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Working Paper

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UNIVERSITY OF MINNESOTA, DULUTH

Working Paper No. 92-9

PRELIMINARY
DULUTH TOURIST
SURVEY
1991

by

Jerrold M. Peterson

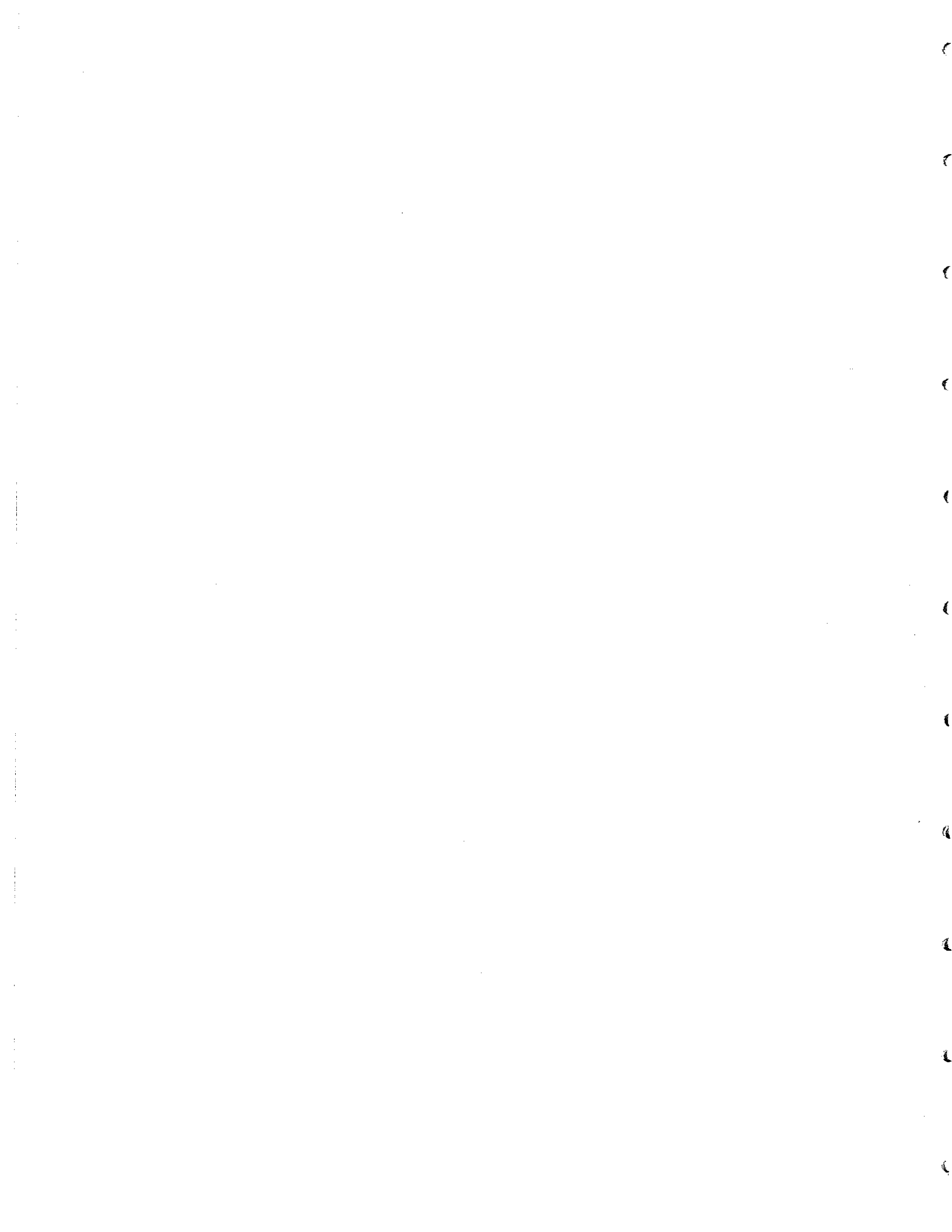
Assisted by student researchers Leslie Nevala and Scott Chowan

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The Survey

The survey was conducted for three months during the summer of 1991 - from July 1 to September 30. The primary method of collection information was on a two-page survey form, with 20 questions. (See Exhibit 1 and 2.) These survey forms were distributed by participating hotels, motels, restaurants, Thompson Hill, the DECC, Lester Park information center, and through personal interviews. During the survey period, 620 survey forms were distributed. The Duluth Tourist Survey used the 189 return forms received before October 1, 1991 in the study. Thus, the total response rate was 30.48%.

Although these survey forms were randomly distributed, there was no mechanism to determine whether the returns were random. The most likely bias which this procedure might have introduced was that fewer tourists who are passing through were surveyed relative to their actual numbers. Of the total 189 surveys used, 79.29% spent at least one night in Duluth. Estimates based on highway traffic counts suggest that only 9.36% of tourist traffic actually spent a night in Duluth. Thus, the survey estimates are biased toward the long term tourist, and under estimate the impact of the tourist just passing through. While this is a serious defect, it is not fatal as long as the reader recalls that these estimates reflect the behavior of long term Duluth visitors.

In addition to the survey, several other bits of information were collected. Specifically, a highway traffic count was conducted at several arterial highways leading into Duluth. This traffic count provided information about the state of origins of cars passing through Duluth. From this count, the study was able to estimate total potential tourist traffic for each month, for the year 1991. This estimate provides a crude estimate of the potential tourist traffic through Duluth. Also, this estimate provides information about the accuracy of the survey data.

Economic Profile of Duluth Tourists

Although the information displayed in Table 1 indicates that Duluth is primarily a regional tourist center, a substantial percentage of tourists were from Canada and distant states, such as California. In general, the Duluth tourist is likely to be a resident of Minnesota. In fact, 53.3 percent of the tourists in the survey were Minnesota residents. In addition, another 17 percent of the tourists came from upper-midwest states such as Wisconsin, Illinois, and Iowa. However, the Duluth tourist center seems to have a strong national and even international draw indicated by the fact that the survey identified tourists from 40 different states and two foreign countries.

