

BRANCH COUNTY TOURISM PROFILE

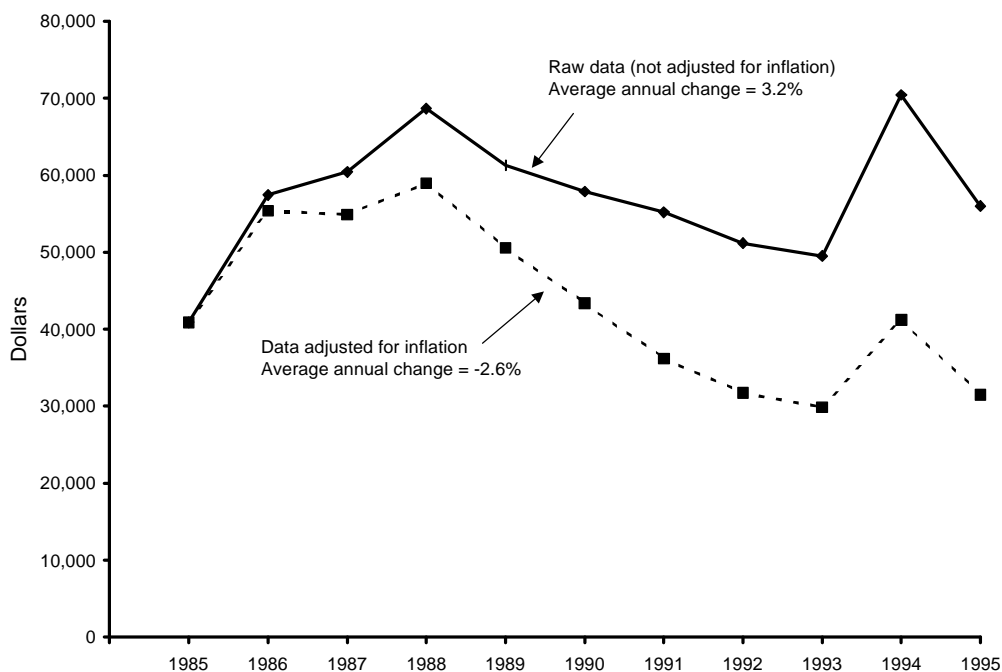
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Branch County. All statistics pertain to Branch County unless otherwise 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 Branch County (517/279-4311).



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

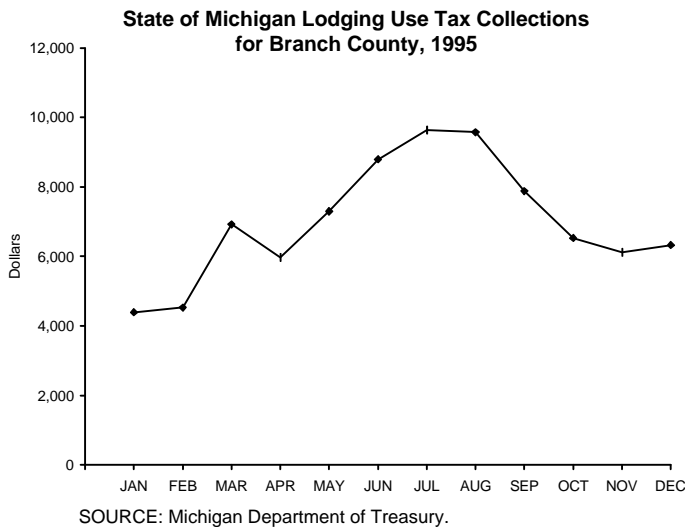
SOURCE: Michigan Department of Treasury, Systems Division.

ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN BRANCH 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>
Branch	0.4%	400,500	\$21,759,000
Calhoun	0.8%	741,500	\$40,286,000
Hillsdale	0.4%	368,200	\$20,002,000
Jackson	2.1%	2,011,000	\$109,251,000
Kalamazoo	1.9%	1,753,000	\$95,235,000
Saint Joseph	0.6%	551,900	\$29,982,000

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 BRANCH COUNTY

Estimated number of visits to Coldwater Welcome Center (1996)	947,603
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$83,990

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	325,120
No. water acres in county (1989)	7,104
Total no. acres in county (1989)	332,224
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	0
State parks and recreation areas	413
State boating and fishing sites	39
State game/wildlife areas	0
State forests	0
Other areas	0
Total	452
No. acres of publicly or privately owned forest land (1994)	54,400
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	42.4
No. miles of Great Lake shoreline	0
Total no. miles of rivers and streams	325
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	34
Combined acres of natural or artificial lakes and ponds (1991)	7,831
Total no. acres of legislatively protected sand dunes (1989)	0

