

Tourism as an Economic Development Tool in Lenawee County

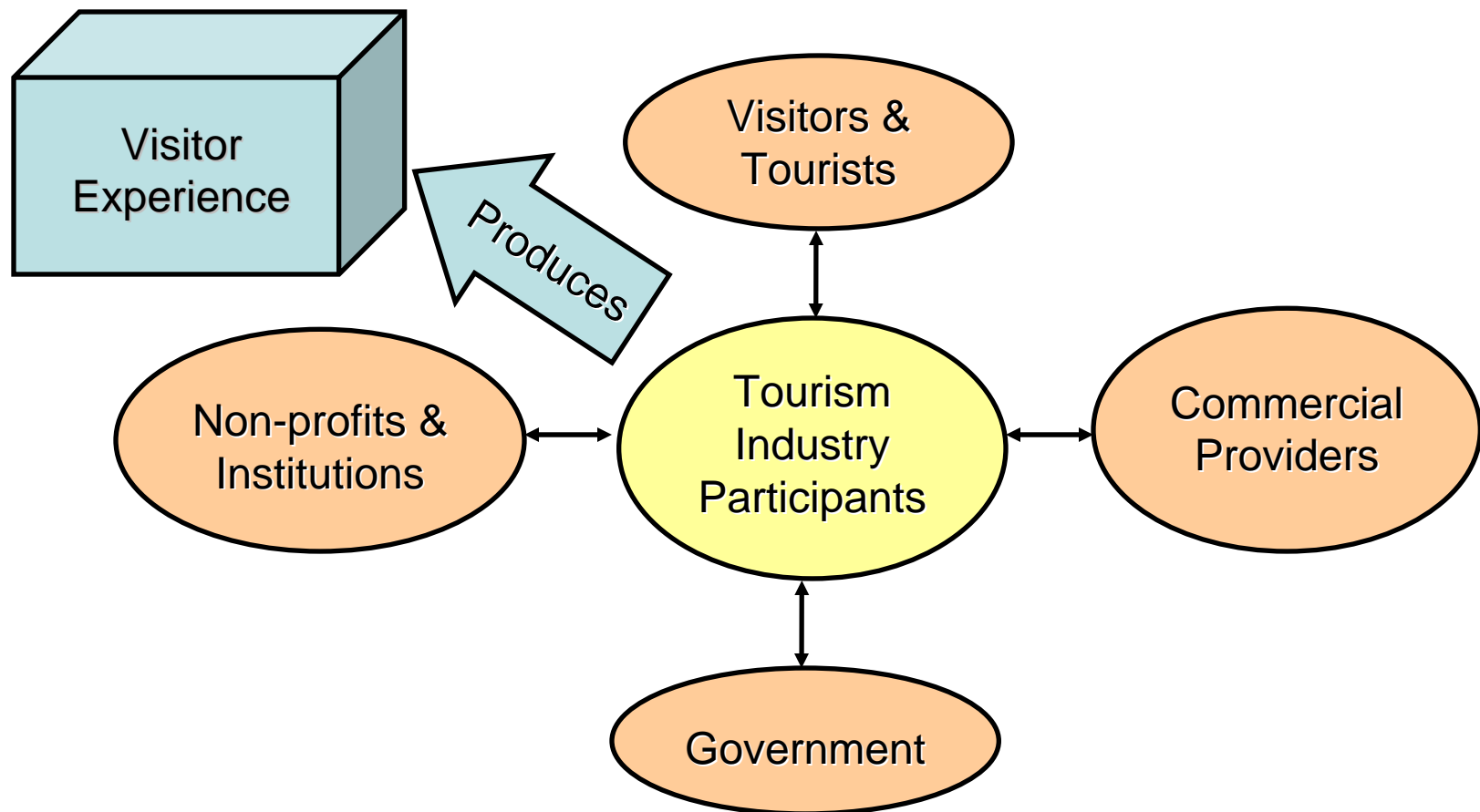
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March 30, 2006

