



Duluth Tourist Index

Published by the Bureau of Business and Economic Research
University of Minnesota-Duluth
Dr. Donald N. Steinnes, Director

JANUARY 1988 TOURIST INDEX, 59
(June, July, August, 1978 = 100)

In January 1988 the Duluth Tourist Index (DTI) was calculated at 59, representing a 1.7 percent increase over last month's index and above the January 1987 index of 39.

Tourist spending in Duluth, as measured in current dollars, increased from the January 1987 expenditure of \$3,549,671 to \$5,616,198 in January 1988 which translates into a 58.2 percent increase. This level of spending also showed a 4.0 percent decrease below last month's performance of \$5,848,934. Over the last 12 months the Consumer Price Index (CPI) rose from 333.1 in January 1987 to 346.7 in January of 1988, resulting in a 4.1 percent increase in the general price level. Moreover, when adjusted for inflation, real tourist spending rose 52.0 percent from the January 1987 figure of \$1,065,647 to the \$1,619,901 in January 1988.

The total number of Occupied Room (OcR) days for Duluth in January 1988 was 27,541, up 54.4 percent from the January 1987 figure of 17,842. At the same time, the January 1988 total OcR days represent a 10.8 percent increase over the last month. Moreover, the estimated cost per room in January 1988 was \$40.81, up 4.1 percent from January 1987 estimated cost of \$39.21. Nonetheless, the total number of tourist parties for January 1988 increased from 15,726 as compared to 10,188 for the same month last year.

Total tourist traffic for the month of January was lower than December. In January an estimated 1,523 vehicles entered Duluth, while in December an estimated 1,786 vehicles came into Duluth--a decrease of 14.7 percent. Also, the January 1988 total figure of 48,981 was up 27.2 percent over the January 1987 sum of 38,505.

Estimated Tourist Expenditures (in '000's) JANUARY 1988

	Jan. <u>1988</u>	Jan. <u>1987</u>	% Change [*] <u>1987-88</u>
Lodging	\$1,124	\$ 700	+60.6%
Eating and Drinking	2,546	1,620	+57.2%
Retail Sales	861	544	+58.3%
Auto, Gas	420	265	+58.5%
Other	<u>666</u>	<u>421</u>	+58.2%
Totals	<u>\$5,617</u>	<u>\$3,550</u>	+58.2%

* The large increase in January compared to a year ago reflects, in part, the reporting of January 1986 expenditures in February 1986.

DULUTH TOURIST INDEX
June, July, August
1978 = 100

	<u>Expenditure¹</u>		<u>Tourist Party²</u>		<u>Tourist Traffic³</u>		<u>Tourist</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>
<u>1986</u>							
January	52.28	.5000	48.99	.4384	10.90	.0616	48.29
February	54.19	.5000	57.39	.4384	9.35	.0616	52.83
March	57.81	.5000	55.23	.4384	17.77	.0616	54.21
April	52.44	.5000	53.40	.4384	17.82	.0616	50.73
May	58.78	.5000	62.60	.4384	36.31	.0616	59.07
June	76.06	.5000	112.99	.4384	74.85	.0616	92.18
July	82.68	.5000	119.14	.4384	260.07	.0616	109.59
August	81.64	.5000	127.22	.4384	132.08	.0616	104.73
September	78.52	.5000	112.51	.4384	73.56	.0616	93.12
October	60.82	.5000	78.76	.4384	29.23	.0616	66.14
November	55.03	.5000	46.25	.4384	10.32	.0616	48.43
December	59.83	.5000	59.26	.4384	8.97	.0616	56.45
<u>1987</u>							
January	38.89	.5000	42.23	.4384	10.99	.0616	38.64
February	78.55	.5000	84.34	.4384	12.32	.0616	77.01
March	63.98	.5000	72.83	.4384	19.53	.0616	65.12
April	56.25	.5000	61.03	.4384	26.02	.0616	56.48
May	63.31	.5000	73.63	.4384	45.82	.0616	66.76
June	77.41	.5000	123.73	.4384	91.61	.0616	98.59
July	88.07	.5000	133.32	.4384	150.72	.0616	111.77
August	86.28	.5000	134.11	.4384	163.70	.0616	112.02
September	78.69	.5000	118.12	.4384	110.96	.0616	97.96
October	66.77	.5000	88.11	.4384	32.70	.0616	74.03
November	52.18	.5000	49.83	.4384	18.94	.0616	49.10
December	61.74	.5000	58.82	.4384	17.88	.0616	57.76
<u>1988</u>							
January	59.11	.5000	65.19	.4384	13.98	.0616	59.00

¹ Donald J. Thomas, 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: 1979-80.

² Based 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, August, 1978.

³ Based 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 John Cavanaugh's Monthly Report, Thompson Hill Tourist Center. Procedures on request.

⁴ 1981 began a new series for tourist traffic, based on new reporting procedures at the Thompson Hill Tourist Center.



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FEBRUARY 1988 TOURIST INDEX, 57
(June, July, August, 1978 = 100)

In February 1988 the Duluth Tourist Index (DTI) was calculated at 57, representing a 3.4 percent decrease under last month's index and below the February 1987 index of 26.

Tourist spending in Duluth, as measured in current dollars, decreased from the February 1987 expenditure of \$7,197,949 to \$5,422,423 in February 1988 which translates into a 24.7 percent decrease. This level of spending also showed a 3.5 percent decrease below last month's performance of \$5,616,198. Over the last 12 months the Consumer Price Index (CPI) rose from 334.4 in February 1987 to 347.4 in February 1988, resulting in a 3.9 percent increase in the general price level. Moreover, when adjusted for inflation, real tourist spending fell 27.5 percent from the February 1987 figure of \$2,152,497 to the \$1,560,869 in February 1988.

The total number of Occupied Room (Ocr) days for Duluth in February 1988 was 27,132, down 23.9 percent from the February 1987 figure of 35,634. At the same time, the February 1988 total Ocr days represent a 1.5 percent decrease below the last month. Moreover, the estimated cost of \$39.36. Nonetheless, the total number of tourist parties for February 1988 decreased from 15,492 as compared to 20,347 for the same month last year.

