

2020 Vision – Creating Minnesota Tourism for Tomorrow

(Introduction to online survey, and results for all respondents)

Thank you for your interest in helping to create a thriving future for tourism in Minnesota.

In this survey, you will be asked to rate the priority levels of action-oriented items within 5 broad issue areas: business operations; marketing; travel product/experiences; environment; and transportation/transit. Additional questions consider who should be involved in addressing issue areas; and the role of the University of Minnesota Tourism Center.



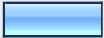
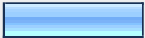







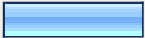
Please keep in mind that the focus is on actions over the next 10 years that will keep tourism thriving. Although the current business climate is especially challenging, please think beyond the present situation as you take this survey.





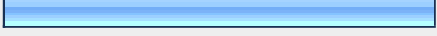
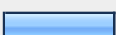


Upon completion of the survey, you will be entered in a drawing for a one-month graphical ad on exploreminnesota.com – a \$300 value.


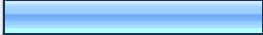
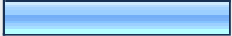
If you exit the survey before completing it, you may re-start it at a later time by again using the link in the email invitation. However, if you do this, you will need to re-enter responses starting at the beginning of the survey.

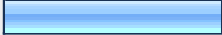
After completing each page, click "Next" to proceed.

2020 Vision - Creating Minnesota Tourism for Tomorrow

1. What industry sector are you affiliated with? (If more than one applies, check the primary one.)			Response Percent	Response Count
Indoor lodging			30.5%	141
Camping			4.3%	20
Attraction			10.4%	48
Chamber/CVB/Tourism association			15.2%	70
Event/Festival			7.6%	35
Retail			4.5%	21
Government			9.1%	42
Academic institution			0.2%	1
Publication			0.6%	3
Restaurant			1.1%	5
Transportation			1.3%	6
Other (please specify)			15.2%	70
			<i>answered question</i>	462
			<i>skipped question</i>	5

2. What is your position? (If more than one applies, check the one that is the best fit for your primary tourism/hospitality responsibilities.)			Response Percent	Response Count
Travel counselor			1.7%	8
Clerical			3.0%	14
Sales and marketing			10.8%	50
Other professional			8.4%	39
General manager/owner			47.5%	221
Chamber/CVB/Tourism association director			12.0%	56
Student			0.2%	1
Other (please specify)			16.3%	76
			<i>answered question</i>	465
			<i>skipped question</i>	2

3. In what Tourism Region are you located?			Response Percent	Response Count
Northeast (includes Aitkin, Carlton, Cook, Isanti, Itasca, Kanabec, Koochiching, Lake, Pine, St. Louis Counties)			23.3%	108
North Central/West (includes Becker, Beltrami, Benton, Cass, Clay, Clearwater, Crow Wing, Douglas, Grant, Hubbard, Kittson, Lake of the Woods, Mahnommen, Marshall, Mille Lacs, Morrison, Norman, Otter Tail, Pennington, Polk, Pope, Red Lake, Roseau, Sherburne, Stearns, Stevens, Todd, Wadena, Wilkin Counties)			28.3%	131
Southern (includes Big Stone, Blue Earth, Brown, Chippewa, Cottonwood, Dodge, Faribault, Fillmore, Freeborn, Goodhue, Houston, Jackson, Kandiyohi, Lac qui Parle, Le Sueur, Lincoln, Lyon, McLeod, Martin, Meeker, Mower, Murray, Nicollet, Nobles, Olmsted, Pipestone, Redwood, Renville, Rice, Rock, Sibley, Steele, Swift, Traverse, Wabasha, Waseca, Watonwan, Winona, Yellow Medicine)			24.6%	114

Counties)		
Metro (includes Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, Wright Counties)		23.8%
	answered question	
	skipped question	
		110
		463
		4

4. Business Operations: Which business operations issues should be priorities for Minnesota's tourism industry over the next 10 years?						
	1 Very low priority	2	3	4 Very high priority	Unsure	Response Count
Quality customer service training for tourism employees	2.5% (11)	8.0% (35)	34.3% (151)	53.4% (235)	1.8% (8)	440
Planning and training on generational differences in the workforce	8.8% (39)	32.9% (145)	39.9% (176)	12.9% (57)	5.4% (24)	441
Improving tourism career education in high schools	12.7% (56)	32.0% (141)	39.2% (173)	12.5% (55)	3.6% (16)	441
Improving tourism career education in colleges	8.5% (37)	21.3% (93)	45.3% (198)	21.5% (94)	3.4% (15)	437
School schedule impact on workforce availability	7.3% (32)	22.4% (98)	37.7% (165)	28.1% (123)	4.6% (20)	438
Immigration issues including work visas	17.7% (77)	32.3% (141)	28.0% (122)	15.1% (66)	6.9% (30)	436
Tip credit and minimum wage issues	11.1% (49)	22.2% (98)	39.2% (173)	22.2% (98)	5.2% (23)	441
Taxes and fees	3.4% (15)	12.0% (53)	32.3% (142)	47.7% (210)	4.5% (20)	440
Government regulations	2.9% (13)	9.9% (44)	37.5% (166)	44.2% (196)	5.4% (24)	443
Affordable health insurance	5.0% (22)	8.2% (36)	22.0% (97)	57.0% (251)	7.7% (34)	440
Other business operations issues (please specify below)	5.4% (9)	4.8% (8)	12.5% (21)	19.6% (33)	57.7% (97)	168
						49
	answered question					444
	skipped question					23

