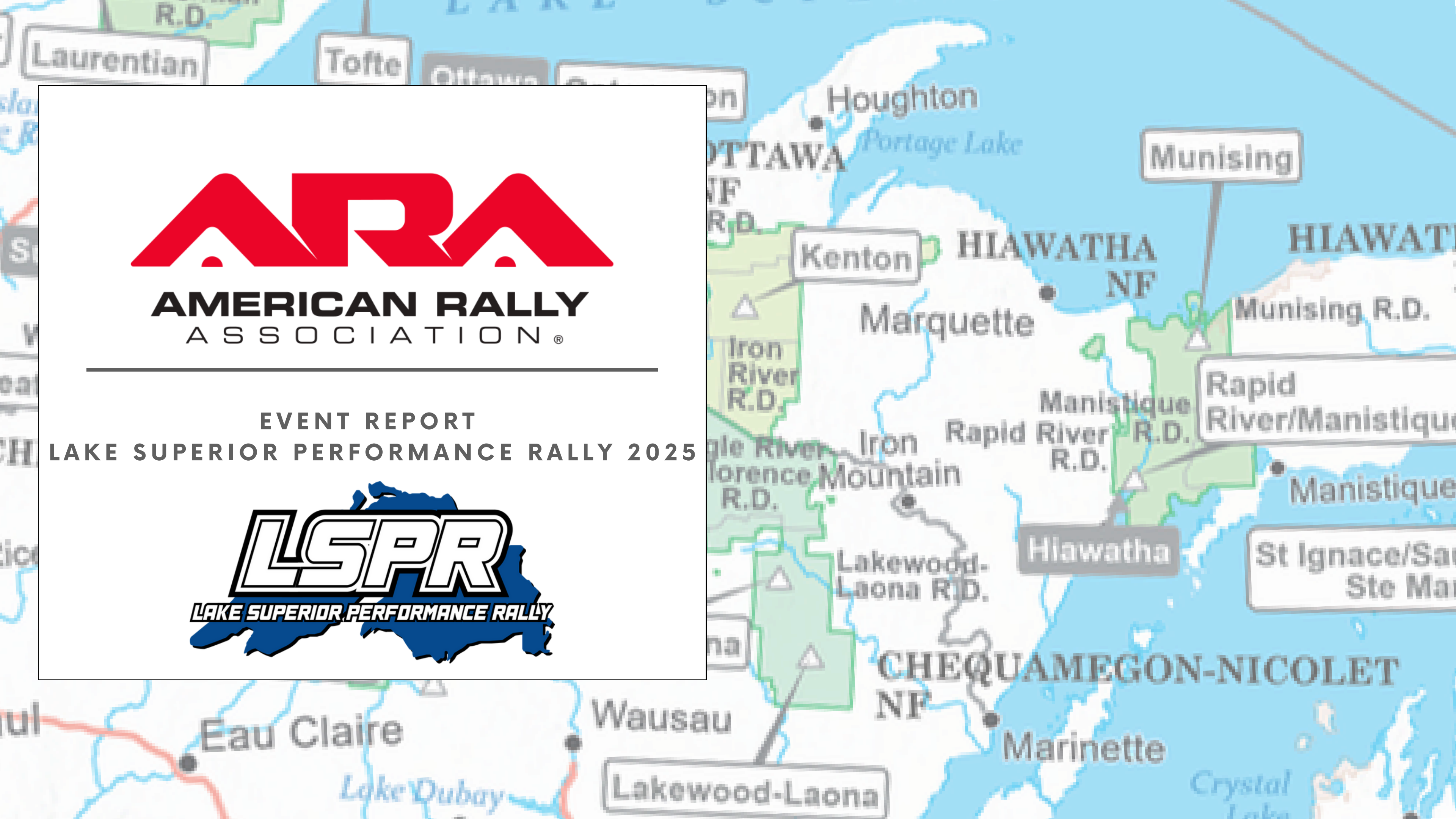




AMERICAN RALLY
ASSOCIATION®

EVENT REPORT
LAKE SUPERIOR PERFORMANCE RALLY 2025



**REAL ROADS
REAL CARS
REAL FUN**



MARQUETTE, MI

PHOTO: JACOB LYNCH



OCT 17-18
2025
MICHIGAN

THE NUMBERS

71 Race Cars competed over two days, covering 134 stage miles and 441 total miles through 6 counties across Michigan's Upper Peninsula - Marquette, Baraga, Houghton, Dickinson, Iron, and Ontonagon