Total tourist traffic for the month of February was lower than January. In February an estimated 1,202 vehicles entered Duluth, while in January an estimated 1,523 vehicles came into Duluth--a decrease of 21.1 percent. Also, the February 1988 total figure of 38,647 was down 10.4 percent under the February 1987 sum of 43,136.

Estimated Tourist Expenditures
(in '000's)
FEBRUARY 1988

	Feb. 1988	Feb. 1987	% Change* 1987-88
Lodging	\$1,109	\$1,403	-21.0%
Eating-Drinking	2,434	3,301	-26.3%
Retail Sales	831	1,103	-24.7%
Auto, Gas	405	538	-24.7%
Other	643	853	-24.6%
Totals	<u>\$5,422</u>	<u>\$7,198</u>	<u>-24.7%</u>

* The large decrease in February compared to a year ago reflects, in part, the reporting of January 1987 expenditures in February 1987.

DULUTH TOURIST INDEX
June, July, August
1978 = 100

	Expenditure ¹		Tourist Party ²		Tourist Traffic ³		Tourist		
	Index	x Weight	+	Index	x Weight	+	Index	=	Index
<u>1986</u>									
February	54.19	.5000		57.39	.4384		9.35	.0616	52.83
March	57.81	.5000		55.23	.4384		17.77	.0616	54.21
April	52.44	.5000		53.40	.4384		17.82	.0616	50.73
May	58.78	.5000		62.60	.4384		36.31	.0616	59.07
June	76.06	.5000		112.99	.4384		74.85	.0616	92.18
July	82.68	.5000		119.14	.4384		260.07	.0616	109.59
August	81.64	.5000		127.22	.4384		132.08	.0616	104.73
September	78.52	.5000		112.51	.4384		73.56	.0616	93.12
October	60.82	.5000		78.76	.4384		29.23	.0616	66.14
November	55.03	.5000		46.25	.4384		10.32	.0616	48.43
December	59.83	.5000		59.26	.4384		8.97	.0616	56.45
<u>1987</u>									
January	38.89	.5000		42.23	.4384		10.99	.0616	38.64
February	78.55	.5000		84.34	.4384		12.32	.0616	77.01
March	63.98	.5000		72.83	.4384		19.53	.0616	65.12
April	56.25	.5000		61.03	.4384		26.02	.0616	56.48
May	63.31	.5000		73.63	.4384		45.82	.0616	66.76
June	77.41	.5000		123.73	.4384		91.61	.0616	98.59
July	88.07	.5000		133.32	.4384		150.72	.0616	111.77
August	86.28	.5000		134.11	.4384		163.70	.0616	112.02
September	78.69	.5000		118.12	.4384		110.96	.0616	97.96
October	66.77	.5000		88.11	.4384		32.70	.0616	74.03
November	52.18	.5000		49.83	.4384		18.94	.0616	49.10
December	61.74	.5000		58.82	.4384		17.88	.0616	57.76
<u>1988</u>									
January	59.11	.5000		65.19	.4384		13.98	.0616	59.00
February	56.96	.5000		64.22	.4384		11.03	.0616	57.31

¹ Donald J. Thomas, 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: 1979-80.

² Based 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, August, 1978.

³ Based 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 John Cavanaugh's Monthly Report, Thompson Hill Tourist Center. Procedures on request.

⁴ 1981 began a new series for tourist traffic, based on new reporting procedures at the Thompson Hill Tourist Center.



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MARCH 1988 TOURIST INDEX, 68
(June, July, August, 1978 = 100)

In March 1988 the Duluth Tourist Index (DTI) was calculated at 68, representing a 19.3 percent increase over last month's index and above the March 1987 index of 64.

Tourist spending in Duluth, as measured in current dollars, increased from the March 1987 expenditure of \$5,889,145 to \$6,327,178 in March 1988 which translates into a 7.4 percent increase. This level of spending also showed a 16.7 percent increase over last month's performance of \$5,422,423. Over the last 12 months the Consumer Price Index (CPI) rose from 335.9 in March 1987 to 349.0 in March 1988, resulting in a 3.9 percent increase in the general price level. Moreover, when adjusted for inflation, real tourist spending rose 3.4 percent from the March 1987 figure of \$1,753,244 to the \$1,812,945 in March 1988.

The total number of Occupied Room (Ocr) days for Duluth in March 1988 was 32,420, up 5.4 percent from the March 1987 figure of 30,769. At the same time, the March 1988 total Ocr days represent a 19.5 percent increase over the last month. Moreover, the estimated cost per room in March 1988 was \$41.08 up 3.9 percent from the March 1987 estimated cost of \$39.54. Nonetheless, the total number of tourist parties for March 1988 increased from 18,512 as compared to 17,569 for the same month last year.

Total tourist traffic for the month of March was higher than February. In March an estimated 2,286 vehicles entered Duluth, while in February an estimated 1,202 vehicles came into Duluth--an increase of 90.2 percent. Also, the March 1988 total figure of 80,030 was up 17.0 percent over the March 1987 sum of 68,399.

Estimated Tourist Expenditures (in '000's) MARCH 1988

	Mar. <u>1988</u>	Mar. <u>1987</u>	% Change [*] <u>1987-88</u>
Lodging	\$1,332	\$1,216	+9.5%
Eating-Drinking	2,803	2,632	+6.5%
Retail Sales	970	903	+7.4%
Auto, Gas	473	440	+7.5%
Other	<u>750</u>	<u>698</u>	<u>+7.5%</u>
Totals	<u>\$6,328</u>	<u>\$5,889</u>	<u>+7.5%</u>

