

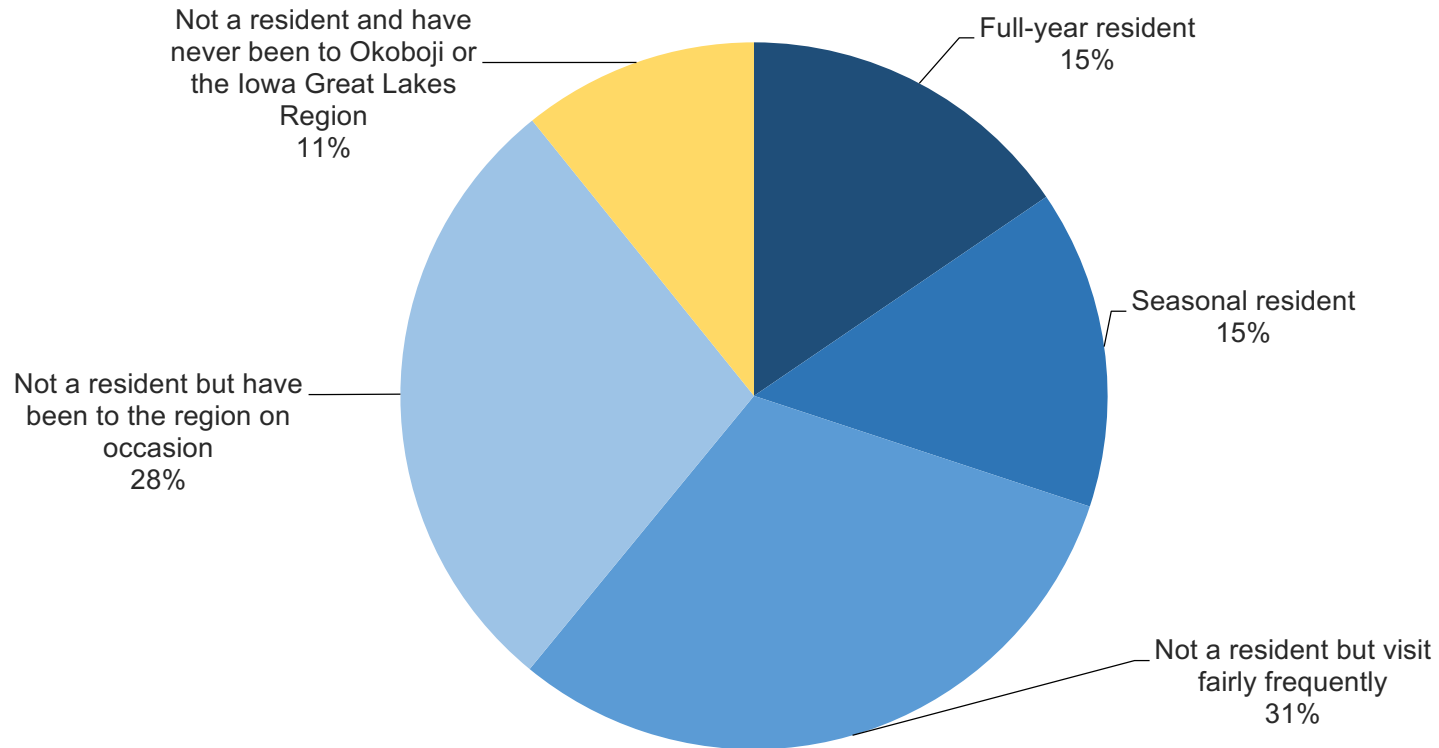
**OKOBOJI TOURISM
RESEARCH SUMMARY REPORT**

OBICREATIVE • NOVEMBER 28, 2017



Resident/Visitor Status

- A good mix of full- and part-time residents, frequent and occasional visitors, and those who have never been to the Okoboji area are represented in this study.



Are you a resident of Okoboji or the Iowa Great Lakes Region and if not, how often (if ever) do you visit the area? Based on the total sample (n=452).

Respondent Characteristics

- Each of the sub-segments are skewed toward older respondents over age 54 and females.

Characteristic	Full Year Resident (n≈70)	Seasonal Resident (n≈66)	Frequent Visitor (n≈140)	Occasional Visitor (n≈127)	Never Visited Okoboji (n≈49)
AGE					
18-24	1%	0%	0%	1%	2%
25-34	7%	2%	5%	2%	0%
35-44	17%	17%	14%	11%	19%
45-54	26%	24%	21%	26%	25%
55-64	28%	39%	38%	35%	31%
65+	20%	18%	22%	24%	23%
GENDER					
Male	36%	27%	34%	36%	25%
Female	64%	73%	66%	64%	75%

Respondent Characteristics (continued)

- It seems logical that seasonal residents are more likely than their counterparts to have relatively higher household incomes.
- It is interesting to see that those who have never visited Okoboji tend to have relatively lower annual household incomes than the other segments.
- The presence of children under age 18 in the household is consistent across all segments, with the exception of those under age 45, which is logical.

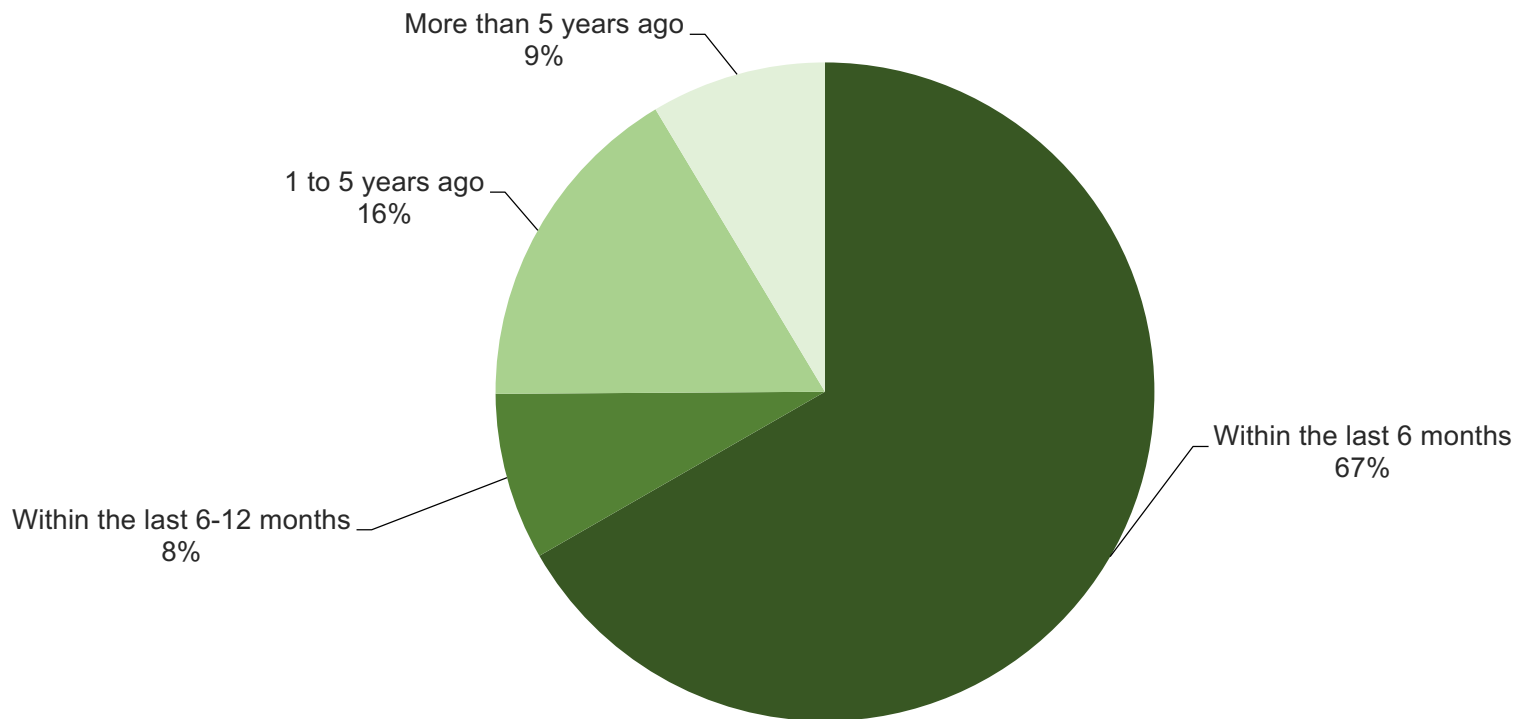
Characteristic	Full Year Resident (n≈70)	Seasonal Resident (n≈66)	Frequent Visitor (n≈140)	Occasional Visitor (n≈127)	Never Visited Okoboji (n≈49)	Under Age 45 (n≈83)	Age 45 Or Over (n≈360)
ANNUAL HOUSEHOLD INCOME							
Under \$25,000	5%	0%	4%	5%	7%	--	5%
\$25,000 to less than \$50,000	11%	6%	18%	21%	45%	13%	20%
\$50,000 to less than \$75,000	11%	9%	18%	19%	19%	20%	15%
\$75,000 to less than \$100,000	27%	15%	22%	15%	13%	20%	19%
\$100,000 to less than \$125,000	18%	17%	9%	20%	13%	17%	15%
\$125,000 to less than \$150,000	16%	9%	11%	9%	3%	10%	11%
\$150,000 or more	13%	43%	17%	9%	0%	19%	16%
CHILDREN UNDER AGE 18 IN HOUSEHOLD							
Yes	27%	27%	25%	25%	28%	68%	17%
No	74%	73%	75%	75%	72%	32%	83%