The Duluth tourist party was made up of an average of 3.11 persons with .745 children below the age of 18. The party stayed in Duluth in the range from one to one hundred hours or average 1.952 days as computed in the 1978 study. During their stay, 59.8% of the Duluth tourists obtained hotel or motel accommodations while 7.8% used campground facilities. The remainder of the tourists either stayed with friends or were just passing through. (See Table 3.)

In general, the Duluth tourist is affluent. The average income of the Duluth tourist party was \$47,920. Although the Duluth tourist appears to be wealthy; nearly 7% of Duluth's visitors reported income of less than \$20,000. At the other extreme, more than 25% of the tourists surveyed reported income of \$60,000 or more. Thus, the Duluth tourist represents an important potential customer for the Duluth tourist industry. (See Table 7.)

The Duluth tourist, in general, appears to have been willing to spend more than just time in Duluth. The Duluth tourist spent, on the average, \$170.94 per day per party for lodging, transportation, food, beverages, retail purchases, and amusement. For the entire trip, the Duluth tourist spent, on the average, \$333.68 for these same items. (See Table 3.) It should be remembered that these are average expenditures for 189 surveyed tourists, 32 of whom either stayed with friends or were only passing through.

While in Duluth, most visitors preferred staying in either hotels or motels with 59.8% of the surveyed visitors staying in one of Duluth's hotel or motels. Although most visitors sought the luxury of rented accommodations, 25.2% of the surveyed visitors stayed in campgrounds, homes of friends, or did not stay overnight. Nevertheless, these Duluth visitors also spent \$55.90 per day per party for food. Thus, each party spent an average of \$126.76 per day on food and accommodations. In addition, the Duluth tourist party spent \$32.04 per day on some form of entertainment.

In summary, the Duluth tourist appears to have above-average income, is from Minnesota or the upper midwest, and is willing to spend money to have a good time.

The average Duluth tourist party spend \$138.31 on lodging, \$23.90 on transportation, \$109.13 on food and beverages, and \$62.54 on entertainment during their stay in Duluth. In total, the Duluth tourist stayed 1.952 days and spent \$333.68.

Table 1

	June	July	August
Vehicle Traffic - 1991	8,443	13,512	13,429
Tourist Parties - 1991	32,284	39,227	40,738
Tourist Parties - 1978	17,826	22,027	26,697
Hotel Room Rates - 1991	\$47.95	\$48.02	\$48.16
Hotel Room Rates - 1978	\$23.17	\$23.17	\$23.17
Occupied Room Days - 1991	56,540	68,735	71,346
Occupied Room Days - 1978	23,957	41,961	50,822

Table 2

<u>Sites</u>	<u># of Visitors</u>	<u>Percentage</u>
Aerial Lift Bridge	132	69.8%
Marine Museum	83	43.9%
Lake Walk	85	45.0%
William Irvin	36	19.0%
Vista Fleet	38	20.1%
Charter Fishing	4	2.1%
Excursion Train	39	20.6%
Depot	56	29.6%
Bay Front Park	49	25.9%
DECC	24	12.7%
Lake Superior Center	12	6.3%
Glensheen	39	20.6%
Fond Du Luth	16	8.5%
Tweed Museum	5	2.6%
Spirit Mountain	12	6.3%
Skyline Drive	64	33.9%
Thompson Hill	21	11.1%
Munger Trail	2	1.1%
Wester Water Front Trail	4	2.1%
Enger Tower	27	14.3%
Public Golf Course	5	2.6%
Park Point Beach	32	16.9%
Brighton Beach	9	4.8%
Hawk Ridge	11	5.8%
Other City Parks	9	4.8%
North Shore Drive	63	33.3%
Helicopter Rides	3	1.6%
Discover Duluth Bus Tour	6	3.2%
Horse Carriage Ride	5	2.6%
Duluth Zoo	<u>27</u>	14.3%
	Total	891
Average - 1991	4.71	
Average - 1978	4.65	

Table 3

Activity	# of Visitors	Percentage	
Eat Out	137	72.5%	
Current Play	8	4.2%	
Night Club/Bar	29	15.3%	
Gambling Casino	17	9.0%	
Movies	12	6.3%	
Television	54	28.6%	
Dancing	10	5.3%	
Bowling	0	0.0%	
Convention	13	6.9%	
Stayed at:			
		1991	1978
Motel	38.1%	59.8%	71.5%
Hotel	21.7%		
RV Park	7.8%	7.8%	7.6%
Friends, Relatives	9.0%		9.0%
University	0.5%		
Other	7.9%		

Table 4
Rating of Duluth's Facilities

	Hotel/Motel	Restaurants	Fast Food	Entertainment
Excellent	12.7%	13.8%	2.6%	9.0%
Above Average	27.5%	42.9%	9.0%	19.6%
Average	22.2%	20.1%	30.2%	16.9%
Below Average	2.1%	1.1%	3.2%	0.0%
Poor	0.5%	0.5%	0.5%	0.0%
Unknown	34.9%	21.7%	54.5%	54.5%

Table 5**Rating of Duluth's Facilities**

	Service	Atmosphere	Ease of Finding
Excellent	10.1%	27.0%	16.9%
Above Average	27.0%	32.3%	28.0%
Average	17.5%	10.6%	16.4%
Below Average	0.5%	0.0%	10.1%
Poor	0.5%	0.5%	2.1%
Unknown	44.4%	29.6%	26.5%

Table 6

Visited in:

Summer	79.9%
Fall	55.0%
Winter	39.2%
Spring	43.9%

Duluth has:

Improved	69.8%
Stayed the same	12.7%
Deteriorated	1.1%
No response	16.4%

Duluth Daily costs:

More	11.1%
The same	68.3%
Less	13.8%
No response	6.9%

Table 7

Income		Weighted	
No Response	9.0%		
< \$10,000	0.5%	25	
\$10,000-\$14,999	3.2%	400	
\$15,000-\$19,999	3.2%	560	
\$20,000-\$29,999	13.2%	3,300	
\$30,000-\$39,999	21.2%	7,455	
\$40,000-\$59,999	24.3%	12,150	
\$60,000-\$100,000	20.1%	16,080	
> \$100,000	5.3%	<u>7,950</u>	
	Average - 1991	\$47,920	Est. \$51,629.17
	Average - 1978	\$25,044	

