



**Magid**

**WHERE INNOVATIVE RESEARCH  
FUELS LEGENDARY BUSINESSES**

**Visit Saint Paul Perception Research**

# Executive Summary

# Key Conclusions

- Prospective visitors (within 300-miles) are very familiar with Saint Paul!
  - They are equally likely to consider Saint Paul as part of Minneapolis.
- Prospective visitors are likely to come from all directions - it's equally familiar and popular in four nearby regions
- Prospective visitors value an easy drive, museums & attractions, and sports, and good shopping in considering any city.
- What people want most in a weekend getaway is to relax, spend time with family, and have great food.
- Saint Paul ranks very highly with the qualities prospective visitors seek
- People already very aware of Saint Paul's key attributes.

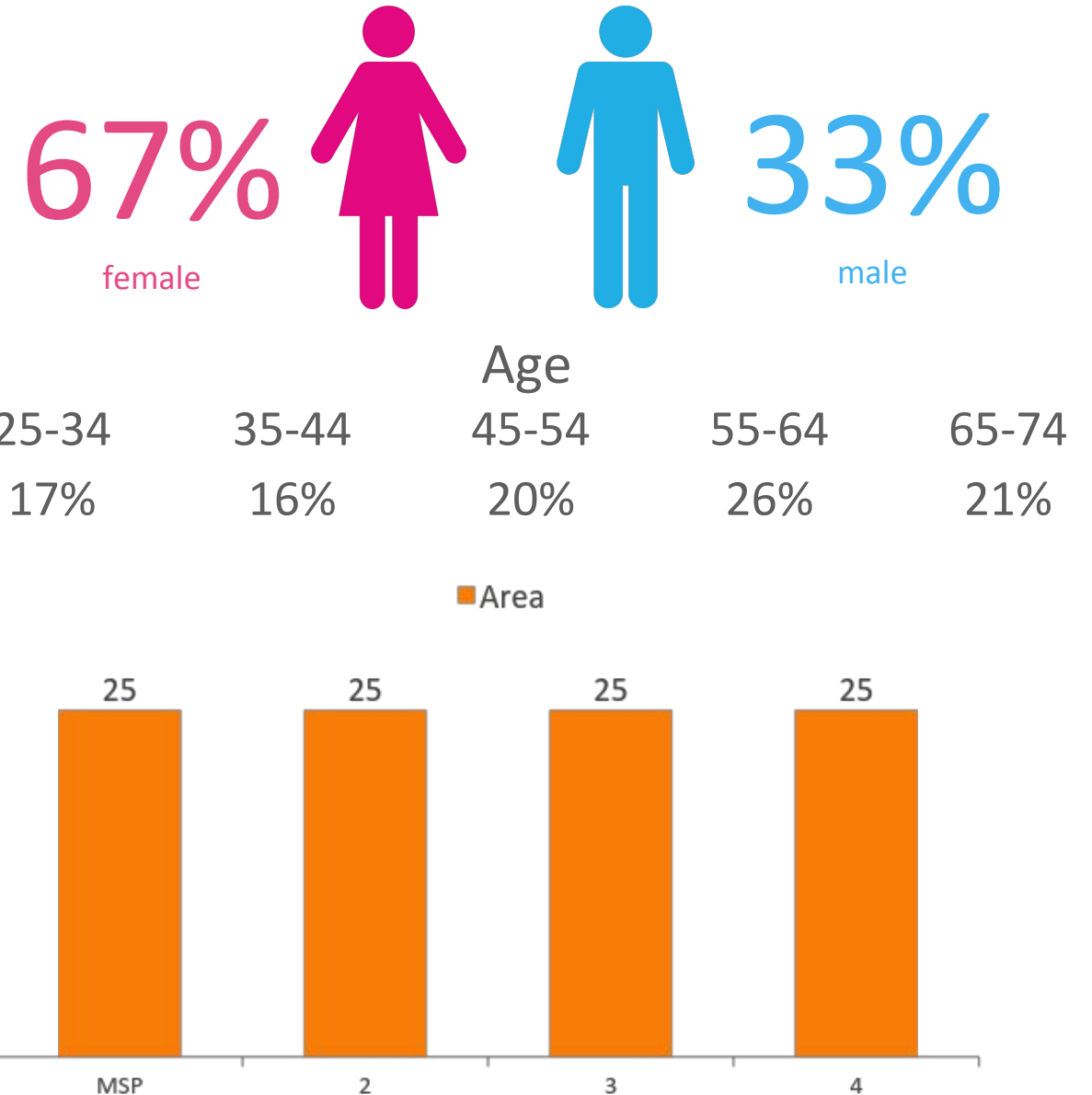
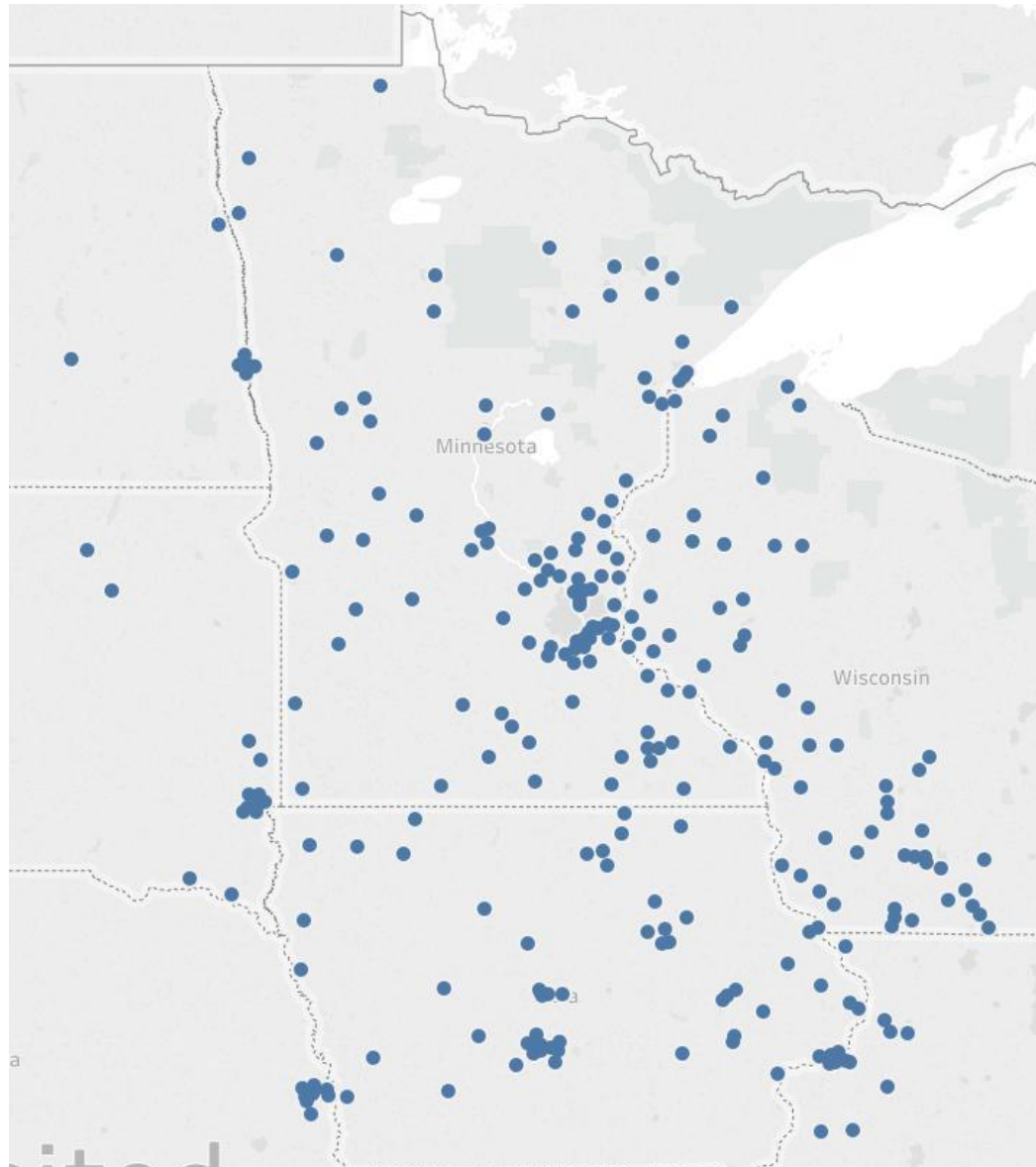
# Methodology

