

ALPENA COUNTY TOURISM PROFILE

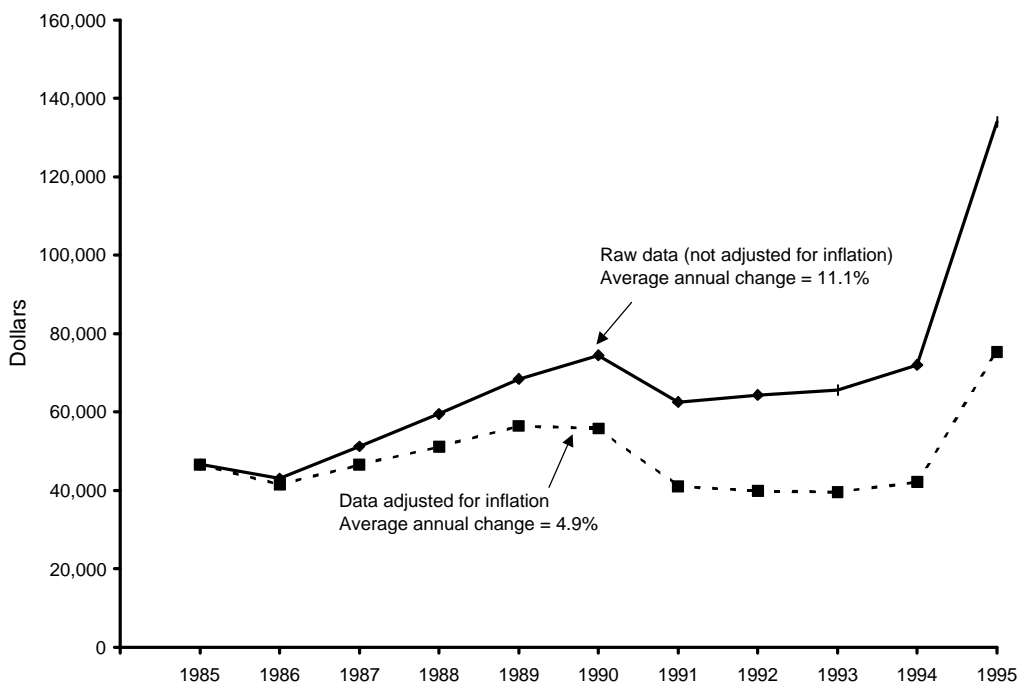
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Alpena County. All statistics pertain to Alpena County unless otherwise 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 Alpena County (517/354-3636).



TRENDS IN STATE OF MICHIGAN LODGING USE TAX COLLECTIONS FOR ALPENA 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.

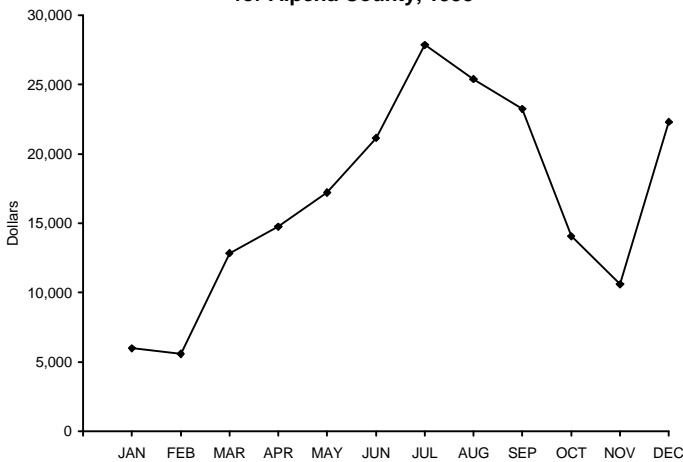
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN ALPENA AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Alcona	0.3%	251,800	\$13,679,000
Alpena	0.8%	704,100	\$38,254,000
Montmorency	0.4%	377,500	\$20,511,000
Oscoda	0.4%	411,800	\$22,373,000
Presque Isle	0.3%	281,600	\$15,298,000

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.

