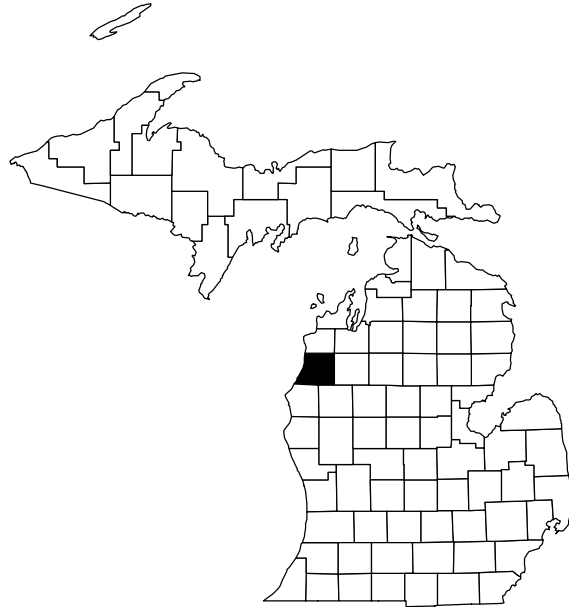


MANISTEE COUNTY TOURISM PROFILE

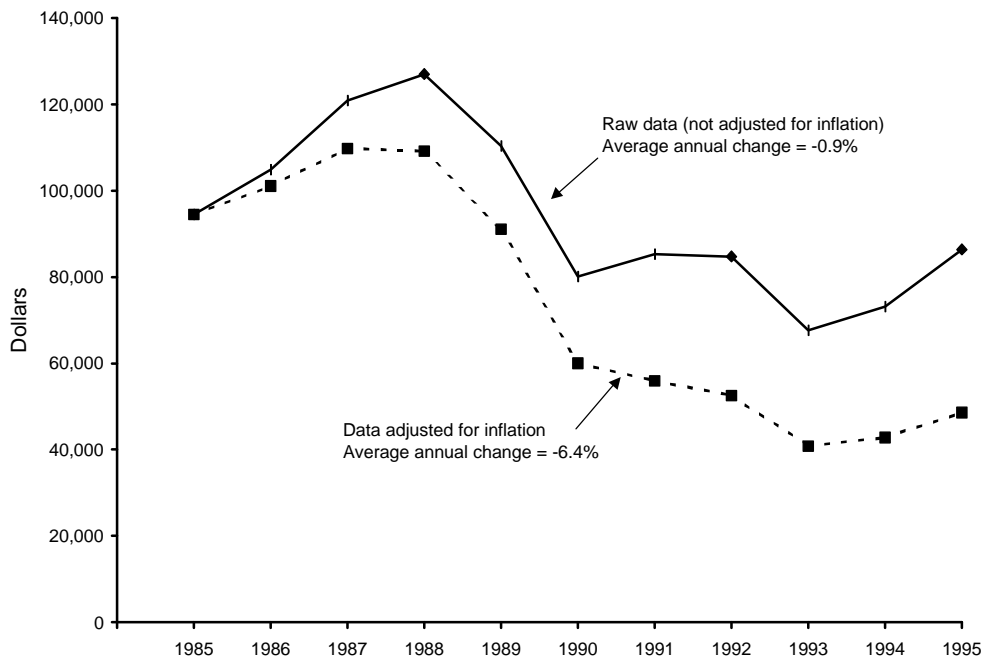
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Manistee County. All statistics pertain to Manistee 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 Manistee County (616/889-4277).



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

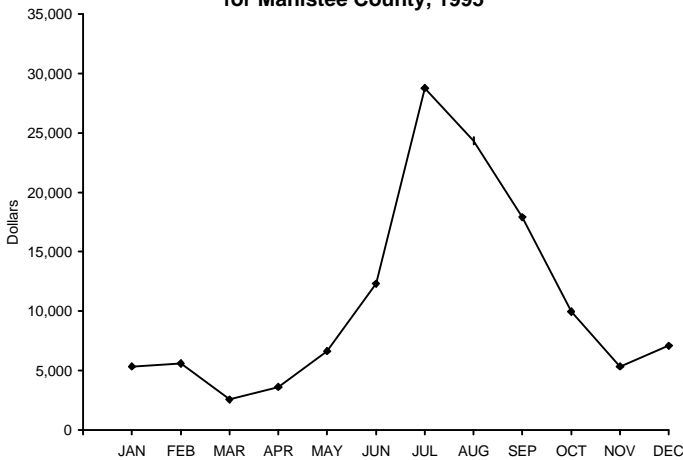
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN MANISTEE AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Benzie	0.6%	538,700	\$29,267,000
Lake	0.2%	206,700	\$11,231,000
Manistee	1.5%	1,378,300	\$74,879,000
Mason	1.4%	1,326,900	\$71,088,000
Wexford	0.7%	648,000	\$35,203,000

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.

