

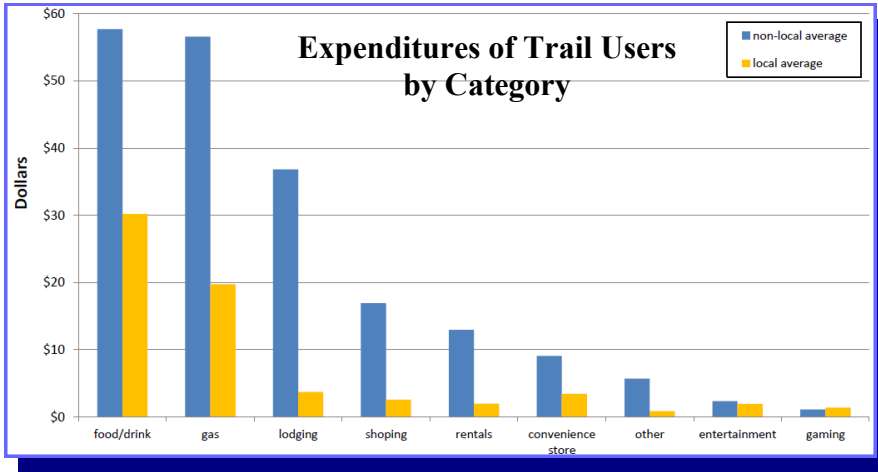


Cheese Country Trail Study Results



This is one in a series of three fact sheets regarding the year-long study of the Cheese Country Trail (Nov. 2010-Oct. 2011).

Economic Impact



At a Glance:

Individual trip expenditure patterns were very different when comparing local trail users with non-local trail users.

- On average, individual non-local trail users spent between \$175 and \$220 per trip, depending on the time of year.
- Total spending of trail users exceeded \$15 million during the 12 month study period.
- Non-local trail user spending provided an economic stimulus that infused over \$13 million into the local economy during the 12 month study period.
- Non-local trail user spending supported almost 190 local jobs and contributed to almost \$3 million in employee compensation for local residents of Green, Lafayette, and Iowa Counties.
- Jobs created had average employee compensation per job of over \$28,000 per year.

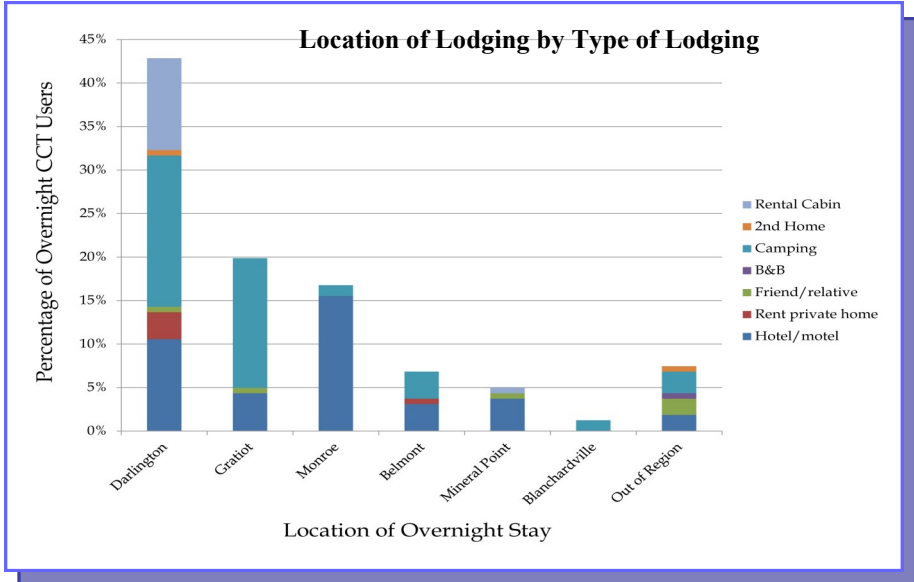


Expanded One-Year Total Spending of Users

Spending category	Non-local Trail Users	Local Trail Users	All Users
Food & Drink	\$3,813,501	\$980,850	\$4,794,350
Gas	\$3,820,084	\$603,798	\$4,423,882
Lodging	\$2,428,122	\$124,149	\$2,552,271
Shopping	\$1,152,515	\$79,177	\$1,231,692
Rental	\$871,667	\$71,540	\$943,207
Convenience	\$566,639	\$115,346	\$681,985
Other	\$604,251	\$123,060	\$727,311
Total	\$13,256,779	\$2,097,920	\$15,354,699



