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A DEVELOPMENT PLAN FOR HIGHWAY
TOURIST INFORMATION STATIONS

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John C. Mackie, Commissioner

A DEVELOPMENT PLAN FOR HIGHWAY TOURIST INFORMATION STATIONS

Motorist Services and Reports Division

John Murray, Director

January, 1962

ACKNOWLEDGMENTS

The travel information service survey used to obtain the information in this report was developed with the cooperation of the Michigan Tourist Council.

The mobile units which were used were provided at no cost to the Highway Department by the General Motors Corporation.

The cooperation of local chambers of commerce and regional tourist associations in the areas served by the mobile tourist information units made possible the success of this experiment.

The Michigan State Highway Department is indebted to the hundreds of tourists who took the time to answer the questions in the survey.

The cooperation of all who participated in this survey is deeply appreciated. The Michigan State Highway Department remains responsible for the interpretation of these facts and offers this report with the hope that it will contribute to a more vigorous development of the tourist industry in Michigan.

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PRESENT HIGHWAY TOURIST INFORMATION PROGRAM

Travel information as a service of the Michigan State Highway Department will be 27 years old by mid-1962. Michigan's first travel information station opened at New Buffalo May 4, 1935, and the state since has not been without one or more such stations except during 1944 and 1945, when World War II forced a temporary shutdown of all facilities. By 1939, two additional stations had gone into operation; one at Menominee and the other at Erie in Monroe County, and in May of 1959, a fourth post, at Mackinaw City, was opened. These units have served some nine million travelers over the years, and each of the stations shows a steady increase in the number of tourists greeted. The New Buffalo station alone has played host to approximately five million travelers, with the Menominee and Erie stations (the latter now shut down) having met 2,500,000 and 750,000 people respectively. By the end of 1961, Mackinaw City, the newest of the stations, had been visited by approximately 500,000 travelers.

Representative of the pattern of traveler use of the stations are these totals (showing number of persons who stopped at each station):

<u>Year</u>	<u>STATION</u>			
	<u>MENOMINEE</u>	<u>NEW BUFFALO</u>	<u>ERIE</u>	<u>MACKINAW CITY</u>
1941	34,542	71,799	24,460	*****
1951	76,963	151,766	36,400	*****
1961	88,288	180,716	*****	188,245

The Highway Department Travel Information Service today consists of three permanent information stations plus an experimental section consisting of two rolling labs which the service calls mobile units. The service presently is staffed directly by seven full-time employees and six seasonal workers, and indirectly by other staff members of the Motorist Services and Reports Division of the Highway Department.

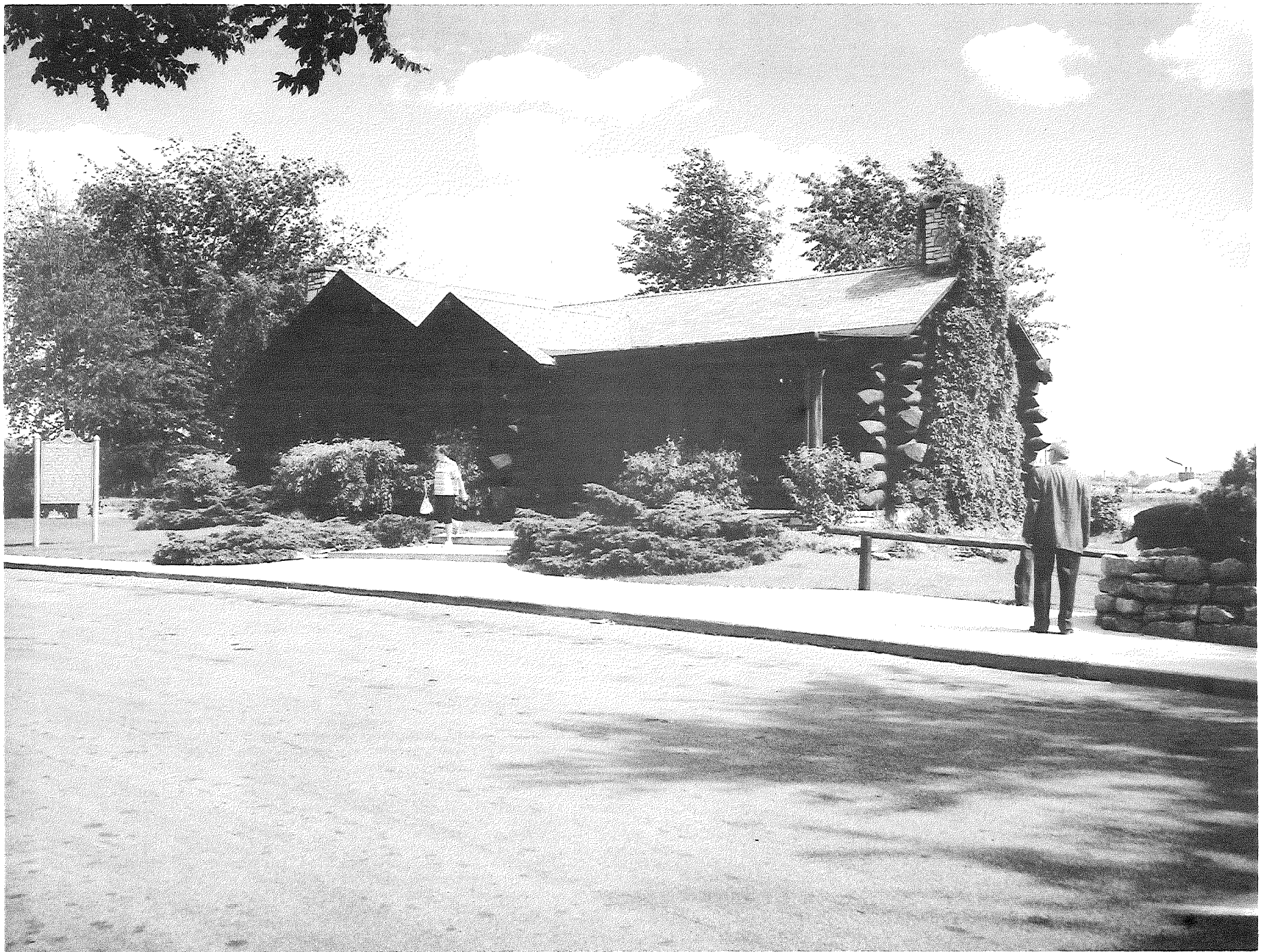
Each of the permanent stations is staffed, during the peak months of activity (May through October) by two information officers and a janitor. The stations are kept open virtually the entire year, being manned by at least one of the information officers from 6 a.m. to sundown. Maps and pamphlets of regional, state and local interest are kept on hand, as well as some materials concerning lodgings and eating places. Each of the permanent stations has indoor rest room facilities and is adjacent to a parking area and a picnic area. Each of the stations is set back from the road with advance signing on the major approaches to the stations.

