2018 Fairmont Area Visitor Profile

Presentation of Survey Findings

General Summary

Survey conducted by:

UNIVERSITY OF MINNESOTA | EXTENSION
TOURISM CENTER

In partnership with:

visit Fairmont

FAIRMONT T.M.
Economic and Development Authority

Martin County Area
Foundation

UNIVERSITY OF MINNESOTA | EXTENSION
SOUTHWEST REGIONAL SUSTAINABLE
DEVELOPMENT PARTNERSHIP

FAIRMONT T.M.
Area Chamber of Commerce

CURA
CENTER FOR URBAN AND REGIONAL AFFAIRS

Survey Methodology

Summary of survey method and locations.

Survey Methodology

Definition of a Visitor

A visitor was defined as an individual who traveled at least 50 miles from their primary residence or stayed at least one night in Fairmont away from home.

Nature of Survey

The survey consisted of a customized questionnaire administered in person on-site by trained staff. Surveys were collected between Jun 1-Aug 31 and Sept 1-Nov 30.

Purpose of the Initiative

To better understand the more than 75,000 people who stay in our hotels each year. Our goal was to reach a greater understanding of who they are, why they are coming, and how long they are staying to better shape our marketing initiatives and provide insight to help guide our long term goals.

Survey Methodology

Survey Locations

Hotels
Campground
Restaurants
Center Creek Orchard
Fairmont Opera House
Heritage Acres
Gomsrud Park
Farmers Market
Interlaken Golf Club
Bowlmor Lanes
Aquatic Park
Sommer Outdoors
Fairmont Liquor Store
Five Lakes Centre
Hy-Vee
Walgreens
Walmart
Super America (I-90)
Interlaken Heritage Days
Fairmont Triathlon & Duathlon
4th of July fireworks
Martin County Fair
Cedar Creek Open
4H State Shooting Sports & Wildlife Invitational

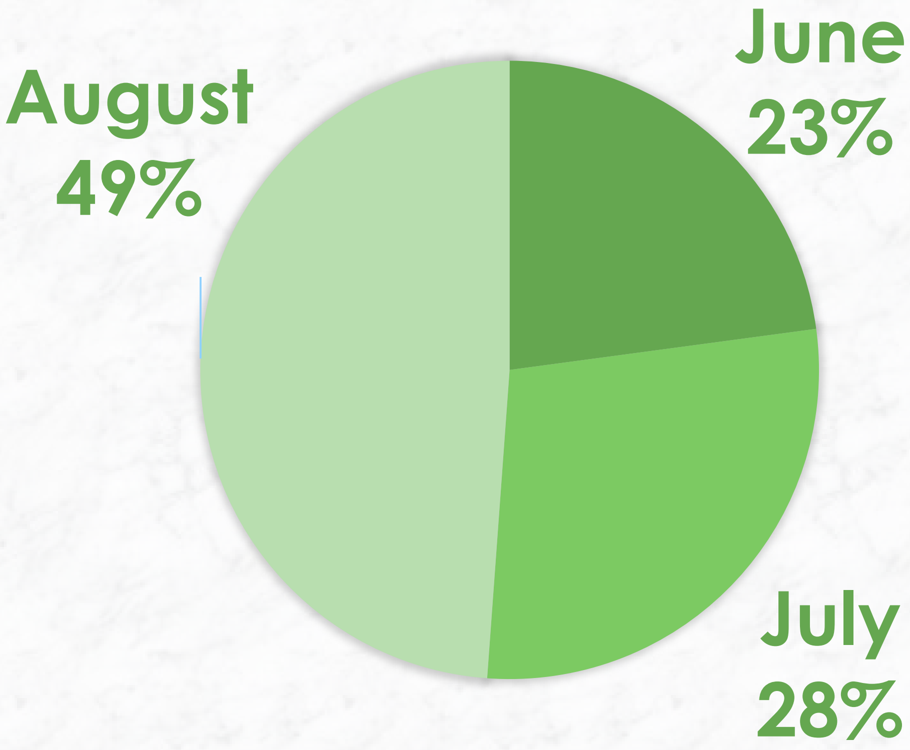
**23 locations were surveyed during the Summer Season (Jun 1-Aug 31) and 18 locations were surveyed during the Fall Season (Sept 1-Nov 30). A total of 383 surveys were collected during the Summer months and an additional 356 surveys were collected during the Fall.*

Survey Collection Analysis

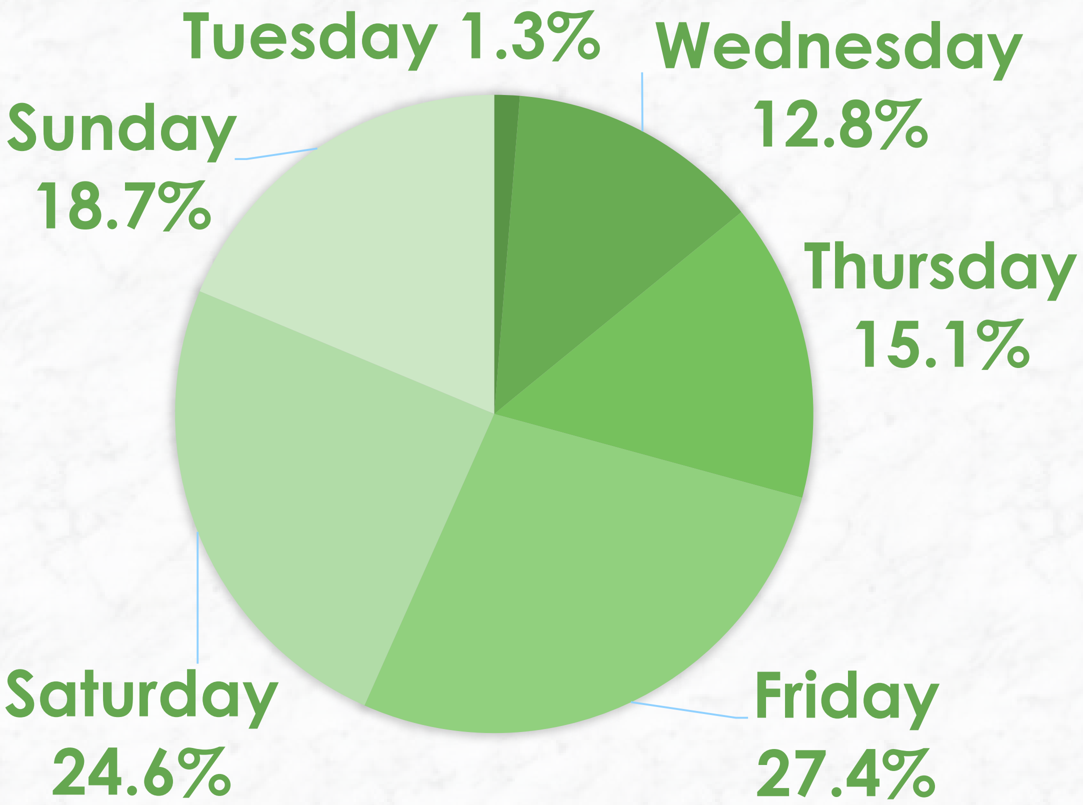
Breakdown of survey collection sources and timeline.

Summer Survey Completion Timeline

n=383



Responses by Month (Pg. 2)

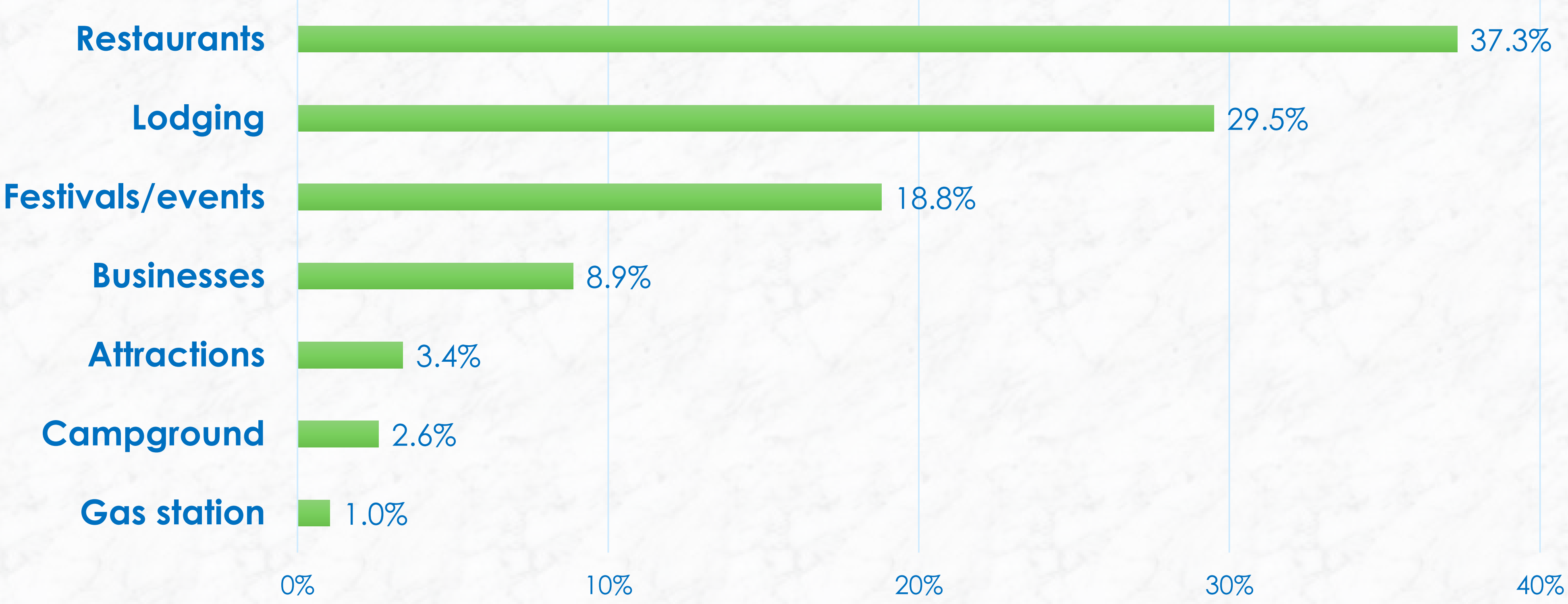


Responses by Day of Week (Pg. 2)

