

OGEMAW COUNTY TOURISM PROFILE

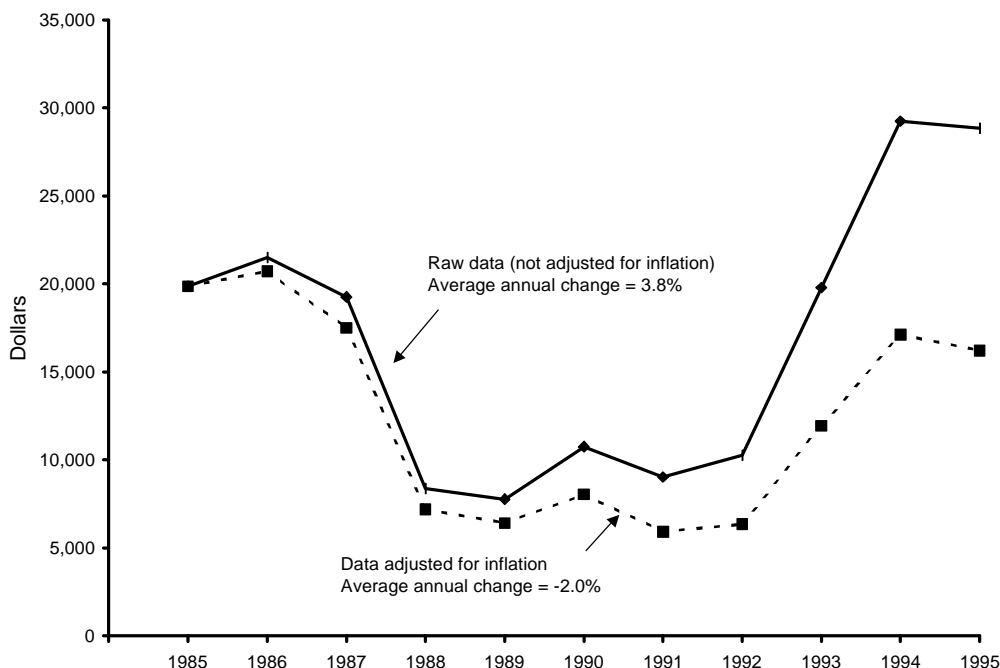
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Ogemaw County. All statistics pertain to Ogemaw 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 Ogemaw County (517/345-0692).



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

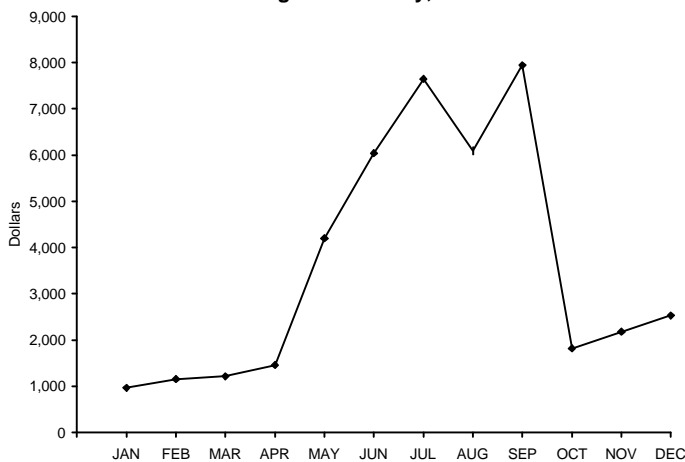
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN OGEMAW AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Arenac	0.3%	253,800	\$13,787,000
Iosco	1.3%	1,230,700	\$66,862,000
Gladwin	0.3%	243,900	\$13,252,000
Ogemaw	0.7%	641,600	\$34,859,000
Oscoda	0.4%	411,800	\$22,373,000
Roscommon	1.2%	1,152,500	\$62,614,000

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.

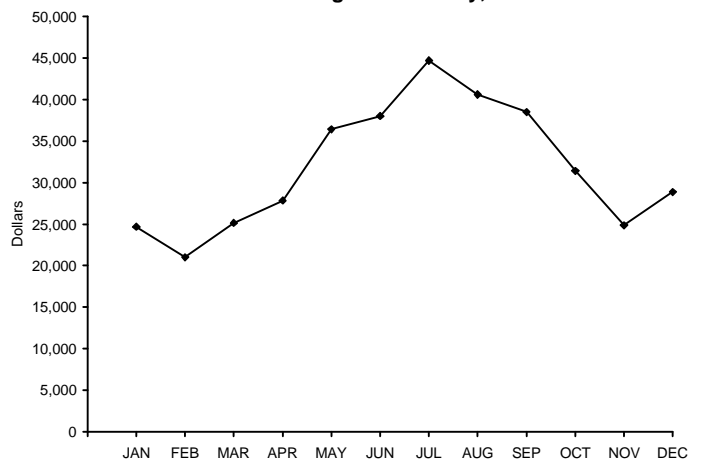
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR OGEMAW COUNTY

Estimated number of visits to Rifle River State Recreation Area (1996)	114,715
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$43,261

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	364,544
No. water acres in county (1989)	3,520
Total no. acres in county (1989)	368,064
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	2,448
National forests	20,103
State parks and recreation areas	4,449
State boating and fishing sites	528
State game/wildlife areas	0
State forests	71,980
Other areas	0
Total	99,508
No. acres of publicly or privately owned forest land (1994)	229,100
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	52.9
No. miles of Great Lake shoreline	0
Total no. miles of rivers and streams	381
No. miles of state or federal wild/scenic/natural river (1990)	90
No. inland lakes > 50 acres in size	28
Combined acres of natural or artificial lakes and ponds (1991)	6,136
Total no. acres of legislatively protected sand dunes (1989)	0

