

COMMUNITY REPORT

2025



VISIT KEWEENAW

ABOUT VISIT KEWEENAW

Visit Keweenaw is the storyteller for Michigan's Houghton and Keweenaw Counties. We champion the Copper Country not just as a place to visit, but as a community where the visitor economy fuels social vibrancy, cultural preservation, and financial prosperity.

OUR LEGACY

With roots dating back to 1986—first as the Keweenaw Tourism Council and later as the Keweenaw Convention & Visitors Bureau—we have evolved alongside the destination we serve. For nearly four decades, Visit Keweenaw has stood as the region's lead Destination Marketing Organization (DMO), adapting our strategies to meet the changing needs of travelers and locals alike.

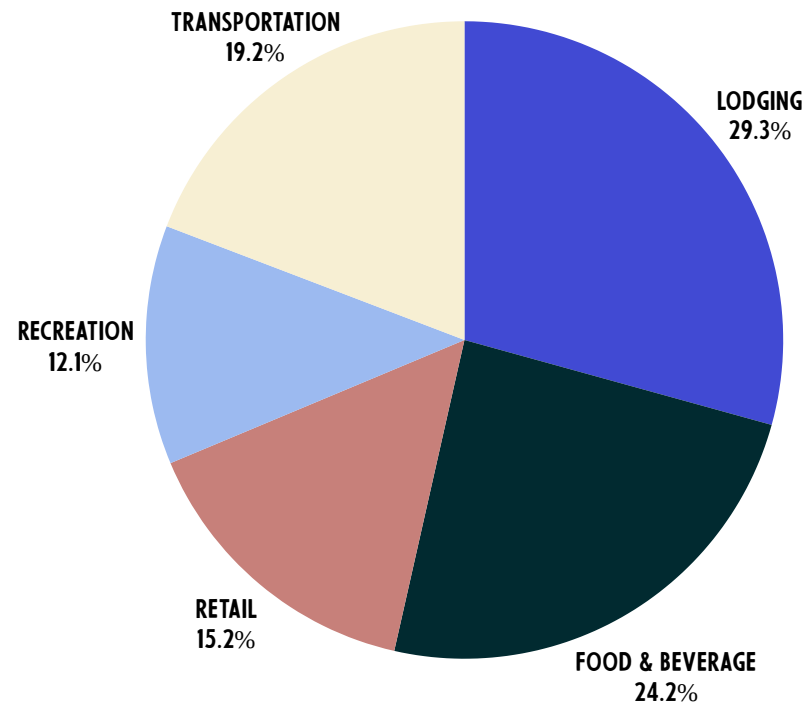
OUR STRATEGIC GOALS

- **Elevate the Experience:** Ensure every visitor interaction is memorable, seamless, and high-quality.
- **Champion Stewardship:** Lead collaborative efforts to protect our natural resources so the Keweenaw remains a destination worth visiting.
- **Amplify Our Assets:** Leverage our world-class outdoor, historical, and cultural amenities to drive a robust year-round economy.
- **Drive Development:** Advocate for infrastructure and projects that enhance the destination for visitors and residents.
- **Empower with Data:** Serve as the region's insight hub, providing tourism data to fuel community and economic development.

HOW WE ARE FUNDED

Visit Keweenaw is a membership-based 501c6 nonprofit organization. Our work is funded through a 5% assessment on gross lodging sales from member lodging businesses (e.g. hotels, resorts, motels, etc.). The assessment was established under Michigan Public Act 395 of 1980. Properties with more than 10 rooms used for the purpose of commercial short-term lodging (less than 30 days) are required to collect the assessment; however, businesses with less than 10 rooms may voluntarily join.

