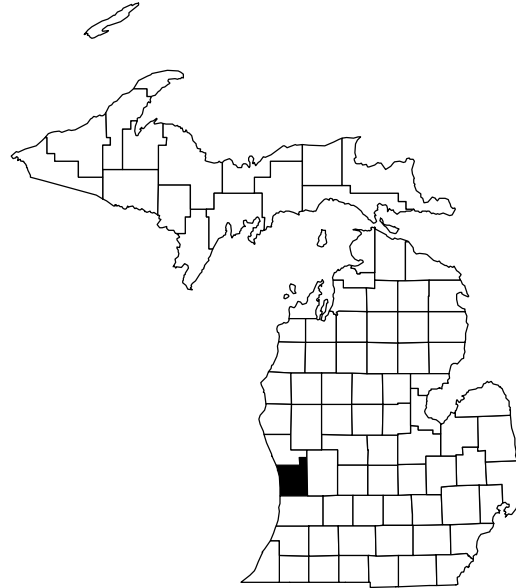


OTTAWA COUNTY TOURISM PROFILE

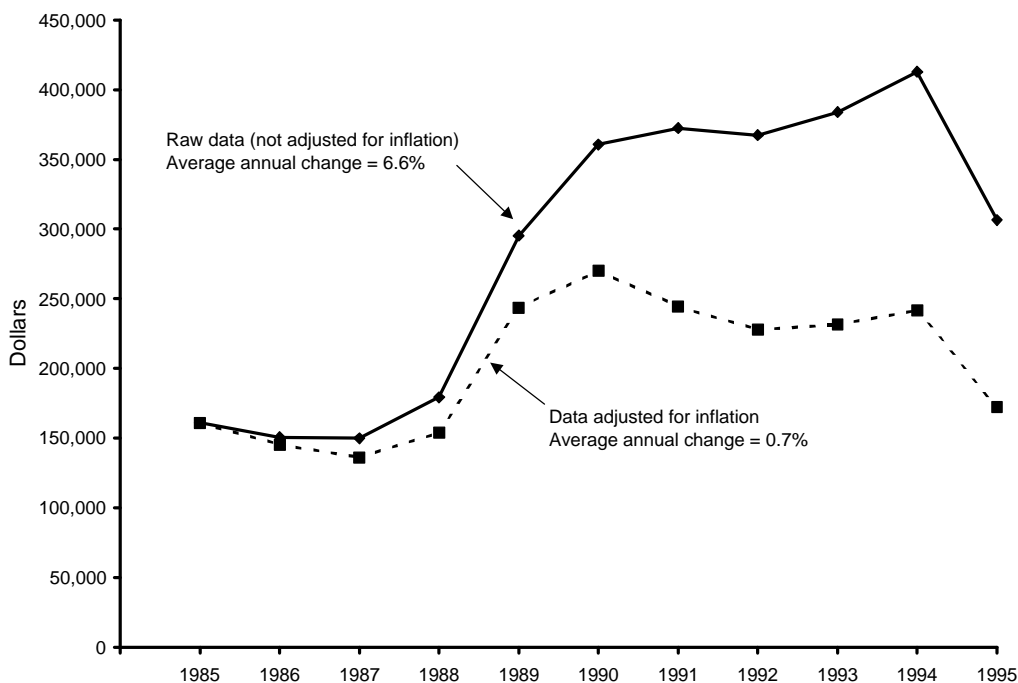
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Ottawa County. All statistics pertain to Ottawa 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 Ottawa County (616/846-8250).



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

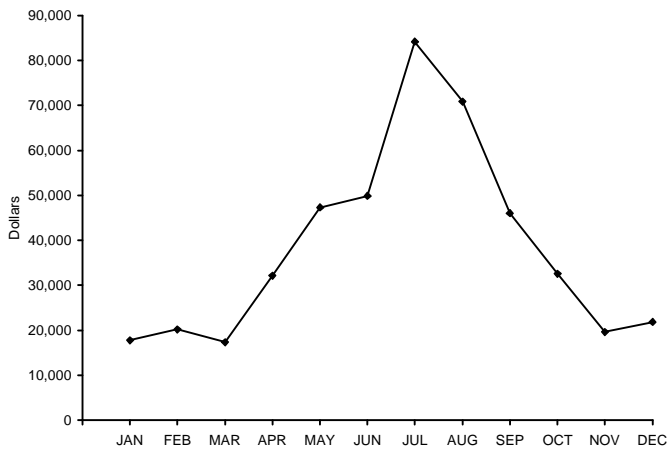
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN OTTAWA AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Allegan	1.9%	1,805,100	\$98,068,000
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
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.

