



## GIANTS RIDGE & REDHEAD MOUNTAIN BIKE PARK 2023 TRAIL VISITOR SURVEYS

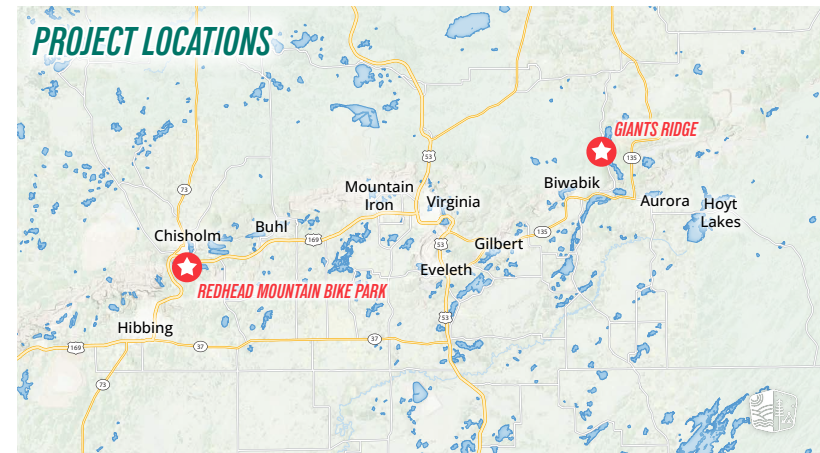
ARROWHEAD COALITION OF TRAILS CONFERENCE

Presentation by Andrew Oftedal  
October 16, 2024

Project partners:



### PROJECT LOCATIONS



Parks & Trails Council of Minnesota





## METHODS OVERVIEW

### OBJECTIVES

- + Understand non-winter trail visitors at Redhead MTB Park and Giants Ridge
- + Visitor demographics / origins / experiences / trip characteristics
- + Inform planning and marketing

### DATA COLLECTION

- + 31-question, in-person survey (offered on paper and tablet)
- + Administered by trained staff and volunteers
- + July - October 2023

#### Redhead:

- **Sampling days: 38**
  - Weekends + Weekdays
  - Peak & Non-peak hours
- **Response rate: 96%**
- **Sample size: 439**
- **Sampling error: +/- 4.7%**

#### Giants Ridge:

- **Sampling days: 18**
  - Chair lift hours
- **Response rate: 90%**
- **Sample size: 163**
- **Sampling error: +/- 7.7%**



## KEY FINDINGS



### VISITOR DEMOGRAPHICS

relatively young / male / high-income



### TRAIL EXPERIENCE

high ratings / time spent on trail / trail improvements



### RIDER CHARACTERISTICS

skill levels / trail preferences



### TRAIL TOURISM

regional attractions / overnight visits / trail connections

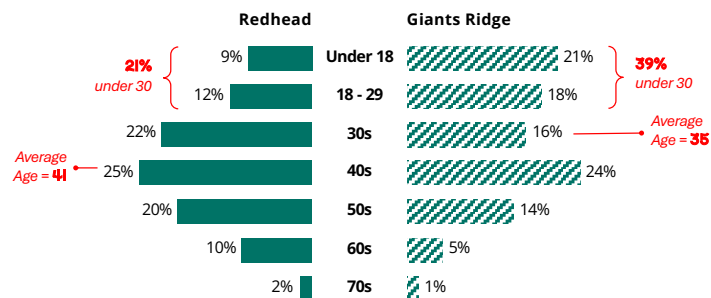


### COMPARISONS WITH OTHER TRAILS

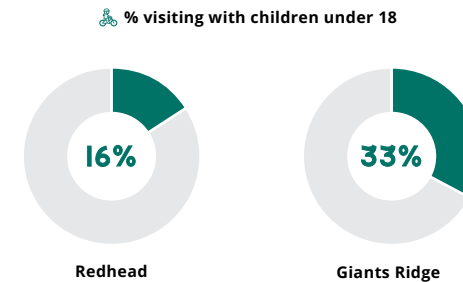
tioga / britton peak / split rock wilds / duluth / detroit mtn



