

Meander

Upper Minnesota River Art Crawl

October 3, 4 & 5 2025

2025 Meander Economic Impacts

\$108,188	Total reported Meander art sales to customers during the Meander weekend. (40 surveys reported) <i>2024 reported \$125,718 with 42 surveys returned</i>
\$2,705	Average reported art sales per artist <i>\$2,993 reported in 2024</i>
\$13,610	Amount spent in the five-county area to implement the Meander including printing, paper, advertising and contracted services. Does not include UMVRDC staff time.
100-1100	Reported total number of customers at individual studios for the entire weekend.
372	Average customers per artist reporting
11 studios	Average number of studios customers visited. <i>(11 in 2024)</i>
2.7 people	per travel party (on average)
83%	of customers said the quality of the art was excellent <i>(81% in 2024)</i>
86%	of customers said their overall experience was excellent <i>(88% in 2024)</i>
50%	<u>did NOT</u> attend Meander last year <i>(50% in 2024)</i>
84%	<u>plan to</u> attend again next year <i>(82% in 2024)</i>
13%	<u>maybe</u> plan to attend next year <i>(14% in 2024)</i>
24%	first time they attended the Meander <i>(36% in 2024)</i>
38%	came from within 5-county area <i>(36% in 2024)</i>
32%	came from greater Minnesota (outside 5-county area) <i>(26% in 2024)</i>
17%	came from the metro area <i>(21% in 2024)</i>
13%	came from out of state – 10 different states <i>(17% in 2024)</i>

Average Expenditures per Customer

(224 respondents in 2025 vs 243 in 2024)

\$164 on Meander Art (\$139 in 2024)

\$56 on Food/Gas (\$49 in 2024)

\$26 on Shopping, other than art (\$8 in 2024)

\$25 on Lodging (\$29 in 2024)