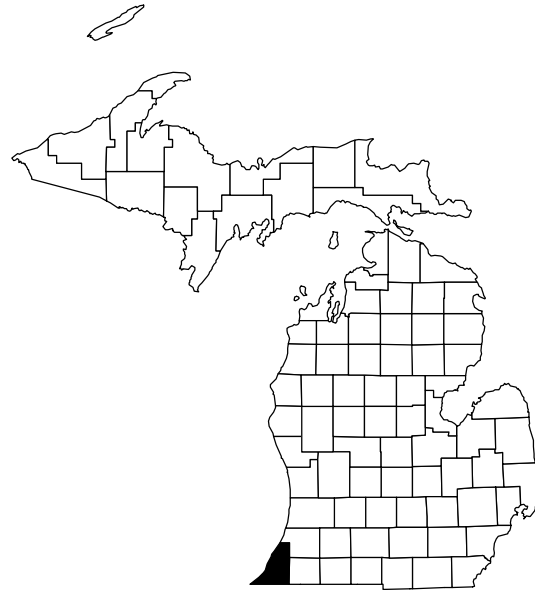


# BERRIEN COUNTY TOURISM PROFILE

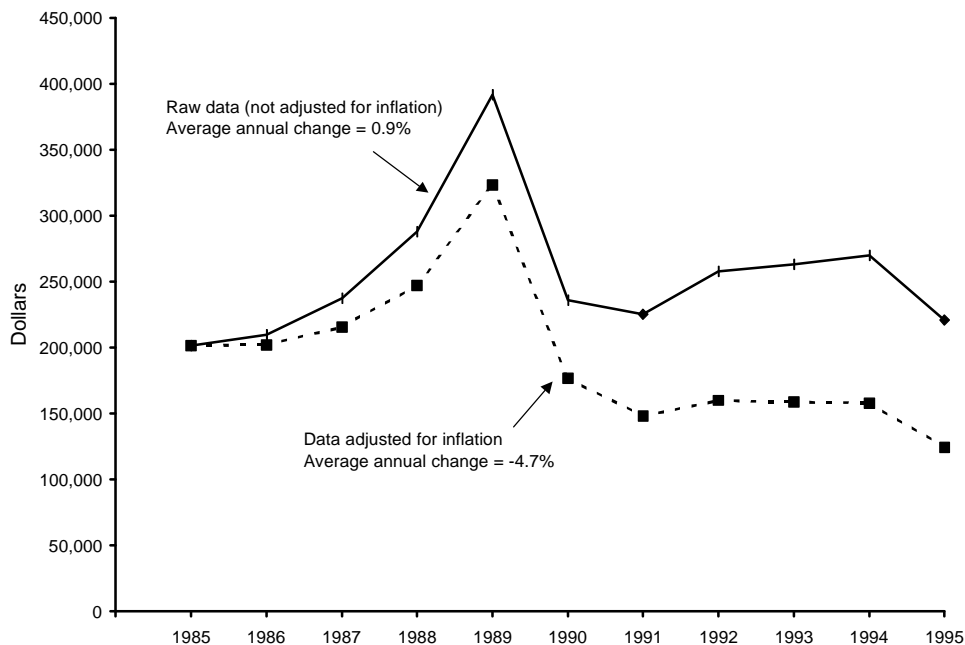
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Berrien County. All statistics pertain to Berrien 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 offices in Berrien County (616/429-2425 or 616/925-4822).



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

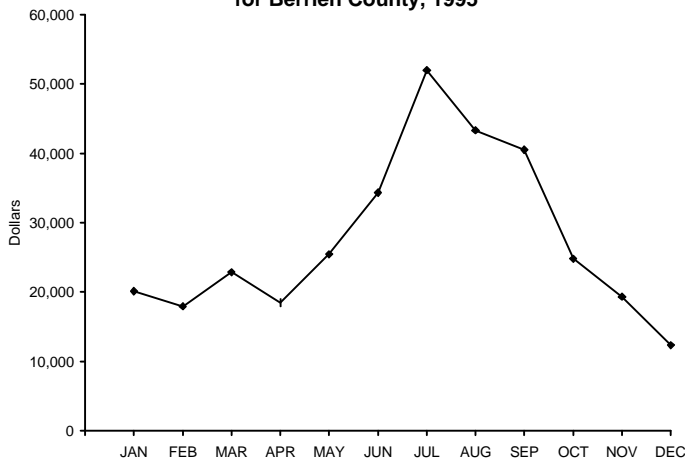
# ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN BERRIEN AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Berrien	2.6%	2,455,300	\$133,393,000
Cass	0.8%	760,700	\$41,328,000
Kalamazoo	1.9%	1,753,000	\$95,235,000
Saint Joseph	0.6%	551,900	\$29,982,000
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.

