

# 2017 CONVERSION STUDY RESULTS



# 2017 CONVERSION STUDY

- Survey goals
  - Identify insights into:
    - ▶ Travel motivators
    - ▶ Travel planning
    - ▶ Vacation activities
    - ▶ Lodging, Dining, and Shopping preferences
    - ▶ Trip satisfaction
    - ▶ Demographic information



# 2017 RESEARCH RECAP

- Survey deployment
  - Spring (3/13-4/9): organic social & E-newsletter
  - Summer (5/23-7/3): organic social, E-newsletter, paid social (targeting Adults 18-34), [eagleriver.org](http://eagleriver.org), incentivized survey participation
- Responses
  - Spring - 163
  - Summer - 192
- Good data on previous and future visitors
- Lacked responses from people that have never been to Eagle River
  - Unable to provide accurate insights on why people have not visited or won't visit in the future



# 2017 RESEARCH RESULTS

- Most visits between June and August
- Majority of trips for family vacation
  - Summer trips taken with children 0-5 years old
  - Spring trips with children 18+
- Planned trips in advance, many started 4+ months ahead
- Use a variety of resources to plan
  - Internet search, family/friends, Visitor Guide, [eagleriver.org](http://eagleriver.org) & social media were most used
- 80% would have stayed longer if they had more time
  - 46% of adults 18-34 would have stayed longer if they had more spending money
- 92% had an absolutely awesome/delightful experience





# 2017 RESEARCH RESULTS - ACTIVITIES

- Most relied on previous trips and family/friends to plan activities
  - 18-34 use Visitor Guide, social media and eagleriver.org
- Most planned for activities:
  - Boating, Fishing, Events, Snowmobiling, Downtown, ATV/UTV
- Most impromptu activities:
  - Culture/Heritage Attractions, Attractions, Live Entertainment, Shopping, Gaming, Brewery
- Consistent with WI Tourism assessment





# 2017 RESEARCH RESULTS - SHOPPING



- 95% shopped in the area
- Downtown and grocery stores most frequented
- Variety of purchase types:
  - Food
  - Souvenirs
  - Gifts





# 2017 RESEARCH RESULTS - LODGING

- 89% stayed overnight
- Planning tools used:
  - Other websites, Visitor Guide, Social Media
- Hotel, resorts and own a private home most popular choices
  - Commercial and private home for rent most popular with adults 18-34





