**Visitor Sensitivity**

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

- Gender: Male 55%, Female 45%
- Age: 55-64 20%, 45-54 25%, 35-44 18-24 20%, 25-34 15%, Less than 10 15%
- Income: Less than $30k 30%, $31-$60k 41%, $61-$100k 15%, $101-$150k 9%, More than $150k 5%

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

**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?
  - Keep plans the same
  - Stay on the North Shore but do something else
  - Visit the North Shore more often
  - Travel elsewhere on the North Shore for recreation
  - Cancel but reschedule during the season
  - Travel outside the North Shore for recreation
  - Cancel their trip for the full season
  - Visit the North Shore less often in the future

- Risk perceptions
  - “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

**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

This work is the result of research sponsored by the Minnesota Sea Grant College Program supported by the NOAA office of Sea Grant, United States Department of Commerce, under grant No. R/CC-05-14.

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**How will climate change affect visitors’ behavior?**

- 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, Center for Changing Landscapes, University of Minnesota

**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?**

<table>
<thead>
<tr>
<th>Travel costs</th>
<th>Winter Visitors</th>
<th>Summer Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk perceptions (about future trips)</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

- “Identifying” with 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.

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

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

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**How did we collect responses?**

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

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

- We would like to acknowledge the students who collected survey data: Jake Kramer, Claire Willeck, Emily Starr, and Brandon McGarrity (Carleton College); Karen Katz, Bree Duever, Andrew Weeldrever, Jenna Yanish, Alexandria Felix and Jenn Shepard (UMN); and Karly Meszaros and Matt Jurjonas (NCSU)