

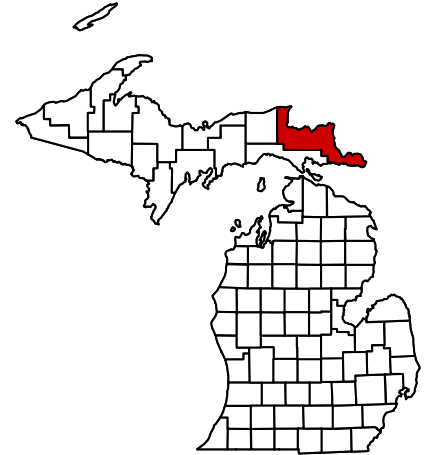


Chippewa County Tourism Profile

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 Chippewa County. All statistics pertain to Chippewa 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 Chippewa County (906-635-6368).

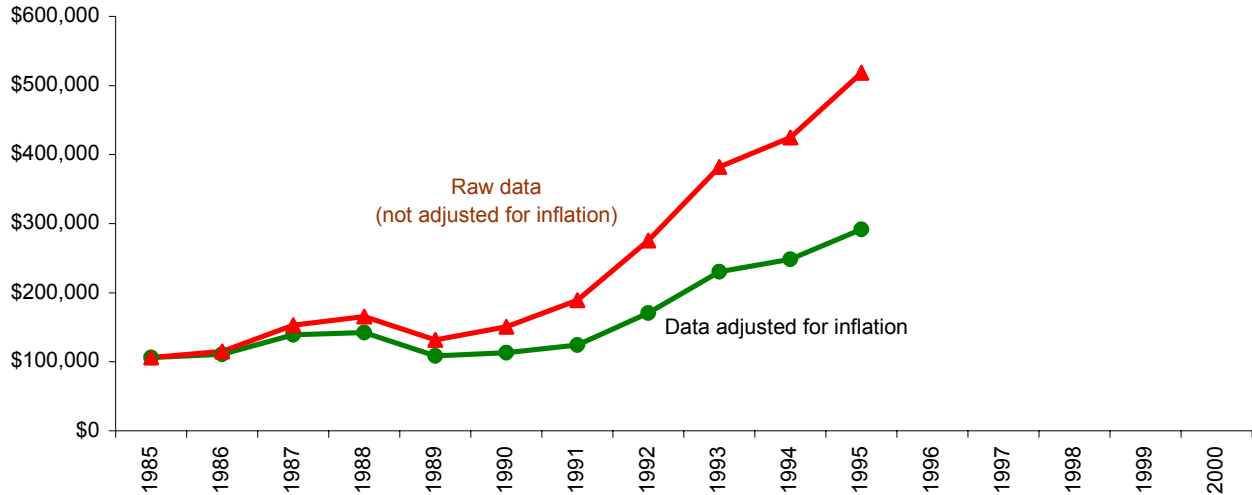


ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN CHIPPEWA AND NEIGHBORING COUNTIES, 1996

COUNTY OF MAIN DESTINATION	ESTIMATED MARKET SHARE	ESTIMATED NO. PLEASURE TRIP-NIGHTS	ESTIMATED DIRECT EXPENDITURES
Alger	0.8%	710,300	\$38,591,000
Chippewa	3.8%	3,609,600	\$196,099,000
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 CHIPPEWA COUNTY

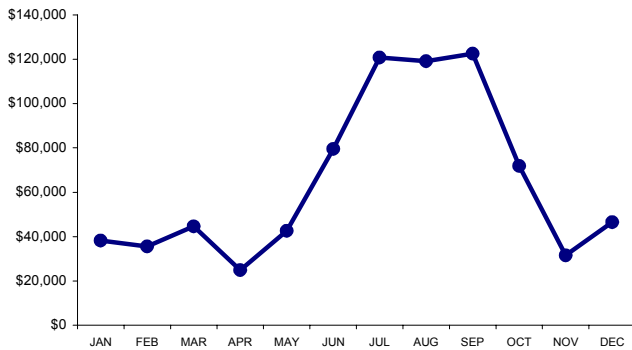


NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the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

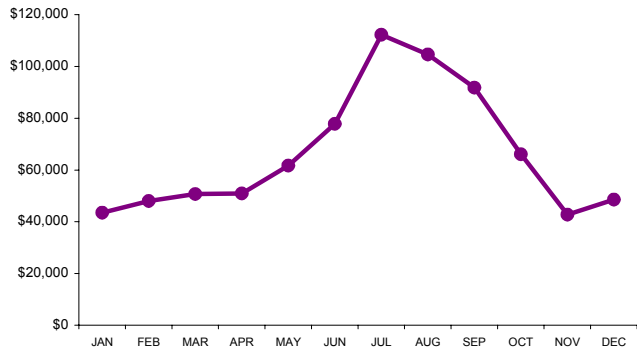
SOURCE: Michigan Department of Treasury, Systems Division.

