

# Visitor Sensitivity

## North Shore Climate Readiness Workshop

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Allie McCreary  
Research Assistant  
Parks, Rec. & Tourism  
North Carolina State University

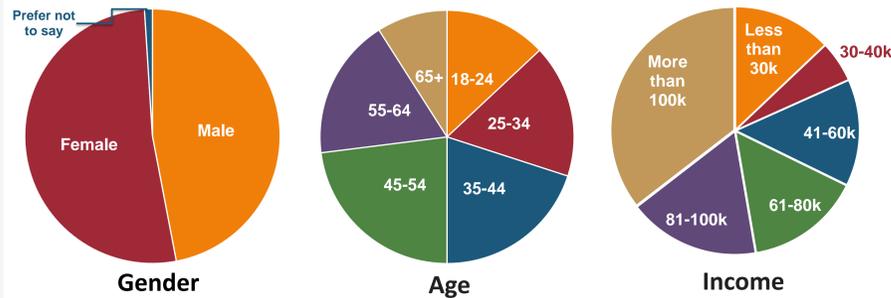
Erin Seekamp  
Associate Professor  
Parks, Rec. & Tourism  
North Carolina State University

Jordan W. Smith  
Director  
Institute of Outdoor Rec. & Tourism  
Utah State University

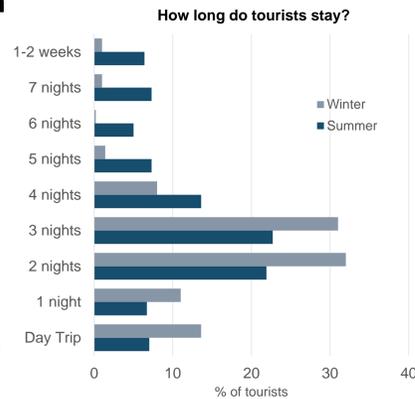
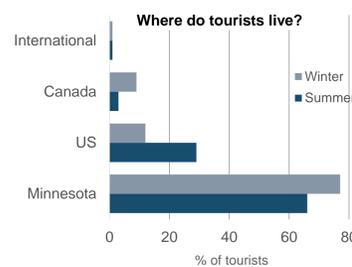
Mae Davenport  
Associate Professor  
Director, Center for Changing Landscapes  
University of Minnesota

## How will climate change affect visitors' behavior?

### Who is a North Shore visitor? What do they do on the North Shore?



The average visitor has been coming to the North Shore for 17 years.



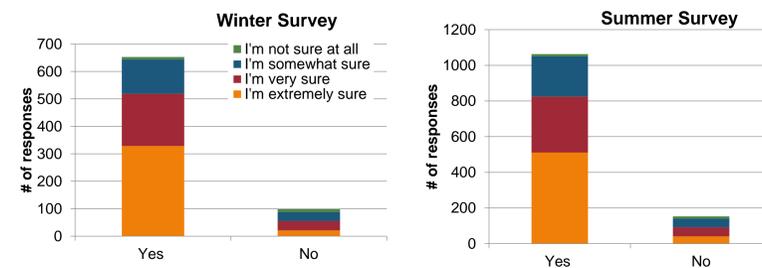
	Summer Activities	Winter Activities
<b>Most common:</b>	Scenic driving, hiking, visiting cultural sites, swimming, picnicking, wildlife viewing, rock collecting, camping	Scenic driving, hiking, downhill skiing, visiting cultural sites, cross-country skiing
<b>Planned to but could not:</b>	Boating, ATV riding, bicycling, horseback riding, hunting	Dog-sledding, snowmobiling, sledding, hunting

### Why a visitor survey?

Visitor surveys give us a good idea of what visitors are currently doing during their North Shore trips and how they might behave during upcoming trips to the North Shore. This information is important for us (researchers) and you (recreation providers, business owners and community leaders) to better understand North Shore recreation and tourism and plan for potential changes.

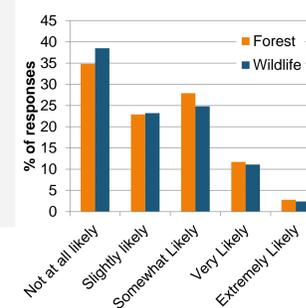
### What do North Shore visitors think about climate change?

We asked visitors, "Do you think climate change is happening?" and "How sure are you?"



The current forest composition and wildlife species create a meaningful recreation setting.

Many visitors are at least "somewhat likely" to go somewhere else if forest composition (birch, spruce, fir; 42%) and wildlife populations (moose, lynx, snowshoe hare; 38%) were to change on the North Shore.



What does this mean for tourism? For conservation?

We asked visitors, "If conditions were to change, how likely would you...":



### How will visitors respond to a changing climate?

For both the winter and summer seasons, the average visitor comes to the North Shore two times.

- When we showed visitors the future climate conditions and ask them how often they would visit... **Visitors still say they will come about twice** (for either the summer or winter season) in the future.

What affects visitors' trips to the North Shore:

	Winter Visitors	Summer Visitors
Travel costs	✓	✓
Risk perceptions (about future trips)	✓	
"Identifying" with the North Shore	✓	✓

- Identifying** means visitors feel strongly that "the North Shore is a part of" who they are.
- "Risk Perceptions" refers to visitors' feelings that changes in climate will negatively or positively impact their future trips to the North Shore

**37%** of visitors would be willing to pay at least \$30 to a local organization to plan and adapt recreation resources to climate change.

### When did we collect responses?

- Winter (between Jan 8 – Feb 16, 2015) tourism season
- Summer (July 15 - Aug 3, 2015) tourism seasons

### How did we collect responses?

- Participants completed the survey using an offline "app" on tablets in about 12 minutes

### Where did we collect responses?

- MN State Parks & waysides, MN and Lake County Historical Societies, Sugar Loaf Cove Natural Area, Cook County Visitor's Center, Silver Bay Marina, Grand Portage Lodge & Casino, Caribou Highlands Lodge, Eagle Ridge Resort, Lake Superior Trading Post, Java Moose, Stone Harbor Supply, Cook County Co-Op, Moon Dance, Camp 61, Trail Center, Finland Co-Op, and Big Dipper Ice Cream & The Agate Shop.
- We engaged more than 2,250 visitors and had a 64% response rate overall.**

For more information, contact: Erin Seekamp, erin\_seekamp@ncsu.edu

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www.northshoreclimate.com

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