

Community Assistantship Program

Event Marketing and Expansion Assessment

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Prepared in partnership with
Wabasha Area Chamber of Commerce

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University of Minnesota
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Event Marketing and Expansion Assessment

Wabasha Area Chamber of Commerce

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Executive Summary

The goals of this project are to research and assess the marketing of events for the city of Wabasha and its surrounding area and to suggest possible improvements to Wabasha's current events, especially its largest festival, Riverboat Days. To accomplish these two goals, a survey was conducted at Wabasha's Riverboat Days. In addition, Riverboat Days and other area and region-wide festivals were observed and analyzed.

The Riverboat Days survey asked questions about Wabasha, Riverboat Days, and the respondents' demographics. Because of certain limitations, the survey resulted in a non-probability sample, meaning that every person at Riverboat Days did not have an equal chance of being selected to fill out a survey. Still, many interesting results appeared. For example, one-third of the respondents was from Wabasha. Most people not from Wabasha used a friend or family member from Wabasha to plan their trip. The most frequent age group of the survey respondents was the 46-55 age group, and the largest annual household income range was \$30,000-\$60,000. Overall, people were very satisfied with Wabasha and Riverboat Days.

The other festivals that were researched include the following: St. Paul's Grand Old Day, New Ulm's Heritagefest, Winona's Steamboat Days, Red Wing's River City Days, and Lake City's Water Ski Days. The festivals are usually held between a Wednesday and Sunday. All the area festivals use local newspapers and radio as main forms of advertisement. Advertising consists of 6%-10% of total festival expenses. Each city continues to expand its festival and activities in some way.

Wabasha should strongly consider extending Riverboat Days to include Sunday, as it would keep people in Wabasha another day. Riverboat Days should continue to heavily promote Riverboat Days and other events locally, as well as taking advantage of Wabasha being known as the "oldest community in Minnesota." Creating a yearly marketing plan and continuing to conduct market research will support Wabasha's tourism and the planning and production of its events.

Research Methodology

The goals of this project are the following:

- Research and assess the marketing of festivals/events, both locally and regionally
- Suggest possible enhancements/improvements to Wabasha's current events, especially Riverboat Days

The following three steps were taken to accomplish these goals:

1. Conduct a survey at Wabasha's Riverboat Days festival
2. Observe Riverboat Days festival as an outsider
3. Analyze area and region-wide festivals

The survey conducted at Riverboat Days was designed to gather information about Riverboat Days attendees. The survey would reveal information about people's traveling characteristics, expenditures, opinions of Wabasha and Riverboat Days, and favorite activities at Riverboat Days.

By analyzing area festivals, comparisons can be made to Wabasha's Riverboat Days. Consequently, one can more easily recognize the positive and negative aspects of Riverboat Days and the manner in which Wabasha is conducting its largest festival.

2002 Riverboat Days Survey

Methodology of the Survey

The Riverboat Days survey consisted of sections asking an assortment of questions relating to the following three categories:

- Wabasha in general
- the Riverboat Days festival
- demographic information

The first section of the survey, titled "Visiting Wabasha," inquired about the nature of the respondents' visits to Wabasha, their accommodations, and how they found out about Wabasha/Riverboat Days. The next section of the survey, labeled "Riverboat Days," asked specific questions about respondents' attendance at the festival, economic information, and their opinions of statements relating to Wabasha and Riverboat Days. The final section asked a few general demographic questions such as gender, age, and income. (For entire survey, see Appendix A).

Approximately 3,000 people attend Riverboat Days, but this number's accuracy is uncertain. If this estimate of 3,000 attendees is accurate, then 340 surveys would need to be collected in order for it to be a random sample. In addition to the number of surveys collected, each survey must be collected in a random order. For example, every fifth person would need to fill out a survey.

If both of these requirements were met, the sample would be random, and the information acquired could be applied to the entire Riverboat Days population.

Limitations of the Survey: Not a Completely Random Sample

Many problems arose while collecting surveys at the Riverboat Days festival, including the following:

- Survey collection was only done on one day
- Only one person, for the most part, was collecting surveys
- Events were spread out across town, and therefore a random sample could not be collected at all areas
- The survey was fairly long, and consequently many people:
 1. refused to fill out a survey
 2. left sections of the survey blank
- In total, 75 surveys were collected

These particular limitations make this a non-probability sample; that is, every person at Riverboat Days did not have an equal chance of being selected to fill out a survey. On account of the limitations listed above and this non-probability sample, the results of this survey are not indicative of the total population of Riverboat Day attendees.

Despite the small sample size and other limitations, there were some very interesting and useful findings.

Results of the Survey

A total of 75 surveys were collected at 2002 Riverboat Days. After collection of the surveys, the survey model and data were inputted to a statistical software program called SPSS. Then tests and frequencies were run in to analyze the results of the survey. (For a complete list of the SPSS output data, see Appendix B).

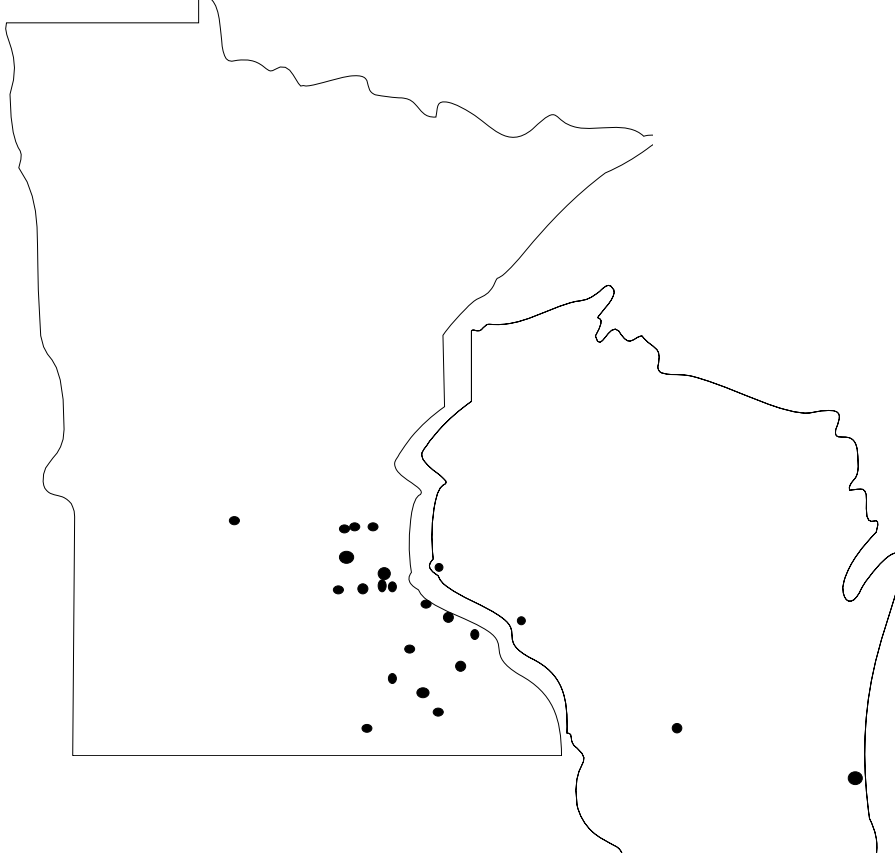
The first question of the survey asked the respondent for his/her home zip code. With this question, one can see how far people are traveling and from which specific area(s) Riverboat Days attracts people. Of the 75 people who completed a survey, 25 were from Wabasha. The other 50 surveys yielded a diverse zip code list. Figure 1 below lists the home zip codes, their frequencies, and the corresponding cities and states.

Figure 1: Home City of Riverboat Days Attendees

| City, State | Zip code | Number of Respondents | City, State | Zip code | Number of Respondents |
|------------------|----------|-----------------------|-------------------------|----------|-----------------------|
| Wabasha, MN | 55981 | 25 | Red Wing, MN | 55066 | 1 |
| Lake City, MN | 55041 | 4 | St Paul Park, MN | 55071 | 1 |
| Rochester, MN | 55904 | 3 | Inver Grove Heights, MN | 55076 | 1 |
| Rochester, MN | 55901 | 2 | St Paul, MN | 55105 | 1 |
| Rochester, MN | 55902 | 1 | Eagan, MN | 55123 | 1 |
| Rochester, MN | 55906 | 1 | Anoka, MN | 55303 | 1 |
| Byron, MN | 55920 | 2 | St Michael, MN | 55376 | 1 |
| Mazeppa, MN | 55956 | 2 | Shakopee, MN | 55379 | 1 |
| Plainview, MN | 55964 | 2 | Watkins, MN | 55389 | 1 |
| Norfolk, VA | 23518 | 1 | Minneapolis, MN | 55401 | 1 |
| Jacksonville, FL | 32225 | 1 | Minneapolis, MN | 55414 | 1 |
| Milwaukee, WI | 53214 | 1 | Austin, MN | 55912 | 1 |
| Reedsburg, WI | 53959 | 1 | Chatfield, MN | 55923 | 1 |
| Prescott, WI | 54021 | 1 | Eyota, MN | 55934 | 1 |
| Nelson, WI | 54756 | 1 | Oak Park, IL | 60302 | 1 |
| Blaine, MN | 55014 | 1 | Scottsdale, AZ | 85268 | 1 |

Figure 2 below plots the home cities of survey respondents on Minnesota and Wisconsin maps to show the exact areas people are traveling from to attend Riverboat Days.

Figure 2 : Maps of Minnesota and Wisconsin



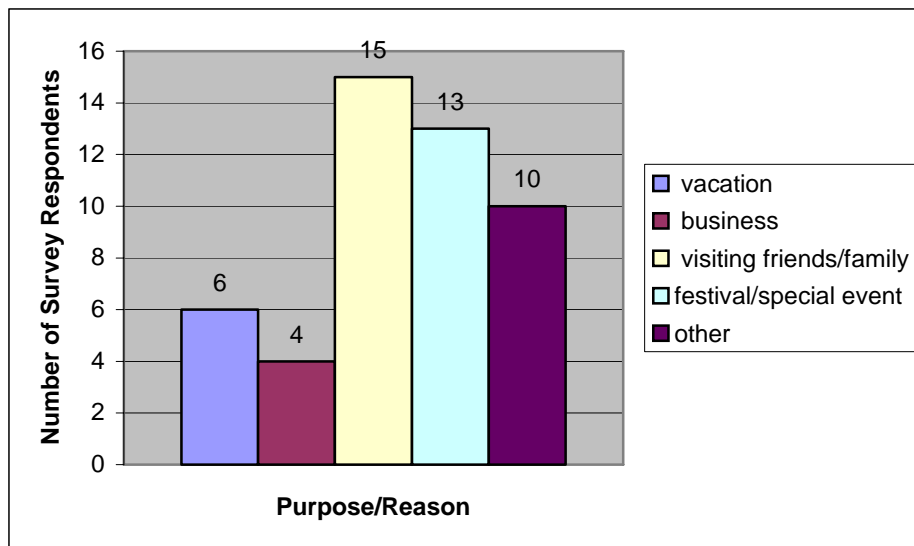
Four of the respondents came from cities not in the Minnesota/Wisconsin area. These cities include the following: Jacksonville, Florida; Norfolk, Virginia; Oak Park, Illinois; and Scottsdale, Arizona.

Examining survey responses of these out-of-state visitors produced the following results. Of the four visitors, three stayed overnight in a hotel/motel, and one stayed in the home of a friend or relative. They used various sources to plan their trip to Wabasha, including friends/family from Wabasha, friends/family outside of Wabasha, the Wabasha Chamber of Commerce and its website, and the Internet.

Survey Questions Relating to Wabasha

Those people that did not put Wabasha as their home zip code were asked the purpose of their first visit to Wabasha. They were asked to check one of the following categories: vacation, business, visiting friends/family, festival/special event, or other. A total of 48 people responded to this question, and the results are shown in Figure 3 below.

Figure 3: Purpose of First Visit to Wabasha



Those who responded by checking “other” as his/her purpose of first visiting Wabasha wrote in answers such as the following:

- summer home (2)
- fishing
- camping (2)
- passing through
- boating/river
- cabin
- born here
- shopping and parade

As shown in Figure 3, most people first came to Wabasha to visit friends or family or to attend an event like Riverboat Days.

Another question asked people to rank the top three reasons why they would return to Wabasha in the future. The survey provided 25 choices of activities and events as well as an “other”

category. The “Top 10” list below represents the most frequently answered choices for the combined #1, #2, and #3 reasons.

Top 10 Reasons a Visitor Would Return to Wabasha

1. attending festivals/events
2. visiting family/friends
3. boating/canoeing
4. sightseeing
5. weekend get-away
6. business
7. fishing
8. camping
9. scenic touring
10. shopping

The most popular reasons people return to Wabasha correspond with the previous question of the reasons people first came to Wabasha: to visit family or friends or to attend a festival or event. The survey results also correspond with Minnesota Office of Tourism statistics. According to a 2000 survey, the top two Minnesotans’ travel activities included scenic touring and visiting friends/family.¹

Visitors to Wabasha were asked to list the top three sources they used to plan their trip to Wabasha. They were given a list of 24 choices including various marketing and advertising efforts, categories of people, and other sources. The following “Top 10” list represents the most frequently answered choices for the combined #1, #2, and #3 sources.

