

G
156.5
.15
M53
1987



TRAVEL INFORMATION DIVISION




1987

MENOMINEE - 50 YEARS

1987 ANNUAL REPORT



1937

 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:

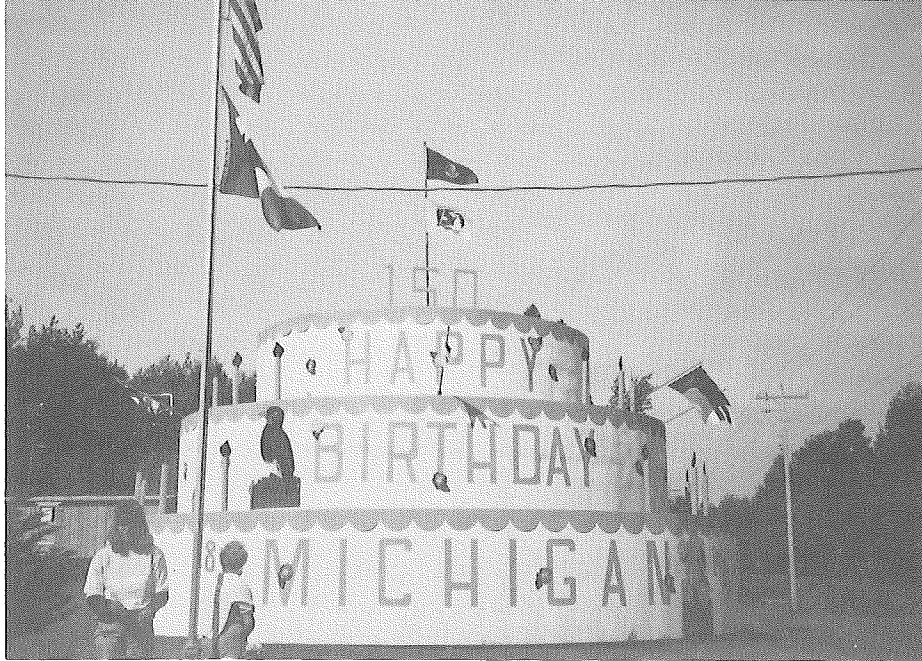
- . Maximize Michigan tourism.
- . Provide safety rest areas for highway travelers.
- . Provide information and services to the traveling public.

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



TRANSPORTATION 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 L. Leatherwood
Deputy Director
Bureau of Administration

Joel C. Heilman
Assistant Deputy Director
Bureau of Administration-Operations

INDEX

General Background Information1
<u>Service Commitment</u>	
Sesquicentennial2
Bridge Brochure.3
Menominee: The First Fifty Years.4
Welcome Center Folder.6
Hunting Information.7
National Park Display.8
Highway Advisory Radio Systems9
Vending.10
State Police Road Report12
Reservation Service.12
Visitor Count.13
80 Total Rest Areas.14
Rest Areas/Roadside Park System.15
Literature Distribution.16
<u>Technical Assistance</u>	
The Travel Information Division Get Computerized18
Maintenance Alternatives19
Travel Shows20
Out-of-State Travel Show22
Evaluation in Out-of-State Travel Shows.23
Michigan Product Promotions.26
Maintenance Training28
<u>Professional Development</u>	
FAM Tours.30
Welcome Center Managers.32
Assistant Manager.33
Employee News.34

ANNUAL REPORT 1987

GENERAL BACKGROUND INFORMATION

The Michigan Department of Transportation (MDOT) has been a pioneer in the development of innovative ways to provide information and services to the motoring public, since 1929 when MDOT provided the first roadside table site, its first roadside park and first Welcome Center at New Buffalo in 1935.

From these beginnings the program has expanded to consist of roadside parks, rest areas, the official Transportation Map of Michigan, literature distribution, research surveys and the Welcome Centers. MDOT recognizes the importance of tourism as an integral part of the Michigan economy and continues to seek new and innovative ideas to help maintain its lead in the tourist industry.

The Travel Information Division maintained its goal this year by providing valuable tourist information and services to 2,065,395 highway travelers, thereby increasing the impact of these visitors on the diverse economy of Michigan.



"SESQUICENTENNIAL"

January 26, 1987 marked the 150th Anniversary of Michigan's entry into the union as the 26th State. The celebration itself was kicked off on June 14, 1986 and ended on December 31, 1987 with a "Toast to Tomorrow." The Sesquicentennial Celebration lasted a year and one-half because that is the length of time it took from the time Michigan passed it's first Constitution in June of 1835 until it was recognized as a State in January of 1837. "Additionally the Michigan story was too big to tell in just one year."

