

CHIPPEWA COUNTY TOURISM PROFILE

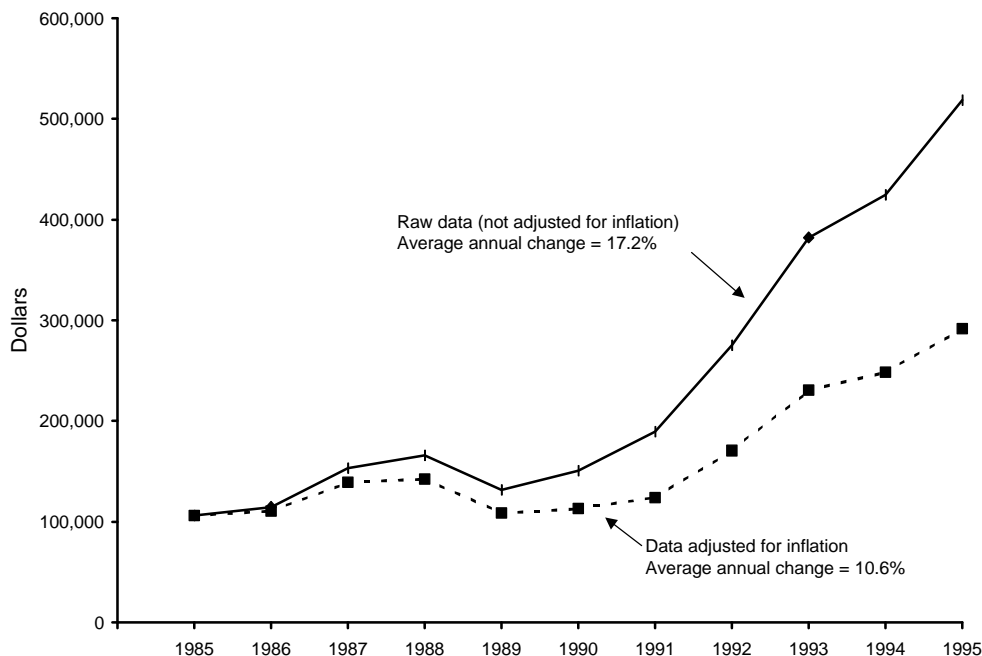
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Chippewa County. All statistics pertain to Chippewa County unless otherwise 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 Chippewa County (906/635-6368).



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

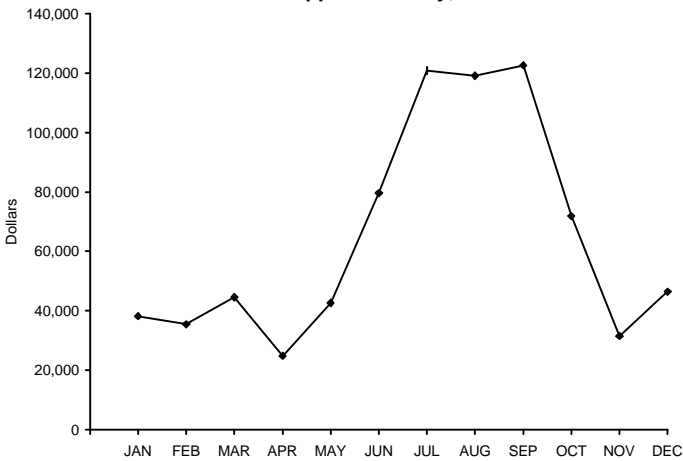
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN CHIPPEWA AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Alger	0.8%	710,300	\$38,591,000
Chippewa	3.8%	3,609,600	\$196,099,000
Luce	0.2%	204,700	\$11,119,000
Mackinac	5.3%	4,964,800	\$269,727,000
Schoolcraft	0.1%	97,000	\$5,269,000

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.

