

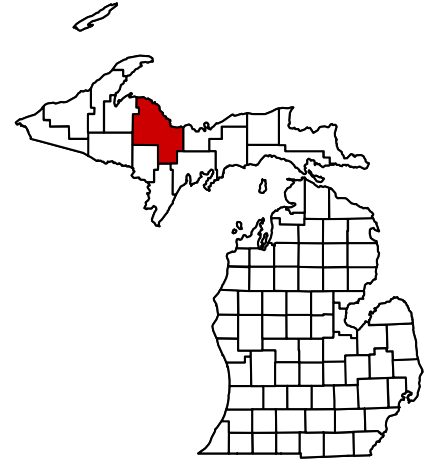


Marquette County Tourism Profile

June 2001

Donald F. Holecek, Teresa Herbowicz, Alex Nikoloff, and Philip J. Alexander

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 Marquette County. All statistics pertain to Marquette 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 Marquette County (906-226-4370).

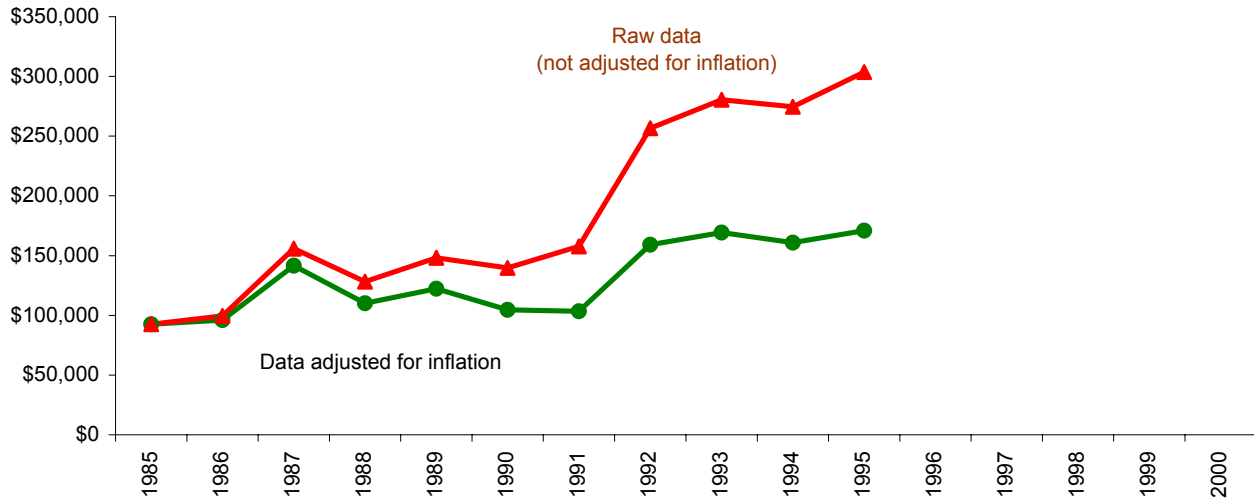


ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN MARQUETTE AND NEIGHBORING COUNTIES, 1996

COUNTY OF MAIN DESTINATION	ESTIMATED MARKET SHARE	ESTIMATED NO. PLEASURE TRIP-NIGHTS	ESTIMATED DIRECT EXPENDITURES
Alger	0.8%	710,300	\$38,591,000
Baraga	0.3%	259,900	\$14,118,000
Delta	0.9%	877,100	\$47,650,000
Dickinson	0.7%	683,300	\$37,123,000
Iron	0.6%	545,800	\$29,652,000
Marquette	1.5%	1,425,600	\$77,448,000
Menominee	0.4%	333,400	\$18,111,000

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 MARQUETTE COUNTY

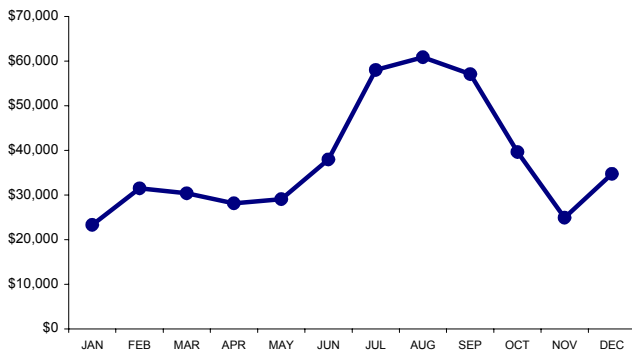


NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the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

