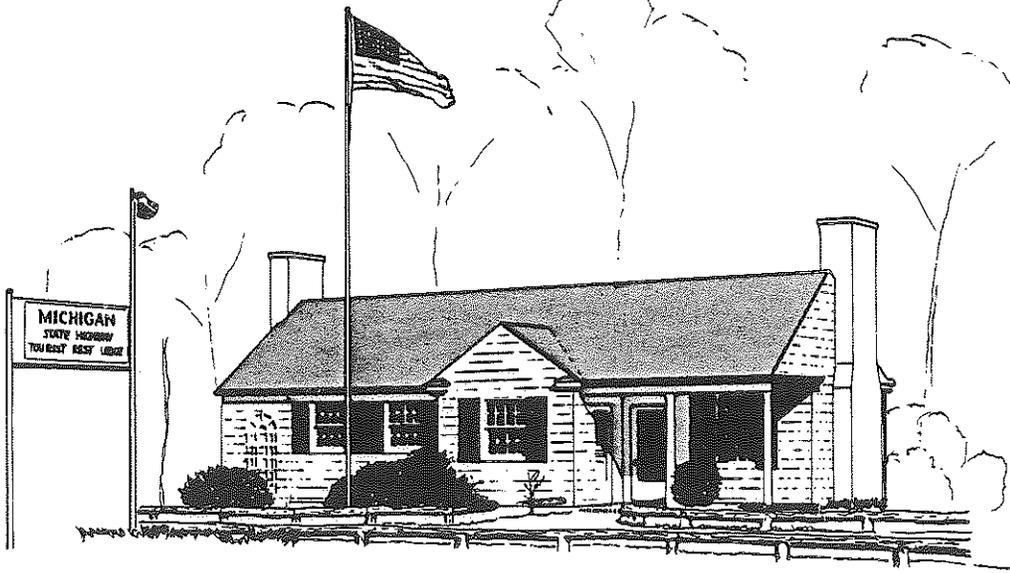


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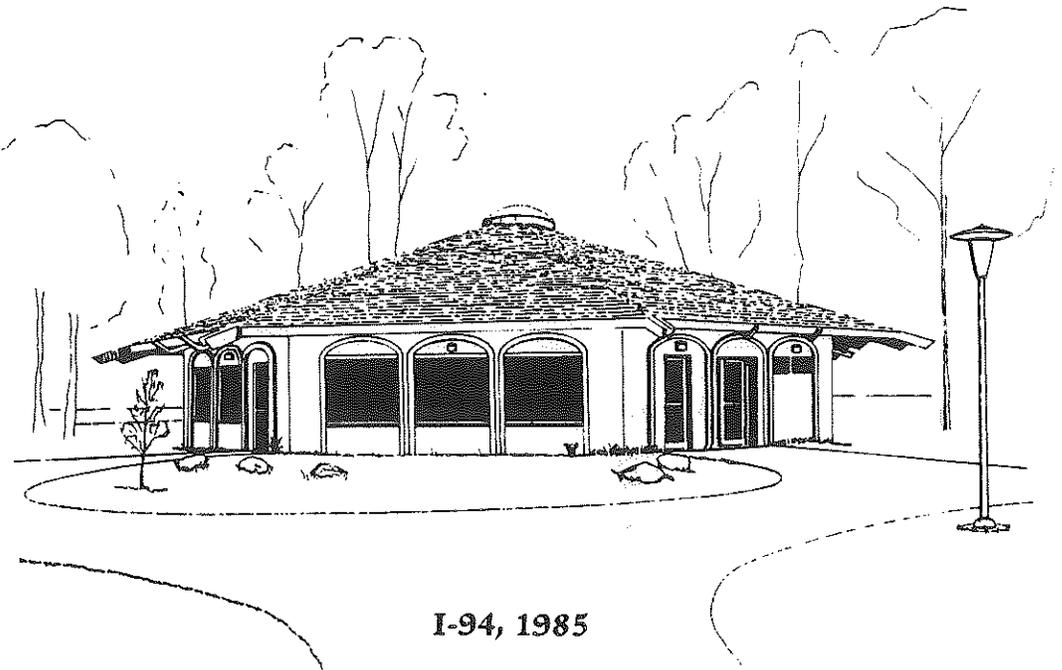
TRAVEL INFORMATION SECTION



**1985
Annual
Report**

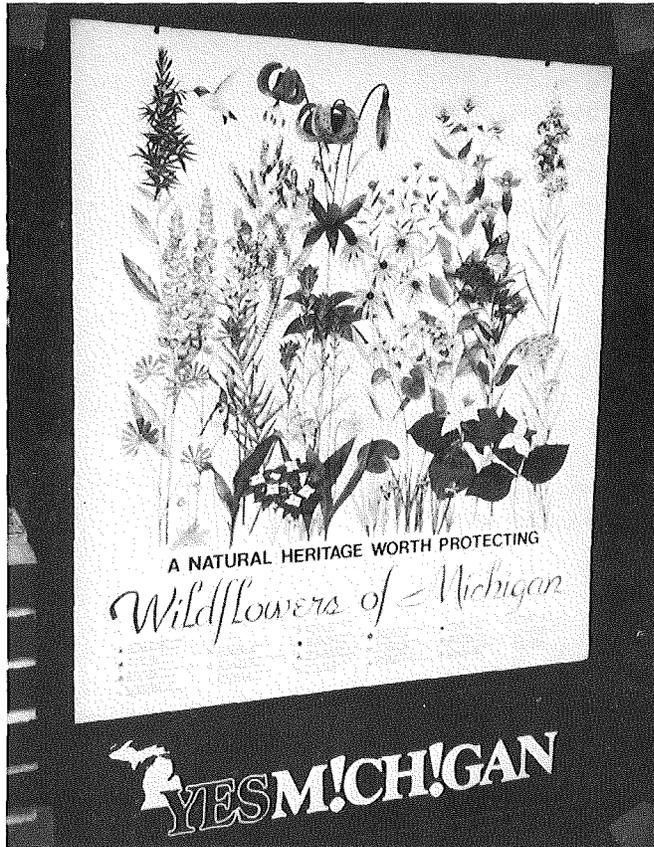
US-12, 1935

50th Anniversary Celebration



I-94, 1985

MANAGEMENT SERVICES DIVISION Report #383
Bureau of Administration



TRANSPORTATION
COMMISSION

WILLIAM C. MARSHALL
RODGER D. YOUNG
HANNES MEYERS, JR.
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JAMES P. PITZ
Director

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INTRODUCTION

The Michigan Department of Transportation (MDOT) has been involved in providing travel information to the traveling public since 1935, when the first "information station" in the nation was built on US-12, south of New Buffalo. Currently, there are eleven "Welcome Centers" in operation seven days per week, year round. In addition to providing published and personalized information services, the program is now enhanced by research and professional development with special emphasis on hospitality for the traveler.

The Travel Information Section workforce includes approximately 61 full and part time employees. Of this number, 21 positions are tourist counselors and 25 are maintenance employees. Additionally, during the 1985 summer season, approximately 45 short-term workers were hired and placed at various locations to assure visitor satisfaction during the peak tourist season.

Every employee, regardless of their level, acts as a "Yes Michigan!" ambassador of goodwill for the state.

SERVICE COMMITMENT

WELCOME CENTERS



Fifty years of service to the highway traveler was marked August 16, 1985, with an anniversary celebration at the Ardale W. Ferguson, New Buffalo Welcome Center. Among the speakers in the program were James P. Pitz, MDOT Director; William C. Marshall, State Transportation Commission Chairman; Ardale Ferguson, first Chairman of the Highway Commission; Representative Carl F. Gnodtke; and Senator Harry Gast. Each noted the key role New Buffalo plays in promoting tourism.

The grounds were decorated with banners and balloons. In addition to a display of antique cars, agricultural products were displayed and distributed. Thousands of gifts were given away including Michigan bumper stickers, buttons, t-shirts, posters, "Lure Books", reproductions of the Michigan 1935 highway map, and a grand prize "Plaza Holiday" at the Amway Grand Plaza Hotel in Grand Rapids.

In 1972, the Center was relocated from the original site on US-12 to the present site on I-94. Over 600,000 travelers a year stop here at the busiest of the state's eleven Welcome Centers. The Michigan Historical Commission has designated the New Buffalo Welcome Center as an official historic site. Major renovation and expansion of the Center is planned in the near future to handle the ever increasing demand for tourist information.

VISITOR COUNT

Visitors are counted manually by Welcome Center personnel. Electronic traffic counters are planned for future installation to provide 24 hour automated counts.

