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Travel Information Centers

1999 Summer Survey

June 1 - September 5, 1999

PART I

MINNESOTA TIC SYSTEM WIDE RESULTS

**Travel Information Centers
1999 Summer Survey
Covering the Period June 1 - September 5, 1999**

Introduction

The objective of the 1999 Travel Information Center (TIC) Survey is to estimate the economic impact of visitors to Minnesota who were influenced by information provided by the TICs. In addition, the return-on-investment (ROI) on the operating costs of the centers is estimated.

During the period June 1 to September 5, 1999, a mail survey of travelers who visited the twelve TICs in Minnesota was conducted. The sample population was drawn from a guest register signed by visitors who were assisted by TIC staff. Depending on the total number of visitors who signed the guest register, every nth travel party registering (where n varied from 10 to 17) was asked to complete a survey. There was a total of 76,010 travel parties who signed the guest register during the fourteen weeks of survey. See Appendix A-1 for the procedure used in the random selection of names.

The total sample size of the survey is 5,128; of these there were 2,616 usable responses (after subtracting out the undelivered, duplicates, etc.). To increase the response rate, MOT staff conducted a second and third mailing. The overall response rate (including second and third mail surveys) was 51.0 %.

Executive Summary

- 32.9% of all valid responses (See Appendix A-1) had additional travel expenditures as a result of information provided by the TICs. This value is higher than the value reported in the 1998 TIC summer survey of 27.8%.
- Mean travel expenditure is \$441.29/party/trip while mean travel expenditure that can be attributed to the influence of TIC service is \$137.26/party/trip. The 1999 value of \$137.26 is lower than the 1998 estimate of \$152.32.
- Extrapolating to the total population of visitors who signed the TIC guest registers during the period June 1st to September 5th (N = 76,010), the **estimated total additional travel expenditures by guest book signers resulting from information provided by the TICs is \$3.433 million.**¹ This assumes that the signers influenced by TIC service are representative of the total population.

Economic impact

- The economic impact estimates reflect the additional direct expenditures of the travel

¹ Estimated based on a mean total additional expenditures of \$137.26, 32.9% percentage of TIC visitors with additional travel expenditures attributed to the influence of TIC service, and total number of guest registrants of 76,010.

parties who were influenced by information provided by the TICs. **It is important to make a distinction between economic activity and economic impact. Economic activity refers to any exchange of goods or services for money within the state, while economic impact refers to the generation of new income for Minnesota that otherwise would not occur in the state.** In this survey, we assume that Minnesota dollars are spent outside the state in the absence of tourism activities in Minnesota.

The estimated total gross receipts attributed to the influence of TIC service for the 1999 TIC summer survey is \$7.505 million. See table below for comparable figures in 1998.

ADDITIONAL ECONOMIC IMPACT: SUMMER 1998 -1999* Attributed to Guest Registrants Influenced by TIC Service		
	1998**	1999
Total employment (number of jobs)	131	124
Total gross receipts (million \$)	\$7.038	\$7.505
Total wages & salaries (million \$)	\$3.380	\$2.988
Total taxes (federal, state, local & sales) (million \$)	\$0.786	\$0.952
Sources: 1998 TIC Survey, 1999 TIC Survey, REMI Model *Reflects the extra expenditures brought to Minnesota by guest register visitors influenced by information provided by the TICs. The employment, gross receipts, wages and salaries, and tax impacts include the direct, indirect and induced effects. **High scenario case, with similar assumption on the direct expenditures of signers and non-signers compared to the 1999 TIC survey.		

The above table shows that the economic impact estimates attributed to additional expenditures by guest registrants influenced by TIC service are comparable for 1998 and 1999. The decline in total employment from 131 to 124 is due to the drop in the shares (i.e., as a percent of direct expenditures) of food and transportation expenditures in 1999 relative to 1998. Also, transportation has a high employment multiplier of 2.36 relative to food, lodging, amusement and recreation, and retail which have employment multipliers in the range 1.48 to 1.50 (Source: RIMS II multipliers for Minnesota). The increase in gross receipts from \$7.038 million to \$7.505 million is reflected in a corresponding increase in total taxes. Only the 1998 high scenario is shown here because the assumption on direct expenditures for signers and non-signers are similar with the 1999 scenario.

- Total guest registrants (influenced or not influenced by TIC service) at the TICs had an estimated total direct expenditures of \$33.542 million, which translates to total gross receipts of \$72.374 million and 1,162 jobs. The total impacts, which includes the additional impacts attributed to guest register signers influenced by TIC service, are shown below.

TOTAL ECONOMIC IMPACT: SUMMER 1999* Attributed to Total Guest Registrants	
Total employment (number of jobs)	1,162
Total gross receipts (million \$)	\$72.374
Total wages & salaries (million \$)	\$28.239
Total taxes (federal, state, local & sales) (million \$)	\$9.065
Sources: 1999 TIC Survey, REMI Model *Reflects the total direct expenditures in Minnesota by all guest register visitors (influenced or not by TIC service) at the TICs. See earlier table for estimates of the additional economic impact attributed to signers influenced by TIC service. The employment, gross receipts, wages and salaries, and tax impacts include the direct, indirect and induced effects.	

Return-on-Investment

In estimating the ROI, we used operating costs of \$433,156 for the TICs during the period May 26 to August 31, 1999. This period is about the same duration as the survey period. The TIC operating costs include salaries of staff, postage, supply, in-state travel, and maintenance agreements on office equipment costs. **Note that the MOT bears only a portion of the total operating costs of a TIC. The remainder of the operating costs (maintenance, utilities, etc.) are borne by the Minnesota Department of Transportation.**

The ROI depends on three factors: (1) the actual number of traveling parties; (2) the relative cost of serving guest registrants compared to the cost of serving non-registrants; and (3) the allocation of costs to guest registrants and non-registrants.

Two scenarios are developed to take into account different assumptions on the three factors that influence the true value of the ROI. These are discussed in detail in Appendix A-2 and are summarized below:

- For every dollar spent in operating the TICs during the summer period, the state of Minnesota realized \$17 (low scenario) to \$29 (high scenario) in gross receipts;
- For every dollar spent in operating the TICs during the summer period, the state of Minnesota realized \$8 (low scenario) to \$13 (high scenario) in direct expenditures;
- Every dollar spent in operating the TICs during the summer period generates \$2 (low scenario) to \$4 (high scenario) in taxes.

Note that the low scenario ROIs for the 1999 TIC survey are similar to the 1998 ROIs high scenario case. This is to be expected since the best case or high scenario in 1998 assumed that 27.8% of the population had additional expenditures. This is equivalent to the current assumption that 32.9% of the population had additional expenditures. The 1998 low scenario

ROIs are about half the 1999 low scenario ROIs. The 1998 low scenario assumed zero expenditures by non-signers, in contrast to the 1999 low scenario assumption that both signers and non-signers had the same direct expenditures, based on a new methodology of correcting for non-response bias.

A third scenario (scenario 3) was also considered but the resulting ROIs were much higher than the low and high scenarios because no adjustments were made in the number of travel parties and the cost allocation to signers and non-signers. As a result, it was considered unrealistic and not included here, but it is provided in Appendix A-2 to illustrate the conservative assumptions used in the low and high scenarios .

Major differences between the influenced group and the total population

The sub-population that was influenced by the TICs:

- tended to be at the beginning of the trip (36% vs. 31%) compared to the total population;
- were looking for attractions, recreation or event information (51.9% vs. 37.7%) and/or lodging information (26.4% vs. 17.2%) compared to the total population;
- were looking for restaurant information (11.1% vs. 6.5%) and/or future vacation planning information (31.1% vs. 24.7%) compared to the total population;
- had less “visiting friends and relatives” (24.1% vs. 28.7%) and more “touring/sightseeing” (51.3% vs. 44.2%) as a primary trip purpose compared to the total population;
- tended not to be traveling with children under 12 years old (71.3% vs. 67.2%) compared to the total population;
- had more flexibility to change the length of the trip than the total population (i.e., the sum of levels 4 and 5 in the flexibility scale where 5 is “Very Flexible”: 36.6% vs. 31.8%);
- had spent additional time in Minnesota as a result of information obtained at the TIC (38.3% vs. 31.3%) compared to the total population;
- had higher mean total travel expenditures than the total population (\$484 vs \$441).

Other trip characteristics

- Destination state/province (See Appendices B and C).
- Closest city/town. For the run on the total sample population (Appendix B), the top three destinations were Minneapolis (4.6%), Duluth (2.6%) and St. Paul (1.7%). For the sub-population of those with additional expenditures (Appendix C), the top three destinations

were Minneapolis (4.4%), Duluth (3.5%) and St. Paul (2.1%). Both populations had a high percentage of missing values (i.e., blanks), ranging from 45.2% to 48.8%.

- State of Origin (see Table below)

State of Origin Count % Total

Minnesota	453	17.2%
Iowa	198	7.5%
North Dakota	197	7.5%
Wisconsin	194	7.4%
Illinois	148	5.6%
Canada	139	5.3%
Michigan	119	4.5%
Texas	102	3.9%
Nebraska	83	3.1%
California	82	3.1%
Florida	72	2.7%
Washington	72	2.7%
Missouri	68	2.6%
South Dakota	56	2.1%
Ohio	52	2.0%
Montana	50	1.9%
Arizona	47	1.8%
Pennsylvania	46	1.7%
Indiana	46	1.7%
Kansas	45	1.7%
Colorado	32	1.2%
Georgia	27	1.0%
Oregon	25	0.9%
N. Carolina	22	0.8%
Arkansas	19	0.7%
Alabama	18	0.7%
Oklahoma	18	0.7%
New York	16	0.6%
Virginia	15	0.6%
Louisiana	15	0.6%
Idaho	14	0.5%
Wyoming	14	0.5%
Maryland	13	0.5%
Tennessee	13	0.5%
New Mexico	11	0.4%
Kentucky	10	0.4%
Massachusetts	10	0.4%
S. Carolina	9	0.3%

West Virginia	9	0.3%
New Jersey	9	0.3%
N. Hampshire	7	0.3%
Delaware	6	0.2%
Maine	6	0.2%
Alaska	6	0.2%
Connecticut	6	0.2%
Vermont	5	0.2%
Mississippi	4	0.2%
Nevada	4	0.2%
Utah	3	0.1%
Hawaii	2	0.1%
Rhode Island	1	0.0%
Total	2638	100.0%

Comparison of TIC guest register visitors with TravelScope and Seasonal Survey visitors²:

- Primary purpose of trip - “visiting friends/relatives” for the TIC guest register visitors (28.7%) tend to be less compared to both TravelScope (50.3%) and Seasonal Survey (38.6%) visitors; “outdoor recreation” tend to higher for TIC guest register (20.5%) compared to TravelScope (12.1%) visitors; “entertainment/shopping” tend to be similar for TIC guest register visitors (10.3%) and TravelScope visitors (11.2%).³
- TIC guest register visitors (67.2%) and Seasonal Survey (70.4%) visitors tend to travel more with no children compared to TravelScope (57.2%) visitors. Note however that “children” are defined differently for the TIC and Seasonal surveys (less than 12 years old) and the TravelScope survey (less than 18 years old).
- Mean party size for the TIC guest register (2.95) and TravelScope (2.23) visitors tend to be less than that of the Seasonal Survey (3.72) visitors.
- The mean total nights spent away from home for TIC guest register visitors (14.9) is more than three times that of TravelScope visitors (4.25). Note that about 37% of the TIC sample population come from states outside of the North Central region; also, 7.0% of the TIC guest register visitors indicated that they had no specific destination.
- The mean total nights spent in Minnesota for TIC guest register visitors (4.4) tend to be higher than those of TravelScope (3.32) and Seasonal survey visitors (3.28).

²Sources: 1999 TIC Summer Survey, 1997 TravelScope Survey; 1988, 1997 and 1998 Spring/Summer Seasonal Surveys.

³ The categories listed here are similar for the TIC (except for the “touring/sightseeing”) and TravelScope surveys. The categories for the 1988 Spring/Summer survey are different and the best fit was attempted here.

- The mean expenditures/person/night are comparable for TIC guest register (\$34.23) and TravelScope (\$34.31); it is higher for Seasonal survey visitors (\$46.85) in 1998.

Comparison of selected TIC survey results for the sub-population of those influenced by TIC service for 1998 and 1999:

- Question 1 - Which part of your trip were you closest to when you stopped at the TIC?

	1998 (N=402)	1999 (N=848)
Beginning	47.5%	36.0%
End	16.9%	20.3%
Middle	33.3%	36.8%
Other	1.0%	2.1%
Sources: 1999 and 1998 TIC Summer Survey.		

- Question 2 - Length and timing of trip

	1998 (N=402)	1999 (N=848)
Day trip	3.4%	5.0%
Weekend	9.3%	8.0%
Extended weekend	13.2%	12.9%
Midweek	13.9%	12.4%
Week or longer	53.5%	51.5%
Sources: 1999 and 1998 TIC Summer Survey.		

- Question 3 - Why did you stop at the Minnesota TIC?

	1998 (N=402)	1999 (N=848)
Attraction, recreation or event information	53.0%	51.9%
Lodging information	23.1%	26.4%
Restaurant information	7.0%	11.1%
Future vacation planning information	28.6%	31.1%
To get directions and/or map	70.9%	72.3%

To rest or use facilities	53.7%	63.8%
Other	6.2%	5.3%
Sources: 1999 and 1998 TIC Summer Survey.		

• Question 4 - Satisfaction with TIC services

(1=Not satisfied; 10=Very satisfied)	1998 (N=402)	1999 (N=848)
1 to 5	1.4%	1.0%
6	1.7%	1.7%
7	1.1%	2.7%
8	8.1%	11.6%
9	16.2%	15.9%
10	71.5%	67.2%
Sources: 1999 and 1998 TIC Summer Survey. Note: There were more missing values in 1999 (37.7%) compared to 1998 (10.9%).		

