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# Trends in Tourism Visitation - Duluth, Minnesota 1980-1994

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# Trends in Tourism Visitation - Duluth, Minnesota 1980-1994

*Glenn Kreag & Jennifer Moe*<sup>1</sup>

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Tourism is an important part of the economy of Duluth, MN. Since 1980, the Minnesota Sea Grant Program has tracked the visitation at several of Duluth's tourist attractions and published in the Duluth and Northeastern Minnesota Visitor Statistics Abstracts. After 1990, the abstract was no longer published.

## **Tourism Development**

Starting in the mid 1980s, the City of Duluth began to upgrade existing tourist attractions and develop new ones. In particular, the city supported expansion of the Spirit Mountain Ski Area and the Lake Superior Zoo. New publicly-supported attractions include the William A. Irvin ore boat, the Lake Superior Lakewalk multi-use trail, the Duluth Entertainment and Convention Center, Bayfront Festival Park, skywalks and decorative brick street and sidewalk improvements downtown, and major infrastructure improvements in Canal Park to support the development of tourism and entertainment business development.

Hotels, restaurants, recreational services and retail shopping have grown significantly in the Canal Park and Fitger's Mall areas. Fond-du-Luth Gaming Casino operates in downtown Duluth. The North Shore Scenic Railroad is a joint public-private partnership. New festivals and events are being added to the complement of attractions in Duluth. The Bayfront Blues Festival, the Port of Duluth Tall Ship Festival, and Taste North Festival were heavily attended in 1994.

## **Tourism Growth in Duluth**

As a result of this development, there has been significant growth in tourism business. Table 1 shows a steady rise in visitor numbers except for 1992-93 when cold summer weather and flooding problems in other parts of Minnesota cut travel statewide. In spite of lower visitor numbers in the last two years, tourism spending has continued its steady increase (Table 2) since 1982 reaching an all-time high in 1993 of nearly \$110 million. Similarly, hotel visitor nights (Table 3) have increased; a total of 38% since 1980 and 59% from the 1982 low. Nineteen-ninety-four figures for Tables 1-3 are not available, however above-average summer weather caused annual visitation to rebound. Estimates by local hotel and tourist officials indicate that total tourism in Duluth was again at a record level.

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## Attraction Visitation

Visitation figures for various attractions (Tables 4-10) provide a varied picture. Canal Park Marine Museum (Table 4) has been one measure of general visitor activity for the city since it is a free attraction. Recent declines however, may be due in part to other nearby free activities, particularly the Lakewalk and festivals and events at Bayfront Park. There are no measures of visitation to these attractions but both are heavily used by residents and visitors.

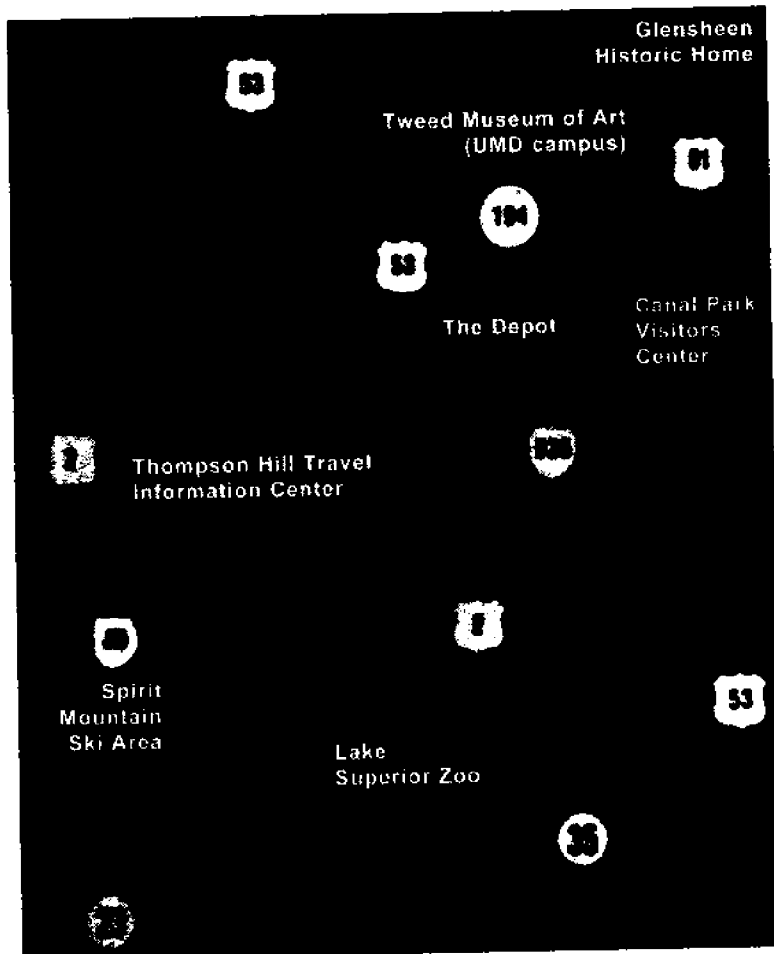
A large increase in visitors to the Spirit Mountain Ski Area (Table 5) is the result of expansion and the successful promotion of low cost annual ski passes. The Lake Superior Zoo's (Table 6) increases are partly due to year-round counting begun in 1989 and expansion projects. The zoo continues construction and expansion projects, which, along with cold weather, were primarily responsible for reduced visitation in 1992-93.

Some attractions have seen a gradual decline in total visitors. Some feel this is because of the many new attractions, festivals, and events that compete for visitors' time. This may be especially true in the peak summer and fall months when many options are available. It may also indicate that attractions must make continual efforts to stay competitive. Managers must be innovative in finding new markets and aggressive in upgrading the quality and variety of their facilities and services.

## Conclusions

Overall, there is no doubt about tourism's significance to Duluth. In addition to economic activity that is produced by attracting visitors, the city's waterfront and its service base have been enhanced by tourism developments. The enhancements are a matter of pride to local residents. They have also created a new reputation and image for Duluth, which is looked on by some as a model of a desirable city in which to visit and live.

