

**SEASONAL POPULATION STUDY FOR
NORTHWEST LOWER MICHIGAN**

CHARLEVOIX COUNTY

2022

Regional Study

Counties

- Antrim
- Benzie
- Charlevoix
- Emmet
- Grand Traverse
- Kalkaska
- Leelanau
- Manistee
- Missaukee
- Wexford

Data Includes

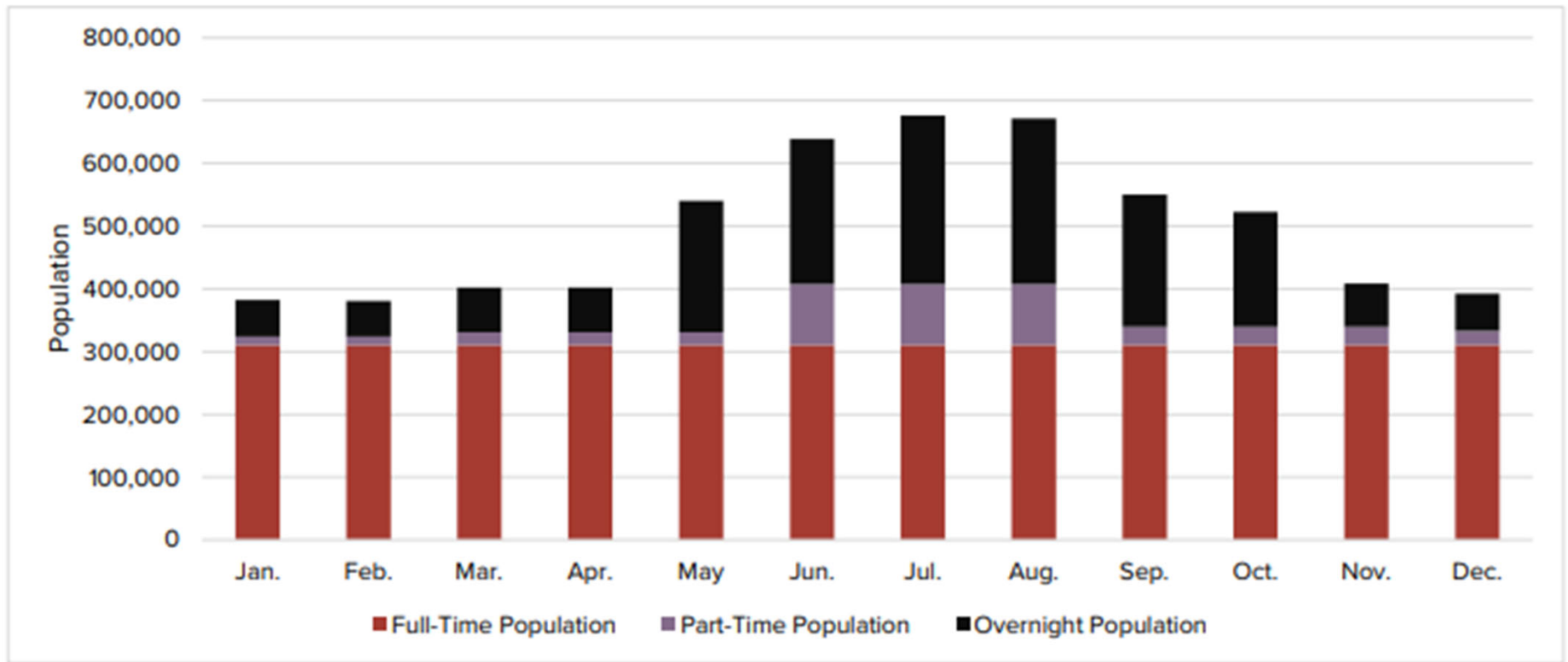
1. Estimate of Permanent Residents
2. Estimate of Part-time Residents (second home owners)
3. Estimate of Overnight Visitors in Accommodations
- 4. Estimate of Overnight Visitors in Short Term Rentals**
- 5. Estimate of Seasonal Workforce**

Regional Monthly Summary Data

The population of Northwest Michigan is extremely seasonal as it rises and falls by 78% in the summer. The increase of roughly 295,000 people to the region in the summer is driven predominately by overnight visitors. In the peak month of July, overnight visitors account for 40% of the region's population. Of the 270,000 overnight visitors in the month of July, roughly 82% of them stay at traditional accommodation businesses like hotels, motels, and campgrounds. The remaining overnight visitors stay in short-term rentals (STRs). On a monthly basis, the region averages roughly 4,300 STR listings and roughly 213,000 room nights available.

