



Strategic  
Marketing &  
Research, Inc.

# **Explore Minnesota Publications Research**

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## BACKGROUND & OBJECTIVES

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Explore Minnesota Tourism (EMT) is evaluating their publications and would like additional insight into the travel planning process, the role of print publications, their impact on travel, and evaluations of specific current Minnesota publications. Over the past several years, usage of the Internet to gather travel information has become the norm – but people still use printed publications. One key question is how printed publications integrate with on-line resources to meet consumers' informational needs.

Specifically, EMT is interested in learning how consumers use some of its print materials, and how to maximize the value of these publications. While EMT has conducted research regarding its major publication – the *Minnesota Travel Guide*, EMT also publishes several secondary publications including the *Minnesota Explorer* travel newspaper and a series of activity guides on outdoor recreation. This research explores the types of information that consumers want in a printed format, when so much travel information is available on-line.

The specific informational objectives of this research included the following:

- Explore the types of printed travel information that consumers want, specifically in addition to general statewide information;
- Assess travel behavior relating to specific outdoor activities and the role of information before and during the trip;
- Gather information on the ways in which consumers evaluate publications and the information that is included;
- Evaluate the role of printed publications in generating new ideas or giving people new reasons to visit the state;
- Consider how the printed materials should relate to information on the Web; and
- Forward conclusions and recommendations which will provide direction for the publication program and the design and format of various printed materials.

## METHODOLOGY

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The research was both quantitative, in the form of telephone and online surveys, and qualitative, through in-person and on-line focus groups. The methodology was designed to gather information from a representative sample of travelers, and to address key issues relating to Explore Minnesota's current publications.

### Quantitative Research

A key challenge with the quantitative research was developing a sampling plan that would ensure the ability to explore both the usage of various types of information sources, as well as reactions to specific publications. To address some issues, it was important to survey people who have received travel publications of interest, to get impressions and to find out how they used the publications. To ensure the survey would include enough people to provide accurate answers about usage patterns and behavior, a portion of respondents was obtained from the Explore Minnesota Tourism's list of people who have requested those specific publications from EMT. This group would be able to answer questions in detail relative to their use of these publications and their role in the travel planning process. Additionally, since one of the publications evaluated by the survey was the *Minnesota Explorer*, which is primarily distributed in-state, it was also critical to include an adequate sample of residents.

Finally, since it was important to ensure that the survey was generally representative of travelers, the decision was made to conduct the data collection using a mix of telephone and on-line interviewing to minimize potential biases that may occur if information was collected exclusively on-line. In total, 759 surveys were completed, with the following breakdowns:

Type of Respondent	Completed Surveys
Minnesota Residents	217
Non-residents	542
Sample from Explore Minnesota Database	428
Sample Purchased from Vendor	331
Completed On-line	463
Completed via Telephone	296
<b>Total</b>	<b>759</b>

Upon completion of the data collection process, a database of responses was created. The responses were evaluated to determine the need for data weighting. Interestingly, the differences between the various sample types were generally not large. In some cases, there were notable differences – and these are highlighted in the following summary. However, overall, it was determined that data weighting was not necessary. A copy of the survey instrument is included in the Appendix.

**Qualitative Research**

In addition to the quantitative study, this project also included a series of focus groups that were held to explore both issues raised in the survey, as well as to explore issues better addressed in a qualitative setting. A total of five groups were held, with two groups held in St. Paul, MN among residents and three groups held on-line among a mix of residents and non-residents. In all focus groups at least half of the participants were from the Explore Minnesota database and had received one of the targeted publications. In all, 61 people participated in the groups. A copy of the screeners used to recruit participants and the discussion outline are included under separate cover along with transcripts from the on-line focus groups.

The following is a summary of the key findings from this research, inclusive of conclusions and recommendations.

## INFORMATION USAGE

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A primary goal of this research was to explore the type of printed materials that consumers want and the appeal of some of the specific publications offered by Explore Minnesota Tourism (EMT). Over the past several years, the usage of various forms of travel information has been changing, and it is important for state organizations to “stay current” and know what sources consumers want and are using – and how state publications and other resources fit into the overall mix.

To establish how travelers use information for travel planning, we relied on the quantitative survey. Before turning to a more detailed review of the findings relative to the specific publications, it makes sense to consider the types of information that people are most likely to use – and how various factors influence usage choices. For this study, the survey included both a general sample of travelers as well as a specialized sample of people that requested brochures from Minnesota. In the following survey results, data is labeled “all respondents” for the total sample, “client database” for the respondents that came from EMT’s database, and “general respondents” for participants that were recruited from the general population.

The general sample of travelers was regarded as the best source of helpful information about the prevalence of usage for state travel resources. As shown in the table below, among this group, the source used most frequently was brochures from specific attractions, followed by commercial travel Websites. Next, in popularity, consumers are almost as likely to indicate using state publications or state travel Websites, which were each mentioned by about a third of the audience. These resources are more popular than feature articles, TV shows and AAA travel guides.

These findings highlight the desire for consumers to have both on-line and printed information resources. In terms of overall usage, only 35%-40% of the consumers routinely use any of the online or printed sources evaluated in this research (indicated they used at least one always or often). Additionally, about a quarter of the people (26.5%) indicated not using any of these sources often (i.e., checked “never” or “sometimes”). The remaining people indicated that they occasionally use these resources.

**Use of Types of Information in Planning for Leisure Trips**  
(All Respondents)

	Always	Often	Total
Brochures from specific attractions	7.9%	32.9%	40.8%
Commercial travel Websites (Expedia, Travelocity, Priceline)	11.2%	24.8%	36.0%
State publications	8.2%	26.6%	34.8%
State travel Websites	6.3%	27.8%	34.1%
Feature articles/travel magazines	2.7%	19.6%	22.3%
TV shows like the Travel Channel	2.4%	16.0%	18.4%
Travel guides from AAA	5.7%	11.8%	17.5%

These findings are interesting in that they highlight the popularity of both the Internet and print materials as key sources of information. While people have increasingly turned to the Web for travel information, which does not mean that they have abandoned print resources.

Those who were included in the survey because they had requested state publications were much more likely to indicate usage of state publications. They were also more likely to use most other sources of information, and reported average usage of 3.1 sources versus the general population who reported usage of 2.9 sources. Those who requested state publications seem to be more likely to be “heavy users” of travel information. Thus, instead of considering users as those who prefer either the state Website or state travel brochures, it is more likely that the people who request information from the state just want *more information* overall.

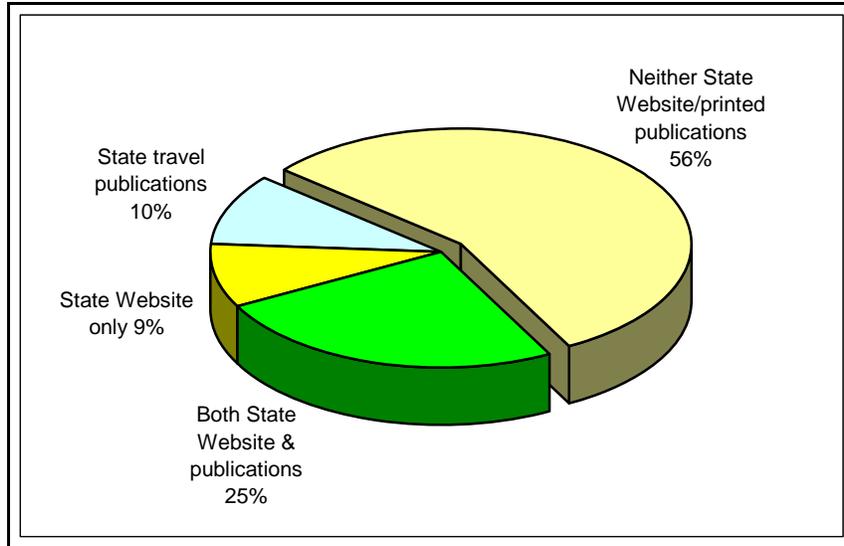
**Use of Types of Information in Planning for Leisure Trips**  
(Comparison of Respondents – Client Database vs. General Respondents)

	<b>Client Database</b>	<b>General</b>
State publications	51.3%	34.8%
Brochures from specific attractions	46.4%	40.8%
State travel Websites	41.0%	34.1%
Commercial travel Websites	31.5%	36.0%
Travel guides from AAA	24.4%	17.5%
TV shows like the Travel Channel	18.6%	18.4%

In exploring the factors that influence usage, some are demographic. Those who use printed publications tend to be a bit older and earn higher incomes. It is noteworthy that those who completed the survey online were heavier users of information (reported using 3.3 types), compared to the respondents that completed the survey on the phone (reported using 2.6 types). In some ways, this is not a surprising finding, as research and experience indicates that many people go to the state Website and still request a travel guide. They obviously like to use both sources, rather than restrict themselves to one.

In attempting to determine the best way to provide information, it seems helpful to assess the level of usage of state resources – both printed publications and the state Website. Among the general respondents (excluding the client sample), over half do not use either type of state resource on a regular basis. On the other hand, a quarter use both. Among those who use only one state resource, the printed and Web options are almost equally popular.

### Usage of State Travel Resources (General Audience)



There are a few important implications regarding these findings:

- In most cases, people use a mix of both on-line and printed sources.
- There is still a role for printed publications and many people use them.
- Among those who use state resources, most use both the state Website and the travel guide or printed publications. Hence, a critical issue is how these types of information inter-relate.

While these general findings are useful, the study was designed to explore usage of some specific types of publications and the best way to present various specific types of information. Therefore, the next step is a more detailed review of the need for and reaction to specific Explore Minnesota publications, both from the survey and focus groups.

## PREVALENCE OF ACTIVITIES

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As noted, this research concentrated on a number of publications that Explore Minnesota Tourism produces and distributes, aside from the statewide travel guide. One set of publications that was considered was a series that focuses on specific outdoor activities. For this project, five publications were considered. In evaluating how to provide printed materials for these interests a key question was the size of the potential audience that participates in these outdoor activities, and how participation overlaps. This information will help assess the need for specific publications, and options for combining activities.

To determine the size of the audience, respondents were asked to indicate how often they participated in each activity during a leisure trip. The following shows the percentage that indicated they “always” or “often” participate in each activity. Interestingly, almost half indicated participating in “other” outdoor activities. Activities that received a high percentage of mentions included water-related activities such as boating and swimming, plus camping and walking.

In terms of activities related to specific brochures in this study, viewing wildlife is the most prevalent, followed by fishing and hiking. These were popular among one-third to one-quarter of the people. Other activities were less prevailing, including both downhill and cross-country skiing, which was mentioned by only a small percent of the travelers. (It should be noted that seasonality was not taken into account.)

