

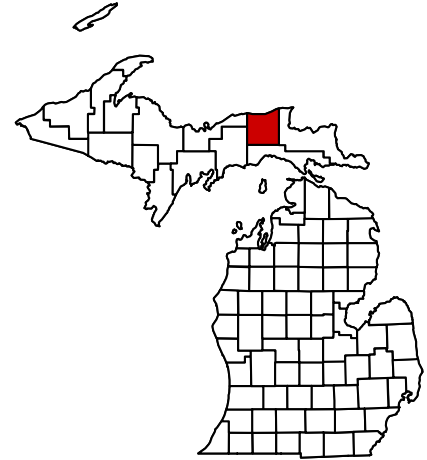


Luce County Tourism Profile

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 Luce County. All statistics pertain to Luce 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 Luce County (906-293-3203).

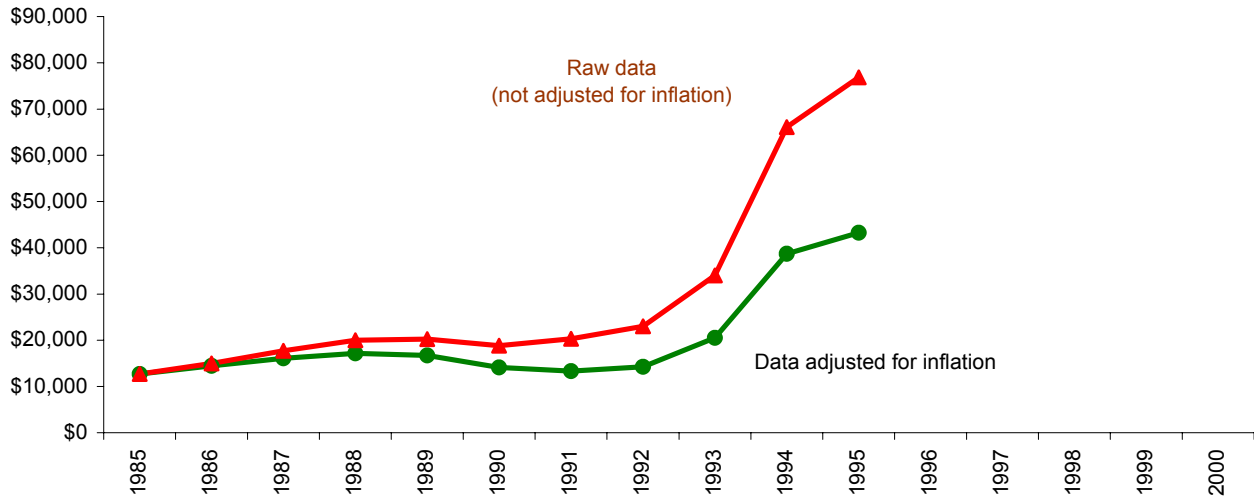


ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN LUCE AND NEIGHBORING COUNTIES, 1996

<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
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 LUCE COUNTY

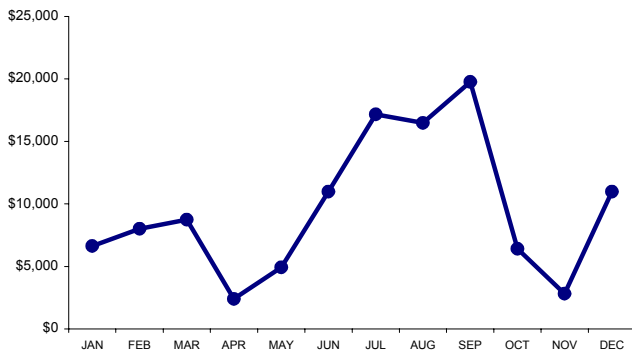


NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the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