5. Marketing - Targets: Which markets should be priorities for Minnesota's tourism industry over the next 10 years?

	1 Very low priority	2	3	4 Very high priority	Unsure	Response Count
Minnesota residents	0.0% (0)	3.0% (13)	21.8% (95)	74.8% (326)	0.5% (2)	436
Residents of nearby states & provinces	0.2% (1)	0.7% (3)	14.2% (62)	84.4% (368)	0.5% (2)	436
Targeted cities/states further from Minnesota	2.8% (12)	18.0% (78)	45.3% (196)	32.1% (139)	1.8% (8)	433
International markets	13.6% (58)	34.9% (149)	31.4% (134)	16.6% (71)	3.5% (15)	427
20-35 year-old travelers	2.1% (9)	8.3% (36)	44.2% (191)	42.1% (182)	3.2% (14)	432
Ethnic communities	10.0% (43)	29.4% (127)	37.3% (161)	18.1% (78)	5.3% (23)	432
Gay & lesbian market (GLBT)	25.6% (110)	23.1% (99)	30.8% (132)	14.0% (60)	6.5% (28)	429
Other marketing targets (please specify below)	4.4% (7)	1.3% (2)	9.5% (15)	35.4% (56)	49.4% (78)	158
						73
	answered question					437
	skipped question					30

6. Marketing - Emphasis: What should be emphasized in marketing Minnesota during the next 10 years?

	1 Very low priority	2	3	4 Very high priority	Unsure	Response Count
Enjoyment of natural resources	0.2% (1)	1.4% (6)	16.8% (73)	81.6% (355)	0.0% (0)	435
Cultural experiences: arts, heritage, ethnic food, wineries, etc.	1.6% (7)	9.2% (40)	36.3% (158)	52.0% (226)	0.9% (4)	435
Outdoor recreations: trails, golf, fishing, etc.	0.0% (0)	3.0% (13)	20.7% (90)	75.2% (327)	1.1% (5)	435
Amateur sports events	13.4% (58)	32.9% (142)	38.9% (168)	13.0% (56)	1.9% (8)	432
Shopping	8.8% (38)	23.5% (101)	45.6% (196)	21.2% (91)	0.9% (4)	430
Diverse lodging/camping experiences, including resorts	2.3% (10)	6.5% (28)	32.3% (139)	58.1% (250)	0.7% (3)	430
Quick trips: short, close-to-home getaways	1.6% (7)	3.2% (14)	22.9% (100)	70.9% (310)	1.4% (6)	437
Family travel, including grandparent/grandchild trips	1.2% (5)	6.0% (26)	28.6% (124)	62.1% (269)	2.1% (9)	433
Enticing young people to outdoor recreation	1.4% (6)	9.2% (40)	26.6% (116)	61.9% (270)	0.9% (4)	436
Travel's mental/physical health benefits	4.6% (20)	13.9% (60)	43.4% (188)	36.0% (156)	2.1% (9)	433
No sales tax on clothing	16.8% (73)	25.3% (110)	26.7% (116)	28.7% (125)	2.5% (11)	435
Medical tourism	14.5% (63)	31.0% (135)	29.0% (126)	11.7% (51)	13.8% (60)	435
Other areas of marketing emphasis (please specify below)	2.5% (3)	0.8% (1)	9.1% (11)	14.9% (18)	72.7% (88)	121
						28
	answered question					437
	skipped question					30

7. Marketing - Tactics: Which marketing tactics should be priorities for Minnesota over the next 10 years? (Note: Internet, print and broadcast advertising will likely remain high priorities, so do not appear on this list.)