Tourism can be an important part of the local economy but good planning is necessary to make it compatible with other community elements. Residents should not feel that their city is being "taken over" by visitors. There are limits to how much tourism should expand as a part of the total local economy in order to keep it from becoming perceived negatively by residents. Maintaining an awareness of, and responding to local attitudes about Duluth's tourism industry is important to keep the support for tourism strong within the community.

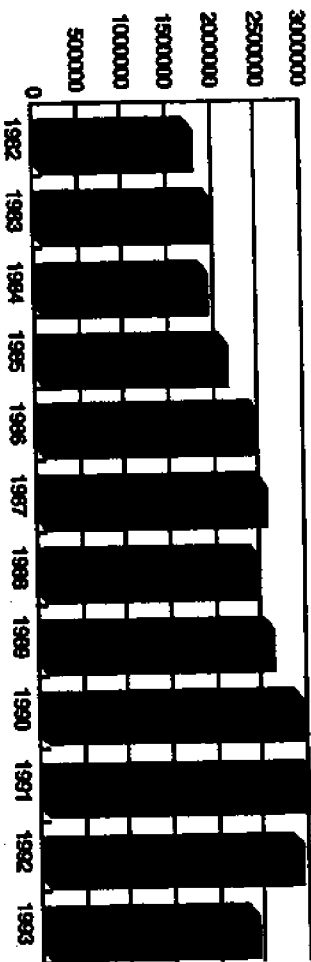


**DULUTH -- TOTAL NUMBER OF TOURISTS**  
Number of visitors to, and through Duluth

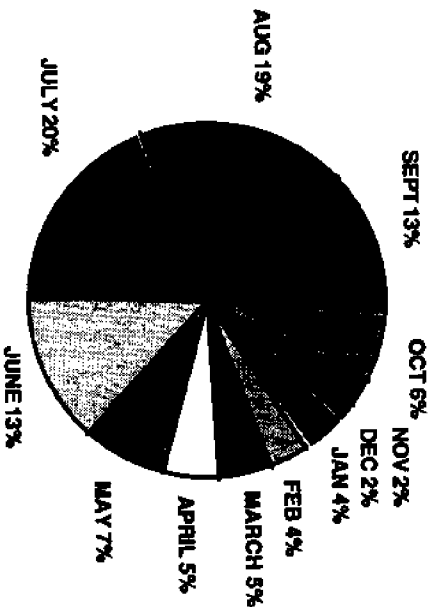
YEAR	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993
JAN	23,451	31,812	29,090	26,751	38,174	38,505	48,981	63,737	46,227	42,532	48,540	83,513
FEB	28,133	30,217	42,067	38,110	32,762	43,136	38,647	42,461	59,111	69,184	91,205	83,513
MAR	47,921	43,223	46,873	64,515	62,255	68,399	80,030	107,330	86,430	94,596	82,094	109,061
APR	76,959	77,788	76,893	68,995	62,403	91,124	80,724	58,974	84,661	56,410	99,474	117,341
MAY	198,187	144,721	149,342	121,387	127,199	160,493	139,938	137,768	160,797	165,212	178,339	173,530
JUN	237,106	219,794	219,973	217,158	262,167	320,868	306,459	309,082	354,939	404,153	343,031	308,234
JUL	359,948	369,290	424,564	744,313	910,958	527,913	546,937	583,041	588,516	676,223	583,733	435,023
AUG	351,006	446,173	425,058	339,631	462,655	573,385	517,025	562,648	869,070	596,074	610,696	449,526
SEP	242,744	264,163	242,863	224,266	257,657	388,888	322,688	386,389	330,154	444,490	413,008	309,525
OCT	105,324	158,731	110,986	97,755	102,402	114,531	134,838	165,815	180,813	246,703	197,536	150,567
NOV	32,005	46,380	29,600	66,292	36,165	66,346	86,522	43,923	58,454	93,756	75,491	56,516
DEC	35,635	31,778	40,987	43,946	31,420	62,628	74,011	46,040	51,967	50,963	96,619	44,463
TOTAL	1,676,419	1,894,050	1,638,196	2,053,139	2,398,217	2,456,016	2,375,800	2,527,208	2,870,839	2,939,996	2,819,675	2,320,812

