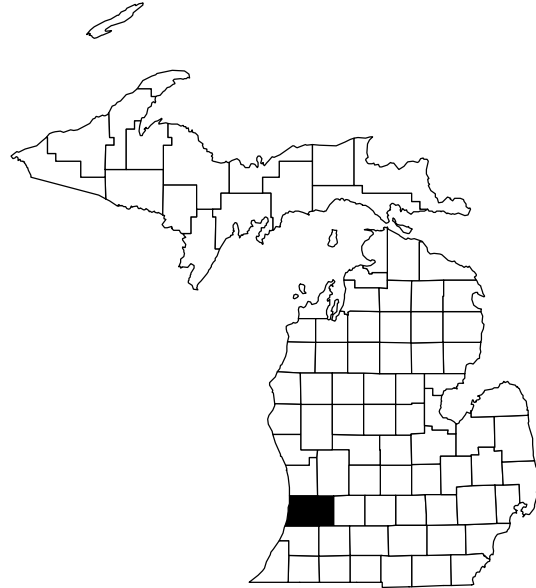


ALLEGAN COUNTY TOURISM PROFILE

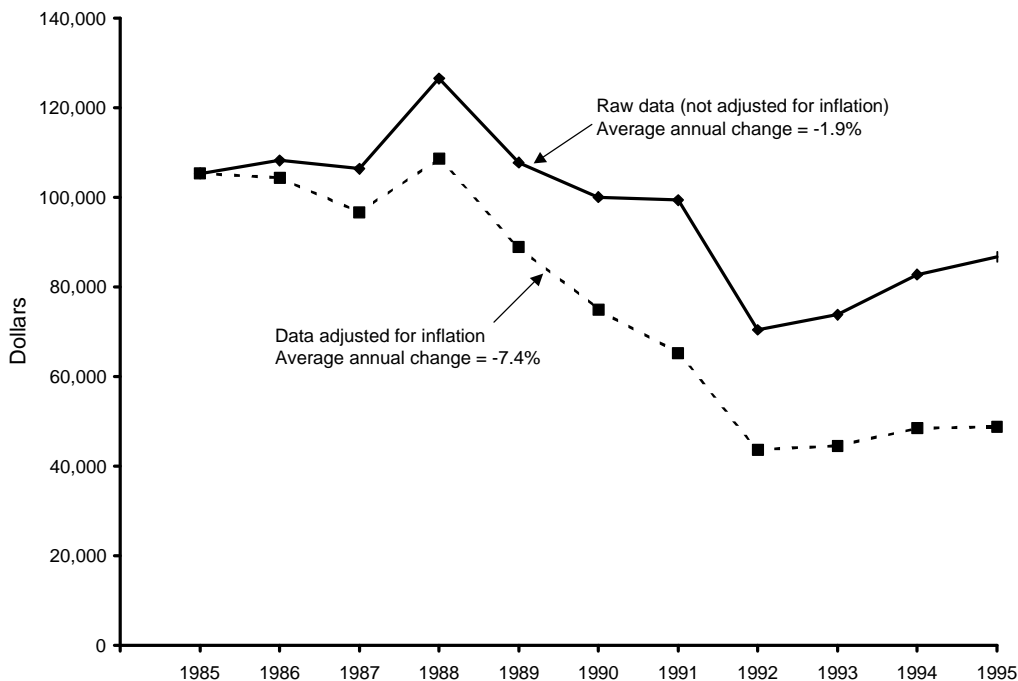
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

October 1998

MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Allegan County. All statistics pertain to Allegan County unless otherwise noted, and are the most current available. Further assistance is available from the Travel, Tourism, and Recreation Resource Center at Michigan State University (517/353-0793) or the MSU Extension office in Allegan County (616/673-0370).



TRENDS IN STATE OF MICHIGAN LODGING USE TAX COLLECTIONS FOR ALLEGAN COUNTY



NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the 4% rate. The comparable statewide average annual change figures are 6.3% in the case of raw data and 0.4% in the case of adjusted data.

SOURCE: Michigan Department of Treasury, Systems Division.

