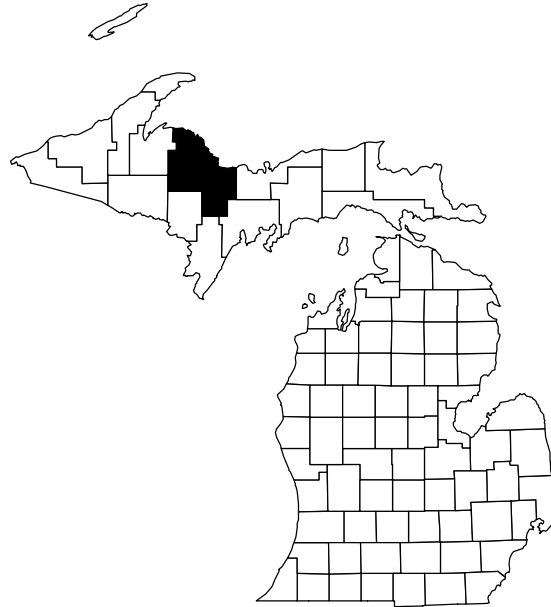


MARQUETTE COUNTY TOURISM PROFILE

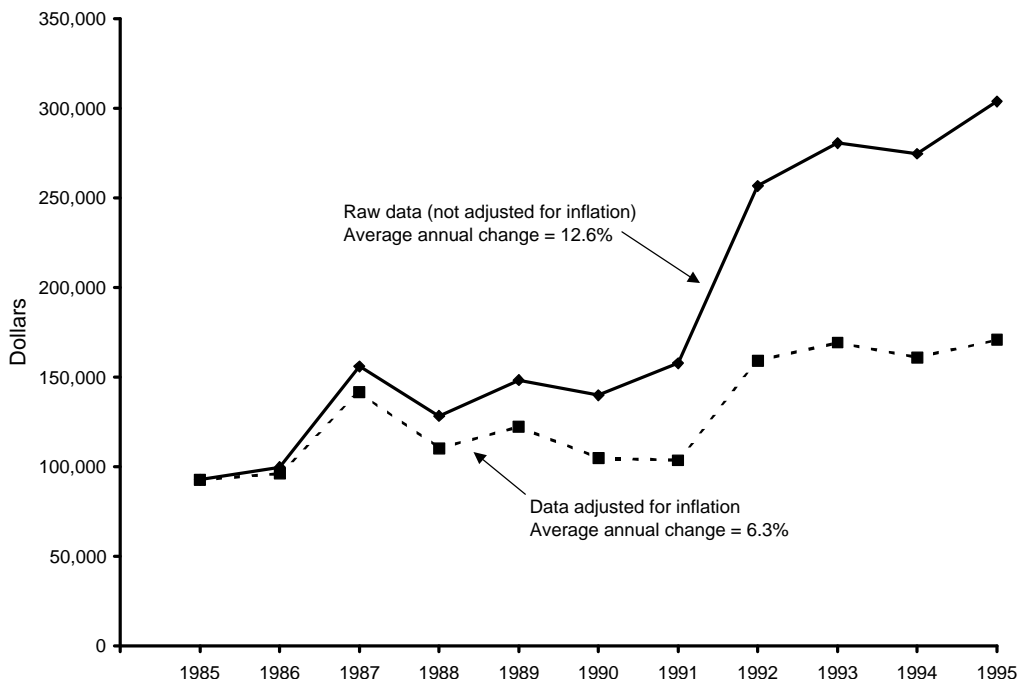
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Marquette County. All statistics pertain to Marquette 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 Marquette County (906/228-1556).



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

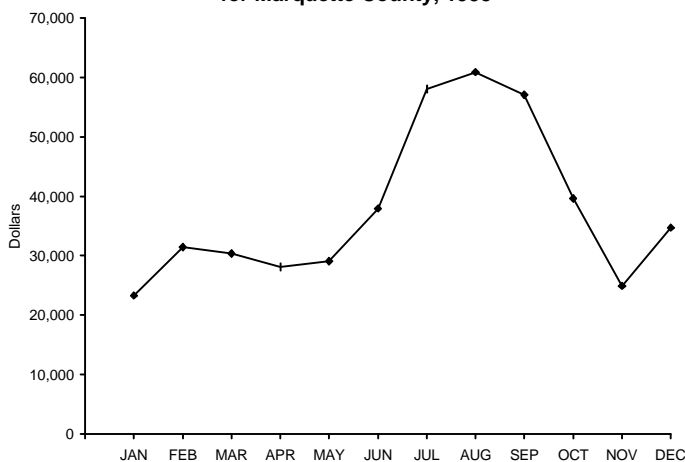
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN MARQUETTE AND NEIGHBORING COUNTIES, 1996

<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
Baraga	0.3%	259,900	\$14,118,000
Delta	0.9%	877,100	\$47,650,000
Dickinson	0.7%	683,300	\$37,123,000
Iron	0.6%	545,800	\$29,652,000
Marquette	1.5%	1,425,600	\$77,448,000
Menominee	0.4%	333,400	\$18,111,000

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.

