

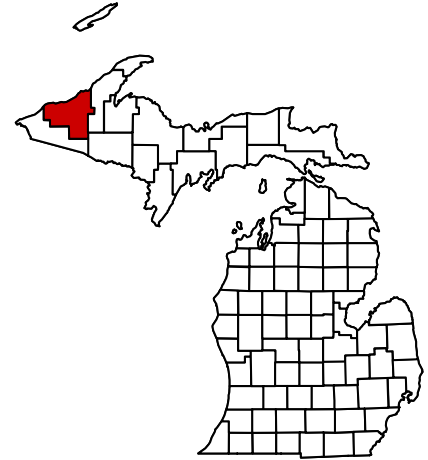


## Ontonagon County Tourism Profile

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 Ontonagon County. All statistics pertain to Ontonagon 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](http://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 Ontonagon County (906-884-4386).

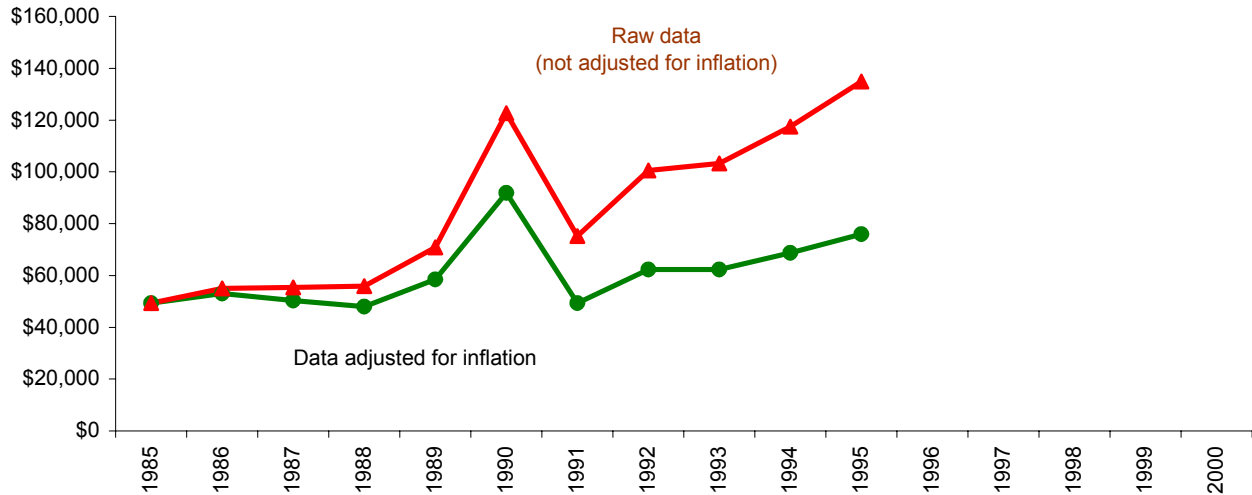


### ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN ONTONAGON AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
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 ONTONAGON COUNTY

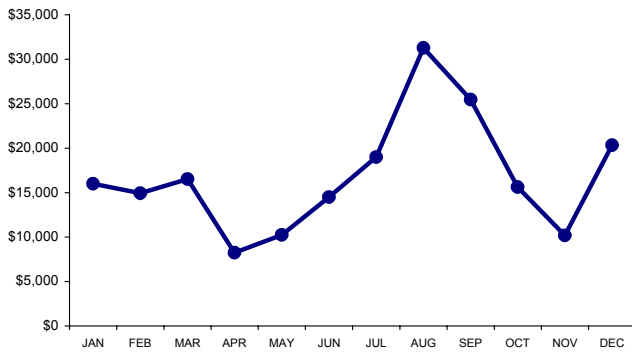


NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the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

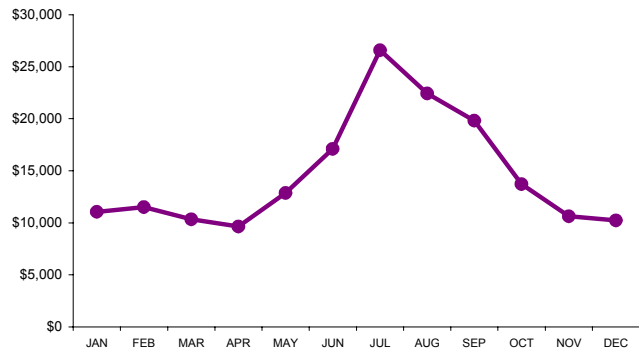
SOURCE: Michigan Department of Treasury, Systems Division.

