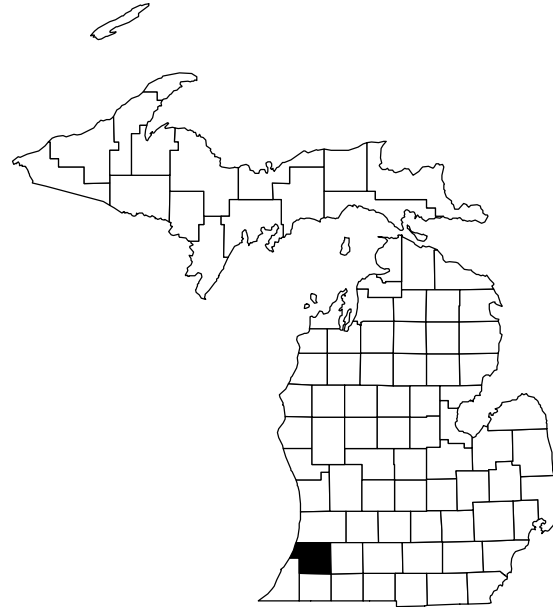


VAN BUREN COUNTY TOURISM PROFILE

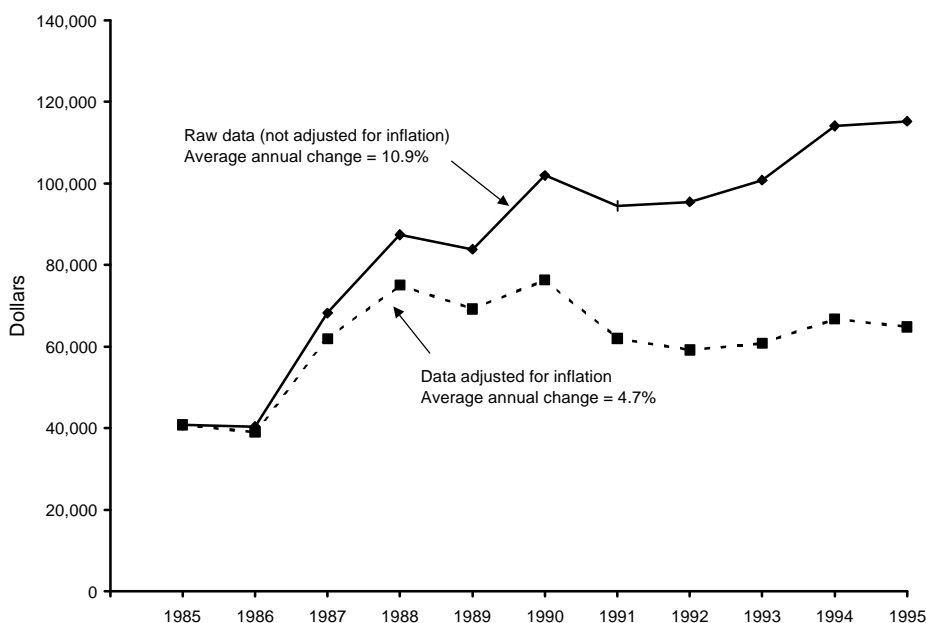
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Van Buren County. All statistics pertain to Van Buren 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 offices in Van Buren County (616/657-7745 or 616/657-8204).



TRENDS IN STATE OF MICHIGAN LODGING USE TAX COLLECTIONS FOR VAN BUREN 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.

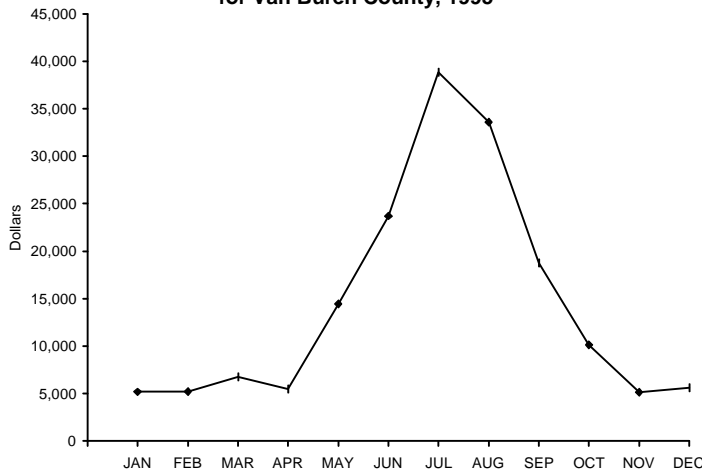
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN VAN BUREN AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Allegan	1.9%	1,805,100	\$98,068,000
Berrien	2.6%	2,455,300	\$133,393,000
Cass	0.8%	760,700	\$41,328,000
Kalamazoo	1.9%	1,753,000	\$95,235,000
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.

