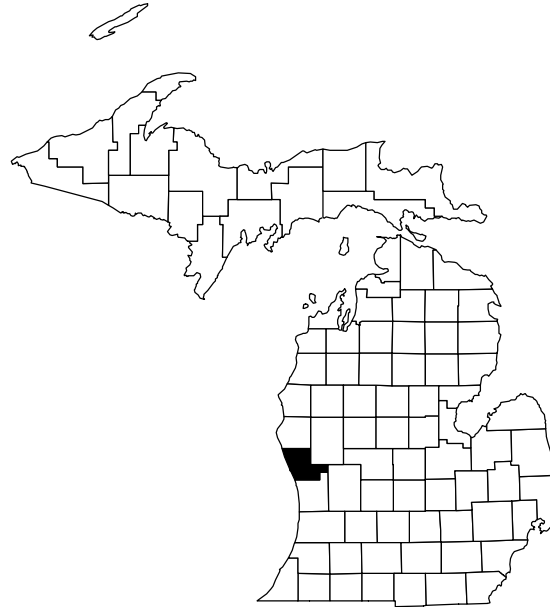


MUSKEGON COUNTY TOURISM PROFILE

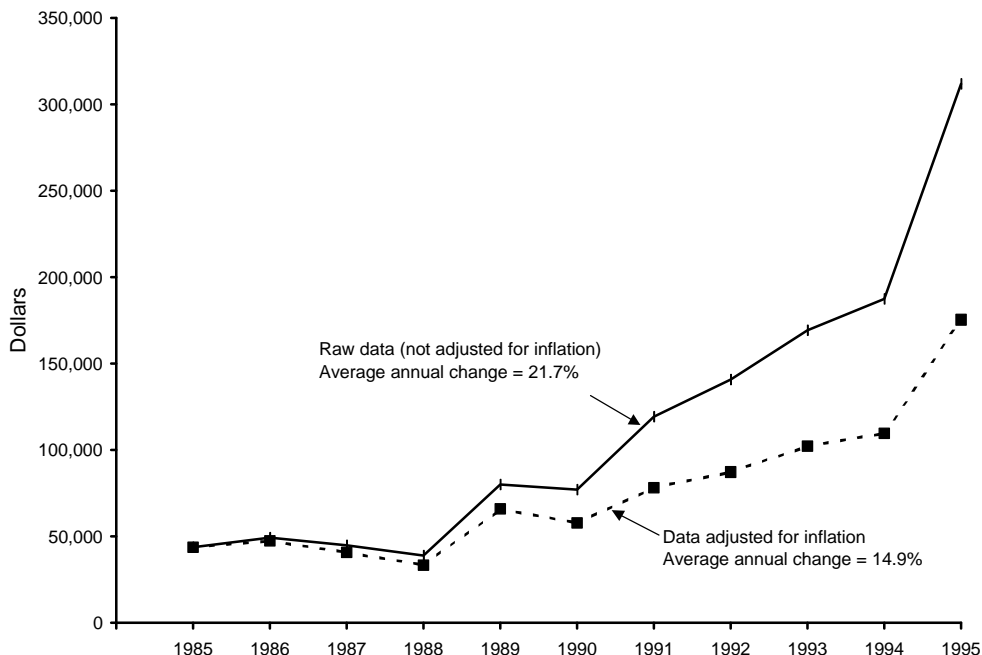
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Muskegon County. All statistics pertain to Muskegon 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 Muskegon County (616/724-6361).



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

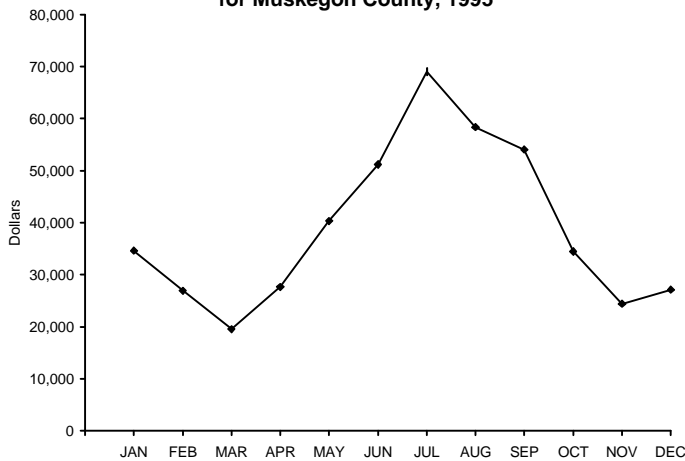
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN MUSKEGON AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Kent	2.9%	2,725,700	\$148,082,000
Muskegon	1.9%	1,760,200	\$95,628,000
Newaygo	0.3%	283,000	\$15,373,000
Oceana	1.2%	1,168,600	\$63,486,000
Ottawa	1.6%	1,467,900	\$79,748,000

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.