	1991	
Lodging	\$138.31	
Restaurant	84.79	
Eating/Drinking	24.34	
Transportation	23.90	
Recreation	<u>62.54</u>	
Average - 1991	\$333.68	Est. \$504.85
Average - 1978	\$244.89	

Average length of stay - 1991: 1.952 days

Average length of stay - 1978: 2.446 days

Average size of group - 1991: 3.11 people

Average size of group - 1978: 3.54 people

Table 8

Age	1	2	3	4	5	6	W	Ave.
12 & under	23	23	7	2			98	588
13-17	18	9	1	1			43	645
18-24	16	6	1				41	861
25-34	23	21	1	3			77	2,310
35-44	29	43	4	3			139	5,560
45-64	26	43	1	3		2	139	7,645
65+	<u>11</u>	<u>16</u>	<u>3</u>	<u>—</u>	<u>—</u>	<u>—</u>	<u>52</u>	<u>3,640</u>
Total	146	161	18	12	0	2	589	21,249

Average age - 1991: 36.08 (21,249/589)

Average age - 1978: Unknown

Previous Trip? Yes - 70.9% No - 29.1%

Yes - Heard about through:

Friends	41.3%
Television	7.4%
Radio	6.0%
Newspaper/Magazine	11.1%
Information Center	8.5%
Auto Club	4.2%

Duluth is:

Destination	57.7%
Pass Through	35.4%
Other	6.9%

Lake Superior Tour - 3.2%

Stay:

Hours	18.5
1 Day	14.8
2 Days	65.1

How many visits to Duluth:

0	2.6%
1	17.5%
2	12.2%
3-5	16.9%
5+	50.8%

Mean 2.958 or 3



UNIVERSITY OF MINNESOTA
DULUTH

School of Business and Economics

Bureau of Business and Economic Research
150 School of Business and Economics Building
10 University Drive
Duluth, Minnesota 55812-2496

June 14, 1991

Dear Tourist:

We are asking you to take a little time to help provide information on the impact of tourism to the Duluth and Northern Minnesota economy by filling out our survey. The information collected from this survey will be used to update the base line data for the Duluth Tourist Index as well as providing information to various tourist related institutions to help them improve their service in the future. In addition the survey that you have been asked to participate in will provide information about tourism over the entire tourist season. The results of the survey will be made public sometime in 1992.

It should be noted that information provided our 1978 survey was used to develop the Duluth Tourist Index as well as the industry. The Duluth Tourist Index has helped the city and state evaluate changes needed to improve tourist related services and businesses.

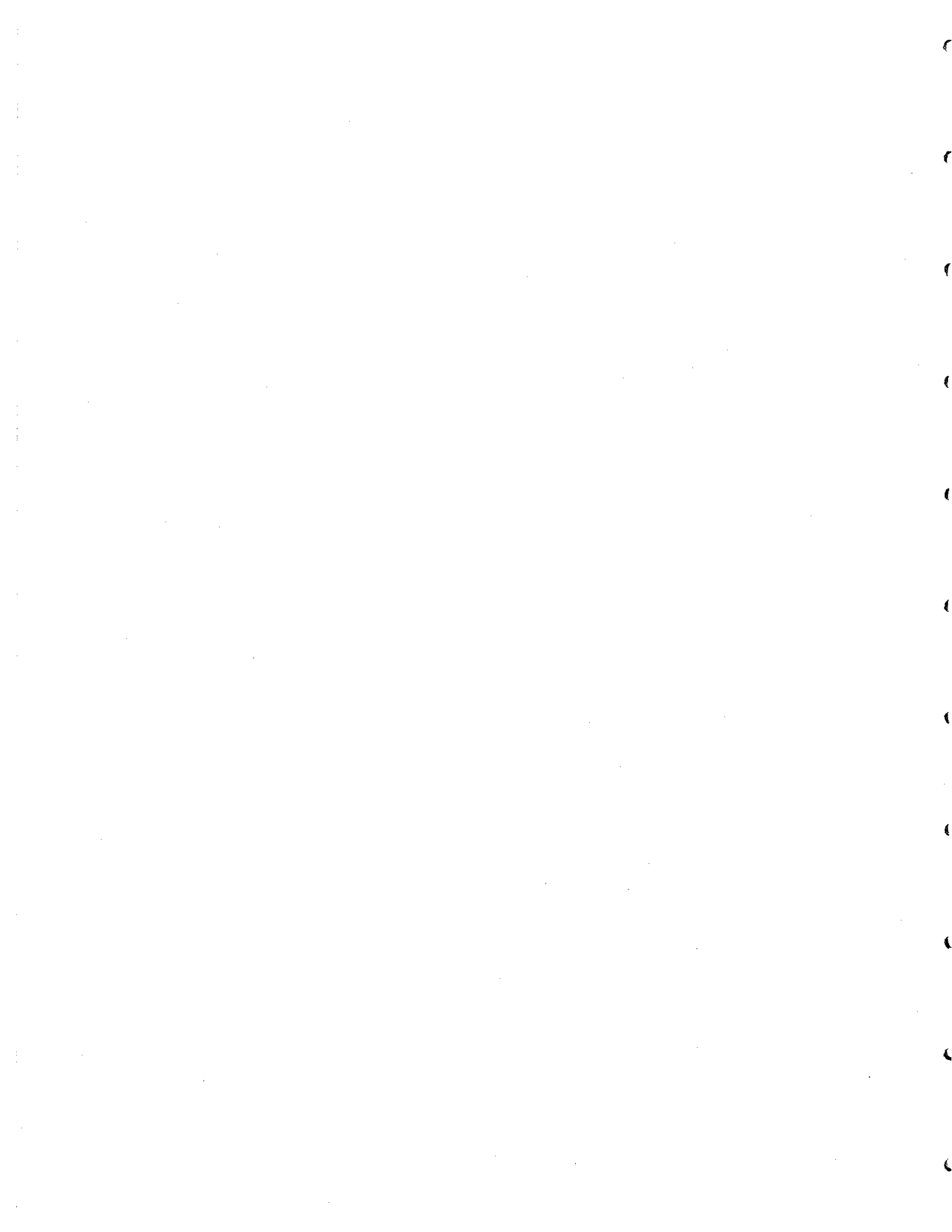
The sponsors of the survey are the University of Minnesota-Duluth, Bureau of Business and Economic Research, University of Minnesota Tourist Center, University of Minnesota Extension Service, the State of Minnesota Office of Tourism and the Duluth Visitors and Convention Bureau. These organizations would like to thank you for your participation. All errors remain the responsibility of the Survey Author.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jerrold M. Peterson'.