There were a number of significant events which took place in Michigan during the Sesquicentennial. Included were the National Governor's Conference; the Michigan Water Festival featuring the tall ship regatta; a Tour De Michigan Bicycle Race; the Michigan Picnic and Parade Day promoting the state's agricultural products; the Michigan Family Reunion and thousands of other local events across the state.

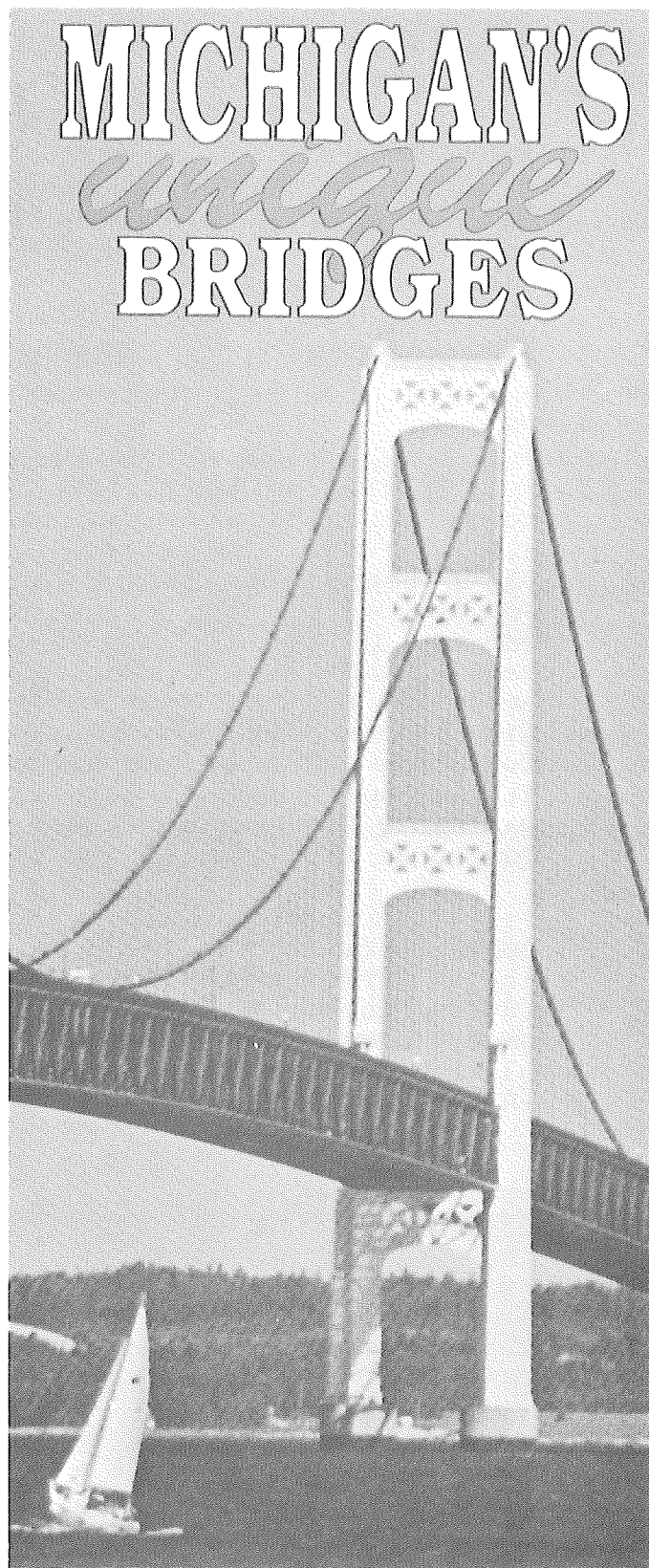
The MDOT Welcome Centers joined forces with AAA Michigan, Michigan Travel Bureau and the Sesquicentennial Committee in an effort to promote all the various activities that occurred throughout the state. The staff at the Welcome Centers arranged for promotional displays, give-aways and exhibitions in an effort to provide the best possible information and arrangements for the traveling public.

The Travel Information Division wishes to express its feelings of pride and satisfaction with being part of such a great state. We look forward to promoting Michigan's products, manufactured and agricultural, festivals and abundant natural attractions for the next 150 years and beyond.

"BRIDGE BROCHURE"

(September, 1987)

"Michigan's Unique Bridges" a new brochure describing a variety of the state's bridges, from the spectacular Mackinac Bridge to the one-lane truss bridge on the Charlotte Highway in Ionia County, was produced this year for the benefit of the traveling public. Similar in fashion to the Wildflower brochure which was published in 1986, the bridge brochure features 14 bridges on one side giving a brief description and the location of each. On the other side is a poster of the Mackinac Bridge, which includes interesting facts about the bridge and how it compares to the other great bridges of the world.



