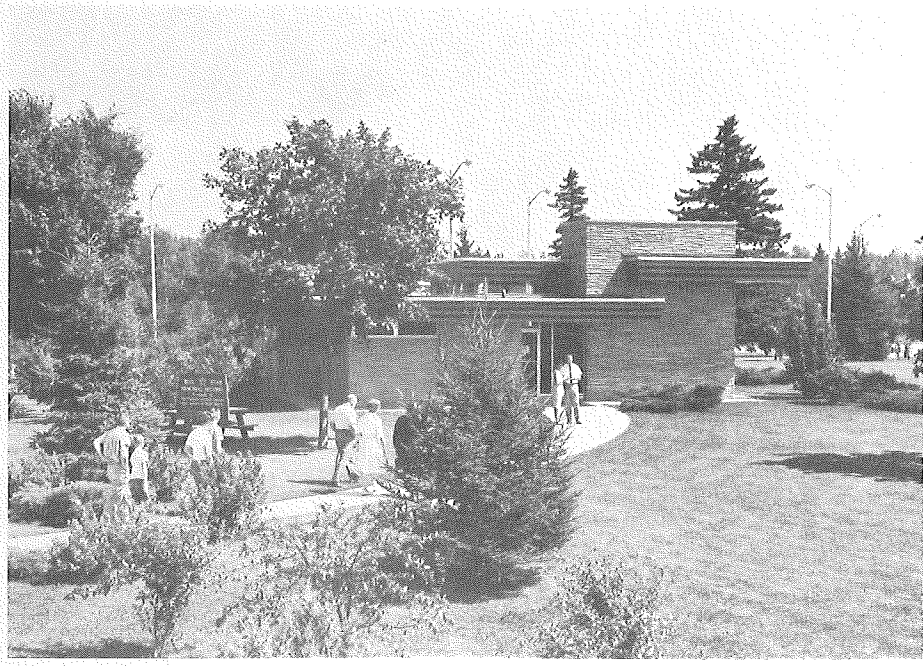


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TOURIST TRAVEL IN MICHIGAN

1964

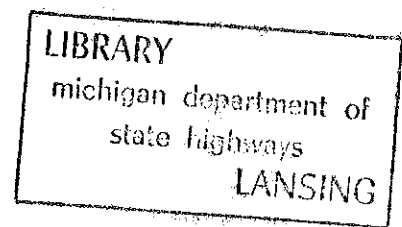
TRAVEL INFORMATION SERVICE
MOTORIST SERVICES AND REPORTS DIVISION
MICHIGAN STATE HIGHWAY DEPARTMENT

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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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? _____

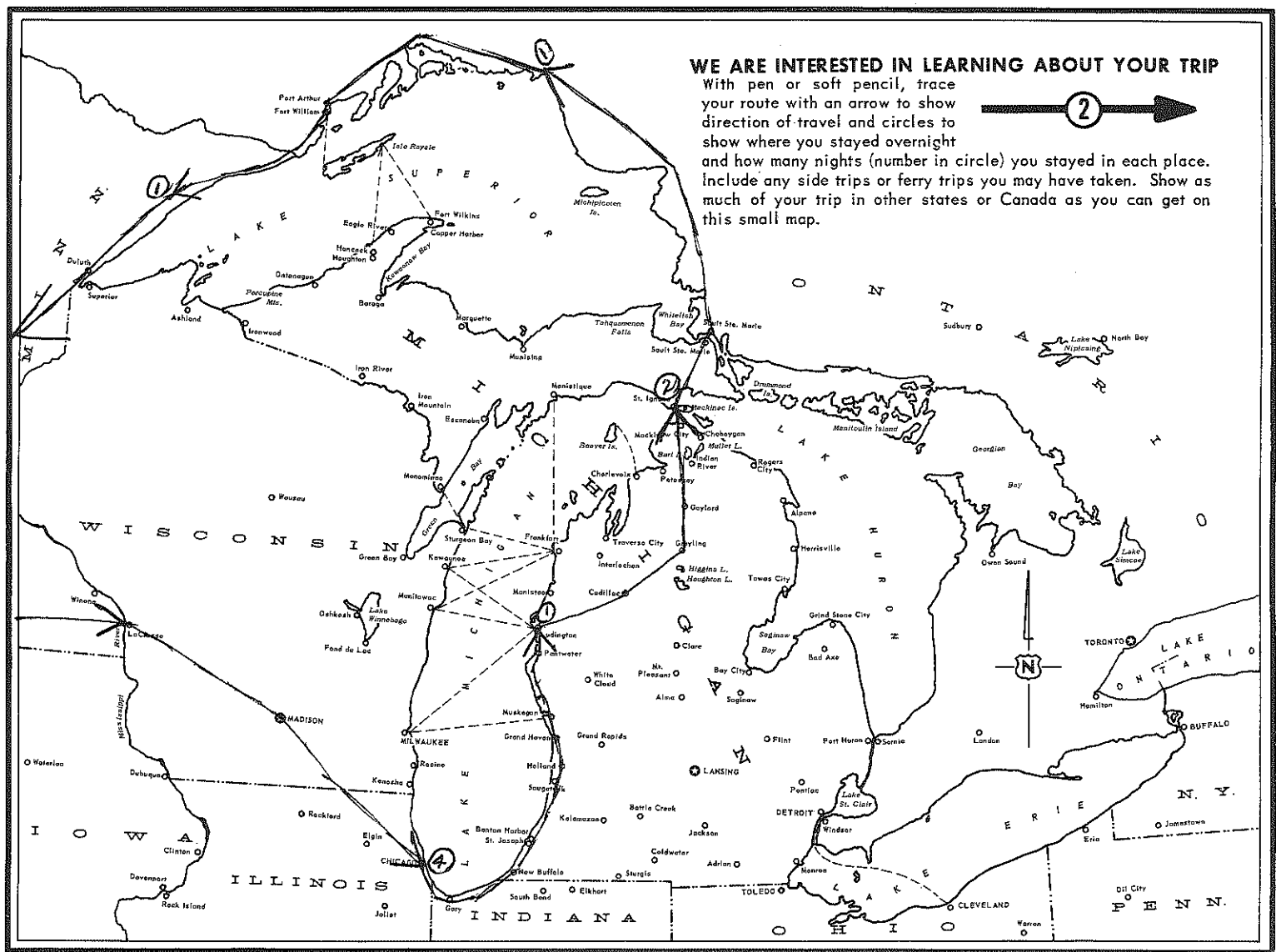
- 1- The official State Highway Map.
- 2- Booklet noting Camping spots & facilities
- 3- places of interest to visit.

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

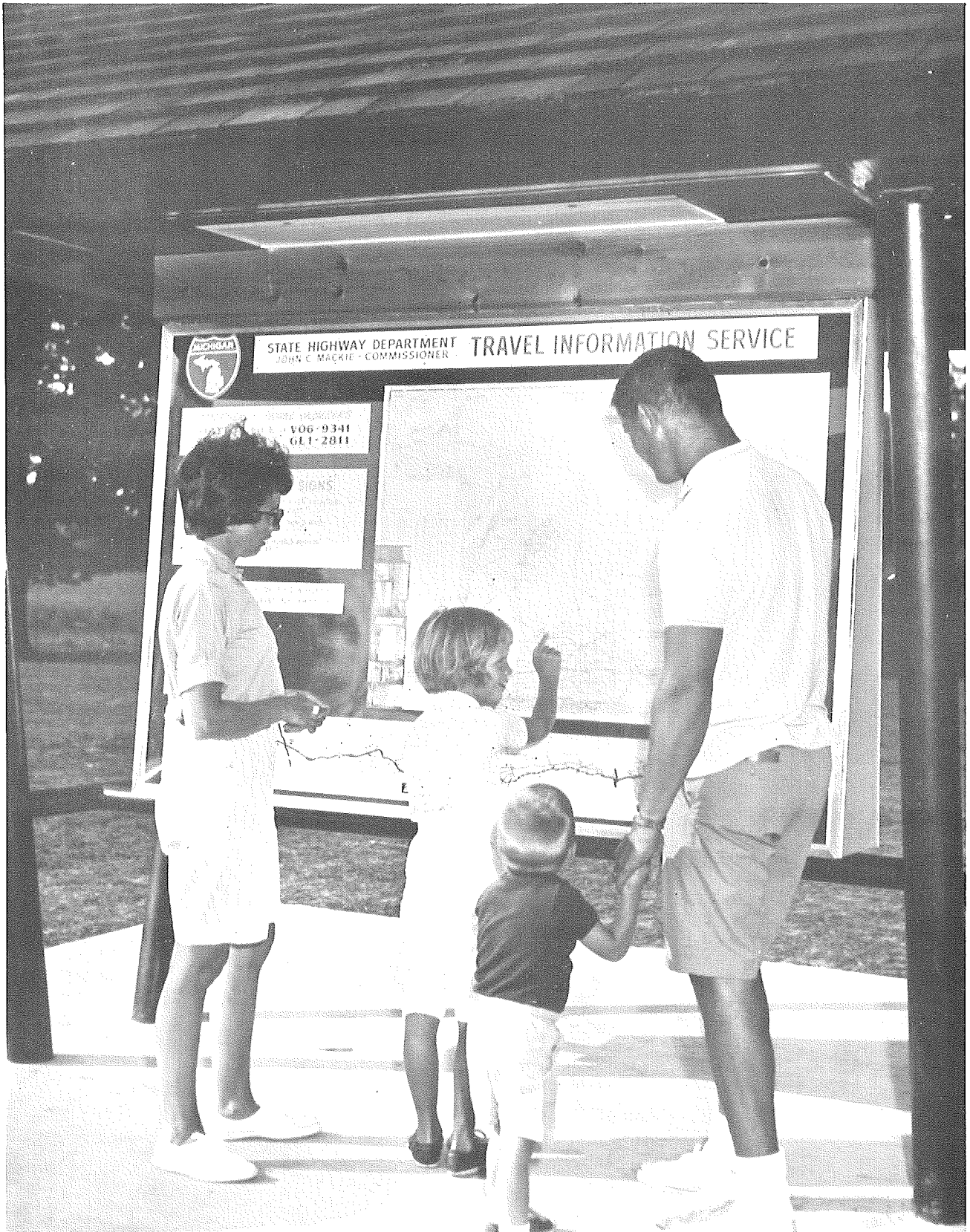
PURPOSE OF TRIP (check only one) 19
 Vacation
 Visiting relatives _____
 Personal or family business _____
 Commercial business trip _____

CARRYING A BOAT? yes no 20 21

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

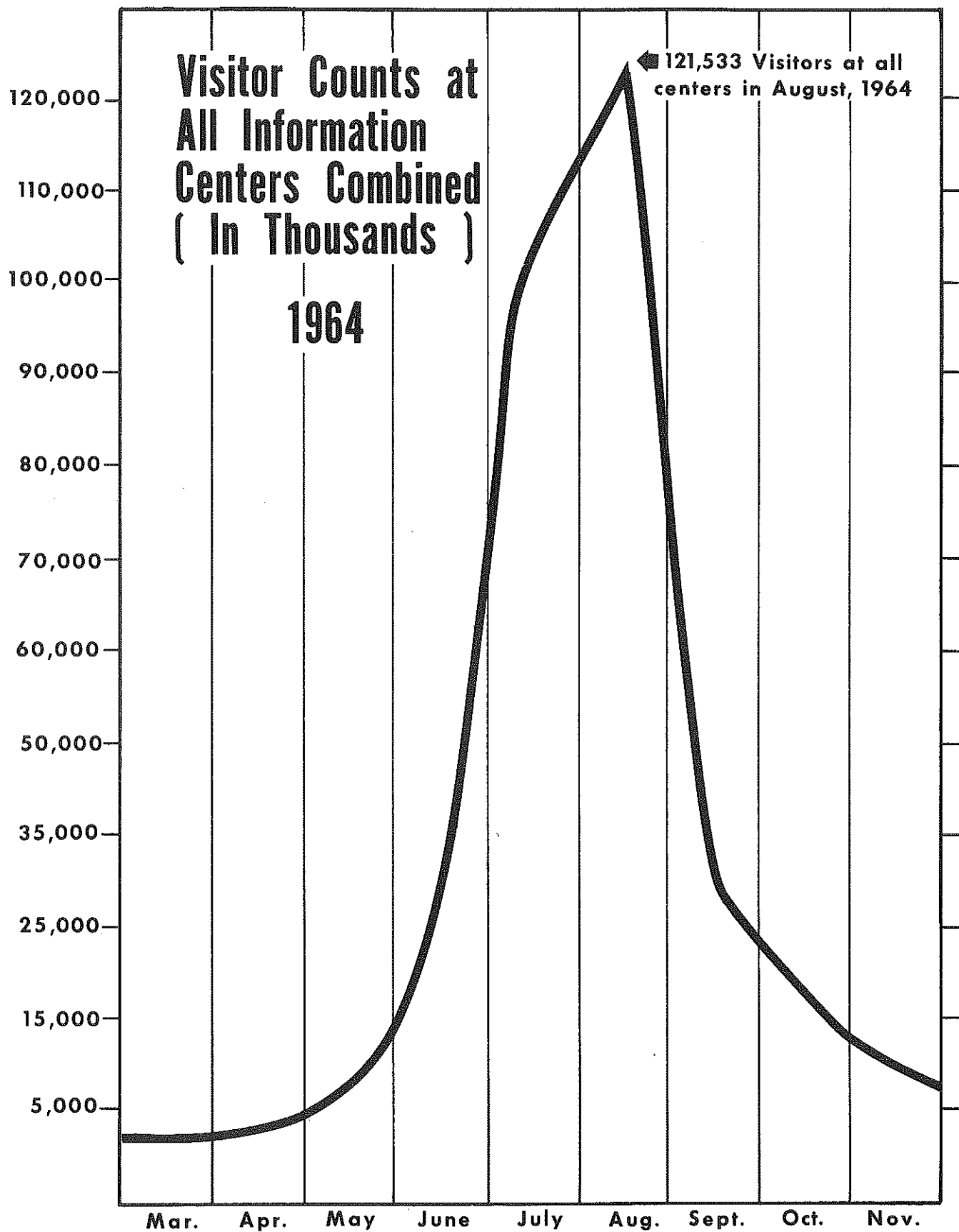
COMPARISONS OF TOURIST CHARACTERISTICS FROM MONTH TO MONTH

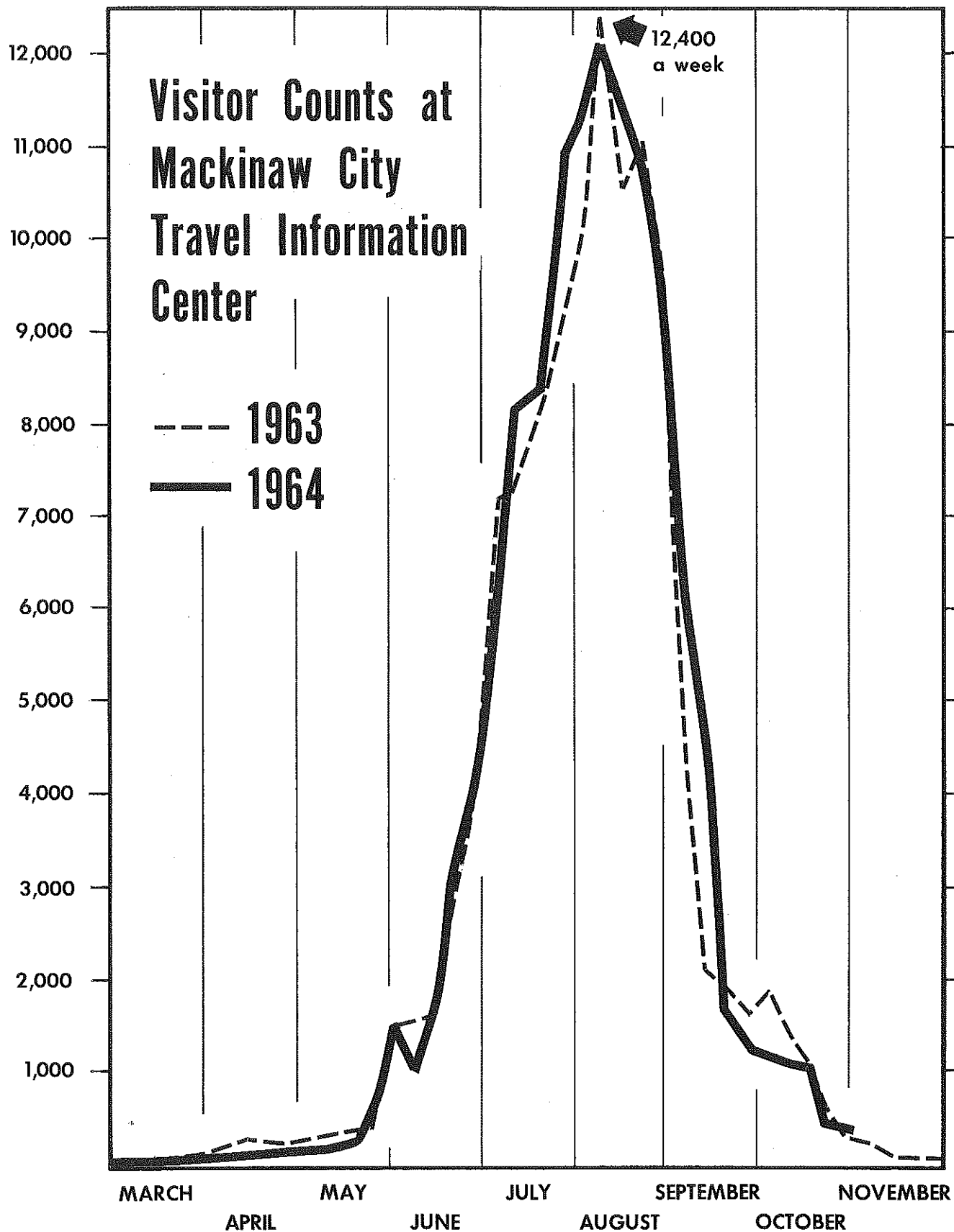
With allowance for the influence of northern winters on purposes of trip, and therefore on other related factors such as length and cost of trip, length of stay and choice of accommodations, the basic characteristics of tourists in Michigan change very little from season to season and scarcely at all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

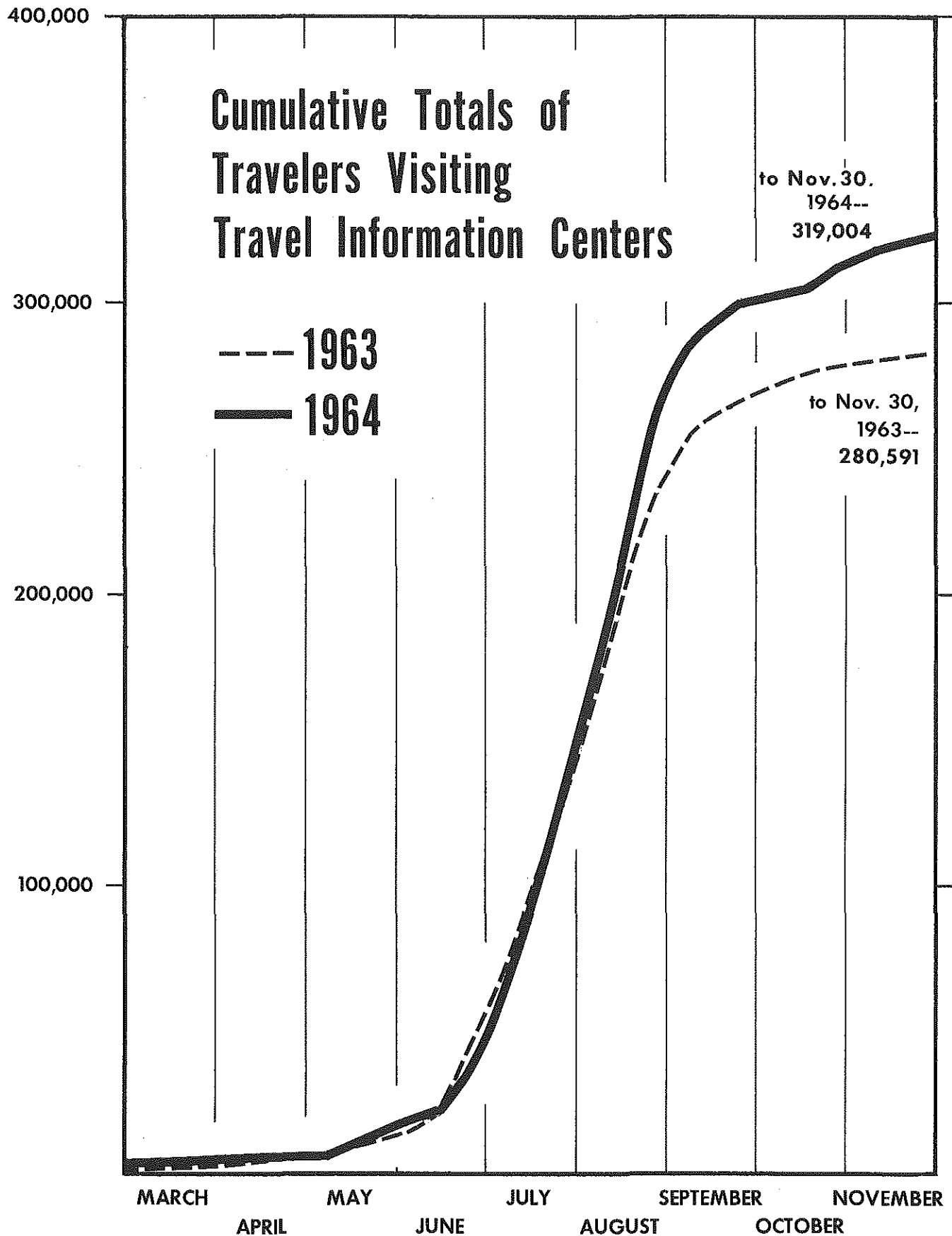
The lists below reflect the more pronounced differences in trip elements between the Spring season of March, April and May and the Summer season of June, July and August.

