



TRAVEL INFORMATION DIVISION


1986 ANNUAL REPORT



PROMOTING
MICHIGAN

through its products and people

Bureau of Administration Report #383

| | | | |
|---|------------------------------|---|--|
|  | COMMISSION POLICY | EFFECTIVE DATE 02-28-79 | IDENTIFIER CP 1100.27 |
| | | RESPONSIBLE ORGANIZATION Executive Bureau | SUPERSEDES CP 1100.27 DATED 11-17-76 |
| SUBJECT: Highway Travel Information Program | | | |

The Department shall operate a comprehensive Travel Information Program which includes a system of highway Travel Information Centers and Information Plazas.

The objectives of the program are to:

- . Maximize Michigan tourism.
- . Provide safety rest areas for highway travelers.
- . Provide information and services to the traveling public.

Travel Information Center personnel will dispense travel information, maps, and other information material about Michigan attractions, points of interest and accommodations to the traveling public.

The Travel Information Program will be coordinated with appropriate State and local agencies, both public and private.

Adopted by the State Transportation Commission

02-28-79

Date



**TRANSPORATATION
COMMISSION**

WILLIAM C. MARSHALL
 RODGER D. YOUNG
 HANNES MEYERS, JR.
 STEPHEN ADAMINI
 SHIRLEY E. ZELLER
 WILLIAM J. BECKHAM, JR.



JAMES P. PITZ - DIRECTOR
 DEPARTMENT OF TRANSPORTATION

LARRY LEATHERWOOD - DEPUTY DIRECTOR
 BUREAU OF ADMINISTRATION

JOEL C. HEILMAN - ASST. DEPUTY DIRECTOR
 ADMINISTRATION-OPERATIONS

LARRY BECKON - ADMINISTRATOR
 TRAVEL INFORMATION DIVISION

| <u>INDEX</u> | <u>PAGE</u> |
|--|-------------|
| Introduction | 1 |
| Transportation Map History | 2-3 |
| SERVICE COMMITMENT | |
| Welcome Centers | 4 |
| Visitor Count | 5 |
| Visitor Comments | 8 |
| New Services | 10-11 |
| Reservation Service | 11 |
| Literature Distribution | 13 |
| Rest Area/Roadside Park System | 14 |
| Reseach | 15-16 |
| TECHNICAL ASSISTANCE | |
| Governor's Conference | 18 |
| Ag/Tourism Task Force | 18 |
| Michigan Travel Commission | 19 |
| Travel And Tourism Research Association | 19 |
| Travel Show Schedule | 20 |
| Promotions (Michigan Products Promotion) | 21-29 |
| Awards | 30 |
| PROFESSIONAL DEVELOPMENT | |
| Annual Seminar . | 31 |
| FAM Tours | 32 |
| SPECIAL PROGRAMS | 33 |
| WHAT'S NEW | 34 |
| Collage | 35 |

For Additional Copies of the 1986 Annual Report
Send Name and Address to:
Travel Information Division
Michigan Dept. of Transportation
P.O. Box 30050
Lansing, MI 48909

INTRODUCTION

PROVIDING SUPERIOR TRANSPORTATION SERVICES

Since 1935, the Michigan Department of Transportation has provided tourist information and services to accommodate the public. The Travel Information Division provides information free of charge aimed at maximizing Michigan tourism.

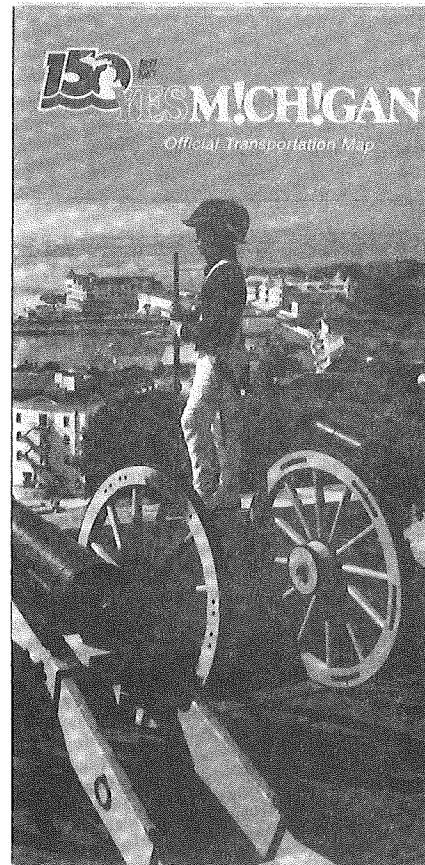
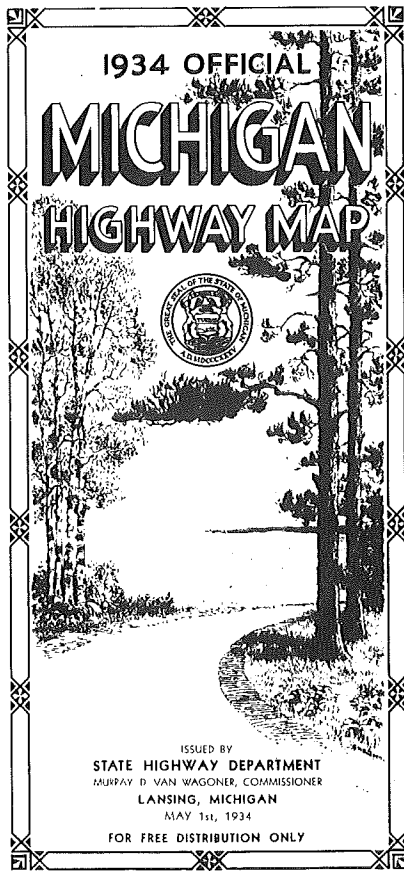
The MDOT Travel Information program has always been innovative. Notable milestones for 1986 include:

- * A computerized information system at Welcome Centers to augment personal information and printed material.
- * Plans finalized for pilot vending machine areas at two Welcome Centers.
- * The promoting of Michigan products (Welcome Centers featured over 100 promotions in 1986).
- * Use of costumes to promote history, heritage, and festivals of the state.

MAP HISTORY

The State of Michigan printed its first road map in 1914 which was primarily used by state and county engineers. Today the official Transportation map is used by out-of-state visitors and Michigan residents to reach their destinations and help plan their vacations. The map is distributed free to the public through MDOT Welcome Centers and other State and local agencies.

It is estimated that 2.8 million special edition maps will be distributed during Michigan's Sesquicentennial Celebration.



Following is a historical overview of the Michigan Map:

TRANSPORTATION MAP HISTORY

- 1914 First road map of Michigan printed
Map was used by state and county engineers rather than the public.
- 1924 Official Michigan Condition Map depicted location of trunkline (state highways) system.
- 1914-1927 State map was nearly impossible to acquire because of the limited number printed.
- 1927 Official Service map depicted new trunkline signing and was printed four times a year until 1934.
- 1934 Official Michigan State Highway Map designed for the use of the motoring public - map included: signed state and U.S. trunklines, cities, villages, rivers, lakes, county seats, county lines, ferries, and major county roads - state printed two editions (spring and winter).
- 1943-1944 No map was printed due to the war.
- 1959 Highway Department did not print a map.
- 1960 Michigan Highway Department started printing the map only once a year.
- 1974 The map became the Official Michigan Transportation Map depicting railroads; airline, military and private airports; international and domestic seaports and international rail interchange points, in addition to the data originally depicted on the Official Michigan State Highway Map.
- 1976 The Department issued a 1976-77 Bicentennial Map. Map now only printed once every two years.
- 1986 The Department issued a Sesquicentennial Map.

SERVICE COMMITMENT

WELCOME CENTERS

The Department of Transportation has eleven Welcome Centers located at vantage points to provide the public with safe and attractive park-style rest stops as they travel throughout Michigan. Counselors at these centers give assistance to the public in planning vacations, provide media (radio, television, and newspaper) members with needed information, and act as goodwill ambassadors for the State of Michigan in working with the tourism industry and in helping the visitor.

Visitor services include: distributing Transportation Maps, helping direct travelers to their destination, offering ideas for vacations, making reservations (hotels, dining, tours, etc.) and giving visitors additional information on specifically requested festivals and attractions.

MAINTENANCE STAFF

The Maintenance staff at the Welcome Centers also help in promoting Michigan to its visitors. Their efforts to maintain the Centers and grounds help to create a "we care" impression that is noticed and appreciated by out of state visitors and Michigan residents stopping for information and travel breaks.

Their many and varied duties include: mowing the area grounds, planting and maintaining floral displays, light repair work, painting (walls, trash cans, bumper guards), and maintaining and cleaning the restrooms. The staff works hard in their endeavor to maintain safe, clean, and attractive facilities for the motoring public.



COLDWATER WELCOME CENTER

VISITOR COUNT

Visitors are counted manually by Welcome Center staff. Electronic traffic counters are being installed at the Centers¹ to monitor traffic on a 24-hour basis.

