

A woman with long dark hair, wearing a white t-shirt with colorful stripes and a plaid shirt tied around her waist, stands on a rocky shore at night. She is holding a glass jar in her left hand and its lid in her right hand, looking up at the starry night sky. In the background, there are dark trees and some distant lights from buildings. The overall scene is serene and captures a moment of nature appreciation.

Summer 2022 Traveler Survey Findings

April 15, 2022

Positive outlook for summer 2022 travel

Through a Summer Travel Plans Survey, Explore Minnesota found that in the next six months 89% intend to travel. People are increasingly ready to travel to destinations further across the U.S. with 72% planning to travel regionally and 56% with national travel plans. More than half of travelers (55%) plan to travel for at least a week this summer, usually via their personal vehicle (91%) or airplane (38%). Despite price increases, 41% indicated that gasoline cost will not impact their travel plans. Most (79%) will travel with members of their household and 15% will travel with a pet. Travelers will gather trip planning information in a variety of ways, with family and friend recommendations (71%) and travel guides (66%) and travel websites (65%) being the most frequently cited sources.

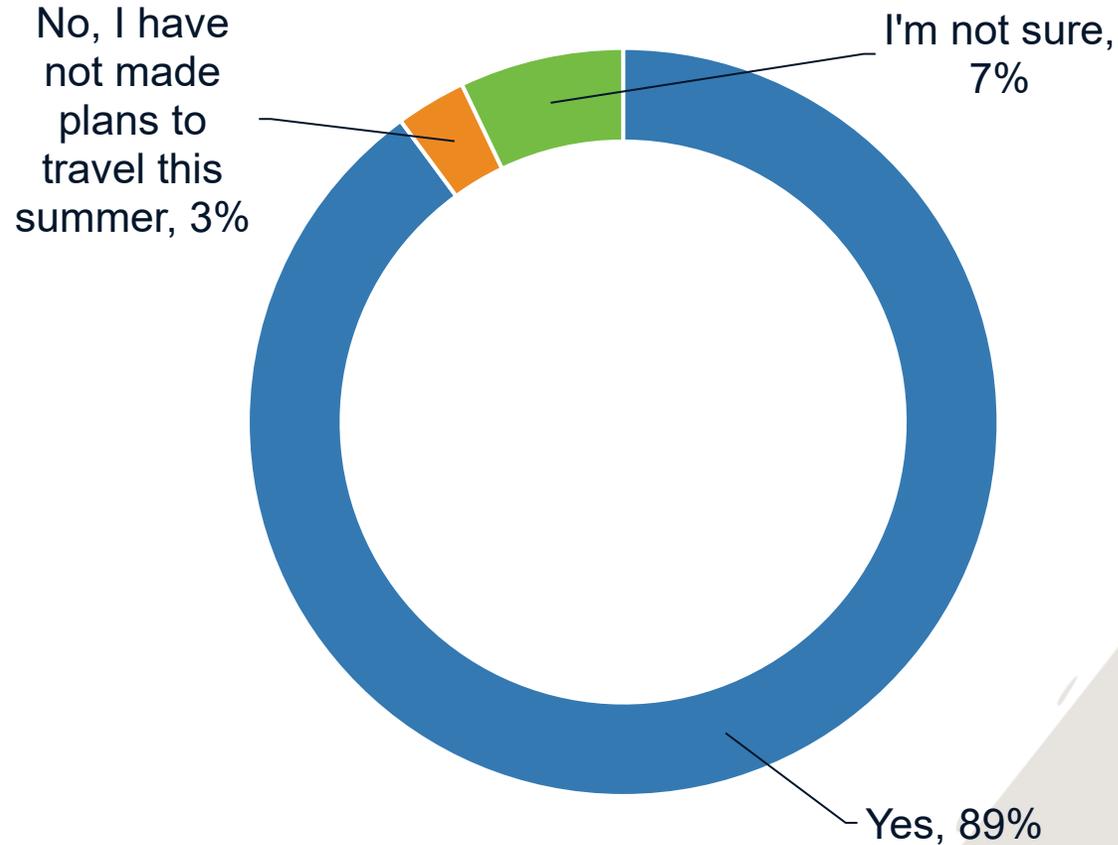
Minnesota travel plans key findings:

- Of those that plan to travel this summer, 91% of Minnesotan survey respondents and 76% of non-Minnesotan survey respondents plan to take leisure day only and/or overnight trips that include time in Minnesota. Of those traveling in Minnesota, 85% plan to take at least one overnight trip. Most overnight trips are planned for the warmest summer months. Hotels or motels are included in the plans of 65% and another 33% will stay at campgrounds.
- Travelers plan to spend time throughout Minnesota this summer. The NE region continues to be the most popular with 64% including it in their plans. Planned travel for central and southern Minnesota and the metro area is also strong with 39 and 40% saying that they will spend time in these regions.
- Minnesota travelers will engage in a variety of activities. Summer food and drink establishments plans show preferences for dine-in restaurants and establishments with patio seating options by 76 and 71%. Travelers plan to visit many events and attractions, with 44% planning to go to community or county events, fairs and festivals. Hiking is the most planned outdoor recreation activity, with 63% including it trip plans.
- Of the 3% not planning to travel this summer, 27% cited higher gasoline prices as the most influential factor. Other personal budget pressures and time constraints are top reasons for not traveling to Minnesota.

Travel Plans

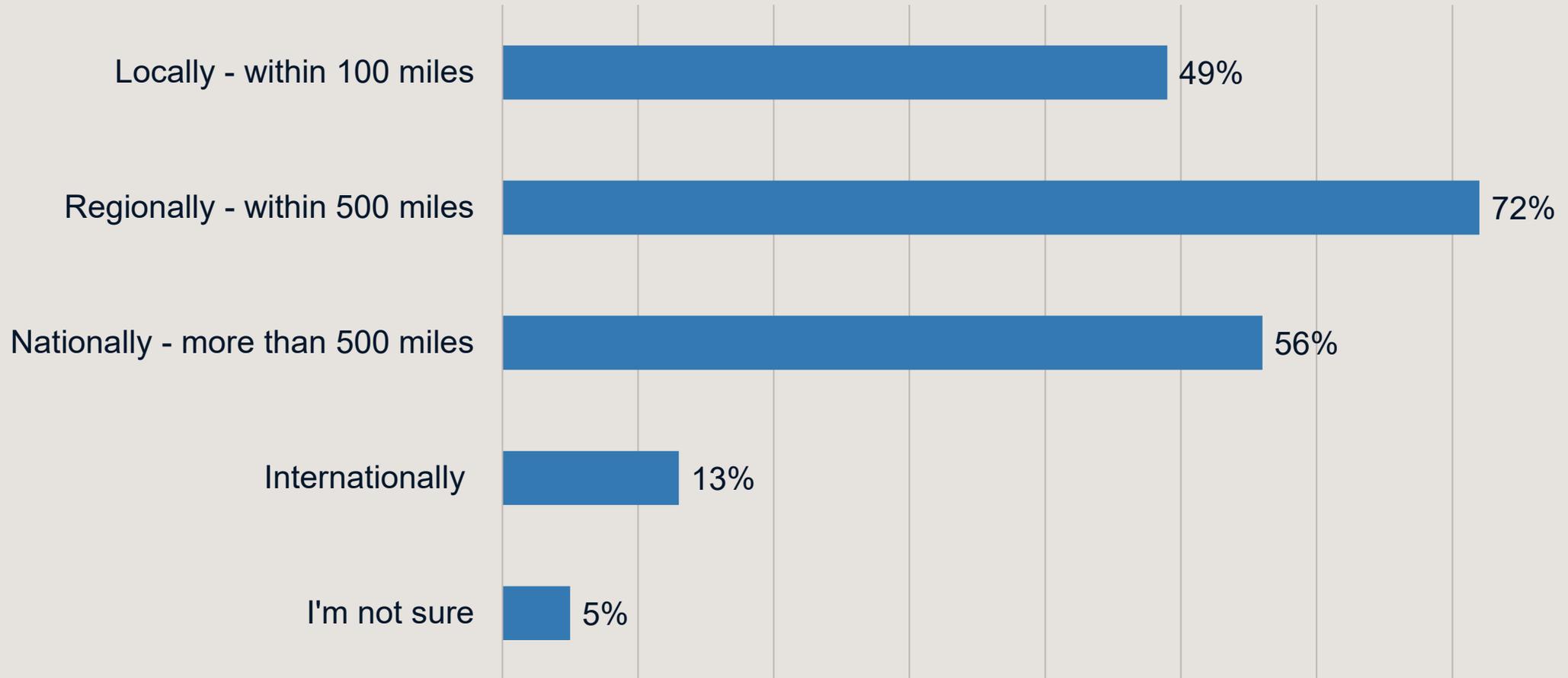
89% of survey respondents intend to travel this summer; Travel includes day and overnight trips outside of an individual's usual environment, normally defined as beyond 50 miles

In the next 6 months do you plan to take any day or overnight trips?



Travelers plan to visit a range of local, regional and national destinations within the U.S., and 13% are planning international trips

Where do you plan to travel in the next 6 months? (select all that apply)



More than half (55%) will travel for at least one week this summer

How much time do you plan to take off work or normal duties for leisure travel in the next 6 months?

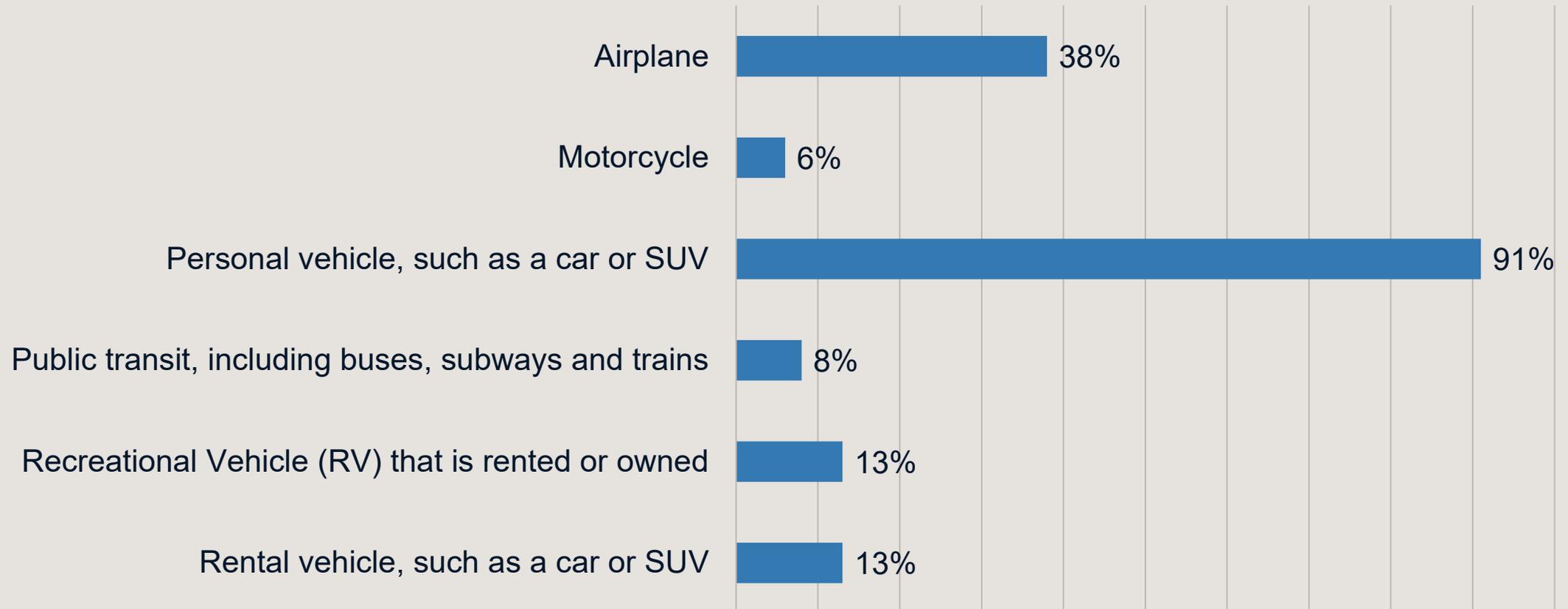


Amount of planned travel time

- Via comments, multiple respondents shared that because they are retired and have ample time, they will travel for several months
- Included in the 13% that will travel up to a week is 2% that will travel for only 1 to 3 days
- Another 11% of respondents are not sure how much time they will travel this summer

