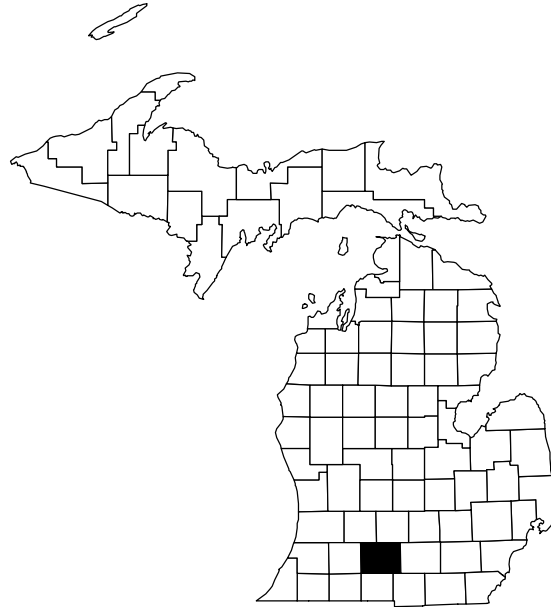


CALHOUN COUNTY TOURISM PROFILE

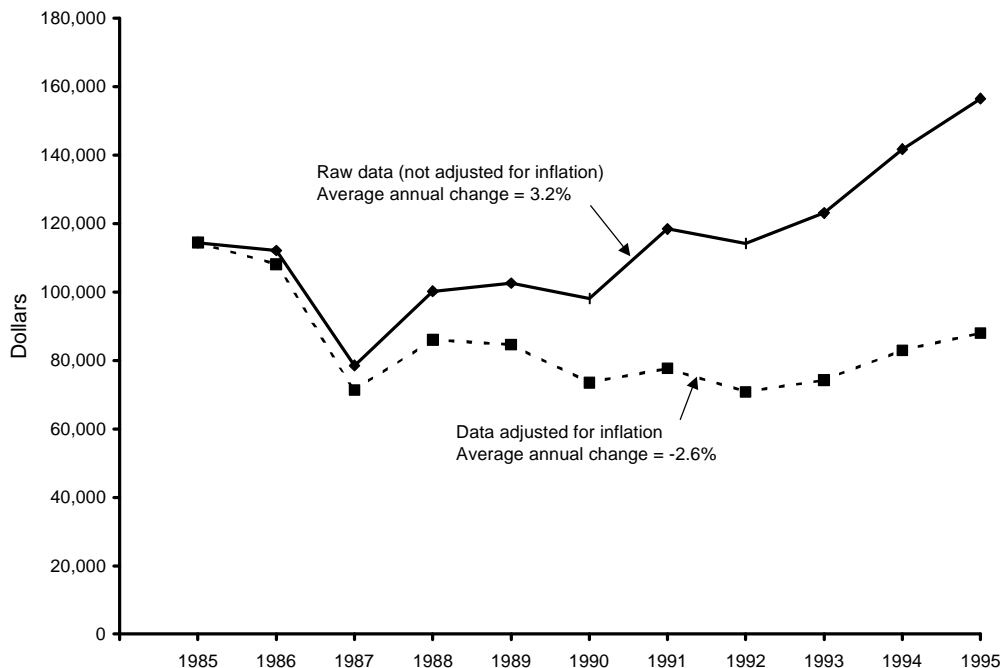
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Calhoun County. All statistics pertain to Calhoun 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 Calhoun County (616/781-0784).



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

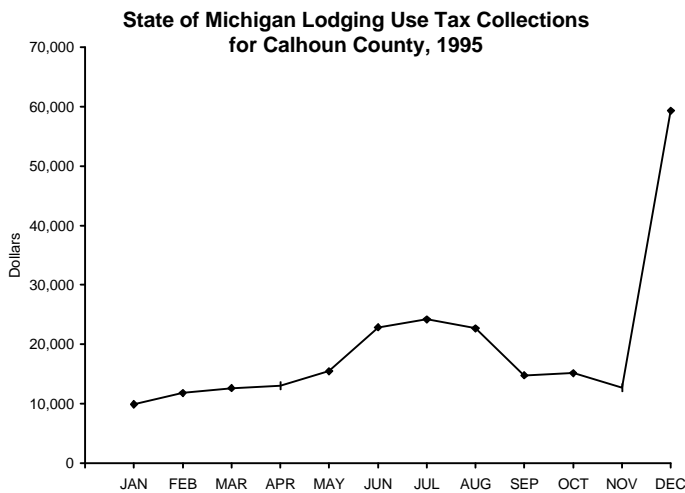
SOURCE: Michigan Department of Treasury, Systems Division.

