Evaluating the Local Event Experience in Winona
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Results
- The number of responses is 48 (residents = 39, visitors = 9). The responders are mostly female, single, and white. The household income is centered around $60,000.

<table>
<thead>
<tr>
<th>What was your favorite part of the event/festival?</th>
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<tbody>
<tr>
<td>Residents:</td>
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<tr>
<td>Visitors:</td>
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<td>Both:</td>
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</table>
- Is there anything specific that you would like to see added or changed in the event/festival in the future?
- Residents:
- Visitors:
- Both:

Rationale
There are numerous local events and festivals in Winona. Event organizers in Winona need to understand the event/festival experience to enhance the event/festival experience and grow further. For destination marketers in Winona, this information is crucial to attracting more visitors from outside, as local events and festivals are effective destination attractions. Collaborating with Frozen River Film Festival, RTTR370 – Festival and special event planning class conducted research investigating the local event/festival experience in Winona as a class project. The result of this research is expected to contribute to Winona’s tourism, hospitality, and community development.

Method
- Data Collection Tool: Online survey
- Types of Questions: Multiple Choice, Rating questions, and Open-ended Question
- Survey Review: Faculty, students, and community members
- Target Responders: Adults attending events in Winona
- Time Of Data Collection: April 2024
- Distribution Channels: Social Media and Fliers

Discussion
- Both type of event attendees’ favorite part of the event was music.
- Both type of event attendees at Winona events want seating and entertainment changed.
- Visitors thought the event was easy to access.
- Residents were more satisfied with the event experience.
- Visitors were more likely to return to the event in the next 5 years.
- Visitors were also more likely to spread positive comments regarding the event.
- We suggest improved seating and quality of experience for visitors at all events in Winona.

Acknowledgments
This research was supported by the Learning and Community Engagement Committee and the Frozen River Film Festival.