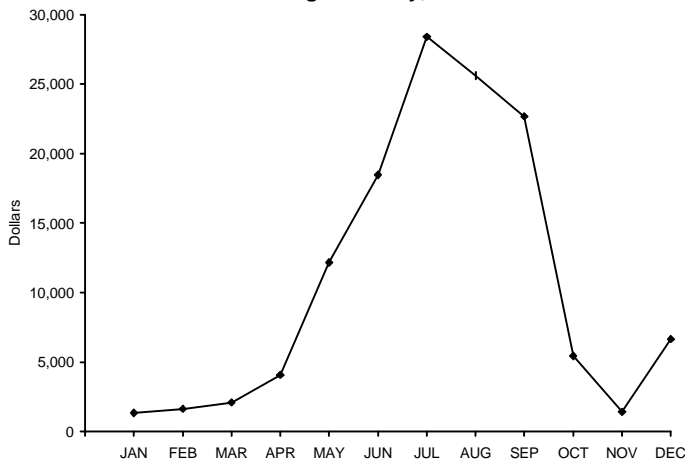
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN ALLEGAN AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Allegan	1.9%	1,805,100	\$98,068,000
Barry	0.2%	153,900	\$8,363,000
Kalamazoo	1.9%	1,753,000	\$95,235,000
Kent	2.9%	2,725,700	\$148,082,000
Ottawa	1.6%	1,467,900	\$79,748,000
Van Buren	1.2%	1,091,200	\$59,285,000

NOTE: Estimates are based on results from a telephone survey being conducted by the Travel, Tourism, and Recreation Resource Center at Michigan State University. "Pleasure trips" are overnight or day trips to places at least 50 miles from respondents' homes that were made for enjoyment, including vacations, weekend getaways, shopping trips, and trips to visit friends and relatives. The study region consists of Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin, and Ontario. "Market share" is the percentage of pleasure trips to Michigan that originated from this region and had a given county as its main destination. Estimated pleasure trip-nights are the product of these percentages and a survey-based estimate of 93.8 million pleasure trip-nights in Michigan in 1996. Direct expenditures are the product of these percentages and a survey-based estimate of \$5.1 billion in direct pleasure trip expenditures in Michigan in 1996. Estimates do not include pleasure trip-nights or expenditures of travelers who resided outside the study region or who merely passed through a county. Estimates are preliminary and subject to revision as additional data become available. They should be used judiciously since they are in some cases based on small samples for a given county.

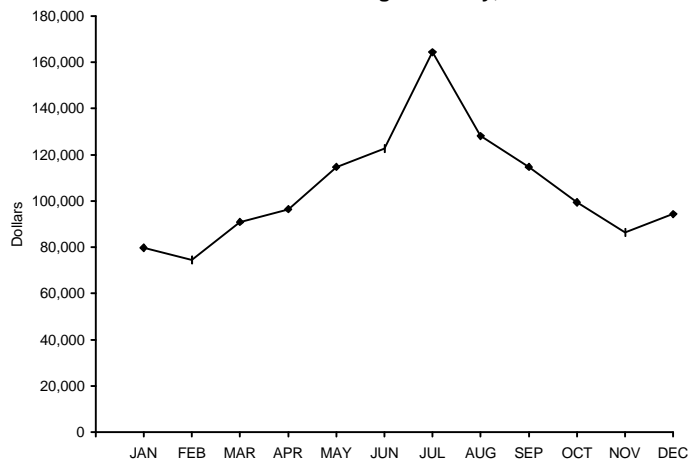
SEASONALITY IN ECONOMIC ACTIVITY

State of Michigan Lodging Use Tax Collections for Allegan County, 1995



SOURCE: Michigan Department of Treasury.

State of Michigan Sales Tax Collections of Family Restaurants and Cafeterias for Allegan County, 1995



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR ALLEGAN COUNTY

Estimated number of visits to Saugatuck State Park (1996)	66,143
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$130,006

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	532,544
No. water acres in county (1989)	7,168
Total no. acres in county (1989)	539,712
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	0
State parks and recreation areas	909
State boating and fishing sites	1,276
State game/wildlife areas	45,480
State forests	0
Other areas	0
Total	47,665
No. acres of publicly or privately owned forest land (1994)	179,900
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	75.2
No. miles of Great Lake shoreline	24
Total no. miles of rivers and streams	517
No. miles of state or federal wild/scenic/natural river (1990)	55
No. inland lakes > 50 acres in size	29
Combined acres of natural or artificial lakes and ponds (1991)	8,522
Total no. acres of legislatively protected sand dunes (1989)	2,546
Natural heritage site: Bird watching are in Allegan State Game Area.	

