



## MEDC RELEASES 2023 VISITOR SPENDING DATA FOR HOUGHTON & KEWEENAW COUNTIES

The Michigan Economic Development Council (MEDC) released its annual estimated tourism impact report, and Houghton and Keweenaw Counties both saw positive growth in 2023.

According to the report, which estimates economic impacts of tourism for all 83 Michigan Counties, the Upper Peninsula experienced an increase of 7.7% in visitor spending in 2023 compared to the prior year. Despite spending an estimated \$1.6 billion in 2023, visitors to the Upper Peninsula only represents 5.5% of the estimated total visitor spending in the state of Michigan.

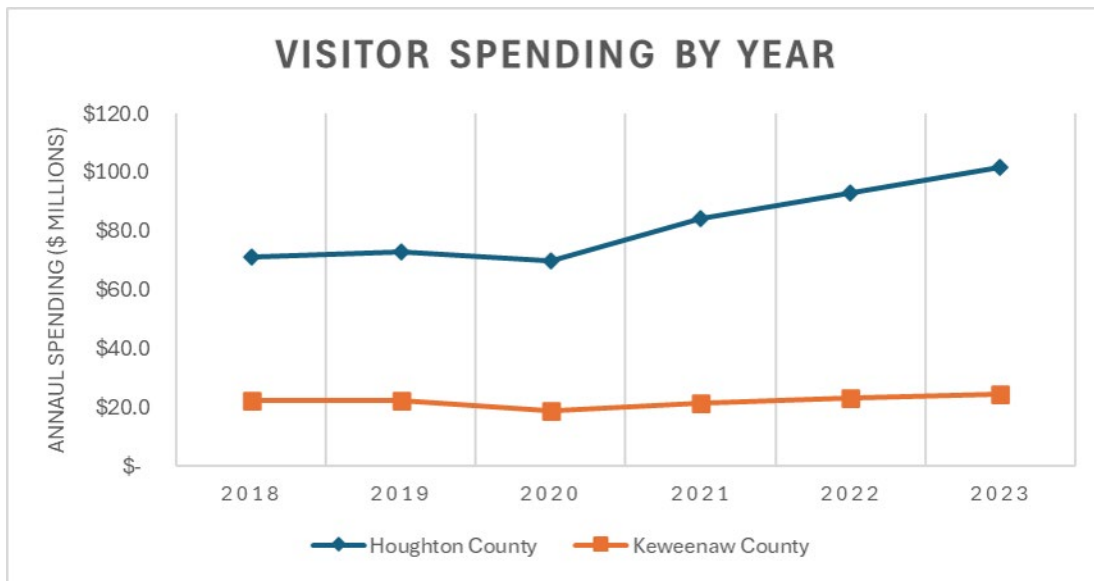


Figure 1: Visitor Spending by County (MEDC)

### Houghton County

The report estimates that Houghton County’s visitor spending grew from \$93 million in 2022 to \$101.9 million in 2023 representing a 9.6% increase (third largest by percentage of the 15 U.P. Counties).

The spending resulted in approximately:

- Compared to 2019, Houghton County has experienced a 39.8% increase in total visitor spending (as of 2023).
- Visitor spending contributed \$35.6 million in tourism supported labor income were generated in 2023
- \$10.5 million in state and local tax revenue was generated within the County in 2023



# KEWEENAW

## VISIT KEWEENAW

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### Keweenaw County

Visitor spending in Keweenaw County also grew, but at a slower pace than Houghton County and the broader U.P. Region. Visitors spent an estimated \$24.6 million in 2023, up 6.2% from the prior year.

The report indicates:

- Compared to 2019, Keweenaw County has experienced a 9.8% increase in total visitor spending (as of 2023)
- Nearly \$2.6 million in state and local tax revenues were generated in 2023
- Visitor spending contributed \$8.4 million in tourism-supported labor income within the County in 2023



Figure 2: According to MEDC, visitors contributed a combined \$126 million to the Keweenaw region in 2023.

### Data Source:

MEDC Tourism Economic Impact County Tables – MI – 2023:

<https://medc.app.box.com/s/t6vgfyd2mk2q2get3kuqwwhbglmjpln5>

### QUESTIONS

Contact Brad Barnett, [bbarnett@visitkeweenaw.com](mailto:bbarnett@visitkeweenaw.com) for questions and additional information regarding this report.

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