



UNIVERSITY OF MINNESOTA EXTENSION

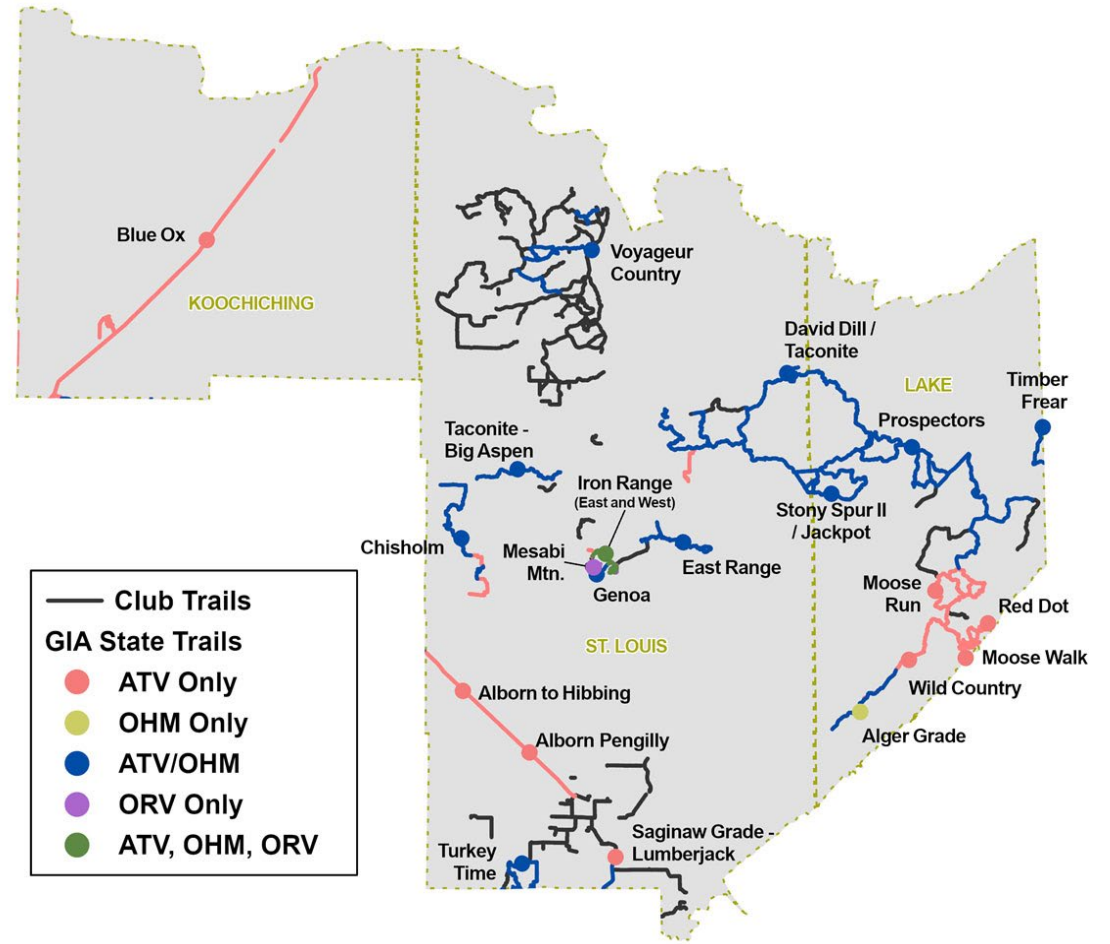
Driven to DiscoverSM

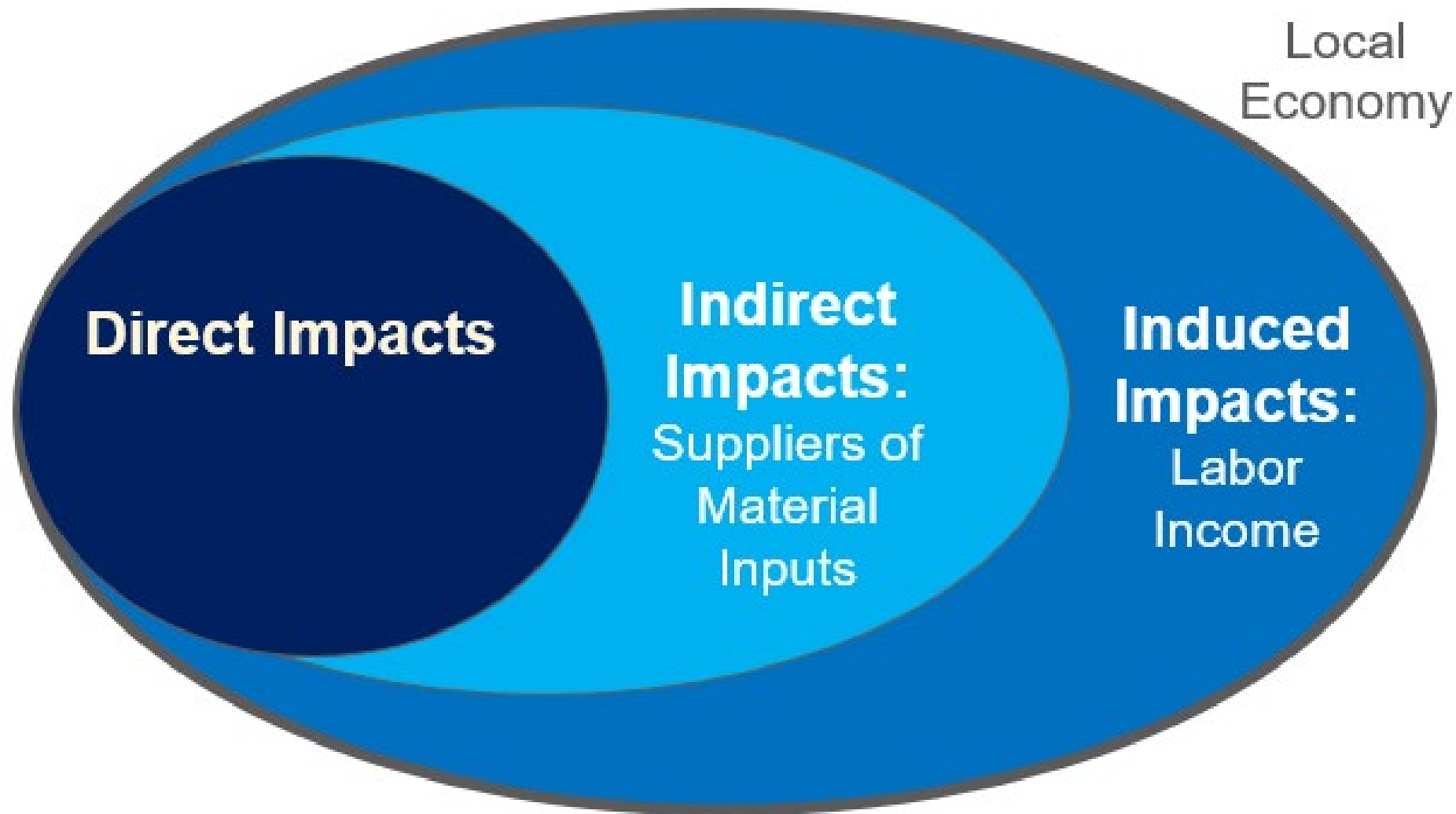
Findings from an ATV Trails Study in Northeast Minnesota