These findings indicate that the audience for the *Minnesota Wildlife* and *Minnesota Fishing* publications is fairly large. However, the audiences for *Minnesota Biking*, *Minnesota’s Boundary Waters Canoe Area Wilderness* and *Minnesota Skiing & Snowboarding* publications are each fairly small. Relative to outdoor publications that aren’t produced, there seems to be a sizable audience for a guide for hiking, or a broader guide focused on water activities.

Overall, when other outdoor activities are included, all but 2% of respondents indicated often participating in some outdoor activity when traveling. When “other” activities are excluded, almost two-thirds of respondents (63.8%) often participate in one of the outdoor activities. Relative to the need for individualized publications, it helps to know activity patterns. Among respondents, 47% indicated regularly participating in one or two of the options, with only a few reporting more than two activities. This suggests that there isn’t a great deal of overlap.

**Prevalence of Outdoor  
Activities on Trips  
(All Respondents)**

Viewing wildlife	34%
Fishing	28%
Hiking	26%
Swimming	20%
Water activities, boating, etc.	19%
Camping/RVing	15%
Biking	12%
Golf	11%
Walking	10%
Canoeing or kayaking	6%
Downhill skiing	3%
Cross country skiing	2%

The focus group research also explored the variety of different outdoor activities that people include in their travel. Most do indicate participating in at least a couple outdoor activities, although many combined camping with the activities being studied.

As part of the focus group research consumers were questioned regarding the role of outdoor activities in the travel planning process. Participants were asked whether they chose a destination based on specific outdoor activities, or whether they found things to do outdoors once they arrived at their destination. As might be expected, there were differences in how people made these decisions. But many people indicated that they were choosing destinations so that they could participate in a specific outdoor activity. The following are some quotes from consumers in the focus groups:

- *I center my trip around the outdoor activities...then decide where to go.*
- *I find them wherever I go, but a lot of times we plan them.*
- *We find outdoor things to do wherever we go, as a general rule. But sometimes we pick a place based on what there is to do.*

While the audience for some of these activities and publications is small, these activities can be important in convincing people to visit a specific destination. This is also an important consideration in providing this information to visitors and potential visitors.

## ACTIVITY GUIDE USAGE & EVALUATION

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Understanding how people use the guides and what type of information they want is critical to assess the existing brochures and determine how they can meet consumers' informational needs. Therefore, the survey addressed gathering information from people in the target audience relating to the recall and usage of the five activity publications under consideration. Consumers were shown pictures of each publication and were asked whether they recalled receiving it.

Since some of the sample came from the Explore Minnesota Tourism database of people who had requested these guides, it was possible to identify people who had requested a specific brochure. (Note: in most cases, it had been 6-12 months since respondents received guides due to timing of study.)

When consumers' recall, as measured in the survey, is compared to the database, it is possible to consider the percentage of respondents that received the brochure and recalled getting it. This is some measure of the impact of the guide – and whether it is cutting through the clutter and being a visible resource for travel planning. As noted below, almost two-thirds of those who received the biking and fishing guides recalled them, but only 24% of those who received the skiing publication recalled receiving it. (Note: ski and snowboard guide is often given as part of a “winter fun” promotion so those who received it may not have requested skiing information specifically.)

### Recall Among Respondents Who Received Each Guide

(Among Respondents from Client Database)

Guide	Recall
Biking	65%
Boundary Waters Canoe	53%
Fishing	63%
Skiing	24%
Wildlife viewing	46%

The survey also asked questions regarding use of the guides, satisfaction with them and the desire to request a guide in the future. A review of each guide will help explore the perceived strengths and usefulness of each one. People were asked only about their usage and reactions to the brochures they recalled. Note that because recall of some of the guides was so low, the number of people that evaluated some of the publications was actually quite small. However, since these are targeted respondents, their feedback into the usefulness of the guide is certainly worth considering. Additional information was also gathered about these publications during the focus group research. The focus group respondents are also a small sample, and in some cases not those who would use a specific publication, but the process provided additional insight into reactions toward the guides and their usefulness.

## Minnesota Wildlife

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The most frequently mentioned outdoor activity was wildlife viewing, with 34% of the travelers including it regularly on their trips. At the same time, the focus group research suggests that wildlife viewing is less often the activity that generates choosing a travel destination. Instead, viewing wildlife is an activity that people include when they travel. However, some did note that bird watching is an activity that may motivate them to travel.

Additionally, even though wildlife viewing is the most popular activity, still, this was not the publication with the highest recall. Almost half (46%) of those who were in the database as recipients remembered receiving it. The reactions among focus group participants were similar, with few recalling this publication. Focus group participants noted, however, that casual observation of wildlife was enjoyed while traveling, even though it is not a prime motivation for travel.

In the focus groups, as consumers reviewed this guide, the initial reactions were fairly positive

- *A very well done publication; great photography. However, it was the narrative that actually made me want to visit. Very colorfully written!*
- *It has a lot of information and great pictures – makes you want to go there.*

At the same time, this guide is less specialized than others, and this causes some confusion. For those who don't see the various guides that are available, there is an initial perception that a wildlife guide might cover fishing or hunting also.

- *Thought it was pretty good and had a lot of information, but I really thought it would have more to do with wildlife.*
- *If it's a wildlife WATCHING guide, it should be stated on the cover.*
- *I enjoyed the guide, but was a bit disappointed it didn't include more specific info on fishing and hunting.*

About half of those who recalled receiving it indicated that they used it for planning a trip. Those who didn't use it generally reported that they hadn't traveled to Minnesota. In the focus group discussion, there was a perception that this guide was more of a "teaser" rather than a guide to use in planning a trip.

In the quantitative survey, there were minor recommendations for improvement, but a few people mentioned better maps or more information on lodging. The recommendations in the focus groups were similar. People especially wanted more in the way of maps, and perhaps information about scenic drives or nearby activities.

- *More info is always great – perhaps suggest a bird itinerary for Minnesota showing a map and what different types could be found at each location.*
- *A map at least showing the different featured regions is needed.*
- *Pictures of more exotic wildlife are missing – like bobcat or moose, bear.*

The majority was satisfied with the guide and only 2% were dissatisfied. At the same time, only about half would request it again. This wasn't necessarily a negative reaction to the publication, but a sense that the information would not change frequently. As such, there wasn't a need for an updated version.

#### **Responses Among Those Who Received the Guide**

<b><i>Minnesota Wildlife</i></b>	<b>%</b>
Used it to plan a trip	53.4%
Very satisfied with guide	63.3%
Would request it again	47.6%

Because wildlife viewing is a major travel activity, it generates interest among potential travelers. Yet, at this point, the current publication does not seem to be making a strong impression. It is not clear how to make this publication stronger. In part, the challenge may be that wildlife viewing is a fairly diverse activity, and when people see a publication titled "wildlife" they expect lots of different types of info, including details on fishing, hunting and bird watching, and then find it confusing when this information is not included. This suggests that the title of this publication needs to be clearer, such as "Wildlife Watching."

## Minnesota Fishing

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***Fishing is fairly popular, with 28% of respondents indicating that it is a regular part of their leisure trips. It was also an outdoor activity that was mentioned by many of the respondents in the focus groups.***

Overall, this guide was the most likely to be remembered. The majority of people that got it also recalled receiving it (63%). Recall among the focus group respondents was lower, but initial reactions to the guide were positive.

- *The brochure is very informative. The pictures of the fish are great.*
- *I liked it immediately for its map and links, it had good information on prices for licenses.*
- *Liked how it showed kids fishing.*

Slightly more than half of those who received it used it to plan a trip. Again, the major reason for not using it was not traveling to the state, or deciding not to fish on a trip that was planned. Among those who like to fish, the guide does generate interest in visiting.

- *It certainly looks like a fishing paradise and the information from almost city-like to rural, countryside fishing was very inviting.*

More than half (59.3%) of the people were very satisfied with the publication, and almost everyone else was somewhat satisfied (38.9%). There were few recommendations regarding improvements. As with all of the publications, people want more maps. In terms of recommendations for improving this publication, some people seemed to want additional lodging information (including camping). People were positive about the regional breakdown used in this guide, but the specific request was for more regional maps that highlight fishing opportunities in each area.

Overall, 48.1% of those that recalled it would request it again, which is actually the highest level of interest expressed among the five special activity publications tested.

This guide is reaching a fairly large audience and there is a strong desire for this type of information. In the future, Explore Minnesota should provide information on fishing. Whether this needs to be a stand-alone guide focused solely on fishing is explored later in the report.

### Response Among Those Who Received the Guide

<b><i>Minnesota Fishing</i></b>	<b>%</b>
Used it to plan a trip	54.9%
Very satisfied with guide	59.3%
Would request it again	48.1%

## Minnesota Biking

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The audience for biking is fairly small, with 12% of all respondents indicating that they regularly bike during a trip. The guide gets a fairly high level of recall (65%) among those who received it. There were a few people in the focus groups that had received the guide, but they did not recall it. While recall of the guide is not high, the initial impression was again quite positive.

- *Good maps & pictures. Lots of information in there.*
- *I thought it was very good. The descriptions of the trails were informative.*
- *Good color, great detail – a high level of knowledge of specific features in the region.*

About 40% of those that recalled the publication (in the quantitative study) used it to plan their travel. No negative comments were made about the brochures, but most people either decided not to go to Minnesota or not to bike on their trip. Focus group respondents indicated that the guide did generate interest and that they would use it if they were visiting the state.

- *I would definitely use it – it would help me pick out where I would go in Minnesota.*
- *Yes, it would make me want to go there. I would plan a trip. I loved what they had to offer in the guide, especially since we enjoy biking.*

Those who reviewed it were generally very satisfied with the guide, and had few comments on how to make it better. Reactions to the guide layout and information were complimentary. In the focus groups, there was some discussion about additional information that could be included such as more information on camping, and other nearby activities such as restaurants.

As with all of the guides, people want more detailed maps. Some people thought that the guide was too focused on hard core bikers and should show more opportunities for casual bikers and children. This guide presents biking in a positive light and generates interest in visiting the state. It is also well organized, and provides useful information.

Even with the positive reactions, only a few of the respondents who received it would request it again. This does not seem to be the type of publication that people feel a need to request often, as they don't believe the information changes very quickly.

### Response Among Those Who Received the Guide

<i>Minnesota Biking</i>	%
Used it to plan a trip	39.5%
Very satisfied with guide	71.9%
Would request it again	34.6%

## Minnesota Boundary Water Guide

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Canoeing and kayaking seem to be activities that appeal to a limited audience, with only 6% of respondents indicating that these activities are regularly part of a leisure trip. The guide that focuses on these activities is actually a regional publication that highlights a specific area of Minnesota. More than half (53%) of the people that received it indicated recalling this guide.