Top 10 Sources Used to Plan a Trip to Wabasha

1. family/friends from Wabasha
2. family/friends outside of Wabasha
3. Local radio
4. Other (see below)
5. www.wabashamn.org
& Wabasha Chamber of Commerce
6. employer
7. *Rochester Post Bulletin*
8. *AAA Home & Away* magazine
9. brochure
10. flyer

The following were specific responses under the “other” category:

- Prior visit
- Internet
- Wabasha paper
- Yearly activity
- Boating Magazine
- Born in Wabasha
- Craft show participant
- Live in Lake City

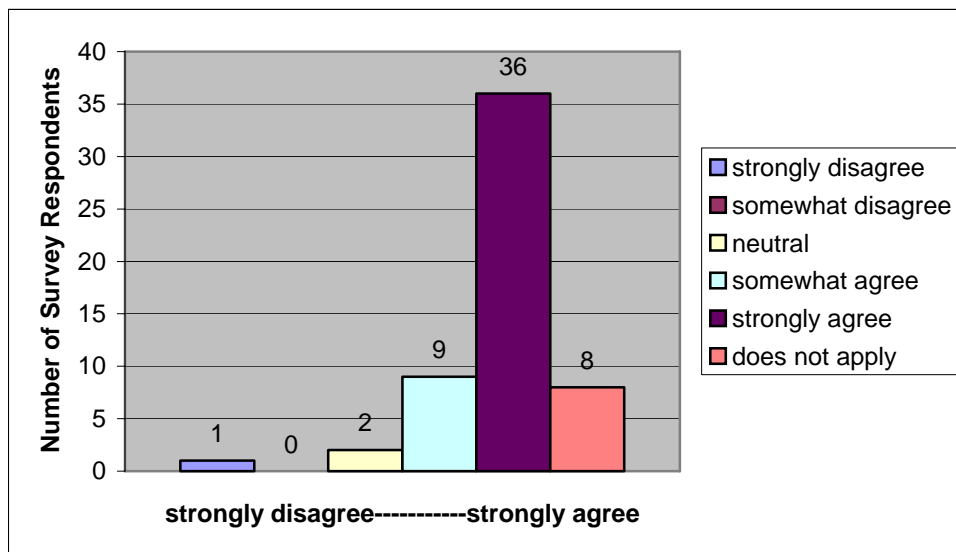
¹ Minnesota Office of Tourism, Department of Trade & Economic Development (DTED), *Tourism Works for Minnesota 2002*. Brochure.

Again, the relationship between Wabasha visitors and Wabasha citizens is evident. Most people found out about Wabasha and Riverboat Days from Wabasha citizens themselves or from other “people” sources, such as another family member, friend, or employer.

With regards to lodging, the most popular accommodation for overnight travelers was the home of a friend or relative. The other popular choices were travelers’ own vacation homes or a hotel/motel.

One part of the survey contained several positively and negatively stated questions about Riverboat Days and Wabasha. Responses came in the form of an agreement scale with five levels, strongly disagree to strongly agree, with a choice of “does not apply.” When people were asked about their overall satisfaction with Wabasha, they responded with the following results (See Figure 4 below).

Figure 4: Opinion of Statement: “Overall, I am satisfied with my visit to Wabasha.”

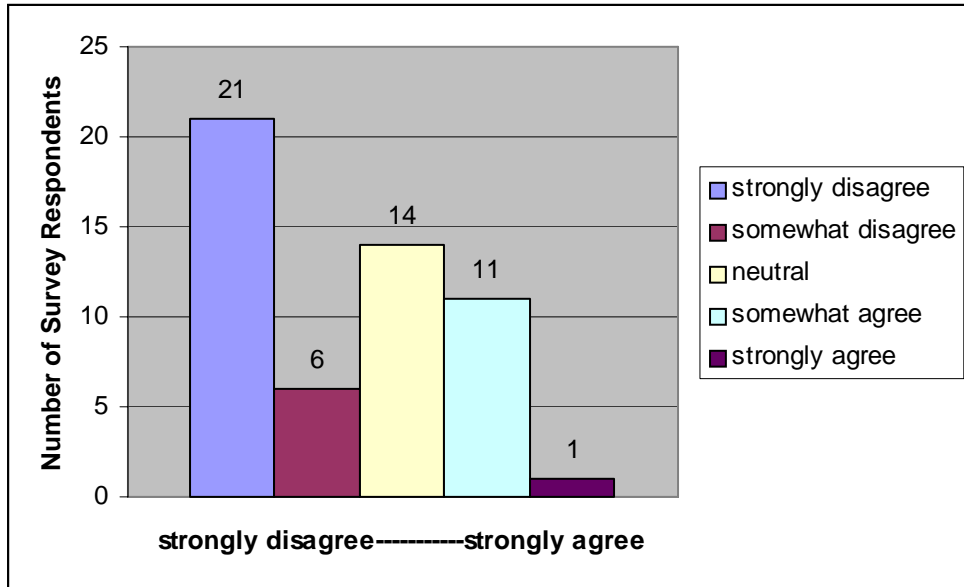


As demonstrated by the above graph, the majority of people were very satisfied with Wabasha.

Survey Questions Relating to Riverboat Days

One important question relating to Wabasha’s Riverboat Days’ promotions is the agreement scale relating to the availability of Riverboat Days’ information. People were asked to indicate the degree of difficulty in finding information about Riverboat Days. In total, 53 people responded to this question, and the results are illustrated in Figure 5 below.

Figure 5: Opinion of Statement: “Information about Riverboat Days is hard to find.”



Of the respondents, 39.6% strongly disagreed that information about Riverboat Days was hard to find. Many people had no difficulty finding information about Riverboat Days. Despite this positive indication, 26.4% were neutral and 20.8% somewhat agreed with this statement. Some people did have difficulties finding information about Riverboat Days.

The first group of questions under the “Riverboat Days” section of the survey inquired about how many years the respondents have attended Riverboat Days, how many of the four festival days people attend, and the types of relationships within the traveling parties.

Out of 71 survey respondents, 36.6% said they had attended Riverboat Days for more than five years. However, 28.2% said it was their first year attending Riverboat Days. This data indicates that Riverboat Days attracts newcomers as well as returning visitors to Wabasha.

In total, Riverboat Days was held over a period of four days, Wednesday through Saturday. The majority of people attended one or two of these four possible days. Of the 70 survey respondents, 50% attended the festival one day, and 32.9% attended it two days.

The average number of people in a Riverboat Days’ traveling party was 3.25, the minimum being one person and maximum ten people. The relationship of the people within the traveling parties varied greatly.

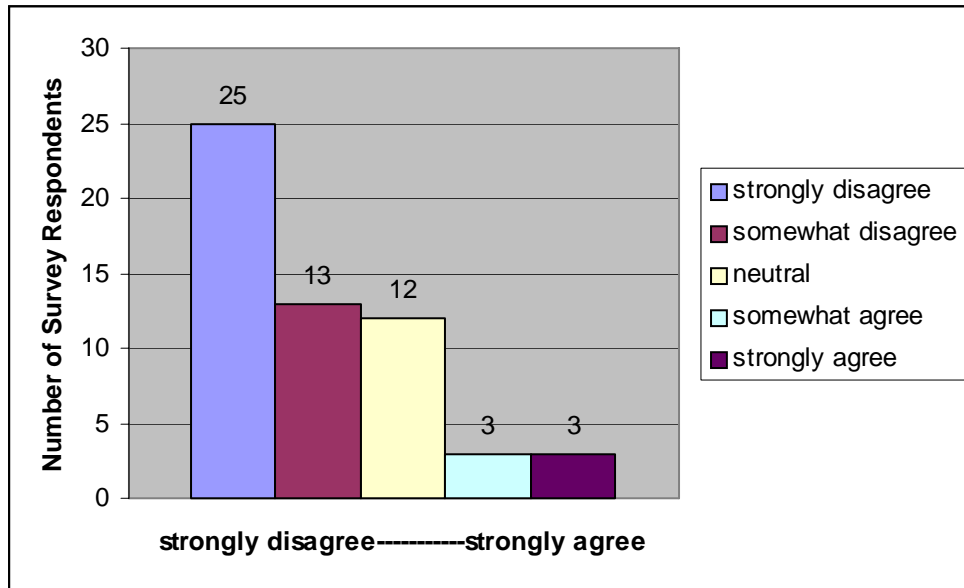
One large section of the survey pertained to the actual events and activities held at Riverboat Days. People checked the events they had already attended or planned to attend. Then they were asked to rank their top three “must see” events and their top three “won’t see” events. The following “Top 10” list represents the most frequently answered choices for the combined #1, #2, and #3 “must see” events.

Top 10 Events at Riverboat Days

1. parade
2. dance “Trouble Shooter”
3. lumberjack show
4. classic car show
5. dance “Backlash”
6. firemen’s water fight
7. Wabasha crazy days
8. antique & arts & crafts show
9. Grumpy Old Men fishing contest
10. skyhoundz canine champ (dog show)

With regards to the least favorite events, most people chose events that were catered to specific groups of people, such as the quilters’ show, queen’s pageant, and teen dance. However, many people liked the amount of activities offered at Riverboat Days. When asked if people thought Riverboat Days offered too many activities, the following answers were given (see Figure 6 below).

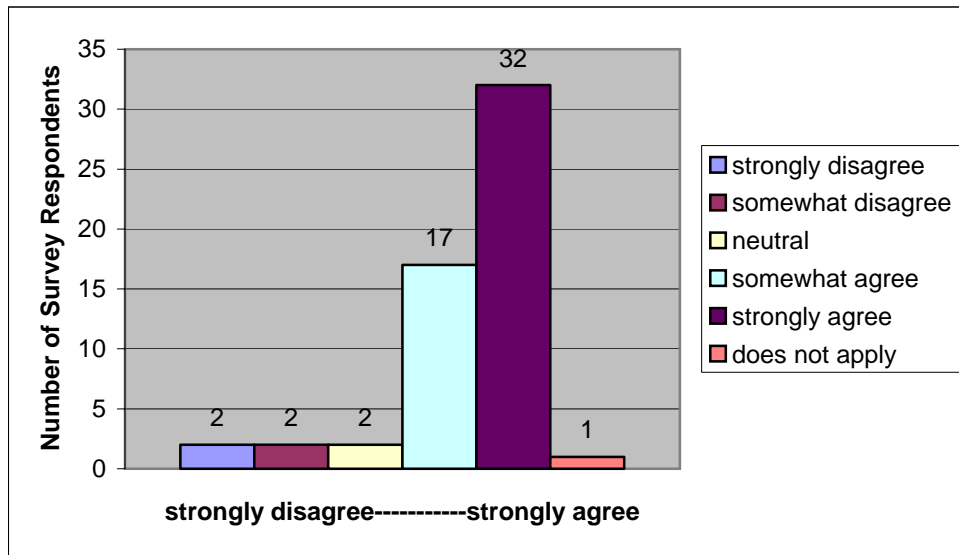
Figure 6: Opinion of Statement: “Riverboat Days offers too many activities.”



Most people disagreed that Riverboat Days offered too many activities. More than likely people enjoy a festival that offers a variety of events and activities. The more events and activities offered, the more a festival will be able to satisfy a larger crowd, influencing people to return in the following years.

Just as people were asked about their overall experience in Wabasha, survey respondents were asked about their overall Riverboat Days experience. The results of the 56 respondents are illustrated in Figure 7.

Figure 7: Opinion of Statement: “Overall, I am satisfied with my experience at Riverboat Days.”



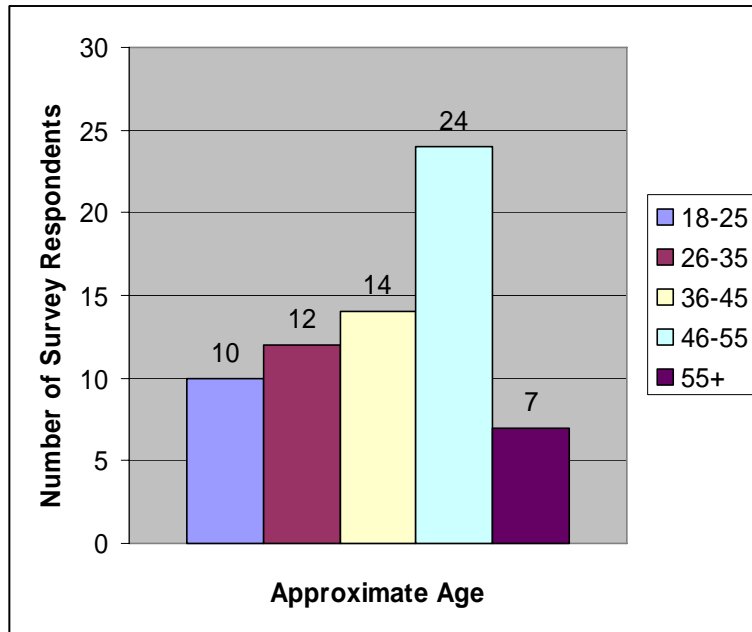
The graph above demonstrates that people are very satisfied with Riverboat Days. In addition, most people who answered the question said they would attend Riverboat Days either next year (93.8%) or in the next five years (98.4%).

Demographic Survey Questions

A set of three demographic questions were asked at the end of the survey, including gender, age, and annual household income. These types of questions provide an idea of who is attending Riverboat Days. Also, further information about people in these categories is available.

To encourage more people to reveal their age, survey respondents were not asked their age directly, but rather the year they were born. Sixty-seven people responded to this question, and the distribution of age ranges is demonstrated in the graph below (see Figure 8).

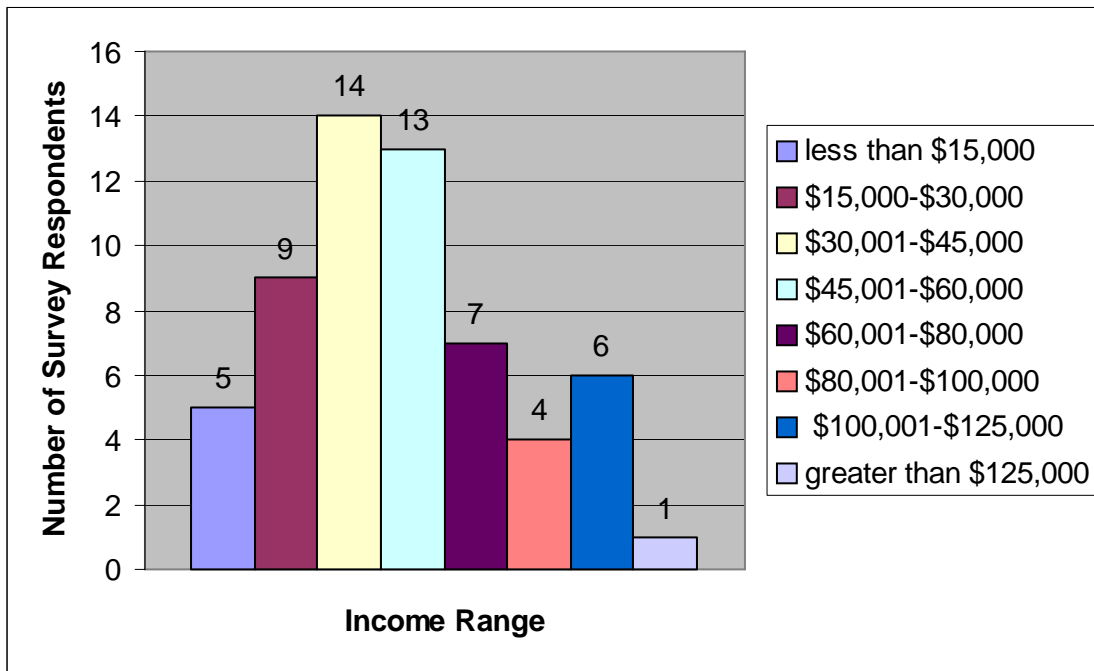
Figure 8: Approximate Ages of Survey Respondents



As was expected, most respondents were in the 36-55 age group, with the majority falling within the 46-55 year-old range.

