

THUNDER BAY NATIONAL MARINE SANCTUARY

GREAT LAKES
MARITIME HERITAGE CENTER
welcomed

80,287
VISITORS
in 2018



ALPENA SHIPWRECKS TOURS
welcomed

7,865
VISITORS
in 2018

Alpena, Michigan
population =
9,997
= sanctuary boundary

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



48% 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.



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

42 MOORING SYSTEMS maintained by the sanctuary

TO PROTECT SHIPWRECKS and attract divers, snorkelers, and paddlers



SANCTUARY RECREATION



Boating Stand-Up Paddling Diving Snorkeling Sailing Paddling Fishing Swimming