



Shiawassee 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 Shiawassee County. All statistics pertain to Shiawassee 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 Shiawassee County (989-743-2251).

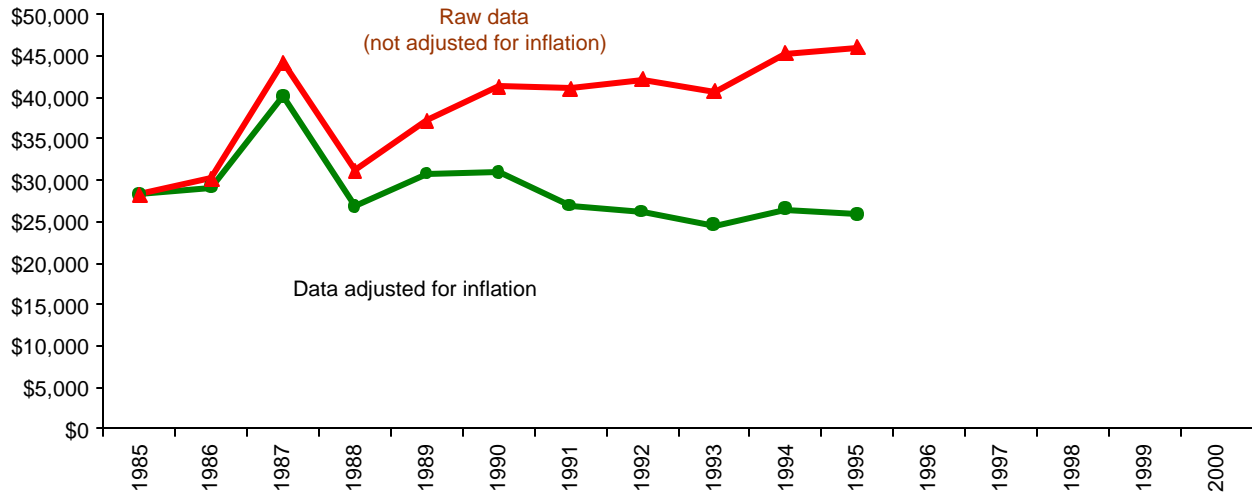


ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN SHIAWASSEE AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Clinton	0.1%	53,600	\$2,910,000
Genesee	1.4%	1,292,300	\$70,209,000
Gratiot	0.2%	151,000	\$8,201,000
Ingham	2.3%	2,165,800	\$117,664,000
Livingston	0.2%	174,600	\$9,483,000
Saginaw	5.5%	5,163,000	\$280,491,000
Shiawassee	0.1%	108,000	\$5,870,000

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 SHIAWASSEE COUNTY

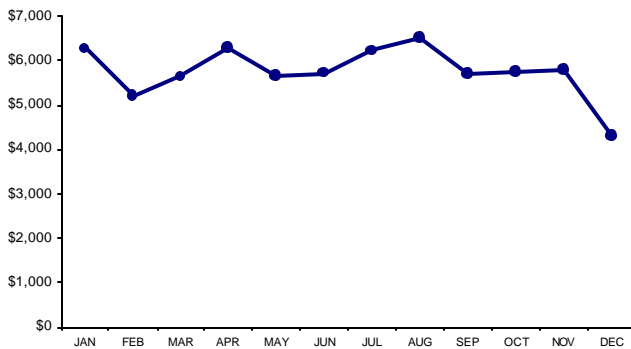


NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the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

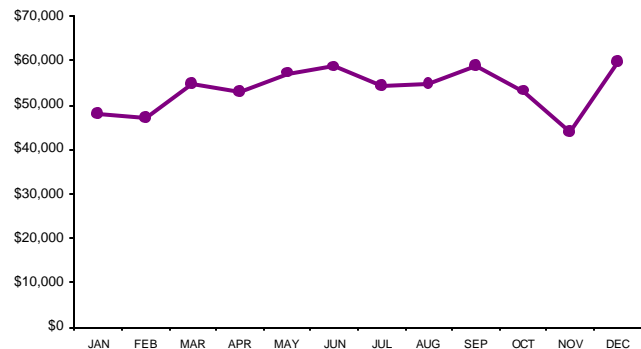
SOURCE: Michigan Department of Treasury, Systems Division.

SEASONALITY IN ECONOMIC ACTIVITY

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



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



INDICATORS OF TRAVEL ACTIVITY FOR SHIAWASSEE COUNTY

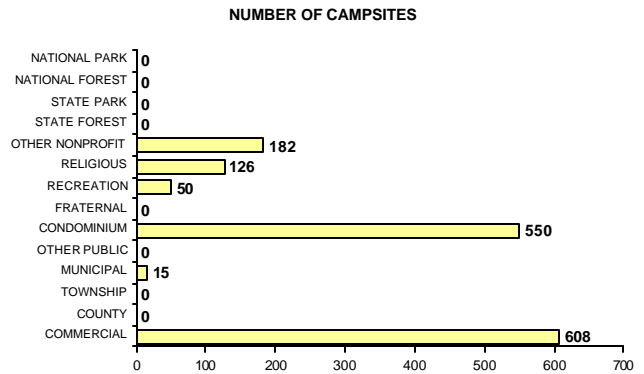
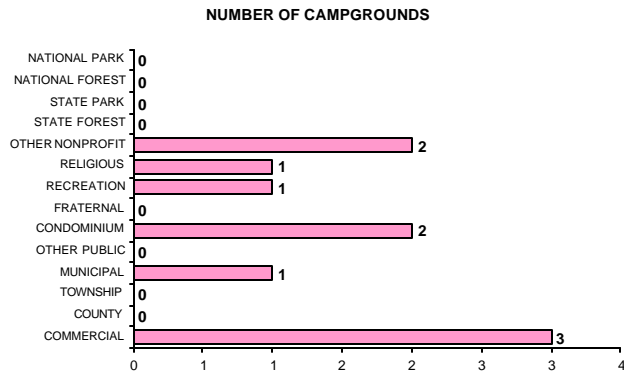
Unadjusted (6%) Michigan Dept. of Treasury lodging use tax collections