## SEASONALITY IN ECONOMIC ACTIVITY

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



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



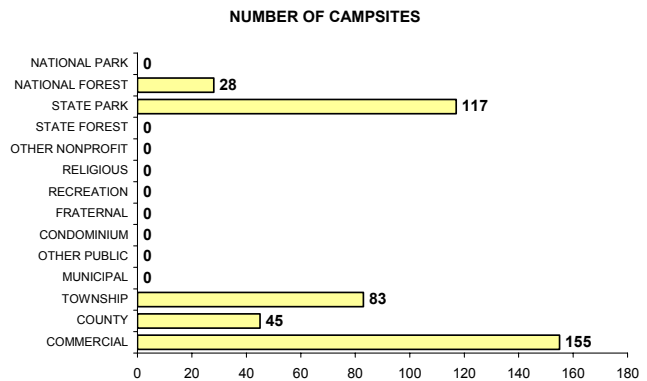
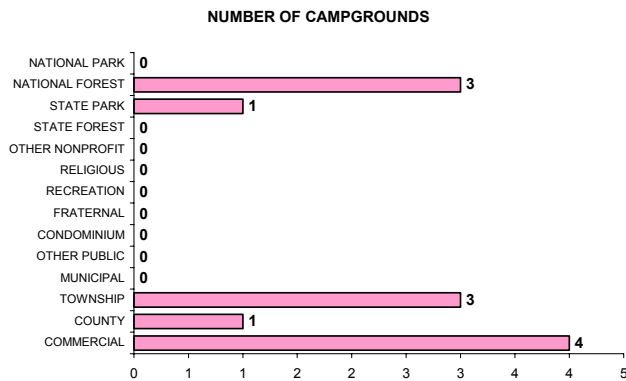
## INDICATORS OF TRAVEL ACTIVITY FOR ONTONAGON COUNTY

Estimated no. visits to Porcupine Mountains Wilderness State Park	1996	354,595
Unadjusted (6%) Michigan Dept. of Treasury lodging use tax collections	1995	\$ 202,350

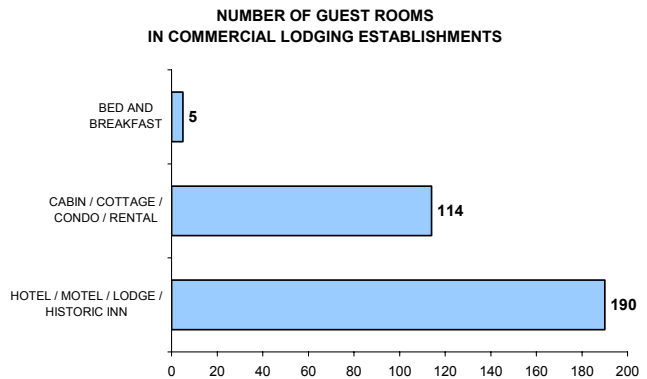
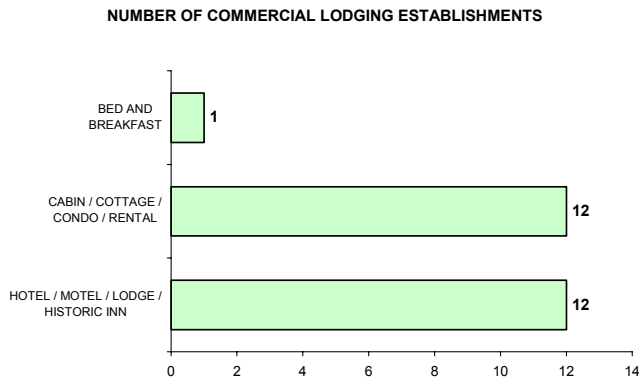
## **AN INVENTORY OF SELECTED RECREATION AND TOURISM RESOURCES IN ONTONAGON COUNTY**