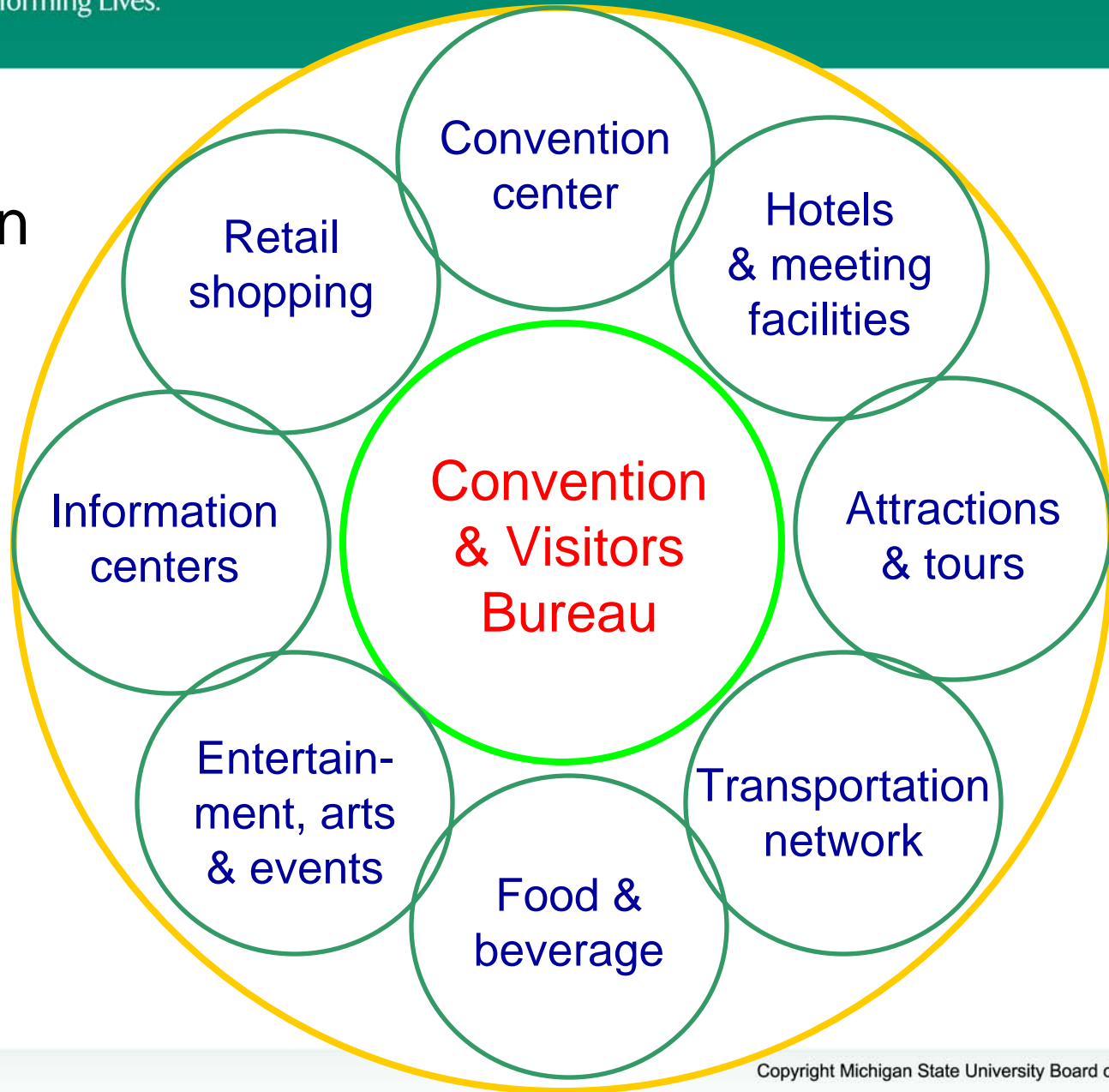
What is tourism?

- A collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities, and other hospitality services provided for individuals and groups traveling away from home.

Who produces visitor experiences?