People were less willing to provide information about their annual household income. Despite this, 59 people completed the question, and the results are displayed in Figure 9 below.

Figure 9: Annual Household Income of Riverboat Days Attendees



The most prevalent income group was \$30,000-\$60,000, with 45.7% of survey respondents describing their household income within one of the two ranges.

Upon completing the survey, people were given the opportunity to provide open comments on Wabasha or Riverboat Days. The following is a list of specific comments people made:

- Good time.
- During the parade, they need to keep each float/entry closer together.
- Sell Riverboat Days t-shirts.
- Put ads in Lake City paper.
- Don't tar/gravel parade route before parade. Need more kids' activities and things to do on athletic field/vender area.
- I liked Wabasha's flip-out advertisement with scenic pictures very much.
- If more of the celebration were concentrated in one area, people would go see it all.
- Events divided over too many days. Add kids fishing contest by park or marina. More kids activities.
- Wabasha is great!
- Longer hours, then people at work can attend.
- Good work on expanding the days of Riverboat Days.
- We're glad it happened over our normal vacation.
- Great PR on radio!

Summary of Survey Findings

One of the main themes revealed through the Riverboat Days survey is the strong connection between Riverboat Days attendees and Wabasha's citizens. Many people first visited Wabasha because of a friend or family member, they used a friend or family member from Wabasha as a source to plan their trip, and people's number one accommodation in Wabasha was the home of a friend or relative. Overall, people were very satisfied with Wabasha and Riverboat Days.

Despite the fact that the 2002 Riverboat Days survey cannot be considered a completely random sample of the population, the information provided by the survey respondents is interesting and helpful for Wabasha.

Area Festivals

Almost all cities and towns have some form of festival, event, or celebration, including Wabasha and its surrounding area. By examining local and region-wide festivals and events, one can notice good and bad aspects of Wabasha's Riverboat Days festival.

The local cities that were chosen for assessment were Lake City, Red Wing, and Winona. New Ulm, approximately 160 miles west of Wabasha, was examined because of its very successful summer festival, Heritagefest. In addition, the one-day street festival in St. Paul, Grand Old Day, was looked at to provide a different perspective. The following festival characteristics were considered when analyzing area festivals:

- Festival/event facts
- Marketing mix
- Expansion efforts

Organization: Grand Avenue Business Association

City: St. Paul

Population: 287,000

Main festival: Grand Old Day

Attendance: 300,000

Other festivals/events: Blooming Day, A Grand Affair (fashion show), Grand Meander, Shop by Candlelight

Marketing

Product

St. Paul's Grand Old Day is a one-day street festival held from 8:00a.m. to 5:00p.m. at the beginning of summer. The festival consists of bands, vendors, a run/walk/jog, family activities, and a parade. All of the activities are held on the 2½-mile Grand Avenue stretch from Dale to Fairview.

The Grand Old Day festival in St. Paul attracts mostly a local crowd, consisting mainly of people within the Twin Cities area. The festival offers various activities to satisfy a large age group, including children, teen, and family events. Despite this effort, Grand Old Day mainly attracts the age group 21-35.

Price

It is free to be present at the festival, but obvious costs include food and merchandise vendors. To enter the festival gardens, one must be 21 years old and purchase a wristband at a cost of \$3. These wristbands, beer sales, and the vendors are the main sources of income.

Promotion

The majority of promotional efforts include local radio and newspaper advertising. Grand Old Day also promotes through its website and event programs. A huge advantage exists in the dense population and potential reach that Twin Cities' advertising provides. Consequently, the festival is able to attract approximately 300,000 people with the 7.8% of Grand Old Day total expenses used for marketing.

Expansion Efforts

Every year Grand Old Days tries to incorporate a new event. In 2002, this new event was the Classic Car Show, which emphasized quality instead of quantity. Also, more family events are being added to attract a more diverse crowd. June 2003 will mark Grand Old Day's 30th anniversary, which provides an opportunity to create special events commemorating this year.

Besides Grand Old Day, the Grand Avenue Business Association has other, smaller events held throughout the year. These events are also expanding; this winter, a new event called Shop by Candlelight will be introduced. By constantly changing and incorporating new festivals and events, the Grand Avenue Business Association continues to succeed in festival production.

Organization: Heritagefest

City: New Ulm

Population: 13,600

Main festival: Heritagefest

Attendance: 30,000-40,000

Other festivals/events: Octoberfest, Fasching, Bochfest, Riverfest, Minnesota Festival of Music

Marketing

Product

Heritagefest is a two-weekend, July festival in south central Minnesota celebrating German heritage and tradition. The entire festival, excluding the parade, takes place on the New Ulm fairgrounds, which is a very large area completely enclosed by fences. The list of activities at Heritagefest is quite long; entertainment includes bands playing throughout the day in several tents, a variety tent with numerous activities for all ages, traditional/folk dances, a "Kinderfest" area with children activities, traditional German and other ethnic foods and beverages, and a parade.

Price

Everyone who attends Heritagefest must purchase a ticket before entering the gate. Admission ticket prices vary depending on the time of purchase. Tickets purchased before April 15 cost \$8, those purchased in June cost \$9, and tickets at the gate cost \$11. These tickets are per-day prices. Every day of Heritagefest requires another ticket to be purchased. Since everyone who enters Heritagefest must hand over a ticket, attendance is very exact and not just estimated.

In addition to advanced and gate admission tickets, Heritagefest generates revenue from group tour sales, parking, other special activities, and food and beverage tickets, which must be purchased for all vendors. Since tickets must be purchased for all food and beverage items, Heritagefest is able to establish the exact economic impact of food and beverage sales on the festival. This dollar amount can then be easily compared to other years.

Promotion

Since New Ulm is a predominantly German city, it is appropriate that it produces a German festival. Accordingly, Heritagefest uses the phrase "Discover Germany in Minnesota" in many of its promotions.

Heritagefest's advertising is targeted at the 45 and over age group, which has been successful. There have been discussions about changing marketing to target a younger age group, but this would require a corresponding change in the product (the festival itself and what it offers). Obviously, Heritagefest is advertised locally and regionally. In addition, advertising is expanded to surrounding states, such as South Dakota, North Dakota, Iowa, and Wisconsin.

Heritagefest utilizes a varied promotional campaign, including direct mailing for advanced ticket sales, newspapers, magazines, radio, billboards, and sponsorship. Heritagefest is able to get some paid advertising through large companies such as Pepsi Cola. In total, advertising comprises 6% of Heritagefest's expenses.

Expansion Efforts

Heritagefest has traditionally been a "German festival," celebrating this heritage and tradition. This past summer, Heritagefest introduced a new concept: celebrating the multi-cultural heritage of the area. The heritages of the far past, recent past, and present time were all celebrated. Native American, German, Scandinavian, and Hispanic foods and activities were incorporated. Despite the preference for tradition in New Ulm, fest-goers responded favorably to this new perspective of Heritagefest.

Heritagefest is also constantly incorporating new events and activities. For example, in 2002 a climbing wall was available which people really enjoyed. For one of New Ulm's smaller festivals, organizers are contemplating the addition of Sunday events, and they are weighing the pros and cons of this option.

City: Winona

Population: 27,000

Main festival: Steamboat Days

Attendance: 75,000

Other festivals/events: Goodview Days, Eagle and Swan Watch Weekends, Winona Festival of the Arts, Victorian Fair, Polish Applefest, Winona's World's Fair

Marketing

Product

Steamboat Days is a summer festival held from either a Wednesday through Sunday or a Thursday through Sunday, depending on the year. The festival recently changed its usual festival dates, over the July 4th weekend, to a weekend in June to attract more people. It was evident that many people left Winona for July 4th and therefore did not attend the city's festival. In addition, when Winona's Steamboat Days was held over the 4th of July, it was directly competing with an event in LaCrosse.

Winona's Steamboat Days has a large variety of events and activities, including but not limited to the following: multiple bands and live entertainment, Miss Winona Pageant, treasure hunt, softball and basketball tournaments, teen street dance, pancake breakfast, craft show, boat races, car show, parade, and fireworks. Approximately 75,000 people attend Steamboat Days. This attendance estimate is not totally accurate, as it is extremely difficult to measure.

Unlike many of the small cities and towns, Winona's Chamber of Commerce is not directly in charge of their largest festival. Instead, a completely different organization/committee coordinates and manages the festival and its planning. Within the last couple years, Steamboat Days has been under new leadership, which has proven to be very positive change for the city's festival.

Price

Buttons are required for entrance to gated events, which cost \$3 ahead of time and \$4 at the gate. Steamboat Days also offers a corporate discount on advanced sales. If a business buys 50 buttons prior to Steamboat Days, the price is lowered to \$2 per button. Special admissions fees are added for other events. Events such as boat races and the parade are obviously free, but they usually draw people to other revenue generating events.

Promotion

When Steamboat Days changed its leadership, a chain reaction occurred that greatly impacted its promotional plan. Because Steamboat Days was attracting more people, more profit was generated, and more money was available for the next festival. As a result, Steamboat Days' advertising has almost doubled in the last few years.

Approximately 6%-7% of Steamboat Days expenses goes to advertising. A large portion of this goes to newspaper, radio, television, and billboard advertisements. In other surrounding cities such as LaCrosse and Rochester, Steamboat Days has advertising mostly through newspaper and radio. Another very effective promotional tool of Steamboat Days has been the festival's website.

Expansion Efforts

Some efforts to expand festival events to earlier days of the week such as Wednesday have not been very beneficial. The new leadership and increased profit has allowed Steamboat Days to offer a greater selection of events and entertainment. Steamboat Days has really tried to incorporate events for everyone in the family, which in turn attracts a larger crowd.

Organization: Red Wing Area Chamber of Commerce

City: Red Wing

Population: 16,000

Main festival: River City Days

Attendance: 30,000

Other festivals/events: Hometown Family Christmas, Golf Outing

Marketing

Product

River City Days is a summer festival usually held from a Thursday through Sunday. Most events take place at Bay Point Park except for the arts & crafts, which occur within walking distance from the park. The parade takes place on Sunday afternoon, with a talent show following to lure people back to the park.

Like many of the area's festivals, River City Days is foremost a community festival, a homecoming. If the hotels are full, it is mainly a result of the arts and crafts fair. The yearly attendance of 30,000 is only a rough estimate because currently no exact measurement tool is in place.

Price

Attending the festival is free except for entrance to the Grandstand, which houses the beer garden and live music entertainment. This entrance into the gated area where bands perform varies depending on the entertainment, ranging from \$5 to \$10. Carnival activities and food vendors cost more as well.

Promotion

This year, River City Days targeted most of its marketing to a local crowd. They did not aim promotions at the Twin Cities area, but rather concentrated on making the festival a local community event. While continuing to promote River City Days in the surrounding area, its advertising did not reach as far as it has in the past.

As would be expected, River City Days advertised mainly by local newspapers and radio, posters, flyers, and a cable advertisement as well. To further promote the live entertainment, River City Days gave away tickets and free CDs of the performing bands. This promotional effort was able to attract a larger crowd to the Grandstand.

Expansion Efforts

Throughout the years, River City Days has kept many of the same events and activities. The festival, however, does have room for improvement. From personal comments, organizers realize that fest-goers want more daytime activities at Bay Point Park (where most of the festival takes place). Although River City Days is much the same year-to-year, organizers keep looking for new entertainment and more activities to satisfy children and families.

Organization: Lake City Chamber of Commerce

City: Lake City

Population: 5,050

Main festival: Water Ski Days

Attendance: 35,000

Other festivals/events: Johnny Appleseed Days

Marketing

Product

Water Ski Days is a three-day, weekend summer festival held in June. Events and activities that take place include the following: live music entertainment, car show, jet ski races, water ski shows, volleyball tournament, arts & crafts, and a parade, which is said to be people's favorite.

The average annual attendance for Water Ski Days is approximately 35,000 people. This number is not exact, but rather it comes from an estimate based on button sales, gate sales, and estimates from people at the parade.

Price

The price for attending Water Ski Days varies with day and activity. Buttons cost \$2 each and get you into Sunday events and other events such as water ski shows and jet races. Admission fees for entertainment on Friday and Saturday evenings cost extra, either \$8 or \$10 depending on the night.

Promotion

Entertainment for Water Ski Days is targeted at the 30-45 year old age group; the festival usually attracts those between the ages of 21-55, mainly because of the beer tent. In a research effort, Lake City was surprised at how many Iowa citizens came to visit.

Just as New Ulm utilized the phrase “Discover Germany in Minnesota,” Lake City has a great advantage as being known as the “birthplace of water-skiing.” As a result, Lake City can use this in advertising as well as planning festivals, such as Water Ski Days. Great opportunities are available for a city that can connect itself to an idea in the minds of a consumer.

Of Water Ski Days’ total expenses, 10% goes to marketing/advertising. This includes advertising in newspapers, magazines, and radio, including *Applause, MN Festivals & Events*, and *Rochester Area Visitor*, among many others. Direct mailing pieces go out only to members. Lake City has concentrated on increasing the repetition of its promotions in an area. Also, they have begun to target the Mayo Clinic, which has been quite successful. Many people are at the clinic for long periods of time but for non-threatening diseases.

Expansion Efforts

Throughout the years, Water Ski Days has tampered with numerous expansion efforts, such as changing the parade route and bringing in a live DJ. Both of these efforts were not very successful. Organizers must be careful when introducing new events/activities to a festival. Many visitors desire tradition but enjoy trying new things as well.

