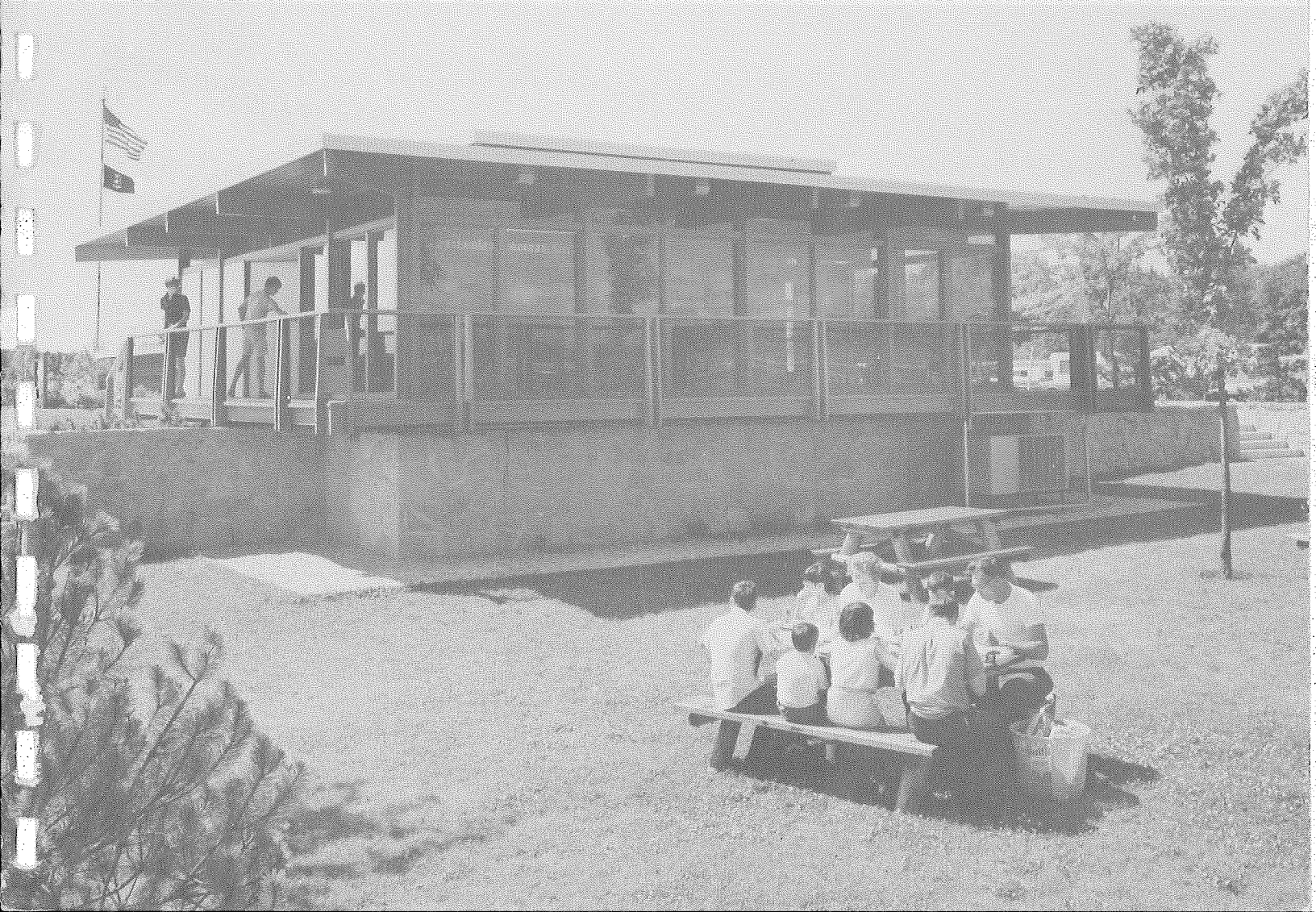


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THE TOURIST IN MID-MICHIGAN

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An Addendum to
"TOURIST TRAVEL
IN MICHIGAN-1964"



THE TOURIST IN MID-MICHIGAN

An Addendum to
"TOURIST TRAVEL
IN MICHIGAN-1964"

MICHIGAN DEPARTMENT
OF STATE HIGHWAYS

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Management Services Division
Tourist Information Services
Lansing, Michigan 48926



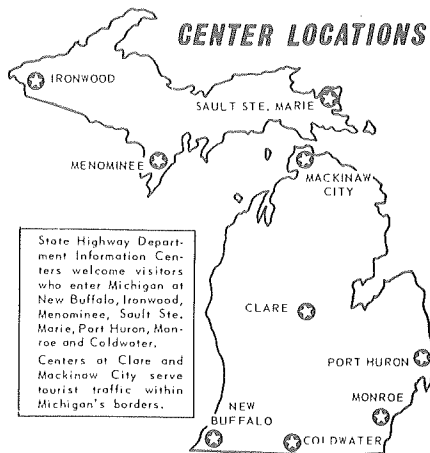
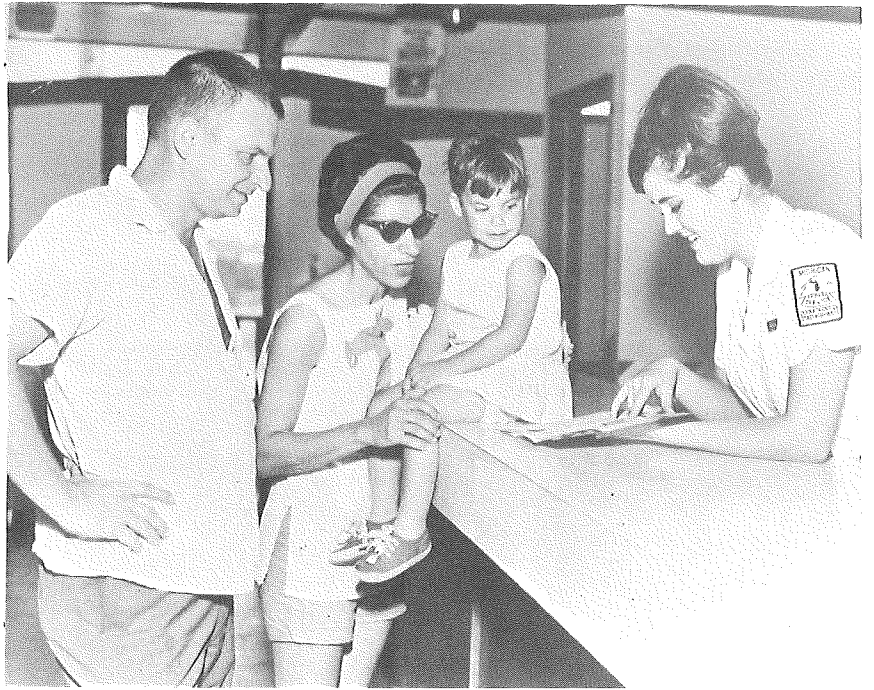
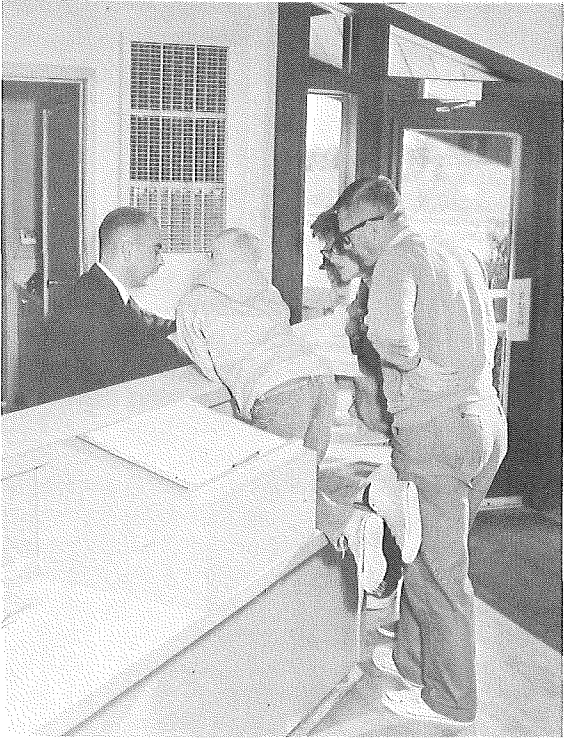
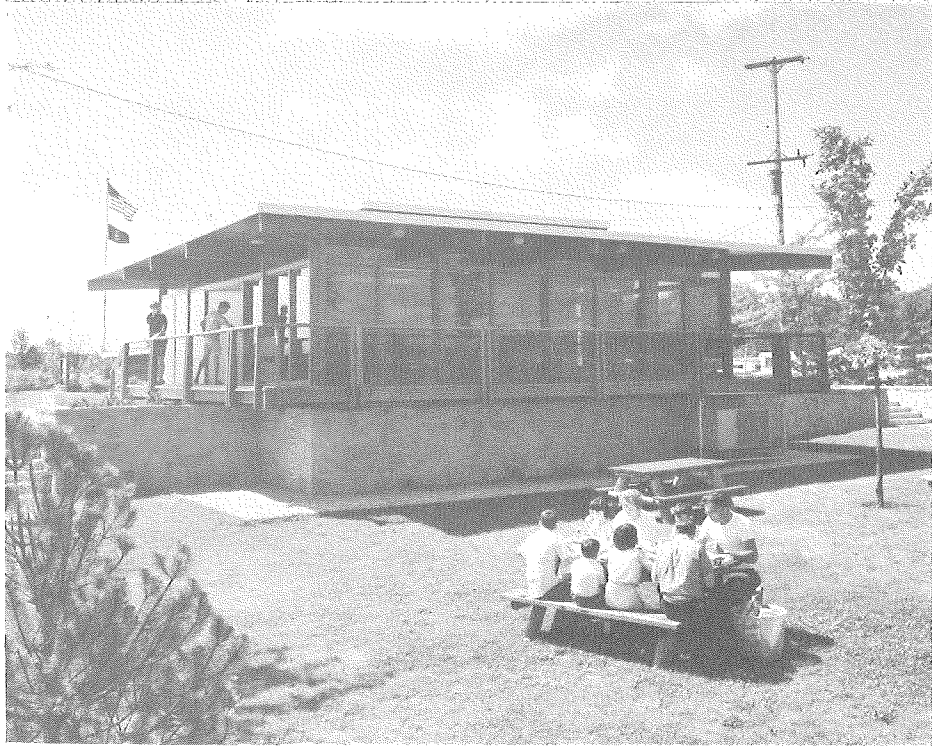


PHOTO CREDITS

Cover

Peter Brown, Clare

Illustrations

Michigan Tourist Council

Michigan Department of State Highways

Michigan Department of Natural Resources

Purpose of this Report

This report attempts to demonstrate that the characteristics of tourists in Michigan are relatively stable over a period of time.

How long this period of time might be, whether one year or five years, cannot be measured here, since this report covers only the period between August, 1964, and August, 1966. The differences between the figures quoted for 1964 and 1966 are so small that they are more likely to represent normal variations than measureable trends.

Figures quoted in this report are relative only to the particular samples used and are not relative to any other samples, except perhaps in the areas of vital statistics (age, education, income and occupation) or personal characteristics (reactions to Michigan tourist attractions, preferences in activities or other individual interests) not likely to be affected by the location at which the samples were taken.

The report does demonstrate that successive annual samples of tourists in Michigan, taken at the same location, at the same times in successive years, and utilizing similar questionnaires, produce similar data.

A secondary purpose is to present some comparative data on characteristics of tourists in the Spring and Fall seasons, which were not included in the 1964 report, and information in new areas such as location of overnight stays, car occupancy, distribution of trip expenses and preferences for recreational activities at home, which was not obtained until 1966.

The report suggests that tourists arrive at certain Michigan destinations from year to year in approximate proportions from the same origins, at the same time of year and with the same preferences in accommodations, purposes of trip and recreational activities.

These tourists, whatever their origins, may be expected to fall into age, education, family income and occupation groups very similar to those of the corresponding period of the preceding year.



Data on other characteristics, such as size of party, number of children in party, length of stay in Michigan and length of trip in miles may be expected to duplicate the data of previous surveys.

The report therefore suggests also that organizations or individuals interested in identifying and classifying tourist traffic as it affects the economy of a particular area may conduct annual local surveys at minimum effort with assurance that results will be consistent, and eventually, predictable.

The personal characteristics of some millions of tourists who visit Michigan, more than 80 percent of whom live within a limited five-state area of the American Middle West, are not susceptible to rapid change. Accordingly, trends toward changes in the character of tourism in Michigan may be governed most by economic and social phenomena such as economic recession or expansion, extension or linking of Interstate highways to provide easier access to Michigan, or creation of new, widely-publicized Michigan tourist attractions.

Assuming a certain stability in the characteristics of tourists, including tourist spending, which at present appears to be in the neighborhood of one billion dollars a year in the State of Michigan, increases in the annual dollar volume of tourism logically must be linked with increases in tourist numbers.

Since numbers of tourists and dollar volume of tourist spending can be measured in various ways, as by traffic counts and increases above normal in use tax collections, hopefully there may be developed soon some simple index that will measure accurately the impact of tourism on Michigan's economy.

Data in this report are offered as a contribution to that effort.

Purpose of the 1966 Survey

The Michigan Department of State Highways in 1964 undertook a survey of tourist travel in Michigan, beginning March 1, 1964, and ending December 31, 1964. Results of this survey, as tabulated from 5,000 questionnaires filled out and returned by tourists after they had completed their trips, were published in a 148-page report titled "Tourist Travel in Michigan--1964".

Questionnaires had been sent by mail to tourists who had signed their names and addresses in Guest Register books displayed at the Department's Travel Information Centers at the borders of the state, and at the centrally-located Centers at Mackinaw City and Clare.

With some forethought, the largest sample, nearly 1,100 records, was collected at the Clare Travel Information Center, located on US-27 just north of its junction with US-10 near the town of Clare, and midway on the main north-south tourist route through Lower Michigan.

This central location in Lower Michigan was considered to be the one least influenced by commercial travel, by one-day users of picnic facilities and by cross-state, non-stop travelers.

Records obtained from tourists who had stopped at the Clare Information Center for maps, travel counsel and tourist literature were believed to be most representative of the touring family groups far enough from their origins to be planning overnight stays in Michigan, and of the Michigan families who at this location made up two-thirds of tourist traffic.

Furthermore, the Clare Travel Information Center is located in a heavily-used freeway rest area in the median between the northbound and southbound lanes of US-27, and is accessible to traffic moving in either direction.

In 1964, the Clare Center operated in temporary facilities from August 19 to September 7, during which time it was visited by 45,500 tourists, and the 1,100 records used in the 1964 survey were taken.

In 1966, to duplicate the sample taken at Clare in 1964, Guest Register books were displayed at the Clare Center, by then housed in a permanent building, during the last three weeks of August and into September, until returned questionnaires provided a 1966 sample approximately equal to the 1964 sample.

Returned questionnaires were then coded, using the same codes as in 1964, and the information was keypunched and transferred to a computer program, just as had been done in 1964.

The result was two sets of data, for the years 1964 and 1966, collected at the same place, in the same way, at the height of the tourist season, and coded and processed by identical techniques.

It might be taken for granted that the products of two parallel surveys might be the same, but in a many-faceted field such as tourism, impressions arising from even a minor study should be supported by some visible evidence.

Differences in some areas between the 1964 and 1966 survey data arise from minor changes in the 1966 questionnaire intended to produce more accurate reporting. Frequency of trip was changed from First-Second-Annual in Michigan to First-Annual-One of Several each Year when it became apparent that two-thirds of Michigan tourist parties made more than one trip each year.

Reporting of expenses was expanded from a statement of a lump sum to categories of accommodations, meals, transportation, recreation and shopping, in the belief that many small expenses were being overlooked and forgotten after the trip had been completed.

The list of occupations was revised to be more suitable for respondents who filled out their own questionnaires and classified their own occupations rather than having occupations assigned to them by trained and experienced interviewers. While the 1966 list of occupations may not be "standard", it eliminated a good many repairmen and machine operators who formerly had listed themselves as "technissions" (their spelling) and some salaried administrators and clerks who regarded their occupations as "professional".

Basic information on origin, destination, purpose of trip, number of nights spent in Michigan, miles driven in Michigan and information on age, education and family income was obtained from identical questions in both surveys.

New information from the 1966 survey, on day and hour trip began, member of party having the greatest influence on choice of destination, location of overnight accommodations, length of annual paid vacation, type of family recreation enjoyed at home and destination of possible future vacation trips also is presented in this report. No comparison with other years is yet possible.

To facilitate reference, the order in which information is presented here follows the order of inquiries in the 1966 questionnaire. Because all figures quoted are taken from a particular sample, of limited size, generalized comments are held to a minimum.

Center Number _____
Survey Number _____
Register Date _____

TOURIST INFORMATION SERVICES

Form 2250 B
(Rev. 7/66)

MICHIGAN DEPARTMENT OF STATE HIGHWAYS

Travel Information Service Survey

We sincerely hope that you enjoyed your Michigan trip and that the Highway Department Travel 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.

Though you may be a Michigan resident, you qualify as a tourist if you stayed overnight away from your home community, and we value your suggestions. Thank you for your participation.

WHERE did you start your trip? TOLEDO (Your home city) OHIO (Your home state)

WHAT was your DESTINATION? LOVELLS (SIDE TRIP To MACKINAC ISLAND)
(Farthest point in Michigan) (Farthest point in U.S. or Canada)

WHAT was the CHIEF PURPOSE of your travel in Michigan? Check ONE.