• Question 5 . The top three destinations in the 1999 TIC survey were: Minnesota (32.7%), Ontario (3.2%) and Wisconsin (2.9%). In 1998, the top three destinations were the same: Minnesota (49.4%), Ontario (3.8%) and Wisconsin (3.6%).

With regards to the state of origin of TIC visitors, Minnesota (17.2%), Iowa and North Dakota (7.5%) and Wisconsin (7.4%) comprised the top four states in 1999. In the 1998 TIC survey, the top four states were: Minnesota (16.7%), North Dakota (8.7%), Wisconsin (8.2%) and Illinois (6.2%).

• Question 6 - Primary purpose of trip

	1998 (N=402)	1999 (N=848)
Visiting friends/relatives	24.6%	24.1%
Outdoor recreation	11.4%	24.3%
Entertainment/shopping	5.2%	13.6%
Personal	1.7%	4.6%
Business/convention/seminar	3.5%	4.8%
Combined business/pleasure	4.5%	5.8%
Touring/sightseeing	31.8%	51.3%

Sources: 1999 and 1998 TIC Summer Survey.

Note: There were less missing values in 1998 (10.4%) compared to 1999 (48.7% to 99.4%).

• Question 11 - Flexibility to change length of trip?

(1=Not at all flexible, 5=Very flexible)	1998 (N=402)	1999 (N=848)
1	24.9%	29.0%
2	11.2%	16.5%
3	14.8%	17.1%
4	10.7%	15.8%
5	38.4%	21.7%
Sources: 1999 and 1998 TIC Summer Survey. Note: There were more missing values in 1998 (9.2%) compared to 1999 (2%).		

• Questions 9, 12, 13, 13a and 14

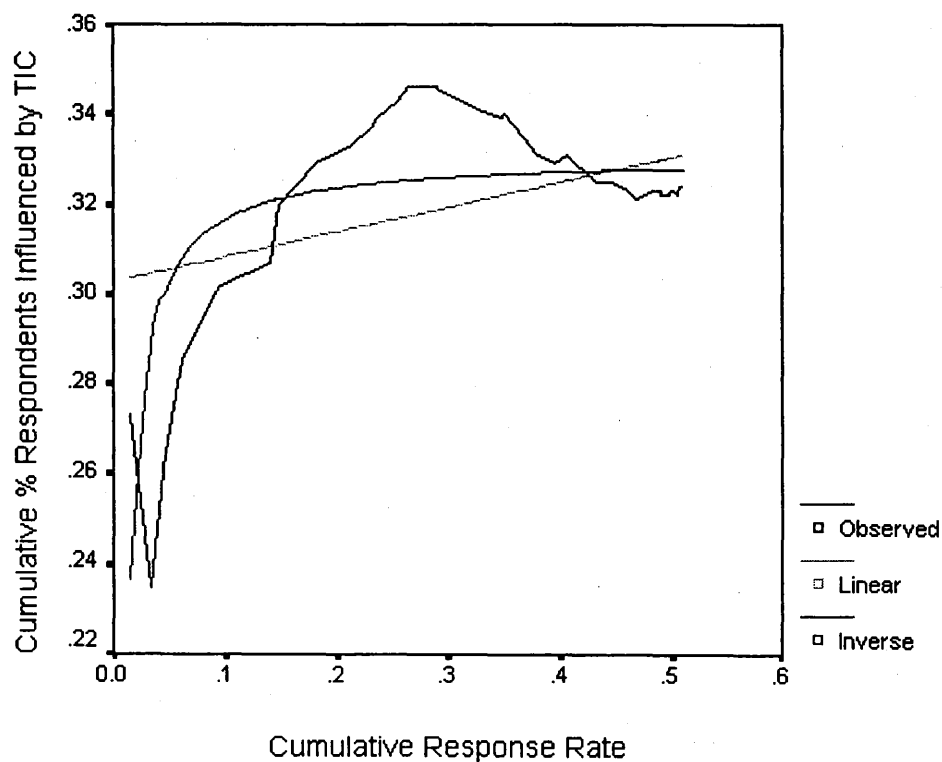
Mean values	1998 (N=402)	1999 (N=848)
Nights spent away from home (9)	18.2	14.9
Nights spent in Minnesota (9)	4.2	4.3
Party Size (12)	2.7	2.9
Persons < 12 yrs in travel party (12)	15.2%	21.3%
Extra hours (13a)	7.01	6.9
Extra nights (13a)	2.2	1.9
Past trips in Minnesota (14)	5.6	4.8
Total travel expenditures (13)	\$459.13	\$484.21
Total additional travel expenditures (13)	\$152.32	\$137.26
Sources: 1999 and 1998 TIC Summer Survey.		

Appendix A-1 Methodology

Random selection of names. In the 1999 TIC survey, the procedure for randomly selecting names was changed in order to increase the sample size for all TICs. Instead of holding the weekly number of randomly selected names constant for all the weeks, all of the TICs were encouraged to collect a minimum number of names weekly. This weekly number was divided by the integer n (which varied from 10 to 17) such that the TIC with the smallest sample size yields a minimum sample size of 15. In fourteen weeks of sampling, this procedure would result in about 210 names. Assuming a response rate of 50%, this would translate to a sample size of about 100 names for each TIC.

Non-Response bias. A new methodology was developed to take into account non-response bias since the survey response rate was only 51%. A new time variable, the time elapsed (in days) between the time the survey was sent and the time it was received, was introduced in the analysis. The assumption is that the number of follow-up mailings (second, third, etc.) do not matter and that the relevant dates are the date the survey was sent and the date it was received as a completed survey at MOT..

In estimating the percentage of total additional travel expenditures attributed to the influence of TIC service, the basic methodology for estimating non-response bias is to plot cumulative percentage of respondents who had travel expenditures attributed to the influence of TIC service against cumulative response rate. Starting from low values of the time variable (less than or equal to two days) to a maximum of less than or equal to 137 days, cumulative values of the percent of total additional travel expenditures and the response rate were systematically plotted.



The observed curve was fitted to a linear and an inverse curve. The relevant statistics for the above run are shown below:

Independent: CUMRESP

Dependent	Mth	Rsq	d.f.	F	Sigf	b0	b1
CUMTAEXP	LIN	.175	51	10.82	.002	.3027	.0555
CUMTAEXP	INV	.490	51	48.99	.000	.3306	-.0014

where CUMTAEXP = cumulative percent of respondents who had expenditures attributed to the influence of TIC service and CUMRESP = cumulative response rate.

The higher R Square (Rsq) and F-ratio (F) of the inverse curve indicates that an inverse relationship is a better fit than the linear curve. Thus, the equation of the inverse curve is:

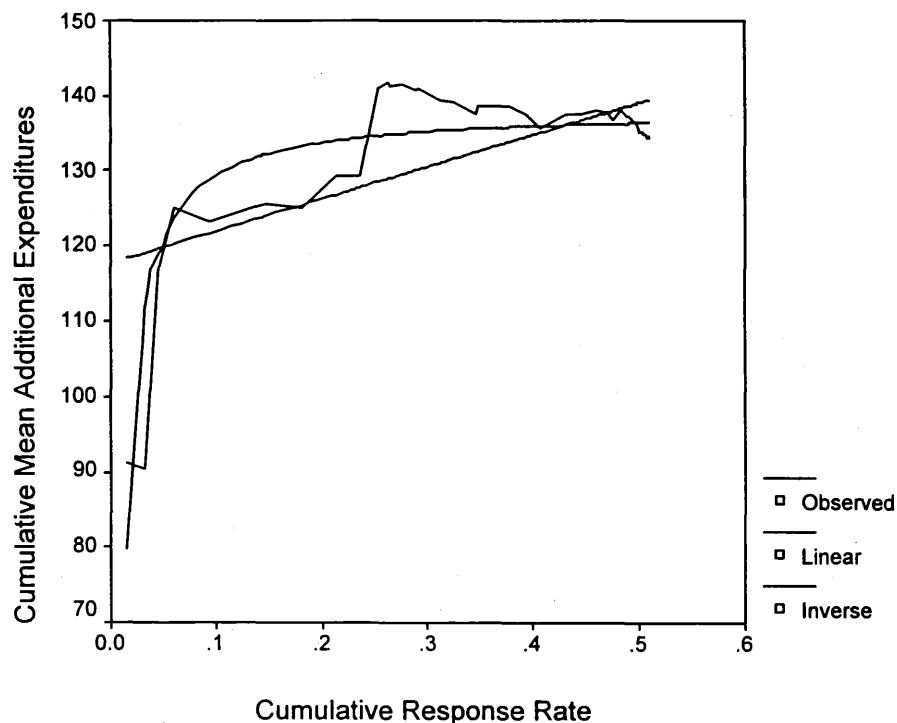
$$\text{CUMTAEXP} = 0.3306 - 0.0014/\text{CUMRESP}$$

At 100% response rate, CUMRESP = 1 and the equation becomes:

$$\text{CUMTAEXP} = 0.3306 - .0014 = 0.3292$$

The above equation shows that there is a slight negative non-response bias which reduces the value of CUMTAEXP to 32.9%.

To estimate the mean additional expenditures attributed to the influence of TIC service, a similar run yielded the plot below:



As time (i.e., the time elapsed between the survey send-out date and the survey receipt date) progresses, the cumulative mean additional expenditures attributed to the influence of TIC service is plotted against the cumulative response rate. The observed curve was then fitted to a linear and an inverse curve. The relevant statistics for the above run are shown below:

Independent: CUMRESP

Dependent	Mth	Rsqr	d.f.	F	Sigf	b0	b1
MEANAEXP	LIN	.420	51	36.92	.000	117.717	42.7283
MEANAEXP	INV	.767	51	167.82	.000	138.139	-.8743

where MEANAEXP = cumulative mean additional expenditures attributed to the influence of TIC service and CUMRESP = cumulative response rate.

Comparison between the linear and inverse fits shows that the inverse fit is superior to the linear fit because of its high Rsqr and F values. The equation of the inverse curve is:

$$\text{MEANAEXP} = 138.139 - 0.8743/\text{CUMRESP}$$

At 100% response rate, CUMRESP = 1 and the equation becomes:

$$\text{MEANAEXP} = 138.139 - 0.8743 = 137.26$$

The slight negative response bias reduces the value of MEANAEXP to \$137.26. This is the mean additional expenditures attributed to the influence of TIC service at 100% response rate. It compares very well with the mean value \$134.51 derived from the statistical run. See Appendix C⁴.

It is interesting to note that when both the linear and inverse curves are extrapolated to 100% response rate, the estimates of CUMTAEXP and MEANAEXP are comparable. In the case of CUMTAEXP, the estimates are 35.8% (linear) and 32.9% (inverse). In the case of MEANAEXP, the estimates are \$160.45 (linear) and \$137.26 (inverse).

In both cases, the estimates obtained with the inverse extrapolation are lower than the corresponding estimates obtained with the linear extrapolation.

⁴ The variable MEANAEXP is equivalent to TOTAEXP used in the statistical run.

Appendix A-2

Calculation of ROI

In calculating the Return-on-Investment (ROI), we derived a simple equation that relates the average cost of serving TIC customers to the cost of serving guest registrants and non-registrants. This equation is shown below:

$$c2 = \text{average cost} / (0.426n + 0.574)$$

$$n = c1/c2$$

where $c1$ = cost of serving guest registrants, $c2$ = cost of serving non-guest registrants, and n is the ratio of $c1$ to $c2$. The average cost is the operating cost divided by the number of walk-in inquiries (i.e., $\$433,156/178,451 = \2.43 per inquiry). The figures 0.426 and 0.574 (which add up to 1) represent the fraction of guest registrants and non-guest registrants respectively.

The results are summarized below:

	<u>Gross receipts ROI</u>	<u>Direct expenditures ROI</u>	<u>Taxes ROI</u>
Scenario 1	17	8	2
Scenario 2	29	13	4
Scenario 3	63	29	8

Scenario 1 (**low scenario**) is a conservative scenario which assumes that the total operating costs of \$433,156 is allocated only to signers. The ROI calculation is similar to that used in the low and high scenarios of the 1998 TIC Survey.

Scenario 2 (**high scenario**) is an attempt to approximate reality by assuming that the cost of serving signers is twice the cost of serving non-signers (i.e., $c1 = 2c2$), the number of TIC travel parties is 0.65 times the number of walk-in inquiries (based on Pat Simmons' survey of TIC supervisors), and a portion of the operating costs is allocated only to signers based on a linear proportionality.

Scenario 3 is an optimistic scenario which assumes that the cost of serving signers is equal to the cost of serving non-signers (i.e., $c1 = c2$), the number of TIC travel parties is equal to the number of walk-in inquiries, and the operating costs are allocated to signers only based on linear proportionality. **Since the ROIs derived from this scenario are much higher than the respective ROIs derived from the low and high scenarios, this scenario is considered an implausible scenario based on the lack of adjustment for the differences between travel parties and walk-in inquiries and the cost differences in serving signers versus non-signers. It is shown here to illustrate the conservative assumptions used in the low and high scenarios.**

APPENDIX B
TRAVEL INFORMATION CENTER SUMMER SURVEY 1999
(TOTAL SAMPLE POPULATION)

1. When you stopped at the travel information Center in Minnesota, which part of your trip were you closest to? Check here if you were not on a trip where you spent at least one night away from home or traveled at least 50 miles away from home.

