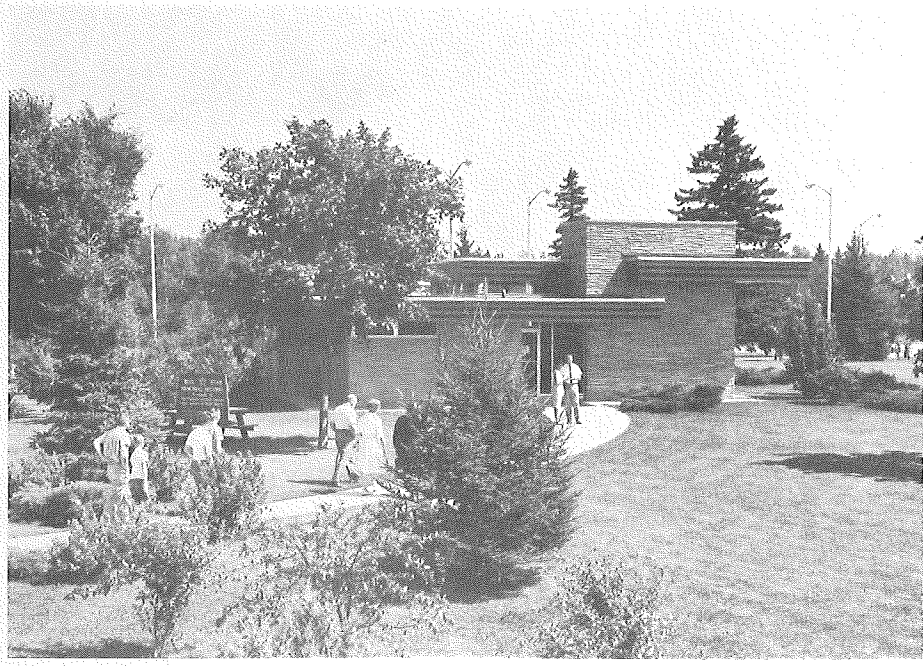


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state highways
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TOURIST TRAVEL IN MICHIGAN

1964

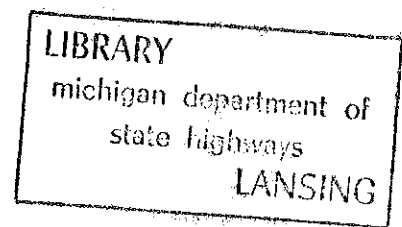
TRAVEL INFORMATION SERVICE
MOTORIST SERVICES AND REPORTS DIVISION
MICHIGAN STATE HIGHWAY DEPARTMENT

65-3424

MICHIGAN STATE HIGHWAY DEPARTMENT

**TOURIST TRAVEL
IN MICHIGAN
_____ 1964 _____**

Tourist Information Services



Motorist Services & Reports Division

John Murray, Director

December, 1964



Travel Information Counselors
are Civil Service Employees

Introduction

This report was written to continue and supplement a similar report published in 1963.

The 1963 report, titled "Characteristics of Tourists Using Tourist Information Centers", detailed the origins, destinations, purposes of trip, choice of accommodations and other characteristics of travelers in Michigan who stopped to inquire for information on routing and points of interest in Michigan at seven Travel Information Centers maintained by the Michigan State Highway Department.

The 1964 Report, "Tourist Travel in Michigan", repeats for comparison the basic data revealed in the 1963 survey and is expanded to inquire into various socio-economic aspects of tourism such as age groups, education, occupation and family income data, number and age of children in the touring party and the effectiveness of various types of advertising and publicity in encouraging vacation travel in Michigan.

The principal reason for expanding the questionnaire from which this data was obtained was to provide material for studies of various aspects of the tourist industry.

The Department of Resources Development of Michigan State University asked for inclusion of the questions on age, education, occupation and family income listed in the box on page 4 of the questionnaire, and the Center for Economic Expansion, Central Michigan University, requested the supplemental breakdown

of trip expenses into average expenditures for food, lodging, transportation and recreation.

Many public and private agencies are using the abundance of travel data accumulated by the Michigan State Highway Department as part of its work in the planning of highway improvements, the movement of traffic and the management of the Travel Information Service.

The Michigan State Highway Department is happy to co-operate with public and private agencies in gathering knowledge of the tourist industry, and is appreciative of the co-operation of the Michigan Tourist Council, the regional Tourist Associations, the State universities concerned with tourist studies, the Michigan legislature and many other agencies and individuals who have helped in the expansion program of the Tourist Information Service.

Highlights

THERE ARE PROBABLY MORE TOURIST TRIPS IN MICHIGAN EACH YEAR THAN ANYONE HAS YET MEASURED!

Traffic statisticians of the Michigan State Highway Department estimate that more than 7,000,000 tourist trips by automobile were taken in Michigan in 1964. This number of tourist trips involved 22.6 million people, counting the same person more than once if he made more than one trip.

MICHIGAN MAY ALREADY BE CLOSE TO THE \$1 BILLION ANNUAL TOURIST SPENDING BRACKET!

The estimated annual expenditures of the automobile tourist for essential items --- food, lodging, transportation, and recreation --- total more than \$850 million. Adding other expenditures, admissions, souvenirs, clothing, and major purchases of cars, boats, real estate, et cetera --- (which are not measured in this report) --- might mean that Michigan is already into the \$900 million bracket on the basis of auto traveling tourist spending only.

Dollar value of automobile tourist expenditures is estimated at about \$565 million in June, July and August, and more than \$289 million during the remainder of the year. These estimates take into account variations in trip purpose and size of party during the summer months.

National tourist studies indicate that about 90 percent of all tourists travel by automobile. If this percentage

applies to Michigan (and the automobile tourist may be higher in Michigan), and assuming that travelers who annually enter or move about the State by plane, bus, train or boat, generate expenditures in amounts proportionate to the automobile tourist --- it would appear that total tourist spending in Michigan could be estimated at close to \$1 billion in 1964.

TRAVEL INFORMATION CENTERS SHOW 33 PERCENT TOURIST INCREASE!

The travel information centers in 1964 served more than 365,000 tourists, an increase of about 33 percent over 1963. More than 1,600,000 pieces of tourist literature from public agencies and private business were distributed at the centers.

Ohio, Indiana, Illinois, and Wisconsin account for 43 percent of travelers stopping at the Centers, but every state is represented and several foreign countries.

MICHIGAN IS A GREAT VACATION STATE FOR CHILDREN!

Survey questionnaires returned by a representative sample of tourists using the centers show that about one-fifth of these tourists are children under 18 years of age; however, in June, July, and August more than one-third are under 18 years of age.

MICHIGAN SCENERY IS A MAJOR TOURIST ATTRACTION!

One-third of those surveyed listed themselves as "sightseers". To these people Michigan's scenery

is itself a major attraction and they consider driving to scenic places to be an enjoyable vacation activity. The single most mentioned influence which caused the visitor to stay longer than he or she planned was "beautiful scenery". Second rank from respondents to the questionnaire went to "local attractions", and the "friendliness of local people" was third.

A SIGNIFICANT NUMBER OF MICHIGAN'S TOURISTS ARE IN THE UPPER FAMILY-INCOME BRACKET!

A family income of more than \$10,000 per year was reported by 33.5 percent of the tourist parties using travel information centers; and 81.8 percent reported incomes of \$6,000 or more.

TOURISTS OFTEN COME BACK AGAIN!

Of the visitors from other states using travel information centers, 66 percent said they had vacationed in Michigan before.

CIRCLE TOURS ARE AN IMPORTANT TOURIST ATTRACTION!

The sampling of tourists at the centers indicates that about one-third of the tourist traffic is either following Michigan's shoreline highways on circle tours of the Great Lakes, crossing the state to destinations in other states, or crossing Michigan enroute to Canada.

MOST TOURISTS BEGIN THEIR TRIP ON A WEEKEND!

People begin their vacation trips in about equal percentages on Friday (18 percent), Saturday (20 percent), Sunday (18 percent), and Monday (19 percent). The least attractive starting day is Wednesday with 8 percent of those surveyed starting on that day.

TOURISTS STAY ABOUT 5 DAYS AND SPEND ABOUT \$25 A DAY!

Average cost of trip of all tourist parties surveyed --- both Michigan and non-Michigan --- was \$116, and average expenditure per day was about \$25.

During June, July, and August the average length of stay was five nights --- 5.5 for Michigan residents and 4.5 for visitors from other states. The average length of stay was slightly longer during earlier months when weekend trips are not so numerous.

Fifty percent of tourists stopping at a Center stay in motels; 10 percent stay with friends or relatives; and 30 percent are campers. About one-half of these campers use tents. About one-fourth live in travel trailers and the other one-fourth in vehicle campers.

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LOCATION OF:

**MICHIGAN STATE HIGHWAY DEPARTMENT
TRAVEL INFORMATION CENTERS**

★ EXISTING FACILITY

★ FUTURE FACILITY

▲ FACILITY TO BE
CONSTRUCTED

SOURCES FOR STATISTICAL MATERIAL

Material for this report was obtained from three principal sources:

A -- a four-page questionnaire and map, mailed to those tourists who signed a Guest Register displayed at all seven Travel Information Centers. Mailing was begun a few days after March 1, when the Centers were opened, and continued through the year.

The questionnaire, filled out and mailed back to the State Highway Department by the tourist after he had completed his trip, provided the data on origin, destination, purpose of trip, number in party, length of stay, choice of accommodation, miles driven in Michigan, cost of trip and other details. The map provided data on route taken and direction of travel.

By Summer's end, the sample consisted of 700 coded questionnaires for the months of March, April and May and 2,550 questionnaires for the months of June, July and August. Most of this report is based on statistics for the months of June, July and August, with figures for March, April and May used for comparison of similar or dissimilar areas.

B -- more than 11,000 interviews conducted on highways adjacent to Travel Information Centers by crews provided by the Traffic Survey section of the State Highway Department.

The interviews established the percentage of touring parties on vacation among total highway traffic, eliminating truck traffic, local shoppers and parties going to or returning from work. They also established the origins, destinations and number of persons per car of those parties who indicated they were on vacation or had recreation as a purpose of trip.

From these interviews, it was possible to calculate the amount of tourist traffic among all traffic at a particular location and to project these calculations to apply to other highways by means explained in detail near the end of this report.

C -- nearly 500 face-to-face interviews conducted inside the Travel Information Centers with tourists who stopped for information on the same days, and during the same hours, that the Traffic Survey section was conducting interviews on the adjacent highways.

The interviews conducted inside the Centers covered the same areas of origin, destination, purpose of trip and number of persons per car as those conducted outside the Centers, and thus provided an index to the percentage of tourist traffic that stopped for information in relation to total tourist traffic on the adjacent highway.

Establishing this index made possible a further projection--that of using the daily count of visitors at each Information Center to estimate the number of tourists who had passed by the door of the Center.

The resulting statistics, accumulated for this report, form the basis for an analysis of the characteristics of the tourist in Michigan in June, July and August of 1964, a comparison of those characteristics with the ones he exhibited in March, April and May of 1964 and in July and August of 1963, an estimate of his numbers, and from his own account of how much money he spent on his trip, an estimate of the dollar value of the tourist industry in Michigan.

Center Number 06
Survey Number 1414
Register Date 6/19

TOURIST INFORMATION SERVICES

Form 2250 B
(Rev. 3/64)

MICHIGAN STATE HIGHWAY DEPARTMENT
JOHN C. MACKIE, Commissioner

JUL 17 1964

Travel Information Service Survey

We sincerely hope that you enjoyed your Michigan trip and that the Highway Department Tourist Information Center at which you stopped was able to provide personal, courteous service, routing directions, Michigan highway maps and literature and other information you may have required on Michigan tourist attractions.

Your comments and replies on this questionnaire will help us in our constant effort to improve our services to all travelers who visit our State.

We would like to know what services, what information and what facilities you wish to find in the State of Michigan and what we can do to provide them.

Look through this questionnaire before you fill it out. Your comments will be appreciated and studied carefully. Thank you for your participation.

WHERE did you start your trip?

Luverne
(Your home city)

MINNESOTA
(Your home state)

WHAT was your DESTINATION?

Mackinac Straits
(Farthest point in Michigan)

Kenora Canada
(Farthest point in U.S. or Canada)

WHAT was the CHIEF PURPOSE of your travel in Michigan?

Check ONE.

- Crossing state to Canada
- Crossing state to another state
- Making circle tour around one of the Great Lakes SUPERIOR
- Touring to view the scenery (waterfalls, lakes, etc.)
- Touring to visit public attractions (Museums, zoos, etc.)
- Fishing Hunting
- Visiting friends or relatives who live in Michigan

- Travel for business in Michigan
- Manufacturers or sales convention
- Church, club or social convention
- To make a major purchase in Michigan (new car, cottage, farm, boat)
- Visiting resort town or resort area
- Visiting a large Michigan city
- Water sports
- Winter sports
- Other (please specify) _____

WHAT DID YOU DO in Michigan? How many times during your stay did you participate in any of the following activities? Write 1, 2, 3, (indicating times) before each one in which you took part.

- | | | |
|--|--|--|
| <input type="checkbox"/> Blossom tour | <input type="checkbox"/> Souvenir shopping | <input type="checkbox"/> Summer theatre |
| <input type="checkbox"/> Trout fishing | <input type="checkbox"/> Antique shopping | <input checked="" type="checkbox"/> Historic sites |
| <input type="checkbox"/> Other fishing | <input type="checkbox"/> Rock hunting | <input type="checkbox"/> Auto plant tour |
| <input type="checkbox"/> Smelt dipping | <input type="checkbox"/> Golfing | <input type="checkbox"/> Other plant tour |
| <input type="checkbox"/> Mushroom hunt | <input type="checkbox"/> Hiking | <input type="checkbox"/> Dancing |
| <input type="checkbox"/> Canoe trip | <input type="checkbox"/> Horseback riding | <input checked="" type="checkbox"/> Visit tavern |
| <input type="checkbox"/> Local festival | <input type="checkbox"/> Roller skating | <input type="checkbox"/> Fall color tour |
| <input type="checkbox"/> Visit fair | <input type="checkbox"/> Bowling | <input type="checkbox"/> Deer hunting |
| <input checked="" type="checkbox"/> Picture taking | <input type="checkbox"/> Bird watching | <input type="checkbox"/> Small game hunting |
| <input type="checkbox"/> Outboard boating | <input type="checkbox"/> Dune ride | <input type="checkbox"/> Bird hunting |
| <input checked="" type="checkbox"/> Swimming | <input type="checkbox"/> Stock car race | <input type="checkbox"/> Tobogganing |
| <input type="checkbox"/> Sailing | <input type="checkbox"/> Horse race | <input type="checkbox"/> Skiing |
| <input type="checkbox"/> Water Skiing | <input type="checkbox"/> Ball game | <input type="checkbox"/> Ice fishing |
| <input type="checkbox"/> Skin diving | <input checked="" type="checkbox"/> Visit museum | <input type="checkbox"/> Ice boating |
| <input checked="" type="checkbox"/> Excursion boat | <input type="checkbox"/> Visit zoo | <input type="checkbox"/> Ice skating |

WRITE IN any other activity you enjoyed in Michigan

BOAT TRIP TO MACKINAC ISLAND

HOW MANY NIGHTS did you spend in Michigan? 3 Longest stay in one place? 2 nights.

HOW MANY PERSONS were in your party? 2 Adults (over 18) 5 Children (under 18)

WHERE DID YOU STAY?

- In motel
- In hotel
- In resort hotel
- In home of friends or relatives
- In your own cottage
- In rented cottage
- Slept in your own car
- Other State Park
(Please specify)

DID YOU CAMP in a tent? _____ In your house trailer? _____ In a vehicle camper? X

- In State park
- In State forest
- In National forest
- On private land
- In county, city or village campground
- In commercial campground
- In commercial trailer park
- Other _____
(Please specify)

IS THIS YOUR FIRST TRIP in Michigan? X 1st _____ 2nd _____ Annual _____

WHAT INFLUENCED YOU to make this trip in Michigan?

- Recommendation of friends or relatives
- Picture postcards from friends or relatives
- Newspaper stories
- Newspaper advertising
- Information received by mail
- TV programs
- Magazine articles
- Magazine advertising
- Radio news
- Radio advertising
- Other (Please specify) _____

WHAT INFLUENCED YOU to select the particular area of Michigan you visited? _____

It was enroute for us on our way around Lake Superior.

DID YOU WRITE for information before you started your trip? Yes To whom? Michigan State Highway Dept.