October 2024



Project Overview



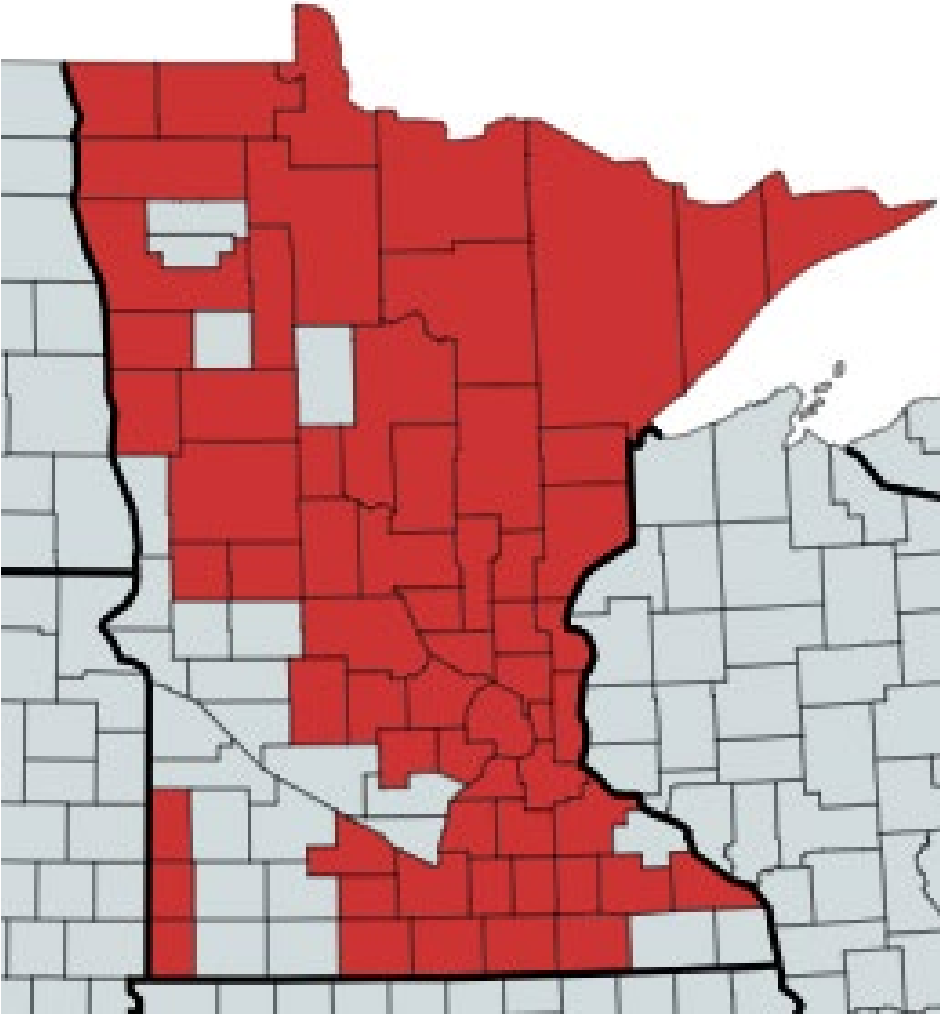


Direct Impact

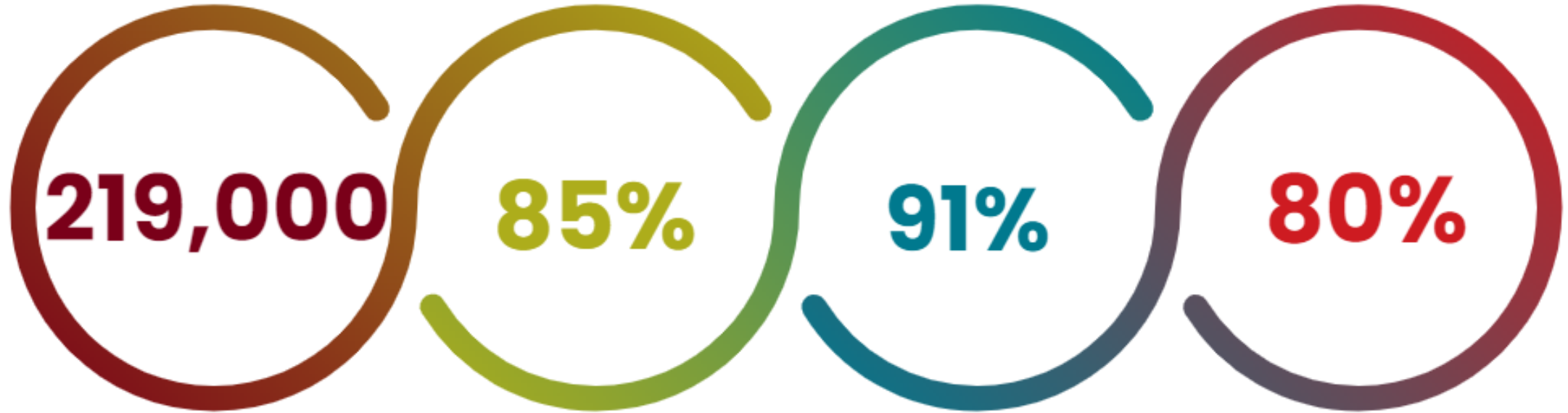
ATV rider spending in the region =
Number of riders * spending per rider



**1,174 survey
respondents**



Key Finding 1: Designated trails are drawing visitors to the three counties.



