

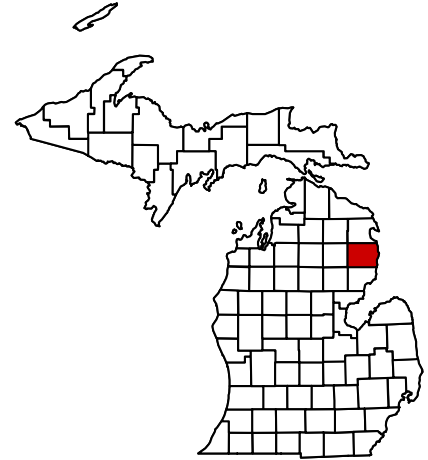


## Alcona County Tourism Profile

June 2001

Donald F. Holecek, Teresa Herbowicz, Alex Nikoloff, and Philip J. Alexander

Michigan State University Extension's Tourism Area of Expertise (TAOE) has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Alcona County. All statistics pertain to Alcona County unless otherwise noted and are the most current available at this date. As more recent data become available, they will be posted on the TAOE web site: [www.tourism.msu.edu](http://www.tourism.msu.edu). Further assistance is also available from the Travel, Tourism, and Recreation Resource Center at Michigan State University (517-353-0793) or the MSU Extension office in Alcona County (989-724-6478).

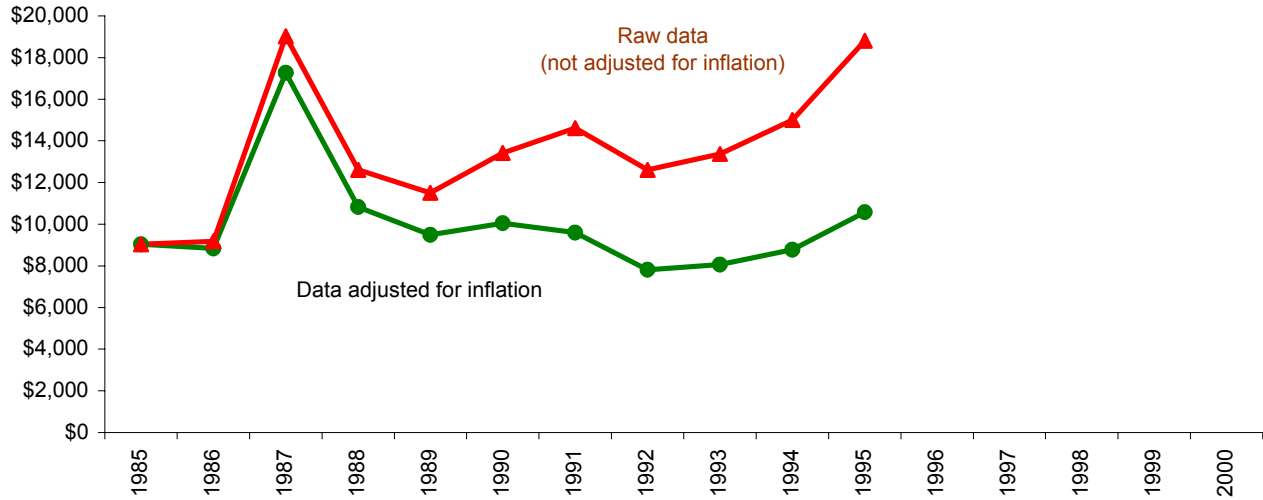


### ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN ALCONA AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Alcona	0.3%	251,800	\$13,679,000
Alpena	0.8%	704,100	\$38,254,000
Iosco	1.3%	1,230,700	\$66,862,000
Montmorency	0.4%	377,500	\$20,511,000
Ogemaw	0.7%	641,600	\$34,859,000
Oscoda	0.4%	411,800	\$22,373,000

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.

## TRENDS IN STATE OF MICHIGAN LODGING USE TAX COLLECTIONS FOR ALCONA COUNTY

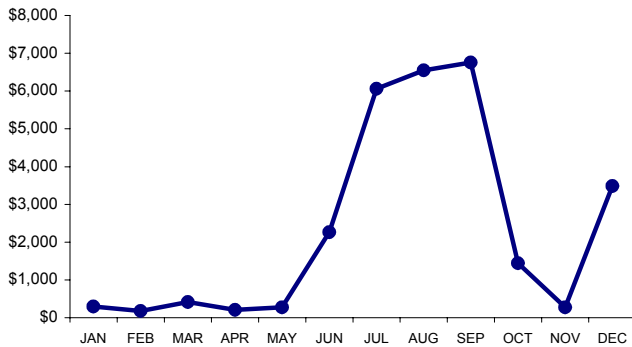


NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the 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.