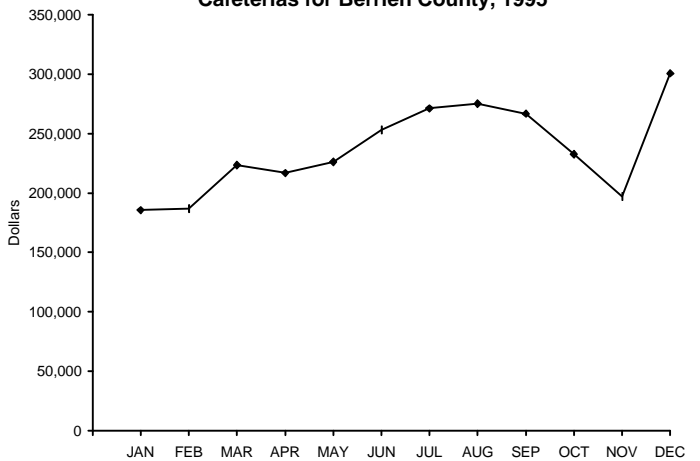
## SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

## INDICATORS OF TRAVEL ACTIVITY FOR BERRIEN COUNTY

Estimated number of visits to New Buffalo Welcome Center (1996) .....	1,815,593
Number of visits to Cook Energy Information Center (1996) .....	72,480
Estimated number of visits to Grand Mere State Park (1996) .....	86,044
Estimated number of visits to Warren Dunes State Park (1996) .....	1,371,816
Unadjusted (6%) State of Michigan lodging use tax collections (1995) .....	\$331,488

# RECREATION AND TRAVEL RESOURCES

## NATURAL RESOURCES

No. land acres in county (1989)	368,704
No. water acres in county (1989)	2,752
Total no. acres in county (1989)	371,456
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	0
State parks and recreation areas	2,957
State boating and fishing sites	104
State game/wildlife areas	42
State forests	0
Other areas	0
Total	3,103
No. acres of publicly or privately owned forest land (1994)	68,300
Total no. acres of designated state or federal wilderness (1990)	0
Average no. inches of snowfall (1981/82-1990/91)	67.7
No. miles of Great Lake shoreline	14
Total no. miles of rivers and streams	500
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	11
Combined acres of natural or artificial lakes and ponds (1991)	4,256
Total no. acres of legislatively protected sand dunes (1989)	4,053
Natural heritage sites: Bear Cave in Buchanan; Great Warren Dune in Warren Dunes State Park; Warren Woods Natural Area	

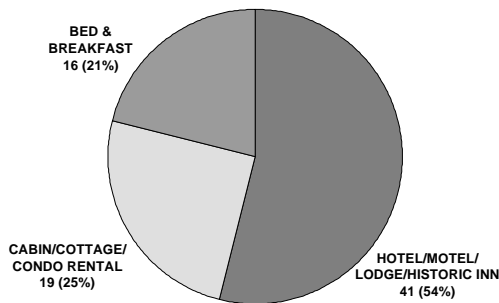
## RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	13
No. recreational harbors on the Great Lakes (1990)	2
No. Great Lake marinas (1994)	20
No. Great Lake marina slips (1994)	2,624
No. licensed charter boats (1996)	47
No. 9-hole golf courses (1995)	7
No. 18-hole golf courses (1995)	7
No. agricultural markets/wineries/u-picks (1993)	60
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	3,874
No. licensed food service establishments (1995)	
Table service	257
Fast food	216
Cafeteria	104
Bar only	25
Other	193
Total	795
No. boat liveries (1990)	12
No. watercraft for rent (1990)	150
No. miles of state-funded snowmobile trail (1990)	87
No. miles of hiking/skiing/mtn. biking trail (1994)	44
No. miles of designated off-road vehicle trail (1992)	0
No. museums (1990)	7
No. historical attractions open to the public (1990)	2
No. miles of interstate highway (1990)	50.8

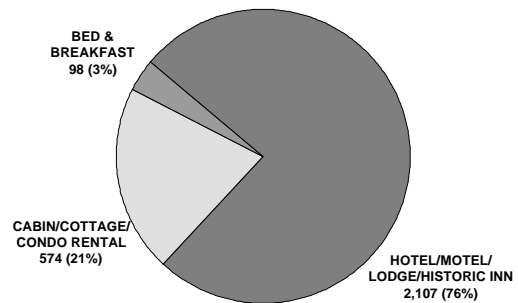
## PRINCIPAL ATTRACTIONS AND EVENTS

Lake Michigan - marinas, beaches, parks, camping, hiking, and numerous public access facilities; nature areas - Fernwood, Grand Mere, Love Creek, Sarett and Warren Woods, Warren Dunes State Park; wineries - Lemon Creek, Tabor Hill; culture - Krasl Art Center, Curious Kids Museum, Twin City Players, Southwest Michigan Symphony, art fairs, and several historical museums and districts; recreation - five rivers, inland lakes, fishing, golfing, canoeing, camping, bike museum, bike trails, snowmobile trails, cross-county skiing; other - Antique Mall and Village, The Herb Barn, Deer Forest, farm markets and u-pick farms; festivals - Coloma Glad Peach Festival, Venetian Festival, Blossomtime Festival, Four Flags Apple Festival, New Buffalo Ship and Shore Festival, Eau Claire Cherry Festival, Discover Stevensville Festival, Berrien County Youth Fair, and Western Amateur Golf Tournament.