Survey Collection Sources

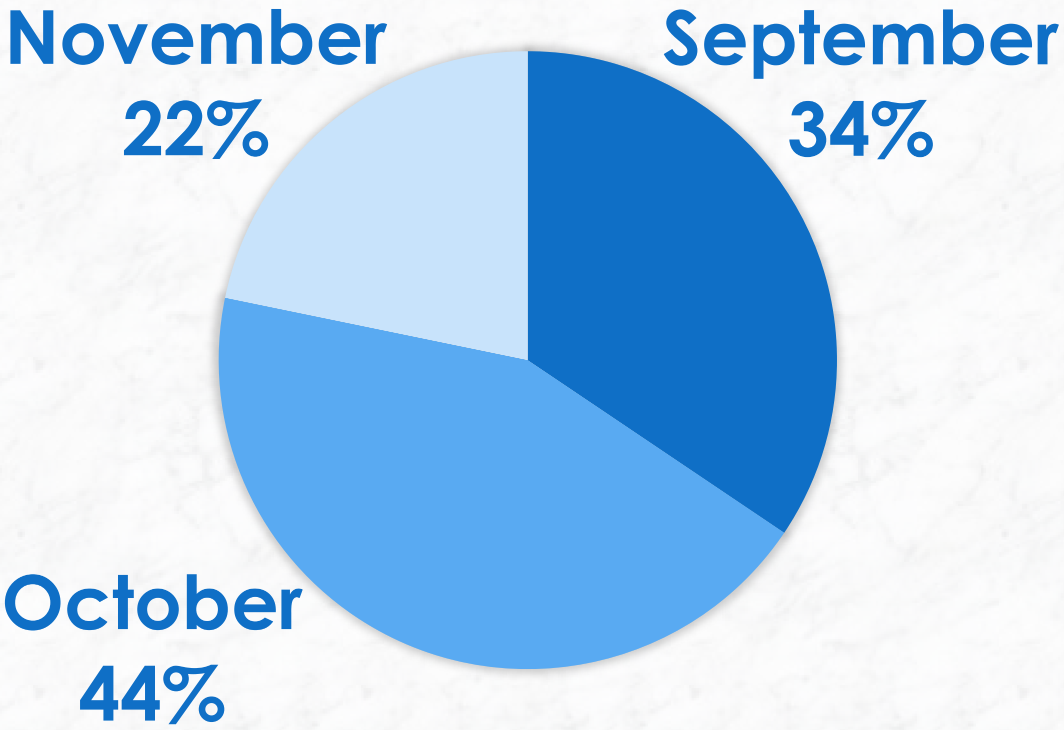
Summer 2018 (Pg. 2)

n=383

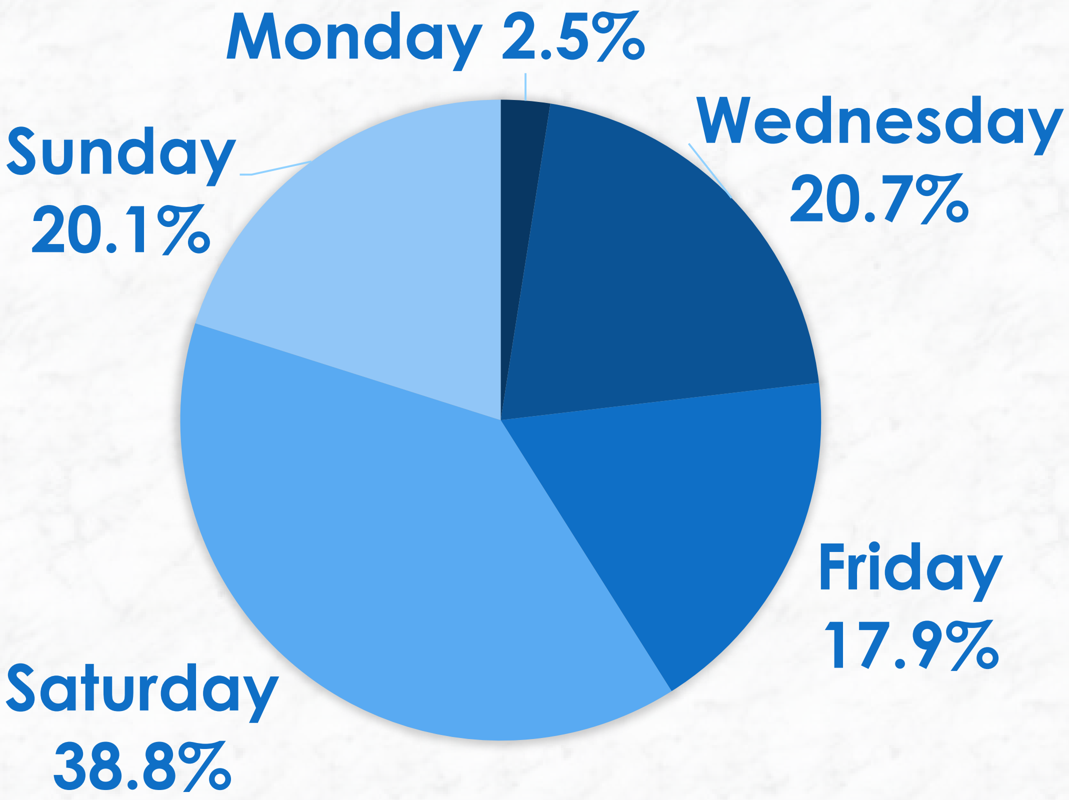


Fall Survey Completion Timeline

n=356



Responses by Month (Pg. 2)

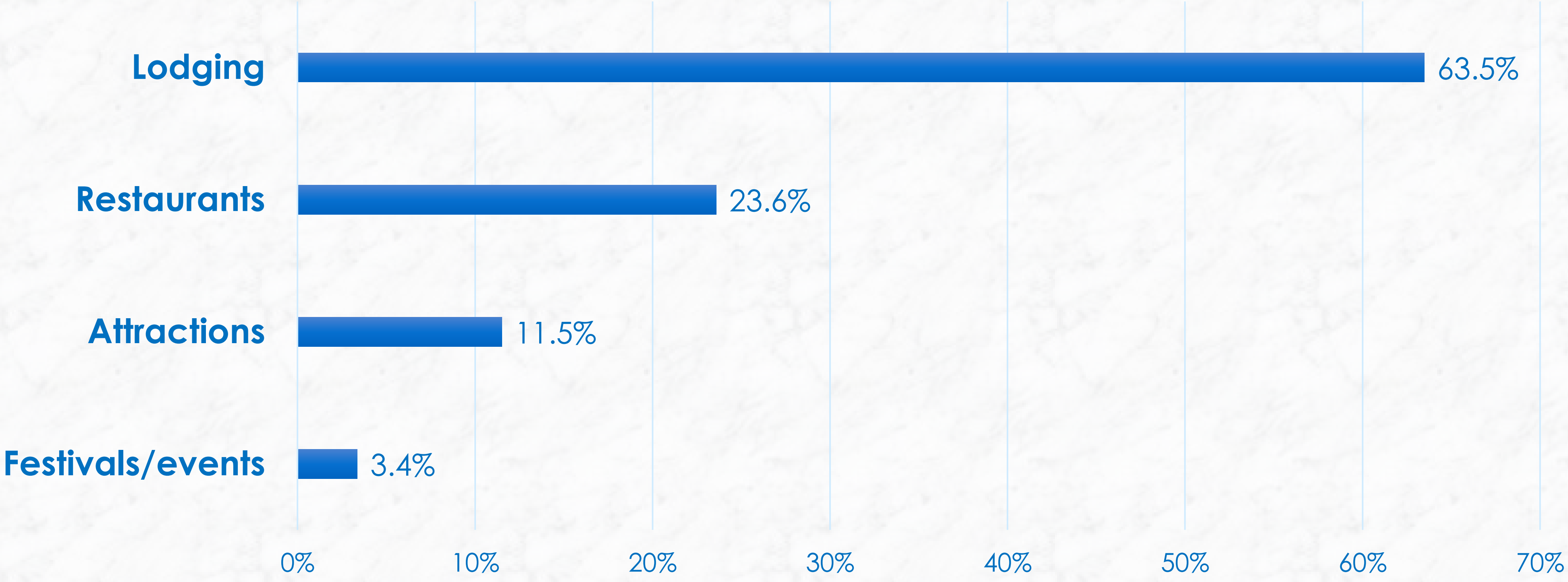


Responses by Day of Week (Pg. 2)

Survey Collection Sources

Fall 2018 (Pg. 2)

n=356



Key Takeaways

- Roughly **75% of visitor surveys** were collected over the weekend – **Friday**, **Saturday**, **Sunday** – in both Summer and Fall survey cycles.
- **Nearly half** of all surveys collected were obtained during the months of **August** (Summer) and **October** (Fall).
- Collection sites produced strong results from **restaurants**, **festivals/events, and other POI** during Summer Cycle while **attractions** saw an uptick in traffic during the Fall.

Other thoughts/observations?

Primary Residence

What is the zip code of your primary residence?

