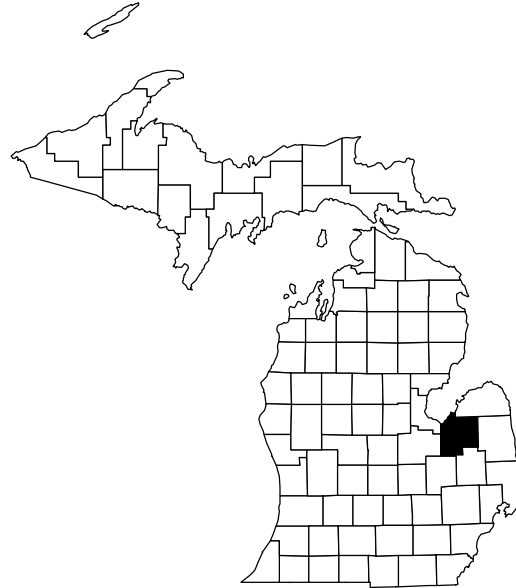


# TUSCOLA COUNTY TOURISM PROFILE

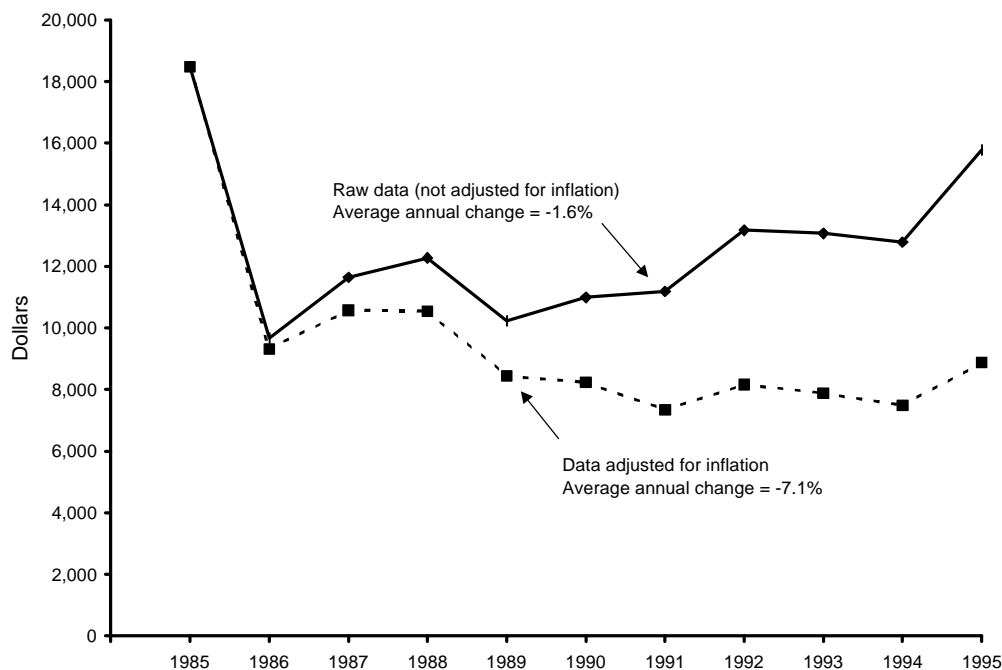
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Tuscola County. All statistics pertain to Tuscola 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 Tuscola County (517/672-3870).



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

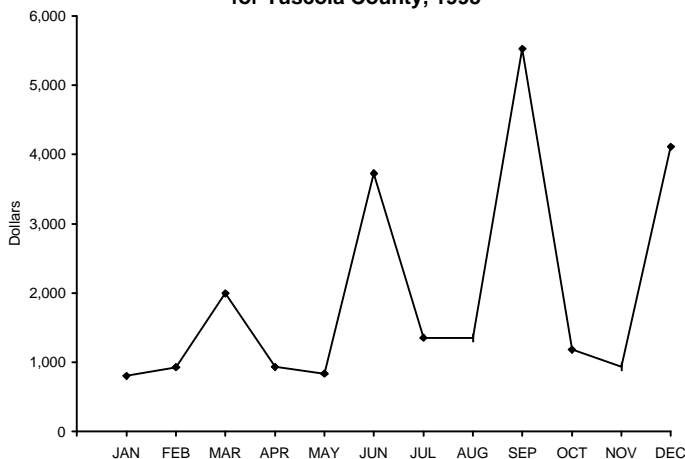
# ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN TUSCOLA AND NEIGHBORING COUNTIES, 1996

<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
Huron	0.8%	777,100	\$42,216,000
Lapeer	0.4%	354,600	\$19,264,000
Saginaw	5.5%	5,163,000	\$280,491,000
Sanilac	0.2%	152,000	\$8,260,000
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.