This guide has the fewest pages, and several are advertising. The result is that this publication has less information, and this was noted in the focus groups.

- *It seemed light on information, but I loved the pictures and map.*
- *A bit too brief.*

Satisfaction with the guide was acceptable. However, few would request it again. Most feel that they have the necessary information, or will not soon be considering a trip where this guide would be useful. In terms of recommendations, the few provided seemed to relate to accommodations, additional information or packages.

- *I do think giving some idea of the costs for the experiences – whether canoeing, camping, general fees, etc.*
- *It's not for everyone – perhaps more info on regulatory aspects of the area. It mentioned permits, but I think it should have been stressed a bit more to make sure people understand you don't just show up and head out.*

Usage of this resource was almost 42%. Generally, the comments from those who didn't use the guide revolved around decisions to either not visit the state, or that area of the state, as well as whether or not to include canoeing.

### Responses Among Those Who Received the Guide

<i>Minnesota Boundary Water</i>	%
Used it to plan a trip	41.7%
Very satisfied with guide	61.3%
Would request it again	36.1%

Given the fact that people who canoe or kayak is a small audience, this publication is reaching a very limited group. It seems that based on the lower level of usage and desire for this publication in the future, it might make sense to provide this information as part of a larger guide – rather than producing a separate piece.

## Minnesota Skiing & Snowboarding

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The audience for skiing was the smallest and even many of the people who routinely include outdoor activities in their travel are not fans of snow or winter related activities. Instead, many take that opportunity to travel somewhere warm so that they can continue to enjoy their traditional activities such as hiking, biking, boating, etc.

At the same time, those who participate in winter/snow activities are more likely to choose a destination based on this activity. Twenty four percent (24%) of those who received it recalled the publication. Initial reactions from the focus group participants were positive. (Note: ski and snowboard guide is often given as part of a “winter fun” promotion so those who received it may not have requested skiing information specifically.)

- *Very slick...well organized. Easy to locate your area of interest.*
- *The layout and coloring is beautiful.*
- *I enjoyed the mini articles.*
- *I loved the very informative skiing trails info – it had a lot of useful information.*

In the quantitative study, most people were very satisfied with the guide and there were virtually no recommendations for improvement. In the focus groups, the most frequent request was for information about a broader range of winter activities including snowmobiling and ice fishing.

- *It would seem that most of the pages are cross country skiing. So with the ads, not much room left for anything else.*
- *It would be helpful to have more info on other things besides skiing.*
- *I was surprised to not see mention of snowmobiling too.*
- *Snowmobiling, ice fishing, ice skating.*

Among those who did recall getting it, 39.5% used it to plan a trip, and all of those indicated that they would request it again. Those who didn’t use it indicated that they decided not to visit, or not to go to Minnesota for winter or ski activities.

### Responses Among Those Who Received Guide

This guide caters to a small segment of leisure travelers. Even those who participate in outdoor activities are not always those who enjoy winter activities. Among those who did use it, this publication fulfills a need. At the same time there was a desire for this to have a broader focus and include more types of winter activity options.

<b>Minnesota Skiing / Snowboarding</b>	<b>%</b>
Used it to plan a trip	39.5%
Very satisfied with guide	66.7%
Would request it again	39.5%

## ACTIVITY INFORMATION IN PRINTED GUIDES

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One challenge in determining the right type of information to include in a printed state publication is that consumer preferences vary significantly. Research conducted by SMARI indicates that there are different types of travel planners. Some like to have a detailed program for their trip in advance and want access to a lot of comprehensive information. On the other hand, others do not start planning their trip until they arrive at their destination. This was reinforced in the focus group discussions. When asked about planning, the internet is a key source, but many people also want and use printed guides. Yet, usage varies significantly. Some want the pictures in advance to get a better feel for locations they are considering, others want details to plan their trip, and some want to be able to take brochures along to be able to make spur of the moment decisions on the trip.

- *I need to look at the pictures. They tell me a lot. Really get us excited.*
- *We always take the travel guides with us, as well as print things off the internet that include addresses, phone numbers, etc.*
- *I like having printed guides. You can take it along with you. I use it all the time – sometimes they have reviews as well as maps.*
- *Usually we do the initial planning on-line, then, once we get to the destination we will pick up brochures, maps, guides.*

This challenge is highlighted by consumers’ responses regarding the depth of information they want. Respondents were asked to rank their preference for the type of information they would like to see in a state travel brochure about a specific activity. As the table below shows, if only first preference is considered, the favorite is having just highlighted information on a featured destination – but this is also the option that received the most third place rankings. If the top two preferences together are considered, the favorite is comprehensive statewide information. Still, many (30%) prefer the third option which is a brief overview of what is available. Again, these findings only reinforce the fact that there is no consensus among consumers, and no one clear answer.

### Preference for Printed Materials on Outdoor Activities

(All respondents)

Want	1 <sup>st</sup> preference	2 <sup>nd</sup> preference	3 <sup>rd</sup> preference
Comprehensive detailed statewide info	29.5%	48.6%	21.9%
Brief overview of what's available	30.0%	33.1%	36.9%
Highlighted info on a featured destination	40.4%	18.2%	41.4%

This split in preferences was evident in the focus group discussions. Many people liked the specific activity guides and wanted comprehensive information on a particular activity. But others felt that it was more useful to have one guide that provided an overview.

- *I like specific ones for fishing, hiking, wildlife, BWCA, etc... and a general one for the details that pertain to everyone.*
- *An overall guide would be very beneficial, but the individual brochures are superb if you have specific tastes for their focus.*
- *I would prefer a thicker book with tabs on all outdoor activities to look at it all by state.*

Another topic that was discussed in the focus groups was whether an outdoor publication should be seasonal. The general consensus was that this would be a better option. As noted before, those interested in winter/snow activities are often not the same as those who enjoy warm weather outdoor activities, which would suggest that there should be a separate winter guide.

- *Would like the different season guides.*
- *Separate guides with teasers in both for the other seasons.*
- *I think if you could produce one for spring/summer and one for fall/winter that would be good.*

In addition to evaluating the individual publications, the research explored preferences for receiving this type of information. In the survey, consumers were offered a number of printed and on-line options and were asked to indicate their likelihood to use each option. It is noteworthy that a “printed publication on one specific activity” was almost the least likely to be used in planning a trip. But, as explored in the focus groups, the specific publications are also popular as a resource for people to take along when they travel.

A Website with outdoor activity information received the most “very likely to use” responses. Still, a printed guide with a variety of activities that is produced either for the year, or seasonally were also popular options. It is useful to know that there is a lot of overlap in terms of people indicating that they are likely to use either the printed guides or the Website. Only 10% of the consumers were likely to use a printed option and unlikely to use the Web. In other words, if Explore Minnesota offered this information only on the Web, just a small percentage of consumers would not use this resource.

### **Likelihood to Use Information to Plan a Trip Including Outdoor Activities**

(All respondents)

	<b>Very</b>	<b>Some-what</b>	<b>Total</b>
Printed outdoor guide – variety activities thru-out year	37.4%	48.1%	85.5%
Website with outdoor activity info	45.0%	36.6%	81.6%
Printed outdoor guide produced seasonally	36.6%	45.0%	81.6%
Printed info from a Website	31.7%	47.2%	78.9%
Info from e-mails/subscribed to	20.8%	38.9%	59.7%
Some other source	13.8%	42.7%	56.5%
Printed publication on one specific activity	16.3%	39.2%	55.5%
Activity publications like <i>Golf</i> or <i>Field &amp; Stream</i>	8.3%	25.3%	33.6%

Clearly, it will be impossible for Explore Minnesota to create a printed brochure that will satisfy all consumers. In fact, the preferences are so distributed that it will be difficult to satisfy the majority. Therefore, the key becomes the best way to meet diverse needs. Since consumers have such varied interests, it will also be important to assess what works best for industry partners, and EMT. This could be one publication covering activities for all four seasons, or winter activities could be covered in a separate guide. These publications may not need to be produced annually, since consumers perceive that this type of activity information does not change significantly from year-to-year.

## Minnesota Explorer

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One publication that Explore Minnesota has been producing for many years is the *Minnesota Explorer*. This newspaper-formatted insert is distributed as an insert into a weekday edition of a local newspaper, is handed out in a variety of locations, including welcome centers, and is sent out in response to consumer inquiries. This publication is oriented toward residents and provides seasonal information about travel opportunities within the state. While this has been a successful endeavor, it seems prudent to assess whether this effort is providing what consumers want and how it could be improved. As with the specific activity publications, survey respondents were asked whether they recalled receiving and using the *Explorer* publication in the past.

### Recall of Minnesota Explorer

	Received Explorer	All Respondents
Overall	52.5%	34.1%
MN	82.3%	71.9%
Non-MN	31.4%	19.0%

The newspaper is generally distributed in-state. Given that the focus of this publication is toward residents, it is important to consider the reactions of residents versus out-of-staters. The percentage of respondents that recalled receiving the *Minnesota Explorer* newspaper was much higher overall than it was for the specific publications, and extremely high within the state. The publication has been around for several years, and it has become a familiar sight – even among people who weren't part of the EMT database.

This was reinforced in the focus groups, where many recalled receiving the guide, often multiple times. The *Explorer* is a familiar tool that many people have received and used for a number of years. Many also realized that the guide was seasonal and that they had seen it more than once a year.

### Used Minnesota Explorer in Planning Trip

(All Respondents)

<i>Explorer</i>	Used in Planning
Overall	59.8%
MN	59.6%
Non-MN	60.0%

Among those who recalled getting it, a fairly large number used it to plan their travel. Interestingly, the *Explorer* is used by the same percentage of both residents and non-residents. Of course, because distribution is primarily in-state, there were many more residents that used the publication. Still, it seems to be a valuable resource for those in other states.

In fact, in the focus groups many of the respondents indicated that they used the *Explorer* on a regular basis. People talked about getting the *Explorer*, and keeping it in their car or camper so that they could refer to it as they traveled. Many indicated that they marked up the guide and noted activities or festivals that they wanted to visit.

There were several specific elements of the *Explorer* that people in the focus groups liked and mentioned:

- Feature articles – These drew their attention and highlighted activities in the state that were interesting, and in many cases, they had not considered in the past. The feature on the wineries was especially appealing.
- Calendar of events – This was the most “loved” feature of the *Explorer*. People liked the ability to see what was going on during specific weekends, so that they could plan their travel or enjoy spur of the moment trips. Several talked about receiving the *Explorer* and going through the calendar and to mark specific activities they wanted to visit during the season. There was generally satisfaction with the number of events listed in the calendar.
- Arts and Sports sections – There were positive reactions to both sections. Some of the respondents indicated that the arts section seemed more appropriate for the winter/fall guide.
- Newspaper format – There were very positive reactions to the newspaper format. Participants liked the bigger pages; how it stands out from magazines; and that it represents what’s “new.”

