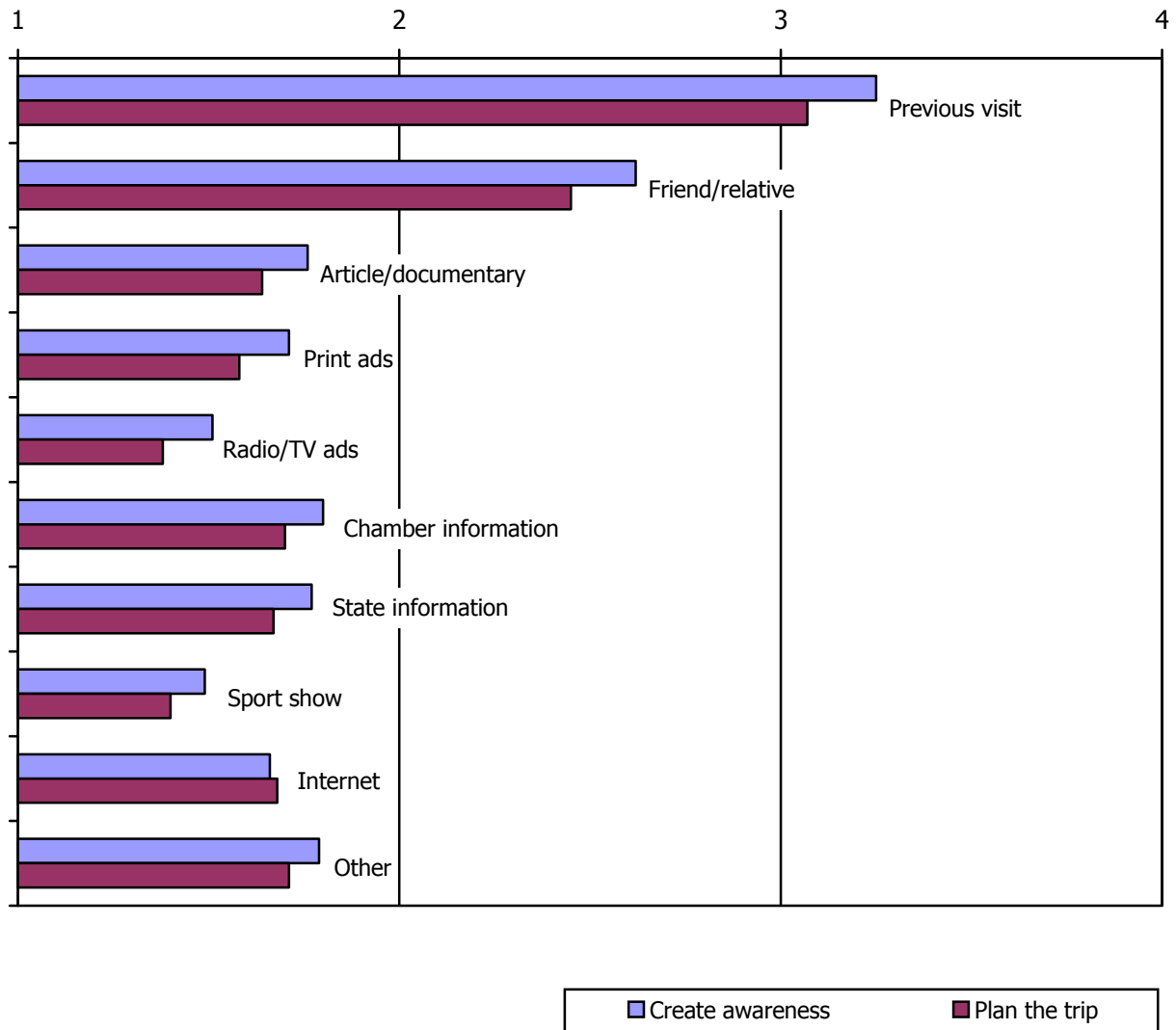


- Visitors to the Brainerd Lakes area, on average, reported spending a total of \$305.22.
 - o The bulk of visitors' expenses went toward lodging (mean=\$90.29), restaurants and bars (mean=\$65.23), and shopping (mean=\$57.37).
 - o Visitors reported spending a moderate amount on recreation and attractions (mean=\$31.71), but less money on transportation (mean=\$23.95), groceries (mean=\$22.92), and other miscellaneous purchases (mean=\$13.75).



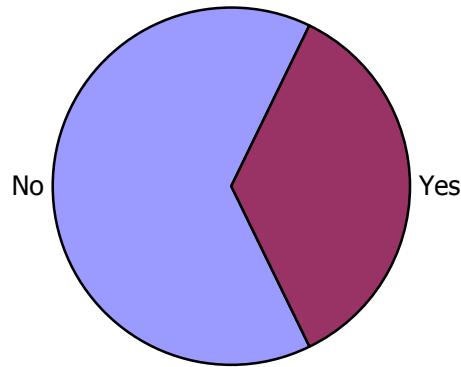
- On average, 3.84 people were included in these spending estimates, generating an average expenditure of \$79.48 per person per day.
- When asked about planning their trip to the Brainerd Lakes area, visitors indicated that the trip itself was planned more than 10 weeks in advance (mean=71.91 days), while lodging reservations – if made – were made more than 13 weeks (mean=91.23 days) in advance of the trip.
- The two most important sources of information that contributed to visitors' awareness of the area were previous visits (mean=3.25) and recommendations from friends and relatives (mean=2.62).

- These same two sources – previous visits and recommendations from friends and relatives – were also the two most important ones in actually planning the trip (mean=3.07 and 2.45, respectively).