The procedure currently followed in each of the stations is to answer traveler questions concerning destination and, to some extent, concerning accommodations and commercial attractions, while attempting to draw out the traveler about vacation plans. The service's information officers are able to advise many of the travelers of scenic and recreational attractions which are accessible to those travelers' itineraries.

Typical of the response to the present program by officials of state and local tourist agencies is the recent comment by Robert J. Furlong, Director of the State of Michigan Tourist Council.







Mr. Furlong said, in part:

". . .Inasmuch as the State Highway Department already has in operation a well-established and effective tourist information program . . . consisting of three offices located at major highway entry points, it would appear logical and economical to expand this service within the existing framework to keep pace with an increasing number of Michigan vacation travelers.

"The Tourist Council . . . recommends the further development of the Highway Department's tourist information program to expedite the flow of travelers to Michigan's vacation facilities and attractions."

A RECENT SURVEY

In July, 1961, the Department put into the field two experimental mobile travel information units and began a survey of travelers at the same time. The survey was made at the permanent stations and the mobile units and was so designed that it could give a description of the travel habits of people stopping at the stations.

A questionnaire was offered, given, or made available to travelers in which were posed questions concerning the number of people traveling, the distance traveled and the amount spent, as well as questions about vacation preferences, types of accommodations used, and inquiries about general service designed to lead to suggestions or criticisms.

The mobile units were bus-type "Greenbrier" station wagons which were lent for the purpose without charge by the Chevrolet Division of General Motors Corporation, and these were fitted out with a large rack to hold pamphlets, brochures, and other materials, as well as being equipped in other ways for the purpose. (Photographs of a unit are attached.)

MICHIGAN STATE HIGHWAY DEPARTMENT
TRAVEL INFORMATION SERVICE
MOBILE UNIT



The two mobile units followed a schedule which took Unit One across the top half of Michigan, while Unit Two traversed an area, roughly, from Lansing south to Watervliet on the west and Detroit on the east. (See attached itinerary.)

Analysis

An average response of 5% was obtained. Replies received after September 19, 1961, were not included in the tabulations. To that date, a total of 1,225 responses which were usable for tabulating purposes had been received. Of these, 324 were from people who had stopped at the mobile units, 901 were from those who had stopped at the permanent stations.

The survey revealed:

*The tourist information stations served tourists from 39 states, the District of Columbia, and Canada.

*The average number in each party was 3.67 persons, with 1.39 under 16.

*The average total length of vacation was 13.31 days, with the average stay in Michigan lasting 7.58 days.

*The average mileage traveled in Michigan was 802.16 miles.

