

LEELANAU COUNTY TOURISM PROFILE

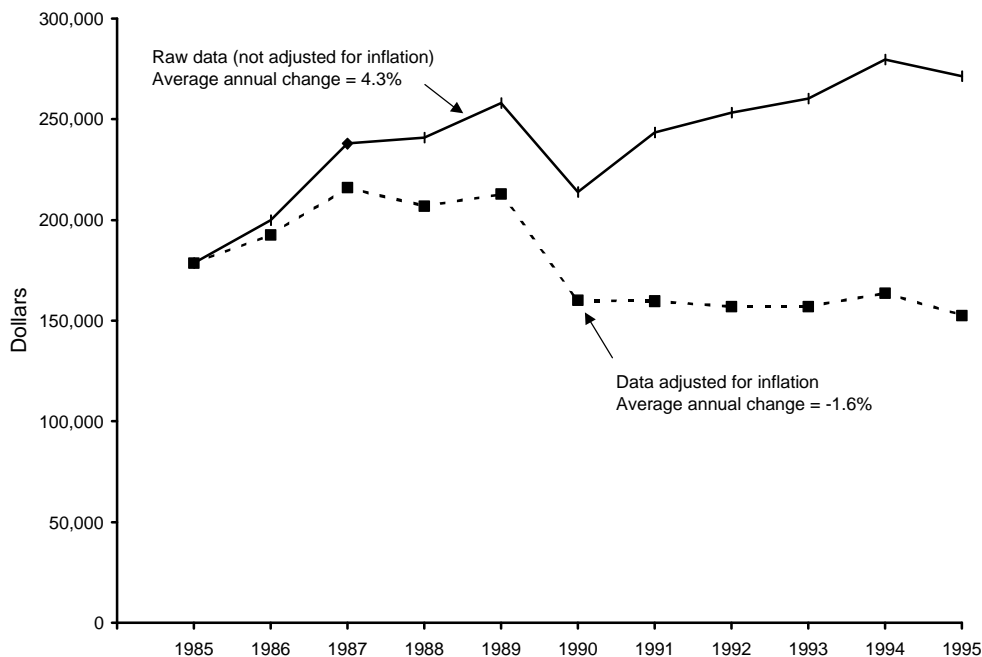
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Leelanau County. All statistics pertain to Leelanau County unless otherwise 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 Leelanau County (616/256-9888).



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

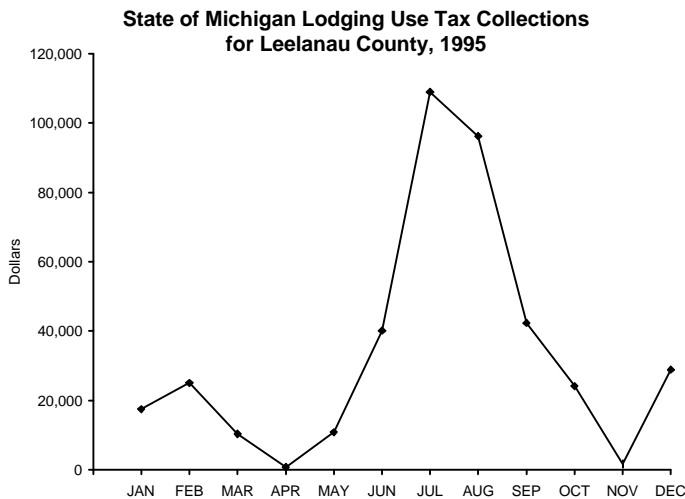
SOURCE: Michigan Department of Treasury, Systems Division.