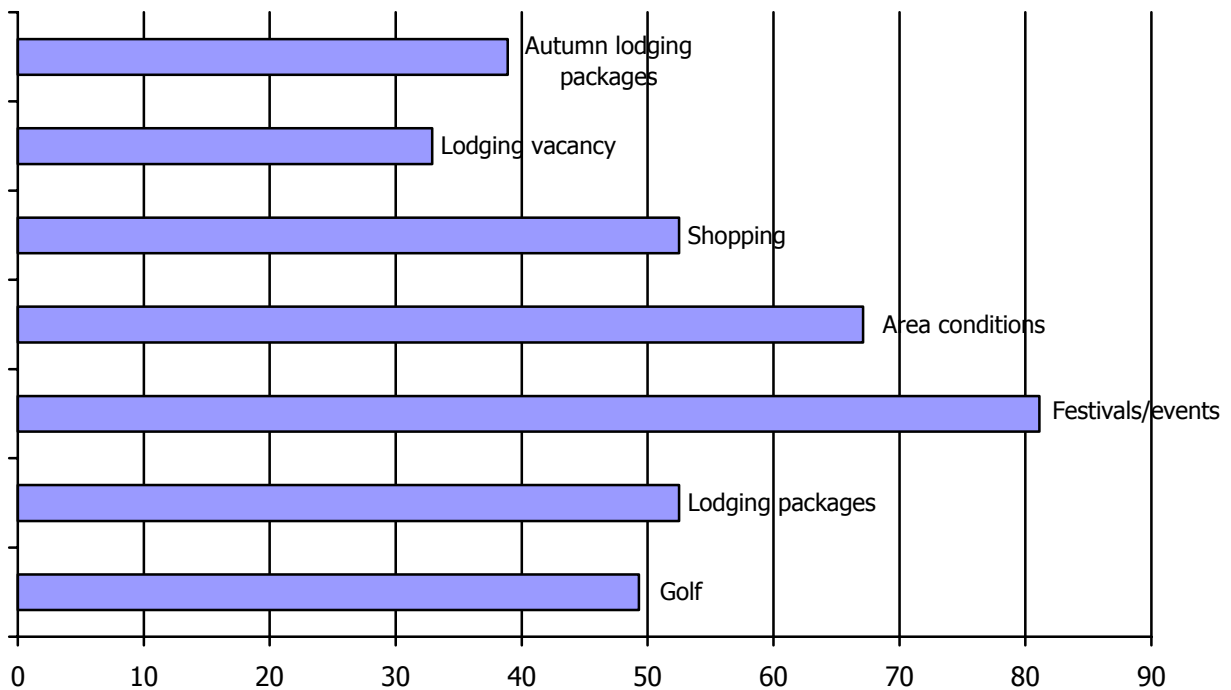


- "Other" sources of information that visitors identified as important to creating an awareness of the Brainerd Lakes area or aided in trip planning were:
 - o Other media information or tourist business recommendations (51.4%)
 - o Festivals or special events (8.6%)
 - o From the area or visiting friends/relatives from the area (14.3%)
 - o Work (11.4%)

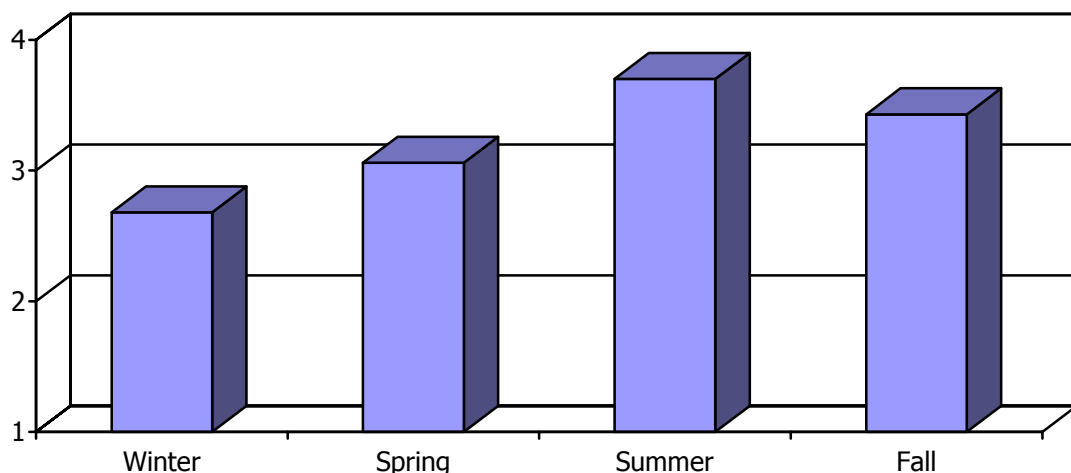
- Only one-third (35.6%) of visitors to the Brainerd Lakes area were interested in receiving e-mail about the area.



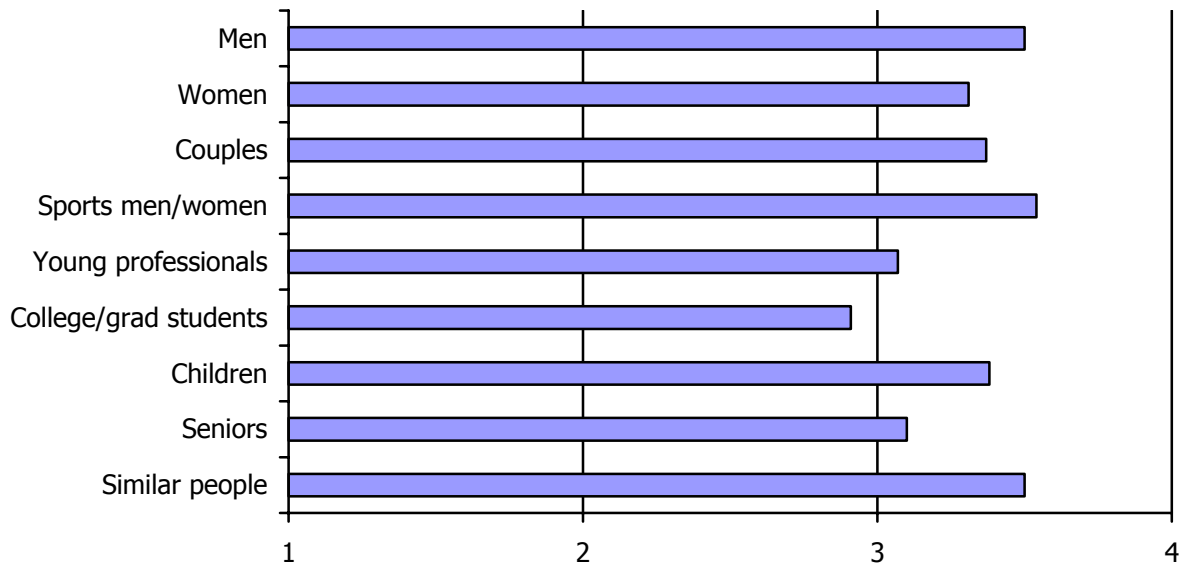
- Of those who were interested in getting e-mail information or updates, almost two-thirds (61.5%) of them wanted that information to come from one central organization.
- Visitors interested in e-mail reported the most interest in information about festivals and events (81.1%) and updates on area conditions, such as fishing, trails, and snow (67.1%).



- When rating the importance of amenities in their choice of commercial lodging, visitors to the Brainerd Lakes area indicated that they looked for good value for the price (mean=3.41), followed by location on a lake or river (mean=3.20) and in a nature setting (mean=3.18).
 - o Less important to visitors were a recognized brand or chain property (mean=1.81), near friends or relatives (mean=1.82) and a golf course (mean=1.84).
- “Other” amenities that visitors identified as important to their choice of commercial lodging were:
 - o Specific amenities, such as a bar or hot tub (13.8%)
 - o Proximity to specific activities (17.2%)
- More than two-thirds (70.0%) of visitors to the Brainerd Lakes area reported that they would certainly return again. Almost another quarter (22%) reported that they were likely to return for a visit in the near future.
- Almost two-thirds (63.9%) of the visitors said they planned to return this year, while another third (31.1%) said they would visit the Brainerd Lakes area again in 1 or 2 years.
- Visitors that intended to make a return visit to the Brainerd Lakes area were most interested in summer visits (mean=3.70), followed by visits in the fall (mean=3.43) and spring (mean=3.06).
 - o Fewer visitors indicated that they were interested in returning to the area during the winter (mean=2.68).

