

KEWEENAW COUNTY TOURISM PROFILE

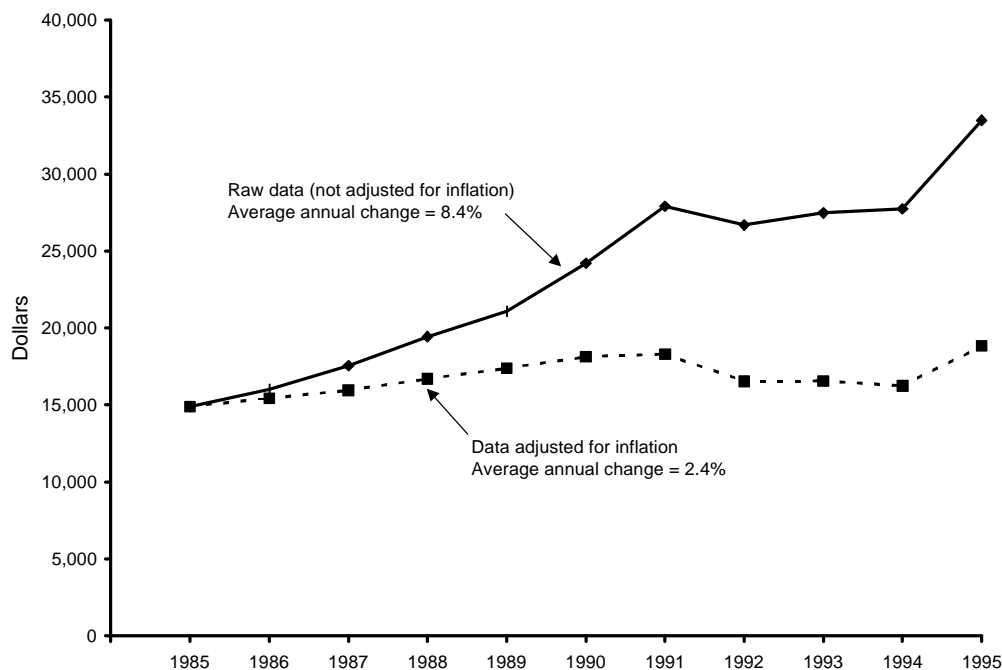
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October 1998

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



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

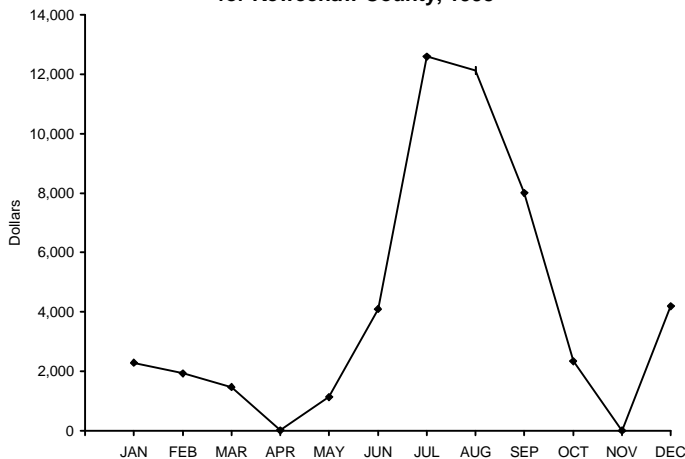
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN KEWEENAW AND NEIGHBORING COUNTIES, 1996

<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
Keweenaw	0.7%	693,100	\$37,656,000
Marquette	1.5%	1,425,600	\$77,448,000
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.

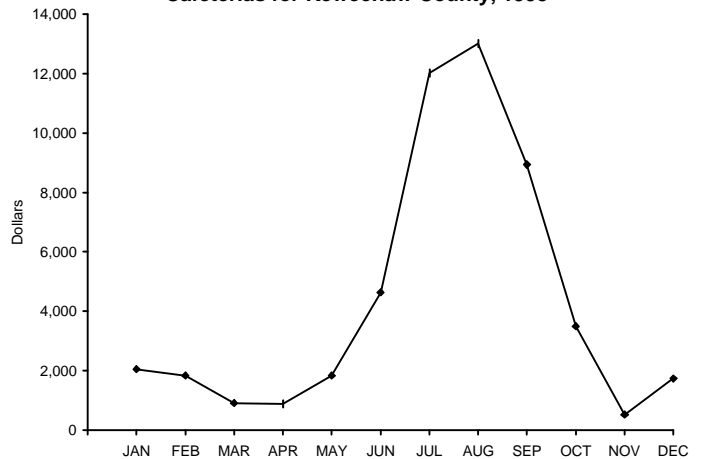
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR KEWEENAW COUNTY

Estimated number of visits to Fort Wilkins State Park (1996)	171,217
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$50,236

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	347,840
No. water acres in county (1989)	31,552
Total no. acres in county (1989)	379,392
No. acres of public recreation land (1990)	
National parks/lakeshores	133,776
National wildlife refuges	0
National forests	0
State parks and recreation areas	189
State boating and fishing sites	7
State game/wildlife areas	0
State forests	4,416
Other areas	0
Total	138,388
No. acres of publicly or privately owned forest land (1994)	312,100
Total no. acres of designated state or federal wilderness (1990) ...	132,018
Average no. inches of snowfall (1981/82-1990/91)	237.3
No. miles of Great Lake shoreline	424
Total no. miles of rivers and streams	271
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	14
Combined acres of natural or artificial lakes and ponds (1991)	2,775
Total no. acres of legislatively protected sand dunes (1989)	924
Natural heritage sites: Agate Beach; Brockway Mountain; Devil's Washtub; Estivant Pines Nature Sanctuary; Lookout Louise, moose herd, Mount Franklin, Mount Ojibway, Passage Island, and Suzy's cave (sea cave) in Isle Royale National Park.	

