

OCEANA COUNTY TOURISM PROFILE

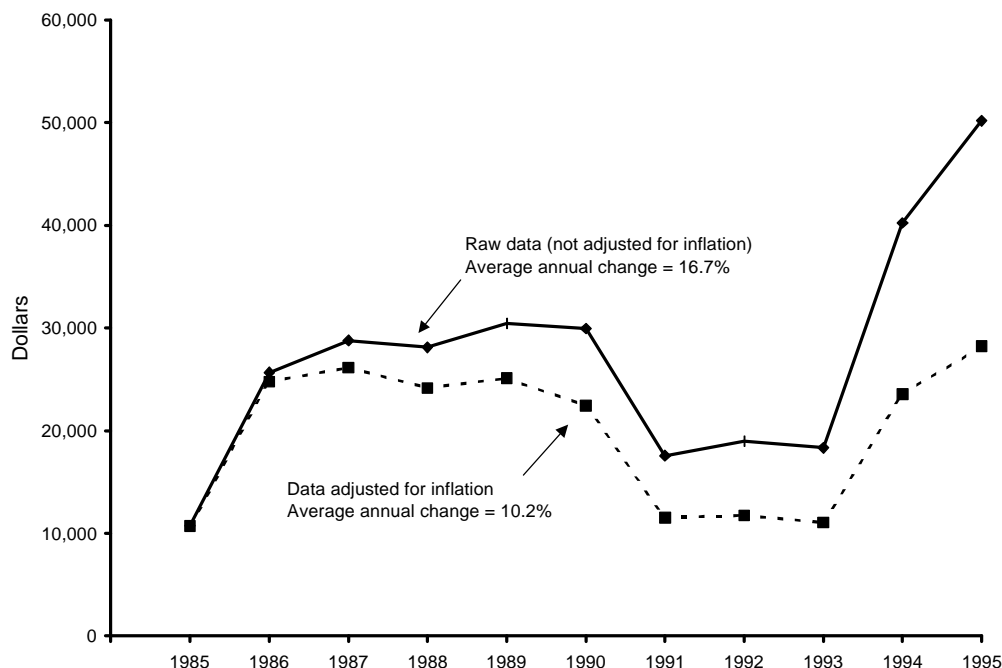
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MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Oceana County. All statistics pertain to Oceana County unless otherwise 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 Oceana County (616/873-2129).



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

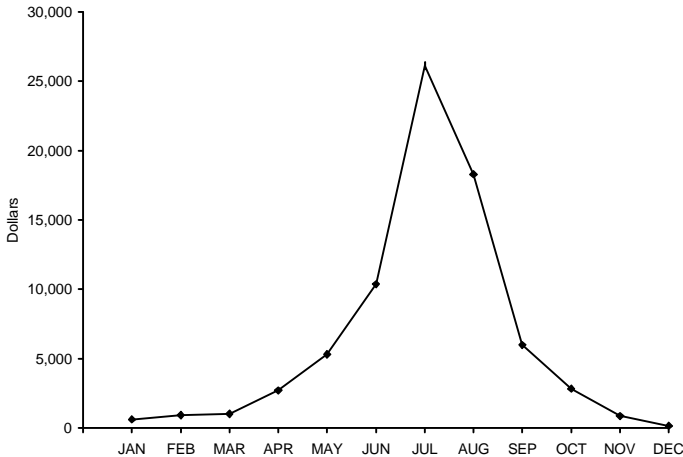
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN OCEANA AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Lake	0.2%	206,700	\$11,231,000
Mason	1.4%	1,326,900	\$72,088,000
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.

