

GENESEE COUNTY TOURISM PROFILE

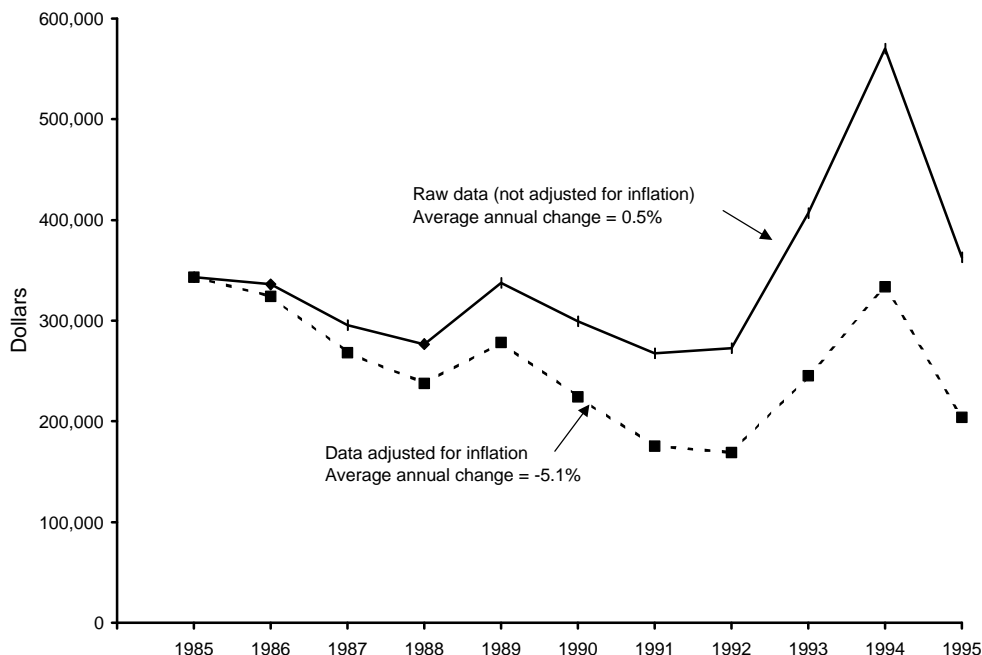
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Genesee County. All statistics pertain to Genesee County unless otherwise 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 Genesee County (810/732-1470).



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

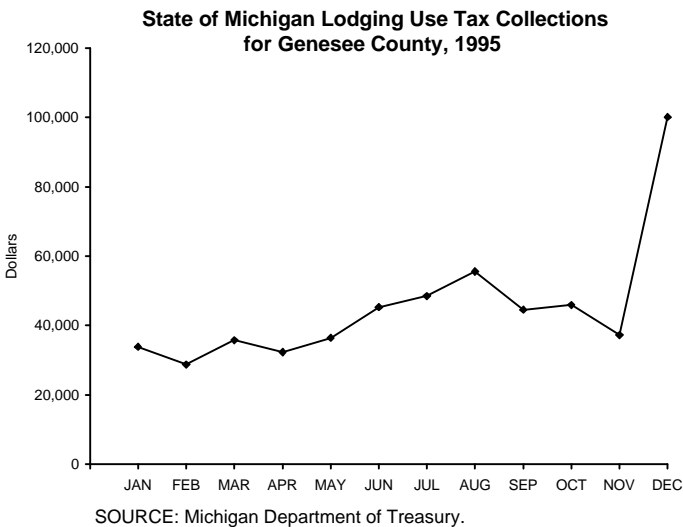
SOURCE: Michigan Department of Treasury, Systems Division.

ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN GENESEE 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>
Genesee	1.4%	1,292,300	\$70,209,000
Lapeer	0.4%	354,600	\$19,264,000
Livingston	0.2%	174,600	\$9,483,000
Oakland	4.2%	3,919,000	\$212,908,000
Saginaw	5.5%	5,163,000	\$280,491,000
Shiawassee	0.1%	108,000	\$5,870,000
Tuscola	0.2%	141,100	\$7,663,000

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 GENESEE COUNTY

Number of visits to Flint Cultural Center (1996)	545,733
Number of visits to Crossroads Village (1996)	201,457
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$544,232

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	410,624
No. water acres in county (1989)	5,120
Total no. acres in county (1989)	415,744
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	8
State parks and recreation areas	0
State boating and fishing sites	52
State game/wildlife areas	12
State forests	0
Other areas	0
Total	72
No. acres of publicly or privately owned forest land (1994)	64,000
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	39.1
No. miles of Great Lake shoreline	0
Total no. miles of rivers and streams	464
No. miles of state or federal wild/scenic/natural river (1990)	15
No. inland lakes > 50 acres in size	8
Combined acres of natural or artificial lakes and ponds (1991)	2,671
Total no. acres of legislatively protected sand dunes (1989)	0

