

MIDLAND COUNTY TOURISM PROFILE

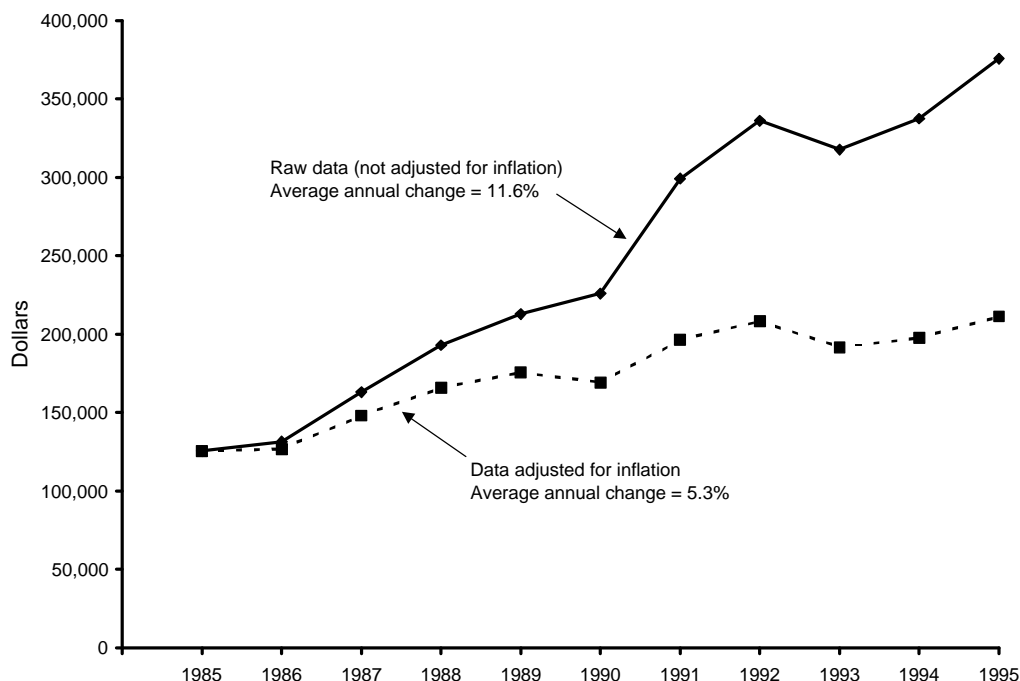
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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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 Midland County. All statistics pertain to Midland 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 Midland County (517/832-6640).



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

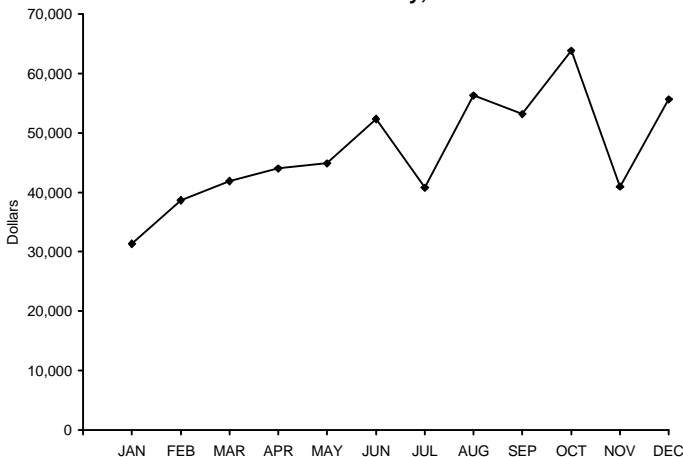
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN MIDLAND AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Bay	0.3%	297,000	\$16,136,000
Gladwin	0.3%	243,900	\$13,252,000
Gratiot	0.2%	151,000	\$8,201,000
Isabella	1.9%	1,797,300	\$97,643,000
Midland	0.7%	633,100	\$34,393,000
Saginaw	5.5%	5,163,000	\$280,491,000

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.

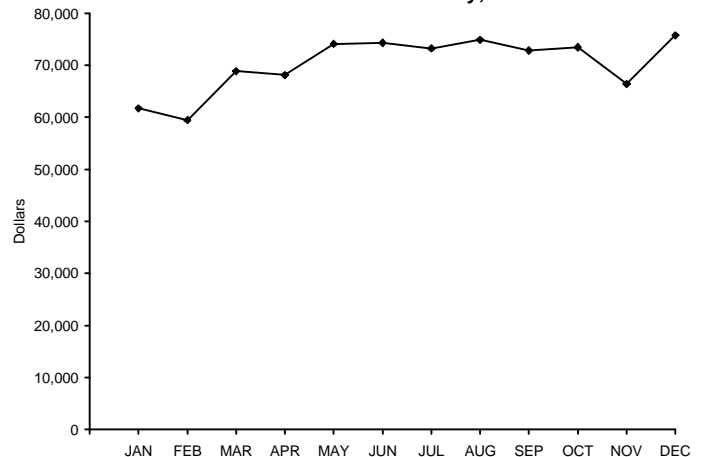
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATOR OF TRAVEL ACTIVITY FOR MIDLAND COUNTY