- | | |
|--|--|
| <input type="checkbox"/> Crossing Michigan to Canada | <input type="checkbox"/> Travel for business in Michigan |
| <input type="checkbox"/> Crossing Michigan to another state | <input type="checkbox"/> Manufacturers or sales convention |
| <input type="checkbox"/> Making circle tour around one of the Great Lakes | <input type="checkbox"/> Church, club or social convention |
| <input type="checkbox"/> Touring to view the scenery | <input type="checkbox"/> To make a major purchase in Michigan (new car, cottage, farm, boat) |
| <input type="checkbox"/> Touring to visit public attractions (Museums, zoos, etc.) | <input type="checkbox"/> Visiting resort town or resort area |
| <input type="checkbox"/> Fishing <input type="checkbox"/> Hunting | <input type="checkbox"/> Visiting a large Michigan city |
| <input type="checkbox"/> Visiting friends or relatives who live in Michigan | <input type="checkbox"/> Water sports |
| | <input checked="" type="checkbox"/> Other (please specify) <u>GET AWAY FROM PEOPLE</u> |

HOW MANY NIGHTS did you spend in Michigan? 21 nights. Longest stay in one place? 8 nights

HOW MANY PERSONS WERE IN YOUR PARTY? 2 Adults (over 18) 2 Children (under 18)

HOW MANY MILES did you drive in Michigan? 1200 miles. Whole trip 1200 miles

On what day of the week did this trip begin? FRIDAY At what hour? 6 P.M.

WHO most influenced destination or purpose of this trip? Wife Children Husband Other

WHAT SINGLE ACTIVITY such as swimming, visiting historic sites, etc. did you enjoy most? _____

Do you receive an annual paid vacation of 3 weeks? Did you spend all of it on this one trip? YES

What does your family group do together at home for recreation? SKATING, HIKING, PICNICKING, SWIMMING, GARDENING, STAR GAZING, BIRD WATCHING

Is this your FIRST TRIP in Michigan? _____ One of several each year
First Annual

In what other states or country would you like to vacation? ALL Why? LIKE TO TRAVEL

HOW MUCH MONEY did you spend IN MICHIGAN?

Unless you kept a record, it's hard to remember all expenditures, but a close estimate of costs is important to studies of Michigan's billion-dollar tourist industry. The items suggested under each heading below may remind you of others. Try to list them in the proper categories. Use a scratch pad for adding small amounts. See how much you can remember about your trip, and don't overlook items charged on credit cards.

ACCOMMODATIONS \$ 12.00

Campground fees and State park admissions, cottage rent, motel or hotel bills, phone calls for reservations, trailer parking, trailer rental.

MEALS AND GROCERIES \$ 150.00

Restaurant meals and tips, groceries purchased before or during trip, ice, stove gas, pop and candy, milk, coffee crackers and cheese, fruit, hot dogs, popcorn, potato chips, ice cream.

TRANSPORTATION \$ 40.00

Bridge tolls, gas, oil, tires, repairs and parts, including credit card purchases, parking, car wash, car ferry fees, extra insurance.

RECREATION \$ 100.00

Tickets for boat or train rides, admissions to theatres, museums, State parks for day use, rental for boat or equipment, beer and liquor, gasoline for boat, fishing license, bait, fees for golf, bowling, dune rides, etc.

RETAIL SHOPPING \$ 30.00

Souvenirs, postcards, stamps, clothing, sunglasses, cosmetics, sporting goods, film, antiques, rocks, religious goods, toys, newspapers and magazines, medicines, china, glass.

OTHER EXPENDITURE FOR _____

WHERE DID YOU STAY in Michigan?

Use the columns below to show what accommodations you used and the number of nights spent in each type.

Use the map on the opposite page to show the locations of your overnight stays and how many nights you spent in each location.

Motel or hotel	<u>0</u>	nights
Camped in a tent	<u>4</u>	
trailer	<u>0</u>	
vehicle camper	<u>0</u>	
in a State park	<u>4</u>	
State forest	<u>0</u>	
National forest	<u>0</u>	
Municipal campground	<u>0</u>	
Commercial campground	<u>0</u>	
Resort hotel (meals included)	<u>0</u>	
Home of friends or relatives	<u>9</u>	
Your own cottage	<u>0</u>	
Rented cottage	<u>0</u>	
Other accommodation <u>FRIENDS COTTAGE</u>	<u>8</u>	

IF YOU DON'T MIND answering the questions below, your anonymous replies will be of great assistance 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 X \$6,000 to \$9,999

 \$3,000 to \$5,999 Over \$10,000

Head of Household

Age 38

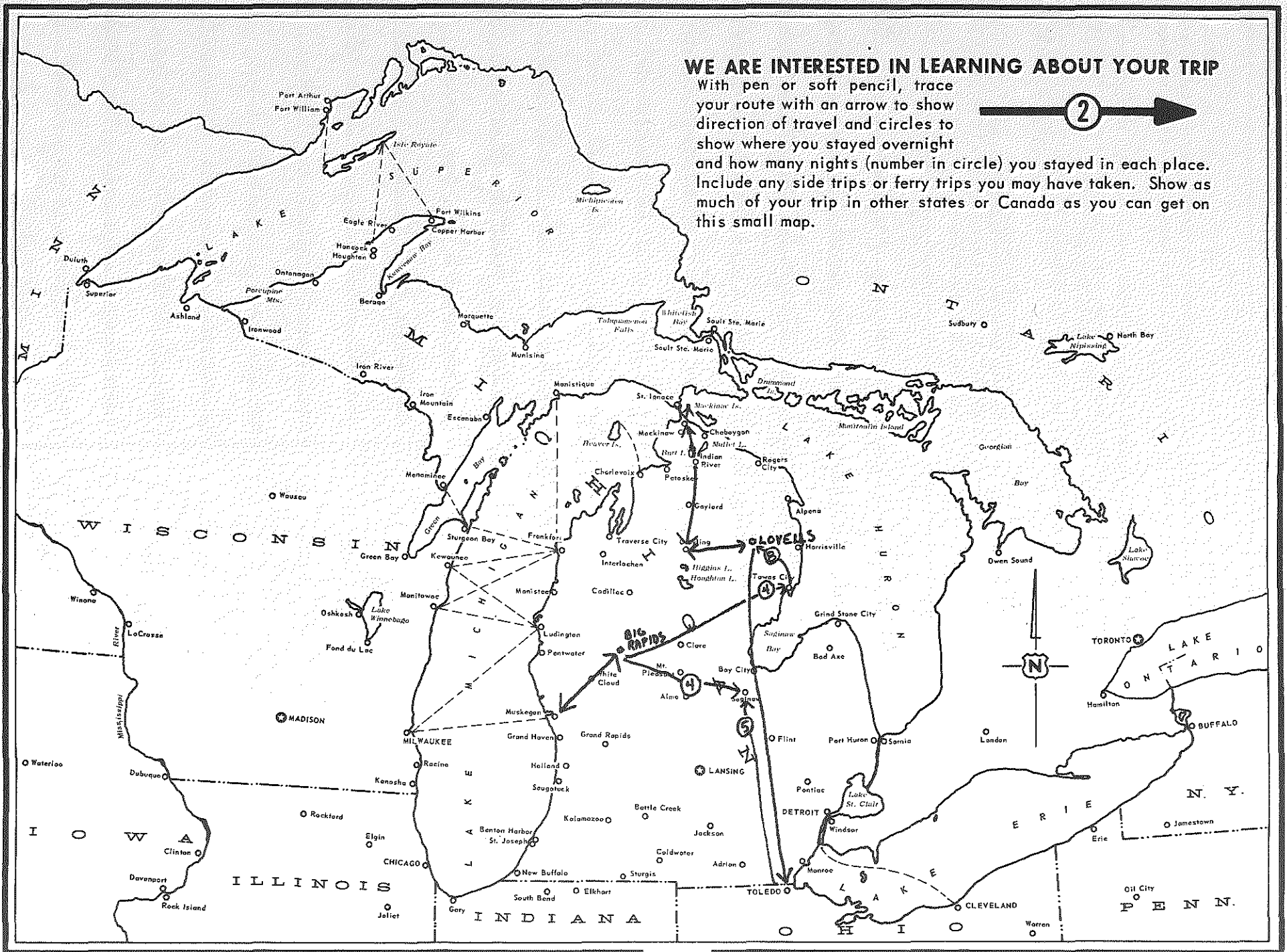
Years of school completed (8,12,16) 17

Occupation

- Professional (non-salaried)
- Manager, official, owner (except farm)
- Office worker, retail salesperson
- Craftsman, foreman
- Factory machine operator
- Farmer, farm worker
- Retired
- Fireman, policeman, plant guard
- Educator
- Other REPORTER

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 SUGGESTIONS for improvement of the Tourist Information Service, and your comments on the planning, construction and maintenance of Michigan state highways, state highway roadside parks, picnic table sites and freeway rest areas, have been very helpful to the departments involved in the improvement of their services to you.

Please use the space below to tell us what you think of Michigan's roads, parks, beaches, tourist attractions, motels and restaurants, the Mackinac bridge, national forest and state park campground fees or anything else that impressed you, either favorably or unfavorably, during your travel in Michigan.

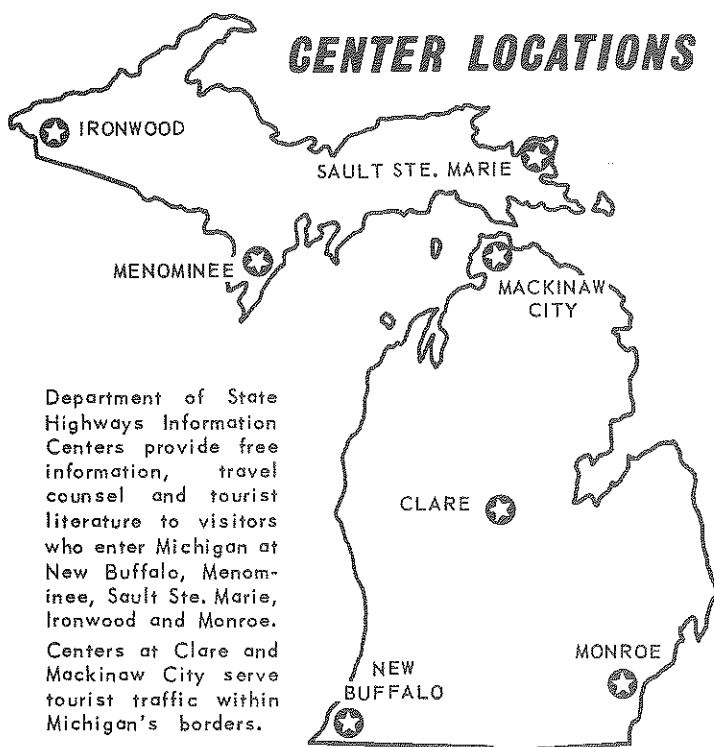
Thank you for your interest in helping us to improve our service to all travelers.

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

My wife and I are natives of Michigan and are probably prejudiced in its favor. Michigan roads are excellent and the park system, in our opinion, is the best to be found anywhere. Our only complaint about the parks is that they are generally too crowded. Because of the crowding we will probably spend more time in the forest campgrounds on future vacations. We highly endorse the park and campground fees since this enables us, as non-residents, to contribute something towards the facilities we regularly use. The Mackinac

Bridge is a great convenience but we wish a few car ferries could be put back in service for leisurely trips. Some of our favorite spots in Michigan are the Seney Wildlife refuge, Keweenaw Peninsula, Marquette (for its restaurants), the Indian River Inn at Topisabee the Frankfort area (for scenery) East Tawas (for swimming) the Leaviston Area (for solitude).

GENTER LOCATIONS



Department of State Highways Information Centers provide free information, travel counsel and tourist literature to visitors who enter Michigan at New Buffalo, Menominee, Sault Ste. Marie, Ironwood and Monroe. Centers at Clare and Mackinaw City serve tourist traffic within Michigan's borders.

Credits and Acknowledgments

To accumulate and present the material contained in this report required the effort of a number of State Highway Department technicians in various fields.

Acknowledgment of meritorious service should go to technicians of the Traffic and Safety Division, directed by H. H. Cooper, who installed and maintained the traffic recorders at the Clare location, and who analyzed and tabulated their recordings.

Further acknowledgment should go to the supervisors and personnel of the Clare Travel Information Center, who collected some thousands of signatures and addresses of tourists in Guest Registers, and to clerical personnel of the Tourist Information Service who kept records of visitor counts.

This report, as was the previous report "Tourist Travel in Michigan--1964" to which it is an addendum, was written by Curtis H. Boos of the Public Information Section, under the supervision of Ray Miller, Manager of Information Services for the Department of State Highways. Credit for assistance in determining its purpose should be shared with many interested persons, among them Dr. David Milstein of Michigan State University, Aurey Strohpaul, member of the Michigan Tourist Council, and William Fucik of the Michigan Office of Planning Coordination, all of whom suggested new avenues of inquiry.

Finally, appreciation for the design and makeup of this report should go to the talent of Joan Sheldon of the Graphic Design Section, Michigan Department of State Highways.

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Origins

Origins of All Tourists at Clare

Figures quoted below are relative only to the two particular samples taken at Clare in the months of August, 1964 and 1966, and may or may not approximate the results of samples taken at Clare by other means or at other times. Percentages quoted, however, are strikingly parallel, and variances may be due entirely to random error.

	1964	1966
Michigan	70.1%	63.0%
Adjoining states	21.7	23.2

Ohio	13.7	14.3
Indiana	4.6	5.0
Illinois	2.7	2.9
Wisconsin	0.7	1.0

Pennsylvania	1.4	2.1
Minnesota	0.4	1.1
New York	0.7	1.0
Maryland	0.3	0.8
New Jersey	0.4	0.8
California	0.6	0.4
Florida	0.6	0.4

	<u>96.2%</u>	<u>92.8%</u>
--	--------------	--------------

Canada	1.6	3.3
--------	-----	-----

All other origins	2.2	3.9
-------------------	-----	-----

	<u>100.0%</u>	<u>100.0%</u>
--	---------------	---------------

**Origin by Michigan County
of Michigan Resident Tourists**

It would be a safe generalization to conclude that more than half, probably two-thirds and possibly three-fourths of tourists in the particular location of this survey have their origins in a few counties of southern Lower Michigan.

In both 1964 and 1966, nearly one-third of these were residents of Detroit or surrounding communities in Wayne County.

Most of the remainder, in close proportions for the two years and in close relation to the populations of the counties of origin, were residents of the cities of Pontiac, Flint, Saginaw, Lansing, Ann Arbor, Battle Creek, Kalamazoo or Grand Rapids, all of which are located near Interstate freeways.

The combination of a public attraction such as the Mackinac Bridge, a population center as large as Detroit and a connecting freeway naturally generates tourist traffic in volumes.

More than half of Michigan resident tourists encountered at Clare had their origins in the 13 Michigan counties listed here.