DULUTH TOURIST INDEX
June, July, August
1978 = 100

	Expenditure ¹		+ Tourist Party ²		+ Tourist Traffic ³		=	Tourist
	Index	x Weight	Index	x Weight	Index	x Weight		Index
<u>1986</u>								
February	54.19	.5000	57.39	.4384	9.35	.0616		52.83
March	57.81	.5000	55.23	.4384	17.77	.0616		54.21
April	52.44	.5000	53.40	.4384	17.82	.0616		50.73
May	58.78	.5000	62.60	.4384	36.31	.0616		59.07
June	76.06	.5000	112.99	.4384	74.85	.0616		92.18
July	82.68	.5000	119.14	.4384	260.07	.0616		109.59
August	81.64	.5000	127.22	.4384	132.08	.0616		104.73
September	78.52	.5000	112.51	.4384	73.56	.0616		93.12
October	60.82	.5000	78.76	.4384	29.23	.0616		66.14
November	55.03	.5000	46.25	.4384	10.32	.0616		48.43
December	59.83	.5000	59.26	.4384	8.97	.0616		56.45
<u>1987</u>								
January	38.89	.5000	42.23	.4384	10.99	.0616		38.64
February	78.55	.5000	84.34	.4384	12.32	.0616		77.01
March	63.98	.5000	72.83	.4384	19.53	.0616		65.12
April	56.25	.5000	61.03	.4384	26.02	.0616		56.48
May	63.31	.5000	73.63	.4384	45.82	.0616		66.76
June	77.41	.5000	123.73	.4384	91.61	.0616		98.59
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August	86.28	.5000	134.11	.4384	163.70	.0616		112.02
September	78.69	.5000	118.12	.4384	110.96	.0616		97.96
October	66.77	.5000	88.11	.4384	32.70	.0616		74.03
November	52.18	.5000	49.83	.4384	18.94	.0616		49.10
December	61.74	.5000	58.82	.4384	17.88	.0616		57.76
<u>1988</u>								
January	59.11	.5000	65.19	.4384	13.98	.0616		59.00
February	56.96	.5000	64.22	.4384	11.03	.0616		57.31
March	66.16	.5000	76.74	.4384	22.85	.0616		68.13

¹Donald J. Thomas, 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: 1979-80.

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, 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 John Cavanaugh's Monthly Report, Thompson Hill Tourist Center. Procedures on request.

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APRIL 1988 TOURIST INDEX, 64
(June, July, August, 1978 = 100)

In April 1988 the Duluth Tourist Index (DTI) was calculated at 64, representing a 5.9 percent decrease under last month's index and above the April 1987 index of 56.

Tourist spending in Duluth, as measured in current dollars, increased from the April 1987 expenditure of \$5,205,131 to \$5,999,765 in April 1988 which translates into a 15.3 percent increase. This level of spending also showed a 5.2 percent decrease below last month's performance of \$6,327,178. Over the last 12 months the Consumer Price Index (CPI) rose from 337.7 in April 1987 to 350.8 in April 1988, resulting in a 3.9 percent increase in the general price level. Moreover, when adjusted for inflation, real tourist spending rose 11.1 percent from the April 1987 figure of \$1,541,348 to the \$1,712,629 in April 1988.

The total number of Occupied Room (Ocr) days for Duluth in April 1988 was 30,538, up 18.4 percent from the April 1987 figure of 25,786. At the same time, the April 1988 total Ocr days represent a 5.8 percent decrease below the last month. Moreover, the estimated cost per room in April 1988 was \$41.29 up 3.9 percent from the April 1987 estimated cost of \$39.75. Nonetheless, the total number of tourist parties for April 1988 increased from 17,437 as compared to 14,724 for the same month last year.

Total tourist traffic for the month of April was higher than March. In April an estimated 2,145 vehicles entered Duluth, while in March an estimated 2,286 vehicles came into Duluth--an decrease of 6.2 percent. Also, the April 1988 total figure of 80,724 was down 11.4 percent under the April 1987 sum of 91,124.

Estimated Tourist Expenditures (in '000's) APRIL 1988

	Apr. <u>1988</u>	Apr. <u>1987</u>	% Change* <u>1987-88</u>
Lodging	\$1,261	\$1,025	+23.0%
Eating-Drinking	2,660	2,377	+11.9%
Retail Sales	920	798	+15.3%
Auto, Gas	448	389	+15.2%
Other	<u>711</u>	<u>617</u>	<u>+15.2%</u>
Totals	<u>\$6,000</u>	<u>\$5,206</u>	<u>+15.3%</u>

DULUTH TOURIST INDEX

June, July, August

1978 = 100

	Expenditure ¹		Tourist Party ²		Tourist Traffic ³		Tourist
	Index	x Weight	+	Index	x Weight	+	Index
<u>1986</u>							
February	54.19	.5000		57.39	.4384		52.83
March	57.81	.5000		55.23	.4384		54.21
April	52.44	.5000		53.40	.4384		50.73
May	58.78	.5000		62.60	.4384		59.07
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November	55.03	.5000		46.25	.4384		48.43
December	59.83	.5000		59.26	.4384		56.45
<u>1987</u>							
January	38.89	.5000		42.23	.4384		38.64
February	78.55	.5000		84.34	.4384		77.01
March	63.98	.5000		72.83	.4384		65.12
April	56.25	.5000		61.03	.4384		56.48
May	63.31	.5000		73.63	.4384		66.76
June	77.41	.5000		123.73	.4384		98.59
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August	86.28	.5000		134.11	.4384		112.02
September	78.69	.5000		118.12	.4384		97.96
October	66.77	.5000		88.11	.4384		74.03
November	52.18	.5000		49.83	.4384		49.10
December	61.74	.5000		58.82	.4384		57.76
<u>1988</u>							
January	59.11	.5000		65.19	.4384		59.00
February	56.96	.5000		64.22	.4384		57.31
March	66.16	.5000		76.74	.4384		68.13
April	62.41	.5000		72.34	.4384		64.34

¹Donald J. Thomas, 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: 1979-80.

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MAY 1988 TOURIST INDEX, 66
(June, July, August, 1978 = 100)

In May 1988 the Duluth Tourist Index (DTI) was calculated at 66, representing a 3.1 percent increase over last month's index and below the May 1987 index of 67.

Tourist spending in Duluth, as measured in current dollars, increased from the May 1987 expenditure of \$5,875,681 to \$6,336,641 in May 1988 which translates into a 7.8 percent increase. This level of spending also showed a 5.6 percent increase over last month's performance of \$5,999,765. Over the last 12 months the Consumer Price Index (CPI) rose from 338.7 in May 1987 to 352.0 in May 1988, resulting in a 3.9 percent increase in the general price level. Moreover, when adjusted for inflation, real tourist spending rose 3.8 percent from the May 1987 figure of \$1,734,775 to the \$1,800,182 in May 1988.