Among residents, those who had not used the *Explorer* generally didn’t recall receiving it. Almost everyone who had received it indicated that they used it in some way. When the out-of-state people are considered, most who had received the *Explorer* and didn’t use it said that they didn’t travel to Minnesota.

The strength of the publication is reinforced by the fact that most people who recalled it want to receive it in the future. This desire was especially strong among Minnesota residents.

**Want to Receive Publication in Future**

(Among those who recall receiving *Explorer*)

Overall	71.6%
MN	76.9%
Non-MN	63.8%

With the interest in this publication, many people had ideas about potential changes. A number of these related to wanting more information about some aspect of travel resources – more coupons, more details about sites around the state, more day trips, etc. Ideas for changes were explored in the focus group discussions, but it was noteworthy how positive people were about the existing publication. Overall, there was actually resistance to any major changes in this publication.

There were a few suggestions:

- The major issue that was mentioned multiple times as a possible improvement was the inclusion of better mapping or geographic information. Many of the residents indicated that they didn't know where many of the small towns were located, and they needed a map to be able to find the festivals and activities of interest.
- In talking about how they use the guide, another possible suggestion was to have a cross-reference for the calendar or a way to see where specific festivals and activities were located. This would allow people to use the *Explorer* to find activities in areas of the state they were visiting.
- Another suggestion relating to the calendar was providing a key to tell which activities are good for kids, or appeal to adults or other specific groups. This could help motivate people to choose specific activities.

Additionally, there are detailed responses from the quantitative survey to a question about how to improve this publication included in the Appendix.

Nevertheless, the overwhelming reaction to the *Explorer* was positive, and the fact that so many want to continue receiving this publication indicates that it is meeting their needs. As noted, in the focus groups it was clear that consumers like this publication, and are hesitant to see it changed.

## Calendar of Events

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Among the type of publications or information that people want, a calendar of events is mentioned often. Currently, Explore Minnesota includes a calendar of events in the *Minnesota Explorer*, and some of the specific brochures have events listed and a calendar of events is available on-line. The strong desire for such information was confirmed by the survey, with 66.8% indicating that they would like a calendar of events or festivals taking place. Moreover, the survey included an exploration regarding preferences for the calendar of events. A challenge for Explore Minnesota is producing and maintaining an up-to-date listing that includes the thousands of options available – especially in a print publication. As such, the organization wanted to determine whether consumers expect a comprehensive list, or something that focuses more on key festivals and events.

In the survey, consumers were given eight options and asked to rank their preferences. The eight options were:

- Printed comprehensive list of up to 1000 festivals & events
- Printed list, pared down to 100 most popular festivals & events
- Printed list, pared down to 50 most popular festivals & events
- Printed list of 50 most popular festivals, w/ additional info available on-line
- Presented on-line only
- Presented as a monthly e-mail that is available by subscription
- Presented as a weekly e-mail that is available by subscription
- Available via a phone “hotline” listing of top events available weekly

It can be challenging to interpret rankings, as it is important to balance the mixed strong preferences and dislikes. First, if only the top preference is considered, the option that received the most “votes” is the printed comprehensive list of up to 1000 festivals and events. (However, only 22.4% chose this option.) The second and third most popular involves a list of 50 festivals – either with or without access to more festivals on-line. However, when the rankings are grouped to include each respondent’s top *three* preferences, some significant differences emerge. The printed calendar choices seem the most popular – in fact, when the top options are considered, they include the printed comprehensive list and a pared down list of either 50 or 100 options. The on-line options (a newsletter or on-line only) were much less popular.

### Preferred Option for Calendar Information

(All respondents)

Options	Top preference	Top 3 preferences
Printed top 50	13.0%	57.3%
Printed comprehensive list	22.4%	51.3%
Printed 50/more on-line	18.2%	50.5%
Printed top 100	7.5%	46.6%
On-line only	10.3%	36.2%
Monthly newsletter	8.3%	27.2%
Weekly newsletter	12.5%	20.2%
Telephone hotline	7.9%	10.5%

Perhaps the best way to consider both preferences and dislikes is to compute a mean score based on how people rated each option. In this ranking, a lower “rank” means that more people preferred this option and fewer disliked it. The printed comprehensive list was ranked highest, followed by the other printed options. However, offering the festival list only on-line or via newsletters, or telephone was not considered acceptable options. There were no significant differences between Minnesota residents and non-residents.

Printed comprehensive list	3.3
Printed top 50	3.6
Printed 50/more on-line	3.7
Printed top 100	3.8
On-line only	4.4
Monthly newsletter	5.0
Weekly newsletter	5.5
Telephone hotline	6.9

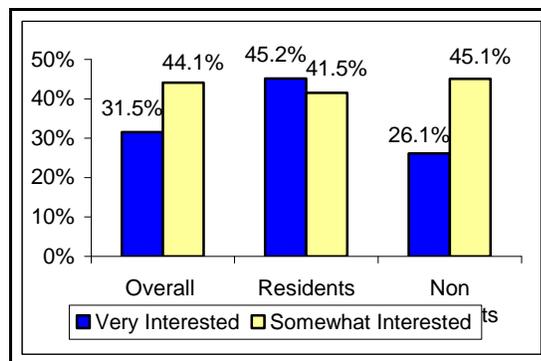
These findings strongly suggest that printing a calendar that focuses on top events is a viable alternative. While this is not necessarily the consumers’ first choice, it is almost as acceptable as the comprehensive list they desire. Although, the focus groups seemed to have a strong preference for a comprehensive calendar as is currently in the Explorer.

**Feature Publication**

A final issue explored in the research was interest in a publication with feature articles about a state. Currently, the *Minnesota Explorer* newspaper uses news and feature articles to promote travel in the state. Under consideration is the option to replace the *Minnesota Explorer* publication or some of the other activity-specific guides with a features-oriented magazine. Of course, the key is how desirable feature article content is to consumers.

When asked in the survey, there was a fair degree of interest, although the largest group of people was “somewhat interested.” Only about a third of overall survey respondents indicated that this is something they are very interested in receiving. The focus on a state obviously appeals more to residents, although about a quarter of the non-residents were strongly interested in this type of publication. Nearly half (45%) of residents were very interested in feature articles. This suggests that the publication should be designed more with the informational needs of residents in mind.

**Interest in Publication with Feature Articles  
Residents vs. Non-residents**



The change to a feature publication was also explored in the focus groups discussing the *Minnesota Explorer*. As noted earlier, generally there was hesitancy among participants to see the *Explorer* changed or altered. This was especially true in one focus group. In the other group, there was more openness to a different publication – but it was actually a positive reaction to the travel guide. So, even those who liked a different type of publication felt that it was already being offered. The feature articles in the current *Explorer* were appreciated, but it was the fact that these were paired with the calendar and other information that made the package so appealing.

In trying to determine what type of publication to offer, the good news is that in terms of what people want in this type of publication, there are few differences between residents and non-residents. Maps are overwhelmingly viewed as the most useful feature by almost everyone. Most of the other information options are considered very useful, especially Website addresses and a listing of festivals and events (which reinforces the earlier findings). Advertising is the one feature that is not viewed as helpful, although non-residents find it more useful than residents. Of course, it is not surprising that people view advertising as less useful than informational features, and this doesn't mean that advertising is a negative.

To further understand the role of advertising, there was a great deal of discussion in the focus groups about the amount and type of advertising in the publications, and how consumers feel about advertising overall. Generally people are not especially negative about advertising, especially if it relates to the topic. Some people actually use the advertising and many like to see the pictures and information that is included. Specifically, in considering the publications that were reviewed, consumers felt that the level of advertising was appropriate. Consumers are sensitive to too much advertising, and they don't like it when ads detract from how the publication looks. But, this was not the case for the current Explore Minnesota publications.

### **Desired Information in Publication - % Very Useful**

(All Survey Respondents)

	<b>Overall</b>	<b>Residents</b>	<b>Non-residents</b>
Maps	80.7%	80.3%	80.9%
Websites for key attractions	58.7%	63.8%	56.2%
Listing of festivals & events	57.2%	58.0%	57.2%
Stories about new attractions & major events	54.3%	59.0%	52.1%
Feature articles on destinations & activities	53.3%	56.9%	51.5%
Phone numbers for key attractions	45.0%	45.7%	44.6%
Advertising	16.3%	13.8%	17.5%

In considering whether to develop a feature publication, there are also cost issues that Explore Minnesota Tourism might have to address. Most are not willing to pay a subscription fee. In focus groups, participants were very negative about subscriptions, and especially a fee.

**Interest in Feature Publication**  
(All Respondents)

	Overall	Residents	Non-residents
Interested in receiving publication	74.6%	86.7%	71.2%
Fee to cover postage	13.7%	16.5%	11.3%
Subscription fee - \$5 to \$10 per year	8.7%	16.0%	5.2%
Not willing to pay fee	78.3%	67.5%	83.5%

**E-Mail Newsletter**

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While this was not part of the initial research effort, in the focus groups there was an opportunity to explore interest in receiving e-mail newsletters relating to specific activities and topics. Overall, there was a high degree of interest in this option, and it's likely that several of the participants actually signed up to received these.

People like the idea of receiving information that is personalized to their interests. The focus group participants were probably more open to this option because they had seen the quality of the publications produced by Explore Minnesota Tourism.

Still, they don't want or expect to receive this type of newsletter more often than monthly. If they receive it too often, it would become more of an annoyance rather than a benefit. Additionally, they want the information to be useful and relevant or they will begin to delete the newsletter unread, or unsubscribe.

## CONCLUSIONS & RECOMMENDATIONS

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The goal of this research was to take stock of how consumers are gathering information for travel planning – particularly what type of printed information they desire. Specifically, the research was designed to allow Explore Minnesota to assess the usefulness of several specific publications and make decisions regarding these pieces and whether they should be changed or altered to better meet the needs of consumers.

One factor that led to this assessment was the explosion in usage of the Internet for travel planning. These days almost everyone uses the Web, at least to some degree, to gather travel information. Many states have seen a decline in requests for printed pieces. Nonetheless, while use of the Internet has increased exponentially, a desire for printed publications remains. A key issue is the size of the audience that wants print and if it is likely to continue diminishing.

This research indicates that there is still a role for printed publications as many people use them. While there are some demographic differences in people who use printed materials, it is not only the oldest consumers who want this option. In fact, in most cases, people use a mix of both on-line and printed sources. Therefore it is important for EMT to continue to offer printed guides and resources.

It is also important to note that printed resources are no longer the sole type of information that most people are using. Specifically, among those who use state resources, most use both the state Website and the travel guide or print publications – rather than using one or the other. As such, a critical issue is how these types of information inter-relate and what types of specific information consumers want, and what information is best provided in each type of resource.