County	County Population as a percentage of State Population	1964	1966
Wayne	34%	29%	32%
Oakland	9.0	6.0	6.5
Ingham	2.7	6.0	5.3
Genesee	4.7	4.9	5.0
Saginaw	2.4	2.1	2.3
Jackson	1.6	1.3	2.0
Kent	3.6	1.6	1.7
Calhoun	1.7	1.0	1.6
Macomb	5.1	1.2	1.6
Lenawee	0.9	0.4	1.4
Shiawassee	0.6	1.1	1.2
Washtenaw	0.2	1.6	1.1
Kalamazoo	0.2	1.0	0.4
		<hr/> 57.2%	<hr/> 62.1%

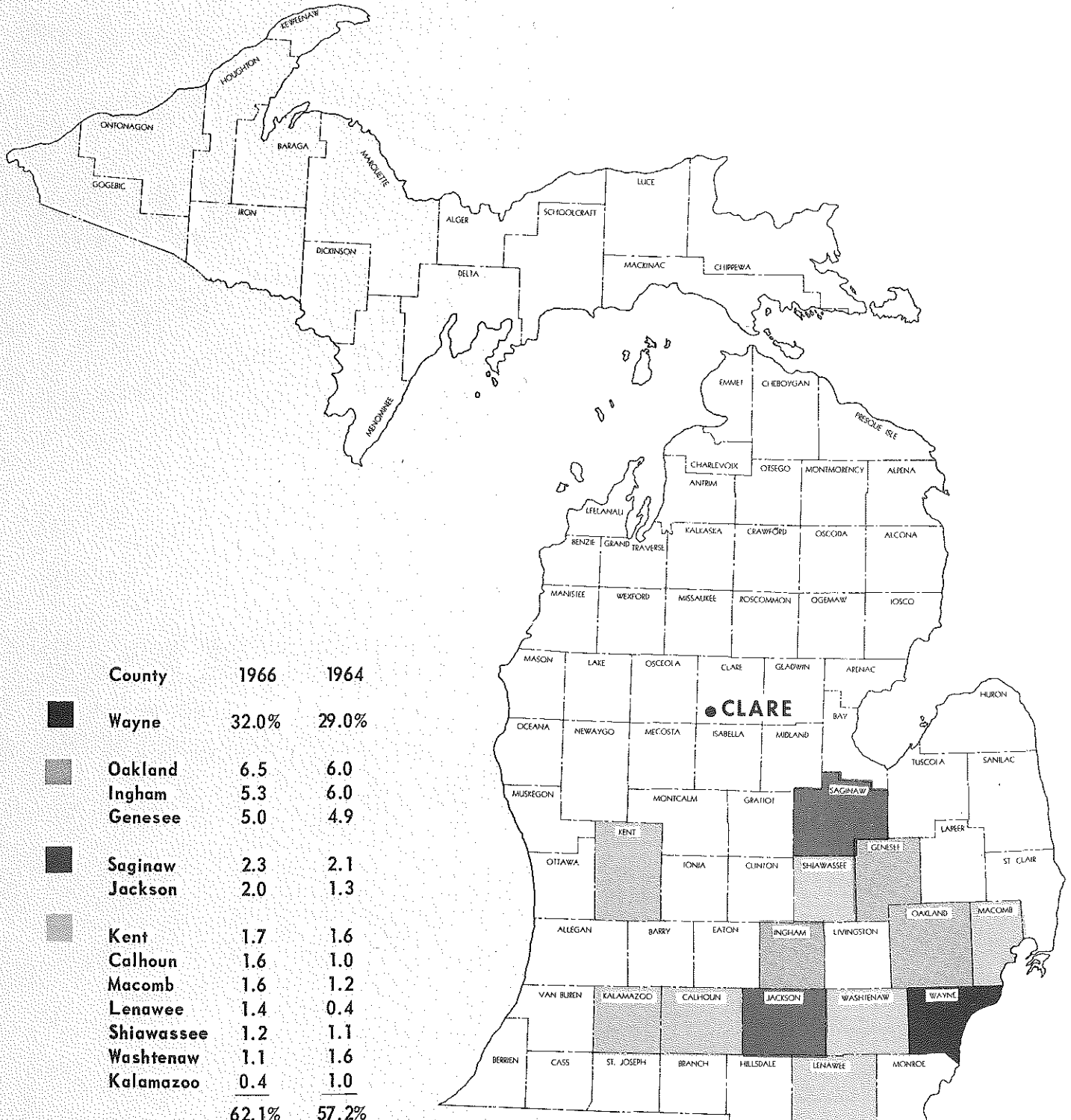
Of 83 Michigan counties, the number represented in each sample was: 54 49

Number of questionnaires returned in each sample was: 769 670

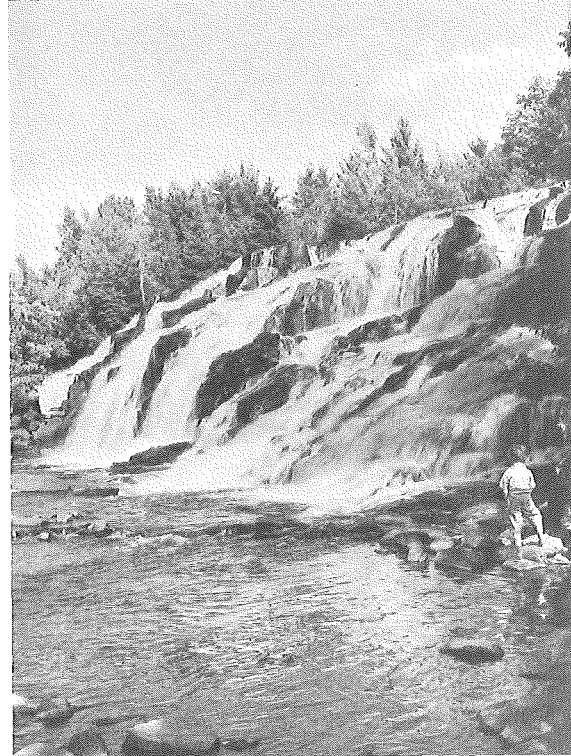
Origins by County

of Michigan Resident Tourists

Sampled on US-27 at Clare



Destinations



Farthest Point Reached in Michigan

An arbitrary solution to the problem of assigning a destination to a tourist party traveling in a circle was to place it in a county farthest from the point of origin in Michigan or place of entry into Michigan.

The procedure has some drawbacks, chiefly that of an accumulation of destinations at points of exit from the state such as Sault Ste. Marie, Port Huron, Detroit, New Buffalo, Menominee and Ironwood, and at natural turnback points such as Mackinaw City and the Keweenaw peninsula.

Whatever its demerits, the system was used in both the 1964 and 1966 surveys, and a comparison of destinations by Michigan county for both Michigan resident and non-Michigan tourist parties combined, shows similarities too frequent to be coincidental.

County	Attraction	1964	1966
Chippewa	Exit to Canada; Soo locks	23.1%	23.2%
Cheboygan	Mackinac Bridge; Mackinac Island; Mackinaw City	14.1	15.2
Keweenaw	Scenery; natural turnback	3.6	6.1
Roscommon	Houghton Lake resort area	5.8	4.3
Gogebic	Exit from state on US-2	5.4	4.5
Luce	Tahquamenon Falls	5.3	4.5
Charlevoix	Lake Michigan shoreline	2.7	3.7
Otsego	State parks and campgrounds	3.8	2.0
Grand Traverse	Water sports; scenery; concentrated motel development	3.8	2.3
		<hr/> 67.6%	<hr/> 65.8%



Other Michigan counties listed as destinations by at least one percent of tourists in both 1964 and 1966 are:

County	1964	1966
Alger	1.4%	3.2%
Antrim	2.7	1.5
Berrien	1.0	---
Crawford	1.9	2.4
Emmet	2.6	2.7
Iron	---	1.5
Leelanau	1.5	1.5
Mackinac	2.1	2.3
Marquette	2.4	---
Menominee	2.3	1.5
Ontonagon	1.0	1.8
Wayne	1.4	2.4
	<u>20.3%</u>	<u>20.8%</u>

In rounded figures, two-thirds of tourists in both years named as destinations the nine counties in the first of the two preceding lists.

Seven of eight tourists in both years named as destinations the 21 counties appearing in the combined lists.

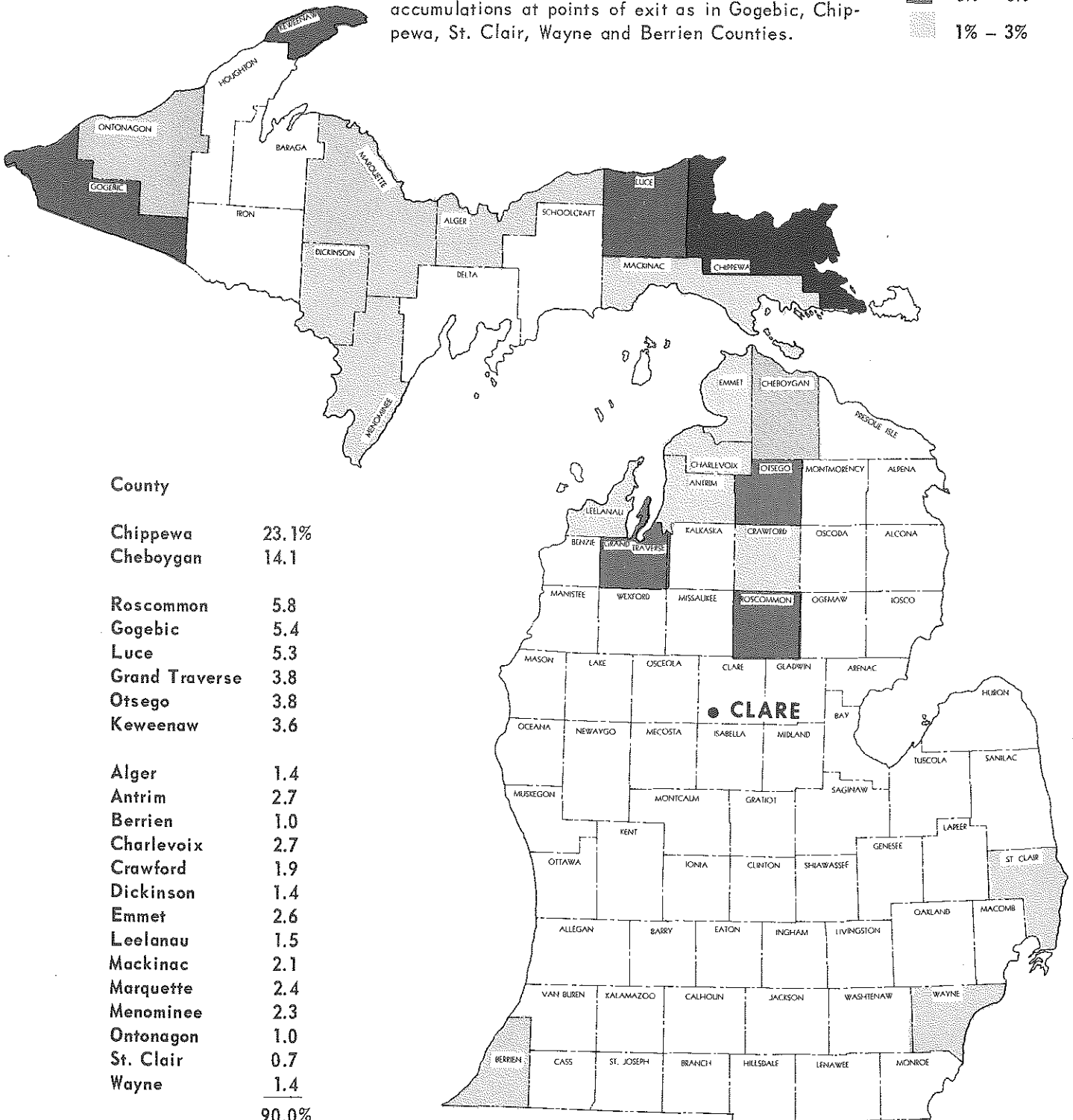
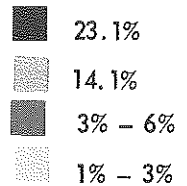
The distribution of destinations is significant only to this report, since samples taken at other locations or at other times of the year might be different.

The significance lies in the repetition of the distribution.

Destinations - 1964

Farthest Point Reached in Michigan

This map shows 22 counties named as destinations, or farthest point reached in Michigan, by 1% or more of 1,089 tourist parties sampled at Clare in 1964. They account for 90% of all destinations named in a total of 49 counties. Allowance should be made for accumulations at points of exit as in Gogebic, Chippewa, St. Clair, Wayne and Berrien Counties.

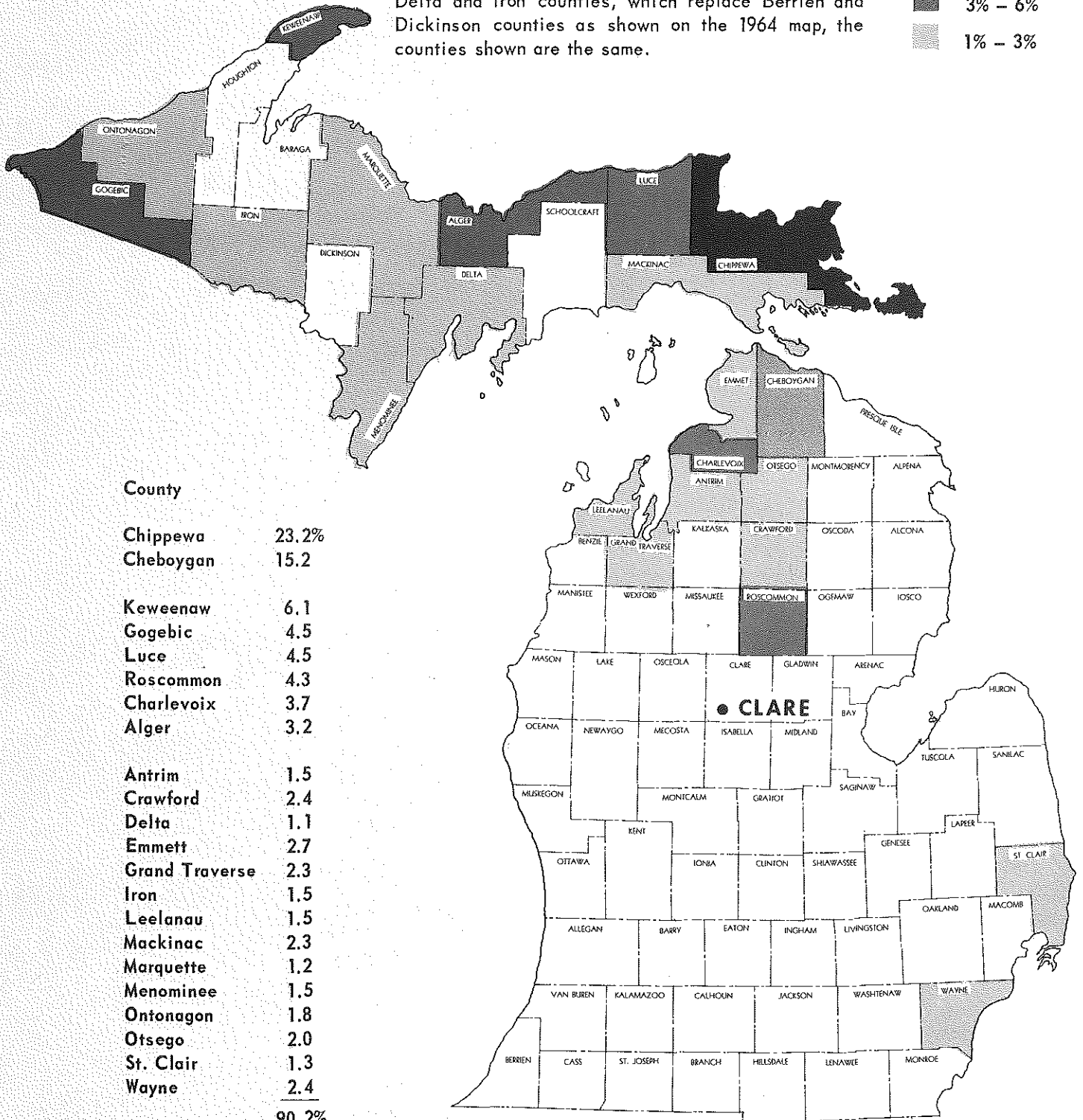
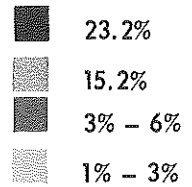


County	Percentage
Chippewa	23.1%
Cheboygan	14.1
Roscommon	5.8
Gogebic	5.4
Luce	5.3
Grand Traverse	3.8
Otsego	3.8
Keweenaw	3.6
Alger	1.4
Antrim	2.7
Berrien	1.0
Charlevoix	2.7
Crawford	1.9
Dickinson	1.4
Emmet	2.6
Leelanau	1.5
Mackinac	2.1
Marquette	2.4
Menominee	2.3
Ontonagon	1.0
St. Clair	0.7
Wayne	1.4
Total	90.0%

Destinations - 1966

Farthest Point Reached in Michigan

This map shows 22 counties named as destinations by 1% or more of 1,062 tourist parties sampled at Clare in 1966. They account for 90% of all destinations named in a total of 50 counties. Excepting Delta and Iron counties, which replace Berrien and Dickinson counties as shown on the 1964 map, the counties shown are the same.



County	Percentage
Chippewa	23.2%
Cheboygan	15.2
Keweenaw	6.1
Gogebic	4.5
Luce	4.5
Roscommon	4.3
Charlevoix	3.7
Alger	3.2
Antrim	1.5
Crawford	2.4
Delta	1.1
Emmett	2.7
Grand Traverse	2.3
Iron	1.5
Leelanau	1.5
Mackinac	2.3
Marquette	1.2
Menominee	1.5
Ontonagon	1.8
Otsego	2.0
St. Clair	1.3
Wayne	2.4
Total	90.2%



Destination by County as a Product of Overnight Camps

Maps on the following two pages show the frequency by county of overnight stays by camping parties of Michigan resident and non-Michigan camping parties.

For the purpose of this study, the term "camp" is defined as a stay of at least one night. If the length of stay in each locality were known for all parties, "camp" could be defined as one overnight stay, and a stay of two nights could be termed two "camps".

However, the data are not sufficiently complete in this survey to produce a reliable index, and the maps therefore show only the relative frequencies of overnight stops in certain counties by one percent or more of camping parties.