Jerrold M. Peterson
Survey Director

JMP/mmt



DULUTH TOURIST SURVEY

1. Today's Date _____
2. What is your hometown? City _____
State _____ Zip _____
Country _____
3. Occupation: Male Household Head _____ Female Household Head _____

4. How many people are there in your group?

<u>Number</u>		<u>Number</u>	
_____	Children 12 and under	_____	Adults 35-44
_____	Children 13-17 years	_____	Adults 45-64 years
_____	Adults 18-24 years	_____	Adults 65+
_____	Adults 25-34 years		

5. How did you hear about Duluth?

- | | | | |
|----------|-------------------------|-------|-----------------------------|
| a. _____ | Previous trip to Duluth | _____ | Travel Information Centers: |
| b. _____ | Friends/Relatives | | Which ones? _____ |
| c. _____ | Television | _____ | Auto Club |
| d. _____ | Radio | | |
| e. _____ | Newspaper, Magazines | | |

6. Is Duluth your

- | | | | |
|----------|---------------------|---------------------------------|-------|
| a. _____ | Destination | What is your major destination? | _____ |
| b. _____ | Pass through place? | | |

7. Are you on the Lake Superior Circle Tour? Yes _____ No _____

8. How long do you plan to visit Duluth?

- a. _____ Hours
b. _____ Days
c. Overnight Only

(over)

9. How many times have you visited Duluth?

- a. _____ Once
- b. _____ Twice
- c. _____ 3 to 5 times
- d. _____ More than 5 times

10. What are your group's planned TOTAL expenditures in Duluth?

- | | | | |
|-------------|-------------------------|-------------|--|
| a. \$ _____ | Lodging | d. \$ _____ | Transportation |
| b. \$ _____ | Restaurant and/or bar | e. \$ _____ | Recreation activities,
entertainment, amusements,
and other services |
| c. \$ _____ | Groceries and beverages | | |

11. Please check the attractions you have attended or plan to attend on this trip only.

- | | |
|---|---|
| a. _____ Aerial Lift Bridge and Canal Park | q. _____ Thompson Hill Information Center |
| b. _____ Marine Museum at Canal Park | r. _____ Munger Bike Trail |
| c. _____ Lake Walk | s. _____ Western Waterfront Trail |
| d. _____ Wm Irvin Ore Boat Museum | t. _____ Enger Tower |
| e. _____ Vista Fleet Harbor Excursion | u. _____ Lester or Enger Golf Courses |
| f. _____ Charter Fishing on Lake Superior | v. _____ Park Point Beach |
| g. _____ Excursion Train | w. _____ Brighton Beach |
| h. _____ The Depot (Train & Historical Museum) | x. _____ Hawk Ridge |
| i. _____ Bayfront Park | y. _____ Other City Parks |
| j. _____ Lake Superior Center | z. _____ North Shore Drive |
| k. _____ Duluth Entertainment and Convention Ctr. | aa. _____ Helicopter Rides |
| l. _____ Glensheen Historic Home | bb. _____ Discover Duluth Bus Tour |
| m. _____ Fond Du Luth Gaming Casino | cc. _____ Horse Carriage Ride |
| n. _____ Tweed Art Museum | dd. _____ Lake Superior Zoo |
| o. _____ Spirit Mountain Ski Area | ee. Other _____ |
| p. _____ Skyline Drive | ff. Other _____ |

12. What type of night entertainment have you participated in or plan to participate in?

- | | |
|-------------------------|---------------------|
| a. _____ Eating out | f. _____ Television |
| b. _____ Concert/play | g. _____ Dancing |
| c. _____ Night club/Bar | h. _____ Bowling |
| d. _____ Gaming Casino | i. Other _____ |
| e. _____ Movies | |

13. Are you or your group in Duluth for a special convention, event or Festival?

_____ If yes, please list Convention or the event. _____

_____ No, what is the main reason for your visit? _____

14. Where will you stay?

- a. _____ Motel
b. _____ Hotel
c. _____ RV Park/Campground
d. _____ Friends/Relatives
e. _____ University/college dormitory
f. _____ Other _____

15. Would you please rate your experience with the following:

	Poor	Below Average	Average	Above Average	Excellent
a) Hotels/Motel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Fast Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Public Transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Ease of Finding Hotel, Restaurant, Attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you have been to Duluth more than once.

16. Have you been to Duluth during these seasons? (please check all that apply)

- a. _____ Summer
b. _____ Fall
c. _____ Winter
d. _____ Spring

17. Has Duluth

- a. _____ Improved
b. _____ Remained the same
c. _____ Deteriorated

(over)



Duluth Tourist Index

Published by the Bureau of Business and Economic Research
University of Minnesota-Duluth

Dr. Jerrold M. Peterson, Acting Director

JUNE 1991 TOURIST INDEX, 108
(June, July, August, 1978 = 100)

In June 1991 the **Duluth Tourist Index (DTI)** was calculated at 108, representing a 47.9 percent increase from last month's index. This month's index is above the June 1990 index of 107.

Tourist spending in Duluth, as measured in current dollars, increased from the June 1990 expenditure of \$9,147,467 to \$9,452,167 in June 1991 which translates into a 3.3 percent increase. This level of spending also showed a 25.5 percent increase from last month's performance of \$7,530,742. Over the last 12 months the **Consumer Price Index (CPI)** rose from 389.1 in June 1990 to 407.4 in June of 1991, resulting in a 4.7 percent increase in the general price level. Moreover, when adjusted for inflation, **real tourist spending** fell 1.3 percent from the June 1990 figure of \$2,350,930 to the \$2,320,120 in June 1991.