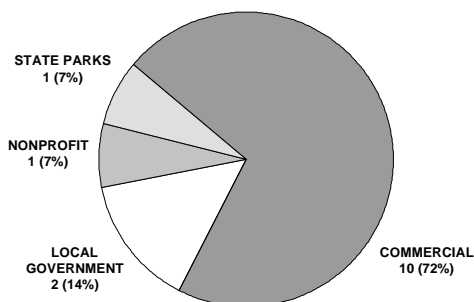
**NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990**



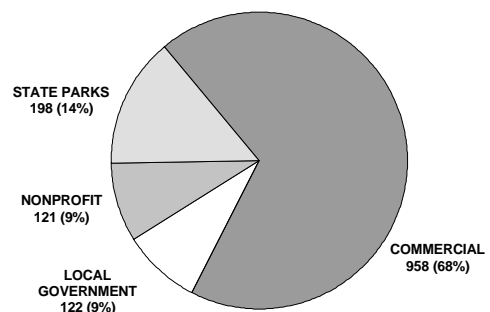
**NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990**



**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. licensed charter boats .....	1996	47	2	1-22
No. natural heritage sites .....	1990	3	4	1-7
No. historical attractions open to the public .....	1990	2	7	1-9
No. museums .....	1990	7	7	1-14
Estimated direct pleasure trip expenditures .....	1996	\$133,393,000	9	1-83
Total no. units in commercial lodging establishments .....	1990	2,779	12	1-82
Estimated population .....	1995	162,623	12	1-83
No. lifts or tows at downhill ski areas .....	1990	7	14	1-20
No. Great Lake marina slips per 1,000 residents .....	1994	16.21	17	1-41
No. agricultural markets/wineries/u-picks per 1,000 residents .....	1993	0.37	18	1-48
No. miles of state-funded snowmobile trail .....	1990	87.2	19	1-47
No. owned second homes .....	1990	3,874	19	1-83
Total no. miles of rivers and streams .....	1944	500	23	1-77
No. eating and drinking places per 1,000 residents .....	1995	4.89	26	1-74
No. designated campsites .....	1990	1,399	26	1-81
No. miles of designated scenic highway .....	1990	0.0	35	1-35
No. miles of Great Lake shoreline .....	n.d.	13.7	37	1-38
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
Average no. inches of snowfall (1981/82-1990/91) .....	Avg.	67.7	41	1-82
No. miles of designated hiking/skiing/mtn. biking trail .....	1994	43.75	42	1-79
No. public access sites .....	1990	13	47	1-83
Total no. public golf course holes per 1,000 residents .....	1995	1.16	51	1-74
No. licensed rental watercraft per 1,000 residents .....	1990	0.93	56	1-76
Combined area of natural or artificial lakes and ponds .....	1991	4,256	60	1-83
No. acres of publicly or privately owned forest land .....	1994	68,300	69	1-82
No. acres of public recreation land .....	1990	3,103	73	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

- Berrien Springs/Eau Claire Chamber of Commerce: P.O. Box 177, Berrien Springs, MI 49107-0177.
- Buchanan Area Chamber of Commerce: 119 Main Street, Buchanan, MI 49107.
- Cornerstone Alliance Chamber of Commerce: 185 E. Main Street, P.O. Box 428, Benton Harbor, MI 49023. (616) 925-6100. Fax: (616) 925-4471.
- Four Flags Area Chamber of Commerce: 321 E. Main Street, P.O. Box 10, Niles, MI 49120-8946.
- Four Flags Area Council on Tourism: 321 E. Main Street, P.O. Box 1300, Niles, MI 49120. (616) 683-3720. Fax: (616) 683-3722.
- Harbor Country Lodging Association: 3 West Buffalo, P.O. Box 497, New Buffalo, MI 49117. (616) 469-5409. Fax: (616) 469-2257.
- Harbor Country Chamber of Commerce, Inc.: 530 S. Whittaker, Suite 5, New Buffalo, MI 49117.
- Lake Shore Chamber of Commerce: P.O. Box 93, Stevensville, MI 49127-0093.
- Southwestern Michigan Tourist Council: 2300 Pipestone Road, Benton Harbor, MI 49022. (616) 925-6301. Fax: (616) 925-7540.  
E-mail: [swmichigan@parrett.com](mailto:swmichigan@parrett.com) Web site: <http://www.swmichigan.org>
- 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



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.