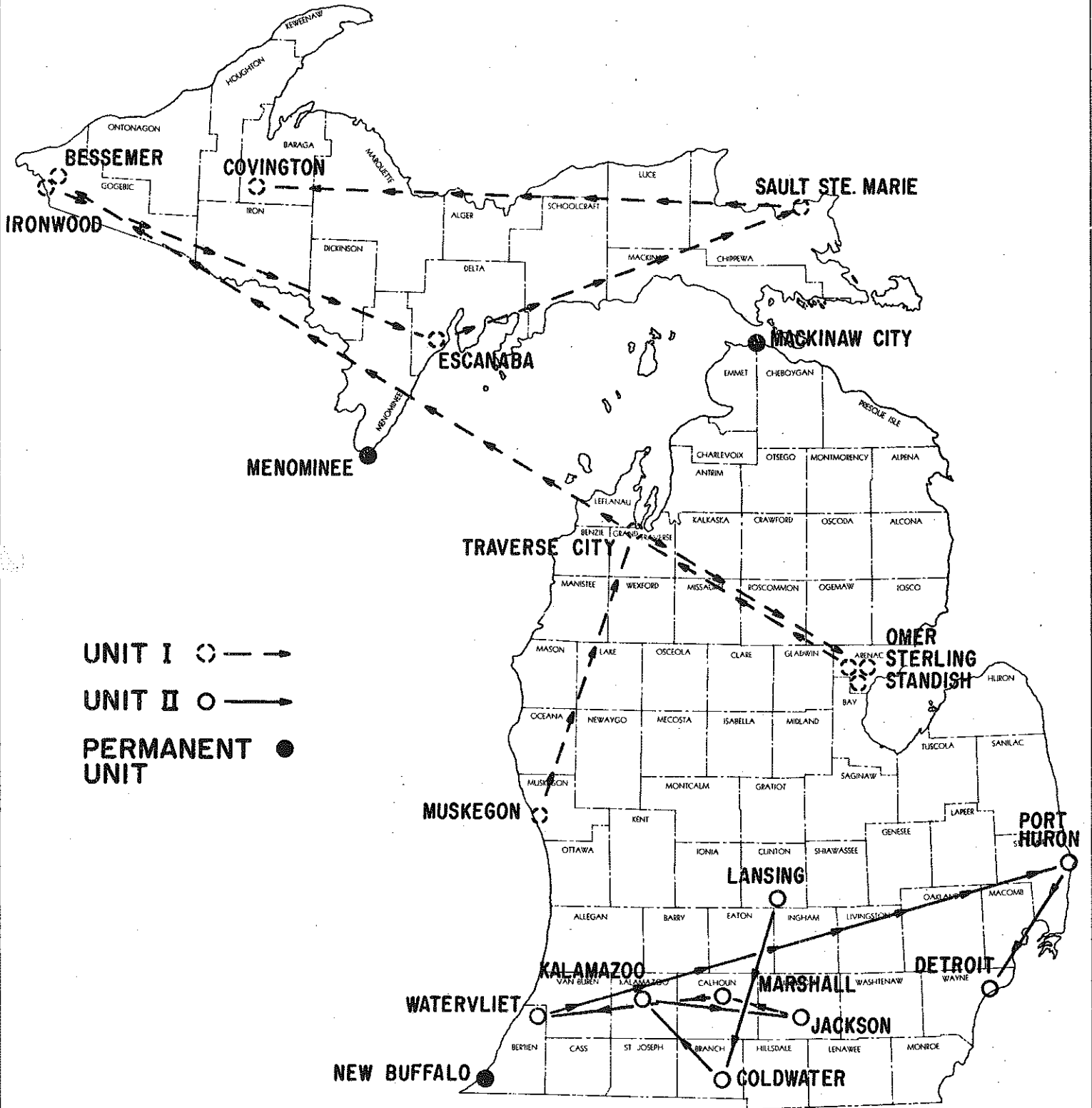
*The average amount of money spent in Michigan was \$128.47.

(All averages shown in the survey are mean averages.)

No clear-cut pattern emerges in terms of relatedness of the individual questions to one another, or in terms of relatedness of responses from the several mobile and permanent units. Those responding at Bessemer, Coldwater, and Menominee (responses from those stopping at the units in Detroit were

ITINERARY OF MOBILE TRAVEL INFORMATION UNITS

MICHIGAN STATE HIGHWAY DEPARTMENT



fragmentary and so must be ignored as not representative or significant) spent the lowest average amounts in Michigan. Those responding via Mackinaw City spent the highest average amount.

The amount of money spent is roughly correlated to the time spent in Michigan, although here too there is no distinct pattern. For example, the Standish area travelers spent an average of a dollar less than the Lansing travelers, but the Standish people had Michigan vacations of somewhat more than a day longer. Mackinaw City visitors, with the highest average expenditure, outspent the Lansing visitors by roughly \$20 on the average, yet stayed in Michigan a fraction less than the time spent on vacation in Michigan by those who stopped at the Lansing unit.

Comparing responses from mobile and permanent units, the same general looseness of correlation exists. Those at Coldwater and Bessemer, both groups average low spenders, were met by mobile units. Menominee guests, also low spenders, however, were serviced by one of the permanent units. Mackinaw City visitors, the station being a permanent unit, were high average spenders, but those surveyed at three mobile units -- Lansing, Muskegon, and the Standish area -- spent above-average amounts (as groups) and the grand average of all mobile units is higher than the grand average of the three permanent units.

A "profile" of the average tourist in our survey shows:

1. He or she tended to stay at motels most often, staying next most often with friends and relatives, and, in this order, in tents, cottages, and trailers;

2. Liked sightseeing best in Michigan, followed by viewing points of historical interest, swimming, visiting with friends and relatives, camping, fishing and boating;
3. Thought the most helpful information he or she got at the travel information stations was about how to get to his or her destination, followed by information about points of interest, places to stay and places to eat;
4. He or she would like to come back to Michigan for another vacation, preferably in the spring-summer, followed by autumn. Only 23 tourists out of 1,225 who returned questionnaires said they didn't want to make a return visit.