The total number of **Occupied Room (Ocr) days** for Duluth in June 1991 was 56,540, up 1.8 percent from the June 1990 figure of 55,525. At the same time, the June 1991 total Ocr days represent a 61.9 percent increase over the last month. Moreover, the estimated cost per room in June 1991 was \$47.95, up 4.7 percent from the June 1990 estimated cost of \$45.80. Nevertheless, the total number of **tourist parties** for June 1991 increased from 32,284 as compared to 31,705 for the same month last year.

Total tourist traffic for the month of June was higher than May. In June an average daily estimated 8,443 vehicles entered Duluth, while in May an estimated 3,595 vehicles came into Duluth--an increase of 134.9 percent. Also, the June 1991 total monthly tourist traffic figure of 404,153 was up 13.9 percent over the June 1990 sum of 354,939.

Estimated Tourist Expenditures (in '000's) JUNE 1991

	<u>June</u> <u>1991</u>	<u>June</u> <u>1990</u>	<u>% Change</u> <u>1990-91</u>
Lodging	\$2,711	\$2,543	+ 6.6%
Eating-Drinking	3,466	3,435	+ 0.9%
Retail Sales	1,449	1,402	+ 3.4%
Auto, Gas	706	683	+ 3.4%
Other	<u>1,120</u>	<u>1,084</u>	+ <u>3.3%</u>
TOTALS	<u>\$9,452</u>	<u>\$9,147</u>	+ <u>3.3%</u>

DULUTH TOURIST INDEX
June, July, August
1978 = 100

	<u>Expenditure¹</u>		+	<u>Tourist Party²</u>		+	<u>Tourist Traffic³</u>		=	<u>Tourist⁴</u>
	<u>Index</u>	<u>x Weight</u>		<u>Index</u>	<u>x Weight</u>		<u>Index</u>	<u>x Weight</u>		<u>Index</u>
1989										
January	59.06	.5000		64.85	.4384		18.19	.0616		59.08
February	60.11	.5000		64.10	.4384		12.12	.0616		58.90
March	69.88	.5000		85.78	.4384		30.64	.0616		74.45
April	60.75	.5000		70.24	.4384		16.83	.0616		62.21
May	64.07	.5000		77.57	.4384		39.33	.0616		68.45
June	80.60	.5000		122.04	.4384		88.24	.0616		99.24
July	88.32	.5000		137.17	.4384		166.45	.0616		114.55
August	93.96	.5000		143.43	.4384		166.34	.0616		120.11
September	81.30	.5000		124.35	.4384		110.31	.0616		101.97
October	72.09	.5000		95.18	.4384		47.34	.0616		80.69
November	57.10	.5000		62.94	.4384		12.54	.0616		56.92
December	62.87	.5000		65.94	.4384		13.14	.0616		61.15
1990										
January	60.14	.5000		65.62	.4384		13.20	.0616		59.65
February	65.82	.5000		79.64	.4384		16.88	.0616		68.86
March	72.48	.5000		91.29	.4384		24.68	.0616		77.78
April	63.66	.5000		74.67	.4384		24.17	.0616		66.05
May	65.78	.5000		81.13	.4384		49.41	.0616		71.28
June	85.79	.5000		131.54	.4384		101.33	.0616		106.80
July	90.96	.5000		145.64	.4384		168.02	.0616		119.68
August	100.34	.5000		162.75	.4384		248.11	.0616		136.80
September	89.49	.5000		146.50	.4384		94.26	.0616		114.78
October	74.38	.5000		106.87	.4384		51.62	.0616		87.22
November	60.47	.5000		73.13	.4384		16.69	.0616		63.32
December	62.88	.5000		65.66	.4384		14.75	.0616		61.14
1991										
January	61.23	.5000		70.46	.4384		12.14	.0616		62.26
February	64.85	.5000		80.79	.4384		19.75	.0616		69.06
March	73.40	.5000		94.49	.4384		27.01	.0616		79.79
April	64.68	.5000		81.75	.4384		16.10	.0616		69.17
May	67.66	.5000		82.75	.4384		47.17	.0616		73.01
June	84.67	.5000		133.94	.4384		115.38	.0616		108.16

¹Larry Jeneson, Auditor, Duluth City Auditors Department Report from City of Duluth Hotel/Motel Tax and City Food and Beverage Tax, Duluth, Minnesota: 1979-80. Adjusted estimates taken from data of Department of Economic Development Report entitled "Minnesota 1978 Lodging Receipts", "Minnesota 1978 Tourist-Travel Industry", "Minnesota 1978 Retail Sales". Jerrold M. Peterson, Duluth Tourist Survey, 1978 Duluth, Minnesota: 1079-80.

²Based on Estimated Lodging Receipts divided by Estimated Average Room Price from Jerrold M. Peterson, Duluth Tourist Survey, 1978, adjusted for inflation to determine Occupied Rooms. Estimated Tourist Parties from Survey Procedures on request. Tourist Parties divided by 24,124. Average Monthly Parties for June, July and August, 1978.

³Based on Traffic Count ATR 100, I-35, 27th Avenue West, Duluth. This Traffic Count is provided by Duluth and St. Paul Offices of Minnesota Department of Transportation and is adjusted for total traffic estimated for June, July, August 1978. Estimate of Tourist Traffic based on seasonal index developed from Bergit Engstrom's Monthly Report, Thompson Hill Tourist Center. Procedures on request.

⁴1981 began a new series for tourist traffic, based on new reporting procedure at the Thompson Hill Tourist Center.



Duluth Tourist Index

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Dr. Jerrold M. Peterson, Acting Director

JULY 1991 TOURIST INDEX, 132
(June, July, August, 1978 = 100)

In July 1991 the **Duluth Tourist Index (DTI)** was calculated at 132, representing a 22.2 percent increase from last month's index. This month's index is above the July 1990 index of 120.

