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**Survey and  
Services  
REPORT  
Tourist  
Information  
Centers**



**MOTORISTS SERVICES  
and REPORTS DIVISION**

**MICHIGAN STATE HIGHWAY DEPARTMENT  
JOHN C. MACKIE, Commissioner**

**JANUARY, 1964**

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MICHIGAN STATE HIGHWAY DEPARTMENT

John C. Mackie, Commissioner

CHARACTERISTICS OF TOURISTS USING  
TOURIST INFORMATION CENTERS

1963

Tourist Information Service

Motorist Services Division  
John Murray, Director

## P R E F A C E

The data underlying this report on the characteristics of travellers using Tourist Information Centers operated by the Michigan State Highway Department were gathered primarily to further the overall upgrading of these Centers.

The committees on tourism of the Michigan State Senate and House of Representatives approved in 1962 an expansion of these Centers from three to seven.

Four of the seven locations operated in 1963 were in temporary facilities while the processes of designing and bid-taking were underway. It is hoped that permanent structures will be in place for all Centers in 1964.

In order to give top-quality service to the tourists using these Centers, it is necessary to know where tourists come from, where they go, what their interests are, where they want to stay, and what patterns of activity they fall into. This report achieves that aim.

The Tourist Information Centers dealt with almost a quarter-million tourists. With the thought that the information gathered from this great segment of the overall tourist audience might have value to other government agencies, to the tourist industry and to Legislators and other public officials, this report was produced for limited distribution.

Our thanks go to the state and regional tourist councils, and to the chambers of commerce and tourist industry leaders throughout Michigan, whose cooperation enabled the Centers to give the high level of service which marked the program in 1963. Particular thanks should go to the members of the Legislative committees on tourism under Senator Harold Hughes in the Senate and Representative Walter Nakkula in the House, for their effective leadership in promoting Michigan's tourist potential, and to the employees in the Centers, who handled their assignments with great skill.

Literally hundreds of volunteered commendations were received on the quality of the Tourist Information Centers. Only one complaint, indirect and anonymous, was recorded. In view of the huge number of people served, the scarcity of complaints and the frequency of compliments deserves to be remarked on.

The public response to Tourist Information Centers is spontaneous and enthusiastic.

## WHAT THIS REPORT IS AND IS NOT

This report summarizes the findings of a survey of those travellers who, during the summer months of 1963, used the services of Tourist Information Centers operated by the Michigan State Highway Department.

More than 225,000 travellers were served individually at these Tourist Information Centers during the time of this study.

The Centers are located at Monroe, Coldwater, New Buffalo, Port Huron, Mackinaw City, Menominee, and Ironwood. All, except Mackinaw City, are located close to the state boundary and are designed to serve primarily out-of-state traffic coming into Michigan.

This report summarizes approximately 8,500 face-to-face interviews and approximately 2,500 mailed-in questionnaires.

This report does not claim to be a thorough study of the tourist traffic into Michigan. However, it is a study of that segment of tourist traffic which stops at Tourist Information Centers for advice and whose mode of transportation is by automobile.

No attempt has been made to ascertain whether the 225,000 individuals served by the Tourist Information Centers are representative of the total tourist traffic.

The characteristics of this particular segment of the tourist traffic in itself yields some interesting data, as the subsequent sections reveal. We hope that the data will have value within its limitations to the tourist industry, to other agencies of state government, and to the committees on tourism in the Michigan Legislature. Among the things the study does measure are the origins of people using Tourist Information Centers, the destinations of people using Tourist Information Centers, the type of accommodations they prefer, the tourist-related activities in which they expressed interest, and the length of stay. The study was so conducted that any number of internal correlations of these data can be obtained.

Among the things the study does not measure are the characteristics of spring and fall tourists using Tourist Information Centers, the characteristics of people entering at points not having Tourist Information Centers (the City of Detroit, for example), and, of course, those tourists who use methods of transportation other than automobiles.

## HIGHLIGHTS OF THIS REPORT

- 1 Tourists using the Highway Department's seven Tourist Information Centers came from every State in the United States, and from 15 foreign countries.
- 2 Almost one-half of them came from Indiana, Illinois, Ohio, and Wisconsin. Almost one-fourth of them were Michigan residents. Ten percent were from Canada.
- 3 They had destinations in every Michigan county. Each Center served tourists interested in remote as well as proximate locations.
- 4 They stayed an average of 6.5 days, with Michigan residents spending more days on the average (7.21 days) than out-of-state residents (5.84 days).
- 5 They drove an average of 875 miles, with Michigan residents travelling further (1,070 miles per trip) than out-of-state residents (805 miles per trip).
- 6 They spent \$167 (Michigan residents, \$183; out-of-state, \$161).
- 7 They had 3.89 persons in their car (Michigan 3.81 persons; out-of-state 3.92 persons).
- 8 They stayed at motels (52.7 percent). Camping was the next most used accommodation (26.6 percent).
- 9 Sightseeing and visiting public attractions (63.6 percent) were the most frequent tourist objectives, but considerable variation among Centers was revealed. At New Buffalo, for example, 23.1 percent of the tourists expressed an interest in water sports; at Ironwood, only .4 percent did so.

- 10 A great variety of specific tourist objectives were indicated by the questions asked. Particularly in demand was information about rock-hunting, canoe trails, summer theatres, factory tours, and waterfalls.
- 11 Their origins and destinations revealed a substantial trans-Michigan traffic from eastern Canada and eastern United States to western Canada and western United States; and a pattern of Great Lakes circle tours involving Lakes Michigan, Huron, and Superior.
- 12 From March through August, 245,947 persons used the seven Tourist Information Centers. August was the peak month with 105,589 persons served.
- 13 Three Centers in lower Michigan (Monroe, Coldwater, New Buffalo) had peak traffic days on weekends. Two northern Centers (Mackinac and Ironwood) had mid-week peak days.
- 14 Tourists interested in water sports stayed longer in Michigan than tourists with other interests and they preferred camping to motels for accommodations, a reversal of the majority preference of all Center users.
- 15 About 1,150,000 pieces of tourist literature were distributed. These were donated by 236 chambers of commerce, 111 operators of resorts or tourist attractions, 12 ferry lines, and a great number of government agencies (Tourist Council, Conservation Commission, Secretary of State, County Road Commissions, etc., etc.). It is estimated that more than 3,000,000 pieces of literature could be distributed without waste in any future year, if it is made available.

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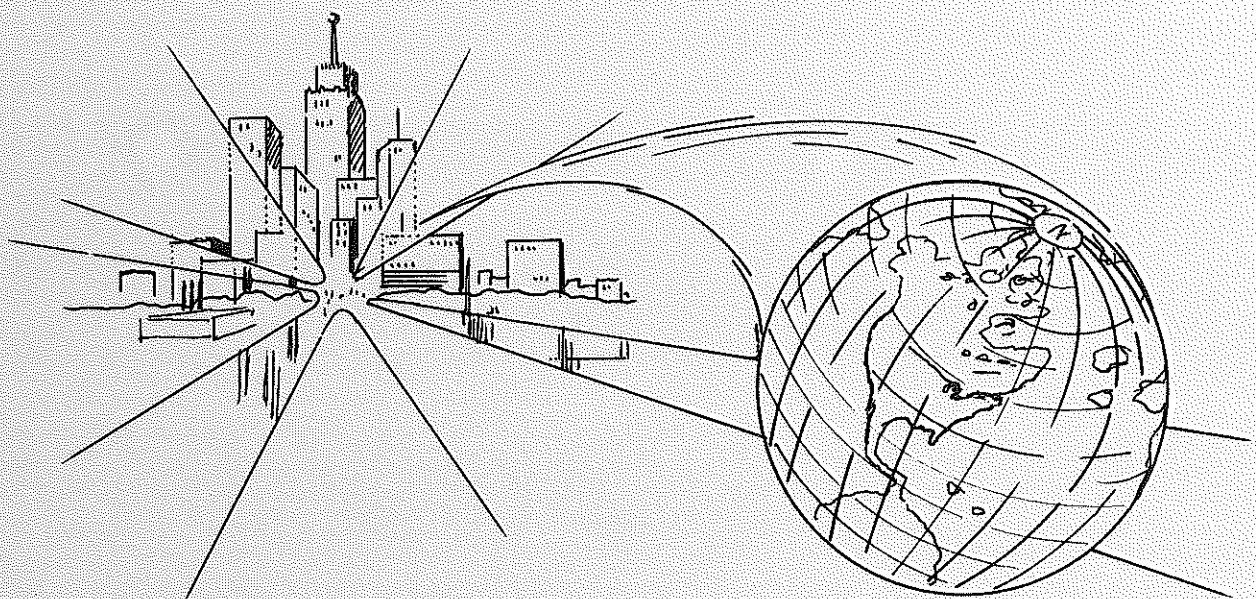
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# SECTION A

**WHERE**

*Did They*

**COME FROM?**





## SECTION A

### WHERE DID THEY COME FROM?

Persons using Tourist Information Centers came from every state in the United States and a scattering of foreign countries.

About 25 percent of those using Tourist Information Centers were Michigan residents who took advantage of the interior Center located at Mackinaw City or who used the Center at New Buffalo for assistance in routing to points outside of Michigan.

About 45 percent came from the adjoining states of Ohio, Indiana, Illinois, and Wisconsin.

Another 15 percent came from eastern states - Pennsylvania, New York, and New Jersey - and central states - Minnesota, Iowa, and Missouri.

About 10 percent came from Canada in an interesting traffic pattern through central Michigan and across the upper peninsula between eastern and western Canadian provinces.

The final 5 percent is made up of tourists from southern states, the far west, and foreign countries other than Canada.

The origin of this group of tourists can be visualized by considering the State of Michigan as the bulls-eye of a target. The first ring around the bulls-eye is the tier of adjoining states from which the majority of the group originated. The second ring contains the eastern and central states. Exhibit I illustrates this concept.

The percentage breakdown of origins will vary as new Centers are established. In 1964, for example, a Center will be operating at Sault Ste. Marie serving incoming traffic from Canada. This will automatically increase the percentage of Canadian origins which show up in future reports. Similarly, if additional Centers are established inside Michigan at some future date, the percentage of Michigan residents using the Centers will increase. This is demonstrated by the high percentage of Michigan residents using the Mackinaw City Center as compared with the low percentage using the Monroe Center which is accessible only to northbound traffic entering Michigan from Ohio on Interstate 75.

Extension and completion of the interstate freeway system in other states, particularly Interstate 75, which will extend from Sault Ste. Marie to Tampa, Florida, also should have an influence on the future characteristic of traffic using the Centers, since the completion of the interstate system will make Michigan more accessible for visitors from southern states.

## Origin of Tourists Entering Michigan at Particular Entry Points

The condensed tabulation below, indicating comparative percentages of tourist traffic originating in other states, reveals wide variations between Centers in origins of people served. This is attributable to the locations of the Centers and to tourist traffic patterns.

	<u>Ill.</u>	<u>Ind.</u>	<u>Ohio</u>	<u>Wis.</u>	<u>Calif.</u>	<u>Fla.</u>	<u>Canada</u>	<u>Mich.</u>
Coldwater	10.4%	36.1%	18.2%	1.0%	1.7%	2.3%	0.8%	6.5%
Ironwood	6.0	2.9	3.9	12.4	2.6	0.2	26.2	22.2
Mackinaw	14.5	8.5	13.6	3.4	0.6	1.0	4.9	39.3
Menominee	28.7	3.9	3.5	35.9	0.6	0.6	0.7	11.4
Monroe	2.1	2.6	52.9	0.7	0.5	2.1	1.3	7.5
New Buffalo	38.0	15.7	1.9	3.9	2.8	0.4	6.1	19.4
Port Huron	3.7	1.0	2.6	2.2	1.4	0.0	60.4	7.5

For details of distribution by origin for each Center, see Exhibits II to IX.

### Coldwater

The location of the Coldwater Center, on US-27 just north of the Michigan-Indiana boundary and only a few miles distant from the northwest corner of Ohio, naturally accounts for the large percentage of visitors from Indiana and Ohio. California and Florida tourists are included in this tabulation as a check on tourists from more distant states and because the percentages from these states, though scattering, were perceptibly larger than percentages from other, less distant, states.

### Ironwood

Not included in this tabulation, but in line with expectations was a percentage of 13.5 of tourists entering Michigan from Minnesota at the Ironwood Center. As the table shows, however, the greatest percentage of tourists entering Michigan at Ironwood - 26.2 percent - was of Canadian origin.

### Mackinaw City

Although more than a third - 36.6 percent - of visitors at Mackinaw City originate in Ohio, Indiana, and Illinois, the percentage of visitors from Wisconsin and Canada is surprisingly low. Canadians, known to cross the Mackinac Bridge in great numbers, seem to have distant destinations and evidently do not stop in the Mackinaw area for information on routing or accommodations.

### Menominee

Illinois and the neighboring State of Wisconsin account for the largest percentage of tourists entering Michigan at Menominee. Minnesota, not too far distant from the Menominee Center, contributes only a few - 3 percent - of Menominee visitors.

Monroe

More than half - 52.9 percent - of visitors at the Monroe Center came from Ohio, and Canadians are scantily represented.

New Buffalo

Although Illinois and Indiana account for more than half of out-of-state tourists stopping at the New Buffalo Center on their way into Michigan, the percentage of Canadians - 6.1 percent - reflects the trans-Michigan travel route described in another section of this report.

Port Huron

Although dwarfed by the 60.4 percentage of tourists of Canadian origin entering at Port Huron, eastern states such as New York, New Jersey, Pennsylvania, Massachusetts, and Connecticut show measurably larger percentages of traffic at Port Huron than some nearby states. These eastern tourists, taking a short route across Ontario to Port Huron, are using the Michigan freeway system to reach destinations in the west and northwest.

Origin of Visitors to Michigan by State and Region

As shown on Exhibit I, 23.5 percent of tourists in Michigan, who were reached by this survey and are covered in this report, were Michigan residents vacationing in their own state.

Another 46.5 percent came from the adjoining states of Ohio, Indiana, Illinois, and Wisconsin.

A state-by-state analysis of visitor origins in 50 states, with the states listed according to the eastern, central, western, and southern groups outlined in Exhibit I, is as follows:

MICHIGAN . . . . .	23.5 percent
CANADA . . . . .	9.76 percent
ADJOINING STATES . . . . .	46.5 percent
EASTERN STATES . . . . .	7.22 percent
CENTRAL STATES . . . . .	7.40 percent
WESTERN STATES . . . . .	1.85 percent
SOUTHERN STATES . . . . .	2.91 percent
FOREIGN COUNTRIES, except Canada	.0085 percent

The breakdown of percentages by individual states within the preceding categories follows on the next page:

## ADJOINING STATES:

Illinois	17.14
Indiana	8.21
Ohio	12.05
Wisconsin	<u>9.11</u>
	46.51 percent

## EASTERN STATES:

Connecticut	.43
Delaware	.03
Maine	.08
Maryland	.33
Massachusetts	.60
New Hampshire	.02
New Jersey	1.01
New York	2.19
Pennsylvania	2.35
Rhode Island	.09
Vermont	<u>.09</u>
	7.22 percent

## CENTRAL STATES:

Colorado	.30
Iowa	1.68
Kansas	.24
Minnesota	3.00
Missouri	1.06
Nebraska	.17
New Mexico	.05
North Dakota	.25
Oklahoma	.12
South Dakota	.05
Texas	<u>.48</u>
	7.40 percent

## WESTERN STATES:

Alaska	.02
Arizona	.17
California	1.01
Hawaii	.01
Idaho	.01
Montana	.23
Nevada	.01
Oregon	.12
Utah	.03
Washington	.22
Wyoming	<u>.02</u>
	1.85 percent

## SOUTHERN STATES:

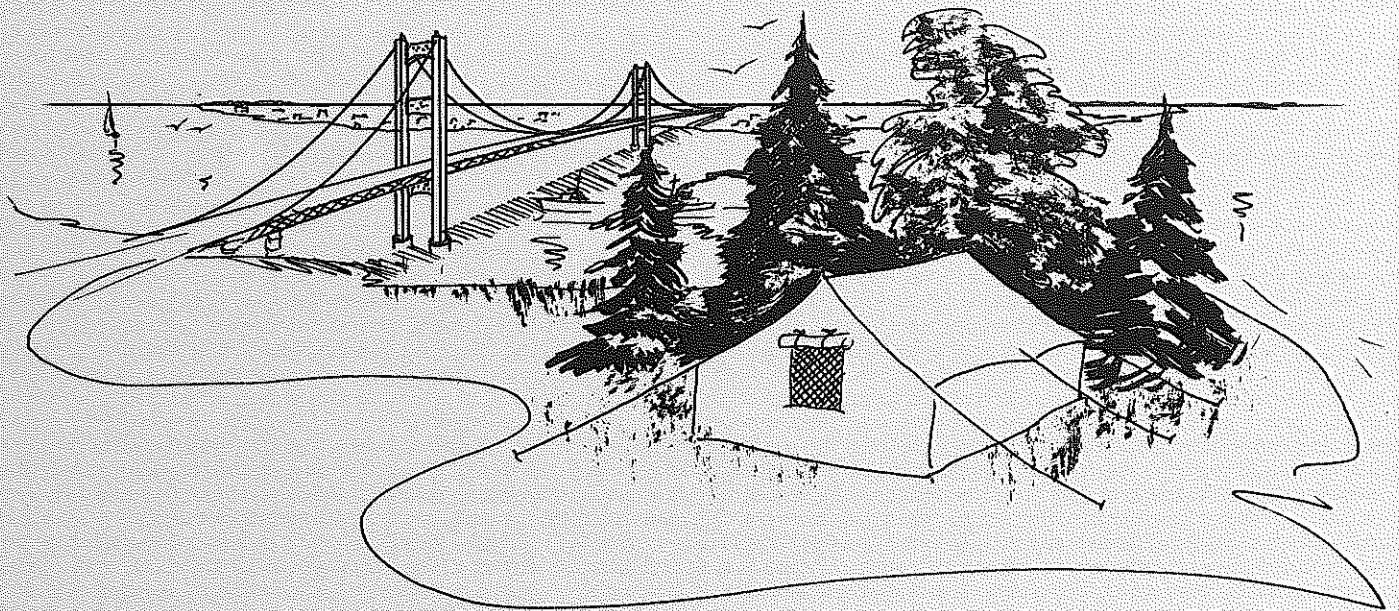
Alabama	.16
Arkansas	.03
Florida	.77
Georgia	.22
Kentucky	.50
Louisiana	.11
Mississippi	.01
North Carolina	.21
South Carolina	.09
Tennessee	.37
Virginia	.22
West Virginia	<u>.22</u>
	2.91 percent

At least one visitor, and in some instances several, came to Michigan from each of the following foreign lands:

Australia	France	Japan
Bahamas (The)	Germany	Mexico
Brazil	Guatemala	New Foundland
China	India	Sweden
England	Italy	Switzerland

# SECTION B

*WHERE  
Did They  
GO?*



SECTION B

WHERE DID THEY GO?

Travellers stopping at Tourist Information Centers, both out-of-state and Michigan residents, had destinations in every Michigan county, but highest percentages are concentrated in the counties of the upper peninsula, chiefly in Mackinac and Chippewa. A map, Exhibit X, illustrates this distribution.

Wayne, Menominee, Cheboygan, Emmet, St. Clair, Berrien, and Gogebic counties also show high concentrations of destinations.

Local tourist traffic in the county in which an Information Center is located account for high percentages in Gogebic, Berrien, Menominee, Cheboygan, and Emmet. St. Clair and Wayne Counties reflect Detroit and Port Huron as destinations for tourists who are crossing the state. International bridges are located in both counties.

In the series of maps, Exhibits XI to XVII, showing destinations of visitors interviewed at various Information Centers, both Muskegon and Mason Counties, in which car ferry terminals are located, appear as having higher percentages of tourists than adjoining counties.

Destinations of Tourists by Location of Center

Some indication of tourist traffic patterns, tourist behavior, and tourist preferences may be gained from the condensed tables that follow. Each shows the apparent percentage of tourists who spend their time in the comparatively small area of two or three counties near the Center and the noticeable percentages who travel to counties in which definite points of interest are located. Percentages of tourists with out-of-state destinations will be noticed to vary widely from Center to Center.

Coldwater

A little over 50 percent of visitors at Coldwater seem to have definite destinations within certain general areas. The list of general areas of destination and percentages of tourists who visit them can be listed as follows:

<u>Destination</u>	<u>Percentages</u>
Local [Surrounding Counties of Branch, Calhoun, St. Joseph, Hillsdale, Jackson]. . . . .	.13.5%
The Soo [Chippewa County] . . . . .	.14.2%
Detroit [Wayne County]. . . . .	.14.8%
Port Huron [St. Clair County] . . . . .	.01.3%
Ferries [Muskegon or Mason Counties]. . . . .	.03.9%
Mackinac Bridge and Mackinac Island . . . . .	.04.5%

The significance of the preceding listing for the Coldwater Center is in the comparatively high percentage of tourists spending their vacations in the immediate vicinity of Coldwater and the equally high percentages with destinations at the Soo and Detroit, both international bridge areas.

Branch County's 90 lakes are widely known in Indiana, which contributes about 40 percent of Coldwater's tourists, and the number of water-sports tourists recorded at Coldwater is higher than the state average.

### Ironwood

The tourist traffic pattern at Ironwood is somewhat different from that at Coldwater and shows other influences, chiefly the attraction of the upper peninsula scenic routes and the addition of transcontinental traffic.

<u>Destination</u>	<u>Percentages</u>
Local [Surrounding Counties of Keweenaw, Ontonagon, Houghton, Baraga, Gogebic, and Iron] . . . . .	28.7%
The Soo [Chippewa County] . . . . .	18.2%
Detroit [Wayne County]. . . . .	05.1%
Port Huron [St. Clair County] . . . . .	09.0%
Mackinac Bridge and Mackinac Island . . . . .	01.1%
Touring the upper peninsula . . . . .	14.1%
Out-of-State. . . . .	05.1%

Destinations at the Soo, Port Huron, and Detroit could be reasonably combined in this situation with the out-of-state percentage for a total of 32.3 percent. While numbers of tourists in Michigan turn back at the Soo, it can be assumed that equal numbers actually with out-of-state destinations give the Soo as their ultimate destination in Michigan.

### Mackinaw City

The Mackinaw City Center, located at the south approach to the Mackinac Bridge, could be considered a destination for many tourists, rather than an entry point to the state. It is the only Center not located on a state boundary.

Consequently, the percentage of tourists having destinations in surrounding counties is heavy. Figures for destinations in Port Huron and Detroit apparently bear out the observation in the listing under Ironwood that traffic between Port Huron and Ironwood is not stopping for information at Mackinaw City.

<u>Destination</u>	<u>Percentages</u>
Local [Emmet, Cheboygan, Mackinac, and Luce Counties] . . . . .	33.2%
The Soo [Chippewa County] . . . . .	19.1%
Detroit [Wayne County]. . . . .	00.8%
Port Huron [St. Clair County] . . . . .	00.0%
Menominee . . . . .	02.3%
Ironwood. . . . .	01.8%
Out-of-State. . . . .	05.8%

Menominee

As at Coldwater and Ironwood, a large percentage - 17.4 percent - of tourists entering Michigan at Menominee go no farther than the three adjoining counties (Delta, Schoolcraft, and Alger). Traffic to Port Huron and Detroit is negligible. Most tourists passing through Menominee are headed for Mackinac Bridge or the Soo.

<u>Destination</u>	<u>Percentages</u>
Local [Menominee, Delta, Schoolcraft, and Alger Counties] . . . . .	17.4%
The Soo [Chippewa County] . . . . .	27.5%
Mackinac Bridge [Mackinac or Cheboygan Counties] . . . . .	32.9%
Port Huron [St. Clair County] . . . . .	00.2%
Detroit [Wayne County]. . . . .	01.8%
Out-of-State. . . . .	07.1%

Monroe

More than half - 51.6 percent - of tourists entering Michigan at the Monroe Center have destinations in the Detroit metropolitan area. About 16 percent are headed for the Mackinac Bridge or the Soo, and 11.9 percent have out-of-state destinations, most of them in nearby Canada.

<u>Destination</u>	<u>Percentages</u>
Local [Wayne, Oakland, and Macomb Counties] . . . . .	51.6%
The Soo [Chippewa County] . . . . .	07.7%
Mackinac Bridge and Mackinac Island . . . . .	08.5%
Port Huron [St. Clair County] . . . . .	03.1%
Out-of-State. . . . .	11.9%

New Buffalo

The listing for the New Buffalo Center shows a high percentage - 24.6 percent - of tourists with out-of-state destinations. The location and accessibility of the New Buffalo Center, however,



makes it available to outbound tourists and Michigan residents with out-of-state destinations. For the greater part of the 1963 season I-94 ended short of the Michigan-Indiana state boundary and left thousands of motorists confused and lost between I-94 and the Indiana Toll Road.

<u>Destination</u>	<u>Percentages</u>
Local [Berrien, Cass, and Van Buren Counties]	10.1%
The Soo [Chippewa County]	05.9%
Mackinac Bridge	11.4%
Port Huron [St. Clair County]	00.6%
Detroit [Wayne County]	11.3%
Ferries [Muskegon or Mason County]	06.2%
Out-of-state [Supervisors estimate 20% of these are Michigan residents heading for Chicago]	24.6%

Port Huron

Percentages of tourists entering Michigan at Port Huron seem inconsequential in all but one category - 53.7 percent for tourists with out-of-state destinations. This particular category puts Port Huron in a special class and marks it as a way station on a great travel route across and through Michigan.

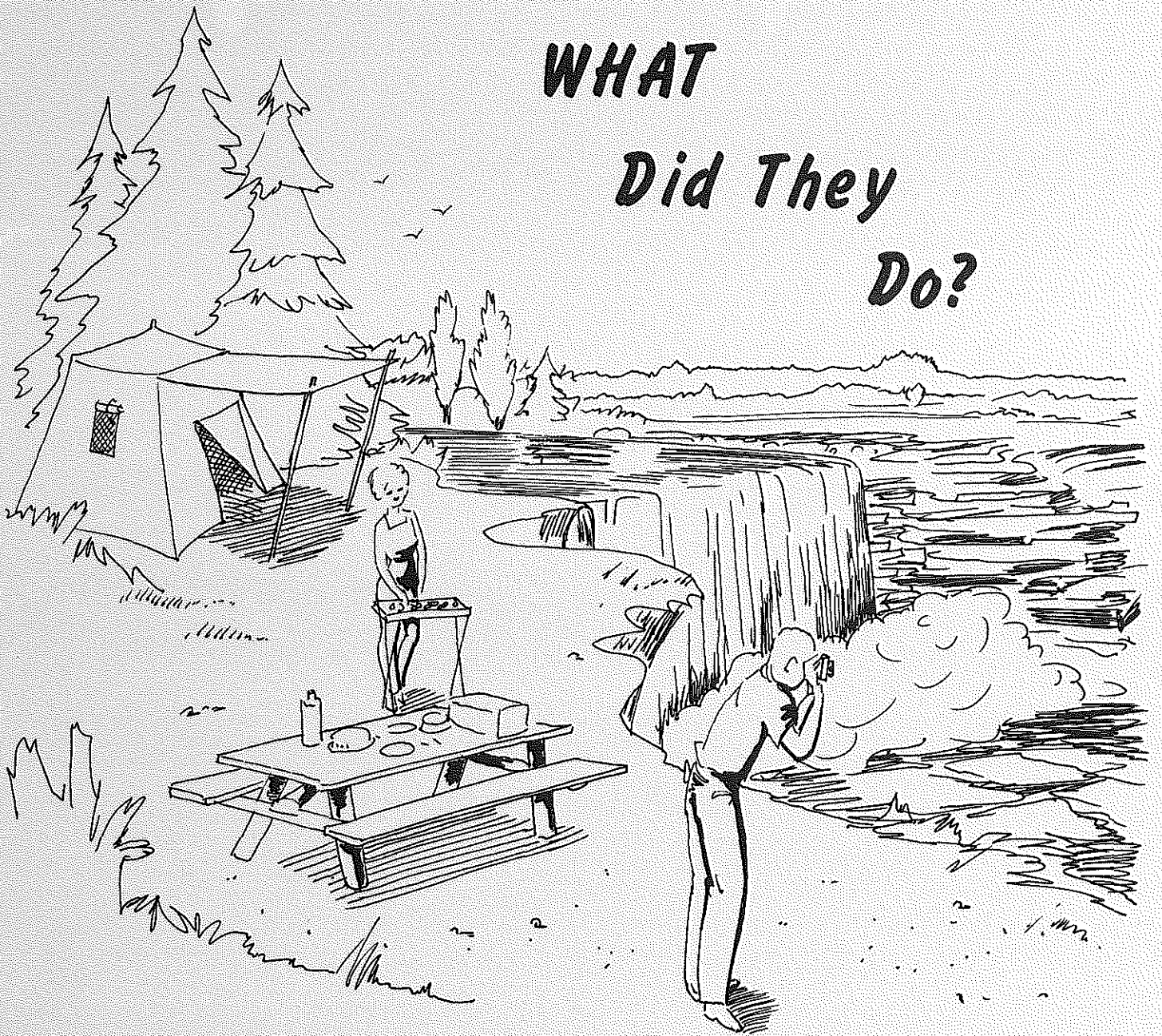
<u>Destination</u>	<u>Percentages</u>
Local [St. Clair, Saginaw, and Oakland Counties]	02.0%
Detroit [Wayne County]	04.1%
The Soo [Chippewa County]	07.0%
Mackinac Bridge and Mackinac Island	03.2%
Ferries [Muskegon or Mason County]	03.2%
Upper Peninsula	02.8%
Out-of-State	53.7%

DESTINATION OF VISITORS INTERVIEWED  
All Information Centers  
July, August, 1963

<u>County Name</u>	<u>Percent</u>	<u>County Name</u>	<u>Percent</u>
Alcona	.02%	Lake	.11%
Alger	1.21%	Lapeer	.04%
Allegan	.36%	Leelanau	.20%
Alpena	.15%	Lenawee	.03%
Antrim	.20%	Livingston	.06%
Arenac	.02%	Luce	1.98%
Baraga	.02%	Mackinac	11.22%
Barry	.14%	Macomb	.27%
Bay	.23%	Manistee	.17%
Benzie	.20%	Marquette	1.19%
Berrien	1.72%	Mason	.83%
Branch	.27%	Mecosta	.03%
Calhoun	.44%	Menominee	3.28%
Cass	.03%	Midland	.14%
Charlevoix	.34%	Missaukee	.02%
Cheboygan	7.22%	Monroe	.43%
Chippewa	19.88%	Montcalm	.12%
Clare	.04%	Montmorency	.04%
Clinton	.02%	Muskegon	.79%
Crawford	.17%	Newaygo	.06%
Delta	.93%	Oakland	.47%
Dickinson	.55%	Oceana	.12%
Eaton	.09%	Ogemaw	.07%
Emmet	1.43%	Ontonagon	.82%
Genesee	.19%	Osceola	.03%
Gladwin	.03%	Oscoda	.09%
Gogebic	2.64%	Otsego	.15%
Grand Traverse	1.34%	Ottawa	.56%
Gratiot	.07%	Presque Isle	.07%
Hillsdale	.03%	Roscommon	.34%
Houghton	.91%	Saginaw	.20%
Huron	.14%	Sanilac	.01%
Ingham	.41%	Schoolcraft	1.35%
Ionia	.06%	Shiawassee	.03%
Iosco	.22%	St. Clair	2.70%
Iron	.15%	St. Joseph	.11%
Isabella	.02%	Tuscola	.06%
Jackson	.27%	Van Buren	.35%
Kalamazoo	.20%	Washtenaw	.24%
Kalkaska	.07%	Wayne	7.51%
Kent	.47%	Wexford	.18%
Keweenaw	2.28%		
Upper Peninsula - General Area		7.29%	
Eastern Michigan - General Area		.18%	
Western Michigan - General Area		.56%	
Southeastern Michigan - General Area		.02%	
Out-of-State Destinations		9.41%	
Unknown Destinations		.89%	

# SECTION C

*WHAT  
Did They  
Do?*



## SECTION C

### WHAT DID THEY DO?

Nearly two-thirds of all tourists interviewed listed sightseeing and public attractions as the primary purpose of their trips to Michigan. The percentages vary considerably from Center to Center, according to the location of the Center.

