

# Grand Marais

## Summer Visitor Survey



Survey Dates:

July 15 - August 3, 2015

Number of Visitors Surveyed:

1398 North Shore Visitors

368 Grand Marais Visitors (includes visitors intercepted at the "Artist's Point" area, Cook County Visitor's Center, Cook County Whole Foods Co-op, Java Moose, Lake Superior Trading Post, and Stone Harbor Wilderness Supply).

### 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

Grand Marais: 5 nights

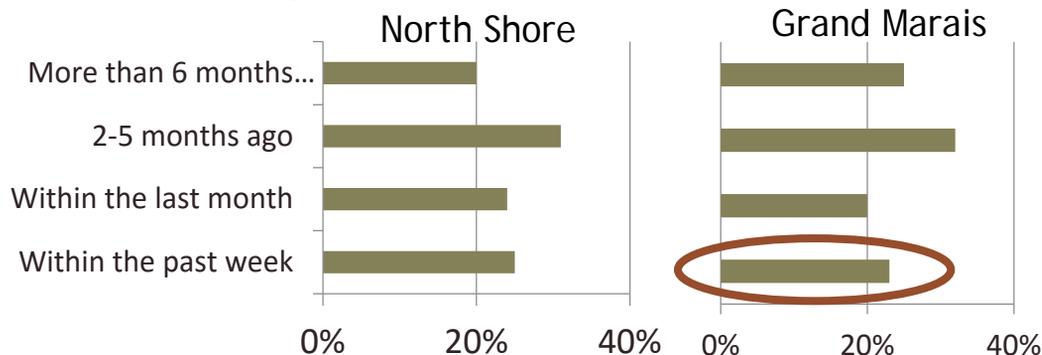
#### # of Summer 2016 Trips:

North Shore: 2 trips

Grand Marais: 2 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

#### Grand Marais:

57% female

53% age 45 or older

66% from Minnesota

# of years participants have been visiting the North Shore:

North Shore: 16 years

Grand Marais: 18 years

53% of Grand Marais 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?

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, **Grand Marais** visitors report they would make, on average, two recreational trips to the region each summer.

In general, **Grand Marais** 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, **Grand Marais** 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 **& 44%** of Grand Marais 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](http://www.NorthShoreClimate.com)



# Grand Marais

## Winter Visitor Survey



### Survey Dates:

January 8-19 & February 13-16, 2015

### Number of Visitors Surveyed:

852 North Shore Visitors

80 Grand Marais Visitors (includes visitors intercepted at Cook County Whole Foods Co-op, Java Moose, Lake Superior Trading Post, and Stone Harbor Wilderness Supply).

### 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

Grand Marais: 3 nights

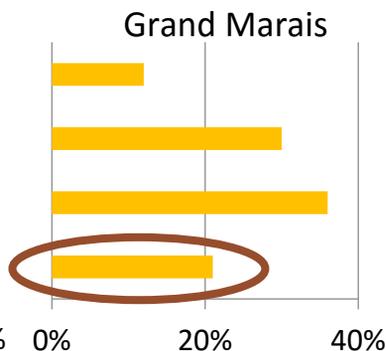
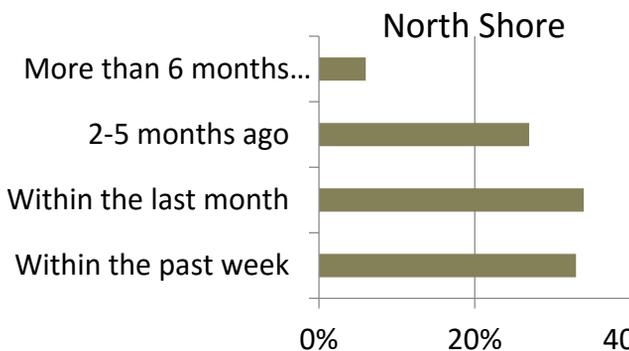
#### # of Winter 2016 Trips:

North Shore: 2 trips

Grand Marais: 2 trips

Average  
Group  
Size  
2  
people

#### When did they plan their trip?



**1/5**  
of visitors  
plan their trip  
spontaneously.

### Who Visits?

#### North Shore:

51% male

54% age 18 - 45

77% from Minnesota

#### Grand Marais:

44% male

46% age 18 - 45

79% from Minnesota

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

North Shore: 17 years

Grand Marais: 19 years

59% of Grand Marais visitors agree that "The North Shore is part of my identity."

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

Grand Marais  
Winter Visitor Survey

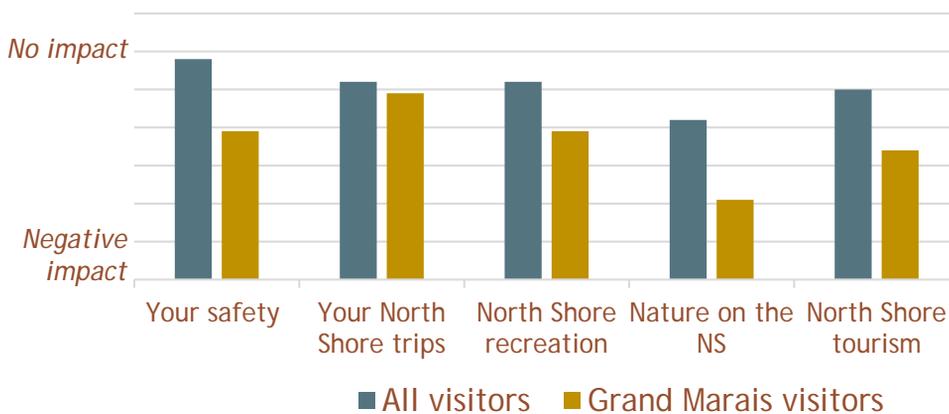
We presented visitors with *recent* and one of three different sets of *potential future* conditions and asked them how many trips in the winter if the future conditions were what was to be expected instead of the current conditions.

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, Grand Marais visitors report they would make, on average, two recreational trips to the region each winter.

In general, **Grand Marais** 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 **& 41%** of Grand Marais 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](http://www.NorthShoreClimate.com)

