

# Mackinac State Historic Parks



Crown Jewel of Michigan Tourism

*Mackinac State Historic Parks*



1895



*Mackinac State Historic Parks*



# Mackinac State Historic Parks

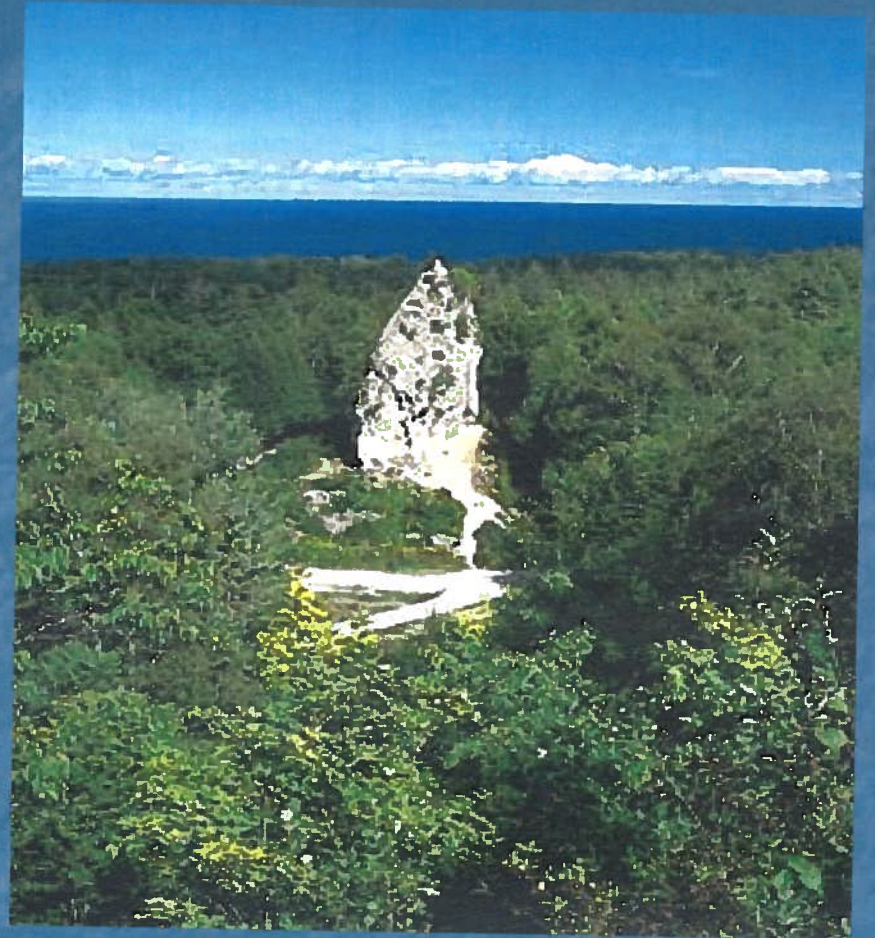


*Mackinac State Historic Parks*



# Mackinac State Historic Parks

Mackinac Island State Park



*Mackinac State Historic Parks*



# Mackinac State Historic Parks

Mackinac Island State Park

Fort Mackinac



*Mackinac State Historic Parks*