January - December 1983-1986

| | <u>1983</u> | <u>1984</u> | <u>1985</u> | <u>1986</u> |
|------------------|-------------|-------------|-------------|-------------|
| Clare | 211,368 | 111,434 | 120,283 | 114,856 |
| Coldwater | 288,518 | 282,858 | 212,325 | 259,469 |
| Dundee | 263,532 | 280,340 | 260,558 | 307,723 |
| Iron Mountain | * | 10,264 | 23,199 | 28,057 |
| Ironwood | 51,753 | 47,647 | 45,108 | 38,886 |
| Mackinaw City | 133,320 | 137,093 | 127,767 | 138,740 |
| Menominee | 33,439 | 36,936 | 34,398 | 39,091 |
| Monroe | 258,808 | 142,484** | 203,141** | 273,517 |
| New Buffalo | 645,525 | 625,361 | 650,543 | 581,356 |
| Port Huron | 48,257 | 48,120 | 46,915 | 50,243 |
| Sault Ste. Marie | 98,701 | 88,162 | 76,570 | 79,678 |
| GRAND TOTAL | 2,033,221 | 1,810,533 | 1,799,849 | 1,919,398 |

1. Iron Mountain has a floor mat counter

* Not Open

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

Monthly Comparisons
WC Visitor Count

| Travel Centers | January | February | March | April | May | June | July | August | September | October | November | December | TOTALS |
|----------------------|---------|----------|--------|--------|--------|--------|--------|--------|-----------|---------|----------|----------|---------|
| <u>Clare</u> | | | | | | | | | | | | | |
| 1983 | 2,556 | 3,321 | 3,403 | 4,960 | 13,968 | 23,550 | 62,763 | 55,582 | 20,258 | 13,075 | 5,676 | 2,256 | 211,368 |
| 1984 | 2,462 | 3,190 | 3,111 | 5,388 | 8,262 | 15,673 | 24,389 | 24,453 | 10,910 | 8,052 | 3,431 | 2,113 | 111,434 |
| 1985 | 1,932 | 2,219 | 2,918 | 4,859 | 10,543 | 17,193 | 28,921 | 26,948 | 10,578 | 8,620 | 3,245 | 2,307 | 120,283 |
| 1986 | 2,487 | 2,415 | 3,576 | 4,880 | 10,263 | 15,907 | 24,090 | 24,208 | 11,451 | 8,792 | 4,084 | 2,703 | 114,856 |
| <u>Coldwater</u> | | | | | | | | | | | | | |
| 1983 | 8,722 | 8,179 | 12,855 | 18,177 | 26,419 | 46,256 | 58,545 | 46,887 | 25,991 | 12,310 | 12,979 | 11,198 | 288,518 |
| 1984 | 6,927 | 8,179 | 11,965 | 20,303 | 26,458 | 31,750 | 56,264 | 61,558 | 25,814 | 12,725 | 8,164 | 12,751 | 282,858 |
| 1985 | 6,072 | 7,452 | 9,589 | 13,517 | 17,870 | 29,929 | 33,681 | 34,681 | 19,434 | 16,573 | 11,785 | 11,742 | 212,325 |
| 1986 | 8,146 | 7,142 | 16,922 | 16,922 | 20,977 | 36,251 | 44,403 | 44,590 | 21,356 | 17,142 | 12,809 | 12,809 | 259,469 |
| <u>Dundee</u> | | | | | | | | | | | | | |
| 1983 | 3,935 | 6,745 | 11,856 | 16,163 | 22,602 | 32,563 | 50,770 | 51,860 | 28,438 | 18,005 | 10,498 | 10,097 | 263,532 |
| 1984 | 7,679 | 10,532 | 11,159 | 19,454 | 24,481 | 38,802 | 49,863 | 54,235 | 22,853 | 14,293 | 13,530 | 13,459 | 280,340 |
| 1985 | 7,707 | 6,391 | 11,051 | 19,661 | 20,639 | 32,208 | 49,414 | 48,430 | 24,170 | 19,061 | 11,373 | 10,453 | 260,558 |
| 1986 | 6,824 | 6,084 | 13,427 | 22,363 | 22,480 | 44,675 | 61,963 | 62,121 | 22,756 | 21,896 | 12,837 | 10,297 | 307,723 |
| <u>Iron Mountain</u> | | | | | | | | | | | | | |
| 1983 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1984 | - | - | - | - | - | - | 1,932 | 4,476 | 1,708 | 1,235 | 396 | 517 | 10,264 |
| 1985 | 535 | 499 | 523 | 509 | 1,290 | 3,421 | 5,918 | 5,170 | 2,721 | 1,715 | 492 | 406 | 23,199 |
| 1986 | 529 | 678 | 727 | 855 | 1,788 | 3,577 | 6,622 | 6,974 | 3,298 | 1,604 | *715 | *690 | 28,057 |
| <u>Ironwood</u> | | | | | | | | | | | | | |
| 1983 | 944 | 1,122 | 1,036 | 1,180 | 2,265 | 6,592 | 13,456 | 11,265 | 7,787 | 4,364 | 931 | 811 | 51,753 |
| 1984 | 727 | 1,080 | 862 | 1,405 | 2,592 | 6,072 | 12,772 | 11,374 | 6,275 | 2,906 | 748 | 834 | 47,647 |
| 1985 | 739 | 741 | 938 | 1,222 | 2,203 | 5,256 | 11,318 | 12,319 | 6,054 | 2,613 | 791 | 914 | 45,108 |
| 1986 | 741 | 774 | 1,064 | 1,007 | 2,211 | 5,192 | 10,305 | 9,123 | 4,224 | 2,231 | 795 | 1,219 | 38,886 |
| <u>Mackinaw City</u> | | | | | | | | | | | | | |
| 1983 | 1,333 | 1,793 | 1,763 | 2,799 | 7,778 | 16,569 | 35,870 | 34,959 | 17,231 | 9,854 | 1,836 | 1,535 | 133,320 |
| 1984 | 1,211 | 2,557 | 2,393 | 3,575 | 7,457 | 17,610 | 35,904 | 36,682 | 16,493 | 9,131 | 2,016 | 2,064 | 137,093 |
| 1985 | 1,328 | 1,907 | 2,284 | 3,590 | 8,415 | 18,259 | 33,999 | 31,107 | 14,748 | 8,374 | 1,880 | 1,876 | 127,767 |
| 1986 | 1,843 | 1,930 | 3,020 | 3,126 | 8,587 | 17,215 | 33,460 | 40,129 | 15,988 | 8,448 | 2,272 | 2,722 | 138,740 |

Monthly Comparisons
WC Visitor Count

| Travel Centers | January | February | March | April | May | June | July | August | September | October | November | December | TOTALS |
|-------------------------|---------|----------|--------|--------|--------|--------|---------|---------|-----------|---------|----------|----------|---------|
| <u>Menominee</u> | | | | | | | | | | | | | |
| 1983 | 100 | 234 | 260 | 400 | 750 | 2,186 | 10,990 | 10,711 | 4,198 | 2,642 | 615 | 353 | 33,439 |
| 1984 | 405 | 522 | 617 | 927 | 1,671 | 4,992 | 9,940 | 10,094 | 4,366 | 2,286 | 665 | 451 | 36,936 |
| 1985 | 322 | 406 | 657 | 887 | 2,166 | 5,393 | 9,802 | 7,671 | 3,861 | 2,252 | 581 | 400 | 34,398 |
| 1986 | 400 | 400 | 666 | 1,009 | 2,052 | 6,004 | 9,924 | 10,756 | 4,781 | 1,936 | 602 | 561 | 39,091 |
| <u>Monroe</u> | | | | | | | | | | | | | |
| 1983 | 4,266 | 4,573 | 7,000 | 10,570 | 14,898 | 31,029 | 50,668 | 52,198 | 30,488 | 26,050 | 15,822 | 11,246 | 258,808 |
| 1984 | 11,103 | 15,373 | 18,170 | 27,962 | 33,362 | 36,514 | CLOSED | CLOSED | CLOSED | CLOSED | CLOSED | CLOSED | 142,484 |
| 1985 | CLOSED | CLOSED | CLOSED | CLOSED | CLOSED | 26,390 | 51,146 | 57,507 | 33,352 | 18,180 | 9,450 | 7,116 | 203,141 |
| 1986 | 6,310 | 4,309 | 8,689 | 12,209 | 16,784 | 29,990 | 53,108 | 59,019 | 27,024 | 25,898 | 18,015 | 12,162 | 273,517 |
| <u>New Buffalo</u> | | | | | | | | | | | | | |
| 1983 | 12,380 | 15,140 | 21,378 | 39,085 | 64,647 | 80,690 | 126,111 | 114,946 | 69,720 | 57,670 | 27,603 | 16,155 | 645,525 |
| 1984 | 11,708 | 17,711 | 18,018 | 33,833 | 45,809 | 71,401 | 118,323 | 132,999 | 75,669 | 50,460 | 26,871 | 22,559 | 625,361 |
| 1985 | 11,509 | 14,012 | 29,297 | 53,855 | 58,718 | 75,730 | 119,782 | 130,281 | 61,948 | 50,919 | 23,316 | 21,176 | 650,543 |
| 1986 | 13,679 | 12,504 | 26,349 | 34,304 | 50,998 | 72,065 | 100,059 | 113,828 | 59,423 | 47,696 | 28,829 | 21,622 | 581,356 |
| <u>Port Huron</u> | | | | | | | | | | | | | |
| 1983 | 1,097 | 1,385 | 1,842 | 2,051 | 3,336 | 6,020 | 11,266 | 10,296 | 4,945 | 3,622 | 1,405 | 992 | 48,257 |
| 1984 | 1,100 | 1,418 | 1,771 | 2,495 | 3,575 | 5,961 | 10,307 | 10,733 | 4,748 | 3,400 | 1,487 | 1,125 | 48,120 |
| 1985 | 1,093 | 1,053 | 1,722 | 2,117 | 4,007 | 6,488 | 10,156 | 9,468 | 4,676 | 3,784 | 1,367 | 984 | 46,915 |
| 1986 | 1,091 | 977 | 2,149 | 2,149 | 2,409 | 3,720 | 7,837 | 11,193 | 10,079 | 4,391 | 3,423 | 1,613 | 51,031 |
| <u>Sault Ste. Marie</u> | | | | | | | | | | | | | |
| 1983 | 777 | 951 | 1,353 | 1,671 | 3,423 | 9,225 | 27,307 | 37,029 | 10,369 | 4,790 | 903 | 903 | 98,701 |
| 1984 | 939 | 1,473 | 1,414 | 2,016 | 2,945 | 8,711 | 24,203 | 31,889 | 9,734 | 3,706 | 604 | 528 | 88,162 |
| 1985 | 479 | 445 | 590 | 697 | 2,612 | 7,703 | 25,516 | 27,639 | 8,130 | 2,054 | 388 | 317 | 76,570 |
| 1986 | 465 | 471 | 618 | 936 | 2,722 | 8,630 | 24,672 | 31,609 | 6,297 | 2,216 | 484 | 558 | 79,678 |

VISITOR COMMENTS

8,300 visitor comment cards were completed in 1986. The following are excerpts of what visitors thought of the Welcome Centers.

Clare: "The center and the rest stops in general are literally the best I've ever seen after traveling in most of the 49 continental states. Well done!" (Oregon)

Coldwater: "The attendants were very helpful and informative. Went out of their way to assist us. We compliment your state on its beautiful, clean, and informative rest areas."

