

DELTA COUNTY TOURISM PROFILE

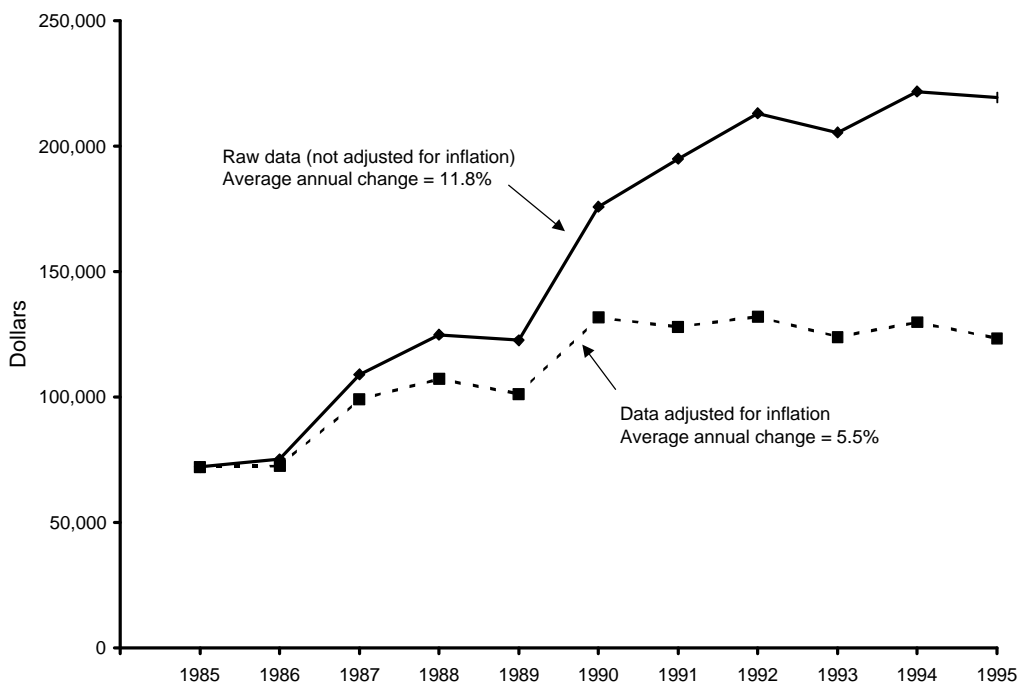
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Delta County. All statistics pertain to Delta 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 offices in Delta County (906/786-3032 or 906/786-1575).



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

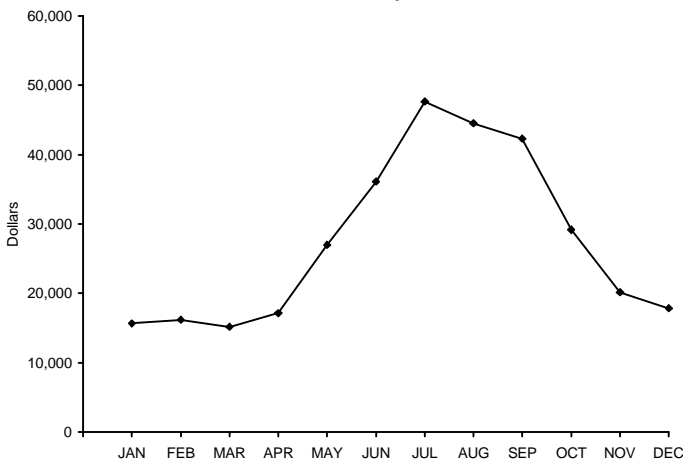
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN DELTA AND NEIGHBORING COUNTIES, 1996

<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
Delta	0.9%	877,100	\$47,650,000
Marquette	1.5%	1,425,600	\$77,448,000
Menominee	0.4%	333,400	\$18,111,000
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.

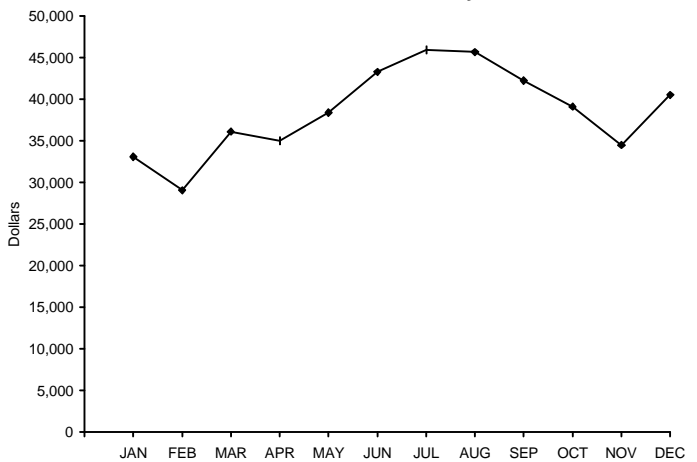
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR DELTA COUNTY

Estimated number of visits to Fayette State Park (1996)	70,754
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$328,967

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	750,912
No. water acres in county (1989)	16,320
Total no. acres in county (1989)	767,232
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	241,590
State parks and recreation areas	803
State boating and fishing sites	634
State game/wildlife areas	13
State forests	66,331
Other areas	0
Total	309,371
No. acres of publicly or privately owned forest land (1994)	602,200
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	78.1
No. miles of Great Lake shoreline	199
Total no. miles of rivers and streams	514
No. miles of state or federal wild/scenic/natural river (1990)	72
No. inland lakes > 50 acres in size	20
Combined acres of natural or artificial lakes and ponds (1991)	5,977
Total no. acres of legislatively protected sand dunes (1989)	0