Tourists interviewed at the northern Centers of Ironwood, Menominee, and Mackinaw City were definitely sightseers and patrons of public attractions. Those interviewed at the southern Michigan locations at New Buffalo, Coldwater, Monroe, and Port Huron, nearer to cities of large population, put less emphasis on sightseeing and public attractions as the primary purpose of their trips and more on visiting friends and relatives.

Visitors at Port Huron, in spite of the fact that more than half of them had out-of-state destinations and were presumably travelling great distances, indicated that sightseeing and public attractions were primary purposes of trip for only 42.8 percent as against 25.2 percent for visiting friends and relatives.

Michigan's facilities for water sports - swimming, boating, water skiing - seem to attract tourists chiefly in the southern part of the lower peninsula.

Fishing and hunting, and business and conventions, all "out-of season" for practical purposes during July and August, when this survey was taken, attracted only small percentages of total tourist traffic during the summer season.

Charts showing variations from Center to Center of "purpose of trip" are shown as Exhibits XVIII to XXI.

#### Purpose of Trip

An examination of tourist responses to questions concerning the primary purpose of their trips, reveals some interesting variations between Centers. Taken in order as these purposes are listed on the service report questionnaire, percentages of tourists with the same intended purpose vary widely with location.

#### Visit Friends or Relatives

Coldwater. . . . .	19.3 percent
Ironwood . . . . .	5.8 percent
Mackinaw City. . . . .	4.0 percent
Menominee. . . . .	4.9 percent
Monroe . . . . .	25.9 percent
New Buffalo. . . . .	19.7 percent
Port Huron . . . . .	25.2 percent

A possible conclusion to be drawn from the preceding listing is that tourists visiting the scenic, but sparsely settled, areas served by the Ironwood, Menominee, and Mackinaw City Centers for the purpose of visiting friends or relatives are a small minority. On the other hand, from one-fifth to one-third of tourists entering the urban areas of Michigan intend to spend at least part of their vacations visiting in the homes of friends or relatives.

### Water Sports

Tourists using Centers in the north apparently are not interested in water sports as much as those using Centers in the southern part of the state. This might reflect the different characteristics of northern waters, and the fact that distances also are greater for tourists towing boats behind their cars. Percentages of tourists interested in water sports are lower at Ironwood, Menominee, and Mackinaw City Centers than in other parts of the state.

Coldwater. . . . .	11.2 percent
Ironwood . . . . .	0.4 percent
Mackinaw City. . . . .	0.8 percent
Menominee. . . . .	2.9 percent
Monroe . . . . .	5.7 percent
New Buffalo. . . . .	23.1 percent
Port Huron . . . . .	11.1 percent

### Fishing or Hunting

It is recognized that this category has limited value as a survey question in July and August. It was not expected that many people would give hunting as their tourist interest in those months. Those who did indicate an interest in fishing were primarily those whose destinations would indicate they intended to fish in inland lakes in southern Michigan.

Coldwater. . . . .	9.6 percent
Ironwood . . . . .	2.5 percent
Mackinaw City. . . . .	3.3 percent
Menominee. . . . .	2.5 percent
Monroe . . . . .	2.7 percent
New Buffalo. . . . .	6.4 percent
Port Huron . . . . .	1.6 percent

### Business and Conventions

Business men engaging in business travel or attending conventions are not likely to stop at Tourist Information Centers for directions. It can reasonably be assumed that much business travel is to and from known destinations and the business traveller requires no assistance. The following tabulation shows that those who indicated they were travelling for business purposes were, as might be expected, concentrated on routes leading to urban areas:

Coldwater. . . . .	6.2 percent
Ironwood . . . . .	0.9 percent
Mackinaw City. . . . .	1.8 percent
Menominee. . . . .	4.0 percent
Monroe . . . . .	2.8 percent
New Buffalo. . . . .	2.8 percent
Port Huron . . . . .	2.6 percent

Public Attractions and Sightseeing

Visitors at northern Centers at Ironwood, Menominee, and Mackinaw City who declared sightseeing and public attractions to be the primary purpose of their trips outnumbered those in the southern part of the state by nearly two to one.

Coldwater. . . . .	49.8 percent
Ironwood . . . . .	77.8 percent
Mackinaw City. . . . .	88.9 percent
Menominee. . . . .	83.0 percent
Monroe . . . . .	59.9 percent
New Buffalo. . . . .	43.4 percent
Port Huron . . . . .	42.8 percent

Other Trip Purposes

Special-Interest Tourist Groups

Notes and comments written on service report questionnaires by supervisors and counsellors indicate that large numbers of tourists belong to certain special-interest groups and that their intents, as listed under "Purpose of Trip" deserve particular attention.

Rock Hounds

Persons interested in collecting rocks and minerals seem to belong to all age groups and economic levels. Some of them belong to societies and clubs, others operate as individuals. The group is probably larger than is commonly believed.

The frequency with which those who were interested in rocks and minerals requested literature in this area was noted by all supervisors and counsellors at Tourist Information Centers. Particularly in demand was material setting forth where specific kinds of rocks could be found.

Canoers

Equally noticeable by supervisors and counsellors were the constant requests for materials relating to canoeing and canoe trails. While much of this interest was anticipated, it went far beyond the expectations of the Tourist Information Service.

### Hay Fever Sufferers

Comments by supervisors indicate that large numbers of persons spend time in Michigan every summer because the individual, or some member of the family, suffers from pollen allergies.

### Waterfall Fans

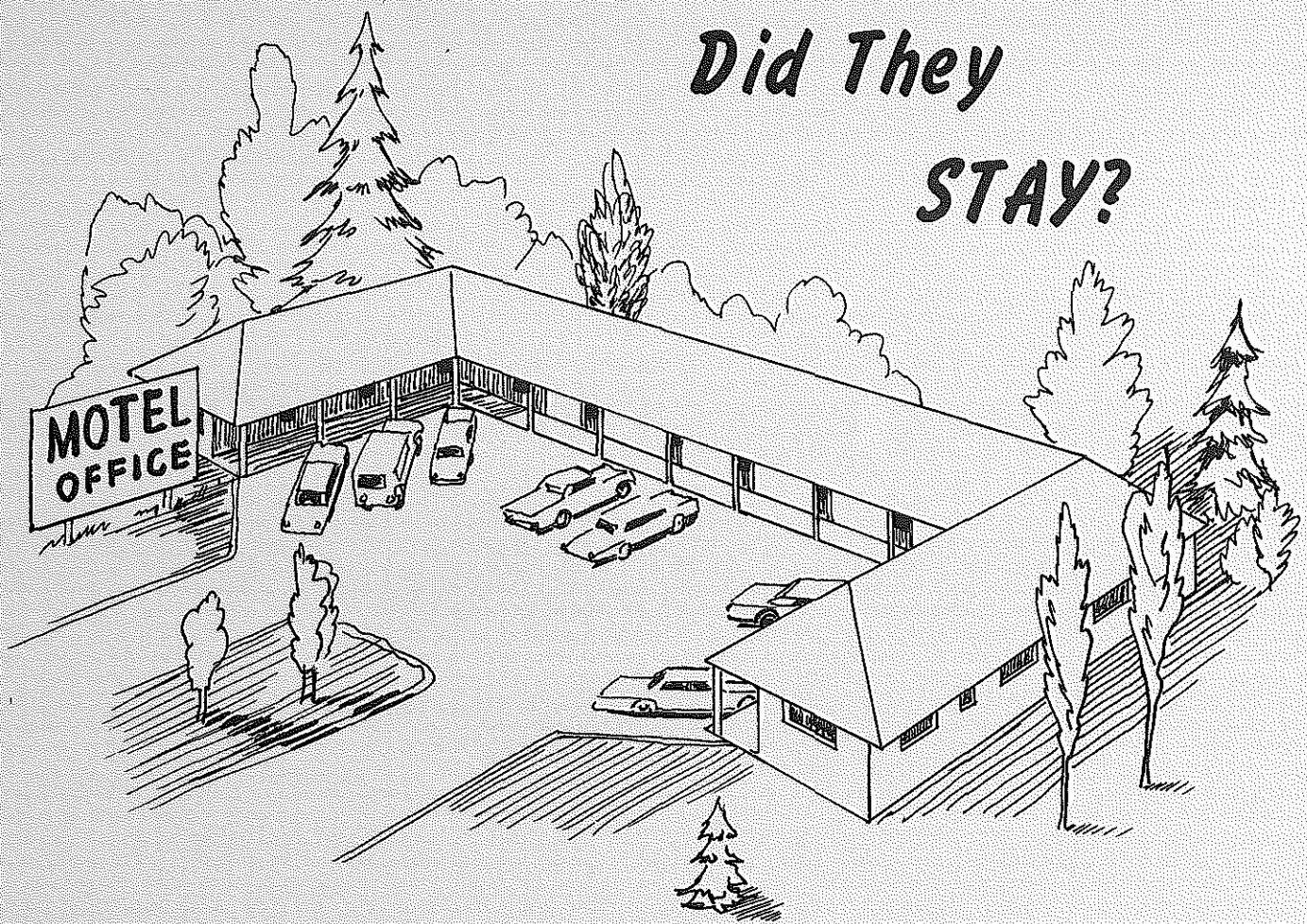
Supervisors and counsellors at all Centers reported a considerable interest in Michigan waterfalls as a specific tourist attraction. Requests for listings of waterfalls and routings to include a number of waterfalls on the vacation tour were numerous.

### Minor Groups

Enough inquiries were received at each Center for information in the following categories of tourist attractions to justify special consideration in the future to literature in these fields: Iron mines, ghost towns, historic or architecturally interesting churches, Indian lore, historic monuments, summer theatres, and locations appealing to amateur photographers.

# SECTION D

*WHERE  
Did They  
STAY?*





## SECTION D

### WHERE DID THEY STAY?

Motels were the first choice of accommodation by more than half of 3,900 tourists who provided information on this subject.

Camping ranked next at all Centers but one. At Monroe, because of the proximity of the Center to the Detroit metropolitan area, more visitors intended to stay with friends or relatives than intended to camp.

Staying with friends or relatives ranked third in choice of accommodations at all Centers, again with the exception of Monroe, as noted above.

A table on the following page, and a bar chart marked Exhibit XXII, illustrate these tourist preferences.

#### Variations in Preference of Accommodations

The following table also illustrates some small but predictable variations in choice of accommodation between groups of tourists interviewed in different areas of the state.

Staying with friends or relatives ranks comparatively low among visitors interviewed at Ironwood, Menominee, and Mackinaw City. This parallels a low percentage of visitors at those three centers who gave visiting friends or relatives as the purpose of their trip.

Camping ranks much higher than average at Ironwood and about average at Menominee. This may reflect the observation that Ironwood is on the route of the overnight, travelling camper crossing the upper peninsula and Menominee is not.

Resorts and rented cottages receive higher use by tourists entering at New Buffalo and Coldwater than at other Centers, and preference for motels at these locations is slightly lower. This may again reflect the short-trip tourists from Ohio and Indiana who barely penetrate into Michigan to spend their vacations at inland lakes in southern counties. This group is noted in Section H, which describes the tourist interested in water sports.

PREFERENCE IN TYPE OF ACCOMMODATION - ALL TOURISTS

Sample: 3,914 Interviews

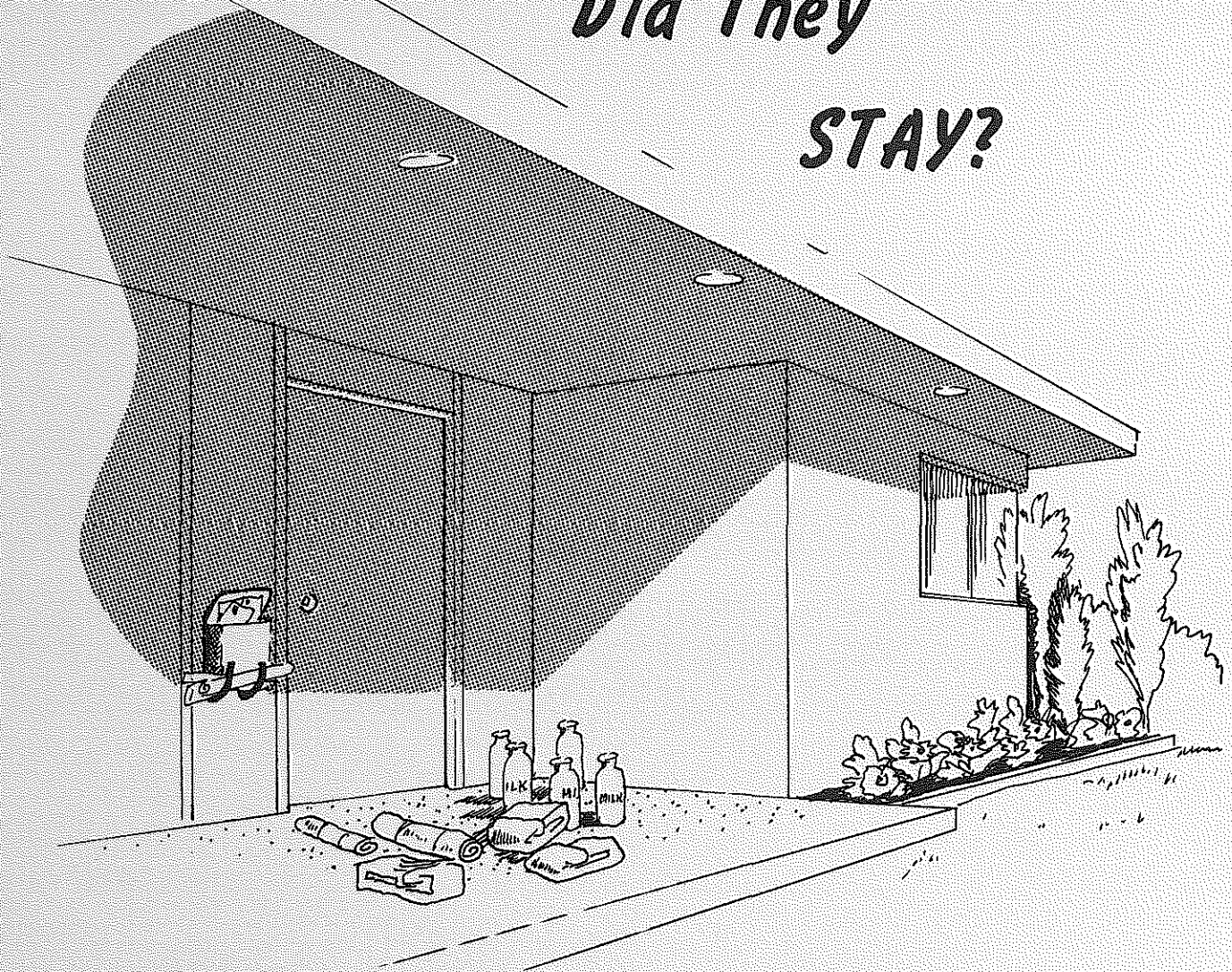
	<u>No</u> <u>Preference</u>	<u>Motel</u>	<u>Camping</u>	<u>Friends -</u> <u>Relatives</u>	<u>Trailer</u> <u>Park</u>	<u>Hotel</u>	<u>Resort</u>	<u>Rented</u> <u>Cottage</u>	<u>Other</u>
Coldwater	0.0	43.4	23.4	18.9	0.2	3.0	5.0	5.6	0.5
Ironwood	0.2	46.8	46.4	3.1	0.1	0.2	1.1	1.8	0.3
Mackinaw City	0.1	58.6	27.6	3.4	0.1	3.8	1.0	4.5	0.9
Menominee	0.4	68.1	22.8	3.0	0.0	1.3	1.9	2.1	0.4
Monroe	0.8	56.3	14.0	21.2	0.4	2.5	2.1	1.7	1.0
New Buffalo	0.0	42.9	28.4	15.9	0.1	2.5	3.0	6.6	0.6
Port Huron	1.1	53.1	23.5	15.0	2.9	0.5	1.7	2.0	0.2
Average	.37%	52.7%	26.6%	11.5%	0.6%	2.0%	2.3%	3.1%	0.6%

# SECTION E

*HOW LONG*

*Did They*

*STAY?*



## SECTION E

### HOW LONG DID THEY STAY?

Bar charts - Exhibits XXIII to XXVI - indicating length of stay in Michigan by number of nights spent in the state, show that the greatest percentage of tourists interviewed at New Buffalo, Menominee, and Mackinaw City intend to spend three to six nights in Michigan.

Figures for all Centers combined, in the lower half of Exhibit XXIII, also support this pattern.

New Buffalo reported 39.4 percent of tourists interviewed as intending to stay three to six nights, Menominee 56.4 percent, and Mackinaw City 46.6 percent.

Figures for all Centers combined indicate 42.9 percent of all visitors as intending to stay for three to six nights.

Figures for all Centers combined indicate 19.9 percent of all visitors as intending to stay for seven or more nights.

The location of the Coldwater Center, midway on the southern boundary, apparently produced a variation. Visitors passing through that center had longer distances to travel to Michigan's main recreational areas and had planned longer trips. The greatest percentage of visitors to Coldwater indicated 7 to 13 nights as their intended length of stay.

Bar charts for Port Huron, Monroe, and Ironwood show an entirely different profile. Here again the pattern of cross-state travel becomes apparent.

More than 60 percent of visitors at the Port Huron Center indicated a stay in Michigan of two nights or fewer. At Ironwood, 56 percent of tourists were apparently "passing through". At Monroe, gateway to the Detroit metropolitan area, 52 percent of visitors intended to spend no more than two nights in the state.

A detailed study of these overnight tourists would reveal that most of them had out-of-state origins and out-of-state destinations and that their travel in Michigan, even though it amounted to hundreds of miles, was only part of a much longer tour.

#### Campers

Of 8,500 visitors interviewed at seven Information Centers, more than one-fourth - 2,131, or 28 percent - were campers. Some planned to stay overnight at motels on their way to favorite campgrounds and some indicated that they planned to camp for a few nights out of a longer stay.

Most campers, however, indicated an intention to camp for one or two weeks and the largest number of campers fell into these two categories.

Of 2,131 campers interviewed, 565 (26.4 percent) were Michigan residents, 887 (41 percent) came from the adjoining states of Ohio, Illinois, Indiana, and Wisconsin, and 282 (13.2 percent) came from Canada.

The remaining 20 percent came from many other states including California, New York and Florida.

#### Average Length of Stay of Campers

Of the 565 Michigan residents expressing the intention of camping, 73 percent intended to camp for one to six nights and 22 percent for 6 to 13 nights, for a total of 95 percent of campers interviewed.

Of 887 campers from adjoining states, 66.1 percent intended to camp for one to six nights and 27.3 percent for 6 to 13 nights for a total of 93.4 percent.

Of 282 Canadian campers interviewed, 267 (94.6 percent) indicated an intention of camping in Michigan for one to six nights and only 5 percent for 6 to 13 nights. Of all 282 Canadian campers, 133 (47 percent) intended to spend only one night camping in Michigan.

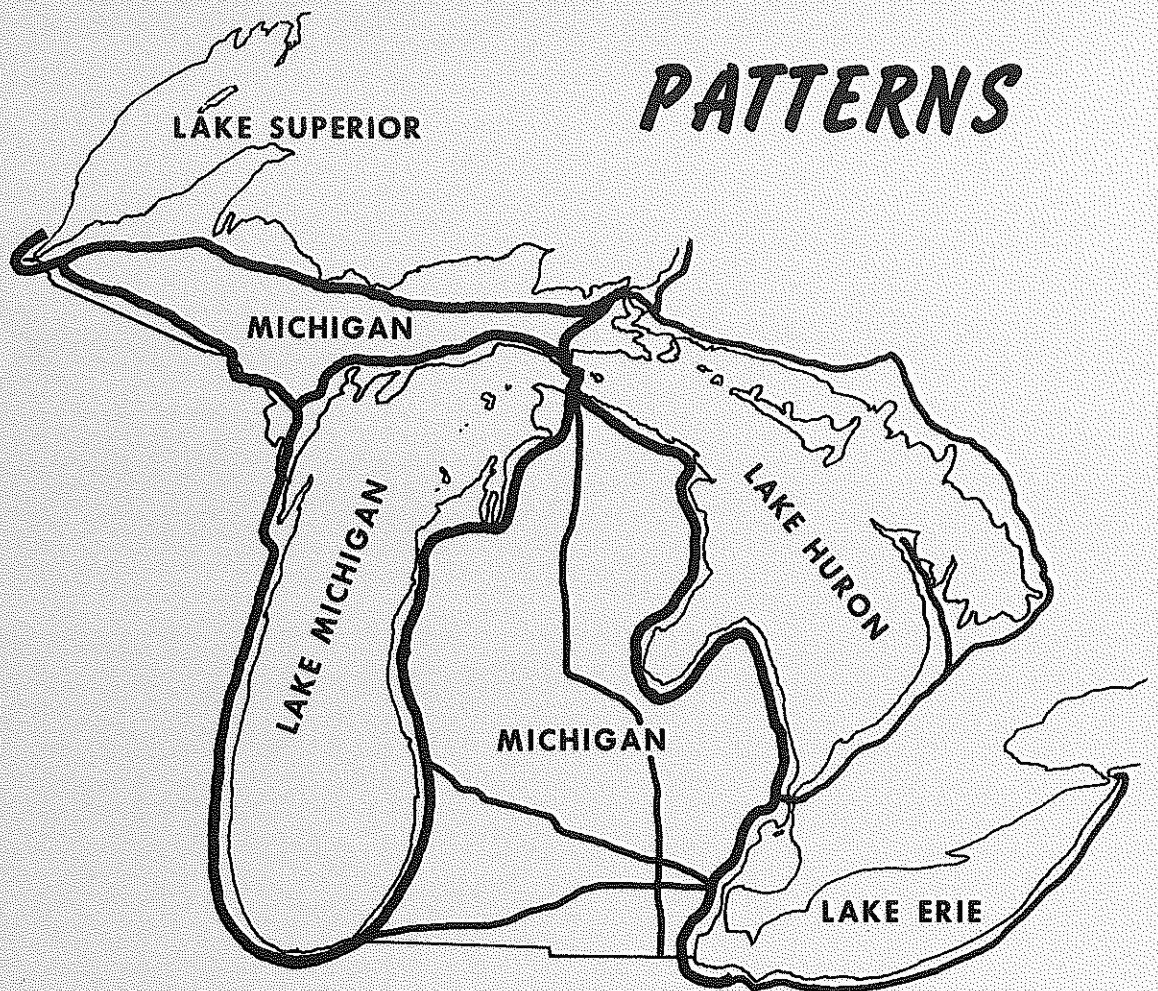
This apparent oddity in Canadian campers reflects the extensive cross-Michigan travel by Canadians between Port Huron and Ironwood.

# SECTION F

*TRAFFIC*

*ROUTE*

*PATTERNS*



SECTION F

TRAFFIC ROUTE PATTERNS OF PERSONS  
USING TOURIST INFORMATION CENTERS

Both the origin and destination factor in the survey and the reports of supervisors concerning the tour routes of their clientele reveal a transcontinental path through Michigan and a pattern of Great Lakes circle tours in which Michigan becomes one segment of three or more distinct touring routes.

Transcontinental Traffic Through Michigan

The Great Lakes constitute a barrier to travel between northeastern states and those northern states west of Lake Michigan and Lake Superior.

Eastern travelers using Buffalo, New York as a point of departure long have been accustomed to crossing a finger of Canada which extends southward as far as Detroit and entering Michigan either at Detroit or at Port Huron.

Part of both groups cross Michigan from east to west, to leave either at New Buffalo for destinations in Chicago or other points west and south, or to leave at Muskegon and Ludington by car ferry service to Wisconsin.

Other westbound travellers turn north to Mackinaw City and St. Ignace to use the upper peninsula as a land bridge to destinations like Duluth and Winnipeg. West of St. Ignace they are joined by another traffic stream entering Michigan from the Canadian Soo and likewise bound westward across the upper peninsula.

The scope of this traffic became apparent in the first routine check of origin and destinations of out-of-state visitors and is indicated in the listing below, which lists the percentage of out-of-state visitors having out-of-state destinations but intending to spend one or more nights in Michigan.

Out-of-State to Out-of-State  
[One or More Nights in Michigan]

Coldwater. . . . .	0.6 percent
Ironwood . . . . .	5.1 percent
Mackinaw City. . . . .	5.8 percent
Menominee. . . . .	7.1 percent
Monroe . . . . .	11.9 percent
New Buffalo. . . . .	24.6 percent
Port Huron . . . . .	53.7 percent

The indication that 53 percent of the out-of-state visitors interviewed at Port Huron have out-of-state destinations is remarkable. It would include, naturally, numbers of Canadians on weekend shopping trips to Detroit - "round trippers".

However, these visitors also record numerous inquiries for Muskegon and Ludington car ferry schedules.

A further spot check at the Port Huron Center of out-of-state visitors with out-of-state destinations indicates that this stream of motorists constituting more than half of the Port Huron visitors could be channeled along the following routes:

South to Ohio on I-75. . . . .	10 percent
West to New Buffalo on I-94. . . . .	15 percent
West to car ferries on I-96. . . . .	10 percent
North to Sault Ste. Marie on I-75. . . . .	25 percent
North to Ironwood on I-75 and US-2 . . . . .	40 percent

Exhibit XXVII traces these routes from Port Huron to New Buffalo, to Muskegon and Ludington car ferries, to Monroe, and to the upper peninsula.

A further breakdown of declared destinations of tourists from other states and Canada entering Michigan at Port Huron indicates that of 266 touring parties interviewed, 137 or 51.5 percent, had destinations in 36 Michigan counties. The other 129, or 48.5 percent, gave 16 other states or Canada as their intended destinations.

Of the 137 who gave Michigan counties as their destinations, it should be noted that in the following list of six counties four are the sites of international bridges or car ferry terminals and the tourists who travelled there may have had destinations beyond them.

<u>County</u>	<u>Number of Touring Parties</u>
Wayne (Ambassador Bridge) . . . . .	25
Chippewa (International Bridge) . . . . .	17
Mackinac. . . . .	9
Mason (Car ferry terminal). . . . .	11
Oakland . . . . .	7
Muskegon (Car ferry terminal) . . . . .	5

Five gave the upper peninsula as a general destination, and six indicated western Michigan. It is quite probable that these eleven tourists also had out-of-state destinations.

Of the 129 touring parties interviewed who gave other states or Canada as their destinations, several groups probably followed certain definite routes, as follows:

--20 percent gave destinations as Illinois, Indiana, and California and to reach those destinations, probably followed I-94 from Port Huron to New Buffalo.



--13.1 percent gave destinations as Tennessee and Florida and most probably followed I-75 from Port Huron to Monroe.

--26.3 percent gave destinations as Montana, Wyoming, Minnesota, and other northern states and followed I-75 to Mackinaw City and US-2 to Ironwood.

--40 percent gave destinations as Canada and took routes to Detroit, Sault Ste. Marie, and Ironwood about in the proportions suggested above. The number of touring groups in this classification was 52, but since each expressed the intention of spending one or more nights in Michigan, the Canada-to-Canada "round trippers" on one-day shopping trips to Detroit were eliminated and the sample reflects only those Canadian residents who were tourists by definition.

### Great Lakes Circle Tours

Michigan, particularly the upper peninsula, benefits from portions of three popular Great Lakes circle tours undertaken by numbers of tourists, both Michigan and out-of-state, travelling in both directions.

Exhibit XXVIII outlines the principal circle tour routes.

All three tours traverse or touch upon the upper peninsula and two of them traverse either the western or the eastern shoreline of the lower peninsula.

Any one of the tours may originate at any point on the shorelines of Lakes Michigan, Superior, or Huron and may proceed in either direction.

The Lake Michigan circle tour, probably the oldest, might originate at New Buffalo, skirt the western Michigan shoreline to Mackinaw City, follow the southern shore of the upper peninsula to Menominee and return to Chicago through Wisconsin.

The Lake Huron circle tour, if it originated at Port Huron, would follow the eastern Michigan shoreline to Mackinaw City, cross the upper peninsula to the Soo and return around the eastern side of Lake Huron over Ontario highways.

The Lake Superior circle tour, if it originated at the Canadian Soo, might follow the northern shore of Lake Superior to Duluth, follow the Minnesota shoreline to Ironwood and cross the entire upper peninsula back to the Michigan Soo.

The theme of cross-state travel from Ironwood to Sault Ste. Marie can easily be developed further.

A tabulation of 234 tourists who entered Michigan at Ironwood and gave Chippewa County or the Soo as their destination reveals that 66 percent intended to spend no more than one night in Michigan.

Another 14 percent indicated a stay of not more than two nights in Michigan.

These visitors obviously were not making round trips into the upper peninsula, but were crossing it to reach the International Bridge and Canada.

In fact, 17 percent of these 234 visitors gave "passing through" as the primary purpose of their trips and sightseeing as a secondary interest.

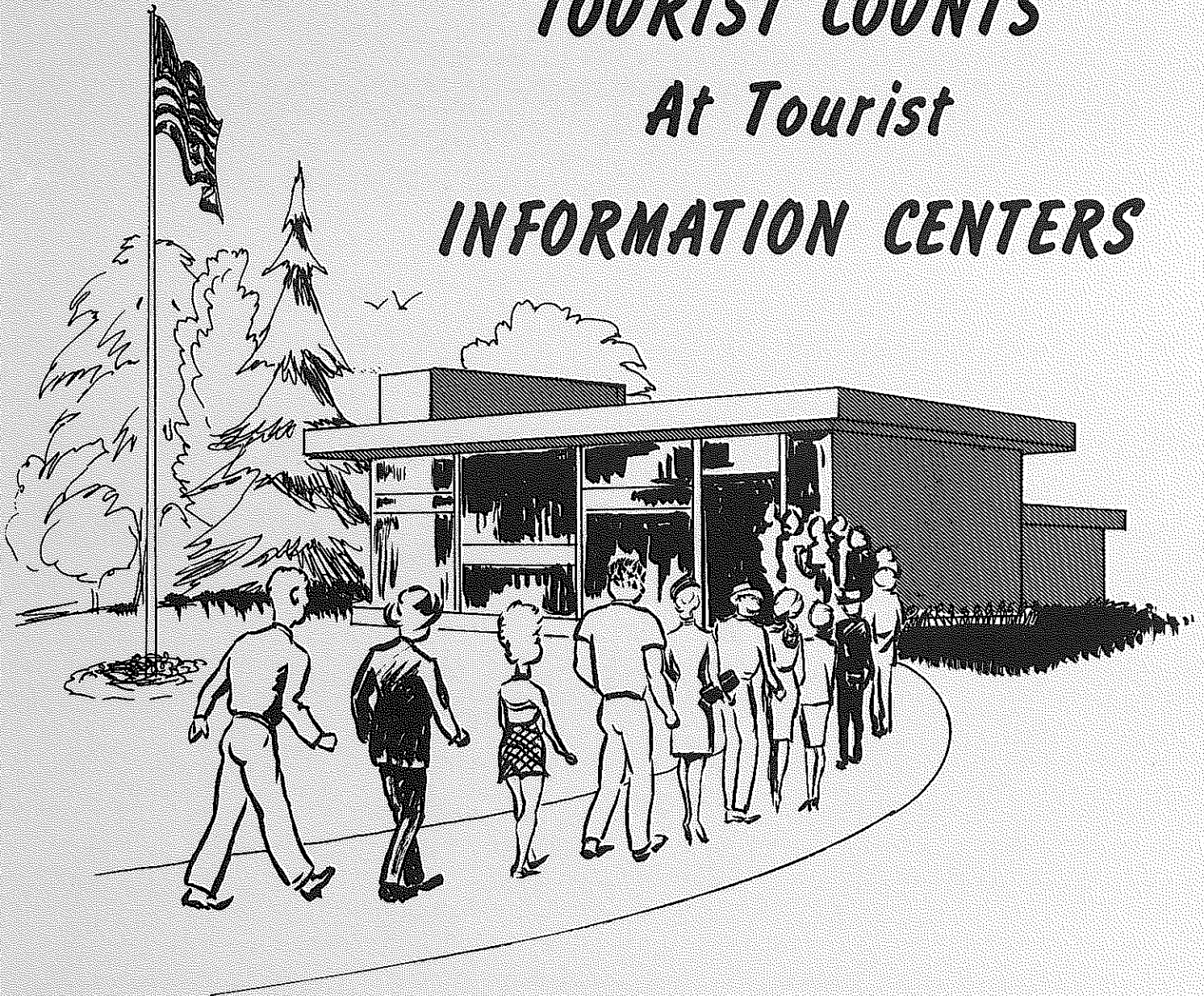
Any one of these popular routes covers long distances in Michigan and two of them have a common meeting point at Mackinaw City.