DID YOU RECEIVE all the information and literature you requested? Yes How soon? 2 weeks

WHAT TYPE OF MAPS and information about Michigan would you like to have available? _____

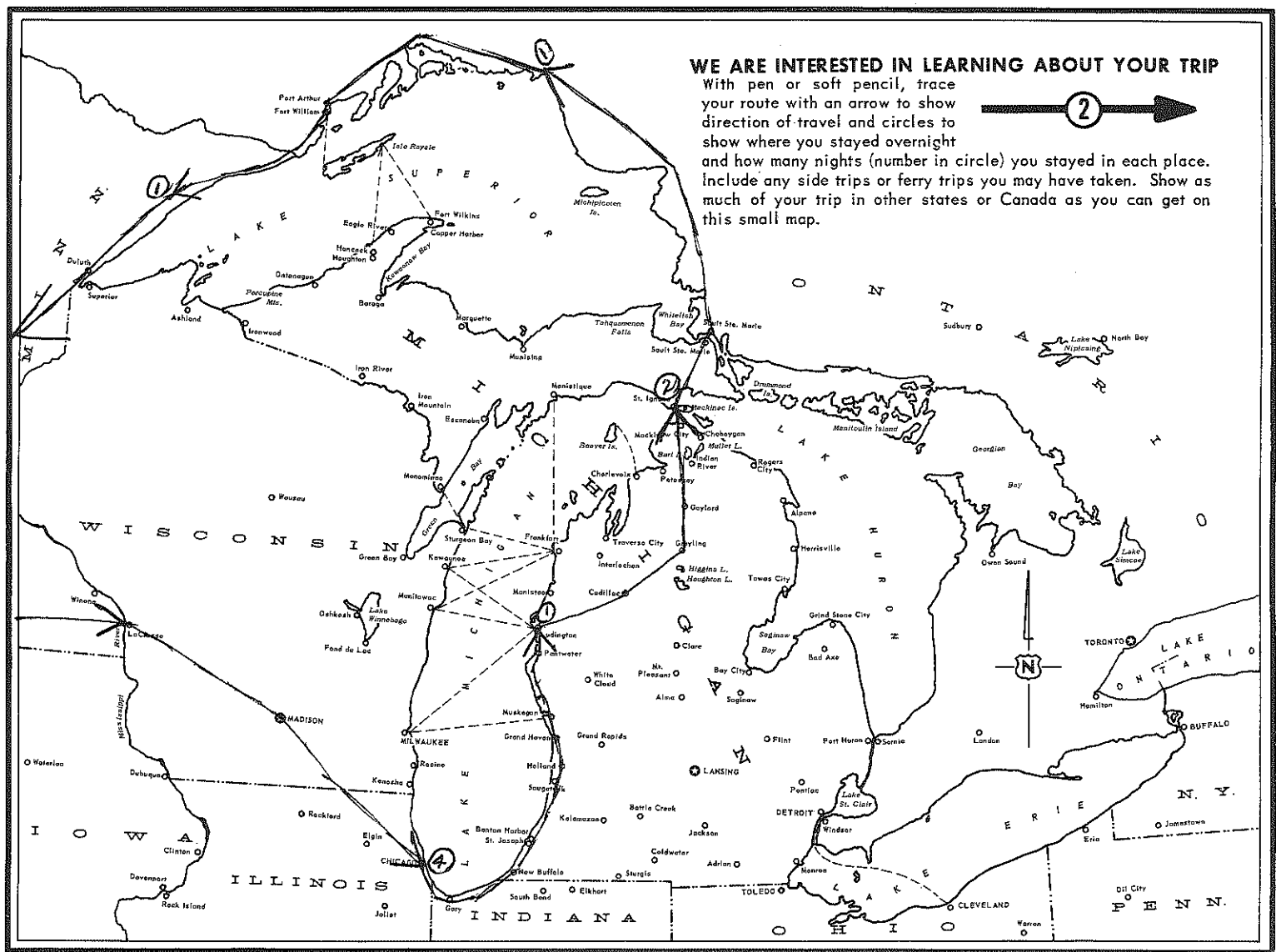
- 1- The official State Highway Map.
- 2- Booklet noting Camping spots & facilities
- 3- places of interest to visit.

DID ANYTHING influence you to stay longer than you had expected? Yes - the Straits St. Park at St. Ignace was pleasant and well kept.

DID ANYTHING cause you to leave sooner than you had intended? No

HOW MANY MILES did you drive in Michigan? 450 Miles

HOW MUCH MONEY did you spend in Michigan for travel and recreation? \$70.00 Dollars



WE ARE INTERESTED IN LEARNING ABOUT YOUR TRIP

With pen or soft pencil, trace your route with an arrow to show direction of travel and circles to show where you stayed overnight and how many nights (number in circle) you stayed in each place. Include any side trips or ferry trips you may have taken. Show as much of your trip in other states or Canada as you can get on this small map.



YOUR COMMENTS on the Tourist Information Service, on the planning, construction and maintenance of Michigan State highways, on State parks and campgrounds and on many other facilities have been very helpful to the State departments involved in the improvement of their services to you as a tourist.

Please use the space below to tell us what you think of Michigan's roads, parks, beaches, tourist attractions and accommodations or anything else that impressed you, either favorably or unfavorably, during your travel in our State.

Thank you for your interest in helping us to improve our service to all tourists.

Tourist Information Services
Motorist Services and Reports Division
MICHIGAN STATE HIGHWAY DEPARTMENT
Lansing, Michigan 48926

Tourist information Service where we stopped seemed well staffed & were very helpful & cordial - Good Ambassadors for State! State Parks & Roadside Picnic Spots well maintained & clean - Incidentally, I believe Michigan is noted for their camping accommodations because we had been told this many times before we made our trip.

IF YOU DON'T MIND answering the questions below, your anonymous replies will be of great assistance

Head of Household

Age 37

Years of school completed (8,12,16) 13

Occupation

- Professional, technical, etc.
 Manager, official, owner (except farm)
 Clerical, sales - Retail Clothing Store.
 Craftsman, foreman
 Machine operator
 Farmer, farm worker
Other (please specify) _____

to many Michigan State agencies and to several State universities in their long-range planning of tourist facilities. Any information you are willing to provide is important to these studies, although we don't wish to seem to intrude upon your privacy.

Family

Family income (yearly, before taxes)

- Under \$3,000 \$6,000 to \$9,999
 \$3,000 to \$5,999 Over \$10,000

Number of children 1 4
under 6 years 6 to 18 years

Of the activities listed on the first page under "What did you do in Michigan", (e.g., Blossom Tour, Swimming, Boating, Fishing, Hunting, etc.) indicate which one was your most important reason for making this trip: Going To Mackinac Island.

If the primary reason for making this trip is not contained in the list of activities, please indicate it below: Making Circle Trip Around Lake Superior.

Please indicate:

(a) The date you started the trip in Michigan: 6 18 Friday.
month day day of the week

(b) The date you ended the trip in Michigan: 6 21 Monday.
month day day of the week

You have already indicated the total amount of money you spent in Michigan on this trip. Please indicate how much of this total amount was spent on each of the following items:

Food \$ 10.00 Retail Stores \$ _____ Accommodations \$ 6.00 Transportation \$ 30.00
(Excluding Food)

Recreation \$ 20.00 Other \$ _____ (Please specify) _____

Copies of this form were included in the mailing of State Highway Department Travel Information Service questionnaires at the request of Central Michigan University, which was engaged in a study of the effect of tourist spending on Michigan's economy.

TOURIST INFORMATION SERVICE INTERVIEW

Center Number 03 1
Date 5-19-64 2 5
Interview No. 4

ORIGIN (home)

Foreign state or Michigan county or city Joliet Ill. 6 8
Point of entry in Michigan if from another state New Buffalo
Route from Michigan home or point of entry to this Center (use map) around the Lake

DESTINATION

Farthest point in Michigan from entry or origin Sault Ste Marie 9 10
Farthest point in U. S. or Canada from origin _____ 11 12

NUMBER OF PERSONS IN CAR 2 over 18 years 2 under 18 years 13 14

HOW MANY NIGHTS WILL YOU SPEND IN MICHIGAN? 3 15 16

MAP CODE 17 18

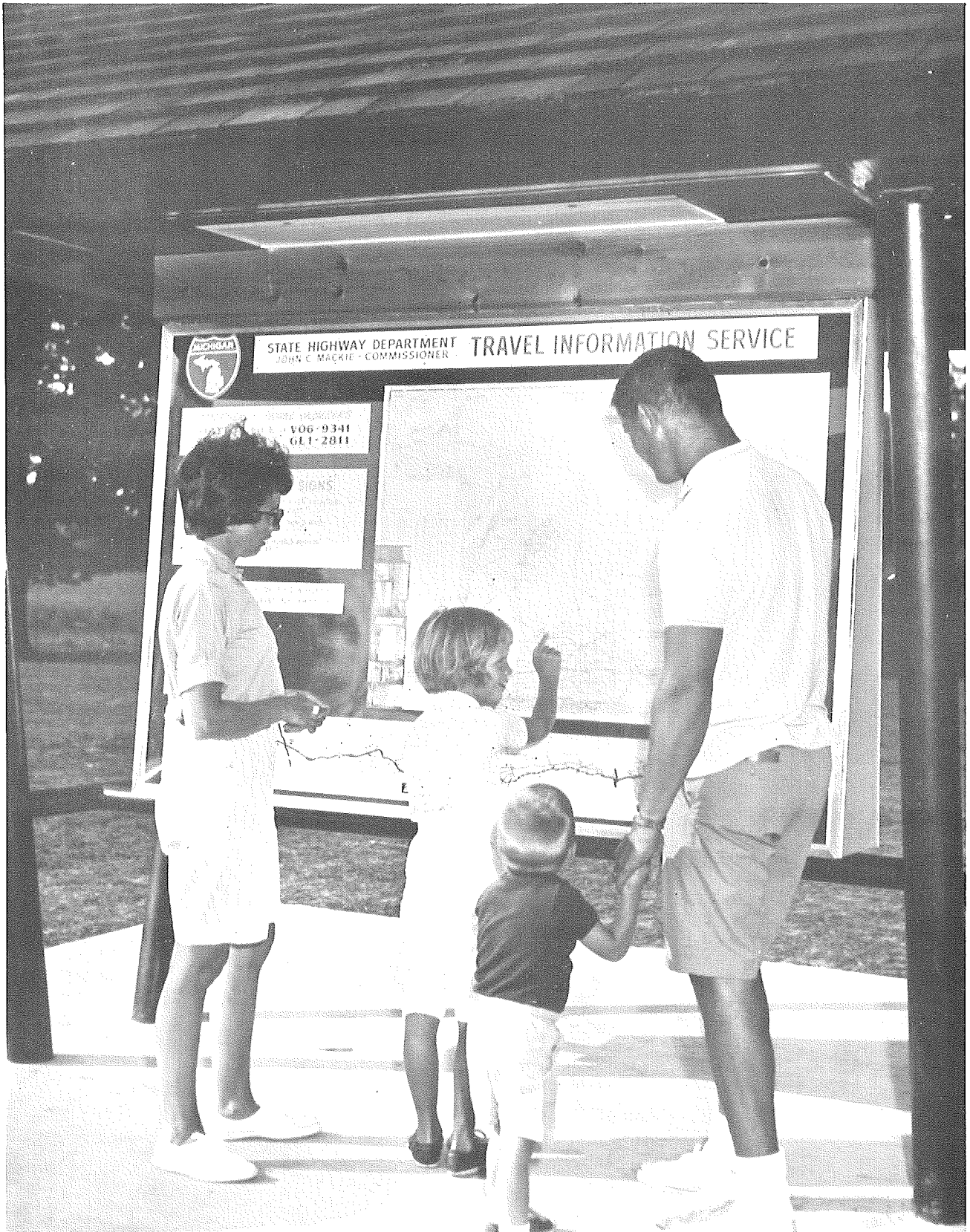
PURPOSE OF TRIP (check only one) 19
 Vacation
 Visiting relatives _____
 Personal or family business _____
 Commercial business trip _____

CARRYING A BOAT? yes no 20 21 23

CAMPING? (check up to three) 21 23
 In State park _____
 In State forest _____
 In national forest _____
 On private land _____
 In county, city or village campground _____
 In commercial campground _____
 In commercial trailer park _____
 Other _____

PREFERRED ACCOMMODATIONS 24 26
 (check up to three)
 Motel Your own cottage _____
 Hotel _____ Rented cottage _____
 Resort hotel _____ Sleep in car _____
 Home of relatives _____ Other _____

**DIFFERENCES
AND COMPARISONS
1963-1964**



A family group on vacation examines one of the informational bulletin boards found in all Michigan's Freeway Rest Areas.

DIFFERENCES BETWEEN THE 1963 AND 1964 SURVEYS

In the interest of better definition of the characteristics of tourists in Michigan, some of the basic attitudes toward the inquiry in the 1963 survey were shifted in the 1964 survey.

As a result, some basic data in the two surveys are not exactly comparable.

The definition of a tourist was changed to include all motorists, resident and non-resident, traveling in Michigan for recreation, whether or not they stayed overnight away from home.

Inclusion in the 1964 survey of one-day round trippers, one-day cross-state travelers and Sunday sightseers resulted in a reduction in the 1964 survey of average cost of trip, length of trip, length of stay and other items common to the two surveys.

Length of stay was changed to indicate number of nights, rather than number of days spent in Michigan, in order to provide closer control over average amounts of money spent for accommodations.

Cost of trip was requested in a simple question, without suggested amounts to be circled, which resulted in less rounding of expenditures to a higher amount than actually was spent. The inclusion of no-night tourists also added many daytime parties of tourists who spent zero to less than \$10 in Michigan.

Purpose of Trip was increased from seven categories to 18, the first three intended to seek out the proportions of travelers crossing Michigan to Canada or another state or making circle tours of one of the Great Lakes, others frankly "fishing" categories intended to define any unsuspected trip purposes that might turn up. "Sightseeing" as a purpose of trip was purposely disguised as "Touring to View the Scenery".

Destination also was revised when it became apparent in 1963 that large numbers of tourists on Great Lakes circle tours and circuitous sightseeing trips were having difficulty in naming a definite destination or were stating their destinations as "back home again".

Dividing the question on destination into "Farthest point in Michigan" and "Farthest point in U. S. or Canada" partially solved this problem, but resulted in an abnormal accumulation of destinations in eight Michigan counties that serve as convenient exit points from the State.

A map added to the 1964 questionnaire proved to be most useful to both tourist and survey analyst in establishing direction of travel, specific route or routes, location of overnight stops and mileage, and demonstrated that while a tourist may enter Michigan in one county and proceed to a destination in another county, he frequently does not travel on a direct route between his entry point and his destination and therefore passes through many counties off of the direct route.

COMPARISONS BETWEEN THE 1963 AND THE 1964 TOURIST

If the method of obtaining information about the tourists using Michigan State Highway Department Travel Information Centers changed slightly from 1963 to 1964, the characteristics of the tourist did not.

There are strong similarities between the findings of the two surveys in those areas in which comparison is possible.

