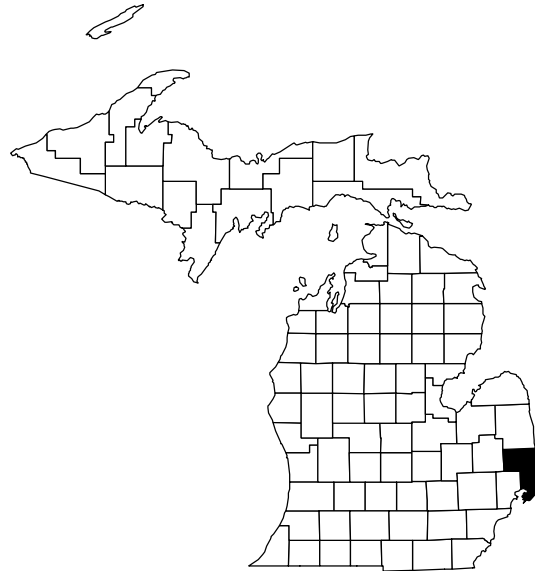


ST. CLAIR COUNTY TOURISM PROFILE

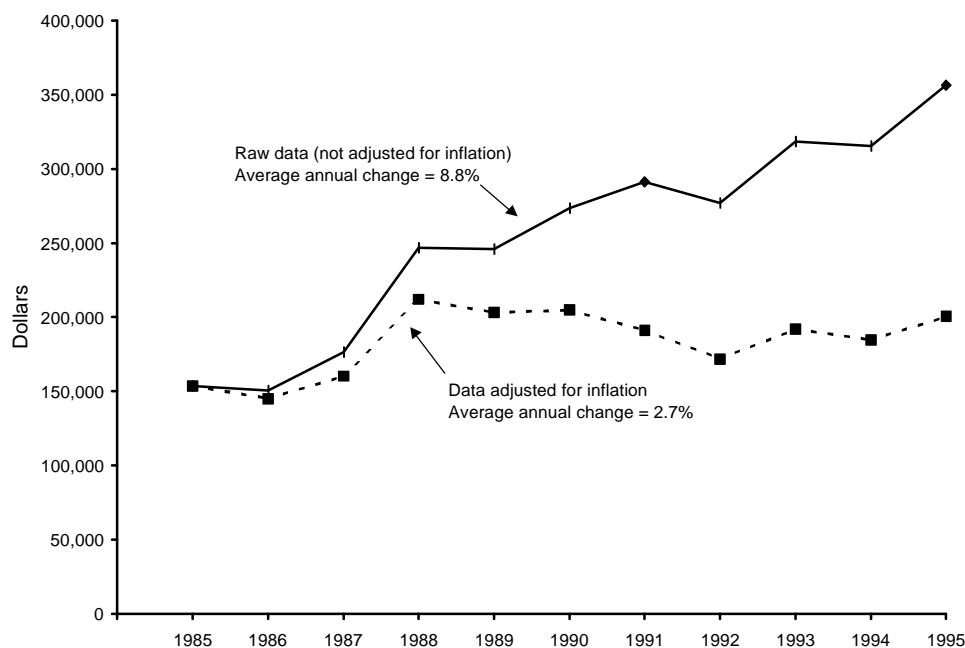
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 St. Clair County. All statistics pertain to St. Clair 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 St. Clair County (810/989-6935).



TRENDS IN STATE OF MICHIGAN LODGING USE TAX COLLECTIONS FOR ST. CLAIR 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.

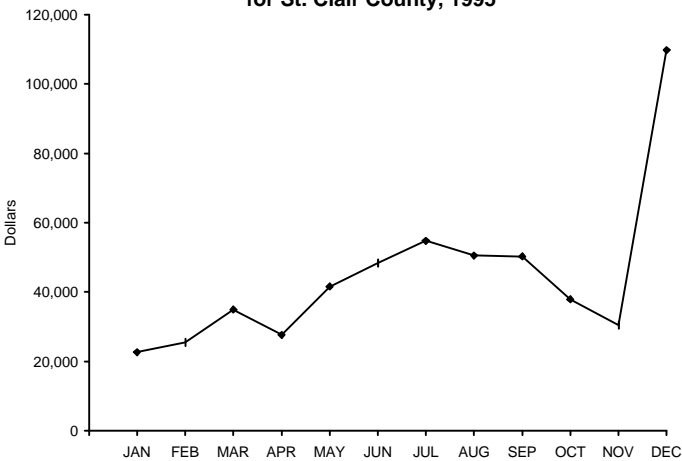
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN ST. CLAIR AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Lapeer	0.4%	354,600	\$19,264,000
Macomb	0.8%	751,800	\$40,841,000
Oakland	4.2%	3,919,000	\$212,908,000
St. Clair	1.3%	1,204,200	\$65,420,000
Sanilac	0.2%	152,000	\$8,260,000

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.