On a trip?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	78	3.0	100.0	100.0
Missing System	2538	97.0		
Total	2616	100.0		

Part of trip closest to

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Beginning	812	31.0	34.7	34.7
Middle	919	35.1	39.2	73.9
End	561	21.4	24.0	97.9
Other	50	1.9	2.1	100.0
Total	2342	89.5	100.0	
Missing System	274	10.5		
Total	2616	100.0		

2. Which one of the following best describes the length and timing of the trip?

Length and timing of trip

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Day trip	107	4.1	4.5	4.5
Weekend	266	10.2	11.2	15.7
Extended weekend	334	12.8	14.0	29.7
Midweek	325	12.4	13.6	43.3
Week or longer	1351	51.6	56.7	100.0
Total	2383	91.1	100.0	
Missing System	233	8.9		
Total	2616	100.0		

3. Why did you stop at the Minnesota Travel Information Center?

Attraction, recreation or event info

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	987	37.7	100.0	100.0
Missing System	1629	62.3		
Total	2616	100.0		

Lodging info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	450	17.2	100.0	100.0
Missing	System	2166	82.8		
Total		2616	100.0		

Restaurant info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	171	6.5	100.0	100.0
Missing	System	2445	93.5		
Total		2616	100.0		

Future vacation planning info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	647	24.7	100.0	100.0
Missing	System	1969	75.3		
Total		2616	100.0		

To get directions/map

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1739	66.5	100.0	100.0
Missing	System	877	33.5		
Total		2616	100.0		

To rest or use facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1702	65.1	100.0	100.0
Missing	System	914	34.9		
Total		2616	100.0		

Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	140	5.4	100.0	100.0
Missing	System	2476	94.6		
Total		2616	100.0		

4. How satisfied were you with the travel information services you received at the Minnesota Travel Information Center? (1 = Not satisfied, 10 = Very satisfied)

Satisfaction rating

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	.3	.5	.5
	2.00	1	.0	.1	.5
	3.00	4	.2	.2	.8
	4.00	5	.2	.3	1.0
	5.00	20	.8	1.2	2.2
	6.00	25	1.0	1.5	3.7
	7.00	81	3.1	4.7	8.4
	8.00	213	8.1	12.4	20.8
	9.00	250	9.6	14.6	35.4
	10.00	1110	42.4	64.6	100.0
	Total	1717	65.6	100.0	
Missing	System	899	34.4		
Total		2616	100.0		

5. What was your main destination?

State/province					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1119	42.8	42.8	42.8	
AK	24	.9	.9	43.7	
AL	2	.1	.1	43.8	
AZ	5	.2	.2	44.0	
CA	5	.2	.2	44.2	
CANADA	173	6.6	6.6	50.8	
CO	14	.5	.5	51.3	
FL	1	.0	.0	51.3	
IA	30	1.1	1.1	52.5	
ID	5	.2	.2	52.7	
IL	15	.6	.6	53.2	
IN	6	.2	.2	53.5	
KS	3	.1	.1	53.6	
KY	2	.1	.1	53.7	
MA	1	.0	.0	53.7	
MD	2	.1	.1	53.8	
ME	7	.3	.3	54.1	
MI	35	1.3	1.3	55.4	
MN	863	33.0	33.0	88.4	
MO	8	.3	.3	88.7	
MS	3	.1	.1	88.8	
MT	27	1.0	1.0	89.8	
NC	1	.0	.0	89.9	
ND	51	1.9	1.9	91.8	
NE	7	.3	.3	92.1	
NV	2	.1	.1	92.2	
NY	6	.2	.2	92.4	
OH	5	.2	.2	92.6	
OR	7	.3	.3	92.9	
PA	2	.1	.1	92.9	
RI	1	.0	.0	93.0	
SD	45	1.7	1.7	94.7	
TN	1	.0	.0	94.7	
TX	4	.2	.2	94.9	
US	1	.0	.0	94.9	
UT	2	.1	.1	95.0	
VA	3	.1	.1	95.1	
VT	2	.1	.1	95.2	
WA	25	1.0	1.0	96.1	
WI	75	2.9	2.9	99.0	
WY	26	1.0	1.0	100.0	
Total	2616	100.0	100.0		

No specific destination

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	184	7.0	100.0	100.0
Missing System	2432	93.0		
Total	2616	100.0		

6. What was the primary purpose of this trip?

Visiting friends/relatives

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	751	28.7	100.0	100.0
Missing System	1865	71.3		
Total	2616	100.0		

Outdoor recreation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	536	20.5	100.0	100.0
Missing System	2080	79.5		
Total	2616	100.0		

Entertainment/shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	270	10.3	100.0	100.0
Missing System	2346	89.7		
Total	2616	100.0		

Personal

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	133	5.1	100.0	100.0
Missing System	2483	94.9		
Total	2616	100.0		

Business/convention/seminar

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	106	4.1	100.0	100.0
Missing System	2510	95.9		
Total	2616	100.0		

Combined business/pleasure

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	138	5.3	100.0	100.0
Missing System	2478	94.7		
Total	2616	100.0		

Touring/sightseeing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	1155	44.2	100.0	100.0
Missing System	1461	55.8		
Total	2616	100.0		

7. On this trip, how important was viewing wildlife in Minnesota? (1 = Not at all, 5 = Very important).

Importance of viewing wildlife in MN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	588	22.5	24.6	24.6
2.00	397	15.2	16.6	41.2
3.00	676	25.8	28.3	69.5
4.00	349	13.3	14.6	84.1
5.00	380	14.5	15.9	100.0
6.00	1	.0	.0	100.0
Total	2391	91.4	100.0	
Missing System	225	8.6		
Total	2616	100.0		

8. Have you ever taken a trip in Minnesota for which viewing wildlife was one of the primary purposes? (1 = Not at all; 5 = Very important)

Viewing wildlife as primary trip purpose

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	440	16.8	18.4	18.4
	2.00	1952	74.6	81.5	99.9
	5.00	2	.1	.1	100.0
	Total	2394	91.5	100.0	
Missing	System	222	8.5		
Total		2616	100.0		

9. How many total nights did you spend away from home on your trip?

Total nights spent away from home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	51	2.1	2.1	2.1
	1 to 7	1136	46.3	46.3	48.4
	8 to 14	568	23.2	23.2	71.5
	15 to 21	285	11.6	11.6	83.2
	22 to 28	117	4.8	4.8	87.9
	29 to 35	85	3.5	3.5	91.4
	36 & greater	211	8.6	8.6	100.0
	Total	2453	100.0	100.0	

Total nights spent in Minnesota

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	266	10.8	11.3	11.3
	1 to 7	1779	72.5	75.8	87.2
	8 to 14	220	9.0	9.4	96.5
	15 to 21	47	1.9	2.0	98.6
	22 to 28	9	.4	.4	98.9
	29 to 35	7	.3	.3	99.2
	36 & greater	18	.7	.8	100.0
	Total	2346	95.6	100.0	
Missing	System	107	4.4		
Total		2453	100.0		

Statistics

		Total nights spent away from home	Total nights spent in Minnesota
N	Valid	2453	2346
	Missing	0	107
Mean		14.7171	4.3448
Median		8.0000	3.0000
Std. Deviation		21.2933	9.7436
Minimum		.00	.00
Maximum		203.00	358.00

10. How many nights were spent in Minnesota on this trip in:
Paid accommodations?
Unpaid accommodations?

Paid accommodations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	251	9.6	13.5	13.5
	1.00	440	16.8	23.6	37.1
	2.00	391	14.9	21.0	58.1
	3.00	236	9.0	12.7	70.7
	4.00	135	5.2	7.2	78.0
	5.00	100	3.8	5.4	83.4
	6.00	81	3.1	4.3	87.7
	7.00	83	3.2	4.5	92.2
	8.00	34	1.3	1.8	94.0
	9.00	14	.5	.8	94.7
	10.00	28	1.1	1.5	96.2
	11.00	8	.3	.4	96.7
	12.00	4	.2	.2	96.9
	13.00	7	.3	.4	97.3
	14.00	15	.6	.8	98.1
	15.00	9	.3	.5	98.6
	16.00	3	.1	.2	98.7
	18.00	1	.0	.1	98.8
	19.00	1	.0	.1	98.8
	20.00	3	.1	.2	99.0
	21.00	2	.1	.1	99.1
	22.00	1	.0	.1	99.1
	26.00	1	.0	.1	99.2
	29.00	1	.0	.1	99.2
	30.00	2	.1	.1	99.4
	32.00	1	.0	.1	99.4
	35.00	2	.1	.1	99.5
	37.00	1	.0	.1	99.6
	38.00	1	.0	.1	99.6
	40.00	1	.0	.1	99.7
	56.00	1	.0	.1	99.7
	60.00	2	.1	.1	99.8
	70.00	1	.0	.1	99.9
	90.00	2	.1	.1	100.0
Total		1863	71.2	100.0	
Missing	System	753	28.8		
Total		2616	100.0		

Unpaid accommodations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	287	11.0	30.4	30.4
	1.00	142	5.4	15.0	45.4
	2.00	119	4.5	12.6	58.1
	3.00	80	3.1	8.5	66.5
	4.00	67	2.6	7.1	73.6
	5.00	63	2.4	6.7	80.3
	6.00	33	1.3	3.5	83.8
	7.00	33	1.3	3.5	87.3
	8.00	20	.8	2.1	89.4
	9.00	19	.7	2.0	91.4
	10.00	16	.6	1.7	93.1
	11.00	11	.4	1.2	94.3
	12.00	5	.2	.5	94.8
	13.00	4	.2	.4	95.2
	14.00	13	.5	1.4	96.6
	15.00	1	.0	.1	96.7
	16.00	6	.2	.6	97.4
	17.00	3	.1	.3	97.7
	18.00	2	.1	.2	97.9
	19.00	1	.0	.1	98.0
	20.00	5	.2	.5	98.5
	21.00	1	.0	.1	98.6
	22.00	1	.0	.1	98.7
	24.00	1	.0	.1	98.8
	30.00	2	.1	.2	99.0
	35.00	1	.0	.1	99.2
	40.00	2	.1	.2	99.4
	48.00	1	.0	.1	99.5
	50.00	1	.0	.1	99.6
	53.00	1	.0	.1	99.7
	54.00	1	.0	.1	99.8
	60.00	1	.0	.1	99.9
	358.00	1	.0	.1	100.0
Total		944	36.1	100.0	
Missing	System	1672	63.9		
Total		2616	100.0		

11. How much flexibility did you have to change the length of this trip at the time when you stopped at the Minnesota Travel Information Center?

Flexibility to change trip length

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	761	29.1	31.3	31.3
	2.00	390	14.9	16.1	47.4
	3.00	446	17.0	18.4	65.7
	4.00	335	12.8	13.8	79.5
	5.00	497	19.0	20.5	100.0
Total		2429	92.9	100.0	
Missing	System	187	7.1		
Total		2616	100.0		

12. Counting yourself, how many people were in your travel party? Of these people, how many were under 12 years old?

Party size				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	.2	.2	.2
	1.00	188	7.2	7.8
	2.00	1404	53.7	64.1
	3.00	283	10.8	75.5
	4.00	338	12.9	89.0
	5.00	127	4.9	94.1
	6.00	68	2.6	96.8
	7.00	21	.8	97.7
	8.00	11	.4	98.1
	9.00	3	.1	98.2
	10.00	3	.1	98.4
	11.00	8	.3	98.7
	12.00	3	.1	98.8
	13.00	3	.1	98.9
	14.00	4	.2	99.1
	15.00	3	.1	99.2
	16.00	4	.2	99.4
	17.00	1	.0	99.4
	19.00	1	.0	99.4
	20.00	2	.1	99.5
	23.00	1	.0	99.6
	25.00	1	.0	99.6
	26.00	2	.1	99.7
	30.00	1	.0	99.7
	31.00	2	.1	99.8
	36.00	1	.0	99.8
	45.00	1	.0	99.9
	47.00	1	.0	99.9
	48.00	1	.0	100.0
	54.00	1	.0	100.0
Total	2493	95.3	100.0	
Missing	System	123	4.7	
Total	2616	100.0		

Persons under 12				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	1757	67.2	79.9
	1.00	207	7.9	89.3
	2.00	157	6.0	96.4
	3.00	47	1.8	98.5
	4.00	10	.4	99.0
	5.00	12	.5	99.5
	6.00	3	.1	99.7
	7.00	2	.1	99.8
	8.00	2	.1	99.9
	14.00	1	.0	99.9
	25.00	1	.0	100.0
	38.00	1	.0	100.0
Total	2200	84.1	100.0	
Missing	System	416	15.9	
Total	2616	100.0		

Statistics			
		Party size	Persons under 12
N	Valid	2493	2200
	Missing	123	416
Mean		2.9515	.4032
Median		2.0000	.0000
Std. Deviation		2.9617	1.3418
Minimum		.00	.00
Maximum		54.00	38.00

13. Please estimate your total travel party expenditures in Minnesota and the amount, if any, of your total that you spent as a result of information obtained at the Minnesota Travel Information Center (Note: The amount in second column should also be included in the first column).

Legend: TOTEXP = total travel party expenditures in Minnesota on that trip; TOTAEXP = amount resulting from information received.

Statistics			
		TOTEXP	TOTAEXP
N	Valid	2159	848
	Missing	457	1768
Mean		441.2902	134.5142
Median		245.0000	64.0000
Std. Deviation		664.0990	214.0096
Minimum		.00	.00
Maximum		10552.00	2800.00

- 13a. How much additional time did you spend in Minnesota as a result of information obtained at the Minnesota Travel Information Center?

