

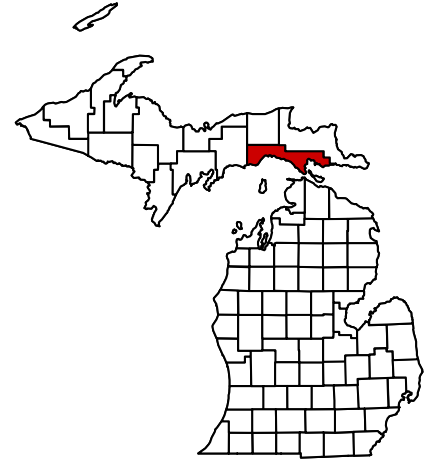


Mackinac County Tourism Profile

June 2001

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Michigan State University Extension's Tourism Area of Expertise (TAOE) has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Mackinac County. All statistics pertain to Mackinac County unless otherwise noted and are the most current available at this date. As more recent data become available, they will be posted on the TAOE web site: www.tourism.msu.edu. Further assistance is also available from the Travel, Tourism, and Recreation Resource Center at Michigan State University (517-353-0793) or the MSU Extension office in Mackinac County (906-586-6001).

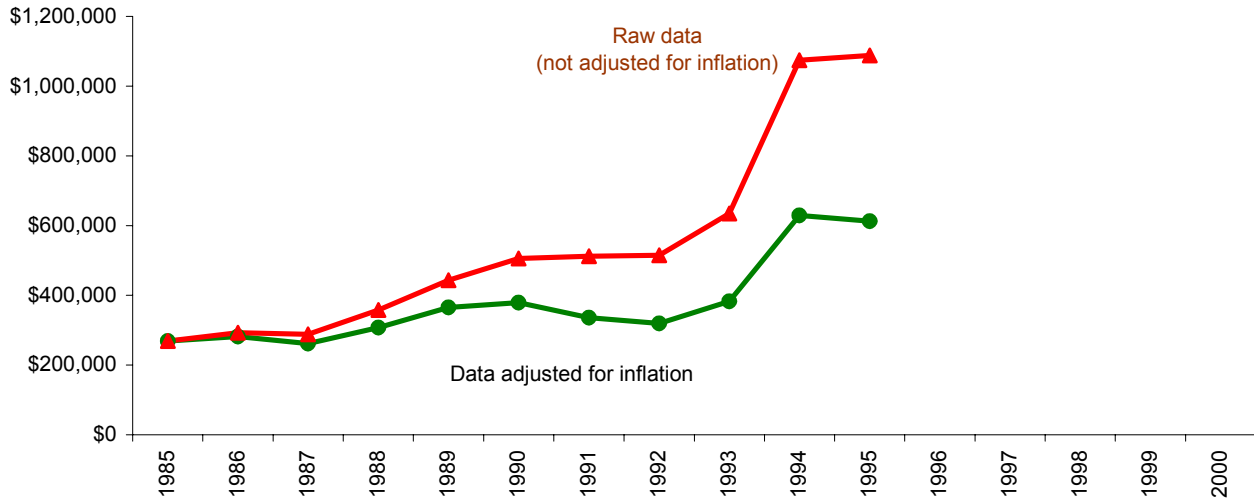


ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN MACKINAC AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Cheboygan	1.8%	1,671,600	\$90,813,000
Chippewa	3.8%	3,609,600	\$196,099,000
Emmet	1.4%	1,295,600	\$70,386,000
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.

TRENDS IN STATE OF MICHIGAN LODGING USE TAX COLLECTIONS FOR MACKINAC COUNTY

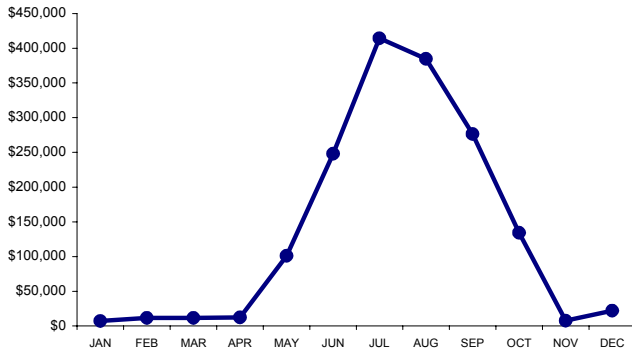


NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the 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.

