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Duluth-Spirit Mountain Skiing and Tourism Study

September, 1979

by

Richard O. Sielaff

Professor, School of Business and Economics
University of Minnesota, Duluth
Duluth, Minnesota

Sponsor

This study was completed under a grant from the Upper Great Lakes Regional Commission to the University of Minnesota, Duluth. The grant was administered by the Bureau of Business and Economics Research, School of Business and Economics, University of Minnesota, Duluth.

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TO: Zona De Witt

FROM: Ernest S. Petersen

DATE: November 28, 1979

RE: Marketing Study for the Spirit Mountain Recreation
Area Authority

Attached please find one copy of the final report entitled "Duluth-Spirit Mountain Skiing and Tourism Study". This report was completed through the University of Minnesota, Duluth, contract total of \$6,731 and the contract period was from 8/15/79 to 11/15/79.

Should you desire further information, please contact this office.

ESP/cs

DULUTH-SPIRIT MOUNTAIN SKIING AND TOURISM STUDY

SEPTEMBER, 1979

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ANALYSIS

The 1979 Duluth Spirit Mountain survey of a systematic random sample of 204 skiing households (519 skiers) in the metropolitan Minneapolis-St. Paul market produced important marketing insights. The principal conclusions of the study are given in this analysis.

(1) Household Skiers

Approximately one-fourth of the households in the Minneapolis-St. Paul area had one or more skiers in the household. There were 204 skiing households in the sample, and there were 519 skiers in those households (providing an average of 2.5 skiers per skiing household). There were 2.8 skiers per household which had skied at Spirit Mountain in the last season.

(2) Skiing Areas

The percentages (and numbers) of the sample of 519 Minneapolis-St. Paul skiers which skied in each area were:

	<u>Percentage</u>	<u>Number</u>
Minneapolis-St. Paul Resorts	82.7%	(429)
Northern Minnesota Resorts	44.5%	(231)
Spirit Mountain Resort	22.0%	(114)
Northern Wisconsin and Michigan Resorts	31.4%	(163)
Colorado and Other Western Resorts	21.0%	(109)

Out of the 56 households which skied at Spirit Mountain (in the sample of 204 households) there were these percentages and numbers which also skied in each of the other resort areas in the last season:

	<u>Percentage</u>	<u>Number of Households</u>
Spirit Mountain Resort	100.0%	(56)
Minneapolis-St. Paul Resorts	83.9%	(47)
Other Northern Minnesota Resorts	83.9%	(47)
Northern Wisconsin and Michigan	44.6%	(25)
Colorado and Other Western Resorts	32.1%	(18)

(3) Spirit Mountain Rating

Less than half of the Minneapolis-St. Paul skiing households were able to rate the Spirit Mountain Resort because they had not been to or heard about Spirit Mountain. However, most of those who rated it gave it a rating equal to or better than other regional ski resorts in Minnesota, Wisconsin and Michigan. (See Table 2)

(4) Impact of Inflation, Gasoline Shortages, and Ski Resort Prices

About half of the skiing households believed that inflation, gasoline shortages, or ski resort prices would not affect their plans for skiing in the 1979-1980 season, but more than one-third believed that these factors would affect their skiing plans. (See Table 3)

(5) Household Income in Skiing Households

Skiing households generally had higher incomes than the median of all households in the area. Sales and Marketing Management magazine, July, 1979, reported that the median household effective buying income for the Minneapolis-St. Paul area was \$18,822. The respondents in the survey reported that 67.7% of the skiing households had household incomes of \$20,000 or more. While the two statistics had slightly different definitions, it is probable that those differences did not change the general conclusion. (See Table 4)

(6) Education in Skiing Households

A total of 74.0% of the principal males and 51.5% of the principal females in skiing households in Minneapolis-St. Paul had had some college education or had a college degree.

(7) Occupations in Skiing Households

A total of 49.0% of the principal males and 22.5% of the principal females were in professional or managerial positions. Sales workers and craft workers each involved 12.7% of the principal males. Among principal females there were 23.0% listed as homemakers and 16.2% as clerical workers.

(8) Size of Skiing Households

There was considerable variation in the size of skiing households.

This is shown in these statistics.

<u>Number of Persons in Household</u>	<u>Percentage</u>	<u>Number</u>
1 or 2	24.5%	(50)
3 or 4	40.7%	(83)
5 or 6	29.4%	(60)
7 or more	<u>5.4%</u>	<u>(11)</u>
TOTAL	100.0%	(204)

(9) Age of Persons in Skiing Households

<u>Age Group</u>	<u>Percentage and Number of Households Which Have Persons in Each Age Group</u>	
Boys 19 or Younger	50.6%	(103)
Girls 19 or Younger	50.0%	(102)
Men 20 to 39 Years	56.8%	(116)
Women 20 to 39 Years	57.8%	(118)
Men 40 Years and Over	44.6%	(91)
Women 40 Years and Over	38.7%	(79)

This table indicates that skiing households had large percentages of persons under 40 years of age including boys and girls 19 years or younger.

(10) Ages of Spirit Mountain Skiers From Minneapolis-St. Paul

<u>Age Group</u>	<u>Percentage and Number of Spirit Mountain Skiers</u>	
Boys 19 Years or Younger	16.7%	(19)
Girls 19 Years or Younger	19.3%	(22)
Men 20 to 39 Years	26.3%	(30)
Women 20 to 39 Years	21.9%	(25)
Men 40 Years and Over	7.0%	(8)
Women 40 Years and Over	<u>8.8%</u>	<u>(10)</u>
TOTAL SKIERS	100.0%	(114)

This table indicates the predominance of persons under 40 who skied at Spirit Mountain in the 1978-1979 season.

(11) One Day Only and Overnight Ski Trips

One Day Only Skiing Trips

In table 14 the number of times that skiing households skied for one day only is given. A total of 35.2% or 72 households did not participate in one day skiing trips but 64.8% or 132 households did participate in such trips.

Overnight Skiing Trips

In table 15 a total of 45.6% or 93 households did not participate in overnight skiing trips, but 54.4% or 111 households did participate in such trips.

(12) Planning to Ski at Spirit Mountain During 1979-1980 Season

A total of 36.7 % of the skiing households indicated that they planned to ski at Spirit Mountain in 1979-1980. In 19.1% of the skiing households there would be one person making the prospective trip, and in 17.6% more than one person would be making the trip to Spirit Mountain.

A total of 18.1% of the skiing households would take one trip to Spirit Mountain and 18.6% (or less) would take more than one trip.

(13) Ski Clubs

A total of 11.8% (24 Households) in the Minneapolis-St. Paul sample of 204 skiing households belonged to a ski club during 1978-1979. The percentages of households which visited each ski area as part of a ski club trip were very small--2.5% (or 5 Households) of the 204 skiing household sample visited Spirit Mountain as part of a ski club trip. (See Tables 20 and 21)

(14) Snow Conditions, Length of Runs, and Difficulty of Runs at Spirit Mountain

The reputation of Spirit Mountain on the subjects of snow conditions, length of runs, and difficulty of runs was very satisfactory or fairly satisfactory among those who had visited or heard about Spirit Mountain (See Table 22).

Some skiing households (about 5.9% or 12 households out of 204) believed that Spirit Mountain should provide some expert ski runs and should give more attention to safety. These skier beliefs are found in the statistics and also in the depth interview reports.

(15) Quality of Food, Quality of Food Service, and Kind of Food and Service

The reputation of Spirit Mountain for quality food and food service was generally very satisfactory or fairly satisfactory. However, there was a small number of Spirit Mountain skiers who rated both food and food service as barely satisfactory or unsatisfactory.

This was true in both the total sample of 204 households and also in the Spirit Mountain visitor sample of 56 households. (See Table 23)

While the great majority had no opinion on the formality or informality of food service at Spirit Mountain, those who answered the question were about equally divided as to whether the service was too formal or too informal. (See Table 23)

(16) Service, Comfort and Crowding at Spirit Mountain Chalet

The reputation of the Spirit Mountain chalet in terms of service comfort and crowding was very satisfactory or fairly satisfactory among the largest percentage of Minneapolis-St. Paul skiing households which responded to the question.

However, among the 64 households which responded to the question on crowding, there were 15 households (or 23.4%) which said that the crowding situation was barely satisfactory or unsatisfactory.

It is apparent that crowding was a problem of some importance to some of the Minneapolis-St. Paul skiers. (See Table 24)

(17) Sources of Information About Spirit Mountain

A total of 84.3% (172 Households) of 204 households said that they had heard of Spirit Mountain. The sources of information were in order: (1) friends 48.0% (98 households), (2) advertising media 31.9% (65 households), and (3) news stories 4.4% (9 households).