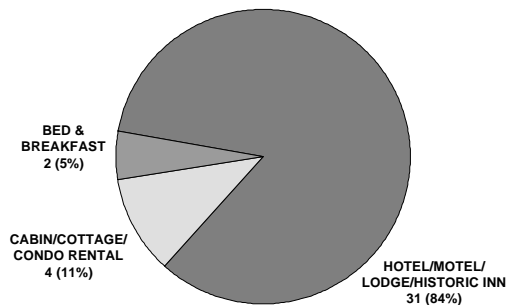
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	24
No. recreational harbors on the Great Lakes (1990)	3
No. Great Lake marinas (1994)	3
No. Great Lake marina slips (1994)	209
No. licensed charter boats (1996)	4
No. 9-hole golf courses (1995)	3
No. 18-hole golf courses (1995)	3
No. agricultural markets/wineries/u-picks (1993)	24
No. miles of designated scenic highway (1990)	80.7
No. owned second homes (1990)	2,372
No. licensed food service establishments (1995)	
Table service	78
Fast food	34
Cafeteria	24
Bar only	26
Other	42
Total	204
No. boat liveryes (1990)	13
No. watercraft for rent (1990)	86
No. miles of state-funded snowmobile trail (1990)	53.4
No. miles of hiking/skiing/mtn. biking trail (1994)	82.1
No. miles of designated off-road vehicle trail (1992)	21.2
No. museums (1990)	3
No. historical attractions open to the public (1990)	2
No. miles of interstate highway (1990)	0.0

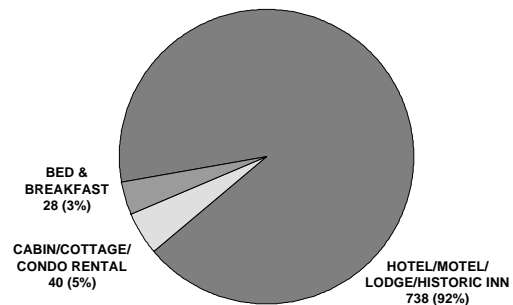
PRINCIPAL ATTRACTIONS AND EVENTS

Fishing on Little and Big Bay de Noc and in many inland lakes and streams; ice fishing, snowmobiling, hunting, hiking, mountain biking, and downhill and cross-country skiing; Bay de Noc-Grand Island Trail; Hiawatha National Forest, Fayette State Park, featuring restored iron smelting town; recreational harbor facilities at Gladstone and Escanaba on Lake Michigan; Delta County Historical Museum; Chip-In Casino; Upper Peninsula State Fair, Escanaba.

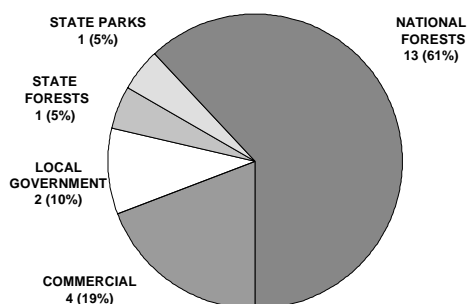
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



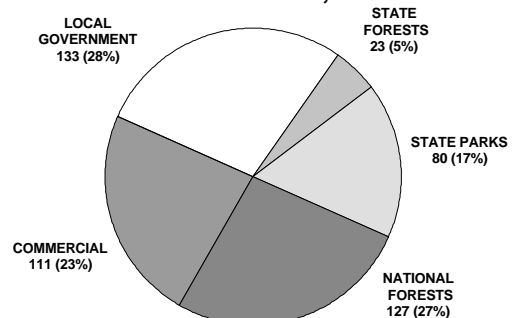
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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.	198.7	4	1-38
No. acres of public recreation land	1990	309,371	6	1-83
No. acres of publicly or privately owned forest land	1994	602,200	6	1-82
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 scenic highway	1990	80.7	7	1-35
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.62	8	1-48
No. museums	1990	3	11	1-14
No. miles of state or federal wild/scenic/natural river	1990	72.0	13	1-39
No. lifts or tows at downhill ski areas	1990	5	16	1-20
No. licensed charter boats	1996	4	18	1-22
No. eating and drinking places per 1,000 residents	1995	5.28	22	1-74
No. miles of designated hiking/skiing/mtn. biking trail	1994	82.07	22	1-79
No. public access sites	1990	24	22	1-83
Total no. miles of rivers and streams	1944	514	22	1-77
No. miles of state-funded snowmobile trail	1990	53.4	25	1-47
Total no. public golf course holes per 1,000 residents	1995	2.10	27	1-74
No. Great Lake marina slips per 1,000 residents	1994	5.42	30	1-41
No. miles of designated off-road vehicle trail	1992	21.2	32	1-38
Average no. inches of snowfall (1981/82-1990/91)	Avg.	78.1	33	1-82
Estimated direct pleasure trip expenditures	1996	\$47,650,000	34	1-83
Total no. units in commercial lodging establishments	1990	806	34	1-82
No. licensed rental watercraft per 1,000 residents	1990	2.28	40	1-76
No. owned second homes	1990	2,372	41	1-83
Estimated population	1995	38,655	41	1-83
Combined area of natural or artificial lakes and ponds	1991	5,977	49	1-83
No. designated campsites	1990	474	63	1-81

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

- Delta County Area Chamber of Commerce: 230 Ludington Street, Escanaba, MI 49829-4098.
- Bays de Noc Convention and Visitors Bureau: 2401 12th Avenue North, Escanaba, MI 49829. (906) 789-7862. Fax: (906)-789-0995. E-mail: cvb@up.net
- 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: dholecek@pilot.msu.edu Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center
Michigan State University