	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





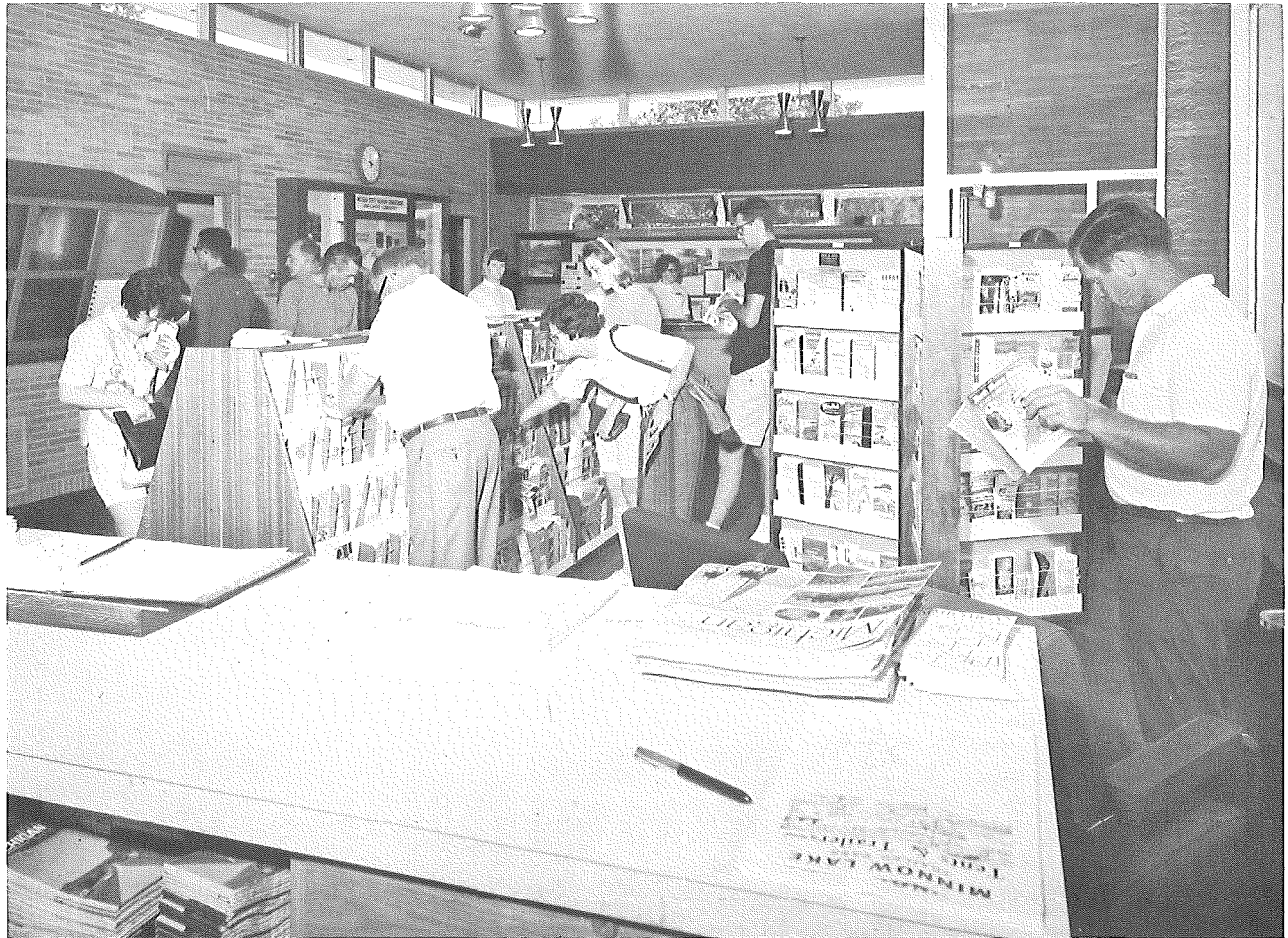


MONTHLY REPORT OF VISITORS AT TRAVEL INFORMATION CENTERS
MONTH OF AUGUST, 1964

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

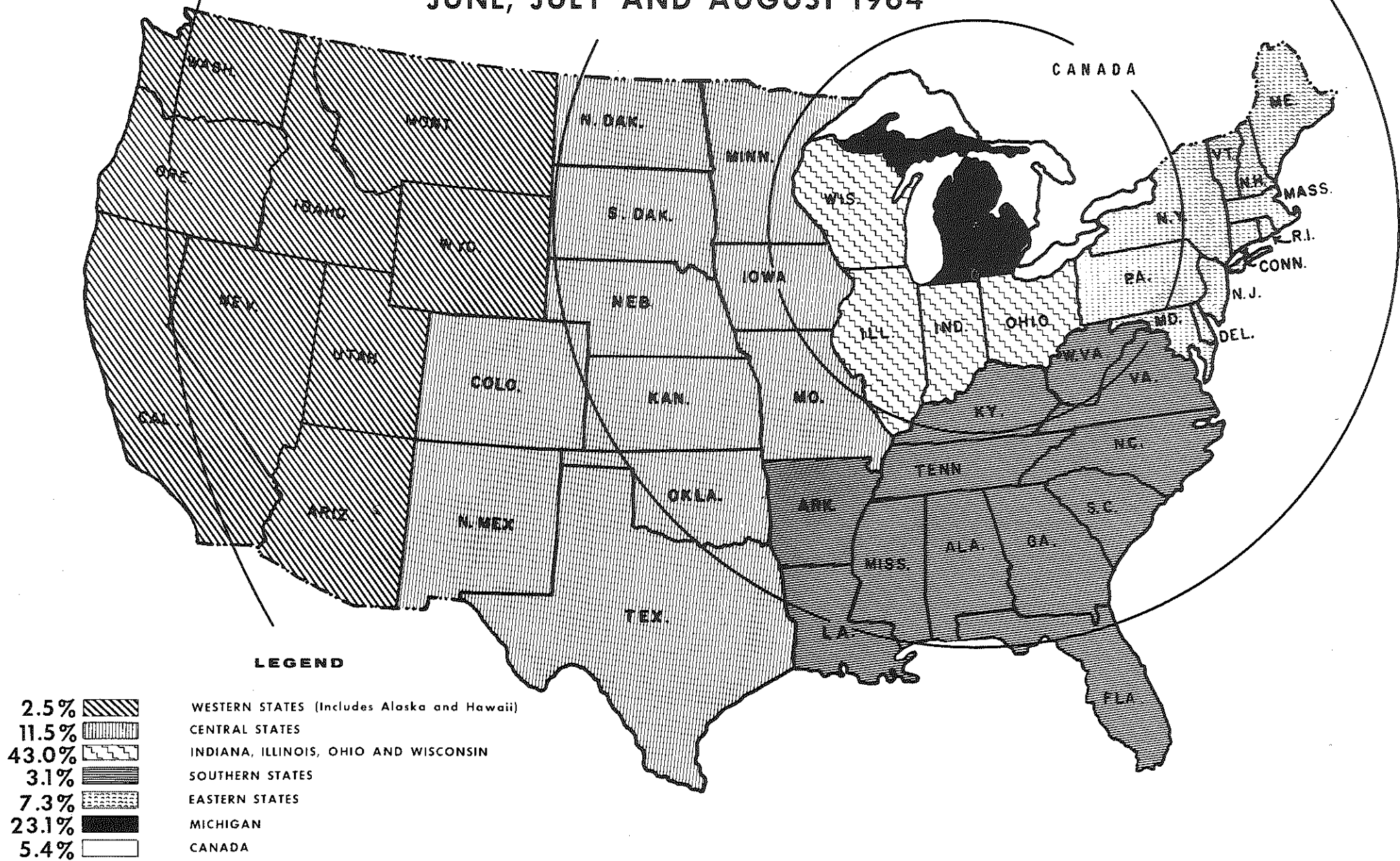
3/ Closed Portion of Day - Weather
4/ Closed for Season - Unit Moved to Clare



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.

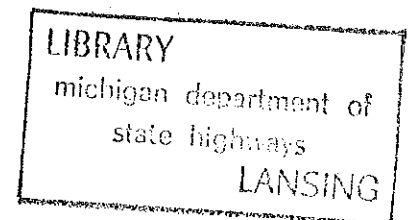
The traffic flow map for the Clare Center illustrates how the vacation traffic flow from the Detroit area northward branches off at Clare toward the Grand Traverse area and is sharply reduced north of the Higgins and Houghton Lake recreation areas.

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.

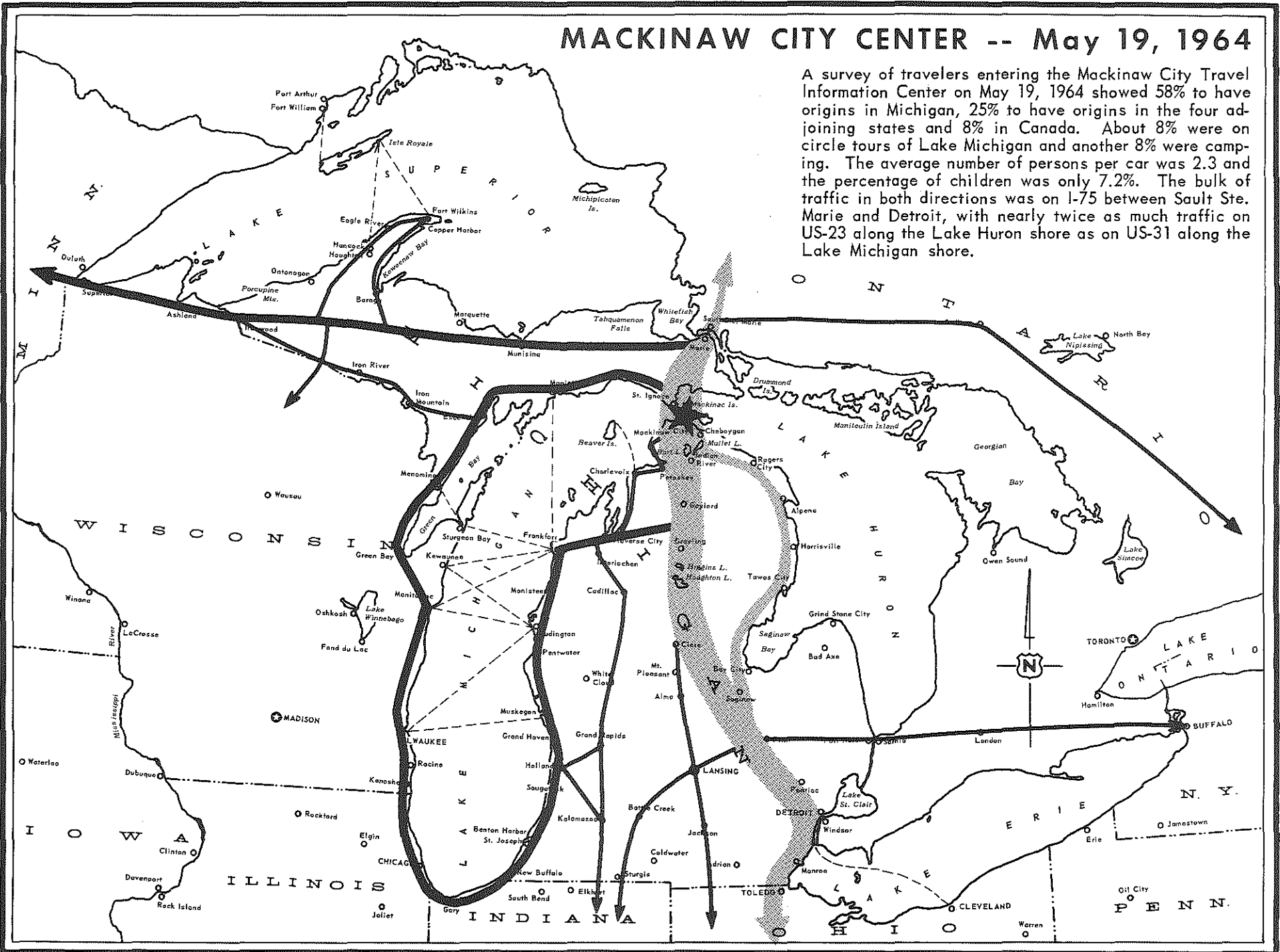
According to hundreds of tourist comments, visitors from other states are amazed and thrilled at Michigan's superb scenery in both the Upper and Lower Peninsulas, and "Touring to View the Scenery" as a purpose of trip drew the largest response from the vacation travelers who participated in this survey.

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

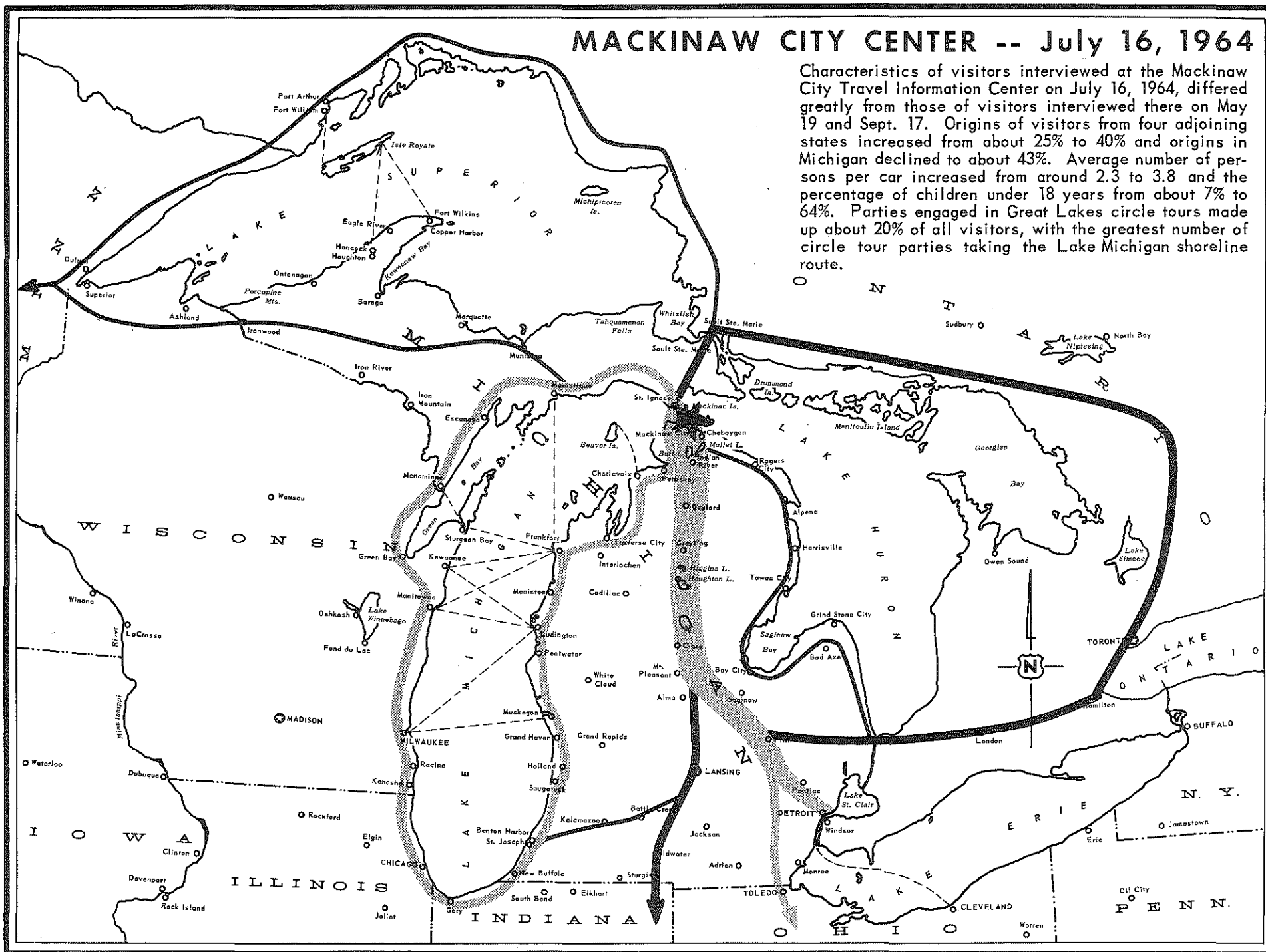
A survey of travelers entering the Mackinaw City Travel Information Center on May 19, 1964 showed 58% to have origins in Michigan, 25% to have origins in the four adjoining states and 8% in Canada. About 8% were on circle tours of Lake Michigan and another 8% were camping. The average number of persons 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.

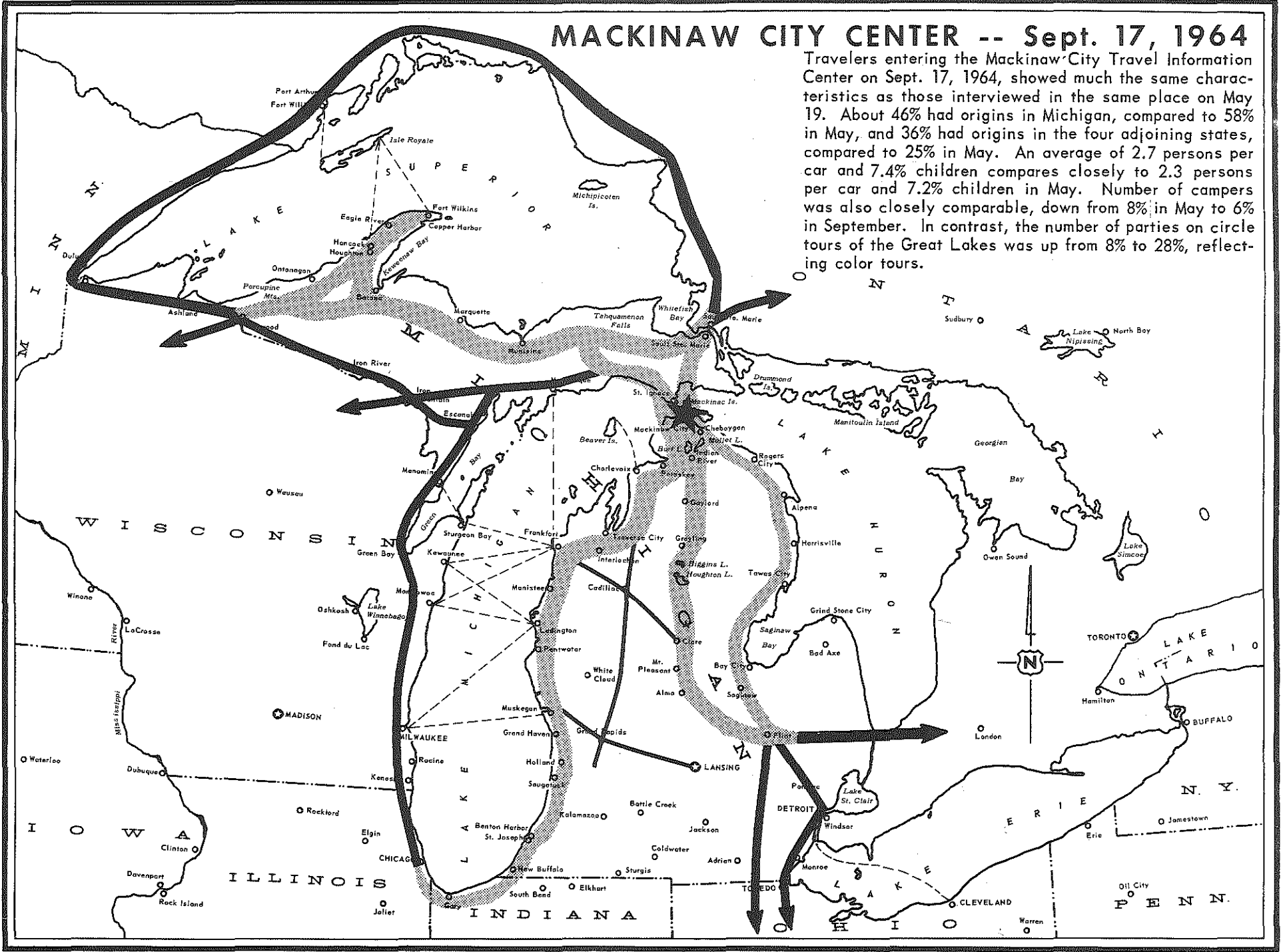
39



MACKINAW CITY CENTER -- Sept. 17, 1964

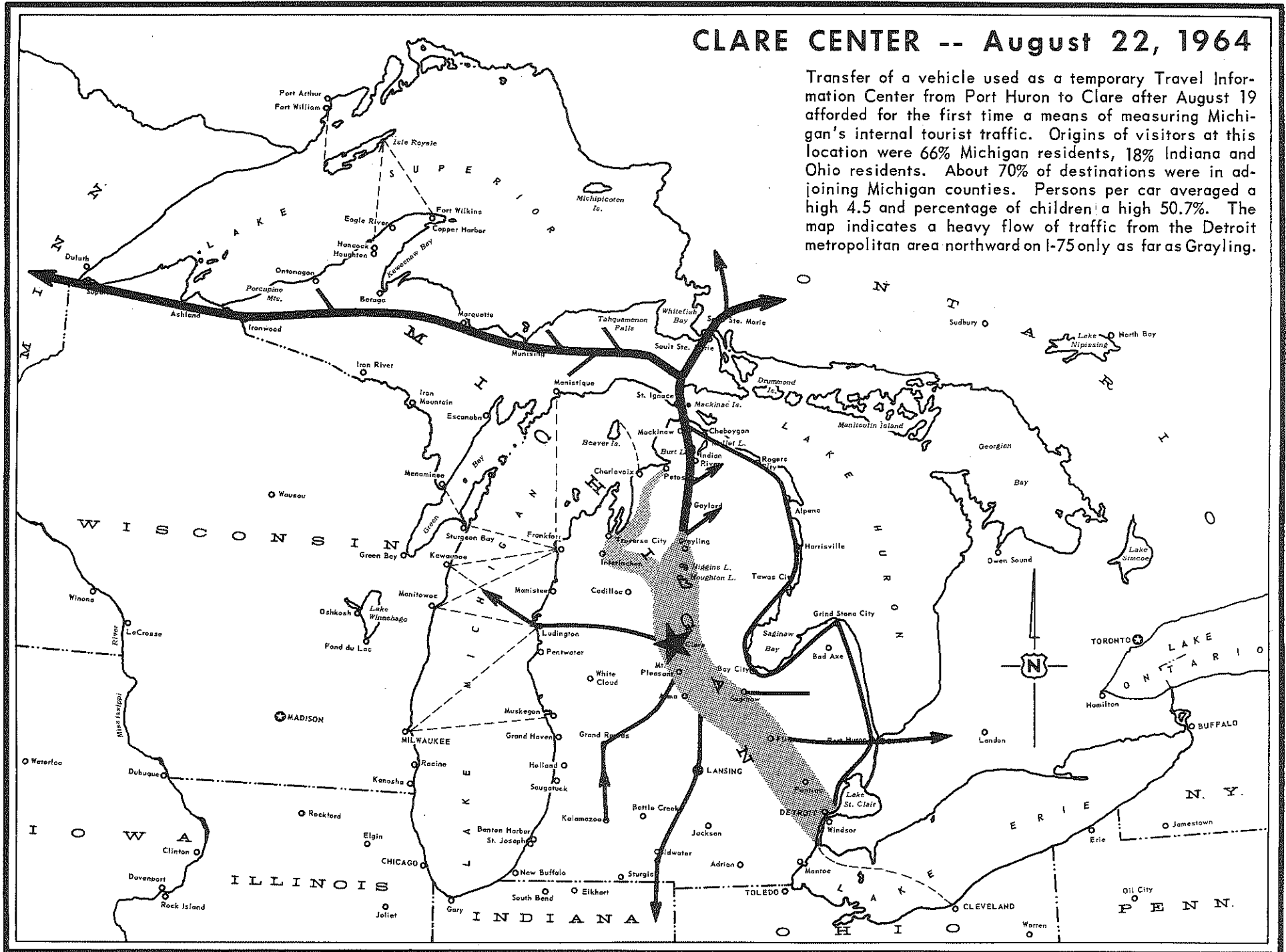
Travelers entering the Mackinaw City Travel Information Center on Sept. 17, 1964, showed much the same characteristics as those interviewed in the same place on May 19. About 46% had origins in Michigan, compared to 58% in May, and 36% had origins in the four adjoining states, compared to 25% in May. 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



