

# GOGEBIC COUNTY TOURISM PROFILE

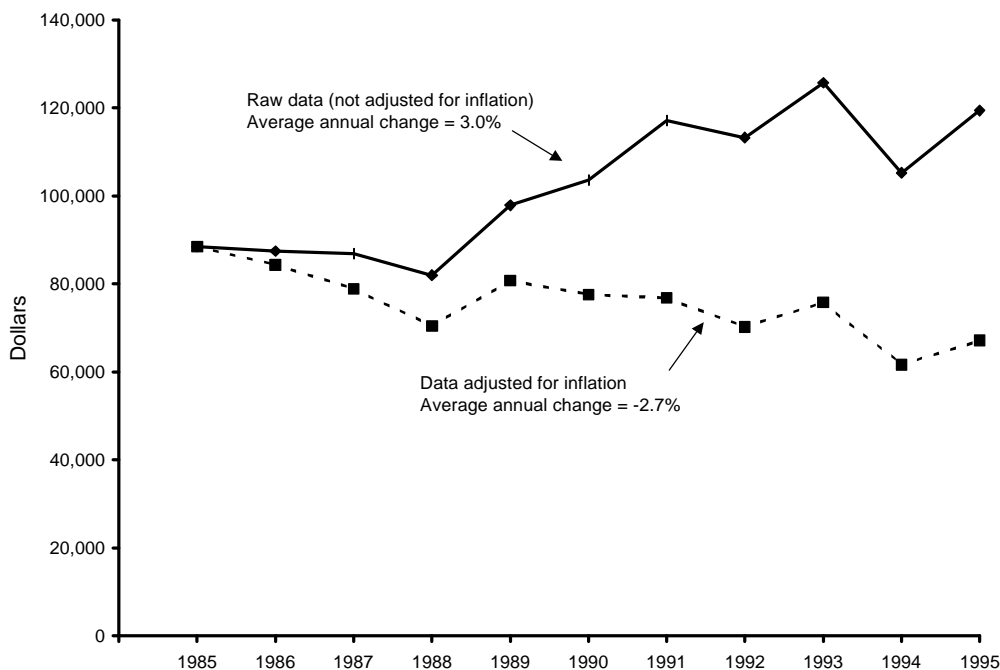
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Gogebic County. All statistics pertain to Gogebic County unless otherwise 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 Gogebic County (906/932-1420).



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

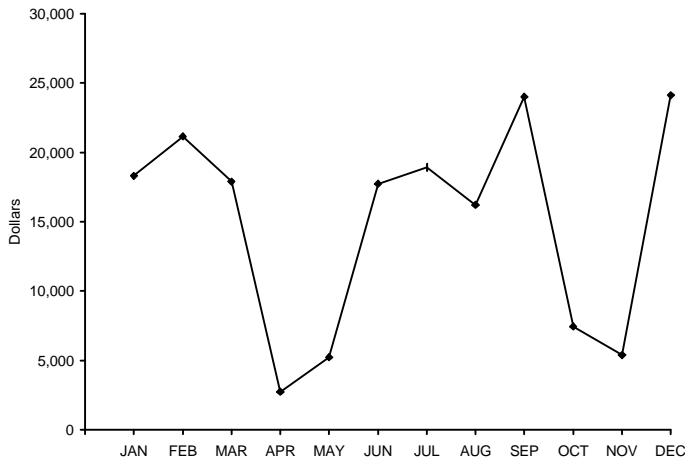
# ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN GOGEBIC AND NEIGHBORING COUNTIES, 1996

COUNTY OF MAIN DESTINATION	ESTIMATED MARKET SHARE	ESTIMATED NO. PLEASURE TRIP-NIGHTS	ESTIMATED DIRECT EXPENDITURES
Baraga	0.3%	259,900	\$14,118,000
Gogebic	1.8%	1,659,800	\$90,174,000
Houghton	0.6%	591,200	\$32,116,000
Iron	0.6%	545,800	\$29,652,000
Ontonagon	0.5%	440,200	\$23,917,000

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.

