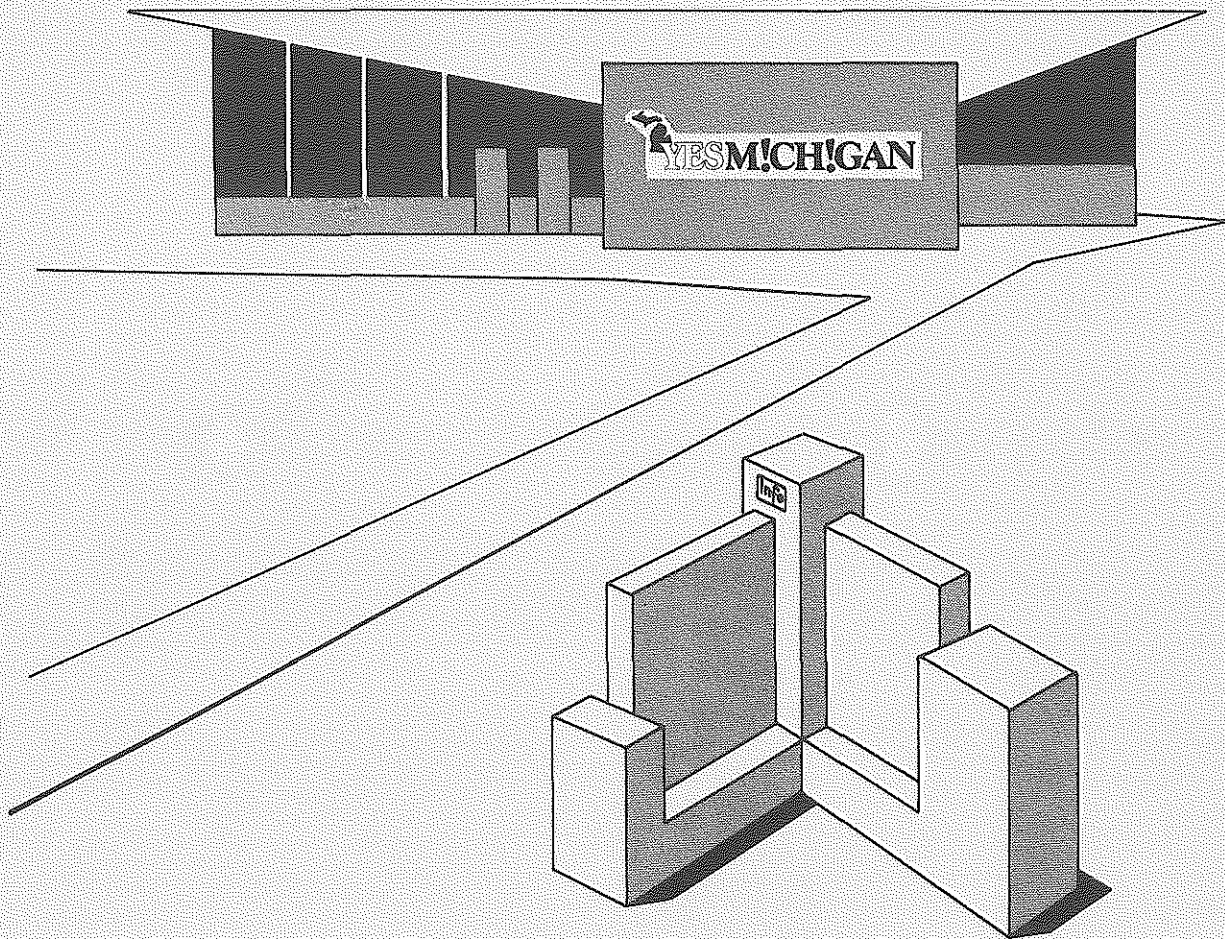


TRAVEL INFORMATION SECTION

1984 Annual Report



MANAGEMENT SERVICES DIVISION

REPORT #383






TRANSPORTATION
COMMISSION

WILLIAM C. MARSHALL
RODGER D. YOUNG
HANNES MEYERS, JR.
CARL V. PELLONPAA
SHIRLEY E. ZELLER
WILLIAM J. BECKHAM, JR.



JAMES P. PITZ
Director

 COMMISSION POLICY	EFFECTIVE DATE 02-28-79	IDENTIFIER CP 1100.27
	RESPONSIBLE ORGANIZATION Executive Bureau	SUPERSEDES CP 1100.27 DATED 11-17-76
SUBJECT: Highway Travel Information Program		

The Department shall operate a comprehensive Travel Information Program which includes a system of highway Travel Information Centers and Information Plazas.

The objectives of the program are to:

- . Maximize Michigan tourism.
- . Provide safety rest areas for highway travelers.
- . Provide information and services to the traveling public.

Travel Information Center personnel will dispense travel information, maps, and other information material about Michigan attractions, points of interest and accommodations to the traveling public.

The Travel Information Program will be coordinated with appropriate State and local agencies, both public and private.

Adopted by the State Transportation Commission

02-28-79
Date

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INTRODUCTION

The Michigan Department of Transportation (MDOT) has been a pioneer in the development of highway travel information and services. Since the opening of the nation's first highway Travel Information Center (TIC) in 1935, our program has grown to 11 TICs, 66 rest areas, and 95 roadside parks. The Travel Information Section's function is to provide statewide and local information and personal travel counseling to the traveling public in coordination with other tourist oriented public and private organizations and agencies. The goal of this section is to maximize Michigan tourism expenditures by increasing the tourist's length of stay in Michigan, increasing the number of events/attractions visited, and generating an interest in return visits.



The new Iron Mountain Travel Information Center (TIC) was dedicated on August 8, 1984, as the eleventh TIC in the state system. The center, which is a cooperative venture between MDOT, the Upper Peninsula Travel and Recreation Association, the Dickinson County Chamber of Commerce, and the City of Iron Mountain, is located at the Dickinson County Chamber of Commerce building in downtown Iron Mountain. Building construction was funded by a federal grant secured by the city of Iron Mountain. The center expects up to 60,000 visitors a year, mostly out-of-state people traveling through and from Wisconsin. A venture of this kind is a cooperative investment in meeting the needs of the traveling public by providing information services vital to Michigan's tourist industry.

Comment Card Report for January - December 1964
 Figures indicate percentages.

WHERE DO YOU LIVE?

	1 Clerc	9 Coldwater	10 Dundee	11 Iron Mountain	2 Ironwood	3 Mackinac City	4 Manistee	5 Monroe	6 New Buffalo	7 Port Huron	12 St. Ignace	8 Sault Ste. Marie	Total
Michigan	76	28	21	18	15	50	11	27	18	27	59	29	25
Non-Michigan Residents	24	72	79	82	85	50	89	73	82	73	41	71	75

BREAKDOWN OF NON-MICHIGAN RESIDENTS

Ohio	14	8	43	0	3	13	2	38	1	0	17	8	10
Wisconsin	1	0	1	11	16	9	35	1	7	4	8	6	8
Illinois	8	5	1	11	8	14	22	2	53	4	15	7	30
Indiana	13	36	1	0	1	10	3	2	7	1	6	4	7
Minnesota	3	1	1	22	20	3	6	1	1	2	2	8	4
Canada	3	2	1	56	12	4	1	18	2	38	4	23	5
Florida	6	7	8	0	4	4	2	3	2	6	2	7	3
Other	52	42	44	0	36	42	30	35	28	46	46	35	34

WHAT TYPE OF INFORMATION WERE YOU SEEKING?

