

Byway Awareness and Impact on Livability and Economy: Applications, Perspective, and Discussion



UNIVERSITY OF MINNESOTA
EXTENSION

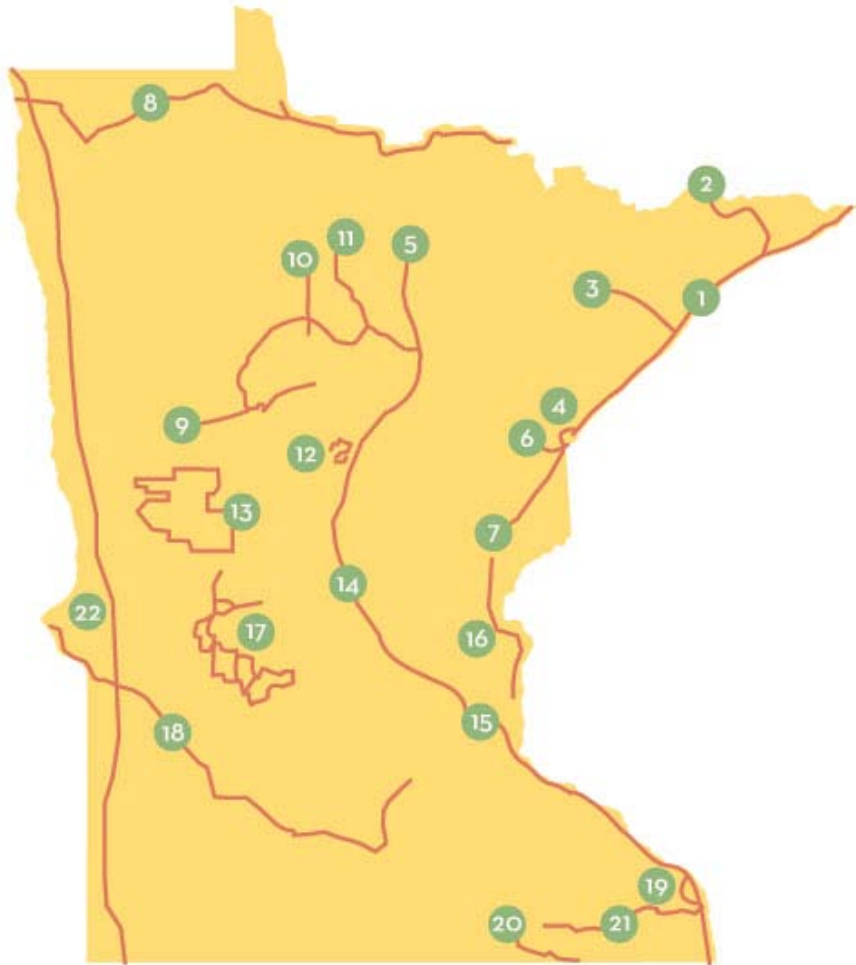
Driven to DiscoverSM

Session overview

- overview of project that identifies consumer perceptions & spending related to byways,
- implications of the project,
- questions & answers



Background: Minnesota byways



Byways:

In the US: 150 national

In MN: 22 designated scenic drives

- Driving on designated scenic byways accounts for 13% of travel activities (EMT 2007)
- Annual # travelers in MN: 39 Million

Travelers to the Northcentral/West Region June 2007 - May 2008 spent
\$2.220 billion in the region

