

RIVERBOATS GENERATE VISITS AND ECONOMIC ACTIVITY IN RED WING

2/3

visitors highly
satisfied

ECONOMIC IMPACT



On average,
\$44.10
spent per riverboat
visitor and \$27 in
retail.



In a typical year,
riverboats generate
\$796,190
in economic activity



57 jobs supported
\$263,210
in labor income

WHO'S VISITING?



Riverboats
attract an
annual
estimated

5275 visitors

99% came for the
boats, and **96%** had
never visited before

WHAT THEY LOVE

- Natural and scenic beauty
- Historic downtown
- Museum options
- Friendliness

ROOM TO EXPLORE MORE

Riverboat passengers wish they had
additional time to explore Downtown
Red Wing



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