SEASONALITY IN ECONOMIC ACTIVITY

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



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



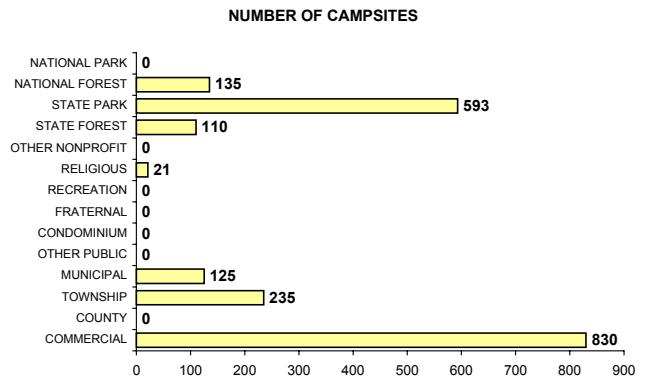
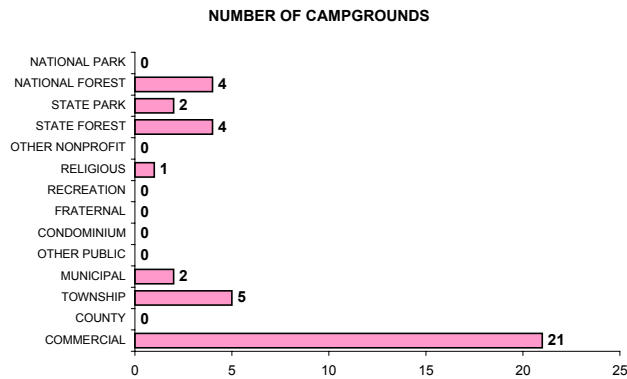
INDICATORS OF TRAVEL ACTIVITY FOR CHIPPEWA COUNTY

Estimated no. visits to Sault Ste. Marie Welcome Center	1996	256,846
Estimated no. visits to Soo Locks	1996	625,247
Estimated no. visits to Brimley State Park	1996	142,404
Estimated no. visits to Tahquamenon Falls State Park	1996	503,121
Unadjusted (6%) Michigan Dept. of Treasury lodging use tax collections	1995	\$ 777,795

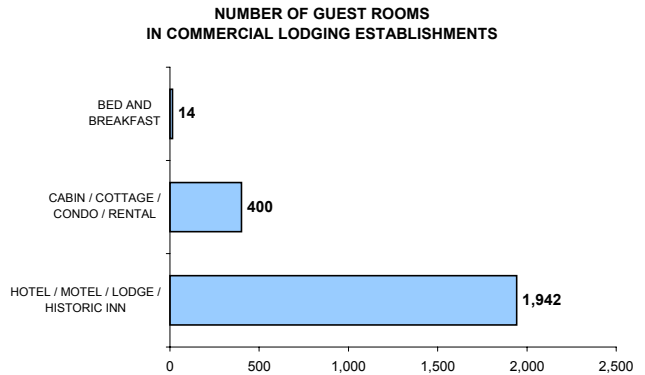
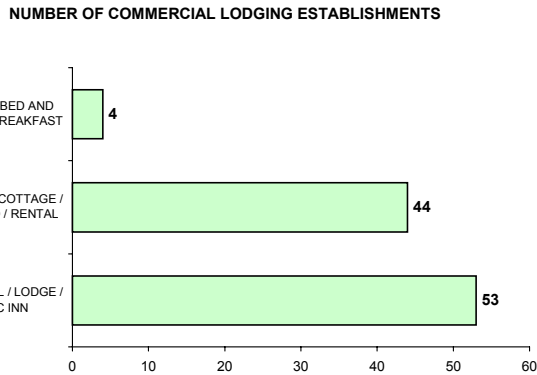
AN INVENTORY OF SELECTED RECREATION AND TOURISM RESOURCES IN CHIPPEWA COUNTY

