

Western Upper Peninsula Tourism Strategy Committee

June 24th 2021



State & Regional Studies

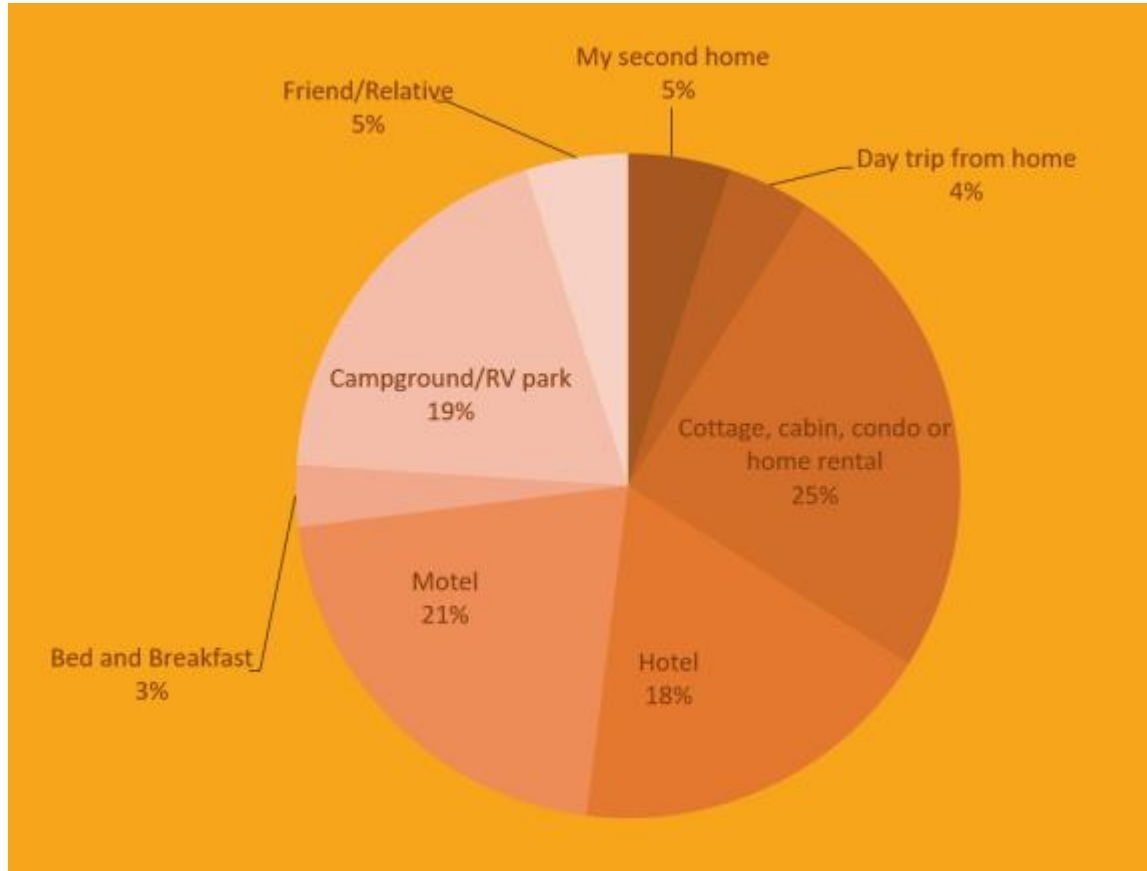
- Economic Impact of Tourism in Michigan (2019)
- Keweenaw Convention and Visitors Bureau Report (2020)
- Western Upper Peninsula Visitor Experience (2021)
- Travel USA Visitor Profile (Region 1) (2019)

Findings

UPPER PENINSULA Category spend												
County	Visitor Spending - 2019 (millions)						Growth Rate	State and Local Tax Revenue (millions)		% of Total Spending on Lodging	% of Other forms of Vistor Spending	
	Lodging*	F&B	Retail	Recreation**	Transport***	Total						
Baraga County	\$9.12	\$7.62	\$5.08	\$17.01	\$6.15	\$44.98	0.60%	\$4.19		20.28%	79.72%	
Gogebic County	\$20.24	\$14.18	\$8.20	\$16.14	\$12.77	\$71.53	1.40%	\$7.66		28.30%	71.70%	
Houghton County	\$20.04	\$18.83	\$12.50	\$7.39	\$14.19	\$72.95	2.70%	\$7.93		27.47%	72.53%	
Iron County	\$13.41	\$9.84	\$5.38	\$6.52	\$10.86	\$46.00	3.10%	\$4.71		29.15%	70.85%	
Keweenaw County	\$8.05	\$5.25	\$2.81	\$3.32	\$2.99	\$22.42	0.90%	\$2.31		35.91%	64.09%	
Ontonagon County	\$12.48	\$8.35	\$5.32	\$5.40	\$6.42	\$37.96	3.90%	\$4.02		32.88%	67.12%	
Western U.P. Region Total	\$83.34	\$64.07	\$39.29	\$55.78	\$53.38	\$295.84	\$0.13	\$30.82		28.17%	71.83%	
* Lodging spending includes 2nd home valuation ** Recreation includes casino wagering *** Transport includes local and air transportation												

