

# ANTRIM COUNTY TOURISM PROFILE

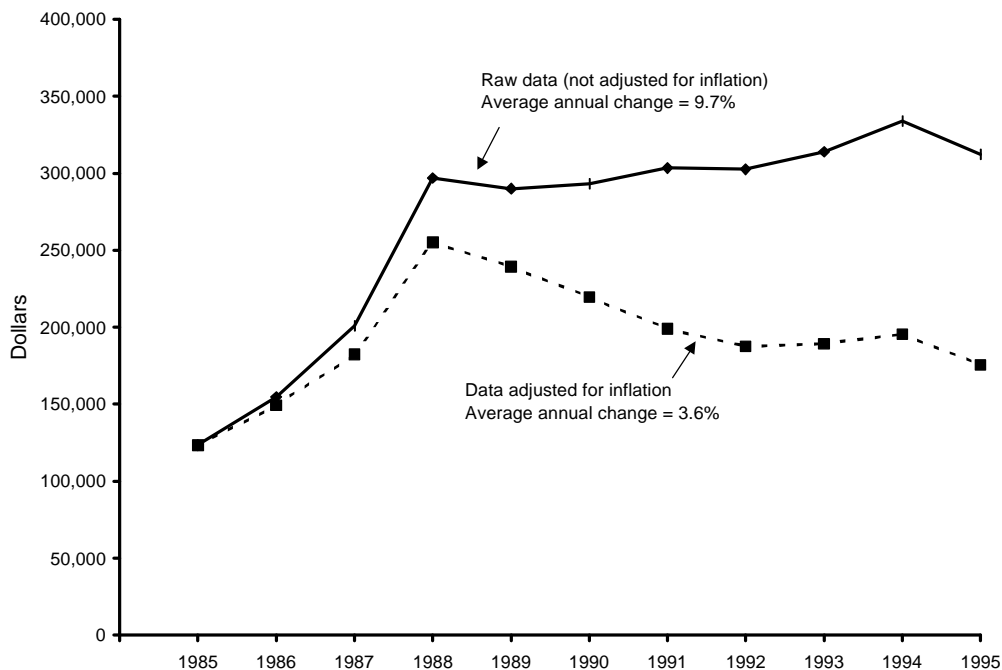
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Antrim County. All statistics pertain to Antrim County unless otherwise 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 Antrim County (616/533-8818).



## TRENDS IN STATE OF MICHIGAN LODGING USE TAX COLLECTIONS FOR ANTRIM 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.

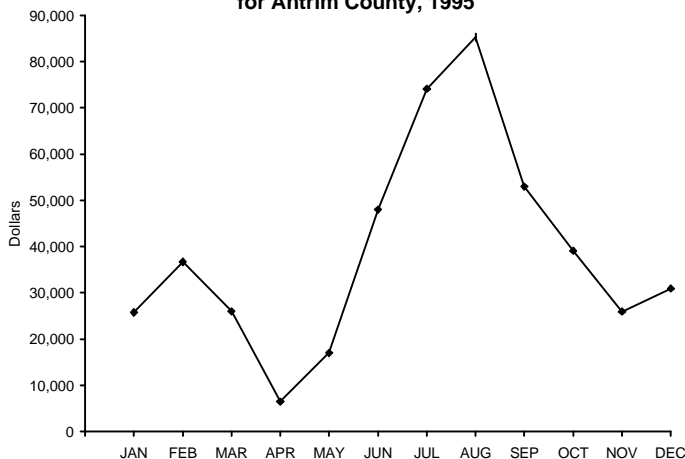
# ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN ANTRIM AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Antrim	1.0%	928,500	\$50,445,000
Charlevoix	1.8%	1,702,200	\$92,479,000
Crawford	0.9%	887,900	\$48,238,000
Grand Traverse	6.1%	5,714,100	\$310,435,000
Kalkaska	0.1%	100,100	\$5,437,000
Otsego	1.4%	1,300,800	\$70,668,000

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.

