

# LIVINGSTON COUNTY TOURISM PROFILE

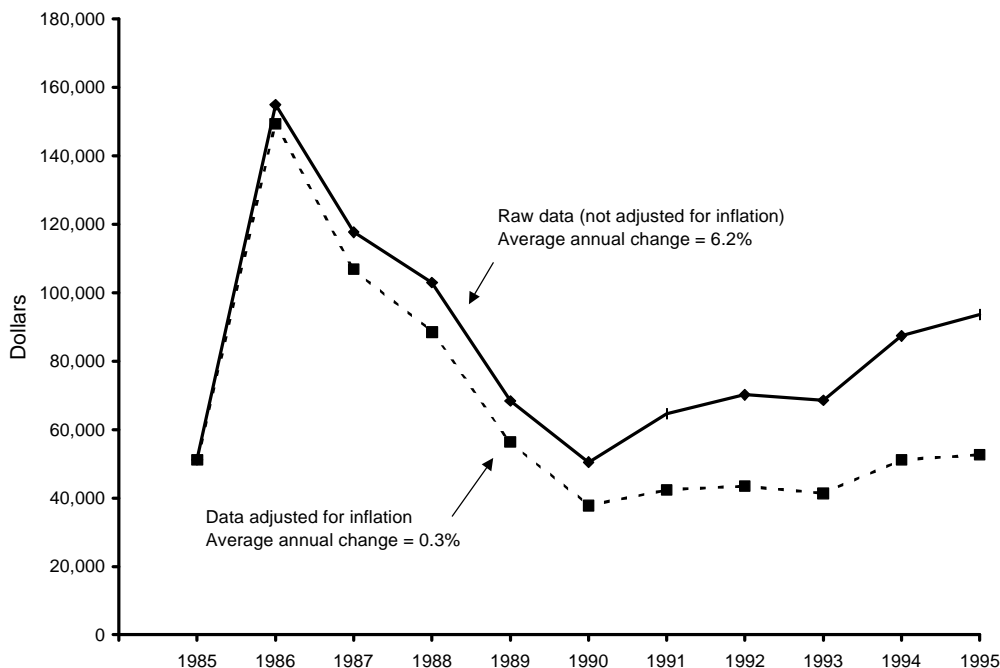
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Livingston County. All statistics pertain to Livingston 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 Livingston County (517/546-3950).



## TRENDS IN STATE OF MICHIGAN LODGING USE TAX COLLECTIONS FOR LIVINGSTON 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.

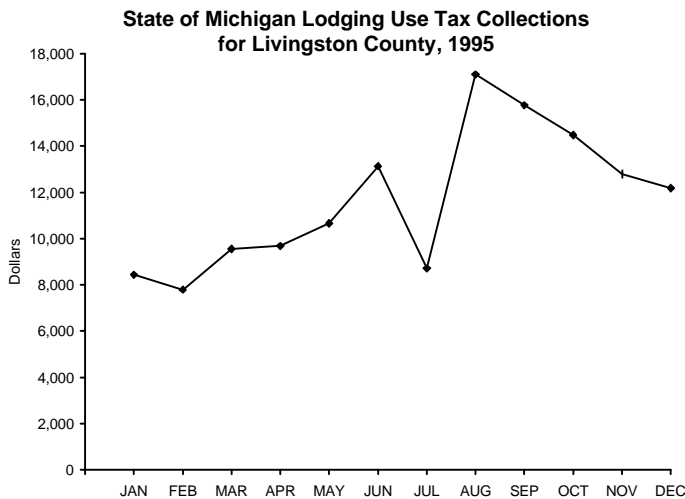
SOURCE: Michigan Department of Treasury, Systems Division.

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

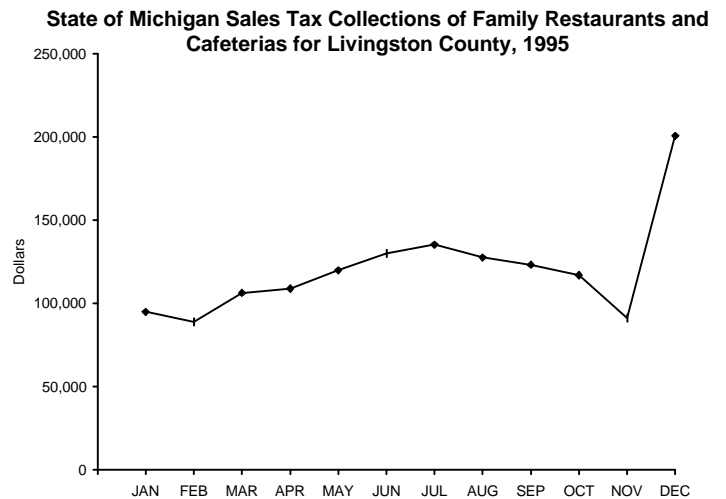
| <u>COUNTY OF MAIN DESTINATION</u> | <u>ESTIMATED MARKET SHARE</u> | <u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u> | <u>ESTIMATED DIRECT EXPENDITURES</u> |
|-----------------------------------|-------------------------------|---|--------------------------------------|
| Genesee                           | 1.4%                          | 1,292,300                                 | \$70,209,000                         |
| Ingham                            | 2.3%                          | 2,165,800                                 | \$117,664,000                        |
| Livingston                        | 0.2%                          | 174,600                                   | \$9,483,000                          |
| Oakland                           | 4.2%                          | 3,919,000                                 | \$212,908,000                        |
| Shiawassee                        | 0.1%                          | 108,000                                   | \$5,870,000                          |
| Washtenaw                         | 2.8%                          | 2,644,300                                 | \$143,658,000                        |

