Preliminary data from a park and trail intercept survey in August unveil additional insights into the impacts of parks:

**Points of Importance**

- **Trail users are mostly regular day users but many that come for overnight trips also use the trails.**
- **Most groups that come to camp in Dubuque County travel from outside the county.**
- **Data from Travel Dubuque, Intercept surveys and regional outdoor recreation trends suggest an overnight market as far as Chicago, Des Moines, and Davenport.**

**Day Trip Market**

Areas where residents may entertain Dubuque County parks for activities and return home the same day.

**Overnight Trip Market**

Areas where residents may entertain Dubuque County for an overnight trip that may include camping.

**Heritage Trail Insights...**

- **99% use the Trail for Exercise**
- **40% also use the trail for sightseeing**

**Campground Insights...**

- **Visitors:**
  - 31% From the County
  - 69% Came to the county

- **65% from outside the county have camped here before**

**Spending Per Trip**

- **Local:** $151
- **Non-local:** $195

**MARKET OVERVIEW**
### Root River Trail

**The Root River Trail** is a 60-mile paved trail in southeastern Minnesota that connects nine small towns. Several camping, park, and shelter areas are located along the trail with trail heads spread evenly throughout the trail. The trail officially opened in 1986 and has continually increased in length up to the most recent expansion in 2011.

**By the numbers...**

- **120** miles average visitor travel
- **86,000+** users in 2017

**Spending per trip day:**
- Non-local: $76.06

**Travel from over 100 miles**

- 69% visited primarily for the trail

41% of users outside of Minnesota

**$2.2+ million summer trail trip spending**

**Visitors:**
- 42% Non-locals
- 58% Local

**$1.6-2.3 million** annual economic impact output

74% day visitors
26% overnight visitors (27% camp)

94,000+ annual visitors
78% mainly came for the trail

### Katy Trail, Missouri

The Katy Trail State Park runs across Missouri for about 340 miles, passing through rural towns along the way. A rails-to-trails project originally opened in the 1990s. Terrain along the trail is much like Dubuque County, tracking along the Missouri River and through farmland. The Katy Trail shows the regional appeal of a continuous connected system and how that system benefits other parks, local businesses and rural towns.

**By the numbers...**

- **86,000+** users in 2017
- **400,000 annual visitors**

**Spending per trip:**
- Local: $7
- Nonlocal: $52 on goods, $105 per night of lodging

**Visitors:**
- 42% Non-locals
- 58% Local

**74% day visitors**
26% overnight visitors (27% camp)

272 mile for overnight visitors

$18+ million annual economic impact

400,000 annual visitors

87% mainly came for the trail

### County Park System in Iowa

A 2012 study from Iowa State University provides extensive insights into the value of county parks and trails in Iowa. While the study is dated, recent trends suggest economic impacts have likely increased.

**By the numbers...**

- **24 million annual visitor parties**
- **$756.7 Million** of spending linked to county parks

**Spending per visitor:**
- **$25.37 (2011 Dollars)**

In Dubuque County (2011)...

- **806,841 annual county park visits**
- **$20+ Million** Expenditures

- **46,000+ heritage trail visits**
- **$400,000+** Expenditures

By the numbers...

- **$18**
- **$56**
- **$700**
- **$231**

Spending per trip

Visitors:
- 33% Local
- 67% Non-local

In economic impact output

73% day visitors
27% overnight visitors

People come back: 90% visit once per 3 months