SOURCE: Duluth and Northeastern Minnesota Visitors Statistics Abstract

**TOTAL NUMBER OF YEARLY TOURISTS FOR 1993**



**MONTHLY MARKET SHARE FOR 1993**



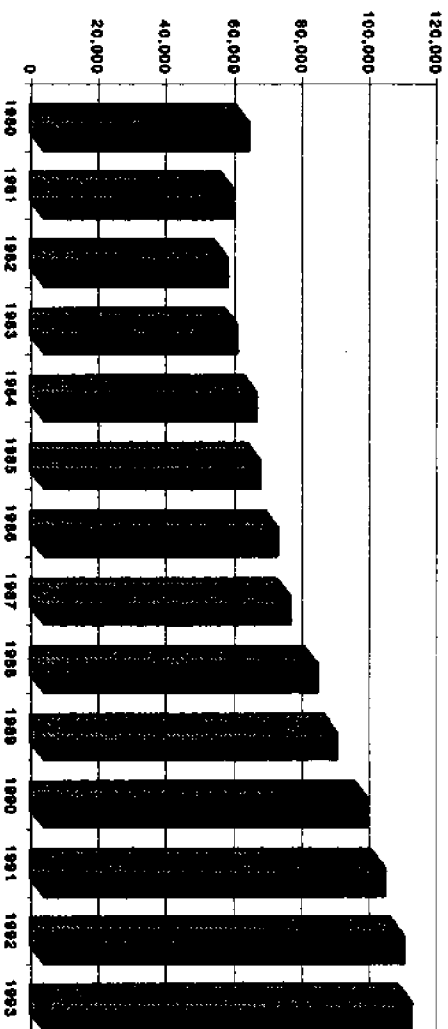
**Table 1**

**DULUTH TOURISM SPENDING**  
Unadjusted for Inflation  
(in thousands of dollars)

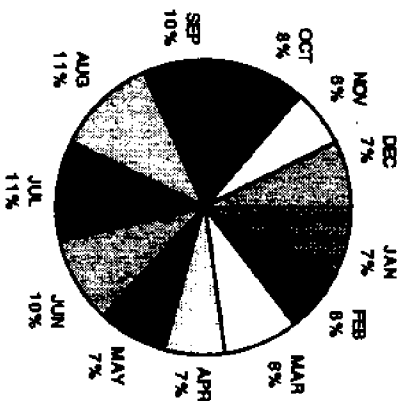
YEAR	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993
JAN	4,173	3,879	3,488	3,577	4,267	4,001	4,705	3,550	5,616	5,870	6,289	6,766	7,694	7,777
FEB	1,518	4,250	4,461	4,088	4,599	4,591	4,853	7,198	5,422	5,998	6,913	7,176	8,031	8,242
MAR	4,443	4,724	4,362	4,449	5,158	5,322	5,164	5,889	6,327	7,012	7,857	8,134	8,542	8,766
APR	4,819	4,271	3,981	3,897	4,883	4,438	4,438	5,205	6,000	6,140	6,796	7,179	7,340	7,325
MAY	4,941	4,191	4,209	4,518	4,929	4,930	5,256	5,876	6,337	6,510	6,975	7,530	8,088	7,945
JUN	5,913	5,513	5,336	5,482	5,909	6,373	6,834	7,214	7,791	8,209	9,147	9,452	10,190	10,346
JUL	5,998	6,073	5,676	6,021	6,351	6,572	7,432	8,224	8,599	9,018	9,796	10,814	10,806	11,738
AUG	6,458	5,871	5,704	6,807	6,392	7,028	7,351	8,103	8,301	9,606	10,838	11,465	11,831	12,147
SEP	5,077	5,252	5,175	5,548	6,026	6,382	7,105	7,426	7,829	8,342	9,748	9,411	10,315	10,487
OCT	5,077	4,316	4,507	5,055	5,482	4,929	5,509	3,163	6,896	7,432	8,153	8,774	8,978	9,181
NOV	4,098	3,879	3,348	3,632	4,209	4,725	4,999	4,944	5,260	5,901	6,640	6,461	6,703	6,693
DEC	4,703	3,727	3,914	4,049	4,589	4,537	5,364	5,849	6,305	6,507	6,905	7,305	7,577	7,960
TOTAL	60,175	55,946	54,161	57,133	62,803	63,828	69,030	72,841	80,683	86,545	95,738	100,467	106,095	108,617

SOURCE: Duluth and Northeastern Minnesota Statistics Abstract

TOTAL YEARLY TOURISM SPENDING IN 000'S OF DOLLARS



MONTHLY MARKET SHARE FOR 1993



**Table 2**

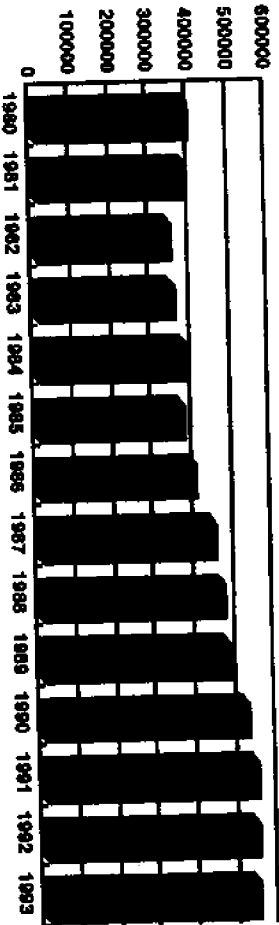
## DULUTH HOTEL OCCUPANCY

Number of room nights rented

YEAR	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993
JAN	26183	25183	20515	16576	19557	16089	20700	17842	27541	27378	27702	29743	32826	31943
FEB	28273	24887	23635	19782	23003	22469	24247	36534	27132	27058	33619	34104	37758	37782
MAR	26455	27245	24576	22980	26417	29086	23334	30769	32420	36211	38635	39888	39679	37768
APR	25660	25671	23222	19899	30323	20125	22982	25786	31743	29862	31518	34507	32926	30909
MAY	30949	28304	28391	23027	27107	25156	28449	31108	31108	32747	34246	34933	38192	35987
JUN	42167	41361	37754	39227	40142	43840	47736	52274	53867	51517	56525	56540	61138	58106
JUL	42167	47876	41096	43103	45414	44082	50334	56326	57286	57903	61479	68736	63199	68792
AUG	50140	46643	44767	49113	50206	48361	63751	66669	57547	60646	68700	71346	70891	72328
SEP	40915	42289	34782	39703	37392	45097	47536	46906	51169	52492	61843	57164	59451	60868
OCT	33657	33609	29285	32378	33971	31980	33275	37227	39116	40178	45111	48205	45448	45971
NOV	19547	16392	16463	17593	17801	18441	19540	21052	23883	26667	30870	30032	25802	26381
DEC	20200	17236	15070	16601	18443	18316	25035	24852	24890	27636	27718	31754	26469	28885
TOTAL	387213	376506	336655	339872	389778	364322	394498	439434	457481	470085	516866	536961	533779	536120