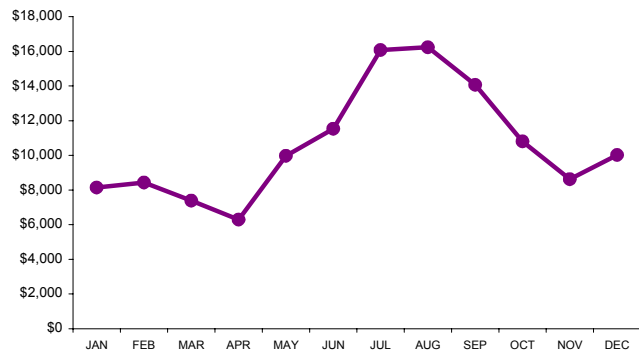
SOURCE: Michigan Department of Treasury, Systems Division.

SEASONALITY IN ECONOMIC ACTIVITY

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



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



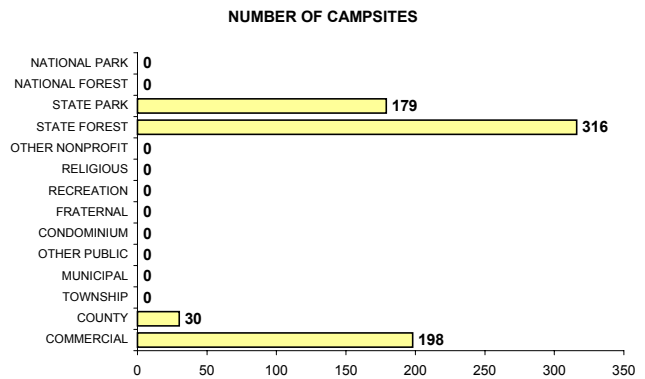
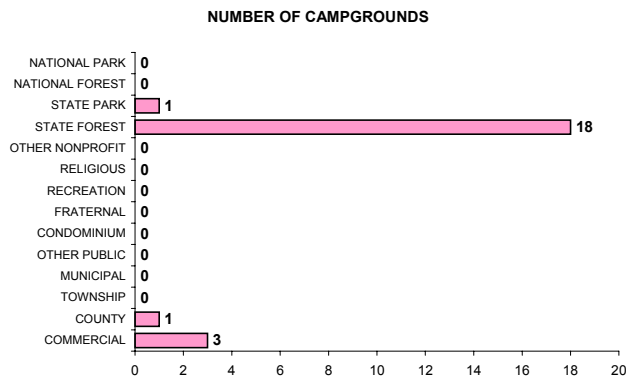
INDICATORS OF TRAVEL ACTIVITY FOR LUCE COUNTY

Estimated no. visits to Muskallonge Lake State Park	1996	76,676
Estimated no. visits to Tahquamenon Falls State Park	1996	503,121
Unadjusted (6%) Michigan Dept. of Treasury lodging use tax collections	1995	\$ 115,320