The total number of Occupied Room (OcR) days for Duluth in May 1988 was 35,360, up 13.7 percent from the May 1987 figure of 31,108. At the same time, the May 1988 total OcR days represent a 2.0 percent decrease below the last month. Moreover, the estimated cost per room in May 1988 was \$41.43 up 3.9 percent from the May 1987 estimated cost of \$39.87. Nonetheless, the total number of tourist parties for May 1988 decreased from 17,092 as compared to 17,762 for the same month last year.

Total tourist traffic for the month of May was higher than April. In May an estimated 3,669 vehicles entered Duluth, while in April an estimated 2,145 vehicles came into Duluth--an increase of 71.0 percent. Also, the May 1988 total figure of 139,938 was down 12.8 percent under the May 1987 sum of 160,493.

Estimated Tourist Expenditures (in '000's) MAY 1988

	May. <u>1988</u>	May. <u>1987</u>	% Change <u>1987-88</u>
Lodging	\$1,465	\$1,240	+18.1%
Eating-Drinking	2,676	2,600	+ 2.9%
Retail Sales	971	901	+ 7.8%
Auto, Gas	473	439	+ 7.7%
Other	<u>751</u>	<u>696</u>	+ <u>7.9%</u>
Totals	\$ <u>6,336</u>	\$ <u>5,876</u>	+ <u>7.8%</u>

DULUTH TOURIST INDEX
June, July, August
1978 = 100

	Expenditure ¹		+ Tourist Party ²		+ Tourist Traffic ³		= Tourist ⁴
	Index x Weight		Index x Weight		Index x Weight		Index
1987							
January	38.89	.5000	42.23	.4384	10.99	.0616	38.64
February	78.55	.5000	84.34	.4384	12.32	.0616	77.01
March	63.98	.5000	72.83	.4384	19.53	.0616	65.12
April	56.25	.5000	61.03	.4384	26.02	.0616	56.48
May	63.31	.5000	73.63	.4384	45.82	.0616	66.76
June	77.41	.5000	123.73	.4384	91.61	.0616	98.59
July	88.07	.5000	133.32	.4384	150.72	.0616	111.77
August	86.28	.5000	134.11	.4384	163.70	.0616	112.02
September	78.69	.5000	118.12	.4384	110.96	.0616	97.98
October	66.77	.5000	88.11	.4384	32.70	.0616	74.03
November	52.18	.5000	49.83	.4384	18.94	.0616	49.10
December	61.74	.5000	58.82	.4384	17.88	.0616	57.76
1988							
January	59.11	.5000	65.19	.4384	13.98	.0616	59.00
February	56.96	.5000	64.22	.4384	11.03	.0616	57.31
March	66.16	.5000	76.74	.4384	22.85	.0616	68.13
April	62.41	.5000	72.34	.4384	23.05	.0616	64.34
May	65.69	.5000	70.91	.4384	39.95	.0616	66.40

¹ Donald J. Thomas, 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: 1979-80.

² Based 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, August, 1978.

³ Based 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 John Cavanaugh's Monthly Report, Thompson Hill Tourist Center. Procedures on request.

⁴ 1981 began a new series for tourist traffic, based on new report procedures at the Thompson Hill Tourist Center.



Duluth Tourist Index

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

Dr. Jerrold M. Peterson, Acting Director

JUNE 1988 TOURIST INDEX, 101
(June, July, August, 1978 = 100)

In June 1988 the Duluth Tourist Index (DTI) was calculated at 101, representing a 53.0 percent increase over last month's index and above the June 1987 index of 99.

Tourist spending in Duluth, as measured in current dollars, increased from the June 1987 expenditure of \$7,214,316 to \$7,791,089 in June 1988 which translates into a 8.0 percent increase. This level of spending also showed a 23.0 percent increase over last month's performance of \$6,336,641. Over the last 12 months the Consumer Price Index (CPI) rose from 340.1 in June 1987 to 353.5 in June of 1988, resulting in a 3.9 percent increase in the general price level. Moreover, when adjusted for inflation, real tourist spending rose 3.9 percent from the June 1987 figure of \$2,121,234 to the \$2,203,985 in June 1988.

The total number of Occupied Room (Ocr) days for Duluth in June 1988 was 53,667, up 2.7 percent from the June 1987 figure of 52,274. At the same time, the June 1988 total Ocr days represent a 79.3 percent increase over the last month. Moreover, the estimated cost per room in June 1988 was \$41.61 up 3.9 percent from the June 1987 estimated cost of \$40.03. Nonetheless, the total number of tourist parties for June 1988 increased from 30,644 as compared to 29,848 for the same month last year.

Total tourist traffic for the month of June was higher than May. In June an estimated 7,669 vehicles entered Duluth, while in May an estimated 3,669 vehicles came into Duluth--an increase of 109.0 percent. Also, the June 1988 total figure of 306,459 was down 4.5 percent under the June 1987 sum of 320,868.

Estimated Tourist Expenditures (in '000's) JUNE 1988

	<u>June</u> <u>1988</u>	<u>June</u> <u>1987</u>	<u>% Change</u> <u>1987-88</u>
Lodging	\$2,233	\$2,093	+6.7%
Eating-Drinking	2,858	2,622	+9.0%
Retail Sales	1,194	1,106	+8.0%
Auto, Gas	582	539	+8.0%
Other	<u>923</u>	<u>855</u>	<u>+8.0%</u>
TOTALS	\$7,791	\$7,215	+8.0%

