



Delta County Tourism Profile

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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 Delta County. All statistics pertain to Delta 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 Delta County (906-786-3032).

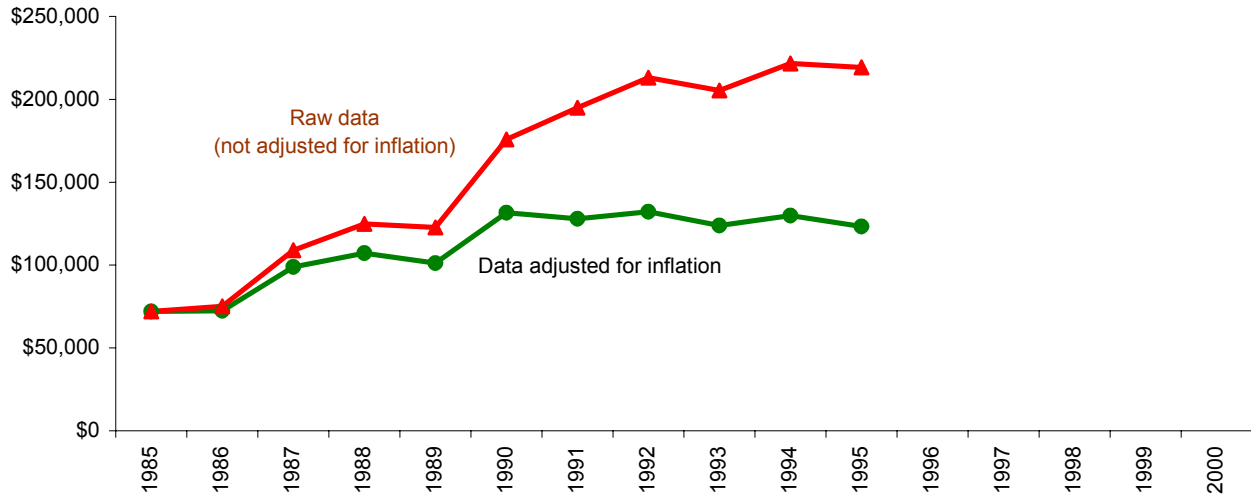


ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN DELTA AND NEIGHBORING COUNTIES, 1996

COUNTY OF MAIN DESTINATION	ESTIMATED MARKET SHARE	ESTIMATED NO. PLEASURE TRIP-NIGHTS	ESTIMATED DIRECT EXPENDITURES
Alger	0.8%	710,300	\$38,591,000
Delta	0.9%	877,100	\$47,650,000
Marquette	1.5%	1,425,600	\$77,448,000
Menominee	0.4%	333,400	\$18,111,000
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 DELTA COUNTY

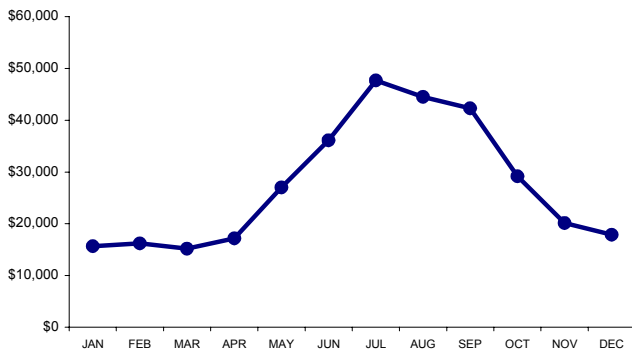


NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the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

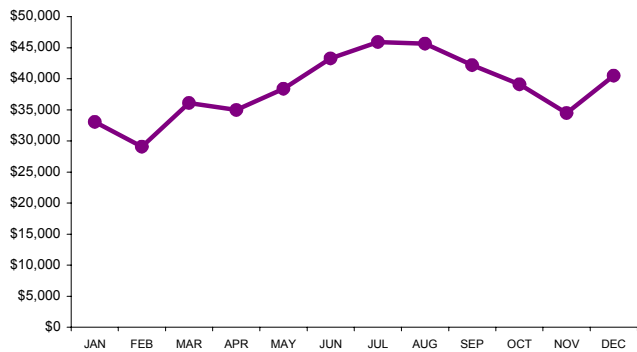
SOURCE: Michigan Department of Treasury, Systems Division.