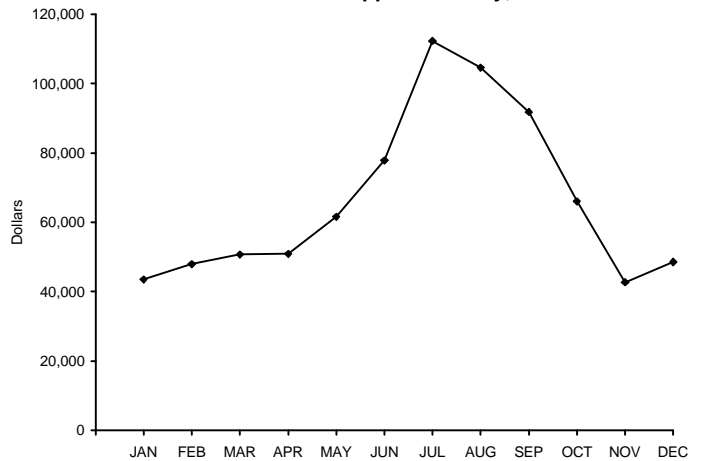
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR CHIPPEWA COUNTY

Estimated number of visits to Sault Ste. Marie Welcome Center (1996)	256,846
Estimated number of visits to Soo Locks (1996)	625,247
Estimated number of visits to Brimley State Park (1996)	142,404
Estimated number of visits to Tahquamenon Falls State Park (1996)	503,121
Estimated number of visits to Kewadin Casino (1997)	117,441
Estimated number of visits to Bay Mills Resort and Casino in Brimley	446,517
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$777,795

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	1,017,728
No. water acres in county (1989)	118,272
Total no. acres in county (1989)	1,136,000
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	695
National forests	243,976
State parks and recreation areas	26,245
State boating and fishing sites	1,147
State game/wildlife areas	0
State forests	185,940
Other areas	0
Total	458,003
No. acres of publicly or privately owned forest land (1994)	749,000
Total no. acres of designated state or federal wilderness (1990)	11,870
Average no. inches of snowfall (1981/82-1990/91)	121.9
No. miles of Great Lake shoreline	456
Total no. miles of rivers and streams	800
No. miles of state or federal wild/scenic/natural river (1990)	13.2
No. inland lakes > 50 acres in size	34
Combined acres of natural or artificial lakes and ponds (1991)..	11,624
Total no. acres of legislatively protected sand dunes (1989)	660
Natural heritage sites: Fossil Formation - - Drummond Island; Lower Tahquamenon Falls; Whitefish Point Bird Observatory (natural concentration area for migratory birds).	

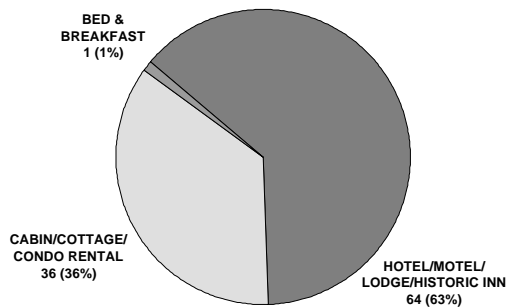
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	26
No. recreational harbors on the Great Lakes (1990)	3
No. Great Lake marinas (1994)	8
No. Great Lake marina slips (1994)	193
No. licensed charter boats (1996)	7
No. 9-hole golf courses (1995)	1
No. 18-hole golf courses (1995)	5
No. agricultural markets/wineries/u-picks (1993)	2
No. miles of designated scenic highway (1990)	91.6
No. owned second homes (1990)	4,493
No. licensed food service establishments (1995)	
Table service	87
Fast food	54
Cafeteria	40
Bar only	19
Other	13
Total	213
No. boat liveryes (1990)	58
No. watercraft for rent (1990)	480
No. miles of state-funded snowmobile trail (1990)	220.2
No. miles of hiking/skiing/mtn. biking trail (1994)	144.8
No. miles of designated off-road vehicle trail (1992)	50.3
No. museums (1990)	5
No. historical attractions open to the public (1990)	3
No. miles of interstate highway (1990)	27.3

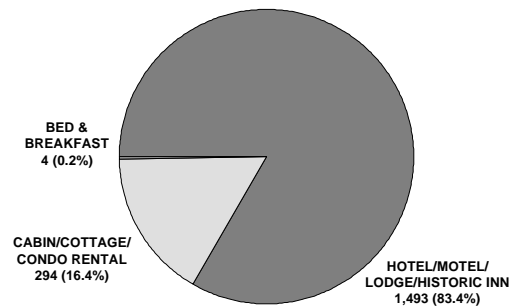
PRINCIPAL ATTRACTIONS AND EVENTS

Recreational harbor facilities (Sault Ste. Marie and Whitefish Point on Lake Superior); 456 miles of Great Lake shoreline; Soo Locks, Sault Ste. Marie - the world's largest and busiest locking system; Lower Tahquamenon Falls, near Paradise; Great Lakes Shipwreck Memorial Museum at Whitefish Point; Iroquois Point Lighthouse; Valley Camp Museum Ship, Sault Ste. Marie; Vegas-Kewedin - the largest Indian gaming casino, Sault Ste. Marie.