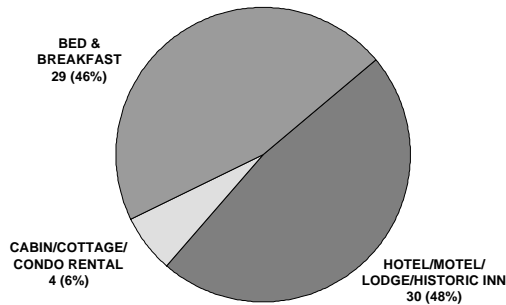
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	28
No. recreational harbors on the Great Lakes (1990)	1
No. Great Lake marinas (1994)	24
No. Great Lake marina slips (1994)	992
No. licensed charter boats (1996)	14
No. 9-hole golf courses (1995)	7
No. 18-hole golf courses (1995)	11
No. agricultural markets/wineries/u-picks (1993)	80
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	2,617
No. licensed food service establishments (1995)	
Table service	99
Fast food	127
Cafeteria	66
Bar only	18
Other	119
Total	429
No. boat liveryes (1990)	13
No. watercraft for rent (1990)	91
No. miles of state-funded snowmobile trail (1990)	99.2
No. miles of hiking/skiing/mtn. biking trail (1994)	39
No. miles of designated off-road vehicle trail (1992)	0
No. museums (1990)	2
No. historical attractions open to the public (1990)	1
No. miles of interstate highway (1990)	29.6

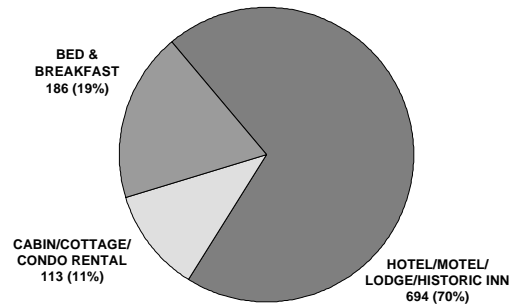
PRINCIPAL ATTRACTIONS AND EVENTS

Allegan State Game Area; recreational harbor facilities at Saugatuck on Lake Michigan; Bittersweet Ski Resort, Otsego; numerous golf courses; Saugatuck Dune Rides; Queen of Saugatuck boat cruises; Red Barn Play House; Fenn Valley Vineyards; Crane Orchards, Cider Mill and Pie Pantry Restaurant, Fennville; Allegan Bridge-Fest; Allegan County Fair (September).

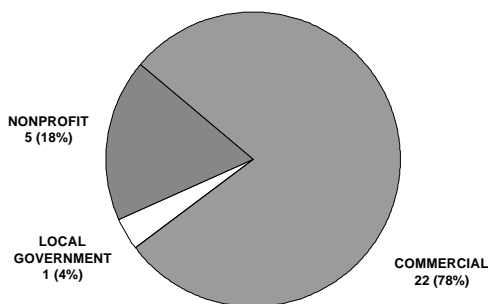
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



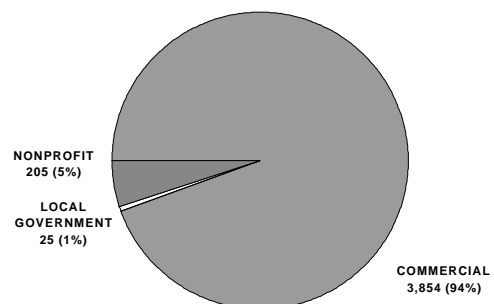
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



