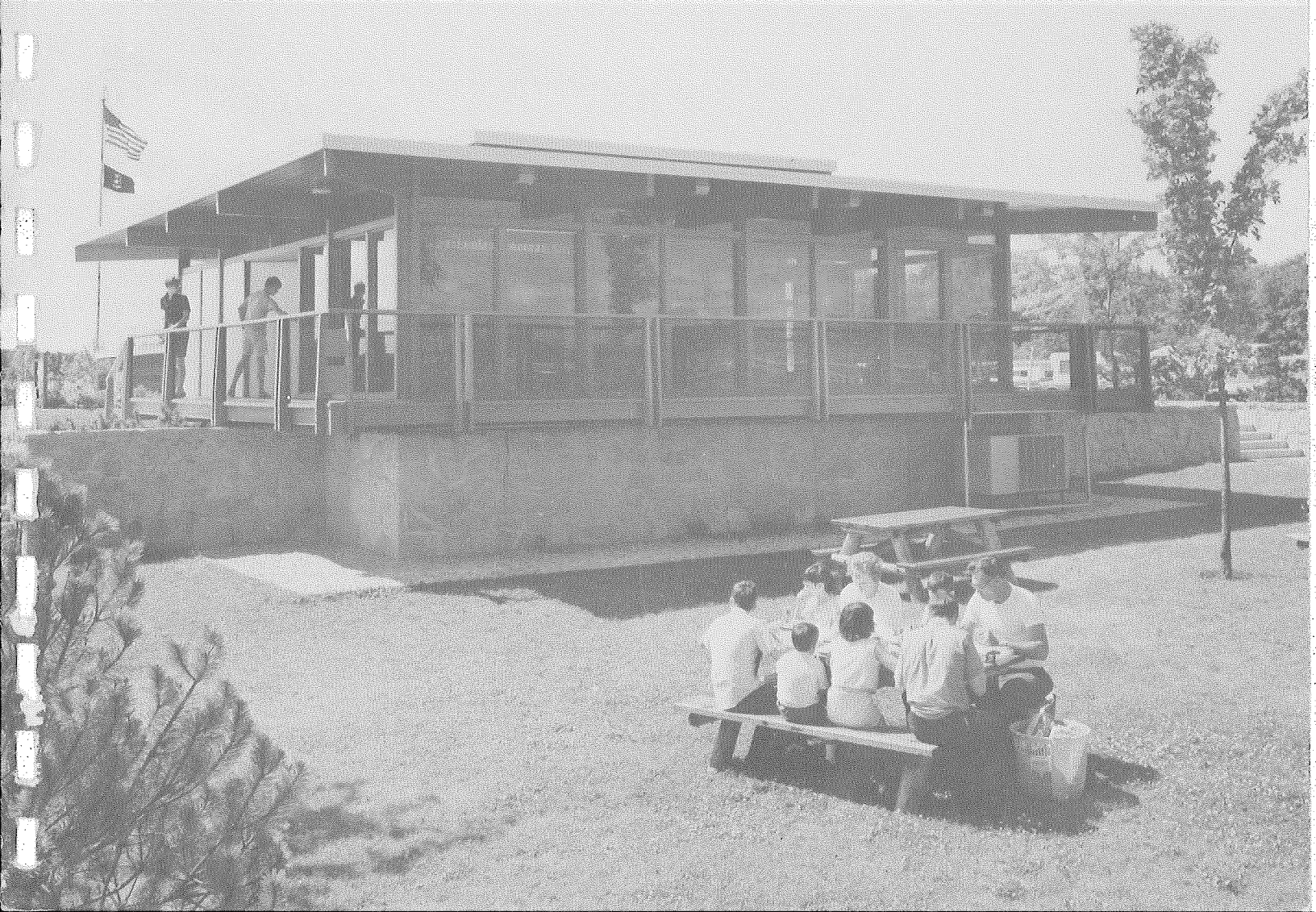


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THE TOURIST IN MID-MICHIGAN

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An Addendum to
"TOURIST TRAVEL
IN MICHIGAN-1964"



