



890232

Minnesota Office of Tourism

**Inquiry Conversion Study:
A Compilation of Data from 1981-1987**

Otherwise Known As

The Customer Profile

MINNESOTA OFFICE OF TOURISM
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ST. PAUL, MN 55101 USA

An Equal Opportunity Employer

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INTRODUCTION

Each season since Spring/Summer 1981 the Minnesota Office of Tourism has surveyed the people who have inquired about Minnesota travel information. This report and the tables that follow are a compilation of the information from the seasonal surveys. From Spring/Summer 1981 to Spring/Summer 1987 questionnaires were sent out three times per year, following the Spring/Summer, Fall and Winter travel seasons. No surveys were done in the Fall or Winter of 1987 because the research staff was involved in an extensive telemarketing study with AT&T. Two surveys per year are planned for the future--one for the Fall and Winter and one for the Spring and Summer.

The sample size for each survey was determined by establishing a desired precision level for survey results, then combining the number of survey responses necessary to achieve that precision level with the anticipated response rate. The precision level has generally ranged from ± 2 percent to ± 4 percent.

Beginning with the Fall 1985 survey, Minnesotans and Non-Minnesotans were sampled separately at levels necessary to achieve desired precision levels for each group. Survey results were then reported separately for Minnesotans and Non-Minnesotans. As with previous survey results, overall totals were reported which combined responses from Minnesotans and Non-Minnesotans; however the overall totals reported for seasons beginning with fall 1985 were determined by weighting the Minnesotan and Non-Minnesotan results by the respective proportions of inquirers for information during that season, rather than by simply adding the results for Minnesotans with the results from Non-Minnesotans. This procedure has allowed more precise separate measurements with smaller sample sizes, while still allowing the results to be combined into an overall total that is representative of all respondents.

This document is primarily a compilation of survey results from past seasonal surveys. Whenever possible, survey results have been put into tables so that comparisons can easily be made from season to season and year to year. The style and content of the questionnaires has evolved over time as has the analysis of the data. Some tables contain information from every survey; others from a single survey. Because the wording of a question may influence the response, all variations of a question are given. Likewise, variations in the data analysis and reporting that may affect the interpretation of the table are reported.

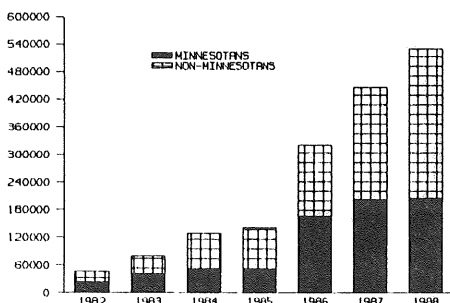
The report that follows is a summary of the information from the tables. The report includes: highlights of significant survey results and changes in survey results over time; possible explanations for incongruous numbers; and speculation on future trends. The report is by no means a complete account of tourism in the state of Minnesota and should be used in conjunction with the tables. It is important to keep in mind that both the report and the tables reflect survey responses of only those people who have inquired for information from the Minnesota Office of Tourism and are not necessarily representative of the general population.

Part I: Requesting Information

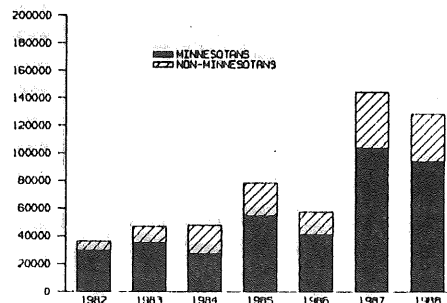
The most likely person to contact the Minnesota Office of Tourism for travel information is a college educated married woman from Minnesota. It is very likely that this is her first contact with the Office of Tourism and that she is requesting Spring/Summer travel information. There is a 95 percent chance that she will receive the requested information in two to three weeks and she will probably share the information with her husband. If she inquired in 1987, there is a 76.1 percent chance that they did vacation in Minnesota that year.

The woman from Minnesota is one person in about 3,782,013 who has received literature from the Minnesota Office of Tourism between January of 1982 and November of 1988. About two thirds of the requests are for Spring/Summer information. The number of inquiries has been continuously climbing. The biggest jump in numbers happened with the introduction of the Minnesota Explorer newspaper. The first issue, Fall 1985, helped to generate 63.7 percent more Fall inquiries than were received in the Fall of 1984. The number of Winter 1985/86 inquiries increased by 88.3 percent and the Spring/Summer inquiries went from 141,919 in 1985 to 321,201 in 1986--up by 126.3 percent. Although the rate of increase has slowed a bit from 1985 and 1986, the number of inquiries continues to rise.

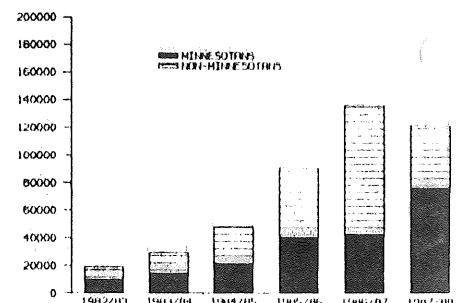
FEB. THROUGH JULY INQUIRIES
RESULTING IN BROCHURE MAILINGS



AUG. SEPT. & OCT INQUIRIES
RESULTING IN BROCHURE MAILINGS



NOV. DEC. & JAN INQUIRIES
RESULTING IN BROCHURE MAILINGS



The percentage of total inquiries that are from Minnesotans averages around 46.2 percent in the Spring/Summer travel season. The lowest point was in 1985 at 36.2 percent. Spring/Summer 1985 was also the first season that the Minnesota Office of Tourism expanded its advertising to include more distant out-of-state markets. In the Fall the proportion of Minnesotans to Non-Minnesotans jumps to an average of 70.78 percent with a low in 1984 of 57.59 percent and a high of 81.53 percent in 1982. While the actual number of inquiries for Winter information from Minnesotans has continued to rise, the percent of the total that they account for has made a steady decline from 50.73 percent in 1982 to 31.6 percent in 1987.

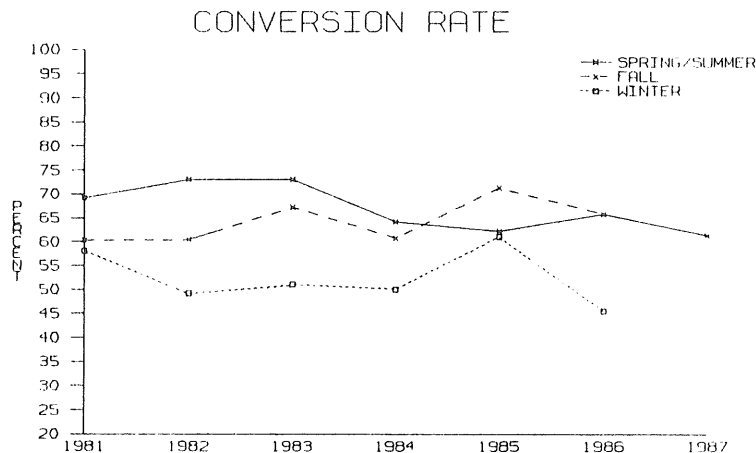
After Minnesota, most inquiries come from Illinois, Iowa, Wisconsin and Missouri. These four states have consistently accounted for about one fourth of the Spring/Summer inquiries, one third of the Winter inquiries and about 14 percent of the Fall inquiries.

Upwards of 95 percent of respondents from the seasonal surveys reported that they had received the requested information. Ninety percent received it in less than three weeks and over 50 percent indicated that they received the information in less than two weeks. These figures are slightly higher for Minnesotans and slightly lower for Non-Minnesotans.

In the Spring/Summer of 1986, 57.7 percent of the inquirers were making their first contact with the Minnesota Office of Tourism (MOT) or had not contacted MOT in the last five years. When asked which member of the household contacted MOT, 48.3 percent of the time it was the wife and usually (42.7 percent) both the husband and the wife reviewed the literature. Because the husband/wife combination was reported far more than single male or single female, it is likely that a large share of inquirers are planning a family vacation. Most survey respondents, from 68.9 percent to 91.7, percent said that the information that MOT provided helped them plan their vacation.

Part II: Minnesota Travelers

If the Minnesota Office of Tourism could ask only one question on the survey, it would be: Did you vacation in Minnesota this year? The response to this question varied from year to year, one season to another and between Minnesotans and Non-Minnesotans. The conversion rate for Minnesotans has generally been 20 percent to 30 percent higher than Non-Minnesotans and Spring/Summer conversion rates run slightly higher than Fall and Winter.

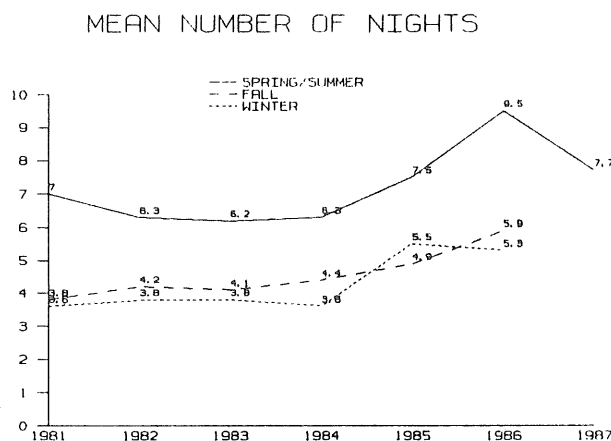


Once again the introduction of the Minnesota Explorer newspaper coincided with some significant changes in the numbers. The conversion rate went from 60.7 percent in the Fall of 1984 to 71.3 percent in the Fall of 1985 and the Winter 1985/86 conversion rate reached a highpoint at 60.9 percent. These 10 percent increases in the conversion rates become even more significant when coupled with the increased number of inquiries for those seasons (as discussed previously). So even though the

Spring/Summer conversion rate for 1986 (first Spring/Summer issue of the Minnesota Explorer) was only up by 3.6 percent over 1985, it is important to note that the total number of inquirers for that season went up by 126.3 percent. During that same period the Minnesota Office of Tourism expanded its advertising to more distant markets where conversion rates would be expected to be lower. A greater number of inquiries from distant markets have resulted in lower overall conversion rates and, at the same time, resulted in a greater number of vacationers from those areas. So, although the Spring/Summer conversion rate dropped from a high of 73 percent in 1983 and 1984 to 61.2 percent in 1987 the actual number of inquirers taking their vacation in Minnesota rose during that same period.

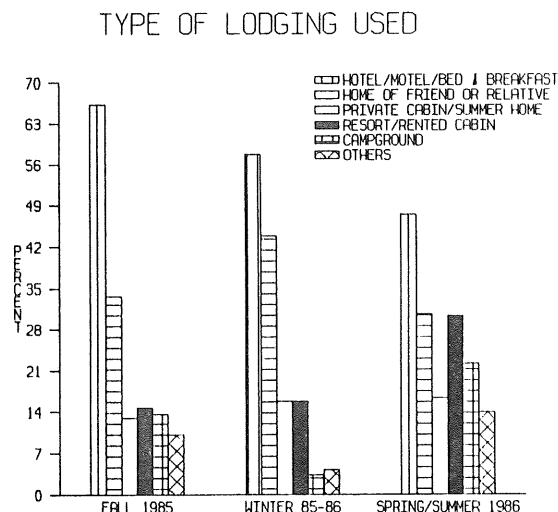
The national trend in tourism is that people are taking more shorter vacations such as extended weekend trips rather than the more traditional week or longer vacation (1986 Marriot Corporation study). The seasonal surveys from Fall 1985 to Spring/Summer 1987 revealed that during the Spring/Summer 48 percent of the Minnesota vacationers took only one Minnesota trip during that season. During the Fall and Winter 38 percent and 44 percent respectively, took only one Minnesota trip. In all three travel seasons about 40 percent of the respondents said that they took two to three trips and a very small number said they had taken more than three trips in any one season.

Questionnaires from Winter 1985/86, Spring 1986 and Fall 1986 asked vacationers on which days of the week they took their pleasure trip and in all three seasons respondents indicated that they had taken more weekend trips than extended weekend trips (second most popular), mid-week trips or longer vacations in Minnesota. However, the mean number of nights respondents are staying in Minnesota is on the rise in all seasons. Fall shows the largest increase from 3.8 nights in 1981 to 5.9 nights in 1986. Winter has increased from 3.6 nights in 1981 to 5.3 in 1986/87 while Spring/Summer has fluctuated between 6.2 and 9.5 nights.



In the above mentioned surveys, about 50 percent of the respondents said they had also taken a vacation in another state. In each of the three seasons Wisconsin drew the most people followed by Iowa and Illinois in the Fall; Iowa and South Dakota in the Spring/Summer; Florida and Arizona in the Winter.

From the Spring/Summer 1984 to the Fall 1986 travel seasons, respondents were asked what type of lodging they used on their Minnesota vacation. In all three seasons the hotel/motel/bed & breakfast category was most often checked. The percentages ranged from 41.1 percent in the Spring/Summer to 66.2 percent in the Fall and 57.7 percent in the Winter. The second most popular form of lodging is the home of a friend or relative--around 30 percent in the Spring/Summer and Fall travel seasons and 43.8 percent in the Winter. Thirty percent of the Spring/Summer travelers also said they had stayed at a resort or rental cabin. The number of respondents staying in a campground on their Spring/Summer vacation remained right around 32 percent in 1984 through 1986.



Survey respondents indicated that they travel most often with just one other person. A group of four people is the second most common size of a traveling party. The mean number of people in each traveling party has remained fairly constant in all seasons from 1981 through 1987: Spring/Summer ranged from 3.45 to 3.83; Fall fluctuated between 2.93 and 3.89; Winter stayed right around 4.0 with the exception of a drop to 3.04 in 1984/85. From Fall 1985 through Fall 1986, about 60 percent of all parties vacationing in Minnesota had at least one Baby Boomer on board. That is, at least one person between the ages of 25 and 45 traveled with them. A larger portion of people between 45 and 64 years old travel in the Fall than in Winter or Spring/Summer and, travel parties including people under 17 years old was highest during the Spring/Summer months.

AGE OF MINNESOTA TRAVELERS*

Spring/Summer 1986	56.2%	13.9%	61.9%	37.8%	19.2%
Fall 1985	34.5%	13.0%	58.6%	44.5%	17.6%
Winter 1985/86	31.9%	18.7%	60.2%	37.4%	10.8%
	Under 17	18-24	25-44	45-64	over 65

* Percent of travel parties including at least one person in the given age group.

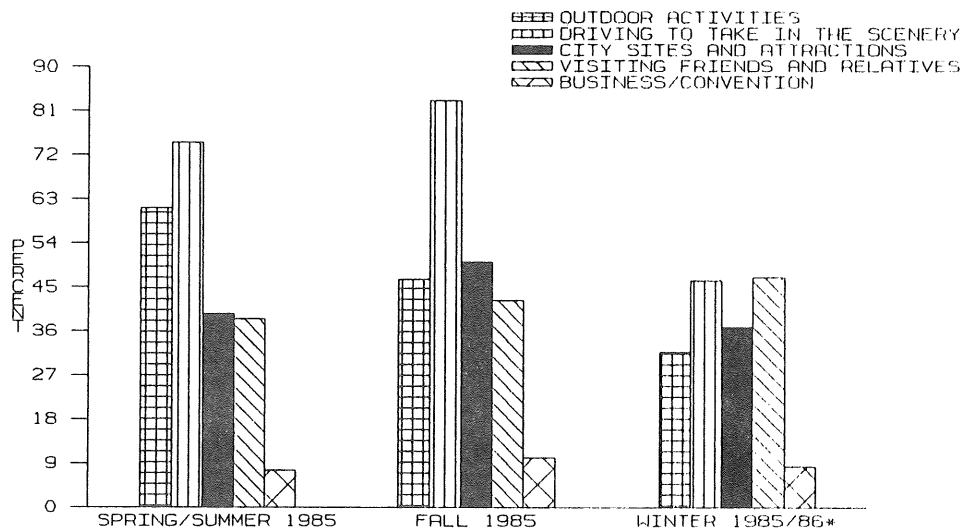
The Arrowhead region is the most popular destination of travelers from Minnesota in all three travel seasons. Non-Minnesotans seem to favor the Metroland. Minneapolis, Duluth or St. Paul were named by 30 percent of the respondents from surveys in 1984 through 1987 as the city/town where the most time was spent. In each of the three travel seasons Duluth showed a slight decline

over the three years that the question was asked. Numbers for Minneapolis and St. Paul combined rose slightly in the Fall (from 17.3 percent in 1984 to 23.5 percent in 1986) and remained around 20 percent in the Spring/Summer and Winter.