# METHODOLOGY

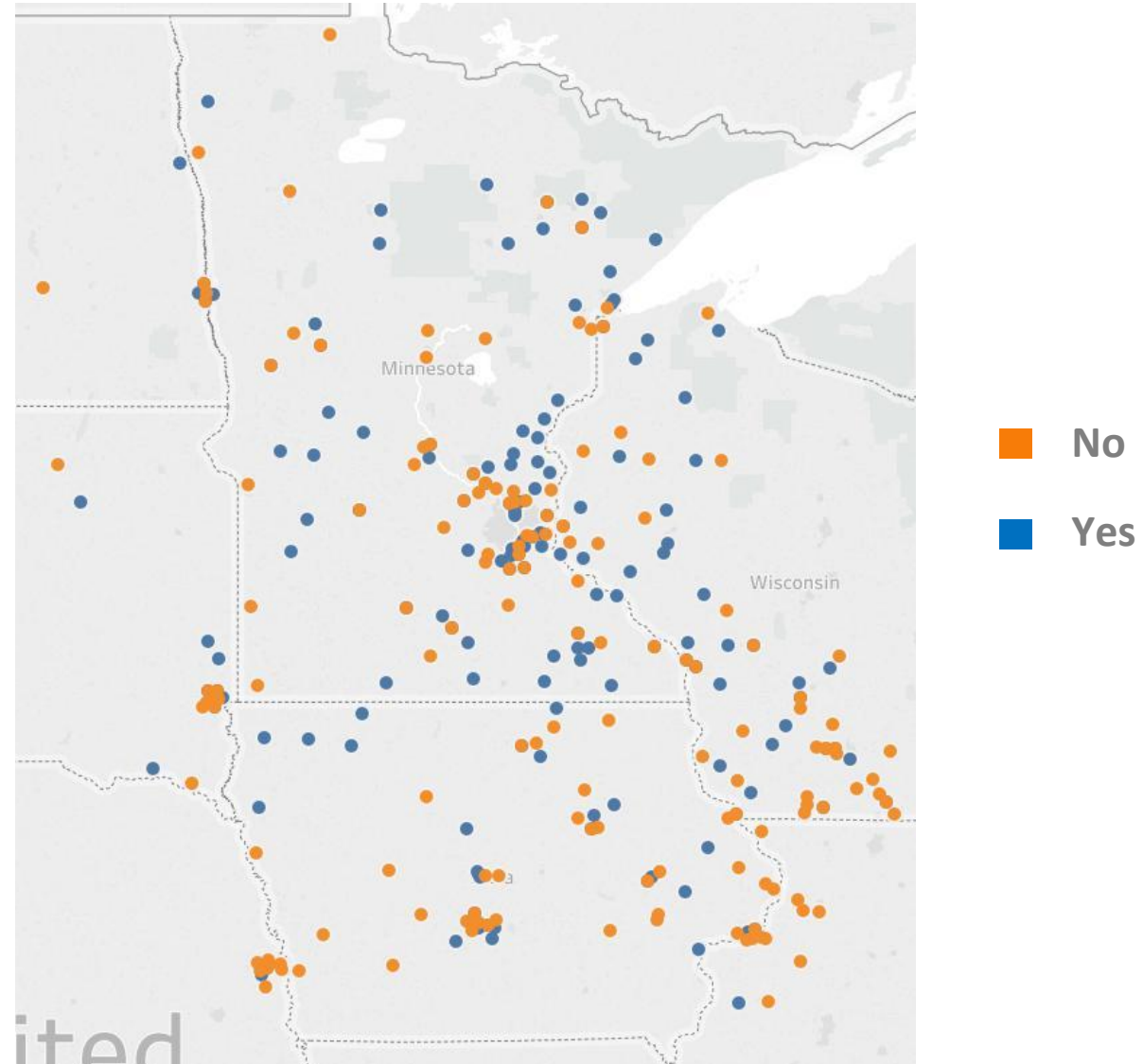
- **Online interviews were conducted with 420 adults (25-74).**
- **Respondents were contacted randomly and qualified for the sample if they have traveled for personal reasons in the past three years.**
- **Interviews were conducted in May 2017.**



# DEMOGRAPHICS

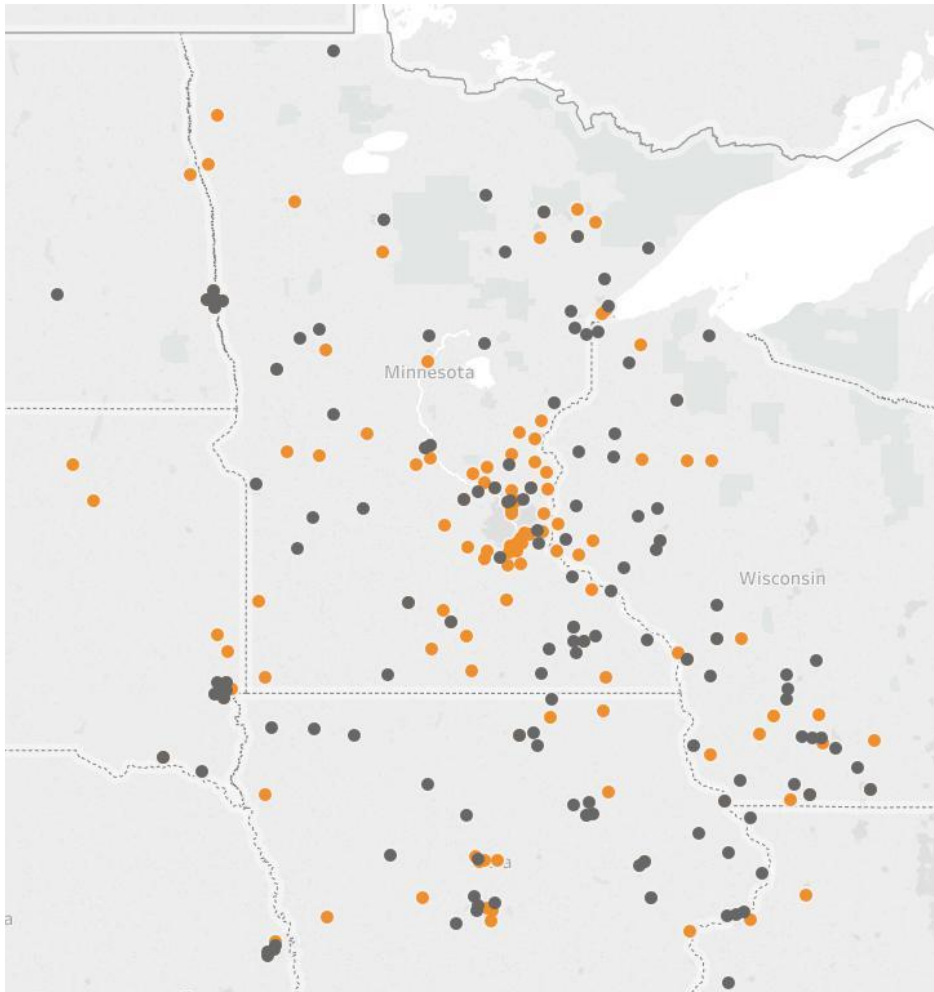


# VISITED ST. PAUL



Below is a list of Midwest cities you may or may not have visited, whether it is for a short getaway or a longer vacation. Please check all the cities that you have visited for personal travel, such as a weekend getaway or a longer vacation. This could include the cities that you actually live in. Check all that apply.

