



April 11, 2013

Forests and Tourism

Outline:

1. Importance of Recreation and Amenity-based Values
2. Alternative Economic Values for Forestry
3. Regional Transitions in Resource Dependency

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The economic importance of forests

- Natural resources have long been relied on as a basis for economic activity.
- They play a large part in defining regional quality-of-life throughout the Lake States.
- Natural resources exist within a set of widely divergent social, economic, and environmental values.
- Increasingly, the natural resource base provides the foundation of recreation with impacts on local tourism businesses.
- The “amenity” aspects of natural resources are difficult to address because they typically serve as **latent** (hidden) inputs.



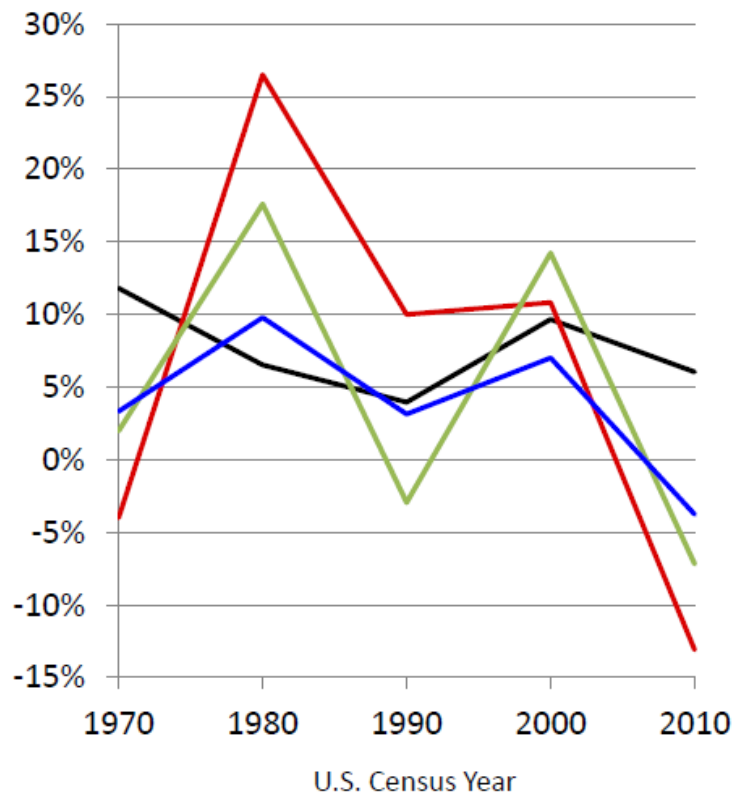
Part of a Multiple Use Strategy

- Complementary to production and conservation
- Compatibility with commercial forestry
 - Developing a shared focus on sustainability:
to maintain forest resources for stability of forest communities
- Variety of benefits to local communities:
 - Diversifying local economies
 - Developing local “amenity base”
and comparative advantages
 - Balancing cyclical employment patterns
 - Responding to changing population
and lifestyle patterns