Dundee: "Excellent facility! We should have such great Info Centers in the "Golden State." Personnel helpful and courteous. Thank you!!" (California)

Iron Mountain: "Extremely helpful receptionist. I can't remember when anyone has been that courteous and willing to offer any help possible. She turned my day around." (Illinois)

Ironwood: "Will probably extend a 3 day stay to one week because of all information received by "extremely" courteous, helpful member of your staff." (Illinois)

Mackinaw City: "I always enjoy stopping at the information Center and all the wonderful pamphlets we obtain there. Everyone is always helpful." (Michigan)

Menominee: "We have limited time to spend. Very impressed with Visitor Center. Good location, friendly staff, well stocked with information, attractive building." (California)

Monroe: "The array of literature available was certainly more than adequate for any traveler. The representative on duty was very friendly. A sign of things to come as I visit Michigan? (Ohio)

New Buffalo: "Center was very friendly and made us feel welcome. Plan on returning often. Much information from "I Am Michigan" mail. (Illinois)

Port Huron: "Center personnel was very friendly and courteous. They were also very helpful with the information requested. Keep up the good work." (Michigan)

Sault Ste. Marie: "We're very impressed with Michigan's travel info and the helpful, friendly personnel. There's a lot to do here that I never knew about." (Texas)

7

**TABULATION OF TRAVEL COMMENT CARDS
JANUARY THROUGH DECEMBER 1986**

| WELCOME CENTER | Favor- able | Unfavor- able | TOTAL | Visitors per Center | Yearly % cards/ Visitor |
|----------------------|----------------|------------------|-------|---------------------------|-------------------------------|
| | A | B | C | D | E |
| 1 - Clare | 260 | 0 | 260 | 114,856 | .2% |
| 9 - Coldwater | 567 | 0 | 567 | 259,469 | .2% |
| 10 - Dundee | 611 | 0 | 611 | 307,732 | .2% |
| 11 - Iron Mountain | 79 | 0 | 79 | 28,057 | .3% |
| 2 - Ironwood | 877 | 0 | 877 | 38,886 | 2.3% |
| 3 - Mackinaw City | 375 | 0 | 375 | 138,740 | .3% |
| 4 - Menominee | 160 | 0 | 160 | 39,091 | .4% |
| 5 - Monroe | 1,348 | 0 | 1,348 | 273,517 | .5% |
| 6 - New Buffalo | 3,564 | 0 | 3,564 | 581,356 | .6% |
| 7 - Port Huron | 158 | 0 | 158 | 51,031 | .3% |
| 8 - Sault Ste. Marie | 314 | 0 | 314 | 79,678 | .4% |
| TOTAL | 8,300 | 0 | 8,300 | 1,919,398 | .4% |
| PERCENT OF TOTAL | 100% | | 100% | | |

NEW SERVICES



TRAVELGUIDE

"TRAVELGUIDE", a computerized system, is an additional information source introduced at the Governors Conference on Tourism in Kalamazoo April 13-15, 1986, and made available to Welcome Center visitors. This system uses a numbered keypad, video display, and a printout with directions to provide the visitor with Michigan information such as: attractions, lodging, camping, and festivals.

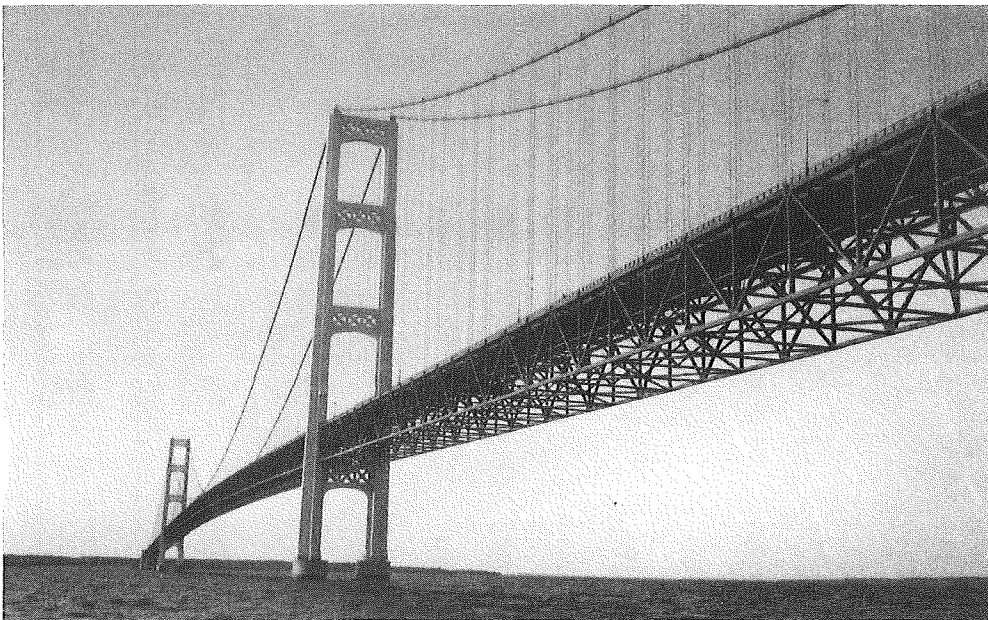
Initial units were placed at: New Buffalo, Coldwater, Dundee, Monroe, Clare, and Iron Mountain under a pilot program to test the system. Since placing the first six machines, new units have been installed at the Mackinaw City Welcome Center and the Detroit Windsor Tunnel.

COPIER PROGRAM

A pilot program to test the effectiveness of using copy machines is in progress at Dundee, Ironwood, and Mackinaw City Welcome Centers. Copies can now be made of reference material (fishing rivers, hunting areas, etc.) for the Welcome Center visitor. The program will be analyzed to evaluate the potential this material has for increasing tourism and how visitors benefit from the material.

HIGHWAY ADVISORY RADIO

The Mackinac Bridge Highway Advisory Radio (HAR) agreement between the Travel Information Division and the Mackinac Bridge Authority was signed this year. HAR is a low-frequency radio system designed to broadcast reports on: weather, road and bridge conditions, events, festivals etc. Projected date for implementation is 1987.



RESERVATION SERVICE

MDOT'S eleven Welcome Centers offer Michigan visitors access to a special telephone system. This free service allows the visitor direct contact to an establishment to make lodging and dinner reservations, to attractions to determine hours of operation, to a state park to inquire about campsites or special information such as mushroom hunting, etc. The following page is a detail of the reservation telephone usage for 1986 which increased 18.1% over 1985.

PHONE RESERVATION USAGE FOR THE WELCOME CENTERS
JANUARY - DECEMBER 1986

| MONTH | CLARE | COLDWATER | DUNDEE | IRONWOOD | MACK. CITY | MENOMINEE | MONROE | NEW BUFFALO | PORT HURON | S.S. MARIE | TOTAL |
|--------------|--------------|------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|---------------|
| January | 44 | 17 | 37 | 1 | 34 | 3 | 24 | 61 | 6 | 13 | 240 |
| February | 58 | 12 | 34 | 5 | 41 | 6 | 36 | 65 | 6 | 28 | 291 |
| March | 56 | 14 | 30 | 5 | 36 | 3 | 55 | 63 | 24 | 33 | 319 |
| April | 60 | 12 | 41 | 8 | 38 | 7 | 83 | 39 | 25 | 49 | 362 |
| May | 74 | 22 | 50 | 6 | 200 | 30 | 84 | 197 | 49 | 60 | 772 |
| June | 157 | 56 | 133 | 32 | 596 | 71 | 185 | 279 | 100 | 101 | 1,690 |
| July | 399 | 156 | 150 | 107 | 1,339 | 139 | 284 | 1,037 | 243 | 357 | 4,211 |
| August | 326 | 158 | 303 | 121 | 1,937 | 246 | 230 | 1,004 | 265 | 343 | 4,933 |
| September | 79 | 46 | 136 | 26 | 403 | 60 | 60 | 182 | 59 | 127 | 1,178 |
| October | 89 | 17 | 89 | 5 | 163 | 32 | 61 | 220 | 26 | 64 | 766 |
| November | 33 | 21 | 38 | 4 | 32 | 32 | 40 | 127 | 5 | 45 | 377 |
| December | 78 | 19 | 31 | 19 | 65 | 11 | 43 | 118 | 8 | 44 | 436 |
| Total | 1,433 | 550 | 1,072 | 339 | 4,884 | 640 | 1,185 | 3,392 | 816 | 1,264 | 15,575 |

Year to Date Increase in Phone Reservation Usage

| | | | | | | | | | | | | |
|---------|---|--------------|------------|--------------|------------|--------------|------------|--------------|--------------|------------|--------------|---------------|
| 1986 | - | <u>1,433</u> | <u>550</u> | <u>1,072</u> | <u>339</u> | <u>4,884</u> | <u>640</u> | <u>1,185</u> | <u>3,392</u> | <u>816</u> | <u>1,264</u> | <u>15,575</u> |
| 1985 | - | 1,147 | 434 | 1,032 | 621 | 4,173 | 490 | 953 | 2,222 | 948 | 1,171 | 13,191 |
| Percent | - | 24.9% | 26.7% | 3.9% | -45.4% | 17.0% | 30.6% | 24.3% | 52.7% | -13.9% | 7.9% | 18.1% |

Total Reservations (January - December 1985)

| | | | | | | | | | | | |
|--|-------|-----|-------|-----|-------|-----|-----|-------|-----|-------|--------|
| | 1,147 | 434 | 1,032 | 621 | 4,173 | 490 | 953 | 2,222 | 948 | 1,171 | 13,191 |
|--|-------|-----|-------|-----|-------|-----|-----|-------|-----|-------|--------|

12

LITERATURE DISTRIBUTION

Literature related to travel and tourism is distributed free to visitors each year through the 11 Welcome Centers. Types of literature include: brochures, area maps and booklets. Travel related information can be shipped directly to the Welcome Centers or to our Central Distribution Center for disbursement. The Distribution Center is currently implementing its new computer system to increase efficiency in recording literature received and its distribution.