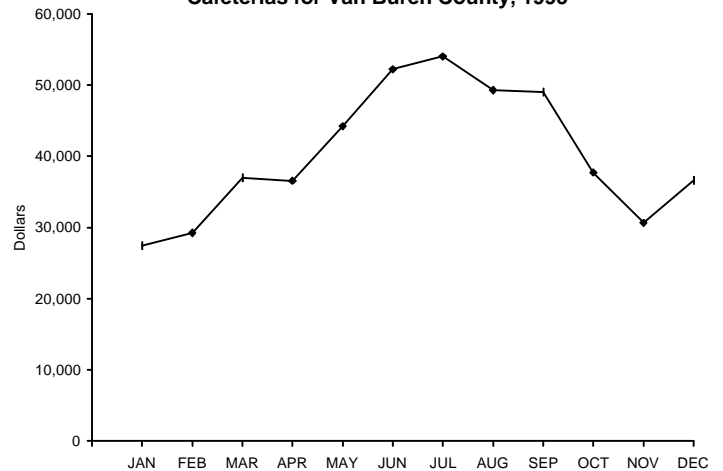
SEASONALITY IN ECONOMIC ACTIVITY

State of Michigan Lodging Use Tax Collections for Van Buren County, 1995



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR VAN BUREN COUNTY

Estimated number of visits to Kal-Haven State Trail (1996)	92,946
Estimated number of visits to Van Buren State Park (1996)	253,961
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$172,895

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	391,296
No. water acres in county (1989)	8,000
Total no. acres in county (1989)	399,296
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	0
National forests	0
State parks and recreation areas	676
State boating and fishing sites	414
State game/wildlife areas	370
State forests	82
Other areas	0
Total	1,542
No. acres of publicly or privately owned forest land (1994)	122,300
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	68.6
No. miles of Great Lake shoreline	13
Total no. miles of rivers and streams	324
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	34
Combined acres of natural or artificial lakes and ponds (1991)	7,489
Total no. acres of legislatively protected sand dunes (1989)	1,850

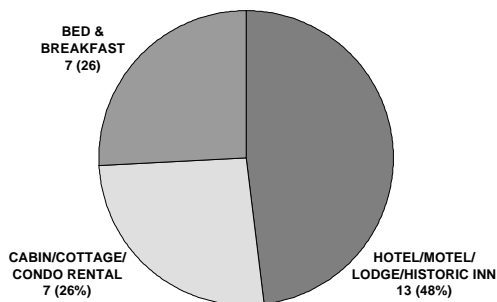
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	28
No. recreational harbors on the Great Lakes (1990)	1
No. Great Lake marinas (1994)	25
No. Great Lake marina slips (1994)	977
No. licensed charter boats (1996)	12
No. 9-hole golf courses (1995)	2
No. 18-hole golf courses (1995)	3
No. agricultural markets/wineries/u-picks (1993)	47
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	3,405
No. licensed food service establishments (1995)	
Table service	108
Fast food	56
Cafeteria	34
Bar only	22
Other	67
Total	287
No. boat liveries (1990)	5
No. watercraft for rent (1990)	46
No. miles of state-funded snowmobile trail (1990)	34
No. miles of hiking/skiing/mtn. biking trail (1994)	27
No. miles of designated off-road vehicle trail (1992)	0
No. museums (1990)	4
No. historical attractions open to the public (1990)	1
No. miles of interstate highway (1990)	37.6