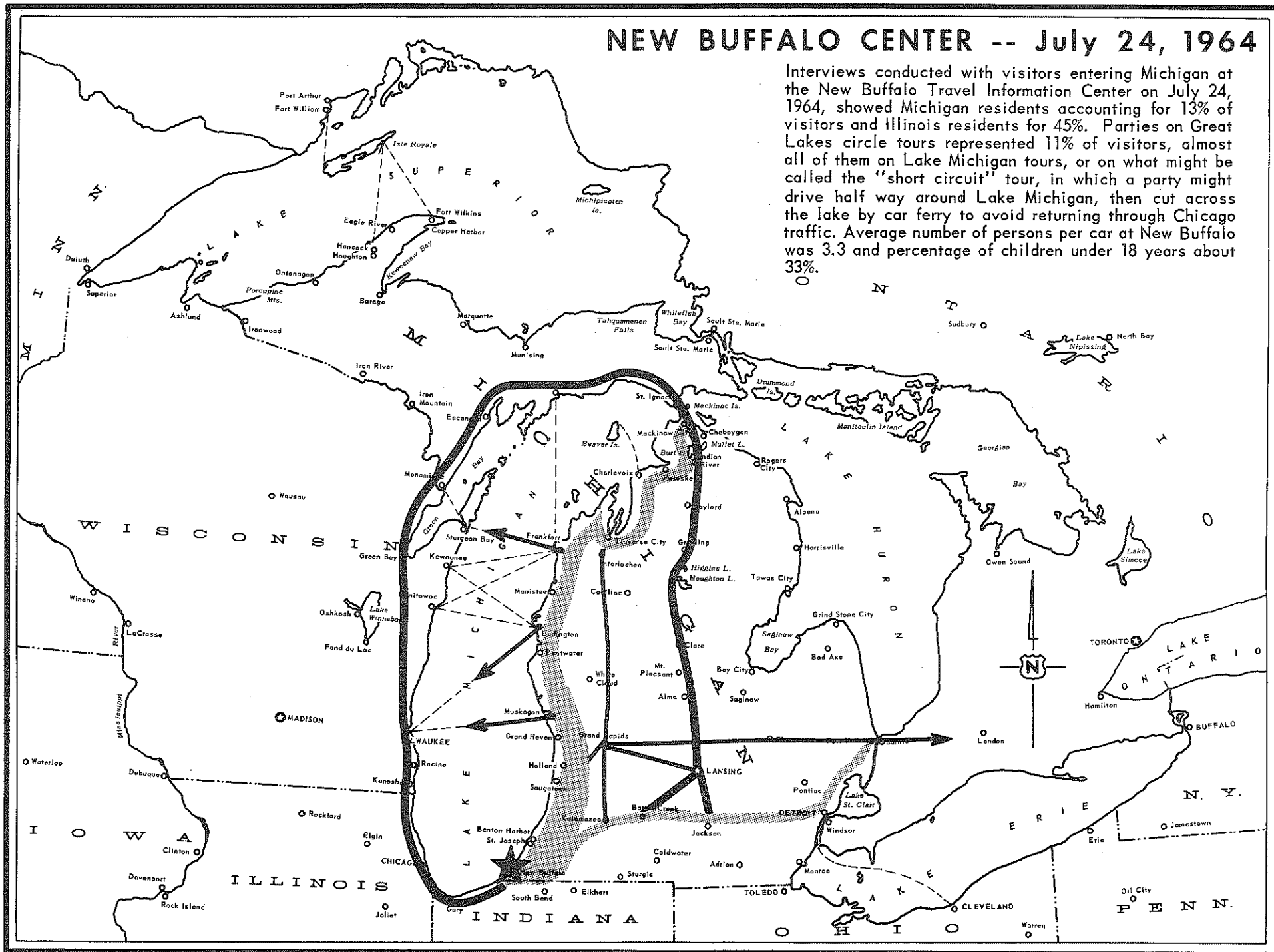
CLARE CENTER -- August 22, 1964

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

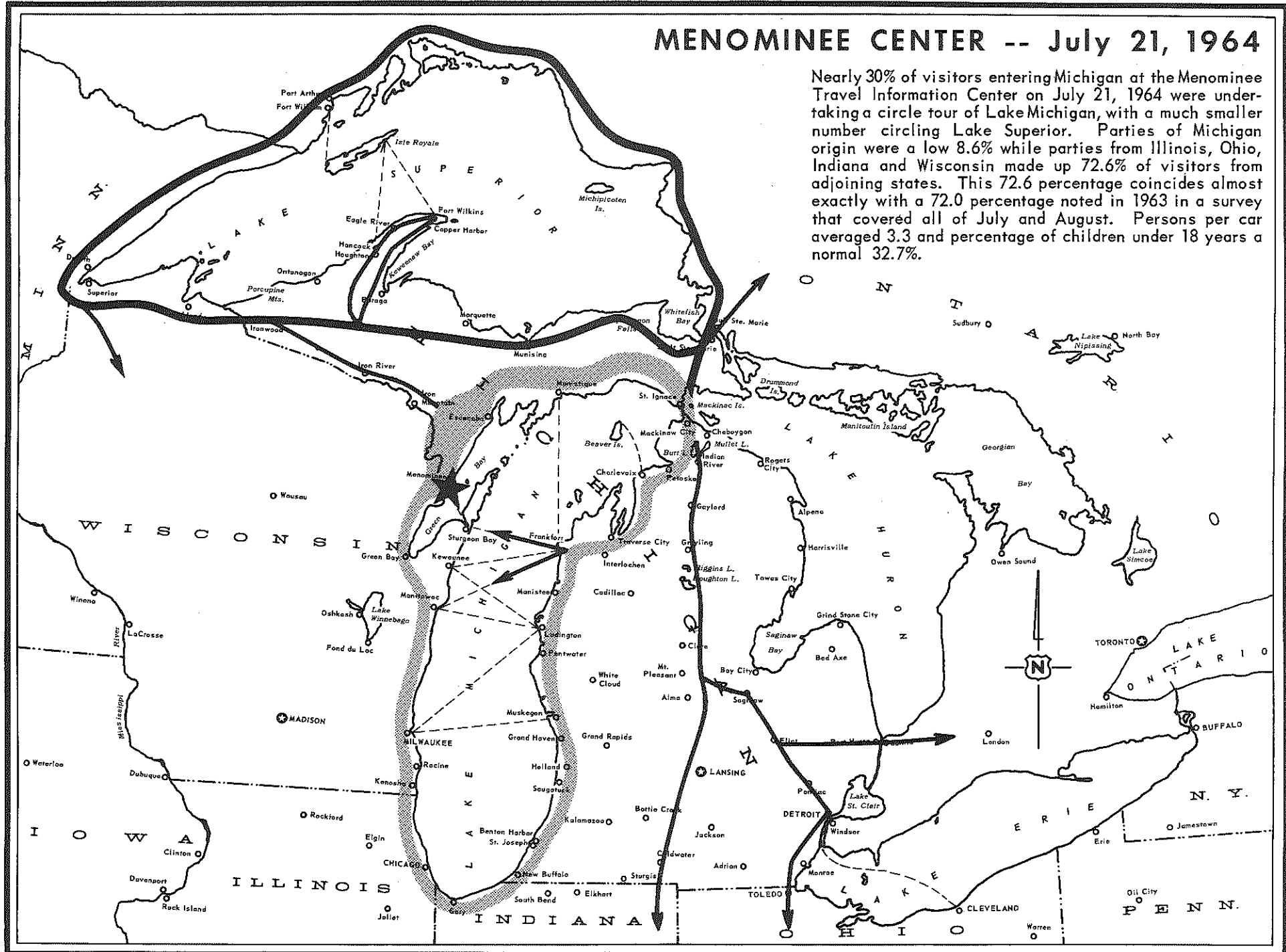
Interviews conducted with visitors entering Michigan at the New Buffalo Travel Information Center on July 24, 1964, showed Michigan residents accounting for 13% of visitors and Illinois residents for 45%. Parties on Great Lakes circle tours represented 11% of visitors, almost all of them on Lake Michigan 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

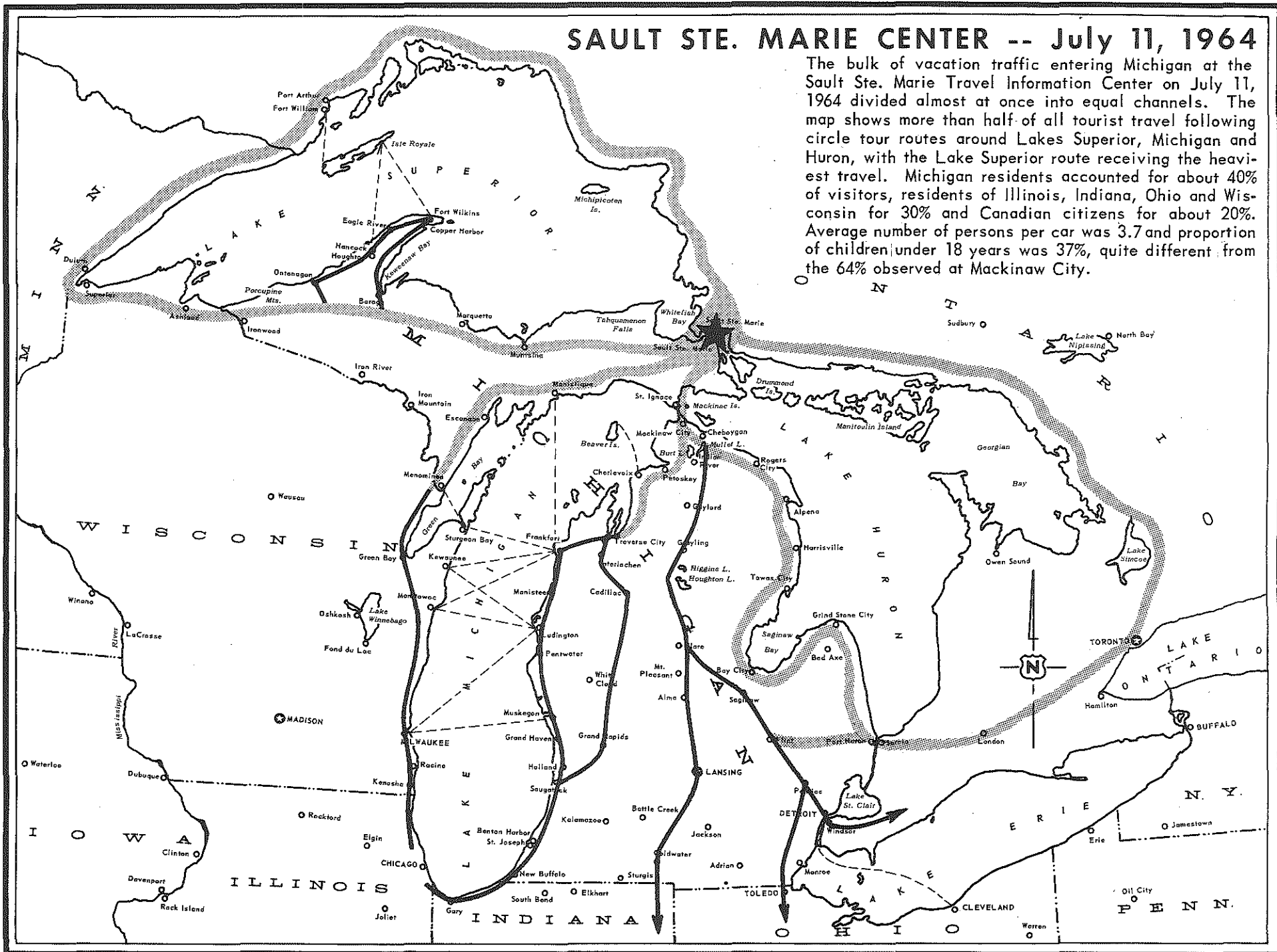
Nearly 30% of visitors entering Michigan at the Menominee Travel Information Center on July 21, 1964 were undertaking a circle tour of Lake Michigan, with a much smaller number circling Lake Superior. Parties of Michigan origin were a low 8.6% while parties from Illinois, Ohio, Indiana and Wisconsin 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

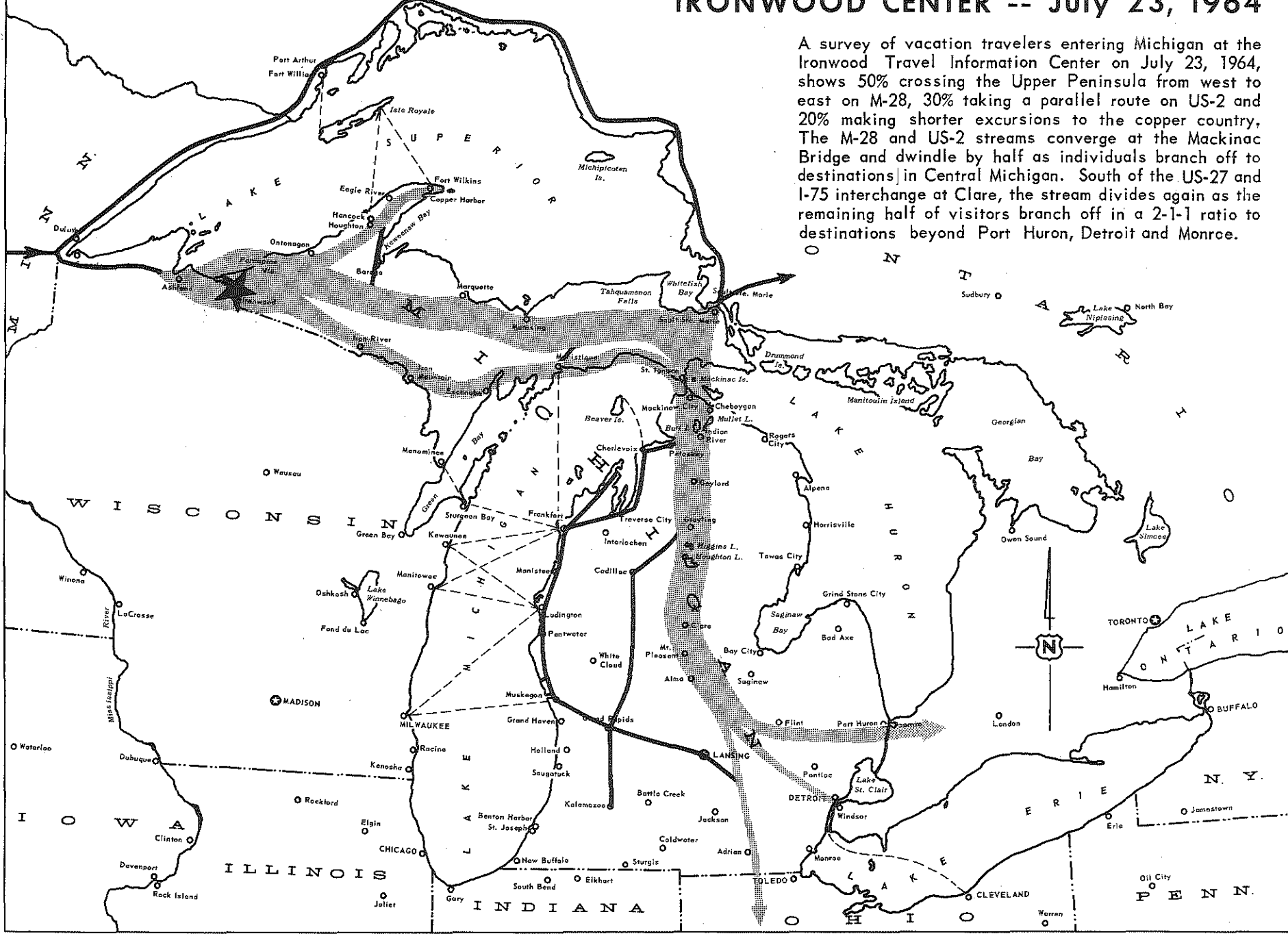
The bulk of vacation traffic entering Michigan at the Sault Ste. Marie Travel Information Center on July 11, 1964 divided almost at once into equal channels. The map shows more than half of all tourist travel following circle tour routes around Lakes Superior, Michigan and Huron, with the Lake Superior 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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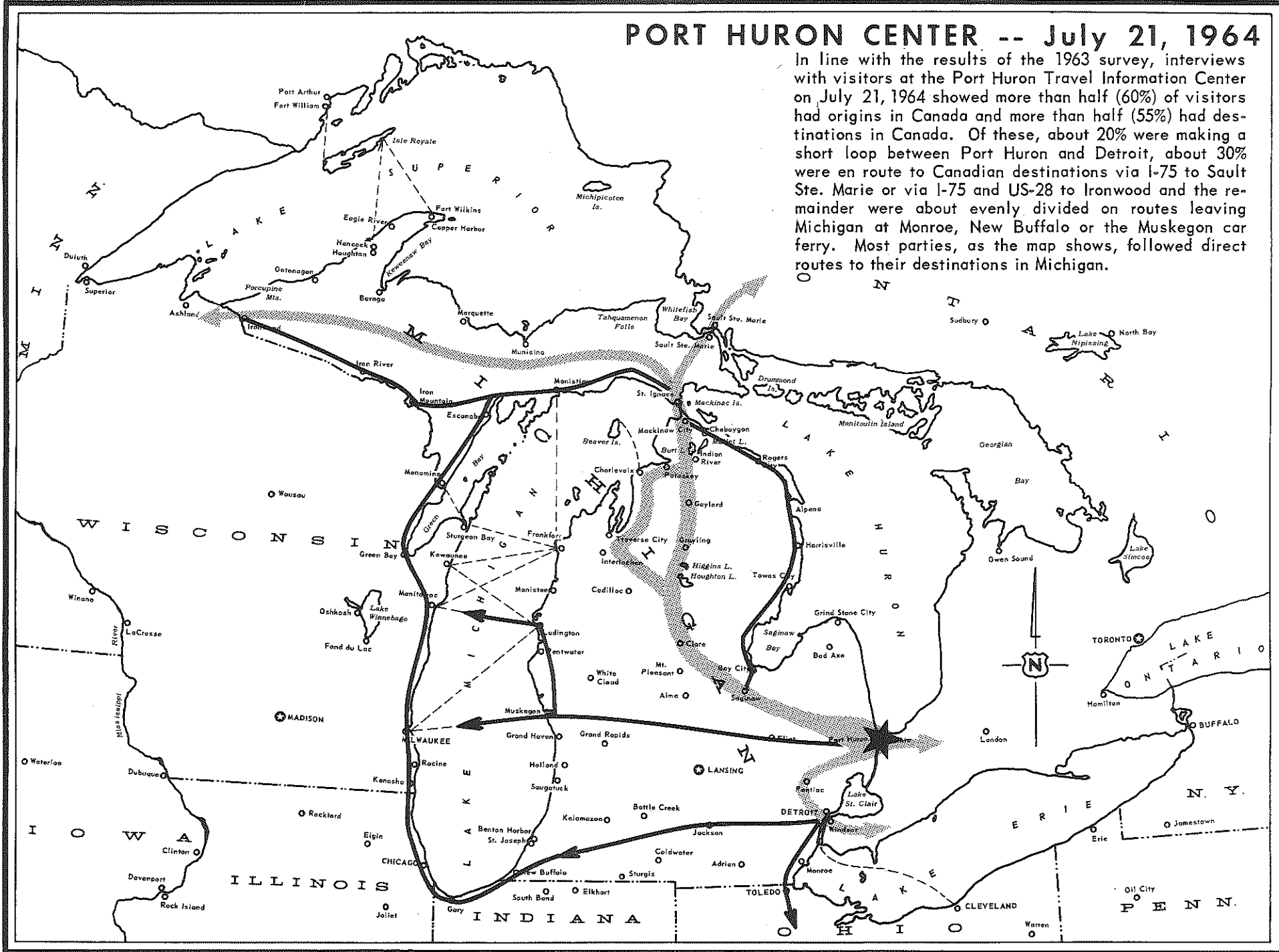
IRONWOOD CENTER -- July 23, 1964

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.



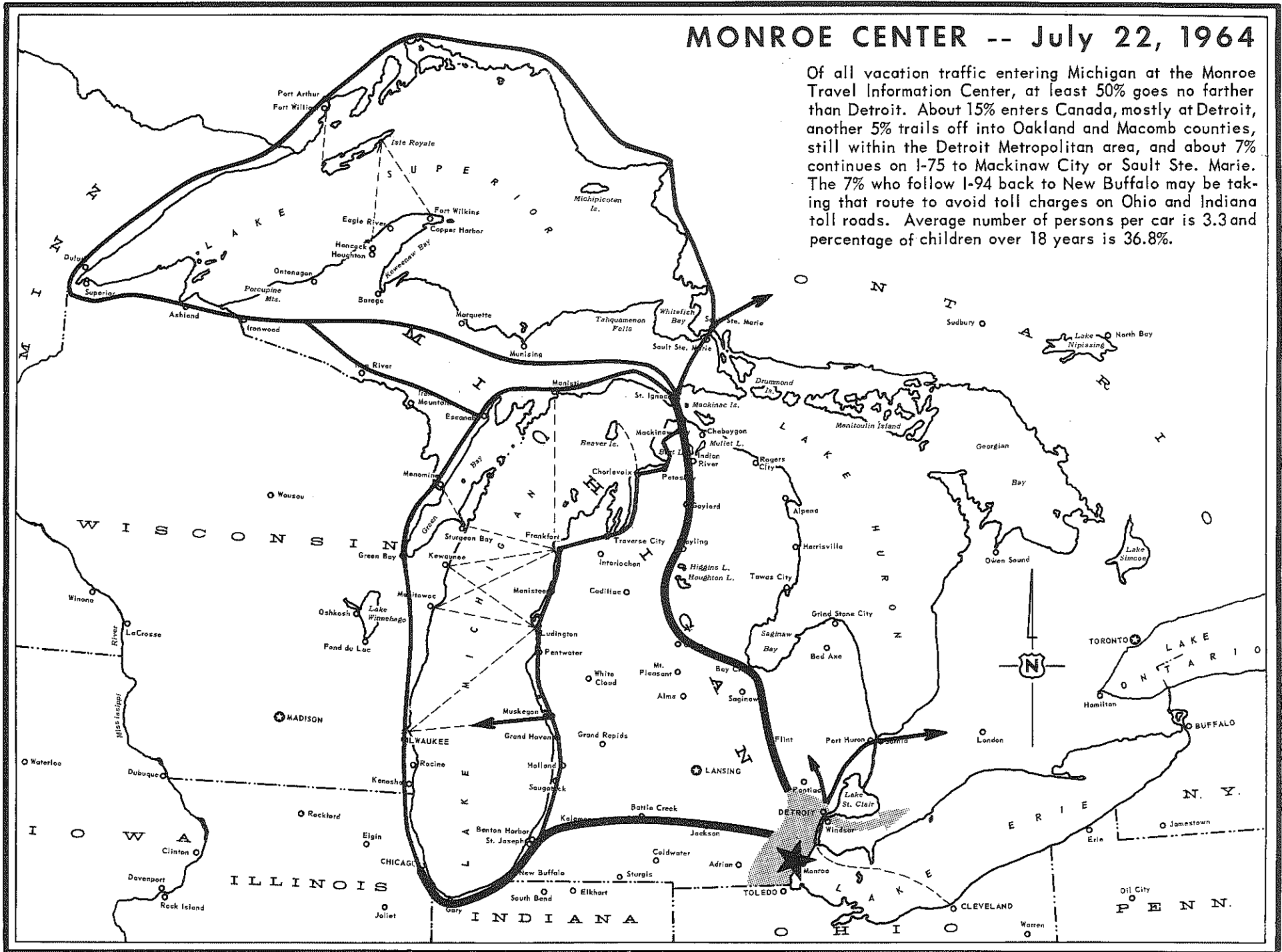
PORT HURON CENTER -- July 21, 1964

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%.