MENOMINEE: "THE FIRST FIFTY YEARS"

In 1935 the Michigan Department of State Highways built the first Highway Travel Lodge in the Country, at New Buffalo. This facility proved so successful, that Highway Commissioner Murray D. Van Wagoner ordered another Lodge built in Menominee. Construction began in the Spring of 1936 and the opening ceremonies for the Menominee Tourist Lodge were held on Saturday July 3, 1937.

Unlike the New Buffalo Lodge, the Menominee Lodge was constructed of local materials. Norway Pine logs from U.P. forests, copper for the roof from U.P. mines and fireplace stones from the fields of the U.P. Anthony Buyczkowski was the designer and project engineer, Derrick Hubert, Jr. was the inspector and the F.W. Searles Co. of Pontiac was the General Contractor. Mr. Buyczkowski stayed on at the original tourist lodge after it was completed to greet travelers and distribute literature until a full-time employee was hired. The first person appointed to the position of manager at the tourist lodge in 1937 was Henry Bruemmer. Mr. Joe Wood and Mr. John O'Hara also worked at the lodge in the early years.

The tourist lodge was operated by the Chamber of Commerce during the World War II years in conjunction with their normal activities. John Daley became manager in 1945 with Mr. Ralph Olsen as his assistant. In 1959 Mr. Daley passed away and his position was filled by Mr. Don Olson who later became manager of the Clare Travel Information Center in June, 1965.

In June, 1965 Bob Bates was named manager, transferring from the New Buffalo Travel Information Center where he had worked for two years. Bob remains the manager at Menominee, he is joined by Pat Mallgren, Asst. Mgr., Albert Demers, Laborer II and Jim Kellner Laborer I. In addition to his duties at Menominee Bob has also assumed the managerial duties at the Iron Mountain Center.

The original log structure began to show signs of deterioration and in 1949 professors and students from the University of Michigan took core samples from the logs and determined that they were still solid on the inside but would need major repairs to the exterior. Some of the logs were replaced and others were cut away and a split log exterior was applied, this however proved only temporary. In 1981-82 it was determined that deterioration had progressed to the point that it was not economically feasible to repair the facility and plans to replace the structure were initiated.

It was decided after careful deliberation that the new structure would be built on the existing foundation, with an addition to the south side increasing the size of the lobby. The contract was awarded in 1982 to a local contractor, Alfredson Brothers, from Menominee. During the construction period the Welcome Center operation was moved to a renovated gas station located on U.S.-41 a mile and one-half north of the center. The building was completed in late Spring of 1983 and was back in operation in June of that same year. The dedication for the new Menominee Travel Information Center took place on July 12, 1983.

This past year, 1987, was the fifty year anniversary of the Menominee Welcome Center which makes it the second oldest in the state of Michigan, but it is the oldest Travel Information Center in the United States on the original site.



WELCOME CENTER FOLDER (July, 1987)

The Travel Information Division developed a high quality marketing piece. This marketing piece contain five separate inserts describing the major functions and services of the program. Title of each of the five inserts consist of the following: Transportation Map, Program Research, Rest Areas Program Directory, and Welcome Centers.

The first insert describes the purpose of the transportation map and gives a brief history of the map.

The second insert outlines the research conducted for the division and an example of typical survey questions.

The rest area insert discusses the difference between rest areas and roadside parks and also pictures informational displays found at these facilities.

A Program Directory is included that list addresses and phone numbers of staff in Lansing and at the Welcome Centers.

The Welcome Center insert offers photographs of all 11 Welcome Centers showing unique seasonal variations of our great state.

The folder serves as an informational piece for people in travel industries that can benefit from the travel information program. This piece is not designed for the traveling public, it is intended for industry conferences, legislative meetings, recruitment fairs at colleges and universities and any industry-related meetings attended by the Welcome Center staff. The goal of the Travel Information Division is to promote and assist the tourist industry in Michigan.

"HUNTING INFORMATION"

A special "Deer Hunter Information Station" was staffed by DNR personnel from November 12-14 at the Welcome Center in Clare. As hunters headed north for the opening day of the firearms deer season they were able to take an informed break at the Clare Welcome Center.

DNR Law Enforcement officers and Wildlife Biologists provided hunters with the latest deer data and deer hunting literature. They also were able to answer questions on hunting regulations, places to hunt and even places to set up camp.

DNR Director Gordon Guyer was on hand Saturday November 14, to answer questions. "This is a first time effort," said Guyer, "and if it is successful, we could establish similar stations at other Welcome Centers in the state and perhaps during different hunting seasons."

MDOT Director James P. Pitz said that during past hunting seasons, more than 2,000 persons a day have visited the rest area and Welcome Center prior to the deer season opener. "We're glad we can provide the DNR with this focal point for contact with deer hunters, and hope this pilot project leads to a permanent program to assist hunters."