January-December 1982-1985

	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>
Clare	225,910	211,368	111,434	120,283
Coldwater	255,284	288,518	282,692	211,367
Dundee	74,472**	263,532	280,340	260,558
Iron Mountain	*	*	10,264	23,199
Ironwood	48,357	51,753	47,647	45,108
Mackinaw City	117,308	133,320	137,093	127,767
Menominee	19,947***	33,439	36,936	34,398
Monroe	240,078	258,808	142,484****	203,141****
New Buffalo	642,216	645,525	625,361	650,543
Port Huron	42,587	48,257	48,120	46,915
Sault Ste. Marie	106,905	98,701	88,162	76,570
GRAND TOTAL	1,773,064	2,033,221	1,810,533	1,799,849

* Not Open

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

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

**** Closed as of July 1984 - due to construction. Reopened June 1985.

Monthly Comparisons
WC Visitor Count
1982-1985

Travel Centers	January	February	March	April	May	June	July	August	September	October	November	December	TOTALS
<u>Menominee</u>													
1982	463	676	678	1,117	865	2,323	4,920	5,506	1,870	1,096	227	206	19,947
1983	100	234	260	400	750	2,186	10,990	10,711	4,198	2,642	615	353	33,439
1984	405	522	617	927	1,671	4,992	9,940	10,094	4,366	2,286	665	451	36,936
1985	322	406	657	887	2,166	5,393	9,802	7,671	3,861	2,252	581	400	34,398
<u>Monroe</u>													
1982	9,171	6,963	10,665	14,715	18,909	32,996	47,616	44,029	24,509	18,233	7,302	4,970	240,078
1983	4,266	4,573	7,000	10,570	14,898	31,029	50,668	52,198	30,488	26,050	15,822	11,246	258,808
1984	11,103	15,373	18,170	27,962	33,362	36,514	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED	142,484
1985	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED	26,390	51,146	57,507	33,352	18,180	9,450	7,116	203,141
<u>New Buffalo</u>													
1982	9,974	12,644	23,521	39,160	56,945	71,862	119,219	121,015	70,532	66,699	29,781	20,864	642,216
1983	12,380	15,140	21,378	39,085	64,647	80,690	126,111	114,946	69,720	57,670	27,603	16,155	645,525
1984	11,708	17,711	18,018	33,833	45,809	71,401	118,323	132,999	75,669	50,460	26,871	22,559	625,361
1985	11,509	14,012	29,297	53,855	58,718	75,730	119,782	130,281	61,948	50,919	23,316	21,176	650,543
<u>Port Huron</u>													
1982	903	1,011	1,826	2,063	3,447	5,477	9,465	9,604	4,193	2,133	1,340	1,125	42,587
1983	1,097	1,385	1,842	2,051	3,336	6,020	11,266	10,296	4,945	3,622	1,405	992	48,257
1984	1,100	1,418	1,771	2,495	3,575	5,961	10,307	10,733	4,748	3,400	1,487	1,125	48,120
1985	1,093	1,053	1,722	2,117	4,007	6,488	10,156	9,468	4,676	3,784	1,367	984	46,915
<u>Sault Ste. Marie</u>													
1982	552	917	1,062	1,413	3,787	12,430	32,332	35,490	13,791	3,394	903	834	106,905
1983	777	951	1,353	1,671	3,423	9,225	27,307	37,029	10,369	4,790	903	903	98,701
1984	939	1,473	1,414	2,016	2,945	8,711	24,203	31,889	9,734	3,706	604	528	88,162
1985	479	445	590	697	2,612	7,703	25,516	27,639	8,130	2,054	388	317	76,570

TABULATION OF TRAVEL COMMENT CARDS
JANUARY THROUGH DECEMBER 1985

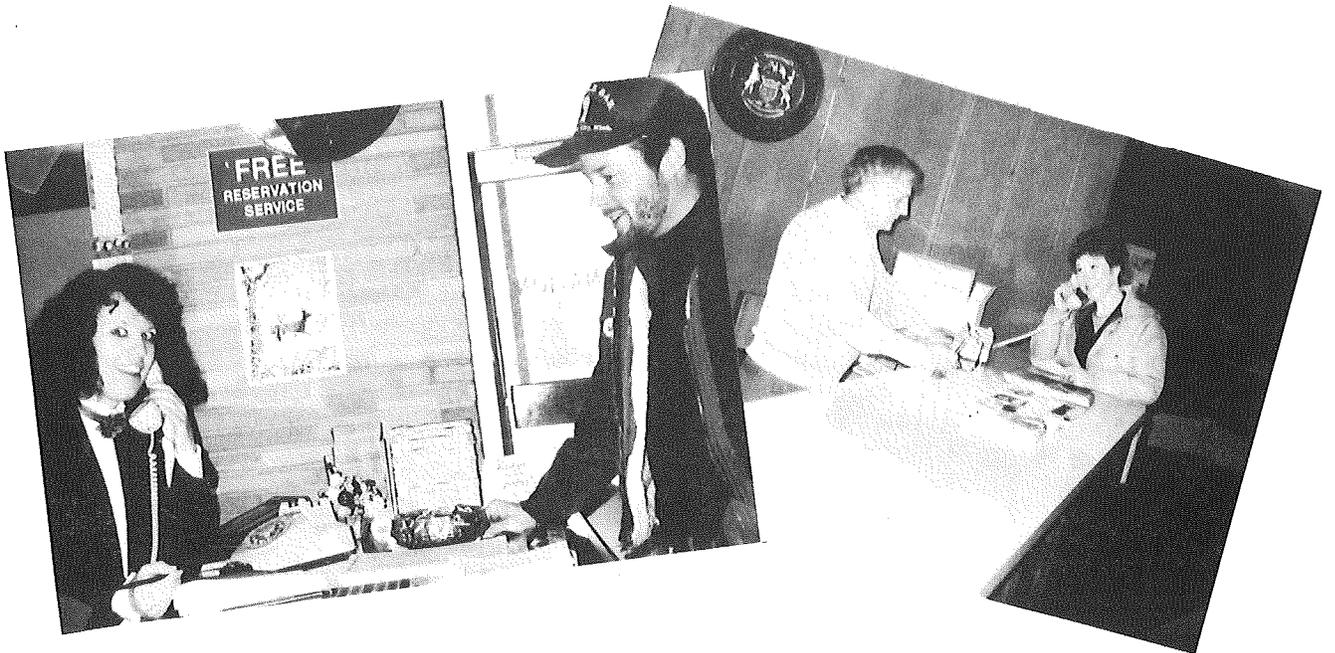
TIC	Favor- able A	Unfavor- able B	TOTAL C	Visitors per Center D	Yearly % cards/ visitor E
1 - Clare	253	0	253	120,283	.2%
9 - Coldwater	554	0	554	211,367	.3%
10 - Dundee	794	0	794	260,558	.3%
11 - Iron Mountain	51	0	51	23,199	.2%
2 - Ironwood	3,735	0	3,735	45,108	8.3%
3 - Mackinaw City	501	0	501	127,767	.4%
4 - Menominee	357	0	357	34,398	1.0%
5 - Monroe	401	0	401	203,141	.2%
6 - New Buffalo	3,552	0	3,552	650,543	.5%
7 - Port Huron	357	0	357	46,915	.8%
8 - Sault Ste. Marie	457	0	457	76,570	.6%
TOTAL	11,012	0	11,012	1,799,849	.6%
PERCENT OF TOTAL	100%				

COMMENT CARDS

User satisfaction with services offered at the Welcome Centers is evaluated by the use of a Comment Card. This pre-addressed card can be filled out by the visitor and mailed free of charge or deposited at the Center. Along with comments, visitors are asked to complete questions regarding where they live, type of information sought, requested information not available, and if information received extended their visit in Michigan. Comments often indicate what services are not available at the Welcome Center that travelers are seeking.

NEW SERVICES

Contracts have been signed by MDOT to introduce two new services at selected Welcome Centers. Computerized information units are planned for six Welcome Centers by June 1, 1986. Information provided will supplement individual counselor service. Also, vending of hot and cold drinks and snack foods is planned for two Welcome Centers. Requests for this service are frequently made on Comment Cards.



Reservation telephones have been installed in all eleven Welcome Centers to help travelers better plan their trips. This is a special free information/reservation system used by visitors for restaurants, hotels, motels, campgrounds, events, etc.

A directive, L 4508.01, was published December 10, 1985, entitled Uniform Reservation/Information System for Welcome Centers, to coordinate this service throughout the state. This directive and the telephone usage report for 1985 follows.

	DIVISION/BUREAU LETTER	EFFECTIVE DATE 12-10-85	IDENTIFIER L 4508.01
		RESPONSIBLE ORGANIZATION Management Services Division	SUPERSEDES DATED NEW
SUBJECT: Uniform Reservation/Information System for Welcome Centers			

I. PURPOSE:

To help visitors plan their trips in Michigan, a toll-free telephone reservation information system is available in all Welcome Centers. Visitors may use this phone to call toll-free to motels, hotels, campgrounds, events, etc., to make reservations or to get information for any reason that would extend their stay or expand their expenditures in Michigan.

