

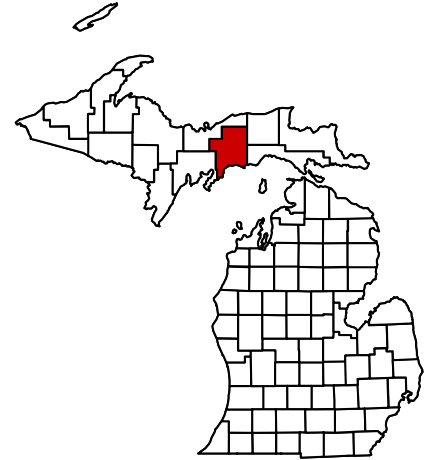


Schoolcraft County Tourism Profile

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 Schoolcraft County. All statistics pertain to Schoolcraft 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 Schoolcraft County (906-341-5050).

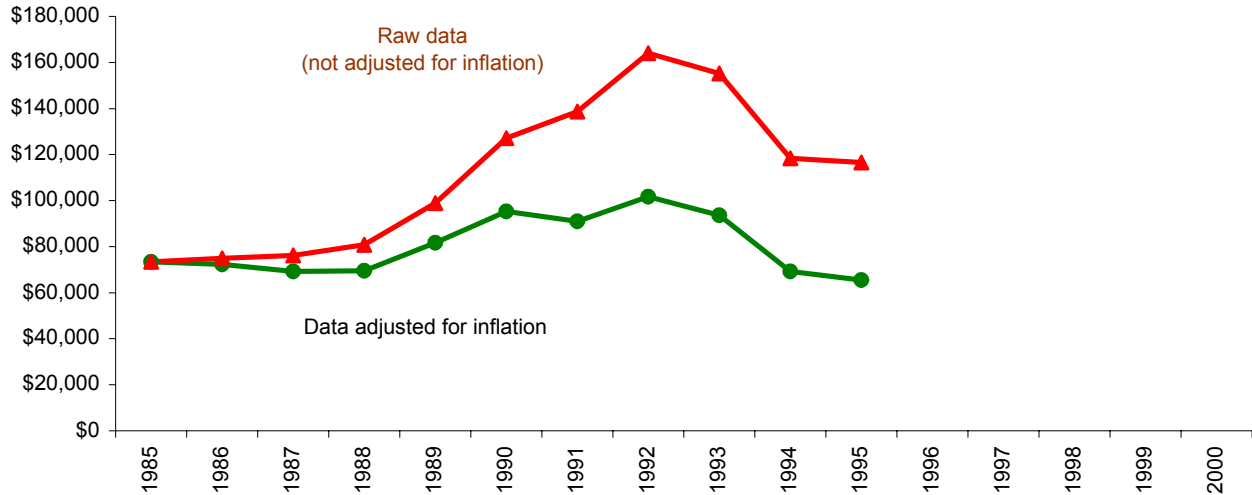


ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN SCHOOLCRAFT AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Alger	0.8%	710,300	\$38,591,000
Delta	0.9%	877,100	\$47,650,000
Luce	0.2%	204,700	\$11,119,000
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 SCHOOLCRAFT COUNTY

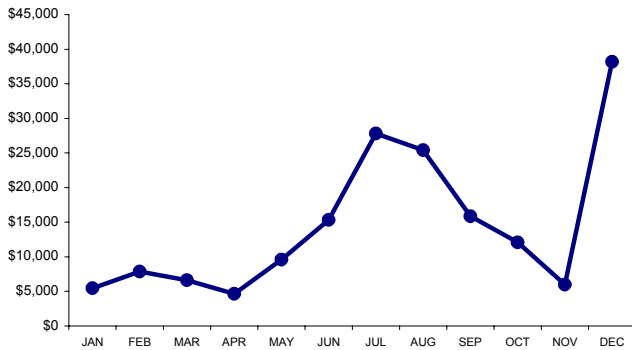


NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the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

