

# Nature Based Tourism and Outdoor Recreation in Michigan's Upper Peninsula: Economic and Cultural Effects

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# Outdoor Recreation as an Economic Influence Nation Wide

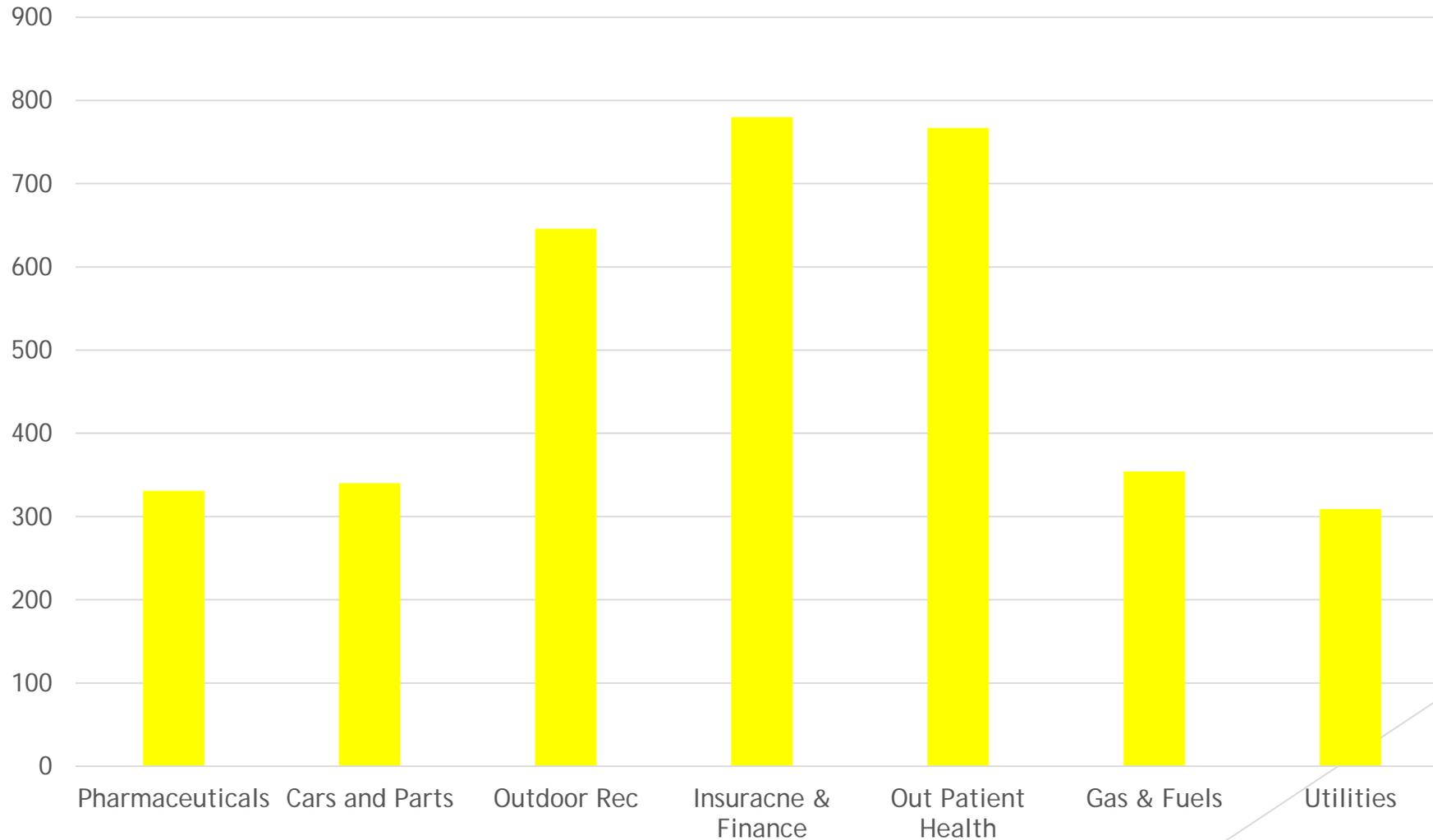
- ▶ Spending in the United States on Outdoor Recreation \$646 Billion
- ▶ 6.1 Million American Jobs
- ▶ \$39.9 Billion in federal tax revenue
- ▶ \$39.7 Billion in State and local tax revenue

