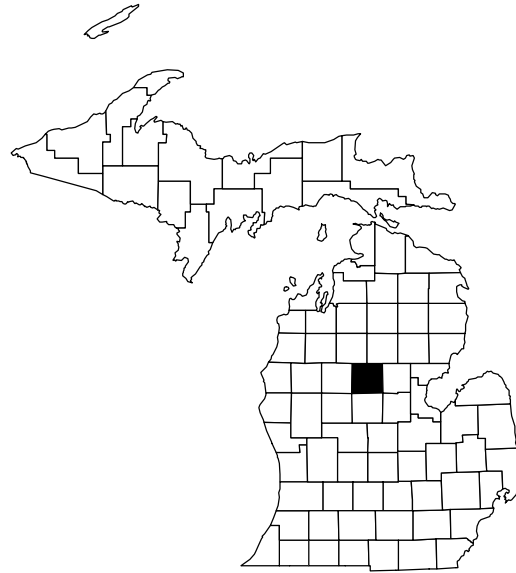


# CLARE COUNTY TOURISM PROFILE

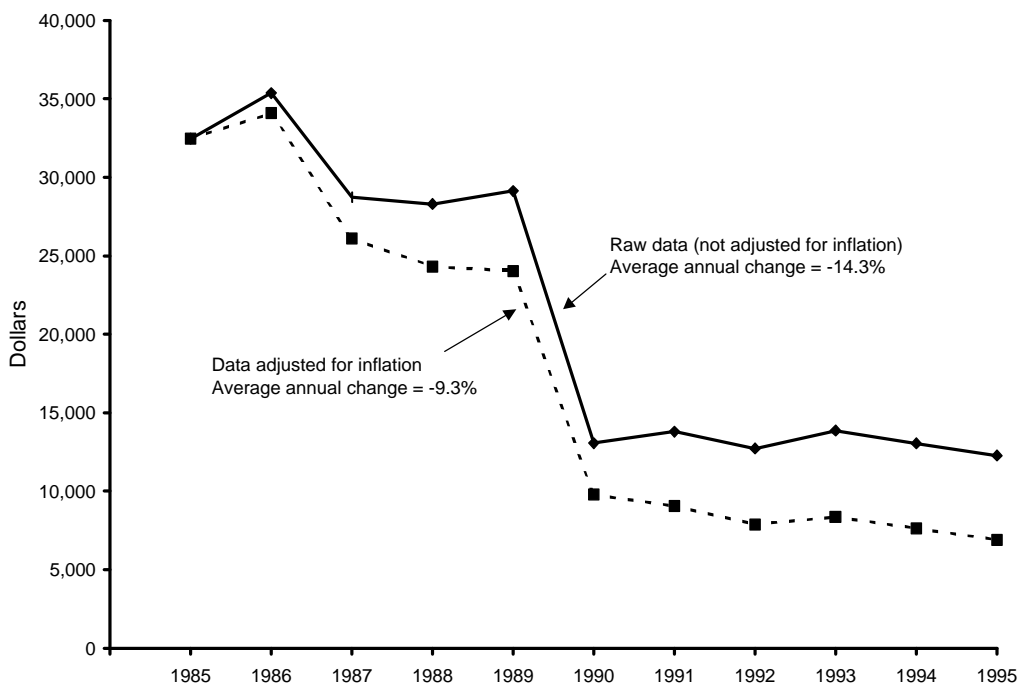
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Clare County. All statistics pertain to Clare 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 Clare County (517/539-7805).



## TRENDS IN STATE OF MICHIGAN LODGING USE TAX COLLECTIONS FOR CLARE 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.