The focus group research explored why people want printed materials and indicated two strengths for print. First, printed guides are a good way to get an overview of a place or activity, and the pictures make it easy to share information and create excitement about a trip. Second, people like to have printed guides to take with them when they travel. The challenge is that these two different uses dictate different types of information. Thus, EMT will have to determine the optimum use of specific printed pieces and then design the content with that use in mind.

To assist in this process, the research explored both reactions to several publications, and how consumers would use them. This information can help EMT assess the necessity for changes in the publications, and help identify ways to make the guides more useful to consumers.

### **Recommendations:**

- EMT should continue to offer printed guides and resources.**
- The specifics of what is offered in print, and how many different printed pieces are offered, should be reviewed in light of the findings relating to consumers' usage and preferences.**

## Activity Publications

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One focus of the research was the series of specific activity publications that are produced and/or distributed by Explore Minnesota. A total of 5 publications were evaluated: Biking, Fishing, Wildlife, Skiing/Snowboarding and Boundary Water Canoe Association. The research indicated that the potential audience for some of these publications is quite small, but avid. Those who participate in outdoor activities tend to plan their trips based on the availability of their preferred activities, and therefore can be influenced by targeted information. While consumers do not necessarily expect such targeted publications, they reacted favorably to each of the publications reviewed.

The review of these publications highlights the challenges that EMT faces in determining what should be included. On one hand, consumers liked these publications because they provided a nice overview of a potential activity in the state. From that standpoint, the key features that were appreciated were pictures, overview articles and maps. For example, people liked the biking trail map that showed trails throughout the state. By providing beautiful pictures and interesting articles, these guides entice people to choose Minnesota for their destination. But, consumers also wanted the guides to have additional types of information that they could use in planning their trip, or use to take along on the trip. Throughout the discussion people expressed the desire for information on other amenities and activities that would complement the featured activity. For example, there was a desire to include more lodging, camping and restaurant information. Also, people expressed interest in adding other activities or attractions, since on most trips, they don't simply do one thing. This suggests that a more general outdoor guide could be useful. But, the overall outdoor guide would tend to be larger and more cumbersome, and from that perspective, less appealing to take along on a trip. Also, most people are only participating in one to three different types of activities, so a more comprehensive publication would be providing information on activities in which they have no interest.

If the various outdoor activities are combined into one guide, consumer would accept either an all-seasons outdoors guide, or two guides with winter activities in a separate piece. Respondents did not perceive the need to update activity information each year. The research also highlighted a high degree of participation in other water-related activities such as boating and swimming. With a more general publication, these activities could also be included and options highlighted. In terms of the existing activity specific guides, the research indicated that these publications are generally performing well and provide a useful resource.

### Recommendations:

- The role of the activity publications is generally unclear. These are not guides that consumers expect to have available, but they react positively to the concept. Continuing to produce these guides will provide useful information to specific travelers to the state, but if eliminated only a small audience would react negatively.**
- The current publications are performing well, and were viewed favorably by users and potential users. A key element in each guide should be a map.**
- One possible change would be to combine some of the activity guides into an "outdoor recreation" guide. This would appeal more broadly, and many people enjoy multiple types of outdoor activities. If this is implemented, winter activities should be included in a separate guide.**

## Minnesota Explorer

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This publication is well known to Minnesota residents. They recall seeing it and using it – and they would request it in the future. This publication is obviously fulfilling a need and it should be continued in some form. Many people rely on it and it generates trips throughout the year. For residents it is a key resource and helps them identify new attractions and activities, as well as festivals and events they want to visit.

The features that make the *Explorer* so useful and appealing seem to be the feature articles and the calendar of events. In the focus groups a number of people commented positively about the quality of the publication and the photos, especially as it is a newspaper insert.

Part of the current *Minnesota Explorer* is a calendar of events, which is quite important to consumers. The research showed that they prefer a printed calendar of events. Perhaps the best news is that offering a calendar that focuses on top events (such as the top 50) is a viable alternative. While this is not necessarily consumers' first choice, it is almost as appealing as a comprehensive listing.

In terms of other changes to the *Explorer*, given the strong interest in this publication, many people had ideas about potential changes or additions, although there was also a hesitancy to change the newspaper at all. Generally, the ideas involved more information about some aspect of travel information – more coupons, more details about sites around the state, more day trips, etc.

Interest in some type of feature publication was fairly strong in the survey, and stronger among Minnesota residents. The reaction in the focus groups to the magazine format was less enthusiastic. Many like the *Explorer* the way it is, and don't want to see it change. They find the newspaper format useful and easy to take along as they travel. There were some who liked the idea of a more magazine-style publication. The focus for this type of publication would feature stories with maps and contact information. But, upon reflection and a review of the current Travel Guide, focus group participants found that the Travel Guide seemed to meet their needs better than a separate features publication.

### Recommendations:

- Continue the Minnesota Explorer, or a similar publication. The focus of this publication should be the calendar of events, and the feature articles on new or unexpected things to do in the state.**
- While there is interest in a features oriented publication, consumers like the newspaper format of the Explorer and find it convenient and useful. Expanding the feature coverage in this publication would be more appealing to consumers than developing a magazine.**
- There is no consensus as to how extensive the calendar of events should be, but offering a calendar with the top 50-100 events seems a viable alternative and will satisfy most consumers.**

## APPENDIX

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## Explore Minnesota Publication Evaluation Questionnaire

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### Explore Minnesota Publication Evaluation *Questionnaire* February 2008

We are conducting a brief survey regarding how you plan your leisure travel. We would appreciate it if you could assist us in this research effort by completing this survey. No sales call will result from your participation and all your answers will be kept strictly confidential.

Before you begin, there are a few things to note about the survey:

- For most questions, simply click on the button of your response and then click on the Next button to go on to the next question.
- If you need to go back to the preceding question to change your response, click on the Previous button.
- For some questions, you will need to scroll down to respond to all the questions on a screen.
- You must complete this survey in one sitting as you will not be able to return to your survey if you exit before completing. To stop at any point, close the browser window.

1. First, since this research focuses on traveling, are you the person primarily responsible or jointly involved in planning getaway or leisure trips?

1 ..... Yes

2 .....No → Please pass this survey on to the person in the household who is responsible for planning leisure trips

2. Do you normally take at least one leisure or get-away trip per year?

1 ..... Yes

2 .....No → **TERMINATE**

2x. What is your zip code? \_\_\_\_\_

3. Please think about the leisure trips you take and the activities on those trips. How often do you or someone you are traveling with participate in each of the following activities on your leisure trips?

<b>ROTATE</b>	Never	Sometimes	Often	Always
Downhill skiing/snowboarding				
Cross-country skiing				
Hiking				
Golf				
Biking				
Fishing				
Canoeing or kayaking				
Viewing wildlife or birds				
Other outdoor recreational activities				

**[IF Q3 Other outdoor recreational activities = Sometimes, Often or Always ask 3x]**

3x. What other outdoor recreational activities do you participate in on your leisure trips? \_\_\_\_\_

4. Below are several sources of information. Please think about how you use them in your leisure trip planning. This would include materials you use before you travel, as well as those that you take along on your trip, or pick up at your destination.

How often do you use the following types of information?

<b>ROTATE</b>	Never	Some-times	Often	Always
State travel guides, brochures or publications				
Television shows like the Travel Channel				
Brochures from specific attractions				
Travel websites like Expedia, Travelocity, Priceline etc				
Travel guides from auto clubs like AAA				
State tourism websites				
Feature articles or news stories like the kind you find in travel magazines				

5. Do you recall ever requesting, seeing or using the following publications for the state of Minnesota?

*Please mark all that apply.*

**[INSERT JPG/PDF NEXT TO PUBLICATION NAME]**

Minnesota Biking [07bike-cover.jpg]	
Minnesota's Boundary Waters Canoe Area Wilderness [bwca_guide_cov-2007.jpg]	
Minnesota Fishing [FishingCover08a.pdf]	
Minnesota Skiing & Snowboarding [Ski Guide Cover2.pdf]	
Minnesota Wildlife [07wildlife_cov.jpg]	
Did not request, see or use any of the above publications → SKIP TO Q7	
Not Sure/Don't remember →SKIP TO Q7	

6. **[FOR EACH RECALLED @ Q5]** Did you use [INSERT PUBLICATION] in your travel planning?

1 ..... Yes →SKIP TO 6B

2 .....No →ASK 6A

6a. Why not? \_\_\_\_\_

6b. **FOR EACH YES AT Q6 ASK 6b-6e:**

You indicated that you used [INSERT NAME OF PUBLICATION] in your travel planning. How satisfied were you with this publication and the information it provided?

- 1.....Very satisfied
- 2.....Somewhat satisfied
- 3.....Not very satisfied
- 4.....Not at all satisfied

6c. Would you request this publication again to use in your travel planning?

- 1.....Yes →SKIP TO 6E
- 2.....No →ASK 6D

6d. Why not? \_\_\_\_\_

6e. Are there any changes or additions that you'd like to see to this publication?  
\_\_\_\_\_

7. Do you recall seeing or receiving the Minnesota Explorer travel newspaper?

- 1.....Yes
- 2.....No →SKIP TO Q8
- 3.....Not sure →SKIP TO Q8

7a. Did you use the Minnesota Explorer travel newspaper in your travel planning?

- 1.....Yes →SKIP TO 7C
- 2.....No →ASK 7B

7b. Why not? \_\_\_\_\_

7c. Would you like to receive future editions of the Explorer?

- 1.....Yes →SKIP TO 7E
- 2.....No →ASK 7D

7d. Why not? \_\_\_\_\_

7e. Are there any changes or additions you'd like to see to this publication?  
\_\_\_\_\_

8. Some people like to have a calendar of festivals or events to help guide their travel planning. Would you like a calendar of festivals or events taking place in a state you were considering or planing to visit?

- 1 .....Yes
- 2 .....No → **SKIP TO Q 10**

9. A calender can be provided in a variety of fomats. We'd like you to rank the options in order of your preferences. To choose an your first option, please click on the box to the left of the description. They boxes will populate with your rankings in the exact order that you choose. Each time you click the box a number will appear representing the order of your choice. Please select each one until all choices have a ranking. You may change your answers until you click next.