Headquartered with the start and finish in Marquette, LSPR 2025 featured some long time favorite stages, as well as some new ones

New for 2025, the committee worked hand in hand with the Marquette DDA to provide an amazing Downtown atmosphere for the podium celebration



THE PEOPLE

- 3400+ Spectators
- 71 Race Cars
- 369 Competitors & Crew
- 337 Total Workers
 - 40 Organizers
 - 14 ARA Staff
 - 18 Course Openers & 17 Sweep People
 - 105 HAM Radio Operators
 - 143 Marshalls & Stage Workers
- 72 Registered Media
- 2 Dedicated Ambulances, Notices and information shared with 21 additional emergency services
- Everyone enjoyed peak fall colors in the UP



EVENT PARTNERS

Business Partners

Thank you to our event sponsors



Government & Local Partners

Support from local authorities and business is crucial to the success of the event - thank you for your continued partnership!





AMERICAN RALLY



2025 EVENT SURVEY

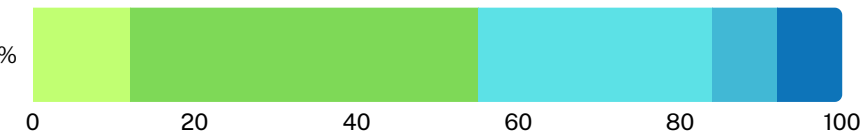


\$856,360

FOOD

SPEND ON MEALS PER DAY

● \$1-20 ● \$21-50 ● \$51-100 ● \$101-150 ● \$151+

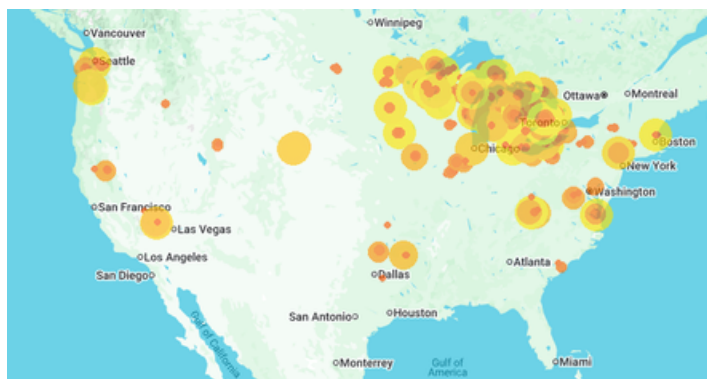


4230 * \$60.08 X 3.37 DAYS = \$856K IN FOOD PURCHASES

ARE YOU FROM MICHIGAN?