Respondent's Zip Code

	Full Year Resident (n=70)	Seasonal Resident (n=66)	Frequent Visitor (n=140)	Occasional Visitor (n=127)	Never Visited Okoboji (n=49)
AL/AR/AZ	--	2%	1%	7%	4%
CA	--	5%	2%	2%	--
CO	--	2%	3%	2%	--
FL/GA	--	--	--	3%	--
HI	--	--	--	1%	--
Carroll, IA	--	2%	3%	--	--
Cedar Rapids, IA	--	2%	5%	6%	2%
Council Bluffs, IA	--	11%	6%	--	2%
Creston, IA	--	--	1%	1%	--
Davenport, IA	--	--	1%	2%	--
Des Moines, IA	--	11%	16%	13%	6%
Dubuque, IA	--	--	--	1%	--
Fort Dodge, IA	--	5%	5%	2%	--
Mason City, IA	--	--	1%	2%	--
Ottumwa, IA	--	--	--	1%	2%
Sheldon, IA	--	9%	1%	2%	--
Shenandoah, IA	--	--	--	1%	--
Sioux City, IA	--	8%	5%	--	--
Spencer, IA	100%	15%	2%	1%	--
Waterloo, IA	--	--	2%	1%	2%
IL	--	--	5%	6%	2%
IN	--	--	1%	--	8%
KS	--	5%	--	3%	2%
KY	--	--	--	1%	4%
Lincoln, NE	--	--	5%	3%	6%
Omaha, NE	--	9%	11%	9%	2%
Other, NE	--	2%	3%	5%	4%
MD	--	--	--	1%	--
MI	--	--	--	2%	4%
MN	--	6%	14%	13%	10%
MO	--	--	3%	3%	8%
MS	--	--	--	--	2%
ND	--	--	1%	1%	--
NY	--	--	--	1%	2%
OH	--	--	--	--	8%
OK	--	--	--	1%	2%
SD	--	9%	4%	5%	4%
TN	--	--	--	--	2%
TX	--	2%	1%	1%	8%
WI/WV	--	--	--	1%	2%

Last Trip To Okoboji Area For Frequent And Occasional Visitors

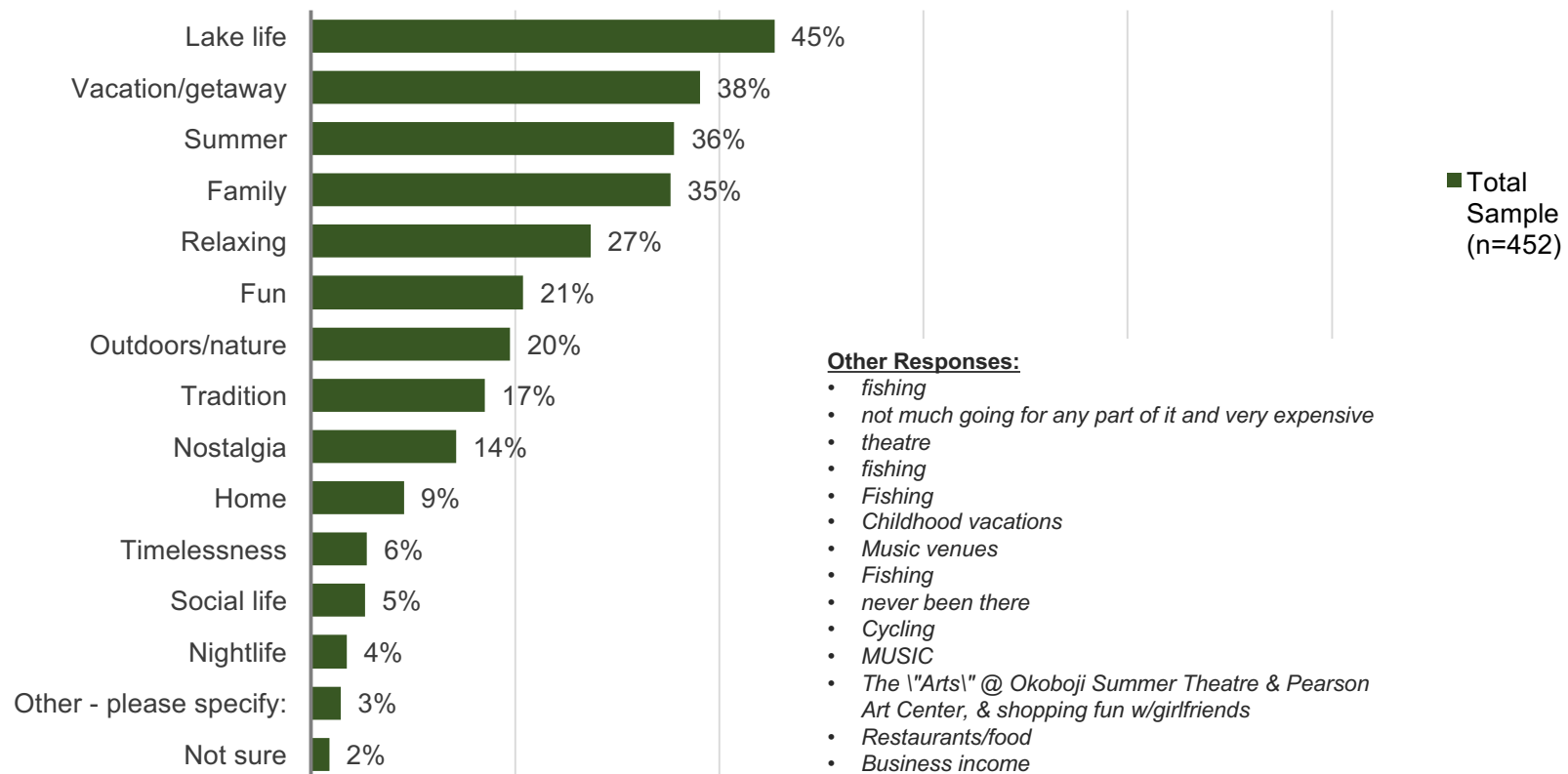
- Three-quarters (75%) of frequent and occasional visitors have been to Okoboji within the last year. Only a small share (9%) last visited Okoboji more than 5 years ago.



How long ago was your last visit to Okoboji or the Iowa Great Lakes Region? Asked only of frequent and occasional visitors (n=267).

Characteristics Associated With The Okoboji Area

- When considering all respondents who took the survey, “lake life” tops the list of characteristics associated with Okoboji, followed fairly closely by “vacation/getaway,” “summer” and “family.”
- “Relaxing,” “fun” and “outdoors/nature” were also mentioned fairly often.