Primary Residence

Summer 2018 (Pg. 6) n=331

Top five states	Percent of respondents
Minnesota	47.7
Iowa	13.4
Wisconsin	5.7
South Dakota	5.4
Illinois	3.3

Top five Core Metropolitan Statistical Areas	Percent of respondents
Minneapolis-St. Paul-Bloomington, MN-WI	18.1
Mankato-North Mankato, MN	4.8
Rochester, MN	2.7
Sioux Falls, SD	2.7
Chicago-Naperville-Elgin, IL-IN-WI	2.4

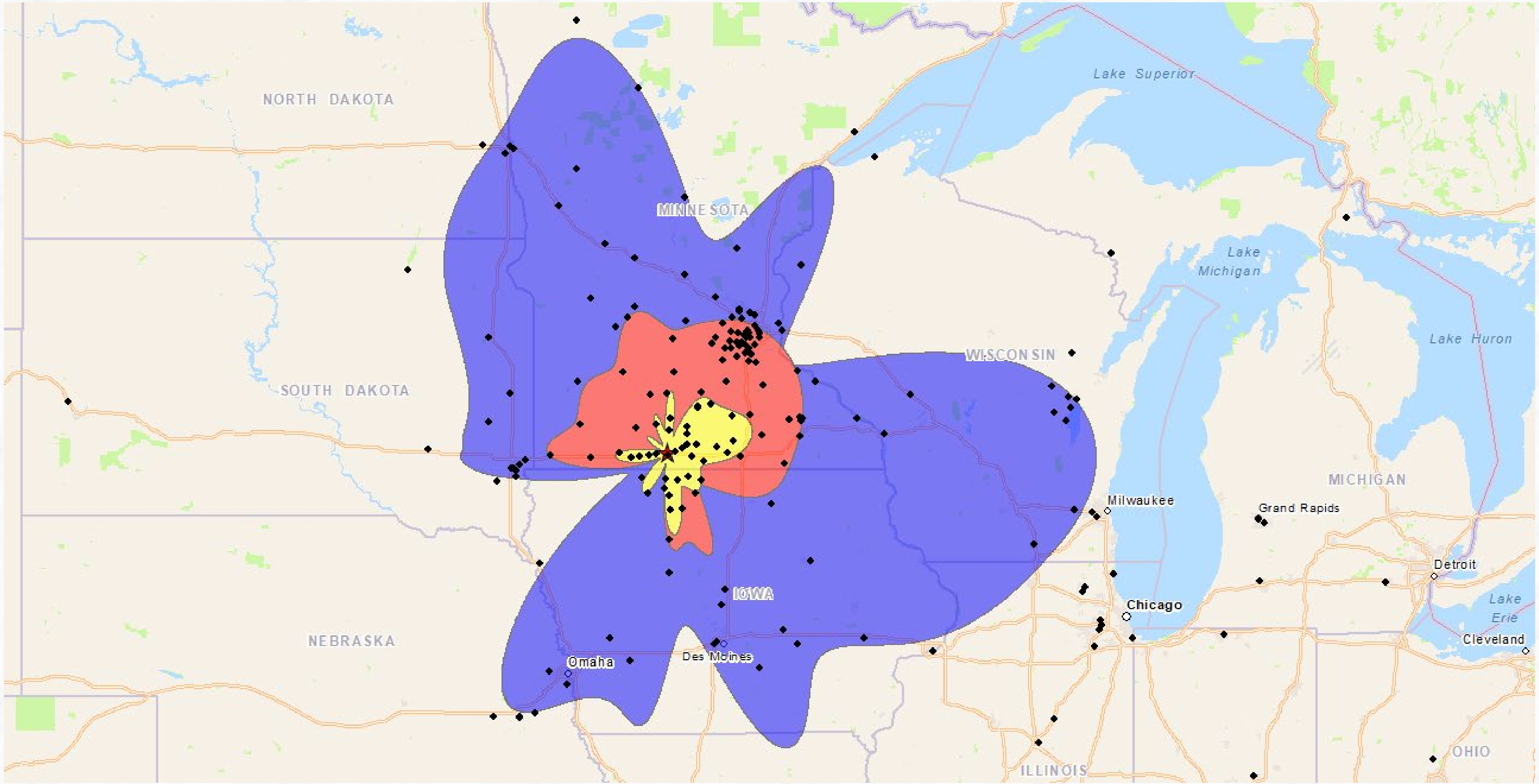
Fall 2018 (Pg. 5) n=263

Top five states	Percent of respondents
Minnesota	32.0
Iowa	11.7
Wisconsin	5.4
South Dakota	5.1
Illinois	3.1

Top five Core Metropolitan Statistical Areas	Percent of respondents
Minneapolis-St. Paul-Bloomington, MN-WI	12.6
Mankato-North Mankato, MN	2.9
Sioux Falls, SD	2.6
Chicago-Naperville-Elgin, IL-IN-WI	2.3
Worthington, MN	1.4

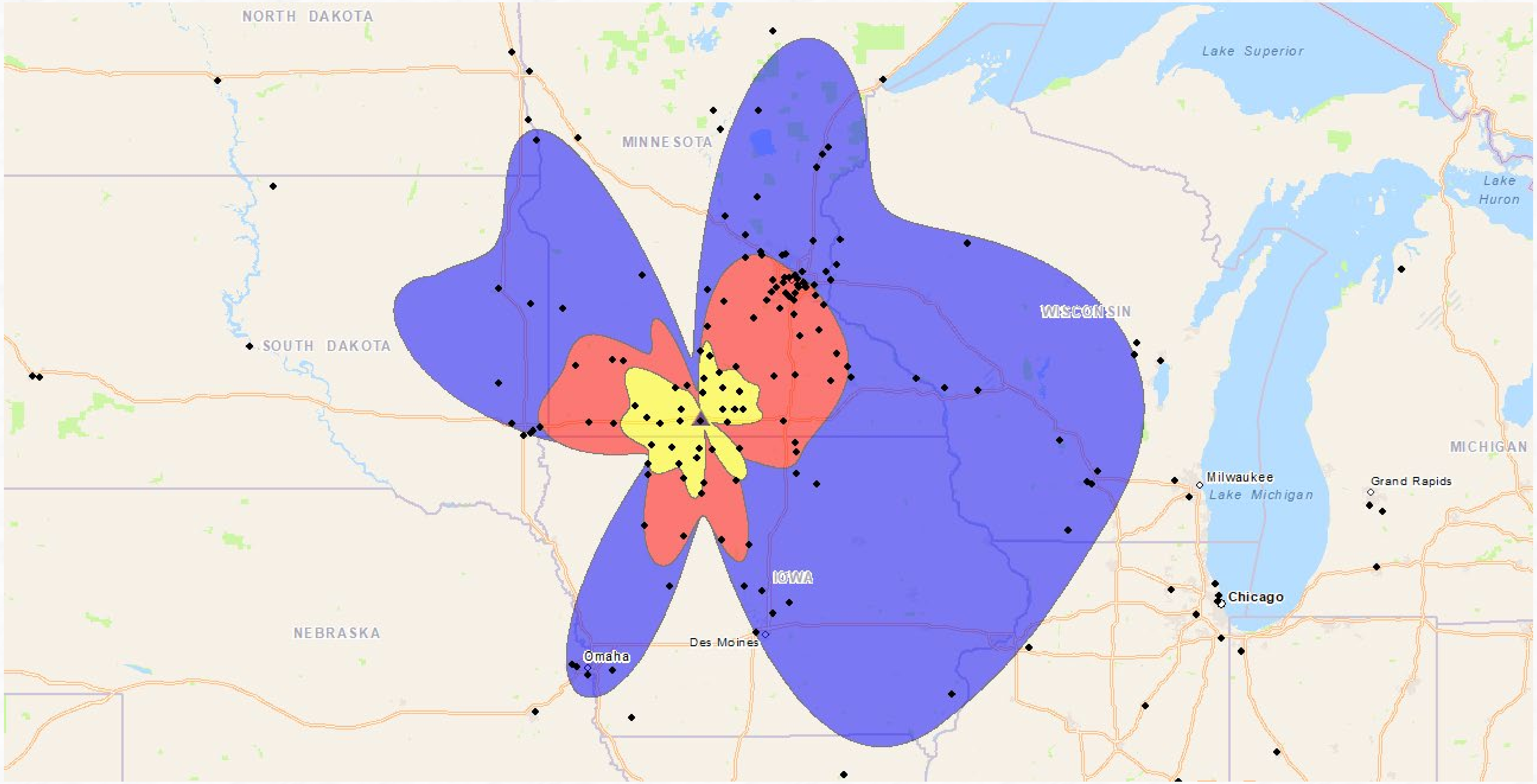
Primary Residence

Summer 2018 (Pg. 6) n=331



Primary Residence

Fall 2018 (Pg. 5) n=263



Key Takeaways

- While the **Top 5 States reported are not unexpected**, the results suggest that a much larger percentage of our visitors traveled from **outside of those 5 states** during our Fall Survey cycle. A full **42.7% of Fall visitors** came from **ND, MI**, **NE**, **MO and IN** where Summer visitors from these areas represented less than 25% of total traffic.
- Our survey responses confirm evidence we've collected regarding **trends in our online traffic** over the past few years. Survey results show **a notable segment** of our visitors originating in the **Omaha, NE** DMA.

Other thoughts/observations?

Household Income (HHI)

Please give us an estimate of your annual household income before taxes.