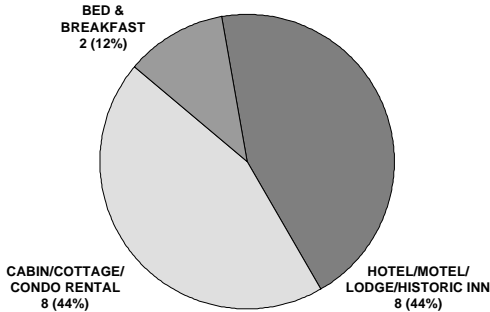
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	17
No. recreational harbors on the Great Lakes (1990)	0
No. Great Lake marinas (1994)	0
No. Great Lake marina slips (1994)	0
No. licensed charter boats (1996)	1
No. 9-hole golf courses (1995)	3
No. 18-hole golf courses (1995)	0
No. agricultural markets/wineries/u-picks (1993)	6
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	2,222
No. licensed food service establishments (1995)	
Table service	55
Fast food	38
Cafeteria	13
Bar only	6
Other	46
Total	158
No. boat liveryes (1990)	11
No. watercraft for rent (1990)	82
No. miles of state-funded snowmobile trail (1990)	0
No. miles of hiking/skiing/mtn. biking trail (1994)	0
No. miles of designated off-road vehicle trail (1992)	0
No. museums (1990)	2
No. historical attractions open to the public (1990)	2
No. miles of interstate highway (1990)	22.1

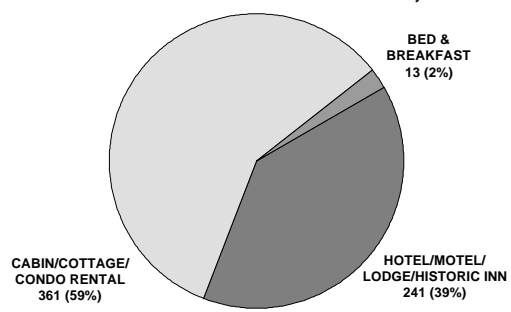
PRINCIPAL ATTRACTIONS AND EVENTS

107 lakes; two chains of lakes totaling 21 square miles; Tibbits Opera House, Coldwater; Historic District, Coldwater; Branch County 4-H Fair; several annual festivals including Polish Days (Bronson), Carp Rodeo (Union City), and Applefest (Coldwater).

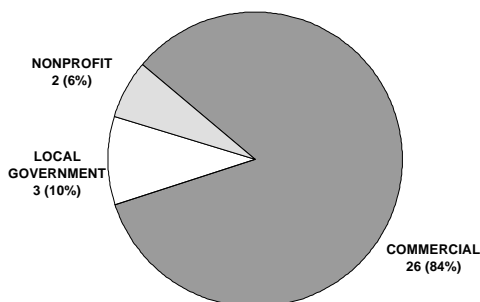
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



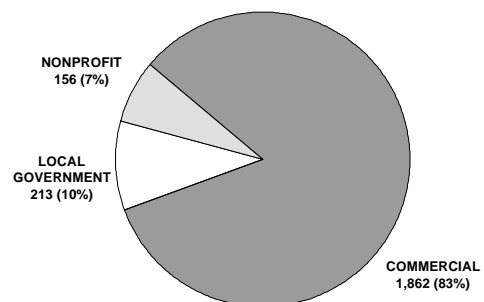
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. historical attractions open to the public	1990	2	7	1-9
No. natural heritage sites	1990	0	7	1-7
No. designated campsites	1990	2,231	7	1-81
No. museums	1990	2	12	1-14
No. lifts or tows at downhill ski areas	1990	0	20	1-20
No. licensed charter boats	1996	1	21	1-22
No. miles of designated scenic highway	1990	0.0	35	1-35
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.14	37	1-48
No. miles of designated off-road vehicle trail	1992	0.0	38	1-38
No. public access sites	1990	17	38	1-83
Estimated population	1995	42,738	38	1-83
No. miles of state or federal wild/scenic/natural river	1990	0.0	39	1-39
Combined area of natural or artificial lakes and ponds	1991	7,831	41	1-83
Total no. miles of rivers and streams	1944	325	41	1-77
No. licensed rental watercraft per 1,000 residents	1990	1.98	42	1-76
Total no. units in commercial lodging establishments	1990	615	43	1-82
No. owned second homes	1990	2,222	44	1-83
No. miles of state-funded snowmobile trail	1990	0.0	47	1-47
No. eating and drinking places per 1,000 residents	1995	3.70	53	1-74
Estimated direct pleasure trip expenditures	1996	\$21,759,000	56	1-83
Average no. inches of snowfall (1981/82-1990/91)	Avg.	42.4	61	1-82
Total no. public golf course holes per 1,000 residents	1995	0.63	71	1-74
No. acres of publicly or privately owned forest land	1994	54,400	77	1-82
No. miles of designated hiking/skiing/mtn. biking trail	1994	0.00	79	1-79
No. acres of public recreation land	1990	452	80	1-83
No. miles of Great Lake shoreline	n.d.	0.0	- - -	1-38
No. Great Lake marina slips per 1,000 residents	1994	0.00	- - -	1-41

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

- Branch County Tourism Bureau: 20 Division St., Coldwater, MI 49036. (517) 278-5985.
- Bronson Chamber of Commerce: P.O. Box 37, Bronson, MI 49028.
- Coldwater/Branch County Chamber of Commerce: 20 Division Street, Coldwater, MI 49036-1966 .
- Quincy Chamber of Commerce: P.O. Box 132 , Quincy, MI 49082.
- 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: dholeccek@pilot.msu.edu Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center
Michigan State University