Distribution Monthly Totals for:

| | <u>1983</u> | <u>1984</u> | <u>1985</u> | <u>1986</u> |
|-----------|-------------|-------------|-------------|-------------|
| January | 150,350 | 273,675 | 151,396 | 118,904 |
| February | 244,495 | 278,165 | 79,765 | 57,500 |
| March | 504,140 | 761,825 | 460,915 | 600,025 |
| April | 1,014,073 | 592,944 | 805,619 | 854,115 |
| May | 620,565 | 1,114,411 | 921,527 | 746,165 |
| June | 713,772 | 526,118 | 692,208 | 674,095 |
| July | 888,221 | 685,437 | 562,713 | 367,875 |
| August | 126,505 | 339,125 | 203,774 | 556,659 |
| September | 165,901 | 287,895 | 167,750 | 88,110 |
| October | 72,815 | 185,950 | 270,600 | 163,250 |
| November | 170,540 | 263,090 | 112,600 | 90,600 |
| December | 208,460 | 95,960 | 986,567 | 138,011 |
| Total: | 4,879,837 | 5,404,595 | 5,415,434 | 4,455,309 |

By Calendar Year:

| <u>Year</u> | <u>Distribution</u> | <u>Year</u> | <u>Distribution</u> |
|-------------|---------------------|-------------|---------------------|
| 1963 | 1,500,000 | 1975 | 3,113,233 |
| 1964 | 2,064,000 | 1976 | 3,778,898 |
| 1965 | 2,531,000 | 1977 | 4,187,765 |
| 1966 | 2,326,000 | 1978 | 3,940,637 |
| 1967 | 2,517,000 | 1979 | 5,389,465 |
| 1968 | 2,703,000 | 1980 | 4,810,047 |
| 1969 | 2,690,000 | 1981 | 4,871,907 |
| 1970 | 2,949,000 | 1982 | 4,572,861 |
| 1971 | 3,089,000 | 1983 | 4,879,837 |
| 1972 | 3,490,000 | 1984 | 5,404,595 |
| 1973 | 3,411,758 | 1985 | 5,415,434 |
| 1974 | 3,193,664 | 1986 | 4,555,309 |

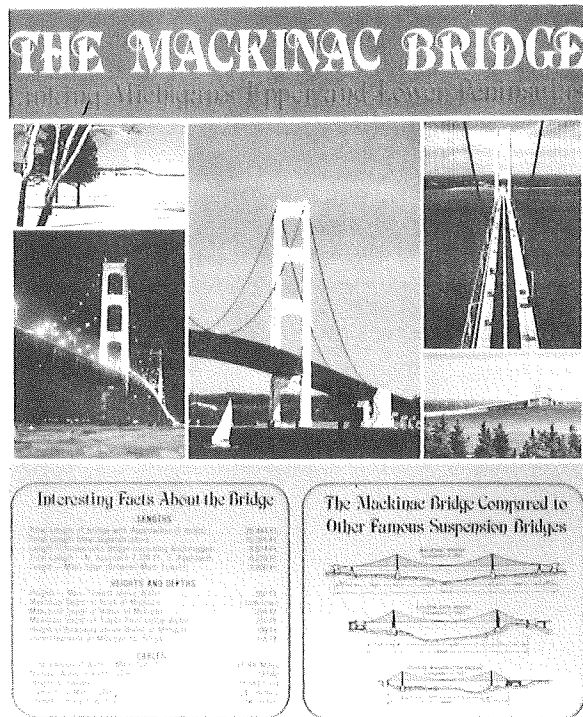
REST AREA/ROADSIDE PARK SYSTEM

Michigan's roadside system started with the placing of the first picnic table near Ionia on M-21 in 1929 and later a roadside park near Okemos by the Red Cedar River in 1935. This system has developed from those rustic sites into the modern rest area/tourist information facilities throughout Michigan today. At present MDOT has 78 rest areas and 92 roadside parks. Within this system are 11 Welcome Centers to provide the visitor with travel information on all of Michigan.

The rest areas feature displays which promote area attractions, local establishments, and state promotions. This information is housed in visual display cases located on the buildings and in separate plaza structures. They are created in a co-operative effort between the private sector/tourism industry and MDOT Travel Information Division.

The roadside parks are located on the secondary road system throughout the state. Promotional displays are also located in these rustic surroundings. Approximately one-third of all roadside parks are located near a lake or stream.

This year new promotional rest area displays are: the Mackinac Bridge, and the "Pick Michigan" Agricultural promotional board.



78 TOTAL REST AREAS

11 Welcome Centers }
 67 Rest Areas } 156 Info. boards (on the building)

56 Information Plazas (= 392 plaza boards)

11 Existing rest areas--no plaza

9 no plaza planned
 2 future plaza planned

WELCOME CENTERS(11)

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

INFORMATION PLAZAS(56)

As of 5-22-87

| | | | |
|----------------------|-----------|-----------------------|-----------|
| 236-SAULT STE. MARIE | NB I-75 | 624-FENTON | NB US-23 |
| 238-ST. IGNACE | SB I-75 | 626-LINWOOD | NB I-75 |
| 306-CADILLAC | NB US-131 | 628-SWARTZ CREEK | EB I-69 |
| 401-HOUGHTON LAKE | NB US-27 | 702-ALBION | WB I-94 |
| 402-HIGGINS LAKE | SB US-27 | 703-BATTLE CREEK | EB I-94 |
| 403-GRAYLING | NB I-75 | 704-GALESBURG | WB I-94 |
| 404-FREDERIC | SB I-75 | 706-WATERVLIET | WB I-94 |
| 405-GAYLORD | NB I-75 | 708-PORTAGE | NB US-131 |
| 406-VANDERBILT | SB I-75 | 709-KALAMAZOO | SB US-131 |
| 407-TOPINABEE | NB I-75 | 720-COVERT | SB I-196 |
| 408-CHEBOYGAN | SB I-75 | 721-TEKONSHA | NB I-69 |
| 433-WEST BRANCH | NB I-75 | 722-MARSHALL | SB I-69 |
| 501-WHITEHALL | SB US-31 | 723-BENTON HARBOR | EB I-94 |
| 502-FRUITPORT | WB I-96 | 726-SOUTH HAVEN | NB I-196 |
| 503-WALKER | EB I-96 | 727-SAUGATUCK | SB I-196 |
| 504-CASCADE | WB I-96 | 810-HOLT | NB US-127 |
| 505-ITHACA | NB US-27 | 811-OKEMOS | WB I-96 |
| 510-SARANAC | EB I-96 | 812-HOWELL-HIGHLANDS | EB I-96 |
| 520-WYOMING | NB US-131 | 813-HOWELL-CHEMUNG | WB I-96 |
| 525-ROCKFORD | SB US-131 | 814-NORTHFIELD-CHURCH | SB US-23 |
| 528-HUDSONVILLE | EB I-196 | 815-WILLIS ROAD | NB US-23 |
| 529-ROTHBURY | NB US-31 | 817-ZEEB ROAD | EB I-94 |
| 530-HART | SB US-31 | 818-GRASS LAKE | WB I-94 |
| 531-PORTLAND | WB I-96 | 819-JACKSON | EB I-94 |
| 602-MIDLAND | WB US-10 | 825-GRAND LEDGE | EB I-96 |
| 605-BAY CITY | SB I-75 | 829-CARLETON | SB I-275 |
| 612-CLIO | SB I-75 | 909-NEW BALTIMORE | EB I-94 |
| 615-BRIDGEPORT | NB I-75 | 911-BELLEVILLE | WB I-94 |

RESEARCH

WELCOME CENTER USER SURVEY

The Michigan Travel and Tourism report detailing a survey of the users of the Welcome Centers is a result of studies conducted at 9 of the 11 Centers during 1984 and 1985. The report was completed and distributed in October 1986. The purpose of the survey was to examine the role of the Welcome Centers in the four following areas:

1. to determine the economic impact of the Centers;
2. to study seasonal trends and differences at the Centers;
3. to monitor pre-trip and en route planning and decision making on a seasonal basis;
4. to gather specific data for the tourism industry.

Major highlights of the report were as follows:

Characteristics of Welcome Center Users: the typical visitor to the state comes from either Michigan, Ontario, Canada, or from the states surrounding the Great Lakes. The majority of visitor incomes is at least as high as \$25,000 per year. Most visitor occupations were in the "white collar" fields such as professional and managerial. The primary wage earner averaged 45 years of age for Michigan residents and 51 years of age for out-of-state visitors. The majority of out-of-state visitors had visited Michigan on previous occasions.

Trip characteristics: most trips to the state were either for vacations, for pleasure or to visit friends and relatives. Main destinations for visitors were: Mackinac Island, Detroit area, southwest Michigan, and Sault Ste. Marie area. The average length of the visitors stay was for one week or less. Although approximately 50% of Michigan visitors stayed in hotels and motels almost 40% of out-of-state visitors stayed with friends and relatives. Major activities while visiting Michigan included: visiting scenic areas and shopping.

Decision making Behavior: the major reason for visitors coming to the state was because they had visited Michigan before. This prior knowledge formed the basis for where visitors would stay, eat, and areas to visit. Travelers that had never been to the state before relied mostly on information from friends and relatives that had Travel directories were very influential in helping visitors decide where to stay and highway signing helped to determine gas stops.

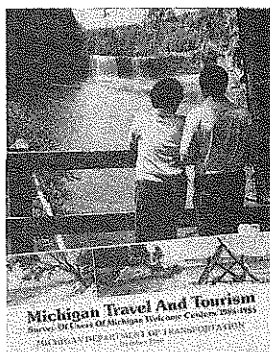
Trip planning behavior: most decisions for the trip were based on visitors or their friends and relatives previous experiences in Michigan. A majority of visitors had made plans for the trip such as their major destination and where to stay once there, which route they were taking to get to their destination, the number of days to allow for their vacation, and major attractions to visit at their destination. For most of the trip details such as en route stops or reservations were not made.

Impact of the Welcome Centers: over 70% of people visiting the state indicated that information from the Centers did influence their vacation plans while in Michigan. At least 50% of travelers visited attractions from information received at the Centers while 40% visited areas they had not planned on prior to coming into the state. Approximately 9% of travelers increased their visit by an average of 4 days.

