

Highway 61 Scenic Waysides

Summer Visitor Survey

Survey Dates:

July 15 - August 3, 2015

Number of Visitors Surveyed:

1398 North Shore Visitors

104 Wayside Visitors (includes visitors at Beaver Bay, Kadunce River & Cut Face Creek waysides).



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

Waysides: 4 nights

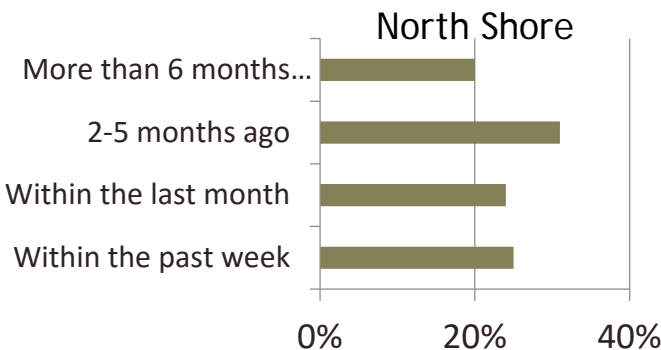
of Summer 2016 Trips:

North Shore: 2 trips

Waysides: 2 trips

Average
Group
Size
3
people

When did they plan their trip?



Who Visits?

North Shore:

56% female

55% age 45 or older

66% from Minnesota

Waysides:

55% female

60% age 45 or older

61% from Minnesota

of years participants have been visiting the North Shore:

North Shore: 16 years

Waysides: 19 years

49% of Wayside visitors agree that "The North Shore is part of my identity."

1/3

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

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



In general, **Wayside** 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 **& 31%** of Wayside 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