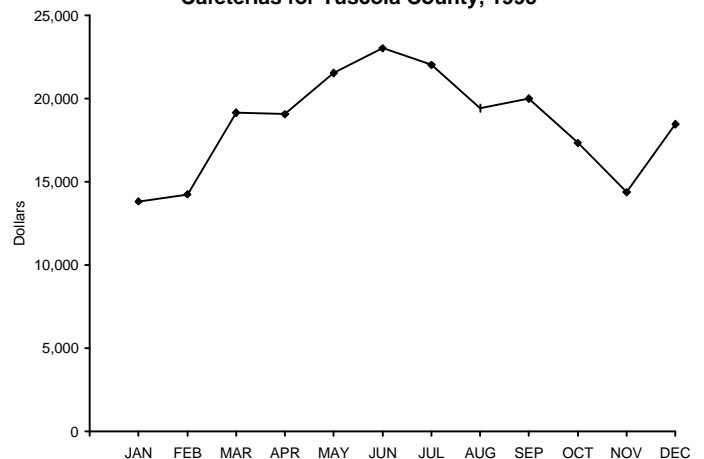
## SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

## INDICATOR OF TRAVEL ACTIVITY FOR TUSCOLA COUNTY

Unadjusted (6%) State of Michigan lodging use tax collections (1995) ..... \$23,674

# RECREATION AND TRAVEL RESOURCES

## NATURAL RESOURCES

No. land acres in county (1989) .....	519,744
No. water acres in county (1989) .....	3,264
Total no. acres in county (1989) .....	523,008
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 .....	0
State game/wildlife areas .....	29,476
State forests .....	0
Other areas .....	0
Total .....	29,476
No. acres of publicly or privately owned forest land (1994) .....	115,500
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91) .....	37.8
No. miles of Great Lake shoreline .....	20
Total no. miles of rivers and streams .....	184
No. miles of state or federal wild/scenic/natural river (1990) .....	0
No. inland lakes > 50 acres in size .....	5
Combined acres of natural or artificial lakes and ponds (1991) .....	1,799
Total no. acres of legislatively protected sand dunes (1989) .....	0

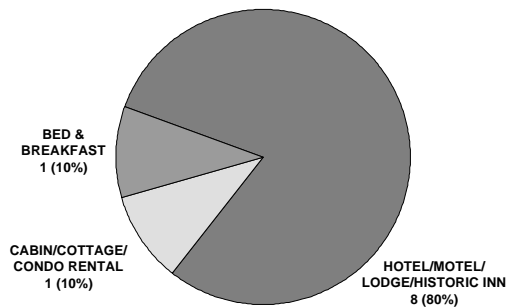
## RECREATION AND TRAVEL FACILITIES

No. public access sites (1990) .....	7
No. recreational harbors on the Great Lakes (1990) ....	0
No. Great Lake marinas (1994) .....	4
No. Great Lake marina slips (1994) .....	263
No. licensed charter boats (1996) .....	0
No. 9-hole golf courses (1995) .....	5
No. 18-hole golf courses (1995) .....	2
No. agricultural markets/wineries/u-picks (1993) .....	5
No. miles of designated scenic highway (1990) .....	15.2
No. owned second homes (1990) .....	737
No. licensed food service establishments (1995)	
Table service .....	78
Fast food .....	38
Cafeteria .....	36
Bar only .....	10
Other .....	28
Total .....	190
No. boat liveryes (1990) .....	4
No. watercraft for rent (1990) .....	43
No. miles of state-funded snowmobile trail (1990) .....	0
No. miles of hiking/skiing/mtn. biking trail (1994) .....	2.7
No. miles of designated off-road vehicle trail (1992) ....	0
No. museums (1990) .....	1
No. historical attractions open to the public (1990) .....	0
No. miles of interstate highway (1990) .....	0.0