Organization: Wabasha Area Chamber of Commerce

City: Wabasha

Population: 2,600

Main festival: Riverboat Days

Attendance: 3,000

Other festivals/events: Grumpy Old Men Festival, 85-Mile Garage Sale, Kellogg Watermelon Festival

Marketing

Product

This year, Riverboat Days was held from Wednesday through Saturday in late July. It is unusual for Wabasha to start its festival early in the week, but a change was made because the MS Tram bike tour passed through the city at this time. Events and activities at Riverboat Days include the following: queen’s pageant, teen dance, live music entertainment, fishing contest, car show, pancake breakfast, arts and crafts show, quilters’ show, helicopter rides, dog show, lumberjack show, bingo, karaoke, firemen’s water fight, run/walk, storyteller, and a parade. Approximately

3,000 people attend Riverboat Days, but like most of the area festivals, this attendance is only a rough estimate.

Price

It is free to be present at Riverboat Days, but certain events and activities charge a fee. The car show and large tent are within a gated area around the athletic field. To enter this area one must have a Riverboat Days button, which cost \$5. The lumberjack shows take place in another gated area that requires a button to enter. Special activities such as the helicopter rides cost more as well. Buttons are sold at the gate or in advance at area businesses.

Promotion

Riverboat Days is advertised in a variety of places, including newspapers, radio, magazines, flyers, posters, and the Internet. Riverboat Days' advertised both locally, regionally, and out-of-state. Advertisements appeared in some of the following places: *AAA Home & Away*, *Big River*, *Chicago Magazine*, *Rochester Area Visitor*, *Rochester Post*, *Star Tribune*, *St. Paul Pioneer Press*, *Winona Area Visitors' Guide*, and *Winona Post*. The advertisement in the *Chicago Magazine* did not generate many responses. The local radio advertisements, however, worked well.

Expansion Efforts

A new event that took place at Riverboat Days this year was the Politicians' reception and beer pouring. In addition, the parade was longer this year than in the past, and people really enjoyed the change. The MS Tram tour was added to the festival this year, but it caused some unexpected problems.

Recommendations

From the research gathered from the survey and other events, along with personal observation, suggestions and ideas were conjured. These recommendations for Wabasha and its Riverboat Days festival can be divided into the following categories:

- Event enhancement
- Promotion
- Further research

Event Enhancement

Extend Riverboat Days to Sunday

Every city's festival includes events on Sunday: New Ulm's Heritagefest, Winona's Steamboat Days, Red Wing's River City Days, and Lake City's Water Ski Days. The number one recommendation for events enhancement of Riverboat Days is to expand the festival into Sunday.

Being in Wabasha on the Thursday through Friday afternoon of Riverboat Days weekend, it hardly had the feel of a festival. Instead of expanding Riverboat Days early into the week (Wednesday, Thursday), it would be more beneficial to expand on the Sunday.

The majority of people only attend the Riverboat Days festival for one or two days, most likely on Friday and Saturday. If Riverboat Days extended to include Sunday, people would likely stay for the festivities. Sunday is usually considered a family day, and it would be appropriate to hold the parade on Sunday afternoon, as most of the other festivals do.

By adding Sunday events, another day of expenses is added, but another day of generating revenue is added as well. People would remain in town or would return for the Sunday parade. Since the parade is free, announce a particular event or activity to lure them back to the main festival area following the parade. The lumberjack show seemed very popular; include a show on Sunday and possibly an event for the children.

Adding events and activities on Sunday will attract more people to Riverboat Days, possibly encouraging people to spend a night in Wabasha and increase lodging and tourist spending.

Encourage Riverboat Days to "live up to" its name

Many of the area festivals' names offer corresponding events. For example, Lake City's Water Ski Days has water ski shows and New Ulm's Heritagefest celebrates heritage. A great addition to Wabasha's Riverboat Days would be an event, activity, or exhibit that would commemorate the history of the actual riverboat days. If Riverboat Days lived up to its name, it could potentially implant the festival in the mind of the festival attendee (the consumer).

Other festival observations

Besides the previous two recommendations, other aspects of the festival could be improved as well. Having a more precise, standard formula to gauge attendance and economic impact would allow the director of Riverboat Days to compare yearly festivals.

By offering multiple advanced button sales, more revenue will be definite. As long as those buttons are non-returnable, it will not matter if people use them or not: the revenue has already been ensured. Encouraging more advanced button sales, like the sales that are currently done in Wabasha's businesses, may possibly increase the total number of buttons sold. With the increased encouragement to buy admission buttons early, however, an incentive may be necessary, such as a decrease in price with group purchases.

To lure people into the "big top tent" during the daytime, some type of live entertainment could be offered on Saturday (and possibly Sunday). Finally, since the weather greatly impacts festival attendance, having a back-up plan with possible indoor activities would be beneficial.

Promotion

Promoting Wabasha and Riverboat Days

Wabasha should continue heavily promoting Riverboat Days and other events through local newspapers and radio. Many of the people who attend events are Wabasha citizens and those of the surrounding area. If these people are reached by local advertisements, then they can attract friends and family members from outside the area.

Word-of-mouth communication can be a very powerful method of promotion that is not often accounted for. It is connected with every aspect of marketing and will cause a ripple effect:

the more activities offered at an event will satisfy a larger group of people...

the more satisfied people will be with the festival...

the more likely they will return in the future...

and the more likely they will be to tell a friends or family member.

From the Riverboat Days survey, the top source people used to plan their Wabasha trip was friends and family from Wabasha. Continuing to effectively advertise to the local community is necessary. Then word-of-mouth promotion can take place. If Wabasha offers great service, great events, and friendly people, visitors will return and hopefully tell others as well.

Other methods of advertising should continue to be used and their effectiveness assessed. With many people relying on the Internet to provide information, it is important to keep the website up-to-date, appealing, and easy to surf through. In addition, a recent *Midwest Living* advertisement produced numerous responses from the public. Direct mailing pieces can be easily sent to those who respond to the advertisement, possibly including some incentives to visit Wabasha. In magazines and pamphlets, each advertisement should include a different extension on the telephone number; consequently, when people call the chamber of commerce with a particular extension number, the effectiveness of particular advertisements can be measured.

According to the other cities researched, between 6% and 10% of festival expenses goes to advertising. In 2001, approximately 11% of Wabasha's Riverboat Days total expenses went to advertising. Although this number is slightly higher, Wabasha is in the approximate range that other cities are.

Many of the area cities have phrases used in much of their marketing and advertising. Consumers can then connect the city with an idea. For example, Lake City utilizes the phrase,

“birthplace of water-skiing,” and New Ulm uses, “discover Germany in Minnesota.” In its advertising, Wabasha should do the same by completely taking advantage of it being the “oldest community in Minnesota.”

Segment the market

When thinking of best ways to segment the market, geographic groups could be an effective choice. For example, there could be four geographic markets: 1) citizens of Wabasha 2) people living within a particular mile radius, 3) the Twin Cities and its suburbs, and 4) out of state tourists/visitors.

When promoting Wabasha festivals, visits, or vacations to out-of-state tourists, it may be effective to piggyback on the Minnesota Office of Tourism’s (MOT) marketing/promotional plan. The new ad campaign focuses on people using their vacation days to relax and remove themselves from their stressful lives.²

Segmenting a market geographically may work better if it is used with another segmentation option such as demographics. For example, knowing the age ranges of people attending Riverboat Days, one can segment the market in this way. There are many other ways to segment besides geographic location and age, including demographics such as family size or psychographics such as lifestyles, attitudes, and interests.³ For example, research from Winona State University found that the types of people attracted to Wabasha prefer spontaneity, uniqueness, relaxation, and choices and control. This is helpful for the promotion of Riverboat Days and Wabasha in general.

When the target market changes, there must be a corresponding change in the product. For example, if a particular event is targeted to a younger crowd, the event must have something to offer this group.

Create a yearly marketing plan

In order to market effectively, a marketing plan must be developed yearly. One should have a reason to advertise in a specific way instead of guessing. The market should be analyzed and then advertising should be used correspondingly. A yearly marketing plan should be used. The following are seven steps to develop a marketing plan:⁴

1. Analyze the situation
2. Identify your product
3. Select target market(s)
4. Set marketing objective
5. Create a marketing budget
6. Carry out promotion strategies
7. Evaluate results

² Minnesota Office of Tourism, Department of Trade & Economic Development (DTED), *Introducing a NEW APPROACH to Promoting Minnesota*. MOT, April 2002.

³ Tourism Center, University of Minnesota Extension Service, *Community Tourism Development*. 2001, 89.

⁴ Tourism Center, University of Minnesota Extension Service, *Community Tourism Development*. 2001, 98.

In conclusion, when contemplating about Wabasha's festivals and events and how to promote them, one should produce something unique for Wabasha: what will bring an out-of-towner to Wabasha for Riverboat Days instead of other area festivals like Lake City, Red Wing, or Winona? In order to attract more people, Wabasha needs to provide something special and unique that will give Wabasha and Riverboat Days a competitive advantage. Develop ideas and then expand on what is most effective.

Further Research

Conduct more surveys

The summer 2002 Riverboat Days survey asked very relevant questions, and it would be beneficial to Wabasha if another survey was conducted. The following are a few suggestions for the next survey:

- If possible, remove some of the questions to shorten the survey
- Have multiple people conducting the survey at one time with people stationed at various events/areas of the festival
- Give people a place to sit down while filling out the survey
- Provide an appealing incentive so people are less likely to refuse and more likely to complete the entire survey:
 - beer/beverage coupons
 - bottle water/soda
 - their name is entered in a drawing for a prize
- If Sunday events are not implemented before the next survey, include a question about the likelihood of people attending a Sunday event and if they would prefer the parade to be on Sunday

When collecting surveys at the parade, realize that people who attend the parade are not necessarily people who go to other Riverboat Days festival. Similarly, realize that people who enter the gate and have a button only make up a certain percentage of the entire Riverboat Days population.

Conducting another survey at Riverboat Days and at other events will be helpful in planning future festivals. In addition, surveys will allow Wabasha to keep current information on its market.

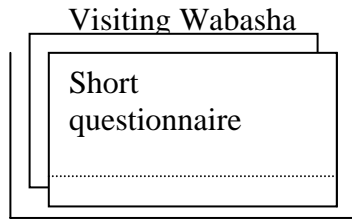
Constantly monitor/research

Besides surveys, other methods of research should be used to keep current information on the market and assist in promoting events, festivals, and tourism in general. The following are some suggestions:

- 1) Develop a database of people who call and visit the chamber office and find out:
 - a. how they heard about Wabasha or the event they are calling about
 - b. what their interests are, and if they would like more information

Another person before had suggested this idea, and it should be implemented. If information is gathered on recent and past visitors, then direct mailing pieces can be sent, targeted at certain groups of people, such as those who enjoy golfing, fishing, festivals, or scenic touring.

2) Create a chamber of commerce short visitor questionnaire to be placed in local businesses, somewhat like the sketch below. The questionnaire will provide another opportunity to gather information about Wabasha visitors, and the results can be compared to certain survey questions as well.



At the bottom of the questionnaire, have perforations so people can tear off chamber information (phone, 800#, email, website). Also, have some method for the questionnaire to be returned to the chamber. Not all visitors will be willing to fill a questionnaire out, but the response frequency will help determine the questionnaire's effectiveness.

3) Place a guest book near the entrance of the chamber office with space to provide a name, address, and other information as another way to keep monitoring Wabasha visitors.

4) Finally, stay in contact with other organizations and experts that can help Wabasha and its tourism. Some examples include the Tourism Center, University of Minnesota Extension Service (www.tourism.umn.edu), and the Minnesota Office of Tourism.

Visitor Survey

The University of Minnesota's Center for Urban and Regional Affairs (CURA) and the Wabasha Area Chamber of Commerce are sponsoring this survey, in cooperation with the Tourism Center, University of Minnesota Extension Service. The survey takes only about five minutes to complete.

Visiting Wabasha

What is your home zip code? _____ (If you live in Wabasha, SKIP to Riverboat Days below)

| | |
|--|--|
| Is this your first visit to Wabasha? (Check ONE) <input type="checkbox"/> Yes = = = = <input type="checkbox"/> No | What was the purpose of your first visit to Wabasha? (Check ONE) <input type="checkbox"/> Vacation <input type="checkbox"/> Visiting friends or family <input type="checkbox"/> Other: _____ <input type="checkbox"/> Business <input type="checkbox"/> Festival or special event |
|--|--|

How many nights are you staying in Wabasha in these types of accommodations? (Write in "0" if you are only in Wabasha for the day.)

| | |
|---|--|
| Hotel or motel _____ Resort _____ Public/private campground _____ Cabin rental _____ Houseboat rental _____ Apartment rental _____ | # of nights _____ Home of friend or relative _____ Vacation home of friend or relative _____ Your own vacation home _____ Bed & Breakfast or farm stay _____ Other: _____ TOTAL NIGHTS in WABASHA _____ |
|---|--|

How likely are you to return to Wabasha in the future? (Circle ONE)

| | | | | |
|---------------|-------------------|---------|-----------------|-------------|
| Very unlikely | Somewhat unlikely | Neutral | Somewhat likely | Very likely |
| 1 | 2 | 3 | 4 | 5 |

How likely are you to return to Wabasha on a non-festival day? (Circle ONE)

| | | | | |
|---------------|-------------------|---------|-----------------|-------------|
| Very unlikely | Somewhat unlikely | Neutral | Somewhat likely | Very likely |
| 1 | 2 | 3 | 4 | 5 |

What were the three most influential sources that you used to PLAN your trip? (List the letter in the appropriate blank.)

- A. AAA Home & Away magazine
- B. Big River magazine
- C. Brochure
- D. Chicago magazine
- E. Employer
- F. Family/friends from Wabasha
- G. Family/friends outside of Wabasha
- H. Flyer
- I. Local radio
- J. Other tourist businesses
- K. Poster
- L. Rochester Area Visitor
- M. Rochester Post bulletin
- N. Rochester magazine
- O. Star Tribune
- P. State tourism office
- Q. St. Paul Pioneer Press
- R. Wabasha Chamber of Commerce
- S. Winona Area Visitors Guide
- T. Winona Post
- U. Twin cities Public Television magazine
- V. www.wabashamn.org
- W. www.exploreminnesota.com
- X. Other: _____

#1 source: _____
 #2 source: _____
 #3 source: _____

Rank the top three reasons you would return to Wabasha in the future. (List the letter in the appropriate blank.)