Surveys from Spring/Summer 1985 through Fall 1986 asked respondents which activities provided incentive for them to take a pleasure trip in Minnesota. Data from surveys in 1985 show that 'driving to take in scenery' was listed by more than 70 percent of the Spring/Summer respondents and 83 percent of the Fall respondents as an incentive to take a pleasure trip in Minnesota. Other activities that were consistently cited by a high number of respondents on each of the surveys included: visiting friends and relatives, fishing, camping, hunting, cross-country skiing, city sites and attractions, and shopping.

To provide a comparison by season, results from the three surveys of 1985 are presented in the following graph. Note that on the Winter 1985/86 survey the categories were more specific than what the graph actually shows. Instead of one broad category labeled outdoor activities, respondents could choose cross-country skiing, downhill skiing, snowmobiling, and ice fishing. The results were 31.7 percent, 20.8 percent, 14.0 percent and 19.0 percent respectively. Only cross-country skiing is represented on the graph as an outdoor activity for Winter 1985/86.

INCENTIVES TO TRAVEL IN MINNESOTA



* Outdoor activities may be under represented for this season because of a change in categories.

The 1986 Spring/Summer survey not only asked respondents if fishing was an incentive to vacation in Minnesota but also asked what kinds of fish they were seeking. Forty-seven percent of the respondents indicated that they came to Minnesota to fish. Thirty-two percent came to fish for walleye; 26.8 percent fished for northern; 24.2 percent said they fished for pan fish; 17.9 for bass; five percent fished for muskie and 4.2 percent for trout.

Part III: The Minnesota Explorer Newspaper

As mentioned previously, the Minnesota Explorer newspaper was introduced in the Fall of 1985. Questionnaires from Fall 1985 to Fall 1986 included a number of questions about the Explorer. In the Fall of 1985, 70.4 percent of the respondents indicated that they had received the Explorer. That number rose to 84.3 percent in the Fall of 1986. In the Spring/Summer of 1986 about 70 percent of the respondents said that the Explorer told them all they needed to know to plan their Minnesota pleasure trip and 22.2 percent did contact the Minnesota Office of Tourism for additional travel information. Sixty percent indicated that a highway map was the additional information that they needed.

Respondents were also asked to rate the newspaper on six separate points, including its attractiveness, manner of organization and the degree to which the publication sparked travel ideas and presented recreational opportunities of which the reader had been unaware. The 1986 Spring/Summer survey average ratings on these points ranged from a low of 3.81 to a high of 4.36 on a scale of one to five. The combined average for the six points was 4.14. These numbers were consistent through all four surveys from Fall 1985 through Fall 1986.

Part of the 1986 Spring/Summer survey included a separate analysis of those respondents who had received the Minnesota Explorer. The results indicated that there were no significant differences in travel behavior between this group and the entire group. However, a separate sample was taken from the group of inquirers who had requested further information from MOT by mailing the coupon found on the back page of the Explorer or calling the Office of Tourism and indicating that the Explorer was the source of Tourism's telephone number. The conversion rate for this group was 73.6 percent compared to the 67 percent rate for respondents in general. This finding was consistent with the notion that individuals who follow-up with requests for additional and more detailed information are more likely to vacation.

Table 1
Total Inquiries, by State of Residence, Resulting in a Brochure Mailing from The Minnesota Office of Tourism

Spring/Summer

State	1982		1983		1984		1985		1986		1987		TOTAL	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
Minnesota	24733	52.74	42454	53.49	50152	38.90	51392	36.21	166412	51.81	202968	45.47	538111	46.20
Illinois	5432	11.58	8228	10.37	10788	8.37	13582	9.57	25430	7.92	45255	10.14	108715	9.33
Iowa	2684	5.72	3446	4.34	6999	5.43	8951	6.31	22241	6.92	33827	7.58	78148	6.71
Wisconsin	1724	3.68	5596	7.05	5201	4.03	7830	5.52	11585	3.61	27093	6.07	59029	5.07
Missouri	877	1.87	2353	2.96	3840	2.98	4618	3.25	14268	4.44	19852	4.45	45808	3.93
Indiana	805	1.72	2406	3.03	2575	2.00	3479	2.45	8795	2.74	16370	3.67	34430	2.96
Nebraska	466	0.99	1461	1.84	2049	1.59	2355	1.66	3949	1.23	14892	3.34	25172	2.16
California	1048	2.23	1411	1.78	4658	3.61	4588	3.23	5063	1.58	6885	1.54	23653	2.03
Michigan	826	1.76	1064	1.34	3179	2.47	4041	2.85	4332	1.35	5720	1.28	19162	1.65
North Dakota	495	1.06	897	1.13	1486	1.15	2027	1.43	7610	2.37	6628	1.48	19143	1.64
South Dakota	314	0.67	565	0.71	1298	1.01	1388	0.98	6705	2.09	8107	1.82	18377	1.58
Kansas	397	0.85	1001	1.26	1528	1.19	1933	1.36	5715	1.78	7460	1.67	18034	1.55
Ohio	936	2.00	1732	2.18	2261	1.75	3354	2.36	3876	1.21	4844	1.09	17003	1.46
New York	695	1.48	710	0.89	4023	3.12	3529	2.49	3499	1.09	3811	0.85	16267	1.40
Texas	630	1.34	619	0.78	2661	2.06	2896	2.04	3331	1.04	5020	1.12	15157	1.30
Pennsylvania	457	0.97	492	0.62	3506	2.72	3280	2.31	2808	0.91	3483	0.78	14126	1.21
Florida	482	1.03	507	0.64	2473	1.92	2276	1.60	2831	0.91	3919	0.88	12588	1.08
New Jersey	384	0.82	345	0.43	2588	2.01	2123	1.50	2024	0.63	2310	0.52	9774	0.84
Colorado	289	0.62	281	0.35	1045	0.81	1362	0.96	1234	0.38	2040	0.46	6251	0.54
Washington	272	0.58	348	0.44	1347	1.04	1243	0.88	1170	0.36	1574	0.35	5954	0.51
Massachusetts	243	0.52	303	0.38	1340	1.04	1330	0.94	1181	0.37	1526	0.34	5923	0.51
Virginia	170	0.36	243	0.31	1417	1.10	1152	0.81	1320	0.41	1609	0.36	5911	0.51
Maryland	182	0.39	228	0.29	1201	0.93	1132	0.80	1113	0.35	1338	0.30	5194	0.45
North Carolina	188	0.40	220	0.28	909	0.71	972	0.68	1183	0.37	1510	0.34	4982	0.43
Oklahoma	248	0.53	199	0.25	762	0.59	952	0.67	1089	0.34	1401	0.31	4651	0.40
Arizona	147	0.31	164	0.21	635	0.49	662	0.47	1172	0.36	1720	0.39	4500	0.39
Georgia	171	0.36	219	0.28	627	0.49	783	0.55	1138	0.35	1491	0.33	4429	0.38
Tennessee	140	0.30	156	0.20	828	0.64	836	0.59	842	0.26	1333	0.30	4135	0.36
Louisiana	120	0.26	130	0.16	741	0.57	726	0.51	963	0.30	1373	0.31	4053	0.35
Oregon	167	0.36	178	0.22	872	0.68	755	0.53	819	0.25	1069	0.24	3860	0.33
Kentucky	113	0.24	145	0.18	509	0.39	720	0.51	913	0.28	1305	0.29	3705	0.32
Connecticut	165	0.35	172	0.22	836	0.65	762	0.54	782	0.24	911	0.20	3628	0.31
Alabama	82	0.17	94	0.12	624	0.48	643	0.45	734	0.23	941	0.21	3118	0.27
Arkansas	78	0.17	92	0.12	349	0.27	420	0.30	573	0.18	822	0.18	2334	0.20
South Carolina	48	0.10	112	0.14	491	0.38	415	0.29	541	0.17	689	0.15	2296	0.20
New Mexico	55	0.12	60	0.08	333	0.26	328	0.23	410	0.13	590	0.13	1776	0.15
West Virginia	52	0.11	58	0.07	336	0.26	347	0.24	420	0.13	530	0.12	1743	0.15

Table 1 (continued)
Total Inquiries, by State of Residence, Resulting in a Brochure Mailing from The Minnesota Office of Tourism

Spring/Summer

State	1982		1983		1984		1985		1986		1987		TOTAL	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
Utah	73	0.16	58	0.07	334	0.26	303	0.21	368	0.11	555	0.12	1691	0.15
Mississippi	61	0.13	58	0.07	270	0.21	316	0.22	345	0.11	576	0.13	1626	0.14
Montana	88	0.19	101	0.13	186	0.14	322	0.23	353	0.11	490	0.11	1540	0.13
New Hampshire	51	0.11	64	0.08	281	0.22	282	0.20	275	0.09	353	0.08	1306	0.11
Idaho	48	0.10	60	0.08	189	0.15	235	0.17	272	0.08	373	0.08	1177	0.10
Maine	32	0.07	49	0.06	235	0.18	266	0.19	228	0.07	311	0.07	1121	0.10
Nevada	32	0.13	42	0.07	169	0.21	165	0.22	233	0.11	334	0.13	975	0.14
Wyoming	27	0.06	60	0.08	108	0.08	149	0.12	214	0.07	255	0.06	833	0.07
Alaska	32	0.07	55	0.07	117	0.09	149	0.10	173	0.05	299	0.07	825	0.07
Hawaii	32	0.13	32	0.07	210	0.21	146	0.22	156	0.11	208	0.13	784	0.14
Delaware	34	0.07	32	0.04	158	0.12	159	0.11	95	0.03	129	0.03	607	0.05
Vermont	37	0.08	36	0.05	110	0.09	108	0.08	99	0.03	159	0.04	549	0.05
Rhode Island	30	0.06	34	0.04	82	0.06	117	0.08	119	0.04	160	0.04	542	0.05
Total	46,892		79,370		128,916		141,919		321,201		446,418		1,164,716	

Table 1 (continued)
Total Inquiries, by State of Residence, Resulting in a Brochure Mailing from the Minnesota Office of Tourism

Fall

State	1982		1983		1984		1985		1986		TOTAL	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
Minnesota	29511	81.53	35465	75.39	27533	57.59	54830	70.05	41493	72.20	188832	70.78
Illinois	818	2.26	3360	7.14	4942	10.34	2983	3.81	2172	3.78	14275	5.35
Wisconsin	879	2.43	1624	3.45	1478	3.09	3903	4.99	3350	5.83	11234	4.21
Iowa	781	2.16	1530	3.25	2398	5.02	4453	5.69	1607	2.80	10769	4.04
California	416	1.15	399	0.85	1053	2.20	1015	1.30	823	1.43	3706	1.39
North Dakota	279	0.77	242	0.51	541	1.13	1827	2.33	537	0.93	3426	1.28
New York	255	0.70	212	0.45	742	1.55	617	0.79	533	0.93	2359	0.88
Texas	228	0.63	224	0.48	757	1.58	609	0.78	522	0.91	2340	0.88
Michigan	235	0.65	372	0.79	530	1.11	673	0.86	493	0.86	2303	0.86
Indiana	182	0.50	568	1.21	507	1.06	530	0.68	424	0.74	2211	0.83
Ohio	238	0.66	198	0.42	683	1.43	560	0.72	447	0.78	2126	0.80
South Dakota	182	0.50	161	0.34	311	0.65	981	1.25	384	0.67	2019	0.76
Missouri	235	0.65	242	0.51	595	1.24	410	0.52	419	0.73	1901	0.71
Florida	137	0.38	171	0.36	541	1.13	410	0.52	416	0.72	1675	0.63
Pennsylvania	149	0.41	139	0.30	517	1.08	427	0.55	414	0.72	1646	0.62
Nebraska	215	0.59	538	1.14	256	0.54	279	0.36	226	0.39	1514	0.57
New Jersey	123	0.34	108	0.23	378	0.79	357	0.46	265	0.46	1231	0.46
Kansas	124	0.34	99	0.21	246	0.51	210	0.27	218	0.38	897	0.34
Colorado	98	0.27	102	0.22	209	0.44	217	0.28	219	0.38	845	0.32
Massachusetts	79	0.22	57	0.12	230	0.48	191	0.24	173	0.30	730	0.27
Washington	90	0.25	90	0.19	209	0.44	187	0.24	153	0.27	729	0.27
Georgia	42	0.12	91	0.19	295	0.62	139	0.18	151	0.26	718	0.27
Virginia	64	0.18	62	0.13	215	0.45	189	0.24	183	0.32	713	0.27
Oklahoma	90	0.25	86	0.18	181	0.38	182	0.23	159	0.28	698	0.26
Maryland	62	0.17	63	0.13	231	0.48	195	0.25	131	0.23	682	0.26
Arizona	72	0.20	107	0.23	171	0.36	214	0.27	115	0.20	679	0.25
North Carolina	66	0.18	81	0.17	189	0.40	169	0.22	164	0.29	669	0.25
Louisiana	28	0.08	51	0.11	230	0.48	143	0.18	129	0.22	581	0.22
Tennessee	36	0.10	51	0.11	220	0.46	107	0.14	122	0.21	536	0.20
Connecticut	69	0.19	48	0.10	160	0.33	123	0.16	101	0.18	501	0.19
Kentucky	40	0.11	51	0.11	151	0.32	121	0.15	91	0.16	454	0.17
Oregon	44	0.12	57	0.12	139	0.29	135	0.17	76	0.13	451	0.17
Alabama	41	0.11	36	0.08	118	0.25	80	0.10	81	0.14	356	0.13
Arkansas	16	0.04	41	0.09	111	0.23	78	0.10	77	0.13	323	0.12
South Carolina	37	0.10	33	0.07	104	0.22	66	0.08	80	0.14	320	0.12
Utah	33	0.09	26	0.06	52	0.11	63	0.08	57	0.10	231	0.09
Montana	20	0.06	27	0.06	46	0.10	80	0.10	57	0.10	230	0.09

Table 1 (continued)
Total Inquiries, by State of Residence, Resulting in a Brochure Mailing from the Minnesota Office of Tourism

Fall

States	1982		1983		1984		1985		1986		TOTAL	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
Mississippi	17	0.05	22	0.05	69	0.14	47	0.06	42	0.07	197	0.07
New Mexico	20	0.06	30	0.06	52	0.11	50	0.06	38	0.07	190	0.07
West Virginia	14	0.04	22	0.05	48	0.10	47	0.06	47	0.08	178	0.07
Idaho	19	0.05	14	0.03	52	0.11	56	0.07	34	0.06	175	0.07
New Hampshire	21	0.06	21	0.04	47	0.10	38	0.05	36	0.06	163	0.06
Alaska	30	0.08	12	0.03	38	0.08	41	0.05	28	0.05	149	0.06
Maine	13	0.04	21	0.04	40	0.08	37	0.05	36	0.06	147	0.06
Rhode Island	8	0.02	20	0.04	42	0.09	38	0.05	30	0.05	138	0.05
Nevada	8	0.02	17	0.04	42	0.09	36	0.05	29	0.05	132	0.05
Wyoming	8	0.02	21	0.04	25	0.05	40	0.05	22	0.04	116	0.04
Hawaii	12	0.03	6	0.01	34	0.07	37	0.05	19	0.03	108	0.04
Delaware	5	0.01	11	0.02	24	0.05	29	0.04	26	0.05	95	0.04
Vermont	9	0.02	10	0.02	29	0.06	22	0.03	21	0.04	91	0.03
TOTAL	36,198		47,039		47,811		78,271		57,470		266,789	

Table 1 (continued)
Total Inquiries, by State of Residence, Resulting in a Brochure Mailing from the Minnesota Office of Tourism