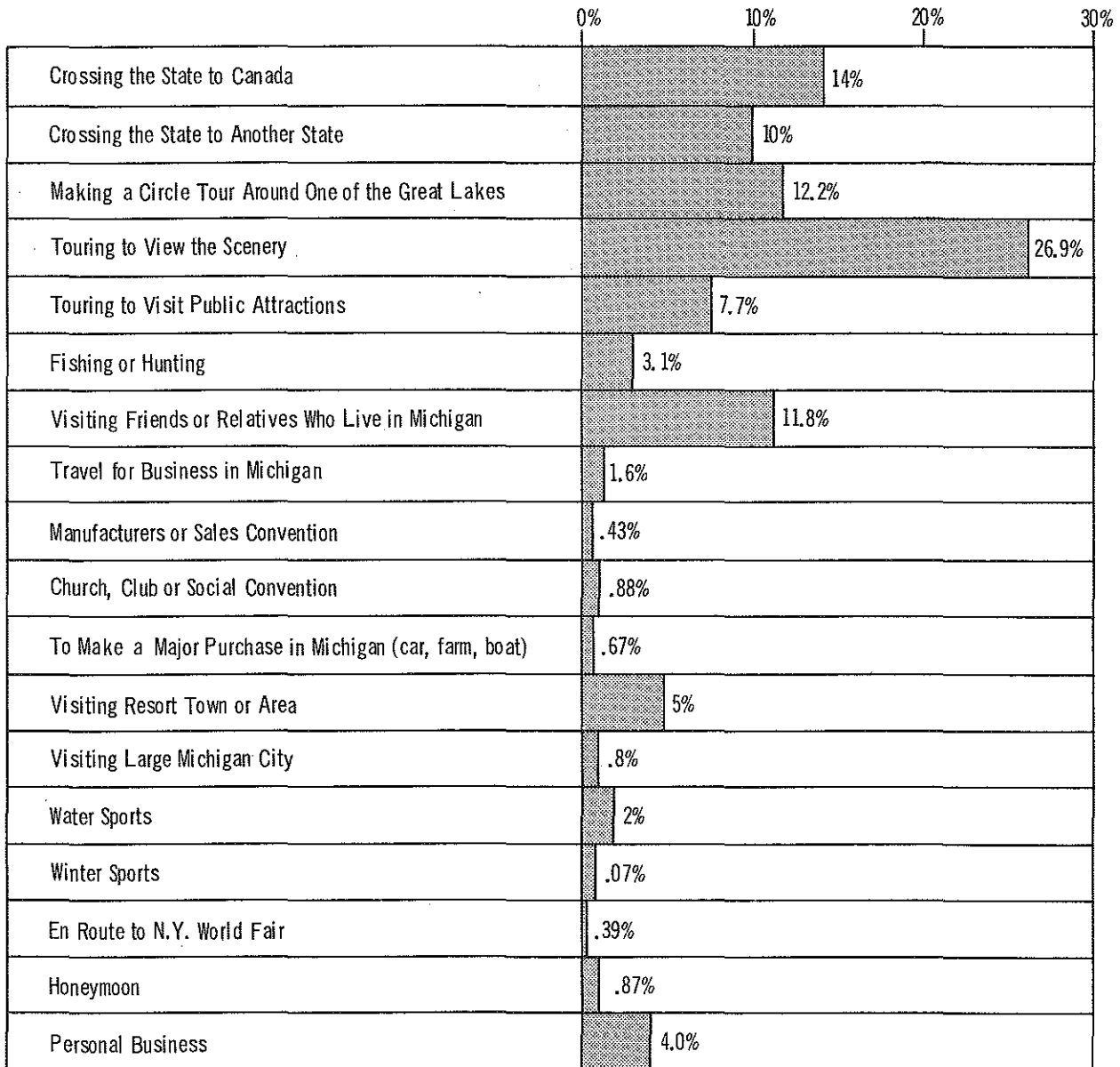


Counseling tourists at the
Ironwood Travel Information Center

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

WHAT DID THEY DO IN MICHIGAN?

Leisure-time Activities

To promote a better understanding of the actual activities of vacation travelers within their purposes of trip, the questionnaire contained a list of 45 specific activities. The list was roughly divided into Spring activities such as blossom tours, trout fishing and mushroom hunts and continued through Summertime activities such as swimming and outboard boating through Fall color tours, hunting, skiing and ice fishing. The list also included both participant and spectator sports.

Space was provided at the end of the list for write-in activities not appearing in the printed list.

To report on participation in all the activities would take considerable space in this report, for vacationers who participated in this survey checked their favorite activities with apparent enthusiasm.

Picture taking easily led all other activities, with about 15 percent of all travelers indicating that they were carrying either still or movie cameras and were actively searching for scenic views or interesting objects to photograph. Widespread participation in picture taking also is reflected in purchase of film as an item of miscellaneous expense, and in requests for more turnouts and parking spaces beside scenic highways.

To many vacation travelers, the uncluttered landscape and blue water background of northern Michigan seem to be the State's biggest tourist attraction.

Visiting Historic Sites is of major importance to about 12 percent of both Michigan and non-Michigan tourists and a clue to its importance appears in their side comments:

"We wanted the children to see the Fort at Mackinaw City" or, "We wanted the children to become acquainted with their State".

Since children under 18 years make up more than 35 percent the tourists surveyed, the family choice of destinations, purposes of trip and accommodations is likely to include places of interest to young people. Numbers of comments on the questionnaire form attest to this influence.

Souvenir shopping ranked high among favorite and repeated activities of all types of vacationers, no matter what part of the State they visited. About 12 percent of Michigan residents and 8 percent of out-of-state visitors checked souvenir shopping as a frequent activity, although many complained about Japanese copper ash trays offered for sale in Michigan's Copper County and American Indian baskets and beadwork stamped "Made in Korea".

Swimming as a Summertime activity, also ranks high as a popular sport, with about 9 percent of all visitors checking it as a favorite recreation. Here again is seen the influence of children on destination as well as activity. Michigan's hundreds of miles of accessible Great Lakes beaches and its shoreline parks and inland recreation areas are an important asset to its tourist industry.

Fishing ranks close behind swimming as a water sports activity in which both Michigan and non-Michigan vacationers participate, and inquiries for fish law digests, fishing directories, detailed maps of counties showing lakes and streams and directions to areas where fishing is ordinarily good reflect a substantial interest in the sport.

Rock hunting, a serious business for thousands of professionals and semi-professionals who make up the membership of dozens of clubs and mineral societies, is a pleasant and interesting pastime for many more thousands of visitors with only a casual knowledge of minerals. The activity is often associated with hiking, reminiscent of long walks on pebble-strewn Great Lakes beaches.

Other activities, depending on season, showed what might be considered normal participation. Water sports vacationers tended to participate in all activities related to water sports and museum visitors usually were numbered among the same group who purchased souvenirs and visited historic sites. Antique shoppers, golfers, bird watchers and tavern patrons appeared in surprising numbers.

Write in activities were relatively few in number, apparently because the printed list of activities covered most of the usual interests of the type of vacationer covered in this survey.

Many persons apparently considered driving on Michigan freeways as either a secondary purpose of trip or as a prime activity and listed it as such.

Others mentioned eating in good restaurants as an enjoyable activity and apparently devoted some time and effort to locating good eating places, sometimes specifically naming the restaurants which pleased them most and listing some of the items on the menus.

Picnicking was frequently named as an enjoyable activity, as was watching deer, bear and elk, climbing sand dunes and walking on the beach, hunting driftwood and picking fruit--cherries, apples, peaches, and berries.

All of these latter activities, it will be noted, are outdoor activities not usually available to residents of urban areas.

Activities which received the least response in the survey, even in season, included bowling, roller skating and sailing and attending such spectator events as stock car races, horse races and ball games.



All kinds of water sports are popular pastimes on Michigan's 11,000 inland lakes.

Photo from Michigan Tourist Council.

PARTICIPATION IN RECREATIONAL ACTIVITIES

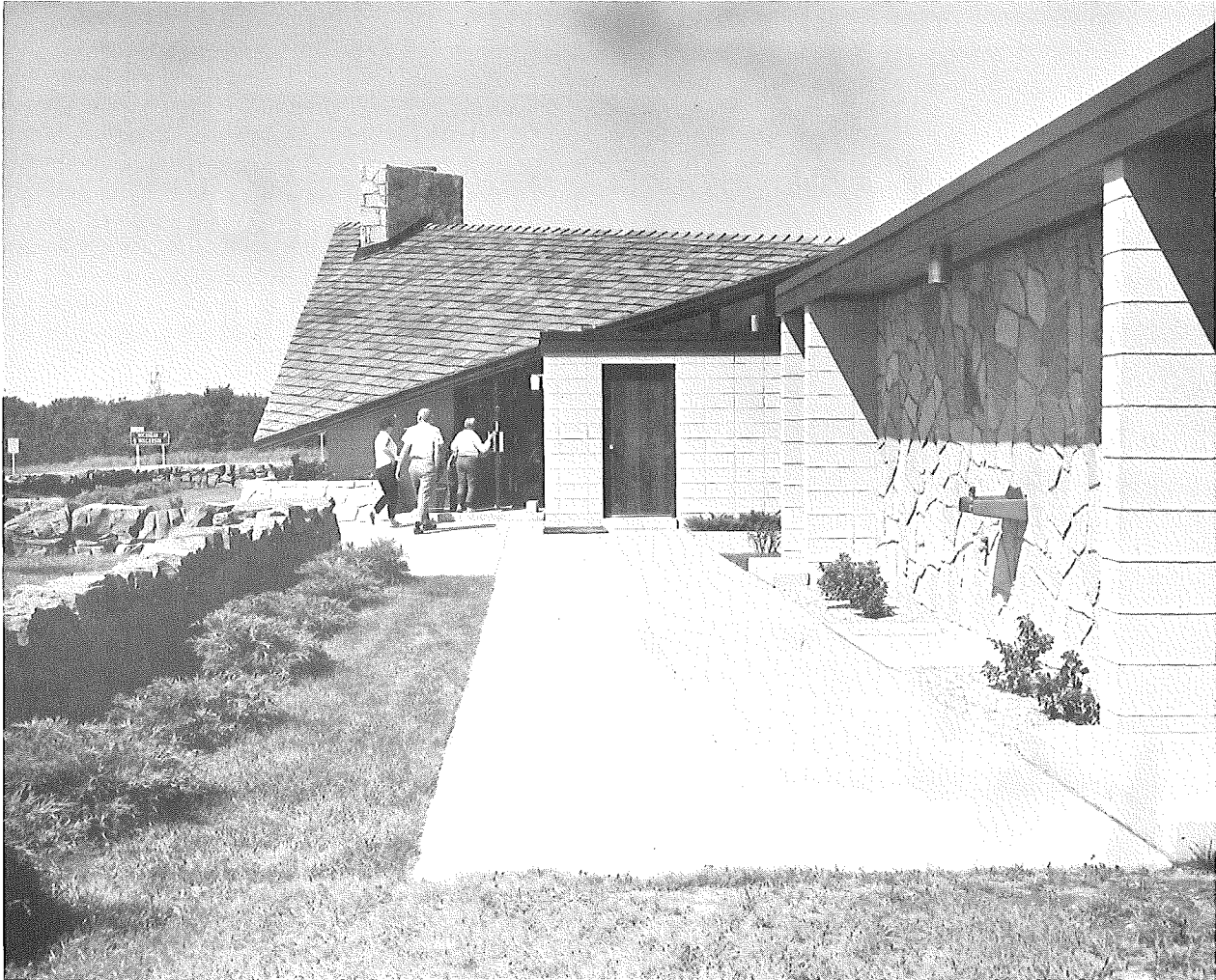
Michigan residents participated more often than non-residents during June, July and August in all the activities listed below except plant tours and bowling. Since the sample was composed of 27% Michigan residents and 73% non-residents, participation by Michigan residents has been multiplied by four to roughly equalize the samples.

	Michigan	Non-Michigan
Blossom tour	20	18
Trout fishing	148	36
Other fishing	684	167
Smelt dipping	0	1
Mushroom hunt	12	2
Canoe trip	92	36
Local festival	124	78
Visit county fair	52	18
Picture taking	1,568	1,030
Outboard boating	304	114
Swimming	1,008	593
Sailing	36	27
Water skiing	84	29
Skin diving	12	5
Excursion boat	640	451
Souvenir shopping	1,328	857
Antique shopping	164	79
Rock hunting	692	235
Golfing	88	70
Hiking	552	247
Horseback riding	68	45
Roller skating	20	10
Bowling	24	27
Bird watching	172	83
Dune ride	132	77
Stock car race	28	10
Horse race	0	8
Ball game	52	26
Visit museum	624	441
Visit Zoo	164	149
Summer theatre	84	42
Historic sites	1,388	783
Auto plant tour	20	141
Other plant tour	124	157
Dancing	56	38
Visit tavern	252	133



A Travel Information Service Counselor
advises three information-seekers at Mackinaw City

**HOW LONG DID
THEY STAY?**



Travel Information Center
on US-2 at Ironwood

HOW LONG DID THEY STAY?

The number of nights a vacation traveler may spend in Michigan is largely a matter of selection. A businessman hurrying across the State on I-94 to an appointment in Chicago, a Canadian national crossing the Upper Peninsula between Sault Ste. Marie and Ironwood, or a Michigan resident leaving the State may spend no nights at all in Michigan.

On the other hand, the cottage owner, the retired couple living in a trailer and the married daughter taking the children to visit their grandparents may spend all Summer on a Michigan vacation.

In the sample for this survey, taken mostly at the borders of the State and consisting of slightly more than one-fourth Michigan residents, and of visitors from other states for the remainder, the businessman, the cottage owner and the family group on a short trip to a familiar destination may not be fully represented.

However, the 2,400 questionnaires which constitute the sample for this analysis of length of stay does represent the sightseers, campers, and circle-tour visitors from other states who contribute greatly to the economy of Michigan tourism.

An average of 2,400 replies to the question "How Many Nights Did You Spend in Michigan?" produced the following for the Summer months of June, July and August:

	NIGHTS SPENT IN MICHIGAN	
	Michigan	Non-Michigan
June	4.8 nights	4.3 nights
July	5.8	5.0
August	5.7	4.4

An average from the same source shows that of all the 2,400 parties, whatever their purpose of trip or destination, length of stay was:

Michigan	5.34 nights
Non-Michigan	4.51 nights

The length of stay of the Michigan resident is naturally slightly longer than that of the non-resident, since he is closer to his home and can stay longer, either at his destination or on his tour, than the non-resident who must allow himself time to return to a more distant origin.

A further breakdown of length of stay, from the same source as before, shows only slight variations in length of stay by number of nights between Michigan and non-Michigan tourists. Size of the sample for Michigan residents was 616 and for non-residents 1,788.

LENGTH OF STAY BY NUMBER OF NIGHTS IN MICHIGAN

	Michigan	Non-Michigan
No nights	9 percent	9 percent
1-2 nights	22	33
3-6 nights	42	38
7-13	21	14
Over 14 nights	4	3

Michigan residents visiting relatives or on one-day visits to beaches or parks would account for the nine percent in the Michigan column and for some of the trips in the non-Michigan column, but many of the non-Michigan, no-nights trips would be found among travelers crossing the State between Detroit and New Buffalo, Illinois and Indiana residents crossing the southern boundary to spend the day at Michigan State parks or Ohio residents shopping in Detroit.

LENGTH OF STAY IN ONE PLACE

Based on the same sized sample, 2,400 replies, an inquiry into the number of nights in Michigan spent in one place, reveals no perceptible difference in the transient habits of either Michigan or non-Michigan tourists. The variations between the months of June, July and August for tourists of both origins is very slight. It should be noted here that 70 percent of the sample were motel patrons and that few cottage owners appeared in the sample.

NUMBER OF NIGHTS SPENT IN ONE PLACE

	June	July	August
Michigan	2.5	3.2	2.8
Non-Michigan	2.7	3.3	2.7

The increase in length of stay in one place for the month of July can be attributed to the Fourth of July holiday, which in 1964 fell on a weekend.

NIGHTS IN ONE PLACE WITHIN TYPE OF ACCOMMODATION

Type of Accommodation	June	July	August
Motel	2.0 nights	2.1 nights	1.7 nights
Hotel	2.6	2.0	3.5
Resort	4.0	2.6	4.2
Friends	4.0	5.0	5.8
Own cottage	8.4	31.0	5.8
Rented cottage	6.0	7.0	9.0
Slept in car (station wagon)	1.4	1.1	1.3

Campers are not included in the listing above.

The figures for cottage owners in the foregoing listing again indicate a small and unstable sample for that group.

In choice of accommodations for stays of more than one night, the same group of vacationers showed a heavier preference for motels than the 50 percent preference for motels for all travelers. Since this group was made up largely of visitors from other states and contained no campers, it could be classified as the sightseeing and circle-tour group. The table below lists the proportions of this group who preferred various types of accommodation. No significant variation can be seen between the months of June, July and August.

PREFERENCE IN ACCOMMODATION -- NON CAMPERS

	June	July	August
Motels	69 percent	68 percent	74 percent
Hotels	2	2	1
Resort	1	-	-
Friends	13	20	12
Own cottage	2	-	3
Rented cottage	6	5	4
Slept in car	1	1	2

Totals of columns are near 100 percent. Miscellaneous accommodations included staying overnight in college dormitories, religious camps, churches and tourist rooming houses and on privately-owned boats.

LENGTH OF STAY IN ONE PLACE BY MOTEL PATRONS

Since motel patrons make up about 70 percent of non-camping vacationers in Michigan, the following table, representing average lengths of stay by 1,150 parties, should be of interest:

	June	July	August
1 night	57 percent	60 percent	62 percent
2 nights	22	15	23
3 nights	10	8	6
4 nights	3	5	2

LENGTH OF STAY OF CAMPERS

Dealing as it does with a sample of 700 campers entering Michigan from other states and seeking information at Travel Information Centers, this survey may present the camper from a somewhat different view from that of a survey conducted in a State park patronized mostly by Michigan residents on extended camping trips.

This survey also differentiates between parties camping in tents, travel trailers and self-contained vehicle campers.

Average lengths of stay in Michigan of campers of all origins are as follows:

NIGHTS SPENT IN MICHIGAN BY CAMPERS

	June	July	August
Michigan	4.6 nights	5.8 nights	5.7 nights
Non-Michigan	4.4	4.8	4.5

Like the Michigan motel patron, the Michigan camper spends a slightly longer time on his trip than the non-Michigan camper.

NIGHTS SPENT BY CAMPERS IN ONE LOCATION

The non-resident may have to break camp and start for home one day sooner than the Michigan resident, as the preceding table would indicate, but if he does all his camping in one location, he stays just as long as the Michigan resident.

	June	July	August
Michigan	2.5 nights	3.2 nights	2.8 nights
Non-Michigan	2.7	3.3	2.7

If this concept is difficult to understand, it might be remembered that the non-Michigan camper may spend the first and last nights of his camping trip in another state, or break camp in Michigan and spend the last night of his trip in a motel on the way home.

In any case, all of the campers contacted in this survey seem to be highly mobile, spending no more than three nights in any one location, no matter how extensive the trip.

The type of equipment used by the camper seems to have relatively little influence on the length of stay as the following tables show, except that parties using travel trailers seem to be less inclined, and parties using vehicle campers more inclined, to move from one location to another.

NIGHTS SPENT IN ONE PLACE ACCORDING TO EQUIPMENT

	June	July	August
Tent camper	2.6 nights	2.8 nights	2.8 nights
Travel trailer	3.2	2.1	2.4
Vehicle camper	2.0	2.4	2.3

The mobility of the vehicle camper is further indicated in the next table, which shows that 98 percent of campers using vehicles stay in one place not more than one week. Other data from the same sample shows that 40 percent of campers using vehicles stay in one place only one night.

June	Tent	Travel trailer	Vehicle camper
1-3 nights	81 percent	70 percent	84 percent
1-6	93	87	98
July			
1-3 nights	74 percent	63 percent	75 percent
1-6	88	90	98
August			
1-3 nights	76 percent	75 percent	80 percent
1-6	84	86	98

CHOICE OF CAMPING EQUIPMENT

The influence of warm weather in July and August is seen below on the use of tents but does not affect the use of travel trailers or vehicle campers.

	Tent	Travel trailer	Vehicle camper
June	45.7 percent	26.7 percent	27.6 percent
July	47.8	29.6	22.6
August	50.8	24.4	24.8

AVERAGE LENGTHS OF STAY IN ONE PLACE

Since average lengths of stay vary widely within trip purposes--from no nights or one night for cross-state travelers to weeks or months for cottage owners--the list below is taken from questionnaires returned by persons sampled on a state-wide basis, without reference to trip purpose, and is a recapitulation of the preceding discussion.