"NATIONAL PARK DISPLAY"

The Travel Information Division looks forward to working with various federal, state, local and commercial organizations in promoting the many natural and man-made attractions throughout Michigan. A fine example of this can be seen at the Welcome Center in Clare.

The display was mounted on the south side of the main building. The display which consists of four 4'x 8' full color panels, features the three National Parks in Michigan (Isle Royale, Sleeping Bear Dunes and Pictured Rocks). This display was made possible through the cooperative efforts of the U.S. Forest Service and the Travel Information Division. The feedback from the public has been very positive.



"HIGHWAY ADVISORY RADIO SYSTEM"

The "HAR" system is a cooperative effort between the Mackinac Bridge Authority and MDOT. The system will feature emergency information, general and historic information on the Bridge, promotional non-commercial information on the Straits area and Michigan, and events on a regional and state wide basis.

The equipment was installed by Bridge Authority and MDOT personnel in early spring (1987). The system was officially introduced at the Governor's Conference with ribbon cutting ceremonies taking place during Michigan week in May. The local communities of St. Ignace, Mackinaw City, Cheboygan, Mackinac Island and the Mackinac Island State Park Commission have shown enthusiastic support for the project.

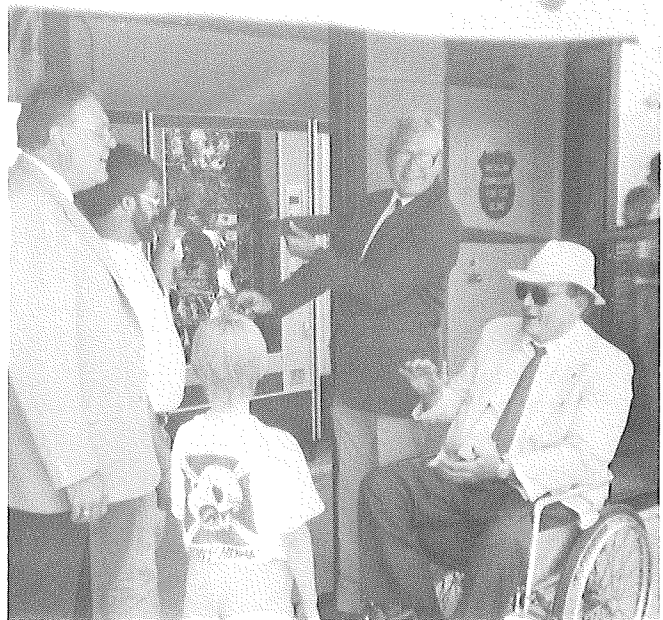


"VENDING"

On May 31, 1987, a dedication ceremony was held at the Clare Welcome Center for the first vending machine service offered in Michigan at a roadside facility. This was a joint venture by MDOT and Department of Labor. The vending machines offer hot and cold drinks such as coffee and soft drinks and a variety of snacks. This glass enclosed service area is located on the east side of the rest room building and is easily accessible for both north and southbound traffic. Advanced highway signing alerts the traveler of this new service.

The vending machines are serviced by a blind operator who with an equipped van and driver, stock and maintain the vending site. Comments from travelers at Michigan Welcome Centers were instrumental in the decision by the Travel Information Division to provide vending machine service at Welcome Centers.





"STATE POLICE ROAD REPORTS"

In an effort to provide the best information and services to the motoring public, the Travel information Division initiated talks with the Michigan State Police in the Fall of 1987. These talks centered on the possibility of MDOT gaining access to the road reports issued to the State Police posts throughout the State. The State Police road patrols report road conditions in their area to their post, the post in turn reports to a central processing post which compiles and sends out road conditions twice daily at 5:30 A.M. and 2:30 P.M. and as needed in the case of severe weather conditions.

Careful planning was required to make it possible for the Welcome Centers to gain access to this system. In late December the Welcome Centers received their first official "Michigan Travelers Advisory" via their electronic mail system. There have been many positive comments on this new service and MDOT will expand this to include the States bordering Michigan.

"RESERVATION SERVICE"

MDOT's Welcome Centers offer many services to the traveling public. Among the most innovative is the "Free" reservation service. This service allows the visitors a chance to make reservations anywhere in the State. In addition to reservations the visitors are able to get important information to assist them in planning their activities. The service was initiated in 1985 and usage has increased 32.3% since. The following page shows the usage for 1987 which reflects a 14.2% increase over 1986.