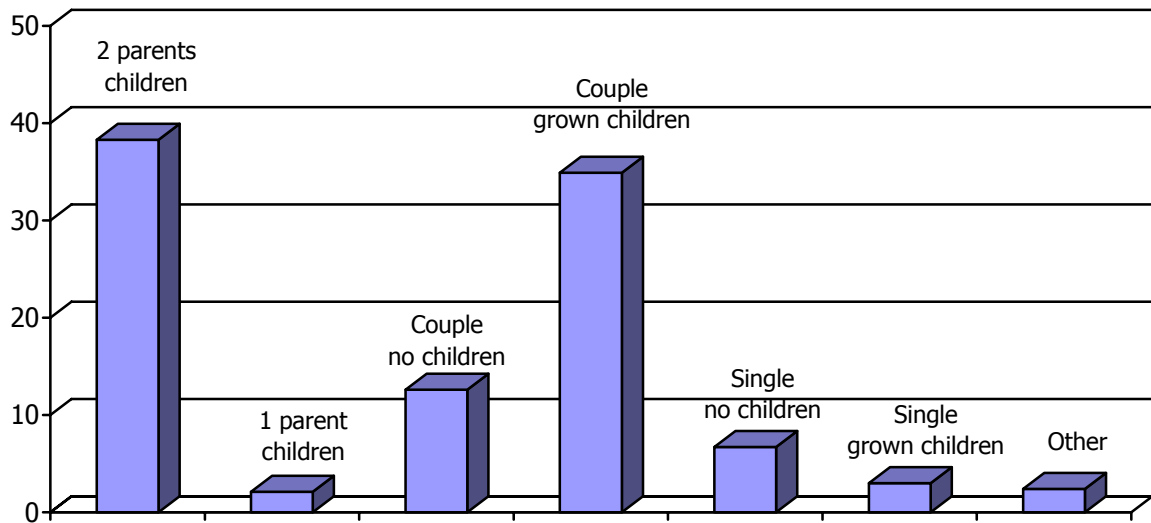


- Visitors believed that the Brainerd Lakes area would be most appealing to sports men or women (mean=3.54) and men (mean=3.50).
 - o As expected, most visitors indicated that the area possessed strong appeal for people similar to themselves (mean=3.50).

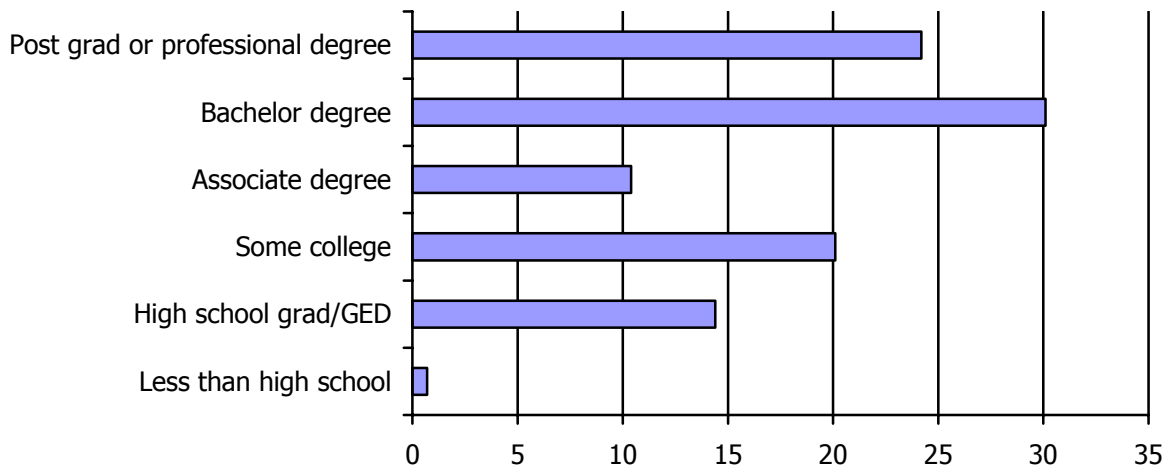


- When asked about vacations in general, visitors to the Brainerd Lakes area reported taking 2.61 vacations lasting one week or longer in the past year that involved stays in commercial accommodations.
 - o Of those vacations, the most common type included trips to sun destinations or tropical climates (mean=1.71 trips), followed closely by trips to visit friends or relatives in Minnesota (mean=1.59 trips) and driving tours (mean=1.59 trips).
 - o Also popular were lakes, woods, or nature trips in the summer (mean=1.58) and urban sightseeing vacations (mean=1.57 trips).
- The fewest numbers of visitors reporting taking trips for winter recreation (13.7%), urban sightseeing or entertainment (11.9%), and other types of travel (7.4%).
- "Other" types of vacations included:
 - o Specific trips overseas (8.3%)
 - o Trips taken for personal reasons (11.1%)
 - o Work-related trips (11.1%)
 - o Vacations to other US destinations (27.8%)

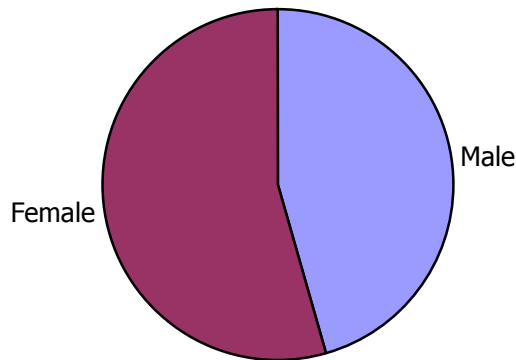
- o Vacations involving specific recreational activities (30.6%)
- Almost 40% (38.3%) of the visitors to the Brainerd Lakes area were comprised of two-parent families with children. Another third (34.9%) indicated that they were couples with grown children. The remaining 26.7% were a mix of single parent families, couples with no children, and singles.



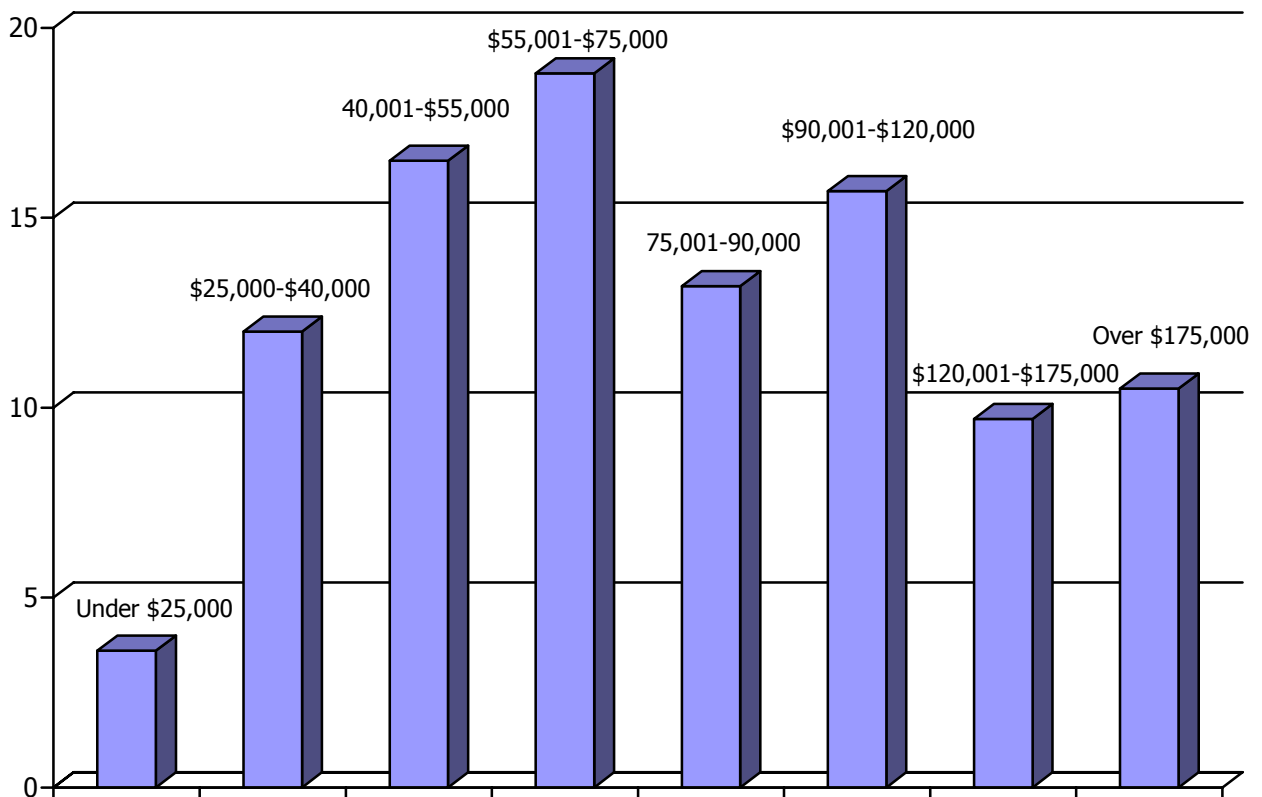
- Almost one-quarter (20.1%) of visitors reported having attained some college education, but more than two-thirds (64.7%) earned an associate degree, a BS or BA, or a post graduate or professional degree.



