

*The Economic Impact of
Outdoor Recreation on the US
Economy: Michigan's Upper
Peninsula a Case Study For
Nature Based Tourism
Development*



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Outdoor Recreation as an Economic Influence Nation Wide

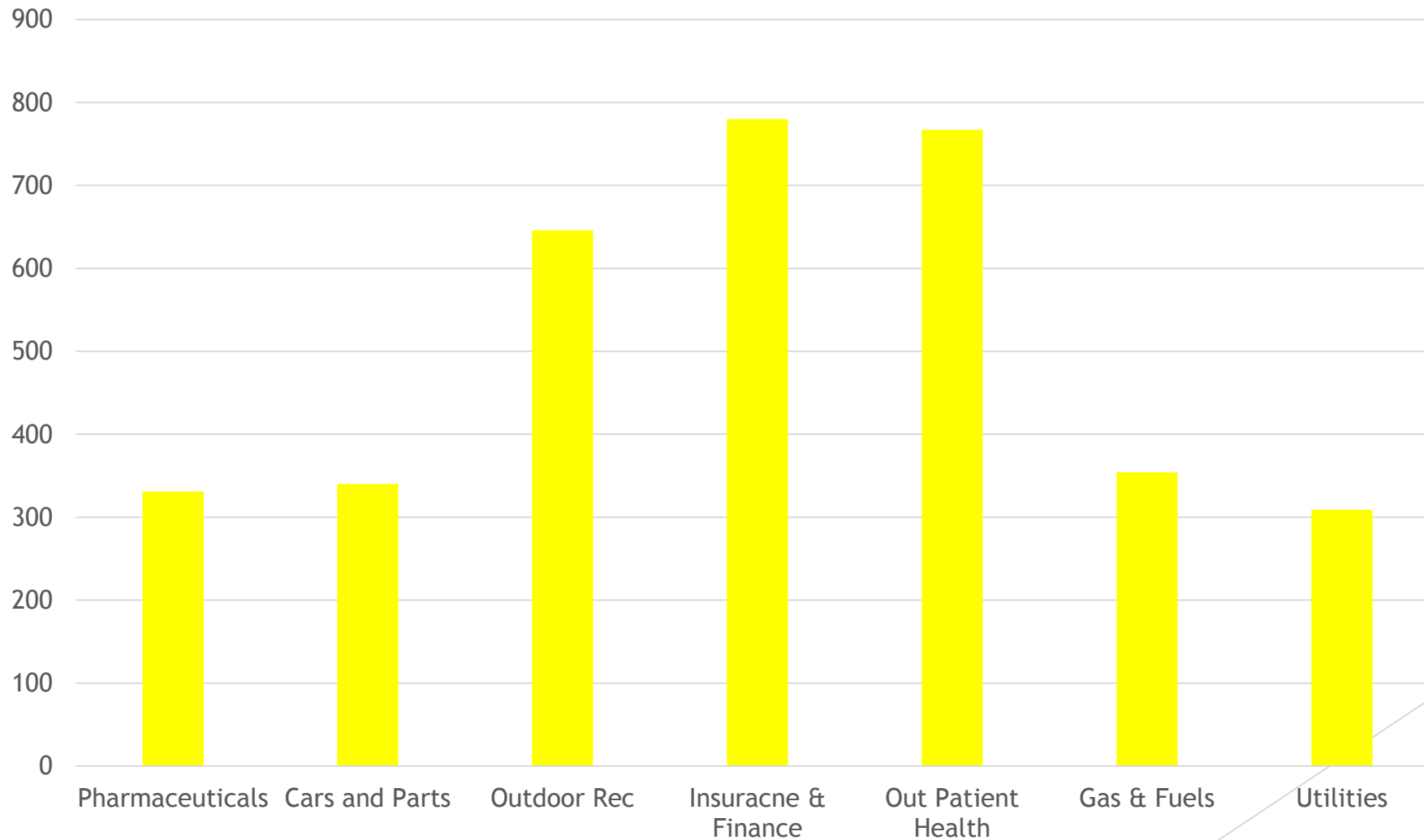
- ▶ Spending in the United States on Outdoor Recreation \$885 Billion
- ▶ 7.6 Million American Jobs
- ▶ \$65.3 Billion in federal tax revenue
- ▶ \$59.2 Billion in State and local tax revenue

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 (3rd in the nation)
 - ▶ Forest products: \$16.3 billion and 77,000 jobs
 - ▶ 102 State Parks, 22 million visitors
- ▶ Polar Roll



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



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



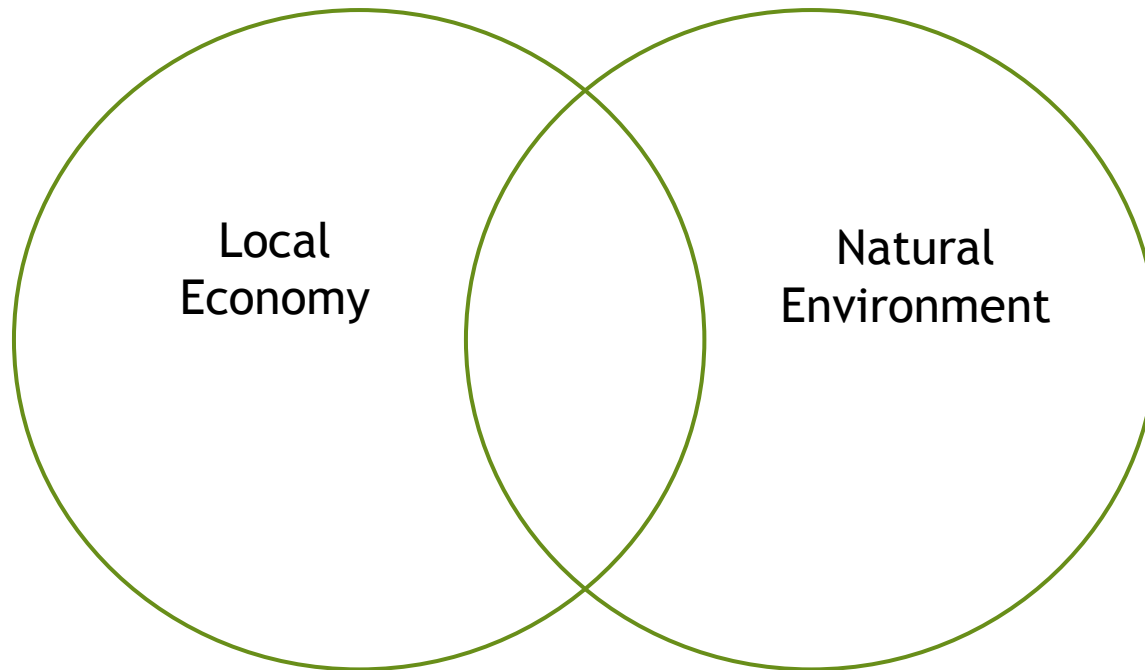
Negative Effects of Outdoor Recreation on Community Culture

- ▶ 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

