



Summary – Visitor Impression Surveys

This represents responses to paper surveys distributed by the field team.

58 surveys completed.

Are you aware that you have been traveling on the Great River Road?

Yes: 37
No: 20

Have you traveled on the GRR before?

Yes: 30
No: 24

If yes, when was your last visit?

Weekly:	3	2 days ago:	1
Daily:	1	2013:	1
Often:	1	1972:	1

Who are you traveling with? (Some had multiple responses)

With family:	25	With a group:	7
With adults:	11	On my own:	6
With adults/children:	10	With Friends:	6

How many are in your party?

4:	12	11:	2
5:	12	8:	1
2:	10	9:	1
1:	8	10:	1
3:	7	7:	-
6:	4		

Please indicate to which age group(s) your party belongs. (Only 8 respondents put the number of travelers in each age group.)

51-65:	19	65+:	7
36-50:	17	26-35:	5
13-17:	14	Infant – 5:	4
6-12:	10	18-25:	4



What zip code are you from?

56601 (Bemidji, MN):	10	56434 (Aldrich, MN):	1
55416 (Minneapolis, MN):	9	56502 (Detroit Lakes, MN):	1
55104 (St. Paul, MN):	8	56652 (Leonard, MN):	1
58102 (Fargo, ND):	6	58204 (Grand Rapids, ND):	1
55420 (Bloomington, MN)	4	52521 (Decatur, IL):	1
56470 (Park Rapids, MN):	2	68065 (Valparaiso, NE):	1
52722 (Bettendorf, IA):	1	96753 (Wailea, HI):	1
55303 (Anoka, MN):	1	96818 (Honolulu, HI):	1
55305 (Minnetonka, MN):	1	Kenilworth, England:	1
55376 (St. Michael, MN):	1	Perth, Australia:	1
55801 (Duluth, MN):	1	Twin Cities:	1

Please provide the zip codes for your traveling companions.

55416 (Minneapolis, MN):	9	56470 (Park Rapids, MN):	1
55104 (St. Paul, MN):	8	57701 (Rapid City, SD):	1
58102 (Fargo, ND):	5	58204 (Grand Rapids, MN):	1
56601 (Bemidji, MN):	3	61236 (Barstow, IL):	1
585803 (Duluth, MN):	2	68065 (Valparaiso, NE):	1
05478 (St. Albans, VT):	1	96818 (Honolulu, HI):	1
52722 (Bettendorf, IA):	1	99651 (Wasilla, AK):	1
55303 (Anoka, MN):	1	Kenilworth, England:	1
56434 (Aldrich, MN):	1	Missouri:	1
56435 (Backus, MN):	1	Perth, Australia:	1

What is the purpose of your visit?

Spending time w/ family/friends:	25	Boy Scout field trip:	1
Vacation:	24	Kayaking down MS River:	1
Business:	3	Live here:	1
Youth group:	2	Other:	1

How long have you been traveling the Great River Road?

2 hours or less:	21	7 days:	3
Half day:	16	All day:	2
2 days:	6	Multiple days:	2
4 days:	3	3 days:	2
5 days:	3	6 days:	-



As a part of this trip, what places did you or will you visit along the Great River Road? (multiple answers)

Headwaters/Itasca SP:	33	Itasca, MN:	1
Cass Lake:	3	Lake Winnebigoishish:	1
Minneapolis:	3	Leach Lake:	1
Mill City Museum:	2	Minnesota:	1
Walker:	2	Park Rapids:	1
Bemidji:	1	Paul Bunyan and Babe statues:	1
Brainerd Flashlight Water Tower:	1	Work and live along GRR:	1
Camping:	1		

As a part of this trip, what places did you or will you visit that are not along the Great River Road? (multiple answers)

Shopping:	12	Cass County:	1
Restaurant:	8	Detroit Lakes:	1
Parks:	6	Food:	1
Bike Trails:	4	Hwy. 10 and 71:	1
Forest History Center:	3	Itasca:	1
Lake Winnebigoishish:	3	Long Lake:	1
Lindbergh Home:	3	Nature:	1
Cass Lake:	2	Red River:	1
Casino:	1	TBD:	1

How are you traveling? Select all that apply. (multiple answers)

Car:	36	Motorcycle:	1
Bicycle:	11	Train:	1
Recreational vehicle:	8	Collector car:	-
Canoe/Kayaks:	5	Public transportation:	-
On foot:	5	Tour bus:	-
Plane:	2	Other:	-



How did you learn about the GRR to plan this trip? (multiple answers)

Website:	12	Fishing website:	1
Already knew about it:	11	MRPC volunteer:	1
Friends or family:	9	Work:	1
Tourist brochure:	9	Magazine article:	-
Saw signs:	8	Radio:	-
Other:	5	Television:	-
Visitor Info Center:	3		

How much did you spend while traveling the GRR? (Most people did not put amounts; others did not respond. Talled the number of responses.)

Gas:	29	Gifts for self:	6
Grocery items:	16	Activity equipment:	4
Snack bar/restaurant:	15	Clothes:	1
Lodging:	12	Transportation other than gas:	1
Admissions:	11	Lessons/Guides:	-
Gifts for others:	8	Other:	-

What were your top three activities in terms of time spent?

