

Tourism in Barry County

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Tourism Market Share

- ◆ An ongoing TTRRC study of pleasure travelers to Michigan indicates that between 1996 and 2001, Barry County could claim approximately **0.15%** of the state's tourism market.
- ◆ 4,759 pleasure trips were examined.
- ◆ Respondents resided in Michigan, Wisconsin, Illinois, Indiana, Ohio & Ontario.



A Very Rough Estimation of Tourism Spending in Barry County

- ◆ The Travel Industry Association of America (TIA) estimates that nearly \$11.5 billion dollars are spent annually by tourists in Michigan.
- ◆ This means that approximately \$17.2 million are spent by tourists in Barry County each year.

Principal Attractions & Events in Barry County

- ◆ 330 lakes
- ◆ Yankee Springs State Recreation Area
- ◆ Bay Point Restaurant
- ◆ Barry State Game Area
- ◆ Charlton Park Village & Museums
- ◆ Gilmore Classic Car Club of America Museum
- ◆ Bowens Mill
- ◆ Heritage Days
- ◆ Mothers Day Quilt Show
- ◆ Hastings Summerfest
- ◆ Prairieville Fun Days



Camping & Lodging in Barry County

- ◆ In 2000, there were **24 campgrounds** (18 commercial, 1 state park, 1 other nonprofit, 3 religious & 1 county) with **2,070 campsites**
- ◆ In 2000, there were **7 commercial lodging establishments** (1 B&B, 1 hotel/motel/lodge/historic inn & 5 cabin/cottage/condo/rental) with **55 guest rooms**


Recreation & Travel Facilities in Barry County

- ◆ 33 public access sites (for boats) -1990
- ◆ 23 boat liveries -1990
- ◆ 445 watercraft for rent -1990
- ◆ 1,886 owned second homes -2000
- ◆ 161 lic. food service establishments -1995
- ◆ 17 mi. of state-funded snowmobile trail -1990
- ◆ 18 mi. of hiking/skiing/biking trail -1994
- ◆ 2 museums -N.A.
- ◆ 2 historical attractions open to public -1990
- ◆ 7 agricultural markets/wineries/u-picks -1993


What is a Tourism Assistance Program (TAP)?

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- ◆ Community wants to develop its tourism industry & its capacity to support its tourism industry
 - ◆ Local MSUE representatives & members of the MSUE Tourism Area of Expertise Team (TAoE) meet with local tourism interests to design a customized TAP to fit the community's needs
 - ◆ A timeline is established to accomplish individual elements of the program – usually a 2-3 year overall program
 - ◆ Resources are marshaled, both personnel & financial, required to implement the program


M-66 TAP

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- ◆ Ionia, Barry & Montcalm counties with limited tourism activity & infrastructure
 - ◆ Project Web Site:
www.tourismcenter.msu.edu/M-66TAP/M-66Home.asp
 - ◆ Goal: Build tourism to diversify economy by developing a functioning promotion infrastructure

M-66 TAP Selected Activities

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- ◆ Form an ad hoc regional tourism organizational committee
 - ◆ Inventory tourism resources
 - ◆ Assess resident attitudes
 - ◆ Assess demand
 - ◆ Organize a room assessment district (P.A. 59)
 - ◆ Develop a strategic tourism marketing plan for the three-county region

Core Team for the M-66 TAP

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- ◆ County MSU Extension representatives
 - ◆ Local chamber of commerce representatives
 - ◆ Area business leaders
 - ◆ West Michigan Regional Planning Commission