II. INFORMATION:

To provide a uniform reservation/information system, all Welcome Center staff will:

- A. Promote the use of the system, with visitors, e.g., Visitor asks if you have rates for hotels. You reply, "No, but I'll be glad to place a call to some hotel and let you speak with them." or visitor asks for lodging information--offer information and/or directory and reply, "If you decide on a hotel(s), I'll be glad to place a call(s)." Normally counselors will:
1. Obtain information regarding visitor's needs.
 2. Offer service (brochure, lodging directory, etc.) and dial the number(s) for the visitor.
 3. To promote awareness, explain who (Welcome Center) is calling and reason for the call.
 4. For expediency, ask for a vacancy if appropriate.
 5. Allow visitor to complete calls for reservations and/or information if appropriate.
 6. Record all calls.
 7. Offer comment cards to visitors using the system.
- B. Use the reservation card, form 3545, as an optional convenience for visitors. You may suggest that the card be given to the lodging facility to promote distribution of their literature.
- C. Document all phone calls (local and long distance) to better evaluate the economic impact dollars. Use Form 2122L, Telephone Call Record, to log calls and record needed information (see Exhibit). Fill in the date, time, person calling, and indicate number calling to distinguish between the office and the reservation phone. After listing the city called, used the next column to record the hotel, campground, park, etc. Use the next column to record information useful to you, e.g., no vacancies for a hotel, or 10 sites left for a campground. This information could save a future call. In addition to the phone

RESPONSIBLE ORGANIZATION Management Services Division	EFFECTIVE DATE 12-10-85	IDENTIFIER L 4508.01	PAGE 2 OF 3
--	----------------------------	-------------------------	----------------

II. INFORMATION: (Con't).

C. number called, use a column (*), for recording additional coding needed to complete the Monthly Activities Report, Form 3543, indicating "yes" if reservation was made or "no" if appropriate.

* Coding for type of reservation, and reservation and/or general information availability are as follows:

R - Room	M - Miscellaneous	Y - Yes
C - Camping	I - General Information	N - No
AF - Auto Ferry		

Submitted by:

C. Sweet
Manager

12-10-85
Date

Approved by:

Larry Beckon
Administrator

12-10-85
Date

PHONE RESERVATION USAGE FOR THE WELCOME CENTERS
JANUARY - DECEMBER 1985

MONTH	CLARE	COLDWATER	DUNDEE	IRONWOOD	MACK. CITY	MENOMINEE	MONROE	NEW BUFFALO	PORT HURON	S.S. MARIE	TOTAL
January	27	11	13	8	25	4	CLOSED	31	6	17	142
February	36	12	26	7	32	18	CLOSED	20	11	20	182
March	47	28	36	7	26	0	CLOSED	56	0	10	210
April	37	17	56	2	73	49	CLOSED	65	20	12	331
May	78	63	56	16	178	44	CLOSED	159	76	39	709
June	94	55	72	75	472	47	203	234	144	126	1,522
July	378	94	291	247	1,216	133	265	647	288	434	3,993
August	255	88	329	180	1,434	120	339	728	282	365	4,120
September	34	26	43	44	442	47	14	147	42	85	924
October	77	16	48	17	187	21	74	70	32	31	573
November	47	11	28	0	56	5	33	31	26	11	248
December	37	13	34	18	32	2	25	34	21	21	237
Total	1,147	434	1,032	621	4,173	490	953	2,222	948	1,171	13,191

11

Year to Date Increase in Phone Reservation Usage

1985	-	<u>1,147</u>	<u>434</u>	<u>1,032</u>	<u>621</u>	<u>4,173</u>	<u>490</u>	<u>953</u>	<u>2,222</u>	<u>948</u>	<u>1,171</u>	<u>13,191</u>
1984	-	1,450	289	916	460	3,151	409	252	1,766	775	869	10,337
Percent	-	-20.9%	50.2%	12.7%	35.0%	32.4%	19.8%	278.2%	25.8%	22.3%	34.8%	27.6%

Total Increase (January - December 1985)

	-303	145	116	161	1,022	81	701	456	173	302	2,854
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LITERATURE DISTRIBUTION

The total distribution of travel related literature for 1985 exceeded the amount of all previous recorded years. This figure includes various types of brochures and the MDOT Official Transportation Map. The tourist industry is encouraged to take advantage of MDOT's free distribution service at one or all eleven Welcome Centers. This service includes an annual reminder to each business prior to the tourist season of the amount of literature MDOT can effectively distribute from the Distribution Warehouse. The amount is determined at the end of the tourist season by comparing individual inventory totals with numbers received for each Welcome Center. The single position of literature coordinator at the warehouse is augmented by the Lansing office and temporary staff. A computerized system is being developed to increase efficiency and reduce costs by creating one entry recording of distribution, individual Welcome Center inventory, packing slips, and business notification of receipt and disbursement of their literature.

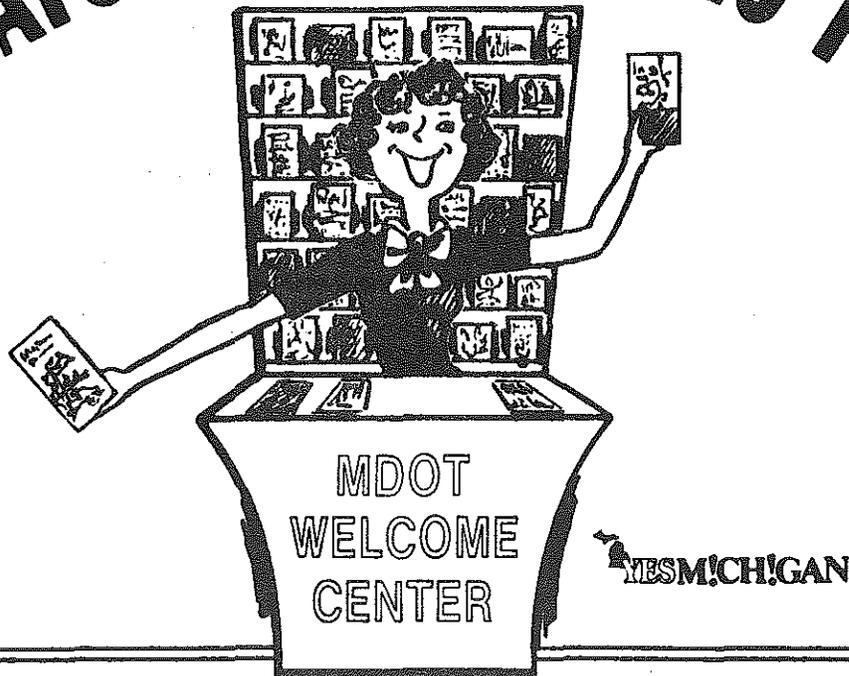
Distribution Monthly Totals for:

	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>
January	231,845	150,350	273,675	151,396
February	338,826	244,495	278,165	79,765
March	113,198	504,140	761,825	460,915
April	786,105	1,014,073	592,944	805,619
May	649,511	620,565	1,114,411	921,527
June	1,006,389	713,772	526,118	692,208
July	381,071	888,221	685,437	562,713
August	308,022	126,505	339,125	203,774
September	228,795	165,901	287,895	167,750
October	195,371	72,815	185,950	270,600
November	84,773	170,540	263,090	112,600
December	<u>248,955</u>	<u>208,460</u>	<u>95,960</u>	<u>986,567</u>
Total:	4,572,861	4,879,837	5,404,595	5,415,434

By Calendar Year:

<u>Year</u>	<u>Distribution</u>	<u>Year</u>	<u>Distribution</u>
1962	200,000	1974	3,193,664
1963	1,500,000	1975	3,113,233
1964	2,064,000	1976	3,778,898
1965	2,531,000	1977	4,187,765
1966	2,326,000	1978	3,940,637
1967	2,517,000	1979	5,389,465
1968	2,703,000	1980	4,810,047
1969	2,690,000	1981	4,871,907
1970	2,949,000	1982	4,572,861
1971	3,089,000	1983	4,879,837
1972	3,490,000	1984	5,404,595
1973	3,411,758	1985	5,415,434

MICHIGAN'S WELCOME CENTER LITERATURE PROGRAM IS FREE!



* MAXIMIZE YOUR ADVERTISING \$\$\$\$

Let us promote your Michigan tourist related businesses and services through our Welcome Center Distribution Program . . . AT NO COST TO YOU!

MICHIGAN WELCOME CENTERS . . .

- * Can help you increase your share of the travel/tourism market!
- * Have trained travel counselors on duty 7 days per week!
- * Have FREE visitor reservation/information phones!
- * Want to be your marketing representative!

WE CAN EFFECTIVELY DISTRIBUTE COPIES OF YOUR LITERATURE THROUGH OUR WELCOME CENTER PROGRAM.

