MINNESOTA'S LODGING INDUSTRY: Statistics And Characteristics

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ON THE COVER

People from throughout the world visit Minnesota's many natural and manmade attractions. Some come to Minnesota's fast-moving metropolitan areas (front cover) for business and for pleasure. Others come to enjoy the state's rural areas (back cover) where forests, lakes, and fertile prairies provide beautiful settings for recreation and relaxation. Minnesota's lodging industry provides accommodations for these many visitors. This publication describes the lodging industry in the state and provides insights into lodging firms' relationships with Minnesota and its economy.

ACKNOWLEDGEMENTS

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CHAPTER I. DATA OF MINNESOTA'S LODGING INDUSTRY: SCOPE, BACKGROUND, DEFINITIONS.

This is the first comprehensive data on Minnesota's lodging industry. It provides basic information on lodging establishments by types, capacities, and geographic distribution. Information is also given on industry organization and services offered as well as limited trend data. Of particular importance are insights into lodging firms' relationships with natural resources and Minnesota's economic structure.

Lodging establishment operators, promotional groups, Chambers of Commerce, and other planners can use this data for both governmental and private decisions.

To extend their usefulness, data are arrayed in several ways: The text reports on the state, each of the 11 development regions, and each of the six tourism regions. It also reports cross-tabulations, adding special insight. Appendix A discusses industry characteristics.

Data of individual counties will be reported in a separate publication. County data will also be available through the Minnesota Analysis and Planning System (MAPS). These variations of presentation allow in-depth examination of present and potential conditions for lodging operations.

Background information

This report is based upon data assembled for a statewide lodging directory.[1] The lodging license registration list of the Minnesota Health Department was expanded through other state, regional, and local sources. The resulting list had about 5,200 names and addresses. Fieldwork revealed duplications, redundancies, and other errors, reducing the list to 3,767 Minnesota lodging operations in 1970. Data in the tables were provided by lodging firms via mail contacts and personal interviews. Because of budgetary limitations, not all Minnesota lodging operations could be contacted directly. However, sufficient information had been gathered to estimate for the entire industry. Such estimates, made for each county, are presented here in regional and state groupings. General definitions are given in this chapter. Other definitions and procedures are given in the appendices.

As with any pioneering effort, this report has possible errors and omissions. Since resorts with fewer than five rental units are not licensed by the Minnesota Health Department and often do not appear in lodging and telephone directories, a number of these smaller businesses will not be included. Such omissions will affect data on the number of operations more than they will affect data on available capacity. Readers are urged to report suspected inaccuracies to the authors.

Definitions

In this report, "lodging" refers to commercial operations primarily serving those travelers temporarily away from home. Health care facilities, college dormitories, and other institutional lodging are not included. Because data were for public directory purposes, private clubs with lodging are also not included. Likewise, facilities having only camping available are not included. Camping facilities that are associated with other commercial lodging operations are reported, but camping capacities are not included in estimates of overnight capacities.

In addition to an "other" class, which encompasses tourist (guest) homes, vacation farms, hunting and canoe outfitter's cabins, houseboat rentals, and other miscellaneous facilities, this report employes three lodging classes. These are:

Hotels

- Located within population centers and most commonly oriented to the central business district
- Usually an integral building unit two or more stories high
- Usually offering food and other personal services
- Featuring a street-level central lobby with internal access to rooms

Motels

- Oriented to automobile traffic routes and usually near, but not necessarily in, population centers
- Usually limited to one or two stories
- Often an integral building, but may include individual cabin units
- May or may not offer food, beverage, and recreational services

Resorts

- Oriented to a recreational feature, such as water
- Emphasize recreational and leisure pursuits
- Primarily individual cabin units, but may be an integral building or a combination of central facility plus cabins
- Offer weekly rates or rates for a period of days, but may also rent on a per-day basis
- May offer food and/or housekeeping facilities and often price these services as an integral lodging package.

Several operations have characteristics of more than one class, or they lie outside the general features of any of the classes. "Motor Lodges" and "Motor Hotels" are examples. These are large complexes of lodging, food, and related services in areas with high populations and concentrated traffic. They also feature parking and easy traffic access. These have been classified as motels.

Resort-motels are another hybrid group; they have characteristics of both resorts and motels. Like motels, they are usually near population centers. They feature easy automobile access and serve the general traveling public. Like resorts, they may have recreational resources such as water. They offer special recreational services and operate as a recreational destination facility. These operations have also been grouped with motels.

Defining these two types as motels alters motel data. Inclusion of motor lodges increases the average size of motels. Inclusion of resort-motels increases the number of motels having water frontage.

These examples are only two adaptations and diversifications now underway within the lodging industry. Increasing nonwork time, more travel, greater recreational expenditures, and more eating away from home are producing other classes of lodging and hospitality firms.[2] For example, resorts feature recreational services oriented to a natural resource. However for years, many metropolitan operations have offered evening recreational services. With the development of indoor swimming pools and saunas, these take on characteristics of resorts.

[1] Refer to: (1) Minnesota Resort Guide, Itasca Press, St. Paul. (2) James Hamilton, Robert Knepper, Uel Blank, Minnesota Lodging Industry Directory/Reservation System, A report to 1971 Legislature prepared under direction of the Minn. Dept. of Economic Development; Univ. of Minn., Dept. of Agricultural and Applied Economics, Dec. 1970.

[2] Hospitality is a broader term than lodging. It encompasses all operations providing services to people away from home.

The Minnesota lodging industry offers a wide variety of services to accommodate the diverse demands of the state's travel market. This urban motel attracts both business and recreation travelers.

CHAPTER II. A STATEWIDE VIEW OF MINNESOTA'S LODGING INDUSTRY

In 1970, 3,767 Minnesota establishments offered transient, commercial lodging to the general public. Of this number, 324 were hotels, 884 were motels, and 2,527 were resorts. Thirty-two operations were "other." Table II-2 tabulates the following text.

Size of lodging operations

Hotels averaged 57.8 rental units per establishment, motels averaged 20.5 units, and resorts 7.4 units. Only 50 percent of the hotels had fewer than 25 units, while 81 percent of the motels were of this size. Also, a substantially higher proportion of hotels were 100 units or more—14 percent compared to 4 percent for motels.

Because resorts had a small average number of rental units, different size classifications were used for them. Ninety-seven percent had ten units or less, while only 0.1 percent had 100 or more units. Since 97 percent had cabin units for rent—compared to only 21 percent of the motels—resorts have a disproportionately large capacity for their number of rental units. Cabins usually accommodate four to six persons, while one to three persons is the capacity of most bedroom rental units.

Capacities of lodges – Lodging capacity is the normal maximum number of persons lodges could accommodate using all their rental units. In 1970, commercial public lodging facilities could have housed 4.6 percent of Minnesota's population—174,644 people. Almost half (84,086) of this capacity was provided by resorts. Since an estimated 93 percent of resort capacity is provided by cabins—in addition to a significant cabin capacity in motels—approximately one-half of Minnesota's 1970 lodging capacity was available in cabins.

Seasonal operation – Some establishments' seasonal operation qualifies the capacity data. Virtually all hotels and 84 percent of motels operated yearround. Some hotels and motels closed off part of their lodges during low traffic flow. The extent of this partial shutdown was not obtained. However, 10 percent of Minnesota's resorts remained open all year; the rest opened only part of the year—primarily in summer. Therefore where resorts offered a high proportion of overnight capacity, a limited percentage of this capacity was available yearround.

Ownership – In gross numbers, the lodging industry is largely controlled by individual proprietorships. In 1970, about 88 percent of all lodges were owned by individuals. Ninety-three percent of resort proprietorships were individual. A surprisingly high 69 percent of hotels were individually owned.

Partnerships were not popular. Fewer than 5 percent of all establishments were owned in partnership.

While only 7 percent of lodging operations were owned by corporations, there were sharp differences—depending upon type, location, and size. For example, 93 percent of the hotels and 96 percent of the motels 100 units or larger and in the seven-county Metropolitan Area[3] were owned by corporations.

Table II-1. Percentage of corporate ownership of hotels and motels by size and geographic location, 1970.

	Hotels				Motels			
	No. units				No. units			
	5-24	25-99	100+	All	5-24	25-99	100+	All
	%	%	%	%	%	%	%	%
Seven-county metropolitan area	–	38	93	56	13	57	96	39
Nonmetropolitan Minnesota	8	16	80	15	5	41	91	11
Total	7%	21%	89%	23%	6%	46%	94%	16%

Between 1960 and 1970, 55 percent of Minnesota's lodging firms did not change hands. There was little difference in turnover among the three major types: hotels—57 percent; motels—52 percent; and resorts—56 percent. At the other extreme, some lodging firms exhibited a high turnover rate; approximately 8 percent had four or more owners during the 1960's.

Lodging operations and natural resources – Minnesota's natural features are a prominent attraction to travelers—especially in rural areas. In population centers, prime travel attractions are often manmade—economic and social institutions and the people themselves. (The 1972 Census of Travel reported 39 percent of trips 100 miles away from home were to visit friends and relatives.) Even in urban areas, natural features may contribute their amenity values.

Water has a dominant role in Minnesota outdoor recreation; 97 percent of all resorts are located on water. In addition, 17

[3]The seven-county Metropolitan Area corresponds to Development Region 11.

percent of motels report water frontage (inclusion of 47 resort-motels in the motel class is a substantial factor in this percentage). Together, motels and resorts control 435 miles of Minnesota water frontage. A large proportion of this frontage is above average quality. Also important to community environment is commercial lodging frontage on highways and streets. However, this data is not available.

Land area owned and rented by lodging firms is conservatively estimated at just under 86,000 acres.

Minnesota's lodging establishments have a substantial role as managers of natural recreational resources. Many operations occupy high amenity sites. The many lodging operations near natural resource areas mean these operations are focal points for recreational activities yearround—including autumn scenery touring and winter sports. These lodging operations not only manage a substantial area directly, but they are prime access points for many people in the enjoyment of Minnesota's outdoor recreational offerings.

Table II-2. The 1970 lodging industry in Minnesota.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	324	884	2527	32	3767
II. Distribution of rental units					
a. Cabins only	n.a.	9%	91%		64%
b. Bedrooms only	100%	79%	3%		30%
c. Both cabins and bedrooms	n.a.	12%	6%		6%
III. Estimated capacity					
a. Bedroom unit capacity	34900	50903	6189		92256
b. Cabin capacity	n.a.	4027	77897		82388
c. Total capacity	34900	54930	84086		174644
IV. Average number of rental units/establishments	57.8	20.5	7.4		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	50%	81%	n.a.		n.a.
b. 25-99 units (hotels and motels)	36%	15%	n.a.		n.a.
c. 100+ units (hotels and motels)	14%	4%	n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	97%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.	2%		n.a.
f. 30-99 units (resorts)	n.a.	n.a.	1%		n.a.
g. 100+ units (resorts)	n.a.	n.a.	*		n.a.
VI. Seasonal operation					
Percent operating seasonally	n.a.	16%	90%		64%
VII. Distribution of ownership					
a. Individual	69%	80%	93%		88%
b. Partnership	8%	4%	4%		5%
c. Corporation	23%	16%	3%		7%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	57%	52%	56%		55%
b. 2 owners since 1960	27%	30%	31%		30%
c. 3 owners since 1960	5%	10%	7%		7%
d. 4 owners since 1960	11%	8%	6%		8%
IX. Distribution of establishments' age					
a. Built before 1930	72%	1%	10%		13%
b. Built 1930-44	13%	8%	33%		25%
c. Built 1945-59	8%	62%	46%		47%
d. Built 1960+	7%	29%	11%		15%
X. Modernization					
Percent with recent improvements	49%	55%	53%		53%
XI. Distribution of water orientation					
a. Located on lake	2%	14%	96%		66%
b. Located on river	2%	3%	1%		3%
c. No water frontage	96%	83%	3%		31%
XII. Estimated water frontage (in miles)	0.3	14	421		435
XIII. Estimated land controlled (in acres)	339	5522	79841		85751
XIV. Camping facilities					
a. Number with trailer sites	n.a.	29	618		647
b. Number with 21+ sites	n.a.		125		25
c. Average number hookups	n.a.	6.2	8.7		8.6
d. Number with tentsites	n.a.	10	334		334

*less than 0.5%

CHAPTER III. THE LODGING INDUSTRY IN DYNAMIC TRANSITION

Lodging services reflect a society's lifestyles, economic structure, and transportation technology. Partially because of these factors, Minnesota's lodging industry exhibits dynamic growth and adaptation.

Seventy-two percent of Minnesota's hotels in 1970 were 40 or more years old. They had been built in central business districts during the era of railroad travel. Post World War II travelers (1945-1959) shifted to automobiles for intercity travel. Sixty-two percent of Minnesota's present motels were constructed during these 15 years. Recently, travel has:

- become concentrated on freeways
- shifted increasingly to air
- increased for conferences and conventions
- emphasized optional activity patterns such as expanded recreation opportunities
- included the population majority

As a result, hotel and motel construction has continued, but form and appointments have adapted to market changes as well as to construction costs and operation and net profit trends. For example, motels built from 1945 to 1959 have an average capacity of 51. This is compared to 87 for motels constructed after 1960. Early motels were mostly on city outskirts or open countryside, while today's motor hotels often cluster near freeway nodes and airports. These motor hotels offer services equivalent to those offered by hotels.

Minnesota resorts also reflect changing travel and recreation patterns. Some resorts were built before 1900 in the steamboat–railroad era. Improved roads and more automobiles between 1930 and 1944 created the first wave of volume resort construction. One-third of the present resorts were built during this time. The resort building boom flourished from 1945 to 1960; 46 percent of the resorts now operating were constructed in this post World War II era. This period was a resurgence and amplification of the trends begun in the 1930's. Since 1960, Minnesota resort construction has been sharply curtailed, thus reflecting: (1) interregional competition from other states and nations (other areas now offer water and resorting facilities) and the loss of Minnesota's advantage of natural air-conditioning due to technological advances; (2) trends toward mobile, sightseeing vacations in which national parks and historical shrines are visited; (3) improved long-distance travel on freeways; (4) increases in air travel–people seeking different travel and tourism experiences; and (5) new offerings and increased interest in camping.

Many resorts will likely continue as seasonal businesses, but several are now open in fall and winter to serve snowmobilers, skiers, ice fishermen, and other winter sportsmen. Fall recreational demand was indicated by a 1969 study in Northern Minnesota. Recreational traffic after Labor Day did not drop to zero; instead, September traffic was 40 to 50 percent of the peak August rate.[1]

Among the latest factors exerting an impact upon Minnesota lodging is camping–combining both lodging and outdoor recreation. In the five years prior to the 1973-74 energy crisis the number of campers was growing at an estimated 15 to 20 percent annually, and a 1969 study in northern Minnesota found that 22 percent of all recreational summer traffic had camping equipment.[2]

Camping apparently competes vigorously with resorts and motels. This study indicates that lodging establishments are adapting to camping. Almost one-fourth of the resorts and 3 percent of the motels offer camping.[3] These camping areas tend to be small–averaging only 8.6 hookup sites. However by adapting to such market demands, many resorts and motels can increase their incomes with only limited additional investment. Therefore, they can tap the camping market which in 1972 recorded nationwide camping equipment expenditures of over $1 billion.

A 1973 study updates the relationships between resorts and campgrounds.[4] Thirty-six percent of resorts reported they also operated campgrounds. This shows a substantial increase from 1970, indicating further adaptation to market demand.

As of 1974, an estimated 1,400 campgrounds are available to the public in Minnesota. This includes 800 operated in association with resorts and motels. The other 600 "pure" campgrounds were not included. They included about 300 privately operated campgrounds not in association with other lodging and 300 under some form of governmental jurisdiction: federal; state; county; or municipal.

The lodging industry is characterized by obsolescence. Camping illustrates the impact of a single factor, but it is only one among many impacts upon lodging firms' markets and costs. Escape from obsolescence is only possible through continual upgrading and improvement. The study indicates that 53 percent of all firms in 1970 had undertaken major new improvements or upgrading within the past 3 years–with small differences among the three major types. The 3-year time period is a subjective assessment of the time allowable between major improvements if a lodging operation is to maintain a viable market image.

