

HURON COUNTY TOURISM PROFILE

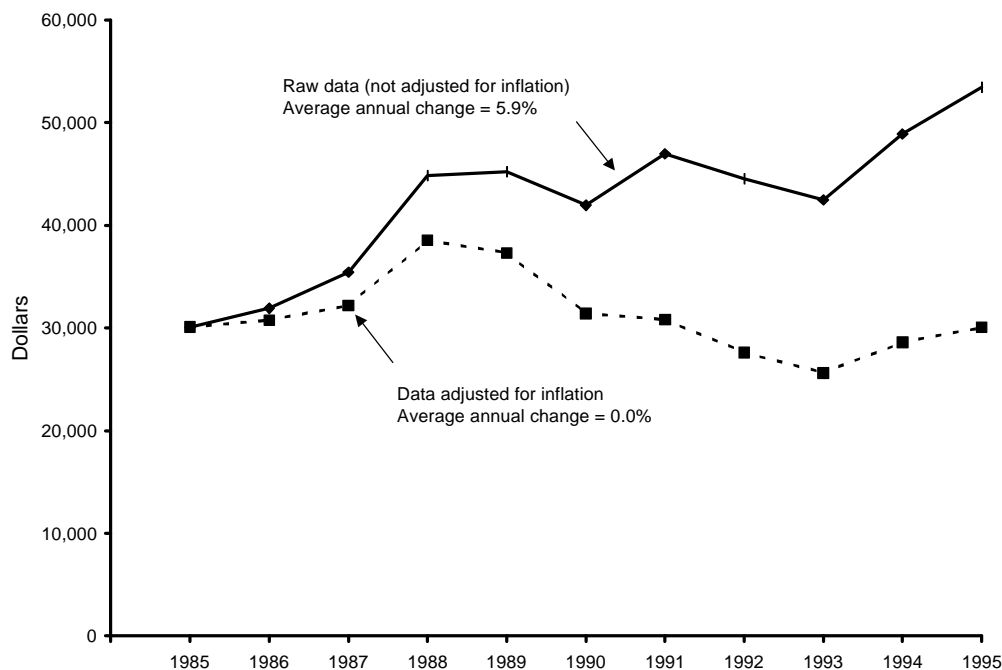
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Huron County. All statistics pertain to Huron County unless otherwise 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 offices in Huron County (517/269-9949 or 517/269-6099).



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

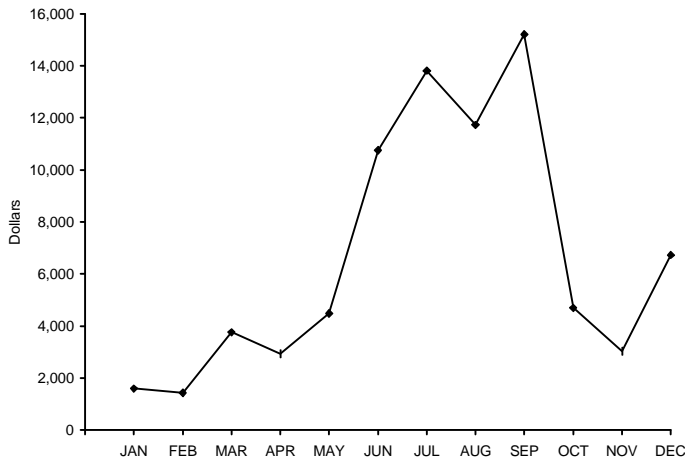
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN HURON AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Bay	0.3%	297,000	\$16,136,000
Huron	0.8%	777,100	\$42,216,000
Lapeer	0.4%	354,600	\$19,264,000
Sanilac	0.2%	152,000	\$8,260,000
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.

