

## Tourism Data for Oceana and Mason Counties

<b>Michigan.org Labor Market Information Data: Oceana County 2008</b>			
<a href="http://www.milmi.org/">http://www.milmi.org/</a>			
Industry	# of Business	Employees	Total Wages
Total, All Industries	602	5,752	\$139,121,130
<b>Non Tourism Related Business</b>			
Mining	2	0	
Utilities	1	0	
Construction	105	301	\$8,880,213
Manufacturing	37	1,675	\$55,989,929
Wholesale trade	15	278	\$8,447,123
Transportation and warehousing	18	173	\$5,550,483
Information	5	0	
Finance and insurance	20	121	\$3,894,982
Professional and technical services	23	54	\$1,862,655
Administrative and waste services	16	60	\$1,726,847
Educational services	4	26	\$677,567
Health care and social assistance	38	278	\$6,720,059
Other services, except public administration	50	131	\$2,488,936
<b>Total Non Tourism Related Business</b>	<b>334</b>	<b>3097</b>	<b>\$96,238,794</b>
<b>Tourism Related Business Sectors</b>			
Accommodation and food services	77	1,029	\$12,019,938
Arts, entertainment, and recreation	24	152	\$1,984,773
Real estate and rental and leasing	13	45	\$699,277
Retail trade	88	665	\$11,245,809
Agriculture, forestry, fishing and hunting	67	629	\$11,975,422
<b>Total for Tourism Related Business'</b>	<b>269</b>	<b>2520</b>	<b>\$37,925,219</b>
<b>Tourism as a % of Total</b>	<b>44.7%</b>	<b>43.8%</b>	<b>27.3%</b>

<b>US Economic Census Data: Oceana County 2002</b>				
<a href="http://factfinder.census.gov/servlet/GQRTTable?_bm=y&amp;-geo_id=05000US26127&amp;-ds_name=EC0200A1&amp;-lang=en">http://factfinder.census.gov/servlet/GQRTTable?_bm=y&amp;-geo_id=05000US26127&amp;-ds_name=EC0200A1&amp;-lang=en</a>				
Business Sector	# Bus	Sales	Payroll	# Emp
Retail trade	106	131,199	12,496	772
Real estate & rental & leasing	19			
Arts, entertainment, & recreation	21			
Accommodation & food services	67	16,610	4,314	464
<b>Total Tourism Related Business</b>	<b>213</b>	<b>147,809</b>	<b>16,810</b>	<b>1236</b>
<b>Total Non-Tourism Business*</b>	<b>188</b>	<b>329,710</b>	<b>61,140</b>	<b>2429</b>
<b>% Contributed by Tourism</b>	<b>53%</b>	<b>31%</b>	<b>21.5%</b>	<b>34%</b>

\*Non Tourism Business' are: Manufacturing, Information, Education, Health Services, Automotive, Hair Salons, Wholesale, Professional and Scientific, and Administrative.

<b>Michigan.org Labor Market Information Data: Mason County 2008</b>			
<a href="http://www.milmi.org/">http://www.milmi.org/</a>			
<b>Industry</b>	<b># of Business'</b>	<b>Employees</b>	<b>Total Wages</b>
Total, All Industries	775	8,230	\$245,158,153
<b>Non Tourism Related Business</b>			
Mining	1	0	\$-
Utilities	4	90	\$7,319,850
Construction	107	411	\$14,591,401
Manufacturing	41	2,041	\$74,509,996
Wholesale trade	20	158	\$6,810,910
Transportation and warehousing	22	332	\$11,226,465
Information	13	98	\$3,016,783
Finance and insurance	42	291	\$11,363,896
Professional and technical services	46	154	\$5,712,562
Administrative and waste services	34	190	\$3,654,410
Educational services	7	16	\$249,212
Health care and social assistance	85	1,250	\$47,730,551
Other services, except public administration	76	357	\$9,054,143
<b>Total Non Tourism Related Business</b>	<b>498</b>	<b>5388</b>	<b>\$195,240,179</b>
<b>Tourism Related Business Sectors</b>			
Retail trade	123	1,492	\$31,404,529
Agriculture, forestry, fishing and hunti	26	199	\$3,432,910
Arts, entertainment, and recreation	15	104	\$1,720,566
Accommodation and food services	92	929	\$10,230,077
Real estate and rental and leasing	23	119	\$3,129,892
<b>Total for Tourism Related Business'</b>	<b>279</b>	<b>2843</b>	<b>\$49,917,974</b>
<b>Tourism as a % of Total</b>	<b>36.0%</b>	<b>34.5%</b>	<b>20.4%</b>