NATURAL RESOURCES	YEAR	VALUE
No. land acres in county	1989	1,017,728
No. water acres in county	1989	118,272
Total no. acres in county	1989	1,136,000
No. acres of public recreation land	1990	458,003
No. acres of national parks/lake-shores	1990	0
No. acres of national wildlife refuges	1990	695
No. acres of national forests	1990	243,976
No. acres of state parks & recreation areas	1990	26,245
No. acres of state boating & fishing sites	1990	1,147
No. acres of state game/wildlife areas	1990	0
No. acres of state forests	1990	185,940
No. acres of other areas	1990	0
No. acres of publicly or privately owned forest land	1994	749,000
Total no. acres of designated state or federal wilderness	1990	11,870
No. natural heritage sites	1990	3
No. miles of Great Lake shoreline	N.A.	456
Total no. acres of legislatively protected sand dunes	1989	660
Total no. miles of rivers and streams	N.A.	800
No. miles of state or federal wild/scenic/natural river	1990	13
No. inland lakes >50 acres in size	N.A.	11,624
Combined acres of natural or artificial lakes and ponds	1991	11,624
Average no. inches of snowfall (1981/82-1990/91).....	122
 RECREATION AND TRAVEL FACILITIES		
No. public access sites	1990	26
No. recreational harbors on the Great Lakes	1990	3
No. Great Lake marinas	1994	8
No. Great Lake marina slips	1994	193
No. licensed charter boats	1996	7
No. boat liveries	1990	58
No. watercraft for rent	1990	480
No. lifts or tows at downhill ski areas	1990	0
No. 9-hole golf courses	1995	1
No. 18-hole golf courses	1995	5
No. owned second homes	2000	4,776
No. licensed food service establishments	1995	213
Table service	1995	87
Fast Food	1995	54
Cafeteria	1995	40
Bar only	1995	19
Other	1995	13
Total no. campsites	2000	2,049
Total no. units in commercial lodging establishment	2000	2,356
No. miles of designated scenic highway	1990	92
No. miles of state-funded snowmobile trail	1990	220
No. miles of hiking/skiing/mtn.biking trail	1994	145
No. of miles of designated off-road vehicle trail	1992	50
Rail trails	N.A.	
No. miles of interstate highway	1990	27
No. museums	N.A.	4
No. historical attractions open to the public	1990	3
No. agricultural markets/wineries/u-picks	1993	2
 OTHER		
Population	2000	38,543
Estimated direct pleasure trip expenditures (\$)	1996	196,099,000

CAMPING INVENTORY, 2000



LODGING INVENTORY, 2000



PRINCIPAL ATTRACTIONS AND EVENTS

Recreational harbor facilities (Sault Ste. Marie and Whitefish Point on Lake Superior); 456 miles of Great Lake shoreline; Soo Locks, Sault Ste. Marie - the world's largest and busiest locking system; Lower Tahquamenon Falls, near Paradise; Great Lakes Shipwreck Memorial Museum at Whitefish Point; Iroquois Point Lighthouse; Valley Camp Museum Ship, Sault Ste. Marie; Vegas-Kewadin - the largest Indian gaming casino, Sault Ste. Marie; Bay Mills Resort and Casino; Five golf courses; Soo Locks boat tours; International Bridgewalk, Sault Ste. Marie (June); Soo Lock Festival (Late June-Early July).

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

- Drummond Island Tourism Association: P.O. Box 200, Drummond Island, MI 49726. 906-493-5245. E-mail: drummond@sault.com Web site: <http://www.drummond-island.com>
- Paradise Area Tourism Council: P.O. Box 64, Paradise, MI 49768. 906-492-3927.
- Paradise Chamber of Commerce: P.O. Box 82, Paradise, MI 49768-0199. 906-492-3219.
- Sault Area Chamber of Commerce: 2581 I-75 Business Spur, Sault Ste. Marie, MI 49783-3511. 906-632-3301. Fax: 906-632-2331. E-mail: saultchamber@30below.com Web site: <http://www.saultstemarie.org>
- 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>