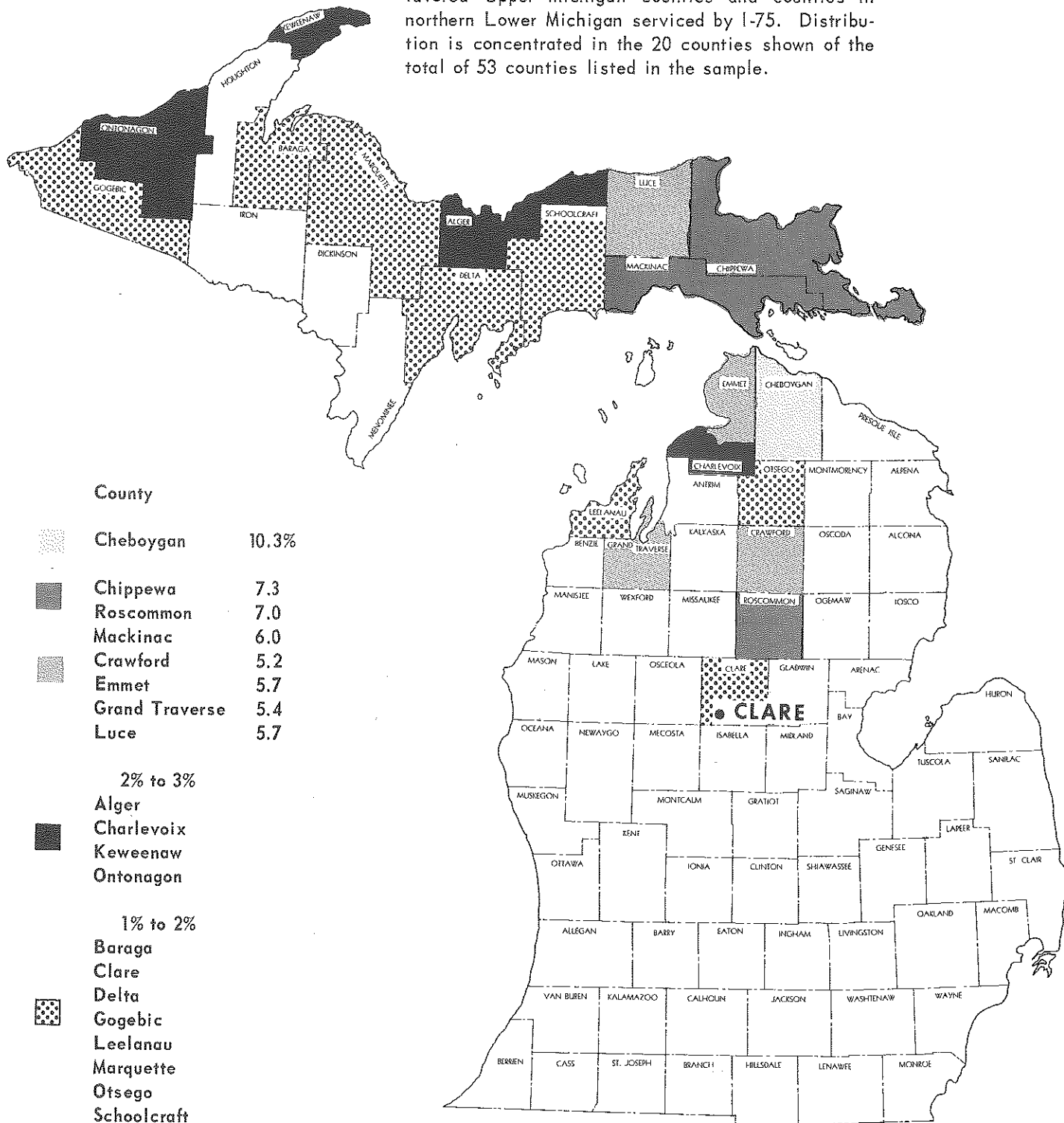
Totals used in compiling data are totals of camps, not totals of camping parties, since many campers made several overnight stops in up to a half-dozen counties.

Since all camping parties must have passed through Clare in order to be included in this survey, the frequencies for southern counties in the non-Michigan map result from camps made either before or after the Clare contact, and not from short trips over the Michigan-Ohio or Michigan-Indiana borders.

Michigan Resident Camps - 1966

Locations of Overnight Stays

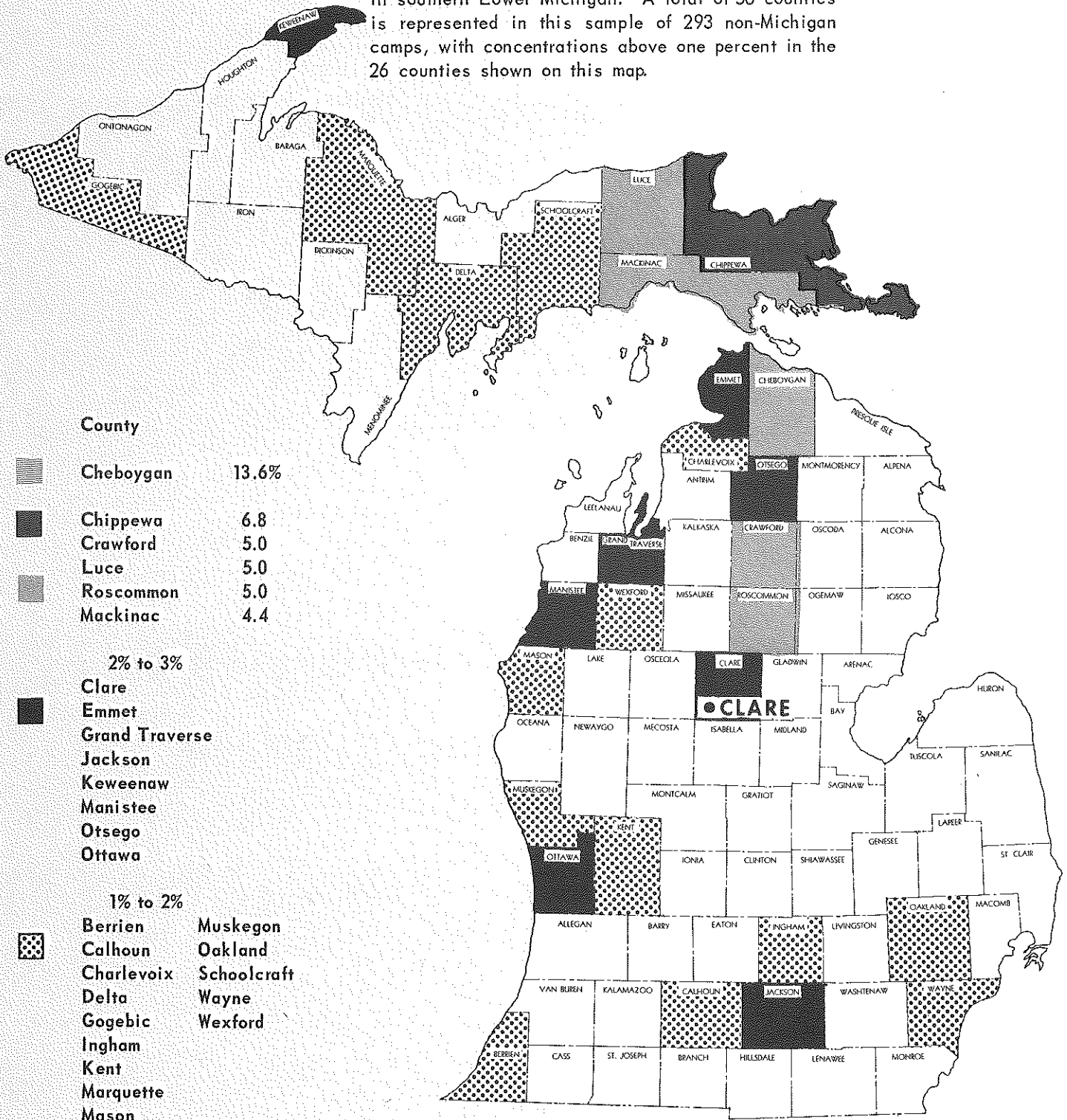
Frequency by county of Michigan camps without reference to length of stay by one percent or more of 437 Michigan campers. Michigan campers, originating for the most part in southeastern Michigan, favored Upper Michigan counties and counties in northern Lower Michigan serviced by I-75. Distribution is concentrated in the 20 counties shown of the total of 53 counties listed in the sample.



Non-Michigan Camps - 1966

Locations of Overnight Stays

Frequency by county of non-Michigan camps without reference to length of stay. One percent or more of non-Michigan parties camped in most of the counties favored by Michigan campers, plus a dozen counties in southern Lower Michigan. A total of 56 counties is represented in this sample of 293 non-Michigan camps, with concentrations above one percent in the 26 counties shown on this map.





Destination by County as a Product of Motel Registrations

The term "motel registrations" is used here, rather than "motel nights" or "party nights" because this discussion is concerned only with the geographical distribution of overnight stays by Michigan resident and non-Michigan motel patrons in August, 1966.

Since average length of stay in one place for the type of motel patron encountered in this survey is only 1.7 nights, each registration is treated as one unit.

Plotting each overnight stay as a destination eliminates the accumulation of destinations in certain border counties that results when destination is defined as the farthest point reached in Michigan. It also gives a better indication of where touring parties spend the most time, and presumably, the most money.

On the average 150-mile day's drive, the touring party might cross five counties without spending anything, but at or near the location of the overnight stop would incur expenditures for dinner, breakfast, lodging, and most probably, gasoline and shopping.

Maps on the following pages illustrate the sample distribution of Michigan resident and non-Michigan motel registrations by county in August, 1966. No comparable data are available for 1964.

Considering the large proportion of origins in or near Detroit, and the limitation of a route passing through Clare, the motel registrations of Michigan resident parties are well distributed throughout the state.

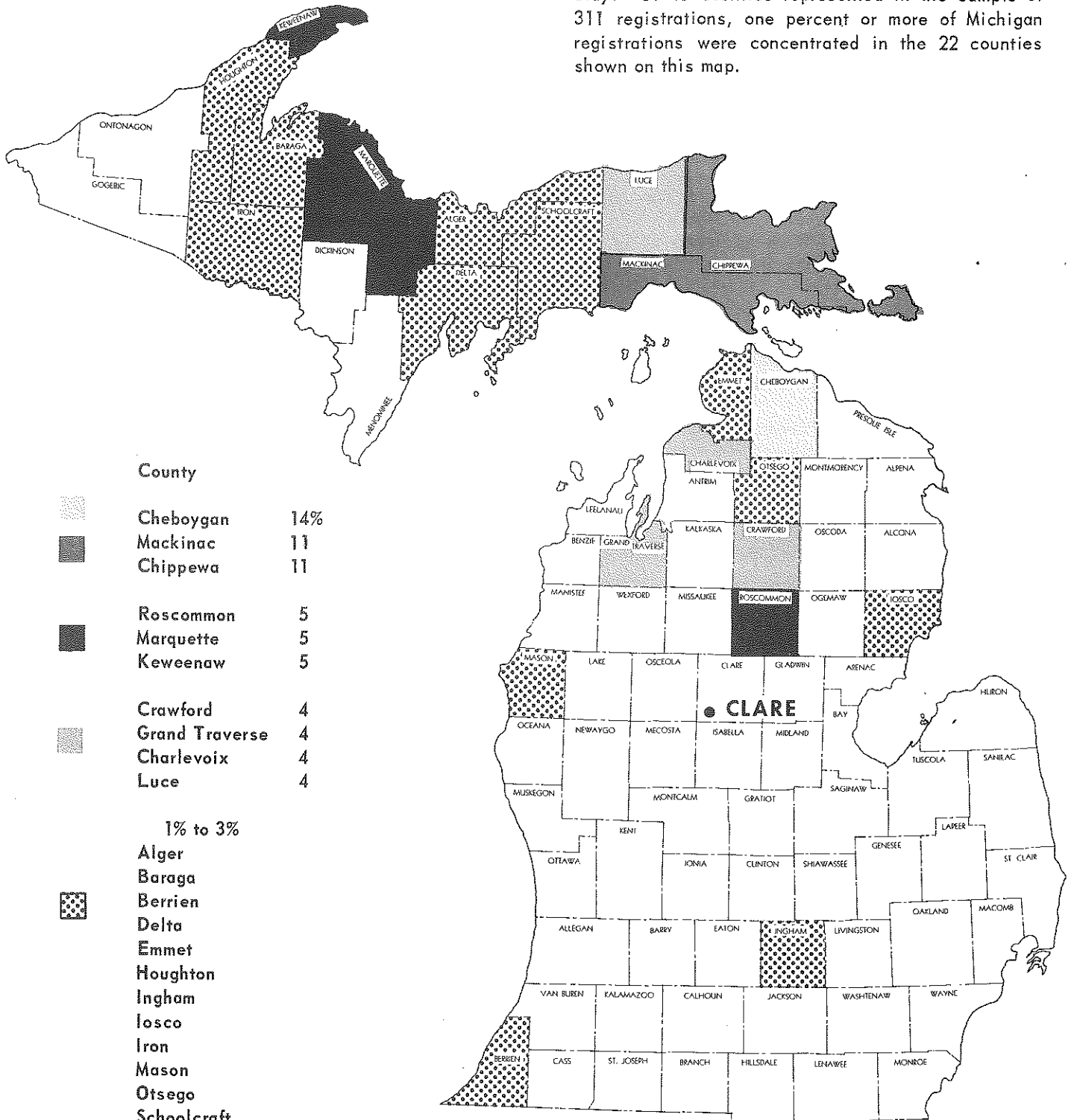
In contrast, non-Michigan motel registrations are concentrated largely in the more scenic counties of the Upper Peninsula. In the Lower Peninsula, registrations are concentrated chiefly in those counties traversed by Interstate freeways I-75 and I-94 and by Michigan freeway US-27.

Unlike the non-Michigan camper, the non-Michigan motel patron did very little wandering from the freeway route.

Michigan Resident Motel Registrations - 1966

Locations of Overnight Stays

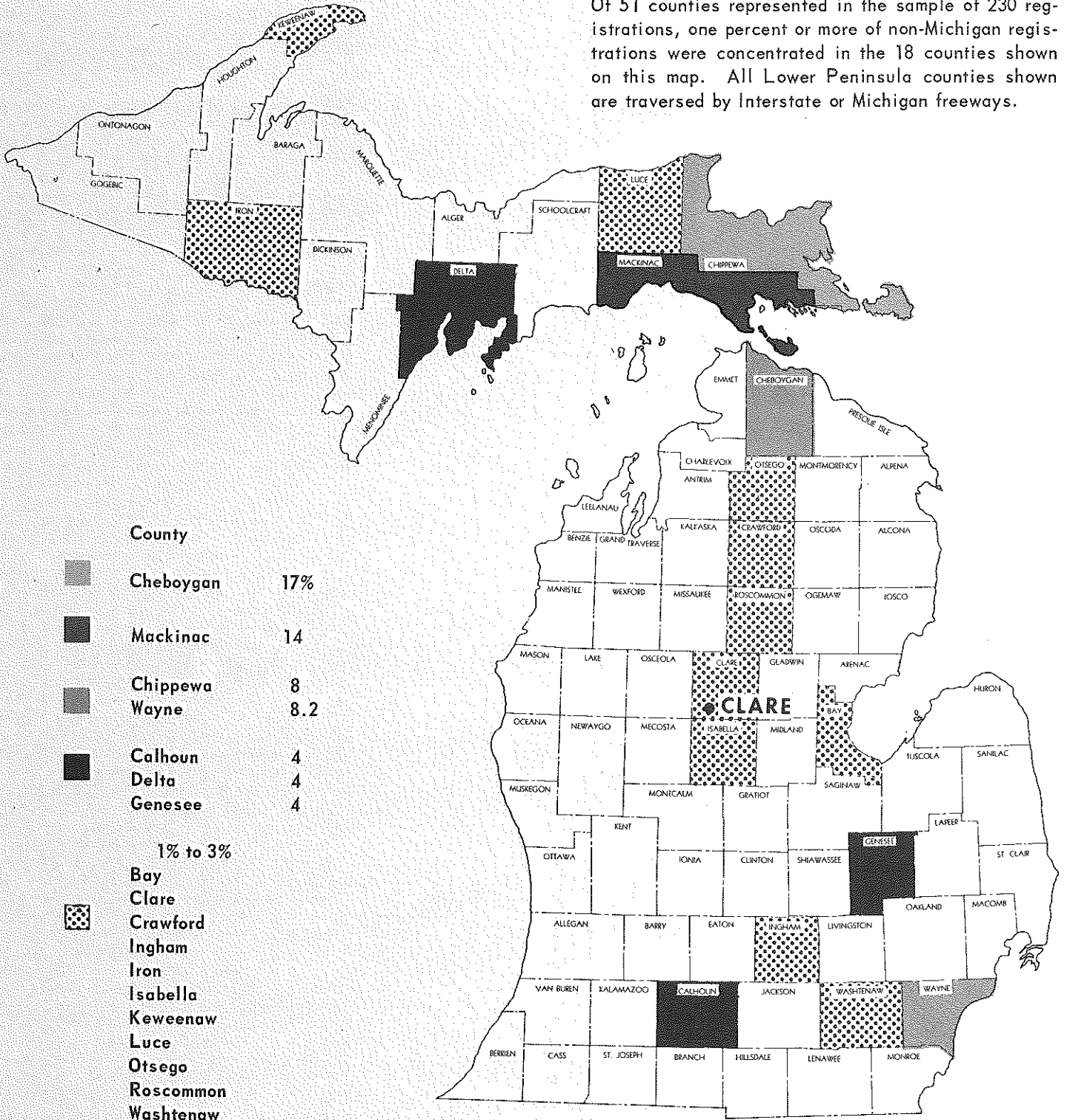
Frequency by county of motel registrations by Michigan resident parties without reference to length of stay. Of 46 counties represented in the sample of 311 registrations, one percent or more of Michigan registrations were concentrated in the 22 counties shown on this map.



Non-Michigan Motel Registrations - 1966

Locations of Overnight Stays

Frequency by county of motel registrations by non-Michigan parties without reference to length of stay. Of 51 counties represented in the sample of 230 registrations, one percent or more of non-Michigan registrations were concentrated in the 18 counties shown on this map. All Lower Peninsula counties shown are traversed by Interstate or Michigan freeways.



Purpose of Trip

Comparison of 1964 and 1966 Samples

To reduce the likelihood of variations, the list of purposes of trip in the 1964 questionnaire, detailed as it was, was retained in the 1966 questionnaire, except for eliminating "Winter Sports".

What differences appear in the distribution, noticeable chiefly in "Touring to View the Scenery," "Touring to Visit Public Attractions", and "Visiting a Resort Town," may be attributed to the interpretations of the coders, when more than one purpose of trip was checked on the questionnaire.

However, when percentages for these three purposes of trip are added together, they total 53 percent for 1964 and 60 percent for 1966.

Other categories, such as "Fishing", "Visiting Friends and Relatives" and "Travel for Business", which are simple and definite, compare well.