- A. Attending festivals/events
- B. Bicycling
- C. Birding/wildlife
- D. Boating/canoeing
- E. Business
- F. Camping
- G. Fishing
- H. Gambling
- I. Golfing
- J. Hiking/walking
- K. Hunting
- L. Picnicking
- M. River floating/rafting
- N. Scenic touring
- O. Shopping
- P. Sightseeing
- Q. Snowmobiling/skiing
- R. Swimming/water sports
- S. Taking photographs
- T. Visiting cultural sites
- U. Visiting family/friends
- V. Visiting historic sites
- W. Visiting state/national parks
- X. Weekend get-away
- Y. Other: _____

#1 reason: _____
 #2 reason: _____
 #3 reason: _____

I have no plans to return to Wabasha

Riverboat Days

| | |
|---|---|
| How many years (including this year) have you attended Riverboat Days? (Check ONE) <input type="checkbox"/> First year <input type="checkbox"/> 2-3 years <input type="checkbox"/> 4-5 years <input type="checkbox"/> More than 5 years | How many of the festival's four days will you be attending this year? (Check ONE) <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |
|---|---|

| | |
|---|--|
| How many people are in your travel party (including yourself)? _____ People | Which of these categories BEST describes the people you are traveling with? (Check all that apply). <input type="checkbox"/> Couple (no children) <input type="checkbox"/> Single (no children) <input type="checkbox"/> Friends <input type="checkbox"/> Couple (children under 18) <input type="checkbox"/> Single (children under 18) <input type="checkbox"/> Other relatives <input type="checkbox"/> Couple (grown children) <input type="checkbox"/> Single (grown children) <input type="checkbox"/> Other |
|---|--|

Over please ≡

| | |
|---|---|
| Do you plan to attend Riverboat Days <u>NEXT YEAR?</u> (Check ONE) <input type="checkbox"/> Yes <input type="checkbox"/> No | Do you plan to attend Riverboat Days within the <u>NEXT 5 YEARS?</u> (Check ONE) <input type="checkbox"/> Yes <input type="checkbox"/> No |
|---|---|

| Which of the following events at Riverboat Days have you attended or plan to attend? (Check ALL that apply) <table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:35%;"></th> <th style="width:15%; text-align: center;">Have Attended</th> <th style="width:15%; text-align: center;">Will Attend</th> </tr> </thead> <tbody> <tr><td>A. MSTRAM</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>B. Wabasha Crazy Days</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>C. Riverboat Captain's Golf Tournament</td><td style="text-align: center;"><input type="checkbox"/></td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>D. 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(List the letter in the appropriate blank.) #1 Must See: _____ #2 Must See: _____ #3 Must See: _____ #1 Won't See: _____ #2 Won't See: _____ #3 Won't See: _____ |
|--|--------------------------|--------------------------|-------------|-----------|--------------------------|--------------------------|-----------------------|--------------------------|--------------------------|--|--------------------------|--------------------------|--------------------|--------------------------|--------------------------|---------------|--------------------------|--------------------------|--------------|--------------------------|--------------------------|---------------------|--------------------------|--------------------------|-----------------------------------|--------------------------|--------------------------|----------------------|--------------------------|--------------------------|---------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------------|--------------------------|--------------------------|-----------------------------|--------------------------|--------------------------|------------------------------|--------------------------|--------------------------|---------------------------|--------------------------|--------------------------|---------------------|--------------------------|--------------------------|----------|--------------------------|--------------------------|-----------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-----------|--------------------------|--------------------------|-------------------|--------------------------|--------------------------|------------------------------|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|----------------------------|--------------------------|--------------------------|---|
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| A. MSTRAM | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| B. Wabasha Crazy Days | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| C. Riverboat Captain's Golf Tournament | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| D. Queen's Pageant | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E. Teen Dance | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| F. "Route 3" | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| G. Dance "Backlash" | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| H. Grumpy Old Men Fishing Contest | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| I. Pancake Breakfast | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| J. Classic Car Show | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| K. Volleyball Tournament | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| L. Antique & Arts & Crafts Show | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| M. River City Quilters Show | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N. Red Hawk Helicopter Rides | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| O. Skyhoundz Canine Champ | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| P. Lumberjack Shows | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Q. Bingo | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| R. Karoke | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| S. Firemen's Water Fight | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| T. Doc Maier (1Man Band) | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| U. Parade | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| V. River Run/Walk | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| W. Duke Addicts, Storyteller | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| X. Children's Tractor (Pedal) Pull | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Y. Dance "Trouble Shooter" | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Please estimate your party's spending in Wabasha for the last 24 hours of your stay. (Write "0" if you had no expenses in that category)

| | |
|--|----------|
| Lodging | \$ _____ |
| Restaurant food/beverages (excluding Riverboat Days) | \$ _____ |
| Riverboat Days food/beverages | \$ _____ |
| Groceries | \$ _____ |
| Riverboat Days activities and/or admission fees | \$ _____ |
| Other attractions/entertainment (excluding Riverboat Days) | \$ _____ |
| Transportation (including gas, rental car, parking, etc.) | \$ _____ |
| Shopping (including gifts, souvenirs, film, other retail) | \$ _____ |
| Other: _____ | \$ _____ |

How many people are included in this spending estimate? _____ People

To what extent do you agree or disagree with each of the following statements? (Circle ONE number for each item)

| | | Somewhat Disagree | | | | |
|---|---|-------------------|---|---|---|--------------------------|
| Lodging prices in Wabasha are a good value for my money. | 1 | 2 | 3 | 4 | 5 | <input type="checkbox"/> |
| Restaurant prices in Wabasha are a good value for my money. | 1 | 2 | 3 | 4 | 5 | <input type="checkbox"/> |
| Riverboat Days prices are a good value for my money. | 1 | 2 | 3 | 4 | 5 | <input type="checkbox"/> |
| I am concerned about my safety at Riverboat Days. | 1 | 2 | 3 | 4 | 5 | <input type="checkbox"/> |
| The Riverboat Days festival is entertaining. | 1 | 2 | 3 | 4 | 5 | <input type="checkbox"/> |
| Riverboat Days offers too many activities. | 1 | 2 | 3 | 4 | 5 | <input type="checkbox"/> |
| Information about Riverboat Days is hard to find. | 1 | 2 | 3 | 4 | 5 | <input type="checkbox"/> |
| Overall, I am satisfied with my experience at Riverboat Days. | 1 | 2 | 3 | 4 | 5 | <input type="checkbox"/> |
| Overall, I am satisfied with my visit to Wabasha. | 1 | 2 | 3 | 4 | 5 | <input type="checkbox"/> |

| | | |
|---|---|---|
| Gender (Check ONE) <input type="checkbox"/> Female <input type="checkbox"/> Male | In what year were you born? _____ | Which range best describes your annual household income? (Check ONE) <input type="checkbox"/> Less than \$15,000 <input type="checkbox"/> \$45,001-\$60,000 <input type="checkbox"/> \$100,001-\$125,000 <input type="checkbox"/> \$15,000-\$30,000 <input type="checkbox"/> \$60,001-\$80,000 <input type="checkbox"/> Greater than \$125,000 <input type="checkbox"/> \$30,001-\$45,000 <input type="checkbox"/> \$80,001-\$100,000 |
|---|---|---|

Do you have any additional comments on your visit to Wabasha or Riverboat Days?

Thank you for taking time to complete this survey!

Appendix B: SPSS Output Data from Riverboat Days Survey

(Output is in order of survey questions)

| ZIPCODE zip code | | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|--------|-----------|---------|---------------|--------------------|
| Valid | 55981 | 25 | 33.3 | 38.5 | 38.5 |
| | 55041 | 4 | 5.3 | 6.2 | 44.6 |
| | 55904 | 3 | 4.0 | 4.6 | 49.2 |
| | 55901 | 2 | 2.7 | 3.1 | 52.3 |
| | 55920 | 2 | 2.7 | 3.1 | 55.4 |
| | 55956 | 2 | 2.7 | 3.1 | 58.5 |
| | 55964 | 2 | 2.7 | 3.1 | 61.5 |
| | 23518 | 1 | 1.3 | 1.5 | 63.1 |
| | 32225 | 1 | 1.3 | 1.5 | 64.6 |
| | 53214 | 1 | 1.3 | 1.5 | 66.2 |
| | 53959 | 1 | 1.3 | 1.5 | 67.7 |
| | 54021 | 1 | 1.3 | 1.5 | 69.2 |
| | 54756 | 1 | 1.3 | 1.5 | 70.8 |
| | 55014 | 1 | 1.3 | 1.5 | 72.3 |
| | 55066 | 1 | 1.3 | 1.5 | 73.8 |
| | 55071 | 1 | 1.3 | 1.5 | 75.4 |
| | 55076 | 1 | 1.3 | 1.5 | 76.9 |
| | 55105 | 1 | 1.3 | 1.5 | 78.5 |
| | 55123 | 1 | 1.3 | 1.5 | 80.0 |
| | 55303 | 1 | 1.3 | 1.5 | 81.5 |
| | 55376 | 1 | 1.3 | 1.5 | 83.1 |
| | 55379 | 1 | 1.3 | 1.5 | 84.6 |
| | 55389 | 1 | 1.3 | 1.5 | 86.2 |
| | 55401 | 1 | 1.3 | 1.5 | 87.7 |
| | 55414 | 1 | 1.3 | 1.5 | 89.2 |
| | 55902 | 1 | 1.3 | 1.5 | 90.8 |
| | 55906 | 1 | 1.3 | 1.5 | 92.3 |
| | 55912 | 1 | 1.3 | 1.5 | 93.8 |
| | 55923 | 1 | 1.3 | 1.5 | 95.4 |
| | 55934 | 1 | 1.3 | 1.5 | 96.9 |
| | 60302 | 1 | 1.3 | 1.5 | 98.5 |
| | 85268 | 1 | 1.3 | 1.5 | 100.0 |
| | | Total | 65 | 86.7 | 100.0 |
| Missing | System | 10 | 13.3 | | |
| | Total | 75 | 100.0 | | |

| ZIP.RE Wabasha vs out-of-town | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 50 | 66.7 | 66.7 | 66.7 |
| | 1.00 | 25 | 33.3 | 33.3 | 100.0 |
| | Total | 75 | 100.0 | 100.0 | |

Missing zip codes are included in #2 (out-of-town): 10 are missing

| first visit to Wabasha | | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------|--------|-----------|---------|---------------|--------------------|
| Valid | yes | 8 | 10.7 | 16.3 | 16.3 |
| | no | 41 | 54.7 | 83.7 | 100.0 |
| | Total | 49 | 65.3 | 100.0 | |
| Missing | System | 26 | 34.7 | | |
| | Total | 75 | 100.0 | | |

PURPOSE purpose of first visit

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------------|-----------|---------|---------------|--------------------|
| Valid | 1 vacation | 6 | 8.0 | 12.5 | 12.5 |
| | 2 business | 4 | 5.3 | 8.3 | 20.8 |
| | 3 visiting friends/family | 15 | 20.0 | 31.3 | 52.1 |
| | 4 festival/special event | 13 | 17.3 | 27.1 | 79.2 |
| | 5 other | 10 | 13.3 | 20.8 | 100.0 |
| | Total | 48 | 64.0 | 100.0 | |
| Missing | System | 27 | 36.0 | | |
| Total | | 75 | 100.0 | | |

HOTELMO nights at hotel/motel

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 3 | 4.0 | 75.0 | 75.0 |
| | 6 | 1 | 1.3 | 25.0 | 100.0 |
| | Total | 4 | 5.3 | 100.0 | |
| Missing | System | 71 | 94.7 | | |
| Total | | 75 | 100.0 | | |

RESORT nights at resort

| | | Frequency | Percent |
|---------|--------|-----------|---------|
| Missing | System | 75 | 100.0 |

CAMPGROU nights at campground

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 4 | 1 | 1.3 | 50.0 | 50.0 |
| | 7 | 1 | 1.3 | 50.0 | 100.0 |
| | Total | 2 | 2.7 | 100.0 | |
| Missing | System | 73 | 97.3 | | |
| Total | | 75 | 100.0 | | |

CABIN nights at cabin rental

| | | Frequency | Percent |
|---------|--------|-----------|---------|
| Missing | System | 75 | 100.0 |

HBOAT nights at houseboat rental

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.3 | 100.0 | 100.0 |
| Missing | System | 74 | 98.7 | | |
| Total | | 75 | 100.0 | | |

APARTMEN nights at apartment rental

| | | Frequency | Percent |
|---------|--------|-----------|---------|
| Missing | System | 75 | 100.0 |

FRHOME nights at home of friend/relative

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 3 | 4.0 | 30.0 | 30.0 |
| | 2 | 4 | 5.3 | 40.0 | 70.0 |
| | 4 | 1 | 1.3 | 10.0 | 80.0 |
| | 13 | 1 | 1.3 | 10.0 | 90.0 |
| | 14 | 1 | 1.3 | 10.0 | 100.0 |
| | Total | 10 | 13.3 | 100.0 | |
| Missing | System | 65 | 86.7 | | |
| Total | | 75 | 100.0 | | |

FRVACHOM nights at friend/relative vacation home

| | | Frequency | Percent |
|---------|--------|-----------|---------|
| Missing | System | 75 | 100.0 |

VACHOME nights at own vacation home

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1.3 | 25.0 | 25.0 |
| | 3 | 2.7 | 50.0 | 75.0 |
| | 50 | 1.3 | 25.0 | 100.0 |
| Total | 4 | 5.3 | 100.0 | |
| Missing System | 71 | 94.7 | | |
| Total | 75 | 100.0 | | |

BANDB nights at bed & breakfast or farm stay

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1.3 | 100.0 | 100.0 |
| Missing System | 74 | 98.7 | | |
| Total | 75 | 100.0 | | |

OTHER nights at other accommodation

| | Frequency | Percent |
|----------------|-----------|---------|
| Missing System | 75 | 100.0 |

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--|----|---------|---------|------|----------------|
| TOTNIGHT total nights of stay in Wabasha | 46 | 0 | 50 | 2.67 | 7.75 |

Valid N (listwise) 46

Only includes people who put down a number: many skipped and many put zero

A bit deceiving because maximum is 50. This was a vacation home. Several were like this.

