

BAY COUNTY TOURISM PROFILE

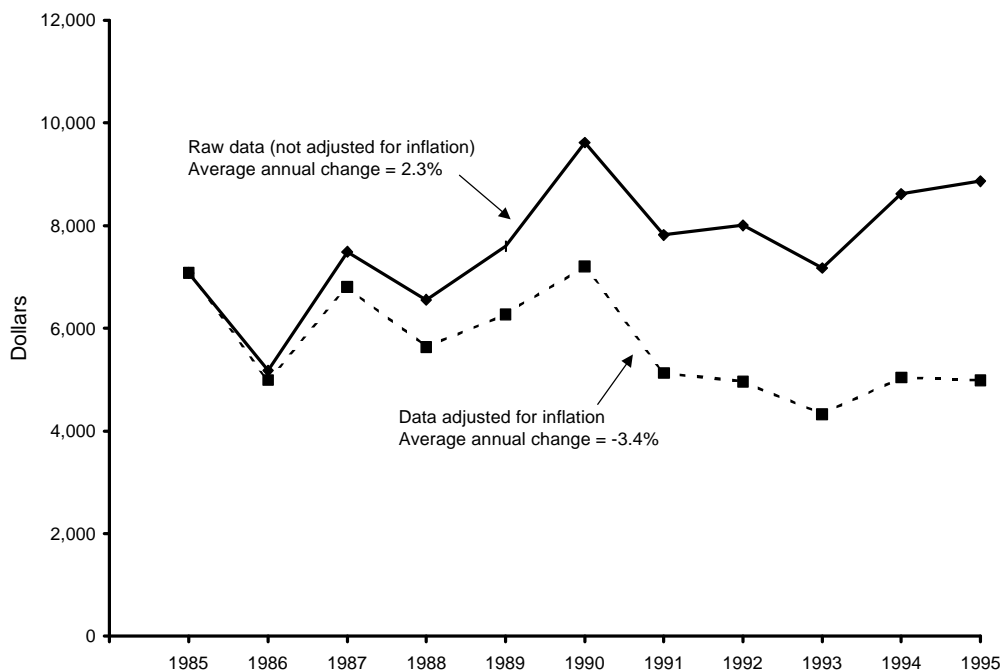
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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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 Bay County. All statistics pertain to Bay 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 Bay County (517/895-4026).



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

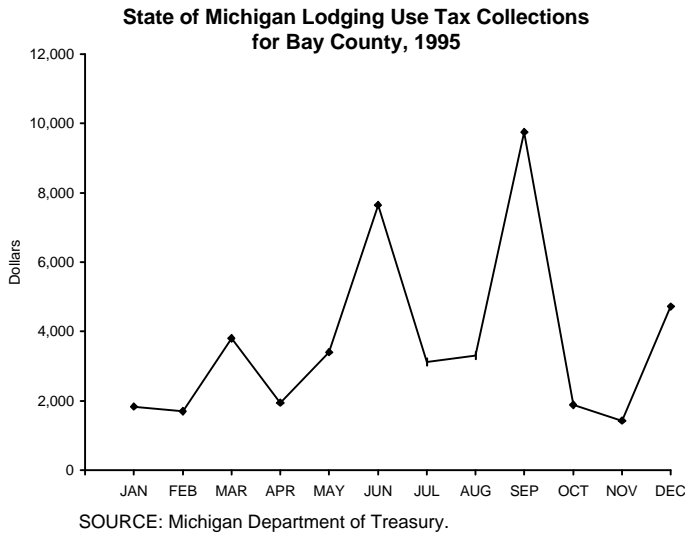
SOURCE: Michigan Department of Treasury, Systems Division.

ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN BAY 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>
Arenac	0.3%	253,800	\$13,787,000
Bay	0.3%	297,000	\$16,136,000
Gladwin	0.3%	243,900	\$13,252,000
Midland	0.7%	633,100	\$34,393,000
Saginaw	5.5%	5,163,000	\$280,491,000

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



INDICATORS OF TRAVEL ACTIVITY FOR BAY COUNTY

Estimated number of visits to Bay City State Park (1996)	318,894
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$44,563

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	286,272
No. water acres in county (1989)	4,800
Total no. acres in county (1989)	291,072
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	0
State parks and recreation areas	196
State boating and fishing sites	247
State game/wildlife areas	4,133
State forests	0
Other areas	0
Total	4,576
No. acres of publicly or privately owned forest land (1994)	44,200
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	36.2
No. miles of Great Lake shoreline	36
Total no. miles of rivers and streams	50
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	1
Combined acres of natural or artificial lakes and ponds (1991)	435
Total no. acres of legislatively protected sand dunes (1989)	0
Natural heritage sites: Tobico Marsh National Natural Landmark (largest area of undeveloped wetland remaining on Lake Huron)	

