

# 'TIS THE SEASON

## Planning for Northwest Michigan's Seasonal Economy

Networks  Northwest  
Talent / Business / Community



# **NORTHWEST MICHIGAN'S SEASONAL ECONOMY: AN ECONOMIC PROFILE**

# SEASONAL TRENDS

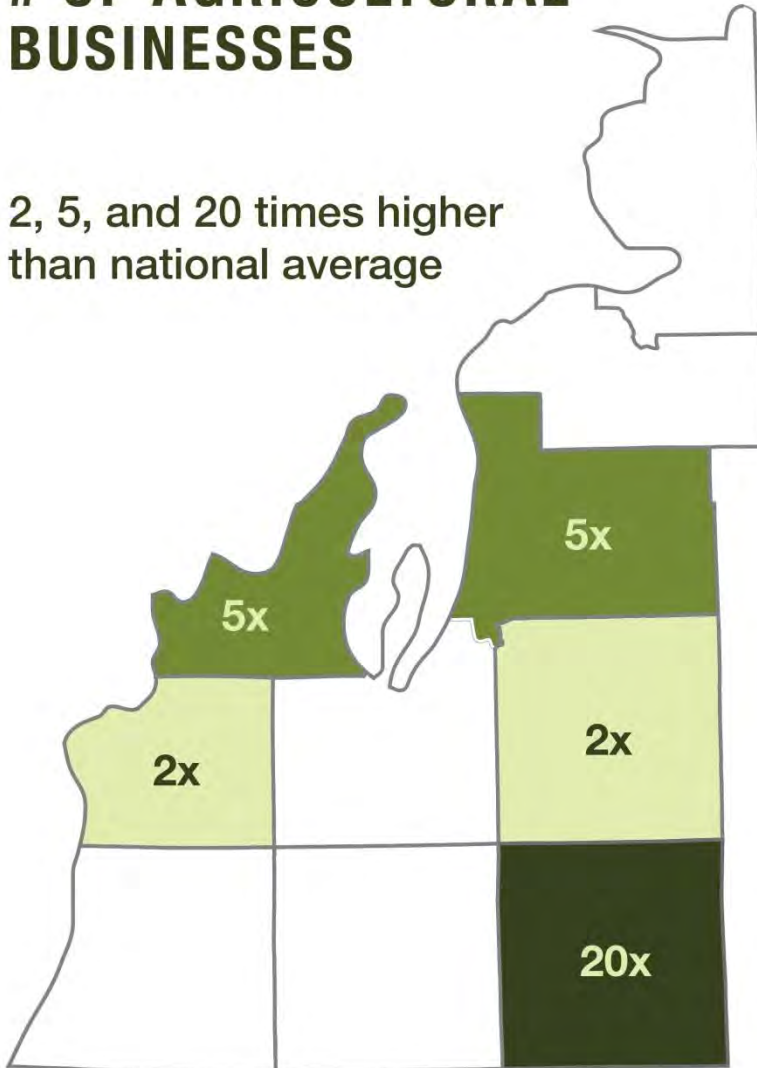
- **Housing**
  - short term rentals
- **Population**
  - visitor types
  - visitor spending
- **Workforce**
  - tourism
  - agriculture

# DATA SOURCES

- 2014 Northwest Michigan Seasonal Population Study (MSU Land Policy Institute)
- American Community Survey (US Census)
- Bureau of Labor Statistics
- 2017 Pure Michigan – Tourism Economic Impact Study
- Host Compliance