RETURN return to Wabasha in future

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 4.0 | 6.5 | 6.5 |
| | 4.00 | 6 | 13.0 | 19.6 |
| | 5.00 | 37 | 80.4 | 100.0 |
| Total | 46 | 61.3 | 100.0 | |
| Missing System | 29 | 38.7 | | |
| Total | 75 | 100.0 | | |

NONFEST return to Wabasha on non-festival day

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 3 | 6.5 | 6.5 |
| | 2.00 | 1 | 2.2 | 8.7 |
| | 4.00 | 9 | 19.6 | 28.3 |
| | 5.00 | 33 | 71.7 | 100.0 |
| Total | 46 | 61.3 | 100.0 | |
| Missing System | 29 | 38.7 | | |
| Total | 75 | 100.0 | | |

| | N | Minimum | Maximum | Mean | Std. Deviation |
|------------------------------------|----|---------|---------|--------|----------------|
| RETURN return to Wabasha in future | 46 | 3.00 | 5.00 | 4.7391 | .5748 |
| Valid N (listwise) | 46 | | | | |

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|----|---------|---------|--------|----------------|
| NONFEST return to Wabasha on non-festival day | 46 | 1.00 | 5.00 | 4.4783 | 1.0901 |
| Valid N (listwise) | 46 | | | | |

SOURCE1 #1 source used to plan trip

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------------------------|-----------|---------|---------------|--------------------|
| Valid | | 31 | 41.3 | 41.3 | 41.3 |
| f | family/friends from Wabasha | 13 | 17.3 | 17.3 | 58.7 |
| g | family/friends outside of Wabasha | 8 | 10.7 | 10.7 | 69.3 |
| i | local radio | 6 | 8.0 | 8.0 | 77.3 |
| x | other | 6 | 8.0 | 8.0 | 85.3 |
| e | employer | 2 | 2.7 | 2.7 | 88.0 |
| p | state tourism office | 2 | 2.7 | 2.7 | 90.7 |
| v | www.wabashamn.org | 2 | 2.7 | 2.7 | 93.3 |
| a | AAA Home & Away magazine | 1 | 1.3 | 1.3 | 94.7 |
| b | Big River magazine | 1 | 1.3 | 1.3 | 96.0 |
| c | brochure | 1 | 1.3 | 1.3 | 97.3 |
| h | flyer | 1 | 1.3 | 1.3 | 98.7 |
| o | Star Tribune | 1 | 1.3 | 1.3 | 100.0 |
| | Total | 75 | 100.0 | 100.0 | |

SOURCE2 #2 source used to plan trip

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------------------------|-----------|---------|---------------|--------------------|
| Valid | | 52 | 69.3 | 69.3 | 69.3 |
| f | family/friends from Wabasha | 5 | 6.7 | 6.7 | 76.0 |
| g | family/friends outside of Wabasha | 4 | 5.3 | 5.3 | 81.3 |
| x | other | 3 | 4.0 | 4.0 | 85.3 |
| r | Wabasha Chamber of Commerce | 2 | 2.7 | 2.7 | 88.0 |
| a | AAA Home & Away magazine | 1 | 1.3 | 1.3 | 89.3 |
| c | brochure | 1 | 1.3 | 1.3 | 90.7 |
| h | flyer | 1 | 1.3 | 1.3 | 92.0 |
| i | local radio | 1 | 1.3 | 1.3 | 93.3 |
| k | poster | 1 | 1.3 | 1.3 | 94.7 |
| l | Rochester Area Visitor | 1 | 1.3 | 1.3 | 96.0 |
| m | Rochester Post bulletin | 1 | 1.3 | 1.3 | 97.3 |
| t | Winona Post | 1 | 1.3 | 1.3 | 98.7 |
| v | www.wabashamn.org | 1 | 1.3 | 1.3 | 100.0 |
| | Total | 75 | 100.0 | 100.0 | |

SOURCE3 #3 source used to plan trip

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------------------|-----------|---------|---------------|--------------------|
| Valid | | 60 | 80.0 | 80.0 | 80.0 |
| i | local radio | 4 | 5.3 | 5.3 | 85.3 |
| m | Rochester Post bulletin | 2 | 2.7 | 2.7 | 88.0 |
| r | Wabasha Chamber of Commerce | 2 | 2.7 | 2.7 | 90.7 |
| x | other | 2 | 2.7 | 2.7 | 93.3 |
| e | employer | 1 | 1.3 | 1.3 | 94.7 |
| f | family/friends from Wabasha | 1 | 1.3 | 1.3 | 96.0 |
| s | Winona Area Visitors Guide | 1 | 1.3 | 1.3 | 97.3 |
| v | www.wabashamn.org | 1 | 1.3 | 1.3 | 98.7 |
| w | www.exploreminnesota.co | 1 | 1.3 | 1.3 | 100.0 |

| | | m | 75 | 100.0 | 100.0 | |
|--|----------------------------|-------|-----------|---------|---------------|--------------------|
| REASON1 #1 reason to return to Wabasha | | Total | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | | | 27 | 36.0 | 36.0 | 36.0 |
| a | attending festivals/events | | 12 | 16.0 | 16.0 | 52.0 |
| u | visiting family/friends | | 9 | 12.0 | 12.0 | 64.0 |
| d | boating/canoeing | | 7 | 9.3 | 9.3 | 73.3 |
| e | business | | 4 | 5.3 | 5.3 | 78.7 |
| f | camping | | 3 | 4.0 | 4.0 | 82.7 |
| p | sightseeing | | 3 | 4.0 | 4.0 | 86.7 |
| g | fishing | | 2 | 2.7 | 2.7 | 89.3 |
| n | scenic touring | | 2 | 2.7 | 2.7 | 92.0 |
| o | shopping | | 2 | 2.7 | 2.7 | 94.7 |
| x | weekend get-away | | 2 | 2.7 | 2.7 | 97.3 |
| l | picnicking | | 1 | 1.3 | 1.3 | 98.7 |
| y | other | | 1 | 1.3 | 1.3 | 100.0 |
| | Total | | 75 | 100.0 | 100.0 | |

| REASON2 #2 reason to return to Wabasha | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|----------------------------|-----------|---------|---------------|--------------------|
| Valid | | 34 | 45.3 | 45.3 | 45.3 |
| g | fishing | 6 | 8.0 | 8.0 | 53.3 |
| a | attending festivals/events | 4 | 5.3 | 5.3 | 58.7 |
| d | boating/canoeing | 4 | 5.3 | 5.3 | 64.0 |
| p | sightseeing | 4 | 5.3 | 5.3 | 69.3 |
| u | visiting family/friends | 4 | 5.3 | 5.3 | 74.7 |
| i | golfing | 3 | 4.0 | 4.0 | 78.7 |
| n | scenic touring | 3 | 4.0 | 4.0 | 82.7 |
| b | bicycling | 2 | 2.7 | 2.7 | 85.3 |
| m | river floating/rafting | 2 | 2.7 | 2.7 | 88.0 |
| x | weekend get-away | 2 | 2.7 | 2.7 | 90.7 |
| e | business | 1 | 1.3 | 1.3 | 92.0 |
| f | camping | 1 | 1.3 | 1.3 | 93.3 |
| j | hiking/walking | 1 | 1.3 | 1.3 | 94.7 |
| k | hunting | 1 | 1.3 | 1.3 | 96.0 |
| o | shopping | 1 | 1.3 | 1.3 | 97.3 |
| r | swimming/water sports | 1 | 1.3 | 1.3 | 98.7 |
| y | other | 1 | 1.3 | 1.3 | 100.0 |
| | Total | 75 | 100.0 | 100.0 | |

| REASON3 #3 reason to return to Wabasha | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|----------------------------|-----------|---------|---------------|--------------------|
| Valid | | 39 | 52.0 | 52.0 | 52.0 |
| u | visiting family/friends | 5 | 6.7 | 6.7 | 58.7 |
| x | weekend get-away | 5 | 6.7 | 6.7 | 65.3 |
| a | attending festivals/events | 4 | 5.3 | 5.3 | 70.7 |
| e | business | 3 | 4.0 | 4.0 | 74.7 |
| f | camping | 3 | 4.0 | 4.0 | 78.7 |
| k | hunting | 2 | 2.7 | 2.7 | 81.3 |
| o | shopping | 2 | 2.7 | 2.7 | 84.0 |
| p | sightseeing | 2 | 2.7 | 2.7 | 86.7 |
| q | snowmobiling/skiing | 2 | 2.7 | 2.7 | 89.3 |
| r | swimming/water sports | 2 | 2.7 | 2.7 | 92.0 |
| c | birding/wildlife | 1 | 1.3 | 1.3 | 93.3 |
| j | hiking/walking | 1 | 1.3 | 1.3 | 94.7 |
| n | scenic touring | 1 | 1.3 | 1.3 | 96.0 |
| s | taking photographs | 1 | 1.3 | 1.3 | 97.3 |
| v | visiting historic sites | 1 | 1.3 | 1.3 | 98.7 |
| y | other | 1 | 1.3 | 1.3 | 100.0 |
| | Total | 75 | 100.0 | 100.0 | |

of years attending Riverboat Days

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | first year | 20 | 26.7 | 28.2 | 28.2 |
| | 2-3 years | 16 | 21.3 | 22.5 | 50.7 |
| | 4-5 years | 9 | 12.0 | 12.7 | 63.4 |
| | more than 5 years | 26 | 34.7 | 36.6 | 100.0 |
| | Total | 71 | 94.7 | 100.0 | |
| Missing | System | 4 | 5.3 | | |
| Total | | 75 | 100.0 | | |

of days attending Riverboat Days

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 35 | 46.7 | 50.0 | 50.0 |
| | 2.00 | 23 | 30.7 | 32.9 | 82.9 |
| | 3.00 | 5 | 6.7 | 7.1 | 90.0 |
| | 4.00 | 7 | 9.3 | 10.0 | 100.0 |
| | Total | 70 | 93.3 | 100.0 | |
| Missing | System | 5 | 6.7 | | |
| Total | | 75 | 100.0 | | |

of people in travel party

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 11 | 14.7 | 16.2 | 16.2 |
| | 2.00 | 19 | 25.3 | 27.9 | 44.1 |
| | 3.00 | 12 | 16.0 | 17.6 | 61.8 |
| | 4.00 | 13 | 17.3 | 19.1 | 80.9 |
| | 5.00 | 6 | 8.0 | 8.8 | 89.7 |
| | 6.00 | 2 | 2.7 | 2.9 | 92.6 |
| | 7.00 | 2 | 2.7 | 2.9 | 95.6 |
| | 8.00 | 1 | 1.3 | 1.5 | 97.1 |
| | 10.00 | 2 | 2.7 | 2.9 | 100.0 |
| | Total | 68 | 90.7 | 100.0 | |
| Missing | System | 7 | 9.3 | | |
| Total | | 75 | 100.0 | | |

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|-----------------------------|----|---------|---------|--------|----------------|
| # of people in travel party | 68 | 1.00 | 10.00 | 3.2500 | 2.00280 |
| Valid N (listwise) | 68 | | | | |

traveling with couple (no children)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 8 | 10.7 | 100.0 | 100.0 |
| Missing | System | 67 | 89.3 | | |
| Total | | 75 | 100.0 | | |

traveling with couple (children under 18)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 21 | 28.0 | 100.0 | 100.0 |
| Missing | System | 54 | 72.0 | | |
| Total | | 75 | 100.0 | | |

traveling with couple (grown children)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 10 | 13.3 | 100.0 | 100.0 |
| Missing | System | 65 | 86.7 | | |
| Total | | 75 | 100.0 | | |

traveling single (no children)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 16 | 21.3 | 100.0 | 100.0 |
| Missing | System | 59 | 78.7 | | |
| Total | | 75 | 100.0 | | |

traveling single (children under 18)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 6 | 8.0 | 100.0 | 100.0 |
| Missing | System | 69 | 92.0 | | |
| Total | | 75 | 100.0 | | |

traveling single (grown children)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 3 | 4.0 | 100.0 | 100.0 |
| Missing | System | 72 | 96.0 | | |
| Total | | 75 | 100.0 | | |

traveling with friends

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 15 | 20.0 | 100.0 | 100.0 |
| Missing | System | 60 | 80.0 | | |
| Total | | 75 | 100.0 | | |

traveling with other relatives

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 5 | 6.7 | 100.0 | 100.0 |
| Missing | System | 70 | 93.3 | | |
| Total | | 75 | 100.0 | | |

traveling with people of other description

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.3 | 100.0 | 100.0 |
| Missing | System | 74 | 98.7 | | |
| Total | | 75 | 100.0 | | |

NEXTYR plan to attend Riverboat Days next year

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 yes | 61 | 81.3 | 93.8 | 93.8 |
| | 2 no | 4 | 5.3 | 6.2 | 100.0 |
| | Total | 65 | 86.7 | 100.0 | |
| Missing | System | 10 | 13.3 | | |
| Total | | 75 | 100.0 | | |

NEXT5YR plan to attend RBD within next 5 years

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 yes | 60 | 80.0 | 98.4 | 98.4 |
| | 2 no | 1 | 1.3 | 1.6 | 100.0 |
| | Total | 61 | 81.3 | 100.0 | |
| Missing | System | 14 | 18.7 | | |
| Total | | 75 | 100.0 | | |

MUSTSEE1 #1 must see event

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------------|-----------|---------|---------------|--------------------|
| Valid | | 22 | 29.3 | 29.3 | 29.3 |
| | u parade | 16 | 21.3 | 21.3 | 50.7 |
| | y dance "trouble shooter" | 10 | 13.3 | 13.3 | 64.0 |
| | j classic car show | 7 | 9.3 | 9.3 | 73.3 |
| | b Wabasha Crazy Days | 3 | 4.0 | 4.0 | 77.3 |
| | l antique & arts & crafts show | 3 | 4.0 | 4.0 | 81.3 |
| | p lumberjack shows | 3 | 4.0 | 4.0 | 85.3 |

| | | | | | |
|---|--------------------------------|----|-------|-------|-------|
| h | Grumpy Old Men fishing contest | 2 | 2.7 | 2.7 | 88.0 |
| | i pancake breakfast | 2 | 2.7 | 2.7 | 90.7 |
| m | River City quilters show | 2 | 2.7 | 2.7 | 93.3 |
| | d queen's pageant | 1 | 1.3 | 1.3 | 94.7 |
| n | Red Hawk helicopter rides | 1 | 1.3 | 1.3 | 96.0 |
| | s firemen's water fight | 1 | 1.3 | 1.3 | 97.3 |
| w | Duke Addicts, storyteller | 1 | 1.3 | 1.3 | 98.7 |
| x | children's tractor pull | 1 | 1.3 | 1.3 | 100.0 |
| | Total | 75 | 100.0 | 100.0 | |

