

# ST. JOSEPH COUNTY TOURISM PROFILE

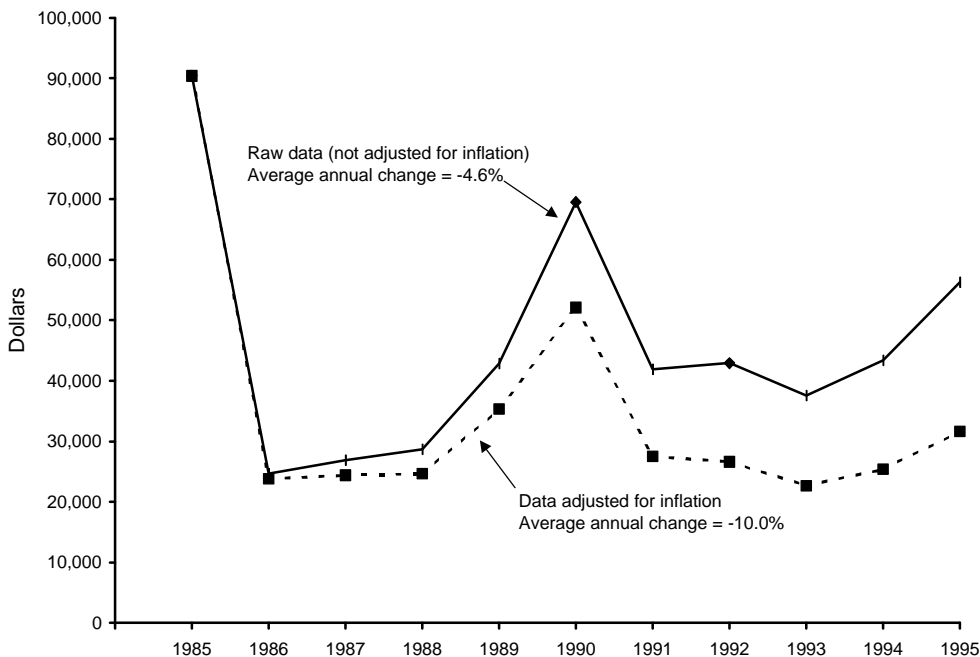
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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. Joseph County. All statistics pertain to St. Joseph 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. Joseph County (616/467-5511).



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

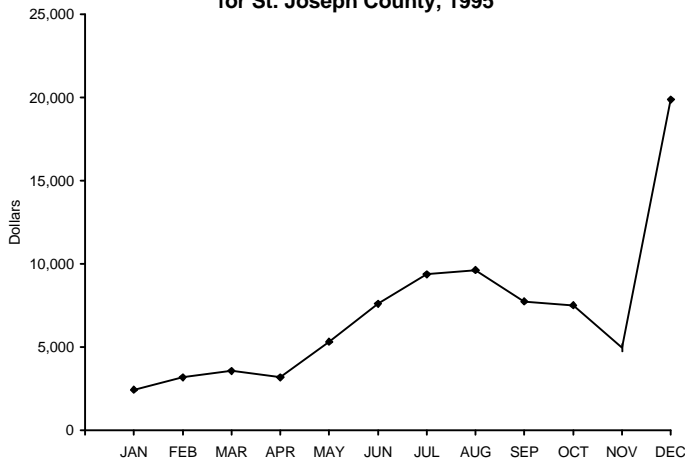
# ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN ST. JOSEPH AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Branch	0.4%	400,500	\$21,759,000
Calhoun	0.8%	741,500	\$40,286,000
Cass	0.8%	760,700	\$41,328,000
Kalamazoo	1.9%	1,753,000	\$95,235,000
Saint Joseph	0.6%	551,900	\$29,982,000
Van Buren	1.2%	1,091,200	\$59,285,000

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.