The Destination Team



Tourism, Quality of Life and Economic Development

- It's a new economy and many people can live anywhere.
- Many are attracted to quality of life and sense of place.
 - Knowledge Workers
 - Retirees
 - Business Enterprises
- People become aware of places with quality of life via tourism.
- The same quality of life that attracts tourists also attracts potential residents.
- Quality of life is a good economic development strategy.

- Why should a rural county in Michigan, like Lenawee, be interested in tourism development?
- To answer that question, let's first consider the scope of impact that tourism has on the global economy.

- Tourism is the world's largest industry: approx. \$6 trillion. (2005)
- Tourism is the world's largest employer: 221 million jobs (2005) and expected to increase to 269 million jobs by 2015.
- The tourism industry enjoys steady growth most of the time. The 10-year annual growth forecast for 2006-2015 is 4.6% per annum: an outlook for strong, long-term growth.

Source: World Travel & Tourism Council (WTTC)

- According to the WTTC, the direct and indirect impact of travel and tourism on the world's economy was forecast to be approximately 10.6 percent of total GDP* in 2005.
- Notably, the United States is number one on the WTTC's list of the top ten countries that are expected to grow their travel and tourism demand between 2006 and 2025...
- ... and number two (behind China) on the WTTC's list of the top ten countries that are expected to grow their travel and tourism economy employment the most during that same period.

*GDP = Gross Domestic Product

- At the *national* level, TIA's* most recent statistics show that travel is one of the country's largest employers with 7.3 million travel-generated jobs and a payroll of \$163 billion (2004).
- Travel expenditures reached nearly \$600 billion and generated almost \$100 billion in tax revenue for local, state, and federal governments during that same year.

*TIA = the Travel Industry Association of America

- Michigan's tourism industry supports 150,500 jobs with \$3.4 billion in payroll income. (2003)
- Michigan ranks 14th of the 50 states, with tourism expenditures of \$12.6 billion. (2003)

Source: TIA's report, *Impact of Travel & Tourism
on the U.S. and State Economies, 2005 Edition*

- At the *local level*, findings of the Michigan Travel Market Survey conducted by the Travel, Tourism & Recreation Resource Center at MSU indicate that between 1996 and 2003, 0.4% of Michigan's tourists reported that their primary destination was a place in **Lenawee County**.
- During that period, Lenawee County ranked 60th out of Michigan's 83 counties, at capturing tourism business.