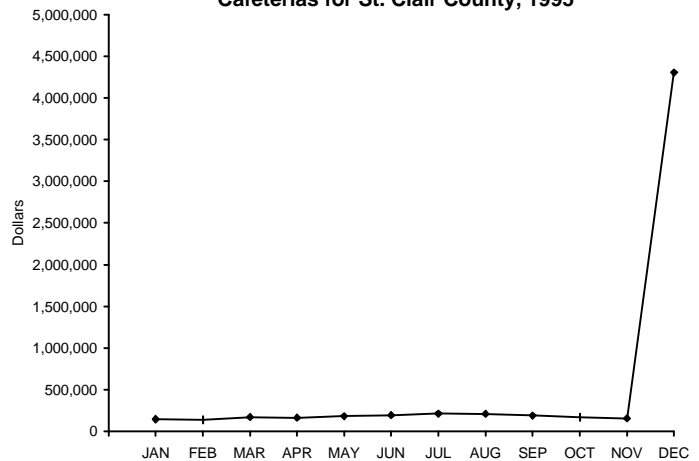
SEASONALITY IN ECONOMIC ACTIVITY

State of Michigan Lodging Use Tax Collections for St. Clair County, 1995



SOURCE: Michigan Department of Treasury.

State of Michigan Sales Tax Collections of Family Restaurants and Cafeterias for St. Clair County, 1995



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR ST. CLAIR COUNTY

Estimated number of visits to Port Huron Welcome Center (1996)	284,641
Estimated number of visits to Algonac State Park (1996)	218,002
Estimated number of visits to Lakeport State Park (1996)	162,364
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$534,524

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	469,952
No. water acres in county (1989)	11,072
Total no. acres in county (1989)	481,024
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	0
State parks and recreation areas	1,941
State boating and fishing sites	7
State game/wildlife areas	10,316
State forests	0
Other areas	0
Total	12,264
No. acres of publicly or privately owned forest land (1994)	79,700
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	39
No. miles of Great Lake shoreline	164
Total no. miles of rivers and streams	959
No. miles of state or federal wild/scenic/natural river (1990)	0
Combined acres of natural or artificial lakes and ponds (1991)	670
Total no. acres of legislatively protected sand dunes (1989)	0
Natural heritage sites: Bird watching areas at Harsens Island and Port Huron.	

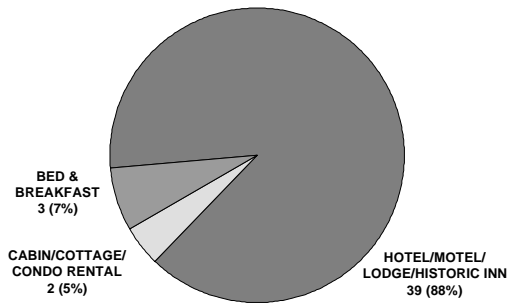
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	12
No. recreational harbors on the Great Lakes (1990)	3
No. Great Lake marinas (1994)	64
No. Great Lake marina slips (1994)	4,498
No. licensed charter boats (1996)	12
No. 9-hole golf courses (1995)	5
No. 18-hole golf courses (1995)	4
No. agricultural markets/wineries/u-picks (1993)	84
No. miles of designated scenic highway (1990)	14.5
No. owned second homes (1990)	1,907
No. licensed food service establishments (1995)	
Table service	183
Fast food	155
Cafeteria	66
Bar only	41
Other	127
Total	572
No. boat liveries (1990)	10
No. watercraft for rent (1990)	108
No. miles of state-funded snowmobile trail (1990)	0
No. miles of hiking/skiing/mtn. biking trail (1994)	7.5
No. miles of designated off-road vehicle trail (1992)	0
No. museums (1990)	7
No. historical attractions open to the public (1990)	2
No. miles of interstate highway (1990)	52.6