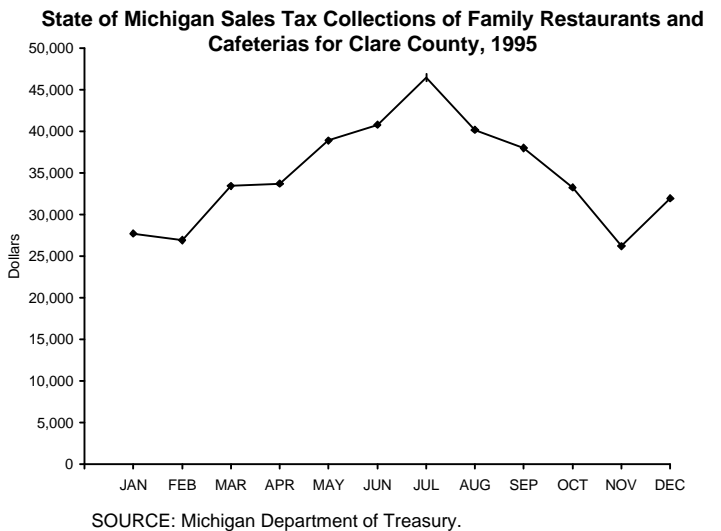
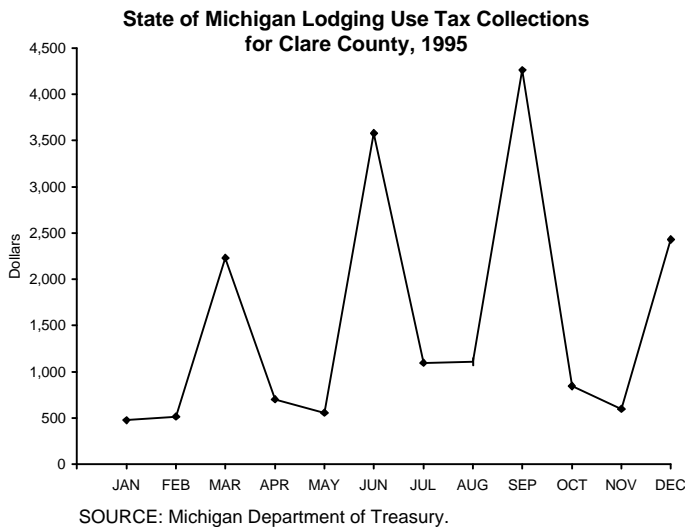
SOURCE: Michigan Department of Treasury, Systems Division.

# ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN CLARE 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>
Clare	0.5%	512,600	\$27,846,000
Gladwin	0.3%	243,900	\$13,252,000
Isabella	1.9%	1,797,300	\$97,643,000
Missaukee	0.2%	223,000	\$12,113,000
Osceola	0.1%	107,200	\$5,823,000
Roscommon	1.2%	1,152,500	\$62,614,000

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



## INDICATORS OF TRAVEL ACTIVITY FOR CLARE COUNTY

Estimated number of visits to Clare Welcome Center (1996) .....	2,066,389
Estimated number of visits to Wilson State Park (1996) .....	84,206
Unadjusted (6%) State of Michigan lodging use tax collections (1995) .....	\$18,403

# RECREATION AND TRAVEL RESOURCES

## NATURAL RESOURCES

No. land acres in county (1989) .....	364,800
No. water acres in county (1989) .....	3,904
Total no. acres in county (1989) .....	368,704
No. acres of public recreation land (1990)	
National parks/lakeshores .....	0
National wildlife refuges .....	1,299
National forests .....	0
State parks and recreation areas .....	36
State boating and fishing sites .....	318
State game/wildlife areas .....	0
State forests .....	51,252
Other areas .....	0
Total .....	52,905
No. acres of publicly or privately owned forest land (1994) .....	245,500
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91) .....	57.2
No. miles of Great Lake shoreline .....	0
Total no. miles of rivers and streams .....	331
No. miles of state or federal wild/scenic/natural river (1990) .....	0
No. inland lakes > 50 acres in size .....	29
Combined acres of natural or artificial lakes and ponds (1991) .....	5,716
Total no. acres of legislatively protected sand dunes (1989) .....	0
Natural heritage sites: Glacial moraine-boulders, rocks, and sand deposited by glaciers form hills marking dramatic change in scenery. Can be viewed from top of US-27.	

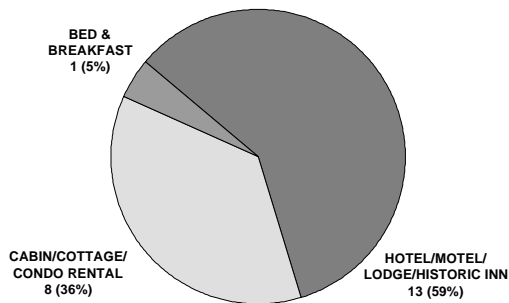
## RECREATION AND TRAVEL FACILITIES

No. public access sites (1990) .....	16
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 (1995) .....	2
No. 18-hole golf courses (1995) .....	3
No. agricultural markets/wineries/u-picks (1993) .....	4
No. miles of designated scenic highway (1990) .....	0
No. owned second homes (1990) .....	8,238
No. licensed food service establishments (1995)	
Table service .....	48
Fast food .....	32
Cafeteria .....	11
Bar only .....	11
Other .....	19
Total .....	121
No. boat liveries (1990) .....	7
No. watercraft for rent (1990) .....	162
No. miles of state-funded snowmobile trail (1990) .....	28
No. miles of hiking/skiing/mtn. biking trail (1994) .....	40
No. miles of designated off-road vehicle trail (1992) ....	13
No. museums (1990) .....	0
No. historical attractions open to the public (1990) .....	0
No. miles of interstate highway (1990) .....	0.0