	1 Very low priority	2	3	4 Very high priority	Unsure	Response Count
Cooperative marketing/partnerships among communities &/or businesses	0.9% (4)	4.8% (21)	27.7% (121)	64.3% (281)	2.3% (10)	437
Continuing education for communities & businesses about travel marketing	1.4% (6)	15.5% (67)	49.2% (212)	31.8% (137)	2.1% (9)	431
Use of new, personal technologies (social marketing, mobile technology, etc.)	0.5% (2)	8.8% (38)	37.2% (161)	49.9% (216)	3.7% (16)	433
Coupons	13.1% (56)	30.3% (130)	38.5% (165)	16.6% (71)	1.6% (7)	429
Public relations to position Minnesota tourism favorably in the media and elsewhere	1.1% (5)	5.3% (23)	21.3% (93)	71.1% (310)	1.1% (5)	436
Other marketing tactics (please specify below)	3.3% (4)	0.0% (0)	6.6% (8)	19.0% (23)	71.1% (86)	121
						27
	<i>answered question</i>					438
	<i>skipped question</i>					29

8. Travel Product/Experiences: What travel products and experiences should be developed in Minnesota over the next 10 years?

	1 Very low priority	2	3	4 Very high priority	Unsure	Response Count
Packaged quick-trips	2.1% (9)	11.9% (51)	41.1% (176)	43.0% (184)	1.9% (8)	428
"Green" travel destinations, experiences	4.4% (19)	10.9% (47)	36.0% (155)	47.9% (206)	0.7% (3)	430
Improved quality of lodging throughout Minnesota	3.0% (13)	11.9% (51)	42.8% (184)	39.8% (171)	2.6% (11)	430
Community and regional festivals and events	1.4% (6)	7.1% (31)	34.6% (150)	55.5% (241)	1.4% (6)	434
Amateur sports events	15.9% (69)	36.0% (156)	36.0% (156)	9.7% (42)	2.3% (10)	433
Golf	13.7% (59)	25.7% (111)	39.6% (171)	20.1% (87)	0.9% (4)	432
Educational travel experiences	2.8% (12)	11.6% (50)	44.9% (194)	39.4% (170)	1.4% (6)	432
Technology as part of travel experiences (geo-caching; technology-assisted tours)	4.2% (18)	19.5% (84)	42.8% (184)	30.5% (131)	3.0% (13)	430
Grants to develop travel/tourism product	3.7% (16)	8.4% (36)	35.0% (150)	50.3% (216)	2.6% (11)	429
Other travel product/experience issues (please specify below)	1.8% (2)	0.9% (1)	9.8% (11)	8.9% (10)	78.6% (88)	112
						19
	answered question					435
	skipped question					32

9. Environment: Which environmental issues should be priorities for Minnesota's tourism industry over the next 10 years?

	1 Very low priority	2	3	4 Very high priority	Unsure	Response Count
Increase "green" practices among tourism businesses	3.0% (13)	9.3% (40)	36.3% (156)	50.7% (218)	0.7% (3)	430
Access to Minnesota's land and water resources	1.2% (5)	5.8% (25)	23.7% (102)	68.4% (294)	0.9% (4)	430
Complexity of fishing and hunting regulations	4.4% (19)	24.1% (104)	39.1% (169)	28.7% (124)	3.7% (16)	432
Preserving natural resources	0.9% (4)	3.5% (15)	23.6% (102)	71.3% (308)	0.7% (3)	432
Water quality concerns (both ground water and surface water)	1.8% (8)	5.1% (22)	27.3% (118)	64.4% (279)	1.4% (6)	433
Invasive species issues	2.3% (10)	9.0% (39)	33.9% (146)	52.7% (227)	2.1% (9)	431
Appropriate use of environmental resources	1.4% (6)	2.6% (11)	30.6% (132)	64.3% (277)	1.2% (5)	431
Other environment issues (please specify below)	1.7% (2)	0.0% (0)	5.8% (7)	26.4% (32)	66.1% (80)	121
						40
	<i>answered question</i>					434
	<i>skipped question</i>					33

10. Transportation/Transit: Which transportation/transit issues should be priorities for Minnesota's tourism industry over the next 10 years?

	1 Very low priority	2	3	4 Very high priority	Unsure	Response Count
Highway and bridge construction/maintenance	2.1% (9)	11.6% (50)	39.1% (168)	46.0% (198)	1.2% (5)	430
Development and maintenance of trails (bike, walking, snowmobile, ATV, etc.)	1.6% (7)	6.5% (28)	32.1% (139)	58.9% (255)	0.9% (4)	433
Expansion of local public transit options (shuttle services, light rail, etc.)	9.7% (42)	16.9% (73)	31.5% (136)	40.5% (175)	1.4% (6)	432
Affordable inter-city bus service throughout Minnesota	15.2% (65)	25.9% (111)	36.6% (157)	20.7% (89)	1.6% (7)	429
Improved long-distance passenger rail service	8.1% (35)	16.7% (72)	30.6% (132)	42.1% (182)	2.5% (11)	432
Regional air service to greater Minnesota communities	8.4% (36)	22.8% (98)	42.6% (183)	24.7% (106)	1.6% (7)	430
Reasonable and competitive air fares and service	4.7% (20)	11.0% (47)	38.0% (163)	45.2% (194)	1.2% (5)	429
Tourism industry involvement in transportation planning	4.7% (20)	10.9% (47)	43.3% (186)	38.1% (164)	3.0% (13)	430
Other transportation/transit issues (please specify below)	1.6% (2)	2.4% (3)	10.5% (13)	12.1% (15)	73.4% (91)	124
						23
	answered question					434
	skipped question					33

11. How important is each major issue area to your business or organization? Please respond on a scale from 1 to 4, where 1 is not at all important; and 4 is very important. You may also check "unsure".