91% will travel via their personal vehicle and another 38% will travel by airplane at least once

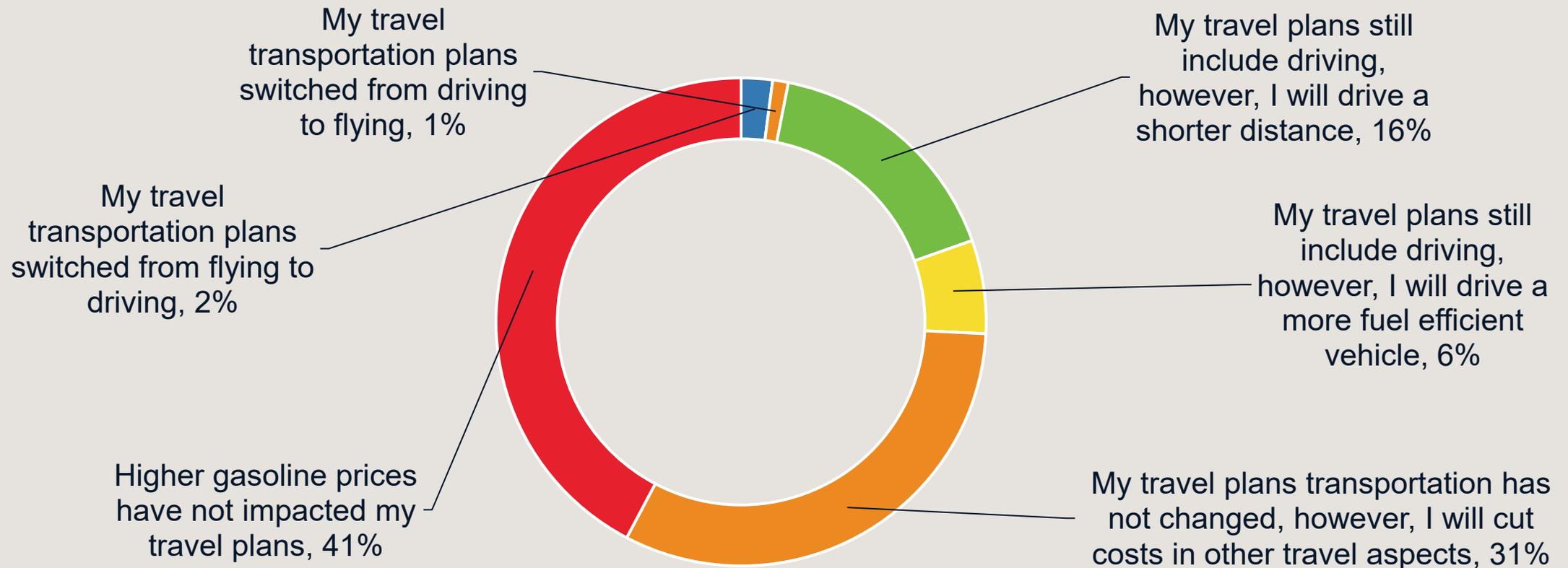
How do you plan to travel in the next 6 month? (select all that apply)



* Other responses included bicycles and boats, such as cruise ships, canoes and houseboats.

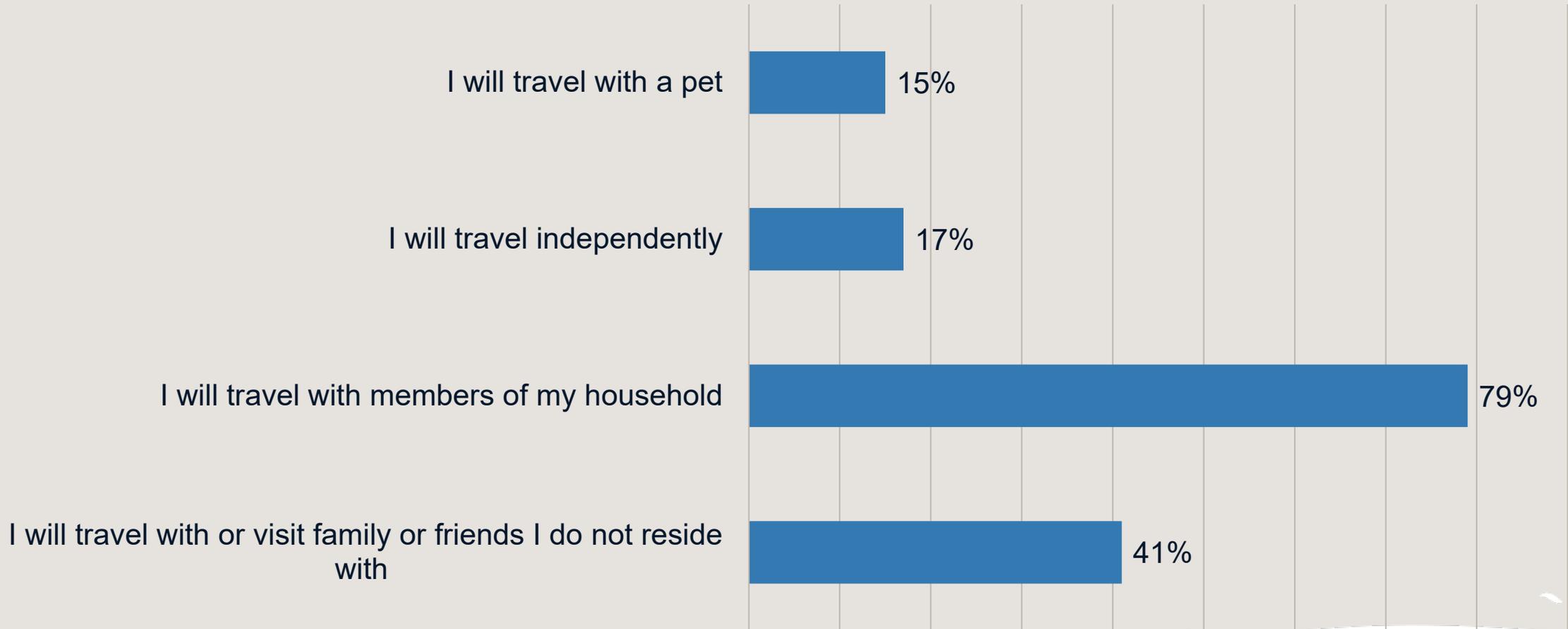
41% reported that higher gasoline prices have not impacted their travel plans, another 31% indicated that they will cut travel costs outside of transportation

Which of the following most closely describes the impact of increased gasoline prices on your travel plans for the next 6 months?



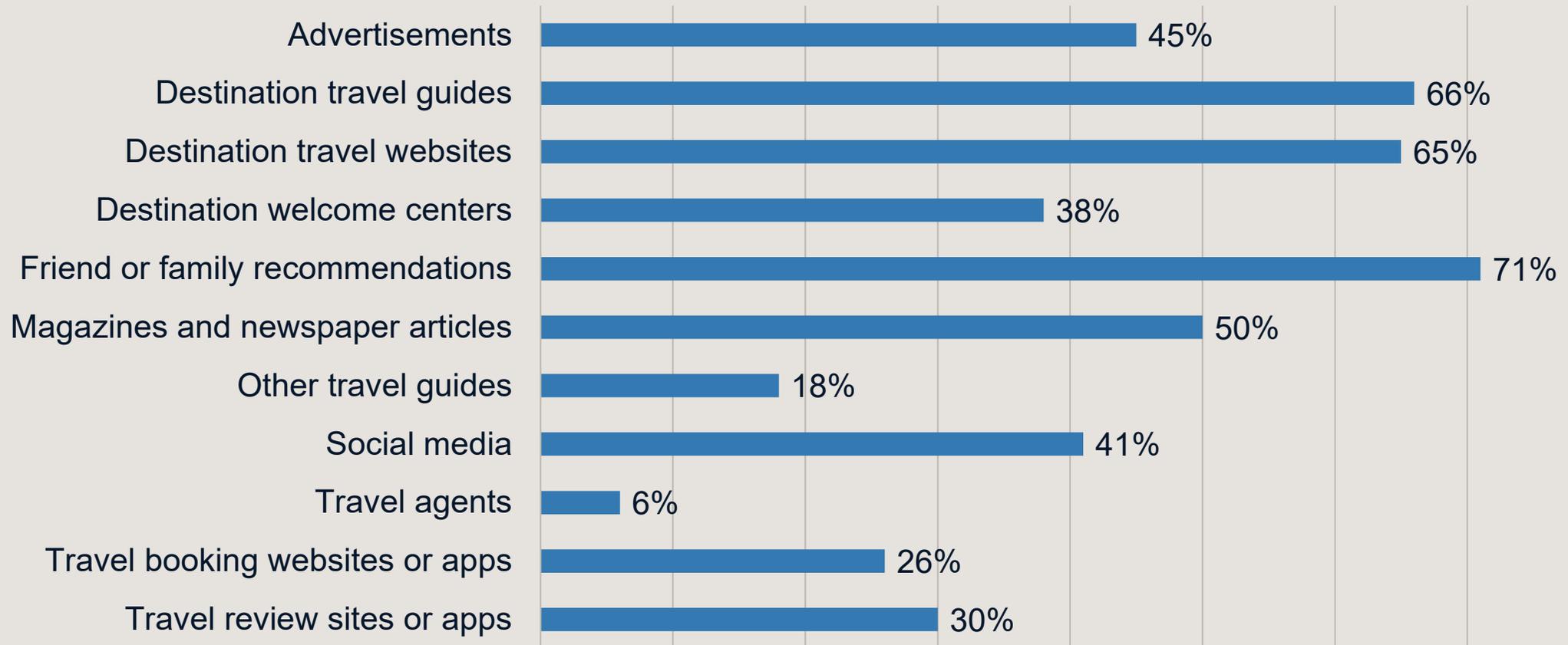
Travelers will take trips mostly with members of their household