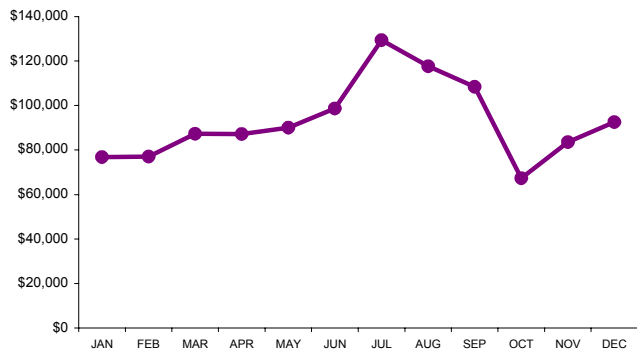
SOURCE: Michigan Department of Treasury, Systems Division.

SEASONALITY IN ECONOMIC ACTIVITY

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



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



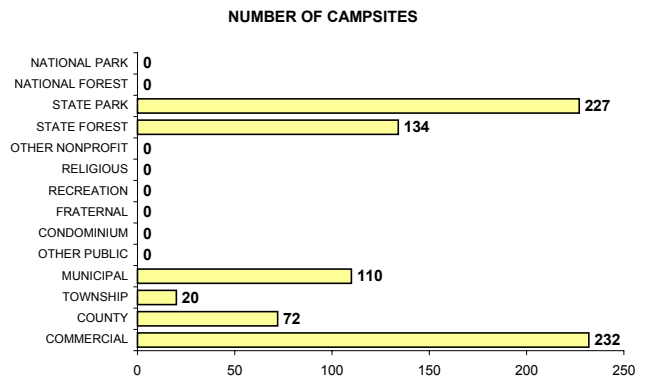
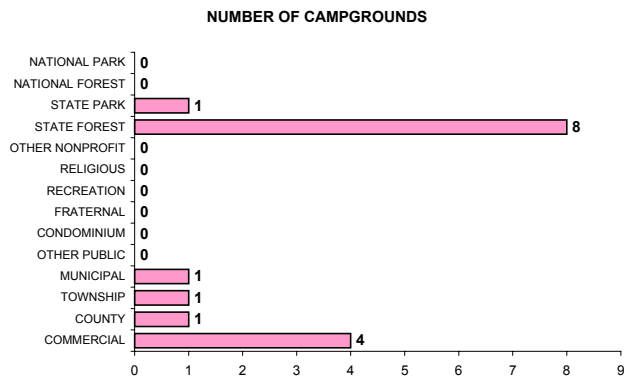
INDICATORS OF TRAVEL ACTIVITY FOR MARQUETTE COUNTY

Estimated no. visits to Marquette Welcome Center	1996	145,245
Estimated no. visits to Van Riper State Park	1996	113,079
Unadjusted (6%) Michigan Dept. of Treasury lodging use tax collections	1995	\$ 455,511

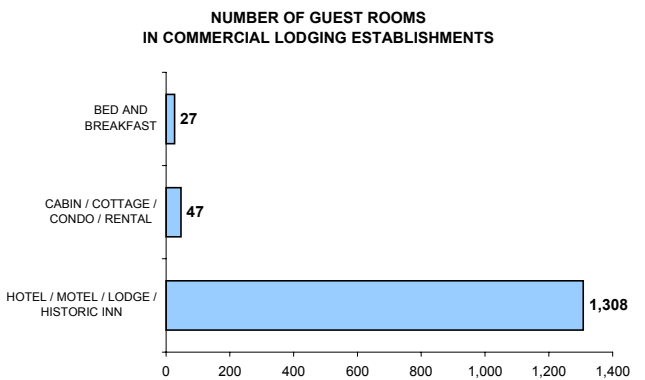
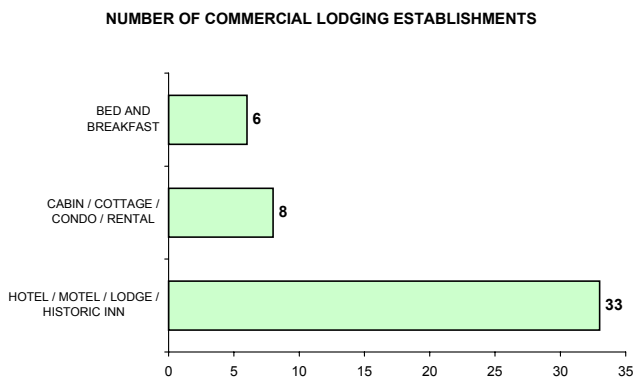
AN INVENTORY OF SELECTED RECREATION AND TOURISM RESOURCES IN MARQUETTE COUNTY

