

ROSCOMMON COUNTY TOURISM PROFILE

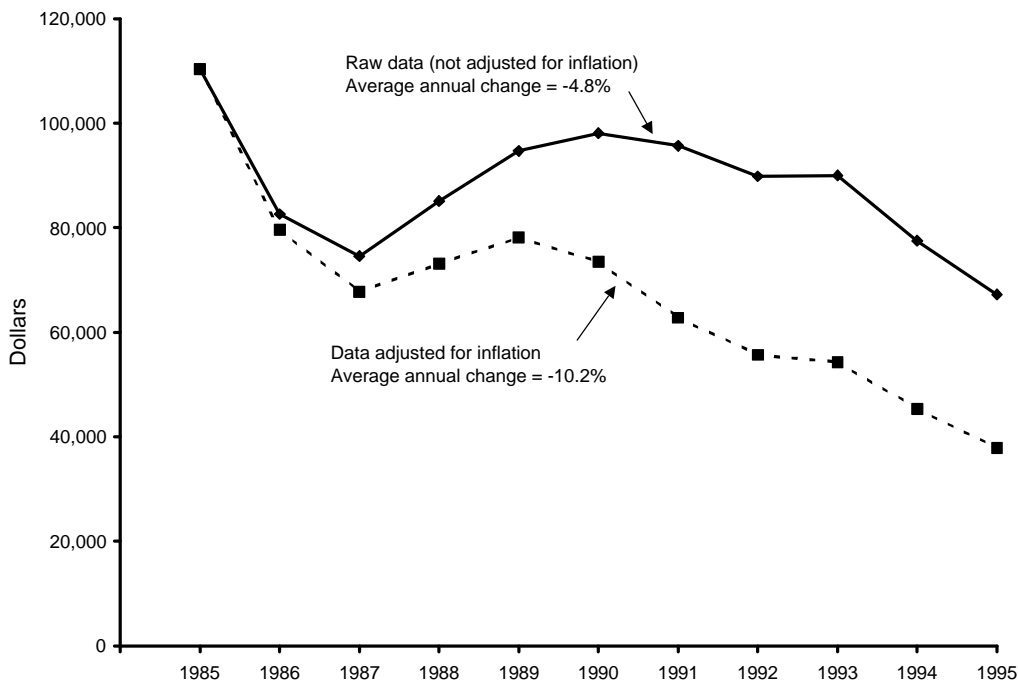
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Roscommon County. All statistics pertain to Roscommon 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 Roscommon County (517/275-5043).



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

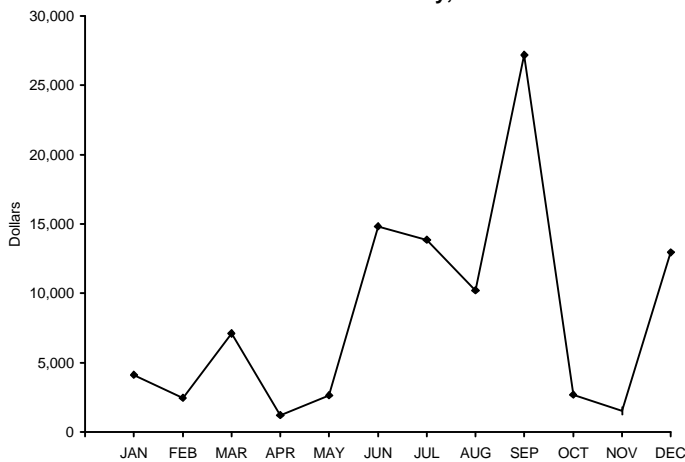
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN ROSCOMMON AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Clare	0.5%	512,600	\$27,846,000
Crawford	0.9%	887,900	\$48,238,000
Gladwin	0.3%	243,900	\$13,252,000
Missaukee	0.2%	223,000	\$12,113,000
Ogemaw	0.7%	641,600	\$34,859,000
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.