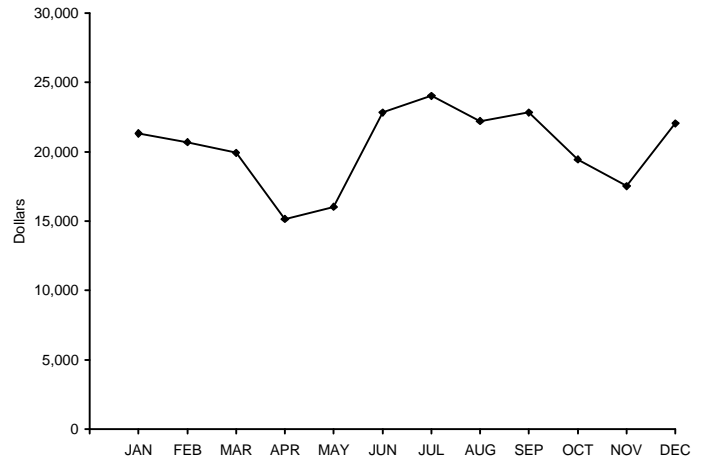
## SEASONALITY IN ECONOMIC ACTIVITY

State of Michigan Lodging Use Tax Collections for Gogebic County, 1995



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

## INDICATORS OF TRAVEL ACTIVITY FOR GOGEBIC COUNTY

Estimated number of visits to Ironwood Welcome Center (1996) .....	146,853
Estimated number of visits to Lake Gogebic State Park (1996) .....	54,777
Estimated number of visits to Porcupine Mountains Wilderness State Park (1996) .....	354,595
Unadjusted (6%) State of Michigan lodging use tax collections (1995) .....	\$179,140

# RECREATION AND TRAVEL RESOURCES

## NATURAL RESOURCES

No. land acres in county (1989) .....	707,328
No. water acres in county (1989) .....	24,960
Total no. acres in county (1989) .....	732,288
No. acres of public recreation land (1990)	
National parks/lakeshores .....	0
National wildlife refuges .....	0
National forests .....	309,777
State parks and recreation areas .....	9,767
State boating and fishing sites .....	526
State game/wildlife areas .....	0
State forests .....	499
Other areas .....	0
Total .....	320,569
No. acres of publicly or privately owned forest land (1994) .....	635,300
Total no. acres of designated state or federal wilderness (1990) ...	26,526
Average no. inches of snowfall (1981/82-1990/91) .....	150.4
No. miles of Great Lake shoreline .....	30
Total no. miles of rivers and streams .....	1,204
No. miles of state or federal wild/scenic/natural river (1990) .....	125.5
No. inland lakes > 50 acres in size .....	78
Combined acres of natural or artificial lakes and ponds (1991) .....	29,199
Total no. acres of legislatively protected sand dunes (1989) .....	0
Natural heritage sites: Gorge Falls; Mt. Zion; Potawatomi Falls; Presque Isle River scenic site.	

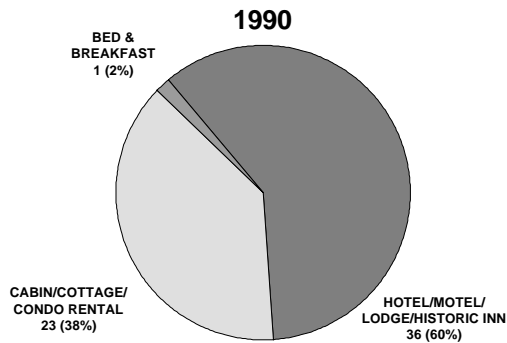
## RECREATION AND TRAVEL FACILITIES

No. public access sites (1990) .....	15
No. recreational harbors on the Great Lakes (1990) ....	1
No. Great Lake marinas (1994) .....	1
No. Great Lake marina slips (1994) .....	0
No. licensed charter boats (1996) .....	4
No. 9-hole golf courses (1995) .....	2
No. 18-hole golf courses (1995) .....	0
No. agricultural markets/wineries/u-picks (1993) .....	1
No. miles of designated scenic highway (1990) .....	94.8
No. owned second homes (1990) .....	2,016
No. licensed food service establishments (1995)	
Table service .....	54
Fast food .....	11
Cafeteria .....	19
Bar only .....	26
Other .....	5
Total .....	115
No. boat liveryes (1990) .....	21
No. watercraft for rent (1990) .....	254
No. miles of state-funded snowmobile trail (1990) .....	175.5
No. miles of hiking/skiing/mtn. biking trail (1994) .....	289.2
No. miles of designated off-road vehicle trail (1992) ....	0
No. museums (1990) .....	1
No. historical attractions open to the public (1990) .....	1
No. miles of interstate highway (1990) .....	0.0

