

CHEBOYGAN COUNTY TOURISM PROFILE

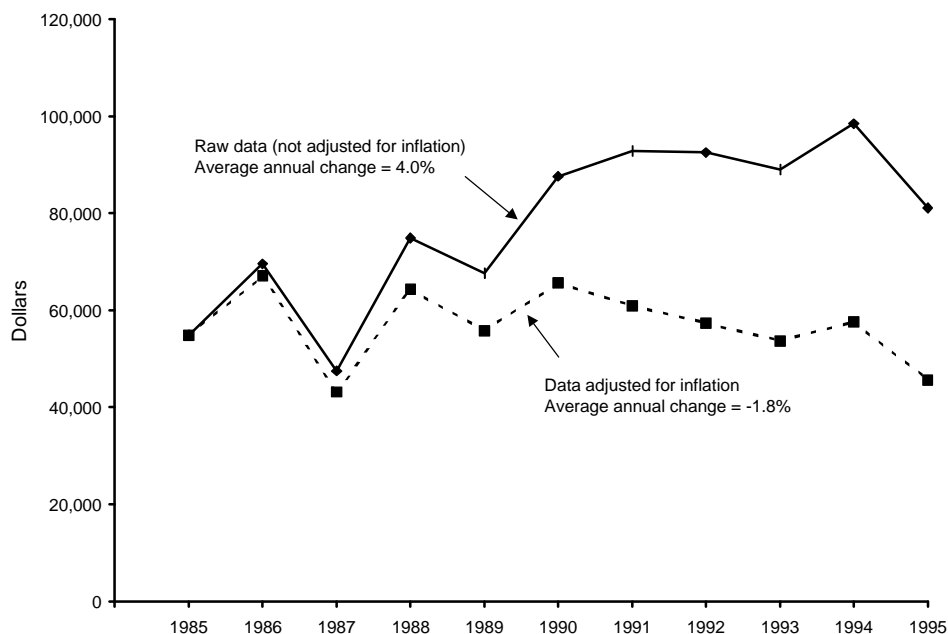
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Cheboygan County. All statistics pertain to Cheboygan County unless 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 Cheboygan County (616/627-8815).



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

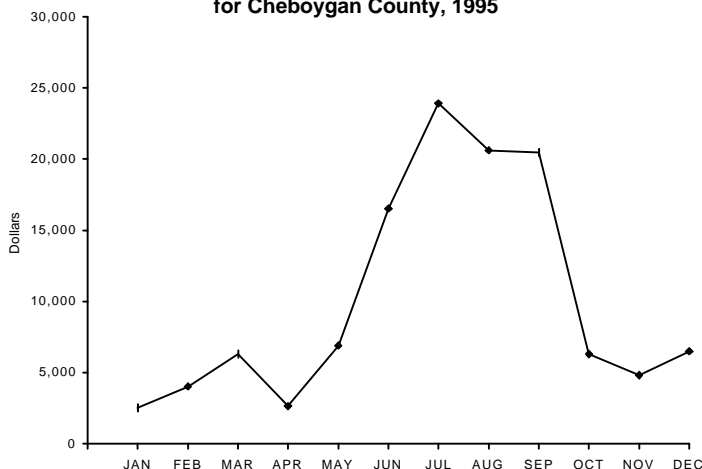
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN CHEBOYGAN AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
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
Mackinac	5.3%	4,964,800	\$269,727,000
Montmorency	0.4%	377,500	\$20,511,000
Otsego	1.4%	1,300,800	\$70,668,000
Presque Isle	0.3%	281,600	\$15,298,000

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.