Promotion of these three tours by Michigan interests would seem to be of the utmost importance. Potentials for promotion of these vacation routes would be endless. All of them traverse the most scenic areas of Michigan and prime resort country.

The Province of Ontario, recognizing the attraction of circle routes, shows the upper peninsula of Michigan on its own highway map, indicating M-28 and US-41 as the circle route from Ironwood to the Soo and the shortest way back to Canada.

# SECTION G

## *TOURIST COUNTS At Tourist INFORMATION CENTERS*



## SECTION G

TOURIST COUNT AT INFORMATION CENTERS

From March through August, 1963, the Tourist Information Centers served 245,947 persons. Within a reasonable margin of error, this is the number of persons who actually were served at the Centers. It does not include the families who might have remained in automobiles outside, or used the picnic facilities adjoining some of the Centers.

This tabulation includes temporary units at Ironwood, Port Huron, and Monroe, locations at which permanent facilities will be built for use in 1964. It is expected that the number of persons using these permanent facilities will be several times the number using temporary facilities at the same locations.

The Highway Department expects to serve in excess of 300,000 persons at these Centers in a comparable time period in 1964. It is likely that the number of travellers using these Centers in succeeding years will parallel in growth the general traffic-increase projections for the state as a whole. In all Centers except Mackinaw City, these travellers were accommodated without undue waiting. At Mackinaw City, at times, the demand exceeded the capacity of the employees and there were lines waiting to be served.

Exhibit XXIX shows comparative numbers of visitors who received service at various Information Centers during July and August, 1963. Exhibit XXX illustrates peaks of tourist traffic during the 1963 tourist season.

REPORT OF VISITORS  
AT TOURIST INFORMATION CENTERS BY MONTH DURING 1963

	<u>Ironwood</u>	<u>Menominee</u>	<u>Mackinaw City</u>	<u>Port Huron</u>	<u>New Buffalo</u>	<u>Monroe</u>	<u>Coldwater</u>	<u>Total</u>
March	--	367	332	--	--	--	--	699
April	--	801	1,079	--	2,349	--	--	4,229
May	--	1,499	2,173	--	5,026	--	--	8,698
June	956	5,475	11,340	1,092	12,569	4,001	841	36,274
July	5,597	13,150	37,077	3,628	20,251	8,115	2,640	90,458
August	<u>6,232</u>	<u>14,964</u>	<u>47,360</u>	<u>3,076</u>	<u>22,163</u>	<u>9,003</u>	<u>2,791</u>	<u>105,589</u>
Total	12,785	36,256	99,361	7,796	62,358	21,119	6,272	245,947

## Interpretations of Tourist Center Traffic Counts

Daily counts of tourist traffic at all seven Information Centers (using August as a representative month), reproduced in the following table, seem to reveal at first no consistent pattern of tourist travel. Peak traffic at various Centers falls on different days of the week. However, days of highest traffic count at particular Centers follow this general schedule:

New Buffalo	- Saturday and Monday
Coldwater	- Saturday and Sunday
Monroe	- Sunday and Monday
Menominee	- Saturday and Monday
Ironwood	- Thursday
Mackinaw	- Tuesday
Port Huron	- Sunday and Thursday

The geographical location of the Centers and the comments of the supervisors in their weekly reports, offer a clue to a traffic pattern.

A wave of northbound summer tourists originating in the urban centers of Indiana, Ohio, and Illinois passes through the Centers in the southern part of Michigan - New Buffalo, Coldwater, and Monroe - on Saturday and Sunday.

The same northbound wave, advancing on the Wisconsin side of Lake Michigan, reaches Menominee on Monday and Ironwood on Thursday.

Both arms of the wave meet at Mackinaw City on Tuesday, and traffic counts there far exceed the totals for any other Center.

New Buffalo, which has its highest volume of northbound weekend traffic on Saturday, experiences another high volume on Monday, and 24.6 percent of Monday traffic, according to tourist interviews, is southbound to Indiana, the Chicago and Milwaukee metropolitan areas, and to western states.

Port Huron, which records the greatest number of visitors on Sunday, indicates another peak of traffic on Thursday. This Center, however, occupies a special position. Of all the motorists who stop at the Port Huron Center, nearly two-thirds have out-of-state license plates and out-of-state destinations and are using Michigan as part of a transcontinental route between New England and the northwest.

A table indicating the pattern of daily traffic for a representative summer month follows:

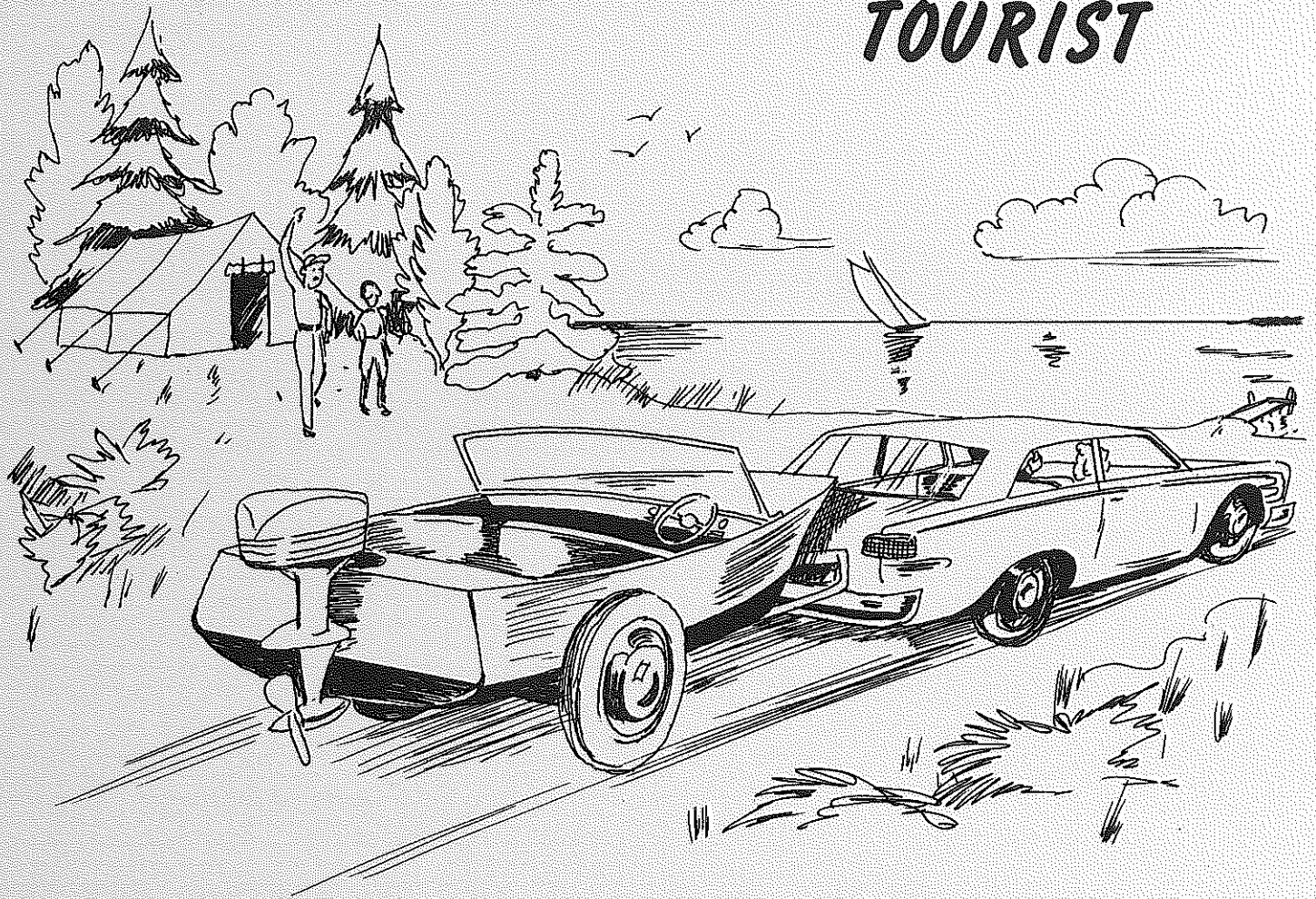
REPORT OF VISITORS AT TOURIST INFORMATION CENTERS  
FOR AUGUST, 1963

<u>Date</u>	<u>Day</u>	<u>Ironwood</u>	<u>Menominee</u>	<u>Mackinaw City</u>	<u>Port Huron</u>	<u>New Buffalo</u>	<u>Monroe</u>	<u>Coldwater</u>	<u>Total</u>
1	Thurs.	246	433	1,226	68*	533	263	63	2,832
2	Fri.	170	364	1,179	140	642	214*	82	2,791
3	Sat.	245	713	1,581	147	1,627	175*	119*	4,607
4	Sun.	230	533	1,698	197*	778	445	145	4,026
5	Mon.	257	632	2,369	142	908	409	125	4,842
6	Tues.	249	657	1,888	115	712	409	78	4,108
7	Wed.	351	628	1,741	171	456	276	79	3,702
8	Thurs.	209	431	1,581	110	414	242	76	3,063
9	Fri.	232	466	1,483	51*	648	35*	33*	2,948
10	Sat.	220	484	1,656	126	927	500	141	4,054
11	Sun.	232	426	1,472	180	925	469	148	3,852
12	Mon.	94*	500	1,711	110	904	295	95	3,709
13	Tues.	297	573	1,556	47*	852	181*	41*	3,547
14	Wed.	301	524	2,019	88	645	235	90	3,902
15	Thurs.	254	408	1,381	104	605	270	68	3,090
16	Fri.	4*	492	926	84	592	230	85	2,413
17	Sat.	261	575	1,506	35*	1,013	349*	93	3,832
18	Sun.	202	492	1,461	65	1,096	395	149	3,860
19	Mon.	190	635	1,793	109	984	223*	84*	4,018
20	Tues.	202	588	1,826	85	708	290	79	3,778
21	Wed.	255	543	1,507	123	502	265	134	3,329
22	Thurs.	235	530	1,420	95	466	293	112	3,151
23	Fri.	184	356	1,460	92	645	237	107	3,081
24	Sat.	190	507	1,547	Rained Out	661	350*	104	3,359
25	Sun.	161	392	1,488	100	783	460	89	3,473
26	Mon.	161	502	1,442	115	706	370	80	3,376
27	Tues.	142	318*	1,587	96	543	218	62	2,966
28	Wed.	63*	278*	1,447	27*	313	160	34	2,322
29	Thurs.	198	348	887	96	538	178	45	2,290
30	Fri.	100*	285	868	55	418	184	68	1,978
31	Sat.	97	351	1,654	103	619	383	83	3,290
Totals		6,232	14,964	47,360	3,076	22,163	9,003	2,791	105,589

\* Closed portion of day

# SECTION H

## *The* **WATER SPORTS** **TOURIST**



SECTION H

CHARACTERISTICS OF THE TOURIST INTERESTED IN WATER SPORTS

To test some of the internal correlations that can be extracted from the data gathered during this survey, an attempt was made to analyze in more detail those travellers who gave an interest in water sports as the primary purpose of their trips.

The water sports group was selected for study because the group was proportionately larger than groups travelling for business or to visit friends and relatives and more narrowly defined in interests than the group interested generally in public attractions and sightseeing.

The paragraphs that follow summarize some of the characteristics observed in 382 interviews with resident and out-of-state tourists interested in bathing, boating, water skiing and skin-diving activities.

These characteristics are treated in more detail in the pages that follow:

Profile of a Water Sports Tourist

Origins

The majority - more than 80 percent - of tourists stopping at Tourist Information Centers interested in water sports are Michigan residents or come from the adjoining states of Ohio, Indiana, Illinois, and Wisconsin.

In this respect the group is similar in origin to the majority of the total sample surveyed.

Michigan	11.2 percent	Western States	0.5 percent
Illinois	33.6 percent	Southern States	<u>2.1</u> percent
Indiana	18.2 percent		2.6 percent
Ohio	11.0 percent	Eastern States	4.4 percent
Wisconsin	<u>7.5</u> percent	Central States	<u>4.7</u> percent
	81.5 percent		<u>9.1</u> percent
Canada	5.7 percent	Other origins	1.1 percent

The percentages of water sports tourists coming from Michigan and adjoining states is much higher than the average for all types of tourists who stopped at the Tourist Information Centers. The percentages coming from more distant states is correspondingly lower.



This would indicate that water sports tourists do not travel great distances to their destinations, perhaps, because of the amount of equipment, including boats, which they transport.

#### Destinations of Tourists Interested in Water Sports

Water sports tourists, using Information Centers, indicated destinations in 58 of Michigan's 83 counties with concentration for the most part in counties near the Soo and the Straits of Mackinac. Exhibit XXXI illustrates this distribution. Consequently, percentages of tourists who visited individual counties are small and well divided over most of the state.

The county receiving the largest percentage of water sports tourists - 8.3 percent - was Chippewa. Water sports in this county is the subject of a separate treatment in this discussion.

Counties adjacent to Chippewa - Mackinac, Luce, and Schoolcraft - also received more than token numbers of water sports tourists, as did the two counties to the south across the Straits of Mackinac - Emmet and Cheboygan.

The majority of water-sports tourists was apparently concentrated in these areas and in a strip of counties along the western shore of the lower peninsula. Berrien, Allegan, Ottawa, Muskegon, Mason, and Manistee counties all were favorite destinations for bathers and boaters.

Grand Traverse and Leelanau Counties, noted for beaches and inland lakes, also drew higher than ordinary numbers of water sports tourists. Roscommon County, site of Houghton and Higgins Lake resort areas, had good representation.

Wayne County, partly because it is a magnet for tourist traffic of all kinds and partly, perhaps, because of its extensive marinas and boating facilities, also attracted a fair share of water-sports tourists.

Berrien, Branch, Menominee, and Gogebic Counties all have Information Centers or mobile units on the spot to record the entrance of visitors who make only short excursions into Michigan. The phenomenon of the tourist who penetrates only 10 to 50 miles into Michigan has been noted elsewhere.

It is quite probable that, if Information Centers were maintained in every county along the state's boundaries, each would record these short-time, short-distance excursions by boaters, bathers, and fishermen from Ohio, Indiana, Illinois, and Wisconsin.

#### Length of Stay of Water Sports Tourists

Variations in length of stay among water sports tourists from four adjoining states seem to be influenced by the geography of the states involved.

In the table below it will be noted that only 7 percent of water sports tourists from Wisconsin make weekend trips to Michigan, probably because of the similarity in terrain between northern Wisconsin and the upper peninsula of Michigan. On the other hand, 23.7 percent of water sports tourists from Ohio make weekend trips to Michigan. This latter group probably gets no farther into Michigan than the southern tier of Michigan counties adjoining the Ohio boundary.

<u>Origin</u>	<u>Length of Stay</u>			
	<u>1-2 days</u>	<u>3-6 days</u>	<u>7-13 days</u>	<u>14 or more</u>
Michigan	18.5%	34.9%	37.3%	9.3%
Illinois	13.3%	31.2%	43.0%	12.5%
Indiana	13.0%	33.4%	40.6%	13.0%
Ohio	23.7%	19.1%	33.4%	23.8%
Wisconsin	7.0%	48.2%	37.9%	6.9%
Canada	22.7%	54.6%	22.7%	0.0%

Percentages below compare length of stay by water sports tourists with length of stay by all tourists as a group:

	<u>Length of Stay</u>			
	<u>1-2 days</u>	<u>3-6 days</u>	<u>7-13 days</u>	<u>14 or more</u>
All Tourists	37.2%	42.9%	15.9%	4.0%
Water Sports Tourists	14.0%	35.0%	37.7%	13.0%

The water sports tourist, perhaps because of his preference for camping, resorts, and rented cottages, seems less inclined to weekend trips and more inclined than other visitors to stay one week, two weeks, or longer.

#### Water Sports Tourists with the Same Destination - Chippewa County

Travellers entering at the same Center - New Buffalo - and giving water sports as their trip interest and Chippewa County as their destination show a variation in their choice of accommodations from the average of the water sports group as a whole.

Chippewa County was selected because of the comparatively high percentage - 8.3 percent - of all tourists who gave that county as their destination.

Among the water sports group as a whole, 40 percent preferred camping and 29 percent preferred motels.

#### New Buffalo to Chippewa County

In the New Buffalo-to-Chippewa group of water sports tourists, exactly 50 percent preferred camping and the other 50 percent preferred motels.

The 50 percent who preferred camping indicated an average stay of 12 days. The 50 percent who preferred motels indicated an average stay of 9 days.

Those tourists who indicated sightseeing instead of water sports as their purpose of trip showed a different pattern of preference in accommodations: only 32 percent of sightseers preferred camping and 68 percent preferred motels.

Comparative lengths of stay for both groups of sightseers remained essentially the same: 9 days for campers and 7.3 days for motel patrons.

#### Ironwood to Chippewa County

An attempt to compare the behavior of the tourists described above with that of a similar group also bound for Chippewa County, but entering the state at another location, turned up some surprising contrasts.

During July and August, 234 tourists entering the state at Ironwood gave their destinations as Chippewa County, but not one gave water sports as the primary trip purpose.

Of the sightseers in this sampling, 55 percent were campers as opposed to 32 percent campers interviewed at New Buffalo, and 45 percent preferred motels as against 68 percent at New Buffalo.

Average length of stay among sightseers for both campers and motel patrons was a brief 1.8 days, far shorter than the average 9 days for campers and 7.3 days for motel patrons observed among tourists with identical destinations and trip purposes at the New Buffalo Center.

#### Water Sports Tourists Prefer Camping

The preference of tourists interested in water sports for camping rather than motel accommodations is demonstrated in the tables below.

The tables also demonstrate the extent of the shift among water-sports enthusiasts toward resorts and rented cottages, which are used by only small minorities of tourists with other trip purposes.

Based on a series of 382 interviews with water-sports tourists, a tabulation shows that of the 40 percent who preferred camping, 152 parties camped for a total of 1,281 nights and stayed for an average of 8.3 days in Michigan.

Of the 29 percent of water-sports tourists who preferred motel accommodations, 111 parties spent 795 nights in motels for an average stay for each party of 7.1 days in Michigan.

Of the 7 percent who preferred resorts, 31 parties spent 256 days at resorts for an average stay of 8.2 days.

Of the 15 percent who preferred rented cottages, 60 parties spent 651 days in Michigan for an average stay of 10.8 days.

	<u>All Tourists</u>	<u>Water Sports Tourists Only</u>
Motel	56.0 percent	29.0 percent
Camping	28.0 percent	40.0 percent
Friends	7.0 percent	1.2 percent
Hotel	3.0 percent	.002 percent
Resort	--	7.0 percent
Cottage	--	15.0 percent

It should be apparent from the above that tourists interested in water sports tend to stay longer in the state than tourists with other interests.

They also would tend to remain in one location and to spend all their time in one area, as opposed to the sightseeing motel patron who travels almost daily from one location to another.

A further reinforcement of the belief that water sports tourists prefer camping, resorts, and rented cottages can be observed in the table on page 30. The shift away from the average preference for motels is apparent at all Centers.

The figures for the Ironwood Center should be disregarded, since three is not a valid sample. They do, however, illustrate the observation that water sports tourists are in a minority at northern Centers and much more numerous at a southern Center like New Buffalo.

The preference for resorts indicated by water sports tourists interviewed at Coldwater and Monroe seemed to indicate a concentration of destinations close to these Centers. Further investigation, however, disclosed that each of the parties of water sports tourists had a destination in a different Michigan county - some in the Traverse Bay area, some in western Michigan, and some in eastern Michigan. The distribution of these several parties followed in general the distribution of water sports tourists as a group.

PREFERENCE IN TYPE OF ACCOMMODATION  
WATER SPORTS TOURISTS ONLY

Sample: 382 interviews

	Number Interviewed	Motel	Camping	Friends	Resort	Rented Cottage
Coldwater	27	15.0%	35.0%	0.0%	15.0%	35.0%
Ironwood	3	66.0%				33.0%
Mackinaw City	30	30.0%	50.0%	0.0%	5.0%	15.0%
Menominee	41	22.0%	46.3%	.02%	.07%	22.0%
Monroe	34	14.7%	41.0%	.03%	23.0%	1.0%
New Buffalo	185	37.0%	42.0%	0.0%	.06%	12.0%
Port Huron	37	32.0%	43.0%	0.0%	.05%	13.0%

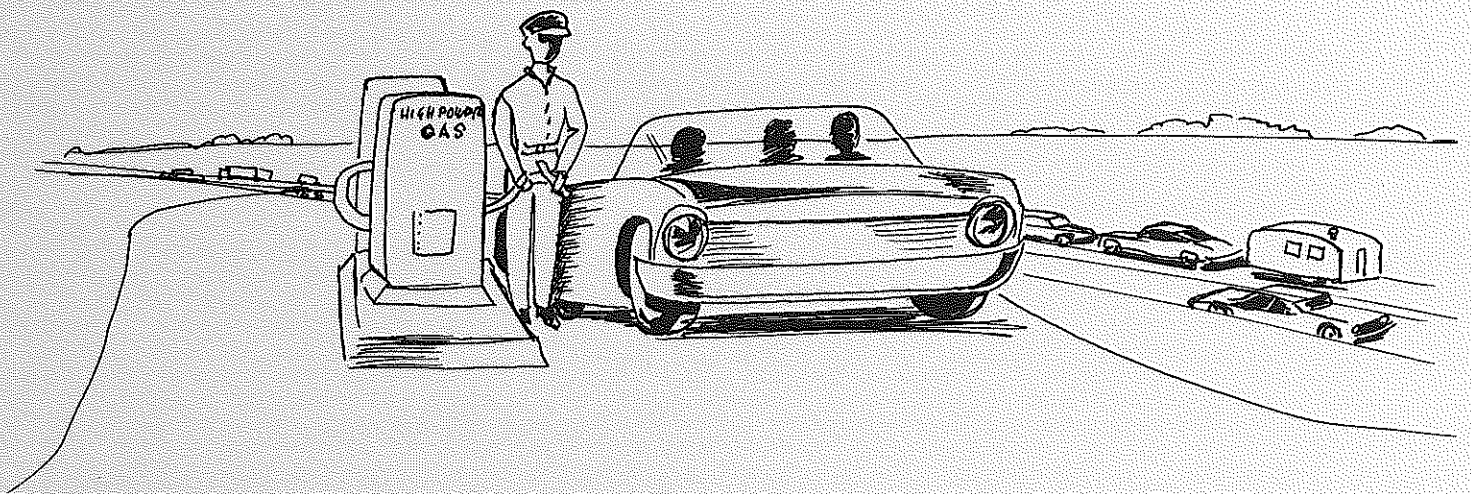
(For a table similar to the one above, but indicating the preference in type of accommodation by all tourists, see Section D.)

# SECTION J

*LENGTH Of Trip*

*COST Of Trip*

*PERSONS Per Car*



SECTION J

LENGTH OF TRIP, COST OF TRIP, PERSONS PER CAR

Out-of-state travellers who use the services provided by Tourist Information Centers stop for information at the beginning of their trips into Michigan.

To obtain reliable figures, instead of estimates, of number of miles driven in Michigan and total amounts of money spent on these trips, it was necessary to devise a questionnaire that could be mailed to the home addresses of these out-of-state and Michigan residents and filled out by the tourist in his home community after he had completed his trip.

Names and addresses of tourists were obtained from a "Guest Register" displayed at all Centers on days during which no personal interviews were conducted. This eliminated the possibility of interviewing the same tourist twice.

The mail-back questionnaire requested the same information as the on-scene questionnaire, with the addition of questions on number of miles driven in Michigan, number of days spent in Michigan, and amount of money spent in Michigan.

Response to the mail-back questionnaire was exceptionally good. More than 52 percent of 5,500 questionnaires were filled out and returned.

A final tabulation of 2,660 questionnaires returned by both Michigan residents and out-of-state residents produced the following average figures for length, duration, cost of trip, and number of persons per car for both Michigan residents and out-of-state residents:

Average Length of Trip - 875 Miles

The resident of Michigan using Tourist Information Centers, because his trip was a round trip within Michigan, drove 265 miles more than his out-of-state counterpart who may merely have passed through Michigan as part of a circle tour.

Michigan residents	1,070 miles per trip
Out-of-state residents	805 miles per trip

Average Number of Days Per Trip - 6.20 Days

The Michigan resident is already in the state at the start of his vacation. Therefore, he can spend more days in touring than the out-of-state traveller who arrives in Michigan on the second or third day of his vacation and must leave a day or two before it is over.

Michigan residents	7.21 days per trip
Out-of-state residents	5.84 days per trip

Average Cost of Trip - \$167.44

Because his trip was longer, both in days and in miles driven, the Michigan respondent to the questionnaire reported an expenditure of about \$21 more on his trip in Michigan than the out-of-state respondent. Car expense was included in the total cost of all trips.

Michigan residents	\$183.00
Out-of-state residents	\$161.83

Average Cost Per Day - \$27.00

Theoretically, the average cost per day should have been the same for both Michigan and out-of-state residents. The figures show, however, that the average out-of-state resident spent \$2.33 more a day than the Michigan resident. Average daily mileage was about the same.

Michigan residents	\$25.33
Out-of-state residents	\$27.71

Average Number of Persons Per Car - 3.89

The Michigan respondent to the questionnaire differed from the out-of-state respondent in average number of persons per car. He may have been able to leave some of the older children at home with relatives, whereas the out-of-state tourist may have felt obliged to take along the whole family.

Michigan residents	3.81 persons per car
Out-of-state residents	3.92 persons per car

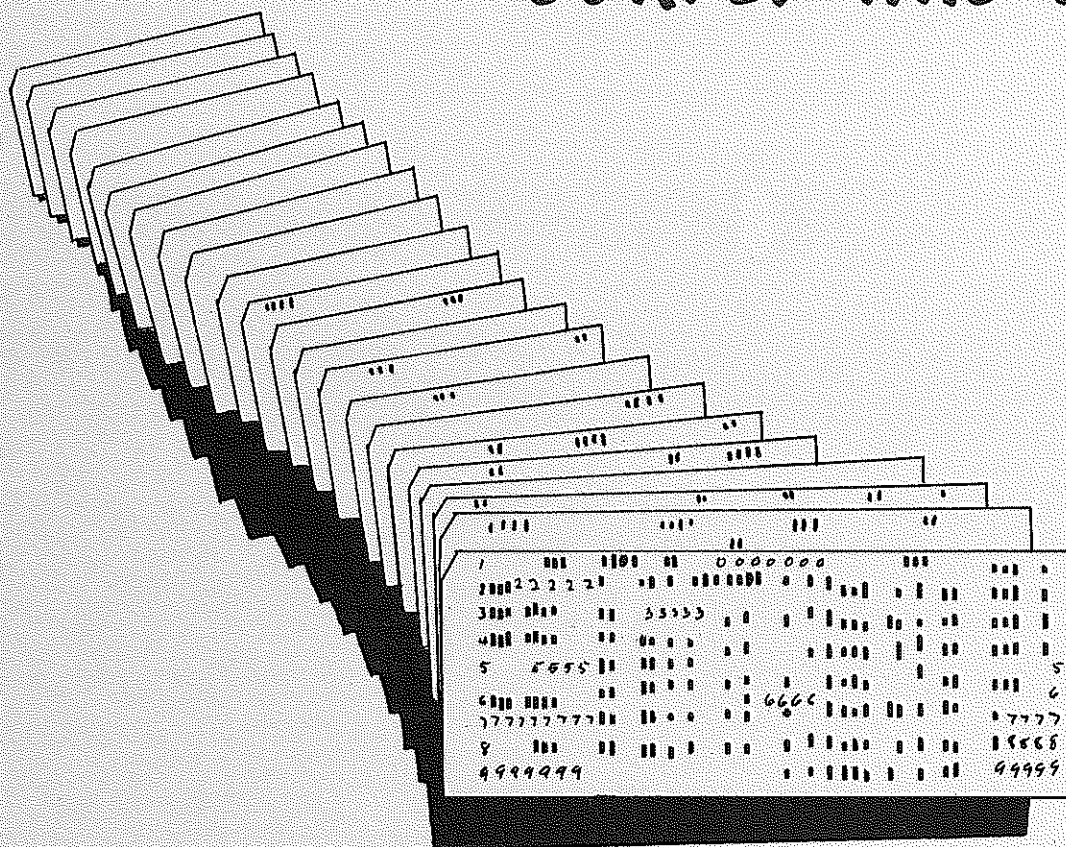


# SECTION K

*HOW*

*This*

*SURVEY WAS RUN*



## SECTION K

### HOW SURVEY WAS RUN

Data for this study were obtained from questionnaires filled out at the time the visitor was served in the Tourist Information Center and from mailed-in questionnaires from visitors not interviewed on the scene.

On-scene interviews totalled 8,527. Mailed-in questionnaires totalled 2,660. Together, these represent 4.5 percent of the travellers served at the Tourist Information Centers.

The on-scene interviews were conducted on Fridays, Saturdays, Sundays, and Tuesdays, and the mailed-in questionnaires were distributed to those persons who signed a registration book at the Center on the remaining three days of the week.

The response for mailed-in questionnaires totalled 49 percent.

The on-scene questionnaires listed the location of the Center, the date, day of the week, the origin, and destination of the tourist by 83 counties, 50 states, and 11 foreign countries. Inquiry also was made as to the number of persons in the party, without distinction as to sex or age.

In nine categories under "Purpose of Trip", the tourist was asked to indicate his first, second, and third intentions and the approximate number of days he intended to devote to each, since it was realized that a person visiting Michigan on a business trip might extend his stay to include a weekend of fishing or sight-seeing or that a party primarily in the state to visit relatives might stay only one night in a private home and the balance of his time in a motel in another location.

