"Tourism is the world's largest industry and it is projected to be the world's largest employer by the year 2000."
Gail Dexter Lloyd, president,
LORD Cultural Resources Planning and Management Inc.

Trails
Economic impacts

Definitions of terms

Economic impact: consider costs of construction and use of project or activity, the cost/benefit

Real: Benefits associated with transforming real economic resources into real economic goods and services over and above the next best alternative the resources could have produced; benefit society

- a multi-use trail would benefit the villages, translating into economic goods and services
- construction is a real cost, some has and will be grant-funded; volunteers already spend thousands of hours restoring prairie to enhance the Sauk City portion of the trail.

Real: users will increase merchants' profits, and these merchants will likely respend their income locally;

- There is the value of volunteers helping maintain the trail – "Value of Volunteer Time," Independent Sector, 2009 estimates the value of volunteer time in Wisconsin at $17.21 per hour.
- value can be placed on the enjoyment of all trail users; Neil Dixon and Bill Ryan, "How Local Businesses Can Serve Trail Users," *Let's Talk Business*, September 2006; local users spend an average of $24.79 per day while non-local users spend $52.85 per day. Non-local user expenditures represent a net gain to the community.
- Multiplier effect = respending cycles – merchants, employees acquire more income and respend
- Although it appears logical to anticipate users will be residents and those who live outside the area, one survey of 11 trail projects found an average of 19.5 percent of users were non-residents while 80.5 percent were locals. That would mean a greater multiplier effect impact to a community.

Monetary: Associated with the economic activity in a community; increase profits of business owners

Direct: Economic impacts by the users

Indirect: Economic impact on businesses and services

Ecotourism: responsible travel to natural areas, which conserve the environment and improve the well-being of local people.

Average daily spending for trail users ranges widely:

- $17 per hiker,
- $28 per bicyclists,
- $38 for horseback riders and
- $93 per bird/wildlife watchers.

Modest increases for local businesses range roughly for every 1,000 users:

- $17,000 for hikers,
- $28,000 for bicyclists,
- $38,000 for horseback riders
- $93,000 for bird/wildlife watchers

American Bald Eagle Watching: **Late November into early March**

Event with 20 year history and two economic impact studies $1.7 million

Birding/wildlife watching: **year round**

2006, 82 billion in total industry output,
671,000 jobs, and $11 billion in tax revenue $3.5 million

Canoe/kayak on Lower Wisconsin: **June through September**

100,000 users on the river annually-1/3 from Prairie du Sac to Spring Green
In 1984, boaters added $860,000 per year to business activity and
$439,000 to household incomes. $3 million

Anglers/Hunters: **all seasons** $6 million

Wisconsin fishing generates $2.75 billion in economic
activity and provides more than 30,000 jobs!

Byway and heritage tourists: **year round**

Grand Tour, river roads, historical sites, museums, cemeteries… $3.5 million

Bicycling in this area: **March through October** ***per trail***

tourism and recreation is a significant portion of the state's $4.5 million
$11.7 billion tourism industry; $26/day (MN 2002)

Snowmobiling: **Winter months**

$249.5 million 2000-2001: $4.5 million

Arts: **year round**

2005 - $418,055,786/
tours, fairs, festivals, classes, workshops, galleries, performances $3.5 million

Tourism expenditures 1998 to 2007

1998- $8.12 billion
1999 - $9.08 billion
2000 - $11.05 billion
2001 - $11.45 billion
2002 - $11.56 billion
2003 - $11.71 billion
2004 - $11.76 billion
2005 - $11.95 billion
2006 - $12.83 billion
2007 - $12.78 billion

supported 200,000 full time jobs
or $3.6 billion in wages and salaries

$7.09 billion in payroll

$2.06 billion in taxes and fees

2007 seasonal traveler expenditures

Sept.-Nov. $3.068 or 24 %
Dec.- Feb. $2.186 or 17%
March-May $2.637 or 21 %
June- Aug. $4.885 or 38%

Shopping $3.940 billion or 30%
Food $3.410 billion or 27 %
Recreation $2.841 billion or 22%
Lodging $1.611 billion or 13%
Transportation $0.974 of 8%

Milwaukee County $1,678.4 billion
Dane County $1,184.0 billion
Sauk County $1.046.9 billion
Columbia County $157.6 million
Adams County $163.4 million
Juneau County $90 million
Vernon County $45.9 million
Richland County $22.3 million
Iowa County $57.1 million

Pleasure travel $8.990 or 0%
Business travel $2.417 or 19%
Meetings/conventions $1.359 or 11%

Hotel/motel/resort/BB $6.698 or 53%
No lodging expenses $4.717 or 37%
Campers $0.689 or 5%
Cabin/cottage/condo $0.670 or 5%

Ecotourism

Outdoor recreation
Wildlife viewing 48%
Bicycling 36%
Camping 27%
Trail hiking 25%
Fishing 20%
Paddling 19%
Snow sports 13%
Hunting 13%

Ecotourism contributes $10 billion annually
Supports 129,000 jobs
Generates $570 million in state tax revenue
Produces $7.5 billion in retail sales/services
or 4% of gross state product

What are the necessary elements of a sustainable trail?

