

# State Tourism Flow Studied

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"Where do tourists come from? Where do they go? What do they do? How much do they spend? This article highlights some of the results of a survey of North Dakota tourist groups who traveled outside North Dakota on their vacations, and of nonresidents who vacationed or traveled in North Dakota.

## PURPOSE OF SURVEY

The purpose of the survey of the resident tourists was to determine why they took out-of-state vacations; the places visited; their cash expenditures for travel, living and other items; and the recreational activities in which they engaged.

The nonresident survey was to obtain information regarding the time spent in North Dakota; expenditures made in this state; places visited; recreational activities, and an expression of their likes and dislikes of recreation facilities, lodging and eating places, or other things about which they wished to give an opinion. Tourist group as used in this article includes all the people in one motor vehicle.

The objective of both surveys was to obtain data to assist state and private planners to meet present and future needs of vacationers.

## SURVEY PROCEDURE

The survey of both groups was conducted in the fall of 1967 at eight exit points in North Dakota by personnel of the Department of Agricultural Economics in cooperation with the North Dakota Outdoor Recreation Agency, North Dakota Highway Patrol, and other agencies. The exit points were located near the following towns: West Fargo, Arvilla, Pembina, Portal or Westhope, Williston, Beach, Bowman and Sterling. The survey was conducted at least three times at each point at intervals of two or three weeks.

Each tourist group was asked a few questions which were listed on the enumerator's schedule and these took less than a minute. The group was then given a questionnaire and a stamped return envelope, and asked to fill out the questionnaire and return it to the Department of Agricultural Economics, North Dakota State University. The num-

ber of interviews and questionnaires returned were as follows:

Survey	Number of Interviews	Number of Questionnaires Returned
Resident	892	504
Nonresident	5,055	2,155

The following summary is devoted to the destinations of resident tourist groups, and origin or home and destination of nonresident groups as obtained by the enumerator.

## RESIDENT TOURISTS

**Destination.** The reported destinations of North Dakota vacationers included at least 31 of the 50 states, five Canadian provinces and two other foreign countries. Of the 892 resident tourist groups contacted during the survey, 804 (90 per cent), were going to one of the 50 states, 86 to Canada and one each to Jordan and Bermuda (Table 1).

The destination of almost 40 per cent of the resident groups was Minnesota and more than 10 per cent, Montana. Of the 72 groups going to South Dakota, more than 60 per cent were headed for the Black Hills. Three-fourths of the visitors to Wyoming said Yellowstone National Park was their destination.

Only three groups had as their destination states south of the Ohio River and east of the Mississippi. Also, only four groups said their destination was included within the New England and North Atlantic states. In contrast, 62 (7 per cent) of the 892 groups contacted were going to California, Oregon or Washington.

Winnipeg was the destination of almost two-thirds of the 86 tourist groups traveling to Canada. The Pan American games in Winnipeg accounted for many of the groups going there.

## NONRESIDENT TOURISTS

**Origin.** North Dakota was visited by one or more tourist groups from every state and the District of Columbia and from all the provinces or possessions of Canada. One group came from the Dominican Republic and one from Panama.

About 40 per cent of the 5,055 groups contacted originated in Minnesota. Somewhat less than one-tenth came from California. Other states which accounted for 5 per cent or more of the travelers in North Dakota included Illinois, Michigan, Montana, Washington and Wisconsin.

The home of 712 groups, or almost one-sixth of the total number, was Canada, with the provinces of Alberta, Manitoba, Ontario and Saskatchewan accounting for almost nine-tenths of the tourists from Canada.

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**Destination.** The destinations of the nonresident tourists included all the states but Hawaii, and most of the Canadian provinces. Other foreign countries included Mexico, Panama and Puerto Rico.

One-tenth of the nonresident tourist groups said North Dakota was their destination. California, Oregon and Washington were the destinations of another tenth of the 5,055 resident groups. Also, about one-tenth were headed to either Illinois, Michigan or Wisconsin. The destination of almost one-fifth was Minnesota.

Of the 477 groups going to Montana, one-third said they were going to Glacier National Park. Three-fourths of the 149 nonresident groups whose destination was Wyoming were going to Yellowstone National Park.