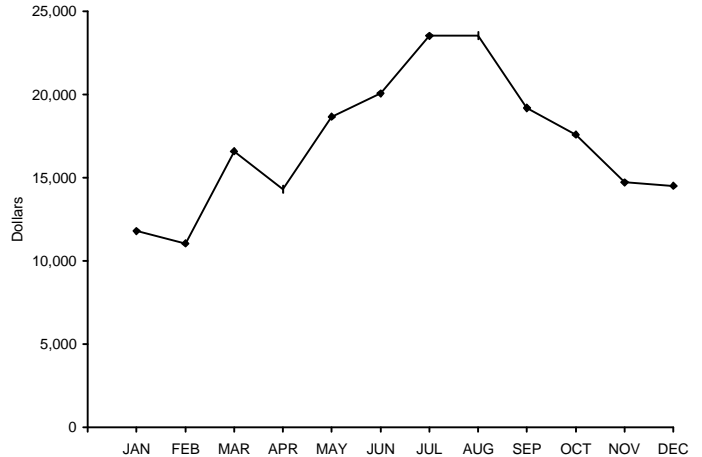
SEASONALITY IN ECONOMIC ACTIVITY

**State of Michigan Lodging Use Tax Collections
for Oceana County, 1995**



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR OCEANA COUNTY

Estimated number of visits to Hart-Montague State Trail (1996)	63,862
Estimated number of visits to Mears State Park (1996)	294,570
Estimated number of visits to Silver Lake State Park (1996)	1,092,623
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$75,273

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	346,176
No. water acres in county (1989)	3,264
Total no. acres in county (1989)	349,440
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	52,723
State parks and recreation areas	2,991
State boating and fishing sites	66
State game/wildlife areas	2,359
State forests	0
Other areas	0
Total	58,139
No. acres of publicly or privately owned forest land (1994)	186,900
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	83.2
No. miles of Great Lake shoreline	27
Total no. miles of rivers and streams	224
No. miles of state or federal wild/scenic/natural river (1990)	90
No. inland lakes > 50 acres in size	11
Combined acres of natural or artificial lakes and ponds (1991)	3,779
Total no. acres of legislatively protected sand dunes (1989)	4,670

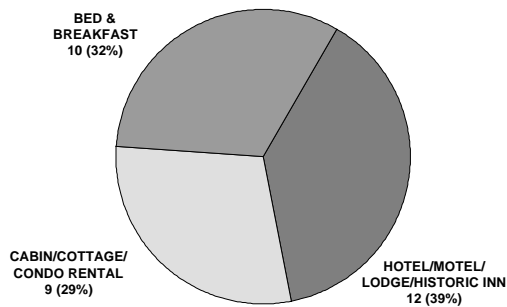
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	5
No. recreational harbors on the Great Lakes (1990)	1
No. Great Lake marinas (1994)	7
No. Great Lake marina slips (1994)	292
No. licensed charter boats (1996)	7
No. 9-hole golf courses (1995)	3
No. 18-hole golf courses (1995)	3
No. agricultural markets/wineries/u-picks (1993)	29
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	3,450
No. licensed food service establishments (1995)	
Table service	49
Fast food	25
Cafeteria	17
Bar only	3
Other	19
Total	113
No. boat liveries (1990)	13
No. watercraft for rent (1990)	248
No. miles of state-funded snowmobile trail (1990)	38.2
No. miles of hiking/skiing/mtn. biking trail (1994)	27.1
No. miles of designated off-road vehicle trail (1992)	36.6
No. museums (1990)	1
No. historical attractions open to the public (1990)	0
No. miles of interstate highway (1990)	0.0

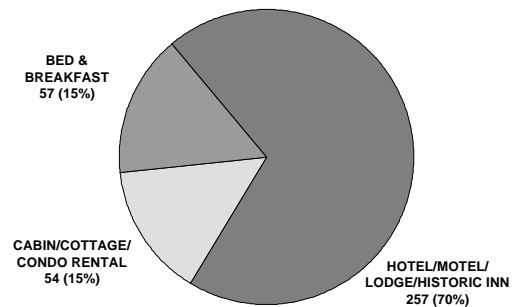
PRINCIPAL ATTRACTIONS AND EVENTS

Lake Michigan and Silver Lake with sandy beaches and dunes; Charles Mears State Park, Pentwater; Silver Lake State Park; recreational harbor facilities at Pentwater on Lake Michigan; Silver Queen river boat rides, Mears; Mac Woods' Dune Rides, Silver Lake; Little Point Sable Lighthouse; Val-de-Lakes outdoor concert arena, Shelby Gemstone Factory; Oceana County Fair; National Asparagus Festival; numerous arts and crafts fairs (in Shelby and Hart in mid-June and in Pentwater in early July).