During trips in the next 6 months who will you travel with? (select all that apply)



Travelers gather trip information in a variety of ways

When planning trips, do you gather information in any of the following ways? (select all that apply)

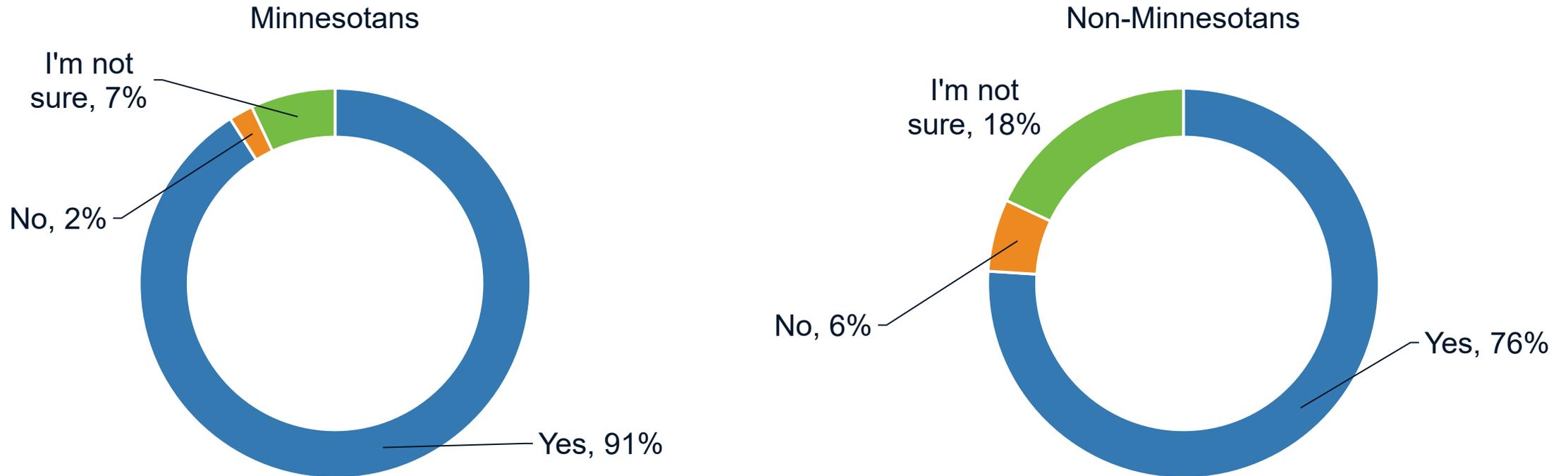


* Other responses included internet searches and AAA.

Minnesota Travel

91% of Minnesotan travelers and 76% of non-Minnesotan travelers plan to take trips that include time in Minnesota*

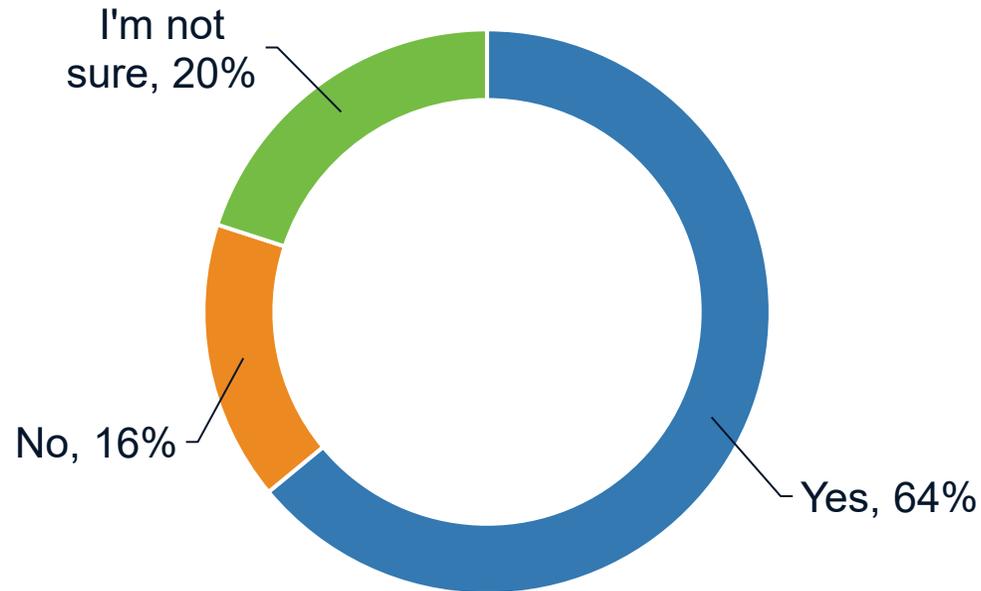
Do your plans to take day or overnight trips in the next 6 months include time in Minnesota*?



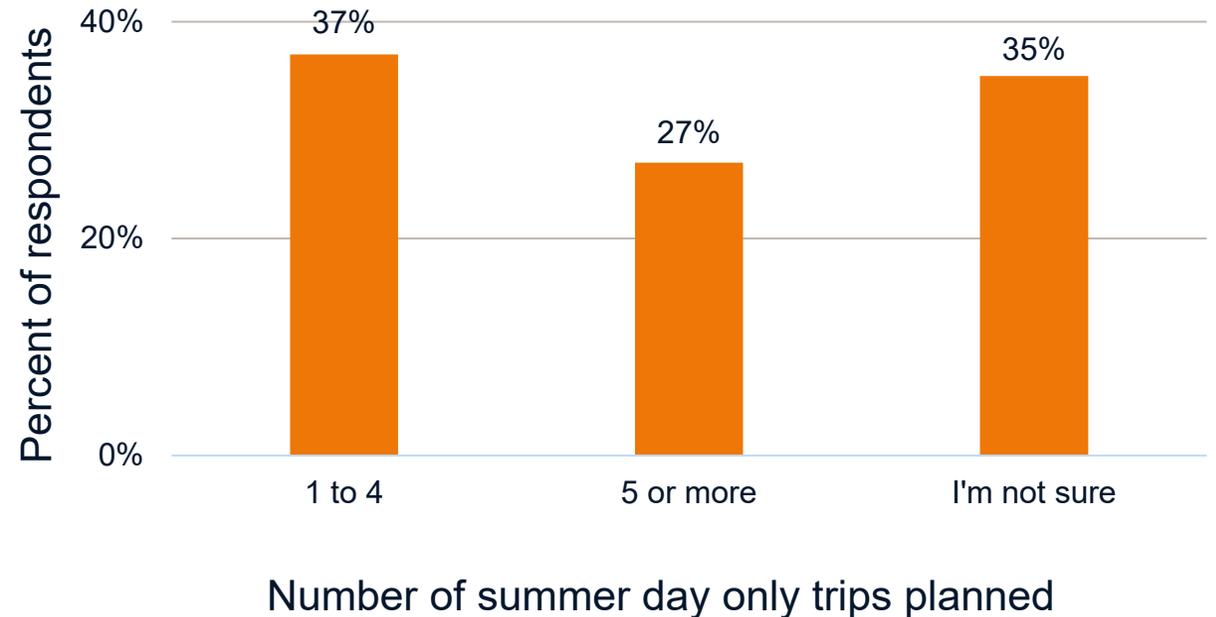
* Responses to other survey questions did not vary significantly based on respondents' state of residence.

64% of those travelling in Minnesota plan to take at least one day only trip

In the next 6 months do you plan on taking at least one Minnesota day only trip?

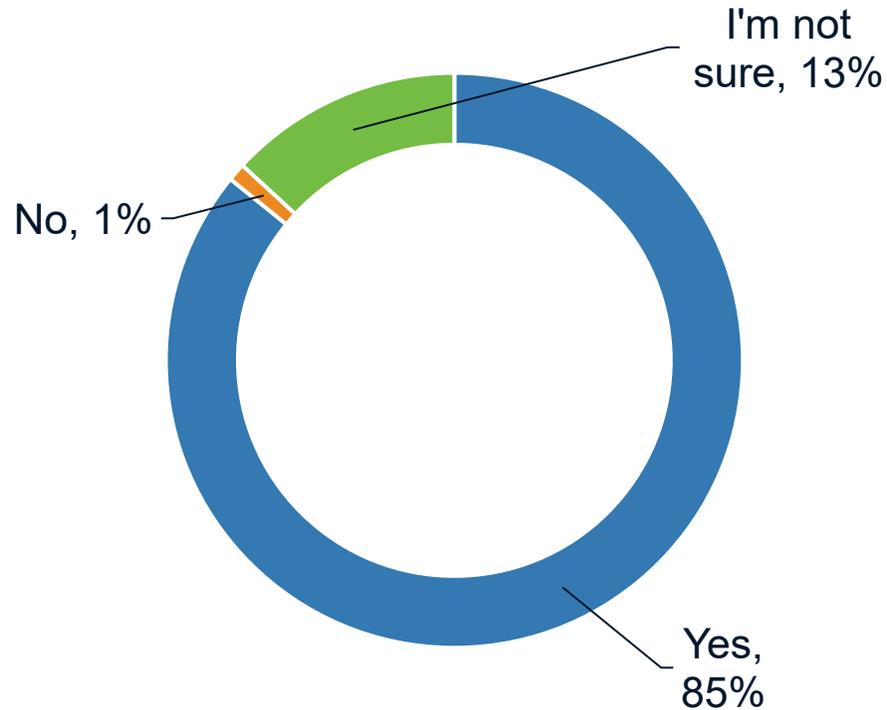


In the next 6 months how many Minnesota day only trips do you plan to take?

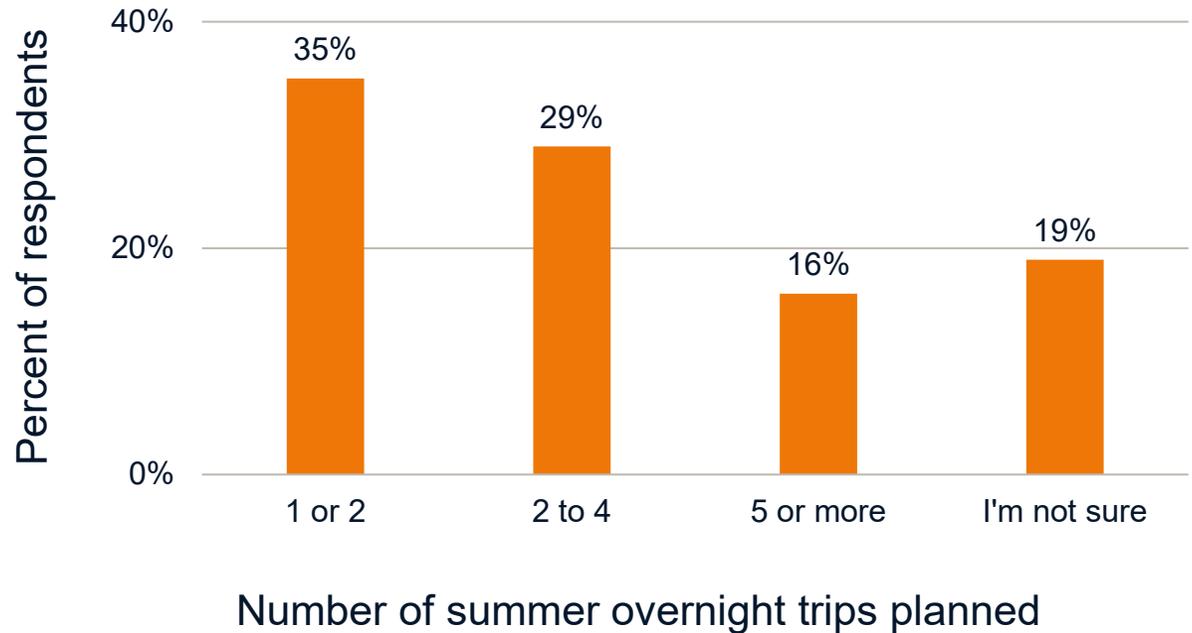


85% of those travelling in Minnesota plan to take at least one overnight trip

In the next 6 months do you plan on taking at least one Minnesota overnight trip?