VISITOR SPENDING BY CATEGORY (2024)

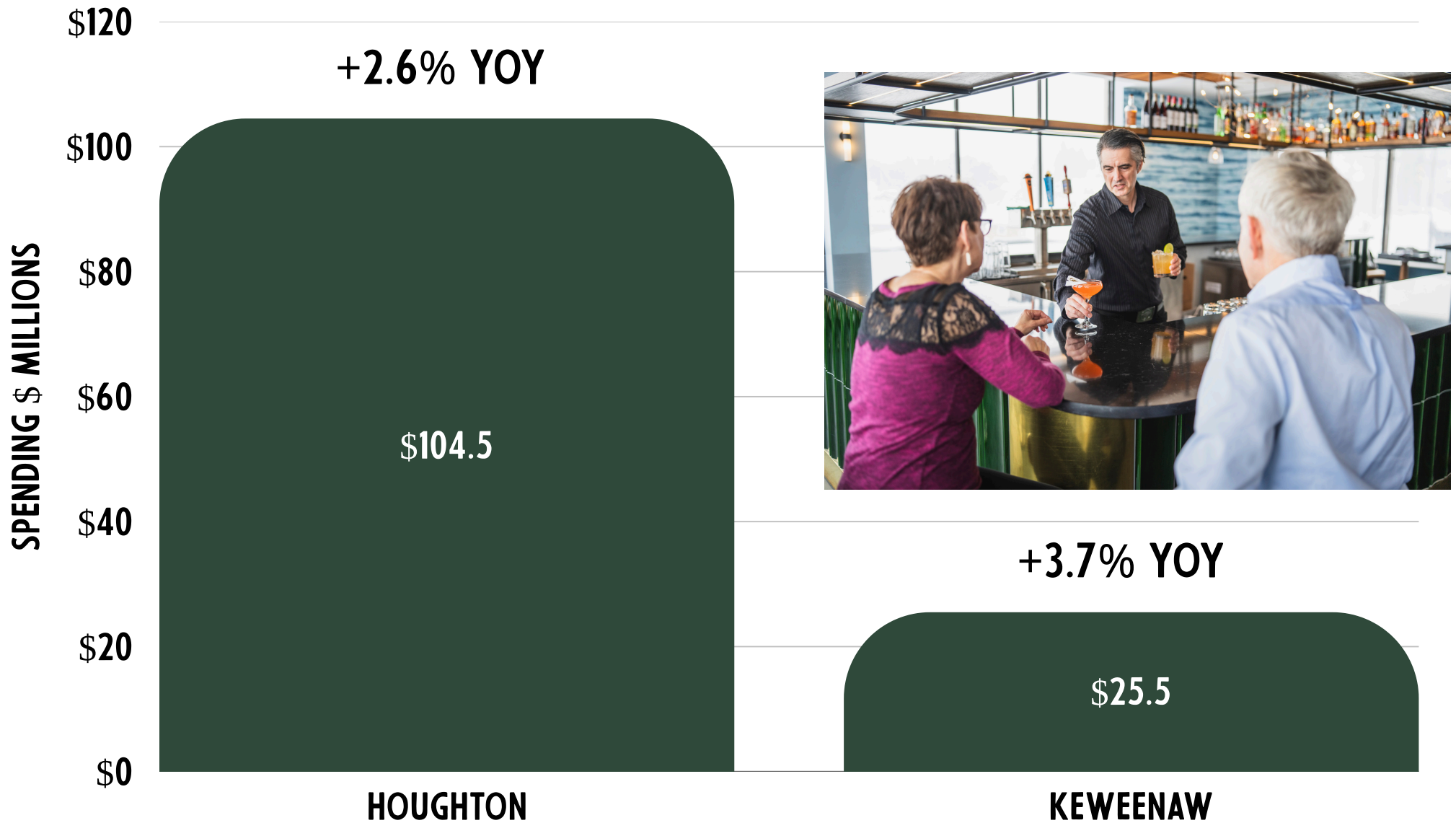


SOURCE: TRAVEL ECONOMICS | MEDC



2024 VISITOR DIRECT SPENDING BY COUNTY

VISITOR SPENDING (IN \$ MILLIONS)



SOURCE: TOURISM ECONOMICS | MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

WHERE DO OUR VISITORS COME FROM?