(18) Price of a Tow or Lift Ticket

Opinions on the price of a tow or lift ticket as a factor determining where the household would ski were quite varied.

A total of 51.4% (105 households) noted the price of a tow or lift ticket as very important or somewhat important.

By contrast 40.2% (82 households) noted the price of a ticket as rather unimportant or not at all important.

There were 17 households (8.4%) who gave no answer.

(19) Midweek Skiing Prices

A total of 37.3% of the households said that they would change their skiing to midweek if the price of a lift ticket were lower at midweek. However, 51.0% said they would not change from weekend skiing.

(20) Lodging Prices

Lodging prices seemed to be somewhat more important than ski lift ticket prices.

A total of 62.7% of the skiing households said that lodging prices were very important or somewhat important in the cost of a ski vacation.

However, 23.1% said that lodging prices were rather unimportant or not at all important in the cost of a ski vacation.

(21) Transportation to Ski Resorts

The automobile was still the dominant means of transportation to ski resorts. A total of 91.7% did use the automobile as transportation on ski trips.

The following means of transportation were not used at all by large percentages of skiers: (1) bus 83.7%, (2) railroad 99.5%, and (3) airplane 89.2%.

In the Spirit Mountain visitor sample of 56 households, 50 households had used the automobile, 14 the bus, none the railroad, and 6 the airplane on 1978-1979 season ski trips.

(22) Satisfaction With Duluth Hotel and Motel Accommodations

About 50.8% did not answer this question largely because they had not recently visited Duluth.

However, 43.7% (89 households) reported that they had been very satisfied or somewhat satisfied with Duluth hotel and motel accommodations.

Only 3.0% (6 households) reported they had been somewhat dissatisfied or very dissatisfied, and 2.5% (5 households) were uncertain.

In the Spirit Mountain sample of 56 skiing households only 4 households reported dissatisfaction with hotel-motel accommodations.

(23) Importance of Lodging on Spirit Mountain

A total of 37.3% (76 households) said that lodging on Spirit Mountain was very important or somewhat important.

There was 30.9% which said it was not important, and 31.8% did not answer the question.

In the Spirit Mountain visitor sample of 56 households there were 20 who said that lodging on Spirit Mountain was very or somewhat

important, and 21 households said it was not important.

(24) Principal Hotels or Motels and Restaurants Recommended

Tables 32 and 33 provide lists of hotels, motels and restaurants which were recommended.

It is significant that many different establishments received recommendations which seems to indicate that Minneapolis-St. Paul skiing households find many hotels-motels and restaurants desirable.

(25) Satisfaction With Food and Service at Duluth Restaurants

There was a total of 59.3% of the skiing households in Minneapolis-St. Paul indicating that they had been very satisfied or somewhat satisfied with the food and service of Duluth restaurants. Only 2.0% of the households were uncertain, somewhat dissatisfied, or very dissatisfied, and 38.7% did not respond to the question.

In the Spirit Mountain visitor sample of 56 skiing households 75.0% (42 households) indicated they were very satisfied or somewhat satisfied. Only 3.6% (2 households) indicated they were uncertain or dissatisfied, and 21.4% (12 households) did not respond.

(26) Amount Spent on Last Ski Vacation

In Northern Minnesota, Wisconsin or Michigan

The largest percentage (53.9% or 110 households) of the 204 skiing households in Minneapolis-St. Paul spent up to \$200 on the last ski vacation. Another 13.7% (28 households) spent from \$201 to \$400 and 8.3% (17 households) spent \$401 to \$600.

Only 1.5% (3 households) spent more, and 22.6% did not respond.

(27) Cross Country Skiing at Spirit Mountain

A total of 40.7% (83 households) said that cross country skiing at Spirit Mountain encouraged more skiing there, but 52.9% (108 households) said it did not affect their ski plans. Only 1.0% said it discouraged skiing there, and 5.4% did not respond.

(28) Night Skiing at Spirit Mountain

Night skiing encouraged more skiing at Spirit Mountain was an opinion of 52.0% of the skiing households, but 43.1% said it had no effect on their skiing plans.

In the Spirit Mountain visitor sample of 56 households, a total of 60.7% thought night skiing encouraged more skiing.

(29) Preferred Food and Beverage at Spirit Mountain

Opinion was quite divided on the type of preferred food and beverage at Spirit Mountain as shown in Table 39. The largest percentages of households were for inexpensive table service and standup quick service.

There were smaller but significant percentages preferring full service dining room with complete menu or the same with entertainment.

(30) What Skiing Households Like Most About Spirit Mountain

1. Ski Runs

Attractive ski runs were the most prominent of the favorable factors at Spirit Mountain, with 12.3% of the households reporting this. In the Spirit Mountain visitor sample of 56 households there was a percentage of 26.8% (or 15 households) which reported this.

2. Short Driving Distance

A total of 4.9% of households reported the short driving distance to Spirit Mountain from Minneapolis-St. Paul.

3. Scenery

Scenery was reported by 3.4% of the households.

4. Chalet

An attractive chalet was listed by 2.5% of the households.

5. Other

Other factors are in Table 40.

(31) What Skiing Households Dislike Most About Spirit Mountain

1. Crowding

Crowding was an important complaint about Spirit Mountain.

The percentage of skiing households was 4.9%

2. Waiting for the Lift

A total of 2.5% listed waiting for the lift as an important objection.

3. Inadequate Ski Runs

Inadequate ski runs were listed by 2.5% of the households.

4. Ski Shop

An inadequate ski shop was listed by 2.5% of the households.

5. Other

Other factors are in Table 41.

(32) Favorite Ski Areas

In the Upper Midwest

Lutzen was listed by the largest percentage of skiing households as the favorite ski resort.

Other popular resorts were in order: Telemark, Afton, Troll Haugen,

and Spirit Mountain.

See Table 42 for all resorts.

(33) Conclusion

The data in this study lead to several general conclusions.

Spirit Mountain has a favorable reputation among most Minneapolis-St. Paul skiing households which have some knowledge of Duluth, but there are still many skiing households (about 3/4 of the skiing households) which have not visited Spirit Mountain recently.

There are some changes which Minneapolis-St. Paul skiers would like to see in Spirit Mountain, including improvements in ski runs and ski lifts, reduction of crowding, improvement in the ski shop, improvement of parking, and maintenance of high quality food service.

It is encouraging that a large percentage of Minneapolis-St. Paul skiing households have noted highly most of the facilities and services at Spirit Mountain.

TABLE 1

MINNEAPOLIS-ST. PAUL METROPOLITAN MARKET
 SKIING HOUSEHOLDS AND SKIERS IN SKIING HOUSEHOLDS WHO VISITED
 DIFFERENT SKI RESORTS DURING THE LAST SKI SEASON

September, 1979

	NUMBER IN THE SYSTEMATIC RANDOM SAMPLE OF MINNEAPOLIS- ST. PAUL SKIING HOUSEHOLD MARKET	PROJECTED PERCENTAGE OF MINNEAPOLIS- ST. PAUL SKIING HOUSEHOLD MARKET
Total Skiing Households	204	100.0%
Total Skiers in Skiing Households	519	100.0%
Total Who Skied at Minneapolis- St. Paul Area Resorts	429	82.7%
Total Who Skied at Northern Minnesota Resorts	231	44.5%
Total Who Skied at Spirit Mountain	114	22.0%
Total Who Skied at Northern Wisconsin and Michigan Resorts	163	31.4%
Total Who Skied at Colorado and Other Western Resorts	109	21.0%

TABLE 2

RATING OF SERVICE AND FACILITIES AT SPIRIT MOUNTAIN AS COMPARED WITH
OTHER REGIONAL SKI RESORTS IN MINNESOTA, WISCONSIN, AND MICHIGAN

(Rating Made by Minneapolis-St. Paul Skiing Households)

September, 1979

	<u>Same</u>	<u>Better</u>	<u>Worse</u>	No Answer or <u>Don't Know</u>	<u>Total</u>
Ski Runs	26.0	27.0	2.0	45.0	100.0%
Food and Food Service	17.2	8.8	3.9	70.1	100.0%
Chalet	18.1	18.6	.5	62.8	100.0%

Questions Asked:

39. Has your household known or heard that at Spirit Mountain in Duluth the ski runs are about the same, better, or worse than those in Northern Wisconsin, Michigan, and Minnesota?
43. Has your household known or heard that the food and food service at Spirit Mountain is about the same, better, or worse than the food at other ski resorts in Northern Wisconsin, Michigan, and Minnesota?
47. Has your household known or heard that the chalet at Spirit Mountain in Duluth is about as attractive as, or more or less attractive than the chalets at other ski resorts in Northern Wisconsin, Michigan, and Minnesota?