65-5014

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



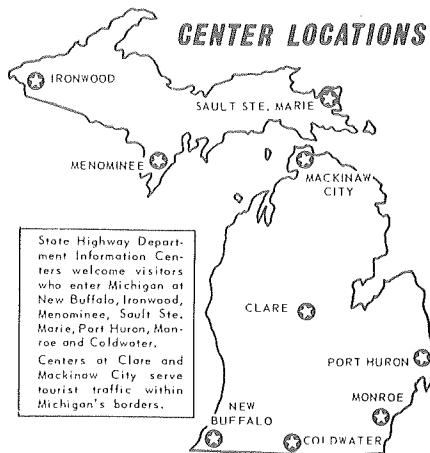
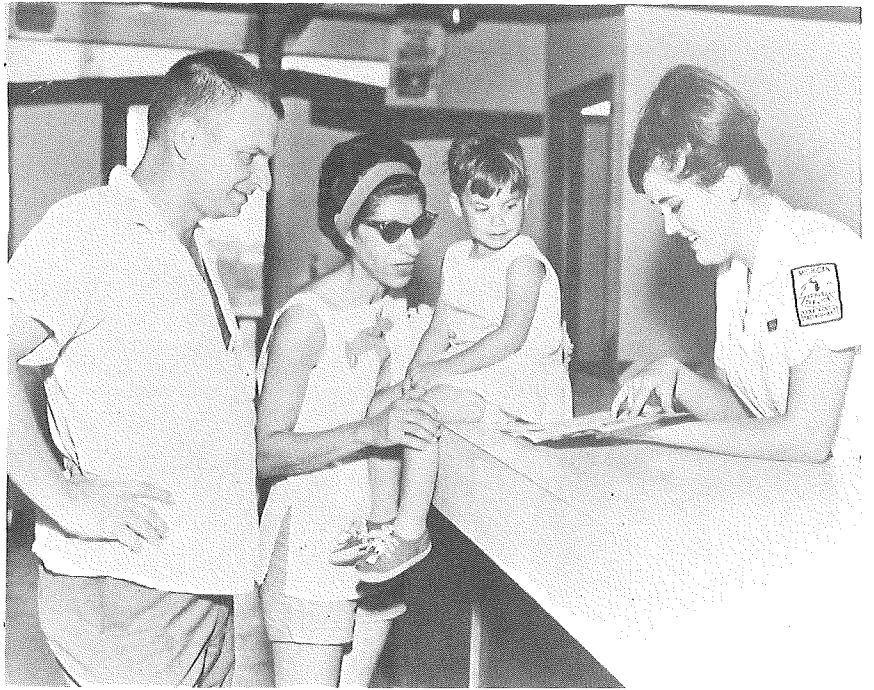
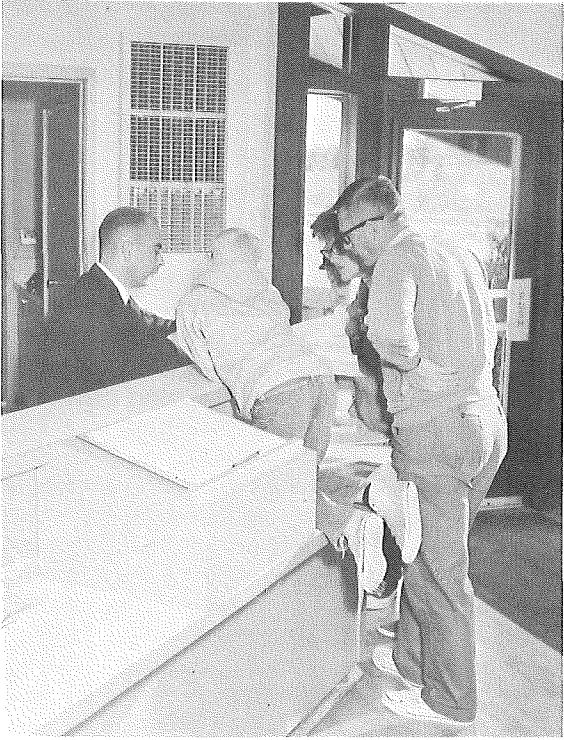
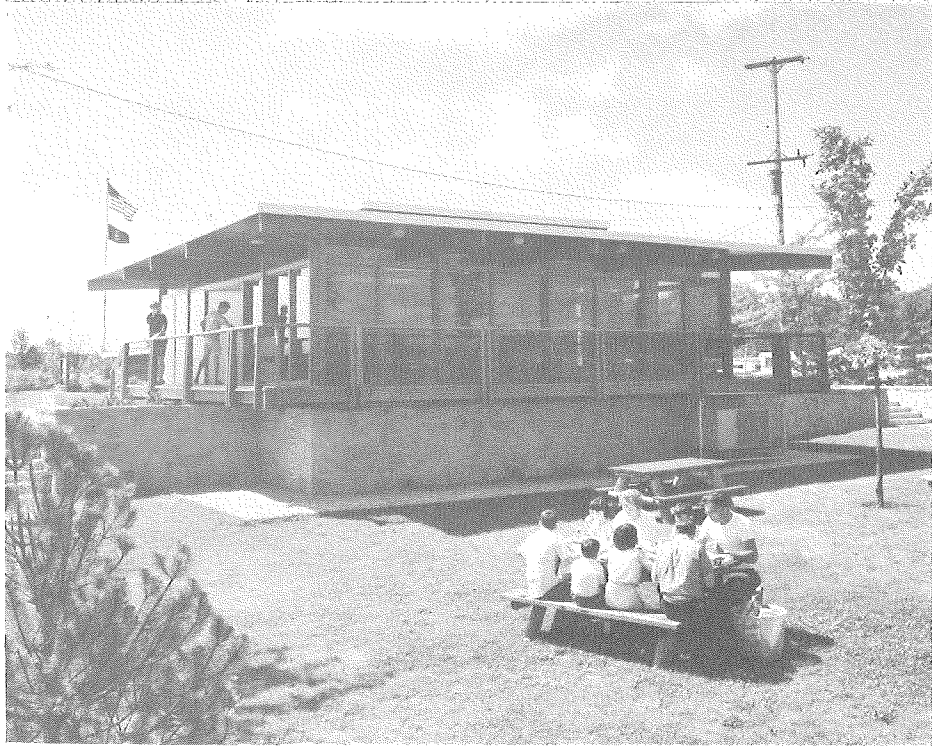


PHOTO CREDITS

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 OHIO
(Your home city) (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 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 2
Adults (over 18) 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? _____ X _____
First Annual One of several each year