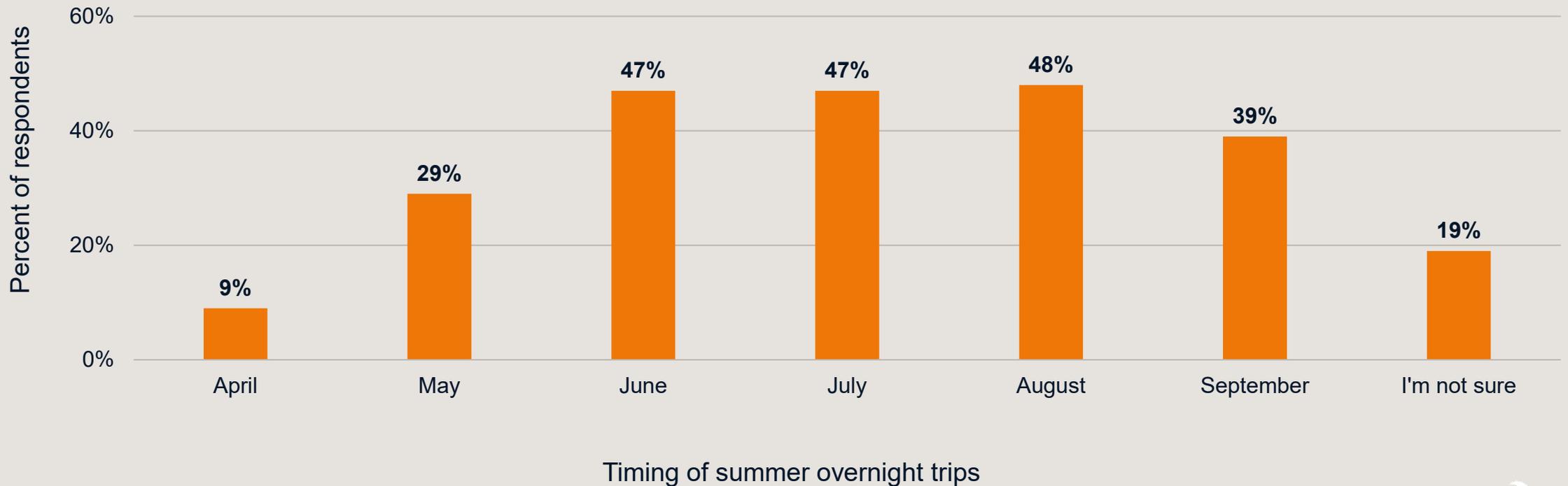


In the next 6 months how many Minnesota overnight trips do you plan to take?



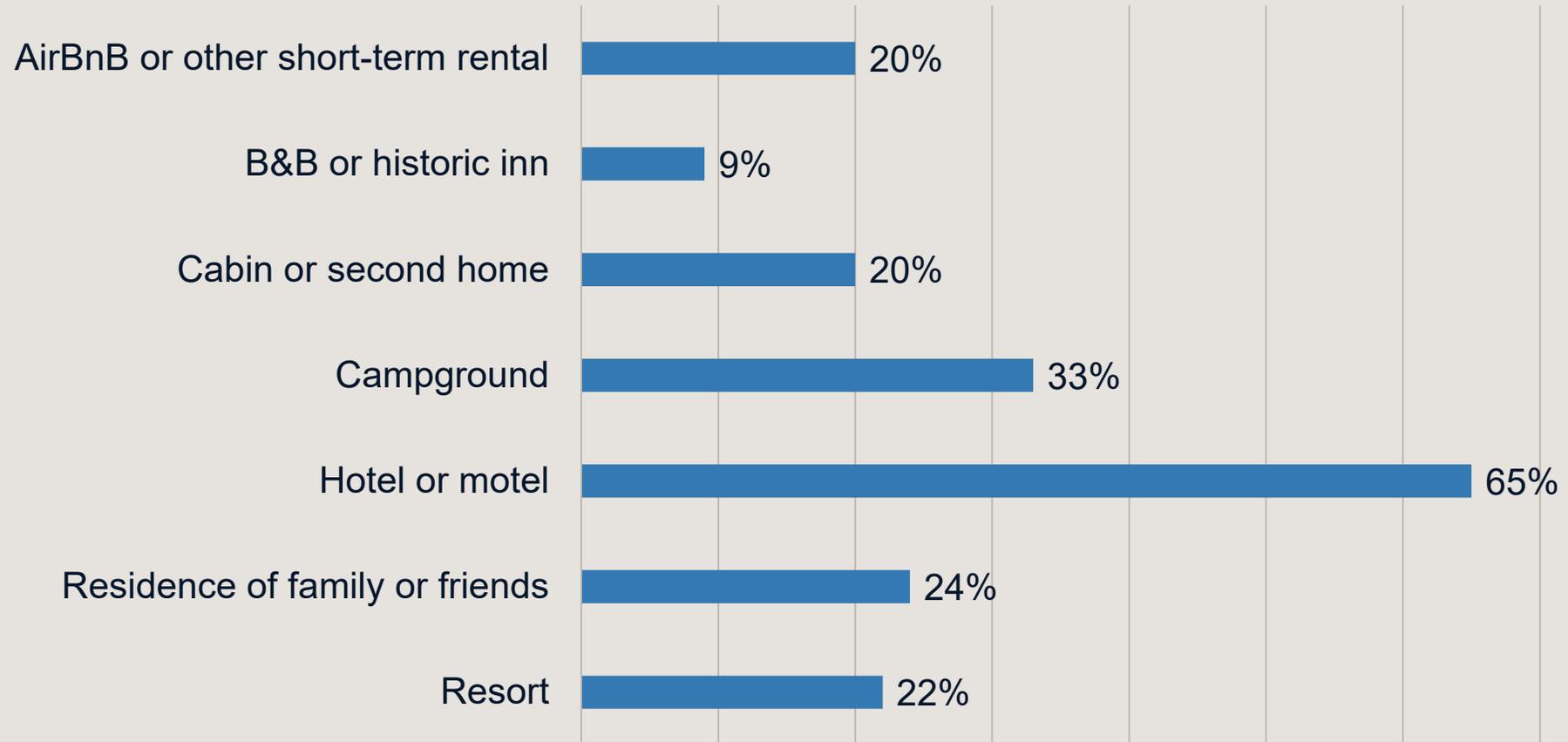
Travelers planning Minnesota overnight trips across the summer season, with peak in the warmest months

In the next 6 months when do you plan to take overnight trips? (select all that apply)



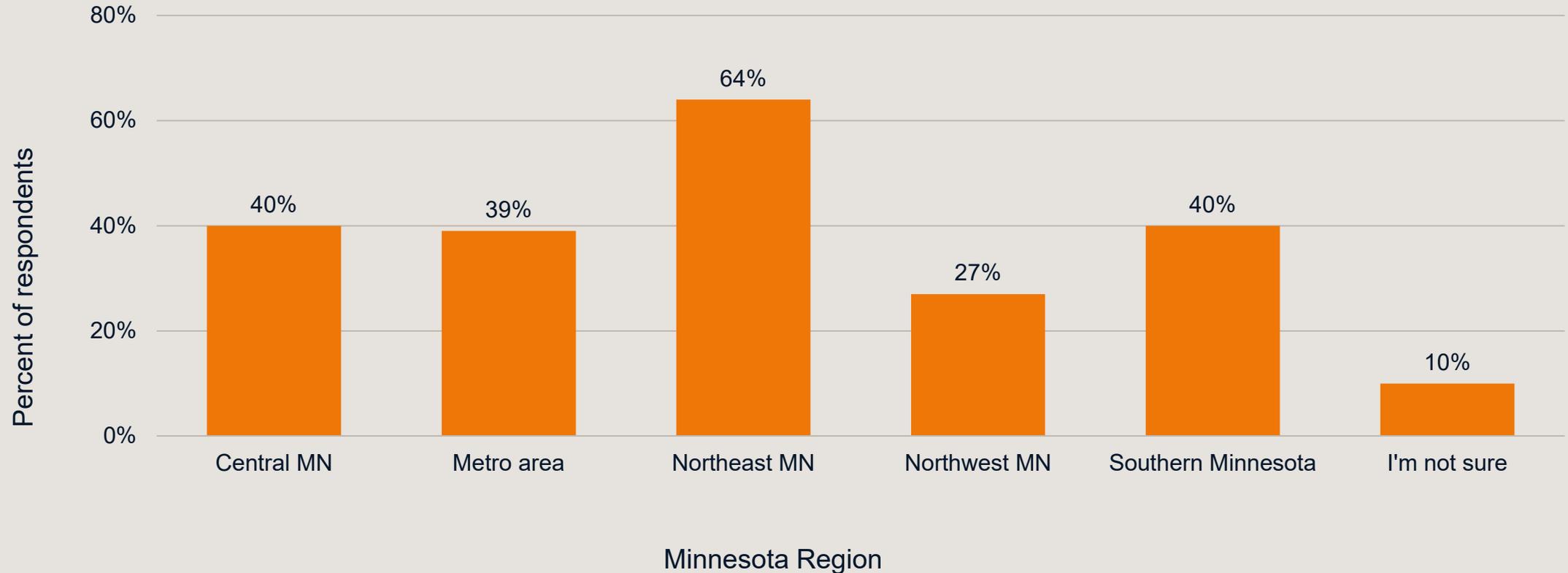
65% of Minnesota travelers will stay at a hotel or motel, followed by 33% staying at a campground

In the next 6 months overnight stays at which types of overnight accommodations will be included in your trips? (select all that apply)