Trail riders
in 2023

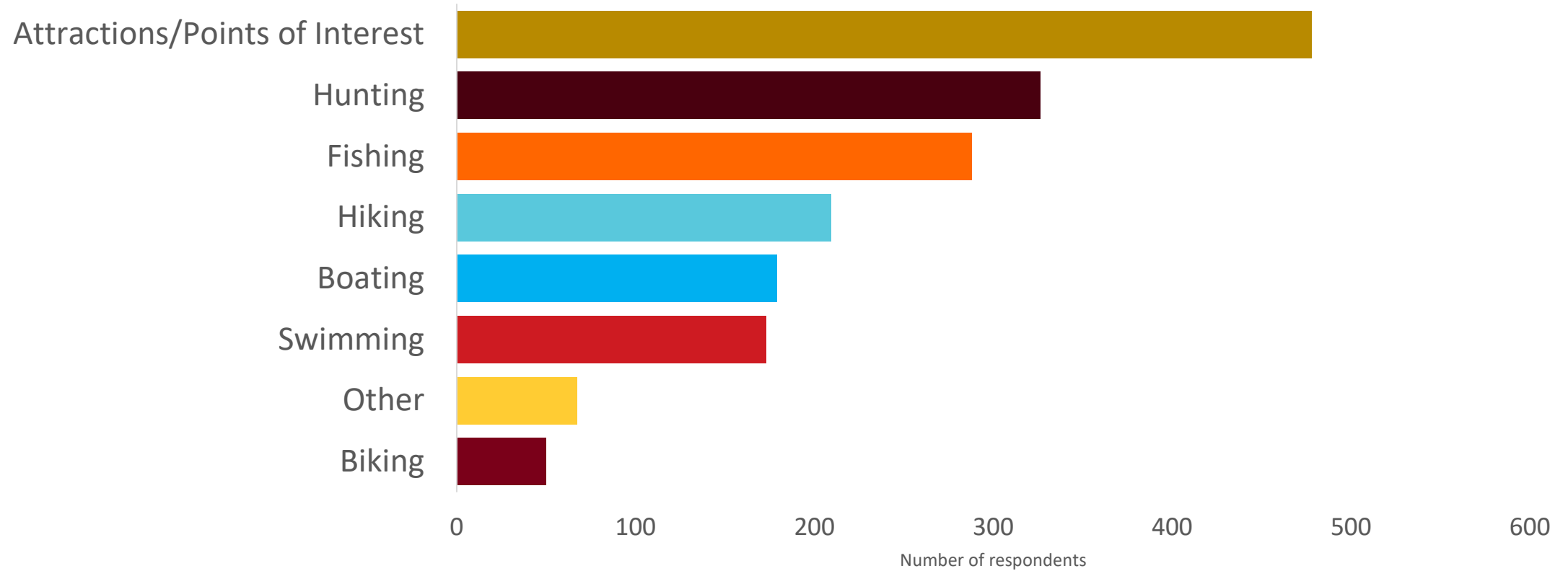
Primary purpose
was to ride ATV trails

Rode on official trails
as part of their visit

Were visitors
to the region

Visiting communities is important.

Activities Engaged in Beyond ATV Riding, All Survey Respondents



Riding is a group activity.

Statistics for Most Recent Ride, ATV Trail Users in Koochiching, Lake, and St. Louis Counties, Minnesota

Category	Visitors	Residents
Average number of people riding on trail	10	6
Average number of children in party	1.3	1
Average number of people per vehicle	2.1	1.8
Average number of hours spent riding	11.9	5.7

ATV use is increasing in the region.

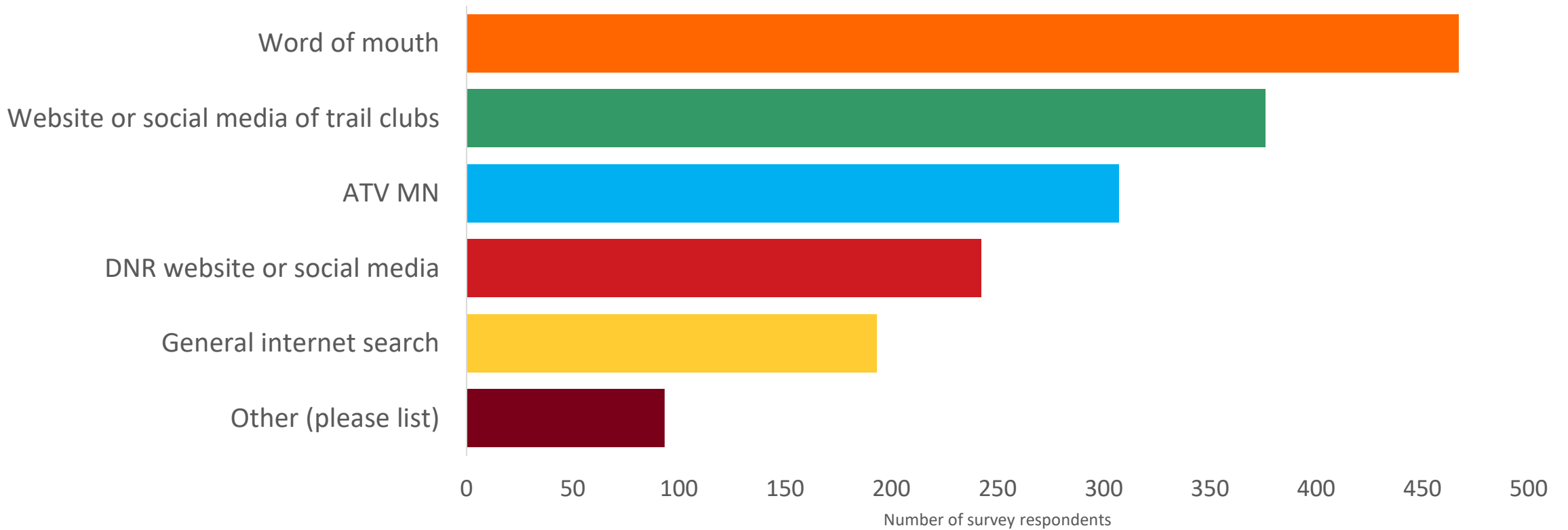
Visitor Statistics, Mattila Rest Stop, June to November 2023, Placer AI

