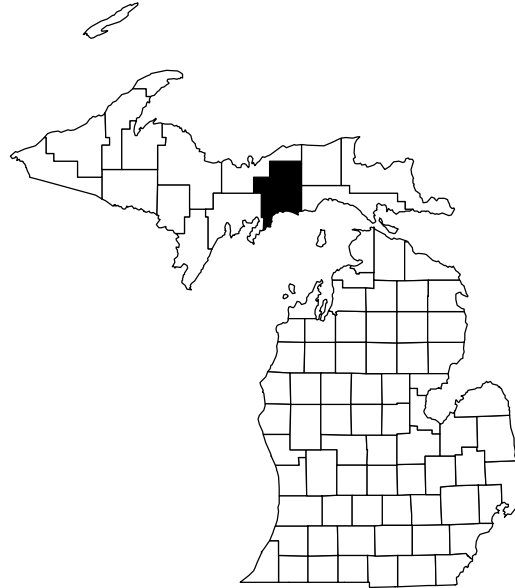


# SCHOOLCRAFT COUNTY TOURISM PROFILE

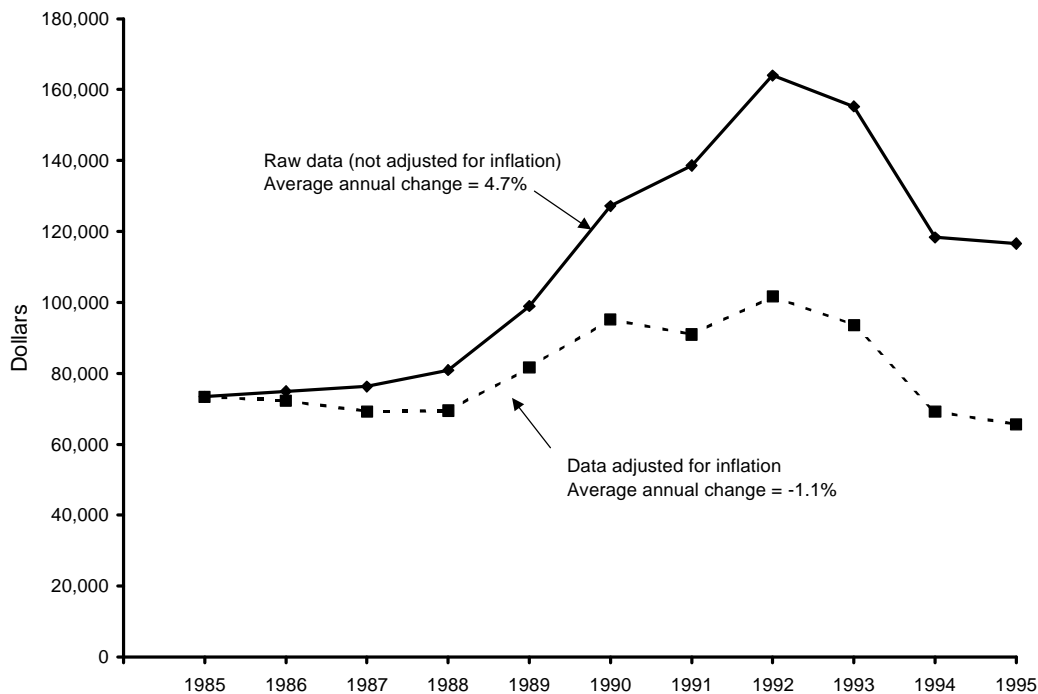
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Schoolcraft County. All statistics pertain to Schoolcraft 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 Schoolcraft County (906/341-5050).



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

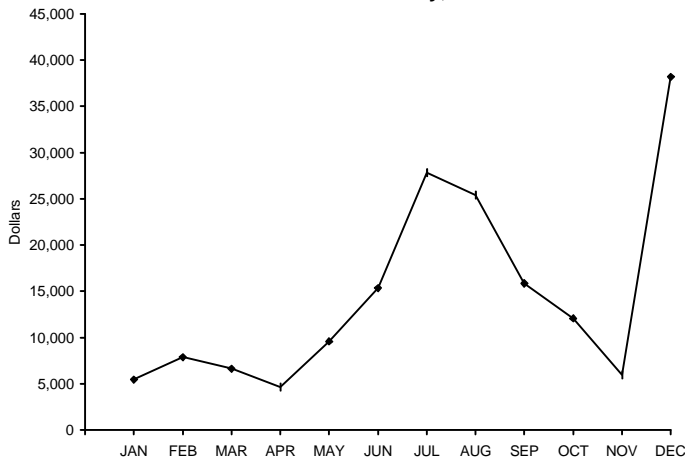
# ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN SCHOOLCRAFT AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Alger	0.8%	710,300	\$38,591,000
Delta	0.9%	877,100	\$47,650,000
Luce	0.2%	204,700	\$11,119,000
Mackinac	5.3%	4,964,800	\$269,727,000
Schoolcraft	0.1%	97,000	\$5,269,000

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.

