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Introduction

- Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.

- In 2007, our proprietary Longwoods Travel USA® program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.

- It is currently the largest ongoing study ever conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.

- This report provides an overview for Duluth’s domestic tourism business in 2015.
Methodology

- Each quarter, a random cross-section of online sample is sent an e-mail invitation to participate in the survey. A reminder is e-mailed several days later to non-responders.
- For the 2015 travel year, this yielded:
  - 337,164 trips for analysis nationally:
    - 237,555 overnight trips
    - 99,609 day trips
- For Duluth, the following sample was achieved in 2015:
  - 462 trips:
    - 308 overnight trips
    - 154 day trips*
- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

*Caution should be used in interpreting day trip data in this report due to low sample size
Key Findings
In 2015, Duluth had 6.7 million person trips. 34% were overnight trips and 66% were day trips.

The overnight trips generated $319 million in spending.

When asked about the main purpose of their overnight trip, 39% responded that they were visiting friends and relatives, while 56% said they were on marketable trips. Marketable trips are defined as those trip types that can be influenced by marketing efforts. The most prevalent marketable trip types were touring through the region and trips to enjoy outdoor activities.

The average number of nights spent in Duluth on an overnight trip was 2.7 nights and the average travel party size was 3 persons.
Key Findings – (Cont’d)

- Travelers on overnight trips to Duluth were more likely to arrive in their own car and less likely to arrive by plane than the national average.
- Travelers on overnight trips to Duluth were most likely to engage social media by posting photos online, reading travel reviews and accessing news/promotions.
- The top four states of origin for overnight trips were Minnesota, Illinois, Wisconsin and Michigan. The top four DMA’s of origin were Minneapolis-St. Paul, Duluth, Chicago and Fargo.
- The top five activities engaged in by travelers on overnight trips to Duluth were Shopping, visiting a Landmark/Historic Site, visiting a National or State Park, Hiking/Backpacking and Fine Dining.
Key Findings – (Cont’d)

- Overall trip experience and friendliness of the people received the highest satisfaction ratings for overnight visitors to Duluth.
- 87% of overnight visitors had visited Duluth before, and 71% said they had visited in the past year.
- 62% of overnight trips were planned 2 months or less before the trip, and 9% did not plan anything in advance.
- “Advice from friends and relatives” was the most frequently cited source of planning information at 18% and the top ranked method of booking was “Hotel or Resort” at 28%.
Size & Structure of the U.S. Travel Market
Total Size of the U.S. Travel Market — 2011-2015

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th>Year</th>
<th>Millions of Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>1,413</td>
</tr>
<tr>
<td>2012</td>
<td>1,451</td>
</tr>
<tr>
<td>2013</td>
<td>1,480</td>
</tr>
<tr>
<td>2014</td>
<td>1,532</td>
</tr>
<tr>
<td>2015</td>
<td>1,568</td>
</tr>
</tbody>
</table>

2.4% growth from 2014 to 2015.
Structure of the U.S. Travel Market — 2015 Overnight Trips

Base: Total Overnight Person-Trips

- Visiting Friends/Relatives: 44%
- Marketable: 43%
- Business-Leisure: 3%
- Business: 10%

Base: Total Overnight Person-Trips
U.S. Market Trends for Overnight Trips — 2015 vs. 2014

Base: Total Overnight Person-Trips

- All Overnight Trips
- Visiting Friends/Relatives
- Marketable Trips
- Business-Leisure Trips
- Business Trips

Percent Change

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Overnight Trips</td>
<td>2</td>
</tr>
<tr>
<td>Visiting Friends/Relatives</td>
<td>3</td>
</tr>
<tr>
<td>Marketable Trips</td>
<td>1</td>
</tr>
<tr>
<td>Business-Leisure Trips</td>
<td>4</td>
</tr>
<tr>
<td>Business Trips</td>
<td>2</td>
</tr>
</tbody>
</table>
Size & Structure of Duluth’s Travel Market
Total Size of the Duluth Travel Market in 2015