Outdoor Recreation no longer sits at our nations economic children's table

-J Blevins 2016

# National Spending Trends

Dollars in Billions



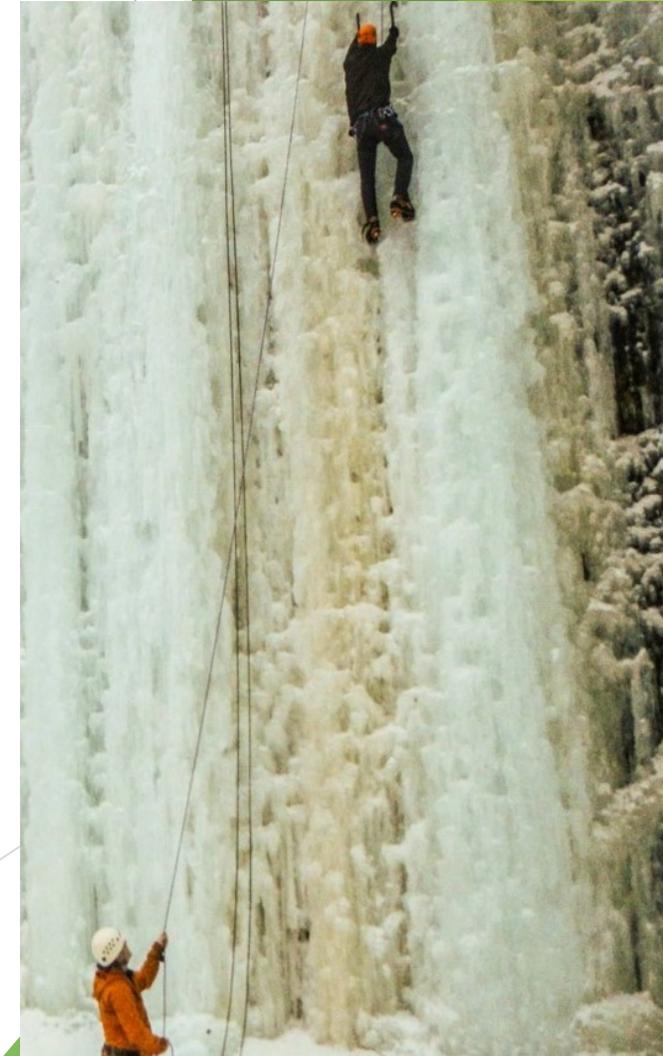
# Outdoor Recreation Economy in Michigan

- ▶ Consumer spending in Michigan on Outdoor Recreation \$18.7 Billion
- ▶ 194K Michigan jobs accounted for by Outdoor Recreation
- ▶ \$5.5 Billion in wages and salaries in Michigan Outdoor Recreation
- ▶ \$1.4 Billion in local and state tax revenue is associated with Outdoor Recreation
- ▶ Michigan Department of Natural Resources (2012)
  - ▶ Fishing spending: \$2.4 billion
  - ▶ Hunting spending: \$2.3 billion (3<sup>rd</sup> in the nation)
  - ▶ Forest products: \$16.3 billion and 77,000 jobs
  - ▶ 102 State Parks, 22 million visitors



# Outdoor Recreation Economy in Michigan's Upper Peninsula: Case Study Munising, MI

- ▶ Traditional Economy based on natural resources and hopes for tourism
- ▶ Summer visitation has increased 30% since 2014 and by 97% since 2011 (USFS, 2015). 2015 over one million visitors
- ▶ Summer 2015 one nature based tourism company made \$4 million
- ▶ Current companies expanding
- ▶ 13 new businesses summer 2016
  - ▶ Restaurants
  - ▶ Lodging
  - ▶ Touring
  - ▶ Boat Rental
  - ▶ Doggie Day Care
- ▶ Lodging: Summer accommodations booked at \$200 per night
- ▶ Michigan Ice Fest
- ▶ VRBO and Airbnb



# Marquette Outdoor Recreation Statistics

- ▶ Ore to Shore
- ▶ Marquette Trails Fest
- ▶ Polar Roll
- ▶ UP 200
- ▶ Marji Gesick 100
- ▶ Noquemanon 51K Cross Country Ski Race
- ▶ Bicycle sales year round
- ▶ Cars in parking lots
- ▶ Boats and Bikes
- ▶ Framed snow bike named the “Marquette”