Headwaters/Itasca SP:	20	Dining:	6
Camping:	10	Biking:	5
Fishing:	8	Sculpture/Art:	4
Hiking:	8	Boating:	2
Shopping:	8	Museum:	2
Sight-seeing:	8	Crossing the Mississippi:	1
Canoeing/Kayaking MS River:	7	Tubing:	1

What were your top three activities in terms of enjoyment?

Touring by car:	18	Sight-seeing:	5
Headwaters/Itasca SP:	17	Shopping:	4
Hiking:	14	Visiting local places:	4
Canoeing/Kayaking MS River:	7	Museum:	2
Learning history of area:	7	Crossing the Mississippi:	1
Biking:	6	Fire tower:	1
Being outdoors:	5	Relaxing by the water:	1
Camping:	5		

Was there anything you didn't enjoy?



Cool Weather:	7	No place to sit by Headwaters:	1
Mosquitoes:	7	Sharp rocks:	1
Getting lost:	4	Slick rocks:	1
Hills:	1		

Was there anything that you would like to see changed?

Need more/better signs:	11	Geocaching:	2
More interpretation signs at major stops:	6	Kill the mosquitoes:	2
Need better maps to find things:	6	Local people didn't know about places to go:	1
No:	5	Updated river maps:	1
Better bike trails:	3		

Did the facilities you visited provide adequate and accessible parking areas and /or toilets?

Yes:	47
No:	1
No response:	10

Please describe any needed improvements.

- ❖ While available, hours were not, especially Tourist Information Centers.
- ❖ Needs to be more signs. We got lost.
- ❖ Need to make the rocks at the place where the river starts not so slippery. I fell in the water.
- ❖ Visitor center needs to be open when people are there. We couldn't get any information.
- ❖ Canoe and kayak rental place.
- ❖ Wanted to rent a bike but the tourist center was not open.
- ❖ Geocaching locations would be awesome!
- ❖ Some river campsites are not well maintained; boat launches are had to see from river.

Which best reflects your future plans?

I will definitely plan to visit again:	43
I will probably plan to visit again:	12
No response:	3
I will probably not plan to visit again:	-
I will definitely not plan to visit again:	-

What will you do next time you travel the GRR?



Travel more of GRR:	10	Drive the next section:	3
Get more info on GRR:	6	Continue down the river:	2
Same things:	5	Stay longer:	1
Geocache in towns along GRR:	4	TBD:	1

Would you recommend a visit to the Minnesota GRR to others?

Yes:	51
No:	-
No response:	7

If "yes", who do you think would enjoy a visit and what would they do?

Itasca SP/Headwaters:	11	Anyone/any age:	1
Friends:	7	Boy Scouts:	1
Family members:	5	History, arts, science parks, MORE!:	1
See the scenery:	2	Outdoors people:	1
Touring bike riders:	2		

Please share any additional comments.

- ▶ The visit was very fun.
- ▶ GRR is a national gem. Need to keep it maintained and current; signage, activities, etc.
- ▶ Beautiful scenery!
- ▶ Would love to see the trees in the fall.
- ▶ Lots of history to learn about.
- ▶ Wish there were signs about some of the places we stopped.
- ▶ Very cool to see the beginning of the Mississippi River.
- ▶ We didn't see any place to rent a canoe. Would be fun to go on the river.
- ▶ I have lived in Minnesota all my life and this was my first time to visit the headwaters. Need more publicity about it.
- ▶ Kids loved playing in the Mississippi River at Itasca.
- ▶ Didn't know about the Great River Road until the survey people told us.
- ▶ Towns need to promote that they are part of the GRR.
- ▶ Need bike lanes on roads. It's scary when people are flying by so fast.
- ▶ Need more maps near the green and white signs to let people know where to go.
- ▶ We stumbled on the Great River Road by accident. It was great.
- ▶ We saw the signs but didn't know what they were.
- ▶ Would like to see more information on the Ojibwa.
- ▶ Always love to drive along the river!
- ▶ We enjoyed being in nature.
- ▶ The birding guide we got is great!
- ▶ Too crowded at headwaters. Not like when I was a kid.
- ▶ Mosquitoes were awful. I was bitten all over.
- ▶ It is the best when the road goes by the river.
- ▶ Signed for bike trail but no shoulder! Why?
- ▶ WHERE'S THE RIVER???
- ▶ Great time, drove all the way from Brainerd.
- ▶ I didn't know this was any kind of special road. Pretty though.
- ▶ Don't know anything about it but sounds interesting.
- ▶ Liked the park a lot. We come every year.
- ▶ Need a map!



- ▶ Kinda nice but not a lot to do.
- ▶ Nice road but I was hoping to see more of the river.
- ▶ Where does this go?
- ▶ Lots of driving and no places to eat.
- ▶ Very nice, enjoyed it. Thanks.
- ▶ I have lived here for eight years and have never heard of the Great River Byway before. I will learn more about it and try to explore it.
- ▶ So excited! We have been the whole route now from Louisiana. Great experience. The Minnesota section is very good but you need better signs.
- ▶ Park is too expensive. We pay taxes for this.
- ▶ I don't know anything about this.
- ▶ Like the road a lot.
- ▶ We are from Park Rapids and have seen the signs but have not known about this before. Thanks for the information and map.
- ▶ This is cool.
- ▶ I wish I had time to do the whole trip!!!