



Gogebic 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 Gogebic County. All statistics pertain to Gogebic 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 Gogebic County (906-932-1420).

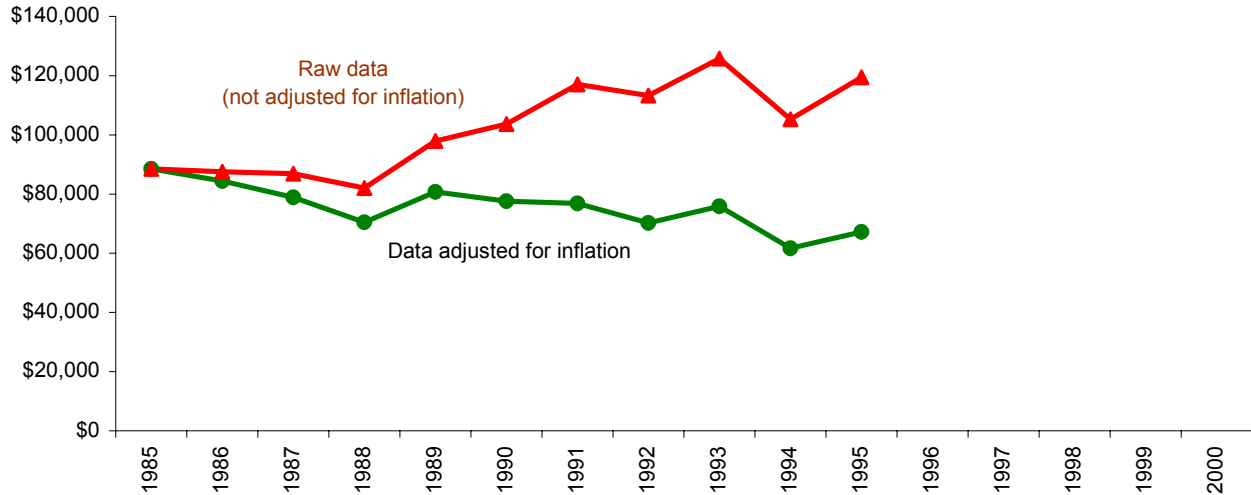


ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN GOGEBIC AND NEIGHBORING COUNTIES, 1996

COUNTY OF MAIN DESTINATION	ESTIMATED MARKET SHARE	ESTIMATED NO. PLEASURE TRIP-NIGHTS	ESTIMATED DIRECT EXPENDITURES
Baraga	0.3%	259,900	\$14,118,000
Gogebic	1.8%	1,659,800	\$90,174,000
Houghton	0.6%	591,200	\$32,116,000
Iron	0.6%	545,800	\$29,652,000
Ontonagon	0.5%	440,200	\$23,917,000

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 GOGEBIC COUNTY

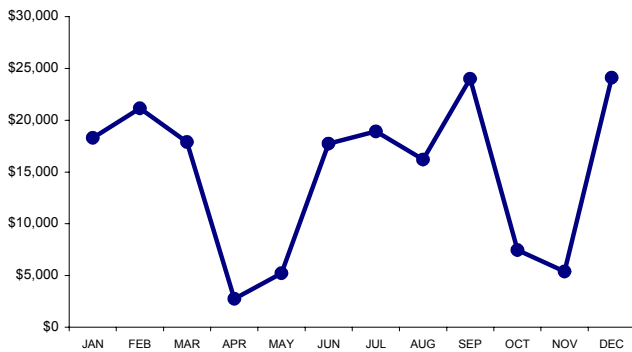


NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the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

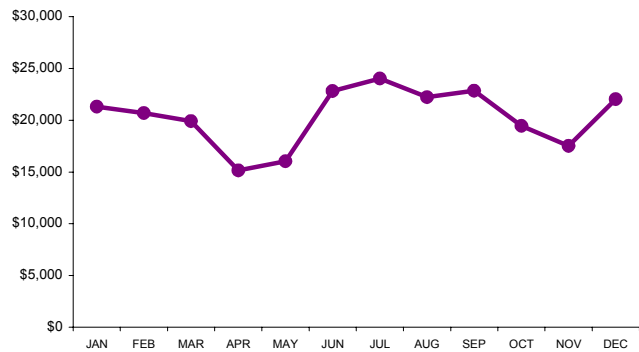
SOURCE: Michigan Department of Treasury, Systems Division.