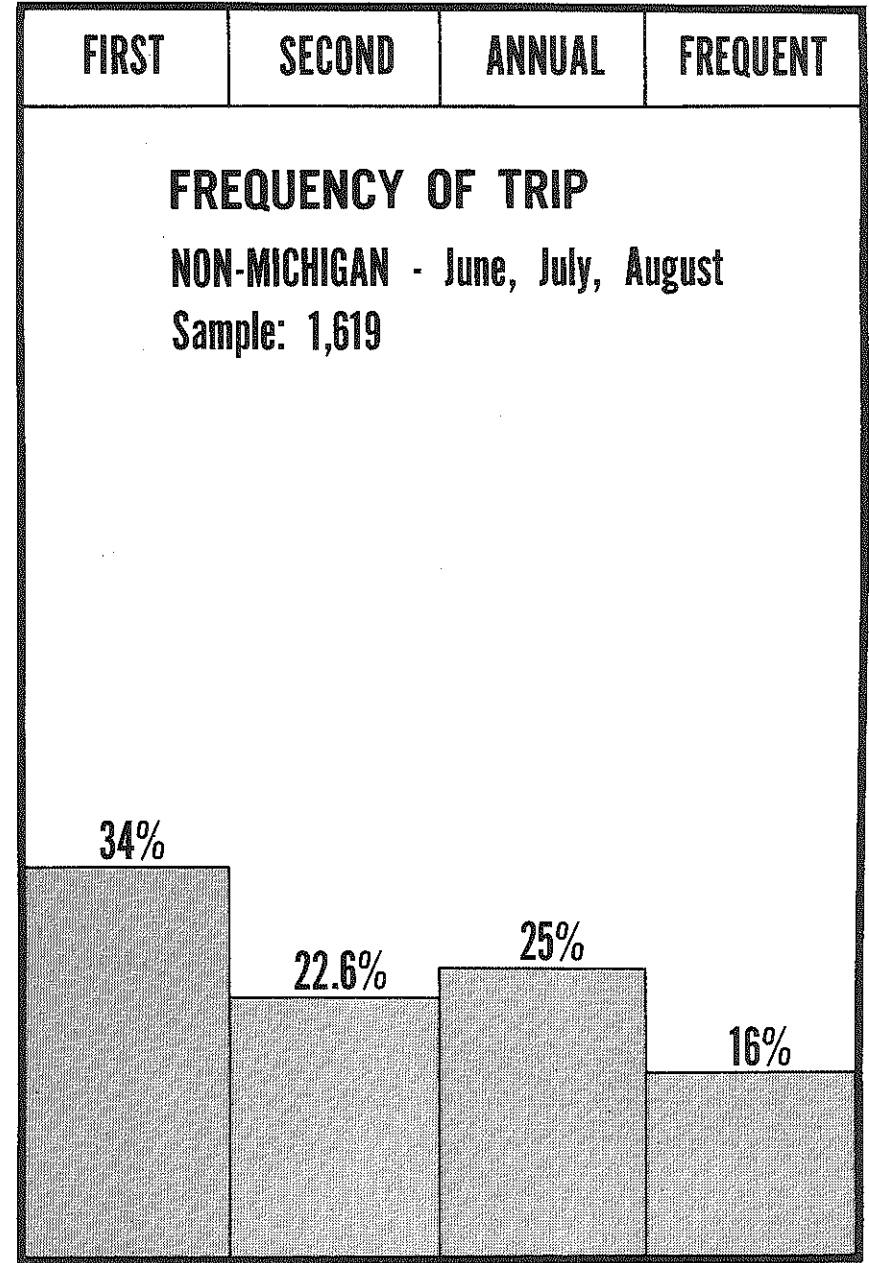
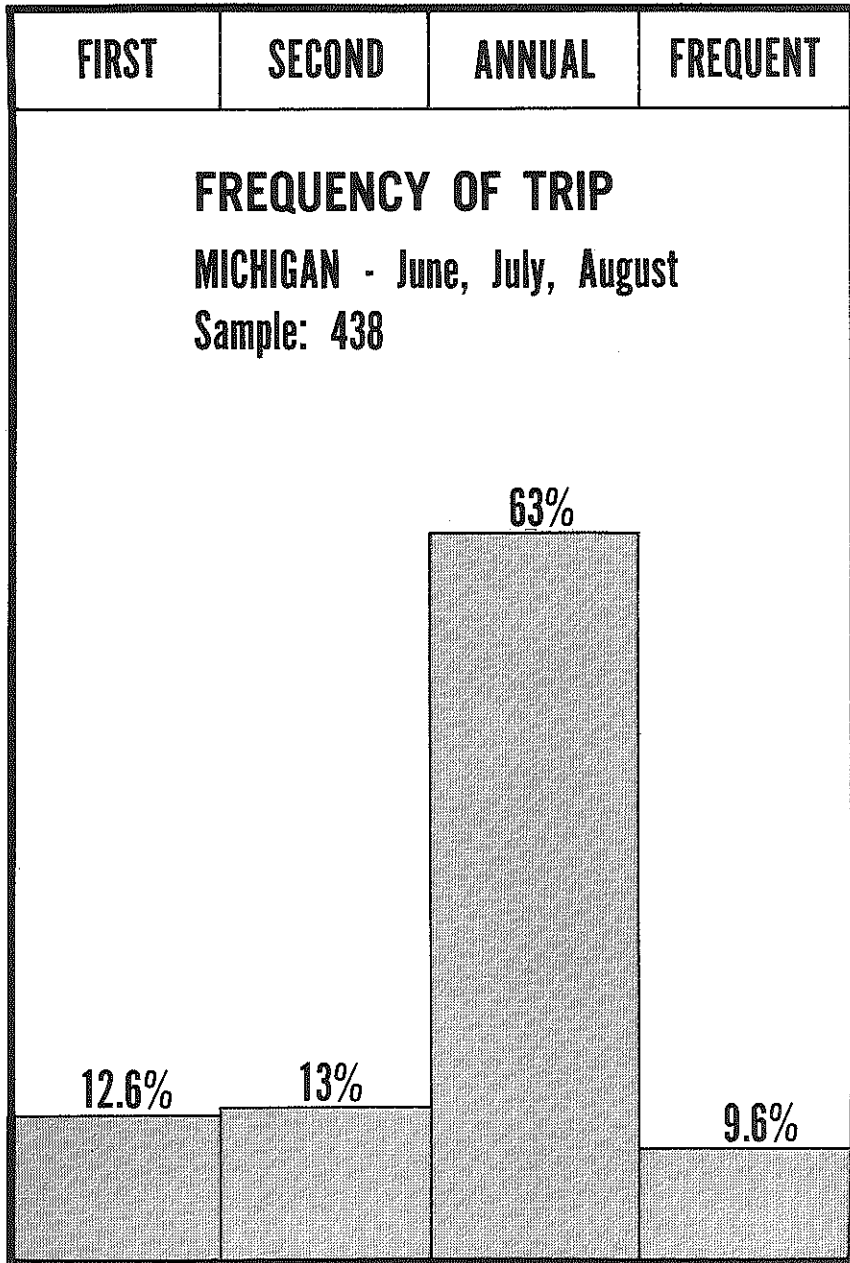
Total nights spent in Michigan

Michigan5.34 nights
Non-Michigan4.51 nights

Nights Spent in one place

Motel patrons1.9 nights
Non-Campers	
Michigan3.2
Non-Michigan3.3
Campers2.7

THE TOURIST PARTY



LENGTH OF TRIP

Michigan residents (Summer average) ----- 978 miles in Michigan
Non-residents (Summer average)----- 585 miles in Michigan

Addition of a map, page 5 , to the 1964 questionnaire, with a request to the tourist to trace his route and the direction of his travel through Michigan, resulted in a better understanding not only of the routes taken by vacation travelers, but of their mileage.

About 75 percent of those tourists who returned questionnaires marked their routes on the map.

Although no highways were shown on the map, tourists apparently had no difficulty in remembering the routes they had taken and locating them with reference to cities and towns, even though the routes frequently indicated side trips and apparently aimless scenic tours.

The marked routes also made it possible to compute actual mileage where no mileage was given, and to correct mileages which obviously were too low or covered the whole length of the trip, including mileage in other states. Some tourists also were observed to underestimate the size of Michigan, listing the distance from Ironwood to Monroe, for instance as 400 miles, whereas it is over 600.

Length of trip for the Michigan resident was naturally longer than that of the out-of-state visitor, since it was either a round trip in Michigan or included mileage in Michigan on the return leg of the journey.

Average lengths of trip for Michigan residents in June, July and August for all trip purposes were generally 200 to 300 miles longer than those of non-residents, as the following list shows, in spite of the fact that this survey included many Michigan residents on one-day, no-night outings or visits to relatives with trip lengths as short as 10 miles.

<u>Purpose of Trip</u>	MICHIGAN	NON-MICHIGAN
	<u>Miles in Michigan</u>	<u>Miles in Michigan</u>
Crossing the State to Canada	766	454
Crossing the State to another state	734	516
Making circle tour	920	675
Touring to view the scenery	1,086	696
Touring to visit public attractions	995	626
Fishing	929	625
Visiting friends or relatives	952	568
Travel for business	1,275	442
Manufacturers or sales conventions	517	492
Church, club or social convention	686	459
To make a major purchase	975	657
Visiting resort town or area	1,000	655
Visiting a large Michigan city	---	267
Water sports	984	658
Honeymoon	1,037	512
Average	978	585

It is evident that average length of trip is also influenced by the location at which the sample is taken. In this survey, the sample was taken for the most part at the borders of the State and so picked up a preponderance of those travelers who were making comparatively long trips.

In the trial run with a temporary facility at the rest area north of Clare in the central part of the Lower Peninsula, about 66 percent of visitors were Michigan residents originating in or near Detroit, with destinations in central Michigan counties, and the length of trip for Michigan residents at that location averaged 690 miles.



Temporary Travel Information Facility

LIBRARY
michigan department of
state highways
LANSING

COST OF TRIP

Michigan residents (average)-----	\$138.61
Non-residents (average)-----	\$108.93
Average--all tourists-----	\$116.57

In spite of the fact that more than 2,000 tourists listed their cost of trip, it was apparent that most of them had kept no accurate account of expenditures and had only a general recollection of total cost, to say nothing of amounts spent for particular items such as food or recreation.

Written replies to the question, "How much money did you spend in Michigan for travel and recreation?" ranged from a rather wistful "All I had" to "Too much" and "Don't know where the money went!"

Many replies seemed to be based on a formula of \$10 for each 100 miles, as: 1,000 miles--\$100, 700 miles--\$70 and so on. This formula, which amounts to 10 cents a mile, is undoubtedly low.

A very few visitors submitted detailed lists of expenses, itemized to the penny.

The Michigan resident, because his trip was longer both in miles driven in Michigan and in nights spent in Michigan, spent more on his trip than the non-resident who may have been merely crossing the State to a destination in Canada or another state.

However, average cost of trip within purpose of trip for both Michigan residents and out-of-state visitors combined shows interesting variations related to number of miles driven in Michigan and number of nights spent in Michigan. Size of party and percentage of children in the group does not seem to be an important factor, since business trips, in which the size of party is smallest and the percentage of children least, rank among the highest in cost.

PURPOSE OF TRIP	COST OF TRIP
Crossing the State to Canada	\$71.50
Crossing the State to another state	\$61.40
Making circle tour	\$118.60
Touring to view scenery	\$124.40
Touring to visit public attractions	\$115.10
Fishing	\$164.00
Visiting friends or relatives	\$112.20
Travel for business	\$135.60
Manufacturers convention	\$148.50
Social convention	\$123.50
To make a major purchase	\$114.00
Visiting resort town	\$160.10
Visiting a Michigan city	\$66.20
Water sports	\$159.00
Honeymoon	\$116.60

COST OF TRIP PER DAY PER PARTY

Michigan residents ----- \$25.95

Non-residents----- \$24.16

Since the size of the touring party in the months of June, July and August was almost the same for tourists of all origins (Michigan, 3.56 per car; Non-Michigan, 3.48 per car) it might be assumed that daily expenses for parties of all origins would be about the same.

However, as evidenced above, this does not appear to be so, and the difference lies in the low cost of trip--\$60 to \$70--page 89, in the trip purposes Crossing the State to Canada and Crossing the State to Another State, these purposes being credited almost entirely to non-resident tourists.

The figure of \$25.95 for daily expense of Michigan residents compares well with the figure of \$25.33 noted in 1963. The figure of \$24.16 for daily expense of non-residents against \$27.71 for 1963 probably results from including many one-day, no-night, cross-state travelers from other states who were excluded from the 1963 survey because they did not qualify under the 1963 definition of a tourist as a person traveling for recreation and staying at least one night away from his home community.

The cross-state traveler would spend a normal amount for meals and transportation in Michigan, but would be quite likely to pay his motel bill in Canada or another state, and since about 24 percent of all travelers were engaged in such trips the reduction in expense for accommodations would result in a corresponding reduction in average daily expense.

BREAKDOWN OF TRIP EXPENSES

Responses to a request for a breakdown of trip expenses into total amounts spent for food, accommodations, transportation, recreation and shopping were scattered and erratic, again reflecting the fact that most tourists keep no detailed record of expenses and cannot depend on memory to recall all amounts of money spent.

From the responses received, however, it was possible to arrive at some average expenses which may be representative. Amounts shown for food and accommodations represent expenses per day; other amounts represent expenses per trip.

Food	\$9.37 per day (Non-campers)
	\$4.86 per day (Campers)
Accommodations	\$9.61 per day
Transportation	\$25 per trip
Recreation	\$25.50 per trip
Retail stores	\$20 per trip (except food shopping)
Miscellaneous (per trip)	
Souvenirs	\$17.50
Tolls, fares, etc.	\$12.00
Repairs to car	\$25.00
Gifts	\$30.00
Liquor and night clubbing	\$17.00

It should be specified here that these average expenditures are averages only of those tourists who responded to the inquiry and are not averages of all tourists and so represent only the average of certain expenditures by those tourists who incurred that type of expense.

FREQUENCY OF TRIP

A bar chart on page 84 which shows that two-thirds of Michigan residents and one-fourth of non-Michigan visitors make annual trips in Michigan may reflect some bias in the sample, since many travelers of all origins have been accustomed for years to stopping at Highway Department Travel Information Centers.

However, the size of the sample--400 replies from Michigan residents and 1,600 from non-residents would have a leveling effect, and the proportion of first-trip visitors of either origin would not be affected by habit.

The indication that two-thirds of non-resident visitors are making repeat visits to Michigan, as against only one-third who are entering the State for the first time, shows that money spent to persuade the tourist to make his first trip to Michigan may result in many subsequent trips over years ahead.

INFLUENCE TO MAKE THIS TRIP IN MICHIGAN

An attempt to ascertain the influences of attracting visitors to Michigan, or encouraging Michigan residents to visit other parts of their State, produced about 1,400 replies.

INFLUENCE	MICHIGAN	NON-MICHIGAN
Recommendation of friends or relatives	60 percent	59 percent
Picture postal cards from friends or relatives	1	2
Newspaper stories (publicity)	6	9
Newspaper advertising	1	5
Information received by mail	12	10
TV programs	9	3
Magazine articles	5	8
Magazine advertising	1	2
Radio news (publicity)	less than one percent	
Radio advertising	less than one percent	

This listing of replies does not, of course, measure the "multiplier" effect of advertising and publicity. A person influenced by advertising and publicity to come to Michigan in one year may be the source of "recommendation of friends or relatives" to a new traveler the following year.

INFLUENCE TO SELECT A PARTICULAR AREA OF MICHIGAN

The inquiry into the influence that led visitors to select particular localities in Michigan as their destinations also produced about 1,400 replies. No suggestions were made in the questionnaire, and replies were classified and coded as they were received. The list of influences eventually reached twenty or so in number, ranging from visits to particular areas to visit friends and relatives to prospecting in particular areas to make reservations or plans for a later trip.

Some of the principal influences leading visitors to particular areas of Michigan are listed below:

INFLUENCE	PERCENT OF VISITORS INFLUENCED
Home of friends or relatives	20 percent
On direct route through State	15
Site of a public attraction	14
New area, never visited before	14
Familiar area, visited on previous trips	14
Unusually scenic area	11
Recommended by friends or relatives	8

Other influences to visit a particular area included visits to the Mackinac bridge, which most tourists consider a major public attraction, visits to college campuses and to areas noted for exceptionally good fishing.

Visits to areas in which friends of relatives lived ranked higher in this list of influences than visiting friends or relatives ranked as a purpose of trip, indicating that stopping to visit during a trip is often incidental to the main trip purpose.



Travel counseling staff at Mackinaw City served over 12,000 tourists in one week.

NUMBER OF PERSONS PER CAR - 3.50

Expansion of the 1964 survey afforded an opportunity to inquire into the number of children as well as the number of adults who make up family groups on vacation tours.

For the purpose of this survey, children were defined as members of the family under 18 years of age.

Casual observation of any groups of tourists in any location would indicate that children under 18 make up a considerable proportion of the groups, but their contribution to the size of the group cannot be fully visualized until their total numbers are tabulated and analyzed.

Data for the following averages were taken from 600 questionnaires returned by Michigan residents and 1,800 questionnaires returned by non-residents during June, July and August.

TOTAL PERSONS PER CAR--JUNE, JULY AND AUGUST

Michigan	3.56
Non-Michigan	3.48

ADULTS AND CHILDREN PER CAR -- JUNE, JULY AND AUGUST

	Adults	Children	Percent Children
Michigan	2.19	1.37	38
Non-Michigan	2.14	1.33	38

PERCENT OF CARS CARRYING CHILDREN--JUNE, JULY AND AUGUST

Michigan	56%
Non-Michigan	56%

The ratio of adults to children, and the percentage of cars carrying children, is consistent whether the tourist is from Michigan or not.

This ratio is also consistent in other seasons of the year, as may be seen in 700 questionnaires returned in March, April and May. Although the questionnaires were returned by tourists in a higher age group, the relationship between adults and children is reasonably close for both Michigan or non-Michigan origins.

TOTAL PERSONS PER CAR -- MARCH, APRIL AND MAY

Michigan	2.60
Non-Michigan	2.60

ADULTS AND CHILDREN PER CAR -- MARCH, APRIL AND MAY

	Adults	Children	Cars Carrying Children
Michigan	2.11	0.49	23 percent
Non-Michigan	2.03	0.57	28 percent

It should also be borne in mind that the foregoing figures are averages of samples taken at the borders of the State. In fairness to other surveys taken during the same period as this one, at locations well within the borders of Michigan, it should be stated here that a spot check at Clare in August, in a sample composed of three-fourths Michigan residents showed an average of 4.55 persons per car and a percentage of children well over 50 percent.

Although there is a marked difference in the number of children accompanying touring parties between the Spring season of March, April and May (0.5) and the Summer Season of June, July and August, (1.3) the percentage of children in family groups does not vary a great deal between months in the same season.

PERCENT OF CHILDREN UNDER 18 IN FAMILY GROUPS

	Michigan	Non-Michigan
June	35.9 percent	36.1 percent
July	39.5	36.8
August	41.5	42.8

PERCENTAGE OF CHILDREN BY PURPOSE OF TRIP

More than anything else, the purpose of trip affects the number of children who accompany the touring party. Obviously, children are least likely to accompany parents on business trips, and most likely to accompany them on sightseeing trips or visits to public attractions.

On the other hand, children are most likely to accompany parents on trips involving water sports, touring to visit public attractions, and touring to view scenery. See Table below.

PURPOSE OF TRIP	Percent Children in Party	
	Michigan	Non-Michigan
Crossing the State to Canada	30 percent	35 percent
Crossing State to Another State	38	40
Circle tour	32	39
Touring to View scenery	40	39
Touring to visit public attractions	47	40
Fishing	38	38
Visiting relatives	33	37
Business trip	17	22
Business convention	25	28
Water sports	50	53

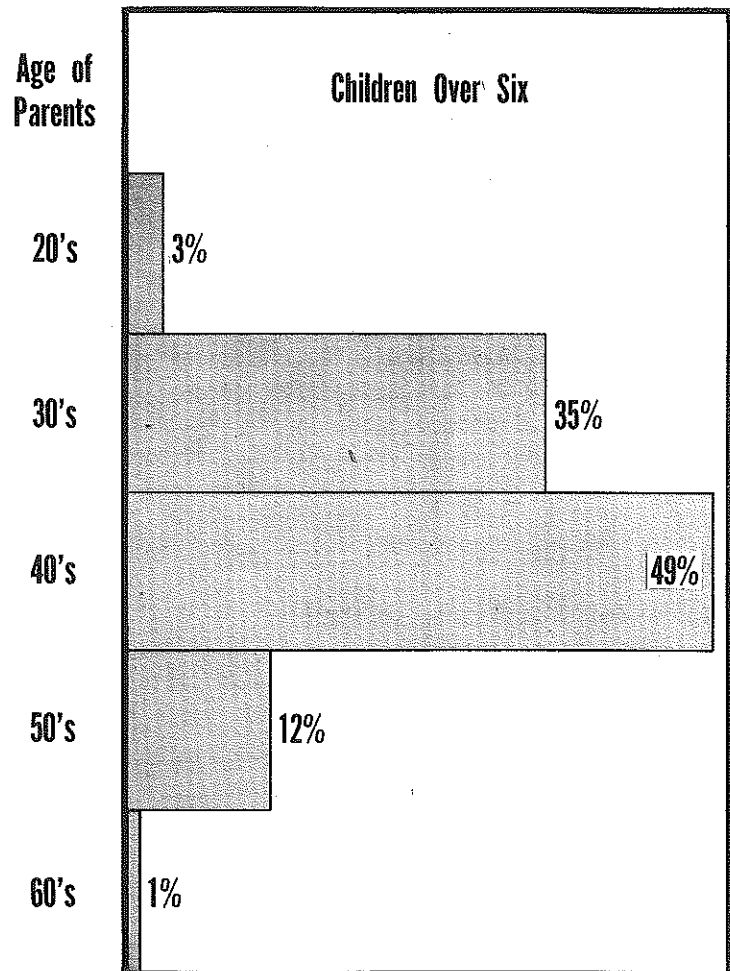
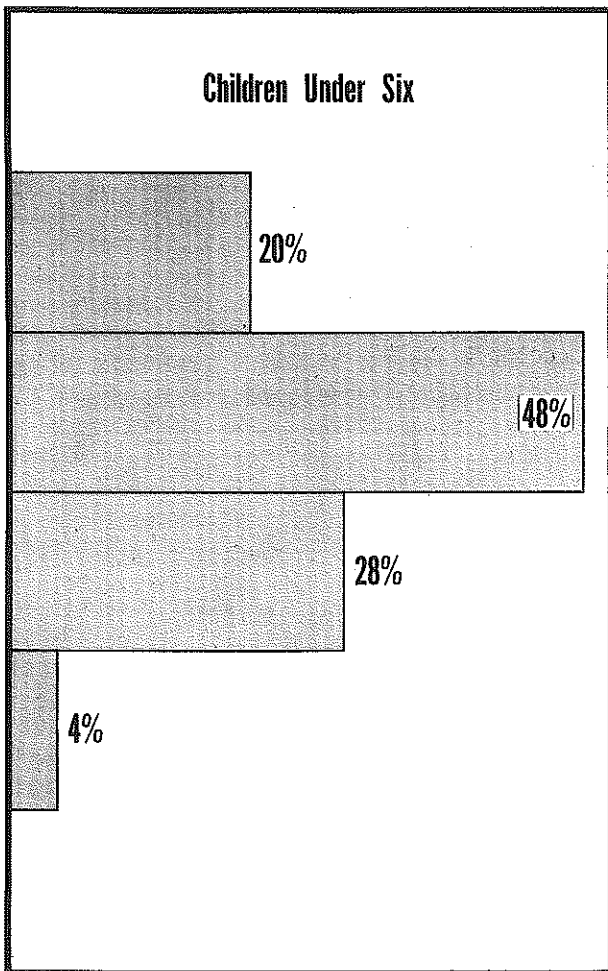
AGE DISTRIBUTION OF CHILDREN

Under six years

17 percent

Over six years

83



INFLUENCE OF CHILDREN ON THE ECONOMY OF TOURISM

Even during months when school is in session, children make up one-fifth of all tourists, according to the information gathered for this survey, and during vacation months, in some locations and within some purposes of trip, make up about one-third of visitors.

Providing comfortable accommodations, suitable meals and above all, entertainment, for what might well total millions of persons under 18 years of age, should be of major concern to operators of tourist facilities and attractions.

INFLUENCE OF CHILDREN ON PURPOSE OF TRIP

The high percentage--near 50 percent--of children in parties interested in water sports, indicates a significant influence on purpose of trip through the persuasion on parents to take children to shoreline parks or inland lakes with facilities for swimming.

A higher-than-average percentage is also apparent in the trip purpose of touring to visit public attractions, which would include visits to zoos and museums.

Fishing as a purpose of trip also seems attractive to youngsters, with no particular difference in percentage between resident and non-resident children.