Total Person-Trips = 6.7 Million

- Day Trips: 66% (4.4 Million)
- Overnight Trips: 34% (2.3 Million)
Size of Duluth’s Overnight Travel Market — Adults vs. Children

Total Overnight Person-Trips = 2.3 Million

- Adults: 73% (1.7 Million)
- Children: 27% (0.6 Million)
Duluth’s Overnight Travel Market — by Trip Purpose

Adult Overnight Person-Trips = 1.7 Million

- Visits to Friends/Relatives: 0.7 Million (39%)
- Business-Leisure: 0.04 Million (2%)
- Business: 0.04 Million (3%)
- Marketable: 0.9 Million (56%)
Size of Duluth’s Day Travel Market — Adults vs. Children

Total Day Person-Trips = 4.4 Million

Adults
- 76%
- 3.4 Million

Children
- 24%
- 1 Million
Duluth’s Day Travel Market — by Trip Purpose

Adult Day Person-Trips = 3.4 Million

- Visits to Friends/Relatives: 0.8 Million (24%)
- Marketable: 2.3 Million (69%)
- Business-Leisure: 0.1 Million (3%)
- Business: 0.2 Million (4%)
Overnight Trip Detail
Overnight Expenditures
Total Overnight Spending — by Sector

Total Spending = $319 Million

- Lodging: 42% ($133 Million)
- Restaurant Food & Beverage: 25% ($80 Million)
- Transportation: 10% ($32 Million)
- Recreation: 10% ($32 Million)
- Retail: 13% ($42 Million)
Average Per Person Expenditures on Overnight Trips — By Sector

<table>
<thead>
<tr>
<th>Sector</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>$58</td>
</tr>
<tr>
<td>Restaurant Food &amp; Beverage</td>
<td>$35</td>
</tr>
<tr>
<td>Retail Purchases</td>
<td>$18</td>
</tr>
<tr>
<td>Recreation/Sightseeing/Entertainment</td>
<td>$14</td>
</tr>
<tr>
<td>Transportation at Destination</td>
<td>$14</td>
</tr>
</tbody>
</table>
Average Per Person Expenditures on Overnight Trips — by Trip Purpose

*Low Business Base
Average Per Party Expenditures on Overnight Trips — By Sector

- Lodging: $161
- Restaurant Food & Beverage: $97
- Retail Purchases: $50
- Recreation/Sightseeing/Entertainment: $39
- Transportation at Destination: $38
Average Per Party Expenditures on Overnight Trips — by Trip Purpose

*Low Business Base
Overnight Trip Characteristics
Main Purpose of Trip

Marketable Trips 56%

Base: Total Overnight Person-Trips

- Visiting friends/relatives: 39%
- Touring: 17%
- Outdoors: 13%
- Special event: 8%
- City trip: 7%
- Casino: 6%
- Skiing/Snowboarding: 2%
- Resort: 1%
- Other business trip: 2%
- Conference/Convention: 1%
- Business-leisure: 2%
Main Purpose of Leisure Trip — Duluth vs. National Norm

Base: Total Overnight Person-Trips

- Visiting friends/relatives
- Touring
- Outdoors
- Special event
- City trip
- Casino
- Skiing/Snowboarding
- Resort

Percent

Duluth
US Norm
Main Purpose of Business Trip — Duluth vs. National Norm

Base: Total Overnight Person-Trips

Other business trip

Conference/Convention

Percent

Duluth
US Norm
State Origin Of Trip

Base: Overnight Person-Trips to Duluth

- Minnesota: 60
- Illinois: 6
- Wisconsin: 6
- Michigan: 3
- Arizona: 3
- Alaska: 2
- Washington: 2
- California: 2
- South Dakota: 2
- Nebraska: 2