# RESPONDENTS ARE TIED WITH THINKING THE TWIN CITIES ARE CONSIDERED TWO CITIES OR ONE CITY



■ Separate  
■ As One



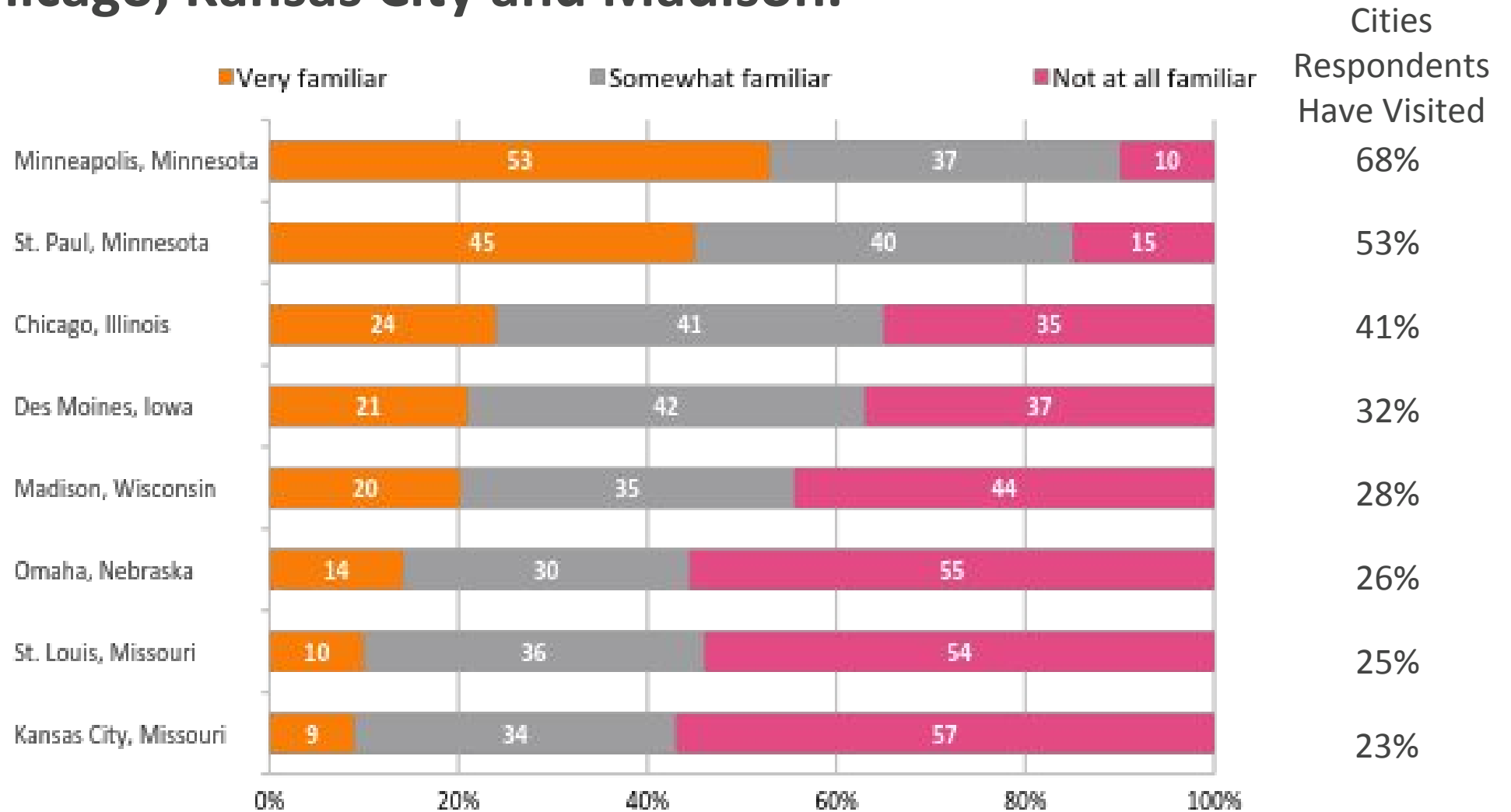
**Visited St. Paul**  
Separate – 48%  
As One – 52%

When you think of the Twin cities, do you consider it two cities, Minneapolis and St. Paul, separate from each other or do you consider them as one?



# Familiarity with Saint Paul

# Saint Paul is the second-most “familiar” city in the Midwest - ahead of Chicago, Kansas City and Madison.



Below is a list of Midwest cities you may or may not have visited, whether it is for a short getaway or a longer vacation. Please check all the cities that you have visited for personal travel, such as a weekend getaway or a longer vacation. This could include the cities that you actually live in. Check all that apply.

Overall, thinking about each as a place to visit for a vacation or a short getaway, whether for a day, weekend, or a week, how familiar are you with the following cities?

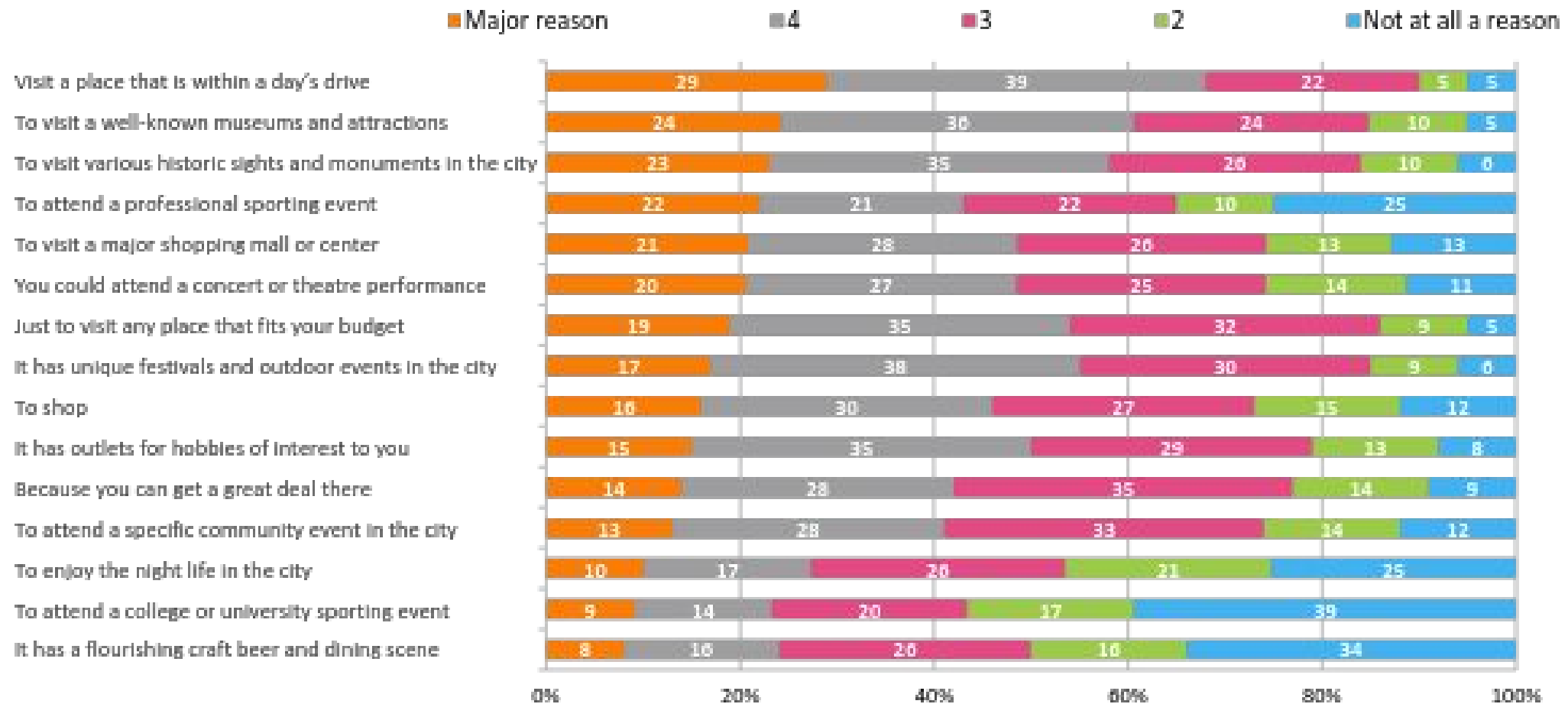
# Comes To Mind With St. Paul



What comes to mind when you think of St. Paul, Minnesota as a vacation or a short getaway?