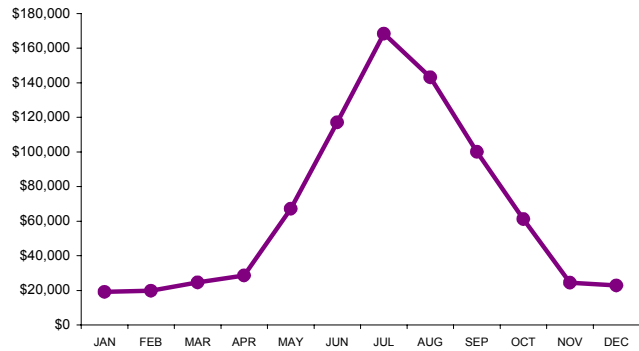
SOURCE: Michigan Department of Treasury, Systems Division.

SEASONALITY IN ECONOMIC ACTIVITY

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



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



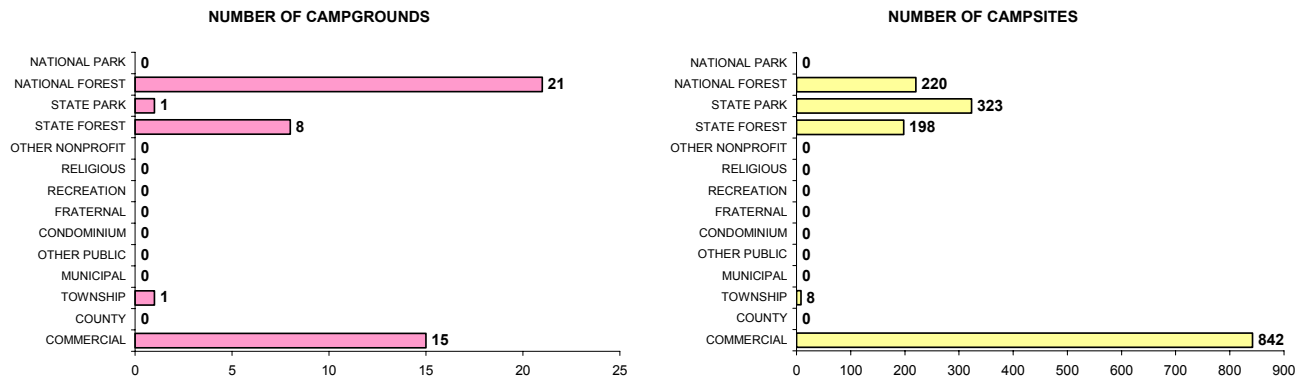
INDICATORS OF TRAVEL ACTIVITY FOR MACKINAC COUNTY

Estimated no. visits to St. Ignace Welcome Center	1996	502,559
No. visits to Ft. Mackinac	2000	215,353
No. visits to Mackinac Island	2000	835,000
Estimated no. visits to Father Marquette National Memorial and Museum	1996	12,919
Estimated no. visits to Straits State Park	1996	159,019
Unadjusted (6%) Michigan Dept. of Treasury lodging use tax collections	1995	\$ 1,632,556

