

# EMMET COUNTY TOURISM PROFILE

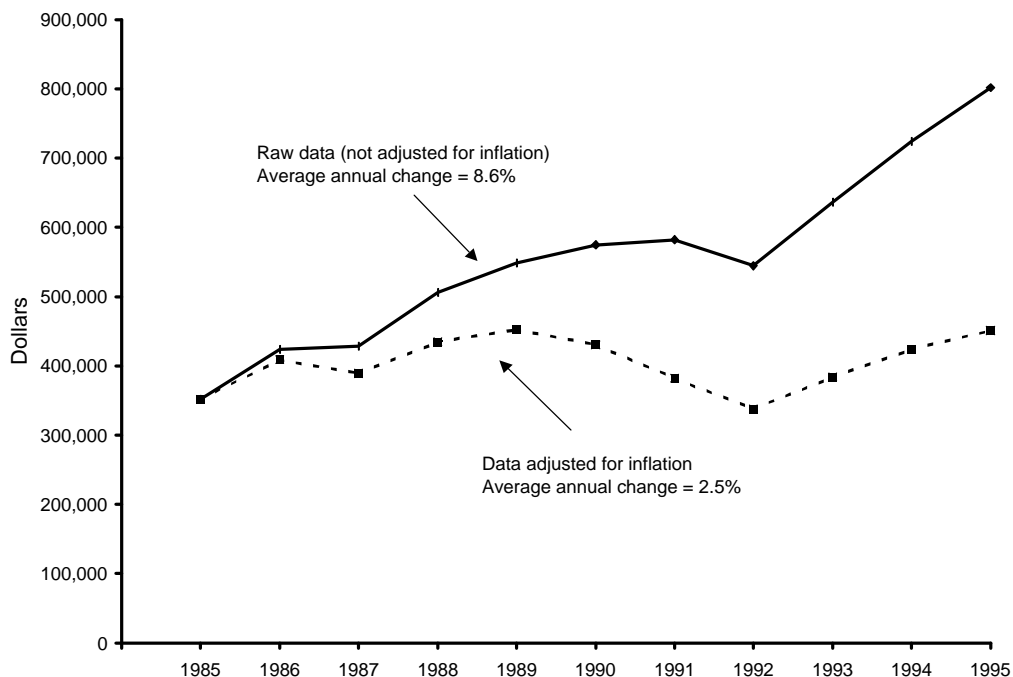
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October 1998

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 Emmet County. All statistics pertain to Emmet 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 Emmet County (616/348-1770).



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

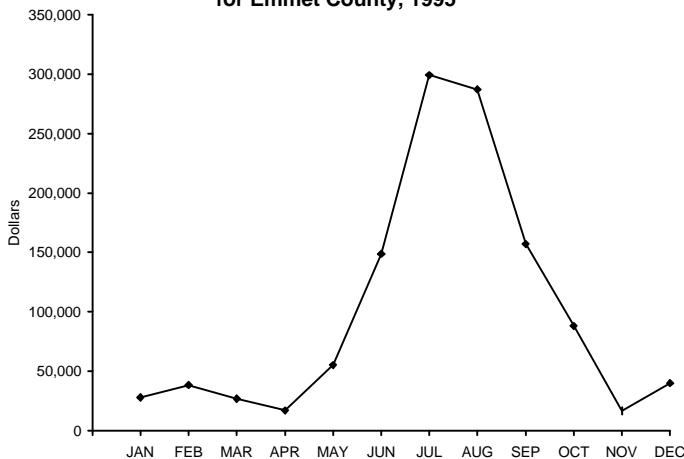
# ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN EMMET AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Emmet	1.4%	1,295,600	\$70,386,000
Charlevoix	1.8%	1,702,200	\$92,479,000
Cheboygan	1.8%	1,671,600	\$90,813,000
Mackinac	5.3%	4,964,800	\$269,727,000
Otsego	1.4%	1,300,800	\$70,668,000

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.