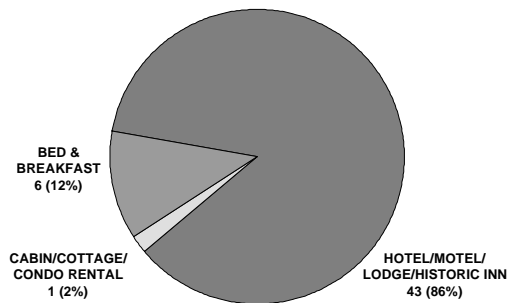
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	5
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)	8
No. 18-hole golf courses (1995)	14
No. agricultural markets/wineries/u-picks (1993)	38
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	783
No. licensed food service establishments (1995)	
Table service	386
Fast food	544
Cafeteria	217
Bar only	94
Other	440
Total	1,681
No. boat liveries (1990)	8
No. watercraft for rent (1990)	50
No. miles of state-funded snowmobile trail (1990)	0
No. miles of hiking/skiing/mtn. biking trail (1994)	14.5
No. miles of designated off-road vehicle trail (1992)	0
No. museums (1990)	9
No. historical attractions open to the public (1990)	2
No. miles of interstate highway (1990)	69.8

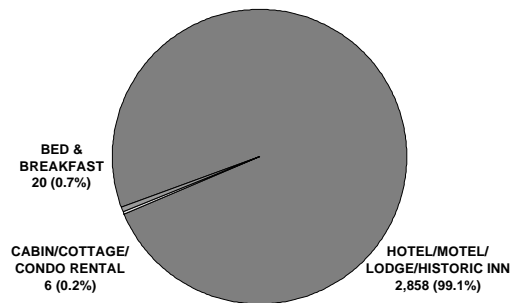
PRINCIPAL ATTRACTIONS AND EVENTS

Sloan Museum; Bray Gallery; DeWaters Art Center; Crossroads Village; Bower Theatre; Whiting Auditorium; air show; art fair; Balloon Classic; Buick Open; Crim Road Race; Canusa Games; New Vic Theatre; River Fest; Star Theatre; Dort Music Center.

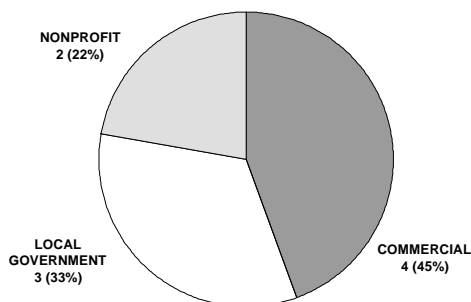
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



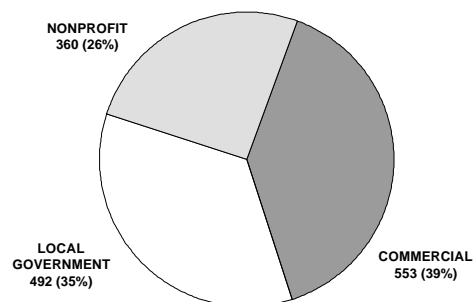
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. museums	1990	9	5	1-14
Estimated population	1995	436,381	5	1-83
No. historical attractions open to the public	1990	2	7	1-9
No. natural heritage sites	1990	0	7	1-7
Total no. units in commercial lodging establishments	1990	2,884	9	1-82
No. lifts or tows at downhill ski areas	1990	0	20	1-20
No. licensed charter boats	1996	1	21	1-22
No. designated campsites	1990	1,405	24	1-81
Estimated direct pleasure trip expenditures	1996	\$70,209,000	25	1-83
No. miles of designated scenic highway	1990	0.0	35	1-35
Total no. miles of rivers and streams	1944	355	37	1-77
No. miles of designated off-road vehicle trail	1992	0.0	38	1-38
No. miles of state or federal wild/scenic/natural river	1990	0.0	39	1-39
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.09	42	1-48
No. miles of state-funded snowmobile trail	1990	0.0	47	1-47
No. eating and drinking places per 1,000 residents	1995	3.85	48	1-74
Combined area of natural or artificial lakes and ponds	1991	5,136	53	1-83
No. miles of designated hiking/skiing/mtn. biking trail	1994	14.50	64	1-79
Average no. inches of snowfall (1981/82-1990/91)	Avg.	39.1	67	1-82
Total no. public golf course holes per 1,000 residents	1995	0.74	68	1-74
No. owned second homes	1990	783	68	1-83
No. acres of publicly or privately owned forest land	1994	64,900	72	1-82
No. licensed rental watercraft per 1,000 residents	1990	0.12	74	1-76
No. public access sites	1990	5	77	1-83
No. acres of public recreation land	1990	72	82	1-83
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

- Clio Area Chamber of Commerce: Rogers Lodge Drive, P.O. Box 543, Clio, MI 48420.
- Davison Area Chamber of Commerce: 105 East Second, Suite 5, Davison, MI 48423.
- Fenton Area Chamber of Commerce: 207 Silver Lake Road, Fenton, MI 48430.
- Flint Area Chamber of Commerce: 316 West Water Street, Flint, MI 48503-5629.
- Flint Area Convention and Visitors Bureau: 519 S. Saginaw Street, Flint, MI 48502-1802. (810) 232-8900. Fax: (810) 232-1515.
E-mail: staff@flint.org Web site: <http://www.flint.org>
- Flushing Area Chamber of Commerce: P.O. Box 44, Flushing, MI 48433.
- Grand Blanc Chamber of Commerce: 512 East Grand Blanc Road, Grand Blanc, MI 48439.
- Linden/Argentine Chamber of Commerce: P.O. Box 219, Linden, MI 48451-0219.
- Montrose Area Chamber of Commerce: P.O. Box 6, Montrose, MI 48457.
- Swartz Creek Area Chamber of Commerce: 9001 Miller Road, Suite 6, P.O. Box 267, Swartz Creek, MI 48473.
- 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

