

LUCE COUNTY TOURISM PROFILE

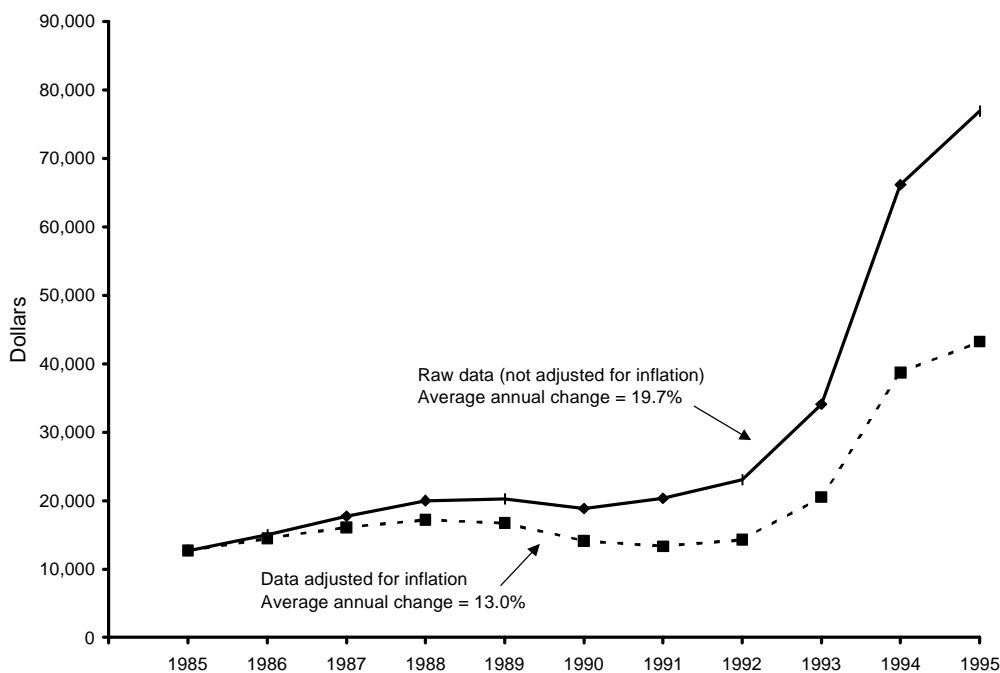
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Luce County. All statistics pertain to Luce County unless otherwise 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 Luce County (906/293-3203).



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

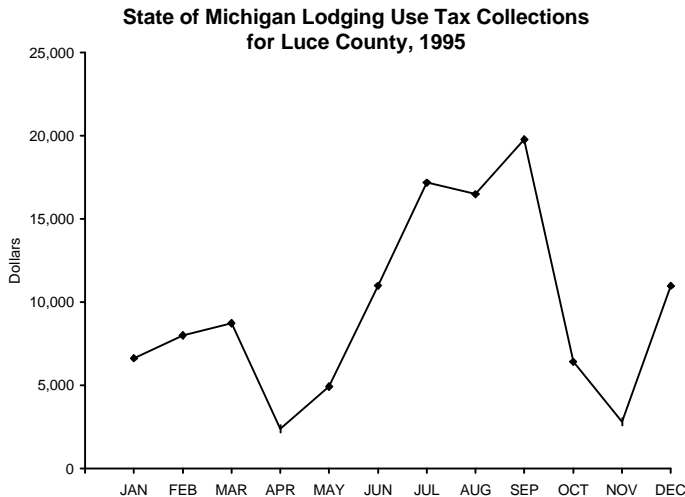
SOURCE: Michigan Department of Treasury, Systems Division.

ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN LUCE 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>
Alger	0.8%	710,300	\$38,591,000
Chippewa	3.8%	3,609,600	\$196,099,000
Luce	0.2%	204,700	\$11,119,000
Mackinac	5.3%	4,964,800	\$269,727,000
Schoolcraft	0.1%	97,000	\$5,269,000

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 LUCE COUNTY

Estimated number of visits to Muskallonge Lake State Park (1996)	76,676
Estimated number of visits to Tahquamenon Falls State Park (1996)	503,121
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$115,320

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	578,880
No. water acres in county (1989)	14,464
Total no. acres in county (1989)	593,344
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	0
State parks and recreation areas	10,698
State boating and fishing sites	262
State game/wildlife areas	0
State forests	285,962
Other areas	0
Total	296,922
No. acres of publicly or privately owned forest land (1994)	472,700
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	134.4
No. miles of Great Lake shoreline	31
Total no. miles of rivers and streams	658
No. miles of state or federal wild/scenic/natural river (1990)	141
No. inland lakes > 50 acres in size	29
Combined acres of natural or artificial lakes and ponds (1991)	15,271
Total no. acres of legislatively protected sand dunes (1989)	5,003
Natural heritage site: Upper Tahquamenon Falls.	