<b>NATURAL RESOURCES</b>	<b>YEAR</b>	<b>VALUE</b>
No. land acres in county .....	1989 .....	838,912
No. water acres in county .....	1989 .....	9,792
Total no. acres in county .....	1989 .....	848,704
No. acres of public recreation land .....	1990 .....	323,964
No. acres of national parks/lake-shores .....	1990 .....	0
No. acres of national wildlife refuges .....	1990 .....	0
No. acres of national forests .....	1990 .....	257,926
No. acres of state parks & recreation areas .....	1990 .....	49,610
No. acres of state boating & fishing sites .....	1990 .....	77
No. acres of state game/wildlife areas .....	1990 .....	0
No. acres of state forests .....	1990 .....	16,351
No. acres of other areas .....	1990 .....	0
No. acres of publicly or privately owned forest land .....	1994 .....	752,500
Total no. acres of designated state or federal wilderness .....	1990 .....	38,047
No. natural heritage sites .....	1990 .....	5
No. miles of Great Lake shoreline .....	N.A. ....	56
Total no. acres of legislatively protected sand dunes .....	1989 .....	0
Total no. miles of rivers and streams .....	N.A. ....	1,282
No. miles of state or federal wild/scenic/natural river .....	1990 .....	82
No. inland lakes >50 acres in size .....	N.A. ....	10,994
Combined acres of natural or artificial lakes and ponds .....	1991 .....	10,994
Average no. inches of snowfall (1981/82-1990/91).....	. ....	180
 <b>RECREATION AND TRAVEL FACILITIES</b>		
No. public access sites .....	1990 .....	8
No. recreational harbors on the Great Lakes .....	1990 .....	1
No. Great Lake marinas .....	1994 .....	1
No. Great Lake marina slips .....	1994 .....	42
No. licensed charter boats .....	1996 .....	2
No. boat liveries .....	1990 .....	3
No. watercraft for rent .....	1990 .....	20
No. lifts or tows at downhill ski areas .....	1990 .....	6
No. 9-hole golf courses .....	1995 .....	2
No. 18-hole golf courses .....	1995 .....	0
No. owned second homes .....	2000 .....	1,486
No. licensed food service establishments .....	1995 .....	67
Table service .....	1995 .....	24
Fast Food .....	1995 .....	6
Cafeteria .....	1995 .....	14
Bar only .....	1995 .....	21
Other .....	1995 .....	2
Total no. campsites .....	2000 .....	428
Total no. units in commercial lodging establishment .....	2000 .....	309
No. miles of designated scenic highway .....	1990 .....	84
No. miles of state-funded snowmobile trail .....	1990 .....	201
No. miles of hiking/skiing/mtn.biking trail .....	1994 .....	154
No. of miles of designated off-road vehicle trail .....	1992 .....	9
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 .....	2
 <b>OTHER</b>		
Population .....	2000 .....	7,818
Estimated direct pleasure trip expenditures (\$)	1996 .....	23,917,000

## CAMPING INVENTORY, 2000



## LODGING INVENTORY, 2000



## PRINCIPAL ATTRACTIONS AND EVENTS

Over 200 miles of snowmobiling in 5 trails and the Snowmobile Radar Run (race in February); stock car races, Greenland (summer); Porcupine Mountains Wilderness State Park (with Lake of the Clouds, historic sites, and downhill and cross-country skiing); Ottawa National Forest and rustic campgrounds; Ontonagon Harbor, Lighthouse, and Marina; Old Victoria restoration site; Ewen Load of Logs; Lake Gogebic area and Ontonagon County Park Complex; Bond Falls flowage, Agate Falls, and over 20 other waterfalls; recreational harbor facilities on Lake Superior; Ontonagon River Festival (June); Snowburst (February); County Fair (August); Log Jam-Boree (September); Porkie Festival (September); Ontonagon Labor Day Festival; many additional historic sites, including La Fayette Mine, Nonesuch Location, Union Mine, Silver City Silver Mines, Old White Pine Minesite and Town, Green Cemetery, Old County Courthouse, Fourteen Mile Point Lighthouse, Evergreen Cemetery, Ontonagon County Poor Farm, and prehistoric mounds.

### 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

- Lake Gogebic Area Chamber of Commerce: P.O. Box 114, Bergland, MI 49910. 906-842-3611. Fax: 906-842-3653. E-mail: lakegogebic@portup.com Web site: <http://www.lakegogebic.com>
- Ontonagon County Chamber of Commerce: P.O. 266, Ontonagon, MI 49953-0266. 906-884-4735 E-mail: ontcofc@up.net Web site: <http://www.ontonagon.com/mi/pmpc.html>
- 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>