

CHARLEVOIX COUNTY TOURISM PROFILE

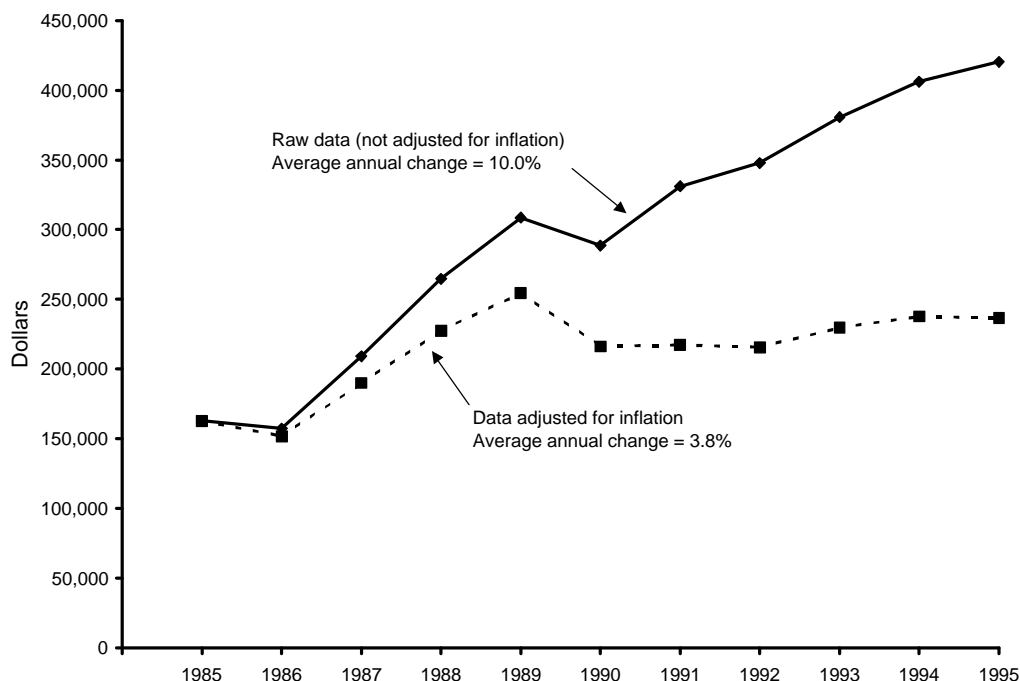
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Charlevoix County. All statistics pertain to Charlevoix 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 Charlevoix County (616/582-6232).



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

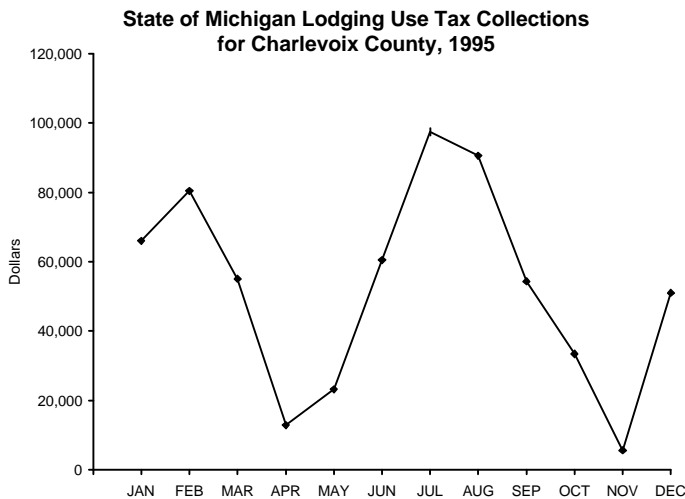
SOURCE: Michigan Department of Treasury, Systems Division.