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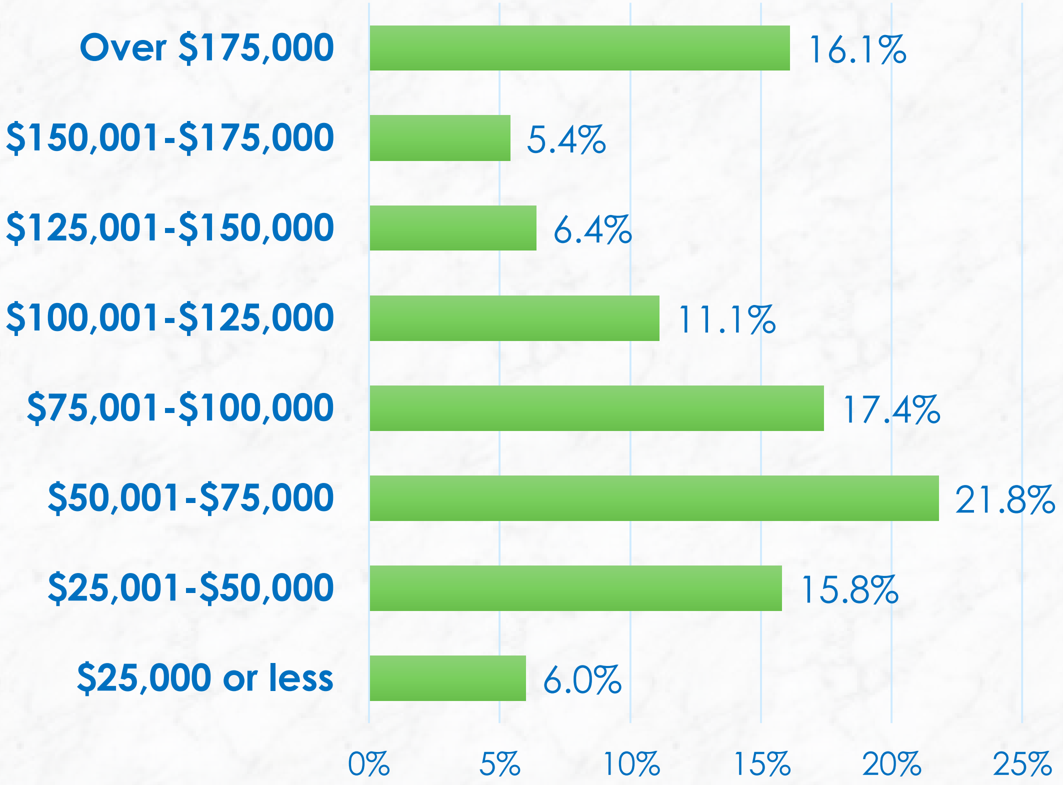
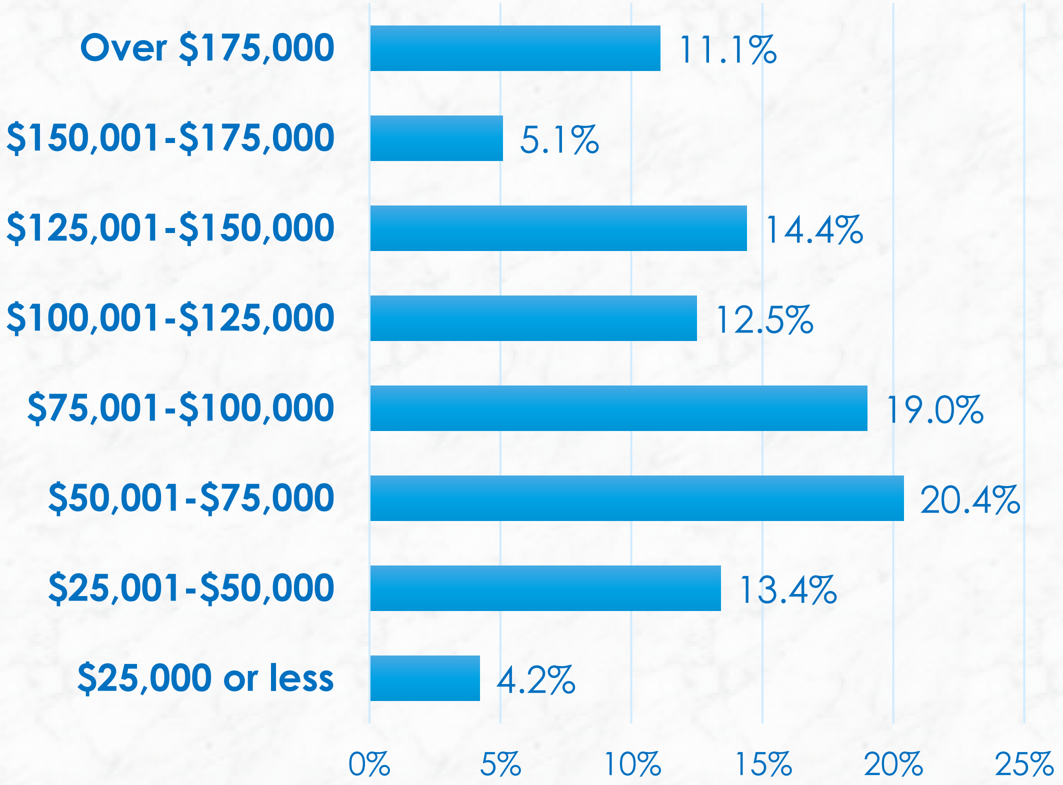
Summer 2018 (Pg. 5) n=298



Fall 2018 (Pg. 4) n=216



Key Takeaways

- **At least two-thirds** of survey respondents reported Household Income (HHI) **above the median** value in the United States.
- The survey showed a **large number** of Fairmont visitors are considered **highly affluent**, with over **16% of Summer** respondents and more than **11% of Fall** respondents reporting a **HHI in excess of $175K**.

Other thoughts/observations?

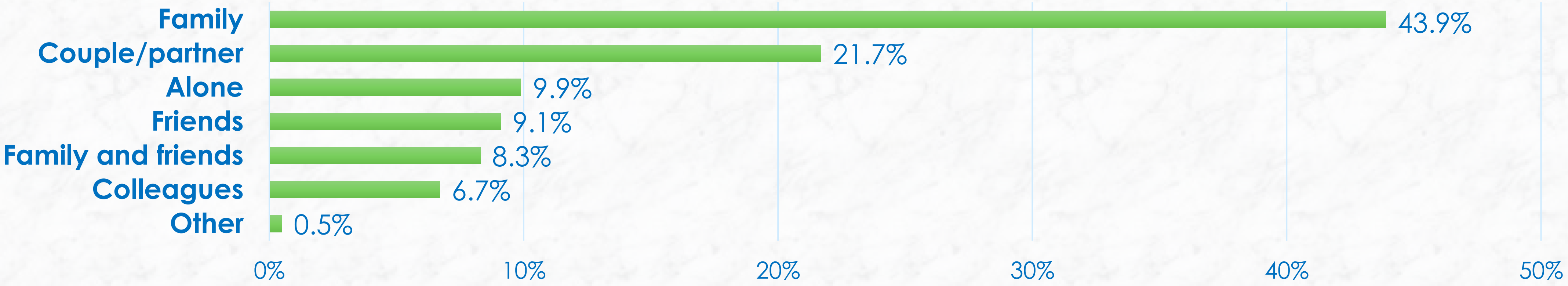
Group Composition

Which of the following best categorizes your group?

Which of the following best categorizes your group?

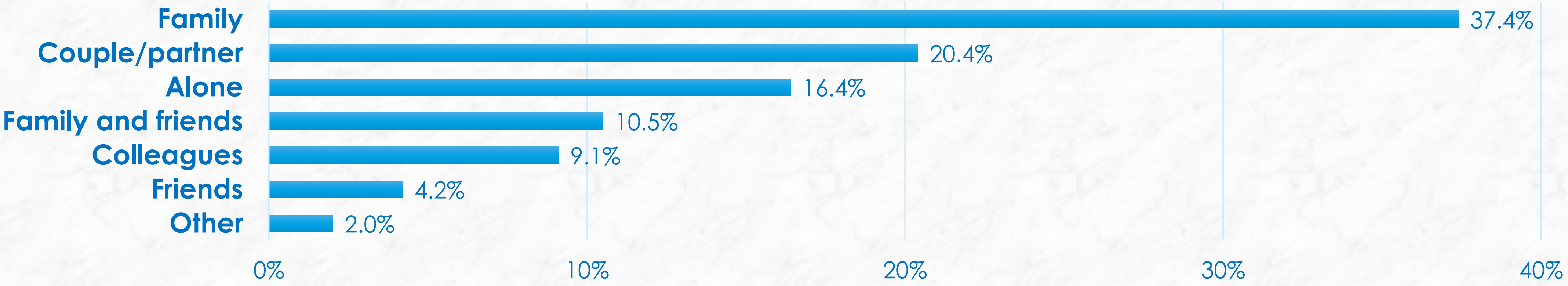
Summer 2018 (Pg. 13)

n=374



Fall 2018 (Pg. 12)

n=353

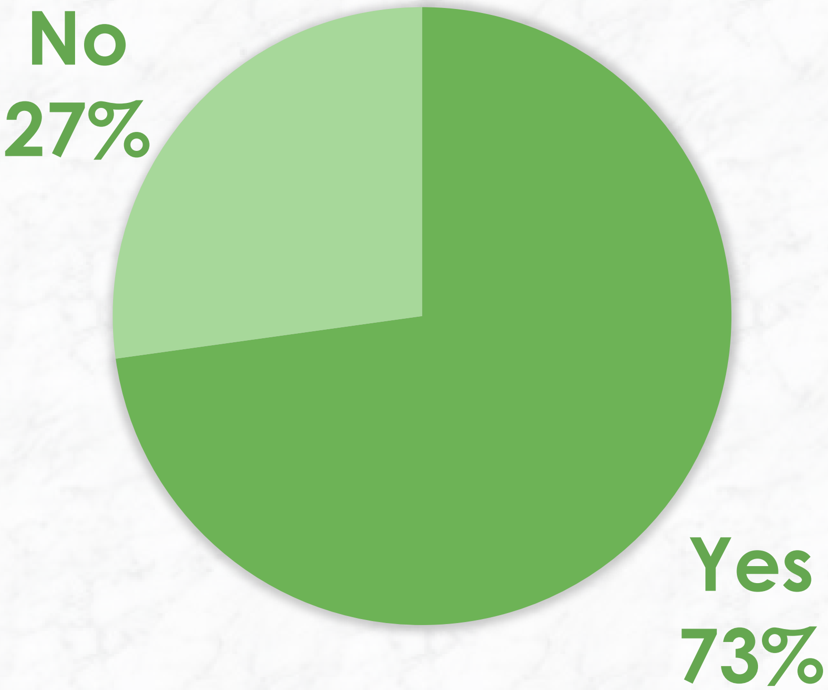


Primary Destination

Is Fairmont your primary destination for this trip?

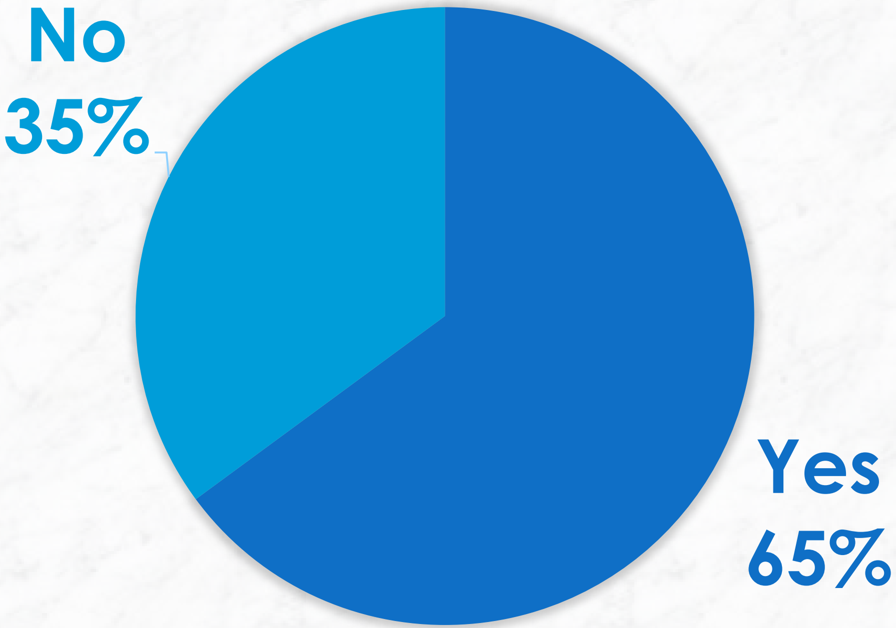
Is Fairmont your primary destination for this trip?

