

IOSCO COUNTY TOURISM PROFILE

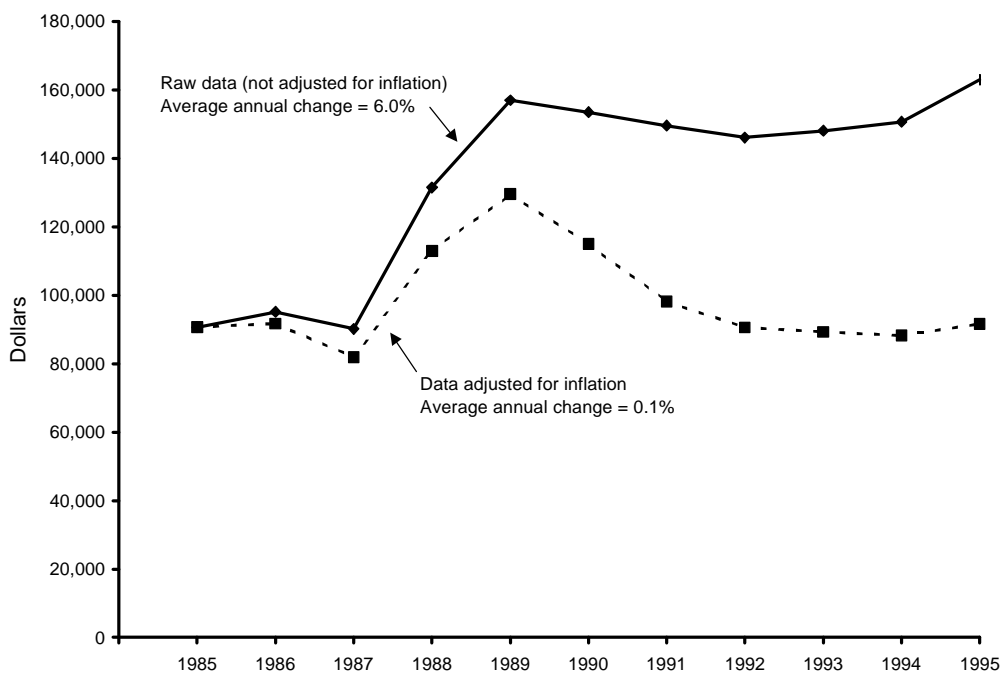
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Iosco County. All statistics pertain to Iosco County unless otherwise 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 Iosco County (517/362-3449).



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

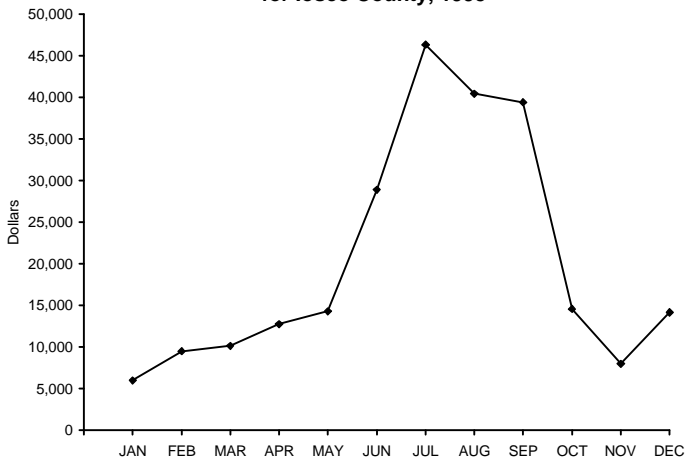
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN IOSCO AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Alcona	0.3%	251,800	\$13,679,000
Arenac	0.3%	253,800	\$13,787,000
Iosco	1.3%	1,230,700	\$66,862,000
Ogemaw	0.7%	641,600	\$34,859,000
Oscoda	0.4%	411,800	\$22,373,000

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.