Winter

State	1982/83		1983/84		1984/85		1985/86		1986/87		TOTAL	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
Minnesota	9838	50.73	14584	49.61	21034	43.65	40698	44.83	43067	31.57	129221	39.86
Illinois	1081	5.57	1739	5.91	5555	12.36	8616	9.49	18076	13.25	35467	10.94
Iowa	759	3.91	1875	6.38	2550	5.29	9473	10.44	14181	10.40	28838	8.90
Missouri	297	1.53	387	1.32	967	2.01	7381	8.13	12479	9.15	21511	6.64
Wisconsin	578	2.98	1307	4.45	2341	4.86	2991	3.29	4348	3.19	11565	3.57
Nebraska	182	0.94	347	1.18	625	1.30	820	0.90	8987	6.59	10961	3.38
South Dakota	140	0.72	308	1.05	437	0.91	3581	3.94	5235	3.84	9701	2.99
California	778	4.01	1015	3.45	1488	3.09	1901	2.09	2419	1.77	7601	2.34
Indiana	335	1.73	593	2.02	1094	2.27	1249	1.38	3868	2.84	7139	2.20
Kansas	171	0.88	220	0.75	479	0.99	2262	2.49	3651	2.68	6783	2.09
Michigan	500	2.58	784	2.67	1050	2.18	944	1.04	1908	1.40	5186	1.60
Ohio	431	2.22	590	2.01	996	2.07	873	0.96	1370	1.00	4260	1.31
Texas	385	1.99	404	1.37	681	1.41	900	0.99	1773	1.30	4143	1.28
North Dakota	187	0.96	447	1.52	782	1.62	1123	1.24	1271	0.93	3810	1.18
New York	452	2.33	539	1.83	832	1.73	804	0.89	951	0.70	3578	1.10
Florida	275	1.42	384	1.31	577	1.20	662	0.73	1517	1.11	3415	1.05
Pennsylvania	304	1.57	465	1.58	705	1.46	629	0.69	798	0.59	2901	0.89
Colorado	150	0.77	237	0.81	592	1.23	394	0.43	720	0.53	2093	0.65
Washington	205	1.06	224	0.76	378	0.78	425	0.47	601	0.44	1833	0.57
New Jersey	224	1.16	300	1.02	413	0.86	454	0.50	434	0.32	1825	0.56
Arizona	152	0.78	155	0.53	252	0.52	433	0.48	756	0.55	1748	0.54
Oklahoma	124	0.64	137	0.47	292	0.61	316	0.35	621	0.46	1490	0.46
Georgia	92	0.47	187	0.64	213	0.44	268	0.30	558	0.41	1318	0.41
Oregon	109	0.56	137	0.47	253	0.53	295	0.32	472	0.35	1266	0.39
Massachusetts	155	0.80	205	0.70	269	0.56	267	0.29	337	0.25	1233	0.38
North Carolina	164	0.85	141	0.48	199	0.41	242	0.27	480	0.35	1226	0.38
Virginia	113	0.58	154	0.52	269	0.56	260	0.29	405	0.30	1201	0.37
Tennessee	72	0.37	112	0.38	183	0.38	182	0.20	575	0.42	1124	0.35
Kentucky	88	0.45	112	0.38	178	0.37	200	0.22	533	0.39	1111	0.34
Louisiana	91	0.47	92	0.31	190	0.39	176	0.19	538	0.39	Jan 6, 1989	34
Maryland	116	0.60	154	0.52	258	0.54	265	0.29	277	0.20	1070	0.33
Connecticut	100	0.52	131	0.45	190	0.39	207	0.23	215	0.16	843	0.26
Alabama	74	0.38	73	0.25	118	0.24	106	0.12	361	0.26	732	0.23
Utah	86	0.44	106	0.36	118	0.24	150	0.17	257	0.19	717	0.22
Arkansas	48	0.25	47	0.16	102	0.21	138	0.15	368	0.27	703	0.22
Montana	61	0.31	79	0.27	190	0.39	121	0.13	190	0.14	641	0.20

(Continued on the next page)

Table 1 (continued)
Total Inquiries, by State of Residence, Resulting in Brochure Mailings from the Minnesota Office of Tourism

State	1982/83		1983/84		1984/85		1985/86		1986/87		TOTAL	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
South Carolina	68	0.35	63	0.21	106	0.22	113	0.12	275	0.20	625	0.19
Mississippi	38	0.20	34	0.12	80	0.17	91	0.10	267	0.20	510	0.16
New Mexico	56	0.29	47	0.16	79	0.16	111	0.12	186	0.14	479	0.15
Idaho	49	0.25	55	0.19	69	0.14	107	0.12	195	0.14	475	0.15
Nevada	14	0.07	54	0.18	71	0.15	79	0.09	193	0.14	411	0.13
West Virginia	28	0.14	63	0.21	72	0.15	89	0.10	143	0.10	395	0.12
Wyoming	36	0.19	58	0.20	100	0.21	60	0.07	108	0.08	362	0.11
Alaska	29	0.15	49	0.17	56	0.12	78	0.09	97	0.07	309	0.10
New Hampshire	40	0.21	49	0.17	82	0.17	52	0.06	86	0.06	309	0.10
Maine	42	0.22	50	0.17	48	0.10	63	0.07	86	0.06	289	0.09
Vermont	24	0.12	51	0.17	52	0.11	32	0.04	48	0.04	207	0.06
Rhode Island	21	0.11	33	0.11	44	0.09	31	0.03	53	0.04	182	0.06
Delaware	19	0.10	14	0.05	37	0.08	36	0.04	36	0.03	142	0.04
Hawaii	11	0.06	9	0.03	39	0.08	27	0.03	40	0.03	126	0.04
Total	19,392		29,400		48,185		90,775		136,410		324,162	

Table 2
Did you receive the literature you requested? (Spring/Summer 1981 - Winter 1984/85)

Spring/Summer										Winter									

na = not applicable or data not available

NOTE: All percentages in each category on this table and those that follow total 100 percent plus or minus .1 due to rounding unless noted otherwise.

Table 3
Did you ask for (Season/year) travel information? (Spring/Summer 1985 - Spring/Summer 1987)

Spring/Summer				Winter			

Table 4

If you responded "No" (to question 1: Did you ask for (Season/year) travel information?) for what season did you request information? (Winter 1985/86 - Spring/Summer 1987)

Winter 1985/86										
All Respondents					Winter 1986/87					
Minnesota		Non-Minnesotans		%	Minnesota		Non-Minnesotans		%	
Num.	%	Num.	%		Num.	%	Num.	%		
Season Requested										
Winter 1985/86		505	54.4	319	62.8	186	44.3	Winter 1986/87		
Spring/Summer 1986		304	32.8	114	22.4	190	45.2	Spring/Summer 1987		
Fall 1986		15	1.6	9	1.8	6	1.4	Fall 1987		
All Seasons		40	4.3	25	4.9	15	3.6	All Seasons		
No Response/Other		64	6.9	41	8.1	23	5.5	No Response/Other		
total		928		508		420		total		
Spring/Summer 1986										
All Respondents					Spring/Summer 1987					
Minnesota		Non-Minnesotans		%	Minnesota		Non-Minnesotans		%	
Num.	%	Num.	%		Num.	%	Num.	%		
Season Requested										
Spring/Summer 1986		93.9*	386	95.3	505	92.3	Spring/Summer 1987		1206	86.8
All Others		6.1*	19	4.7	42	7.1	Fall 1987		47	3.4
total			405		547		Winter 1987		20	1.4
							All Seasons		6	0.4
							No Response/Other		111	7.9
							total		1390	
Fall 1986										
All Respondents					Spring/Summer 1987					
Minnesota		Non-Minnesotans		%	Minnesota		Non-Minnesotans		%	
Num.	%	Num.	%		Num.	%	Num.	%		
Season Requested										
Fall 1986		744	79.6	372	81.4	372	77.8			
Winter 1986/87		44	4.7	na	na	na	na			
Spring/Summer 1987		118	12.6	na	na	na	na			
No Response/Other		29	3.1	na	na	na	na			
total		935		na		na				

* The percentage given for All Respondents are weighted averages based on the number of Minnesotan and Non-Minnesotan inquirers. For further information see the footnote for table 13.

Table 5
How did you make your request for travel information? (Fall 1986 and Winter 1986/87)

Fall 1986						Winter 1986/87							
All Respondents			Minnesotans		Non-Minnesotans		All Respondents			Minnesotans		Non-Minnesotans	
Weighted Average			Num.	%	Num.	%	Weighted Average			Num.	%	Num.	%
By phone	53.40		174	57.8	110	45.6	By phone	53.4		174	57.8	110	45.6
By mail	45.50		124	42.2	128	53.1	By mail	45.5		124	42.2	128	53.1
Other	1.10		3	1.0	3	1.3	Other	1.1		3	1	3	1.3
Total			301		241		Total			301		241	

Table 6
If by telephone, how would you rate the operator on each of the following categories: (Fall 1986 and Winter 1986/87)

Rating scale: 1=very low 2=low 3=average 4=high 5=very high											
Fall 1986						Winter 1986/87					
All Respondents			Minnesotans		Non-Minnesotans	All Respondents			Minnesotans		Non-Minnesotans
Weighted Average			Mean			Weighted Average			Mean		
<u>Operator</u>						<u>Operator</u>					
Was courteous	4.33		4.31		4.39	Was courteous	4.40		4.39		4.43
Was helpful	4.26		4.26		4.27	Was helpful	4.27		4.24		4.34
Spent quality time assisting	4.03		4.03		4.05	Spent quality time assisting	4.05		3.98		4.18
Provided valuable information	3.97		3.97		3.98	Provided valuable information	3.99		3.89		4.17

Table 7

How long did it take to receive the literature requested? (Spring/Summer 1985)
 How long did it take you to receive your travel information? (Winter 1986/87 - Spring/Summer 1987)

	Spring/Summer 1985		Winter 1986/87*		Spring/Summer 1987*	
	Num.	%	Num.	%	Num.	%
All Respondents						
Less than 2 weeks	715	57.2		53.6		55.3
2 to 3 weeks				36.4		30.0
3 to 4 weeks	428	34.2				
Over 3 weeks				7.4		9.2
Over 4 weeks	90	7.2				
Did not receive	17	1.4		2.6		5.6
total	1250					
Minnesotans						
	Num.	%	Num.	%	Num.	%
Less than 2 weeks			166	56.7	249	64.2
2 to 3 weeks			106	36.2	107	27.6
Over 3 weeks			14	4.8	16	4.1
Did not receive			7	2.4	16	4.1
total			293		388	
Non-Minnesotans						
	Num.	%	Num.	%	Num.	%
Less than 2 weeks			116	48.1	282	47.8
2 to 3 weeks			89	36.9	189	32.0
Over 3 weeks			29	12	79	13.4
Did not receive			7	2.9	40	6.8
total			241		590	

* The percentages given for All Respondents are weighted averages based on the number of Minnesotan and Non-Minnesotan inquirers. For further information see the footnote to table 13.

How many times in the last five years have you contacted the Minnesota Office of Tourism for travel information? (Spring/Summer 1985)
 How many times in the last five years have you contacted the Minnesota Office of Tourism for travel information?

(Not counting your (year season) contact) (Fall 1985 - Spring 1986)

	Spring/Summer 1985		Fall 1985*		Winter 1985/86*		Spring/Summer 1986*	
	Num.	%	Num.	%	Num.	%	Num.	%
All Respondents								
0	++	++	40.3		39.6		57.7	
1	900+	73.5+	20.9		19.2		19.4	
2	191	15.6	18.2		18.7		11.3	
3	60	4.9	9.5		10.8		5.1	
4	++	++	4.6		3.4		3.3	
5	40+	3.3	2.5		4.6		1.6	
6 to 7	10+	0.8+	1.8		1.4		0.5	
8 to 10	++	++	1.3		1.5		0.9	
Over 10	4+	0.3+	0.9		0.8		0.2	
total	1225							

	Num.		%		Num.		%		Num.		%	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
Minnesotans												
0	++	++	140	31.6	121	33.5	182	47.6				
1	279+	56.7	92	20.8	60	16.6	71	18.6				
2	122	24.8	94	21.2	72	19.9	55	14.4				
3	46	9.3	53	12.0	51	14.1	33	8.6				
4	++	++	27	6.1	18	5.0	21	5.5				
5	33+	6.7+	15	3.4	22	6.1	10	2.6				
6 to 7	9+	1.8+	10	2.3	7	1.9	3	0.8				
8 to 10	++	++	7	1.6	8	2.2	6	1.6				
Over 10	3	0.6+	5	1.1	2	0.6	1	0.3				
total	492		443		361		382					

Note: In Spring/Summer 1985 the exact interpretation of the responses is difficult to determine because the question did not clarify whether or not to include the Spring/Summer 1985 contact in the response.

+ Number does not correspond exactly to the given category.

++ The categories for the Spring/Summer 1985 survey were as follows: 0 to 1

2
3
4 to 5
6 to 10
over 12

	Num.		%		Num.		%		Num.		%	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
Non-Minnesotans												
0	++	++	254	60.6	102	49.0	355	68.5				
1	641+	87.4+	89	21.2	48	23.1	105	20.3				
2	69	9.4	47	11.2	35	16.8	41	7.9				
3	14	1.1	16	3.8	12	5.8	7	1.4				
4	++	++	5	1.2	2	1.0	5	1.0				
5	7+	0.9+	2	0.5	5	2.4	3	0.6				
6 to 7	1+	0.1+	2	0.5	1	0.5	1	0.2				
8 to 10	++	++	2	0.5	1	0.5	1	0.2				
Over 10	1+	0.1+	2	0.5	2	1.0	0	0.0				
total	733		419		208		518					

Table 9
Who in your household contacted our office for travel information?

Spring/Summer 1985		
	Num.	%
Husband	378	29.7
Wife	615	48.3
Single adult male	103	8.1
Single adult female	178	14.0
Total	1274	

Table 10
Who read or reviewed the literature sent by the Minnesota Office of Tourism?

Spring/Summer 1985

<u>Responses</u>	Num.	%	<u>Combinations of Responses</u>	Num.	%
Husband	798	62.1	Husband and wife only	549	42.7
Wife	896	69.7	Wife only	205	15.9
Single adult male	154	12.0	Single adult female only	123	9.6
Single adult female	209	16.3	Husband only	115	8.9
Child(ren)	136	10.6	Husband, wife and children only	94	7.3
Total	2193	170.5 **	single adult male only	78	6.1
			single adult male and	48	3.7
			Single adult female only		
** Due to multiple responses.			Other combinations	74	5.8
			Total	1286	

Table 11

Did the brochure help you decide to vacation in MN? (Spring/Summer 1981 - Winter 1983/84)
 Did the literature help you plan your vacation in MN? (Spring/Summer 1984 - Winter 1984/5)
 Did the information we provided help you plan your vacation in MN? (Spring/Summer 1985)
 Did the information we provided help you plan your pleasure trip in MN? (Fall 1985 - Spring/Summer 1987)

Spring/Summer											
All Respondents	1981		1982		1983		1984		1985+		1987*
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.
yes	564	58.3	387	48.9	564	46.3	907	68.9	658	87.6	86.9
no	259	26.8	283	35.7	494	40.5	220	16.7	93	12.4	13.1
no response	144	14.9	122	15.4	161	13.2	189	14.4	na		13.8
total	967		792		1219		1316		751		

Fall											
All Respondents	1981		1982		1983		1984		1985+		1986*
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.
yes	329	47.8	482	47.1	135	52.7	255	82.0		82.9	91.7
no	250	36.3	393	38.4	89	34.8	56	18.0		17.1	8.3
no response	109	15.8	149	14.6	32	12.5	na				
total	688		1024		256		311				

Winter											
All Respondents	1981/82		1982/83		1983/84		1984/85*		1985/86+		1986/87*
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.
yes	243	39.5	152	43.7	150	48.2		79.8		82.9	84.1
no	284	46.2	152	43.7	120	38.6		20.2		17.1	15.6
no response	88	14.3	44	12.6	41	13.2					
total	615		348		311						

* The percentages given for All Respondents are weighted averages based on the number of Minnesota and Non-Minnesota inquirers. For further discussion see the footnote for table 13.

+ Starting with Spring/Summer 1985, this question included only those who indicated that they had vacationed in MN.

Table 12
How would you rate the brochure? (Spring/Summer 1981 - Spring/Summer 1985)

Spring/Summer

	1981		1982		1983		1984		1985	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
excellent	463	47.9	394	49.7	623	53.0	648	51.2	592	46.4
good	386	39.9	327	41.3	517	44.0	574	45.4	629	49.3
fair	40	4.1	40	5.1	27	2.3	38	3.0	50	3.9
poor	9	0.9	3	0.4	8	0.7	5	0.4	4	0.3
no response	69	7.1	28	3.5	na	na	na	na	na	na
total	967		792		1175		1265		1275	

Fall

	1981		1982		1983		1984	
	Num.	%	Num.	%	Num.	%	Num.	%
excellent	270	39.2	487	47.5	120	50.2	192	49.9
good	326	47.4	440	42.9	105	43.9	185	48.1
fair	38	5.5	46	4.5	10	4.2	8	2.1
poor	10	1.5	11	1.1	4	1.7	0	0.0
no response	44	6.4	42	4.1	na	na	na	na
total	688		1026		239		385	

Winter

	1981/82		1982/83		1983/84		1984/85	
	Num.	%	Num.	%	Num.	%	Num.	%
excellent	254	41.3	151	43.4	149	49.7	146	47.2
good	298	48.5	159	45.7	138	46.0	147	47.6
fair	29	4.7	22	6.3	11	3.7	13	4.2
poor	2	0.3	1	0.3	2	0.7	3	1.0
no response	32	5.2	15	4.3	na	na	na	na
total	615		348		300		309	

Table 13

Did you vacation in MN during the (Year Season) season? (Spring/Summer 1981 - Fall 1982)
Based on the definition of vacation above, did you vacation in MN during the (Year Season) season? (See Note)
(Winter 1982/83 - Fall 1983, Spring/Summer 1984).