Findings Continued

What types of accommodation do people use when they visit the Keweenaw Peninsula? (n=919)



Some of the top things people did during their time in the Keweenaw.

- Vacation destination
- Visit friends/family
- Shopping
- Beach
- Hiking
- Waterfalls
- Fall colors
- Keweenaw National Historic Park
- Mine tour
- State parks

Findings Continued

- 99% of survey takers said they would recommend the Keweenaw to others to visit
- The Keweenaw was rated higher among most survey takers in most factors like
 - Natural resource access, customer service, value for paid price
- However, the Keweenaw was rated lower by survey takers in factors like
 - Accommodation quality, dining quality, shopping variety
- The breakdown for how most people used the trails in the Keweenaw area is
 - 74% Hiking
 - 18% Biking
 - 8% Snowmobiling

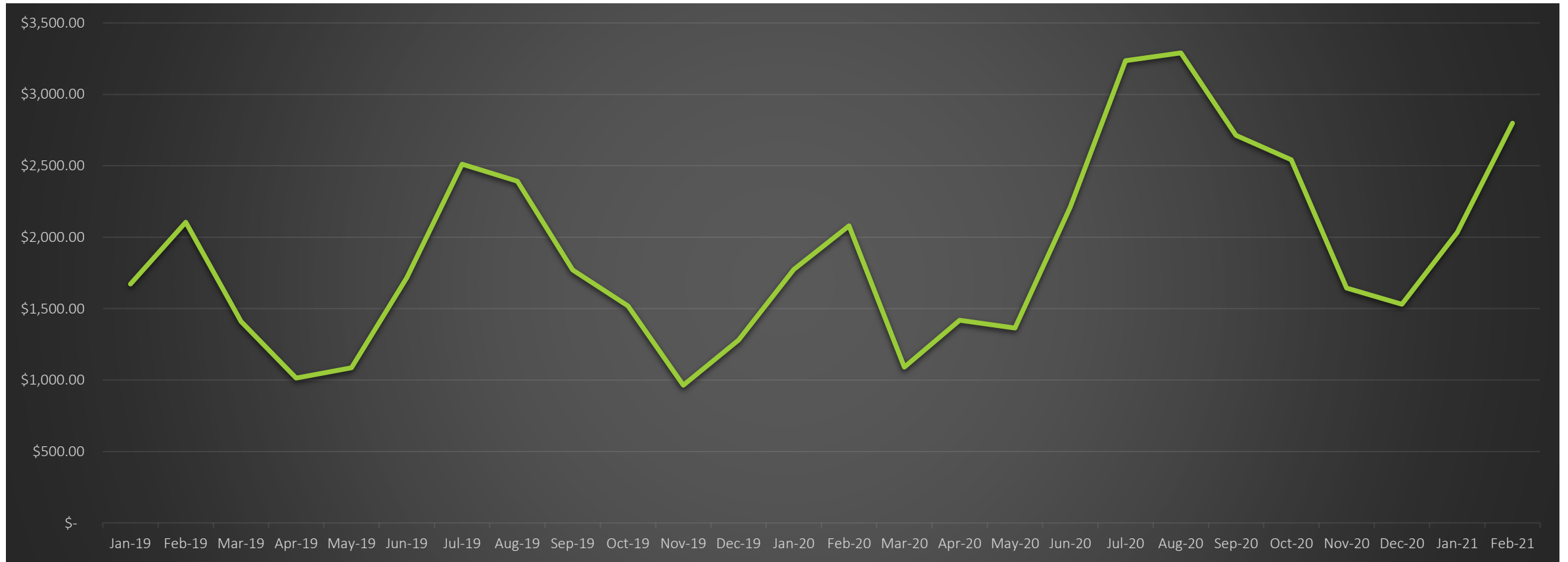
Headline Takes on Findings

- It is clear there could be many positive outcomes from efforts to increase winter tourism, with little-to-no negative effects (externalities).
- Pro and a con for the region as, we may get less overall travel but the visitors that do come are likely to stay longer.

