

NEWAYGO COUNTY TOURISM PROFILE

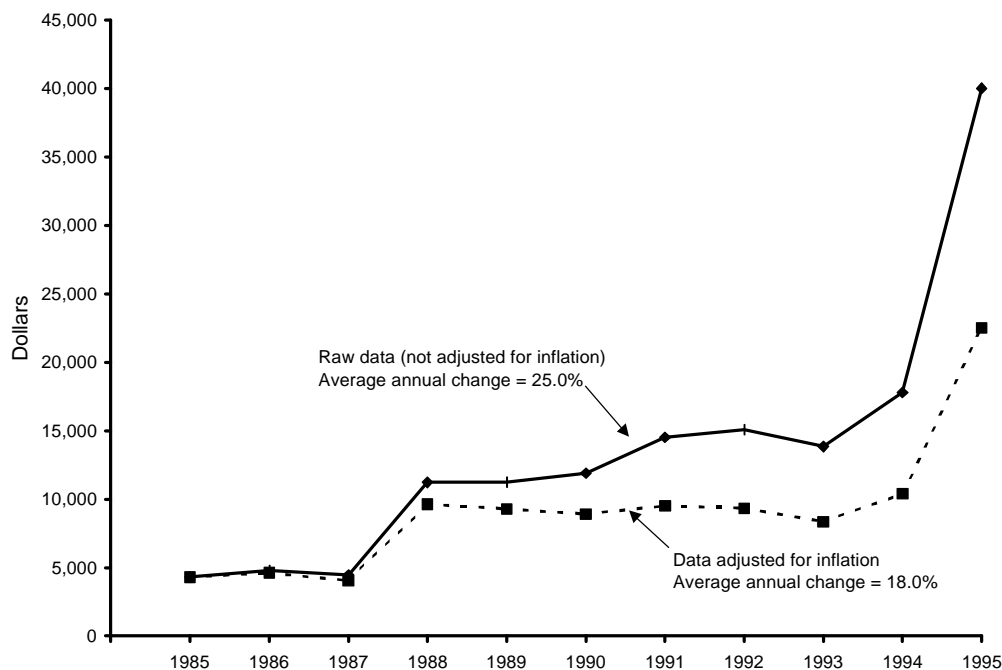
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Newaygo County. All statistics pertain to Newaygo County unless otherwise 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 Newaygo County (616/924-0500).



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

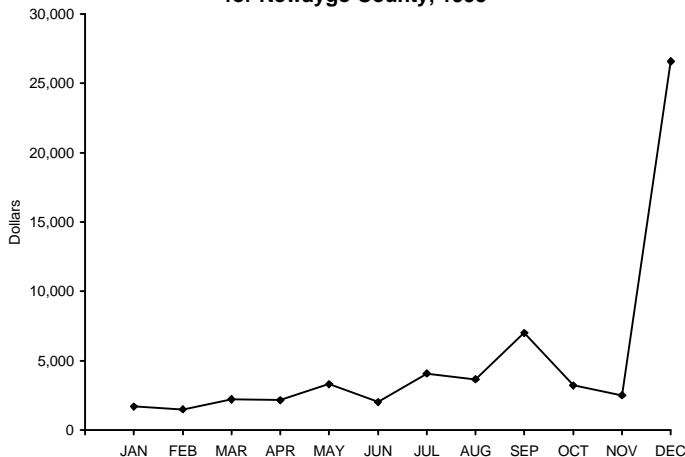
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN NEWAYGO AND NEIGHBORING COUNTIES, 1996

<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
Lake	0.2%	206,700	\$11,231,000
Mecosta	0.5%	441,800	\$24,000,000
Montcalm	0.3%	291,100	\$15,812,000
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

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.

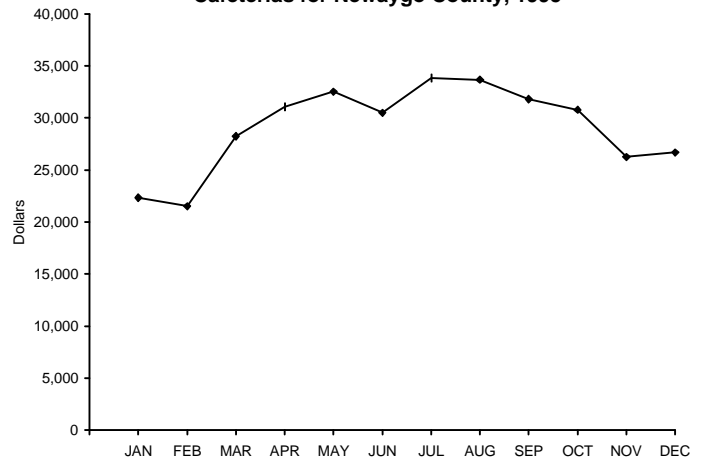
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR NEWAYGO COUNTY

Estimated number of visits to Newaygo State Park (1996)	18,665
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$60,008

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	541,952
No. water acres in county (1989)	9,792
Total no. acres in county (1989)	551,744
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	108,632
State parks and recreation areas	257
State boating and fishing sites	931
State game/wildlife areas	4,472
State forests	0
Other areas	0
Total	114,292
No. acres of publicly or privately owned forest land (1994)	331,500
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	68.8
No. miles of Great Lake shoreline	0
Total no. miles of rivers and streams	484
No. miles of state or federal wild/scenic/natural river (1990)	93
No. inland lakes > 50 acres in size	34
Combined acres of natural or artificial lakes and ponds (1991)	12,543
Total no. acres of legislatively protected sand dunes (1989)	0
Natural heritage site: High Rollway Scenic Panorama.	