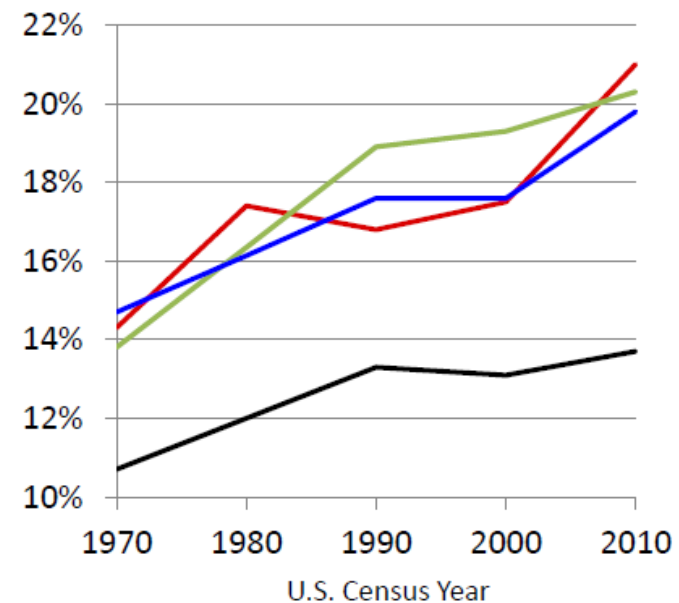


Forest sustainability – local population trends

Total County Population Change



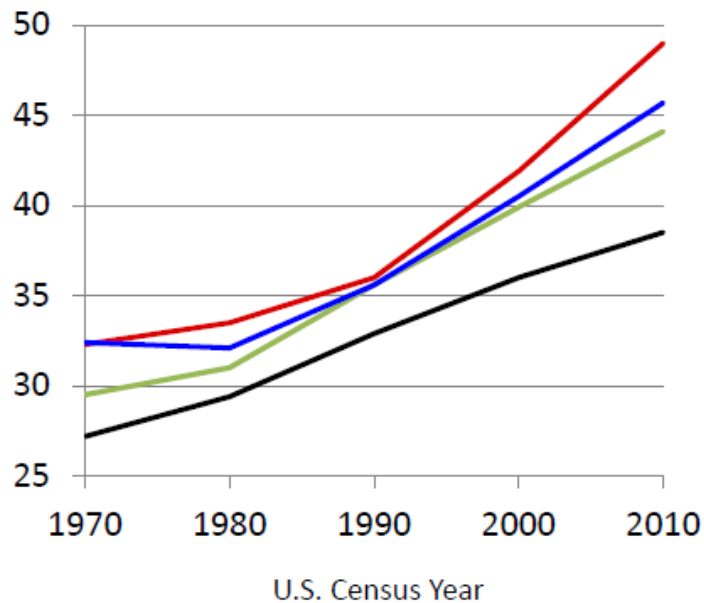
County Population 65years+



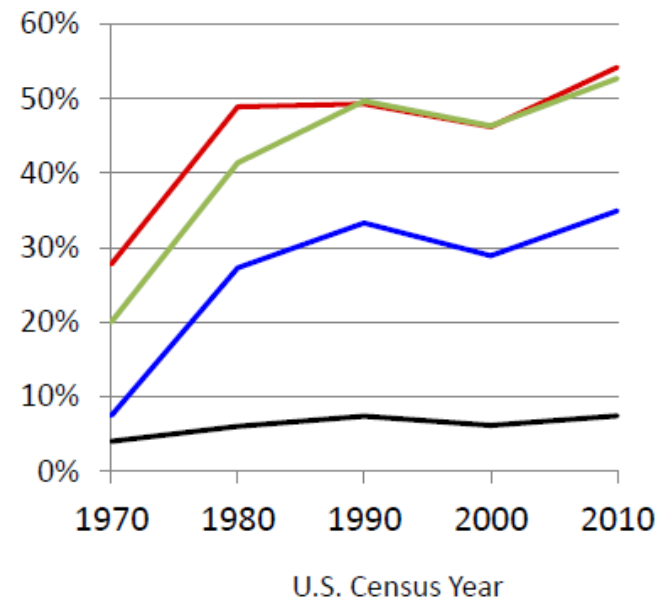
— Wisconsin (state) — Florence Co. — Forest Co. — Marinette Co.

Forest sustainability – local population trends

Median Population Age



Seasonal Housing Percentage



— Wisconsin (state) — Florence Co. — Forest Co. — Marinette Co.

Forest-based tourism in a changing society

- Adapting to broad changes in American society:
 - Location preferences
 - retirement
 - vacations
 - weekend travel
 - Increases in leisure time
 - Popularity of outdoor recreation
 - Improvements in health
 - Increasing mobility



Tourism outreach and planning

- Accessibility, infrastructure provision and maintenance
- Comparative features:
 - Cost-per-visit: dollars, time, & miles
 - “Place-making”
- Seasonality and time-peak demand
- Adaptive re-use
- Buffering of adjacent uses
- Quality of the “recreation experience” and quality of life for full-time residents



Economic values of forest recreation

- Forests are a central component of leisure travel demand
- Visitors spend money and contribute to local business activity
- Extent of economic impact determined by type of visitor

Percent of National Forest Visits* by Distance Traveled

Miles from Survey Respondent's Home to Interview Location†	National Forest Visits (%)
0 - 25 miles	29.2
26 - 50 miles	7.3
51 - 75 miles	6.6
76 - 100 miles	9.5
101 - 200 miles	23.6
201 - 500 miles	21.3
Over 500 miles	2.4
Total	99.9

Source: Visitor Use Report: Chequamegon-Nicolet; USDA Forest Service National Visitor Use Monitoring program, Data FY 2006.