Did you take a vacation or pleasure trip in MN during the (Year Season) season? (Winter 1983/84, Fall 1984 - Spring/Summer 1987)

Spring/Summer

	1981		1982		1983		1984		1985		1986*		1987*	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
All Respondents														
yes	669	69.2	578	73.0	889	73.0	842	64.1	828	62.1		65.7		61.2
no	284	29.4	214	46.0	328	27.0	472	35.9	505	37.9		34.3		38.8
no response	14	1.4	na	na	na	na	na	na	na	na		na		na
total	967		792		1217		1314		1333					
Minnesotans														
yes	Data not available													
no					541	82.6	466	80.3	450	84.9	429	82.7	375	76.1
no response					114	17.4	114	19.7	80	15.1	90	17.3	118	23.9
total					na	na	na	na	na	na	na	na	na	na
total					655		580		530		519		493	
Non-Minnesotans														
yes	Data not available													
no					346	61.8	376	51.2	378	47.1	355	47.5	380	48.8
no response					214	38.2	358	48.8	425	52.9	392	52.5	399	51.2
total					na	na	na	na	na	na	na	na	na	na
total					560		734		803		747		779	

Fall

	1981		1982		1983		1984*		1985*		1986*	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
All Respondents												
yes	415	60.3	618	60.4	172	67.2		60.7		71.3		65.7
no	257	37.4	406	39.6	84	32.8		39.3		28.7		34.3
no response	16	2.3	na	na	na	na		na		na		na
total	688		1024		256							
Minnesotans												
yes	Data not available											
no					96	78.0	153	70.2	272	79.8	258	69.4
no response					27	22.0	65	29.8	69	20.2	114	30.6
total					na	na	na	na	na	na	na	na
total					123		218		341		372	
Non-Minnesotans												
yes	Data not available											
no					76	57.1	88	47.8	176	51.5	195	52.4
no response					57	42.9	93	52.2	166	48.5	177	47.6
total					na	na	na	na	na	na	na	na
total					133		181		342		372	

(Continued on the next page)

Table 13 (continued)

Did you vacation in MN during the (Year Season) season? (Spring/Summer 1981 - Fall 1982)

Based on the definition of vacation above, did you vacation in MN during the (Year Season) season? (See Note)

(Winter 1982/83 - Fall 1983, Spring/Summer 1984)

Did you take a vacation or pleasure trip in MN during the (Year/Season) season? (Winter 1983/84, Fall 1984 - Spring/Summer 1987)

Winter												
		1981/82	1982/83	1983/84	1984/85	1985/86*	1986/87*					
		Num.	%	Num.	%	Num.	%	Num.	%			
All Respondents												
yes		357	58.0	172	49.1	157	51.0	161	50.0	60.9	45.5	
no		241	39.2	175	50.0	151	49.0	161	50.0	39.1	54.5	
no response		17	2.8	3	0.9	na	na	na	na	na	na	
total		615		350		308		322				
Minnesotans												
yes	Data not available											
no		102	54.0	110	57.9	269	69.9	163	52.8			
no response		87	46.0	80	42.1	116	30.1	146	47.2			
total		na	na	na	na	na	na	na	na			
		189		190		385		309				
Non-Minnesotans												
yes	Data not available											
no		55	46.2	51	38.6	104	46.8	80	32.4			
no response		64	53.8	81	61.4	118	53.2	167	67.6			
total		na	na	na	na	na	na	na	na			
		119		132		222		247				

Note: The following phrase appeared at the top of all surveys through Fall 1983 and Spring/Summer 1984:

The definition of a vacation in this survey includes taking a trip to a place 100 miles or more away from home and returning the same day, or staying one or more nights, and returning home.

* A weighted average was used to determine the combined effect of responses from Minnesotans and Non-Minnesotans. The weighting was based on the proportion of Minnesotans and Non-Minnesotans which comprised the total of all U.S. brochure inquiries for the season. The percentages used for Minnesotans and Non-Minnesotans respectively are as follows:

Spring/Summer 1986, 51.8 and 48.2

Spring/Summer 1987, 45.5 and 54.5

Fall 1985, 70.1 and 29.9

Fall 1986, 78 and 22

Winter 1985-86, 60.7 and 39.3

Winter 1986-87, 64.3 and 35.7

Table 14

If yes, (to 'did you vacation?') how many trips did you take in Minnesota during the (year/season) season?

(Fall 1985 - Fall 1986, Spring/Summer 1987)

	Fall		Winter		Spring/Summer	
	1985*	1986*	1985/86*	1986*	1987*	1987*
All Respondents	Num.	%	Num.	%	Num.	%
1	44.4		44.5		38.0	
2	31.9		28.1		29.6	
3	12.4		11.5		12.0	
4	5.0		4.9		8.2	
5	3.1		3.7		4.0	
6 to 10	2.7		2.2		7.2	
11 or more	0.4		0.4		1.1	
total	na		na		na	
Mean Trips	2.07		2.07		2.58	
					2.87	2.1
Minnesotans	Num.	%	Num.	%	Num.	%
1	122	36.7	98	40.0	73	27.7
2	121	36.4	81	33.1	85	32.2
3	43	13.0	34	13.9	42	15.9
4	21	6.3	14	5.7	31	11.7
5	14	4.2	12	4.9	7	2.7
6 to 10	10	3.0	5	2.0	23	8.7
11 or more	1	0.3	1	0.4	3	1.1
total	332		245		264	
					304	299
Mean Trips	2.19		2.18		2.82	
					3.72	2.64
Non-Minnesotans	Num.	%	Num.	%	Num.	%
1	119	62.3	132	70.2	55	53.9
2	41	21.5	32	17.0	26	25.5
3	21	11.0	11	5.9	6	5.9
4	4	2.1	6	3.2	3	2.9
5	1	0.5	0	0.0	6	5.9
6 to 10	4	2.1	6	3.2	5	4.9
11 or more	1	0.5	1	0.5	1	1.0
total	191		188		102	
					263	291
Mean Trips	1.8		1.7		2.21	
					1.95	1.64

* The percentages given for All Respondents is a weighted average based on the number of Minnesotan and Non-Minnesotan inquiries. For further information see footnote to table 13.

Table 15

Circle the month you took your (Season) vacation in MN: (Spring/Summer 1981 - Winter 1981/82)
 During what month did you take your (year Season) vacation? (Spring/Summer 1982 - Winter 1982/83)
 During what month(s) did you take your (year Season) vacation in MN? (Spring/Summer 1983 - Spring/Summer 1985)
 During what month(s) did you take (year Season) pleasure trip(s)? (Fall 1985 - Spring/Summer 1987)

Spring/Summer

All Respondents	1981		1982		1983		1984		1985		1986*		1987*	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
March	4	0.6	2	0.3	9	1.0	2	0.2	na	na	na	na	na	na
April	5	0.8	6	1.0	8	0.9	11	1.3	19	2.2	1.6	2.4	2.4	2.4
May	25	3.8	31	5.4	38	4.3	38	4.5	70	8.0	5.9	6.3	6.3	6.3
June	127	19.2	116	20.2	124	13.9	123	14.6	156	17.8	19.6	18.9	18.9	18.9
July	203	30.8	157	27.3	211	23.7	210	24.9	285	32.5	24.0	24.3	24.3	24.3
August	224	33.9	146	25.4	164	18.4	231	27.4	231	26.3	20.4	23.9	23.9	23.9
2 or More**	na	na	99	17.2	282	31.6	189	22.4	na	na	na	na	na	na
3 or more**	na	na	na	na	na	na	na	na	67	7.6	23.4	17.1	17.1	17.1
Other	72	10.9	18	3.1	55	6.2	39	4.6	49	5.6	5.2	7.1	7.1	7.1
total	660		575		891		843		877					
Minnesotans														
March	Data not available													
April					3	0.6	1	0.2	na	na	na	na	na	na
May					5	0.9	5	1.1	na	na	0.7	4	1.0	1.0
June					19	3.5	12	2.6	na	na	5.8	29	7.0	7.0
July					75	13.9	50	10.7	na	na	15.6	67	16.1	16.1
August					118	21.8	107	23.0	na	na	22.1	94	22.6	22.6
2 or More**					88	16.3	127	27.3	na	na	18.0	90	21.7	21.7
3 or more**					201	37.2	148	31.8	na	na	na	na	na	na
Other					na	na	na	na	na	na	33.6	105	25.3	25.3
total					32	5.9	16	3.4	na	na	4.3	27	6.5	6.5
					541		466					416		
Non-Minnesotans														
March	Data not available													
April					6	1.7	1	0.3	na	na	na	na	na	na
May					3	0.9	6	1.6	na	na	2.6	13	3.6	3.6
June					19	5.5	26	6.9	na	na	6.0	21	5.8	5.8
July					49	14.2	73	19.4	na	na	23.9	77	21.3	21.3
August					92	26.6	103	27.4	na	na	26.1	93	25.7	25.7
2 or More**					75	21.7	104	27.7	na	na	23.0	93	25.7	25.7
3 or more**					81	23.4	41	10.9	na	na	na	na	na	na
Other					na	na	na	na	na	na	12.4	37	10.2	10.2
total					21	6.1	22	5.9	na	na	6.0	28	7.7	7.7
					346		376					362		

(Continued on the next page)

Table 15 (continued)

Circle the month you took your (Season) vacation in MN: (Spring/Summer 1981 - Winter 1981/82)
 During what month did you take your (year Season) vacation? (Spring/Summer 1982 - Winter 1982/83)
 During what month(s) did you take your (year Season) vacation in MN? (Spring/Summer 1983 - Spring/Summer 1985)
 During what month(s) did you take (year Season) pleasure trip(s)? (Fall 1985 - Spring/Summer 1987)

Fall

	1981		1982		1983		1984		1985*		1986*	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
All Respondents												
August	22	5.4	117	18.9	21	11.8	27	11.2		9.2		7.4
September	151	36.9	219	35.4	50	28.1	85	35.3		52.3		41.0
October	188	46.0	160	25.9	54	30.3	66	27.4		50.0		33.6
November	36	8.8	14	2.3	8	4.5	10	4.1		9.3		7.0
2 or More**	na	na	83	13.4	33	na	43	17.8		na		na
3 or more**	na	na	na	na	na	na	na	na		11.9		7.3
Other	12	2.9	25	4.0	12	6.7	10	4.1		3.2		3.8
total	409		618		178		241					
Minnesotans												
August	Data not available											
September					11	11.5	16	10.5	27	5.6	24	6.8
October					26	27.1	55	35.9	179	37.4	145	41.1
November					30	31.3	43	28.1	184	38.4	122	34.6
2 or More**					4	4.2	3	2.0	32	6.7	23	6.5
3 or more**					21	na	33	21.6	na	na	na	na
Other					na	na	na	na	46	9.6	26	7.4
total					4	4.2	3	2.0	11	2.3	13	3.7
total					96		153		479		353	
Non-Minnesotans												
August	Data not available											
September					10	13.2	11	12.5	24	9.8	22	9.5
October					24	31.6	30	34.1	101	41.4	94	40.5
November					24	31.6	23	26.1	79	32.4	70	30.2
2 or More**					4	5.3	7	8.0	18	7.4	20	8.6
3 or more**					12	na	10	11.4	na	na	na	na
Other					na	na	na	na	16	6.6	16	6.9
total					2	2.6	7	8.0	6	2.5	10	4.3
total					76		88		244		232	

(Continued on the next page)

Table 15 (continued)

Circle the month you took your (Season) vacation in MN: (Spring/Summer 1981 - Winter 1981/82)
 During what month did you take your (year Season) vacation? (Spring/Summer 1982 - Winter 1982/83)
 During what month(s) did you take your (year Season) vacation in MN? (Spring/Summer 1983 - Spring/Summer 1985)
 During what month(s) did you take (year Season) pleasure trip(s)? (Fall 1985 - Spring/Summer 1985)

		Winter									
		1981/82	1982/83	1983/84	1984/85	1985/86	1986/87*				
		Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
All Respondents											
November	26	7.4	13	7.6	11	7.1	12	7.5	67	11.8	3.6
December	72	20.5	17	9.9	29	18.6	21	13.0	149	26.3	17.6
January	110	36.2	50	29.1	33	27.6	31	26.1	132	23.5	26.0
February	127	36.2	50	29.1	43	27.6	42	26.1	133	23.5	25.2
March	12	3.4	2	1.2	14	9.0	13	8.1	63	11.1	21.6
2 or More**	na	na	33	19.2	15	9.6	40	24.8	na	na	
3 or More**	na	na	na	na	na	na	na	na	na	na	
Other Month	4	1.1	7	4.1	11	7.1	2	1.2	23	4.1	6.0
total	351		172		156		161		567		
Minnesotans											
November	Data not available										
December					6	5.5	52	12.4	4	1.8	
January					9	8.2	118	28.2	34	15.2	
February					20	29.1	89	23.7	57	28.1	
March					32	29.1	99	23.7	63	28.1	
2 or More**					9	8.2	47	11.2	49	21.9	
3 or More**					33	30.0	na	na	na	na	
Other Month					na	na	na	na	na	na	
total					1	0.9	13	3.1	17	7.6	
Minnesotans											
November	Data not available										
December					6	11.8	15	10.1	7	7.0	
January					12	23.5	31	20.8	22	22.0	
February					11	19.6	43	22.8	27	27.0	
March					10	19.6	34	22.8	20	20.0	
2 or More**					4	7.8	16	10.7	21	21.0	
3 or More**					7	13.7	na	na	na	na	
Other Month					na	na	na	na	na	na	
total					1	2.0	10	6.7	3	3.0	
					51		149		100		

* The percentages given for All Respondents are weighted averages based on the number of Minnesotan and Non-Minnesotan inquirers. For further information see the footnote for table 13.

** Data for 1981 - 1984 is not directly comparable to data for 1985 - 1987. Coding and entry from 1981 to 1984 could only accommodate one month per respondent, with responses of multiple months going into a "vacationed two or more months" category. From 1985 to 1987 coding and entry allowed up to two months per respondent, with responses of more than two months going into a "vacationed 3 or more months" category.

Table 16
On which day(s) of the week did you take your pleasure trip(s)? (Winter 1985/86 to Fall 1986)

Percentage of respondents who took at least one trip.

Weekend (Friday evening, Saturday and/or Sunday)	Mid-week		
	Winter 1985/86	Spring/Summer 1986	Fall 1986
All Respondents*	67.8	39.0	50.8
Minnesotans	76.4	50.1	55.8
Non-Minnesotans	54.9	27.0	33.0
Extended Weekend (more than 2 nights)			
	Winter 1985/86	Spring/Summer 1986	Fall 1986
All Respondents*	23.7	29.3	36.4
Minnesotans	21.1	37.3	36.8
Non-Minnesotans	27.7	20.7	35.1
Full week or longer			
	Winter 1985/86	Spring/Summer 1986	Fall 1986
All Respondents*	9.7	35.2	13.3
Minnesotans	7.9	21.4	21.8
Non-Minnesotans	12.6	51.3	10.9

* The percentages given for All Respondents are weighted averages based on the number of Minnesotan and Non-Minnesotan inquirers. For further information see the footnote to table 13.

Note: Percentages total more than 100 because multiple responses were allowed.

Table 17
Overall, do you tend to take pleasure trips: (Fall 1985)

Fall 1985					
	All Respondents		Minnesotans		Non-Minnesotans
	Weighted Average	Num.	%	Num.	%
Frequently (5+ times/year)	23.7	110	24.4	95	22.1
Occasionally (2-4 times/year)	61.2	283	62.9	245	57.1
Seldom (1 time/year or less)	15.1	57	12.7	89	20.7
Total		450		429	

Table 18
Did you take a Minnesota pleasure trip over the Labor Day weekend? (Spring/Summer 1986 and Spring/Summer 1987)

Spring/Summer 1986					
	All Respondents		Minnesotans		Non-Minnesotans
	Weighted Average	Num.	%	Num.	%
Yes	19.1	86	27.0	28	10.7
No	80.9	232	73.0	233	89.3
Total		318		261	

Spring/Summer 1987					
	All Respondents		Minnesotans		Non-Minnesotans
	Weighted Average	Num.	%	Num.	%
Yes	16.2	69	22.4	34	11.1
No	83.8	239	77.6	271	88.9
Total		308		305	

Table 19
How did the 1986/87 winter weather and snow conditions affect your travel plans? (Winter 1986/87)

Winter 1986/87					
	All Respondents		Minnesotans		Non-Minnesotans
	Weighted Average	Num.	%	Num.	%
No effect	53.5	155	50.2	147	59.5
Fewer trips	28.6	111	35.9	38	15.4
More trips	6.8	26	8.4	10	4.0
Vacationed elsewhere	7.9	26	8.4	17	6.9
total		318		212	

Note: Historically low levels of snowfall and higher than normal temperatures were reported for Winter 1986/87.

