



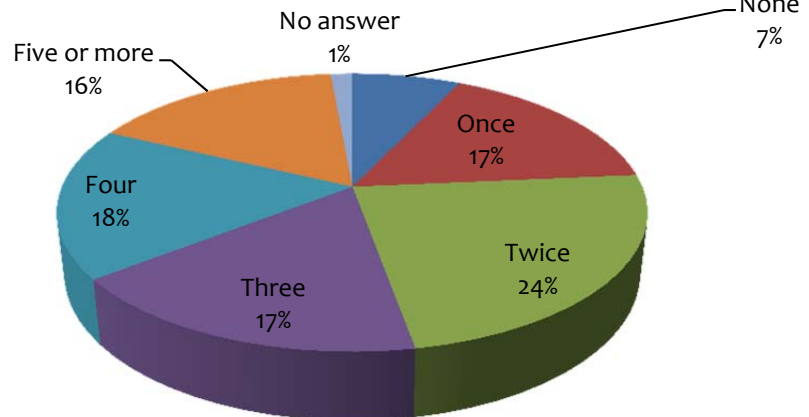
2012 Canadian Visitor Survey

E-mails sent: 2,904
 E-mails delivered: 2,886
 Hard bounced: 7
 Soft bounced: 11
 Total opens: 3,459
 Unique opens: 898 (31%)
 Surveys completed: 349 (12%)

How many times have you visited Grand Forks in the last 12 months?

- None – 25 responses
- Once – 58 responses
- Twice – 83 responses**
- Three times – 61 responses
- Four times – 62 responses
- Five or more times – 58 responses
- Did not answer – 59 responses

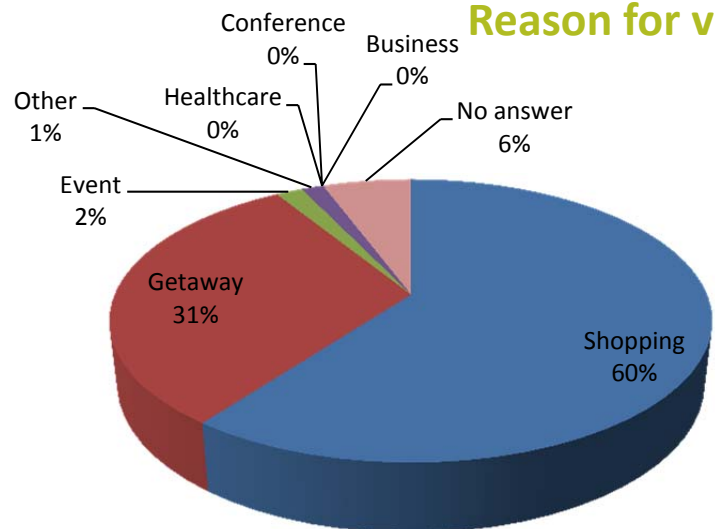
Number of visits over 12 months



What is your main reasoning for visiting Greater Grand Forks?

- Shopping – 212 responses**
- Weekend getaway – 109 responses
- Attend an event – 6 responses
- Other – 5 responses
- Healthcare – 0 responses
- Attend a meeting/conference – 1 response
- Business purposes – 0 responses
- Did not answer – 20 responses

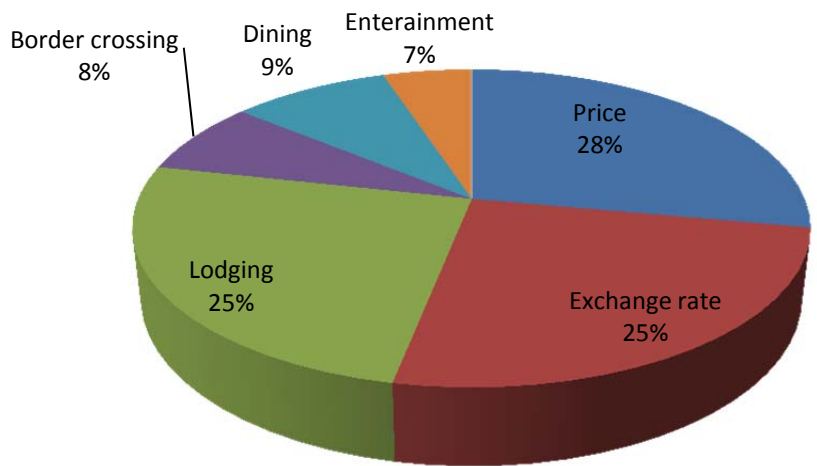
Reason for visit



Which of the following affect your decision to visit Greater Grand Forks (check all that apply)?