Knowledge and Visitation Patterns: Over 70% of Michigan residents stopping at the Welcome Centers were very familiar with many of the states major attractions (in the list were: Mackinac Island, Greenfield Village/Henry Ford Museum, Holland Tulip Festival, Soo Locks, Factory/Commercial Tours, Tahquamenon Falls, Sleeping Bear Dunes, Detroit Grand Prix, Pictured Rocks National Lakeshore, Autoworld, Michigan International Speedway, Lake of the Clouds-Porcupine Mountains, Irish Hills, Hartwick Pines State Park). Over 50% of Michigan Residents had visited most of the attractions listed above. Although the number of out-of-state visitors familiar with the many Michigan attractions were less, over 70% had heard of Mackinac Island, Henry Ford Museum, Holland Tulip Festival, and the Soo Locks.

Comparisons with other studies: through comparing this survey with previous MDOT studies and selected aspects from other research papers, some interesting facts were discovered. When compared to the 1981 Michigan Travel Information Systems study, today's Welcome Center visitors planned their trips less rigidly except in the areas of where to stop overnight and major trip destinations. Comparing with the 1980 MDOT Visitor Survey, the major differences were that visitors in 1984-85 had higher income levels than in past years and there seemed to be a noticeable increase in visitors being influenced by Welcome Center vacation suggestions. In comparing with the Michigan's Travel Bureau research, there was an increase to 4-7 days from 1-3 days length of visitor vacation stay. Travelers responding to the survey questionnaire increased to an average age of 51 years from the previous age of 38.

Research and data collection was coordinated for the Welcome Centers Users Survey by Margo Schmidt-Derwae from Travel Information Division. Data analysis and preparation of the report was conducted by Marci Cobb, Travel Information Division. A task force supervised the survey design.



* For a free copy of this report send to: *
* Travel Information Division *
* Michigan Dept. of Transportation *
* P.O. Box 30050 *
* Lansing, MI 48909 *

TECHNICAL ASSISTANCE

GOVERNOR'S CONFERENCE

The 3rd Annual Governor's Conference on Tourism was held April 13-15 at Kalamazoo. Attending the Conference this year were: Larry Leatherwood, Deputy Director of Administration; Joel Heilman, Director of Administration-Operations; Larry Beckon, Travel Information Administrator; Chuck Sweet, Section Manager; Sue Pollack, Program Analyst; Marci Cobb, Ph.D, Tourism Research Specialist; Betsy Brandt, Manager - New Buffalo Welcome Center, and Larry Cornish, Assistant Manager - Coldwater Welcome Center. Highlights of the conference included: the Sesquicentennial-plans to date, and the Tourism Industry - its diversification and the potential for promoting Michigan in other countries. This year featured an introduction to a new information system called "TRAVELGUIDE." The introduction included a press conference with the Governor and Mrs. Blanchard at the MDOT booth and a "hands on" demonstration of a "TRAVELGUIDE" unit was given for the Governor and the Television and News media.

Among the different booths displaying Michigan attractions was a booth designed and co-ordinated by Sue Pollack for MDOT. Phil Smith and Kathy Lowell set up the booth which included a pictorial display of the Wildflowers of Michigan, and also free literature such as: the wildflower brochure/poster, the MDOT official map, and flyers announcing the 1984-85 Welcome Centers Users Survey. A drawing was held at the booth to give away two framed pictures of the state Wildflowers. Also to announce the promotion of Michigan Cherry products at the Welcome Centers was a poster display from the Cherry Committee of Michigan.

AG/TOURISM TASK FORCE

A special task force was organized by Michigan State University to help develop the marketing of agricultural products through tourism. The purpose of the Ag/tourism task force is to help producers promote agriculture by utilizing special events, setting up tours and other promotional events through orchards and wineries, creating u-pick areas in farms, etc. The task force will also address the needs and problems associated with venturing into this new market. Experts from: agricultural producers, the Department of Parks and Recreation Resources (Michigan State University Cooperative Extension Services), and Michigan State Government Departments of Agriculture, Commerce, and Transportation are combining their talents in this effort.

The Michigan Department of Transportation representative for the task force is Sue Pollack from the Travel Information Division.

MICHIGAN TRAVEL COMMISSION

The Michigan Travel Commission meetings are held on a regular basis in different locations around the state. Staff members from the Travel Information Division represent MDOT at these meetings. Attendance provides MDOT the opportunity for keeping the commission informed of programs of the Department.

Commission Meetings for 1986

| | |
|--------------|--|
| February 6-7 | Boyne Highlands - Harbor Springs |
| March 12-13 | McGuires Motor Lodge - Cadillac |
| April 13 | Hilton Inn - Kalamazoo |
| June 4 | Bavarian Motor Lodge - Frankenmuth |
| July 15-16 | Ramada Inn - Marquette |
| August 27-28 | Clarion Hotel - Lansing |
| September 25 | Michigan State University/Kellogg Biological Station - Gull Lake* |
| October 16 | Hyatt Regency - Flint |
| December 17 | Center for the Arts - Midland |

*joint session with Natural Resources Commission/Department of Natural Resources

TRAVEL AND TOURISM RESEARCH ASSOCIATION

The Travel and Tourism Research Association (TTRA) is an international organization, of which Michigan is a member, devoted to improving the quality, scope and acceptability of travel research and marketing information. Representatives of this organization are from various tourism agencies including: airlines, accommodations, attractions, transportation companies, media advertising and consulting firms, public relations, government tourism agencies (foreign and domestic), convention and visitor bureaus, and universities. Michigan is also a member of a regional branch of this organization, the CenStates chapter, along with representatives from Kentucky, Wisconsin, Indiana, Illinois, Missouri, Iowa and Ohio.

The major objectives of the association are to serve as a forum for the exchanging of ideas between producers and users of travel research, to collect and distribute research information to the tourism industry, to encourage travel and tourism research in college and university programs, and to improve the effectiveness of the management process in the travel and tourism industry.

The TTRA hosts an annual conference in one of its member states. This year Margo Schmidt-Derwae and Marci Cobb, representing the MDOT Travel Information Division, attended the conference held in Louisville, Kentucky. Margo Schmidt-Derwae gave a presentation of the 1984-85 Welcome Centers Users Survey.

TRAVEL SHOWS

Welcome Center staff participate in promoting Michigan at Travel Shows. These shows, both in and outside of Michigan, provide the opportunity to reach greater numbers of potential visitors. This participation gives Welcome Center staff a unique opportunity to extend to Show attendees a personal invitation to visit our state.

MDOT PARTICIPATION

| | |
|--|---|
| January 18-26 Debbie Gunderson, Asst. Mgr. New Buffalo Welcome Center | Cincinnati Travel Show Cincinnati, OH |
| January 31 - February 5 Pamala Bistel, Counselor Coldwater Welcome Center | Columbus Travel Show Columbus, OH |
| February 5-9 Susan Chesney, Asst. Mgr. Dundee Welcome Center | Columbus Travel Show Columbus, OH |
| February 1-9 Robert Bates, Mgr. Iron Mountain/Menominee Welcome Centers | Detroit Boat & Fishing Show Detroit, MI |
| February 21 - March 2 Pamala Bistel, Counselor Coldwater Welcome Center | Outdoorama Detroit, MI |
| March 14-23 Harriet Grzyb, Mgr. Clare Welcome Center | American/Canadian Sport, Boat & Travel Show Cleveland, OH |

Comments on Travel Shows by Welcome Center Staff:

"I have constantly had people tell me that the booth and the literature handed out to them helped make up their mind that Michigan was a good place to visit."

"I feel we must continue to participate in Travel Shows, as other surrounding States have seen what tourism does for Michigans' economy and the increase in jobs, and are becoming more competitive for the tourist dollars."

"In no other way can Michigan be promoted and exposed to so many people at one time in one market place with the added benefit of the face-to-face situation where people can ask questions and get an immediate response. This personal touch can do far more than reading an advertisement."

PROMOTIONS

The eleven Welcome Centers throughout Michigan, work on an individual basis to promote special events for example: Michigan Week, Operation Care (all the major holidays), Transportation Week, etc.

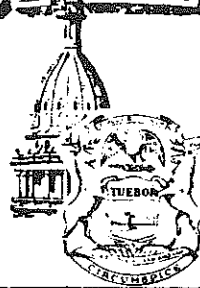
This year with the signing of House Concurrent Resolution #501 a, cooperative effort between the state Departments of Agriculture, Commerce, and Transportation was firmly established. The Resolution is specifically designed to promote Michigan products, especially agriculturally related, through the Welcome Centers. A pilot program was organized to highlight the products using displays, give-aways (samples, recipes, coupons, etc.) and brochures (listings of farm markets, wineries, etc.) to encourage visitors to "Pick Michigan." This program was implemented for one year. A report to gauge the effectiveness of the program, is being prepared with recommendations for such promotion in the future.

A copy of the House Resolution and a listing of the Michigan products promoted at the Welcome Centers are on the following pages.



IRONWOOD WELCOME CENTER

STATE OF MICHIGAN



MICHIGAN LEGISLATURE

House Concurrent Resolution No. 501

Offered by Representatives Gagliardi, Korvisto, Griffin, Alley, Dodak and Gnodtke
and Senators Irwin and Smith

A CONCURRENT RESOLUTION REQUESTING THE MICHIGAN DEPARTMENTS
OF AGRICULTURE, COMMERCE, AND TRANSPORTATION TO JOINTLY ESTABLISH
A PROGRAM TO PROMOTE AND DISTRIBUTE MICHIGAN PRODUCTS
AT STATE TRAVEL INFORMATION CENTERS

WHEREAS, A vital component in the strategy to further vitalize Michigan's economy is the promotion of products grown or manufactured in this state. While Michigan already has an excellent reputation throughout the world for many of its agricultural, industrial, business, and service-oriented products, there is still much that can be done to increase the recognition and sale of some of these products to individuals both in and out of state; and

WHEREAS, One method for promoting Michigan-originated products that should be examined is the use of the state's travel information centers. There are currently eleven travel information centers placed throughout the state at major entry points, such as at New Buffalo and Monroe, and at strategic locations, such as at Clare and Mackinaw City. These centers, operated by the Michigan Department of Transportation, are staffed by trained travel counselors and are open year around. In 1984, there were nearly two million visitors to these centers and approximately five million pieces of travel-related literature were handed out. The function of these centers is to provide statewide and local information and personal travel counseling to travelers, with the goal of maximizing tourist expenditures in Michigan; and

WHEREAS, Because the state's travel information centers are so widely used and strategically located, they would provide an appropriate location for acquainting travelers in Michigan with Michigan-based products, especially those produced by our thriving agricultural industry. Such a program could be theme-oriented and promote and distribute agricultural products, literature about them and where they can be purchased, and recipes that are appropriate to a specific season of the year. These products could be donated by the various trade associations, with the members offering any volunteer assistance that might be needed. The return on this investment of resources in terms of increased sales could be substantial; now, therefore, be it

RESOLVED BY THE HOUSE OF REPRESENTATIVES (the Senate concurring), That the members of the Michigan Legislature hereby request that the Michigan Departments of Agriculture, Commerce, and Transportation work jointly to establish and develop a program to promote and distribute at the state's eleven travel information centers products produced in Michigan, especially agricultural products; and be it further

RESOLVED, That a one-year pilot program be established by April 1, 1986, with the departments reporting back to the Michigan Legislature in a timely fashion the results and evaluation of the program; and be it further


RESOLVED, That a copy of this resolution be transmitted to the directors of the Michigan Departments of Agriculture, Commerce, and Transportation.