Top 10 Counties by Market Share of Tourists 1996-2003

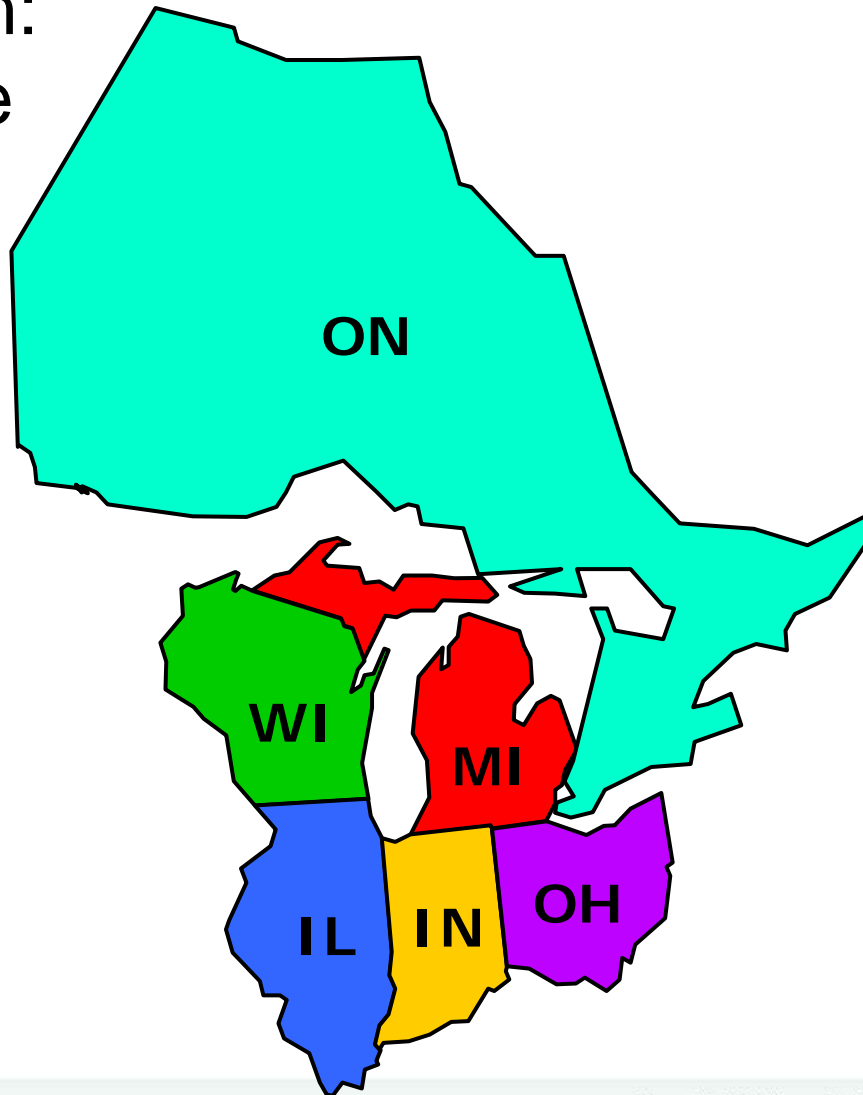
County	Percent
Wayne	9.8%
Grand Traverse	6.3%
Saginaw	4.6%
Oakland	4.1%
Mackinac	4.0%
Kent	3.5%
Ingham	3.0%
Berrien	2.9%
Chippewa	2.9%
Isabella	2.9%

Michigan Travel Market Survey

- Our student employees surveyed randomly selected households in Michigan's prime travel market* by telephone in our Computer Assisted Telephone Interviewing (CATI) lab.
- Approximately 425 surveys were completed each month between January 1996 and June 2003.
- Each survey was an interview of an adult household member and was about 15 minutes in duration.