Data in selected similar areas of both surveys are listed in the columns that follow:

<u>Origins</u>	1963	1964
Michigan residents	23.5 percent	27 percent
Four adjoining states	46.5	43
Eastern states	7.2	7.3
Southern states	2.9	2.9
<u>Purpose of Trip</u>		
Visiting relatives	15.0	11.8
Business and conventions	2.9	2.9
Fishing	4.1	3.1
<u>Daily Expenditure</u>		
Michigan residents	\$25.33	\$25.95
Non-Michigan	\$27.71	\$24.16
<u>Length of Stay</u>		
One night	14.2 percent	14.2 percent
Two nights	17.8	16.5
Three to six nights	42.9	38.6
Seven to thirteen nights	15.9	17.9

<u>Miles per day</u>	1963	1964
Michigan residents	148	150
Non-residents	137	144

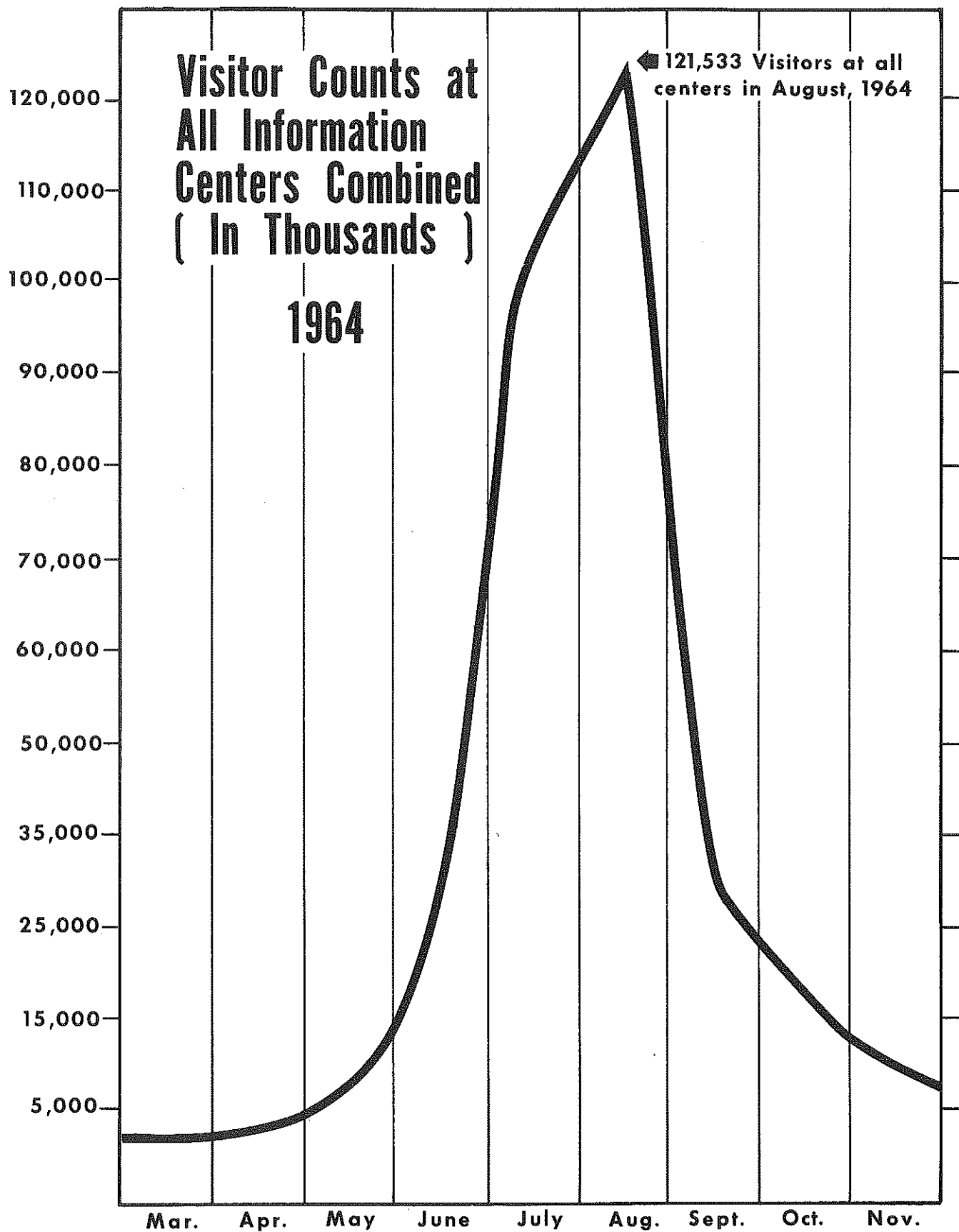
COMPARISONS OF TOURIST CHARACTERISTICS FROM MONTH TO MONTH

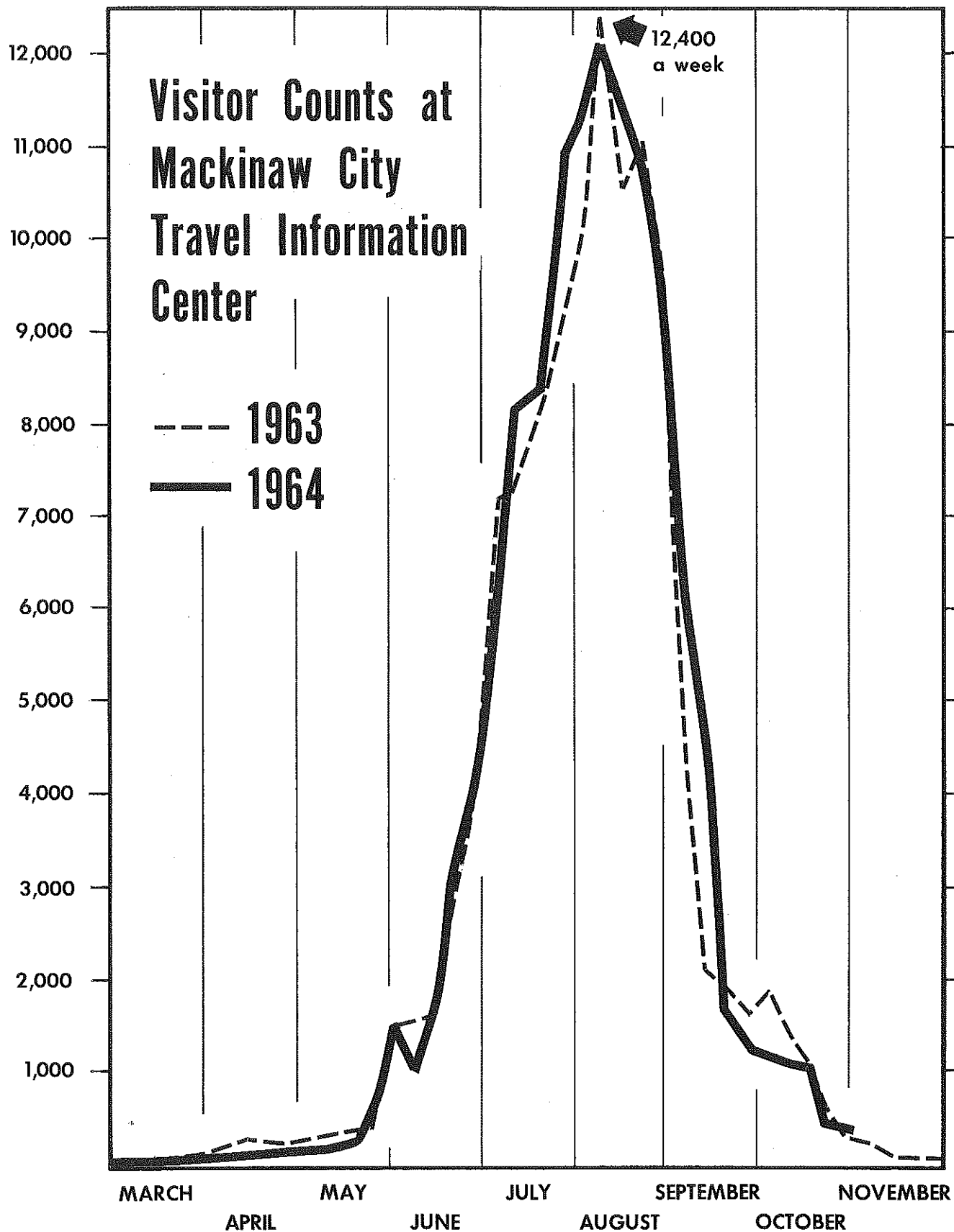
With allowance for the influence of northern winters on purposes of trip, and therefore on other related factors such as length and cost of trip, length of stay and choice of accommodations, the basic characteristics of tourists in Michigan change very little from season to season and scarcely at all from month to month within seasons of the year.

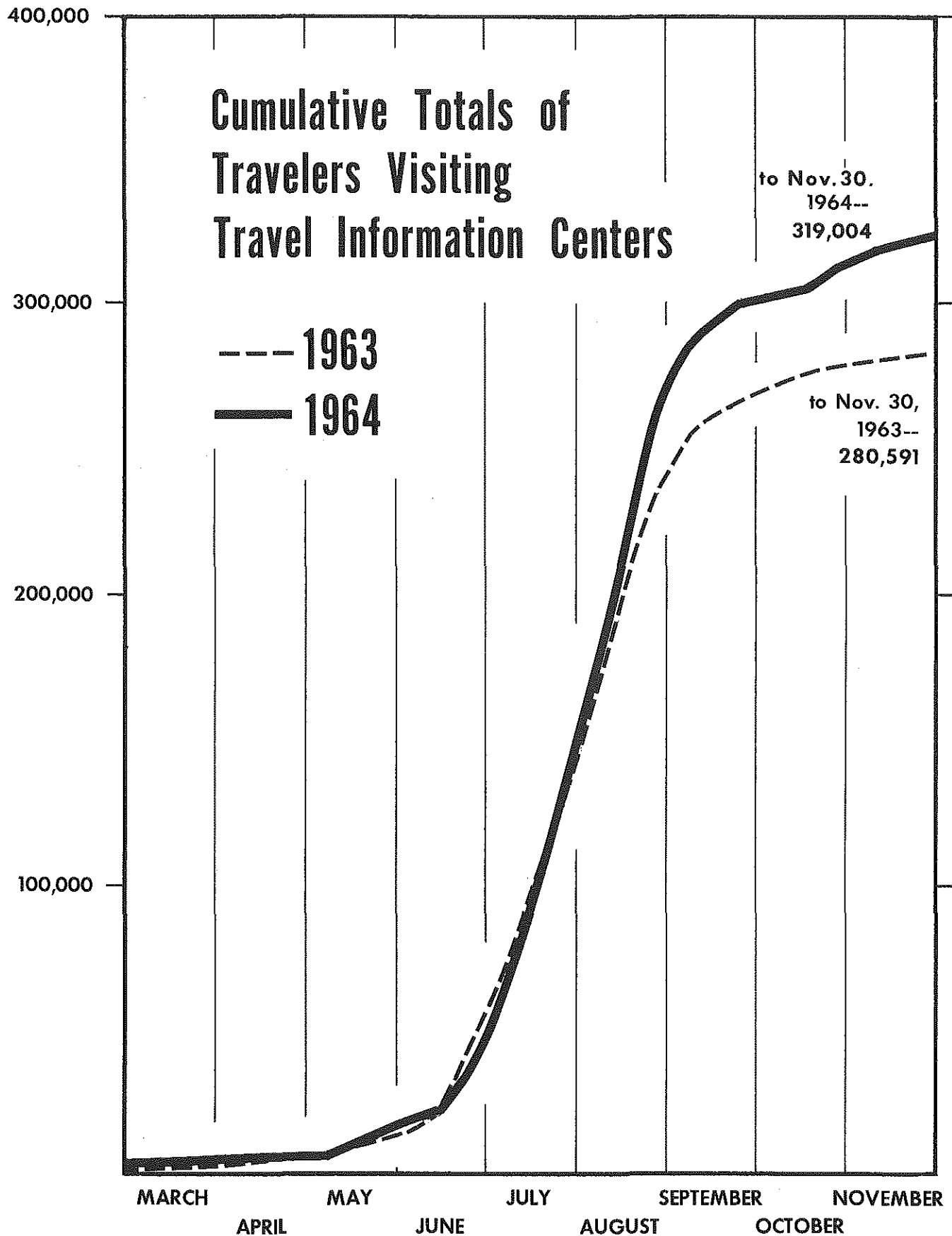
The lists below reflect the more pronounced differences in trip elements between the Spring season of March, April and May and the Summer season of June, July and August.

	March, April and May	June, July and August
<u>Origins of tourists</u>		
Michigan	28 percent	27 percent
Four adjoining states	51	43
<u>Trip Purposes</u>		
Crossing Michigan	8 percent	24 percent
Circle tours	9	12
"Sightseeing"	30	34
Visiting Relatives	20	12
<u>Length of Trip</u>		
Michigan residents	827 miles	978 miles
Non-Michigan	856	585

<u>Miles Per Day</u>	March, April and May	June, July and August
Michigan Residents	109 miles	150 miles
Non-Michigan	117	144
<u>Cost of Trip</u>		
Michigan Residents	\$130	\$138
Non-Michigan	\$136	\$109
<u>Cost Per Day</u>		
Michigan Residents	\$17.15	\$25.13
Non-Michigan	\$18.82	\$23.67
<u>Persons Per Car</u>		
Michigan		
Adults	2.11	2.19
Children	.49	1.37
Total	<u>2.60</u>	<u>3.46</u>
Non-Michigan		
Adults	2.03	2.14
Children	.57	1.33
Total	<u>2.60</u>	<u>3.47</u>
<u>Percent of Cars Carrying Children</u>		
Michigan	23 percent	56 percent
Non-Michigan	28	56





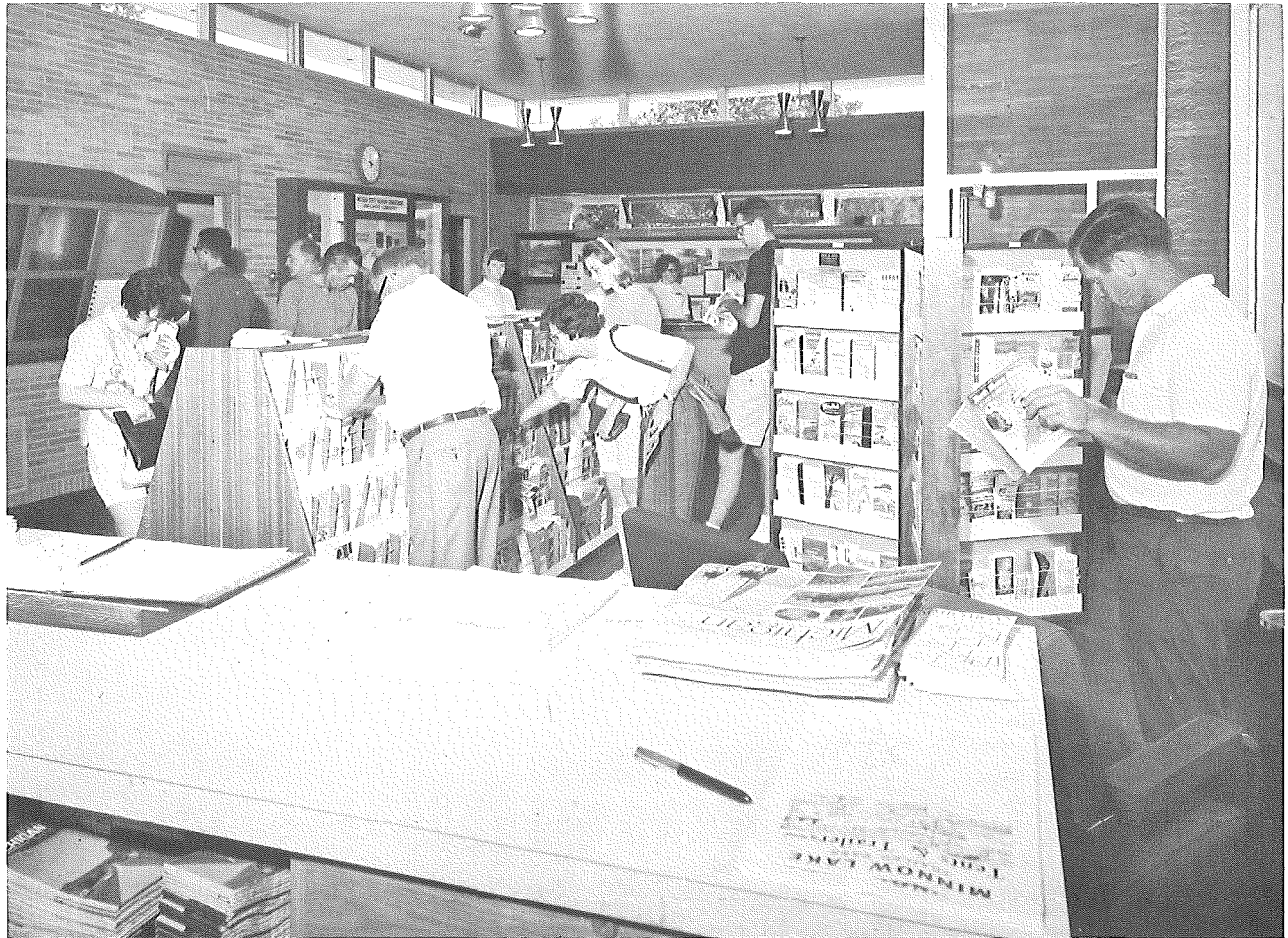


MONTHLY REPORT OF VISITORS AT TRAVEL INFORMATION CENTERS
MONTH OF AUGUST, 1964

Date	Day of Week	Mackinaw City	New Buffalo	Menominee	Ironwood	Sault Ste. Marie	Monroe <u>1/</u>	Port Huron <u>1/</u>	Clare <u>1/</u>	Daily Totals
Aug. 1	Sat.	1,829	1,220	568	270	262	585	105		4,839
2	Sun.	1,559	1,591	435	329	300	490	82		4,786
3	Mon.	2,438	880	618	339	307	475	100		5,157
4	Tues.	1,962	620	610	309	404	481	104		4,490
5	Wed.	1,906	801	519	351	456	368	95		4,496
6	Thurs.	1,503	710	362	332	387	422	87		3,803
7	Fri.	1,366	721	438	286	365	408	118		3,702
8	Sat.	1,569	1,250	645	353	462	444	108		4,831
9	Sun.	1,623	1,477	523	304	409	608	125		5,069
10	Mon.	2,510	950	818	343	423	467	48		5,559
11	Tues.	1,804	528	479	351	443	286	-- <u>2/</u>		3,891
12	Wed.	1,664	680	442	253	485	306	54		3,884
13	Thurs.	1,224	678	424	287	430	295	115		3,453
14	Fri.	1,003	702	457	222	276	390	85		3,135
15	Sat.	1,582	1,061	452	339	406	575	80 <u>4/</u>		4,495
16	Sun.	1,493	1,063	444	264	273	590			4,127
17	Mon.	1,981	965	622	247	355	442 <u>3/</u>			4,612
18	Tues.	1,648	651	532	311	321	515			3,978
19	Wed.	1,608	798	479	320	344	400		2,000	5,949
20	Thurs.	1,592	679	373	278	362	145 <u>3/</u>		2,783	6,212
21	Fri.	1,297	564	320	217	333	83 <u>3/</u>		-- <u>2/</u>	2,814
22	Sat.	1,154	1,064	460	233	275	107 <u>3/</u>		5,793	9,086
23	Sun.	1,404	1,105	411	252	265	480		4,721	8,638
24	Mon.	1,475	832	436	222	328	463		3,417	7,173
25	Tues.	1,606	486	432	276	402	345		2,643	6,190
26	Wed.	1,407	602	276	222	407	280		2,105	5,299
27	Thurs.	1,242	545	243	208	329	327		1,423	4,317
28	Fri.	1,425	573	269	170	283	217		1,527	4,464
29	Sat.	922	717	247	190	270	330		1,974	4,650
30	Sun.	722	718	193	200	200	407		1,680	4,120
31	Mon.	1,114	454	273	115	183	307		982	3,428
	Total	47,632	25,685	13,800	8,393	10,745	12,038	1,306	31,048	150,647