**Table 1. Destination of North Dakota tourists and origin and destination of nonresident tourists who traveled in North Dakota.**

Destination or Origin	Resident Tourists		Nonresident Tourists			
	Destination		Origin		Destination	
	Number of Groups	Per Cent	Number of Groups	Per Cent	Number of Groups	Per Cent
All Destinations or Origins	892	100.0	5,055	100.0	5,055	100.0
United States	804	90.1	4,338	85.8	4,036	79.8
Alabama			8	0.2	3	0.1
Alaska			15	0.3	48	0.9
Arizona	3	0.3	36	0.7	10	0.2
Arkansas			4	0.1	2	*
California	23	2.6	414	8.2	151	3.0
Colorado	29	3.3	55	1.1	46	0.9
Connecticut			15	0.3	7	0.1
Delaware	1	0.1	3	0.1	2	*
Florida			34	0.7	17	0.3
Georgia	1	0.1	10	0.2	4	0.1
Hawaii			2	*		
Idaho	9	1.0	34	0.7	35	0.7
Illinois	9	1.0	282	5.6	130	2.6
Indiana	1	0.1	82	1.6	38	0.8
Iowa	10	1.1	141	2.8	67	1.3
Kansas	1	0.1	36	0.7	8	0.2
Kentucky			14	0.3	2	*
Louisiana			7	0.1	1	*
Maine			5	0.1	8	0.2
Maryland	1	0.1	23	0.4	13	0.3
Massachusetts	1	0.1	22	0.4	24	0.5
Michigan	4	0.5	282	5.6	194	3.8
Minnesota	336	37.7	958	19.0	960	19.0
Twin Cities	106	11.9			124	2.4
Lake Regions	47	5.3			18	0.4
Not Specified	183	20.5			818	16.2
Mississippi			4	0.1	2	*
Missouri	2	0.2	47	0.9	12	0.2
Montana	100	11.2	301	6.0	477	9.4
Glacier National Park	8	0.9			166	3.3
Not Specified	92	10.3			311	6.1
Nebraska	3	0.3	48	0.9	11	0.2
Nevada	4	0.5	7	0.1	3	0.1
New Hampshire			3	0.1	2	*
New Jersey	1	0.1	41	0.8	17	0.3

**Table 1 (Continued)**

Destination or Origin	Resident Tourists		Nonresident Tourists			
	Destination		Origin		Destination	
	Number of Groups	Per Cent	Number of Groups	Per Cent	Number of Groups	Per Cent
New Mexico			5	0.1	4	0.1
New York	1	0.1	77	1.5	69	1.4
North Carolina			13	0.3	8	0.2
North Dakota	93	10.4			584	11.6
Ohio	1	0.1	144	2.8	79	1.6
Oklahoma			21	0.4	2	*
Oregon	16	1.8	129	2.6	79	1.6
Pennsylvania			57	1.1	34	0.7
Rhode Island			1	*	1	*
South Carolina	1	0.1	5	0.1	1	*
South Dakota	72	8.1	112	2.2	209	4.1
Black Hills	45	5.1			65	1.3
Not Specified	27	3.0			144	2.8
Tennessee			10	0.2	5	0.1
Texas	4	0.5	60	1.2	14	0.3
Utah	3	0.3	21	0.4	3	0.1
Vermont			3	0.1	1	*
Virginia	1	0.1	43	0.9	20	0.4
Washington	23	2.6	374	7.4	273	5.4
West Virginia			11	0.2	4	0.1
Wisconsin	11	1.2	285	5.6	197	3.9
Wyoming	35	3.9	33	0.6	149	2.9
Yellowstone National Park	27	3.0			113	2.2
Not Specified	8	0.9			36	0.7
Washington, D. C.			1	*	6	0.1
States Not Specified	4	0.5				
Foreign Countries	88	9.9	715	14.2	889	17.6
Bermuda	1	0.1				
Canada	86	9.7	712	14.0	885	17.6
Alberta	1	0.1	104	2.1	115	2.3
British Columbia			63	1.2	74	1.5
Manitoba	57	6.4	213	4.2	282	5.6
Winnipeg	37	4.1			208	4.1
Not Specified	20	2.3			74	1.5
New Brunswick			6	0.1	3	0.1
Nova Scotia			5	0.1	6	0.1
Ontario	3	0.3	156	3.1	89	1.8
Prince Edward Island			2	*		
Quebec	18	2.1	11	0.2	112	2.2
Montreal	3				79	1.6
Not Specified	15	1.8			33	0.6
Saskatchewan	7	0.8	150	3.0	82	1.6
Canada Not Specified			2	*	122	2.4
Dominican Republic			1	*		
England			1	*		
Jordan	1	0.1			1	*
Panama			1	*	1	*
Puerto Rico					2	*
Mexico					2	*
Unknown			2	*	130	2.6

\*Less than 0.05 per cent.

No doubt some of the destinations given by nonresident groups were actually their home locations, as they were near the end of their trip.

A more comprehensive presentation of the results of the survey will be included in a bulletin now being prepared. Emphasis will be placed on items mentioned in the purpose of the survey.