	1 Clare	9 Coldwater	10 Dundee	11 Iron Mountain	2 Ironwood	3 Mackinaw City	4 Menominee	5 Monroe	6 New Buffalo	7 Port Huron	12 St. Ignace	8 Sault Ste. Marie	Total
Gas/Diesel	2	4	3	0	2	2	2	3	3	3	2	2	3
Camping	21	15	15	8	17	18	16	11	14	16	22	16	15
Food	6	6	8	17	8	8	7	6	11	7	9	10	9
Attractions	38	36	34	17	33	35	34	30	37	25	40	30	35
Lodging	13	14	12	25	16	18	17	13	13	15	13	16	14
Route	20	26	27	33	24	18	25	37	22	35	13	26	24
Other Specified: Lodging & lumbering, amusement parks, golf, Detroit Grand Prix, U.P. events, weather, summer housing, motor racing track, historical, RV dump station, kids attractions, ferries, fishing, garden products & nurseries, rock hounding, canoeing, repair & welding, hiking, bridge condition, antique auto shows, fudge festival, post cards, stickers, Mackinac Island, buy film, businesses, industrial tours, seasonal events, resorts, skiing areas, permit for overwide load, shopping, reservations, swimming, bicycle routes, wineries, county maps, place to photograph, Decatur County festival information, hospital, rest, map.													

LITERATURE WAS REQUESTED BUT NOT AVAILABLE.

Literature	16	3	15	0	16	28	11	13	30	11	3	4	150
Specified: Golf areas, narrow gauge railroad in upper Michigan, birds, Ontario map, Porcupine Mountains S.P. brochures, Kellogg's, maps & guides, county maps, Mackinaw City fireworks, U.P. book, detailed road maps by county, Pottawatomi Indian Reservation, Central Michigan, Say Yes to Michigan Spring/Summer, Sault Ste. Marie & Canada, radio and TV stations, Renaissance Center, travel magazine of U.P., tire repair, Michigan bean book.													

VERBAL INFORMATION WAS REQUESTED BUT NOT AVAILABLE.

	1 Clare	9 Coldwater	10 Dundee	11 Iron Mountain	2 Ironwood	3 Mackinaw City	4 Menominee	5 Monroe	6 New Buffalo	7 Port Huron	12 St. Ignace	8 Sault Ste. Marie	Total
Verbal	2	0	2	0	3	1	2	7	6	1	0	0	24
Specified: Kellogg's tour, phone number for Grayling DNR, fossil sea shells, U.P., Hot Air Balloon contest, Indian Office, opening dates for campgrounds in state parks, directory for northeast lower Michigan, gas prices in U.P., Kalkaska County map, Detroit map, ferry boats, location of Warren Dunes, Flower Pot Island, backpacking, map of Ohio.													

DO YOU FEEL THE INFORMATION YOU RECEIVED AT THIS TRAVEL INFORMATION CENTER WILL CAUSE YOU TO EXTEND THE TIME PLANNED ON VISITING MICHIGAN?

Yes	80	78	67	33	81	70	71	73	70	68	79	67	72
No	8	9	12	0	6	14	15	12	12	17	9	17	11
Uncertain	11	14	20	67	13	16	13	15	19	15	12	17	16

COMMENTS FROM COMMENT CARDS

Clare - food machines would be a very nice addition. Need more pictures of state parks, place weather monitor at TIC.
 Coldwater - Should have pop machines.
 Dundee - Needs vending machines.
 Iron Mountain - No responses.
 Ironwood - Need a Michigan Travel Directory for the whole state.
 Mackinaw City - No responses.
 Menominee - Need picture post cards of Menominee Marina, Mystery Ship, sailboats, etc.
 Monroe - Change format of our state map and make it more appealing. Purse hooks should be placed lower in restroom stalls.
 New Buffalo - Need more outlet stores, vending machines. Pay telephone inside.
 Port Huron - No responses.
 St. Ignace - Provide more information on Indians.
 Sault Ste. Marie - No responses.

TABULATION OF TRAVEL COMMENT CARDS
JANUARY THROUGH DECEMBER 1984

TIC	Favorable A	Unfavorable B	TOTAL C	Visitors per Center D	Yearly % Cards/ Visitor E
1 - Clare	499	5	504	111,434	.5%
9 - Coldwater	604	3	607	282,692	.2%
10 - Dundee	1,039	7	1,046	280,340	.4%
11 - Iron Mountain	0	4	4	10,264	.0%
2 - Ironwood	891	0	891	47,647	.9%
3 - Mackinaw City	726	5	731	137,093	.5%
4 - Menominee	438	0	438	36,936	.2%
5 - Monroe	532	5	537	142,484	.4%
6 - New Buffalo	4,011	10	4,021	625,361	.6%
7 - Port Huron	157	0	157	48,120	.3%
12 - St. Ignace	116	0	116	0	.0%
8 - Sault Ste. Marie	134	1	135	88,162	.2%
TOTAL	9,147	40	9,187	1,810,533	.5%
PERCENT OF TOTAL	99.6%	.4%			

During 1984, Travel Information Center visitors completed 9,187 comment cards. Following are excerpts from these cards.

Mackinaw City - "Excellent service provided. Cannot believe it is free." - Michigan

Coldwater - "Because of information received, we will be back for other attractions and maybe some fishing and camping. Thank you for handing out information." - Ohio

Monroe - "Thanks for providing a current weather report." - Utah

Dundee - "Perfect, we were gonna go home, but not now! Thanks."

Menominee - "Never saw a cleaner restroom in my life than the one in Menominee. Also, the attendants at both Menominee and Iron Mountain were exceptionally helpful." - Michigan

Sault Ste. Marie - "We had originally planned to drive straight through. The clerk was so amiable pointing out various things to see in route that we toured parts of Michigan. Beautiful country." - New York

New Buffalo - "I just want to compliment the Department of Transportation for making available, the excellent information a tourist needs to travel safely and feel secure in a new environment." - Illinois

Ironwood - "The Information Center gave information about Northern Michigan we were very pleased to receive. We plan now to stay in the area several days." - Florida

Clare - "We have traveled extensively, but have never encountered such enormous variety of helpful information, beautifully cataloged by geographical areas/interests. Folks are very cordial. Congratulations!!! and we will return!" - Houston, Texas

Port Huron - "The services we received from your tourist information office, Port Huron, near the bridge to Canada, on August 10, 1984, about 10:00 a.m., were excellent. Particularly the help of Florence, she started our vacation off so well in Michigan. Thanks!" - The Atkins, St. Louis, Missouri

VISITOR COUNT REPORT

Visitors are manually counted by Travel Information Center personnel. Electronic loops are being installed for near future automated 24 hour counts.