Tourist spending in Duluth, as measured in current dollars, increased from the July 1990 expenditure of \$9,736,313 to \$10,813,857 in July 1991 which translates into a 11.1 percent increase. This level of spending also showed a 14.4 percent increase from last month's performance of \$9,452,167. Over the last 12 months the **Consumer Price Index (CPI)** rose from 390.6 in July 1990 to 408.0 in July of 1991, resulting in a 4.5 percent increase in the general price level. Moreover, when adjusted for inflation, **real tourist spending** rose 6.3 percent from the July 1990 figure of \$2,492,656 to the \$2,650,455 in July 1991.

The total number of **Occupied Room (Ocr) days** for Duluth in July 1991 was 68,735, up 11.8 percent from the July 1990 figure of 61,479. At the same time, the July 1991 total Ocr days represent a 21.6 percent increase over the last month. Moreover, the estimated cost per room in July 1991 was \$48.02, up 4.5 percent from the July 1990 estimated cost of \$45.97. Nevertheless, the total number of **tourist parties** for July 1991 increased from 39,247 as compared to 35,104 for the same month last year.

Total tourist traffic for the month of July was higher than June. In July an average daily estimated 13,512 vehicles entered Duluth, while in June an estimated 8,443 vehicles came into Duluth--an increase of 60.0 percent. Also, the July 1991 total monthly tourist traffic figure of 676,223 was up 14.9 percent over the July 1990 sum of 588,516.

Estimated Tourist Expenditures (in '000's) JULY 1991

	<u>July 1991</u>	<u>July 1990</u>	<u>% Change 1990-91</u>
Lodging	\$3,301	\$2,826	+ 16.8%
Eating-Drinking	3,766	3,536	+ 6.5%
Retail Sales	1,658	1,493	+ 11.1%
Auto, Gas	808	727	+ 11.1%
Other	<u>1,281</u>	<u>1,154</u>	+ <u>11.0%</u>
TOTALS	<u>\$10,814</u>	<u>\$9,736</u>	+ <u>11.1%</u>

DULUTH TOURIST INDEX
June, July, August
1978 = 100

	<u>Expenditure¹</u>		+	<u>Tourist Party²</u>		+	<u>Tourist Traffic³</u>		=	<u>Tourist⁴</u>
	<u>Index</u>	<u>x Weight</u>		<u>Index</u>	<u>x Weight</u>		<u>Index</u>	<u>x Weight</u>		<u>Index</u>
1989										
January	59.06	.5000		64.85	.4384		18.19	.0616		59.08
February	60.11	.5000		64.10	.4384		12.12	.0616		58.90
March	69.88	.5000		85.78	.4384		30.64	.0616		74.45
April	60.75	.5000		70.24	.4384		16.83	.0616		62.21
May	64.07	.5000		77.57	.4384		39.33	.0616		68.45
June	80.60	.5000		122.04	.4384		88.24	.0616		99.24
July	88.32	.5000		137.17	.4384		166.45	.0616		114.55
August	93.96	.5000		143.43	.4384		166.34	.0616		120.11
September	81.30	.5000		124.35	.4384		110.31	.0616		101.97
October	72.09	.5000		95.18	.4384		47.34	.0616		80.69
November	57.10	.5000		62.94	.4384		12.54	.0616		56.92
December	62.87	.5000		65.94	.4384		13.14	.0616		61.15
1990										
January	60.14	.5000		65.62	.4384		13.20	.0616		59.65
February	65.82	.5000		79.64	.4384		16.88	.0616		68.86
March	72.48	.5000		91.29	.4384		24.68	.0616		77.78
April	63.66	.5000		74.67	.4384		24.17	.0616		66.05
May	65.78	.5000		81.13	.4384		49.41	.0616		71.28
June	85.79	.5000		131.54	.4384		101.33	.0616		106.80
July	90.96	.5000		145.64	.4384		168.02	.0616		119.68
August	100.34	.5000		162.75	.4384		248.11	.0616		136.80
September	89.49	.5000		146.50	.4384		94.26	.0616		114.78
October	74.38	.5000		106.87	.4384		51.62	.0616		87.22
November	60.47	.5000		73.13	.4384		16.69	.0616		63.32
December	62.88	.5000		65.66	.4384		14.75	.0616		61.14
1991										
January	61.23	.5000		70.46	.4384		12.14	.0616		62.26
February	64.85	.5000		80.79	.4384		19.75	.0616		69.06
March	73.40	.5000		94.49	.4384		27.01	.0616		79.79
April	64.68	.5000		81.75	.4384		16.10	.0616		69.17
May	67.66	.5000		82.75	.4384		47.17	.0616		73.01
June	84.67	.5000		133.94	.4384		115.38	.0616		108.16
July	96.72	.5000		162.83	.4384		193.06	.0616		131.64

¹Larry Jeneson, Auditor, Duluth City Auditors Department Report from City of Duluth Hotel/Motel Tax and City Food and Beverage Tax, Duluth, Minnesota: 1979-80. Adjusted estimates taken from data of Department of Economic Development Reports entitled "Minnesota 1978 Lodging Receipts", "Minnesota 1978 Tourist-Travel Industry", "Minnesota 1978 Retail Sales". Jerrold M. Peterson, Duluth Tourist Survey, 1978, Duluth, Minnesota: 1079-80.

²Based on Estimated Lodging Receipts divided by Estimated Average Room Price, from Jerrold M. Peterson, Duluth Tourist Survey, 1978, adjusted for inflation to determine Occupied Rooms. Estimated Tourist Parties from Survey Procedures on request. Tourist Parties divided by 24,124. Average Monthly Parties for June, July and August, 1978.

³Based on Traffic Count ATR 100, I-35, 27th Avenue West, Duluth. This Traffic Count is provided by Duluth and St. Paul Offices of Minnesota Department of Transportation and is adjusted for total traffic estimated for June, July, August, 1978. Estimate of Tourist Traffic based on seasonal index developed from Bergita Engstrom's Monthly Report, Thompson Hill Tourist Center. Procedures on request.

