



Antrim 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 Antrim County. All statistics pertain to Antrim 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 Antrim County (231-533-8818).

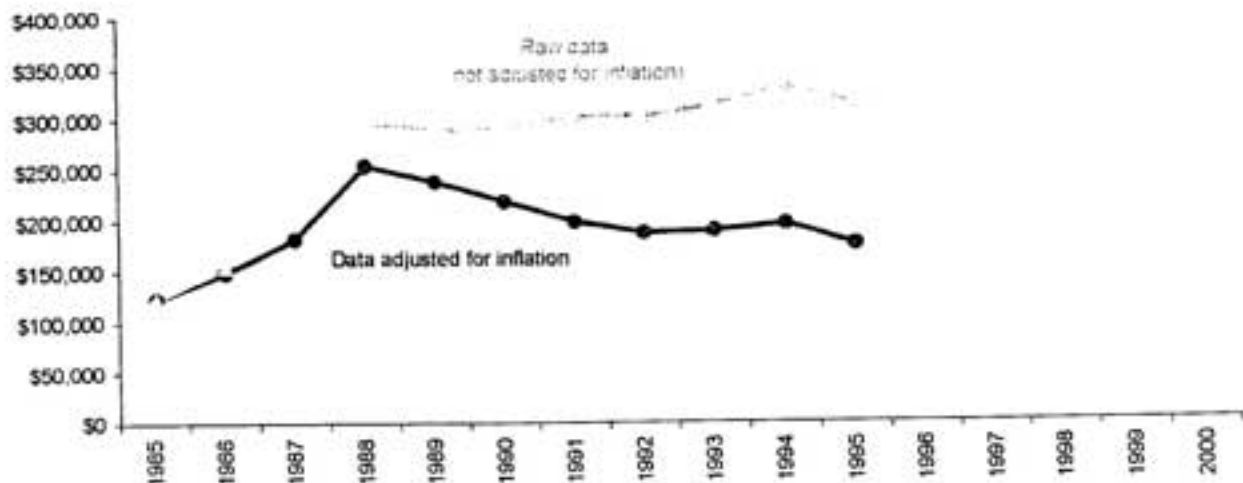


ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN ANTRIM AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Antrim	1.0%	928,500	\$50,445,000
Charlevoix	1.8%	1,702,200	\$92,479,000
Crawford	0.9%	887,900	\$48,238,000
Grand Traverse	6.1%	5,714,100	\$310,435,000
Kalkaska	0.1%	100,100	\$5,437,000
Otsego	1.4%	1,300,800	\$70,668,000

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 ANTRIM COUNTY



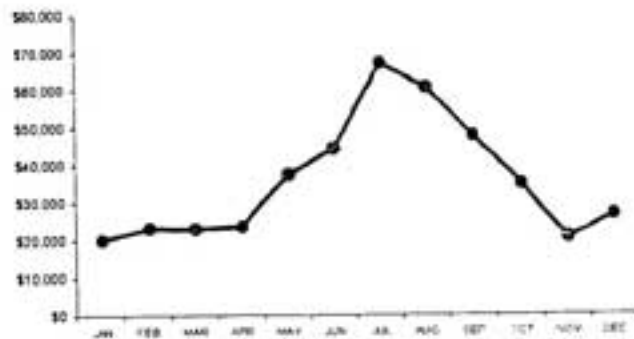
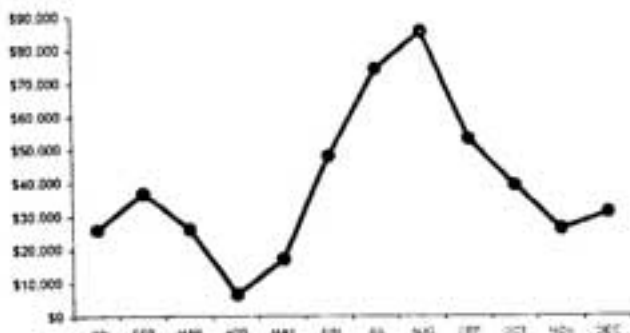
NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the 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
Antrim County, 1995

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



INDICATORS OF TRAVEL ACTIVITY FOR ANTRIM COUNTY

Unadjusted (6%) Michigan Dept. of Treasury lodging use tax collections

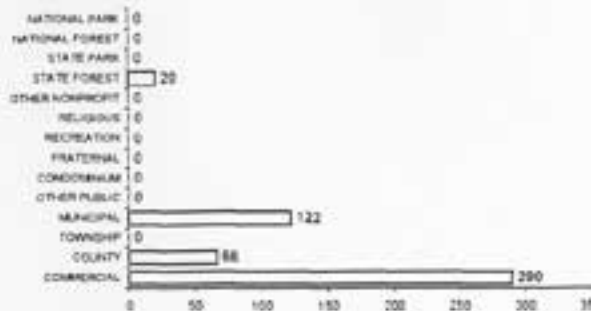
1995 \$ 468,287

CAMPING INVENTORY, 2000

NUMBER OF CAMPGROUNDS



NUMBER OF CAMPSITES

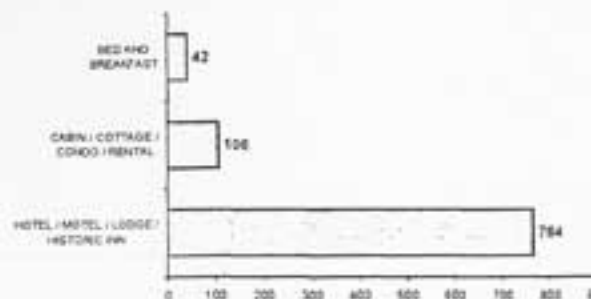


LODGING INVENTORY, 2000

NUMBER OF COMMERCIAL LODGING ESTABLISHMENTS



NUMBER OF GUEST ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS



PRINCIPAL ATTRACTIONS AND EVENTS

any golf courses, marinas, campgrounds, resorts, antique shops, and water-related recreational activities; Schuniger Mountain-Shanty Creek ski and golf resorts; recreational harbor facilities at Elk Rapids on Lake Michigan; Antrim Co. Chippewa Lakes Paddlers Open; Green River Trout Farm; Deadman's Hill scenic overlook, Bass Festival, Mancelona (May), Walking Tournament, Central Lake (May); Antrim 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).

SOURCES FOR FURTHER ASSISTANCE

Bellaire Chamber of Commerce: P.O. Box 205, Bellaire, MI 49615-0205, 231-533-6023.
 Central Lake Area Chamber of Commerce: P.O. Box 427, Central Lake, MI 49622-0427, 231-544-3322.
 Elk Rapids Area Chamber of Commerce: P.O. Box 854, Elk Rapids, MI 49629-0854, 231-264-8202.
 Fax: 231-264-6591.
 Traverse City Convention and Visitors Bureau: 101 W. Grandview Parkway, Traverse City, MI 49684-2252.
 231-947-1120. Fax: 231-947-2621. E-mail: dknudson@traverse.com Web site: <http://www.mytraversecity.com>
 West Michigan Tourist Association: 1253 Front Ave. NW, Grand Rapids, MI 49504-3216, 616-456-8557.
 Fax: 616-456-8958. Web site: <http://www.wmta.org>
 Travel Michigan: P.O. Box 30226, Lansing, MI 48906, 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>