SEASONALITY IN ECONOMIC ACTIVITY

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



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



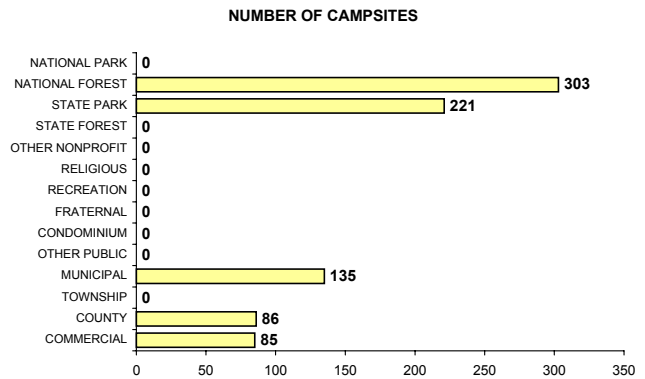
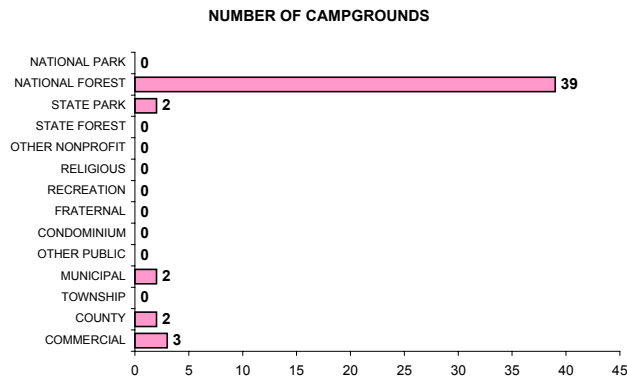
INDICATORS OF TRAVEL ACTIVITY FOR GOGEBIC COUNTY

Estimated no. visits to Ironwood Welcome Center	1996	146,853
Estimated no. visits to Lake Gogebic State Park	1996	54,777
Estimated no. visits to Porcupine Mountains Wilderness State Park	1996	354,595
Unadjusted (6%) Michigan Dept. of Treasury lodging use tax collections	1995 \$	179,140