Despite the profile, however, differences arose according to the location and kind of the unit at which the tourist stopped. For example, although more than 50 percent of the total group stayed at motels at least once during their travel in Michigan, the Lansing, Standish, and New Buffalo visitors were below the average while Bessemer, Muskegon, Mackinaw, and Menominee tourists were above the average.

Similarly, although an average of 81% named sightseeing as one of the things they liked best about their vacation, only 67% of New Buffalo visitors named sightseeing. A higher percentage at New Buffalo and Standish named swimming than did the others. A higher percentage at Lansing and Standish named fishing than did the others. Only visitors at Lansing were above the average in naming boating, while at Menominee and Bessemer, they were below the average.

Standish visitors were above average in naming spring-summer as a preferred vacation time, and were below average in naming autumn. Mackinaw visitors were above average in naming "any season."

Lansing and Bessemer visitors were below average in naming information about destination as helpful, whereas Coldwater, Mackinaw, and Menominee visitors were above average. Mackinaw, Menominee, and Bessemer visitors were above average in naming information about points of interest.

All permanent station visitors were below average in making requests for more units or added services and in making extra-favorable comments about the present service. Of the mobile unit visitors, only the Coldwater visitors were below average in asking for more units or added services, and only the Muskegon visitors were below average in making extra-favorable comments.

The comparisons above were directly solicited by questions in the schedule (except for the intensity of favorableness); however, many of the respondents offered information not asked for and, in these areas, it is assumed that the intensity of the response is high. For example, comments to the effect that chambers of commerce are too much in evidence, or that tourism in Michigan generally is too commercial (meaning, by commercial, tourist attractions which are private profit-making ventures) were numerically low, but the inference about intensity may be drawn from the fact that these responses were not solicited.

Falling in between directly-solicited responses and those elicited merely by the opportunity to respond are responses stemming from open-ended questions such as, "How can this travel service be improved?" or "What changes would you suggest" (in the official highway map)? To such

questions came responses concerning:

1. The quality of services at Conservation Dept. campsites;
2. Information about such campsites;
3. Road markings;
4. Placement of signs on highways, in roadside rest areas, in campsites;
5. Distribution of materials about out-of-state points, as well as in-state points;
6. Highway markings other than route numbering.

In addition, there were suggestions to the effect that certain specific techniques be adopted, i.e., providing up-to-the-minute information about the availability of campsites, or providing listings of motels, restaurants, or strip maps like those used by AAA.

Another way of inferring information from these numerically low data suggests itself. Lansing respondents, for example, though near the average in making extra favorable responses, were considerably above average in asking for better highway signing, more parks and campsites, more units, better marking of maps. Similarly, Standish visitors, also near the average in extra-favorable comments, likewise asked, beyond the average, for more kinds of information and more of it at campsites and other convenient locations.

On the other hand, New Buffalo visitors, with the lowest percentage of extra-favorable comments, were well above average in asking for better marking of exits (of freeways and other major highways) and for more kinds of information.

What suggests itself here is that the responses about more information, better highway signing, more units, etc., can be judged as helpful suggestion or criticism by the percentage of extra-favorable comments involved. The New Buffalo visitors, with a low average of extra-favorable comments, can be viewed as being somewhat critical; those with high average extra-favorable comments can be viewed as making suggestions designed to make a good thing better.

Conclusions

One fact assumes an importance that is paramount: it costs one and three quarters times more to service travelers via mobile than by permanent unit.

The type of information sought is clearly shown on the basis of preference:

People want directions first, along with supplemental information about lodgings and rest accommodations.

Then they want some public service roundup of sights that might be worth seeing.

The findings are solid in those areas. Even information about such things as fishing, boating, swimming take a secondary role in terms of the information sought. It is almost as if people say, "Don't sell us first and then maybe point us to it. Point us to places first, let us see for ourselves, and then let the sights sell themselves."

Travelers indeed want specific information about local points of interest, but they want the source of the information to be "unbiased" and free of commercial interest in the matter.

In summary, it can be said that information units are noted and appreciated by travelers, by in- as well as out-state residents, and that such units do provide an important and needed service. There is a strong demand for clear and full information about roads, markings, alternate routes, and rest facilities on the highways, as well as to provide information about other state-operated services such as the state parks.

Over-all, the survey shows that travelers are quite clear in saying they would use and benefit from a full scale program closely paralleling the relatively small service now being maintained by the Highway Department.

TRAVEL INFORMATION SERVICE (TRAVIS): A New Program

On the broad scale, the Highway Department has projected several alternate plans for development of the Travel Information Service involving:

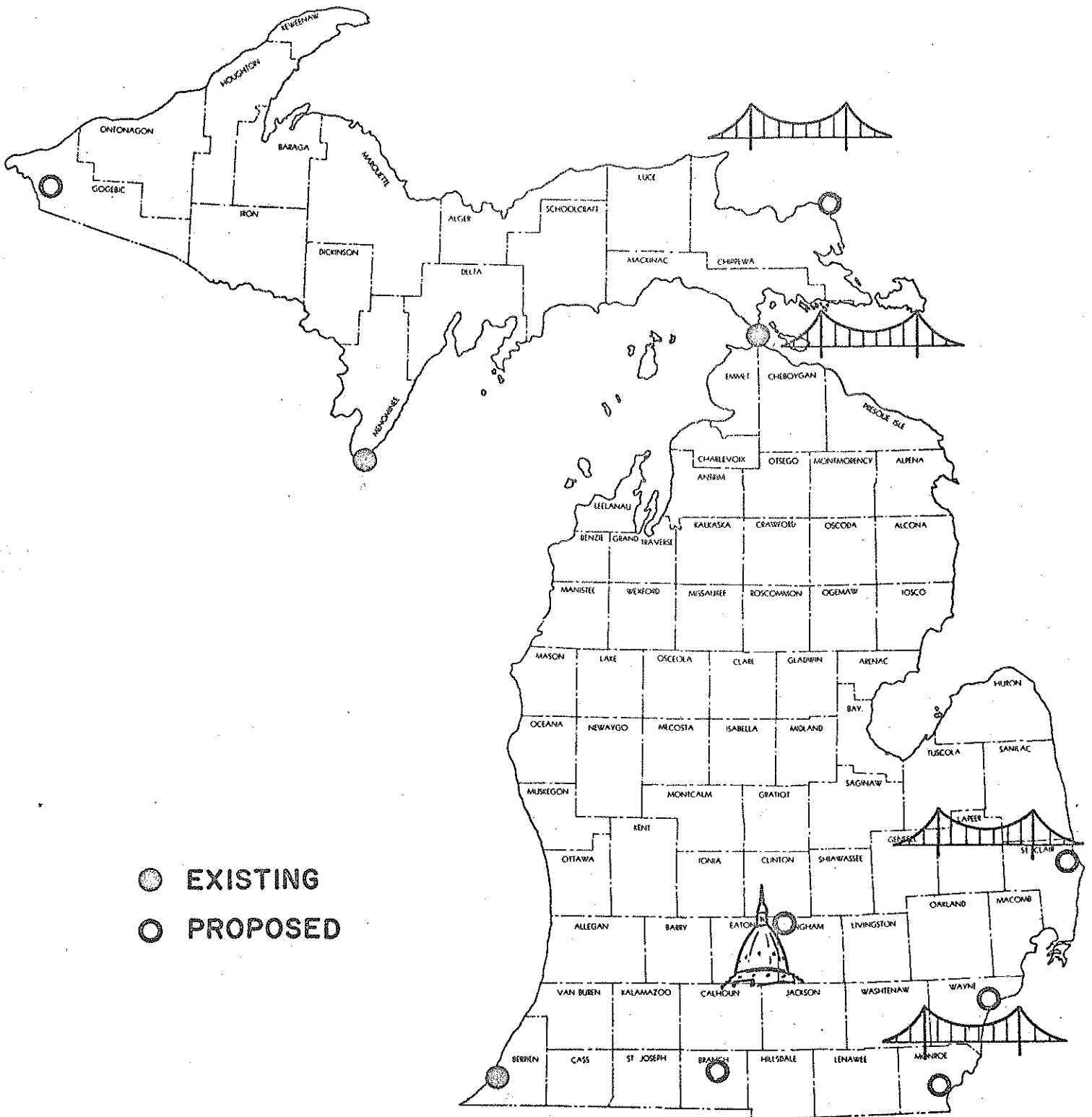
- a. the use (or non-use) of permanent installations and mobile units in a well-weighted combination of the two types;
- b. intermixtures of seasonal and all-year operation, based on traffic demands (and the efforts of public and semi-public agencies to promote tourist traffic).

The Highway Department field test of mobile units and survey of their users, as well as those of the permanent installations, has determined that one type of unit is not a substitute for the other and has found that it is less expensive to develop permanent installations than to create more mobile units.

On this basis, division planners have outlined a development project:

1. To improve the three permanent installations now in existence;

LOCATION OF HIGHWAY TOURIST INFORMATION STATIONS



2. To continue mobile units as a special and seasonal travel information service;
3. To create additional permanent facilities to be located at:
 - a. Sault Ste. Marie
 - b. Gogebic County
 - c. Port Huron
 - d. Lansing
 - e. Branch County
 - f. Detroit (Ambassador Bridge)
 - g. Monroe County (this actually is a reinstatement of a former unit).
4. To assess seasonal requirements of areas involved and to adjust operation of travel service on the basis of these needs.

The program can be undertaken within existing highway revenues. It requires no General Fund appropriation at all, and does not therefore affect the general state budget.

Furthermore, the potential increase in return visits by tourists who have been welcomed by a friendly, courteous, and reliable travel information service, conveniently located for tourist use, may more than pay for the program.

Administratively, the Motorist Services Division of the Highway Department is prepared to move into high-gear activity in the field of service to the touring motorist.

The Highway Department is already deeply involved in the field through its operation of the statewide network of roadside parks. These tourist rest and picnic areas have given Michigan a national reputation for this kind

of facility. Today, in Michigan's developing freeway network, 140 new rest areas are being created to expand the services available to the touring motorist, 15 of which are already in operation. In 1962, 25 more are to be completed. Total cost of the project will be \$110,000.

The freeway rest areas include parking facilities, as well as drinking water, telephone, picnic, toilet facilities, plus a centrally located sheltered bulletin board posted with fresh information about travel and vacation resources. In addition, many of the rest areas are and will be placed in scenically attractive locations.