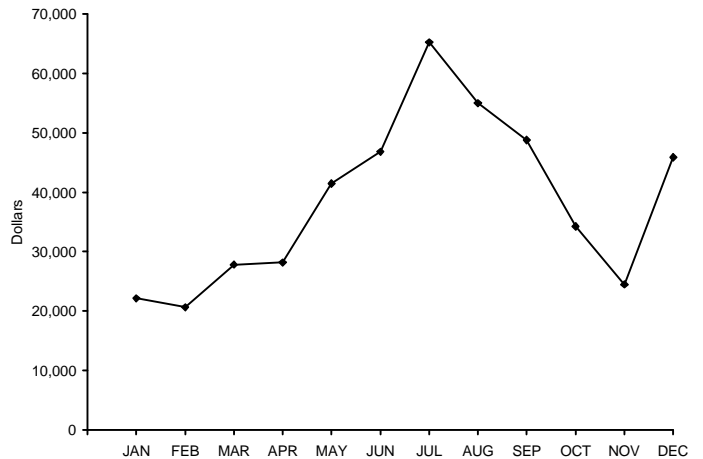
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR HURON COUNTY

Estimated number of visits to Port Crescent State Park (1996)	125,911
Estimated number of visits to Sleeper State Park (1996)	149,452
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$80,171

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	531,072
No. water acres in county (1989)	14,208
Total no. acres in county (1989)	545,280
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	0
State parks and recreation areas	1,292
State boating and fishing sites	152
State game/wildlife areas	11,761
State forests	0
Other areas	0
Total	13,205
No. acres of publicly or privately owned forest land (1994)	66,200
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	53.7
No. miles of Great Lake shoreline	93
Total no. miles of rivers and streams	942
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	1
Combined acres of natural or artificial lakes and ponds (1991)	243
Total no. acres of legislatively protected sand dunes (1989)	0

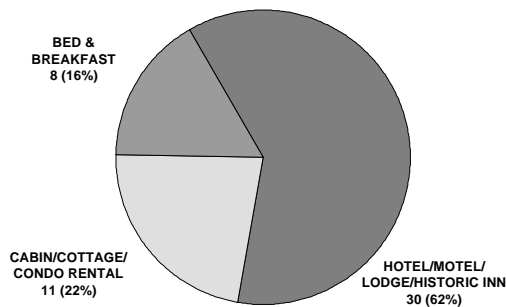
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	13
No. recreational harbors on the Great Lakes (1990)	5
No. Great Lake marinas (1994)	19
No. Great Lake marina slips (1994)	999
No. licensed charter boats (1996)	31
No. 9-hole golf courses (1995)	3
No. 18-hole golf courses (1995)	3
No. agricultural markets/wineries/u-picks (1993)	15
No. miles of designated scenic highway (1990)	75.2
No. owned second homes (1990)	5,044
No. licensed food service establishments (1995)	
Table service	86
Fast food	49
Cafeteria	34
Bar only	10
Other	46
Total	225
No. boat liveries (1990)	9
No. watercraft for rent (1990)	100
No. miles of state-funded snowmobile trail (1990)	0
No. miles of hiking/skiing/mtn. biking trail (1994)	15.6
No. miles of designated off-road vehicle trail (1992)	0
No. museums (1990)	3
No. historical attractions open to the public (1990)	2
No. miles of interstate highway (1990)	0.0