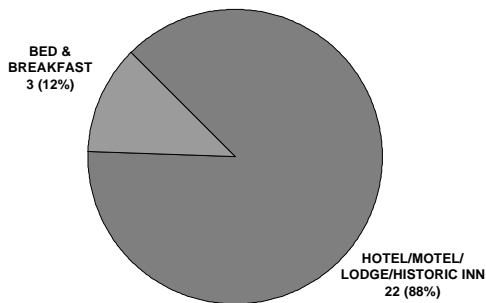
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	8
No. recreational harbors on the Great Lakes (1990)	1
No. Great Lake marinas (1994)	16
No. Great Lake marina slips (1994)	2,035
No. licensed charter boats (1996)	12
No. 9-hole golf courses (1995)	1
No. 18-hole golf courses (1995)	5
No. agricultural markets/wineries/u-picks (1993)	6
No. miles of designated scenic highway (1990)	33
No. owned second homes (1990)	327
No. licensed food service establishments (1995)	
Table service	142
Fast food	106
Cafeteria	67
Bar only	51
Other	56
Total	422
No. boat liveryes (1990)	3
No. watercraft for rent (1990)	26
No. miles of state-funded snowmobile trail (1990)	0
No. miles of hiking/skiing/mtn. biking trail (1994)	12.8
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)	28.3

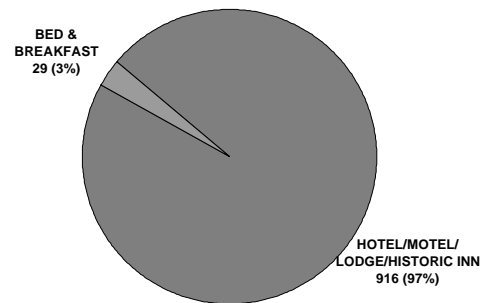
PRINCIPAL ATTRACTIONS AND EVENTS

Friendship Shell Concerts (free weekly concerts, summer); Polish Festival; Concert in the Park series; antique shops; Tobico Marsh State Game Area; Nayanquing Point Wildlife Area; Crow Island State Game Area; historical museum and landmark buildings; Delta College with cultural and athletic events; Bay Lighthouse; Jennison Nature Center; Quanicassee Wildlife Area; Bay City State Park; Fireman's World Museum; Saginaw River; area theater groups; boating resources (36 miles of Lake Huron shoreline, 50 miles of stream, 8 public access sites).

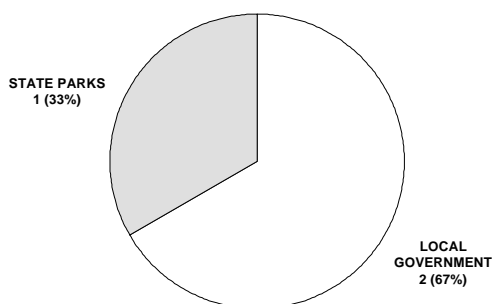
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



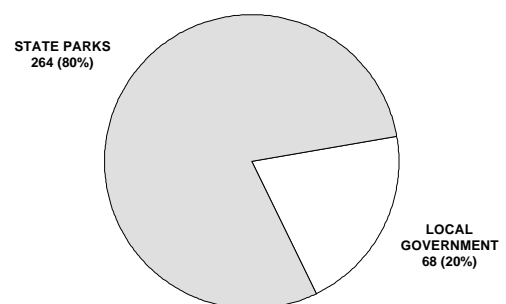
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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	1	8	1-9
No. museums	1990	2	12	1-14
No. licensed charter boats	1996	12	12	1-22
No. Great Lake marina slips per 1,000 residents	1994	18.20	15	1-41
Estimated population	1995	111,529	18	1-83
No. lifts or tows at downhill ski areas	1990	0	20	1-20
No. miles of Great Lake shoreline	n.d.	36.2	24	1-38
No. miles of designated scenic highway	1990	33.1	26	1-35
Total no. units in commercial lodging establishments	1990	945	31	1-82
No. miles of designated off-road vehicle trail	1992	0.0	38	1-38
No. miles of state or federal wild/scenic/natural river	1990	0.0	39	1-39
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.05	46	1-48
No. miles of state-funded snowmobile trail	1990	0.0	47	1-47
No. eating and drinking places per 1,000 residents	1995	3.78	50	1-74
Estimated direct pleasure trip expenditures	1996	\$16,136,000	61	1-83
Total no. public golf course holes per 1,000 residents	1995	0.89	63	1-74
No. public access sites	1990	8	64	1-83
No. miles of designated hiking/skiing/mtn. biking trail	1994	12.80	67	1-79
No. acres of public recreation land	1990	4,576	70	1-83
No. licensed rental watercraft per 1,000 residents	1990	0.23	71	1-76
No. designated campsites	1990	332	72	1-81
No. owned second homes	1990	327	77	1-83
Total no. miles of rivers and streams	1944	50	77	1-77
Average no. inches of snowfall (1981/82-1990/91)	Avg.	36.2	78	1-82
No. acres of publicly or privately owned forest land	1994	44,200	80	1-82
Combined area of natural or artificial lakes and ponds	1991	435	80	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

- Auburn Area Chamber of Commerce: P.O. Box 215, Auburn, MI 48611-0215.
- Bay Area Chamber of Commerce: P.O. Box 838, Bay City, MI 48707-0838.
- Bay Area Convention and Visitors Bureau: 901 Saginaw Street, Bay City, MI 48708. (517) 893-1222. Fax: (517) 893-7016.
- Pinconning Area Chamber of Commerce: P.O. Box 856, Pinconning, MI 48650.
- 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 Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center
Michigan State University



County tourism profiles are a program of MSU Extension's Tourism Area of Expertise Team. Information about the Team and its programs may be found on the World Wide Web at "<http://www.tourism.msu.edu/>". Tourism profiles for each Michigan county, as well as explanations of technical terms and procedures, may be obtained from this same Web site.