Change in number of visitors year-over-year	22%
Change in number of visitors year-over-two years	60%
Change in number of visitors year-over-three years	70%
Average dwell time	36 minutes
Visit frequency	1.06

Key Finding 2: A positive reputation is driving visits and influencing lengths of stay.

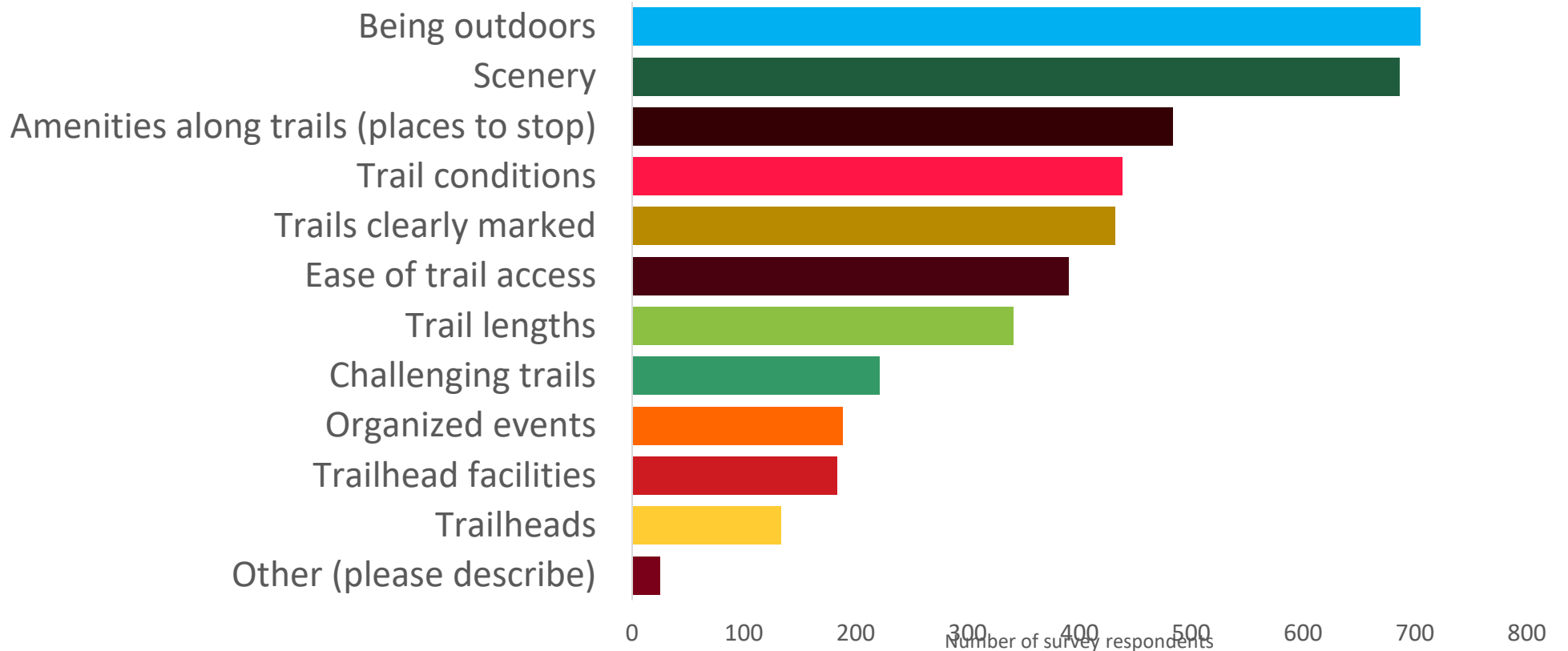
People are talking positively about the trails.