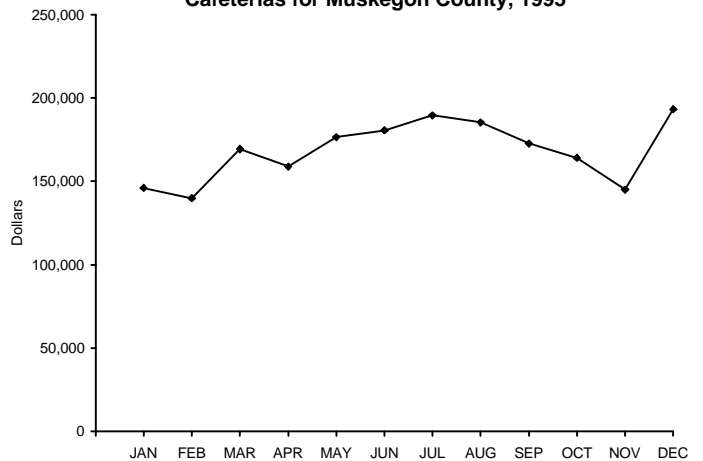
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR MUSKEGON COUNTY

Estimated number of visits to Duck Lake State Park (1996)	102,517
Number of visits to Hart-Montague State Trail (1996)	63,862
Estimated number of visits to Hoffmaster State Park (1996)	378,842
Estimated number of visits to Muskegon State Park (1996)	361,036
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$467,795

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	324,480
No. water acres in county (1989)	12,608
Total no. acres in county (1989)	337,088
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	12,501
State parks and recreation areas	2,670
State boating and fishing sites	4
State game/wildlife areas	8,637
State forests	0
Other areas	0
Total	23,812
No. acres of publicly or privately owned forest land (1994)	162,200
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	78.6
No. miles of Great Lake shoreline	27
Total no. miles of rivers and streams	394
No. miles of state or federal wild/scenic/natural river (1990)	23
No. inland lakes > 50 acres in size	21
Combined acres of natural or artificial lakes and ponds (1991)	11,453
Total no. acres of legislatively protected sand dunes (1989)	3,539
Natural heritage sites: High Dunes and Hoffmaster Wild Area in Muskegon State Park.	

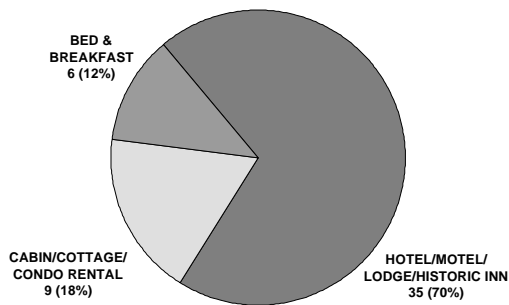
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	11
No. recreational harbors on the Great Lakes (1990)	2
No. Great Lake marinas (1994)	28
No. Great Lake marina slips (1994)	2,162
No. licensed charter boats (1996)	24
No. 9-hole golf courses (1995)	7
No. 18-hole golf courses (1995)	8
No. agricultural markets/wineries/u-picks (1993)	19
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	1,088
No. licensed food service establishments (1995)	
Table service	156
Fast food	190
Cafeteria	96
Bar only	67
Other	132
Total	641
No. boat liveryes (1990)	4
No. watercraft for rent (1990)	177
No. miles of state-funded snowmobile trail (1990)	37
No. miles of hiking/skiing/mtn. biking trail (1994)	43
No. miles of designated off-road vehicle trail (1992)	74
No. museums (1990)	8
No. historical attractions open to the public (1990)	4
No. miles of interstate highway (1990)	5.5