INFLUENCE OF CHILDREN ON DESTINATION

By influencing purpose of trip, children would naturally influence choice of destination by persuading their parents to visit beaches, parks and such public attractions as Greenfield Village, the Detroit zoo, Mackinac bridge and various deer parks throughout the State.

Another influence, volunteered in side comments and notes contained in many questionnaires, is the desire of parents to improve their childrens' knowledge and understanding of their State and its history. "We wanted the children to see the Fort at Mackinaw City", "We wanted to show the children Greenfield Village" and "We took the children to see the Mackinac bridge" are frequent comments made by parents.

It seems logical also that children would have a great influence on repeat visits to the same locality and that a child who had spent a dull, uncomfortable time at a particular location in one year, sleeping on a hard cot, eating oversized meals of unsuitable food, and bored by lack of play areas or facilities, would object to returning to the same locality on a succeeding year.

It should also be evident that children who are favorably impressed with a particular recreation area are its potential customers for the next half century.

The subject of childrens' influences is a large one, worthy of exploration by those agencies and individuals concerned with tourist motivation.

DAY OF WEEK TRIP BEGAN

It has been apparent for some years that the conception of the tourist as a person who leaves his home community on a Friday evening or Saturday morning and returns on a Sunday has become a myth.

This report is not concerned with the social and economic reasons for a shift in the vacation habits of tourists, but an inquiry into the day of the week on which vacation trips begin indicates that a vacation trip is as likely to begin on a Monday as on a Friday.

The following list indicates the percentage of tourists who started their trips on a particular day of the week:

Sunday	18 percent
Monday	19
Tuesday	10
Wednesday	7
Thursday	8
Friday	18
Saturday	20

Arranged in pairs of succeeding days, the list shows only a general preference for beginning trips immediately before, during or after weekends.

Saturday or Sunday	34 percent
Sunday or Monday	31
Monday or Tuesday	27
Tuesday or Wednesday	17
Wednesday or Thursday	15
Thursday or Friday	26
Friday or Saturday	38

INFLUENCES TO STAY LONGER

The question, "Did anything influence you to stay longer than you expected?", included in the questionnaire frankly as a "fish hook" question to see what result it might bring, was rather unproductive in numbers of replies.

It did, however, turn up the fact that many visitors prolong their stays in one place because of the friendliness of the local people encountered at the destination.

"Friendliness of local people" ranks third in frequency in the following list of influences to stay longer.

INFLUENCE TO STAY LONGER IN MICHIGAN

Beautiful scenery

Local public attraction

Friendliness of local people

Good accommodations or restaurants

Scenic State park or campground

INFLUENCES TO LEAVE SOONER

A companion "fish hook" question, "Did anything cause you to leave sooner than you had intended?" was intended to exclude inclement weather, insect pests and personal illness of the visitor, but these responses were so frequent that they dominated the replies anyway. It should be noted, however, that excluding factors for which there is no practical remedy leaves overcrowded campgrounds and poor accommodations as the principal reasons for curtailment of trips.

INFLUENCE TO LEAVE SOONER THAN INTENDED

Cold or rainy weather

Mosquitoes and black flies in northern counties

Sickness in the party

Poor accommodations

Campgrounds filled to capacity



Menominee Travel Information Center serves tourists at the Wisconsin border.

DID YOU WRITE FOR INFORMATION?

Less than one percent of vacationers who returned questionnaires in this survey indicated that they had written for information on Michigan before they started their trips.

Of these, many were not specific as to the identity of the agency to which they had written, merely referring to the source as "State", "Lansing" or "Travel Bureau".

Others indicated that they had written to the Secretary of State, the State Chamber of Commerce and to local chambers of commerce and county road commissions.

Of those who named specific agencies, the largest number named the Michigan Tourist Council, or the AAA, followed by local chambers of commerce, the State Highway Department, the Michigan Department of Conservation and the Upper Michigan Tourist Association.

WHAT TYPES OF MAPS AND INFORMATION WOULD YOU LIKE?

In the expectation that it would provide guide lines for the procurement of literature most in demand by tourists, the question "What types of maps and information would you like to have available?" was inserted in the 1964 questionnaire.

Again, although no suggestions were offered, replies fell into groups and were eventually classified into about twenty categories.

Types of maps and other informative literature most frequently requested are listed below:

TYPE OF LITERATURE	PERCENT OF REQUESTS
Campground directory	32 percent
Official State highway map	21
Points of interest map	13
County road maps	9
Recreation area maps	4

Many requests were noted for maps showing the location of historic markers and historic sites, for motel directories, street maps of cities, trail maps for hikers, maps showing geological formations and rock-hunting areas, trailer park directories and waterfall maps.

Most of the requests were for types of literature giving detailed information on specific activities such as fishing, rock-hunting or camping and for large-scale maps of counties showing secondary roads, fishing sites and campgrounds.

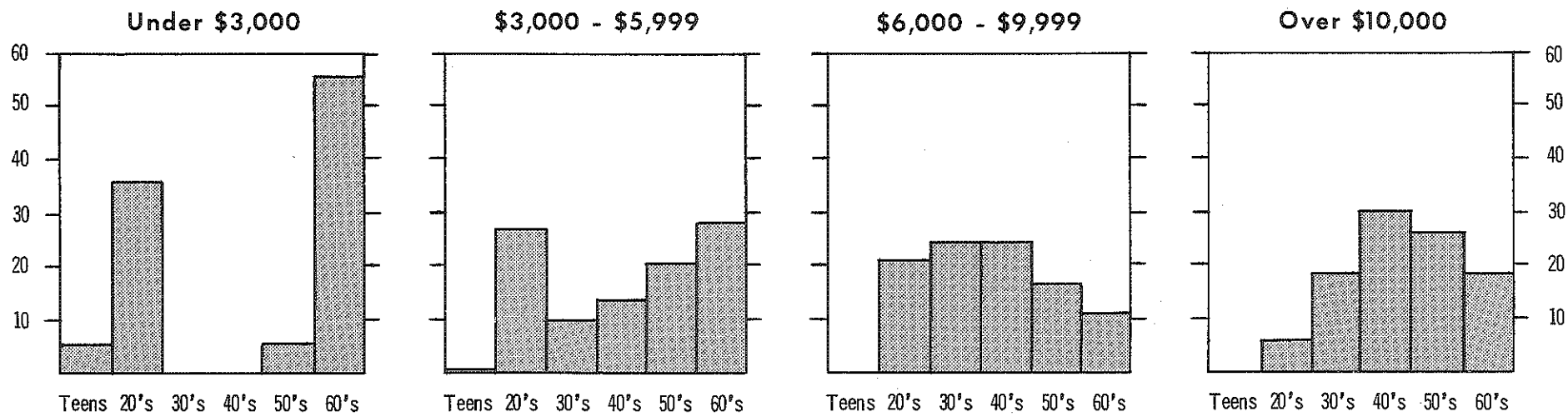


Menominee Travel Information Center

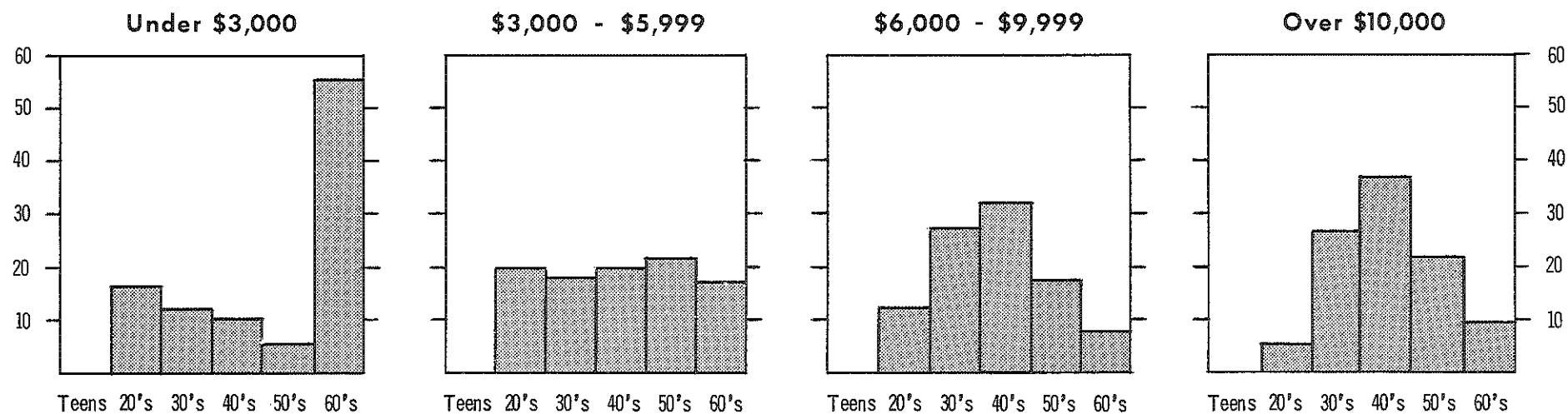
**AGE, EDUCATION,
OCCUPATION AND
FAMILY INCOME**

Age Distribution Within Income Groups

March, April, May, 1964



June, July, August, 1964



AGE, EDUCATION, OCCUPATION AND INCOME

The inquiry into age, education, occupation and family income was added to the original questionnaire to provide data for concurrent studies by universities. There was some apprehension that a financial inquiry might alienate the tourist. However, responses totaled more than 90 percent and some tourists even volunteered additional information.

AGE GROUPS

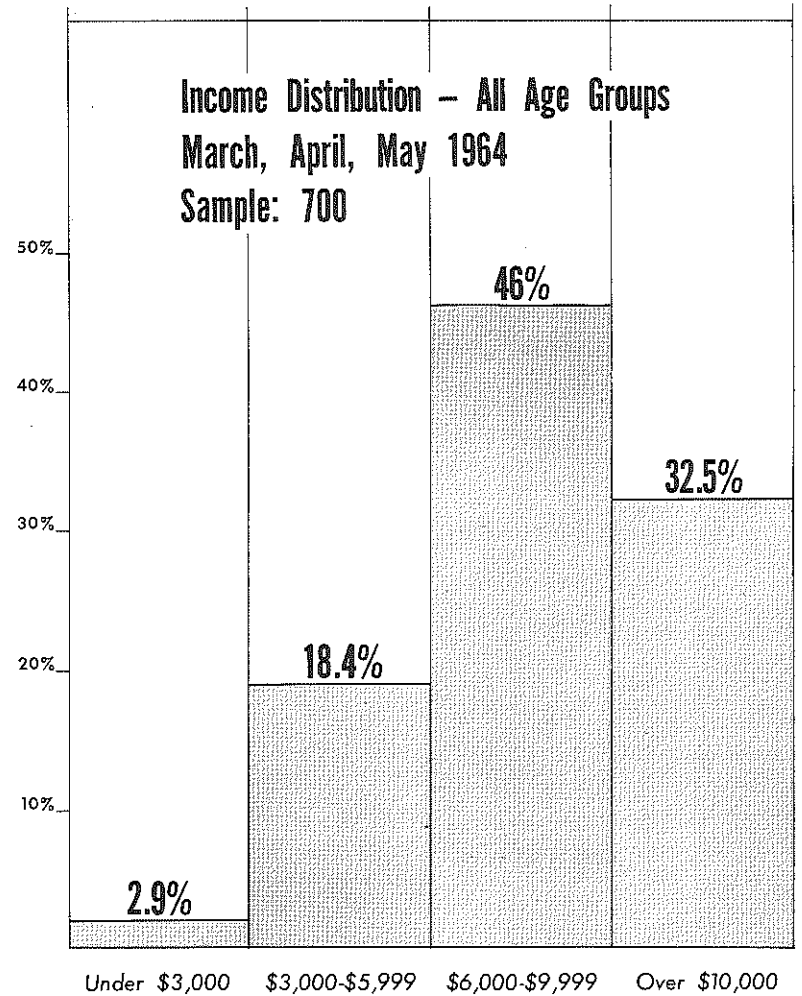
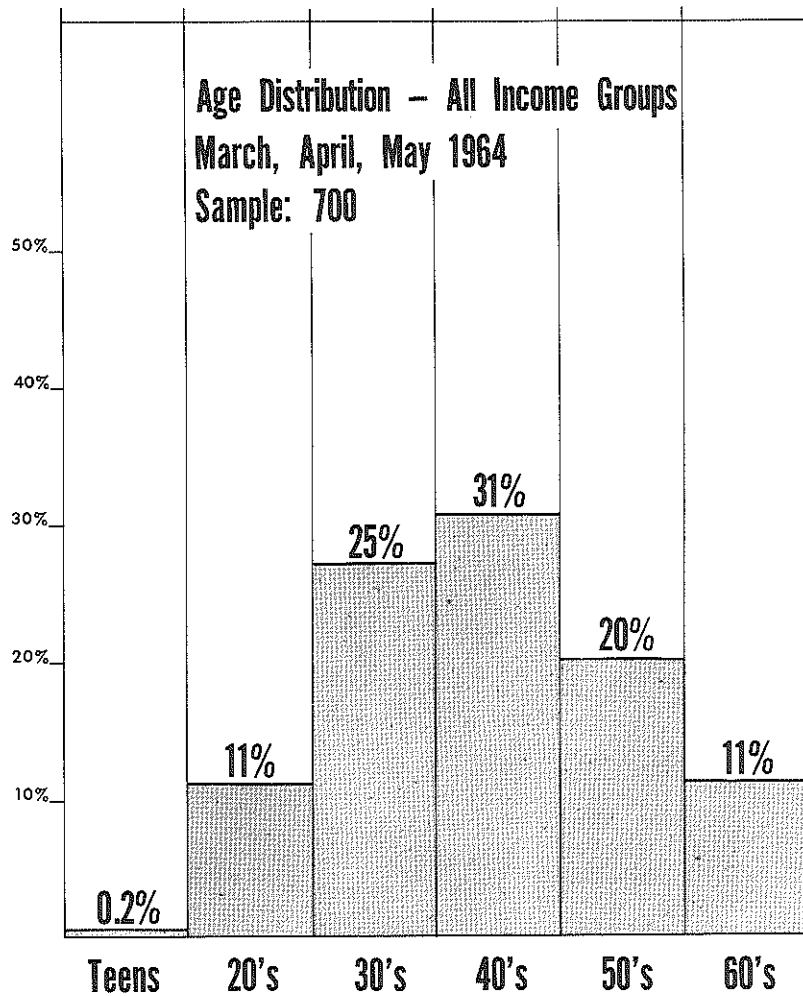
A study of bar charts on pages 108, 110, and 111, will demonstrate better than text the relationship between age groups and income groups among tourists in Michigan in 1964.

A tabulation of ages by decades, illustrated by a bar chart on page 110 shows the following distribution of ages among tourists of both Michigan and non-Michigan origin.

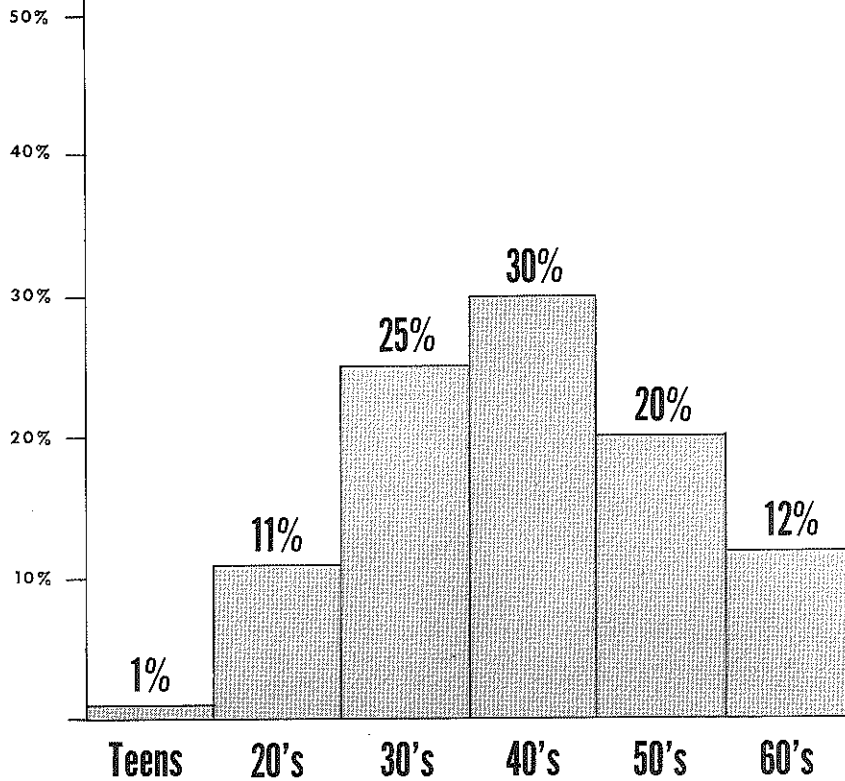
	June, July, Aug.	March, April, May	Clare
Teens	0.4 percent	0.5 percent	0.1 percent
20's	11	17	9
30's	25	18	26
40's	31	23	33
50's	20	20	19
60's & 70's	11	19	12

Highest age recorded was 84, from a gentleman who admitted that "the children won't let me drive any more" and thereby disqualified himself as the head of the party.

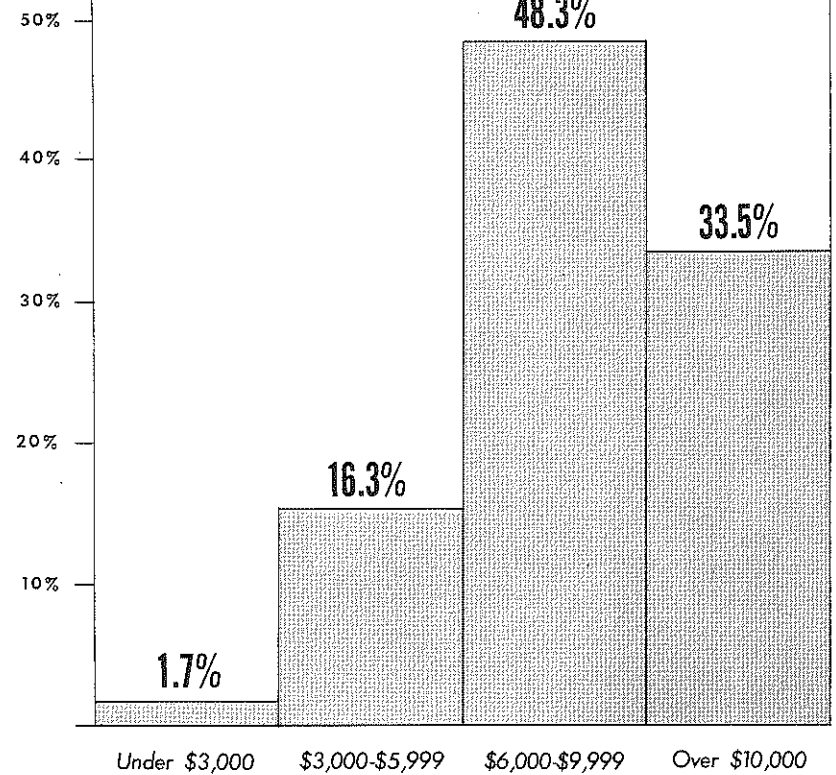
It will be observed from the bar chart on page 110 however, that 39 percent of heads of parties are in their 50's and 60's in March, April and May and 31 percent are in their 50's and 60's in June, July and August.



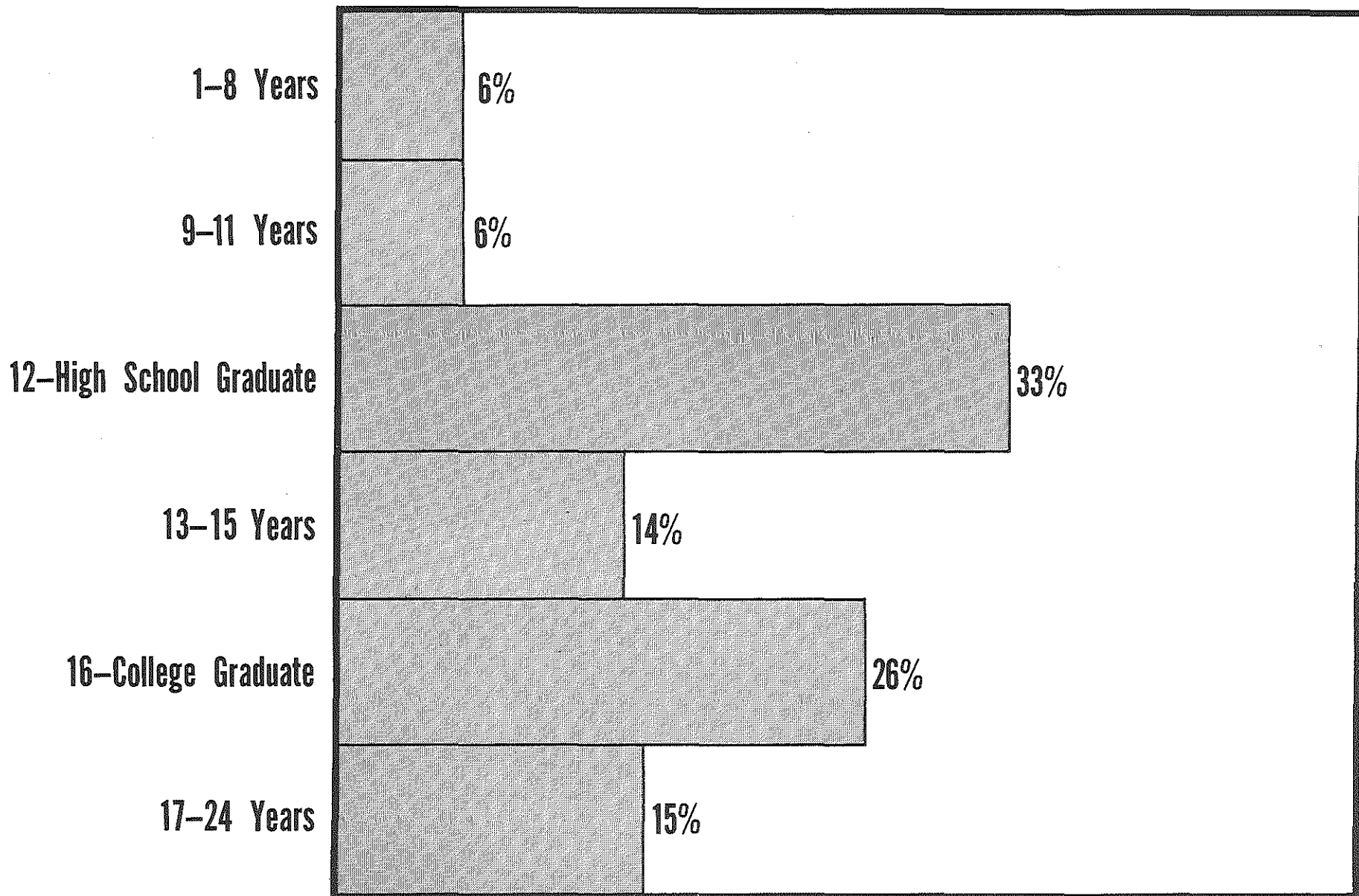
Age Distribution – All Income Groups
June, July, August, 1964
Sample: 2,346



Income Distribution – All Age Groups
June, July, August, 1964
Sample: 2,334



YEARS OF EDUCATION COMPLETED



EDUCATION

Examination of a bar chart on page 112 shows that 88 percent of tourists stopping at Travel Information Centers have at least a high school education and that 41 percent hold either four-year or advanced college degrees.