Economic values of forest-based recreation

Trip Spending and Lodging Usage

Trip Spending	Value
Average Total Trip Spending per Party	\$287
Median Total Trip Spending per Party	\$170
% NF Visits made on trip with overnight stay away from home	57.9%
% NF Visits with overnight stay within 50 miles of NF	55.5%
Mean nights/visit within 50 miles of NF	3.1
Area Lodging Use	% Visits with Nights Near Forest
NFS Campground on this NF	16.1%
Undeveloped Camping in this NF	1.8%
NFS Cabin	1.5%
Other Public Campground	2.7%
Private Campground	4.9%
Rented Private Home	24.0%
Home of Friends/Family	13.5%
Own Home	36.5%
Other Lodging	0.3%

Source: Visitor Use Report: Chequamegon-Nicolet; USDA Forest Service National Visitor Use Monitoring program, Data FY 2006.

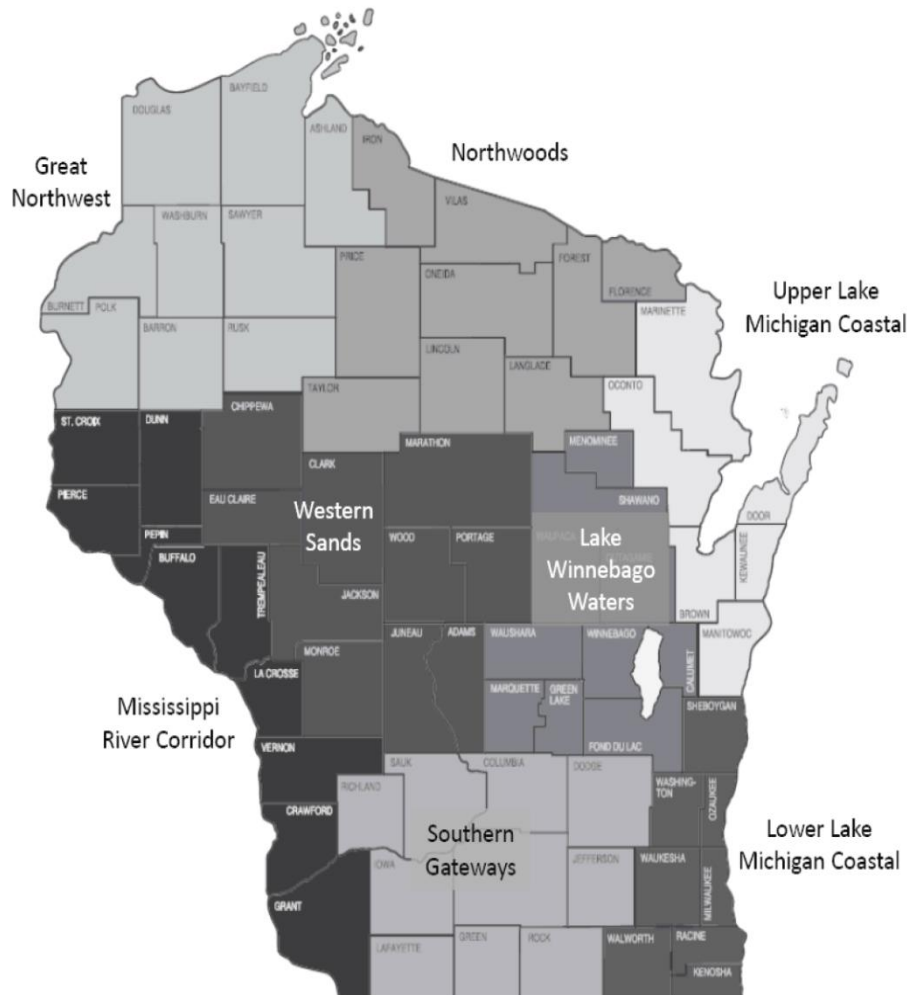
- **New** money to gateway communities serve as an “export”.

Wisconsin State Parks & Trails System



- Interest in the role of state parks and trails on local “gateway” communities
- Delphi study and meta-analysis of expenditures
- Overall, visitors to the Wisconsin State Parks and Trails System spend \$1.37 billion annually
 - \$665 million by non-locals
 - \$705 million by locals
- Northwoods ...