Table 20

Was Minnesota your final destination state? (Spring/Summer 1985 - Fall 1985)
 Was Minnesota your final destination state for (at least one of) your (Season) pleasure trip(s)?
 (Winter 1985/86 - Fall 1986)

	Spring/Summer 1985		1986*		Fall 1985*		1986*		Winter 1985/86*	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
All Respondents										
yes	590	81.4		88.5		90.4		93.4		96.5
no	135	18.6		11.5		9.6		6.6		3.5
total	725									
Minnesotans										
yes	335	92.3	292	95.1	300	92.0	225	95.3	245	96.8
no	28	7.7	15	4.9	26	8.0	11	4.7	8	3.2
total	363		307		326		236		253	
Non-Minnesotans										
yes	255	70.4	227	81.4	166	86.5	161	86.6	97	96.0
no	107	29.6	52	18.6	26	13.5	25	13.4	4	4.0
total	362		279		192		186		101	

* The percentages given for All Respondents are weighted averages based on the number of Minnesota and Non-Minnesotan inquirers. For further information see the footnote for table 13.

Table 21

Did you take a pleasure trip to any other state during the (year/season) season? (Fall 1985 - Spring/Summer 1986)

		Fall 1985		Winter 1985/86		Spring/Summer 1986	
All Respondents		Num.	%	Num.	%	Num.	%
Yes		43.6		50.1		57.0	
No		56.4		49.9		43.0	
total							
Minnesotans							
Yes		173	38.4	183	47.9	197	48.9
No		277	61.6	199	52.1	206	51.1
total		450		382		403	
Non-Minnesotans							
Yes		238	55.7	116	53.5	357	65.8
No		189	44.3	101	46.5	186	34.2
total		427		217		543	

If yes, please tell us what states:

		Fall 1985			
Rank	State	All Respondents Weighted Average	Minnesotans Num. %	Non-Minnesotans Num. %	
1	WI	32.2	104 39.1	62 16.0	
2	IA	7.5	22 8.3	22 5.7	
3	IL	6.0	15 5.6	26 6.7	
4	MI	5.7	13 4.9	29 7.5	
5	SD	3.7	11 4.1	10 2.6	
6	FL	3.2	8 3.0	14 3.6	
7	MO	3.1	6 2.3	20 5.2	
8	CO	2.9	9 3.4	7 1.8	
9	ND	2.8	9 3.4	6 1.5	
10	NE	2.0	4 1.5	12 3.1	
11	MT	1.9	5 1.9	8 2.1	
12	TX	1.8	5 1.9	6 1.5	
13	CA	1.7	4 1.5	9 2.3	
14	TN	1.7	3 1.1	12 3.1	
15	IN	1.6	4 1.5	7 1.8	
16	WY	1.5	3 1.1	9 2.3	
17	AR	1.3	3 1.1	8 2.1	
18	KS	1.3	3 1.1	8 2.1	
19	PA	1.3	2 0.8	10 2.6	
20	AZ	1.3	3 1.1	6 1.5	
	All Others	15.4	30 12.4	97 25.1	
	total		266	388	

(Continued on the next page)

Table 21 (continued)
If yes, please tell us what states:

Winter 1985/86						Spring/Summer 1986					
Rank	State	All Respondents		Minnesotans		Rank	State	All Respondents		Minnesotans	
		Weighted Average	Num.	%	Non-Minnesotans			Weighted Average	Num.	%	Non-Minnesotans
1	WI	14.8	52	18.7	18	1	WI	20.1	83	29.3	70
2	FL	10.3	31	11.2	18	2	IA	6.3	20	7.1	38
3	AZ	5.8	21	7.6	6	3	SD	5.4	17	6.0	33
4	CA	5.5	17	6.1	9	4	IL	5.4	17	6.0	32
5	IA	5.2	15	5.4	10	5	CO	4.9	16	5.7	28
6	TX	4.4	11	4.0	10	6	MO	4.8	8	2.8	47
7	MI	4.3	10	3.6	11	7	MI	4.1	10	3.5	33
8	CO	4.0	13	4.7	6	8	CA	3.7	11	3.9	23
9	NV	3.8	12	4.3	6	9	FL	3.1	6	2.1	28
10	IL	3.1	6	2.2	9	10	ND	3.1	12	4.2	12
11	MT	2.3	9	3.2	2	11	OH	2.3	7	2.5	14
12	NC	2.3	5	1.8	6	12	TX	2.2	5	1.8	18
13	MO	2.2	4	1.4	7	13	WV	2.1	4	1.4	20
14	NM	1.9	6	2.2	3	14	AR	2.0	3	1.1	20
15	GA	1.9	7	2.5	2	15	NE	1.9	4	1.4	17
16	SD	1.9	5	1.8	4	16	MT	1.9	3	1.1	19
17	NV	1.8	2	0.7	7	17	NV	1.8	5	1.8	12
18	KS	1.7	5	1.8	3	18	NV	1.7	3	1.1	16
19	ND	1.6	4	1.4	4	19	AZ	1.4	2	0.7	15
20	PA	1.4	1	0.4	6	20	KS	1.3	1	0.4	16
All Others		19.8	42	15.0	55	All Others		20.7	46	16.3	175
total			278		202	total			283		686

* Percentages given for All Respondents are weighted averages based on the number of Minnesotan and Non-Minnesotan inquirers.
For further information see the footnote to table 13.

Table 22

Have you taken a (Season) vacation in Minnesota in the last five years? (Spring/Summer 1981 - Winter 1981/82)
 Have you ever taken a (Season) vacation before in Minnesota? (Spring/Summer 1982 - Winter 1984/85)
 Had you ever visited or vacationed in Minnesota before the (year Season) season? (Spring/Summer 1985)
 Had you ever taken a pleasure trip in Minnesota before (Season year)? (Fall 1985 - Spring/Summer 1987)

Spring/Summer

	1981	1982	1983	1984	1985	1986*	1987*						
	Num.	%	Num.	%	Num.	%	Num.						
All Respondents													
yes	Data not available	565	71.3	865	71.8	799	61.7	886	68.7	68.2	75.2		
no	available	218	27.5	339	28.2	495	38.3	403	31.3	31.8	24.8		
no response		9	1.1	na	na	na	na	na	na	na	na		
total		792		1204		1294		1289					
Minnesotans													
yes	Data not available			590	90.6	500	87.9	461	91.8	331	83.0	369	90.7
no				61	9.4	69	12.1	41	8.2	68	17.0	38	9.3
no response				na	na	na	na	na	na	na	na	na	na
total				651		569		502		399		407	
Non-Minnesotans													
yes	Data not available			275	49.9	299	41.2	425	54.0	278	52.2	380	62.2
no				276	50.1	426	58.8	362	46.0	255	47.8	231	37.8
no response				na	na	na	na	na	na	na	na	na	na
total				551		725		787		533		611	

Fall

	1981	1982	1983	1984	1985**	1986*					
	Num.	%	Num.	%	Num.	%					
All Respondents											
yes	382	55.5	546	53.3	152	60.6	205	53.8	83.7	83.8	
no	266	38.7	466	45.5	99	39.4	176	46.2	16.3	16.2	
no response	40	5.8	12	1.2	na	na	na	na	na	na	
total	688		1024		251		381				
Minnesotans											
yes	Data not available			90	74.4	144	69.6	408	90.3	328	89.1
no				31	25.6	63	30.4	44	9.7	40	10.9
no response				na	na	na	na	na	na	na	na
total				121		207		452		368	
Non-Minnesotans											
yes	Data not available			62	47.7	61	35.1	294	68.2	231	64.9
no				68	52.3	113	64.9	137	31.8	125	35.1
no response				na	na	na	na	na	na	na	na
total				130		174		431		356	

(Continued on the next page)

Table 22 (continued)

Have you taken a (Season) vacation in Minnesota in the last five years? (Spring/Summer 1981 - Winter 1981/82)

Have you ever taken a (Season) vacation before in Minnesota? (Spring/Summer 1982 - Winter 1984/85)

Had you ever visited or vacationed in Minnesota before the (year Season) season? (Spring/Summer 1985)

Had you ever taken a pleasure trip in Minnesota before (Season year)? (Fall 1985 - Spring/Summer 1987)

		Winter									
		1981/82	1982/83	1983/84	1984/85	1985/86*	1986/87*				
		Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
All Respondents	yes	344	55.9	178	51.6	144	47.2	138	43.4	80.0	72.7
	no	250	40.7	167	48.4	161	52.8	176	55.3	20.0	27.3
	no response	21	3.4	na	na	na	na	4	1.3	na	na
	total	615		345		305		318			
Minnesotans	yes	Data not available									
	no					103	54.5	101	53.7	327	87.2
	no response					86	45.5	87	46.3	48	12.8
	total					na	na	na	na	na	na
						189		188		375	304
Non-Minnesotans	yes	Data not available									
	no					41	35.3	39	30.0	149	69.0
	no response					75	64.7	91	70.0	67	31.0
	total					na	na	na	na	na	na
						116		130		216	247

* The percentages given for All Respondents are weighted averages based on the number of Minnesotan and Non-Minnesotan inquirers. For further discussion see the footnote for table 13.

+ Note the change in question from 1984 to 1985 which may account for the sharp increase in the number who responded yes in 1985 and 1986.

Table 23

Do you plan to visit or vacation in Minnesota in the future? (Spring/Summer 1985)
Do you plan to take a pleasure trip in Minnesota in the future? (Fall 1985 - Fall 1986, Spring/Summer 1987)

TOTAL RESPONDENTS	Spring/Summer						Fall		Winter	
	1985		1986*		1987*		1985*		1986*	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
All Respondents	Yes	752	97.8	96.6	98.0		97.8		98.6	98.6
	no	17	2.2	3.5	2.0		2.2		1.4	1.4
	total	769								
Minnesotans	Yes	501	98.6	401	99.3		440	98.2	361	98.9
	no	7	1.4	3	0.7		8	1.8	4	1.1
	total	508		404			448		365	
Non-Minnesotans	Yes	677	94.2	577	97.0		403	96.9	352	97.5
	no	42	5.8	18	3.0		13	3.1	9	2.5
	total	719		595			416		361	
RESPONDENTS WHO DID NOT TRAVEL THIS SEASON	1985		1986*		1987*		1985*		1986*	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
	Yes	443	97.1	94.2	96.9		96.9		96.3	97.4
	no	13	2.9	5.8	3.1		3.1		3.7	2.6
All Respondents	Yes	443	97.1	94.2	96.9		96.9		96.3	97.4
	no	13	2.9	5.8	3.1		3.1		3.7	2.6
	total	456								
	total	456								

* The percentages given for All Respondents are weighted averages based on the number of Minnesotan and Non-Minnesotan inquirers. For further discussion see the footnote for table 13.

Table 24

Circle the number of nights you stayed in MN during your (Season) vacation: (Spring/Summer 1981 - Winter 1981/82)
 How many nights did you stay in MN during your vacation? (Spring/Summer 1982 - Spring/Summer 1985)
 During your (Year Season) pleasure trip(s), how many nights did you spend in MN away from home? Total for all trips:
 (Fall 1985 - Spring/Summer 1987)

	Spring/Summer											
	1981	1982	1983	1984	1985*	1986*	1987*	1981	1982	1983	1984	1985*
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
1	31	4.8	38	6.7	61	7.4	56	7.5	3.9	2.1	5.3	
2	64	10.0	83	14.7	145	17.6	114	15.2	11.9	6.6	10.1	
3	69	10.8	79	14.0	118	14.3	119	15.9	13.4	9.6	10.7	
4	71	11.1	54	9.6	94	11.4	67	9.0	10.3	9.0	10.5	
5	71	11.1	54	9.6	73	8.9	87	11.6	10.8	6.6	10.1	
6	74	11.6	54	9.6	60	7.3	83	11.1	9.0	8.7	8.9	
7	87	13.6	57	10.1	88	10.7	92	12.3	10.0	6.0	19.2	
8 to 10	82	12.8	55	9.8	98	11.9	83	11.1	11.0	16.1	14.5	
11 to 15	55	8.6	46	8.2	63	7.7	47	6.3	9.3	13.3	11.0	
16 or more	34	5.3	27	4.8	0	0.0	0	0.0	8.0	13.1	8.0	
none	2	0.3	16	2.8	23	2.8	0	0.0	2.5	5.4	1.7	
total	640		563		823		748		na	na	na	
MEAN	7.0		6.3		6.2		6.3		7.5	9.5	7.7	

Fall

	Fall											
	1981	1982	1983	1984	1985*	1986*	1987*	1981	1982	1983	1984	1985*
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
1	32	8.7	68	11.4	19	11.2	19	7.9	8.4	5.2		
2	98	26.7	151	25.3	38	22.5	50	20.9	17.9	15.4		
3	91	24.8	92	15.4	27	16.0	35	14.6	13.6	14.9		
4	44	12.0	76	12.7	20	11.8	32	13.4	14.0	16.0		
5	26	7.1	50	8.4	6	3.6	23	9.6	8.3	7.1		
6 to 7	49	13.4	61	10.2	29	17.2	32	13.4	11.1	13.2		
8 to 10	15	4.1	31	5.2	8	4.7	15	6.3	8.5	10.3		
11 to 15	10	2.7	22	3.7	6	3.6	7	2.9	6.1	8.9		
16 or more	0	0.0	14	2.3	3	1.8	6	2.5	2.8	3.8		
none	2	0.5	33	5.5	13	7.7	20	8.4	9.4	5.1		
total	367		598		169		239		na	na		
MEAN	3.8		4.2		4.1		4.4		4.9	5.9		

* The percentages given are weighted averages based on the number of Minnesota and Non-Minnesotan inquirers. For further information see footnote for table 13.

Note: Starting with the Spring/Summer 1985, there was a change in the survey format which may have contributed to responses of higher numbers of vacation nights. Prior to 1985, respondents may have provided the number of nights spent on one vacation, even if they took more than one Minnesota vacation. Requesting that they specify the number of nights spent at each type of accommodation may have encouraged respondents to include total nights from all vacations. Also, the addition of a prompt to include all trips may have contributed to the increase starting in the Fall of 1985.

Table 24 (continued)

Circle the number of nights you stayed in MN during your (Season) vacation: (Spring/Summer 1981 - Winter 1981/82)
 How many nights did you stay in MN during your vacation? (Spring/Summer 1982 - Spring/Summer 1985)

During your (year Season) pleasure trip(s), how many nights did you spend in MN away from home? Total for all trips:

(Fall 1985 - Spring/Summer 1987)

Winter

	1981/82	1982/83	1983/84	1984/85	1985/86*	1986/87*				
	Num.	%	Num.	%	Num.	%				
1	21	6.1	20	11.8	10	6.6	14	8.9	5.9	7.3
2	98	28.6	54	31.8	42	27.6	33	20.9	19.6	16.9
3	99	28.9	25	14.7	34	22.4	37	23.4	10.6	14.3
4	43	12.5	19	11.2	20	13.2	20	12.7	10.9	13.2
5	29	8.5	18	10.6	11	7.2	10	6.3	9.3	14.7
6 to 7	28	8.2	10	5.9	17	11.2	11	7.0	10.0	9.5
8 to 10	5	1.5	10	5.9	9	5.9	11	7.0	13.1	4.7
11 to 15	7	2.0	2	1.2	3	2.0	3	1.9	7.2	11.1
16 or more	3	0.9	3	1.8	1	0.7	2	1.3	4.0	5.9
none	10	2.9	9	5.3	5	3.3	17	10.8	8.4	2.4
total	343		170		152		158		na	na
MEAN	3.6		3.8		3.8		3.6		5.5	5.3

Mean number of nights stayed in Minnesota

Spring/Summer

	1981	1982	1983	1984	1985	1986	1987
All Respondents	7.0	6.3	6.2	6.3	7.5*	9.5*	7.7*
Minnesotans	na	na	5.8	6.4	7.9	10.0	7.7
Non-Minnesotans	na	na	7.0	6.3	7.0	8.9	7.6

Fall

All Respondents	3.8	4.2	4.1	4.4	4.9*	5.9*
Minnesotans	na	na	3.4	3.4	4.7	5.9
Non-Minnesotans	na	na	4.9	6.1	5.2	5.8

Winter

	1981-82	1982-83	1983-84	1984-85	1985-86	1986-87
All Respondents	3.6	3.8	3.8	3.6	5.5*	5.3*
Minnesotans	na	na	3.3	3.1	5.5	5.2
Non-Minnesotans	na	na	4.7	4.8	5.4	5.6

*See previous footnote.