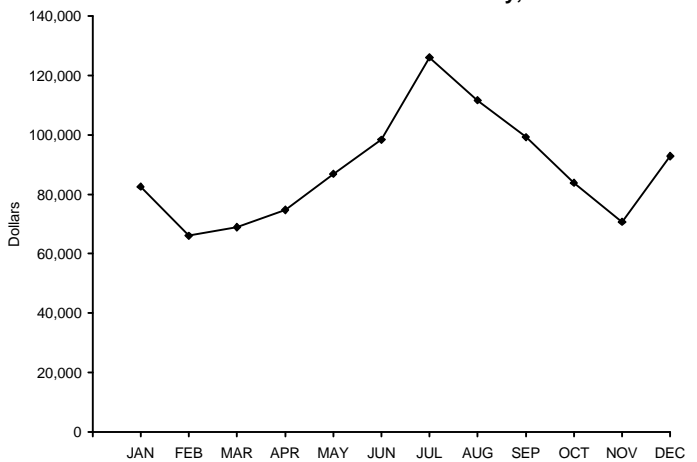
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR ROSCOMMON COUNTY

Estimated number of visits to South Higgins Lake State Park (1996)	332,716
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$100,867

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	337,984
No. water acres in county (1989)	33,280
Total no. acres in county (1989)	371,264
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	40
National forests	0
State parks and recreation areas	963
State boating and fishing sites	3
State game/wildlife areas	7,745
State forests	194,575
Other areas	0
Total	203,326
No. acres of publicly or privately owned forest land (1994)	258,000
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	66.1
No. miles of Great Lake shoreline	0
Total no. miles of rivers and streams	204
No. miles of state or federal wild/scenic/natural river (1990)	39
No. inland lakes > 50 acres in size	19
Combined acres of natural or artificial lakes and ponds (1991)	39,132
Total no. acres of legislatively protected sand dunes (1989)	0

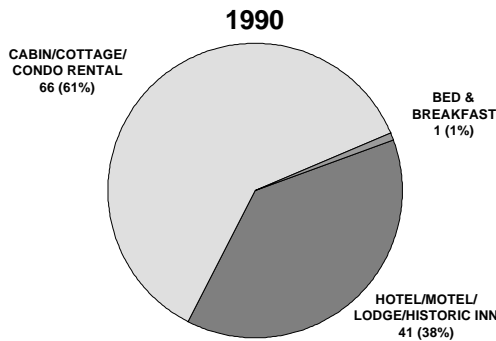
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	8
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)	3
No. 18-hole golf courses (1995)	3
No. agricultural markets/wineries/u-picks (1993)	1
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	9,928
No. licensed food service establishments (1995)	
Table service	64
Fast food	37
Cafeteria	11
Bar only	8
Other	8
Total	128
No. boat liveries (1990)	44
No. watercraft for rent (1990)	490
No. miles of state-funded snowmobile trail (1990)	106.8
No. miles of hiking/skiing/mtn. biking trail (1994)	65.3
No. miles of designated off-road vehicle trail (1992)	185.7
No. museums (1990)	2
No. historical attractions open to the public (1990)	0
No. miles of interstate highway (1990)	23.6

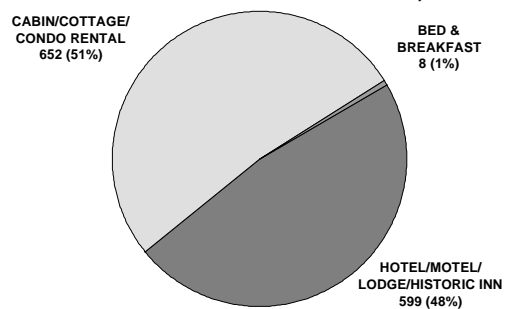
PRINCIPAL ATTRACTIONS AND EVENTS

Tip-Up Town Festival (January), Houghton Lake; Roscommon Freedom Festival (July 4th), Houghton Lake; Roscommon Arts Festival (July), Houghton Lake; Arts and Crafts Fair (mid-July), Houghton Lake; Bluegill Festival (July), Lake St. Helen; Michigan's Fireman's Association Memorial (mid-September), Roscommon; Houghton Lake Fall Fun Fest (October), Houghton Lake; guided color tour (early October), Houghton Lake; Santa's Workshop (November), Houghton Lake; Christmas in the Village and Candle Walk (December), Roscommon; Historical Round-up; windsurfing on Higgins Lake; Roscommon County Fair (early August); Au Sable State Forest; North Higgins Lake State Park; Backus Creek State Game Area; ORV trail network; South Higgins Lake State Park; Tisdale Triangle cross-country ski trails (11 groomed trails); Houghton Lake Area Historical Museum; Marl Lake cross-country ski trails (3 groomed trails); Kirtland Community College (athletic and cultural facilities); many lakes including Houghton Lake, Higgins Lake, and Lake St. Helen; Houghton Lake Wildlife Research Area; Au Sable State Park; Bear Creek Waterfowl Flooding; Tittabawassee, The Cut, Muskegon, and Au Sable Rivers; six public golf courses; seven additional cross-country ski trails; boating resources (204 miles of rivers and streams, eight public access sites).

