

LAPEER COUNTY TOURISM PROFILE

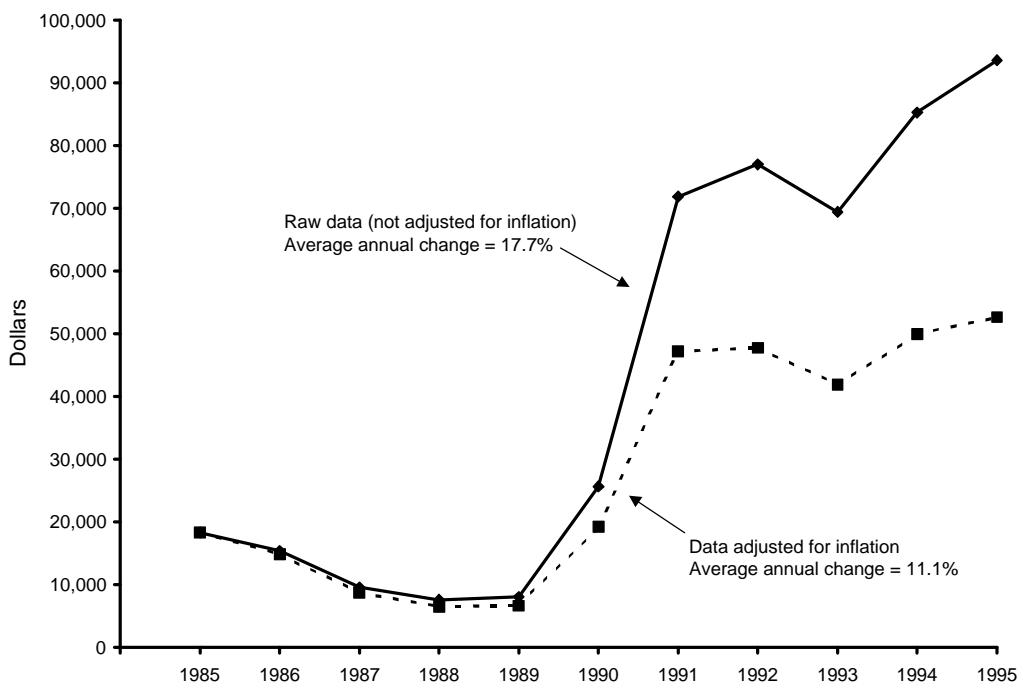
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Lapeer County. All statistics pertain to Lapeer County unless otherwise 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 Lapeer County (810/667-0341).



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

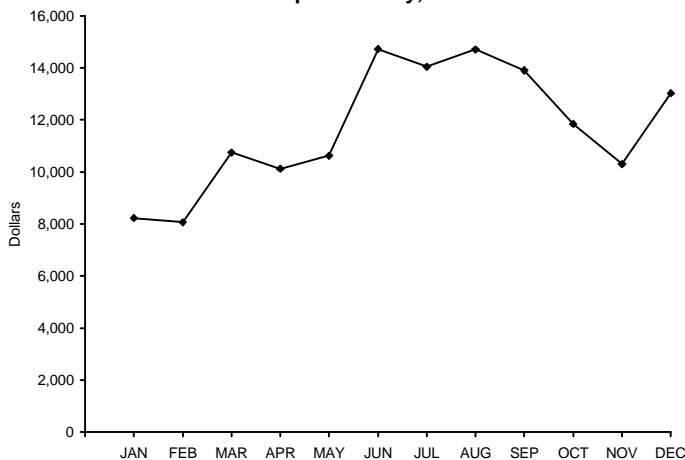
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN LAPEER AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Genesee	1.4%	1,292,300	\$70,209,000
Lapeer	0.4%	354,600	\$19,264,000
Macomb	0.8%	751,800	\$40,841,000
Oakland	4.2%	3,919,000	\$212,908,000
Saint Clair	1.3%	1,204,200	\$65,420,000
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.

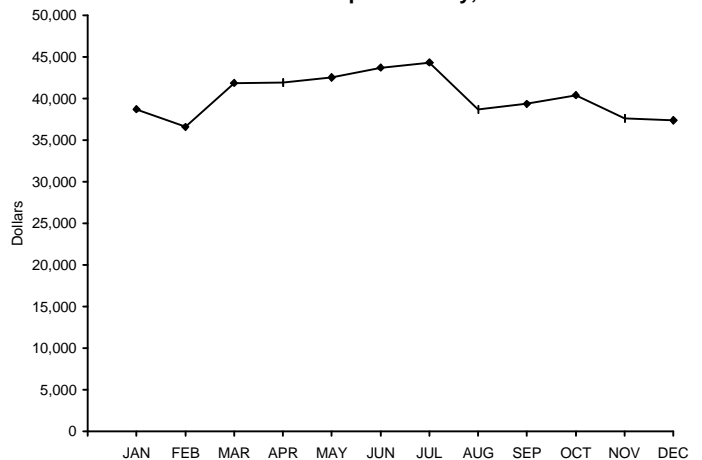
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR LAPEER COUNTY

Estimated number of visits to Metamora-Hadley State Recreation Area (1996)	230,214
Estimated number of visits to Ortonville State Recreation Area (1996)	88,499
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$140,356