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

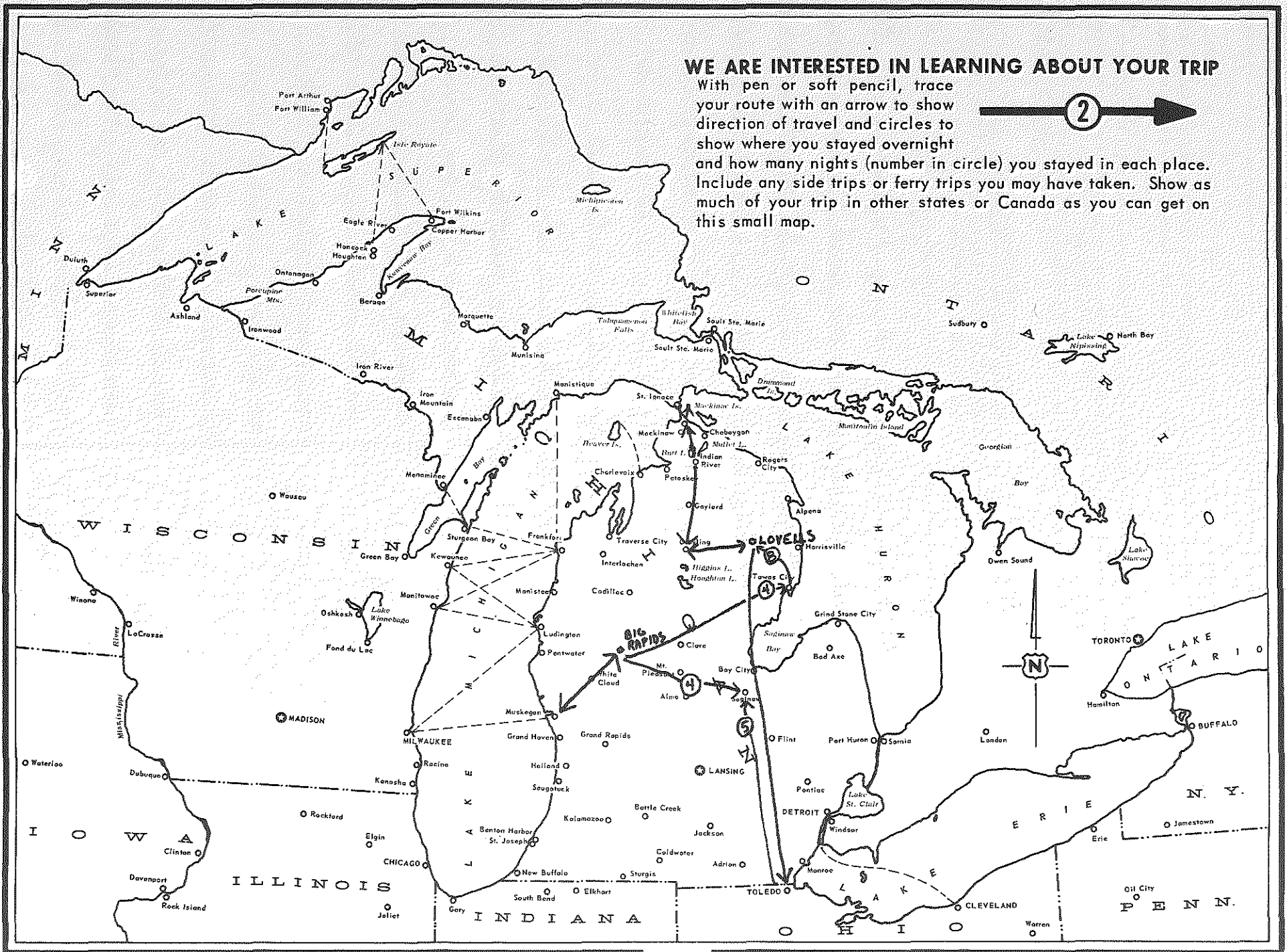
Years of school completed (8,12,16) 17

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.

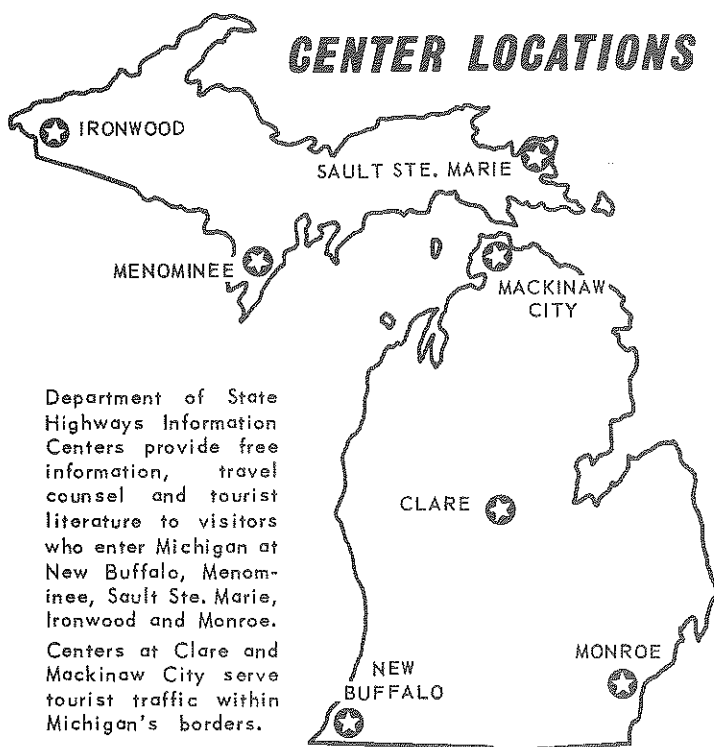
Thank you for your interest in helping us to improve our service to all travelers.