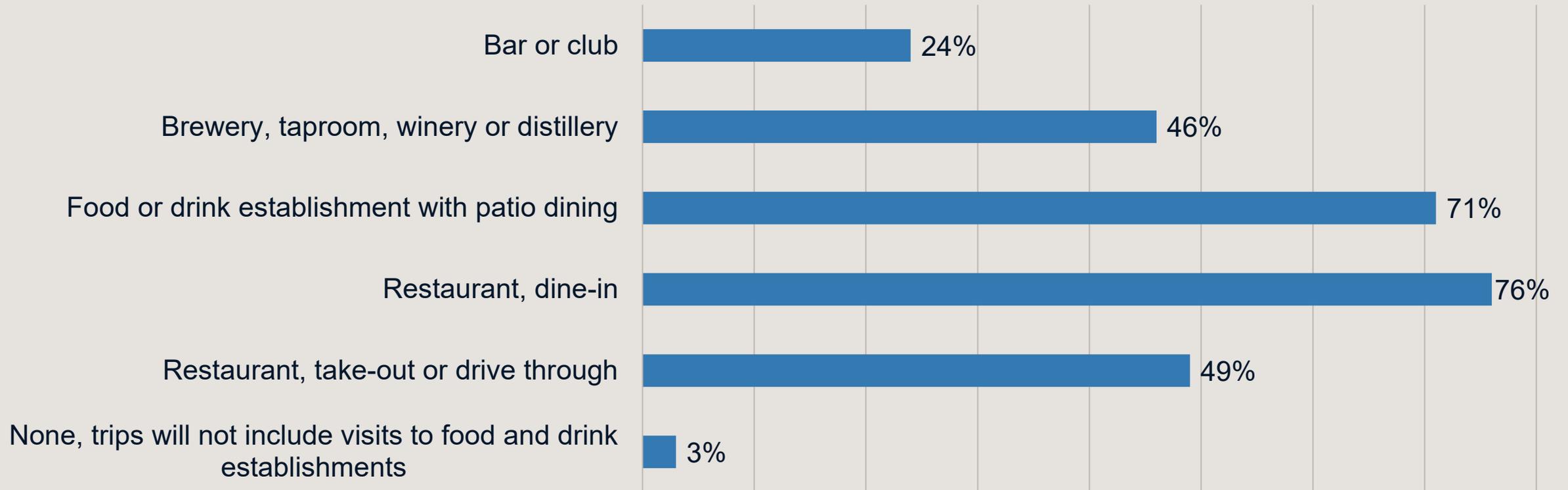
Minnesota travelers plan on spending time across the state, with 64% in the NE region

Which regions of Minnesota do you plan to spend time in? (select all that apply)



Travelers will visit a range of food and drink establishments, with 71% planning to visit options with patio dining

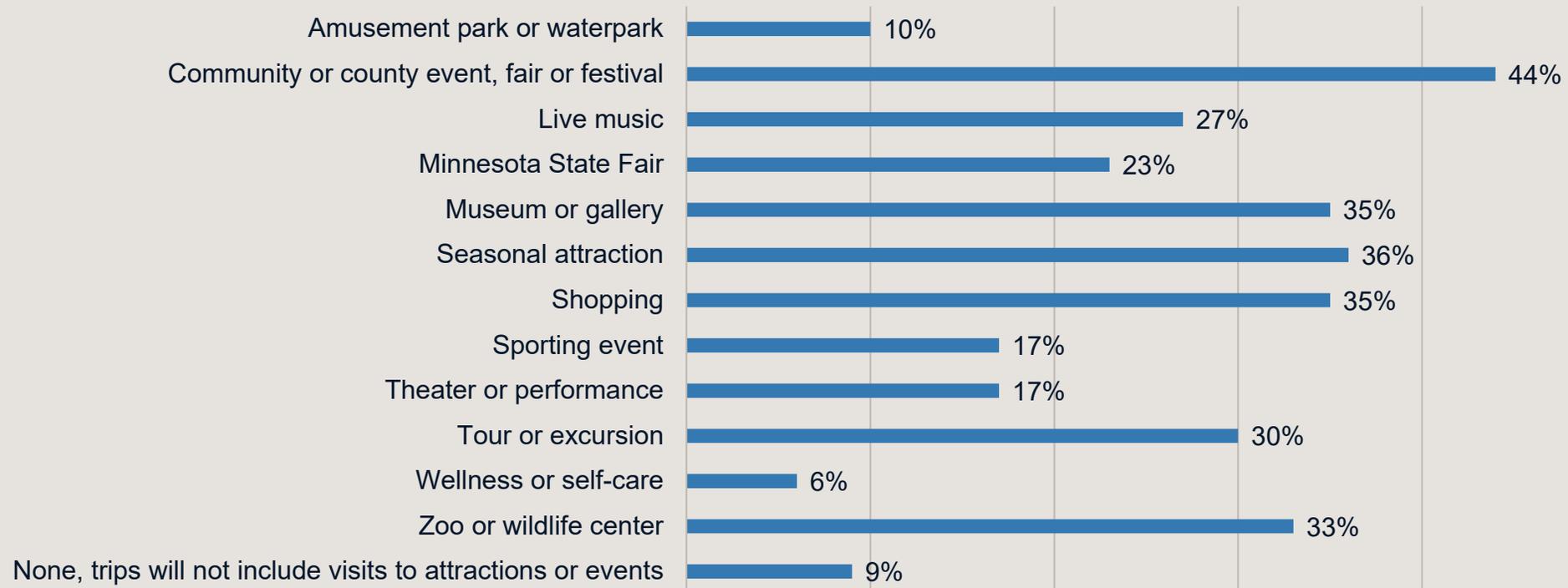
In the next 6 months visits to which types of food and drink establishments will be included in your trips? (select all that apply)



* Other responses included grocery stores, picnics, food trucks and establishments with vegan or vegetarian options.

Travelers will visit a range of events and attractions, with 44% attending community or county events, fairs and festivals

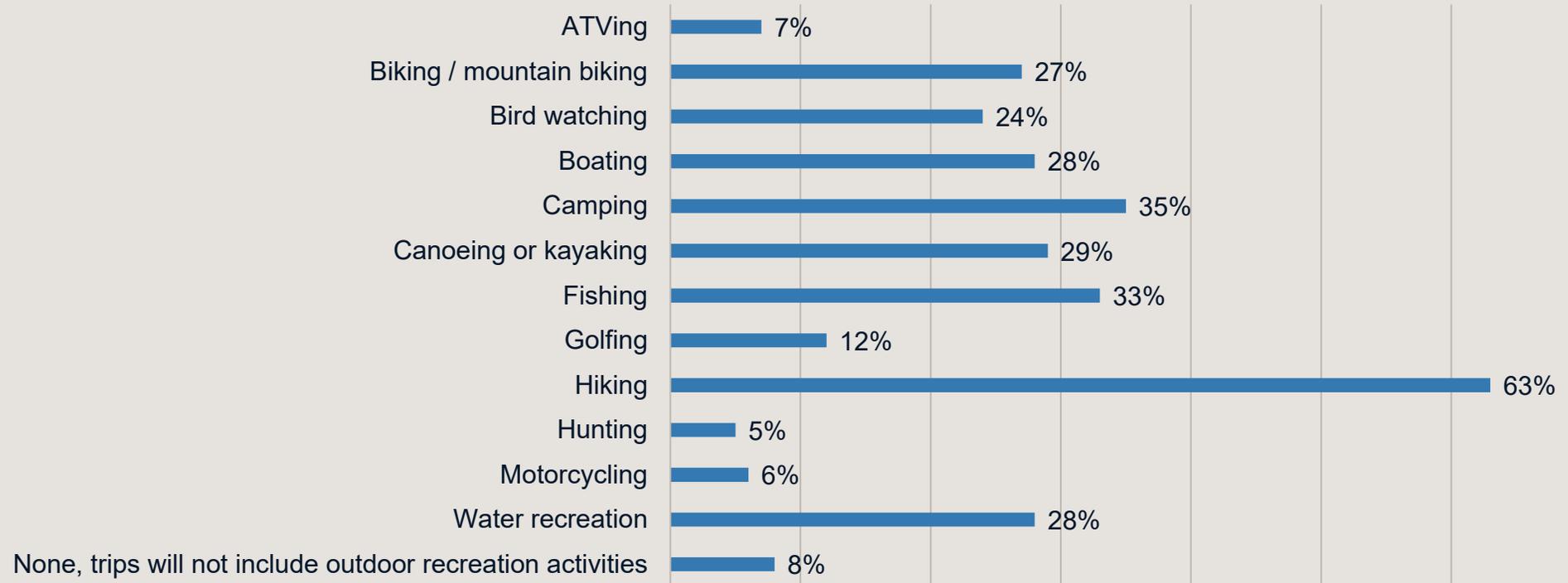
In the next 6 months visits to which types of event and attractions will be included in your trips? (select all that apply)



* Other responses included casinos, adventure parks, Mall of America and visiting family.

Travelers plan to spend time outdoors with 63% hiking, 35% camping and 33% fishing

In the next 6 months visits to which types of outdoor recreation will be included in your trips? (select all that apply)

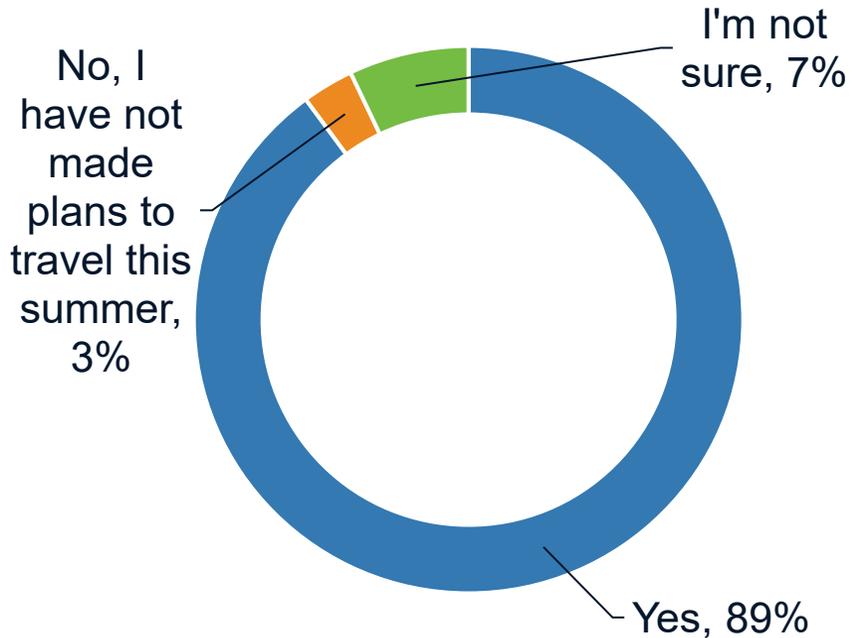


* Other responses included geocaching, nature photography, scenic drives and paddle boarding.

