

The Ice Age Trail is a Vital Economic Engine

\$820

MILLION ANNUAL ECONOMIC OUTPUT

The Ice Age Trail drives significant sales and services across the state through visitor spending.

6,320

JOBS CREATED

Ice Age Trail visitation creates jobs in a variety of sectors, including hospitality, retail, and business services.

\$285

MILLION IN LABOR INCOME

Jobs created because of the Ice Age Trail boost incomes, driving more spending.

Statistics and figures listed in this brochure were determined by the Fiscal and Economic Research Center (FERC) at the University of Wisconsin-Whitewater based on research conducted between October and November of 2023 for the Ice Age Trail Alliance. The IMPLAN economic modeling system was used to determine economic impact.

Be Part of the Trail's Success

The Ice Age Trail is closer than you think—60% of Wisconsin residents live within just 20 miles of a segment. With countless ways to volunteer, it's easy to make a difference. Whether your passion lies in land conservation, habitat restoration, connecting youth with nature, promoting wellness, or shaping a legacy that lasts for generations, there's a Trail-related cause waiting for you.

Support the Ice Age Trail with your time, your resources, or both.

Visit IceAgeTrail.org to learn more.



About the Ice Age Trail Alliance

Headquartered in Cross Plains, Wis., the Ice Age Trail Alliance is the nonprofit member- and volunteer-based organization that conserves, creates, maintains, and promotes the Ice Age National Scenic Trail. Together with its partners, the National Park Service and the Wisconsin DNR, the Alliance envisions a premier, continuous, completed 1,200-mile Trail, which highlights the remarkable landscape features left behind by the last continental glaciation and connects people to its wonders.

About the Fiscal & Economic Research Center

The University of Wisconsin Whitewater- Fiscal and Economic Research Center provides research services for area businesses, not-for-profit organizations and government entities, including: Economic analysis, Geographic Information Systems (GIS) analysis, Market research, marketing strategy, and planning, Statistical analysis, Simulation analysis, Ecological and biological analysis, Government and public policy analysis, Entrepreneurship, Economic forecasting and business development.

The Economic Impact of The Ice Age National Scenic Trail



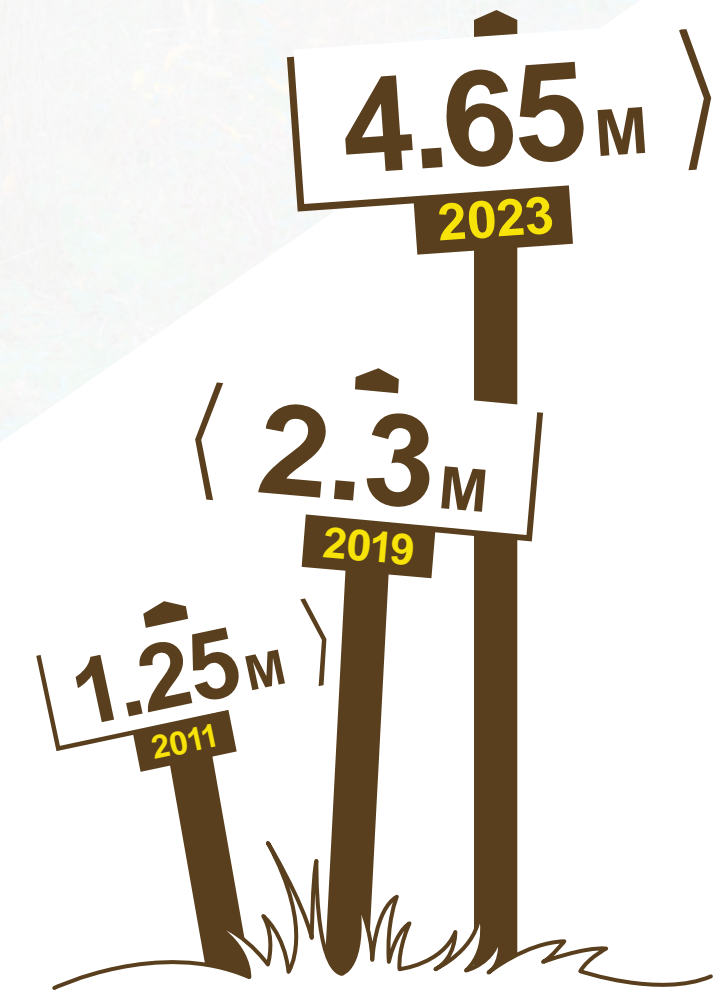
A Trail with National Significance

The Ice Age Trail is more than a 1,200-mile scenic path winding through Wisconsin's natural beauty. It's 1 of the 11 great walks in the United States: a National Scenic Trail, which attracts **4.65 million visitors annually** and significantly impacts the Wisconsin economy.

For All Seasons and All Users

Throughout the year, the Ice Age Trail attracts a variety of users. Its close proximity to hundreds of Wisconsin communities makes the Trail easy to access. For some, the Trail is part of their daily routine—a path for regular hikes, dog walks, or Trail runs. For many, the Trail is a source of adventure—a reason to explore areas of the state, which are new to them. For others, the Trail offers an opportunity to give back through volunteering.

There is no doubt, **the Ice Age Trail drives travel and tourism in the state.**



Ice Age Trail: Annual Users (in Millions)

TOP 10 Activities on the Ice Age Trail

on the Ice Age Trail

The Ice Age Trail offers a wealth of recreational opportunities. Local communities often serve as gateways for these day-use activities.



