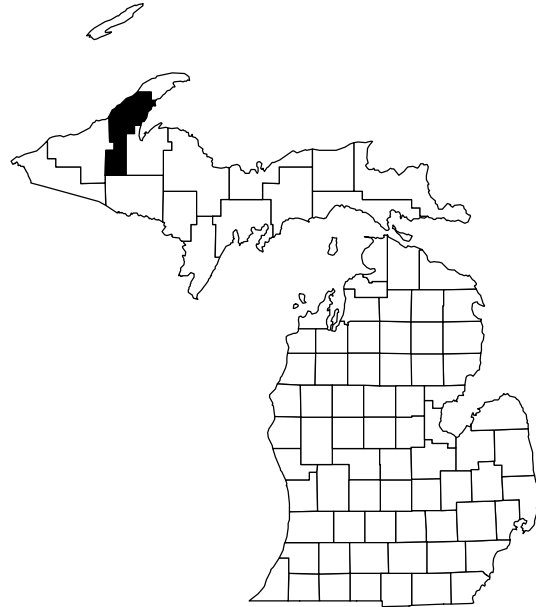


# HOUGHTON COUNTY TOURISM PROFILE

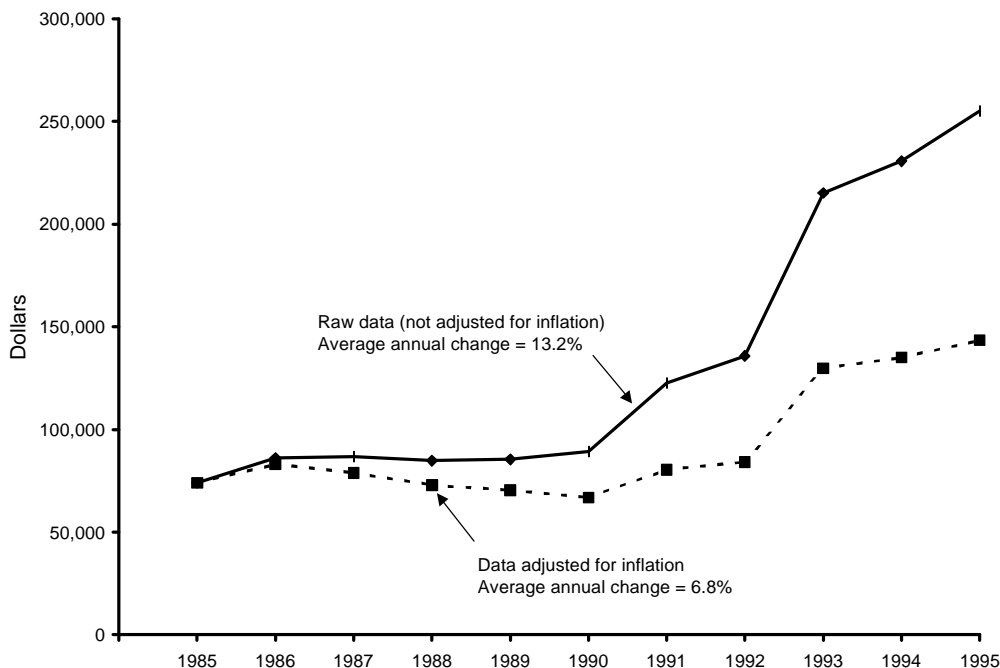
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Houghton County. All statistics pertain to Houghton 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 Houghton County (906/482-5830).



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

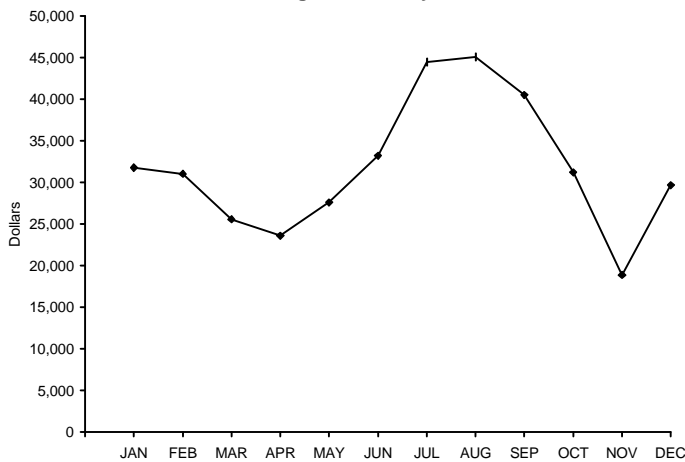
# ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN HOUGHTON AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Baraga	0.3%	259,900	\$14,118,000
Houghton	0.6%	591,200	\$32,116,000
Iron	0.6%	545,800	\$29,652,000
Keweenaw	0.7%	693,100	\$37,656,000
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.