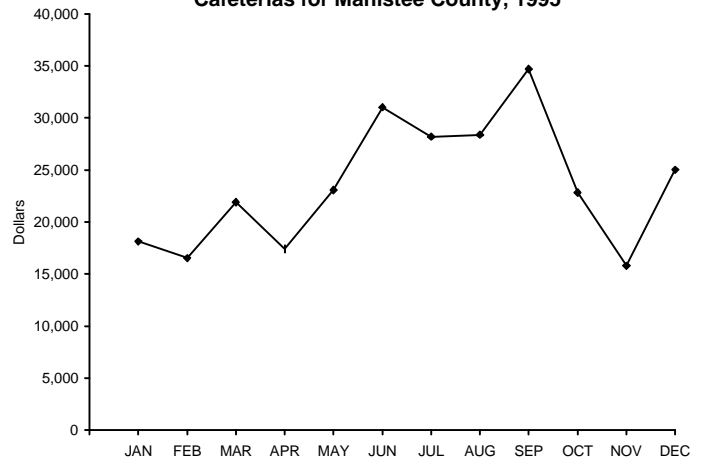
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR MANISTEE COUNTY

Estimated number of visits to Orchard Beach State Park (1996)	83,166
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$129,587

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	347,456
No. water acres in county (1989)	9,600
Total no. acres in county (1989)	357,056
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	86,662
State parks and recreation areas	201
State boating and fishing sites	163
State game/wildlife areas	3,634
State forests	20,102
Other areas	0
Total	110,762
No. acres of publicly or privately owned forest land (1994)	253,300
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	99.7
No. miles of Great Lake shoreline	25
Total no. miles of rivers and streams	276
No. miles of state or federal wild/scenic/natural river (1990)	45
No. inland lakes > 50 acres in size	9
Combined acres of natural or artificial lakes and ponds (1991)	8,248
Total no. acres of legislatively protected sand dunes (1989)	588

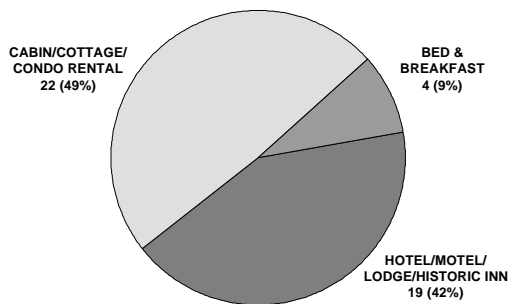
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	23
No. recreational harbors on the Great Lakes (1990)	3
No. Great Lake marinas (1994)	20
No. Great Lake marina slips (1994)	886
No. licensed charter boats (1996)	36
No. 9-hole golf courses (1995)	3
No. 18-hole golf courses (1995)	3
No. agricultural markets/wineries/u-picks (1993)	27
No. miles of designated scenic highway (1990)	18
No. owned second homes (1990)	3,051
No. licensed food service establishments (1995)	
Table service	40
Fast food	63
Cafeteria	13
Bar only	5
Other	21
Total	142
No. boat liverys (1990)	17
No. watercraft for rent (1990)	167
No. miles of state-funded snowmobile trail (1990)	108
No. miles of hiking/skiing/mtn. biking trail (1994)	82
No. miles of designated off-road vehicle trail (1992)	0
No. museums (1990)	2
No. historical attractions open to the public (1990)	2
No. miles of interstate highway (1990)	0.0