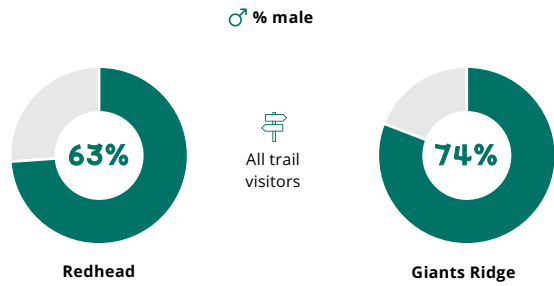
## VISITOR AGE



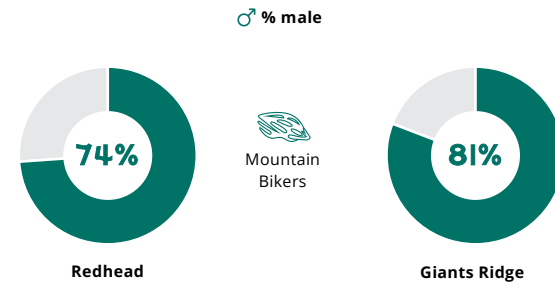
## VISITOR AGE



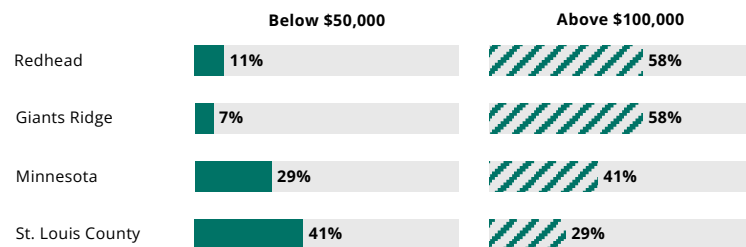
**GENDER**



**GENDER**



**HOUSEHOLD INCOME**



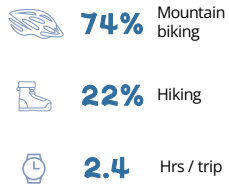
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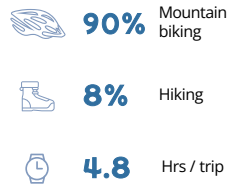


### TRAIL EXPERIENCES

#### Redhead



#### Giants Ridge



### TRAIL SATISFACTION

#### Redhead

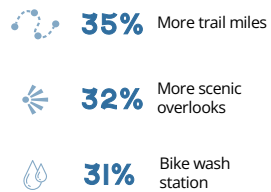


#### Giants Ridge

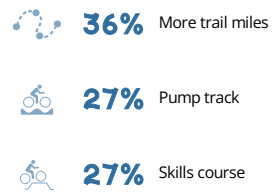


### TRAIL IMPROVEMENTS

#### Redhead



#### Giants Ridge

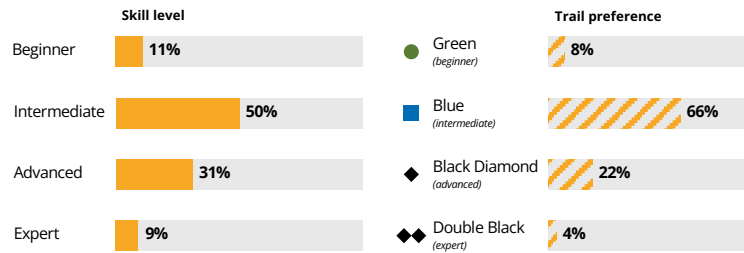


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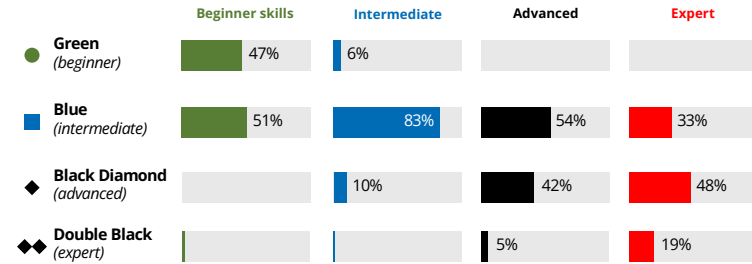
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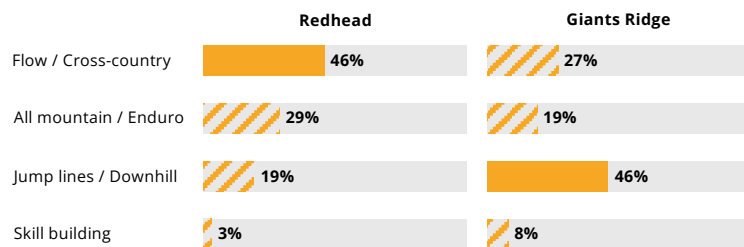
## MOUNTAIN BIKING SKILL LEVELS