SOURCE: Duluth and Northeastern Minnesota Statistics Abstract

TOTAL YEARLY HOTEL OCCUPANCY FOR 1983



MONTHLY MARKET SHARE FOR 1993

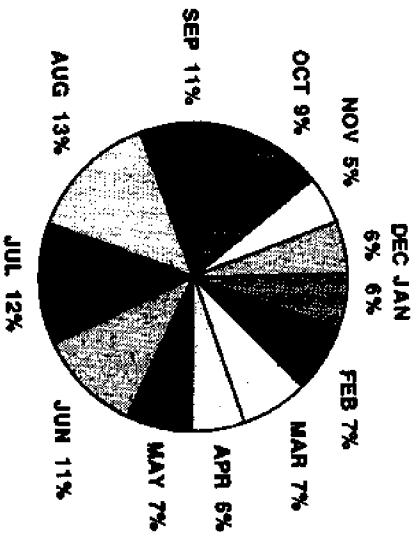


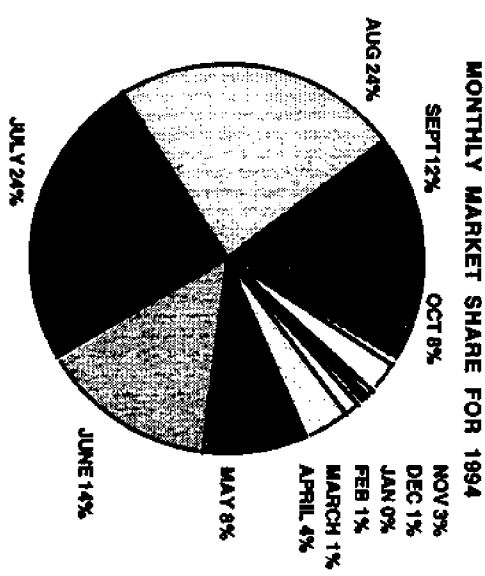
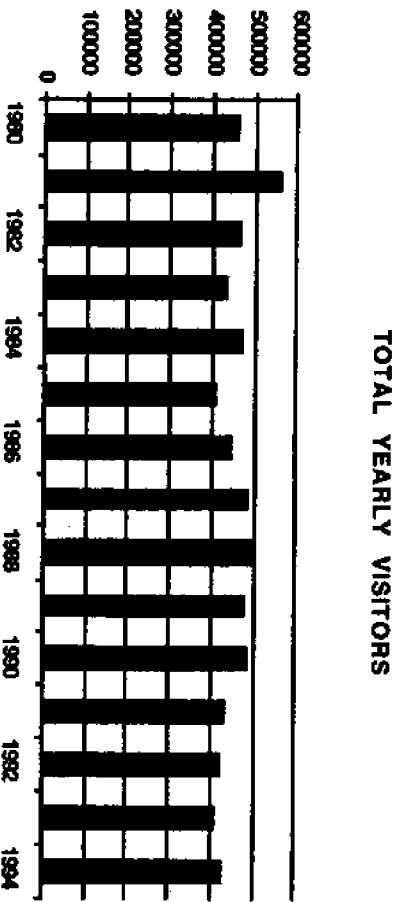
Table 3



**CANAL PARK VISITORS CENTER**  
Duluth, Minnesota  
**NUMBER OF VISITORS**

YEAR	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994
JAN	1,621	2,770	842	1,804	1,846	1,993	1,866	2,842	2,091	2,337	2,259	2,009	2,737	1,963	1,577
FEB	2,140	2,469	3,667	4,746	3,206	4,380	2,539	3,875	2,912	2,602	2,868	4,340	4,256	3,164	2,680
MAR	4,823	5,960	3,347	5,148	4,426	6,191	6,649	7,844	5,805	6,029	6,650	6,789	7,706	6,721	5,604
APR	26,628	24,178	10,774	17,965	21,247	21,663	14,223	21,566	23,864	20,790	26,691	19,908	18,306	19,320	16,272
MAY	56,672	48,618	63,400	36,224	40,468	43,023	43,617	43,367	46,154	40,913	42,115	35,667	42,483	33,965	36,194
JUN	87,828	80,284	80,243	80,990	71,504	63,753	70,905	73,306	68,446	62,415	73,349	67,486	59,115	57,238	80,912
JUL	107,782	122,106	102,757	103,972	112,477	85,666	106,296	109,106	114,893	116,869	109,742	103,337	96,884	100,737	105,753
AUG	102,289	132,106	97,248	101,767	106,322	90,730	106,718	113,745	119,479	112,186	110,086	105,515	96,679	96,691	101,656
SEP	36,148	81,933	51,939	52,086	56,620	48,484	47,987	60,462	62,591	62,564	55,963	48,341	48,415	47,489	50,296
OCT	16,291	41,566	34,548	40,606	36,219	27,742	30,383	29,172	34,917	36,792	37,859	30,845	29,462	31,831	33,286
NOV	10,271	16,072	9,687	6,910	11,934	15,136	8,754	11,767	9,948	7,961	12,322	4,213	9,632	7,062	10,978
DEC	6,117	2,484	2,871	1,961	4,281	1,967	1,874	2,227	2,721	2,642	3,719	2,836	3,248	2,435	2,899
<b>TOTAL</b>	<b>458,610</b>	<b>560,964</b>	<b>461,313</b>	<b>433,159</b>	<b>469,662</b>	<b>410,307</b>	<b>440,809</b>	<b>479,248</b>	<b>493,621</b>	<b>474,050</b>	<b>483,613</b>	<b>431,306</b>	<b>419,123</b>	<b>408,656</b>	<b>428,099</b>