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.



SOURCE: Michigan Department of Treasury.

## INDICATORS OF TRAVEL ACTIVITY FOR LIVINGSTON COUNTY

|  |           |
|--|-----------|
| Estimated number of visits to Island Lake State Recreation Area (1996) ..... | 736,396   |
| Estimated number of visits to Brighton State Recreation Area (1996) .....    | 264,373   |
| Estimated number of visits to Pinckney State Recreation Area (1996) .....    | 680,248   |
| Unadjusted (6%) State of Michigan lodging use tax collections (1995) .....   | \$140,326 |

# RECREATION AND TRAVEL RESOURCES

## NATURAL RESOURCES

|  |         |
|--|---------|
| No. land acres in county (1989) .....                                | 367,552 |
| No. water acres in county (1989) .....                               | 7,040   |
| Total no. acres in county (1989) .....                               | 374,592 |
| No. acres of public recreation land (1990)                           |         |
| National parks/lakeshores .....                                      | 0       |
| National wildlife refuges .....                                      | 0       |
| National forests .....   | 0       |
| State parks and recreation areas .....                               | 12,024  |
| State boating and fishing sites .....                                | 21      |
| State game/wildlife areas .....                                      | 5,763   |
| State forests .....  | 0       |
| Other areas .....  | 2,625   |
| Total .....  | 20,433  |
| No. acres of publicly or privately owned forest land (1994) .....    | 100,000 |
| Total no. acres of designated state or federal wilderness (1990) ... | 0       |
| Average no. inches of snowfall (1981/82-1990/91) .....               | 36.1    |
| No. miles of Great Lake shoreline .....                              | 0       |
| Total no. miles of rivers and streams .....                          | 469     |
| No. miles of state or federal wild/scenic/natural river (1990) ..... | 21      |
| No. inland lakes > 50 acres in size .....                            | 61      |
| Combined acres of natural or artificial lakes and ponds (1991) ..... | 10,572  |
| Total no. acres of legislatively protected sand dunes (1989) .....   | 0       |

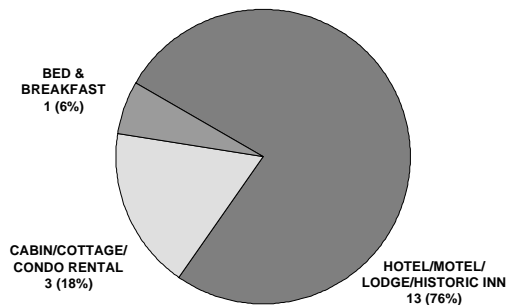
## RECREATION AND TRAVEL FACILITIES

|  |       |
|--|-------|
| No. public access sites (1990) .....                       | 11    |
| 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) .....                    | 0     |
| No. 9-hole golf courses (1995) .....                       | 2     |
| No. 18-hole golf courses (1995) .....                      | 12    |
| No. agricultural markets/wineries/u-picks (1993) .....     | 21    |
| No. miles of designated scenic highway (1990) .....        | 0     |
| No. owned second homes (1990) .....                        | 1,569 |
| No. licensed food service establishments (1995)            |       |
| Table service .....  | 127   |
| Fast food .....  | 89    |
| Cafeteria .....  | 46    |
| Bar only .....   | 2     |
| Other .....  | 95    |
| Total .....  | 359   |
| No. boat liveryes (1990) .....                             | 10    |
| No. watercraft for rent (1990) .....                       | 119   |
| No. miles of state-funded snowmobile trail (1990) .....    | 0     |
| No. miles of hiking/skiing/mtn. biking trail (1994) .....  | 59.8  |
| No. miles of designated off-road vehicle trail (1992) .... | 0     |
| No. museums (1990) .....                                   | 0     |
| No. historical attractions open to the public (1990) ..... | 1     |
| No. miles of interstate highway (1990) .....               | 27.6  |

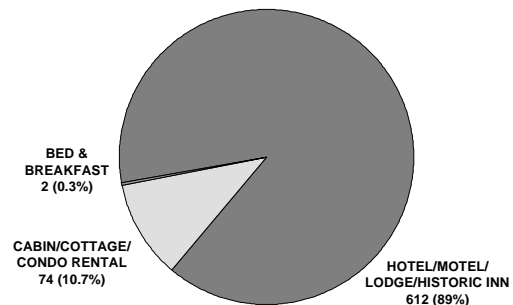
## PRINCIPAL ATTRACTIONS AND EVENTS

Over 20,000 acres of public land, including the Brighton, Island Lake, and Pinckney State Recreation Areas; Mt. Brighton ski area; canoeing on the Huron River; numerous hiking and nature trails; 14 golf courses.

