VISITOR STUDY

Sanctuary attractions like the Great Lakes Maritime Heritage Center and Alpena Shipwreck Tours raise awareness about protecting the Great Lakes and attract new visitors to the region.

A 2018 SURVEY OF LOCAL RESIDENTS AND OUT OF TOWN VISITORS TO THESE ATTRACTIONS REVEALED:

**RESIDENTS**

- 100% likely to RECOMMEND THE ATTRACTIONS
- 93% likely to LEARN MORE about the sanctuary and Great Lakes after their visit
- 98% were likely to RECOMMEND the attractions
- 95% of Alpena Shipwreck Tours guests were likely to VISIT AGAIN
- 98% of the Great Lakes Maritime Heritage Center guests were likely to VISIT AGAIN

**OUT OF TOWN VISITORS**

- 46% reported at least one attraction had “a lot” of influence on their DECISION TO TRAVEL to the region
- 56% said it was their FIRST TIME to the region
- Came from all 50 STATES and 14 COUNTRIES
- Came from 75% of MICHIGAN COUNTIES
- 98% were likely to RECOMMEND the attractions
- Support nearly 411 JOBS regionally
- Reported that the highest level of satisfaction was that the CHILDREN in their group were engaged
- 80% likely to LEARN MORE about the sanctuary and Great Lakes after their visit
- Spend $28,500,000 in the region annually
ADDITIONAL 2018 SANCTUARY HIGHLIGHTS

3,700 average annual VOLUNTEER HOURS contributed to sanctuary & 30 ADVISORY COUNCIL MEMBERS (seats and alternates)

Nearly 10,000 attended the sanctuary’s Thunder Bay Maritime Festival & 1,300 attended the sanctuary’s 2018 Thunder Bay International Film Festival

480 residents enjoyed free glass bottom boat shipwreck tours through grant funding

Over 1,500 students & adults enjoyed field trips at the sanctuary.

75,000 read about the sanctuary and Alpena on the cover of Michigan BLUE Magazine

In 2018 the sanctuary was FEATURED 97 TIMES IN THE NATIONAL MEDIA (42 TV, 24 radio, 18 print, 35 web pieces)

PROTECTING THE GREAT LAKES & OUR NATIONAL HERITAGE

Through research, education, and community engagement, Thunder Bay National Marine Sanctuary protects a nationally significant collection of historic shipwrecks in Lake Huron and inspires Great Lakes conservation.

Thunder Bay National Marine Sanctuary was DESIGNATED in 2000 & EXPANDED in 2014 DRIVEN BY STAKEHOLDER INTEREST

4,300 SQ. MILES PROTECTED by the sanctuary

99 known historic shipwrecks

100 yet to be discovered

SANCTUARY RECREATION

Boating Stand-Up Paddling Diving Snorkeling Sailing Paddling Fishing Swimming

42 MOORING SYSTEMS maintained by the sanctuary TO PROTECT SHIPWRECKS and attract divers, snorkelers, and paddlers

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