# Why visitors choose Midwest cities?

# Top reasons for choosing a leisure travel destination.



Below are a number of reasons others have told us why they might visit a destination for leisure travel. How much of a reason to visit are the following elements of any cities or area?

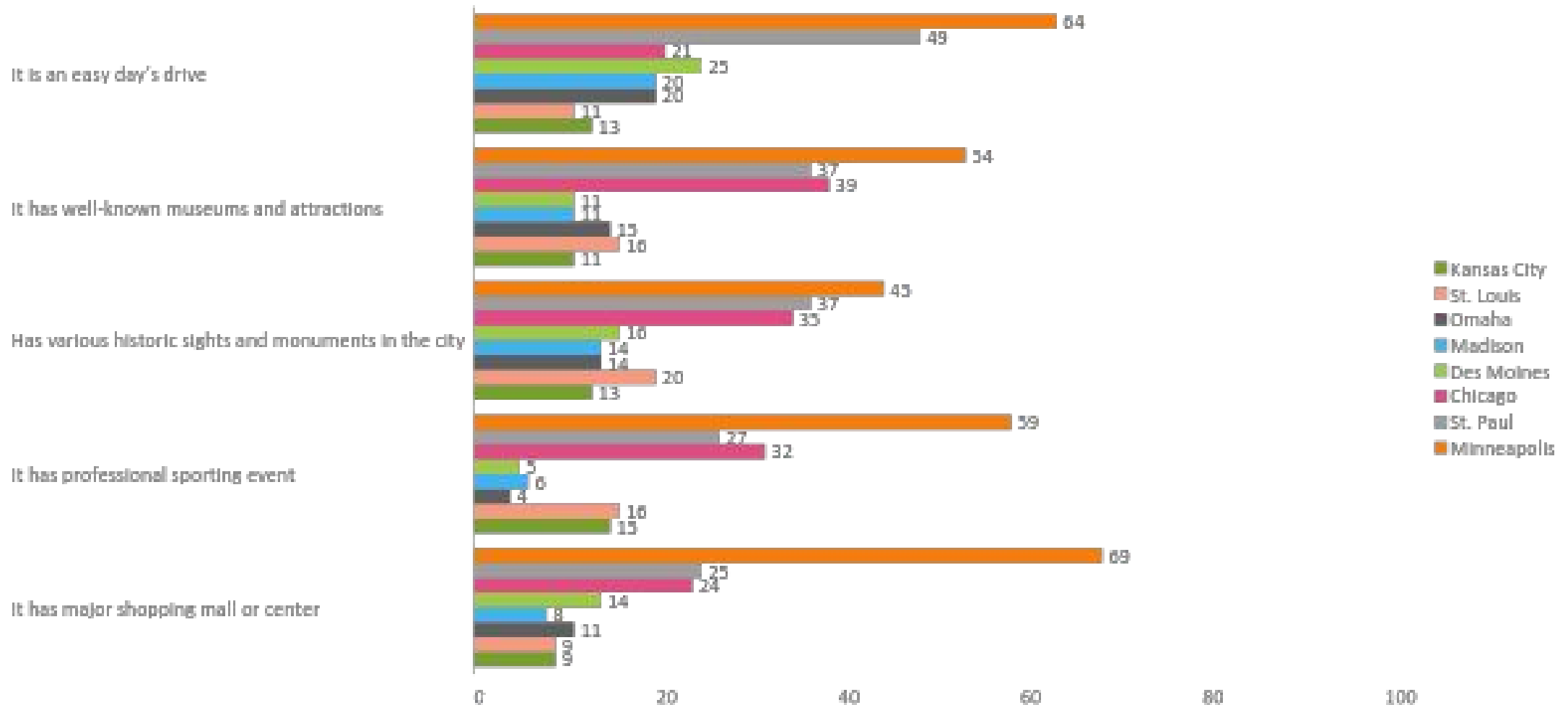


# What people look for in a weekend getaway.



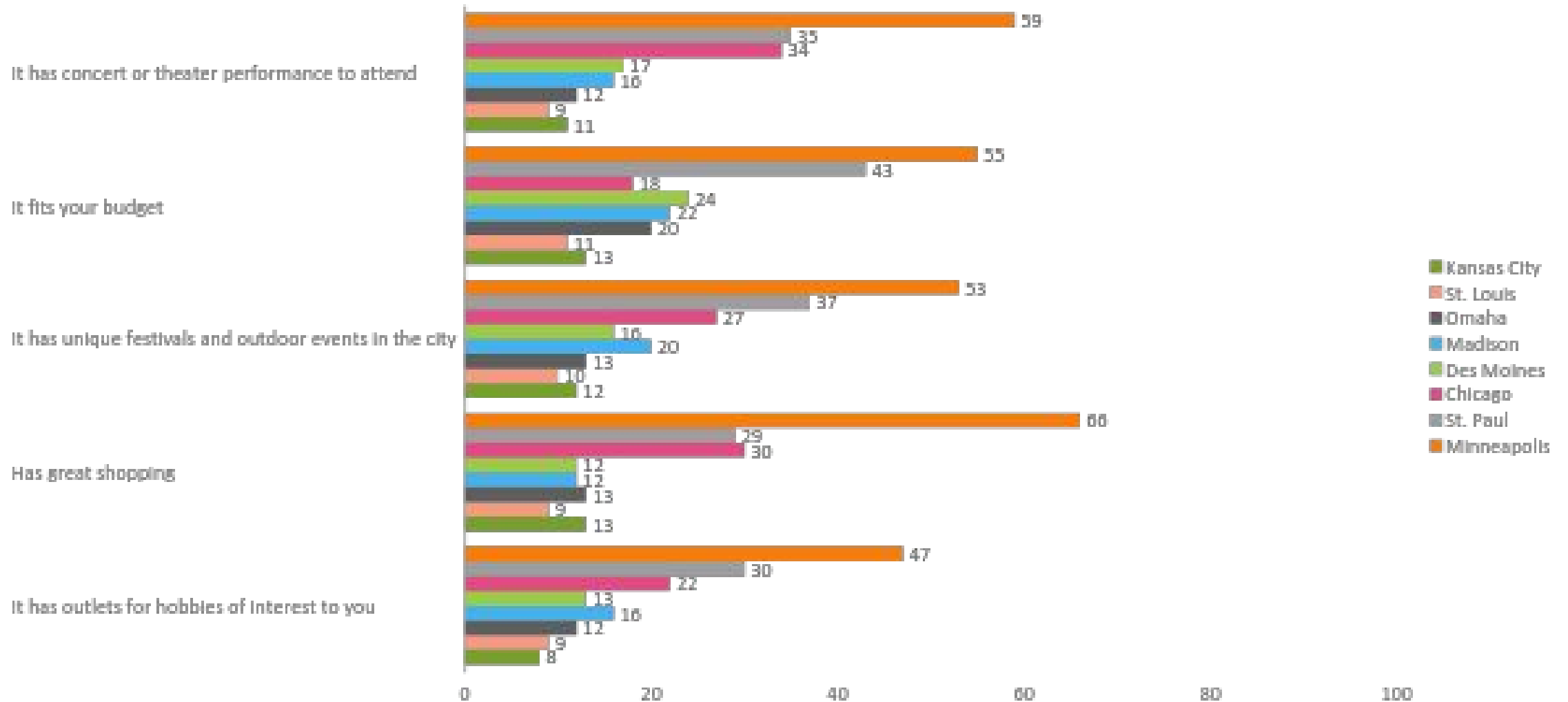
Other than the reasons we just listed, what do you want in a weekend getaway or family vacation?