1. Grassroots support.
2. Protects the environment
3. Meets user needs and expectations
4. Requires little maintenance
5. Connect users to positive destinations
6. Water features, historic sites, vistas, interesting landforms and user facilities
7. avoid wet areas, steep slopes, critical habitats, and other culturally or environmentally sensitive areas
8. Keep water off the trail
9. Erosion is the number one problem for sustainable trails - Trails that collect water or channel water will be both environmentally and economically unsustainable
10. Keep users on the trail
11. Users leave the trail when it becomes eroded or wet, or when the trail does not meet their needs or expectations.
12. Sustainable trails and trail systems must meet different users' needs and expectations.
13. Ultimately, a sustainable trail design will most often be a trail that connects desired control points by roughly contouring along the sides of slopes.
14. Accessibility
15. Multi use for multi users: wheel chair (ATV, OHV Segway, motorized wheelchair), inline skaters, bikers, hikers, pet walkers, horse riders, surry peddlers
16. Maps/trail users guidelines/website/ registry (available at multiple sources – Chamber, website, restaurants, filling stations, sporting goods, service and parts places, library, food stores, bank)
17. Multiple access points
18. Comfort stations/water/trash (and maintenance)
19. Promotions/events
20. Amenities: trailheads, access trails to communities, lodging, beverages, food, shuttles

Important factors of note: Location! Location! Location!

- The Lower Riverway includes 79,000 acres and is within four hours of more than 4 million people, many of whom are urban dwellers. The riverway offers them scenic, nearly undeveloped land – the least developed public lands in the Midwest.
- Canoeing is the most popular activity along the Lower Wisconsin. Thousands come annually, some bringing their personal canoes or kayaks and others renting from one ofs everal liveries, some of which provide guide service. Two-thirds of river users can be found on the stretch between Prairie du Sac and Spring Green. The stretch is quieter from Spring Green toBoscobel and secluded from Boscobel downstream. There is no white water south of Sauk City and liveries provide shuttle service. Summer use by boaters added $860,000 per year to business activity and $439,000 to household incomes.
- The Fox-Wisconsin Heritage Parkway will be a non-continuous parkway with the purpose of highlighting and enhancing the unique heritage of the State of

Wisconsin by exemplifying and promoting the cultural, historical, recreational and natura lresources of this river corridor. The planned lineal parkway will complement numerous other scattered multi-purpose parks, historic sites, tourist attractions and wildlife areas creating a single system of sites. It will allow residents and visitors to roam the area by power boat, canoe or kayak along the water trail, by foot or wheel along the many walking and biking trails, or by car on adriving tour. As they roam they will encounter pieces of the many stories that have occurred here.

- Recreational paddling is growing. Kayaking, canoeing, kayak sailing, paddle boarding, and hydro cycling.Paddle sports are now growing at a rate of 5 percent annually and this increase is showing signs of being sustained for 40 years. Paddle sports are economical and healthy. Paddle sports easily allow merging eco-tourism; so there are kayakers bird watching with cameras ready.
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ELEMENTS OF A SUCCESSFUL TRAIL

Trail User Maps and Public Information Guidelines

Accurate maps of the trail system should be prepared for free distribution to users. They should be available at the trailhead, DNR offices, and other locations convenient to the public and at a minimum should include the following data:

1. Trail Name or Names.
2. Trail Location -- Give directions on how to get to the trail system parking lot from the nearest town and major highway. A small state map showing the general location within the state could also be useful.
3. Trail Length -- Show the number of miles/km for each segment or loop.
4. Trail Use -- Identify loops or segments designated for snowmobiling use, as well as trails closed to snowmobiling if the potential for conflict with other users exist, e.g., cross-country skiing.
5. Trail Connections -- Identify other trails the trail connects to such as: State Parks and State Forests, State Trails, or other Grants-In-Aid Trails.
6. Trail Information -- Give name, address and phone number of an individual who may be contacted for information, contact the local chamber of commerce to identify them as the local contact. The phone number of the local conservation officer may also be helpful.
7. Bridges -- Show all bridge crossings.
8. Roads -- Identify maintained state forest roads and portions used as trails; also identify roads not maintained, but suitable for snowmobiling.
9. Mark on map and/or list locations where the following services would be available: Gas, Repair services, Food Medical facilities, Lodging, Law enforcement officers, Nearest DNR office ,911 or Zenith, Other helpful information
10. Develop a grid system for safety purposes or locating facilities.
11. Basic Safety Tips -- Speed limit, driving on lakes/thin ice, frostbite, trail signs, etc. Statements concerning speed and alcohol should be included on the map.
12. It is helpful to put a date somewhere (bottom right-hand corner for consistency) on the map so the most current maps are in circulation.
13. Identify all roads on map, and have corresponding signs posted on trails to help trail users know where they are at all times.
14. Clearly identify all state asphalt paved bike trails where metal studs are prohibited.

County base maps are available from the DNR that show snowmobile trail alignments. These base maps are available for most counties from the Trails and Waterways Unit. Check with the Area Trails and Waterways Supervisor for your county.