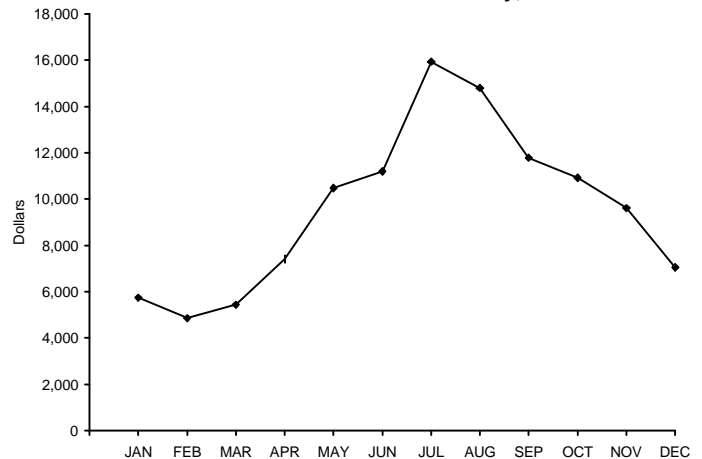
## SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

## INDICATORS OF TRAVEL ACTIVITY FOR SCHOOLCRAFT COUNTY

Estimated number of visits to Indian Lake State Park (1996) .....	83,184
Estimated number of visits to Palms Book State Park (1996) .....	54,958
Unadjusted (6%) State of Michigan lodging use tax collections (1995) .....	\$174,895

# RECREATION AND TRAVEL RESOURCES

## NATURAL RESOURCES

No. land acres in county (1989) .....	750,976
No. water acres in county (1989) .....	30,528
Total no. acres in county (1989) .....	781,504
No. acres of public recreation land (1990)	
National parks/lakeshores .....	0
National wildlife refuges .....	95,454
National forests .....	122,433
State parks and recreation areas .....	956
State boating and fishing sites .....	953
State game/wildlife areas .....	0
State forests .....	286,783
Other areas .....	0
Total .....	506,579
No. acres of publicly or privately owned forest land (1994) .....	540,500
Total no. acres of designated state or federal wilderness (1990) ...	31,006
Average no. inches of snowfall (1981/82-1990/91) .....	120.9
No. miles of Great Lake shoreline .....	46
Total no. miles of rivers and streams .....	734
No. miles of state or federal wild/scenic/natural river (1990) .....	109
No. inland lakes > 50 acres in size .....	79
Combined acres of natural or artificial lakes and ponds (1991) .....	28,801
Total no. acres of legislatively protected sand dunes (1989) .....	5,214
Natural heritage sites: Big Spring Kitch-iti-ki-pi in Palms Book State Park; Seney National Wildlife Refuge.	

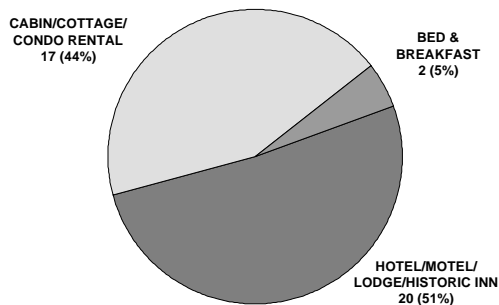
## RECREATION AND TRAVEL FACILITIES

No. public access sites (1990) .....	27
No. recreational harbors on the Great Lakes (1990) ....	1
No. Great Lake marinas (1994) .....	2
No. Great Lake marina slips (1994) .....	36
No. licensed charter boats (1996) .....	0
No. 9-hole golf courses (1995) .....	1
No. 18-hole golf courses (1995) .....	0
No. agricultural markets/wineries/u-picks (1993) .....	4
No. miles of designated scenic highway (1990) .....	112.9
No. owned second homes (1990) .....	1,659
No. licensed food service establishments (1995)	
Table service .....	27
Fast food .....	12
Cafeteria .....	10
Bar only .....	9
Other .....	3
Total .....	61
No. boat liveryes (1990) .....	4
No. watercraft for rent (1990) .....	82
No. miles of state-funded snowmobile trail (1990) .....	89.4
No. miles of hiking/skiing/mtn. biking trail (1994) .....	134.8
No. miles of designated off-road vehicle trail (1992) ....	28.6
No. museums (1990) .....	0
No. historical attractions open to the public (1990) .....	0
No. miles of interstate highway (1990) .....	0.0