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

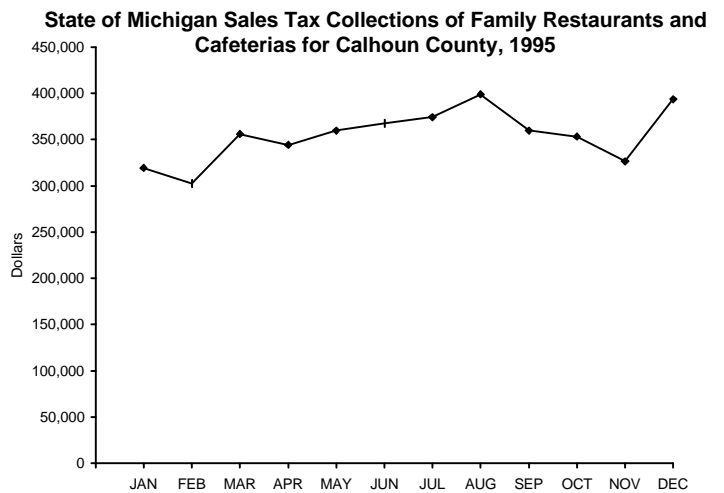
<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Barry	0.2%	153,900	\$8,363,000
Branch	0.4%	400,500	\$21,759,000
Calhoun	0.8%	741,500	\$40,286,000
Eaton	0.2%	211,000	\$11,461,000
Hillsdale	0.4%	368,200	\$20,002,000
Jackson	2.1%	2,011,000	\$109,251,000
Kalamazoo	1.9%	1,753,000	\$95,235,000

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



SOURCE: Michigan Department of Treasury.



SOURCE: Michigan Department of Treasury.

INDICATOR OF TRAVEL ACTIVITY FOR CALHOUN COUNTY

Unadjusted (6%) State of Michigan lodging use tax collections (1995) \$234,704

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	455,360
No. water acres in county (1989)	4,416
Total no. acres in county (1989)	459,776
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	27
State game/wildlife areas	0
State forests	0
Other areas	0
Total	27
No. acres of publicly or privately owned forest land (1994)	111,000
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	45.3
No. miles of Great Lake shoreline	0
Total no. miles of rivers and streams	540
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	28
Combined acres of natural or artificial lakes and ponds (1991)	6,561
Total no. acres of legislatively protected sand dunes (1989)	0
Natural heritage sites: Baker Sanctuary	
Michigan Audubon, a primary nesting and staging area for sandhill cranes.	

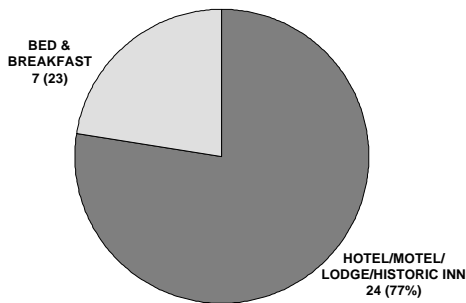
RECREATION AND TRAVEL FACILITIES

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)	2
No. 18-hole golf courses (1995)	8
No. agricultural markets/wineries/u-picks (1993)	12
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	462
No. licensed food service establishments (1995)	
Table service	160
Fast food	185
Cafeteria	77
Bar only	47
Other	131
Total	600
No. boat liveryes (1990)	9
No. watercraft for rent (1990)	101
No. miles of state-funded snowmobile trail (1990)	0
No. miles of hiking/skiing/mtn. biking trail (1994)	30
No. miles of designated off-road vehicle trail (1992)	0
No. museums (1990)	9
No. historical attractions open to the public (1990)	5
No. miles of interstate highway (1990)	60.0