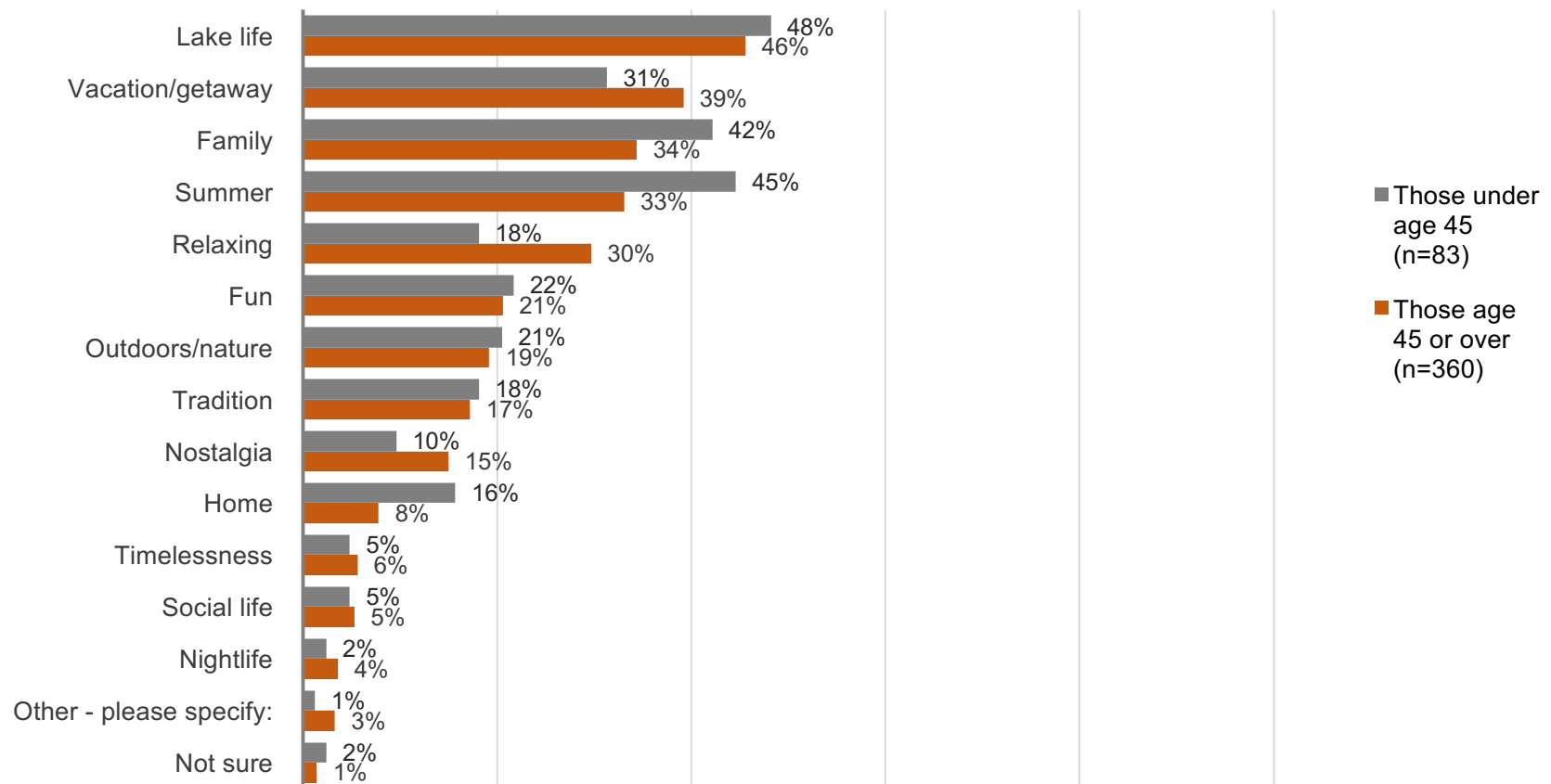


Which of the following do you associate with Okoboji/the Iowa Great Lakes Region? Please select the top 2 or 3.

Characteristics Associated With The Okoboji Area

Younger Versus Older Respondents

- Regardless of age, “lake life” tops the list of characteristics associated with Okoboji.
- For those under age 45, “summer” and “family” contend closely with “lake life.” Additionally, “summer” and “family” are more often associated with those under age 45 versus their relatively older counterparts.
- Conversely, “relaxing” was selected notably more often by those age 45 or older.




Which of the following do you associate with Okoboji/the Iowa Great Lakes Region? Please select the top 2 or 3.

Characteristics Associated With The Okoboji Area By Frequency Of Visitation

- Review of the characteristics associated with Okoboji by the frequency of visitation segments shows that “lake life” and “summer” made it into the top four for all segments.
- As might be expected, “vacation” is in the top four among non-residents.
- A notable share who visit the area most often (seasonal residents, frequent visitors and occasional visitors) associate “family” with Okoboji.

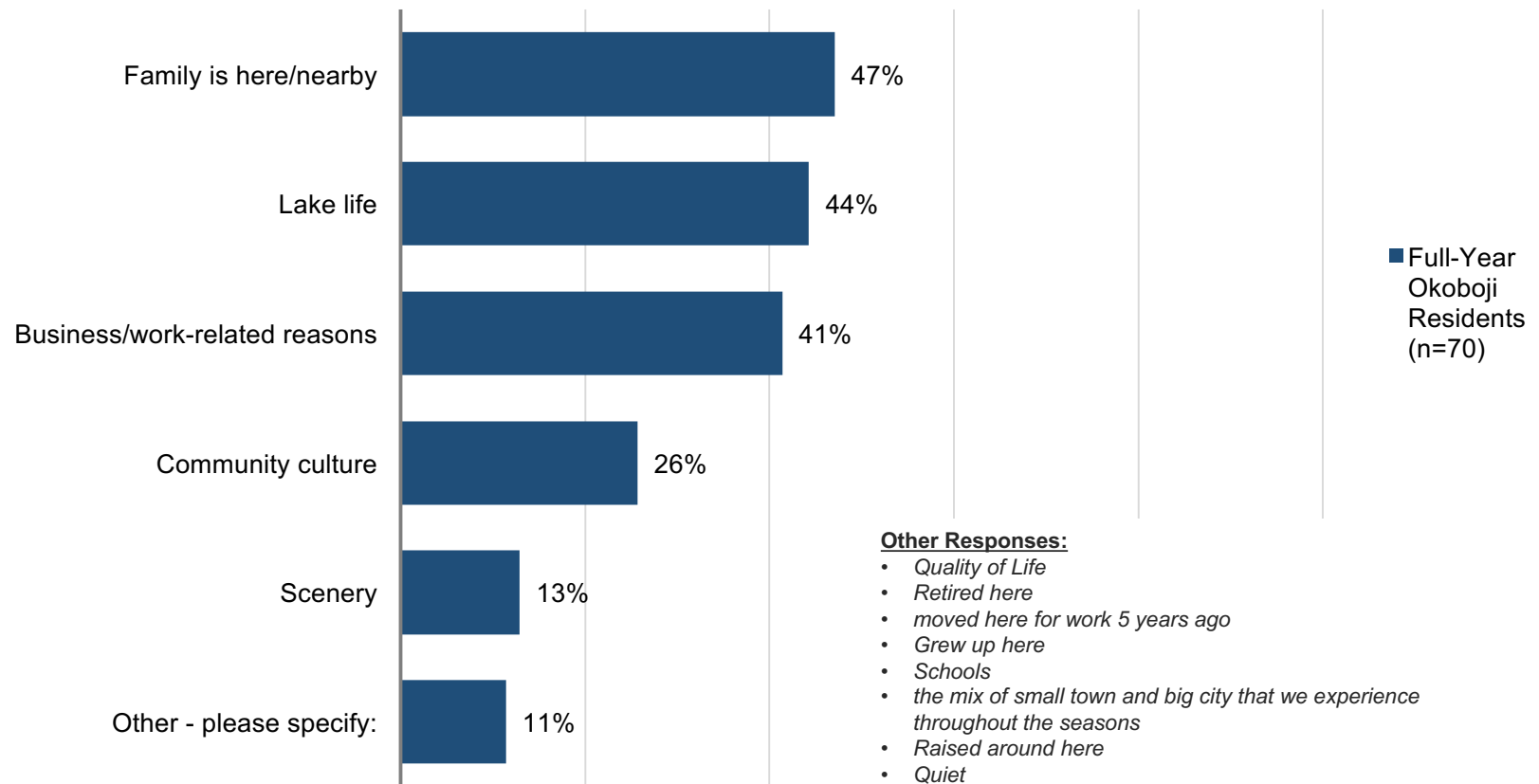
Characteristic	Full-Year Resident (n=70)	Seasonal Resident (n=66)	Frequent Visitor (n=140)	Occasional Visitor (n=127)	Never Visited (n=49)
Vacation/getaway	13%	14%	41%	58%	45%
Summer	34%	27%	35%	44%	29%
Lake life	57%	65%	41%	38%	33%
Family	26%	55%	43%	30%	16%
Relaxing	17%	32%	31%	28%	22%
Fun	14%	20%	22%	23%	22%
Nostalgia	13%	15%	15%	18%	2%
Outdoors/nature	27%	18%	16%	15%	33%
Tradition	13%	26%	27%	8%	6%
Timelessness	6%	9%	5%	6%	2%
Nightlife	6%	5%	1%	6%	2%
Home	39%	8%	4%	2%	0%
Social life	14%	5%	6%	2%	0%
Other - please specify:	7%	2%	2%	2%	4%
Not sure	0%	0%	0%	0%	16%

 = Top 4 Responses

Which of the following do you associate with Okoboji/the Iowa Great Lakes Region? Please select the top 2 or 3.