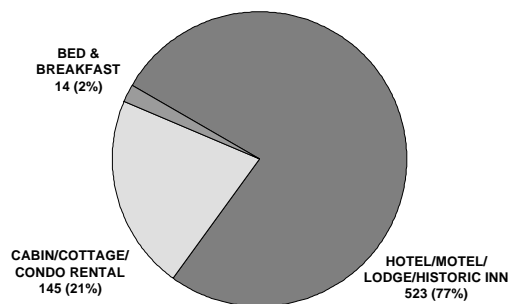
PRINCIPAL ATTRACTIONS AND EVENTS

Surrounded by unspoiled natural beauty year round, Manistee County offers small town charm with recreation for every enthusiast; many attractions are available, including some of the finest fishing in the country, white sandy beaches, a national forest, hunting, campgrounds, horseback riding, skiing, and snowmobile trails, five golf courses, tennis, canoeing, public access sites, riverwalks, bandshells, bowling, historic buildings, Victorian Mansions, trolley tours, museums, and festivals throughout the year; two piers and the U.S. Coast Guard Station protect the entrance to the Manistee River Channel; the much photographed and painted lighthouse and beautiful beach scenes draw many artists to the area; the historic Ramsdell Theatre offers plays by a talented local theatre group.

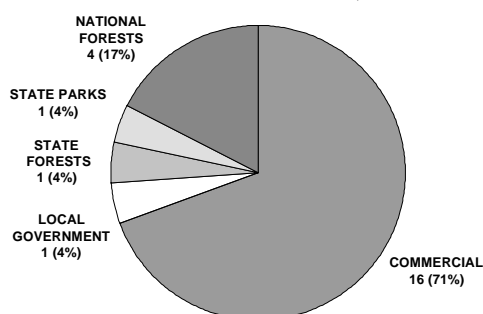
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



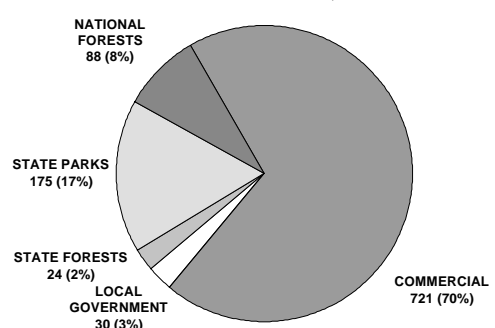
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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	1.19	2	1-48
No. Great Lake marina slips per 1,000 residents	1994	39.02	4	1-41
No. licensed charter boats	1996	36	5	1-22
No. historical attractions open to the public	1990	2	7	1-9
No. natural heritage sites	1990	0	7	1-7
Total no. public golf course holes per 1,000 residents	1995	3.53	10	1-74
No. eating and drinking places per 1,000 residents	1995	6.20	11	1-74
No. museums	1990	2	12	1-14
No. miles of state-funded snowmobile trail	1990	107.9	14	1-47
No. lifts or tows at downhill ski areas	1990	0	20	1-20
Estimated direct pleasure trip expenditures	1996	\$74,879,000	21	1-83
No. miles of state or federal wild/scenic/natural river	1990	44.5	21	1-39
No. miles of designated hiking/skiing/mtn. biking trail	1994	81.59	23	1-79
Average no. inches of snowfall (1981/82-1990/91)	Avg.	99.7	23	1-82
No. public access sites	1990	23	25	1-83
No. acres of public recreation land	1990	110,762	26	1-83
No. licensed rental watercraft per 1,000 residents	1990	7.85	27	1-76
No. acres of publicly or privately owned forest land	1994	253,300	27	1-82
No. owned second homes	1990	3,051	30	1-83
No. miles of designated scenic highway	1990	18.2	31	1-35
No. miles of Great Lake shoreline	n.d.	25.4	32	1-38
No. designated campsites	1990	1,038	34	1-81
No. miles of designated off-road vehicle trail	1992	0.0	38	1-38
Total no. units in commercial lodging establishments	1990	682	38	1-82
Combined area of natural or artificial lakes and ponds	1991	8,248	39	1-83
Total no. miles of rivers and streams	1944	276	53	1-77
Estimated population	1995	22,915	57	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

- Manistee Area Chamber of Commerce: 11 Cypress Street, Manistee, MI 49660-1419. (800) 288-2286. Fax: (616) 723-1515.
- Manistee Area Convention & Visitors Bureau: P.O. Box 13, Manistee, MI 49660. (888) 584-9862. Fax: (616) 723-0007.
Web site: <http://www.manistee.com/accom.html>
- 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



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.