NO. CAMPGROUNDS, 1990



NO. CAMPSITES, 1990



RANK IN RELATION TO OTHER MICHIGAN COUNTIES

<u>Variable</u>	<u>Date</u>	<u>Value</u>	<u>County's</u>	<u>Range</u>
	<u>of</u>		<u>Rank</u>	<u>of Ranks</u>
	<u>Data</u>			<u>Statewide</u>
No. designated campsites	1990	4,084	1	1-81
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.85	4	1-48
No. natural heritage sites	1990	1	6	1-7
No. historical attractions open to the public	1990	1	8	1-9
No. lifts or tows at downhill ski areas	1990	11	10	1-20
No. licensed charter boats	1996	14	11	1-22
Estimated direct pleasure trip expenditures	1996	\$98,068,000	12	1-83
No. museums	1990	2	12	1-14
No. public access sites	1990	28	12	1-83
No. miles of state-funded snowmobile trail	1990	99.2	17	1-47
Total no. public golf course holes per 1,000 residents	1995	2.67	17	1-74
No. miles of state or federal wild/scenic/natural river	1990	55.0	18	1-39
Estimated population	1995	97,692	20	1-83
Total no. miles of rivers and streams	1944	517	21	1-77
No. Great Lake marina slips per 1,000 residents	1994	10.32	24	1-41
Total no. units in commercial lodging establishments	1990	993	30	1-82
No. eating and drinking places per 1,000 residents	1995	4.39	32	1-74
No. miles of Great Lake shoreline	n.d.	24.0	35	1-38
No. miles of designated scenic highway	1990	0.0	35	1-35
Average no. inches of snowfall (1981/82-1990/91)	Avg.	75.2	35	1-82
No. owned second homes	1990	2,617	36	1-83
No. acres of publicly or privately owned forest land	1994	179,900	38	1-82
No. miles of designated off-road vehicle trail	1992	0.0	38	1-38
Combined area of natural or artificial lakes and ponds	1991	8,522	38	1-83
No. acres of public recreation land	1990	47,665	41	1-83
No. miles of designated hiking/skiing/mtn. biking trail	1994	39.00	46	1-79
No. licensed rental watercraft per 1,000 residents	1990	1.01	55	1-76

NOTE: This table is intended to provide an indication of the county's competitive advantages and disadvantages. Many types of tourism facilities are patronized by local residents as well as tourists. The number of such facilities in a given county is therefore a function of the county's population as well as its popularity as a tourist destination. To provide a meaningful indication of popularity in such cases, counts of facilities are presented as number of facilities per 1,000 residents. "Natural heritage sites" are scenic vistas, unique geological features, significant wildlife observation areas, or major waterfalls. Range of ranks statewide is not always 1-83 due to ties.

SOURCES OF STATISTICS IN THIS PUBLICATION

U.S. Bureau of the Census; Michigan Departments of Agriculture, Natural Resources, Public Health, Transportation, and Treasury; Travel, Tourism, and Recreation Resource Center at Michigan State University.

RESOURCES FOR FURTHER ASSISTANCE

- Allegan Area Chamber of Commerce: P.O. Box 338, Allegan, MI 49010-0338.
- Allegan County Tourist and Recreational Council: P.O. Box 317, Shelbyville, MI 49344. (616) 672-7400. Fax: (616) 672-9390.
E-mail: actrco@accm.org
- Gun Lake Area Chamber of Commerce: 101-124th Avenue, P.O. Box 78, Shelbyville, MI 49344.
- Holland Area Chamber of Commerce: P.O. Box 1888, Holland, MI 49422-1888.
- Holland Area Convention and Visitors Bureau: 100 E. Eighth Street, Suite 120, Holland, MI 49423. (616) 394-0000. Fax: (616) 394-0122.
E-mail: info@holland.org Web site: <http://www.holland.org/hcvb>
- Otsego Chamber of Commerce: 135 East Allegan Street, Otsego, MI 49078.
- Plainwell Chamber of Commerce: 131 S. Main St., Sun Plaza, St. A, P.O. Box 95, Plainwell, MI 49080.
- Saugatuck-Douglas Convention and Visitors Bureau: 303 Culver, P.O. Box 28, Saugatuck, MI 49453. (616) 857-1701. Fax: (616) 857-2319.
- West Michigan Tourist Association: 1253 Front Ave. NW, Grand Rapids, MI 49504-3216. (616) 456-8557. Fax: (616) 456-8958.
Web site: <http://www.wmta.org>
- Travel Michigan: P.O. Box 30226, Lansing, MI 48909. (517) 373-0670. Web site: <http://www.Michigan.org/>
- Travel, Tourism, and Recreation Resource Center, Michigan State University: 172 Natural Resources Building, East Lansing, MI 48824-1222.
Phone: (517) 353-0793. Fax: (517) 432-2296. E-mail: dholecek@pilot.msu.edu Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center
Michigan State University