Percent
DMA Origin Of Trip

Base: Overnight Person-Trips to Duluth

- Minneapolis-St. Paul, MN: 52%
- Duluth-Superior, MN/WI: 8%
- Chicago, IL: 5%
- Fargo-Valley City, ND: 4%
- Phoenix, AZ: 2%
- Seattle-Tacoma, WA: 2%
- New York, NY/NJ/PA/CT: 2%
- Omaha, NE/IA: 2%
- Los Angeles, CA: 2%
Season of Trip

Base: Total Overnight Person-Trips

- January-March: 20
- April-June: 25
- July-September: 33
- October-December: 22

Percent
Satisfaction with Trip
% Very Satisfied

Base: Total Overnight Person-Trips

- Overall trip experience
- Friendliness of people
- Sightseeing and attractions
- Quality of food
- Quality of accommodations
- Value for money
- Music/nighlife/entertainment

Percent

Duluth
U.S. Norm
Past Visitation

Base: Total Overnight Person-Trips

Ever

Past Year

Duluth

U.S. Norm

Percent

87
87
71
75
Length of Trip Planning

Base: Total Overnight Person-Trips

More than 1 year in advance
- Duluth: 3%
- US Norm: 3%

6-12 months
- Duluth: 10%
- US Norm: 13%

3-5 months
- Duluth: 13%
- US Norm: 16%

2 months
- Duluth: 19%
- US Norm: 18%

1 month or less
- Duluth: 35%
- US Norm: 35%

Did not plan anything in advance
- Duluth: 43%
- US Norm: 43%

Percent
Trip Planning Information Sources

Base: Total Overnight Person-Trips

- Advice from relatives or friends: Duluth 18%, US Norm 15%
- Online travel agencies: Duluth 17%, US Norm 15%
- Hotel or resort: Duluth 16%, US Norm 14%
- Social Media: Duluth 10%, US Norm 9%
- Destination websites: Duluth 10%, US Norm 9%
- Auto club/AAA: Duluth 8%, US Norm 8%
- Travel company websites: Duluth 6%, US Norm 8%
- Airline/commercial carrier: Duluth 5%, US Norm 9%
- Lodging sharing websites: Duluth 3%, US Norm 12%
Trip Planning Information Sources (Cont’d)

Base: Total Overnight Person-Trips

- Travel guide/other books: Duluth 4, US Norm 5
- 800/888 number: Duluth 3, US Norm 3
- Travel agent/company: Duluth 3, US Norm 3
- Newspaper articles/ad: Duluth 2, US Norm 6
- Visitors’ bureau/gov tourism office: Duluth 2, US Norm 3
- TV program/ad: Duluth 1, US Norm 3
- Magazine articles/ad: Duluth 1, US Norm 2
- Radio show/ad: Duluth 1, US Norm 2
- Travel/ski show or exhibition: Duluth 1, US Norm 1
Method of Booking Trip

Base: Total Overnight Person-Trips

- Hotel or resort: Duluth 28%, US Norm 18%
- Online travel agencies: Duluth 15%, US Norm 13%
- Airline/commercial carrier: Duluth 7%, US Norm 8%
- Travel company websites: Duluth 14%, US Norm 13%
- 800/888 number: Duluth 6%, US Norm 8%
- Advice from relatives or friends: Duluth 5%, US Norm 7%
- Destination websites: Duluth 4%, US Norm 5%
- Auto club/AAA: Duluth 4%, US Norm 4%
- Lodging sharing websites: Duluth 2%, US Norm 4%
Method of Booking Trip (Cont’d)

Base: Total Overnight Person-Trips

- Travel agent/company: Duluth: 3, US Norm: 6
- Visitors' bureau/gov tourism office: Duluth: 2, US Norm: 1
- Newspaper articles/ad: Duluth: 1, US Norm: 1
- Magazine articles/ad: Duluth: 1, US Norm: 1
- TV program/ad: Duluth: 1, US Norm: 1
- Radio show/ad: Duluth: 1, US Norm: 1
- Travel guide/other books: Duluth: 0, US Norm: 2
- Travel/ski show or exhibition: Duluth: 1, US Norm: 0
Devices Used for Trip Planning

