



2023 Meander Economic Impacts

- \$124,506** Total reported Meander art sales to customers during the Meander weekend. (43 surveys reported)
2022 reported \$131,357 with 41 surveys returned
- \$2,895** Average reported art sales per artist
\$3,402 reported in 2022
- \$13,907** Amount spent in the five-county area to implement the Meander including printing, paper, advertising and contracted services. Does not include UMVRDC staff time.
- 100-900** Reported total number of customers at individual studios for the entire weekend.
381 Average customers per artist reporting
- 11 studios** Average number of studios customers visited. *(12 in 2022)*
- 2.5 people per travel party** (on average)
- 78%** of customers said the quality of the art was excellent *(83% in 2022)*
- 82%** of customers said their overall experience was excellent *(86% in 2022)*
- 48%** did NOT attend Meander last year *(42% in 2022)*
- 86%** plan to attend again next year *(87% in 2022)*
- 13%** maybe plan to attend next year *(13% in 2022)*
- 27%** **first time they attended the Meander** *(30% in 2022)*
- 42%** came from within 5-county area *(38% in 2022)*
- 23%** came from greater Minnesota (outside 5-county area) *(27% in 2022)*
- 19%** came from the metro area *(23% in 2022)*
- 15%** came from out of state – 9 different states *(13% in 2022)*

Average Expenditures per Customer

(298 in 2023 vs 310 reporting in 2022)

\$139 on Meander Art (\$166 in 2022)

\$45 on Food/Gas (\$48 in 2022)

\$19 on Shopping, other than art (\$24 in 2022)

\$17 on Lodging (\$18 in 2022)