⁴1981 began a new series for tourist traffic, based on new reporting procedures at the Thompson Hill Tourist Center.



Duluth Tourist Index

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University of Minnesota-Duluth

Dr. Jerrold M. Peterson, Acting Director

AUGUST 1991 TOURIST INDEX, 142
(June, July, August, 1978 = 100)

In August 1991 the **Duluth Tourist Index (DTI)** was calculated at 142, representing a 7.6 percent increase from last month's index. This month's index is above the August 1990 index of 137.

Tourist spending in Duluth, as measured in current dollars, increased from the August 1990 expenditure of \$10,838,391 to \$11,465,065 in August 1991 which translates into a 5.8 percent increase. This level of spending also showed a 6.0 percent increase from last month's performance of \$10,813,857. Over the last 12 months the **Consumer Price Index (CPI)** rose from 394.2 in August 1990 to 409.2 in August of 1991, resulting in a 3.8 percent increase in the general price level. Moreover, when adjusted for inflation, **real tourist spending** rose 1.9 percent from the August 1990 figure of \$2,749,465 to the \$2,801,824 in August 1991.

The total number of **Occupied Room (Ocr) days** for Duluth in August 1991 was 71,346, up 3.9 percent from the August 1990 figure of 68,700. At the same time, the August 1991 total Ocr days represent a 3.8 percent increase over the last month. Moreover, the estimated cost per room in August 1991 was \$48.16, up 3.8 percent from the August 1990 estimated cost of \$46.40. Nevertheless, the total number of **tourist parties** for August 1991 increased from 40,738 as compared to 39,227 for the same month last year.

Total tourist traffic for the month of August was higher than July. In August an average daily estimated 13,429 vehicles entered Duluth, while in July an estimated 13,512 vehicles came into Duluth--an decrease of 0.6 percent. Also, the August 1991 total monthly tourist traffic figure of 970,104 was up 11.6 percent over the August 1990 sum of 869,070.

Estimated Tourist Expenditures (in '000's) August 1991

	August <u>1991</u>	August <u>1990</u>	% Change <u>1990-91</u>
Lodging	\$3,436	\$3,188	+ 7.8%
Eating-Drinking	4,056	3,895	+ 4.1%
Retail Sales	1,758	1,662	+ 5.8%
Auto, Gas	856	810	+ 5.7%
Other	<u>1,359</u>	<u>1,284</u>	+ <u>5.8%</u>
TOTALS	<u>\$11,465</u>	<u>\$10,838</u>	+ <u>5.8%</u>

DULUTH TOURIST INDEX
June, July, August
1978 = 100

	<u>Expenditure¹</u>		<u>Tourist Party²</u>		<u>Tourist Traffic³</u>		<u>Tourist⁴</u>		
	<u>Index</u>	<u>x Weight</u>	+	<u>Index</u>	<u>x Weight</u>	+	<u>Index</u>	=	<u>Index</u>
1989									
February	60.11	.5000		64.10	.4384		12.12	.0616	58.90
March	69.88	.5000		85.78	.4384		30.64	.0616	74.45
April	60.75	.5000		70.24	.4384		16.83	.0616	62.21
May	64.07	.5000		77.57	.4384		39.33	.0616	68.45
June	80.60	.5000		122.04	.4384		88.24	.0616	99.24
July	88.32	.5000		137.17	.4384		166.45	.0616	114.55
August	93.96	.5000		143.43	.4384		166.34	.0616	120.11
September	81.30	.5000		124.35	.4384		110.31	.0616	101.97
October	72.09	.5000		95.18	.4384		47.34	.0616	80.69
November	57.10	.5000		62.94	.4384		12.54	.0616	56.92
December	62.87	.5000		65.94	.4384		13.14	.0616	61.15
1990									
January	60.14	.5000		65.62	.4384		13.20	.0616	59.65
February	65.82	.5000		79.64	.4384		16.88	.0616	68.86
March	72.48	.5000		91.29	.4384		24.68	.0616	77.78
April	63.66	.5000		74.67	.4384		24.17	.0616	66.05
May	65.78	.5000		81.13	.4384		49.41	.0616	71.28
June	85.79	.5000		131.54	.4384		101.33	.0616	106.80
July	90.96	.5000		145.64	.4384		168.02	.0616	119.68
August	100.34	.5000		162.75	.4384		248.11	.0616	136.80
September	89.49	.5000		146.50	.4384		94.26	.0616	114.78
October	74.38	.5000		106.87	.4384		51.62	.0616	87.22
November	60.47	.5000		73.13	.4384		16.69	.0616	63.32
December	62.88	.5000		65.66	.4384		14.75	.0616	61.14
1991									
January	61.23	.5000		70.46	.4384		12.14	.0616	62.26
February	64.85	.5000		80.79	.4384		19.75	.0616	69.06
March	73.40	.5000		94.49	.4384		27.01	.0616	79.79
April	64.68	.5000		81.75	.4384		16.10	.0616	69.17
May	67.66	.5000		82.75	.4384		47.17	.0616	73.01
June	84.67	.5000		133.94	.4384		115.38	.0616	108.16
July	96.72	.5000		162.83	.4384		193.06	.0616	131.64
August	102.25	.5000		169.02	.4384		276.96	.0616	142.28

¹Larry Jeneson, Auditor, Duluth City Auditors Department Report from City of Duluth Hotel/Motel Tax and City Food and Beverage Tax, Duluth, Minnesota: 1979-80. Adjusted estimates taken from data of Department of Economic Development Reports entitled "Minnesota 1978 Lodging Receipts", "Minnesota 1978 Tourist-Travel Industry", "Minnesota 1978 Retail Sales". Jerrold M. Peterson, Duluth Tourist Survey, 1978, Duluth, Minnesota: 1079-80.

²Based on Estimated Lodging Receipts divided by Estimated Average Room Price, from Jerrold M. Peterson, Duluth Tourist Survey, 1978, adjusted for inflation to determine Occupied Rooms. Estimated Tourist Parties from Survey Procedures on request. Tourist Parties divided by 24,124. Average Monthly Parties for June, July and August, 1978.