# # OF AGRICULTURAL BUSINESSES

2, 5, and 20 times higher  
than national average



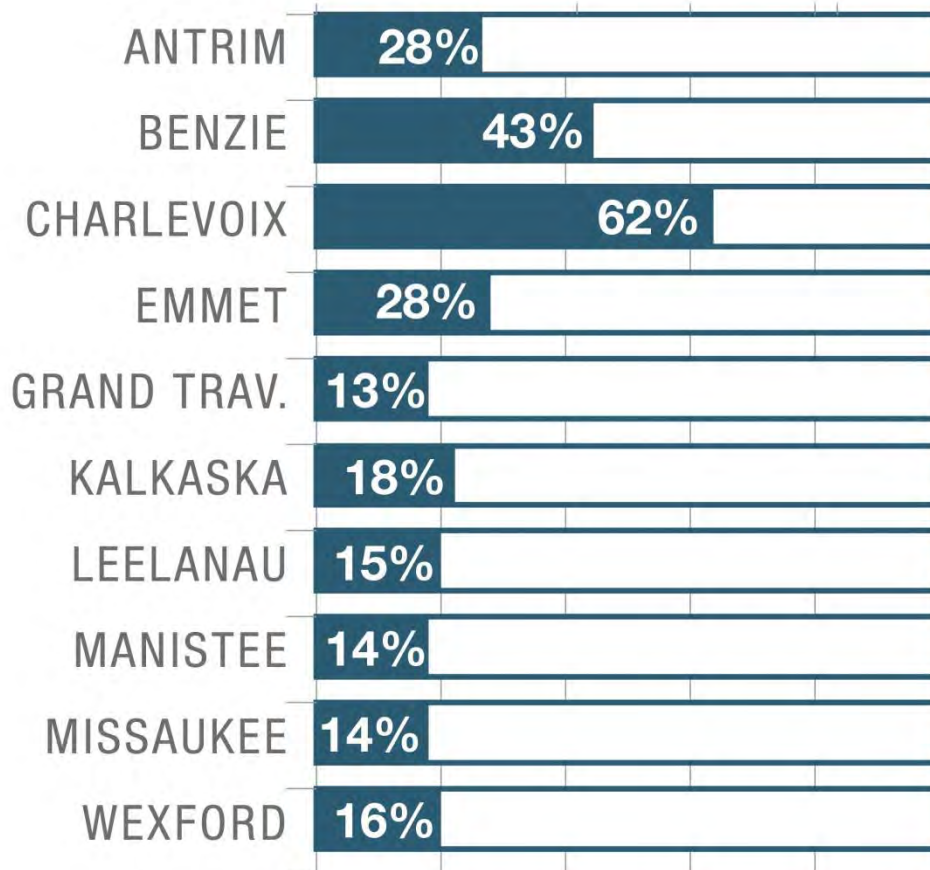
# \$246,912,504

AG. GROSS REGIONAL PRODUCT (GRP)