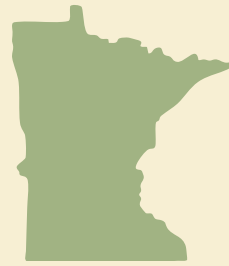
TOP STATES



MICHIGAN
45%



WISCONSIN
21%



MINNESOTA
7.6%



ILLINOIS
6.5%



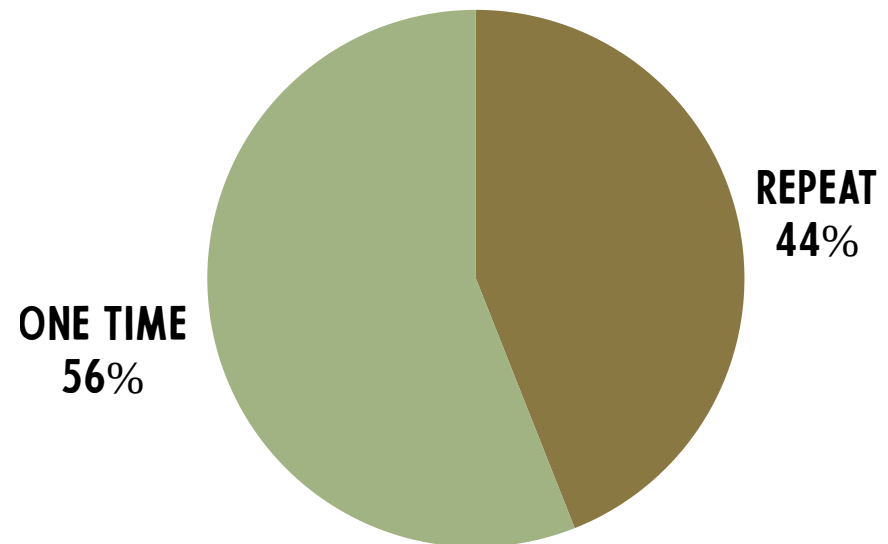
INDIANA
2.3%

TOP METROS AREAS - OVERNIGHT VISITORS

#1. Detroit	15.5%
#2. Grand Rapids - Kalamazoo	8.9%
#3. Green Bay - Appleton	7.1%
#4. Minneapolis - St. Paul	6.2%
#5. Flint - Saginaw	6.2%
#6. Traverse City - Cadillac	4.7%
#7. Chicago	4.7%
#8. Milwaukee	4.4%
#9. Wausau - Rhinelander	3.1%
#10. Lansing	2.8%

Source: Datafy

REPEAT VS ONE TIME VISITATION



EARNED MEDIA

The Visit Keweenaw team works with industry partners and media professionals to generate positive coverage of the region. Visit Keweenaw staff help coordinate visits, schedule activities and guide media members through trails and attractions to give them an authentic experience.

2025 Keweenaw Earned Media Features

- Travel + Leisure
- Forbes
- BBC Travel
- USA Today
- ABC News
- Newsweek
- Detroit Free Press
- Detroit News
- Crain's Detroit Business
- MLive
- Bridge Michigan
- Outside Magazine
- Midwest Living
- Atlas Obscura
- National Parks Traveler
- The Points Guy
- Saturday Evening Post Magazine
- WorldAtlas
- Only in Your State
- Lake Superior Magazine
- Traverse, Northern Michigan's Magazine
- Islands
- Explore.com
- The Travel
- TravelAwaits
- My Family Travels
- Family Destinations Guide
- Lakeland Boating
- POWDER Magazine
- SnowBrains
- Pinkbike
- Singletracks
- Adventure Rider
- Rider Magazine
- Silent Sports Magazine
- Eater Detroit
- Yahoo
- National Geographic
- AOL
- WDIV-TV (Detroit, MI)
- WXYZ-TV (Southfield, MI)
- WJBK-TV (Detroit, MI)
- WOOD-TV (Grand Rapids, MI)

By the Numbers

3,093 Keweenaw stories
(+11% compared to
2024)

Source: MuckRack

KEWEENAW SNOWVENTURE

KEWEENAW WINTER PRESS TRIP LANDS NATIONAL COVERAGE

In February '25, Visit Keweenaw hosted its first coordinated group press trip to share stories about the Copper Country's incredible winter experiences. Travel writers from across the country experienced winter adventures, epic snow, and amazing events like the Jibba Jabba Rail Jam in Houghton, MI.