**Please rank all formats in the order of preference.**

- \_\_\_\_\_ Printed as a comprehensive list of up to a thousand festivals and events that take place all across the state
- \_\_\_\_\_ Printed, but pared down to 100 popular festivals and events that take place all across the state
- \_\_\_\_\_ Printed, but pared down to 50 popular festivals and events that take place all across the state
- \_\_\_\_\_ Printed, but pared down to top 50 festivals and events that take place all across the state with more available on-line
- \_\_\_\_\_ Presented on-line only
- \_\_\_\_\_ Presented as a montly e-mail to which I would subscribe
- \_\_\_\_\_ Presented as a weekly e-mail to which I would subscribe
- \_\_\_\_\_ Available via a telephone "hotline" listing the top events taking place on a weekly basis

10. Earlier you said you participate in activities like [INSERT ACTIVITIES FROM Q1] when you travel. If you were planning a trip to include some of those activites, how likely would you be to use each of the following?

	Very likely	Somewhat likely	Not likely
A printed outdoor guide that covers a variety of activities available throughout the year			
A printed outdoor guide produced seasonally with just outdoor activities for that season			
A printed publication that just covered one specific outdoor activity such as a biking guide or a golf guide			
Activity publications like Golf Magazine or Field & Stream			
A website with this information			
Printed information from a website			
Information from e-mails to which I subscribe			
Some other source			

**[IF Q10 SOME OTHER SOURCE = 1 OR 2 ASK...]**

- 10a. You mentioned you were very or somewhat likely to use some other source. What other source would you use? \_\_\_\_\_

11. Please rank the level of information would you prefer to see about a specific type of outdoor activity in a printed state travel brochure? Which do you prefer 2<sup>nd</sup>, etc.?

\_\_\_\_\_ Comprehensive, detailed statewide information (Example: Descriptions of all bike trails in the state)

\_\_\_\_\_ Brief overview of what's available in the state for this activity (Example: List of all available bike trails and where they are)

\_\_\_\_\_ Highlighted information on a featured destination (Example: Feature article on one major bike trail)

12. How interested would you be in a publication with feature articles that about travel to a particular state like Minnesota?

- 1 ..... Very interested  
 2 ..... Somewhat interested  
 3 ..... Not interested

**[IF SOMEWHAT OR VERY INTERESTED ASK 13 & 13a]**

13. Thinking about this type of publication and how you would use it. How useful would it be to have the following information in this type of publication?

	Very useful	Somewhat useful	Not useful
Listings of festivals and events			
Stories about new attractions and major events			
Maps			
E-mail addresses and websites for key attractions			
Phone numbers for key attractions			
Feature articles on destinations and activities			
Advertising			

- 13a. Would you be willing to pay a small subscription fee to automatically receive this publication quarterly?

- 1 ..... Yes, fee to cover postage  
 2 ..... Yes, subscription fee of \$5-\$10 per year  
 3 ..... Not willing to pay any fee

14. Have you ever visited Minnesota?

- 1 ..... Yes  
 2 ..... No – skip to Q16

15. In the past year have you visited Minnesota?

- 1 ..... Yes  
 2 ..... No

16. Do you have children under the age of 18 living at home?

- 1.....Yes
- 2.....No

**[DO NOT FORCE TO ANSWER DEMOGRAPHIC QUESTIONS]**

17. Which of the following categories represents the last grade of school you completed?

- Less than high school graduate..... 1
- High school graduate ..... 2
- Some college or technical school..... 3
- College graduate ..... 4
- Graduate work/advanced degree..... 5

18. Which of the following categories best represents the total annual income for your household before taxes? (Please include all sources of income)

- 1.....Less than \$50,000
- 2.....\$50,000 but less than \$75,000
- 3.....\$75,000 but less than \$100,000
- 4.....\$100,000 OR MORE

19. What is your age please? \_\_\_\_\_

20. Are you...

- 1.....Male
- 2.....Female

Thank you for taking the time to complete our survey.

## Verbatim Responses

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<b>Q6A_1 - WHY DID YOU NOT USE THE MINNESOTA BIKING PUBLICATION IN YOUR TRAVEL PLANNING?</b>
FAMILY MEMBER HAD THE BROCHURE
I WASN'T GOING FAR. THERE ARE ALOT OF BIKE TRAILS AROUND MY CITY, AND I WANTED TO KNOW WHERE THEY WERE.
I JUST HAVENT ! WE DONT ALWAYS BRING OUR BIKES WITH !
HAVEN'T BIKED IN AWHILE
AT THE TIME WE DID USE OUR BIKES.
I CAN NOT BECAUSE OF LIMITED MOBLITY.
SOME MANY OTHER THINGS WE WANTED TO DO.
WE PROBABLY WERE NOT BIKING
WE HAD A TRAIL ALREADY.
WE NEVER MADE IT THERE, CAUSE GAS WAS TOO EXPENSIVE.
DID NOT PLAN ANY TRIPS.
I SAW THE MAGAZINE, BUT DO NOT BIKE
WE DID NOT NEED IT AS WE ALREADY KNEW THE TRAIL WE WERE VISITING.
DID NOT TAKE A BIKE TRIP, BUT LOOKED AT FOR OTHER THINGS.
DID NOT TAKE A LOCAL BIKING TRIP
WASN'T WHERE WE WERE PLANNING THIS YEAR
WE HAD DECIDED ALREADY WHERE WE WANTED TO GO.
THIS IS NOT HOW WE FIGURE OUT WHERE WE GO.
WE NEVER GOT AROUND TO TAKE OUR BIKES WITH US.
USUALLY GO BY MOTORCYCLE, HUSBAND HAS BAD KNEES, BUT I LIKE TO BIKE
DID NOT GO BIKING RECENTLY
JUST READ IT AND DID NOT PLAN A TRIP.
FOR HOME SCHOOL
DECIDED NOT TO GO BIKING
DID SOMETHING ELSE
NO INTEREST
DECIDED TO GO ELSEWHERE
USUALLY DON'T HAVE LEISURE TRAVEL IN MN
I ALREADY KNOW WHERE TO BIKE.
WE COME FROM VIRGINIA SO AREN'T KEEN ENOUGH BIKERS TO BRING OUR OWN
NO INTEREST
WE DON'T BIKE
JUST DIDN'T GO THERE
I DO NOT GO BIKING, AND DO NOT HAVE A BIKE.
DECIDED NOT TO GO TO MINNESOTA THIS YEAR. MAYBE NEXT
NOT EASY TO USE
DECIDED NOT TO GO BIKING
DIDN'T GET THAT FAR

<b>Q6A_2 - WHY DID YOU NOT USE THE MINNESOTA'S BOUNDARY WATERS CANOE AREA WILDERNESS PUBLICATION IN YOUR TRAVEL PLANNING?</b>
SAW BROCHURE DID NOT GO THERE
WASN'T INTERESTED AT THE TIME
THEY ONLY TIME I GO TO MINNESOTA IS TO BOWL
IT DID NOT APPEAL TO US
WASN'T GOING TO THE BOUNDRY WATERS AREA
NOT ENOUGH TIME
WE WERE GOING SOMEWHERE ELSE
WE DID NOT NEED TO
I DIDN'T USE ANYTHING FROM THAT PARTICULAR AREA.
NEVER HEARD OF IT
I USED SOME OTHER THING IN ANOTHER AREA
SAY IT IN A PUBLICATION
WE DECIDED TO GO TO THE ST. LOUIS AREA INSTEAD OF MINNESOTA
I DID IT ON MY OWN.
WE DID NOT GO UP THAT FAR
THE TRIP WE WERE PLANNING ON GOING GOT CANCELED
WE NORMALLY NEVER GO TO MINNESOTA VACATIONING.
DON'T HAVE TOO
DIDN'T END UP TAKING THE TRIP
NOT INTERESTED IN TRIPS TO MINNESOTA
DON'T HAVE A CANOE
TRAVEL OUT OF STATE
IT DID NOT HAVE ANYTHING ABOUT THE AREA WE WERE THINKIN
WE DID NOT GO TO THE DESTINATION
WE VACATION ALOT IN THE WINTER AT THIS TIME.
HAVE NO BEEN THERE YET.
WENT WITH A GROUP
TO FAR
ONLY READ IT
NO TIME TO CANOE
THE NEIGHBORS PLANNED THE TRIP
AGE
JUST GOING TO THE LAKE
JUST HAS NOT FIT INTO OUR PLANS
WE DID NOT TAKE A BOUNDARY WATERS TRIP THIS YEAR
DIDN'T KNOW IT WAS AVAILABLE UNTIL AFTER ARRIVAL.
CHOSE TO GO SOMEWHERE ELSE
WE TEND TO TRAVEL OUT OF STATE
WE ARE PLANNING FOR NEXT YEAR
I WASN'T GOING TO THE BOUNDARY WATERS
DON'T HAVE ENOUGH MONEY
WE TRAVEL IN AND RV AND WITH MY HUSBANDS BACK WE CAN'T DO MUCH HIKING AND CANOEING IS OUT OF THE PICTURE. HE USED TO LIKE TO CANOE WHEN HE WAS MUCH YOUNGER.
NOT PLANNING A TRIP THERE THIS YEAR

DID NOT USE HAD FRIENDS IN MONTANA
IT'S NOT AN AREA WE VISIT
DECIDED NOT TO GO THERE.
TOO LONG AGO
DID NOT APPLY
THINGS WERE ALREADY SET JUST LOOKING FOR A LITTLE MORE
JUST WAS OT MY TYPE TO MUCH WILDERNESS
WE ARE GOING TO FLORIDA
WE DID SOMETHING CLOSER
NO TIME
WE JUST GO IN ANOTHER DIRECTION
I HAVE NOT DISCOVERED EVERYTHING YET
WE DID NOT DO THAT
WE DID NOT GO TO THE BOUNDARY WATERS RECENTLY
NO TIME TO GO
WE DECIDE WHAT WE WANT TO DO WHEN WE GET THERE.
DID NOT GO THERE
BECAUSE OF AGE AND DONE THOSE THINGS WHEN HE WAS YOUNGE
CAUSE THEY WENT TO CANADA
I HAVE NOT GONE THERE YET.
COULDN'T AFFORD IT.
HAVE BEEN IN A COUPLE YEARS
WE DIDN'T GO THERE
WAS NOT MAKING TRAVEL PLANS AT THE TIME I SAW IT.
WAS NOT VISITING THERE
COULDN'T FIND ANYONE TO GO TO THE BOUNDARY WATERS WITH AND DID WANT TO GO ALONE
I WOULD NOT FEEL SAFE GOING ON A TRIP THERE WITH MY FAMILY, WHICH IS MADE UP OF MY 12 YEAR OLD DAUGHTER AND MYSELF. IT WOULD BE JUST MY LUCK TO BE EATEN BY BEARS. PLUS, I CAN SEE PLENTY OF WILDERNESS WITHOUT TRAVELING PRACTICALLY TO CANADA.
WE WERE NOT GOING THAT FAR NORTH
LEG INJURY PREVENTS THIS TYPE OF VACATION
WE WANT TO TRAVEL TO NEW PLACES. WE HAVE BEEN THERE MANY TIMES IN OUR PAST.
HAVENT PLANNED TO GO THERE
NO INTEREST
DO NOT PLAN TO TRAVEL THERE ANY TIME SOON.
I WASN'T PLANNING A TRIP THERE
I HAVE NEVER BEEN TO THE BOUNDRY WATERS. SOON I HOPE.
HAVE NOT TAKEN A MOTORCYCLE TRIP TO BOUNDRY AREAS YET
NOT INTERESTED.
WE DON'T NORMALLY PLAN OUR TRIPS. WE GO ON THE SPUR OF THE MOMENT WHENEVER WE CAN GET AWAY
DID NOT APPLY TO PLANS
WE DECIDED TO TRAVEL ELSEWHERE
WE ARE NOT CURRENTLY PLANNING A TRIP TO MINNESOTA, BUT MAY DO SO IN THE FUTURE. WE LIVE QUITE A DISTANCE FROM MINNESOTA, SO ANY TRIPS MAY INCLUDE ALL KINDS OF ACTIVITIES.
WE DON'T CANOE