Top Reasons Full-Year Residents Live In The Okoboji Area

- Those who live in the Okoboji area selected “family,” “lake life” and “business/work-related” most often as the reasons they reside in the area.



What are the top two reasons you live in Okoboji or the Iowa Great Lakes Region?

Top Reasons Respondents Visit Okoboji By Frequency Of Visitation

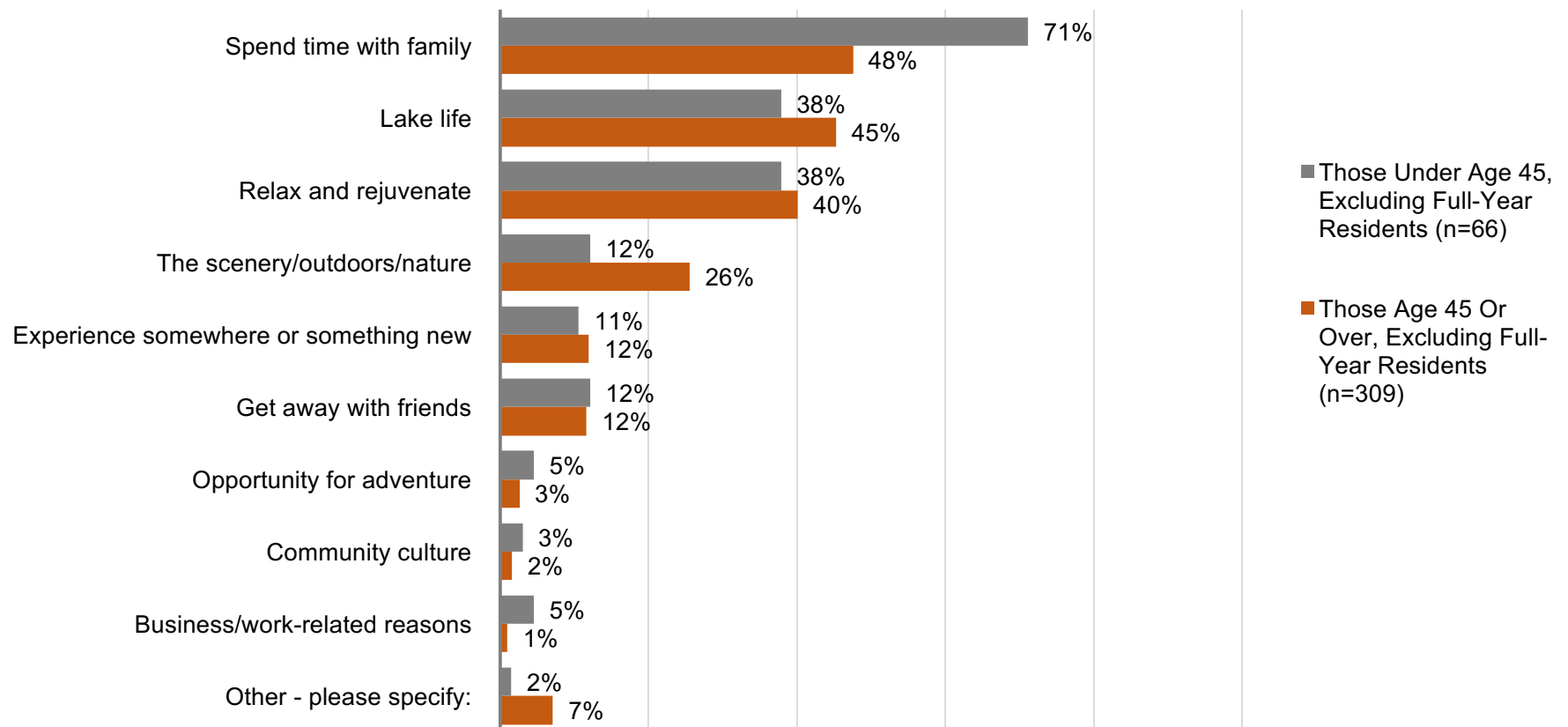
- For those who have never been to Okoboji, “the scenery” and “to experience something new” are the main draws, while “lake life” is not far behind.
- For occasional visitors, the main draw is to “spend time with family” followed by “relax and rejuvenate” and “lake life.”

	Seasonal Residents (n=66)	Frequent Visitors (n=140)	Occasional Visitors (n=128)	Never Been To Okoboji (n=49)
Spend time with family	55%	57%	50%	35%
Relax and rejuvenate	36%	46%	37%	37%
Lake life	62%	47%	31%	41%
The scenery/outdoors/nature	20%	19%	20%	51%
Experience somewhere or something new	--	1%	16%	49%
Get away with friends	8%	13%	16%	6%
Opportunity for adventure	--	1%	5%	6%
Business/work-related reasons	5%	1%	2%	--
Community culture	2%	2%	2%	2%
Other - please specify:	6%	4%	9%	6%

What are the top two reasons you visit or spend part of the year in/might be interested in visiting Okoboji/the Iowa Great Lakes Region?

Top Reasons Interested In Visiting Okoboji Younger Vs. Older Respondents

- While “spending time with family” tops the list for both age groups, it is clearly more of a reason for relatively younger versus older respondents.
- It is also worth noting that for older respondents, “lake life” and “relax and rejuvenate” contend pretty closely with “spending time with family.”
- Older respondents also selected “scenery/outdoors/nature” notably more often than their younger counterparts.



What are the top two or three reasons you visit/might be interested in visiting Okoboji or the Iowa Great Lakes Region?

Activities Enjoyed The Most When Visiting Okoboji By Frequency Of Visitation

- Those who live in or have been to Okoboji are most interested in “lake activities,” “family fun” and “food and drink.”
- For those who have never been to the area, “lake activities” tops the list, followed by “beaches and swimming,” “scenic nature parks and trails,” “family fun,” “food and drink” and “fishing.”
- Full-year residents are more likely than their counterparts to enjoy “area festivals and events” with their out-of-town guests.