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

	96.2%	92.8%
--	-------	-------

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

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

	100.0%	100.0%
--	--------	--------

**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.

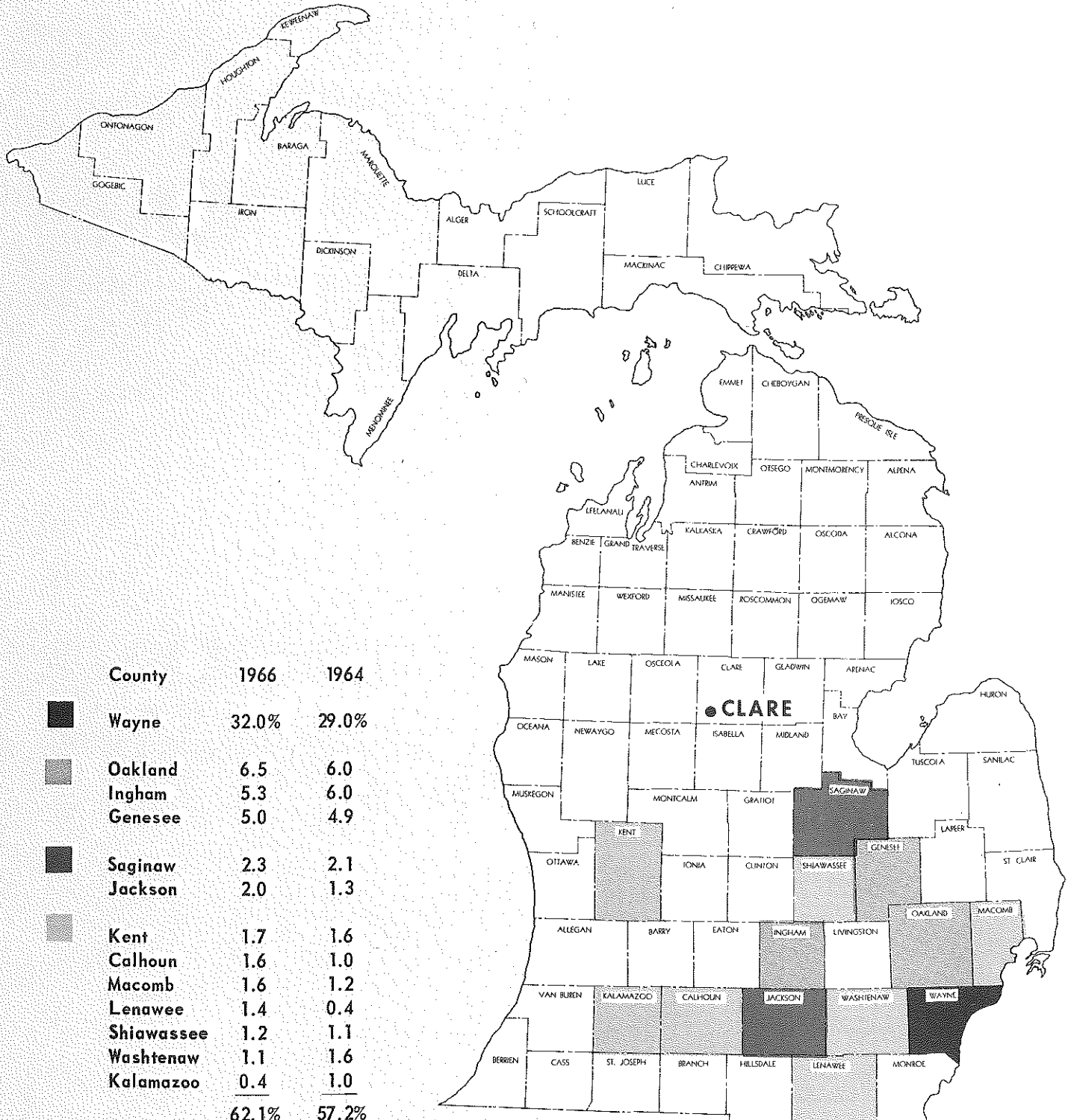
County	County Population as a percentage of State Population	1964	1966
Wayne	34%	29%	32%
Oakland	9.0	6.0	6.5
Ingham	2.7	6.0	5.3
Genesee	4.7	4.9	5.0
Saginaw	2.4	2.1	2.3
Jackson	1.6	1.3	2.0
Kent	3.6	1.6	1.7
Calhoun	1.7	1.0	1.6
Macomb	5.1	1.2	1.6
Lenawee	0.9	0.4	1.4
Shiawassee	0.6	1.1	1.2
Washtenaw	0.2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

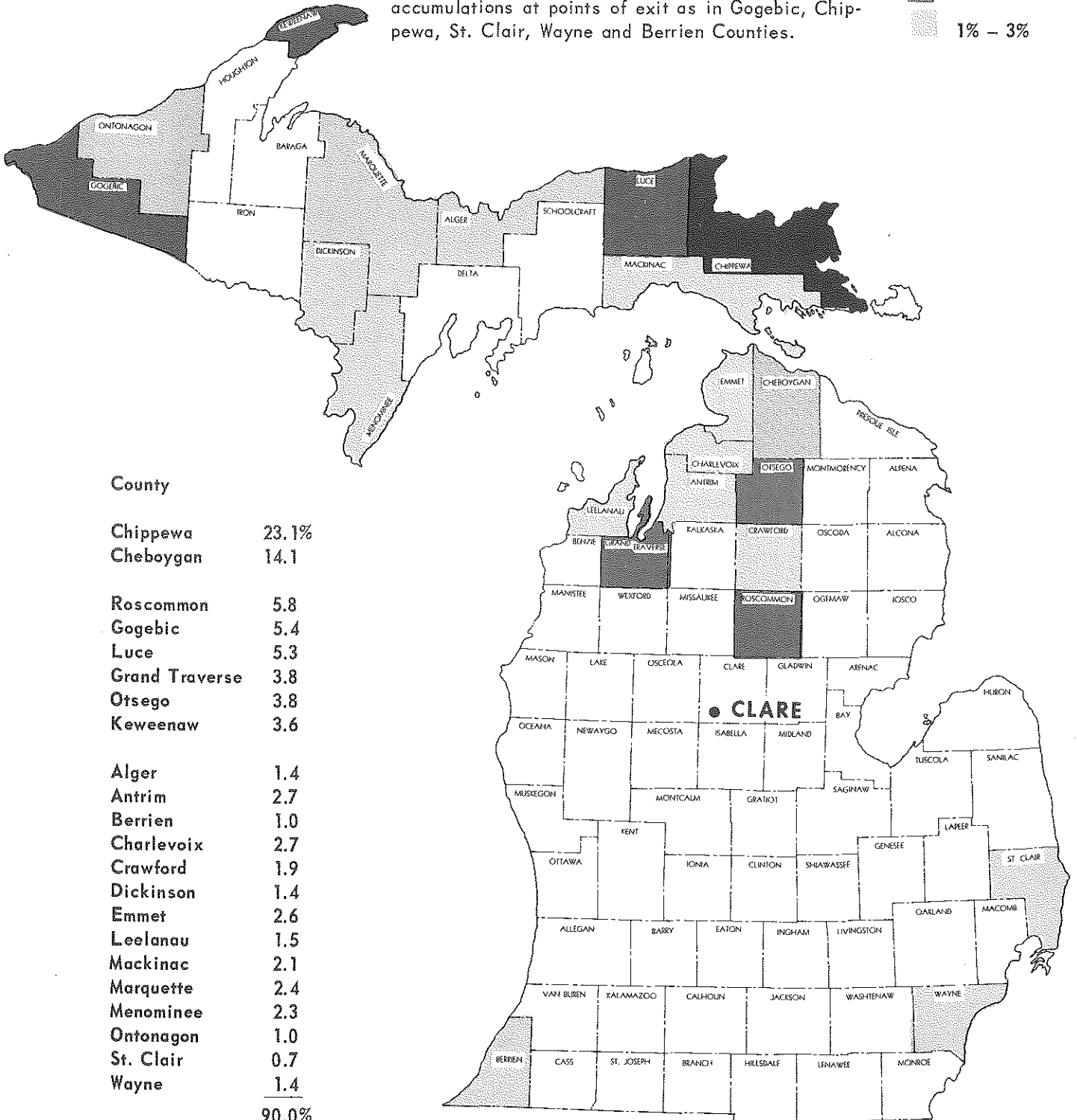
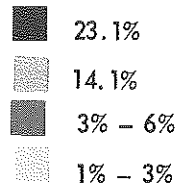
The distribution of destinations is significant only to this report, since samples taken at other locations or at other times of the year might be different.