Unadjusted (6%) State of Michigan lodging use tax collections (1995) \$563,659

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	336,000
No. water acres in county (1989)	1,984
Total no. acres in county (1989)	337,984
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	0
State parks and recreation areas	0
State boating and fishing sites	86
State game/wildlife areas	0
State forests	41,867
Other areas	0
Total	41,9535
No. acres of publicly or privately owned forest land (1994)	175,600
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	34.1
No. miles of Great Lake shoreline	0
Total no. miles of rivers and streams	309
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	6
Combined acres of natural or artificial lakes and ponds (1991)	2,545
Total no. acres of legislatively protected sand dunes (1989)	0

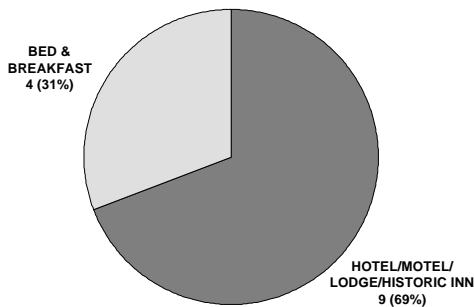
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	2
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)	2
No. agricultural markets/wineries/u-picks (1993)	5
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	417
No. licensed food service establishments (1995)	
Table service	57
Fast food	75
Cafeteria	56
Bar only	10
Other	45
Total	243
No. boat liveryes (1990)	4
No. watercraft for rent (1990)	93
No. miles of state-funded snowmobile trail (1990)	0
No. miles of hiking/skiing/mtn. biking trail (1994)	31
No. miles of designated off-road vehicle trail (1992)	44.1
No. museums (1990)	6
No. historical attractions open to the public (1990)	0
No. miles of interstate highway (1990)	0.0

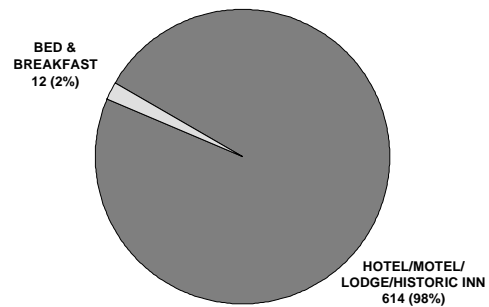
PRINCIPAL ATTRACTIONS AND EVENTS

Midland Center for the Arts; City of Midland with distinctive architecture by renowned architect Alden B. Dow; world headquarters for Dow Chemical and Dow Corning Corporations; 41 local parks; Black Creek State Forest Campground; boating resources (309 miles of rivers and streams, two public access sites).

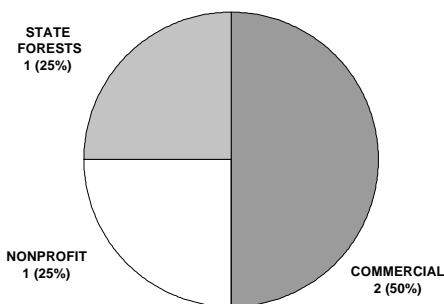
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



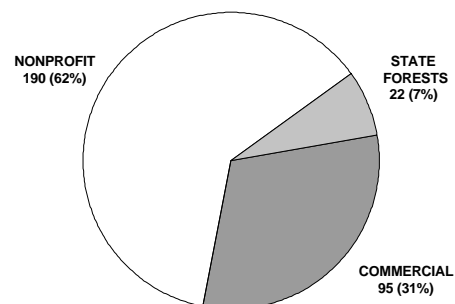
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. natural heritage sites	1990	0	7	1-7
No. museums	1990	6	8	1-14
No. historical attractions open to the public	1990	0	9	1-9
No. miles of designated off-road vehicle trail	1992	44.1	20	1-38
No. lifts or tows at downhill ski areas	1990	0	20	1-20
No. licensed charter boats	1996	0	22	1-22
Estimated population	1995	79,748	23	1-83
No. miles of designated scenic highway	1990	0.0	35	1-35
No. miles of state or federal wild/scenic/natural river	1990	0.0	39	1-39
No. acres of publicly or privately owned forest land	1994	175,600	40	1-82
Total no. units in commercial lodging establishments	1990	626	41	1-82
No. acres of public recreation land	1990	41,953	44	1-83
Total no. miles of rivers and streams	1944	309	44	1-77
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.06	45	1-48
Estimated direct pleasure trip expenditures	1996	\$34,393,000	46	1-83
No. miles of state-funded snowmobile trail	1990	0.0	47	1-47
No. miles of designated hiking/skiing/mtn. biking trail	1994	31.05	50	1-79
No. licensed rental watercraft per 1,000 residents	1990	1.23	51	1-76
Combined area of natural or artificial lakes and ponds	1991	2,545	68	1-83
Total no. public golf course holes per 1,000 residents	1995	0.68	70	1-74
No. eating and drinking places per 1,000 residents	1995	3.05	71	1-74
No. designated campsites	1990	307	73	1-81
No. owned second homes	1990	417	74	1-83
Average no. inches of snowfall (1981/82-1990/91)	Avg.	34.1	80	1-82
No. public access sites	1990	2	82	1-83
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

- Midland Area Chamber of Commerce: 300 Rodd Street, Midland, MI 48640.
- Midland County Convention and Visitors Bureau: 300 Rodd Street, Midland, MI 48640. (517) 839-9901. Fax: (517) 835-3701
E-mail: tourism@macc.org Web site: <http://www.macc.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.