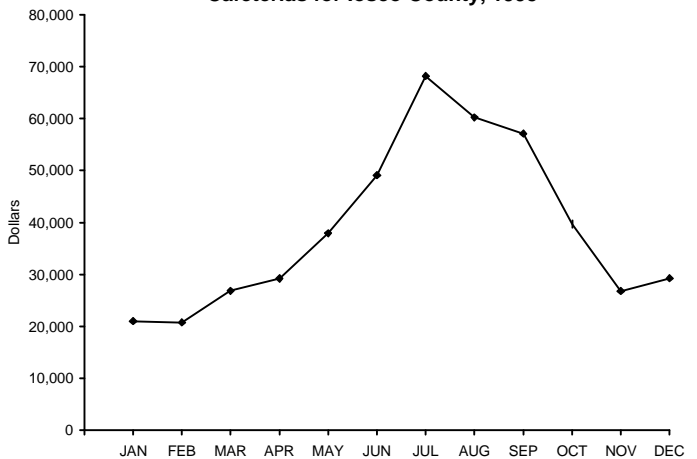
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR IOSCO COUNTY

Estimated number of visits to Tawas Point State Park (1996)	292,672
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$244,470

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	349,440
No. water acres in county (1989)	12,416
Total no. acres in county (1989)	361,856
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	11,191
State parks and recreation areas	175
State boating and fishing sites	81
State game/wildlife areas	0
State forests	24,907
Other areas	0
Total	137,354
No. acres of publicly or privately owned forest land (1994)	244,400
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	54.9
No. miles of Great Lake shoreline	36
Total no. miles of rivers and streams	259
No. miles of state or federal wild/scenic/natural river (1990)	9
No. inland lakes > 50 acres in size	23
Combined acres of natural or artificial lakes and ponds (1991)	10,991
Total no. acres of legislatively protected sand dunes (1989)	0
Natural heritage site: Iargo Springs.	

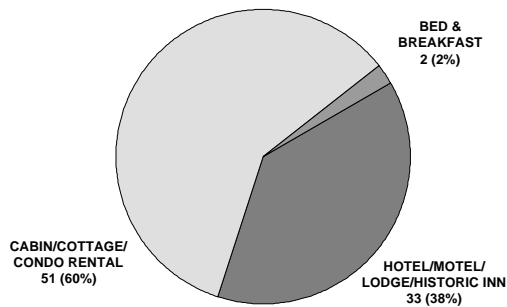
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	11
No. recreational harbors on the Great Lakes (1990)	2
No. Great Lake marinas (1994)	15
No. Great Lake marina slips (1994)	979
No. licensed charter boats (1996)	20
No. 9-hole golf courses (1995)	2
No. 18-hole golf courses (1995)	3
No. agricultural markets/wineries/u-picks (1993)	5
No. miles of designated scenic highway (1990)	48.3
No. owned second homes (1990)	6,204
No. licensed food service establishments (1995)	
Table service	85
Fast food	18
Cafeteria	12
Bar only	7
Other	15
Total	137
No. boat liveries (1990)	13
No. watercraft for rent (1990)	249
No. miles of state-funded snowmobile trail (1990)	87.2
No. miles of hiking/skiing/mtn. biking trail (1994)	77.9
No. miles of designated off-road vehicle trail (1992)	74.4
No. museums (1990)	2
No. historical attractions open to the public (1990)	0
No. miles of interstate highway (1990)	0.0

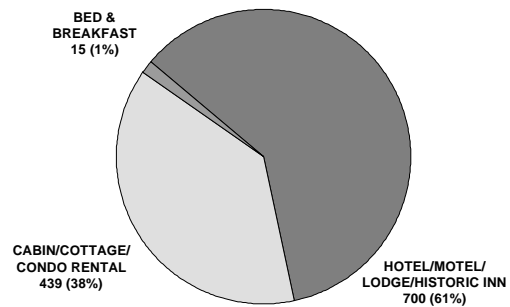
PRINCIPAL ATTRACTIONS AND EVENTS

Boating resources (259 miles of rivers and streams, 36 miles of Lake Huron shoreline, 11 public access sites); Au Sable River, Corsair ski trails; Tawas Point Light House and Life Saving Station; Tawas Point State Park; numerous public fishing sites and boat ramps; Tawas Bay and Oscoda Yacht Clubs; Whittemore and Wilbur Speedways; golf courses, parks, and dams.