Literature must be tourist related, donated, and shipped pre-paid to:

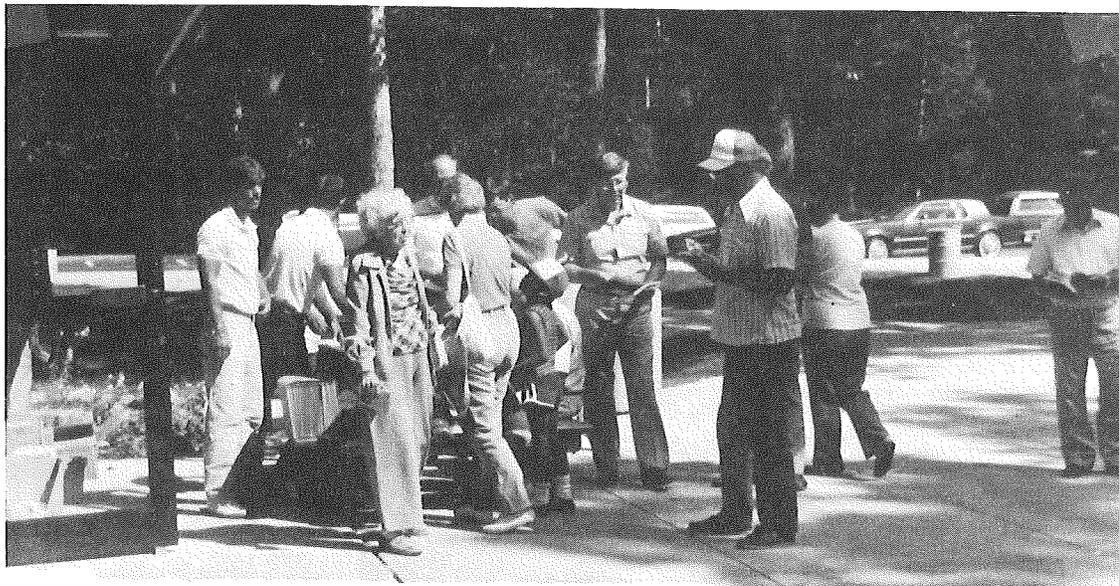
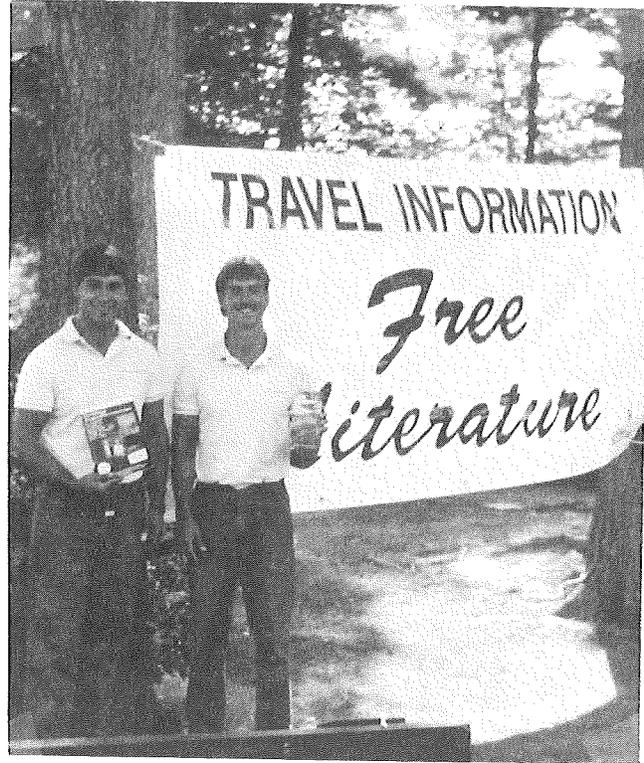
Michigan Department of Transportation
Travel Information Distribution Center
State Secondary Governmental Complex
7575 Crowser Drive
Dimondale, Michigan 48821

Please ship your literature to the address on the left as soon as possible. We need a month's lead time from date of receipt to make distribution to our centers.

If you have any questions concerning literature or its distribution, please contact Mr. Joel Heydenburk, Travel Information Distribution Center (517) 322-1661, or Ms. Susan Pollack, Travel Information Section (517) 373-2167.

EXPANDED INFORMATION PROGRAM

During July, August, and September, 1985, MDOT, Travel Information Section, piloted a program offering personalized travel information at selected Rest Areas and Roadside Parks to further maximize tourist expenditures in Michigan. The primary purpose of the pilot program was to determine if expanding the Travel Information Program to provide personal counseling and literature, in addition to that currently offered by the 11 Welcome Centers, would increase traveler expenditures in Michigan. Secondary purposes were to develop site selection and operation criteria in the event of continuation of the program. A program coordinator and two seasonal employees staffed selected Rest Areas and Roadside Parks for 1-2 weeks each, from July 4 through Labor Day. Literature distributed included Official Transportation Maps, Calendar of Travel Events, and Regional Tourist Association travel guides.



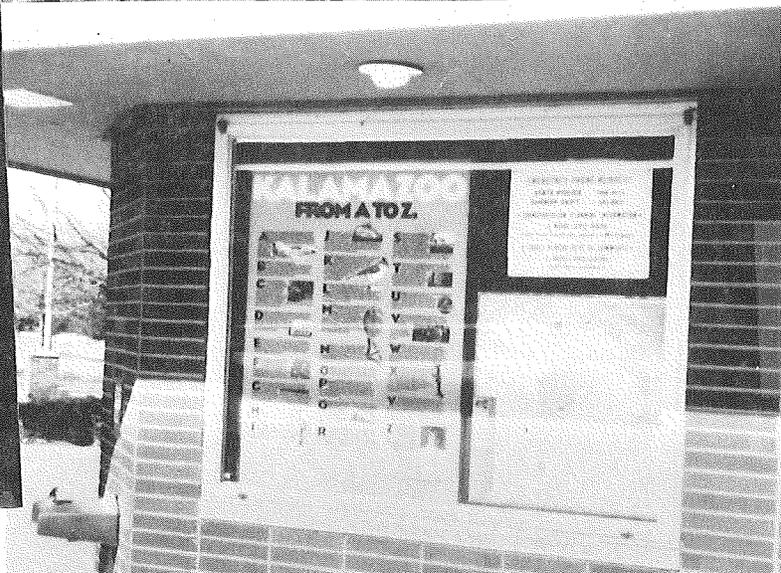
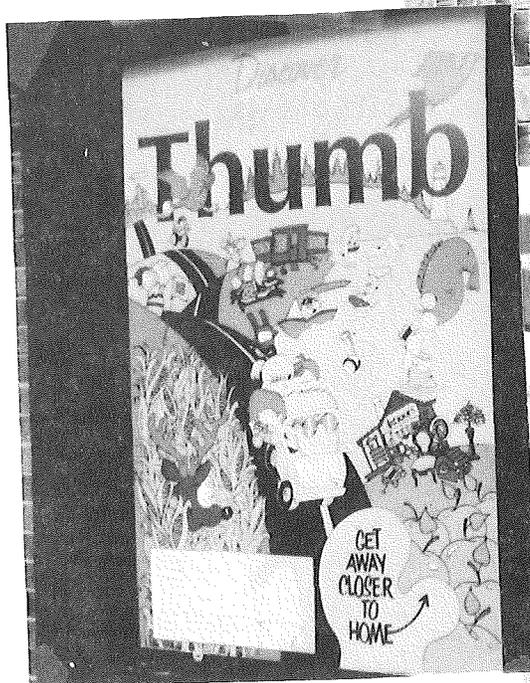
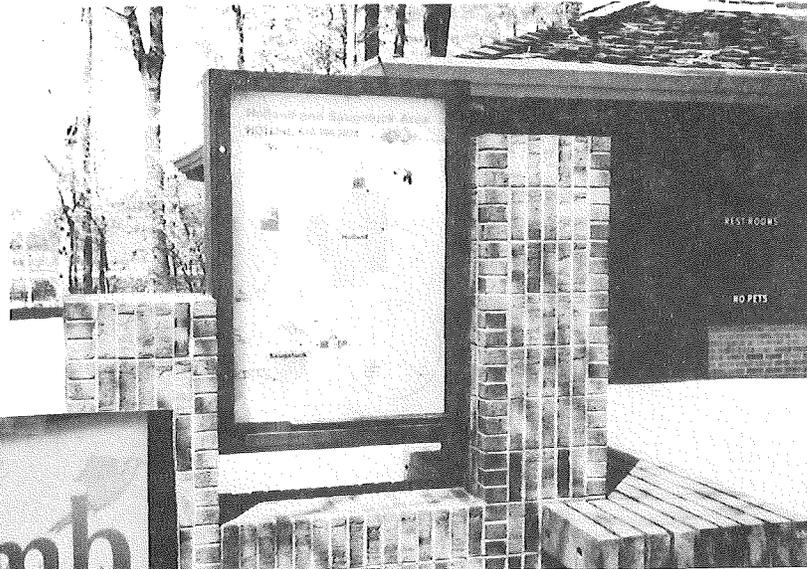
Evaluation of the program and the specific sites was based on roadway traffic, turn-in rates, number and type of traveler inquiries, and comments by those who used the service. Conclusions made from the evaluation established that sites appropriate for an expanded Travel Information Program are located on major traffic corridors connecting populated areas to tourist destination areas on which personalized travel information is not currently available. It is estimated that at least 600,000 additional travelers would be served per year by making travel information available at selected sites on those corridors. Sixty-four percent of travelers served during the pilot program, who recorded their comments on cards identical to those made available at the Welcome Centers, indicated they felt that they would extend the time planned on visiting Michigan because of information received. Compared to the 67% of travelers, who indicated that they were influenced similarly when at the Welcome Centers during the period when the 1980 Welcome Center Survey was taken, this figure indicates that the economic impact of personalized travel information at key Rest Areas approaches that at the Welcome Centers.



