

ONTONAGON COUNTY TOURISM PROFILE

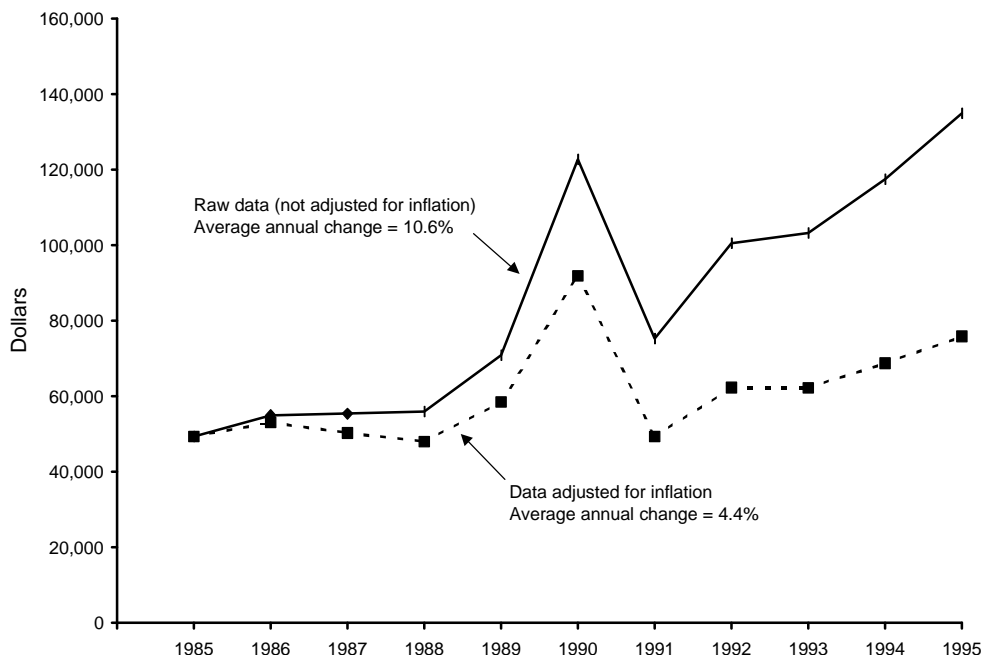
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Ontonagon County. All statistics pertain to Ontonagon 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 Ontonagon County (906/884-4386).



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

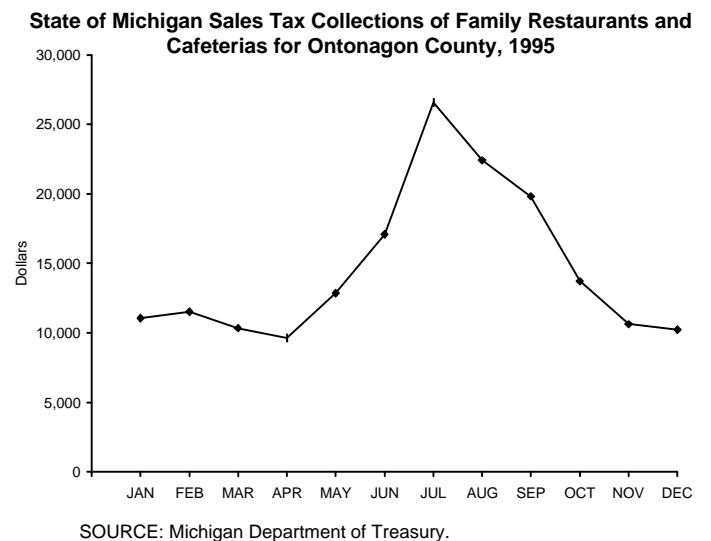
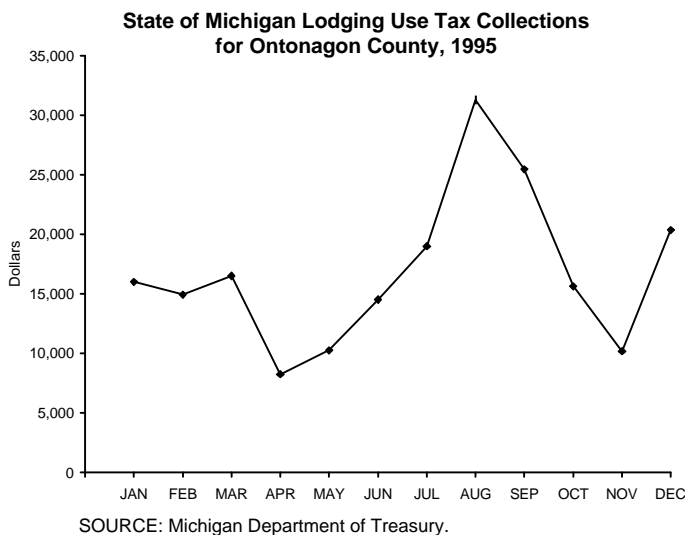
SOURCE: Michigan Department of Treasury, Systems Division.

ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN ONTONAGON 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>
Baraga	0.3%	259,900	\$14,118,000
Gogebic	1.8%	1,659,800	\$90,174,000
Houghton	0.6%	591,200	\$32,116,000
Iron	0.6%	545,800	\$29,652,000
Ontonagon	0.5%	440,200	\$23,917,000

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



INDICATORS OF TRAVEL ACTIVITY FOR ONTONAGON COUNTY

Estimated number of visits to Porcupine Mountains Wilderness State Park (1996)	354,595
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$202,350

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	838,912
No. water acres in county (1989)	9,792
Total no. acres in county (1989)	848,704
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	257,926
State parks and recreation areas	49,610
State boating and fishing sites	77
State game/wildlife areas	0
State forests	16,351
Other areas	0
Total	323,964
No. acres of publicly or privately owned forest land (1994)	752,500
Total no. acres of designated state or federal wilderness (1990) ...	38,047
Average no. inches of snowfall (1981/82-1990/91)	179.5
No. miles of Great Lake shoreline	56
Total no. miles of rivers and streams	1,282
No. miles of state or federal wild/scenic/natural river (1990)	82.4
No. inland lakes > 50 acres in size	9
Combined acres of natural or artificial lakes and ponds (1991)	10,994
Total no. acres of legislatively protected sand dunes (1989)	0
Natural heritage sites: Agate Falls on middle branch of Ontonagon River; Bond Falls; Lake of the Clouds Overlook, Porcupine Mountains Wilderness, and Union Springs Scenic Site in Porcupine Mountains Wilderness State Park.	

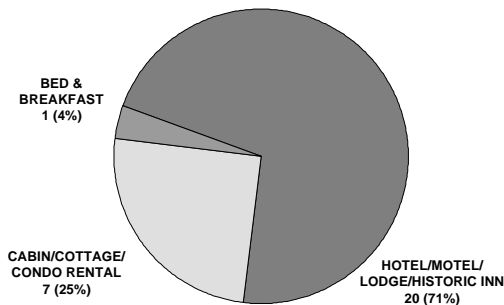
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	8
No. recreational harbors on the Great Lakes (1990)	1
No. Great Lake marinas (1994)	1
No. Great Lake marina slips (1994)	42
No. licensed charter boats (1996)	2
No. 9-hole golf courses (1995)	2
No. 18-hole golf courses (1995)	0
No. agricultural markets/wineries/u-picks (1993)	2
No. miles of designated scenic highway (1990)	84.4
No. owned second homes (1990)	1,151
No. licensed food service establishments (1995)	
Table service	24
Fast food	6
Cafeteria	14
Bar only	21
Other	2
Total	67
No. boat liveries (1990)	3
No. watercraft for rent (1990)	20
No. miles of state-funded snowmobile trail (1990)	200.6
No. miles of hiking/skiing/mtn. biking trail (1994)	153.7
No. miles of designated off-road vehicle trail (1992)	8.8
No. museums (1998)	2
No. historical attractions open to the public (1990)	1
No. miles of interstate highway (1990)	0.0

