



2011 Meander Economic Impacts

- \$85,357** Total reported Meander art sales to customers during the Meander weekend.
An increase of 23% from 2010!
(40/45 surveys reported)
- \$2,133.93** Average reported art sales per artist. *Increase of 23% from 2010.*
- 83%** Money raised to organize the Meander through sponsors and artists was spent on products or services (printing, paper, advertising, graphic design, staffing) in the five county area.
- 80 to 1700** Reported total number of customers at individual studios for the entire weekend.
- 10 studios** Average number of studios customers visited.
- 2** people per travel party (on average)
- 78%** of customers said the quality of the art was excellent
78% of customers said their overall experience was excellent
- 53%** did NOT attend last year
85% plan to attend again next year
15% maybe plan to attend next year
- 41%** came from within 5-county area
27% came from greater Minnesota (outside 5-county area)
23% came from the metro area
9% came from out of state

Average Expenditures per Customer

(273 reporting in 2011 vs. 257 in 2010)

\$103 on Meander Art (*\$112 in 2010*)

\$36 on Food/Gas (*\$40 in 2010*)

\$15 on Shopping, other than art (*\$9 in 2010*)

\$8 on Lodging (*\$20 in 2010*)