Project purpose

Assess

impact on quality of life

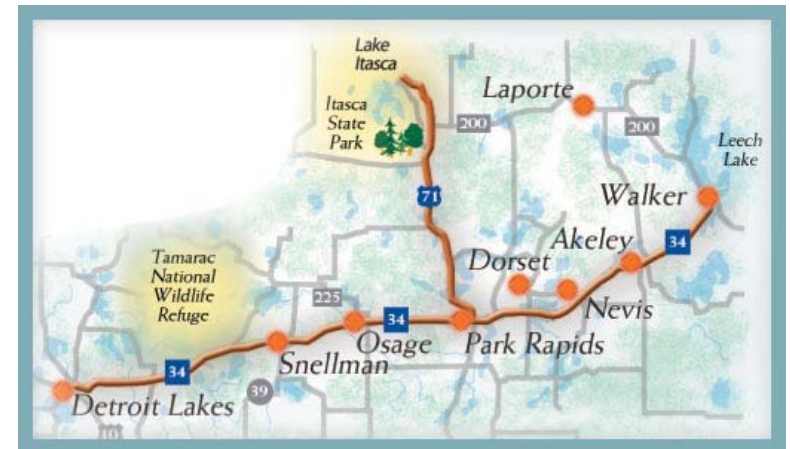
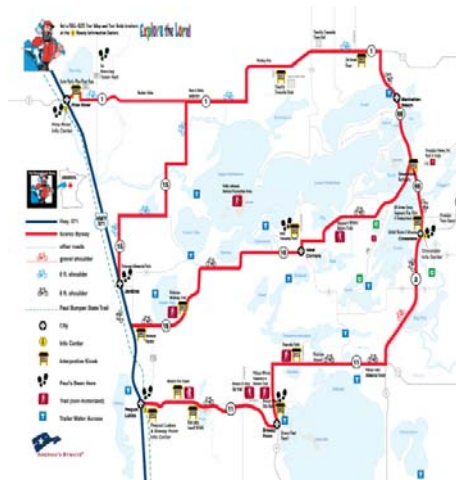
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Economic impact of
byway visitors



Methods –Study sites

- *Paul Bunyan Byway*
length: 54 miles
- *Annual visitation: ??*
- *Area: Rural-city--lakes--national forest -- state parks*
- *Lake Country Byway*
length: 88 miles
- *Annual visitation: 250,000*
during summer
- *Area: Rural-city--lakes;--national forest -- state parks*





Methods-Sample & questionnaire

- Sample:
 - Residents & Travelers
 - Summer & Fall 2010
- Volunteers collected data
- Sample size:
 - Paul B Total: 337**
 - Residents: 198
 - Travelers: 139
 - Lake Country: 176**
 - Residents: 84
 - Travelers: 92
- Compliance Rate
 - Unknown
- On-site questionnaires (2 pg instrument)
 - Demographic/travel characteristics
 - Byway awareness
 - Visitation
 - Residents:
 - 14 Quality of life & Byway contributions
 - Traveler:
 - Expenditures & Byway effects on travel
- Selected intercept sites:
 - Area Chambers, local businesses, area attractions, events, retail centers, restaurants/bars & visitor center parking lots
 - Proportioned across month & weekday

