



Economic and Social Contributions of the Beltrami County Fair in Minnesota

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OVERVIEW

- Project background
- Project setting
- Methods
- Economic value of the Fair
- Attendee survey results
- Discussion



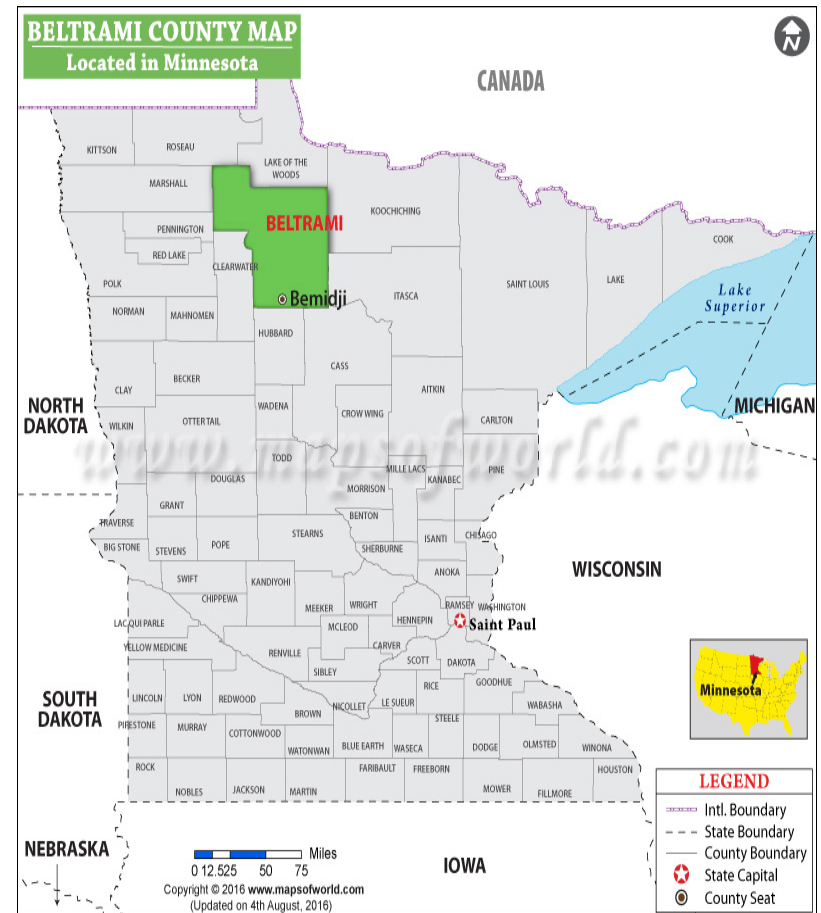
PROJECT BACKGROUND

- **Beltrami County Agricultural Association:**
 - Wanted to understand and enhance the economic & social value of the County Fair
 - Approached Extension to implement the project



PROJECT SETTING

- Northwest MN
- Bemidji:
 - County seat
 - Fairgrounds
 - 1st City on Mississippi
- Beltrami County Fair:
 - 2nd week of Aug
 - ~30,000 attendees



METHODS

- **On-site survey:**
 - Wed. Aug 8th- Sunday Aug 12th, 2018
 - A team of six paid surveyors
- **Responses:**
 - 663 attendee surveys
 - 53 vendor surveys
 - 97 exhibitor surveys
- **Data analysis with SPSS**



ECONOMIC VALUE OF THE COUNTY FAIR

- The Fair generated an estimated **\$1,070,281** of economic activity in the County
- Beltrami County Agricultural Association spent **\$241,531**
- For every dollar invested in the Fair, **\$4.43** of additional spending was created



ECONOMIC VALUE OF THE COUNTY FAIR



	Total spending
Fair attendee	\$308,560
Vendors	\$269,500
Exhibitors	\$241,531



Attendee spending	Mean (\$)
Food and beverages on Fairgrounds	10.70
Retail purchases off Fairgrounds	3.40
Carnival	2.90
Transportation (incl. gas)	2.70
Food and beverages off Fairgrounds	2.00
Grandstand events on the day of the survey	2.00
Merchandise on Fairgrounds	1.80
Other	1.50
Camping on Fairgrounds	0.60
Lodging off Fairgrounds	0.40
Total	\$28.00

- **A total of \$112 for a family of four**



ATTENDEE SURVEY RESULTS (1)

- **High satisfaction:**
 - 95% satisfied or highly satisfied with the Fair
 - 99.1% agreed or strongly agreed the Fair was family friendly
- **Attendees enjoyed:**
 - Animals (74.3%)
 - Seeing family & friends at the Fair (62.6%)
 - Food & beverages (55.6%)
 - Atmosphere of the Fair (53.5%)
- **Attendee engagement:**
 - Attended an average of 2.4 days
 - 21% engaged with 4-H activities
- **Interest in new events related to Native American culture**



ATTENDEE SURVEY RESULTS (2)

- Fair information sources:
 - Past fair attendance (61%)
 - Word of mouth (36%)
 - Radio (21%)
- Respondent demographics:
 - 62% women
 - Average age: 48
 - 70% lived in Beltrami County
 - 61% lived in Bemidji



DISCUSSION (1)

- Attendees' spending:
 - Opportunity for more spending in surrounding community
 - Opportunity to increase foot traffic to vendors
- Audience:
 - Loyal repeat attendees who attend multiple days
 - Important marketing outlets: radio, newspaper, Facebook, Fair website
- Low grandstand event attendance: an opportunity for further growth



DISCUSSION (2)

▪ **Attributes of the Fair:**

- Maintain quality of animal barns and food & beverages
- Social aspects: seeing friends/family, atmosphere
- Fair perceived as safe and family friendly

▪ **Future improvements:**

- Increase awareness of purchasing discounted advance sale midway tickets
- Increase grandstand event attendance
- Outreach to American Indian/Alaska Native communities to encourage attendance





Thank you!
Questions & Comments?

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