# Mackinac State Historic Parks

Mackinac Island State Park

Fort Mackinac

Colonial Michilimackinac



*Mackinac State Historic Parks*



# Mackinac State Historic Parks

Mackinac Island State Park

Fort Mackinac

Colonial Michilimackinac

Old Mackinac Point Lighthouse



*Mackinac State Historic Parks*



# Mackinac State Historic Parks

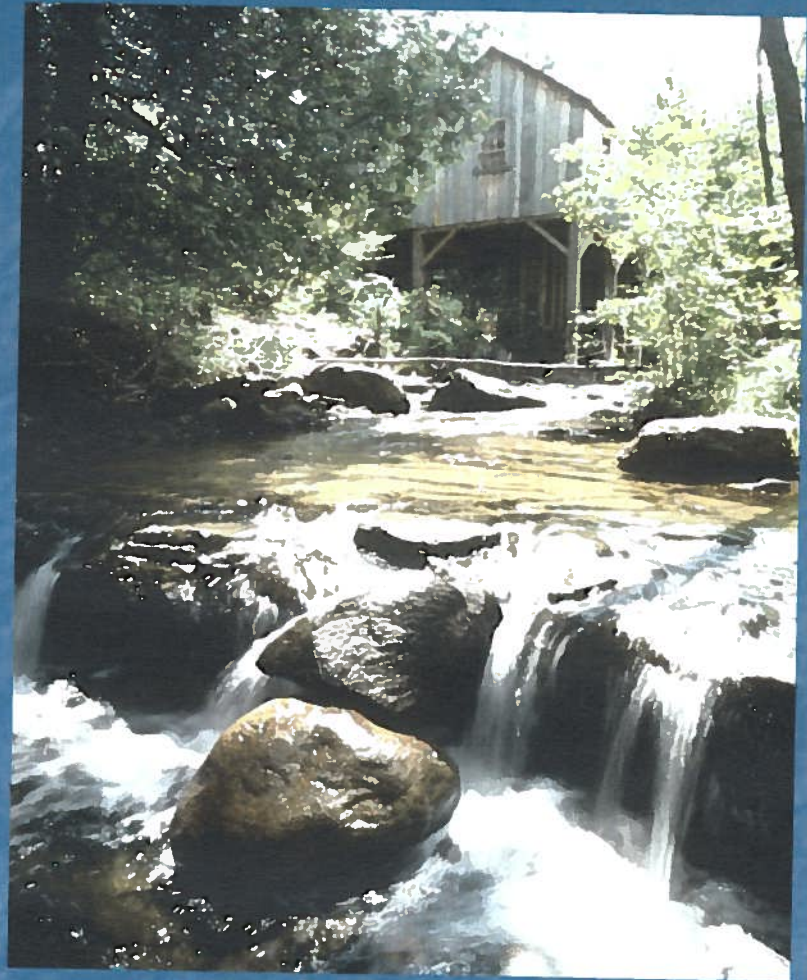
Mackinac Island State Park

Fort Mackinac

Colonial Michilimackinac

Old Mackinac Point Lighthouse

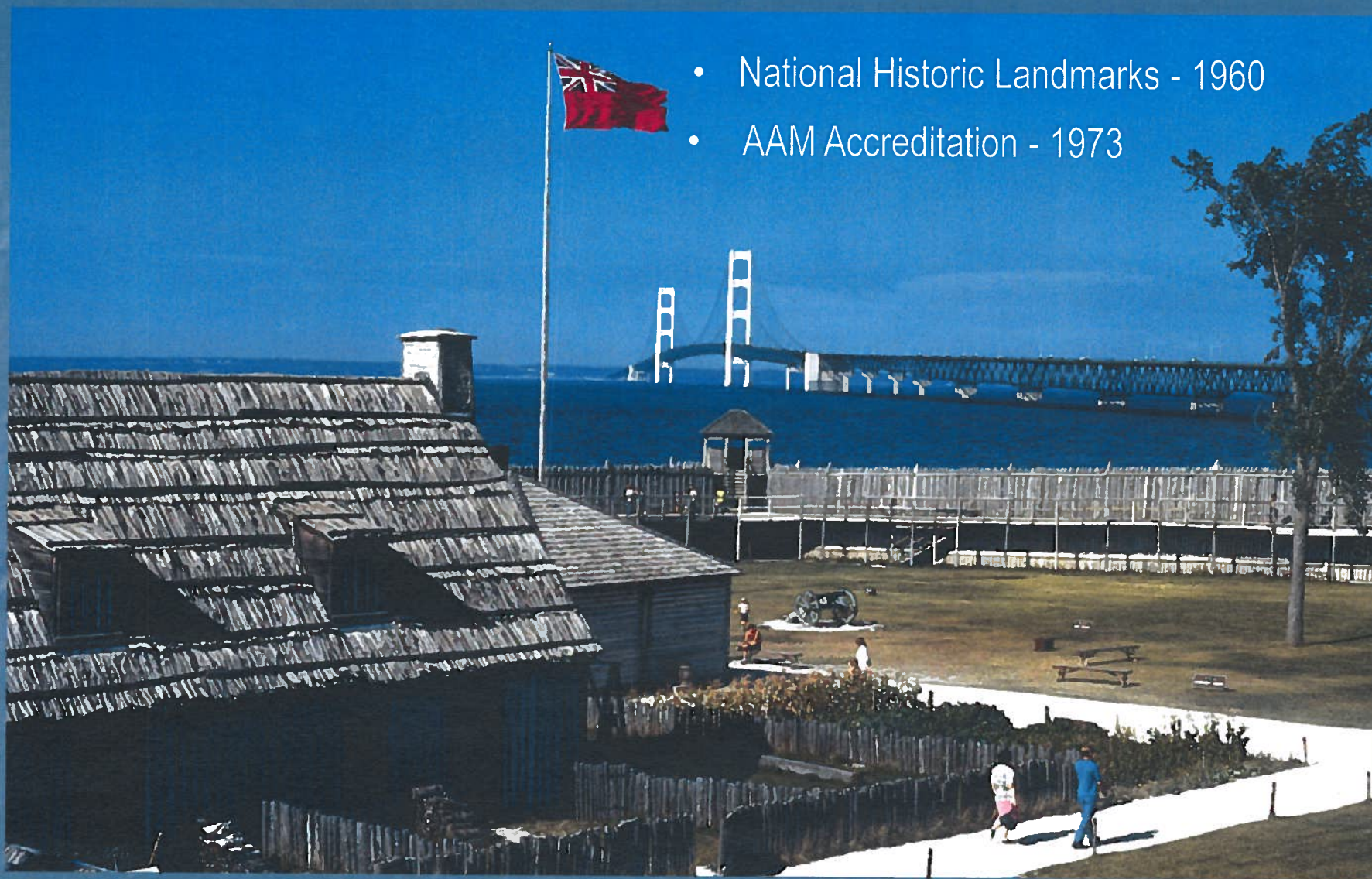