	<u>1986</u>	<u>1987</u>
Clare	1,433	1,394
Coldwater	550	967
Dundee	1,072	1,197
Iron Mountain	---	744
Ironwood	339	888
Mackinaw City	4,884	5,375
Menominee	640	638
Monroe	1,185	629
New Buffalo	3,392	3,055
Port Huron	816	1,040
Sault Ste. Marie	1,264	1,855
GRAND TOTAL	15,575	17,780

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			
	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>
Clare	111,434	120,282	114,856	122,304
Coldwater	282,858	212,325	259,469	325,351
Dundee	280,340	260,558	307,723	376,420
Iron Mountain	10,264	23,199	28,057	26,138
Ironwood	47,647	45,108	38,886	59,165
Mackinaw City	137,093	127,767	138,740	147,174
Menominee	36,936	34,398	39,091	43,963
Monroe	142,484**	203,141**	273,517	240,796*
New Buffalo	625,361	650,543	581,356	578,593
Port Huron	48,120	46,915	50,243	50,252
Sault Ste. Marie	88,162	76,570	79,678	95,239
GRAND TOTAL	1,810,533	1,799,849	1,919,398	2,065,395

* Monroe closed September 5

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

¹Iron Mountain has a floor mat counter.

80 TOTAL REST AREAS

11 Welcome Centers }
 69 Rest Areas } 158 Info. boards (on the building)

58 Information Plazas (= 406 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 (58)

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	627-FIVE LAKES-LAPEER	EB I-69
401-HOUGHTON LAKE	NB US-27	628-SWARTZ CREEK	EB I-69
402-HIGGINS LAKE	SB US-27	702-ALBION	WB I-94
403-GRAYLING	NB I-75	703-BATTLE CREEK	EB I-94
404-FREDERIC	SB I-75	704-GALESBURG	WB I-94
405-GAYLORD	NB I-75	706-WATERVLIET	WB I-94
406-VANDERBILT	SB I-75	708-PORTAGE	NB US-131
407-TOPINABEE	NB I-75	709-KALAMAZOO	SB US-131
408-CHEBOYGAN	SB I-75	720-COVERT	SB I-196
433-WEST BRANCH	NB I-75	721-TEKONSHA	NB I-69
501-WHITEHALL	SB US-31	722-MARSHALL	SB I-69
502-FRUITPORT	WB I-96	723-BENTON HARBOR	EB I-94
503-WALKER	EB I-96	726-SOUTH HAVEN	NB I-196
504-CASCADE	WB I-96	727-SAUGATUCK	SB I-196
505-ITHACA	NB US-27	810-HOLT	NB US-127
510-SARANAC	EB I-96	811-OKEMOS	WB I-96
513-HOWARD CITY	NB US-131	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

"REST AREA/ROADSIDE PARK SYSTEM"

Michigan's roadside system started with the placement 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 80 rest areas, including 11 Welcome Centers and 92 roadside parks.

The rest areas feature maps, emergency boards and other 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 cooperative 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 include: Covered Bridges, Boyne Country, Transportation & History, Gaylord and Ionia County.



LITERATURE DISTRIBUTION

The total distribution of travel related literature for 1987 exceeded the amount of all previous recorded years. This figure includes various types of brochures and the MDOT Official Transportation Map. The tourist industry is encouraged to take advantage of MDOT's free distribution service at one or all eleven Welcome Centers. This service includes an annual reminder to each business prior to the tourist season of the amount of literature MDOT can effectively distribute from the Distribution Warehouse. A computerized system is being developed recording of distribution, individual Welcome Center inventory, packing slips, and business notification of receipt and disbursement of their literature.

Distribution Monthly totals for:

(Note: 1987 total includes 1,527,195 pieces of misc. literature received at warehouse.)

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>
January	273,675	151,396	118,904	162,000
February	278,165	79,765	57,500	323,285
March	761,825	460,915	600,025	309,470
April	592,944	805,619	854,115	963,930
May	1,114,411	921,527	746,165	393,592
June	526,118	692,208	674,095	525,130
July	685,437	562,713	367,875	454,330
August	339,125	203,774	556,659	193,960
September	287,895	167,750	88,110	119,221
October	185,950	270,600	163,250	214,115
November	263,090	112,600	90,600	117,576
December	<u>95,960</u>	<u>986,567</u>	<u>138,011</u>	<u>149,075</u>
Total:	5,404,595	5,415,434	4,455,309	5,452,879