Adopted by the House of Representatives, November 12, 1985

Adopted by the Senate, February 12, 1986

William C. Lombard
Secretary of the Senate

Donald H. Irwin
Clerk of the House of Representatives

| | | |
|--|--|---|
|  COMMISSION POLICY | <i>EFFECTIVE DATE</i> May 22, 1986 | <i>IDENTIFIER</i> CP 1100.91 |
| | <i>RESPONSIBLE ORGANIZATION</i> Bureau of Administration | <i>SUPERSEDES</i> <i>DATED NEW</i> |
| <i>SUBJECT:</i> Distribution of Agricultural Products and Information | | |

The Department shall cooperate with appropriate state and local agencies, both public and private, in providing space for the purpose of distributing, without charge, agricultural products and information to the traveling public at roadside facilities, such as Welcome Centers and Rest Areas, under such terms and conditions and at such facilities as the Department determines are appropriate for this purpose.

Adopted by the State Transportation Commission

May 22, 1986
Date

WELCOME CENTER DISTRIBUTION/PROMOTION SCHEDULE

| <u>CENTER</u> | <u>DATE</u> | <u>DISPLAY</u> |
|-----------------------|------------------|--|
| <u>CLARE</u> | July 12 | Cherry Committee Products |
| | August 4-9 | Mint Festival Display |
| | <u>Displays</u> | September |
| | October | Uncle John's Cider Mills |
| <u>COLDWATER</u> | March/April | Jiffy Display |
| | May 23 | Apples, Apple - Cherry Juice & Asparagus |
| | May 24-25 | Apples - Schulbatis Orchard |
| | July 11 | Cherry Committee - Product Giveaway |
| <u>Display Case</u> | Sept 19 - Nov 14 | St. Julian's Winery |
| <u>DUNDEE</u> | May 20-22 | Wiard's Apples |
| | May 20-24 | Bill Knapp's - Cookies and Coffee |
| | May 23 | Cherry Committee - Cherry Drink Department of Agriculture - Asparagus |
| | July 19 | Cherry Committee - Cherry Drink Dried Cherries & Cherry Bowl Ticket Drawing |
| | October | Wiard's Orchards - Apples |
| <u>Display Case</u> | May/June | Epinger Mfg. Co. - Daredevle Lures |
| | July/August | Sault Ste. Marie - Soo Locks |
| | Sept/Oct | Michigan - Where Autumn Comes Home (Welcome Center display on fall - gourds, pumpkins, cheese rounds, wine, and Michigan products) |
| | November | Area Craft Products - St. Julian Wineries |
| <u>Wall Display</u> | July | Cherry Promotion |
| <u>Easel Display</u> | Summer | Wildflowers Tasty Spirits - Wine Display Fall Colors Bed & Breakfast Green Magic - Golf Antiques U-Pick Farms |
| | September | Apple Country |
| <u>Center Display</u> | May 20-30 | Michigan Products and Products Drawing/ Give-Away |

| <u>CENTER</u> | <u>DATE</u> | <u>DISPLAY</u> |
|----------------------|--|---|
| <u>IRON MOUNTAIN</u> | July 30 | Cherry Committee |
| <u>IRONWOOD</u> | July 4 July 23 or 30 | Cherry Committee Juice & Cherry Bowl Tickets Cherry Committee Give-Aways |
| <u>MACKINAW CITY</u> | June June 22 June 27-28 June 29 July 26 August | Dairy Month Promotion & Give-Away - American Dairy Assoc. & Inverness Dairy Woodland Foxes (Live Animal Display) Antique Car Show Promotion Wanigan Week Promotion Cherry Committee Product Give-Away Blueberry Promotion - Michigan Blueberry Growers Assoc. |
| <u>Display Case</u> | June July August September October December | Area Michigan-Made Products Cherry Products Grand Marais Crafters Area Michigan-Made Products Avery Studios, Autrain Teysen's - Indian Crafts and Michigan Products Woodshep Gifts and Crafts - Cedarville Frankenmuth Display |
| <u>Wall Display</u> | | Paintings by Victor Hayes, Traverse Area Artist |
| <u>MENOMINEE</u> | July 29 | Cherry Committee |
| <u>MONROE</u> | July July 18 September | Eppinger Mfg. Co. - Display Case Daredevle Lures Cherry Committee - Cherry Bowl Dried Cherries & Cherry Bowl Ticket Drawing Wiard's Orchards - Apples |
| <u>NEW BUFFALO</u> | May 23 July 3 July July 19 August August 2 September 27 October | Dept. of Agriculture - Apples and Asparagus Cherry Committee - Cherry Products Veldheer's Tulip Garden - Tulip Bulbs County Extension Office - Blueberries Veldheer's Tulip Garden - Tulip Bulbs County Extension Ofc. - Peaches & Blueberries County Extension Ofc. - Apples County Extension Ofc. - Apples |

CENTER DATE DISPLAY

NEW BUFFALO (Cont'd)

July-August, we will be having a "Tulip Bulb Give-Away" sponsored by Veldheer's Tulip Garden of Holland, Michigan.

| | | |
|---------------------|-----------|--|
| <u>Display Case</u> | March | Michigan Products and Jiffy Food |
| | April | Gerber Baby Products |
| | May | Valleau Brass Foundry |
| | June | Veldheers Tulip Gardens and Delft China Pen and Ink Drawings by Tom Ford-Empire |
| | July | Petoskey Stone Carvings by Ron Blanchard |
| | September | Lemon Creek Winery and Fruit Farm St. Julian Winery Outlet, Union Pier |
| | November | Tabor Hill Winery |

| | | |
|---------------------|----------|---|
| <u>Wall Display</u> | June | Cherry Promotion on Wall |
| | July | Blueberry Display on Wall Blueberry Elves - Alice Isom - South Haven |
| | August | Peach Display on Wall |
| | Sept/Oct | Apple Promotion on Wall |

Continuous Wall Display

Prints of the Lights of the Lake; a series of eight by Michigan artist, Charles Forman of Kalkaska.

| | | |
|-------------------|-----------|-----------------------------------|
| <u>PORT HURON</u> | June-July | Dairy Display - London's Dairy |
| | July 18 | Cherry Producers |
| | August | London's Dairy - Coupon Give-Away |

| | | |
|-------------------------|------------|---|
| <u>SAULT STE. MARIE</u> | June | Dairy Month Promotion & Give-Away - American Dairy Assoc. & McDonald's Dairy |
| | June 26-27 | Milk Give-Away - McDonald's Dairy |
| | July 16 | Flower Give-Away - Weber's Florist |
| | July 19 | Strawberries |
| | July 27 | Cherry Commission Product Give-Away |
| | July 29 | Cherry Coke - Soo Bottling Company |
| | August 1 | Farmer Peet - Ring Bologna |
| | August 4 | Soo Sheltered Workshop Display - Week Long |
| | August 6 | Domino's Pizza |
| | August 7 | Smoked Fish - Lock City Fish Market |
| | August 13 | Fudge Du Locke - Fudge |
| | August 18 | Michigan Bean Commission - Display |
| | August 20 | Our Own Bakery - Give-Away |

GIVE-AWAYS

A new way to promote Michigan has been utilized with the passing of House Resolution #501. Give-aways can be samples of products such as: fudge, fruit, cheese, pie filling, juice, and even flowers. Coupons and recipes are also given out to encourage visitors to purchase these many products.



SAULT STE. MARIE WELCOME CENTER



SAULT STE. MARIE WELCOME CENTER



**MACKINAW CITY
WELCOME CENTER**

COSTUMES

Costumes can help to promote Michigan by highlighting its products and heritage. Worn by Welcome Center personnel (or promoters), they can be used for showcasing festivals and events such as the Holland Tulip Festival; Michigan history; or products from the state.



Pictured left to right: Betsy Brandt Manager, Debbie Gunderson, Assist. Manager - New Buffalo Welcome Center.



**Pictured: Pat May, Demonstrator
Mackinaw City Welcome Center**

DISPLAYS

This year the display areas in the Welcome Centers were scheduled on a rotating basis. It allowed the Centers an opportunity to showcase some of the fine products made in Michigan. Designing the displays is done by the promoter, but Center staff members have also created attractive displays. Reservation listings are now being drafted for next year.



**MACKINAW CITY
WELCOME CENTER**

**IRONWOOD
WELCOME CENTER**



AWARDS

Special recognition awards were presented by MDOT Director James Pitz for outstanding accomplishment of 1986 special projects.

Manager Harriet Grzyb and Assistant Manager Bill Southwell accepted an award for the Clare Welcome Center floral display; and Manager Betsy Brandt and Assistant Manager Debbie Gunderson accepted the Michigan Product Promotion Award for the New Buffalo Welcome Center.

Bureau of Administration - Deputy Director Larry Leatherwood along with MDOT Director James Pitz offered congratulations to both Welcome Centers for a job well done.



Pictured
from left to right:

B. Southwell,
J. Pitz, H. Grzyb,
L. Leatherwood.

Pictured
from left to right:
D. Gunderson, J. Pitz,
B. Brandt,
L. Leatherwood.



PROFESSIONAL DEVELOPMENT

ANNUAL SEMINAR

The 1986 Seminar was held April 28 - May 2 in Grand Rapids. The theme this year was "Promoting Michigan - Through its Products and People." Different speakers presented ideas on promoting Michigan through: Agriculture, Natural Resources, Historic Sights, and Products made in the state.