REST AREA/ROADSIDE PARK SYSTEM

In 1935, the state built its first Roadside Park. The relationship of the roadside program and the promotion of Michigan tourism has contributed to the development of a complete Rest Area and Roadside Park system by MDOT. The system now includes 78 freeway Rest Areas, 11 of which are Welcome Centers, and 92 Roadside Parks. Roadside Parks are located on the secondary highway system.

Travel information and tourist marketing displays are part of traveler related services available throughout the system. Information boards on buildings, separate plaza structures with 7 boards at Rest Areas and 2 panel boards at Roadside Parks, provide areas for promotion of tourism. Displays are designed and developed by the state and by the private sector in cooperation with MDOT, Travel Information Section. New displays this year featured Kalamazoo, Huron County, Holland/Saugatuck areas, and Wildflowers of Michigan.



78 TOTAL REST AREAS

11 Welcome Centers	}	158 Info. boards (on the building)
67 Rest Areas		
55 Information Plazas (= 385 plaza boards)		
12 Existing rest areas--no plaza		
9 no plaza planned		
3 future plaza planned		

WELCOME CENTERS(11)

101-IRONWOOD	EB US-2	707-NEW BUFFALO	EB I-94
103-IRON MOUNTAIN	E&W US-2	716-COLDWATER	NB I-69
116-MENOMINEE	NB US-41	822-DUNDEE	NB US-23
237-SAULT STE. MARIE	SB I-75	823-MONROE	NB I-75
301-CLARE	N&S US-27	901-PORT HURON	WB I-94
409-MACKINAW CITY	NB I-75		

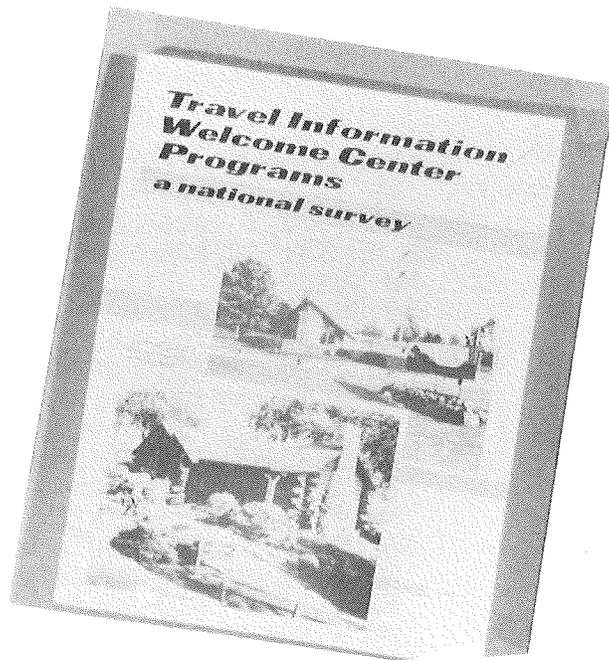
INFORMATION PLAZAS(55)

As of 5-10-85

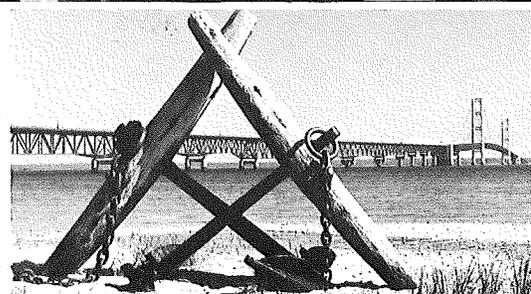
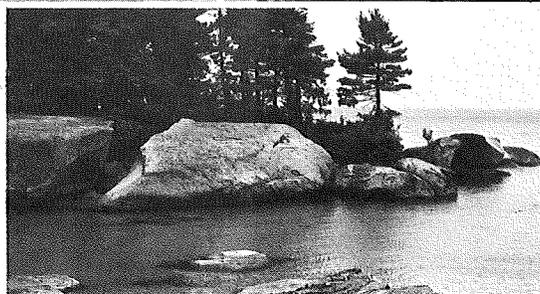
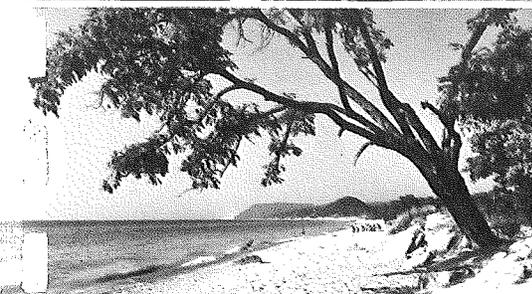
236-SAULT STE. MARIE	NB I-75	624-FENTON	NB US-23
238-ST. IGNACE	SB I-75	626-LINWOOD	NB I-75
306-CADILLAC	NB US-131	628-SWARTZ CREEK	EB I-69
401-HOUGHTON LAKE	NB US-27	702-ALBION	WB I-94
402-HIGGINS LAKE	SB US-27	703-BATTLE CREEK	EB I-94
403-GRAYLING	NB I-75	706-WATERVLIET	WB I-94
404-FREDERIC	SB I-75	708-PORTAGE	NB US-131
405-GAYLORD	NB I-75	709-KALAMAZOO	SB US-131
406-VANDERBILT	SB I-75	720-COVERT	SB I-196
407-TOPINABEE	NB I-75	721-TEKONSHA	NB I-69
408-CHEBOYGAN	SB I-75	722-MARSHALL	SB I-69
433-WEST BRANCH	NB I-75	723-BENTON HARBOR	EB I-94
501-WHITEHALL	SB US-31	726-SOUTH HAVEN	NB I-196
502-FRUITPORT	WB I-96	727-SAUGATUCK	SB I-196
503-WALKER	EB I-96	810-HOLT	NB US-127
504-CASCADE	WB I-96	811-OKEMOS	WB I-96
505-ITHACA	NB US-27	812-HOWELL-HIGHLANDS	EB I-96
510-SARANAC	EB I-96	813-HOWELL-CHEMUNG	WB I-96
520-WYOMING	NB US-131	814-NORTHFIELD-CHURCH	SB US-23
525-ROCKFORD	SB US-131	815-WILLIS ROAD	NB US-23
528-HUDSONVILLE	EB I-196	817-ZEEB ROAD	EB I-94
529-ROTHBURY	NB US-31	818-GRASS LAKE	WB I-94
530-HART	SB US-31	819-JACKSON	EB I-94
531-PORTLAND	WB I-96	825-GRAND LEDGE	EB I-96
602-MIDLAND	WB US-10	829-CARLETON	SB I-275
605-BAY CITY	SB I-75	909-NEW BALTIMORE	EB I-94
612-CLIO	SB I-75	911-BELLEVILLE	WB I-94
615-BRIDGEPORT	NB I-75		

RESEARCH

The 1985-85 user survey at Michigan Welcome Centers was completed June, 1985. Data has been compiled and information will be published in a report. Details of the report are outlined in a copy of a flyer printed on the two following pages. These flyers were distributed to the tourism industry at the Governor's Third Annual Conference on Tourism and other appropriate meetings of industry participants.



A national survey of travel information/Welcome Centers was conducted to gather program data from all states in an effort to learn from it and improve the MDOT program. Requested information covered number of centers in each state, unit of government, visitor counts, literature distribution, vending, improvements, and research. This information was coordinated and published by MDOT in 1985, in a report titled Travel Information Welcome Center Programs - a National Survey.



Michigan Travel And Tourism

Survey Of Users Of Michigan Welcome Centers/1984-1985

Michigan Department of Transportation is producing **Michigan Travel and Tourism, a survey of users of Michigan Welcome Centers** which presents information gathered at highway Welcome Centers. The report examines many factors important to the tourist industry in Michigan. Anyone interested in Michigan tourism may find the information useful. See the reverse side for a sample of what the report will contain.

Send for your **free** copy of this report by mailing this coupon to: Travel Information Section, Management Services Division, Michigan Department of Transportation, P.O. Box 30050, Lansing, MI 48909, or by calling (517) 373-2167.

Available June 1986

NAME _____

ORGANIZATION/BUSINESS _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Michigan Travel and Tourism provides a detailed user's profile of Michigan Department of Transportation's (MDOT) Welcome Centers in a format easy to read and understand with multi-colored maps, charts and illustrations and explanatory text. The information was gathered by surveying visitors at Welcome Centers located throughout the state from June 1984 to June 1985. The purpose of the survey was to (1) assess the economic impact of the Welcome Centers, (2) study seasonal trends and differences between Welcome Centers, (3) monitor pre-trip and enroute planning and decision-making, and (4) gather specific data useful for Michigan's tourism industry.