TABLE 3

IMPACT OF INFLATION, GASOLINE SHORTAGES, AND SKI RESORT PRICES
IN REDUCING SKIING TRIPS DURING THE NEXT SKI SEASON

(Rating Made by Minneapolis-St. Paul Skiing Households)

September, 1979

	<u>Very Likely</u>	<u>Don't Know</u>	<u>Unlikely</u>	<u>No Answer</u>	<u>Total</u>
Inflation	36.3	8.3	52.9	2.5	100.0%
Gasoline Shortage	38.2	8.3	52.0	1.5	100.0%
Ski Resort Prices	39.7	9.8	48.5	2.0	100.0%

Question Asked:

How likely would the following be to reduce the number of your household skiing trips during the next ski season?

52. Inflation resulting in reduced family income?

53. Gasoline shortages?

54. Increased prices at ski resorts?

TABLE 4

TOTAL HOUSEHOLD INCOME OF
SKI HOUSEHOLDS IN
MINNEAPOLIS-ST. PAUL AREA

September, 1979

<u>Amount</u>	<u>Percentage</u>
Under \$20,000	18.6
\$20,000 to \$40,000	45.6
\$40,000 or More	22.1
No Answer	<u>13.7</u>
	<u>100.0</u>

TABLE 5

NUMBER OF PERSONS IN HOUSEHOLD
IN SKIING HOUSEHOLDS IN
MINNEAPOLIS-ST. PAUL
METROPOLITAN AREA

September, 1979

<u>NUMBER IN HOUSEHOLD</u>	<u>PERCENTAGE OF SKIING HOUSEHOLDS</u>	
1	4.9	(10)
2	19.6	(40)
3	14.2	(29)
4	26.5	(54)
5	17.2	(35)
6	12.2	(25)
7	2.0	(4)
8	1.4	(3)
9 or More	<u>2.0</u>	<u>(4)</u>
TOTAL PERCENTAGE	<u>100.0</u>	<u>(204)</u>

TABLE 6

NUMBER OF PERSONS WHO SKI
IN SKIING HOUSEHOLDS IN
MINNEAPOLIS-ST. PAUL
METROPOLITAN AREA

September, 1979

<u>NUMBER OF PERSONS WHO SKI</u>	<u>PERCENTAGE OF SKIING HOUSEHOLDS</u>
1	26.4 (54)
2	34.2 (70)
3	12.3 (25)
4	12.3 (25)
5	7.4 (15)
6	5.9 (12)
7	.5 (1)
8	.5 (1)
9 or More	<u>.5 (1)</u>
TOTAL PERCENTAGE	<u>100.0 (204)</u>

TABLE 7

TYPE OF SKIING PREFERRED
BY SURVEY RESPONDENTS

September, 1979

<u>Type of Skiing Preferred</u>	<u>Percentage of Respondents</u>
Downhill	62.3 (127)
Cross Country	24.5 (50)
No Answer	<u>13.2</u> (<u> 27</u>)
TOTAL	<u>100.0</u> (<u>204</u>)

TABLE 8

PERCENTAGE OF SKIING HOUSEHOLDS WITH BOYS 19 YEARS
OR YOUNGER AND PERCENTAGE OF SKIING HOUSEHOLDS
WITH BOY SKIERS 19 OR YOUNGER

September, 1979

<u>Number of Boys 19 or Younger</u>	<u>Percentage of Skiing Households With Boys 19 or Younger</u>	<u>Percentage of Skiing Households With Boy Skiers 19 or Younger</u>
0	49.4 (101)	62.8 (128)
1	26.5 (54)	24.0 (49)
2	17.2 (35)	8.3 (17)
3	5.9 (12)	3.9 (8)
4	.5 (1)	.5 (1)
5	<u>.5 (1)</u>	<u>.5 (1)</u>
TOTAL	<u>100.0 (204)</u>	<u>100.0 (204)</u>

TABLE 9

PERCENTAGE OF SKIING HOUSEHOLDS WITH GIRLS 19 YEARS
OR YOUNGER AND PERCENTAGE OF SKIING HOUSEHOLDS
WITH GIRL SKIERS 19 OR YOUNGER

September, 1979

<u>Number of Girls 19 or Younger</u>	<u>Percentage of Skiing Households With Girls 19 or Younger</u>	<u>Percentage of Skiing Households With Girl Skiers 19 or Younger</u>
0	50.0 (102)	61.8 (126)
1	26.0 (53)	24.5 (50)
2	18.1 (37)	13.2 (27)
3	4.4 (9)	.5 (1)
4	.5 (1)	0
5	<u>1.0 (2)</u>	<u>0</u>
TOTAL	<u>100.0 (204)</u>	<u>100.0 (204)</u>

TABLE 10

PERCENTAGE OF SKIING HOUSEHOLDS WITH MEN
 20 TO 39 YEARS AND PERCENTAGE OF
 SKIING HOUSEHOLDS WITH MEN
 SKIERS 20 TO 39 YEARS

<u>Number of Men 20 to 39 Years</u>	<u>Percentage of Skiing Households With Men 20 to 39 Years</u>	<u>Percentage of Skiing Households With Men Skiers 20 to 39 Years</u>
0	43.2 (88)	46.5 (95)
1	45.6 (93)	45.1 (92)
2	7.8 (16)	6.4 (13)
3	2.9 (6)	2.0 (4)
4	0	
5	<u>.5 (1)</u>	<u> </u>
TOTAL	<u>100.0 (204)</u>	<u>100.0 (204)</u>

TABLE 11

PERCENTAGE OF SKIING HOUSEHOLDS WITH WOMEN
 20 TO 39 YEARS AND PERCENTAGE OF
 SKIING HOUSEHOLDS WITH WOMEN
 SKIERS 20 TO 39 YEARS

September, 1979

<u>Number of Women 20 to 39 Years</u>	<u>Percentage of Skiing Households With Women 20 to 39 Years</u>	<u>Percentage of Skiing Households With Women Skiers 20 to 39 Years</u>
0	42.2 (86)	56.3 (115)
1	49.0 (100)	40.7 (83)
2	7.8 (16)	2.0 (4)
3	.5 (1)	1.0 (2)
4	.5 (1)	0
5	<u>0</u>	<u>0</u>
TOTAL	<u>100.0</u> <u>(204)</u>	<u>100.0</u> <u>(204)</u>

TABLE 12

PERCENTAGE OF SKIING HOUSEHOLDS WITH MEN
40 YEARS AND OVER AND PERCENTAGE OF
SKIING HOUSEHOLDS WITH MEN
SKIERS 40 YEARS AND OVER

September, 1979

<u>Number of Men 40 Years and Over</u>	<u>Percentage of Skiing Households With Men 40 Years and Over</u>	<u>Percentage of Skiing Households With Men Skiers 40 Years and Older</u>
0	55.4 (113)	75.5 (154)
1	43.6 (89)	24.5 (50)
2	1.0 (2)	0
3	0	0
4	0	0
5	<u>0</u>	<u>0</u>
TOTAL	100.0 (204)	100.0 (204)

TABLE 13

PERCENTAGE OF SKIING HOUSEHOLDS WITH WOMEN
40 YEARS AND OVER AND PERCENTAGE OF
SKIING HOUSEHOLDS WITH WOMEN
SKIERS 40 YEARS AND OVER

September, 1979

<u>Number of Women 40 Years and Over</u>	<u>Percentage of Skiing Households With Women 40 Years and Over</u>	<u>Percentage of Skiing Households With Women Skiers 40 Years and Over</u>
0	61.3 (125)	81.4 (166)
1	<u>38.7 (79)</u>	<u>18.6 (38)</u>
TOTAL	<u>100.0 (204)</u>	<u>100.0 (204)</u>

TABLE 14

HOW MANY TIMES DID YOUR HOUSEHOLD GO FOR
 ONLY ONE DAY TO SKIING AREAS
 OUTSIDE THE MINNEAPOLIS-
 ST. PAUL AREA DURING
 THE LAST SKI SEASON?

September, 1979

<u>Number of Times</u>	<u>Percentage of Skiing Households Which Skied One Day Only</u>
0	35.2 (72)
1	14.2 (29)
2	11.8 (24)
3	8.3 (17)
4	2.0 (4)
5	5.4 (11)
6	5.9 (12)
7	2.0 (4)
8	1.5 (3)
9 Or More Times	<u>13.7 (28)</u>
TOTAL	<u>100.0 (204)</u>

TABLE 15

HOW MANY TIMES DID YOUR HOUSEHOLD GO FOR OVERNIGHT
SKIING TRIPS TO SKIING AREAS OUTSIDE THE
MINNEAPOLIS-ST. PAUL AREA DURING
THE LAST SEASON?

