

**St. Croix Promotional Campaign
Survey Summary and Comments
Completed May 16, 2005
48 Completed Surveys**

A. Do recall hearing about the “Celebrate Winter on the Sparkling St. Croix Tourism Campaign”?

2005 Based on 48/48 responses

47.9% Yes
41.7% No
10.4% Not Sure

2004 Based on 41/41 responses

32% Yes
51% No
17% Not sure

1. Comparing January through April of this year to last year, has your business increased, decreased or stayed the same?

2005 Based on 45/48 responses

15.6% Increased
35.6% Decreased
48.9% Stayed the same

2004 Based on 40/41 responses

12% Increased
50% Decreased
38% Stayed the same

1a. (If increased) About what percent has it increased?

2005 Based on 3/45 responses

% of Increase	Freq.	% of Responses
10%	1	33.3%
20%	2	66.7%

2004 Based on 3/41 responses

% of Increase	Freq.	% of Response
3%	1	33.3%
4%	1	33.3%
5%	1	33.3%

1b. (If increased) Approximately how many dollars did your business generate this year from January through April? Please answer in gross dollars.

2005 Based on 1/45 responses

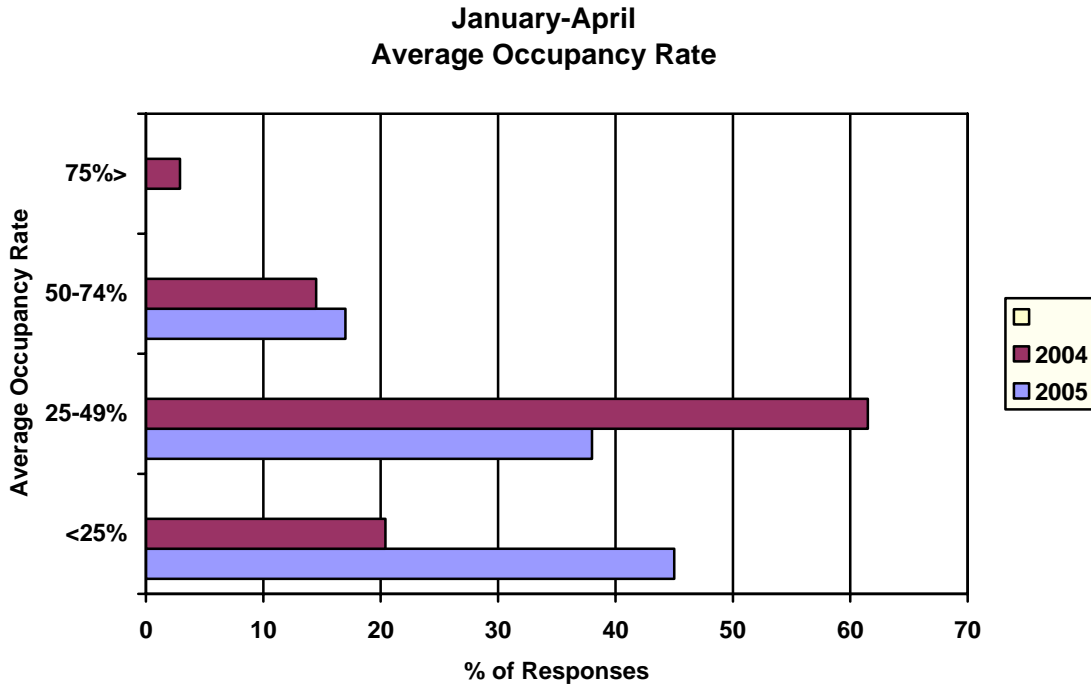
Increase in Gross Dollars	Freq	% of responses
\$20,000	1	100%

2004 No cases found

1c. If your business decreased or stayed the same, why do you think this occurred?

See the Comments Report at the end of this summary.