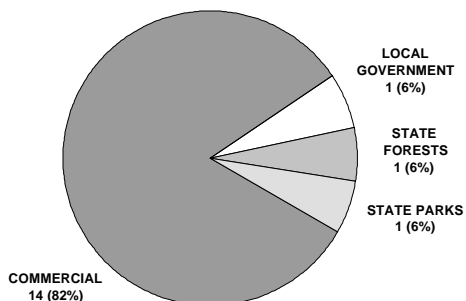
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



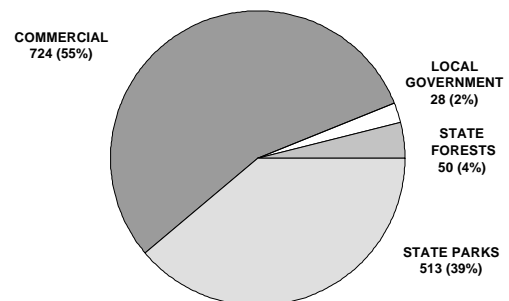
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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	9,928	1	1-83
Combined area of natural or artificial lakes and ponds	1991	39,132	2	1-83
No. miles of designated off-road vehicle trail	1992	185.7	3	1-38
No. natural heritage sites	1990	0	7	1-7
No. licensed rental watercraft per 1,000 residents	1990	24.78	8	1-76
No. historical attractions open to the public	1990	0	9	1-9
Total no. public golf course holes per 1,000 residents	1995	3.59	9	1-74
No. museums	1990	2	12	1-14
No. acres of public recreation land	1990	203,326	14	1-83
No. miles of state-funded snowmobile trail	1990	106.8	15	1-47
No. eating and drinking places per 1,000 residents	1995	5.67	17	1-74
No. lifts or tows at downhill ski areas	1990	0	20	1-20
Total no. units in commercial lodging establishments	1990	1,259	22	1-82
No. licensed charter boats	1996	0	22	1-22
No. miles of state or federal wild/scenic/natural river	1990	39.0	22	1-39
No. acres of publicly or privately owned forest land	1994	258,000	26	1-82
No. designated campsites	1990	1,315	27	1-81
Estimated direct pleasure trip expenditures	1996	\$62,614,000	29	1-83
No. miles of designated hiking/skiing/mtn. biking trail	1994	65.29	31	1-79
No. miles of designated scenic highway	1990	0.0	35	1-35
Average no. inches of snowfall (1981/82-1990/91)	Avg.	66.1	42	1-82
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.05	46	1-48
Estimated population	1995	22,593	59	1-83
No. public access sites	1990	8	69	1-83
Total no. miles of rivers and streams	1944	204	69	1-77
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

- Higgins Lake-Roscommon Chamber of Commerce: P.O. Box 486, Roscommon, MI 48653-0486. (517) 275-8760. Fax: (517) 275-2029. E-mail: hlrcc@voyager.net Web site: <http://www.hlrcc.com>
- Houghton Lake Area Tourism and Convention Bureau: 4621 W. Houghton Lake Drive, P.O. Box 2, Houghton Lake, MI 48629-0001. (517) 422-2822 or (800) 676-5330. Fax: (517) 422-3303. E-mail: rosco@roscommoncounty.com Web site: <http://www.roscommoncounty.com>
- Houghton Lake Chamber of Commerce: 1625 West Houghton Lake Dr, Houghton Lake, MI 48629-9335.
- St. Helen Chamber of Commerce: P.O. Box 642, St. Helen, MI 48656.
- 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