Summer 2018 (Pg. 8)



n=379

Fall 2018 (Pg. 7)



n=350

Other Destinations

Note: only final destinations with at least three mentions are listed in this table.

Summer 2018

Final destination	Number of respondents
South Dakota (Sturgis-7,Black Hills, Keystone, Mount Rushmore, Sioux Falls, Watertown)	13
Blue Earth	6
Indiana (Indianapolis-2, Mishawaka, Spencer)	4
Sherburn	4
California (San Francisco-1)	3
Iowa	3
Minneapolis	3
Truman, MN	3
Wisconsin	3
Wyoming (Jackson-2, Riverton)	3

Fall 2018

Final destination	Number of respondents
South Dakota (Hartford-1, Sioux Falls-5, Howard-1, Madison-1, Pierre-1, Rapid City-3, White Lake-1)	16
Iowa (Lakota-1, Souix City-1, Spencer-1, Spirit Lake-1)	8
Twin Cities-1/Minneapolis-5/St. Paul-1	7
Wisconsin (Green Bay-2, La Crosse-1, Shawano-1, Sparta-1)	6
Illinois (Chicago-4, Forina-1)	5
Blue Earth, MN	4
Wyoming (Buffalo-1)	4
Mankato, MN	3
North Dakota (Bismarck-1, Custer-1, Minot-1)	3
Windom	3

Key Takeaways

- A large percentage of our visitors identified **Fairmont** as their **primary destination**, contrary to previous assumptions.
- A **significant percentage** of alternate destinations identified by visitors can be **attributed to I-90 traffic**, with **South Dakota** topping the list during both survey cycles.

Other thoughts/observations?

Primary Reason for Trip

What is the primary reason that you made this trip to Fairmont?

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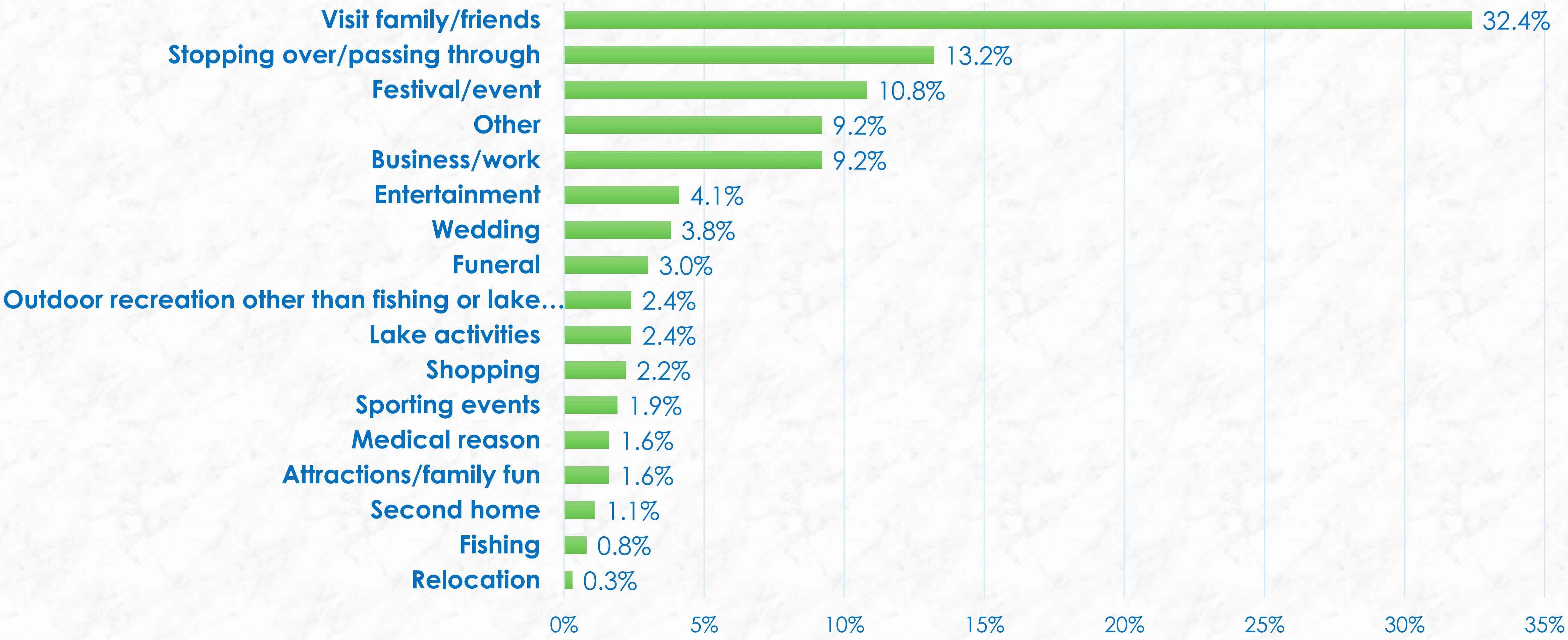
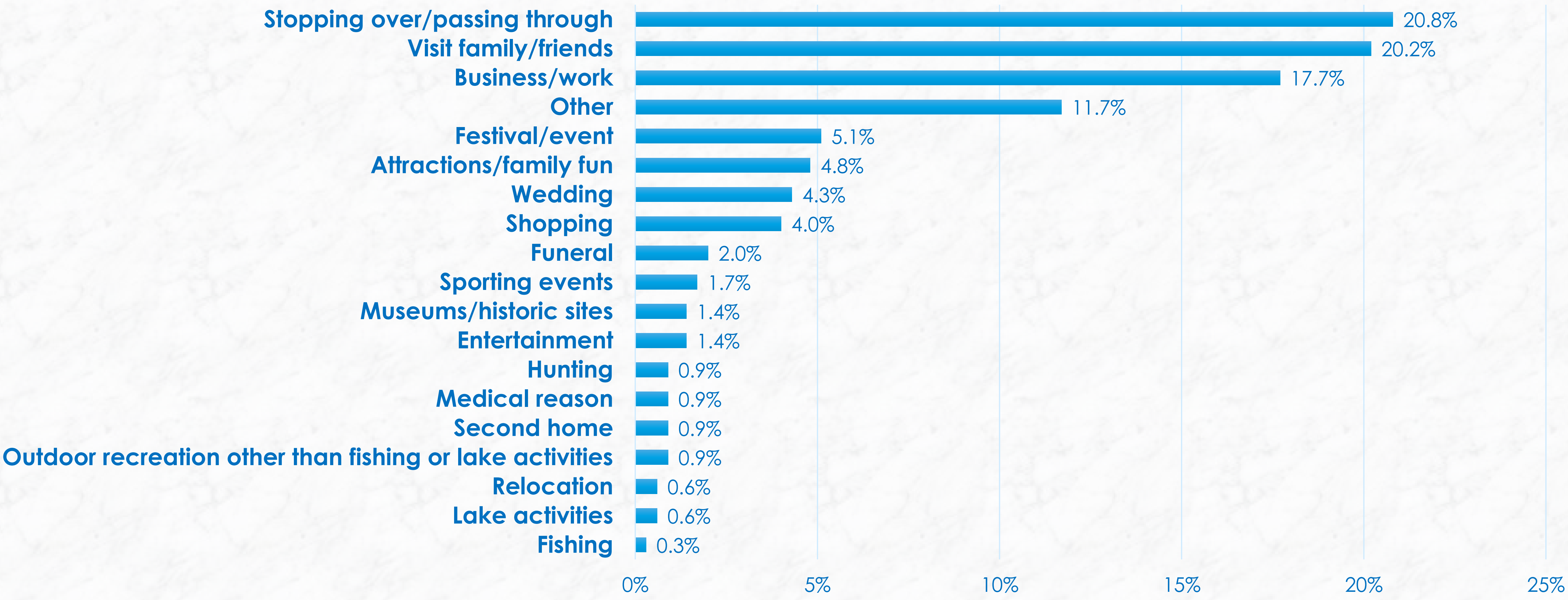
Summer 2018 (Pg. 18)

n=370



What is the primary reason that you made this trip to Fairmont?

Fall 2018 (Pg. 16)



Key Takeaways

- An **established tie** to Fairmont residents was a major factor in visitors decision to **select Fairmont as their destination** of choice.
- **Stop over and Business traffic** comprised a higher percentage during the **Fall Survey cycle** while **Festivals/Events** was stronger during the **Summer months**.

Other thoughts/observations?

Length of Stay

How many nights do you plan to spend in the Fairmont area?

