

# GRAND TRAVERSE COUNTY TOURISM PROFILE

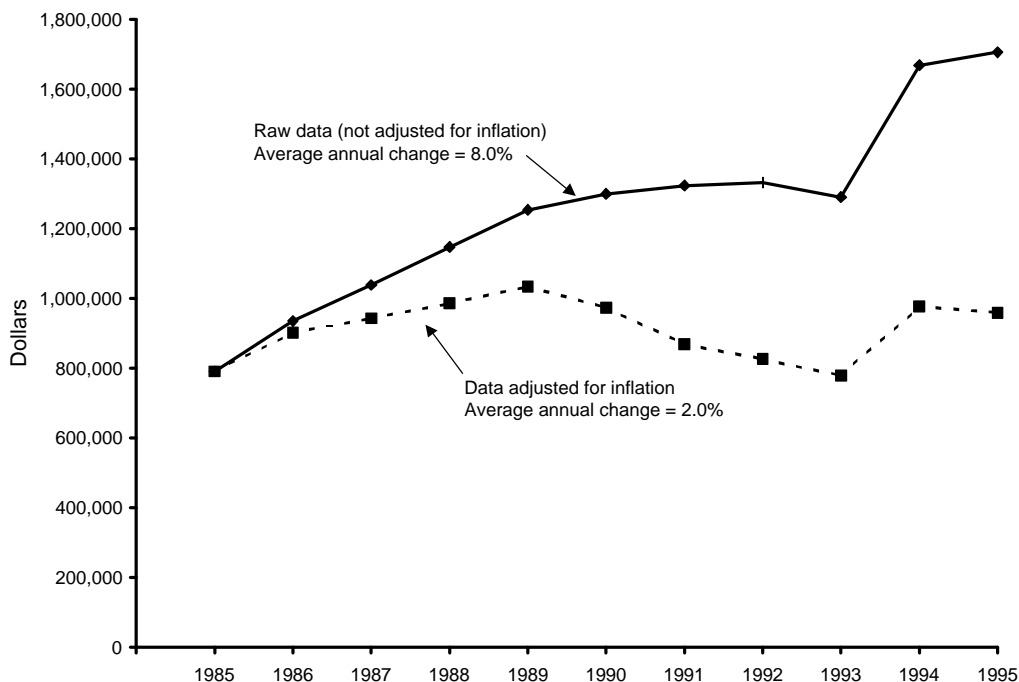
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Grand Traverse County. All statistics pertain to Grand Traverse County 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 Grand Traverse County (616/922-4620).



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

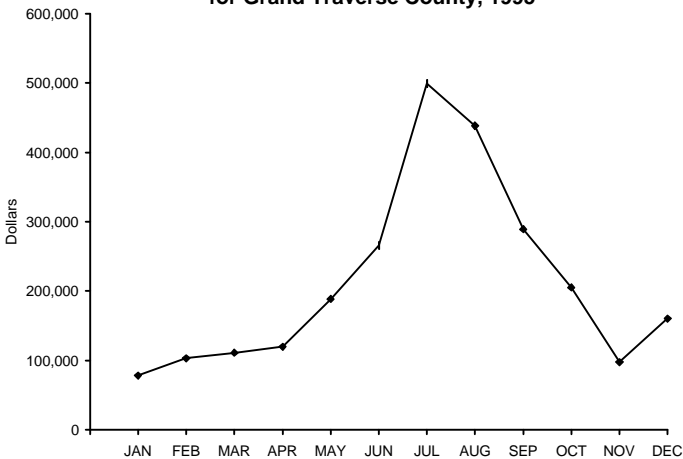
# ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN GRAND TRAVERSE AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Benzie	0.6%	538,700	\$29,267,000
Grand Traverse	6.1%	5,714,100	\$310,435,000
Kalkaska	0.1%	100,100	\$5,437,000
Leelanau	1.0%	926,000	\$50,308,000
Wexford	0.7%	648,000	\$35,203,000

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.

