

2012 Meander Economic Impacts

- \$94,076** Total reported Meander art sales to customers during the Meander weekend.
An increase of 9% from 2011
(42/45 surveys reported)
- \$2,240** Average reported art sales per artist. *Increase of 5% from 2011.*
- 91%** 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.
- 70-1100** Reported total number of customers at individual studios for the entire weekend.
- 12 studios** Average number of studios customers visited.
- 3** people per travel party (on average)
- 71%** 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
81% plan to attend again next year
14% maybe plan to attend next year
- 44%** came from within 5-county area
20% came from greater Minnesota (outside 5-county area)
23% came from the metro area
13% came from out of state

Average Expenditures per Customer

(387 reporting in 2012 vs. 273 in 2011)

\$98 on Meander Art (*\$103 in 2011*)

\$41 on Food/Gas (*\$36 in 2011*)

\$14 on Shopping, other than art (*\$15 in 2011*)

\$12 on Lodging (*\$8 in 2011*)