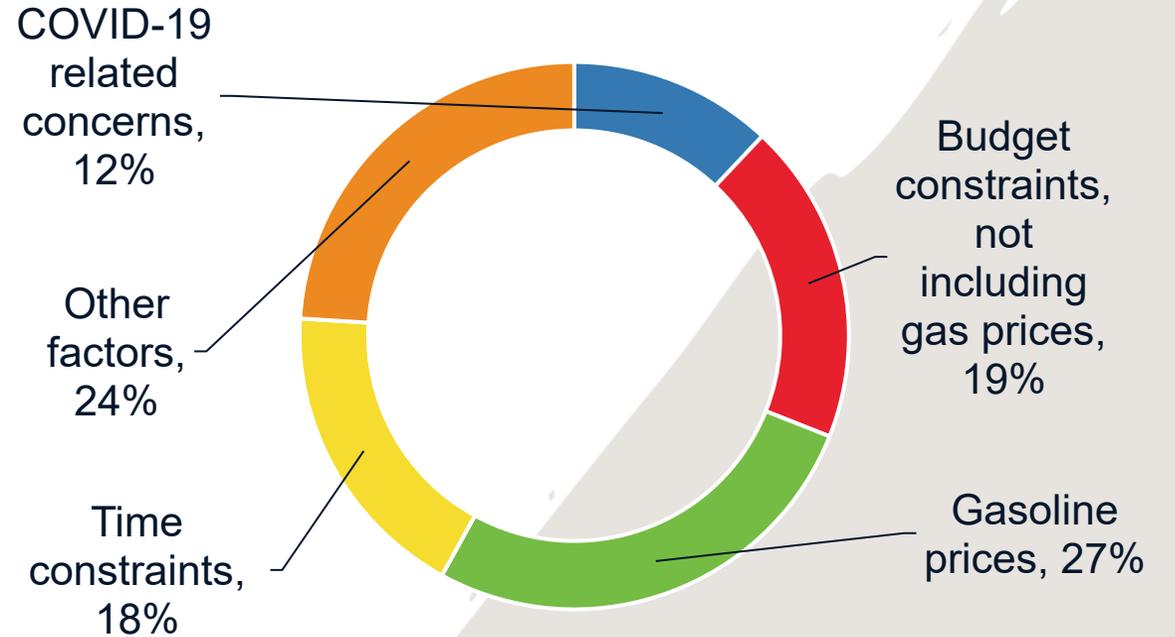
Non-Travelers

Of the 3% not planning to travel this summer, 27% cited higher gasoline prices as the most influential factor

In the next 6 months do you plan to take any day or overnight trips?



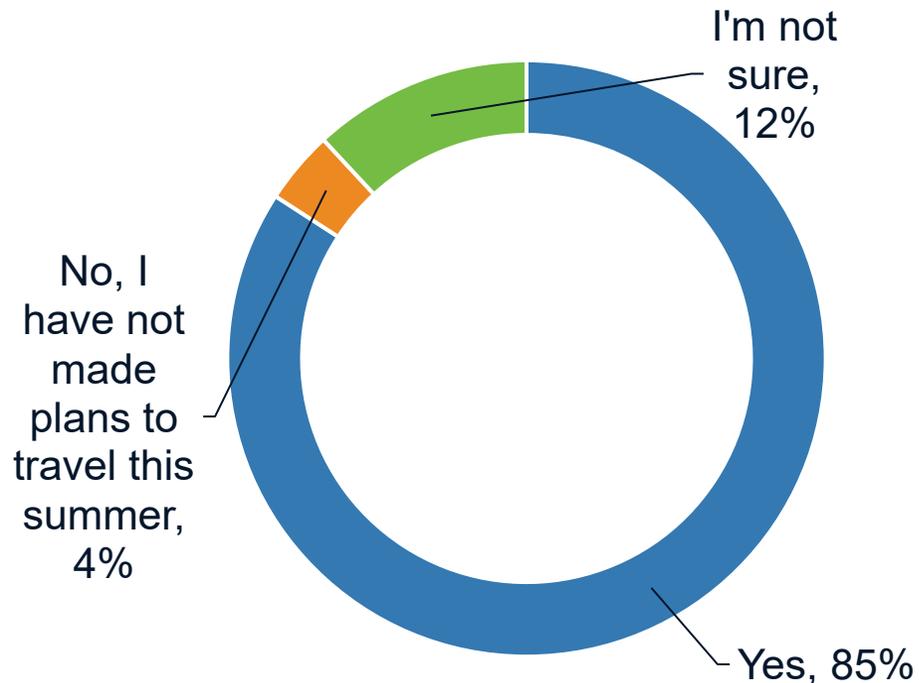
Which of the following factors most influence your decision to not travel this summer?



* Other reasons for not travelling this summer include the inability to take time off work due to staffing, the need to make last minute plans and health conditions. Some individuals that selected "Other factors" provided a comment about finances or politics.

Of those surveyed who plan to travel this summer, 4% do not plan to take trips in Minnesota and another 12% of are unsure if they will spend time in Minnesota

Do your plans to take trips in the next 6 months include time in Minnesota?



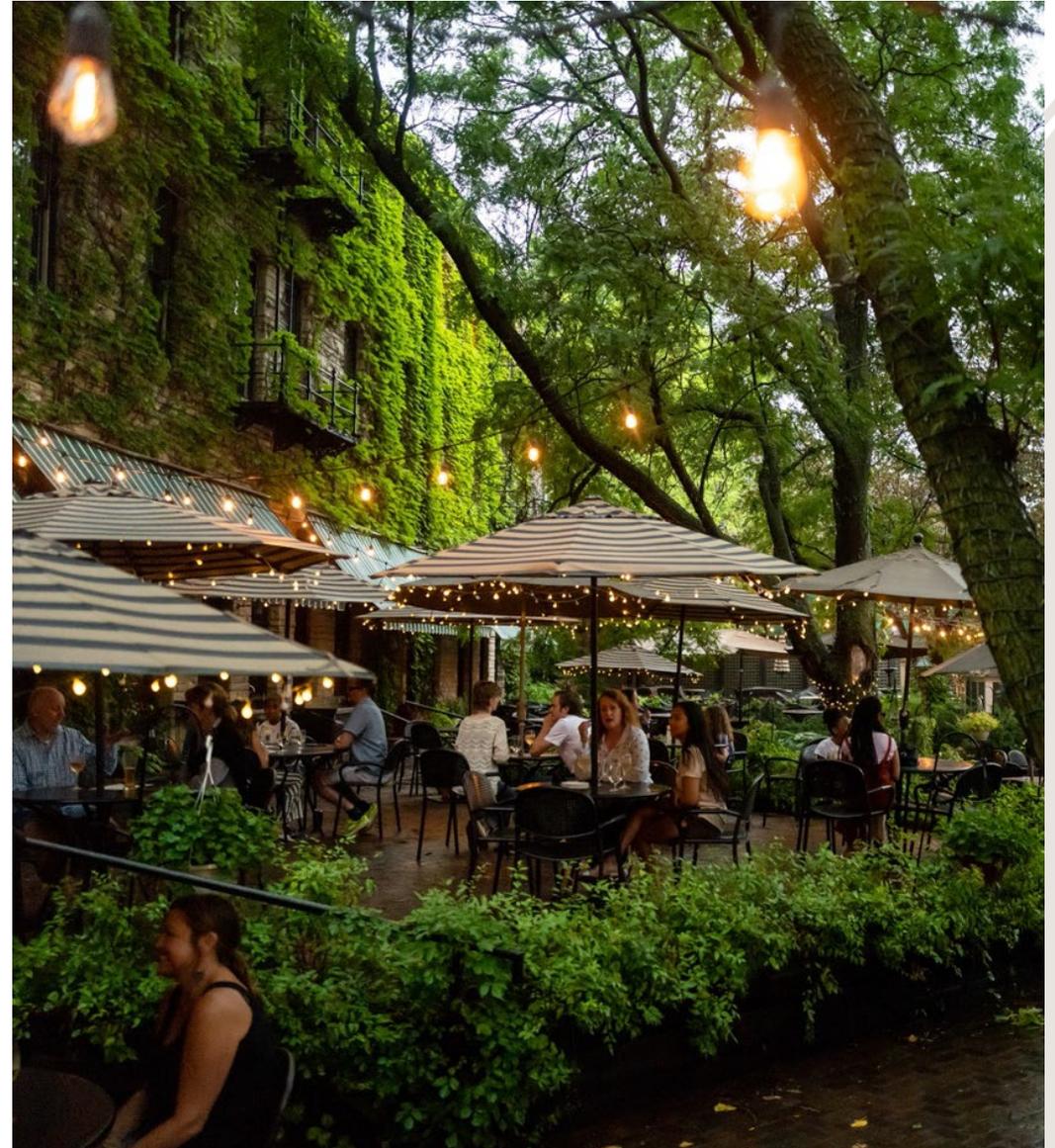
When asked what would make travelers more likely to come to Minnesota in the future, the following reasons were provided:

- More time and money
- Lower gasoline prices
- More lodging deals
- Lower MN taxes
- More places to easily park an RV with a low fee
- More luxurious things to do and better quality restaurants (especially outside of the metro area)
- Less crime (especially in the metro area)
- Prefer other states or have recently been to MN and want to go somewhere else

Survey comments and conclusions

The Summer 2022 Traveler Survey found that people are eager to travel in Minnesota. Survey comments included positive and negative observations and suggestions for EMT.

- “September is Minnesota’s best kept secret.”
- “We love camping at MN state parks. Wish you would make it easier to place reservations on-line.... and keep campground fees down.”
- “More unusual day trip ideas besides parks, best farmers markets, flea markets and garage sales.”
- “The first place I go when planning on traveling is the Explore Minnesota website.”
- “I appreciate assistance from travel center folks and relied on maps and other guides.”
- “Very interested in LGBT travel within the state.”
- “Tell more about what types of fish are in different lakes.”
- “Maybe you could feature some trip ideas for elderly people that are limited in what they can do because of physical disability concerns.”
- “I support more electric charging sites in Minnesota.”
- “Would be nice to know trips for solo travelers, safety recommendations too.”
- “It would be wonderful if Explore Minnesota could propose or initiate a working partnership with the 12 American Indian Tribes in the state to develop a cultural and/or nature-based tourism program.”
- “It would be great if discount tickets were available for MN local travel for fairs, events etc. Love the emails with MN happenings, there is always something fun to do!”