## TRAIL DIFFICULTY PREFERENCES



## FAVORITE TYPE OF TRAILS



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**TRAIL TOURISM**

**Redhead**



Of visitors were **tourists**

**Giants Ridge**



Of visitors were **tourists**



**TRAIL TOURISM**

**Redhead**

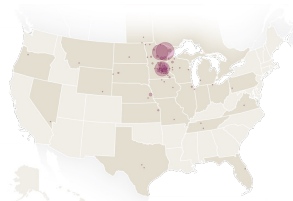


**Giants Ridge**



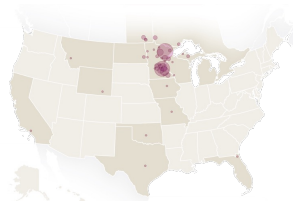
**WHERE VISITORS ARE FROM**

**Redhead**



89% 3%

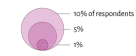
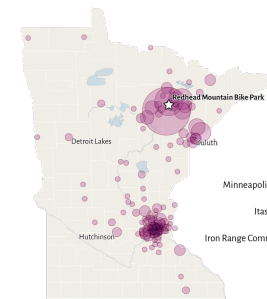
**Giants Ridge**



82% 7% 3%



**REDHEAD VISITOR ORIGIN**



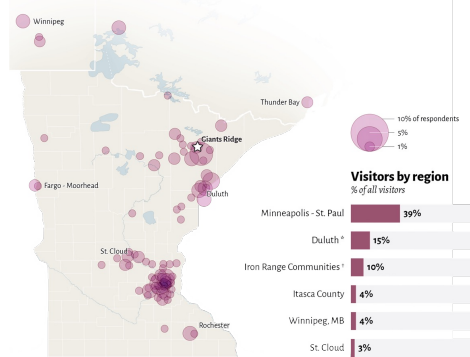
**Visitors by region**  
% of all visitors

Minneapolis - St. Paul	35%
Itasca County	19%
Iron Range Communities *	14%
Duluth *	12%





### GIANTS RIDGE VISITOR ORIGIN



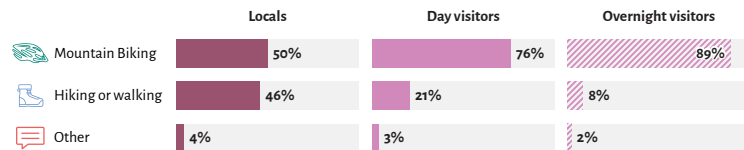
### TOURIST PROFILE

Compared to local visitors, tourists...

- Visit in **larger groups**
- Have higher **household incomes**
- More likely to be **mountain biking**



### TOURIST TRAIL ACTIVITIES



(Data from Redhead)



### TOURIST PROFILE

**Redhead**

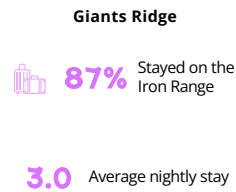
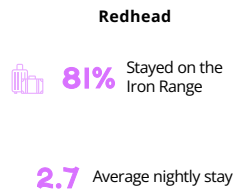
- 39%** First-time visitor
- 79%** Redhead was a **significant reason** for visiting the Iron Range
- \$495** Average household trip spending in Iron Range (+/- \$81)

**Giants Ridge**

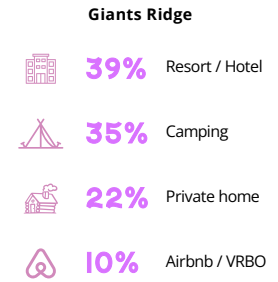
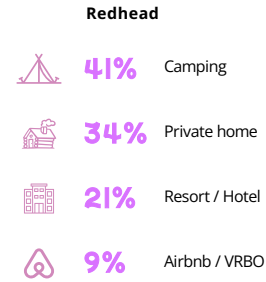
- 26%** First-time visitor
- 93%** Giants Ridge was a **significant reason** for visiting the Iron Range
- \$446** Average household trip spending in Iron Range (+/- \$120)



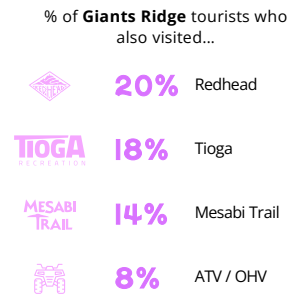
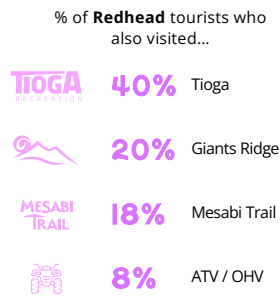
### OVERNIGHT VISITORS