“Northwoods” Regional Estimates:

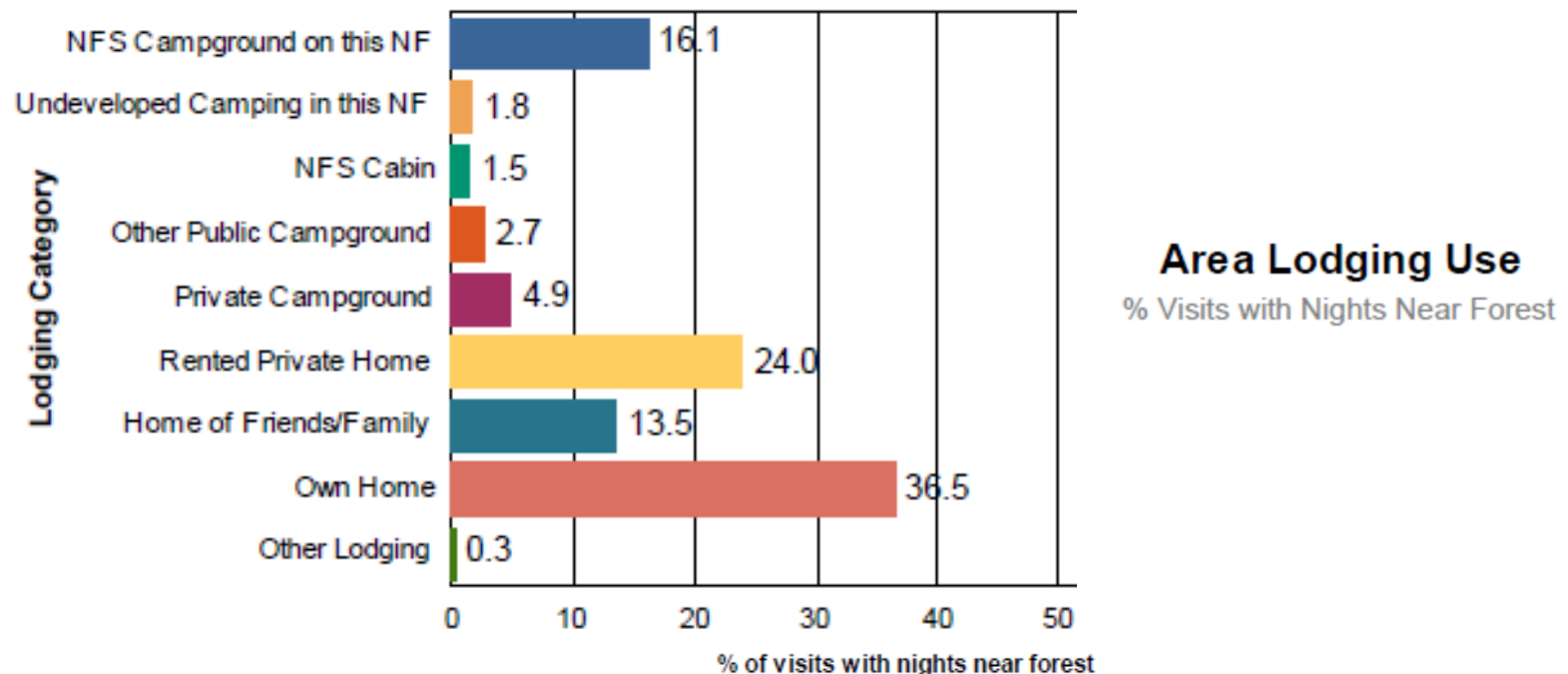


- Non-local visitors to three properties (Bearskin and Tuscobia State Trails and Council Grounds State Park) had the following annual expenditures:

