

DICKINSON COUNTY TOURISM PROFILE

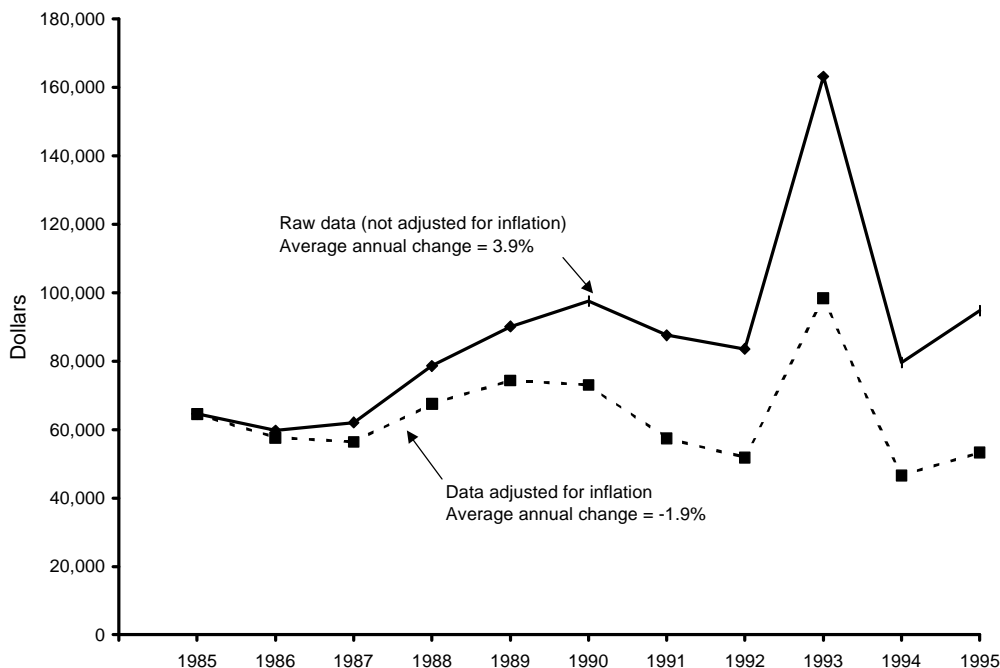
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Dickinson County. All statistics pertain to Dickinson County unless 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 Dickinson County (906/774-0363).



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

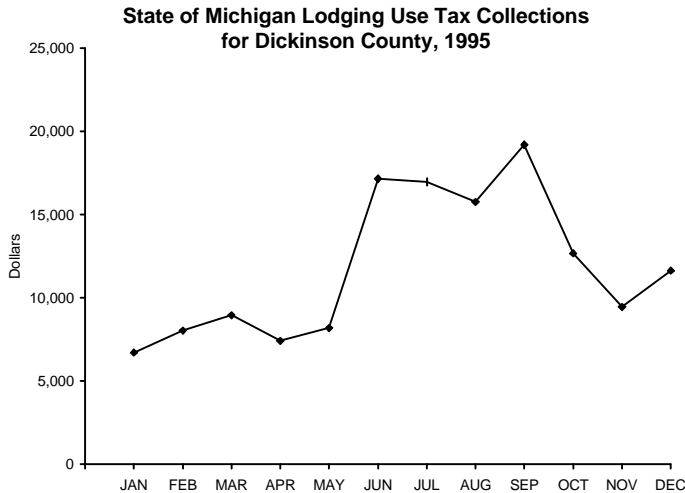
SOURCE: Michigan Department of Treasury, Systems Division.

ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN DICKINSON 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>
Delta	0.9%	877,100	\$47,650,000
Dickinson	0.7%	683,300	\$37,123,000
Iron	0.6%	545,800	\$29,652,000
Marquette	1.5%	1,425,600	\$77,448,000
Menominee	0.4%	333,400	\$18,111,000

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 DICKINSON COUNTY

Estimated number of visits to Iron Mountain Welcome Center (1996)	84,773
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$142,094

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	492,992
No. water acres in county (1989)	4,608
Total no. acres in county (1989)	497,536
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	0
State parks and recreation areas	0
State boating and fishing sites	1,389
State game/wildlife areas	0
State forests	221,673
Other areas	0
Total	553,062
No. acres of publicly or privately owned forest land (1994)	398,200
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	72.4
No. miles of Great Lake shoreline	0
Total no. miles of rivers and streams	645
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	30
Combined acres of natural or artificial lakes and ponds (1991)	6,181
Total no. acres of legislatively protected sand dunes (1989)	0
Natural heritage site: Piers Gorge.	

