

SAGINAW COUNTY TOURISM PROFILE

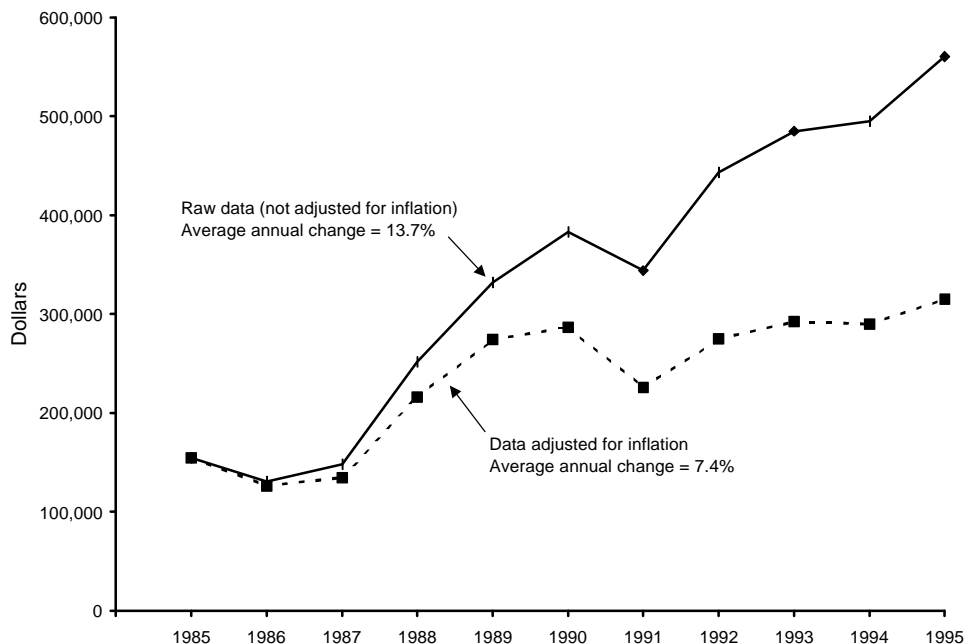
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Saginaw County. All statistics pertain to Saginaw 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 Saginaw County (517/799-2233).



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

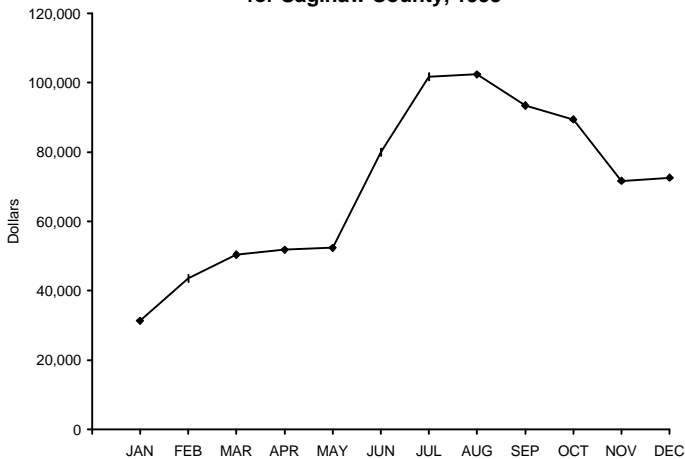
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN SAGINAW AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Bay	0.3%	297,000	\$16,136,000
Genesee	1.4%	1,292,300	\$70,209,000
Gratiot	0.2%	151,000	\$8,201,000
Midland	0.7%	633,100	\$34,393,000
Saginaw	5.5%	5,163,000	\$280,491,000
Shiawassee	0.1%	108,000	\$5,870,000
Tuscola	0.2%	141,100	\$7,663,000

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.

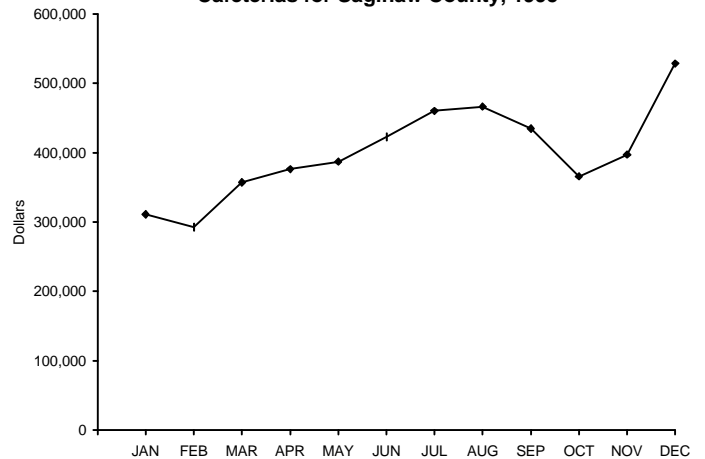
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATOR OF TRAVEL ACTIVITY FOR SAGINAW COUNTY