Snowboard Culture Is Thriving in Houghton, Michigan: Jibba Jabba 2025

Red Bull's Jibba Jabba brought big tricks and even bigger hype to the streets of Michigan.

FEB 19, 2025 11:16 AM EST



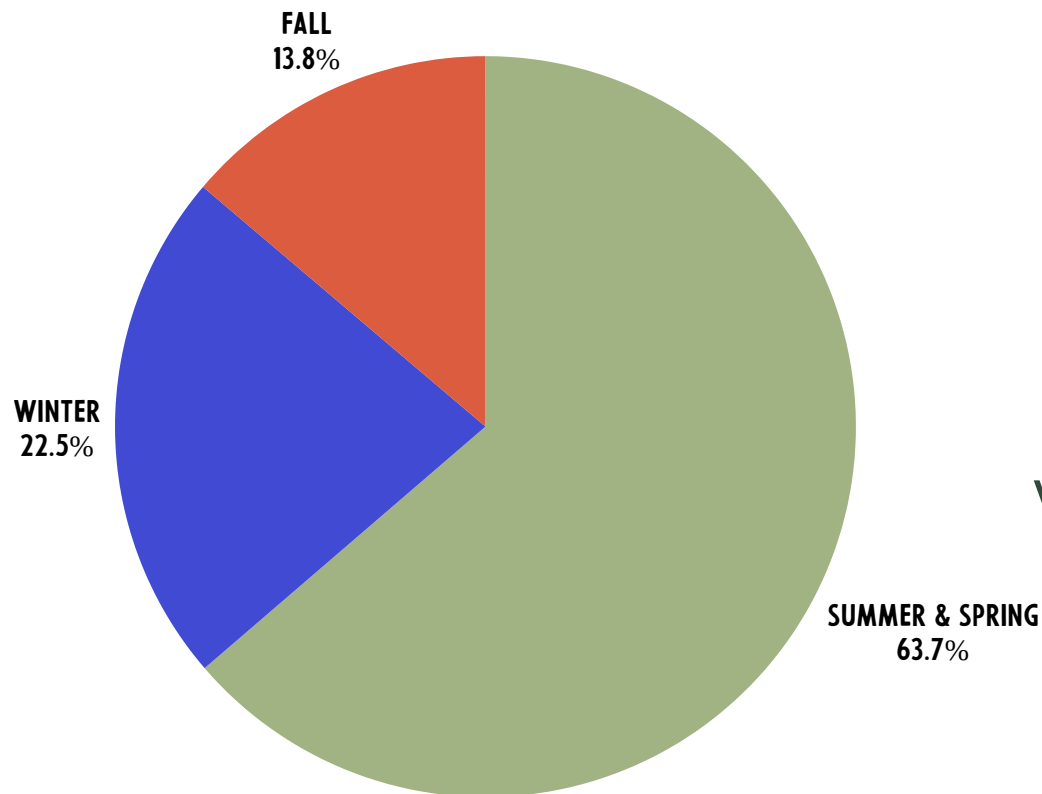
BY GENTRY HALE Writer, Snowboarder

Gentry Hale, a journalist who participated in our 2025 Winter SnowVenture Press Trip immediately delivered coverage on the Jibba Jabba Rail Jam through a published article with Snowboard Magazine.

PAID MEDIA & PROMOTIONS

Visit Keweenaw develops and executes an annual **\$500,000** paid media program to drive awareness and consideration of the Keweenaw as a leisure destination. Campaigns leverage traditional and digital media to connect with potential travelers, introduce the destination's brand, and share what makes the Keweenaw an incredible place to live, work and visit.