Methods of Learning About Trails



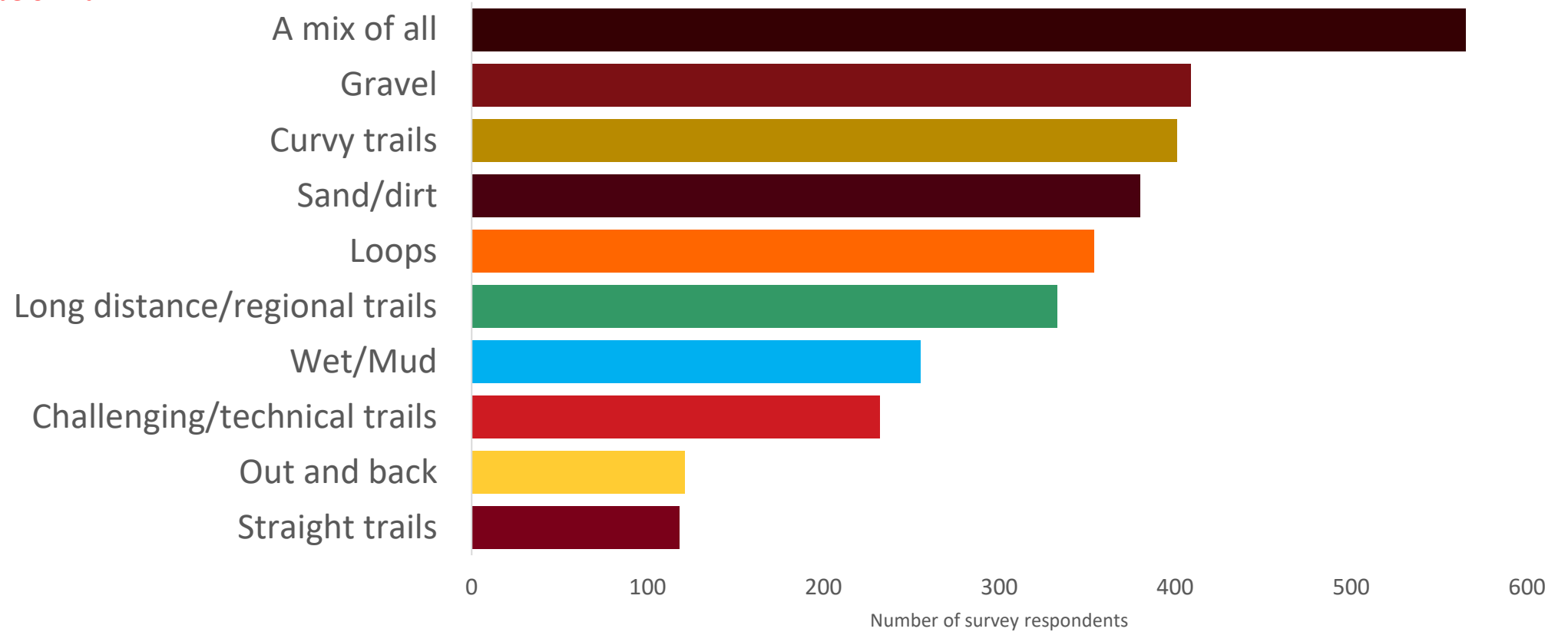
Outdoors and scenery are critical.

Most Enjoyed Aspects of Riding



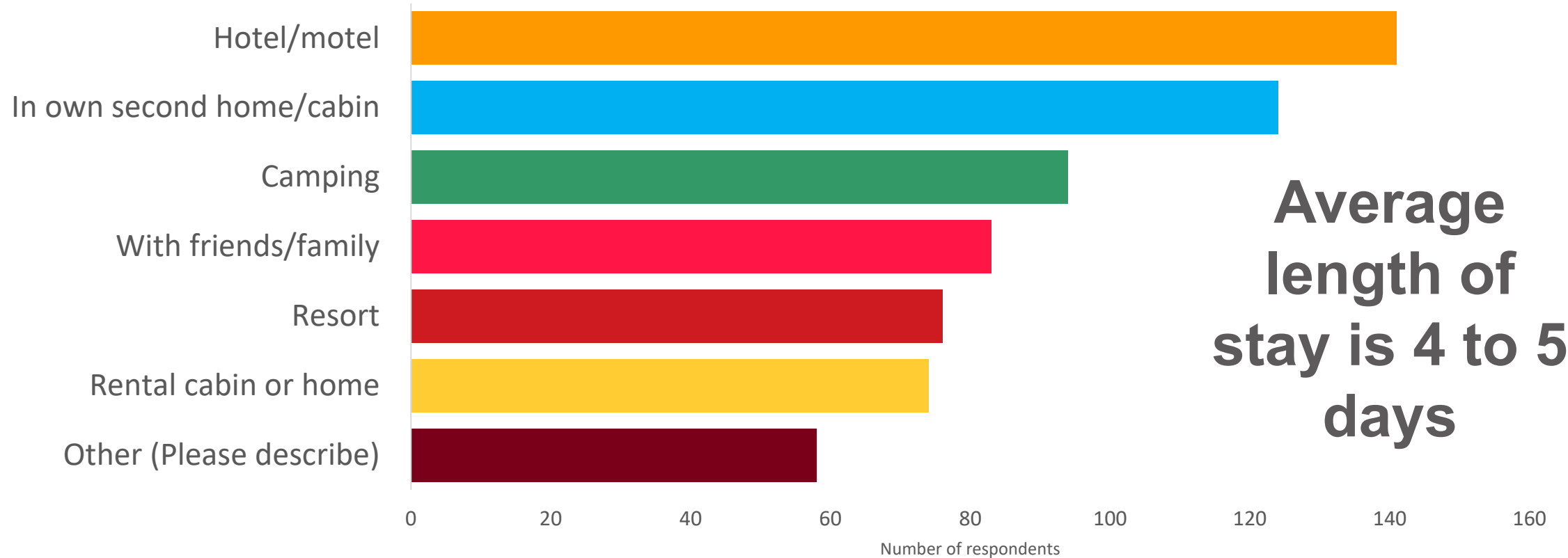
Riders prefer a mix of trail types.