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.

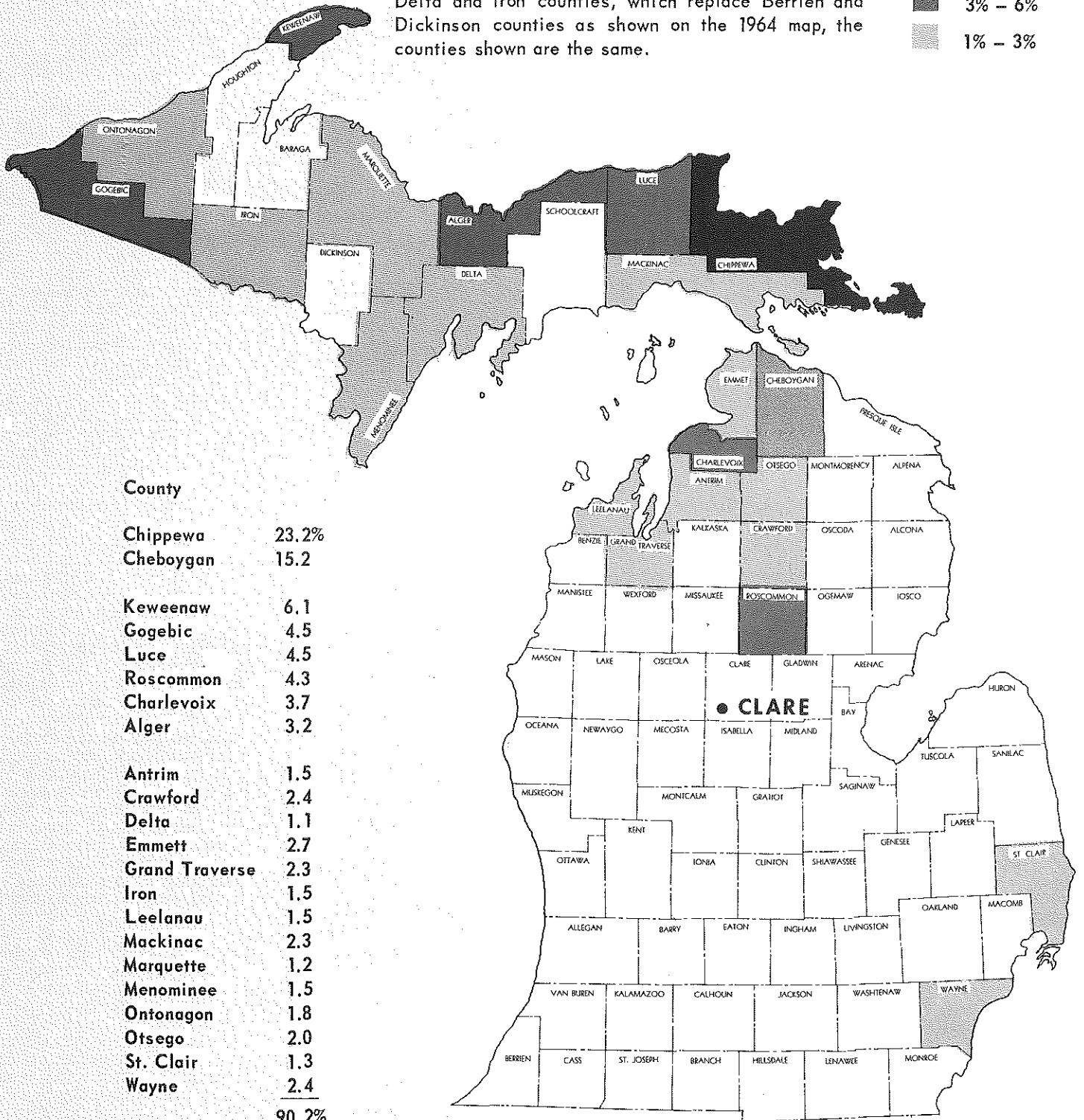
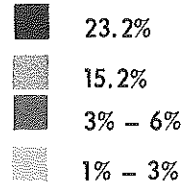


County	Percentage
Chippewa	23.1%
Cheboygan	14.1
Roscommon	5.8
Gogebic	5.4
Luce	5.3
Grand Traverse	3.8
Otsego	3.8
Keweenaw	3.6
Alger	1.4
Antrim	2.7
Berrien	1.0
Charlevoix	2.7
Crawford	1.9
Dickinson	1.4
Emmet	2.6
Leelanau	1.5
Mackinac	2.1
Marquette	2.4
Menominee	2.3
Ontonagon	1.0
St. Clair	0.7
Wayne	1.4
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 therefor show only the relative frequencies of overnight stops in certain counties by one percent or more of camping parties.

