

"Fresh Water and the Great Lakes Economic Future"

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"Michigan's Recreation and Tourism Industry"

By

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The Resource (I)

- Michigan manages more coastal waters (38,000 sq. miles) than any other state but Alaska which is about 40% of the surface waters and submerged lands of the Great Lakes

The Resource (II)

Important Great Lakes Climatic Influences:

- Lake effect snow – extends ski/snowmobiling season
- Moderates coastal temperature fluctuations- supports Michigan's diverse agricultural product production notably orchards and vineyards/major agricultural tourism attractions

The Industry (I)

- Direct spending on travel is about \$18 billion

The Industry (II)

- ~90% of Michigan travel is leisure travel

The Industry (III)

- In 1999, direct travel spending captured/capita was \$1,558 vs. \$17,528 (NV), \$11,755 (HI), \$3,491 (FL).
- We ranked 44th

The Industry (IV)

1985-2001 Statewide

- Volume of tourism traffic growth rate ~4%/year
- Spending on travel growth rate ~6%/year
- Growth rate has slowed since 2001

Lake Economic Impact (I)

- 19 out of 30 top Michigan tourism destinations are coastal counties

Lake Economic Impact (II)

- ~65,000 or ~30% of all Michigan second homes along Michigan's Lake Michigan shoreline
- Value of these are above average.

Lake Economic Impact (III)

- Michigan has ~800,000 registered watercraft, ranking in the top 5 states in most years

A Challenge (I)

- ~62% of Michigan travel (>50 mile one way trips) is by Michigan residents
- ~20% is primarily from Illinois, Indiana, Ohio and Wisconsin
- Michigan is primarily a regional tourism market

A Challenge (II)

- State travel promotion will be \$30 million, up from \$6 million

Issues and Concerns (I)

- Product development
- Climate change
- Public access
- Land use
- Water resource protection
- Windmills
- Lack of sound data

The Michigan Tourism Strategic Plan - Organizational Support

- Develop needed leadership and organizational structures
- Develop political support
- Expand the use and effectiveness of collaborations
- Build an effective communications system

The Michigan Strategic Plan - Product Delivery Support

- Develop a research and technical support system to guide investment
- Increase effectiveness of promotion
- Expand delivery of quality experiences – product
- Expand delivery of quality experiences - service

The Michigan Strategic Plan - Fiscal Support

- Obtain needed funds to implement the plan

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