No additional time spent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	1798	68.7	100.0	100.0
Missing	System	818	31.3		
Total		2616	100.0		

Number of extra hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	2	.1	.8	.8
	1.00	17	.6	7.2	8.0
	2.00	34	1.3	14.3	22.4
	2.50	1	.0	.4	22.8
	3.00	36	1.4	15.2	38.0
	4.00	31	1.2	13.1	51.1
	5.00	22	.8	9.3	60.3
	6.00	25	1.0	10.5	70.9
	7.00	1	.0	.4	71.3
	8.00	22	.8	9.3	80.6
	9.00	1	.0	.4	81.0
	10.00	10	.4	4.2	85.2
	12.00	18	.7	7.6	92.8
	14.00	1	.0	.4	93.2
	15.00	4	.2	1.7	94.9
	24.00	11	.4	4.6	99.6
	36.00	1	.0	.4	100.0
	Total	237	9.1	100.0	
Missing	System	2379	90.9		
Total		2616	100.0		

Number of extra nights

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	3	.1	1.0	1.0
	1.00	163	6.2	53.4	54.4
	2.00	78	3.0	25.6	80.0
	3.00	23	.9	7.5	87.5
	4.00	16	.6	5.2	92.8
	5.00	8	.3	2.6	95.4
	6.00	4	.2	1.3	96.7
	7.00	4	.2	1.3	98.0
	8.00	1	.0	.3	98.4
	10.00	2	.1	.7	99.0
	14.00	2	.1	.7	99.7
	15.00	1	.0	.3	100.0
	Total	305	11.7	100.0	
Missing	System	2311	88.3		
Total		2616	100.0		

14. Have you been to this Travel Information Center before?

Visited TIC before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	902	34.5	36.6	36.6
	No	1564	59.8	63.4	100.0
	Total	2466	94.3	100.0	
Missing	System	150	5.7		
Total		2616	100.0		

If yes, how many times in the last two years?

How many times?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	84	3.2	10.1	10.1
	1.00	228	8.7	27.5	37.6
	2.00	257	9.8	31.0	68.6
	3.00	90	3.4	10.8	79.4
	4.00	72	2.8	8.7	88.1
	5.00	24	.9	2.9	91.0
	6.00	25	1.0	3.0	94.0
	8.00	17	.6	2.0	96.0
	10.00	19	.7	2.3	98.3
	11.00	1	.0	.1	98.4
	12.00	3	.1	.4	98.8
	15.00	1	.0	.1	98.9
	16.00	2	.1	.2	99.2
	20.00	3	.1	.4	99.5
	24.00	1	.0	.1	99.6
	25.00	1	.0	.1	99.8
	33.00	1	.0	.1	99.9
	600.00	1	.0	.1	100.0
	Total	830	31.7	100.0	
Missing	System	1786	68.3		
Total		2616	100.0		

15. Did you receive Explore Minnesota information before you left home? If yes, did you receive the information by:

Received Explore MN info?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	609	23.3	24.9	24.9
	No	1836	70.2	75.1	100.0
	Total	2445	93.5	100.0	
Missing	System	171	6.5		
Total		2616	100.0		

By mail

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	348	13.3	100.0	100.0
Missing	System	2268	86.7		
Total		2616	100.0		

By phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	53	2.0	100.0	100.0
Missing	System	2563	98.0		
Total		2616	100.0		

By fax

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	17	.6	100.0	100.0
Missing	System	2599	99.4		
Total		2616	100.0		

Using the internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	95	3.6	100.0	100.0
Missing	System	2521	96.4		
Total		2616	100.0		

In person at a TIC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	310	11.9	100.0	100.0
Missing	System	2306	88.1		
Total		2616	100.0		

Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	61	2.3	100.0	100.0
Missing	System	2555	97.7		
Total		2616	100.0		

APPENDIX C
TRAVEL INFORMATION CENTER SUMMER SURVEY 1999
(SUB-POPULATION INFLUENCED BY TIC SERVICE)

1. When you stopped at the travel information Center in Minnesota, which part of your trip were you closest to? Check here if you were not on a trip where you spent at least one night away from home or traveled at least 50 miles away from home.

On a trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	.1	100.0	100.0
Missing	System	847	99.9		
Total		848	100.0		

Part of trip closest to

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beginning	305	36.0	37.8	37.8
	Middle	312	36.8	38.7	76.5
	End	172	20.3	21.3	97.8
	Other	18	2.1	2.2	100.0
	Total	807	95.2	100.0	
Missing	System	41	4.8		
Total		848	100.0		

2. Which one of the following best describes the length and timing of the trip?

Length and timing of trip

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Day trip	29	3.4	3.7	3.7
	Weekend	79	9.3	10.0	13.6
	Extended weekend	112	13.2	14.1	27.8
	Midweek	118	13.9	14.9	42.7
	Week or longer	454	53.5	57.3	100.0
	Total	792	93.4	100.0	
Missing	System	56	6.6		
Total		848	100.0		

3. Why did you stop at the Minnesota Travel Information Center?

Attraction, recreation or event info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	440	51.9	100.0	100.0
Missing	System	408	48.1		
Total		848	100.0		

Lodging info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	224	26.4	100.0	100.0
Missing	System	624	73.6		
Total		848	100.0		

Restaurant info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	94	11.1	100.0	100.0
Missing	System	754	88.9		
Total		848	100.0		

Future vacation planning info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	264	31.1	100.0	100.0
Missing	System	584	68.9		
Total		848	100.0		

To get directions/map

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	613	72.3	100.0	100.0
Missing	System	235	27.7		
Total		848	100.0		

To rest or use facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	541	63.8	100.0	100.0
Missing	System	307	36.2		
Total		848	100.0		

Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	45	5.3	100.0	100.0
Missing	System	803	94.7		
Total		848	100.0		

4. How satisfied were you with the travel information services you received at the Minnesota Travel Information Center? (1 = Not satisfied, 10 = Very satisfied)

Satisfaction rating

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.2	.4	.4
	5.00	3	.4	.6	.9
	6.00	9	1.1	1.7	2.7
	7.00	14	1.7	2.7	5.3
	8.00	61	7.2	11.6	16.9
	9.00	84	9.9	15.9	32.8
	10.00	355	41.9	67.2	100.0
	Total	528	62.3	100.0	
Missing	System	320	37.7		
Total		848	100.0		

5. What was your main destination?

State/province				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	395	46.6	46.6	46.6
AK	10	1.2	1.2	47.8
AZ	2	.2	.2	48.0
CA	1	.1	.1	48.1
CANADA	58	6.8	6.8	55.0
CO	2	.2	.2	55.2
IA	4	.5	.5	55.7
ID	2	.2	.2	55.9
IL	4	.5	.5	56.4
IN	3	.4	.4	56.7
KS	1	.1	.1	56.8
ME	2	.2	.2	57.1
MI	10	1.2	1.2	58.3
MN	283	33.4	33.4	91.6
MO	3	.4	.4	92.0
MT	4	.5	.5	92.5
ND	15	1.8	1.8	94.2
NE	1	.1	.1	94.3
NV	1	.1	.1	94.5
NY	1	.1	.1	94.6
OH	2	.2	.2	94.8
OR	1	.1	.1	94.9
SD	8	.9	.9	95.9
VT	2	.2	.2	96.1
WA	4	.5	.5	96.6
WI	20	2.4	2.4	98.9
WY	9	1.1	1.1	100.0
Total	848	100.0	100.0	

No specific destination

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	62	7.3	100.0	100.0
Missing System	786	92.7		
Total	848	100.0		

6. What was the primary purpose of this trip?

Visiting friends/relatives

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	204	24.1	100.0	100.0
Missing System	644	75.9		
Total	848	100.0		

Outdoor recreation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	206	24.3	100.0	100.0
Missing System	642	75.7		
Total	848	100.0		

Entertainment/shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	115	13.6	100.0	100.0
Missing System	733	86.4		
Total	848	100.0		

Personal

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	39	4.6	100.0	100.0
Missing System	809	95.4		
Total	848	100.0		

Business/convention/seminar

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	41	4.8	100.0	100.0
Missing System	807	95.2		
Total	848	100.0		

Combined business/pleasure

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	49	5.8	100.0	100.0
Missing System	799	94.2		
Total	848	100.0		

Touring/sightseeing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	435	51.3	100.0	100.0
Missing System	413	48.7		
Total	848	100.0		

7. On this trip, how important was viewing wildlife in Minnesota? (1 = Not at all, 5 = Very important).

Importance of viewing wildlife in MN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	155	18.3	19.4	19.4
2.00	125	14.7	15.6	35.0
3.00	248	29.2	31.0	65.9
4.00	138	16.3	17.2	83.1
5.00	135	15.9	16.9	100.0
Total	801	94.5	100.0	
Missing System	47	5.5		
Total	848	100.0		

8. Have you ever taken a trip in Minnesota for which viewing wildlife was one of the primary purposes? (1 = Yes; 2 = No)

Viewing wildlife as primary trip purpose

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	156	18.4	19.5	19.5
	2.00	642	75.7	80.5	100.0
	Total	798	94.1	100.0	
Missing	System	50	5.9		
Total		848	100.0		

9. How many total nights did you spend away from home on your trip?

Total nights spent away from home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	13	1.5	1.6	1.6
	1-7	383	45.2	46.1	47.7
	8-14	196	23.1	23.6	71.2
	15-21	100	11.8	12.0	83.3
	22-28	37	4.4	4.5	87.7
	29-35	29	3.4	3.5	91.2
	36 & greater	73	8.6	8.8	100.0
	Total	831	98.0	100.0	
Missing	System	17	2.0		
Total		848	100.0		

Total nights spent in Minnesota

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	55	6.5	6.8	6.8
	1-7	647	76.3	79.7	86.5
	8-14	85	10.0	10.5	96.9
	15-21	14	1.7	1.7	98.6
	22-28	5	.6	.6	99.3
	29-35	3	.4	.4	99.6
	36 & greater	3	.4	.4	100.0
	Total	812	95.8	100.0	
Missing	System	36	4.2		
Total		848	100.0		

Statistics

		Total nights spent away from home	Total nights spent in Minnesota
N	Valid	831	812
	Missing	17	36
Mean		14.9446	4.2833
Median		8.0000	3.0000
Std. Deviation		22.2483	5.4089
Minimum		.00	.00
Maximum		203.00	70.00

10. How many nights were spent in Minnesota on this trip in:
 Paid accommodations?
 Unpaid accommodations?

Paid accommodations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	77	9.1	11.4	11.4
	1.00	154	18.2	22.8	34.2
	2.00	145	17.1	21.5	55.7
	3.00	97	11.4	14.4	70.1
	4.00	57	6.7	8.4	78.5
	5.00	34	4.0	5.0	83.6
	6.00	31	3.7	4.6	88.1
	7.00	29	3.4	4.3	92.4
	8.00	12	1.4	1.8	94.2
	9.00	3	.4	.4	94.7
	10.00	11	1.3	1.6	96.3
	11.00	2	.2	.3	96.6
	12.00	1	.1	.1	96.7
	13.00	3	.4	.4	97.2
	14.00	8	.9	1.2	98.4
	15.00	3	.4	.4	98.8
	16.00	2	.2	.3	99.1
	19.00	1	.1	.1	99.3
	22.00	1	.1	.1	99.4
	30.00	1	.1	.1	99.6
	35.00	1	.1	.1	99.7
	56.00	1	.1	.1	99.9
	70.00	1	.1	.1	100.0
Total		675	79.6	100.0	
Missing	System	173	20.4		
Total		848	100.0		

Unpaid accommodations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	122	14.4	34.1	34.1
	1.00	51	6.0	14.2	48.3
	2.00	41	4.8	11.5	59.8
	3.00	33	3.9	9.2	69.0
	4.00	28	3.3	7.8	76.8
	5.00	22	2.6	6.1	83.0
	6.00	13	1.5	3.6	86.6
	7.00	14	1.7	3.9	90.5
	8.00	3	.4	.8	91.3
	9.00	6	.7	1.7	93.0
	10.00	5	.6	1.4	94.4
	11.00	4	.5	1.1	95.5
	12.00	1	.1	.3	95.8
	13.00	1	.1	.3	96.1
	14.00	5	.6	1.4	97.5
	15.00	1	.1	.3	97.8
	16.00	3	.4	.8	98.6
	19.00	1	.1	.3	98.9
	22.00	1	.1	.3	99.2
	24.00	1	.1	.3	99.4
	35.00	1	.1	.3	99.7
	60.00	1	.1	.3	100.0
Total		358	42.2	100.0	
Missing	System	490	57.8		
Total		848	100.0		

11. How much flexibility did you have to change the length of this trip at the time when you stopped at the Minnesota Travel Information Center?

Flexibility to change trip length

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	241	28.4	29.0	29.0
	2.00	137	16.2	16.5	45.5
	3.00	142	16.7	17.1	62.6
	4.00	131	15.4	15.8	78.3
	5.00	180	21.2	21.7	100.0
Total		831	98.0	100.0	
Missing	System	17	2.0		
Total		848	100.0		

12. Counting yourself, how many people were in your travel party? Of these people, how many were under 12 years old?

Party size

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	61	7.2	7.2	7.2
2.00	468	55.2	55.6	62.8
3.00	100	11.8	11.9	74.7
4.00	118	13.9	14.0	88.7
5.00	46	5.4	5.5	94.2
6.00	25	2.9	3.0	97.1
7.00	6	.7	.7	97.9
8.00	5	.6	.6	98.5
10.00	2	.2	.2	98.7
11.00	1	.1	.1	98.8
12.00	1	.1	.1	98.9
13.00	1	.1	.1	99.0
14.00	2	.2	.2	99.3
16.00	3	.4	.4	99.6
20.00	1	.1	.1	99.8
47.00	1	.1	.1	99.9
48.00	1	.1	.1	100.0
Total	842	99.3	100.0	
Missing System	6	.7		
Total	848	100.0		

Persons under 12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	605	71.3	78.7	78.7
1.00	75	8.8	9.8	88.4
2.00	64	7.5	8.3	96.7
3.00	16	1.9	2.1	98.8
4.00	2	.2	.3	99.1
5.00	2	.2	.3	99.3
6.00	2	.2	.3	99.6
8.00	1	.1	.1	99.7
14.00	1	.1	.1	99.9
25.00	1	.1	.1	100.0
Total	769	90.7	100.0	
Missing System	79	9.3		
Total	848	100.0		

Statistics

	Party size	Persons under 12
N Valid	842	769
Missing	6	79
Mean	2.9430	.4265
Median	2.0000	.0000
Std. Deviation	2.8434	1.3376
Minimum	1.00	.00
Maximum	48.00	25.00

13. Please estimate your total travel party expenditures in Minnesota and the amount, if any, of your total that you spent as a result of information obtained at the Minnesota Travel Information Center (Note: The amount in second column should also be included in the first column).