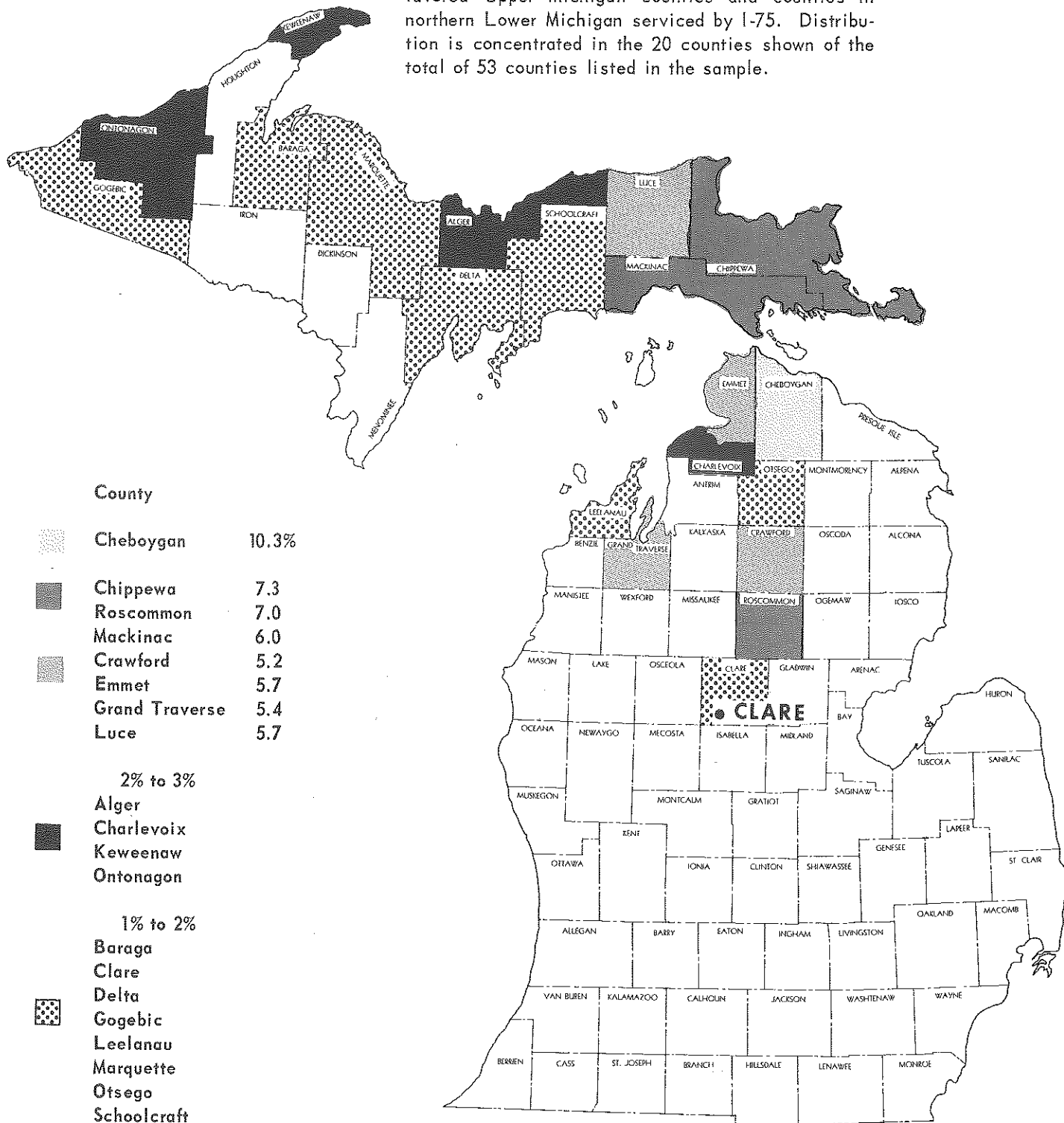
Totals used in compiling data are totals of camps, not totals of camping parties, since many campers made several overnight stops in up to a half-dozen counties.

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

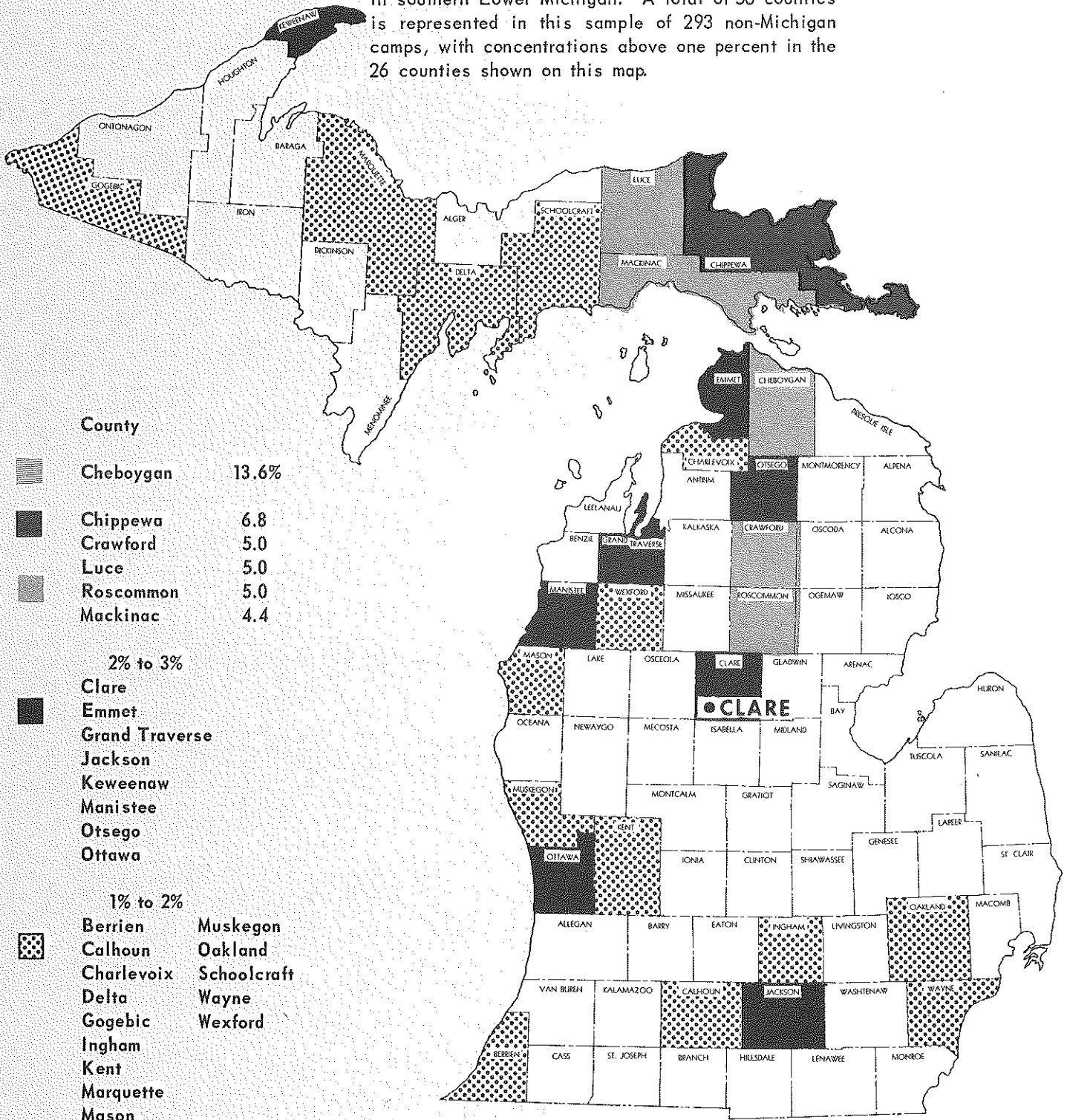
Frequency by county of Michigan camps without reference to length of stay by one percent or more of 437 Michigan campers. Michigan campers, originating for the most part in southeastern Michigan, favored Upper Michigan counties and counties in northern Lower Michigan serviced by I-75. Distribution is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

