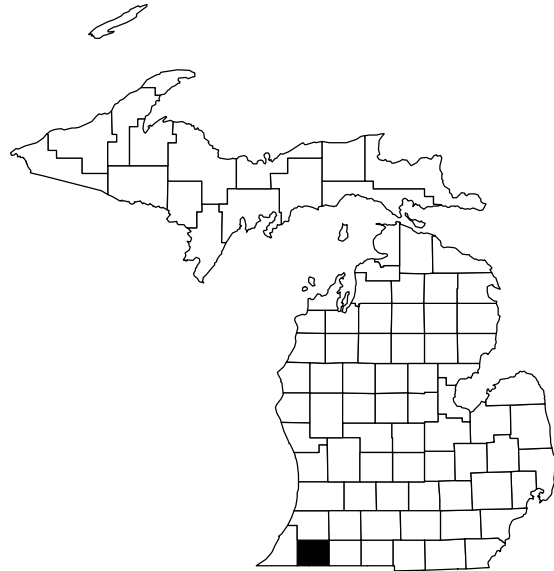


CASS COUNTY TOURISM PROFILE

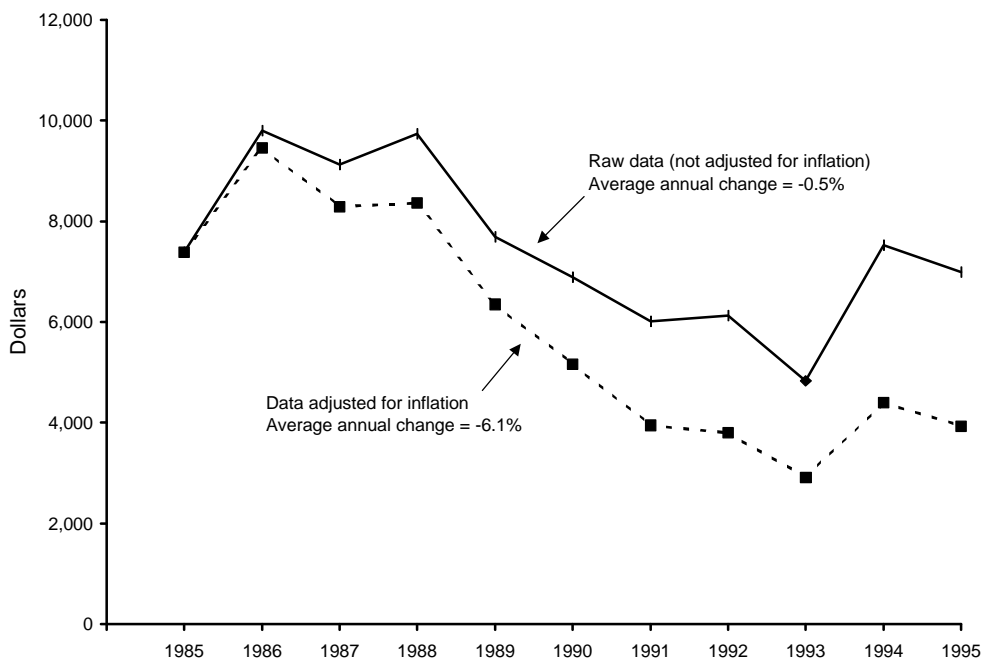
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Cass County. All statistics pertain to Cass 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 Cass County (616/445-8661).



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

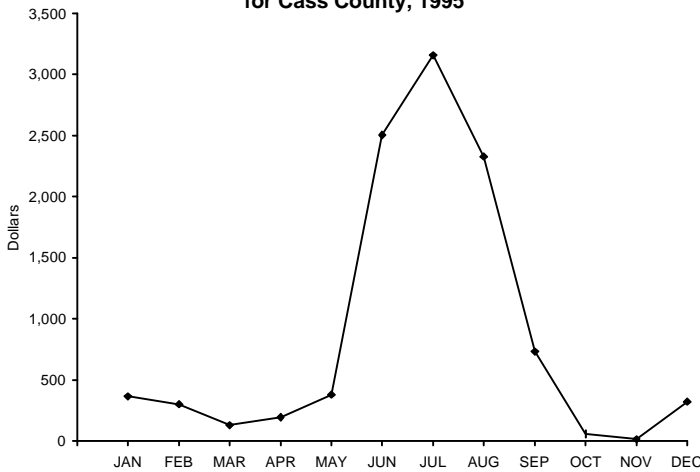
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN CASS AND NEIGHBORING COUNTIES, 1996

<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.

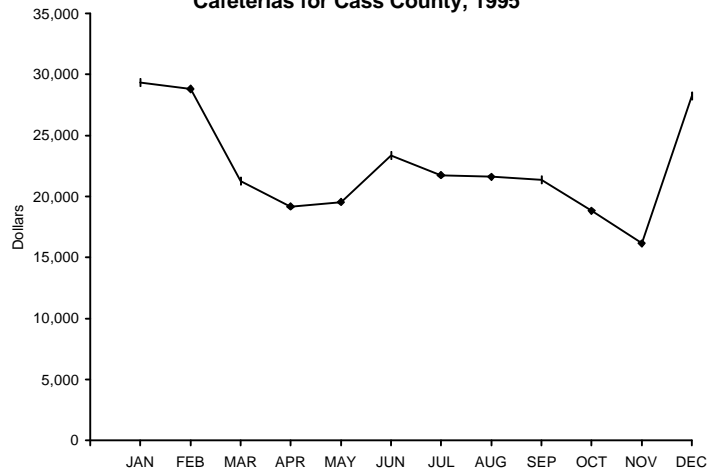
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATOR OF TRAVEL ACTIVITY FOR CASS COUNTY