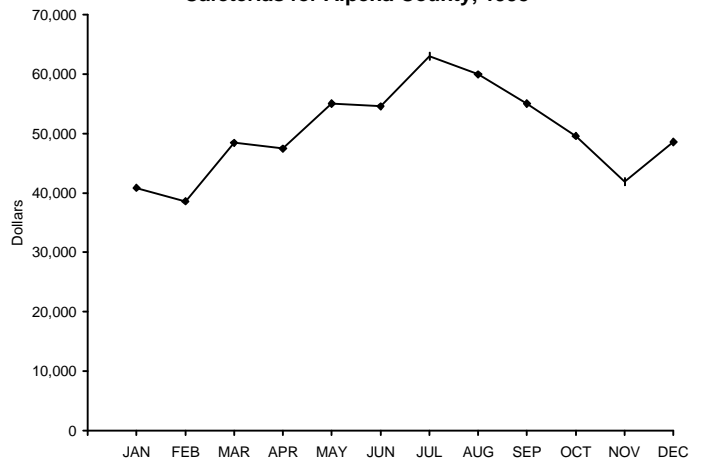
SEASONALITY IN ECONOMIC ACTIVITY

**State of Michigan Lodging Use Tax Collections
for Alpena County, 1995**



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR ALPENA COUNTY

Estimated number of visits to Newegon State Park (1996)	12,029
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$201,004

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	363,200
No. water acres in county (1989)	21,824
Total no. acres in county (1989)	385,024
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	128
National forests	0
State parks and recreation areas	1,310
State boating and fishing sites	127
State game/wildlife areas	0
State forests	43,615
Other areas	0
Total	42,180
No. acres of publicly or privately owned forest land (1994)	236,200
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	77.6
No. miles of Great Lake shoreline	61
Total no. miles of rivers and streams	301
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	13
Combined acres of natural or artificial lakes and ponds (1991)	13,373
Total no. acres of legislatively protected sand dunes (1989)	0
Natural heritage site: Alpena Sportsmen's Island - - wildlife sanctuary.	

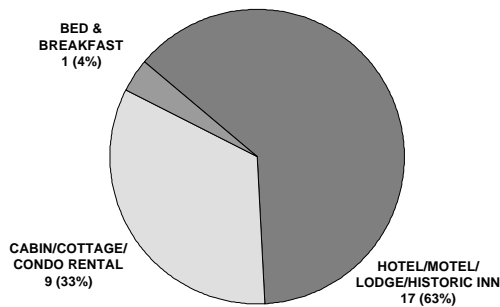
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	9
No. recreational harbors on the Great Lakes (1990)	1
No. Great Lake marinas (1994)	2
No. Great Lake marina slips (1994)	232
No. licensed charter boats (1996)	8
No. 9-hole golf courses (1995)	0
No. 18-hole golf courses (1995)	1
No. agricultural markets/wineries/u-picks (1993)	3
No. miles of designated scenic highway (1990)	47.2
No. owned second homes (1990)	1,748
No. licensed food service establishments (1995)	
Table service	54
Fast food	30
Cafeteria	22
Bar only	13
Other	15
Total	134
No. boat liveryes (1990)	2
No. watercraft for rent (1990)	42
No. miles of state-funded snowmobile trail (1990)	29.4
No. miles of hiking/skiing/mtn. biking trail (1994)	15
No. miles of designated off-road vehicle trail (1992)	8.0
No. museums (1990)	2
No. historical attractions open to the public (1990)	0
No. miles of interstate highway (1990)	0.0

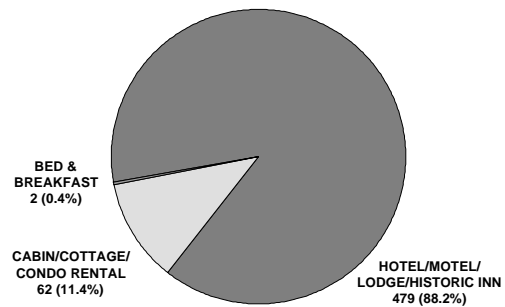
PRINCIPAL ATTRACTIONS AND EVENTS

Thunder Bay Underwater Preserve; fishing and boating on Thunder Bay and inland lakes; downhill and cross-country skiing; golfing, hiking, snowmobiling, and hunting; Jesse Besser Museum/Planetarium; Island Park and Alpena Wildlife Sanctuary; Thunder Bay Live Theatre; Dinosaur Gardens Prehistoric Zoo; Alpena Civic Theatre; Besser Natural Area; Cripps Fruit Farm; canoe races; industrial plant tours; Winter Carnival (February); July events: Riverfest, Fourth of July Chicken Bar-B-Que and Strawberry Dessert, Brown Trout Festival, Art On The Bay, Ramblin' Rods; August events: Antique Tractor and Steam Engine Show and the Alpena County Fair; Fall Air Color Tours.