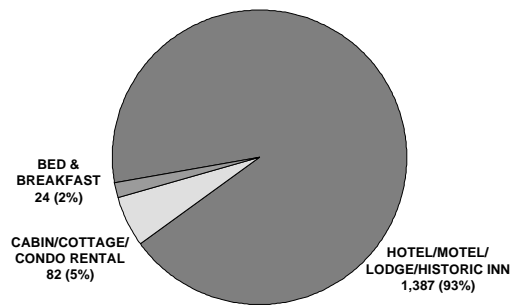
PRINCIPAL ATTRACTIONS AND EVENTS

E. Genevieve Gillette Nature Center (Muskegon); Hackley & Hume Historic Site (Muskegon); Muskegon County Museum (Muskegon); Michigan's Adventure Amusement Park (N. Muskegon); White River Light Station Museum (Whitehall); World's Largest Weathervane (Montague); Howmet Theater; Western Michigan Cherry Playhouse; winter sports complex with luge run; two lighthouses; three state parks; Muskegon Museum of Art; Great Lakes Maritime Museum; USS Silversides Submarine; Muskegon Summer Celebration; CHL Professional Hockey Team (Muskegon Fury); Muskegon Air Fair; Blue Lake Fine Arts Camp; many miles of sandy Lake Michigan beaches; Blue Lake Recreation Center; outdoor recreation activities, including boating, fishing, camping, and hiking.

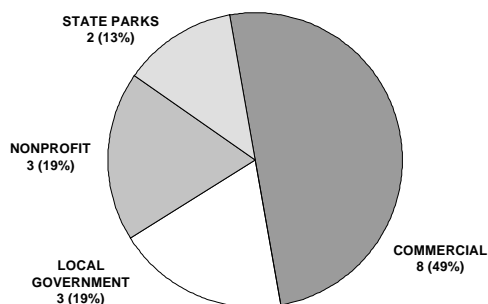
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



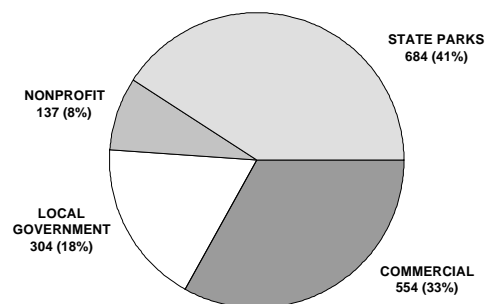
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. historical attractions open to the public	1990	4	5	1-9
No. natural heritage sites	1990	2	5	1-7
No. museums	1990	8	6	1-14
No. licensed charter boats	1996	24	8	1-22
Estimated population	1995	164,459	11	1-83
No. miles of designated off-road vehicle trail	1992	74.4	14	1-38
Estimated direct pleasure trip expenditures	1996	\$95,628,000	14	1-83
No. designated campsites	1990	1,679	17	1-81
Total no. units in commercial lodging establishments	1990	1,493	18	1-82
No. Great Lake marina slips per 1,000 residents	1994	13.22	20	1-41
No. lifts or tows at downhill ski areas	1990	0	20	1-20
Combined area of natural or artificial lakes and ponds	1991	11,453	26	1-83
No. miles of state or federal wild/scenic/natural river	1990	23.0	27	1-39
No. miles of Great Lake shoreline	n.d.	26.9	30	1-38
Average no. inches of snowfall (1981/82-1990/91)	Avg.	78.6	31	1-82
Total no. miles of rivers and streams	1944	394	31	1-77
No. miles of state-funded snowmobile trail	1990	37.1	32	1-47
No. miles of designated scenic highway	1990	0.0	35	1-35
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.12	39	1-48
No. miles of designated hiking/skiing/mtn. biking trail	1994	43.32	43	1-79
No. acres of publicly or privately owned forest land	1994	162,200	44	1-82
No. eating and drinking places per 1,000 residents	1995	3.90	45	1-74
Total no. public golf course holes per 1,000 residents	1995	1.26	48	1-74
No. acres of public recreation land	1990	23,812	49	1-83
No. licensed rental watercraft per 1,000 residents	1990	1.11	53	1-76
No. public access sites	1990	11	54	1-83
No. owned second homes	1990	1,088	63	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

- Muskegon County Convention and Visitors Bureau: Historic Union Depot, 610 West Webster Avenue, Muskegon, MI 49440. (616) 722-3751. (800) 250-WAVE Fax: (616) 722-1913. Web site: <http://www.muskegon.org>
- Muskegon Economic Growth Alliance: 230 Terrace Plaza, P.O. Box 1087, Muskegon, MI 49443-1087.
- White Lake Area Chamber of Commerce: 124 West Hanson, Whitehall, MI 49461-1027. (616) 893-4585.
- 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.