This might lead to a suspicion of bias in the sample--namely, that only the more literate tourists are inclined to fill out and return questionnaires.

However, styles of handwriting and aside comments by persons who returned questionnaires indicate that the majority of them were filled out by women, and that it was the head of the party--presumably the husband--who held the college degree or degrees.

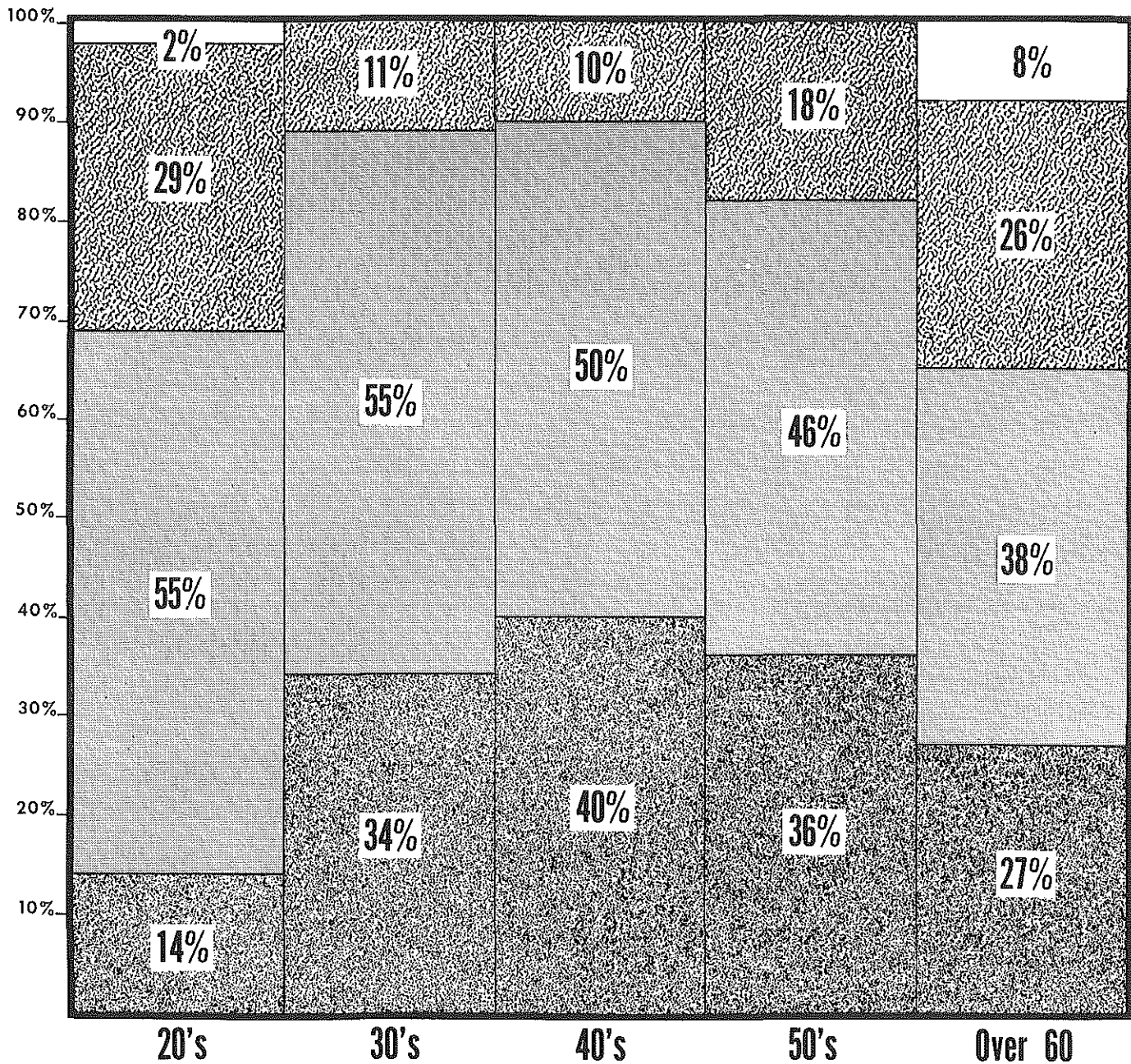
Many questionnaires definitely were filled out jointly by husband and wife, sometimes in ink of different colors.

Many more were filled out by minor children who seemed to have no difficulty, after consultation with their parents, in answering all questions, even those pertaining to age, occupation and family income. One was returned by a Canadian boy who correctly estimated mileage and travel expenses and listed his own age as 12; another came from a 13-year-old girl, completely and correctly filled out, and listing her occupation as baby-sitter and her income as \$2 a week.

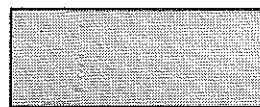
Income Distribution Within Age Group

June, July, August 1964

Sample: 2,334



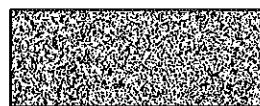
Under \$3,000



\$6,000 to \$9,999



\$3,000 to \$5,999



over \$10,000

FAMILY INCOME

Tourists obviously come from the more prosperous segments of our society. In the following table, it will be seen that more than 80 percent of tourists stopping at Travel Information Centers have family incomes in excess of \$6,000 a year.

FAMILY INCOME	DISTRIBUTION
Under \$3,000	1.7 percent
\$3,000 to \$5,999	16.3
\$6,000 to \$9,999	48.3
Over \$10,000 a year	33.7

AVERAGE AGES WITHIN INCOME GROUPS

Bar charts on page 108 illustrate age distribution within the income brackets listed above.

FAMILY INCOME	AVERAGE AGE
Under \$3,000	54 years
\$3,000 to \$5,999	44
\$6,000 to \$9,999	42
Over \$10,000 a year	45

Persons over 60 years of age, retired on Social Security payments or small insurance annuities, dominate the low income (Under \$3,000) group, but are well represented, in percentages ranging from 10 to near 30 percent, in the higher income groups also, particularly in the Spring and Fall off-seasons.

OCCUPATION

In a technology-conscious society, in which janitors become maintenance engineers and parts assemblers call themselves technicians, the category of "Professional, technical, etc." in the following list may reflect personal bias on the part of the respondent. The columns show the percentages of a 2,350 sample of tourists who checked each occupation, and the average age of each group.

OCCUPATION	PERCENT	AVERAGE AGE
Professional, technical	42 percent	41 years
Manager, owner	12	45
Clerical, sales	10	42
Craftsman, foreman	11	43
Machine operator	7	42
Farmer, farm worker	1	47
Retired	5	63
Service industry	6	44
Student	--	24
Clergy	1	46
Military	--	34

The category "Service industry" was established to classify postal employees, firemen, police, plant guards, some types of railroad personnel and other salaried employees of many kinds.

Of interest in the above list is the percentage of retired persons in their 60's, who seem to be present in Michigan at all seasons of the year.

TOURIST COMMENTS



Monroe Travel Information Center

TOURIST COMMENTS

Comments by tourists, on every conceivable subject, written on the backs of questionnaires, around the margins and often on letters attached to the questionnaires, were often illuminating and specific and sometimes touching.

A request in the 1964 questionnaire for comments on Michigan tourist services, highways, beaches, parks, tourist attractions and accommodations and a rather large ruled area left invitingly blank, produced more than 1,500 classifiable comments during June, July and August.

Refraining from making leading suggestions of topics eliminated one-word replies such as "Wonderful", "Great", and the like, and apparently encouraged the tourist to express his opinions on those topics which seemed to have impressed him most.

General expressions of approval for Michigan's highway system, and praise for its scenery and the quality of its tourist attractions were so universal that they were not coded; but 1,500 comments eventually were classified and coded under about 40 topics, 15 related to Michigan highways and 25 related to tourist facilities and the Travel Information Service.

A count of comments identified with the various topics follows:

COMMENTS ON HIGHWAY-RELATED SUBJECTS

	Number Received	Percent of Total
<u>Need for more rest areas on I-75</u>		
south of Bay City	36	6
<u>Praise for rest areas on all Inter-</u>		
state routes in Michigan	112	21
<u>Requests for food, gas, etc. in Free-</u>		
way rest areas as found in toll-		
road oases in other states	6	1
<u>Criticism of Freeway rest areas for</u>		
primitive facilities	12	1
<u>Appreciation of Highway Dept. road-</u>		
side parks and picnic tables	226	42
<u>Complaints about Highway Dept. road-</u>		
side parks and picnic tables	5	1
<u>Praise for State highway maintenance</u>		
and absence of litter	11	2
<u>Praise for highway signing</u>	40	7
<u>Criticism of highway signing</u>	46	8
<u>Adverse comments on billboards and</u>		
other roadside advertising	8	1
<u>Comments about specific State highways</u>	6	1
<u>Comments on Freeway speed limits</u>	6	1
<u>Praise for the official highway map</u>	5	1
<u>Need for Freeway patrols to assist</u>		
stranded motorists	4	1
<u>Requests for development of scenic</u>		
drives and turnouts	8	1

COMMENTS RELATED TO TOURIST FACILITIES

	Number Received	Percent of Total
<u>Thanks for the questionnaire--</u>		
"Thanks for your interest" or		
"Glad to co-operate"etc.	21	2
<u>Praise for Information Service and</u>		
service personnel	432	43
<u>Complaints about Information Service</u>	3	-
<u>Praise for new Information Service build-</u>		
ings, equipment and grounds	12	1
<u>Need for more Information Centers</u>	6	1
<u>Influence of Information Service in pro-</u>		
longing length of stay	18	1
<u>Praise for State Police</u>	13	1
<u>Complaints about Mackinac bridge toll</u>	62	6
<u>Praise for State parks and campgrounds</u>	215	21
<u>Need for more campgrounds</u>	50	5
<u>Criticism of State parks</u>	30	3
<u>Criticism of State park campgrounds--"No</u>		
hose threads on faucets", "No place		
to empty trailer septic tank".	55	5
<u>Comments on State park fees</u>	11	1
<u>Praise for Michigan motels</u>	23	2
<u>Criticism of Michigan motels</u>	9	1

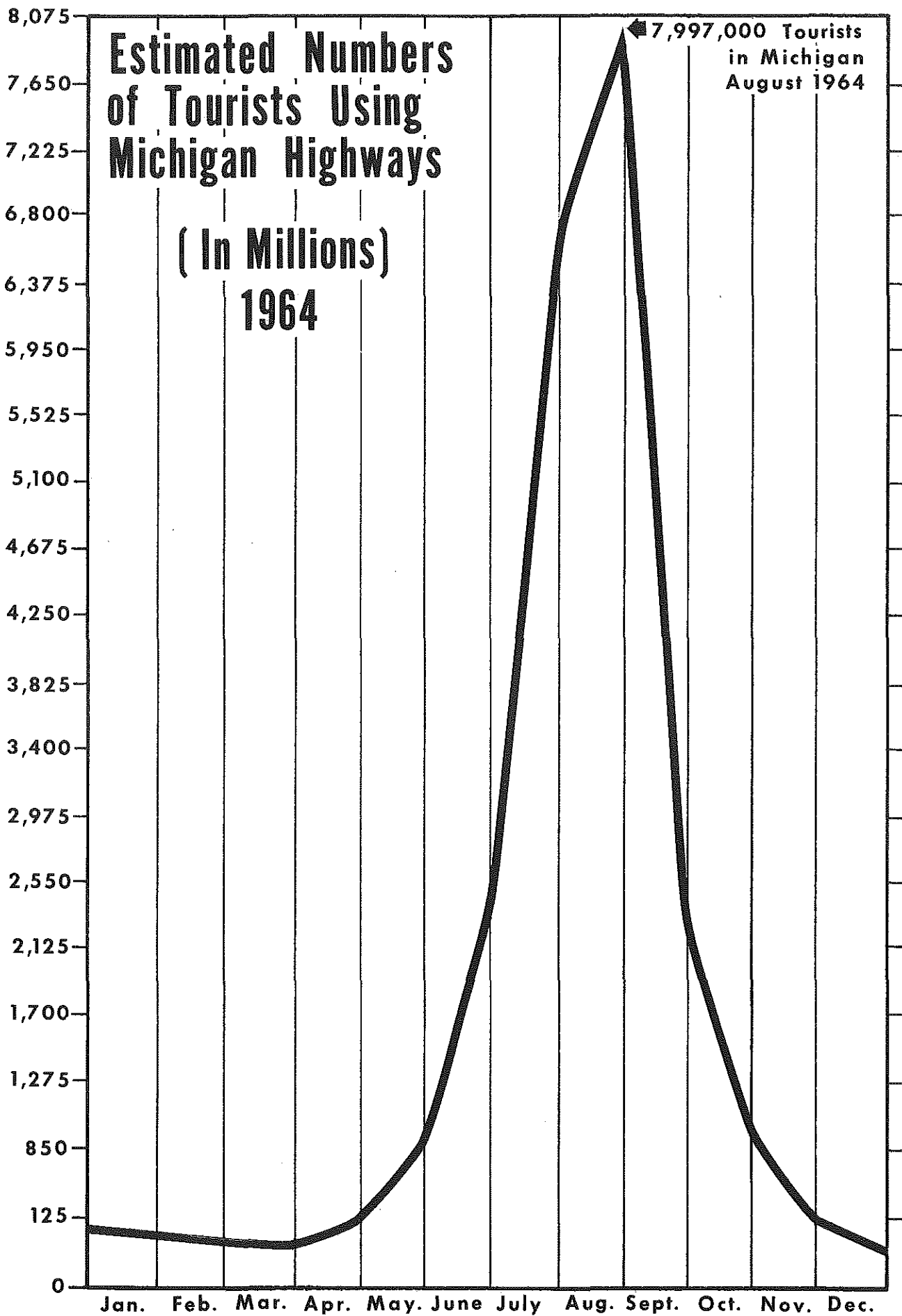
	Number Received	Percent of Total
<u>Complaints about motel rates</u>	10	1
<u>Complaints about motel service</u>	2	-
<u>Complaints about motel advertising</u>	1	-
<u>Praise for Michigan restaurants</u>	9	1
<u>Complaints about Michigan restaurants</u>	10	1
<u>Complaints of discourteous treatment</u>		
by businessmen and employees	0	0

This last category "Complaints of discourteous treatment", set up, like some others, as a "fish hook" topic, produced nothing, which should be of considerable satisfaction to those who are concerned with the face Michigan presents to the visiting tourist.

In two other categories--"Criticism of State parks" and "Criticism of State park campgrounds"--it should be noted that comments were three times as numerous in August, when campgrounds and parks are filled beyond capacity, as in June, when plenty of campsites are available.

Generally, tourist comments in one season were practically identical with those in another.

**HOW TO COUNT
22 MILLION TOURISTS**



HOW TO COUNT 22 MILLION TOURISTS

An analysis of visitor counts at seven Highway Department Travel Information Centers for 1963 prompted the speculation that the recorded numbers of tourists stopping for information at these Centers might serve as an index to the amount of tourist traffic on the adjacent highway.

Accordingly, early in 1964 an arrangement was made with the Traffic Survey section of the Highway Department to conduct nine traffic surveys on highways immediately adjacent to Information Centers. The first was scheduled for May 19 at Mackinaw City, in an attempt to measure early-season tourist traffic; seven were scheduled for all Centers during the third week of July, as tourist traffic neared its annual peak; the last was scheduled for September 17, again at Mackinaw City, when Summer traffic was dwindling.

At all Centers except Mackinaw, which is accessible to traffic traveling in both directions, traffic surveys were taken of incoming traffic only.

On the same days, and during the same hours, that traffic interviews were being conducted on the highways, staff members of the Tourist Information Centers were instructed to interview all tourists who stopped at the Centers, and to ask the same questions: namely, those on origin, destination, purpose of trip, number in party, anticipated length of stay and choice of accommodations. The tourist also was asked to trace his proposed route on a map.

Composite traffic-flow maps, taken from the interviews conducted inside the Information Centers, appear on pages 38 to 47.

On the adjacent highways, crews of interviewers supported by flagmen, rows of yellow rubber cones and Highway Department trucks mounting flashing red lights stopped as many cars as was safe under the day's driving conditions to ask identical questions and also to identify the vehicles as to type.

Copies of forms used on the highways and inside the Centers appear on page 127 and page 8.

The traffic survey operation had a twofold objective:

- a) to establish the proportion of tourists among total traffic on the highway by highway interview.
- b) to establish the percentage of tourist traffic on the highway that stopped at the Information Center.

How these objectives were accomplished, and how the statistics obtained were expanded and projected to produce an estimate of 22,600,000 tourists, is detailed on pages 123 thru 143.

The problem was not so much one of finding the needle in the haystack as one of counting the straws.

MICHIGAN STATE HIGHWAY DEPARTMENT
OFFICE OF DESIGN-TRAFFIC DIVISION

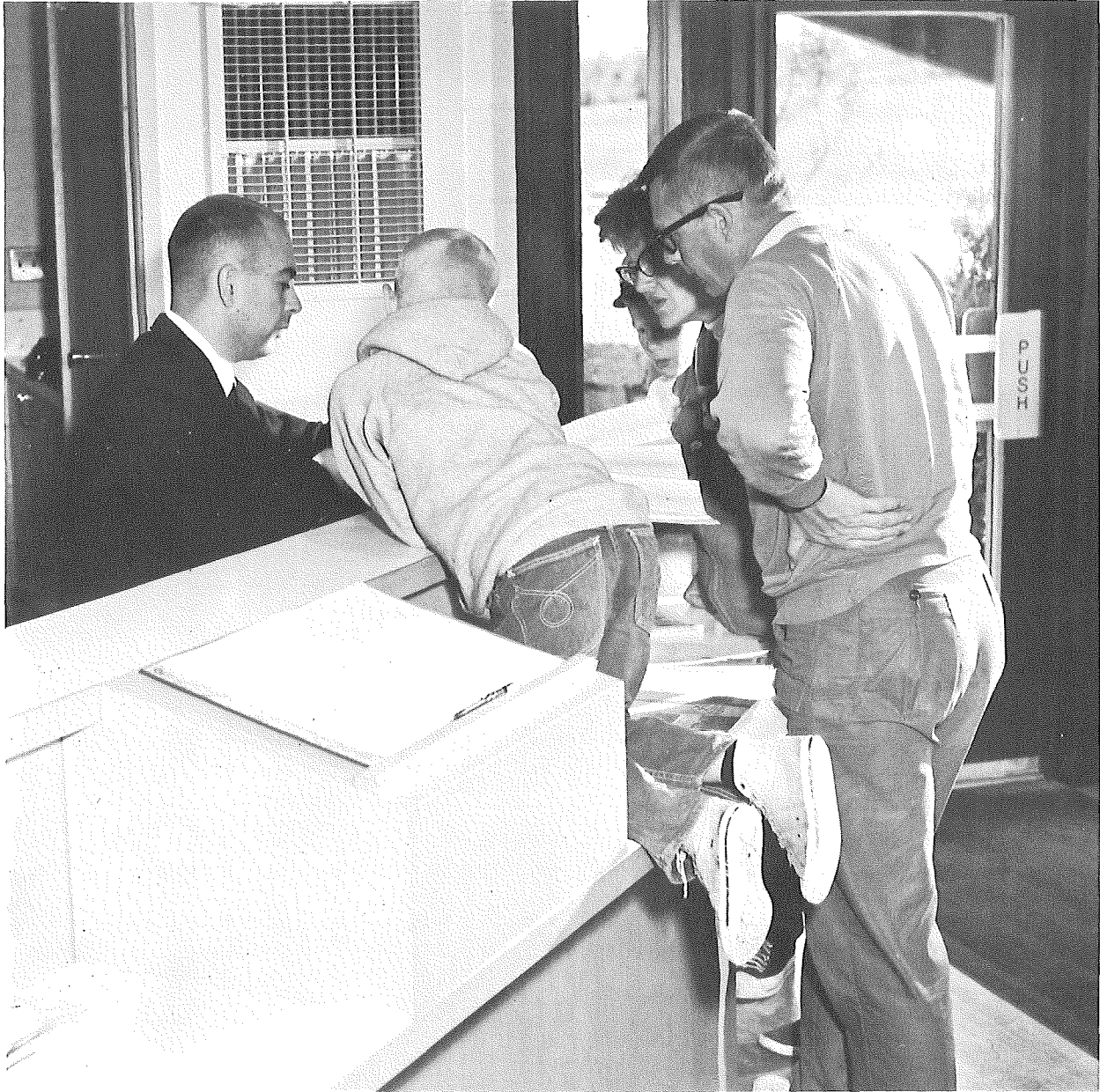
TOURIST INFORMATION STUDY

ROUTE LOCATION		STATION		DATE	DAY OF TRAVEL	HOUR PERIOD () AM or (✓) PM		HOUR PERIOD ENDING		DIRECTION OF TRAVEL				
		1	2	7/16	5	3	5	6	4	5	NORTH (1) EAST (2) SOUTH (3) WEST (4)			
1	2	3	4	5					6		7			
Interview Number	State of Registration	Vehicle Type	No. in Vehicle	Where did this trip begin? Origin					Where will this trip end? Destination		Trip Purpose	Where is this vehicle garaged?	Will you stay overnight away from home?	If leaving Michigan, where?
025	1 Michigan 2 Other ZV (write in)	1	5	NORWAY MICH					DETROIT		4	5 Other (6)	1 Yes 2 No X Not Stated	00
026	1 Michigan 2 Other MD (write in)	1	3	MARQUETTE					CARP LAKE		4	5 Other 6 DETROIT	1 Yes 2 No X Not Stated	00
027	1 Michigan 2 Other OHIO (write in)	1	2	CANADA UNKNOWN					CLEVELAND OHIO		4	5 Other (6)	1 Yes 2 No X Not Stated	14
028	1 Michigan 2 Other IND (write in)	1	2	ST. IGNACE					ROME CITY, IND.		4	5 Other (6)	1 Yes 2 No X Not Stated	31
029	1 Michigan 2 Other CALIF (write in)	1	3	ST. IGNACE					GAYLORD		4	5 Other 6 LOS ANGELES CALIF.	1 Yes 2 No X Not Stated	00
030	1 Michigan 2 Other IND (write in)	1	4	SAULT STE. MARIE					KOKOMO, IND.		4	5 Other (6)	1 Yes 2 No X Not Stated	37

1. Passenger Car
2. Passenger Car & Boat
3. Passenger Car & House Trailer
4. Pass. Car, House Tr. & Boat
5. Single Unit Camper
6. Single Unit Camper & Boat

- DAY OF TRAVEL
- () 1 Sun. () 4 Wed.
 - () 2 Mon. () 5 Thur.
 - () 3 Tues. () 6 Fri. () 7 Sat.