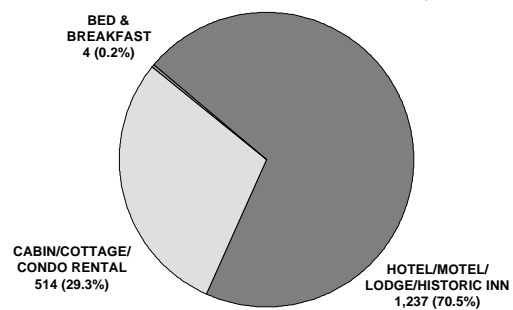
## PRINCIPAL ATTRACTIONS AND EVENTS

Black River Harbor Drive, Bessemer to Lake Superior; recreational harbor facilities, Black River on Lake Superior; Ottawa National Forest, Ironwood; Johnson Nordic Ski System, Wakefield; Lac Vieux Desert Casino, Watersmeet; Porcupine Mountains Wilderness State Park; Lake Gogebic State Park; Copper Peak; Blackjack Ski Resort (downhill and cross-country skiing); Indianhead Mountain Resort and Mt. Zion (downhill and cross-country skiing); 175 miles of snowmobile trails; County Fair (August).

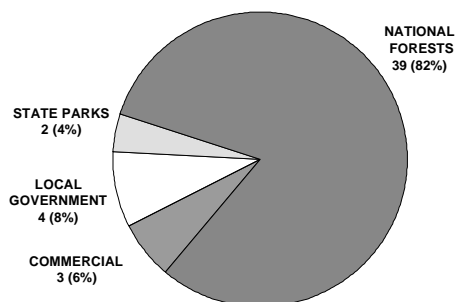
### NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



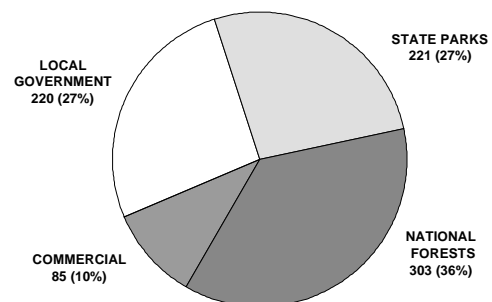
### NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



### 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 designated hiking/skiing/mtn. biking trail .....	1994	289.19	1	1-79
No. miles of designated scenic highway .....	1990	94.8	2	1-35
No. lifts or tows at downhill ski areas .....	1990	26	2	1-20
No. natural heritage sites .....	1990	4	3	1-7
Total no. miles of rivers and streams .....	1944	1204	3	1-77
No. miles of state-funded snowmobile trail .....	1990	175.5	4	1-47
No. acres of public recreation land .....	1990	320,569	5	1-83
No. acres of publicly or privately owned forest land .....	1994	635,300	5	1-82
Combined area of natural or artificial lakes and ponds .....	1991	29,199	6	1-83
Average no. inches of snowfall (1981/82-1990/91) .....	Avg.	150.4	6	1-82
No. miles of state or federal wild/scenic/natural river .....	1990	125.5	6	1-39
No. eating and drinking places per 1,000 residents .....	1995	6.43	8	1-74
No. historical attractions open to the public .....	1990	1	8	1-9
No. museums .....	1990	1	13	1-14
No. licensed rental watercraft per 1,000 residents .....	1990	14.07	15	1-76
Total no. units in commercial lodging establishments .....	1990	1,755	17	1-82
Estimated direct pleasure trip expenditures .....	1996	\$90,174,000	18	1-83
No. licensed charter boats .....	1996	4	18	1-22
No. miles of Great Lake shoreline .....	n.d.	30.1	27	1-38
No. miles of designated off-road vehicle trail .....	1992	0.0	38	1-38
No. Great Lake marina slips per 1,000 residents .....	1994	0.00	41	1-41
No. designated campsites .....	1990	829	43	1-81
No. public access sites .....	1990	15	43	1-83
No. agricultural markets/wineries/u-picks per 1,000 residents .....	1993	0.06	45	1-48
No. owned second homes .....	1990	2,016	47	1-83
Total no. public golf course holes per 1,000 residents .....	1995	1.01	57	1-74
Estimated population .....	1995	17,894	65	1-83

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

- Ironwood Area Chamber of Commerce: 100 East Aurora Street, Ironwood, MI 49938.
- The Wakefield Chamber of Commerce: P.O. Box 93, Wakefield, MI 49968.
- Watersmeet Chamber of Commerce: P.O. Box 366A, Watersmeet, MI 49969.
- Western Upper Peninsula Convention and Visitor Bureau: 137 E. Cloverland Dr, P.O. Box 706, Ironwood, MI 49938. (906) 932-4850. Fax: (906) 932-3455.
- 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: [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