- There were fewer male respondents (45.5%) than females (54.5%), and the mean age of respondents was 47.1 years old.



- Income was also evenly distributed, with about 15.6% of visitors earning less than \$40,000; approximately 35.3% earning \$40,000 to \$75,000; and roughly one-half (49.1%) earning more than \$75,000 per year.



Visitor Profiles: Brainerd

A number of questions from the survey were subjected to an analysis technique that allows for relationships between variables to be revealed. The statistical technique is called Factor Analysis. Essentially it allows the researchers to look for patterns in the data that could reveal the presence of distinct groups of people, or in this case, visitor profiles. It should be noted that Factor Analysis is only used to find patterns in the raw data. In addition to the patterns noted, there may be some profiles that are not distinctly identifiable in the data. Therefore, even though we are fairly confident that the groups described below exist within the Brainerd area, other equally important segments may also exist, but were not identified. The use of this information should be considered with that caveat in mind. Additionally, the order in which profiles are presented does not imply the size or the importance of the profile.

Four visitor profiles were revealed following analysis of the data: Not so Wild Adventurers, Entertainers, Snow Lovers, and Lakers. A description of each follows.

Not so Wild Adventurers

This group is characterized by an attraction to the natural environment primarily, with one notable exception. In general, this group looks for places that can provide them with hiking or bird watching opportunities. They enjoy scenic drives, visiting small villages, and are especially attracted to fall colors. The presence of state parks appears to be an important reason why Brainerd is chosen. The one surprising exception is that members of this segment are most likely to be found at the Brainerd International Raceway. This evidence seems to indicate that visitors valuing nature as a primary attraction can also be interested in something that, on the surface, appears to be at the opposite end of the nature spectrum. The Not so Wild group also appears to be most affected by paid advertising or information received from a destination promotion organization (i.e. Chamber), is slightly older than the average visitor to the area, and has a shorter trip planning horizon than other groups found in the area.

Entertainers

This group is interested in a variety of things to see and do. They like to shop, are likely to visit places like the Paul Bunyan Amusement Park, and find festivals or events important reasons for visiting an area. Entertainment potential ranks high on their list when choosing vacation destinations. They are more likely to value independent news sources or travel articles more so than other information sources. They also spend at a higher rate than other groups, yet they appear to have less income than members of other segments. They are younger, on average, than members of other groups.

Snow Lovers

The winter snow crowd forms the core of this group, and enjoys snowmobiling or skiing. They place a great deal of importance on trails, particularly the Paul Bunyan Trail, in destination selection. Those staying in commercial lodging tend to return to a specific resort or campground when visiting the area. Regular advertising and information from destination promotion organizations likely influence this group. They are younger than the average visitor and, as the name implies, have an affinity for winter travel.

Lakers

The final group consists of people attracted to the fishing and boating opportunities in the area. They are the only group to also value golfing as a reason for visiting. Visitors in this group are traditional in the sense that they are particularly attracted to a specific lake or stream in the area and are likely to be return visitors to resorts. When seeking information about potential destinations, this group places greater emphasis on information received from friends and relatives. Members of this group are also younger than average visitors and use a longer planning horizon than average visitors.

Survey Details

1. What is the state of your primary residence?

Visitor Origin	Minnesota	Out-of-state
n=821	83.6%	16.7%

2. Is the Brainerd Area your primary destination for this trip?

Primary Destination	Yes	No
n=815	92.4%	7.6%

3. What is the primary reason that you made this trip to the Brainerd Area?

Primary Reason	Percent
	n=789
Touring trip, passing through	2.4%
Business, convention, meeting	8.4%
Combined business and pleasure	3.9%
Sporting event	6.5%
Education, learning	0.6%
General leisure	15.8%
Outdoor recreation	12.8%
Festival, event	4.2%
Personal: wedding, religious, medical, etc	3.2%
Your own cabin or vacation home in the area	26.5%
Visiting friends or relatives who live in the area	15.7%

4. How important are the following elements to your selection of the Brainerd Area and how would you rate the area in providing them? (Please rate Importance to Destination even if you haven't experienced it in the area yet). Importance Scale: 1=Not Important, 4=Very Important; Satisfaction Rating Scale: 1=Not Satisfied, 4=Very Satisfied

Brainerd Lakes Area (n=258-775)	Mean Importance to Destination Choice	Percent Not Experienced	Mean Rating of Experience in Area
Natural environment	3.40	6.7%	3.44
Entertainment / nightlife	2.03	31.9%	2.88
Fishing / hunting	2.63	31.5%	3.12
Boating / water recreation	3.03	25.0%	3.46
Hiking / biking trails	2.54	39.1%	3.17
Golf courses	2.24	45.7%	3.32
Bird / wildlife viewing	2.40	35.2%	3.10
Scenic drives	2.78	16.6%	3.18
Area has lots of activities and attractions	2.82	12.3%	3.16
Wilderness experience	2.69	26.2%	3.03
Village / small town feel	2.82	9.4%	3.10
Snowmobile trails	1.79	63.0%	2.91
Skiing (x-country or downhill)	1.70	67.3%	2.66
Shopping	2.46	18.0%	3.05
Fall colors	2.75	34.7%	3.37
Race track / speedway / motocross	1.56	63.8%	2.82
Fishing guide / launch service	1.69	64.0%	2.81
Brainerd Lakes Area lakes, streams, rivers	3.10	19.5%	3.42
A specific motel / hotel	1.87	48.6%	2.96
Amusement center / waterslide	1.87	51.8%	2.84
Paul Bunyan Trail	2.22	51.5%	3.11
A State Park	2.26	52.8%	3.03
Specific Brainerd Lakes Area resort	2.09	46.5%	3.17
Specific Brainerd Lakes Area campground	1.73	67.4%	2.90
Casino / gaming	1.40	58.0%	2.56
Festival or event	2.06	42.1%	2.97

5. Is this your first trip to the Brainerd area?

Visitation	New Visitors	Repeat Visitors
n=669	16.3%	83.7%

New Visitors

Which one word or phrase described your impression to the Brainerd area before you arrived? Describe your impression now.