2. What was your average occupancy rate for this year from January through April?



2005 Occupancy Rate

Avg. Occ Rate	Freq.	% of Responses	Avg. Occ. Rate	Freq.	% of Responses
5	1	3.4%	35	3	10.3%
10	2	6.9%	40	1	3.4%
12	1	3.4%	45	1	3.4%
15	1	3.4%	50	1	3.4%
20	4	13.8%	57	1	3.4%
23	4	13.8%	60	2	6.9%
25	3	10.3%	70	1	3.4%
26	2	6.9%	TOTAL	29	100%
30	1	3.4%			

2a. Was this an increase, decrease, or about the same compared to last year for the same time span?

2005 Based on 43/48 responses

- 16.3% Increase
- 32.6% Decrease
- 46.5% The same
- 4.7% No response

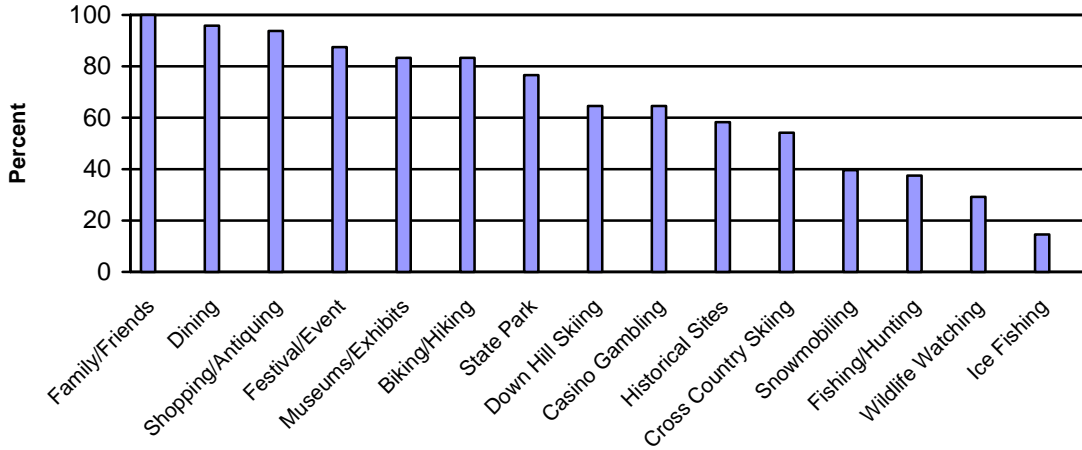
2004 Based on 41/41 responses

- 10% Increase
- 51% Decrease
- 37% The same
- 2% No response

3. Listed below are several activities that tourist can do when they come to an area. As I read each one, please tell me if any of your customers mentioned doing that activity while they were in the area. More than one selection per person was possible.

Based on 47-48/48

Activity Participation 2005



2005		2004	
100%	Visit family or friends	100%	visit family or friends
95.8%	Dining or eating at restaurants	100%	shopping or antiquing
93.8%	Shopping or antiquing	100%	dining or eating at restaurants
87.5%	Visit a festival or event	98%	biking or hiking
83.3%	Visit museums or exhibits	93%	visit a state park
83.3%	Biking or hiking	88%	visit a festival or event
76.6%	State park	81%	visit museums or exhibits
64.6%	Downhill skiing	78%	fishing or hunting
64.6%	Gambling at casino	66%	wildlife watching
58.3%	Visit historical sites	56%	visit historical sites
54.2%	Cross country skiing	49%	cross country skinning
39.6%	Snowmobiling	37%	down hill skiing
37.5%	Fishing or hunting	24%	gambling at a casino
29.2%	Wildlife watching	12%	snowmobiling
14.6%	Ice fishing	5%	ice fishing

COMMENTS REPORT

Question 1c. If your business decreased or stayed the same, why do you think this occurred?

- 14x Don't know
- 13x Economy
- 4x Gas prices
- 3x Usually slow during winter months
- 2x Weather
- 1x Tourism industry is changing to B & B Industry
- 1x 9/11
- 1x People not spending as money

Additional Comments:

- 1x Small increase in business
- 1x Just bought business March of this year
- 1x Don't know specific numbers off hand

End of Survey Summary and Comments