

News Release

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New Study Looks at Seasonal Population, Seasonal Workforce and Short-Term Rentals in Northern Michigan

TRAVERSE CITY, MI –Networks Northwest has released the 2022 Northwest Michigan Seasonal Population, Seasonal Workforce, and Short-Term Rental Study. The study includes data for each of the ten counties in northwest Lower Michigan. Networks Northwest partnered with Beckett and Raeder, Inc., a Michigan-based planning firm, for the completion of the data collection for the study.

Northwest Michigan has long been a draw for a significant seasonal population. The natural beauty, wide range of recreational options, and quaint idealistic communities are a large part of what draws many individuals to our region. With large influxes of population come challenging questions and tasks for our region's local units of government, businesses, schools, and the general population.

Having readily available, accurate, and recent data to help inform community decision-makers as they navigate the complexities of setting policy for a dynamic population, business owners as they recruit for talent, and developers as they weigh the need and return for specific projects, are just a few of the reasons for this study.

The Seasonal Population, Seasonal Workforce, and Short-Term Rental Study can be found at nwm.org/SeasonalPopulation. The study is also available on the Housing page of the Community Development section of the Networks Northwest website, NetworksNorthwest.org.

Questions or comments about the study may be emailed to rp@networksnorhwest.org or by phone to 231-929-5000.

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NOTE to Media: Images are oftentimes available upon request by emailing Dan Boss at dan.boss@networksnorthwest.org and stating preferences for resolution, file format, and file size. Or phone (231) 929-5047. Check our online Media Room at: networksnorthwest.org/media

Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10-county region. These programs include Northwest Michigan Works!, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services Networks Northwest offers if you visit our website, networksnorthwest.org. Networks Northwest's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.