January-December 1981-1984

	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>
Clare	209,467	225,910	211,368	111,434
Coldwater	235,608	255,284	288,518	282,692
Dundee	179,401	74,472**	263,532	280,340
Iron Mountain	*	*	*	10,264
Ironwood	54,178	48,357	51,753	47,647
Mackinaw City	108,496	117,308	133,320	137,093
Menominee	38,738	19,947***	33,439	36,936
Monroe	281,892	240,078	258,808	142,484****
New Buffalo	627,318	642,216	645,525	625,361
Port Huron	43,597	42,587	48,257	48,120
Sault Ste. Marie	94,762	106,905	98,701	88,162
GRAND TOTAL	1,888,214	1,773,064	2,033,221	1,810,533

* Not Open

** Temporary Location - April - December - due to reconstruction.

*** Temporary Location - December - due to reconstruction.

**** Closed as of July - due to construction.

MONTHLY COMPARISONS - TIC VISITOR COUNT 1981-1984

Travel Centers	January	February	March	April	May	June	July	August	September	October	November	December	TOTALS
<u>Clare</u>													
1981	2,394	2,378	3,345	5,733	10,257	18,370	53,906	56,787	25,097	19,692	9,111	2,397	209,467
1982	2,112	2,632	3,203	4,980	11,056	19,201	61,128	57,592	29,342	22,717	9,379	2,568	225,910
1983	2,556	3,321	3,403	4,960	13,968	23,550	62,763	55,582	20,258	13,075	5,676	2,256	211,368
1984	2,462	3,190	3,111	5,388	8,262	15,673	24,389	24,453	10,910	8,052	3,431	2,113	111,434
<u>Coldwater</u>													
1981	6,079	6,767	10,115	14,408	21,228	25,217	51,924	39,245	20,386	14,667	13,113	12,459	235,608
1982	6,135	6,754	10,817	19,568	29,521	28,643	50,828	42,552	23,972	13,737	12,385	10,372	255,284
1983	8,722	8,179	12,855	18,177	26,419	46,256	58,545	46,887	25,991	12,310	12,979	11,198	288,518
1984	6,927	8,013	11,965	20,303	26,458	31,750	56,264	61,558	25,814	12,725	8,164	12,751	282,692
<u>Dundee</u>													
1981	4,609	3,989	8,056	13,851	15,082	21,268	34,398	34,162	16,334	13,592	7,470	6,590	179,401
1982	4,800	4,900	6,764	7,124	6,876	8,155	12,523	11,959	5,570	4,941	860	CLOSED	74,472
1983	3,935	6,745	11,856	16,163	22,602	32,563	50,770	51,860	28,438	18,005	10,498	10,097	263,532
1984	7,679	10,532	11,159	19,454	24,481	38,802	49,863	54,235	22,853	14,293	13,530	13,459	280,340
<u>Iron Mountain</u>													
1981	-	-	-	-	-	-	-	-	-	-	-	-	-
1982	-	-	-	-	-	-	-	-	-	-	-	-	-
1983	-	-	-	-	-	-	-	-	-	-	-	-	-
1984	-	-	-	-	-	-	1,932	4,476	1,708	1,235	396	517	10,264
<u>Ironwood</u>													
1981	1,725	1,832	1,695	1,708	2,968	6,161	13,685	11,695	7,100	3,325	1,022	1,262	54,178
1982	742	1,096	1,122	1,062	2,516	5,553	13,212	12,886	5,747	2,712	772	937	48,357
1983	944	1,122	1,036	1,180	2,265	6,592	13,456	11,265	7,787	4,364	931	811	51,753
1984	727	1,080	862	1,405	2,592	6,072	12,772	11,374	6,275	2,906	748	834	47,647
<u>Mackinaw City</u>													
1981	1,616	1,874	2,076	4,311	6,430	13,386	27,149	28,167	13,373	6,039	2,165	1,910	108,496
1982	1,326	1,362	1,803	2,523	7,242	16,901	29,703	33,240	13,609	6,556	1,377	1,666	117,308
1983	1,333	1,793	1,763	2,799	7,778	16,569	35,870	34,959	17,231	9,854	1,836	1,535	133,320
1984	1,211	2,557	2,393	3,575	7,457	17,610	35,904	36,682	16,493	9,131	2,016	2,064	137,093

MONTHLY COMPARISONS - TIC VISITOR COUNT 1981-1984

Travel Centers	January	February	March	April	May	June	July	August	September	October	November	December	TOTALS
<u>Menominee</u>													
1981	756	680	897	1,374	2,334	5,301	9,009	10,678	4,165	2,219	681	644	38,738
1982	463	676	678	1,117	865	2,323	4,920	5,506	1,870	1,096	227	206	19,947
1983	100	234	260	400	750	2,186	10,990	10,711	4,198	2,642	615	353	33,439
1984	405	522	617	927	1,671	4,992	9,940	10,094	4,366	2,286	665	451	36,936
<u>Monroe</u>													
1981	7,084	7,714	11,461	14,775	19,457	32,616	55,895	60,327	32,994	17,787	12,567	9,215	281,892
1982	9,171	6,963	10,665	14,715	18,909	32,996	47,616	44,029	24,509	18,233	7,302	4,970	240,078
1983	4,266	4,573	7,000	10,570	14,898	31,029	50,668	52,198	30,488	26,050	15,822	11,246	258,808
1984	11,103	15,373	18,170	27,962	33,362	36,514	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED	142,484
<u>New Buffalo</u>													
1981	13,435	13,488	21,864	38,477	62,408	74,224	105,630	116,776	73,032	58,304	27,522	22,158	627,318
1982	9,974	12,644	23,521	39,160	56,945	71,862	119,219	121,015	70,532	66,699	29,781	20,864	642,216
1983	12,380	15,140	21,378	39,085	64,647	80,690	126,111	114,946	69,720	57,670	27,603	16,155	645,525
1984	11,708	17,711	18,018	33,833	45,809	71,401	118,323	132,999	75,669	50,460	26,871	22,559	625,361
<u>Port Huron</u>													
1981	1,003	1,028	1,788	2,271	3,203	5,815	9,975	9,474	3,828	2,710	1,378	1,124	43,597
1982	903	1,011	1,826	2,063	3,447	5,477	9,465	9,604	4,193	2,133	1,340	1,125	42,587
1983	1,097	1,385	1,842	2,051	3,336	6,020	11,266	10,296	4,945	3,622	1,405	992	48,257
1984	1,100	1,418	1,771	2,495	3,575	5,961	10,307	10,733	4,748	3,400	1,487	1,125	48,120
<u>Sault Ste. Marie</u>													
1981	888	1,033	1,376	1,809	5,437	10,717	28,295	29,580	10,575	3,470	915	667	94,762
1982	552	917	1,062	1,413	3,787	12,430	32,332	35,490	13,791	3,394	903	834	106,905
1983	777	951	1,353	1,671	3,423	9,225	27,307	37,029	10,369	4,790	903	903	98,701
1984	939	1,473	1,414	2,016	2,945	8,711	24,203	31,889	9,734	3,706	604	528	88,162

LITERATURE DISTRIBUTION


Michigan TICs distributed approximately 5 million pieces of literature during 1984, and 1 million Official Transportation Maps. All literature distributed is free. Any literature which has the potential for increasing tourism in the state is accepted for distribution. This includes information on tourist attractions, hotels, motels, restaurants, events, etc. All literature is donated and shipped pre-paid to a central distribution center where it is identified, recorded, and shipped to each of the Travel Information Centers. Travel Center managers are encouraged to actively secure literature to meet the traveler's needs.