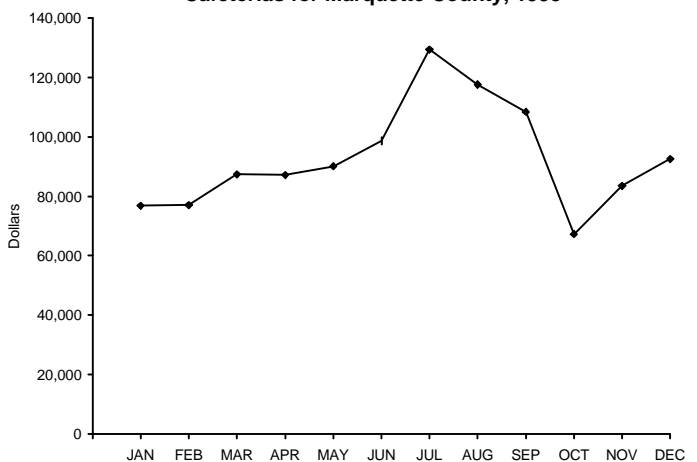
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR MARQUETTE COUNTY

Estimated number of visits to Marquette Welcome Center (1996)	145,245
Estimated number of visits to Van Riper State Park (1996)	113,079
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$455,511

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	1,165,696
No. water acres in county (1989)	33,216
Total no. acres in county (1989)	1,198,912
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	148
National forests	18,040
State parks and recreation areas	1,124
State boating and fishing sites	4,192
State game/wildlife areas	0
State forests	255,663
Other areas	0
Total	279,167
No. acres of publicly or privately owned forest land (1994)	1,027,400
Total no. acres of designated state or federal wilderness (1990)	7,188
Average no. inches of snowfall (1981/82-1990/91)	136.7
No. miles of Great Lake shoreline	79
Total no. miles of rivers and streams	1,906
No. miles of state or federal wild/scenic/natural river (1990)	4
No. inland lakes > 50 acres in size	87
Combined acres of natural or artificial lakes and ponds (1991) .	30,062
Total no. acres of legislatively protected sand dunes (1989)	0
Natural heritage sites: Huron Islands National Wildlife Refuge; moose herd in Marquette County; Mt. Marquette scenic outlook area; Sugar Loaf Mountain.	

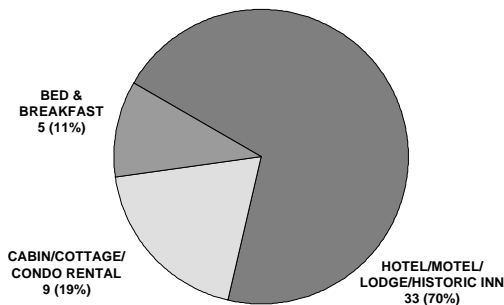
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	62
No. recreational harbors on the Great Lakes (1990)	3
No. Great Lake marinas (1994)	5
No. Great Lake marina slips (1994)	128
No. licensed charter boats (1996)	6
No. 9-hole golf courses (1995)	0
No. 18-hole golf courses (1995)	3
No. agricultural markets/wineries/u-picks (1993)	4
No. miles of designated scenic highway (1990)	52.3
No. owned second homes (1990)	4,024
No. licensed food service establishments (1995)	
Table service	103
Fast food	66
Cafeteria	39
Bar only	39
Other	39
Total	286
No. boat liveryes (1990)	10
No. watercraft for rent (1990)	94
No. miles of state-funded snowmobile trail (1990)	190.8
No. miles of hiking/skiing/mtn. biking trail (1994)	164.2
No. miles of designated off-road vehicle trail (1992)	48.6
No. museums (1990)	5
No. historical attractions open to the public (1990)	0
No. miles of interstate highway (1990)	0.0