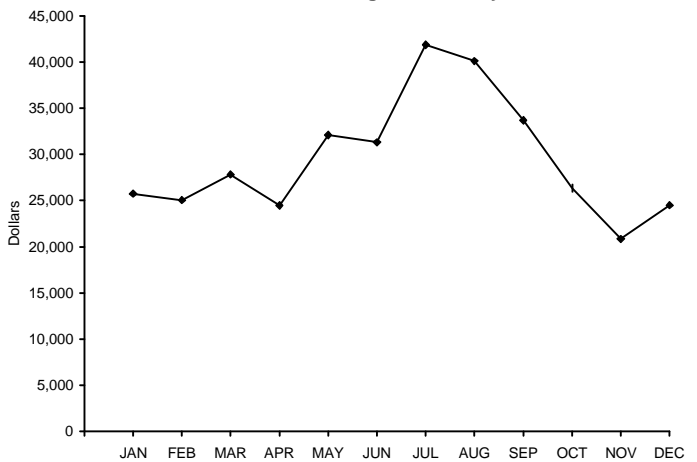
## SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

## INDICATORS OF TRAVEL ACTIVITY FOR HOUGHTON COUNTY

Estimated number of visits to McLain State Park (1996) .....	184,166
Estimated number of visits to Twin Lakes State Park (1996) .....	52,712
Unadjusted (6%) State of Michigan lodging use tax collections (1995) .....	\$382,546

# RECREATION AND TRAVEL RESOURCES

## NATURAL RESOURCES

No. land acres in county (1989) .....	648,704
No. water acres in county (1989) .....	19,200
Total no. acres in county (1989) .....	667,904
No. acres of public recreation land (1990)	
National parks/lakeshores .....	4
National wildlife refuges .....	0
National forests .....	156,605
State parks and recreation areas .....	593
State boating and fishing sites .....	521
State game/wildlife areas .....	0
State forests .....	44,218
Other areas .....	0
Total .....	201,941
No. acres of publicly or privately owned forest land (1994) .....	540,400
Total no. acres of designated state or federal wilderness (1990) ...	9,609
Average no. inches of snowfall (1981/82-1990/91) .....	206.9
No. miles of Great Lake shoreline .....	51
Total no. miles of rivers and streams .....	923
No. miles of state or federal wild/scenic/natural river (1990) .....	26.5
No. inland lakes > 50 acres in size .....	25
Combined acres of natural or artificial lakes and ponds (1991) .....	20,324
Total no. acres of legislatively protected sand dunes (1989) .....	0
Natural heritage site: Sturgeon Gorge, a 250' deep canyon.	

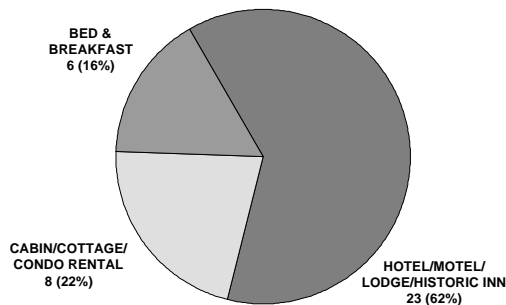
## RECREATION AND TRAVEL FACILITIES

No. public access sites (1990) .....	29
No. recreational harbors on the Great Lakes (1990) ....	3
No. Great Lake marinas (1994) .....	4
No. Great Lake marina slips (1994) .....	119
No. licensed charter boats (1996) .....	0
No. 9-hole golf courses (1995) .....	2
No. 18-hole golf courses (1995) .....	1
No. agricultural markets/wineries/u-picks (1993) .....	8
No. miles of designated scenic highway (1990) .....	45.8
No. owned second homes (1990) .....	2,357
No. licensed food service establishments (1995)	
Table service .....	69
Fast food .....	27
Cafeteria .....	30
Bar only .....	29
Other .....	17
Total .....	172
No. boat liveries (1990) .....	12
No. watercraft for rent (1990) .....	55
No. miles of state-funded snowmobile trail (1990) .....	157
No. miles of hiking/skiing/mtn. biking trail (1994) .....	144.2
No. miles of designated off-road vehicle trail (1992) ....	26.2
No. museums (1990) .....	3
No. historical attractions open to the public (1990) .....	5
No. miles of interstate highway (1990) .....	0.0