Impressions	Prior to arrival n=79	Now n=28
	<ul style="list-style-type: none"> • Beautiful • Nice • Scenic • Good 	<ul style="list-style-type: none"> • Beautiful • Relaxing • Great • Too many people

Repeat Visitors

How many pleasure trips (including this trip) have you taken to the Brainerd area in the last 5 years?

Pleasure Trips	Mean number of pleasure trips to this area in the last 5 years
n=664	24.1 trips (range: 0-500)

How long have you been coming to the Brainerd area? How often have you been here?

Prior Visits	Mean number of years as a visitor	Mean number of visits
n=698, 554	19.6 years (range: 1 to 68 years)	107.2 visits (range: 1-15000 visits)

For the following features, how do you feel the Brainerd area has changed over this time? Scale: 1= Declined, 2= Same, 3= Improved

Brainerd Lakes Area	Mean	Mode (most frequent response)
Natural environment	1.87	2
Recreation opportunities	2.66	3
Attraction opportunities	2.57	3
Access in / around area	2.50	3
Hospitality / service	2.35	2
Lodging quality	2.59	3
Shopping opportunities	2.62	3
Restaurant selection	2.66	3
General attractiveness	2.34	3
Overall visitor experience	2.49	3

Was your first introduction to the Brainerd area while on...

First Introduction	Percent
	n=705
Vacation	65.1%
At a Festival / Event	5.7%
Business	6.4%
Other (n=161)	22.8%

6. How many people (including yourself) are in your travel party on this trip to the Brainerd area?

Travel Party Size	Mean travel party size
n=797	4.36 people (range: 1-45 people) – mode: 2

7. How many total nights do you plan to spend away from home on this trip to the Brainerd area?

Nights Away From Home	Mean Number of Nights	Percent Day Trippers
n=732	5.46 nights	5.3%

8. How many of these nights will be in the Brainerd area?

Nights in this area	Mean Number of Nights in Area	Percent Day Trippers
n=715	4.98 nights	7.7%

If you are staying in the area, how many nights are you staying in the following type of accommodations?

Type of Accommodation	Mean Number of Nights n=663
Hotel / Motel (n=115)	1.66 nights (range: 1-4 nights) – mode: 1 night
RV (n=38)	10.63 nights (range: 1-142 nights) – mode: 2 nights
Tent (n=19)	2.95 nights (range: 1-5 nights) – mode: 2 nights
B&B (n=3)	1.33 nights (range: 1-2 nights) – mode: 1 nights
Resort or Commercial Cabin (n=159)	3.84 nights (range: 1-42 nights) – mode: 2 nights
Your Own Vacation Home (n=179)	9.59 nights (range: 1-180 nights) – mode: 2 nights
Vacation Home of Friend or Relative (n=77)	4.21 nights (range: 1-80 nights) – mode: 2 nights
Home of Friend or Relative (n=73)	4.67 nights (range: 1-80 nights) – mode: 2 nights

9. Please estimate your travel group's spending in the Brainerd area for the last 24 hours of your stay.

Spending	Mean Expenditures n=737
Lodging	\$90.29
Restaurants or Bars	\$65.23
Transportation (including gas)	\$23.95
Groceries	\$22.92
Shopping	\$55.37
Recreation or Attractions (including guides or outfitting)	\$31.71
Miscellaneous	\$13.75
TOTAL	\$305.22

How many people are included in spending estimate?

Spending	Mean Number of People Included in Spending Estimates
n=687	3.84 people – mode: 2

10. How far in advance did you decide to take this trip to the Brainerd area?

Planning	Mean Number of Days Planning Trip
n=741	71.91 days (range: 0 to 660 days)

11. If you made lodging reservations, how far in advance were those reservations made?

Lodging Plans	Mean Number of Days for Lodging Plans
n=280	91.23 days (range: 1 to 365 days)

12. How important were the following information sources in creating awareness of this destination and in helping you plan your trip to the Brainerd area? Importance scale: 1= Not Important, 4= Very Important

Information Sources	Mean Importance to Create Awareness n=617-673	Mean Important to Plan Trip n=575-616
Previous visit	3.25	3.07
Friend or relative recommendation	2.62	2.45
Articles, documentaries, news	1.76	1.64
Newspaper / magazine ads	1.71	1.58
Radio / TV ads	1.51	1.38
Area Chamber / tourist information	1.80	1.70
State tourism information	1.77	1.67
Sport show	1.49	1.40
Internet	1.66	1.68
Other* (n=118, 145)	1.79	1.71

13. If the Brainerd area were to start an e-mail list, would you be interested in receiving area information and updates?

E-mail Interest	Yes	No
n=786	35.6%	64.4%

If so, would you prefer the E-mail to come from:

E-mail Origin	Percent One Central Organization	Percent Individual Businesses	Percent No Preference
n=296	61.5%	4.1%	34.5%

Which type of information would you be interested in receiving? (Check all that apply)

E-mail Information	Percent Interested in Receiving E-mail n=280
Golfing special / packages	49.3%
Areas conditions (fishing, trails, snow)	67.1%
Autumn Lodging Packages	38.9%
Special lodging packages and deals	52.5%
Special shopping and sales events	52.5%
Festivals and events	81.1%
Lodging vacancy information	32.9%

14. If you are staying in commercial lodging or campground, how important are the following amenities in your selection of that place to stay? (Please skip to #15 if you are not staying in commercial lodging). Importance scale: 1= Not Important, 4= Very Important

Brainerd Area Lodging Amenities	Mean Importance to Lodging Selection n=379-405
On a lake (or river)	3.20
Golf course	1.84
Indoor pool	2.48
Outdoor pool	2.02
Nature setting	3.18
Unique experience	2.88
Economy priced	3.05
Cable TV	2.37
Daily rental available	2.62
Have stayed here before	2.60
Biking / hiking trail access	2.41
Historical / architectural significance	1.90
Recognized brand / national chain	1.81
Offers luxury / full service	2.16
Restaurant on premise	2.36
Good value for the price	3.41
Lots for kids to do	2.49
Organized kids programs	1.86
Near friends or relatives	1.82
Other (n=29)	2.07

15. How likely is it that you will return to the Brainerd area for a visit in the near future?

Visit Again	Percent n=769
Definitely not	0.3%
Not Likely	1.6%
Maybe	6.2%
Likely	22.0%
Certainly	70.0%

If you plan to return, how soon will that be?

Return	Percent n=773
This year	63.9%
Next year	22.6%
Within the next 2 years	8.5%
Within the next 5 years	4.3%
More than 5 years	0.6%

How interested would you be in coming back during: Interest scale: 1=Not Interested, 4=Very Interested

Season	Mean Interest n=709-751
Winter	2.68
Spring	3.06
Summer	3.70
Fall	3.43

16. How much appeal do you think the Brainerd area would have as a vacation destination to the following groups? Appeal scale: 1= No Appeal, 4= Great Appeal

Appeal	Mean Appeal n=738-773
People similar to you	3.50
Seniors / older adults	3.10
Children	3.38
College / grad students	2.91
Young professionals	3.07
Sportsmen / women	3.54
Couples traveling without children	3.37
Women	3.31
Men	3.50

17. During the last 2 years, how many week or longer vacations have you taken where you stayed in commercial accommodations or campgrounds?

Vacations	Mean Number of Vacations in Commercial Lodging, Last 2 Years
n=675	2.61 vacations (range: 0-50)

If so, did you take a vacation of the following type?