WHERE RESPONDENTS LIVE



\$994,734

LODGING

OF VISITORS PAID FOR LODGING & STAYED MULTIPLE NIGHTS **69%**

Type of Lodging: ● Hotel/Motel ● Rental House ● Home/Friend ● Camped ● Other



of Nights Booked

● 1 ● 2 ● 3 ● 4 ● 5+



Nightly Room Rate Paid

● 0-50 ● 51-100 ● 101-150 ● 151+

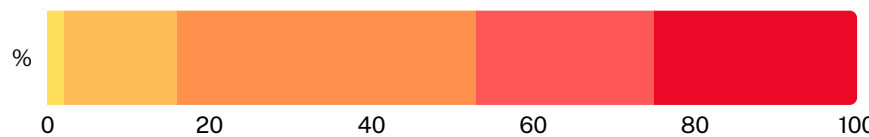


\$413,122

FUEL

SPEND ON FUEL DURING STAY

● \$1-20 ● \$21-50 ● \$51-100 ● \$101-150 ● \$151+



2784 * \$90.96 = \$253K IN FUEL PURCHASES

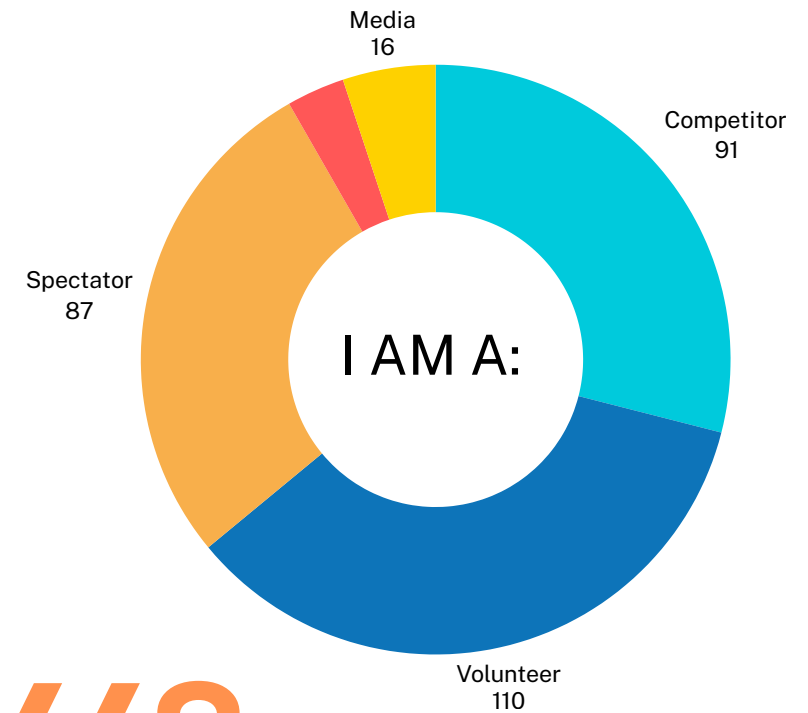
NET PROMOTER SCORE

+74



50+: EXCELLENT
0-50: GOOD
<0: BAD

4200+ Attendees



448

Responses to Survey

PEOPLE LOVE THE EVENT: 88% Rated it "Very Good"

\$4.5M Area Impact



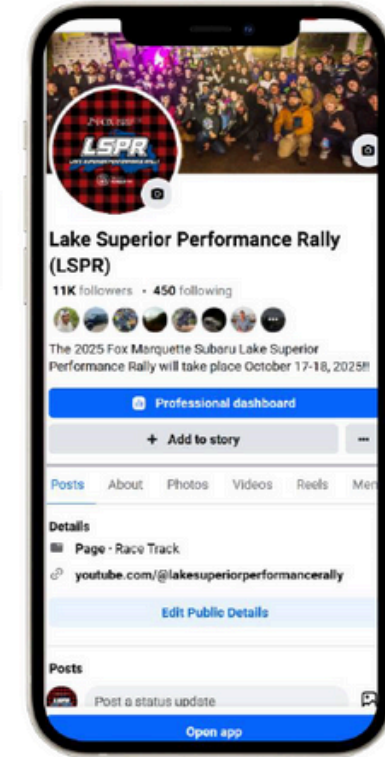
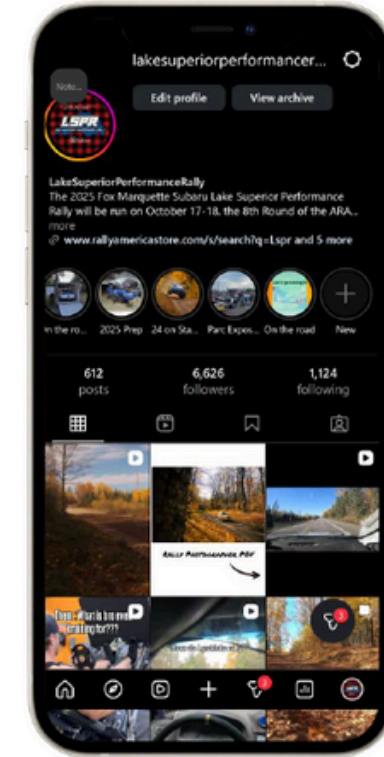
DOWNTOWN!

New for 2025, LSPR moved away from Mount Marquette Resort for the final stage and podium celebration and took the show Downtown Marquette.