Accommodations involved nine categories and included a breakdown of nights within accommodations. In addition, the total number of nights was separately recorded.

The data are machine processed in Lansing. Any internal correlation desired can be obtained.

The type of service given by the counsellor was also recorded as a guide to internal training programs for Tourist Information Center personnel.

The mailed-in questionnaire reported essentially the same information with the additional factor of the amount of money spent in Michigan on the trip and comments on any aspect of Michigan's highways, tourist industry, or hospitality generally.

To eliminate replies from casual drop-ins at Tourist Information Centers, the on-scene questionnaire was used only for those tourists who fell within a definition arbitrarily adopted for this survey. Under this definition, a tourist is defined as: "any person, resident, or nonresident, travelling in Michigan by automobile with the intention of remaining overnight away from his home community." No such advance distinction could be made in the mail questionnaire, nor was it necessary, because the mail-backs came almost totally from visitors staying for at least one night.

The purpose of the survey was, first, to provide information of value to the management of the Tourist Information Centers in improving the service in accordance with the expansion program approved by the Michigan Legislature; and, second, to provide information of value to persons and groups interested in tourist developments.

Under the first purpose, for example, the reports will enable Information Service management to accommodate variations among stations in origin and destination of tourists. This can be accomplished by appropriate adjustments in the training of seasonal employees and the placement of tourist literature of all kinds.

The second purpose is served by the guidance value of the general results herein reported, keeping in mind always that the particular tourists involved are only those who stopped for information at Tourist Information Centers at seven locations.

In setting up the survey, it had to be kept in mind that the on-scene questionnaires were to be handled for the most part by 90-day seasonal employees. These employees, chosen from Civil Service rolls, are not professional survey interviewers. They are, however, intelligent employees, whose interest in their work was remarked on by a great number of visitors.

It was desirable that the information reported be such that similar reports each year would have an accumulative value for comparisons. It is intended to carry on this reporting each year, but, with fewer individual questionnaires. The August results in this study so closely parallel the July results in percentage breakdowns that lessening the number of questionnaires will not devalue the consistency of the study next year.

# SECTION L

## *TOURIST ACCEPTANCE Of Tourist Information SERVICES*



SECTION L

TOURIST ACCEPTANCE OF TOURIST INFORMATION SERVICE

In providing routing and information service to 246,000 visitors to Michigan through August 31, 1963, Tourist Information Center supervisors and counsellors have had the opportunity to meet, face-to-face, every conceivable type of traveller.

To date, the Information Service has received one complaint from a disgruntled traveller who complained that the counsellor of the Center he visited was "arrogant". The complainant did not identify himself and efforts to locate him and to inquire into the specific nature of his problem produced no reply. More than 246,000 visitors to this and other Centers did not remark adversely on the work of the supervisor and counsellors at any of the seven Information Centers.

On the contrary, notes and comments on hundreds of mail-back questionnaires, were highly congratulatory. Typical comments on the Travel Information Service were:

"Very good. The gentleman who helped us was most cooperative. He answered all our questions. He was courteous, congenial, and an asset to your state."  
-Sioux City, Iowa

"Very good. In fact, it was responsible for our staying the extra days in Michigan."-Bloomington, Indiana

"It was very good, and due to the information we received here we made a side trip to Sault Ste. Marie which wasn't in our original plans."-Englewood, Colorado

"Excellent. More states should do this type of thing."  
-Warren, Illinois

"Best we've seen in our vacation travels."-Akron, Ohio

"Was excellent and far better than other places we have travelled to."-Shorewood, Wisconsin

"The young man gave us more things to do than we could finish this year. Expect to go back and finish another time. His information was so easy to follow, it made our trip very pleasant. Thank you for helping us to have one of the best and most beautiful trips we have ever had."-Fort Wayne, Indiana

"Good. You should have sent me a questionnaire two years ago."-Hattiesburg, Mississippi

"Your state is one of the best for people travelling that we have been into."-Warren, Ohio

"We certainly appreciated all the information we received. We're keeping it all for future reference. Wish other states would offer same."-Flint, Michigan

"Michigan's Highway Department was the best we ran across. In most of the other states our information came from gasoline stations."-Royal Oak, Michigan

"We met your Information Centers while entering from Toledo and in Ironwood area. Very helpful. Keep it up."  
-Staten Island, New York

"I was very pleased with assistance given at a mobile Information Center. The man there was very helpful and courteous."-Danville, Illinois

"Your helpers at the Information Center were helpful and friendly. We're singing your praises."-Milwaukee, Wisc.

"One of the best for helpfulness, courtesy, and politeness. I would say it is on a par with Canada and would advise anybody I know to stop and use it."  
-Milltown, New Jersey

"Excellent. More states ought to provide such information and make it accessible."-Tacoma, Washington

"Excellent. Very helpful in planning what to see and do."-Buffalo Center, Iowa

"Excellent. Wish other states had similar service."  
Arlington Heights, Illinois

"Excellent. Location very good as the travellers cross the State line."-Rochester, New York

"Very much impressed with Michigan's tourist information pamphlets and highways. The best we have encountered on our travels from California."-Berkeley, California

"We did appreciate the mobile unit that gave us our information on entering your state."-Danville, Illinois

"You have fine, complete information. I wish other states did as well as you."-Champaign, Illinois

"Excellent in average size towns. Couldn't find any in Detroit or Flint. This survey is one heck of a good idea."-Rochester, Minnesota

## Tourists Request Specific Information

Tourist Information Center supervisors all report that most tourists demand detailed and specific information.

A tourist who picks up a brightly-colored advertising folder because he is attracted by a five-color photograph of a sylvan lake reflecting the setting sun is likely to ask practical questions:

"How deep is this lake?", "Does it have any fish in it?", "Is there a sand beach?", "Is the water too cold for swimming?", "Can I rent a boat there?"

Questions related to cost are frequent. "How much is a nonresident fishing license?", "What do they charge for a motel room in Petoskey?", "What's the price of gasoline in the upper peninsula?"

Many questions are related to State laws. "My boat is registered in Ohio. Is this registration number good in Michigan?", "Can I fish in Lake Michigan without a license?"

Questions on routing and directions to destinations may be even more specific. "How do I get to Plainfield Avenue in Grand Rapids?", "My aunt lives at this address on Hooker Street, Detroit. What's the best way to get there?"

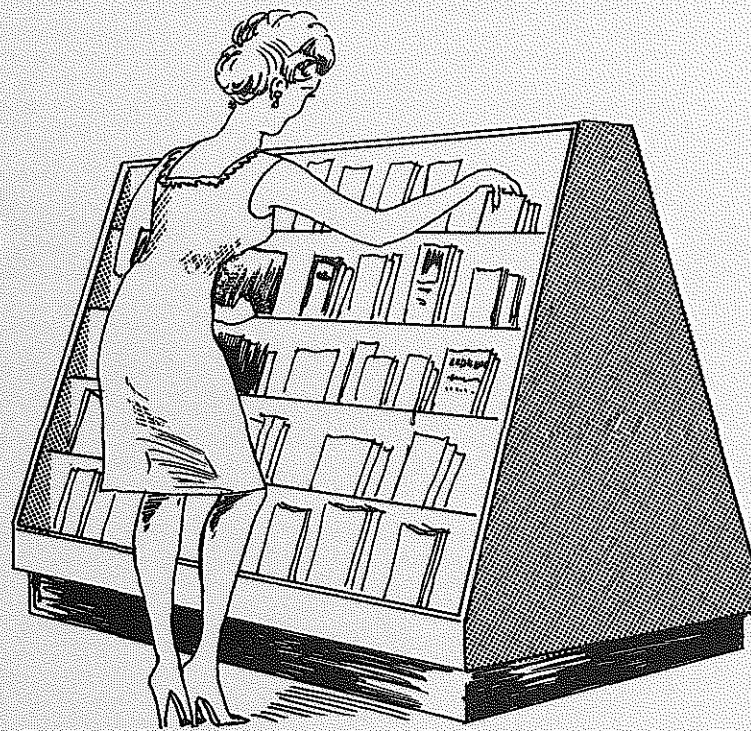
Some questions are general. "Where can I pick up Petoskey stones?", "Where will I find an Indian reservation?", "Are factory tours open on Sunday?", "Are there any museums near here?"

Answers to questions like these do not appear often enough even in the best of advertising literature.

The more varied the questions, however, the greater the opportunity for the Information Service counsellor to exercise salesmanship in pointing out the natural attractions of Michigan and to guide the tourist toward an interesting and enjoyable trip by providing him with a selection of informational literature on those subjects in which he has expressed an interest.

# SECTION M

## *DISTRIBUTION OF LITERATURE*





DISTRIBUTION OF LITERATURE AT TOURIST CENTERS

The state and regional tourist councils and associations, other agencies of state government, local booster organizations, and private industry are the source of tourist information materials distributed at all types of Tourist Information Centers.

These groups distribute materials in many ways other than through these Centers. The Michigan Tourist Council, for example, services tens of thousands of requests for information resulting from the superb-quality advertisements sponsored by the Council in national and regional media. The totals in this report, therefore, deal only with the State Highway Department Tourist Centers as distribution channels.

Except for the official highway map, which has an obvious and direct usefulness for tourists, the Michigan State Highway Department does not itself produce tourist materials. This field is capably handled by experts in other agencies and by private industry.

However, as this report shows, the Tourist Information Centers can and do serve public agencies and private industry dealing with tourists by providing a direct personal-contact channel for the distribution of tourist materials in huge quantities.

Collection of Materials

To insure that seven Tourist Information Centers were adequately stocked with descriptive and informational literature on Michigan tourist attractions, the Highway Department Tourist Information Service made direct requests to about 700 potential suppliers of Michigan literature, including all state agencies, 389 chambers of commerce and development commissions, the four regional tourist associations, 83 county road commissions, 150 privately-operated tourist attractions, and 32 ferry and excursion enterprises.

Requests to some organizations asked for a specific number of copies of literature known from previous experience to be in constant and consistent demand.

A few organizations known to have only a short supply of literature were asked for a token amount, usually 700 copies, to provide a supply of 100 copies for each Information Center.

Some organizations were asked to send as many copies of their publications as they felt willing to allot to the Highway Department for distribution.

Column 1 in the first tabulation, which deals with State agencies only, indicates the quantity of literature of all types requested by the Tourist Information Service from each agency.

Column 2 indicates the total number of copies received following the first and any subsequent requests to the agency.

Column 3 is an estimate, based on previous experience, prevailing traffic flow noted this year, and length of time before the initial supply was exhausted, of how many copies of publications could have been distributed this year if they had been available at all times during the tourist season.

<u>State Agency</u>	<u>Quantity Requested</u>	<u>Quantity Received</u>	<u>Quantity Needed for 1964</u>
Tourist Council	All Available	97,227	180,000
Department of Conservation	All Available	65,517	610,000
Department of Administration	All Available	3,000	10,000
Secretary of State	All Available	26,345	109,000

Representative examples of State agency literature of widespread appeal to tourists, but, also, in very short supply, are listed below with estimates of quantities required to satisfy tourist interest.

<u>Title</u>	<u>Quantity Requested</u>	<u>Quantity Received</u>	<u>Quantity Needed for 1964</u>
Collecting Minerals	All Available	8	20,000
Michigan Wildflowers	All Available	35	5,000
Michigan Waterfalls	All Available	1*	15,000
Public Fishing Sites	All Available	28	8,000
Traverse City State Park	All Available	50	10,000
Straits State Park	All Available	100	10,000
Welcome to Michigan State Parks	All Available	300	40,000
Michigan Canoe Trails	All Available	1*	30,000
Michigan 68 State Parks	All Available	350	30,000
Museums and Historic Exhibits	All Available	1*	21,000

\*Publications marked (\*) indicate that a sample copy only was available from the producing agency. Because of the demand, the Highway Department mimeographed quantities of the text of these items.

Tourists habitually pick up brightly-colored, attractively printed folders in preference to typographically unattractive or mimeographed matter. The appeal to tourists of various tourist information items is increased by care in the style of preparation.

## Regional Tourist Associations

A review of inventory cards pertaining to the four regional tourist associations of Michigan indicates receipt of the following quantities of literature published or distributed by those agencies. All available quantities of each publication were requested.

<u>Agency</u>	<u>Quantity Received</u>	<u>Quantity Needed for 1964</u>
Southeast Michigan Tourist Association		
Vacation Buide Book	171	15,000
Attractions and Accommodations	1,564	15,000
East Michigan Tourist Association		
Playtime Country Guide	5,182	20,000
Finest Tourist Attractions	12,000	20,000
Color Time in Michigan	500	
West Michigan Tourist Association		
Carefree Days	1,848	25,000
Family Fun Folder	5,000	25,000
Upper Michigan Tourist Association		
Official Guide	18,000	15,000
Who's Host	13,600	15,000
Upper Peninsula Finest Attractions	89,835	20,000
Michigan's Upper Peninsula	0	10,000
Waterfall Wonderland	1,326	10,000

Totals of the above columns are not given here since they are included in total receipts and quantities needed under the heading "Public Attractions" which follows later in this report.

## Chambers of Commerce

Requests for literature were made to 389 Michigan chambers of commerce and allied groups. Of these, 153 - or 39 percent - did not reply, had no printed material ready for distribution, had only a small quantity, or perhaps did not realize the potential of distribution of thousands of their advertising and promotional circulars through the Tourist Information Service directly to individual travellers specifically seeking information.

Large Michigan cities from which no promotional literature was received from the chamber of commerce are:

Adrian	Benton Harbor	Dearborn
Ann Arbor	Brighton	Lansing
Bay City	Charlotte	Ypsilanti

Other representative large cities of Michigan and the quantities of literature requested and quantities received are listed below:

<u>City</u>	<u>Quantity Requested</u>	<u>Quantity Received</u>
Grand Rapids	14,500	1,475
Kalamazoo	6,500	692
Monroe	3,000	1,700
Niles	2,500	120
Owosso	3,500	20

The 236 chambers of commerce - 61 percent - which did reply are summarized in this tabulation of quantities of promotional and institutional literature:

<u>Quantity Requested 1963</u>	<u>Quantity Received 1963</u>	<u>Quantity Needed for 1964</u>
846,300	329,487	1,310,000

#### Public Attractions

Requests for literature addressed to 150 operators of resorts, guided tours, deer parks, private museums, and many other types of commercial, privately-owned public attractions brought response from 111, or 74 percent. A tabulation of quantities of literature requested, quantities received, and estimated quantities required for 1964 shows:

<u>Quantity Requested 1963</u>	<u>Quantity Received 1963</u>	<u>Quantity Needed for 1964</u>
571,528	705,177	1,096,850

#### Ferry and Excursion Schedules

Because of an apparent heavy traffic pattern across Michigan to ferry docks at Muskegon and Ludington, and a widespread interest in Beaver Island, Mackinac Island, and Isle Royale ferries, requests for schedules and literature were addressed to 22 ferry and excursion enterprises. No replies were received from 10. Quantities requested, received, and needed for 1964 are listed below:

<u>Quantity Requested</u>	<u>Quantity Received</u>	<u>Quantity Needed for 1964</u>
74,500	54,744	100,000

### State Highway Maps

To insure distribution of highway maps to incoming tourists, a block of 92,000 state highway maps was reserved for the Information Centers.

<u>Quantity Received</u>	<u>Quantity Needed for 1964</u>
92,000	150,000

(A report on the full distribution of highway maps is made separately. Additional thousands of maps are distributed to tourists by tourist associations and other regional and local outlets.)

### Michigan County Maps

Many tourists request county maps to locate specific areas. Not all counties produce maps and some counties do not take advantage of the opportunity to use available space on the map for promotional material about the county. Several counties produce maps quite useful for tourists and the demand for county maps is growing. The 1963 experience is tabulated below:

<u>Quantity Requested</u>	<u>Quantity Received</u>	<u>Quantity Needed for 1964</u>
99,950	42,145	47,000

### Foreign State Maps

As a service to Michigan residents making tours out of the state, the Tourist Information Service carries a supply of maps of other states for distribution to Michigan motorists. These maps are not on display and are distributed only as specifically requested.

<u>Quantity Requested</u>	<u>Quantity Received</u>	<u>Quantity Needed for 1964</u>
131,300	64,519	40,000

### Summary of Receipts and Estimated Needs for 1964

This is a recapitulation of tabulations listed previously in this report and includes quantities of literature received from the state agencies, chambers of commerce, et cetera.

	<u>Quantity Received</u>	<u>Quantity Needed for 1964</u>
All State Agencies	248,872	909,000
Chambers of Commerce	329,487	1,310,300
Public Attractions	756,588	1,096,850
Ferry Schedules	54,744	100,000
State, County, and Foreign Maps	198,664	243,200
	<u>1,588,355</u>	<u>3,659,350</u>

## Potential for Distribution

The Tourist Information Centers were stocked with types of literature preselected to meet the needs of tourists whose destinations lie within certain general areas.

Ironwood, Menominee, and Mackinaw City Centers, for instance, were more heavily stocked with upper peninsula literature than Centers at New Buffalo or Monroe. Conversely, New Buffalo and Monroe Centers were stocked with a higher percentage of literature describing Kalamazoo, Battle Creek, and Detroit area attractions.

By the end of the 1963 tourist season no Center had remaining any significant supply of any but the least interesting and least attractive literature.

Distribution of institutional, promotional, and advertising literature from all Centers during 1963 exceeded 1,000,000 pieces which is the total of small preseason inventories and quantities received.

Without waste, an estimated 2,250,000 pieces of literature of all kinds could be distributed through Tourist Information Centers in 1964.

At first glance this might seem to be loading the individual traveller with too many pieces of literature. However, it should be remembered that a tourist stopping at the New Buffalo Center with a destination far into the upper peninsula passes near or through dozens of interesting communities involving scores of possible tourist attractions. Information about these communities and attractions, read by the family as they proceed, often induce the tourist party to stay longer in an area - a direct economic benefit to the tourist industry.

Distribution of literature is not the primary function of the Tourist Information Centers. The primary function is to provide a personal service to Michigan travellers, to answer their questions, and to encourage them to stay longer in Michigan and return oftener; or, in the case of Michigan residents, to encourage more frequent trips within the state.

That the stations achieve these goals is evidenced by hundreds of written and personal commendations from travellers who have used the Tourist Information Centers.

## Potential for Supplies of Literature

Many organizations, expressing interest on learning about the Tourist Information Centers, have promised to print in larger quantities for 1964.

Letters of regret from organizations which have exhausted their supplies of literature express appreciation for the outlet for their material.

Some of these letters are quoted here:

"We would be glad to increase our order (for bulletins) if you feel that you could use them."

National Music Camp  
Interlochen

"We do appreciate the excellent job the Information Centers are doing."

Aurey Strohpaal  
West Michigan Tourist Association

"Many thanks for your splendid cooperation."

Wisconsin-Michigan Steamship Co.

"Next year we expect to print a special folder for distribution through your facilities."

Chamber of Commerce  
Grand Haven

"We appreciate the fine job that the Centers do in distributing our brochures and will be happy to supply you with them at any time."

Ralph H. Gillan - Lodge Manager  
The Lodge - Charlevoix

"Again, thank you very much. The Highway Department is doing a great job helping to promote Michigan to the tourist."

Phil Balyeat, President  
Downtown Traverse City Association

"This is a fine service to the public, keep up the good work."

Jim McGuire  
McGuires of Cadillac

"In appreciation of this service I am passing along a comment made to me in a restaurant in West Branch in 1960 by a tourist from Wisconsin who said that Michigan certainly has constructed some wonderful highways, and he wished that his state could say the same. Apparently they had served him well. Thank you very much for the kind offer."

Lelah M. Miller, Secretary  
Atlanta Chamber of Commerce

"Thank you for reminding us of your earlier order. We are eager to cooperate with you in every way we can. Best wishes."

Dennis Cawthorne  
Mackinac Island Chamber of Commerce

"We appreciate very much your interest and if you can give us any ideas that will help promote this area we will be happy to have them."

Raymond Burge, Mgr.  
Crystal Falls - Iron Mine

"Thank you for your interest in our area."

Fred Bocks, Manager  
Caberfae, Inc.

"We want to thank you for this opportunity to be of service to the Department, and to tourists visiting Michigan."

Ambrose J. Maxwell  
Bay City Chamber of Commerce

"If there is anything further that we can do to assist and accelerate this program, please let us know. Coldwater provides a real gateway to the state to tourists."

J. Ed Uland, Executive Manager  
Coldwater Chamber of Commerce

"Speaking for the Copper Country Vacationist League, I would like to thank you and all others concerned with the distribution of this tourist information, for the wholehearted support our advertising program has received from the Michigan State Highway Department."

Philip E. Ruppe, President  
Copper Country Vacationist League

"We very much appreciate your handling the distribution to the individual stations."

James H. Hall  
Federation of Regional Tourist  
Association

"We sincerely appreciate this opportunity to cooperate with the Tourist Information Service and wish to thank you for the opportunity to publicize Frankenmuth."

Charles H. Kern, President  
Frankenmuth Chamber of Commerce



"We were happy to be able to fill your request for information regarding Midland, and if we can be of service to you in the future, please feel free to call on us."

C. E. Arnold, Secretary-Manager  
Midland Chamber of Commerce

"Your assistance in distributing descriptive literature of our area is greatly appreciated."

Jos. Villemure, Manager  
Newberry Chamber of Commerce

"We do appreciate this opportunity to have our advertising out where it has such a high potential. At any future date we will be most happy to send any number of our brochures to you or to the information locations direct. With the improvement of our highways we are looking forward to a good season."

H. J. Terrill, Mgr.  
Silver Beach Amusement Company

"What we need in northern Michigan is more business and more people are the only way."

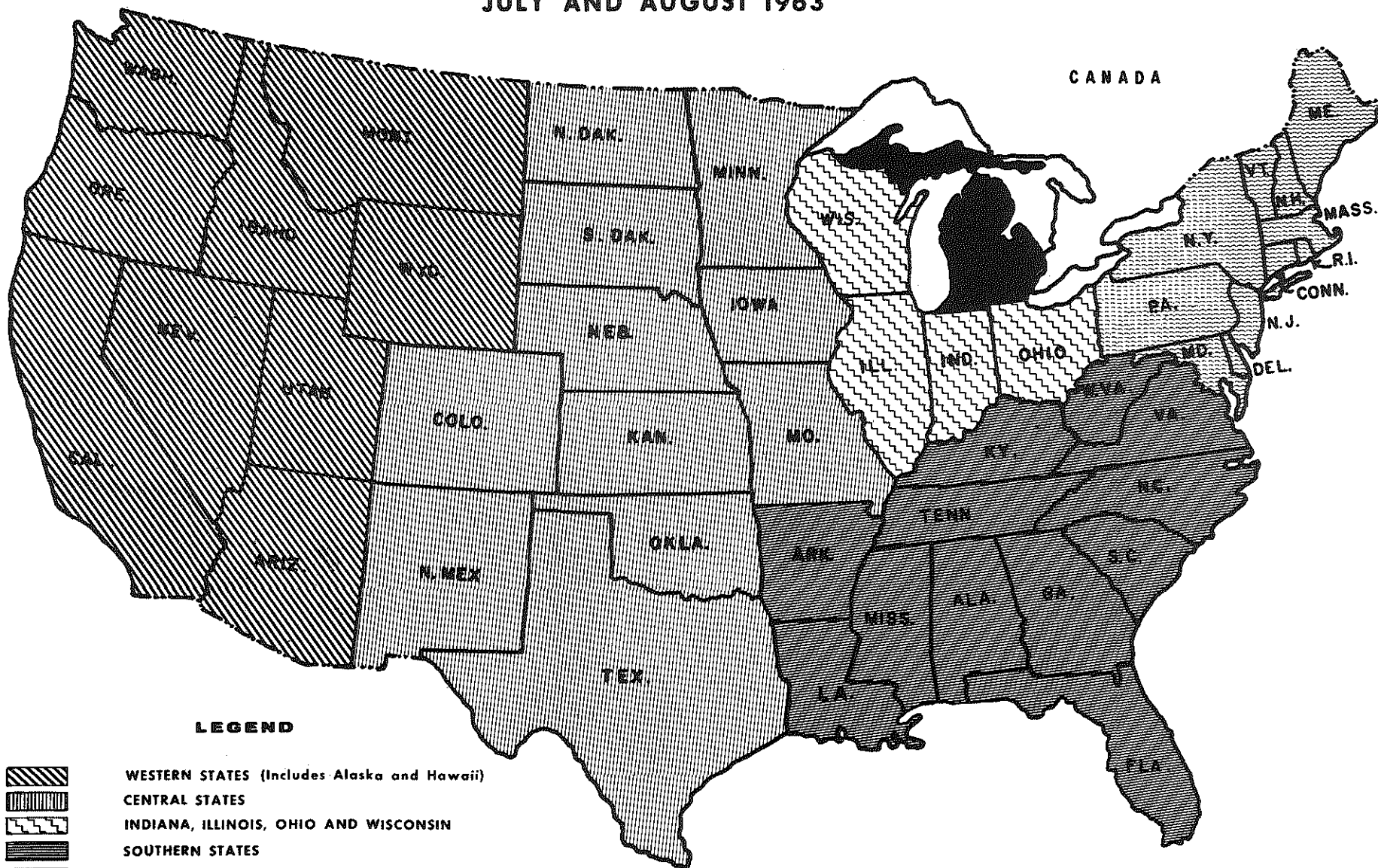
Chamber of Commerce  
Harbor Springs

"The tremendous amount of literature coming out of Canada will be hard to combat. Will you please advise me of the number of brochures you will require next year."

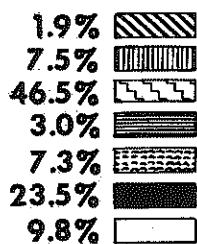
Iron Mine Guided Tours  
Crystal Falls

# TRIP ORIGIN BY AREA FOR ALL INFORMATION CENTERS COMBINED

## JULY AND AUGUST 1963



### LEGEND

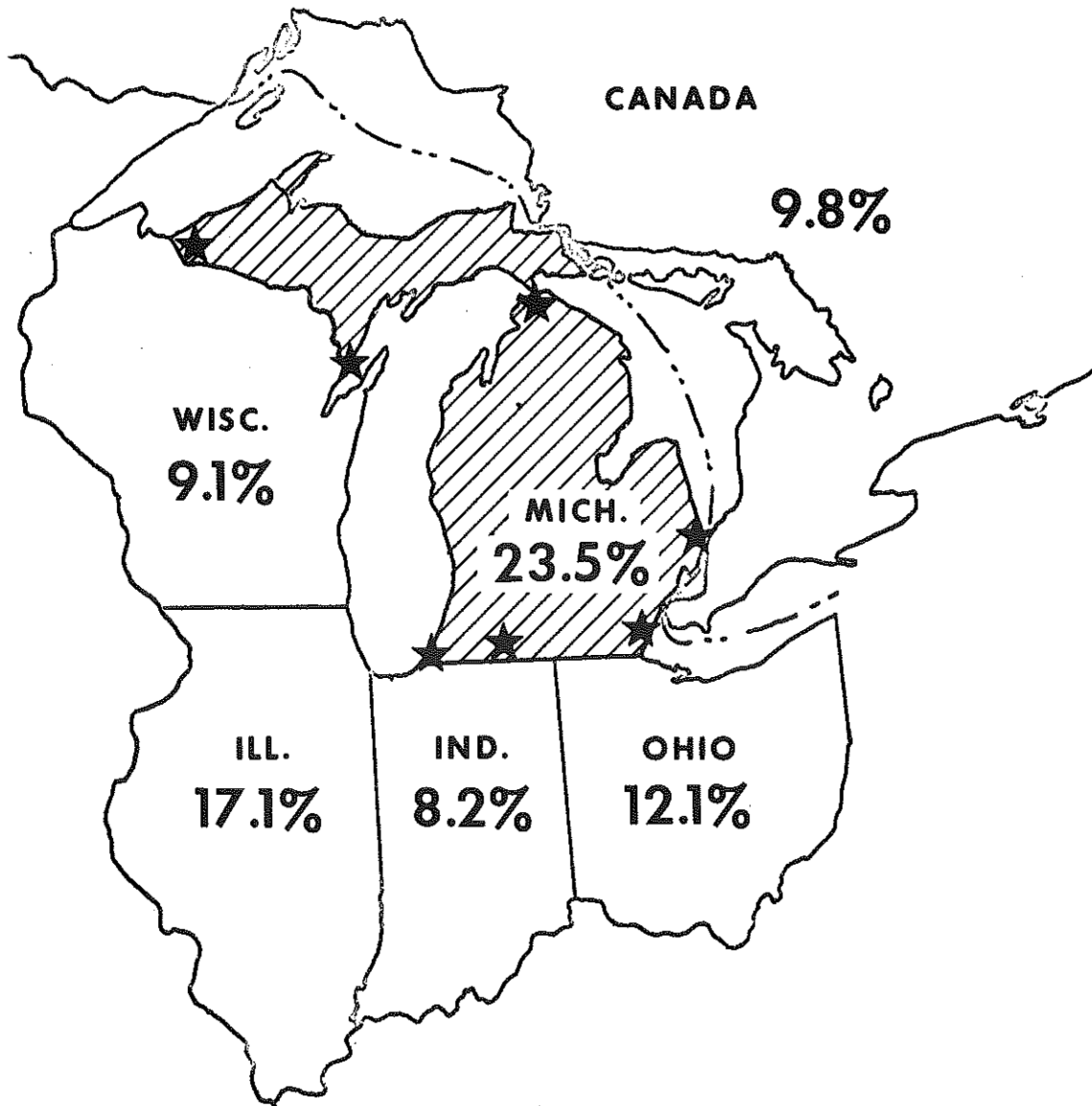


WESTERN STATES (Includes Alaska and Hawaii)  
 CENTRAL STATES  
 INDIANA, ILLINOIS, OHIO AND WISCONSIN  
 SOUTHERN STATES  
 EASTERN STATES  
 MICHIGAN  
 CANADA