Thus, the Highway Department is able to:

- a. Develop a section within the Motorist Services Division to supervise these stations;
- b. make use of a wide range of informational and promotional materials chosen on the basis of survey findings and advice from tourist councils;
- c. propagate a favorable "image" of Michigan by means of colorful and efficient equipment and procedures;
- d. enlarge liaison with other state units and non-governmental groups concerned with the tourist industry;
- e. train the personnel required to handle this assignment skillfully and courteously in order to impress the visitor with Michigan's friendly hospitality.

In the use of materials, the survey findings would be utilized to make changes in the catalogue of materials presently in use. For example, a quasi-authoritative listing of clean and honest accommodations should be

compiled (or that of AAA used) as well as similar listings for eating places, trailer sites (both public and private, non-commercial points of interest (or, if commercial, those that have achieved the status unofficially of public institutions), and shopping facilities.

Every possible effort would be made to provide information sensitive to the needs of the traveler. In addition, every reasonable effort would be made to make the traveler understand that listings do not imply recommendation by the Highway Department or the State of Michigan.

The findings of the Travis survey conducted during the summer are clear on at least one point:

Travelers want clear, direct information about how to get to a destination. They want information about the best roads, about detours and how to avoid them if possible, and about the places along the route at which they can stop to sleep, eat, rest, or relax, as the fancy strikes them.

The travelers want to feel that they are making the decision about what else they will do with their available time as they travel. Thus it is virtually impossible to "pitch" a sales talk at them, although it is possible to "open vistas" to them. Regardless of what is offered, the information given and the personnel who give it must have the ring of authority.

The physical procedures are significant in establishing an identity. Ontario has a uniform for the seasonal employees in its information stations. Michigan might well consider doing the same, using some kind of identifying shield or emblem on jacket, shirt, or arm or cap. Where possible, permanent

stations would bear a characteristic look through common architectural treatment; mobile units would be identical to one another; brochures, pamphlets, etc., would bear a generic resemblance to one another, and the "sales pitch" would be formalized.

As for other state units, relationships governing the handling of information would be more closely coordinated. The Conservation Department, for example, has already agreed, in principle, that a radio-telephone network for giving up-to-the-minute information about campsites is feasible. Telling tourists which campsites were open ahead, and which were closed, would be a service gratefully received.

That a full-scale permanent travel information program would boost Michigan tourism is a conclusion Highway Department studies consistently draw. The small program now in force helps travelers and often elicits from them a desire for more. By the use of materials and personnel marshaled at one point for service to travelers, Highway Department studies have shown that travelers who intended originally to use routes leading out of the state have been rerouted -- to their entire satisfaction -- back into Michigan, to travel and spend extra time and money here.

At Detroit, for example, unit personnel stationed at one of the entry points from Canada were able to route, successfully, at least two dozen parties daily across Interstate 94 highway -- travelers who originally intended to drive on Indiana and Ohio toll roads. From this same location, Highway Department personnel were able to reroute people from an itinerary originally designed to dip south to Chicago, then north and west to Canada, to one moving north through the entire Lower Peninsula, across the Mackinac Bridge, and thence west through the Upper Peninsula.

Summary

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It is apparent, therefore, that part of a program to aid the tourist industry in Michigan is already operating. The Tourist Council, through its promotional activities, encourages tourists to visit Michigan. The Highway Department's tourist information stations provide a "point-of-contact" welcome to our state. Thus one course of action that suggests itself -- from the point of view of aids to the tourist industry in the state -- is to strengthen and enlarge the Highway Department Travel Information Service. There are, naturally, other courses of action, one of which is to embark on such a full-scale program under the auspices of the Tourist Council, another of which is to create and support such a program through the facilities and finances of quasi-public tourist agencies. These are legitimate and feasible approaches, but their feasibility hinges on contingencies of general fund budgets and legislative appropriations. On the other hand, there is no doubt about the existence of the three permanent locations now being operated by the Highway Department. There is no doubt about the direct, positive relationship of a unit offering highway information to one that can offer informational aids to tourism. There is further no doubt that the Highway Department has available funds, legally dedicated to the betterment of highways and highway traveling.

Important as a factor in creating a potent Travel Information Service, regardless of sponsor, is the concept of uniform and orderly development of such a service. An idea exists in the public mind known as travel information which, regardless of how the administrative elements are distributed, ascribes to any agency offering travel information responsibility for all aspects of this concept. The public does not care to hear that

service "A" is not the responsibility of an agency in charge of service "B"; it does not understand that services "C", "D", and "E" cannot also be rendered by the agency (cannot because the agency has no administrative or legislative authority to do so); the public fails to agree that services "F" and "G" should remain uncorrelated because the services are administered by separate agencies which lack liaison.

What the public does "know" is that a travel information service should provide all that this public envisions as conceivable under such a title. Thus, regardless of final responsibility for a program that which should be included in such a program must give the administrative agency the ability to provide all the services expected by the public at a time when the public expects these services.

Implicit in an agency's ability to "deliver" travel information how and when a public expects it is the ability to execute details. Given that the State of Michigan and the Michigan Legislature wants to build up tourism, then the agency named to do the job must have the resources to accomplish the task. In the case of the Michigan State Highway Department, what is needed in addition to what is on hand is approval of a general plan. Let it be pointed out once more that the other courses of action indicated above are indeed legitimate and feasible. However, if the Michigan State Highway Department's Information Service is to be an effective part of Michigan's tourist industry promotional efforts, there must be a plan for action and a proper commitment to this plan. The Travel Station program is such a plan. It is ready to be put into effect. Preliminary cost estimates of this program indicate that the seven proposed highway tourist information stations

can be built for \$280,000 and can be operated at an annual cost of \$110,000.