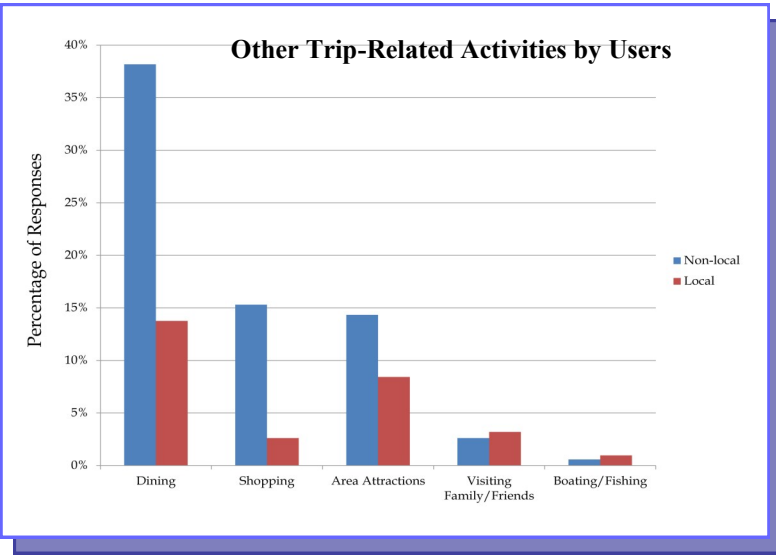
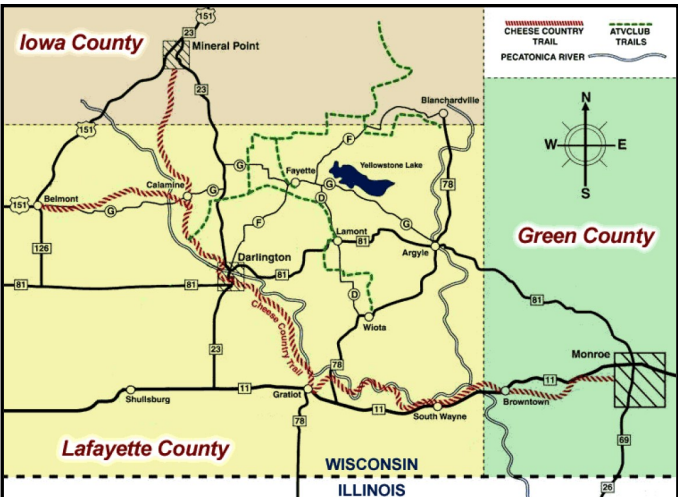
Photo by Anthony Wahl at the *Monroe Times*



At a Glance:

- The majority of users began their trail use at either Monroe or Darlington.
- Campgrounds are currently available along the trail in Darlington and Gratiot. As the study was completed, Monroe opened a route from the trailhead to the Green County Fairgrounds, where camping is available.
- Campers and those who rent cabins tend to spend at least two overnights away from home.
- On average, hotel/motel guests stay 1.7 nights per trip.

Visitors to the Cheese County Trail enjoy dining, shopping and other local opportunities like brewery and cheese factory tours and tasting. Green, Iowa and Lafayette Counties offer small town shopping at its best!



This fact sheet provides a brief summary of the final report of the year-long study of the Cheese Country Trail. This collaborative effort of local groups and Cooperative Extension was designed to assess how many people are using the trail, the user characteristics and the user perceptions of trail conditions. Results of the study are intended to be used to improve recreational experiences for future trail users and to assist local businesses and units of government in creating economic development strategies related to tourism. The final report, an overall evaluation of local economic impacts of this important recreational asset, is available online at the Green County UW Extension website <http://green.uwex.edu/>. Two additional fact sheets, *Characteristics of Users* and *Future Directions* are also available.

During the 12 month study period (November 2010-October 2011) seventy four local volunteers spent more than 1,400 hours collecting data summarized in the report. They conducted 683 randomly allocated two hour trail observations and a total of 730 face-to-face interviews. Results of their work highlight several important implications for outdoor recreation planning and local economic development.

The Cheese Country Trail is a multiple-use trail system meandering through 48 miles of rural countryside from Monroe to Belmont and Mineral Point. It is open to all-terrain vehicles (ATVs), utility terrain vehicles (UTVs), snowmobiles, off-road dirt bikes, mopeds, motorcycles, and non-motorized users (horses and horse-drawn conveyances, bicycles and hikers). For more information regarding the trail, go to the Tri-County Trails website at www.tricountytrails.com.