Other changes are observable but were not quantitatively gauged. Examples include transition of older hotels into apartment residences and homes for the elderly and the conversion of resorts from public commercial use to second home sites or uses placing a premium upon high amenity water frontage.

Evidence suggests a substantial attrition rate in the numbers of Minnesota resorts. An unadjusted gross measure is obtained from the numbers of resort licenses granted by the Minnesota Health Department. This number was 3,002 in 1966, compared with 2,221 in 1973–a 26 percent reduction in 7 years. This is supported by data showing a 14 percent reduction in the numbers of Wisconsin resorts in the 7-year 1961-68 period.[5]

Over the years, living styles and spending patterns have changed, and–as travelers tastes have changed–lodging establishments have had to adapt. Transportation modes have sharply altered lodging industry demand; highway and city development have forced further changes. The energy situation is currently (1974) a prominent factor that will have impact upon travel and lodging. Throughout this market transition, lodging operations are affected–as are most other industries–by trends in labor costs, equipment, and supplies and other internal technology.

[1] Uel Blank, John Lofton, Dayton Larsen, and L. R. Simonson, "Recreation Market Data for the LOWRL Area, 1969," report prepared for the Lake of the Woods and Rainy Lake Commission. Determined from special computations using data from this study.

[2] Ibid.

[3] These figures are conservative estimates of camping facilities at resorts and motels. Only positive responses were used to develop these estimates.

[4] Dayton M. Larsen, and Lawrence R. Simonson The Minnesota Resort and Campground Rate Structures 1973. University of Minnesota Agricultural Extension Service, special report 50–1974.

[5] L. G. Monthey "Trends in Wisconsin's Tourist Lodging Industry" Wisconsin Academy of Sciences Arts and Letters, Vol. 58.

CHAPTER IV. REGIONAL PERSPECTIVES: MINNESOTA'S DEVELOPMENT REGIONS

The lodging industry reflects and depends upon economic and social development, natural endowments, and transportation and other technologies. Therefore, its development varies within the state. Travel patterns–hence demand for lodging–in the rugged North Shore area contrast sharply with those in the fertile agricultural areas of southern Minnesota. Areas of low population density–such as the former Lake Agassiz basin of northwestern Minnesota–have a different attraction to travelers than does the densely populated metropolitan area. Economic emphasis varies from primary dependence upon a single major activity–such as lumbering, tourism, mining, or agriculture–to the wider economic base found in large cities. Each factor generates its own type and intensity of travel and, thus, lodging services.

This chapter highlights lodging industry differences among Minnesota's development regions. Only selected factors are reported.

Minnesota's development regions

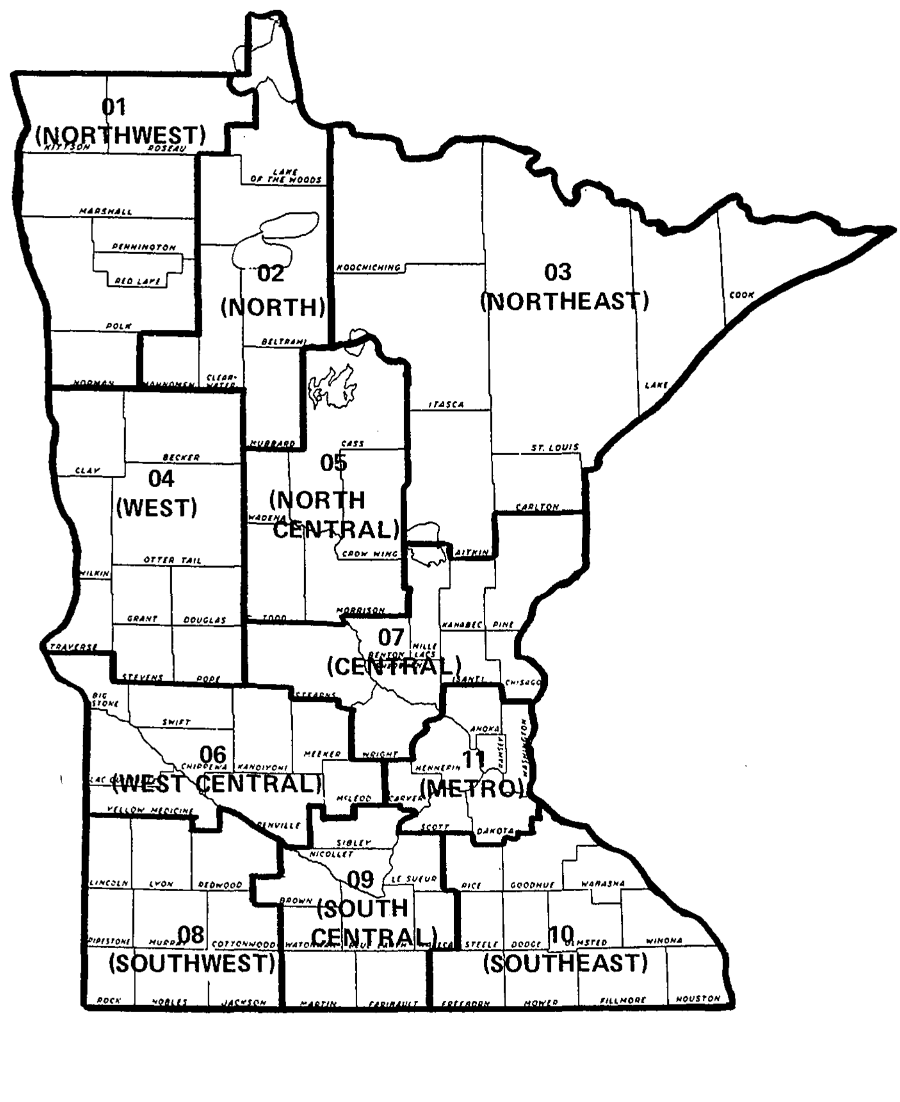
To facilitate Minnesota's development and planning, 11 development regions have been delineated.[1] Each has unique physical, economic, and social characteristics which extend to its lodging industry. A table summarizes each region, and regional delineations are in figure IV-1 and table IV-1.

Selected highlights among development regions

Large differences in numbers and structures of lodging services appear among the several Minnesota Development Regions. Regions well-endowed with lakes and forests have the largest number of establishments. These are regions 2, 3, 4, and 5. They comprise, roughly, the northern half of Minnesota–excluding the Red River Valley, region 1. Most of their lodging industry consists of relatively small resorts offering a high proportion of their lodging services in seasonally available cabins.

[1] Since regions 6 and 7 have both been further subdivided into an east and a west part, there are actually 13 development regions.

Figure IV-1. Delineation of Minnesota's development regions



An increasing number of Minnesota lodging businesses are staying open winters to serve the growing cold weather recreation market.

Table IV-2 illustrates the varied regional capacities. The capacity is only a little over 2,000 in region 1 compared to nearly 40,000 in region 11.

Capacity is not necessarily correlated with numbers of establishments. The metro region has the largest capacity; it has hotels and motels averaging more rental units than do the lodging structures of other regions. In addition, since nearly all its operations remain open throughout the year, the number of guests hosted throughout a calendar year is considerably above that of region 3—its closest rival in lodging capacity. Region 3 has nearly four times the establishments as region 11, but a high proportion are small resorts. Region 10 represents another special situation; its large lodging capacity is derived primarily from Rochester's medical facilities and their ability to draw persons to the area.

One measure of the relative impact of a region's lodging industry is to compare capacity to resident population. This interregional comparison is made in table IV-3.

In Minnesota, relationships between natural resources, recreational travel, and resorts exert a major influence upon the relative impact of any region's lodging. In individual counties, the localized impact is even more intense: Cook County could host 113 percent of its residential population; Cass County could host 85 percent. At the opposite extreme, Dodge and Lac Qui Parle Counties have values of only .8 percent and 1.2 percent, respectively.

Table IV-2. Estimated capacity of all lodging establishments by development regions, 1970.

Economic region	Bedroom capacity	Cabin capacity	Total capacity
01	1,807	261	2,068
02	2,664	11,425	14,089
03	13,269	21,007	34,276
04	6,029	17,339	23,368
05	4,815	23,835	28,650
06	2,942	1,770	4,712
07	3,670	3,939	7,609
08	3,306	141	3,447
09	3,070	961	4,031
10	12,734	807	13,541
11	38,034	819	38,853
Total	92,340	82,304	174,644

Table IV-1. Counties comprising Minnesota's development regions.

01 – Northwest
(35) Kittson
(45) Marshall
(54) Norman
(57) Pennington
(60) Polk
(63) Red Lake
(68) Roseau

02 – North
(04) Beltrami
(15) Clearwater
(29) Hubbard
(39) Lake of the Woods
(44) Mahnomen

03 – Northeast
(01) Aitkin
(09) Carlton
(16) Cook
(31) Itasca
(36) Koochiching
(38) Lake
(69) St. Louis

04 – West
(03) Becker
(14) Clay
(21) Douglas
(26) Grant
(56) Ottertail
(61) Pope
(73) Stevens
(78) Traverse
(84) Wilkin

05 – North Central
(11) Cass
(18) Crow Wing
(49) Morrison
(77) Todd
(80) Wadena

06 – E[1]
(34) Kandiyohi
(43) McLeod
(47) Meeker
(65) Renville

06 – W[1]
(06) Big Stone
(12) Chippewa
(37) Lac Qui Parle
(76) Swift
(87) Yellow Medicine

07 – E[2]
(13) Chisago
(30) Isanti
(33) Kanabec
(48) Mille Lacs
(58) Pine

07 – W[2]
(05) Benton
(71) Sherburne
(73) Stearns
(86) Wright

08 – Southwest
(17) Cottonwood
(32) Jackson
(41) Lincoln
(42) Lyon
(51) Murray
(53) Nobles
(59) Pipestone
(64) Redwood
(67) Rock

09 – South Central
(07) Blue Earth
(08) Brown
(22) Faribault
(40) Le Sueur
(46) Martin
(52) Nicollet
(72) Sibley
(81) Waseca
(83) Watonwan

10 – Southeast
(20) Dodge
(23) Fillmore
(24) Freeborn
(25) Goodhue
(28) Houston
(50) Mower
(55) Olmsted
(66) Rice
(74) Steele
(79) Wabasha
(85) Winona

11 – Metropolitan
(02) Anoka
(10) Carver
(19) Dakota
(27) Hennepin
(62) Ramsey
(70) Scott
(82) Washington

[1]Region 6 is treated as one region in this report; not as regions 6E and 6W.

[2]Region 7 is treated as one region in this report; not as regions 7E and 7W.

Table IV-3. Lodging capacity as a percentage of resident population, Minnesota development regions, 1970.

Economic region	1970 lodging capacity / 1970 population (percentage)
1. Northwest	2.2
2. North	26.5
3. Northeast	10.5
4. West	12.7
5. North Central	25.8
6. West Central	3.0
7. Central	3.1
8. Southwest	2.4
9. South Central	1.9
10. Southeast	3.6
11. Metro	2.1
Total	4.6%

A surprisingly stable relationship emerges for a "normal" travel-lodging capacity as a percentage of population. An overnight capacity equal to 2 to 4 percent of the resident population holds for seven regions, even though their social and economic settings differ widely. The industrial metro region and the agricultural southwest region are remarkably alike.

Deviations from the normal capacity/population ratio appear because of interplay of the regional economy with travel market access, transportation systems, and travel attractions. Areas having an outdoor recreation-resort orientation (regions 2, 3, 4, and 5) have abnormally high capacity/population percentages. Region 9's low capacity/population ratio is a function of the neighboring Twin Cities; guests often choose to stay in the metropolitan area as opposed to cities in region 9. Dodge County is immediately adjacent to Rochester. Apparently, travelers prefer staying in Rochester, rather than in the smaller communities of Dodge County. In addition, Dodge County is bypassed by major traffic arteries.

Motel size exhibits interregional variation. The number of rental units in a motel is closely related to the size of the community and when the motel was constructed. In general, recently constructioned motels and those in larger communities have larger capacities. This generality must be modified by demand, as reflected in recent rates of construction. St. Cloud, for example, is a relatively large city, but region 7—in which it lies—experienced little motel construction in the 1960's. Consequently, it has the smallest average motel capacity. The Twin Cities region apparently influences region 7 in much the same way as it influences region 9. In recent years, motels in region 8 have been constructed at a relatively rapid rate. Furthermore, lodging businesses in region 8 are not forced to compete with nearby metropolitan centers. Hence, average motel capacity is relatively large. In region 1, 43 percent of the motel units have been built since 1960. However, low overall demand for travel in that area, together with small communities, keep capacities small. Table IV-4 shows that motels built since 1960 are larger than those constructed earlier. Also, new motels in the Twin Cities average more than twice the size of those in any other region.

This section has discussed only limited aspects of the lodging industry as it varies among the several economic development regions. The following tables contain a wealth of information. Some additional points to consider while viewing the tables are:

- Even though region 7 had the lowest rate of motel construction since 1960, it had the highest rate of upgrading in the past 3 years.
- In absolute terms, region 3 has almost three times more motels controlling water frontage than any other region. This stems from the linear North Shore recreational area which features many establishments serving resort-motel roles. Regions 2, 5, and 7 also had a high proportion—although not as large an absolute number—of motels oriented toward water. This reflects both the geology of the regions and the developers' interest in expanding the market appeal of their facilities.
- In regions containing relatively few resorts (1, 6, 7, 8, 9, 10, and 11), higher proportions of these resorts offer both tent and trailer camping sites. But in absolute numbers, the big resort areas (which also have extensive recreational resources; i.e. regions 2, 3, 4, and 5,), have many more camping opportunities to offer in association with their resorts.
- The acres of land controlled relates closely to the number of resorts and to general land values in that region. Development regions 2, 3, 4, and 5 have relatively large acreages controlled by lodging operations—mostly resorts. Minnesota's southern regions, specifically, 6, 8, and 9, have few resorts and relatively few areas of land adaptable to privately owned recreational industry. Most land is agriculturally valuable. Hence, only minimal acreages are controlled by lodging firms.

Table IV-4. Average capacities of lodging establishments by age distribution and by development regions, 1970.

Region	Built before 1930	Built 1930-1944	Built 1945-1959	Built 1960+	Average capacity
			Hotels		
01	29	53	70	–	33
02	93	19	–	–	43
03	52	42	22	152	65
04	58	32	71	–	74
05	25	–	99	–	45
06	73	–	12	–	59
07	49	32	20	–	42
08	61	86	94	47	71
09	30	16	37	–	27
10	98	29	190	261	117
11	239	168	315	410	271
Minnesota	87	62	106	391	108
			Motels		
01	–	45	48	24	37
02	31	33	41	82	50
03	67	53	52	33	48
04	–	52	36	93	53
05	199	28	40	28	41
06	–	32	37	41	38
07	–	78	33	36	34
08	–	34	63	66	60
09	30	183	30	87	51
10	14	25	55	51	51
11	42	98	89	225	135
Minnesota	57	57	51	87	62
			Resorts		
01	86	–	17	–	26
02	54	33	30	25	32
03	37	33	31	37	33
04	37	38	32	34	34
05	11	38	193	64	36
06	68	32	28	39	32
07	40	27	28	19	29
08	–	–	32	14	26
09	8	23	23	29	22
10	78	16	32	13	26
11	28	24	34	–	27
Minnesota	43	34	30	34	33

Facilities built in an earlier period may be managed to retain their appeal to contemporary travelers.

DEVELOPMENT REGIONS

Minnesota's development regions—Tabular summaries: Lodging industry summaries for Minnesota's 11 development regions follow.