The following table gives a breakdown of these costs:

PRELIMINARY COST ESTIMATES FOR AN EXPANDED
HIGHWAY TOURIST INFORMATION STATION PROGRAM

Capital Outlay

Tourist Information Station Buildings (7)
at \$40,000 each \$280,000

Annual Operating Costs Per Station

Personnel:

Tourist Information Executives (2) \$10,800
Tourist Information Clerks (2) 2,700*

Materials and Supplies:

Miscellaneous items 500

Utilities:

Heat, light, water, telephone 700

Maintenance:

Building and grounds 1,000*

Total Annual Operating Cost Per Station \$ 15,700

* Two tourist information clerks will be hired as seasonal employees from June 1 to September 15. Annual salary rate for each of these positions is \$4,600.

** Maintenance costs are approximate and do not reflect the total cost of maintenance. A major portion of the actual maintenance cost will be absorbed in the normal rest area maintenance work program of the Department.

CHART I

Number of people stopping at existing Travel Information stations and estimate of number who would have stopped at seven proposed locations (for period May through October, inclusive, 1961):

Existing

New Buffalo	149,922	actual
Mackinaw City	183,181	actual
Menominee	<u>79,621</u>	actual
sub-total	412,724	actual

Proposed

Estimate*

Detroit		
Ambassador Bridge	292,173	3.5 persons/car
Monroe (Erie)	276,927	ditto
Lansing (US 27 N.)	242,165	3.7 persons/car
Sault Ste. Marie	236,635	3.5 persons/car
Gogebic County	109,228	ditto
Branch County	158,004	ditto
Port Huron	<u>177,947</u>	ditto
sub-total	1,493,079	ditto

Total all stations 1,905,803

*For estimate of cars stopping at proposed travel information center locations, see Chart II.

CHART II

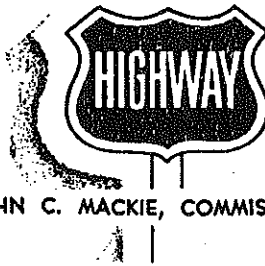
Number of cars stopping at existing Travel Information stations and estimate of number that would have stopped at seven proposed locations (for period May through October, inclusive, 1961):

<u>Existing</u>	<u>Cars</u>	<u>% of total flow</u>
New Buffalo	41,447	1.142
Mackinaw City	48,963	5.678
Menominee	<u>27,294</u>	3.747
sub-total	117,704	
 <u>Proposed</u>		
Detroit Ambassador Bridge	83,478	5.0
Monroe (Erie)	79,122	5.0
Lansing (US 27 N.)	65,450	3.5
Sault Ste. Marie	67,610	5.0
Gogebic County	31,208	3.5
Branch County	45,144	3.5
Port Huron	<u>50,842</u>	5.0
sub-total	422,854	
Total all stations	540,558	

CHART III

May to October, 1961, (inclusive) total traffic count for points listed
(both north and southbound except at Monroe, which is for northbound only):

New Buffalo	3,629,400
Port Huron at bridge	1,016,846
Ambassador Bridge	1,669,578
Detroit Tunnel	2,129,880
Monroe	1,582,453
Mackinac Bridge	862,204
Menominee	728,272
Sault Ste. Marie (S. city limits)	1,352,216
Gogebic County	891,664
Branch County	1,289,840
Lansing (US-27 North)	1,870,000



JOHN C. MACKIE, COMMISSIONER

SEP 1 1961

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TRAVEL INFORMATION SERVICE SURVEY

Michigan bids a warm welcome to the users of its highways, especially those of you who are visitors from out-of-state.

We want to provide the travel information service you need and you can be helpful in this effort.

Please answer the questions below. You don't have to sign your name. Return this questionnaire in the stamped envelope provided.

Many thanks. May your travel in Michigan be enjoyable.

1. Where do you live? Minneapolis Minnesota
(City) (State)

2. How many persons were in your party? 6 How many children under 16? 4

3. What was the total length of your entire vacation? 14 number of days.

4. How much time did you spend in Michigan on your vacation? 6 number of days.

5. How many miles did you travel in Michigan? about 900 miles

6. Please check the areas of Michigan you visited.

- 1. Upper Peninsula
- 2. Western
- 3. Eastern
- 4. Detroit Area



7. What was the total amount spent by your party in Michigan? about \$150

(over)

8. Please indicate the type of accommodations in which you stayed. If possible, write in the approximate number of nights in each type:

With friends or relatives _____	Resort hotel _____	Trailer _____	X-6
Auto court or motel _____	Other hotel _____	Tent _____	
Tourist home _____	Cottage _____	Other _____	

9. What did you enjoy most about your vacation in Michigan?

Sight-seeing _____	Camping _____	<i>We enjoyed the countryside, the fruit farms, the lake the swimming on the beautiful sand beaches</i>
Visit with friends or relatives _____	Hiking _____	
Boating _____	Swimming _____	
Historical sites _____	Water skiing _____	
Fishing _____	Other _____	

10. Would you like to take another vacation trip in Michigan? Yes yes & no No _____

If "yes", what season? Autumn X Winter _____ Spring-Summer X

If "no", why not? The parks where camping was permitted were full, we camped in only one while we were in the state. The park occupied vast areas of beautiful forest land but only comparatively few campsites were available. It is very difficult to drive many miles in order to arrive at a decent campsite and be turned away with hungry & tired children.