Unadjusted (6%) State of Michigan lodging use tax collections (1995) \$10,493

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	317,568
No. water acres in county (1989)	9,216
Total no. acres in county (1989)	326,784
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	81
State game/wildlife areas	3,694
State forests	0
Other areas	0
Total	3,775
No. acres of publicly or privately owned forest land (1994)	76,900
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	53.5
No. miles of Great Lake shoreline	0
Total no. miles of rivers and streams	229
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	47
Combined acres of natural or artificial lakes and ponds (1991)	10,944
Total no. acres of legislatively protected sand dunes (1989)	0

RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	24
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)	0
No. 9-hole golf courses	8
No. 18-hole golf courses	8
No. agricultural markets/wineries/u-picks (1993)	10
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	3,056
No. licensed food service establishments (1995)	
Table service	69
Fast food	35
Cafeteria	24
Bar only	7
Other	40
Total	175
No. boat liveryes (1990)	21
No. watercraft for rent (1990)	260
No. miles of state-funded snowmobile trail (1990)	25
No. miles of hiking/skiing/mtn. biking trail (1994)	10
No. miles of designated off-road vehicle trail (1992)	0
No. museums	3
No. historical attractions open to the public (1990)	0
No. miles of interstate highway (1990)	0.0

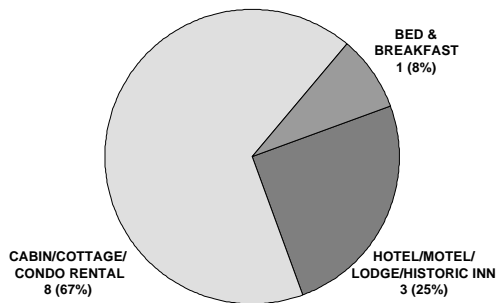
PRINCIPAL ATTRACTIONS AND EVENTS

Inland Lakes - camping, beaches, picnic areas, and public access facilities.

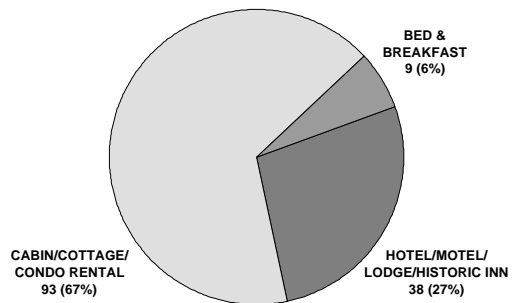
Recreation and nature - Russ Forest (a virgin black walnut and oak forest), Swiss Valley Ski Area for downhill and cross-country skiing, golf, fishing, and marina.

Other - historical museums, farm markets, u-pick farms, antiques, Southwestern Michigan College and museum.

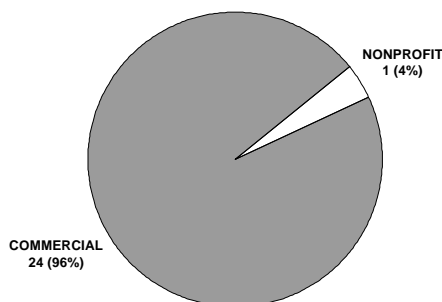
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



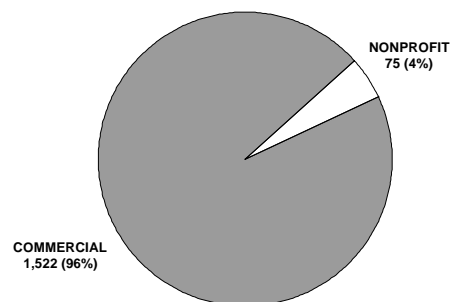
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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	0	7	1-7
No. historical attractions open to the public	1990	0	9	1-9
No. museums	1990	1	13	1-14
No. lifts or tows at downhill ski areas	1990	7	14	1-20
No. designated campsites	1990	1,597	20	1-81
No. public access sites	1990	24	21	1-83
No. licensed charter boats	1996	0	22	1-22
Combined area of natural or artificial lakes and ponds	1991	10,944	29	1-83
No. owned second homes	1990	3,056	29	1-83
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.20	32	1-48
No. licensed rental watercraft per 1,000 residents	1990	5.25	33	1-76
No. miles of designated scenic highway	1990	0.0	35	1-35
Estimated population	1995	49,603	35	1-83
Estimated direct pleasure trip expenditures	1996	\$41,328,000	36	1-83
Total no. public golf course holes per 1,000 residents	1995	1.63	36	1-74
No. miles of designated off-road vehicle trail	1992	0.0	38	1-38
No. miles of state-funded snowmobile trail	1990	25.1	39	1-47
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.	53.5	50	1-82
No. eating and drinking places per 1,000 residents	1995	3.53	57	1-74
Total no. miles of rivers and streams	1944	229	63	1-77
No. acres of publicly or privately owned forest land	1994	76,900	66	1-82
No. miles of designated hiking/skiing/mtn. biking trail	1994	9.50	71	1-79
No. acres of public recreation land	1990	3,775	72	1-83
Total no. units in commercial lodging establishments	1990	140	77	1-82
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

- Cassopolis Area Chamber of Commerce: 125 South Fulton, Cassopolis, MI 49031.
- Edwardsburg Area Chamber of Commerce: P.O. Box 575, Edwardsburg, MI 49112.
- Greater Dowagiac Chamber of Commerce: 107 Beeson Street, Dowagiac, MI 49047.
- Southwestern Michigan Tourist Council: 2300 Pipestone Road, Benton Harbor, MI 49022. (616) 925-6301. Fax: (616) 925-7540.
E-mail: 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: dholecsek@pilot.msu.edu Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center
Michigan State University