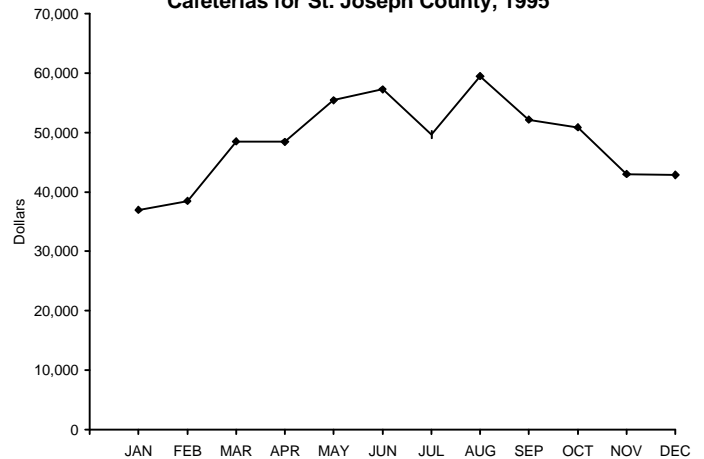
## SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

## INDICATOR OF TRAVEL ACTIVITY FOR ST. JOSEPH COUNTY

Unadjusted (6%) State of Michigan lodging use tax collections (1995) ..... \$84,438

# RECREATION AND TRAVEL RESOURCES

## NATURAL RESOURCES

No. land acres in county (1989) .....	321,600
No. water acres in county (1989) .....	9,920
Total no. acres in county (1989) .....	331,520
No. acres of public recreation land (1990)	
National parks/lakeshores .....	0
National wildlife refuges .....	0
National forests .....	0
State parks and recreation areas .....	0
State boating and fishing sites .....	37
State game/wildlife areas .....	2,216
State forests .....	0
Other areas .....	0
Total .....	2,253
No. acres of publicly or privately owned forest land (1994) .....	65,600
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 .....	292
No. miles of state or federal wild/scenic/natural river (1990) .....	0
No. inland lakes > 50 acres in size .....	38
Combined acres of natural or artificial lakes and ponds (1991) .....	10,575
Total no. acres of legislatively protected sand dunes (1989) .....	0

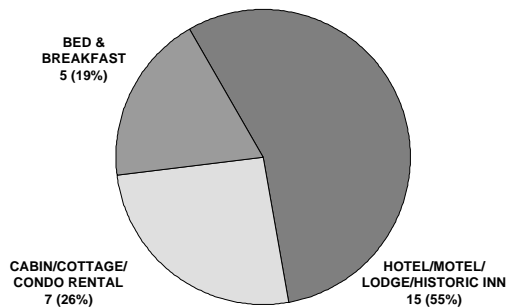
## RECREATION AND TRAVEL FACILITIES

No. public access sites (1990) .....	18
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) .....	0
No. 18-hole golf courses (1995) .....	5
No. agricultural markets/wineries/u-picks (1993) .....	20
No. miles of designated scenic highway (1990) .....	0
No. owned second homes (1990) .....	1,445
No. licensed food service establishments (1995)	
Table service .....	85
Fast food .....	57
Cafeteria .....	39
Bar only .....	9
Other .....	57
Total .....	247
No. boat liveries (1990) .....	17
No. watercraft for rent (1990) .....	190
No. miles of state-funded snowmobile trail (1990) .....	0
No. miles of hiking/skiing/mtn. biking trail (1994) .....	0
No. miles of designated off-road vehicle trail (1992) ....	0
No. museums (1990) .....	2
No. historical attractions open to the public (1990) .....	1
No. miles of interstate highway (1990) .....	0.0

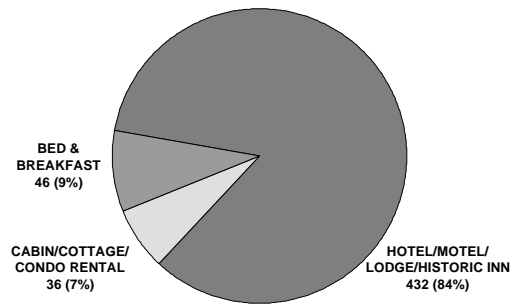
## PRINCIPAL ATTRACTIONS AND EVENTS

Leidy Lake and Three Rivers State Game Areas; St. Joseph River; Langley Covered Bridge, Centerville; Abbot Magic Factory, Colon; Nottawa School, Nottawa; St. Gregory's Abbey, Three Rivers; Historic Business District, Three Rivers; outdoor recreation opportunities, including boating, fishing, hunting, cross-country skiing, and camping.