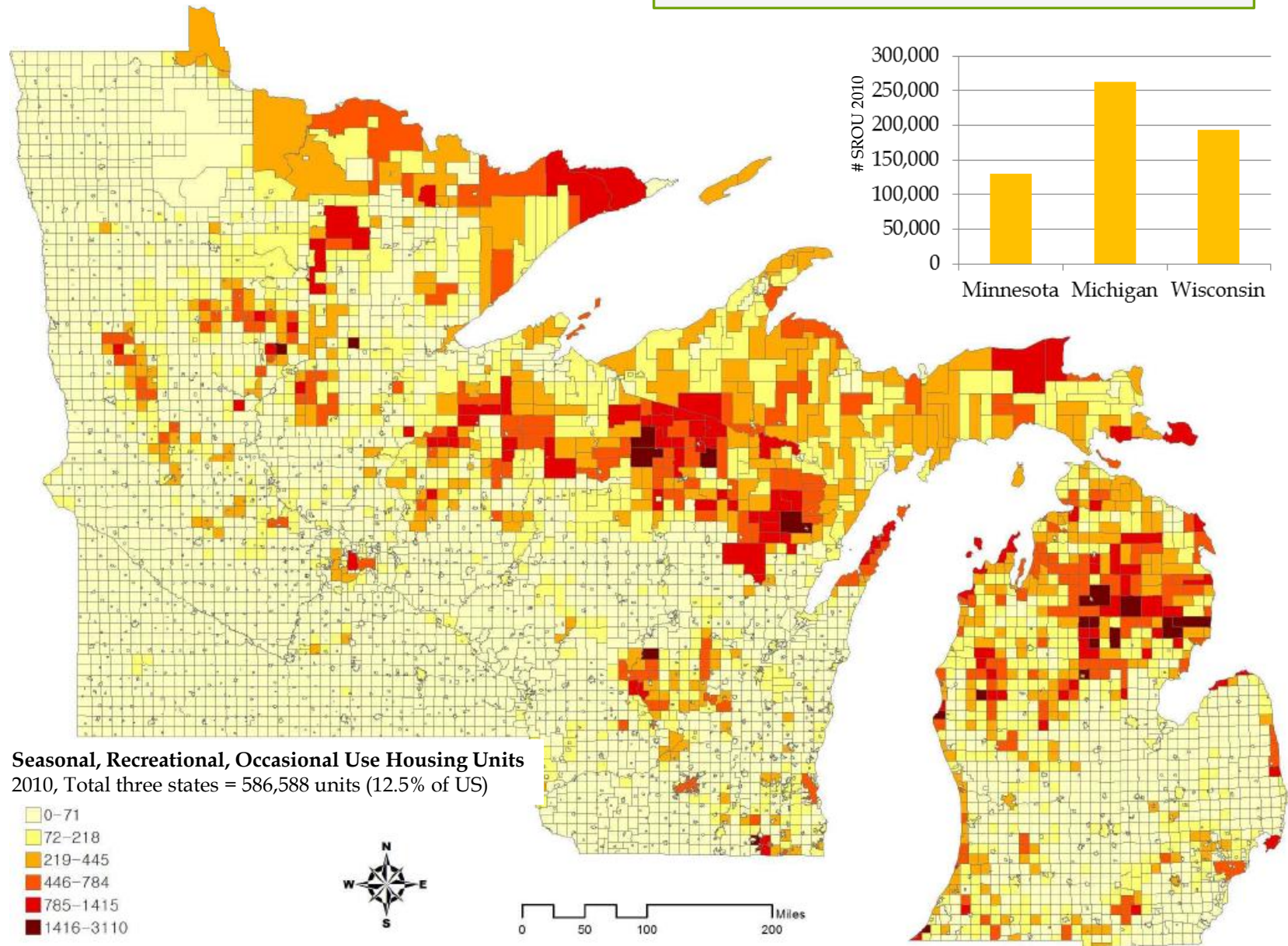
Expenditure Type:	Expanded Spending (2013 \$)
Lodging, including camping	\$2,597,400
Restaurants and bars	\$1,321,400
Gasoline and automobile service	\$1,432,900
Groceries and liquor	\$881,100
Entertainment	\$167,700
Other retail purchases, including souvenirs	\$391,200
Admissions/fees /licenses	\$718,500
Equipment rental & repair	\$560,500
Equipment purchase	\$2,485,100
Total	\$10,555,800

