

Split Rock Lighthouse

Summer Visitor Survey



Survey Dates:

July 15 - August 3, 2015

Number of Visitors Surveyed:

1398 North Shore Visitors

227 Split Rock 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

Split Rock: 3 nights

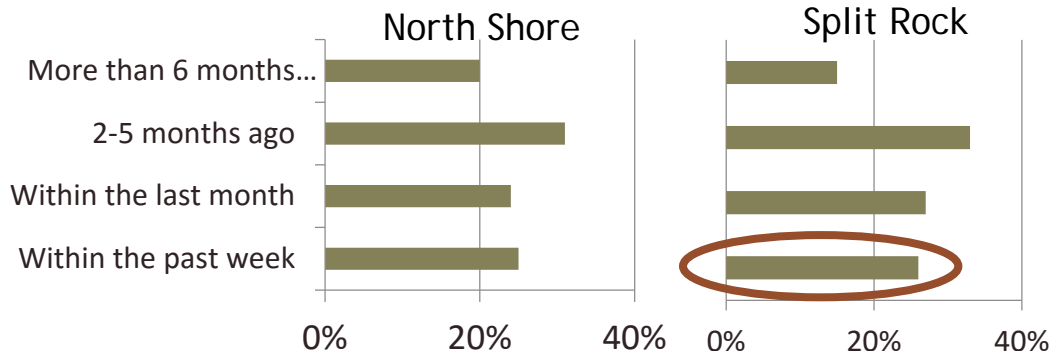
of Summer 2016 Trips:

North Shore: 2 trips

Split Rock: 1 trip

Average
3
Group
Size
people

When did they plan their trip?



1/4

of visitors plan their trip spontaneously.

Who Visits?

North Shore:

56% female

55% age 45 or older

66% from Minnesota

Split Rock:

57% female

60% age 45 or older

62% from Minnesota

of years participants have been visiting the North Shore:

North Shore: 16 years

Split Rock: 12 years

26% of Split Rock visitors agree that "The North Shore is part of my identity."

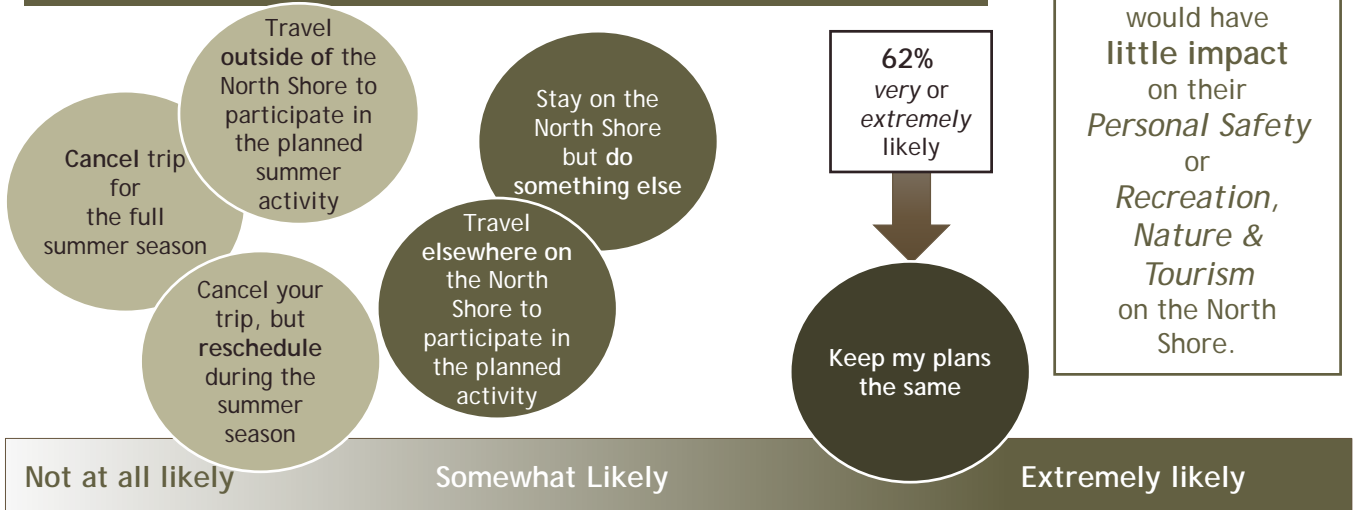
How might changing environmental conditions alter visitors' travel plans?