The 1970 lodging industry in region 1 — Northwest.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	15	37	7	None	59
II. Distribution of rental units					
a. Cabins only	n.a.	11%	100%		19%
b. Bedrooms only	100%	81%			76%
c. Both cabins and bedrooms	n.a.	8%			5%
III. Estimated capacity					
a. Bedroom unit capacity	497	1310			1807
b. Cabin capacity	n.a.	76	185		261
c. Total capacity	497	1386	185		2068
IV. Average number of rental units/establishments	21.4	14.2	6.4		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	80%	84%	n.a.		n.a.
b. 25-99 units (hotels and motels)	20%	16%	n.a.		n.a.
c. 100+ units (hotels and motels)			n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	100%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.			n.a.
f. 30-99 units (resorts)	n.a.	n.a.			n.a.
g. 100+ units (resorts)	n.a.	n.a.			n.a.
VI. Seasonal operation					
Percent operating seasonally	n.a.	11%	100%		19%
VII. Distribution of ownership					
a. Individual	87%	97%	86%		93%
b. Partnership			14%		2%
c. Corporation	13%	3%			5%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	33%	54%	100%		54%
b. 2 owners since 1960	60%	35%			37%
c. 3 owners since 1960					
d. 4 owners since 1960	7%	11%			9%
IX. Distribution of establishments'age					
a. Built before 1930	87%		14%		24%
b. Built 1930-44	13%	14%			12%
c. Built 1945-59		43%	86%		37%
d. Built 1960+		43%			27%

	Hotels	Motels	Resorts	Other	All establishments
X. Modernization					
Percent with recent improvements	53%	49%	29%		47%
XI. Distribution of water orientation					
a. Located on lake		3%	71%		10%
b. Located on river		3%			2%
c. No water frontage	100%	94%	29%		88%
XII. Estimated water frontage (in feet)		1000	2522		3522
XIII. Estimated land controlled (in acres)	12	153	73		238
XIV. Camping facilities					
a. Number with trailer sites	n.a.		4		4
b. Number with 21+ sites	n.a.				
c. Average number hookups	n.a.		6.2		6.2
d. Number with tentsites	n.a.		3		3

The 1970 lodging industry in region 2 — North.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	6	43	366	1	416
II. Distribution of rental units					
a. Cabins only	n.a.	14%	93%		83%
b. Bedrooms only	100%	63%	4%		12%
c. Both cabins and bedrooms	n.a.	23%	3%		5%
III. Estimated capacity					
a. Bedroom unit capacity	260	1803	597		2664
b. Cabin capacity	n.a.	347	11078		11425
c. Total capacity	260	2150	11675		14089
IV. Average number of rental units /establishments	17.7	14.8	7.3		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	67%	86%	n.a.		n.a.
b. 25-99 units (hotels and motels)	33%	12%	n.a.		n.a.
c. 100+ units (hotels and motels)		2%	n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	97%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.	2%		n.a.
f. 30-99 units (resorts)	n.a.	n.a.	1%		n.a.
g. 100+ units (resorts)	n.a.	n.a.			n.a.
VI. Seasonal operation					
Percent operating seasonally	n.a.	21%	91%		83%
VII. Distribution of ownership					
a. Individual	100%	86%	94%		93%
b. Partnership		5%	4%		4%
c. Corporation		9%	2%		3%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	50%	49%	54%		54%
b. 2 owners since 1960	17%	28%	34%		33%
c. 3 owners since 1960		18%	7%		8%
d. 4 owners since 1960	33%	5%	5%		5%
IX. Distribution of establishments'age					
a. Built before 1930	33%	2%	8%		7%
b. Built 1930-44	67%	16%	31%		30%
c. Built 1945-59		56%	48%		48%
d. Built 1960+		26%	13%		15%
X. Modernization					
Percent with recent improvements	33%	47%	57%		56%
XI. Distribution of water orientation					
a. Located on lake		12%	89%		79%
b. Located on river		18%	7%		9%
c. No water frontage	100%	70%	4%		12%

	Hotels	Motels	Resorts	Other	All establishments
XII. Estimated water frontage (in feet)		2801	315684		318485
XIII. Estimated land controlled (in acres)	4	88	13096		13191
XIV. Camping facilities					
a. Number with trailer sites	n.a.	2	88		90
b. Number with 21+ sites	n.a.		13		13
c. Average number hookups	n.a.	5.5	8.1		8.0
d. Number with tentsites	n.a.	2	53		55

The 1970 lodging industry in region 3 – Northeast.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	52	197	652	6	907
II. Distribution of rental units					
a. Cabins only	n.a.	13%	87%	100%	66%
b. Bedrooms only	100%	71%	3%		23%
c. Both cabins and bedrooms	n.a.	16%	10%		10%
III. Estimated capacity					
a. Bedroom unit capacity	3355	7930	1984		13269
b. Cabin capacity	n.a.	1453	19234	320	21007
c. Total capacity	3355	9383	21218	320	34276
IV. Average number of rental units/establishments	41.7	17.7	7.0	7.5	n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	59%	89%	n.a.	100%	n.a.
b. 25-99 units (hotels and motels)	31%	10%	n.a.		n.a.
c. 100+ units (hotels and motels)	10%	1%	n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	96%	n.a.	n.a.
e. 11-29 units (resorts)	n.a.	n.a.	3%	n.a.	n.a.
f. 30-99 units (resorts)	n.a.	n.a.	1%	n.a.	n.a.
g. 100+ units (resorts)	n.a.	n.a.		n.a.	n.a.
VI. Seasonal operation					
Percent operating seasonally	n.a.	35%	86%	100%	70%
VII. Distribution of ownership					
a. Individual	75%	78%	92%	83%	87%
b. Partnership	4%	5%	6%	17%	6%
c. Corporation	21%	17%	2%		7%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	61%	54%	55%	67%	55%
b. 2 owners since 1960	29%	33%	29%		30%
c. 3 owners since 1960	6%	6%	5%	33%	5%
d. 4 owners since 1960	4%	7%	11%		10%
IX. Distribution of establishments´age					
a. Built before 1930	85%	1%	8%		11%
b. Built 1930-44	11%	10%	43%		33%
c. Built 1945-59		63%	42%	17%	44%
d. Built 1960+	4%	26%	7%	83%	12%
X. Modernization					
Percent with recent improvements	54%	58%	49%	33%	51%
XI. Distribution of water orientation					
a. Located on lake	4%	27%	93%	100%	74%
b. Located on river		3%	3%		3%
c. No water frontage	96%	70%	4%		23%
XII. Estimated water frontage (in feet)	520	34028	813388	4764	852600
XIII. Estimated land controlled (in acres)	58	2400	27777	26	30261
XIV. Camping facilities					
a. Number with trailer sites	n.a.	10	139		149
b. Number with 21+ sites	n.a.		24		24
c. Average number hookups	n.a.	8.2	5.8		6.0
d. Number with tentsites	n.a.	4	75		79

The 1970 lodging industry in region 4 — West.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	21	70	529	2	622
II. Distribution of rental units					
a. Cabins only	n.a.	16%	94%		82%
b. Bedrooms only	100%	70%	3%		14%
c. Both cabins and bedrooms	n.a.	14%	3%		4%
III. Estimated capacity					
a. Bedroom unit capacity	1563	3207	1235		6029
b. Cabin capacity	n.a.	503	16836		17339
c. Total capacity	1563	3710	18071		23368
IV. Average number of rental units/establishments	33.3	14.2	7.5		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	48%	90%	n.a.		n.a.
b. 25-99 units (hotels and motels)	47%	7%	n.a.		n.a.
c. 100+ units (hotels and motels)	5%	3%	n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	99%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.	1%		n.a.
f. 30-99 units (resorts)	n.a.	n.a.	*		n.a.
g. 100+ units (resorts)	n.a.	n.a.	*		n.a.
VI. Seasonal operation					
Percent operating seasonally	n.a.	19%	90%		79%
VII. Distribution of ownership					
a. Individual	86%	90%	96%		95%
b. Partnership	5%	3%	2%		2%
c. Corporation	9%	7%	2%		3%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	71%	54%	60%		60%
b. 2 owners since 1960	24%	34%	30%		30%
c. 3 owners since 1960	5%	10%	7%		7%
d. 4 owners since 1960		2%	3%		3%
IX. Distribution of establishments' age					
a. Built before 1930	62%		7%		8%
b. Built 1930-44	19%	11%	24%		23%
c. Built 1945-59	19%	62%	51%		51%
d. Built 1960+		27%	18%		18%
X. Modernization					
Percent with recent improvements	48%	50%	51%		50%
XI. Distribution of water orientation					
a. Located on lake		19%	99%		86%
b. Located on river		1%	*		*
c. No water frontage	100%	80%	1%		14%
XII. Estimated water frontage (in feet)		5734	407559		413493
XIII. Estimated land controlled (in acres)	19	358	12912		13291
XIV. Camping facilities					
a. Number with trailer sites	n.a.	3	136		139
b. Number with 21+ sites	n.a.		22		22
c. Average number hookups	n.a.	2.0	8.7		8.5
d. Number with tentsites	n.a.		57		57

*less than 0.5%

The 1970 lodging industry in region 5 — North Central.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	11	62	709	1	783
II. Distribution of rental units					
a. Cabins only	n.a.	18%	92%		85%
b. Bedrooms only	100%	72%	3%		10%
c. Both cabins and bedrooms	n.a.	10%	5%		5%

	Hotels	Motels	Resorts	Other	All establishments
III. Estimated capacity					
a. Bedroom unit capacity	499	2260	2056		4815
b. Cabin capacity	n.a.	303	23472		23835
c. Total capacity	499	2563	25528		28650
IV. Average number of rental units/establishments	18.3	11.0	8.1		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	27%	97%	n.a.		n.a.
b. 25-99 units (hotels and motels)	73%	3%	n.a.		n.a.
c. 100+ units (hotels and motels)			n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	97%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.	2%		n.a.
f. 30-99 units (resorts)	n.a.	n.a.	1%		n.a.
g. 100+ units (resorts)	n.a.	n.a.	*		n.a.
VI. Seasonal operation					
Percent operating seasonally	n.a.	27%	93%		87%
VII. Distribution of ownership					
a. Individual	73%	90%	91%		91%
b. Partnership	9%		5%		5%
c. Corporation	18%	10%	4%		4%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	27%	40%	54%		52%
b. 2 owners since 1960	46%	39%	32%		33%
c. 3 owners since 1960	9%	13%	7%		8%
d. 4 owners since 1960	18%	8%	7%		7%
IX. Distribution of establishments'age					
a. Built before 1930	73%	3%	13%		13%
b. Built 1930-44		7%	33%		30%
c. Built 1945-59	27%	66%	45%		47%
d. Built 1960+		24%	9%		10%
X. Modernization					
Percent with recent improvements	45%	58%	53%		53%
XI. Distribution of water orientation					
a. Located on lake		27%	96%		90%
b. Located on river		3%	1%		1%
c. No water frontage	100%	70%	3%		9%
XII. Estimated water frontage (in feet)		5961	496383		504144
XIII. Estimated land controlled (in acres)	7	340	21159		21512
XIV. Camping facilities					
a. Number with trailer sites	n.a.	1	143		144
b. Number with 21+ sites	n.a.		31		31
c. Average number hookups	n.a.	8.0	9.6		9.5
d. Number with tentsites	n.a.	1	75		76

*less than 0.5%

The 1970 lodging industry in region 6 — West Central.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	17	52	53	2	124
II. Distribution of rental units					
a. Cabins only	n.a.	4%	94%		42%
b. Bedrooms only	100%	88%	4%		54%
c. Both cabins and bedrooms	n.a.	8%	2%		4%
III. Estimated capacity					
a. Bedroom unit capacity	1002	1880	28		2942
b. Cabin capacity	n.a.	98	1672		1770
c. Total capacity	1002	1978	1700		4712
IV. Average number of rental units/establishments	37.4	13.8	6.0		n.a.

	Hotels	Motels	Resorts	Other	All establishments
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	35%	90%	n.a.		n.a.
b. 25-99 units (hotels and motels)	65%	10%	n.a.		n.a.
c. 100+ units (hotels and motels)			n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	100%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.			n.a.
f. 30-99 units (resorts)	n.a.	n.a.			n.a.
g. 100+ units (resorts)	n.a.	n.a.			n.a.
VI. Seasonal operation					
Percent operating seasonally	n.a.		92%		
VII. Distribution of ownership					
a. Individual	71%	96%	96%		93%
b. Partnership	23%	2%	4%		6%
c. Corporation	6%	2%			1%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	53%	44%	51%		49%
b. 2 owners since 1960	29%	35%	36%		34%
c. 3 owners since 1960	12%	19%	13%		15%
d. 4 owners since 1960	6%	2%			2%
IX. Distribution of establishments' age					
a. Built before 1930	76%		6%		13%
b. Built 1930-44		2%	21%		10%
c. Built 1945-59	24%	71%	66%		62%
d. Built 1960+		27%	7%		15%
X. Modernization					
Percent with recent improvements	59%	62%	72%		65%
XI. Distribution of water orientation					
a. Located on lake		6%	98%		44%
b. Located on river			2%		2%
c. No water frontage	100%	94%			54%
XII. Estimated water frontage (in feet)		1900	27663		30501
XIII. Estimated land controlled (in acres)	10	147	909		1068
XIV. Camping facilities					
a. Number with trailer sites	n.a.	2	18		20
b. Number with 21+ sites	n.a.		6		6
c. Average number hookups	n.a.	4.0	10.1		9.7
d. Number with tentsites	n.a.		13		13

The 1970 lodging industry in region 7 — Central.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	35	72	127	none	234
II. Distribution of rental units					
a. Cabins only	n.a.	12%	91%		54%
b. Bedrooms only	100%	70%	2%		37%
c. Both cabins and bedrooms	n.a.	18%	7%		9%
III. Estimated capacity					
a. Bedroom unit capacity	1484	2037	161		3682
b. Cabin capacity	n.a.	437	3490		3927
c. Total capacity	1484	2474	3651		7609
IV. Average number of rental units/establishments	15.8	10.5	5.9		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	80%	96%	n.a.		n.a.
b. 25-99 units (hotels and motels)	14%	4%	n.a.		n.a.
c. 100+ units (hotels and motels)	6%		n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	98%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.	2%		n.a.
f. 30-99 units (resorts)	n.a.	n.a.			n.a.
g. 100+ units (resorts)	n.a.	n.a.			n.a.
VI. Seasonal operation					
Percent operating seasonally	n.a.	21%			53%

	Hotels	Motels	Resorts	Other	All establishments
VII. Distribution of ownership					
a. Individual	94%	95%	94%		94%
b. Partnership	6%	1%	4%		3%
c. Corporation		4%	2%		3%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	66%	51%	67%		62%
b. 2 owners since 1960	20%	28%	26%		26%
c. 3 owners since 1960	8%	13%	2%		6%
d. 4 owners since 1960	6%	8%	5%		6%
IX. Distribution of establishments' age					
a. Built before 1930	72%		17%		20%
b. Built 1930-44	11%	2%	39%		23%
c. Built 1945-59	17%	83%	34%		47%
d. Built 1960+		15%	10%		10%
X. Modernization					
Percent with recent improvements	43%	72%	58%		60%
XI. Distribution of water orientation					
a. Located on lake		26%	97%		61%
b. Located on river		3%	1%		1%
c. No water frontage	100%	71%	2%		38%
XII. Estimated water frontage (in feet)		7390	94310		101700
XIII. Estimated land controlled (in acres)	31	567	2476		3074
XIV. Camping facilities					
a. Number with trailer sites	n.a.	4	51		55
b. Number with 21+ sites	n.a.		16		16
c. Average number hookups	n.a.	3.0	14.2		13.4
d. Number with tentsites	n.a.	2	29		31

The 1970 lodging industry in region 8 — Southwest.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	18	35	3	none	56
II. Distribution of rental units					
a. Cabins only	n.a.		100%		5%
b. Bedrooms only	100%	94%			91%
c. Both cabins and bedrooms	n.a.	6%			4%
III. Estimated capacity					
a. Bedroom unit capacity	1277	2017			3294
b. Cabin capacity	n.a.	76	77		153
c. Total capacity	1277	2093	77		3447
IV. Average number of rental units/establishments	35.5	17.3	8.7		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	44%	86%	n.a.		n.a.
b. 25-99 units (hotels and motels)	56%	14%	n.a.		n.a.
c. 100+ units (hotels and motels)			n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	100%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.			n.a.
f. 30-99 units (resorts)	n.a.	n.a.			n.a.
g. 100+ units (resorts)	n.a.	n.a.			n.a.
VI. Seasonal operation					
Percent operating seasonally	n.a.	3%	100%		7%
VII. Distribution of ownership					
a. Individual	83%	89%	100%		87%
b. Partnership	6%				2%
c. Corporation	11%	11%			11%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	56%	66%	33%		61%
b. 2 owners since 1960	22%	17%	67%		21%
c. 3 owners since 1960	6%	9%			9%
d. 4 owners since 1960	16%	8%			11%