1/ Vehicle Unit
2/ Closed all Day - Weather

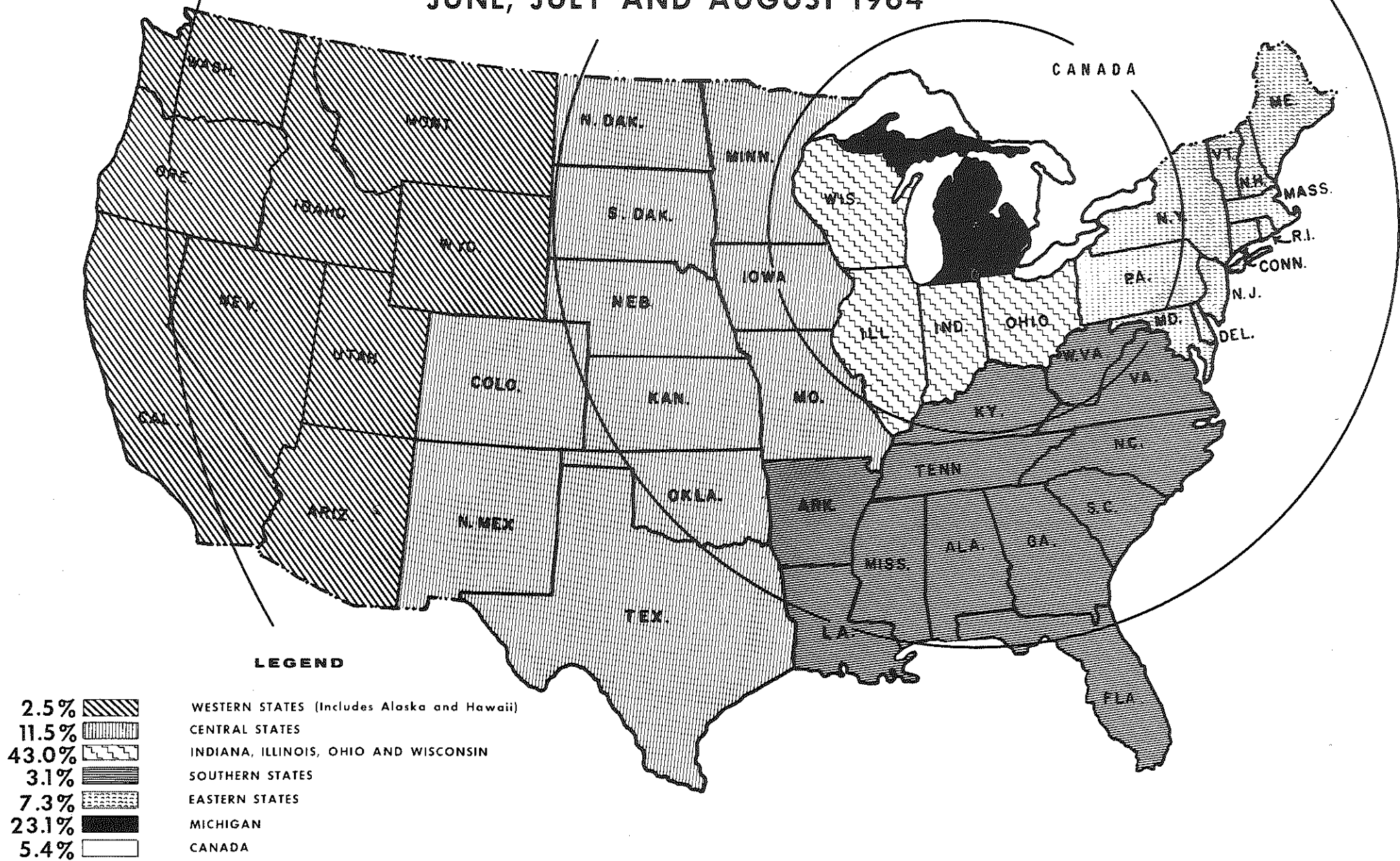
3/ Closed Portion of Day - Weather
4/ Closed for Season - Unit Moved to Clare



Tourists selecting literature from racks
at the Mackinaw City Travel Information Center

ORIGINS

TRIP ORIGIN BY AREA FOR ALL INFORMATION CENTERS COMBINED JUNE, JULY AND AUGUST 1964



WHERE DO THEY COME FROM?

Origins of Tourists Visiting Travel Information Centers

This report deals only with those tourists in Michigan who stopped for information at Highway Department Travel Information Centers.

Since the Information Centers, with the exception of the Center at Mackinaw City, are located at the boundaries of the State at points easily accessible to inbound tourists but difficult of access for outbound travelers, the sample on which this report is based does not fully represent the number of Michigan residents who take vacation trips within their own State without ever approaching its borders.

A traffic survey conducted on I-75 at Mackinaw City by crews of the Traffic Survey section of the State Highway Department showed that Michigan residents made up 55 percent of tourist traffic at that point on the day of the survey.

An analysis of 600 questionnaires returned by tourists who had stopped at an experimental facility in a rest area north of Clare showed 66 percent to be of Michigan origin.

Confining the analysis of origins, however, to the sample of questionnaires returned by tourists who had stopped for information on their way into the State shows that 27 percent of tourists who crossed the State boundaries were residents of Michigan.

Residents of four adjoining states -- Illinois, Indiana, Ohio and Wisconsin -- made up 43 percent of visitors.

Only six other states -- New York and Pennsylvania in the eastern group of states, Iowa, Missouri and Minnesota in the central group and California in the far west contributed more than one percent each of visitors.

Percentages of visitors from all other states were fractional.

Visitors from the Chicago metropolitan area, which included the City of Chicago and dozens of outlying suburbs and small communities within a 25-mile radius of the Loop, accounted for more than half of Illinois' visitors in June, July and August and for two-thirds of Illinois' visitors in March, April and May.

In rounded figures, origins of Center users could be presented as follows:

MICHIGAN	27	percent
CANADA	5.5	
ADJOINING STATES	43	
EASTERN STATES	7.3	
CENTRAL STATES	11.5	
WESTERN STATES	2.5	
SOUTHERN STATES	3	
FOREIGN COUNTRIES, except Canada2	

A list of percentages for individual states grouped by region, follows.

ADJOINING STATES

Illinois	16.17
Indiana	6.93
Ohio	11.32
Wisconsin	<u>8.57</u>
	42.99 percent

EASTERN STATES

Connecticut	.50
Delaware	--
Maine	.03
Maryland	.50
Massachusetts	.78
New Hampshire	--
New Jersey	.74
New York	2.03
Pennsylvania	2.62
Rhode Island	--
Vermont	<u>.11</u>
	7.31 percent

CENTRAL STATES

Colorado	.47
Iowa	2.66
Kansas	.66
Minnesota	4.54
Missouri	1.13
Nebraska	.62
New Mexico	.11
North Dakota	.27
Oklahoma	.23
South Dakota	.11
Texas	<u>.66</u>
	11.46 percent

WESTERN STATES

Alaska	--
Arizona	.15
California	1.41
Hawaii	--
Idaho	.15
Montana	.07
Nevada	--
Oregon	.15
Utah	.11
Washington	.39
Wyoming	<u>.11</u>
	2.54 percent

SOUTHERN STATES

Alabama	.15
Arkansas	.07
Florida	.66
Georgia	.07
Kentucky	.54
Louisiana	.27
Mississippi	.03
North Carolina	.27
South Carolina	--
Tennessee	.23
Virginia	.50
West Virginia	<u>.19</u>
	2.98 percent

CANADA 5.44 percent

At least one visitor, and in some instances several parties, came to

Michigan from each of the following foreign lands:

England	Switzerland	Guatemala
France	India	Mexico
West Germany	Italy	Sweden
The Netherlands	Spain	Norway

Origins of Trip at Various Locations

The list below illustrates the wide variance in the origins of travelers entering Michigan at the points at which this survey was made.

Obviously, Canadian citizens are most likely to enter Michigan at Sault Ste. Marie or Port Huron, where they can do so merely by driving across a bridge.

Residents of Chicago are most likely to enter Michigan at New Buffalo and residents of Ohio to enter at Monroe.

Data for this list were taken, not from the questionnaires, but from a spot check made during July at the seven permanent Information Centers and during August at the temporary facility in the Clare rest area.

Origins of both Michigan and non-Michigan travelers show extreme variations between Centers, yet the average for Michigan origins--26 percent--and for origins in four adjoining states--38 percent--are almost the same as those obtained by the questionnaire method of sampling.

CENTER	MICHIGAN	NON-MICHIGAN	CANADA	FOUR ADJOINING STATES
Clare	66 pct.	33 pct.	1 pct.	17 pct.
Ironwood	16	76	8	21
Mackinaw City	33	60	7	42
Menominee	10	90	0	72
Monroe	17	83	0	52
New Buffalo	13	87	0	60
Port Huron	6	34	60	18
Sault Ste. Marie	40	40	20	30

Perhaps the most significant figures in the preceding list are those showing that at Clare, in the center of the Lower Peninsula, two-thirds of the vacation traffic on I-75 is made up of Michigan residents, and that at Mackinaw City, hardly more than 120 miles farther north, the percentage of Michigan residents has dropped by half.

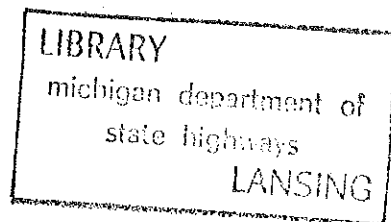
The traffic flow map for the Clare Center illustrates how the vacation traffic flow from the Detroit area northward branches off at Clare toward the Grand Traverse area and is sharply reduced north of the Higgins and Houghton Lake recreation areas.

Another figure in this listing worthy of note is the 40 percent of Michigan residents re-entering their State at Sault Ste. Marie. According to supervisors' reports, this figure represents a large number of Michigan residents returning from Canada after a clockwise circle tour of Lake Superior, or a counterclockwise circle tour of Lake Huron.

Summary of Observations on Trip Origin

In a survey such as this one, based principally on a sample taken at the boundaries of the State, the tourist ratio of 27 percent Michigan residents to 43 percent residents of the four adjoining states of Illinois, Indiana, Ohio and Wisconsin, seems to be stable. It was observed in 1963 and confirmed in 1964.

A comparison of numbers of vacationers entering Michigan from other groups of states also indicates a relative stability from one year to the next:



	1963	1964
ADJOINING STATES	46.5 percent	43.0 percent
EASTERN STATES	7.2	7.3
CENTRAL STATES	7.4	11.4
WESTERN STATES	1.8	2.5
SOUTHERN STATES	2.9	2.9

A chart on page 84 also serves to illustrate this stability by indicating that some 63 percent of Michigan residents and 25 percent of non-Michigan vacationers make annual trips through Michigan, and that many more, apparently cottage-owners or persons having close relatives in the areas visited, make several trips each year.

Spot checks of origins made at the rest area north of Clare, on the mainstream of vacation travel by Michigan residents between Detroit and the resort country of the northwest Lower Peninsula, showed that two-thirds of the vacation travelers at that point were of Michigan origin.

DESTINATIONS

WHERE DID THEY GO?

As will be pointed out in the next section, under "Purposes of Trip", about one-third of vacation travelers who enter Michigan from other states or from Canada are engaged in cross-state trips or circle tours in which they pass through Michigan in only one direction.

The sightseers and the Michigan residents on round trips within their own State, however, circulate widely through every Michigan county.

As a result, the map on page 30 which shows the farthest point reached in Michigan as the Michigan destination of both kinds of travelers, clearly shows an accumulation of destinations in several individual counties, as described in the following pages.

Because most of Michigan's boundaries are Great Lakes shorelines, it is possible to leave the State by highways through only 14 of its 83 counties. Of these 14, eight appear in the following list as having been named as farthest point reached in Michigan by 66 percent of vacation travelers. (It is possible to leave by boat through other Counties but the numbers involved are not significant). If, as has been stated, one third of vacation travelers in Michigan are passing through the State on cross-state or circle tours, each of these eight counties named as destinations represent only the final one of a string of adjoining counties traversed by cross-state and circle tour travelers.

In the list of counties that follows, it will be noted that Chippewa, St. Clair and Wayne counties are the sites of three international bridges and that Interstate or national cross-country routes traverse Gogebic, Menominee, Dickinson, Berrien and Monroe counties.

COUNTY	PERCENT
Chippewa	31.2
Gogebic	10.1
Wayne	9.7
Menominee	4.8
Berrien	4.2
St. Clair	3.4
Monroe	1.2
Dickinson	1.1

Chippewa county, in addition to being an exit point for travelers bound for Canada, is on the route of north-bound vacationers on circle tours of either Lake Superior or Lake Huron. It also is the site of the world-famous Soo Locks, a major tourist attraction for most of the year.

Gogebic county, westernmost of Michigan's 83 counties, is naturally named as the farthest point reached in Michigan by travelers of all origins who make up the heavy westward traffic flow across the Upper Peninsula. Michigan highway 28 and US-2 converge in Gogebic county to funnel westbound traffic through Ironwood.

Wayne county, site of both an international bridge and an international tunnel is another natural exit point for cross-country traffic entering Michigan at Monroe, Ironwood, New Buffalo and Sault Ste. Marie.

In addition, the City of Detroit and surrounding communities which cover most of Wayne, Oakland and Macomb counties, contain nearly half of the State's population and offer more in the way of tourist attractions than can be found in the rest of the State.

Menominee and Berrien counties on opposite sides of Lake Michigan, are named as destinations by a significantly similar number of travelers. The popularity of the Lake Michigan circle tour would account for either county being named as the farthest point reached in Michigan, depending on the direction the traveler is taking. The similarity of the number of travelers naming these counties as destinations--4.8 and 4.2-- would indicate that the Lake Michigan circle tour is undertaken in either direction by about the same number of parties.

St. Clair county, a third international bridge site, is on the direct route of traffic eastbound to Canada or across Canada to New York State. It was named more frequently as an exit point by travelers entering Michigan at Sault Ste. Marie or Ironwood than by those entering at New Buffalo.

Monroe county, traversed by heavy traffic southbound on I-75 between Detroit and the Ohio boundary is named as a farthest-point destination by numbers of Michigan residents outbound to destinations in Ohio.

Dickinson county is named as the farthest point reached in Michigan by numbers of non-resident vacationers who break off circle tours or sightseeing trips at Escanaba and take US-2 across Dickinson county as far as Iron Mountain. Most of them are returning to origins in western Wisconsin, southern Minnesota and Iowa.

Of the eight counties named thus far, it is improbable that any one of them, with the exception of Chippewa county, receive more economic benefit from tourist traffic than any other county crossed by a visitor on his tour through Michigan.

A resident of Chicago on a circle tour of Lake Michigan might enter Michigan through Berrien county and list the farthest point he reached in Michigan as Menominee county; but it is highly likely that he would stay in motels in Grand Traverse county, Cheboygan county and Delta county and buy gasoline, souvenirs and meals almost anywhere along his route.

Likewise, a touring party of any origin, on an apparently aimless sightseeing trip, may spend money for food, lodging and transportation in many counties. It is noticeable, from the map routes traced by travelers on the questionnaires they have returned, that the return journey is very often over an entirely different route.



Tourist traffic northbound on I-75

DESTINATIONS IN MICHIGAN

Counties named as exit points having been analyzed, there remain seven other Michigan counties named as destinations by more than one percent of vacation travelers. With the exception of Cheboygan, all of these counties are in the Upper Peninsula, and none of them has any common boundary with Canada or with any other State.

