



Bay 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 Bay County. All statistics pertain to Bay 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 Bay County (989-895-4026).

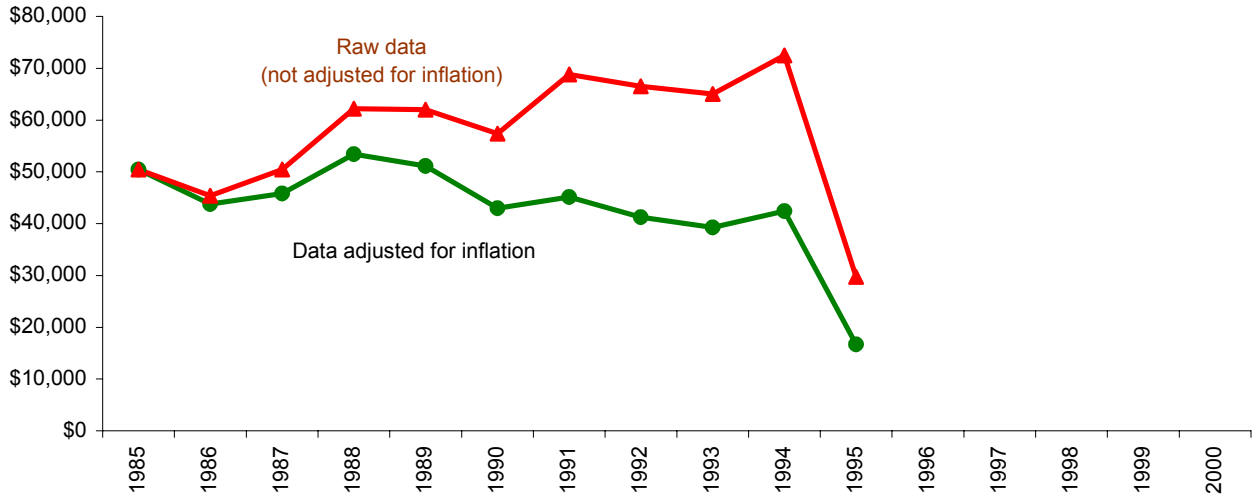


ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN BAY AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Arenac	0.3%	253,800	\$13,787,000
Bay	0.3%	297,000	\$16,136,000
Gladwin	0.3%	243,900	\$13,252,000
Midland	0.7%	633,100	\$34,393,000
Saginaw	5.5%	5,163,000	\$280,491,000

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 BAY COUNTY

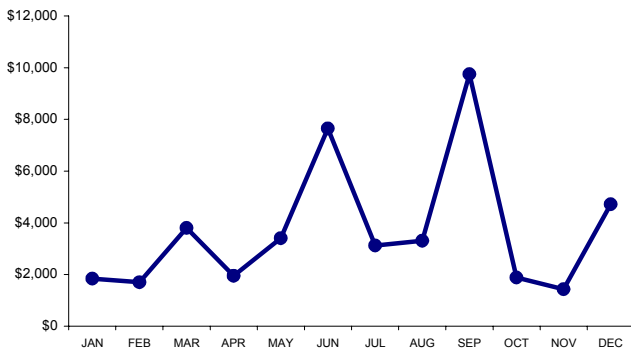


NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the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

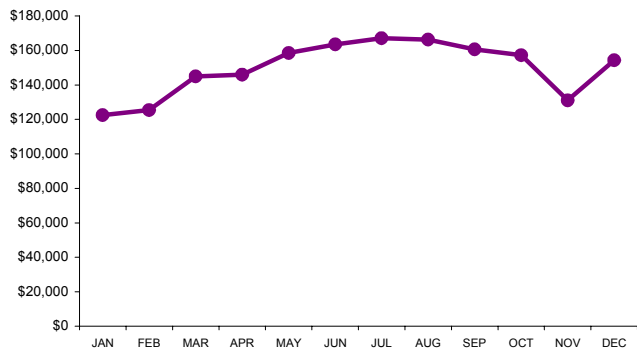
SOURCE: Michigan Department of Treasury, Systems Division.

SEASONALITY IN ECONOMIC ACTIVITY

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



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



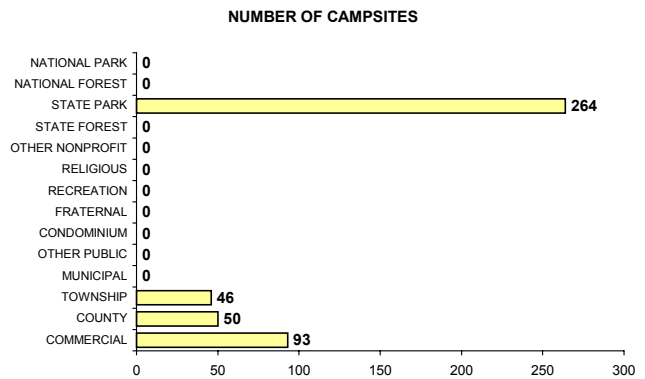
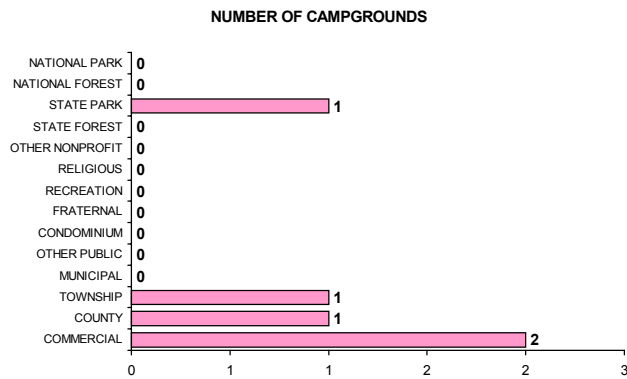
INDICATORS OF TRAVEL ACTIVITY FOR BAY COUNTY

