

## MN Tourism Industry Interest Regarding ‘Travel Green’ as legislatively defined

### Overview:

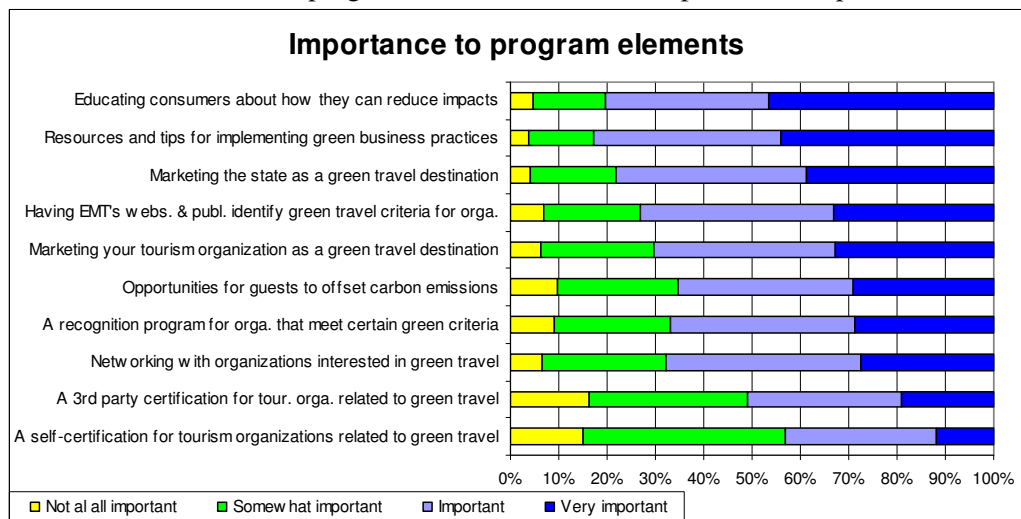
492 questionnaires were completed online by MN Tourism industry organizations represented in EMT’s database. Results indicate: 1) all potential program elements are somewhat important to respondents, 2) three are most important to all respondents: consumer education, resources/tips, & marketing the state as a green destination, 3) all potential program elements are likely to have some industry participation, 4) industry is most likely to participate in two areas: consumer education and obtaining resources/tips for businesses/organizations. Self or 3<sup>rd</sup> party certification was of least interest to respondents. Only 24% were willing to pay for a ‘Travel Green’ Program and, of those, most frequently identified payments were between \$76 & 100 or between \$26 & 50. Significant differences regarding importance and participation exist between industry entities that participate in ‘green programs’ and those who do not. Comments from respondents were most frequently positive, but given the response rate and cautions about the sample, the true percent of positive responses should be further explored.

### Questions of interest:

*What potential elements of a ‘Travel Green’ program are important to MN tourism industry respondents?*

Results:

All 10 program elements were deemed important by 50% or more of respondents; 3 elements were rated important or very important to more than 75%: educating consumers about minimizing their environmental impacts, resources/tips for implementing green practices, & marketing the state as a green destination. Certification programs were deemed least important to respondents.



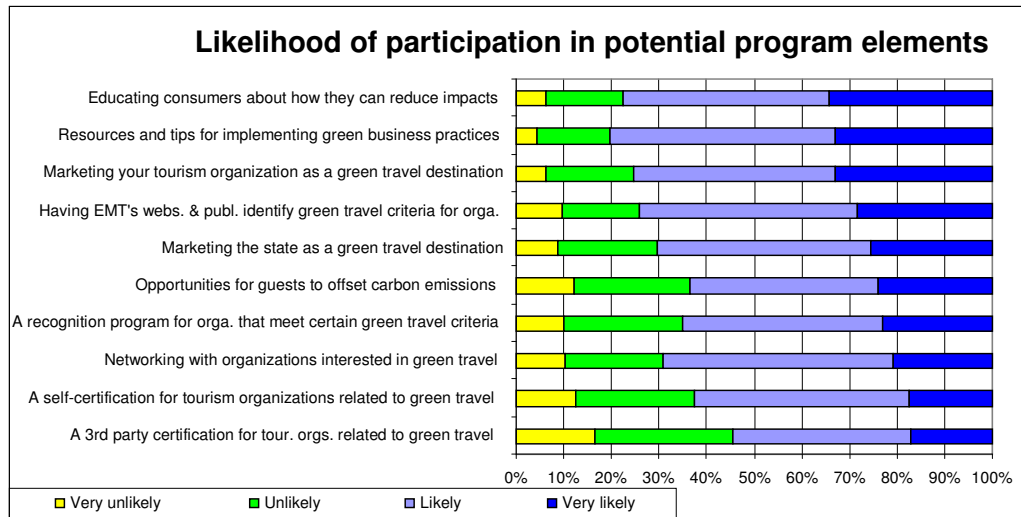
4 of the 10 elements did not significantly differ in their importance between respondents who did and did not participate in ‘green programs’: consumer education, resources/tips for implementing green practices, opportunities to offset carbon emissions, self certification.

*In which ‘Travel Green’ program elements would industry respondents participate?*

Results:

The majority of respondents indicated they were likely to participate in all 10 potential. More than 75% or respondents indicated they were likely or very likely to participate in: educating consumers about minimal environmental impacts,

resources & tips for implementing green business practices & marketing the state as a green destination. A significant and positive relationship exists between perceived importance of and participation likelihood in the potential program elements ( $r=.80, p < .01$ ).



Two of the 10 elements did not differ in likelihood of participation between respondents who did and did not participate in 'green programs: consumer education and resources and tips for businesses.

*What sentiments do industry respondents express about a potential Travel Green program?*

General tenor: 43% +, 21% mixed, 9% negative (out of 106 who made comments)

**Methods:**

Overnight accommodations, attractions, festivals and events with e-mail addresses in Explore Minnesota Tourism's (EMT) database were invited to take the online Travel Green survey. The survey was administered using Zoomerang – a commercially available, web-based survey tool. An initial e-mail invitation was sent on Tuesday September 4, 2007 with follow-up e-mail reminders sent on September 7<sup>th</sup> and 11<sup>th</sup>. The survey deadline was September 12<sup>th</sup>. A total of 492 completed surveys were obtained from the 3,625 e-mail invitations, for a 13.6% response rate. Summary results can be found at: <http://www.zoomerang.com/web/SharedResults/SharedResultsPasswordPage.aspx?ID=L235648BVKNU>

**Who responded?**

By sector: Respondents were most frequently associated with the lodging sector (39.5%) followed by those with events/festivals (14.4%), other (13%), gov't (11.3%), attractions (10.3%), CVB (7.7%), and 2% with retail.

By region: North Central West 33.0%, Northeast 22.5%, Southern 23.2%, Metro 21.3%

Participation in 1+ 'green' programs: 45%

Summary: Good sector and regional representation across MN. At least 4/10 tend toward eco-tourism as evidenced by their participation in some 'green' program