Coding of a trip as a "Circle Tour" when the route traced on the map followed a rather erratic course, may also have been subject to interpretation by coders.

CATEGORIES OF PURPOSES OF TRIP		1964	1966
● ONE-WAY TRIPS			
Crossing Michigan to Canada		5.3%	2.8%
Crossing Michigan to another state		2.4	1.3
Making circle tour around one of the Great Lakes		<u>4.5</u>	<u>7.0</u>
		12.2	11.1
● SIGHTSEEING			
Touring to view the scenery		30.1	39.3
Touring to visit public attractions		<u>6.8</u>	<u>14.8</u>
		36.9	54.1
● WATER-ORIENTED ACTIVITIES			
Fishing		10.6	8.4
Water sports		<u>3.7</u>	<u>2.7</u>
		14.3	11.1
● VISITING FRIENDS OR RELATIVES			
		13.1	12.4
● TRAVEL FOR BUSINESS OR CONVENTIONS			
Travel for business in Michigan		1.6	1.4
Manufacturers or sales convention		0.6	0.1
Church, club or social convention		0.8	1.7
To make a major purchase in Michigan		1.6	0.1
Visiting resort town or resort area		16.0	6.4
Visiting a large Michigan city		<u>0.1</u>	<u>0.1</u>
		20.7	9.8
● PERSONAL BUSINESS			
		1.9	0.5
● HONEYMOON			
		<u>0.3</u>	<u>0.3</u>
Totals		99.4%	99.3%

Lest the foregoing figures, which apply to specific samples, be taken too literally, it should be pointed out here that purpose of trip may vary with the location at which the sample is taken, and also with the season of the year.

The following table compares percentages for the principal purposes of trip in the August, 1964 sample with those in the Spring, Summer and Fall samples taken statewide in the same 1964 survey.



PURPOSE OF TRIP-1964	Clare	Statewide		
	August	Spring	Summer	Fall
Crossing Michigan to Canada, to another state, or circle tour (three purposes combined)	12.2%	18.5%	34.6%	23.0%
Circle tours only	4.5	9.2	12.2	5.8
Touring to view scenery, and public attractions (two purposes combined)	36.9	31.6	34.6	36.1
Visiting friends or relatives	12.4	20.0	11.8	20.5
Fishing	10.6	3.6	3.1	3.9
Travel for business	1.6	7.8	2.9	4.5
Water sports	3.7	0.2	2.0	0.0

Spring, in the table above, is defined as March, April and May. Summer is defined as June, July and August. Fall is defined as September, October, November and December.

Seasonal differences can be noted in the cross-state and circle tour categories, which are higher in Summer months, and in the visiting friends and travel for business categories, which are proportionately lower in Summer months.

Differences resulting from the location of the sample are expressed in lower percentages for cross-state travel and circle tours at Clare, because Clare is not on the usual route of the circle-tour traveler, and in higher percentages at Clare for tourists interested in fishing and water sports.

Other seasonal differences will be noted later in size of party, number of children and age groups of heads of parties.

Length of Stay



Number of Nights Spent in Michigan

Defining a tourist as a person traveling for recreation who remains overnight away from his home community must necessarily disqualify numbers of tourists who cross Michigan in a single day or who make extended one-day trips over the Michigan freeway system.

In the Clare samples, these one-day tourists are not the typical day-users of state parks, or family groups on a Sunday afternoon drive. A record of ten cross-state trips by non-Michigan parties who did not stay overnight in Michigan shows an average trip length of 404 miles. Fifteen one-day trips by Michigan parties had an average length of 421 miles, the shortest being a round trip of 180 miles.

For the record, the percentages of Michigan and non-Michigan parties without overnight stays, in a statewide survey in 1964 and in the 1966 survey are Clare are:

	Michigan	Non-Michigan
Statewide survey, 1964	9%	9%
Clare survey, 1966	2.4	2.9



Average Length of Stay in Nights

Although length of stay for individual parties is influenced by purpose of trip and choice of accommodation, average length of stay in nights for 686 Michigan and 302 non-Michigan parties in 1964, and 668 Michigan and 363 non-Michigan parties in 1966 was:

	1964	1966
Michigan	5.8 nights	5.7 nights
Non-Michigan	5.5	5.7

CAMPERS

Average length of stay in nights for campers was:

Michigan	7.0	7.0
Non-Michigan	5.7	6.8

MOTEL PATRONS

Average length of stay in nights for motel patrons was:

Michigan	3.8	3.3
Non-Michigan	3.0	3.3

Distribution of Length of Stay

Expressed in percentages, the proportions of Michigan and non-Michigan parties who spent definite periods of time on their trips are fairly consistent in three surveys.

	CLARE 1964		CLARE 1966		STATEWIDE 1964	
	Mich.	Non-Mich.	Mich.	Non-Mich.	Mich.	Non-Mich.
1-2 nights	26%	30%	25%	25%	22%	33%
3-6 nights	44	40	39	42	42	38
7-13 nights	<u>20</u> 90%	<u>21</u> 91%	<u>27</u> 91%	<u>25</u> 92%	<u>21</u> 85%	<u>14</u> 85%

Totals show that stays of 1-13 nights account for the visits of more than 90 percent of both Michigan resident and non-Michigan tourists at Clare.

The lists below permit more detailed comparison of lengths of stay in two samples from Clare.

Nights in Michigan	CLARE 1964		CLARE 1966	
	Michigan	Non-Michigan	Michigan	Non-Michigan
1	10.0%	10.2%	08.3%	08.8%
2	16.3	20.2	16.3	16.0
3	15.6	15.9	11.8	11.0
4	10.0	10.0	12.2	10.4
5	09.6	07.6	06.7	11.0
6	08.4	06.2	07.9	09.3
7	06.8	06.6	12.2	11.0
8	04.2	04.3	07.0	05.5
9	02.4	01.3	03.4	01.9
10	02.3	04.6	02.6	03.3
11	00.8	01.6	00.6	02.7
12	02.3	00.3	00.6	00.8
13	01.6	02.0	01.0	00.5

Lengths of stay beyond 13 nights are widely scattered, and occur mostly among cottage-owners, cottage renters and campers.

Again, totals represent 90 percent or more of all tourists, whether Michigan or non-Michigan, and the distribution of lengths of stay apparently has no relation to origin.

Size of Party

Number of Persons per Car

Comparisons of almost equal samples at Clare--1,089 for 1964 and 1,062 for 1966--indicates an increase in size of party in 1966 for both Michigan and non-Michigan tourists.

	1964	1966
Adults	2.3	2.3
Children	<u>1.5</u>	<u>1.7</u>
	3.8	4.0

The increase apparently is due to an increase in the number of children under the age of 18 and to an increase in the number of camping parties, which have a higher proportion of children.

Campers			
		1964	1966
Michigan			
	Adults	2.4	2.2
	Children	<u>2.1</u>	<u>2.4</u>
		4.5	4.6
Non-Michigan			
	Adults	2.3	2.2
	Children	<u>1.8</u>	<u>2.2</u>
		4.1	4.4
Percent Children			
	Michigan	46%	52%
	Non-Michigan	44%	50%

Motel Patrons			
		1964	1966
Michigan			
	Adults	2.27	2.32
	Children	<u>1.23</u>	<u>1.27</u>
		3.50	3.59
Non-Michigan			
	Adults	2.34	2.25
	Children	<u>0.80</u>	<u>1.06</u>
		3.14	3.31
Percent Children			
	Michigan	35%	35%
	Non-Michigan	25%	32%

Distributions of Car Occupancy

Tables that follow illustrate the combinations of car occupancy for adults and children in 246 Michigan and 121 non-Michigan camping parties and 197 Michigan and 139 non-Michigan parties staying in motels. All samples were taken at Clare in 1966.

Occupancies range from one to six adults and from 0 to nine children. Averages illustrate again the curious similarities between Michigan and non-Michigan touring parties.

Numbers in tables indicate numbers of parties in various combinations of adults and children.

Michigan Campers

Number of Children	0	1	2	3	4	5	6	7	8	9
Number of Adults										
1		2	3	2						
2	33	25	38	38	26	17	11	3	1	2
3	8	7	4	2	1	2			1	
4	11	1	2		1	1				
5		1								
6	1			1				1		
Percent of Total	23%	15%	19%	17%	11%	8%	4%	1%	1%	1%

Percent of parties that include children--77%

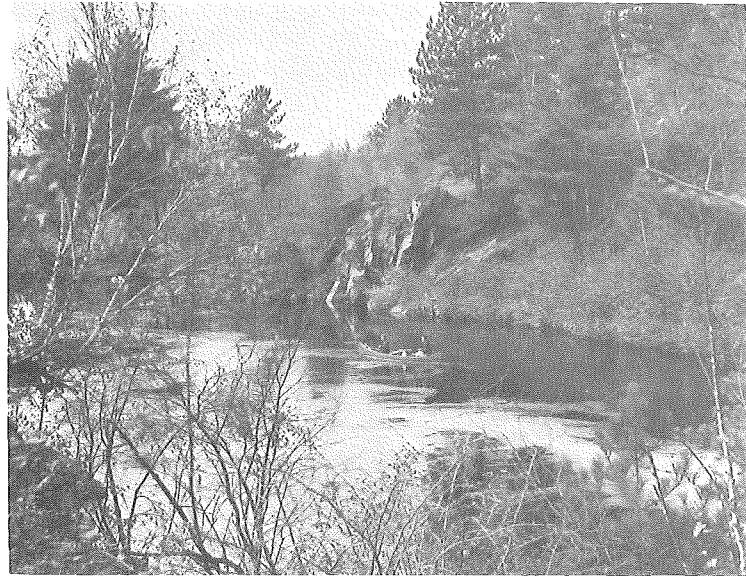
Average number of children in parties including children--3.1

Non-Michigan Campers

Number of Children	0	1	2	3	4	5	6	7	8	9
Number of Adults										
1	2	1								
2	22	11	25	15	14	6	6		1	
3	4	3		3						
4	1	2		3	1					
5										
6					1					
Percent of Total	24%	14%	21%	17%	13%	5%	5%		1%	

Percent of parties that include children--76%

Average number of children in parties including children--2.9



Michigan Motel Patrons

Number of Children	0	1	2	3	4	5	6	
Number of Adults								
1	1	2	4	1	1			-04.5%
2	74	17	24	16	7	8		-74.1%
3	7	6	4	3	1			-10.6%
4	14	1	2	1				-09.1%
5	2			1				-01.5%

Percent of Total 49% 13% 17% 11% 5% 5%

Percent of parties that include children--50%

Average number of children in parties including children--2.4

Non-Michigan Motel Patrons

Number of Children	0	1	2	3	4	5	6	
Number of Adults								
1			1				1	-01.4%
2	53	10	22	16	9	1		-80.0%
3	5	4	4					-09.3%
4	9	1		2				-08.6%
5					1			-00.7%

Percent of Total 48% 10% 20% 13% 7% 1% 1%

Percent of parties that include children--52%

Average number of children in parties including children--2.4

Lodging

Choice of Accommodation

To consider camping as a choice of accommodation rather than a purpose of trip may have some logic. The increase in camping demonstrated in the comparisons that follow is achieved at the expense of most other types of lodging.

Size of samples--1,007 for 1964 and 1,031 for 1966--are approximately equal and sufficient in size to be reliable.

	1964		1966	
	Michigan	Non-Michigan	Michigan	Non-Michigan
Campers	29%	21%	37%	34%
Motel	27	43	30	38
Relatives	15	19	13	14
Cottage renters	15	10	12	10
Cottage owners	9	3	4	2
Resort, etc.	3	1	3	1
	<u>98%</u>	<u>97%</u>	<u>99%</u>	<u>99%</u>

Choice of Equipment by Campers

A shift from the economical tent to the larger and more comfortable travel trailer also is evident in a comparison of 277 campers in 1964 and 369 campers in 1966.

	1964		1966	
	Michigan	Non-Michigan	Michigan	Non-Michigan
Tent	50%	42%	41%	28%
Travel trailer	35	31	41	54
Camper on pickup	15	27	18	18
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

Campers

Origins of Non-Michigan Campers at Clare

The majority of Michigan resident campers encountered on US-27 at Clare obviously would have their origins in the Detroit metropolitan area and in counties adjacent to it. Samples taken on other highways at other locations would show somewhat different distributions.

However, successive samples taken at Clare among non-Michigan campers show some consistency in distribution.

Origins of Non-Michigan Campers

State of Origin	1964	1966
Ohio	53.7%	45.1%
Indiana	13.4	16.1
Illinois	9.0	12.1
	<u>76.1%</u>	<u>73.3%</u>

Origins of the remaining one-fourth of non-Michigan campers are very widely distributed, illustrating both the use of trailers and pickup campers for extensive trips covering many states, and the character of the camper encountered at Clare as one who camps while traveling rather than one who travels to a specific campground for an extended stay in one place.

The characteristic of camping while traveling is noted in the stay in one place of about three and one-half days in an average trip duration in Michigan of about one week.

Average Number of Miles in Michigan	1964	1966
Michigan	935	944
Non-Michigan	870	938

Miles per Night in Michigan

Michigan	131	135
Non-Michigan	150*	138

* The number "150", representing miles per night for non-Michigan campers, probably represents a sampling error resulting from a small sample or respondents who listed the mileage for their whole trips, including mileage in other states. The apparent error is not large, but a figure of 130-plus would be more in order.

Average mileage per night spent in Michigan for all tourists, regardless of choice of accommodation, or purpose of trip, from survey data of 1963, 1964 and 1966 is as follows:

	Statewide Survey		Clare	
	1963	1964	1964	1966
Michigan	148	150	143	150
Non-Michigan	137	145	152	145

The consistency of average daily mileage probably is related to the condition of Michigan highways, the geography of Michigan, the number of hours of daylight in August, and other factors affecting campers. Data on motel patrons does not show as much agreement.

Other characteristics of Michigan and non-Michigan campers that follow, taken from a sample of 192 in 1964 and 329 in 1966, are reasonably consistent, in spite of probable sampling errors. With only minor exceptions, the figures that follow show that the Michigan camper is indistinguishable from the non-Michigan camper.

	1964	1966
● Nights Spent in Michigan		
Michigan	7.1 nights	6.6 nights
Non-Michigan	5.8	6.5
● Nights Spent in One Place		
Michigan	4.7	4.0
Non-Michigan	3.3	3.6
● Number of Persons in Party		
Michigan	4.5	4.6
Non-Michigan	4.1	4.4
● Adults		
Michigan	2.4	2.2
Non-Michigan	2.3	2.2
● Children		
Michigan	2.1	2.4
Non-Michigan	1.8	2.2
● Cost of Trip in Michigan		
Michigan	\$119	\$136
Non-Michigan	\$106	\$135
● Cost per Party per Night		
Michigan	\$17.00	\$19.41
Non-Michigan	\$18.60	\$20.00
● Cost per Person per Night		
Michigan	\$ 3.70	\$ 4.11
Non-Michigan	\$ 4.50	\$ 4.54

Motel Patrons

The motel patron encountered at Clare is more mobile than his fellow traveler, the camper. Although his average total trip mileage is less than the camper's, because he is driving north only to see the Soo Locks, or south to visit Detroit, he covers more miles between stops and stays in one place less than half as long as the camper.

A table listing the characteristics of the motel patron shows other contrasts between him and the camper. Data is from a sample at Clare of 200 Michigan and 120 Non-Michigan parties.

	1964	1966
Nights Spent in Michigan		
Michigan	3.8 nights	3.4 nights
Non-Michigan	3.0	3.3
Nights Spent in One Place		
Michigan	1.7	1.7
Non-Michigan	1.7	1.7
Number of Persons in Party		
Michigan	3.5	3.6
Non-Michigan	3.1	3.3
Adults		
Michigan	2.3	2.3
Non-Michigan	2.3	2.2
Children		
Michigan	1.2	1.3
Non-Michigan	0.8	1.1
Cost of Trip in Michigan		
Michigan	\$137	\$140
Non-Michigan	\$116	\$155
Cost per Party per Night		
Michigan	\$ 36	\$ 42
Non-Michigan	\$ 38	\$ 47
Cost per Person per Night		
Michigan	\$ 10	\$ 12
Non-Michigan	\$ 12	\$ 14
Average Number of Miles in Michigan		
Michigan	1,002	852
Non-Michigan	789	770
Miles per Night in Michigan		
Michigan	260	270
Non-Michigan	252	234

The apparent increase in cost of trip for non-Michigan parties from 1964 to 1966 may result from the improved method of reporting expenses in the 1966 questionnaire, although it is not apparent in cost of trip reported by Michigan residents.

In any event, none of the figures quoted so far in this report should be taken literally, or as representative of samples of tourists taken at other locations or at other times of the year.

Accumulation of parallel data in the future should have a leveling effect. At present, it would seem that the Michigan resident tourist, staying in motels, spends about 15¢ for each mile he drives in Michigan, and the non-Michigan tourist, 20¢.

Day and Hour Trip Began

An inquiry in 1964 revealed that about as many tourists began their trips on Monday as on Friday, and that only about one-third of tourists began their trips on Saturday or Sunday.

A renewal of this inquiry in 1966 revealed that not only was the preference for starting on Monday present in about the same proportion, but that both Michigan and non-Michigan tourists showed about the same preference for starting on certain days of the week.

Furthermore, the hour of starting, which was added in the 1966 questionnaire, showed about the same distribution for Michigan and non-Michigan parties.

The result of tabulations was two rather large tables, only the totals of which are shown here.