COUNTY	PERCENT
Cheboygan	7.2
Luce	3.4
Keeweenaw	3.8
Alger	1.0
Marquette	1.6
Ontonagon	1.7
Mackinac	2.2

Cheboygan county shares with Emmett county the position of northernmost counties of the Lower Peninsula. The largest town in the area, Mackinaw City, lies at the southern end of the Mackinac Bridge and is also the terminal of private ferry services to Mackinac Island. The popularity of both the bridge and the island as tourist attractions is reflected in the 7.2 percent of vacationers who gave Cheboygan county as their ultimate destination in Michigan.

The sharp drop between the 7.2 percent of destinations in Cheboygan county and the 2.2 percent of destinations in Mackinac county, at the northern end of the Mackinac bridge, may reflect in past travelers discouraged by the \$3.75 Mackinac Bridge toll. How many sightseers would cross the Mackinac bridge into the Upper Peninsula if it were toll-free is a matter not determinable in this survey.

It is a matter of record in this survey, however, that hundreds of vacationers who returned questionnaires complained about the cost of the Mackinac bridge toll, particularly those who were towing camping outfits, trailers or small boats on wheels.

Luce county benefits from being the location of Tahquamenon falls, an accessible and well-advertised scenic spot. Many vacationers who listed their destinations as Sault Ste. Marie also visited Tahquamenon falls and in so doing made Luce county the farthest point of their travels.

Keeweenaw, Alger, Marquette and Ontonagon counties, listed by about eight percent of vacation travelers as their destination in Michigan, all lie on the south shore of Lake Superior and are blessed with an abundance of the scenic views for which the whole area is famous.

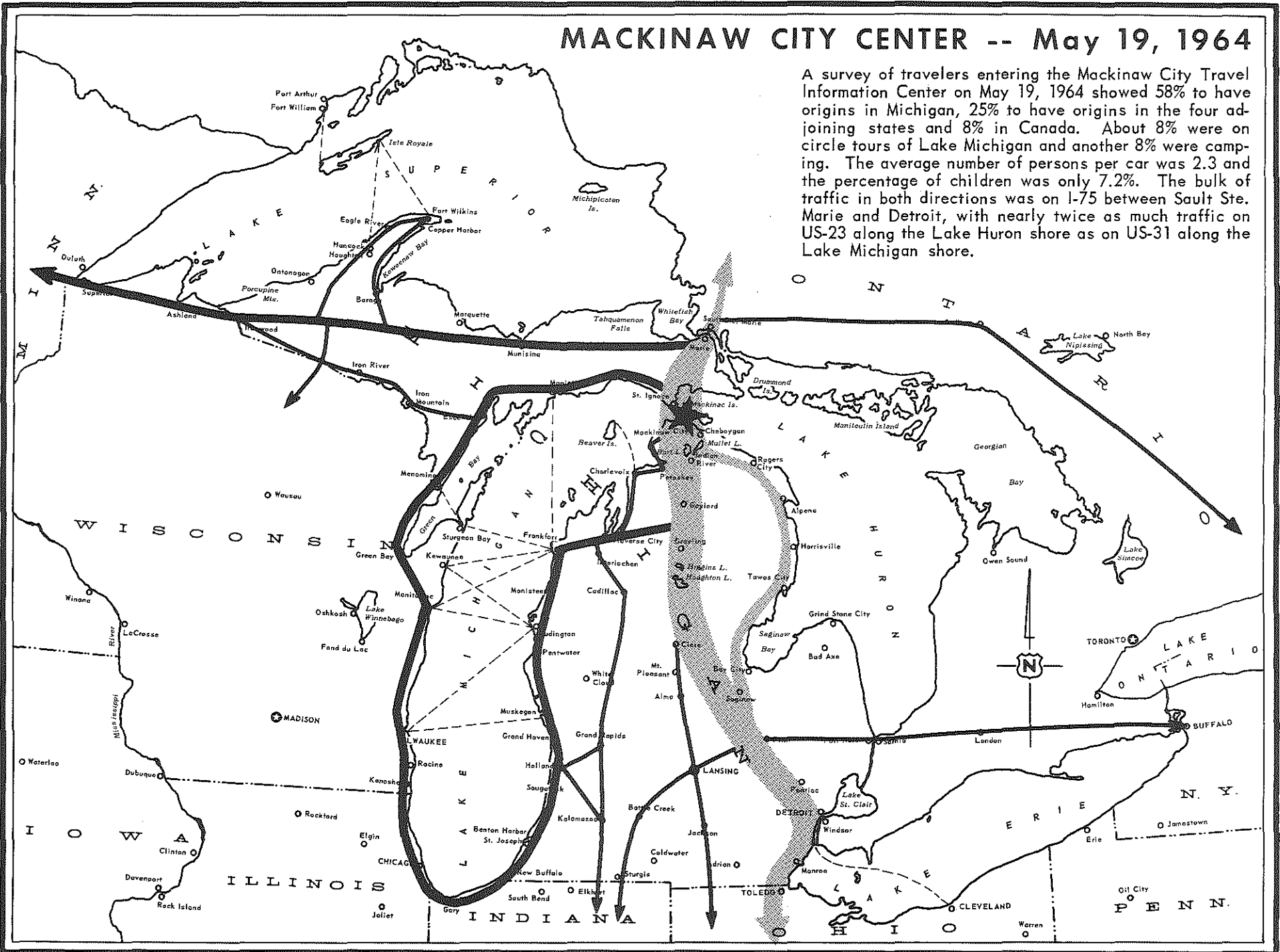
According to hundreds of tourist comments, visitors from other states are amazed and thrilled at Michigan's superb scenery in both the Upper and Lower Peninsulas, and "Touring to View the Scenery" as a purpose of trip drew the largest response from the vacation travelers who participated in this survey.

DESTINATION OF VISITORS
All Information Centers
June, July, August, 1964

<u>County Name</u>	<u>Percent</u>	<u>County Name</u>	<u>Percent</u>
Alcona	.07%	Lake	.19
Alger	1.08	Lapeer	.03
Allegan	.43	Leelanau	.19
Alpena	.19	Lenawee	--
Antrim	.11	Livingston	.03
Arenac	--	Luce	3.41
Baraga	.35	Mackinac	2.23
Barry	.03	Macomb	.03
Bay	.15	Manistee	.11
Benzie	.27	Marquette	1.68
Berrien	4.27	Mason	.70
Branch	.11	Mecosta	--
Calhoun	.31	Menominee	4.86
Cass	.27	Midland	--
Charlevoix	.35	Missaukee	--
Cheboygan	7.25	Monroe	1.25
Chippewa	31.24	Montcalm	--
Clare	.03	Montmorency	--
Clinton	--	Muskegon	.86
Crawford	.11	Newaygo	.03
Delta	.70	Oakland	.31
Dickinson	1.17	Oceana	.03
Eaton	--	Ogemaw	.03
Emmet	.39	Ontonagon	1.76
Genesee	.27	Osceola	--
Gladwin	--	Oscoda	--
Gogebic	10.19	Otsego	.19
Grand Traverse	.43	Ottawa	--
Gratiot	.03	Presque Isle	.03
Hillsdale	--	Roscommon	.27
Houghton	.62	Saginaw	.07
Huron	.07	Sanilac	.11
Ingham	.43	Schoolcraft	.35
Ionia	.03	Shiawassee	.03
Iosco	.15	St. Clair	3.44
Iron	.66	St. Joseph	.03
Isabella	--	Tuscola	.03
Jackson	.07	Van Buren	.50
Kalamazoo	.11	Washtenaw	.11
Kalkaska	.03	Wayne	9.72
Kent	.43	Wexford	.23
Keweenaw	3.88		

MACKINAW CITY CENTER -- May 19, 1964

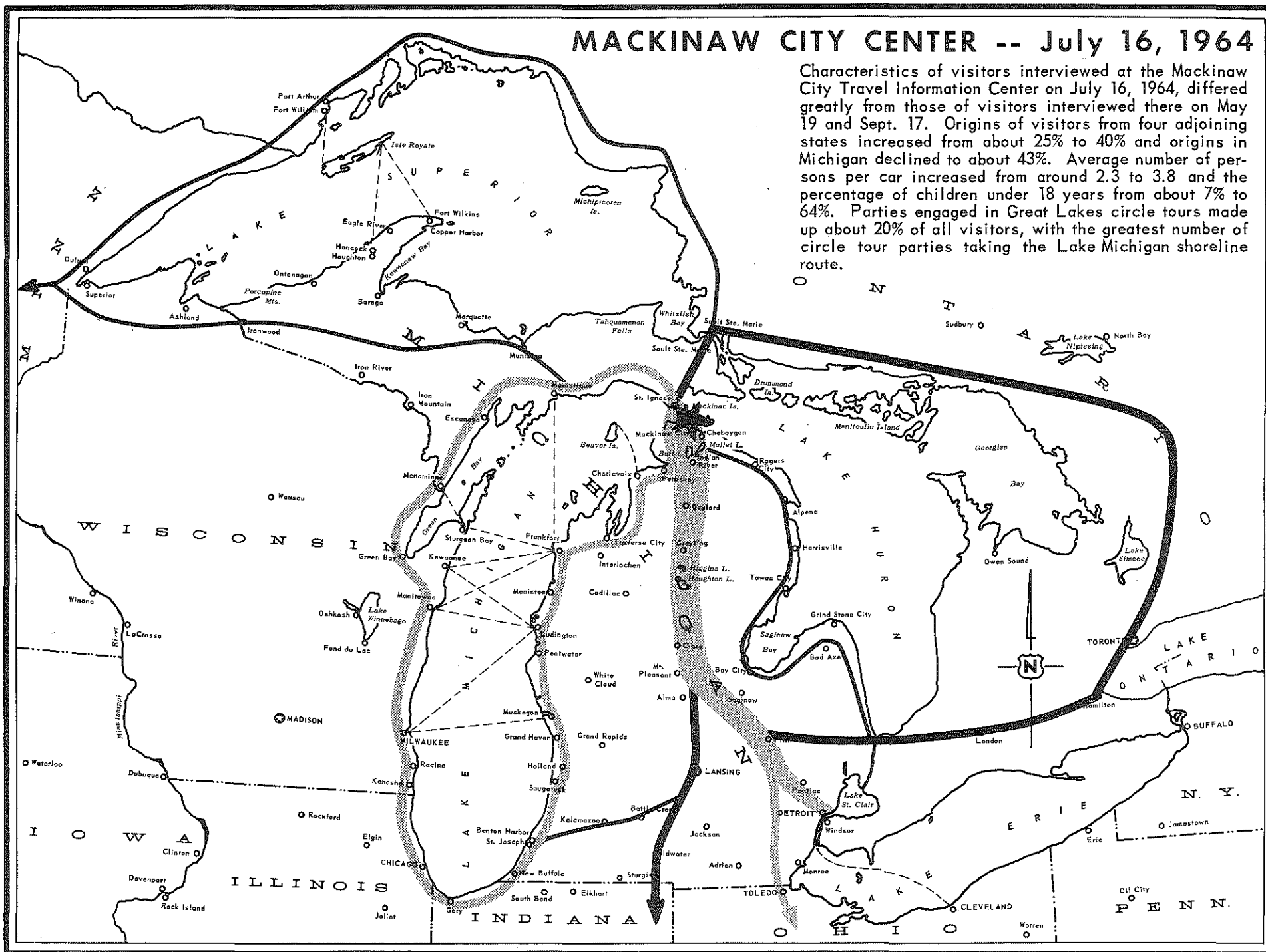
A survey of travelers entering the Mackinaw City Travel Information Center on May 19, 1964 showed 58% to have origins in Michigan, 25% to have origins in the four adjoining states and 8% in Canada. About 8% were on circle tours of Lake Michigan and another 8% were camping. The average number of persons per car was 2.3 and the percentage of children was only 7.2%. The bulk of traffic in both directions was on I-75 between Sault Ste. Marie and Detroit, with nearly twice as much traffic on US-23 along the Lake Huron shore as on US-31 along the Lake Michigan shore.



MACKINAW CITY CENTER -- July 16, 1964

Characteristics of visitors interviewed at the Mackinaw City Travel Information Center on July 16, 1964, differed greatly from those of visitors interviewed there on May 19 and Sept. 17. Origins of visitors from four adjoining states increased from about 25% to 40% and origins in Michigan declined to about 43%. Average number of persons per car increased from around 2.3 to 3.8 and the percentage of children under 18 years from about 7% to 64%. Parties engaged in Great Lakes circle tours made up about 20% of all visitors, with the greatest number of circle tour parties taking the Lake Michigan shoreline route.

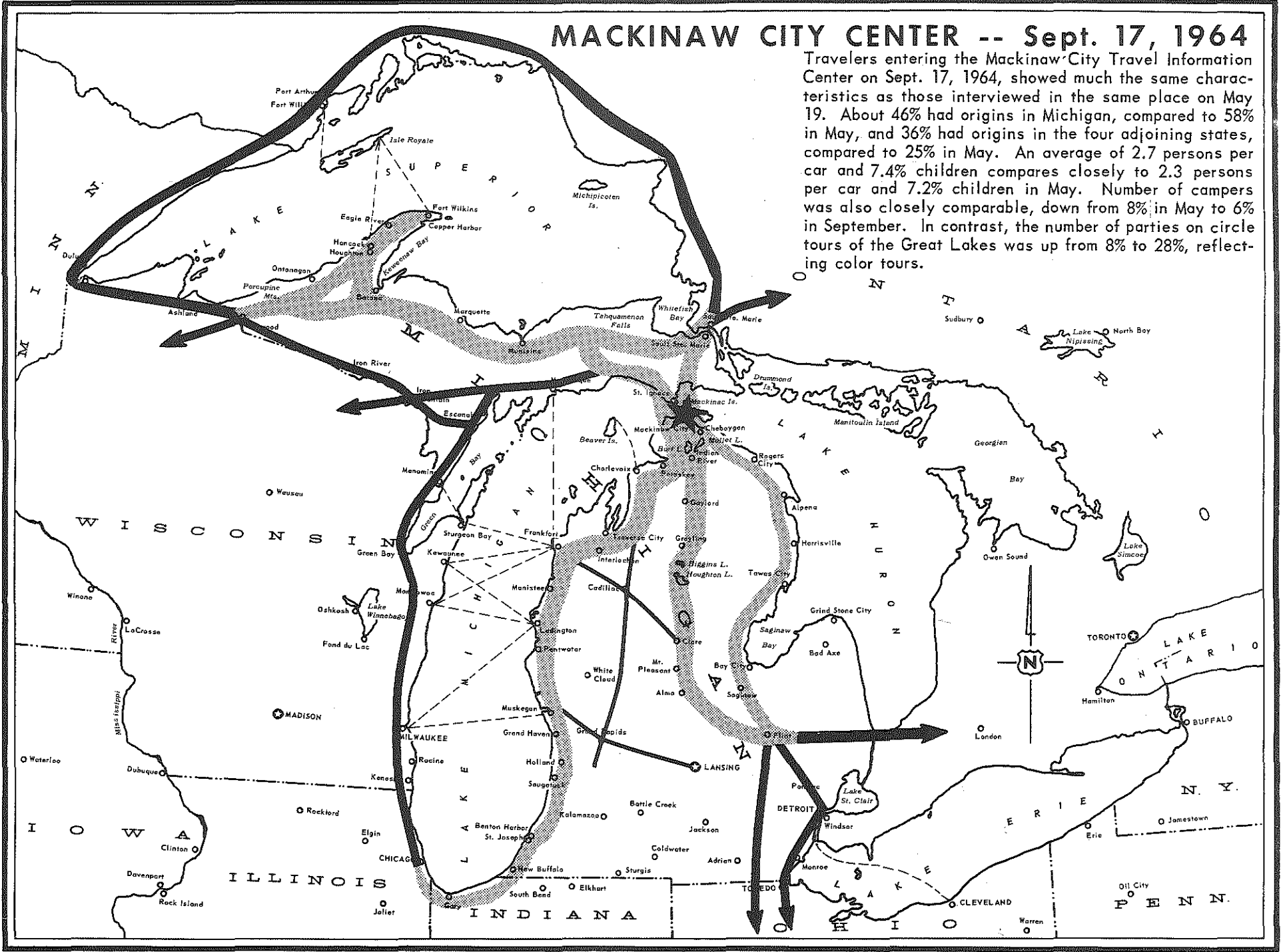
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MACKINAW CITY CENTER -- Sept. 17, 1964