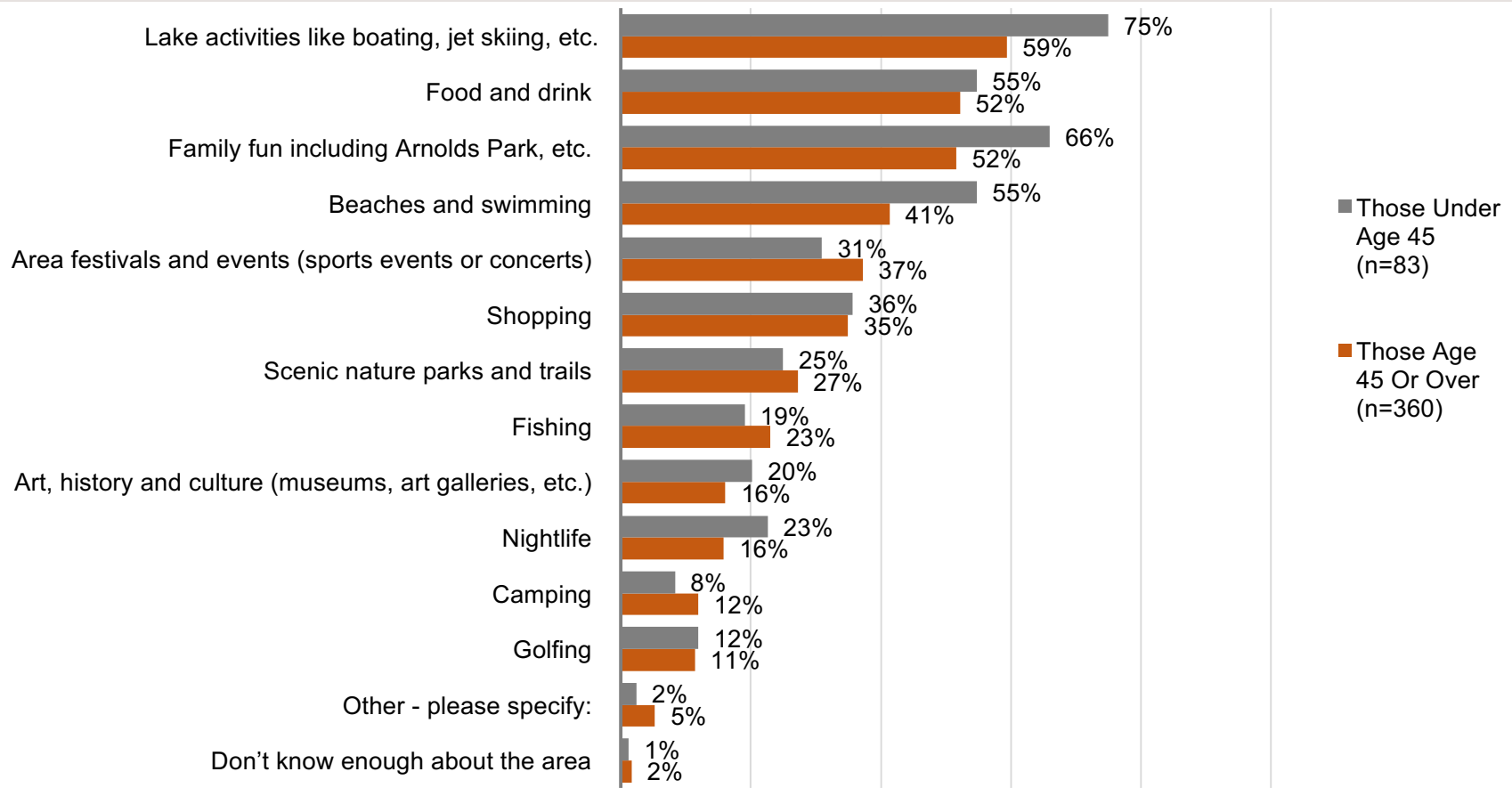
Activities	Full-Year Residents (n=70)	Seasonal Residents (n=66)	Frequent Visitors (n=140)	Occasional Visitors (n=128)	Never Been To Okoboji (n=49)
Family fun including Arnolds Park, etc.	63%	50%	59%	51%	35%
Food and drink	64%	61%	54%	51%	33%
Lake activities like boating, jet skiing, etc.	69%	80%	67%	47%	51%
Beaches and swimming	40%	39%	46%	47%	41%
Shopping	36%	35%	44%	32%	16%
Scenic nature parks and trails	26%	26%	30%	20%	37%
Area festivals and events (sports or music)	59%	50%	39%	17%	22%
Fishing	17%	26%	26%	15%	33%
Art, history and culture (museums and galleries, etc.)	26%	20%	16%	12%	25%
Golfing	20%	15%	9%	12%	6%
Nightlife	23%	26%	21%	10%	4%
Camping	6%	6%	14%	8%	27%
Other - please specify:	4%	6%	4%	6%	%
Don't know enough about the area	NA	NA	NA	NA	16%

When you have family or friends in from out of town, what types of activities are you most likely to do with your guests? Please select all that apply.

What are you MOST interested in doing while you're in Okoboji or the Iowa Great Lakes Region? Please select all that apply.

Activities Interested In When Visiting Okoboji Younger Vs. Older Respondents

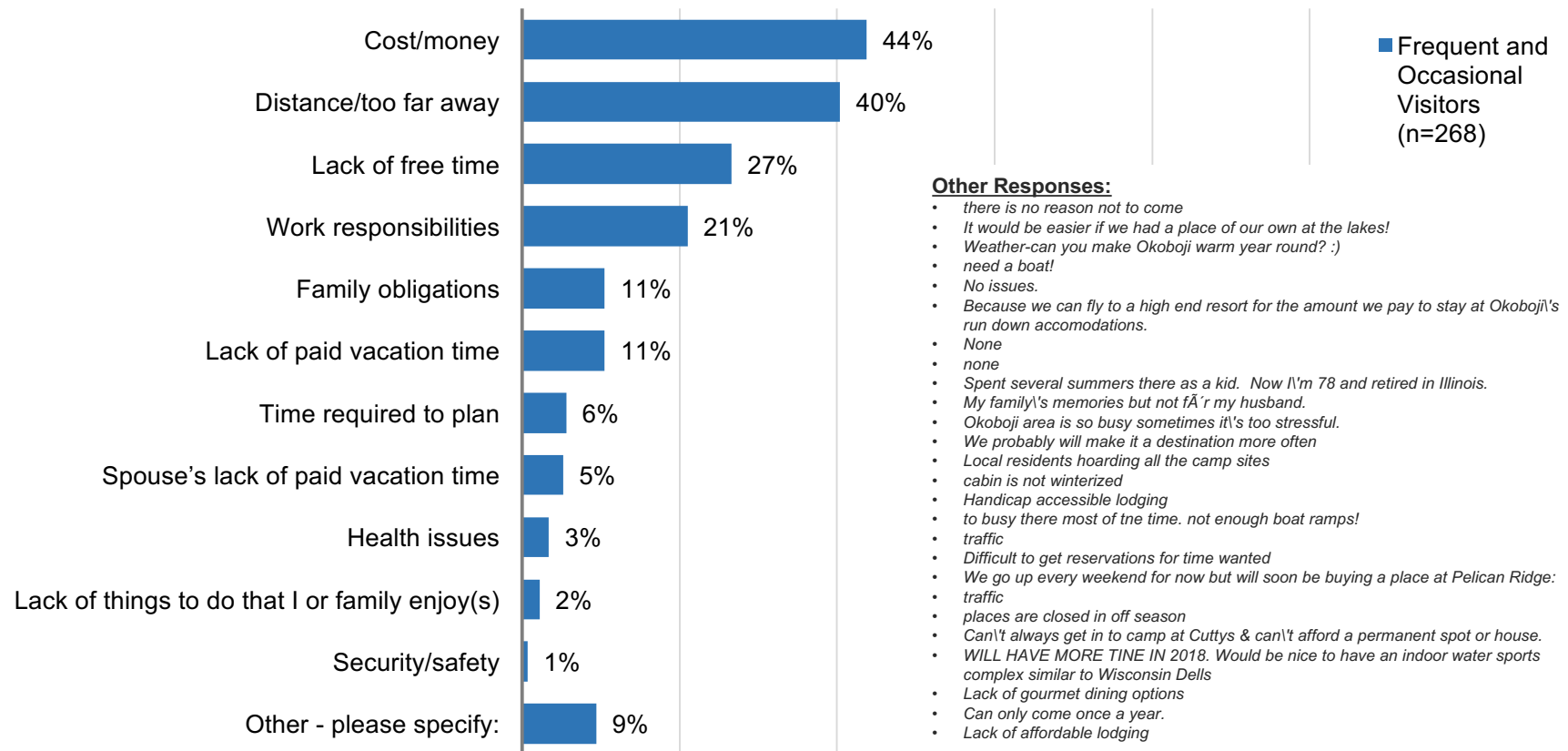
- While “lake activities” tops the list for both age segments, relatively younger respondents (under age 45) are far more likely to be interested in this than their older counterparts.
- “Food and drink,” “family fun” and “beaches and swimming” round out the top 4 activities of interest for both age groups.
- Not surprisingly, younger respondents are more likely than older respondents to be interested in “nightlife” activities.



What are the top two or three reasons you visit/might be interested in visiting Okoboji or the Iowa Great Lakes Region?