# Which cities are most consistent with the top reasons people visit?



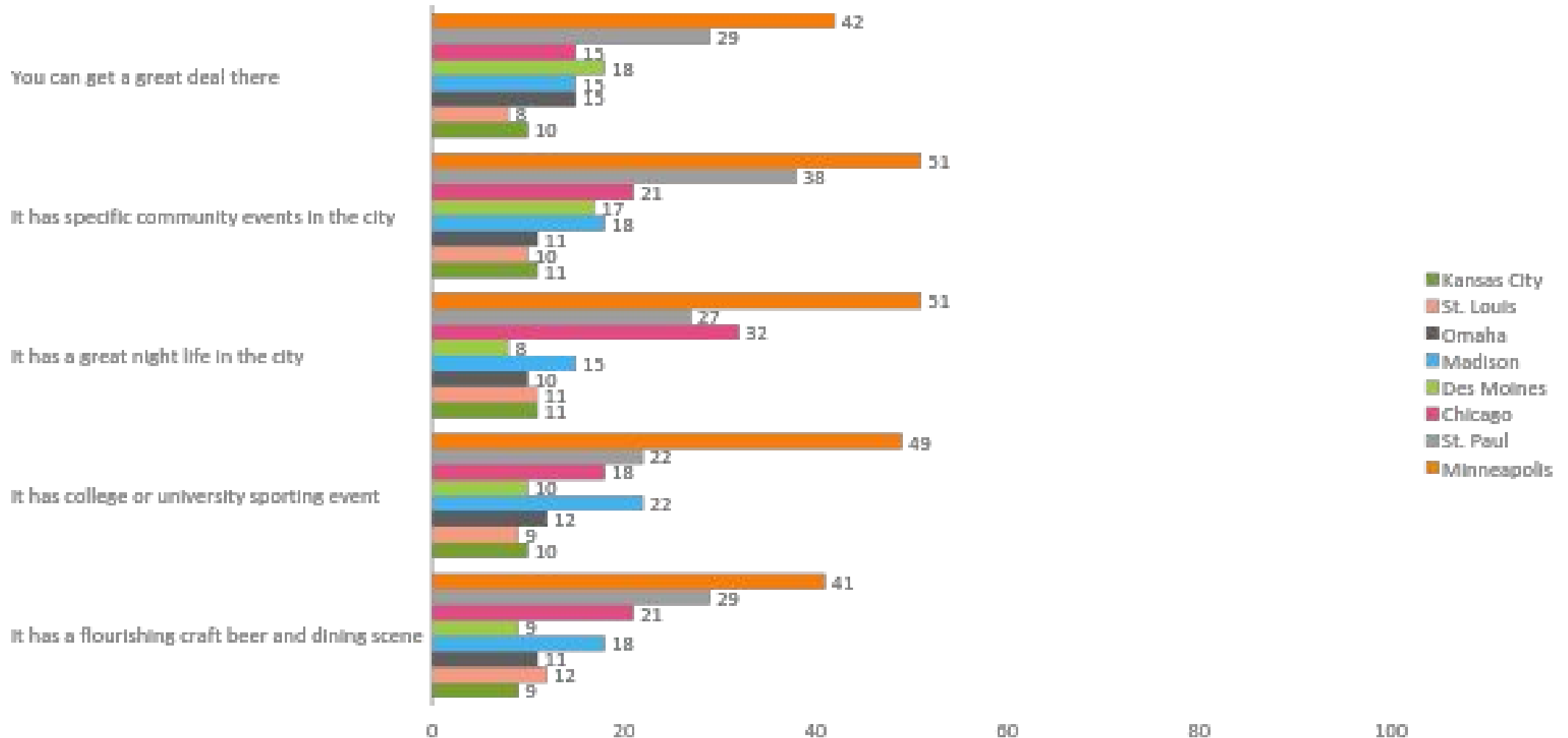
Below are a list of elements of various towns you have visited. For each, please select the city or cities that it fits.