	Hotels	Motels	Resorts	Other	All establishments
IX. Distribution of establishments'age					
a. Built before 1930	61%				20%
b. Built 1930-44	28%	14%			18%
c. Built 1945-59	11%	60%	67%		44%
d. Built 1960+		26%	33%		18%
X. Modernization					
Percent with recent improvements	50%	57%	33%		54%
XI. Distribution of water orientation					
a. Located on lake	6%	3%	100%		9%
b. Located on river					
c. No water frontage	94%	97%			91%
XII. Estimated water frontage (in feet)	216	7920	2390		10526
XIII. Estimated land controlled (in acres)	27	128	10		165
XIV. Camping facilities					
a. Number with trailer sites	n.a.	1	2		3
b. Number with 21+ sites	n.a.				
c. Average number hookups	n.a.	7.0	6.0		6.3
d. Number with tentsites	n.a.	1	1		2

The 1970 lodging industry in region 9 — South Central.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	26	49	38	none	113
II. Distribution of rental units					
a. Cabins only	n.a.	8%	89%		34%
b. Bedrooms only	100%	80%	11%		61%
c. Both cabins and bedrooms	n.a.	12%			5%
III. Estimated capacity					
a. Bedroom unit capacity	703	2282	85		3070
b. Cabin capacity	n.a.	202	759		961
c. Total capacity	703	2484	844		4031
IV. Average number of rental units/establishments	22.5	22.3	6.0		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	81%	76%	n.a.		n.a.
b. 25-99 units (hotels and motels)	19%	18%	n.a.		n.a.
c. 100+ units (hotels and motels)		16%	n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	95%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.	5%		n.a.
f. 30-99 units (resorts)	n.a.	n.a.			n.a.
g. 100+ units (resorts)	n.a.	n.a.			n.a.
VI. Seasonal operation					
Percent operating seasonally	n.a.	4%	82%		29%
VII. Distribution of ownership					
a. Individual	65%	82%	89%		81%
b. Partnership	12%	2%	3%		4%
c. Corporation	23%	16%	8%		15%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	69%	51%	53%		56%
b. 2 owners since 1960	19%	18%	29%		22%
c. 3 owners since 1960		12%	13%		10%
d. 4 owners since 1960	12%	18%	5%		12%
IX. Distribution of establishments'age					
a. Built before 1930	69%	2%	11%		20%
b. Built 1930-44	23%	2%	24%		14%
c. Built 1945-59	8%	65%	55%		49%
d. Built 1960+		31%	10%		17%
X. Modernization					
Percent with recent improvements	42%	49%	66%		53%

	Hotels	Motels	Resorts	Other	All establishments
XI. Distribution of water orientation					
a. Located on lake	4%	2%	89%		32%
b. Located on river					
c. No water frontage	96%	98%	11%		68%
XII. Estimated water frontage (in feet)	216	529	32875		33620
XIII. Estimated land controlled (in acres)	21	172	662		855
XIV. Camping facilities					
a. Number with trailer sites	n.a.		17		17
b. Number with 21+ sites	n.a.		6		6
c. Average number hookups	n.a.		20.8		20.8
d. Number with tentsites	n.a.		12		12

The 1970 lodging industry in region 10 — Southeast.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	59	111	26	20	216
II. Distribution of rental units					
a. Cabins only	n.a.	2%	81%		11%
b. Bedrooms only	100%	87%			81%
c. Both cabins and bedrooms	n.a.	11%	19%		8%
III. Estimated capacity					
a. Bedroom unit capacity	6889	5514	43		12734
b. Cabin capacity	n.a.	165	642		807
c. Total capacity	6889	5679	685		13541
IV. Average number of rental units/establishments	67.7	21.1	6.3		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	49%	68%	n.a.		n.a.
b. 25-99 units (hotels and motels)	39%	30%	n.a.		n.a.
c. 100+ units (hotels and motels)	12%	2%	n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	92%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.	8%		n.a.
f. 30-99 units (resorts)	n.a.	n.a.			n.a.
g. 100+ units (resorts)	n.a.	n.a.			n.a.
VI. Seasonal operation					
Percent operating seasonally	n.a.	6%	92%		14%
VII. Distribution of ownership					
a. Individual	66%	79%	92%		79%
b. Partnership	12%	7%	8%		8%
c. Corporation	22%	14%			13%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	44%	50%	65%		47%
b. 2 owners since 1960	34%	30%	15%		27%
c. 3 owners since 1960	3%	5%	8%		4%
d. 4 owners since 1960	19%	15%	12%		22%
IX. Distribution of establishments' age					
a. Built before 1930	80%	4%	8%		28%
b. Built 1930-44	5%	3%	15%		7%
c. Built 1945-59	3%	59%	42%		39%
d. Built 1960+	12%	35%	35%		26%
X. Modernization					
Percent with recent improvements	53%	46%	65%		46%
XI. Distribution of water orientation					
a. Located on lake		3%	54%		8%
b. Located on river	5%	3%	19%		5%
c. No water frontage	95%	94%	27%		87%
XII. Estimated water frontage (in feet)	576	7520	24386		32582

	Hotels	Motels	Resorts	Other	All establishments
XIII. Estimated land controlled (in acres)	47	602	670		1329
XIV. Camping facilities					
a. Number with trailer sites	n.a.	4	11		15
b. Number with 21+ sites	n.a.	1	5		6
c. Average number hookups	n.a.	10.5	12.6		11.8
d. Number with tentsites	n.a.		7		7

The 1970 lodging industry in region 11 — Metro.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	64	156	17	none	237
II. Distribution of rental units					
a. Cabins only	n.a.	5%	100%		10%
b. Bedrooms only	100%	92%			88%
c. Both cabins and bedrooms	n.a.	3%			2%
III. Estimated capacity					
a. Bedroom unit capacity	17371	20663			38034
b. Cabin capacity	n.a.	367	452		819
c. Total capacity	17371	21030	452		38853
IV. Average number of rental units/establishments	146.1	54.8	6.3		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	17%	56%	n.a.		n.a.
b. 25-99 units (hotels and motels)	38%	28%	n.a.		n.a.
c. 100+ units (hotels and motels)	45%	16%	n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	100%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.			n.a.
f. 30-99 units (resorts)	n.a.	n.a.			n.a.
g. 100+ units (resorts)	n.a.	n.a.			n.a.
VI. Seasonal operation Percent operating seasonally	n.a.	2%	59%		55%
VII. Distribution of ownership					
a. Individual	36%	55%	70%		51%
b. Partnership	8%	6%	12%		7%
c. Corporation	56%	39%	18%		42%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	62%	57%	47%		58%
b. 2 owners since 1960	19%	26%	47%		25%
c. 3 owners since 1960	5%	12%	6%		10%
d. 4 owners since 1960	14%	5%			7%
IX. Distribution of establishments' age					
a. Built before 1930	50%	2%	12%		18%
b. Built 1930-44	14%	9%	29%		12%
c. Built 1945-59	3%	55%	47%		40%
d. Built 1960+	23%	34%	12%		30%
X. Modernization Percent with recent improvements	48%	55%	41%		52%
XI. Distribution of water orientation					
a. Located on lake		2%	94%		8%
b. Located on river		3%			2%
c. No water frontage	100%	95%	6%		90%
XII. Estimated water frontage (in feet)		2820	7472		10292
XIII. Estimated land controlled (in acres)	103	567	97		767
XIV. Camping facilities					
a. Number with trailer sites	n.a.	2	9		11
b. Number with 21+ sites	n.a.		2		2
c. Average number hookups	n.a.	2.0	9.5		7.6
d. Number with tentsites	n.a.		9		9

CHAPTER V. REGIONAL PERSPECTIVES: MINNESOTA'S TOURISM REGIONS

In addition to the development regions, six tourism regions have also been organized primarily to promote tourism. They are defined as follows:

- Vikingland—Northwestern Minnesota
- Heartland—North-central Minnesota
- Arrowhead—Northeastern Minnesota
- Pioneerland—Southwestern Minnesota
- Hiawathaland—Southeastern Minnesota
- Metroland—Twin Cities vicinity

Each region is discussed individually to explain and to supplement the tabular summaries.

Figure V-1. Delineation of Minnesota's tourism regions

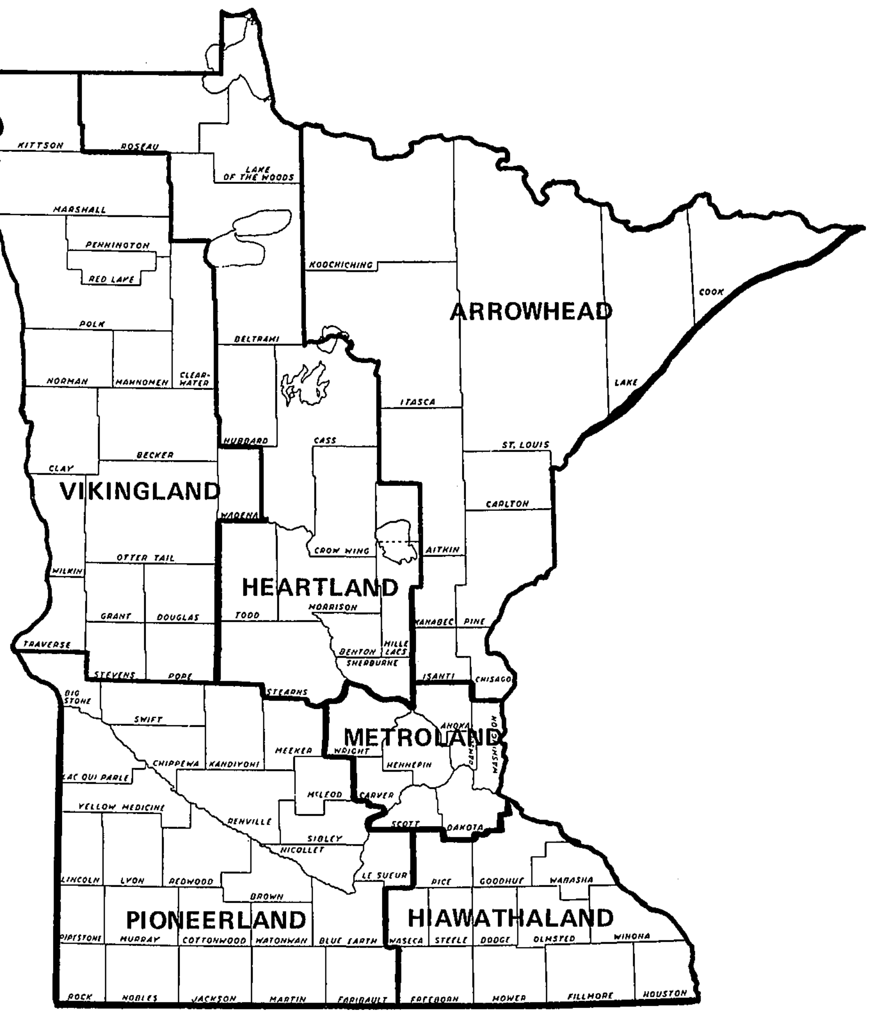


Table V-1. Listing of counties comprising Minnesota's tourism regions.

Vikingland		
(03) Becker	(46) Martin	(27) Hennepin
(14) Clay	(47) Meeker	(62) Ramsey
(15) Clearwater	(51) Murray	(70) Scott
(21) Douglas	(52) Nicollet	(82) Washington
(26) Grant	(53) Nobles	(86) Wright
(35) Kittson	(59) Pipestone	
(44) Mahnomen	(64) Redwood	Heartland
(45) Marshall	(65) Renville	(01) Aitkin (part)
(54) Norman	(67) Rock	(04) Beltrami
(56) Ottertail	(72) Sibley	(05) Benton
(57) Pennington	(76) Swift	(11) Cass
(60) Polk	(78) Traverse	(18) Crow Wing
(61) Pope	(83) Watonwan	(29) Hubbard
(63) Red Lake	(87) Yellow Medicine	(39) Lake of the Woods
(75) Stevens		(48) Mille Lacs
(80) Wadena	Hiawathaland	(49) Morrison
(84) Wilkin	(20) Dodge	(68) Roseau
	(23) Fillmore	(71) Sherburne
Pioneerland	(24) Freeborn	(73) Stearns
(06) Big Stone	(25) Goodhue	(77) Todd
(07) Blue Earth	(28) Houston	
(08) Brown	(50) Mower	Arrowhead
(12) Chippewa	(55) Olmsted	(01) Aitkin (part)
(17) Cottonwood	(66) Rice	(09) Carlton
(22) Faribault	(74) Steele	(13) Chisago
(32) Jackson	(79) Wabasha	(16) Cook
(34) Kandiyohi	(81) Waseca	(30) Isanti
(37) Lac Qui Parle	(85) Winona	(33) Itasca
(40) Le Sueur		(36) Koochiching
(41) Lincoln	Metroland	(38) Lake
(42) Lyon	(02) Anoka	(58) Pine
(43) McLeod	(10) Carver	(69) St. Louis
	(19) Dakota	

Vikingland

Vikingland has two well-differentiated geographical features: the level Red River Valley in the western portion; and the picturesquely rolling area to the east. While the Red River Valley is an agricultural area, the glaciated upland is dotted with lakes and small woodland areas. The region's upland agriculture becomes progressively better toward the south and from upland into the Red River Valley. Nonagricultural industry is limited in Vikingland. Most of its cities are relatively small, but part of the Fargo-Moorhead metropolitan area—Clay County—is included along the region's west central border.

Vikingland's 706 lodging operations have a total capacity for almost 26,000 overnight guests. Most of this capacity—72 percent—is available in resorts, and 93 percent of the resort capacity is available in cabins. Nine-tenths of the resorts operate seasonally.

Its 551 resorts reflect Vikingland's large number of lakes. Vikingland resorts have been built more recently than those in the two other northern tourism regions. Seventeen percent of the main facilities were built in the 1960's. Recent resort construction indicates earlier disadvantage in amenities, area accessability, and/or market image. Improved access—due to I-94 and other highway construction—may prove important in that region's lodging industry future.

Vikingland has the smallest hotel and motel capacities of any tourism region. It not only has a relatively low number of hotels and motels, but both classes have among the smallest average number of units per establishment. The area's low population density and relatively small cities are reasons. Nearly one-third of its motels were built in the 1960's. Of the nonmetropolitan regions, only Pioneerland had a higher proportion of recently constructed motels. This attests to this region's relatively recent expansion in lodging demand.

Sixteen percent of Vikingland's motels report water frontage and nearly all its resorts are located on water. Together, the motels and resorts control nearly 80 miles of water frontage. In addition, a substantial land area—amounting to approximately 14,600 acres—is also managed by these travel-recreation operations.

Camping is available at nearly 150 of the Vikingland motels and resorts.

