

Caribou Highlands Lodge

Winter Visitor Survey



Survey Dates:

January 8-19 & February 13-16, 2015

Number of Visitors Surveyed:

852 North Shore Visitors

35 Caribou Highlands Visitors

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: 2 nights

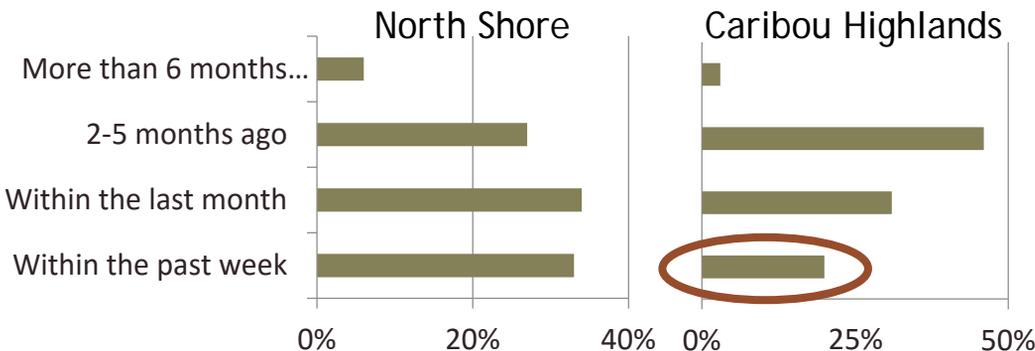
Caribou Highlands: 3 nights

of Winter 2016 Trips:

North Shore: 2 trips

Caribou Highlands: 2 trips

When did they plan their trip?



Average
Group
Size
3
people

Who Visits?

North Shore:

51% male

54% age 18 - 45

77% from Minnesota

Caribou Highlands:

63% male

71% age 18 - 45

94% from Minnesota

of years participants have been visiting the North Shore:

North Shore: 17 years

Caribou Highlands: 12 years

40% of Caribou Highlands visitors agree that "The North Shore is part of my identity."

1/5

of visitors plan their trip spontaneously.

How might changing environmental conditions alter visitors' travel plans?

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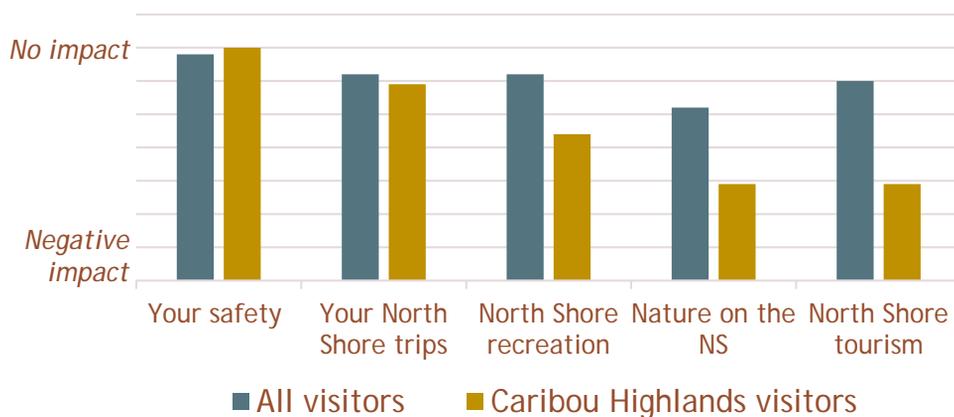
visitors with *recent* and one of three different sets of *potential future* conditions and asked them how many trips in the winter if the future conditions were what was to be expected instead of the current

Winter Conditions	Recent	Future
Average snow depth	13.6 inches	7.7 inches
Average ice thickness at inland lakes	18.7 inches	15.1 inches
Average daily high temperature	18.8°F	23.5°F
Average daily low temperature	3.5°F	8.7°F
Average daily maximum wind chill	13.9°F	20.8°F
Average daily minimum wind chill	-9.2°F	0.1°F

If the conditions on the North Shore matched the *potential future* conditions, Caribou Highlands visitors report they would make, on average, one recreational trip to the region each winter.

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

How do you think the future *winter* conditions would impact the following items:



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 **&** **23%** of Caribou Highlands 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