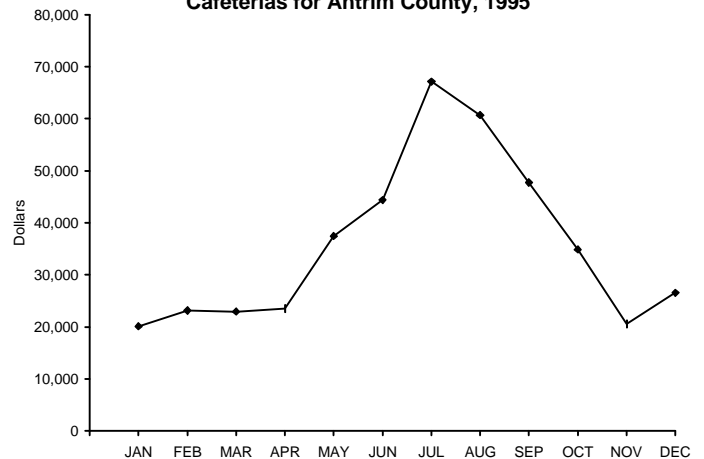
## SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

## INDICATOR OF TRAVEL ACTIVITY FOR ANTRIM COUNTY

Unadjusted (6%) State of Michigan lodging use tax collections (1995) ..... \$468,287

# RECREATION AND TRAVEL RESOURCES

## NATURAL RESOURCES

No. land acres in county (1989) .....	307,328
No. water acres in county (1989) .....	28,480
Total no. acres in county (1989) .....	335,808
No. acres of public recreation land (1990)	
National parks/lakeshores .....	0
National wildlife refuges .....	0
National forests .....	0
State parks and recreation areas .....	0
State boating and fishing sites .....	632
State game/wildlife areas .....	0
State forests .....	43,813
Other areas .....	0
Total .....	44,445
No. acres of publicly or privately owned forest land (1994) .....	189,700
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91) .....	127.4
No. miles of Great Lake shoreline .....	27
Total no. miles of rivers and streams .....	264
No. miles of state or federal wild/scenic/natural river (1990) .....	2
No. inland lakes > 50 acres in size .....	23
Combined acres of natural or artificial lakes and ponds (1991) .....	30,277
Total no. acres of legislatively protected sand dunes (1989) .....	656
Natural heritage site: Deadman's scenic overlook 7 miles north of Mancelona.	

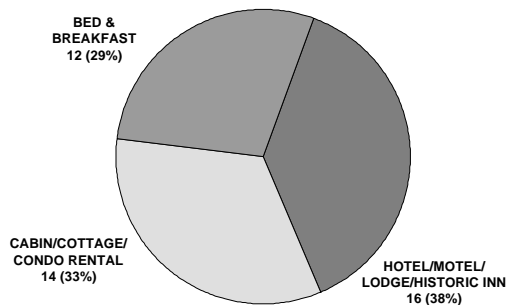
## RECREATION AND TRAVEL FACILITIES

No. public access sites (1990) .....	32
No. recreational harbors on the Great Lakes (1990) ....	1
No. Great Lake marinas (1994) .....	2
No. Great Lake marina slips (1994) .....	177
No. licensed charter boats (1996) .....	1
No. 9-hole golf courses (1995) .....	4
No. 18-hole golf courses (1995) .....	7
No. agricultural markets/wineries/u-picks (1993) .....	9
No. miles of designated scenic highway (1990) .....	36.1
No. owned second homes (1990) .....	4,534
No. licensed food service establishments (1995)	
Table service .....	40
Fast food .....	28
Cafeteria .....	20
Bar only .....	12
Other .....	14
Total .....	114
No. boat liveryes (1990) .....	48
No. watercraft for rent (1990) .....	338
No. miles of state-funded snowmobile trail (1990) .....	29.9
No. miles of hiking/skiing/mtn. biking trail (1994) .....	69.1
No. miles of designated off-road vehicle trail (1992) ....	38.8
No. museums (1990) .....	2
No. historical attractions open to the public (1990) .....	0
No. miles of interstate highway (1990) .....	0.0

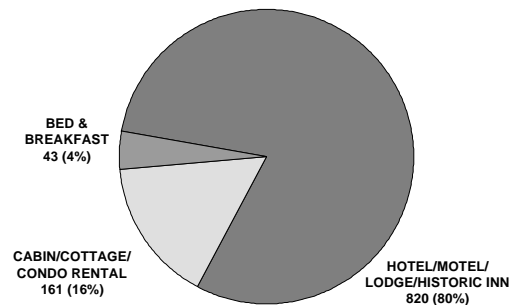
## PRINCIPAL ATTRACTIONS AND EVENTS

Many golf courses, marinas, campgrounds, resorts, antique shops, and water-related recreational activities; Schuss Mountain-Shanty Creek ski and golf resorts; recreational harbor facilities at Elk Rapids on Lake Michigan; Antrim Co. Chain-O-Lakes Paddlers Open; Green River Trout Farm; Deadman's Hill scenic overlook; Bass Festival, Mancelona (May); Walleye Fishing Tournament, Central Lake (May); Antrim County Fair (August).