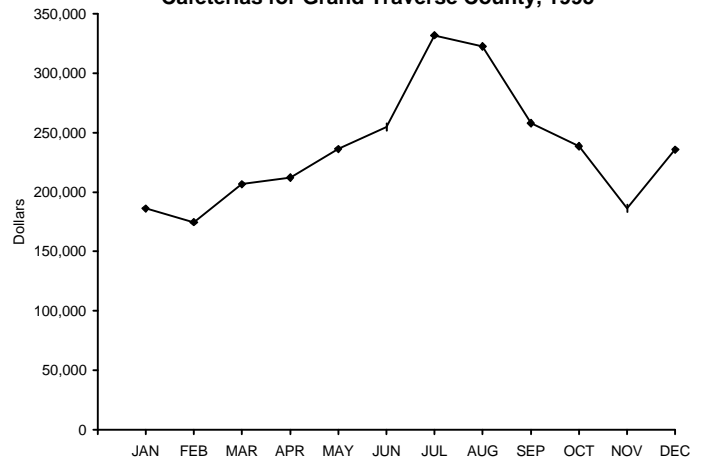
## SEASONALITY IN ECONOMIC ACTIVITY

State of Michigan Lodging Use Tax Collections for Grand Traverse County, 1995



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

## INDICATORS OF TRAVEL ACTIVITY FOR GRAND TRAVERSE COUNTY

Estimated number of visits to Interlochen State Park (1996) .....	168,640
Estimated number of visits to Traverse City State Park (1996) .....	218,070
Unadjusted (6%) State of Michigan lodging use tax collections (1995) .....	\$2,557,764

# RECREATION AND TRAVEL RESOURCES

## NATURAL RESOURCES

No. land acres in county (1989) .....	298,368
No. water acres in county (1989) .....	17,792
Total no. acres in county (1989) .....	316,160
No. acres of public recreation land (1990)	
National parks/lakeshores .....	0
National wildlife refuges .....	0
National forests .....	2
State parks and recreation areas .....	746
State boating and fishing sites .....	188
State game/wildlife areas .....	462
State forests .....	65,786
Other areas .....	0
Total .....	67,184
No. acres of publicly or privately owned forest land (1994) .....	175,800
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91) .....	112.2
No. miles of Great Lake shoreline .....	56
Total no. miles of rivers and streams .....	168
No. miles of state or federal wild/scenic/natural river (1990) .....	64.5
No. inland lakes > 50 acres in size .....	22
Combined acres of natural or artificial lakes and ponds (1991) .....	17,846
Total no. acres of legislatively protected sand dunes (1989) .....	0

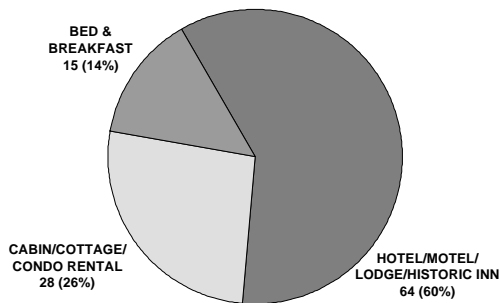
## RECREATION AND TRAVEL FACILITIES

No. public access sites (1990) .....	26
No. recreational harbors on the Great Lakes (1990) ....	1
No. Great Lake marinas (1994) .....	5
No. Great Lake marina slips (1994) .....	284
No. licensed charter boats (1996) .....	47
No. 9-hole golf courses (1995) .....	3
No. 18-hole golf courses (1995) .....	5
No. agricultural markets/wineries/u-picks (1993) .....	19
No. miles of designated scenic highway (1990) .....	45.5
No. owned second homes (1990) .....	2,973
No. licensed food service establishments (1995)	
Table service .....	104
Fast food .....	121
Cafeteria .....	47
Bar only .....	12
Other .....	58
Total .....	342
No. boat liveries (1990) .....	42
No. watercraft for rent (1990) .....	357
No. miles of state-funded snowmobile trail (1990) .....	55.6
No. miles of hiking/skiing/mtn. biking trail (1994) .....	135.8
No. miles of designated off-road vehicle trail (1992) ....	74.6
No. museums (1990) .....	7
No. historical attractions open to the public (1990) .....	1
No. miles of interstate highway (1990) .....	0.0