- Price – 264 responses**
- Exchange rate – 239 responses
- Lodging options/availability – 240 responses
- Border crossing requirements/wait times – 71 responses
- Dining options – 85 responses
- Events/entertainment – 48 responses

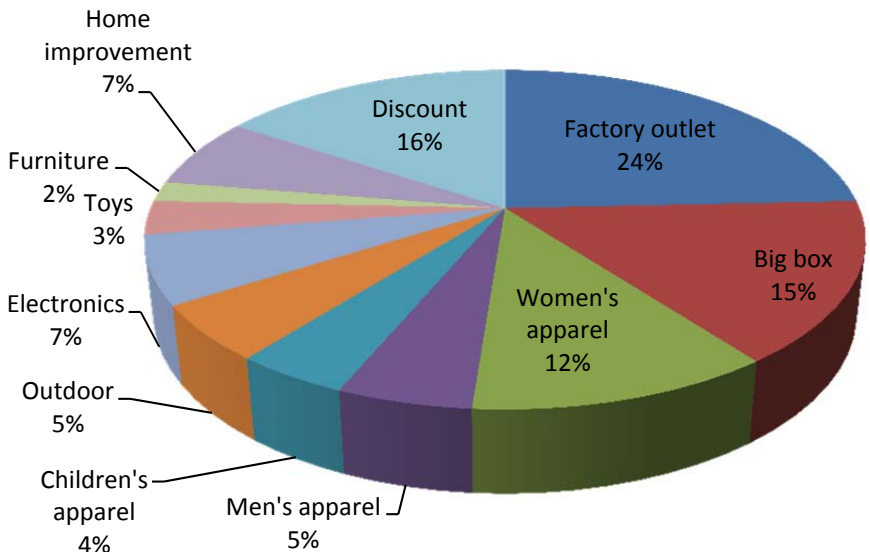
Decision factors



What type of retail options would you like to see more of in Grand Forks (check all that apply)?

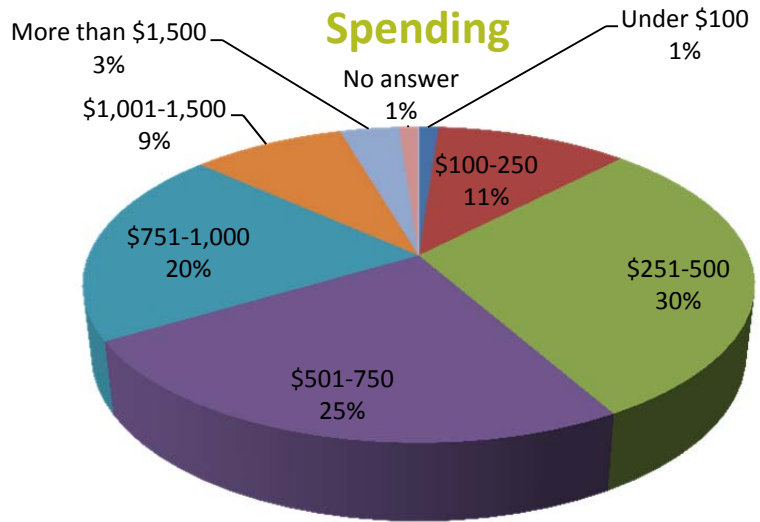
- Factory outlet stores – 280 responses**
- Big box (national chain stores) – 177 responses
- Women’s apparel – 133 responses
- Men’s apparel – 59 responses
- Children’s apparel – 50 responses
- Outdoor/recreation – 61 responses
- Electronics – 75 responses
- Toys – 37 responses
- Furniture – 22 responses
- Home improvement – 77 responses
- Discount stores – 181 responses

Requested retail options



On average, how much do you spend in Greater Grand Forks (per trip)?

- Under \$100 – 4 responses
- \$100-\$250 – 39 responses
- \$251-\$500 – 104 responses**
- \$501-\$750 – 87 responses
- \$751-\$1,000 – 71 responses
- \$1,001-\$1,500 – 31 responses
- More than \$1,500 – 12 responses
- Did not answer – 4 responses



On a typical visit, how many nights do you stay?

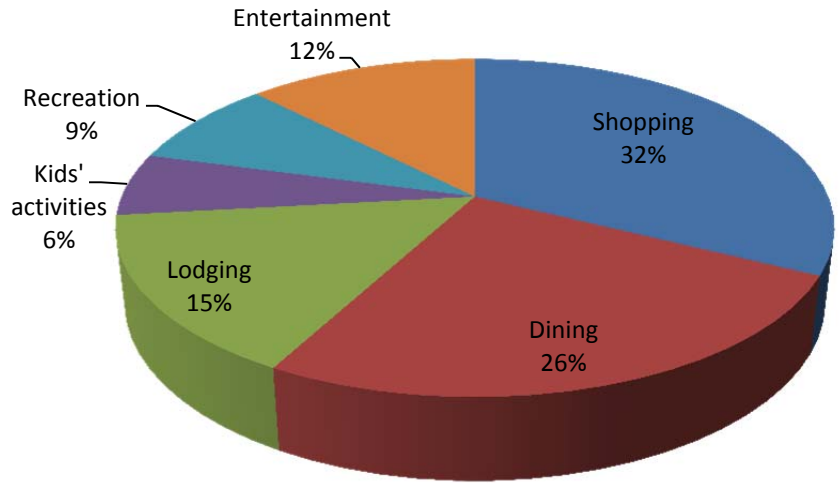
- One – 28 responses
- Two – 245 responses**
- Three – 51 responses
- Four – 5 responses
- Five – 3 responses
- More than five – 2 response
- Did not answer – 18 responses



What types of services would you like to see more of in Grand Forks (check all that apply)?

- Shopping – 243 responses**
- Dining – 192 responses
- Lodging – 115 responses
- Kids' activities – 45 responses
- Recreation – 63 responses
- Events/entertainment – 93 responses

Requested services



When you travel to Grand Forks, do you only stay here or travel to other destinations in the region as well?

- Stay only in Grand Forks – 224 responses**
- Visit other destinations – 123 responses
- Did not answer – 5 responses

Travel destination

