



Lutsen-Tofte Tourism Information Survey

Jim Skurla

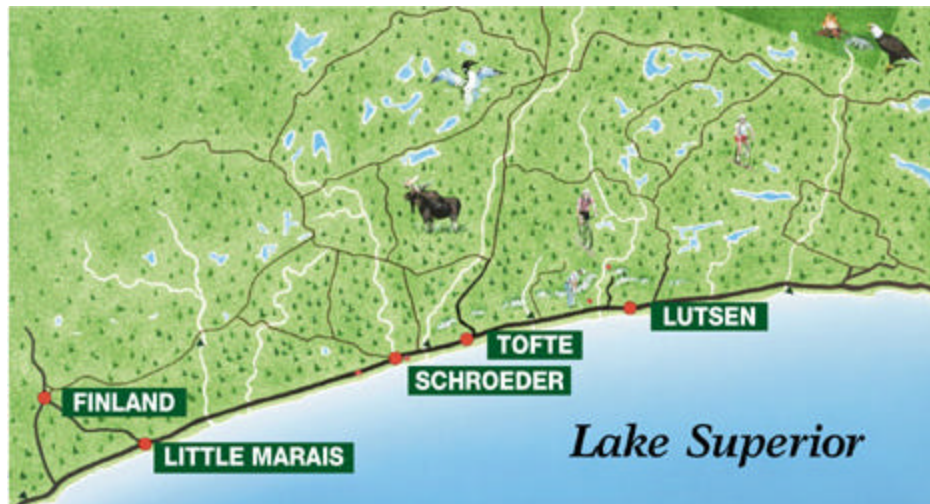
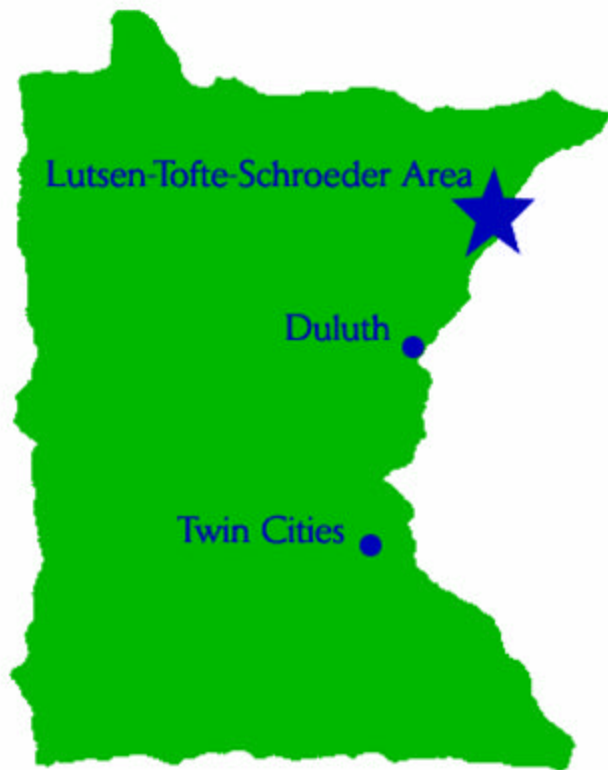
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Labovitz School
OF BUSINESS AND ECONOMICS

Bureau of Business and
Economic Research

Study area



“The Lutsen-Tofte-Schroeder area is located just 90 minutes north of Duluth along Highway 61 and Lake Superior's spectacular North Shore.” -LTTA

Survey Methodology

Study Design:

- on-line survey
- known bias in Internet data collection
- bias also in a sample of mostly skiers

Questionnaire Design:

- drafted by the LTTA
- BBER tabulated results
- A drawing for free lodging at a resort was offered

Sampling Design and Data Collection:

- More than 5,000 email address selected from +15,000
- 518 surveys tabulated

Survey Methodology (continued)

Final Status:

- 518 surveys were completed
- 916 did not have accessible addresses.

Errors include:

- mail delivery subsystem could not deliver
 - postmaster@xxx delivery status notification (failure)
 - System Administrator undeliverable mail
 - user unknown
 - out of office auto reply
-
- Most failed email addresses had aggressive spam filters, defunct addresses, or out-of-office auto replies.

Lutsen-Tofte Tourism Association Survey 2006

Survey Instrument:



Our records indicate that you contacted the Lutsen-Tofte Tourism Association in the last 12 months.

Please help us by completing the following 12 questions. Your responses will be strictly confidential. Neither your name nor your e-mail address will be shared with any other agent or business when conducting this survey.

