

1998 SURVEY OF INQUIRERS FOR ELY, MINNESOTA AREA TRAVEL INFORMATION

In cooperation with the Ely Chamber of Commerce, the University of Minnesota Tourism Center is asking a small number of people about their travel during 1998. We need your response whether or not you traveled. Thank you in advance for your cooperation. **We will be following up by phone if we do not hear from you.**

1. How many **pleasure trips*** did you take to the **Ely area** during **1998**?

Number of Trips _____

If **no** trips, check here and please skip to *question 7* on last page.

No trips

* By Ely area, we mean anywhere within about 20 miles of the town of Ely

2. How **many people** (including yourself) were in your travel party? (If you took more than one trip to the Ely area, please respond for your typical trip.)

Number of People _____

How many of these people were:

under 12 _____ **12-17** _____
18-59 _____ **60 or older** _____

3. For what **activities/interests** did you travel to the **Ely area**? (Check up to **five** activities.)

<u>Warm Weather Activities</u>	<u>Cold Weather Activities</u>	<u>Sightseeing</u>
_____ 1 hiking	_____ 11 snowmobiling	_____ 18 visiting historic places
_____ 2 biking	_____ 12 cross country skiing	_____ 19 attending fairs/festivals
_____ 3 golfing	_____ 13 snowshoeing	_____ 20 viewing fall colors
_____ 4 ATV riding	_____ 14 winter camping	_____ 21 scenic touring
_____ 5 wilderness activities	_____ 15 ice fishing	_____ 22 International Wolf Center
_____ 6 camping	_____ 16 dog sledding	_____ 23 Dorothy Molter Museum
_____ 7 fishing	_____ 17 hunting	_____ 24 Ely Winton Museum
_____ 8 canoeing		
_____ 9 kayaking		
_____ 10 other water sports/activities		
		<u>Miscellaneous</u>
		_____ 25 shopping
		_____ 26 casino gambling
		_____ 27 relaxing
		_____ 28 visiting friends/relatives

_____ 29 **other** (If an activity/interest is not listed in any of the list please write that activity here _____).

Please turn page over and continue with questions on back side

4. Our records show you requested information on the Ely area. How much influence did the information you received about the Ely area have on your decision to take a pleasure trip to the **Ely** area?

- Did not receive information** **A great influence** **Some influence** **No influence**

5. A. **How many trips** did you take to the Ely Area during 1998? _____

B. In what **month(s)** did you take your trip(s)? _____ List month of each trip

C. During your 1998 trips to the Ely area, how many **total nights** did you spend away from home on all trips to the Ely area? _____

How many of these nights were in the following types of places?

**Number of nights camping
in public lands** (e.g. national
forest, BWCA, Quetico, etc)

_____ total nights

**Number of nights
in paid accommodation**
(Motel, hotel, resort, private
bunkhouse, campground, etc.)

_____ total nights

**Number of nights in unpaid
Accommodations**
(Yours or friend's cabin or home, etc.)

_____ total nights

Check here if you **did not spend any nights** in the Ely area and please continue.

D. Please estimate your **spending** in the Ely area on **all** 1998 trips:

Lodging \$ _____ + Meals \$ _____ + Recreation \$ _____ + Transportation \$ _____ + Misc. \$ _____

= **TOTAL \$** _____ How many people are included in spending estimate? _____

6. Which of the following services and facilities did you use in the Ely area on this trip?

(Check all that apply)

- | | | |
|---|--|---|
| <input type="checkbox"/> a. Restaurant | <input type="checkbox"/> b. Bar/Night Club | <input type="checkbox"/> c. Fishing launch service |
| <input type="checkbox"/> d. Fishing Guide | <input type="checkbox"/> e. Casino | <input type="checkbox"/> f. Gas/service station |
| <input type="checkbox"/> g. Course Golf | <input type="checkbox"/> h. Grocery | <input type="checkbox"/> i. Canoe outfitter or launch |
| <input type="checkbox"/> j. Bait shop | <input type="checkbox"/> k. Other retail store | <input type="checkbox"/> l. Other retail |
| <input type="checkbox"/> m. Other (Gift, hardware, drugstore, etc.) _____ | | |

Please continue on next page

7. Had you taken a pleasure trip to the Ely area during the **five years prior to 1998?** (1993-1997)

Yes No

8. Is it likely you will visit the Ely area in the **future?**

Yes No

9. Which of the following best describes your **household?**

- | | |
|---|--|
| <input type="checkbox"/> a. Two-parent family (children under 18) | <input type="checkbox"/> d. Single-parent family (children under 18) |
| <input type="checkbox"/> b. Couple (no children) | <input type="checkbox"/> e. Single (no children) |
| <input type="checkbox"/> c. Couple (grown children) | <input type="checkbox"/> f. Single (grown children) |
| | <input type="checkbox"/> g. Other (specify _____) |

10. How can the Ely Chamber of Commerce improve its information or services to better meet your needs?

11. If you would like the Ely Chamber of Commerce to send you 1999 information, please give us your name and address. Also specify if you would prefer **A.** Wilderness camping and tent canoeing; **B.** resorting/cabin; or **C.** General information about Ely vacations

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY
We will be following up by phone if we do not hear from you.

Tourism Center
University of Minnesota Extension Services
116 Classroom Office Building
1994 Buford Ave
St Paul, MN 55108

Return completed survey using the enclosed postage-paid envelope.