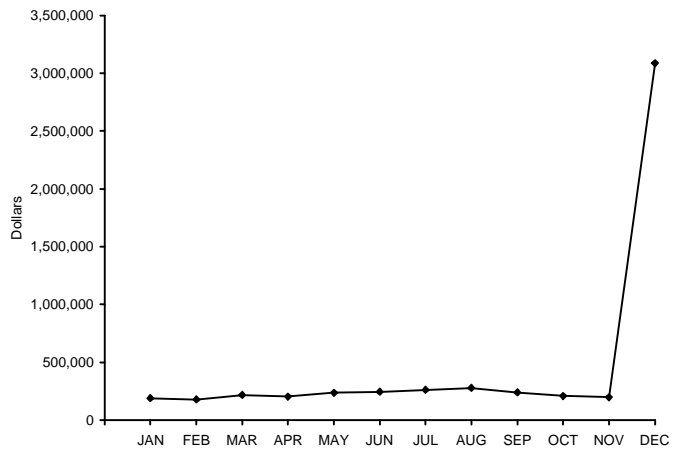
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR OTTAWA COUNTY

Estimated number of visits to Grand Haven State Park (1996)	1,690,138
Estimated number of visits to Hoffmaster State Park (1996)	378,842
Estimated number of visits to Holland State Park (1996)	1,279,965
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$429,725

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	362,944
No. water acres in county (1989)	5,568
Total no. acres in county (1989)	368,512
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	0
State parks and recreation areas	476
State boating and fishing sites	9
State game/wildlife areas	1,558
State forests	0
Other areas	0
Total	2,043
No. acres of publicly or privately owned forest land (1994)	79,100
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	70.5
No. miles of Great Lake shoreline	25
Total no. miles of rivers and streams	307
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	12
Combined acres of natural or artificial lakes and ponds (1991)	5,029
Total no. acres of legislatively protected sand dunes (1989)	3,750

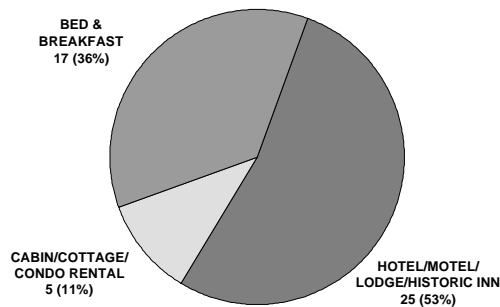
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	15
No. recreational harbors on the Great Lakes (1990)	2
No. Great Lake marinas (1994)	37
No. Great Lake marina slips (1994)	3,462
No. licensed charter boats (1996)	45
No. 9-hole golf courses (1995)	6
No. 18-hole golf courses (1995)	7
No. agricultural markets/wineries/u-picks (1993)	60
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	1,682
No. licensed food service establishments (1995)	
Table service	154
Fast food	208
Cafeteria	115
Bar only	12
Other	230
Total	719
No. boat liveries (1990)	5
No. watercraft for rent (1990)	58
No. miles of state-funded snowmobile trail (1990)	0
No. miles of hiking/skiing/mtn. biking trail (1994)	25.2
No. miles of designated off-road vehicle trail (1992)	0
No. museums (1990)	8
No. historical attractions open to the public (1990)	0
No. miles of interstate highway (1990)	35.2

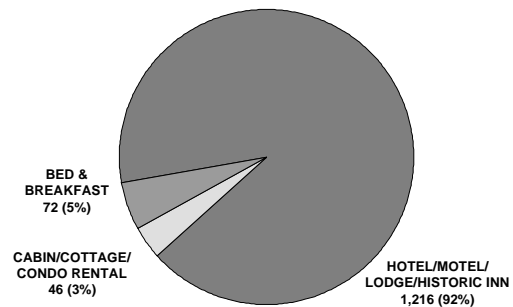
PRINCIPAL ATTRACTIONS AND EVENTS

Recreational harbor facilities at Holland and Grand Haven on Lake Michigan; Grand Haven and Holland State Parks; bass fishing tournaments; Tri-Cities (Grand Haven, Spring Lake, Ferrysburg) Waterfront Stadium; world's largest musical fountain; historical museums; Grand Valley State University, offering musical, dramatic and cultural programs; Volksmarch; Holland/Zeeland area county parks on Lake Michigan; Hope College - music/drama programs; Tulip Festival; Ottawa County Fair; Dutch Village; Coast Guard Festival; Michigan's Christmas Tree Festival; Windmill Island; Wooden Shoe Factory.