Day on Which Trip Began — 1966

	Michigan	Non-Michigan
Sunday	14.5%	16.2%
Monday	15.4	15.1
Tuesday	11.1	7.5
Wednesday	9.1	9.6
Thursday	6.8	8.4
Friday	18.0	16.2
Saturday	25.0	26.7
	<u>99.9%</u>	<u>99.7%</u>

Hour on Which Trip Began — 1966

	Michigan	Non-Michigan
Midnight	0.0%	0.9%
1 a.m.	0.0	0.6
2	0.1	0.6
3	0.4	0.6
4	1.8	3.5
5	3.0	5.0
6	9.1	12.7
7	13.4	12.1
8	15.0	13.9
9	13.4	13.3
10	10.5	6.8
11	6.0	5.0
Noon	8.3	6.8
1 p.m.	5.0	3.0
2	2.9	3.5
3	3.0	2.0
4	2.7	2.3
5	2.1	1.7
6	1.8	1.7
7	0.6	1.1
8	0.0	0.3
9	0.1	0.3
10	0.0	0.9
11	0.3	0.6

It can be noted in the foregoing columns that more than half of both Michigan and non-Michigan tourists start their trips between 6 a.m. and 10 a.m. Time of start, if given as 6:30 or 7:30, was coded 6 or 7.

The sample size—646 Michigan and 338 non-Michigan replies—and the reasonably close relationship between favored starting times, are evidence of some reliability.

If there is some practical application to be made from a knowledge of the favored starting times of tourist parties, it might depend on whether the knowledge is expressed as:

“More than half of tourists start their trips between 6 a.m. and 10 a.m.”, or

“Only half of tourists start their trips between 6 a.m. and 10 a.m.”

Influence on Destination

The question "Who most influenced destination or purpose of this trip?" was intended to show that the concern of parents for the entertainment of their children or for improving the knowledge of their children, is an element in their choice of destination or purpose of trip.

The question should have been more direct. Most of the respondents who answered it, indicated that the choice of destination or purpose of trip was a joint decision shared equally by husband and wife, and sometimes by the children in the party.

With no evidence to support the claim, this report still maintains that most recreational trips undertaken by family groups to historic sites, museums, local attractions or areas of scenic beauty are influenced by the desire of parents to add to the knowledge and experiences of their children.

Activities Enjoyed During Trip - 1966

"What single activity such as swimming, visiting historic sites, etc., did you enjoy most?"

In the lists below, about one party in five considers the act of driving a car on an Interstate Freeway or a scenic highway as the most enjoyable activity of the trip. Picnicking, a prime activity at home, is far down the list.

Activity	Michigan	Non-Michigan
Taking scenic drives	20.5%	18.4%
Visiting historic sites	19.4	31.1
Swimming	16.3	10.5
Visiting local attraction	10.8	14.1
Boating, canoeing	09.1	03.6
Fishing	08.5	07.5
Camping	07.2	05.8
Hiking	02.2	01.4
Climbing sand dunes, walking on beach	02.1	01.4
Rock hunting	00.7	01.8
Golfing	00.7	00.0
Excursion boat ride, ferry trip	00.9	03.2
Picnicking	00.5	00.0
Bicycling	00.3	00.3
Shopping	00.1	00.0
Picking berries, fruit, etc.	00.0	00.3
	99.3%	99.4%



The preceding list was taken from a sample of 801 replies—525 Michigan and 276 non-Michigan

Prime Activity by Rank — 1964 and 1966

Although different methods were used in 1964 and 1966 to obtain information on prime activities enjoyed during the trip, the same activities appear in lists for both years.

	1964 Rank		1966 Rank	
	Mich.	Non-Mich.	Mich.	Non-Mich.
Picture-taking	1	1	—	—
Souvenir shopping	3	2	—	—
Visit historic sites	2	3	2	1
Swimming	4	4	3	4
Rock hunting	5	8	—	—
Fishing	6	9	6	5
Excursion boat rides	7	5	—	8
Visiting museums	8	6	—	—
Hiking	9	7	8	—
Taking scenic drives	—	—	1	2
Local attractions	—	—	4	3
Boating, canoeing	—	—	5	7
Camping	—	—	7	6

No particular comparisons are available in the above, but the list of 13 items covers nearly all of the memorable activities mentioned in hundreds of questionnaires. Differences between 1964 and 1966 result from a change in the questionnaire. In 1964, 46 activities were suggested; in 1966, only two, swimming and visiting historic sites, were suggested.

Length of Paid Vacation - 1966

The increased leisure time available to modern tourists is reflected below in the proportion of tourists who receive annual paid vacations of three and four weeks duration. Many of those who claim vacations of five weeks or more are teachers whose yearly contracts call for twelve salary payments for ten months employment.

Sample size is 448 Michigan and 254 non-Michigan.

	Michigan	Non-Michigan
One week	7%	6%
Two weeks	40	36
Three weeks	25	33
Four weeks	25	21
Five weeks or more	3	4
	<hr/> 100%	<hr/> 100%

Did You Spend All of It on This One Trip?

Even those tourists who receive only one week of paid vacation are inclined to spend part of it at home, while those with longer paid vacations divide them into shorter periods in order to take two or more vacations at different times of the year.

	Michigan	Non-Michigan
Spent all of vacation time on this one trip	16%	22%

Tourist comments on this subject are more illuminating than the yes or no answers recorded to the question.

Family-Type Recreation at Home

"What does your family group do together at home for recreation?"

	Michigan	Non-Michigan
Family picnicking and cook-outs, camping on weekends, hiking in parks	21%	23%
Swimming, sailing, water sports	21	24
Roller skating, bowling, ping pong, other indoor games and sports	7	5
Visiting points of interest or local public attractions near home	7	7
Fishing	6	6
Gardening	5	3
Playing "yard games"—volleyball, croquet, tennis, badminton	5	5
Watching television	5	5
Card playing	4	5
Sunday afternoon driving	3	1
Reading	3	1
Attending sports events as spectators	2	3
Skiing, sledding, tobogganing	2	—
Golfing	1	4
Church and civic functions, scouting	1	—
Visiting friends or relatives	1	—
Attending concerts, plays, lectures	1	—
Dancing, square dancing	—	—
	93%	92%

Totals of preceding columns account for more than ninety percent of replies. Sample size is 436 Michigan and 232 non-Michigan.

Other family-type recreation at home included handicrafts and home repairs and improvements, rock collecting, photography, bicycle riding, horseshoe pitching, archery, trampolines and tumbling, shopping center tours, eating at unfamiliar restaurants, berry-picking, Go-Kart racing and crow shooting, among others.

The impression arising from the list of activities and from comments is that of vigorous, active family groups participating together in a variety of indoor and outdoor activities both Winter and Summer, interested in home ownership and maintenance and in domestic and civic projects of many kinds. Significantly, only five percent consider watching television a prime activity important enough to be singled out.

Again, the preferences of Michigan and non-Michigan respondents are similar in proportions.

Frequency of Trip

Is This Your First Trip in Michigan?

Changing the choice of answers from First-Second-Annual in the 1964 questionnaire to First-Annual-One of Several Each Year, upset any opportunity of comparing data on frequency of trip in the two surveys.

Judging from replies in both surveys, the question still is not properly put, but should have been First-Annual-Frequent (one of several each year)—Occasional (one trip every few years).

However, tourist parties on their first trip to Michigan have only one choice, and the size of the samples—831 for 1964 and 966 for 1966—are adequate.

First Trip	1964	1966
Michigan	6%	5%
Non-Michigan	20%	29%

Both Michigan and non-Michigan parties seem to be confused by the terms "Frequent" and "Annual" unless they are specifically spelled out. In any future survey, the question must be more closely defined.

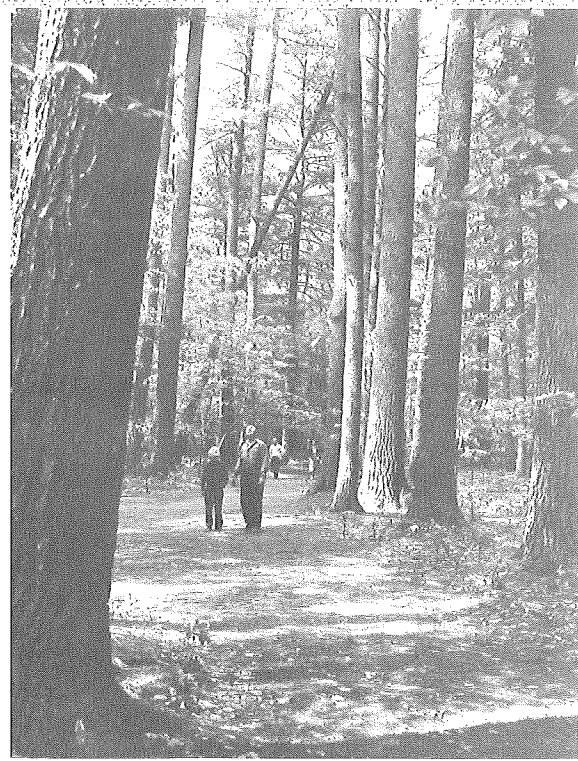
Annual Trip	1964	1966	Frequent (several each year)	1964	1966
Michigan	70%	26%	Michigan	15%	65%
Non-Michigan	41%	20%	Non-Michigan	15%	22%

Two categories of frequency of trip did not appear in both surveys, and are included here in order to bring the totals of columns to 100%

Second Trip	1964	Occasional Trip (one every few years)	1966
Michigan	9%	Michigan	4%
Non-Michigan	24%	Non-Michigan	29%
		100%	100%

"Occasional trip" did not appear in either survey, but was coded from comments volunteered by tourists either on the margins of the questionnaire or in their remarks on the back page. Large numbers of non-Michigan tourists apparently fall in this category, and their numbers may grow as competition between states increases. Data on "the glamour vacation", which follows, may indicate the extent of possible competition.

Hopes and Dreams - 1966



The Glamour Vacation

The question, "In what states or country would you like to vacation?" was intended to measure the attraction of the "ideal" vacation that everyone would like to take if he could afford it, or had sufficient leisure time.

In a sample composed of 470 Michigan and 250 non-Michigan replies, about one-third of both Michigan and non-Michigan tourists expressed the hope or intention of travelling some day in Europe, Canada or Mexico.

More than one-fifth of both samples hoped in the future to visit the western United States to see mountain scenery, and one in ten of both groups named New England as a general area to be visited on future vacations.

Among 34 states specifically mentioned, Colorado, California, Florida, Alaska and Hawaii were most frequently named as destinations for future vacation trips.

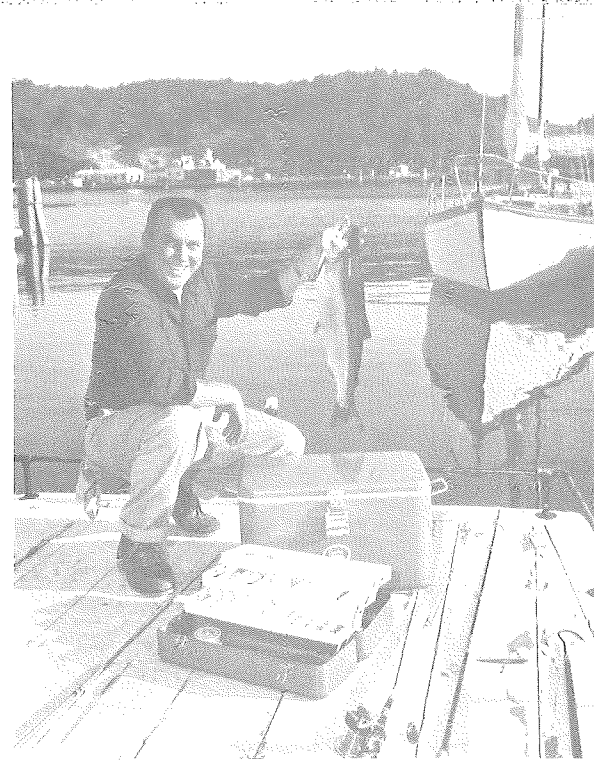
Five percent expressed the hope of visiting Western Europe, Scandinavia or the British Isles.

Although percentages in the columns that follow total more than 100% because of multiple choices, the proportions of Michigan and non-Michigan tourists with the same preferences are very similar.

Preference for Future Vacation Trips

	Michigan	Non-Michigan
Arizona	-*	-
Arkansas	-	-
California	9.5%	9.2%
Colorado	5.7	8.8
Washington D. C.	-	-
Florida	10	8
Georgia	-	-
Idaho	-	-
Iowa	-	-
Kentucky	-	-
Maine	-	-
Massachusetts	-	-
Minnesota	-	-
Missouri	-	-
Montana	-	-
Nebraska	-	-
Nevada	-	-
New Hampshire	-	-
New Jersey	-	-
New Mexico	-	-
New York	-	-
North Carolina	-	-
Ohio	-	-
Oregon	-	-
Pennsylvania	-	-
South Dakota	-	-
Tennessee	-	-
Texas	-	-
Vermont	-	-
Virginia	-	-
Washington	-	-
Wisconsin	-	-
Wyoming	-	-
Alaska	2.3	3.2
Hawaii	2.5	4.0
New England	9	9
Western United States	21	23
Western Europe, Scandinavia, British Isles	5	5
Canada	14	11
All foreign, including Canada and Mexico	33	36

* Dash (-) indicates mention, but less than 1%



“Why would you prefer to spend a future vacation in the area you have named?”

	Michigan	Non-Michigan
Relatives live there	8.2%	6.4%
To view the scenery	38.3	41.7
To visit historic sites	7.5	6.0
To visit some local attraction	9.4	5.2
Curiosity	15.0	20.8
Favorable climate	9.2	8.4
For water sports, camping, hunting, fishing	8.0	8.0
For a return visit	3.7	2.8

Essentially, the categories listed above are purposes of trip, and “touring to view the scenery” ranks about as high here as it does under the purposes of trip listed earlier in this report.

Many of those who named camping, hunting and fishing as reasons for a future trip had Canada or western National Parks in mind as a destination, particularly Yellowstone National Park or the state of Colorado.

Servicemen who had been stationed in a certain area during their tours of military duty frequently expressed a wish to return to it.

As in their preferences for spending future vacations in definite areas, Michigan and non-Michigan tourists seemed to show very little difference in their reasons for those preferences.

Cost of Trip - 1966

Average Cost of Trip

Average cost of trip is influenced by many factors—purpose of trip, length of stay, size of party, choice of accommodation and others.

Using only round numbers, and the data available in the 1966 survey at Clare, average cost of trip for 100 parties of tourists of all origins and varieties of purposes of trip might be estimated in this way:

30 campers spent an average \$135 per trip	\$4,050
50 motel patrons spent an average of \$145	7,250
12 parties visiting relatives each spent \$120 . . .	1,440
8 parties crossing Michigan each spent \$80 . . .	640
	<hr/>
	\$13,380
Average cost of trip for each of 100 parties . . .	\$133.80

Total Value of Tourism in Michigan

Even the above scratch-pad estimate of \$133.80, when multiplied by the 7,000,000 parties of Michigan and non-Michigan tourists believed to circulate throughout Michigan by automobile during the calendar year, produces a total annual value for Michigan automobile tourism of \$936 million. The true value may be much higher, probably in excess of one billion dollars.

As a matter of record, the estimate of \$133.80 for average cost of trip for all parties in 1966 is very close to the estimate of \$138.61 for cost of trip of Michigan resident tourists in the statewide survey of 1964.

● **Breakdown of Cost of Trip — 1966**

Planners and researchers in unrelated fields have shown an interest in the details of tourist expenditures. The average figures quoted below are probably conservative, but are offered in the expectation that they may be useful. Only campers and motel patrons, who together make up 80 percent of tourists, are included, but even these parties frequently use more than one type of accommodation on a single trip. Shifting from camp to motel, or from motel to staying with relatives obviously would affect cost of trip. All figures quoted are from 1966.

● **Average Cost of Trip**

	Michigan	Non-Michigan
Campers	\$136	\$135
Motel patrons	\$140	\$155

● **Cost per Party per Night in Michigan**

Campers	\$ 19.41	\$ 20.00
Motel patrons	\$ 42.00	\$ 47.00

● **Cost per Person per Night**

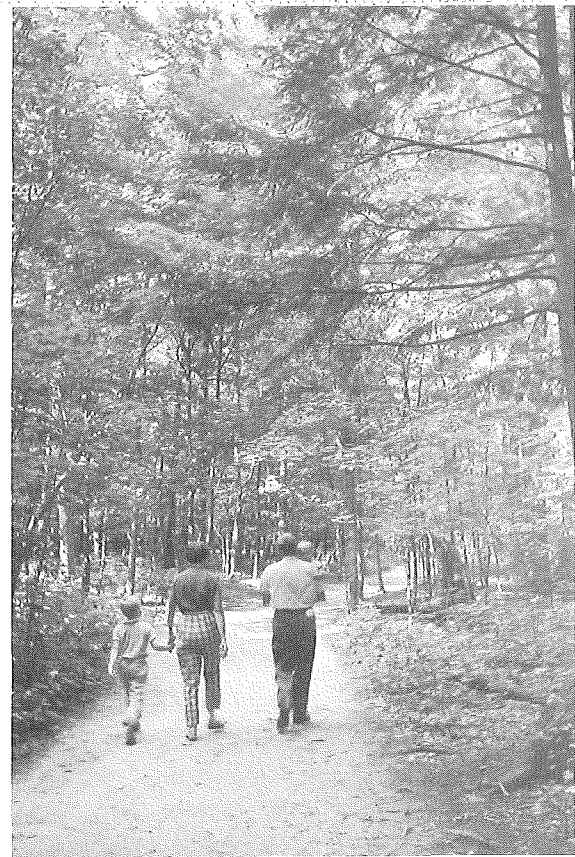
Campers	\$ 4.11	\$ 4.54
Motel patrons	\$ 12.00	\$ 14.00

● **Expenditures by Percentage—Campers**

Food	37%	31%
Lodging	11	11
Transportation	28	29
Recreation	16	19
Shopping	8	10
	<hr/>	<hr/>
	100%	100%

● **Expenditures by Percentage—Motel Patrons**

	Michigan	Non-Michigan
Food	29%	30%
Lodging	31	30
Transportation	20	20
Recreation	10	10
Shopping	10	10
	<hr/>	<hr/>
	100%	100%



The distribution of expenditures for food, accommodations, transportation (car expense), recreation and retail shopping seems to be equal for both Michigan and non-Michigan tourist parties in a ratio of 30-30-20-10-10 for motel patrons. The comparatively low expenditure of the camper for accommodations leaves a balance to be distributed among the other categories of food, transportation and recreation.