AN INVENTORY OF SELECTED RECREATION AND TOURISM RESOURCES IN LUCE COUNTY

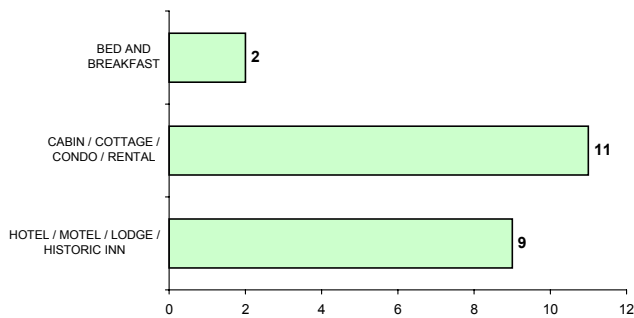
NATURAL RESOURCES	YEAR	VALUE
No. land acres in county	1989	578,880
No. water acres in county	1989	14,464
Total no. acres in county	1989	593,344
No. acres of public recreation land	1990	296,922
No. acres of national parks/lake-shores	1990	0
No. acres of national wildlife refuges	1990	0
No. acres of national forests	1990	0
No. acres of state parks & recreation areas	1990	10,698
No. acres of state boating & fishing sites	1990	262
No. acres of state game/wildlife areas	1990	0
No. acres of state forests	1990	285,962
No. acres of other areas	1990	0
No. acres of publicly or privately owned forest land	1994	472,700
Total no. acres of designated state or federal wilderness	1990	0
No. natural heritage sites	1990	1
No. miles of Great Lake shoreline	N.A.	31
Total no. acres of legislatively protected sand dunes	1989	5,003
Total no. miles of rivers and streams	N.A.	658
No. miles of state or federal wild/scenic/natural river	1990	141
No. inland lakes >50 acres in size	N.A.	15,271
Combined acres of natural or artificial lakes and ponds	1991	15,271
Average no. inches of snowfall (1981/82-1990/91).....	134
 RECREATION AND TRAVEL FACILITIES		
No. public access sites	1990	26
No. recreational harbors on the Great Lakes	1990	0
No. Great Lake marinas	1994	0
No. Great Lake marina slips	1994	0
No. licensed charter boats	1996	2
No. boat liveries	1990	14
No. watercraft for rent	1990	134
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	1,255
No. licensed food service establishments	1995	37
Table service	1995	20
Fast Food	1995	5
Cafeteria	1995	6
Bar only	1995	6
Other	1995	0
Total no. campsites	2000	723
Total no. units in commercial lodging establishment	2000	365
No. miles of designated scenic highway	1990	46
No. miles of state-funded snowmobile trail	1990	117
No. miles of hiking/skiing/mtn.biking trail	1994	63
No. of miles of designated off-road vehicle trail	1992	143
Rail trails	N.A.	
No. miles of interstate highway	1990	0
No. museums	N.A.	2
No. historical attractions open to the public	1990	0
No. agricultural markets/wineries/u-picks	1993	0
 OTHER		
Population	2000	7,024
Estimated direct pleasure trip expenditures (\$)	1996	11,119,000

CAMPING INVENTORY, 2000

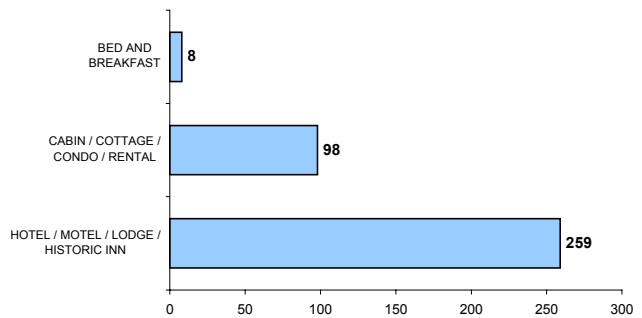


LODGING INVENTORY, 2000

NUMBER OF COMMERCIAL LODGING ESTABLISHMENTS



NUMBER OF GUEST ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS



PRINCIPAL ATTRACTIONS AND EVENTS

300,000 acres of public lands; Water resources: nearly 15,000 acres of inland lakes, 658 miles of rivers and streams, including Hemingway's Big Two Hearted River; 31 miles Lake Superior shoreline; Upper Tahquamenon Falls; Recreational harbor facilities at Little Lake on Lake Superior; Snowmobiling and skiing; Tahquamenon Logging Museum; Luce County Historical Museum; Tahquamenon Falls Nordic Invitational; Superior Circle Sled Dog Race; Polka Festival; Ole Time Music Jamboree; Lumberjack Days; Original Michigan Fiddler's Jamboree; Luce-West Mackinac County Fair; Cardboard Classic at Big Valley Ski Area (Feb.); Woodchopper's Ball, Newberry (Mar.); Antique Car Show and Parade, Newberry (Aug.).

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

- Newberry Area Chamber of Commerce: P.O. Box 308, Newberry, MI 49868-0308. 800-831-7292. Fax: 906-293-5739.
- 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>