Regional Monthly Summary Data

Figure 2: Population Breakdown, Northwest Michigan Region



County Summary Data

	2019 / 2020 ACS Estimate	(1) 2020 Census	Difference	(2) Part-time Residents (average)	Overnight visitors (3) Accommodations (average)	(4) STRs (average)	TOTAL
Antrim	23,206	23,431	225	6,127	7,167	4,305	41,255
Benzie	17,615	17,970	355	4,406	16,840	2,759	42,330
Charlevoix	26,197	26,054	(143)	4,578	6,179	5,034	41,702
Emmet	33,175	34,112	937	5,556	19,536	3,625	63,766
Grand Traverse	92,181	95,238	3,057	3,796	22,491	8,556	133,138
Kalkaska	17,585	17,939	354	3,384	8,890	776	31,343
Leelanau	15,638	22,301	6,663	4,586	6,356	5,166	45,072
Manistee	24,457	25,032	575	3,928	6,821	1,746	38,102
Missaukee	15,028	15,052	24	1,934	5,727	216	22,953
Wexford	33,256	33,673	417	2,126	12,018	795	49,029

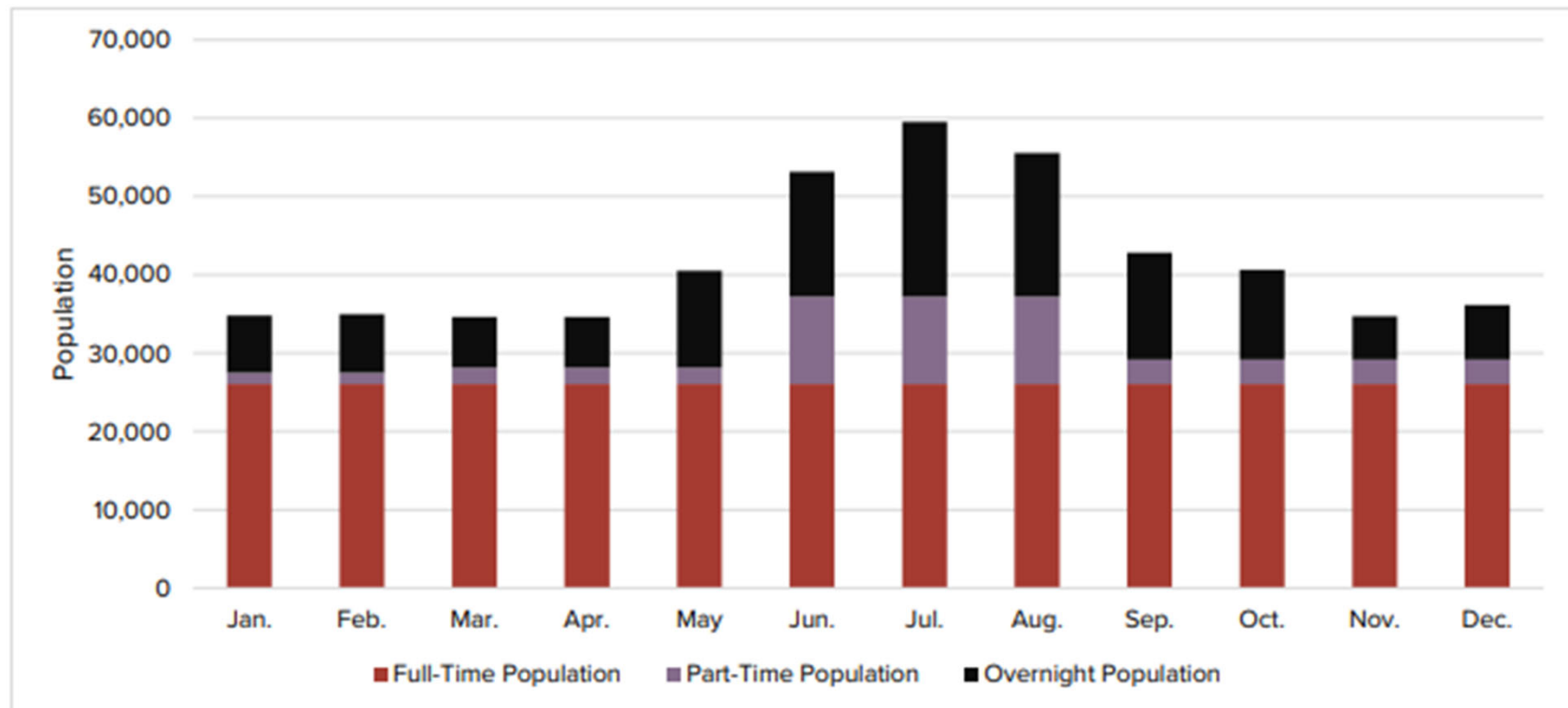
Regional Seasonal Summary Data

Table 2. Seasonality Summary

	Minimum Population	Maximum Population	Change	Percent Change
Antrim County	30,860 – Mar	59,352 – Jul	28,492	92%
Benzie County	27,535 – Feb	60,904 – Jul	33,370	121%
Charlevoix County	34,603 – Apr	59,533 – Jul	24,930	72%
Emmet County	43,666 – Feb	89,628 – Jul	45,961	105%
Grand Traverse County	109,408 – Feb	161,088 – Jul	51,680	47%
Kalkaska County	21,601 – Dec	42,795 – Jul	21,194	98%
Leelanau County	26,630 – Jan	60,094 – Jul	33,464	126%
Manistee County	28,218 – Jan	54,924 – Aug	26,706	95%