# 2%

of total GRP

## TOURISM-RELATED LABOR: % OF TOTAL LABOR FORCE

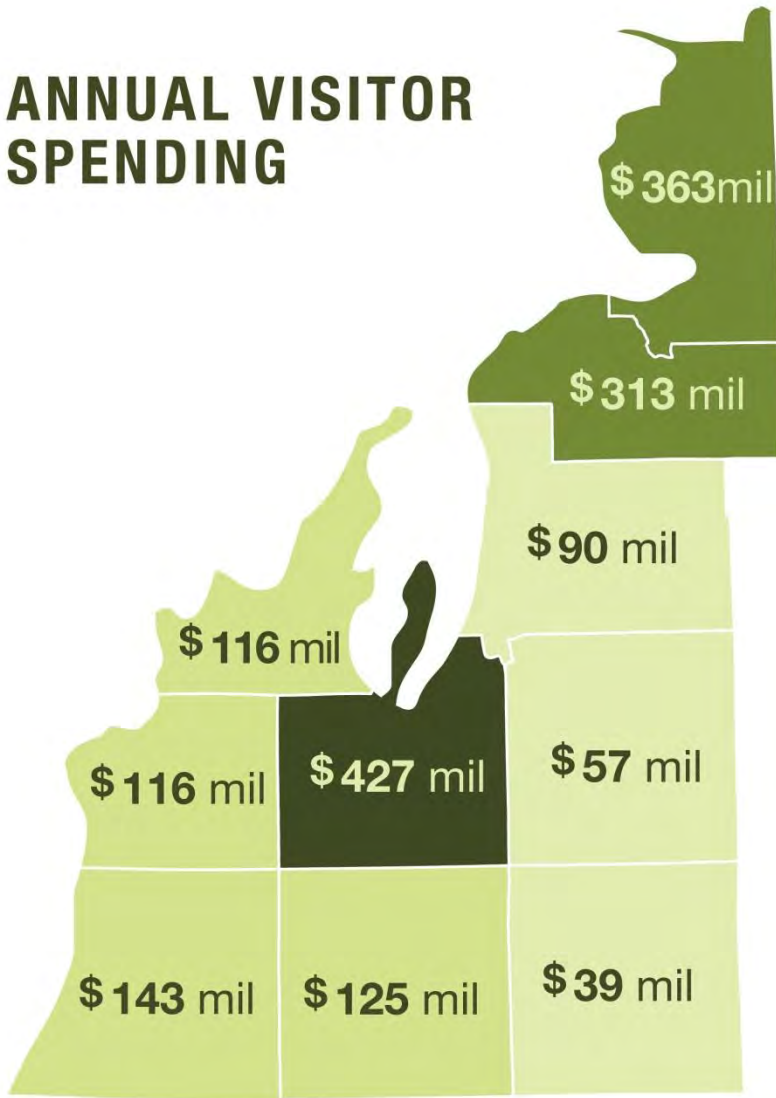


**\$1,848,654,833**

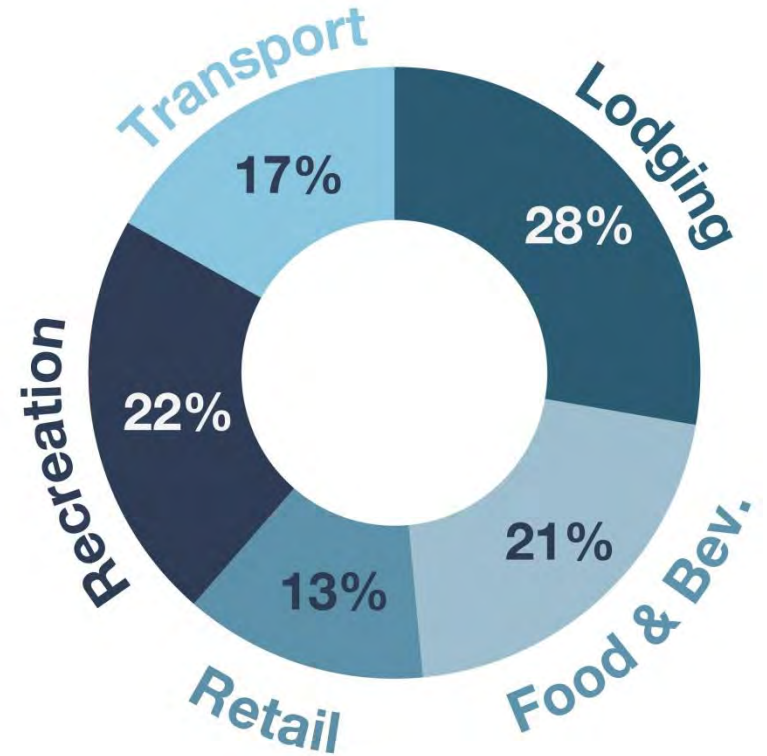
TOURISM GROSS REGIONAL PRODUCT (GRP)

**15%**  
of total GRP

## ANNUAL VISITOR SPENDING



## VISITOR SPENDING TYPES



# IMPACTS BEYOND SPENDING

- Increased exposure from tourism brings new business and residents
- Average annual earnings for tourism-related employment - \$23,921
- 10% projected growth in tourism-related employment through 2025



# TOURISM SURGE

PURE MICHIGAN™



insta\_repeat • Following

insta\_repeat Person centered in front of this big rock in this one cave □ ALSO it has come to my attention that you aren't supposed to go here □ respect the parks!