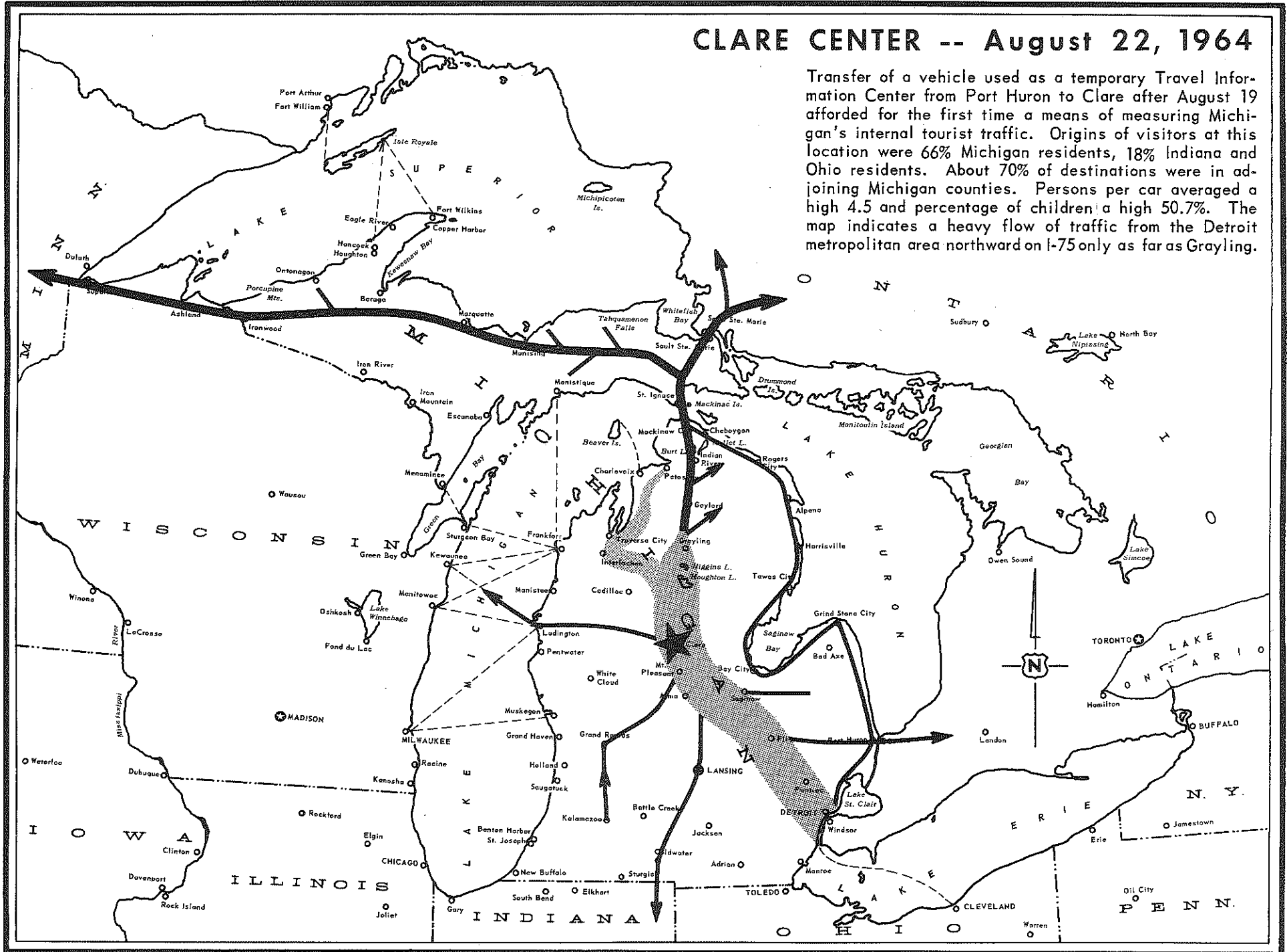
Travelers entering the Mackinaw City Travel Information Center on Sept. 17, 1964, showed much the same characteristics as those interviewed in the same place on May 19. About 46% had origins in Michigan, compared to 58% in May, and 36% had origins in the four adjoining states, compared to 25% in May. An average of 2.7 persons per car and 7.4% children compares closely to 2.3 persons per car and 7.2% children in May. Number of campers was also closely comparable, down from 8% in May to 6% in September. In contrast, the number of parties on circle tours of the Great Lakes was up from 8% to 28%, reflecting color tours.

40



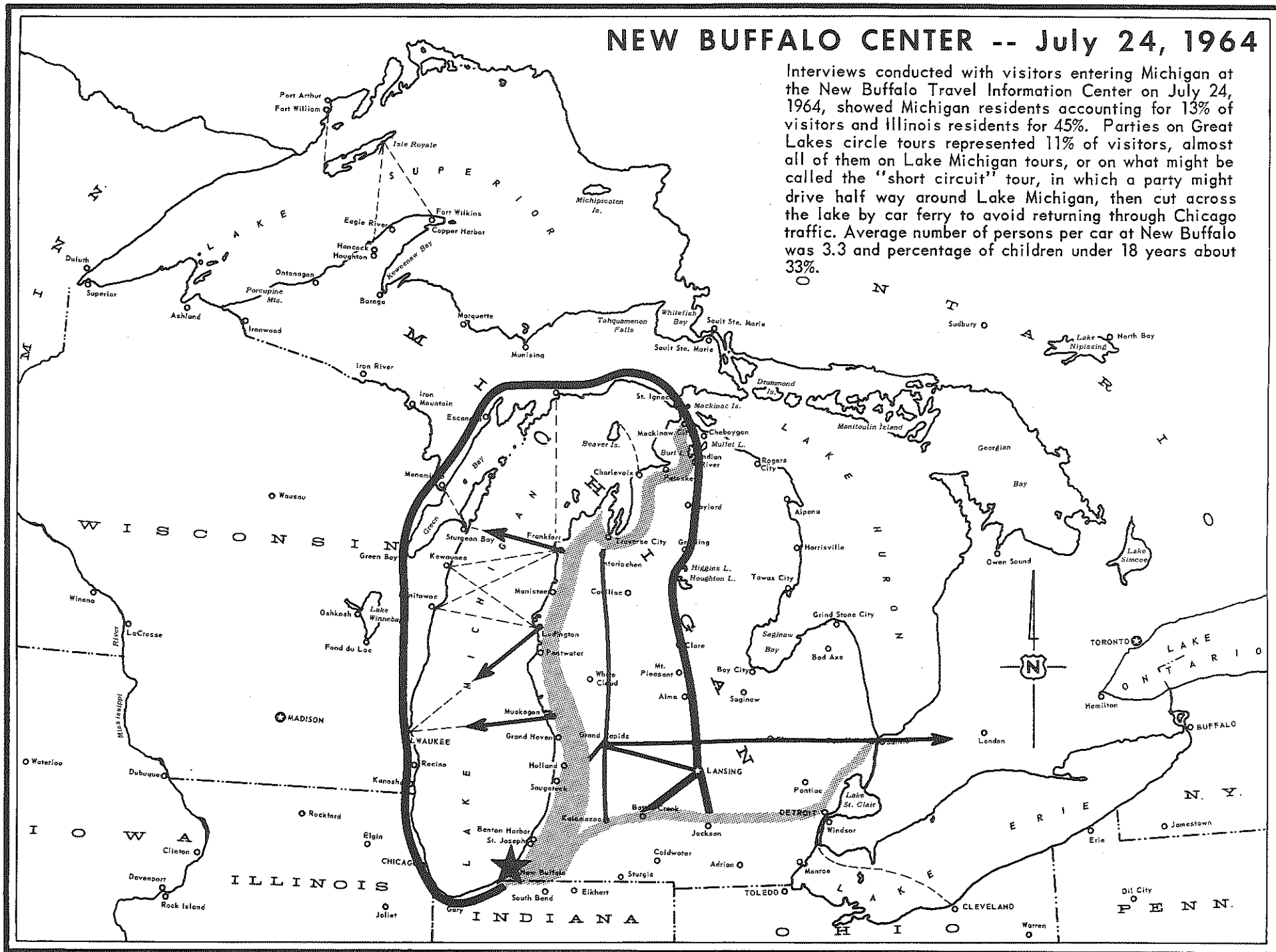
CLARE CENTER -- August 22, 1964

Transfer of a vehicle used as a temporary Travel Information Center from Port Huron to Clare after August 19 afforded for the first time a means of measuring Michigan's internal tourist traffic. Origins of visitors at this location were 66% Michigan residents, 18% Indiana and Ohio residents. About 70% of destinations were in adjoining Michigan counties. Persons per car averaged a high 4.5 and percentage of children a high 50.7%. The map indicates a heavy flow of traffic from the Detroit metropolitan area northward on I-75 only as far as Grayling.



NEW BUFFALO CENTER -- July 24, 1964

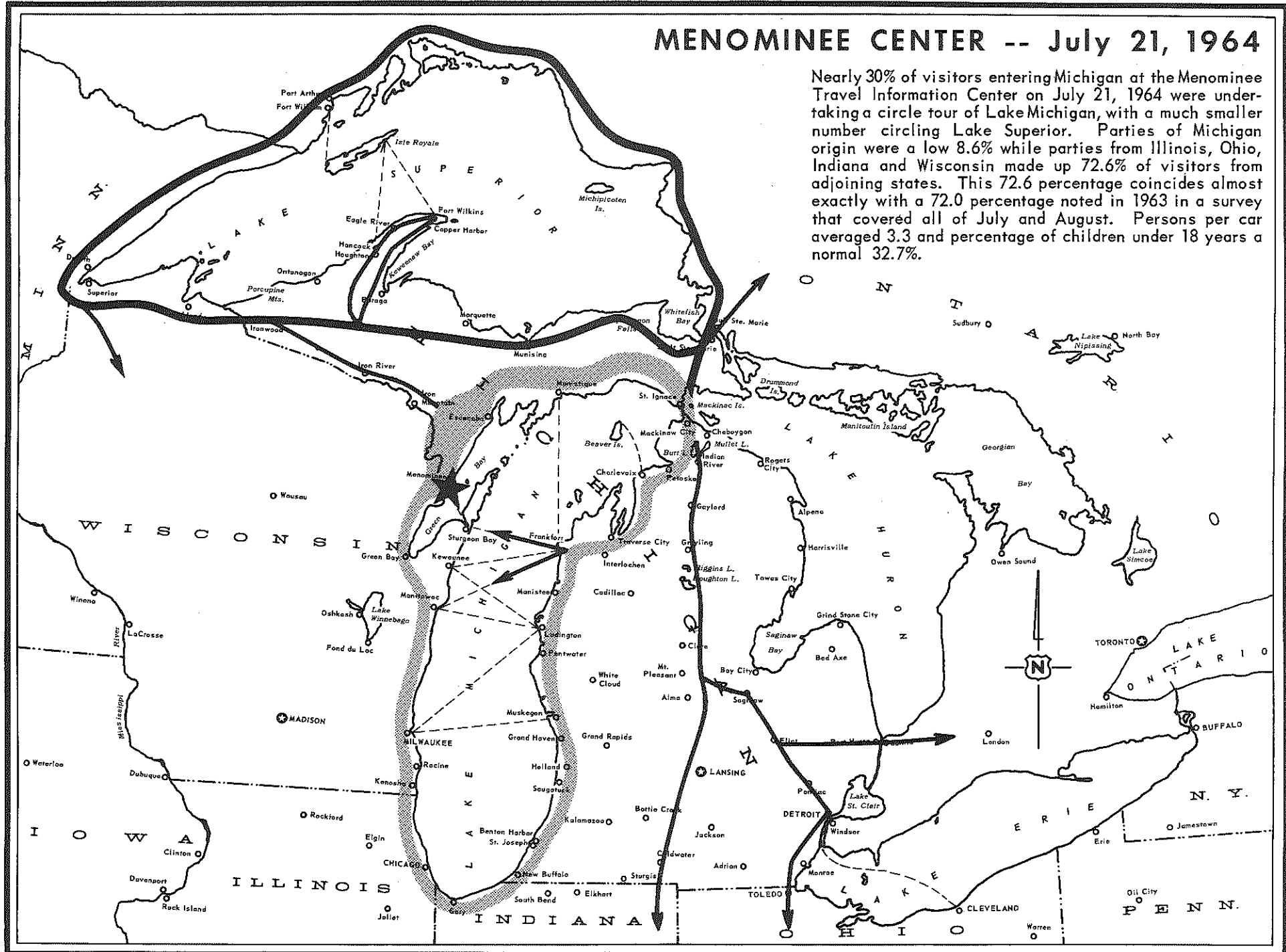
Interviews conducted with visitors entering Michigan at the New Buffalo Travel Information Center on July 24, 1964, showed Michigan residents accounting for 13% of visitors and Illinois residents for 45%. Parties on Great Lakes circle tours represented 11% of visitors, almost all of them on Lake Michigan tours, or on what might be called the "short circuit" tour, in which a party might drive half way around Lake Michigan, then cut across the lake by car ferry to avoid returning through Chicago traffic. Average number of persons per car at New Buffalo was 3.3 and percentage of children under 18 years about 33%.



MENOMINEE CENTER -- July 21, 1964

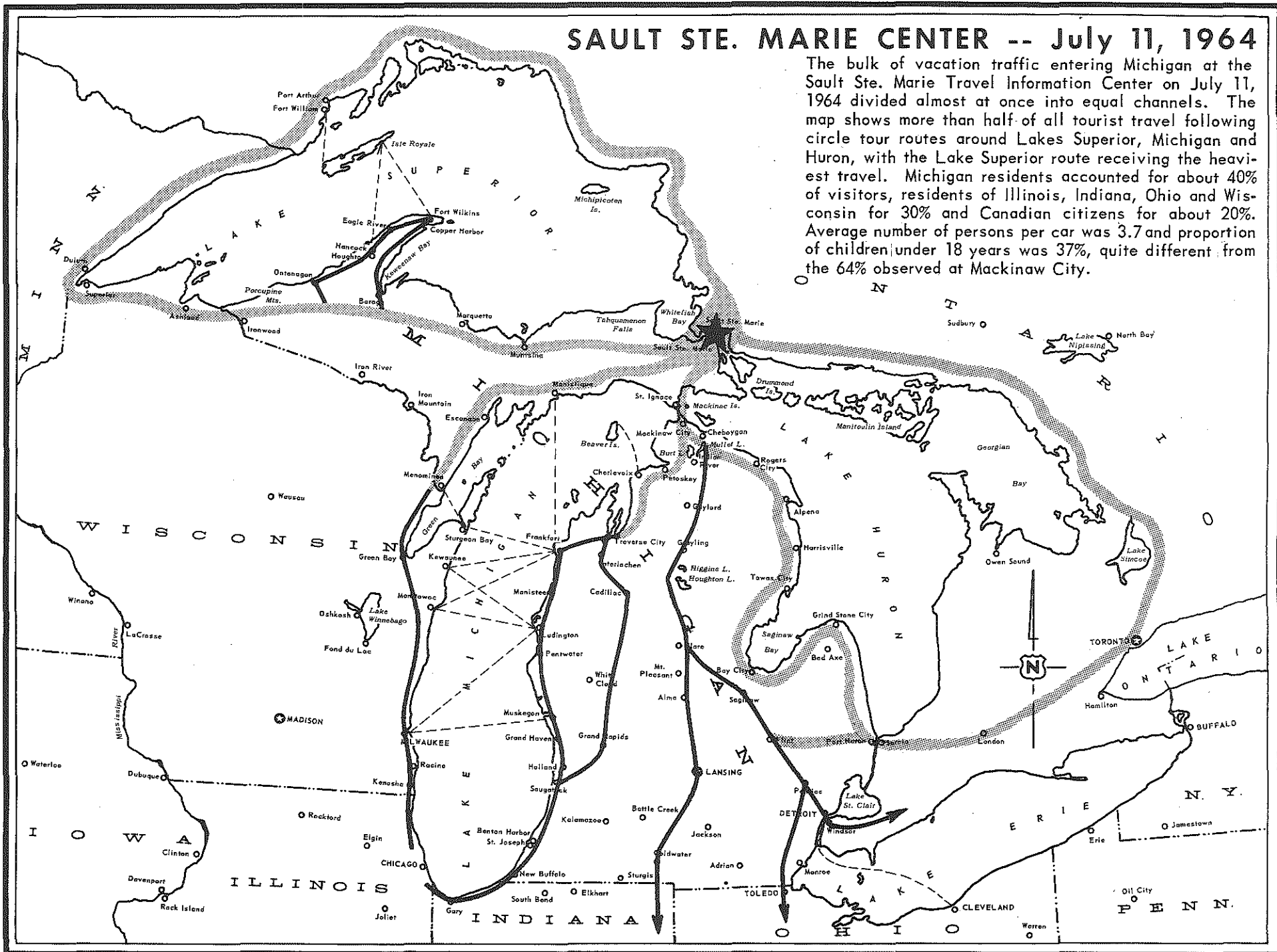
Nearly 30% of visitors entering Michigan at the Menominee Travel Information Center on July 21, 1964 were undertaking a circle tour of Lake Michigan, with a much smaller number circling Lake Superior. Parties of Michigan origin were a low 8.6% while parties from Illinois, Ohio, Indiana and Wisconsin made up 72.6% of visitors from adjoining states. This 72.6 percentage coincides almost exactly with a 72.0 percentage noted in 1963 in a survey that covered all of July and August. Persons per car averaged 3.3 and percentage of children under 18 years a normal 32.7%.

