



Keweenaw 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 Keweenaw County. All statistics pertain to Keweenaw 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 Keweenaw County (906-482-5830).

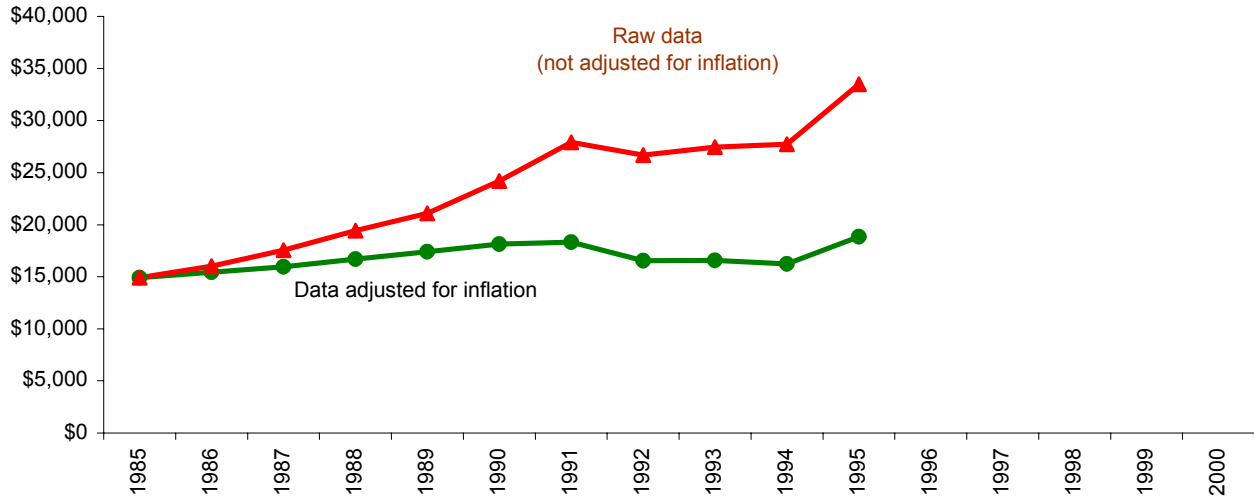


ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN KEWEENAW AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Baraga	0.3%	259,900	\$14,118,000
Houghton	0.6%	591,200	\$32,116,000
Keweenaw	0.7%	693,100	\$37,656,000
Marquette	1.5%	1,425,600	\$77,448,000
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 KEWEENAW COUNTY

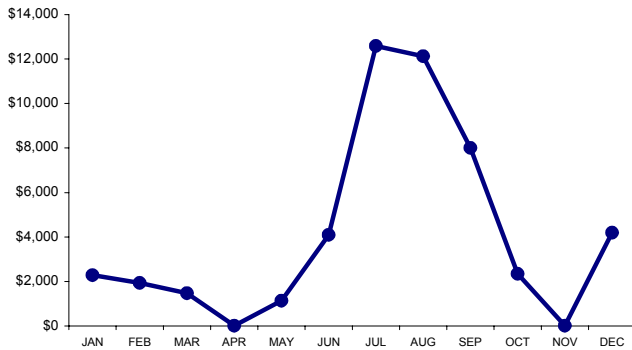


NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the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

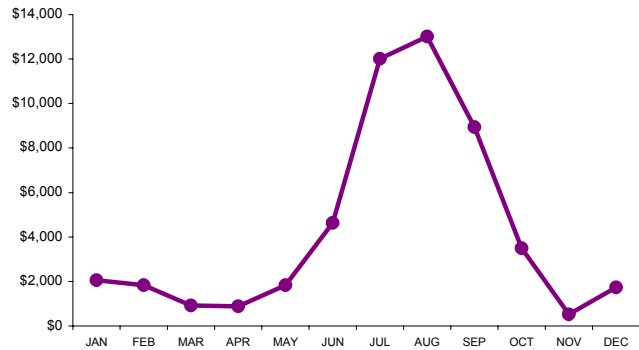
SOURCE: Michigan Department of Treasury, Systems Division.

SEASONALITY IN ECONOMIC ACTIVITY

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



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



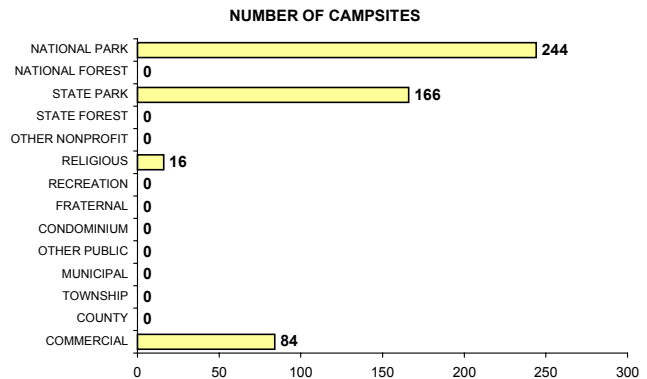
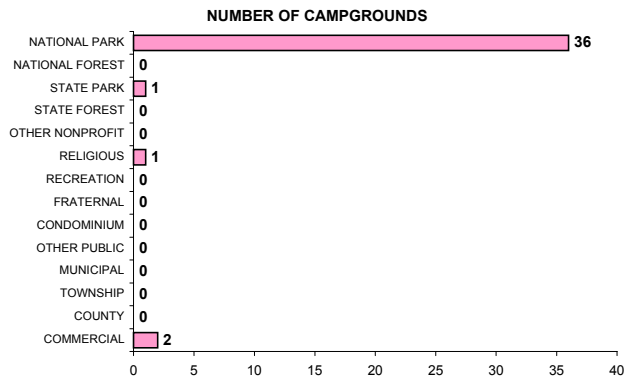
INDICATORS OF TRAVEL ACTIVITY FOR KEWEENAW COUNTY