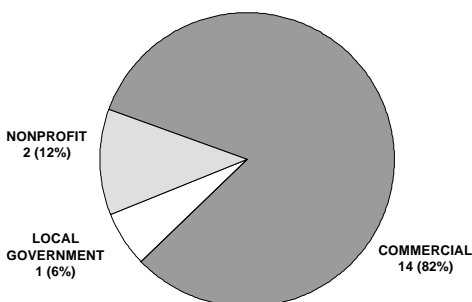
**NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990**



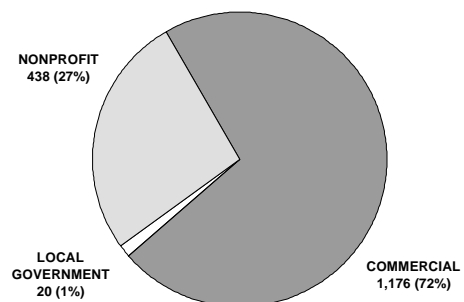
**NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990**



**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. natural heritage sites .....	1990	0	7	1-7
No. historical attractions open to the public .....	1990	1	8	1-9
No. museums .....	1990	2	12	1-14
No. designated campsites .....	1990	1,634	18	1-81
No. lifts or tows at downhill ski areas .....	1990	0	20	1-20
No. agricultural markets/wineries/u-picks per 1,000 residents .....	1993	0.33	21	1-48
No. licensed charter boats .....	1996	0	22	1-22
Estimated population .....	1995	60,684	29	1-83
Combined area of natural or artificial lakes and ponds .....	1991	10,575	30	1-83
No. miles of designated scenic highway .....	1990	0.0	35	1-35
No. public access sites .....	1990	18	36	1-83
No. licensed rental watercraft per 1,000 residents .....	1990	3.23	37	1-76
No. miles of designated off-road vehicle trail .....	1992	0.0	38	1-38
Total no. public golf course holes per 1,000 residents .....	1995	1.48	39	1-74
No. miles of state or federal wild/scenic/natural river .....	1990	0.0	39	1-39
No. eating and drinking places per 1,000 residents .....	1995	4.07	40	1-74
No. miles of state-funded snowmobile trail .....	1990	0.0	47	1-47
Total no. units in commercial lodging establishments .....	1990	514	47	1-82
Estimated direct pleasure trip expenditures .....	1996	\$29,982,000	48	1-83
Total no. miles of rivers and streams .....	1944	292	51	1-77
No. owned second homes .....	1990	1,445	58	1-83
No. acres of publicly or privately owned forest land .....	1994	65,600	71	1-82
No. acres of public recreation land .....	1990	2,253	75	1-83
Average no. inches of snowfall (1981/82-1990/91) .....	Avg.	36.7	77	1-82
No. miles of designated hiking/skiing/mtn. biking trail .....	1994	0.00	79	1-79
No. miles of Great Lake shoreline .....	n.d.	0.0	999	1-38
No. Great Lake marina slips per 1,000 residents .....	1994	0.00	999	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

- Burr Oak Chamber of Commerce: P.O. Box 308, Burr Oak, MI 49030.
- River Country Tourism Council: 150 N. Main Street, P.O. Box 70, Centreville, MI 49032. (616) 467-4505. Fax: (616) 651-3860. E-mail: [tourism@rivercountry.com](mailto:tourism@rivercountry.com) Web site: <http://www.rivercountry.com>
- Sturgis Area Chamber of Commerce: 200 West Main, P.O. Box 165, Sturgis, MI 49091.
- Three Rivers Area Chamber of Commerce: 103 South Douglass, Three Rivers, MI 49093-2152.
- 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](mailto:dholecck@pilot.msu.edu) Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center  
Michigan State University