Legend: TOTEXP = total travel party expenditures in Minnesota on that trip; TOTAEXP = amount resulting from information received.

Statistics

	TOTEXP	TOTAEXP
N Valid	841	848
Missing	7	0
Mean	484.2117	134.5142
Median	280.0000	64.0000
Std. Deviation	662.9304	214.0096
Minimum	.00	.00
Maximum	10552.00	2800.00

- 13a. How much additional time did you spend in Minnesota as a result of information obtained at the Minnesota Travel Information Center?

No additional time spent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	523	61.7	100.0	100.0
Missing	System	325	38.3		
Total		848	100.0		

Number of extra hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	1	.1	.9	.9
	1.00	5	.6	4.4	5.3
	2.00	10	1.2	8.8	14.2
	2.50	1	.1	.9	15.0
	3.00	15	1.8	13.3	28.3
	4.00	17	2.0	15.0	43.4
	5.00	11	1.3	9.7	53.1
	6.00	13	1.5	11.5	64.6
	7.00	1	.1	.9	65.5
	8.00	12	1.4	10.6	76.1
	10.00	7	.8	6.2	82.3
	12.00	10	1.2	8.8	91.2
	14.00	1	.1	.9	92.0
	15.00	3	.4	2.7	94.7
	24.00	5	.6	4.4	99.1
	36.00	1	.1	.9	100.0
	Total	113	13.3	100.0	
Missing	System	735	86.7		
Total		848	100.0		

Number of extra nights

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	1	.1	.6	.6
	1.00	102	12.0	59.3	59.9
	2.00	39	4.6	22.7	82.6
	3.00	10	1.2	5.8	88.4
	4.00	10	1.2	5.8	94.2
	5.00	4	.5	2.3	96.5
	6.00	2	.2	1.2	97.7
	7.00	1	.1	.6	98.3
	8.00	1	.1	.6	98.8
	14.00	1	.1	.6	99.4
	15.00	1	.1	.6	100.0
	Total	172	20.3	100.0	
Missing	System	676	79.7		
Total		848	100.0		

14. Have you been to this Travel Information Center before?

Visited TIC before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	269	31.7	33.7	33.7
	No	530	62.5	66.3	100.0
	Total	799	94.2	100.0	
Missing	System	49	5.8		
Total		848	100.0		

If yes, how many times in the last two years?

How many times?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	36	4.2	13.8	13.8
	1.00	70	8.3	26.8	40.6
	2.00	81	9.6	31.0	71.6
	3.00	25	2.9	9.6	81.2
	4.00	18	2.1	6.9	88.1
	5.00	10	1.2	3.8	92.0
	6.00	4	.5	1.5	93.5
	8.00	3	.4	1.1	94.6
	10.00	9	1.1	3.4	98.1
	15.00	1	.1	.4	98.5
	20.00	1	.1	.4	98.9
	24.00	1	.1	.4	99.2
	33.00	1	.1	.4	99.6
	600.00	1	.1	.4	100.0
	Total	261	30.8	100.0	
Missing	System	587	69.2		
Total		848	100.0		

15. Did you receive Explore Minnesota information before you left home? If yes, did you receive the information by:

Received Explore MN info?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	211	24.9	26.7	26.7
	No	580	68.4	73.3	100.0
	Total	791	93.3	100.0	
Missing	System	57	6.7		
Total		848	100.0		

By mail

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	125	14.7	100.0	100.0
Missing	System	723	85.3		
Total		848	100.0		

By phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	22	2.6	100.0	100.0
Missing	System	826	97.4		
Total		848	100.0		

By fax

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.4	100.0	100.0
Missing	System	845	99.6		
Total		848	100.0		

Using the internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	45	5.3	100.0	100.0
Missing	System	803	94.7		
Total		848	100.0		

In person at a TIC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	104	12.3	100.0	100.0
Missing	System	744	87.7		
Total		848	100.0		


Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	23	2.7	100.0	100.0
Missing	System	825	97.3		
Total		848	100.0		

Travel Information Center Survey

recently stopped at a Minnesota Travel Information Center. Please take a few minutes to answer some questions at your travel and activities associated with that stop.

1. When you stopped at the Travel Information Center in Minnesota which part of your trip were you closest to?

Check here ☐ if you were not on a trip where you spent at least one night away from home or traveled at least 50 miles away from home, and then skip to question 14 .

☐ Beginning ☐ Middle ☐ End ☐ Other _____

2. Which one of the following best describes the length and timing of this trip? (Check only one)

- ☐ Day trip ☐ Midweek
☐ Weekend (1 to 2 nights) ☐ Week or longer
☐ Extended Weekend (more than 2 nights)



3. Why did you stop at the Minnesota Travel Information Center? (Check all that apply)

- ☐ Attraction, recreation or event information ☐ Future vacation planning information
☐ Lodging information ☐ To get directions and/or a map
☐ Restaurant information ☐ To rest or use facilities
☐ Other _____

4. How satisfied were you with the travel information services you received at the Minnesota Travel Information Center?



Not Satisfied

1 2 3 4 5 6 7 8 9 10

Very Satisfied



5. What was your main destination? _____

State/province

Closest city/town

☐ No specific destination

6. What was the primary purpose of this trip? (Check no more than two)

- ☐ Visiting Friends & Relatives ☐ Business/Convention/Seminar
☐ Outdoor recreation ☐ Combined Business & Pleasure
☐ Entertainment/Shopping ☐ Touring/Sightseeing
☐ Personal ☐ Other _____



7. On this trip, how important was viewing wildlife in Minnesota? (Circle a number)

Not at all

Very important

1 2 3 4 5

8. Have you ever taken a trip in Minnesota for which viewing wildlife was one of the primary purposes?

☐ Yes

☐ No

Please Continue on Backside

9. How many total nights did you spend away from home on your trip?



9a. Of these nights, how many did you spend in Minnesota?

11. How much flexibility did you have to change the length of this trip at the time when you stopped at the Minnesota Travel Information Center?

Not at all flexible

1

2

3

Very flexible

4

5

10. How many nights were spent in Minnesota on this trip in:

Paid accommodations _____

Unpaid accommodations _____

12. Counting yourself, how many people were in your travel party? _____

Of these people, how many were under 12 years old?

13. Please estimate your total travel party expenditures in Minnesota and the amount, if any, of your total that you spent as a result of information obtained at the Minnesota Travel Information Center (Note: The amount in second column should also be included in the first column):

Total travel party expenditures in MN on that trip:

Amount resulting from information received:

Transportation

\$ _____ ☐ \$0

\$ _____ ☐ \$0

☐ Check if amounts are in Canadian

Lodging

\$ _____ ☐ \$0

\$ _____ ☐ \$0

dollars

Food & beverages

\$ _____ ☐ \$0

\$ _____ ☐ \$0

Entertainment/recreation

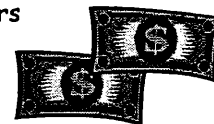
\$ _____ ☐ \$0

\$ _____ ☐ \$0

Other

\$ _____ ☐ \$0

\$ _____ ☐ \$0



13a. How much additional time did you spend in Minnesota as a result of information obtained at the Minnesota Travel Information Center?

☐ None

Number of extra hours _____ -OR- Number of extra nights _____

14. Have you been to this Travel Information Center before?

☐ Yes

☐ No.

If yes, how many times in the last two years? _____

15. Did you receive Explore Minnesota information before you left home?

☐ Yes

☐ No

If yes, did you receive the information ☐ by mail

☐ by fax

☐ in person at a Minnesota Travel Information Center

☐ by phone

☐ using the internet

☐ other _____

We hope you enjoyed your travel in Minnesota and hope to see you again soon!



THANK YOU

THANK YOU

THANK YOU

THANK YOU

PART II

INDIVIDUAL MINNESOTA TIC RESULTS

Executive Summary

Direct Travel Expenditures by TIC

- The estimated additional direct travel expenditures attributed to guest registrants influenced by TIC service are shown in the table below:

Additional Direct Travel Expenditures by TIC (Summer 1999) Attributed to Guest Registrants Influenced by TIC Service						
Minnesota TIC	Sample Size N*	% Total Sample Size	n**	% Total w/ Additional Expenditure	Mean Additional Expenditures	Total Add'l Direct Expenditures
Moorhead	468	17.9%	150	32.1%	\$111.07	\$501,286
St. Croix	247	9.4%	93	37.7%	\$155.56	\$435,274
Fisher's Landing	396	15.1%	124	31.3%	\$113.83	\$424,683
International Falls	171	6.5%	65	38.0%	\$181.38	\$354,730
Albert Lea	216	8.3%	73	33.8%	\$159.67	\$350,698
Grand Portage	153	5.8%	67	43.8%	\$138.42	\$279,030
Thompson Hill	183	7.0%	76	41.5%	\$120.47	\$275,480
Anchor Lake	113	4.3%	33	29.2%	\$220.48	\$218,916
Dresbach	123	4.7%	42	34.1%	\$152.52	\$192,740
Beaver Creek	258	9.9%	64	24.8%	\$97.48	\$187,715
St. Cloud	114	4.4%	26	22.8%	\$170.19	\$133,137
Worthington	174	6.7%	35	20.1%	\$75.31	\$79,310
Total Guest Registrants	2616	100 %	848	32.4%	\$134.55	\$3,433,000

*N = sample size of total population of guest book signers (includes missing values).

**n = sample size of sub-population influenced by TIC service.

Note: Total direct expenditures = (%N)*(% total with additional expenditures)*(mean additional expenditures)*(76,010). This product is adjusted such that the total additional direct expenditures is equal to \$3.433 million, the value obtained from the statewide analysis.

It is important to note that the total additional direct expenditures are extrapolated to the total population of guest registrants (N = 76,010) and reflect the total additional direct expenditures attributed to the influence of TIC service. The estimated total additional direct travel expenditures for each TIC varies directly as the proportion of guest registrants for that TIC.

- The above table shows estimated total additional direct expenditures by TIC ranked from

high to low. The top three TICs are: Moorhead (\$0.501 million), St. Croix (\$0.435 million) and Fisher's Landing (\$0.425 million). The magnitude of total direct expenditures ranges from \$0.501 million to \$0.079 million; the system total is \$3.433 million.

- The **percent of total guest registrants who had additional travel expenditures attributed to the influence of TIC service** ranged from 20.1% (Worthington) to 43.8% (Grand Portage). On a statewide level, this value is 34.9% (extrapolated to 100% response rate).
- In terms of **mean additional expenditures**, this value varied from \$75.31 (Worthington) per party per trip to \$220.48 per party per trip (Anchor Lake).
- The **total direct travel expenditures** are also calculated and the results are ranked from high to low for each TIC in the table below. Note that the **total additional direct travel expenditures** (\$3.433 million) attributed to guest registrants influenced by TIC service is part of the total direct expenditures (\$33.554 million).

Direct Travel Expenditures (Summer 1999) Attributed to Guest Registrants Visiting a TIC		
Minnesota TIC	Mean Travel Expenditure	Total Direct Expenditures* (Million dollars)
Moorhead	\$446.30	\$6.069
Albert Lea	\$569.98	\$3.577
St. Croix	\$453.75	\$3.256
Fisher's Landing	\$274.95	\$3.164
Thompson Hill	\$542.18	\$2.883
International Falls	\$580.14	\$2.882
St. Cloud	\$701.51	\$2.324
Worthington	\$406.95	\$2.057
Anchor Lake	\$616.01	\$2.023
Grand Portage	\$447.25	\$1.988
Beaver Creek	\$247.81	\$1.858
Dresbach	\$399.62	\$1.428
Total Guest Registrants	\$441.45	\$33.554

*For each TIC, this is the product of three terms: the % total sample size, the mean travel expenditures of guest registrants visiting a TIC, and the total population (76,010).

Source: 1999 TIC Summer Survey

- It is interesting to compare the distribution of total direct expenditures with the

distribution of walk-in inquiries during the same period. Moorhead (14.0%) and St. Croix (13.9%) are among the top TICs with respect to walk-in inquiries and these results are consistent with the estimated total direct expenditures. See the table below. However, the percentage of guest registrants who had additional travel expenditures and the mean additional travel expenditures are factors that are not taken into account in this comparison.

Distribution of Walk-in Inquiries by TIC, Summer 1999 (%Total)											
ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR
15.4%	6.3%	9.3%	9.6%	8.2%	3.2%	3.0%	14.0%	2.1%	13.9%	11.2%	3.7%

Source: MOT, 1999 walk-in inquiry indicator data for June, July and August 1999.

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fisher's Landing, GPB=Grand Portage, INT=International Falls, MOO=Moorhead, SCL=St. Cloud, SCR=St. Croix, THO=Thompson Hill, WOR=Worthington.

More Comparison Among TICs. To avoid confusion, the term "signers" in the summary below is used to mean "walk-in inquirers who signed the guest register".

- On a system-wide basis, signers tended to stop at the TICs during the middle (39.2%) of their trip. Signers tended to stop at the following TICs during the beginning of their trip: Albert Lea, Moorhead, Thompson Hill and Worthington. Signers tended to stop at the Beaver Creek TIC during the end of their trip. See Appendix D (Question 1).
- About 57% of all signers to the TICs indicated "Week or longer" to describe the length and timing of their trip. On an individual TIC basis, this percentage varied from 34.6% (Worthington) to 72.9% (Fisher's Landing). See Appendix D (Question 2).
- Reasons for stopping at the Minnesota Travel Information Center. The results for all the TICs are summarized in the table below. The same results are shown in Appendix D which provides only the valid counts; missing values were excluded. The ratio of valid counts to the total for each TIC yields the "% Total" for each TIC by reason for stopping.