September, 1979

<u>Number of Times</u>	<u>Percentage of Skiing Households Which Skied Overnight</u>
0	45.6 (93)
1	24.5 (50)
2	10.3 (21)
3	8.8 (18)
4	3.9 (8)
5	2.5 (.5)
6	1.5 (3)
9 or More Times	<u>2.9 (6)</u>
TOTAL	<u>100.0 (204)</u>

TABLE 16

HOW MANY OF THE SKIERS IN EACH AGE GROUP IN
YOUR HOUSEHOLD WENT SKIING AT
SPIRIT MOUNTAIN IN DULUTH
IN THE LAST SEASON?

September, 1979

Age Groups		Number of Households					Total
		0	1	2	3	4	
Boys 19 Years or Younger	Percentage	93.1	4.4	2.5			100.0
	Number	190	9	5			204
Girls 19 Years or Younger	Percentage	91.6	6.9	.5	1.0		100.0
	Number	187	14	1	2		204
Men 20 to 39 Years	Percentage	87.7	10.8	.5	1.0		100.0
	Number	179	22	1	2		204
Women 20 to 39 Years	Percentage	90.2	7.8	1.5	.5		100.0
	Number	184	16	3	1		204
Men 40 Years And Over	Percentage	96.1	3.9				100.0
	Number	196	8				204
Women 40 Years And Over	Percentage	96.6	2.9			.5	100.0
	Number	197	6			1	204
TOTAL				10x2= 20	5x3= 15	1x4= 4	114

SUMMARY: There were 114 persons who had visited Spirit Mountain. The total number of skiers in the 204 households was 519.

TABLE 17

HOW MANY PERSONS IN YOUR HOUSEHOLD ARE
 PLANNING TO SKI AT SPIRIT MOUNTAIN
 IN DULUTH DURING THE NEXT SEASON?

September, 1979

<u>Number of Persons Planning To Ski At Spirit Mountain</u>	<u>Percentage of Households Planning To Ski At Spirit Mountain</u>
0	63.3 (129)
1	19.1 (39)
2	7.4 (15)
3	2.9 (6)
4	2.5 (5)
5	2.5 (5)
6	<u>2.5 (5)</u>
TOTAL	<u>100.0 (204)</u>

TABLE 18

HOW MANY TIMES WILL YOUR HOUSEHOLD GO TO
SPIRIT MOUNTAIN IN THE NEXT SKI SEASON?

September, 1979

<u>Number of Times Will Go To Spirit Mountain</u>	<u>Percentage Of Households Which Will Go To Spirit Mountain</u>
0	66.0 (135)
1	18.1 (37)
2	7.4 (15)
3	2.5 (5)
4	2.5 (5)
5	2.0 (4)
9 or More	<u>1.5 (3)</u>
TOTAL	<u>100.0 (204)</u>

TABLE 19

HOW MANY PERSONS IN YOUR HOUSEHOLD WENT SKIING
AT EACH OF THESE SKI AREAS IN THE
LAST SKI SEASON?

September, 1979

<u>Number of Persons</u>	<u>Minneapolis- St. Paul Area</u>	<u>Northern Minnesota</u>	<u>Northern Wisconsin or Michigan</u>	<u>Colorado or Other Western States</u>
0	20.2 (41)	52.0 (106)	64.2 (131)	75.4 (154)
1	23.5 (48)	16.6 (34)	15.2 (31)	10.3 (21)
2	26.0 (53)	16.2 (33)	9.8 (20)	6.4 (13)
3	9.3 (19)	5.4 (11)	3.9 (8)	2.5 (5)
4	7.8 (16)	3.9 (8)	3.4 (7)	3.9 (8)
5	7.8 (16)	3.4 (7)	2.0 (4)	1.5 (3)
6	3.9 (8)	2.0 (4)	1.0 (2)	
7				
8	.5 (1)	.5 (1)	.5 (1)	
9 or More	<u>1.0 (2)</u>	<u> </u>	<u> </u>	<u> </u>
TOTAL	<u>100.0 (204)</u>	<u>100.0 (204)</u>	<u>100.0 (204)</u>	<u>100.0 (204)</u>

TABLE 20

DID ANYONE IN YOUR HOUSEHOLD BELONG TO A SKI CLUB
IN THE LAST SKI SEASON?

(Percentage and Number of a Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

	<u>Percentage of Minneapolis- St. Paul Skiing Households Belonging to Ski Clubs</u>	<u>Number of Minneapolis- St. Paul Skiing Households</u>
Yes	11.8	(24)
No	72.1	(147)
No Answer	<u>16.1</u>	<u>(33)</u>
TOTALS	<u>100.0</u>	<u>204</u>

TABLE 21

DID THAT SKI CLUB VISIT ANY OF THESE AREAS
IN THE LAST SKI SEASON?

(Percentage and Number of a Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Number</u>	<u>Northern Minnesota</u>	<u>Northern Wisconsin And Michigan</u>	<u>Colorado and Other Western States</u>	<u>Spirit Mountain</u>
0	94.6 (193)	97.0 (198)	99.0 (202)	97.5 (199)
1	2.9 (6)	1.5 (3)	1.0 (2)	1.5 (3)
2	1.0 (2)			
3	1.0 (2)	1.0 (2)		.5 (1)
4				
5				
6				
7				
8		.5 (1)		
9 or more	<u>.5 (1)</u>	<u> </u>	<u> </u>	<u>.5 (1)</u>
TOTALS	<u>100.0 (204)</u>	<u>100.0 (204)</u>	<u>100.0 (204)</u>	<u>100.0 (204)</u>

TABLE 22

WHAT HAS YOUR HOUSEHOLD KNOWN OR HEARD ABOUT
 SNOW CONDITIONS, LENGTH OF RUNS, AND
 DEGREE OF DIFFICULTY OF RUNS
 AT SPIRIT MOUNTAIN?

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Rating</u>	<u>Snow Conditions</u>	<u>Length of Runs</u>	<u>Difficulty of Runs</u>
Very Satisfactory	19.6 (40)	21.0 (43)	19.1 (39)
Fairly Satisfactory	28.4 (58)	27.0 (55)	23.5 (48)
Barely Satisfactory	1.0 (2)	1.0 (2)	4.9 (10)
Unsatisfactory	0 0	1.0 (2)	1.0 (2)
No Answer	<u>51.0 (104)</u>	<u>50.0 (102)</u>	<u>51.5 (105)</u>
TOTALS	<u>100.0 (204)</u>	<u>100.0 (204)</u>	<u>100.0 (204)</u>

TABLE 23

WHAT HAS YOUR HOUSEHOLD KNOWN OR HEARD ABOUT QUALITY OF FOOD,
 QUALITY OF FOOD SERVICE, AND KIND OF FOOD AND SERVICE
 AFTER SKIING AT SPIRIT MOUNTAIN?

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Rating</u>	<u>Food Quality</u>	<u>Food Service</u>
Very Satisfactory	11.3 (23)	10.8 (22)
Fairly Satisfactory	16.2 (33)	13.7 (28)
Barely Satisfactory	1.5 (3)	2.0 (4)
Unsatisfactory	.5 (1)	.5 (1)
No Answer	<u>70.5 (144)</u>	<u>73.0 (149)</u>
TOTAL	<u>100.0 (204)</u>	<u>100.0 (204)</u>

KIND OF FOOD AND SERVICE AFTER SKIING

	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
Too Formal	1.5	(3)
Too Informal	3.9	(8)
No Answer	<u>94.6</u>	<u>(193)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 24

WHAT HAS YOUR HOUSEHOLD KNOWN OR HEARD ABOUT
SERVICE, COMFORT, AND CROWDING AT
THE SPIRIT MOUNTAIN CHALET?

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Rating</u>	<u>Chalet Service</u>	<u>Chalet Comfort</u>	<u>Chalet Crowding</u>
Very Satisfactory	13.2 (27)	17.6 (36)	9.8 (20)
Fairly Satisfactory	15.2 (31)	11.8 (24)	14.2 (29)
Barely Satisfactory	2.0 (4)	2.0 (4)	3.4 (7)
Unsatisfactory	0 0	.5 (1)	3.9 (8)
No Answer	<u>69.6 (142)</u>	<u>68.1 (139)</u>	<u>68.7 (140)</u>
TOTALS	<u>100.0 (204)</u>	<u>100.0 (204)</u>	<u>100.0 (204)</u>

TABLE 25

WHERE DID YOUR HOUSEHOLD FIRST HEAR ABOUT
SPIRIT MOUNTAIN IN DULUTH?

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Sources</u>	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
Advertising Media	31.9	(65)
Friends	48.0	(98)
News Stories	4.4	(9)
Had Not Heard of Spirit Mountain	3.4	(7)
No Answer	<u>12.3</u>	<u>(25)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 26

HOW IMPORTANT IS THE PRICE OF A TOW OR LIFT TICKET
IN DETERMINING WHERE YOU WILL SKI?