Historic Mill Creek  
Discovery Park



*Mackinac State Historic Parks*







- National Historic Landmarks - 1960
- AAM Accreditation - 1973

*Mackinac State Historic Parks*

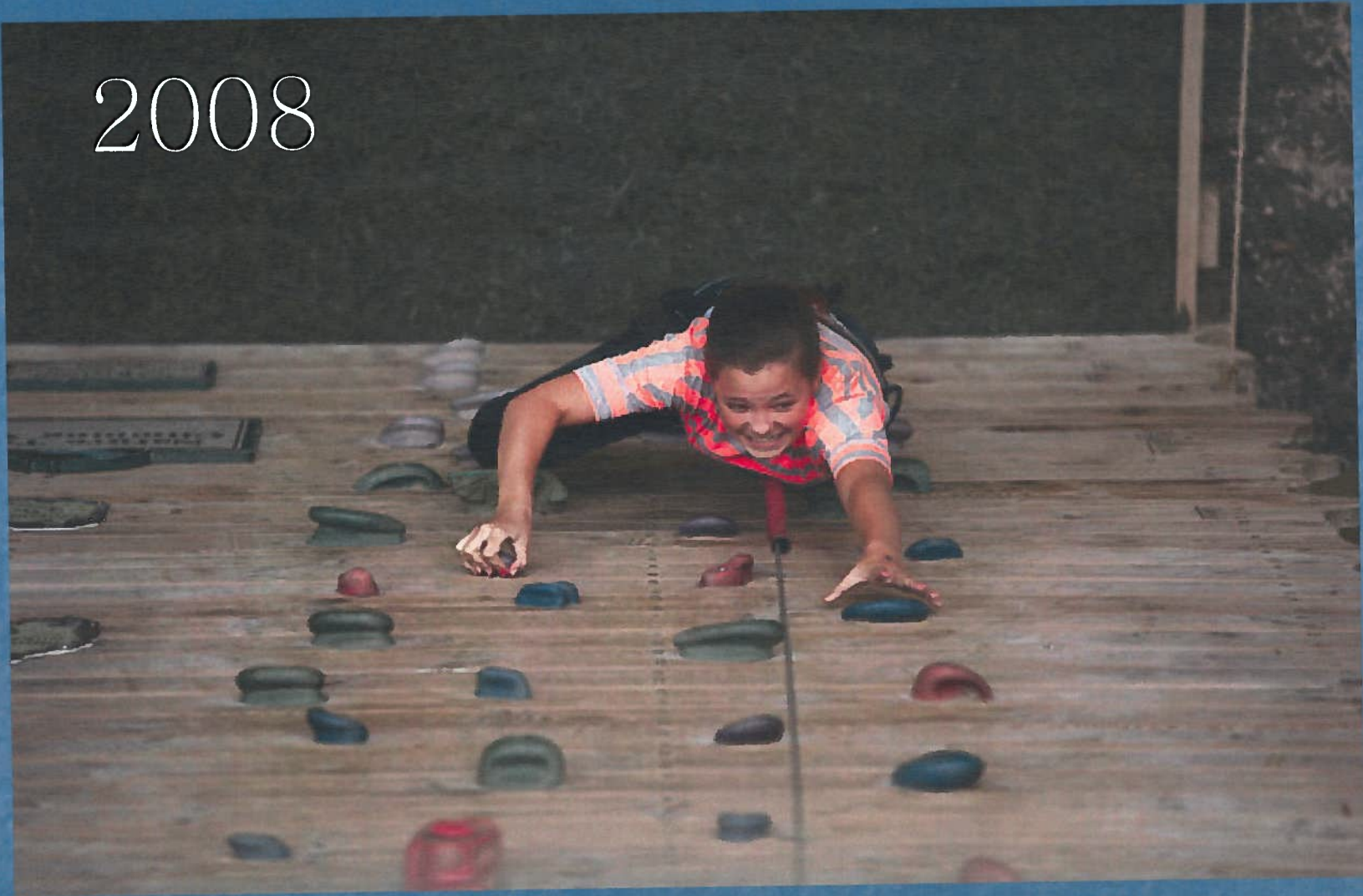




*Mackinac State Historic Parks*



2008



*Mackinac State Historic Parks*





*Mackinac State Historic Parks*





---

*Mackinac State Historic Parks*



2010



*Mackinac State Historic Parks*





2013

*Mackinac State Historic Parks*