Comparisons with Other Sources of Data

In recent years, many states other than Michigan have made surveys of state tourism. Definitions of neither the tourist nor the categories are at all alike, and the methods of the surveys were widely different, but in a vague and general way, and with individual exceptions, the ratio of 30-30-20-10-10 appears in most of them.

	Food	Lodging	Transportation	Recreation	Shopping
No. Carolina 1963	28%	20.3%	28.5%	10%	13.2%
South Dakota 1965	30	30	27	5	8
Michigan 1964	29	31	19	10	10
Arkansas 1964	27.7	26.2	21.7	15.1	9.3
Florida 1961	27.5	23.6	9	12.8	27.2
Texas 1964	27	24	30	3	16
Nevada 1963	14.7	21.2	19.2	44.7	--

Age Groups

Age Groups of Michigan and Non-Michigan Tourists

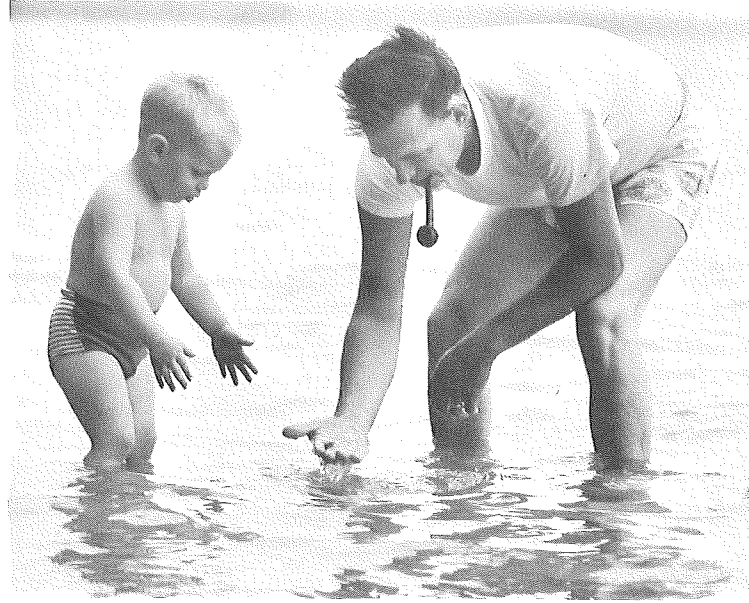
	1966 Michigan	1966 Non-Michigan
Teens	0.6%	0.0%
20's	14.1	10.8
30's	28.6	20.6
40's	30.0	35.3
50's	14.7	20.3
60's and over	12.0	12.8

Comparison of 1964 and 1966 Age Groups

Figures above indicate larger proportions of heads of parties in their 40's and 50's among non-Michigan tourists. Figures below, composed of Michigan and non-Michigan groups combined, indicate no difference between 1964 and 1966 samples of more than 1,000 parties.

	1964	1966
Teens	0.3%	0.3%
20's	10.9	12.8
30's	26.0	26.2
40's	32.2	31.2
50's	19.0	16.9
60's and over	11.2	12.4

Both of the above samples were taken in mid-Michigan in the month of August in their respective years. Samples taken at other seasons, as in the 1964 survey, show a different distribution, particularly for heads of parties over 60 in the Fall months.



Distribution of Age Groups by Season — 1964

In the columns below, "Spring" represents the months of March, April and May, 1964, and a sample of 700 replies. "Summer" represents June, July and August, 1964, and a sample of 2,334. "Fall" represents September, October, November and December, 1964, and a sample of 477.

All three samples were taken on a statewide basis.

	Spring	Summer	Fall
Teens	0.5%	0.2%	0.2%
20's	17.4	11.6	12.5
30's	18.5	25.5	18.4
40's	23.8	31.5	20.1
50's	20.8	20.2	25.6
60's and over	19.0	11.0	23.2

The 1966 survey at Clare was conducted only during the month of August, so no direct comparison is possible. However, the middle column in the 1964 table above, under "Summer", representing a sample taken statewide, bears a remarkable similarity to the right hand column on the lower part of the preceding page, under "1966", which represents a sample taken in August, 1966 at only one location — Clare.

Family Income Groups

Income Groups of Michigan and Non-Michigan Tourists – 1966

In the tables below, more than 75 percent of Michigan tourists and more than 80 percent of non-Michigan tourists have family incomes above \$6,000 a year. Even assuming two salaries for many family incomes, this places most tourists above certain levels of affluence.

	Michigan	Non-Michigan
Under \$3,000	1.5%	0.8%
\$3,000 to \$5,999	11.8	15.3
\$6,000 to \$9,999	52.1	41.2
\$10,000 and over	34.4	42.6

Comparison of 1964 and 1966 Family Income Groups

	1964	1966
Under \$3,000	2.6%	1.4%
\$3,000 to \$5,999	18.3	13.1
\$6,000 to \$9,999	46.4	48.3
\$10,000 and over	32.4	37.0

To assume that the above figures are absolute might be misleading, yet they are reasonably consistent for both resident and non-resident tourists and for the 1964 and 1966 surveys.

Average Age within Income Groups – 1964

A clue to the composition of income groups may lie in the following table, which shows a tendency for heads of parties in higher age groups to appear in either the lowest or the highest income groups. Briefly, elders may be well heeled or living on Social Security, as well as enjoying middle incomes.

Figures quoted below came from a statewide 1964 sample of 2,500 replies.

	Under \$3,000	\$3,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Occupation Retired
March, April, May	Age 49	43	42	45	4.0%
June, July, August	54	44	42	45	5.0%
Sept., Oct., Nov., Dec.	58	45	44	49	10.0%

The table suggests that as the proportion of retired heads of parties among tourists increases in the Fall of the year, average age of heads of parties in both the highest and lowest income groups also increases.

Distribution in Age and Income Groups

An example of the distribution of ages of heads of parties in various income and age groups is shown below. It illustrates the difference in family incomes between those in their 40's and 50's, who make up about half of tourists, and those of 60 or older.

Age in 40's or 50's

	Under \$3,000	\$3,000 \$5,999	\$6,000 \$9,999	Over \$10,000
Michigan	0.0%	6%	51%	43%
Non-Michigan	0.5%	11%	38.5%	50%

Age 60 or Older

Michigan	9%	33%	35%	23%
Non-Michigan	5%	27%	29%	39%

Data for the percentages above was abstracted from the tables which follow, both from the 1966 sample taken at Clare.

Distributions by Age and Income Groups — Clare, 1966

Figures in the tables below are numbers of heads of parties from a total 1966 Clare sample of 1,026. Of these, 658 were Michigan residents and 368 non-Michigan.

Michigan

	Under \$3,000	\$3,000 \$5,999	\$6,000 \$9,999	Over \$10,000
Teens	1	2		
20's		19	64	12
30's	2	12	103	68
40's		8	101	83
50's		10	50	45
60's	7	22	21	15
70's		3	6	3
80's		1		
	10	77	345	226

Non-Michigan

Teens			1	
20's		5	22	10
30's		8	38	30
40's		13	43	67
50's	1	8	31	29
60's	2	13	16	12
70's	1	4	1	11
80's			1	1
	4	51	153	160

Years of Education Completed

The question on "Years of school completed (8, 12, 16)" produced almost universal response, with tourists naming every year from 6 to 24, sometimes fractional years, as 17½. Percentages listed below compare favorably not only for Clare samples in 1964 and 1966 but also for the statewide sample of 1964.

Years Completed	Statewide 1964	Clare 1964	Clare 1966
1-8 (Elementary)	6%	6.6%	7.6%
9-11 (Did not complete high school)	6%	5.5%	6.8%
12 (High school graduate)	33%	39.5%	38.5%
13-15 (Some college work)	14%	13.4%	13.0%
16 (College graduate)	26%	22.8%	22.3%
17-24 (Post graduate work or degrees)	15%	11.9%	11.6%

Comparison of Michigan and non-Michigan replies for 1966 show like similarities in the 1966 Clare sample.

	Michigan	Non-Michigan
1-8 (Elementary)	8.0%	7.0%
9-11 (Did not complete high school)	7.6%	5.4%
12 (High school graduate)	39.3%	37.0%
13-15 (Some college work)	13.8%	11.6%
16 (College graduate)	21.2%	24.0%
17-24 (Post graduate work or degrees)	10.0%	14.7%

Occupation of Head of Party

The listings below illustrate the radical change that can result from altering a category like "Professional, technical" to "Professional, non-salaried". The surplus of "Professionals" in 1966 evidently went into the categories of teachers (educators) and salaried technicians. Inclusion of "retired" as a category of occupation in 1966 also may have provided a pigeonhole for inactive former professionals.

Occupation	1964	1966
Professional, technical, etc.	39.0%	05.8%
Manager, official, owner (except farm)	14.0	12.7
Clerical, sales	10.0	14.4
Craftsman, foreman	12.4	16.4
Machine operator	09.1	08.8
Farmer, farm worker	01.8	03.0
Retired	04.1	07.7
Student	01.7	01.4
Member of armed services	00.3	00.5
Woman as head of party	00.6	00.7
Unskilled worker	06.1	04.0
Clergyman	00.3	00.9
Educator		08.1
Service industry		06.6
Salaried technician		09.0

A comparison of 1966 Clare data on occupations of heads of parties shows practically no difference in distribution between Michigan and non-Michigan parties.

Categories listed below are those used in the 1966 questionnaire, but with the exception of "Professional, technical" the percentages of many categories are the same as those in 1964.

Occupation	Michigan	Non-Michigan
Professional (non-salaried)	04.7%	08.1%
Manager, official, owner (except farm)	12.4	13.4
Office worker, retail salesperson	14.2	14.5
Craftsman, foreman	17.6	14.0
Factory machine operator	09.1	08.1
Farmer, farm worker	02.5	03.7
Retired	07.7	07.5
Fireman, policeman, plant guard	07.1	05.5
Unskilled	04.2	03.5
Educator	07.7	08.7
Salaried technician	08.6	09.6
Student, military, clergy, housewife	03.6	03.4

Tourist Comments

About seventy-five percent of tourists who returned questionnaires in the 1966 survey used the blank space provided on the back page for their comments and opinions on Michigan highways and tourist attractions.

Some used all the space available, including the margins of the page, even attaching handwritten notes.

Comments were frequently personal, often illuminating, and followed the pattern of favorable comments in the previous 1964 survey so closely that the coding was retained without change.

Coding was limited to one comment in each of two categories -- highway-related subjects and tourist facility-related subjects -- so that only the principal comment in each category could be recorded.

Favorable comments on Michigan scenery and Michigan highways were so frequent that they were not coded, for otherwise they would have pre-empted the entire listing.

As might be expected, about the same proportion of Michigan and non-Michigan tourists expressed opinions on the same subjects.

Highway-Related Subjects

Subject of Comment	Michigan	Non-Michigan
Need for more freeway rest areas	04.7%	07.0%
Praise for freeway rest areas	11.0	13.0
Requests for food, coffee, etc. in freeway rest areas	03.9	00.7
Criticism of freeway rest areas	02.8	01.5
Appreciation of highway roadside parks and picnic table sites	06.8	13.0
Praise for highway signing	01.4	01.5
Criticism of highway signing	04.7	04.2
Comments on specific highways	02.1	01.9
Requests for phones on freeways	00.8	--

Tourist Facility Related Subjects

Praise for Tourist Information Service personnel	04.5	04.6
Praise for Tourist Information Service	08.7	10.0
Complaints about Mackinac Bridge toll fees	22.3	19.2
Praise for state parks and campgrounds	07.4	06.1
Need for more campgrounds	03.0	--
Criticism of state park campgrounds	04.5	03.4
Comments on state park fees	04.0	01.9
Praise for Michigan motels	--	02.7
Complaints about motel rates	01.7	02.4

Traffic Counts

Rest Area Usage

In an effort to establish some relationship between the traffic count of vehicles on the highway and the visitor count of tourists who stopped at the Clare Information Center to ask for directions and other information, an experiment in traffic counts was begun on Sunday, August 1, 1965.

No survey was in progress in August of 1965, but the Information Center by then was housed in a permanent building, well staffed, well stocked with literature and well signed.

The Clare Information Center building is located in a freeway rest area on US-27, a divided, four-lane highway. The rest area is located in the median, which at that point is 950 feet wide. The rest area site covers fifteen acres, and is accessible to both northbound and southbound traffic by entrance ramps.

Through the co-operation of the Traffic and Safety Section of the Department of State Highways, four pneumatic traffic recorders were installed, one each on the northbound and southbound lanes of US-27, and one each on the northbound and southbound entrance ramps.

Traffic at that point on US-27 in August is 90% passenger cars, 10% commercial. Passenger car traffic there is almost entirely recreational.

Counts which appear in the following tables for 1965 and for an identical experiment in 1966 include only those for the hours from 8 A.M. to 8 P.M., Eastern Standard Time, the hours during which the Information Center was open.

Comparison of Rest Area Usage -- 1965 and 1966

● 1965

Date	Vehicles on US-27	Vehicles in Rest Area	Percent in Rest Area
August 1 Sunday	22,741	2,257	10%
2 Monday	11,019	1,327	12%
3 Tuesday	8,440	907	10%
4 Wednesday	8,379	993	11%
5 Thursday	9,188	1,083	11%
6 Friday	14,007	1,748	12%
7 Saturday	19,938	2,244	11%
8 Sunday	20,937	2,009	09%
9 Monday	11,970	1,213	10%
10 Tuesday	7,869	985	12%
11 Wednesday	7,893	960	12%
12 Thursday	9,685	1,399	14%
13 Friday	14,368	1,697	11%
14 Saturday	<u>20,063</u>	<u>2,501</u>	<u>12%</u>
Total	186,497	21,323	Average 10.2%

● 1966

July 31 Sunday	23,339	2,667	11%
August 1 Monday	14,540	1,675	11%
2 Tuesday	10,799	1,231	11%
3 Wednesday	10,150	1,111	10%
4 Thursday	11,345	1,479	13%
5 Friday	17,061	1,819	10%
6 Saturday	22,274	2,547	11%
7 Sunday	22,656	2,496	11%
8 Monday	13,098	1,675	12%
9 Tuesday	9,865	1,177	11%
10 Wednesday	9,886	1,211	12%
11 Thursday	10,975	1,357	12%
12 Friday	16,272	1,919	11%
13 Saturday	<u>20,342</u>	<u>2,485</u>	<u>12%</u>
Total	212,859	24,849	Average 10.4%

The above figures, it should be stated again, represent only traffic recorded between 8 A.M. and 8 P.M. in the first two weeks of August in different years.



Hourly Traffic Counts

Graphs on the following two pages represent hourly traffic volumes on US-27 near the Clare rest area on corresponding weekends in August, 1965, and August, 1966.

One graph represents only northbound traffic between the hours of 8 A.M. and 8 P.M. on Friday, Saturday and Sunday of the first weekend in August of the two successive years.

The other represents only southbound traffic for the two successive years.



The graphs show clearly the surge of northbound recreational traffic building to a peak in the early hours of Friday evening and the northbound surge in mid-morning on Saturday and Sunday. Southbound traffic, apparently normal on Friday and Saturday, builds abruptly on Sunday afternoon to a peak higher than any of the surges of northbound traffic.



Fortunately for the graphic presentation, an overall increase in traffic at this location in 1966 permitted the dotted line representing 1966 to be elevated above the solid line representing 1965. Otherwise, so closely comparable are the fluctuations of traffic volumes in the two years, that one line might have been superimposed on the other.



It would seem that definite volumes of tourist traffic could be expected at certain locations not only on specific days of the year, but at specific hours of the day.