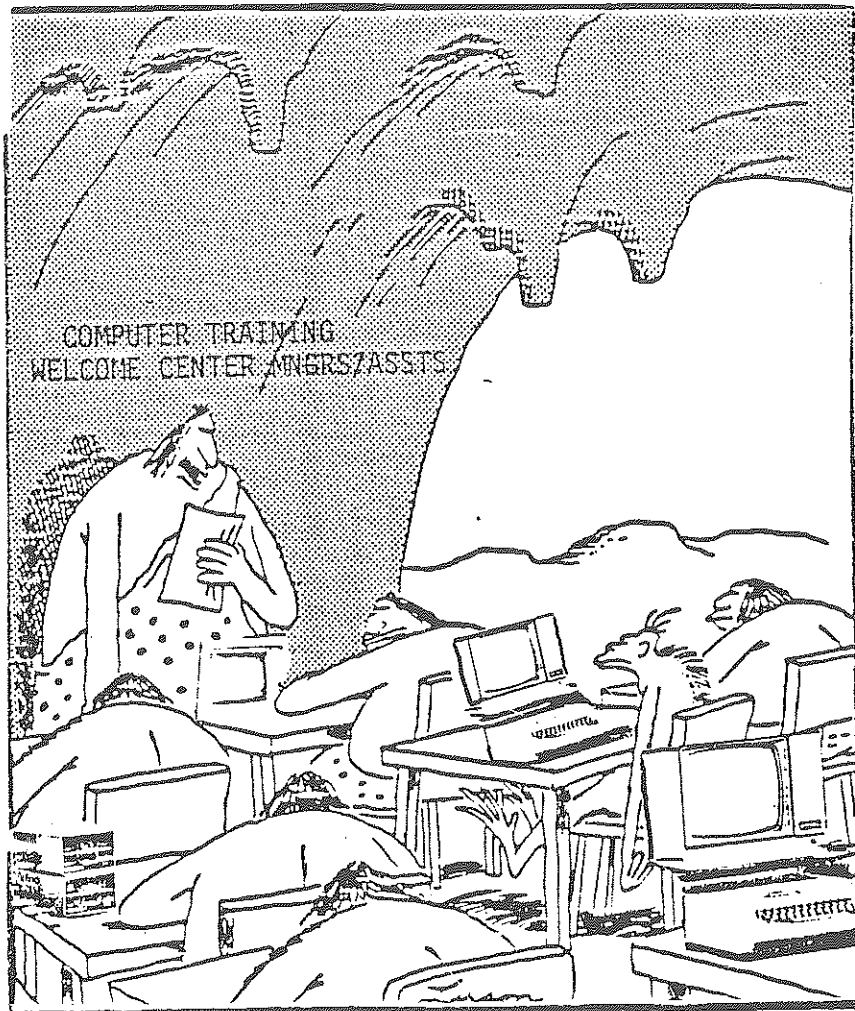
By Calendar Year:

<u>Year</u>	<u>Distribution</u>	<u>Year</u>	<u>Distribution</u>
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
1975	3,113,233	1987	5,452,879



THE TRAVEL INFORMATION DIVISION GETS COMPUTERIZED

This year the Lansing office and the Welcome Centers received AT&T computers, printers, modems and all the necessary software for word processing, communications, spreadsheets and database management. All managers, assistant managers and Lansing staff were trained in several different software packages. The Welcome Centers are now linked to each other and to the Lansing offices with an electronic bulletin board so that messages can be sent and received by means of their computers. This bulletin board is used to send many Division memos and to receive all the Department news releases. The Division has also arranged to be connected to the Michigan State Police computers in order to receive travel advisories concerning weather and road condition reports.



"Well, I've got your final grades ready, although I'm afraid not everyone here will be moving up."

"MAINTENANCE ALTERNATIVES"

As a result of meetings with the Michigan Association of Rehabilitation Facilities (MARF) and Michigan Department of Transportation (MDOT), Welcome Center Managers were encouraged to look for maintenance alternatives using these and other commercial services whenever possible. Six Welcome Centers reported the following contract services:

- Construction of wooden frames for rest room signs-Clare
- Design floral display, furnish and plant-Port Huron
- Garbage pickup service-New Buffalo
- Strip and refinish picnic tables-Mackinaw City
- Carpet cleaning services-Mackinaw City
- Miscellaneous emergency repairs-various centers
- Provide trees and plants-Ironwood

We are pleased that six of the eight Welcome Center managers were able to utilize commercial services in their surrounding counties.