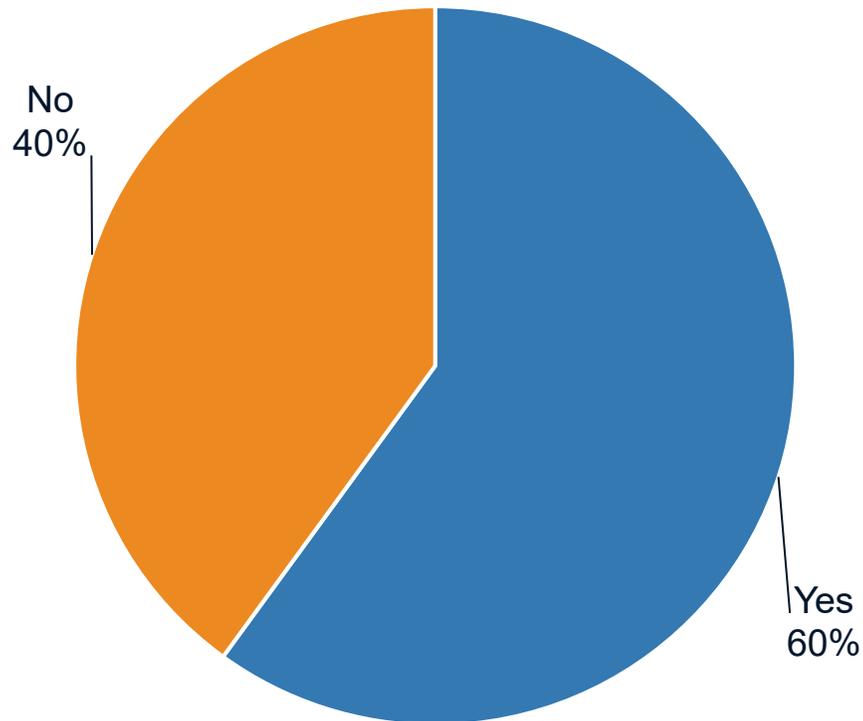
Thank You

Survey Respondents

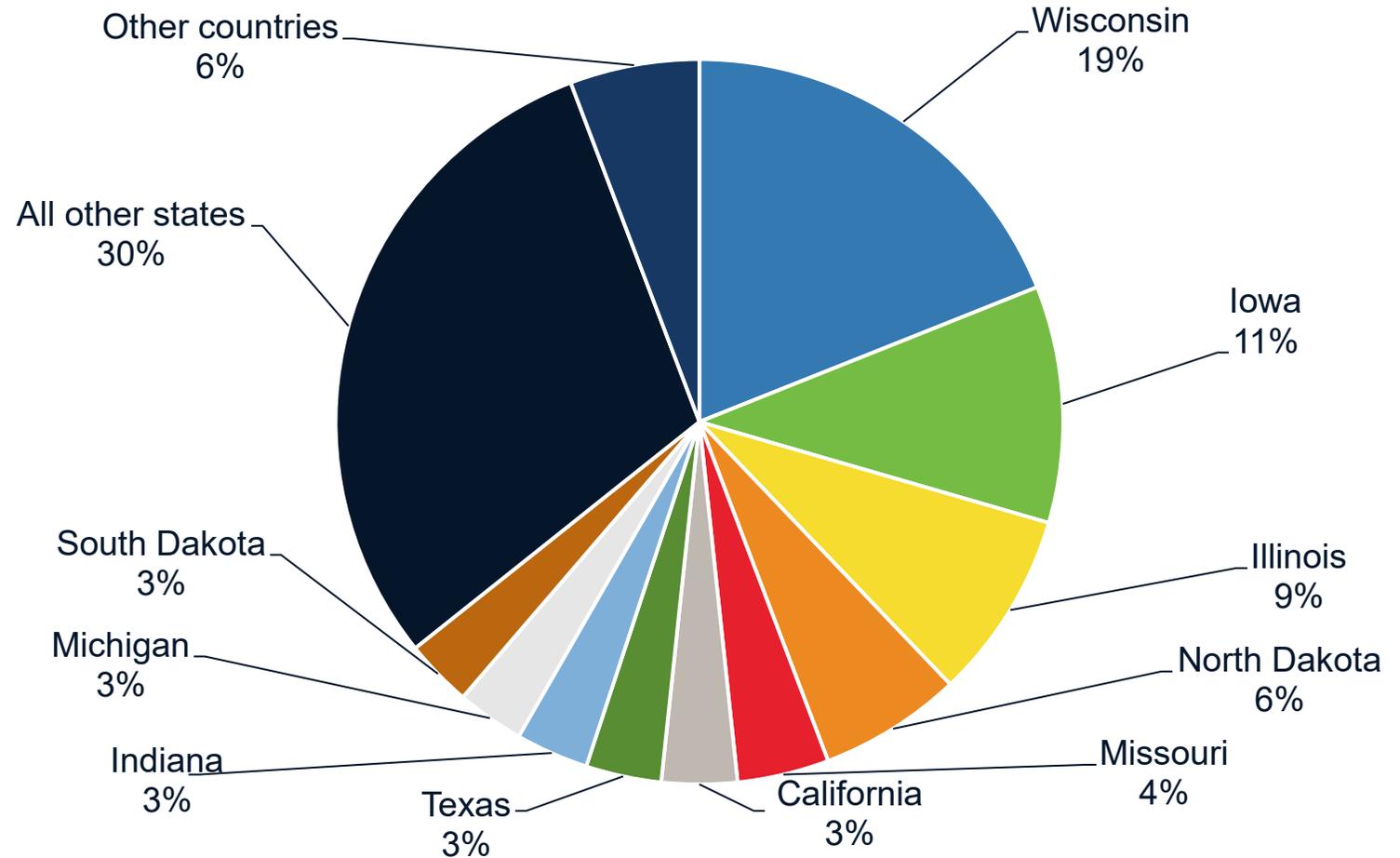
The Explore Minnesota Summer Travel Survey was conducted April 5-11, 2022. It was distributed to approximately 68,000 individuals who either subscribe to the EMT e-newsletter or have recently ordered a travel publication or met with a travel counselor.

2,257 travelers with an interest in Minnesota leisure travel responded to the EMT Summer Travel Survey

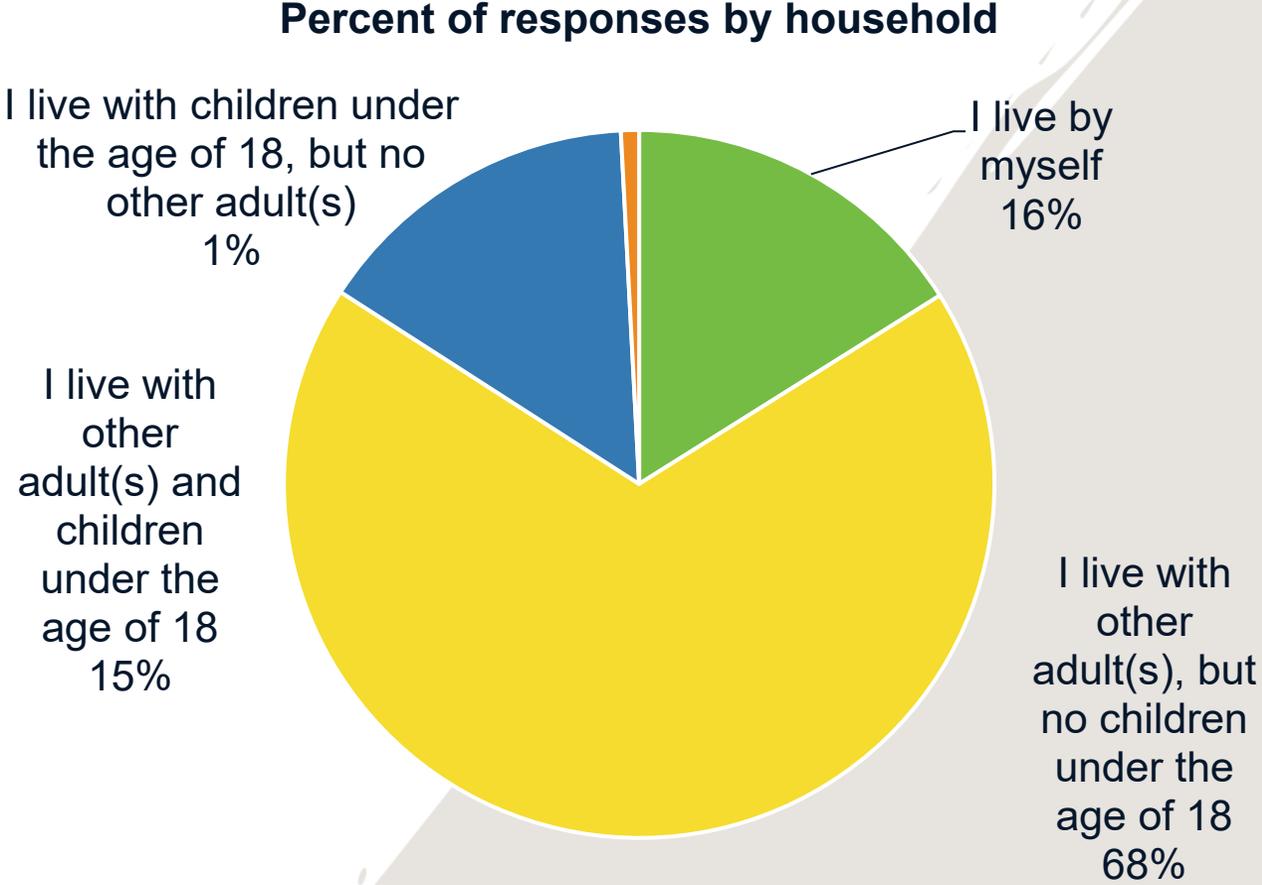
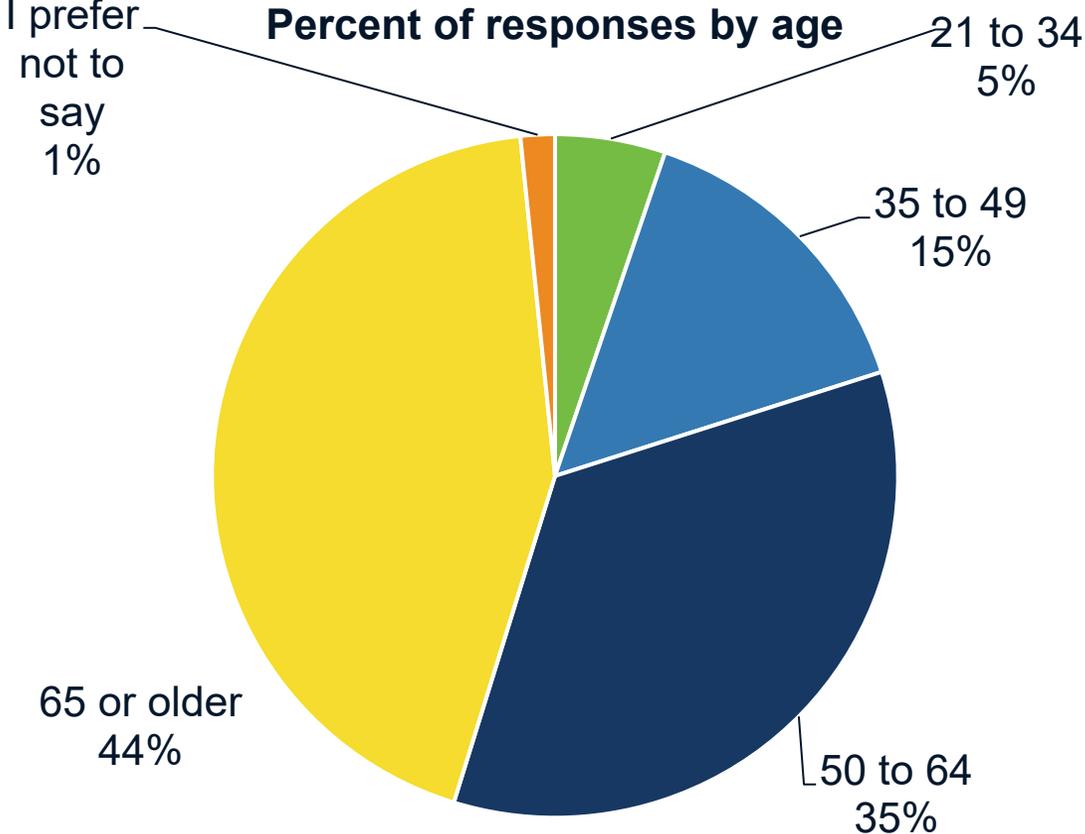
Do you live in Minnesota?