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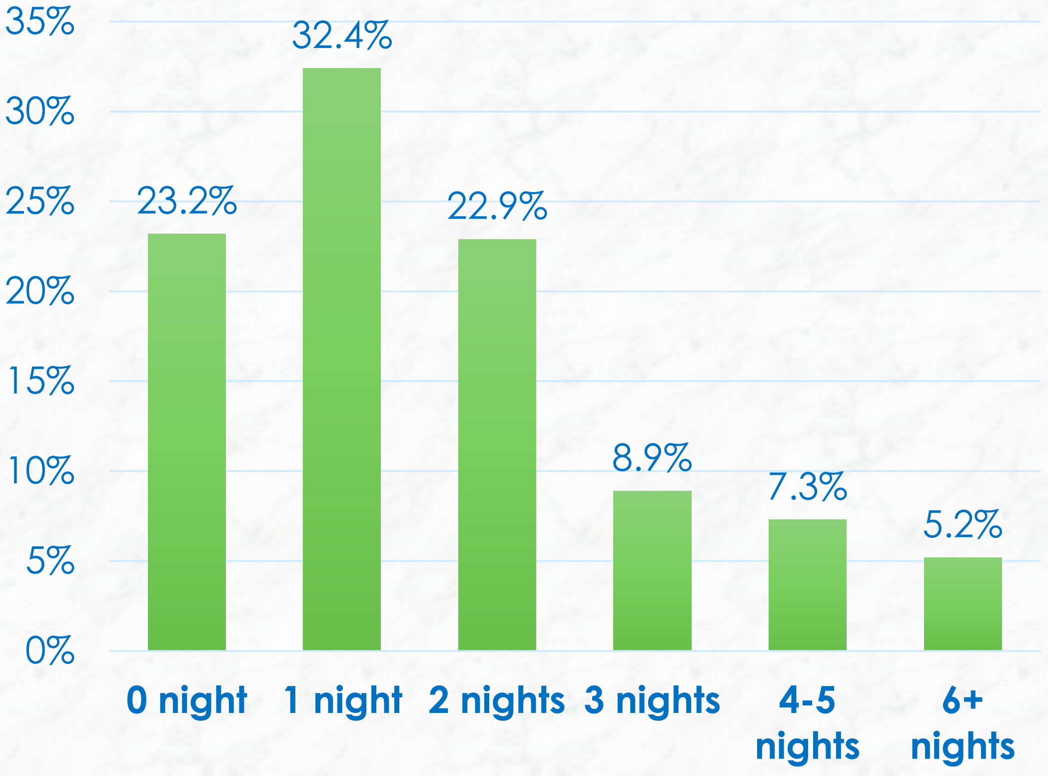
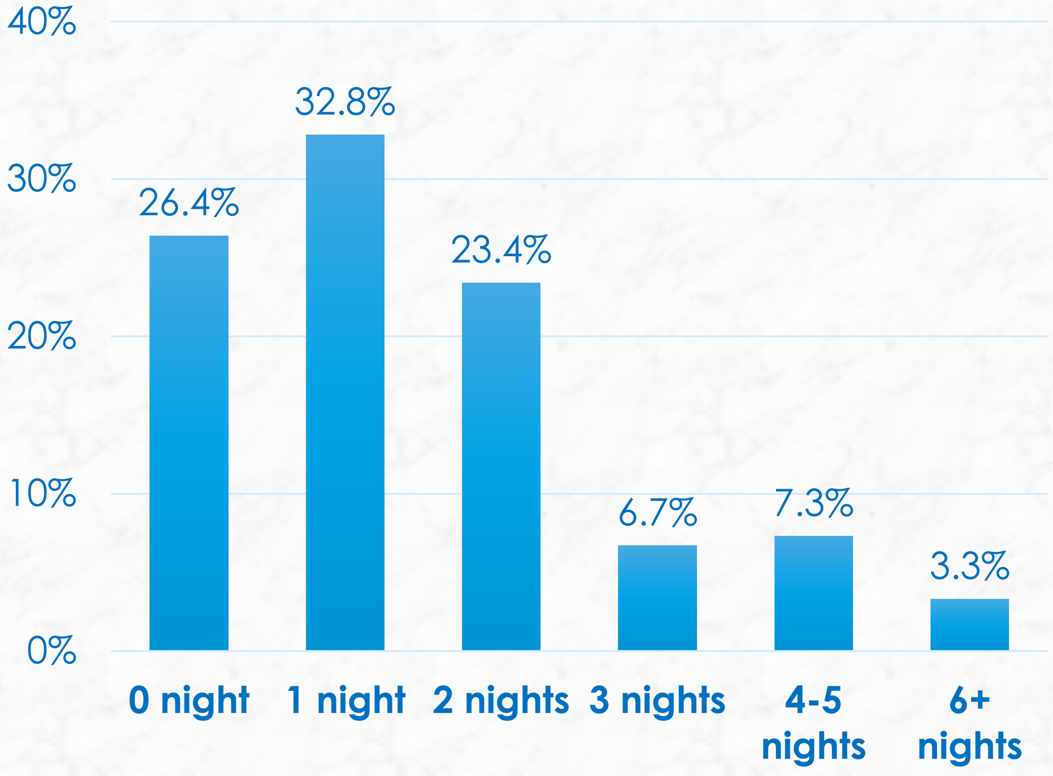


Summer 2018 (Pg. 10) n=327



Fall 2018 (Pg. 9) n=329

Key Takeaways

- **Roughly 75%** of our visitors plan to spend **at least one night** in the Fairmont area.
- **1 out of 3 visitors** plan to spend a **single night** in Fairmont.

Other thoughts/observations?

Visitor Spending

How much would you estimate your travel group spent in the Fairmont area during the last 24 hours?

Visitor Spending

Daily personal spending of Fairmont area visitors in various categories

Summer 2018

Pg 14 n=281	Mean (dollars)	Median (dollars)	Standard Deviation (dollars)
Lodging	37.0	0.0	62.5
Restaurants/bars	23.5	12.5	35.1
Transportation	15.5	3.7	41.9
Groceries	8.5	0.0	35.0
Shopping	6.8	0.0	24.2
Entertainment/attractions	4.8	0.0	19.7
Misc.	4.2	0.0	48.5
Outdoor recreation	1.8	0.0	9.0
Indoor recreation	0.3	0.0	2.4
Total	102.4	60.0	133.3

Fall 2018

Pg 13 n=254	Mean (dollars)	Median (dollars)	Standard Deviation (dollars)
Lodging	59.1	40.0	76.8
Restaurants/bars	23.6	15.0	29.9
Transportation	11.3	0.0	24.0
Shopping	7.2	0.0	37.6
Groceries	6.4	0.0	26.3
Entertainment/attractions	3.1	0.0	13.2
Indoor recreation	2.9	0.0	47.0
Outdoor recreation	0.9	0.0	5.9
Misc.	0.6	0.0	6.5
Total	115.2	80.0	146.9

Key Takeaways

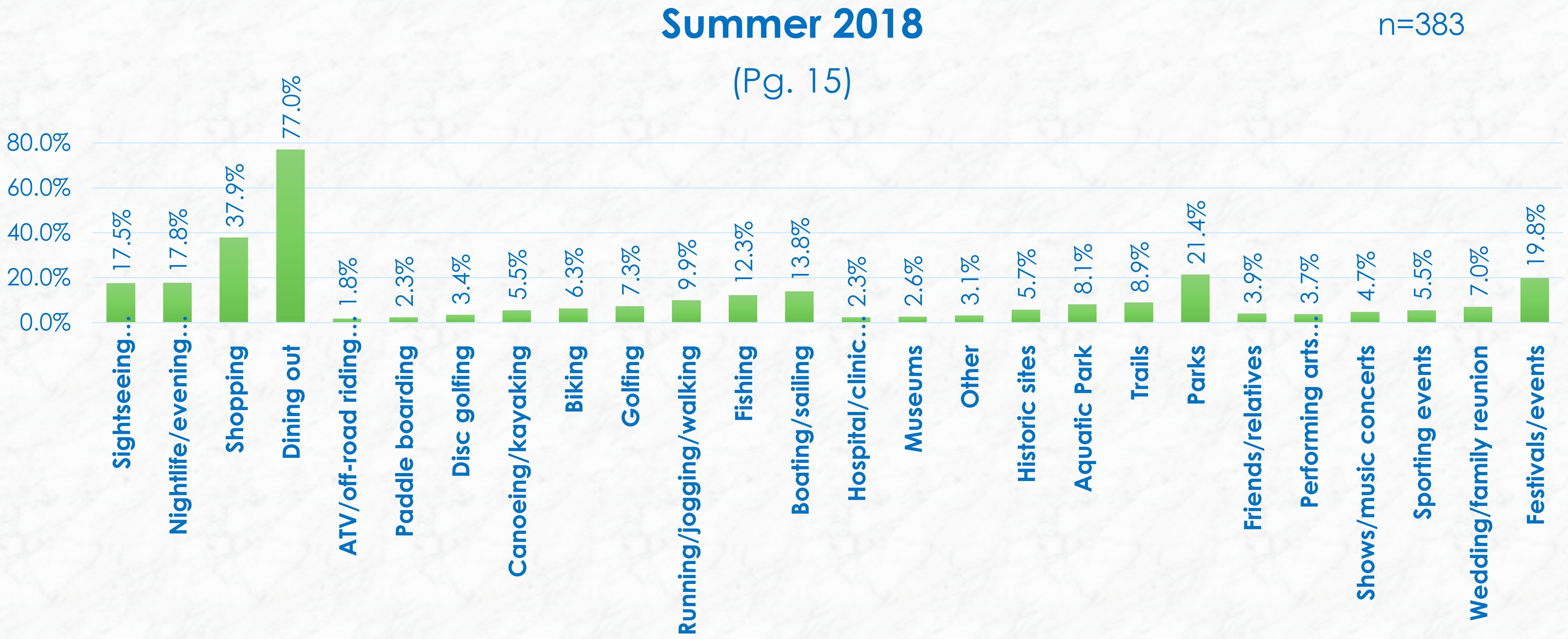
- At least **half of summer visitors** are **day-trippers or staying with family/friends**.
- Spending in each category varied greatly, with **a few respondents spending significantly more** than most other respondents.

Other thoughts/observations?

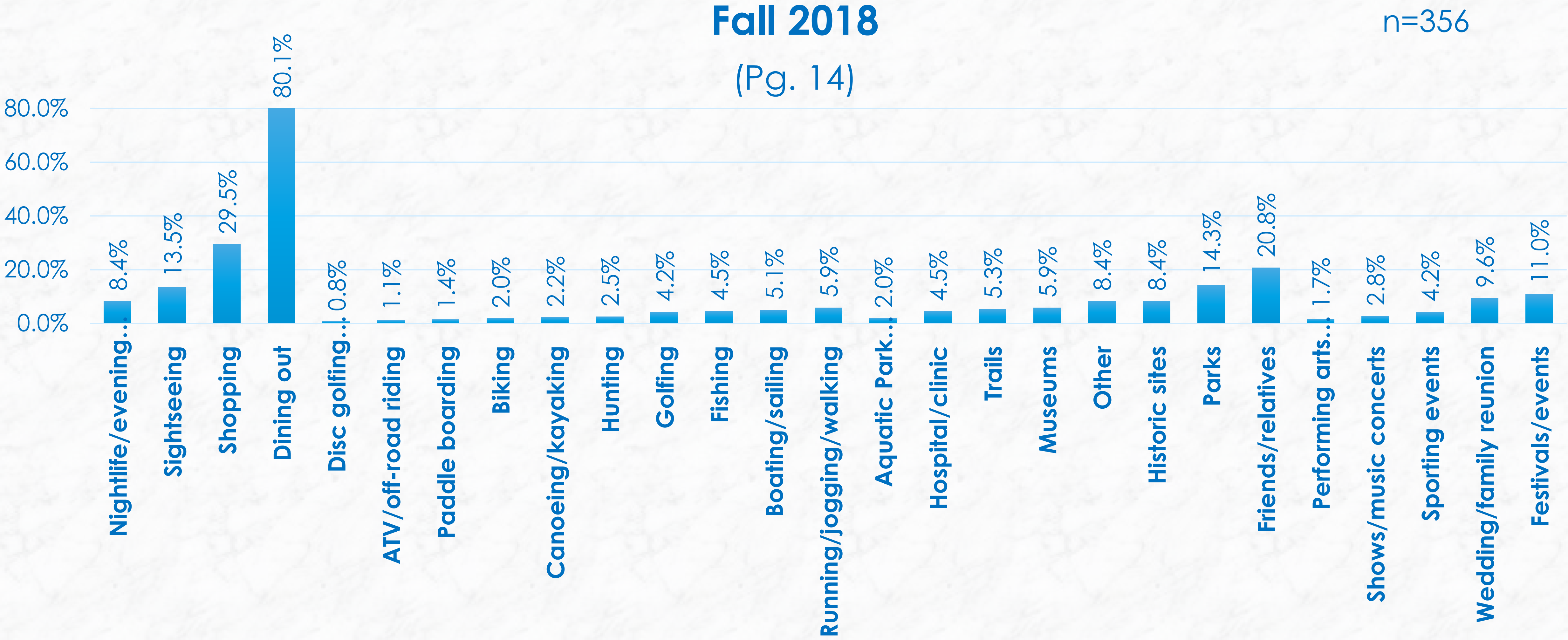
Trip Activities

While in Fairmont, which of the following activities have you or your travel party participated in or will participate in?