Tourism Studies From Similar Communities

- The perceived benefits of agritourism: The provider's perspective (2010)
- Segmenting the rural tourism market: The case of Potter County, Pennsylvania, USA (2013)
- Study on the Economic Impact of Impact of Tourism and of Agrotourism on Local Communities(2015)
- Washington County, Oregon Rural Tourism Study(MAY 2016)
- The Economic Impacts of Active Silent Sports Enthusiasts (A Case Study from Northern Wisconsin) (2014)

Economic Impact Generated by Airbnb Type Lodging



Airport Data

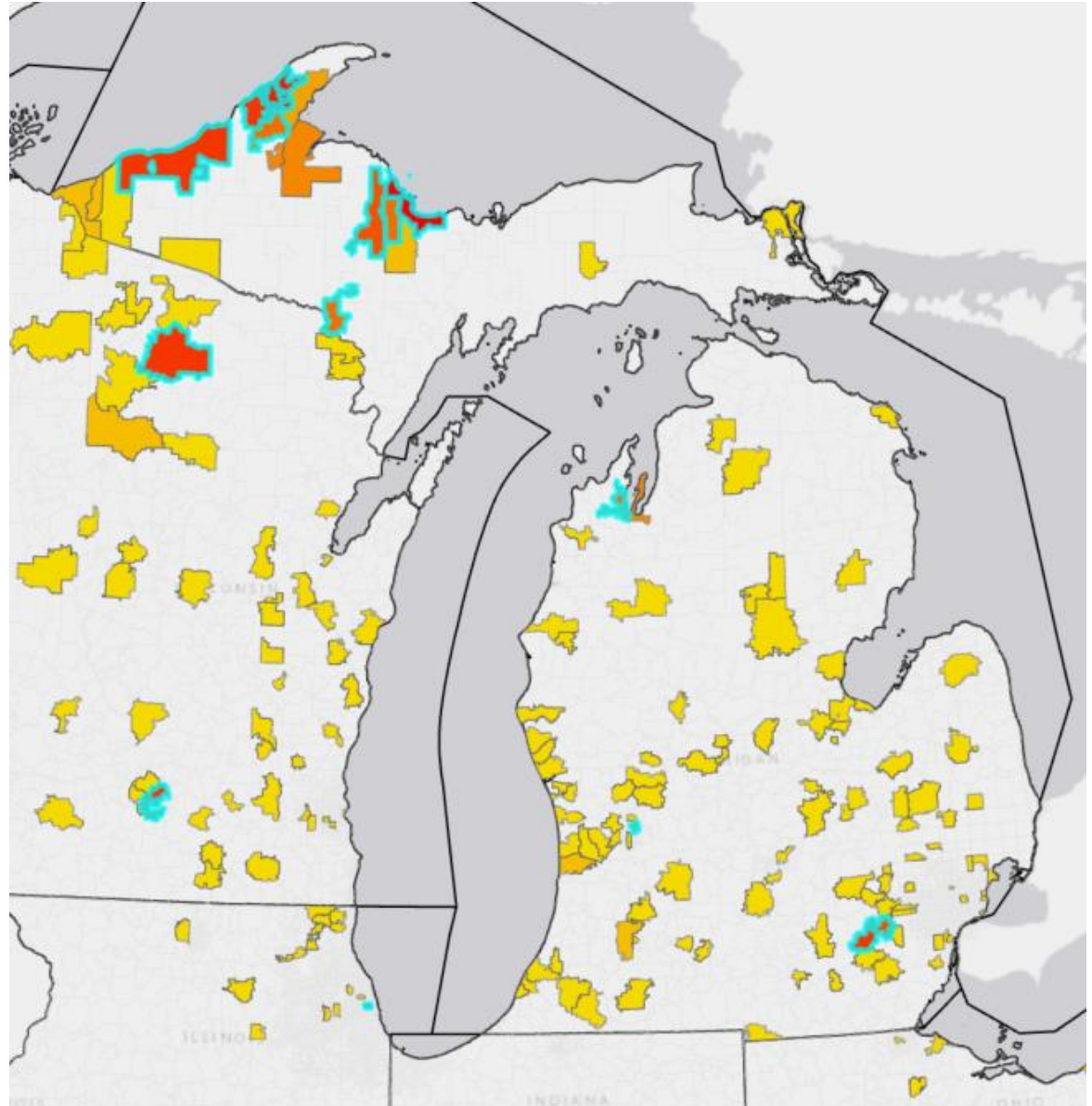
Airport Code	Airport Name	Year-Over-Year Total Scheduled Passengers					
		2015	2016	2017	2018	2019	2020
ESC	Delta County Airport	31,705	31,802	32,211	35,710	37,457	12,392
IMT	Ford Airport	21,058	21,388	35,982	40,226	44,937	18,608
IWD	Gogebic-Iron County Airport Airport-Iwd	9,218	9,956	10,391	10,564	10,223	4,910
CMX	Houghton County Memorial Airport	52,879	53,472	49,731	48,433	50,224	24,137
SAW	Sawyer International Airport	83,732	89,346	100,982	105,519	116,866	53,433
	Totals	198,592	205,964	229,297	240,452	259,707	113,480