	1 Not at all important	2	3	4 Very important	Unsure	Response Count
Business Operations issues	5.5% (23)	19.2% (81)	32.7% (138)	38.4% (162)	4.3% (18)	422
Marketing issues	1.0% (4)	4.3% (18)	22.2% (93)	71.8% (300)	0.7% (3)	418
Travel Product/Experiences issues	2.4% (10)	11.7% (49)	35.2% (148)	48.6% (204)	2.1% (9)	420
Environment issues	4.0% (17)	16.6% (70)	36.5% (154)	41.9% (177)	0.9% (4)	422
Transportation/Transit issues	8.6% (36)	27.1% (114)	37.5% (158)	25.4% (107)	1.4% (6)	421
	<i>answered question</i>					423
	<i>skipped question</i>					44

12. Who do you think should be involved in addressing each major issue area? (Check all that apply.)

	Business Operations issues	Marketing issues	Travel Product/ Experiences issues	Environment issues	Transportation/ Transit issues	Response Count
Federal government	16.2% (62)	5.2% (20)	9.4% (36)	77.7% (297)	86.1% (329)	382
State government	37.0% (149)	38.5% (155)	36.2% (146)	87.1% (351)	87.1% (351)	403
Local government	44.3% (172)	49.0% (190)	46.1% (179)	75.8% (294)	69.6% (270)	388
Trade organizations	53.6% (187)	73.4% (256)	63.0% (220)	38.7% (135)	26.6% (93)	349
Chambers and CVBs	52.6% (211)	92.3% (370)	78.3% (314)	37.4% (150)	32.9% (132)	401
Individual businesses	83.6% (331)	82.1% (325)	70.5% (279)	54.5% (216)	29.0% (115)	396
Explore Minnesota Tourism	37.3% (148)	92.9% (369)	86.6% (344)	49.4% (196)	43.6% (173)	397
University of Minnesota Tourism Center	51.4% (189)	80.2% (295)	74.7% (275)	57.9% (213)	40.2% (148)	368
	<i>answered question</i>					414
	<i>skipped question</i>					53

13. For each major issue area, are you personally willing to become involved in ways that would address issues in that area? Your involvement could vary considerably, from one issue to another. (Note: Your responses here will not commit or exclude you from involvement.)

	Yes, I am willing	No, I am not willing	Unsure at this time	Response Count
Business Operations issues	27.8% (113)	30.8% (125)	41.4% (168)	406
Marketing issues	50.5% (206)	13.7% (56)	35.8% (146)	408
Travel Product/Experiences issues	36.8% (150)	20.8% (85)	42.4% (173)	408
Environment issues	36.3% (147)	24.4% (99)	39.3% (159)	405
Transportation/Transit issues	16.2% (65)	41.4% (166)	42.4% (170)	401
	answered question			415
	skipped question			52

14. University of Minnesota Tourism Center: Where should the Tourism Center focus their work to improve the Minnesota tourism industry? Please respond on a scale from 1 to 4, where 1 is "should NOT be a focus"; and 4 is "should be intense focus". You may also check "unsure".

	1 Should NOT be a focus	2	3	4 Should be intense focus	Unsure	Response Count
Research	2.4% (10)	13.6% (56)	38.0% (156)	40.1% (165)	5.8% (24)	411
Education (credit classes)	3.2% (13)	18.8% (77)	40.2% (165)	32.4% (133)	5.4% (22)	410
Outreach (community workshops and consulting)	1.7% (7)	5.8% (24)	36.0% (149)	53.9% (223)	2.7% (11)	414
Other University of Minnesota Tourism Center functions (please specify below)	3.8% (6)	1.9% (3)	13.3% (21)	18.4% (29)	62.7% (99)	158
						20
	answered question					417
	skipped question					50

15. Is there anything you'd like to tell us that wasn't covered in the questionnaire?

		Response Count
		59
	<i>answered question</i>	59
	<i>skipped question</i>	408

16. If you want to be entered in the drawing for a one-month graphical ad on exploreminnesota.com, please provide your name below, along with a phone number or email address where we can reach you. (Note: We will only use this information to contact you if you win the drawing.)

		Response Percent	Response Count
Name:	<input type="text"/>	99.7%	305
Phone or email:	<input type="text"/>	100.0%	306
	<i>answered question</i>		306
	<i>skipped question</i>		161