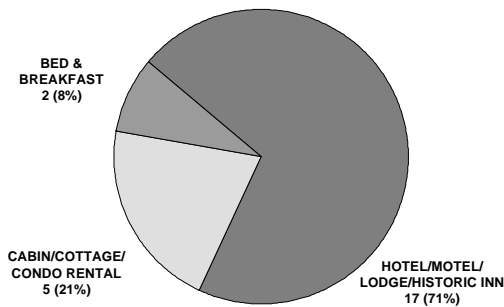
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	26
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)	2
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)	45.8
No. owned second homes (1990)	1,078
No. licensed food service establishments (1995)	
Table service	20
Fast food	5
Cafeteria	6
Bar only	6
Other	0
Total	37
No. boat liveryes (1990)	14
No. watercraft for rent (1990)	134
No. miles of state-funded snowmobile trail (1990)	116.6
No. miles of hiking/skiing/mtn. biking trail (1994)	63.3
No. miles of designated off-road vehicle trail (1992)	143
No. museums (1990)	2
No. historical attractions open to the public (1990)	0
No. miles of interstate highway (1990)	0.0

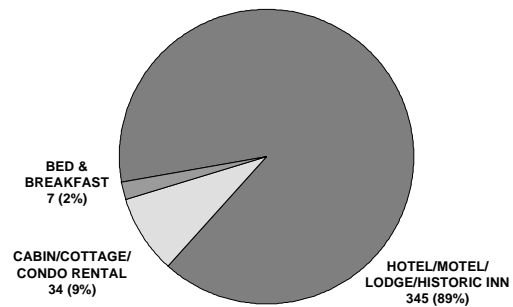
PRINCIPAL ATTRACTIONS AND EVENTS

Located in the heart of the eastern Upper Peninsula's major recreation attractions, Luce County's hotels motels, and restaurants are within 60 miles of Pictured Rocks National Lakeshore, Fayette State Park, Sery National Wildlife Refuge, Tahquamenon Falls State Park, Whitefish Point Shipwreck Museum, King's Club, Vegas Kewadin, and Kewadin Shores Casinos, Soo Locks, and Mackinac Island and Bridge. Within Luce County are nearly 300,000 acres of public lands, nearly 15,000 acres of inland lakes, 658 miles of rivers and streams, including Hemingway's Big Two Hearted River, 31 miles of agate strewn Lake Superior shoreline, Upper Tahquamenon Falls (second largest falls east of the Mississippi), recreational harbor facilities at Little Lake on Lake Superior, over 200 miles of groomed snowmobile trails, over 20 miles of groomed cross-country ski trails, Tahquamenon Logging Museum, Museum of Native American Arts and Crafts, Luce County Historical Museum, Newberry Country Club's golf course; Tahquamenon Falls Nordin Invitational, Superior Circle Sled Dog Race, Polka Festival, Ole Time Music Jamboree, Lumberjack Days, Original Michigan Fiddler's Jamboree, and the Luce-West Mackinac County Fair.

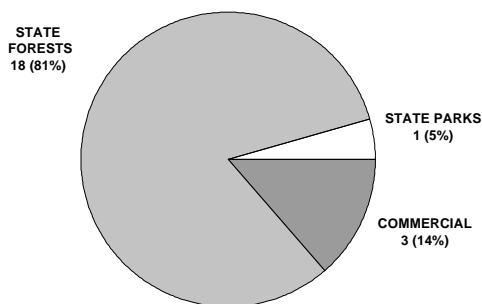
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



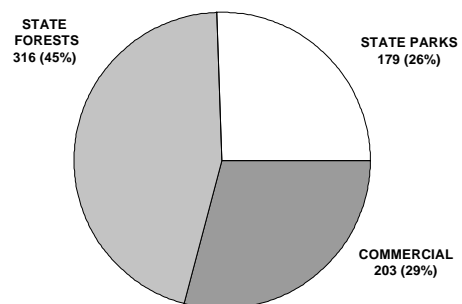
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. miles of state or federal wild/scenic/natural river	1990	141.0	3	1-39
No. miles of designated off-road vehicle trail	1992	143.0	5	1-38
No. eating and drinking places per 1,000 residents	1995	6.61	6	1-74
No. natural heritage sites	1990	1	6	1-7
No. acres of public recreation land	1990	296,922	7	1-83
No. historical attractions open to the public	1990	0	9	1-9
No. licensed rental watercraft per 1,000 residents	1990	23.25	9	1-76
Average no. inches of snowfall (1981/82-1990/91)	Avg.	134.4	9	1-82
No. miles of state-funded snowmobile trail	1990	116.6	10	1-47
No. museums	1990	2	12	1-14
No. acres of publicly or privately owned forest land	1994	472,700	13	1-82
Total no. miles of rivers and streams	1944	658	15	1-77
Combined area of natural or artificial lakes and ponds	1991	15,271	16	1-83
No. public access sites	1990	26	17	1-83
No. miles of designated scenic highway	1990	45.8	20	1-35
No. licensed charter boats	1996	2	20	1-22
No. lifts or tows at downhill ski areas	1990	0	20	1-20
No. miles of Great Lake shoreline	n.d.	31.0	26	1-38
No. miles of designated hiking/skiing/mtn. biking trail	1994	63.30	32	1-79
Total no. public golf course holes per 1,000 residents	1995	1.61	37	1-74
No. Great Lake marina slips per 1,000 residents	1994	0.00	41	1-41
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.00	48	1-48
No. designated campsites	1990	698	52	1-81
Total no. units in commercial lodging establishments	1990	386	54	1-82
No. owned second homes	1990	1,078	64	1-83
Estimated direct pleasure trip expenditures	1996	\$11,119,000	72	1-83
Estimated population	1995	5,599	82	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

- Newberry Area Chamber of Commerce: P.O. Box 308, Newberry, MI 49868.
- Newberry Area Tourism Association: P.O. Box 308, Newberry, MI 49868. (906) 293-5562. Fax: (906) 293-3435.
- 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.