

**REGIONAL
TOURISM
SPECIALISTS**

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Native American Tribal Headquarters

SWOT ANALYSIS

Strengths

- Lake Michigan's Crescent Beach
- Largest charter fishing fleet in Wisconsin
- Location on scenic Highway 42 lakeshore drive
- Walkable downtown with murals
- Vicinity to Door County
- Strong and numerous events
- Destination brewery and winery
- Strong outdoor recreation base
- In-town campground
- Cool climate for summer travel
- Less crowded tourism destination
- Strong volunteer base

Weaknesses

- Lack of restaurants (family-friendly + high end)
- Water quality of lake (trapped river outflow)
- Deterioration of the marina and piers
- Minimal marketing by local businesses
- Lack of uniform business hours
- Empty and blighted storefronts
- Lack of modern/new hotel
- Lack of modern meeting space
- Lack of family activities
- Ahnapee trail signage and trail maintenance
- Employee shortage + lack of employee housing
- Aging population
- Broadband internet challenges

Opportunities

- Hosting marketing/promotion workshops
- Provide consulting for restaurant owners/entrepreneurs
- Inventory and create more beach experiences
- Food truck opportunities
- Investigate beach/water quality improvement options and grants
- Engage the Ahnapee State Trail friends group
- High school + J-1 employment opportunities
- Engage outfitters (kayak/paddleboards/bikes/ATVs)
- Reorganize downtown arts district/community
- Engage the city about code enforcement for blighted buildings.
- Investigate broadband grants
- Close streets for festivals/art walks/mural tours/concerts/sidewalk sales
- Engage hotel developers
- Pedal tavern
- Boat and kayak tours

Threats

- Lack of funding
- Limited staff/available talent
- Shadow of Door County
- Off the beaten track
- Lack of vision by local residents/businesses + fear of change
- Lake levels/climate issues
- Physical/geographic growth limitations
- No economic development/master plan director
- Conflict between boats & kayaks
- Local politics
- Poverty /low income of local residents
- COVID/Pandemic implications

ALGOMA

DESTINATION ASSESSMENT REPORT

APRIL 2020



Wisconsin's tourism industry is an integral part of the state's economy. Local destinations that recognize the importance of the visitor economy should be commended for their vision to benefit from the impacts of visitor spending. In 2019, Wisconsin's tourism industry grew to over \$22 billion generating over \$1.6 billion in state and local taxes and more than 200,000 jobs across the state. As a resource to local communities that identify tourism as a growth opportunity, the Wisconsin Department of Tourism offers a destination assessment process designed to find the best path for maximizing strengths, create a destination that is attractive to visitors, and outline the development necessary to increase the impact of visitor spending on the local economy.

This destination assessment was conducted as a joint project between the Wisconsin Department of Tourism and the Algoma Area Chamber of Commerce. This process included conversations with a local task force representing the City of Algoma, local businesses, civic organizations, as well as surveys of visitors and residents.

For more information about the Destination Assessment process, or to consult with a Wisconsin Department of Tourism representative, visit: <http://industry.travelwisconsin.com/industry-outreach/tourism-assessments>.