TRIP CANCELLED.
WAS NOT GOING TO THE BOUNDARY WATERS AREA.
WAS NOT ABLE TO PUT TOGETHER A TRIP TO THE BOUNDARY WATER AREA.
DIDN'T LIKE IT
CHOSE ANOTHER PLACE BASED ON FISHING AND RESORT FEEL
NOT INTERESTED
DECIDED NOT TO CANOE
DECIDED NOT TO GO THERE AT THIS TIME
DECIDED NOT TO VISIT
DIDN'T GET THAT FAR

<b>Q6A_3 - WHY DID YOU NOT USE THE MINNESOTA FISHING PUBLICATION IN YOUR TRAVEL PLANNING?</b>
I JUST DID NOT
BECAUSE YOU NEVER BEEN TO MINISTA
MY IDEA OF A VACATION IS GOING TO MUSEUM I AM NOT A OUTDOORS PERSON BUT MY HUSBAND DOES SOMETIMES
HAVEN'T BEEN TO MINNESOTA YET
I HONESTLY DON'T THINK ABOUT USING IT.
GOING SOMEWHERE ELSE
I SAW THOSE ADS ON TELEVISION, BUT NOT IN MY OWN TRAVEL PLANNING.
I GO TO SOME PARTICULAR SPOTS IN MINNESOTA
WE HAVEN'T USED IT RECENTLY. MY HUSBAND HAS USED IT IN THE PAST.
GAS PRICES TO HIGH
TIME DIDN'T ALLOW IT
HE JUST START RECEIVING IT IN THE MAIL.
TRIP GOT CANCELED
WE NEVER GO TO MINNESOTA VACATIONING.
WAS HOSPITALIZED
NOT INTERESTED IN TRIPS TO MINNESOTA
NEVER FISHED THERE
VACATION OUT OF STATE
IN MINNESOTA WE GO TO CERTAIN PLACES
MY FOLKS HAD A COTTAGE ON STAR FOR 44 YEARS SO IT WAS PART OF OUR LIFE
NOT YET
WE DIVE
NOT APPROPRIATE AT THE TIME I WAS THERE.
WAS NOT GOING TO MINNESOTA YET. WOULD LIKE TO PLAN ON A NEW STATE EACH YEAR
DIDNT GO
WE DID NOT GO TO MN
AGE.. MOST LIKELY.. NO EQUIPMENT, ETC.
IT DOES NOT APPEAL TO ME
DO NOT FISH
HAVEN'T BEEN THERE
THE OTHER COUPLE WE WENT WITH DID NOT FISH
IT IS IN THE PLANS FOR THIS COMING YEAR
I KNOW WERE WE ARE GOING AND KNOW WHAT I WILL FISH FOR AND WHEN. (WE OWN A SECOND HOME ON A LAKE).
KNOW LAKES WELL
I DON'T LIKE TO FISH
DIDN'T WANT TO GO FISHING AT THAT TIME.
NOT NOW
I GENERALLY ALREADY HAVE AN IDEA OF WHERE I WANT TO FISH IN MINNESOTA
DID RESEARCH FOR OUT-OF-STATE RELATIVES THAT WANTED TO DO SOME FISHING.
WE DON'T PLAN OUR TRIPS AROUND FISHING. WE MIGHT GO FISHING ONCE IN A GREAT WHILE MORE SPUR OF THE MOMENT.

WE DIDN'T FISH THAT TRIP.
WE DECIDED NOT TO GO
WE HAVEN'T TRAVELED MUCH
JUST DID NOT HAVE WHAT WE NEEDED
ALREADY KNEW OF DESTINATION
OWN A PLACE ON THE LAKE
WE WENT SOMEPLACE CLOSER
LOCAL
WE GOT THE MINNESOTA EXPLORE BEFORE THIS ONE
HE JUST READS THE PUBLICATION
WE GO BY FRIENDS WORD OF MOUTH OR WE GO ELSEWHERE
USUALLY GO BY MOTORCYCLE AND HARD TO BRING FISHING EQUIPMENT
WE DID NOT FEEL LIKE IT
NO TIME YET
WE KNEW WHAT LAKES WE WERE GOING TO.
WE HAVE NOT PLANNED A TRIP YET.
SAME REASON
WE DIDN'T GO FISHING.
WAS NOT MAKING TRAVEL PLANS AT THE TIME OF VIEWING.
I DON'T CONSIDER MYSELF A FISHERMAN. IT'S BORING.
CAME AT THE WRONG TIME OF THE YEAR AND I MISPLACED IT
I KNOW WHERE I WANT TO FISH
SAME AS PREVIOUS ANSWER
LIVE IN-STATE, ONLY USE OUT OF STATE FISHING GUIDES WHEN SELECTING ROUTES FOR ANNUAL MOTORCYCLE TRIP
HAD TO RESCHEDULE TRIP DUE TO OTHER FAMILY OBLIGATIONS.
DIDN'T THINK ABOUT IT
DIDNT FIND IT INFORMATIVE
I ONLY SAW THOSE MAGS IN A DR OFFICE
COST TO MUCH
GOT THE BOOK LATE IN SEASON
NO TIME
JUST LOOKED AT. NEVER REALLY PLANNED ON FISHING IN MINNESOTA.
CAME AFTER OUR VACATION
DIDN'T WANT TO FISH
TRIPS WERE PLANNED BY OTHER FRIENDS WHO HAD MINNESOTA EXPERIENCE.
WASN'T GOING THERE
SAME REASON AS BEFORE
DIDN'T GO THERE YET - GAS TOO EXPENSIVE FOR A LONG TRIP
NORTHERN MINNESOTA WAS OUR FAMILY VACATION SPOT WHEN I WAS A KID. I READ IT PURELY FOR NOSTALGIA AND TO SEE HOW THINGS MIGHT HAVE CHANGED
HAVENT BEEN TO THEM YET

<b>Q6A_4 - WHY DID YOU NOT USE THE MINNESOTA SKIING &amp; SNOWBOARDING PUBLICATION IN YOUR TRAVEL PLANNING?</b>
WE DO NOT DO THAT
I HAVE SEEN THOSE ADS ON TELEVISION, BUT NOT IN MY OWN TRAVEL PLANNING.
DO NOT LIKE SNOW
NO REASON
IT WAS NOT FOR TRIP PLANNING
NOT INTERESTED
NOT A SKIER
I NEVER WENT TO MINNESOTA.
BECAUSE MY WIFE DOES NOT SKI.
LOCAL
WE HAVEN'T GONE SKIING FOR A NUMBER OF YEARS
I JUST LIKE TO SEE WHAT IS OUT THERE.
BROKE MY LEG BEFORE I COULD DO ANY WINTER SPORTS
I DON'T SKI OR SNOWBOARD - I'VE JUST SEEN THE MAGAZINE
I ALREADY KNOW WHERE TO CROSS-COUNTRY SKI.
INTEREST NEVER DEVELOPED INTO INTENT TO SKI
I AM NOT GOOD AT SKIING, AND IT HURTS MY KNEES AND FEET.
CAME AFTER OUR VACATION
DIDN'T WANT TO SKI
SAME REASON

<b>Q6A_5 - WHY DID YOU NOT USE THE MINNESOTA WILDLIFE PUBLICATION IN YOUR TRAVEL PLANNING?</b>
HAVE NOT TAKEN VACATION YET
STILL PLANNING TRIP THERE THIS YEAR.
BECAUSE YOU NEVER WENT TO MINNASOTA
USUALLY WE TRAVEL OUTSIDE MINNESOTA
WE WERE NOT PLANNING TO DO THAT
I HAVEN'T BEEN THERE YET
DONT HUNT BECAUSE OF HEALTH
IT HAS BEEN A WHILE SINCE I HAVE BEEN TO MINNESOTA
JUST DID NOT COME UP
JUST GO INTO THE PLANNING
HAVENT HAD A CHANCE TO YET !
IT WAS JUST FOR INFORMATION NOT FOR PLANNING AROUND IT
IT DIDN'T FIT OUR PLANS.
NOTHING APPEALS TO US
I DO NOT KNOW WHY WE DID NOT
I GET OTHER SOURCES
IT WAS THE SEASON OF THE YEAR I WAS THERE IT WAS NOT HUNTING SEASON
NOY YET
WE GO TO THE CARABEN
ARTHRITIS
DID NOT PLAN ON GOING TO MINNESOTA YET - GOING TO TRY TO GO TO A NEW STATE EACH YEAR
DIDNT GO
JUST NOT THAT PUBLICATION
NOT AN INTEREST BY ITSELF
JUST WAS LOOKING AT IT FOR LEISURE.
DID NOT GET TO IT
DID NOT PLAN TRIP.
KNOW WHERE I LIKE TO GO
I DON'T THINK I SEEN THE PUBLICATION
MONEY. I HAVE A TRIP SCHEDULED FOR CANADA AND WILL STOP IN MINNESOTA
HAVE NOT HAD THE NEED TO USE IT.
JUST HAVE NOT GOT THAT FAR YET
I LIVE IN MINNESOTA
DID NOT NEED IT
WE DID NOT HAVE TIME
LOCAL
IT WAS NOT PART OF MY PLANS
NOT YET DUE TO WEATHER
WE KNOW OUR WAY AROUND.
PICK UP THERE
IT WAS TOO MANY OTHE CHOICES
NO TIME YET
WAS NOT AN IMPORTANT PART OF WHAT WE WERE DOING.