Load more comments

tkmusgrave @daniellamarii @bradlybennison @amy.bennison @sarapage\_ Wow, I totally didn't see any signs! I guess it makes sense if they closed it this past August. In any case good to know!

bradlybennison @tkmusgrave dang! Good thing we got in while we could!

kyle\_eaton\_photography @kfromthenorth Thanks for pointing this out.

kyle\_eaton\_photography @arpandas\_photography\_adventure It's also a sanctuary for the threatened black



13,885 likes

AGO

## Expedia Recognizes Charlevoix, MI as the Best Place to Travel in October

By MYNORTH NEWS SERVICE on August 27, 2018  
Tagged Towns, Travel Ideas, Vacation, Charlevoix, Charlevoix County

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Photo by Visit Charlevoix

# SLEEPING BEAR DUNES NATIONAL LAKESHORE VISITS

	COAST GUARD STATION	DUNE CLIMB	STOCKING S. DRIVE	ESCH RD.	PLATTE RIVER	VISITORS CENTER	TOTAL VISITS
<b>2010</b>	30,561	84,738	101,094	34,921	81,598	170,251	<b>1,280,934</b>
<b>2017</b>	33,287	130,735	153,448	34,580	88,895	236,555	<b>1,678,126</b>
<b>% CHANGE</b>	9%	54%	52%	- 1 %	9%	39%	<b>31%</b>