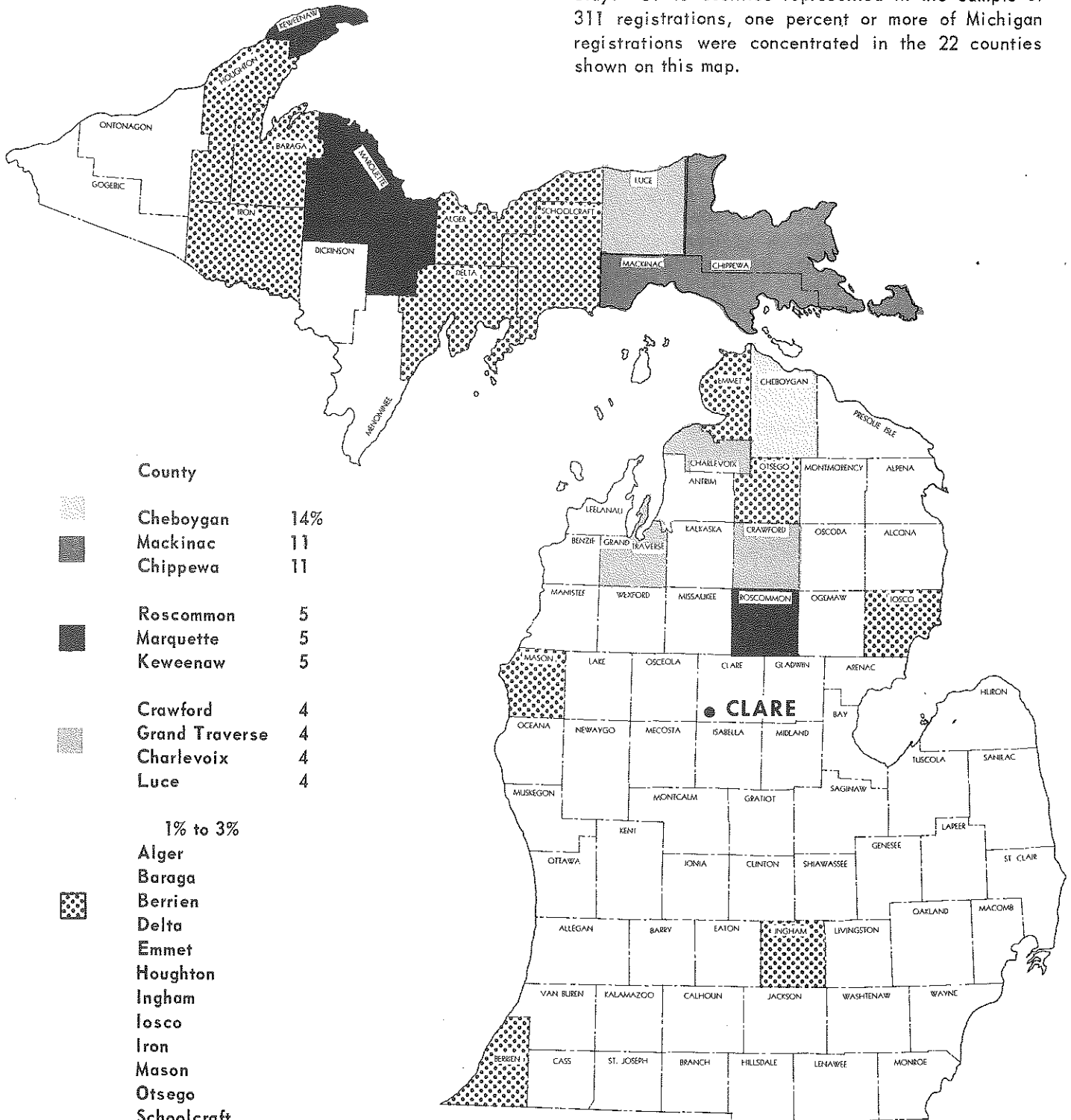
In contrast, non-Michigan motel registrations are concentrated largely in the more scenic counties of the Upper Peninsula. In the Lower Peninsula, registrations are concentrated chiefly in those counties traversed by Interstate freeways I-75 and I-94 and by Michigan freeway US-27.