1995 \$ 69,081

AN INVENTORY OF SELECTED RECREATION AND TOURISM RESOURCES IN SHIAWASSEE COUNTY

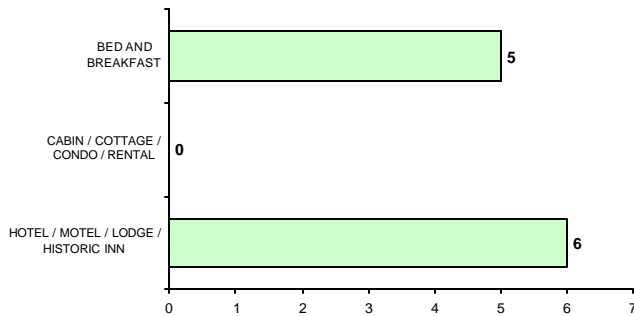
NATURAL RESOURCES	YEAR	VALUE
No. land acres in county	1989	345,856
No. water acres in county	1989	192
Total no. acres in county	1989	346,048
No. acres of public recreation land	1990	914
No. acres of national parks/lake-shores	1990	0
No. acres of national wildlife refuges	1990	0
No. acres of national forests	1990	0
No. acres of state parks & recreation areas	1990	0
No. acres of state boating & fishing sites	1990	0
No. acres of state game/wildlife areas	1990	914
No. acres of state forests	1990	0
No. acres of other areas	1990	0
No. acres of publicly or privately owned forest land	1994	50,200
Total no. acres of designated state or federal wilderness	1990	0
No. natural heritage sites	1990	0
No. miles of Great Lake shoreline	N.A.	0
Total no. acres of legislatively protected sand dunes	1989	0
Total no. miles of rivers and streams	N.A.	307
No. miles of state or federal wild/scenic/natural river	1990	0
No. inland lakes >50 acres in size	N.A.	815
Combined acres of natural or artificial lakes and ponds	1991	815
Average no. inches of snowfall (1981/82-1990/91).....	37
 RECREATION AND TRAVEL FACILITIES		
No. public access sites	1990	0
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	0
No. boat liveries	1990	2
No. watercraft for rent	1990	34
No. lifts or tows at downhill ski areas	1990	0
No. 9-hole golf courses	1995	4
No. 18-hole golf courses	1995	3
No. owned second homes	2000	970
No. licensed food service establishments	1995	225
Table service	1995	52
Fast Food	1995	54
Cafeteria	1995	43
Bar only	1995	21
Other	1995	55
Total no. campsites	2000	1,531
Total no. units in commercial lodging establishment	2000	211
No. miles of designated scenic highway	1990	0
No. miles of state-funded snowmobile trail	1990	0
No. miles of hiking/skiing/mtn.biking trail	1994	0
No. of miles of designated off-road vehicle trail	1992	0
Rail trails	N.A.	0
No. miles of interstate highway	1990	21
No. museums	N.A.	1
No. historical attractions open to the public	1990	2
No. agricultural markets/wineries/u-picks	1993	15
 OTHER		
Population	2000	71,687
Estimated direct pleasure trip expenditures (\$)	1996	5,870,000

CAMPING INVENTORY, 2000

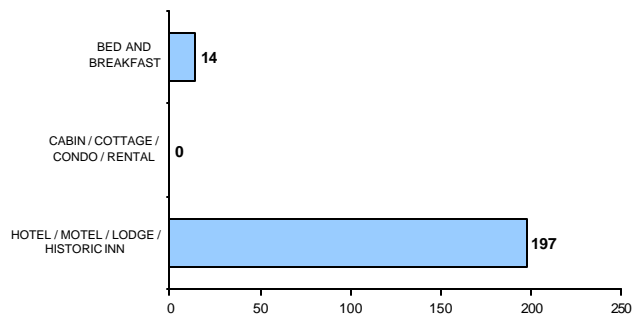


LODGING INVENTORY, 2000

NUMBER OF COMMERCIAL LODGING ESTABLISHMENTS



NUMBER OF GUEST ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS



PRINCIPAL ATTRACTIONS AND EVENTS

Sleepy Hollow State Park (cross-country skiing); Curwood Castle, Owosso; Rose Lake Wildlife Research Area; Outdoor recreation activities, including boating, fishing, hiking, camping, and biking; Railroad Days Festival, Durand (May); Curwood Festival, Owosso (June); Shiawassee County Fair, Corunna (Aug.); Antique and Classic Car Show (Sept.).

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

- Greater Durand Area Chamber of Commerce: 100 W. Clinton Street, Durand, MI 48429-1158. 989-288-3715. Fax: 989-288-5177. E-mail: durandcc@shianet.org Web site: <http://www.shianet.org>
- Shiawassee Regional Chamber of Commerce: 215 North Water Street, Owosso, MI 48867-2807. 989-723-5149. Fax: 989-723-8353. Web site: <http://www.shiawasseechamber.org>
- 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>