The 1970 lodging industry in Vikingland.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	36	117	551	2	706
II. Distribution of rental units					
a. Cabins only	n.a.	15%	95%		76%
b. Bedrooms only	100%	74%	3%		20%
c. Both cabins and bedrooms	n.a.	11%	2%		4%
III. Estimated capacity					
a. Bedroom unit capacity	2060	4633	1235		7952
b. Cabin capacity	n.a.	625	17392		18017
c. Total capacity	2060	5258	18627		25969
IV. Average number of rental units/establishments	28.9	13.3	7.4		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	61%	90%	n.a.		n.a.
b. 25-99 units (hotels and motels)	36%	8%	n.a.		n.a.
c. 100+ units (hotels and motels)	3%	2%	n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	99%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.	1%		n.a.
f. 30-99 units (resorts)	n.a.	n.a.	*		n.a.
g. 100+ units (resorts)	n.a.	n.a.	*		n.a.
Percent operating seasonally	n.a.	15%	90%		73%
VII. Distribution of ownership					
a. Individual	86%	89%	96%		94%
b. Partnership	3%	3%	3%		3%
c. Corporation	11%	8%	1%		3%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	55%	53%	61%		59%
b. 2 owners since 1960	39%	36%	29%		31%
c. 3 owners since 1960	3%	8%	7%		7%
d. 4 owners since 1960	3%	3%	3%		3%
IX. Distribution of establishments'age					
a. Built before 1930	72%		8%		10%
b. Built 1930-44	17%	12%	24%		22%
c. Built 1945-59	11%	56%	51%		49%
d. Built 1960+		32%	17%		19%
X. Modernization					
Percent with recent improvements	50%	47%	51%		50%
XI. Distribution of water orientation					
a. Located on lake		13%	98%		78%
b. Located on river	3%	3%	*		1%
c. No water frontage	97%	84%	2%		21%
XII. Estimated water frontage (in feet)	200	7304	417334		424838
XIII. Estimated land controlled (in acres)	31	561	13978		14572
XIV. Camping facilities					
a. Number with trailer sites	n.a.	5	143		148
b. Number with 21+ sites	n.a.		24		24
c. Average number hookups	n.a.	3.6	9.0		8.8
d. Number with tentsites	n.a.	2	62		64

*less than 0.5%

Heartland

Throughout its length of over 250 miles, the Heartland Tourism Region features an outstanding array of lakes and northern forests. All of Minnesota's five largest inland lakes are within or bordering this region. Interspersed throughout are smaller agricultural areas. In the south, these coalesce into the excellent agricultural area of Stearns County. At the northern extreme, characteristics of the Red River Valley and an unique bluegrass agriculture emerge. With the exception of St. Cloud, its cities are small. However, the metropolitan Minneapolis-St. Paul area exerts a substantial impact upon its southern area. Tourism, based upon Heartland's natural endowments of water and woods, assumes a prominent role compared to other economic opportunities.

With a combined capacity of over 40,000, Heartland's 1,200 resorts have capitalized upon the region's endowment of natural recreational resources. Both hotels and motels have the smallest average size (number of rental units) of any region, and Heartland's combined hotel and motel capacity—equalling 8010— is only slightly larger than that of Vikingland. In both these regions, limited economic activity results in low population densities and small cities, generating low demand for nonrecreational travel.

Heartland accounts for almost one-half the Minnesota resort capacity. Recent construction is not high compared to Vikingland. However, resorts in Heartland show the largest extent of recent upgrading and modernization of the three northern resort-oriented regions. Thus, this region is likely to retain its supremacy in Minnesota's resort facilities.

Heartland has the highest percentage of seasonal lodging establishments—82 percent. This high proportion partly stems from the high ratio of resorts to other lodging establishments. However, even 25 percent of the motels operate seasonally—further substantiating the impact of tourism-recreation upon the region.

Almost 175 miles of water frontage and over 38,000 acres of land are controlled by the region's lodging operations. These figures rank Heartland first in the state in this respect. These findings are expected because Heartland has many operations providing recreational services and an abundance of recreational lands and water.

Heartland has more than 40 percent of Minnesota's trailer camping areas operated in association with motels and resorts. These 272 areas, combined with other private campgrounds and with those operated by governmental agencies, result in a substantial offering of camping services.

Two overall measures emphasize the impact of travel-tourism-recreation upon Heartland. Table V-2 indicates that lodging capacity is equal to 15 percent of Heartland's 1970 population. This figure is much higher than for any other region. The second factor is the relative importance of resorts as suppliers of lodging capacity. The ratio of resort capacity to the combined hotel and motel capacity shown in Table V-3 is better than 5:1 in Heartland and almost two times that of the next closest region.

Table V-2. Lodging capacity as a percentage of resident population for Minnesota tourism regions, 1970.

Tourism region	1970 lodging capacity / 1970 population
Vikingland	8.6%
Pioneerland	2.5%
Hiawathaland	3.4%
Metroland	2.1%
Heartland	15.2%
Arrowhead	9.2%
Total	4.6%

Table V-3. Capacity ratios: resort capacity vs. combined hotel and motel capacities for Minnesota tourism regions.

1970 Tourism regions	Resort capacity / Hotel and motel capacity
Vikingland	2.55
Pioneerland	0.29
Hiawathaland	0.06
Metroland	0.03
Heartland	5.05
Arrowhead	1.49
Total	0.94

The 1970 lodging industry in Heartland.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	36	140	1176	2	1354
II. Distribution of rental units					
a. Cabins only	n.a.	14%	92%		81%
b. Bedrooms only	100%	69%	3%		13%
c. Both cabins and bedrooms	n.a.	17%	5%		6%
III. Estimated capacity					
a. Bedroom unit capacity	1771	5326	2934		10035
b. Cabin capacity	n.a.	913	37555		38528
c. Total capacity	1771	6239	40489		48563
IV. Average number of rental units/establishments	18.4	13.1*	7.7		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	58%	91%	n.a.		n.a.
b. 25-99 units (hotels and motels)	36%	8%	n.a.		n.a.
c. 100+ units (hotels and motels)	6%	1%	n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	97%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.	2%		n.a.
f. 30-99 units (resorts)	n.a.	n.a.	1%		n.a.
g. 100+ units (resorts)	n.a.	n.a.	*		n.a.
VI. Seasonal operation					
Percent operating seasonally	n.a.	25%	91%		82%
VII. Distribution of ownership					
a. Individual	86%	92%	93%		92%
b. Partnership	8%	1%	4%		4%
c. Corporation	6%	7%	3%		4%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	42%	47%	55%		54%
b. 2 owners since 1960	30%	30%	32%		32%
c. 3 owners since 1960	11%	14%	7%		7%
d. 4 owners since 1960	17%	9%	6%		7%
IX. Distribution of establishments' age					
a. Built before 1930	72%	2%	11%		11%
b. Built 1930-44	11%	8%	34%		30%
c. Built 1945-59	17%	67%	45%		47%
d. Built 1960+		23%	10%		12%
X. Modernization					
Percent with recent improvements	42%	63%	55%		55%
XI. Distribution of water orientation					
a. Located on lake		24%	94%		85%
b. Located on river		7%	3%		3%
c. No water frontage	100%	69%	3%		12%

	Hotels	Motels	Resorts	Other	All establishments
XII. Estimated water frontage (in feet)		13611	909017		924428
XIII. Estimated land controlled (in acres)	30	595	37678		38312
XIV. Camping facilities					
a. Number with trailer sites	n.a.	4	268		272
b. Number with 21+ sites	n.a.		52		52
c. Average number hookups	n.a.	7.0	8.6		8.6
d. Number with tentsites	n.a.	3	147		150

*less than 0.5%

Arrowhead

Arrowhead is characterized by geological, economic, and demographic diversity. It ranges from the glacier-scoured rocks and clear, cold lakes of the Boundary Waters Canoe Area to the almost level, sandy, glacial outwash and moraine area of Isanti County. Arrowhead lacks only a well-developed agricultural area to illustrate Minnesota's full range of variation. Perhaps its most distinctive feature is the 150-mile expanse of Lake Superior's rugged "North Shore." However, ranking close to the North Shore as unique features are the Mesabi Iron Range, Voyageur's National Park, and the Boundary Waters Canoe Area. In addition, its chief city, Duluth, ranks as an attraction in its own right—as one of the world's most picturesquely situated and visually accessible cities.

Arrowhead's economy is as diverse as its geography and geology. It includes the metropolitan area of Duluth and the relatively populated Mesabi Iron range area. However, there are also large sparsely populated areas. Industrially, mining has played a key role throughout the 20th Century, but there is also a major wood products industry, substantial mining-related manufacturing, and tourism.

The lodging industry of the Arrowhead Region has both the characteristics of an outdoor recreation resort region and a metropolitan region. As a resort area, it bows only to Heartland. Arrowhead has 630 resorts having a total capacity of 20,000. Registering at almost 14,000, its hotel-motel capacity ranks second only to the Metroland area.

The Arrowhead has been serving tourists and travelers for many years. The first tourism association was organized there in 1924. An early demand for lodging is reflected in the region's large proportion of hotels 40 years or more old. However, construction of hotels still continues, whereas, in three of the six tourism regions, no hotels have been built since 1960.

One-third of Arrowhead's motels are closed part of the year. This should be viewed in conjunction with the large number of motels controlling water frontage. Many of these operations can be considered resort-motels; therefore, they fit partially into the resort-recreation system.

Of the three northern regions, resort development in Arrowhead came earliest. Thus, a high proportion of resorts were built before 1945. In addition, there was a lower proportion and smaller number of new resorts constructed after 1960. This factor, together with a large motel capacity, suggests that Arrowhead may be moving more rapidly toward the short-stay sightseeing market than are the other two northern Minnesota tourism regions.

In spite of the smaller number of resorts, Arrowhead lodging operations control over 155 miles of water frontage—compared to 175 miles in the Heartland.

One hundred and fifty-two establishments offer camping facilities. Twenty-nine have at least 21 trailer sites and can thus handle a substantial volume of recreational travelers.

Since Arrowhead has both metropolitan characteristics and outdoor recreation areas, its lodging industry does not have impact upon the regional economy and society with the intensity attained in Heartland. In further contrast to Heartland, its lodging industry can host 9.2 percent of its resident population, and its resorting capacity is relatively less important compared to hotels and motels. At the same time, Arrowhead resort operations are many, and their overall capacity outweighs that available in hotels and motels combined by three to two.

The 1970 lodging industry in Arrowhead.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	65	219	634	6	924
II. Distribution of rental units					
a. Cabins only	n.a.	13%	88%		64%
b. Bedrooms only	100%	70%	2%		25%
c. Both cabins and bedrooms	n.a.	17%	10%		11%
III. Estimated capacity					
a. Bedroom unit capacity	3755	8408	1848		13957
b. Cabin capacity	n.a.	1581	18572		20527
c. Total capacity	3755	9989	20420		34484
IV. Average number of rental units /establishments	37.3	13.7	7.0		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	64%	90%	n.a.		n.a.
b. 25-99 units (hotels and motels)	28%	9%	n.a.		n.a.
c. 100+ units (hotels and motels)	8%	1%	n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	96%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.	3%		n.a.
f. 30-99 units (resorts)	n.a.	n.a.	1%		n.a.
g. 100+ units (resorts)	n.a.	n.a.			n.a.

	Hotels	Motels	Resorts	Other	All establishments
VI. Seasonal operation					
Percent operating seasonally	n.a.	34%	86%		68%
VII. Distribution of ownership					
a. Individual	80%	80%	92%		88%
b. Partnership	3%	5%	6%		6%
c. Corporation	17%	15%	2%		6%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	68%	54%	54%		55%
b. 2 owners since 1960	24%	33%	30%		30%
c. 3 owners since 1960	5%	7%	5%		6%
d. 4 owners since 1960	3%	6%	11%		9%
IX. Distribution of establishments' age					
a. Built before 1930	77%	1%	10%		12%
b. Built 1930-44	15%	9%	41%		31%
c. Built 1945-59	5%	67%	41%		45%
d. Built 1960+	3%	23%	8%		12%
X. Modernization					
Percent with recent improvements	52%	59%	49%		52%
XI. Distribution of water orientation					
a. Located on lake	3%	27%	93%		71%
b. Located on river		3%	3%		3%
c. No water frontage	97%	70%	4%		26%
XII. Estimated water frontage (in feet)	520	35399	780984		821667
XIII. Estimated land controlled (in acres)	68	2737	25586		28417
XIV. Camping facilities					
a. Number with trailer sites	n.a.	11	141		152
b. Number with 21+ sites	n.a.		29		29
c. Average number hookups	n.a.	6.8	7.2		7.2
d. Number with tentsites	n.a.	4	77		81

Hiawathaland

The Mississippi River dominates Hiawathaland geologically, not only with its expanse of flowing water, but also with its picturesque bluffs and hinterland "river hill" country. This "river hill" country extends inland from 1 or 2 to more than 25 miles. Westward, beyond the river hills, is some of the most productive agricultural land in Minnesota.

Location factors have favored the development of cities. Five cities with populations between 15,000 and 30,000 were there in 1970, in addition to Rochester with its growing population of 50,000. These communities are located between Minneapolis-St. Paul and populated areas to the southeast. Thus, they have proximity to trade routes. Most are service centers for the productive agricultural hinterland. Two, particularly, are chief locations for major agricultural processing. Light industries have developed in all these cities. Rochester's medical complexes have been a primary factor in its development and growth. In spite of the Mississippi River, relatively little recreational tourism has developed.

Data of Rochester lodging establishments dominate that of the entire region. Olmsted County–which contains Rochester–has nearly 60 percent of the area's lodging capacity–8,018 of 13,680. Because of Rochester's predominant demand for urban lodging, Hiawathaland's lodging industry most nearly resembles that of the Metro Region. In average size, both hotels and motels are second only to those in the Metro Region. Like the Metro Region, many of its hotels have been constructed since 1960. The proportion of motels built after this date is even higher.

Only in Hiawathaland is the "other" category significant. Most of these are located in Rochester and operate as homes for tourists or transients.

The concentration of lodging facilities in Rochester masks the region's serious underdevelopment of these services. If Olmsted County is omitted from the computation, Hiawathaland can host only 1.8 percent of its resident population. This compares with 2.5 percent for the next lowest region–Pioneerland.

Because of the region's small number of resorts, land and water resources have a limited relation to its lodging industry. The region is the only one in which rivers are important–with 39 percent of its water-oriented establishments on rivers.

Two intriguing questions are posed by or to Hiawathaland's lodging industry:

- Why has such little development of lodging facilities occurred in the relatively large (for Minnesota) cities outside of Rochester?
- Why has such little development of recreational tourism occurred even in view of the spectacular Mississippi River? Is it because lake resorts have taken precedence in Minnesota? Is it because of water quality and/or pollution? Is it because Minneapolis-St. Paul residents "Think North" for recreation?

The region seems to have unrealized recreational potential.

The 1970 lodging industry in Hiawathaland.	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	59	114	27	20	220
II. Distribution of rental units					
a. Cabins only	n.a.	2%	81%		11%
b. Bedrooms only	100%	87%			81%
c. Both cabins and bedrooms	n.a.	11%	19%		8%
III. Estimated capacity					
a. Bedroom unit capacity	6889	5629	43		12849
b. Cabin capacity	n.a.	171	660		831
c. Total capacity	6889	5800	703		13680
IV. Average number of rental units/establishments	67.7	20.8	6.3		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	49%	68%	n.a.		n.a.
b. 25-99 units (hotels and motels)	39%	30%	n.a.		n.a.
c. 100+ units (hotels and motels)	12%	2%	n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	93%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.	7%		n.a.
f. 30-99 units (resorts)	n.a.	n.a.			n.a.
g. 100+ units (resorts)	n.a.	n.a.			n.a.
VI. Seasonal operation					
Percent operating seasonally	n.a.	6%	93%		15%
VII. Distribution of ownership					
a. Individual	66%	80%	93%		79%
b. Partnership	12%	7%	7%		8%
c. Corporation	22%	13%			13%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	44%	50%	63%		47%
b. 2 owners since 1960	34%	29%	15%		26%
c. 3 owners since 1960	3%	6%	7%		5%
d. 4 owners since 1960	19%	15%	15%		22%
IX. Distribution of establishments'age					
a. Built before 1930	80%	3%	7%		28%
b. Built 1930-44	5%	3%	15%		7%
c. Built 1945-59	3%	58%	45%		39%
d. Built 1960+	12%	36%	33%		26%
X. Modernization					
Percent with recent improvements	53%	46%	63%		46%
XI. Distribution of water orientation					
a. Located on lake		3%	52%		8%
b. Located on river	5%	3%	18%		5%
c. No water frontage	95%	94%	30%		87%
XII. Estimated water frontage (in feet)	576	7620	24386		32582
XIII. Estimated land controlled (in acres)	47	614	675		1346
XIV. Camping facilities					
a. Number with trailer sites	n.a.	4	11		15
b. Number with 21+ sites	n.a.		5		5
c. Average number hookups	n.a.	10.5	12.6		11.8
d. Number with tentsites	n.a.		7		7

Pioneerland

Agriculture dominates Pioneerland—both in landscape and economy. This is in sharp contrast to Arrowhead. Its most prominent geologic feature is the Minnesota River. This river, lying in a sharply defined valley, has 224 miles of its watercourse within the Pioneerland Region.

Although hundreds of lakes have been drained for agricultural use, many remain scattered throughout the region. In the future, however, rivers may prove as important a recreational resource in this region as are lakes.