AN INVENTORY OF SELECTED RECREATION AND TOURISM RESOURCES IN GOGEBIC COUNTY

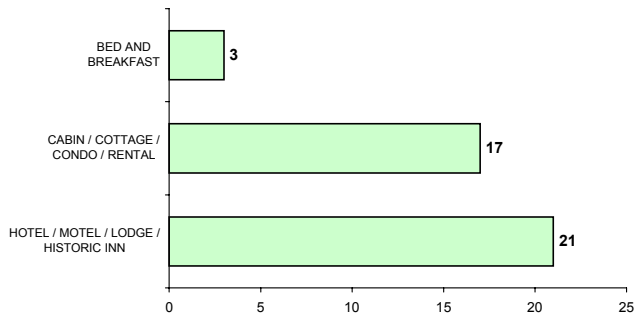
NATURAL RESOURCES	YEAR	VALUE
No. land acres in county	1989	707,328
No. water acres in county	1989	24,960
Total no. acres in county	1989	732,288
No. acres of public recreation land	1990	320,569
No. acres of national parks/lake-shores	1990	0
No. acres of national wildlife refuges	1990	0
No. acres of national forests	1990	309,777
No. acres of state parks & recreation areas	1990	9,767
No. acres of state boating & fishing sites	1990	526
No. acres of state game/wildlife areas	1990	0
No. acres of state forests	1990	499
No. acres of other areas	1990	0
No. acres of publicly or privately owned forest land	1994	635,300
Total no. acres of designated state or federal wilderness	1990	26,526
No. natural heritage sites	1990	4
No. miles of Great Lake shoreline	N.A.	30
Total no. acres of legislatively protected sand dunes	1989	0
Total no. miles of rivers and streams	N.A.	1,204
No. miles of state or federal wild/scenic/natural river	1990	126
No. inland lakes >50 acres in size	N.A.	29,199
Combined acres of natural or artificial lakes and ponds	1991	29,199
Average no. inches of snowfall (1981/82-1990/91).....	150
 RECREATION AND TRAVEL FACILITIES		
No. public access sites	1990	15
No. recreational harbors on the Great Lakes	1990	1
No. Great Lake marinas	1994	1
No. Great Lake marina slips	1994	0
No. licensed charter boats	1996	4
No. boat liveries	1990	21
No. watercraft for rent	1990	254
No. lifts or tows at downhill ski areas	1990	26
No. 9-hole golf courses	1995	2
No. 18-hole golf courses	1995	0
No. owned second homes	2000	2,259
No. licensed food service establishments	1995	115
Table service	1995	54
Fast Food	1995	11
Cafeteria	1995	19
Bar only	1995	26
Other	1995	5
Total no. campsites	2000	830
Total no. units in commercial lodging establishment	2000	1,048
No. miles of designated scenic highway	1990	95
No. miles of state-funded snowmobile trail	1990	176
No. miles of hiking/skiing/mtn.biking trail	1994	289
No. of miles of designated off-road vehicle trail	1992	0
Rail trails	N.A.	
No. miles of interstate highway	1990	0
No. museums	N.A.	1
No. historical attractions open to the public	1990	1
No. agricultural markets/wineries/u-picks	1993	1
 OTHER		
Population	2000	17,370
Estimated direct pleasure trip expenditures (\$)	1996	90,174,000

CAMPING INVENTORY, 2000

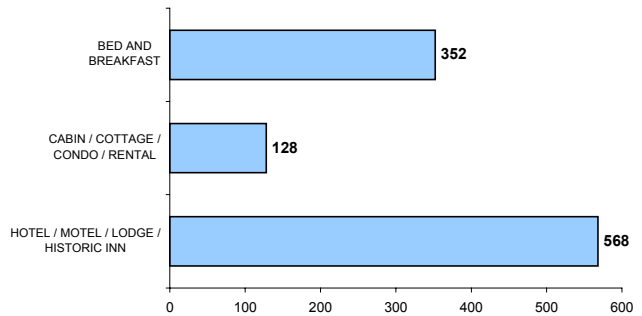


LODGING INVENTORY, 2000

NUMBER OF COMMERCIAL LODGING ESTABLISHMENTS



NUMBER OF GUEST ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS



PRINCIPAL ATTRACTIONS AND EVENTS

Black River Harbor Drive, Bessemer to Lake Superior; recreational harbor facilities, Black River on Lake Superior; Ottawa National Forest, Ironwood; Johnson Nordic Ski System, Wakefield; Lac Vieux Desert Casino, Watersmeet; Porcupine Mountains Wilderness State Park; Lake Gogebic State Park; Copper Peak; Blackjack Ski Resort (downhill and cross-country skiing); Indianhead Mountain Resort and Mt. Zion (downhill and cross-country skiing); 175 miles of snowmobile trails; County Fair (August).

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

- Ironwood Area Chamber of Commerce: P.O. Box 45, Ironwood, MI 49938-2032. 906-932-1122. Fax: 906-932-2756.
- The Wakefield Chamber of Commerce: P.O. Box 93, Wakefield, MI 49968-0093. 906-224-2222. Fax: 906-224-1081.
- Watersmeet Chamber of Commerce: P.O. Box 366A, Watersmeet, MI 49969.
- Western Upper Peninsula Convention and Visitors Bureau: P.O. Box 706, Ironwood, MI 49983-0706. 906-932-4850. E-mail: info@westernup.com Web site: <http://www.westernup.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>