### NOTE:

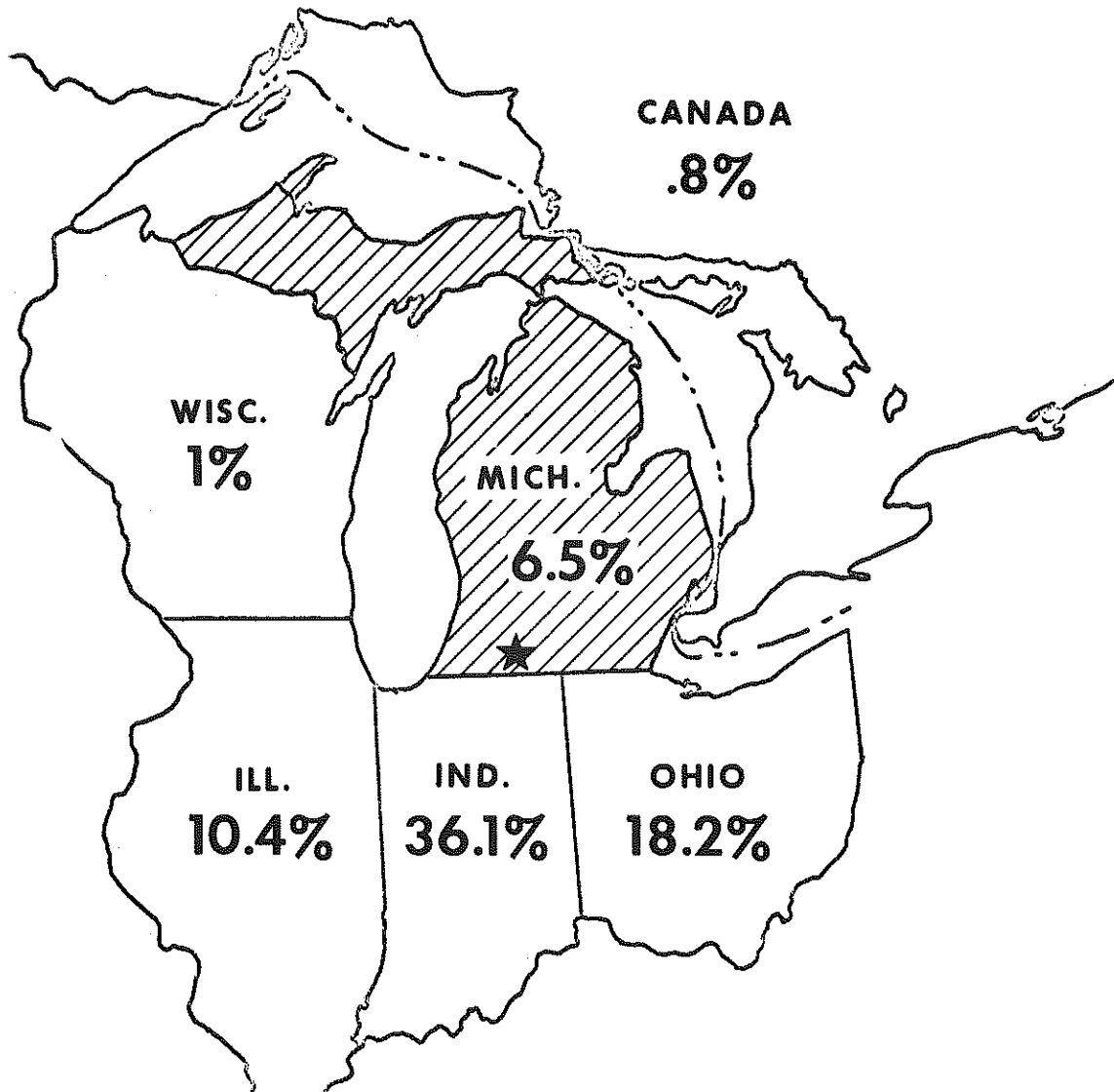
Other Foreign  
 Unknown

Origin of trip by selected states and Canada  
**ALL INFORMATION CENTERS**  
July - August, 1963



This area represents 79.8% of visitors interviewed at all Information Centers

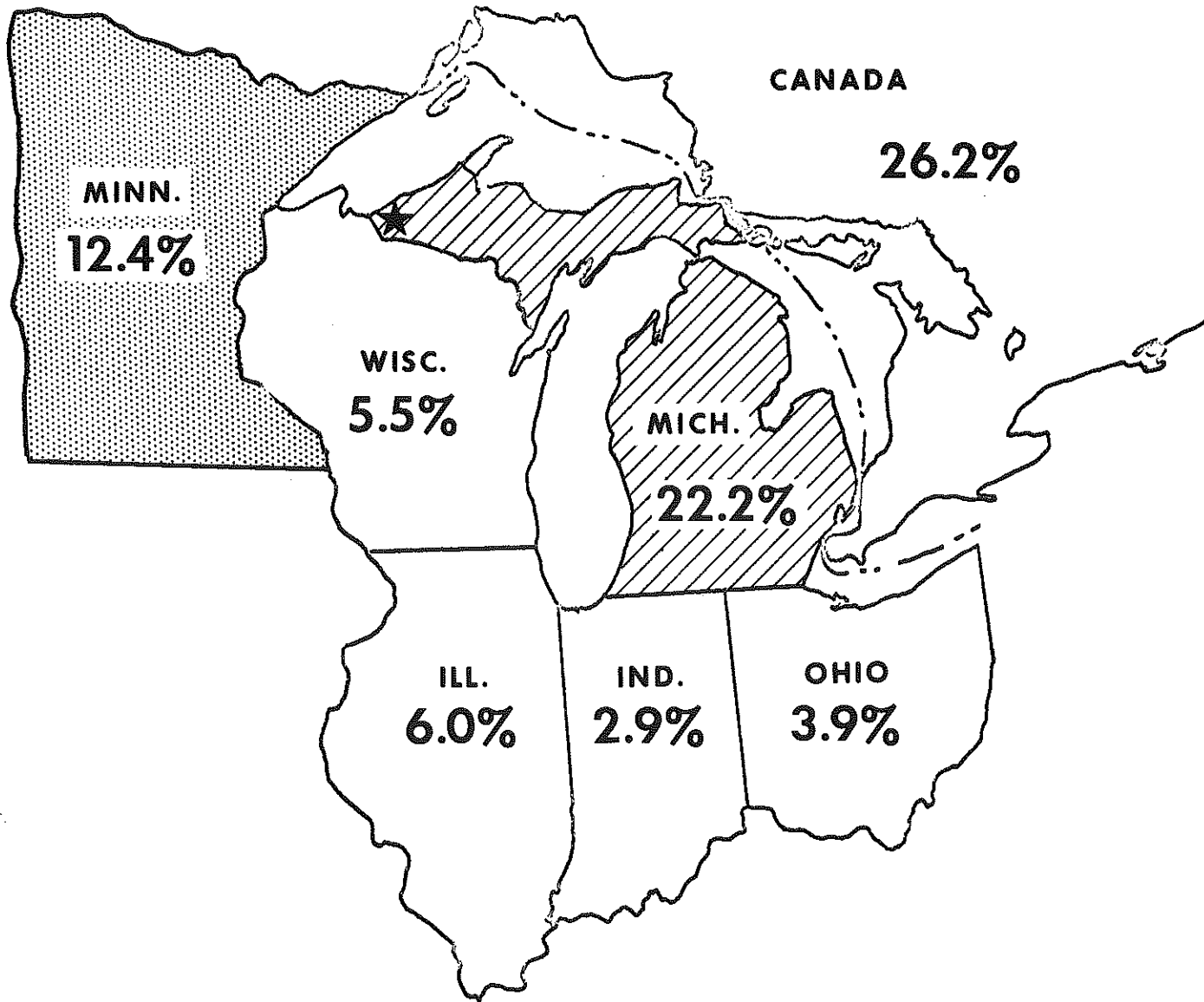
Origin of trip by selected states and Canada  
**COLDWATER CENTER**  
July - August, 1963



This area represents 73% of visitors interviewed at Coldwater Center

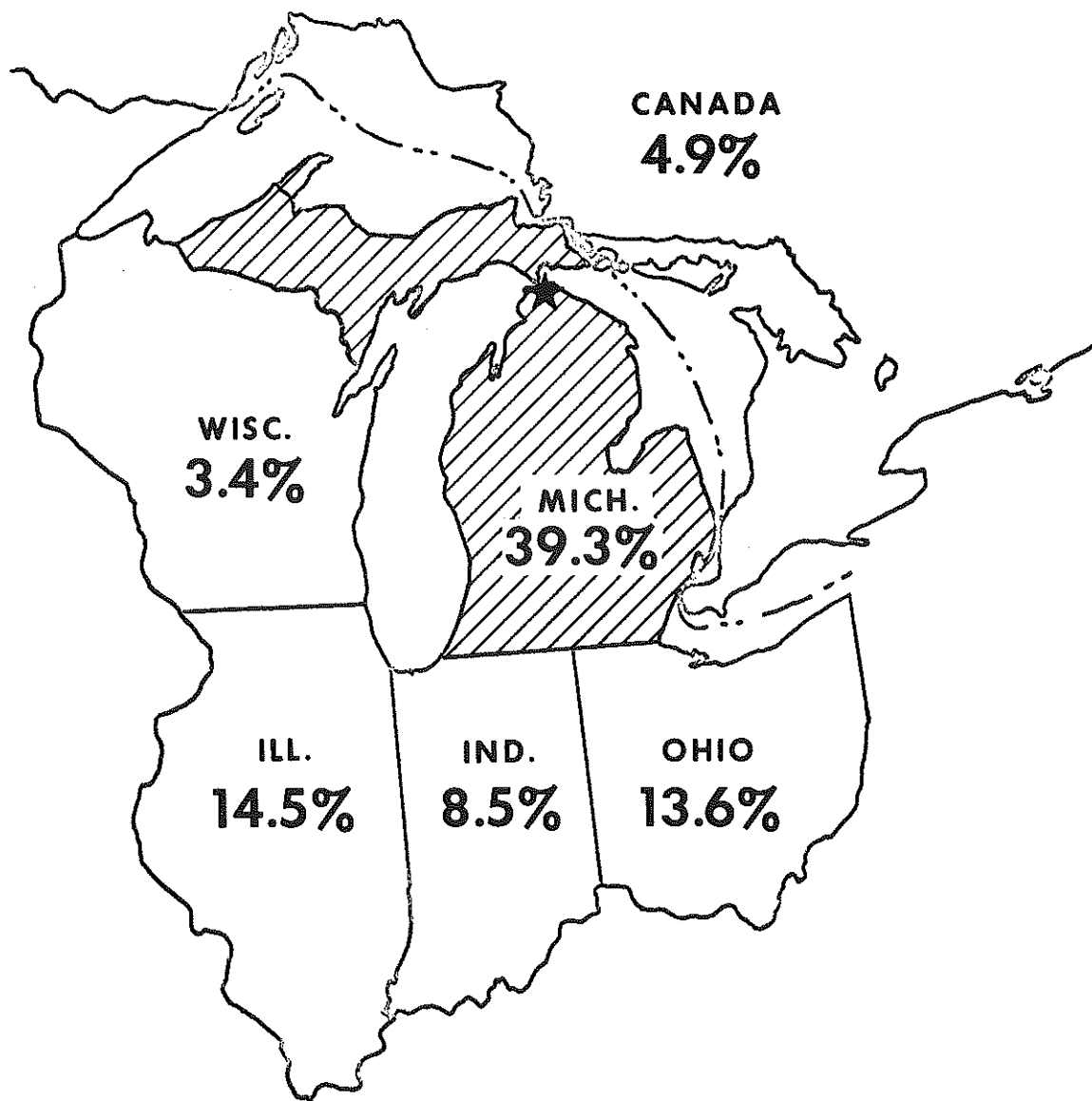
Origin of trip by selected states and Canada  
**IRONWOOD CENTER**

July - August, 1963



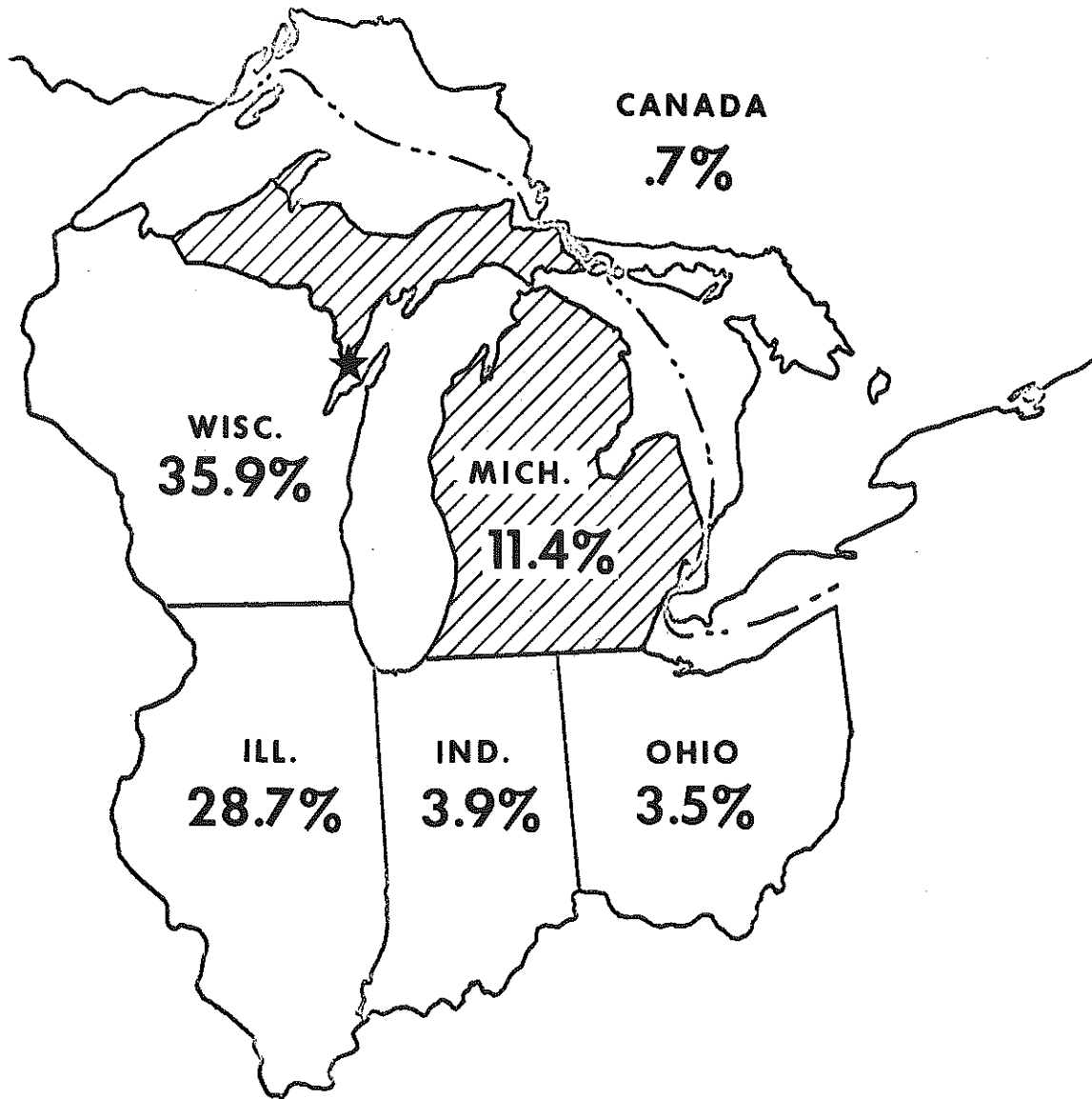
This area represents 79.1% of visitors interviewed at Ironwood Center

Origin of trip by selected states and Canada  
**MACKINAW CITY CENTER**  
July - August, 1963



This area represents 84.2% of visitors interviewed at Mackinaw City Center

Origin of trip by selected states and Canada  
**MENOMINEE CENTER**  
July - August, 1963

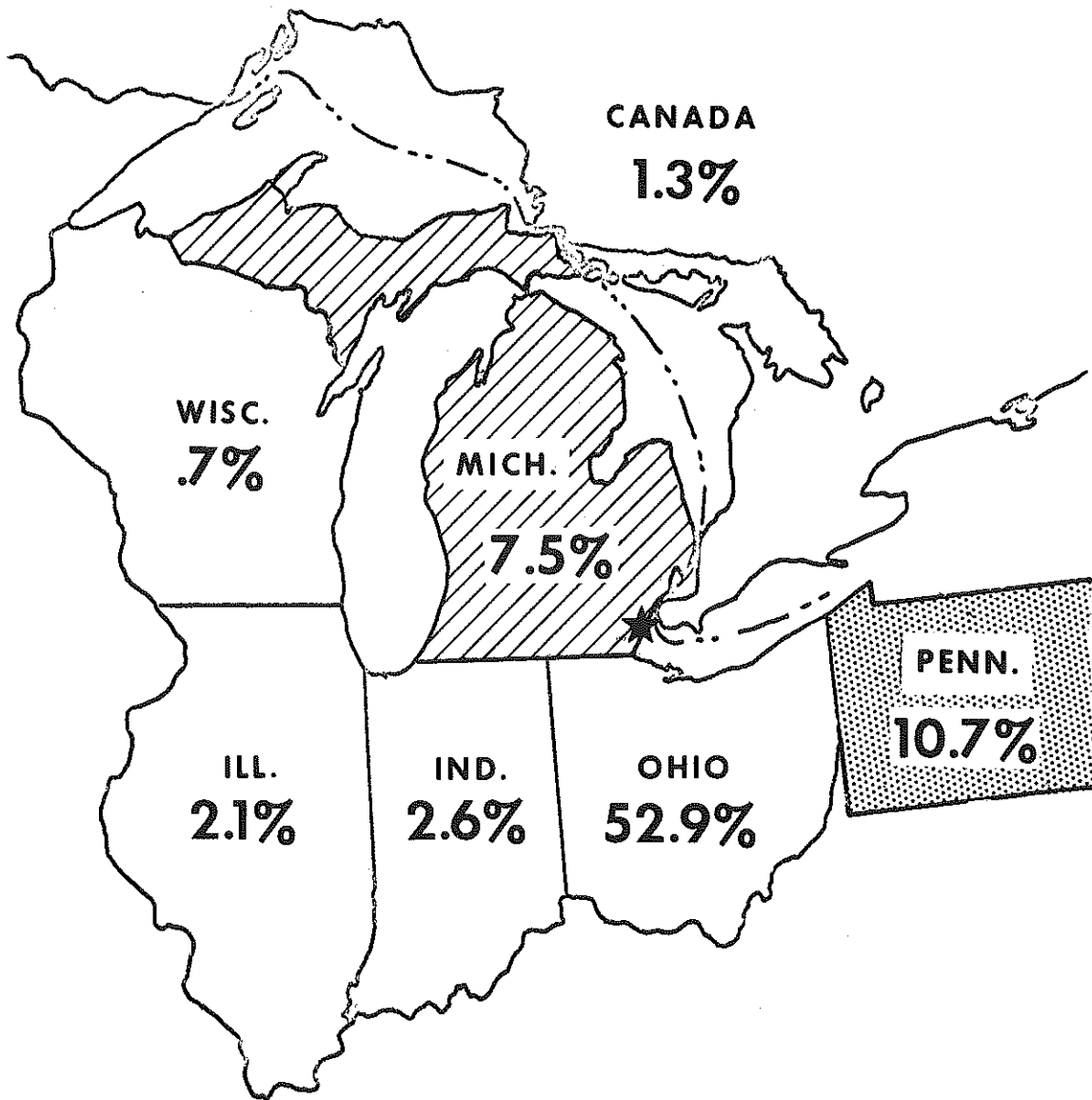


This area represents 84.1% of visitors interviewed at Menominee Center

Origin of trip by selected states and Canada

**MONROE CENTER**

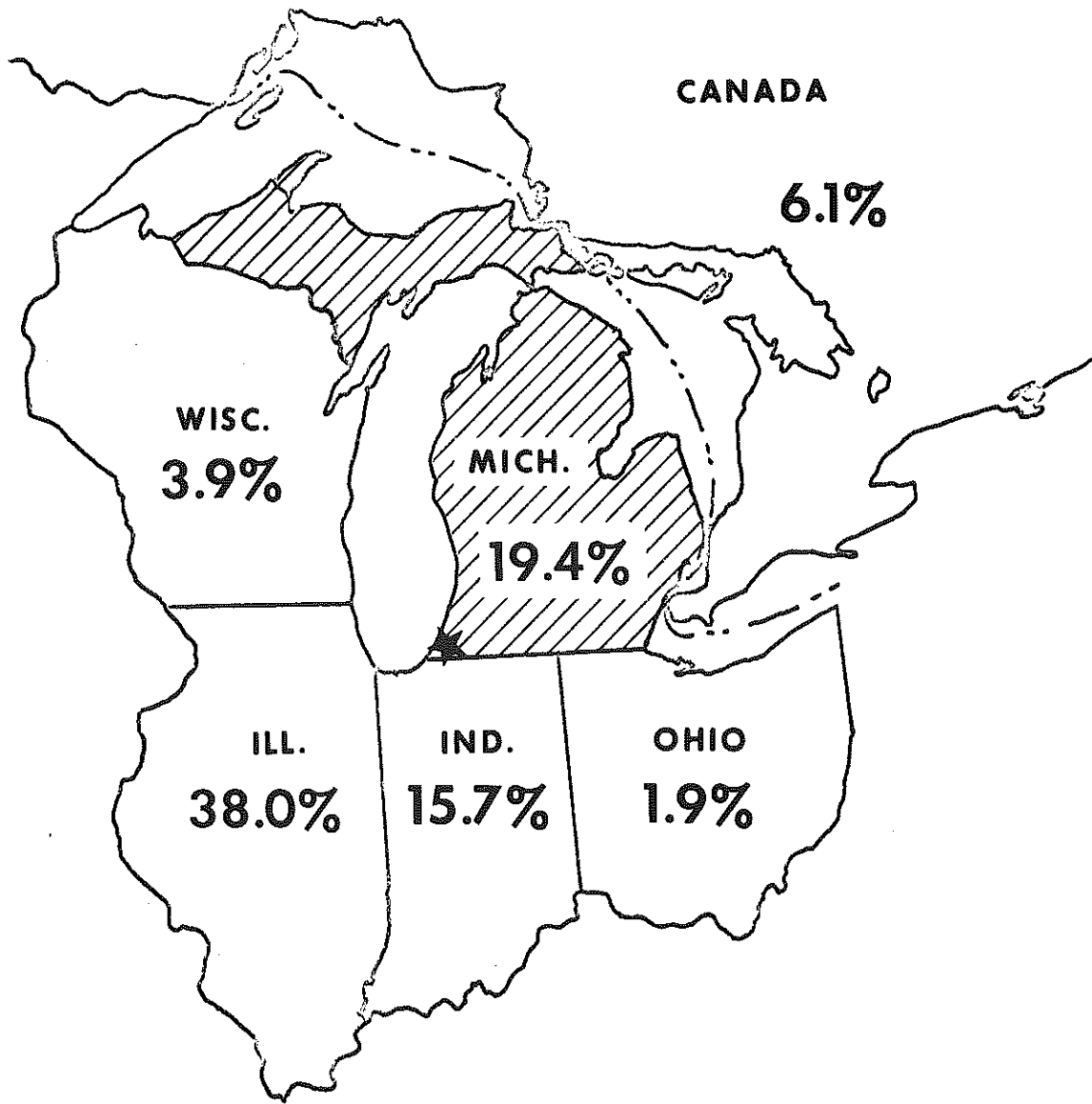
July - August, 1963



This area represents 77.8% of visitors interviewed at Monroe Center

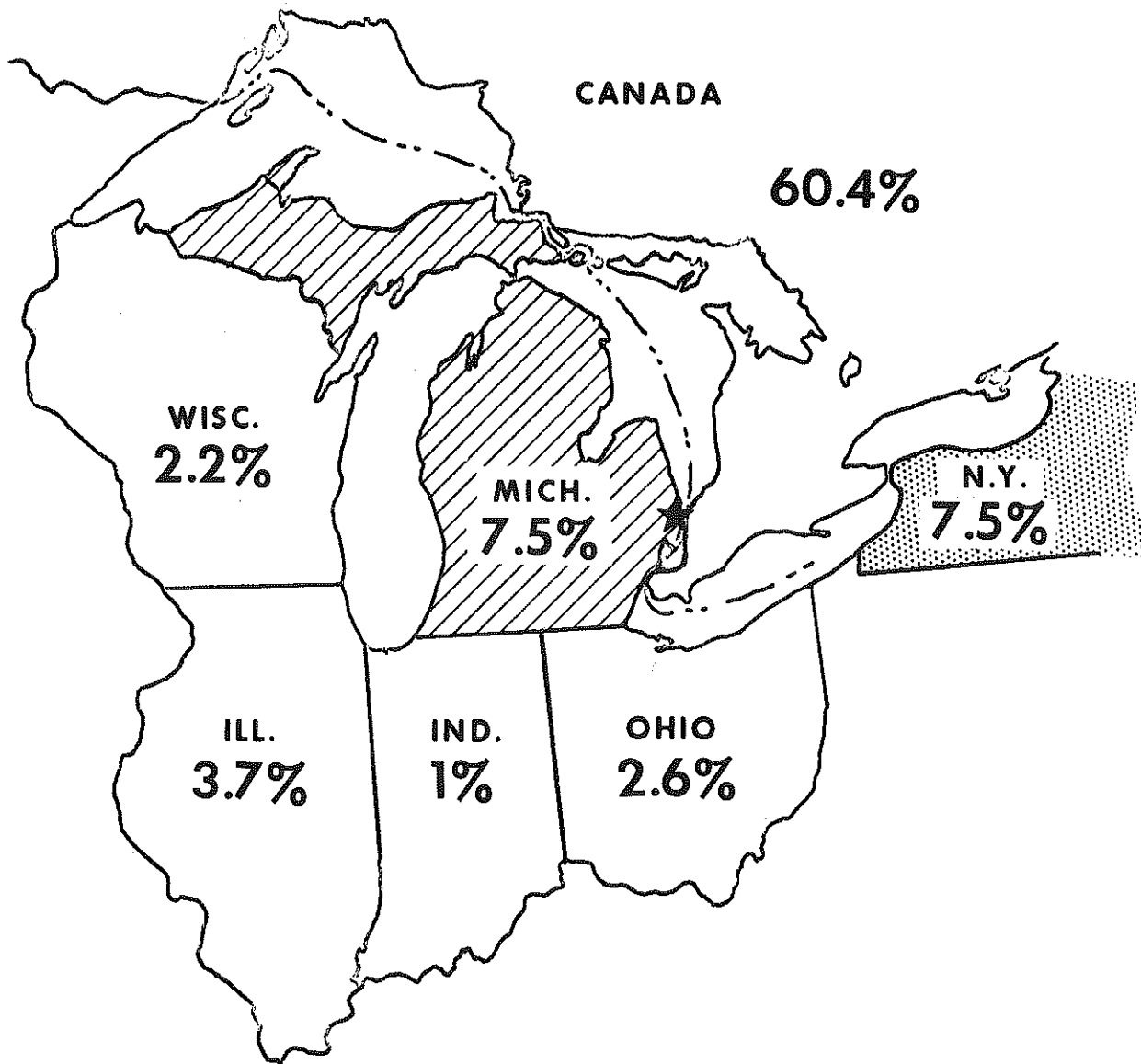


Origin of trip by selected states and Canada  
**NEW BUFFALO CENTER**  
July - August, 1963



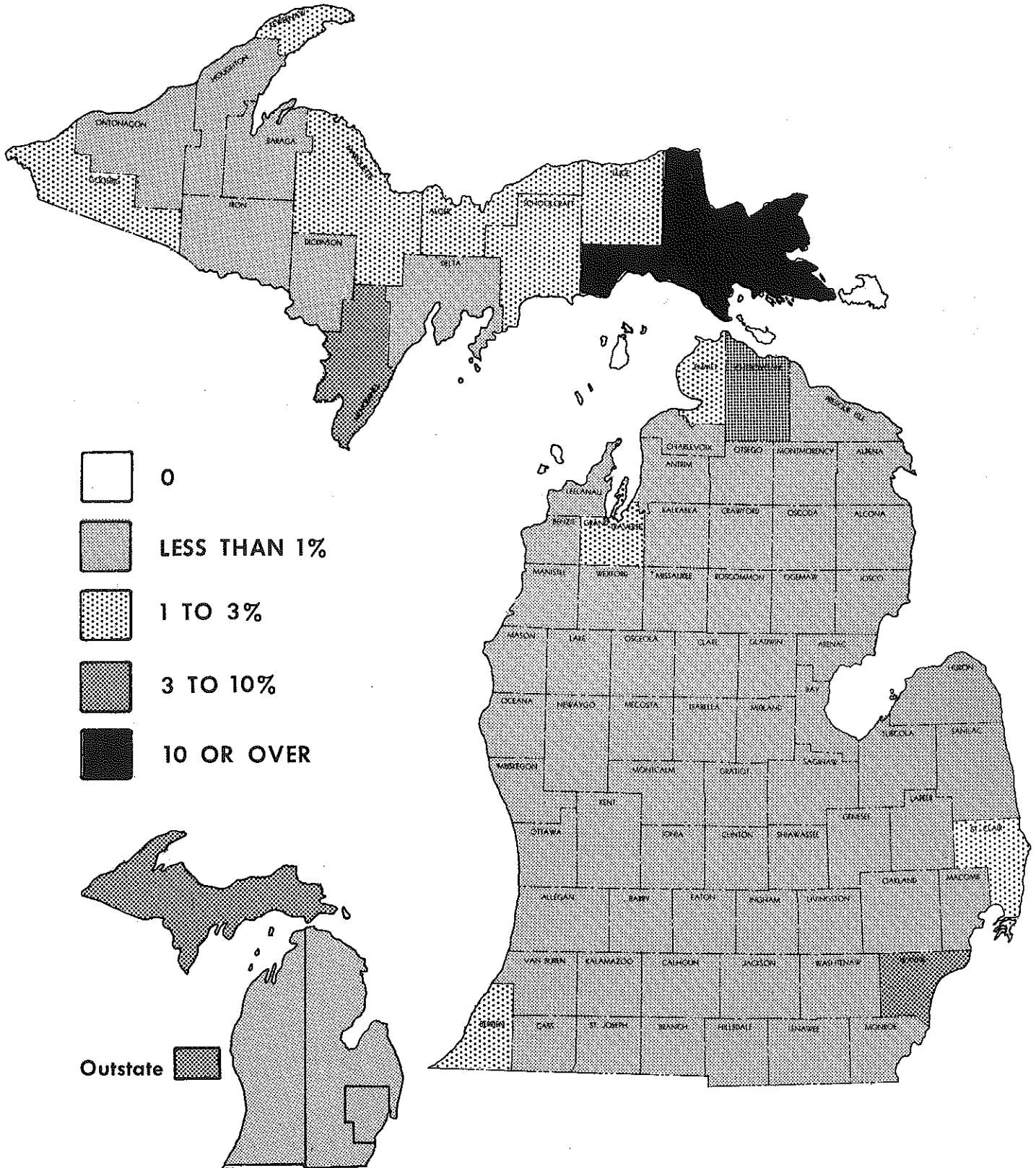
This area represents 85% of visitors interviewed at New Buffalo Center






Origin of trip by selected states and Canada  
**PORT HURON CENTER**  
July - August, 1963