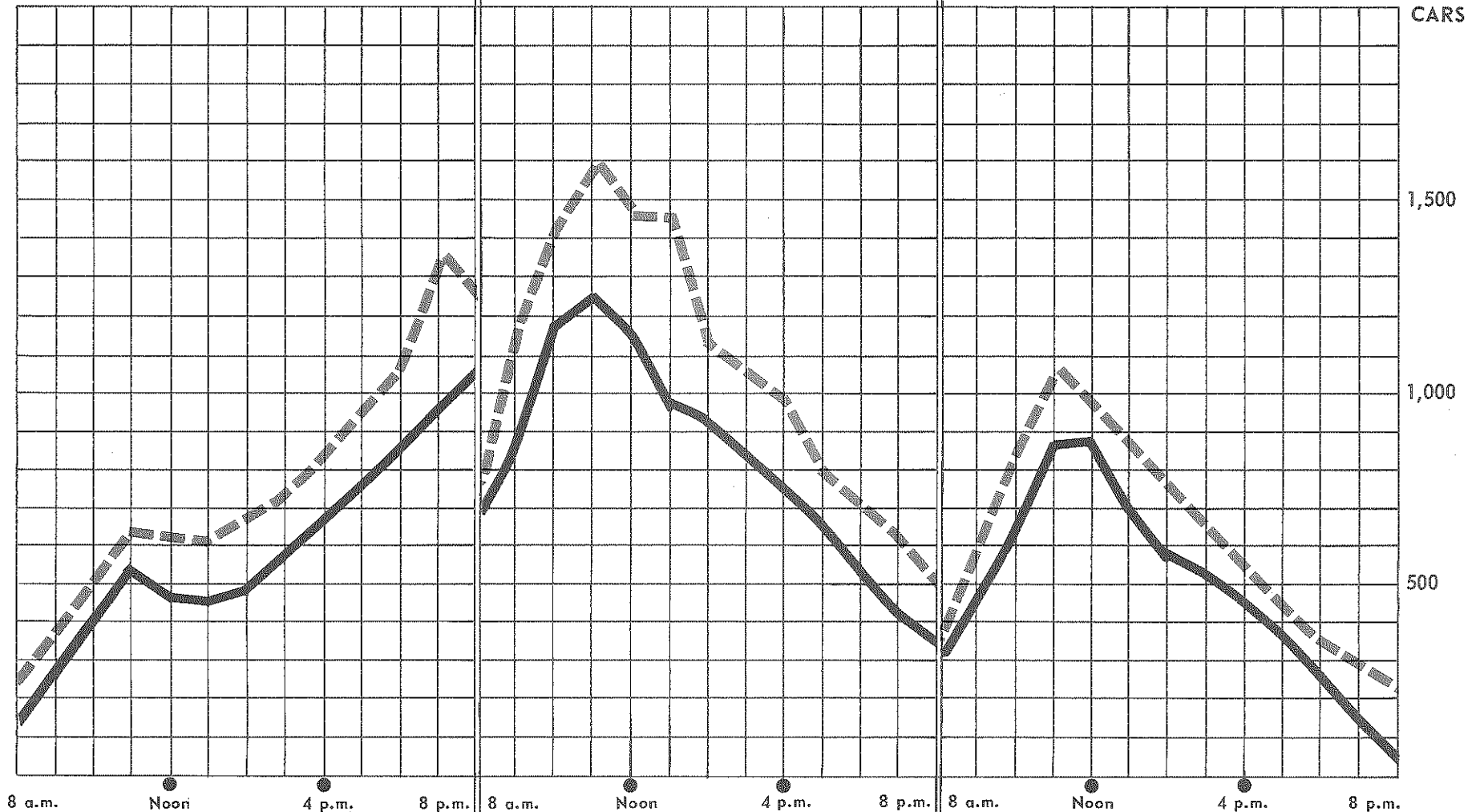
Summer Weekend Tourist Travel Profile on US-27

NORTHBOUND

FRIDAY August 6, 1965 
 August 5, 1966 
 8 a.m. - 8 p.m. EST

SATURDAY August 7, 1965 
 August 6, 1966 
 8 a.m. - 8 p.m. EST

SUNDAY August 8, 1965 
 August 7, 1966 
 8 a.m. - 8 p.m. EST



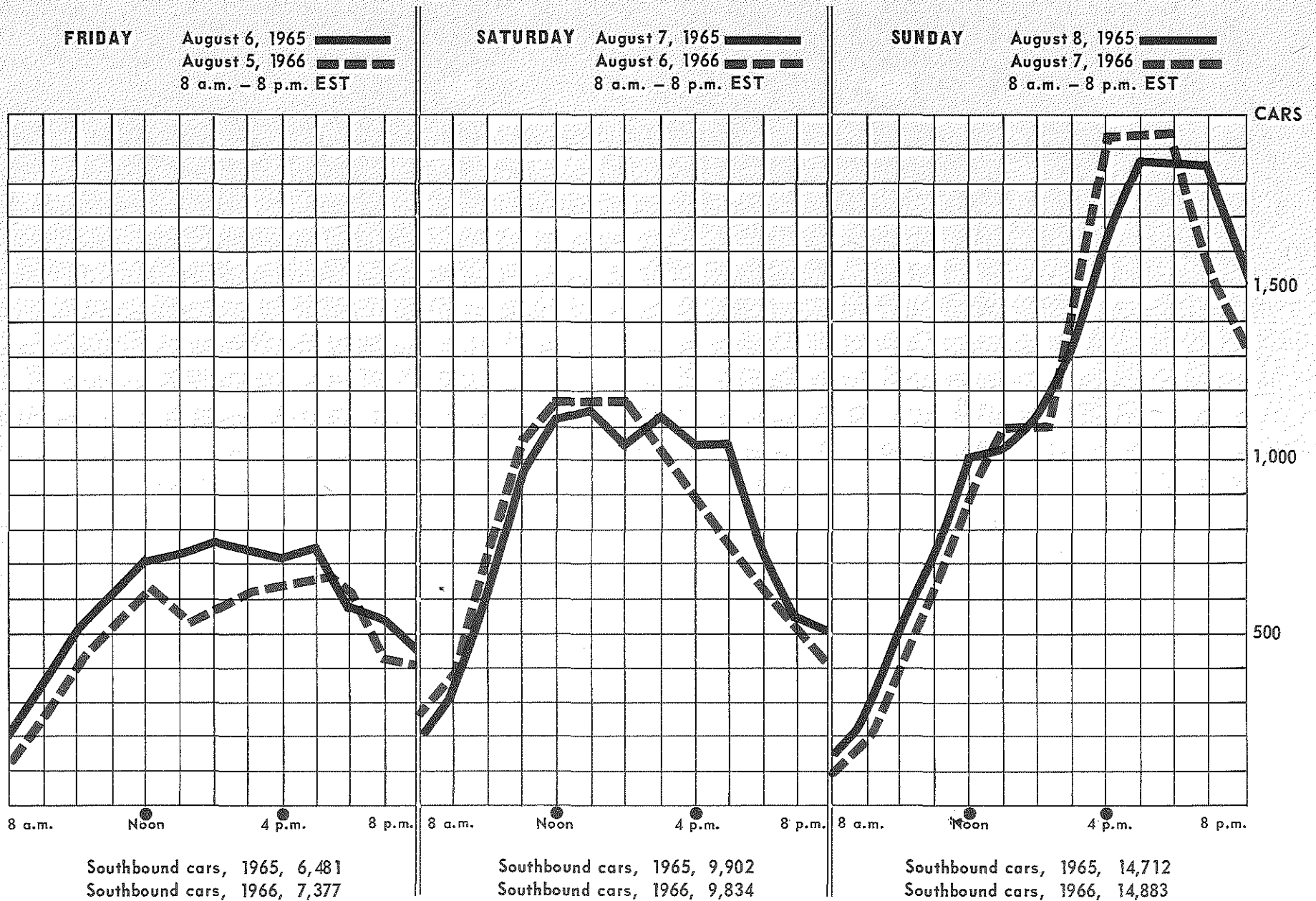
Northbound cars, 1965, 7,526
 Northbound cars, 1966, 9,684

Northbound cars, 1965, 10,036
 Northbound cars, 1966, 12,440

Northbound cars, 1965, 6,225
 Northbound cars, 1966, 7,773

Summer Weekend Tourist Travel Profile on US-27

SOUTHBOUND



Visitor Counts

As an aid to management of Highway Department Travel Information Centers, supervisors of Centers are required to keep daily records of numbers of visitors.

In most locations, it is difficult for the supervisor to observe the car in which the visitors arrive, and usually the supervisor or counselors are well-occupied with a succession of information-seekers. Therefore, they count everyone who appears in the Information Center, assuming that most, if not all, of the members of a party enter the Information Center.

Counting visitors is accomplished with one or more manual counting devices. Only the Center at Mackinaw City is equipped with electric eyes on the entrance doors.

Totals for each day are recorded and are forwarded at the close of the week to the central office in Lansing.

Installation of pneumatic traffic recorders on US-27 at Clare in 1965 and 1966 afforded an opportunity to relate the total number of vehicles on the open highway to the number of visitors who stopped at the Clare Information Center.

To equalize the count of vehicles with the count of persons in the Center, the vehicle count in the following table is multiplied by four, which was the average number of persons per passenger vehicle in the Clare location.

The average of three percent of tourists stopping for information seems to be consistent for the location and the time of year for both 1965 and 1966.

1965

		Persons in Center	Persons on US-27 (vehicles x 4)	Percent in Center
August	1 Sunday	2,056	90,964	2.2%
	2 Monday	1,762	44,076	3.9
	3 Tuesday	1,179	33,760	3.4
	4 Wednesday	1,500	33,516	4.4
	5 Thursday	929	36,752	2.5
	6 Friday	1,448	56,028	2.5
	7 Saturday	<u>2,611</u>	<u>79,752</u>	<u>3.2</u>
		11,485	374,848	3.0%
August	8 Sunday	1,906	83,748	2.2%
	9 Closed	-----	-----	-----
	10 Tuesday	1,248	31,476	3.9
	11 Wednesday	1,225	31,572	3.8
	12 Thursday	1,450	38,740	3.7
	13 Friday	1,593	57,472	2.7
	14 Saturday	<u>3,543</u>	<u>80,252</u>	<u>4.4</u>
		10,965	323,260	3.3%

1966

July	31 Sunday	3,109	93,192	3.3%
August	1 Monday	1,916	55,160	3.4
	2 Tuesday	1,142	42,028	2.7
	3 Wednesday	1,208	42,424	2.8
	4 Thursday	1,321	45,976	2.8
	5 Friday	1,455	66,744	2.1
	6 Saturday	<u>2,867</u>	<u>86,096</u>	<u>3.3</u>
		13,018	431,620	3.0%
August	7 Sunday	2,653	90,624	2.9%
	8 Monday	1,819	52,392	3.4
	9 Tuesday	1,287	39,996	3.2
	10 Wednesday	1,199	39,704	3.0
	11 Thursday	1,230	45,900	2.8
	12 Friday	1,369	65,088	2.1
	13 Saturday	<u>2,888</u>	<u>83,768</u>	<u>3.4</u>
		12,445	415,472	3.0%

The Michigan Department of State Highways in 1967 operated eight Travel Information Centers located at New Buffalo, Menominee, Ironwood, Mackinaw City, Sault Ste. Marie, Clare, Monroe and Port Huron.

Of these, only the first four, New Buffalo, Menominee, Ironwood and Mackinaw City, were in operation in 1964 in permanent buildings and have complete and dependable records of visitor counts from that year.

Comparisons of the combined visitor counts for these four widely separated Centers for various dates or periods of time in successive years show similarities that would indicate that tourists are similar not only in characteristics, but in numbers.

● **June, July, August**

	June	July	August
1964	27,966	80,396	95,510
1965	27,710	72,202	79,444
1966	27,045	80,608	85,910
1967	31,451	86,470	93,758

● **Memorial Day Weekend Holiday**

1964	2,840 (four days)
1965	3,243 (four days)
1966	3,010 (four days)
1967	3,118 (five days)

● **July 4 Weekend Holiday (six days – Thursday through Tuesday)**

1964	13,879
1965	13,960
1966	14,528
1967	14,229

● **Labor Day Weekend Holiday (four days – Friday through Monday)**

1964	8,740
1965	6,401
1966	8,689
1967	11,640

● **Annual Total Visitor Counts**

(New Buffalo, Menominee, Ironwood, Mackinaw City combined)

1964	254,085
1965	223,203
1966	248,375
1967	256,519

● **Average Daily Visitor Count for 100 Days – June 1 - September 8.**

(New Buffalo, Menominee, Ironwood, Mackinaw City combined)

1964	2,174
1965	1,897
1966	2,057
1967	2,268



If the foregoing figures really represent about three percent of tourists on the highways adjacent to the Information Centers, as the previous tables would indicate, it would appear that the numbers of tourists on Michigan highways might vary locally from year to year, but to a much lesser extent over a larger area.

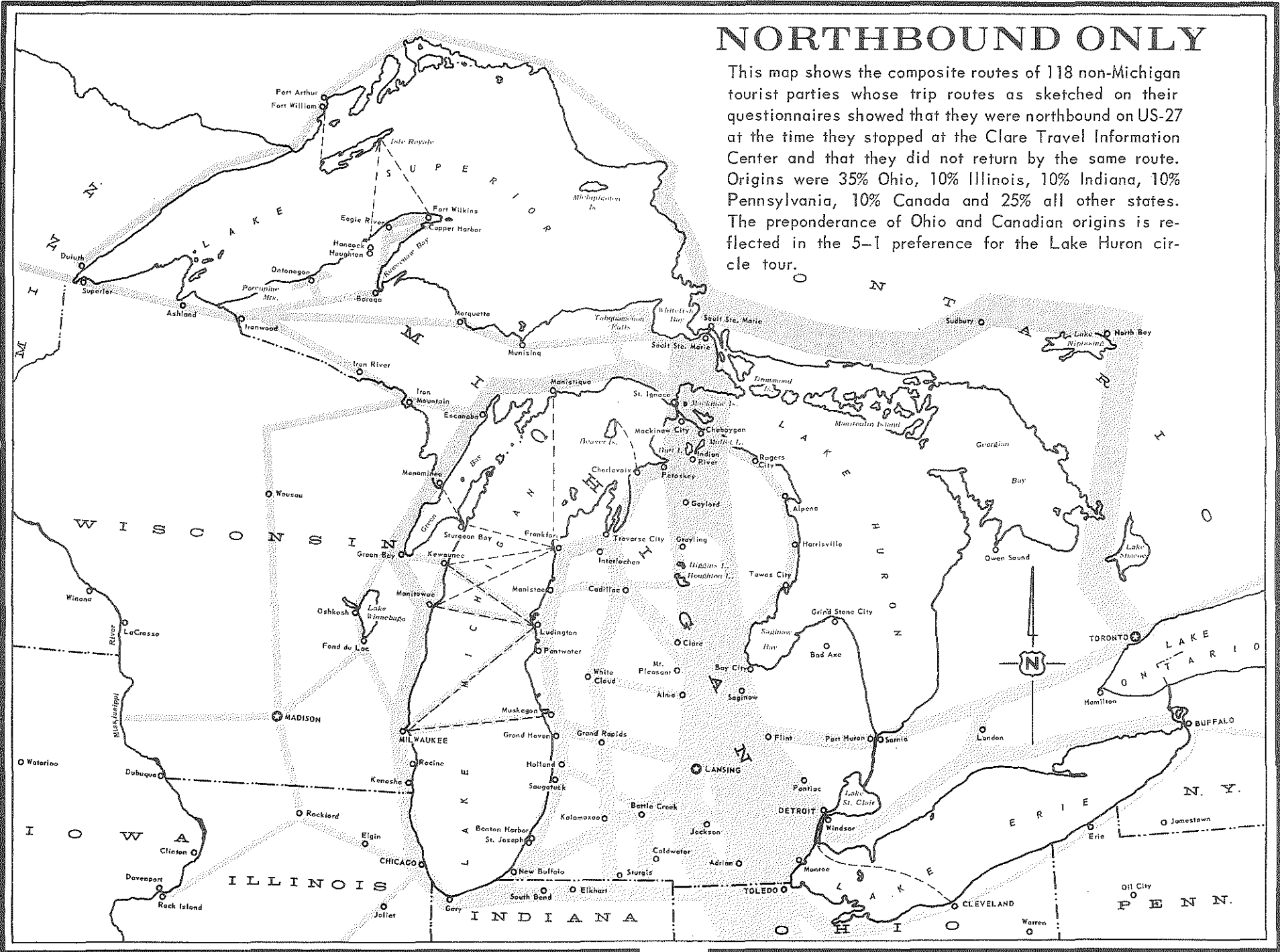
Tourism in Michigan is growing, and will continue to grow, but at a rate controlled by the economy of metropolitan areas in Michigan and in adjacent states, by the early completion of high-speed arterial highways and by the development of new tourist attractions and facilities within Michigan.

Observations in this report on the apparently unchanging or slowly changing characteristics of tourists and their appearance in almost predictable numbers at certain times of the year, are necessarily limited and incomplete. However, they point to the recommendation that predictions of "tourist booms" and "banner years" for tourism in Michigan be tempered with statistics on estimated future traffic volumes and the habits of the midwest American family.

Non-Michigan Tourist Routes on US-27 at Clare

NORTHBOUND ONLY

This map shows the composite routes of 118 non-Michigan tourist parties whose trip routes as sketched on their questionnaires showed that they were northbound on US-27 at the time they stopped at the Clare Travel Information Center and that they did not return by the same route. Origins were 35% Ohio, 10% Illinois, 10% Indiana, 10% Pennsylvania, 10% Canada and 25% all other states. The preponderance of Ohio and Canadian origins is reflected in the 5-1 preference for the Lake Huron circle tour.



Non-Michigan Tourist Routes on US-27 at Clare

SOUTHBOUND ONLY

Composite routes of 77 non-Michigan tourists southbound when they stopped at the Clare Travel Information Center indicate that many of them already had completed circle tours of one or more of the Great Lakes and were heading directly home. Origins were 25% Ohio, 14% Canada, 10% Illinois, 10% Indiana, 5% Pennsylvania and 36% all other states. Preferences for circle tours of Lakes Huron, Michigan and Superior are more evenly divided in this sample.