Base: Total Overnight Person-Trips

- Laptop: Duluth 52%, U.S. Norm 45%
- Home (desktop) computer: Duluth 43%, U.S. Norm 41%
- Smartphone: Duluth 30%, U.S. Norm 27%
- Tablet: Duluth 18%, U.S. Norm 17%
- None of these: Duluth 13%, U.S. Norm 16%
Devices Used During Trip

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th>Device</th>
<th>Duluth</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>69</td>
<td>65</td>
</tr>
<tr>
<td>Tablet</td>
<td>37</td>
<td>28</td>
</tr>
<tr>
<td>Laptop</td>
<td>33</td>
<td>29</td>
</tr>
<tr>
<td>None of these</td>
<td>18</td>
<td>22</td>
</tr>
</tbody>
</table>

Percent
Total Nights Away on Trip

Base: Total Overnight Person-Trips

Average
Duluth
= 3.7 Nights

Average
US Norm
= 4 Nights

<table>
<thead>
<tr>
<th>Total Nights Away on Trip</th>
<th>Percent</th>
<th>Duluth</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 night</td>
<td>0.00</td>
<td>21</td>
<td>26</td>
</tr>
<tr>
<td>2 nights</td>
<td>0.00</td>
<td>23</td>
<td>26</td>
</tr>
<tr>
<td>3-4 nights</td>
<td>0.00</td>
<td>13</td>
<td>26</td>
</tr>
<tr>
<td>5-6 nights</td>
<td>0.00</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>7-13 nights</td>
<td>0.00</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>14+ nights</td>
<td>0.00</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>

Base: Total Overnight Person-Trips
Number of Nights Spent in Duluth

Base: Total Overnight Person-Trips with 1+ nights spent in Duluth

Average Nights Spent in Duluth = 2.7

- 1 night: 28
- 2 nights: 36
- 3-4 nights: 24
- 5-6 nights: 8
- 7+ nights: 4

Percent
Size of Travel Party

Base: Total Overnight Person-Trips

Duluth:
- 2.3 Adults
- 0.7 Children
- Total = 3

US Norm:
- 2.3 Adults
- 0.6 Children
- Total = 2.9
Transportation

Base: Total Overnight Person-Trips

- Own car/truck: Duluth 84%, US Norm 65%
- Plane: Duluth 12%, US Norm 26%
- Rental car: Duluth 11%, US Norm 19%
- Traditional Taxi: Duluth 9%, US Norm 6%
- Camper, R.V: Duluth 5%, US Norm 2%
- Train: Duluth 5%, US Norm 2%
- Motorcycle: Duluth 3%, US Norm 1%
- Bus: Duluth 6%, US Norm 3%
- Online Taxi Svc: Duluth 2%, US Norm 5%
- Ship/Boat: Duluth 3%, US Norm 2%
Accommodations

Base: Total Overnight Person-Trips

- Hotel/Motel: Duluth 53%, US Norm 54%
- Friends/relatives' dwelling (not paid for): Duluth 29%, US Norm 28%
- Campground/trailer park/RV park: Duluth 7%, US Norm 7%
- Country Inn/Lodge: Duluth 7%, US Norm 7%
- Rented cottage/cabin: Duluth 5%, US Norm 5%
- Bed & Breakfast: Duluth 3%, US Norm 3%
- Own home/condo/apt/second home: Duluth 4%, US Norm 4%
- Rented home/condo/apartment: Duluth 2%, US Norm 4%
- Time Share: Duluth 1%, US Norm 4%
- Boat/cruise ship: Duluth 1%, US Norm 2%
- Other: Duluth 4%, US Norm 6%
Base: Total Overnight Person-Trips