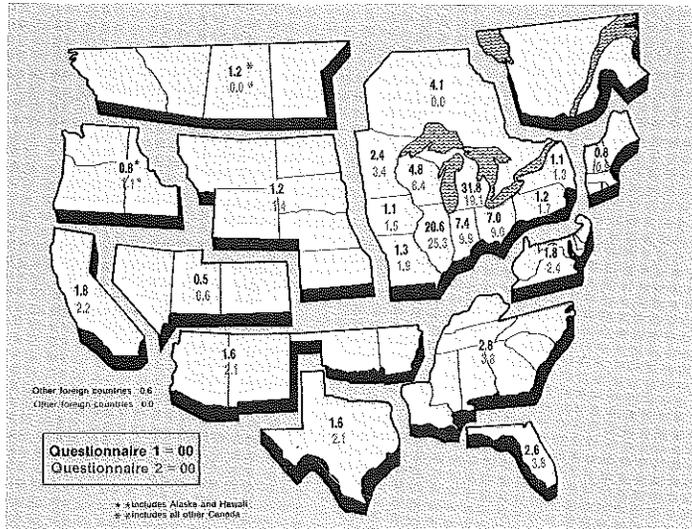


How Was The Information Gathered?

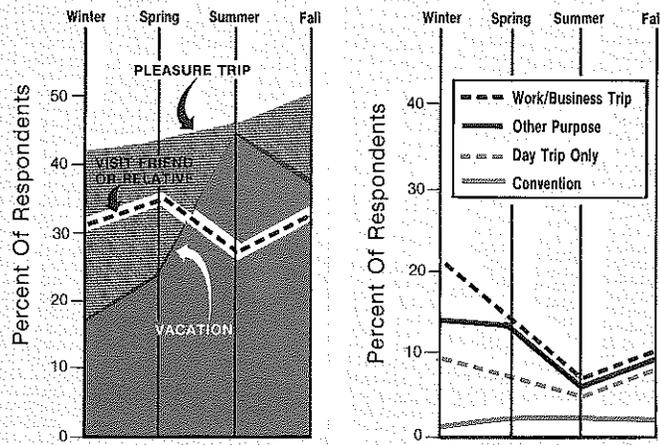
The survey of Welcome Center users was accomplished in two phases. The first phase, Questionnaire 1, was a short self-administered questionnaire, distributed by Welcome Center personnel, with a total sample of 18,473 visitors. The origin of these users is illustrated in black on the accompanying map. Most users were from Michigan and the adjacent states: 32% from Michigan, 21% from Illinois, 7% from Ohio, 7% from Indiana and 5% from Wisconsin.

The second phase, Questionnaire 2, was a 3-page follow-up questionnaire mailed to all participants who provided their

addresses as part of phase 1. Of the 18,464 questionnaires mailed to respondents, 6034 (34%) were returned. The origins of this sample of users is printed in color on the map. This sample has a smaller percentage of Michigan residents (20%) and a larger percentage of Illinois residents (22%). The rest of the sample is fairly similar to the phase 1 sample, with slightly more visitors from Indiana (9%) and Ohio (8%). Most of the information presented in the report analyzes differences between Michigan and non-Michigan residents (see Lodging chart below as an example).



Seasonal Variation-Purpose of Trip



Questionnaire 1

The two samples are analyzed separately, because they represent two populations, as the origins map indicates.

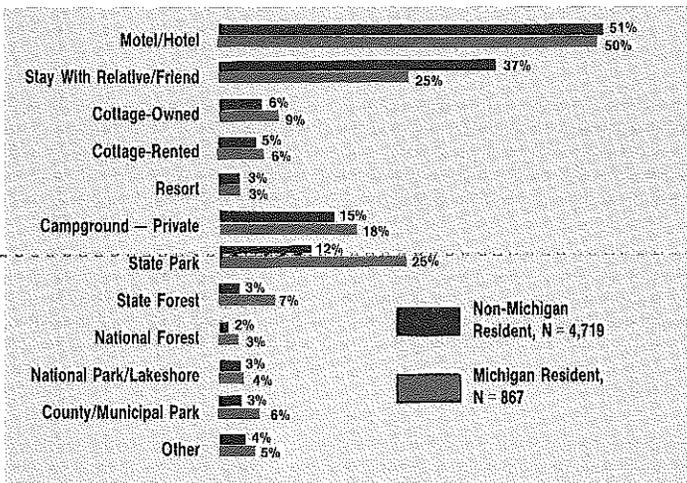
Seasonal Data

One important advantage of this survey over most other surveys of travelers is that the data was collected throughout the year. In addition, data was collected during every day of the week. As an example from Questionnaire 1, we examine seasonal variations in purpose of trip. As might be expected, vacation travel was highest in the summer and lowest in the winter. Pleasure trips was the category cited most often, and it was highest in the fall. This may

reflect people making short visits, which they don't consider vacations, while the weather is often still warm and the fall colors are bright. Visiting friends and relatives was fairly consistently cited throughout the year, but slightly lower in the summer. Work or business trips, day trips and trips for other purposes were all highest in winter and lowest in summer. Convention trips stayed very much the same, at only 1% to 2% of the sample. Respondents could select more than one response and, therefore, percentages do not add up to 100%.

The seasonal variation of several other variables is described in the report.

Type of Lodging



Questionnaire 2

Phase 2, using Questionnaire 2 collected information on a number of characteristics of the users and their trips including age, income, education, occupation, number of trips to Michigan, which areas they visited and for how long they spent in Michigan, and type of lodging they used.

Fifty percent Welcome Center users stayed in motels or hotels, whether they were Michigan residents or not. More non-Michigan residents (37%) than Michigan residents (25%) stayed with relatives or

friends. A larger percentage of Michigan residents camped than non-Michigan, especially in State Park and private campgrounds.

This report covers a variety of subjects from pre-trip and enroute decision making to the impact of the Welcome Centers. It could be used by businesses and organizations or anyone interested in Michigan tourism to better understand who uses the MDOT Welcome Centers and why, in order to target promotion and advertising efforts more effectively and to better utilize available MDOT services.

TECHNICAL ASSISTANCE

The Travel Information Program has grown from providing a safe rest area and information for the traveler, to include the promotion of tourism for the state of Michigan. Welcome Center staff is encouraged to cooperate and offer technical assistance to tourist related organizations, associations, businesses, and other state agencies.

TRAVEL SHOW SCHEDULE

Travel Shows are an excellent opportunity for MDOT to extend the promotion of Michigan tourism to a select audience and to other states. Welcome Center staff participate at the request of the Department of Commerce Travel Bureau, and Regional Tourist Associations in providing literature and their vast knowledge of the state to encourage tourism. The contribution of Welcome Center staff is recognized by the industry as a quality resource in today's competitive market for the tourism dollar.

MDOT PARTICIPATION

January 11-13 Betsy Brandt	Chicago Boat, Sport, & RV Show McCormick Place, Chicago, Illinois
January 18-20 Sue Mavronicles	Cincinnati Travel, Sports, & Boat Show Exhibition Center, Cincinnati, Ohio
January 25 - February 3 Tom Lowery	Chicagoland Sport Fishing, Travel & Outdoor Show O'Hare Expo Center, Chicago, Illinois
February 2-3 Veronica Schroder	Greater Michigan Boat Show Cobo Hall, Detroit, Michigan
February 22-24 Larry Cornish	Indianapolis Boat Sport & Travel Show Indiana State Fairgrounds Indianapolis, Indiana
February 22-24 Betsy Brandt	Michigan Outdoorsman Sports Show Michigan State Fairgrounds Detroit, Michigan
March 1-3 Larry Cornish	Out-Door Ama Michigan Fairgrounds Detroit, Michigan
March 22-31 Harriet Grzyb	American/Canadian Sport, Travel & Outdoor Show Convention Center, Cleveland, Ohio

Governor's Conference

The 2nd Annual Governor's Conference on Tourism was held in April at Shanty Creek. Representatives from the Travel Information Section were Chuck Sweet, Margo Schmidt, and Sue Pollack from the Lansing office and Welcome Center Managers Bob Bates, Menominee; Sue Mavronicles, Mackinaw City; and Betsy Brandt, New Buffalo. A variety of sessions, offered at the conference, provide the staff with a knowledge of tourism's "Big Picture". In addition and equally if not more important, are the one on one contacts made by staff with other participants.

Michigan Travel Commission

The Michigan Travel Commission meetings are attended by selected staff at the request of Larry Beckon, liaison representative from MDOT. These meetings give staff an opportunity for a first-hand view of state government's total commitment to tourism as an industry. Meetings for 1985 were held:

January 30	Sheraton Inn, Lansing
March 18-19	Amway Grand Plaza Hotel, Grand Rapids
June 27-28	Keweenaw Mountain Lodge, Marquette
September 26	Harley Hotel, Lansing
December 11-12	Edison Institute, Dearborn

Other Meetings

Additional meetings are attended by staff as members of organizations, guests, sponsors, and for making presentations. These are meetings of Regional Tourist Associations, Chambers of Commerce, City Commissions, City Councils, and many tourist related organizations. Staff are encouraged to participate at the local and regional level as well as the state level in all aspects of tourism promotion.