SEASONAL CAMPAIGN BUDGET DISTRIBUTION



SOURCE: VISIT KEWEENAW (2025)

\$11.8 MILLION
Spent in the Keweenaw
by visitors exposed to
Visit Keweenaw ads in 2025

Source: Datafy

WEBSITE PERFORMANCE

VisitKeweenaw.com is the area's leading source of information for community events, attractions, places to stay and things to do. In 2025, the site shattered previous traffic records and shined a spotlight on ways to experience the Keweenaw's collection of incredible communities.

By the Numbers

- 985,000+ website visits
+16% YOY
- 1.6 million page views
- 72,000 views of lodging listings
+17% YOY
- 94,000 views of community events and festivals listings
- \$1.02 million in lodging bookings generated
- 4,200 visitors guide mailing requests
+26% YOY



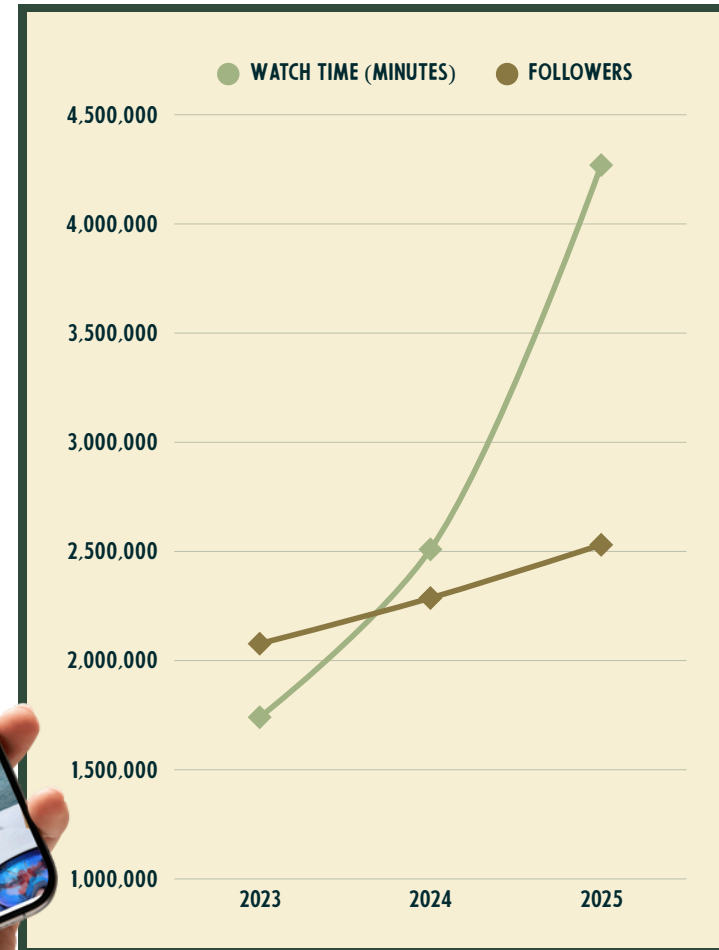
SOCIAL MEDIA PERFORMANCE

Social media platforms help Visit Keweenaw inspire visitors while also sharing (nearly) real-time information on local conditions and experiences all while helping to drive traffic to **VisitKeweenaw.com**.

By the Numbers

- **Total following:** 227,582 **+16.7% YOY**
- **Total reach:** 20.6 million accounts **+32.3% YOY**
- **Videos viewed:** 50.8 million times

Users consumed more than **4.27 million minutes** of Visit Keweenaw Content in 2025. That's the equivalent of a person watching Keweenaw content non-stop, 24 hours a day, for over eight years and two months straight!



COMMUNITY EVENTS & FESTIVALS

Sponsored Events

- Michigan Tech Winter Carnival
- Calumet 150th Anniversary Celebration
- Ride the Keweenaw
- CopperDog Sled Dog Race
- Copper Harbor Trails Fest
- Canal Colors Festival
- Great Bear Chase Ski Marathon
- Houghton Canal Colors Fall Fest
- Houghton New Year's Eve Chook Drop
- Jibba Jabba Rail Jam
- Keweenaw Pridefest
- Juhannus Summer Solstice Celebration
- Northwoods Soccer Tournament
- CroFest
- Great Lakes Aurora & Dark Sky Jamboree
- Upper Peninsula History Conference
- Charlie Berens Comedy Show
- Calumet's Pasty Fest
- Heikinpäivä
- Bridgefest
- Upper Peninsula Dark Sky Festival
- YoopFest!
- Wolf's Head Film Festival

The Keweenaw's year-round collection of festivals and events help visitors and residents connect with our community, culture, and the Great Outdoors. Visit Keweenaw financially supports many of the area's most beloved annual events and often serves as a key event organizer through dedicated staff time and technical assistance.