DULUTH TOURIST INDEX
June, July, August
1978 = 100

	Expenditure ¹		Tourist Party ²		Tourist Traffic ³		Tourist ⁴
	Index x Weight	+	Index x Weight	+	Index x Weight	=	Index
<u>1987</u>							
January	38.89	.5000	42.23	.4384	10.99	.0616	38.64
February	78.55	.5000	84.34	.4384	12.32	.0616	77.01
March	63.98	.5000	72.83	.4384	19.53	.0616	65.12
April	56.25	.5000	61.03	.4384	26.02	.0616	56.48
May	63.31	.5000	73.63	.4384	45.82	.0616	66.76
June	77.41	.5000	123.73	.4384	91.61	.0616	98.59
July	88.07	.5000	133.32	.4384	150.72	.0616	111.77
August	86.28	.5000	134.11	.4384	163.70	.0616	112.02
September	78.69	.5000	118.12	.4384	110.96	.0616	97.96
October	66.77	.5000	88.11	.4384	32.70	.0616	74.03
November	52.18	.5000	49.83	.4384	18.94	.0616	49.10
December	61.74	.5000	58.82	.4384	17.88	.0616	57.76
<u>1988</u>							
January	59.11	.5000	65.19	.4384	13.98	.0616	59.00
February	56.96	.5000	64.22	.4384	11.03	.0616	57.31
March	66.16	.5000	76.74	.4384	22.85	.0616	68.13
April	62.41	.5000	72.34	.4384	23.05	.0616	64.34
May	65.69	.5000	70.91	.4384	39.95	.0616	66.40
June	80.43	.5000	127.14	.4384	87.49	.0616	101.35

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, 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 John Cavanaugh'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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Dr. Jerrold M. Peterson, Acting Director

JULY 1988 TOURIST INDEX, 113
(June, July, August, 1978 = 100)

In July 1988 the Duluth Tourist Index (DTI) was calculated at 113, representing a 11.9 percent increase over last month's index and above the July 1987 index of 112.

Tourist spending in Duluth, as measured in current dollars, increased from the July 1987 expenditure of \$8,224,437 to \$8,598,759 in July 1988 which translates into a 4.6 percent increase. This level of spending also showed a 10.4 percent increase over last month's performance of \$7,791,089. Over the last 12 months the Consumer Price Index (CPI) rose from 340.8 in July 1987 to 354.9 in July of 1988, resulting in a 4.1 percent increase in the general price level. Moreover, when adjusted for inflation, real tourist spending rose 3.9 percent from the July 1987 figure of \$2,413,274 to the \$2,422,700 in July 1988.

The total number of Occupied Room (Ocr) days for Duluth in July 1988 was 57,267, up 1.7 percent from the July 1987 figure of 56,325. At the same time, the July 1988 total Ocr days represent a 6.7 percent increase over the last month. Moreover, the estimated cost per room in July 1988 was \$41.77 up 4.1 percent from the July 1987 estimated cost of \$40.11. Nonetheless, the total number of tourist parties for July 1988 increased from 32,700 as compared to 32,161 for the same month last year.

Total tourist traffic for the month of July was higher than June. In July an estimated 13,091 vehicles entered Duluth, while in June an estimated 7,669 vehicles came into Duluth--an increase of 70.7 percent. Also, the July 1988 total figure of 545,937 was up 3.4 percent over the July 1987 sum of 527,915.

Estimated Tourist Expenditures (in '000's) JULY 1988

	July 1988	July 1987	% Change 1987-88
Lodging	\$2,392	\$2,259	+5.9%
Eating-Drinking	3,227	3,115	+3.6%
Retail Sales	1,318	1,261	+4.5%
Auto, Gas	642	614	+4.6%
Other	1,019	975	+4.5%
TOTALS	\$8,598	\$8,224	+4.5%

DULUTH TOURIST INDEX
June, July, August
1978 = 100

	Expenditure ¹		+	Tourist Party ²		+	Tourist Traffic ³		=	Tourist ⁴
	Index	x Weight		Index	x Weight		Index	x Weight		Index
1987										
January	38.89	.5000		42.23	.4384		10.99	.0616		38.64
February	78.55	.5000		84.34	.4384		12.32	.0616		77.01
March	63.98	.5000		72.83	.4384		19.53	.0616		65.12
April	56.25	.5000		61.03	.4384		26.02	.0616		56.48
May	63.31	.5000		73.63	.4384		45.82	.0616		66.76
June	77.41	.5000		123.73	.4384		91.61	.0616		98.59
July	88.07	.5000		133.32	.4384		150.72	.0616		111.77
August	86.28	.5000		134.11	.4384		163.70	.0616		112.02
September	78.69	.5000		118.12	.4384		110.96	.0616		97.96
October	66.77	.5000		88.11	.4384		32.70	.0616		74.03
November	52.18	.5000		49.83	.4384		18.94	.0616		49.10
December	61.74	.5000		58.82	.4384		17.88	.0616		57.76
1988										
January	59.11	.5000		65.19	.4384		13.98	.0616		59.00
February	56.96	.5000		64.22	.4384		11.03	.0616		57.31
March	66.16	.5000		76.74	.4384		22.85	.0616		68.13
April	62.41	.5000		72.34	.4384		23.05	.0616		64.34
May	65.69	.5000		70.91	.4384		39.95	.0616		66.40
June	80.43	.5000		127.14	.4384		87.49	.0616		101.35
July	80.42	.5000		135.66	.4384		155.86	.0616		113.28

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, 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 John Cavanaugh'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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Dr. Jerrold M. Peterson, Acting Director

AUGUST 1988 TOURIST INDEX, 111
(June, July, August, 1978 = 100)

In August 1988 the Duluth Tourist Index (DTI) was calculated at 111, representing a 1.8 percent decrease under last month's index and below the August 1987 index of 112.

Tourist spending in Duluth, as measured in current dollars, increased from the August 1987 expenditure of \$8,102,659 to \$8,301,299 in August 1988 which translates into a 2.5 percent increase. This level of spending also showed a 3.5 percent decrease below last month's performance of \$8,598,759. Over the last 12 months the Consumer Price Index (CPI) rose from 342.7 in August 1987 to 356.6 in August of 1988, resulting in a 4.1 percent increase in the general price level. Moreover, when adjusted for inflation, real tourist spending fell 1.5 percent from the August 1987 figure of \$2,364,359 to the \$2,327,902 in August 1988.

The total number of Occupied Room (Ocr) days for Duluth in August 1988 was 57,547, up 1.6 percent from the August 1987 figure of 56,659. At the same time, the August 1988 total Ocr days represent a 2.2 percent increase over the last month. Moreover, the estimated cost per room in August 1988 was \$41.97 up 4.0 percent from the August 1987 estimated cost of \$40.34. Nonetheless, the total number of tourist parties for August 1988 increased from 32,859 as compared to 32,352 for the same month last year.

