

OUTDOOR RECREATION

AN ECONOMIC GIANT



CANDY FLETCHER KOZELUH
Recreation Director
Travel Marquette



TIMES ARE CHANGING
State and Federal Levels

SHIFT IN MARKETING STRATEGY

Finding Marquette's Identity
Research
Sustainability and Infrastructure
Marketing

EDUCATION

One Voice




**TRAVEL
MARQUETTE**
embrace your natural identity



TIMES ARE CHANGING

State and Federal Level

- States are creating government offices solely dedicated to building and promoting outdoor recreation
- Access to public lands are expanding for outdoor recreation
- Policymakers are recognizing outdoor recreation can add balance to traditional economic drivers like mining, timber and energy development
- Recreation is now being painted as a business investment



EMBRACE YOUR NATURAL IDENTITY

Tourism makes up 17% of Marquette's economy (2014)

- We are building a fun and healthy place for young professionals to play and live
- Marquette's natural environment, trail diversity and recreation amenities are local assets that strongly add to economic development
- Our marketing initiatives focus on what makes us special, different and unique from other communities





MARKETING RESEARCH

1. Inventory Our Assets

- Unique rugged terrain
- Lake Superior
- Trail diversity
- Small town with big amenities
- Four season destination

2. Identify Our Competition

Traverse City Duluth

3. Know Your Audience

Where Are They Coming From
What Do They Want





REDUCE LOW-INTEREST CATEGORIES

HIGH CONCENTRATION ACTIVITIES

M I D W E S T



Shopping

Restaurants (3085)

Fishing

Hunting

TOP 10 RATED OUTDOOR RECREATION ACTIVITIES

M I C H I G A N

- | | |
|------------------------|-----|
| 1) Biking | 25% |
| 2) Running | 24% |
| 3) Fishing | 23% |
| 4) Walking outdoors | 21% |
| 5) Hiking | 20% |
| 6) Group Sports | 17% |
| 7) Hunting or trapping | 15% |
| 8) Swimming | 13% |
| 9) Boating | 11% |
| 10) Visit playgrounds | 10% |





IMPLEMENT A MARKETING PLAN

Match assets to top rated outdoor activity

MARQUETTE ASSETS

TOP RATED ACTIVITIES

World Class Trails → Biking
→ Running

Lake Superior → Boating
Paddling

Create Content
That Resonates

Target Outdoor
Recreation Users

Blast It Out
Digitally





BEFORE MARKETING OUTDOOR RECREATION

INFRASTRUCTURE & SUSTAINABILITY



- How is the overall condition of the trail?
 - Are trails being maintained?
 - Can trail infrastructure handle increased traffic?
 - Can trail organizers and volunteers keep up with increased traffic?





Mountain biking

Lake Superior

Races and Events

Kids being active

Community Involvement

Waterfalls

Four Seasons

Beer



OUTDOOR RECREATION EDUCATION

Trail Organizations and Front Line Staff

ABOUT TRAVEL MARQUETTE

WHO WE'RE TARGETING

TRAIL ROUTE SUGGESTIONS

TRAIL EVENTS AND RACES

VOLUNTEERING

UPCOMING EVENT DETAILS

BUS TOUR STOPS AT TRAILHEAD AND EVENT VENUES





COMMUNITY EDUCATION



Q & A