

Profiling Festivals & Events in Minnesota: Select Results



UNIVERSITY OF MINNESOTA | EXTENSION

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Introduction

Festivals and Events can:

- Enhance the vision of a local community
- Improve the perceptions of visitors
- Serve as a vehicle for other types of development

Purpose:

Profile Minnesota festivals and events, update inventory from 1989

Methodology

- Questionnaire:** Based on a 1989 poll of festivals and events

Festival/event characteristics

Location
Purposes
Activities
Attendance
Length
Timing
years existed

Operations

Budget + Income information
Sponsors & vendors
Ticket charge
Marketing information
Insurance coverage
Staffing & volunteers

- Electronic questionnaire sent to 876 festivals and events across Minnesota
- Email invitation & email reminder of survey participation

- Response rate=21% (n=184) Completion rate=18% (n=156)

- Descriptive statistics using SPSS
- Sufficient sample sizes from the Metro (n=50) and Southern (n=45) regions to generate descriptive statistics

Results: General Information

Respondent Regional Distribution & Event Size (n=155)

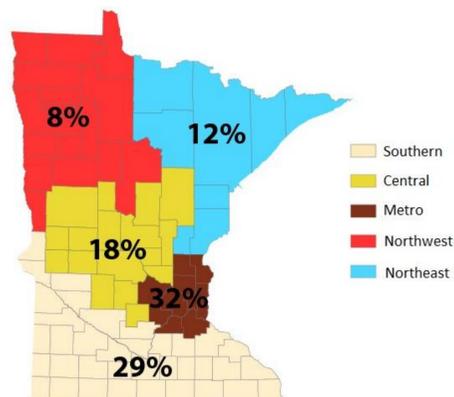


Fig.1: Regional distribution of respondents in 2013

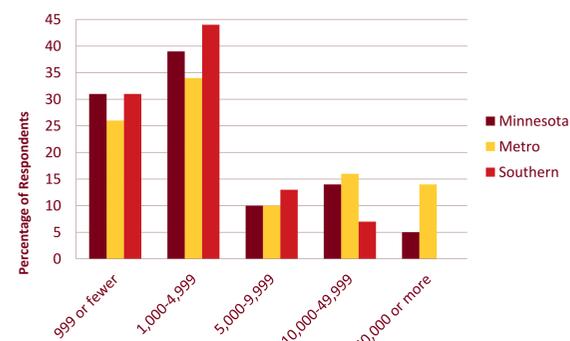


Fig.2: Size of festivals and events in the state, the Metro area, and the Southern region in 2013

Results: Financial Information

6 of 11 Most Prevalent Festival & Event Purposes

(Statewide n=156, Metro n=50, Southern n=45)

- Attracting visitors, developing a sense of community & providing local entertainment were the most prevalent purposes in all three geographic areas (Fig. 3)
- Attracting visitors & providing local entertainment were more prevalent purposes in the Southern region than in Metro area

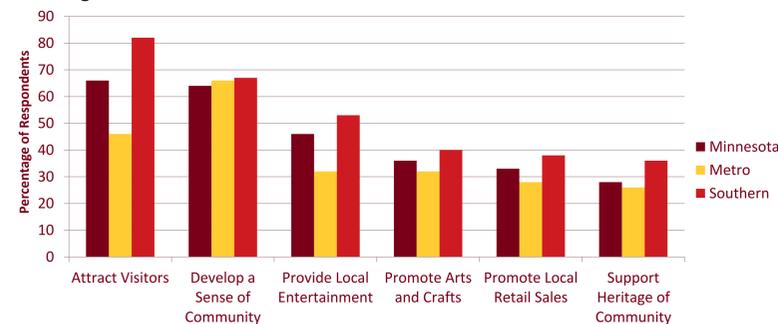


Fig.3: Purposes of festivals and events in the state, the Metro area, and the Southern region in 2013

Income Range of Festivals and Events

(Statewide n=147, Metro n=47, Southern n=43)

- Incomes above \$50,000 were most common in all regions, particularly in Metro
- Metro: more festivals & events in the three higher income ranges (Fig. 4)
- Southern: more festivals & events in the three lower income ranges