Event Spotlight

JUHANNUS SUMMER SOLSTICE



Partnering with the City of Hancock, Copper Country Finns & Friends, the Finnish American Heritage Center, The Finnish American Folk School, Small Craft, Takka Sauna Portage, and others, Visit Keweenaw helped launch a multi-day celebration of the region's deep-rooted Finnish-American culture in June 2025.

Hancock, MI: FINNO-UGRIC CAPITAL OF CULTURE



The City of Hancock was designated the 2026 Finno-Ugric Capital of Culture for 2026 recognizing its preservation and celebration of the region's deep-rooted Finnish-American culture kicking off a year of festivals and events in 2026.

PURE PASTY POWER: Calumet's Pasty Fest Drives Spending

Visit Keweenaw is a lead sponsor and coordinator of the annual Calumet Pasty Fest. Events like this celebrate what makes our communities unique, bringing visitors and locals together each year.



BY THE NUMBERS

- **500+ overnight visitors** attended Pasty Fest in 2025
- Pasty Fest generated nearly **\$200,000 in visitor spending**
- **More than 3,000 pasties** were sold during Pasty Fest



DESTINATION DEVELOPMENT FUND

2025 Sponsored Projects

- Hancock Trails Club - **\$25,000** - Maasto Hiihto System Trailhead and Skills Park
- Keweenaw Snowmobile & Keweenaw ATV Club - **\$20,000** - Calumet Trailhead Project
- Keweenaw Land Trust - **\$15,700** - Jacob's Falls and Boston Creek Improvements
- City of Hancock - **\$15,300** – Hancock Lights the Night Christmas Lights Display
- Swedetown Trails Club - **\$15,000** - Phase II Trail Bonding for Two Hoots Trail
- Finlandia Foundation National - **\$5,000** - Finnish-American Heritage Trail Project
- Keweenaw Community Foundation - **\$5,000** – Keweenaw Heartlands Forest Fund
- Keweenaw County Road Commission - **\$4,000** - Accessible Roadside Park Tables
- Keweenaw County Search & Rescue - **\$3,165** - Trail Emergency Signage

“We were so lucky to receive a Destination Development grant from Visit Keweenaw in 2025, and it hugely helped us improve our user experience at our nature areas.” – B Lauer, Keweenaw Land Trust

Partnership Spotlight

TWO-HOOTS BARRIER FREE TRAIL

Partner: Swedetown Trails Club

Supported in part by multiple Visit Keweenaw Destination Development Fund awards, Calumet's Swedetown Trails Club opened the Western Upper Peninsula's first outdoor barrier free trail in the fall of 2025. The trail is suitable for individuals of all mobility levels and supports the Club's broader goals of enhancing accessible recreation.



Partnership Spotlight

KEWEENAW GROOMER FACILITY & TRAIL HUB

Partner: Keweenaw Snowmobile Club

The Keweenaw Groomer Maintenance Facility and Trail Hub opened in October 2025 and will serve as the new home for the Keweenaw Snowmobile Club which maintains more than 220 miles of groomed trails throughout the Peninsula. Supported in part by multiple Keweenaw Destination Development Fund awards, the facility includes an electric vehicle charging station and dark sky compliant lighting for the trail hub parking area.



Partnership Spotlight

HANCOCK LIGHTS THE NIGHT

Partner: City of Hancock

"Hancock Lights the Night" debuted as a drive-through holiday light experience, energizing a public space during the darkest month of the year. The project succeeded in drawing thousands of visitors and residents out of their homes, proving that with the right experience, the Keweenaw is a destination in every season.