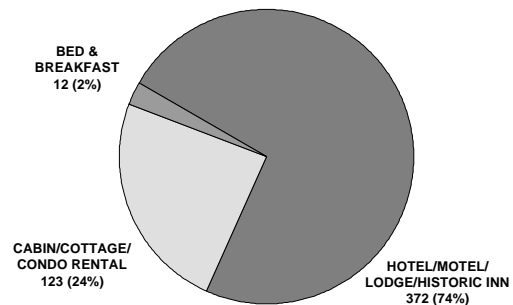
## PRINCIPAL ATTRACTIONS AND EVENTS

Seney National Wildlife Refuge, with hiking trails, public fishing, and numerous opportunities to view bald eagles, Sandhill Cranes, loons, black bears, and other animals; Lakeside Park, Manistique; Indian Lake State Park, featuring a museum of Ojibway Indian life; Big Spring Kitch-iti-ki-pi at Palms Book State Park; Pioneer Park historical complex; Seul Choix Point Lighthouse; Manistique Marina; Siphon Bridge, Manistique; Bishop Baraga Shrine; Folk Fest (July); numerous water-related activities on inland lakes, 46 miles of Lake Michigan shoreline, and over 700 miles of rivers and streams.

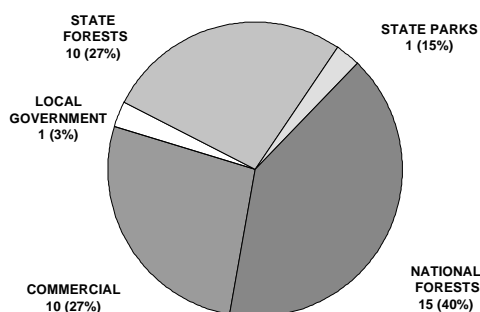
**NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990**



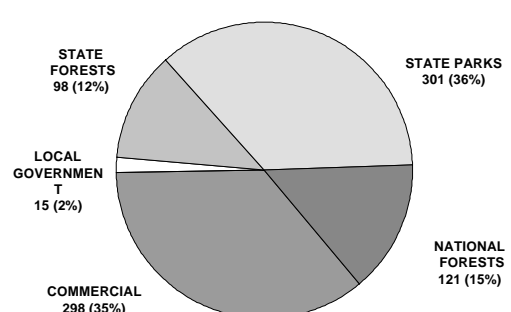
**NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990**



**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. acres of public recreation land .....	1990	506,579	1	1-83
No. miles of designated scenic highway .....	1990	112.9	1	1-35
No. eating and drinking places per 1,000 residents .....	1995	7.01	4	1-74
No. natural heritage sites .....	1990	2	5	1-7
Combined area of natural or artificial lakes and ponds .....	1991	28,801	7	1-83
No. miles of state or federal wild/scenic/natural river .....	1990	109.0	7	1-39
No. acres of publicly or privately owned forest land .....	1994	540,500	8	1-82
No. historical attractions open to the public .....	1990	0	9	1-9
Total no. miles of rivers and streams .....	1944	734	12	1-77
No. agricultural markets/wineries/u-picks per 1,000 residents .....	1993	0.47	12	1-48
Average no. inches of snowfall (1981/82-1990/91) .....	Avg.	120.9	13	1-82
No. public access sites .....	1990	27	13	1-83
No. museums .....	1990	0	14	1-14
No. miles of designated hiking/skiing/mtn. biking trail .....	1994	134.75	15	1-79
No. miles of state-funded snowmobile trail .....	1990	89.4	18	1-47
No. lifts or tows at downhill ski areas .....	1990	0	20	1-20
No. miles of Great Lake shoreline .....	n.d.	46.1	21	1-38
No. licensed rental watercraft per 1,000 residents .....	1990	9.88	22	1-76
No. licensed charter boats .....	1996	0	22	1-22
No. miles of designated off-road vehicle trail .....	1992	28.6	26	1-38
No. Great Lake marina slips per 1,000 residents .....	1994	4.17	34	1-41
No. designated campsites .....	1990	833	42	1-81
Total no. units in commercial lodging establishments .....	1990	507	48	1-82
No. owned second homes .....	1990	1,659	55	1-83
Total no. public golf course holes per 1,000 residents .....	1995	1.03	56	1-74
Estimated population .....	1995	8,700	78	1-83
Estimated direct pleasure trip expenditures .....	1996	\$5,269,000	82	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

- Manistique Area Tourist Council: c/o Dipper Motel, 311 S. Cedar, Manistique, MI 49854. (906) 341-5191.
- Upper Peninsula Travel and Recreation Association: 618 Stephenson Avenue, P.O. Box 400, Iron Mountain, MI 49801-0400. (906) 774-5480. Fax: (906) 774-5190. Web site: <http://www.travel.com>
- 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