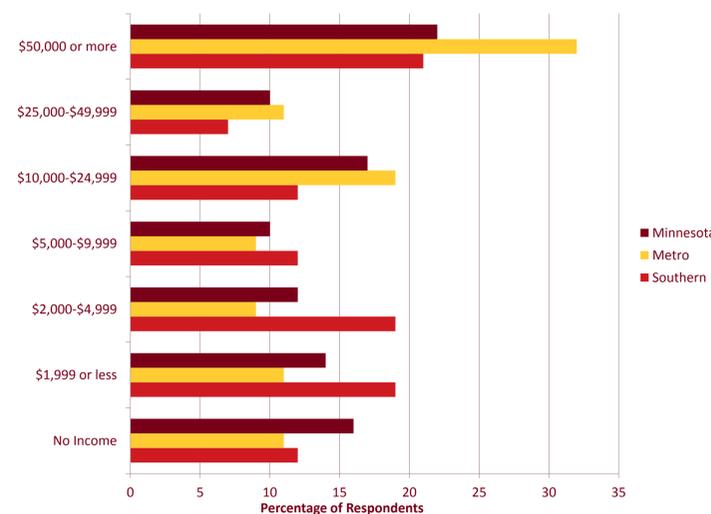


Fig.4: Income range of festivals and events in the state, the Metro area, and the Southern region in 2013

Sponsors for Festivals and Events

(Statewide n=103, Metro n=39, Southern n=29)

- Statewide & Metro: Private businesses most prevalent, followed by non-profit organizations (Fig. 5)
- Southern region: City/County Government & private businesses most prevalent

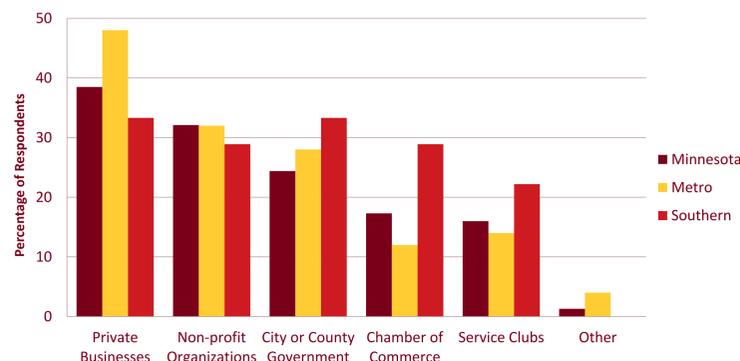


Fig.5: Types of sponsors festivals and events in the state, the Metro area, and the Southern region had in 2013

Results: Marketing Information

9 of 12 Most Prevalent Promotion Tools

(statewide n=156, Metro n=50, Southern n=45)

- 80%+ of festivals & events in all regions used word of mouth, posters, websites, & social media as promotion tools (Fig. 6)
- Metro: festival & event website used more commonly than Southern region or entire state
- Southern: EMT website, brochures, paid radio commercial, Chamber of Commerce materials used more commonly than in Metro or the entire state

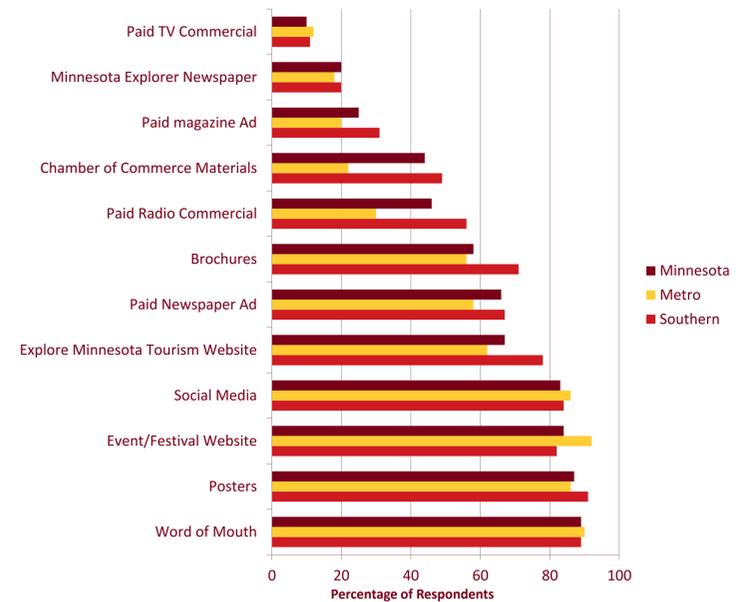


Fig.6: Promotion tools festivals and events in the state, the Metro area, and the Southern region used in 2013



Discussion

- Festivals & events fulfill the dual purposes of contributing to tourism development & entertaining local residents
- Population density may be a reason for geographical distribution of respondents & higher attendance level in Metro area
- Metro as state's business center may explain the prevalence of private businesses as sponsors; demographic characteristics may explain more use of paid radio commercial in Southern region
- Financing of festivals & events as U-shape: greater prevalence of small budget & low income and large budget & high income
- Predominance of Internet-based promotion tools and tools that can be digitized
- Southern region relies more on Chamber of Commerce for sponsorship & promotion

Future Research

- Obtain insights on shift (or lack thereof) in festival & event purposes and trend of attendees' needs
- Desires for & constraints to promotional tools
- Methods used to recruit & retain volunteers
- Challenges of implementing sustainable practices