Distribution Totals for:

	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>
January	201,367	231,845	150,350	273,675
February	288,510	338,826	244,495	278,165
March	217,510	113,198	504,140	761,825
April	930,989	786,105	1,014,073	592,944
May	789,815	649,511	620,565	1,114,411
June	970,948	1,006,389	713,772	526,118
July	440,659	381,071	888,221	685,437
August	288,153	308,022	126,505	339,125
September	231,116	228,795	165,901	287,895
October	165,043	195,371	72,815	185,950
November	287,347	84,773	170,540	263,090
December	<u>60,450</u>	<u>248,955</u>	<u>208,460</u>	<u>95,960</u>
Total:	4,871,907	4,572,861	4,879,837	5,404,595

OPERATING INSTRUCTIONS

Operating Instruction OI 2384.09, was published July 2, 1984, entitled "Wearing Apparel for Travel Information Center (TIC) Employees". The need to establish guidelines for the purchase and wearing of specified apparel was recognized by the TIC managers. The narrative of the following directive was prepared and coordinated, with the Lansing office, by TIC staff, and approved by all TIC managers before signing.

 OPERATING INSTRUCTION	EFFECTIVE DATE 07-02-84	IDENTIFIER OI 2384.09
	RESPONSIBLE ORGANIZATION Management Services Division	SUPERSEDES DATED NEW
SUBJECT: Wearing Apparel For Travel Information Center (TIC) Employees		

I. PURPOSE:

To establish guidelines for the purchase and wearing of specified apparel by Travel Information Center staff.

II. INFORMATION:

- A. Because of daily, continuous contact with the public, all TIC employees must wear specified apparel.
- B. The Managers', Assistant Managers', and other permanent and part time intermittent (PI) counselors' furnished apparel may consist of business suits, blazers, sport jackets, skirts, and pants, deemed applicable and in keeping with the written dress policy at that particular TIC location.
- C. Basic colors of Managers', Assistant Managers', and PI counselors' apparel may be navy, brown, beige, gray, green, or a coordinated combination. Colors of shirts, blouses, ties, and sweaters must complement the basic color theme. The Manager, Assistant Manager, and PI counselor of each TIC location must select and wear identical or complementary color combinations.
- D. Labor and Trades employees' wearing apparel shall consist of work quality shirts and pants. Basic colors may be navy, brown, or green. Labor and Trades employees at each TIC location must wear identical color combinations.
- E. Temporary employees' wearing apparel shall consist of a unisex-type shirt, which will be made available to the employee as soon as possible after they report to work.
- F. Employees may furnish and wear other apparel which meet the written guidelines.
- G. All TIC employees will be provided with name tags and shall be expected to wear them when working.
- H. Recommended allowable amounts for wearing apparel are:
 1. Managers', Assistant Managers', and PI counselors', \$300 each per fiscal year.

RESPONSIBLE ORGANIZATION Management Services Division	EFFECTIVE DATE 07-02-84	IDENTIFIER 01 2384.09	PAGE 2 OF 2
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II. INFORMATION:

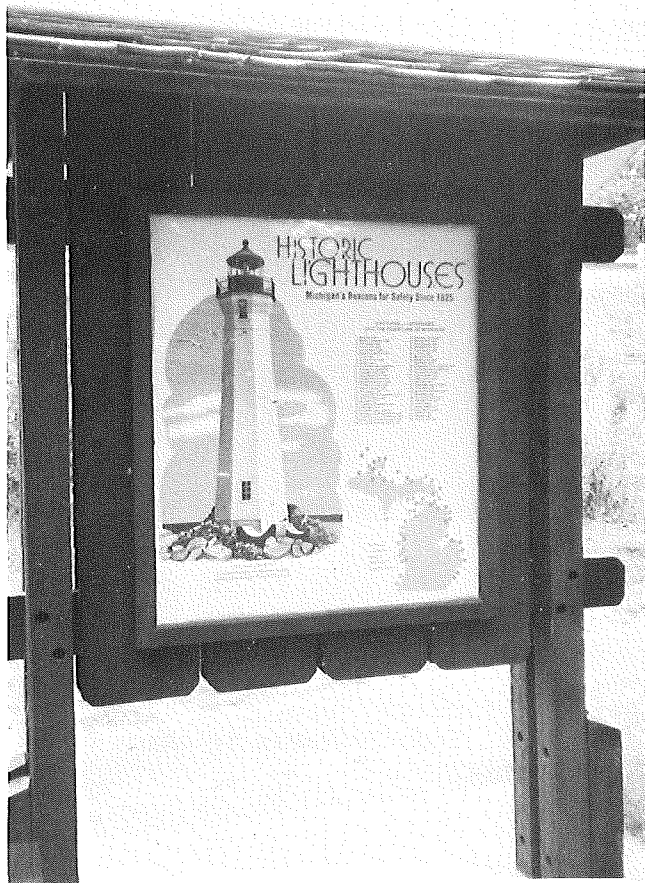
- H. 2. Labor and Trades employees', \$125 each fiscal year.
- I. Each TIC's operating budget must include a sufficient amount specifically budgeted for the purchase of wearing apparel and name tags.
- J. TIC Managers are responsible for:
1. Determining the style, type, and color of all TIC employees wearing apparel and name tags to be worn at their specific TIC location.
 2. Posting written guidelines which have been mutually agreed upon by the TIC Manager and the Travel Information Section Manager.
 3. Assuring that all TIC employees have designated apparel and wear same.
 4. Preparing and submitting to the Travel Information Section Manager, documents necessary for payment to vendors or reimbursement to individual employees for wearing apparel.
- K. TIC employees are responsible for:
1. Purchasing and wearing specified apparel in compliance with the written guidelines.
 2. Wearing name tags, of a style to be determined by the TIC Manager.
 3. Keeping wearing apparel clean, neat, and in good repair.
- L. Management Services Division is responsible for the purchase, in quantity, of a unisex-style shirt, in all sizes, in both beige and navy. These shirts will be furnished through the Travel Information Distribution Center to TIC temporary employees upon request of the TIC Managers.