Preferred Type of Trail



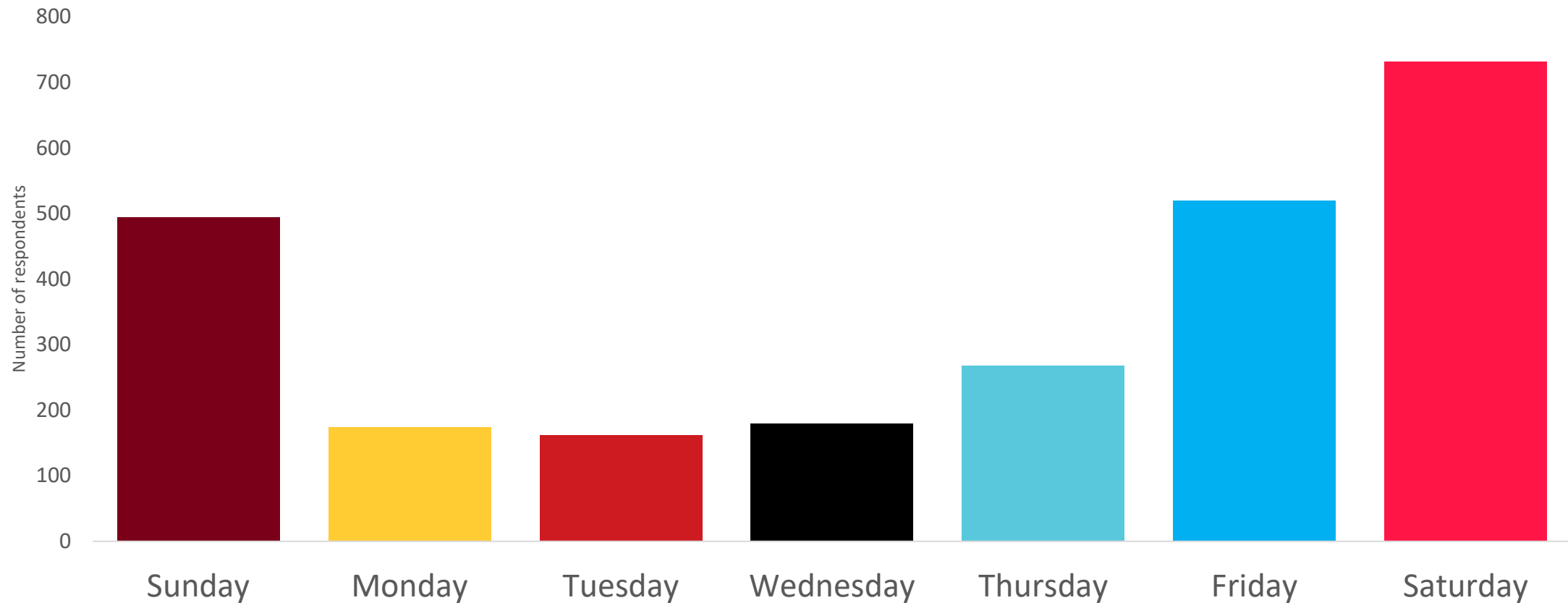
ATV riders use a variety of lodging options.

Accommodations, Visitors



Riding peaks on weekends, ride most days of the trip.

Ridership by Day of the Week



Key Finding 3: Trail development would bring more riders to the region.



Need for trail connections and access.

Of the top 15 answers to “what would encourage you to ride more in the region?”

1. Additional trails
2. Trail connections/access from towns
4. Access to businesses/amenities
5. Connect communities
8. Organized trail systems
10. Trails closer to lodging
12. Connect trails to Duluth
14. Longer trails

Other top reasons to ride more.

- More time/money
- Better/additional trail maintenance
- ATV-friendly campgrounds
- Better maps
- Better marked trails
- Open snowmobile trails
- Less restrictions on riding roads



Key Finding 3: ATV ridership and trail development drives economic activity.

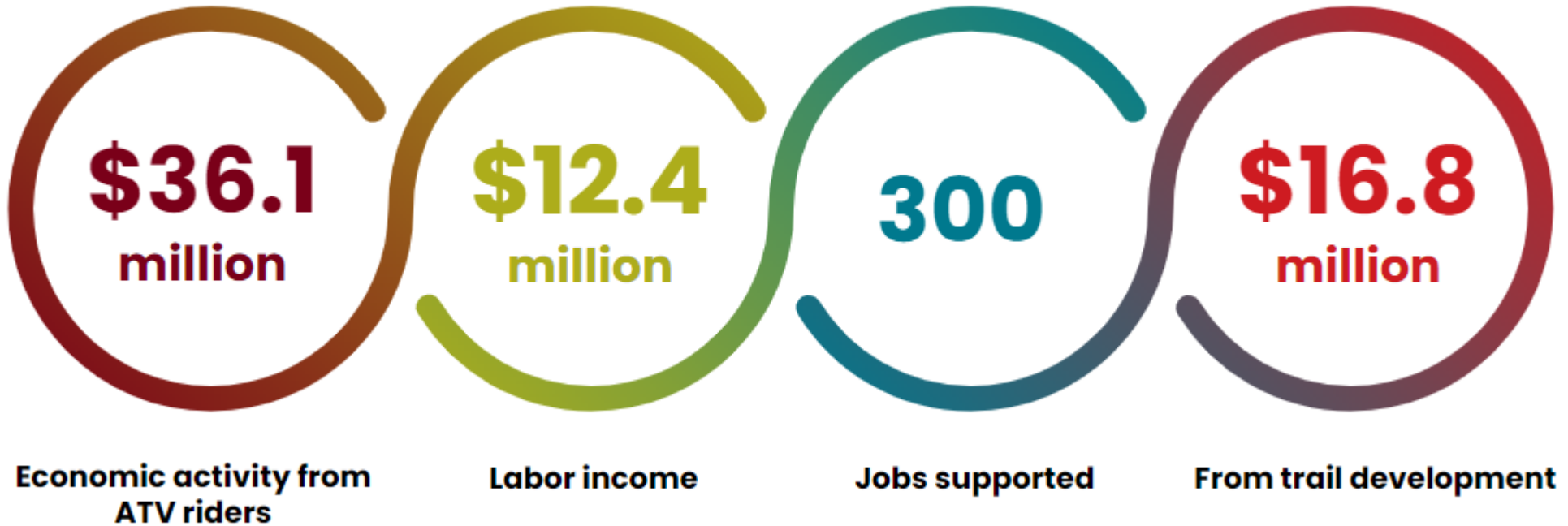
Riders spend money at local businesses.