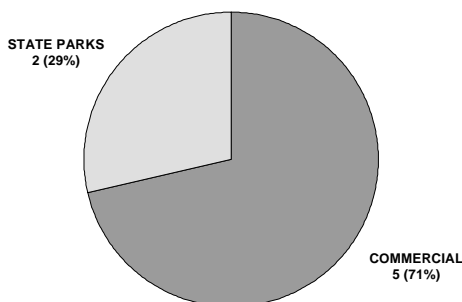
**NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990**



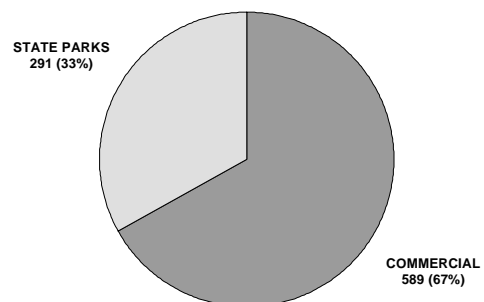
**NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990**



**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. lifts or tows at downhill ski areas .....                       | 1990                | 17           | 4                    | 1-20                            |
| No. natural heritage sites .....                                    | 1990                | 0            | 7                    | 1-7                             |
| No. historical attractions open to the public .....                 | 1990                | 1            | 8                    | 1-9                             |
| No. museums .....   | 1990                | 0            | 14                   | 1-14                            |
| Estimated population .....  | 1995                | 133,601      | 17                   | 1-83                            |
| No. licensed charter boats .....                                    | 1996                | 0            | 22                   | 1-22                            |
| Total no. miles of rivers and streams .....                         | 1944                | 469          | 27                   | 1-77                            |
| No. miles of state or federal wild/scenic/natural river .....       | 1990                | 21.0         | 29                   | 1-39                            |
| Combined area of natural or artificial lakes and ponds .....        | 1991                | 10,572       | 31                   | 1-83                            |
| Total no. public golf course holes per 1,000 residents .....        | 1995                | 1.75         | 33                   | 1-74                            |
| No. miles of designated hiking/skiing/mtn. biking trail .....       | 1994                | 59.79        | 34                   | 1-79                            |
| No. miles of designated scenic highway .....                        | 1990                | 0.0          | 35                   | 1-35                            |
| No. agricultural markets/wineries/u-picks per 1,000 residents ..... | 1993                | 0.17         | 35                   | 1-48                            |
| Total no. units in commercial lodging establishments .....          | 1990                | 688          | 37                   | 1-82                            |
| No. miles of designated off-road vehicle trail .....                | 1992                | 0.0          | 38                   | 1-38                            |
| No. designated campsites .....                                      | 1990                | 880          | 40                   | 1-81                            |
| No. miles of state-funded snowmobile trail .....                    | 1990                | 0.0          | 47                   | 1-47                            |
| No. public access sites .....                                       | 1990                | 11           | 50                   | 1-83                            |
| No. acres of public recreation land .....                           | 1990                | 20,433       | 52                   | 1-83                            |
| No. licensed rental watercraft per 1,000 residents .....            | 1990                | 1.03         | 54                   | 1-76                            |
| No. acres of publicly or privately owned forest land .....          | 1994                | 100,000      | 57                   | 1-82                            |
| No. owned second homes .....  | 1990                | 1,569        | 57                   | 1-83                            |
| Estimated direct pleasure trip expenditures .....                   | 1996                | \$9,483,000  | 74                   | 1-83                            |
| No. eating and drinking places per 1,000 residents .....            | 1995                | 2.69         | 74                   | 1-74                            |
| Average no. inches of snowfall (1981/82-1990/91) .....              | Avg.                | 36.1         | 79                   | 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

- Greater Brighton Area Chamber of Commerce: 131 Hyne Street, Brighton, MI 48116-1517.
- Hartland Chamber of Commerce: P.O. Box 151, Hartland, MI 48353.
- Howell Area Chamber of Commerce: 123 Washington Street, Howell, MI 48843.
- Livingston County Visitors Bureau: 123 Washington Street, Howell, MI 48843. (517) 548-1795. Fax: (517) 546-4115.
- 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](mailto: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.