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

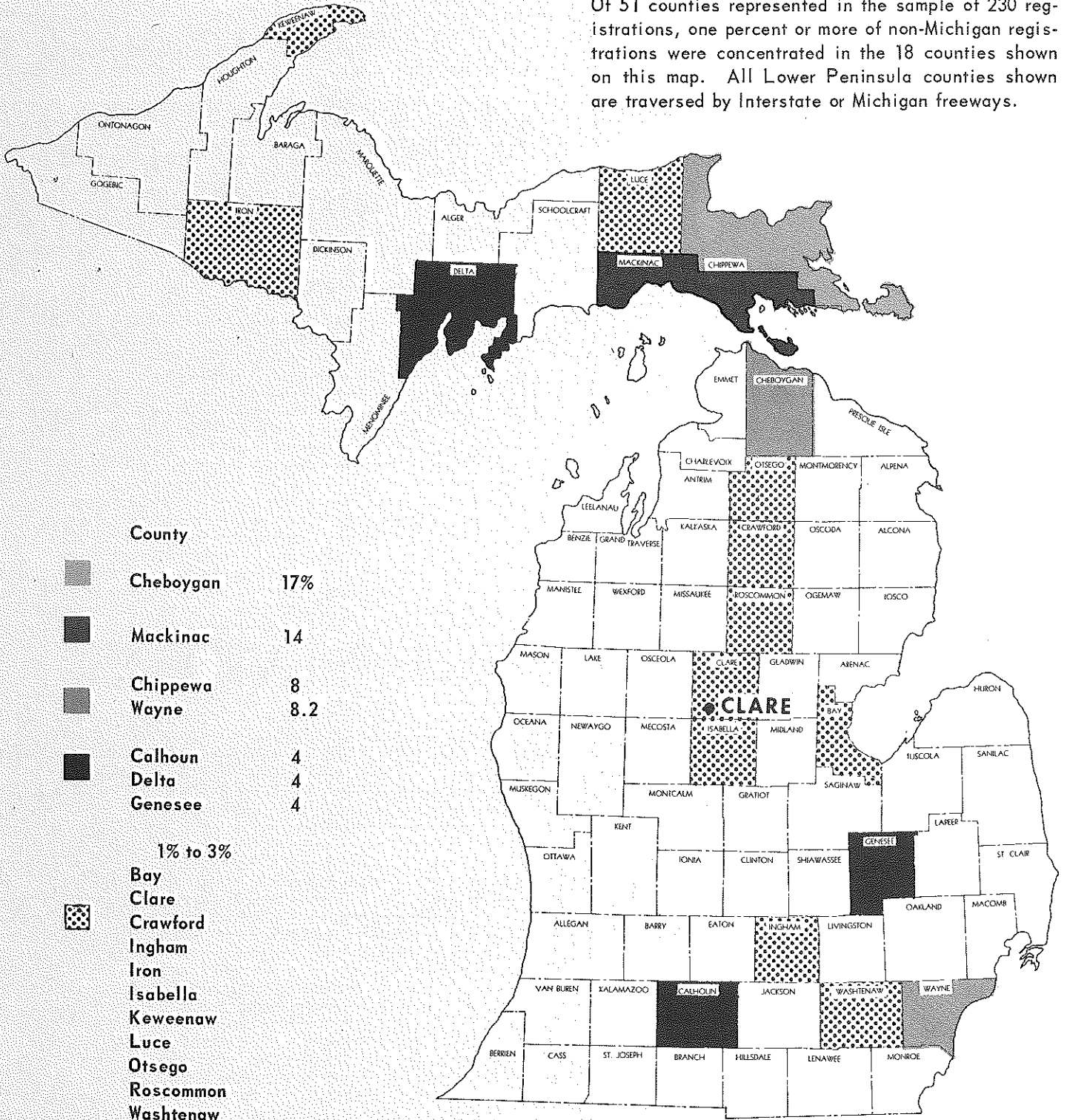
Frequency by county of motel registrations by Michigan resident parties without reference to length of stay. Of 46 counties represented in the sample of 311 registrations, one percent or more of Michigan registrations were concentrated in the 22 counties shown on this map.



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



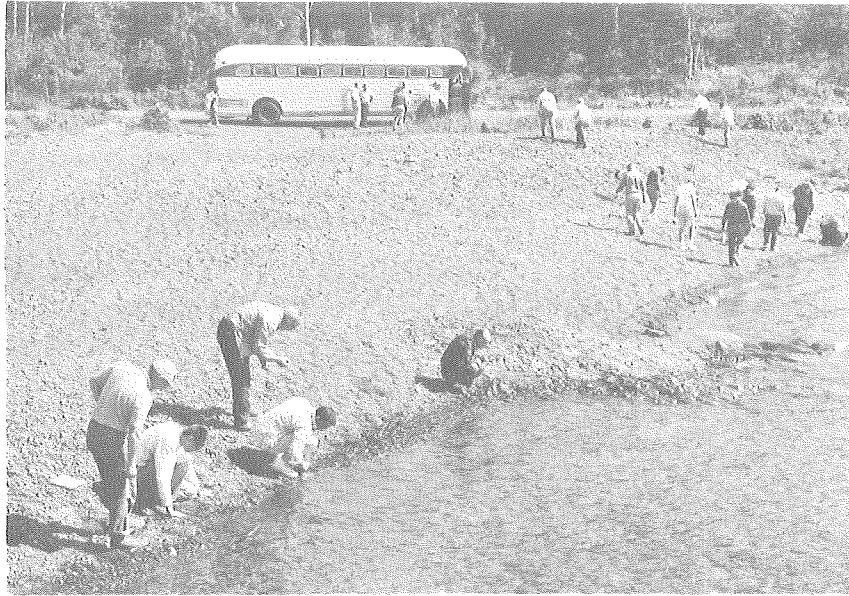
Number of Nights Spent in Michigan

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.