BY THE NUMBERS: A Community Aglow

- **10,000+** community members and visitors experienced Hancock Lights the Night
- **1,000 Walkers:** The "Walking Night" kick-off event saw the community gather on foot, consuming over 600 cups of hot cocoa
- **1,350 lbs** of food donations collected for local families
- **\$8,200:** Total donations raised



DESTINATION DEVELOPMENT FUND

Volunteer Organization Sponsorships

- Keweenaw Snowmobile Club - **\$30,000**
- Copper Harbor Trails Club - **\$2,500**
- Hancock Trails Club - **\$2,500**
- Keweenaw ATV Club - **\$2,500**
- Keweenaw County Search & Rescue - **\$2,500**
- Keweenaw Land Trust - **\$2,500**
- Swedetown Trails Club - **\$2,500**



LOVE THE KEWEENAW

In partnership with Keweenaw community organizations, Visit Keweenaw continued to lead the Love The Keweenaw campaign to educate our visitors and community members on responsible recreation and local stewardship. The community brand embraced educational pillars focused on respecting communities, Leave No Trace principles, and outdoor recreation safety practices.

Community Partners

- [Copper Harbor Trails Club](#)
- [Eagle Harbor Township](#)
- [Keweenaw ATV Club](#)
- [Keweenaw County Sheriff's Office](#)
- [Keweenaw Land Trust](#)
- [Keweenaw Snowmobile Club](#)
- [Michigan State University Extension](#)
- [The Nature Conservancy](#)
- [Visit Keweenaw](#)
- [Western Upper Peninsula Planning & Development Region](#)



VISITOR SERVICES EXPAND

In October 2025, the Visit Keweenaw team opened a new Welcome Center in Houghton, MI, expanding visitor information services to travelers. The new location allows Visit Keweenaw to connect with visitors upon entering the Keweenaw Peninsula. Located in the heart of downtown Houghton, the new location is shared with the Keweenaw Chamber of Commerce allowing for increased collaboration and shared services.



VISIT KEWEENAW MEMBERS



Visit Keweenaw's work is supported through the participation of the following local businesses in the region's lodging industry room assessment program.

AGASSIZ HOUSE INN
AHMEEK COPPERMINE CAMP
AMERICINN BY WYNDHAM CALUMET
AQUA LOG CABINS
BELLA VISTA MOTEL
BROCKWAY INN
CEDAR POINT CABINS
CENTENNIAL COTTAGES
COPPER COUNTRY INN
COUNTRY INN & SUITES BY RADISSON
DA BEACH CABIN
EAGLE RIVER COTTAGE
EXPEDITION INN
FITZGERALD'S HOTEL & RESTAURANT
FRESH COAST CABINS
HAMPTON INN & SUITES BY HILTON
HOLIDAY INN EXPRESS
HOUGHTON SUPER 8 BY WYNDAM
INDEPENDENCE STAY OF HOUGHTON
INN ON LAC LA BELLE
KEWEENAW MOUNTAIN LODGE
KEWEENAW WATERS RESORT
KING COPPER MOTEL

LAC LA BELLE LAKESIDE CABIN
LAC LA BELLE LODGE
LAKE BREEZE RESORT
LAKE FANNY HOOE RESORT/THE PINES RESORT
LAURIUM MANOR INN
MAGNUSON COPPER CROWN
MARINER NORTH RESORT
MINNETONKA RESORT
MOUNT BOHEMIA SKI RESORT
PARKVIEW LODGE
QUALITY INN & SUITES
RAMADA WATERFRONT BY WYNDHAM
ROCK HARBOR LODGE
THE SPIRIT OF THE NORTH RETREAT COTTAGE
THE VAULT HOTEL
THE YELLOW HOUSE
TRAILSIDE LODGE
VAULT VENTURES
VIC'S CABINS
VICTORIAN HALL
WHITE HOUSE LODGING
WILDERNESS RESORT

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Country Inn & Suites by Radisson

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Mount Bohemia Resort

Fitzgerald Hotel & Restaurant

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