Reasons for Stopping at the Minnesota TICs (Summer 1999)													
TIC	ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	TOTAL
Attraction, recreation or event information	77	46	72	43	150	80	90	151	32	101	101	44	987
	35.6%	40.7%	27.9%	35.0%	37.9%	52.3%	52.6%	32.3%	28.1%	40.9%	55.2%	25.3%	37.7%
Lodging information	27	22	39	21	89	36	35	68	11	40	45	17	450
	12.5%	19.5%	15.1%	17.1%	22.5%	23.5%	20.5%	14.5%	9.6%	16.2%	24.6%	9.8%	17.2%
TIC	ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	TOTAL
Restaurant information	8	11	15	12	32	12	13	18	7	19	15	9	171
	3.7%	9.7%	5.8%	9.8%	8.1%	7.8%	7.6%	3.8%	6.1%	7.7%	8.2%	5.2%	6.5%

Future vac. planning information	56	32	68	37	85	40	51	94	28	54	61	41	647
	25.9%	28.3%	26.4%	30.1%	21.5%	26.1%	29.8%	20.1%	24.6%	21.9%	33.3%	23.6%	24.7%
To get directions/ map	145	70	150	84	267	102	120	309	75	191	129	97	1739
	67.1%	61.9%	58.1%	68.3%	67.4%	66.7%	70.2%	66.0%	65.8%	77.3%	70.5%	55.7%	66.5%
To rest/ use facilities	166	78	195	89	274	89	61	278	63	171	108	130	1702
	76.9%	69.0%	75.6%	72.4%	69.2%	58.2%	35.7%	59.4%	55.3%	69.2%	59.0%	74.7%	65.1%
	16	7	10	5	21	11	5	21	10	12	15	7	140
Other	7.4%	6.2%	3.9%	4.1%	5.3%	7.2%	2.9%	4.5%	8.8%	4.9%	8.2%	4.0%	5.4%
TOTAL	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Summer Survey. Column % values add up to more than 100% due to multiple responses.
Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fisher's Landing, GPB=Grand Portage, INT=International Falls, MOO=Moorhead, SCL=St. Cloud, SCR=St. Croix, THO=Thompson Hill, WOR=Worthington.

- On a system-wide basis, signers stopped at the TICs for **attraction, recreation and event information** (37.7%). The top three TICs where signers stopped for this reason are: Thompson Hill (55.2%), International Falls (52.6%) and Grand Portage (52.3%).
- About 17% of all TIC signers stopped for **lodging information**. The top three TICs where signers stopped for this reason are: Thompson Hill (24.6%), Grand Portage (23.5%) and Fisher's Landing (22.5%).
- **Stopping for restaurant information** accounted for 6.5% for the TIC system. Dresbach (9.8%), Anchor Lake (9.7%) and Thompson Hill (8.2%) are the top three TIC where signers stopped for this reason.
- For the TIC system as a whole, 24.7% of all signers stopped for **future vacation planning information**. On an individual TIC basis, Thompson Hill (33.3%), Dresbach (30.1%), and International Falls (29.8%) are the top three TICs where signers stopped for this reason.
- About 67% of all TIC signers stopped to **get directions or a map**. St. Croix (77.3%), Thompson Hill (70.5%) and International Falls (70.2%) are the top TICs where signers stopped for this reason.
- **Stopping to rest or use facilities** accounted for 65.1% of all signers to the TIC system. The top three TICs where signers stopped for this reason are: Albert Lea (76.9%), Beaver Creek (75.6%) and Worthington (74.7%).
- On a system-wide basis, 5.4% of all signers stopped at the TICs for **other** reasons.
- See Appendix D (Question 4) for the summary table on customer satisfaction with travel information services.
- The top three state or country destinations of all TIC signers are: Minnesota (33%),

Canada (6.6%) and Wisconsin (6.6%). Missing values (i.e., no responses) accounted for 42.8% of total responses. Destination information for each TIC are shown in Appendix D (Question 5).

- Seven percent of total signers to the TIC system indicated that they did not have any specific destination. The table below shows this percentage value by TIC (missing values included).

No Specific Destination (Summer 1999)													
	ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	TOTAL
No specific destination	7	10	20	10	36	19	14	24	5	13	21	5	184
	3.2%	8.8%	7.8%	8.1%	9.1%	12.4%	8.2%	5.1%	4.4%	5.3%	11.5%	2.9%	7.0%
TOTAL	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: 1999 TIC Summer Survey. Missing values included.

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fisher's Landing, GPB=Grand Portage, INT=International Falls, MOO=Moorhead, SCL=St. Cloud, SCR=St. Croix, THO=Thompson Hill, WOR=Worthington.

- Primary purpose of the trip.** On a system-wide basis, the top three primary purpose of trip for signers to the TICs are: touring/sightseeing (44.2%), visiting friends/relatives (28.7%), and outdoor recreation (20.5%). These are followed by: Entertainment/shopping (10.3%), combined business/pleasure (5.3%), personal (5.1%), and business/convention/seminar (4.1%). See the table below.

Primary Purpose of Trip by TIC (Summer 1999)													
	ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	TOTAL
Visiting friends/relatives	55	24	79	41	151	18	29	149	42	74	40	49	751
	25.5%	21.2%	30.6%	33.3%	38.1%	11.8%	17.0%	31.8%	36.8%	30.0%	21.9%	28.2%	28.7%
Outdoor recreation	43	56	38	14	59	59	63	84	28	28	41	23	536
	19.9%	49.6%	14.7%	11.4%	14.9%	38.6%	36.8%	17.9%	24.6%	11.3%	22.4%	13.2%	20.5%
Entertain/shopping	33	6	18	11	25	9	12	57	12	51	17	19	270
	15.3%	5.3%	7.0%	8.9%	6.3%	5.9%	7.0%	12.2%	10.5%	20.6%	9.3%	10.9%	10.3%
Personal	4	6	12	10	15	5	9	32	9	13	8	10	133
	1.9%	5.3%	4.7%	8.1%	3.8%	3.3%	5.3%	6.8%	7.9%	5.3%	4.4%	5.7%	5.1%
Business/convention/seminar	15	2	10	2	11	4	4	21	2	18	10	7	106
	6.9%	1.8%	3.9%	1.6%	2.8%	2.6%	2.3%	4.5%	1.8%	7.3%	5.5%	4.0%	4.1%
Combined business/pleasure	13	4	13	4	24	11	9	19	9	13	10	9	138
	6.0%	3.5%	5.0%	3.3%	6.1%	7.2%	5.3%	4.1%	7.9%	5.3%	5.5%	5.2%	5.3%
Touring/sightseeing	83	45	118	50	219	102	88	156	29	102	117	46	1155
	38.4%	39.8%	45.7%	40.7%	55.3%	66.7%	51.5%	33.3%	25.4%	41.3%	63.9%	26.4%	44.2%
TOTAL	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Summer Survey. Column % values do not add up to 100% because of multiple responses.

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fisher's Landing, GPB=Grand Portage, INT=International Falls, MOO=Moorhead, SCL=St. Cloud, SCR=St. Croix, THO=Thompson Hill, WOR=Worthington.

- The top three TICs where **touring/sightseeing** was a primary purpose of trip are:

Thompson Hill (63.9%), Grand Portage (66.7%) and International Falls (51.5%).

- The top three TICs where **visiting friends/relatives** was a primary purpose of trip are: Fisher's Landing (38.1%), St. Cloud (36.8%), and Moorhead (31.8%).
- Anchor Lake (49.6%), Grand Portage (38.6%) and International Falls (36.8%) are the top three TICs where **outdoor recreation** was a primary purpose of trip.
- **Entertainment/shopping** as a primary purpose of trip was above the system average (10.3%) for the three top TICs St. Croix (20.6%), Albert Lea (15.3%), and Moorhead (12.2%).
- St. Cloud (7.9%), Grand Portage (7.2%) and Fisher's Landing (6.1%) are the top three TICs where **combined business/pleasure** was a primary trip purpose.
- The top three TICs where **business/convention/seminar** was a primary purpose of trip are St. Croix (7.3%), Albert Lea (6.9%) and Thompson Hill (5.5%).
- On a system-wide basis, 41.2% of all signers (score = 1 to 2 on a rating scale of 1 to 5) to the TICs did not consider **viewing wildlife in Minnesota as important**. 28.3% were neutral (score = 3) on the importance of viewing wildlife. See Appendix D (Question 7).
- On the question of **viewing wildlife as one of the primary purpose of a trip to Minnesota**, 81.6% of all signers responded "No" and 18.4% responded "Yes". See Appendix D (Question 8).
- The **mean number of nights spent away from home** by signers to the TICs ranged from a low of 9.69 nights (Grand Portage) to a high of 25.9 nights (Fisher's Landing). For the system as a whole, the mean number of nights was 14.9 nights. See Appendix D (Question 9).
- On the average, signers to the TICs spent 4.38 nights in Minnesota. The **mean number of nights spent in Minnesota** ranged from a low of 3.07 nights (Fisher's Landing) to a high of 7.51 nights (St. Cloud). See Appendix D (Question 9a).
- Signers spent an average of 3.36 nights in paid accommodations in Minnesota. The **mean number of nights spent in paid accommodations in Minnesota** ranged from 2.23 nights (Beaver Creek) to 4.41 nights (International Falls). See Appendix D (Question 10).
- Signers spent an average of 3.94 nights in unpaid accommodations in Minnesota. The **mean number of nights spent in unpaid accommodations in Minnesota** ranged from 2.29 nights (Grand Portage) to 8.42 nights (Albert Lea). See Appendix D (Question 10).
- On a rating of 1 ("Not at all") to 5 ("Very flexible"), 47.3% of signers to all TICs

indicated small **flexibility in changing the trip length and time when stopping at a Minnesota TIC** (score = 1 to 2) while 34.3% of signers indicated large flexibility (score = 4 to 5). The remainder were neutral (score = 3). See Appendix D (Question 11) for the variation of flexibility in changing the trip length and time by TIC.

- On a system-wide basis, the **mean party size** of signers to the TICs was 2.95 people. The mean party size varied from 2.51 people (Fisher's Landing) to 3.69 people (Anchor Lake). See Appendix D (Question 12).
- See Appendix D (Question 13) for the **mean expenditures in transportation, lodging, food and beverage, entertainment/recreation, and other** by signers stopping at individual TICs and the TIC system as a whole. These mean expenditures are tabulated for the total sample population and for the sub-population influenced by TIC services.
- On the average, signers who were influenced by TIC service spent 6.17 extra hours in Minnesota. The mean **extra hours spent in Minnesota** ranged from 3.67 hours (St. Cloud) to 7.46 hours (International Falls). See Appendix D (Question 13a).
- Signers who were influenced by TIC service spent an average of 2.02 extra nights in Minnesota. The mean **extra nights spent in Minnesota** ranged from 1.5 nights (Grand Portage) to 2.73 nights (Anchor Lake). See Appendix D (Question 13a).
- When asked the question, "**Have you been to this Travel Information Center before?**", 63.4% of signers to the TIC system responded "No"; the remainder responded "Yes". For those who answered "No", the percentage value varied from 39.5% (Worthington) to 79.3% (St. Croix). See Appendix D (Question 14).
- On the average, signers stopped at the TICs 3.29 times in the last two years. This mean value of "**How many times?**" ranges from 1.69 (Thompson Hill) to 10.51 (Fisher's Landing). See Appendix D (Question 14).
- On a system-wide basis, 24.9% of signers to the TICs **received Explore Minnesota information before they left home**. This percentage value ranged from 18.6% (Fisher's Landing) to 35.8% (International Falls). See Appendix D (Question 15).
- 13.3% of signers to the TIC system received Explore Minnesota information by mail. The second most predominant means of communication was in person at a TIC (11.9%), followed by internet (3.6%), other (2.3%), phone (2.0%), and fax (0.6%).

An examination of the table on the next page shows that the sample sizes for individual TICs are small so that it would be difficult to draw valid conclusions on an individual TIC basis.

Mode of Receipt of Explore Minnesota Information by TIC (Summer 1999)													
	ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	TOTAL
Mail	31	13	29	17	28	39	40	50	16	27	30	28	348
	14.4%	11.5%	11.2%	13.8%	7.1%	25.5%	23.4%	10.7%	14.0%	10.9%	16.4%	16.1%	13.3%
Phone	1	3	8	4	5	6	6	6	2	3	4	5	53
	0.5%	2.7%	3.1%	3.3%	1.3%	3.9%	3.5%	1.3%	1.8%	1.2%	2.2%	2.9%	2.0%
Fax	1	1	1		1	1	3	5	1		3		17
	0.5%	0.9%	0.4%	0.0%	0.3%	0.7%	1.8%	1.1%	0.9%	0.0%	1.6%	0.0%	0.6%
Internet	7	6	5	1	7	9	12	17	5	9	11	6	95
	3.2%	5.3%	1.9%	0.8%	1.8%	5.9%	7.0%	3.6%	4.4%	3.6%	6.0%	3.4%	3.6%
In person	21	18	24	15	48	13	21	61	11	26	17	35	310
	9.7%	15.9%	9.3%	12.2%	12.1%	8.5%	12.3%	13.0%	9.6%	10.5%	9.3%	20.1%	11.9%
Other	5	4	5	5	7	3	4	13	2	5	3	5	61
	2.3%	3.5%	1.9%	4.1%	1.8%	2.0%	2.3%	2.8%	1.8%	2.0%	1.6%	2.9%	2.3%
TOTAL	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Summer Survey (Missing values included)

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fisher's Landing, GPB=Grand Portage, INT=International Falls, MOO=Moorhead, SCL=St. Cloud, SCR=St. Croix, THO=Thompson Hill, WOR=Worthington.