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

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



In general, **Split Rock** 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 & **30%** of Split Rock 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



Split Rock Lighthouse

Winter Visitor Survey



Survey Dates:

January 8-19 & February 13-16, 2015

Number of Visitors Surveyed:

852 North Shore Visitors

14 Split Rock 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

Split Rock: 2 nights

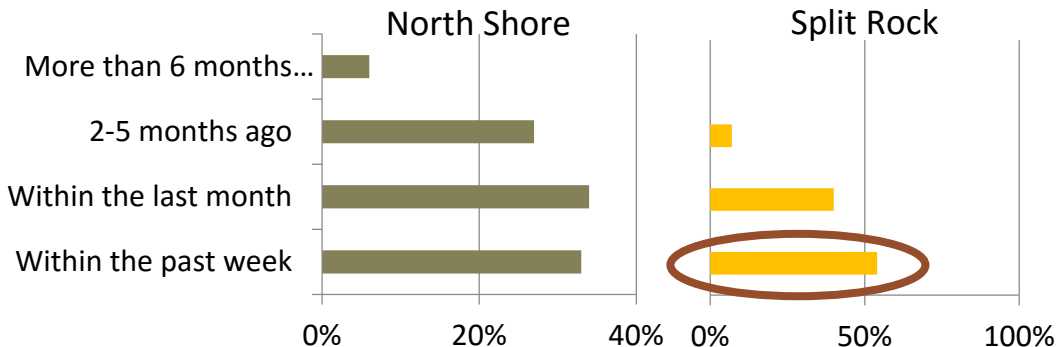
of Winter 2016 Trips:

North Shore: 2 trips

Split Rock: 2 trips

Average
Group
Size
2
people

When did they plan their trip?



Who Visits?

North Shore:

51% male

54% age 18 - 45

77% from Minnesota

Split Rock:

40% male

73% age 18 - 45

80% from Minnesota

of years participants have been visiting the North Shore:

North Shore: 17 years

Split Rock: 15 years

33% of Split Rock visitors agree that "The North Shore is part of my identity."

1/2
of visitors plan their trip spontaneously.

How might changing environmental conditions alter visitors' travel plans?

Split Rock Lighthouse
Winter Visitor Survey

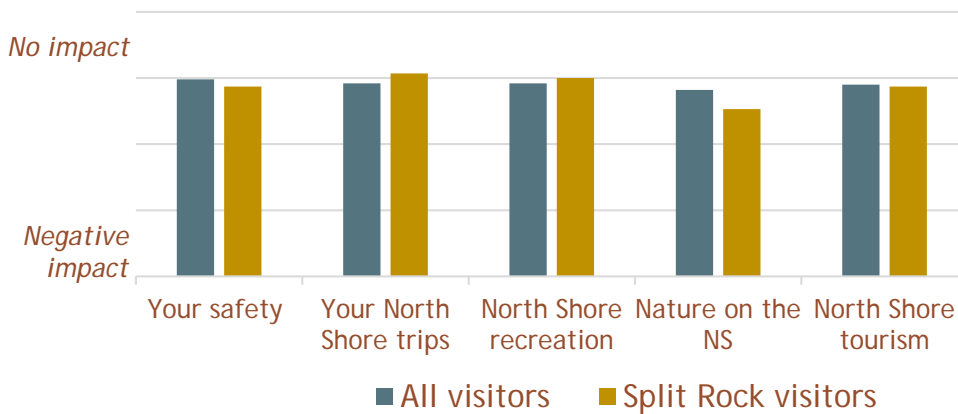
We presented visitors with *recent* and one of three different sets of *potential future* conditions and asked them how many trips in the winter if the future conditions were what was to be expected instead of the current conditions.

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, **Split Rock** visitors report they would make, on average, one recreational trips to the region each winter.

In general, **Split Rock** 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...

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

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