*Mackinac State Historic Parks*







2014

*Mackinac State Historic Parks*





# Bicentennial of the War of 1812



*Mackinac State Historic Parks*



# Fort Holmes - 1814



*Mackinac State Historic Parks*



# Education outreach



*Mackinac State Historic Parks*



# Education outreach

200,000 Students



*Mackinac State Historic Parks*



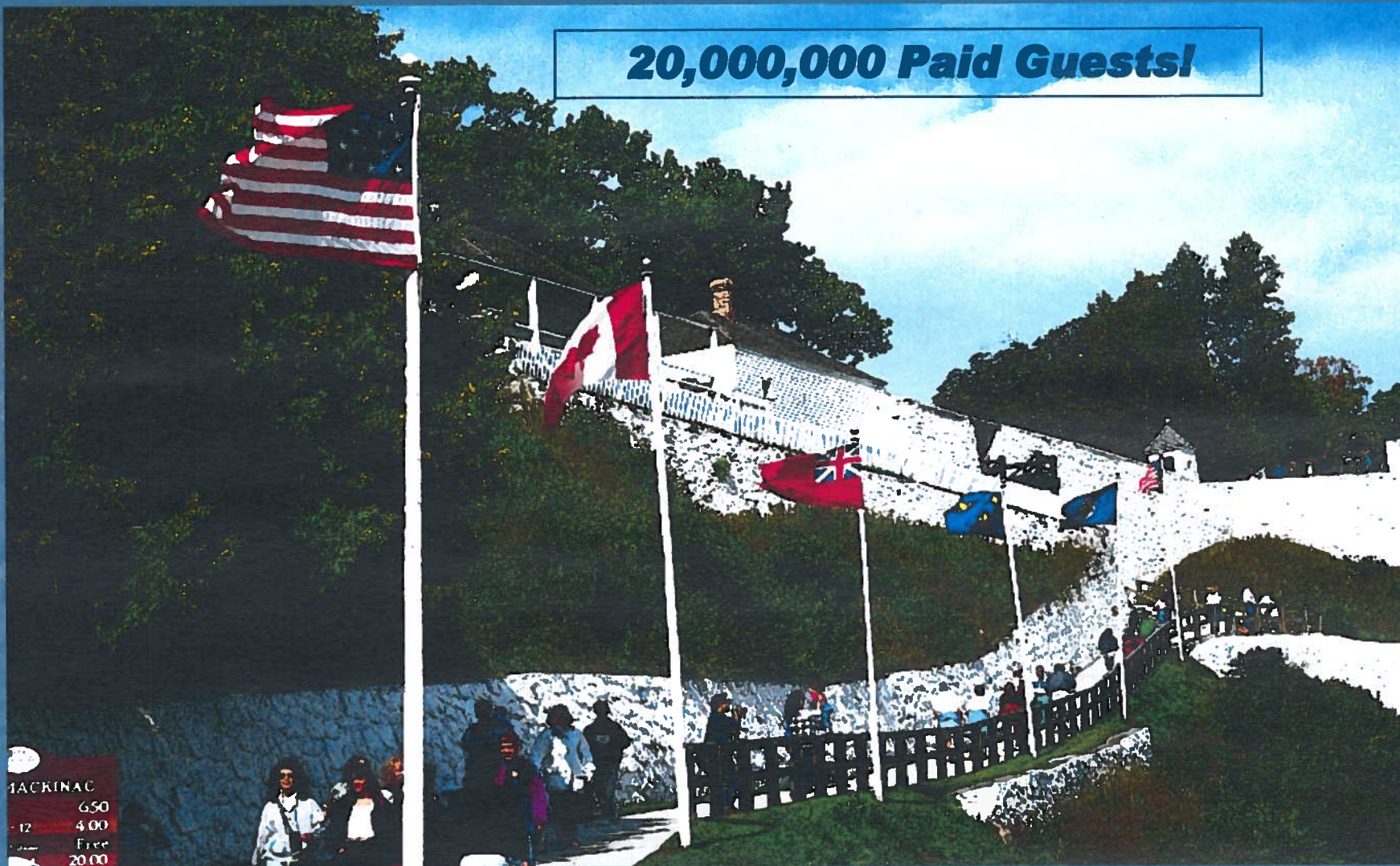
# Award Winning Parks



*Mackinac State Historic Parks*



**20,000,000 Paid Guests!**

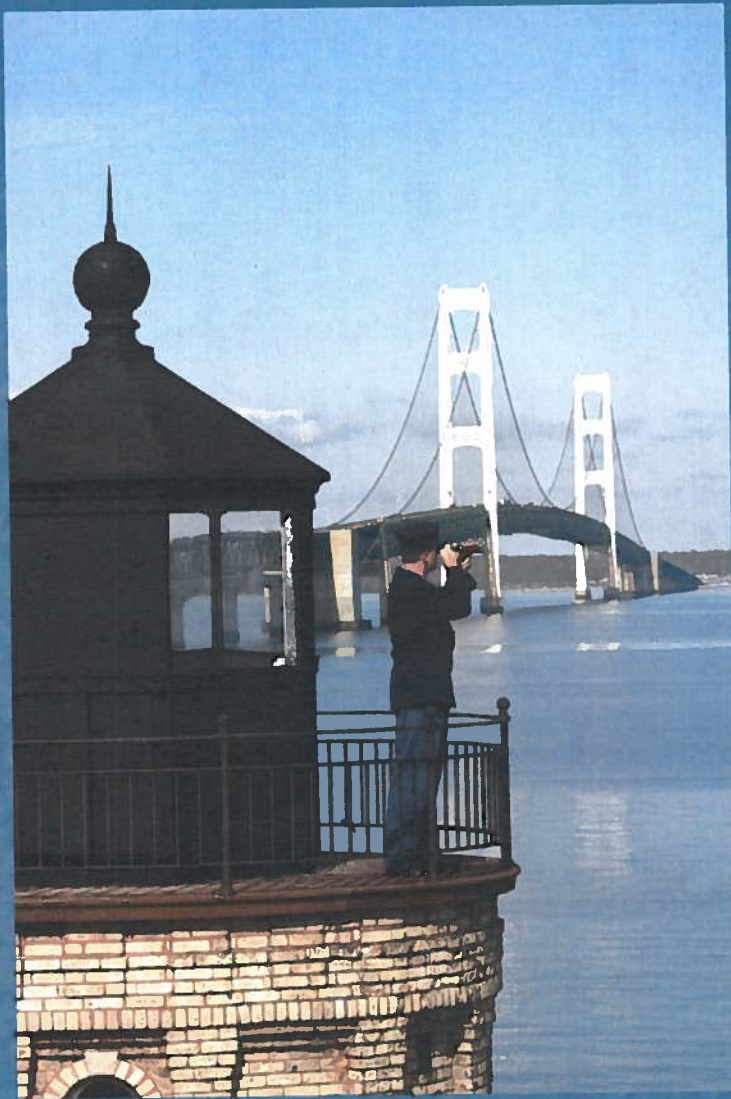


