

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

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)*