Spending per Person Per Day

Category	Visitors	Residents
Restaurants/bars	\$34.60	\$17.30
Lodging	\$43.30	\$0
Shopping	\$11.50	\$2.00
ATV-related	\$12.40	\$6.30
Groceries	\$12.30	\$3.70
Transportation	\$20.00	\$4.40
Recreation/entertainment	\$7.90	\$3.60
Other	\$2.10	\$1.20
Total	\$144.10	\$38.50

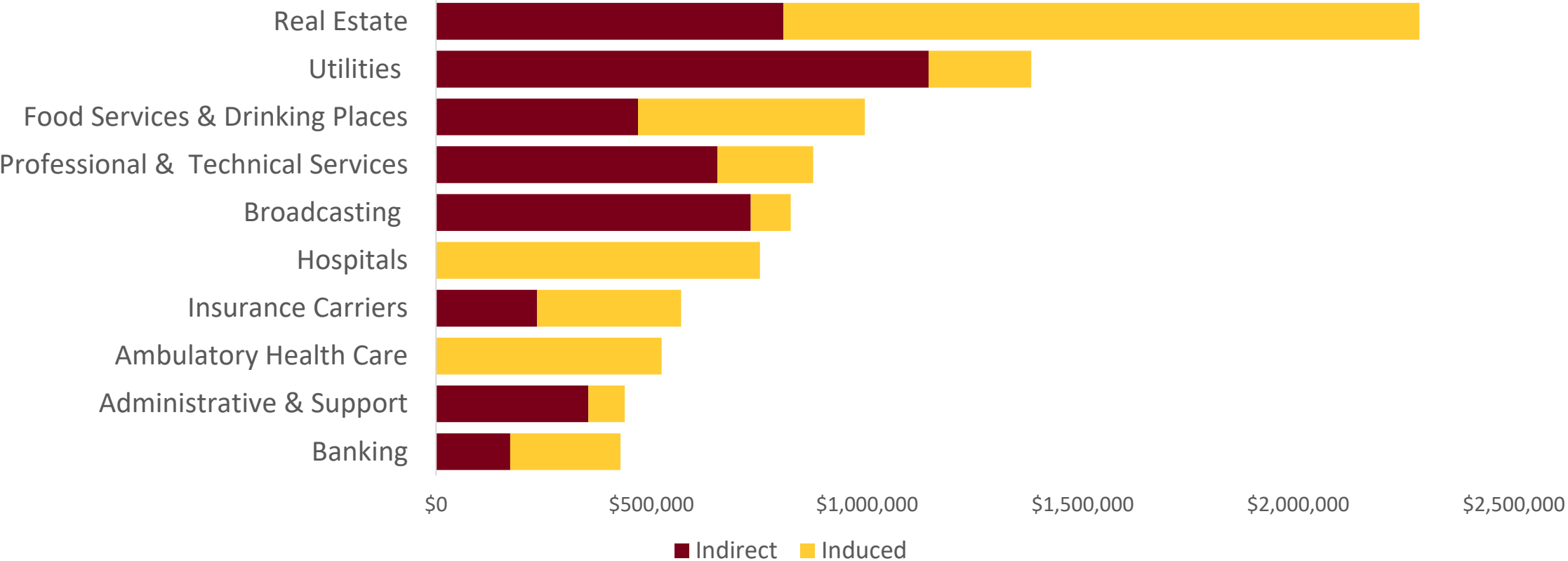


Creating economic activity.



Benefits beyond places visited by riders.

Top Industries Impacted, ATV Trail Users on All Trails in Koochiching, Lake, and St. Louis Counties, Minnesota, 2023