- HOUR PERIOD ENDING
- 1. Work () 1 () 2 () 3
 - 2. Pers. Business () 4 () 5 () 6
 - 3. Shopping () 7 () 8 () 9
 - 4. Vacation () 10 () 11 () 12
 - 5. Other Soc. or Rec.
 - 6. All Other



Young tourists show keen interest
in Michigan's tourist attractions

Methodology

The procedure begins with the data in Table I. Columns A, B, and C are copied directly from interview data sheets submitted by the Traffic Surveys Section. Column A/B is the result of dividing Column A by Column B. Column D is the result of dividing "Number of Persons" by "Number of Vehicles" shown on Traffic Surveys Section sheets under "Purpose of Trip", not including work, shopping or business. Columns AC/B and ACD/B are then self-explanatory. Column ACD/B is an estimate of the number of tourists (people) who passed the Travel Information Center during the time of interviewing on the highway.

Columns E, F, and E/F are based on data collected in the Center. Column ACE/BF is the product of Columns AC/B and E/F to obtain a second estimate of the number of tourists (people) who passed the Center during the time of interviewing on the highway. It agrees closely with the first estimate. The difference in these two estimates lies entirely between Columns D and E/F.

To convert "Persons in Center" (Column E) to total tourists on the highway, Column ACD/B is divided by column E. This gives the expansion factor shown in the last column of Table I.

Using the "Monthly Report of Visitors" sheets, estimates were made to fill in these data for days a Center was closed. Estimates were also made to extend these data for Sault Ste. Marie, Monroe, and Port Huron back to March 1 and forward to October 31, where necessary. This was done by using as a "pattern Center" the one correlating the highest with the Center being extended. For example, of the four Centers, Mackinaw, New Buffalo, Menominee and Ironwood, it was found that Menominee correlated highest with Port Huron. Hence the percentage relationships in the Menominee data were used to extend the Port Huron data backward to March 1 and forward to October 31. The results of these estimates combined with the data from the monthly reports are shown in Table II.

The last column of Table II is then the total number of tourists (counted and estimated) in each of 7 Centers from March 1 through October 31. These totals together with the expansion factors from Table I are repeated in the first two columns of Table IIa. Multiplying these two columns together gives the estimated total number of tourists who passed each of the 7 Centers from March 1 through October 31, shown in the third column of Table IIa.

The next step was to estimate the number of tourists entering the State via routes other than those on which Centers were located. For these other routes the Traffic Surveys Section supplied a map showing the June-July-August average daily traffic (Seasonal Average Daily Traffic) and annual average daily traffic (ADT). To use such data it was necessary to have a relationship between SADT or ADT and number of tourists. In table IIa is shown such a relationship for each of the 7 Centers using both the SADT and ADT. It is tourists per SADT and ADT. It is a factor by which SADT or ADT may be multiplied to estimate number of tourists.

It was felt that tourists per ADT rather than tourists per SADT would be preferable because it would better represent the March 1 through October 31 period and because the figures seemed to be more in line with general knowledge of the 7 Centers. The Monroe figure of 93 was selected to represent the routes crossing the southern boundary of the state because it was only slightly higher than the figure of 82 computed from the 1963 data at Coldwater.

The sum of the ADT's across the southern boundary (not including Monroe, and New Buffalo) was 66,908. One-half of this is used since only inbound traffic was desired. This figure is 33,454. Multiplying this by the Monroe factor of 93 yields 3,111,222 tourists. This appears in the third column of Table IIa.

In the absence of better information the Port Huron factor of 86 was used for tourists entering the State via the bridge and tunnel at Detroit. This yields,

$$1/2 (8100 + 11,300) \times 86 = 834,200$$

This figure appears in the third column of Table IIa.

For highway routes entering at the Wisconsin boundary it was decided to use the weighted average of the Ironwood and Menominee Centers. This yields a factor of 355 tourists per ADT. One-half the sum of the ADT's on the Wisconsin Boundary (not including Ironwood or Menominee) was 3050. This multiplied by 355 gives an estimate of 1,082,750 tourists. This figure appears in the third column of Table IIa.

It was believed that a large segment of Michigan residents had toured the State, particularly in the Lower Peninsula without ever contacting any of the Centers. To estimate these numbers the data from a mobile unit stationed at Clare were used. This was done in the following manner:

Table III shows for each of 6 Centers the percentage that tourists in the Center during the period August 19 through September 7, were of the expanded total number of tourists from March 1 through October 31. (Port Huron is omitted because it was not in operation August 19 - September 7). The average of these 6 percentages was 0.88545%. The total tourists at the Clare Center (August 19 - September 7) was 47,036. Dividing this figure by 0.88545% gives 5,317,807 tourists through the Clare area from March 1 through October 31. To include the other north-south routes a screen line of ADT's across the State in the approximate latitude of Clare was obtained from the traffic map. These ADT's are shown in Table III. Their sum, including Clare, is 27,773. This figure was divided by 2 because the tourists will cross this screen line twice or are counted elsewhere once. One half of 27,773 is 13,886. A factor was needed for

converting this figure, which is half the sum of ADT's, to a number of tourists. This was done by using the Clare data. Clare had 5,317,807 tourists and an ADT of 6,400 or 831 tourists per ADT. The figure 6,400 is not divided by 2 in this calculation because at this point tourists are going in both directions. However, the sum of the ADT's across the screen line must be divided by 2 because a tourist crossing the screen line must cross it a second time or he is counted, or accounted for once, somewhere else.

Returning to the factor of 831 tourists per ADT and the half sum of the screen line ADT's equal to 13,886, the two are multiplied together for a yield of 11,539,266 tourists across the screen line. Analysis of tourists who stopped at the Clare Center show that 76.7% of them were Michigan residents. Applying this percentage to the 11,539,266 crossing the screen line gives 8,850,617 Michigan residents. These are entered in the third column of Table IIa to make a total of 21,440,588 tourists in Michigan from March 1 through October 31, 1964.

To estimate the total number of tourists for January, February, November and December the following procedure was used:

The counted and estimated number of tourists in each Center shown in Table II was expanded by the expansion factors shown in the last column of Table I. The expanded figures are shown in Table IV. The monthly percentages for the 7 Centers combined were computed and are shown in the next to last line of Table IV. The State total (March thru October) from Table IIa was next distributed by these percentages and the results shown on the last line of Table IV.

Then a 5th degree curve of the form

$$y = a + bx + cx^2 + dx^3 + ex^4 + fx^5$$

was fit exactly to the totals shown in the last line of Table IV for the months of September, October, March, April, May and June, in this order. The corresponding x values were -5, -4, 1, 2, 3, 4 and 5. The values for y were the totals (rounded to the nearest thousand) from the last line of Table IV for the 6 months mentioned above.

The resulting equation was

$$y = 252.45965 - 46.88633x - 15.74996x^2 + 13.75722x^3 + 6.38492x^4 + 0.03426x^5$$

To obtain estimates for November, December, January and February, values of x equal to -3, -2, -1 and 0, respectively, were substituted in the above equation and the resulting value of y used as the estimates of the number of tourists (in thousands) for these 4 months.

The final totals in thousands by months are shown in Table V with the corresponding values of x.

The coefficients (a, b, c, d, e and f) in the above equation were determined by a program for simultaneous equations on the Department's IBM 1620 computer.

Table VI shows the final estimated State total number of tourists and percentages of this total by months. These totals, rounded to the nearest thousand, are from the last line of Table IV for March thru October and from Table V as estimated from the curve for January, February, November and December.

NOTE

ADT = Average Daily Traffic

SADT = Seasonal Average Daily Traffic
(June-July-August)

Table I
Basic Data for Estimate and Projection

Location	<u>A</u> Total Vehicles Interviewed	<u>B</u> Tourist Vehicles Interviewed	<u>A/B</u> Percent Tourists	<u>C</u> Total Passenger Cars Passing Station	<u>AC/B</u> Tourist Vehicles Passing Station	<u>D</u> (Tourists) Persons Per Car	<u>ACD/B</u> Tourists Passing Station	<u>E</u> Persons in Center	<u>F</u> Vehicles in Center	<u>E/F</u> (Tourists) Persons per Vehicle in Center	<u>ACE/BF</u> Tourists Passing Center	Expansion Factor = (ACD/B) ÷ E
Ironwood	785	570	72.611	798	579	3.196	1,850	124	37	3.351	1,940	14.92
Mackinaw City <u>1/</u>	1,218	1,126	92.447	1,677	1,550 (3,100) <u>2/</u>	3.428	5,313 (10,626) <u>2/</u>	460	130	3.538	5,484 (10,968) <u>2/</u>	23.10
Menominee	1,786	652	36.506	3,298	1,204	3.090	3,720	257	80	3.2125	3,868	14.47
Monroe	1,912	1,150	60.146	3,390	2,039	3.087	6,294	332	99	3.3535	6,838	18.96
New Buffalo	2,117	1,399	66.084	3,181	2,102	2.945	6,190	235	73	3.219	6,766	26.34
Port Huron	1,524	1,284	84.252	1,782	1,501	3.007	4,514	123	33	3.727	5,594	36.70
Sault Ste. Marie	1,177	1,122	95.327	1,177	1,122	3.451	3,872	108	30	3.600	4,039	35.85

1/ N. Bound Only

$$\frac{ACD}{B} = \frac{AC}{B} \cdot D$$

$$\frac{ACE}{BF} = \frac{AC}{B} \cdot \frac{E}{F}$$

2/ Doubled to obtain total in both directions.

The difference between "Tourists Passing Station" and "Tourists Passing Center" lies entirely in the difference between "Persons per Car" (D) and "Persons per Vehicle in Center" (E/F).

NOTE

Columns A through ACD/B are data obtained at traffic interview stations on the highway in advance of Travel Information Centers.

Columns E through E/F are data obtained in Travel Information Center Buildings

Table II

Counted and Estimated Number of Tourists in Each Center by Months

LOCATION	March	April	May	June	July	August	September	October	Total
Ironwood	213	392	729	2,330	6,752	8,393	2,210	599	21,618
Mackinaw City	433	574	2,848	12,536	40,953	47,632	12,371	3,984	121,331
Menominee	384	562	1,213	4,182	11,367	13,800	2,973	1,125	35,606
Monroe	649	964	2,486	4,908	11,453	12,813	5,062	3,649	41,984
New Buffalo	1,287	1,910	5,002	9,696	21,775	25,685	7,159	3,582	76,096
Port Huron	85	124	269	1,146	2,394	2,465	868	223	7,574
Sault Ste. Marie	163	242	634	1,614	5,964	10,745	3,288	863	23,513
TOTAL AT CENTERS	3,214	4,768	13,181	36,412	100,658	121,533	33,931	14,025	327,722

Table IIa

Expanded Total Number of Tourists, Traffic Volume Units and Tourists per Traffic Volume Unit for Each Center,
 Number of Tourists Entering via Other Routes, Michigan Resident Tourists Crossing Clare Screen Line,
 Estimated Number of Tourists for January, February, November and December

Location	Total Tourists Counted & Estimated	Expansion Factor	Expanded Total Tourists	$\frac{1}{2}$ June, July Aug. Daily Traffic =SADT/2	$\frac{1}{2}$ Annual Av. Daily Traffic =ADT/2	Expanded Total Tourists per SADT/2	Expanded Total Tourists per ADT/2
Ironwood	21,618	14.92	322,541	1,750	1,000	184	323
Mackinaw City	121,331	23.10	2,802,746	4,395	1,778	638	1,576
Menominee	35,606	14.47	515,219	1,894	1,358	272	379
Monroe	41,984	18.96	796,017	10,495	8,555	76	93
New Buffalo	76,096	26.34	2,004,369	8,100	5,500	247	364
Port Huron	7,574	36.70	277,966	4,628	3,218	60	86
Sault Ste. Marie	23,513	35.85	842,941	2,190	938	385	899
Totals	327,722		7,561,799				
Southern Border			3,111,222				
Detroit			834,200				
Wisconsin Border			1,082,750				
Clare Screen Line			8,850,617				
State Total (March thru October)			21,440,588				
Estimated for January, February, November, December			1,191,000				
Grand Total for 1964			22,631,588				

Table III

Number of Tourists Crossing Clare Screen Line
(March thru October)

LOCATION	Tourists in Centers Aug. 19-Sept. 7	% of Expanded Total Tourists (Mar.-Oct.)
Mackinaw City	23,995	0.8561
New Buffalo	12,674	0.6323
Menominee	5,849	1.1352
Ironwood	3,911	1.2126
Sault Ste. Marie	5,313	0.6303
Monroe	6,736	0.8462
Total	58,478	0.7733
Average of 6 Centers		0.88545
Clare	47,036	
Clare	Total tourists March-October = 47,036 ÷ 0.88545 = 5,317,807	
Clare	Average Daily Traffic = 6,400	
	Tourists per ADT = 5,317,807 ÷ 6,400 = 831	

Sum of ADT's on Screen Line across State in latitude of Clare:

<u>Route</u>	<u>ADT</u>	
US-31	2,507	Total divided by 2 because tourists cross this screen line twice or are counted elsewhere. 27,773 ÷ 2 = 13,886
M-37	3,197	
US-131	4,322	Total tourists across screen line = 13,886 x 831 = 11,539,266
M-115	2,247	
US-23	8,700	76.7% of tourists at Clare were Michigan residents. 76.7% of 11,539,266 = 8,850,617
US-25	400	
US-27	6,400	
TOTAL	27,773	

Table IV

Expanded Number of Tourists Passing Each Center by Month, and State Totals (March thru October) by Month

Location	March	April	May	June	July	August	September	October	Totals
Ironwood	3,178	5,849	10,877	34,764	100,740	125,223	32,973	8,937	322,541
Mackinaw City	10,002	13,260	65,789	289,582	946,014	1,100,299	285,770	92,030	2,802,746
Menominee	5,556	8,132	17,552	60,514	164,481	199,686	43,019	16,279	515,219
Monroe	12,305	18,277	47,135	93,056	217,149	242,934	95,976	69,185	796,017
New Buffalo	33,900	50,309	131,753	255,393	573,553	676,543	188,568	94,350	2,004,369
Port Huron	3,120	4,551	9,872	42,058	87,860	90,465	31,856	8,184	277,966
Sault Ste. Marie	5,844	8,676	22,729	57,862	213,809	385,208	117,875	30,938	842,941
Totals	73,905	109,054	305,707	833,229	2,303,606	2,820,358	796,037	319,903	7,561,799
Percent Each Month	0.977347	1.442170	4.042781	11.018926	30.463730	37.297447	10.527085	4.230514	100.000000
State Totals (March thru October)	209,549	309,210	866,796	2,362,522	6,531,603	7,996,792	2,257,069	907,047	21,440,588

Table V
 Monthly Coordinates of the Curve Used to Estimate
 January, February, March and April, 1964

Month	Tourists (1,000's) Y	Month Values X
September	2,257	-5
October	907	-4
November	389*	-3
December	274*	-2
January	276*	-1
February	252*	0
March	210	1
April	309	2
May	867	3
June	2,363	4

* Estimated from the curve fit exactly to the other 6 months.

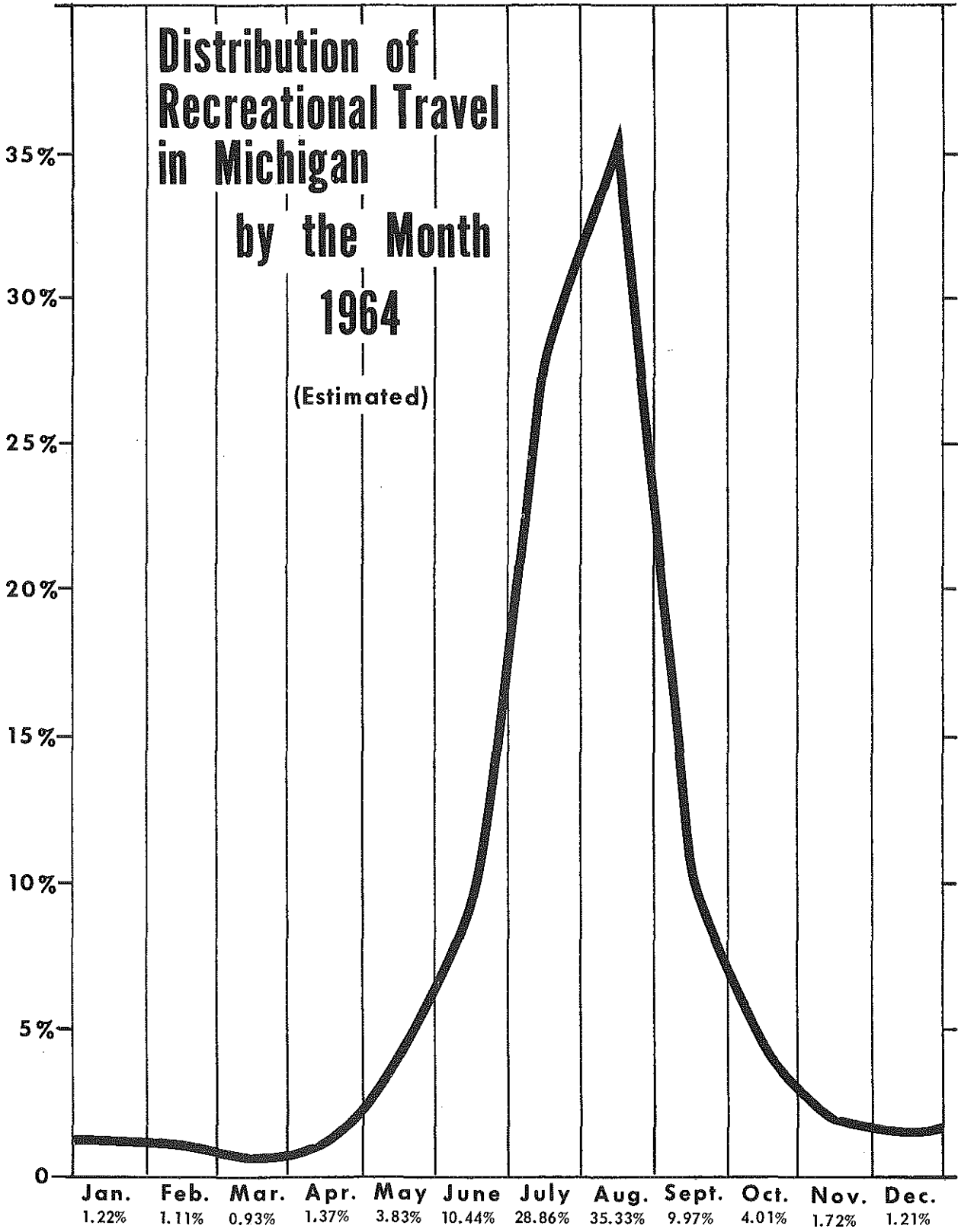
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Table VI
 Estimated Number and Percentage of
 Tourists in Michigan by Month

1964 MONTH	TOURISTS IN STATE	PERCENT OF TOTAL TOURIST TRAFFIC
January	276,000	1.22
February	252,000	1.11
March	210,000	0.93
April	309,000	1.37
May	867,000	3.83
June	2,362,000	10.44
July	6,532,000	28.86
August	7,997,000	35.33
September	2,257,000	9.97
October	907,000	4.01
November	389,000	1.72
December	274,000	1.21
<hr/>		<hr/>
Total	22,632,000	100.00

Distribution of Recreational Travel in Michigan by the Month 1964

(Estimated)



MONTHLY PERCENTAGES OF TOURIST TRAFFIC

Using the figure of 22,600,000 tourists in Michigan in 1964, as calculated enabled the Department's Traffic Division statisticians to estimate and project the percentage of tourist traffic in Michigan by the month, as shown in the graph on page 141 .

The following lists estimated percentages of tourist traffic, or business, in Michigan by the month in 1964.

January (est.)	1.22 percent	
February (est .)	1.11	
March	0.93	
April	1.37	
May	3.83	
	<hr/>	Five month total 8.46
June	10.44	
July	28.86	
August	<u>35.33</u>	Summer total 74.6
September	9.97	
October	4.01	
November (est.)	1.72	
December (est.)	<u>1.21</u>	Four month total 16.9

Since these estimates and projections were made before the close of the calendar year, they therefore do not take into account recreational travel by hunters and skiers and are subject to later revision.

ESTIMATE OF TOURIST EXPENDITURES

On the basis that about 25 percent of tourists are active in Michigan during Spring, Fall and Winter months, and about 75 percent in June, July and August, this possible answer to the difficult question of annual tourist expenditures results:

22,600,000 individual tourists per year

 x .25 present in Spring, Fall and Winter

5,650,000 off-season tourists who average 2.6 persons per car.

$5,650,000 \div 2.6 = 2,173,077$ parties of 2.6 persons each.

Average cost of trip in March, April and May is \$133.20 per party.

$2,173,077 \times \$133.20 = \$289,653,856$

22,600,000 individual tourist per year minus

-5,650,000 tourists in Spring, Fall and Winter leaves

16,950,000 tourists in June, July and August

Average persons per car in June, July and August is 3.5.

$16,950,000 \div 3.5 = 4,842,857$ parties of 3.5 persons each.

Average cost of trip in June, July and August is \$116.50

$4,842,857 \times \$116.50 = \$564,192,840$

\$564,192,840

289,653,856

\$853,846,696 annual value of tourist expenditures. (estimated)

or 7 million parties each year

x5 days length of stay

35

x25 dollars a day

877 million dollars a year (estimated)



New Buffalo Travel Information Center

DISTRIBUTION OF LITERATURE TO TOURISTS

In seven months, between March 1, 1964, when Travel Information Centers were opened for the season, and September 12, 1964, the date of mid-season inventory, more than 1,600,000 pieces of informational literature were distributed to tourists by Highway Department Travel Information Centers.

This total included 142,000 official Michigan State Highway maps.

In addition to highway maps, campground directories (not available to the Highway Department in 1964) and county maps were most in demand.

Sources of literature and quantities received and distributed are listed below:

SOURCE	RECEIVED	DISTRIBUTED
Chambers of commerce	328,807	278,232
Public attractions	1,078,256	779,411
Ski resort	8,636	8,636
Motel & Hotel directories	2,333	1,502
County maps	45,399	33,957
Out-of-state maps	43,298	41,696
Civil Rights Commission	6,938	6,153
Dept. of Administration	82	82
State Highway Department	300,138	246,002
State Police	14,051	10,118
Secretary of State	53,000	36,752
Michigan Tourist Council and Regional Tourist Associations	183,679	161,137
	<hr/>	<hr/>
Total	2,064,617	1,603,678

CREDITS AND ACKNOWLEDGEMENTS

Credit for accumulating and processing traffic survey data should go to the Traffic Division of the Michigan State Highway Department, Harold H. Cooper, Director; to Earl Fohl, Statistician of its Traffic Research Section who made projection and estimates; and to William Lepczyk, Acting Chief of the Traffic Survey Section and his staff, which handled interviews with 11,000 inbound motorists on highway traffic surveys.

Credit should also go to the staff of the Data Processing Section, Office Services Division for preparation of computer programs and IBM tabulations, and to Jake Smeltzer and staff of the Graphic Arts Unit for translating this data into bar charts, graphs and maps.

Material for the editorial content of this report was prepared by C. H. Boos and staff members of the Tourist Information Services Section and Records and Reports Section of the Motorist Services and Reports Division under the supervision of Ray Miller, Assistant Director, and John Murray, Director.