SEASONALITY IN ECONOMIC ACTIVITY

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



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



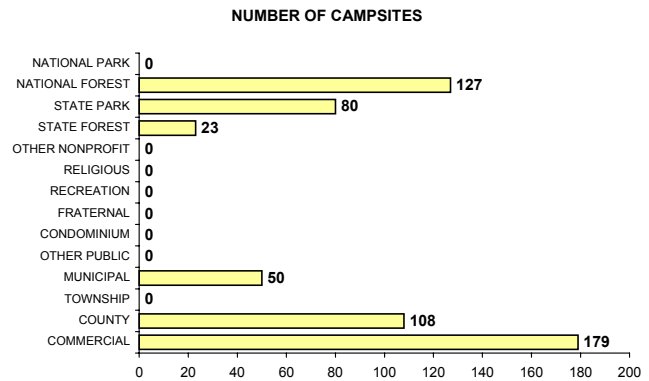
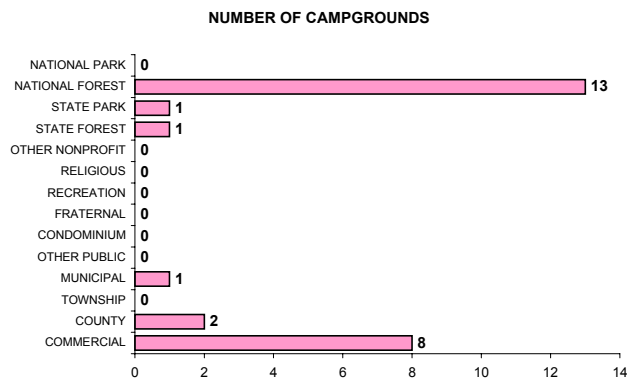
INDICATORS OF TRAVEL ACTIVITY FOR DELTA COUNTY

Estimated no. visits to Fayette State Park	1996	70,754
Unadjusted (6%) Michigan Dept. of Treasury lodging use tax collections	1995 \$	328,967

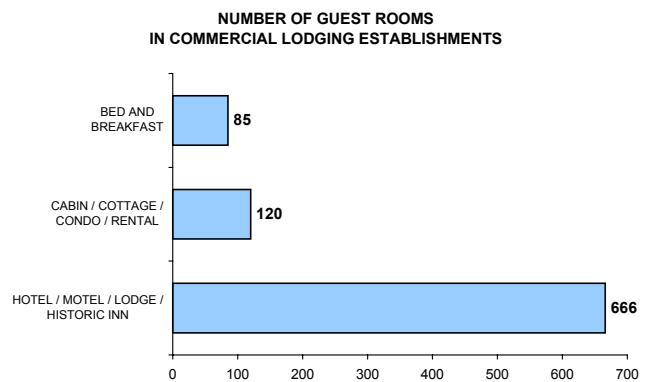
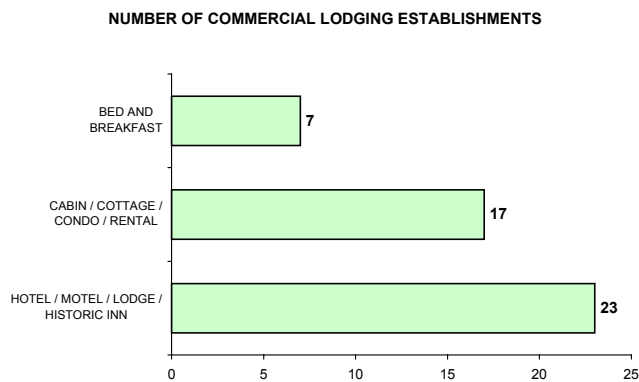
AN INVENTORY OF SELECTED RECREATION AND TOURISM RESOURCES IN DELTA COUNTY