Guest speakers for the Seminar included:

MDOT Chief Deputy Director - Robert Mitchell
Department of Commerce - Kelly Rossman
Department of Agriculture - Fran Wallace
Michigan Cherry Committee - John Johnson

Separate sections of the Seminar were devoted to : maintenance of the Welcome Centers - Jay Bastian, Mike Saunders, and Ted Hurja; safety in relation to equipment and how it is handled- Dave Woodend; an introduction to the "TRAVELGUIDE" system - Mr. Ed Hynes; and the Sesquicentennial/Michigan Host Program which was introduced by Gwen Coleman, Ann Askew, and Joe O'Connor showed what was ready and what was needed to ready the state for the kick-off date in June. Sessions were also given on the Main Street Program by Chris Hill-Rowley, and on how to handle stress and burnout by Gail Walsh.

This year, representatives of the Maintenance staff were selected to attend the Seminar. At a special session they received additional information in relation to their work in the Centers.

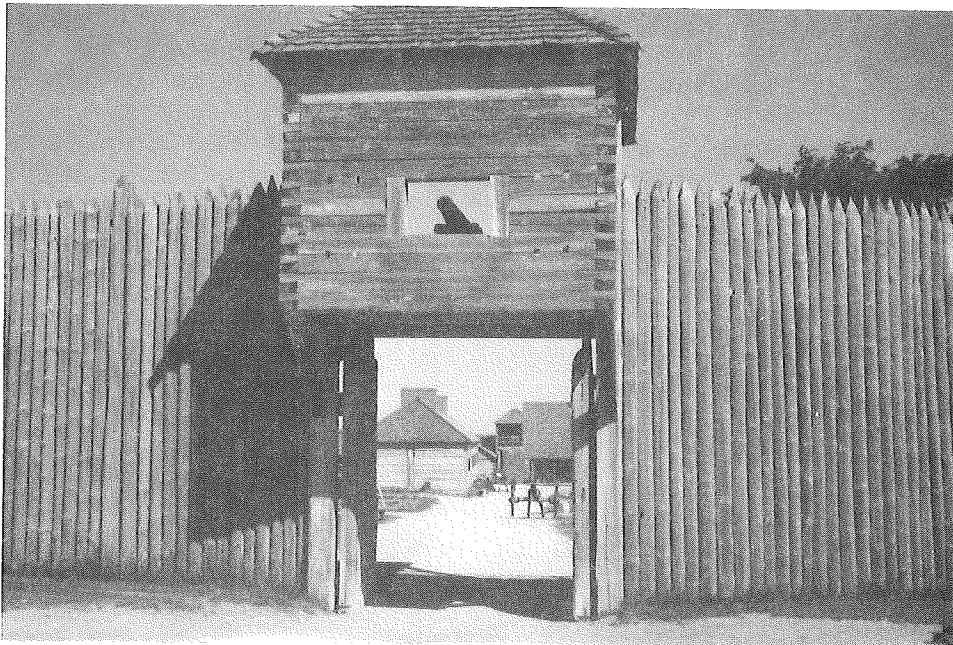
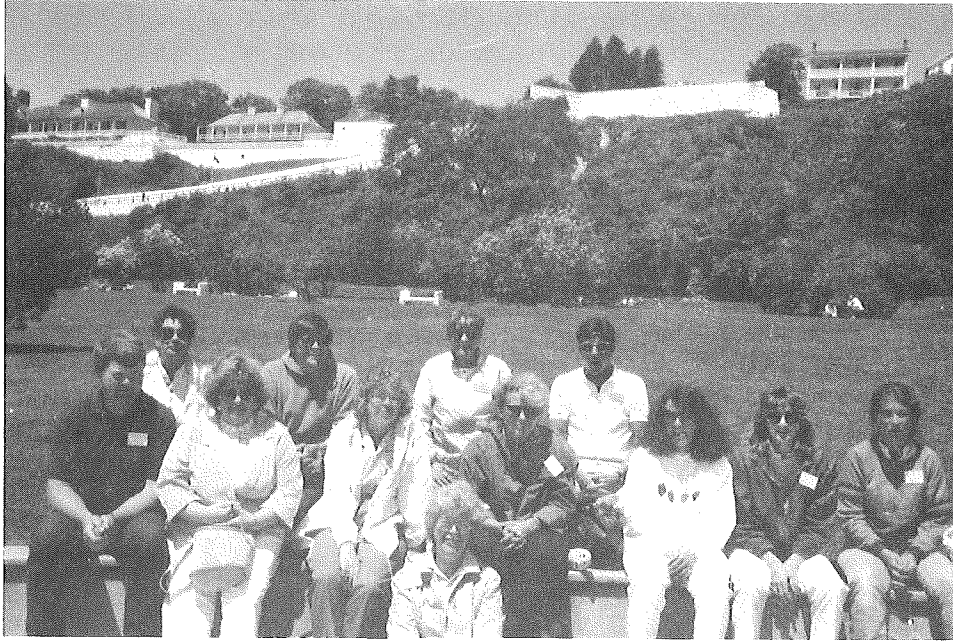
During the Seminar, a FAM Tour was hosted for the group by the West Michigan Tourist Association. It featured an AmTrak train ride and a tour of different attractions around Holland and Grand Rapids. The Seminar ended with a tour of the Grand Plaza Hotel. A dinner featuring guest speaker Representative Carl Gnodtke was held for the group in one of the Grand Plaza's banquet rooms.

SEMINAR PLANNING COMMITTEE

Sue Mavronicles (chairperson)
Kathy Lowell
Robert Bates
Debbie Gunderson
Julie Hartley
Susan Chesney

FAM TOURS

Familiarization (FAM) Tours are an excellent opportunity to see and experience what an area or region has to offer. They help the staff attending view an area through the visitors' eyes and aid in learning new information to encourage potential visitors to vacation there. Among the FAM Tours taken in 1986, was a trip to the Straits of Michigan including: Mackinac Island, Mackinaw City, and St. Ignace.

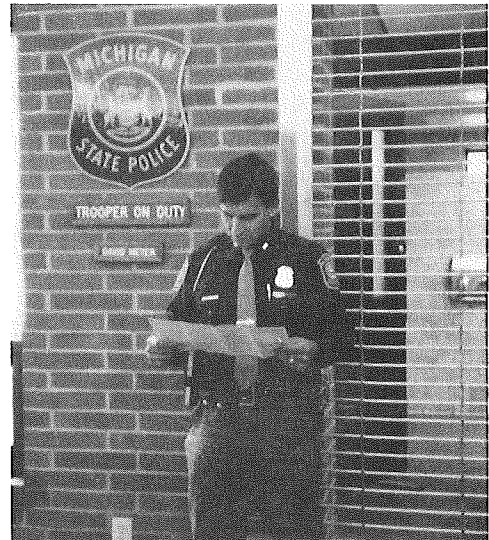


SPECIAL PROGRAMS

MICHIGAN STATE POLICE PROGRAM - DUNDEE

To better promote traffic safety and establish good public relations with the traveling public a cooperative effort was formed between MDOT and the Michigan State Police Department.

Troopers patrolling US 23 will stop in periodically at the Dundee Welcome Center. Troopers will take this time to complete necessary paperwork and answer any questions from the public.



The Michigan State Police Emblem is posted at the Welcome Center along with the name of the Trooper on duty. For special promotions such as Michigan Week, Troopers will be on hand most of the day to greet the public and answer any questions. This program has received many positive comments from visitors to the state.

COMMUNITY SERVICE PROGRAM - CLARE

In 1986, the Clare Welcome Center participated in a program sponsored by the Clare County Probate Court system. This program allow youths in the area to perform community service volunteer work in exchange for a reduction in their misdemeanor convictions. The Welcome Center contacted the Probate Court and was allowed to use the services of two young men, who each worked 30 hours, during the summer. Their major tasks were picking up litter in the park area, and planting, watering, and weeding the flower beds. This summer program proved to be very successful.

WORK CREW - COLDWATER

The Coldwater Welcome Center utilized inmates from the Lakeland State Correctional Facility during the summer. The facility, located in Coldwater, sent a crew of inmates to work with the Welcome Center Maintenance Staff for a three week period. The crew assisted the Maintenance Staff with needed landscaping improvements for the park area.