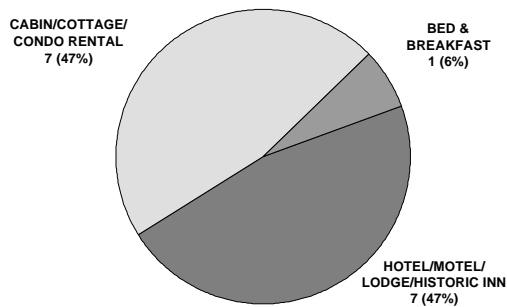
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	20
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)	3
No. agricultural markets/wineries/u-picks (1993)	22
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	5,004
No. licensed food service establishments (1995)	
Table service	58
Fast food	35
Cafeteria	32
Bar only	1
Other	21
Total	147
No. boat liveries (1990)	8
No. watercraft for rent (1990)	279
No. miles of state-funded snowmobile trail (1990)	12
No. miles of hiking/skiing/mtn. biking trail (1994)	60.3
No. miles of designated off-road vehicle trail (1992)	61
No. museums (1998)	2
No. historical attractions open to the public (1990)	0
No. miles of interstate highway (1990)	0.0

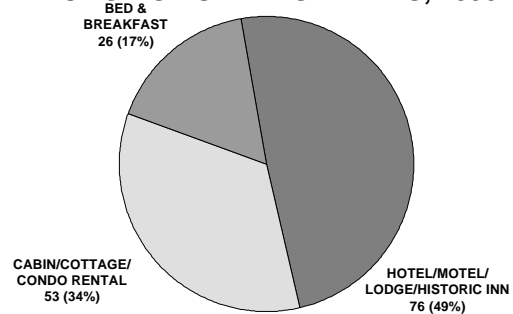
PRINCIPAL ATTRACTIONS AND EVENTS

Manistee National Forest; Newaygo State Park; Newaygo County Snowmobile Trail (61 miles); Gerber Products Co. plant tour, Fremont; The National Baby Food Festival, Fremont (July); Newaygo County Fair, Fremont (August); State and International Championship Snowmobile Water Race, Bitely (August); Newaygo Logging Fest (September); 234 lakes and 484 miles of rivers and streams; Muskegon River, featuring walleye, trout, and chinook salmon fishing; tubing, canoeing, and three electric power dams.

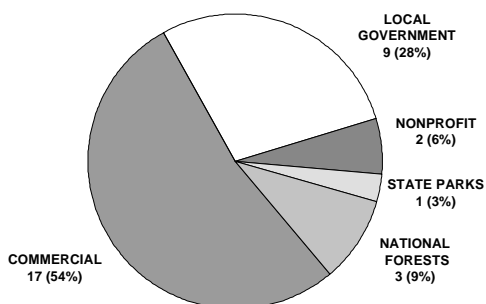
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



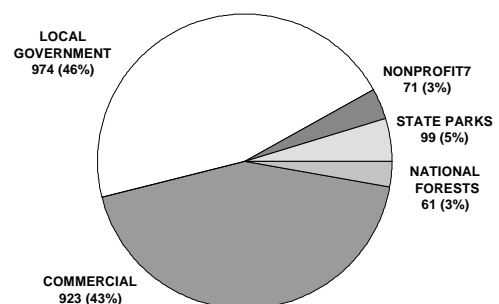
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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	1	6	1-7
No. historical attractions open to the public	1990	0	9	1-9
No. owned second homes	1990	5,004	9	1-83
No. miles of state or federal wild/scenic/natural river	1990	93.0	9	1-39
No. designated campsites	1990	2,128	9	1-81
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.53	11	1-48
No. museums	1990	0	14	1-14
No. miles of designated off-road vehicle trail	1992	61.0	16	1-38
No. acres of publicly or privately owned forest land	1994	331,500	17	1-82
No. lifts or tows at downhill ski areas	1990	0	20	1-20
Combined area of natural or artificial lakes and ponds	1991	12,543	21	1-83
No. licensed charter boats	1996	0	22	1-22
Total no. miles of rivers and streams	1944	484	24	1-77
No. acres of public recreation land	1990	114,292	25	1-83
No. licensed rental watercraft per 1,000 residents	1990	7.30	29	1-76
No. public access sites	1990	20	32	1-83
No. miles of designated hiking/skiing/mtn. biking trail	1994	60.30	33	1-79
No. miles of designated scenic highway	1990	0.0	35	1-35
Total no. public golf course holes per 1,000 residents	1995	1.65	35	1-74
Estimated population	1995	43,587	37	1-83
Average no. inches of snowfall (1981/82-1990/91)	Avg.	68.8	38	1-82
No. miles of state-funded snowmobile trail	1990	12.0	43	1-47
No. eating and drinking places per 1,000 residents	1995	3.37	61	1-74
Estimated direct pleasure trip expenditures	1996	\$15,373,000	63	1-83
Total no. units in commercial lodging establishments	1990	155	74	1-82
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

- Fremont Chamber of Commerce: 33 West Main Street, Fremont, MI 49412.
- Newaygo Area Chamber of Commerce: 8129 Mason Drive, Newaygo, MI 49337.
- White Cloud Chamber of Commerce: P.O. Box 156, White Cloud, MI 49349.
- 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: dholecck@pilot.msu.edu Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center
Michigan State University