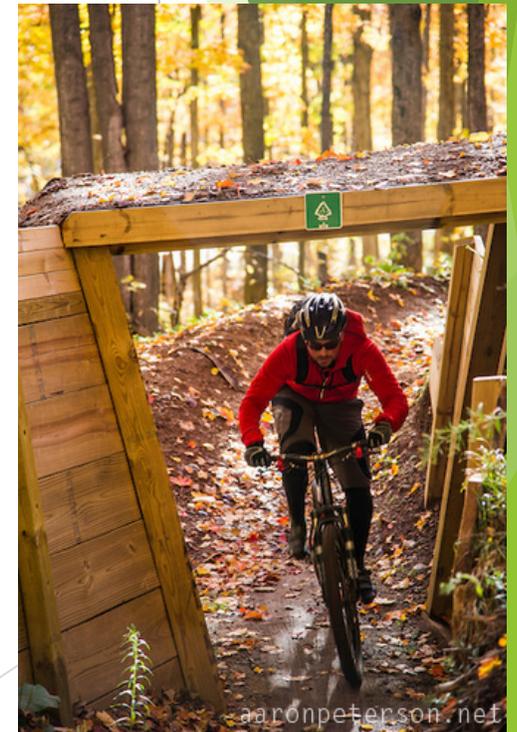


# Human Response to Spending time Outdoors

- ▶ Cohesion and Family Cohesion (McKenzie 2001, Merriam & West 1970)
  - ▶ Group development
  - ▶ Group dynamics
- ▶ Vitality (Bernstein, Brown, Gagne, Mistretta, Ryan, & Weinstein 2010)
  - ▶ Having physical and mental energy
- ▶ Well Being (Happiness) (Borobulin, Korpela, Neuvoen, Paronen, & Tyrvaainen 2014)
  - ▶ Enduring effect of happiness
- ▶ Exercise (Cage, Clements, Plante, & Stover)
  - ▶ Outdoor exercise is energizing
  - ▶ Indoor exercise is relaxing

# Cultural Effects of the Development of Outdoor Recreation Opportunities

- ▶ Trends in the Mid-West of community development of Outdoor Recreation to sustain certain demographics (Changing perception about communities)
  - ▶ Young well educated work force
  - ▶ Duluth
  - ▶ Dayton
  - ▶ Austin TX
- ▶ Considered effect on local tax revenue
- ▶ Considered effects on local real-estate market
- ▶ Considered develop of local consumer opportunities



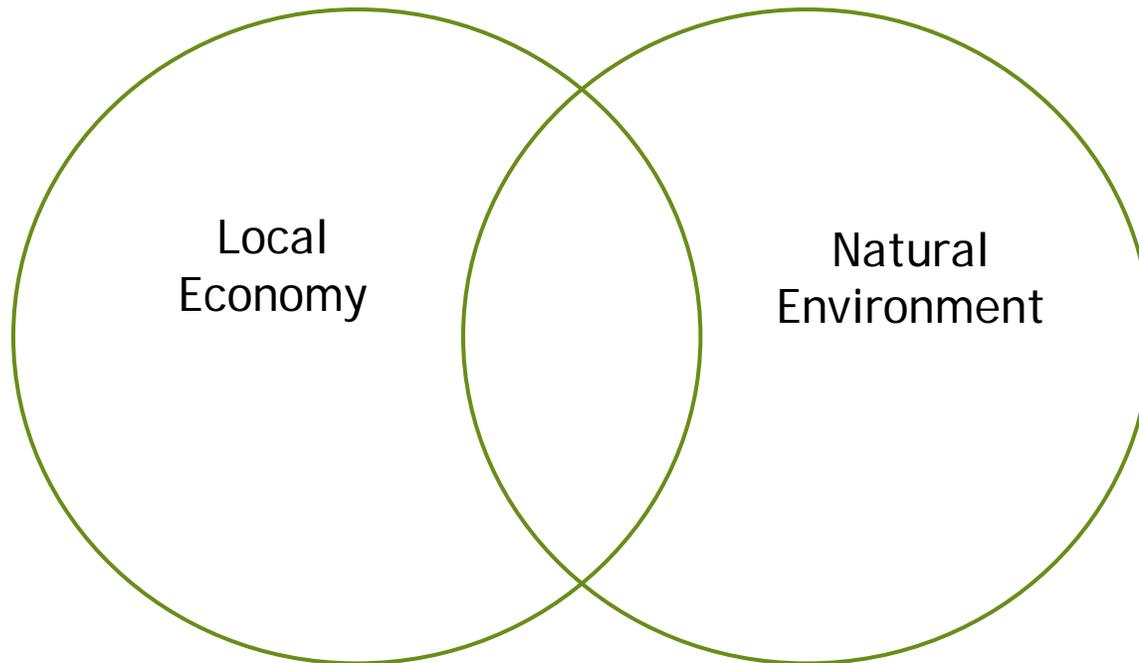
# Negative Effects of Outdoor Recreation on Community Culture