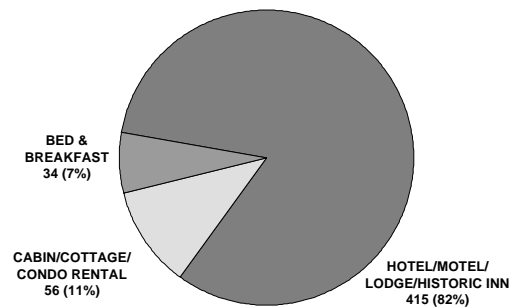
PRINCIPAL ATTRACTIONS AND EVENTS

Huron: Community Fair, Bad Axe (early August); Wildfowl Bay Wildlife Area near Bay Port; Perch Festival, Caseville (April); National Bow Fishing Championship (May) and Walleye Tournament (June), Caseville; Caseville's Art Show and Sale (July); Caseville Water Slide; Rush Lake State Game Area near Caseville; Winter Carnival, Caseville and Port Austin; Strawberry Festival, Elkton (mid-June); Frank Murphy Memorial Museum, Harbor Beach; restored lumbering town - Pioneer Huron City, Huron City; Lackhart Museum, Sebawaing; Gagetown State Game Area; Huron County Nature Center Wilderness Arboretum; Albert E. Sleeper State Park; Port Crescent State Park; Point Aux Barques, Sand Beach, and Port Austin Lighthouses; 10 public beaches; Thumb Area Great Lakes Bottomland preserve for diving; Wagener and Stafford County Parks and Lighthouse Sailboard Championship (June); boating resources (942 miles of rivers and streams, 93 miles of Great Lakes shoreline, 13 public access sites).

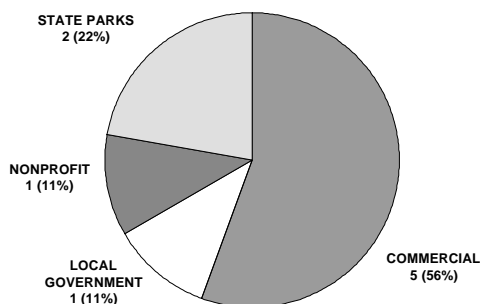
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



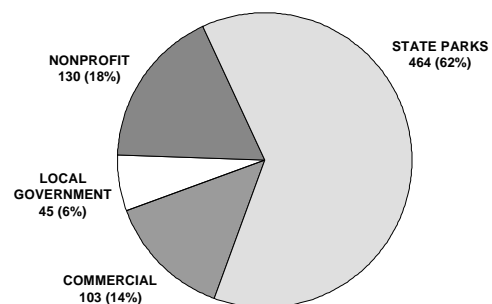
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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>
Total no. miles of rivers and streams	1944	942	6	1-77
No. historical attractions open to the public	1990	2	7	1-9
No. natural heritage sites	1990	0	7	1-7
No. licensed charter boats	1996	31	7	1-22
No. miles of designated scenic highway	1990	75.2	8	1-35
No. owned second homes	1990	5,044	8	1-83
No. eating and drinking places per 1,000 residents	1995	6.39	9	1-74
No. miles of Great Lake shoreline	n.d.	92.5	9	1-38
No. Great Lake marina slips per 1,000 residents	1994	28.38	10	1-41
No. museums	1990	3	11	1-14
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.43	13	1-48
No. lifts or tows at downhill ski areas	1990	0	20	1-20
Total no. public golf course holes per 1,000 residents	1995	2.30	24	1-74
Estimated direct pleasure trip expenditures	1996	\$42,216,000	35	1-83
No. licensed rental watercraft per 1,000 residents	1990	2.86	38	1-76
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
Estimated population	1995	35,224	45	1-83
No. public access sites	1990	13	46	1-83
No. miles of state-funded snowmobile trail	1990	0.0	47	1-47
Total no. units in commercial lodging establishments	1990	505	49	1-82
Average no. inches of snowfall (1981/82-1990/91)	Avg.	53.7	49	1-82
No. designated campsites	1990	742	50	1-81
No. acres of public recreation land	1990	13,205	58	1-83
No. miles of designated hiking/skiing/mtn. biking trail	1994	15.55	62	1-79
No. acres of publicly or privately owned forest land	1994	66,200	70	1-82
Combined area of natural or artificial lakes and ponds	1991	243	82	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

- Bad Axe Chamber of Commerce: P.O. Box 87, Bad Axe, MI 48413.
- Caseville Chamber of Commerce: P.O. Box 122, Caseville, MI 48725.
- Huron County Visitors Bureau: 250 E. Huron Avenue, Bad Axe, MI 48413. (517) 269-6431. Fax: (517) 269-8209. E-mail: CJO@avci.net
- Pigeon Chamber of Commerce: P.O. Box 618, Pigeon, MI 48755.
- Sebawaing Chamber of Commerce: P.O. Box 622, Sebawaing, MI 48759.
- 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