Top Barriers For Visiting Okoboji Among Frequent And Occasional Visitors

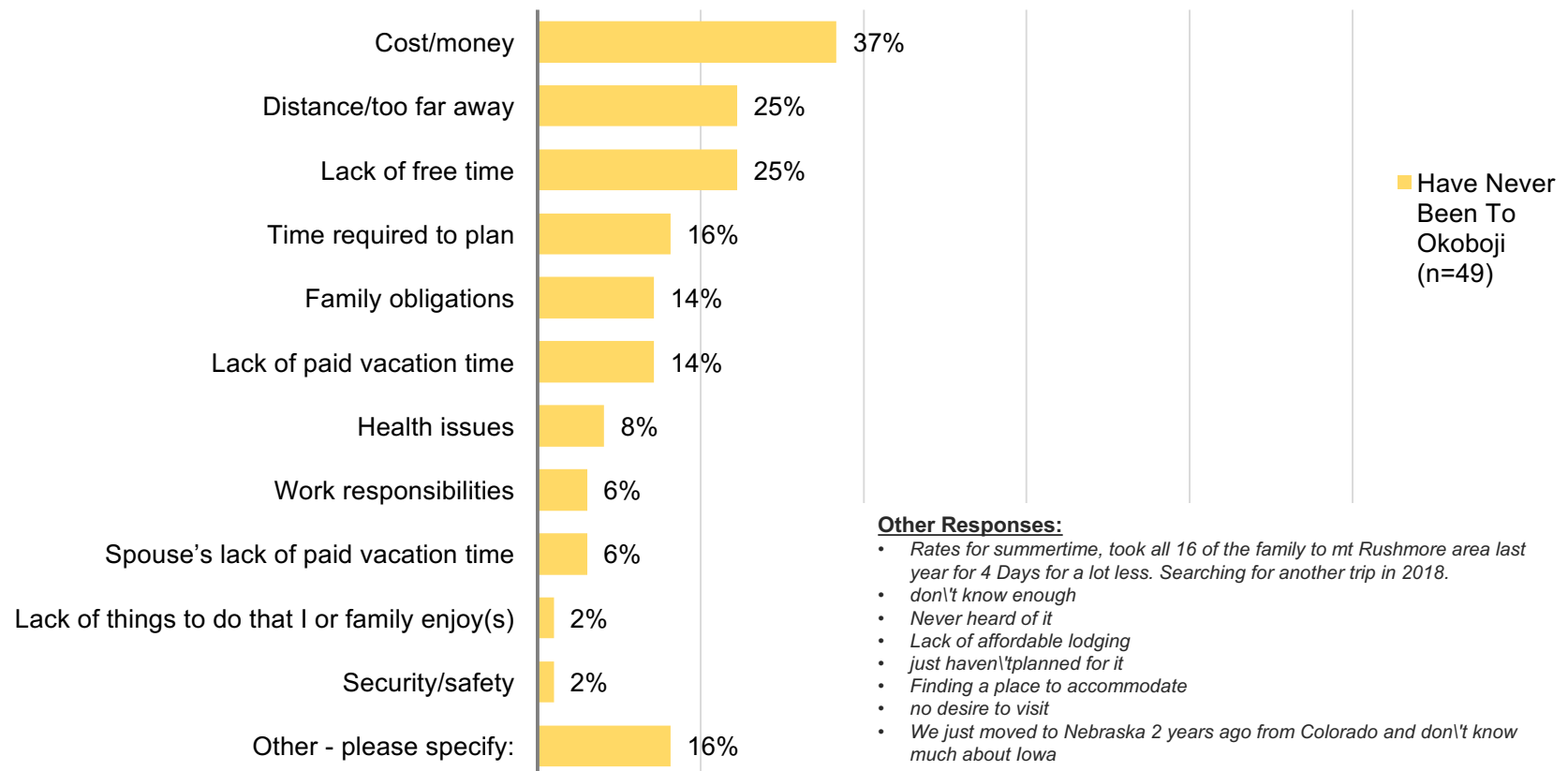
- “Cost” and “distance” are the top barriers for frequent and occasional visitors.
- “Lack of free time” and “work responsibilities” are other reasons mentioned often enough to deserve note.



Which of the following are major barriers or reasons you don't visit Okoboji or the Iowa Great Lakes Region more often? Please select the top 2 or 3.

Top Reasons Have Never Been To Okoboji

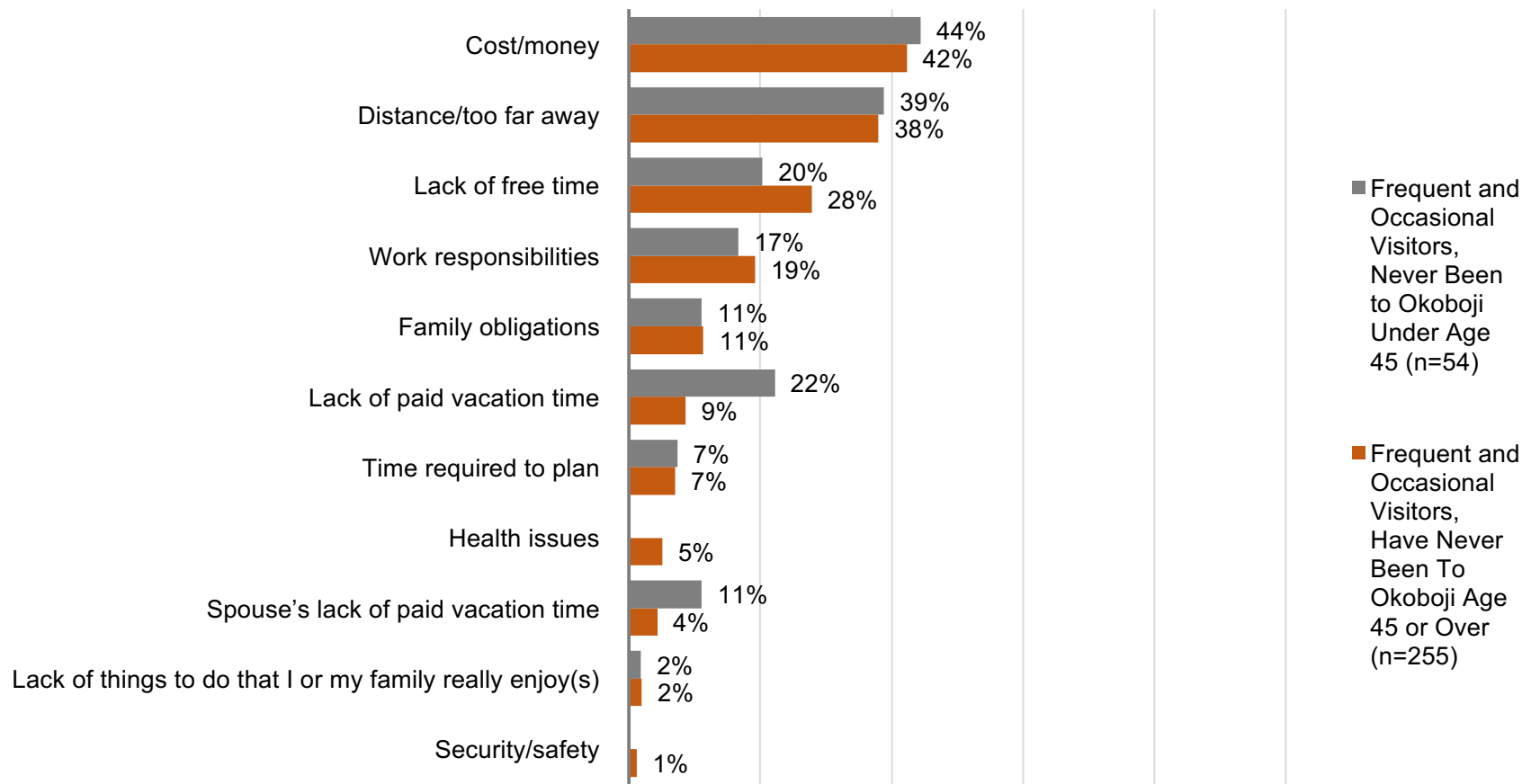
- “Cost” is the primary barrier that stands in the way of those who haven’t been to Okoboji, although this reason was selected by less than half (37%).
- “Distance” and “lack of free time” are other important barriers.



Which of the following are major barriers or reasons you haven't visited Okoboji or the Iowa Great Lakes Region? Please select the top 2 or 3.

Top Barriers For Visiting Okoboji Younger Vs. Older Respondents

- Regardless of age, “cost” and “distance” are the major barriers to visiting Okoboji.
- “Paid vacation time” is more often a barrier for relatively younger versus older respondents.



Which of the following are major barriers or reasons you haven't visited/don't visit Okoboji or Iowa Great Lakes Region more often? Please select the top 2 or 3.