Vacation Types	Percent Taking This Vacation Type, Last 2 Years
Lakes / woods / nature in summer	42.8%
Lakes / woods / nature in fall or spring	22.1%
Urban sightseeing / entertainment	11.9%
Winter recreation	13.7%
Sun destination / tropical climate	49.4%
Driving tour	17.6%
Visit friends / relatives in Minnesota	20.1%
Visit friends / relatives outside Minnesota	26.6%
International trip	19.5%
Other (n=36)	7.4%

18. Which of the following best describes your household?

Household Composition	Percent
	n=807
Two parent family with children under 18	38.3%
Single parent family with children under 18	2.1%
Couple no children	12.6%
Couple grown children	34.9%
Single no children	6.7%
Single grown children	3.0%
Other (n=18)	2.4%

19. What is the highest grade or year of school that you have completed?

Education	Percent
	n=805
Less than high school	0.7%
High school graduate (or GED)	14.4%
Some college	20.1%
Associate degree	10.4%
BA or BS degree	30.1%
Post graduate or professional degree	24.2%

20. You are...

Gender	Percent
	n=808
Male	45.5%
Female	54.5%

21. What is your age?

Age	Mean Age
n=792	47.1 years (range: 15 to 85 years)

22. Please give us an estimate of your annual household income.

Income	Percent
	n=741
Under \$25,000	3.6%
\$25,000 to \$40,000	12.0%
\$40,001 to \$55,000	16.5%
\$55,001 to \$75,000	18.8%
\$75,001 to \$90,000	13.2%
\$90,001 to \$120,000	15.7%
\$120,001 to \$175,000	9.7%
Over \$175,000	10.5%

Appendix A

Application Expressing Interest in Participating in University of Minnesota Tourism Center's Study of Current Area Tourists

The University of Minnesota Tourism Center, with funding from the Minnesota Office of Tourism, will be conducting a study to identify and profile tourists in five of Minnesota's destination areas. The five destination areas have not yet been selected. We are interested in selecting ones that represent different geographical areas of the state, different resource and attraction bases and different kinds of tourist activities. If you would like your destination area to be considered for this study, please fill out the following application and return it to the University of Minnesota Tourism Center by June 23, 2000. Selection of five destination areas for this pilot project will take place during the last week of June.

Destination Area Name: _____

Contact Person _____ Phone number: _____

Address _____ City _____ Zip _____

E- mail address _____ Fax _____

Participating communities will be expected to assist this project by:

1. Organizing representatives of area tourism businesses and organizations to provide input into project – late June or early July meeting will be necessary.
2. Helping identify the best sites for conducting surveys within the destination area.
3. Obtaining permission for survey administrators to hand out surveys at selected sites.
4. Finding lodging rooms at reasonable rates (under \$60/night) and making lodging arrangements as needed for survey administrators during their stay in the communities. (Estimated need: 1- 2 rooms for 10 -12 nights during year)
5. Providing a contact person who can answer questions that may arise while survey administrators are working in the community.

Please answer the following questions.

1. If your destination area encompasses more than the city boundaries, please describe the geographical boundaries of your destination area.

2. How many lodging businesses are in your destination area? _____

Number of rooms in destination area _____ Number of campsites? _____

3. Do you consider your destination to be: (check one)

a new or emerging destination developed but still growing
 developed and stable destination mature and in need of renewal

4. What are your area's most important tourist attractions/events, where many of your tourists can be found? (Please provide date of special events.)

5. What is your organization's annual tourism marketing budget? \$_____

6. Briefly describe you current advertising and promotional efforts.

7. Please give a brief description of the tourist segments that you think are currently coming to your area. Who are they and why are they coming? For example, a destination such as Ely may describe two major tourist segments: 1. Active wilderness recreationists going to the BWCA, on canoe trips 2. Wilderness enthusiasts and anglers who stay at local resorts and come primarily to fish, relax and enjoy environment.

8. Why would a study of current tourists be helpful to your destination?

9. What kind of tourism does your destination provide? (Please write in proportion/percent for each category)

_____ % Fishing	_____ % Historic sites or museums
_____ % Hunting	_____ % Attractions
_____ % Water- based recreation	_____ % Entertainment and nightlife
_____ % Hiking/biking trail recreation	_____ % Arts/Music/theater
_____ % Winter outdoor recreation	_____ % Children's attractions or activities
_____ % Resorting	_____ % Other: please specify_____
_____ % Small towns/villages	

For more information about this project, call Linda Limback at 612-624-2736.

Please fax or mail responses to Tourism Center. **Response must be received by June 23, 2000** to be placed in the pool of destinations that will be considered for this project.

Fax - 612-624-4264 or e-mail to: llimback@umn.edu

University of Minnesota Tourism Center

116 Classroom Office Bldg

1994 Buford Ave

St Paul, MN 55108

Appendix B

Date _____

Site _____

University of Minnesota Tourism Center Extension Service BRAINERD LAKES AREA VISITOR QUESTIONNAIRE

1. What is the city/town of your primary residence? _____ city _____ state/province _____ ZIP/postal code

2. Is the Brainerd Lakes Area your primary destination for this trip? Yes
 No, final destination is _____

3. What is the **primary** reason that you made this trip to the Brainerd Lakes Area?

- Touring trip/passing through Education/learning Personal (wedding, religious, medical, etc.)
 Business/convention/meeting General leisure Your own cabin/vacation home in area
 Combined business & pleasure Outdoor recreation Visiting friends/ relatives who live in area
 Sporting event Festival or event

4. How important are the following elements to your selection of the Brainerd Lakes Area and how would you rate the area in providing them? (Please rate *Importance to Destination* even if you haven't experienced it in area yet)

	Importance to Destination Choice Selection				Check here if haven't	Rating of Experience in Area			
	Not Important	Very Important			Not Satisfied	Very Satisfied	
a. Natural environment	1	2	3	4		1	2	3	4
b. Entertainment /nightlife	1	2	3	4		1	2	3	4
c. Fishing / hunting	1	2	3	4		1	2	3	4
d. Boating / water recreation	1	2	3	4		1	2	3	4
e. Hiking / biking trails	1	2	3	4		1	2	3	4
f. Golf courses	1	2	3	4		1	2	3	4
g. Bird/wildlife viewing	1	2	3	4		1	2	3	4
h. Scenic drives	1	2	3	4		1	2	3	4
i. Area has lots of activities and attractions	1	2	3	4		1	2	3	4
j. Wilderness experience	1	2	3	4		1	2	3	4
k. Village/small town feel	1	2	3	4		1	2	3	4
m. Snowmobile trails	1	2	3	4		1	2	3	4
n. Skiing (x-country or downhill)	1	2	3	4		1	2	3	4
o. Shopping	1	2	3	4		1	2	3	4
q. Fall colors	1	2	3	4		1	2	3	4
s. Race track / speedway / motocross	1	2	3	4		1	2	3	4
t. Fishing guide / launch service	1	2	3	4		1	2	3	4
u. Brainerd Lakes Area lakes, streams, rivers	1	2	3	4		1	2	3	4
v. A specific motel/hotel	1	2	3	4		1	2	3	4
w. Amusement center / waterslide	1	2	3	4		1	2	3	4
x. Paul Bunyan Trail	1	2	3	4		1	2	3	4
y. A State Park	1	2	3	4		1	2	3	4
z. Specific Brainerd Lakes Area resort	1	2	3	4		1	2	3	4
aa Specific Brainerd Lakes Area campground	1	2	3	4		1	2	3	4
bb. Casino / gaming	1	2	3	4		1	2	3	4
cc. Festival or event	1	2	3	4		1	2	3	4

5. Is this your first trip to the Brainerd Lakes Area? Yes (If yes, please answer **5a** - New Visitor questions in box below)
 No (If no, please answer **5b** - Repeat Visitor Questions in box below)

5a. New Visitor Questions

Using a single word or short phrase, please describe your impression of the Brainerd Lakes Area before you arrived.
 _____ Has your impression changed since arriving? yes no

If yes, please use a single word or short phrase to describe your impression now: _____

5b. Repeat Visitor Questions

How many pleasure trips (including this trip) have you taken to the Brainerd Lakes Area in the last 5 years? _____

How long have you been coming to Brainerd Lakes Area? _____ years How often have you been here? _____ times

For the following features, how do you feel the Brainerd Lakes Area has changed over this time?