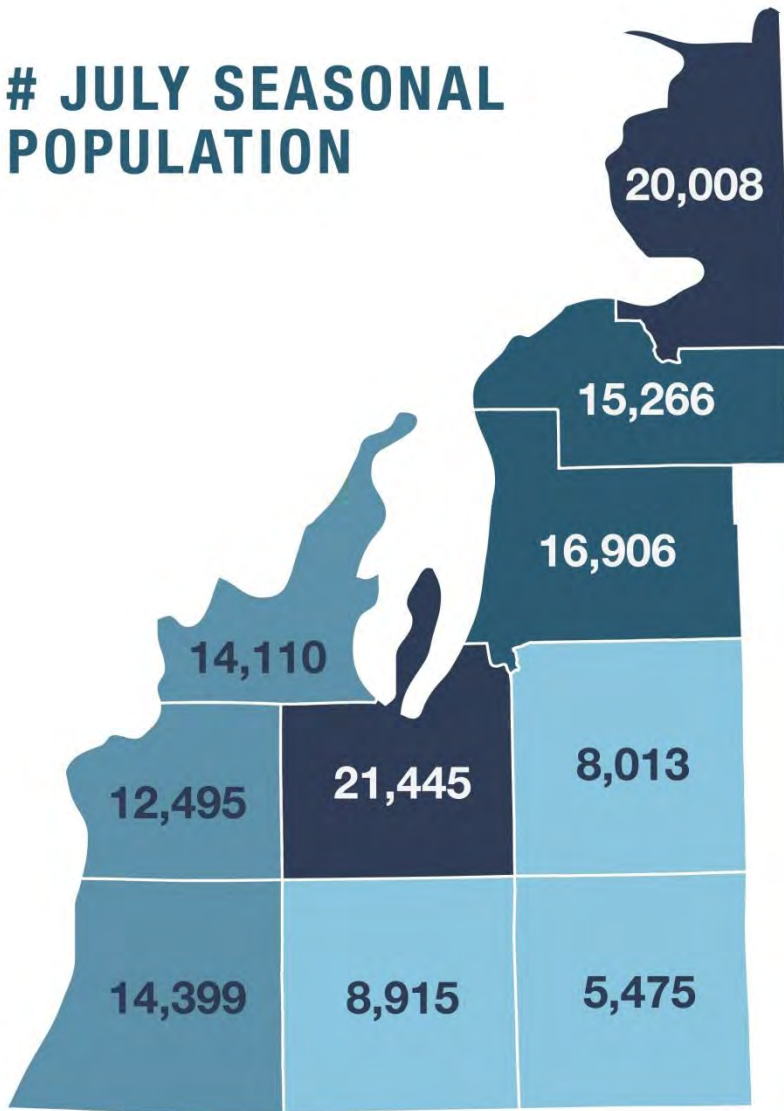
\* population of Empire: **363**

# MACKINAC BRIDGE TRAFFIC

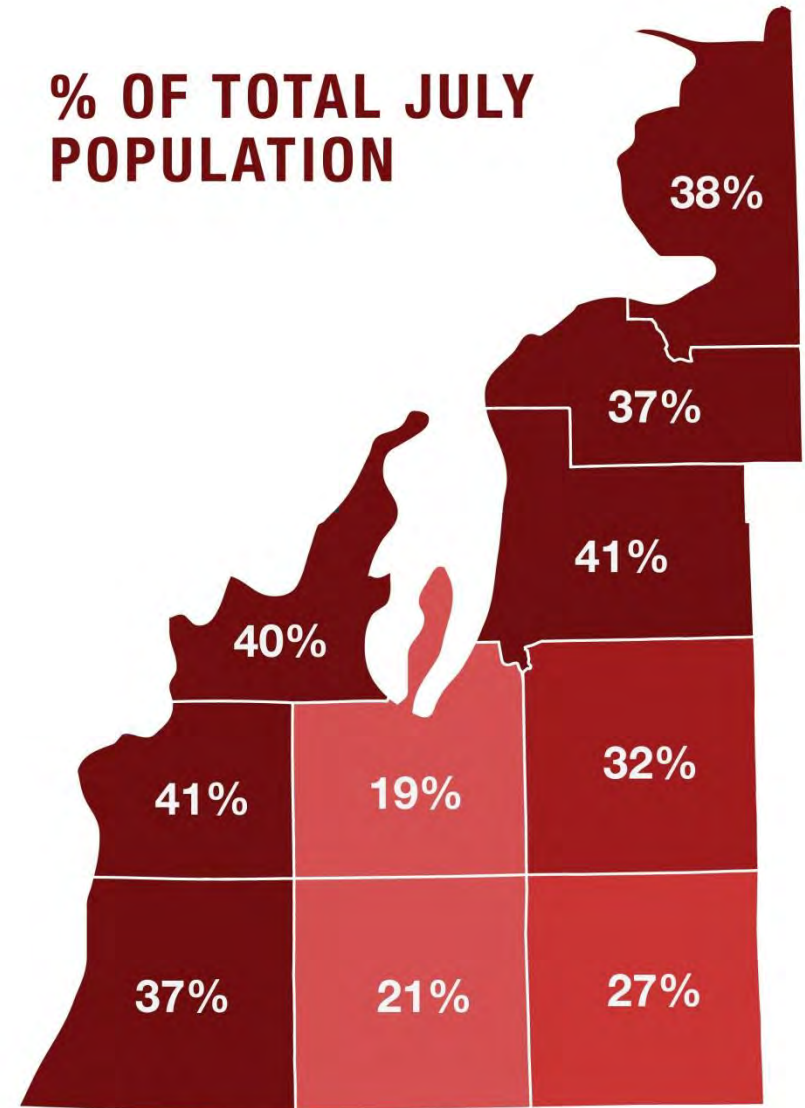


2017 US National Park Service, 2018 Mackinac Bridge Authority

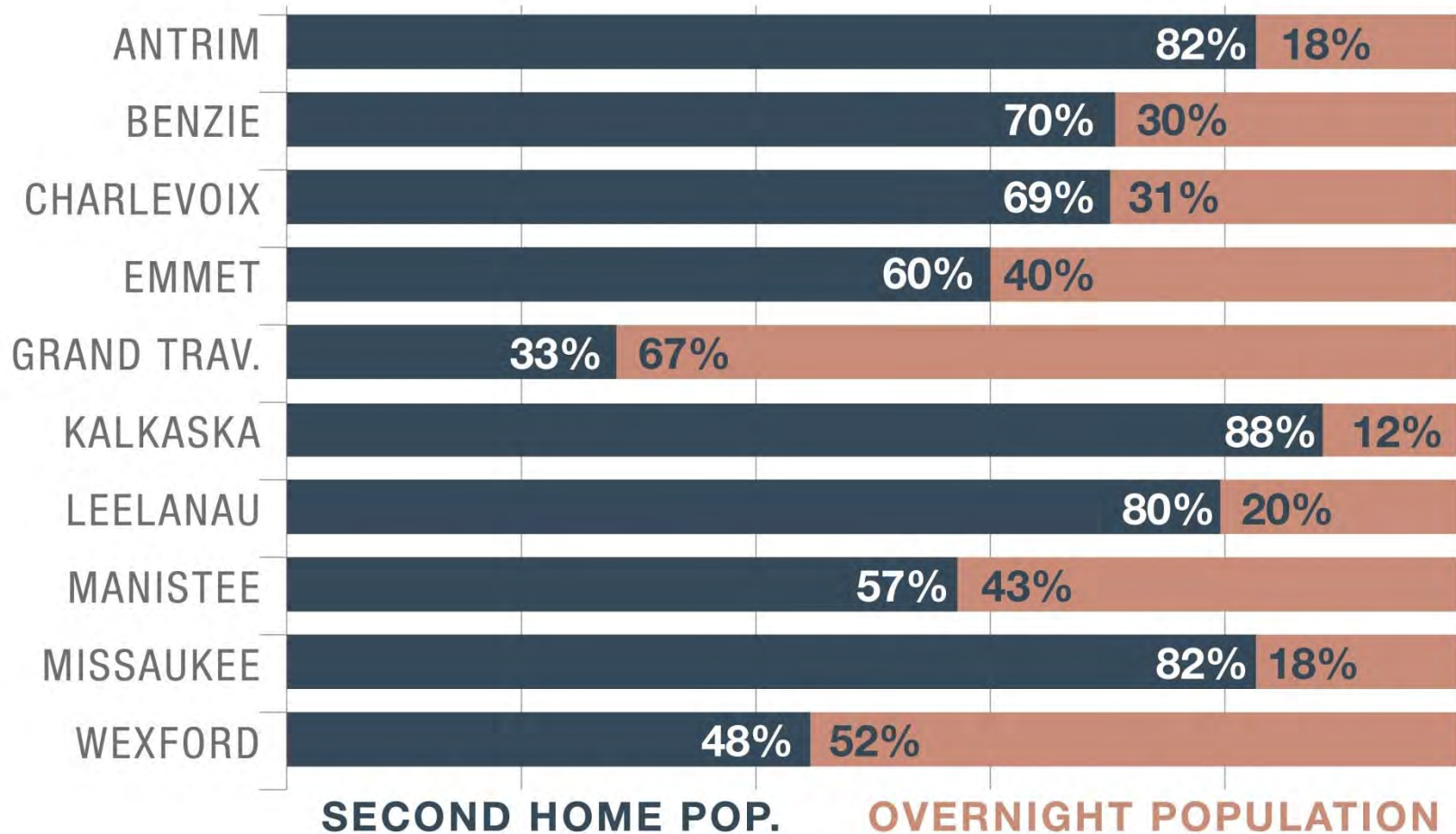
## # JULY SEASONAL POPULATION



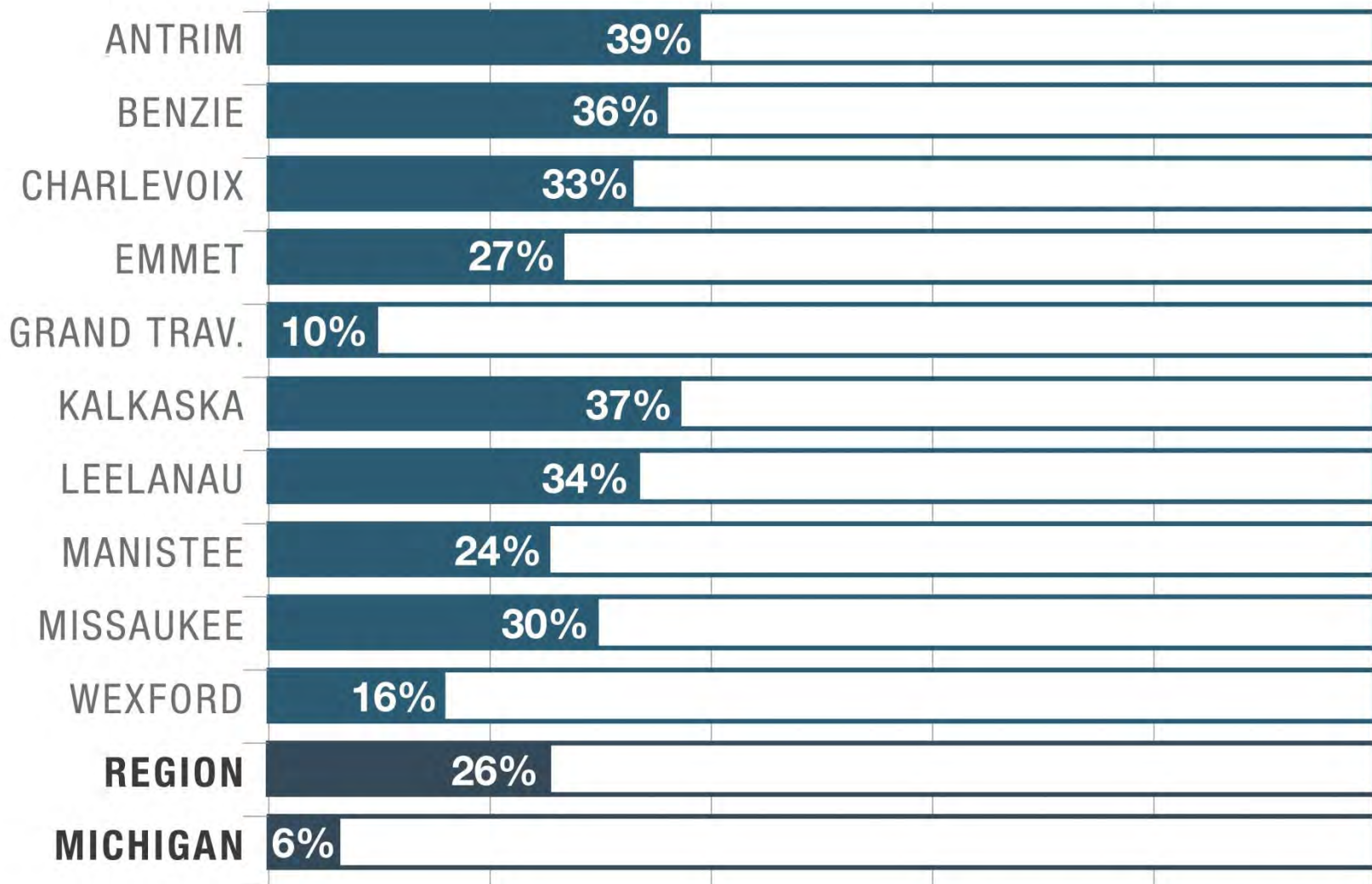
## % OF TOTAL JULY POPULATION



## VISITOR TYPE: SECOND HOME vs. OVERNIGHT



## % SEASONAL HOUSING BY COUNTY



2016 American Community Survey



## MICHIGAN

### POPULATION

9,909,600

### # SHORT TERM RENTALS

24,869

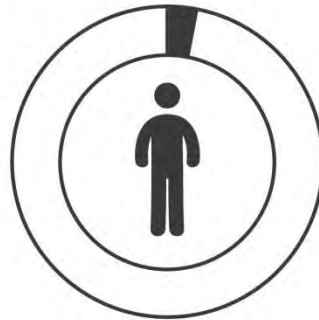
### # SEASONAL HOUSING UNITS

293,630



## 10 - COUNTY REGION

302,004



3% OF STATE

6,235



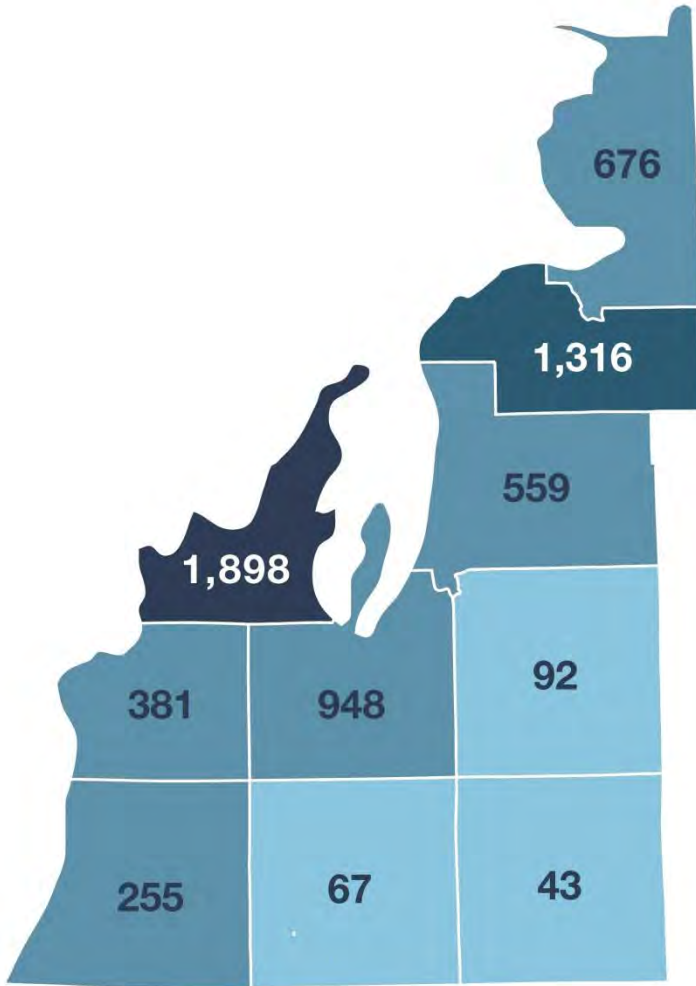
25% OF STATE

45,945



15% OF STATE