11. A. Was the Michigan travel service you received helpful in selecting: _____

How to get to your destination _____	Places to eat _____	Beaches _____
Points of interest _____	Fishing sites _____	Parks _____
Roadside picnic areas _____	Camp grounds _____	Other _____
Places to stay _____		

B. How can this travel service be improved? I think it would be an improvement to have space available for night campers. We were told that the campsites were occupied by campers who spent their entire vacation in the park.

12. Was the Official State Highway Map helpful? Yes _____ No _____

If "no", what changes would you suggest? The national forest campsites should be marked on the map - as I have indicated camping was a great disappointment in the very lovely state of Mich. We loved the scenery. We went on to Canada where camping was permitted anyway and it was wonderful. Sincerely, Mrs Irving Binder
718 Vincent Ave. P

HOME STATE OF OUR VISITORS

The highway tourist information stations offer a "point-of-contact" service for Michigan's tourist promotion and development program. Promotional activities encourage visitors to come to Michigan. The information service extends a warm welcome to these visitors and encourages them to extend their stay here and to return again.

The survey conducted by the Highway Department last summer shows that visitors from 39 states, the District of Columbia, and Canada stopped for information at the highway tourist information stations.

Of the total number of visitors who replied to the questionnaire, 81 percent -- or 8 out of 10 -- were from out of state. Nineteen percent were from Michigan.

In brief, Michigan's highway tourist information program serves the visitor from out of state and helps to get his visit off to a good start.

The home state of the tourists who participated in the survey is indicated below:

<u>Home State</u>	<u>Number</u>	<u>Home State</u>	<u>Number</u>
Alabama	2	Nebraska	4
Arizona	3	New Jersey	11
Arkansas	1	New Mexico	1
California	28	New York	44
Colorado	4	North Carolina	1
Connecticut	3	North Dakota	2
Florida	13	Ohio	127
Georgia	2	Oklahoma	1
Illinois	361	Oregon	2
Indiana	154	Pennsylvania	27
Iowa	32	South Carolina	3
Kansas	6	South Dakota	1
Kentucky	4	Tennessee	5
Louisiana	2	Texas	6
Maine	2	Virginia	2
Maryland	5	Washington	1
Massachusetts	6	Washington, D.C.	2
MICHIGAN	251	West Virginia	2
Minnesota	36	Wisconsin	125
Missouri	21	Wyoming	1
Montana	1	Canada	29

AREAS IN MICHIGAN VISITED BY TOURISTS

The highway tourist information stations direct the visitor to Michigan to other parts of the state as far as 500 miles away.

An analysis of the destinations of visitors to the New Buffalo station shows that eighteen percent were heading to the Upper Peninsula. Seven percent of those who visited Menominee -- and returned questionnaires -- indicated their destination to be the Detroit area. Twelve percent of those stopping at the station located at the Detroit-Windsor Tunnel indicated Upper Peninsula destinations.

The tabulation below shows the areas visited in Michigan by tourists who answered our questionnaire.

<u>Location of Station</u>	<u>Destination in Michigan</u>			
	U.P.	West	East	Detroit Area
<u>Upper Peninsula</u>				
Menominee	274	124	60	32
Bessemer	24	7	4	2
<u>Western Michigan</u>				
Coldwater	22	40	33	23
Traverse City	3	7	2	1
Muskegon	9	21	6	6
New Buffalo	113	303	94	110
<u>Eastern Michigan</u>				
Lansing	57	68	54	20
Standish	28	20	42	10
Mackinaw City	257	206	150	63
<u>Detroit Area</u>				
Detroit-Windsor Tunnel	3	6	5	11
Totals*	806	825	472	284

* Total is greater than number of people who answered questionnaire. A number of visitors indicated that they visited more than one area.

PERCENT OF TOURISTS VISITING AREAS OUTSIDE OF AREA WHERE INFORMATION STATION WAS LOCATED *

<u>Location of Station</u>	<u>Destination by Tourist Association Areas</u> (See Map Below)			
	U.P. (1)	West (2)	East (3)	Detroit Area (4)
<u>Upper Peninsula</u>				
Menominee		25%	12%	7%
Bessemer		19%	11%	5%
<u>Western Michigan</u>				
Coldwater	19%		28%	19%
Traverse City	22%		15%	8%
Muskegon	21%		14%	14%
New Buffalo	18%		15%	18%
<u>Eastern Michigan</u>				
Lansing	29%	34%		10%
Standish	28%	20%		10%
Mackinaw City	38%	30%		9%
<u>Detroit Area</u>				
Detroit-Windsor Tunnel	12%	24%	20%	
<hr/>				
Totals	34%	34%	20%	12%

* Percentage does not add to 100%. Visits to area where information station was located not included in this tabulation.



1. Upper Peninsula
2. Western
3. Eastern
4. Detroit Area