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SAULT STE. MARIE CENTER -- July 11, 1964

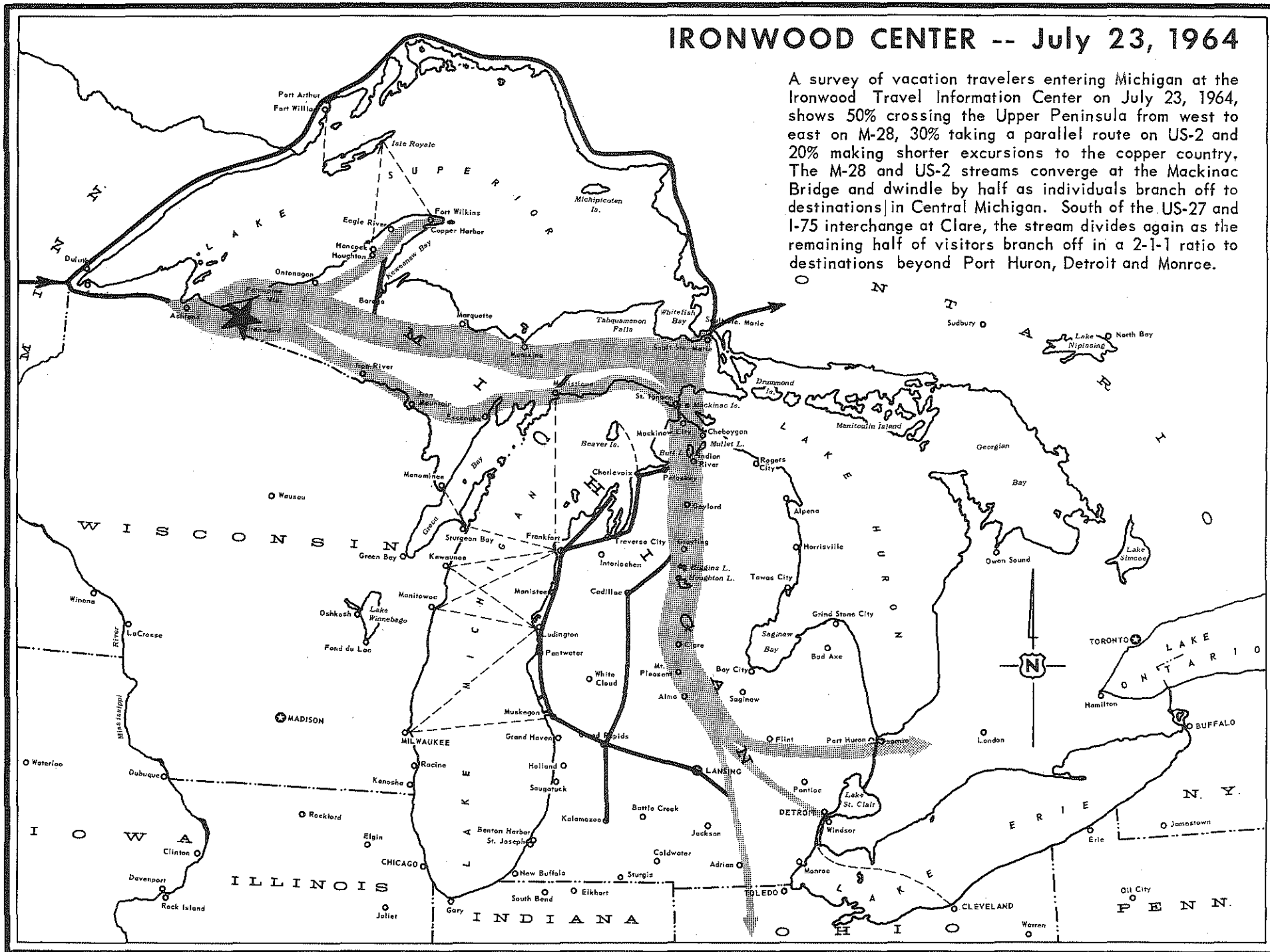
The bulk of vacation traffic entering Michigan at the Sault Ste. Marie Travel Information Center on July 11, 1964 divided almost at once into equal channels. The map shows more than half of all tourist travel following circle tour routes around Lakes Superior, Michigan and Huron, with the Lake Superior route receiving the heaviest travel. Michigan residents accounted for about 40% of visitors, residents of Illinois, Indiana, Ohio and Wisconsin for 30% and Canadian citizens for about 20%. Average number of persons per car was 3.7 and proportion of children under 18 years was 37%, quite different from the 64% observed at Mackinaw City.



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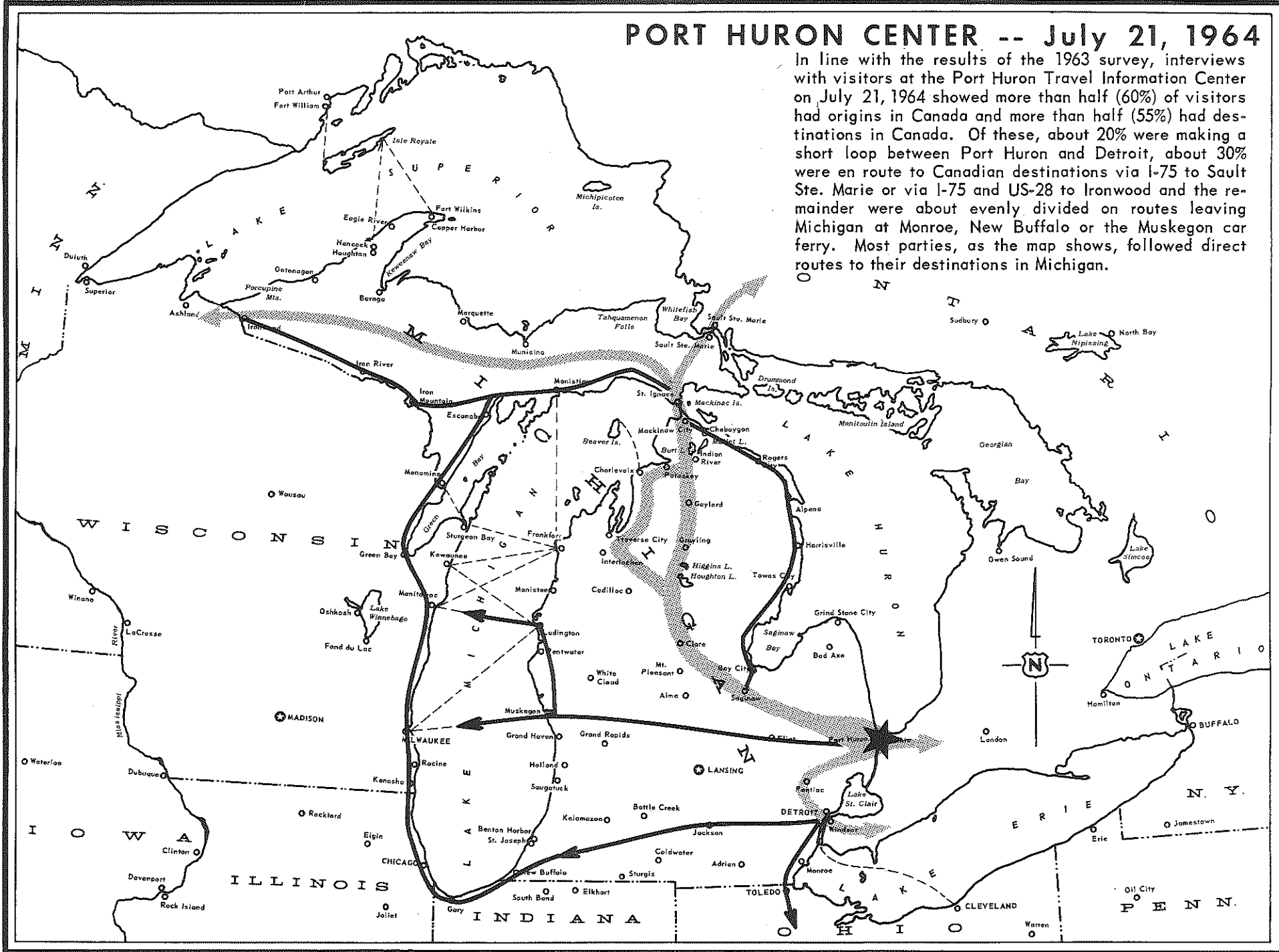
IRONWOOD CENTER -- July 23, 1964

A survey of vacation travelers entering Michigan at the Ironwood Travel Information Center on July 23, 1964, shows 50% crossing the Upper Peninsula from west to east on M-28, 30% taking a parallel route on US-2 and 20% making shorter excursions to the copper country. The M-28 and US-2 streams converge at the Mackinac Bridge and dwindle by half as individuals branch off to destinations in Central Michigan. South of the US-27 and I-75 interchange at Clare, the stream divides again as the remaining half of visitors branch off in a 2-1-1 ratio to destinations beyond Port Huron, Detroit and Monroe.



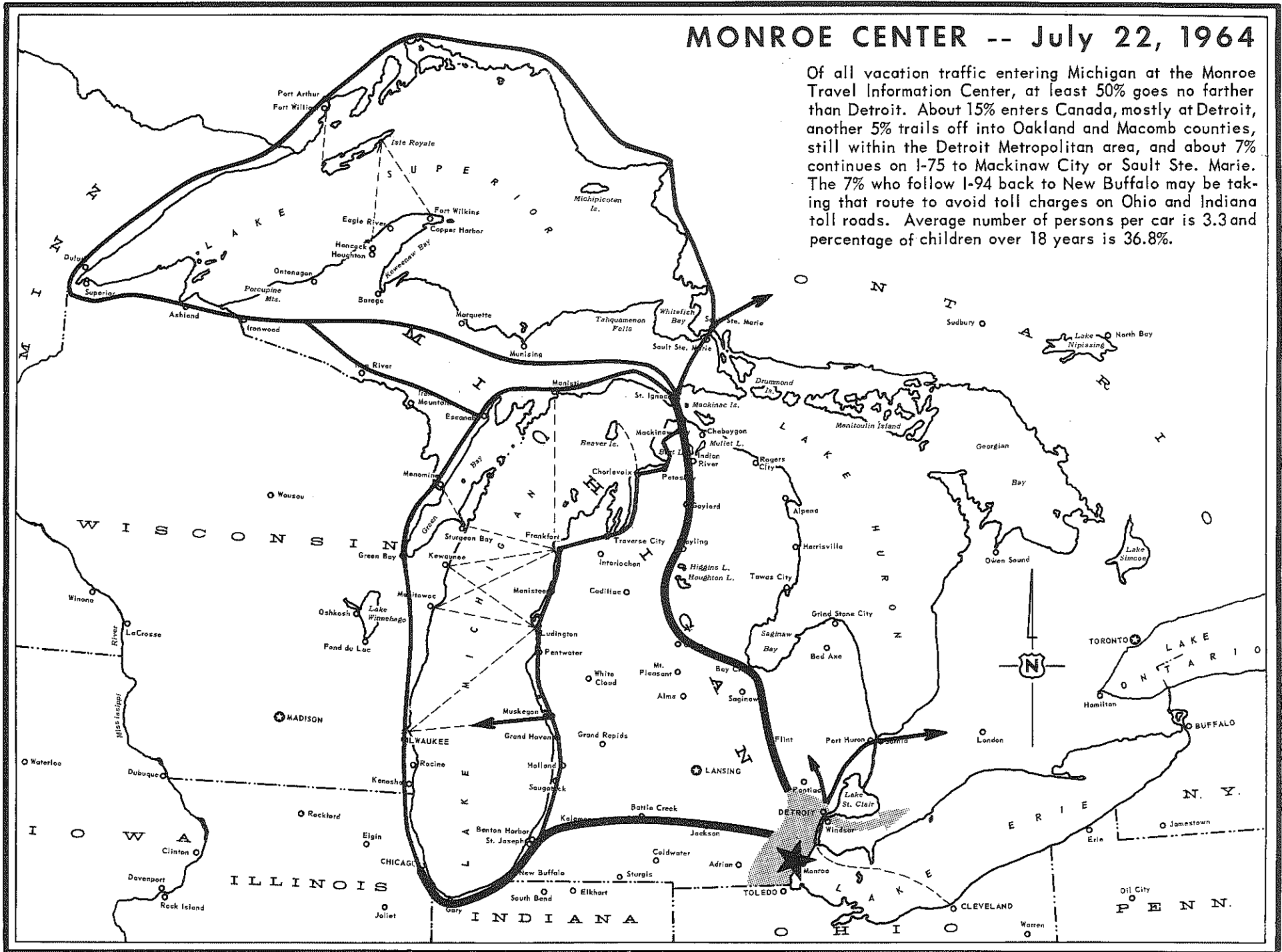
PORT HURON CENTER -- July 21, 1964

In line with the results of the 1963 survey, interviews with visitors at the Port Huron Travel Information Center on July 21, 1964 showed more than half (60%) of visitors had origins in Canada and more than half (55%) had destinations in Canada. Of these, about 20% were making a short loop between Port Huron and Detroit, about 30% were en route to Canadian destinations via I-75 to Sault Ste. Marie or via I-75 and US-28 to Ironwood and the remainder were about evenly divided on routes leaving Michigan at Monroe, New Buffalo or the Muskegon car ferry. Most parties, as the map shows, followed direct routes to their destinations in Michigan.



MONROE CENTER -- July 22, 1964

Of all vacation traffic entering Michigan at the Monroe Travel Information Center, at least 50% goes no farther than Detroit. About 15% enters Canada, mostly at Detroit, another 5% trails off into Oakland and Macomb counties, still within the Detroit Metropolitan area, and about 7% continues on I-75 to Mackinaw City or Sault Ste. Marie. The 7% who follow I-94 back to New Buffalo may be taking that route to avoid toll charges on Ohio and Indiana toll roads. Average number of persons per car is 3.3 and percentage of children over 18 years is 36.8%.



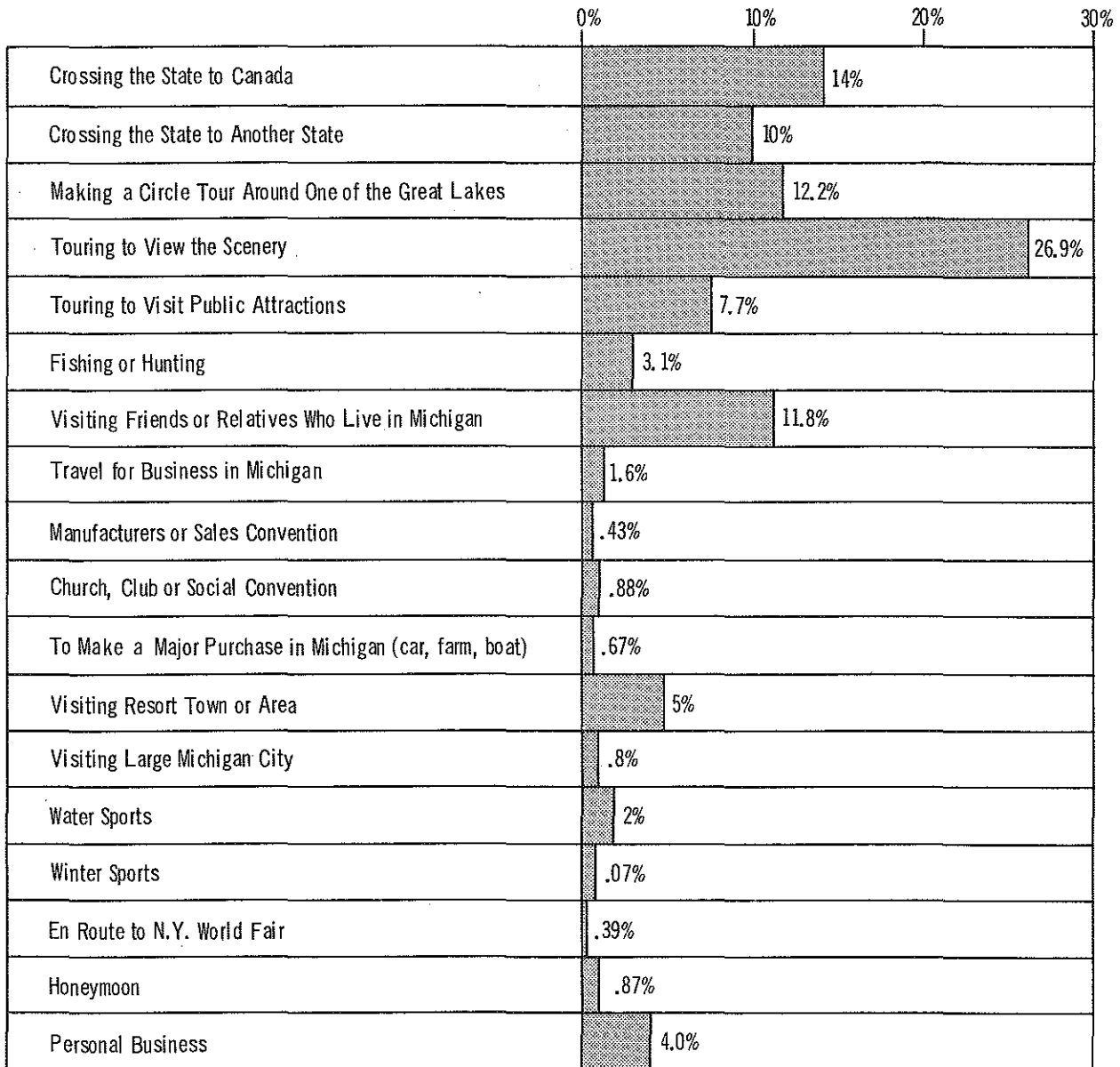


Counseling tourists at the
Ironwood Travel Information Center

PURPOSE OF TRIP

PURPOSES OF TRIP

June, July, August 1964



WHAT DID THEY DO?