Which of the following activities have you/will you participate in?



Which of the following activities have you/will you participate in?



Key Takeaways

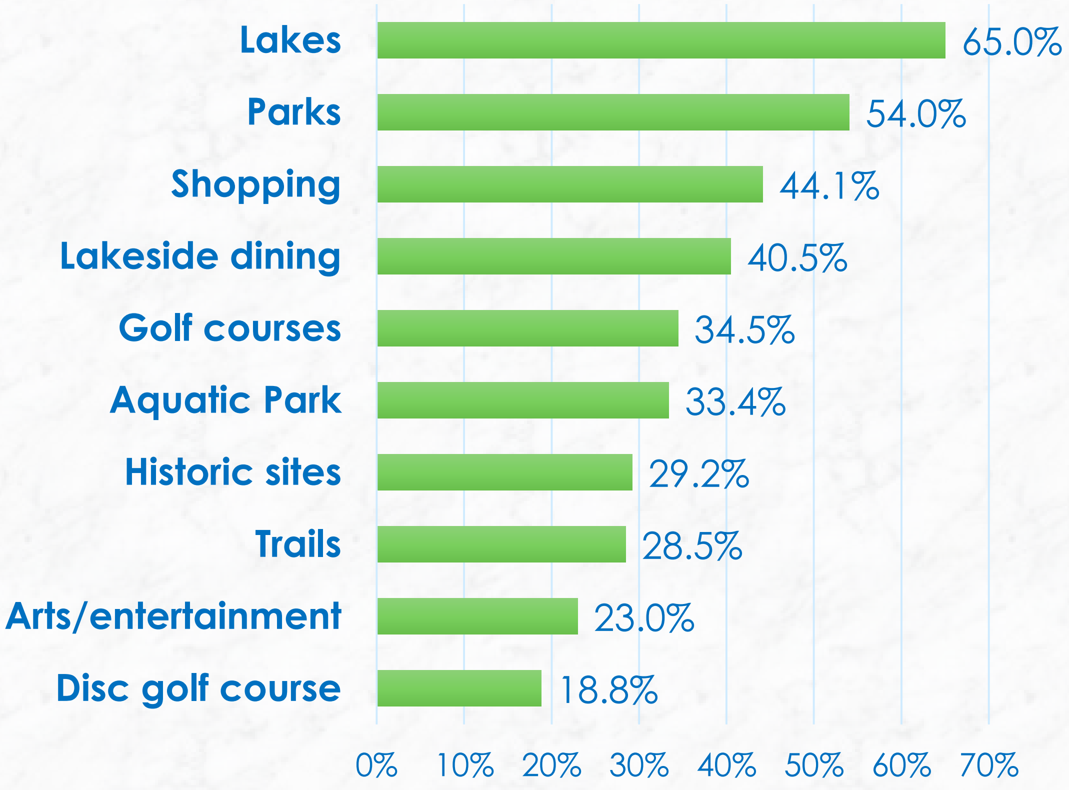
- Visitors showed **strong participation in shopping activities** during **both survey cycles**, with roughly **1 in 3** reporting an intention to shop in Fairmont during their stay.
- Making use of our **Parks, Trails and other outdoor amenities** ranked highly in our Summer survey cycle, while **visiting Friends/Relatives** took precedence in the Fall cycle.
- **Attendance at Festivals/Events** proved substantial during both survey cycles, with **1 in 5 Summer** and **1 in 10 Fall** respondents attending.

Other thoughts/observations?

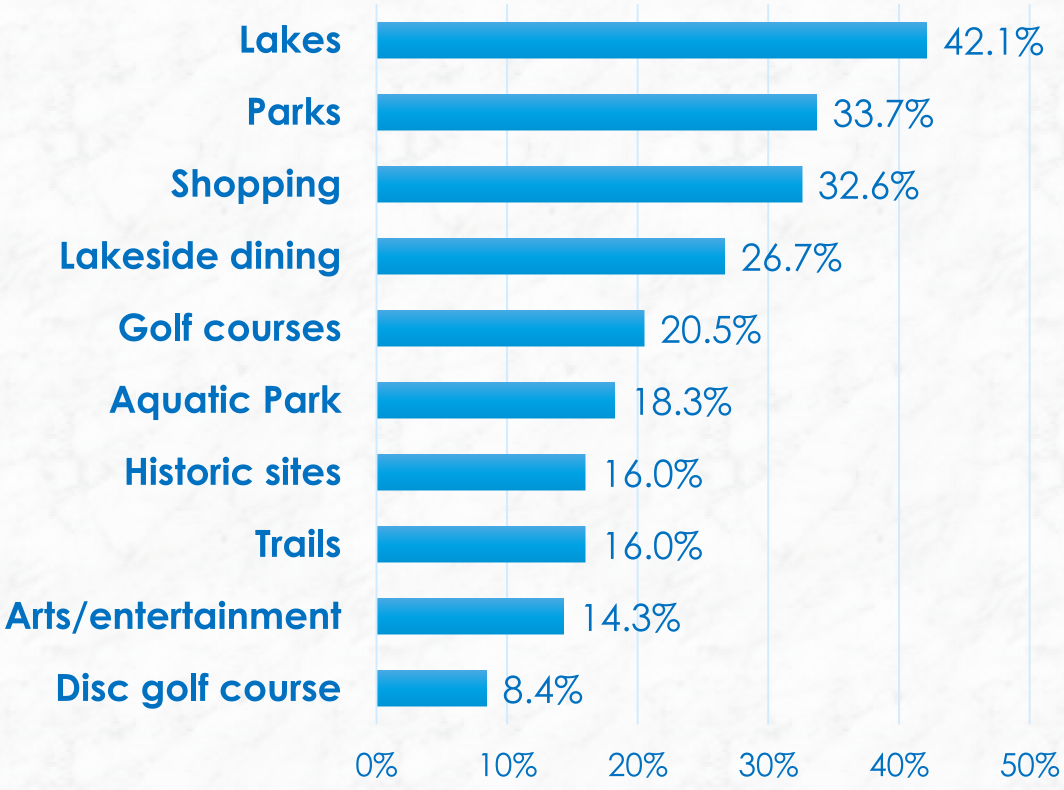
Awareness of Amenities

What amenities in Fairmont were you aware of prior to your arrival?

What amenities in Fairmont were you aware of prior to your arrival?



Summer 2018 (Pg. 12) n=383



Fall 2018 (Pg. 11) n=356

Key Takeaways

- We see the same **hierarchy of amenity awareness** in both the Summer and Fall survey cycles, with **Lakes and Parks topping the list** in both seasons.
- Prior **awareness of amenities was higher** in every metric **during the Summer season** than in the Fall cycle.
- Despite a relatively narrow interest demographic and recency of development, awareness of our **Disc Golf Courses** came in strong with nearly **1 in 7 respondents reporting prior awareness** overall.

Other thoughts/observations?

Visitor Favorites

What are your favorite tourism activities, events and attractions in the Fairmont area?

Visitor Favorites

Note: only activities with at least five mentions are listed in this table.

Summer 2018 (Pg. 16) n=246

Favorite tourism activities	Number of respondents
Lakes/Water-3/lake activities-6	88
Dining Out/Restaurants/Jake's Pizza-7/Channel Inn-5	37
County Fair	30
Parks	29
Boating	24
Family/Relatives	21
Shopping/Antique Stores-2/Mall-2/Thrift Store-1	21
Swimming/Pools-3/Aquatic Park-14	20
Fishing	19
Golfing	19
Opera House/Plays-1	12
Camping/Campground	9
Car Racing/Fairmont Raceway	9
Trails	7
Friends	6
Music	6
Drinking/Beer/Bar	5
Farm/Heritage Acres	5
Museum	5

Visitor Favorites

Note: only activities with at least three mentions are listed in this table.

Fall 2018 (Pg. 15) n=173

Favorite tourism activities	Number of respondents
Lakes	47
Dining out/Restaurants/Bean Town-1/Green Mill-5/Channel Inn-2/El Agave-3/Jakes-7/Marina Lodge-3	44
Parks	22
Center Creek Orchard/Apple Orchard-3	20
Shopping/Mall-2/Thrift Store-2	16
Historical Sites/Museum-1/Heritage Acres-5	12
Aquatic Park	11
Here to work, no time to explore	10
Lake Activities/Boating-3/Kayak-1/Water Skiing-1/Paddle Boat-1	8
Family	6
Friends	6
Trails	6
Fishing	5
Golf	5
Nice people	5
Hunting	4
Just pass through	4
Festivals	3
Downtown	3
Sightseeing	3

Key Takeaways

- **Fairmont's dining options** consistently generate positive feedback, coming in as **a favorite attraction** during both survey cycles.
- **Nice People** made the list of **favorite elements in our visitors' experience** of Fairmont during the Fall survey cycle. This is worth noting.

Other thoughts/observations?

Please Note: Answers to this survey question were write-in only, giving us an objective insight into our visitors' opinions of our community.

Raising Interest

What tourism activities, events or attractions would attract you to stay longer in Fairmont?