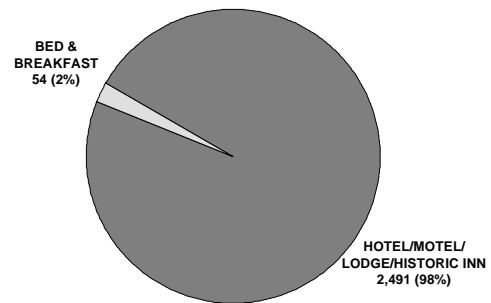
PRINCIPAL ATTRACTIONS AND EVENTS

In Marshal - Christmas City, Historic Home Tour, Honolulu House, National House Inn, Cornwell's Dinner Theatre, and Calhoun County Fair; in Albion - Festival of the Forks, Mother's Day Celebration; in Battle Creek - McCamly Plaza Convention Center, Binder Park Zoo, Kellogg's Cereal City USA, Full Blast Family Entertainment Center, Leila Arboretum, Art Center, National Hot Air Balloon Championship, International Festival of Lights, ZooLights Festival, Cereal Festival, and home of the Michigan Battle Cats, minor league baseball team; near Marshall - Cornwell's Turkeyville USA.

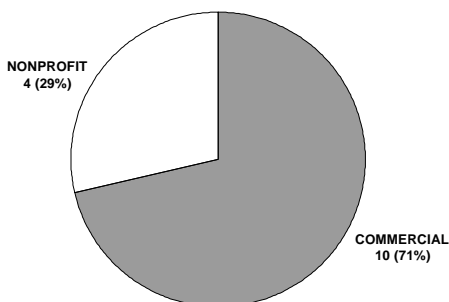
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



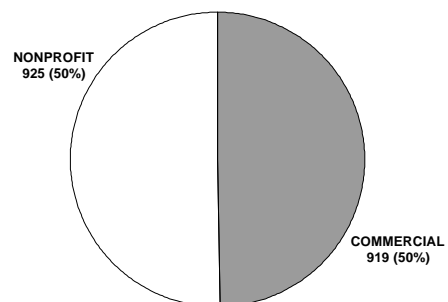
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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	5	4	1-9
No. museums	1990	9	5	1-14
No. natural heritage sites	1990	1	6	1-7
No. designated campsites	1990	1,844	12	1-81
Total no. units in commercial lodging establishments	1990	2,545	13	1-82
Estimated population	1995	140,689	15	1-83
No. lifts or tows at downhill ski areas	1990	0	20	1-20
Total no. miles of rivers and streams	1944	540	20	1-77
No. licensed charter boats	1996	1	21	1-22
No. miles of designated scenic highway	1990	0.0	35	1-35
Estimated direct pleasure trip expenditures	1996	\$40,286,000	38	1-83
No. eating and drinking places per 1,000 residents	1995	4.26	38	1-74
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. public access sites	1990	17	41	1-83
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.09	42	1-48
Combined area of natural or artificial lakes and ponds	1991	6,561	46	1-83
No. miles of state-funded snowmobile trail	1990	0.0	47	1-47
No. miles of designated hiking/skiing/mtn. biking trail	1994	30.25	52	1-79
Total no. public golf course holes per 1,000 residents	1995	1.15	52	1-74
No. acres of publicly or privately owned forest land	1994	111,000	54	1-82
Average no. inches of snowfall (1981/82-1990/91)	Avg.	45.3	57	1-82
No. licensed rental watercraft per 1,000 residents	1990	0.74	59	1-76
No. owned second homes	1990	462	73	1-83
No. acres of public recreation land	1990	27	83	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

- Battle Creek Area Chamber of Commerce: 34 West Jackson Street, Battle Creek, MI 49017-3505.
- Greater Albion Chamber of Commerce: 416 S. Superior Street, P.O. Box 238, Albion, MI 49224.
- Greater Battle Creek/Calhoun County Visitor & Convention Bureau: 34 W. Jackson Street, Suite 4-B, Battle Creek, MI 49017. (616) 962-2240.
- Marshall Area Chamber of Commerce: 109 East Michigan Ave., Marshall, MI 49068.
- 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: dholecek@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.