



At A Glance: Mille Lacs Visitor Profile Preliminary Seasonal Summary September 2014 – August 2015

Visitor Characteristics	Sept. – Nov. 2014 (n = 348)	Dec. 2014 – Feb. 2015 (n = 332)	Mar. – May 2015 (n = 321)	Jun. – Aug. 2015 (n=533)
Average Age	51	45	48	49
% Male	60%	67%	55%	54%
Minnesota residents	92%	93%	95%	99%
Travel Party and Trip Profile	Sept. – Nov. 2014	Dec. 2014 – Feb. 2015	Mar. – May 2015	Jun. – Aug. 2015
Purpose of Trip:				
Fishing	29%	(ice fishing) 62%	23%	23%
Outdoor recreation other than fishing	22%	3%	7%	19%
Visit family/friends	12%	7%	16%	21%
Average travel party size	2.7	3.4	3.7	4.6
Median # nights in Mille Lacs	2	2	2	2
Median # trips to Mille Lacs in past 5 years	15	20	20	8
% visiting with children < 18	17%	13%	31%	42%
Activities While on Trip	Sept. – Nov. 2014	Dec. 2014 – Feb. 2015	Mar. – May 2015	Jun. – Aug. 2015
Dining out	73%	84%	68%	69%
Fishing	40%	(ice fishing) 69%	43%	54%
Sightseeing	30%	7%	19%	21.4%
Visit friends/relatives	25%	19%	26%	28%
Nightlife	22%	34%	25%	21%
Visit state parks	20%	4%	15%	24%
Seasonal Activities	(Boating/sailing) 18%	(snowmobiling) 10%	--	(boating) 21%
Drive on designated byways	17%	13%	11%	16%
Casino gaming	13%	11%	17%	13%
Festivals/events	7%	20%	11%	21%
Biking	7%	2%	7%	15%
Historic sites	5%	2%	9%	9%
Average Trip Spending <i>Per Person Per Day</i>	Sept. – Nov. 2014	Dec. 2014 – Feb. 2015	Mar. – May 2015	Jun. – Aug. 2015
Lodging	\$20.78	\$24.76	\$16.57	\$24.25
Restaurant	\$19.19	\$30.47	\$18.88	\$21.83
Transportation	\$18.45	\$15.08	\$11.26	\$12.09
Grocery	\$10.58	\$12.59	\$10.53	\$12.90
Recreation	\$4.82	\$7.45	\$2.77	\$3.68
Shopping	\$4.84	\$5.07	\$4.36	\$4.20
Miscellaneous	\$2.78	\$5.79	\$5.48	\$11.67
Fishing equipment	\$2.71	\$8.56	\$8.73	\$6.99
Fishing related guide service	\$1.58	\$2.11	\$1.57	\$2.13
Other fishing related expense	\$1.48	\$3.56	\$2.50	\$1.71
Total	\$87.21	\$115.44	\$82.65	\$101.45

Access the full project report at <http://conservancy.umn.edu/handle/11299/178349>

For more information, or to review other tourism research, visit www.tourism.umn.edu

The Tourism Center is a collaboration of UMN Extension and the College of Food, Agricultural & Natural Resource Sciences