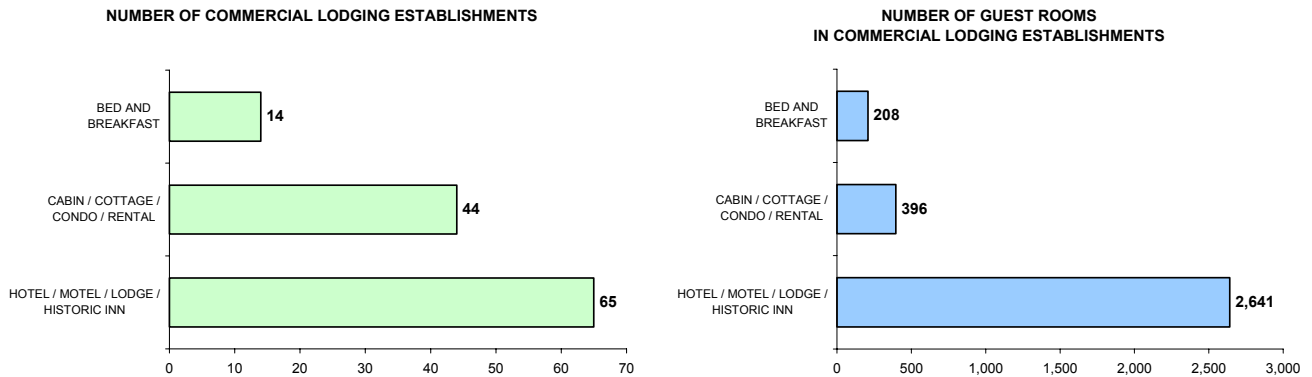
AN INVENTORY OF SELECTED RECREATION AND TOURISM RESOURCES IN MACKINAC COUNTY

NATURAL RESOURCES	YEAR	VALUE
No. land acres in county	1989	656,320
No. water acres in county	1989	42,624
Total no. acres in county	1989	698,944
No. acres of public recreation land	1990	357,511
No. acres of national parks/lake-shores	1990	0
No. acres of national wildlife refuges	1990	0
No. acres of national forests	1990	151,598
No. acres of state parks & recreation areas	1990	1,953
No. acres of state boating & fishing sites	1990	487
No. acres of state game/wildlife areas	1990	0
No. acres of state forests	1990	203,473
No. acres of other areas	1990	0
No. acres of publicly or privately owned forest land	1994	555,400
Total no. acres of designated state or federal wilderness	1990	16,398
No. natural heritage sites	1990	4
No. miles of Great Lake shoreline	N.A.	298
Total no. acres of legislatively protected sand dunes	1989	3,781
Total no. miles of rivers and streams	N.A.	347
No. miles of state or federal wild/scenic/natural river	1990	28
No. inland lakes >50 acres in size	N.A.	28,547
Combined acres of natural or artificial lakes and ponds	1991	28,547
Average no. inches of snowfall (1981/82-1990/91).....	105
 RECREATION AND TRAVEL FACILITIES		
No. public access sites	1990	22
No. recreational harbors on the Great Lakes	1990	5
No. Great Lake marinas	1994	9
No. Great Lake marina slips	1994	256
No. licensed charter boats	1996	4
No. boat liveries	1990	43
No. watercraft for rent	1990	350
No. lifts or tows at downhill ski areas	1990	0
No. 9-hole golf courses	1995	5
No. 18-hole golf courses	1995	0
No. owned second homes	2000	3,945
No. licensed food service establishments	1995	139
Table service	1995	88
Fast Food	1995	27
Cafeteria	1995	12
Bar only	1995	8
Other	1995	4
Total no. campsites	2000	1,591
Total no. units in commercial lodging establishment	2000	3,245
No. miles of designated scenic highway	1990	87
No. miles of state-funded snowmobile trail	1990	158
No. miles of hiking/skiing/mtn.biking trail	1994	193
No. of miles of designated off-road vehicle trail	1992	120
Rail trails	N.A.	
No. miles of interstate highway	1990	29
No. museums	N.A.	7
No. historical attractions open to the public	1990	9
No. agricultural markets/wineries/u-picks	1993	1
 OTHER		
Population	2000	11,943
Estimated direct pleasure trip expenditures (\$)	1996	269,727,000

CAMPING INVENTORY, 2000



LODGING INVENTORY, 2000



PRINCIPAL ATTRACTIONS AND EVENTS

CURTIS: 4th of July Celebration, Walleye Jamboree, dog sled races, tag fishing. HESSEL/CEDARVILLE: Les Cheneaux Islands, Antique Boat Show, 4th of July Celebration, Snowfest, historical and maritime museums, Pike Fishing Contest, MIRA Pro-Enduro Snowmobile Races, MSDRA Pro-National Snowmobile Drag Races. MACKINAC ISLAND: Lilac Festival, Grand Hotel, Fort Mackinac. ST. IGNACE: Father Marquette National Memorial and Museum, annual Mackinac Bridge Walk, Antique Auto show, Arts Dockside Fair, Marquette Mission Park, Sled Dog Enduro, Huron Boardwalk.

SOURCES OF STATISTICS IN THIS PUBLICATION

U.S. Bureau of the Census; Michigan Departments of Agriculture, Natural Resources, Public Health, Transportation, and Treasury; National Forest Service; Travel, Tourism, and Recreation Resource Center at Michigan State University (Tourism Resource Center).

RESOURCES FOR FURTHER ASSISTANCE

- Mackinac Island Chamber of Commerce: P.O. Box 451, Mackinac Island, MI 49757-0451. 906-847-3783. Fax: 906-847-3571. E-mail: misland@portup.com Web site: <http://www.mackinacisland.org>
- St. Ignace Area Chamber of Commerce: 560 North State, St. Ignace, MI 49781-1615. 906-643-8717. Fax: 906-643-9380. E-mail: sicc@up.net Web site: <http://www.stignace.com>
- Upper Peninsula Travel and Recreation: P.O. Box 400, Iron Mountain, MI 49801. 906-774-5480. Fax: 906-774-5190. E-mail: travelup@up.net Web site: <http://www.uptravel.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. 517-353-0793. Fax: 517-432-2296. E-mail: dholecsek@msu.edu Web site: <http://www.tourismcenter.msu.edu>