With Mankato's 1970 population of about 31,000—the next largest city registering 13,000 persons—this area's cities consist primarily of small agricultural trade centers. However, nearly all have been diversifying their employment base with other industries. Because of their remote locations from metropolitan centers, many of these cities perform service functions not commonly found in communities having such small populations.

Lacking major travel attractions, Pioneerland has the smallest total lodging capacity. At 12,200, it is only about one-fourth that of Heartland. Both Hiawathaland and Metroland have fewer total establishments, but Pioneerland's hotels and motels are designed to serve relatively smaller communities. Hence, they average fewer rental units than do metropolitan establishments.

While Pioneerland does not qualify as a concentrated resort region, it has almost 100 resorts. On the other hand, this region compares favorably with the two rural northern resort areas (Vikingland and Heartland) in hotels and motels; both hotels and motels are larger in Pioneerland. Thus, even though capacity is much greater in the resort areas, Pioneerland has approximately the same yearround lodging capacity and even more hotel and motel capacity.

Both the water frontage and acreages managed by Pioneerland lodging firms are relatively small. This is because of the small number of resorts and the land's agricultural value. But even though resort numbers are not large, they exhibit an interesting adaptation to Pioneerland's recreation-travel demands. Forty-two percent offer camping. This is almost twice the proportion of resorts offering camping in areas having resort concentrations. In addition, these camp areas average more trailer sites than do those of any other region. In this manner, Pioneerland resorts partially compensate for the region's relatively scarce recreational resources. They thus also take advantage of the demand for camping by families in transit.

Since Pioneerland is a relatively rural area having only modest tourism/travel attractions, the 2.5 percent capacity-population ratio is of special interest. Is this a minimum ratio necessary to service the other-than-recreational travel needs of communities—given the technology, commerce, and life style patterns of 1970?

The 1970 lodging industry in Pioneerland.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	61	134	96	2	293
II. Distribution of rental units					
a. Cabins only	n.a.	5%	93%		32%
b. Bedrooms only	100%	87%	6%		64%
c. Both cabins and bedrooms	n.a.	8%	1%		4%
III. Estimated capacity					
a. Bedroom unit capacity	2982	6128	145		9255
b. Cabin capacity	n.a.	370	2591		2961
c. Total capacity	2982	6498	2736		12216
IV. Average number of rental units/establishments	31.7	17.8	6.2		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	57%	84%	n.a.		n.a.
b. 25-99 units (hotels and motels)	43%	14%	n.a.		n.a.
c. 100+ units (hotels and motels)		2%	n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	98%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.	2%		n.a.
f. 30-99 units (resorts)	n.a.	n.a.			n.a.
g. 100+ units (resorts)	n.a.	n.a.			n.a.
VI. Seasonal operation Percent operating seasonally	n.a.	2%	88%		30%
VII. Distribution of ownership					
a. Individual	72%	89%	93%		87%
b. Partnership	13%	1%	3%		4%
c. Corporation	15%	10%	4%		9%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	61%	52%	53%		55%
b. 2 owners since 1960	23%	25%	33%		27%
c. 3 owners since 1960	5%	13%	13%		11%
d. 4 owners since 1960	11%	10%	1%		7%
IX. Distribution of establishments´age					
a. Built before 1930	69%	1%	7%		17%
b. Built 1930-44	18%	5%	21%		13%
c. Built 1945-59	13%	67%	62%		54%
d. Built 1960+		27%	10%		16%
X. Modernization Percent with recent improvements	49%	57%	67%		58%
XI. Distribution of water orientation					
a. Located on lake	3%	4%	96%		34%
b. Located on river			1%		1%
c. No water frontage	97%	96%	3%		65%
XII. Estimated water frontage (in feet)	432	10349	71373		83092
XIII. Estimated land controlled (in acres)	58	436	1654		2150
XIV. Camping facilities					
a. Number with trailer sites	n.a.	3	40		43
b. Number with 21+ sites	n.a.		12		12
c. Average number hookups	n.a.	5.5	12.9		12.4
d. Number with tentsites	n.a.	1	27		28

Metroland

Metroland features manmade travel attractions based upon the varied industries and institutions operated by its almost 2 million people. However, development of this concentrated economic activity and its subsequent population cluster initially depended upon natural resources. Primary among these was water power to operate mills and water transportation.

Metroland enjoys an unusual water-based setting. It features the wild and scenic St. Croix River, the confluence of the Mississippi and Minnesota Rivers, and hundreds of lakes—many of which are located within the incorporated areas. But as can be expected, its natural resources are overshadowed by activities associated with industry, trade, arts and culture, entertainment, education, health care institutions, and government.

With only 270 establishments, Metroland ranks next to Hiawathaland in fewest numbers. However because of the large average size of its lodges, only Heartland exceeds it in total capacity. Since Metroland units are nearly all operated yearround, its lodging industry hosts the largest number of person-days in overnight lodging of any of the tourism regions. In fact, despite an overnight capacity amounting to less than 25 percent of the state's total, the authors estimate that Metroland firms host almost as many person-days *as all the rest of the state.*

Little hotel construction took place in Metroland during the 1945-1959 period. However since 1960, many new hotels have been built. In addition, over one-third the motels operating in 1970 were constructed in 1960 or later. Metroland lodging industry thus reflects adaptation to changing transportation and industrialization patterns.

Resorts exhibit development opposite that of hotels and motels. A larger proportion were constructed before 1945; since that time, the rate has been lower than at any other time. Either the market package offered by Metro resorts does not fit present day recreation patterns, or better investment opportunities exist for potential operators, or other combinations of factors discourage metropolitan area resort development.

Other research has determined sharply different markets for lodging—depending upon quality and location within the Metro Region. These studies justify the need for different types of establishments to satisfy varied market demands in the metropolitan area.[1] As a partial illustration of this complexity, although "northwoods-type" resorts show little development in Metroland, several operations within the area fulfill the recreational role of resorts. Patrons at these operations stay for a period of time and use the self-contained swimming pools, sunlamps, saunas, etc., as they would use the natural resources of a northwoods resort—even though the setting is entirely manmade.

[1] Johnson, Dennis, "The Lodging Industry market of the Twin City Metropolitan Area" Unpublished MS thesis, Univ. of Minn., 1973.

The 1970 lodging industry in Metroland.

	Hotels	Motels	Resorts	Other	All establishments
I. Estimated number of lodges	67	160	43	none	270
II. Distribution of rental units					
a. Cabins only	n.a.	5%	98%		18%
b. Bedrooms only	100%	92%			80%
c. Both cabins and bedrooms	n.a.	3%	2%		2%
III. Estimated capacity					
a. Bedroom unit capacity	17443	20779	16		38238
b. Cabin capacity	n.a.	367	1127		1494
c. Total capacity	17443	21146	1143		39732
IV. Average number of rental units/establishments	139.6	53.3	5.7		n.a.
V. Distribution of operation size					
a. 5-24 units (hotels and motels)	21%	57%	n.a.		n.a.
b. 25-99 units (hotels and motels)	36%	27%	n.a.		n.a.
c. 100+ units (hotels and motels)	43%	16%	n.a.		n.a.
d. 1-10 units (resorts)	n.a.	n.a.	100%		n.a.
e. 11-29 units (resorts)	n.a.	n.a.			n.a.
f. 30-99 units (resorts)	n.a.	n.a.			n.a.
g. 100+ units (resorts)	n.a.	n.a.			n.a.
VI. Seasonal operation					
Percent operating seasonally	n.a.	2%	84%		14%
VII. Distribution of ownership					
a. Individual	39%	56%	88%		57%
b. Partnership	7%	6%	5%		6%
c. Corporation	54%	38%	7%		37%
VIII. Distribution of owner turnover					
a. 1 owner since 1960	63%	57%	51%		57%
b. 2 owners since 1960	19%	26%	40%		26%
c. 3 owners since 1960	5%	12%	2%		9%
d. 4 owners since 1960	13%	5%	7%		8%
IX. Distribution of establishments'age					
a. Built before 1930	61%	2%	19%		19%
b. Built 1930-44	14%	9%	37%		14%
c. Built 1945-59	3%	55%	39%		40%
d. Built 1960+	22%	34%	5%		27%
X. Modernization					
Percent with recent improvements	48%	54%	56%		53%
XI. Distribution of water orientation					
a. Located on lake		3%	98%		17%
b. Located on river		2%			2%
c. No water frontage	100%	95%	2%		81%
XII. Estimated water frontage (in feet)		3420	21538		24958
XIII. Estimated land controlled (in acres)	105	579	270		954
XIV. Camping facilities					
a. Number with trailer sites	n.a.	2	15		17
b. Number with 21+ sites	n.a.		3		3
c. Average number hookups	n.a.	2.0	11.1		9.5
d. Number with tentsites	n.a.		14		14

A detailed tabular view

The 15 tables in this appendix compare regions' individual lodging industry characteristics. Tabulations by both Development Regions and Tourism Regions are given. Where appropriate, there are definitions and explanations.

The estimated numbers in table A1 and elsewhere in this publication were obtained from a survey plus an adjustment procedure described in appendix B. The numbers are derived county by county. These county data were summed to obtain regional totals which appear in table A1.

Definitions applicable to data in table A2.

Bedroom unit: An overnight room or group of rooms rented as a unit and located within a single lodging structure containing two or more such rental units. Bath and toilet facilities are generally included with the sleeping room. A bedroom unit's usual capacity range is from one to three persons but may be larger.

Cabin: A structurally independent lodging unit similar to a small house. The cabin may or may not have kitchen and housekeeping facilities, depending upon the meal arrangements offered by the lodge. Its usual accommodation range is from two to eight guests.

Values for this table were obtained by multiplying the number of establishments in each lodging type having a specific rental unit type (i.e., bedrooms only, cabins only, or both bedrooms and cabins) by the adjustment factor, explained in appendix B, to obtain data for each county. Regional data result from summation of county data. Note that within each lodging type, the percentages of rental unit facilities sum horizontally to 100 percent.

Table A1. Estimated number of lodging establishments by type and by development and tourism regions, 1970.

Region	No. of hotels	No. of motels	No. of resorts	No. of other operations	Total no. of operations
Development region					
01	15	37	7	–	59
02	6	43	366	1	416
03	52	197	652	6	407
04	21	70	529	2	622
05	11	62	709	1	783
06	17	52	53	2	124
07	35	72	127	–	234
08	18	35	3	–	56
09	26	44	38	–	113
10	59	111	26	20	216
11	64	156	17	–	237
Total	324	884	2527	32	3767
Tourism region					
Vikingland	36	117	551	2	706
Pioneerland	61	134	96	2	293
Hiawathaland	59	114	27	20	220
Metroland	67	160	43	–	270
Heartland	36	140	1176	2	1354
Arrowhead	65	219	634	6	924
Total	324	884	2527	32	3767

Table A2. Percentage distribution of rental unit facility types by lodging operation type and by development and tourism regions, 1970.

Region	Hotels	Motels			Resorts			All establishments		
	Percent with bedrooms only	Percent with cabins only	Percent with bedrooms only	Percent with both cabins and bedrooms	Percent with cabins only	Percent with bedrooms only	Percent with both bedrooms and cabins	Percent with cabins only	Percent with bedrooms only	Percent with both cabins and bedrooms
Economic region										
01	100	11	81	8	100	–	–	19	76	5
02	100	14	63	23	93	4	3	83	12	5
03	100	13	71	16	87	3	10	66	23	10
04	100	16	70	14	94	3	3	82	14	4
05	100	18	72	10	92	3	5	85	10	5
06	100	4	88	8	94	4	2	42	54	4
07	100	12	70	18	91	2	7	54	37	9
08	100	–	94	6	100	–	–	5	91	4
09	100	8	80	12	89	11	–	34	61	5
10	100	2	87	11	81	–	19	11	81	8
11	100	5	92	3	100	–	–	10	88	2
Total	100%	9%	79%	12%	91%	3%	6%	64%	30%	6%
Tourism region										
Vikingland	100	15	74	11	95	3	2	76	20	4
Pioneerland	100	5	87	8	93	6	1	32	64	4
Hiawathaland	100	2	87	11	81	–	19	11	81	8
Metroland	100	5	92	3	98	–	2	18	80	2
Heartland	100	14	69	17	92	3	5	81	13	6
Arrowhead	100	13	70	17	88	2	10	64	25	11
Total	100%	9%	79%	12%	91%	3%	6%	64%	30%	6%

Table A3. Estimated capacity of rental unit facility types by lodging operation types and by development and tourism regions, 1970.

Region	Hotels	Motels			Resorts			All establishments		
	Bedrooms	Bedroom	Cabin	Total	Bedroom	Cabin	Total	Bedroom	Cabin	Total
Development region										
01	497	1310	76	1386	–	185	185	1807	261	2068
02	260	1803	347	2150	597	11078	11675	2664	11425	14089
03	3355	7930	1453	9383	1984	19234	21218	13269	21007	34276
04	1563	3207	503	3710	1235	16836	18071	6029	17339	23368
05	499	2260	303	2563	2056	23472	25528	4815	23835	28650
06	1002	1880	98	1978	28	1672	1700	2942	1770	4712
07	1484	2037	437	2474	161	3490	3651	3670	3939	7609
08	1277	2017	76	2093	–	77	77	3306	141	3447
09	703	2282	202	2484	85	759	844	3070	961	4031
10	6889	5514	165	5679	43	642	685	12734	807	13541
11	17371	20663	367	21030	–	452	452	38034	819	38853
Total	34900	50930	4027	54930	6189	77987	84086	92340	82304	174644
Tourism region										
Vikingland	2060	4733	625	5258	1235	17392	18627	7952	18017	25969
Pioneerland	2982	6128	370	6498	113	2591	2704	9255	2961	12216
Hiawathaland	6889	5629	171	5800	43	660	703	12849	831	13680
Metroland	17443	20779	367	21146	16	1127	1143	38238	1494	39732
Heartland	1771	5326	913	6239	2934	37555	40489	10035	38528	48563
Arrowhead	3755	8408	1581	9989	1848	18572	20420	14011	20473	34484
Total	34900	50903	4027	54930	6189	77897	84086	92340	82304	174644

"Capacity" is the total normal maximum number of persons a lodge can accommodate with all rental units filled.

To estimate county capacity, average county capacity as determined by questionnaire returns was multiplied by the number of lodges. The estimated county capacities were then summed for a regional total.

In some instances, questionnaire returns were incomplete for lodging capacities. It was then assumed that bedroom capacity equalled the number of bedrooms times two and that cabin capacity equalled the number of cabins multiplied by four. Results thus obtained are a conservative estimate of available capacity.

Table A4. Average number of rental units per establishment by lodging operation type and by development and tourism regions, 1970.

Region	Hotels	Motels	Resorts
	lodging units	lodging units	lodging units
Development region			
01	21.4	14.2	6.4
02	17.7	14.8	7.3
03	41.7	17.7	7.0
04	33.3	14.2	7.5
05	18.3	11.0	8.1
06	37.4	13.8	6.0
07	15.8	10.5	5.9
08	35.5	17.3	8.7
09	22.5	22.3	6.0
10	67.7	21.1	6.3
11	146.1	54.8	6.3
Total	57.8	20.5	7.4
Tourism region			
Vikingland	28.9	13.3	7.4
Pioneerland	31.7	17.8	6.2
Hiawathaland	67.7	20.8	6.3
Metroland	139.6	53.3	5.7
Heartland	18.4	13.1	7.7
Arrowhead	37.3	13.7	7.0
Total	57.8	20.5	7.4

Table A4 reports the average number of rental units available at hotels, motels, and resorts in the Minnesota regions. Its values were obtained by dividing the combined sum of bedrooms and cabins reported by the number of lodging establishments. These averages were calculated directly from survey results without further data adjustment.

Lodging facilities in the Twin Cities metropolitan area average much larger individual capacity than do facilities in other parts of the state.

Table A5. Percentage distribution of sizes of establishments by lodging type and by development and tourism regions, 1970.