Economic values of forest-based recreation

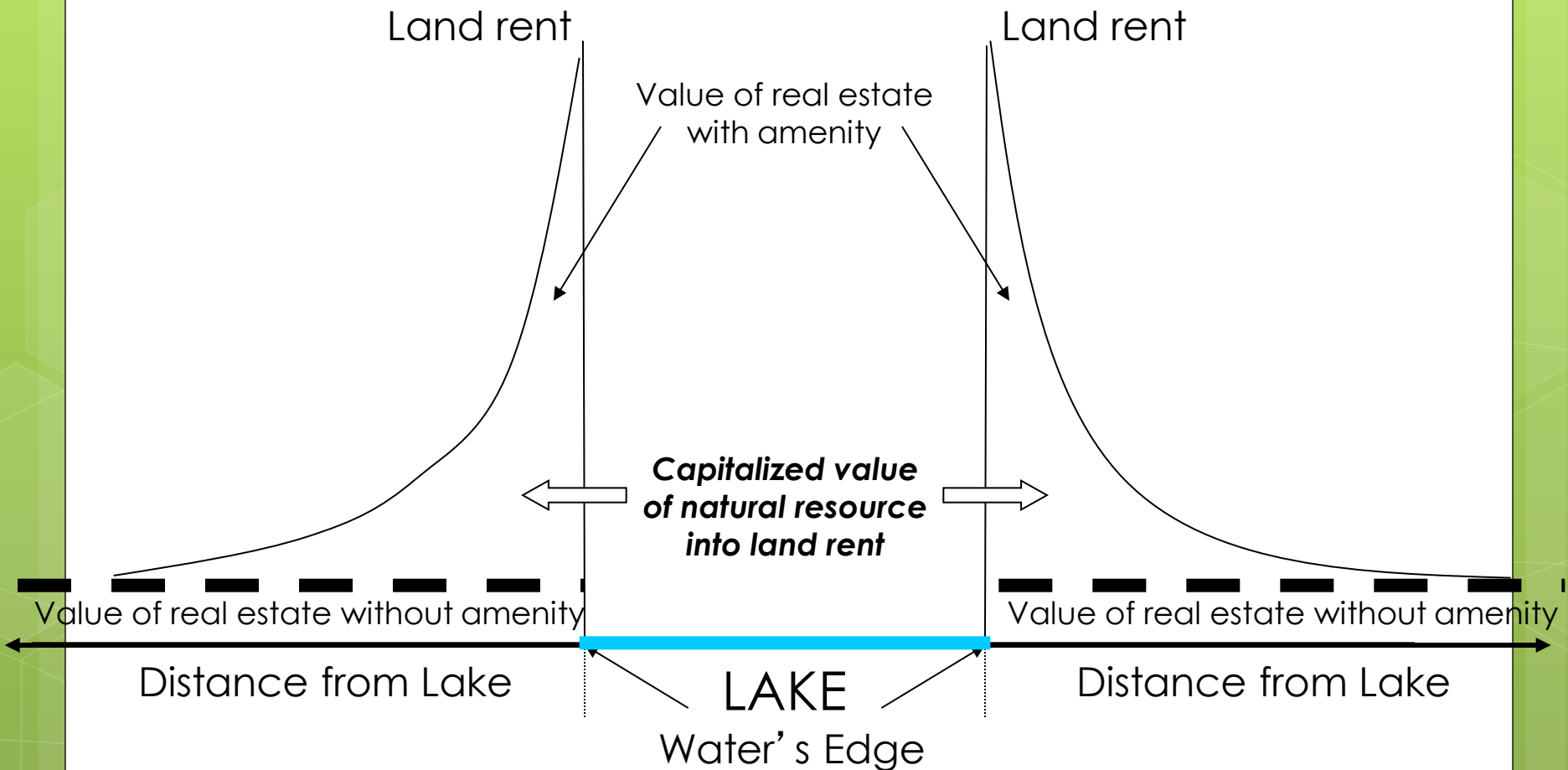
- Important to understand forest recreationists
- Overnight visitors to CNNF either camp, stay in local resort, or own a second home (latter is most important).



Source: Visitor Use Report: Chequamegon-Nicolet; USDA Forest Service National Visitor Use Monitoring program, Data FY 2006.



The hedonic values of real estate



Other forms of forest value: ecosystem function

- What value do we place on non-use:
 - intact ecosystems and biodiversity?
 - water quality and soil stability?
 - wildlife and habitat restoration?
 - carbon sequestration and storage?
 - bequest of productive landscapes?
 - options and existence?
- Economists have developed approaches to value non-use ecosystem functions.
- How do we capture these values in our management decisions?



The future of resource-based communities



- Amenities will play an increasingly important role in determining dominant forest uses.
- Impacts on rural communities of amenity migration will be transforming ... not just for leisure but increasingly for where we work and where we live.
- Forest use is undergoing a dramatic and permanent transition.
- How effective are we in balancing forest management as our uses transition?