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Rating</u>	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
Very Important	23.0	(47)
Somewhat Important	28.4	(58)
Rather Unimportant	24.0	(49)
Not At All Important	16.2	(33)
No Answer	<u>8.4</u>	<u>(17)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 27

WOULD YOU CHANGE YOUR SKI TRIP FROM THE WEEKEND
TO MIDWEEK IF THE PRICE OF THE LIFT
TICKET WERE LOWER AT MIDWEEK?

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Answer</u>	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
Yes	37.3	(76)
No	51.0	(104)
No Answer	<u>11.7</u>	<u>(24)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 28

HOW IMPORTANT IS THE PRICE OF YOUR LODGING
IN THE COST OF YOUR SKI VACATION?

(Percentage And Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Rating</u>	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
Very Important	34.8	(71)
Somewhat Important	27.9	(57)
Rather Unimportant	16.2	(33)
Not At All Important	6.9	(14)
No Answer	<u>14.2</u>	<u>(29)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 29

DURING THE LAST SKI SEASON HOW MANY OF YOUR SKI
TRIPS WERE BY THESE MEANS OF TRANSPORTATION?

September, 1979

Percentage and Number of Trips of A Sample of Minneapolis-
St. Paul Skiing Households

<u>Number of Trips</u>	<u>Automobile</u>	<u>Bus</u>	<u>Railroad</u>	<u>Air</u>
0	8.3 (17)	83.7 (171)	99.5 (203)	89.2 (182)
1	5.9 (12)	2.9 (6)	0	7.8 (16)
2	8.8 (18)	2.0 (4)	0	1.0 (2)
3	9.8 (20)	1.5 (3)	0	1.5 (3)
4	10.8 (22)	1.5 (3)	0	0
5	7.8 (16)	1.0 (2)	0	.5 (1)
6	7.8 (16)	1.0 (2)	0	0
7	3.9 (8)	0	0	0
8	2.5 (5)	1.0 (2)	0	0
9 or more	<u>34.4 (70)</u>	<u>5.4 (11)</u>	<u>.5 (1)</u>	<u>0</u>
TOTALS	<u>100.0 (204)</u>	<u>100.0 (204)</u>	<u>100.0 (204)</u>	<u>100.0 (204)</u>

TABLE 30

HOW SATISFIED WERE YOU WITH YOUR HOTEL OR MOTEL
ACCOMMODATIONS IN DULUTH ON YOUR LAST VISIT?

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Rating</u>	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
Very Satisfied	32.4	(66)
Somewhat Satisfied	11.3	(23)
Uncertain	2.5	(5)
Somewhat Dissatisfied	1.0	(2)
Very Dissatisfied	2.0	(4)
No Answer	<u>50.8</u>	<u>(104)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 31

HOW IMPORTANT IS IT TO YOU TO HAVE
LODGING ON SPIRIT MOUNTAIN?

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
Very Important	25.0	(51)
Somewhat Important	12.3	(25)
Not Important	30.9	(63)
No Answer	<u>31.8</u>	<u>(65)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 32

PRINCIPAL HOTELS OR MOTELS YOU WOULD RECOMMEND THE
NEXT TIME YOU OR A FRIEND VISITS DULUTH

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Hotels or Motels</u>	<u>First Hotel or Motel Recommended</u>	<u>Second Hotel or Motel Recommended</u>
Radisson-Duluth	13.2 (27)	3.4 (7)
Holiday Inn	6.9 (14)	3.4 (7)
Edgewater Motels	4.9 (10)	3.9 (8)
Normandy Inn	2.0 (4)	1.5 (3)
Hotel Duluth	2.0 (4)	0
Spirit Mountain Villas	1.0 (2)	.5 (1)
Thrifty Scot Motel	1.0 (2)	.5 (1)
Voyageur Motel	1.0 (2)	.5 (1)
Downtown Motel	.5 (1)	0
Bridgeview Motel	.5 (1)	0
Buena Vista Motel	.5 (1)	0
Tru Vu Motel	0	.5 (1)
Other Hotels or Motels	1.5 (3)	2.0 (4)
No Recommendation Made	<u>65.0 (133)</u>	<u>83.8 (171)</u>
TOTALS	<u>100.0 (204)</u>	<u>100.0 (204)</u>

TABLE 33

PRINCIPAL RESTAURANTS YOU WOULD RECOMMEND THE NEXT
TIME YOU OR A FRIEND VISITS DULUTH

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Restaurant</u>	<u>First Restaurant Recommended</u>	<u>Second Restaurant Recommended</u>
Grandma's	10.8 (22)	2.0 (4)
Chinese Lantern	10.8 (22)	4.9 (10)
Bellows	2.0 (4)	1.0 (2)
Pickwick	2.0 (4)	2.0 (4)
Anchor Inn	1.5 (3)	0
Jolly Fisher	1.5 (3)	2.5 (5)
McDonalds	1.5 (3)	1.0 (2)
Mr. Steak	1.5 (3)	0
Radisson-Duluth	1.5 (3)	1.5 (3)
Lemon Drop	1.0 (2)	0
Normandy Inn	1.0 (2)	.5 (1)
Perkins	1.0 (2)	.5 (1)
Williams North Shore	0	.5 (1)
Other Restaurants	3.9 (8)	2.0 (4)
No Recommendations Made	<u>60.0</u> (123)	<u>81.6</u> (167)
TOTALS	<u>100.0</u> (204)	<u>100.0</u> (204)

TABLE 34

HOW SATISFIED WERE YOU WITH THE FOOD AND SERVICE ON YOUR
LAST VISIT TO A DULUTH RESTAURANT?

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
Very Satisfied	45.6	(93)
Somewhat Satisfied	13.7	(28)
Uncertain	.5	(1)
Somewhat Dissatisfied	.5	(1)
Very Dissatisfied	1.0	(2)
No Answer	<u>38.7</u>	<u>(79)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 35

PLEASE ESTIMATE THE TOTAL AMOUNT WHICH YOUR HOUSEHOLD SPENT
ON YOUR LAST SKI VACATION IN NORTHERN
MINNESOTA, WISCONSIN OR MICHIGAN

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Amount</u>	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
0 - \$200	53.9	(110)
\$201 to \$400	13.7	(28)
\$401 to \$600	8.3	(17)
\$601 to \$800	0	0
\$801 to \$1000	.5	(1)
\$1001 to \$1500	1.0	(2)
\$1501 or More	0	0
No Answer	<u>22.6</u>	<u>(46)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 36

HOW MANY MEMBERS OF YOUR HOUSEHOLD WERE
ON THAT SKI VACATION?
(REFERRING TO LAST SKI VACATION IN NORTHERN
MINNESOTA, WISCONSIN OR MICHIGAN)

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Number of Persons</u>	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
1	26.5	(54)
2	27.0	(55)
3	7.8	(16)
4	8.3	(17)
5	5.4	(11)
6	2.5	(5)
7	.5	(1)
8	1.0	(2)
9	.5	(1)
No Answer	<u>20.5</u>	<u>(42)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 37

DO YOU THINK THAT THE AVAILABILITY OF CROSS
COUNTRY SKIING AT SPIRIT MOUNTAIN^c

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
Encourages More Skiing There?	40.7	(83)
Discourages Skiing There?	1.0	(2)
Has No Effect On Skiing Plans	52.9	(108)
No Answer	<u>5.4</u>	<u>(11)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 38

DO YOU THINK THAT THE AVAILABILITY OF
NIGHT SKIING AT SPIRIT MOUNTAIN:

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Impact</u>	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
Encourages More Skiing There?	52.0	(106)
Discourages Skiing There?	0	0
Has No Effect on Skiing Plans?	43.1	(88)
No Answer	<u>4.9</u>	<u>(10)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 39

WHAT TYPES OF FOOD AND BEVERAGE WOULD YOU
LIKE AT SPIRIT MOUNTAIN?

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Type</u>	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
Standup Quick Service Food and Beverage	21.6	(44)
Inexpensive Table Service	25.0	(51)
Full Service Dining Room With Complete Menu	11.3	(23)
Full Service Dining Room With Entertainment	13.2	(27)
Other	16.2	(33)
No Answer	<u>12.7</u>	<u>(26)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 40

WHAT DO YOU LIKE MOST ABOUT SPIRIT MOUNTAIN?

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Subject</u>	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
Attractive Ski Runs	12.3	(25)
Short Driving Distance to Spirit Mountain	4.9	(10)
Scenery	3.4	(7)
Chalet	2.5	(5)
Spirit Mountain Villas	1.5	(3)
Short Wait for Lift	1.0	(2)
Little Crowding	.5	(1)
Adequate Parking	.5	(1)
Ski Shop	.5	(1)
Cross Country Skiing	.5	(1)
Other	4.4	(9)
No Answer	<u>68.0</u>	<u>(139)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 41

WHAT DO YOU DISLIKE MOST ABOUT SPIRIT MOUNTAIN?