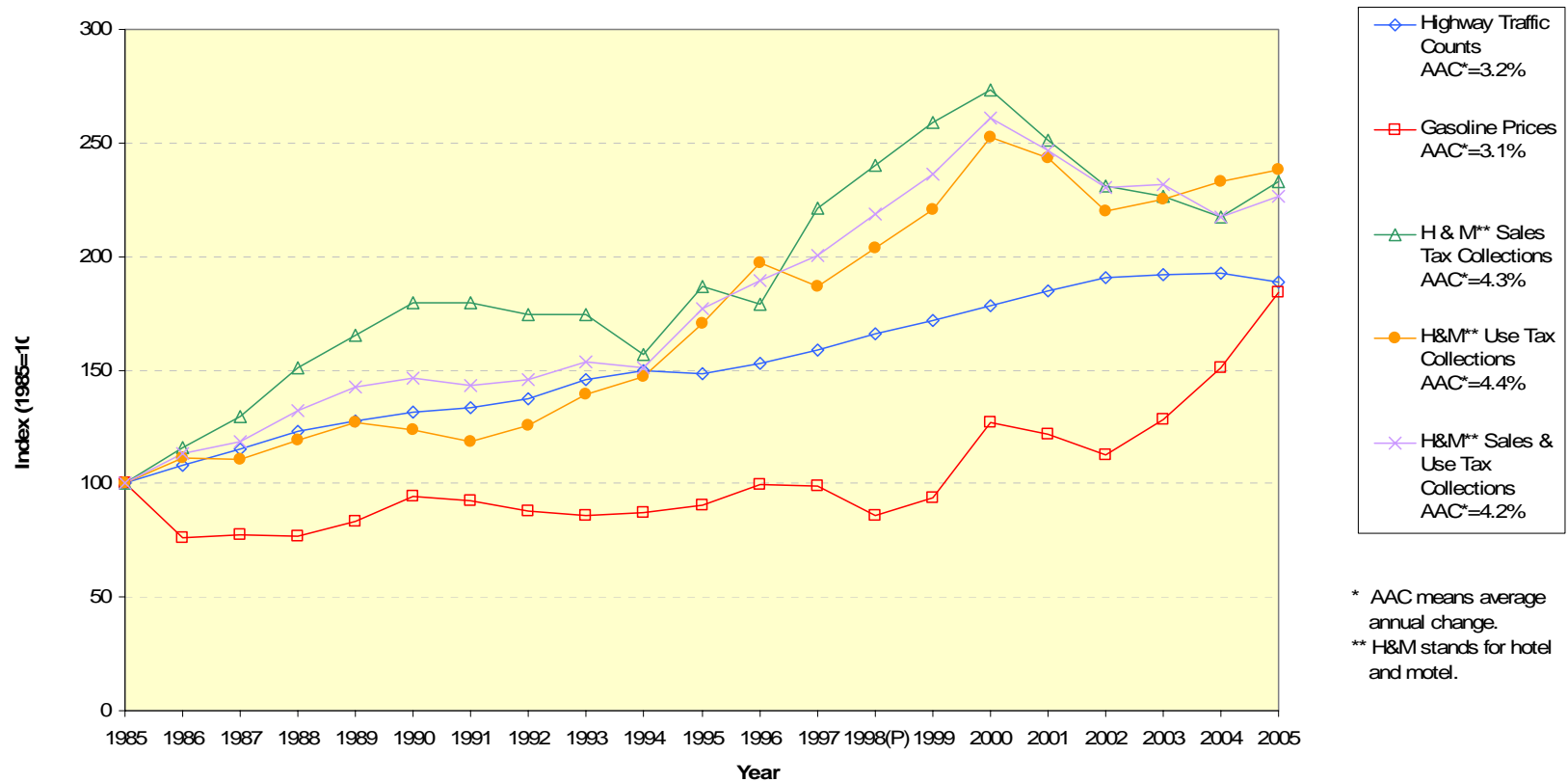
*This prime travel market comprises about 90 percent of Michigan's domestic tourism market.

The Study Region: Michigan's Prime Travel Market



Selected Tourism Trends in Michigan

Statewide Trends in Selected Industry Indicators, 1985-2005



* AAC means average annual change.
** H&M stands for hotel and motel.

