

LSPR '24 PRESS RELEASE 2

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[Google Drive with release and images](#)



FOR IMMEDIATE RELEASE

****Lake Superior Performance Rally Drives Significant Economic Growth in Marquette County****

Marquette, MI – December 6, 2024 – The Fox Marquette Subaru Lake Superior Performance Rally presented by Travel Marquette (LSPR) has once again proven to be a major economic boon for Marquette County. According to a recent economic impact study conducted by the Lake Superior Community Partnership (LSCP), LSPR 2024 generated substantial economic benefits, reinforcing its importance as a key event for the region.

Key Findings from the Economic Impact Study:

- **Total Economic Impact:** LSPR 2024 contributed an impressive \$4.7 million to the local economy.
- **Job Creation:** The event generated 45 new jobs across various sectors, including accommodations, food services, and retail.
- **Labor Income:** The rally generated \$1.6 million in labor income, benefiting local workers and their families.
- **Value-Added Revenue:** The event added \$2.6 million in value to the local economy, encompassing labor income, proprietor income, and taxes.
- **Tax Revenue:** LSPR generated \$679,000 in tax revenue, supporting essential county, state, and federal resources.
- **Attendees:** Over 3,600 people attended the event, with 26% being from the UP and the rest coming from all over the US.

Top Industries Benefiting from the LSPR:

- **Accommodations:** Hotels, motels, and other rental lodging options saw significant growth, with a total impact of \$1.65 million.
- **Fuel:** Given the distance people traveled to attend the rally, paired with the distance the event covers, spectators spent a total of \$469,000 on fuel alone while in the area.
- **Food Services:** Grocery stores and restaurants experienced a boost of \$870,000 on food sales, highlighting the rally's positive effect on local dining establishments.
- **Retail:** Miscellaneous store retailers benefited from \$304,000 in economic activity, driven by spending from rally spectators and participants.
- **Drinking Establishments:** Local breweries, wineries, bars, and other drinking establishments saw an impact of \$224,000, showcasing the rally's contribution to the local adult beverage industry.

Quotes: "We are thrilled to see the substantial economic impact of the Lake Superior Performance Rally on Marquette County," said Chris Heikkuri, Chief of Media and Marketing for LSPR. "This event not only brings excitement and entertainment to our community but also drives significant economic growth, supporting local businesses and creating jobs."

For more information and to stay up to date on the latest news, visit www.LakeSuperiorPerformaceRally.com

****About the Lake Superior Community Partnership****

The LSCP is a private-public partnership dedicated to promoting economic and community development in Marquette County. As an Accredited Economic Development Organization, the LSCP works tirelessly to facilitate job creation, support business growth, and attract new businesses to the region.

****About Lake Superior Performance Rally****

Lake Superior Performance Rally has been dubbed “The Oldest, Meanest, Toughest Rally on the Circuit”. It’s predecessor, the Press On Regardless®, was first run as a Time-Speed Distance Rally in 1949, and became a stage rally in 1969. In 1973 and 1974 it played host to the World Rally Championship. In 1994 the event reverted back to a Time-Speed-Distance Rally, and the Lake Superior Performance Rally was born, running on many of the same roads previously used. LSPR returned to Marquette in 2021 after being headquartered in Houghton for a number of years. Traditionally held in October, the fall colors provide a breathtaking backdrop to the action on the gravel stages, and bring thousands of people out to watch the competitors in action. The 2024 Lake Superior Performance Rally took place on October 11th and 12th.

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