Approved: _____

Keith Scott

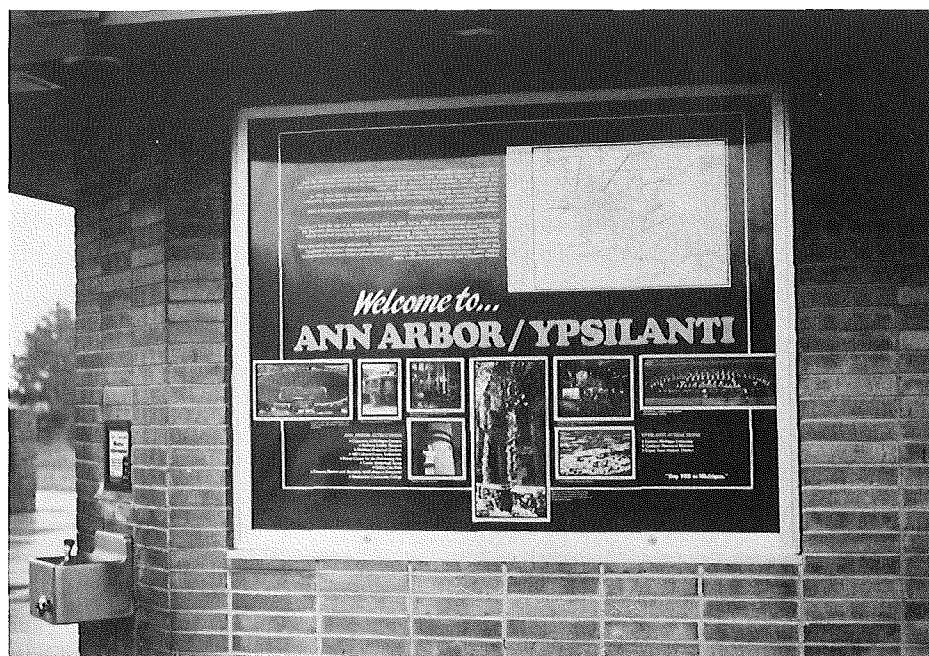
Deputy Director

July 2, 1984
Date



REST AREA AND ROADSIDE PARK DISPLAYS

The Rest Area and Roadside Park Program is well underway with the addition of a number of interpretive and promotional displays depicting attractions such as: lighthouses, waterfalls, Greenfield Village, the 1985 Hot Air Balloon Championships, and the state fair. Future displays will feature the Mackinac Bridge, wildflowers, and mushrooms; In addition, an increasing number of communities have expressed an interest in preparing displays promoting their areas as a part of the local display program. This program allows communities to prepare promotional exhibits about their area to be placed in the Rest Area bulletin boards. To date, 15 communities have prepared displays and another 16 have indicated an interest in participating in the program.



REST AREA TRAVEL INFORMATION DIRECTORIES

54 of Michigan's 66 freeway rest areas have Travel Information Plaza/Directories. These glass paneled display boards were initiated in 1975 as a partial substitute for removed billboards. The Plaza/Directories feature a state map; a local area map; a mileage panel; interpretive displays of Michigan events and attractions; emergency phone numbers such as police, fire, hospitals; and a directory of travel-related businesses in the area.



The directory includes a business listing of food and lodging establishments, campgrounds, and service stations. Each business is identified on a metal plate, one inch by six inches.

HENRY'S DRIVE INN

1761 S. M-139, Benton Harbor, MI
Open 9:00 a.m. - 11:00 p.m., year around

E-4
C,E
Ph:(616)926-6757

Businesses wishing to take advantage of this free service need only request an application from MDOT, Travel Information Section, Research and Promotion Unit, phone (AC 517) 373-2167. All listings receive an annual renewal form in order to keep the information current. The average return date for renewal forms in 1984 was 85%.

The following chart shows the total listings and locations.

Rest Area#	Rest Area Name	Rest Area Location	# of Listing Plates
236	Sault Ste. Marie	NB I-75	43
238	St. Ignace	SB I-75	120
306	Cadillac	NB US-131	41
401	Houghton Lake	NB US-27	63
402	Higgins Lake	SB US-27	53
403	Grayling	NB I-75	57
404	Frederic	SB I-75	64
405	Gaylord	NB I-75	87
406	Vanderbilt	SB I-75	61
407	Topinabee	NB I-75	88
408	Cheboygan	SB I-75	55
433	West Branch	NB I-75	79
501	Whitehall	SB US-31	80
502	Fruitport	WB I-96	83
503	Walker	EB I-96	95
504	Cascade	WB I-96	95
505	Ithaca	NB US-27	56
520	Wyoming	NB US-131	95
525	Rockford	SB US-131	95
528	Hudsonville	EB I-196	95
529	Rothbury	NB US-31	40
530	Hart	SB US-31	90
531	Portland	WB I-96	39
602	Midland	WB US-10	42
605	Bay City	SB I-75	46
612	Clio	SB I-75	80
615	Bridgeport	NB I-75	42
624	Fenton	NB US-23	95
626	Linwood	NB I-75	44
628	Swartz Creek	EB I-69	95
702	Albion	WB I-94	55
703	Battle Creek	EB I-94	55
706	Watervliet	WB I-94	97
708	Portage	NB US-131	64
709	Kalamazoo	SB US-131	68
720	Covert	SB I-196	97
721	Tekonsha	NB I-69	55
722	Marshall	SB I-69	46
723	Benton Harbor	EB I-94	53
726	South Haven	NB I-196	53
727	Saugatuck	SB I-196	60
810	Holt	NB US-127	65
811	Okemos	WB I-96	70
812	Howell-Highlands	EB I-96	26
813	Howell-Chemung	WB I-96	11
814	Northfield-Church	SB US-23	86
815	Willis Road	NB US-23	78
817	Zeeb Road	EB I-94	87
818	Grass Lake	WB I-94	37
819	Jackson	EB I-94	25
825	Grand Ledge	EB I-96	70
829	Carleton	SB I-275	28
909	New Baltimore	EB I-94	10
911	Belleville	WB I-94	81
54	Total		3,495

OUT-OF-STATE TRAVEL SHOWS

During 1984, MDOT Travel Information Center (TIC) personnel worked at the Michigan travel booth in eight out-of-state travel shows at the request of the Michigan Travel Bureau and the Regional Tourist Associations. These shows offered an excellent opportunity for MDOT to reach a large volume of potential visitors (approximately 900,000) and personally promote travel to Michigan. Participation by the TIC staff helps to further develop poise and adaptability to the varied interests of the public and to increase tourism expenditures in Michigan.

MDOT participated in the following shows:

Debra Gunderson, Travel Counselor New Buffalo TIC	Chicago Boat, Sport, & R.V. Show McCormick Place - Chicago, Illinois
Robert R. Bates, Manager Menominee TIC	Chicago Sport Fishing, etc. O'Hara - Chicago, Illinois
Larry Cornish, Assistant Manager Coldwater TIC	Cincinnati - Travel, Sports, & Boat Show Cincinnati, Ohio
Veronica Schroder, Manager Susan Chesney, Travel Counselor Dundee TIC	Columbus Sports, Vacation, & Travel Show Columbus, Ohio
Thomas Lowery, Manager Ironwood TIC	All Sports Show St. Louis, Missouri
Betsy Brandt, Manager Debra Gunderson, Travel Counselor New Buffalo TIC	Iowa Sports & Vacation Show Des Moines, Iowa
Harriet Grzyb, Manager Clare TIC	American/Canadian Sport, Travel & Outdoor Show Cleveland, Ohio
Bill Southwell, Assistant Manager Clare TIC	Indianapolis Boat, Sport & Travel Show Indianapolis, Indiana

MICHIGAN TRAVEL COMMISSION

The Administrator of the Management Services Division is the Michigan Department of Transportation's designated liaison representative to the Michigan Travel Commission and attends all Michigan Travel Commission meetings. In this role, MDOT's program(s) are communicated and all transportation related concerns of the commission are responded to in a timely basis.

Following is a list of 1984 Travel Commission meetings attended.