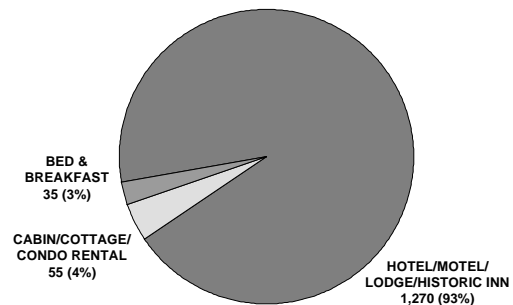
PRINCIPAL ATTRACTIONS AND EVENTS

McCormick and Donnelly wilderness areas; Presque Isle Park; Van Riper State Park; Mt. Marquette and Sugarloaf lookout points; Lake Superior shoreline; recreational harbor facilities at Marquette and Big Bay on Lake Superior; U.S.Olympic Education Center; Negaunee Naturbahn Luge Track; National Ski Hall of Fame; Michigan Iron Industry Museum; Marquette Maritime Museum; Northern Michigan University; Suicide Bowl Ski Jump; Superior Dome; outdoor activities, including downhill and cross-country skiing, hunting, fishing, hiking, mountain biking, and snowmobiling.

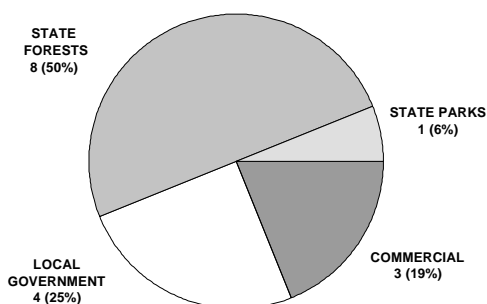
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



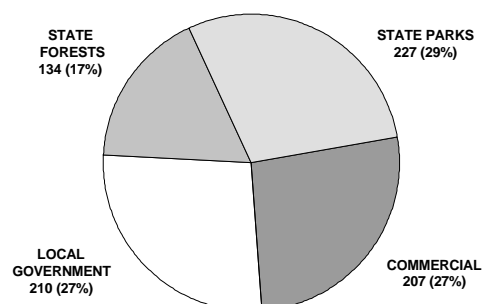
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. acres of publicly or privately owned forest land	1994	1,027,400	1	1-82
No. public access sites	1990	62	1	1-83
Total no. miles of rivers and streams	1944	1906	1	1-77
No. natural heritage sites	1990	4	3	1-7
No. miles of state-funded snowmobile trail	1990	190.8	3	1-47
Combined area of natural or artificial lakes and ponds	1991	30,062	4	1-83
No. miles of designated hiking/skiing/mtn. biking trail	1994	164.18	7	1-79
Average no. inches of snowfall (1981/82-1990/91)	Avg.	136.7	7	1-82
No. acres of public recreation land	1990	279,167	8	1-83
No. historical attractions open to the public	1990	0	9	1-9
No. museums	1990	5	9	1-14
No. miles of Great Lake shoreline	n.d.	79.4	10	1-38
No. lifts or tows at downhill ski areas	1990	7	14	1-20
No. miles of designated scenic highway	1990	52.3	15	1-35
No. owned second homes	1990	4,024	16	1-83
No. licensed charter boats	1996	6	17	1-22
No. miles of designated off-road vehicle trail	1992	48.6	18	1-38
Total no. units in commercial lodging establishments	1990	1,360	19	1-82
Estimated direct pleasure trip expenditures	1996	\$77,448,000	20	1-83
Estimated population	1995	65,442	27	1-83
No. eating and drinking places per 1,000 residents	1995	4.37	33	1-74
No. miles of state or federal wild/scenic/natural river	1990	4.0	36	1-39
No. Great Lake marina slips per 1,000 residents	1994	1.82	39	1-41
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.06	45	1-48
No. licensed rental watercraft per 1,000 residents	1990	1.33	47	1-76
No. designated campsites	1990	778	47	1-81
Total no. public golf course holes per 1,000 residents	1995	0.83	65	1-74

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

- Ishpeming-Negaunee Area Chamber of Commerce: 661 Palms Avenue, Ishpeming, MI 49849-1036.
- Marquette Area Chamber of Commerce: 501 South Front Street, Marquette, MI 49855-4732.
- Marquette Country Convention and Visitor Bureau: 2552 US Highway 41 West, Suite 300, Marquette, MI 49855. (906) 228-7749.
Fax: (906) 228-3642. E-mail: Marquette.country.cvb@worldnet.att.net Web site: <http://visit-usa.com/mi/marquette>
- 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: dholecsek@pilot.msu.edu Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center
Michigan State University