APPENDIX D - COMPARISON AMC TICS, 1999 TIC SUMMER SURVEY

Question 1 - Part of trip closest to

			Travel Information Center												TOTAL2
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Part of trip closest to	Middle	Count	70	38	80	40	162	82	69	142	36	85	66	49	919
		Column %	37.2%	37.3%	34.0%	38.5%	44.9%	58.2%	44.5%	34.6%	37.1%	37.6%	38.4%	32.5%	39.2%
	Beginning	Count	83	35	58	36	119	33	52	158	36	72	69	61	812
		Column %	44.1%	34.3%	24.7%	34.6%	33.0%	23.4%	33.5%	38.5%	37.1%	31.9%	40.1%	40.4%	34.7%
	End	Count	32	28	90	25	72	25	31	98	22	65	34	39	561
		Column %	17.0%	27.5%	38.3%	24.0%	19.9%	17.7%	20.0%	23.9%	22.7%	28.8%	19.8%	25.8%	24.0%
	Other	Count	3	1	7	3	8	1	3	12	3	4	3	2	50
		Column %	1.6%	1.0%	3.0%	2.9%	2.2%	.7%	1.9%	2.9%	3.1%	1.8%	1.7%	1.3%	2.1%
TOTAL1	Count	188	102	235	104	361	141	155	410	97	226	172	151	2342	

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 2 - Length and timing of trip

			Travel Information Center												TOTAL2
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Length and timing of trip	Week or longer	Count	105	64	163	60	269	82	92	225	41	116	80	54	1351
		Column %	53.8%	59.8%	67.9%	55.0%	72.9%	59.9%	59.4%	54.3%	40.6%	50.9%	46.5%	34.6%	56.7%
	Extended weekend	Count	28	17	26	18	26	25	23	67	14	34	26	30	334
		Column %	14.4%	15.9%	10.8%	16.5%	7.0%	18.2%	14.8%	16.2%	13.9%	14.9%	15.1%	19.2%	14.0%
	Midweek	Count	33	14	23	18	39	23	22	48	17	37	32	19	325
		Column %	16.9%	13.1%	9.6%	16.5%	10.6%	16.8%	14.2%	11.6%	16.8%	16.2%	18.6%	12.2%	13.6%
	Weekend	Count	23	6	16	8	21	6	9	63	18	27	27	42	266
		Column %	11.8%	5.6%	6.7%	7.3%	5.7%	4.4%	5.8%	15.2%	17.8%	11.8%	15.7%	26.9%	11.2%
	Day trip	Count	6	6	12	5	14	1	9	11	11	14	7	11	107
		Column %	3.1%	5.6%	5.0%	4.6%	3.8%	.7%	5.8%	2.7%	10.9%	6.1%	4.1%	7.1%	4.5%
TOTAL1		Count	195	107	240	109	369	137	155	414	101	228	172	156	2383

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 3 - Attraction, recreation and event info

			Travel Information Center												TOTAL2
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Attraction, recreation or event info	1.00	Count	77	46	72	43	150	80	90	151	32	101	101	44	987
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1		Count	77	46	72	43	150	80	90	151	32	101	101	44	987

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 2 : Traveling Info

			Travel Information Center												TOTAL2
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Lodging info	1.00	Count	27	22	39	21	89	36	35	68	11	40	45	17	450
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1		Count	27	22	39	21	89	36	35	68	11	40	45	17	450

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 3 - Restaurant Info

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
Restaurant	1.00	Count	8	11	15	12	32	12	13	18	7	19	15	9	171
info		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1		Count	8	11	15	12	32	12	13	18	7	19	15	9	171

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 3 - Future vacation planning info

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
Future vacation planning info	1.00	Count	56	32	68	37	85	40	51	94	28	54	61	41	647
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1		Count	56	32	68	37	85	40	51	94	28	54	61	41	647

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 3 -To get directions/map

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
To get directions/map	1.00	Count	145	70	150	84	267	102	120	309	75	191	129	97	1739
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1		Count	145	70	150	84	267	102	120	309	75	191	129	97	1739

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 3 - Travel facilities

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
To rest or use facilities	1.00	Count	166	78	195	89	274	89	61	278	63	171	108	130	1702
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1		Count	166	78	195	89	274	89	61	278	63	171	108	130	1702

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage

INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 3 - Other

			Travel Information Center												TOTAL2
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Other	1.00	Count	16	7	10	5	21	11	5	21	10	12	15	7	140
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1		Count	16	7	10	5	21	11	5	21	10	12	15	7	140

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage

INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 4 - Satisfaction rating (1=Not satisfied, 10=Very satisfied)

			Travel Information Center												TOTAL2
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Satisfaction rating	10.00	Count	69	46	103	55	195	71	70	208	46	101	82	64	1110
		Column %	58.0%	62.2%	59.5%	70.5%	68.2%	69.6%	59.8%	68.9%	66.7%	58.7%	62.1%	68.8%	64.6%
	9.00	Count	17	10	30	7	30	13	16	46	9	30	26	16	250
		Column %	14.3%	13.5%	17.3%	9.0%	10.5%	12.7%	13.7%	15.2%	13.0%	17.4%	19.7%	17.2%	14.6%
	8.00	Count	18	12	21	6	48	12	13	33	8	21	16	5	213
		Column %	15.1%	16.2%	12.1%	7.7%	16.8%	11.8%	11.1%	10.9%	11.6%	12.2%	12.1%	5.4%	12.4%
	7.00	Count	8	5	8	2	11	2	10	10	2	12	6	5	81
		Column %	6.7%	6.8%	4.6%	2.6%	3.8%	2.0%	8.5%	3.3%	2.9%	7.0%	4.5%	5.4%	4.7%
	6.00	Count	1	1	4	3	1	1	4	3	2	4	1		25
		Column %	.8%	1.4%	2.3%	3.8%	.3%	1.0%	3.4%	1.0%	2.9%	2.3%	.8%		1.5%
	5.00	Count	4		1	2	1	2	3	1	1	3		2	20
		Column %	3.4%		.6%	2.6%	.3%	2.0%	2.6%	.3%	1.4%	1.7%		2.2%	1.2%
	1.00	Count			2	3			1	1		1			8
		Column %			1.2%	3.8%			.9%	.3%		.6%			.5%
	4.00	Count	1		2								1	1	5
		Column %	.8%		1.2%								.8%	1.1%	.3%
	3.00	Count	1		1			1			1				4
		Column %	.8%		.6%			1.0%			1.4%				.2%
	2.00	Count			1										1
		Column %			.6%										.1%
TOTAL1	Count		119	74	173	78	286	102	117	302	69	172	132	93	1717

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage

INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 5 - Mail Destination (State/province)

		Travel Information Center												TOTAL2
State/province	Count	ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
	Count	105	48	107	55	160	80	70	195	54	89	69	87	1119
	Column %	48.6%	42.5%	41.5%	44.7%	40.4%	52.3%	40.9%	41.7%	47.4%	36.0%	37.7%	50.0%	42.8%
MN	Count	81	42	52	32	58	39	60	188	56	114	87	54	863
	Column %	37.5%	37.2%	20.2%	26.0%	14.6%	25.5%	35.1%	40.2%	49.1%	46.2%	47.5%	31.0%	33.0%
ON	Count	3	17	2		18	18	23			1	4		86
	Column %	1.4%	15.0%	.8%		4.5%	11.8%	13.5%			.4%	2.2%		3.3%
WI	Count	6		16	6	9	3	2	16	1	3	6	7	75
	Column %	2.8%		6.2%	4.9%	2.3%	2.0%	1.2%	3.4%	.9%	1.2%	3.3%	4.0%	2.9%
ND	Count	1		3		23			18		6			51
	Column %	.5%		1.2%		5.8%			3.8%		2.4%			1.9%
SD	Count	2		16	8	6			4		3	2	4	45
	Column %	.9%		6.2%	6.5%	1.5%			.9%		1.2%	1.1%	2.3%	1.7%
MI	Count			3	1	11	3	1	5	2	3	5	1	35
	Column %			1.2%	.8%	2.8%	2.0%	.6%	1.1%	1.8%	1.2%	2.7%	.6%	1.3%
IA	Count	3		9	4	1	1	1	2		2		7	30
	Column %	1.4%		3.5%	3.3%	.3%	.7%	.6%	.4%		.8%		4.0%	1.1%
MT	Count	2		3	2	16		2			1	1		27
	Column %	.9%		1.2%	1.6%	4.0%		1.2%			.4%	.5%		1.0%
WY	Count		1	14	2	2		1	2		2	1	1	26
	Column %		.9%	5.4%	1.6%	.5%		.6%	.4%		.8%	.5%	.6%	1.0%
WA	Count	1		4	1	12		1	3		3			25
	Column %	.5%		1.6%	.8%	3.0%		.6%	.6%		1.2%			1.0%
AB	Count		1			15		1	4		3			24
	Column %		.9%			3.8%		.6%	.9%		1.2%			.9%
AK	Count			1	1	11			4		6	1		24
	Column %			.4%	.8%	2.8%			.9%		2.4%	.5%		.9%
MB	Count	2	2	1		6	1	3	1		2	1	1	20
	Column %	.9%	1.8%	.4%		1.5%	.7%	1.8%	.2%		.8%	.5%	.6%	.8%
BC	Count			1	1	11		2						15
	Column %			.4%	.8%	2.8%		1.2%						.6%
IL	Count			10	1	1		1	1			1		15
	Column %			3.9%	.8%	.3%		.6%	.2%			.5%		.6%
CO	Count	3		4	2	1			1				3	14
	Column %	1.4%		1.6%	1.6%	.3%			.2%				1.7%	.5%
SK	Count	1				9		1	1				1	13
	Column %	.5%				2.3%		.6%	.2%				.6%	.5%
MO	Count	1			1	2	1	1	1		1			8
	Column %	.5%			.8%	.5%	.7%	.6%	.2%		.4%			.3%
CANADA	Count		1			3	3	1				2		7
	Column %		.9%			2.0%	.6%					1.1%		.3%
ME	Count	1		1		2			1		1	1		7
	Column %	.5%		.4%		.5%			.2%		.4%	.5%		.3%
NE	Count								1	1	1		4	7
	Column %								.2%	.9%	.4%		2.3%	.3%
OR	Count			1	1	1			2		1		1	7
	Column %			.4%	.8%	.3%			.4%		.4%		.6%	.3%
IN	Count	1					1		4					6
	Column %	.5%					.7%		.9%					.2%
NY	Count				1	4			1					6
	Column %				.8%	1.0%			.2%					.2%
AZ	Count			1		2						1	1	5
	Column %			.4%		.5%						.5%	.6%	.2%
CA	Count			1	1	1	1		1					5
	Column %			.4%	.8%	.3%	.7%		.2%					.2%
ID	Count	1				2					2			5
	Column %	.5%				.5%					.8%			.2%
OH	Count			1	1				2			1		5
	Column %			.4%	.8%				.4%			.5%		.2%
TX	Count	1			1				1		1			4
	Column %	.5%			.8%				.2%		.4%			.2%
KS	Count	1			1				1					3
	Column %	.5%			.8%				.2%					.1%
MS	Count			1		1							1	3
	Column %			.4%		.3%							.6%	.1%
PQ	Count					3								3
	Column %					.8%								.1%
VA	Count			1		1					1			3
	Column %			.4%		.3%					.4%			.1%
AL	Count					1			1					2
	Column %					.3%			.2%					.1%
KY	Count			1							1			2
	Column %			.4%							.4%			.1%
MD	Count					1			1					2
	Column %					.3%			.2%					.1%
NB	Count					2								2
	Column %					.5%								.1%
NF	Count					1			1					2
	Column %					.3%			.2%					.1%
NV	Count					2								2
	Column %					.5%								.1%
PA	Count			1					1					2
	Column %			.4%					.2%					.1%
UT	Count		1				1							2
	Column %		.9%				.7%							.1%
VT	Count			1			1							2
	Column %			.4%			.7%							.1%
FL	Count			1										1
	Column %			.4%										.0%
MA	Count								1					1
	Column %								.2%					.0%
NC	Count												1	1
	Column %												.6%	.0%
NS	Count								1					1
	Column %								.2%					.0%
RI	Count								1					1
	Column %								.2%					.0%
TN	Count			1										1
	Column %			.4%										.0%
US	Count								1					1
	Column %								.2%					.0%
TOTAL1	Count	216	113	258	123	396	153	171	488	114	247	183	174	2818

Source: MOT, 1999 TIC Summer Survey
 Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dreibach, FIS=Fishers Landing, GPB=Grand Portage
 INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 5 - No destination

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
No specific destination	1.00	Count	7	10	20	10	36	19	14	24	5	13	21	5	184
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1		Count	7	10	20	10	36	19	14	24	5	13	21	5	184

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 6 - Visiting friends/relatives

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
Visiting friends/relatives	1.00	Count	55	24	79	41	151	18	29	149	42	74	40	49	751
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1		Count	55	24	79	41	151	18	29	149	42	74	40	49	751

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 6 - Outdoor recreation

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
Outdoor recreation	1.00	Count	43	56	38	14	59	59	63	84	28	28	41	23	536
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1		Count	43	56	38	14	59	59	63	84	28	28	41	23	536

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 6 - Entertainment/shopping

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
Entertainment/shopping	1.00	Count	33	6	18	11	25	9	12	57	12	51	17	19	270
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1		Count	33	6	18	11	25	9	12	57	12	51	17	19	270

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 5 - Personal

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
Personal	1.00	Count	4	6	12	10	15	5	9	32	9	13	8	10	133
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1		Count	4	6	12	10	15	5	9	32	9	13	8	10	133

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 6 - Business/convention/seminar