MUSTSEE2 #2 must see event

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------------|-----------|---------|---------------|--------------------|
| Valid | | 26 | 34.7 | 34.7 | 34.7 |
| | u parade | 10 | 13.3 | 13.3 | 48.0 |
| | p lumberjack shows | 9 | 12.0 | 12.0 | 60.0 |
| | g dance "backlash" | 6 | 8.0 | 8.0 | 68.0 |
| y | dance "trouble shooter" | 5 | 6.7 | 6.7 | 74.7 |
| o | Skyhoundz Canine Champ | 4 | 5.3 | 5.3 | 80.0 |
| | s firemen's water fight | 4 | 5.3 | 5.3 | 85.3 |
| l | antique & arts & crafts show | 3 | 4.0 | 4.0 | 89.3 |
| | e teen dance | 2 | 2.7 | 2.7 | 92.0 |
| h | Grumpy Old Men fishing contest | 2 | 2.7 | 2.7 | 94.7 |
| | j classic car show | 1 | 1.3 | 1.3 | 96.0 |
| m | River City quilters show | 1 | 1.3 | 1.3 | 97.3 |
| | r karaoke | 1 | 1.3 | 1.3 | 98.7 |
| | v river run/walk | 1 | 1.3 | 1.3 | 100.0 |
| | Total | 75 | 100.0 | 100.0 | |

MUSTSEE3 #3 must see event

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------------|-----------|---------|---------------|--------------------|
| Valid | | 32 | 42.7 | 42.7 | 42.7 |
| | g dance "backlash" | 7 | 9.3 | 9.3 | 52.0 |
| | u parade | 7 | 9.3 | 9.3 | 61.3 |
| | j classic car show | 5 | 6.7 | 6.7 | 68.0 |
| y | dance "trouble shooter" | 5 | 6.7 | 6.7 | 74.7 |
| b | Wabasha Crazy Days | 4 | 5.3 | 5.3 | 80.0 |
| | p lumberjack shows | 3 | 4.0 | 4.0 | 84.0 |
| | s firemen's water fight | 3 | 4.0 | 4.0 | 88.0 |
| h | Grumpy Old Men fishing contest | 2 | 2.7 | 2.7 | 90.7 |
| o | Skyhoundz Canine Champ | 2 | 2.7 | 2.7 | 93.3 |
| | i pancake breakfast | 1 | 1.3 | 1.3 | 94.7 |
| | k volleyball tournament | 1 | 1.3 | 1.3 | 96.0 |
| l | antique & arts & crafts show | 1 | 1.3 | 1.3 | 97.3 |
| | v river run/walk | 1 | 1.3 | 1.3 | 98.7 |
| x | children's tractor pull | 1 | 1.3 | 1.3 | 100.0 |
| | Total | 75 | 100.0 | 100.0 | |

WONTSEE1 #1 won't see event

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------------|-----------|---------|---------------|--------------------|
| Valid | | 42 | 56.0 | 56.0 | 56.0 |
| | c Golf Tournament | 5 | 6.7 | 6.7 | 62.7 |
| | a MSTRam | 3 | 4.0 | 4.0 | 66.7 |
| m | River City quilters show | 3 | 4.0 | 4.0 | 70.7 |
| w | Duke Addicts, storyteller | 3 | 4.0 | 4.0 | 74.7 |
| | d queen's pageant | 2 | 2.7 | 2.7 | 77.3 |
| | e teen dance | 2 | 2.7 | 2.7 | 80.0 |
| | r karaoke | 2 | 2.7 | 2.7 | 82.7 |
| x | children's tractor pull | 2 | 2.7 | 2.7 | 85.3 |
| b | Wabasha Crazy Days | 1 | 1.3 | 1.3 | 86.7 |
| h | Grumpy Old Men fishing contest | 1 | 1.3 | 1.3 | 88.0 |
| | i pancake breakfast | 1 | 1.3 | 1.3 | 89.3 |
| | j classic car show | 1 | 1.3 | 1.3 | 90.7 |

| | | | | | |
|---|---------------------------|----|-------|-------|-------|
| k | volleyball tournament | 1 | 1.3 | 1.3 | 92.0 |
| n | Red Hawk helicopter rides | 1 | 1.3 | 1.3 | 93.3 |
| o | Skyhoundz Canine Champ | 1 | 1.3 | 1.3 | 94.7 |
| | q bingo | 1 | 1.3 | 1.3 | 96.0 |
| t | doc maier (1 man band) | 1 | 1.3 | 1.3 | 97.3 |
| | v river run/walk | 1 | 1.3 | 1.3 | 98.7 |
| y | dance "trouble shooter" | 1 | 1.3 | 1.3 | 100.0 |
| | Total | 75 | 100.0 | 100.0 | |

WONTSEE2 #2 won't see event

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------------|-----------|---------|---------------|--------------------|
| Valid | | 44 | 58.7 | 58.7 | 58.7 |
| | e teen dance | 5 | 6.7 | 6.7 | 65.3 |
| | d queen's pageant | 4 | 5.3 | 5.3 | 70.7 |
| | r karaoke | 3 | 4.0 | 4.0 | 74.7 |
| t | doc maier (1 man band) | 3 | 4.0 | 4.0 | 78.7 |
| x | children's tractor pull | 3 | 4.0 | 4.0 | 82.7 |
| k | volleyball tournament | 2 | 2.7 | 2.7 | 85.3 |
| m | River City quilters show | 2 | 2.7 | 2.7 | 88.0 |
| o | Skyhoundz Canine Champ | 2 | 2.7 | 2.7 | 90.7 |
| | a MStram | 1 | 1.3 | 1.3 | 92.0 |
| | c Golf Tournament | 1 | 1.3 | 1.3 | 93.3 |
| h | Grumpy Old Men fishing contest | 1 | 1.3 | 1.3 | 94.7 |
| | i pancake breakfast | 1 | 1.3 | 1.3 | 96.0 |
| | q bingo | 1 | 1.3 | 1.3 | 97.3 |
| s | firemen's water fight | 1 | 1.3 | 1.3 | 98.7 |
| w | Duke Addicts, storyteller | 1 | 1.3 | 1.3 | 100.0 |
| | Total | 75 | 100.0 | 100.0 | |

WONTSEE3 #3 won't see event

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------------|-----------|---------|---------------|--------------------|
| Valid | | 46 | 61.3 | 61.3 | 61.3 |
| | q bingo | 4 | 5.3 | 5.3 | 66.7 |
| | r karaoke | 3 | 4.0 | 4.0 | 70.7 |
| t | doc maier (1 man band) | 3 | 4.0 | 4.0 | 74.7 |
| | f route 3 | 2 | 2.7 | 2.7 | 77.3 |
| h | Grumpy Old Men fishing contest | 2 | 2.7 | 2.7 | 80.0 |
| | k volleyball tournament | 2 | 2.7 | 2.7 | 82.7 |
| n | Red Hawk helicopter rides | 2 | 2.7 | 2.7 | 85.3 |
| | v river run/walk | 2 | 2.7 | 2.7 | 88.0 |
| w | Duke Addicts, storyteller | 2 | 2.7 | 2.7 | 90.7 |
| | a MStram | 1 | 1.3 | 1.3 | 92.0 |
| b | Wabasha Crazy Days | 1 | 1.3 | 1.3 | 93.3 |
| | c Golf Tournament | 1 | 1.3 | 1.3 | 94.7 |
| | e teen dance | 1 | 1.3 | 1.3 | 96.0 |
| | j classic car show | 1 | 1.3 | 1.3 | 97.3 |
| m | River City quilters show | 1 | 1.3 | 1.3 | 98.7 |
| y | dance "trouble shooter" | 1 | 1.3 | 1.3 | 100.0 |
| | Total | 75 | 100.0 | 100.0 | |

LODGING \$ spend on lodging in last 24 hrs

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | \$0 | 57 | 76.0 | 93.4 | 93.4 |
| | \$50 | 1 | 1.3 | 1.6 | 95.1 |
| | \$70 | 2 | 2.7 | 3.3 | 98.4 |
| | \$160 | 1 | 1.3 | 1.6 | 100.0 |
| | Total | 61 | 81.3 | 100.0 | |
| Missing | System | 14 | 18.7 | | |
| Total | | 75 | 100.0 | | |

RESTAURA \$ spent in restaurants in last 24 hrs

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | \$0 | 25 | 33.3 | 41.0 | 41.0 |
| | \$5 | 1 | 1.3 | 1.6 | 42.6 |
| | \$10 | 5 | 6.7 | 8.2 | 50.8 |
| | \$20 | 15 | 20.0 | 24.6 | 75.4 |
| | \$25 | 2 | 2.7 | 3.3 | 78.7 |
| | \$30 | 2 | 2.7 | 3.3 | 82.0 |
| | \$37 | 1 | 1.3 | 1.6 | 83.6 |
| | \$40 | 1 | 1.3 | 1.6 | 85.2 |
| | \$50 | 4 | 5.3 | 6.6 | 91.8 |
| | \$70 | 1 | 1.3 | 1.6 | 93.4 |
| | \$100 | 2 | 2.7 | 3.3 | 96.7 |
| | \$200 | 1 | 1.3 | 1.6 | 98.4 |
| | \$350 | 1 | 1.3 | 1.6 | 100.0 |
| | Total | 61 | 81.3 | 100.0 | |
| Missing | System | 14 | 18.7 | | |
| Total | | 75 | 100.0 | | |

RBDFOOD \$ spent for RBD food/beverages

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | \$0 | 16 | 21.3 | 26.2 | 26.2 |
| | \$5 | 2 | 2.7 | 3.3 | 29.5 |
| | \$10 | 12 | 16.0 | 19.7 | 49.2 |
| | \$15 | 3 | 4.0 | 4.9 | 54.1 |
| | \$20 | 11 | 14.7 | 18.0 | 72.1 |
| | \$25 | 3 | 4.0 | 4.9 | 77.0 |
| | \$30 | 3 | 4.0 | 4.9 | 82.0 |
| | \$40 | 3 | 4.0 | 4.9 | 86.9 |
| | \$50 | 3 | 4.0 | 4.9 | 91.8 |
| | \$100 | 5 | 6.7 | 8.2 | 100.0 |
| | Total | 61 | 81.3 | 100.0 | |
| | Missing | System | 14 | 18.7 | |
| Total | | 75 | 100.0 | | |

GROCERY \$ spent for groceries

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | \$0 | 50 | 66.7 | 82.0 | 82.0 |
| | \$10 | 2 | 2.7 | 3.3 | 85.2 |
| | \$20 | 3 | 4.0 | 4.9 | 90.2 |
| | \$25 | 1 | 1.3 | 1.6 | 91.8 |
| | \$30 | 1 | 1.3 | 1.6 | 93.4 |
| | \$49 | 1 | 1.3 | 1.6 | 95.1 |
| | \$50 | 1 | 1.3 | 1.6 | 96.7 |
| | \$75 | 1 | 1.3 | 1.6 | 98.4 |
| | \$100 | 1 | 1.3 | 1.6 | 100.0 |
| | Total | 61 | 81.3 | 100.0 | |
| Missing | System | 14 | 18.7 | | |
| Total | | 75 | 100.0 | | |

ACTIVITY \$ spent for RBD activities/admissions

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | \$0 | 27 | 36.0 | 44.3 | 44.3 |
| | \$5 | 8 | 10.7 | 13.1 | 57.4 |
| | \$10 | 11 | 14.7 | 18.0 | 75.4 |
| | \$15 | 3 | 4.0 | 4.9 | 80.3 |
| | \$20 | 6 | 8.0 | 9.8 | 90.2 |
| | \$30 | 1 | 1.3 | 1.6 | 91.8 |
| | \$50 | 4 | 5.3 | 6.6 | 98.4 |
| | \$100 | 1 | 1.3 | 1.6 | 100.0 |
| | Total | 61 | 81.3 | 100.0 | |
| Missing | System | 14 | 18.7 | | |
| Total | | 75 | 100.0 | | |

OTHERENT \$ spent for other attractions/entertain

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | \$0 | 55 | 73.3 | 90.2 | 90.2 |
| | \$5 | 1 | 1.3 | 1.6 | 91.8 |
| | \$10 | 1 | 1.3 | 1.6 | 93.4 |
| | \$20 | 3 | 4.0 | 4.9 | 98.4 |
| | \$50 | 1 | 1.3 | 1.6 | 100.0 |
| | Total | 61 | 81.3 | 100.0 | |
| Missing | System | 14 | 18.7 | | |
| Total | | 75 | 100.0 | | |

TRANSPOR \$ spent for transportation in last 24 hrs

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | \$0 | 39 | 52.0 | 63.9 | 63.9 |
| | \$5 | 1 | 1.3 | 1.6 | 65.6 |
| | \$10 | 10 | 13.3 | 16.4 | 82.0 |
| | \$15 | 1 | 1.3 | 1.6 | 83.6 |
| | \$20 | 6 | 8.0 | 9.8 | 93.4 |
| | \$30 | 2 | 2.7 | 3.3 | 96.7 |
| | \$50 | 1 | 1.3 | 1.6 | 98.4 |
| | \$100 | 1 | 1.3 | 1.6 | 100.0 |
| | Total | 61 | 81.3 | 100.0 | |
| Missing | System | 14 | 18.7 | | |
| Total | | 75 | 100.0 | | |

SHOPPING \$ spent for shopping in last 24 hrs

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | \$0 | 52 | 69.3 | 85.2 | 85.2 |
| | \$10 | 1 | 1.3 | 1.6 | 86.9 |
| | \$20 | 3 | 4.0 | 4.9 | 91.8 |
| | \$30 | 3 | 4.0 | 4.9 | 96.7 |
| | \$50 | 2 | 2.7 | 3.3 | 100.0 |
| | Total | 61 | 81.3 | 100.0 | |
| Missing | System | 14 | 18.7 | | |
| Total | | 75 | 100.0 | | |

OTHER\$ \$ spent on other categories

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | \$0 | 61 | 81.3 | 100.0 | 100.0 |
| Missing | System | 14 | 18.7 | | |
| Total | | 75 | 100.0 | | |