	<u>Declined</u>	<u>Same</u>	<u>Improved</u>		<u>Declined</u>	<u>Same</u>	<u>Improved</u>
Natural environment	1	2	3	Lodging quality	1	2	3
Recreation opportunities	1	2	3	Shopping opportunities	1	2	3
Attraction opportunities	1	2	3	Restaurant selection	1	2	3
Access in/around area	1	2	3	General attractiveness	1	2	3
Hospitality/service	1	2	3	Overall visitor experience	1	2	3

Was your first introduction to the Brainerd Lakes Area while on:

- vacation at a festival/event business other _____

6. How many people (including yourself) are in your travel party on this trip? _____

6a. Number of people by age range:

_____ under 12 _____ 12 - 17 _____ 18 - 25 _____ 26 - 39
 _____ 40 - 55 _____ 56 - 70 _____ over 70

7. How many total nights do you plan to spend away from home on this trip? _____ nights day trip only

8. How many of these nights will be in the Brainerd Lakes Area? _____ nights day trip to area only

8a. If you are staying in the Brainerd Lakes Area, how many nights are you staying in the following type of accommodations?

- Not staying overnight in area

	# of nights		# of nights
Hotel/motel		Resort/commercial cabin	
RV		Your own vacation home	
Tent		Vacation home of friend/relative	
Bed & Breakfast		Home of friend/relative	

9. Please estimate your travel group's spending in the Brainerd Lakes Area for the **last 24 hours** of your stay.

Lodging \$ _____ Restaurants/Bars \$ _____ Transportation (includes gas) \$ _____ Misc. \$ _____
 Groceries \$ _____ Shopping \$ _____ Recreation/attractions (include guides/outfitting) \$ _____ Total \$ _____

9a. How many people are included in spending estimate? _____

10. How far in advance did you decide to take this trip? _____ days

11. If you made lodging reservations, how far in advance were those reservations made?
 _____ days Didn't make reservations

12. How important were the following information sources in creating awareness of this destination and in helping you plan your trip to the Brainerd Lakes Area?

	To Create Awareness of Area				To Plan the Trip			
	Not important Very important				Not important Very important			
Previous visit	1	2	3	4	1	2	3	4
Friends/relatives recommendation	1	2	3	4	1	2	3	4
Articles, documentaries, news	1	2	3	4	1	2	3	4
Newspaper/magazine ads	1	2	3	4	1	2	3	4
Radio/TV ads	1	2	3	4	1	2	3	4
Area Chamber/tourist information	1	2	3	4	1	2	3	4
State tourism information	1	2	3	4	1	2	3	4
Sport show	1	2	3	4	1	2	3	4
Internet	1	2	3	4	1	2	3	4
Other _____	1	2	3	4	1	2	3	4

13. If the Brainerd Lakes Area were to start an e-mail list, would you be interested in receiving area information and updates?

No Yes

13a. If yes, would you prefer the Email to come from:

One central organization Individual businesses No preference

13b. Which type of information would you be interested in receiving? (Check all that apply)

- Golfing special/packages Special lodging packages and deals Festival and events
- Area conditions (e.g. fishing, trail, snow) Special shopping & sales events Lodging vacancy info
- Autumn lodging packages

14. If you are staying in commercial lodging or campground, how important are the following amenities in your selection of that place to stay? (Please skip to #15 if you are not staying in commercial lodging)

	Not Important Very Important					Not Important Very Important			
	On a lake (or river)	1	2	3		4	Biking/hiking trail access	1	2
Has a golf course	1	2	3	4	Historical/architectural significance	1	2	3	4
Indoor pool	1	2	3	4	Recognized brand/national chain	1	2	3	4
Outdoor pool	1	2	3	4	Offers luxury/full service	1	2	3	4
Nature setting	1	2	3	4	Restaurant on premise	1	2	3	4
Unique experience	1	2	3	4	Good value for the price	1	2	3	4
Economy priced	1	2	3	4	Lots for kids to do	1	2	3	4
Cable TV	1	2	3	4	Organized kids programs	1	2	3	4
Daily rental available	1	2	3	4	Near friends/relatives	1	2	3	4
Have stayed here before	1	2	3	4	Other _____	1	2	3	4

Please turn over. Only one more page →

15. How likely is it that you will return to the Brainerd Lakes Area for a visit in the near future?

- definitely not not likely maybe likely certainly

15a. If you plan to return, how soon will that be?

- this year next year within next 2 years within next 5 years more than 5 years

15b. How interested would you be in coming back during:

	Not interested Very Interested				Not interested Very Interested				
winter	1	2	3	4	summer	1	2	3	4
spring	1	2	3	4	fall	1	2	3	4

16. How has the weather been for you?

- poor not good enough average good excellent

17. How much appeal do you think the Brainerd Lakes Area would have as a vacation destination to the following groups?

	No Appeal Great Appeal			
People similar to you	1	2	3	4
Seniors/older adults	1	2	3	4
Children	1	2	3	4
College/grad students	1	2	3	4
Young professionals	1	2	3	4
Sportsmen/women	1	2	3	4
Couples traveling without children	1	2	3	4
Women	1	2	3	4
Men	1	2	3	4

18. During the last 2 years, how many week or longer vacations have you taken where you stayed in commercial accommodations or campgrounds? ___ number of week or longer vacations in last 2 years

18a. If you have taken a week or longer vacation during the last 2 years where you stayed in commercial accommodations or campgrounds, please tell us **how many** of these vacations were of the following types:

- ___ lakes/woods/nature in summer ___ lakes/woods/nature in fall or spring ___ urban sightseeing/entertainment
 ___ winter recreation ___ sun destination/ tropical climate ___ driving tour
 ___ visit friends/relatives in MN ___ visit friends/relatives outside MN ___ international trip
 ___ other (please specify) _____

19. Which of the following best describes your household?

- Two-parent family with children under 18 Couple (no children) Single (no children) Other
 Single-parent family with children under 18 Couple (grown children) Single (grown children)

20. 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

21. You are: Male Female

22. What is your age? _____ years

23. Please give us an estimate of your annual household income?

- under \$25,000 \$40,001 - \$55,000 \$75,001 - \$90,000 \$120,000 - \$175,000
 \$25,000 - \$40,000 \$55,001 - \$75,000 \$90,001 - \$120,000 Over \$175,000

24. Comments: _____

Thank You.

