At A Glance: Bloomington Area Visitor Profile, Summer 2012

Results from 738 questionnaires completed by a convenience sample of visitors summer 2012

Key Findings

Gender
57% Female

Age (Average 44 years)
17% 18 – 30
26% 31 – 40
26% 41 – 50
17% 51 – 60
11% 61 – 70
4% 71 or older

Income Level
19% $50,000 or less
42% $50,000 - $99,999
40% $100,000 +

Residence
89% USA
16% Iowa
15% Minnesota
14% Wisconsin
8% Illinois
9% Canada

Past Experience
59% repeat visitors

Lodging
93% Hotel/Motel/Historic Inn
4% Home of family or friends
1% Campground with fee

Trip Purpose
41% Visit attractions
20% Visit family/friends
12% Shopping
6% Sporting event
5% Festival/event
5% Wedding

Trip Length
96% Overnight (Average 3 nights)
21% 1 night
33% 2 nights
25% 3 nights
10% 4 nights
5% 5 nights
4% Day trip

Information sources used for trip planning
51% Friends/family
42% Area/destination website
24% Online travel review
20% Online travel site
9% Expedia review

Use of mobile and electronic media
45% Internet/websites
36% Facebook
29% Smartphone
22% Text message
13% iPad/tablet
13% Mobile apps

Party Type
67% Family
15% Couple/Partner
11% Family & friends
4% Friends
3% Alone

Activities
General:
90% Dining out
30% Sightseeing
14% Driving on designated byways
14% Nightlife/Entertaining
9% Guided tour

Shopping: 78% any shopping
71% Mall of America
23% General mall shopping
12% Outlet shopping
8% Gifts/souvenirs

Visiting: 65% any
37% Amusement parks
28% Water parks
18% Friends/family
7% Other museums

Attending: 22% any event
10% Professional sports
4% Fairs or festivals
4% Popular music concerts/show

Participating in: 36% any
26% Any outdoor activity
6% Swimming/water sports
4% Hiking
4% Biking

Source: University of Minnesota Tourism Center,
http://www.tourism.umn.edu/ResearchReports/VisitorReports/AtAGlanceSummary/index.htm