Top 20 Zip Codes People are coming from

Where Campers Are Coming From X

Field: Add Calculate Selection: Select By Attribute

	FID	Shape *	ZIP_CODE	WhrCamCoFr	STATE
1	276	Polygon	49855	643	MI
2	279	Polygon	49913	420	MI
3	280	Polygon	49930	273	MI
4	280	Polygon	49931	237	MI
5	279	Polygon	49905	147	MI
6	309	Polygon	53704	135	WI
7	196	Polygon	48103	129	MI
8	481	Polygon	60647	111	IL
9	281	Polygon	49953	110	MI
10	334	Polygon	54501	110	WI
11	309	Polygon	53711	96	WI
12	309	Polygon	53703	91	WI
13	276	Polygon	49849	88	MI
14	196	Polygon	48105	85	MI
15	259	Polygon	49506	85	MI
16	309	Polygon	53705	83	WI
17	276	Polygon	49866	78	MI
18	279	Polygon	49916	77	MI
19	266	Polygon	49684	72	MI
20	272	Polygon	49801	68	MI



MDOT Commuter Data

Location
 Location ID: 27-0042
 Located On: MOSINEE GRADE RD
 CHENY LAKE RD
 Direction: 2-WAY
 Count: 17 (2016)
 EB Count: 8 (2016)
 WB Count: 9 (2016)
[View Detail in a New Search](#)
[Go to Record in Current Search](#)

Record	7728	of 34349	Goto Record	go
Location ID	27-0042	MPO ID		
Type	SPOT	HPMS ID		
On NHS	No	On HPMS		
LRS ID	1482007	LRS Loc PL	4.709	
SF Group	Local Road	Route Type		
AF Group	NoFactor	Route		
GF Group	Local Road	Active	Yes	
Class Dist Grp	NTL_7	Category		
Seas Class Grp				
WIM Group				
QC Group	Default			
Funct Class	(7) Local Road or Street	Milepost		
Located On	MOSINEE GRADE RD			
Loc On Alias	W OF CHENY LAKE RD			

STATION DATA							
Directions: 2-WAY EB WB							
AADT							
Year	AADT	DHV-30	K %	D %	PA	BC	Src
VOLUME COUNT							
Date	Int	Total					
Tue 8/16/2016	60	17					
Mon 8/15/2016	60	8					

CLASSIFICATION			
Date	Int	Total	
Tue 8/16/2016	60	17	
Mon 8/15/2016	60	8	

NOTES/FILES		
Note	Date	

Location ID	27-2632	27-0013	27-0020	27-1309	36-5026	36-0010	36-0014	36-0008
Located On	US-2 CLOVERLAN D EAST OF Lowell St	US-2 BR (SILVER ST) EAST OF WISCONSIN STATE LINE (AT THE BRIDGE)	M-64 SOUTH OF Federal Forest Road 8100	US-45 NORTH OF Crystal Lake Rd	FEDERAL FOREST RD 16 SOUTH OF US 2	M-73 SOUTH OF Ahlberg Rd	M-189 SW OF Brule River Dr	US-2 US-141 SOUTH OF Stager Lake Rd

Most recent count 8840 (2021) 5484 (2021) 514 (2020) 1990 (2020) 144 (2020) 380 (2020) 1006 (2020) 4231 (2021)

VOLUME TREND

Year	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
		-7%	-18%	-7%	-7%	-13%	-7%	-7%	-7%	62%	
		2%	-2%	2%	20%	0%	-12%	2%	2%	2%	
		19%	-23%	-1%	-1%	1%	-34%	20%	-1%		
		1%	4%	-10%	1%	4%	1%	1%	-7%		
		-27%	4%	7%	-17%	-26%	7%	7%	7%		
		7%	-20%	7%	7%	7%	-9%	7%	7%		
		2%	27%	-12%	2%	2%	0%	0%	0%		
		-3%	1%	1%	12%	4%	1%	1%	1%		
		1%	-8%	142%	1%	3%	-2%	3%			
		9%		-37%	-6%	-4%					