January 12, 1984	Harley Hotel - Lansing, Michigan
March 13, 1984	Metropolitan Detroit Convention and Visitors Bureau Offices - Detroit
April 25-26, 1984	Hyatt Regency Hotel - Flint, Michigan
June 6-8, 1984	Grand Hotel - Mackinac Island
August 9-10, 1984	Holiday Inn - Alpena, Michigan
November 9, 1984	Dearborn Inn - Dearborn, Michigan
November 28, 1984	Law Building - Lansing, Michigan

PROFESSIONAL DEVELOPMENT

SEMINAR

The 1984 Travel Information Seminar was held June 3-8. The seminar theme was "MDOT Travel Counselors, Promoting Michigan Through Professional Development".

The East Michigan Tourist Association (EMTA) hosted the event and the program consisted of a combination of classroom training sessions and professional development tours of East Michigan attractions and tourist areas.

Planning Committee members:

Harriet Grzyb, Chair, Manager, Clare Travel Information Center
Betsy Brandt, Manager, New Buffalo Travel Information Center
Pat Collins, Analyst, Lansing
Larry Cornish, Assistant Manager, Coldwater Travel Information
Center
Sue Mavronicles, Manager, Mackinaw City and Sault Ste. Marie Travel
Information Center
Jean Moiles, Assistant Manager, Sault Ste. Marie Travel Information
Center

Following is a brief summary of the seminar content and speakers:

	<u>Speaker</u>
Tourism and the Community MDOT Reorganization Managerial Grid	Mayor Sharp - Flint, Michigan
Capital Outlay Meeting of Managers and Assistants	H.K. Scott, Deputy Director, Bureau of Administration
National Resources as an Integral Part of Tourism and Recreation New Department Trainee Classification	Harry H. Whiteley, Chairman, Natural Resources Commission Charles Ford, Personnel Division
Regional Tourism Presentations	Jim Hall, President, E.M.T.A.
Positive Image/Self-Marketing Dress for Success	Elizabeth Field
Stress Management	Maxine Duffey, MDOT Training & Development
Interviewing/Hiring/Firing	Bob Phreed, MDOT Training & Development
Hospitality Training	Judy Walson-Olsen, MSU Extension Service
Dual Maintenance Responsibility	Ross Wolfe, MDOT Maintenance
Mill Creek Presentation	Victor Hogg, Director of Marketing, Mackinac Island State Parks Commission
Presentation of South Carolina Travel Program	Peggy Smith, Manager, Travel Development Division of Tourism - South Carolina

TOURS

Members of the Travel Information Section participated in three extremely successful professional development tours during 1984. The tours covered three seasons and three totally different parts of the state. The first tour was held during March in the Cedarville-Les Cheneaux Island area and emphasized such winter activities as cross-country skiing, snowmobiling, and snowshoeing. The second tour was held the last week of May in the greater Detroit area and included Greenfield Village/Henry Ford Museum, Cranbrook, Fairlane Manor, the Eastern Market, and other Detroit area attractions. The final tour was in September and covered the Keweenaw peninsula. All of the participants indicated that the tours provided them with a much greater insight and knowledge of those specific area.

HOSPITALITY TRAINING

A student assistant from Central Michigan University was hired July 30, 1984, and assigned the project of designing a train-the-trainer course to be presented to all TIC managers and assistants in early 1985. The key audience will be all temporary summer help and all new employees.

Topics:

- Introduction to TIC system
- Economic impact of tourist
- Hospitality training - How to give a Michigan welcome
- Product knowledge, market audience, impact areas, salesmanship
- Job Skills - map reading, directions, customer relations, etc.

RESEARCH

MICHIGAN TRAVEL INFORMATION SYSTEMS

"Michigan Travel Information Systems", a report which details the findings of a survey on highway signing preferences, pre-trip planning behavior, and travel information program usage patterns of both Michigan residents and non-resident visitors, was published and released in 1984. A paper outlining the findings of the survey was presented and very well received at the annual meeting of the Travel and Tourism Research Association, which was held in Philadelphia, in June of 1984.

NATIONAL TRAVEL INFORMATION CENTER SURVEY

A nationwide Travel Information Survey was initiated in 1983. Research is aimed at the operation and services of all U.S. Travel Information/Welcome Centers.

Questionnaires were sent to all 50 states requesting information regarding their Highway Travel Information Program. Results of this survey will be published in 1985.

1984-85 TRAVEL INFORMATION CENTER SURVEY

A one year survey of Travel Information Center visitors was initiated in June of 1984, at all TICs but Monroe and Iron Mountain. The survey is designed to update and expand upon a study, which was conducted in 1980. The current survey is being conducted in two parts. Phase I, which consists of a questionnaire to be filled out at the TICs, and Phase II, which is a follow-up questionnaire to be sent to the visitors at their homes after they have returned from their trip. The survey will be completed in June of 1985, and will provide detailed information on a variety of topics on a four season basis. Preliminary results are being analyzed at the present time and final results will be available in January of 1986. Copies of questionnaires follow.



TRAVEL SURVEY FOLLOW-UP

This information is requested by MDOT on a voluntary basis.

Please complete in ink. When completed, fold in half, secure, and drop in any mail box. Postage is prepaid.

The following questions are about the trip you were on when asked to be a part of this survey:

- 1. How many days did you spend in Michigan?
2. Approximately how many miles did you drive roundtrip?
3. What type of lodging did you use in Michigan? (Check all that apply)

- 1 Motel/Hotel, 2 Stayed with Relatives/Friends, 3 Cottage - Owned, 4 Campground - Private, 5 Resort, 6 Cottage - Rented, 7 Campground - Public, 8 State Parks, 9 State Forests, 10 National Forests, 11 National Parks/Lakeshores, 12 County/Municipal Parks, 12 Other

4. Please indicate the number of nights spent in each area of Michigan on this trip. (See enclosed map.)

Table with 6 columns: Area, Number of Nights, Area, Number of Nights, Area, Number of Nights. Rows 1-4 for each area.

5. During your trip in Michigan, which of the following activities did you or anyone traveling with you engage in? (Check all that apply)

- Did not engage in any activities, Visiting fairs, carnivals, amusement or theme parks, Attending sports events, Charter boat fishing, Color Tours, Hunting, Boating, water-skiing, Downhill skiing, Snowmobiling, Other activities not mentioned, Guided Tours, Visiting museums, zoos, gardens, etc., Camping, Horseback riding, Fishing, Picnicking, Sailing, Cross County skiing, Other Ice & Snow Activities, Attending sports events, Visiting historical area, Visiting scenic areas, Shopping, State Parks & National Parks, Golf, Swimming, Bicycling, Hiking, jogging, walk for pleasure, Ice Fishing, Participate in outdoor games & sports (tennis, baseball, etc.), Attending concerts, plays, movies, etc.