Activities and Experiences

Duluth
US Norm

Shopping 35 38
Landmark/Historic Site 25 23
National/State Park 23 19
Hiking/Backpacking 21 17
Fine Dining 19 14
Beach 17 11
Museum 16 10
Swimming 16 10
Casino 14 11
Bar/Disco 11 10
Fishing 9 5
Camping 5 5
Activities and Experiences (Cont’d)

Base: Total Overnight Person-Trips

- Boating/Sailing
  - Duluth: 5
  - US Norm: 7
- Art Gallery
  - Duluth: 5
  - US Norm: 7
- Zoo
  - Duluth: 5
  - US Norm: 6
- Brewery
  - Duluth: 5
  - US Norm: 5
- Fair/Exhibition/Festival
  - Duluth: 5
  - US Norm: 5
- Dance
  - Duluth: 4
  - US Norm: 5
- Theme Park
  - Duluth: 4
  - US Norm: 8
- Birding
  - Duluth: 2
  - US Norm: 4
- Biking
  - Duluth: 3
  - US Norm: 4
- Skiing/Snowboarding
  - Duluth: 1
  - US Norm: 3
- Golf
  - Duluth: 3
  - US Norm: 4
Activities and Experiences (Cont’d)

Base: Total Overnight Person-Trips

- Conference/Convention: Duluth 3, US Norm 4
- Glamping: Duluth 1, US Norm 3
- Spa: Duluth 2, US Norm 5
- Winery: Duluth 2, US Norm 4
- Mountain Climbing: Duluth 2
- Theater: Duluth 2, US Norm 7
- Trade Show: Duluth 2, US Norm 2
- Business Meeting: Duluth 2, US Norm 6
- Pro/College Sports: Duluth 2, US Norm 3
- Watch Amateur/Youth Sports: Duluth 2
- Participate in Adult Sports Event: Duluth 2

Percent

Duluth

US Norm
Activities of Special Interest

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent</th>
<th>Duluth</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historic places</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family Reunion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cultural activities/attractions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wedding</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exceptional culinary experiences</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brewery Tours/Beer Tasting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winery tours/Wine tasting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eco-Tourism</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traveling with grandchildren</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Religious Travel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medical Tourism</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

0 10 20 30 40

Percent

Duluth  US Norm
# Online Social Media Use by Travelers

**Base: Total Overnight Person-Trips**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duluth</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used any social media for travel</td>
<td>68</td>
<td>68</td>
</tr>
<tr>
<td>Posted travel photos/video online</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>Read travel reviews</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td>Accessed travel news/events/deals/promotions</td>
<td>20</td>
<td>21</td>
</tr>
<tr>
<td>Looked at travel photos/video online</td>
<td>19</td>
<td>22</td>
</tr>
<tr>
<td>Connected with others interested in travel</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>Got travel advice</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Contributed travel reviews</td>
<td>11</td>
<td>11</td>
</tr>
</tbody>
</table>

**Percent**

0 20 40 60 80  68 68
### Online Social Media Use by Travelers (Cont’d)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent</th>
<th>Duluth</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used any social media for travel</td>
<td>68</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>Read a travel blog</td>
<td>9</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>&quot;Followed&quot; a destination/attraction</td>
<td>9</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Gave travel advice</td>
<td>5</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Subscribed to a travel e-newsletter</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tweeted about a trip</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blogged about a trip</td>
<td>5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Organization Membership

Base: Total Overnight Person-Trips

- AAA
  - Duluth: 31
  - U.S. Norm: 43
- AARP
  - Duluth: 18
  - U.S. Norm: 22
- National Motor Club
  - Duluth: 3
  - U.S. Norm: 4
- Better World Club
  - Duluth: 3
  - U.S. Norm: 2

Percent

Duluth | U.S. Norm
Demographic Profile of Overnight Visitors to Duluth
Gender

Base: Total Overnight Person-Trips

![Bar chart showing gender distribution of overnight trips. The chart compares the percentage of male and female trips in Duluth and US Norms. The chart indicates that for males, Duluth has a percentage of 44%, while the US Norm is 48%. For females, Duluth has a percentage of 56%, and the US Norm is 52%. The chart is labeled as Gender and indicates the base as Total Overnight Person-Trips.](image-url)
Age