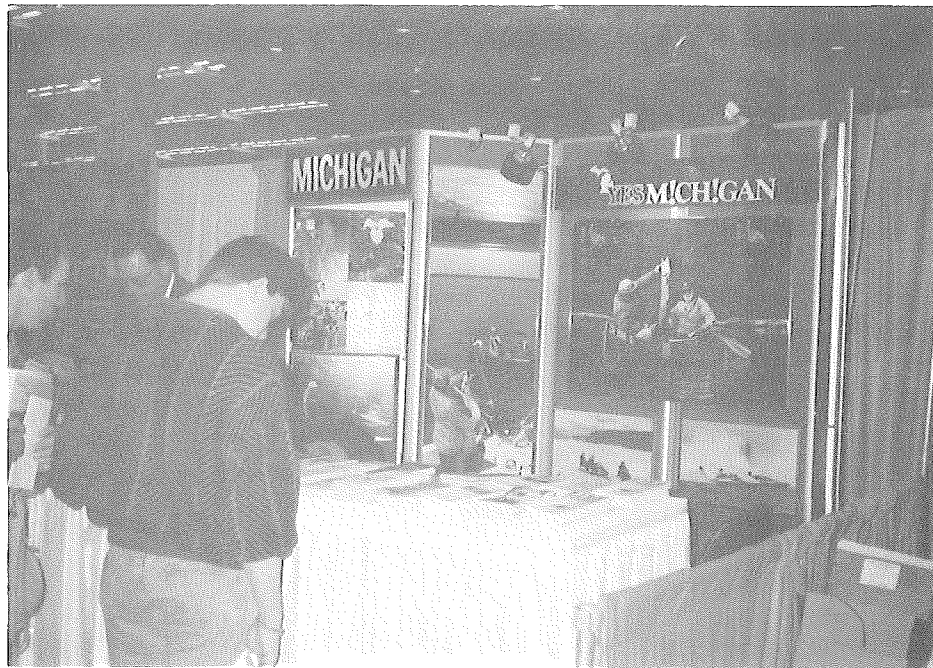
Welcome Center managers are encouraged to utilize these services whenever possible. Where MARF services are not available the managers should seek and utilize other resources.

"TRAVEL SHOWS"

Travel shows are a very important part of the tourism industry. Every year there are a large number of shows throughout the U.S. and Canada. As in previous years, our Welcome Center staff members played an integral part in luring people to Michigan in 1987. Regional Tourist Associations (RTAs) from the entire state "recruit" our professional staff members to help them promote their specific areas. This participation is beneficial for the RTAs as well as our own personnel. Through this combined effort, the Welcome Center personnel build lasting acquaintances which will help them in the future if they should need assistance. This program is also beneficial because of the favorable public opinion it fosters.

In 1987 the RTAs concentrated their travel shows in the Midwest. States which received top priority from Michigan RTAs were Ohio, Illinois, Minnesota, Indiana, and Wisconsin. The reason for the great emphasis on these states stems from the fact that the majority of tourists visiting Michigan each year arrive by car rather than public transportation i.e. trains, planes, and buses. Therefore, it is necessary to concentrate on the geographic area within an eight to ten hour drive of Michigan. Our staff members were able to assist at the shows in Cleveland, Columbus, and Indianapolis and reported that the interest in our state, as a vacation destination, was very well received.





OUT-OF-STATE TRAVEL SHOW

Michigan Department of Transportation's (MDOT) Travel Information conducted an evaluation of our involvement in four out-of-state travel shows which help staff in spring 1987. East Michigan Tourist Association (EMTA) was responsible for the booth and MDOT provided one trained travel counselor for each show.

Approximately one hundred self-administered questionnaires were collected for each show. Our counselors randomly selected visitors to the Michigan booth throughout the entire time the show was open. Respondents filled out the questionnaires right at the booth and were aided by the counselors if they had questions.

The results of the survey are included. Briefly, we found that the vast majority of respondents had gone to travel shows previously (87%), were planning on going to Michigan (91%), and were repeat visitors to Michigan (89%). They felt the information they received at the shows quite were quite influential in decided where to go on their vacation (average of 3.8 on a 1 to 5 scale) and planning their trip to Michigan (average of 3.7 on the same scale).

The largest percentage of people were vacationing in Michigan in the summer (72%) and the two most common destinations were the upper peninsula (32%) and northeast Michigan (28%). About 40% of the respondents have picked up literature at Michigan Welcome Centers.

To conclude, we feel that participation in these travel shows is well worth the MDOT's participation in staffing the booths if asked by the Regional Travel Associations.

MICHIGAN DEPARTMENT OF TRANSPORTATION
TRAVEL INFORMATION DIVISION

EVALUATION OF PARTICIPATION IN FOUR OUT-OF-STATE TRAVEL SHOWS
Respondents planning to visit NE Michigan

1. Number of respondents from each show:

	Respondents	Percent
Cincinnati	38	40.9
Columbus	22	23.7
Indianapolis	15	16.1
Cleveland	18	19.4
	-----	-----
TOTAL	93	100.0

2. Have you gone to travel shows such as this one before?

	Respondents	Percent
no	11	11.8
yes	82	88.2

3. On a 1 to 5 scale, how much would you say the information you get at this show will influence your decisions about where to go on a pleasure trip or vacation?

	Respondents	Percent
no influence	1	1.1
	7	7.6
	19	20.7
	35	38.0
very influential	30	32.6
Average	3.9	

4. Are you planning to visit Michigan for vacation or pleasure during 1987 or 1988?

	Respondents	Percent
no	1	1.1
yes	90	98.9

4a. If yes, when?

7. Have you ever picked up the free information at a Michigan Highway Welcome Center?

	Respondents	Percent
no	43	46.2
yes	48	51.6
don't remember	2	2.2

7a. If yes, approx. how many times in the last 5 years?

