



2018 Meander Economic Impacts

- \$108,108** Total reported Meander art sales to customers during the Meander weekend. (35 surveys reported)
2017 reported \$111,920 with 39 surveys returned
- \$3,089** Average reported art sales per artist. (*\$2,870 in 2017*)
- 76%** 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. Meander spent nearly \$9,200 on advertising in 2018; 25% of the total budget.
- 120-1500** Reported total number of customers at individual studios for the entire weekend.
- 11 studios** Average number of studios customers visited. (*11 in 2017*)
- 2.5 people per travel party** (on average)
- 75%** of customers said the quality of the art was excellent (*75% in 2017*)
- 76%** of customers said their overall experience was excellent (*77% in 2017*)
- 53%** did NOT attend last year (*50% in 2017*)
- 81%** plan to attend again next year (*73% in 2017*)
- 18%** maybe plan to attend next year (*19% in 2017*)
- 38%** **first time to attend the Meander** (*33% in 2017*)
- 36%** came from within 5-county area (*45% in 2017*)
- 28%** came from greater Minnesota (outside 5-county area) (*17% in 2017*)
- 20%** came from the metro area (*25% in 2017*)
- 16%** came from out of state – 12 different states (*13% in 2017*)

Average Expenditures per Customer

(373 reporting in 2018 vs 354 in 2017)

\$103 on Meander Art (*\$124 in 2017*)

\$33 on Food/Gas (*\$43 in 2017*)

\$14 on Shopping, other than art (*\$11 in 2017*)

\$13 on Lodging (*\$18 in 2017*)