Unadjusted (6%) State of Michigan lodging use tax collections (1995) \$840,622

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	521,792
No. water acres in county (1989)	256
Total no. acres in county (1989)	522,048
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	8,986
National forests	0
State parks and recreation areas	0
State boating and fishing sites	14
State game/wildlife areas	14,833
State forests	0
Other areas	0
Total	23,833
No. acres of publicly or privately owned forest land (1994)	98,900
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	36.7
No. miles of Great Lake shoreline	0
Total no. miles of rivers and streams	593
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	2
Combined acres of natural or artificial lakes and ponds (1991)	1,480
Total no. acres of legislatively protected sand dunes (1989)	0
Natural heritage site: Shiawassee National Wildlife Refuge	

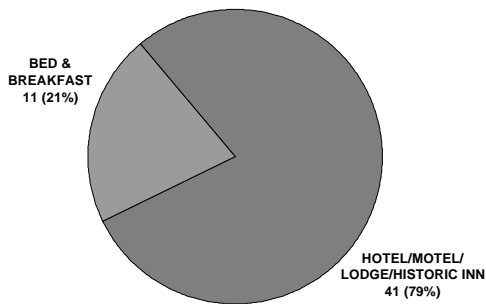
RECREATION AND TRAVEL FACILITIES

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)	67
No. licensed charter boats (1996)	3
No. 9-hole golf courses (1995)	7
No. 18-hole golf courses (1995)	8
No. agricultural markets/wineries/u-picks (1993)	29
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	202
No. licensed food service establishments (1995)	
Table service	259
Fast food	208
Cafeteria	125
Bar only	40
Other	118
Total	750
No. boat liveries (1990)	3
No. watercraft for rent (1990)	23
No. miles of state-funded snowmobile trail (1990)	0
No. miles of hiking/skiing/mtn. biking trail (1994)	23
No. miles of designated off-road vehicle trail (1992)	0
No. museums (1990)	8
No. historical attractions open to the public (1990)	4
No. miles of interstate highway (1990)	31.3

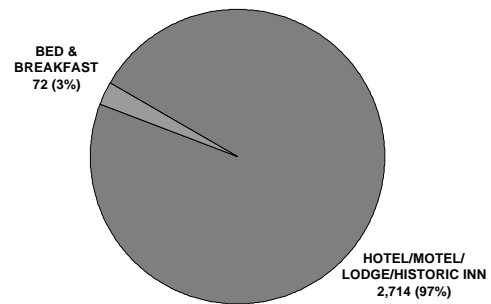
PRINCIPAL ATTRACTIONS AND EVENTS

Bavarian Festival (June), Frankenmuth; Freeland Walleye Festival (April); Greek Festival, Saginaw Township (June); St. Charles White Bass Tournament (May); Great Lakes Rendezvous, Freeland (August); Labor Day Antiques Festival, Chesaning; PRIDE Christmas Parade, Saginaw (November); Christmas Candlelight Walk, Chesaning (Thanksgiving weekend); Summer Music Fest, Frankenmuth (August); Ethnic Festival; Saginaw West Side Art Festival (June); Raft Race, Wickes Park, Saginaw (June); Chesaning Showboat (July); Saginaw County Fair (September); Soap Box Derby, Buena Vista Township (June); Black Arts Festival (August); 'Shiver on the River' Walleye Contest (February); Japanese Cultural Center and Teahouse; Saginaw Children's Zoo, Saginaw Celebration Square; Saginaw Symphony Orchestra; Historic Chesaning; Zilwaukee Bridge; Old Saginaw City; Manufacturers' Marketplace; Saginaw Art Museum; Bintz Ski Area; Arbury Fine Arts Center and Marshal Fredricks Sculpture Gallery, Saginaw Valley State University; Junction Valley Railroad Gallery; Anderson Water Park and Wave Pool and Hoyt Park (softball, skating, sledding); Saginaw Celebration Square; Civic Center and Pit and Balcony Theatre, Saginaw; Castle Building and Museum; Frankenmuth Museum; Tittabawassee, Shiawassee River, Bad, Flint, and Cass Rivers; Gratiot - Saginaw State Game Area; Shiawassee River State Game Area; Shiawassee National Wildlife Refuge; Crow Island State Game Area; 15 public golf courses; Harness Racing at the fairgrounds.

