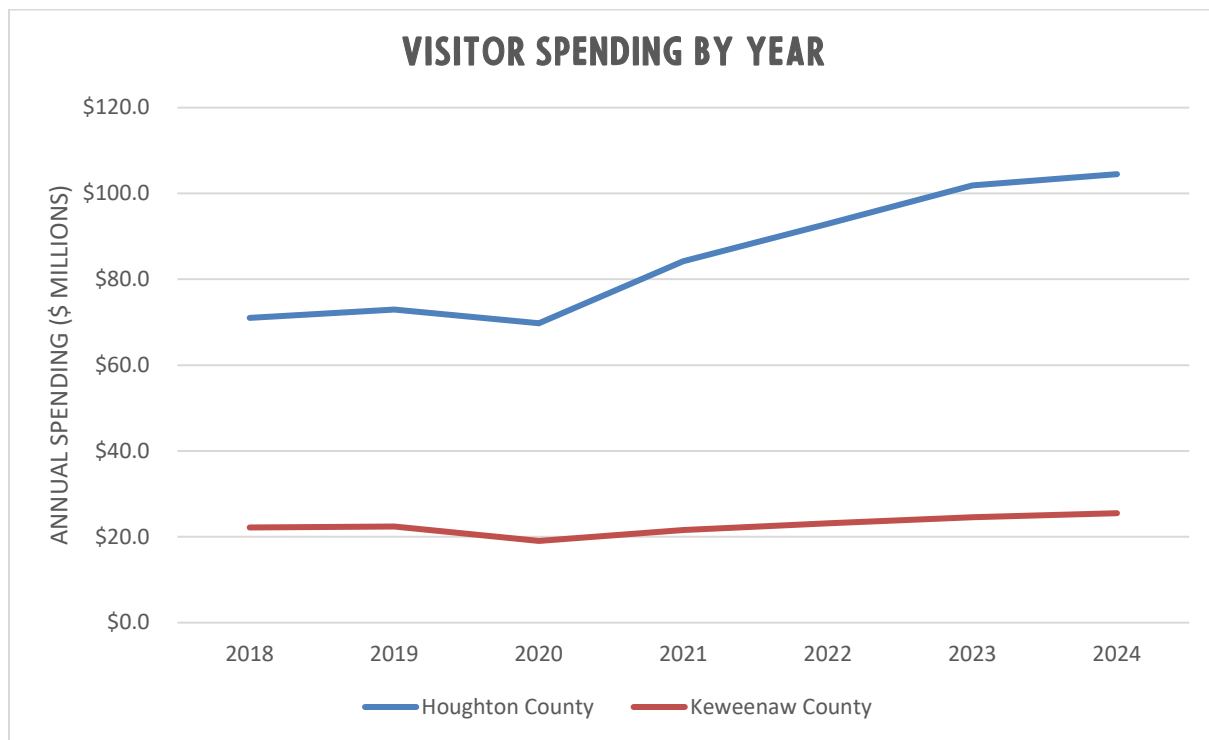




## New Report Highlights Strong Visitor Spending and Economic Impact in Houghton & Keweenaw Counties

**October 2, 2025 | Calumet, MI** — The Michigan Economic Development Corporation (MEDC) has released its annual visitor spending impact report, showing continued positive growth for Houghton and Keweenaw Counties in 2024. This new data reinforces tourism's role as a key economic driver for the region, supporting local businesses, jobs, and tax revenue.

According to the report, visitor spending in the Keweenaw region—the combined total for Houghton and Keweenaw Counties—reached \$130 million in 2024, up from \$126.5 million in 2023.



**HOUGHTON COUNTY** Houghton County saw its visitor spending grow to \$104.5 million in 2024, representing a 2.6% increase from the prior year. Visitor spending in the county has grown by 43.3% since 2019. This spending resulted in:

- Tourism-supported labor income of \$35.9 million in 2024.
- The generation of \$10.6 million in state and local tax revenue.
- The support of 865 direct jobs.



# KEWEENAW

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**KEWEENAW COUNTY** Keweenaw County's visitor spending also showed an increase, reaching \$25.5 million in 2024, a 3.7% increase from the previous year. The county has seen a 13.8% increase in visitor spending compared to 2019. The report indicates that in 2024:

- Visitor spending contributed \$9.8 million in tourism-supported labor income.
- Nearly \$2.7 million in state and local tax revenues were generated.
- The tourism sector supported 193 direct jobs, approximately 33.9% of the County's employment.

**REGIONAL IMPACT** "The continued growth in visitor spending is a testament to the hard work of our local businesses and the appeal of the Keweenaw as a four-season destination," said Brad Barnett, Executive Director of Visit Keweenaw. "Tourism is a cornerstone of our local economy, fueling growth, creating jobs, and providing essential tax revenue that benefits all residents."

The report highlights that the tourism economy not only drives direct spending but also provides broader community benefits, including:

- **Local Job Creation:** The tourism industry supported 1,058 direct jobs in Houghton and Keweenaw counties combined in 2024. An additional 509 jobs in sectors like healthcare, construction, and government services are also supported by visitor spending.
- **Reduced Tax Burden on Locals:** The combined visitor spending in Houghton and Keweenaw Counties generated \$13.3 million in state and local tax revenue to support public services, road maintenance and public safety.
- **Quality of Life:** Investments in trails and other outdoor infrastructure, youth sports, historical preservation and local culture are supported by tourism, enhancing the quality of life for both residents and visitors.

**About Visit Keweenaw** Visit Keweenaw is the official destination marketing and management organization for Michigan's Keweenaw Peninsula. We work to promote responsible tourism, support local businesses, and connect visitors to the natural, cultural, and historic treasures of the region.

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