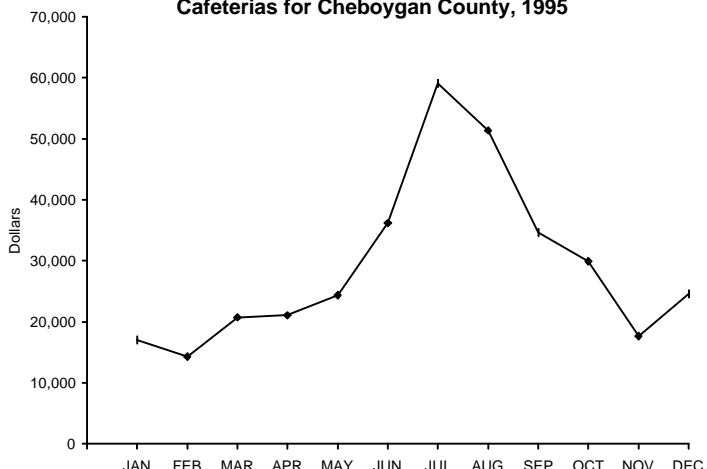
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR CHEBOYGAN COUNTY

Estimated number of visits to Mackinaw City Welcome Center (1996)	382,487
Number of visits to Historic Mill Creek (1996)	49,702
Estimated number of visits to Aloha State Park (1996)	117,108
Estimated number of visits to Burt Lake State Park (1996)	222,261
Estimated number of visits to Cheboygan State Park (1996)	48,287
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$121,584

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	460,928
No. water acres in county (1989)	49,472
Total no. acres in county (1989)	510,400
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	32
State parks and recreation areas	2,055
State boating and fishing sites	780
State game/wildlife areas	0
State forests	180,579
Other areas	0
Total	183,446
No. acres of publicly or privately owned forest land (1994)	350,300
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	102.2
No. miles of Great Lake shoreline	35
Total no. miles of rivers and streams	420
No. miles of state or federal wild/scenic/natural river (1990)	46
No. inland lakes > 50 acres in size	22
Combined acres of natural or artificial lakes and ponds (1991)	51,358
Total no. acres of legislatively protected sand dunes (1989)	0

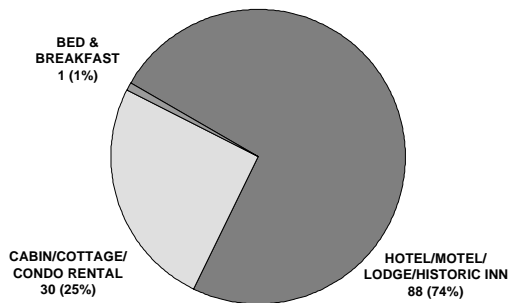
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	22
No. recreational harbors on the Great Lakes (1990)	4
No. Great Lake marinas (1994)	16
No. Great Lake marina slips (1994)	671
No. licensed charter boats (1996)	0
No. 9-hole golf courses (1995)	2
No. 18-hole golf courses (1995)	2
No. agricultural markets/wineries/u-picks (1993)	9
No. miles of designated scenic highway (1990)	84
No. owned second homes (1990)	4,466
No. licensed food service establishments (1995)	
Table service	56
Fast food	36
Cafeteria	16
Bar only	19
Other	5
Total	132
No. boat liveries (1990)	16
No. watercraft for rent (1990)	246
No. miles of state-funded snowmobile trail (1990)	64
No. miles of hiking/skiing/mtn. biking trail (1994)	163
No. miles of designated off-road vehicle trail (1992)	192
No. museums (1990)	3
No. historical attractions open to the public (1990)	2
No. miles of interstate highway (1990)	42.7

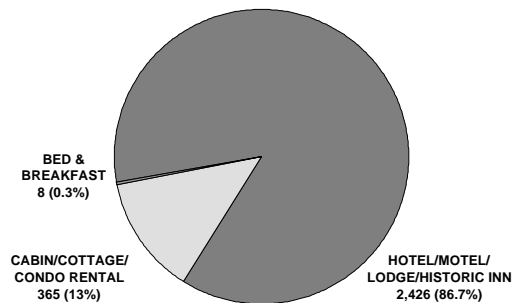
PRINCIPAL ATTRACTIONS AND EVENTS

Recreational harbor facilities at Cheboygan and Mackinaw City on Lake Huron; Burt Lake State Park; Cheboygan State Park; Old Mill Creek State Historic Park; Mackinac Bridge; Inland Waterway; Maritime Park and Museum in Mackinaw City; Cheboygan Opera House; The Cross In the Woods at The Catholic Shrine; Fort Michilimackinac; Mackinac Bridge Walk (Labor Day).