Management strategies for balance

- Actively pursue, adopt, and promote forest uses that are complementary and supplemental.
- Use public participation processes, stakeholder assistance, and regulation to help balance through ranges of competitive use.
- Actively segregate and strongly regulate antagonistic uses.
- Develop public policy with an awareness and acceptance of alternative compatibilities.
- Work closely with stakeholders who share your production process ... encourage understanding of joint-ness
- Impress the importance of your product to those who benefit.
- Act to share the costs and conflicts of forest management.

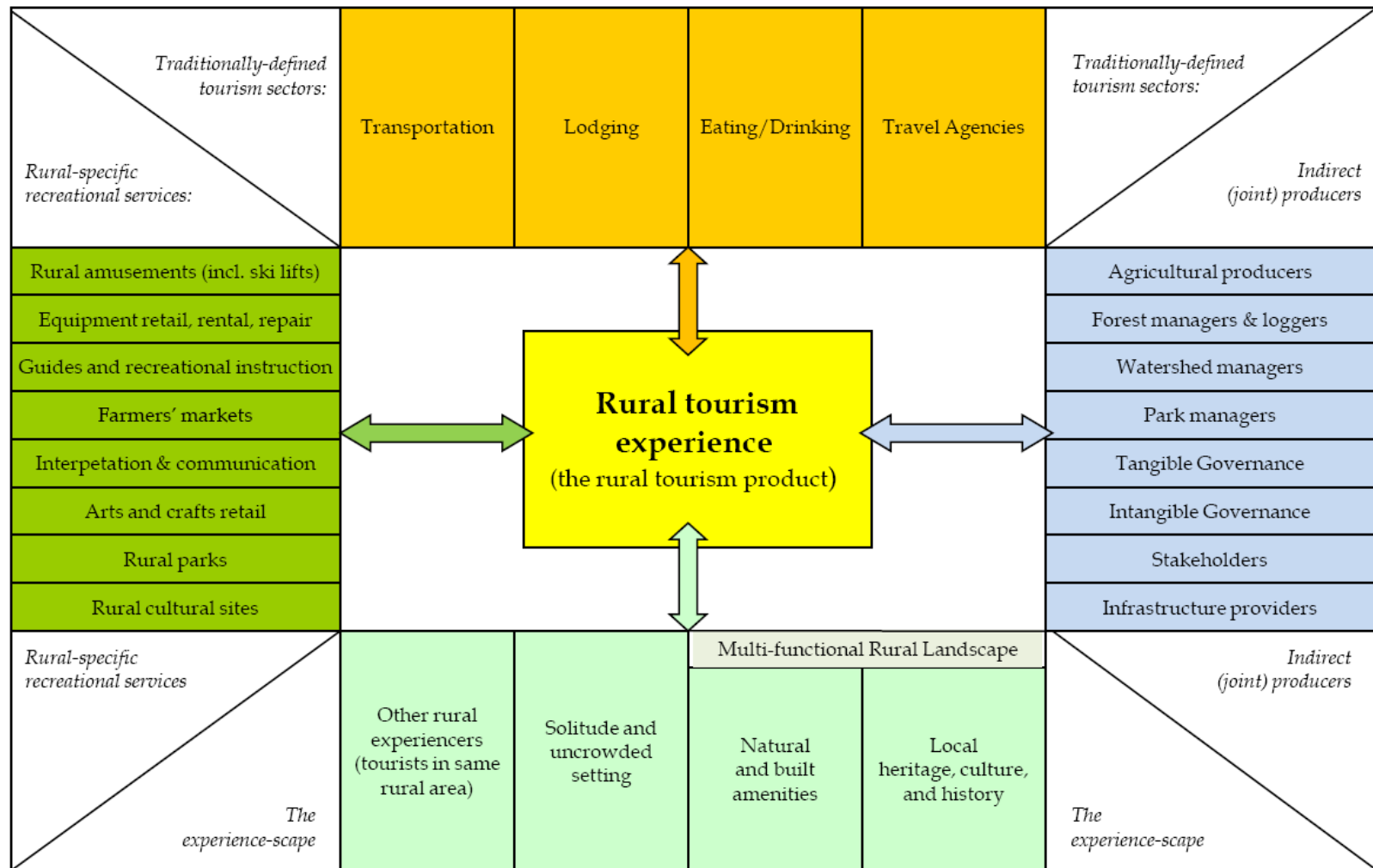
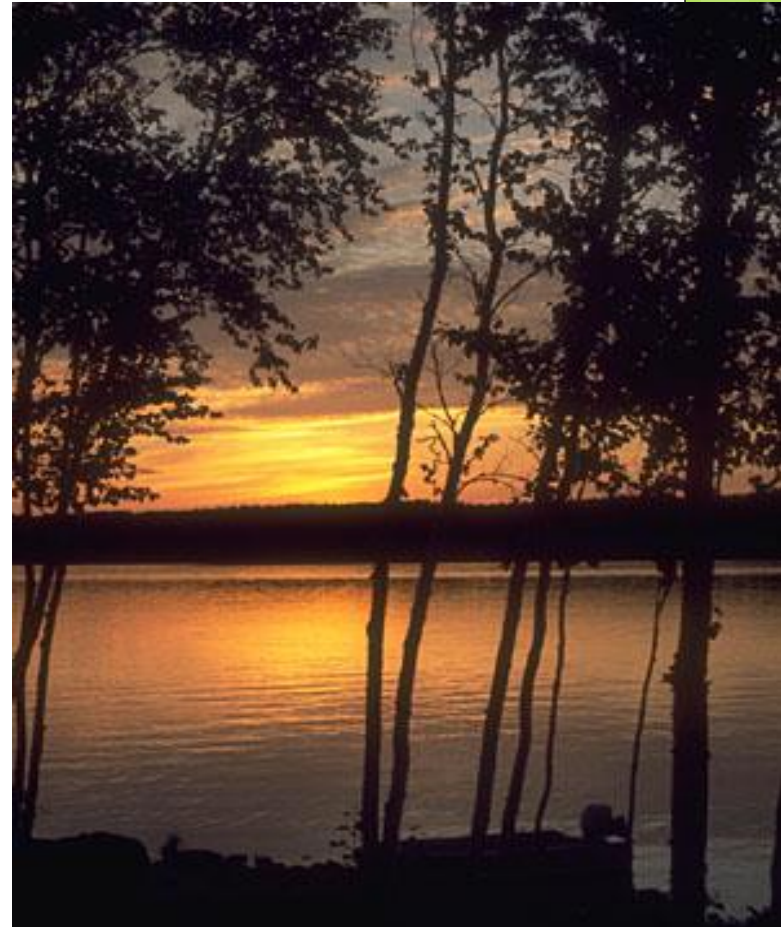