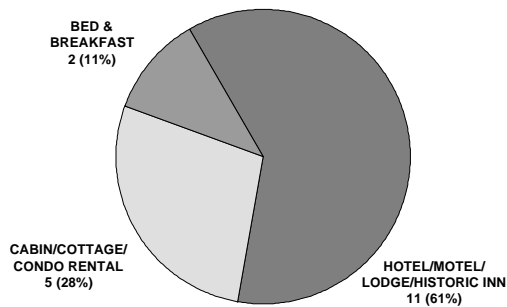
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	11
No. recreational harbors on the Great Lakes (1990)	5
No. Great Lake marinas (1994)	6
No. Great Lake marina slips (1994)	28
No. licensed charter boats (1996)	8
No. 9-hole golf courses (1995)	1
No. 18-hole golf courses (1995)	0
No. agricultural markets/wineries/u-picks (1993)	0
No. miles of designated scenic highway (1990)	66.5
No. owned second homes (1990)	1,240
No. licensed food service establishments (1995)	
Table service	12
Fast food	6
Cafeteria	2
Bar only	3
Other	0
Total	23
No. boat liveries (1990)	4
No. watercraft for rent (1990)	30
No. miles of state-funded snowmobile trail (1990)	87.2
No. miles of hiking/skiing/mtn. biking trail (1994)	249.1
No. miles of designated off-road vehicle trail (1992)	0
No. museums (1990)	2
No. historical attractions open to the public (1990)	3
No. miles of interstate highway (1990)	0.0

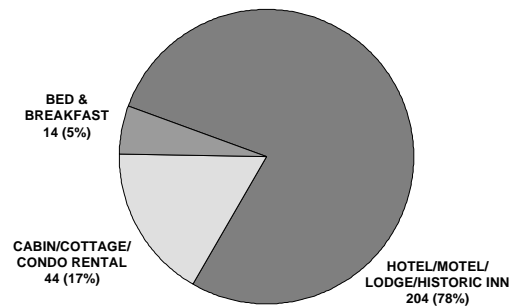
PRINCIPAL ATTRACTIONS AND EVENTS

Lake Superior shoreline; Brockway Mountain Drive and Summit Lookout; Historic Lighthouse Boat Tour; Copperman Triathlon (August); Fort Wilkins State Park; Isle Royale National Park; rock and mineral hunting - numerous agate beaches and mine sites; Estivant Pines Nature Sanctuary (600 year-old giant pines); Fanny Hooe Resort; outdoor recreation activities, including fishing, snowmobiling, skiing, and scuba diving.

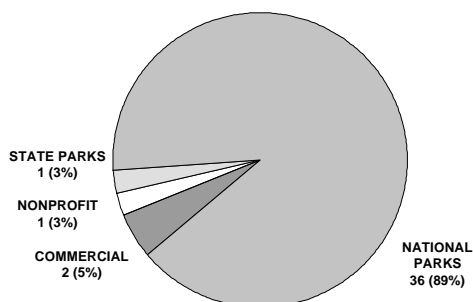
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



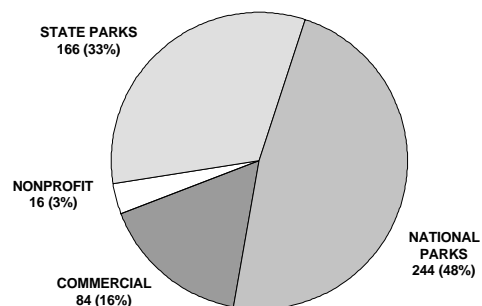
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. natural heritage sites	1990	10	1	1-7
Average no. inches of snowfall (1981/82-1990/91)	Avg.	237.3	1	1-82
No. eating and drinking places per 1,000 residents	1995	11.69	2	1-74
No. miles of Great Lake shoreline	n.d.	423.6	2	1-38
No. miles of designated hiking/skiing/mtn. biking trail	1994	249.05	2	1-79
No. historical attractions open to the public	1990	3	6	1-9
Total no. public golf course holes per 1,000 residents	1995	4.58	7	1-74
No. miles of designated scenic highway	1990	66.5	11	1-35
No. licensed rental watercraft per 1,000 residents	1990	17.64	12	1-76
No. museums	1990	2	12	1-14
No. licensed charter boats	1996	8	15	1-22
No. miles of state-funded snowmobile trail	1990	87.2	19	1-47
No. Great Lake marina slips per 1,000 residents	1994	14.87	19	1-41
No. acres of public recreation land	1990	138,388	20	1-83
No. acres of publicly or privately owned forest land	1994	312,100	20	1-82
No. lifts or tows at downhill ski areas	1990	0	20	1-20
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 direct pleasure trip expenditures	1996	\$37,656,000	42	1-83
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.00	48	1-48
No. public access sites	1990	11	51	1-83
Total no. miles of rivers and streams	1944	271	55	1-77
Total no. units in commercial lodging establishments	1990	262	60	1-82
No. owned second homes	1990	1,240	60	1-83
No. designated campsites	1990	510	60	1-81
Combined area of natural or artificial lakes and ponds	1991	2,775	66	1-83
Estimated population	1995	1,967	83	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

- 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: 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.