Methods –Quality of life data analysis

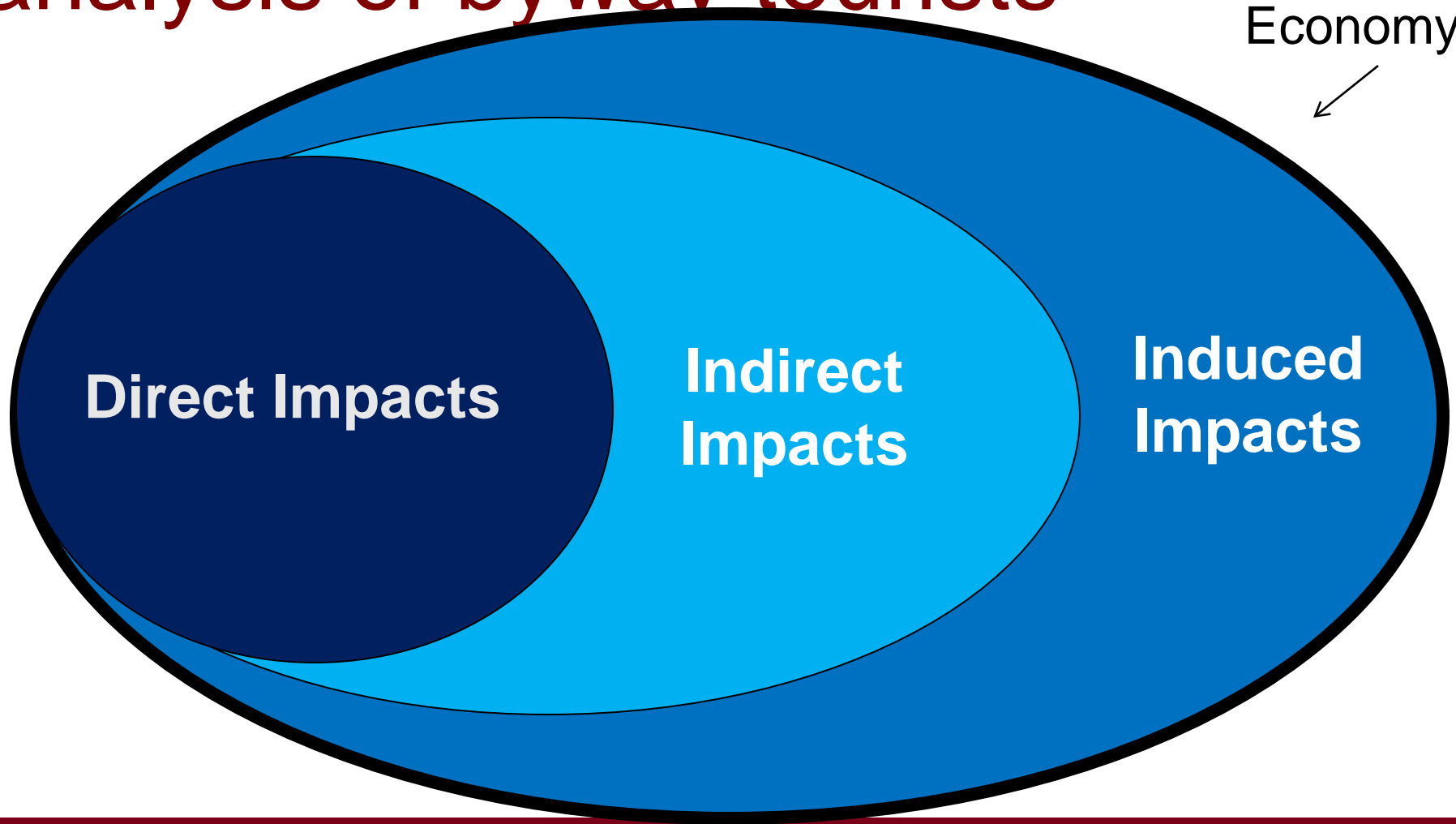


SPSS 17.0

- Descriptive & frequencies
 - Demographics
 - Visitation
 - Important community attributes & byway contribution
- Comparisons:
 - Season, residents/travelers

Methods: Economic impact analysis of byway tourists

Local Economy



Direct Impacts

Indirect Impacts

Induced Impacts

Methods: Byway Tourist Spending

Steps:

1. Determine total spending by byway **tourists**
 - 1) Tourist spending profile
 - 2) Determine total number of byway travelers

Results: Resident key findings

LC:

-cult/history preservation,
natural area
preservation,
community beauty,
quality recreation,
fairs/events

• *PB:*

• quality recreation,
natural area,
community beauty,
cult/historical,
community amenities

Resident findings: so what?

- Build on those residents see as most important
- Area relocation considerations
- Sponsor opportunities
- Develop baseline measures & consider if/how change





Results: Visitors

Paul Bunyan:

- 40% non-resident, 60% resident
- 5% visited due to byway, 14% said it altered route, 2% altered length of stay
- 50% paid accomm., 40% unpaid, 10% day visitors

Lake Country:

- 52% non-resident, 48% resident
- 8% visited due to byway, 10% said it altered route, 2% altered length of stay
- 29% paid accomm., 32% unpaid, 39% day visitors



Results: visitor key findings

- Expenditures:
 - Lodging
 - Dining & drinking out
 - Food stores
 - Fuel

Impacts to counties

LC: \$12-38 million

PB: \$15-38 million

Visitor findings: so what?

- % Patterns mirror previous research
- Data from 2010: could be greater with ‘recovery’
- Increase with longer stays, # visits
 - Greater impact on visitation: Initial, length & return
- Targeted marketing to groups (fams vs couples)

Limitations & future research



- Limitations:
 - Onsite visitors
 - Seasonal constraints
 - Volunteer data collection
- Future research
 - Assess non-visitors
 - Longitudinal studies to examine factors influencing values associated with quality of life

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- overview of project that identifies consumer perceptions & spending related to byways,
- **implications of the project, &**
- questions & answers



Implications



Session overview

- overview of project that identifies consumer awareness & spending related to byways,
- lessons learned in the project, &
- questions & answers



Questions and Discussion

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tourism.umn.edu/researchreports

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