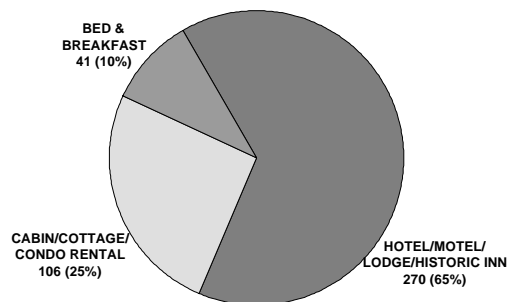
PRINCIPAL ATTRACTIONS AND EVENTS

Lake Michigan (beaches, marinas, parks, camping, and public access facilities); Van Buren State Park (Lake Michigan access, beaches, camping, hiking, and cross-country skiing); recreation - 34-mile Kal-Haven Trail, Timber Ridge Ski Resort, golfing, fishing, dunes, and inland lakes; wineries - St. Julian and Warner; arts - Village Gallery of Arts and Crafts in Lawton, South Haven Center for the Arts, Art Fair in South Haven, and museums; festivals - Paw Paw Wine and Harvest Festival, Bangor Apples Festival, Hartford Strawberry Festival, South Haven Blueberry Festival, Black Arts Fair.

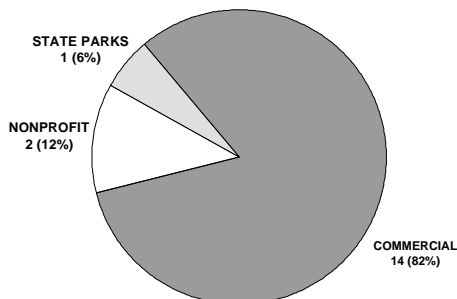
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



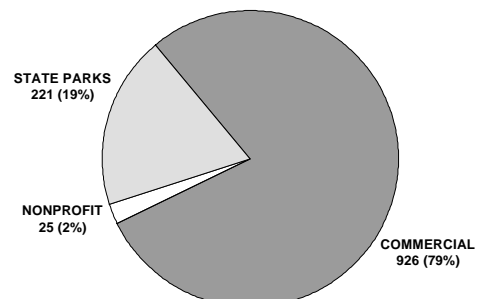
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.64	7	1-48
No. historical attractions open to the public	1990	1	8	1-9
No. museums	1990	4	10	1-14
No. public access sites	1990	28	11	1-83
No. licensed charter boats	1996	12	12	1-22
No. lifts or tows at downhill ski areas	1990	7	14	1-20
No. Great Lake marina slips per 1,000 residents	1994	13.21	21	1-41
Estimated population	1995	74,591	24	1-83
No. owned second homes	1990	3,405	26	1-83
Estimated direct pleasure trip expenditures	1996	\$59,285,000	30	1-83
No. designated campsites	1990	1,172	30	1-81
No. miles of designated scenic highway	1990	0.0	35	1-35
No. miles of state-funded snowmobile trail	1990	33.8	35	1-47
No. miles of Great Lake shoreline	n.d.	13.4	38	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
Average no. inches of snowfall (1981/82-1990/91)	Avg.	68.6	40	1-82
Combined area of natural or artificial lakes and ponds	1991	7,489	42	1-83
Total no. miles of rivers and streams	1944	324	42	1-77
No. eating and drinking places per 1,000 residents	1995	3.85	48	1-74
No. acres of publicly or privately owned forest land	1994	122,300	50	1-82
Total no. units in commercial lodging establishments	1990	417	52	1-82
No. miles of designated hiking/skiing/mtn. biking trail	1994	27.28	54	1-79
Total no. public golf course holes per 1,000 residents	1995	0.97	60	1-74
No. licensed rental watercraft per 1,000 residents	1990	0.66	62	1-76
No. acres of public recreation land	1990	1,542	78	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

- Greater Paw Paw Chamber of Commerce: P.O. Box 105, Paw Paw, MI 49079-0105.
- Greater South Haven Area Chamber of Commerce: 300 Broadway, South Haven, MI 49090-1413.
- Lakeshore Convention & Visitors Bureau: 415 Phoenix Street, South Haven, MI 49090. (616) 637-5252. Fax: ((616) 637-8710. E-mail: LakeMicvb@cybersol.com
- Southwestern Michigan Tourist Council: 2300 Pipestone Road, Benton Harbor, MI 49022. (616) 925-6301. Fax: (616) 925-7540. E-mail: swmichigan@parrett.com Web site: <http://www.swmichigan.org>
- 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: dholecsek@pilot.msu.edu Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center
Michigan State University