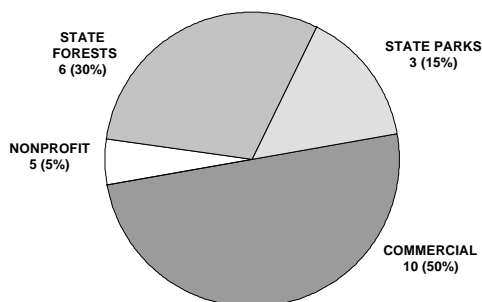
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



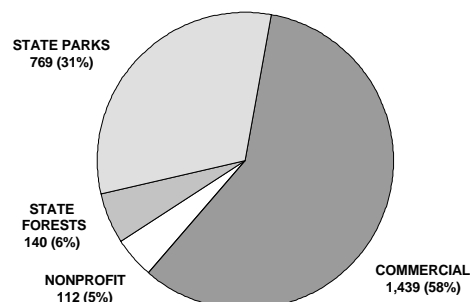
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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>
Combined area of natural or artificial lakes and ponds	1991	51,358	1	1-83
No. miles of designated off-road vehicle trail	1992	192.1	2	1-38
No. designated campsites	1990	2,460	5	1-81
No. miles of designated scenic highway	1990	84.1	6	1-35
No. historical attractions open to the public	1990	2	7	1-9
No. natural heritage sites	1990	0	7	1-7
No. miles of designated hiking/skiing/mtn. biking trail	1994	162.87	8	1-79
No. Great Lake marina slips per 1,000 residents	1994	29.82	8	1-41
Total no. units in commercial lodging establishments	1990	2,799	10	1-82
No. museums	1990	3	11	1-14
No. eating and drinking places per 1,000 residents	1995	5.78	14	1-74
No. owned second homes	1990	4,466	14	1-83
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.41	14	1-48
No. acres of publicly or privately owned forest land	1994	350,300	15	1-82
No. acres of public recreation land	1990	183,446	16	1-83
Estimated direct pleasure trip expenditures	1996	\$90,813,000	17	1-83
No. licensed rental watercraft per 1,000 residents	1990	11.50	19	1-76
Average no. inches of snowfall (1981/82-1990/91)	Avg.	102.2	20	1-82
No. lifts or tows at downhill ski areas	1990	0	20	1-20
No. miles of state or federal wild/scenic/natural river	1990	46.0	20	1-39
No. miles of state-funded snowmobile trail	1990	64.3	22	1-47
No. licensed charter boats	1996	0	22	1-22
Total no. public golf course holes per 1,000 residents	1995	2.36	23	1-74
No. miles of Great Lake shoreline	n.d.	34.5	25	1-38
No. public access sites	1990	22	27	1-83
Total no. miles of rivers and streams	1944	420	30	1-77
Estimated population	1995	22,854	58	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

- Cheboygan Area Chamber of Commerce: P.O. Box 69, Cheboygan, MI 49721-0069.
- Cheboygan Area Tourist Bureau: 847 South Main Street, Cheboygan, MI 49721. (616) 627-7183. Fax: (616) 627-2770.
- Greater Mackinaw Area Chamber of Commerce: P.O. Box 856, Mackinaw City, MI 49701-0856.
- Indian River Area Tourist Bureau: P.O. Box 414, Indian River, MI 49749. (800) EXIT-310. Fax: (616) 238-0949.
- Mackinaw Area Tourist Bureau: 708 South Huron Avenue, P.O. Box 160, Mackinaw City, MI 49701. (616) 436-5664. Fax: (616) 436-5991.
E-mail: info@mackinawcity.com Web site: http://www.mackinawcity.com/
- Michigan's Sunrise Side Travel Association: 1361 Fletcher Street, National City, MI 48748-9666. (800) 424-3022. Fax: (517) 469-4232.
E-mail: misunrise@worldnet.att.net Web site: http://www.oweb.com/upnorth/sunrise
- 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 Web site: http://www.tourism.msu.edu/



Travel, Tourism, and Recreation Resource Center
Michigan State University