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

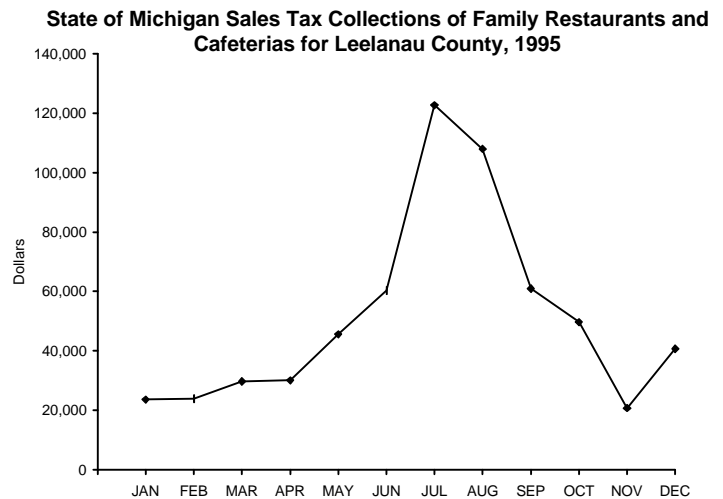
<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Antrim	1.0%	928,500	\$50,445,000
Benzie	0.6%	538,700	\$29,267,000
Grand Traverse	6.1%	5,714,100	\$310,435,000
Kalkaska	0.1%	100,100	\$5,437,000
Leelanau	1.0%	926,000	\$50,308,000

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



SOURCE: Michigan Department of Treasury.



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INDICATORS OF TRAVEL ACTIVITY FOR LEELANAU COUNTY

Estimated number of visits to Sleeping Bear Dunes National Lakeshore (1996)	1,025,523
Number of visits to Manitou Island Transit (1996)	12,249
Estimated number of visits to Leelanau State Park (1996)	124,120
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$407,063

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	218,496
No. water acres in county (1989)	16,000
Total no. acres in county (1989)	234,496
No. acres of public recreation land (1990)	
National parks/lakeshores	44,954
National wildlife refuges	0
National forests	0
State parks and recreation areas	1,343
State boating and fishing sites	23.7
State game/wildlife areas	1,229.7
State forests	4,993
Other areas	0
Total	52,543
No. acres of publicly or privately owned forest land (1994)	126,900
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	135.2
No. miles of Great Lake shoreline	151
Total no. miles of rivers and streams	58
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	15
Combined acres of natural or artificial lakes and ponds (1991)	17,541
Total no. acres of legislatively protected sand dunes (1989)	10,971
Natural heritage sites: Gull Colony on South Manitou Island, Sleeping Bear Dunes, and Valley of Giants in Sleeping Bear Dunes National Lakeshore.	

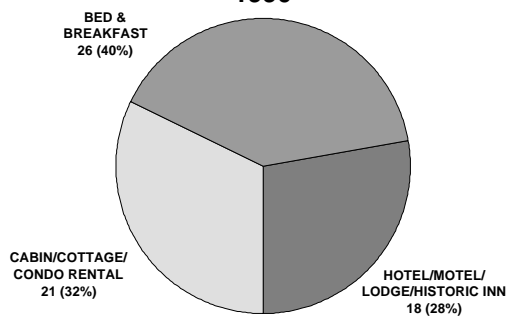
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	17
No. recreational harbors on the Great Lakes (1990)	5
No. Great Lake marinas (1994)	15
No. Great Lake marina slips (1994)	615
No. licensed charter boats (1996)	18
No. 9-hole golf courses (1995)	1
No. 18-hole golf courses (1995)	3
No. agricultural markets/wineries/u-picks (1993)	18
No. miles of designated scenic highway (1990)	71.4
No. owned second homes (1990)	4,017
No. licensed food service establishments (1995)	
Table service	50
Fast food	28
Cafeteria	9
Bar only	0
Other	5
Total	92
No. boat liveryes (1990)	15
No. watercraft for rent (1990)	227
No. miles of state-funded snowmobile trail (1990)	1.1
No. miles of hiking/skiing/mtn. biking trail (1994)	138.2
No. miles of designated off-road vehicle trail (1992)	0
No. museums (1990)	4
No. historical attractions open to the public (1990)	2
No. miles of interstate highway (1990)	0.0

