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DULUTH. . . Increased capital investments by resorts, hotels and motels in facilities and services were revealed in the 1960 Northern Minnesota Vacation-Travel survey, Dr. Richard O. Sielaff of UMD said today.

Sielaff, chairman of the Social Sciences division and survey director, reported the results at a luncheon-lecture at Kirby Student Center, the second talk in a series sponsored by the University of Minnesota Research Trust Fund.

Sielaff explained the 1960 mail survey was a follow-up to the comprehensive 1958 study which covered 2,700 resorts, hotels and motels in 19 northern Minnesota counties. The 1960 study produced a sampling response from 473 of the 2,700 establishments.

Both studies were financed by the Minnesota Arrowhead Association and the Iron Range Resources and Rehabilitation department.

Major findings in the 1960 study were:

* One-fifth of the establishments had added an average of three accomodation units since the 1958 study. Sielaff explained that each unit would house 10 or fewer persons.

* A substantial amount of investment was made by some of the resorts, hotels and motels. "Regardless of the exact figures," Sielaff said, "it would seem that this rate of investment will cause considerable obsolescence among other establishments. Those with poor accomodations will find it even more difficult to secure a satisfactory clientele when people have the new accomodations available." He suggested a careful study be made of this new investment and what it means to the entire outdoor recreation industry.

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* Boats and motors were purchased by about half of the establishments while many others added swings and horseshoe courts.

Sielaff said it would appear that ". . . establishments are not making very great strides in diversifying the recreational opportunities at resorts and other establishments."

* Little change in the "typical traveler" was revealed in the 1960 study as compared with the 1958 survey. "The typical traveler travels by automobile; he is generally from within 500 miles of the establishment; his group consists of about four people; his vacation is typically one week, ten days, or two weeks," Sielaff said.

* The great majority (nearly three-fourths) of the establishments are housekeeping in nature, each with a capacity of about ten units or 40 people. The average weekly housekeeping rate is \$51.34; the average American plan rate is \$10.10 per day; the average European plan rate is \$5.00 per day.

* Most resorts operate from 90 to 150 days, while some are open from less than 20 days to 360 days a year.

* Establishments are not typically filled during the season. For example, about one-fifth are filled from 90 to 100%; another fifth from 80 to 90%; others are occupied less than 80% of the time.

* About two-thirds of the resorts employ four people or less; about 46% employ either one or two persons. "This is new evidence of the relatively small size of establishments in Northern Minnesota," Dr. Sielaff concluded.

Sielaff said the 1960 study showed, again, that vacationers come to Northern Minnesota for three major reasons: first, rest and relaxation; second, fishing; and third, sightseeing.

Sielaff summarized the 1958 study's major conclusions which showed that: while there are establishments with excellent accommodations and recreational facilities, many others need to improve their cabins and facilities; many establishments need capital for improvements and training for operators, better service and record keeping; previous experiences in the area and the recommendations of others cause two-thirds of vacationers to come from cities in Minnesota, Illinois and Iowa; a long-range plan is needed for improvement in natural scenery, historic and industrial sites, in fishing, and in building adequate roads from the population centers of Minnesota, Illinois and Iowa.