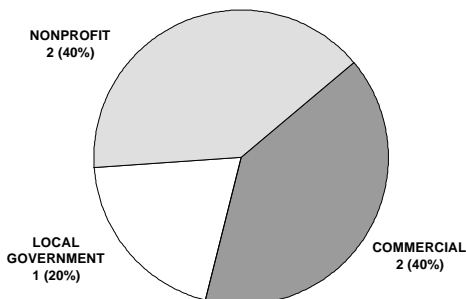
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



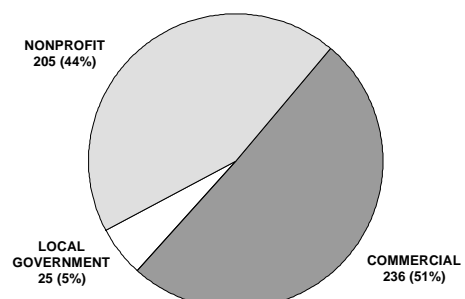
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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>
Estimated direct pleasure trip expenditures	1996	\$280,491,000	3	1-83
No. historical attractions open to the public	1990	4	5	1-9
No. natural heritage sites	1990	1	6	1-7
No. museums	1990	8	6	1-14
Estimated population	1995	212,295	9	1-83
Total no. units in commercial lodging establishments	1990	2,786	11	1-82
No. lifts or tows at downhill ski areas	1990	10	11	1-20
No. licensed charter boats	1996	3	19	1-22
Total no. miles of rivers and streams	1944	593	19	1-77
No. miles of designated scenic highway	1990	0.0	35	1-35
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.14	37	1-48
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. Great Lake marina slips per 1,000 residents	1994	0.32	40	1-41
No. miles of state-funded snowmobile trail	1990	0.0	47	1-47
No. acres of public recreation land	1990	23,833	48	1-83
No. eating and drinking places per 1,000 residents	1995	3.53	57	1-74
No. acres of publicly or privately owned forest land	1994	98,900	58	1-82
Total no. public golf course holes per 1,000 residents	1995	0.98	59	1-74
No. miles of designated hiking/skiing/mtn. biking trail	1994	23.20	61	1-79
No. designated campsites	1990	466	66	1-81
No. public access sites	1990	8	67	1-83
Combined area of natural or artificial lakes and ponds	1991	1,480	73	1-83
No. licensed rental watercraft per 1,000 residents	1990	0.11	75	1-76
Average no. inches of snowfall (1981/82-1990/91)	Avg.	36.7	77	1-82
No. owned second homes	1990	202	79	1-83
No. miles of Great Lake shoreline	n.d.	0.0	---	1-38

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

- Birch Run Area Chamber of Commerce: P.O. Box 153, Birch Run, MI 48415.
- Bridgeport Tourist Commission: 6191 Sheridan Road, Saginaw, MI 48601. (517) 777-0673. Fax: (517) 779-4802.
- Chesaning Chamber of Commerce: P.O. Box 83, Chesaning, MI 48616-0083.
- Frankenmuth Chamber of Commerce: 635 South Main Street, Frankenmuth, MI 48734.
- Frankenmuth Convention and Visitors Bureau: 635 South Main Street, Frankenmuth, MI 48734. (517) 652-6106. Fax: (517) 652-3841. E-mails: chamber@frankenmuth.org or annie@frankenmuth.org Web site: <http://www.frankenmuth.org>
- Freeland Area Chamber of Commerce: P.O. Box 484, Freeland, MI 48623-0484.
- Saginaw County Chamber of Commerce: 901 South Washington, Saginaw, MI 48601.
- Saginaw County Convention and Visitors Bureau: 901 S. Washington Avenue, Saginaw, MI 48601. (517) 752-7164. Fax: (517) 752-6642.
- St. Charles Area Chamber of Commerce: c/o St. Charles Village, 110 W. Spruce, St. Charles, MI 48655.
- 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