NATURAL RESOURCES	YEAR	VALUE
No. land acres in county	1989	1,165,696
No. water acres in county	1989	33,216
Total no. acres in county	1989	1,198,912
No. acres of public recreation land	1990	279,167
No. acres of national parks/lake-shores	1990	0
No. acres of national wildlife refuges	1990	148
No. acres of national forests	1990	18,040
No. acres of state parks & recreation areas	1990	1,124
No. acres of state boating & fishing sites	1990	4,192
No. acres of state game/wildlife areas	1990	0
No. acres of state forests	1990	255,663
No. acres of other areas	1990	0
No. acres of publicly or privately owned forest land	1994	1,027,400
Total no. acres of designated state or federal wilderness	1990	7,188
No. natural heritage sites	1990	4
No. miles of Great Lake shoreline	N.A.	79
Total no. acres of legislatively protected sand dunes	1989	0
Total no. miles of rivers and streams	N.A.	1,906
No. miles of state or federal wild/scenic/natural river	1990	4
No. inland lakes >50 acres in size	N.A.	30,062
Combined acres of natural or artificial lakes and ponds	1991	30,062
Average no. inches of snowfall (1981/82-1990/91).....	137
 RECREATION AND TRAVEL FACILITIES		
No. public access sites	1990	62
No. recreational harbors on the Great Lakes	1990	3
No. Great Lake marinas	1994	5
No. Great Lake marina slips	1994	128
No. licensed charter boats	1996	6
No. boat liveries	1990	10
No. watercraft for rent	1990	94
No. lifts or tows at downhill ski areas	1990	7
No. 9-hole golf courses	1995	0
No. 18-hole golf courses	1995	3
No. owned second homes	2000	4,225
No. licensed food service establishments	1995	286
Table service	1995	103
Fast Food	1995	66
Cafeteria	1995	39
Bar only	1995	39
Other	1995	39
Total no. campsites	2000	795
Total no. units in commercial lodging establishment	2000	1,382
No. miles of designated scenic highway	1990	52
No. miles of state-funded snowmobile trail	1990	191
No. miles of hiking/skiing/mtn.biking trail	1994	164
No. of miles of designated off-road vehicle trail	1992	49
Rail trails	N.A.	
No. miles of interstate highway	1990	0
No. museums	N.A.	5
No. historical attractions open to the public	1990	0
No. agricultural markets/wineries/u-picks	1993	4
 OTHER		
Population	2000	64,634
Estimated direct pleasure trip expenditures (\$)	1996	77,448,000

CAMPING INVENTORY, 2000



LODGING INVENTORY, 2000



PRINCIPAL ATTRACTIONS AND EVENTS

McCormick and Donnelly wilderness areas; Presque Isle Park; Van Riper State Park; Mt. Marquette and Sugarloaf lookout points; Lake Superior shoreline; Recreational harbor facilities at Marquette and Big Bay on Lake Superior; U.S. Olympic Education Center; Negaunee Naturbahn Luge Track; U.S. National Ski Hall of Fame and Museum; Michigan Iron Industry Museum; Marquette Maritime Museum; U.P. Children's Museum, Marquette; Blueberry Ridge Pathway; Lake Superior lighthouses; Marquette Underwater Preserve; Several scenic waterfalls; Northern Michigan University; Suicide Bowl Ski Jump; Superior Dome; Outdoor activities including downhill and cross-country skiing, hunting, fishing, kayaking, dog sledding, snowshoeing, golfing, canoeing, hiking, mountain biking, and snowmobiling.

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

- Ishpeming-Negaunee Area Chamber of Commerce: 501 South Front Street, Marquette, MI 49855-4732. 906-486-4841. Fax: 906-486-4850. E-mail: mqtinfo@marquette.org Web site: <http://www.ishneg.bresnanlink.net>
- Marquette Area Chamber of Commerce: 501 South Front Street, Marquette, MI 49855-4732. 906-226-6591. Fax: 906-226-2099. E-mail: mqtinfo@marquette.org Web site: <http://www.marquette.org>
- Marquette County Convention and Visitors Bureau: 2552 U.S. 41 West, Suite 300, Marquette, MI 49855. 906-228-7749. Fax: 906-228-3642. E-mail: marinfo@marquettecountry.org Web site: <http://www.marquettecountry.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>