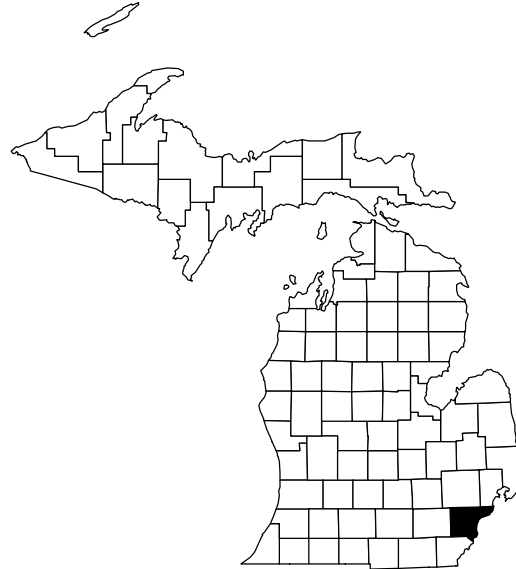


WAYNE COUNTY TOURISM PROFILE

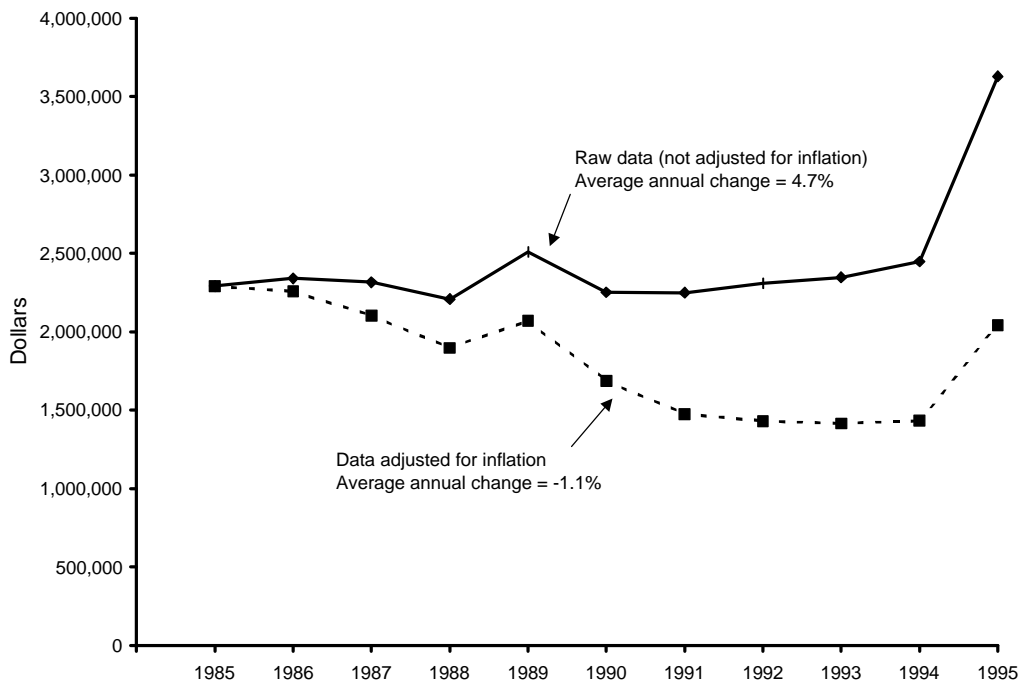
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

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 Wayne County. All statistics pertain to Wayne 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 Wayne County (313/833-3412).



TRENDS IN STATE OF MICHIGAN LODGING USE TAX COLLECTIONS FOR WAYNE 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.

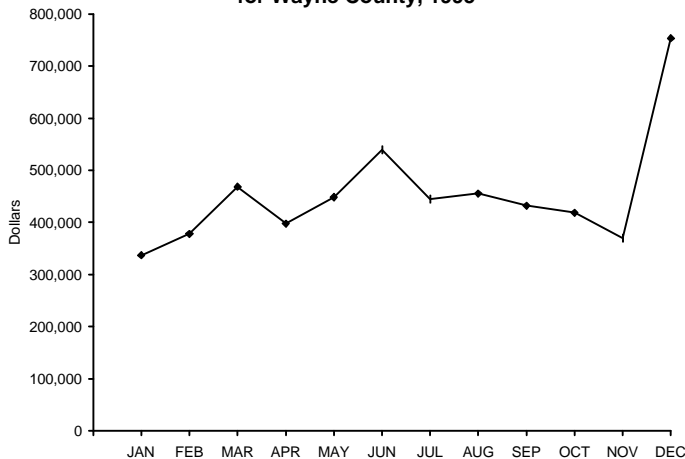
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN WAYNE AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Macomb	0.8%	751,800	\$40,841,000
Monroe	0.5%	454,600	\$24,697,000
Oakland	4.2%	3,919,000	\$212,908,000
Washtenaw	2.8%	2,644,300	\$143,658,000
Wayne	8.6%	8,103,500	\$440,245,000

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.

