

Minocqua Brand Perception Research Study: Summary Report

Project Overview

In 2024, The Greater Minocqua Area Visitors Bureau conducted a brand perception survey. The primary goals of the survey was to gauge respondents' awareness of the Minocqua area and nearby communities, understand their definition of "Up North," forecast future travel trends, evaluate the visitor experience, and identify reasons for not planning a future visit. This data was instrumental in developing a new brand style guide that includes a brand statement, logo, design elements, color palette, and more.

The survey was distributed using multiple platforms, including e-newsletters, paid advertisements, and local outreach, targeting Midwest travelers. As an incentive, one survey respondent won a \$100 Visa gift card. The survey received 1,282 total responses, with an 87% completion rate.

Survey Response

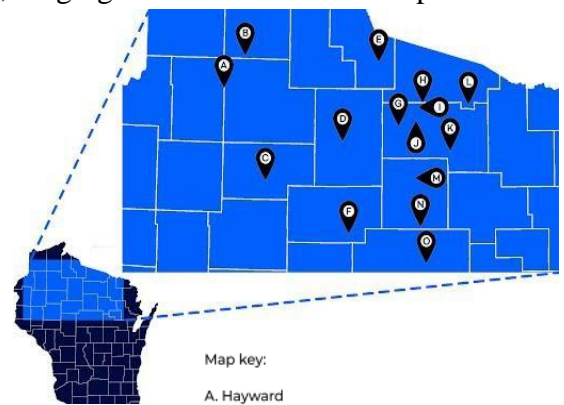
The survey was designed to be concise with 19 questions, and respondents completed it in an average of 3 minutes. The response rate was high, with 1,282 individuals participating, and a 87% completion rate, which signifies strong engagement.

Respondent Profile

The survey aimed to gather insights from a diverse set of individuals, ranging from local residents to past visitors and Midwest travelers who have heard of the Minocqua area but have not visited. Key findings include:

Familiarity with Minocqua & Geographical Knowledge:

- A significant 94% of respondents reported being familiar with Minocqua, demonstrating its strong name recognition within the region.
- Despite the high level of familiarity with Minocqua, only 21% of respondents were able to accurately pinpoint the location on a map. This indicates a gap in geographical knowledge that could lead to challenges for visitors attempting to navigate the area.
- The relatively low success rate in identifying Minocqua and the other communities represented by the Greater Minocqua Area Visitors Bureau on a map could be attributed to the close proximity of these communities, blurring the distinctions between them & making it harder for visitors to accurately distinguish their locations on a map.



Map key:

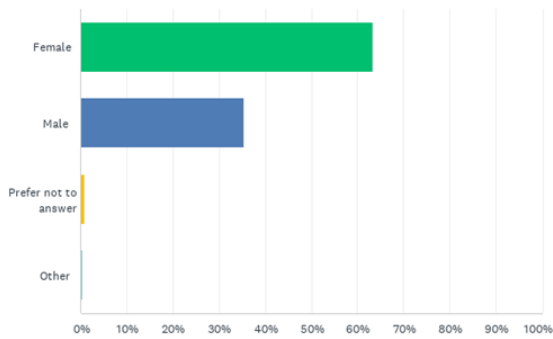
- A. Hayward
- B. Cable
- C. Ladysmith
- D. Phillips
- E. Mercer
- F. Medford
- G. Hazelhurst
- H. Arbor Vitae
- I. Woodruff
- J. Minocqua
- K. Rhinelander
- L. Eagle River
- M. Tomahawk
- N. Merrill
- O. Wausau

Respondents were not shown this key when taking the survey

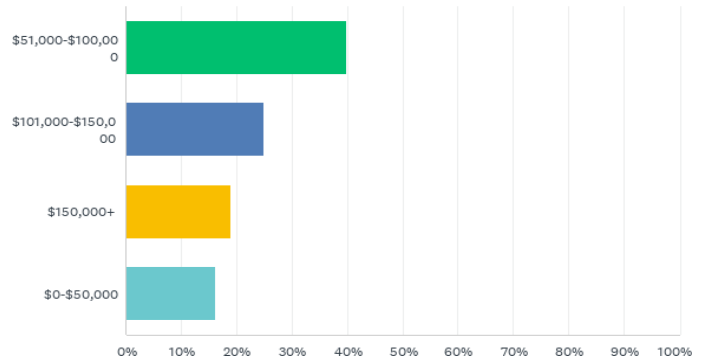
Demographically, the majority of respondents were:

- **Age:** 68% were aged 55 or older.
- **Gender:** 63% were female.
- **Income:** 40% had a household income between \$51,000-\$100,000.
- **Location:** The largest groups came from Wausau/Rhinelander (21%), Milwaukee (21%), Green Bay-Appleton (13%), and Chicago (12%).

Q2 What is your gender?



Q3 What is your total annual household income?



Key Survey Findings

Past Visits:

- 81% of respondents had visited the Minocqua area in the last three years, with the majority (54%) traveling for vacation. Other reasons included owning property (31%) and visiting family or friends (16%).

Future Travel Intentions:

- An impressive 92% of respondents plan to visit the Minocqua area within the next three years, which bodes well for future tourism. Of these respondents, 51% intend to stay in resorts, hotels, or vacation homes, while 30% own property in the area.

Reasons for Not Visiting:

- For the 8% who do not plan to visit within the next three years, the most common reasons included not taking a vacation (19%), traveling to another destination (18%), a negative past experience (12%), and the perceived expense of a visit (8%).

Conclusion

The findings from the brand perception survey provide a solid foundation for the Greater Minocqua Area Visitors Bureau's rebranding efforts. The high level of awareness and satisfaction among past visitors indicates that the region is well-regarded, though there may be opportunities to improve geographical recognition, particularly among new visitors. Furthermore, the strong forecast for future visits suggests that rebranding efforts should focus on retaining current visitors while appealing to new audiences. The development of a refreshed brand identity, informed by these insights, will help position Minocqua as an appealing destination for travelers in the Midwest.