1. HIKING



2. ENJOYING NATURE



3. WELLNESS/FITNESS



4. BIRD WATCHING



5. DOG WALKING



6. SNOWSHOEING



7. BACKPACKING



8. CAMPING



9. TRAIL RUNNING/JOGGING



10. CROSS-COUNTY SKIING

Connecting Communities, Strengthening Economies

The Ice Age Trail runs near, or through, hundreds of Wisconsin communities; 24* of which have earned the official Ice Age Trail Community designation.

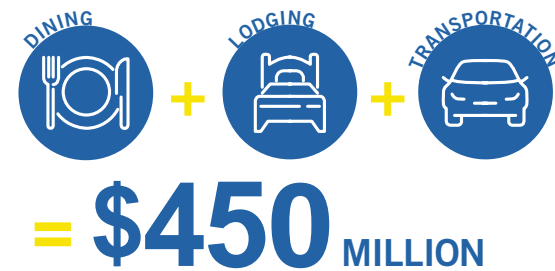
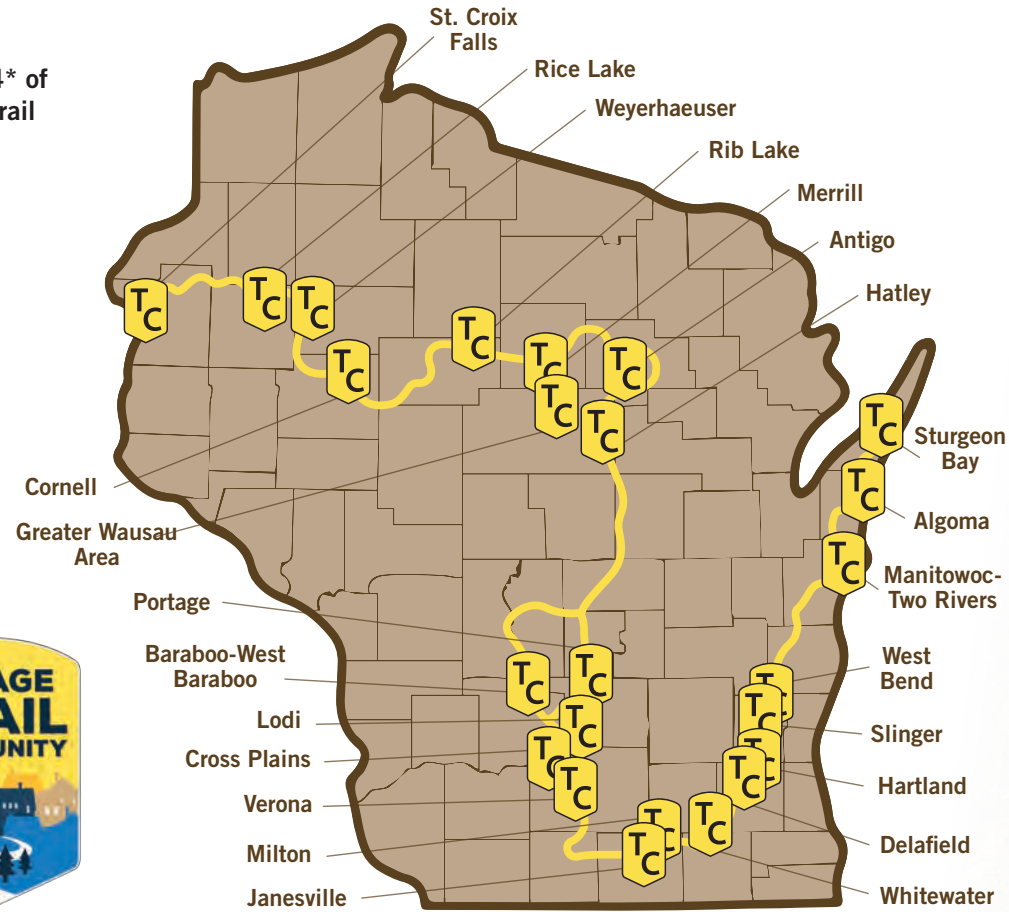
The economic benefits of the Trail ripple far beyond its blazed path. Trail users contribute significantly to Wisconsin's economy. They have direct, indirect, and induced impacts:

Direct Effects: Immediate impacts, like employment and operational spending, are driven by Trail activity.

Indirect Effects: Supply chain boosts as local businesses expand to meet Trail-related demands.

Induced Effects: Increased household spending from Trail-supported incomes enriches nearby economies.

*as of 2024



in direct economic activity annually stimulating growth in communities across the Trail.

Trail user spending fuels local and state-wide growth!



= \$52 MILLION

in state and local tax revenues. The Trail is a fiscal asset to Wisconsin.

As the Trail Grows, Its Sustainable Impact Grows

Every dollar spent conserving, creating, maintaining, and promoting the Ice Age Trail is an investment in a sustainable future. The Trail's commitment to conserving natural landscapes ensures that its benefits—environmental, social, and economic—endure for generations.

As the Trail moves ever closer to completion, its capacity to attract visitors from across the country will grow exponentially. The influx of visitors will bolster local businesses and strengthen regional economies.

Environmentally responsible businesses and/or remote workers wanting locations that offer robust recreational opportunities, will seek out communities along the Trail.

The resulting investment in housing, infrastructure, and services further elevates the Trail's role as an engine of regional economic development.

Trail Users' Travel Patterns

Although the Trail draws plenty of local users, it also draws users from afar.