# 2017 RESEARCH RESULTS - DINING



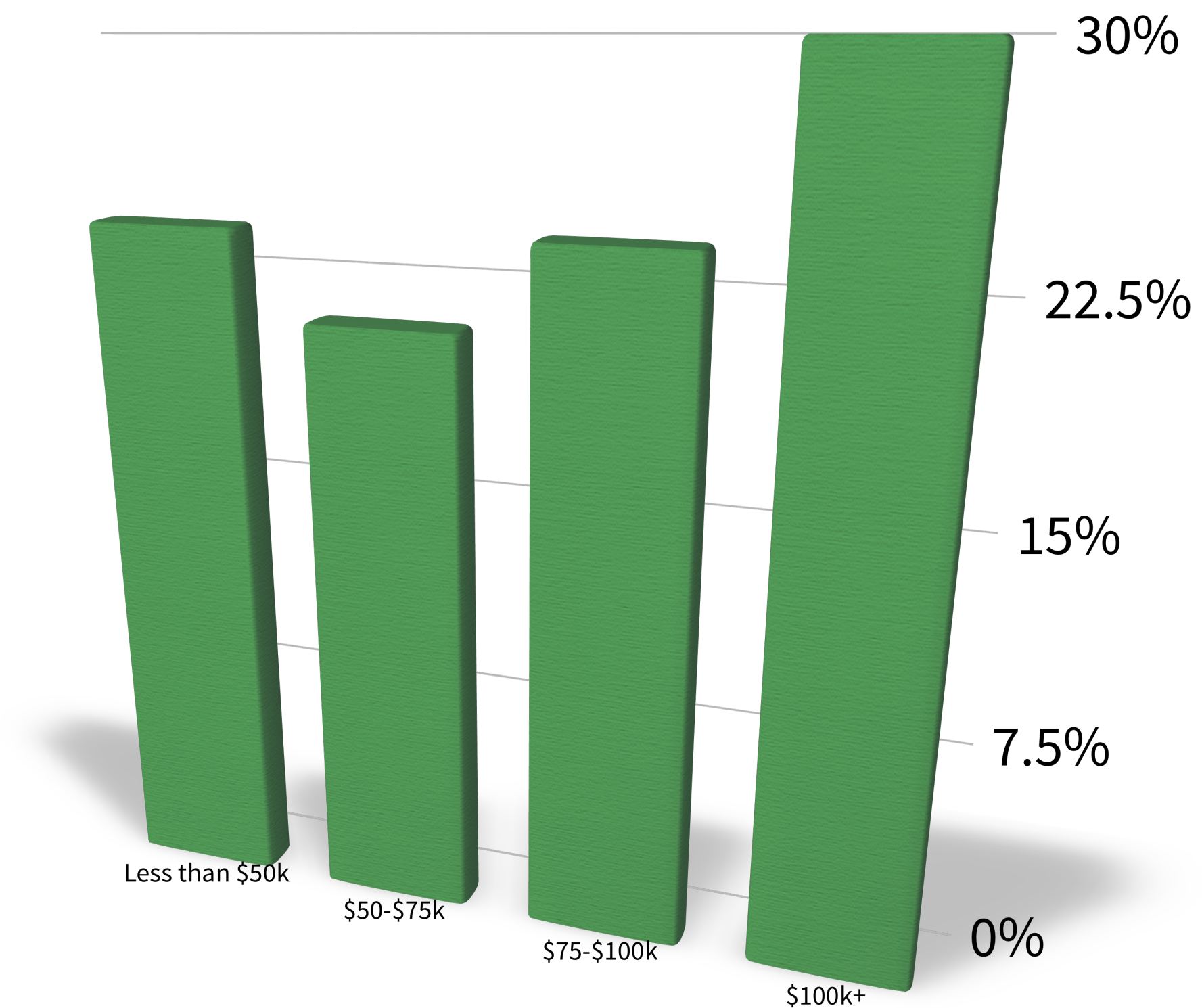
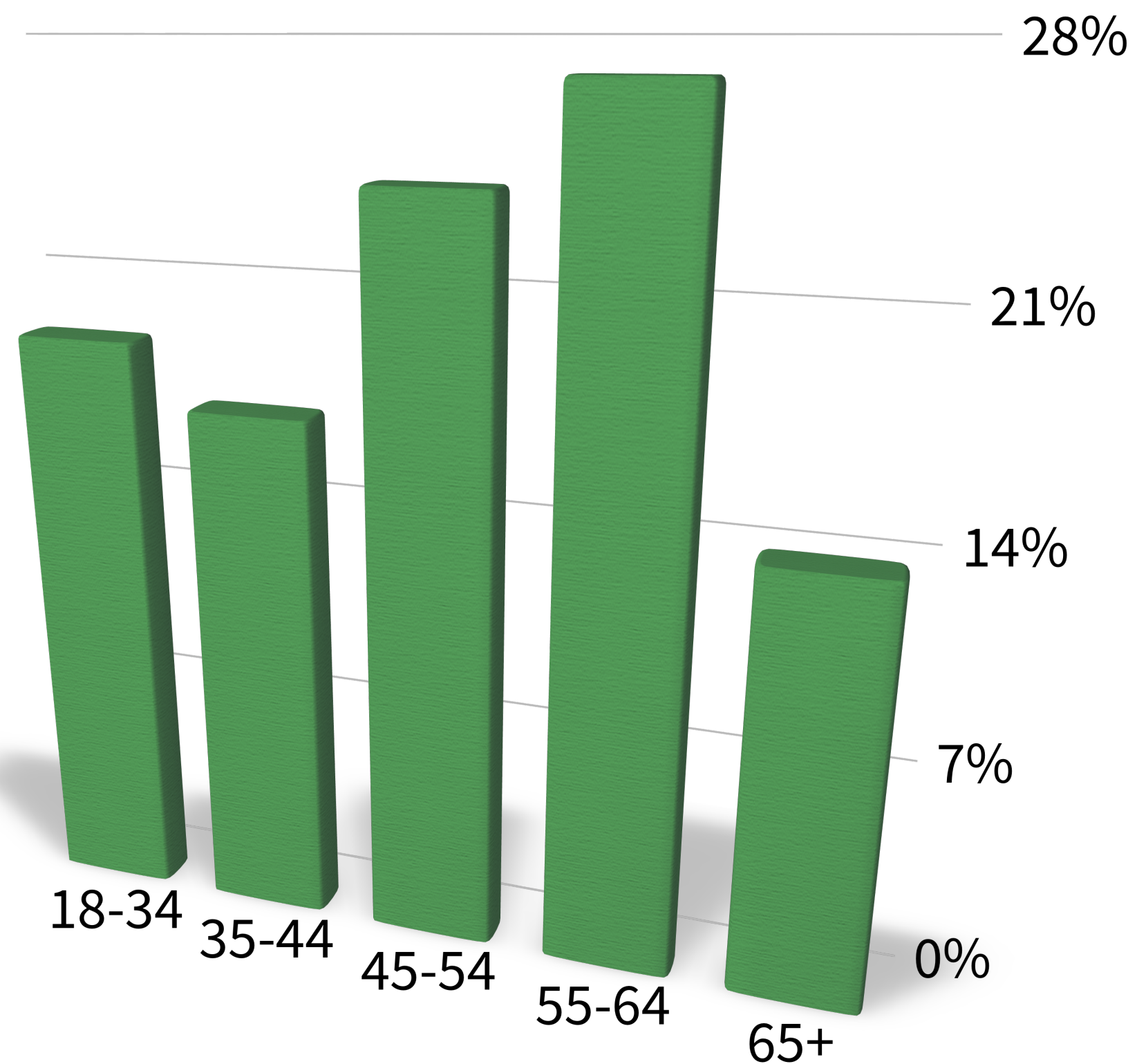
- Previous trip and family/friends were most used to make dining decisions
- Also popular:
  - Curb appeal
  - Visitor Guide
  - Social Media
- Most popular types:
  - Bars/Grills
  - Supper Clubs
  - On the Water
  - Diners





