

## Summary of Key Findings

- ❑ Familiarity with the Fox Cities is quite low among those who reside in Northern Illinois
  - ✓ Six in ten are not familiar and/or have never visited the area, compared to 20% to 38% among residents of the 5 regions of Wisconsin studied
  - ✓ The Fox River Mall and shopping are the top-of-mind thoughts about the Fox Cities with no other thoughts mentioned by more than a few consumers (although the PAC and restaurants were mentioned somewhat by those who had contact with the visitors bureau)
  - ✓ Among those who had recently visited the Fox Cities for a mini-vacation, shopping was the purpose cited by over 6 in ten visitors
- ❑ “The best place in Wisconsin for Shopping” theme was fairly well known in the UP (45%) and northern Wisconsin (38%), but known by less than 1 in 4 consumers in other areas studied
  - ✓ This theme is also better known among newsletter subscribers
- ❑ Awareness of specific attractions in the Fox Cities is highest for the Fox River mall, followed by downtown, the stadium and the PAC
  - ✓ Awareness of most other attractions was quite low
  - ✓ Awareness of most other attractions was particularly low among residents of southern Wisconsin and northern Illinois
  - ✓ Awareness of other attractions was predictably higher among those who had contact with the visitor bureau

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- ❑ With the exception of the mall, interest in current area attractions was fairly modest, although downtown Appleton and the PAC had higher interest among those who had contact with the visitors bureau
  - ✓ Shopping and dining out were two of the top reasons why people would consider the area for a mini-vacation
  - ✓ The PAC and availability of good hotels were also important reasons for considering the Fox Cities
  - ✓ For many people, the fact that the Fox Cities is the “right distance away” is important (not too close and not too far – considering high gas prices)
  - ✓ Among the other top general interests for mini-vacations not often mentioned regarding the Fox Cities, are: sightseeing, swimming, hiking/walking, and amusement and water parks
- ❑ When asked what would make the Fox Cities more attractive, the top mentions were:
  - ✓ Water park (indoor)
  - ✓ More/Different/Unique shopping
  - ✓ Better hotel rates and hotel package deals (with shows, shopping, etc.)
  - ✓ Amusement park
  - ✓ Casino