

TRAVEL-TOURISM IN THE LAKE OF THE WOODS
AND RAINY LAKES AREA

An estimated 706,000 tourist visits are made annually to the LOWRL area. The figure counts each person based outside the area, each time he visits the area, thus persons entering the area more than once will be counted more than one time. Analysis of traffic entering the area at all points produced the total.

I. MARKET COMPONENTS OF TRAVEL-TOURISM

A. Traveling for recreational or leisure purposes - 475,000 annual visits.

Second Home Owners and Visitors - 192,000 person days of use (Includes 93,000 person days of use by persons living within the county in which second home is located.

Visitors to Friends and Relatives - 160,000 person days in the area.

Resort Guests - 258,000 person days (Spend an average of \$7.01 per person per day)

Campers from out of the area - 38,700 person days (Spend an average of \$3.47 per person per day.)

Hotel and Motel Guests Traveling for Summer Recreation, Mostly Sightseeing
11,000 person days (Spend an average of \$13.30 per person day)

Other Sightseers not staying over night.

Day users - Fishermen, marina patrons, hunters

Traveling through to Canada or other destination.

Participants and Spectators of Winter Sports Activities

B. Traveling for Business Purposes - 231,000 Annual Visits

Staying in Motels and Hotels - 75,600 person days

Business Travelers Not Staying Overnight in Commercial Lodging.

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II. SUPPLIERS OF SERVICES TO TRAVEL-TOURISM CUSTOMERS OF LOWRL

At least 400 private business operations provide services to the travel-tourism market of the Lake of the Woods and Rainy Lake area. Among these, the estimated sales by major groups are:

	<u>Recreational</u>	<u>Business</u>	<u>Total</u>
A. GASOLINE SERVICE	\$1,680,000	\$1,420,000	\$3,100,000
B. RESORTS AND MARINAS 3 Counties plus Kabetogama & Ash River Trail	2,728,000		2,728,000
C. RESTAURANTS & FOOD SERVICE	1,650,000	375,000	2,025,000
D. MOTELS AND HOTELS	195,000	506,000	701,000
E. GROCERY STORES	550,000		550,000
F. OTHER (Taxes on second homes entertainment, sporting goods medical, fares)	1,330,000	(?)	1,330,000
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TOTAL	\$7,583,000	\$2,301,000	\$9,884,000