

Pure Ludington

Ludington Area Convention & Visitors Bureau

PRESS RELEASE

Contact: Kim Skeltis, APR; 616.419.8385; kim@blueblazepr.com

LUDINGTON EXPERIENCES RECORD 2018 TOURISM SEASON WITH HIGHEST VISITOR SPENDING AT \$117.4 MILLION, UP 3.3 PERCENT FROM 2017 AND 19.7 PERCENT IN FIVE YEARS IN MEDC REPORT

Ludington Area Visitors Bureau also Commissions First-Ever Summer Visitor Profile Study, Releasing Results at Nov. 22 Chamber Lunch & Learn

LUDINGTON, Mich. – Nov. 5, 2019 – With miles of Lake Michigan coastline, pristine beaches, iconic lighthouses and a quaint downtown, it's no surprise that tourism is a leading industry in Mason County. Now a newly released report by the [Michigan Economic Development Corporation](#) (MEDC) shows just how lucrative tourism is to the region – generating \$117.4 million in total visitor spending in 2018, a record high for Mason County over an eight-year span tracked by the economic development organization.

According to the MEDC's [2018 Economic Impact of Tourism in Michigan](#) report, 124.8 million visitors spent \$25.7 billion in Michigan in 2018. In the [County Analysis report](#), visitors spent \$117.4 million in Mason County alone in 2018, an increase of 3.3 percent from 2017 (\$113.7 million) and 19.7 percent from five years ago (\$98.2 million in 2013). Visitor spending increased 32.5 percent since the MEDC started tracking visitor spending in this annual report in 2011.

The tourism industry also is responsible for 1,081 direct jobs and 1,549 indirect jobs in Mason County, generating \$26.9 million in direct annual wages and \$43 million in total labor income – an increase of 6.2% from 2017.

“Clearly, Ludington continues to be at the top of travelers’ vacation destinations,” said Brandy Miller, executive director of the Ludington Area Convention & Visitors Bureau. “And as these numbers show, the impact of tourism is felt across our county’s economy – by hotels and restaurants, parks and museums, and grocery stores and gas stations.”

The MEDC report also tracks visitor spending in five categories, listed below in order by visitor spending in 2018:

1. Transportation at \$31.3 (up from \$30.3 million in 2017)
2. Food and beverage at \$31.1 (up from \$30.5 million in 2017)
3. Lodging at \$21.8 (up from \$20.8 million in 2017)
4. Recreation at \$18.4 million (up from \$17.4 million in 2017)
5. Retail at \$14.9 (up from \$14.8 million in 2017)

About the Ludington Area Convention & Visitors Bureau

The [Ludington Area Convention & Visitors Bureau \(LACVB\)](#) is the official destination marketing organization for Mason County, promoting the region to business and leisure visitors to maximize economic impact. An independent nonprofit organization, the LACVB collaborates with its partners to champion the continuous improvement of the region as a unique and memorable tourism destination. For more information, visit pureludington.com, [Facebook.com/PureLudington](https://www.facebook.com/PureLudington) and twitter.com/@Pure_Ludington.

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