Region	Hotels 5-24 units	Hotels 25-99 units	Hotels 100+ units	Motels 5-24 units	Motels 25-99 units	Motels 100+ units	Resorts 5-10 units	Resorts 11-29 units	Resorts 20-99 units	Resorts 100+ units
Development region	%	%	%	%	%	%	%	%	%	%
01	80	20	–	84	16	–	100	–	–	–
02	67	33	–	86	12	2	97	2	1	–
03	60	31	9	89	10	1	96	3	1	–
04	48	48	4	90	7	3	99	1	*	*
05	27	73	–	97	3	–	97	2	1	*
06	35	65	–	90	10	–	100	–	–	–
07	80	14	6	96	4	–	98	2	–	–
08	44	56	–	86	14	–	100	–	–	–
09	81	19	–	76	18	6	95	5	–	–
10	49	39	12	68	30	2	92	8	–	–
11	17	38	45	56	28	16	100	–	–	–
Total	50%	36%	14%	81%	15%	4%	97%	2%	1%	*
Tourism region	%	%	%	%	%	%	%	%	%	%
Vikingland	61	36	3	90	8	2	99	1	*	*
Pioneerland	57	43	–	84	14	2	98	2	–	–
Hiawathaland	49	39	12	68	30	2	93	7	–	–
Metroland	21	36	43	57	27	16	100	–	–	–
Heartland	58	36	6	91	8	1	97	2	1	*
Arrowhead	64	28	8	90	9	1	96	3	1	–
Total	50%	36%	14%	81%	15%	4%	97%	2%	1%	*

*Less than 0.5%

Table A6. Percentage of seasonal operations by lodging type and by development and tourism regions, 1970.

Region	Hotels Operating seasonally	Motels Operating seasonally	Resorts Operating seasonally	All establishments Operating seasonally
Development region	%	%	%	%
01	–	11	100	19
02	–	21	91	82
03	–	35	86	70
04	–	19	90	79
05	–	27	93	87
06	–	–	93	40
07	–	21	86	53
08	–	3	100	7
09	–	4	82	29
10	–	6	92	14
11	–	2	59	5
Total	Not applicable	16%	90%	64%
Tourism region	%	%	%	%
Vikingland	–	15	90	73
Pioneerland	–	2	88	30
Hiawathaland	–	6	93	15
Metroland	–	2	84	15
Heartland	–	25	91	82
Arrowhead	–	34	86	68
Total	Not applicable	16%	90%	64%

Table A5 illustrates the size distributions of Minnesota's three lodging types. It does not include a lodging size distribution for all lodging establishments since a different size breakdown was employed for resorts than for hotels and motels.

The small average size of resorts made this necessary. Note that within each lodging type, the percentage figures for size categories sum horizontally to 100 percent. Computations to obtain data for the table were similar to those employed in table A2.

Table A6 reports the percentages of lodges operating on a seasonal basis.

The calculations to produce the data for this table were similar to those employed for table A2.

The architecture of this recreation facility demonstrates how a lodging operation can harmonize with its setting—whether primitive or metropolitan.

Table A7. Percentage distribution of ownership types by lodging type and by development and tourism regions, 1970.

Region	Hotels			Motels			Resorts			All establishments		
	Individual owner	Partner-ship	Corpo-ration	Individual owner	Partner-ship	Corpo-ration	Individual owner	Partner-ship	Corpo-ration	Individual owner	Partner-ship	Corpo-ration
Development region	%	%	%	%	%	%	%	%	%	%	%	%
01	87	–	13	97	–	3	86	14	–	93	2	5
02	100	–	–	86	5	9	94	4	2	93	4	3
03	75	4	21	78	5	17	92	6	2	87	6	7
04	86	5	9	90	3	7	96	2	2	95	2	3
05	73	9	18	90	–	10	91	5	4	91	5	4
06	71	23	6	96	2	2	96	4	–	93	5	2
07	94	6	–	95	1	4	94	4	2	94	3	3
08	83	6	11	89	–	11	100	–	–	87	2	11
09	65	12	23	82	2	16	89	3	8	81	4	15
10	66	12	22	79	7	14	92	8	–	79	8	13
11	36	8	56	55	6	39	70	12	18	51	7	42
Total	69%	8%	23%	80%	4%	16%	93%	4%	3%	88%	5%	7%
Tourism region	%	%	%	%	%	%	%	%	%	%	%	%
Vikingland	86	3	11	89	2	9	95	3	2	94	3	3
Pioneerland	72	13	15	89	2	9	93	3	4	87	4	9
Hiawathaland	66	12	22	80	7	13	93	7	–	79	8	13
Metroland	39	7	55	56	6	38	88	5	7	57	6	37
Heartland	86	8	6	92	1	7	93	4	3	92	4	4
Arrowhead	80	3	17	80	5	15	92	6	2	88	6	6
Total	69%	8%	23%	80%	4%	16%	93%	4%	3%	88%	5%	7%

Table A7 displays the percentage distributions of lodge ownership types in the 11 development and six tourism regions. Individual ownership was the most prevalent form of business ownership for Minnesota's lodges in 1970. Included in this class are the "Mr. and Mrs." ownerships. Even though two persons are involved in the control of the lodge in such cases, it was not assumed to qualify as a partnership. Partnerships involve two or more persons in a legal relationship and affords each joint rights and responsibilities. Partnerships were not a prevalent type of ownership among Minnesota lodges.

Procedures for the calculation of this table's data were similar to those employed for table A2. Please note that within each lodging type, the percentages for ownerships sum horizontally to 100 percent.

Table A8. Percentage distribution of ownership turnover in 1960 to 1970 period by lodging type and by development and tourism regions.

Region	Hotels				Motels				Resorts				All establishments			
	1 owner	2	3	4+	1 owner	2	3	4+	1 owner	2	3	4+	1 owner	2	3	4+
Development region	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
01	33	60	–	7	54	35	–	11	100	–	–	–	54	37	–	9
02	50	17	–	33	49	28	18	5	54	34	7	5	54	33	8	5
03	61	29	6	4	54	33	6	7	55	29	5	11	55	30	5	10
04	71	24	5	–	54	34	10	2	60	30	7	3	60	30	7	3
05	27	46	9	18	40	39	13	8	54	32	7	7	52	33	8	7
06	53	29	12	6	44	35	19	2	51	36	13	–	49	34	15	2
07	66	20	8	6	51	28	13	8	67	26	2	5	62	26	6	6
08	56	22	5	17	65	17	9	9	–	67	–	–	61	21	7	11
09	69	19	–	12	51	18	13	18	53	29	13	5	56	22	10	12
10	44	34	3	19	50	30	5	15	65	15	8	12	47	27	4	22
11	62	19	5	14	57	26	12	5	47	47	6	–	58	25	10	7
Total	57%	27%	5%	11%	52%	30%	10%	8%	56%	31%	7%	6%	55%	30%	7%	8%
Tourism region	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Vikingland	55	39	3	3	53	36	8	3	61	29	7	3	59	31	7	3
Pioneerland	61	23	5	11	52	25	13	10	53	33	13	1	55	27	11	7
Hiawathaland	44	34	3	19	50	29	6	15	63	15	7	15	47	26	5	22
Metroland	63	19	5	13	57	25	12	6	51	40	2	7	57	26	9	8
Heartland	42	30	11	17	47	30	14	9	55	32	7	6	54	32	7	7
Arrowhead	68	24	5	3	54	33	7	6	54	30	5	11	55	30	6	9
Total	57%	27%	5%	11%	52%	30%	10%	8%	56%	31%	7%	6%	55%	30%	7%	8%

Table A8 reports the distribution of numbers of different owners in the 10-year 1960 to 1970 period. In assembling this information, owners were asked to count themselves. Thus, an establishment falling in the "three owners" category would have had two owners plus the 1970 owner. Data for the table were calculated in a manner similar to those in table A2. Note that within each lodging type, the ownership class percentages sum horizontally to 100 percent.

Table A9. Percentage distribution of establishment ages by lodging type and by development and tourism regions, 1970.

Region	Hotels				Motels				Resorts				All establishments			
	before 1930	1930 1944	1945 1959	1960 or later	before 1930	1930 1944	1945 1959	1960 or later	before 1930	1930 1944	1945 1959	1960 or later	before 1930	1930 1944	1945 1959	1960 or later
Development region	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
01	87	13	–	–	–	14	43	43	14	–	86	–	24	12	37	27
02	33	67	–	–	2	16	56	26	8	31	48	13	7	30	48	15
03	85	11	–	4	1	10	63	26	8	43	42	7	11	33	44	12
04	62	19	19	–	–	12	61	27	7	24	51	18	8	23	51	18
05	73	–	27	–	3	7	66	24	13	33	45	9	13	30	47	10
06	76	–	24	–	–	2	71	27	6	21	66	7	13	10	62	15
07	71	12	17	–	–	2	83	15	17	39	34	10	20	23	47	10
08	61	28	11	–	–	14	60	26	–	–	67	33	19	18	45	18
09	69	23	8	–	2	2	65	31	10	24	56	10	20	14	49	17
10	80	5	3	12	4	3	58	35	8	15	42	35	28	7	39	26
11	59	14	3	24	2	9	55	34	12	29	47	12	18	12	40	30
Total	72%	13%	8%	7%	1%	8%	62%	29%	10%	33%	46%	11%	13%	25%	47%	15%
Tourism region	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Vikingland	72	17	11	–	–	12	56	32	8	24	51	17	10	22	49	19
Pioneerland	69	18	13	–	1	5	67	27	7	21	62	10	17	13	54	16
Hiawathaland	80	5	3	12	3	3	58	36	7	15	45	33	28	7	39	26
Metroland	61	14	3	22	2	9	55	34	19	37	39	5	19	14	40	27
Heartland	72	11	17	–	2	8	67	23	11	34	45	10	11	30	47	12
Arrowhead	77	15	5	3	1	9	67	23	10	41	41	8	12	31	45	12
Total	72%	13%	8%	7%	1%	8%	62%	29%	10%	33%	46%	11%	13%	25%	47%	15%

Table A9 reports the age distributions of Minnesota lodges: as determined by the period in which the main facility was built.

The procedures for calculation of data for this table were similar to those for table A2. Note that within each lodging type, the percentage figures sum horizontally to 100 percent.

Table A10. Percentage of operations undergoing recent modernization by lodging type and by development and tourism regions, 1970.

Region	Hotels	Motels	Resorts	All establishments
Development region	%	%	%	%
01	53	49	29	47
02	33	47	57	56
03	54	58	49	51
04	48	50	51	50
05	45	58	53	53
06	59	62	72	65
07	43	72	57	60
08	50	57	33	54
09	42	49	66	53
10	53	46	65	46
11	48	55	41	52
Total	49%	55%	53%	53%
Tourism region	%	%	%	%
Vikingland	50	47	50	50
Pioneerland	49	57	67	58
Hiawathaland	53	46	63	46
Metroland	48	54	56	53
Heartland	42	63	55	55
Arrowhead	52	59	49	52
Total	49%	55%	53%	53%

Table A10 indicates the percentage of operations which undertook steps towards major modernization, upgrading, and/or improvement of their facilities in the 3 years before the 1970 field study. The term "major" was subject to differences in interpretation by responding operators. Hence, there will be a wide range in the upgrading accomplished by operations. In general, the term modernization and/or upgrading implied one or more of the following changes:

- upgraded interior and/or exterior
- built new capacity
- purchased additional land or capacity
- installed or improved water/sewer system
- upgraded or added camping facilities
- upgraded or added swimming pool
- upgraded convention capacity
- winterized facilities
- upgraded or added other services

County by county adjustments to obtain data for this table were made in a manner similar to those for table A2.

Table A11. Percentage distribution of lodging types by location on water by development and tourism regions, 1970.

Region	Hotels: % loc. on water	Hotels: No. loc. on water	Hotels: % located on water lake	Hotels: % located on water river	Motels: % loc. on water	Motels: No. loc. on water	Motels: % located on water lake	Motels: % located on water river	Resorts: % loc. on water	Resorts: No. loc. on water	Resorts: % located on water lake	Resorts: % located on water river	All establishments: % loc. on water	All establishments: No. loc. on water	All establishments: % located on water lake	All establishments: % located on water river
Development region	%		%	%	%		%	%	%		%	%	%		%	%
01	—	—	—	—	5	2	50	50	71	5	100	—	12	7	86	14
02	—	—	—	—	30	13	39	61	96	352	92	8	88	365	90	10
03	4	2	100	—	30	59	90	10	96	626	97	3	76	693	97	3
04	5	1	—	100	20	14	93	7	99	524	100	*	87	539	99	1
05	—	—	—	—	31	19	90	10	97	690	99	1	91	710	99	1
06	—	—	—	—	6	3	100	—	100	53	98	2	46	57	96	4
07	—	—	—	—	29	21	90	10	98	125	99	1	62	146	98	2
08	5	1	100	—	3	1	100	—	100	3	100	—	9	5	100	—
09	4	1	100	—	2	1	100	—	90	34	100	—	32	36	100	—
10	5	3	—	100	5	6	50	50	73	19	74	26	13	28	61	39
11	—	—	—	—	5	7	43	57	94	16	100	10	23	23	83	17
Total	3%	8	50%	50%	17%	146	82%	97%	98%	2447	98%	2%	69%	2609	96%	4%
Tourism region	%		%	%	%		%	%	%		%	%	%		%	%
Vikingland	3	1	—	100	15	18	83	17	98	540	100	*	79	559	99	1
Pioneerland	3	2	100	—	4	5	100	—	97	93	99	1	35	101	98	2
Hiawathaland	5	3	—	100	5	6	50	50	70	19	74	26	13	28	61	39
Metroland	—	—	—	—	5	8	50	50	98	42	100	—	19	50	92	8
Heartland	—	—	—	—	31	44	77	23	97	1144	97	3	88	1189	96	4
Arrowhead	3	2	100	—	30	65	82	18	96	609	97	3	74	682	96	4
Total	3%	8	50%	50%	17%	146	82%	18%	97%	2447	98%	2%	69%	2609	96%	4%

*Less than 0.5%

Table A11 delineates the proportion of Minnesota establishments that have water frontage locations. It further differentiates the water frontage as "lake or river." Note that the percentages for "lake" and "river" locations sum horizontally to 100 percent in all cases and define the location for the "number located on water" for the given lodging type and region. Data for this table was calculated in a manner similar to that for table A2.

Table A12. Estimated total feet of water frontage by lodging type and by development and tourism regions, 1970.

Region	Hotels	Motels	Resorts	All establishments
Development region	ft.	ft.	ft.	ft.
01	—	1000	2522	3522
02	—	2801	315684	318485
03	520	34028	813388	852700
04	200	5734	407559	413493
05	—	5961	496383	504144
06	—	1900	27663	30501
07	—	7390	44310	101700
08	216	7920	2390	10526
09	216	529	32875	33620
10	576	7620	24386	32582
11	—	2820	7472	10292
Total	1728ft.	77703ft.	2224632ft.	2311565ft.
Tourism region	ft.	ft.	ft.	ft.
Vikingland	200	7304	417334	424838
Pioneerland	432	10349	71373	83092
Hiawathaland	576	7620	24386	32582
Metroland	—	3420	21538	24958
Heartland	—	13611	909017	924428
Arrowhead	520	35399	780984	821667
Total	1728ft.	77703ft.	2224632ft.	2311565ft.
% Distribution of total water frontage by type	.4%	3.4%	96.2%	100%

Table A12 reports estimates of the total feet of water frontage controlled by Minnesota lodges in 1970. Water frontage estimates were calculated by multiplying the adjusted number of lodges located on water (see table A11) by the average water frontage reported for the county. (This value is different for each lodging type and for each county.) County values were then summed to obtain regional totals. In a few instances, lodging operations of a county did not report water frontage although they did report lake or river orientation. For these operations, the following averages—based on lodging water frontage data—were assumed:

- average hotel water frontage = 216 ft.
- average motel water frontage = 529 ft.
- average resort water frontage = 922 ft.

Minnesota's sparkling lakes and enchanting forests appeal to outdoor recreation enthusiasts. Resorts provide the necessary services for tourists enjoying these natural resources.

Table A13. Percentage distribution of land area controlled by lodging type and by development and tourism regions, 1970.

