







GREAT LAKES
MARITIME HERITAGE CENTER
welcomed

80,287

in 2018

ALPENA SHIPWRECKS TOURS

Welcomed

7 OCE

7,865 VISITORS in 2018

SANCTUARY

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



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



Spend \$28,500,000 in the region annually



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

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



glass bottom boat shipwreck tours through grant funding



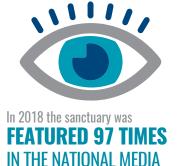
75,000 read about the sanctuary and Alpena on the cover of Michigan BLUE Magazine

Over 1,500 students & adults

enjoyed field trips at the sanctuary.







(42 TV, 24 radio, 18 print, 35 web pieces)

42 MOORING SYSTEMS

maintained by the sanctuary

TO PROTECT

SHIPWRECKS

and attract

snorkelers.

paddlers

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.