Non-Minnesotans: Which U.S. state do you live in?

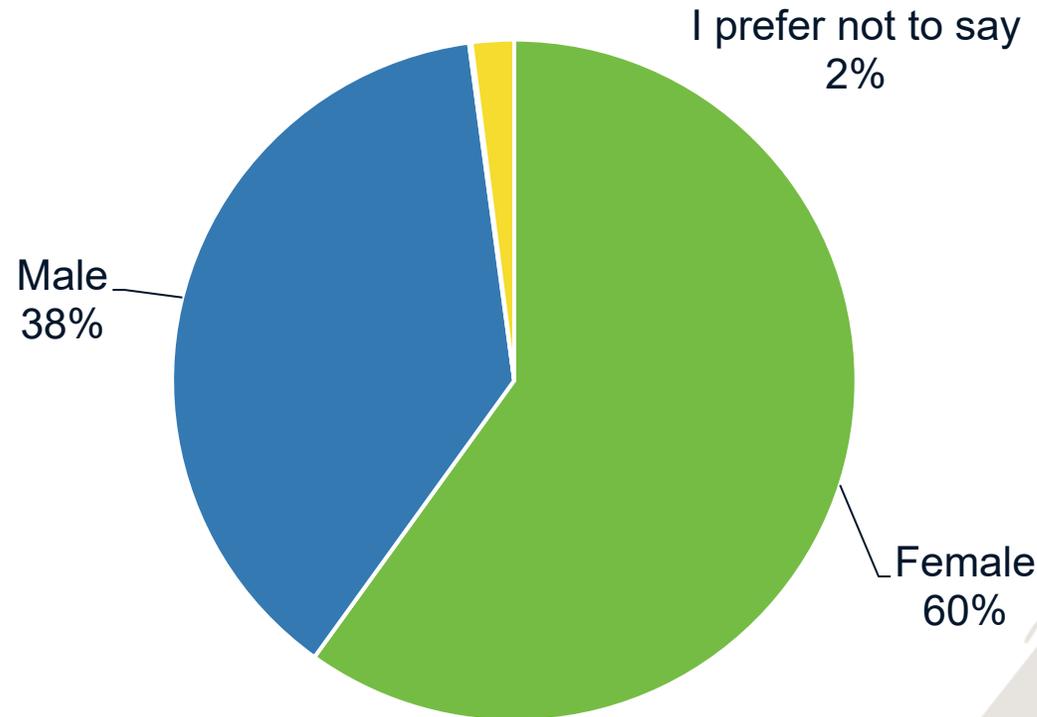


79% of survey respondents are 50 or older, and 84% are in households that do not include children under the age of 18



More females than males responded to survey

Percent of responses by gender identity



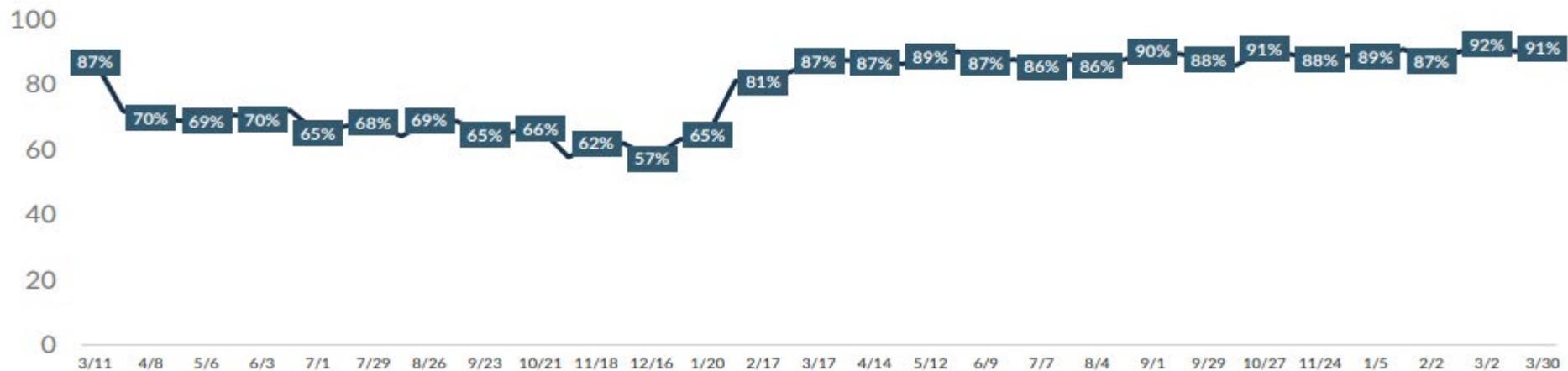
National Travel Research

Explore Minnesota Summer Traveler Survey findings align with the recent Longwoods International / Miles Partnership Travel Sentiment Survey.

Percentage of travelers with travel plans in the next six months over time trend March 2020 - March 2022

IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



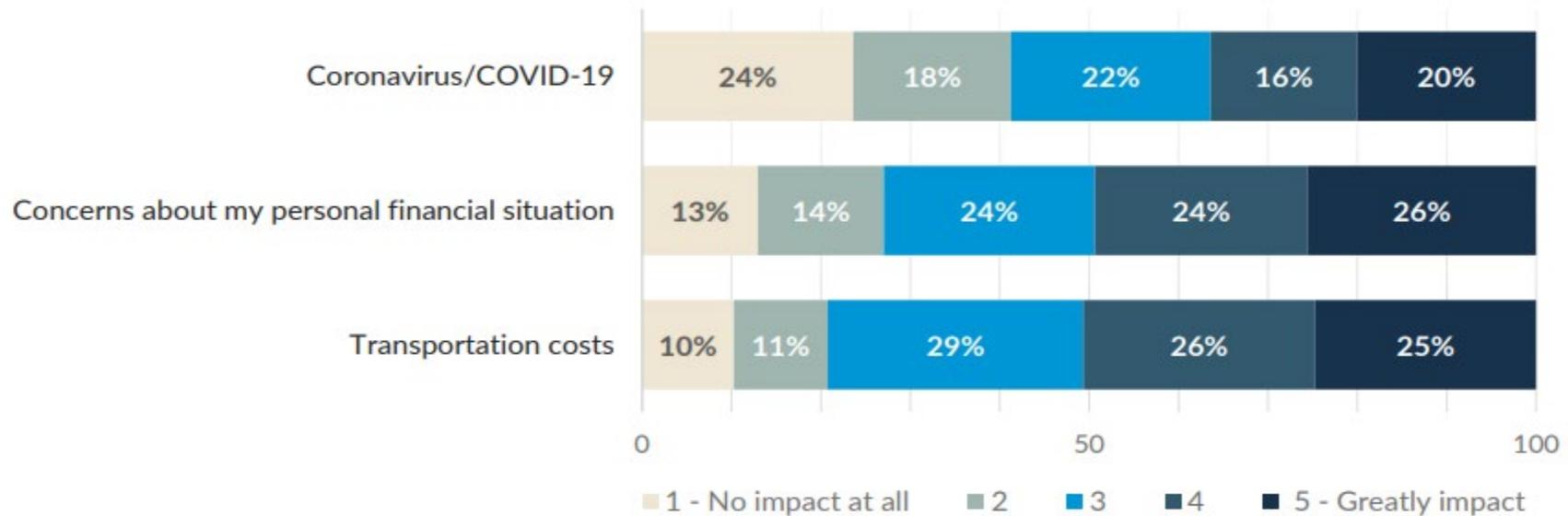
Travel Sentiment Study Wave 59

Longwoods INTERNATIONAL | miles PARTNERSHIP

Factors impacting travel March 30, 2022

IMPACT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next Six Months



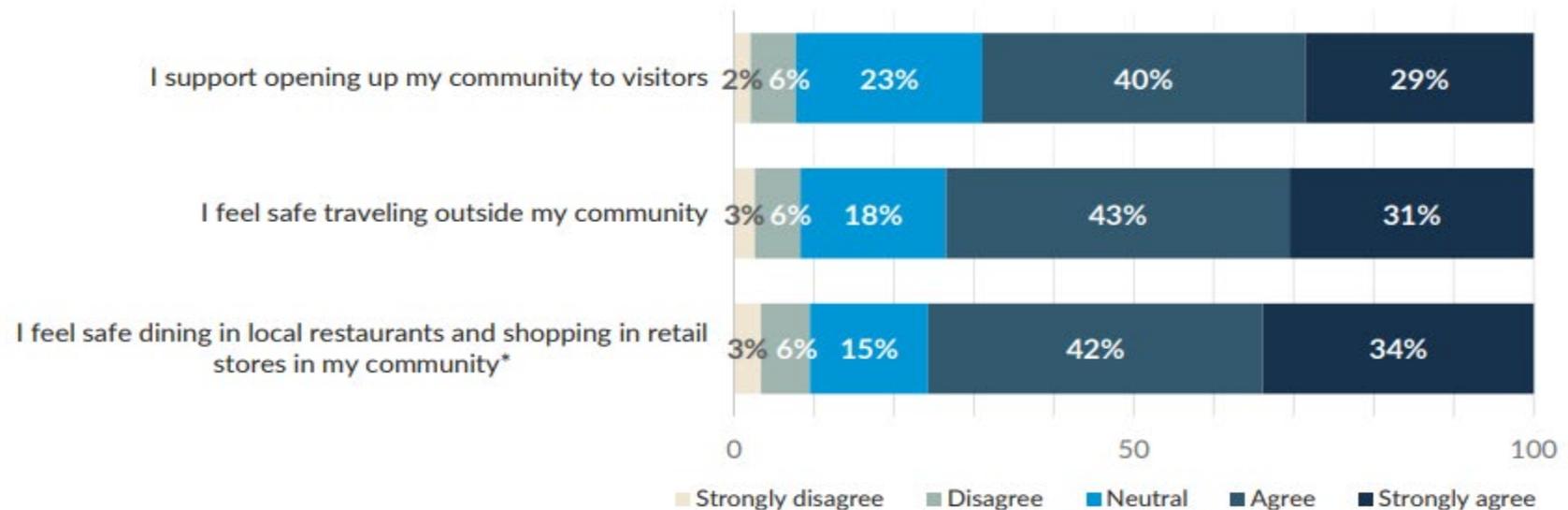
Travel Sentiment Study Wave 59

Longwoods INTERNATIONAL | miles PARTNERSHIP

Travel and safety perceptions March 30, 2022

TRAVEL PERCEPTIONS

Perceptions of Safety and Travel



*Note: On 2/3/21, the word, would, was removed from the statement, "I would feel safe dining in local restaurants and shopping in retail stores within my community"
Travel Sentiment Study Wave 59