Base: Total Overnight Person-Trips

Duluth Average = 43
US Average = 45

18-24

13
14

25-44

13
42

45-64

30
31

65 or older

17
13

Percent

Duluth
US Norm

0 10 20 30 40 50
Base: Total Overnight Person-Trips

Duluth Average = 2.7
US Average = 2.7

- 1 member: Duluth = 23, US Norm = 20
- 2 members: Duluth = 32, US Norm = 36
- 3 members: Duluth = 18, US Norm = 20
- 4 members: Duluth = 14, US Norm = 15
- 5+ members: Duluth = 11, US Norm = 11
Household Income

Base: Total Overnight Person-Trips

- Under $49.9K: 41% (Duluth), 41% (US Norm)
- $50K-$74.9K: 25% (Duluth), 22% (US Norm)
- $75K-$99.9K: 18% (Duluth), 16% (US Norm)
- $100-$149.9K: 15% (Duluth), 13% (US Norm)
- $150K+: 3% (Duluth), 6% (US Norm)

Percent
Marital Status

Base: Total Overnight Person-Trips

- **Married/ with partner**
  - Duluth: 66%
  - US Norm: 62%

- **Single/Never Married**
  - Duluth: 21%
  - US Norm: 24%

- **Separated/Divorced/Widowed**
  - Duluth: 13%
  - US Norm: 14%

Percent

Duluth | US Norm
Children in Household

Base: Total Overnight Person-Trips

- No Children Under 18: Duluth 53%, US Norm 56%
- Any child between 13-17: Duluth 22%, US Norm 20%
- Any child between 6-12: Duluth 24%, US Norm 22%
- Any child under 6: Duluth 20%, US Norm 18%
Education

Base: Total Overnight Person-Trips

- **Post-graduate**
  - Duluth: 18%
  - US Norm: 22%

- **College graduate**
  - Duluth: 47%
  - US Norm: 40%

- **Some college**
  - Duluth: 25%
  - US Norm: 23%

- **High school or less**
  - Duluth: 14%
  - US Norm: 10%

- **Other**
  - Duluth: 1%
  - US Norm: 1%

Percent
Employment

Base: Total Overnight Person-Trips

- Full-time/Self-employed:
  - Duluth: 50%
  - US Norm: 51%
- Part-time:
  - Duluth: 13%
  - US Norm: 10%
- Not employed/Retired/Student/Other:
  - Duluth: 37%
  - US Norm: 39%
Race

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th>Race</th>
<th>Duluth</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>88</td>
<td>82</td>
</tr>
<tr>
<td>African-American</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>10</td>
</tr>
</tbody>
</table>
Hispanic Background

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Duluth</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>96</td>
<td>91</td>
</tr>
<tr>
<td>Yes</td>
<td>4</td>
<td>9</td>
</tr>
</tbody>
</table>
Day Trip Detail
Day Trip Expenditures
Total Day Trip Spending — by Sector

Total Spending = $298 Million

- Restaurant Food & Beverage: 34% ($102 Million)
- Retail: 40% ($119 Million)
- Transportation: 13% ($39 Million)
- Recreation: 13% ($38 Million)
Average Per Person Expenditures on Day Trip — By Sector

- Retail Purchases: $27
- Restaurant Food & Beverage: $23
- Transportation at Destination: $9
- Recreation/Sightseeing/Entertainment: $9
Average Per Person Expenditures on Day Trip — by Trip Purpose

- **Leisure**: $66
- **Business** (*Low Business Base*): $0

*Low Business Base*
Average Per Party Expenditures on Day Trip — By Sector

- Retail Purchases: $73
- Restaurant Food & Beverage: $63
- Transportation at Destination: $24
- Recreation/Sightseeing/Entertainment: $23
Average Per Party Expenditures on Day Trip — by Trip Purpose