1. When you were considering a visit to the Lutsen-Tofte area, what season were you considering for your visit?

- Spring
- Summer
- Fall
- Winter

2. What information did you receive? (Check all that apply.)

- Phone information
- Summer brochure
- Winter brochure
- Trail condition
- Lodging availability
- Web site information

Other:

. . . etc.

Survey Findings

Survey questions included:

- *What season did you ask about?*
- *What information did you receive?*
- *Did you visit?*
- *Did the Info center influence you to visit?*
- *First visit?*
- *What about Info center influenced you?*
- *Will you return?*
- *How do you rate beauty of area . . . etc.?*
- *Most important recreation opportunity?*
- *Recreational opportunities most important for return?*
- *Rate overall experience?*
- *Size of group?*
- *Travel with children?*

Summary tables for all categories of respondents

1. When you were considering a visit to the Lutsen-Tofte area, what season were you considering for your visit?

	All	Return Visitor	Never Visited	Groups >10
Winter	47%	48%	46%	63%
Spring	26%	8%	8%	0%
Summer	19%	25%	29%	26%
Fall	8%	19%	18%	11%

Summary tables for all categories of respondents

2. What information did you receive? (Check all that apply.)

	All	Return Visitor	Never Visited	Groups >10
Winter brochure	26%	25%	32%	33%
Lodging availability	24%	25%	23%	25%
Web site information	22%	21%	23%	20%
Summer brochure	13%	13%	13%	15%
Phone information	9%	10%	4%	8%
Trail condition	6%	7%	6%	0%

Summary tables for all categories of respondents

5. No? Then why not (check all that apply)

	All	Return Visitor	Never Visited	Groups >10
The timing didn't work, but I may visit in the future.	67%	0%	68%	43%
Cost	17%	50%	17%	29%
Distance/convenience	15%	50%	15%	29%
Looking for more organized recreational opportunities	1%	0%	1%	0%

Summary tables for All Respondents

6. Was this your first visit?

All

Yes 28%

No 72%

Summary tables for all categories of respondents

9. *If you answered no, why not?* Please see report appendix for the open-ended responses to this question.

10. *How do you rate the following in your decision to return?*

<i>1 = Poor . . . 5 = Excellent</i>	All	Return Visitor	Never Visited	Groups >10
			Mean	
Natural beauty of the area?	4.8	4.9	4.8	4.8
Quality of your visit experience?	4.4	4.5	4.1	4.2
Great family place?	4.4	4.4	4.1	4.6
Romantic?	4.2	4.3	4.0	4.1
Quality of lodging choices?	4.2	4.2	3.9	3.9
Variety of activities?	4.2	4.2	3.9	4.4
Value of your visit experience	4.0	4.1	3.8	3.9
Accessibility of Lutsen-Tofte as a destination?	4.0	4.1	3.7	3.8
Historic traditions/small town flavor?	4.0	4.0	3.8	4.1
Dining experience?	3.8	3.8	3.5	3.8

Summary tables for all respondents

10. Of the recreational opportunities in the area, which ones are most important in your decision to return?

Opportunity scale:

1 = Not Important 5 = Very Important

	All
	Mean
Watching the lake	4.0
State parks	3.9
Alpine skiing	3.6
Hiking	3.4
Shopping opportunities	2.8
Naturalist programs	2.6
Biking	2.5
Children's activities	2.3
Cross country skiing	2.3
Canoeing	2.3
Golf	2.2
Snowshoeing	2.0
Sea kayaking	2.0
Snowmobiling	1.8

Summary tables for all respondents

11. Of the recreational opportunities in the area, which ones are most important in your decision to return?

Satisfaction scale: 1 = Not Satisfied 5 = Very Satisfied

All

Mean

How satisfied were you with support for watching the lake?	4.2
for alpine skiing?	4.1
for state parks?	4.1
for hiking?	3.9
for naturalist programs?	3.4
for biking?	3.4
for shopping opportunities?	3.3
for cross country skiing?	3.3
for children's activities?	3.3
for golf?	3.2
for snowshoeing?	3.2
for canoeing?	3.2
for snowmobiling?	3.1
for sea kayaking?	3.0

Summary tables for all categories of respondents

What is the average size of your group when visiting our area?

	All		Return Visitor		Never Visited	
	%	Freq	%	Freq	%	Freq
3 to 5	48.0%	244	49.5%	184	44.4%	59
2	35.0%	178	34.1%	127	37.6%	50
6 to 10	12.4%	63	12.6%	47	11.3%	15
more than 10	3.5%	18	2.7%	10	6.0%	8
1	1.0%	5	1.1%	4	0.8%	1

Summary tables for all categories of respondents

Do you travel with children when you visit our area?