Total tourist traffic for the month of August was lower than July. In August an estimated 12,418 vehicles entered Duluth, while in July an estimated 13,091 vehicles came into Duluth--a decrease of 5.1 percent. Also, the August 1988 total figure of 517,025 was down 9.8 percent under the August 1987 sum of 573,385.

Estimated Tourist Expenditures (in '000's) AUGUST 1988

	Aug. 1988	Aug. 1987	% Change 1987-88
Lodging	\$2,415	\$2,285	+5.7%
Eating-Drinking	3,010	3,010	+0.0%
Retail Sales	1,272	1,242	+2.4%
Auto, Gas	620	605	+2.5%
Other	<u>984</u>	<u>960</u>	<u>+2.5%</u>
TOTALS	\$8,301	\$8,102	+2.5%

DULUTH TOURIST INDEX
June, July, August
1978 = 100

	Expenditure ¹		Tourist Party ²		Tourist Traffic ³		Tourist ⁴
	Index x Weight		Index x Weight		Index x Weight		Index
1987							
January	38.89	.5000	42.23	.4384	10.99	.0616	38.64
February	78.55	.5000	84.34	.4384	12.32	.0616	77.01
March	63.98	.5000	72.83	.4384	19.53	.0616	65.12
April	56.25	.5000	61.03	.4384	26.02	.0616	56.48
May	63.31	.5000	73.63	.4384	45.82	.0616	66.76
June	77.41	.5000	123.73	.4384	91.61	.0616	98.59
July	88.07	.5000	133.32	.4384	150.72	.0616	111.77
August	86.28	.5000	134.11	.4384	163.70	.0616	112.02
September	78.69	.5000	118.12	.4384	110.96	.0616	97.96
October	66.77	.5000	88.11	.4384	32.70	.0616	74.03
November	52.18	.5000	49.83	.4384	18.94	.0616	49.10
December	61.74	.5000	58.82	.4384	17.88	.0616	57.76
1988							
January	59.11	.5000	65.19	.4384	13.98	.0616	59.00
February	56.96	.5000	64.22	.4384	11.03	.0616	57.31
March	66.16	.5000	76.74	.4384	22.85	.0616	68.13
April	62.41	.5000	72.34	.4384	23.05	.0616	64.34
May	65.69	.5000	70.91	.4384	39.95	.0616	66.40
June	80.43	.5000	127.14	.4384	87.49	.0616	101.35
July	80.42	.5000	135.66	.4384	155.86	.0616	113.28
August	84.95	.5000	136.33	.4384	147.61	.0616	111.34

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: 1979-80.

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, 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 John Cavanaugh'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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SEPTEMBER 1988 TOURIST INDEX, 99
(June, July, August, 1978 = 100)

In September 1988 the Duluth Tourist Index (DTI) was calculated at 99, representing a 10.8 percent decrease under last month's index and above the September 1987 index of 98.

Tourist spending in Duluth, as measured in current dollars, increased from the September 1987 expenditure of \$7,426,295 to \$7,828,820 in September 1988 which translates into a 5.4 percent increase. This level of spending also showed a 5.7 percent decrease below last month's performance of \$8,301,299. Over the last 12 months the Consumer Price Index (CPI) rose from 344.4 in September 1987 to 358.9 in September of 1988, resulting in a 4.2 percent increase in the general price level. Moreover, when adjusted for inflation, real tourist spending rose 1.2 percent from the September 1987 figure of \$2,156,299 to the \$2,181,337 in September 1988.

The total number of Occupied Room (Ocr) days for Duluth in September 1988 was 51,169, up 2.5 percent from the September 1987 figure of 49,906. At the same time, the September 1988 total Ocr days represent a 9.7 percent decrease below the last month. Moreover, the estimated cost per room in September 1988 was \$42.24 up 4.2 percent from the September 1987 estimated cost of \$40.54. Nonetheless, the total number of tourist parties for September 1988 increased from 29,216 as compared to 28,496 for the same month last year.

Total tourist traffic for the month of September was lower than August. In September an estimated 8,087 vehicles entered Duluth, while in August an estimated 12,418 vehicles came into Duluth--a decrease of 34.9 percent. Also, the September 1988 total figure of 323,688 was down 16.7 percent under the September 1987 sum of 388,668.

Estimated Tourist Expenditures (in '000's) SEPTEMBER 1988

	<u>Sept.</u> <u>1988</u>	<u>Sept.</u> <u>1987</u>	<u>% Change</u> <u>1987-88</u>
Lodging	\$2,161	\$2,023	+6.8%
Eating-Drinking	2,955	2,830	+4.4%
Retail Sales	1,200	1,138	+5.4%
Auto, Gas	585	555	+5.4%
Other	<u>928</u>	<u>880</u>	<u>+5.5%</u>
TOTALS	\$7,829	\$7,426	+5.4%

DULUTH TOURIST INDEX
June, July, August
1978 = 100

	Expenditure ¹		Tourist Party ²		Tourist Traffic ³		Tourist ⁴
	Index	x Weight	+	Index	x Weight	+	= Index
<u>1987</u>							
January	38.89	.5000		42.23	.4384		10.99 .0616 = 38.64
February	78.55	.5000		84.34	.4384		12.32 .0616 = 77.01
March	63.98	.5000		72.83	.4384		19.53 .0616 = 65.12
April	56.25	.5000		61.03	.4384		26.02 .0616 = 56.48
May	63.31	.5000		73.63	.4384		45.82 .0616 = 66.76
June	77.41	.5000		123.73	.4384		91.61 .0616 = 98.59
July	88.07	.5000		133.32	.4384		150.72 .0616 = 111.77
August	86.28	.5000		134.11	.4384		163.70 .0616 = 112.02
September	78.69	.5000		118.12	.4384		110.96 .0616 = 97.96
October	66.77	.5000		88.11	.4384		32.70 .0616 = 74.03
November	52.18	.5000		49.83	.4384		18.94 .0616 = 49.10
December	61.74	.5000		58.82	.4384		17.88 .0616 = 57.76
<u>1988</u>							
January	59.11	.5000		65.19	.4384		13.98 .0616 = 59.00
February	56.96	.5000		64.22	.4384		11.03 .0616 = 57.31
March	66.16	.5000		76.74	.4384		22.85 .0616 = 68.13
April	62.41	.5000		72.34	.4384		23.05 .0616 = 64.34
May	65.69	.5000		70.91	.4384		39.95 .0616 = 66.40
June	80.43	.5000		127.14	.4384		87.49 .0616 = 101.35
July	80.42	.5000		135.66	.4384		155.86 .0616 = 113.28
August	84.95	.5000		136.33	.4384		147.61 .0616 = 111.34
September	79.60	.5000		121.21	.4384		92.41 .0616 = 98.63