Table 25

What type of lodging did you use on your vacation? (Spring 1984)

Please specify the number of nights spent at each type of accommodation: (Spring/Summer 1985 - Fall 1986)

	Spring/Summer						Fall		Winter			
	1984		1985		1986		1985		1986		1985/86	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
All Respondents												
Hotel/Motel/Bed & Breakfast	329	41.1	377	53.7	288	47.4	325	66.2	237	53.5	194	57.7
Home of friend/relative	na	na	185	26.4	186	30.6	165	33.6	134	30.2	147	43.8
Own (or Friends') cabin/summer home	na	na	90	12.8	99	16.3	64	13.0	81	18.3	53	15.8
Resort/Cabin	217	27.1	185	26.4	184	30.3	72	14.7	60	13.5	53	15.8
Campground (car or walk-in)	254	31.8	242	34.5	134	22.1	67	13.6	75	16.9	11	3.3
Recreational Vehicle campground	na	na	na	na	64	10.5	45	9.2	33	7.4	9	2.7
Houseboat	na	na	na	na	8	1.3	na	na	2	0.5	na	na
Other	na	na	15	2.1	19	2.1	5	1.0	12	2.7	5	1.5
total	800		1094	155.9*	607	160.7*	743	151.3*	634	143.1*	472	140.5*
Minnesotans												
Hotel/Motel/Bed & Breakfast	137	31.1	na	na	151	45.8	194	63.4	116	46.0	139	57.9
Home of friend/relative	na	na	na	na	99	30.0	100	32.7	62	24.6	102	42.5
Own (or Friends') cabin/summer home	na	na	na	na	75	22.7	54	17.6	60	23.8	45	18.8
Resort/Cabin	129	29.3	na	na	97	29.4	53	17.3	33	13.1	46	19.2
Campground (car or walk-in)	174	39.0	na	na	101	30.6	53	17.3	na	na	na	2.8
Recreational Vehicle campground	na	na	na	na	37	11.2	33	10.8	23	9.1	6	2.5
Houseboat	na	na	na	na	3	0.9	na	na	2	0.8	na	na
Other	na	na	na	na	14	4.2	4	1.3	8	3.2	4	1.7
total	440				577	174.8*	491	160.4*	359	142.4*	352	145.4*
Non-Minnesotans												
Hotel/Motel/Bed & Breakfast	192	53.3	na	na	137	49.5	131	70.8	121	63.4	55	57.3
Home of friend/relative	na	na	na	na	87	31.4	65	35.1	72	37.7	45	46.9
Own (or Friends') cabin/summer home	na	na	na	na	24	8.7	10	5.4	21	11.0	8	8.3
Resort/Cabin	88	24.4	na	na	87	31.4	19	10.3	27	14.1	7	7.3
Campground (car or walk-in)	80	22.2	na	na	33	11.9	14	7.6	20	10.5	1	1.0
Recreational Vehicle campground	na	na	na	na	27	9.7	12	6.5	10	5.2	3	3.1
Houseboat	na	na	na	na	5	1.8	na	na	0	0.0	na	na
Other	na	na	na	na	5	1.8	1	0.5	4	2.1	1	1.0
total	360				405	146.2*	252	136.2*	275	144.0*	120	124.9*

* Percentages total more than 100 because respondents were allowed to specify more than one type of lodging.

The actual number of respondents are as follows:

Spring/Summer 1985: All=702
 Spring/Summer 1986: All=607, Minnesotans=330, Non-Minnesotans=277
 Fall 1985: All=702, Minnesotans=306, Non-Minnesotans=185
 Fall 1986: All=607, Minnesotans=252, Non-Minnesotans=191
 Winter 1985/86: All=336, Minnesotans=240, Non-Minnesotans=96

Approximately how much money did you spend in Minnesota during your (Season) vacation? (Spring/Summer 1981 - Winter 1984/85)
 Approximately how much money did your party spend in Minnesota during your (Season year) vacation? ((Spring/Summer 1985)
 Approximately how much money did your party(ies) spend in MN during your (Season year) pleasure trip(s)?

(Fall 1985 - Spring/Summer 1987)

		Spring/Summer						
Mean Expenditure:		1981	1982	1983	1984	1985	1986*	1987*
All Respondents								
per party		489.54	410.74	412.35	492.40	618.80+	646.32	619.25
per visitor		134.12	107.38	119.66	138.43	164.51+	169.05	174.49
visitor/night		19.13	17.04	19.17	21.19	22.06+	17.93	22.87
Minnesotans								
per party	Data not available			374.24	424.68	524.10	576.28	506.00
per visitor				103.58	109.74	129.09	149.22	138.46
visitor/night				18.00	17.25	16.30	14.80	17.63
Non-Minnesotans								
per party	Data not available			469.46	570.34	579.90++	721.90	713.57
per visitor				147.11	179.75	169.07++	190.37	206.23
visitor/night				21.02	28.69	24.12++	21.29	27.24
		Fall						
Mean Expenditure:		1981	1982	1983	1984	1985*	1986*	
All Respondents								
per party		319.16	316.94	350.21	369.62	400.09	425.66	
per visitor		93.71	98.34	121.18	126.37	125.98	131.66	
visitor/night		24.56	23.41	29.85	28.79	27.76	22.49	
Minnesotans								
per party	Data not available			264.42	324.91	350.20	363.20	
per visitor					100.37	103.92	104.17	
visitor/night					29.56	22.06	17.57	
Non-Minnesotans								
per party	Data not available			455.08	443.48	516.80	647.10	
per visitor					185.87	177.59	229.47	
visitor/night					30.34	34.42	39.91	

(Continued on the next page)

Table 26 (continued)
 Approximately how much money did you spend in Minnesota during your vacation? (Spring/Summer 1981 - Winter 1984/85)
 Approximately how much money did your party spend in Minnesota during your (Season year) vacation? (Spring 1985)
 Approximately how much money did your party(ies) spend in Minnesota during your (Season year) pleasure trip(s)? (Fall 1985 - Spring/Summer 1987)

Mean Expenditure:	Winter					
	1981/82	1982/83	1983/84	1984/85*	1985/86*	1986/87*
All Respondents						
per party	296.58	335.23	453.29	409.68	475.48	620.96
per visitor	71.90	82.88	111.51	134.62	139.27	159.04
visitor/night	20.18	21.74	29.12	32.77	25.61	29.63
Minnesotans						
per party			407.47	294.17	424.00	568.59
per visitor			94.76	96.45	112.77	126.63
visitor/night			28.54	30.91	26.50	24.45
Non-Minnesotans						
per party			538.37	499.33	555.00	715.28
per visitor			148.07	164.25	180.19	271.41
visitor/night			31.32	34.22	33.49	38.96

* The percentages given for All Respondents are weighted averages based on the number of Minnesotan and Non-Minnesotan inquirers. For further information see the footnote for table 13.

+ One party spent \$40,000 which raised the mean per party from \$551.50 to \$618.80, the mean per visitor from \$146.67 to \$164.51 and the mean per night from \$19.66 to \$22.06.

++ Excludes the \$40,000 spent by one party.

Table 27

How many people were in your party? (Spring/Summer 1981 - Winter 1984/5)
 How many people were in your party (total number)? (Spring/Summer 1985)
 How many people were in your party (total number)? (If you took more than one trip please
 respond for your typical (year Season) pleasure trip to MN.) (Fall 1985 - Spring/Summer 1987)

Number in party	Spring/Summer									
	1981	1982	1983	1984	1985*	1986*	1987*			
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
1	20	2.1	15	2.7	40	4.6	29	3.5	5.0	1.7
2	262	27.1	224	39.8	369	42.0	355	42.4	37.5	3.0
3	96	9.9	82	14.6	112	12.7	103	12.3	12.7	37.5
4	166	17.2	120	21.3	199	22.6	195	23.3	21.8	4.1
5	44	4.6	42	7.5	67	7.6	63	7.5	11.3	23.9
6 to 7	46	4.8	48	8.5	55	6.3	66	7.9	6.8	9.6
8 to 10	25	2.6	20	3.6	23	2.6	18	2.2	2.8	8.4
11 or more	14	1.4	12	2.1	14	1.6	8	1.0	2.1	8.0
no response	294	30.4	na		na		na		na	3.6
total	967		563		879		837		na	1.0
Mean	3.65		3.82		3.45		3.56		3.66	2.8
									3.83	3.57

Number in Party	Fall									
	1981	1982	1983	1984	1985*	1986*				
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
1	13	1.9	30	5.0	12	7.1	14	5.8	4.2	2.6
2	202	29.4	294	48.7	94	55.6	126	52.5	44.8	43.2
3	67	9.7	78	12.9	19	11.2	26	10.8	16.7	14.4
4	84	12.2	111	18.4	28	16.6	43	17.9	20.0	21.2
5	16	2.3	43	7.1	6	3.6	12	5.0	7.0	8.0
6 to 7	18	2.6	28	4.6	5	3.0	16	6.7	4.4	6.9
8 to 10	10	1.5	11	1.8	3	1.8	3	1.3	1.6	3.0
11 or more	4	0.6	9	1.5	2	1.2	0	0.0	1.4	0.6
no response	274	39.8	na		na		na		na	0.6
total	688		604		169		240		na	na
Mean	3.4		3.22		3.89		2.93		3.23	3.34

(Continued on the next page)

Table 27 (continued)

How many people in your party? (Spring/Summer 1981 - Winter 1984/85)
 How many people were in your party (total number)? (Spring/Summer 1985)
 How many people were in your party (total number)? (If you took more than one
 trip please respond for your typical (year/Season) pleasure trip to MN.) (Fall 1985 - Spring/Summer 1987)

Number in Party	Winter									
	1981/82		1982/83		1983/84		1984/85*		1985/86*	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
1	13	3.8	10	6.5	9	5.3	8.5	7.0	5.7	
2	128	37.1	55	35.7	64	37.4	55.3	42.0	36.7	
3	22	6.4	17	11.0	19	11.1	10.3	11.3	12.8	
4	84	24.3	40	26.0	45	26.3	16.9	21.8	18.8	
5	24	7.0	12	7.8	13	7.6	3.5	7.4	6.4	
6 to 7	41	11.9	10	6.5	8	4.7	3.9	4.1	5.8	
8 to 10	21	6.1	5	3.2	7	4.1	0.4	3.1	9.2	
11 or more	12	3.5	5	3.2	6	3.5	1.1	3.3	4.6	
no response	na		na		na		na	na	na	
total	345		154		171					
Mean	4.12		4.05		4.05		3.04		3.49	4.06

Mean number of people per party									
Spring/Summer									
	1981	1982	1983	1984	1985	1986	1987		
All Respondents	3.7	3.8	3.5	3.6	3.7*	3.8*	3.6*		
Minnesotans			3.6	3.8	4.1	3.9	3.7		
Non-Minnesotans			3.2	3.2	3.4	3.8	3.5		

Fall									
	1981	1982	1983	1984	1985	1986			
All Respondents	3.4	3.2	2.9	2.9	3.2*	3.3*			
Minnesotans			2.7	3.2	3.4	3.5			
Non-Minnesotans			3.1	2.4	2.9	2.8			

Winter									
	1981/2	82/3	83/4	84/5	85/6	86/7			
All Respondents	4.1	4.1	4.1	3.0*	3.5*	4.1*			
Minnesotans			4.3	3.0	3.8	4.5			
Non-Minnesotans			3.6	3.0	3.1	3.3			

* The percentages given for All Respondents are weighted averages based on the number of
 Minnesotan and Non-Minnesotan inquirers. For further information see the footnote for table 13.

Table 28
How many (people in your party) were in the following age groups? (Fall 1985 - Fall 1986)

	Fall 1985		Winter 1985/86		Spring/Summer 1986		Fall 1986	
	Respondents Num.	People %	Respondents Num.	People %	Respondents Num.	People %	Respondents Num.	People %
All Respondents *								
Under 12	22.7	1.77	18.9	1.73	36.9	2.03	21.9	2.04
12 to 17	12.7	1.53	13.0	1.81	19.3	1.71	13.7	1.32
18 to 24	13.0	1.74	18.7	2.79	13.9	1.95	16.0	1.93
25 to 44	58.6	2.12	60.2	2.44	61.9	2.21	55.1	2.24
45 to 64	44.5	2.10	37.4	2.01	37.8	1.00	43.4	2.09
65 and over	17.6	1.95	10.8	1.57	19.2	1.00	16.5	2.03
total	169.0		159.0		189.0		166.6	
Minnesotans								
Under 12	82	24.5	52	19.8	122	37.7	59	23.7
12 to 17	50	14.9	35	13.3	56	17.3	38	15.3
18 to 24	48	14.3	51	19.4	46	14.2	41	16.5
25 to 44	200	59.7	160	60.8	213	65.7	142	57.0
45 to 64	146	43.6	101	38.4	117	36.1	104	41.8
65 and over	59	17.6	32	12.2	54	16.7	40	16.1
total	585	174.6	431	163.9	608	187.7	424	170.4
Non-Minnesotans								
Under 12	35	18.5	18	17.5	99	36.0	29	15.3
12 to 17	14	7.4	13	12.6	59	21.5	15	7.9
18 to 24	19	10.1	18	17.5	37	13.5	27	14.2
25 to 44	106	56.1	61	59.2	159	57.8	92	48.4
45 to 64	88	46.6	37	35.9	109	39.6	93	48.9
65 and over	33	17.5	9	8.7	60	21.8	34	17.9
total	295	156.2	156	151.4	523	190.2	290	152.6

Note: The percentages in this table total more than 100 percent because multiple responses were allowed.

* The percentages given for All Respondents are weighted averages based on the number of Minnesotan and Non-Minnesotan inquirers. For further information see the footnote for table 13.

Table 29

What was the name of the nearest city/town where you spent most of your time? ((Spring/Summer 1981 - Spring/Summer 1985)
 What was the name of the nearest city/town where you spent most of your time while on your trip(s)?
 (Please specify one for each MN pleasure trip you took during the (year Season) season.) ((Fall 1985 - Spring/Summer 1987)

Tourism Region Where Most Time was Spent While on Vacation

Spring/Summer

Region **	1983	1984	1985	1986*	1987*
	Num.	Num.	Num.	Num.	Num.
	%	%	%	%	%
All Respondents					
Arrowhead	303	276	246	26.6	27.8
Heartland	239	198	175	23.4	20.5
Hiawathaland	76	45	62	8.9	10.5
Metroland	200	187	207	23.6	26.1
Pioneerland	63	50	42	7.5	6.7
Vikingland	96	109	66	10.0	8.4
total	977	865	798		
Minnesotans					
Arrowhead	226	192	188	166	175
Heartland	169	140	121	137	129
Hiawathaland	33	24	30	55	52
Metroland	59	40	48	69	68
Pioneerland	37	22	20	27	33
Vikingland	66	72	38	55	44
total	590	490	445	509	501
Non-Minnesotans					
Arrowhead	77	84	58	68	80
Heartland	70	58	54	66	59
Hiawathaland	43	21	32	23	39
Metroland	141	147	159	116	134
Pioneerland	26	28	22	33	25
Vikingland	30	37	28	31	29
total	387	375	353	337	366

Note: Currently the Minnesota Office of Tourism

has divided the state into four tourism regions. The Arrowhead region has been renamed the Northeastern Region. Hiawathaland and Pioneerland have been combined to form the Southern Region. Vikingland and Heartland are now called the Northcentral/West Region and the Metroland is unchanged. See appendix I for a list of the counties in each tourism region.