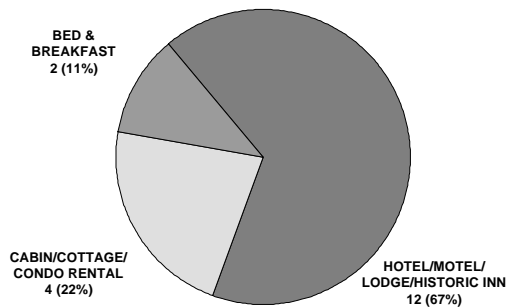
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	28
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)	3
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	5,654
No. licensed food service establishments (1995)	
Table service	43
Fast food	17
Cafeteria	8
Bar only	8
Other	10
Total	86
No. boat liveries (1990)	15
No. watercraft for rent (1990)	287
No. miles of hiking/skiing/mtn. biking trail (1994)	35.7
No. miles of designated off-road vehicle trail (1992)	118.3
No. museums (1990)	0
No. historical attractions open to the public (1990)	0
No. miles of interstate highway (1990)	15.3

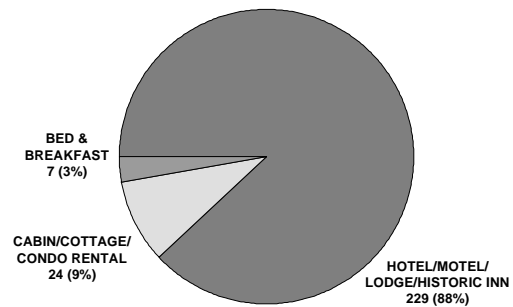
PRINCIPAL ATTRACTIONS AND EVENTS

Ogemaw County Fair (August); Heritage Days and Art Show (July); Needlecraft Show (late May/early June); Victorian Art Fair (mid-August); Rods and Relics Car Show (August) - all in West Branch; Kirtland Warbler Festival (May), Winterfest (January); West Branch Farmers' Market (July) and arts and crafts show (June); Huron National Forest; Au Sable State Forest; Rifle River State Recreation Area; ORV trail network; 381 miles of rivers and streams; 99,508 acres of public recreation land; Tittabawassee, Rifle, and Au Gres Rivers; snowmobiling (2 trails, 65 miles); numerous inland lakes, including Sage, Ogemaw, George, Au Sable, Clear, Island, Stylus, Dease, and Cranberry; trout fishing; four public golf courses; canoeing.

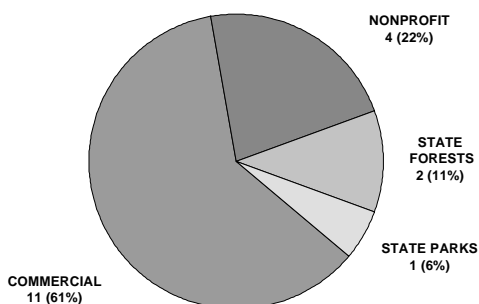
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



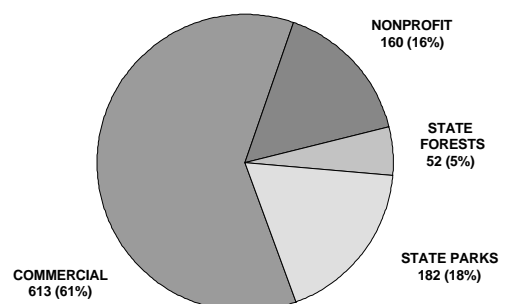
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. owned second homes	1990	5,654	5	1-83
No. natural heritage sites	1990	0	7	1-7
No. historical attractions open to the public	1990	0	9	1-9
No. miles of designated off-road vehicle trail	1992	118.3	9	1-38
No. miles of state or federal wild/scenic/natural river	1990	90.0	10	1-39
No. public access sites	1990	28	10	1-83
No. licensed rental watercraft per 1,000 residents	1990	15.36	13	1-76
No. museums	1990	0	14	1-14
Total no. public golf course holes per 1,000 residents	1995	2.63	19	1-74
No. lifts or tows at downhill ski areas	1990	0	20	1-20
No. licensed charter boats	1996	0	22	1-22
No. miles of state-funded snowmobile trail	1990	47.3	28	1-47
No. acres of public recreation land	1990	99,508	29	1-83
No. acres of publicly or privately owned forest land	1994	229,100	33	1-82
Total no. miles of rivers and streams	1944	381	33	1-77
No. miles of designated scenic highway	1990	0.0	35	1-35
No. designated campsites	1990	1,007	36	1-81
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.15	36	1-48
No. eating and drinking places per 1,000 residents	1995	4.18	39	1-74
Estimated direct pleasure trip expenditures	1996	\$34,859,000	45	1-83
Combined area of natural or artificial lakes and ponds	1991	6,136	48	1-83
No. miles of designated hiking/skiing/mtn. biking trail	1994	35.68	49	1-79
Average no. inches of snowfall (1981/82-1990/91)	Avg.	52.9	52	1-82
Total no. units in commercial lodging establishments	1990	260	61	1-82
Estimated population	1995	20,559	62	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

- West Branch Area Chamber of Commerce: 422 West Houghton Ave, West Branch, MI 48661.
- West Branch/Ogemaw County Travel and Visitors Bureau: 422 W. Houghton, West Branch, MI 48661. (517) 345-2821. Fax: (517) 345-9075.
- Skidway Lake Area Chamber of Commerce: P.O. Box 4041, Prescott, MI 48756-4041.
- Michigan's Sunrise Side Travel Association: 1361 Fletcher Street, National City, MI 48748-9666. (800) 424-3022. Fax: (517) 469-4232.
E-mail: misunrise@worldnet.att.net Web site: <http://www.oweb.com/upnorth/sunrise>
- 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