SOURCE: Duluth and Northeastern Minnesota Visitor Statistics Abstract



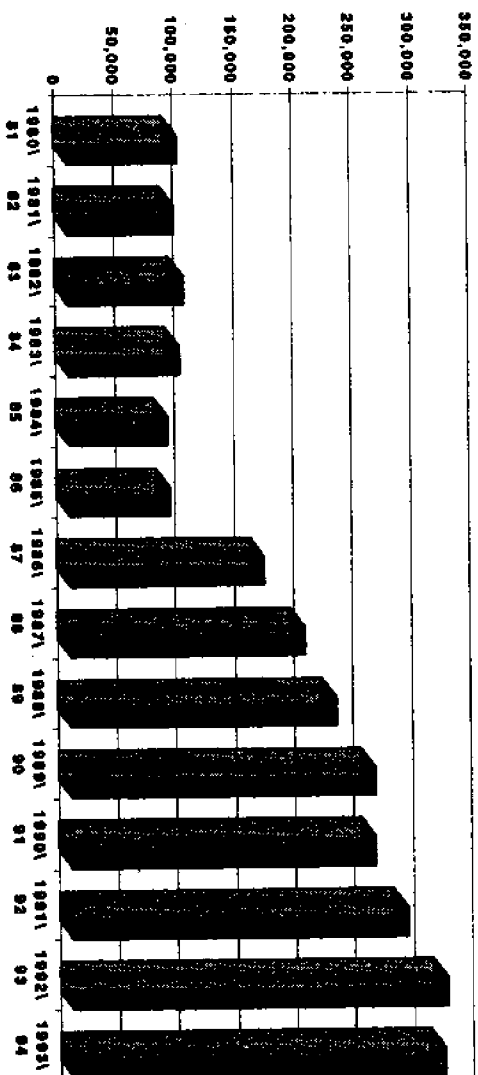
**Table 4**

SPIRIT MOUNTAIN SKI AREA

YEAR	1980/81	1981/82	1982/83	1983/84	1984/85	1985/86	1986/87	1987/88	1988/89	1989/90	1990/91	1991/92	1992/93	1993/94
NOV	1,772	2,293	1,793	2,941	1,112	4,535	11,662	10,600	3,807	4,849	4,800	7,538	10,349	5,828
DEC	20,616	19,128	19,586	18,735	17,078	17,900	39,342	53,196	53,219	64,656	70,303	81,569	56,594	56,594
JAN	29,261	17,761	32,776	30,424	25,275	23,800	44,427	55,931	71,106	78,907	86,329	95,943	91,324	90,173
FEB	27,449	30,609	34,515	27,526	27,526	23,800	53,131	56,613	62,840	62,840	92,726	87,523	104,674	104,889
MAR	12,784	18,819	7,255	13,467	11,934	14,100	15,108	22,130	33,070	33,070	32,511	10,934	53,715	56,456
APR	0	0	211	197	0	0	0	0	0	0	0	0	0	0
TOTAL	91,862	88,610	96,148	92,827	82,925	84,135	163,670	197,470	224,042	256,331	256,669	283,507	316,656	313,942

SOURCE: Duluth and Northeastern Minnesota Statistics Abstract

TOTAL NUMBER OF YEARLY SKIERS



MONTHLY MARKET SHARE FOR 1993/94

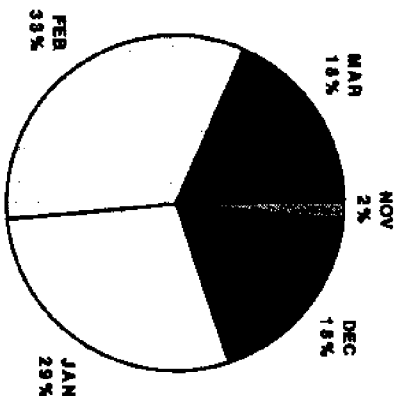


Table 5

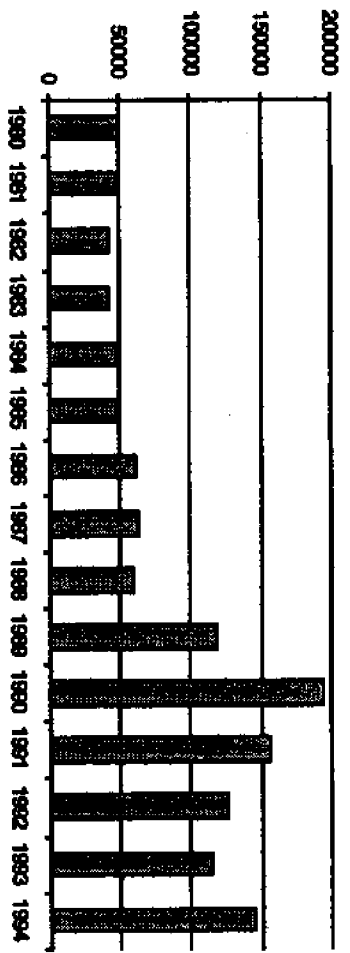
LAKE SUPERIOR ZOOLOGICAL GARDEN

YEAR	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	
JAN												5,789	8,492	3,226	1,031	888
FEB												7,098	11,430	5,999	2,390	2,020
MAR										6,923	11,879	11,440	6,418	4,629	4,930	
APR										7,574	13,634	10,642	7,482	5,040	7,440	
MAY	4,342	3,890	4,690	2,896	3,893	4,483	12,510	11,876	13,282	18,594	21,708	18,744	17,521	16,300	20,479	
JUN	11,323	9,842	11,128	9,418	8,954	10,935	14,553	12,081	14,882	15,709	21,422	26,067	17,867	13,663	20,949	
JUL	18,021	16,909	14,567	14,367	17,285	17,287	17,036	18,499	17,136	19,457	31,610	24,627	25,700	33,435	31,524	
AUG	16,022	17,395	12,824	14,815	16,695	14,693	17,280	20,632	14,414	14,256	34,281	23,584	21,274	18,996	22,647	
SEP										15,495	13,654	9,598	8,404	8,408	12,825	
OCT										11,745	10,982	5,009	6,922	4,323	7,650	
NOV										4,774	5,652	1,347	1,380	1,001	3,802	
DEC										3,819	15,985	6,289	3,075	5,772	8,020	
TOTAL	49,708	48,066	43,189	41,486	46,727	47,378	61,379	63,068	59,654	118,336	193,574	157,249	125,238	114,989	143,595	

Year round visitor counts began in March 1989, in prior years, only summer visitation was counted.