Estimated no. visits to Bay City State Park	1996	318,894
Unadjusted (6%) Michigan Dept. of Treasury lodging use tax collections	1995 \$	44,563

AN INVENTORY OF SELECTED RECREATION AND TOURISM RESOURCES IN BAY COUNTY

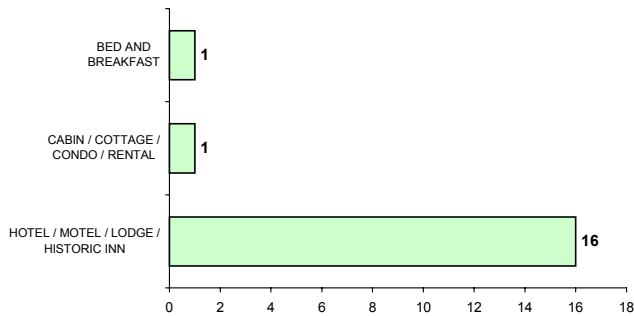
NATURAL RESOURCES	YEAR	VALUE
No. land acres in county	1989	286,272
No. water acres in county	1989	4,800
Total no. acres in county	1989	291,072
No. acres of public recreation land	1990	4,576
No. acres of national parks/lake-shores	1990	0
No. acres of national wildlife refuges	1990	0
No. acres of national forests	1990	0
No. acres of state parks & recreation areas	1990	196
No. acres of state boating & fishing sites	1990	247
No. acres of state game/wildlife areas	1990	4,133
No. acres of state forests	1990	0
No. acres of other areas	1990	0
No. acres of publicly or privately owned forest land	1994	44,200
Total no. acres of designated state or federal wilderness	1990	0
No. natural heritage sites	1990	1
No. miles of Great Lake shoreline	N.A.	36
Total no. acres of legislatively protected sand dunes	1989	0
Total no. miles of rivers and streams	N.A.	50
No. miles of state or federal wild/scenic/natural river	1990	0
No. inland lakes >50 acres in size	N.A.	435
Combined acres of natural or artificial lakes and ponds	1991	435
Average no. inches of snowfall (1981/82-1990/91).....	36
 RECREATION AND TRAVEL FACILITIES		
No. public access sites	1990	8
No. recreational harbors on the Great Lakes	1990	1
No. Great Lake marinas	1994	16
No. Great Lake marina slips	1994	2,035
No. licensed charter boats	1996	12
No. boat liveries	1990	3
No. watercraft for rent	1990	26
No. lifts or tows at downhill ski areas	1990	0
No. 9-hole golf courses	1995	1
No. 18-hole golf courses	1995	5
No. owned second homes	2000	355
No. licensed food service establishments	1995	422
Table service	1995	142
Fast Food	1995	106
Cafeteria	1995	67
Bar only	1995	51
Other	1995	56
Total no. campsites	2000	453
Total no. units in commercial lodging establishment	2000	820
No. miles of designated scenic highway	1990	33
No. miles of state-funded snowmobile trail	1990	0
No. miles of hiking/skiing/mtn.biking trail	1994	13
No. of miles of designated off-road vehicle trail	1992	0
Rail trails	N.A.	
No. miles of interstate highway	1990	28
No. museums	N.A.	2
No. historical attractions open to the public	1990	1
No. agricultural markets/wineries/u-picks	1993	6
 OTHER		
Population	2000	110,157
Estimated direct pleasure trip expenditures (\$)	1996	16,136,000

CAMPING INVENTORY, 2000

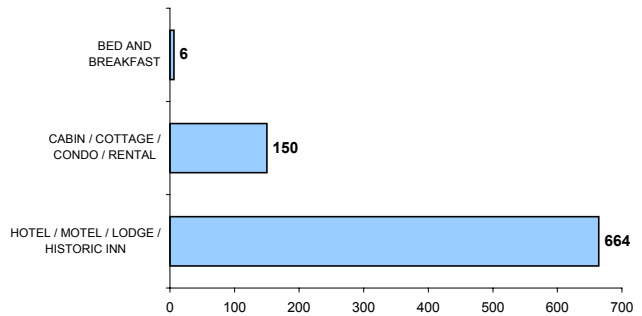


LODGING INVENTORY, 2000

NUMBER OF COMMERCIAL LODGING ESTABLISHMENTS



NUMBER OF GUEST ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS



PRINCIPAL ATTRACTIONS AND EVENTS

Friendship Shell Concerts (free weekly concerts, summer); Polish Festival; Concert in the Park series; antique shops; Tobico Marsh State Game Area; Nayanquing Point Wildlife Area; Crow Island State Game Area; historical museum and landmark buildings; Delta College with cultural and athletic events; Bay Lighthouse; Jennison Nature Center; Quanicassee Wildlife Area; Bay City State Park; Fireman's World Museum; Saginaw River; area theater groups; boating resources (36 miles of Lake Huron shoreline, 50 miles of stream, 8 public access sites).

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

- Auburn Area Chamber of Commerce: P.O. Box 215, Auburn, MI 48611-0215. 517-662-4001.
- Bay Area Chamber of Commerce: 901 Saginaw St., Bay City, MI 48708-5614. 517-893-4567. Fax: 517-895-5594
Web site: <http://www.baycityarea.com>
- Bay Area Convention and Visitors Bureau: 901 Saginaw Street, Bay City, MI 48708. 989-893-1222. Fax: 989-893-7016.
- 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>