Where Visitors Stay When In Okoboji

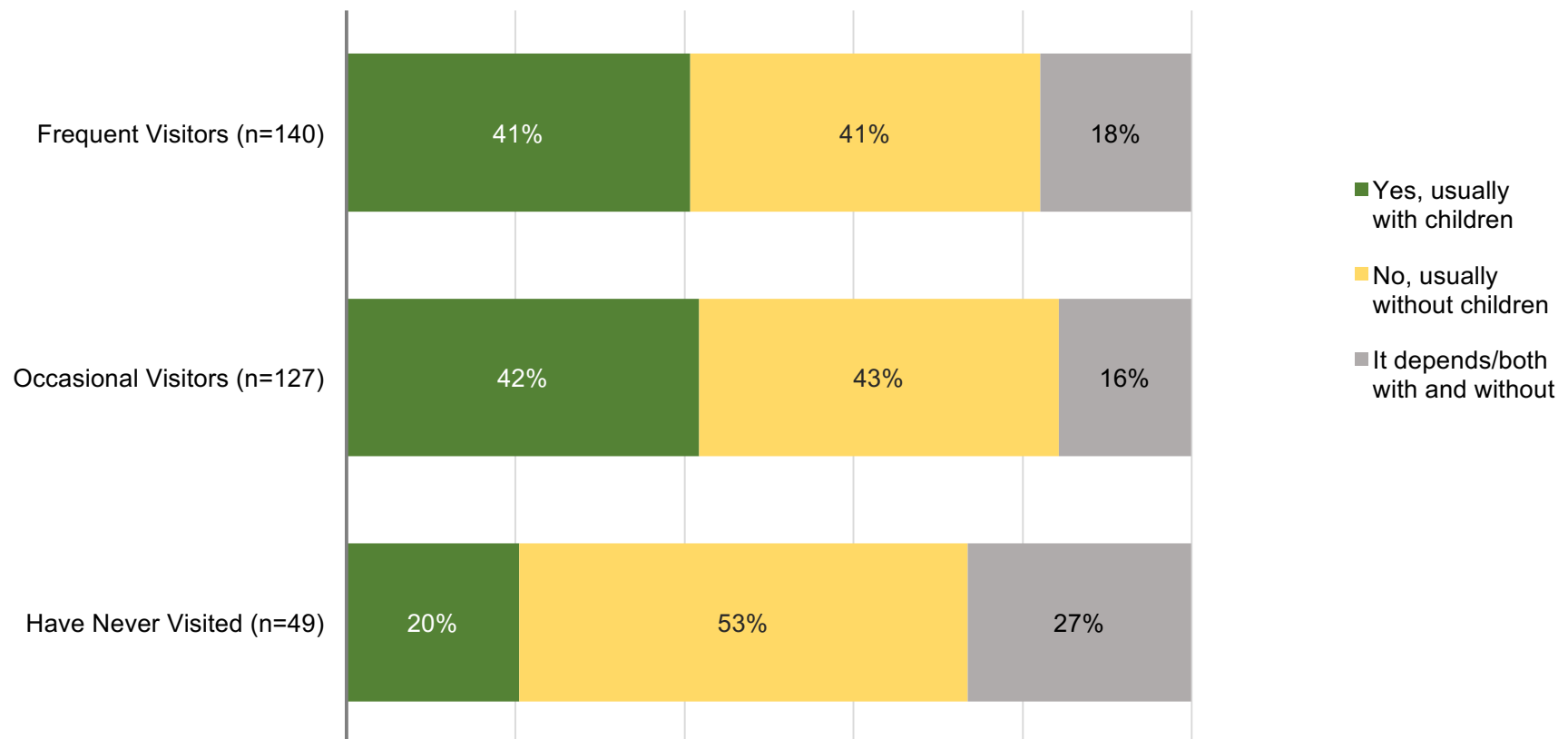
- It is not surprising to see that “family or friend’s place” was selected most often as the place frequent visitors typically stay when visiting Okoboji. Following at some distance are “resorts” and “hotels/motels.”
- Among occasional visitors, the top choices are “resorts” and “hotels/motels.”
- Those who have never been to Okoboji selected “cabins” as their top choice, followed fairly closely by “hotels/motels” and “resorts.”

Response	Frequent Visitors (n=140)	Occasional Visitors (n=127)	Have Never Been To Okoboji (n=49)
Family or friend’s place	38%	14%	--
Resort	30%	33%	39%
Hotel or motel	22%	35%	41%
Campsite/campground	12%	9%	20%
Cabin	11%	11%	49%
Timeshare	7%	9%	6%
Airbnb/VRBO (vacation rentals by owner)	6%	8%	22%
Bed and Breakfast	--	2%	14%
Other - please specify:	13%	8%	2%
Not sure	1%	4%	10%

Where do you typically stay when in Okoboji or the Iowa Great Lakes Region? Please select the top 2.

Incidence Of Traveling With Children To Okoboji By Frequency Of Visitation

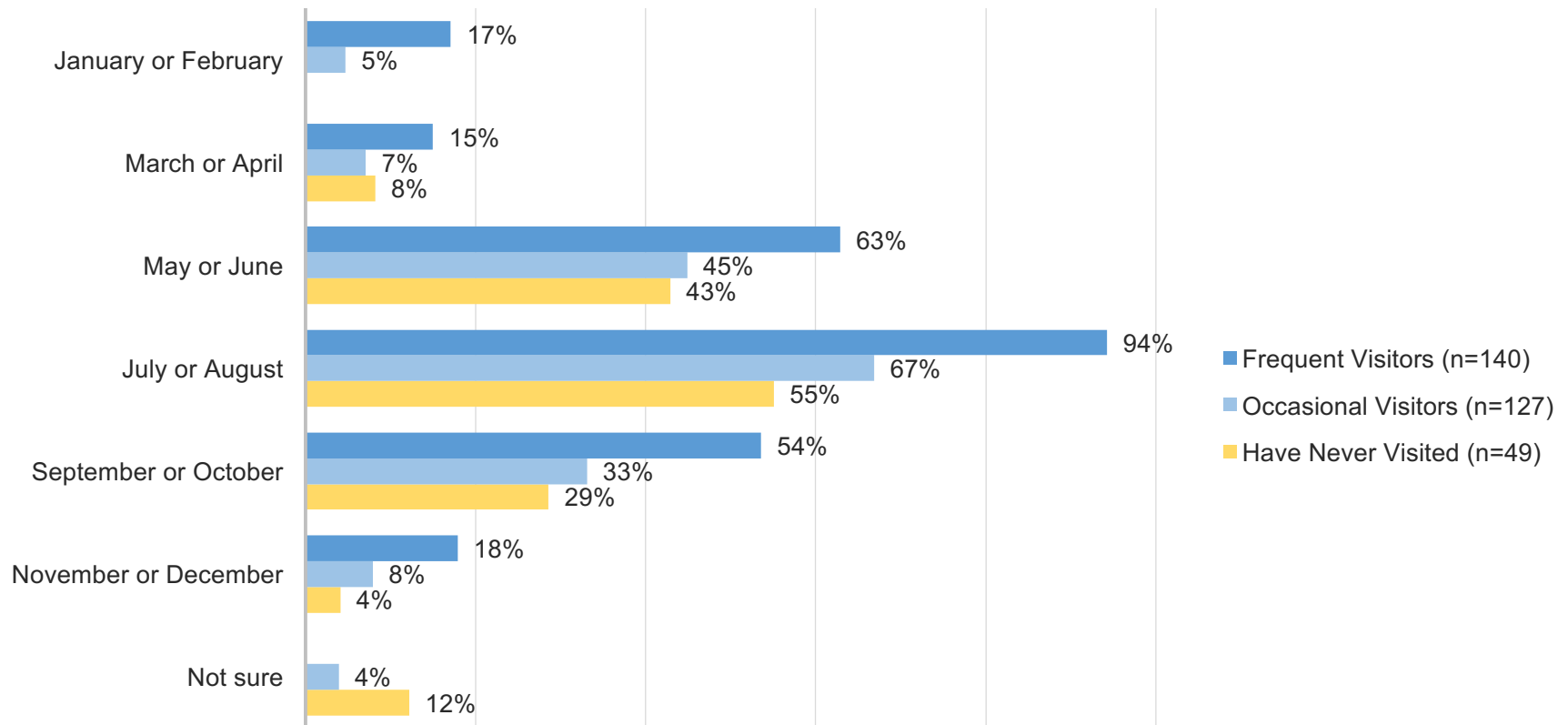
- Results here show that frequent and occasional visitors are fairly equally split between traveling with and without children.
- What's interesting here is that those who have never visited are more likely to visit Okoboji without children.



When visiting/if decided to visit Okoboji or the Iowa Great Lakes Region, are you usually/would you be traveling with children?