³Based on Traffic Count ATR 100, I-35, 27th Avenue West, Duluth. This Traffic Count is provided by Duluth and St. Paul Offices of Minnesota Department of Transportation and is adjusted for total traffic estimated for June, July, August, 1978. Estimate of Tourist Traffic based on seasonal index developed from Bergita Engstrom's Monthly Report, Thompson Hill Tourist Center. Procedures on request.

⁴1981 began a new series for tourist traffic, based on new reporting procedures at the Thompson Hill Tourist Center.



Duluth Tourist Index

Published by the Bureau of Business and Economic Research
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Dr. Jerrold M. Peterson, Acting Director

FEBRUARY 1992 TOURIST INDEX, 76
(June, July, August, 1978 = 100)

In February 1992 the *Duluth Tourist Index (DTI)* was calculated at 76, representing a 10.1 percent increase from last month's index. This month's index is above the February 1991 index of 69.

Tourist spending in Duluth, as measured in current dollars, increased from the February 1991 expenditure of \$7,175,894 to \$8,030,557 in February 1992 which translates into a 11.9 percent increase. This level of spending also showed a 4.4 percent increase from last month's performance of \$7,694,033. Over the last 12 months the *Consumer Price Index (CPI)* rose from 403.8 in February 1991 to 415.2 in February of 1992, resulting in a 2.8 percent increase in the general price level. Moreover, when adjusted for inflation, *real tourist spending* rose 8.8 percent from the February 1991 figure of \$1,777,091 to the \$1,934,142 in February 1992.

The total number of *Occupied Room (Ocr) days* for Duluth in February 1992 was 37,758, up 10.7 percent from the February 1991 figure of 34,104. At the same time, the February 1992 total Ocr days represent a 15.0 percent increase over the last month. Moreover, the estimated cost per room in February 1992 was \$48.87, up 2.8 percent from the February 1991 estimated cost of \$47.53. Nevertheless, the total number of *tourist parties* for February 1992 increased from 21,560 as compared to 19,473 for the same month last year.

Total tourist traffic for the month of February was higher than January. In February an average daily estimated 2,214 vehicles entered Duluth, while in January an estimated 1,783 vehicles came into Duluth--an increase of 24.2 percent. Also, the February 1992 total monthly tourist traffic figure of 91,205 was up 31.8 percent over the February 1991 sum of 69,184.

Estimated Tourist Expenditures (in '000's) February 1992

	February <u>1992</u>	February <u>1991</u>	% Change <u>1991-92</u>
Lodging	\$1,845	\$1,621	+ 13.8%
Eating-Drinking	3,403	3,069	+ 10.9%
Retail Sales	1,231	1,100	+ 11.9%
Auto, Gas	600	536	+ 11.9%
Other	<u>952</u>	<u>850</u>	+ <u>12.0%</u>
TOTALS	<u>\$ 8,031</u>	<u>\$7,176</u>	+ <u>11.9%</u>

DULUTH TOURIST INDEX
June, July, August
1978 = 100

	Expenditure¹		Tourist Party²		Tourist Traffic³		Tourist⁴		
	Index	x Weight	+	Index	x Weight	+	Index	=	Index
1989									
August	93.96	.5000		143.43	.4384		166.34	.0616	120.11
September	81.30	.5000		124.35	.4384		110.31	.0616	101.97
October	72.09	.5000		95.18	.4384		47.34	.0616	80.69
November	57.10	.5000		62.94	.4384		12.54	.0616	56.92
December	62.87	.5000		65.94	.4384		13.14	.0616	61.15
1990									
January	60.14	.5000		65.62	.4384		13.20	.0616	59.65
February	65.82	.5000		79.64	.4384		16.88	.0616	68.86
March	72.48	.5000		91.29	.4384		24.68	.0616	77.78
April	63.66	.5000		74.67	.4384		24.17	.0616	66.05
May	65.78	.5000		81.13	.4384		49.41	.0616	71.28
June	85.79	.5000		131.54	.4384		101.33	.0616	106.80
July	90.96	.5000		145.64	.4384		168.02	.0616	119.68
August	100.34	.5000		162.75	.4384		248.11	.0616	136.80
September	89.49	.5000		146.50	.4384		94.26	.0616	114.78
October	74.38	.5000		106.87	.4384		51.62	.0616	87.22
November	60.47	.5000		73.13	.4384		16.69	.0616	63.32
December	62.88	.5000		65.66	.4384		14.75	.0616	61.14
1991									
January	61.23	.5000		70.46	.4384		12.14	.0616	62.26
February	64.85	.5000		80.79	.4384		19.75	.0616	69.06
March	73.40	.5000		94.49	.4384		27.01	.0616	79.79
April	64.68	.5000		81.75	.4384		16.10	.0616	69.17
May	67.66	.5000		82.75	.4384		47.17	.0616	73.01
June	84.67	.5000		133.94	.4384		115.38	.0616	108.16
July	96.72	.5000		162.83	.4384		193.06	.0616	131.64
August	102.25	.5000		169.02	.4384		276.96	.0616	142.28
September	83.56	.5000		135.42	.4384		126.90	.0616	108.97
October	77.80	.5000		114.20	.4384		70.43	.0616	93.30
November	57.11	.5000		71.15	.4384		26.77	.0616	61.40
December	64.52	.5000		75.22	.4384		14.46	.0616	66.13
1992									
January	67.85	.5000		77.76	.4384		13.86	.0616	68.87
February	70.58	.5000		89.45	.4384		26.04	.0616	76.11

¹Larry Jeneson, Auditor, Duluth City Auditors Department Report from City of Duluth Hotel/Motel Tax and City Food and Beverage Tax, Duluth, Minnesota: 1979-80. Adjusted estimates taken from data of Department of Economic Development Reports entitled "Minnesota 1978 Lodging Receipts", "Minnesota 1978 Tourist-Travel Industry", "Minnesota 1978 Retail Sales". Jerrold M. Peterson, Duluth Tourist Survey, 1978, Duluth, Minnesota: 1079-80.

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⁴1981 began a new series for tourist traffic, based on new reporting procedures at the Thompson Hill Tourist Center.