Base: Total Day Person-Trips

Dollars

Leisure

Business*

$180

$0

*Low Business Base
Day Trip Characteristics
Main Purpose of Trip

Base: Total Day Person-Trips

- **Visiting friends/relatives**: 24%
- **Touring**: 24%
- **Shopping**: 15%
- **City trip**: 9%
- **Special event**: 7%
- **Outdoors**: 6%
- **Ski/Snowboarding**: 4%
- **Casino**: 3%
- **Other business trip**: 4%
- **Conference/convention**: <1%
- **Business-leisure**: 3%

**Marketable Trips 69%**
Main Purpose of Day Leisure Trip — Duluth vs. National Norm

Base: Total Day Person-Trips

- Visiting friends/relatives
- Touring
- Shopping
- City trip
- Special event
- Outdoors
- Ski/Snowboarding
- Casino

Percent

Duluth | US Norm
--- | ---
Visiting friends/relatives | 24 | 37
Touring | 11 | 24
Shopping | 8 | 15
City trip | 9 | 8
Special event | 7 | 8
Outdoors | 6 | 7
Ski/Snowboarding | <1 | 4
Casino | 4 | 3
Main Purpose of Day Business Trip — Duluth vs. National Norm

Base: Total Day Person-Trips

Other business trip

Conference/Convention

Percent

<1
2
4
6

Duluth
US Norm

Duluth vs. National Norm
State Origin Of Trip

Base: Total Day Person-Trips

- **Minnesota**: 70 percent
- **Wisconsin**: 14 percent
- **Michigan**: 5 percent
- **Virginia**: 2 percent
- **Illinois**: 2 percent
- **Massachusetts**: 2 percent
DMA Origin Of Trip

Base: Total Day Person-Trips

- Minneapolis-St. Paul, MN: 57%
- Duluth-Superior, MN/WI: 25%
- Marquette, MI: 3%
Season of Trip

Base: Total Day Person-Trips

- January-March: 19%
- April-June: 22%
- July-September: 30%
- October-December: 29%

Percent
Size of Travel Party

Base: Total Day Person-Trips

Average No. of People

- **Adults**
- **Children**

**Duluth**
- 2.1 Adults
- 0.7 Children
- **Total = 2.8**

**US Norm**
- 2.1 Adults
- 0.7 Children
- **Total = 2.8**
Activities of Special Interest

Base: Total Day Person-Trips

- Historic places
- Cultural activities/attractions
- Family Reunion
- Exceptional culinary experiences
- Traveling with grandchildren
- Eco-Tourism
- Brewery tours/Beer tasting
- Winery tours/Wine tasting
- Religious Travel
- Wedding
- Medical Tourism

Percent:

- Duluth
- US Norm
Social Media Use by Travelers

Base: Total Day Person-Trips

- Used any social media for travel: Duluth 71%, US Norm 67%
- Posted travel photos/video online: Duluth 41%, US Norm 32%
- Read travel reviews: Duluth 32%, US Norm 32%
- Looked at travel photos/video online: Duluth 27%, US Norm 31%
- Accessed travel news/events/deals/promotions: Duluth 23%, US Norm 22%
- Read a travel blog: Duluth 19%, US Norm 13%
- Got travel advice: Duluth 14%, US Norm 11%
- "Followed" a destination/attraction: Duluth 14%, US Norm 9%
Social Media Use by Travelers (Cont’d)

Base: Total Day Person-Trips

- Used any social media for travel: 71\%
- Contributed travel reviews: Duluth 9\%, US Norm 13\%
- Tweeted about a trip: Duluth 8\%, US Norm 9\%
- Connected with others interested in travel: Duluth 12\%, US Norm 9\%
- Gave travel advice: Duluth 8\%, US Norm 9\%
- Subscribed to a travel e-newsletter: Duluth 6\%, US Norm 8\%
- Blogged about a trip: Duluth 4\%, US Norm 5\%
Organization Membership