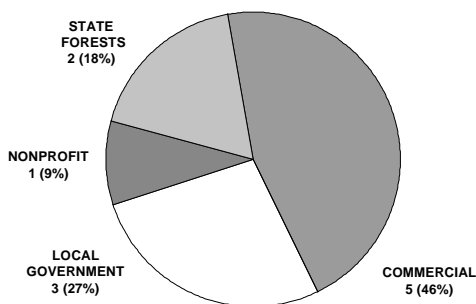
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



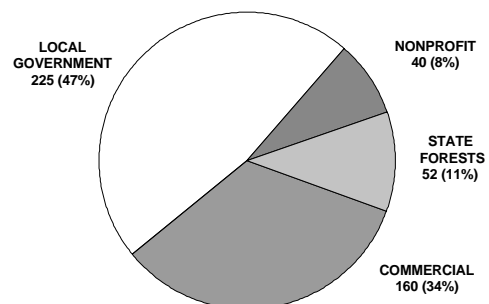
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



NO. CAMPGROUNDS, 1990



NO. CAMPSITES, 1990



RANK IN RELATION TO OTHER MICHIGAN COUNTIES

<u>Variable</u>	<u>Date of Data</u>	<u>Value</u>	<u>County's Rank</u>	<u>Range of Ranks Statewide</u>
No. natural heritage sites	1990	1	6	1-7
No. historical attractions open to the public	1990	0	9	1-9
No. museums	1990	2	12	1-14
No. miles of Great Lake shoreline	n.d.	61.0	15	1-38
No. licensed charter boats	1996	8	15	1-22
No. miles of designated scenic highway	1990	47.2	19	1-35
Combined area of natural or artificial lakes and ponds	1991	13,373	19	1-83
No. lifts or tows at downhill ski areas	1990	0	20	1-20
No. Great Lake marina slips per 1,000 residents	1994	7.53	27	1-41
No. acres of publicly or privately owned forest land	1994	236,200	32	1-82
No. eating and drinking places per 1,000 residents	1995	4.34	34	1-74
Average no. inches of snowfall (1981/82-1990/91)	Avg.	77.6	34	1-82
No. miles of state-funded snowmobile trail	1990	29.4	37	1-47
No. miles of designated off-road vehicle trail	1992	8.0	37	1-38
No. miles of state or federal wild/scenic/natural river	1990	0.0	39	1-39
Estimated direct pleasure trip expenditures	1996	\$38,254,000	41	1-83
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.10	41	1-48
No. acres of public recreation land	1990	45,180	42	1-83
Total no. units in commercial lodging establishments	1990	543	44	1-82
No. licensed rental watercraft per 1,000 residents.....	1990	1.37	46	1-76
Estimated population	1995	30,841	46	1-83
Total no. miles of rivers and streams	1944	301	47	1-77
No. owned second homes	1990	1,748	51	1-83
No. public access sites	1990	9	58	1-83
No. designated campsites	1990	477	62	1-81
No. miles of designated hiking/skiing/mtn. biking trail	1994	15.00	63	1-79
Total no. public golf course holes per 1,000 residents	1995	0.58	72	1-74

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

- Alpena Convention and Visitors Bureau/Chamber of Commerce: 235 W. Chisholm, Alpena, MI 49707. (517) 354-4181. Fax: (517) 356-3999.
- Michigan's Sunrise Side Travel Association: 1361 Fletcher Street, National City, MI 48748-9666. (800) 424-3022. Fax: (517) 469-4232.
E-mail: misunrise@worldnet.att.net Web site: <http://www.oweb.com/upnorth/sunrise>
- 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