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Subjects</u>	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
Crowding	4.9	(10)
Waiting for the Lift	2.5	(5)
Ski Runs Inadequate	2.5	(5)
Ski Shop	2.0	(4)
Driving Distance to Spirit Mountain	1.5	(3)
Easy Runs	1.5	(3)
Snow Conditions Poor	1.5	(3)
Parking Inadequate	1.0	(2)
Food Service	.5	(1)
Spirit Mountain Villas	.5	(1)
Resort Roads	.5	(1)
Chalet	.5	(1)
Cross Country Skiing	.5	(1)
Other	2.9	(6)
No Answer	<u>77.2</u>	<u>(158)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 42

WHAT ARE YOUR THREE FAVORITE SKI AREAS IN THE UPPER
MIDWEST OUTSIDE OF THE TWIN CITIES?

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

FAVORITE SKI AREAS IN UPPER MIDWEST
Percentage and Number

<u>Ski Areas</u>	<u>First Choice</u>	<u>Second Choice</u>	<u>Third Choice</u>	<u>Total No.</u>
Lutzen	13.2 (27)	7.4 (15)	1.0 (2)	(44)
Telemark	7.8 (16)	2.5 (5)	1.0 (2)	(23)
Afton	6.4 (13)	2.9 (6)	2.5 (5)	(24)
Troll Haugen	5.9 (12)	3.9 (8)	2.9 (6)	(26)
Spirit Mountain	4.4 (9)	4.9 (10)	4.4 (9)	(28)
Indian Head	2.9 (6)	5.4 (11)	2.5 (5)	(22)
Birch Park (WIS)	2.9 (6)	1.5 (3)	2.9 (6)	(15)
Wild Mountain	2.5 (5)	2.9 (6)	.5 (1)	(12)
Sugar Hills	2.5 (5)	.5 (1)	1.0 (2)	(8)
Quadna	2.0 (4)	1.5 (3)	1.0 (2)	(9)
Welsh Village	2.0 (4)	1.0 (2)	2.0 (4)	(10)
Porcupine	1.0 (2)	.5 (1)		(3)
Snow Crest	1.0 (2)	2.9 (6)	1.0 (2)	(10)
Montana Resorts	1.0 (2)			(2)
White Cap	.5 (1)	.5 (1)		(2)
Bireherest	.5 (1)		.5 (1)	(2)
Powder Horn	.5 (1)	2.5 (5)	1.5 (3)	(9)
Iron Mountain	.5 (1)			(1)
Thunder Bay	.5 (1)	1.0 (2)	.5 (1)	(4)
Detroit Mountain	.5 (1)			(1)
Bemidji	.5 (1)	.5 (1)		(2)
Powder Ridge	.5 (1)	.5 (1)		(2)
Bridge	.5 (1)			(1)
Park Rapids			.5 (1)	(1)
Red Mountain			.5 (1)	(1)
Other	3.7 (8)	3.9 (8)	3.4 (7)	(23)
No Answer	36.3 (74)	53.3 (109)	70.4 (144)	(327)
TOTALS	<u>100.0 (204)</u>	<u>100.0 (204)</u>	<u>100.0 (204)</u>	<u>(612)</u>

TABLE 43

WHY DID YOU SELECT YOUR FAVORITE SKI AREA?

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Reason</u>	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
Attractive Ski Runs	18.6	(38)
Reasonable Driving Distance	6.4	(13)
Cross Country Ski Runs	3.4	(7)
Scenery	3.4	(7)
Crowding Minimal	1.5	(3)
Snow Conditions	1.0	(2)
Chalet	1.0	(2)
Entertainment	.5	(1)
Resort Roads	.5	(1)
Waiting For Lift	.5	(1)
Other Reasons	8.8	(18)
No Reason Given	<u>54.4</u>	<u>(111)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 44

OCCUPATION OF PRINCIPAL MALE AND FEMALE IN HOUSEHOLD

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Type</u>	<u>Principal Male Occupations</u>	<u>Principal Female Occupations</u>
Professional	33.8 (69)	18.6 (38)
Managers and Administrators	15.2 (31)	3.9 (8)
Salesworkers	12.7 (26)	3.4 (7)
Clerical Workers	.5 (1)	16.2 (33)
Craft and Kindred Workers	12.7 (26)	
Operatives	2.0 (4)	
Transportation Operators	2.0 (4)	.5 (1)
Nonfarm Laborers	2.0 (4)	.5 (1)
Service Workers	3.4 (7)	5.4 (11)
Students	2.9 (6)	2.5 (5)
Homemaker		23.0 (47)
Other	.5 (1)	1.5 (3)
No Answer	<u>12.3 (25)</u>	<u>24.5 (50)</u>
TOTALS	<u>100.0 (204)</u>	<u>100.0 (204)</u>

TABLE 45

EDUCATION OF PRINCIPAL MALE AND FEMALE IN HOUSEHOLD

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Type</u>	<u>Principal Male Education</u>	<u>Principal Female Education</u>
High School	14.2 (29)	22.1 (45)
Some College	31.4 (64)	21.1 (43)
College Degree	42.6 (87)	30.4 (62)
No Answer	<u>11.8 (24)</u>	<u>26.4 (54)</u>
TOTALS	<u>100.0 (204)</u>	<u>100.0 (204)</u>

TABLE 46

AGE GROUP OF RESPONDENTS

(Percentage and Number of A Sample of Minneapolis-St. Paul Skiing Households)

September, 1979

<u>Respondents</u>	<u>Percentage of Skiing Households</u>	<u>Number of Skiing Households</u>
Male 19 or Younger	8.3	(17)
Female 19 or Younger	12.3	(25)
Male 20 to 39 Years	23.5	(48)
Female 20 to 39 Years	28.9	(59)
Male 40 or Over	5.4	(11)
Female 40 or Over	19.1	(39)
No Answer	<u>2.5</u>	<u>(5)</u>
TOTALS	<u>100.0</u>	<u>(204)</u>

TABLE 47

NUMBER OF PERSONS IN HOUSEHOLDS

(Number and Percentage of A Random Sample of Minneapolis-St. Paul Skiing Households Which Skied at Spirit Mountain Last Season)

September, 1979

<u>Number in Household</u>	<u>Percentage of Households In Each Class</u>	<u>Number of Households In Each Class</u>
1	1.8	(1)
2	16.1	(9)
3	19.6	(11)
4	28.6	(16)
5	12.5	(7)
6	10.7	(6)
7	3.6	(2)
8	3.6	(2)
9	<u>3.5</u>	<u>(2)</u>
TOTAL	100.0	(56)

TABLE 48

NUMBER OF HOUSEHOLD SKIERS

(Number and Percentage of A Random Sample of Minneapolis-St. Paul Skiing Households Which Skied at Spirit Mountain Last Season)

September, 1979

<u>Number of Household Skiers</u>	<u>Percentage</u>	<u>Number of Households in Each Class</u>
1	21.4	(12)
2	30.4	(17)
3	17.9	(10)
4	16.1	(9)
5	3.6	(2)
6	8.9	(5)
7	<u>1.7</u>	<u>(1)</u>
TOTAL	100.0	(56)

TABLE 49

NUMBER OF TIMES SKIED ONE DAY OR SKIED
OVERNIGHT OUTSIDE OF MINNEAPOLIS-ST. PAUL

(Number and Percentage of A Random Sample of Minneapolis-St. Paul
Skiing Households Which Skied at Spirit Mountain Last Season)

September, 1979

<u>Number of Times</u>	<u>Skied One Day</u>		<u>Skied Overnight</u>	
	<u>Percentage</u>	<u>Number</u>	<u>Percentage</u>	<u>Number</u>
1	17.9	(10)	30.4	(17)
2	14.3	(8)	14.3	(8)
3	7.1	(4)	12.5	(7)
4	1.8	(1)	7.1	(4)
5	5.4	(3)	--	--
6	7.1	(4)	1.8	(1)
7	1.8	(1)	--	--
8	1.8	(1)	--	--
9	21.4	(12)	7.1	(4)
0	<u>21.4</u>	<u>(12)</u>	<u>26.8</u>	<u>(15)</u>
TOTALS	100.0	(56)	100.0	(56)

TABLE 50

NUMBER AND PERCENTAGE OF HOUSEHOLDS WHICH PLAN TO SKI AT
SPIRIT MOUNTAIN AND NUMBER AND PERCENTAGE OF
TIMES PLAN TO SKI AT SPIRIT MOUNTAIN

(Number and Percentage of A Random Sample of Minneapolis-St. Paul
Skiing Households Which Skied at Spirit Mountain Last Season)