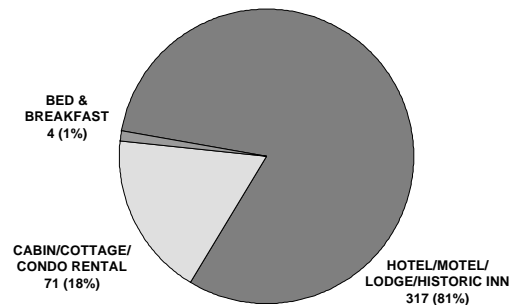
PRINCIPAL ATTRACTIONS AND EVENTS

Over 200 miles of snowmobiling in 5 trails and the Snowmobile Radar Run (race in February); stock car races, Greenland (summer); Porcupine Mountains Wilderness State Park (with Lake of the Clouds, historic sites, and downhill and cross-country skiing); Ottawa National Forest and rustic campgrounds; Ontonagon Harbor, Lighthouse, and Marina; Old Victoria restoration site; Ewen Load of Logs; Lake Gogebic area and Ontonagon County Park Complex; Bond Falls flowage, Agate Falls, and over 20 other waterfalls; recreational harbor facilities on Lake Superior; Ontonagon River Festival (June); Snowburst (February); County Fair (August); Log Jam-Boree (September); Porkie Festival (September); Ontonagon Labor Day Festival; many additional historic sites, including La Fayette Mine, Nonesuch Location, Union Mine, Silver City Silver Mines, Old White Pine Minesite and Town, Green Cemetery, Old County Courthouse, Fourteen Mile Point Lighthouse, Evergreen Cemetery, Ontonagon County Poor Farm, and prehistoric mounds.

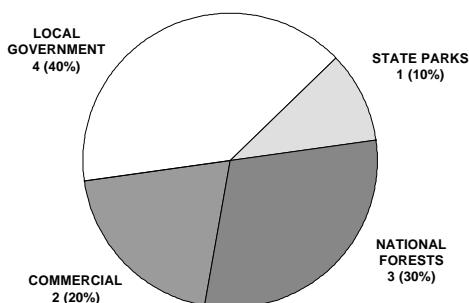
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



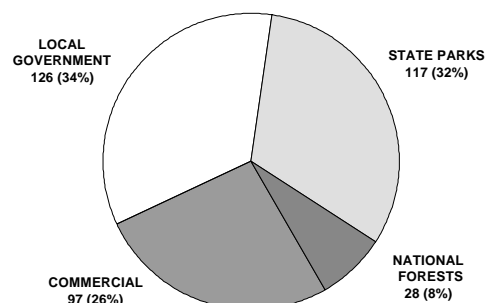
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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	5	2	1-7
No. miles of state-funded snowmobile trail	1990	200.6	2	1-47
No. acres of publicly or privately owned forest land	1994	752,500	2	1-82
Total no. miles of rivers and streams	1944	1282	2	1-77
No. eating and drinking places per 1,000 residents	1995	7.76	3	1-74
Average no. inches of snowfall (1981/82-1990/91)	Avg.	179.5	3	1-82
No. acres of public recreation land	1990	323,964	4	1-83
No. miles of designated scenic highway	1990	84.4	5	1-35
No. historical attractions open to the public	1990	1	8	1-9
No. miles of designated hiking/skiing/mtn. biking trail	1994	153.67	10	1-79
No. miles of state or federal wild/scenic/natural river	1990	82.4	11	1-39
No. museums	1990	1	13	1-14
No. lifts or tows at downhill ski areas	1990	6	15	1-20
No. miles of Great Lake shoreline	n.d.	56.2	17	1-38
No. licensed charter boats	1996	2	20	1-22
Combined area of natural or artificial lakes and ponds	1991	10,994	27	1-83
Total no. public golf course holes per 1,000 residents	1995	2.08	28	1-74
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.23	29	1-48
No. Great Lake marina slips per 1,000 residents	1994	4.84	32	1-41
No. miles of designated off-road vehicle trail	1992	8.8	36	1-38
No. licensed rental watercraft per 1,000 residents	1990	2.26	41	1-76
Total no. units in commercial lodging establishments	1990	392	53	1-82
Estimated direct pleasure trip expenditures	1996	\$23,917,000	54	1-83
No. owned second homes	1990	1,151	61	1-83
No. public access sites	1990	8	62	1-83
No. designated campsites	1990	368	71	1-81
Estimated population	1995	8,639	80	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

- Upper Peninsula Travel and Recreation Association: 618 Stephenson Avenue, P.O. Box 400, Iron Mountain, MI 49801-0400. (906) 774-5480. Fax: (906) 774-5190 Web site: <http://www.travel.com>
- 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: dholecsek@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.