Working with the Marquette DDA, we were able to close two blocks of Washington Street and turn them into a Rally Block party. A DJ provided live entertainment, sponsors and vendors lined the streets to give attendees things to do while waiting for the cars to get downtown.

As the cars finished, they were parked on either end of the blocks, and the podium celebration brought everyone together in the center. Downtown was electric, the streets were full, and everyone was having a great time.

We look forward to incorporating more of downtown in 2026, and have learned many lessons to make the experience more enjoyable for everyone!



Social Media



People were engaged:

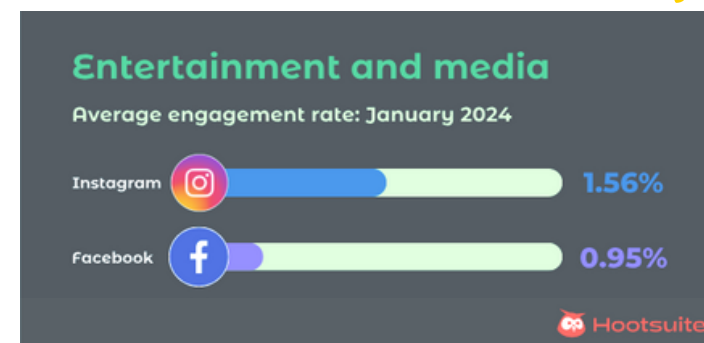
 567.8K Impressions
9.8K Engagements

 2.4M Impressions
143.9K Engagements

 24.6% Engagement Rate

 2.75% Engagement Rate

Our numbers  vs. Industry standard 



Metrics from LSPR social channels 10/1/25-10/31/25

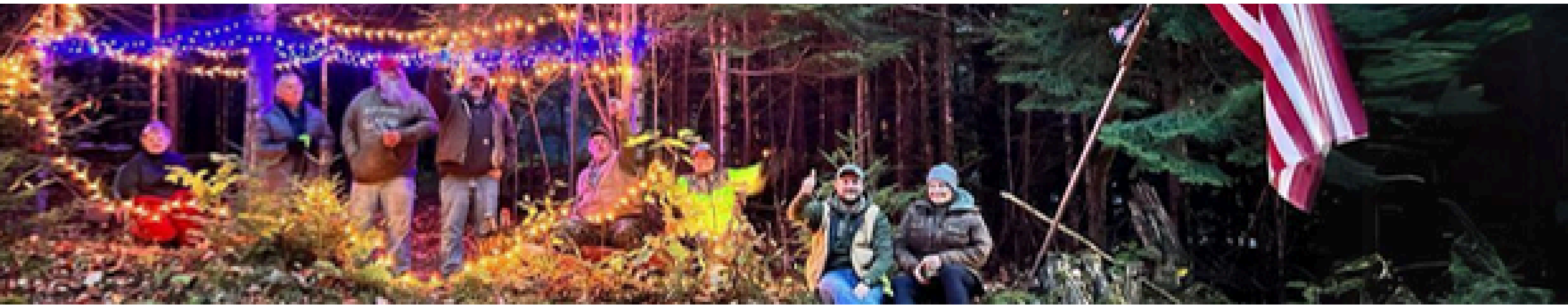




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One of the best things about LSPR is seeing our volunteers and community come together to make the event a huge success. It's amazing to watch hundreds of people working side by side, showing the true heart and spirit of the U.P. The rally doesn't just bring us together—it gives a big economic boost to local businesses too, from convenience stores and hotels to campgrounds and small shops. Together, we create an experience that really shows off the best of Marquette for visitors from all over the country.