6a. Where did you get information to help you choose where to go on this trip? (Check all that apply)

- Have been there before, Magazine, Guide books, Maps or directories, Auto Club, State Dept. of Natural Resources, Any other sources, Television, Billboards, Friends or relatives, Chamber of Commerce, Highway signs, Pamphlets or brochures, Radio, Travel agents, Newspaper, State Travel Bureau, Tourist or Convention Assoc., Highway Travel Info. Centers

6b. What made you decide to come to Michigan? (Check all that apply)

- Television commercial, Newspaper, Have been there before, Information from State Dept. of Natural Resources, Pamphlets or brochures, Any other sources, Radio commercial, Billboards, Information from Chamber of Commerce, Information from Friend/relative, Highway Travel Info. Centers, Magazine ad, Maps or directories, Information from State Travel Bureau, Auto Club, Guide books

7. Before leaving for this trip, did you know. . . ?
- | | | | | |
|----|---|-----------------------------------|--|----------------------------------|
| a. | Your specific main destination? | 1
<input type="checkbox"/> Yes | 2
<input type="checkbox"/> Somewhat | 3
<input type="checkbox"/> No |
| b. | The route you would take? | <input type="checkbox"/> Yes | <input type="checkbox"/> Somewhat | <input type="checkbox"/> No |
| c. | Where you would stay at your main destination? | <input type="checkbox"/> Yes | <input type="checkbox"/> Somewhat | <input type="checkbox"/> No |
| d. | The location of overnight stops en route to or from your destination? | <input type="checkbox"/> Yes | <input type="checkbox"/> Somewhat | <input type="checkbox"/> No |
| e. | The attractions/points of interest you would visit? | <input type="checkbox"/> Yes | <input type="checkbox"/> Somewhat | <input type="checkbox"/> No |
| f. | The number of days the trip would last? | <input type="checkbox"/> Yes | <input type="checkbox"/> Somewhat | <input type="checkbox"/> No |
| g. | The number of days you would spend at each location you stopped at en route to or from your main destination? | 1
<input type="checkbox"/> Yes | 2
<input type="checkbox"/> Somewhat | 3
<input type="checkbox"/> No |

8. a. BEFORE YOU LEFT HOME, what kind of arrangements or reservations for overnight accommodations did you make at your destination?
- | | |
|---|---|
| 1 <input type="checkbox"/> Reservations at hotel/motel | 4 <input type="checkbox"/> Reservations at campsite |
| 2 <input type="checkbox"/> Arranged to stay with friends/relatives | 5 <input type="checkbox"/> Reservations at a resort |
| 3 <input type="checkbox"/> Planned to stay at own cottage/cabin, etc. | 6 <input type="checkbox"/> None, decided en route or upon arrival |
| 7 <input type="checkbox"/> Other | |

- b. What kind of arrangements or reservations for overnight accommodations did you make EN ROUTE TO OR FROM your main destination?
- | | |
|---|---|
| 1 <input type="checkbox"/> Reservations at hotel/motel | 4 <input type="checkbox"/> Reservations at campsite |
| 2 <input type="checkbox"/> Arranged to stay with friends/relatives | 5 <input type="checkbox"/> Reservations at a resort |
| 3 <input type="checkbox"/> Planned to stay at own cottage/cabin, etc. | 6 <input type="checkbox"/> All reservations made prior to departure |
| 8 <input type="checkbox"/> Other | 7 <input type="checkbox"/> None |

9. Did you use the telephone reservation/information service at the Travel Information Center?
- a. For information? 1 Yes 2 No b. To make a reservation? 1 Yes 2 No

10. Is this your first trip to/in Michigan within the last five years? 1 Yes 2 No
- If no, how many previous trips have you made to/in Michigan in the last five years (not counting this one)? _____

11. Did the information you received at the Travel Information Center influence your trip in any way? 1 Yes 2 No
- If yes, how? (Check all that apply)
- Increased the number of days spent in Michigan this trip by _____ days.
 - Visited areas which I had not planned to visit.
 - Visited points of interest/attractions about which I received information.
 - Participated in recreation activities I hadn't planned.
 - Ate at a restaurant(s) about which I received information.
 - Used lodging/camping facilities about which I received information.
 - Other(s) - Explain: _____

12. Indicate below how you made your decision on this trip regarding the following: (Check all that apply)

	A STOPPED FOR A MEAL	B STOPPED FOR GAS	C STOPPED OVERNIGHT
Had a credit card	1 <input type="checkbox"/>	1 <input type="checkbox"/>	1 <input type="checkbox"/>
Saw billboard advertising the establishment	2 <input type="checkbox"/>	2 <input type="checkbox"/>	2 <input type="checkbox"/>
Looked it up in a travel directory	3 <input type="checkbox"/>	3 <input type="checkbox"/>	3 <input type="checkbox"/>
Knew about it already from previous travel	4 <input type="checkbox"/>	4 <input type="checkbox"/>	4 <input type="checkbox"/>
Saw a sign at the business location	5 <input type="checkbox"/>	5 <input type="checkbox"/>	5 <input type="checkbox"/>
Stopped and asked for recommendation	6 <input type="checkbox"/>	6 <input type="checkbox"/>	6 <input type="checkbox"/>
Saw "food/gas/lodging this exit" sign and made choice after exiting	7 <input type="checkbox"/>	7 <input type="checkbox"/>	7 <input type="checkbox"/>
Saw it listed at State Travel Information Centers	8 <input type="checkbox"/>	8 <input type="checkbox"/>	8 <input type="checkbox"/>
Saw it listed on Highway Travel Information Directories	9 <input type="checkbox"/>	9 <input type="checkbox"/>	9 <input type="checkbox"/>
Other	10 <input type="checkbox"/>	10 <input type="checkbox"/>	10 <input type="checkbox"/>

13. Have you heard of the following attractions/points of interest:

Have you visited any of these:

- | | | | | |
|---|--------------------------------|-------------------------------|--------------------------------|-------------------------------|
| Autoworld | 1 <input type="checkbox"/> Yes | 2 <input type="checkbox"/> No | 1 <input type="checkbox"/> Yes | 2 <input type="checkbox"/> No |
| Detroit Grand Prix | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Detroit Zoo | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Factory/Commercial Tours | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Frankenmuth | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Greenfield Village/Henry Ford Museum | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Hartwick Pines State Park | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Holland Tulip Festival | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Irish Hills | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Lake of the Clouds/Porcupine Mountains | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Mackinac Island | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Michigan International Speedway | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Pictured Rocks National Lakeshore | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Sleeping Bears Dunes National Lakeshore | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Soo Locks | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| State Capitol | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Tahquamenon Falls | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

14. How far in advance (months) did you begin to plan this specific trip? (Check only one)

- 1 less than one month 2 1 Month 3 2 Months 4 3 Months
 5 4 Months 6 5 Months 7 6 Months or more

15. How much money did your travel party spend while in Michigan?

- a. Lodging/camping \$ _____ b. Meals \$ _____
 c. Vehicle expense \$ _____ d. Miscellaneous \$ _____

The last questions concern your age, occupation, education, and income. This information will be treated confidentially and used only to develop statistical data for this study. You may omit these questions if desired. If your household includes more than one wage earner, complete questions 16 through 24 for the two primary wage earners.