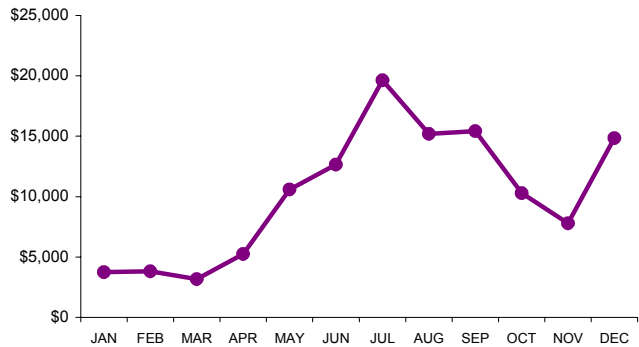
SOURCE: Michigan Department of Treasury, Systems Division.

## SEASONALITY IN ECONOMIC ACTIVITY

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



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



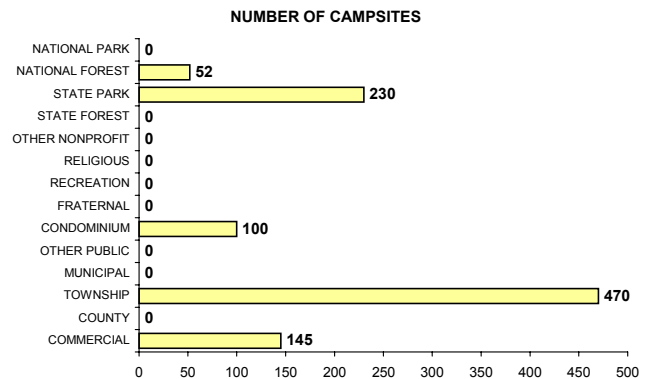
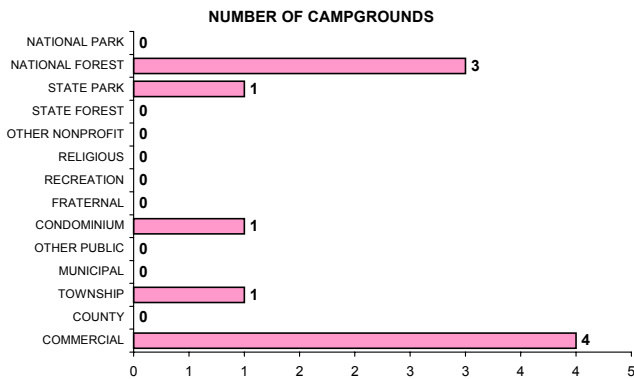
## INDICATORS OF TRAVEL ACTIVITY FOR ALCONA COUNTY

Estimated no. visits to Harrisville State Park	1996	151,273
Estimated no. visits to Newegon State Park	1996	12,029
Unadjusted (6%) Michigan Dept. of Treasury lodging use tax collections	1995	\$ 28,203

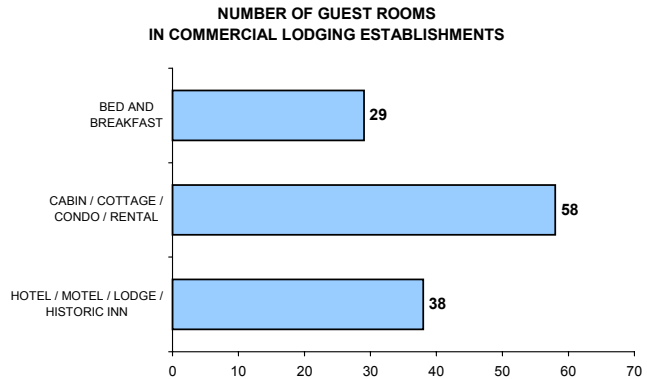
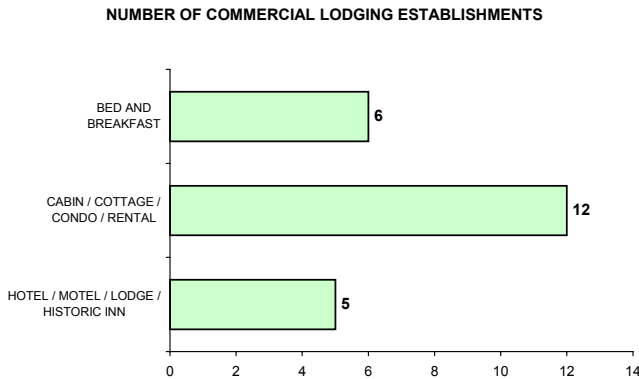
## **AN INVENTORY OF SELECTED RECREATION AND TOURISM RESOURCES IN ALCONA COUNTY**