WHAT'S NEW

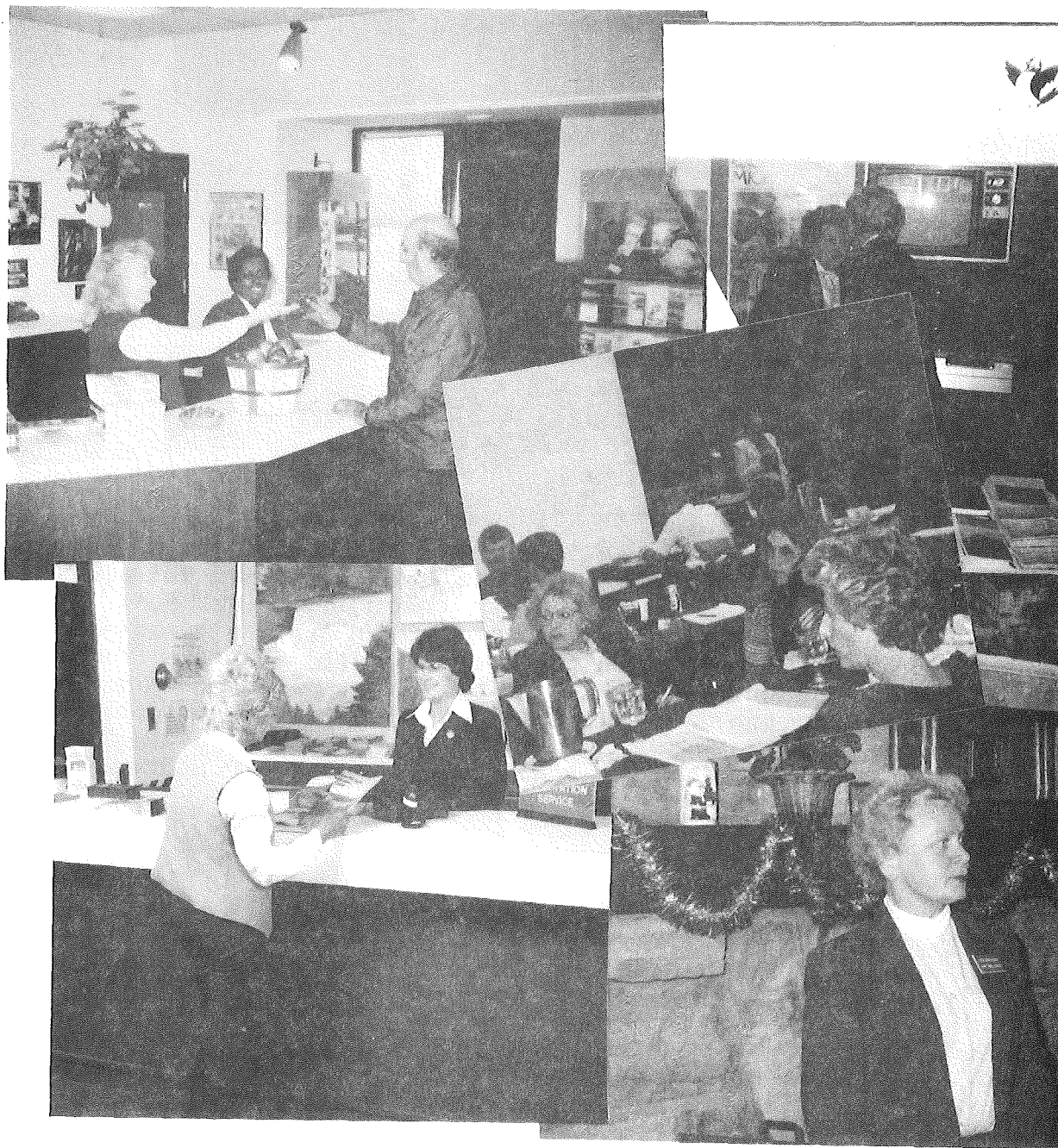
STAFF

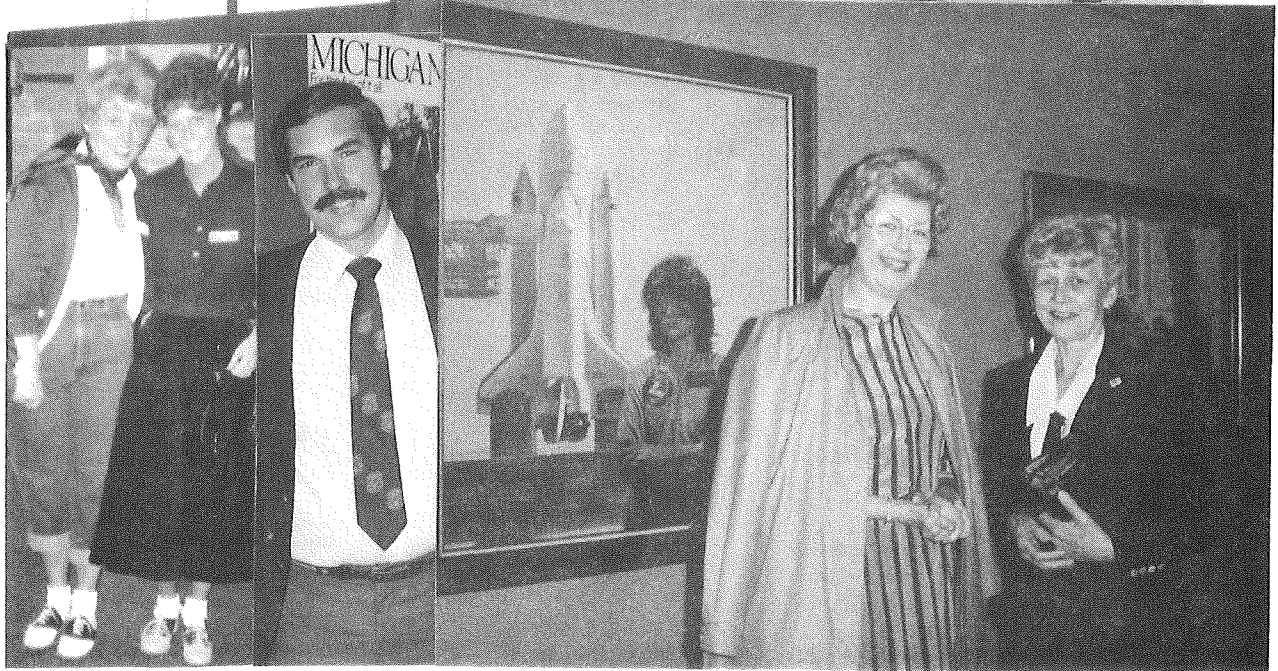
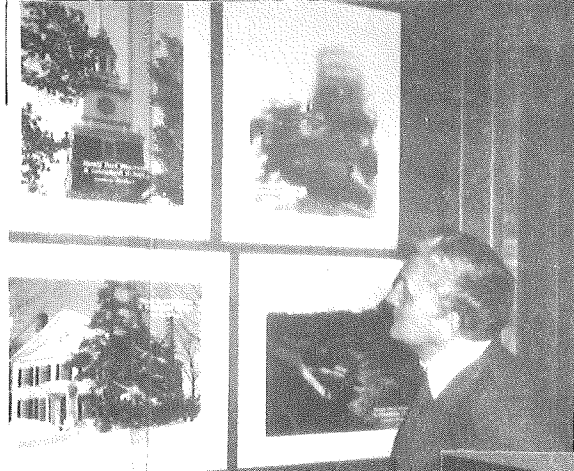
We wish to acknowledge new members to our staff.

Ed Deloria - Ironwood, Laborer

Daniel Frushour - Dundee, Laborer

WELCOME!





LANSING STAFF

Michigan Department Of Transportation
 Travel Information Division
 P.O. Box 30050 Lansing, Michigan 48909
 Phone: (517) 373-8700

CHUCK SWEET
 Acting Administrator

MARGO SCHMIDT, Supervisor
 Research & Promotions Unit

PHIL SMITH, Information Plaza
 Coordinator
 Research & Promotions Unit

SUE POLLACK, Supervisor
 Welcome Center Unit

MARCI COBB
 Tourism Research Specialist

LORI LYNEM
 Marketing Specialist

KATHY LOWELL
 Technical Support

SHARON CATEY
 Office Manager

MDOT Distribution Center
 Secondary Complex
 7575 Crowner Dr., Dimondale, MI 48821
 Phone: (517) 322-1661

DON WEHNER, Specialist
 Literature Distribution Center

JOEL HEYDENBURK
 Literature Coordinator

Michigan Department Of Transportation
 Travel Information Division, P.O. Box 30050
 Lansing, Michigan 48909 Phone (517) 373-8700

WELCOME CENTERS

| LOCATION | MAIL ADDRESS | UPS ADDRESS |
|--|--|---|
| CLARE — John C. Mackle Harriet Grzyb, Manager Bill Southwell, Assistant Manager PHONE: (517) 386-7634 | MDOT, Welcome Center P.O. Box 31 Clare, MI 48617 | MDOT, Welcome Center 9599 U.S. 27 Clare, MI 48617 |
| COLDWATER — Richard F. VandesVeen Steve Choskov, Manager Larry Cornish, Assistant Manager PHONE: (517) 238-2670 | MDOT Welcome Center P.O. Box 100 Coldwater, MI 49036 | MDOT Welcome Center I-69 Northbound at 6 Mile Marker Coldwater, MI 49036 |
| DUNDEE — N.E. MacDougall Veronica Schroder, Manager Sue Chesney, Assistant Manager PHONE: (313) 856-6980 | MDOT, Welcome Center U.S. 23 Petersburg, MI 49270 | MDOT, Welcome Center U.S. 23 Petersburg, MI 49270 |
| IRON MOUNTAIN Robert R. Bates, Manager Diane Schabo, Counselor PHONE: (906) 774-4201 | MDOT, Welcome Center 618 Stephenson Avenue Iron Mountain, MI 49801 | MDOT, Welcome Center 618 Stephenson Avenue Iron Mountain, MI 49801 |
| IRONWOOD Thomas Lowery, Manager Pat Juntti, Assistant Manager PHONE: (906) 932-3330 | MDOT, Welcome Center 801 W. Cloverland Drive Ironwood, MI 49938 | MDOT, Welcome Center 801 W. Cloverland Drive Ironwood, MI 49938 |
| MACKINAW CITY — Wallace D. Nunn Susan J. Mavronicles, Manager Julie Hartley, Assistant Manager PHONE: (616) 436-5366 | MDOT, Welcome Center P.O. Box 97 Mackinaw City, MI 49701 | MDOT, Welcome Center Nicolet St. Mackinaw City, MI 49701 |
| MENOMINEE — Claude Tobin Robert R. Bates, Manager Patricia Maligren, Assistant Manger PHONE: (906) 863-6496 | MDOT, Welcome Center 134J 10th Ave. Menominee, MI 49858 | MDOT, Welcome Center 134J 10th Ave. Menominee, MI 49858 |
| MONROE — Charles H. Hewitt Veronica Schroder, Manager Joan Mc Nerney, Assistant Manager PHONE: (313) 242-1768 | MDOT, Welcome Center U.S. 23 Petersburg, MI 49270 | MDOT, Welcome Center I-75 Northbound at 10 Mile Marker Monroe, MI 48161 |
| NEW BUFFALO — Ardale W. Ferguson Sara Brandt, Manager Debra Gunderson, Assistant Manager PHONE: (616) 469-0011 | MDOT, Welcome Center P.O. Box 397 New Buffalo, MI 49117 | MDOT, Welcome Center c/o New Buffalo Public Library 33 N. Thompson New Buffalo, MI 49117 |
| PORT HURON John Knecht III, Manager James Lilliquist, Assistant Manager PHONE: (313) 984-2361 | MDOT, Welcome Center 2260 Water Street Port Huron, MI 48060 | MDOT, Welcome Center 2260 Water Street Port Huron, MI 48060 |
| SAULT STE. MARIE — E. V. Erickson Susan Mavronicles, Manager Jean Molles, Assistant Manager PHONE: (906) 632-8242 | MDOT, Welcome Center 1001 Eureka Street Sault Ste. Marie, 49783 | MDOT, Welcome Center 1001 Eureka Street Sault Ste. Marie, 49783 |