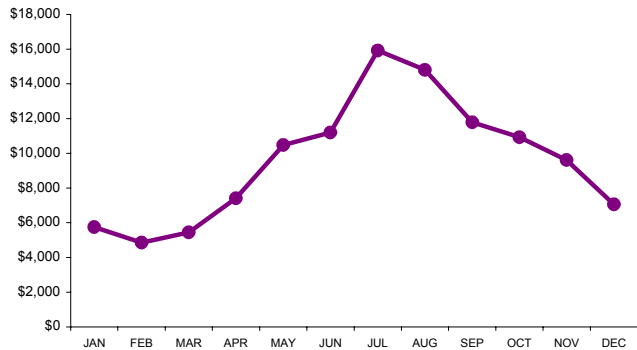
SOURCE: Michigan Department of Treasury, Systems Division.

SEASONALITY IN ECONOMIC ACTIVITY

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



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



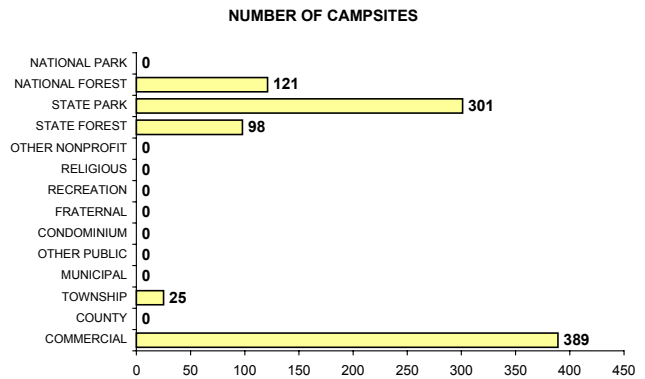
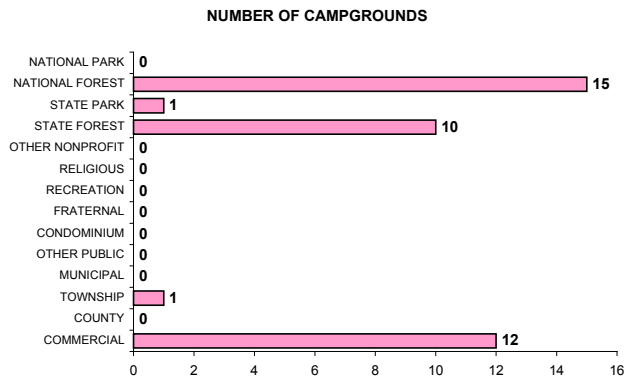
INDICATORS OF TRAVEL ACTIVITY FOR SCHOOLCRAFT COUNTY

Estimated no. visits to Indian Lake State Park	1996	83,184
Estimated no. visits to Palms Book State Park	1996	54,958
Unadjusted (6%) Michigan Dept. of Treasury lodging use tax collections	1995 \$	174,895