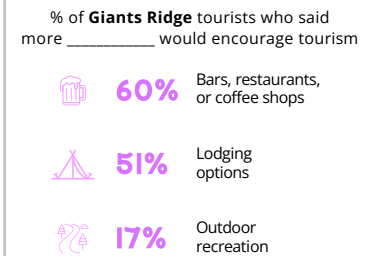
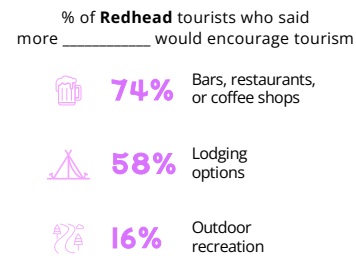
### OVERNIGHT ACCOMODATIONS



### TOURIST TRAIL CONNECTIONS



### ENCOURAGING MORE TOURISM ON IRON RANGE

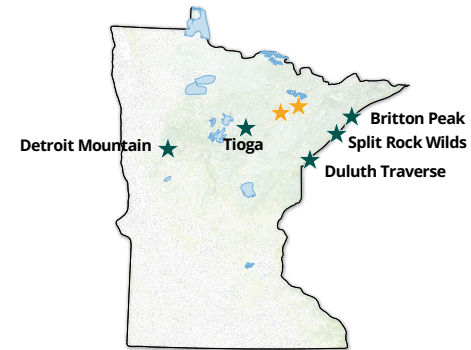


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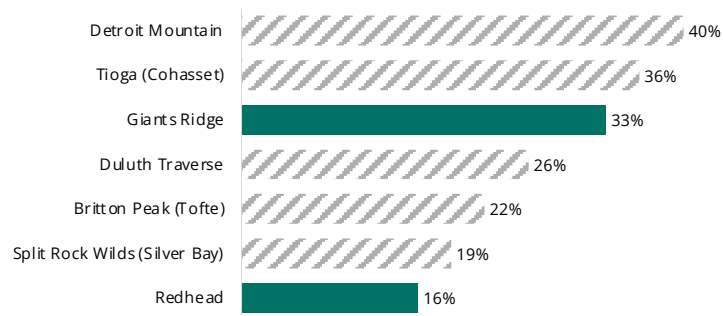
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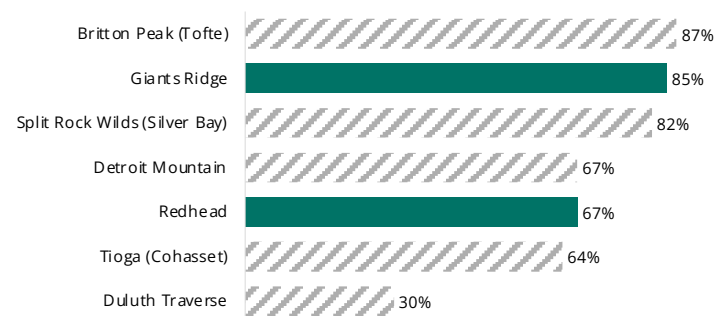
### TRAIL COMPARISONS



### VISITING WITH CHILDREN

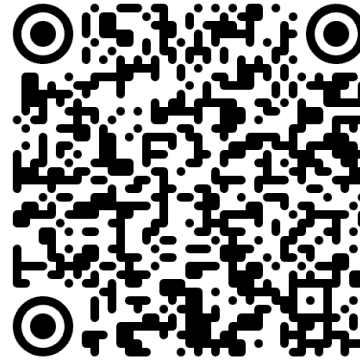
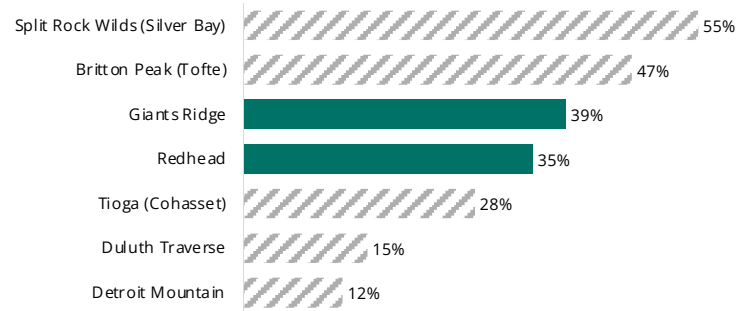


### % TOURISTS





 **VISITORS FROM THE TWIN CITIES**



**THANK YOU!**

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