- Steve Gingras - LSPR Chairman



RALLY FAN-ATICS

FOLLOWERS

ON THE RISE



ADD TOP DRIVERS
and it jumps to

Facebook: 7.4M

Instagram: 6.4M

YouTube: 622K

Total followers are ARA, Dirtfish, VSC and the National Events

7X ENGAGEMENT

ARA	VS	SPORTS
Instagram 10.9%		Instagram 1.57%
Facebook 4.8%		Facebook 0.29%

40.2M TOTAL IMPRESSIONS

ARA Channels: 20.3 M
 Facebook 18.5M Instagram 1.8M
 ARA Content on Dirtfish: 19.9M
 Facebook 3.8M Instagram 5.2M YouTube 10.9M

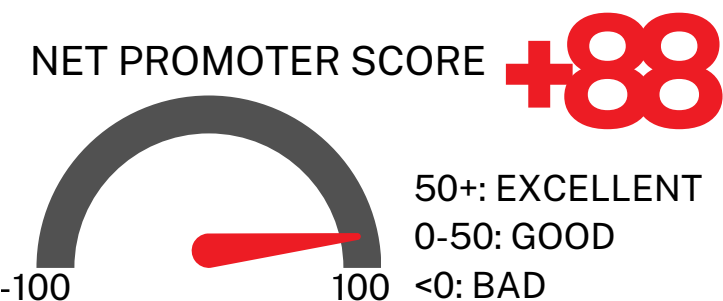
43% INCREASE VS 2022
 483% INCREASE VS 2021