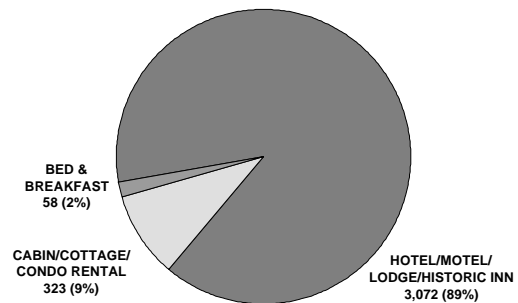
## PRINCIPAL ATTRACTIONS AND EVENTS

Recreational harbor facilities at Traverse City on Lake Michigan; Traverse City State Park; 10 groomed cross-country ski trails; Pebblebrook Adventure Golf; Clinch Park Zoo and Museum; Chateau Grand Traverse (winery), The Candle Factory; Interlochen Center for the Arts; Old Town Playhouse; Dennon Museum and Milliken Auditorium at Northwestern Michigan College; National Cherry Festival - 8 days of activities (July); various other art fairs held each summer in the area; T.A.R.T. jogging/bike trail from Tom's West Bay to Acme; Park Place Regatta (September); charter fishing; wineries and vineyards; Grand Traverse Resort (golfing/dining); snowmobiling trails; VASA (international cross-country ski race).

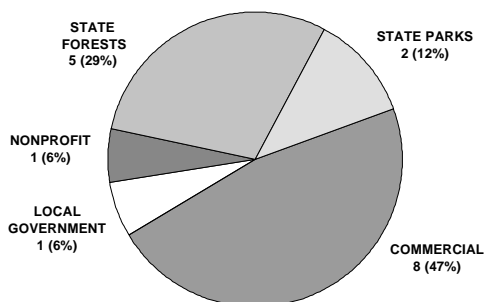
**NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990**



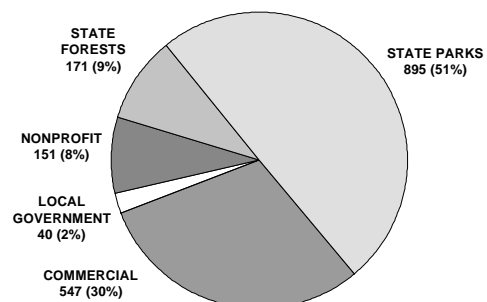
**NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990**



**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>
Estimated direct pleasure trip expenditures .....	1996	\$310,435,000	2	1-83
No. licensed charter boats .....	1996	47	2	1-22
Total no. units in commercial lodging establishments .....	1990	3,453	6	1-82
No. natural heritage sites .....	1990	0	7	1-7
No. museums .....	1990	7	7	1-14
No. historical attractions open to the public .....	1990	1	8	1-9
No. lifts or tows at downhill ski areas .....	1990	13	8	1-20
No. miles of designated off-road vehicle trail .....	1992	74.6	13	1-38
Combined area of natural or artificial lakes and ponds .....	1991	17,846	13	1-83
No. miles of designated hiking/skiing/mtn. biking trail .....	1994	135.75	14	1-79
No. designated campsites .....	1990	1,804	14	1-81
No. miles of state or federal wild/scenic/natural river .....	1990	64.5	16	1-39
No. miles of Great Lake shoreline .....	n.d.	55.5	18	1-38
Average no. inches of snowfall (1981/82-1990/91) .....	Avg.	112.2	18	1-82
No. public access sites .....	1990	26	18	1-83
No. miles of designated scenic highway .....	1990	45.5	21	1-35
No. miles of state-funded snowmobile trail .....	1990	55.6	24	1-47
No. agricultural markets/wineries/u-picks per 1,000 residents .....	1993	0.28	25	1-48
Estimated population .....	1995	70,869	26	1-83
No. eating and drinking places per 1,000 residents .....	1995	4.83	28	1-74
No. licensed rental watercraft per 1,000 residents .....	1990	5.55	32	1-76
No. owned second homes .....	1990	2,973	32	1-83
No. acres of public recreation land .....	1990	67,184	35	1-83
Total no. public golf course holes per 1,000 residents .....	1995	1.65	35	1-74
No. Great Lake marina slips per 1,000 residents .....	1994	4.08	35	1-41
No. acres of publicly or privately owned forest land .....	1994	175,800	39	1-82
Total no. miles of rivers and streams .....	1944	168	72	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

- Fife Lake Area Chamber of Commerce: 107 Merritt, Fife Lake, MI 49633.
- Traverse City Area Chamber of Commerce: P.O. Box 387, Traverse City, MI 49685-0387.
- Traverse City Convention and Visitors Bureau: 101 W. Grandview Parkway, Traverse City, MI 49684. (616) 947-1120. Fax: (616) 947-2621.
- West Michigan Tourist Association: 1253 Front Ave. NW, Grand Rapids, MI 49504-3216. (616) 456-8557. Fax: (616) 456-8958.  
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: [dholecek@pilot.msu.edu](mailto: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.