JUST FOR SCHOOL
WE DID NOT PLAN A TRIP AS MY HUSBAND DID A FISHING TRIP.
I WAS NOT AWARE OF THE PUBLICATION NOR HOW TO GET IT.
I DON'T NEED IT IN MN.
JUST WANTED TO LOOK AT IT
HEALTH REASONS - COULDN'T GO THAT YEAR--STILL PLAN TO IN THE FUTURE
NEVER THOUGHT ABOUT IT
NOT FAMILIAR WITH IT
I KNEW WHERE I WAS GOING.
WASN'T GOING THERE
DECIDED NOT TO GO TO MINNESOTA
HAVENT BEEN THERE YET

<b>Q7B - WHY DID YOU NOT USE THE MINNESOTA EXPLORER TRAVEL NEWSPAPER IN YOUR TRAVEL PLANNING?</b>
NO VACATION SO FAR
HAVE OUR FAVORITE PLACES TO GO TO IN MINNESOTA
WENT OUT OF STATE
I DO NOT GO OUT IN MN VERY OFTEN.
DID NOT NEED IT
JUST GO FISHING
DIDN'T GO THAT FAR
I MIGHT HAVE GONE TO AN AREA THAT WAS FEATURED IN THE EXPLORER
I LIVE IN MINNESOTA
SOMETIMES WE GO PARK TO PARK
I HAVE ONLY SEEN THE PUBLICATION I HAVE NEVER RECEIVED A COPY OR USED IT TO PLAN MY VACATIONS. I ALSO NORMALLY TRAVEL TO SPOTS I HAVE BEEN TO PREVIOUSLY
WE DID NOT GO TO TRAVELING IN MINNESOTA.
HAD PLANS SET ALREADY FOR OUR TRIP TO MINNESOTA.
HAVE NOT BEEN THERE TO FISH
IT JUST WAS NOT ONE OF THE THING I REGUARLY LOOK AT. I GO BY WHAT MY FAMILY AND FRIENDS HAVE DONE BY
I MAINLY USED THE INTERNET.
STILL PLANNING
WE USUALLY GO OUT OF STATE FOR OUR VACATIONS
ONLY GO FISHING NICE TO READ
LOOKING FOR STUFF
WHEN I LEAVE MINNESOTA I GO OTHER PLACES
DON'T NEED IT, MANY OTHER RESOURCES FOR SPECIFIC SITES.
DON'T RECALL IF WE DID OR NOT
KNEW WERE I WAS GOING
I HAD PLANS TO GO SOMEWHERE DIFFERENT
LIVE IN MINNESOTA
I THINK I DID NOT KNOW ABOUT THE NEWSLETTER
DID NOT NEED IT CANOE AND BIKED
THE TRIP DID NOT WORK OUT
WE DID NOT GO
I DECIDED TO TRAVEL OUT OF STATE. I WOULD HAVE USED IT IF I HAD BEEN TRAVELING IN MINNESOTA.
NOT TRAEEL PLANNING
KNOW WHERE I WANT TO GO
I TRAVEL OUTSIDE OF MINNESOTA
WASN'T PLANNING A TRIP AT THE TIME I SAW IT.
DID NOT TK IT WITHUS
WASN'T TRAVELING IN MN
TOO MUCH ADVERTISING AND NOT ENOUGH HARD INFORMATION (RATES, ETC).
WE DECIDED TO GO SOMEWHERE ELSE.
I LIVE IN MN AND I KNOW WHERE WE WANT TO GO.

I KNEW WHERE I WAS GOING
I ENJOY READING THE EXPLORER, BUT MY PLANNING USES OTHER PUBLICATIONS OR THE INTERNET.
NO REASON
USUALLY TRAVEL OUTSIDE THE STATE.
OUR PLANS WERE MADE ALREADY.
DIDNT' FIND ANYTIN GIN THERE THAT I WANTED TO DO AT THA TIME
WE TRAVELED OUT OF STATE
NOT WHERE WE ARE GOING.
TRIP ALREADY PLANNED.
MY WIFE DOES NOT SKI.
ALREADY KNOW MINNESOTA MAY FILE A FEW IDEAS BUT NOT JUST TO PLAN A TRIP
GO TO SAME PLACE
WE ARE NOT USUALLY NOT TAKING A TRIP TO MINNESOTA.
I CAN'T REMEMBER IF I USED IT OR NOT. I GOT IT ABOUT THREE YEARS AGO.
IT DID NOT SEEM TO HAVE ANYTHING IN THERE I WAS AWARE OF AND MOST OF MY TRAVELING IS NOT IN MINNESOTA
WAS NOT PLANNING A TRIP AT THAT TIME
I DON'T THINK WE HAVE USED IT FOR TRAVEL
WE HAVENT GONE YET
JUST GO ON THE SPUR OF THE MOMENT
THAT WAS NOT OUR DESTINATIONS.
WHEN WE MADE OUR TRAVEL PLANS, IT WAS NOT AROUND
WE DO NOT GO UP THERE VERY OFTEN
DONT TRAVEL ANYMORE
BEFORE HAND PLANNING
HAVENT GOT MUCH IN MINNISOTA
NOT YET
DID NOT KNOW ABOUT IT UNTIL WE PICKED IT UP.
JUST DIDN'T
NO TRIP PLANNED.
NO TRIP TO MINNESOTA.
GOT A COPY AT ARRIVAL
WE HAD DIFFERENT PLANS THIS YEAR
BECAUSE WHEN I TRAVEL IN MN, WE GO TO MY BOYFRIEND'S PARENT'S CABIN IN NOTHERN MN
NO BECAUSE WE HAVE NOT GONE TO MINNESOTA.
JIST READ IT AS WE WENT A SOCCER TOURNAMENT AND DID NOT GET A CHANCE TO DO ANY SIGHTSEEING AS NOT ENOUGH TIME.
FOUND SOMETHING ELSE
IT IS A GOOD SOURCE FOR FUTURE PLANNING. IT WASN'T PERTINANT TO WHERE I WAS GOING.
I RECALL SEEING IT, BUT DON'T KNOW WHEN.
DON'T USUALLY GO TO ANY SITES IN MINNESOTA
NO RELAVENT TO INTERESTS
NOT NEEDED FOR PLANNING IN HOME STATE
GOING TO LAS VEGAS

LIVED IN MINNESOTA ALL MY LIFE, AND REFER TO AN ATLAS WHEN TRAVELING WITHIN THE STATE. AND, WE HAVE OUR FAVORITE DESTINATIONS.
TRIP THAT I WAS THINKING ABOUT FELL THROUGH DUE TO OTHERS WHO WERE TO GO ON THE TRIP.
DON'T LEISURE TRAVEL IN MN
TRAVELED OUT OF STATE THIS YEAR. KNOW QUITE A BIT ABOUT OUR STATE (MN) AND TRAVEL QUITE OFTEN (MOSTLY MY HUSBAND) TO GO FISHING AND HUNTING.
I ALWAYS KNOW WHERE I WANT TO GO IN MINN. OTHERWISE, I GO TO THE GULF OF MEXICO OR ALASKA FOR DEEP SEA FISHING.
NOT PLANNING A TRIP TO THIS AREA.
NO SPECIFIC REASON I GUESS
DID NOT GO TO MINNESOTA
I DON'T TRAVEL TO MINNESOTA ANYMORE
HAVE NO IMMEDIATE PLANS TO TRAVEL TO THE TUNDRA
GO TO THE SAME PLACES USUALLY. MY HUSBAND FISHES IN TOURNAMENTS

<b>Q7E - ARE THERE ANY CHANGES YOU'D LIKE TO SEE TO THE MINNESOTA EXPLORER TRAVEL NEWSPAPER?</b>
MORE ACTIVITIES LISTED AND WHERE THEY ARE LOCATED
SAME AS BEFORE JUST EVENTS THAT TAKE PLACE IN THE AREAS.
POSSIBLY INFORMATION ON MUSUEMS,ALSO SECTIONS ON CENTRA
DAY TRIP OUTSIDE MINNEAPOLIS PLANNED FOR ME. FAMILY FUN
MORE ADVERTISING, MORE COUPONS, SPECIALS
REVIEWS OF RESORTS
THE BYWAYS FEATURED
MORE THINGS FOR OLDER PEOPLE TO SEE.
MORE DETAIL ON SITES AROUND THE STATE.
LEARNING OPPORTUNITIES
MORE URBAN ADVENTURES
MORE DISCOUNTS
FOR IT TO BE CHEAPER TO AFFORD
MORE FOCUS ON SMALLER RESORTS THAT ARE HIDDEN GEMS
I HAVE A THREE-YEAR-OLD, SO I AM LOOKING FOR PLACES/ACTIVITIES THAT HE WOULD ENJOY.
MORE INFORMATION FOR KIDS TRAVEL
MORE COMPARISONS BETWEEN RESORTS.
I REALIZE ADVERTISING IS EXPENSIVE IN THAT PUBLICATION FOR SMALL BUSINESSES. COULD A LISTING OF BUSINESS WITH JUST PHONE NUMBERS OR WEBSITES BE OFFERED. OR COULD THE CHAMBERS OF COMMERCE GIVE A LISTING OF BUSINESSES FOR THOSE THAT CANNOT AFFORD THE SERVI
NEED INFO ON GARDENS TO VISIT
MORE ON FISHING AND CAMPING
MAYBE MORE RESORTS IN THE AREA, ALSO, SCENIC MOTORCYCLE ROUTES THROUGHOUT THE STATE WITH SIGHTSEEING ATTRACTIONS OF NATURE, CASINOS, SHOPPING, ETC.
RESTAURANTS.
I LIKE THE PUBLICATION.
IT WOULD BE GREAT TO HAVE A SECTION OF FOCUS ON DAY TRIPS FOR THE MORE FREQUENT LESS COMMITTED TRAVELER. OTHERWISE IT'S A GREAT PUBLICATION.
MORE ACTIVIES IN THE TWIN CITY AREA
OTHER STATE EXPLORER PUBLICATIONS
WHERE ALL THE CORN ON THE COB FESTIVALS ARE IN THE SUMMER
MORE ROAD TRIP IDEAS
MAYBE BREAK IT UP TO TYPES OF ACTIVITIES, LEISURE, SERIOUS OUTDOORS PERSON, MODERATE OUTDOORS ETC
IT'S VERY COMPREHENSIVE--I CAN'T THINK OF A THING.
I LOVE LOVE LOVE MAPS
YES- EXAMPLE, TRAVELED TO SEE SPRINGFIELD, MINNESOTA'S CENTINNEL CELEBRATION BECAUSE OF A LOCAL TWIN CITIES NEWS BROADCAST. MORE SPECIALIZED EVENTS LIKE THAT MAKE GREAT MOTORCYCLE DAY TRIPS
I LOVE THIS NEWSPAPER. I HAVE USED IT MANY TIMES.
PET FRIENDLY RESORTS & LODGING.
I WOULD LOKE ALL INFORMATION ON CAPGROUND AND RV PARKS