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
Business/conv	1.00	Count	15	2	10	2	11	4	4	21	2	18	10	7	106
ention/seminar		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1		Count	15	2	10	2	11	4	4	21	2	18	10	7	106

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 6 - Combined business/pleasure

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
Combined	1.00	Count	13	4	13	4	24	11	9	19	9	13	10	9	138
business/pleasure		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1		Count	13	4	13	4	24	11	9	19	9	13	10	9	138

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 6 - Touring/sightseeing

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
Touring/sightseeing	1.00	Count	83	45	118	50	219	102	88	156	29	102	117	46	1155
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1		Count	83	45	118	50	219	102	88	156	29	102	117	46	1155

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 7 - Importance of viewing wildlife

Innesota (1=Not at all, 5=Very Important)

			Travel Information Center												TOTAL2
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Importance of viewing wildlife in MN	3.00	Count	65	33	64	37	114	41	35	108	30	56	54	39	676
		Column %	33.5%	31.1%	26.8%	33.0%	31.1%	29.5%	22.0%	25.8%	29.7%	24.5%	31.2%	25.5%	28.3%
	1.00	Count	54	16	79	30	67	5	26	140	15	83	20	53	588
		Column %	27.8%	15.1%	33.1%	26.8%	18.3%	3.6%	16.4%	33.4%	14.9%	36.2%	11.6%	34.6%	24.6%
	2.00	Count	26	6	43	22	68	18	18	79	18	41	27	31	397
		Column %	13.4%	5.7%	18.0%	19.6%	18.6%	12.9%	11.3%	18.9%	17.8%	17.9%	15.6%	20.3%	16.6%
	5.00	Count	27	24	24	11	54	40	49	46	18	29	40	18	380
		Column %	13.9%	22.6%	10.0%	9.8%	14.8%	28.8%	30.8%	11.0%	17.8%	12.7%	23.1%	11.8%	15.9%
	4.00	Count	22	27	29	12	63	35	31	46	20	20	32	12	349
		Column %	11.3%	25.5%	12.1%	10.7%	17.2%	25.2%	19.5%	11.0%	19.8%	8.7%	18.5%	7.8%	14.6%
TOTAL1	Count	194	106	239	112	366	139	159	419	101	229	173	153	2390	

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 8 - Viewing wildlife as primary trip purpose

			Travel Information Center												TOTAL2
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Viewing wildlife as primary trip purpose	No	Count	155	76	206	96	325	105	115	348	77	206	125	118	1952
		Column %	80.3%	71.7%	85.1%	85.7%	88.6%	76.1%	71.9%	83.7%	77.8%	88.8%	72.7%	76.1%	81.6%
	Yes	Count	38	30	36	16	42	33	45	68	22	26	47	37	440
		Column %	19.7%	28.3%	14.9%	14.3%	11.4%	23.9%	28.1%	16.3%	22.2%	11.2%	27.3%	23.9%	18.4%
TOTAL1	Count		193	106	242	112	367	138	160	416	99	232	172	155	2392

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 9 - Total nights spent away from home

		Travel Information Center												Total
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Total nights	Mean	10.85	10.66	17.98	14.69	25.90	9.69	11.58	13.01	13.47	14.90	11.50	10.23	14.91
spent away	Median	7.00	7.50	11.00	8.00	16.00	7.00	8.00	8.00	6.00	7.00	6.00	4.00	8.00
from home	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 9a - Total pent in Minnesota

		Travel Information Center											Total	
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
Total nights spent in Minnesota	Mean	6.55	5.56	2.96	4.59	3.07	3.90	4.75	4.26	7.51	4.13	4.81	4.43	4.38
	Median	3.00	4.00	1.00	2.00	2.00	3.00	3.00	2.00	4.00	3.00	3.00	3.00	3.00
	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 10 - Paid accommodations

		Travel Information Center												Total
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Paid accommodations	Mean	3.69	4.33	2.23	3.35	2.60	3.46	4.41	2.86	6.00	3.15	4.09	3.91	3.36
	Median	2.00	3.00	1.00	2.00	2.00	3.00	3.00	2.00	3.00	2.00	3.00	2.00	2.00
	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 10 - Unpaid accommodations

		Travel Information Center											Total	
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
Unpaid accommodations	Mean	8.42	4.73	2.95	4.41	2.63	2.29	2.81	3.85	4.56	4.35	2.88	3.13	3.94
	Median	4.00	3.00	1.00	2.00	2.00	1.00	1.00	2.00	3.00	2.00	1.00	2.00	2.00
	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 11 - Flexibility to change trip (1=Not at all flexible; 5=Very flexible)

			Travel Information Center												TOTAL2
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Flexibility to change trip length	1.00	Count	64	29	88	35	91	35	54	148	37	67	52	61	761
		Column %	31.5%	28.2%	36.7%	30.4%	24.3%	24.5%	33.8%	34.6%	38.1%	28.5%	29.5%	39.4%	31.3%
	5.00	Count	40	15	41	26	87	32	32	85	17	60	34	28	497
		Column %	19.7%	14.6%	17.1%	22.6%	23.3%	22.4%	20.0%	19.9%	17.5%	25.5%	19.3%	18.1%	20.5%
	3.00	Count	37	25	40	22	81	35	25	71	11	49	23	27	446
		Column %	18.2%	24.3%	16.7%	19.1%	21.7%	24.5%	15.6%	16.6%	11.3%	20.9%	13.1%	17.4%	18.4%
	2.00	Count	37	20	44	19	60	18	25	65	15	23	38	26	390
		Column %	18.2%	19.4%	18.3%	16.5%	16.0%	12.6%	15.6%	15.2%	15.5%	9.8%	21.6%	16.8%	16.1%
	4.00	Count	25	14	27	13	55	23	24	59	17	36	29	13	335
		Column %	12.3%	13.6%	11.3%	11.3%	14.7%	16.1%	15.0%	13.8%	17.5%	15.3%	16.5%	8.4%	13.8%
	TOTAL1	Count	203	103	240	115	374	143	160	428	97	235	176	155	2429

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 12 - Party Size

		Travel Information Center												Total
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Party size	Mean	3.09	3.69	3.08	2.86	2.51	3.07	2.77	3.15	2.81	2.73	2.98	3.11	2.95
	Median	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 12 - Persons under 12

		Travel Information Center												Total
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Persons under 12	Mean	.33	.43	.37	.23	.26	.51	.41	.52	.40	.56	.33	.45	.40
	Median	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 13 - Total transportation expenditures

		Travel Information Center												Total
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Total transportation expenditures	Mean	95.66	93.83	51.50	60.81	69.53	82.58	110.46	84.55	110.85	74.01	110.33	64.58	81.91
	Median	50.00	50.00	35.00	40.00	40.00	50.00	60.00	50.00	50.00	40.00	50.00	40.00	50.00
	Count	146	76	163	77	274	110	127	326	78	180	128	114	1799

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 13 - Additional transportation expenditures

		Travel Information Center												Total
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Additional transportation expenditures	Mean	24.38	20.00	9.53	18.95	21.23	15.78	25.68	22.08	9.58	13.90	17.00	14.78	18.43
	Median	.00	.00	.00	.00	12.50	.00	10.00	.00	.00	.00	.00	.00	.00
	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 13 - Total lodging expenditures

		Travel Information Center												Total
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Total lodging expenditures	Mean	272.70	296.63	115.00	193.61	120.14	192.26	276.45	198.28	326.90	207.02	217.01	233.28	203.37
	Median	150.00	120.00	67.00	96.50	70.00	120.00	150.00	100.00	150.00	109.50	150.00	110.00	100.00
	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 13 - Additional lodging expenditures

		Travel Information Center												Total
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Additional lodging expenditures	Mean	79.91	166.48	44.85	82.86	65.06	65.49	123.65	61.14	109.59	88.06	63.22	28.54	74.30
	Median	25.00	.00	24.00	17.50	45.00	50.00	52.50	23.50	.00	48.00	52.50	.00	35.00
	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 13 - Total food & beverage expenditures

		Travel Information Center												Total
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Total food & beverage expenditures	Mean	154.13	129.99	74.76	121.42	73.72	110.73	139.77	119.23	178.04	123.61	131.60	107.37	115.72
	Median	95.00	75.00	43.00	85.00	45.00	70.00	90.00	60.00	100.00	75.00	100.00	60.00	60.00
	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage

INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 13 - Additional food & beverage expenditures

		Travel Information Center												Total
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Additional food & beverage expenditures	Mean	55.60	57.80	28.57	44.35	31.43	51.47	69.86	27.99	45.83	50.52	44.27	28.52	42.40
	Median	30.00	.00	15.00	6.50	25.00	27.50	50.00	10.00	5.00	25.50	30.00	.00	20.00
	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage

INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 13 - Total entertainment/recreation expenditures

		Travel Information Center												Total
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Total entertainment/recreation expenditures	Mean	139.42	128.30	65.43	88.75	67.75	81.89	104.24	116.78	127.16	110.74	134.78	71.07	104.38
	Median	50.00	60.00	40.00	50.00	40.00	45.00	60.00	52.00	55.00	82.50	100.00	40.00	50.00
	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage

INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 13 - Additional entertainment/recreation expenditures

		Travel Information Center												Total
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Additional entertainment/recreation expenditures	Mean	72.77	62.78	35.05	39.00	61.51	58.98	72.79	42.60	60.12	71.89	53.90	28.43	55.82
	Median	27.50	20.00	.00	30.00	20.00	30.00	40.00	25.00	.00	50.00	30.00	.00	25.00
	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage

INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 13a - Number of extra hours

		Travel Information Center												Total
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Number of extra hours	Mean	5.29	5.30	4.72	6.75	6.55	5.59	7.46	5.97	3.67	6.61	7.09	5.94	6.17
	Median	4.00	5.50	4.00	4.00	4.00	5.00	4.00	6.00	4.00	4.00	6.00	5.00	4.00
	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 13a - Number of extra nights

		Travel Information Center												Total
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Number of extra nights	Mean	1.74	2.73	1.92	1.82	1.75	1.50	1.91	2.37	2.56	2.31	2.48	1.77	2.02
	Median	1.00	1.00	1.00	2.00	1.00	1.00	1.00	1.00	2.00	1.50	2.00	2.00	1.00
	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 14 - Visited TIC before?

			Travel Information Center												TOTAL2
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
Visited TIC before?	No	Count	104	61	174	62	290	107	129	220	57	184	110	66	1564
		Column %	52.3%	56.5%	71.3%	53.9%	76.7%	78.1%	77.2%	50.5%	52.3%	79.3%	63.2%	39.5%	63.4%
	Yes	Count	95	47	70	53	88	30	38	216	52	48	64	101	902
		Column %	47.7%	43.5%	28.7%	46.1%	23.3%	21.9%	22.8%	49.5%	47.7%	20.7%	36.8%	60.5%	36.6%
TOTAL1	Count		199	108	244	115	378	137	167	436	109	232	174	167	2466

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 14 - How many times?

		Travel Information Center												Total
		ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO	WOR	
How many times?	Mean	2.41	2.48	2.50	2.26	10.51	1.83	2.69	2.43	3.33	2.31	1.69	3.41	3.29
	Median	2.00	2.00	2.00	2.00	2.00	1.50	2.00	2.00	2.00	2.00	1.00	2.00	2.00
	Count	216	113	258	123	396	153	171	468	114	247	183	174	2616

Source: MOT, 1999 TIC Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 15 - Receive Explore MN info?

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
Received Explore MN info?	No	Count	150	78	193	82	307	90	106	326	80	185	126	113	1836
		Column %	76.5%	73.6%	80.8%	73.2%	81.4%	65.7%	64.2%	74.9%	73.4%	80.1%	73.7%	67.7%	75.1%
	Yes	Count	46	28	46	30	70	47	59	109	29	46	45	54	609
		Column %	23.5%	26.4%	19.2%	26.8%	18.6%	34.3%	35.8%	25.1%	26.6%	19.9%	26.3%	32.3%	24.9%
TOTAL1	Count		196	106	239	112	377	137	165	435	109	231	171	167	2445

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 15 - By mail

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
By mail	1.00	Count	31	13	29	17	28	39	40	50	16	27	30	28	348
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1	Count		31	13	29	17	28	39	40	50	16	27	30	28	348

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 15 - By phone

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
By phone	1.00	Count	1	3	8	4	5	6	6	6	2	3	4	5	53
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1	Count		1	3	8	4	5	6	6	6	2	3	4	5	53

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 15 - By fax

			Travel Information Center									TOTAL2
			ALB	ANC	BEA	FIS	GPB	INT	MOO	SCL	THO	
By fax	1.00	Count	1	1	1	1	1	3	5	1	3	17
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1	Count		1	1	1	1	1	3	5	1	3	17

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
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Question 15 - Using the internet

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
Using the internet	1.00	Count	7	6	5	1	7	9	12	17	5	9	11	6	95
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1	Count		7	6	5	1	7	9	12	17	5	9	11	6	95

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 15 - In person at a TIC

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
In person at a TIC	1	Count	21	18	24	15	48	13	21	61	11	26	17	35	310
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1	Count		21	18	24	15	48	13	21	61	11	26	17	35	310

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington

Question 15 - Other

			Travel Information Center											TOTAL2	
			ALB	ANC	BEA	DRE	FIS	GPB	INT	MOO	SCL	SCR	THO		WOR
Other	1.00	Count	5	4	5	5	7	3	4	13	2	5	3	5	61
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL1	Count		5	4	5	5	7	3	4	13	2	5	3	5	61

Source: MOT, 1999 TIC Summer Survey

Legend: ALB=Albert Lea, ANC=Anchor Lake, BEA=Beaver Creek, DRE=Dresbach, FIS=Fishers Landing, GPB=Grand Portage
INT=International Falls, MOO=Moorhead, SCL=St Cloud, SCR=St Croix, THO=Thompson Hill, WOR=Worthington