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

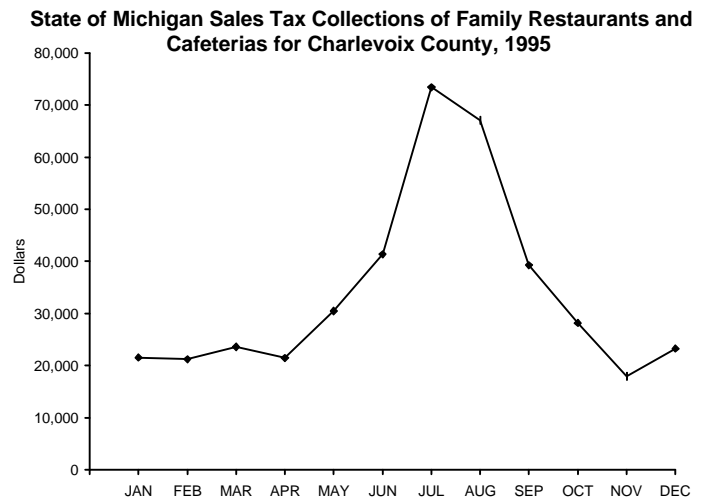
<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Antrim	1.0%	928,500	\$50,445,000
Charlevoix	1.8%	1,702,200	\$92,479,000
Cheboygan	1.8%	1,671,600	\$90,813,000
Emmet	1.4%	1,295,600	\$70,386,000
Otsego	1.4%	1,300,800	\$70,668,000

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.

INDICATORS OF TRAVEL ACTIVITY FOR CHARLEVOIX COUNTY

Estimated number of visits to Fisherman's Island State Park (1996)	55,269
Estimated number of visits to Young State Park (1996)	131,540
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$630,613

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	269,440
No. water acres in county (1989)	23,552
Total no. acres in county (1989)	292,992
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	235
National forests	0
State parks and recreation areas	3,482
State boating and fishing sites	505
State game/wildlife areas	9,985
State forests	44,389
Other areas	0
Total	58,596
No. acres of publicly or privately owned forest land (1994)	172,200
Total no. acres of designated state or federal wilderness (1990) ...	12
Average no. inches of snowfall (1981/82-1990/91)	114
No. miles of Great Lake shoreline	102
Total no. miles of rivers and streams	215
No. miles of state or federal wild/scenic/natural river (1990)	71
No. inland lakes > 50 acres in size	19
Combined acres of natural or artificial lakes and ponds (1991)	23,415
Total no. acres of legislatively protected sand dunes (1989)	2,144

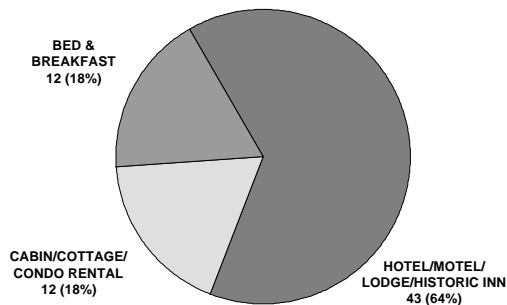
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	20
No. recreational harbors on the Great Lakes (1990)	4
No. Great Lake marinas (1994)	29
No. Great Lake marina slips (1994)	1,366
No. licensed charter boats (1996)	10
No. 9-hole golf courses (1995)	5
No. 18-hole golf courses (1995)	6
No. agricultural markets/wineries/u-picks (1993)	9
No. miles of designated scenic highway (1990)	59.6
No. owned second homes (1990)	3,735
No. licensed food service establishments (1995)	
Table service	61
Fast food	36
Cafeteria	23
Bar only	6
Other	23
Total	149
No. boat liveryes (1990)	5
No. watercraft for rent (1990)	39
No. miles of state-funded snowmobile trail (1990)	13.1
No. miles of hiking/skiing/mtn. biking trail (1994)	110.7
No. miles of designated off-road vehicle trail (1992)	31.2
No. museums (1990)	9
No. historical attractions open to the public (1990)	2
No. miles of interstate highway (1990)	0.0

PRINCIPAL ATTRACTIONS AND EVENTS

Recreational harbor facilities at Charlevoix, East Jordan, Boyne City, and Beaver Island; Mt. McSauba Ski Hill and Boyne Mountain - downhill/cross-country skiing; Chandler Hills and Jordan Valley Snowmobile Trails; Star of Charlevoix Cruises; Old Mormon Print Shop Museum, St. James; Beaver Island Marine Museum, Beaver Island; National Mushroom Hunting Championship, Boyne City (May); in Charlevoix - Venetian Festival (July), Charlevoix Art Fair (August), Castle Art Fair (August); in East Jordan - Freedom Festival (July), and Snowblast.