(Continued on the next page)

Table 29 (continued)

What was the name of the nearest city/town where you spent most of your time? (Spring/Summer 1981 - Spring/Summer 1985)
 What was the name of the nearest city/town where you spent most of your time while on your trip(s)? (Please
 specify one for each MN pleasure trip you took during the (year Season) season.) (Fall 1985 - Spring/Summer 1987)

Tourism Region Where Most Time was Spent While on Vacation

Winter									
Region **	1983/84		1984/85*		1985/86*		1986/87*		
	Num.	%	Num.	%	Num.	%	Num.	%	
All Respondents									
Arrowhead	74	34.9		29.6		24.7		37.5	
Heartland	52	24.5		18.9		15.8		17.0	
Hiawathaland	16	7.5		7.0		10.5		7.9	
Metroland	43	20.3		35.6		36.4		28.7	
Pioneerland	12	5.7		4.3		6.2		3.2	
Vikingland	15	7.1		4.7		6.4		5.1	
total	212								
Minnesotans									
Arrowhead	65	44.5	49	44.5	123	33.7	87	45.5	
Heartland	42	28.8	25	22.7	76	20.8	46	24.1	
Hiawathaland	10	6.8	9	8.2	46	12.6	17	8.9	
Metroland	10	6.8	13	11.8	74	20.3	25	13.1	
Pioneerland	7	4.8	5	4.5	20	5.5	5	2.6	
Vikingland	12	8.2	9	8.2	26	7.1	11	5.8	
total	146		110		365		191		
Non-Minnesotans									
Arrowhead	9	13.6	9	18.0	12	10.8	16	17.8	
Heartland	10	15.2	8	16.0	9	8.1	8	8.9	
Hiawathaland	6	9.1	3	6.0	8	7.2	8	8.9	
Metroland	33	50.0	27	54.0	68	61.3	48	53.3	
Pioneerland	5	7.6	2	4.0	8	7.2	6	6.7	
Vikingland	3	4.5	1	2.0	6	5.4	4	4.4	
total	66		50		111		90		

Fall									
Region **	1983		1984		1985*		1986*		
	Num.	%	Num.	%	Num.	%	Num.	%	
All Respondents									
Arrowhead	78	37.7		106	41.6		37.0		31.9
Heartland	32	15.5		40	15.7		20.9		18.6
Hiawathaland	28	13.5		29	11.4		22.6		13.0
Metroland	48	23.2		56	22.0		35.3		22.2
Pioneerland	6	2.9		11	4.3		87.0		6.1
Vikingland	15	7.2		13	5.1		9.0		8.4
total	207			255					
Minnesotans									
Arrowhead	59	55.1	84	53.2	145	31.5	132	36.0	
Heartland	19	17.8	26	16.5	81	17.6	78	21.3	
Hiawathaland	19	17.8	22	13.9	92	20.0	52	14.2	
Metroland	3	2.8	11	7.0	73	15.8	45	12.3	
Pioneerland	0	0.0	6	3.8	34	7.4	25	6.8	
Vikingland	7	6.5	9	5.7	36	7.8	35	9.5	
total	107		158		461		367		
Non-Minnesotans									
Arrowhead	19	19.0	22	22.7	41	17.8	41	17.2	
Heartland	13	13.0	14	14.4	24	10.4	21	8.8	
Hiawathaland	9	9.0	7	7.2	21	9.1	21	8.8	
Metroland	45	45.0	45	46.4	125	54.3	136	57.1	
Pioneerland	6	6.0	5	5.2	10	4.3	8	3.4	
Vikingland	8	8.0	4	4.1	9	3.9	11	4.6	
total	100		97		230		238		

* The percentages given for All Respondents are weighted averages based on the number of
 Minnesotan and Non-Minnesotan inquirers. For further information see the footnote for table 13.

** See appendix I for a list of the counties in each tourism region.

Table 30

What was the name of the nearest city/town where you spent most of your time while on vacation? (Spring/Summer 1983 - Spring/Summer 1985)
 What was the name of the nearest city/town where you spent most of your time while on your trip(s)?
 (Please specify one for each MN pleasure trip you took during the (Year Season) season.) (Fall 1985 - Spring/Summer 1987)

	Spring				Fall				Winter				TOTALS							
	1985		1986		1987		1984		1985		1986			1984/85		1985/86		1986/87		
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%		Num.	%	Num.	%	Num.	%	
Minneapolis	116	13.2	117	11.5	116	11.6	32	12.6	114	14.8	117	15.9	23	13.7	79	13.7	44	13.0	758	13.2
Duluth	104	11.8	113	11.2	106	10.6	50	19.8	103	13.3	81	11.0	31	18.5	69	12.0	37	10.9	694	12.1
St. Paul	66	7.5	53	5.2	40	4.0	12	4.7	40	5.2	56	7.6	8	4.8	61	10.6	25	7.4	361	6.3
Brainerd	50	5.7	53	5.2	52	5.2	10	4.0	37	4.8	25	3.4	7	4.2	17	3.0	16	4.7	267	4.7
Grand Marais	33	3.7	19	1.9	29	2.9	13	5.1	13	1.7	21	2.9	4	2.4	9	1.6	17	5.0	158	2.8
Ely	32	3.6	18	1.8	24	2.4	15	5.9	10	1.3	9	1.2		0.0	5	0.9			113	2.0
Park Rapids	21	2.4	30	3.0	31	3.1			15	1.9	8	1.1	7	4.2	13	2.3			125	2.2
Bemidji	20	2.3	25	2.5	24	2.4	9	3.6	14	1.8	14	1.9		0.0	15	2.6	9	2.7	130	2.3
Rochester	18	2.0	10	1.0	25	2.5	7	2.8	35	4.5	22	3.0	5	3.0	18	3.1	8	2.4	148	2.6
Alexandria	18	2.0	26	1.0	22	2.5			13	4.5	18	3.0	9	3.0	13	3.1	8	2.4	127	2.6
Grand Rapids	16	1.8	24	2.4	21	2.1			11	1.4	11	1.5	8	4.8	10	1.7	9	2.7	110	1.9
Walker	14		15	1.5	13	1.3													42	0.7
Nisswa	12																		12	0.2
Red Wing	12		15	1.5	21	2.1			34	4.4	26	3.5	4	2.4	11	1.9	9	2.7	132	2.3
Moorhead	8																		8	0.1
Two Harbors	8		12	1.2	12	1.2			6										38	0.7
Detroit Lakes	7		15	1.5	17	1.7			6						7	1.2			52	0.9
Fergus Falls	7																		7	0.1
Perham	7																		7	0.1
International Falls	6				10	1.0													16	0.3
Saint Cloud	6		18	1.8					11	1.4	11	1.5	3	1.8	10	1.7	7	2.1	66	1.2
Shakopee	6		16	1.6	12	1.2													34	0.6
Winona	6		13	1.3			9	3.6	23	3.0	13	1.8			8	1.4	5	1.5	64	1.1
Mankato			18	1.8					5		9	1.2							45	0.8
Faribault			10																10	0.2
Aitkin			10																10	0.2
Stillwater									17	2.2	12	1.6			7	1.2			29	0.5
Taylor's Falls									12	1.6	9	1.2							28	0.5
Bloomington									8										11	0.2
Lutsen									6						3	1.8	14	2.4	32	0.6
others*	289		383		421		96		239		272		53		209		136		2098	36.6
TOTAL	882		1013		996		253		772		734		168		575		339		5732	

* Includes cities which received fewer citations than the cutoff used when reporting survey results for each year and season.

Table 31

On these pleasure trips (all trips taken), how many total miles (round trip) did you travel?
(Winter 85/86 - Fall 1986)

Total Miles (all trips)	Winter 1985/86*		Spring/Summer 1986*		Fall 1986*	
	Num.	%	Num.	%	Num.	%
All Respondents						
100 - 199		11.7		7.4		15.4
200 - 299		12.5		7.0		13.5
300 - 399		14.3		9.6		15.3
400 - 499		11.4		6.8		11.0
500 - 999		33.8		32.4		31.5
1,000 - 1,999		11.0		26.5		10.7
2,000 or more		5.4		10.5		2.6
total						
Mean miles	na		967		648	
Minnesotans						
100 - 199	39	15.1	27	8.7	42	17.6
200 - 299	44	17.1	32	10.3	36	15.1
300 - 399	41	15.9	43	13.8	43	18.0
400 - 499	27	10.5	31	10.0	28	11.7
500 - 999	79	30.6	107	34.4	69	28.9
1,000 - 1,999	25	9.7	59	19.0	19	7.9
2,000 or more	3	1.2	12	3.9	2	0.8
total	258		311		239	
Mean miles	na		710		548	
Non-Minnesotans						
100 - 199	6	6.5	14	5.9	13	7.7
200 - 299	5	5.4	8	3.4	13	7.7
300 - 399	11	11.8	12	5.0	10	5.9
400 - 499	12	12.9	8	3.4	14	8.3
500 - 999	36	38.7	72	30.3	69	40.8
1,000 - 1,999	12	12.9	82	34.5	35	20.7
2,000 or more	11	11.8	42	17.6	15	8.9
total	93		238		169	
Mean miles	na		1,243		1,003	

* The percentages given for All Respondents are weighted averages based on the number of Minnesotan and Non-Minnesotan inquirers. For further information see the footnote to table 13.

Table 32
Did you use a highway Travel Information Center as you entered Minnesota?
(Spring/Summer 1985 - Spring/Summer 1986)

	Spring		Fall		Winter	
	1985	1986	1985	1986	1985/86	
	Num.	%	Num.	%	Num.	%
All Respondents						
yes	204	30.0	272	45.3	94	26.0
no	475	70.0	328	54.7	268	74.0
total	679		600		362	
Minnesotans						
yes	71	22.1	146	45.3	61	23.6
no	250	77.9	176	54.7	198	76.4
total	321		322		259	
Non-Minnesotans						
yes	133	37.2	126	45.3	33	32.0
no	225	62.8	152	54.7	70	68.0
total	358		278		103	

Table 33

What State do you live in? (Spring/Summer 1981 - Fall 1984)
 In what state do you live? (Winter 1984/85)
 What city and state do you live in? (Spring/Summer 1985 - Spring/Summer 1987)

Spring/Summer

State	1981		1982		1983		1984		1985		1986		1987		TOTAL	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
Minnesota	297	30.7	454	57.3	656	53.8	580	44.0	530	39.8	519	41.0	493	38.8	3529	43.2
Illinois	176	18.2	90	11.4	132	10.8	114	8.6	129	9.7	118	9.3	152	11.9	911	11.2
Iowa	143	14.8	55	6.9	60	4.9	86	6.5	84	6.3	122	9.6	124	9.7	674	8.3
Wisconsin	24	2.5	39	4.9	98	8.0	64	4.9	92	6.9	69	5.5	122	9.6	508	6.2
Missouri	58	6.0	14	1.8	40	3.3	28	2.1	56	4.2	60	4.7	58	4.6	314	3.8
Nebraska	25	2.6	8	1.0	24	2.0	25	1.9	22	1.7	23	1.8	49	3.9	176	2.2
Indiana	21	2.2	11	1.4	38	3.1	21	1.6	33	2.5	16	1.3	35	2.8	175	2.1
North Dakota	18	1.9	7	0.9	17	1.4	20	1.5	17	1.3	49	3.9	29	2.3	157	1.9
South Dakota	18	1.9	5	0.6	7	0.6	20	1.5	19	1.4	41	3.2	32	2.5	142	1.7
Michigan	13	1.3	9	1.1	16	1.3	28	2.1	34	2.6	18	1.4	17	1.3	135	1.5
others	174	18.0	100	12.6	131	10.7	333	25.2	317	23.8	231	18.2	161	12.7	1447	17.7
total	967		792		1219		1319		1333		1266		1272		8168	

Fall

State	1981		1982		1983		1984		1985		1986		TOTAL	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
Minnesota	430	62.5	565	55.1	123	48.0	218	54.6	454	51.1	372	50.0	2162	54.0
Wisconsin	16	2.3	83	8.1	24	9.4	21	5.3	95	10.7	106	14.2	345	8.6
Iowa	82	11.9	72	7.0	24	9.4	17	4.3	84	9.5	43	5.8	322	8.0
Illinois	47	6.8	60	5.8	40	15.6	53	13.3	58	6.5	48	6.5	306	7.6
North Dakota	21	3.1	24	2.3	4	1.6	5	1.3	29	3.3	19	2.6	102	2.5
South Dakota	8	1.2	20	1.9	4	1.6	3	0.8	25	2.8	11	1.5	71	1.8
California	7	1.0	19	1.9	4	1.6	10	2.5	12	1.4	15	2.0	67	1.7
Missouri	3	0.4	17	1.7	4	1.6	7	1.8	14	1.6	13	1.7	58	1.4
Michigan	2	0.3	17	1.7	3	1.2	3	0.8	14	1.6	10	1.3	49	1.2
Ohio	9	1.3	15	1.5	2	0.8	6	1.5	6	0.7	10	1.3	48	1.2
others	63	9.2	134	13.1	24	9.4	56	14.0	97	10.9	97	13.0	471	11.8
total	688		1026		256		399		888		744		4001	

(Continued on the next page)

Table 33 (continued)

What state do you live in? (Spring/Summer 1981 - Fall 1984)
 In what state do you live? (Winter 1984/85)
 What city and state do you live in? (Spring/Summer 1985 - Spring/Summer 1987)

State	Winter												TOTAL	
	1981/82		1982/83		1983/84		1984/85		1985/86		1986/87			
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
Minnesota	446	72.5	238	68.4	191	61.4	190	59.0	385	63.4	309	55.6	1759	63.8
Iowa	38	6.2	15	4.3	22	7.1	21	6.5	45	7.4	38	6.8	179	6.5
Illinois	23	3.7	25	7.2	10	3.2	33	10.2	26	4.3	35	6.3	152	5.5
Wisconsin	26	4.2	8	2.3	19	6.1	12	3.7	35	5.8	36	6.5	136	4.9
North Dakota	21	3.4	4	1.1	7	2.3	6	1.9	17	2.8	14	2.5	69	2.5
California	7	1.1	5	1.4	3	1.0	4	1.2	12	2.0	20	3.6	51	1.8
Michigan	5	0.8	7	2.0	8	2.6	6	1.9	4	0.7	5	0.9	35	1.3
Ohio	3	0.5	4	1.1	7	2.3	6	1.9	5	0.8	8	1.4	33	1.2
South Dakota	5	0.8	0	0.0	2	0.6	5	1.6	11	1.8	5	0.9	28	1.0
Nebraska	7	1.1	3	0.9	3	1.0	4	1.2	6	1.0	2	0.4	25	0.9
others	34	5.5	39	11.2	39	12.5	35	10.9	61	10.0	84	15.1	292	10.6
total	615		348		311		322		607		556		2759	

NOTE: This table represents survey respondents only and not the actual number of inquirers. Minnesota and Non-Minnesota inquirers were sampled separately because of the large differences in the survey response rate and conversion ratios. For a break down of inquirers by state of residence see table 1.

Table 34
What educational level have you completed? (Fall 1985 - Spring/Summer 1986)

	Fall 1985		Winter 1985/86		Spring/Summer 1986	
	Num.	%	Num.	%	Num.	%
All Respondents*						
Some high School		2.2		3.5		4.8
High School Grad.		22.3		21.7		24.8
Some college		33.0		29.3		29.2
College Degree		42.8		45.6		41.1
or beyond						
total						
Minnesotans						
Some high School	9	2.0	16	4.3	19	4.8
High School Grad.	100	22.3	83	22.1	100	25.2
Some college	148	33.0	103	27.5	111	28.0
College Degree	192	42.8	173	46.1	167	42.1
or beyond						
total	449		375		397	
Non-Minnesotans						
Some high School	12	2.8	5	2.3	25	4.7
High School Grad.	85	19.8	46	21.0	130	24.3
Some college	130	30.3	70	32.0	163	30.4
College Degree	202	47.1	98	44.7	218	40.7
or beyond						
total	429		219		536	

* The percentages given for All Respondents are weighted averages based on the number of Minnesotan and Non-Minnesotan inquirers. For more information see the footnote to table 13.

Table 35

Which of the following activities provided incentive for your visit in Minnesota? (Check all that apply) (Spring/Summer 1985 - Fall 1986)

	Spring/Summer 1985		1986*		Fall 1985*		Winter 1985-86*	
	Num.	%	Num.	%	Num.	%	Num.	%
Outdoor Activities, fishing, hiking, backpacking, canoeing, and water sports	482	61.2			46.5			
Hiking/Backpacking			9.4		20.4			
Hunting					35.3			
Fishing			46.7		14.0			
Camping			36.0		23.8			
Canoeing					32.0			
Water Sports			34.1		13.8			
Biking			7.1					
Golf/Tennis					9.1			
X-Country Skiing					7.1			
Downhill Skiing							31.7	
Snowmobiling							20.8	
Ice Fishing							14.9	
							19.0	
Driving to take in scenery, attractions, historic sites and museums	586	74.5	67.2		83.1		46.3	
Historic Sites							36.1	
Fall Colors							70.1	
State Parks							36.9	
Voyagers National Park							6.0	
Urban activities, sights, nightlife, cultural events, professional sports	311	39.5			50.1			
City Sights/Attractions			40.5					36.8
Theater, Etc.			6.8					
Nightlife					15.7			
Theater/Cultural events/Nightlife					9.3			24.4
Sports Events (Professional/Amateur)			15.2		3.9			15.3
Festivals/Community Events					24.0			17.4
Horse Racing			6.6		9.6			
Amusement Park					7.7			
Zoo					16.0			
Shopping			28.5		30.9			32.7
St. Paul Winter Carnival								22.8
Business/Conventions	59	7.5	6.3		10.1		4.5	8.3
Visiting friends/relatives	302	38.4	44.8		42.2		36.2	47.0
Learning or educational experience	159	20.2			20.2			
Other	114	14.5	9.7		10.1		9.4	8.4

*The percentages given are weighted averages based on the number of Minnesotan and Non-Minnesotan inquirers. For further information see the footnote to table 13.

Note: The percentages are higher in the years that the categories were separated into a greater number of activities because respondents were able to answer more than once. Also, due to multiple responses, the percentages total more than 100 percent.