	All		Return Visitor		Never Visited	
	%	Freq	%	Freq	%	Freq
no	48%	243	47%	172	52%	69
yes	38%	189	38%	138	38%	50
sometimes	14%	71	16%	57	11%	14

Cross Tabulations

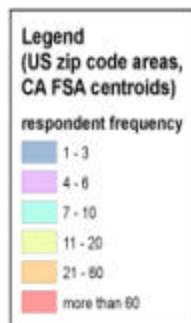
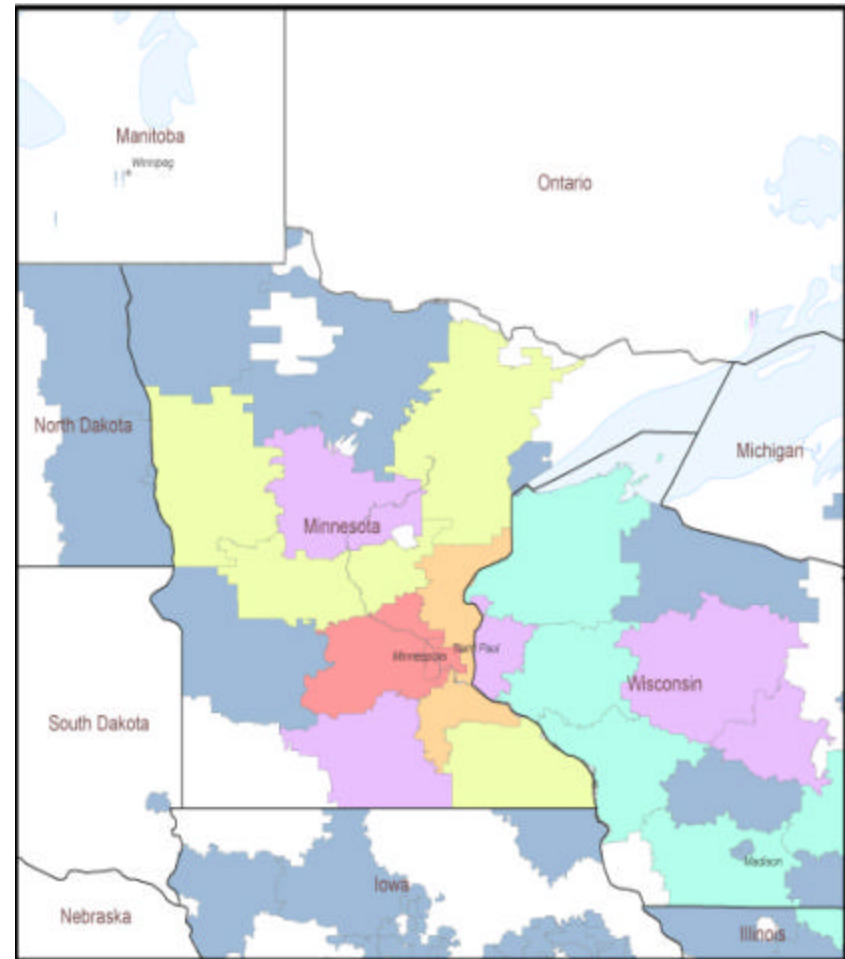
- Cross tabulations were run on the data to highlight data collected from respondents who's **average group size was more than ten**. For instance:

Survey question # 1. "When you were considering a visit to the Lutsen-Tofte area, what season were you considering for your visit?"

	%	Frequency
Winter	63.2%	12
Spring	0.0%	0
Summer	26.3%	5
Fall	10.5%	2

Zip codes

Zip Codes Per State		%
MN	336	64.99%
WI	68	13.15%
ONT	23	4.45%
IL	19	3.68%
IA	13	2.51%
IN	9	1.74%
ND	8	1.55%
MO	8	1.55%
MAN	6	1.16%
N/R	5	0.97%
MI	4	0.77%
TX	4	0.77%
FL	3	0.58%
UT	2	0.39%
CA	2	0.39%
PA	1	0.19%
MD	1	0.19%
TN	1	0.19%
SD	1	0.19%
CO	1	0.19%
ID	1	0.19%
BC	1	0.19%
TOTAL	517	100.00%



LTTA Survey

Frequency of respondents is shown by 3-digit zip code in the United States, and by the centroid of the 3-digit postal code (FSA) in Canada.

Base map data provided by ESRI, 2002. Map prepared by the Geographic Information Sciences Laboratory, UMD. 5/31/06.

For more information

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Read the report at

<http://www.d.umn.edu/lisbe/bber.php>