Missaukee County	15,926 – Jan	29,894 – Jul	13,969	88%
Wexford County	40,879 – Feb	58,168 – Jul	17,290	42%
Region	380,708 – Feb	676,052 – Jul	295,344	78%

Seasonal Data by Month

Figure 8. Population Breakdown, Charlevoix County



Seasonal Data by Month

Table C-1. Seasonal Population - Charlevoix County

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg.
Full-Time Population	26,054	26,054	26,054	26,054	26,054	26,054	26,054	26,054	26,054	26,054	26,054	26,054	26,054
Part-Time Population	1,391	1,391	2,086	2,086	2,086	11,126	11,126	11,126	3,129	3,129	3,129	3,129	4,578
Overnight Population	7,337	7,504	6,640	6,463	12,363	15,951	22,353	18,384	13,626	11,452	5,510	6,970	11,213
Accommodations	2,670	2,460	2,510	3,446	8,217	9,499	15,010	10,720	8,023	6,024	2,820	2,744	6,179
Short-term Rentals	4,667	5,045	4,130	3,017	4,146	6,452	7,342	7,664	5,603	5,428	2,690	4,225	5,034
Total	34,781	34,949	34,780	34,603	40,504	53,131	59,533	55,564	42,809	40,635	34,694	36,153	41,845

Seasonal Data by Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ave
Permanent Population	26,054	26,054	26,054	26,054	26,054	26,054	26,054	26,054	26,054	26,054	26,054	26,054	
Combined Population	34,781	34,949	34,780	34,603	40,504	53,131	59,533	55,564	42,809	40,635	34,694	36,153	41,845
Difference	8,727	8,895	8,726	8,549	14,450	27,077	33,479	29,510	16,755	14,581	8,640	10,099	15,791
Percent Change	33%	34%	33%	33%	55%	104%	128%	113%	64%	56%	33%	39%	61%