



PRESS RELEASE

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MANISTEE COUNTY VISITORS SPENT \$13.1 MILLION IN ANNUAL LODGING SALES IN 2021, UP 31.1 PERCENT FROM 2020 AND 20.8 PERCENT FROM PRE-PANDEMIC LEVELS IN 2019

Annual Lodging Sales are at Five-Year High in 2021 as Travel Rebounds Due to Pent-Up Demand

MANISTEE, Mich., Feb. 16, 2022 – While it is no surprise that tourism was exponentially higher in 2021 than 2020 in Manistee County when the pandemic began, Manistee County also saw a significant increase in tourism last year over pre-pandemic levels in 2019 and earlier.

According to data tracked by the [Manistee County Visitors Bureau](#) (known as Visit Manistee County), Manistee County generated \$13.1 million in annual lodging sales* in 2021 – a 31.1 percent increase over 2020 sales at \$10.05 million and a 20.8 percent increase over 2019 sales at \$10.9 million.

“Last year was beyond our expectations from a visitor standpoint,” said Tim Riley, board chair of the Manistee County Visitors Bureau. “While we expected tourism to bounce back from 2020, our increased lodging sales income even versus 2019 show that people were more than ready to travel again last year due to pent-up demand – and that a drive destination with natural resources and outdoor amenities like Manistee County was just what visitors were seeking. We only see that trend increasing.”

2021 Lodging Sales Economic Impact

Other 2021 lodging economic impact findings for Manistee County include:

- **Annual 2021 lodging sales income of \$13.1 million** was the highest lodging sales income over five years:
 - 31.1 percent increase over 2020 sales income (\$10.05 million).
 - 20.8 percent increase over 2019 sales income (\$10.9 million).
 - 28.8 percent increase over 2018 sales income (\$10.2 million).
 - 39.6 percent increase over 2017 sales income (\$9.4 million).
- **July, August and September continue to be the highest months in lodging sales income, with July in the lead** – The three highest months for lodging sales income in 2021 were July at \$3.1 million, August at \$2.9 million and September at \$1.7 million. Below are annual comparisons:
 - In 2020, highest sales were August at \$2.6 million, July at \$2.3 million and September at \$1.6 million.
 - In 2019, highest sales were July at \$2.52 million, August at \$2.5 million and September at \$1.4 million.
- **The biggest year-over-year monthly increases in 2021 versus previous years:**
 - *Versus 2020:* Monthly sales increased 630 percent in April 2021, 301 percent in May 2021 and 105 percent in March 2021 versus those same months in 2020, reflecting the lack of travel in the first half of 2020 due to COVID-related travel restrictions.
 - *Versus 2019:* Monthly sales increased 40.3 percent in April 2021, 29.3 percent in October 2021 and 28 percent in June 2021 versus those same months in 2019.

- **Year-over-year lodging sales income in 2021 increased most months vs 2020 and 2019:**
 - *Versus 2020:* Lodging sales income increased every month in 2021 year-over-year except November, which saw a 14 percent drop from 2020.
 - *Versus 2019:* Lodging sales income increased 10 of the 12 months in 2021 versus 2019, with a 20 percent drop December 2021 from December 2019 and 10.6 percent drop November 2021 from November 2019.

“Manistee County’s tourism industry has been on a steady, upward growth trajectory over the past five-plus years, and despite a global pandemic, travel continues to be an important part of people’s lives and spending habits,” said Riley. “We are fortunate to have this consistent influx of spending in our community that trickles down to our area businesses and residents.”

**NOTE: MCVB lodging sales figures are based on sales from MCVB [assessing properties](#) only and thus doesn't include sales figures nor take into account fluctuations of non-member lodging establishments. Also, some lodging properties still have not reported fourth quarter 2021 sales.*

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About the Manistee County Visitors Bureau

Incorporated in 1997, the Manistee County Visitors Bureau (known as Visit Manistee County) is the official destination marketing organization promoting Manistee County to grow the local travel economy. The visitors bureau is a member of the West Michigan Tourist Association, Michigan Association of Convention & Visitors Bureaus, Michigan Restaurant & Lodging Association, Tourism Industry Coalition of Michigan and the Manistee Area Chamber of Commerce. Information is available at VisitManisteeCounty.com, facebook.com/ManisteePureMichigan, instagram.com/manisteepuremichigan and twitter.com/manisteePureMI.