	Hotels	Motels					Resorts					All establishments				
	% con.	% controlling					% controlling					% controlling				
Region	0-10 acres	1-10 acres	11-20 acres	21-80 acres	81-159 acres	160+ acres	1-10 acres	11-20 acres	21-80 acres	81-159 acres	160+ acres	1-10 acres	11-20 acres	21-80 acres	81-159 acres	160+ acres
Development region	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
01	100	92	8	–	–	–	72	14	14	–	–	91	7	2	–	–
02	100	100	–	–	–	–	50	8	30	7	5	56	8	26	6	4
03	100	78	10	11	–	1	37	15	35	8	5	50	13	27	6	4
04	100	97	–	2	1	–	69	8	17	3	3	73	6	15	3	3
05	100	85	10	5	–	–	50	15	27	4	4	54	14	25	4	3
06	100	10	–	–	–	–	86	6	2	–	6	95	2	1	–	2
07	100	93	1	6	–	–	68	16	12	2	2	80	10	8	1	1
08	100	91	9	–	–	–	100	–	–	–	–	95	5	–	–	–
09	100	100	–	–	–	–	66	18	11	11	5	88	6	4	–	2
10	100	88	9	3	–	–	50	15	23	12	–	88	7	4	1	–
11	100	95	5	–	–	–	88	12	–	–	–	96	4	–	–	–
Total	100%	90%	6%	4%	*	*	53%	13%	25%	5%	4%	66%	10%	18%	3%	3%
Tourism region	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Vikingland	100	96	2	1	1	–	68	8	17	4	3	74	6	14	3	3
Pioneerland	100	98	2	–	–	–	78	11	6	–	5	92	4	2	–	2
Hiawathaland	100	88	9	3	–	–	52	15	22	11	–	88	6	4	2	–
Metroland	100	95	5	–	–	–	81	19	–	–	–	94	6	–	–	–
Heartland	100	91	5	4	–	–	51	13	27	5	4	57	12	24	4	3
Arrowhead	100	80	9	10	–	1	38	15	35	8	4	52	13	27	5	3
Total	100%	90%	6%	4%	*	*	53%	13%	25%	5%	4%	66%	10%	18%	3%	3%

*Less than 0.5%

Table A13 shows the manner in which acreages of land controlled varied among Minnesota hotels, motels, and resorts. It encompasses establishments which own their grounds, rent their lands, and both own and rent acreage. A distribution is not shown for hotels since virtually all controlled less than 10 acres. Note that with each of the other lodging type classifications, the percentages sum horizontally to 100 percent.

The majority of Minnesota campgrounds are associated with resort operations. Many of these campgrounds are much smaller than publicly operated campgrounds.

Table A14. Estimated total acreage controlled by lodging type and by development and tourism regions, 1970.

Region	Hotels	Motels	Resorts	All establishments
Development region	acres	acres	acres	acres
01	12	153	73	238
02	4	88	13096	13191
03	58	2400	27777	30261
04	19	358	12912	13261
05	7	340	21159	21512
06	10	147	909	1068
07	31	567	2476	3074
08	27	128	10	165
09	21	172	662	855
10	47	607	670	1329
11	103	567	97	767
Total	339 a.	5522 a.	79841 a.	85751 a.
Tourism region	acres	acres	acres	acres
Vikingland	31	561	13978	14572
Pioneerland	58	436	1654	2150
Hiawathaland	47	614	675	1346
Metroland	105	579	270	954
Heartland	30	595	37678	38312
Arrowhead	68	2737	25586	28417
Total	339 a.	5522 a.	79841 a.	85751 a.
% Distribution of total acreage by type		6.5%	93.1%	100%

Table A14 estimates the total acres controlled by Minnesota's hotels, motels, and resorts in 1970. Calculations for this table were similar to those for table A12 (water frontage): the average acreage per lodge was multiplied by the adjusted number of lodges in a county and county values were then added to determine regional and state totals. If data were not available, then the following was assumed:

- average hotel acreage = ½ acre
- average motel acreage = 1 acre
- average resort acreage = 5 acres
- average other acreage = 1 acre

The estimate of total acres thus produced is a conservative figure.

Table A15. Camping facilities available at resorts by development and tourism regions, 1970.

Region	% reporting trailer sites available	Average no. of trailer sites per resort offering camping	% offering camping with 21 or more sites	% reporting tent sites available
Development region				
01	57	6.2	–	43
02	24	8.1	15	15
03	21	5.8	17	12
04	26	8.7	16	11
05	20	9.6	27	11
06	34	10.1	33	25
07	40	14.2	31	23
08	67	6.0	–	33
09	45	20.8	35	32
10	42	12.6	46	27
11	53	9.5	22	33
Total	25%	8.7	20%	13%
Tourism region				
Vikingland	26	9.0	17	11
Pioneerland	42	12.9	30	28
Hiawathaland	41	12.6	46	26
Metroland	35	11.1	20	33
Heartland	23	8.6	19	13
Arrowhead	22	7.2	21	12
Total	25%	8.7	20%	13%

Table A15 shows the characteristics and extent of camping facilities provided by 1970. It reports: (1) the percentage of all resorts leaving trailer sites available (partial or full hookup); (2) the average number of sites among resorts reporting trailer sites; (3) the percentage of resorts offering camping that had available 21 or more sites; and (4) the percentage of all resorts reporting tenting space. Hotels and motels were not included.

Upgrading and modernization is a continuing need for lodging operations. Many have added swimming pools in recent years.

APPENDIX B. DATA ADJUSTMENT PROCEDURES

All available lists of lodging establishments were compiled, resulting in about 5,200 names. Many were duplicated, not operating, or not lodging establishments as defined in this report.

An estimated 83 percent of lodging establishments operating in 1970 were contacted. Contacting procedure included publication of the questionnaire in Minnesota Progress and three mailings of the questionnaire to the establishments' addresses. This was followed with field surveys in person or, in some instances, by telephone. Personal followup contacts could not be completed because of limited funds.

It was felt that estimates of the total lodging industry would be more usable than would partial data. The research team had means to estimate. The adjustment procedure explained below was developed to estimate total data. It was applied county by county.

The variables and formulas for the adjustment factor are:

R = The number of usable responses. These lodges were in operation in 1970 and responded to the questionnaire.

D = The number of nonusable responses (included are truck stops, cafes, boarding houses, campgrounds without permanent overnight shelters, private residences and clubs, establishments no longer in operation, and duplicated listing.) These businesses had no immediate relationship to the study.

N = The number of nonresponses. These operations could not be contacted directly and/or did not reply to the field query. These operations may or may not be operating lodging establishments; the QN computation determines those that are.

Q+R/(R+D) The Q value gives a ratio between usable responses and the total number of responses.

QN Assuming that the nonresponding lodges would reply in the manner as did the responding ones, this computation estimates the number of usable responses which would have been obtained from those who did not respond.

V = QN+R "V" projects the actual number of viable businesses in a county.

A = V/R "A" is a ratio between the projected number of operating establishments and the number of operating firms which responded. It is the adjustment factor when applied to the usable responses to estimate the total lodging industry. They range between 1.0 and 2.6 for Minnesota's counties with a mean value of 1.37. An A value equal to 1.0 indicates that all of the viable lodging operations responded to the field query, and, hence, no data adjustment was necessary.

To illustrate the use of these formulas, a hypothetical example is given for County X:

Thirty-two establishments were originally listed in County X. Of these, 10 responded and were viable businesses, 10 gave nonusable responses, and 12 did not reply. Hence:

R = 10 D = 10 N = 12
Q = R/(R+D) = 10/(10+10) = 0.5
QN = (0.5) (12) = 6
V = QN+R = 6+10 = 16
A = V/R = 16/10 = 1.6

The value for A(1.6) can be used as a factor to expand the given data for County X to generate data for characteristics of its total lodging industry.

APPENDIX C. SAMPLE QUESTIONNAIRE

UNIVERSITY OF Minnesota

DEPARTMENT OF AGRICULTURAL ECONOMICS
222 HAECKER HALL • ST. PAUL, MINNESOTA 55101

August 1970

TO: Operators of Minnesota's Travel
and Recreation Lodging Facilities

Dear Sir:

The University of Minnesota is conducting a complete count of all Minnesota businesses that provide lodging for people who are traveling or recreating in the State. Perhaps you have read the recent newspaper account of this work.

This work is part of several steps to assist operators of resorts, motels, hotels and related travel businesses. It is being done in cooperation with the Minnesota Department of Economic Development.

We need your help. Would you please provide us the information requested in the enclosed questionnaire? Do the best that you can with what information you have right at hand - in other words don't spend a lot of time looking things up.

Your additional comments are earnestly requested. We need to know the full range of facilities that are available, so, should your's happen to be a small operation, please don't feel it to be unimportant.

You may have further questions. Your local County Extension Agent can help, or please contact me directly at the University.

Thanks for your help. For your convenience a self-addressed envelope, which requires no further postage, is enclosed for returning the questionnaire.

Yours sincerely,

Uel Blank

Uel Blank
Professor

UB:jg

Enc:

P. S. Our information may be incorrect regarding your business. If this count does not apply to you please return the form in the enclosed envelope with a short explanation, or forward it to the new owner.

MLI-2
University of Minnesota

No. ____________
M.C. ____________
Date ____________
Edit ____________

MINNESOTA'S LODGING INDUSTRY

Please answer this questionnaire as fully as possible. Since it is designed to apply to all types of travel and recreation lodging businesses, many items may not apply to your operation. But be sure that all services offered by your business are adequately described. To supply this information please: (1) attach a copy of your brochure or literature,
(2) add extra comments as necessary,
(3) give information only for travel and recreation lodging. Do not give information on "permanent" types of lodging facilities.

Also Note:

(1) If you no longer own the business, please forward this package to the present owner.
(2) If the business is no longer operating as a commercial lodging facility please indicate this fact on the form and return it.

1. Name of Establishment ____________

   Street Address ____________

   City ____________ Zip ____________ County ____________

   Township ____________ Telephone ____________

2. Name of Owner(s) ____________

3. Name of Manager if different from Owner ____________

4. Form of Business

   A. Please "x" one or more

   Individual owner ______ Corporation ______ Franchise ______
   Partnership ______ Chain ______ Referral Group ______

   B. Please list the name(s) and telephone number(s) of reservation making or referral groups that you belong to.

   ____

   ____

   C. If this operation is part of a multiple location system of lodging establishments (whether chain owner, franchise or referral group) please give

   Name of Multiple System ____________

   Number Operating in Minnesota ____________

   Total Number in U.S. and Canada ____________

5. If the business has recently changed ownership or name, please give the name of the former owner or the former name.

   Former Owner ____________

   Former Name of Establishment ____________

6. If business is not located within corporate limits of a city or town, briefly describe the location from nearest town. (Give state and county road numbers and/or names, mileages and direction.)

____

____

7. If business is located on lake or stream, give:

Name(s) ____

Total feet of water frontage __________

8. Principal kind of lodging establishment ("x" one only)

Motel __________ Hotel __________ Resort __________ Campground __________

Other, please name ____

9. Please list the promotional groups to which you belong

____

____

10. Season of Operation

Opening Date ____________________

Closing Date ____________________

If year-round operation "x" here _____

If you are not a year-round business, do you plan to substantially lengthen your operating season within the next two years? Yes _____ No _____

11. If you have an off-season address, please give it here

Name ______________________________

Street ______________________________

City ____________________ State ____________________ Zip __________

Dates when manager can be reached at off-season address ____________________

12. Approximately when were your main facilities built? Year ____________________

13. List major improvements or additions to facilities and services made within the past three years

____

____

14. Number of acres controlled by your business (directly associated with the lodging or resort activity)

Number of Acres Owned __________ Number of Acres Leased __________

15. Since 1960, how many owners has this business had? (Include yourself) _______

16. Please quote your lowest and highest rates of the lodging and meal plan or plans you offer

	EUROPEAN Low/High	MODIFIED Low/High	AMERICAN Low/High
One Person Per Room, Daily	___/___	___/___	___/___
One Person Per Room, Weekly	___/___	___/___	___/___
Two Persons Per Room, Daily	___/___	___/___	___/___
Two Persons Per Room, Weekly	___/___	___/___	___/___
Each additional Person	___/___	___/___	___/___
Housekeeping Cabin:	xxxx	xxxx	xxxx
Weekly	______	xxxx	xxxx
Monthly	______	xxxx	xxxx
Other Cabin:	xxxx	xxxx	xxxx
Weekly	___/___	___/___	___/___
Monthly	___/___	___/___	___/___

Other Lodging types that you offer - please name ____________________

Rates for "other lodging" (give time period and number of occupants to which rates apply)

____

17. Please give the total number of rental rooms and/or cabins and their capacities.

(1) Number of rooms (do not include cabins) ____ overnight capacity of all rooms together ____

(2) Number of cabins ____ overnight capacity of all cabins together ____

18. Recreation Campsites

Trailer/Camper Sites with:	Number/Sites	Daily Charge
Electricity	______	______
Electricity and water	______	______
Electricity, water & sewer	______	______
No hookups provided	______	______
Total capacity of area	______	______
Tentsites with:		
Electricity	______	______
No Electricity	______	______
Total Capacity of Area	______	______

19. Services, activities, conveniences and facilities available ("x" the appropriate items)

Air Conditioned ____
Airport Facilities:
Land ____
Water ____
Archery Range ____
Aquarium ____
Baby Sitter ____
Bait and Tackle ____
Bath Facilities ____
Bicycles ____
Boating Equipment:
Canoes ____
Fishing ____
House ____
Launching ____
Motors ____
Sailing ____
Speed/ski ____
Campfire Programs ____
Car Rental ____
Charter Air Service ____
Child Care ____
Cocktail Lounge ____
Evening Group Programs ____
Evening Entertainment ____
Fireplaces:
Outdoor ____
Indoor ____
Fish Cleaning ____

Fishing:
Walleye ____
Northern ____
Muskie ____
Pan ____
Other Fish ____
Freezing Service ____
Gas & Oil Sales ____
Guide Service ____
Gift Shop ____
Golf ____
Groceries ____
Horseback Riding ____
Hunting:
Bear ____
Deer ____
Upland ____
Waterfowl ____
Ice (Dry) ____
Ice (Wet) ____
Laundry Service ____
Launch:
Fishing ____
Excursion ____
Liquor-packaged ____
Meals ____
Native Animal Display ____
Pack Lunch ____
Pets Allowed ____
Pets on Leash ____

Phones-in Room ____
Picnic Tables ____
Playground Surpervised ____
Recreation Guide ____
Recreation Room ____
Rock Collecting ____
Room Service ____
Saunas ____
Shuffleboard ____
Skiing:
Snow ____
Water ____
Sledding/Tobagganing ____
Snowmobiling ____
Swimming:
Beach ____
Pool ____
Supervised ____
Tackle and Bait ____
TV in Room ____
in Lodge ____
Tennis Court ____
Tents ____
Tows-Ski ____
Trails ____
Trapshooting ____
Washers/Dryers ____
Wood (for Fireplace) ____
Zoo ____

20. Now Double "x" (xx) those items listed in Question 19 for which you charge extra.

21. Now Place an "N" opposite those items listed in Question 19 not available on your premises but that are conveniently available nearby.

22. Do you accommodate groups or conventions? Yes _____ No_____

Maximum Convention Capacity _________

Capacity of largest meeting room _________

Overnight lodging capacity for conventions _________

23. Do you have hospitality rooms available? Yes _____ No _____

24. Do you have suites available? Yes _____ No _____

25. Please use this space to more fully describe your food, bar, beverage and entertainment services not covered above.

____

____

26. The following items require more detailed information. Be as complete as possible in your answers, give dates, times, charges, distances, and names whenever appropriate.

A. Credit Cards Accepted (please name)

____

____

B. Please list important attractions in your area, or things for visitors to see and do. Examples: Festivals, Pageants, Art Shows, Historic Sites, Scenic Areas, Tours and Interesting Industry.

____

____

____

____

____

27. What do you consider your one or two most important services or attractions; in other words, what is it that attracts customers to your business or causes them to return?

____

____

28. What problems, if corrected, would most help your business and/or Minnesota's Travel-Tourism industry as a whole?

____

____

29. Please attach a copy of your brochure or pamphlet.

THANK YOU! YOUR ANSWERS WILL ASSIST THE MINNESOTA INNKEEPING INDUSTRY.

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AGRICULTURAL EXTENSION SERVICE
UNIVERSITY OF MINNESOTA