PURPOSE OF TRIP

In an effort to minimize the catchall category of sightseeing as a purpose of trip, the word "sightseeing" was intentionally omitted from the list of suggested trip purposes. Also, the phrases "touring to view the scenery" and "touring to visit public attractions", which replaced "sightseeing", were placed fourth and fifth in the list of trip purposes to avoid giving them any prominence in position.

As a result, the 26.9 percent of travelers who checked "touring to view the scenery" and the 7.7 percent who checked "touring to visit public attractions" as the chief purpose of trip probably represent more accurately the true sightseers than the 63 percent who indicated sightseeing as the chief purpose of trip in the 1963 survey.

Expansion of the list of suggested trip purposes from the seven listed in 1963 to sixteen in 1964 also afforded the traveler an opportunity to be more specific not only in selecting what he considered to be the chief purpose of his trip but also in indicating whether his chief interest lay in an activity to be found in Michigan or in some activity to be found in another state or in Canada.

In coding for the purpose of trip category, it was occasionally necessary to change the trip purpose indicated by the traveler to one that was obviously more in keeping with his destination, his route or the activities in which he indicated participation.

A fisherman from Ohio, for instance, who indicated his destination as Canada, his route from Monroe to the Soo and his stay in Michigan as 0 nights, would most probably be switched from "Fishing" as a purpose of trip to "Crossing the State to Canada", since he did no fishing in Michigan and followed a direct route from his entrance into the State to his exit point.

Similarly, a party who listed "Visiting friends or relatives" as a purpose of trip, but stayed in a motel and according to the map, wandered extensively in Michigan on the way to Mackinaw City and back, would most likely be switched from "Visiting friends" to "Touring to view the scenery".

Fortunately, switches of this kind were rarely called for, and the traveler was always given the benefit of any doubt, since it was he, after all, who had been on the trip.

Insofar as the entirely dissimilar lists of trip purposes in the 1963 and 1964 surveys can be compared, those purposes which are roughly comparable are not widely variant in the two studies.

COMPARISON OF SIMILAR TRIP PURPOSES

	1963	1964
Visit Friends or Relatives	15.0 percent	11.8 percent
Water Sports	7.9	2.0
Fishing or Hunting	4.1	3.1
Business and Conventions	2.9	2.9
Public Attractions and Sightseeing	63.6	34.6

The variation in the "Visiting Friends" group between the 1963 and 1964 surveys is not great, and can be attributed to a more specific questionnaire and a wider choice of trip purposes.

The sharp drop in the "Sightseeing" category can be attributed to a wider choice of purposes and to avoidance of the word "sightseeing" as an attractive honey-pot.

Combining minor trip purposes in the 1964 questionnaire with "Touring to View the Scenery" and "Touring to Visit Public Attractions" however, would raise the sightseeing category to 78 percent, even higher than it was in the 1963 survey.

It was observed in the 1963 report that the purpose of trip of the type of visitor using the facilities of Travel Information Centers varied somewhat between Centers, depending on their proximity to urban areas and their locations on trans-state travel routes.

An average of all travelers using all seven Centers, however, should be representative of the trip purposes of a very large group of travelers in Michigan.

Taking the trip purposes in turn as they are listed on the first page of the questionnaire on page 3 , the following percentages of the sample indicated as the chief purpose of their trips the intentions listed below:

Crossing the State to Canada - - - - - 14 percent

This category was intended for the visitor from Canada or another state who crossed Michigan on a direct route to a destination in Canada. It includes, naturally, large numbers of Canadian citizens who entered Michigan at Port Huron, Sault Ste. Marie or Ironwood who used I-75 as a direct route and a short cut back to their own country, or who used the Upper Peninsula as a land bridge between Toronto and Winnipeg.

It does not include travelers en route to destinations in states east or west of Michigan, who may have crossed that finger of Ontario which intrudes between Detroit and Buffalo, New York.

Crossing the State to Another State - - - - - 10 percent

A visitor from Chicago who entered Michigan at New Buffalo, followed I-94 to Detroit and left Michigan at that point on his way to the New York World's Fair would fit perfectly into the trip purpose of Crossing the State to Another State.

The ten percent of 1964 summer travelers who indicated that purpose possibly represents some of the considerable traffic generated by the World's Fair, although travelers crossed Michigan in every direction between all possible entrance and exit points during the period of this survey.

In general, the traveler crossing Michigan to another state is characterized by overnight stays of zero to not more than three nights and fewer than the usual number of children.

Making a Circle Tour Around One of the Great Lakes - - - - - 12.2 percent

The popularity of circle tours around Lakes Michigan, Superior and Huron is a matter of great significance to the Michigan tourist industry.

Improvement of Canadian highways around the northern shorelines of Lakes Superior and Huron has opened new scenic routes to thousands of sightseers from the Middle Western states.

Although any of the three circle tours affecting Michigan may be undertaken in either a clockwise or counterclockwise direction, the routes taken by these travelers follow the Great Lakes shorelines as closely as existing highways permit.

The result is two opposing streams of travelers following the same routes, stopping at the same motels, patronizing the same restaurants, using the same State parks and campgrounds and composed of similar types of travelers with similar interests.

If, as this survey indicates, one party in every eight belongs to this group, the group may be worth special attention by promoters of the tourist industry.

SUMMARY OF THREE TRIP PURPOSES

Crossing the State to Canada

Crossing the State to Another State

Making a Great Lakes Circle Tour - - - - - 34.6 percent

At this point it might be well to point out that the number of tourists who listed one of the three trip purposes above, total more than one third of all the travelers.

Furthermore, practically all of these vacationers, whether they were crossing the state to Canada or to another state, or were on a circle tour, were making a one-way trip through Michigan and did not return by the same route.

This one-way traffic flow is by no means limited to months of pleasant weather and easy driving. The first questionnaire to be received in this survey came from a resident of Indiana who stopped at the Mackinaw City Center on March 1 on a circle tour of Lake Superior. He was not alone, but was followed by many others, some of whom would seem to have followed snow plows on parts of their vacation trips.

Touring to View the Scenery - - - - - 26.9 percent

Even though large numbers of sightseers were shunted off into "Crossing the State" and "Circle Tour" categories, "Touring to View the Scenery" still remained the chief purpose of trip for more than one fourth of travelers in Michigan.

The category included many campers, since in this survey camping is considered a choice of accommodation rather than a trip purpose.

The scenery viewer is characterized by a circuitous route around Michigan, with destinations in Michigan very often at Mackinac Island or Sault Ste. Marie, one-night stays in motels and interests in fishing, picture-taking, water sports, rock hunting, bird watching and other outdoor activities.

Touring to Visit Public Attractions - - - - - 7.7 percent

The vacation traveler touring Michigan to visit public attractions is indistinguishable from the sightseeing scenery viewer in route, length of stay in one place and origin, but different in interest in various activities. He and his family are more inclined than the sightseer to visit museums and historic sites, to take excursion boat rides and dune rides, to go souvenir and antique shopping and to patronize bowling alleys, summer theatres, plant tours and other enterprises, many of them located indoors.

Fishing - - - - - 3.1 percent

That even three percent of those travelers who stopped at Travel Information Centers indicated fishing as a trip purpose might be considered significant.

The sightseer and the cross-state traveler who up to this point in the list of trip purposes have accounted for more than two thirds of vacation travelers do not have time for serious fishing.

Also, the serious fisherman is likely to do his fishing earlier or later in the year than during Summer months and to belong to that group of vacationers who either own their own cottages or have been long accustomed to fishing on the same lake or stream.

Under either condition, it may be assumed that the majority of fisherman are familiar with the areas which they list as their destinations and have little need for information or routing to their customary fishing spots.

Those visitors from other states who express interest in fishing refer chiefly to pan fishing in inland lakes or trout fishing in some of Michigan's world-famous trout streams.

Hunting - - - - - 0.03 percent

The very few Summer travelers who listed hunting as the purpose of their trips were interested, according to their comments, in scouting unfamiliar areas of the State in preparation for Fall hunting trips when the pheasant, deer and small game seasons would be open.

Even so, the serious hunter, like the serious fisherman, customarily visits the same area year after year, and so needs no information about his destination.

Visiting Friends or Relatives
Who Live in Michigan - - - - - 11.8 percent

Visiting friends and relatives as a purpose of trip usually was keyed to staying in the homes of friends or relatives as a type of accommodation used, and usually to the number of nights spent in Michigan.

The length of these trips, oddly enough, was only slightly under the average for all trips, indicating, as the routes drawn on the maps often bore out, that the stay with relatives was only a stopover, or that the friends or relatives joined the traveling party on an extensive side trip to a further destination.

The cost of these trips - averaging \$112.20 - was also only slightly below the average of all trips - \$118.00 - indicating that although the travelers presumably did not pay for their lodging, they spent extra money on gifts or entertainment.

Travel for Business in Michigan - - - - - 1.6 percent

Manufacturers or Sales Convention - - - - - 0.43 percent

As had been anticipated, businessmen traveling on business trips made up only a small percentage of visitors stopping for information at Travel Information Centers. With a definite destination in mind, and a single purpose of trip, businessmen have neither the time nor the inclination to seek information on tourist attractions.

Many of the businessmen noted in this survey were vacationing in Michigan following a convention held in some other part of the State. The economic effect of convention business in one area may be felt in others.

Church, Club or Social Convention - - - - - 0.83 percent

Church and social conventions are as likely to be held in rural campgrounds in resort areas as they are to be held in the more formal facilities of city auditoriums. As a result, persons attending these conventions, revivals and camp meetings turn up in numbers in unexpected locations.

To Make a Major Purchase in Michigan - - - - - 0.67 percent

This category, inserted in the questionnaire as a "fish hook" to see what it would produce, turned up numbers of middle-aged persons prospecting in Michigan for retirement homes and property, for waterfront lots on which to build and for summer cottages, preferably on inland lakes.

An expectation that this category would turn up car buyers picking up new cars at Michigan auto factories failed to materialize. Only a few visitors indicated that they had come to Michigan by train or air and were driving back home via the scenic route with their new cars.

The main interest of this group seemed to lie in Michigan residential real estate, and while the percentage of the total number of visitors seems small, it represents many thousands of potential purchasers.

Visiting Resort Town or Resort Area - - - - - 5 percent

The category "Visiting a Resort Town" an experiment intended to locate the younger set--those in their early twenties--who throng the beaches, taverns, dance pavilions and resort hotels in Michigan's many long-established summer resort towns, also failed to produce any appreciable number of the visitors for whom it was intended.

Those who did check "Visiting Resort Towns" as a purpose of trip usually belonged to the middle-aged, middle-income group sightseeing in Mackinaw City.

Visiting a Large Michigan City - - - - - 0.8 percent

The Detroit metropolitan area, sprawled over Wayne, Oakland and Macomb counties, contains nearly half of Michigan's 8,000,000 population and a great many public attractions.

The traffic flow map for the Monroe Information Center shows the concentration of traffic between Detroit and the Ohio-Michigan line as visitors from Ohio and Eastern states through I-75 on their way to destinations in Wayne County.

As a purpose of trip, however, "Visiting a Large Michigan City" drew small response and visiting relatives, attending public attractions of all kinds and general sightseeing apparently overshadowed visiting a city itself as a purpose of trip.

Water Sports - - - - - 2 percent

A clue to the character of the water sports tourist appeared in a special survey conducted in August at the temporary Information Center stationed in the Clare rest area, located on I-75 in the center of the Lower Peninsula and accessible to traffic proceeding in both directions.

It had become apparent from other spot surveys that vacationing parties carrying boats were not stopping at Travel Information Centers, and that in fact, of nearly 1,000 vacationers interviewed, only 16 were towing boats or had them on top of their cars.

The special survey of 100 parties carrying or towing boats revealed some unusual facts: 82 percent of water sports tourists interviewed at Clare were Michigan residents; two thirds had destinations not over 150 miles from their homes; 50 percent were campers, 30 percent were cottage renters

and only 9 percent stayed in motels; 45 percent stayed more than seven nights away from home; the number of persons per car was 4.5 - one more than the average at other locations, and the proportion of children in the party was over 50 percent.

A look at the traffic flow map for Clare on page 41 shows clearly the extent of the traffic flow between Detroit and the north central lake area of lower Michigan.

Winter Sports - - - - - 0.07 percent

That anyone at all should be interested in Winter sports in a study of summer vacation travel should seem unusual, but it should be remembered that the first of the questionnaires on which the survey is based were mailed in March. The few Winter sports enthusiasts who were encountered in March were not Michigan residents, but gave origins in Colorado and North Dakota, indicating that followers of Winter sports will go great distances to test their skills in new surroundings.

The competition for accommodations at ski lodges during Winter holiday seasons was revealed by one party which traveled to Ironwood on July 1, inspected several ski resorts and made reservations for New Year's Day, 1965.

En Route to New York World's Fair - - - - - 0.39 percent

The trip purpose "En Route to the World's Fair" was added as a miscellaneous item to the original list of trip purposes when first returns of questionnaires showed that many parties of travelers crossing Michigan had the World's Fair as a destination.

Final tabulations, however, showed that most of these travelers must have described their trip purpose as "Crossing the State to Another State" with

no emphasis on the World's Fair as a destination.

Honeymooners - - - - - 0.87 percent

Honeymooners, most of them encountered at Information Centers during the month of June, also were an added category in the original list of trip purposes. Many of them were on very long trips, including circle tours of one or more of the Great Lakes, in addition to a trip to Niagara Falls.

The size of the group--less than 1 percent of the 2,500 sample--seems insignificant until it is related to the whole body of travelers and divided into the number of persons per car--never more than two. The result, if it could be accurately measured, might be a group of 80,000 to 100,000 traveling honeymoon couples.

Other Data Related to Purpose of Trip

Comparison of miles driven on trips made for various purposes by Michigan and non-Michigan travelers reveal some logical variations. Whatever his purpose, the trip made by the Michigan resident would be longer, since he must return through Michigan to his origin. In the columns following, figures indicate miles driven in Michigan and average age of heads of parties. Listing appears on next page.

	Origin		Age of Head of Party
	Michigan	Non Michigan	
Crossing the State to Canada	766 Miles	454 Miles	42
Crossing the State to Another State	734	516	41
Making Circle Tour	920	675	41
Touring to View Scenery	1086	696	41
Touring to Visit Public Attractions	995	626	40
Fishing	929	625	44
Visiting Friends	952	568	45
Travel for Business	1275	442	42
Manufacturers Convention	517	492	36
Social Convention	686	459	51
To Make Major Purchase	975	657	49
Visiting Resort Town	1000	655	40
Visiting a Michigan City	---	267	42
Water Sports	984	658	37
Honeymoon	1037	512	32

Trip Purposes of
The Off-Season Traveler

A comparison of trip purposes listed by early-season travelers in Michigan in March, April and May with those listed by the bulk of summertime vacationers in June, July and August shows that while long trips and circle tours are not quite so popular in the early Spring, the traveling scenery-viewer is always with us.

Purpose of Trip	March April-May	June July-August
Crossing the State to Canada	5 percent	14 percent
Crossing the State to Another State	3 percent	10 percent
Making Circle Tour	9 percent	12 percent
<u>Touring to View Scenery</u>	25 percent	26 percent
<u>Touring to Visit Public Attractions</u>	5 percent	5 percent
Fishing	3 percent	3 percent
Visiting Friends & Relatives	20 percent	12 percent

Percentages in the above columns are naturally based on samples of different sizes--about 700 for March, April and May and about 2,500 for June, July and August.

The consistency of the percentages in most categories, however, serves as another illustration of the stability at any season of the year of the vacation traveler in Michigan.

**WHAT DID THEY
DO IN MICHIGAN?**



Everywhere in Michigan, miles of stream beds and Great Lakes beaches form a rock hunters' Paradise

Department of Conservation photo