

Meander

Upper Minnesota River Art Crawl
October 4, 5 & 6, 2024

2024 Meander Economic Impacts

- \$125,718** Total reported Meander art sales to customers during the Meander weekend.
(42 surveys reported)
2023 reported \$124,506 with 42 surveys returned
- \$2,993** Average reported art sales per artist
\$2,895 reported in 2023
- \$14,007** Amount spent in the five-county area to implement the Meander including printing, paper, advertising and contracted services. Does not include UMRDC staff time.
- 100-900** Reported total number of customers at individual studios for the entire weekend.
- 355** Average customers per artist reporting
- 11 studios** Average number of studios customers visited. *(11 in 2023)*
- 2.7 people per travel party** (on average)
- 81%** of customers said the quality of the art was excellent *(78% in 2023)*
88% of customers said their overall experience was excellent *(82% in 2023)*
- 50%** did NOT attend Meander last year *(43% in 2023)*
95% plan to attend again next year *(86% in 2023)*
0% maybe plan to attend next year *(13% in 2023)*
36% **first time they attended the Meander** *(27% in 2023)*
- 36%** came from within 5-county area *(42% in 2023)*
26% came from greater Minnesota (outside 5-county area) *(23% in 2023)*
21% came from the metro area *(19% in 2023)*
17% came from out of state – 9 different states *(15% in 2023)*
- Average Expenditures per Customer**
(243 in 2023 vs 298 in 2023)
\$139 on Meander Art *(\$139 in 2023)*
\$49 on Food/Gas *(\$45 in 2023)*
\$18 on Shopping, other than art *(\$19 in 2023)*
\$29 on Lodging *(\$17 in 2023)*