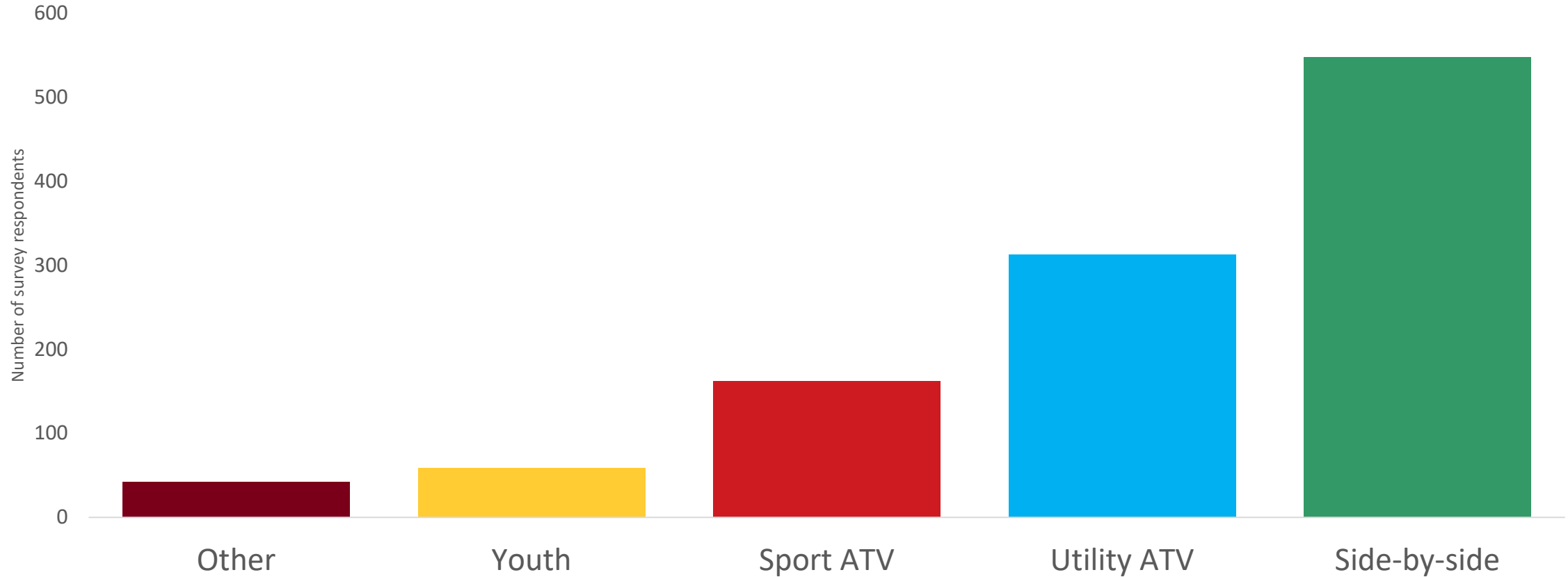


A little bit about ATV riders



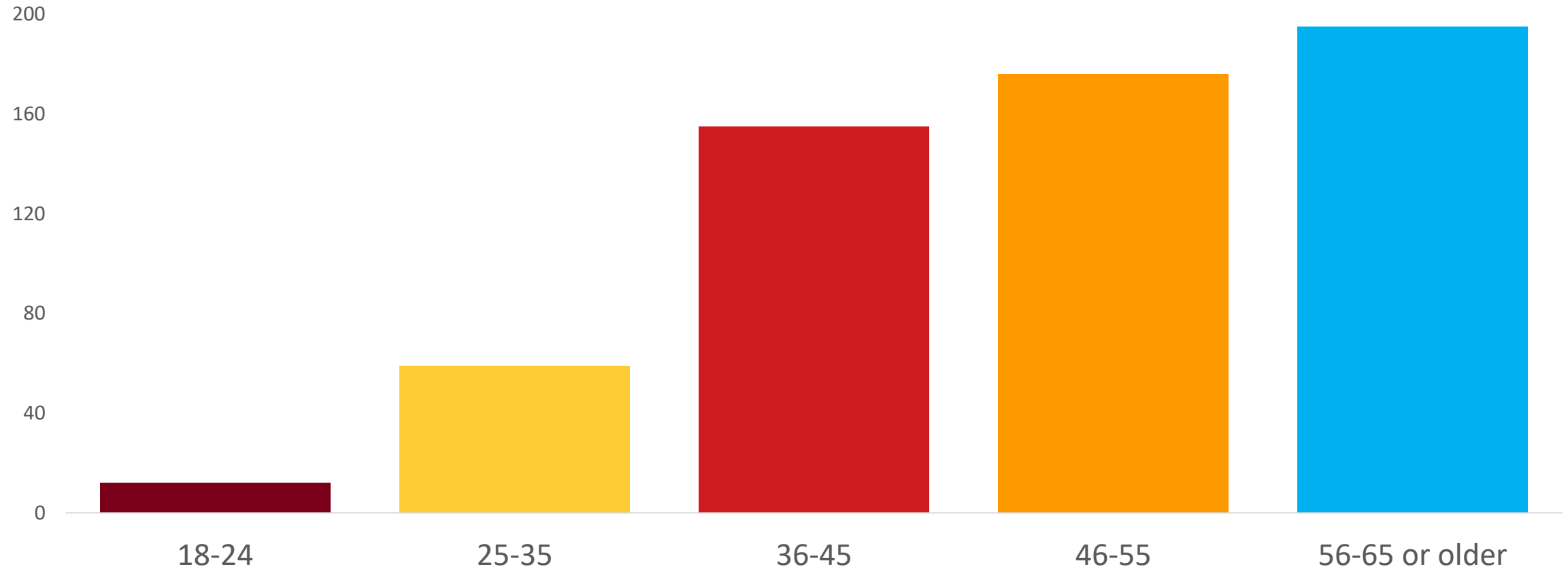
Side-by-sides are popular.

Type of Vehicle Being Ridden



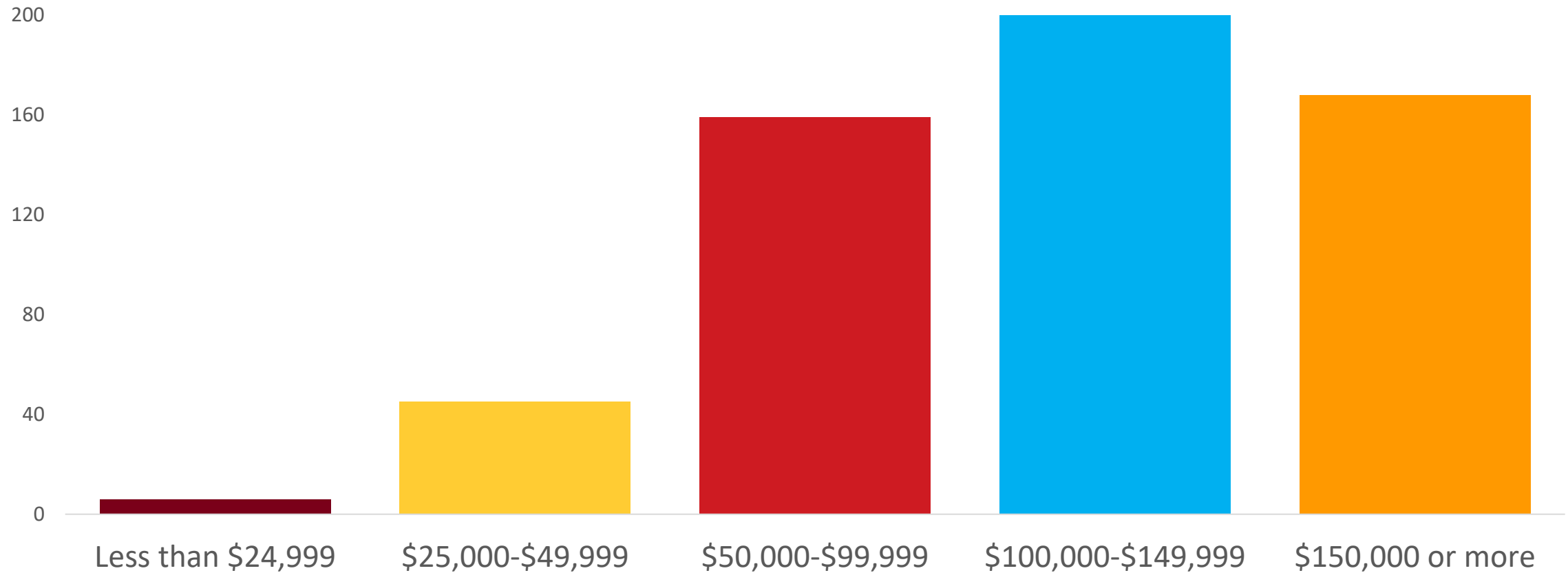
Riders tend to be older.

Age of Survey Respondent



And wealthier.

Household Income



Questions?



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