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, 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 John Cavanaugh'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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Dr. Jerrold M. Peterson, Director

OCTOBER 1988 TOURIST INDEX, 78
(June, July, August, 1978 = 100)

In October 1988 the Duluth Tourist Index (DTI) was calculated at 78, representing a 21.2 percent decrease under last month's index and above the October 1987 index of 74.

Tourist spending in Duluth, as measured in current dollars, increased from the October 1987 expenditure of \$6,318,199 to \$6,894,749 in October 1988 which translates into a 9.1 percent increase. This level of spending also showed a 11.9 percent decrease below last month's performance of \$7,828,820. Over the last 12 months the Consumer Price Index (CPI) rose from 345.3 in October 1987 to 360.1 in October of 1988, resulting in a 4.3 percent increase in the general price level. Moreover, when adjusted for inflation, real tourist spending rose 4.6 percent from the October 1987 figure of \$1,829,771 to the \$1,914,676 in October 1988.

The total number of Occupied Room (Ocr) days for Duluth in October 1988 was 39,116, up 5.1 percent from the October 1987 figure of 37,227. At the same time, the October 1988 total Ocr days represent a 23.6 percent decrease below the last month. Moreover, the estimated cost per room in October 1988 was \$42.38 up 4.3 percent from the October 1987 estimated cost of \$40.64. Nonetheless, the total number of tourist parties for October 1988 increased from 22,335 as compared to 21,256 for the same month last year.

Total tourist traffic for the month of October was lower than September. In October an average daily estimated 3,403 vehicles entered Duluth, while in September an estimated 8,087 vehicles came into Duluth--a decrease of 57.9 percent. Also, the October 1988 total monthly tourist traffic figure of 134,838 was up 17.7 percent over the October 1987 sum of 114,531.

Estimated Tourist Expenditures (in '000's) OCTOBER 1988

	Oct. 1988	Oct. 1987	% Change 1987-88
Lodging	\$1,658	\$1,513	+9.6%
Eating-Drinking	2,848	2,616	+8.9%
Retail Sales	1,057	969	+9.1%
Auto, Gas	515	472	+9.1%
Other	817	749	+9.1%
TOTALS	\$6,895	\$6,318	+9.1%

DULUTH TOURIST INDEX
June, July, August
1978 = 100

	Expenditure ¹		Tourist Party ²		Tourist Traffic ³		Tourist ⁴
	Index x Weight		Index x Weight		Index x Weight		Index
<u>1987</u>							
January	38.89	.5000	42.23	.4384	10.99	.0616	38.64
February	78.55	.5000	84.34	.4384	12.32	.0616	77.01
March	63.98	.5000	72.83	.4384	19.53	.0616	65.12
April	56.25	.5000	61.03	.4384	26.02	.0616	56.48
May	63.31	.5000	73.63	.4384	45.82	.0616	66.76
June	77.41	.5000	123.73	.4384	91.61	.0616	98.59
July	88.07	.5000	133.32	.4384	150.72	.0616	111.77
August	86.28	.5000	134.11	.4384	163.70	.0616	112.02
September	78.69	.5000	118.12	.4384	110.96	.0616	97.96
October	66.77	.5000	88.11	.4384	32.70	.0616	74.03
November	52.18	.5000	49.83	.4384	18.94	.0616	49.10
December	61.74	.5000	58.82	.4384	17.88	.0616	57.76
<u>1988</u>							
January	59.11	.5000	65.19	.4384	13.98	.0616	59.00
February	56.96	.5000	64.22	.4384	11.03	.0616	57.31
March	66.16	.5000	76.74	.4384	22.85	.0616	68.13
April	62.41	.5000	72.34	.4384	23.05	.0616	64.34
May	65.69	.5000	70.91	.4384	39.95	.0616	66.40
June	80.43	.5000	127.14	.4384	87.49	.0616	101.35
July	80.42	.5000	135.66	.4384	155.86	.0616	113.28
August	84.95	.5000	136.33	.4384	147.61	.0616	111.34
September	79.60	.5000	121.21	.4384	92.41	.0616	98.63
October	69.87	.5000	92.66	.4384	38.50	.0616	77.93

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, 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 John Cavanaugh'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
University of Minnesota-Duluth
Dr. Jerrold M. Peterson, Director

NOVEMBER 1988 TOURIST INDEX, 53
(June, July, August, 1978 = 100)

In November 1988 the Duluth Tourist Index (DTI) was calculated at 53, representing a 32.1 percent decrease under last month's index and above the November 1987 index of 49.

Tourist spending in Duluth, as measured in current dollars, increased from the November 1987 expenditure of \$4,944,156 to \$5,260,490 in November 1988 which translates into a 6.4 percent increase. This level of spending also showed a 23.7 percent decrease below last month's performance of \$6,894,749. Over the last 12 months the Consumer Price Index (CPI) rose from 345.8 in November 1987 to 360.4 in November of 1988, resulting in a 4.2 percent increase in the general price level. Moreover, when adjusted for inflation, real tourist spending rose 2.1 percent from the November 1987 figure of \$1,429,773 to the \$1,459,625 in November 1988.