AGE

18-24 11.3%
 25-34 39.8%
 35-44 29.9%



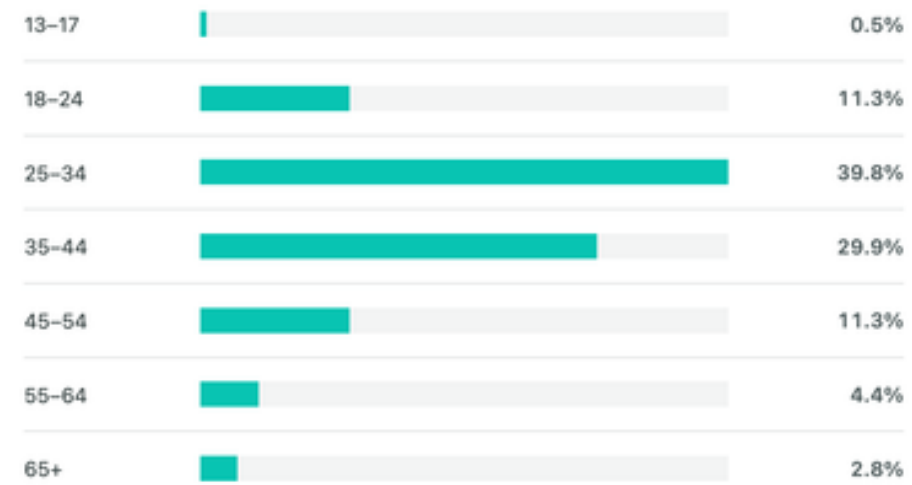
MEN 87.1%
 WOMEN 9.1%



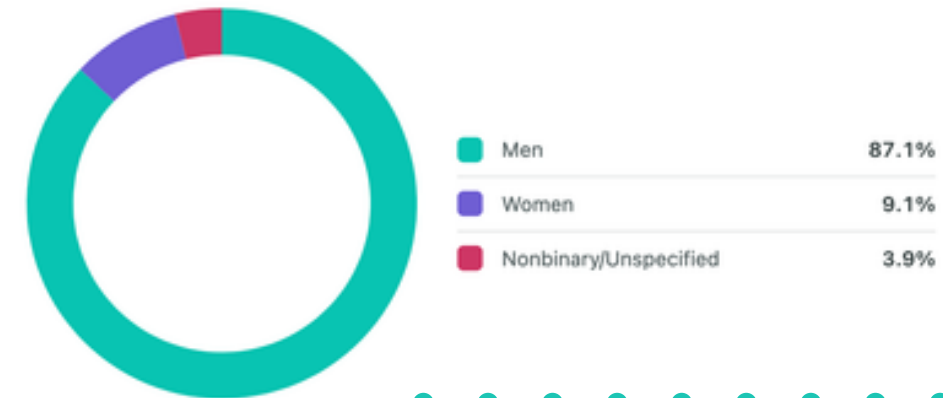
DEMOGRAPHICS

FOLLOWER'S DEMOGRAPHICS

Audience by Age



Audience by Gender



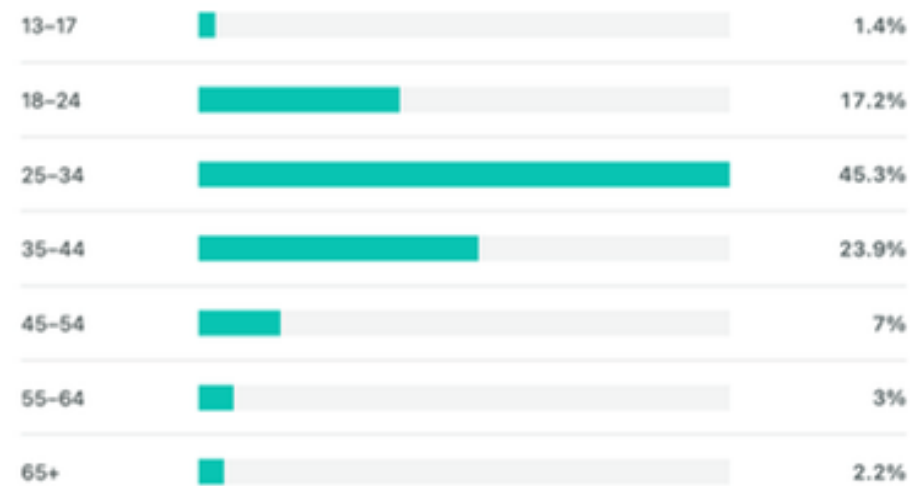
Men between the ages of 25-34 have a higher potential to see ARA content and visit American Rally Association's Page.



TOP 5 COUNTRIES

REACH DEMOGRAPHICS

People Reached by Age



People Reached by Gender



People Reached Top Countries

Country	Daily Average
United States	16,761.06
Mexico	2,846.95
Australia	2,693.75
United Kingdom	2,646.71
Poland	2,411.37

THANK YOU!



The organizers extend their heartfelt thanks to the citizens, elected officials, staff, businesses, and communities of Marquette and the surrounding areas for their unwavering support and dedication to hosting the Lake Superior Performance Rally.



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DATA Sources & Calculations:

Fan Demographics: DATA from 2023 - Sprout Social and Meltwater Reports

Impressions & Reach: DATA from 2023/2024 - ARA Wix Site, Dirtfish Media, Sprout Social and Meltwater Reports

Total Attendees: Taking an average from responses to Q13 of survey where all non-numerical answers were removed - leaving 448 applicable responses = average of 3382 spectators. 3628+380 Volunteers+22 ARA + 374 Crew + 72 Media = 4230 **Attendees**. This is the quantifiable data - in reality and from reports, there were at least two thousand more people at the event spectating.

Reported Lodging: Direct survey responses with a value were totaled to reach \$147,637 spent

Estimated Lodging\$: Q7: 436 rooms booked --> Total of \$147,637 / 436 = \$338.62 per bed. **69.5% paid for lodging**, Attendees x 69.5% x = **994,734**

Total Rooms: 436 Rooms booked, 3.37 Average nights stayed (Q8) = (436 Rooms / 311 Responses)* 4230 Attendees * 69.5% = 4121 Room Nights

Spend on Meals: Survey Q10 shows that the following was spent per day by 311 respondents: (37@\$10, 134@\$35, 90@ \$75, 25@\$125, 25@\$150) Which equals an average of \$60.08/day. 4230 attendees x \$60.08 X 3.37 Days = **\$856,360 in food**.

Spend on Fuel: Survey Q11 asks what was spent total on gas in the area. 311 respondents: (7@\$10, 43@\$35, 115@ \$75, 69@ \$125, 77@\$150+) Which equals an average of \$97.67/person. 4230 attendees x \$97.67 = **\$413,122 in fuel**

Total Impact: (\$994,734 Lodging + 856,360 Food + 413,122 Fuel)*Conservative Multiplier of 2 = **\$4,528,435**

Thank you to the photographers that donated content for this report: Charlie Discoe, Curtis Stout, Mary Winker, Jacob Lynch, William Conley, Chris Stark

The ARA makes no claims of economic impact with this report, the author is not an economist. The data has been collected and calculated as shown above to provide the presented figures.