

# Finland Co-op

## Summer Visitor Survey



### Survey Dates:

July 15 - August 3, 2015

### Number of Visitors Surveyed:

1398 North Shore Visitors

21 Finland Co-op 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: 4 nights

Finland Co-op: 5 nights

#### # of Summer 2016

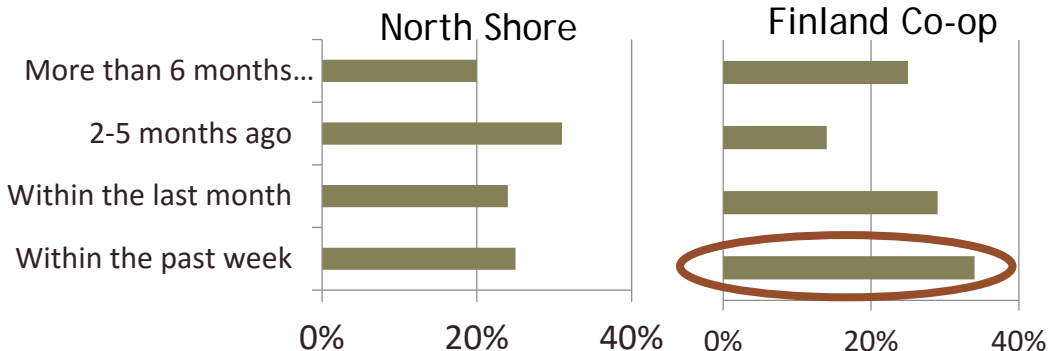
##### Trips:

North Shore: 2 trips

Finland Co-op: 2 trips

Average  
Group  
Size  
2  
people

#### When did they plan their trip?



# 1/3

of visitors  
plan their trip  
spontaneously.

### Who Visits?

#### North Shore:

56% female

55% age 45 or older

66% from Minnesota

#### Finland Co-op:

67% female

67% age 45 or older

76% from Minnesota

#### # of years participants have been visiting the North Shore:

North Shore: 16 years

Finland Co-op: 13 years

34% of Finland Co-op visitors agree that "The North Shore is part of my identity."

# How might changing environmental conditions alter visitors' travel plans?

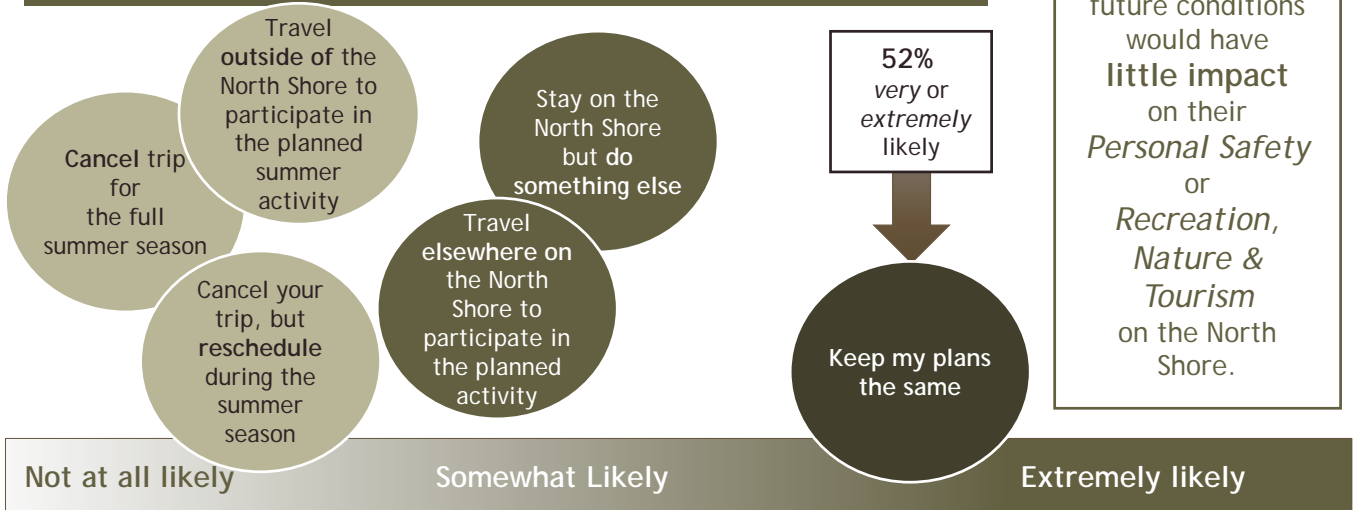
Finland Co-op  
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We presented visitors with *recent* and one of four different sets of *potential* future conditions and asked them how many trips in the summer if the future conditions were what was to be expected instead of the current conditions.

% 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, Finland Co-op visitors report they would make, on average, two recreational trips to the region each summer.

If faced with the *potential* future conditions, Finland Co-op visitors said that they would:



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

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 & **48%** of Finland Co-op visitors

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

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For more information on the survey and other parts of the project, visit: [www.NorthShoreClimate.com](http://www.NorthShoreClimate.com)

