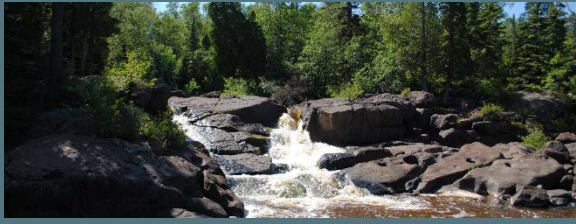


Beaver Bay

Summer Visitor Survey



Survey Dates:

July 15 - August 3, 2015

Number of Visitors Surveyed:

1398 North Shore Visitors

15 Beaver Bay Visitors (includes visitors intercepted at Silver Bay Marina & the Big Dipper ice cream shop).

Project Overview:

A changing climate can impact recreation and tourism. We wanted to know how current visitors to Minnesota's North Shore think changing conditions will change their future travel plans.

Trip Characteristics

Current Trip Length:

North Shore: 4 nights

Beaver Bay: 4 nights

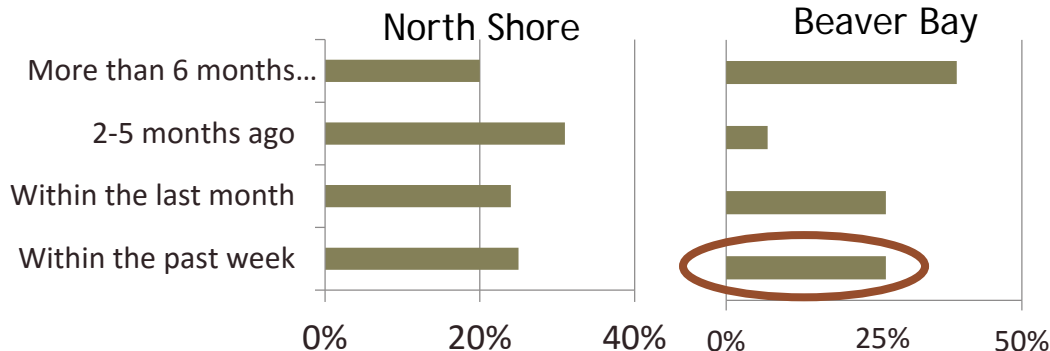
of Summer 2016 Trips:

North Shore: 2 trips

Beaver Bay: 4 trips

Average
3
Group
Size
people

When did they plan their trip?



Who Visits?

North Shore:

56% female

55% age 45 or older

66% from Minnesota

Beaver Bay:

33% female

74% age 45 or older

73% from Minnesota

of years participants have been visiting the North Shore:

North Shore: 16 years

Beaver Bay: 26 years

54% of Beaver Bay visitors agree that "The North Shore is part of my identity."

1/4

of visitors plan their trip spontaneously.

How might changing environmental conditions alter visitors' travel plans?

Beaver Bay
Summer Visitor Survey

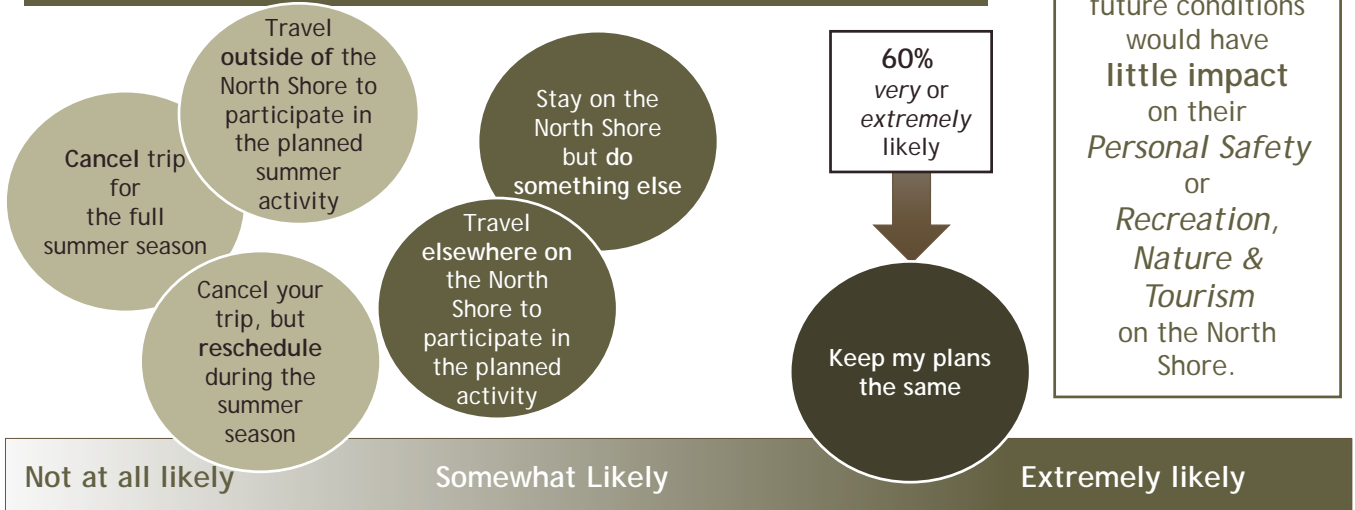
We presented visitors with *recent* and one of four different sets of *potential* future conditions and asked them how many trips in the summer if the future conditions were what was to be expected instead of the current conditions.

% of days in a month	Recent	Future
above the avg. temperature (60°F)	15 of 30 days	19 of 30 days
above the avg. heat index (66°F)	14 of 30 days	20 of 30 days
with 'high,' 'very high,' or 'extreme' fire risk	5 of 30 days	6 of 30 days
with greater than ¼" rainfall	5 of 30 days	4 of 30 days
% of inland streams	Recent	Future
with brook trout	77%	20%
with small mouth bass	53%	58%

If the conditions on the North Shore matched the *potential future* conditions, Beaver Bay visitors report they would make, on average, four recreational trips to the region each summer.

In general, Beaver Bay visitors felt that the potential future conditions would have **little impact** on their *Personal Safety* or *Recreation, Nature & Tourism* on the North Shore.

If faced with the *potential* future conditions, Beaver Bay visitors said that they would:



Visitors were asked to consider an opportunity to contribute to a fund (public or private) for a North Shore organization to plan and adapt recreation and tourism resources to climate change...

37% of all visitors **& 40%** of Beaver Bay visitors

would be willing to pay \$30 annually for a climate change adaptation fund.

This work is the result of research sponsored by the Minnesota Sea Grant College Program supported by the NOAA office of Sea Grant, United States Department of Commerce, under grant No. R/CC-05-14. The survey was developed & administered by researchers (faculty, graduate students & undergraduate students) at NC State University, the University of Minnesota, & Carleton College. This fact sheet was developed by Allie McCreary & Erin Seekamp (NC State University) on July 25, 2016.

For more information on the survey and other parts of the project, visit: www.NorthShoreClimate.com