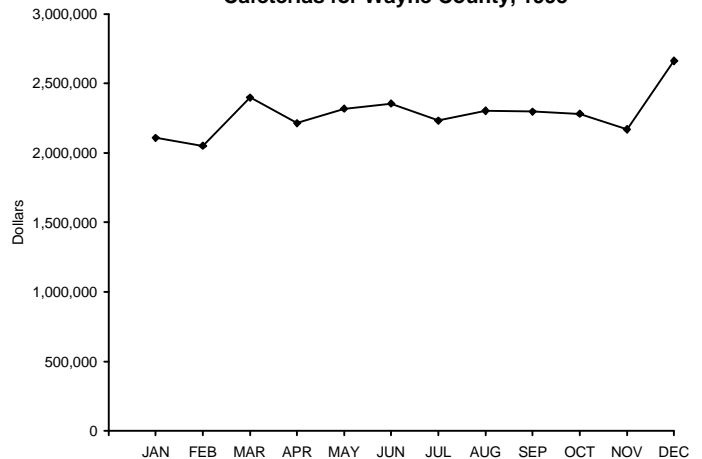
SEASONALITY IN ECONOMIC ACTIVITY

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



SOURCE: Michigan Department of Treasury.

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



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR WAYNE COUNTY

Number of visits to Henry Ford Museum and Greenfield Village (1996)	1,083,511
Estimated number of visits to Maybury State Park (1996)	487,591
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$5,443,779

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	393,664
No. water acres in county (1989)	12,800
Total no. acres in county (1989)	406,464
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	304
National forests	0
State parks and recreation areas	944
State boating and fishing sites	18
State game/wildlife areas	509
State forests	0
Other areas	6,103
Total	7,878
No. acres of publicly or privately owned forest land (1994)	35,900
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	38
No. miles of Great Lake shoreline	75
Total no. miles of rivers and streams	391
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	7
Combined acres of natural or artificial lakes and ponds (1991)	2,889
Total no. acres of legislatively protected sand dunes (1989)	0

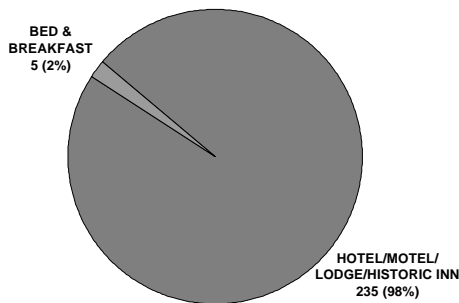
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	9
No. recreational harbors on the Great Lakes (1990)	4
No. Great Lake marinas (1994)	72
No. Great Lake marina slips (1994)	6,258
No. licensed charter boats (1996)	11
No. 9-hole golf courses (1995)	13
No. 18-hole golf courses (1995)	28
No. agricultural markets/wineries/u-picks (1993)	34
No. miles of designated scenic highway (1990)	0
No. owned second homes (1990)	1,023
No. licensed food service establishments (1995)	
Table service	2,040
Fast food	1,961
Cafeteria	825
Bar only	350
Other	1,757
Total	6,933
No. boat liveryes (1990)	9
No. watercraft for rent (1990)	101
No. miles of state-funded snowmobile trail (1990)	0.0
No. miles of hiking/skiing/mtn. biking trail (1994)	83.8
No. miles of designated off-road vehicle trail (1992)	0
No. museums (1990)	40
No. historical attractions open to the public (1990)	23
No. miles of interstate highway (1990)	118.6

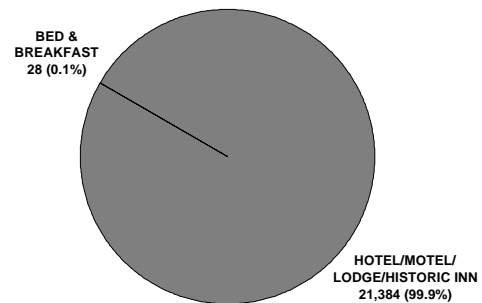
PRINCIPAL ATTRACTIONS AND EVENTS

Recreational harbor facilities at Detroit on Lake St. Clair; Ambassador Bridge to Canada; Belle Isle Aquarium; Detroit-Windsor Tunnel; Detroit Historical Museum; Detroit Institute of Arts; Fisher Mansion; Mariners' Church of Detroit; Museum of African American History; Music Hall Center for the Performing Arts; Renaissance Center; Joe Louis Arena; Tiger Stadium (home of the American League's Detroit Tigers); Michigan State Fair, Detroit (September); River Rouge Days (September).