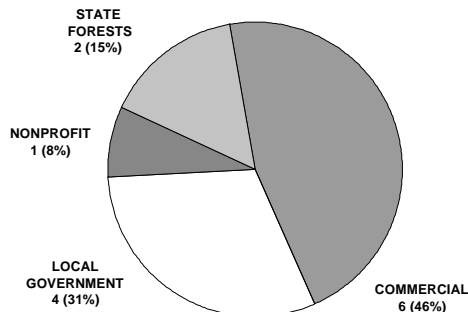
**NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990**



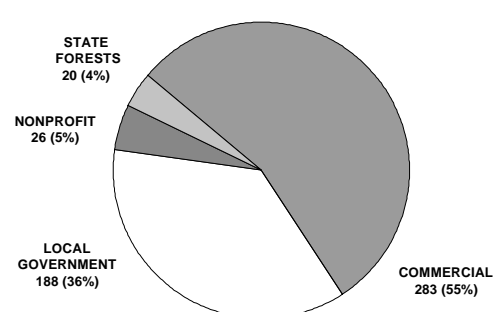
**NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990**



**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>
Combined area of natural or artificial lakes and ponds .....	1991	30,277	3	1-83
Total no. public golf course holes per 1,000 residents .....	1995	8.00	4	1-74
No. public access sites .....	1990	32	5	1-83
No. natural heritage sites .....	1990	1	6	1-7
No. historical attractions open to the public .....	1990	0	9	1-9
Average no. inches of snowfall (1981/82-1990/91) .....	Avg.	127.4	10	1-82
No. licensed rental watercraft per 1,000 residents .....	1990	18.59	11	1-76
No. owned second homes .....	1990	4,534	11	1-83
No. museums .....	1990	2	12	1-14
No. lifts or tows at downhill ski areas .....	1990	9	12	1-20
No. agricultural markets/wineries/u-picks per 1,000 residents .....	1993	0.47	12	1-48
No. eating and drinking places per 1,000 residents .....	1995	5.63	18	1-74
No. miles of designated off-road vehicle trail .....	1992	38.8	21	1-38
No. licensed charter boats .....	1996	1	21	1-22
No. miles of designated scenic highway .....	1990	36.1	24	1-35
No. Great Lake marina slips per 1,000 residents .....	1994	9.01	26	1-41
No. miles of designated hiking/skiing/mtn. biking trail .....	1994	69.11	29	1-79
Total no. units in commercial lodging establishments .....	1990	1,024	29	1-82
Estimated direct pleasure trip expenditures .....	1996	\$50,445,000	31	1-83
No. miles of Great Lake shoreline .....	n.d.	26.5	31	1-38
No. acres of publicly or privately owned forest land .....	1994	189,700	35	1-82
No. miles of state-funded snowmobile trail .....	1990	29.9	36	1-47
No. miles of state or federal wild/scenic/natural river .....	1990	2.0	37	1-39
No. acres of public recreation land .....	1990	44,445	43	1-83
Total no. miles of rivers and streams .....	1944	264	56	1-77
No. designated campsites .....	1990	517	59	1-81
Estimated population .....	1995	20,257	63	1-83

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

- Bellaire Chamber of Commerce: P.O. Box 570, Bellaire, MI 49615.
- Central Lake Area Chamber of Commerce: P.O. Box 428, Central Lake, MI 49622.
- Elk Rapids Area Chamber of Commerce: P.O. Box 854, Elk Rapids, MI 49629.
- Traverse City Convention and Visitors Bureau: 101 W. Grandview Parkway, Traverse City, MI 49684. (616) 947-1120. Fax: (616) 947-2621.
- 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: [dholecck@pilot.msu.edu](mailto:dholecck@pilot.msu.edu) Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center  
Michigan State University