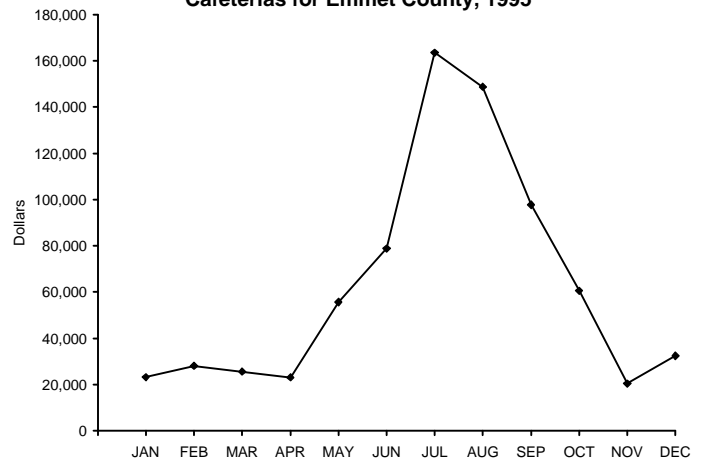
## SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

## INDICATORS OF TRAVEL ACTIVITY FOR EMMET COUNTY

Number of visits to Colonial Michilimackinac (1996) .....	118,434
Estimated number of visits to Petoskey State Park (1996) .....	246,109
Estimated number of visits to Wilderness State Park (1996) .....	169,684
Total number of passengers at Pellston airport (1996) .....	57,704
Unadjusted (6%) State of Michigan lodging use tax collections (1995) .....	\$1,203,168



# 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. natural heritage sites .....	1990	2	5	1-7
No. lifts or tows at downhill ski areas .....	1990	16	5	1-20
Total no. public golf course holes per 1,000 residents .....	1995	6.58	6	1-74
No. historical attractions open to the public .....	1990	2	7	1-9
No. museums .....	1990	5	9	1-14
No. miles of state-funded snowmobile trail .....	1990	114.5	11	1-47
No. miles designated scenic highway .....	1990	64.8	12	1-35
No. miles of Great Lake shoreline .....	n.d.	75.0	12	1-38
No. eating and drinking places per 1,000 residents .....	1995	5.89	13	1-74
Total no. units in commercial lodging establishments .....	1990	2,261	15	1-82
No. owned second homes .....	1990	4,071	15	1-83
No. miles of designated hiking/skiing/mtn. biking trail .....	1994	95	18	1-79
No. Great Lake marina slips per 1,000 residents .....	1994	15.42	18	1-41
No. licensed charter boats .....	1996	1	21	1-22
Average no. inches of snowfall (1981/82-1990/91) .....	Avg.	102.0	21	1-82
No. miles of designated off-road vehicle trail .....	1992	38.0	23	1-38
Estimated direct pleasure trip expenditures .....	1996	\$70,386,000	24	1-83
No. agricultural markets/wineries/u-picks per 1,000 residents .....	1993	0.30	24	1-48
Combined area of natural or artificial lakes and ponds .....	1991	10,412	32	1-83
No. acres of public recreation land .....	1990	75,667	33	1-83
No. licensed rental watercraft per 1,000 residents .....	1990	5.15	34	1-76
No. acres of publicly or privately owned forest land .....	1994	208,100	34	1-82
No. miles of state or federal wild/scenic/natural river .....	1990	0	39	1-39
No. designated campsites .....	1990	853	41	1-81
Estimated resident population .....	1995	27,352	50	1-83
No. public access sites .....	1990	7	70	1-83
Total no. miles of rivers and streams .....	1944	98	75	1-77

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

- Greater Mackinaw Area Chamber of Commerce: P.O. Box 856, Mackinaw City, MI 49701-0856.
- Harbor Springs Chamber of Commerce: P.O. Box 37, Harbor Springs, MI 49740.
- Mackinaw Area Tourist Bureau: 708 South Huron Avenue, P.O. Box 160, Mackinaw City, MI 49701. (616) 436-5664.  
E-mail: [info@mackinawcity.com](mailto:info@mackinawcity.com) Web site: <http://www.mackinawcity.com/>
- Petoskey-Harbor Springs-Boyer Country Visitors Bureau: 401 E. Mitchell Street, P.O. Box 694, Petoskey, MI 49770. (616) 348-2755.  
E-mail: [info@boynecountry.com](mailto:info@boynecountry.com) Web site: <http://www.boynecountry.com>
- West Michigan Tourist Association: 1253 Front Ave. NW, Grand Rapids, MI 49504-3216. (616) 456-8557. Web site: <http://www.wmta.org>
- 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](mailto:dholecck@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.