AN INVENTORY OF SELECTED RECREATION AND TOURISM RESOURCES IN SCHOOLCRAFT COUNTY

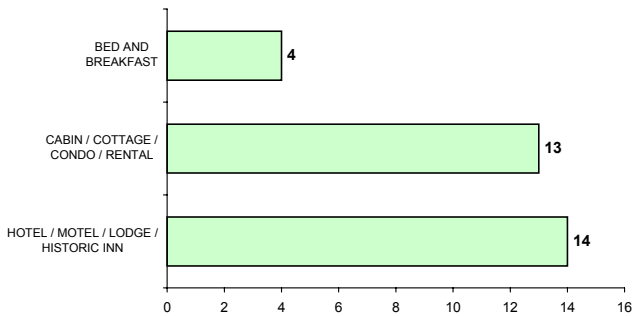
NATURAL RESOURCES	YEAR	VALUE
No. land acres in county	1989	750,976
No. water acres in county	1989	30,528
Total no. acres in county	1989	781,504
No. acres of public recreation land	1990	506,579
No. acres of national parks/lake-shores	1990	0
No. acres of national wildlife refuges	1990	95,454
No. acres of national forests	1990	122,433
No. acres of state parks & recreation areas	1990	956
No. acres of state boating & fishing sites	1990	953
No. acres of state game/wildlife areas	1990	0
No. acres of state forests	1990	286,783
No. acres of other areas	1990	0
No. acres of publicly or privately owned forest land	1994	540,500
Total no. acres of designated state or federal wilderness	1990	31,006
No. natural heritage sites	1990	2
No. miles of Great Lake shoreline	N.A.	46
Total no. acres of legislatively protected sand dunes	1989	5,214
Total no. miles of rivers and streams	N.A.	734
No. miles of state or federal wild/scenic/natural river	1990	109
No. inland lakes >50 acres in size	N.A.	28,801
Combined acres of natural or artificial lakes and ponds	1991	28,801
Average no. inches of snowfall (1981/82-1990/91).....	121
 RECREATION AND TRAVEL FACILITIES		
No. public access sites	1990	27
No. recreational harbors on the Great Lakes	1990	1
No. Great Lake marinas	1994	2
No. Great Lake marina slips	1994	36
No. licensed charter boats	1996	0
No. boat liveries	1990	4
No. watercraft for rent	1990	82
No. lifts or tows at downhill ski areas	1990	0
No. 9-hole golf courses	1995	1
No. 18-hole golf courses	1995	0
No. owned second homes	2000	1,720
No. licensed food service establishments	1995	61
Table service	1995	27
Fast Food	1995	12
Cafeteria	1995	10
Bar only	1995	9
Other	1995	3
Total no. campsites	2000	934
Total no. units in commercial lodging establishment	2000	458
No. miles of designated scenic highway	1990	113
No. miles of state-funded snowmobile trail	1990	89
No. miles of hiking/skiing/mtn.biking trail	1994	135
No. of miles of designated off-road vehicle trail	1992	29
Rail trails	N.A.	
No. miles of interstate highway	1990	0
No. museums	N.A.	0
No. historical attractions open to the public	1990	0
No. agricultural markets/wineries/u-picks	1993	4
 OTHER		
Population	2000	8,903
Estimated direct pleasure trip expenditures (\$)	1996	5,269,000

CAMPING INVENTORY, 2000

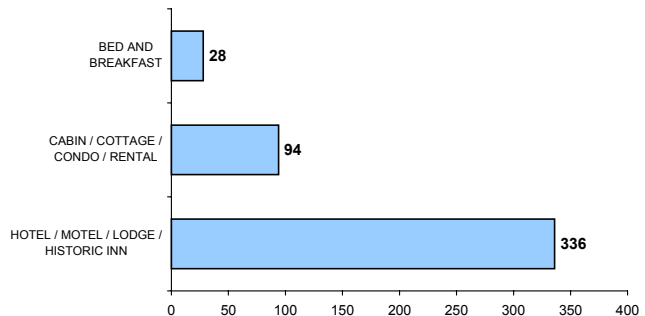


LODGING INVENTORY, 2000

NUMBER OF COMMERCIAL LODGING ESTABLISHMENTS



NUMBER OF GUEST ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS



PRINCIPAL ATTRACTIONS AND EVENTS

Seney National Wildlife Refuge, with hiking trails, public fishing, and numerous opportunities to view bald eagles, Sandhill Cranes, loons, black bears, and other animals; Lakeview Park, Manistique; Indian Lake State Park, featuring a museum of Ojibway Indian life; Big Spring Kitch-iti-ki-pi at Palms Book State Park; Pioneer Park historical complex; Seul Choix Point Lighthouse; Manistique Marina; Manistique Boardwalk; Thompson Fish Hatchery; Rogers Park; Siphon Bridge, Manistique; Bishop Baraga Shrine; Numerous water-related activities on inland lakes, 46 miles of Lake Michigan shoreline, and over 700 miles of rivers and streams; Folk Fest (July); Schoolcraft County Fair, Manistique (Aug.); Manistique Merchants Car and Antique Snowmobile Show (Sept.).

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

- Schoolcraft County Chamber of Commerce: 1000 West Lakeshore Drive, Manistique, MI 49854-1343. 906-341-5010. Fax: 906-341-3913. E-mail: chamber@upmail.com Web site: <http://www.manistique.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: dholecsek@msu.edu Web site: <http://www.tourismcenter.msu.edu>