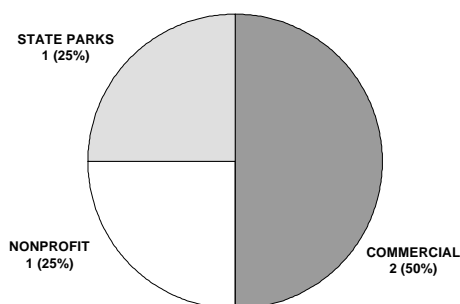
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



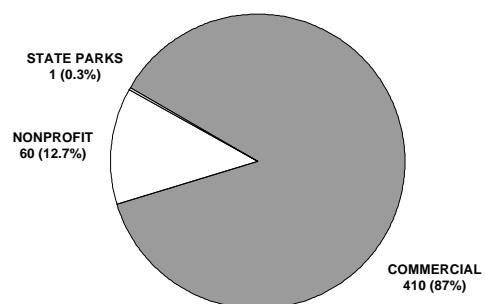
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



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. historical attractions open to the public	1990	23	1	1-9
Estimated direct pleasure trip expenditures	1996	\$440,245,000	1	1-83
No. museums	1990	40	1	1-14
Total no. units in commercial lodging establishments	1990	21,412	1	1-82
Estimated population	1995	2,055,500	1	1-83
No. natural heritage sites	1990	0	7	1-7
No. miles of Great Lake shoreline	n.d.	75.4	11	1-38
No. licensed charter boats	1996	11	13	1-22
No. lifts or tows at downhill ski areas	1990	8	13	1-20
No. miles of designated hiking/skiing/mtn. biking trail	1994	83.80	21	1-79
Total no. miles of rivers and streams	1944	391	32	1-77
No. miles of designated scenic highway	1990	0.0	35	1-35
No. Great Lake marina slips per 1,000 residents	1994	3.03	37	1-41
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. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.02	47	1-48
No. public access sites	1990	9	60	1-83
No. eating and drinking places per 1,000 residents	1995	3.37	61	1-74
No. designated campsites	1990	471	64	1-81
Combined area of natural or artificial lakes and ponds	1991	2,889	65	1-83
No. owned second homes	1990	1,023	65	1-83
No. acres of public recreation land	1990	7,878	66	1-83
Average no. inches of snowfall (1981/82-1990/91)	Avg.	38.0	70	1-82
Total no. public golf course holes per 1,000 residents	1995	0.30	74	1-74
No. licensed rental watercraft per 1,000 residents	1990	0.05	76	1-76
No. acres of publicly or privately owned forest land	1994	35,900	82	1-82

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

- Allen Park Chamber of Commerce: 6720 Park Avenue, Allen Park, MI 48101.
- Bellenville Area Chamber of Commerce: 397 Main Street, Suite 2, Bellenville, MI 48111.
- Canton Chamber of Commerce: 5820 Canton Center Road, Ste. 315, Canton, MI 48187.
- Dearborn Chamber of Commerce: 15544 Michigan Avenue, Dearborn, MI 48126-2996.
- Dearborn Heights Chamber of Commerce: 24624 West Warren Street, Dearborn Heights, MI 48127-2107.
- Garden City Chamber of Commerce: 30120 Ford Road, Suite D, Garden City, MI 48135.
- Greater Detroit Chamber of Commerce: 600 West Lafayette Blvd., P.O. Box 33840, Detroit, MI 48232-0840.
- Greater Romulus Chamber of Commerce: 31200 Detroit Ind. Expressway, Romulus, MI 48174.
- Hamtramck Chamber of Commerce: 9435 Joseph Campau, Hamtramck, MI 48212.
- Huron Township Chamber of Commerce: 19132 Huron River Drive, P.O. Box 247, New Boston, MI 48164.
- Lincoln Park Chamber of Commerce: 1335 Southfield, Lincoln Park, MI 48146.
- Livonia Chamber of Commerce: 15401 Farmington Road, Livonia, MI 48154-2892.
- Metropolitan Detroit Convention and Visitors Bureau: 100 Renaissance Center, Suite 1950, Detroit, MI 48243-1056. (313) 259-4333. Fax: (313) 259-7583. E-mail: rbinford@visitdetroit.com Web site: <http://www.visitdetroit.com>
- Northville Community Chamber of Commerce: 195 South Main Street, Northville, MI 48167.
- Plymouth Community Chamber of Commerce: 386 South Main Street, Plymouth, MI 48170-1604.
- Redford Township Chamber of Commerce: 26050 Five Mile Road, Redford, MI 48239-3289.
- Southern Wayne County Chamber of Commerce: 20600 Eureka Road, Suite 315, Taylor, MI 48180-5306.
- Wayne Chamber of Commerce: 35816 West Michigan Avenue, Wayne, MI 48184.
- Westland Chamber of Commerce: 36900 Ford Road, Westland, MI 48185.
- 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