<b>US Economic Census Data: Mason County 2002</b>				
<a href="http://factfinder.census.gov/servlet/GQRTTable?_bm=y&amp;-ds_name=EC0200A1&amp;-geo_id=05000US26105&amp;-_lang=en">http://factfinder.census.gov/servlet/GQRTTable?_bm=y&amp;-ds_name=EC0200A1&amp;-geo_id=05000US26105&amp;-_lang=en</a>				
<b>Mason County Sectors</b>	<b># Bus.</b>	<b>Sales \$1000</b>	<b>Payroll \$1000</b>	<b># Emp</b>
Retail trade	163	301,352	31,579	1,737
Real estate & rental & leasing	25	14,726	2,322	120
Arts, entertainment, & recreation	16	8,207	2,572	110
Accommodation & food services	92	41,457	9,888	896
<b>Total for Mason County</b>	<b>296</b>	<b>365,742</b>	<b>46,361</b>	<b>2863</b>
<b>Non Tourism Business'*</b>	<b>323</b>	<b>560,103</b>	<b>142,152</b>	<b>4852</b>
<b>% Contributed by Tourism</b>	<b>48%</b>	<b>40%</b>	<b>25%</b>	<b>37%</b>

\*Non Tourism Business' are: Manufacturing, Information, Education, Health Services, Automotive, Hair Salons, Wholesale, Professional and Scientific, and Administrative.

## County Market Share of Visitors 2000-2004: From Michigan Tourism Facts

Oceana	Mason	
1,478,637	1,786,391	Total Person Day Travel
300,882	163,219	Travel for Business
1,177,755	1,623,172	Travel for Leisure
547,388	555,991	Total Trips
72,281	88,338	Trips for Business
475,107	467,653	Trips for Leisure
2.7	3.2	Length of Stay Ave.
4.2	1.8	Length of Stay Business
2.5	3.5	Length of Stay Leisure
27.7%	23.5%	Seasonal housing as a percent of Total
13.2%	15.1%	*Economic Dependence on Tourism (EDT)
83		Total # of Counties in Michigan
9.1%		Average EDT of all counties
12		# of counties higher than 13%
14%		% of counties with EDT higher than Oceana & Mason

### **Oceana and Mason Counties are in the top 14% of all counties in Michigan for their economic dependence on Tourism.**

\*While these are very rough estimates, the percentage could be taken as an indicator of the degree of economic dependence on travel tourism and the degree to which visitors contribute to the use of facilities and services in a given county.

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**Michigan's tourism industry is the second/third largest industry in the state and has a great impact on the state's economy.**

From the Michigan.gov website:

As residents of the Great Lakes State, we know we are the guardians of a proud environmental heritage. Not only is our environment a source of recreation and pride, but three of Michigan's top industries - agriculture, tourism and timber - depend wholly on a sustainable environment for their very existence.

By ELLEN CREAGER

Free Press Travel Writer

January 28, 2010 00:58 AM

The state's tourism picture unexpectedly brightened in the fourth quarter of 2009, according to a Comerica Bank Michigan Tourism Index released today.

The index rose to 94, up 7 points from the third quarter and the best reading since the second quarter of 2008. It is not a clear indication, however, of a permanent upward trend, said Dana Johnson, chief economist at Comerica Bank. The index is a quarterly summary of data related to the travel industry. It measures air traffic at Michigan airports, Mackinac Bridge and other bridge/tunnel traffic, museum attendance, hotel occupancy and casino revenues. The benchmark number is 100, but Michigan's tourism index has been languishing far below that for several years.

- Tourism sectors generate about 25-30 jobs per million dollars of sales.
- About 30% of tourism sales goes to wages and salaries.
- Hence, 10,000 travel party days/nights yields \$1 million in spending, \$800,000 of which is captured as direct sales.
- This sales supports about 20-24 jobs with a total payroll of \$240,000.
- Total sales impact is about \$1.04 million if in a mostly rural area and as much as \$1.28 million in a metropolitan area or statewide analysis.

Tourism is Michigan's 3<sup>rd</sup> highest contributor to the economy with 41% of this revenue due to outdoor recreation. (State of Michigan April 2009 Committee Report "Recreation Passport Fee ...")

According to Travel Michigan, the state's official tourism promotion agency, the industry contributes \$18.8 billion to Michigan's economy each year, accounts for 200,000 jobs and generates \$1.1 billion in state tax revenues.

- 13 County or State Public Beaches in Mason County
- 28 Registered Fishing Charters in Ludington
- 2 Registered Fishing Charters in Pentwater
- 8 County or State Public Beaches in Oceana County

**References:**

US Economic Census  
<http://factfinder.census.gov/>

Michigan.org: State's Tourism Website

Michigan Department of Labor Statistics  
<http://www.milmi.org/>

2007-2011 Michigan Tourism Strategic Plan :  
<http://tourismplan.msu.edu/>  
Fairly old data from 2000 census but shows some trends and comparisons.

Michigan Tourism Website:  
<https://www.msu.edu/course/prr/840/econimpact/michigan.htm>

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P.O. Box 168, Hart, MI 49420-0168  
616-873-7141

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[From Julie Burdick 1-31-2010]