Estimated no. visits to Fort Wilkins State Park	1996	171,217
Unadjusted (6%) Michigan Dept. of Treasury lodging use tax collections	1995	\$ 50,236

AN INVENTORY OF SELECTED RECREATION AND TOURISM RESOURCES IN KEWEENAW COUNTY

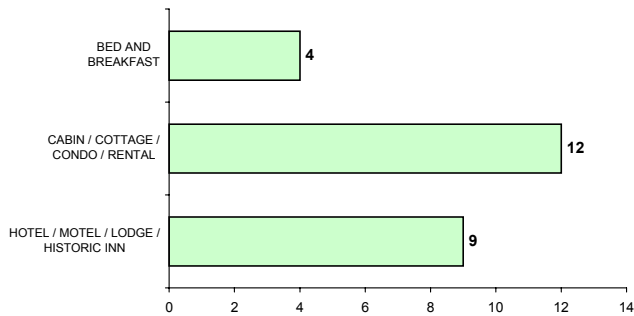
NATURAL RESOURCES	YEAR	VALUE
No. land acres in county	1989	347,840
No. water acres in county	1989	31,552
Total no. acres in county	1989	379,392
No. acres of public recreation land	1990	138,388
No. acres of national parks/lake-shores	1990	133,776
No. acres of national wildlife refuges	1990	0
No. acres of national forests	1990	0
No. acres of state parks & recreation areas	1990	189
No. acres of state boating & fishing sites	1990	7
No. acres of state game/wildlife areas	1990	0
No. acres of state forests	1990	4,416
No. acres of other areas	1990	0
No. acres of publicly or privately owned forest land	1994	312,100
Total no. acres of designated state or federal wilderness	1990	132,018
No. natural heritage sites	1990	10
No. miles of Great Lake shoreline	N.A.	424
Total no. acres of legislatively protected sand dunes	1989	924
Total no. miles of rivers and streams	N.A.	271
No. miles of state or federal wild/scenic/natural river	1990	0
No. inland lakes >50 acres in size	N.A.	2,775
Combined acres of natural or artificial lakes and ponds	1991	2,775
Average no. inches of snowfall (1981/82-1990/91).....	237
 RECREATION AND TRAVEL FACILITIES		
No. public access sites	1990	11
No. recreational harbors on the Great Lakes	1990	5
No. Great Lake marinas	1994	6
No. Great Lake marina slips	1994	28
No. licensed charter boats	1996	8
No. boat liveries	1990	4
No. watercraft for rent	1990	30
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	1,176
No. licensed food service establishments	1995	23
Table service	1995	12
Fast Food	1995	6
Cafeteria	1995	2
Bar only	1995	3
Other	1995	0
Total no. campsites	2000	510
Total no. units in commercial lodging establishment	2000	284
No. miles of designated scenic highway	1990	67
No. miles of state-funded snowmobile trail	1990	87
No. miles of hiking/skiing/mtn.biking trail	1994	249
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.	2
No. historical attractions open to the public	1990	3
No. agricultural markets/wineries/u-picks	1993	0
 OTHER		
Population	2000	2,301
Estimated direct pleasure trip expenditures (\$)	1996	37,656,000

CAMPING INVENTORY, 2000

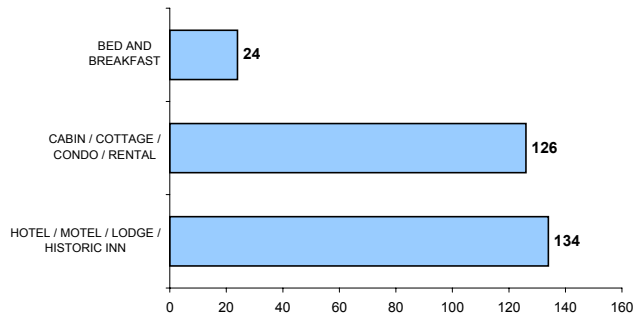


LODGING INVENTORY, 2000

NUMBER OF COMMERCIAL LODGING ESTABLISHMENTS



NUMBER OF GUEST ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS



PRINCIPAL ATTRACTIONS AND EVENTS

Lake Superior shoreline; Brockway Mountain Drive and Summit Lookout; Historic Lighthouse Boat Tour; Copperman Triathlon (August); Fort Wilkins State Park; Isle Royale National Park; rock and mineral hunting - numerous agate beaches and mine sites; Estivant Pines Nature Sanctuary (600 year-old giant pines); Fanny Hooe Resort; outdoor recreation activities, including fishing, snowmobiling, skiing, and scuba diving.

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

- 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>