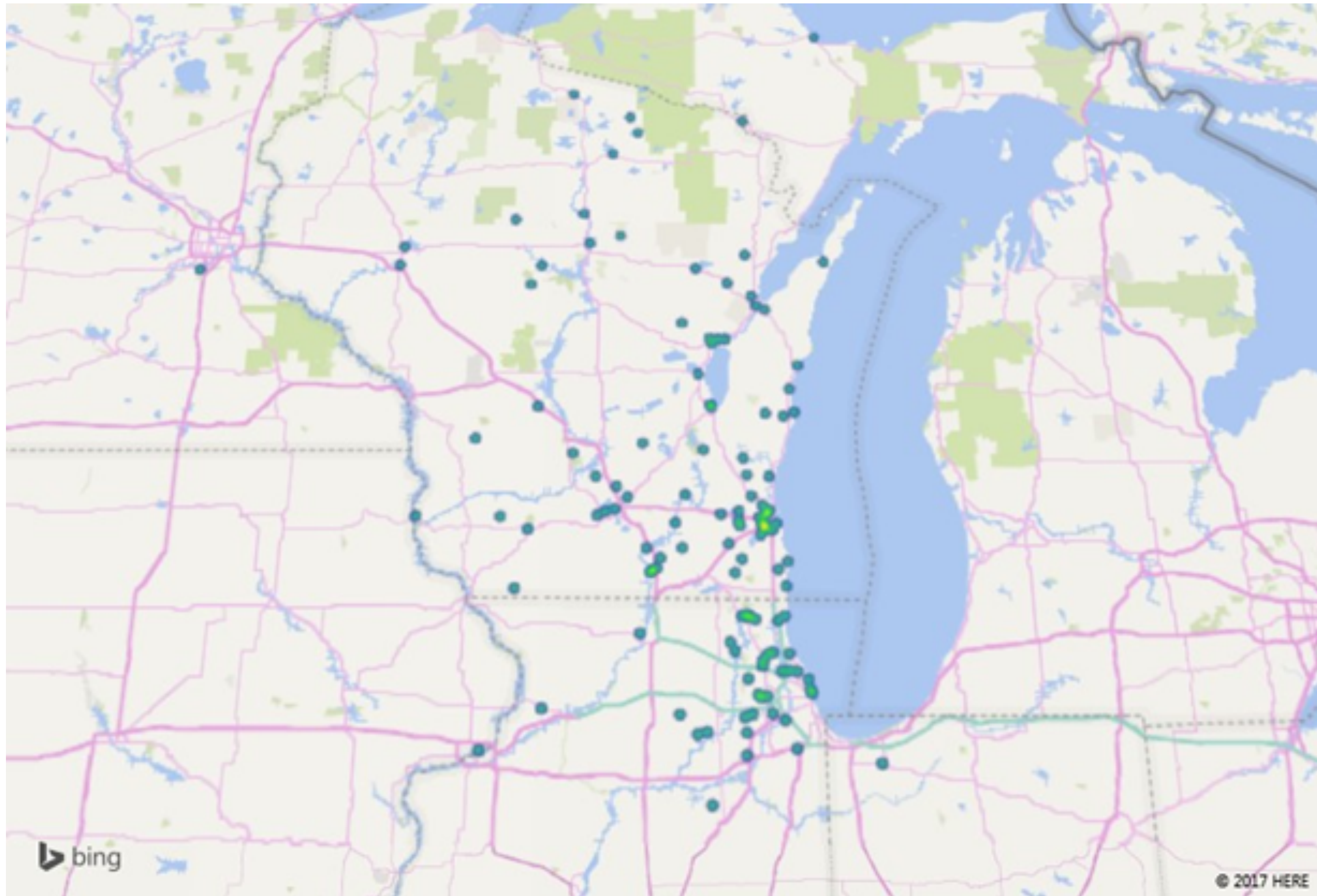
# 2017 RESEARCH RESULTS - DEMOGRAPHICS

- Majority female (65%)
- 65% do not have children in the HH





# 2017 RESEARCH RESULTS - GEOGRAPHY





# 2017 RESEARCH RESULTS - 18-34 DEMO

- Travel more in summer, less in winter
- Use to plan trips:
  - Internet
  - [eagleriver.org](http://eagleriver.org)
  - Social Media
  - Visitor Guide
- Reason for not staying longer is financial