TOTAL\$ total \$ spent in last 24 hrs

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | \$0 | 7 | 9.3 | 11.1 | 11.1 |
| | \$10 | 3 | 4.0 | 4.8 | 15.9 |
| | \$15 | 2 | 2.7 | 3.2 | 19.0 |
| | \$20 | 3 | 4.0 | 4.8 | 23.8 |
| | \$25 | 1 | 1.3 | 1.6 | 25.4 |
| | \$30 | 6 | 8.0 | 9.5 | 34.9 |
| | \$40 | 3 | 4.0 | 4.8 | 39.7 |
| | \$45 | 4 | 5.3 | 6.3 | 46.0 |
| | \$50 | 4 | 5.3 | 6.3 | 52.4 |
| | \$55 | 1 | 1.3 | 1.6 | 54.0 |
| | \$60 | 2 | 2.7 | 3.2 | 57.1 |
| | \$65 | 2 | 2.7 | 3.2 | 60.3 |
| | \$70 | 3 | 4.0 | 4.8 | 65.1 |
| | \$75 | 2 | 2.7 | 3.2 | 68.3 |
| | \$80 | 2 | 2.7 | 3.2 | 71.4 |
| | \$90 | 2 | 2.7 | 3.2 | 74.6 |

| | | | | | |
|---------|--------|----|-------|-------|-------|
| | \$95 | 1 | 1.3 | 1.6 | 76.2 |
| | \$100 | 3 | 4.0 | 4.8 | 81.0 |
| | \$105 | 1 | 1.3 | 1.6 | 82.5 |
| | \$110 | 1 | 1.3 | 1.6 | 84.1 |
| | \$121 | 1 | 1.3 | 1.6 | 85.7 |
| | \$145 | 1 | 1.3 | 1.6 | 87.3 |
| | \$165 | 1 | 1.3 | 1.6 | 88.9 |
| | \$175 | 1 | 1.3 | 1.6 | 90.5 |
| | \$220 | 1 | 1.3 | 1.6 | 92.1 |
| | \$245 | 1 | 1.3 | 1.6 | 93.7 |
| | \$250 | 1 | 1.3 | 1.6 | 95.2 |
| | \$300 | 1 | 1.3 | 1.6 | 96.8 |
| | \$550 | 2 | 2.7 | 3.2 | 100.0 |
| | Total | 63 | 84.0 | 100.0 | |
| Missing | System | 12 | 16.0 | | |
| Total | | 75 | 100.0 | | |

NO.FOR\$ # of people included in spending est

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1 | 15 | 20.0 | 34.1 | 34.1 |
| | 3 | 8 | 10.7 | 18.2 | 52.3 |
| | 4 | 8 | 10.7 | 18.2 | 70.5 |
| | 2 | 7 | 9.3 | 15.9 | 86.4 |
| | 5 | 5 | 6.7 | 11.4 | 97.7 |
| | 8 | 1 | 1.3 | 2.3 | 100.0 |
| | Total | 44 | 58.7 | 100.0 | |
| Missing | System | 31 | 41.3 | | |
| Total | | 75 | 100.0 | | |

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|----|---------|---------|------|----------------|
| NO.FOR\$ # of people included in spending est | 44 | 1 | 8 | 2.68 | 1.64 |
| Valid N (listwise) | 44 | | | | |

YEAR year of birth=age

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 1934 | 1 | 1.3 | 1.5 | 1.5 |
| | 1935 | 1 | 1.3 | 1.5 | 3.0 |
| | 1940 | 1 | 1.3 | 1.5 | 4.5 |
| | 1941 | 1 | 1.3 | 1.5 | 6.0 |
| | 1944 | 1 | 1.3 | 1.5 | 7.5 |
| | 1946 | 2 | 2.7 | 3.0 | 10.4 |
| | 1948 | 4 | 5.3 | 6.0 | 16.4 |
| | 1949 | 2 | 2.7 | 3.0 | 19.4 |
| | 1950 | 4 | 5.3 | 6.0 | 25.4 |
| | 1951 | 3 | 4.0 | 4.5 | 29.9 |
| | 1953 | 1 | 1.3 | 1.5 | 31.3 |
| | 1954 | 3 | 4.0 | 4.5 | 35.8 |
| | 1955 | 6 | 8.0 | 9.0 | 44.8 |
| | 1956 | 1 | 1.3 | 1.5 | 46.3 |
| | 1957 | 3 | 4.0 | 4.5 | 50.7 |
| | 1959 | 2 | 2.7 | 3.0 | 53.7 |
| | 1960 | 2 | 2.7 | 3.0 | 56.7 |
| | 1961 | 1 | 1.3 | 1.5 | 58.2 |
| | 1962 | 2 | 2.7 | 3.0 | 61.2 |
| | 1963 | 1 | 1.3 | 1.5 | 62.7 |
| | 1965 | 3 | 4.0 | 4.5 | 67.2 |
| | 1968 | 1 | 1.3 | 1.5 | 68.7 |
| | 1969 | 3 | 4.0 | 4.5 | 73.1 |
| | 1970 | 2 | 2.7 | 3.0 | 76.1 |
| | 1972 | 1 | 1.3 | 1.5 | 77.6 |

| | | | | | |
|---------|--------|----|-------|-------|-------|
| | 1973 | 2 | 2.7 | 3.0 | 80.6 |
| | 1975 | 2 | 2.7 | 3.0 | 83.6 |
| | 1976 | 1 | 1.3 | 1.5 | 85.1 |
| | 1977 | 1 | 1.3 | 1.5 | 86.6 |
| | 1978 | 1 | 1.3 | 1.5 | 88.1 |
| | 1979 | 1 | 1.3 | 1.5 | 89.6 |
| | 1980 | 3 | 4.0 | 4.5 | 94.0 |
| | 1981 | 1 | 1.3 | 1.5 | 95.5 |
| | 1982 | 2 | 2.7 | 3.0 | 98.5 |
| | 1983 | 1 | 1.3 | 1.5 | 100.0 |
| | Total | 67 | 89.3 | 100.0 | |
| Missing | System | 8 | 10.7 | | |
| Total | | 75 | 100.0 | | |

FAIRLODG lodging prices are a good value

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 14 | 18.7 | 25.5 | 25.5 |
| | neutral | | | | |
| | 4.00 | 7 | 9.3 | 12.7 | 38.2 |
| | somewhat | | | | |
| | agree | | | | |
| | 5.00 | 10 | 13.3 | 18.2 | 56.4 |
| | strongly | | | | |
| | agree | | | | |
| | 6.00 does | 24 | 32.0 | 43.6 | 100.0 |
| | not apply | | | | |
| | Total | 55 | 73.3 | 100.0 | |
| Missing | System | 20 | 26.7 | | |
| Total | | 75 | 100.0 | | |

FAIRREST restaurant prices are a good value

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 10 | 13.3 | 17.9 | 17.9 |
| | neutral | | | | |
| | 4.00 | 21 | 28.0 | 37.5 | 55.4 |
| | somewhat | | | | |
| | agree | | | | |
| | 5.00 | 18 | 24.0 | 32.1 | 87.5 |
| | strongly | | | | |
| | agree | | | | |
| | 6.00 does | 7 | 9.3 | 12.5 | 100.0 |
| | not apply | | | | |
| | Total | 56 | 74.7 | 100.0 | |
| Missing | System | 19 | 25.3 | | |
| Total | | 75 | 100.0 | | |

FAIRRBD Riverboat Days prices are a good value

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.3 | 1.9 | 1.9 |
| | strongly | | | | |
| | disagree | | | | |
| | 2.00 | 1 | 1.3 | 1.9 | 3.7 |
| | somewhat | | | | |
| | disagree | | | | |
| | 3.00 | 12 | 16.0 | 22.2 | 25.9 |
| | neutral | | | | |
| | 4.00 | 15 | 20.0 | 27.8 | 53.7 |
| | somewhat | | | | |
| | agree | | | | |
| | 5.00 | 21 | 28.0 | 38.9 | 92.6 |
| | strongly | | | | |
| | agree | | | | |

| | | | | | |
|---------|---------------------|----|-------|-------|-------|
| | 6.00 does not apply | 4 | 5.3 | 7.4 | 100.0 |
| | Total | 54 | 72.0 | 100.0 | |
| Missing | System | 21 | 28.0 | | |
| Total | | 75 | 100.0 | | |

SAFETY concerned about safety at RBD

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 strongly disagree | 35 | 46.7 | 64.8 | 64.8 |
| | 2.00 somewhat disagree | 3 | 4.0 | 5.6 | 70.4 |
| | 3.00 neutral | 10 | 13.3 | 18.5 | 88.9 |
| | 4.00 somewhat agree | 4 | 5.3 | 7.4 | 96.3 |
| | 6.00 does not apply | 2 | 2.7 | 3.7 | 100.0 |
| | Total | 54 | 72.0 | 100.0 | |
| Missing | System | 21 | 28.0 | | |
| Total | | 75 | 100.0 | | |

RBDENTER Riverboat Days is entertaining

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 strongly disagree | 1 | 1.3 | 1.8 | 1.8 |
| | 2.00 somewhat disagree | 4 | 5.3 | 7.1 | 8.9 |
| | 3.00 neutral | 5 | 6.7 | 8.9 | 17.9 |
| | 4.00 somewhat agree | 18 | 24.0 | 32.1 | 50.0 |
| | 5.00 strongly agree | 28 | 37.3 | 50.0 | 100.0 |
| | Total | 56 | 74.7 | 100.0 | |
| Missing | System | 19 | 25.3 | | |
| Total | | 75 | 100.0 | | |

ACTIVITI Riverboat days offers too many activities

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 strongly disagree | 25 | 33.3 | 44.6 | 44.6 |
| | 2.00 somewhat disagree | 13 | 17.3 | 23.2 | 67.9 |
| | 3.00 neutral | 12 | 16.0 | 21.4 | 89.3 |
| | 4.00 somewhat agree | 3 | 4.0 | 5.4 | 94.6 |
| | 5.00 strongly agree | 3 | 4.0 | 5.4 | 100.0 |

| | | | | |
|---------|--------|----|-------|-------|
| | Total | 56 | 74.7 | 100.0 |
| Missing | System | 19 | 25.3 | |
| Total | | 75 | 100.0 | |

INFO info about Riverboat days is hard to find

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 21 | 28.0 | 39.6 | 39.6 |
| | strongly disagree | | | | |
| | 2.00 | 6 | 8.0 | 11.3 | 50.9 |
| | somewhat disagree | | | | |
| | 3.00 | 14 | 18.7 | 26.4 | 77.4 |
| | neutral | | | | |
| | 4.00 | 11 | 14.7 | 20.8 | 98.1 |
| | somewhat agree | | | | |
| | 5.00 | 1 | 1.3 | 1.9 | 100.0 |
| | strongly agree | | | | |
| | Total | 53 | 70.7 | 100.0 | |
| Missing | System | 22 | 29.3 | | |
| Total | | 75 | 100.0 | | |

RBDEX satisfied with experience at RBD

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 2 | 2.7 | 3.6 | 3.6 |
| | strongly disagree | | | | |
| | 2.00 | 2 | 2.7 | 3.6 | 7.1 |
| | somewhat disagree | | | | |
| | 3.00 | 2 | 2.7 | 3.6 | 10.7 |
| | neutral | | | | |
| | 4.00 | 17 | 22.7 | 30.4 | 41.1 |
| | somewhat agree | | | | |
| | 5.00 | 32 | 42.7 | 57.1 | 98.2 |
| | strongly agree | | | | |
| | 6.00 does not apply | 1 | 1.3 | 1.8 | 100.0 |
| | Total | 56 | 74.7 | 100.0 | |
| Missing | System | 19 | 25.3 | | |
| Total | | 75 | 100.0 | | |

WABASHA satisfied with experience in Wabasha

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 1 | 1.3 | 1.8 | 1.8 |
| | strongly disagree | | | | |
| | 3.00 | 2 | 2.7 | 3.6 | 5.4 |
| | neutral | | | | |
| | 4.00 | 9 | 12.0 | 16.1 | 21.4 |
| | somewhat agree | | | | |
| | 5.00 | 36 | 48.0 | 64.3 | 85.7 |
| | strongly agree | | | | |
| | 6.00 does not apply | 8 | 10.7 | 14.3 | 100.0 |
| | Total | 56 | 74.7 | 100.0 | |

| | | | |
|---------|--------|----|-------|
| Missing | System | 19 | 25.3 |
| Total | | 75 | 100.0 |

GENDER gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------|-----------|---------|---------------|--------------------|
| Valid | 1 female | 44 | 58.7 | 65.7 | 65.7 |
| | 2 male | 23 | 30.7 | 34.3 | 100.0 |
| | Total | 67 | 89.3 | 100.0 | |
| Missing | System | 8 | 10.7 | | |
| Total | | 75 | 100.0 | | |

age groups

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | 1.00 | 10 | 13.3 | 14.9 | 14.9 |
| | 2.00 | 12 | 16.0 | 17.9 | 32.8 |
| | 3.00 | 14 | 18.7 | 20.9 | 53.7 |
| | 4.00 | 24 | 32.0 | 35.8 | 89.6 |
| | 5.00 | 7 | 9.3 | 10.4 | 100.0 |
| | Total | 67 | 89.3 | 100.0 | |
| Missing | System | 8 | 10.7 | | |
| Total | | 75 | 100.0 | | |

INCOME annual household income

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------------|-----------|---------|---------------|--------------------|
| Valid | 1 less than \$15,000 | 5 | 6.7 | 8.5 | 8.5 |
| | 2 \$15,000-\$30,000 | 9 | 12.0 | 15.3 | 23.7 |
| | 3 \$30,001-\$45,000 | 14 | 18.7 | 23.7 | 47.5 |
| | 4 \$45,001-\$60,000 | 13 | 17.3 | 22.0 | 69.5 |
| | 5 \$60,001-\$80,000 | 7 | 9.3 | 11.9 | 81.4 |
| | 6 \$80,001-\$100,000 | 4 | 5.3 | 6.8 | 88.1 |
| | 7 \$100,001-\$125,000 | 6 | 8.0 | 10.2 | 98.3 |
| | 8 greater than \$125,000 | 1 | 1.3 | 1.7 | 100.0 |
| Total | 59 | 78.7 | 100.0 | | |
| Missing | System | 16 | 21.3 | | |
| Total | | 75 | 100.0 | | |

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