Month Typically Visit Okoboji By Frequency Of Visitation

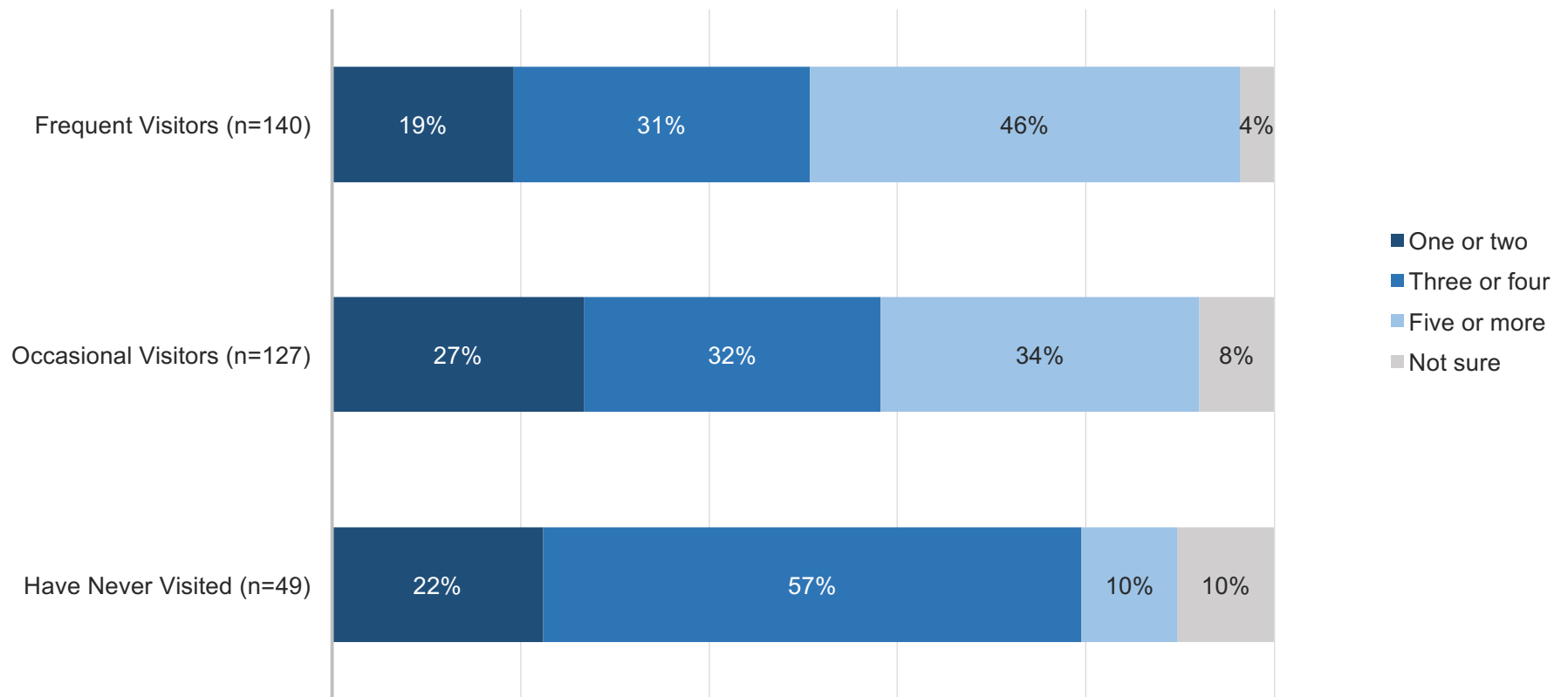
- It's not surprising to see that the majority of Okoboji visits take place in May through October.



What month(s) do you visit/do you think you might visit Okoboji or the Iowa Great Lakes Region? Select all that apply.

Number Of Nights Stay In Okoboji By Frequency Of Visitation

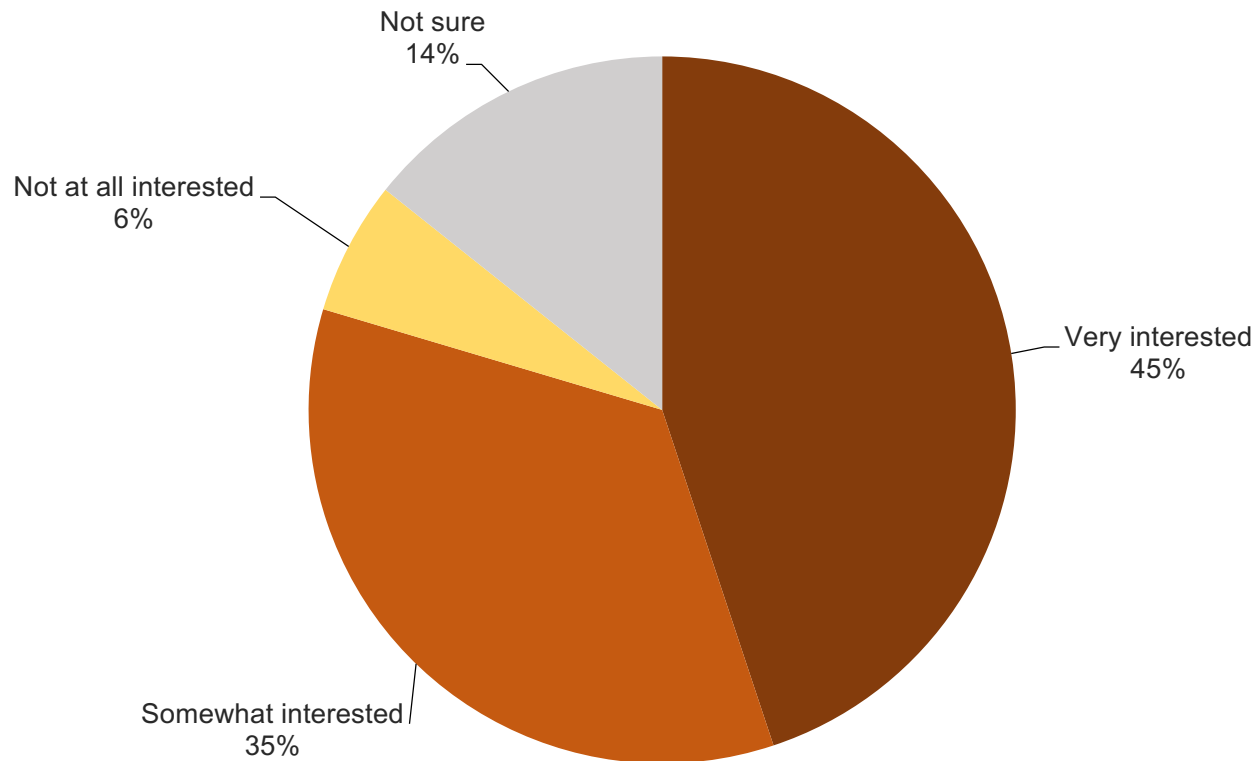
- Results here show that those who have never visited are interested in staying in Okoboji for three or four nights.
- As might be expected, frequent visitors are most likely to spend five or more nights when visiting Okoboji.



How many nights do you generally stay/do you think you might stay in Okoboji or the Iowa Great Lakes Region?

Interest In Visiting Okoboji In The Next Year Or Two Among Those Who Have Never Been

- 80% of those who have never been to Okoboji are at least somewhat interested in visiting the region in the next year or two.



How interested are you in visiting the Okoboji or the Iowa Great Lakes Region in the next year or two? Asked only of those who have never been (n=49).

Key Findings From The Survey

- “Lake life,” “vacation,” “summer” and “family” are the top characteristics associated with Okoboji.
- Both younger (under age 45) and older (age 45 or over) respondents selected “lake life” as the characteristic they associate most often with Okoboji.
- For those who have never visited Okoboji, “scenery/outdoors/nature” and “to experience something new” are important reasons for wanting to visit the area. Those who have never been to the area expressed a greater level of interest in staying in a cabin versus those who have visited Okoboji.
- “Spending time with family” was selected significantly more often by younger (under age 45) versus older (age 45+) respondents as the reason for wanting to visit Okoboji. On the other hand, older respondents are more often motivated by “scenery/outdoors/nature” as a reason for visiting the area.
- “Lake activities,” “family fun” and “food and drink” are the activities respondents in this survey are most interested in when visiting the Okoboji area. For those who have never been, “beaches and swimming” also tops the list.
- While “lake activities” is the most popular activity among both younger (under age 45) and older (age 45+) respondents, the younger audience is more interested in “family activities” than older respondents.
- “Cost” and “distance” are the main reasons respondents don’t visit the area more often or have never been. For those who have never been, “lack of free time” is also a significant barrier.
- Those who have been to Okoboji are fairly evenly split between traveling with and without children. However, those who have never been were notably more likely to express wanting to visit without children.



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