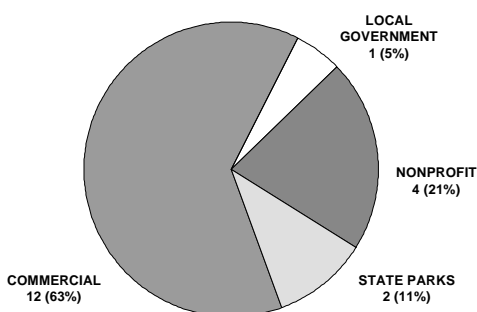
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



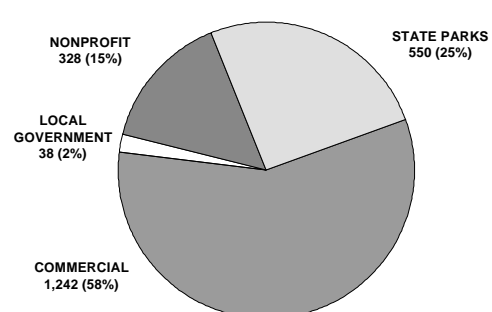
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. licensed charter boats	1996	45	3	1-22
No. museums	1990	8	6	1-14
No. natural heritage sites	1990	0	7	1-7
No. designated campsites	1990	2,158	8	1-81
No. historical attractions open to the public	1990	0	9	1-9
Estimated population	1995	210,389	10	1-83
No. Great Lake marina slips per 1,000 residents	1994	16.85	16	1-41
No. lifts or tows at downhill ski areas	1990	3	18	1-20
Estimated direct pleasure trip expenditures	1996	\$79,748,000	19	1-83
Total no. units in commercial lodging establishments	1990	1,334	20	1-82
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.30	24	1-48
No. miles of Great Lake shoreline	n.d.	25.0	33	1-38
No. miles of designated scenic highway	1990	0.0	35	1-35
Average no. inches of snowfall (1981/82-1990/91)	Avg.	70.5	37	1-82
No. miles of designated off-road vehicle trail	1992	0.0	38	1-38
No. miles of state or federal wild/scenic/natural river	1990	0.0	39	1-39
No. public access sites	1990	15	44	1-83
Total no. miles of rivers and streams	1944	307	45	1-77
No. miles of state-funded snowmobile trail	1990	0.0	47	1-47
Combined area of natural or artificial lakes and ponds	1991	5,029	54	1-83
No. owned second homes	1990	1,682	54	1-83
No. miles of designated hiking/skiing/mtn. biking trail	1994	25.20	59	1-79
No. eating and drinking places per 1,000 residents	1995	3.42	60	1-74
No. acres of publicly or privately owned forest land	1994	79,100	64	1-82
Total no. public golf course holes per 1,000 residents	1995	0.86	64	1-74
No. licensed rental watercraft per 1,000 residents	1990	0.31	69	1-76
No. acres of public recreation land	1990	2,044	76	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

- Association of Commerce and Industry/Grand Haven Chamber of Commerce: One South Harbor Drive, Grand Haven, MI 49417-0509.
- Coopersville Area Chamber of Commerce: P.O. Box 135, Coopersville, MI 49404.
- Grand Haven/Spring Lake Area Visitors Bureau: One South Harbor Drive, Grand Haven, MI 49417. (616) 842-4499. Fax: (616) 842-0379. E-mail: 2042712@mcimail.com Web site: <http://www.grandhaven.com>
- Holland Area Chamber of Commerce: P.O. Box 1888, Holland, MI 49422-1888.
- Holland Area Convention and Visitors Bureau: 100 E. Eighth Street, Suite 120, Holland, MI 49423. (616) 394-0000. Fax: (616) 394-0122. E-mail: info@holland.org Web site: <http://www.holland.org/hcvb>
- Jenison Area Chamber of Commerce: P.O. Box 405, Jenison, MI 49429.
- Zeeland Chamber of Commerce: 149 Main Place, Zeeland, MI 49464.
- 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