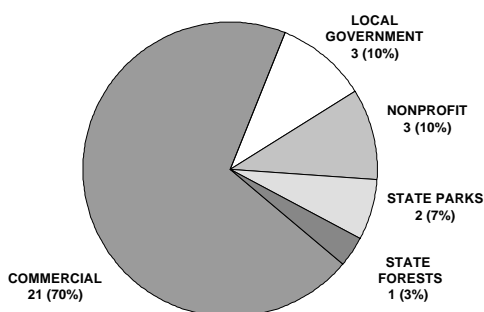
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



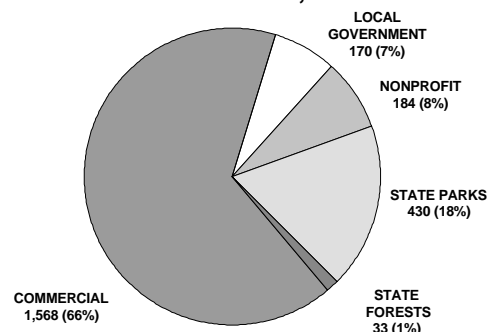
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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	1.25	1	1-48
No. designated campsites	1990	2,385	6	1-81
No. natural heritage sites	1990	0	7	1-7
No. historical attractions open to the public	1990	0	9	1-9
No. miles of state or federal wild/scenic/natural river	1990	90.0	10	1-39
No. museums	1990	1	13	1-14
Total no. public golf course holes per 1,000 residents	1995	3.39	13	1-74
No. licensed charter boats	1996	7	16	1-22
No. lifts or tows at downhill ski areas	1990	0	20	1-20
No. licensed rental watercraft per 1,000 residents	1990	11.04	21	1-76
No. Great Lake marina slips per 1,000 residents	1994	12.44	22	1-41
No. owned second homes	1990	3,450	23	1-83
No. miles of designated off-road vehicle trail	1992	36.6	24	1-38
Estimated direct pleasure trip expenditures	1996	\$63,486,000	28	1-83
Average no. inches of snowfall (1981/82-1990/91)	Avg.	83.2	28	1-82
No. miles of Great Lake shoreline	n.d.	27.4	29	1-38
No. eating and drinking places per 1,000 residents	1995	4.73	30	1-74
No. miles of state-funded snowmobile trail	1990	38.2	31	1-47
No. miles of designated scenic highway	1990	0.0	35	1-35
No. acres of publicly or privately owned forest land	1994	186,900	36	1-82
No. acres of public recreation land	1990	58,139	38	1-83
No. miles of designated hiking/skiing/mtn. biking trail	1994	27.08	55	1-79
Estimated population	1995	23,875	55	1-83
Total no. units in commercial lodging establishments	1990	368	56	1-82
Combined area of natural or artificial lakes and ponds	1991	3,779	62	1-83
Total no. miles of rivers and streams	1944	224	64	1-77
No. public access sites	1990	5	75	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

- Hart/Silver Lake Area Chamber of Commerce: State Street, P.O. Box 69, Hart, MI 49420.
- Oceana County Tourism Bureau: 100 State, P.O. Box 168, Hart, MI 49420-0168. (616) 873-3982. Fax: (616) 873-5914.
- Shelby Area Chamber of Commerce: P.O. Box 193, Shelby, MI 49455.
- 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