# Which cities are most consistent with the top reasons people visit?



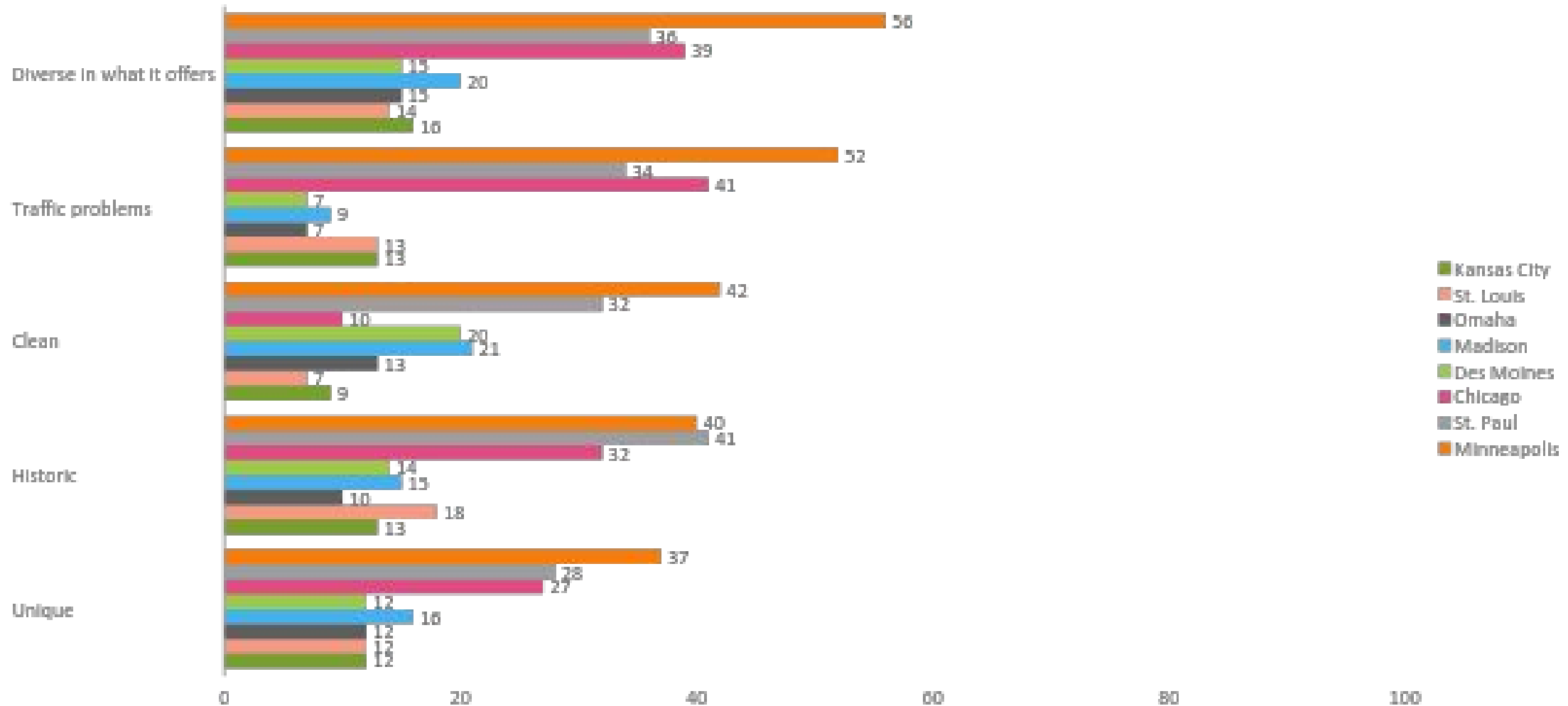
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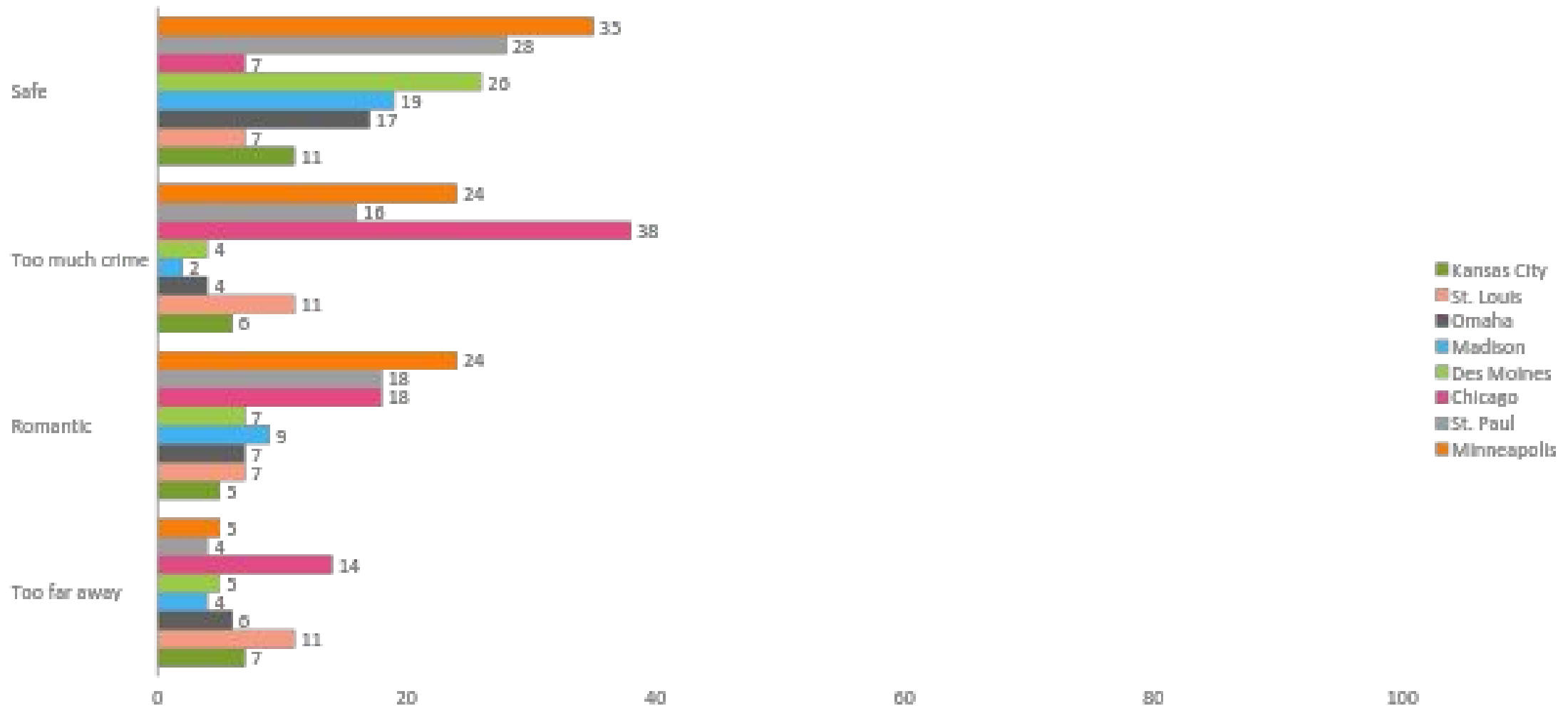
# How people relate perceptions of “cities” to specific destinations in the Midwest.



Now we want to share with you adjectives that may or may not describe a destination for leisure travel. For each, please select the city or cities that is fits.



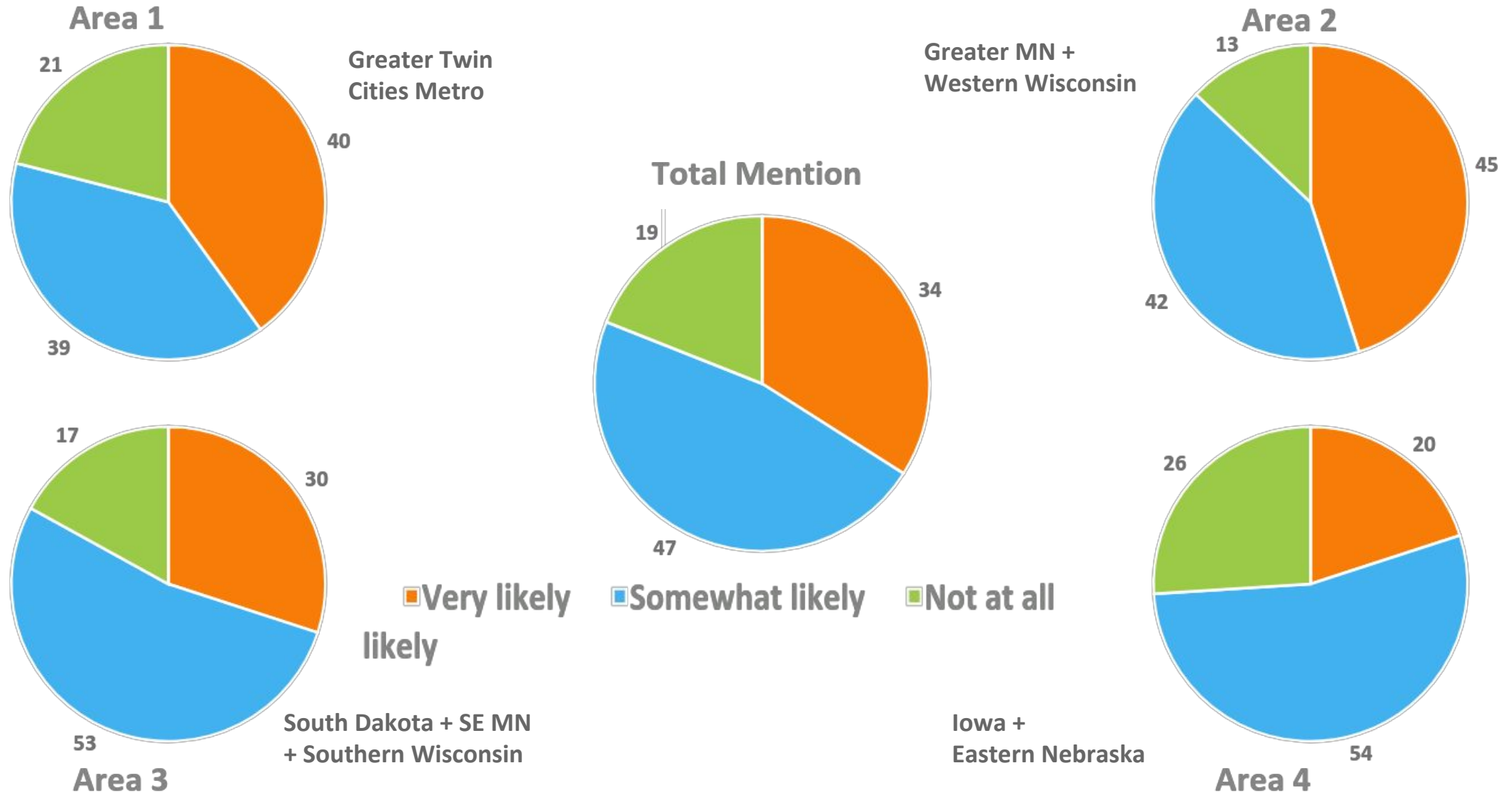
# How people relate perceptions of “cities” to specific destinations in the Midwest



Now we want to share with you adjectives that may or may not describe a destination for leisure travel. For each, please select the city or cities that is fits.