September, 1979

Plan to Ski at Spirit Mountain

<u>Number</u>	<u>Households</u>		<u>Number of Times</u>	
	<u>Percentage</u>	<u>Number</u>	<u>Percentage</u>	<u>Number</u>
1	32.1	(18)	26.8	(15)
2	19.6	(11)	17.9	(10)
3	5.4	(3)	5.4	(3)
4	8.9	(5)	8.9	(5)
5	1.8	(1)	5.4	(3)
6	7.1	(4)	--	--
7	--	--	--	--
8	--	--	--	--
9	--	--	5.4	(3)
0	<u>25.1</u>	<u>(14)</u>	<u>30.2</u>	<u>(17)</u>
TOTALS	100.0	(56)	100.0	(56)

TABLE 51

WHERE SKIED LAST SEASON

(Number and Percentage of A Random Sample of Minneapolis-St. Paul Skiing Households Which Skied at Spirit Mountain Last Season)

September, 1979

<u>Number of Times Skied</u>	<u>Minneapolis- St. Paul Area</u>	<u>Northern Minnesota</u>	<u>Northern Wis. & Mich.</u>	<u>Western Mountains</u>
1	26.8 (15)	30.4 (17)	23.2 (13)	16.1 (9)
2	23.2 (13)	32.1 (18)	10.7 (6)	7.1 (4)
3	12.5 (7)	8.9 (5)	5.4 (3)	3.6 (2)
4	8.9 (5)	5.4 (3)	5.4 (3)	-- --
5	3.6 (2)	1.8 (1)	-- --	-- --
6	7.1 (4)	5.4 (3)	-- --	-- --
7	-- --	-- --	-- --	-- --
8	-- --	-- --	-- --	-- --
9	1.9 (1)	-- --	-- --	-- --
0	<u>16.1 (9)</u>	<u>16.0 (9)</u>	<u>55.3 (31)</u>	<u>67.8 (38)</u>
TOTALS	100.0 (56)	100.0 (56)	100.0 (56)	100.0 (56)

TABLE 52

SPIRIT MOUNTAIN COMPARED WITH OTHER NORTHERN
MINNESOTA-WISCONSIN-MICHIGAN RESORTS

(Number and Percentage of A Random Sample of Minneapolis-St. Paul
Skiing Households Which Skied at Spirit Mountain Last Season)

September, 1979

	<u>Ski Runs</u>	<u>Food and Service</u>	<u>Chalet</u>
Same	33.9 (19)	44.6 (25)	30.4 (17)
Better	46.4 (26)	19.6 (11)	41.1 (23)
Worse	5.4 (3)	8.9 (5)	1.8 (1)
No Answer	14.3 (8)	26.9 (15)	26.7 (15)
TOTALS	100.0 (56)	100.0 (56)	100.0 (56)

DULUTH-SPIRIT MOUNTAIN TOURISM STUDY
 AUGUST - SEPTEMBER 1979
 Information Provided to Interviewers

1

Telephone Number: _____
 Household Name: _____
 Household Address: _____
 City: _____ State: _____ Zip: _____
 Interviewer Name: _____

Information Provided to Key Punch Operators

1,2,3 Questionnaire Number _____

(To Interviewer: Begin interview with this statement.)
 "My name is _____, and I am making a survey on winter vacations. If you are the principal man or woman in your household, will you please answer a few questions?"

How many persons live in your household and how many went skiing during the last ski season?

- | | | | | | | | | | | | |
|-------|---|------------|---|-----------------|---|---|---|---|---|-----------|-----------|
| 4 () | Number in household | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 or more | |
| 5 () | Number skiing | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 or more |
| 6 () | What type of skiing do you do personally? | 1=downhill | | 2=cross country | | | | | | | |
| | | 3=none | | 4=no answer | | | | | | | |

Interviewer: If 0 on 6, thank respondent and terminate interview. If 1 or more on 6, tell respondent "You will receive a free gift if you will help by answering these questions on skiing." Omit 7 if answer on 5 is 0.

How many persons in each of these age groups live in your household and how many went skiing during the last ski season?

- | | | | | | | | | | | | |
|--------|--|---|---|---|---|---|---|---|---|---|-----------|
| 7 () | Number of young men or boys <u>19 years or younger</u> living in your household | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 or more |
| 8 () | And the number of young men and boys who went skiing in the last ski season | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 or more |
| 9 () | Number of young women or girls <u>19 years or younger</u> living in your household | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 or more |
| 10 () | And the number of young women and girls who went skiing in the last ski season | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 or more |
| 11 () | Number of men <u>20 to 39 years</u> living in your household | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 or more |
| 12 () | And the number of men 20 to 39 years who went skiing in the last ski season | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 or more |

13 ()	Number of women <u>20 to 39 years</u> living in your household	0	1	2	3	4	5	6	7	8	9 or more
14 ()	And the number of women 20 to 39 years who went skiing in the last ski season	0	1	2	3	4	5	6	7	8	9 or more
15 ()	Number of men <u>40 years and over</u> living in your household	0	1	2	3	4	5	6	7	8	9 or more
16 ()	And the number of men 40 years and over who went skiing in the last ski season	0	1	2	3	4	5	6	7	8	9 or more
17 ()	Number of women <u>40 years and over</u> living in your household	0	1	2	3	4	5	6	7	8	9 or more
18 ()	And the number of women 40 years and over who went skiing in the last ski season	0	1	2	3	4	5	6	7	8	9 or more
19 ()	How many times did your household go for only one day to skiing areas outside the Mpls-St. Paul areas during the last ski season?	0	1	2	3	4	5	6	7	8	9 or more
20 ()	How many times did your household go for overnight skiing trips to skiing areas outside the Mpls-St. Paul area during the last season?	0	1	2	3	4	5	6	7	8	9 or more
21 ()	In which one of these age groups are you? (1) Male 19 or younger (2) Female 19 or younger, (3) Male 20 to 39, (4) Female 20 to 39, (5) Male 40 or over, (6) Female 40 or over, (0) None										
	How many of the skiers in each age group in your household went skiing at Spirit Mountain in Duluth in the last season?"										
22 ()	Boys 19 years or younger	0	1	2	3	4	5	6	7	8	9 or more
23 ()	Girls 19 years or younger	0	1	2	3	4	5	6	7	8	9 or more
24 ()	Men 20 to 39 years	0	1	2	3	4	5	6	7	8	9 or more
25 ()	Women 20 to 39 years	0	1	2	3	4	5	6	7	8	9 or more
26 ()	Men 40 years and over	0	1	2	3	4	5	6	7	8	9 or more
27 ()	Women 40 years and over	0	1	2	3	4	5	6	7	8	9 or more
28 ()	How many persons in your household are planning to ski at Spirit Mountain in Duluth during the next ski season?	0	1	2	3	4	5	6	7	8	9 or more
29 ()	How many times will your household go to Spirit Mountain in the next ski season?	0	1	2	3	4	5	6	7	8	9 or more

How many persons in your household went skiing at each of these ski areas in the last ski season?

30 ()	Minneapolis-St. Paul area	0	1	2	3	4	5	6	7	8	9 or more
31 ()	Northern Minnesota	0	1	2	3	4	5	6	7	8	9 or more
32 ()	Northern Wisconsin or Michigan	0	1	2	3	4	5	6	7	8	9 or more
33 ()	Colorado or other Western State	0	1	2	3	4	5	6	7	8	9 or more

34 ()	Did any one in your household belong to a ski club in the last ski season?	0= No answer	1= Yes	2= No
--------	--	--------------	--------	-------

Did that ski club visit any of these areas in the last ski season?

