

# Lake County Historical Society

## Summer Visitor Survey



Survey Dates:

July 15 - August 3, 2015

Number of Visitors Surveyed:

1398 North Shore Visitors

71 Lake Co. Historical Society 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

Lake Co. Historical

Society: 4 nights

Average  
Group  
Size  
**3**  
PEOPLE

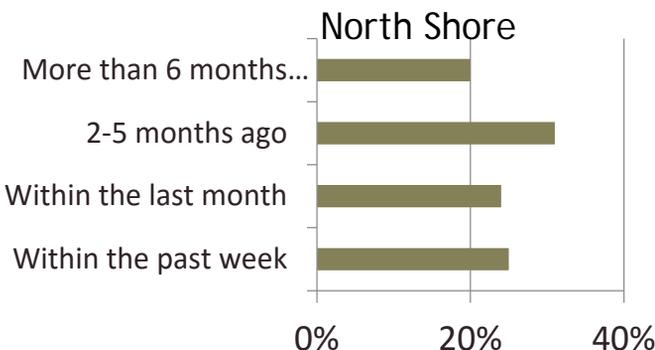
#### # of Summer 2016 Trips:

North Shore: 2 trips

Lake Co. Historical

Society: 2 trips

#### When did they plan their trip?



### Who Visits?

#### North Shore:

56% female

55% age 45 or older

66% from Minnesota

#### Lake Co. Historical Society:

62% female

61% age 45 or older

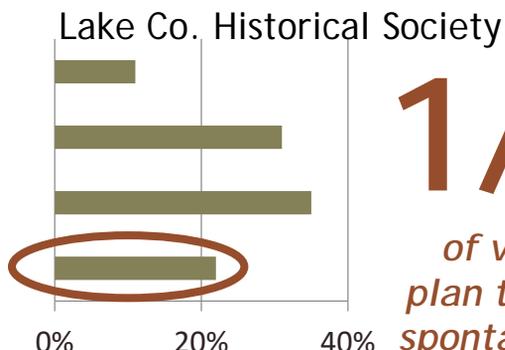
52% from Minnesota

# of years participants  
have been visiting  
the North Shore:

North Shore: 16 years

Lake Co. Historical Society: 13 yrs

36% of Lake Co. Historical Society 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?

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, **Lake Co. Historical Society** visitors report they would make, on average, two recreational trips to the region each summer.

If faced with the *potential future* conditions, **Lake Co. Historical Society** visitors said that they would:



In general, **Lake Co. Historical Society** 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%** & **48%**  
of all visitors of Lake Co. Historical Society 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)