The total number of occupied room (Ocr) days for Duluth in November 1988 was 23,883, up 13.4 percent from the November 1987 figure of 21,052. At the same time, the November 1988 total Ocr days represent a 38.9 percent decrease below the last month. Moreover, the estimated cost per room in November 1988 was \$42.42 up 4.2 percent from the November 1987 estimated cost of \$40.70. Nonetheless, the total number of tourist parties for November 1988 increased from 13,637 as compared to 12,020 for the same month last year.

Total tourist traffic for the month of November was lower than October. In November an average daily estimated 2,553 vehicles entered Duluth, while in October an estimated 3,403 vehicles came into Duluth--a decrease of 25.0 percent. Also, the November 1988 total monthly tourist traffic figure of 85,522 was up 28.9 percent over the November 1987 sum of 66,346.

Estimated Tourist Expenditures (in '000's) NOVEMBER 1988

	<u>Nov.</u> <u>1988</u>	<u>Nov.</u> <u>1987</u>	<u>% Change</u> <u>1987-88</u>
Lodging	\$1,013	\$ 857	+ 18.2%
Eating-Drinking	2,425	2,374	+ 2.1%
Retail Sales	806	758	+ 6.3%
Auto, Gas	393	369	+ 6.5%
Other	<u>623</u>	<u>586</u>	+ <u>6.3%</u>
TOTALS	\$5,260	\$4,944	+ 6.4%

DULUTH TOURIST INDEX
June, July, August
1978 = 100

	Expenditure ¹		Tourist Party ²		Tourist Traffic ³		Tourist ⁴	
	Index	x Weight	+	Index	x Weight	+	=	Index
1987								
January	38.89	.5000		42.23	.4384			38.64
February	78.55	.5000		84.34	.4384			77.01
March	63.98	.5000		72.83	.4384			65.12
April	56.25	.5000		61.03	.4384			56.48
May	63.31	.5000		73.63	.4384			66.76
June	77.41	.5000		123.73	.4384			98.59
July	88.07	.5000		133.32	.4384			111.77
August	86.28	.5000		134.11	.4384			112.02
September	78.69	.5000		118.12	.4384			97.96
October	66.77	.5000		88.11	.4384			74.03
November	52.18	.5000		49.83	.4384			49.10
December	61.74	.5000		58.82	.4384			57.76
1988								
January	59.11	.5000		65.19	.4384			59.00
February	56.96	.5000		64.22	.4384			57.31
March	66.16	.5000		76.74	.4384			68.13
April	62.41	.5000		72.34	.4384			64.34
May	65.69	.5000		70.91	.4384			66.40
June	80.43	.5000		127.14	.4384			101.35
July	80.42	.5000		135.66	.4384			113.28
August	84.95	.5000		136.33	.4384			111.34
September	79.60	.5000		121.21	.4384			98.63
October	69.87	.5000		92.66	.4384			77.93
November	53.26	.5000		56.58	.4384			52.93

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, 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 John Cavanaugh'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
University of Minnesota-Duluth

Dr. Jerrold M. Peterson, Acting Director

DECEMBER 1988 TOURIST INDEX, 59
(June, July, August, 1978 = 100)

In December 1988 the *Duluth Tourist Index (DTI)* was calculated at 59, representing an 11.3 percent increase over last month's index and above the December 1987 index of 58.

Tourist spending in Duluth, as measured in current dollars, increased from the December 1987 expenditure of \$5,848,934 to \$6,305,571 in December 1988 which translates into a 7.8 percent increase. This level of spending also showed a 19.9 percent increase over last month's performance of \$5,260,490. Over the last 12 months the *Consumer Price Index (CPI)* rose from 345.7 in December 1987 to 361.0 in December of 1988, resulting in a 4.4 percent increase in the general price level. Moreover, when adjusted for inflation, *real tourist spending* rose 3.2 percent from the December 1987 figure of \$1,691,910 to the \$1,746,696 in December 1988.

The total number of *occupied room (Ocr) days* for Duluth in December 1988 was 24,890, up .2 percent from the December 1987 figure of 24,852. At the same time, the December 1988 total Ocr days represent a 4.2 percent increase over the last month. Moreover, the estimated cost per room in December 1988 was \$42.49, up 4.4 percent from the December 1987 estimated cost of \$40.69. Nonetheless, the total number of *tourist parties* for December 1988 increased from 14,212 as compared to 14,190 for the same month last year.

Total tourist traffic for the month of December was lower than November. In December an average daily estimated 2,015 vehicles entered Duluth, while in November an estimated 2,553 vehicles came into Duluth--a decrease of 21.1 percent. Also, the December 1988 total monthly tourist traffic figure of 74,011 was up 18.2 percent over the December 1987 sum of 62,628.

Estimated Tourist Expenditures (in '000's) DECEMBER 1988

	Dec. <u>1988</u>	Dec. <u>1987</u>	% Change <u>1987-88</u>
Lodging	\$1,058	\$1,011	+ 4.6%
Eating-Drinking	3,063	2,811	+ 9.0%
Retail Sales	967	897	+ 7.8%
Auto, Gas	471	437	+ 7.8%
Other	<u>747</u>	<u>693</u>	+ <u>7.8%</u>
TOTALS	<u>\$6,306</u>	<u>\$5,849</u>	+ <u>7.8%</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>x Weight</u>		<u>Index</u>
1987										
January	38.89	.5000		42.23	.4384		10.99	.0616		38.64
February	78.55	.5000		84.34	.4384		12.32	.0616		77.01
March	63.98	.5000		72.83	.4384		19.53	.0616		65.12
April	56.25	.5000		61.03	.4384		26.02	.0616		56.48
May	63.31	.5000		73.63	.4384		45.82	.0616		66.76
June	77.41	.5000		123.73	.4384		91.61	.0616		98.59
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December	61.74	.5000		58.82	.4384		17.88	.0616		57.76
1988										
January	59.11	.5000		65.19	.4384		13.98	.0616		59.00
February	56.96	.5000		64.22	.4384		11.03	.0616		57.31
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September	79.60	.5000		121.21	.4384		92.41	.0616		98.63
October	69.87	.5000		92.66	.4384		38.50	.0616		77.93
November	53.26	.5000		56.58	.4384		24.42	.0616		52.93
December	63.74	.5000		58.96	.4384		21.13	.0616		59.02

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, August, 1978

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