



2025 Bayfield Peninsula Silent Sports Trails Study Highlights

Economic Impact of Trails

- Visiting trail users spend about **\$620 per trip and about \$219 per day**, directly attributed to the Bayfield Peninsula trails.
- Trails generate **economic value of over \$3.5 million** annually.
- The trails **support 33 jobs per year**.
- Lodging, food, and recreation/amusement are the top three spending categories.

Impact of Trails on Visitorship of Bayfield Peninsula

- 54% of trail users visit the Bayfield Peninsula primarily due to the trails.
- Another 9% who would not have visited if the trails did not exist.
- 34% of trail visitors lengthen their stay due to the trails; 43% of these trail users add 2 or more days to their trip.
- Well over half (61%) of trail users visit the Bayfield Peninsula trails at least twice a year.

Trail Attributes, Characteristics, and Area Amenities

- The majority of trail users find the following trail characteristics to be “important” or “very important” to them: Quiet, natural surroundings (95%), No motorized vehicles (89%), Seeing wildlife and birds (86%), Points of interest (81%), Variety of trails (78%), and Lack of crowds (73%).

What Trail Users Have to Say

“We have some of the best trails in the region, and they are a huge asset for our community. They provide opportunities for residents and also bring visitors that help sustain our local economies.”

“I go to the trails for exercise, fresh air, to clear my mind and refresh my soul.”

“I am a physician in the area. Realistically, without the trails we have, I would likely not be in this area. They are an important draw to many people that move to this area.”

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