Table 36

The Minnesota Office of Tourism introduced a new color newspaper this autumn called the Minnesota Explorer. Did you receive and read the fall edition of this newspaper? (Fall 1985)
Did you receive and read the (Season) edition of the full color travel newspaper, the Minnesota Explorer? (Winter 1985/86 - Fall 1986)

	Fall 1985	Winter 1985/86	Spring/Summer 1986	Fall 1986
	Num.	Num.	Num.	Num.
	%	%	%	%
All Respondents*				
Yes	70.4	69.7	70.1	84.3
No	19.6	15.7	29.9	8.8
Do not remember	10.0	11.7	na	6.9
Total				
Minnesotans				
Yes	326 73.3	260 67.5	213 69.6	314 86.0
No	77 17.3	58 15.1	93 30.4	28 7.7
Do not remember	42 9.4	67 17.4	na	23 6.3
Total	445	385	306	365
Non-Minnesotans				
Yes	269 63.7	162 73.0	249 70.7	288 78.3
No	105 24.9	37 16.7	103 29.3	46 12.5
Do not remember	48 11.4	23 10.4	na	34 9.2
Total	422	222	352	368

* The percentages given for All Respondents are weighted averages based on the number of Minnesotan and Non-Minnesotan inquirers. For more information see the footnote to table 13.

Did the Minnesota Explorer tell you all you needed to know to plan a pleasure trip in Minnesota during the (year/season) season?

Winter 1985/86

Spring/Summer 1986

	All Respondents		Minnesotans		Non-Minnesotans		All Respondents		Minnesotans		Non-Minnesotans	
	Weighted Average	Num.	%	Num.	%	Weighted Average	Num.	%	Num.	%		
Yes	76.0	181	72.4	124	81.6	70.1	213	69.6	249	70.7		
No	24.0	69	27.6	28	18.4	29.9	93	30.4	103	29.3		
Total		250		152			306		352			

Number of Respondents who Checked the Items Listed

Winter 1985/86

Spring/Summer 1986

	All Respondents				All Respondents						
	Minnesota		Non-Minnesotans		Minnesota		Non-Minnesotans				
	Num.	%	Num.	%	Num.	%	Num.	%			
Weighted Average											
State Highway Map	52.6	144	55.4	78	48.2	State Highway Map	59.6	187	59.4	224	59.9
Accommodations listings	30.5	85	32.7	44	27.2	Accommodations listings	33.3	103	32.7	127	34.0
Maps of areas/information discussed in the Explorer	33.4	84	32.3	57	35.2	Maps of areas/info. discussed in the Explorer	34.6	109	34.6	129	34.5
Ski/snowmobile information	24.8	74	28.5	31	19.1	Fishing information	24.7	70	22.2	102	27.3
More information for specific travel destination	18.0	47	18.1	29	17.9	More information for specific travel destination	19.8	59	18.7	78	20.9
State Parks listings and information	22.0	59	22.7	34	21.0	State Parks listings and information	25.3	85	27.0	88	23.5
Other	9.1	18	6.9	20	12.4	Other	5.8	17	5.4	23	6.2
Total	190.5	511	293	Total	203.0	630	771				

* Due to multiple responses.

Table 39
Did you contact the Office of Tourism or another Minnesota travel resource (such as a Chamber of Commerce)
based on information in the Minnesota Explorer? (Winter 1985/86 and Spring/Summer 1986)

Winter 1985/86						Spring/Summer 1986					
All Respondents			Minnesota			All Respondents			Minnesota		
Weighted Average			Num. %			Weighted Average			Num. %		
Yes	25.8	63	25.1	42	26.8	Yes	25.5	86	28.6	81	22.2
No	74.2	188	74.9	115	73.2	No	74.5	215	71.4	284	77.8
Total		251		157		Total		301		365	

Table 40
Did you take a Spring/Summer pleasure trip that was planned, in part, based on information in the Minnesota Explorer?
(Winter 1985/86 and Spring/Summer 1986)

Respondents Who Took a (Year/Season) Vacation in Minnesota											
Winter 1985/86						Spring/Summer 1986					
All Respondents			Minnesota			All Respondents			Minnesota		
Weighted Average			Num. %			Weighted Average			Num. %		
Yes	58.4	99	52.4	50	67.6	Yes	56.0	143	56.5	112	55.5
No	41.6	90	47.6	24	32.4	No	44.0	110	43.5	90	44.4
Total		189		74		Total		253		202	

All Respondents											
Winter 1985/86						Spring/Summer 1986					
All Respondents			Minnesota			All Respondents			Minnesota		
Weighted Average			Num. %			Weighted Average			Num. %		
Yes	38.5	105	41.8	51	33.3	Yes	41.4	148	48.4	119	33.9
No	61.5	146	58.2	102	66.7	No	58.6	158	51.6	232	66.1
Total		251		153		Total		306		351	

Table 41
Please rate the Minnesota Explorer for the following points. (1=very low..5=very high).

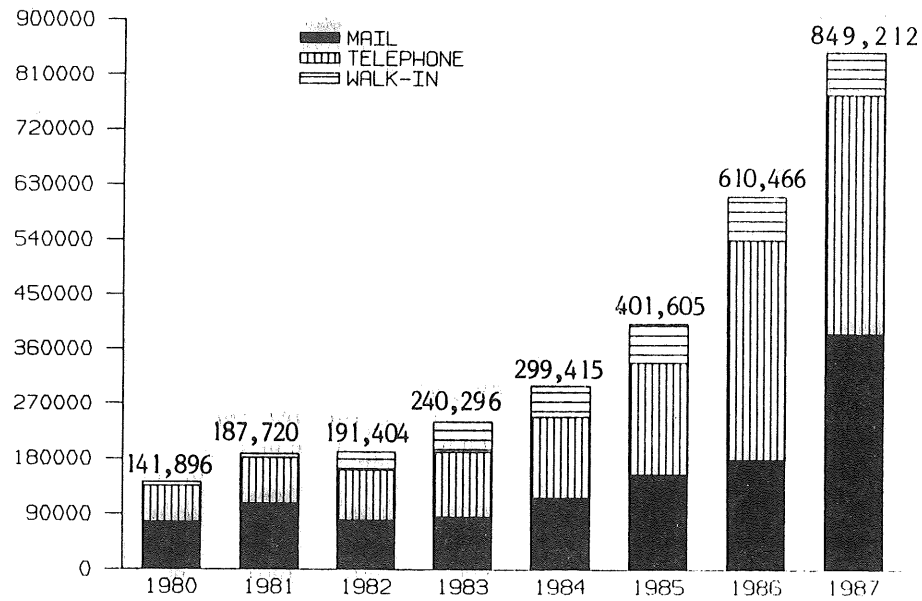
	Weighted Average Mean			
	Fall 1985	Winter 1985/86	Spring/Summer 1986	Fall 1986
It introduced me to new travel ideas.	3.81	3.72	3.82	3.89
It kept me up-to-date on things to do and see in MN.	4.36	4.2	4.25	4.37
It immediately sparked my interest in travel and events.	3.97	3.85	3.92	3.97
It was organized in a manner that made for easy understanding.	4.15	3.94	4.06	4.15
It was a very attractive publication.	4.29	4.05	4.14	4.26
It made me aware of recreational opportunities in MN.	4.25	4.02	4.23	4.25

Counties Within Each Tourism Region

ARROWHEAD	HEARTLAND	HIAWATHALAND	METROLAND	PIONEERLAND	VIKINGLAND
Aitkin	Beltrami	Dodge	Anoka	Big Stone	Becker
Carlton	Benton	Fillmore	Carver	Blue Earth	Clay
Chisago	Cass	Freeborn	Dakota	Brown	Clearwater
Cook	Crow Wing	Goodhue	Hennepin	Chippewa	Douglas
Isanti	Hubbard	Houston	Ramsey	Cottonwood	Grant
Itasca	Lake of the	Mower	Scott	Fairbault	Kitson
Kanabec	Woods	Olmsted	Washington	Jackson	Mahnomen
Koochiching	Miller Lacs	Rice	Wright	Kandiyohi	Marshall
Lake	Morrison	Steele		Lac Qui Parle	Norman
Pine	Roseau	Wabasha		Le Sueur	Otter Tail
St. Louis	Sherburne	Waseca		Lincoln	Pennington
	Todd	Winona		Lyon	Polk
				Martin	Red Lake
				McLeod	Stevens
				Meeker	Wadena
				Murray	Wilkin
				Nicolet	
				Nobles	
				Pipestone	
				Redwood	
				Renville	
				Rock	
				Sibley	
				Swift	
				Traverse	
				Watonwan	
				Yellow Medicine	

Note: Currently the Minnesota Office of Tourism has divided the state into four tourism regions. The Arrowhead Region has been renamed the Northeastern Region. Hiawathaland and Pioneerland have been combined to form the Southern Region. Heartland and Vikingland are now call the Northcentral/West Region. The Metroland is unchanged.

TOURISM INQUIRIES



This graph represents all inquiries to the Minnesota Office of Tourism from January 1980 through December 1987. It includes all calls and mail received at the Minnesota Office of Tourism, visitors to the walk-in center and all calls received at the response centers in Omaha and Grand Rapids. The tables included in this report do not necessarily represent all inquirers to the Minnesota Office of Tourism. The tables represents only those people who received information by mail from the Minnesota Office of Tourism. See table 1 for more information on the population represented in this report.

Appendix III

SEASON/YEAR

ADDITIONAL QUESTIONS and RESULTS

Spring 1984

If you had planned to vacation in Minnesota this year but did not, what brought about this change of plans?

	<u>Minnesota</u>	<u>Out-of-state</u>	<u>Total</u>
No reason given	40	82	122
Illness	10	72	82
Financial	30	37	67
Vacationed elsewhere	14	48	62
Had to work	7	27	34
Unexpected plans	0	34	34
Lack of Time	11	18	29
Business Reasons	0	12	12
Lost job or moved	3	4	7
Other	9	14	23
	<u>124</u>	<u>348</u>	<u>472</u>

Winter 85/86
Spring 1986

How many times in the last five years have you taken a pleasure trip in Minnesota?

No results were given for Winter 85/86. Results for Spring 1986 are as follows:

	<u>Minnesotans</u>		<u>Non-Minnesotans</u>		<u>Weighted Avg.</u>
	<u>Num.</u>	<u>%</u>	<u>Num.</u>	<u>%</u>	<u>%</u>
0	43	11.1	239	44.8	27.3
1	16	4.1	65	12.2	8.0
2	34	8.8	59	11.0	9.9
3	26	6.7	28	5.2	6.0
4	25	6.4	36	6.7	6.5
5	45	11.6	39	7.3	9.5
6-10	99	25.5	41	7.7	16.9
11-20	36	9.3	19	3.6	6.6
21 or more	64	16.5	8	1.5	9.3
total	<u>388</u>	<u>100.0</u>	<u>534</u>	<u>100.0</u>	<u>100.0</u>
Mean	16.02		3.23		9.856 times

(Continued on the next page)

Appendix III (continued)

SEASON/YEAR ADDITIONAL QUESTIONS and RESULTS

Spring 1981 How much did you spend for lodging?

	<u>Phone</u>	<u>Mail</u>	<u>Combined</u>
Average expenditure per party	\$237.96	\$239.61	\$239.01
Amount spent per visitor	63.80	68.85	65.48
Amount spent/visitor/day	9.48	9.17	9.34

Fall 1981 Did you visit the Renaissance Festival during your Fall vacation?

	<u>Phone</u>	<u>Mail</u>
Yes	7.5%	20.1%
No	73.6%	69.5%
No answer	18.9%	10.4%

Fall 1985 Where did you get your copy of the Minnesota Explorer?

	<u>Minnesotans</u>		<u>Non-Minnesotans</u>		<u>Weighted Avg.</u>
	<u>Num.</u>	<u>%</u>	<u>Num.</u>	<u>%</u>	<u>%</u>
1. State Fair	15	4.6	5	1.9	4.1*
2. Highway Information Center	5	1.5	5	1.9	2.9*
3. A State Park	6	1.9	2	0.7	1.5
4. Given to me on the street on Aug. 12	4	1.2	3	1.1	0.8
5. Heard about it through a friend	8	2.5	3	1.1	2.1
6. Sent to my home without my asking	20	6.2	13	4.9	5.8
7. Saw an advertisement and contacted MOT	262	81.1	239	89.2	85.8*
8. Other	3	0.9	1	0.4	0.8
	<u>323</u>	<u>100.0</u>	<u>268</u>	<u>100.0</u>	<u>104.0*</u>

* Multiple responses were tallied manually, and could not be attributed to Minnesotans or non-Minnesotans. These were instead figured only into the weighted averages, resulting in a total of 104 percent for the weighted averages.



MINNESOTA OFFICE OF TOURISM 1985 SPRING/SUMMER SURVEY

Earlier this year you contacted the Minnesota Office of Tourism requesting information on vacations in Minnesota during the 1985 spring/summer season. We thank you for your request and appreciate your interest in Minnesota as a place to visit.

To help us improve the services we offer, we need your assistance. Please take a few minutes to complete this questionnaire. Then return it to the Minnesota Office of Tourism in the self-addressed, postage paid envelope. All of your answers will remain confidential. **Your reply is needed whether you did or did not vacation in Minnesota during the 1985 spring/summer season.** Thank you for your time and cooperation!

- 1) Did you ask for spring/summer travel information? ☐ Yes ☐ No
A. If you responded "No," for what season did you request information? _____
- 2) How long did it take to receive the literature requested?
1 ☐ One to two weeks 2 ☐ Three to four weeks 3 ☐ Over four weeks 4 ☐ No literature received
- 3) Who in your household contacted our office for travel information?
1 ☐ Husband 2 ☐ Wife 3 ☐ Single adult male 4 ☐ Single adult female
- 4) Who read or reviewed the literature sent by the Minnesota Office of Tourism? (Check all that apply)
1 ☐ Husband 2 ☐ Wife 3 ☐ Single adult male 4 ☐ Single adult female 5 ☐ Child(ren)
- 5) How did you rate the literature?
☐ Excellent ☐ Good ☐ Fair ☐ Poor
- 6) What city and state do you live in? City: _____, State: _____
- 7) Did you visit or vacation in Minnesota during the spring/summer of 1985? ☐ Yes ☐ No
- 8) Had you ever visited or vacationed in Minnesota before the 1985 spring/summer season? ☐ Yes ☐ No
A. If you responded "Yes", how many times in the last five years have you visited or vacationed in Minnesota? _____
- 9) How many times in the last five years have you contacted the Minnesota Office of Tourism for travel information? _____
- 10) Do you plan to visit or vacation in Minnesota in the future? ☐ Yes ☐ No

IF YOU VISITED OR VACATIONED IN MINNESOTA DURING THE SPRING/SUMMER OF 1985, PLEASE RESPOND TO QUESTIONS 11 THROUGH 21. IF YOU DID NOT VISIT MINNESOTA DURING THIS PERIOD, PLEASE SKIP TO QUESTIONS 20 AND 21.

- 11) Did the information we provided help you plan your vacation in Minnesota? ☐ Yes ☐ No
- 12) Which of the following activities provided incentive for your visit in Minnesota? (Check all that apply)
 - 1 ☐ Outdoor activities such as fishing, hiking, backpacking, canoeing and water sports
 - 2 ☐ Driving to take in the scenery, attractions, historic sites and museums
 - 3 ☐ Urban activities such as city sights and attractions; nightlife; racing; cultural events and performances; professional sports
 - 4 ☐ Business/conventions
 - 5 ☐ Visiting friends/relatives
 - 6 ☐ Learning or educational experience
 - 7 ☐ Other (please specify) _____

PLEASE TURN THE SURVEY FORM OVER AND COMPLETE THE BACK SIDE

- 13) How many nights did you stay in Minnesota during your vacation? _____
A. Please specify the number of nights spent at each type of accommodation:

of nights

- _____ 1. Hotel/motel
_____ 2. Own (or friends') cabin/summer home
_____ 3. Resort/cabin

of nights

- _____ 4. Home of friend/relative
_____ 5. Campground
_____ 6. Other (describe) _____

- B. How did you rate the accommodations used?

☐ Excellent ☐ Good ☐ Fair ☐ Poor

- 14) What was the name of the nearest town/city where you spent most of your time while on your vacation?

- 15) During what month(s) did you take your 1985 spring/summer vacation in Minnesota? _____

- 16) How many people were in your party (total number)? _____

- A. How many were in the following age groups?

_____ Under 18 _____ 18-24 _____ 25-44 _____ 45-64 _____ 65 and over

- 17) Approximately how much money did your party spend in Minnesota during your 1985 spring/summer vacation? \$ _____

- 18) Was Minnesota your final destination state? ☐ Yes ☐ No

- 19) Did you use a highway Travel Information Center as you entered Minnesota? ☐ Yes ☐ No

EVERYONE PLEASE FILL OUT THE TWO FOLLOWING QUESTIONS

- 20) What information from the Minnesota Office of Tourism did you find most useful? _____

Explain _____

- 21) We would appreciate any comments you may have on Minnesota whether you were able to visit or not. _____