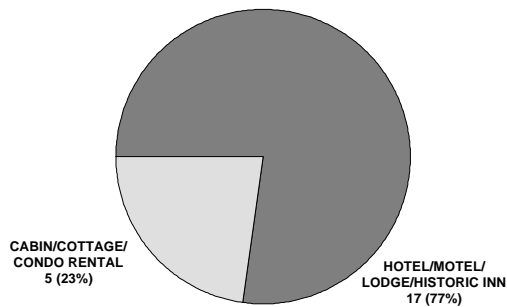
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	26
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)	1
No. 9-hole golf courses (1995)	1
No. 18-hole golf courses (1995)	2
No. agricultural markets/wineries/u-picks (1993)	2
No. miles of designated scenic highway (1990)	11.6
No. owned second homes (1990)	1,658
No. licensed food service establishments (1995)	
Table service	43
Fast food	35
Cafeteria	19
Bar only	24
Other	34
Total	155
No. boat liveryes (1990)	8
No. watercraft for rent (1990)	48
No. miles of state-funded snowmobile trail (1990)	111.2
No. miles of hiking/skiing/mtn. biking trail (1994)	44.6
No. miles of designated off-road vehicle trail (1992)	46.0
No. museums (1990)	3
No. historical attractions open to the public (1990)	3
No. miles of interstate highway (1990)	0.0

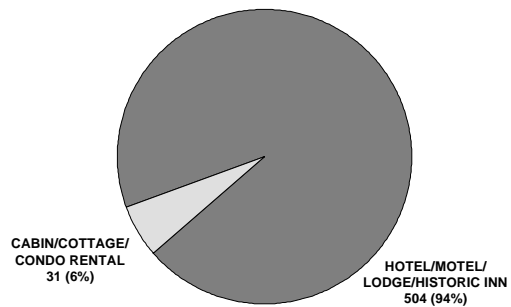
PRINCIPAL ATTRACTIONS AND EVENTS

Pine Mountain Ski Jump; downhill and cross-country skiing; canoeing on several rivers; fishing; deer and small game hunting in season; Fumee Lake; Iron Mountain Mine Tour; Menominee Range Historical Museum; Ardis Furnace; Cornish Pump and Mining Museum; Dickinson County Festival of the Arts.

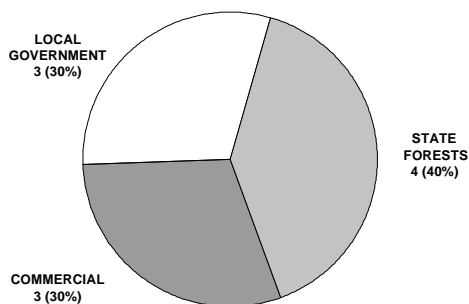
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



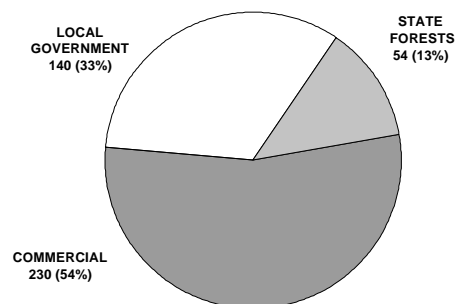
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. historical attractions open to the public	1990	3	6	1-9
No. natural heritage sites	1990	1	6	1-7
No. acres of public recreation land	1990	223,062	11	1-83
No. museums	1990	3	11	1-14
No. miles of state-funded snowmobile trail	1990	111.2	13	1-47
No. acres of publicly or privately owned forest land	1994	398,200	14	1-82
No. public access sites	1990	26	14	1-83
No. eating and drinking places per 1,000 residents	1995	5.70	15	1-74
Total no. miles of rivers and streams	1944	645	16	1-77
No. lifts or tows at downhill ski areas	1990	4	17	1-20
No. miles of designated off-road vehicle trail	1992	46.0	19	1-38
No. licensed charter boats	1996	1	21	1-22
No. miles of designated scenic highway	1990	11.6	34	1-35
Total no. public golf course holes per 1,000 residents	1995	1.66	34	1-74
Average no. inches of snowfall (1981/82-1990/91)	Avg.	72.4	36	1-82
No. miles of state or federal wild/scenic/natural river	1990	0.0	39	1-39
No. miles of designated hiking/skiing/mtn. biking trail	1994	44.57	40	1-79
Estimated direct pleasure trip expenditures	1996	\$37,123,000	43	1-83
No. licensed rental watercraft per 1,000 residents	1990	1.79	44	1-76
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.07	44	1-48
Total no. units in commercial lodging establishments	1990	535	46	1-82
Combined area of natural or artificial lakes and ponds	1991	6,181	47	1-83
Estimated population	1995	27,176	51	1-83
No. owned second homes	1990	1,658	56	1-83
No. designated campsites	1990	424	69	1-81
No. miles of Great Lake shoreline	n.d.	0.0	- - -	1-38
No. Great Lake marina slips per 1,000 residents	1994	0.00	- - -	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

- Dickinson County Area Chamber of Commerce: 600 South Stephenson Ave, Iron Mountain, MI 49801-3427.
- Tourism Association of the Dickinson County Area: 333 S. Stephenson Ave., P.O. Box 672, Iron Mountain, MI 49801. (906) 774-3021. Fax: (906) 774-7739. E-mail: tadca@up.lib.mi.us
- 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



County tourism profiles are a program of MSU Extension's Tourism Area of Expertise Team. Information about the Team and its programs may be found on the World Wide Web at "<http://www.tourism.msu.edu/>". Tourism profiles for each Michigan county, as well as explanations of technical terms and procedures, may be obtained from this same Web site.