



**FOR IMMEDIATE RELEASE
TUESDAY, JANUARY 7, 2025**

MEDIA CONTACT:

**Jeff Anderson, Northeastern Regional ATV JPB
(218) 590-5970 or jeff@costingrouppmn.com**

Positive Economic Impact of ATV Riders on Northeastern Minnesota Highlighted by New Study

Duluth, MN – A new study commissioned by the University of Minnesota Extension and the Northeastern ATV Joint Powers Board, has revealed the significant positive economic impact of ATV riders on northeastern Minnesota’s local economy. The findings of the research demonstrate that ATV tourism is not only a growing trend but also a key driver of economic growth, bringing substantial benefits to the region's businesses, infrastructure, and communities.

According to the study, ATV riders contribute millions of dollars annually to the economy of northeastern Minnesota – specifically, St. Louis, Lake, and Koochiching Counties. In 2023 alone, ATV riders contributed an estimated \$36.1 million in economic activity to these three counties. The influx of riders supports a wide range of industries including hospitality, retail, transportation, and outdoor recreation. Local businesses, such as hotels, restaurants, gas stations, and equipment shops, are seeing consistent increases in revenue thanks to the growing number of ATV enthusiasts who visit the region for recreation and tourism.

“The study underscores the vital role that ATV riders play in the economy of northeastern Minnesota,” said Brigid Tuck, lead researcher from the University of Minnesota Extension. “The influx of visitors who ride and explore the region's ATV trails is helping sustain small businesses and creating jobs, which strengthens the economic fabric of this rural area.”

The research also highlights the long-term benefits that can result from investing in ATV trail development and tourism infrastructure. Expanded trail systems, enhanced services for riders, and improved access to outdoor recreational areas have the potential to generate even greater economic returns in the future.

“The ATV Joint Powers Board and our local communities have worked tirelessly to create a safe and enjoyable environment for ATV riders,” said Paul McDonald, Chair of the Northeastern ATV Joint Powers Board and St. Louis County District 4 Commissioner. “This report validates our efforts and shows that fostering outdoor recreation can have lasting, positive effects on our local economy.”

As the popularity of ATV riding continues to grow, northeastern Minnesota stands poised to become a top destination for outdoor enthusiasts. Stakeholders, including local governments, tourism agencies, and business owners, will continue to collaborate on ways to promote ATV tourism and ensure sustainable growth for the region.

“Northeastern Minnesota’s ATV trails are more than just recreational pathways; they’re economic lifelines for many communities,” said Ron Potter, President of ATV Minnesota. “By supporting these trails, we’re not only enhancing outdoor experiences but also strengthening our local economies.”

Key findings from the study reveal:

- **Economic Boost to Local Communities:** ATV riders contribute \$36.1 million dollars in 2023 to the region through direct spending on lodging, dining, fuel, equipment, and other related expenses.
- **Job Creation and Support:** The influx of ATV enthusiasts supports hundreds of jobs across northeastern Minnesota, ranging from hospitality and retail to trail maintenance and related services.
- **Trail System Investment:** Northeastern Minnesota’s extensive ATV trail network has proven to be a vital asset, attracting riders from across the state and beyond. Investment in these trails not only enhances rider experiences but also stimulates economic activity in surrounding areas.
- **Tourism Growth:** ATV tourism has become a cornerstone of the region’s outdoor recreation economy, drawing visitors year-round and diversifying the local tourism industry.

For more information on the study and its findings, please contact:

The University of Minnesota Extension

Phone: 507-258-8727

Email: tuckb@umn.edu

Economic contribution of ATV trails in Koochiching, Lake, and St. Louis Counties, Minnesota study: <https://www.sehinc.com/hubfs/Website/Online/northeastern-regional-atv-joint-powers-board/Economic-contribution-of-ATV-trails-in-NE-MN-FINAL.pdf>

Northeastern ATV Joint Powers Board

Phone: (218) 365-8200

Email: mcdonaldp@stlouiscountymn.gov

Website: <https://www.sehinc.com/online/northeastern-regional-atv-joint-powers-board>

ATV Minnesota

Phone: (218) 235-0382

Email: r.potter@atvmn.org

Website: <https://www.atvmn.org>

About the University of Minnesota Extension

The University of Minnesota Extension connects community leaders, farmers, businesses, and others to the research and resources of the University of Minnesota. Through education and partnerships, the Extension supports sustainable development, economic growth, and overall community well-being in Minnesota.

About the Northeastern ATV Joint Powers Board

The Northeastern ATV Joint Powers Board is a collaborative effort between St. Louis, Lake, and Koochiching Counties working together to enhance and promote the development of ATV trails and tourism in northeastern Minnesota. The board focuses on fostering recreational opportunities that contribute to local economies.

About ATV Minnesota

ATV Minnesota is a statewide organization dedicated to promoting safe, responsible ATV riding and supporting trail development across Minnesota.

###