Promotions

Special events are often a big promotion at Welcome Centers. Extra effort is made by the staff to draw the visitors awareness through displays, give-aways, costumes, and literature. Staff at Welcome Centers individually plan their activities for events such as Michigan Week, Transportation Week, National Tourism Week, and local festivals and product promotion. The positive attitude of staff for their job leads to the success of such promotions and draws favorable comments from our visitors.

Operation C.A.R.E. Kickoff for Memorial Day weekend is an excellent example of Welcome Center participation in a special event. The Michigan State Police, Indiana State Police, and the Ohio Highway Patrol, together with the Auto Club of Michigan, held a media event at the Coldwater Welcome Center to promote safety. A program theme entitled "All American Buckle Up" was presented to foster awareness of the new law and its life-saving benefits. A sound slide presentation was on display in the lobby of the Welcome Center urging all citizens to wear their safety belts.



PROFESSIONAL DEVELOPMENT

Annual Seminar

ZIOT -- Zoning In On Training was the theme of this years annual seminar. A "Managers Training Manual for Hospitality Specialists" was the key to the training course developed and presented to Welcome Center managers and assistant managers during the five day train-the-trainer program. The course was later presented by the managers and the assistant managers to all temporary summer help and new employees at their Welcome Centers. Hospitality is viewed as the single most important element in affecting visitors to lengthen their stay or return for another vacation in Michigan.

Speakers making presentations throughout the seminar were:

Judy Watson-Olson - MSU, Cooperative Extension Service

Jim LaBadie - Director of Sales, Grand Traverse Resort

John Meeske - Hilton Shanty Creek, Shuss Mountain Resort and Dills Tavern

Pat Doyle - Director of the Center for Leisure Services, Central Michigan University

John Savich - Director, Michigan Travel Bureau

Staff members from the Welcome Centers and the Lansing office also participated.

FAM Tours

A FAM tour is a visit to a specific place or a region to familiarize staff with that area. These tours may be sponsored by organizations, associations, and/or businesses or may originate from the Welcome Centers. They provide staff with valuable first hand knowledge and information to share with the traveling public.

This years sponsored tours included a one-day visit to Boblo Island for staff at selected Welcome Centers. As guests, the staff enjoyed a full day touring the island and enjoying all it had to offer. A five day tour for managers and assistant managers of each Welcome Center was coordinated by the Keweenaw Tourist Council at Isle Royale. It was a first time visit for most participants and included a history lecture of the park, boat trips to Mott Island and Rasberry Island, Edison Fisheries, Rock Harbor Lighthouse, and if lucky, a glance at a moose. Hosting this tour were many businesses in the tourist industry, which made the tour most enjoyable as well as informational.

Most all Welcome Centers plan and coordinate one or more tours for members of their staff, often recruiting a sponsor or host as part of it. Tours this year covered many tourist related businesses and places such as resort areas, shows, fairs, agricultural farms, historic and scenic attractions, state parks, campgrounds, lodging and restaurant establishments, the Capital, Lansing, and District Offices.

WHAT'S NEW

Staff

We wish to acknowledge new members to our staff both in the field and in the Lansing office.

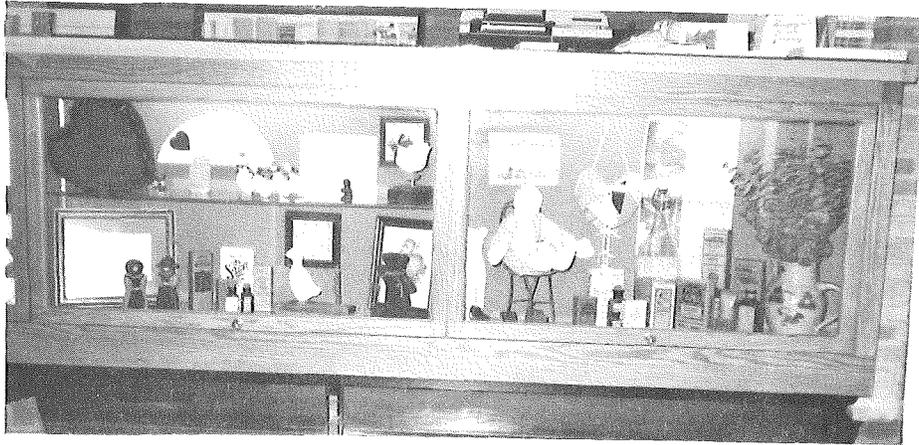
Pamala K. Bistel - Coldwater, Counselor
Julie P. Hartley - Mackinaw City, Assistant Manager
J. Michael Lilliquist - Port Huron, Assistant Manager
Diane Schabo - Iron Mountain, Counselor
Marci Cobb - Lansing, Student Assistant

Welcome!

Shirts

Each year, additional staff for the summer tourist season supplement the Welcome Center staff. In order for the traveling public to recognize these short-term workers as staff, new shirts were provided with the recognizable "Yes Michigan!" slogan. The project was a success as many people approached these smiling faces for information.





Displays

A desire to update display areas has received attention from many Welcome Centers this year. A variety of Michigan related products, events, and attractions are being promoted in display cases, boards, and other areas in the centers. Staff recruit displays from the local, regional, and statewide tourist related industry. Some Welcome Centers must schedule months ahead to accommodate the large response. Welcome Center staffs also design their own creative displays. Either way, the results are pleasing to the Welcome Center visitors and to the industry.



Wall Display Case

Electronic Signs

Instant messages are broadcast to visitors at Clare, Mackinaw City, and New Buffalo Welcome Centers using an electronic sign. These signs can be programmed with on-the-spot information on a variety of items such as road conditions, safety, area events, or the latest ball scores. Broadcasting answers to questions that are asked most often by our visitors can reduce the waiting time necessary during a busy period to speak directly to a counselor.

Homes for Wildlife

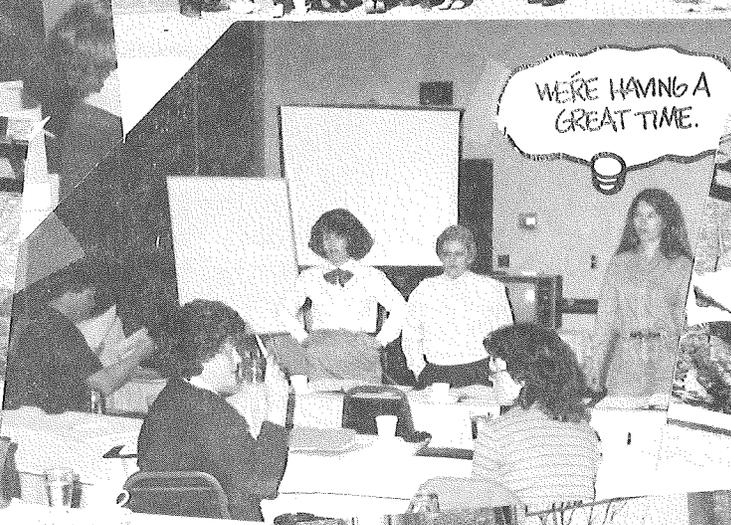
Selected Welcome Centers, along with numerous rest areas, participated in a "Homes for Wildlife" program primarily to help the bluebirds. This program is sponsored from the Department of Natural Resources Non-Game Wildlife check-off funds on income tax returns. Houses for bluebirds, wrens, and squirrels were made by Michigan Conservation Corp youth and are maintained by Audubon Society members. Look for these homes at New Buffalo and Ironwood Welcome Centers.



HI FOLKS!



WE'RE HAVING A GREAT TIME.



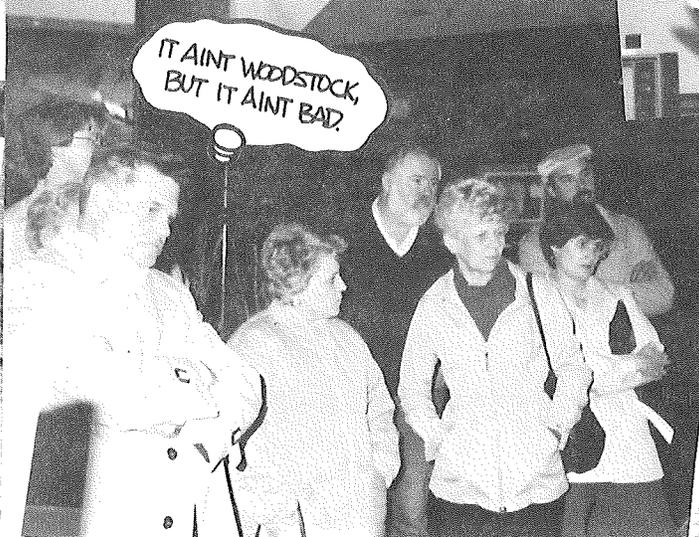
DO YOU MISS ME?