WAGE EARNER A

WAGE EARNER B

16. Age: _____

20. Age: _____

17. Occupation:
- 1 Professional & Technical
 - 2 Teachers, except college
 - 3 Managers & Administrators
 - 4 Sales
 - 5 Clerical
 - 6 Craft & kindred workers
 - 7 Operative, except transport
 - 8 Transport equipment operatives
 - 9 Non-farm laborers
 - 10 Service workers
 - 11 Farm workers

21. Occupation:
- 1 Professional & Technical
 - 2 Teachers, except college
 - 3 Managers & Administrators
 - 4 Sales
 - 5 Clerical
 - 6 Craft & kindred workers
 - 7 Operative, except transport
 - 8 Transport equipment operatives
 - 9 Non-farm laborers
 - 10 Service workers
 - 11 Farm workers

18. Education:
- 1 Grade School
 - 2 Some high school
 - 3 Graduated high school
 - 4 Some college
 - 5 Graduated from 4-year college
 - 6 Graduate study

22. Education:
- 1 Grade School
 - 2 Some high school
 - 3 Graduated high school
 - 4 Some college
 - 5 Graduated from 4-year college
 - 6 Graduate study

19. Employment Status:
- 1 Full Time
 - 2 Part Time
 - 3 Retired
 - 4 Not Employed

23. Employment Status:
- 1 Full Time
 - 2 Part Time
 - 3 Retired
 - 4 Not Employed

24. What was your approximate annual household income, whether taxable or not, from all members and all sources before taxes during 1983?

- | | |
|--|--|
| 1 <input type="checkbox"/> Under \$4,999 | 5 <input type="checkbox"/> \$20,000 - \$24,999 |
| 2 <input type="checkbox"/> \$5,000 - \$9,999 | 6 <input type="checkbox"/> \$25,000 - \$34,999 |
| 3 <input type="checkbox"/> \$10,000 - \$14,999 | 7 <input type="checkbox"/> \$35,000 - \$49,999 |
| 4 <input type="checkbox"/> \$15,000 - \$19,999 | 8 <input type="checkbox"/> \$50,000 - and over |

Many participants of the 1984-85 Travel Information Center Survey, who felt the need to express their feelings and experiences further, sent comments in addition to the completed questionnaire.

February 11, 1985
Pendleton, IN

Dear Ms. Schmidt:

After filling in the questionnaire, I wanted to add a little side note. Prior to our trip to Frankenmuth, I had just retired from employment with the Indiana Department of Highways. I was employed as a Billboard Coordinator and it was my job to inventory outdoor advertising in the Greenfield District. Needless to say, I was very observant of the billboards in your state. We also had a large map in the large rest park in our district which was to provide information for the tourists on I-70 traveling across Indiana.

Your rest area was head and shoulders above the one in the area where I was employed. The map in our rest stop was poorly cared for and the only information was from brochures left on a rack for the traveling motorist. Your area was staffed and your employees were very helpful to us. The AAA had provided us with a travel map but it did nothing in comparison with the aid we received from your helpful people in the Information area of your rest stop.

Although Indiana is improving their information in their rest areas, it is my opinion they have a long way to go to come up to your areas.

Sincerely,

Mrs. Jean Wise
Mrs. Jean Wise
RR 2 Box 25
Pendleton, IN 46064

The Travel Information Program is constantly growing to provide new and improved services to the traveling public. As ever changing needs are recognized, new programs and projects are developed to meet these needs.

FUTURE PROGRAM OBJECTIVES:

1. Implement a hospitality training program for TIC staff.
2. Provide a computerized information system at TICs.
3. Implement pilot vending machine installations at selected TICs.
4. Provide standardized electronic visitor counts at TICs.
5. Provide travel information at the Detroit Canada tunnel.
6. Provide new headliners for Information Plaza/Directory cases and a Michigan Events listing.
7. Enlarge the New Buffalo TIC.
8. Landscape and remodel the Monroe TIC.
9. Initiate new TIC construction at Clio and Detroit.
10. Improve Menominee TIC parking area and landscape.
11. Provide landscaping, on site signing, and an Information Plaza/Directory at Iron Mountain TIC.

WELCOME CENTER DIRECTORY

CLARE - John C. Mackie
 Harriet Grzyb, Manager
 Bill Southwell, Assistant Manager
 MDOT, Welcome Center
 P.O. Box 51-9599 - U.S. 27
 Clare, MI 48617
 PHONE: (AC 517) 386-7634

COLDWATER - Richard F. VanderVeen
 Steve Choskov, Manager
 Larry Cornish, Assistant Manager
 MDOT, Welcome Center
 P.O. Box 100
 Coldwater, MI 49036
 PHONE: (AC 517) 238-2670

DUNDEE - N.E. MacDougall
 Veronica Schroder, Manager
 Sue Chesney, Assistant Manager
 MDOT, Welcome Center
 U.S. 23
 Petersburg, MI 49270
 PHONE: (AC 313) 856-6980

IRON MOUNTAIN
 Robert R. Bates, Manager
 MDOT, Welcome Center
 618 Stephenson Avenue
 Iron Mountain, MI 49801
 PHONE: (AC 906) 774-4201

IRONWOOD
 Thomas Lowery, Manager
 Pat Juntil, Assistant Manager
 MDOT, Welcome Center
 801 Cloverland Drive
 Ironwood, MI 49938
 PHONE: (AC 906) 932-3330

MACKINAW CITY - Wallace D. Nunn
 Susan J. Mavronicles, Manager
 Assistant Manager
 MDOT, Welcome Center
 Box #97
 Mackinaw City, MI 49701
 PHONE: (AC 616) 436-5566

MENOMINEE - Claude Tobin
 Robert R. Bates, Manager
 Patricia Malignen, Assistant Manager
 MDOT, Welcome Center
 Menominee, MI 49858
 PHONE: (AC 906) 863-6496

MONROE - Charles H. Hewitt
 Veronica Schroder, Manager

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NEW BUFFALO - Ardale W. Ferguson
 Sara Brandt, Manager
 Assistant Manager
 MDOT, Welcome Center
 P.O. Box 397
 New Buffalo, MI 49117
 PHONE: (AC 616) 469-0011

PORT HURON
 John Knecht III, Manager
 Wally Brisbois, Assistant Manager
 MDOT, Welcome Center
 2260 Water Street
 Port Huron, MI 48060
 PHONE: (AC 313) 984-2361

SAULT STE. MARIE - E. V. Erickson
 Susan Mavronicles, Manager
 Jean Moiles, Assistant Manager
 MDOT, Welcome Center
 1001 Eureka Street
 Sault Ste. Marie, MI 49783
 PHONE: (AC 906) 632-8242

Chuck Sweet, Manager
 Travel Information Section
 Management Services Division*
 Phone: (AC 517) 373-2167-68

Sue Pollack, Analyst
 Travel Information Section
 Management Services Division
 Phone: (AC 517) 373-2167-68

Margo Schmidt, Supervisor
 Motorist Services Unit
 Travel Information Section
 Management Services Division*
 Phone: (AC 517) 373-2167-68

Distribution Warehouse
 Secondary Complex
 Joel Heydenburk, Literature Coordinator
 7575 Crowner Drive
 Dimondale, Michigan 48821
 (AC 517) 322-1661

Phil Smith, Department Technician
 Motorist Services Unit
 Travel Information Section
 Management Services Division*
 Phone: (AC 517) 373-2167-68

Kathy Lowell
 Administrative Support
 Travel Information Section
 Management Services Division*
 Phone: (AC 517) 373-2167-68

*Management Services Division, P.O. Box 30050, Lansing, Michigan 48909

LOCATION OF TRAVEL WELCOME CENTERS IN MICHIGAN