Figure iii. Co-production of tourism that explicitly incorporates experience-based, public, and jointly produced inputs and related services

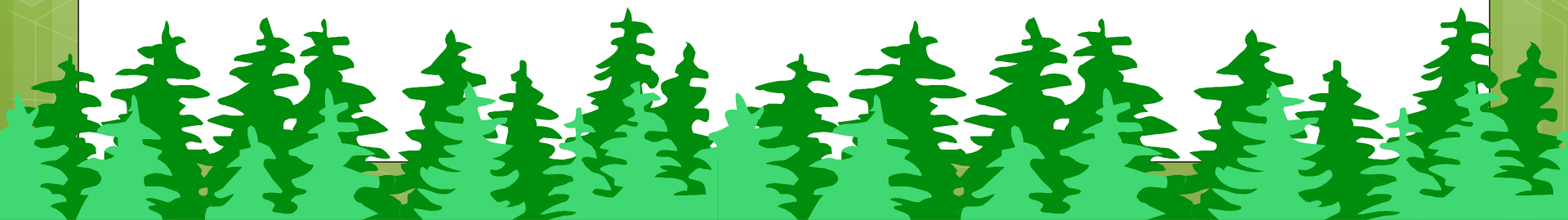
Ongoing initiatives: Balancing among multiple forest uses

- How can regional forest amenities be defined, measured, and categorized?
- To what extent are amenities important in explaining regional economic characteristics?
- What tradeoffs are needed to account for alternative compatibilities?
- How can forest managers improve “balance” among multiple uses as the transitions continue?
- How can we improve public policy to better maximize benefits and ameliorate conflicts?



Parting shots ...

- Natural amenities and forest recreation are an increasingly essential part of life in the Lake States ...
- Multiple use management entails balance, which is NOT easy and which is getting increasingly important ...
- Weighing amenity use with traditional forest uses opens a complex can-of-worms that MUST be dealt with ...
- Attainment of multiple objectives entails maximizing complex benefits while minimizing and ameliorating incompatible uses ...
- The presence and use of amenity resources is transforming rural communities throughout the Lake States ...
- ... how should/will contemporary forest management respond?



Thanks!

**For further discussion
of these topics:**

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