<b>NATURAL RESOURCES</b>	<b>YEAR</b>	<b>VALUE</b>
No. land acres in county .....	1989 .....	434,560
No. water acres in county .....	1989 .....	10,560
Total no. acres in county .....	1989 .....	445,120
No. acres of public recreation land .....	1990 .....	121,200
No. acres of national parks/lake-shores .....	1990 .....	0
No. acres of national wildlife refuges .....	1990 .....	0
No acres of national forests .....	1990 .....	112,299
No. acres of state parks & recreation areas .....	1990 .....	549
No. acres of state boating & fishing sites .....	1990 .....	80
No. acres of state game/wildlife areas .....	1990 .....	76
No. acres of state forests .....	1990 .....	8,196
No. acres of other areas .....	1990 .....	0
No. acres of publicly or privately owned forest land .....	1994 .....	333,000
Total no. acres of designated state or federal wilderness .....	1990 .....	0
No. natural heritage sites .....	1990 .....	0
No. miles of Great Lake shoreline .....	N.A. ....	27
Total no. acres of legislatively protected sand dunes .....	1989 .....	0
Total no. miles of rivers and streams .....	N.A. ....	362
No. miles of state or federal wild/scenic/natural river .....	1990 .....	22
No. inland lakes >50 acres in size .....	N.A. ....	13,030
Combined acres of natural or artificial lakes and ponds .....	1991 .....	13,030
Average no. inches of snowfall (1981/82-1990/91).....	. ....	69
 <b>RECREATION AND TRAVEL FACILITIES</b>		
No. public access sites .....	1990 .....	10
No. recreational harbors on the Great Lakes .....	1990 .....	1
No. Great Lake marinas .....	1994 .....	1
No. Great Lake marina slips .....	1994 .....	101
No. licensed charter boats .....	1996 .....	10
No. boat liveries .....	1990 .....	1
No. watercraft for rent .....	1990 .....	114
No. lifts or tows at downhill ski areas .....	1990 .....	0
No. 9-hole golf courses .....	1995 .....	2
No. 18-hole golf courses .....	1995 .....	1
No. owned second homes .....	2000 .....	5,067
No. licensed food service establishments .....	1995 .....	70
Table service .....	1995 .....	37
Fast Food .....	1995 .....	7
Cafeteria .....	1995 .....	9
Bar only .....	1995 .....	7
Other .....	1995 .....	10
Total no. campsites .....	2000 .....	997
Total no. units in commercial lodging establishment .....	2000 .....	125
No. miles of designated scenic highway .....	1990 .....	26
No. miles of state-funded snowmobile trail .....	1990 .....	36
No. miles of hiking/skiing/mtn.biking trail .....	1994 .....	50
No. of miles of designated off-road vehicle trail .....	1992 .....	0
Rail trails .....	N.A. ....	.....
No. miles of interstate highway .....	1990 .....	0
No. museums .....	N.A. ....	0
No. historical attractions open to the public .....	1990 .....	0
No. agricultural markets/wineries/u-picks .....	1993 .....	2
 <b>OTHER</b>		
Population .....	2000 .....	11,719
Estimated direct pleasure trip expenditures (\$)	1996 .....	13,679,000

## CAMPING INVENTORY, 2000



## LODGING INVENTORY, 2000



## PRINCIPAL ATTRACTIONS AND EVENTS

Harrisville State Park; Pine River, Jewel Lake, and Horseshoe Lake U.S. Forest Service Campgrounds; 27 miles of Lake Huron shoreline; 120,000 acres of national and state forestland; Hubbard Lake; Recreational harbor facilities in Harrisville on Lake Huron; Restored railroad depots in Harrisville and Lincoln; Outdoor activities, including fishing, camping, boating, and cross-country skiing; Arts and Craft Show, Harrisville (Sept.).

### SOURCES OF STATISTICS IN THIS PUBLICATION

U.S. Bureau of the Census; Michigan Departments of Agriculture, Natural Resources, Public Health, Transportation, and Treasury; National Forest Service; Travel, Tourism, and Recreation Resource Center at Michigan State University (Tourism Resource Center).

### RESOURCES FOR FURTHER ASSISTANCE

- Greenbush Chamber of Commerce: 4115 South US 23, Greenbush, MI 48738. 517-739-7635
- Huron Shores Chamber of Commerce P.O. Box 151 Harrisville, MI 48740-0151 517-724-5107
- 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. 517-353-0793. Fax: 517-432-2296. E-mail: [dholecek@msu.edu](mailto:dholecek@msu.edu)  
Web site: <http://www.tourismcenter.msu.edu>