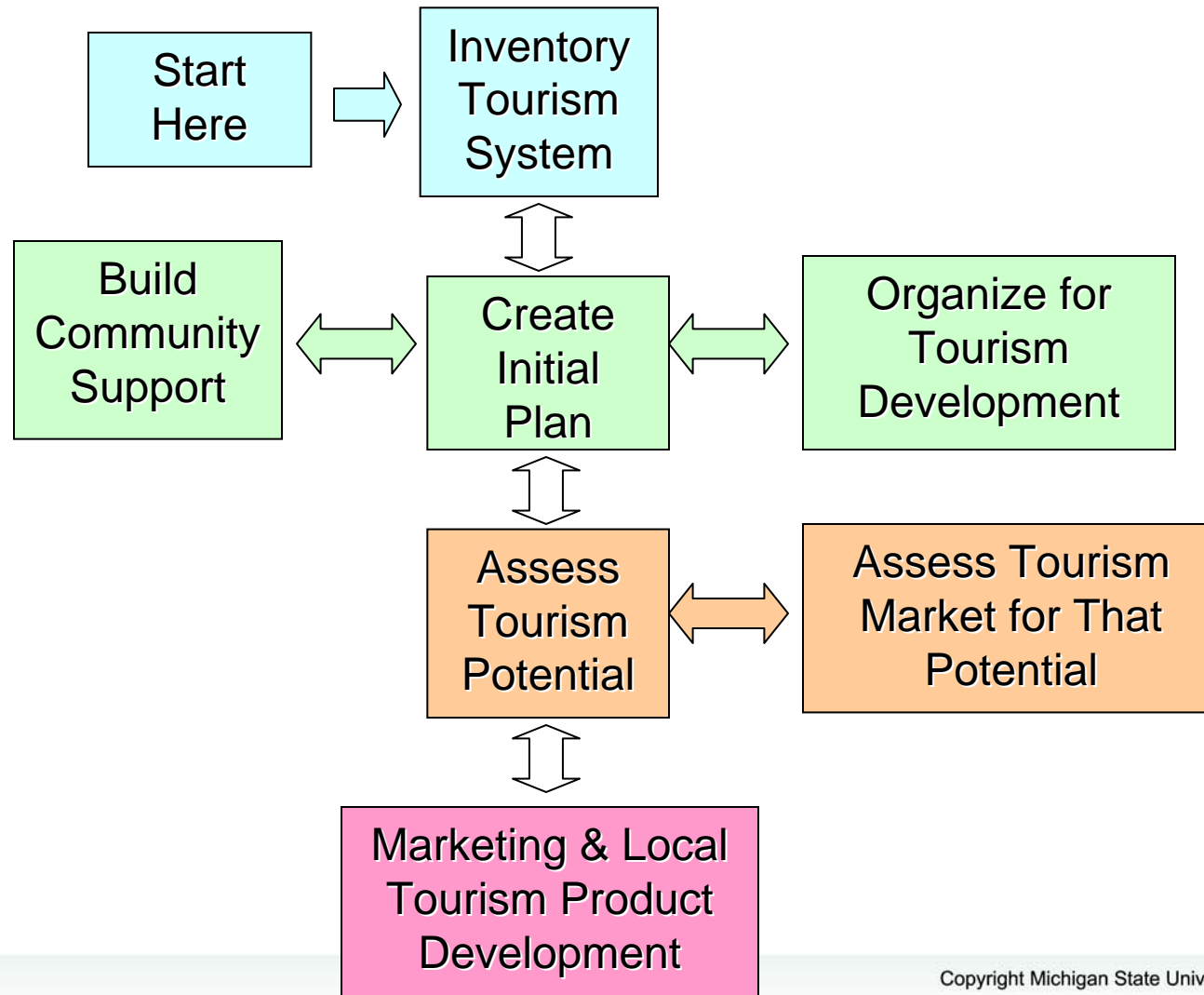
Selected Recreation & Tourism Resources in Lenawee County

- 5,496 acres of lakes and ponds (1991)
- 4,217 acres of public recreation land (1990)
- 1,911 owned second homes (2000)
- 1,012 campsites in 12 campgrounds (2000)
- 622 miles of rivers and streams
- 392 licensed food service establishments (1995)
- 367 units in 16 commercial lodging establishments (2000)
- 62 watercraft for rent (1990)
- 34 agricultural markets/wineries/u-picks (1993)
- 12 miles of hiking/skiing/mountain biking trail (1994)
- 9 golf courses (9 or 18 holes) (1995)
- 8 public access sites for boating (1990)
- 6 museums and historical attractions open to the public (1990)
- 6 boat liveries (1990)

Source: Lenawee County Tourism Profile, June 2001

- Michigan International Speedway, Irish Hills, Murder Mystery Dinner Train, SkyDive Tecumseh, proximity to Cabelas, etc.

Steps in the Tourism Planning Process



When Planning for Tourism: Build Your Community

- Visitors (and potential future residents) come to communities with a high quality of life.
- Plan and build the community as the community wants itself to be.
- Manage growth and development so that they enhance rather than detract from local values and quality of life.
- Take into account environmental impact.
- Remember that it's all about how you differentiate your community from all of the other destinations that are competing with you. What do you have to offer that's unique?

- Once again, why should a rural county in Michigan, like Lenawee, be interested in tourism development?
- Answer: Tourism offers countless opportunities!
- Lenawee County ranked in the [Top 100 Rural Counties](#) in the USA!! - [Progressive Farmer](#) magazine, sister publication of *Money, Inc.* magazine

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