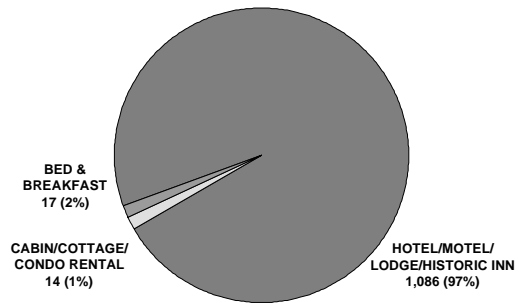
PRINCIPAL ATTRACTIONS AND EVENTS

Two state parks; Goodells County Park; several municipal parks and golf courses; 164 miles of shoreline; Mary Maxim, Inc.; Museum of Arts and History; McMorran Convention Center; International Symphony Orchestra; Blue Water Bridges (to Canada); St. Clair Boardwalk; Ruby Farms; Thomas Edison Train Depot; Port Huron Civic Theatre; Fort Gratiot Lighthouse; Feast of St. Clair (Memorial Day Weekend); St. Clair Art Fair (June); Port Huron to Mackinac Sailboat Race (July); Blue Water Festival (July); 4-H and Youth Fair (July); Blue Water Brass Drum and Bugle Corps Competition (August); Offshore Power Boat Races (June); Oktoberfest (mid-October); Antique and Classic Boat Show (late summer); IceFest (December); Silver Sticks Hockey Finals (January/February); Gus Macker Basketball Tournament (August); Scotty Hanton Marathon.

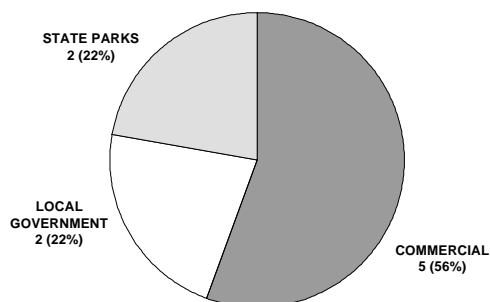
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



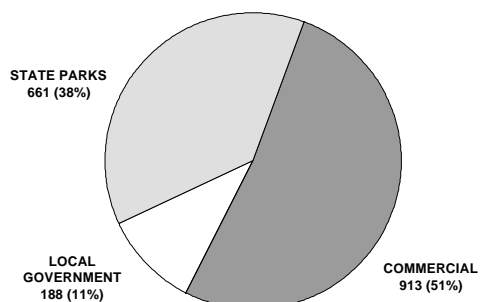
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. miles of Great Lake shoreline	n.d.	164.2	5	1-38
No. natural heritage sites	1990	2	5	1-7
Total no. miles of rivers and streams	1944	959	5	1-77
No. historical attractions open to the public	1990	2	7	1-9
No. museums	1990	7	7	1-14
No. Great Lake marina slips per 1,000 residents	1994	29.47	9	1-41
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.56	10	1-48
No. licensed charter boats	1996	12	12	1-22
Estimated population	1995	154,231	13	1-83
No. designated campsites	1990	1,762	15	1-81
No. lifts or tows at downhill ski areas	1990	0	20	1-20
Estimated direct pleasure trip expenditures	1996	\$65,420,000	27	1-83
Total no. units in commercial lodging establishments	1990	1,117	27	1-82
No. miles of designated scenic highway	1990	14.5	33	1-35
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. miles of state-funded snowmobile trail	1990	0.0	47	1-47
No. owned second homes	1990	1,907	48	1-83
No. public access sites	1990	12	49	1-83
No. eating and drinking places per 1,000 residents	1995	3.71	52	1-74
No. licensed rental watercraft per 1,000 residents	1990	0.74	59	1-76
No. acres of public recreation land	1990	12,264	60	1-83
No. acres of publicly or privately owned forest land	1994	79,700	63	1-82
Total no. public golf course holes per 1,000 residents	1995	0.76	67	1-74
Average no. inches of snowfall (1981/82-1990/91)	Avg.	39.0	68	1-82
No. miles of designated hiking/skiing/mtn. biking trail	1994	7.50	74	1-79
Combined area of natural or artificial lakes and ponds	1991	670	79	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

- Capac Area Chamber of Commerce: P.O. Box 368, Capac, MI 48014.
- Greater Algonac Chamber of Commerce: P.O. Box 818, Algonac, MI 48001-0818.
- Greater Port Huron Area Chamber of Commerce: 920 Pine Grove Avenue, Port Huron, MI 48060.
- Marine City Chamber of Commerce: 430 South Water Street, Marine City, MI 48039.
- Marysville Chamber of Commerce: 1305 Gratiot Boulevard, Suite 2, Marysville, MI 48040-1134.
- St. Clair Chamber of Commerce: P.O. Box 121, St. Clair, MI 48079-0121.
- Blue Water Area Convention and Visitors Bureau: 520 Thomas Edison Parkway, Port Huron, MI 48060. (810) 987-8687. Fax: (810) 987-1441.
- 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