35 ()	Northern Minnesota	0	1	2	3	4	5	6	7	8	9 or more
36 ()	Northern Wisconsin or Michigan	0	1	2	3	4	5	6	7	8	9 or more
37 ()	Colorado or other Western State	0	1	2	3	4	5	6	7	8	9 or more
38 ()	Spirit Mountain, Duluth	0	1	2	3	4	5	6	7	8	9 or more

39 ()	Has your household known or heard that at Spirit Mountain in Duluth the ski runs are about the same, better, or worse than those in Northern Wisconsin, Michigan, and Minnesota?	0=No answer	1=Same	2=Better	3=Worse
--------	--	-------------	--------	----------	---------

Has your household known or heard that at Spirit Mountain in Duluth:

40 ()	Snow conditions are generally	1=Very Satisfactory	2=Fairly Satisfactory
		3= Barely Satisfactory	
		4= Unsatisfactory	5=No answer

41 ()	Length of ski runs is generally:	1=Very Satisfactory	2=Fairly Satisfactory	3=Barely Satisfactory
		4=Unsatisfactory	5=No Answer	

42 ()	Degree of difficulty of ski runs is generally:	1=Very satisfactory	2=Fairly satisfactory	3=Barely satisfactory	4=Unsatisfactory
					5=No answer

43 ()	Has your household known or heard that the food and food service at Spirit Mountain is about the same, better, or worse than the food at other ski resorts in Northern Wisconsin, Michigan, and Minnesota?	0=No answer	1=Same	2=Better	4=Worse
--------	--	-------------	--------	----------	---------

Has your household known or heard that at Spirit Mountain:

- 44 () Quality of food is: 1=Very satisfactory 2=Fairly satisfactory
3=Barely satisfactory 4=Unsatisfactory
5=No answer
- 45 () Quality of food service is: 1=Very satisfactory 2=Fairly satisfactory
3=Barely satisfactory 4=Unsatisfactory
5=No answer
- 46 () Kind of food and service after skiing is: 1=Too formal 2=Too informal 3=No answer

- 47 () Has your household known or heard that the chalet at Spirit Mountain in Duluth is about as attractive as, or more or less attractive than the chalets at other ski resorts in Northern Wisconsin, Michigan and Minnesota? 0=No answer 1=Same 2=More 3=Less

Has your household known or heard that at Spirit Mountain:

- 48 () Service at ski chalet is: 1=Very satisfactory 2=Fairly satisfactory
3=Barely satisfactory 4=Unsatisfactory
5=No answer
- 49 () Comfort at ski chalet is: 1=Very satisfactory 2=Fairly satisfactory
3=Barely satisfactory 4=Unsatisfactory
5=No answer
- 50 () Amount of crowding at ski chalet is: 1=Very satisfactory 2=Fairly satisfactory
3=Barely satisfactory 4=Unsatisfactory
5=No answer

- 51 () Where did your household first hear about Spirit Mountain in Duluth? 1=From advertising media (newspapers, magazines, TV, radio, outdoor signs)
2=From friends
3=From news stories
4=Have not previously heard of Spirit Mountain
5=No answer

How likely would the following be to reduce the number of your household skiing trips during the next ski season?

- 52 () (A) Inflation resulting in reduced family income 1=Very likely 2=Don't know
3=Unlikely 4=No answer
- 53 () (B) Gasoline shortages 1=Very likely 2=Don't know
3=Unlikely 4=No answer
- 54 () (C) Increased prices at ski resorts 1=Very likely 2=Don't know
3=Unlikely 4=No answer

- 55 () How important is the price of a tow or lift ticket in determining where you will ski?
 1=Very important 2=Somewhat important
 3=Rather Unimportant 4=Not at all important
 0=No answer

- 56 () Would you change your ski trip from the weekend to midweek if the price of the lift ticket were lower at midweek?
 1=Yes 2=No 3=No answer

- 57 () How important is the price of your lodging in the cost of your ski vacation?
 1=Very important 2=Somewhat important
 3=Rather unimportant 4=Not at all important
 0=No answer

During the last ski season how many of your ski trips were by:

- 58 () Private Automobile 0 1 2 3 4 5 6 7 8 9 or more
 59 () Bus 0 1 2 3 4 5 6 7 8 9 or more
 60 () Railroad 0 1 2 3 4 5 6 7 8 9 or more
 61 () Airplane 0 1 2 3 4 5 6 7 8 9 or more

- 62 () How satisfied were you with your hotel or motel accommodations in Duluth on your last visit?
 1=Very satisfied 2=Somewhat satisfied
 3=Uncertain 4=Somewhat dissatisfie
 5=Very dissatisfied 0=No answer

- 63 () How important is it to you to have lodging on Spirit Mountain?
 1=Very important 2=Somewhat important
 3=Not important 4=No answer

Which two hotels or motels would you recommend the next time you or a friend visits Duluth?

- 64-65 () Code _____
 66-67 () Code _____

Which two restaurants would you recommend the next time you or a friend visits a Duluth restaurant?

- 68-69 () Code _____
 70-71 () Code _____

- 72 () How satisfied were you with the food and service on your last visit to a Duluth restaurant?
 1=Very satisfied 2=Somewhat satisfied
 3=Uncertain 4=Somewhat dissatisfied
 5=Very dissatisfied 0=No answer

- 73 () Please estimate the total amount which your household spent on your last ski vacation in Northern Minnesota, Wisconsin or Michigan.
- | | |
|----------------|---|
| \$ 0 to \$ 200 | 1 |
| 201 to 400 | 2 |
| 401 to 600 | 3 |
| 601 to 800 | 4 |
| 801 to 1,000 | 5 |
| 1,001 to 1,500 | 6 |
| 1,501 to 2,000 | 7 |
| 2,001 to 2,500 | 8 |
| 2,501 or more | 9 |
| No answer | 0 |
-
- 74 () How many members of your household were on that ski vacation?
- | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|-----------|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 or more |
|---|---|---|---|---|---|---|---|---|-----------|
-
- 75 () Do you think that the availability of cross country skiing at Spirit Mountain:
- | |
|--|
| 1=encourages your household to ski there more |
| 2=discourages your household from skiing there |
| 3=has no effect on household skiing plans |
| 0=no answer |
-
- 76 () Do you think that the availability of night skiing at Spirit Mountain:
- | |
|--|
| 1=encourages your household to ski there more |
| 2=discourages your household from skiing there |
| 3=has no effect on household skiing plans |
| 0=no answer |
-
- 77 () What types of food and beverage would you like at Spirit Mountain? (1) standup quick service food and beverage, (2) inexpensive table service, (3) full-service dining room with complete menu, (4) full-service dining room with entertainment, (5) other, (6) no answer.

CARD TWO

11-12() What do you like most about Spirit Mountain?

13-14() What do you dislike most about Spirit Mountain?

15-16() What are your three favorite ski areas in the Upper Midwest outside of the Twin Cities

17-18() and why?

19-20()

21-22() Why?

23-24() What is the occupation of the: principal male in your household?

25-26() principal female in household?

27 () Would you please tell me in which educational group the principal male and female in your household are? Principal male (1) H.S. graduate or less (2) Some college, junior college or vocational school, (3) College degree or more (4) No answer.

28 () Principal female: (1) H.S. (2) Some college etc. (3) College degree +(4) No answer.

29 () Would you say that your total household income is:

1=Under \$20,000	2=\$20,000 to \$40,000
3=\$40,000 or more	0=no answer

Interviewer: Please get name, address and zip, so that gift can be sent.

COMMENTS BY RESPONDENTS

EXPLANATION

The following comments by respondents were made individually to the survey director. They represent some additional insight on the problems of this study.

Respondent 1: Male

"More expert slopes would definitely help. A challenge is needed if you expect to compete with areas which do have expert slopes."

Respondent 2: Male

- "1. Improve the quality of the rental equipment. It's the worst I've seen.
2. Review the operation in the rental department. The facilities are overtaxed.
3. Improve the parking situation. Many parking areas are in depressed areas and are very slippery and hard to get out of. No help is available.
4. Improve the safety of the ski runs. Many runs have open areas down at the bottom where the lifts are. Skiers could easily be injured coming over a hill and ending up crashing into the lift area. Fence these areas.
5. These are areas I saw that need improvement. I think Spirit Mountain could be great, if some real attention is paid to upkeep. Why be second rate? It pays to have quality facilities."

Respondent 3: Female

"Spirit Mountain was a nice place to ski. Even though I've only been there once, it was worth it.

In order to encourage more skiers to go up there, I think more challenging hills are needed. The slopes are geared more towards the beginner-intermediate level. So, when someone arrives in the morning, it is easy to get tired of the hills quickly.

I was pleased with the chalet facilities. They were sufficient enough for my use."

Respondent 4: Male

"A train or bus which leaves on weekends and gets to Spirit Mountain early and leaves in the evening is needed."

METHODOLOGY

The Duluth Spirit Mountain skiing and tourism study of 1979 was conducted in the metropolitan area of Minneapolis and St. Paul. All directory, residential telephones in that area had an equal chance to be included in the systematic random sample which was used for the survey.

A total of 1,525 telephone numbers were attempted, and 774 of the households responded. There were 204 households which met the qualification for inclusion as a skiing household. The qualification was that at least one person in the household must have skied at a ski resort during the previous skiing season.

Telephone interviews were conducted by eight interviewers over a period of two weeks in September, 1979.

The data from the completed questionnaires were coded and transferred to provide computer input. The computer program used was Statistical Package For The Social Sciences (second edition), published by McGraw Hill Book Company, and the usual tests for statistical significance were calculated.

The reader should be aware that at the confidence level of 95.45% on a simple yes and no question such as in Table 27 the percentage 37.3 should be read plus or minus 7.5 points. At a confidence level of 68.27% the percentage 37.3 should be read plus or minus 3.8 points. Other percentage reliability limits are available.