SOURCE: Duluth and Northeastern Minnesota Visitor Statistics Abstract

TOTAL YEARLY VISITORS



MONTHLY MARKET SHARE FOR 1994

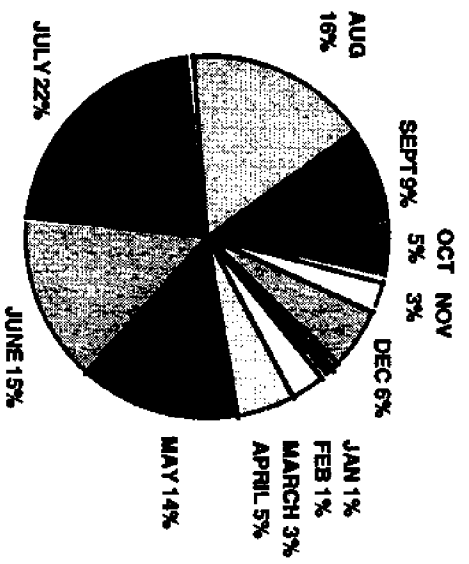


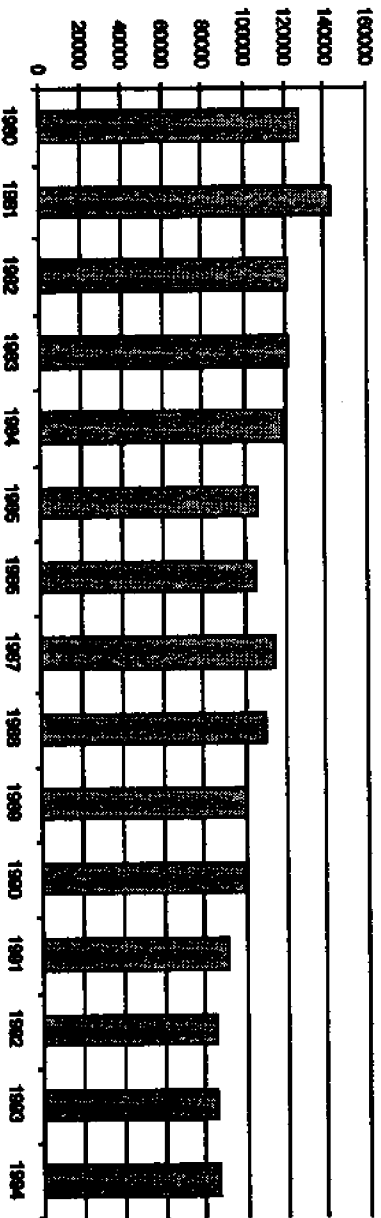
Table 6

GLENSHEEN HISTORIC HOME

YEAR	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994
JAN	1656	3159	1739	1914	1445	1135	1179	2017	1512	943	1103	824	1093	1137	593
FEB	2369	4033	3084	2467	2901	2057	1835	2752	1873	1857	1922	1637	1973	1741	1172
MAR	3374	5492	3502	3676	3429	3093	2857	3224	2815	2655	2770	2444	2813	2059	2051
APR	4467	7140	4518	4125	4228	4030	3141	4027	3225	3365	3207	3305	2703	2189	2918
MAY	10138	13034	10805	8957	8989	9078	8622	8399	8531	7190	6904	6766	7383	5603	5681
JUN	16817	18133	16730	16001	15920	13990	12257	13404	12704	11575	11144	11209	8833	8477	8821
JUL	22188	22244	22528	23956	24300	21070	21765	22487	22777	20914	19746	18893	16144	17439	18116
AUG	23159	23996	22499	24414	22316	22457	22220	24089	23723	21071	20403	20592	18479	18898	19396
SEP	19515	19500	18905	17715	16998	15648	14613	16282	15991	14489	14377	12281	11000	12449	12055
OCT	14659	14761	10924	12947	10816	8395	8934	8958	9432	9667	9988	8062	7395	6776	8093
NOV	5072	4625	2847	2619	2429	1955	2233	2849	2335	2310	2489	1015	2162	1832	2225
DEC	4347	6036	4418	3548	5185	3550	5353	5816	4818	5031	5693	4298	4450	4649	4702
TOTAL	127,711	142,313	120,690	121,989	118,936	106,167	104,809	114,024	109,646	101,057	99,326	91,126	84,428	85,259	85,783

SOURCE: Duluth and Northeastern Minnesota Statistics Abstract

TOTAL NUMBER OF VISITORS



MONTHLY MARKET SHARE FOR 1994

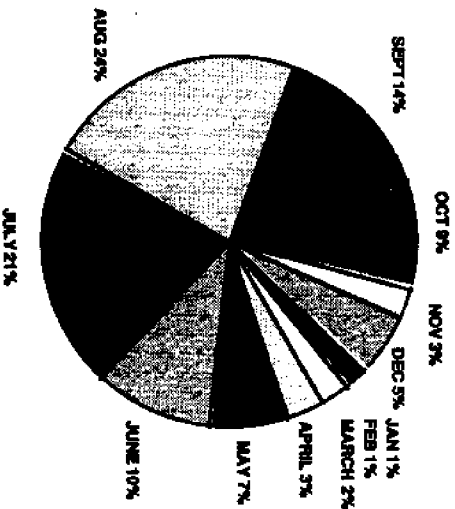


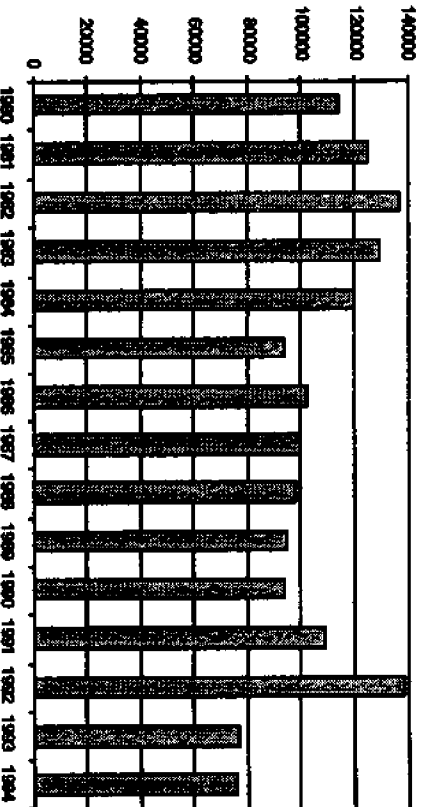
Table 7

ST. LOUIS HERITAGE AND ARTS CENTER (THE DEPOT)

