

# THE MINING Journal

## Editorial

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### [Listing is a feather in U.P.'s cap](#)

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The Weather Channel recently granted a designation that most residents would take for granted — calling the U.P. a “Winter Wonderland” as it named the peninsula as one of the country’s top 10 winter family getaways .

The U.P. came in sixth on the national cable channel’s list featuring of outstanding weinter destinations. Other places making the cut include Rocky Mountain National Park, Lake Tahoe and Joshua Tree National Park.

It’s hardly news to us that the U.P. is a great place for winter recreation — but it may be to other people. And that’s the real value of this designation.

Publicity from a major media outlet like the Weather Channel could be a huge potential boost to area tourism — the kind of publicity that money can’t buy.

The Weather Channel list, posted on its Web site, [www.weather.com](http://www.weather.com), talks about several specific areas of the U.P. that tourists shouldn’t miss in winter, including Porcupine Mountains State Park and the Copper Country State Forest.

The U.P.’s selection for the list is a validation of all the attributes that make the area special. It’s affordable and uncrowded; it’s an accessible yet rugged part of the Midwest with every possible kind of winter recreation there is.

U.P. Travel and Recreation Director Tom Nemacheck was absolutely correct when he said the the U.P. deserves to be on the list.

“This is something we deliberately work on,” he said. “We have a very developed winter product — trail systems, ski hills and great accommodations.”

That recreational product is incredibly valuable to the regional economy. But it’s hard to sell even the best product to a mass audience if they don’t know it exists.

There’s no doubt the listing will increase the area’s exposure. Many people already know the U.P. is a “winter wonderland,” but this list will get the message out to those who don’t.

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