# Considering Saint Paul

# LIKELIHOOD OF CONSIDERING ST. PAUL A DESTINATION FOR LEISURE TRAVEL

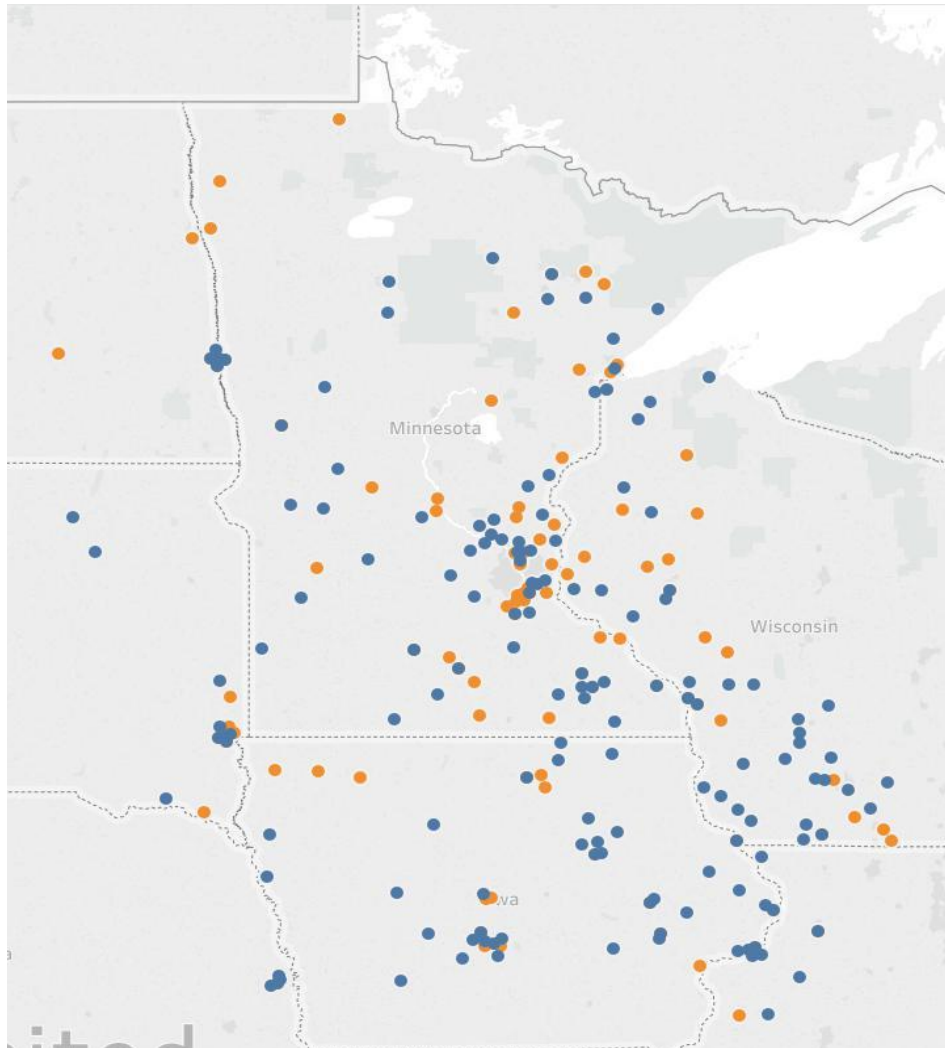


**71% of people are interested in visiting Saint Paul.  
92% of people who have visited Saint Paul are most likely to return.**

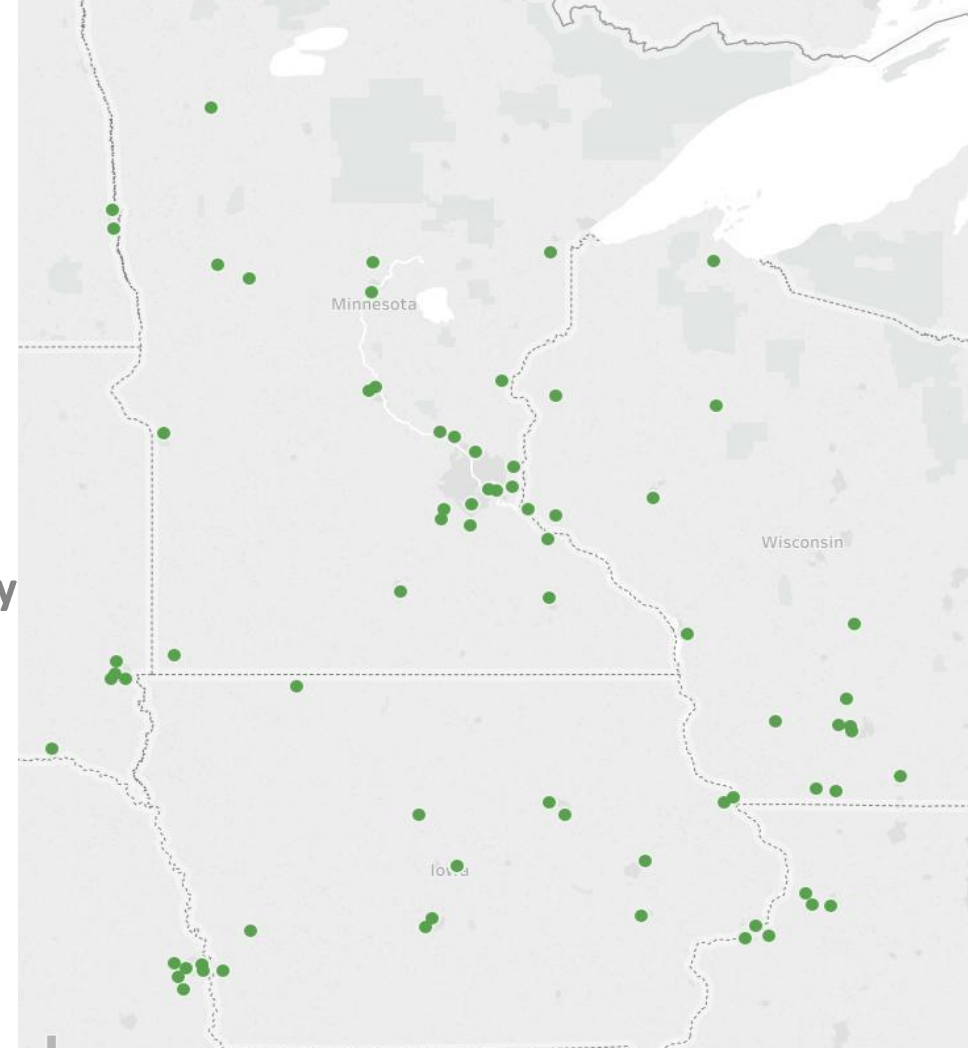
	Total Mention	Visited St. Paul (53%)
Very likely	34%	48%
Somewhat likely	47	44
Not at all likely	19	8

Now we want to focus just on **St. Paul, Minnesota**. Regardless of whether you have interest or not, how likely would you be to consider **St. Paul** as a destination for leisure travel?