- ▶ Case Study Munising, MI
  - ▶ Challenges to community infrastructure
  - ▶ Challenges to services (food and lodging)
  - ▶ Different perspectives (local government, business owners, community members)
  - ▶ Challenged 12 month economy - Declining single family household demographic
    - ▶ Buy local
    - ▶ Use local
  - ▶ Challenged "Sense of Place"



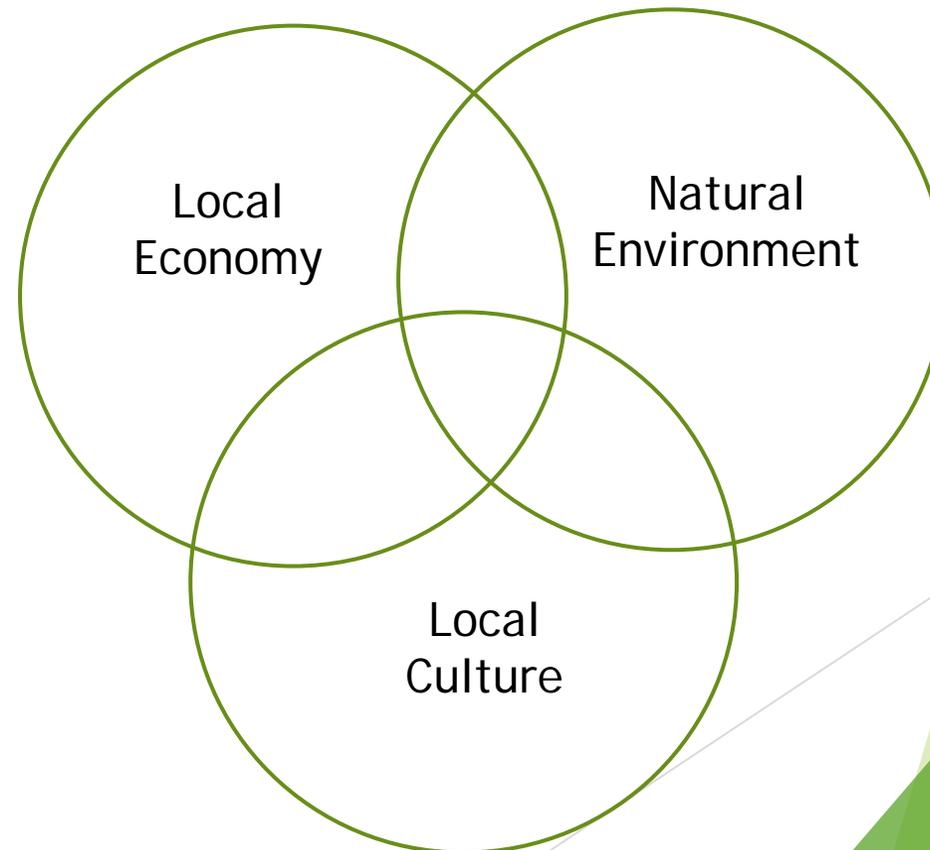
# Traditional Nature Based Tourism Model

- ▶ Understanding of exploitation of natural resources
- ▶ Two dimensional model



# Ecotourism Model

- ▶ Note: still exploitation of the natural environment
- ▶ Three dimensional model



# DISCUSSION

What are your thoughts?