NATURAL RESOURCES	YEAR	VALUE
No. land acres in county	1989	750,912
No. water acres in county	1989	16,320
Total no. acres in county	1989	767,232
No. acres of public recreation land	1990	309,371
No. acres of national parks/lake-shores	1990	0
No. acres of national wildlife refuges	1990	0
No. acres of national forests	1990	241,590
No. acres of state parks & recreation areas	1990	803
No. acres of state boating & fishing sites	1990	634
No. acres of state game/wildlife areas	1990	13
No. acres of state forests	1990	66,331
No. acres of other areas	1990	0
No. acres of publicly or privately owned forest land	1994	602,200
Total no. acres of designated state or federal wilderness	1990	0
No. natural heritage sites	1990	0
No. miles of Great Lake shoreline	N.A.	199
Total no. acres of legislatively protected sand dunes	1989	0
Total no. miles of rivers and streams	N.A.	514
No. miles of state or federal wild/scenic/natural river	1990	72
No. inland lakes >50 acres in size	N.A.	5,977
Combined acres of natural or artificial lakes and ponds	1991	5,977
Average no. inches of snowfall (1981/82-1990/91).....	78
 RECREATION AND TRAVEL FACILITIES		
No. public access sites	1990	24
No. recreational harbors on the Great Lakes	1990	3
No. Great Lake marinas	1994	3
No. Great Lake marina slips	1994	209
No. licensed charter boats	1996	4
No. boat liveries	1990	13
No. watercraft for rent	1990	86
No. lifts or tows at downhill ski areas	1990	5
No. 9-hole golf courses	1995	3
No. 18-hole golf courses	1995	3
No. owned second homes	2000	2,332
No. licensed food service establishments	1995	204
Table service	1995	78
Fast Food	1995	34
Cafeteria	1995	24
Bar only	1995	26
Other	1995	42
Total no. campsites	2000	567
Total no. units in commercial lodging establishment	2000	871
No. miles of designated scenic highway	1990	81
No. miles of state-funded snowmobile trail	1990	53
No. miles of hiking/skiing/mtn.biking trail	1994	82
No. of miles of designated off-road vehicle trail	1992	21
Rail trails	N.A.	
No. miles of interstate highway	1990	0
No. museums	N.A.	2
No. historical attractions open to the public	1990	2
No. agricultural markets/wineries/u-picks	1993	24
 OTHER		
Population	2000	38,520
Estimated direct pleasure trip expenditures (\$)	1996	47,650,000

CAMPING INVENTORY, 2000



LODGING INVENTORY, 2000



PRINCIPAL ATTRACTIONS AND EVENTS

Fishing on Little and Big Bay de Noc and in many inland lakes and streams; Ice fishing, kayaking, scuba diving, snowmobiling, hunting, hiking, mountain biking, and downhill and cross-country skiing; Bay de Noc-Grand Island Trail (hiking and horseback riding); Hiawatha National Forest; Fayette Historic State Park, featuring restored iron smelting town; Recreational harbor facilities and marinas at Gladstone and Escanaba on Lake Michigan; Delta County Historical Museum; Chip-In Casino; Sand Point Lighthouse; Wm. Bonifas Fine Arts Gallery, Escanaba; Great Lakes Championship Rodeo, Escanaba (June); Annual Civil War Encampment (battle recreations and exhibits), Escanaba (June); MWC Walleye Tournament, Gladstone (June); Blessing of the Fleet, Fayette Historic State Park (July); U.P. Off Road Rally (July and Aug.); Upper Peninsula State Fair, Escanaba (Aug.); Northern Wisconsin Walleye Tournament, Escanaba (Sept.); Peninsula Point lighthouse, (site of annual monarch butterfly migration in Oct.); Bay de Noc Classic Walleye Tournament, Escanaba (Oct.) Krusin Klassics Fun Run parade and car show, Escanaba; Slamfest volleyball tournament, Escanaba; Waterfront Art Festival, Escanaba; Antique Steam and Gas Engine Show.

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

- Delta County Area Chamber of Commerce: 230 Ludington Street, Escanaba, MI 49829-4098. 906-786-2192. Fax: 906-786-8830. E-mail: info@deltami.org Web site: <http://www.deltami.org>
- Bays de Noc Convention and Visitors Bureau: 2401 12th Avenue North, P.O. Box 614, Escanaba, MI 49829. 906-789-7862. Fax: 906-789-0995. E-mail: cvb@up.net Web site: <http://www.deltafun.com>
- Upper Peninsula Travel and Recreation Association: 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: dholecek@msu.edu Web site: <http://www.tourismcenter.msu.edu>