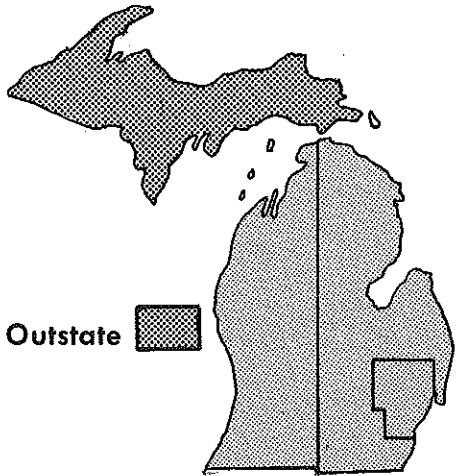


This area represents 84.9% of visitors interviewed at Port Huron Center

# DESTINATION OF VISITORS INTERVIEWED AT ALL INFORMATION CENTERS COMBINED JULY AND AUGUST, 1963

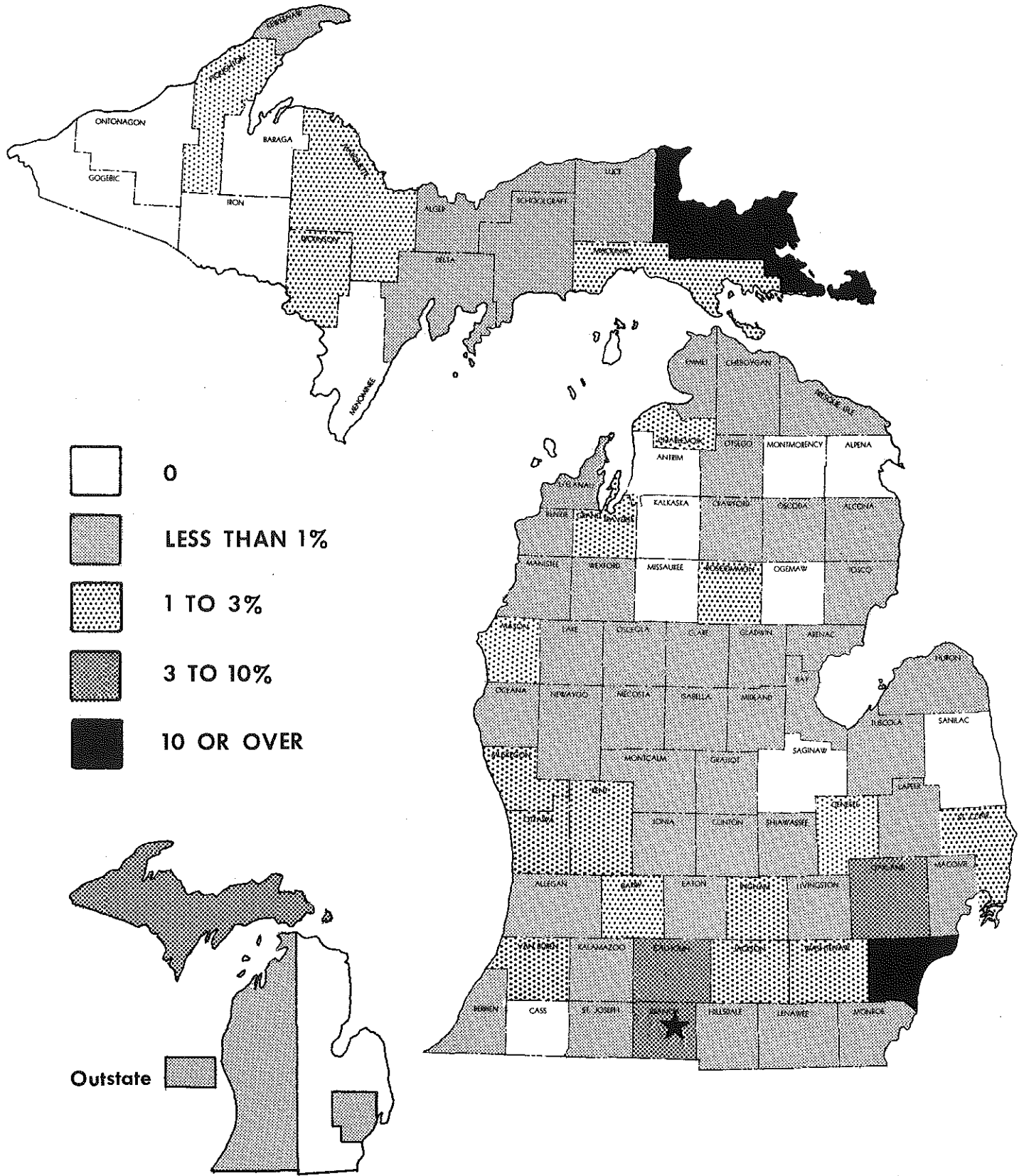


-  0
-  LESS THAN 1%
-  1 TO 3%
-  3 TO 10%
-  10 OR OVER

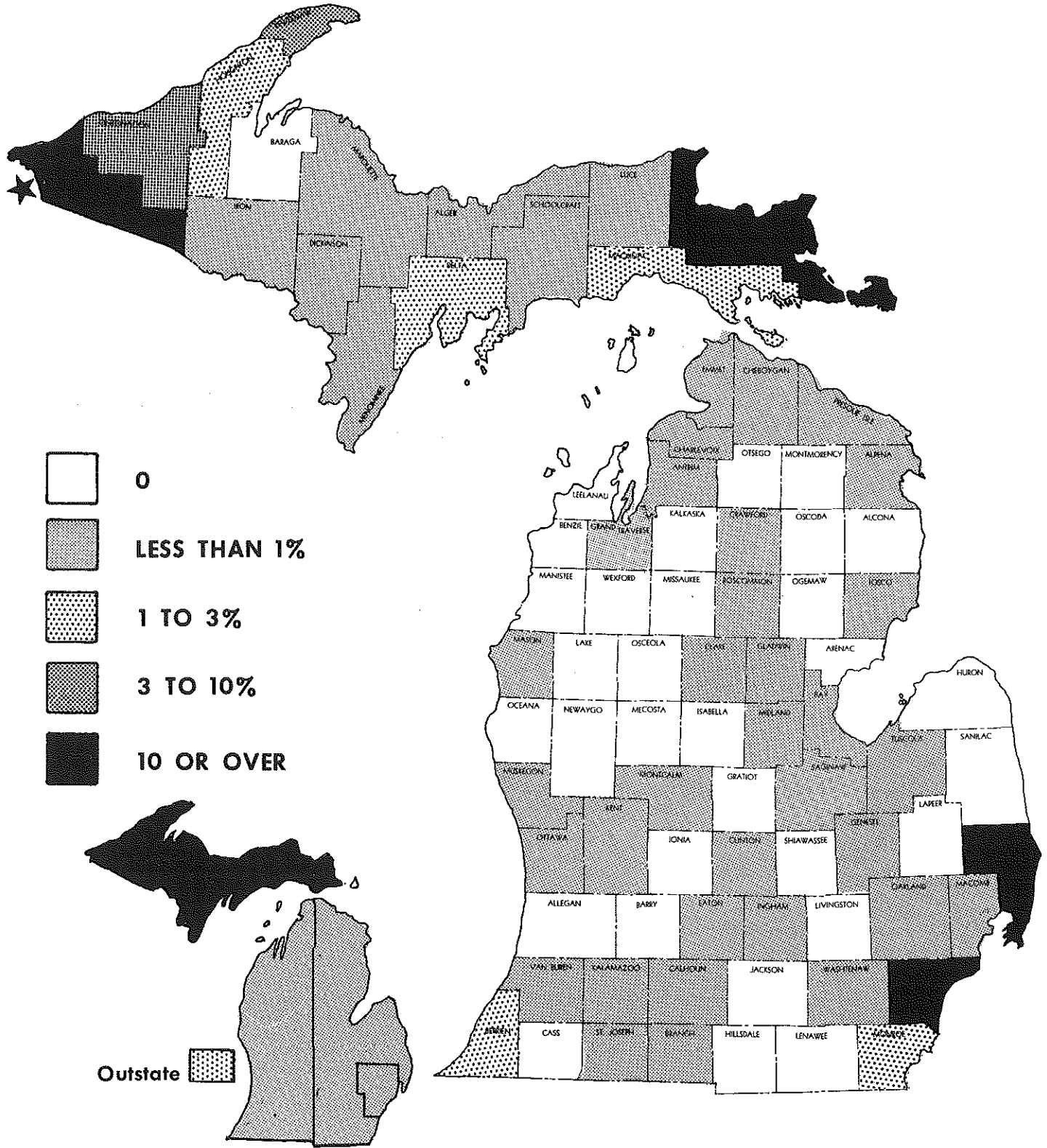


**DESTINATION GENERAL AREA.  
COUNTY UNKNOWN.**

# DESTINATIONS OF VISITORS INTERVIEWED AT COLDWATER JULY AND AUGUST, 1963



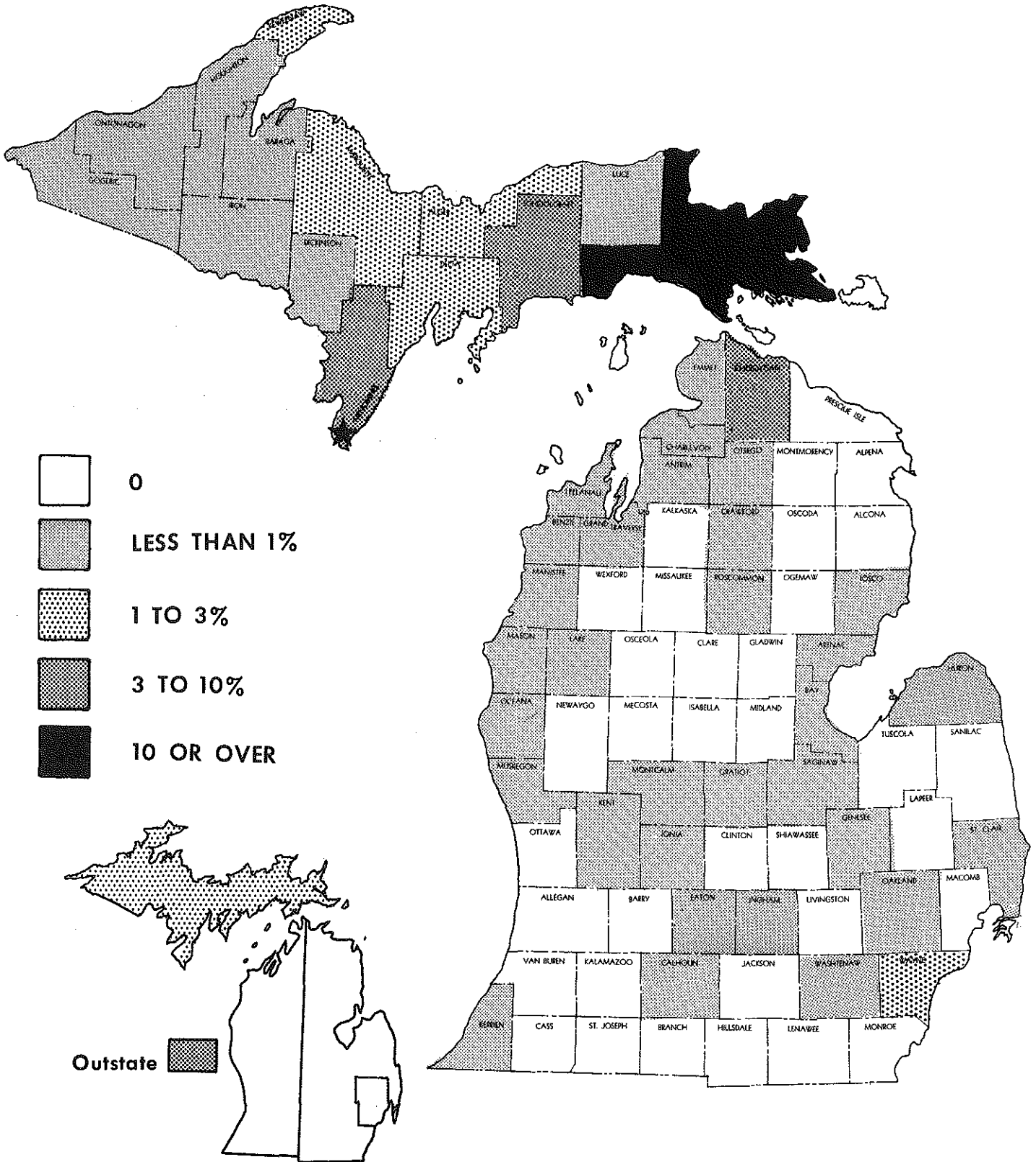
# DESTINATION OF VISITORS INTERVIEWED AT IRONWOOD JULY AND AUGUST, 1963



**DESTINATION GENERAL AREA.  
COUNTY UNKNOWN.**

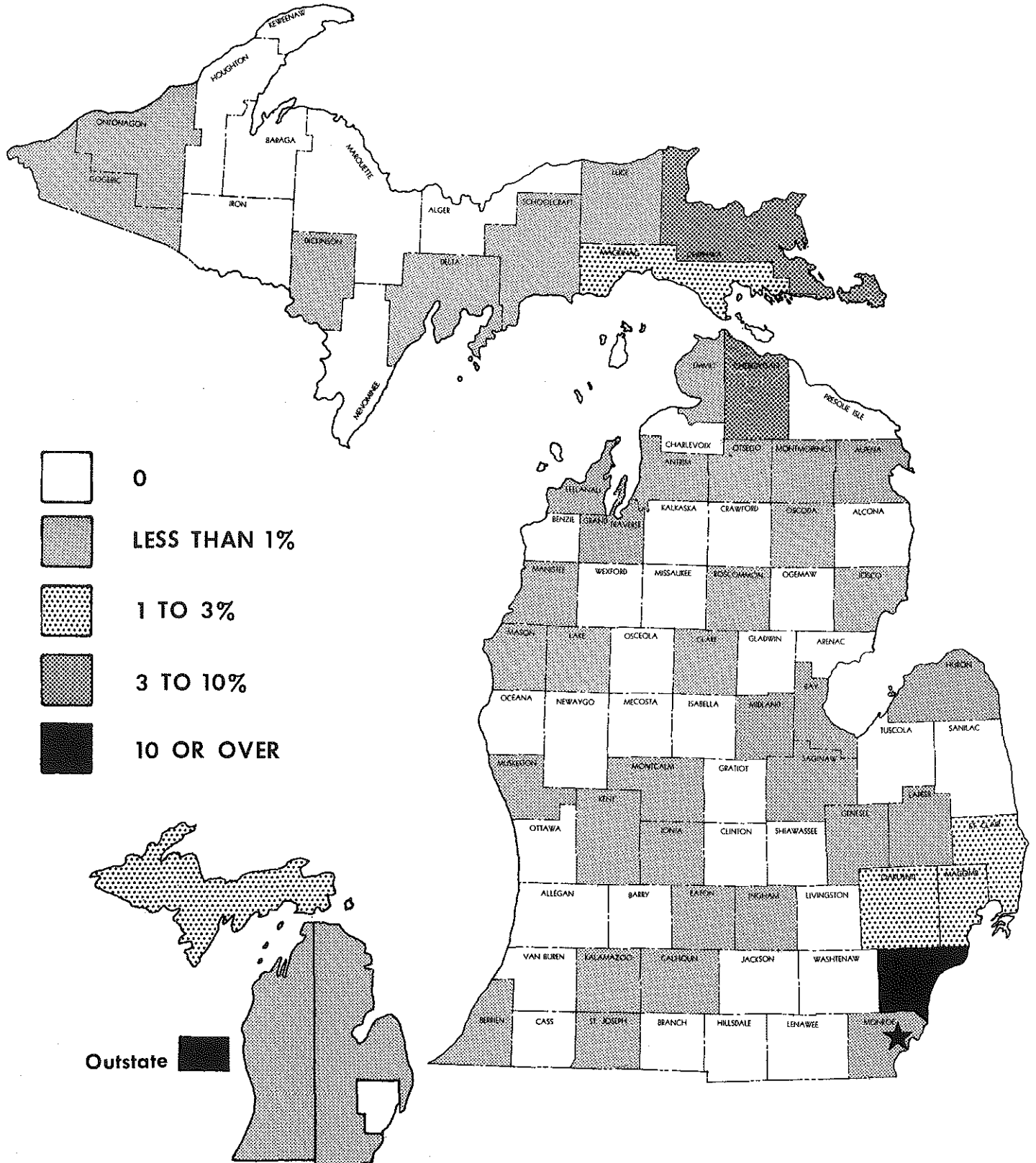


# DESTINATION OF VISITORS INTERVIEWED AT MENOMINEE JULY AND AUGUST, 1963



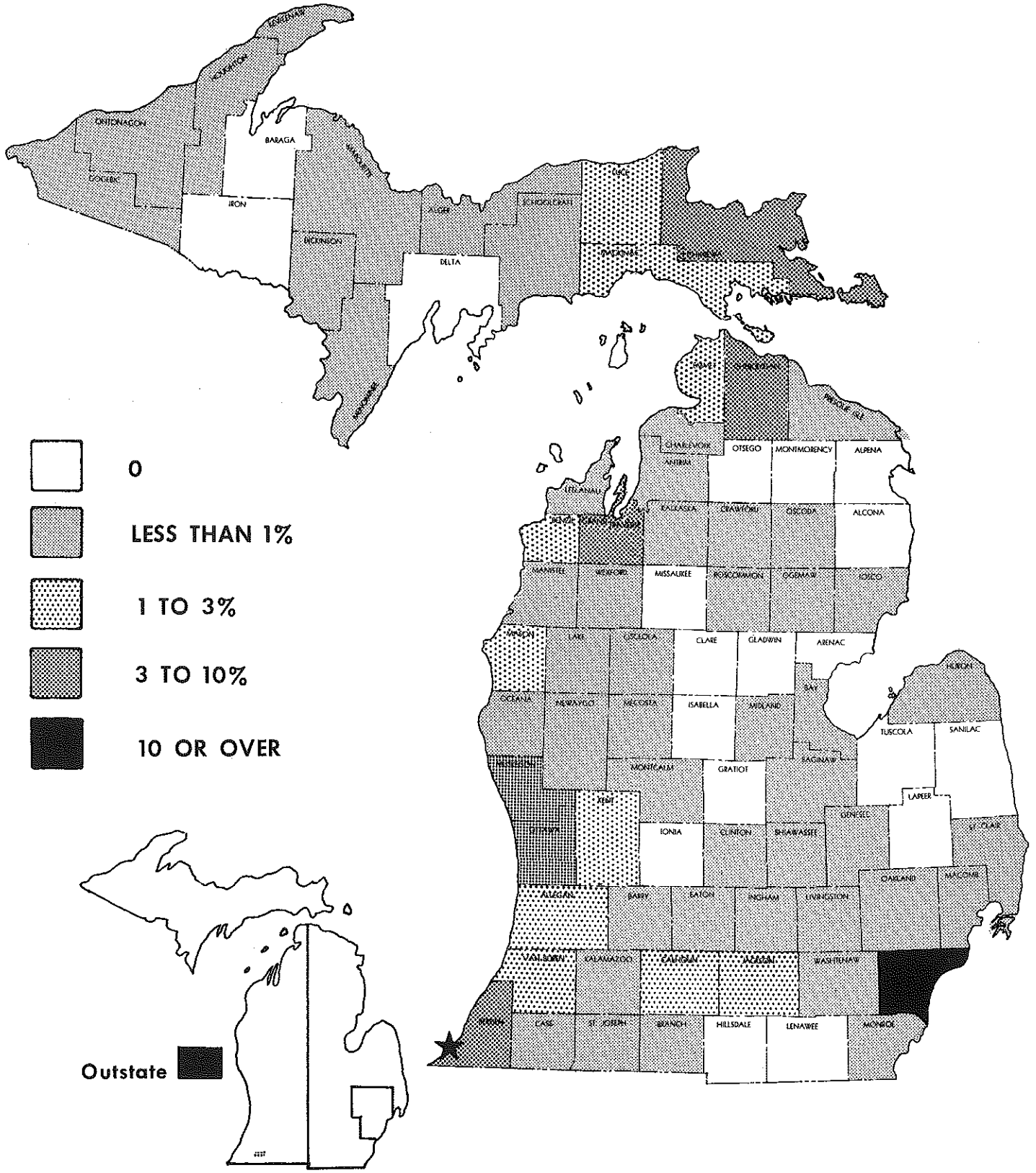
**DESTINATION GENERAL AREA.  
COUNTY UNKNOWN.**

# DESTINATION OF VISITORS INTERVIEWED AT MONROE JULY AND AUGUST, 1963



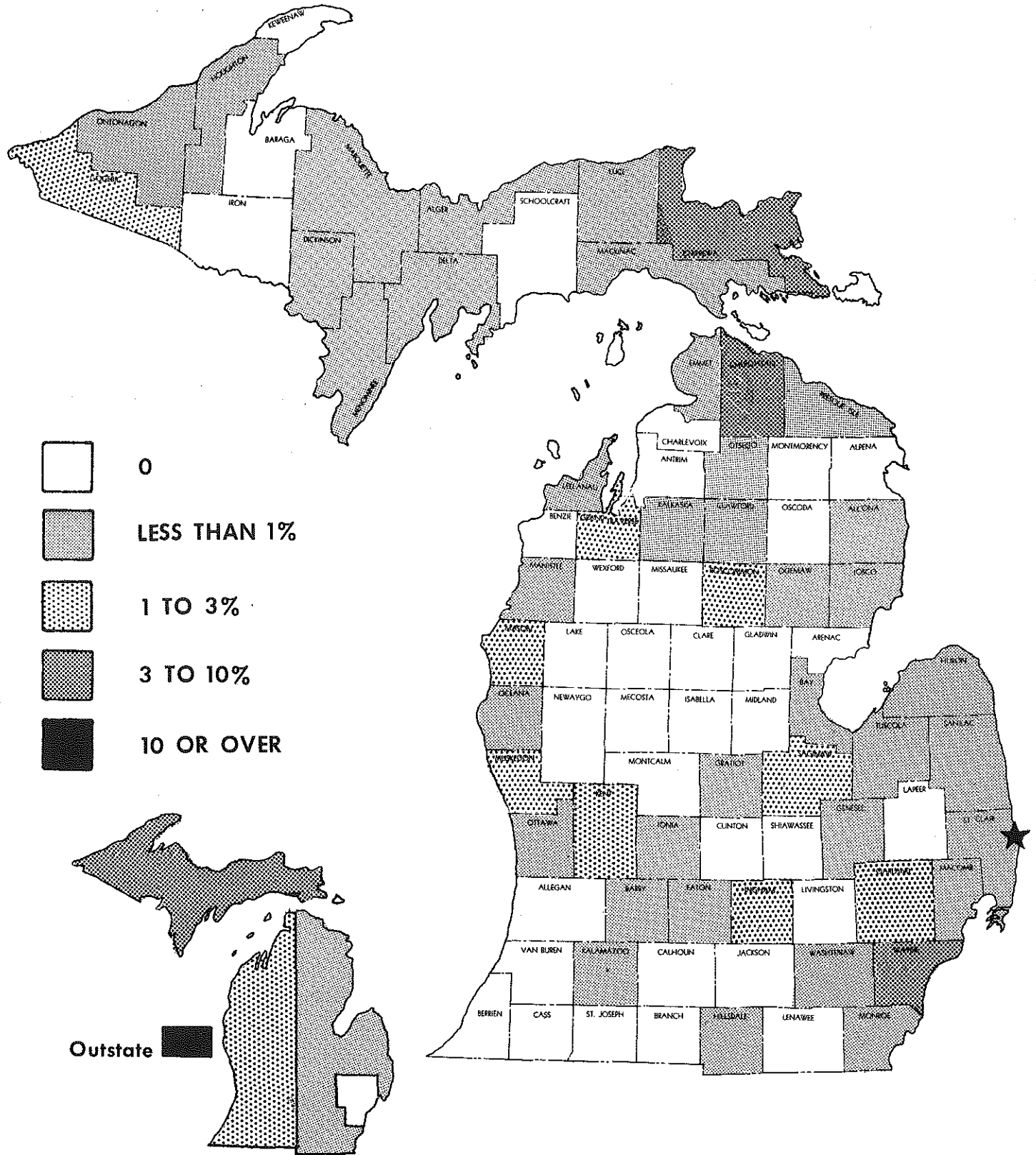


# DESTINATION OF VISITORS INTERVIEWED AT NEW BUFFALO JULY AND AUGUST, 1963



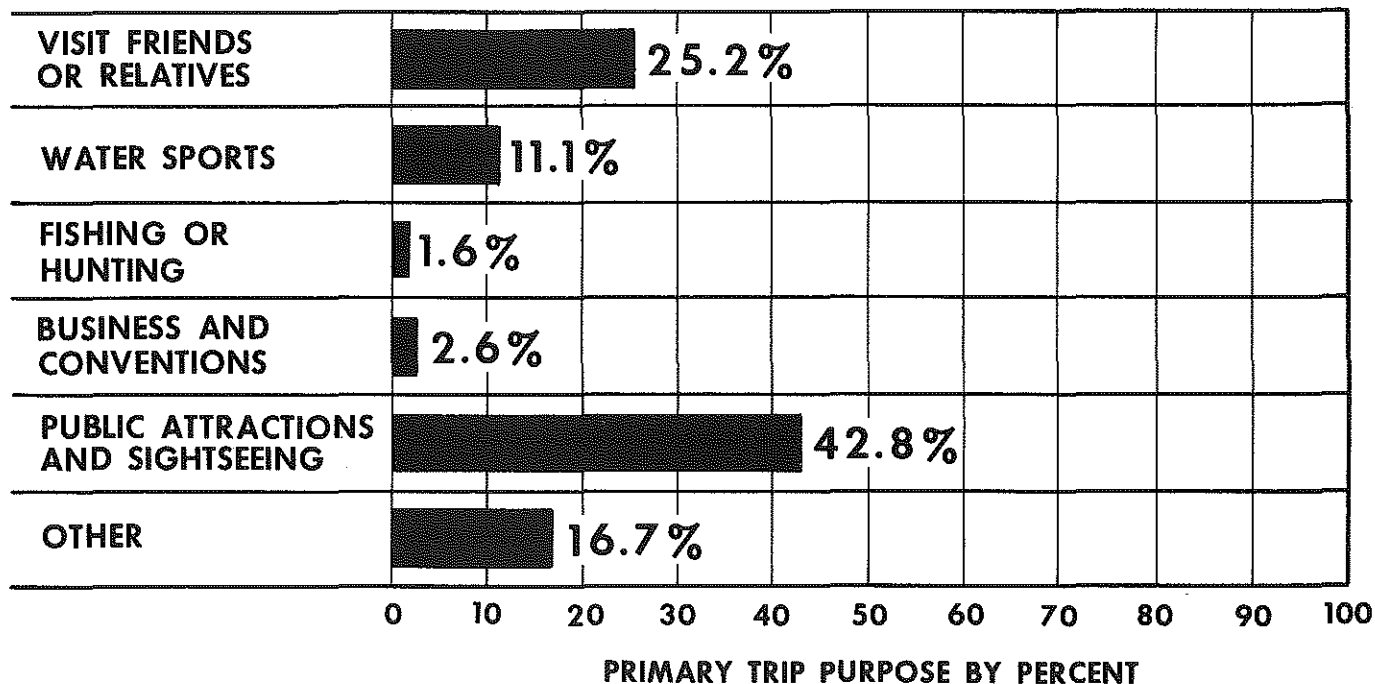
**DESTINATION GENERAL AREA.  
COUNTY UNKNOWN.**

# DESTINATION OF VISITORS INTERVIEWED AT PORT HURON JULY AND AUGUST, 1963



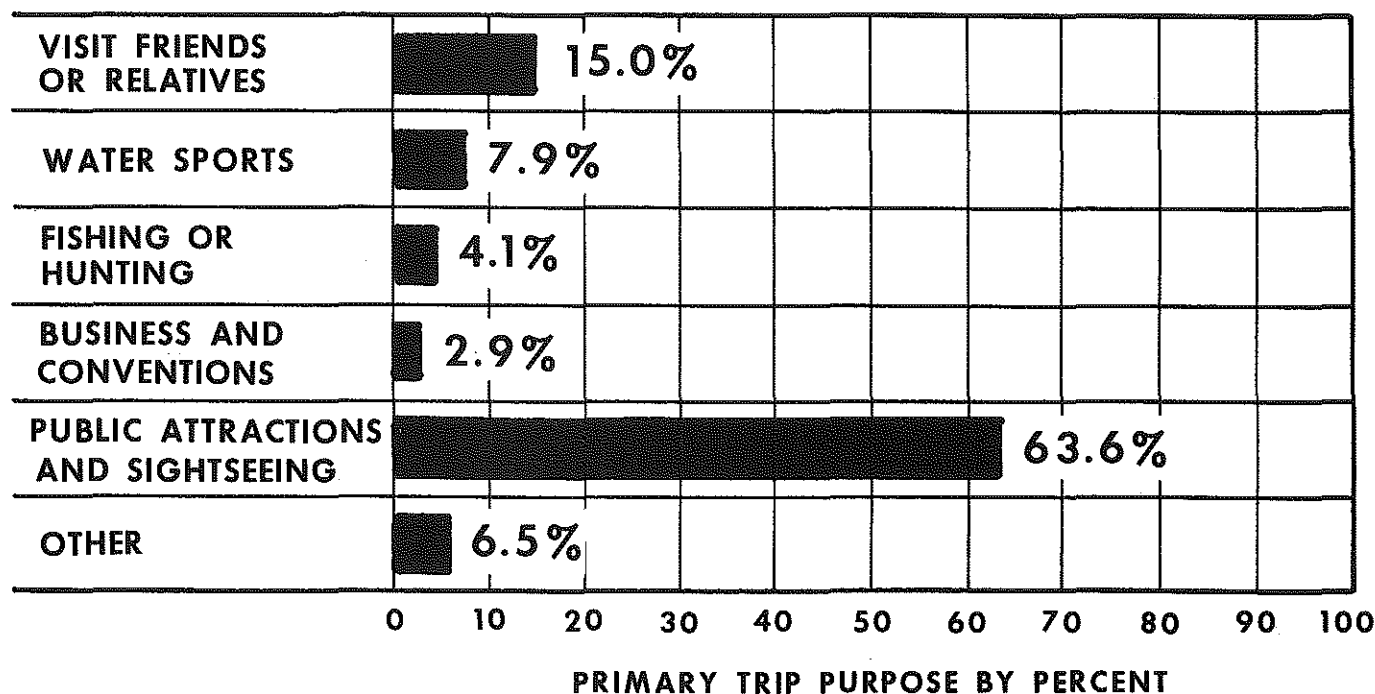
## PURPOSE OF TRIP PORT HURON CENTER

JULY - AUGUST, 1963



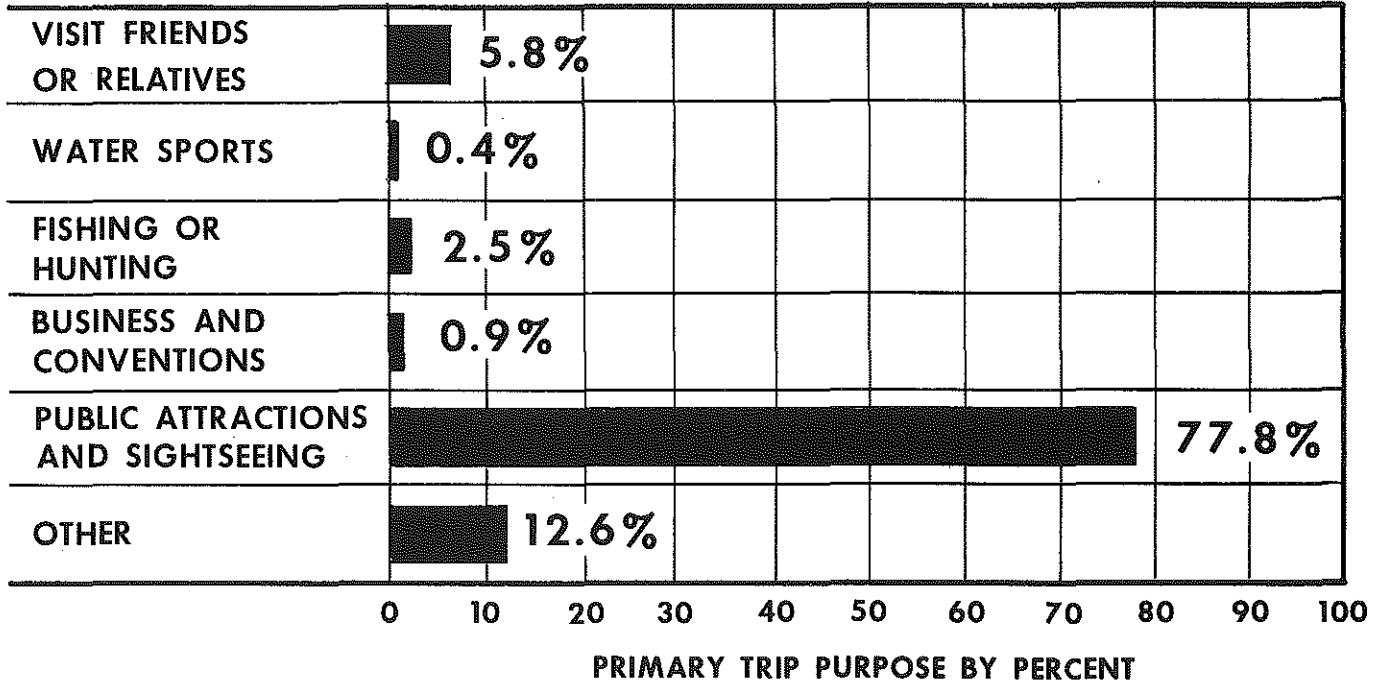
## PURPOSE OF TRIP ALL INFORMATION CENTERS