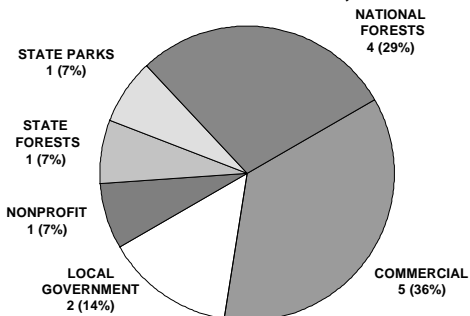
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



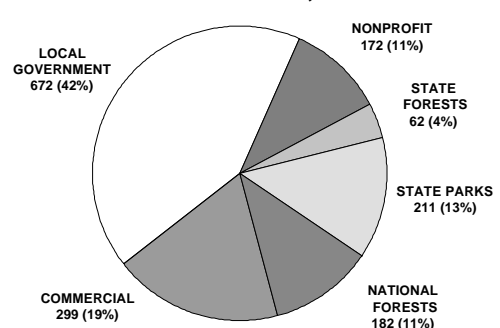
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. Great Lake marina slips per 1,000 residents	1994	41.21	3	1-41
No. owned second homes	1990	6,204	4	1-83
No. natural heritage sites	1990	1	6	1-7
No. historical attractions open to the public	1990	0	9	1-9
No. licensed charter boats	1996	20	9	1-22
No. museums	1990	2	12	1-14
No. miles of designated off-road vehicle trail	1992	74.4	14	1-38
Total no. public golf course holes per 1,000 residents	1995	2.94	15	1-74
No. miles of designated scenic highway	1990	48.3	18	1-35
No. eating and drinking places per 1,000 residents	1995	5.60	19	1-74
No. miles of state-funded snowmobile trail	1990	87.2	19	1-47
No. designated campsites	1990	1,598	19	1-81
No. lifts or tows at downhill ski areas	1990	0	20	1-20
No. acres of public recreation land	1990	137,354	21	1-83
No. miles of Great Lake shoreline	n.d.	36.2	24	1-38
Total no. units in commercial lodging establishments	1990	1,154	24	1-82
No. miles of designated hiking/skiing/mtn. biking trail	1994	77.88	25	1-79
Estimated direct pleasure trip expenditures	1996	\$66,862,000	26	1-83
No. licensed rental watercraft per 1,000 residents	1990	8.24	26	1-76
Combined area of natural or artificial lakes and ponds	1991	10,991	28	1-83
No. acres of publicly or privately owned forest land	1994	244,400	29	1-82
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.20	32	1-48
No. miles of state or federal wild/scenic/natural river	1990	9.0	35	1-39
Average no. inches of snowfall (1981/82-1990/91)	Avg.	54.9	48	1-82
No. public access sites	1990	11	52	1-83
Estimated population	1995	24,482	53	1-83
Total no. miles of rivers and streams	1944	259	57	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

- Oscoda Area Convention and Visitors Bureau: 4440 N. US 23, Oscoda, MI 48750. (517) 739-7322. Fax: (517) 739-9195.
E-mail: jmazor@vixa.voyager.net Web site: <http://www.oscoda.com>
- Oscoda/AuSable Area Chamber of Commerce: 4440 N. US Highway 23, Oscoda, MI 48750-9539.
- Tawas Area Chamber of Commerce: P.O. Box 608, Tawas City, MI 48763.
- Tawas Bay Tourist and Convention Bureau: 402 E. Lake Street, P.O. Box 10, Tawas City, MI 48764-0010. (517) 362-8643. Fax: (517) 362-7880.
- Whittemore Area Chamber of Commerce: 405 East Sherman Road, Whittemore, MI 48770.
- Michigan's Sunrise Side Travel Association: 1361 Fletcher Street, National City, MI 48748-9666. (800) 424-3022. Fax: (517) 469-4232.
E-mail: misunrise@worldnet.att.net Web site: <http://www.oweb.com/upnorth/sunrise>
- 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 Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center
Michigan State University