# LIKELIHOOD OF CONSIDERING ST. PAUL A DESTINATION FOR LEISURE TRAVEL



- Very likely
- Somewhat likely
- Not at all likely



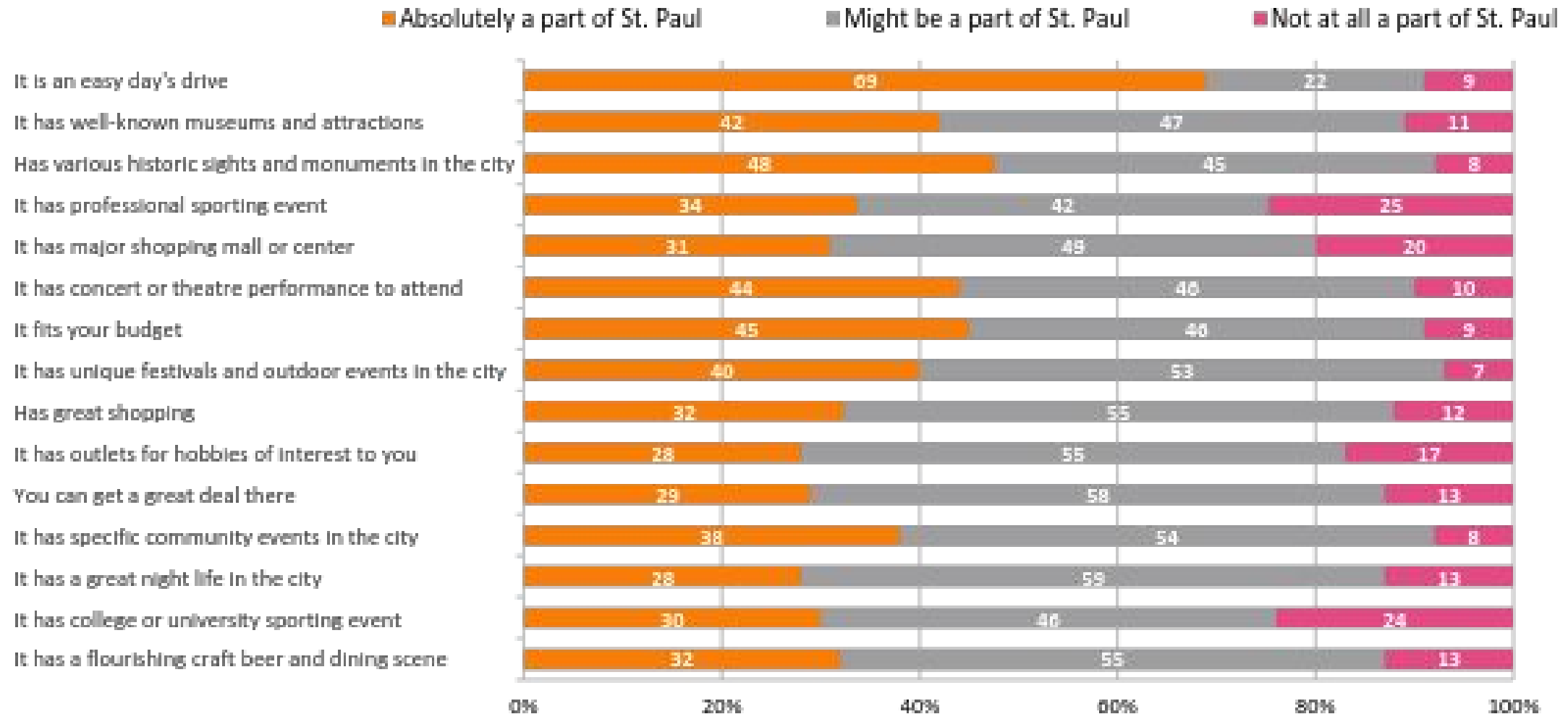


**Proximity and family & friends' experiences are top qualities people like in coming to Saint Paul.**



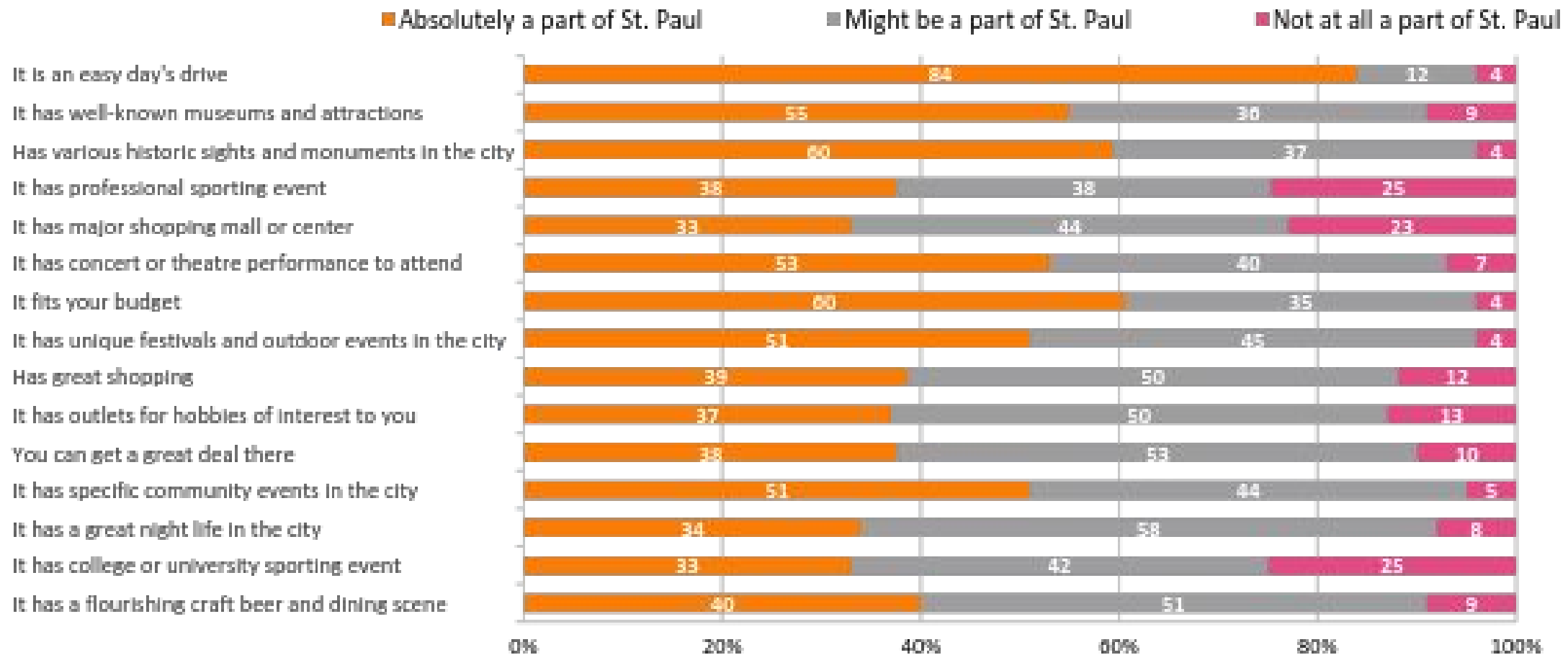
Why would you be very likely to consider St. Paul?

# Characteristics people associate with visiting Saint Paul.



Below are a series of elements or attractions that may or may not be a part of St. Paul. For each, please indicate if you know it is part of St. Paul.

# Characteristics people associate with visiting Saint Paul - amongst those who have visited Saint Paul.



Below are a series of elements or attractions that may or may not be a part of St. Paul. For each, please indicate if you know it is part of St. Paul.

# Top attractions and activities visitors are aware of.

- Minnesota State Capitol (69%)
- Professional sports (including MN Wild & Saint Paul Saints) (+60%)
- Great museums (59%)
- Mississippi National River & Recreation Area (including Padleford sightseeing) (+/- 57%)
- Neighborhoods + Restaurants + Craft Brew (57%)
- Biking outdoors (55%)
- Como Zoo & Conservatory (53%)
- Shopping (including no sales tax incentive) (+/- 51%)
- Historical sights (including Cathedral of Saint Paul, Wabasha Street Caves & Indian Mounds Park) (+/- 50%)