JULY - AUGUST, 1963



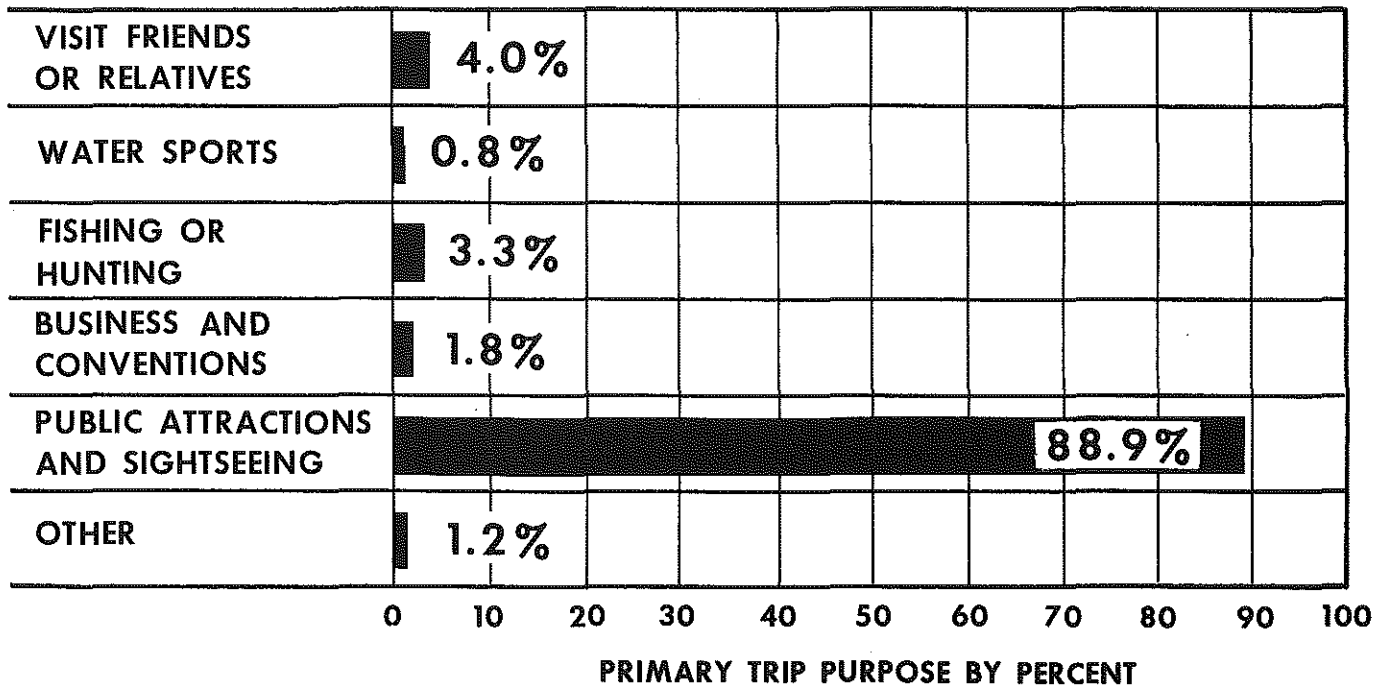
## PURPOSE OF TRIP IRONWOOD CENTER

JULY - AUGUST, 1963



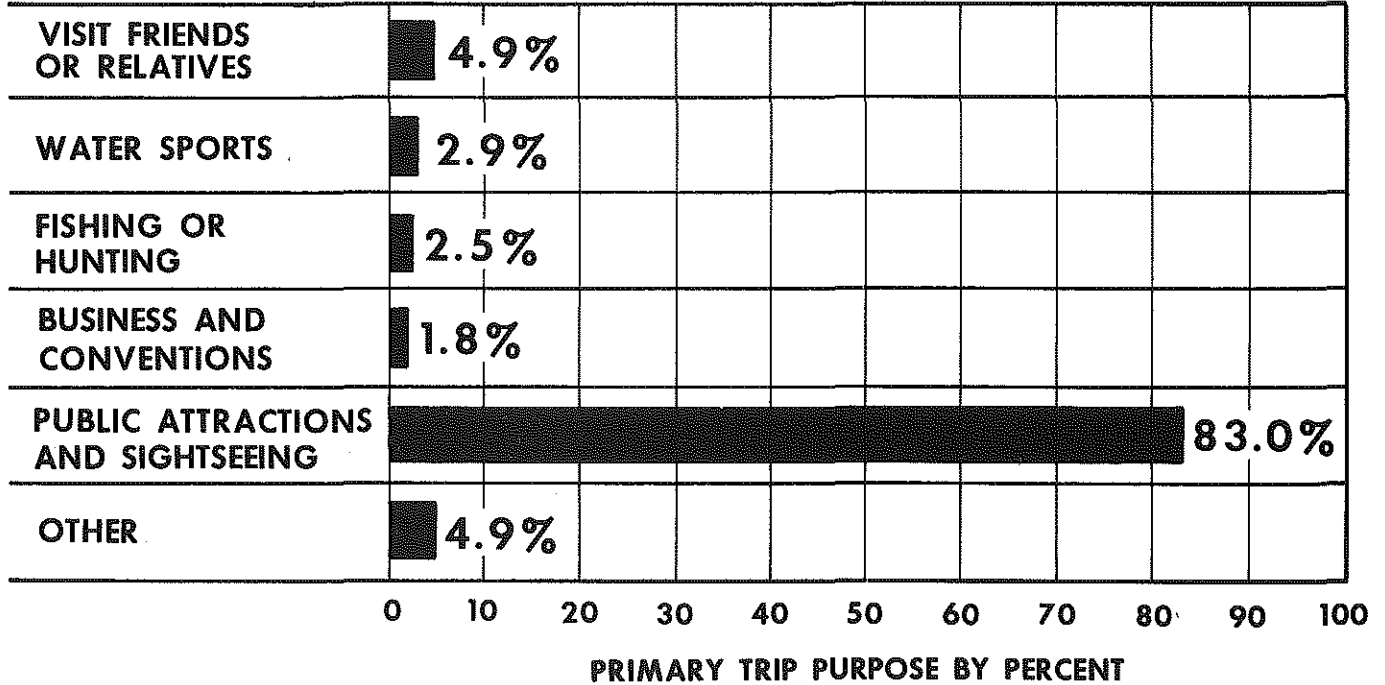
## PURPOSE OF TRIP MACKINAW CITY CENTER

JULY - AUGUST, 1963



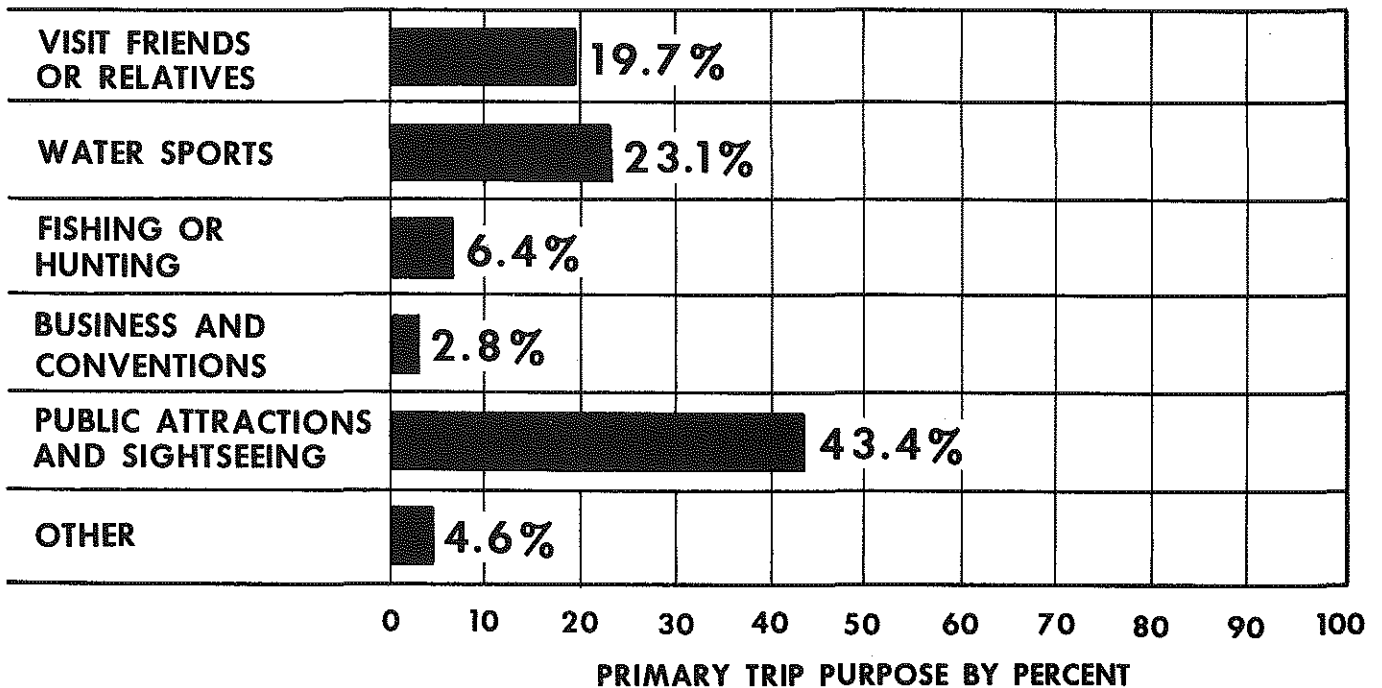
## PURPOSE OF TRIP MENOMINEE CENTER

JULY - AUGUST, 1963



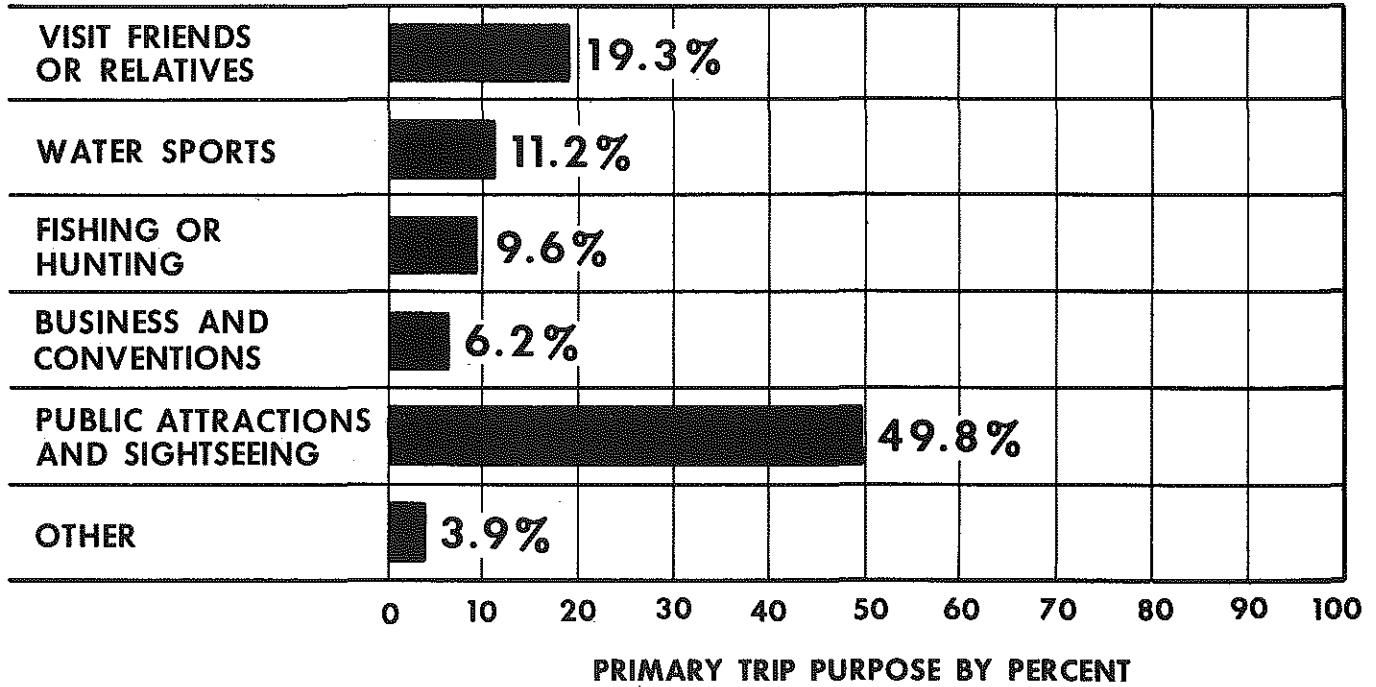
## PURPOSE OF TRIP NEW BUFFALO CENTER

JULY - AUGUST, 1963



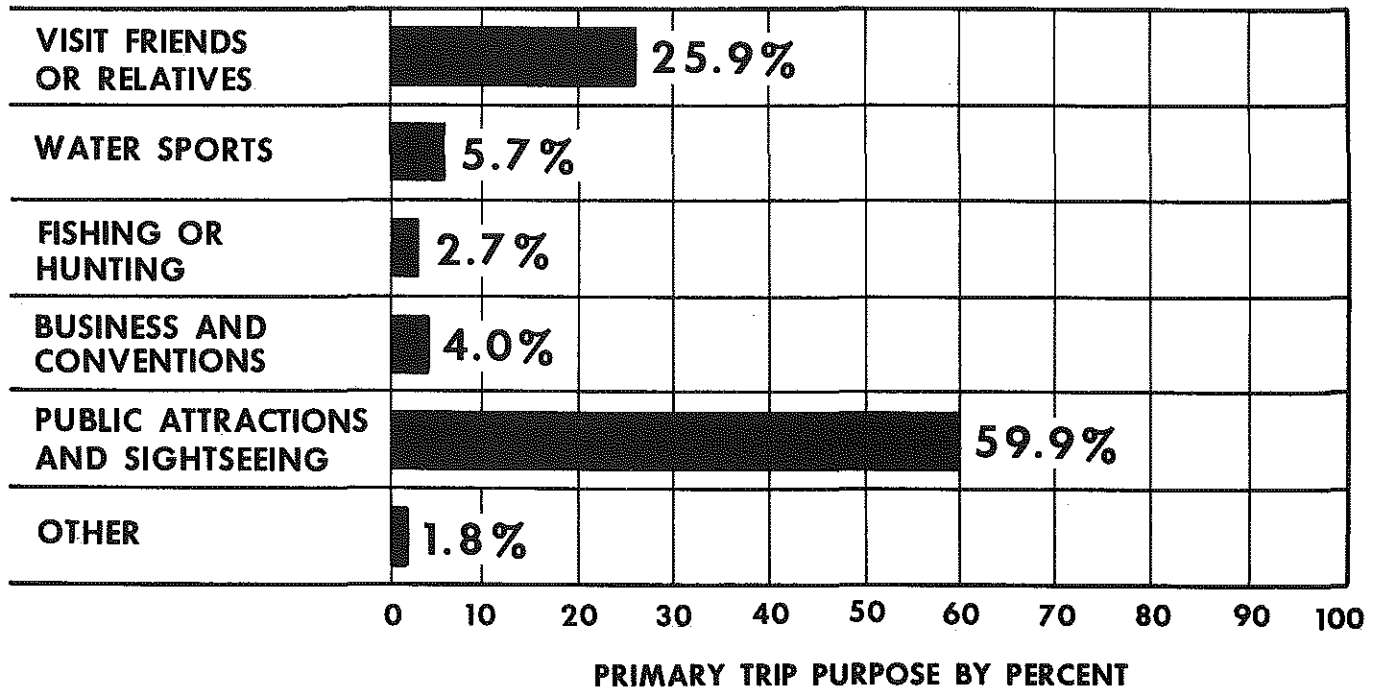
## PURPOSE OF TRIP COLDWATER CENTER

JULY - AUGUST, 1963



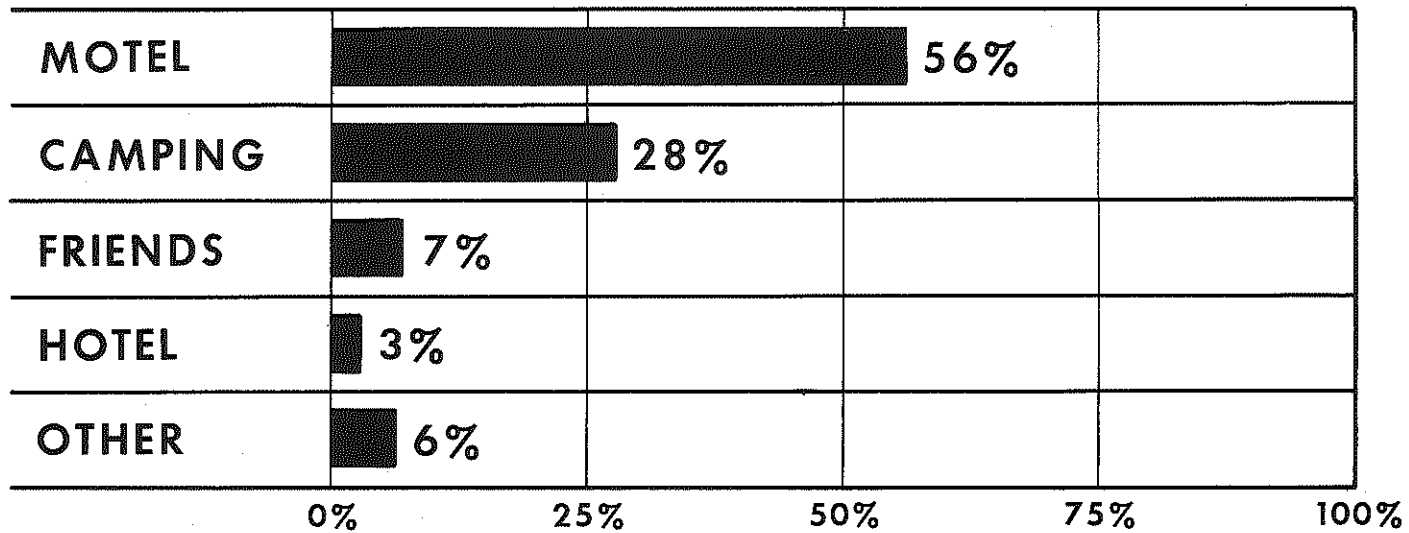
## PURPOSE OF TRIP MONROE CENTER

JULY - AUGUST, 1963



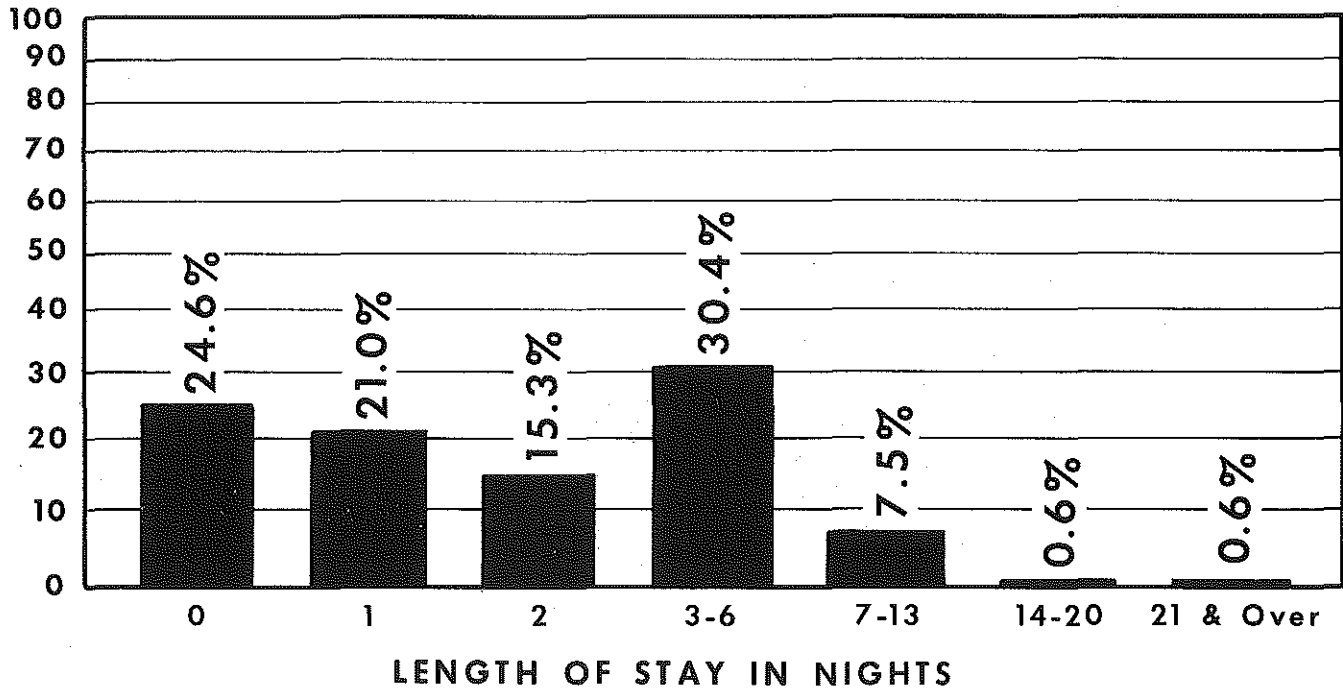
# TYPE OF ACCOMODATIONS ALL INFORMATION CENTERS

JULY - AUGUST, 1963



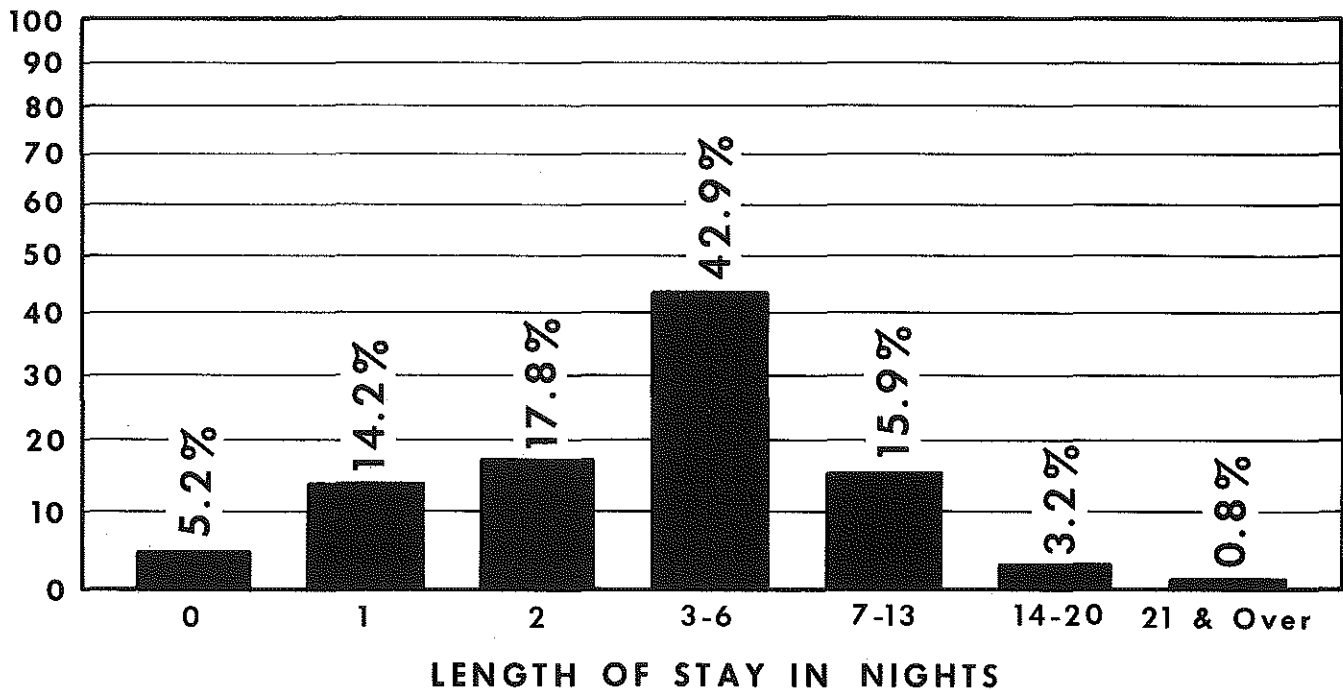
# LENGTH OF STAY BY NUMBER OF NIGHTS PORT HURON CENTER

JULY - AUGUST, 1963



# LENGTH OF STAY BY NUMBER OF NIGHTS ALL INFORMATION CENTERS

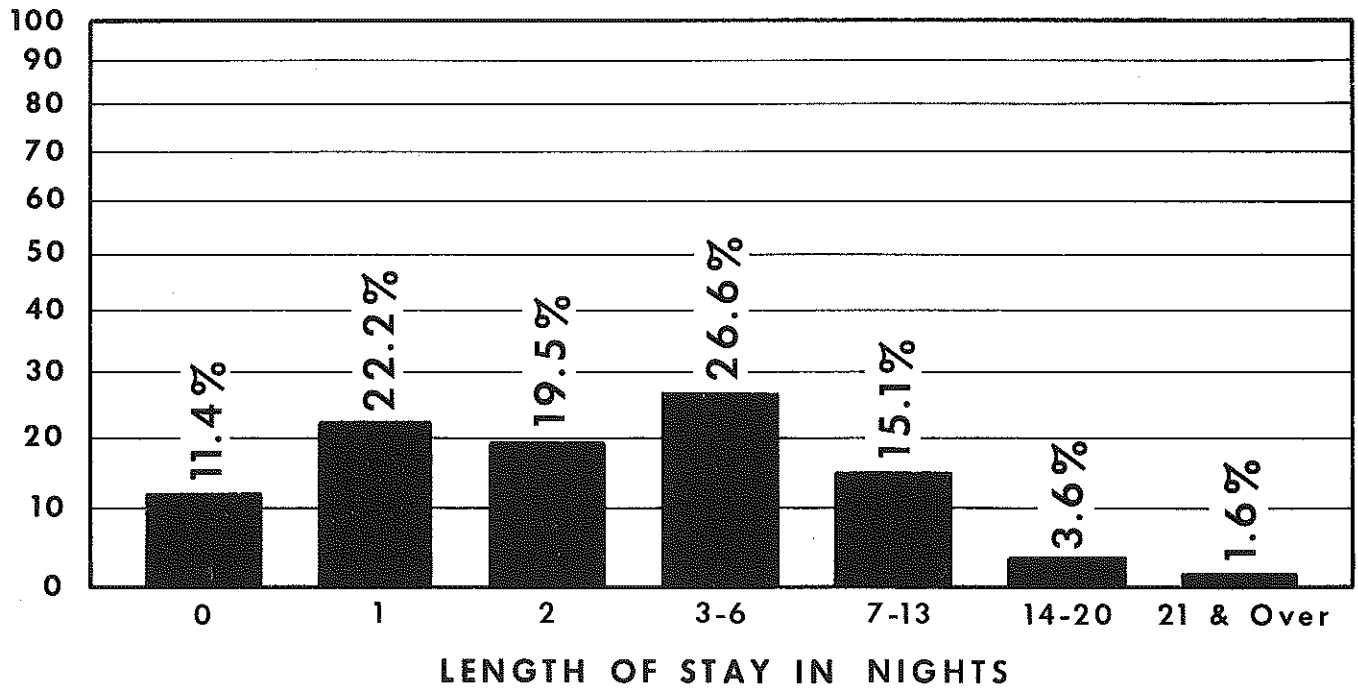
JULY - AUGUST, 1963





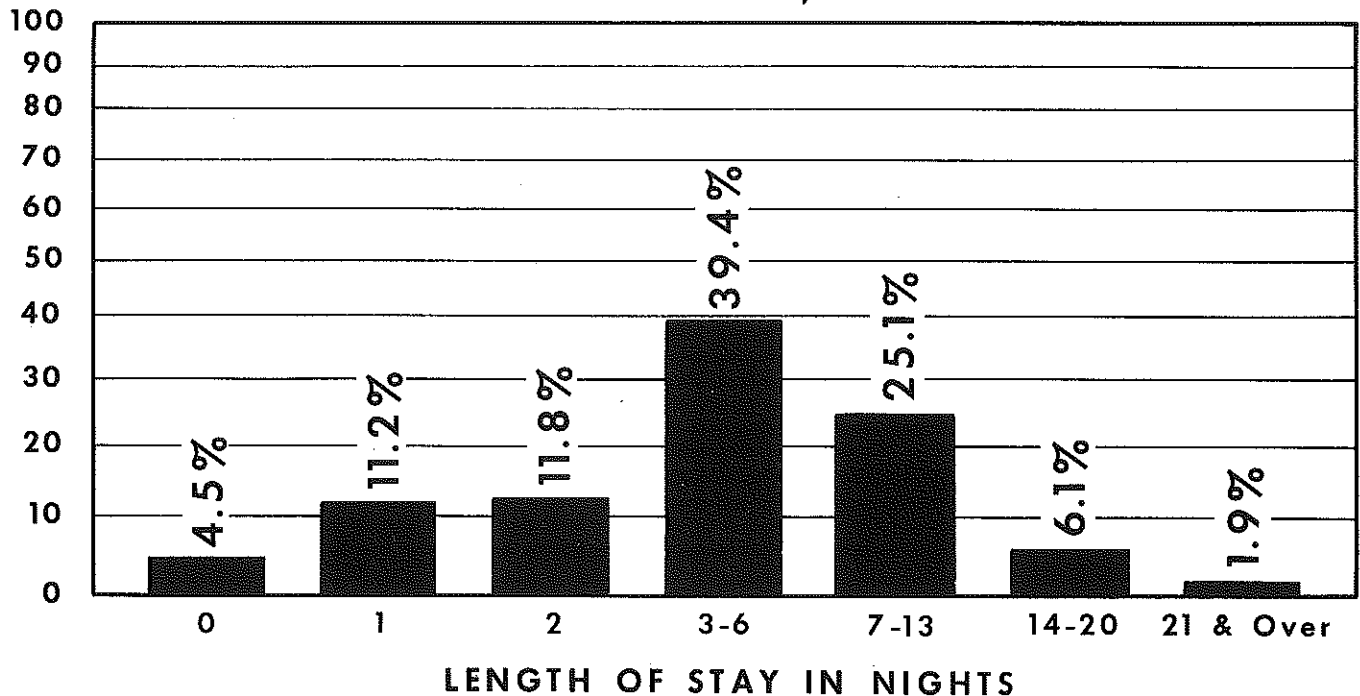
# LENGTH OF STAY BY NUMBER OF NIGHTS MONROE CENTER