Appendix C

Brainerd Interview Sites

Attractions/Events

Arts in the Park
Arts & Craft Show at Westgate Mall
Bean Hole
Big Boys Toy Show at Westgate Mall
Birch Bay Golf Course
Brainerd International Raceway
Brainerd/Baxter Chamber of Commerce
Commerce & Industry Show at the Civic Center
Cross Lake Garage Sale
Cross Lake Street Dance
Crosswoods Golf Course
Crow Wing County Fair
Crow Wing Historical Society
Deerwood Summerfest
Golden Eagle Golf Club
Izaty's Golf and Yacht Club
Jaycees Ice Fishing Extravaganza on Gull Lake
Kart Kountry
Lakes Area Art Artists Art Show
Madden's Pine Beach West Golf Course
Mighty Gulls Baseball
Nisswa – Main Street
Nisswa Stamman Scandinavian Folk Music Festival
Nisswa Turtle Races
Paul Bunyan Amusement Center
Pequot Lakes – Downtown
Pequot Lakes Arts & Craft Fair
Pequot Lakes Bobber Days / Crazee Days
Pirate's Cove Adventure Golf
Pine River Summerfest
Super Slides
The Classic golf course at Madden's
The Pines golf course at Grand View Lodge
This Old Farm Antique Museum and Old Time Village
White Birch Golf Course
Whitefish Golf Club

Gas Stations/Bait Shops

Holiday gas station
Little Duke's gas
Moonlite Square gas station
Pine Square gas station
Super America
Tom Thumb gas station
Triangle gas station

Hotels

AmericInn
Comfort Suites
Country Inn & Suites
Days Inn

Resorts/Campgrounds

Breezy Point Resort
Cragun's
Eagle's Nest
Eddy's Lake Mille Lacs Resort
Grand View Lodge
Mille Lacs Golf Resort
Quarterdeck Resort & Boathouse
Ruttger's Bay Lake Lodge
US Army Corps of Engineers Campground

Restaurants/Bars

371 Diner
Antlers Restaurant
Black Bear Lodge
Bonanza
Commander Bar
Ernie's on Gull Lake
Exchange Nightclub
Famous Dave's Barbeque
Green Mill
Iven's on the Bay
Kelly's
Manhattan Beach Lodge
Marina Dining Room & Lounge
Moonlite Bay Family Restaurant & Bar
Morey's Market & Grille
Niswaga Grille

Pine Peaks Restaurant
Sawmill Inn / Ember's
Zorbaz

Retail

Cash Wise Liquor Store
Home Depot
Koep's Pro Shop
Lake Country Crafts & Cone
Nisswa – Shopping on Main Street
Reed's Market
West Gate Mall (shopping)

Detroit Lakes Interview Sites

Attractions/Events

4th of July Fireworks Display – City Beach
Annual Dick Beardsley ½ Marathon & 5K
Becker County Historical Society
Crazy Days – Detroit Lakes
Crazy Days – Perham
Detroit Lakes Regional Chamber of Commerce
Hockey Tournament – Sports Arena
Lakes Area Figure Skating – Sports Arena
Lake Area Builders Show – Sports Arena
Maple Syrup Fest – Vergas
Polar Fest – Detroit Lakes
Shady Hollow Flea Market
Men’s Firecracker Annual Softball Tournament – Snappy Park
Spirit Fest
Tamarac National Wildlife Refuge
Turtle Races – Perham
Vergas Dairy Day
Water Carnival
WE Fest
White Earth Pow Wow
Wildflower Golf Course

Gas Stations/Bait Shops

Amoco
Holiday
Petro Plus
Stop N Go

Hotels

AmericInn
Best Western Holland House
Budget Host
Country Inn & Suites
Holiday Inn Lakeside
Super 8

Resorts/Campgrounds

American Legion Campground
Cedar Crest Resort
Fair Hills Resort

Lake Crest Resort
Rainbow Resort

Restaurants/Bars

Corner Cantina
Country Kitchen
Godfather's Pizza
Lakeside Restaurant

Retail

Washington Square Mall

Ely Interview Sites

Attractions/Events

Annual Classic Car Show – Whiteside Park
Blueberry Festival
Dorothy Molter Museum
Ely Chamber of Commerce
Ely Golf Course
Ely Watercolor Exhibit & Sale – Community Center
Finnish-American Summer Festival – Embarrass
Hill's Wilderness Trips
International Wolf Center
Lou Francer Ely Dance Performance – Washington Auditorium
Peter Mitchell Fun Days
Pirates of Penzance Spring Musical – Vermillion Community College
Voyageur Winter Festival – Whiteside Park
Wilderness Outfitters

Gas Stations/Bait Shops

Amoco
Lucky Seven
Phillips 66
Skube's Bait & Tackle

Hotels

Budget Host
Holiday Inn SunSpree
Super 8
West Gate Motel

Resorts/Campgrounds

Birch Lake RV Park & Campground
Camp Kiwadinipi Resort
Fall Lake Campground – Superior National Forest
Jackpine Lodge
North Country Lodge & Border Lake Outfitters
Northwind Lodge
Silver Rapids Lodge
Smitty's on Snowbank Resort
Stony Ridge Resort
Timber Trail Lodge
Timber Wolf Lodge

Restaurants/Bars

Chainsaw Sisters

Chocolate Moose

Cranberry's Restaurant

Ely Steak House

Minglewood Café

Northern Grounds Café

Retail

Country Simple Pleasures

Pengal's Basswood Trading Company

Piragis Northwoods Company

Steger Mukluks

Wintergreen Northwoods Apparel

Pipestone Interview Sites

Attractions/Events

Car Show
Fort Pipestone
Home Show
Pipestone – Downtown
Pipestone Center for Performing Arts
Pipestone County Museum
Pipestone Historical Society
Pipestone National Monument
Pow Wow
Song of Hiawatha Pageant
Street Dance during Water Tower Festival
Water Tower Festival Art & Craft Show

Hotels

Calumet Inn
Super 8

Resorts/Campgrounds

Good Samaritan Campground
Split Rock Creek State Park

Restaurants/Bars

Gannon's Restaurant & Lounge
Lange's Café
Pizza Hut
Wildwood Steakhouse

Retail

Monk's Second Hand Store & Antiques

Shakopee Interview Sites

Attractions/Events

Arts & Craft Show – Canterbury Park
Chanhassen Dinner Theatre
Emma Krumbree’s Apple Orchard
Historic Murphy’s Landing
Live Horse Racing – Canterbury Park
Minnesota Landscape Arboretum
Minnesota Renaissance Festival
Minnesota Valley National Wildlife Refuge
NASCAR Racing – Raceway Park
Stonebrooke Golf Club
Valleyfair!
WSA Snowmobile Races – Canterbury Park

Hotels

AmericInn
Country Inn & Suites
Holiday Inn Express
Park Inn

Gas Stations

Super America – Canterbury Road
Super America – Marschall Road & US 169
Super America – East 1st Avenue

Resorts/Campgrounds

Minneapolis Southwest KOA Campground
Town and Country Campground

Restaurants/Bars

Applebee’s
OK Corral Restaurant, Saloon and Livery
Subway
Turtle’s Bar & Grill

Retail

Betti Lu’s

**Appendix D
FRONT END FORM**

Date: _____

Location: _____

-
1. Do you live 6 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 survey and mail it back to us at the University of Minnesota? Yes No
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1. Do you live 6 or more months of the year in the area? Yes (Thank/terminate) No (Continue)
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 3. What is your zip code? _____
 4. Gender Male Female
 5. Would you complete this survey and mail it back to us at the University of Minnesota? Yes No
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