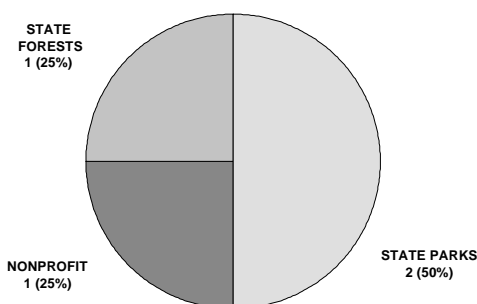
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



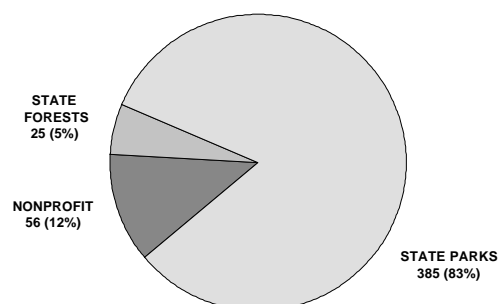
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. Great Lake marina slips per 1,000 residents	1994	59.85	1	1-41
No. museums	1990	9	5	1-14
Total no. public golf course holes per 1,000 residents	1995	6.64	5	1-74
No. lifts or tows at downhill ski areas	1990	15	6	1-20
No. eating and drinking places per 1,000 residents	1995	6.46	7	1-74
No. historical attractions open to the public	1990	2	7	1-9
No. natural heritage sites	1990	0	7	1-7
No. miles of Great Lake shoreline	n.d.	102.4	8	1-38
Combined area of natural or artificial lakes and ponds	1991	23,415	10	1-83
No. miles of designated scenic highway	1990	59.6	13	1-35
No. licensed charter boats	1996	10	14	1-22
No. miles of state or federal wild/scenic/natural river	1990	71.0	14	1-39
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.40	15	1-48
Estimated direct pleasure trip expenditures	1996	\$92,479,000	16	1-83
No. miles of designated hiking/skiing/mtn. biking trail	1994	110.70	17	1-79
Average no. inches of snowfall (1981/82-1990/91)	Avg.	114.0	17	1-82
No. owned second homes	1990	3,735	21	1-83
Total no. units in commercial lodging establishments	1990	1,169	23	1-82
No. miles of designated off-road vehicle trail	1992	31.2	25	1-38
No. public access sites	1990	20	31	1-83
No. acres of public recreation land	1990	58,596	37	1-83
No. miles of state-funded snowmobile trail	1990	13.1	42	1-47
No. acres of publicly or privately owned forest land	1994	172,200	42	1-82
No. licensed rental watercraft per 1,000 residents	1990	1.82	43	1-76
Estimated population	1995	23,052	56	1-83
No. designated campsites	1990	466	66	1-81
Total no. miles of rivers and streams	1944	215	66	1-77

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

- Beaver Island Chamber of Commerce: P.O. Box 5, Beaver Island, MI 49782.
- Boyne City Chamber of Commerce: 28 South Lake Street, Boyne City, MI 49712.
- Charlevoix Area Convention and Visitors Bureau: 408 Bridge Street, Charlevoix, MI 49720. (616) 547-2101. Fax: (616) 547-6633.
- Charlevoix Chamber of Commerce: 408 Bridge Street, Charlevoix, MI 49720.
- East Jordan Area Chamber of Commerce: 118 N. Lake, P.O. Box 137, East Jordan, MI 49727.
- 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