JULY - AUGUST, 1963



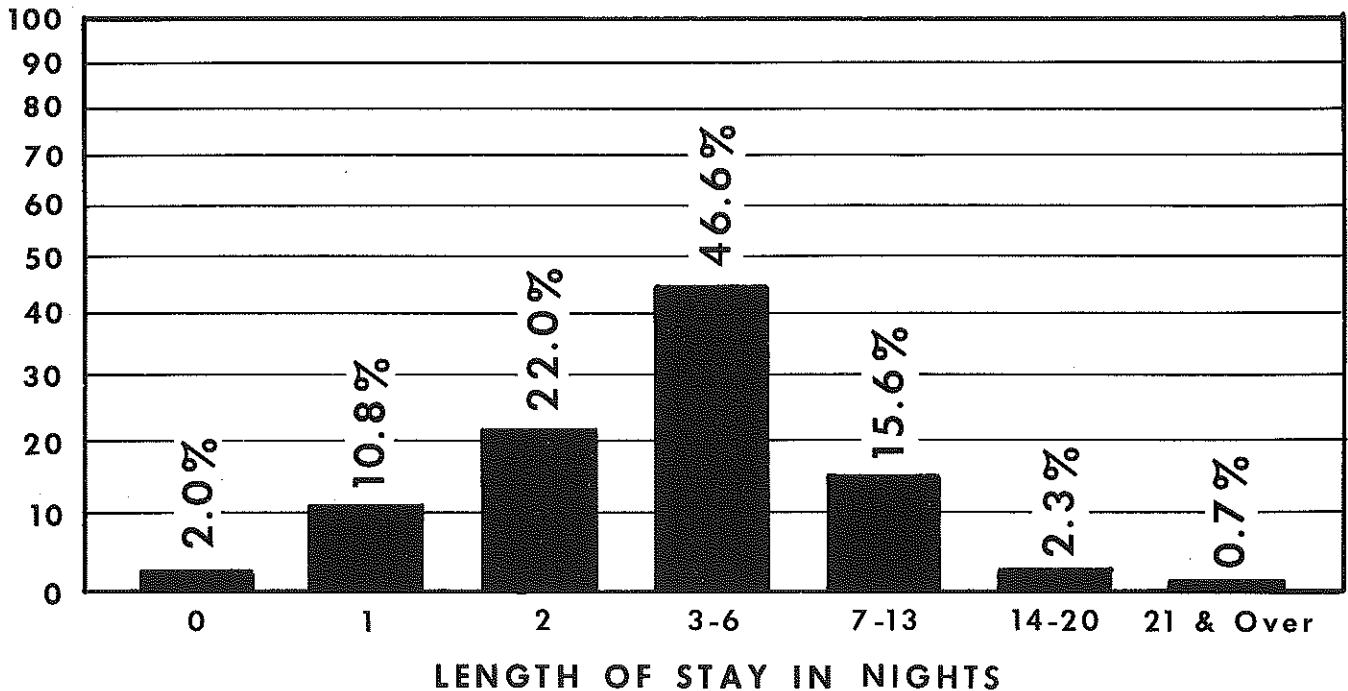
# LENGTH OF STAY BY NUMBER OF NIGHTS NEW BUFFALO CENTER

JULY - AUGUST, 1963



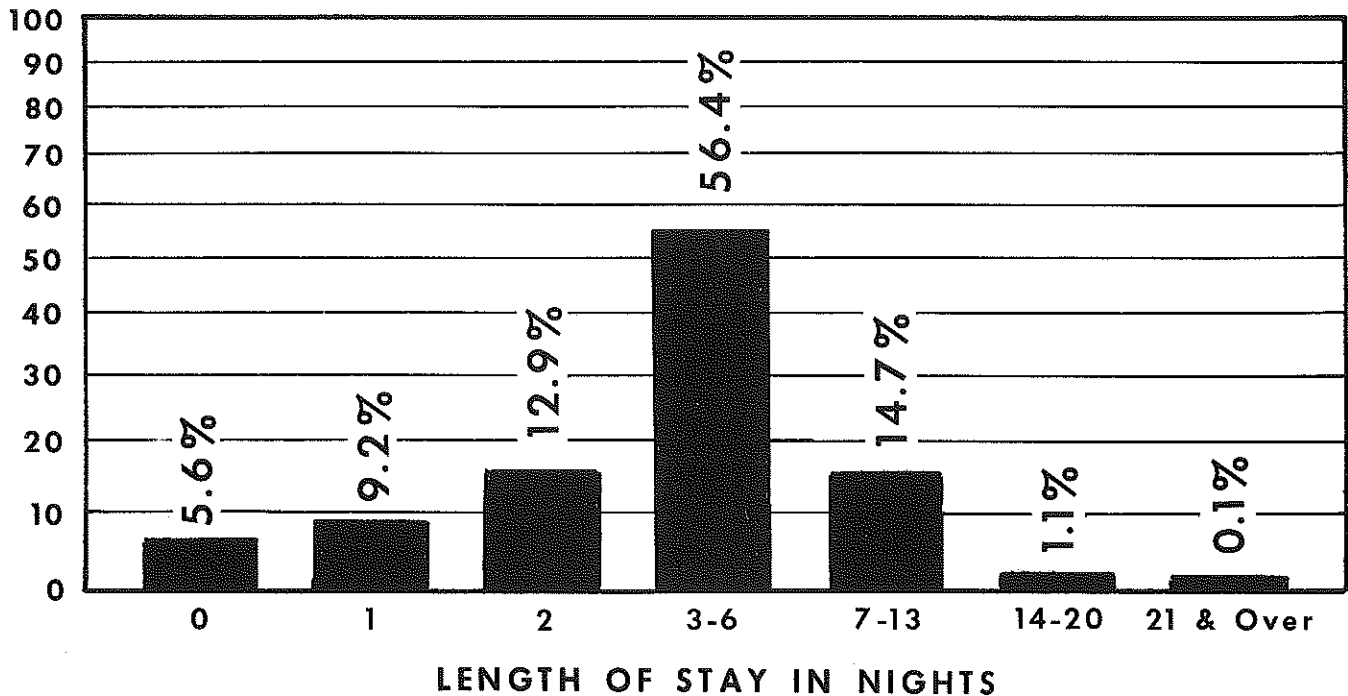
# LENGTH OF STAY BY NUMBER OF NIGHTS MACKINAW CITY CENTER

JULY - AUGUST, 1963



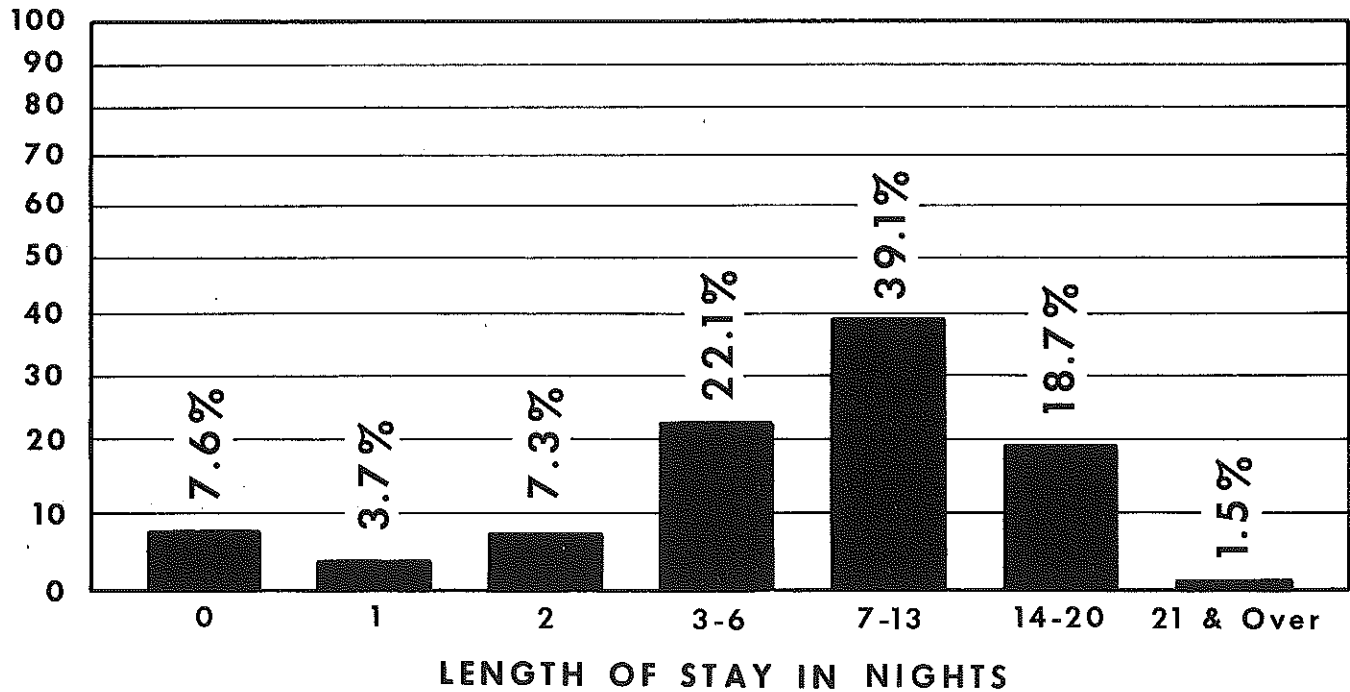
# LENGTH OF STAY BY NUMBER OF NIGHTS MENOMINEE CENTER

JULY - AUGUST, 1963



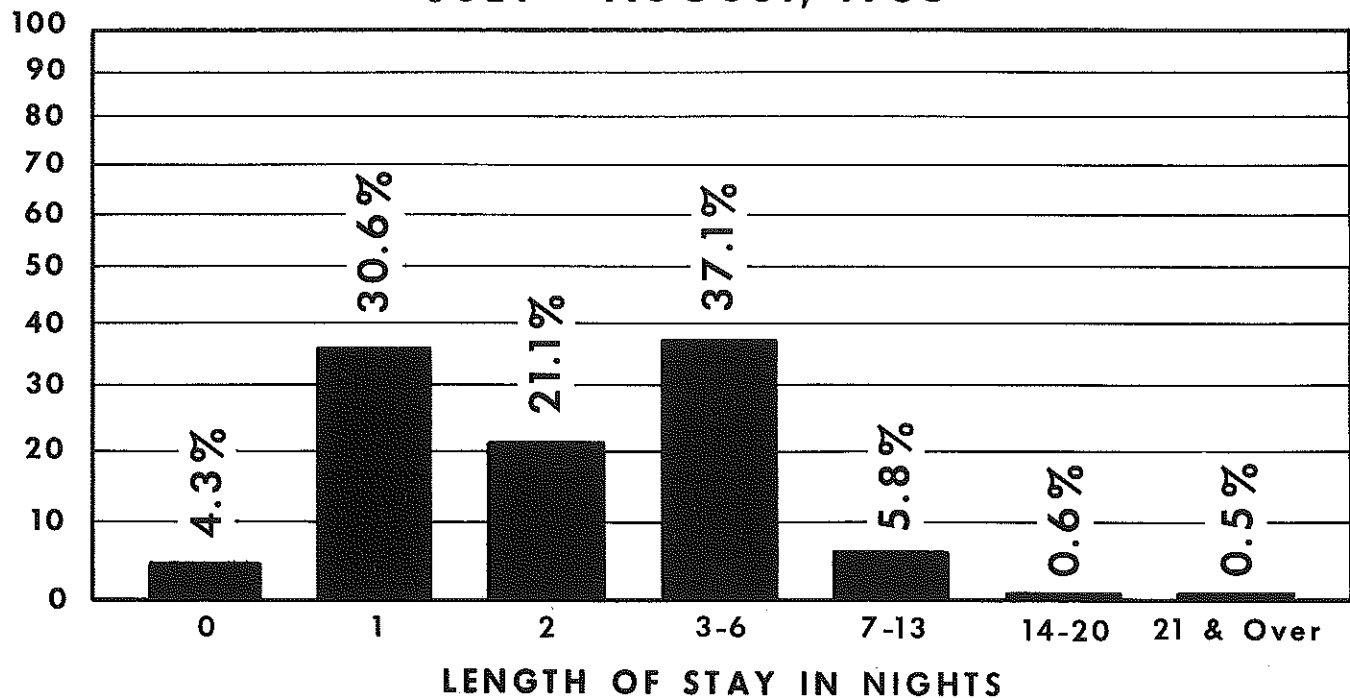
# LENGTH OF STAY BY NUMBER OF NIGHTS COLDWATER CENTER

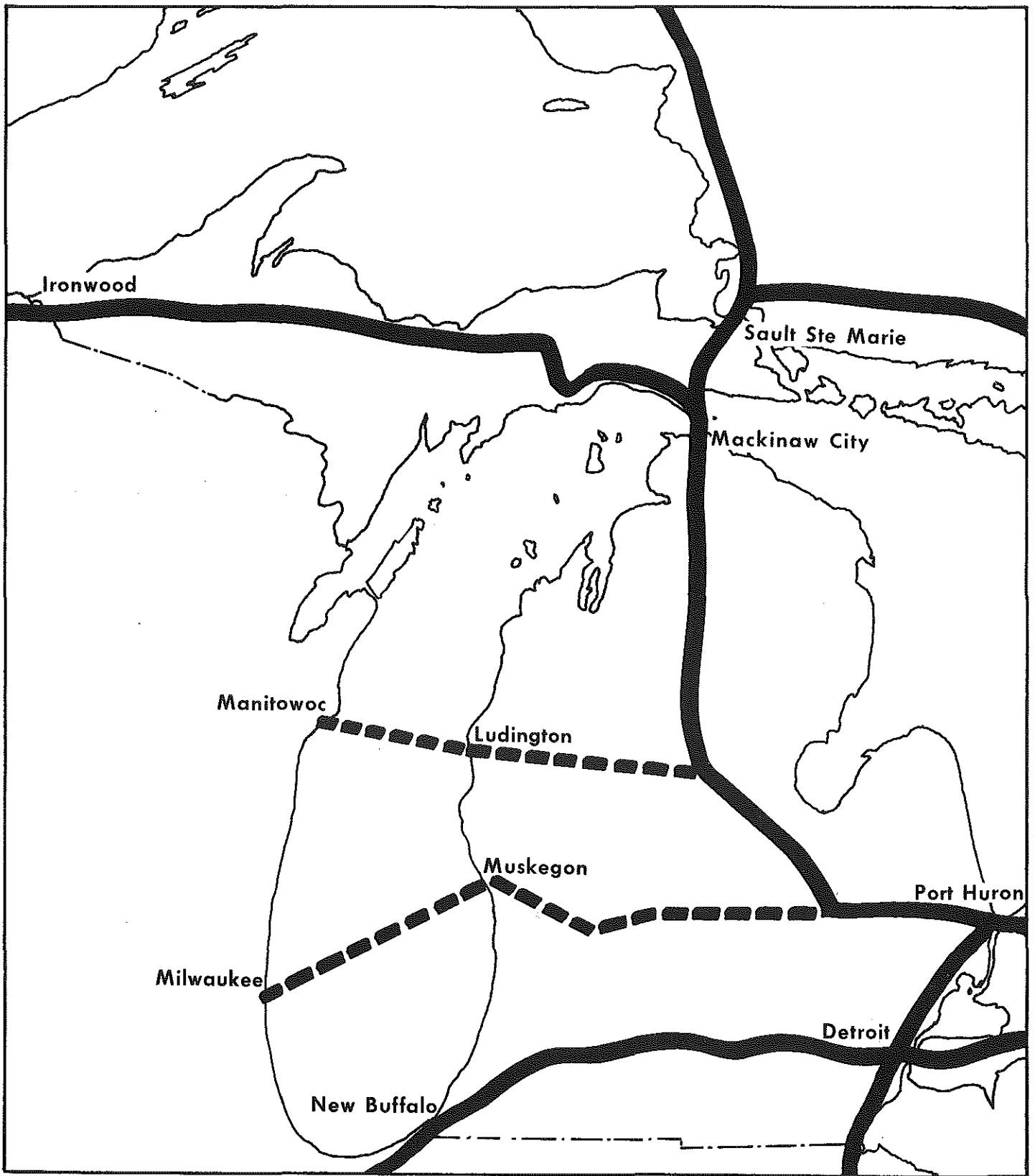
JULY - AUGUST, 1963



# LENGTH OF STAY BY NUMBER OF NIGHTS IRONWOOD CENTER

JULY - AUGUST, 1963

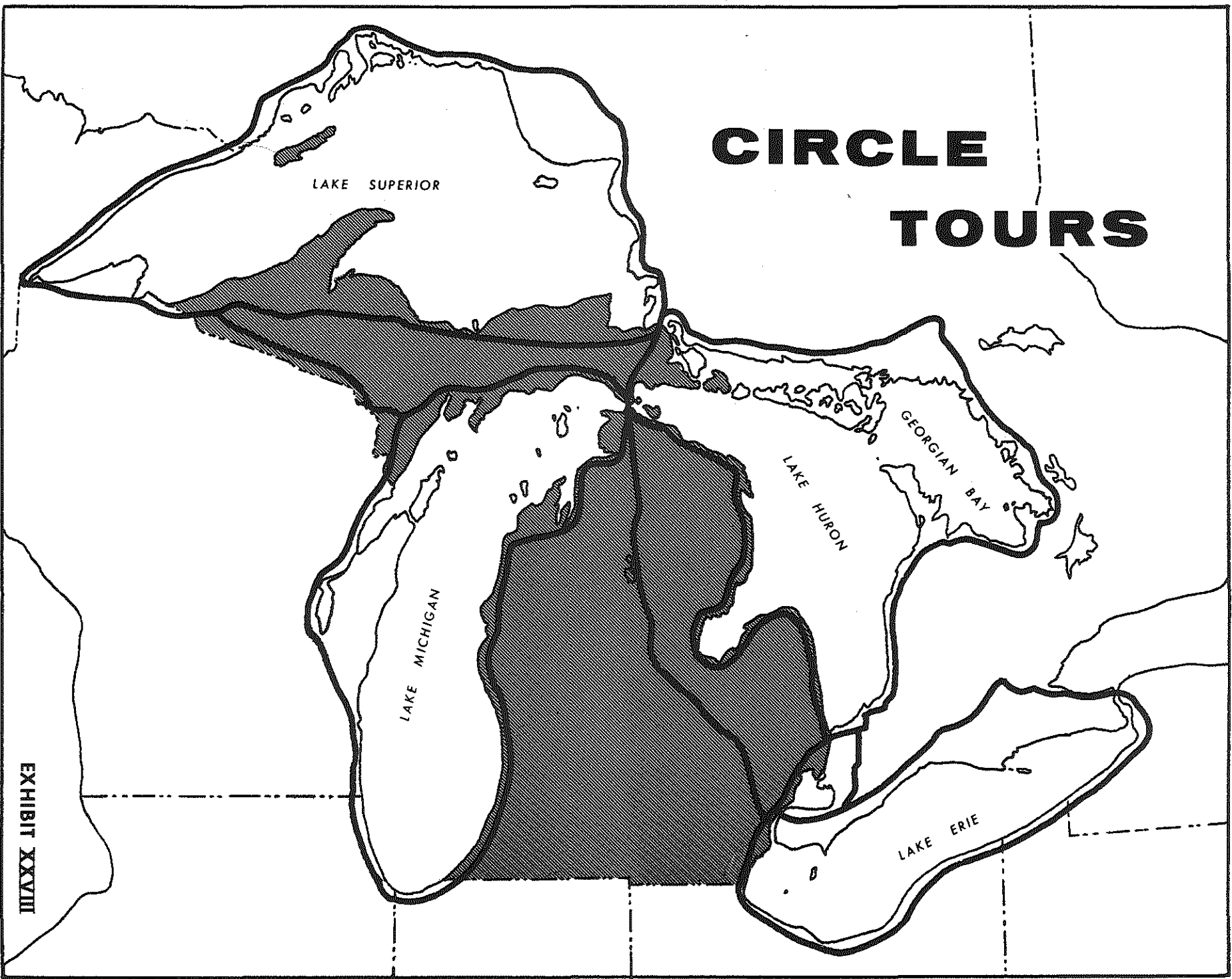




**—————** Outstate visitors entering at Port Huron with outstate destinations but staying one night or more in Michigan

**- - - - -** Routes of outstate visitors to carferry services at Muskegon and Ludington

# CIRCLE TOURS



LAKE SUPERIOR

LAKE MICHIGAN

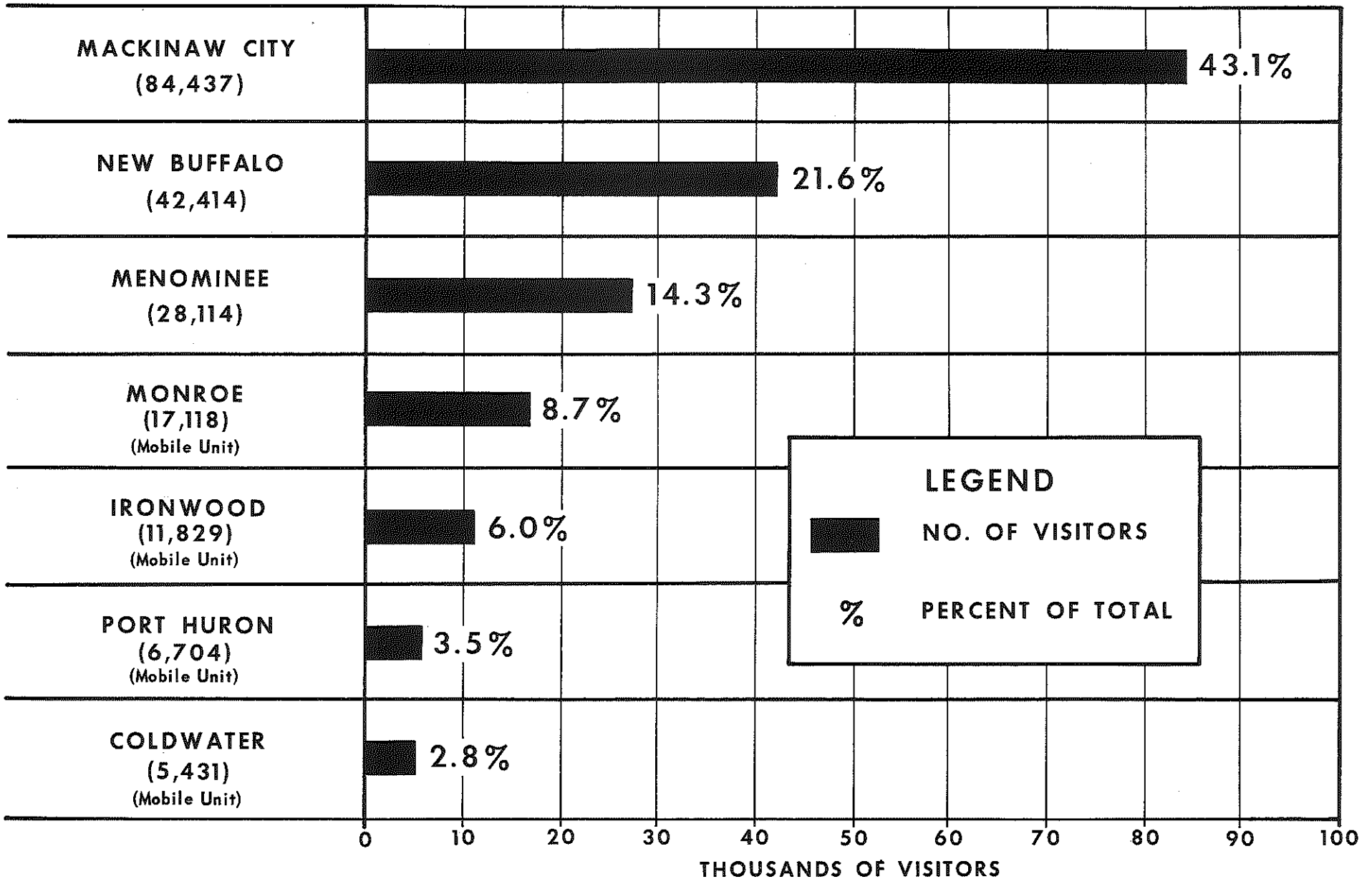
LAKE HURON

GEORGIAN BAY

LAKE ERIE

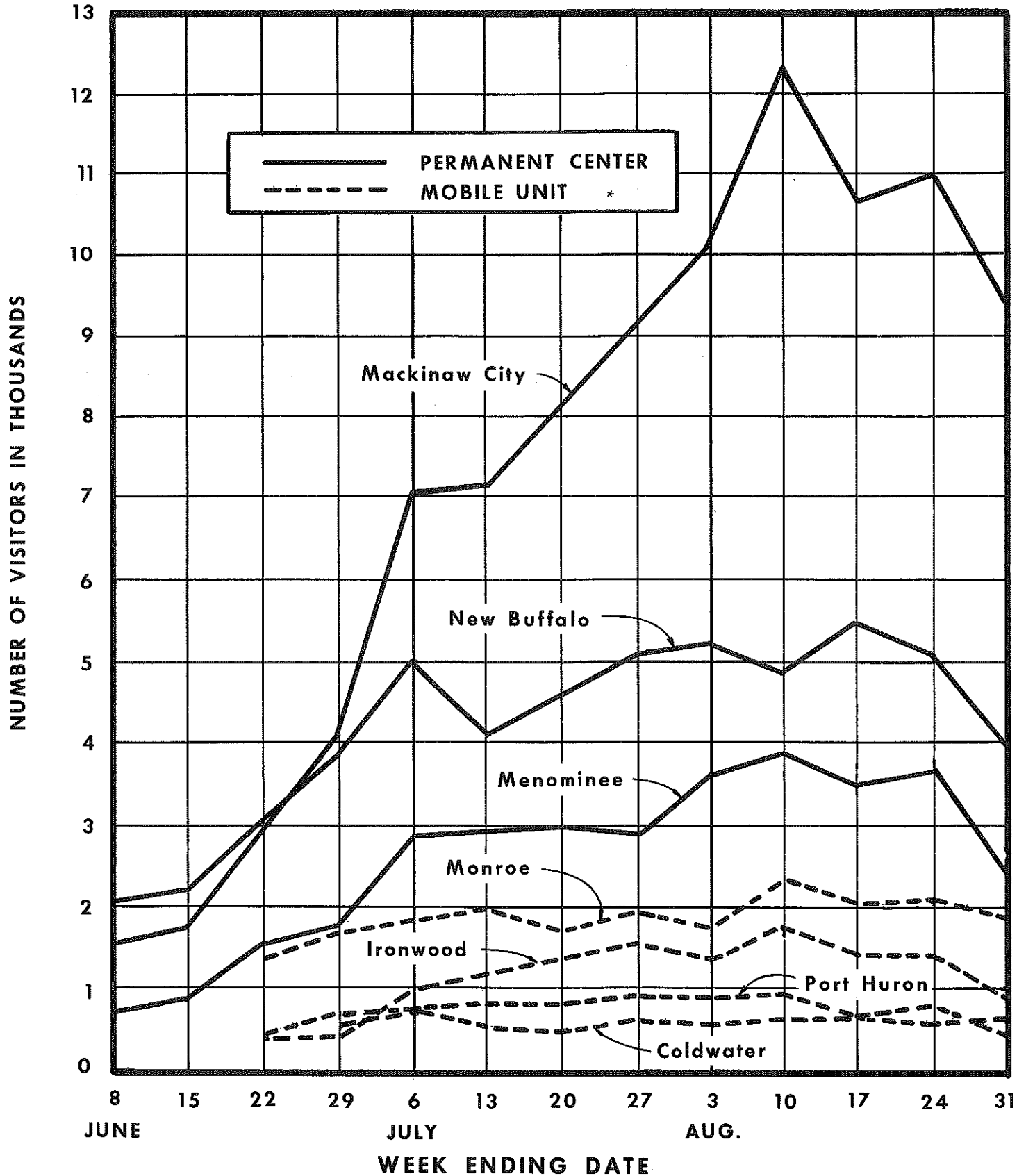
EXHIBIT XXVIII

## VISITORS DURING JULY & AUGUST, 1963 FOR EACH INFORMATION CENTER



# NUMBER OF VISITORS BY WEEK FOR EACH INFORMATION CENTER AND TEMPORARY MOBILE UNITS LOCATED AT FUTURE PERMANENT CENTERS JUNE - JULY - AUGUST 1963

\* Beginning with first complete week of operation







MICHIGAN STATE HIGHWAY DEPARTMENT  
JOHN C. MACKIE, COMMISSIONER

TRAVEL INFORMATION SERVICE REPORT

Office Use  
Only

Station Number \_\_\_\_\_  
 Date \_\_\_\_\_  
 Day of Week \_\_\_\_\_  
 Home: City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_  
 Destination: City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_  
 Number of Persons in Party (Number) \_\_\_\_\_

								3-4
								5-10
								11
								12-14
								15-17
								18-19

Purpose of Trip:	1	2	3	No. of Days				
Visit Friends or Relatives	1							20
Water Sports	2							21-22
Fishing or Hunting	3							23
Business & Conventions	4							24-25
Cultural & Public Attractions	5							26
Winter Sports	6							27-28
Sightseeing	7							
Other (Specify)	8							
Unknown	9							

Total Length of Stay:	Total Number			
Number of Nights	1			29-30

Accommodations:	1	2	3	No. of Nights				
Motel	1							31
Camping (Tent and Trailer)	2							32-33
Friends	3							34
Trailer Park	4							35-36
Hotel	5							37
Resort	6							38-39
Cottage	7							
Other (Specify)	8							
Unknown	9							

Type of Service:	Check Primary Service			
Routing and Attractions	1			40
Accommodations Information	2			
Other (Specify)	3			

Remarks:

# TOURIST INFORMATION SERVICES

MICHIGAN STATE HIGHWAY DEPARTMENT  
JOHN C. MACKIE, Commissioner

## Travel Information Service Survey

We sincerely hope that you enjoyed your recent trip in Michigan and that the Highway Department Tourist Information Center at which you stopped was able to provide all the information you required on Michigan highways and tourist attractions.

Your comments and replies on this brief questionnaire will help us in our constant effort to improve our services to you and to other travelers.

A self-addressed postage-paid envelope is enclosed for your convenience in mailing.

Thank you for your participation in this study.

1. Where did you start your trip? \_\_\_\_\_  
*City County State*

2. What was your destination? \_\_\_\_\_  
*City County State*

3. Number of Persons in group? \_\_\_\_\_ Male \_\_\_\_\_ Female \_\_\_\_\_ Children under 18

4. What was the purpose of your trip?

If you had more than one trip purpose, please show "1" Prime, "2" Secondary, "3" Third, in that order of importance and, if possible, indicate the number of days spent in each category in spaces provided:

Purpose	No. of days
_____ Visit Friends or Relatives	_____
_____ Water Sports	_____
_____ Fishing or Hunting	_____
_____ Business & Conventions	_____
_____ Cultural & Public Attractions	_____
_____ Winter Sports	_____
_____ Sightseeing	_____
_____ Other (Specify)	_____

5. How much time did you spend in Michigan? \_\_\_\_\_ Days

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

	No. of nights
Motel	_____
Camping (Tent or Trailer)	_____
Friends or Relatives	_____
Trailer Park	_____
Hotel	_____
Resort	_____
Rented Cottage	_____
Other (Specify)	_____

7. How many miles did you travel in Michigan? \_\_\_\_\_

8. What was the total amount (include car expense) spent by your group in Michigan? Please circle closest amount.

- |               |               |
|---------------|---------------|
| \$0 - \$25    | \$100 - \$150 |
| 25 - 50       | 150 - 200     |
| 50 - 75       | 200 - 300     |
| 75 - 100      | 300 - 500     |
| \$500 or More |               |

Please give us your comments on possible improvements regarding:

Travel service information \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Michigan highways \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Tourist attractions and accommodations \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_