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	421,120
No. water acres in county (1989)	2,816
Total no. acres in county (1989)	423,936
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	0
State parks and recreation areas	4,125
State boating and fishing sites	0
State game/wildlife areas	8,389
State forests	0
Other areas	0
Total	12,514
No. acres of publicly or privately owned forest land (1994)	110,300
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	36.9
No. miles of Great Lake shoreline	0
Total no. miles of rivers and streams	594
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	18
Combined acres of natural or artificial lakes and ponds (1991)	5,008
Total no. acres of legislatively protected sand dunes (1989)	0

RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	8
No. recreational harbors on the Great Lakes (1990)	0
No. Great Lake marinas (1994)	0
No. Great Lake marina slips (1994)	0
No. licensed charter boats (1996)	1
No. 9-hole golf courses (1995)	3
No. 18-hole golf courses (1995)	5
No. agricultural markets/wineries/u-picks (1993)	27
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	743
No. licensed food service establishments (1995)	
Table service	63
Fast food	74
Cafeteria	47
Bar only	13
Other	56
Total	253
No. boat liveryes (1990)	8
No. watercraft for rent (1990)	95
No. miles of state-funded snowmobile trail (1990)	0
No. miles of hiking/skiing/mtn. biking trail (1994)	13.4
No. miles of designated off-road vehicle trail (1992)	0
No. museums (1990)	2
No. historical attractions open to the public (1990)	1
No. miles of interstate highway (1990)	24.9

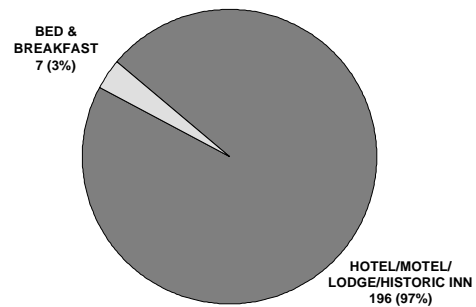
PRINCIPAL ATTRACTIONS AND EVENTS

159 lakes in the area; several golf courses; two state parks; county parks, outdoor activities; 45 miles from the Pontiac Silverdome (Detroit Lions) and the Palace of Auburn Hills (Detroit Pistons); one hour from downtown Detroit; City of Lapeer Community Center; Alvin Norlin swimming pool, Imlay City; Lapeer Days; Imlay City Blueberry Festivals; Almount Summerfest; Eastern Michigan Fair; museums, including Lapeer County Courthouse (one of the 10 oldest in the U.S.).

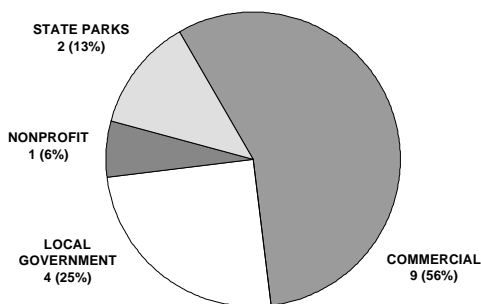
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



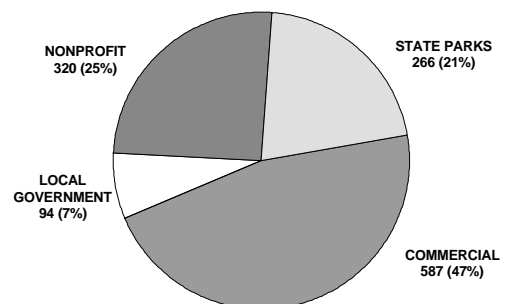
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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	0	7	1-7
No. historical attractions open to the public	1990	1	8	1-9
No. museums	1990	2	12	1-14
Total no. miles of rivers and streams	1944	594	18	1-77
No. lifts or tows at downhill ski areas	1990	0	20	1-20
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.34	20	1-48
No. licensed charter boats	1996	1	21	1-22
Estimated population	1995	83,854	22	1-83
No. designated campsites	1990	1,267	29	1-81
No. miles of designated scenic highway	1990	0.0	35	1-35
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
Total no. public golf course holes per 1,000 residents	1995	1.40	41	1-74
No. miles of state-funded snowmobile trail	1990	0.0	47	1-47
No. licensed rental watercraft per 1,000 residents	1990	1.27	50	1-76
No. acres of publicly or privately owned forest land	1994	110,300	55	1-82
Combined area of natural or artificial lakes and ponds	1991	5,008	55	1-83
Estimated direct pleasure trip expenditures	1996	\$19,264,000	59	1-83
No. acres of public recreation land	1990	12,514	59	1-83
No. public access sites	1990	8	63	1-83
No. miles of designated hiking/skiing/mtn. biking trail	1994	13.35	65	1-79
Total no. units in commercial lodging establishments	1990	203	67	1-82
No. owned second homes	1990	743	69	1-83
No. eating and drinking places per 1,000 residents	1995	3.02	72	1-74
Average no. inches of snowfall (1981/82-1990/91)	Avg.	36.9	76	1-82
No. miles of Great Lake shoreline	n.d.	0.0	- - -	1-38
No. Great Lake marina slips per 1,000 residents	1994	0.00	- - -	1-41

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

- Imlay City Area Chamber of Commerce: P.O. Box 206, Imlay City, MI 48444.
- Lapeer Area Chamber of Commerce: 92 West Nepessing Street, Lapeer, MI 48446.
- 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