Raising Interest

Note: only activities with at least three mentions are listed in this table.

Summer 2018 (Pg. 17) n=121

Tourism activities or attractions	Number of respondents
Lakes	18
Campground/camping	12
Fishing	9
Dining/food/restaurants (better restaurants-2)	8
Golfing (mini golf-2, par 3 golf course-1)	8
Lake/water activities	7
Boating (boat-1)	5
Lake activity equipment rental (pontoon-3, paddle board-1,kayak-1,canoe-1)	5
Shopping (more variety-1)	5
Biking (bike trails-3)	4
Children's/family activities (e.g., indoor play area)	4
Lakeside restaurants	4
Music	4
Car show	3
Concerts	3
Lakeside cabin/lodging	3
Lakeside camping	3
Parks (state park-1)	3
Trails (better trails-1)	3
Water park (indoor-1, outdoor-2)	3

Raising Interest

Note: only activities with at least three mentions are listed in this table.

Fall 2018 (Pg. 15) n=108

Tourism activities or attractions	Number of respondents
Lakes (tour boat-1)	14
Music (music event-2, concerts-5)	14
I don't know/not sure/none	13
Dining (Channel Inn-1, more restaurants-1, craft beer-2, more food options-3)	12
Shopping (more shopping-4)	8
Festivals (fall festival-1, fair-1, county fair-1)	6
Fishing (fishing tournament-1, guided fishing-1)	6
Historic sites (museum-1)	5
Camping	4
Family	4
Outdoor activities	4
Art-related activities (art show-1)	3
Craft shows	3
Golf (golf tournament-1)	3
Hiking	3
Hunting	3
Parks (state parks with hiking trails-1)	3

Key Takeaways

- Most of the activities or attractions listed are **already present/prevalent in our community**, indicating a need to more effectively **communicate** what we have to offer to our visitors **upon their arrival**.
- **No single answer was common enough** as to indicate an undeniable demand for specific developments, but responses suggest that **many could sustain growth**.

Other thoughts/observations?

Please Note: Answers to this survey question were write-in only, giving us an objective insight into our visitors' opinions of our community.

Lakeside Campground Interest

If there were a lakeside campground in Fairmont, how likely would you camp at the site?

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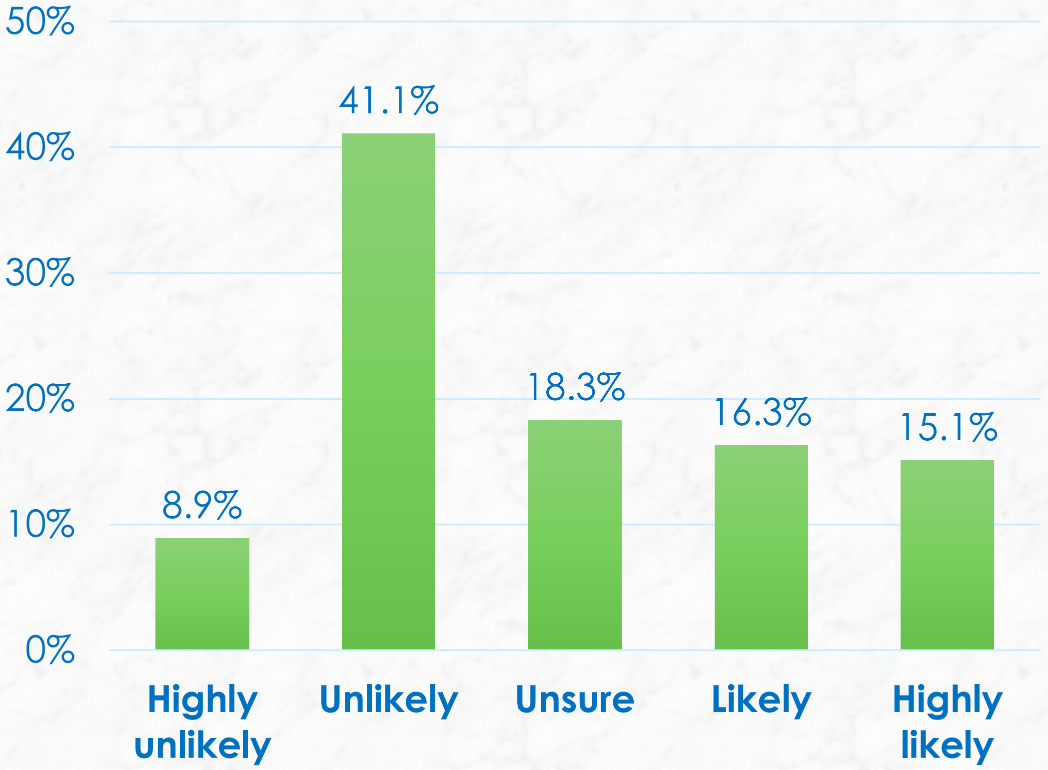
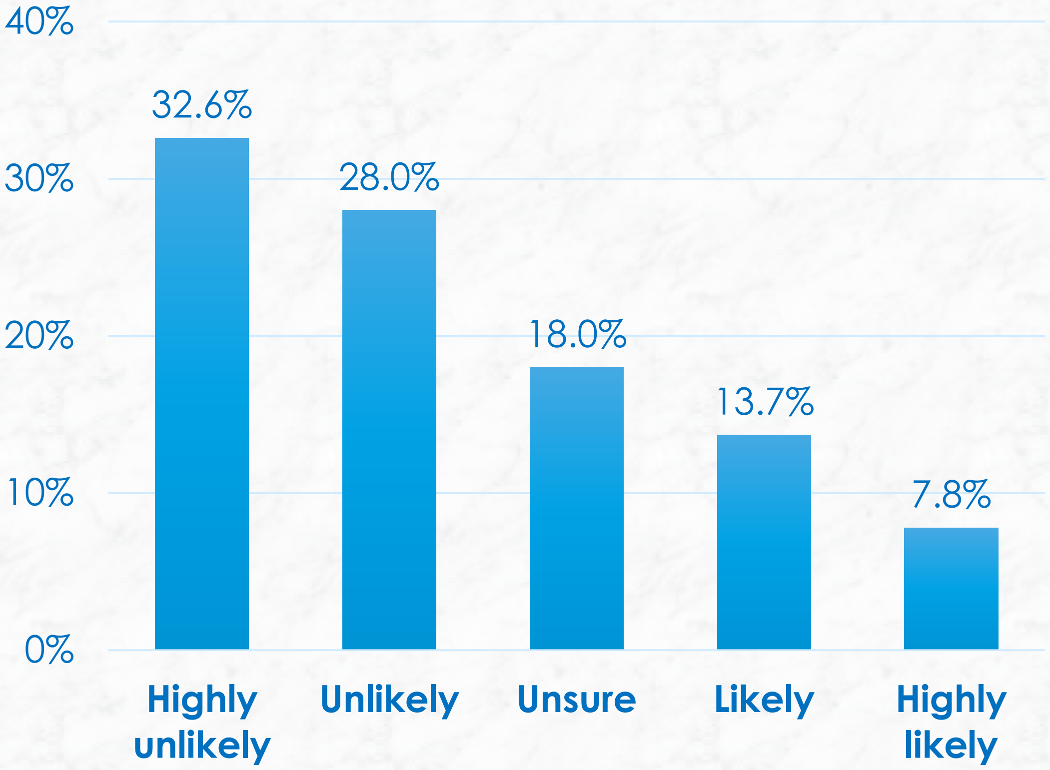


Summer 2018 (Pg. 11) n=350



Fall 2018 (Pg. 10) n=350

Key Takeaways

- The **majority of visitors** surveyed indicated they would be **unlikely to utilize a lakeside campground** in Fairmont.

Other thoughts/observations?

Please Note: Nearly one-third of Summer surveys and two-thirds of Fall surveys were collected at hotel or motel locations.

Fairmont Visitor Snapshot

Based on the 2018 Visitor Profile, what do we know about a typical visitor to the Fairmont area?

Average Summer Respondent

Demographic Profile

55.3%
More than half were female

43% between the ages of **54-72**

28.3% had a bachelors degree

39.2%
had HHI between
50-100K

Nearly HALF
47.7%
were MN residents

73%

Majority of Summer Respondents were
REPEAT VISITORS
73% made between **1-5 visits to Fairmont** in the past 12 months

Average Summer Respondent

Traveler Profile

Avg. 1.7

Nights spent in Fairmont

40% Hotel/Motel | 25% Family/Friend

Nearly **40%** traveled in a **group of 2** and over **40%** travelled **with family**

'The Lakes' was their favorite tourism activity

65% were aware of **lakes**

...and **54%** of **parks**

1 LESS THAN WEEK

More than **30%** planned trip **less than 1 week ahead**

$102

The **average daily spend** was $102

Word of Mouth was most frequently used information source

Visiting Family/Friends was most frequently identified primary reason for trip

The top trip activity was **Dining Out (77%)** followed by **Shopping (38%)**

Average Fall Respondent

Demographic Profile

56%
More than half were female

38.9% between the ages of **54-72**

32.5% had a bachelors degree

39.4%
had HHI between
50-100K

Roughly
32%
were MN residents

60%

Majority of Fall Respondents were
REPEAT VISITORS
60% made between **1-5 visits to Fairmont** in the past 12 months

Average Fall Respondent

Traveler Profile

Avg.
1.9

Nights spent in Fairmont
57% Hotel/Motel | 12% Family/Friend

Over **33%** traveled in a **group of 2** and nearly **40%** travelled **with family**

'The Lakes' was their favorite tourism activity

42% were aware of **lakes**

...and **34%** of **parks**

1 LESS THAN **WEEK**

More than **35%** planned trip **less than 1 week ahead**

$115

The **average daily spend** was $115

Google/Search (21%) & Word of Mouth (17%) were most frequently used information sources

Stopping Over/Passing Through & Visiting Family/Friends were most frequently identified primary reasons for trip

The top trip activity was **Dining Out (80.1%)** followed by **Visiting Family/Friends (20.8%)**

To **download a copy** of this presentation, a summary sheet, or the complete **2018 Fairmont Visitors Profile Reports**, go to:

VisitFairmontMN.com/2018-Visitor-Profile

visit Fairmont

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UNIVERSITY OF MINNESOTA | EXTENSION

SOUTHWEST REGIONAL SUSTAINABLE DEVELOPMENT PARTNERSHIP

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