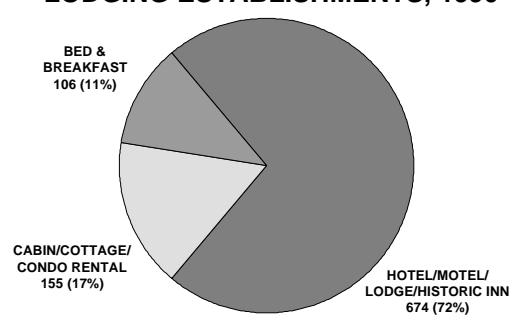
PRINCIPAL ATTRACTIONS AND EVENTS

Recreational harbor facilities at South Manitou Island, Leland, Northport, Suttons Bay, and Greilickville; centrally located to both water- and snow-based recreation; Sleeping Bear Dunes National Lakeshore; Sugar Loaf Mountain Resort; The Homestead Resort; access to North and South Manitou Islands from Leland; access to shopping and cultural facilities in Grand Traverse County; charter fishing and boating; wine festivals.

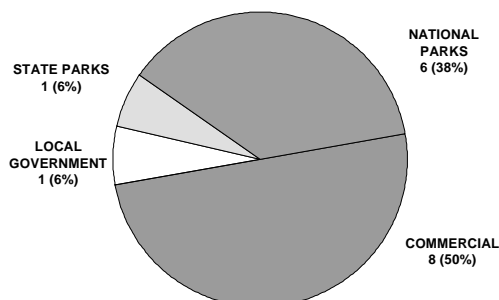
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



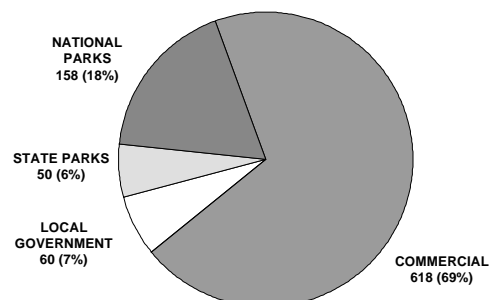
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. agricultural markets/wineries/u-picks per 1,000 residents	1993	1.01	3	1-48
No. natural heritage sites	1990	3	4	1-7
No. miles of Great Lake shoreline	n.d.	151.4	6	1-38
No. historical attractions open to the public	1990	2	7	1-9
No. Great Lake marina slips per 1,000 residents	1994	33.85	7	1-41
Average no. inches of snowfall (1981/82-1990/91)	Avg.	135.2	8	1-82
No. miles of designated scenic highway	1990	71.4	9	1-35
No. museums	1990	4	10	1-14
No. licensed charter boats	1996	18	10	1-22
No. lifts or tows at downhill ski areas	1990	11	10	1-20
Total no. public golf course holes per 1,000 residents	1995	3.41	11	1-74
No. miles of designated hiking/skiing/mtn. biking trail	1994	138.16	13	1-79
Combined area of natural or artificial lakes and ponds	1991	17,541	14	1-83
No. licensed rental watercraft per 1,000 residents	1990	13.74	17	1-76
No. owned second homes	1990	4,017	17	1-83
No. eating and drinking places per 1,000 residents	1995	4.97	24	1-74
Estimated direct pleasure trip expenditures	1996	\$50,308,000	32	1-83
Total no. units in commercial lodging establishments	1990	935	32	1-82
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
No. designated campsites	1990	886	39	1-81
No. public access sites	1990	17	39	1-83
No. acres of public recreation land	1990	52,543	40	1-83
No. miles of state-funded snowmobile trail	1990	1.1	46	1-47
No. acres of publicly or privately owned forest land	1994	126,900	49	1-82
Estimated population	1995	18,502	64	1-83
Total no. miles of rivers and streams	1944	58	76	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

- Leelanau Peninsula Chamber of Commerce: P.O. Box 336, Lake Leelanau, MI 49653.
- Traverse City Convention and Visitors Bureau: 101 W. Grandview Parkway, Traverse City, MI 49684. (616) 947-1120. Fax: (616) 947-2621.
- West Michigan Tourist Association: 1253 Front Ave. NW, Grand Rapids, MI 49504-3216. (616) 456-8557. Fax: (616) 456-8958.
Web site: <http://www.wmta.org>
- 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