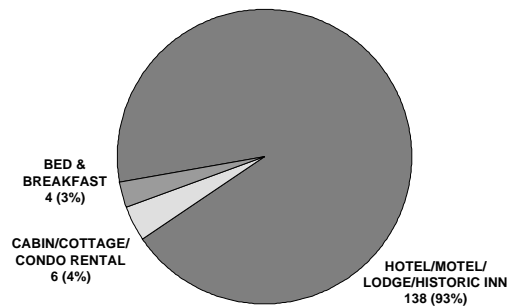
## PRINCIPAL ATTRACTIONS AND EVENTS

Caro Arts and Crafts Fair (early June); Caro Historical Museum; Pumpkin Festival, Caro (early October); Gagetown Octagonal Barn Festival (August); Heritage Festival, Vassar (early August); Vassar Golf and Country Club; Quanicassee Wildlife Area; Tuscola; Cass City; Gagetown; Vassar; Murphy Lake; and Deford State Game Areas; Watrousville Museum; Fish Point Wildlife Area; Michigan Bean Festival; Tuscola County Fair (late July/early June); Chippewa Trails; Ber-Wa-Ga-Na Campgrounds; Pennywick Express; Watrousville Tree Farm; 7 public golf courses; boating resources (20 miles of Lake Huron shoreline, 184 miles of rivers and streams, and 7 public access sites).

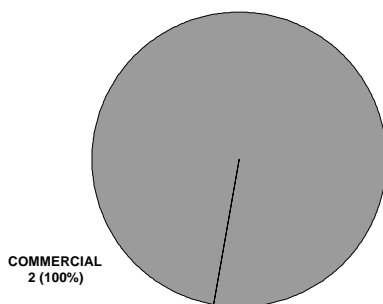
**NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990**



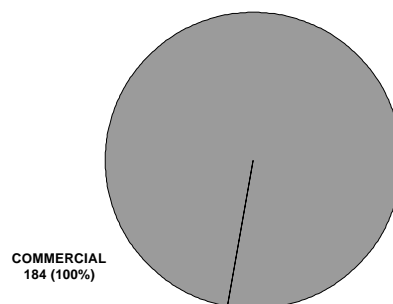
**NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990**



**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. natural heritage sites .....	1990	0	7	1-7
No. historical attractions open to the public .....	1990	0	9	1-9
No. museums .....	1990	1	13	1-14
No. lifts or tows at downhill ski areas .....	1990	0	20	1-20
No. licensed charter boats .....	1996	0	22	1-22
No. miles of designated scenic highway .....	1990	15.2	32	1-35
Estimated population .....	1995	57,491	32	1-83
No. Great Lake marina slips per 1,000 residents .....	1994	4.62	33	1-41
No. miles of Great Lake shoreline .....	n.d.	20.1	36	1-38
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
Total no. public golf course holes per 1,000 residents .....	1995	1.41	40	1-74
No. agricultural markets/wineries/u-picks per 1,000 residents .....	1993	0.09	42	1-48
No. acres of public recreation land .....	1990	29,476	47	1-83
No. miles of state-funded snowmobile trail .....	1990	0.0	47	1-47
No. acres of publicly or privately owned forest land .....	1994	115,500	52	1-82
No. licensed rental watercraft per 1,000 residents .....	1990	0.77	58	1-76
No. eating and drinking places per 1,000 residents .....	1995	3.30	63	1-74
No. owned second homes .....	1990	737	70	1-83
Combined area of natural or artificial lakes and ponds .....	1991	1,799	71	1-83
No. public access sites .....	1990	7	71	1-83
Total no. miles of rivers and streams .....	1944	184	71	1-77
Average no. inches of snowfall (1981/82-1990/91) .....	Avg.	37.8	72	1-82
Total no. units in commercial lodging establishments .....	1990	148	75	1-82
No. miles of designated hiking/skiing/mtn. biking trail .....	1994	2.70	77	1-79
Estimated direct pleasure trip expenditures .....	1996	\$7,663,000	78	1-83
No. designated campsites .....	1990	184	81	1-81

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

- Tuscola County Tourism Office: 194 N. State Street, Suite 200, Caro, MI 48723. (517) 673-2849. Fax: (517) 673-2517.
- Vassar Chamber of Commerce: P.O. Box 126, Vassar, MI 48768.
- Caro Chamber of Commerce: 121 North State, Suite 2, Caro, MI 48723.
- Reese Chamber of Commerce: P.O. Box 113, Reese, MI 48757.
- 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](mailto:dholecek@pilot.msu.edu) Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center  
Michigan State University