MACKINAC  
6.50  
12 4.00  
Free  
20.00

*Mackinac State Historic Parks*







2013

346,000 paying visitors

35,000 students

1,000,000 total guests

*Mackinac State Historic Parks*

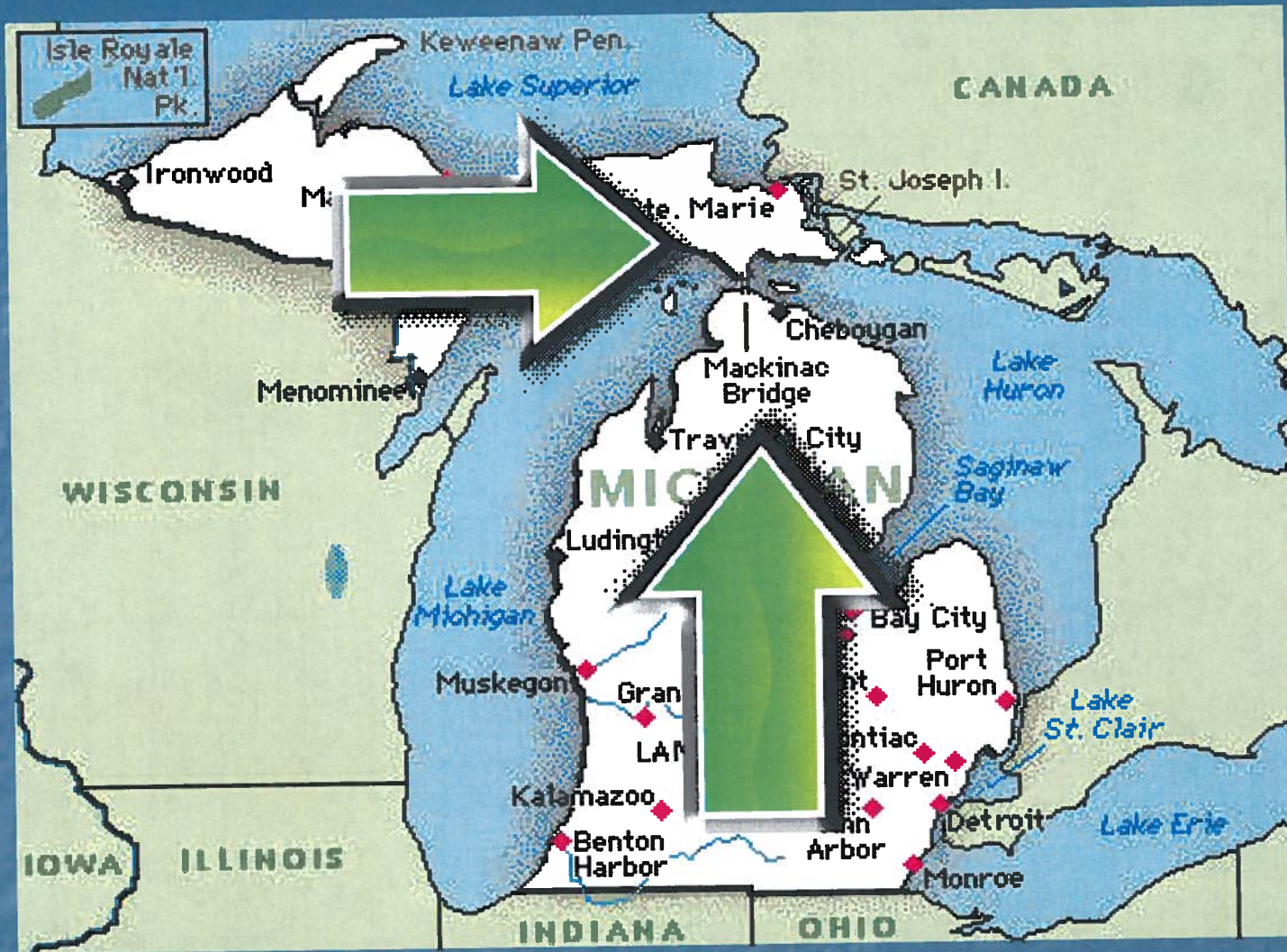


1,000,000 guests=\$175,000,000 area spending



*Mackinac State Historic Parks*





*Mackinac State Historic Parks*



# Annual Budget-2013

\$7 million

\$1.9 million -Park Endowment Fund

- Admissions
- Museum Store Sales
- Park User Fees
- Grants and Donations

*Mackinac State Historic Parks*





# Audience Research Tools

- Comment Cards
- Exit Interviews
- Trip Advisor Comments



# Welcoming Places



*Mackinac State Historic Parks*



# Welcoming Places



*Mackinac State Historic Parks*





# Welcoming Places



*Mackinac State Historic Parks*



# Welcoming Places



*Mackinac State Historic Parks*



# Mackinac State Historic Parks



Crown Jewel of Michigan Tourism

*Mackinac State Historic Parks*