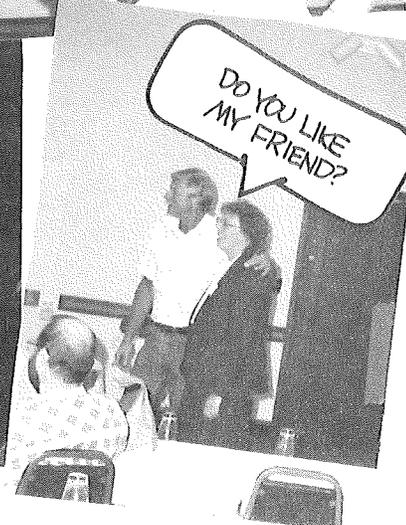
"HI" FROM THE OVER-THE-HILL GANG.



IT AINT WOODSTOCK, BUT IT AINT BAD.



DO YOU LIKE MY FRIEND?



WELCOME CENTER DIRECTORY

<u>LOCATION</u>	<u>MAIL ADDRESS</u>	<u>UPS ADDRESS</u>
<u>CLARE - John C. Mackie</u> Harriet Grzyb, Manager Bill Southwell, Assistant Manager PHONE: (AC 517) 386-7634	MDOT, Welcome Center P.O. Box 51 Clare, MI 48617	MDOT Welcome Center 9599 U.S. 27 Clare, MI 48617
<u>COLDWATER - Richard F. VanderVeen</u> Steve Choskov, Manager Larry Cornish, Assistant Manager PHONE: (AC 517) 238-2670	MDOT, Welcome Center P.O. Box 100 Coldwater, MI 49036	MDOT Welcome Center I-69 Northbound at 6 Mile Marker Coldwater, MI 49036
<u>DUNDEE - N.E. MacDougall</u> Veronica Schroder, Manager Sue Chesney, Assistant Manager PHONE: (AC 313) 856-6980	MDOT, Welcome Center U.S. 23 Petersburg, MI 49270	MDOT Welcome Center U.S. 23 Petersburg, MI 49270
<u>IRON MOUNTAIN</u> Robert R. Bates, Manager Diane Schabo, Counselor PHONE: (AC 906) 774-4201	MDOT, Welcome Center 618 Stephenson Avenue Iron Mountain, MI 49801	MDOT Welcome Center 618 Stephenson Ave. Iron Mountain, MI 49801
<u>IRONWOOD</u> Thomas Lowery, Manager Pat Juntti, Assistant Manager PHONE: (AC 906) 932-3330	MDOT, Welcome Center 801 W. Cloverland Drive Ironwood, MI 49938	MDOT Welcome Center 801 W. Cloverland Dr. Ironwood, MI 49938
<u>MACKINAW CITY - Wallace D. Nunn</u> Susan J. Mavronicles, Manager Julie Hartley, Assistant Manager PHONE: (AC 616) 436-5566	MDOT, Welcome Center P.O. Box 97 Mackinaw City, MI 49701	MDOT Welcome Center Nicolet St. Mackinaw City, MI 49701
<u>MENOMINEE - Claude Tobin</u> Robert R. Bates, Manager Patricia Mailgren, Assistant Manager PHONE: (AC 906) 863-6496	MDOT, Welcome Center 1343 10th Ave. Menominee, MI 49858	MDOT Welcome Center 1343 10th Ave. Menominee, MI 49858
<u>MONROE - Charles H. Hewitt</u> Veronica Schroder, Manager Joan Mc Nerney, Assistant Manager PHONE: (AC 313) 242-1768	MDOT, Welcome Center U.S. 23 Petersburg, MI 49270	MDOT Welcome Center I-75 Northbound at 10 Mile Marker Monroe, MI 48161
<u>NEW BUFFALO - Ardale W. Ferguson</u> Sara Brandt, Manager Debra Gunderson, Assistant Manager PHONE: (AC 616) 469-0011	MDOT, Welcome Center P.O. Box 397 New Buffalo, MI 49117	MDOT Welcome Center c/o New Buffalo Public Library 33 N. Thompson New Buffalo, MI 49117
<u>PORT HURON</u> John Knecht III, Manager James Lilliquist, Assistant Manager PHONE: (AC 313) 984-2361	MDOT, Welcome Center 2260 Water Street Port Huron, MI 48060	MDOT Welcome Center 2260 Water St. Port Huron, MI 48060
<u>SAULT STE. MARIE - E. V. Erickson</u> Susan Mavronicles, Manager Jean Moiles, Assistant Manager PHONE: (AC 906) 632-8242	MDOT, Welcome Center 1001 Eureka Street Sault Ste. Marie, MI 49783	MDOT Welcome Center 1001 Eureka St. Sault Ste. Marie, MI 49783

Travel Information Section, Management Services Division, P.O. Box 30050, Lansing, Michigan 48909
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Research & Promotions Unit

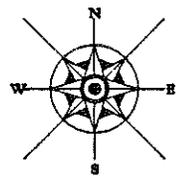
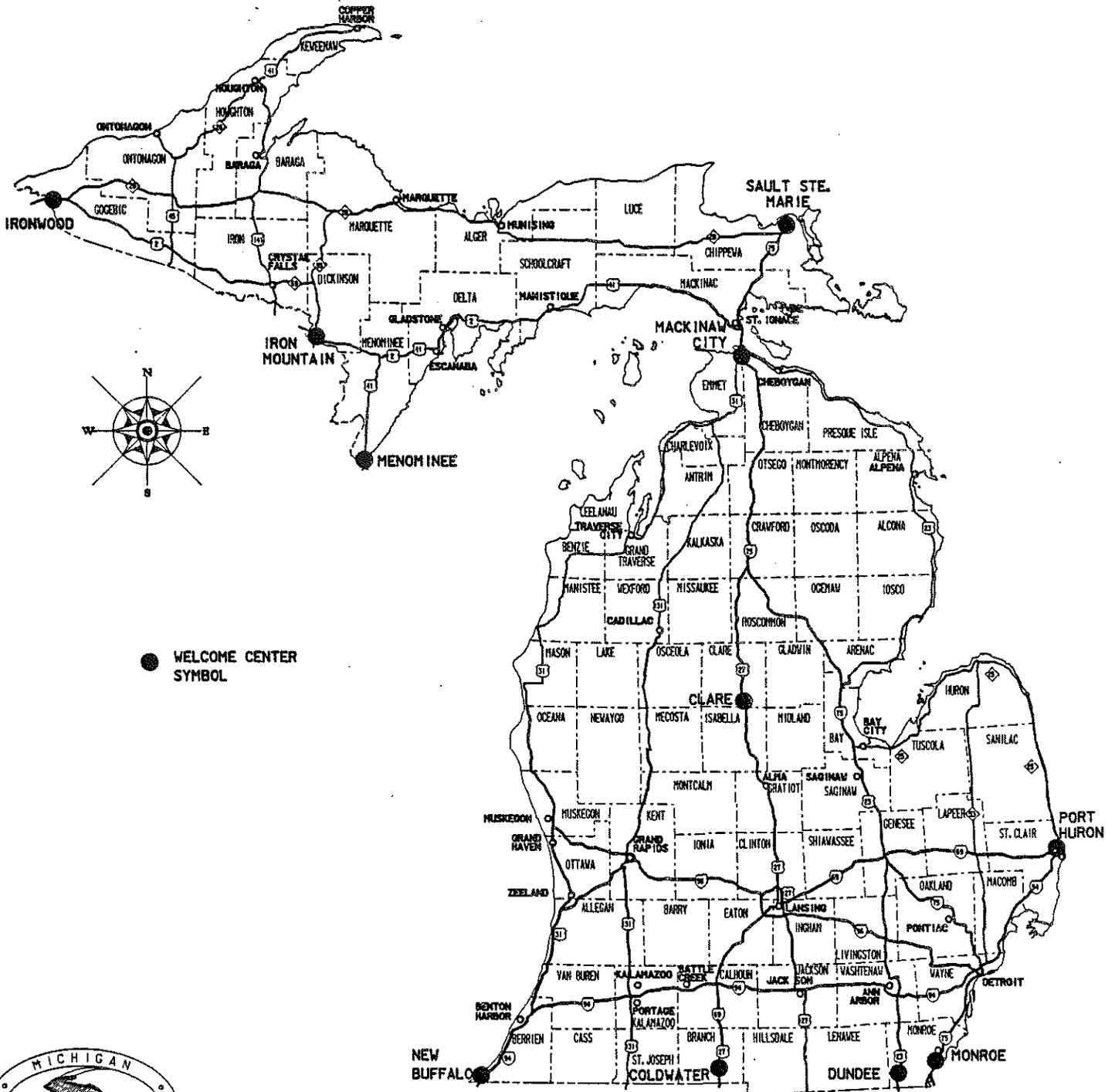
Kathy Lowell, Administrative Support

Distribution Warehouse, Secondary Complex, 7575 Cramer Drive, Diamondale, Michigan 48821
Phone (AC 517) 322-1661

Joel Haydenburk, Literature Coordinator

LOCATION OF TRAVEL WELCOME CENTERS IN MICHIGAN

YESM!CH!GAN



● WELCOME CENTER SYMBOL