Base: Total Day Person-Trips

AAA: Duluth 28, U.S. Norm 37
AARP: Duluth 25, U.S. Norm 37
National Motor Club: Duluth 19, U.S. Norm 37
Better World Club: Duluth 2, U.S. Norm 37
Demographic Profile of Day Visitors to Duluth
Gender

Base: Total Day Person-Trips

<table>
<thead>
<tr>
<th></th>
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<th>U.S. Norm</th>
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<tbody>
<tr>
<td>Male</td>
<td>29</td>
<td>46</td>
</tr>
<tr>
<td>Female</td>
<td>54</td>
<td>71</td>
</tr>
</tbody>
</table>
Age

Base: Total Day Person-Trips

Duluth Average = 44
U.S. Average = 44

18-24

13

11

25-44

40

44

45-64

33

29

65 or older

14

16

Percent

0

10

20

30

40

50

Duluth

U.S. Norm
Household Size

Base: Total Day Person-Trips

Duluth Average = 2.6  U.S. Average = 2.8

- 1 member: Duluth 19, U.S. 19
- 2 members: Duluth 21, U.S. 34
- 3 members: Duluth 19, U.S. 21
- 4 members: Duluth 14, U.S. 16
- 5+ members: Duluth 9, U.S. 12

Percent

Duluth  U.S. Norm
Household Income

Base: Total Day Person-Trips

- **$150K+**: Duluth 3, US Norm 4
- **$100-$149.9K**: Duluth 9, US Norm 12
- **$75K-$99.9K**: Duluth 14, US Norm 18
- **$50K-$74.9K**: Duluth 22, US Norm 32
- **Under $49.9K**: Duluth 38, US Norm 48
Marital Status

Base: Total Day Person-Trips

- Married/ with partner: Duluth 66%, U.S. Norm 61%
- Single/Never Married: Duluth 21%, U.S. Norm 24%
- Separated/Divorced/Widowed: Duluth 13%, U.S. Norm 15%
Education

Base: Total Day Person-Trips

- Post-graduate: Duluth 13%, U.S. Norm 19%
- College graduate: Duluth 23%, U.S. Norm 38%
- Some college: Duluth 17%, U.S. Norm 25%
- High school or less: Duluth 16%, U.S. Norm 17%
- Other: Duluth <1, U.S. Norm 1%
Employment

Base: Total Day Person-Trips

- Full-time/Self-employed: Duluth 49%, U.S. Norm 56%
- Part-time: Duluth 10%, U.S. Norm 10%
- Not employed/Retired/Student/Other: Duluth 34%, U.S. Norm 41%

Percent

Duluth  U.S. Norm
Race

Base: Total Day Person-Trips

- **White**: 86% (Duluth), 82% (U.S. Norm)
- **African-American**: 5% (Duluth), 8% (U.S. Norm)
- **Other**: 9% (Duluth), 10% (U.S. Norm)

Percent

- **Duluth**
- **U.S. Norm**
Hispanic Background

Base: Total Day Person-Trips

Percent

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Duluth U.S. Norm
Key Terms Defined

- **An Overnight Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

- **A Day Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

- **A Person-Trip** is one trip taken by one visitor.
  - *Person-trips are the key unit of measure for this report.*
Trip-Type Segments

Total Trips = Leisure + Business + Business-Leisure

- **Leisure Trips:** includes all trips where the main purpose was one of the following:
  - Visiting friends/relatives
  - Touring through a region to experience its scenic beauty, history and culture
  - Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating
  - Special event, such as a fair, festival, or sports event
  - City trip
  - Cruise
  - Casino
  - Theme park
  - Resort (ocean beach, inland or mountain resort)
  - Skiing/snowboarding
  - Golf

- **Business Trips:** includes
  - Conference/convention
  - Other business trip

- **Business-Leisure:** a trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.

**Marketable Trips:** Includes all leisure trips, with the exception of visits to friends/relatives.