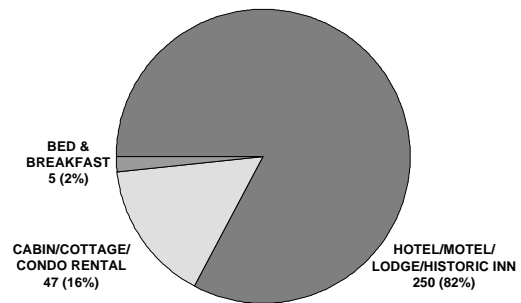
## PRINCIPAL ATTRACTIONS AND EVENTS

Wilson State Park; Temple, Pike Lake, and Mud Lake State Forest campgrounds; boating resources (331 miles of stream, 16 public access sites); hunting, fishing, and hiking; Snow Snake Mountain Ski Area; several public golf courses, including Devil's Knob and Twin Elms.

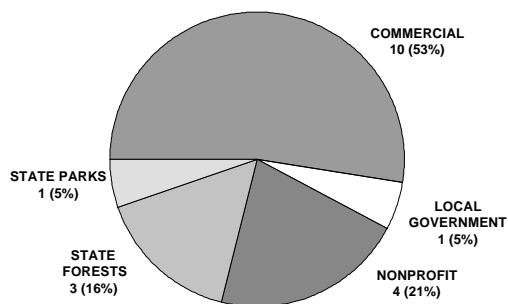
**NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990**



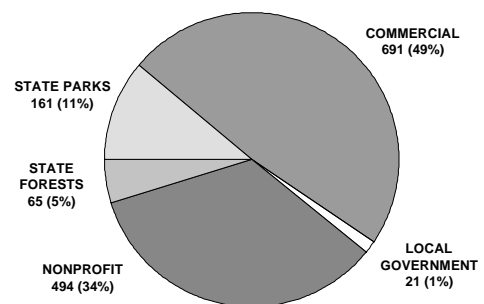
**NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990**



**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. owned second homes .....	1990	8,238	2	1-83
No. natural heritage sites .....	1990	1	6	1-7
No. historical attractions open to the public .....	1990	0	9	1-9
No. lifts or tows at downhill ski areas .....	1990	11	10	1-20
No. museums .....	1990	0	14	1-14
Total no. public golf course holes per 1,000 residents .....	1995	2.56	20	1-74
No. licensed charter boats .....	1996	0	22	1-22
No. designated campsites .....	1990	1,432	23	1-81
No. acres of publicly or privately owned forest land .....	1994	245,500	28	1-82
No. licensed rental watercraft per 1,000 residents .....	1990	6.49	31	1-76
No. eating and drinking places per 1,000 residents .....	1995	4.31	35	1-74
No. miles of designated scenic highway .....	1990	0.0	35	1-35
No. miles of designated off-road vehicle trail .....	1992	13.0	35	1-38
No. agricultural markets/wineries/u-picks per 1,000 residents .....	1993	0.15	36	1-48
No. miles of state-funded snowmobile trail .....	1990	28.3	38	1-47
No. acres of public recreation land .....	1990	52,905	39	1-83
No. miles of state or federal wild/scenic/natural river .....	1990	0.0	39	1-39
Total no. miles of rivers and streams .....	1944	331	39	1-77
No. public access sites .....	1990	16	42	1-83
No. miles of designated hiking/skiing/mtn. biking trail .....	1994	40.10	45	1-79
Average no. inches of snowfall (1981/82-1990/91) .....	Avg.	57.2	47	1-82
Estimated population .....	1995	28,078	48	1-83
Estimated direct pleasure trip expenditures .....	1996	\$27,846,000	51	1-83
Combined area of natural or artificial lakes and ponds .....	1991	5,716	51	1-83
Total no. units in commercial lodging establishments .....	1990	302	59	1-82
No. miles of Great Lake shoreline .....	n.d.	0.0	999	1-38
No. Great Lake marina slips per 1,000 residents .....	1994	0.00	999	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

- Clare Area Chamber of Commerce: 609 McEwan Street, Clare, MI 48617-1439.
- Harrison Area Chamber of Commerce: 809 North First, P.O. Box 682, Harrison, MI 48625-8401.
- 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](mailto:dholecek@pilot.msu.edu) Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center  
Michigan State University