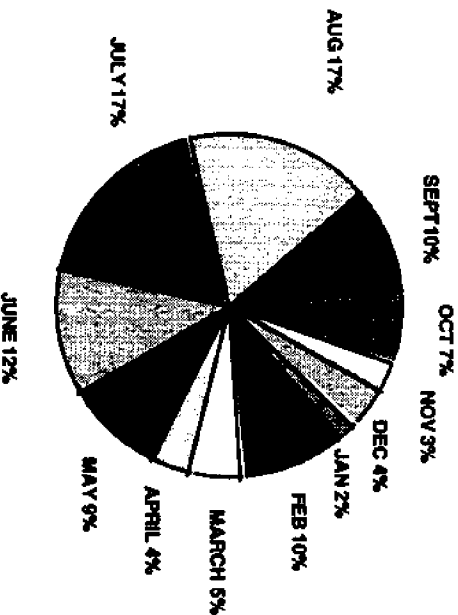
YEAR	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994
JAN	2,077	2,650	1,998	1,913	1,979	2,405	2,010	2,289	2,192	1,907	1,836	1,813	1,961	1,998	1,257
FEB	4,609	4,010	5,569	9,288	6,487	2,354	6,714	7,972	7,273	7,066	7,339	6,883	7,780	5,708	7,489
MAR	4,820	5,742	4,911	5,061	4,017	4,886	4,481	4,967	4,677	4,180	4,263	4,780	4,149	4,427	3,597
APR	4,928	8,790	5,600	5,123	4,284	3,809	3,598	3,461	3,623	4,144	3,662	4,164	3,729	3,646	2,778
MAY	10,064	11,229	8,513	11,313	11,453	9,977	9,579	8,599	8,039	9,437	9,728	11,415	6,656	6,719	6,893
JUN	13,358	15,422	19,859	14,283	12,804	10,048	10,538	10,279	8,882	10,132	9,964	14,140	7,947	8,640	8,781
JUL	21,376	22,271	31,616	27,096	23,301	17,099	21,863	18,798	18,859	17,538	16,546	22,183	13,704	14,423	13,639
AUG	24,788	23,878	29,950	25,520	25,108	19,386	19,565	19,447	20,370	17,919	17,372	22,685	38,582	14,095	13,386
SEP	10,238	11,666	13,131	12,865	12,790	10,222	8,578	10,210	9,244	8,992	9,048	8,644	20,680	7,544	7,590
OCT	7,386	8,824	7,341	10,653	8,563	6,306	6,078	5,782	6,363	5,540	6,421	6,599	28,181	5,564	5,135
NOV	3,744	3,815	3,366	2,863	3,620	2,120	2,971	3,311	2,552	2,729	2,721	1,845	1,881	1,655	1,916
DEC	6,368	6,245	5,993	3,651	5,032	4,699	5,525	4,987	5,693	4,946	4,720	3,786	3,248	2,436	3,166
TOTAL	113,726	124,542	137,037	129,359	119,438	93,301	102,498	100,082	97,767	94,430	93,620	108,937	138,478	76,445	75,627

SOURCE: Duluth and Northeastern Minnesota Statistics Abstract

TOTAL NUMBER OF YEARLY VISITORS



MONTHLY MARKET SHARE FOR 1994

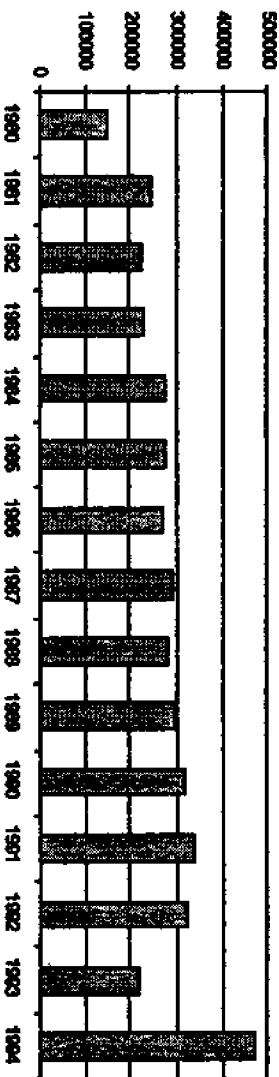


THOMPSON HILL INFORMATION CENTER

YEAR	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994
JAN	2,209	3,195	4,099	6,013	6,561	5,666	6,867	5,885	5,538	6,398	6,605	7,904	9,446	9,031	2,084
FEB	3,600	3,274	5,786	1,160	8,662	7,907	6,736	870	7,109	7,017	8,803	9,726	10,983	10,149	8,922
MAR	3,719	3,904	7,767	7,882	10,314	9,845	9,988	8,702	9,973	8,581	10,383	11,840	10,994	12,764	11,142
APR	4,139	16,154	8,896	6,884	13,009	12,302	11,256	12,104	10,482	21,767	13,546	13,697	12,841	14,513	10,278
MAY	12,015	23,156	18,923	18,735	23,202	21,756	21,846	23,241	19,945	23,501	24,362	26,284	27,594	24,706	39,621
JUN	30,460	29,611	19,433	25,470	37,924	40,018	37,235	42,147	35,362	28,628	40,279	45,364	39,503	36,576	67,338
JUL	31,034	56,079	51,844	43,270	62,534	64,616	60,794	68,489	62,249	62,268	64,689	69,216	61,240	39,746	102,705
AUG	32,932	55,158	49,123	39,610	52,078	52,980	58,613	65,830	66,453	67,463	64,351	72,709	61,597	32,212	96,550
SEP	15,660	39,791	33,581	37,118	31,911	32,014	28,780	32,014	34,502	37,035	40,287	39,979	43,132	23,876	59,782
OCT	8,541	8,120	16,009	28,384	20,846	16,518	13,892	16,518	18,281	21,522	24,997	23,906	24,322	11,572	39,499
NOV	2,553	4,683	4,140	6,717	6,283	7,280	7,388	8,241	5,853	5,605	10,537	8,333	10,694	2,188	17,723
DEC	1,846	2,982	4,541	4,872	5,078	5,105	5,926	7,594	6,011	4,943	8,374	8,622	8,464	2,284	15,149
TOTAL	148,708	246,118	224,122	227,915	278,200	276,007	289,103	291,635	281,836	286,748	317,213	336,382	320,780	218,697	470,794