# # SHORT TERM RENTALS



MICHIGAN



10 COUNTY  
REGION

**25%** of Michigan's short term rentals are in our region

**6,235** short term rentals = **15** Grand Traverse Resorts



Grand Traverse Resort





# % GROWTH: SEASONAL HOUSING vs. ALL HOUSING



# WHAT THE SEASONAL ECONOMY MEANS YEAR ROUND

- Increased property values and spending
- Raises the profile of the region – attracts new investment and residents
- Seasonal housing impacts
  - Year-round housing is declining as more units are converted to seasonal or short-term housing
- Labor force needs & impacts
  - As agriculture and tourism employment grows, labor needs increase
  - Hiring becomes more difficult as costs of living increase
  - Lower wages, inconsistent employment in many tourism-related jobs
- Development pressure
  - What does increased visitation mean for farmland, parks, natural areas, transportation?

# BIG IMPACT, BIG QUESTIONS FOR THE BIG PICTURE

- How much of our economy ‘should’ be connected to tourism?
- What is the storied ‘year-round’ economy, and how do we create one?
- How do we address impacts of seasonality – financially and otherwise?
- What do we want from a seasonal economy? Is tourism a means to an end, or an end in itself?

**The things that make for a great place to live are also highly attractive to tourists.**

# GEOTOURISM

**Tourism that sustains or enhances the distinctive geographical character of a place—its environment, heritage, aesthetics, culture, and the well-being of its residents.**

- *Environmentally responsible* - committed to conserving resources and maintaining biodiversity
- *Culturally responsible* - committed to respecting local sensibilities and building on local heritage
- *Synergistic* - bringing together all elements of geographical character to create a travel experience that is richer than the sum of its parts and appealing to visitors with diverse interests

# WHERE DO WE START?

- Fold seasonality discussion into master plan processes
- Conduct seasonal economy/tourism inventories and assessments
- Develop a vision for tourism – what are your community's goals for tourism?
- Take advantage of existing resources – Coastal Zone Management program, Michigan Association of Planning



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