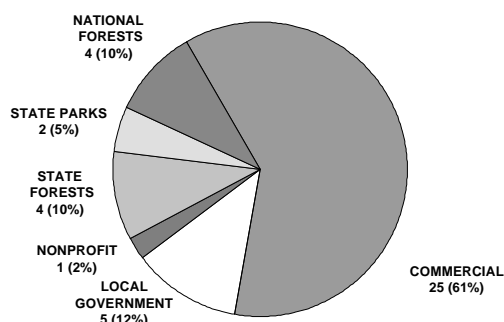
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



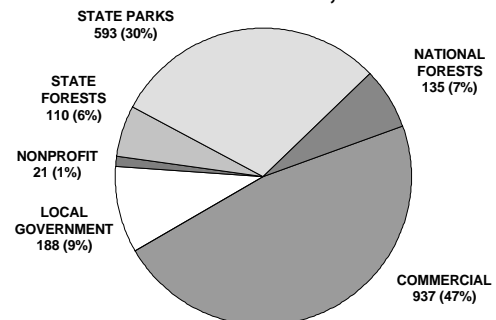
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. miles of Great Lake shoreline	n.d.	456.0	1	1-38
No. miles of state-funded snowmobile trail	1990	220.2	1	1-47
No. acres of public recreation land	1990	458,003	2	1-83
No. miles of designated scenic highway	1990	91.6	3	1-35
No. acres of publicly or privately owned forest land	1994	749,000	3	1-82
No. natural heritage sites	1990	3	4	1-7
No. historical attractions open to the public	1990	3	6	1-9
Estimated direct pleasure trip expenditures	1996	\$196,099,000	6	1-83
No. museums	1990	5	9	1-14
No. designated campsites	1990	1,984	10	1-81
Total no. miles of rivers and streams	1944	800	10	1-77
No. miles of designated hiking/skiing/mtn. biking trail	1994	144.80	11	1-79
Average no. inches of snowfall (1981/82-1990/91)	Avg.	121.9	11	1-82
No. owned second homes	1990	4,493	12	1-83
No. eating and drinking places per 1,000 residents	1995	5.78	14	1-74
No. licensed rental watercraft per 1,000 residents	1990	13.87	16	1-76
Total no. units in commercial lodging establishments	1990	1,791	16	1-82
Total no. public golf course holes per 1,000 residents	1995	2.69	16	1-74
No. licensed charter boats	1996	7	16	1-22
No. miles of designated off-road vehicle trail	1992	50.3	17	1-38
No. public access sites	1990	26	19	1-83
No. lifts or tows at downhill ski areas	1990	0	20	1-20
Combined area of natural or artificial lakes and ponds	1991	11,624	24	1-83
No. Great Lake marina slips per 1,000 residents	1994	5.27	31	1-41
No. miles of state or federal wild/scenic/natural river	1990	13.2	33	1-39
Estimated population	1995	36,859	43	1-83
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.06	45	1-48

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

- Drummond Island Chamber of Commerce: P.O. Box 200, Drummond Island, MI 49726
- Drummond Island Tourism Association: 189 Tourist Road, Drummond Island, MI 49726.
- Paradise Area Tourism Council: P.O. Box 64, Paradise, MI 49768. (906) 492-3310. Fax: (906) 492-3943.
- Paradise Chamber of Commerce: P.O. Box 199, Paradise, MI 49768.
- Sault Area Chamber of Commerce: 2581 I-75 Business Spur, Sault Ste. Marie, MI 49783.
- Sault Convention and Visitors Bureau: 2581 I-75 Business Spur, Sault Ste. Marie, MI 49783. (906) 632-3301. Fax: (906) 632-2331.
- Upper Peninsula Travel and Recreation Association: 618 Stephenson Avenue, P.O. Box 400, Iron Mountain, MI 49801-0400. (906) 774-5480. Fax: (906) 774-5190. Web site: <http://www.travel.com>
- 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