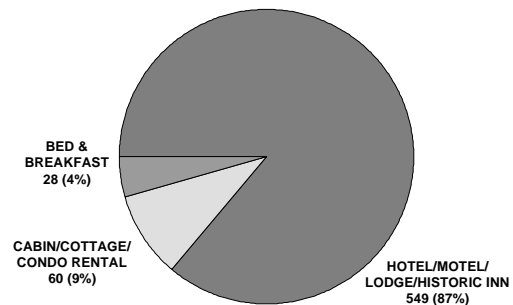
## PRINCIPAL ATTRACTIONS AND EVENTS

Cooper Country State Forest; J.F. McLain State Park; Finnish, Scandinavian, Cornish, Slovak, and German cultural heritage; Suomi College (Finnish); historic town of Calumet with the Calumet Theatre; Quincy Mine and Steam Hoist; old copper mines (rockhounding paradise); outdoor recreation activities, including fishing, boating, camping, hunting, and hiking; 51 miles of Lake Superior shoreline with many agate beaches; snowmobiling (5 major trails, 250 miles) and skiing; Michigan Technological University.

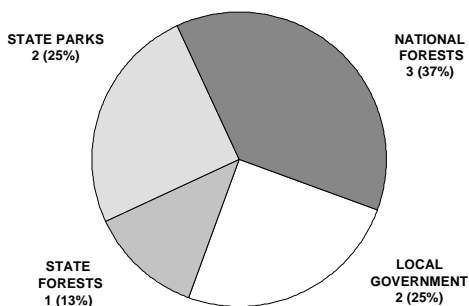
**NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990**



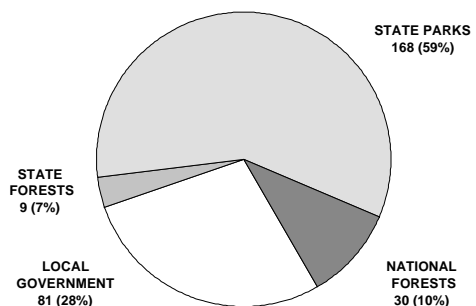
**NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990**



**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>
Average no. inches of snowfall (1981/82-1990/91) .....	Avg.	206.9	2	1-82
No. historical attractions open to the public .....	1990	5	4	1-9
No. natural heritage sites .....	1990	1	6	1-7
No. miles of state-funded snowmobile trail .....	1990	157.0	6	1-47
Total no. miles of rivers and streams .....	1944	923	7	1-77
No. acres of publicly or privately owned forest land .....	1994	540,400	9	1-82
No. public access sites .....	1990	29	9	1-83
No. museums .....	1990	3	11	1-14
Combined area of natural or artificial lakes and ponds .....	1991	20,324	11	1-83
No. miles of designated hiking/skiing/mtn. biking trail .....	1994	144.20	12	1-79
No. acres of public recreation land .....	1990	201,941	15	1-83
No. miles of Great Lake shoreline .....	n.d.	50.6	19	1-38
No. lifts or tows at downhill ski areas .....	1990	2	19	1-20
No. miles of designated scenic highway .....	1990	45.8	20	1-35
No. licensed charter boats .....	1996	0	22	1-22
No. miles of state or federal wild/scenic/natural river .....	1990	26.5	25	1-39
No. eating and drinking places per 1,000 residents .....	1995	4.76	29	1-74
No. miles of designated off-road vehicle trail .....	1992	26.2	29	1-38
No. agricultural markets/wineries/u-picks per 1,000 residents .....	1993	0.22	30	1-48
No. Great Lake marina slips per 1,000 residents .....	1994	3.30	36	1-41
Total no. units in commercial lodging establishments .....	1990	637	40	1-82
No. owned second homes .....	1990	2,357	42	1-83
Estimated population .....	1995	36,140	44	1-83
No. licensed rental watercraft per 1,000 residents .....	1990	1.55	45	1-76
Estimated direct pleasure trip expenditures .....	1996	\$32,116,000	47	1-83
Total no. public golf course holes per 1,000 residents .....	1995	1.00	58	1-74
No. designated campsites .....	1990	288	74	1-81

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

- Keweenaw Peninsula Chamber of Commerce: P.O. Box 336, Houghton, MI 49931-0336.
- Keweenaw Tourism Council: 326 Sheldon Avenue, Houghton, MI 49931. (906) 482-2388. Fax: (906) 482-5241.
- 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: [dholecsek@pilot.msu.edu](mailto:dholecsek@pilot.msu.edu) Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center  
Michigan State University