SOURCE: Duluth and Northeastern Minnesota Visitor Statistics Abstract

TOTAL YEARLY NUMBER OF VISITORS



MONTHLY MARKET SHARE FOR 1994

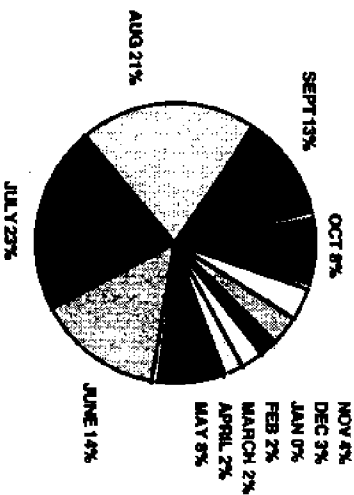


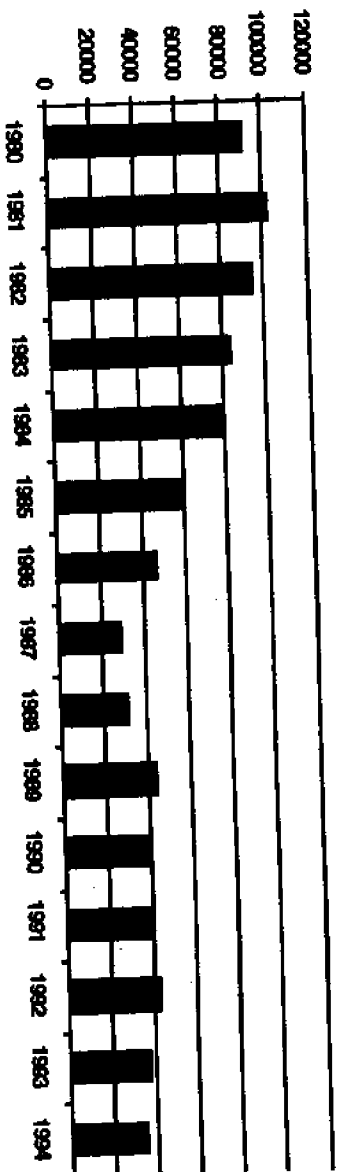
Table 9

TWEED MUSEUM OF ART

YEAR	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994
JAN	6,483	7,846	7,439	6,896	6,873	5,090	4,552	4,530	Closed	2,811	4,209	3,078	4,368	3,586	1,992
FEB	7,770	7,995	10,094	6,354	6,103	5,530	3,883	4,814	Closed	5,989	3,597	3,479	3,791	3,438	4,033
MAR	7,483	8,550	12,625	9,918	7,980	7,287	3,810	5,480	3,240	5,489	3,412	2,624	4,533	3,427	4,513
APR	9,751	9,606	9,945	9,126	7,655	6,420	5,718	6,748	3,739	4,170	3,971	4,566	4,845	4,261	4,048
MAY	10,279	10,443	5,051	8,998	8,052	7,879	5,700	2,622	4,116	4,283	4,107	3,685	3,322	3,376	4,071
JUN	4,288	6,076	9,190	4,727	4,240	3,600	1,417	2,734	1,242	2,126	2,828	1,316	1,426	1,307	1,226
JUL	4,679	5,200	4,213	3,376	4,571	3,695	2,461	1,997	2,116	2,421	2,929	2,464	4,705	2,823	1,876
AUG	4,933	5,473	4,457	3,542	4,447	2,623	2,998	Closed	1,809	3,133	2,484	1,857	1,888	2,779	1,976
SEP	9,636	9,361	7,124	6,804	6,467	8,806	3,957	Closed	4,304	3,504	3,579	3,407	3,814	2,805	4,197
OCT	10,115	12,723	7,468	10,249	7,128	4,313	4,694	Closed	3,095	3,932	3,340	4,167	4,908	4,133	3,221
NOV	6,199	9,897	7,253	5,823	6,751	3,793	3,916	Closed	4,097	3,016	2,750	4,545	2,451	3,075	2,229
DEC	9,289	9,387	9,780	7,811	8,182	3,156	2,712	Closed	3,654	2,779	2,405	4,793	2,818	2,488	2,358
TOTAL	90,903	102,157	94,619	83,416	78,409	69,862	45,818	28,625	31,412	43,483	39,611	39,961	42,870	37,498	35,739

SOURCE: Duluth and Northeastern Minnesota Statistics Abstract

TOTAL NUMBER OF YEARLY VISITORS



MONTHLY MARKET SHARE FOR 1990

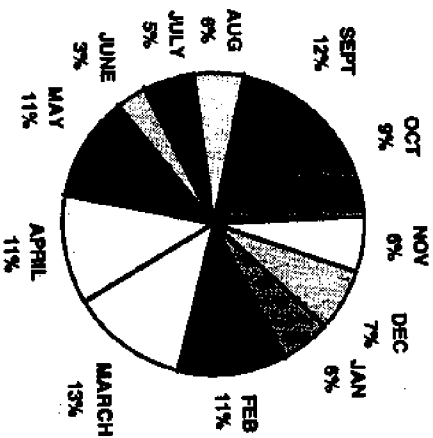


Table 10