	Respondents	Percent
1-3	31	33.3
4-6	12	12.9
10-12	4	4.3
22+	1	1.1
not applicable	45	48.4

8. What are the first three numbers of the zipcode of your permanent residence?

	Zipcode	Respondents	Percent
OHIO			
Columbus	430	7	7.5
	431	3	3.2
	432	6	6.5
Toledo	437	2	2.2
Akron	440	8	8.6
	441	6	6.5
	442	3	3.2
INDIANA			
Dayton	453	1	1.1
Chillicothe	456	2	2.2
Indianapolis	460	2	2.2
	461	3	3.2
	462	4	4.3
South Bend	465	1	1.1
Columbus, Ind.	472	2	2.2
Muncie	473	2	2.2
Lafayette	479	1	1.1
PENNSYLVANIA			
150		1	1.1
no response (not collected in Cincinnati)	999	39	41.9

	Respondents	Percent
WINTER	14	15.6
SPRING	27	30.0
SUMMER	65	72.2
FALL	44	48.9

4b. In addition to planning to go to NORTHEAST MICHIGAN, where else in Michigan would you expect to go?

southeast	13	14.0
southwest	8	8.6
northwest	23	24.7
U.P.	20	21.5

5. How important do you expect the information you receive at this show to be in planning you trip to Michigan?

	Respondents	Percent
not important	4	4.3
	5	5.4
	26	28.0
	31	33.3
very important	27	29.0

Average 3.8

6. Have you ever visited Michigan?

	Respondents	Percent
no	5	5.4
yes	88	94.6

6a. If yes, approximately how many times have you visited Michigan in the last 5 years?

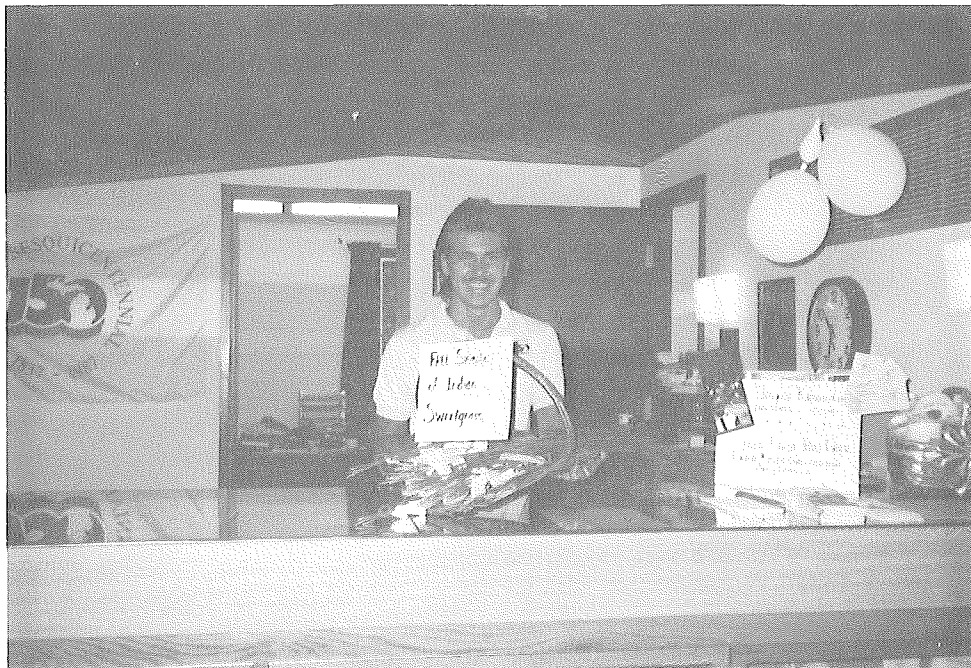
	Respondents	Percent
1-3	31	36.5
4-6	21	24.7
7-9	8	9.4
10-12	8	9.4
13-15	5	5.9
16-18	3	3.5
22+	9	10.6

"MICHIGAN PRODUCT PROMOTIONS"

All 11 Welcome Centers successfully participated in a one-year pilot program that encouraged promotion of Michigan and Michigan products at the Centers. This program was a cooperative effort between MDOT, Departments of Agriculture, and Commerce.

A report to the legislature June 1987 indicated the key to the program's success was the initiative taken by the Welcome Center staff in obtaining participation by the industry. Staff made contact with businesses and commodity groups, locally and statewide, to obtain promotions through displays, literature, coupons, demonstrations, costumes and give-a-ways. Thousands of people were introduced to Michigan and its' products. Visitor response was positive.

Due to the program's success MDOT singularly continued to increase promotional efforts throughout 1987 greatly increasing the number of participants.



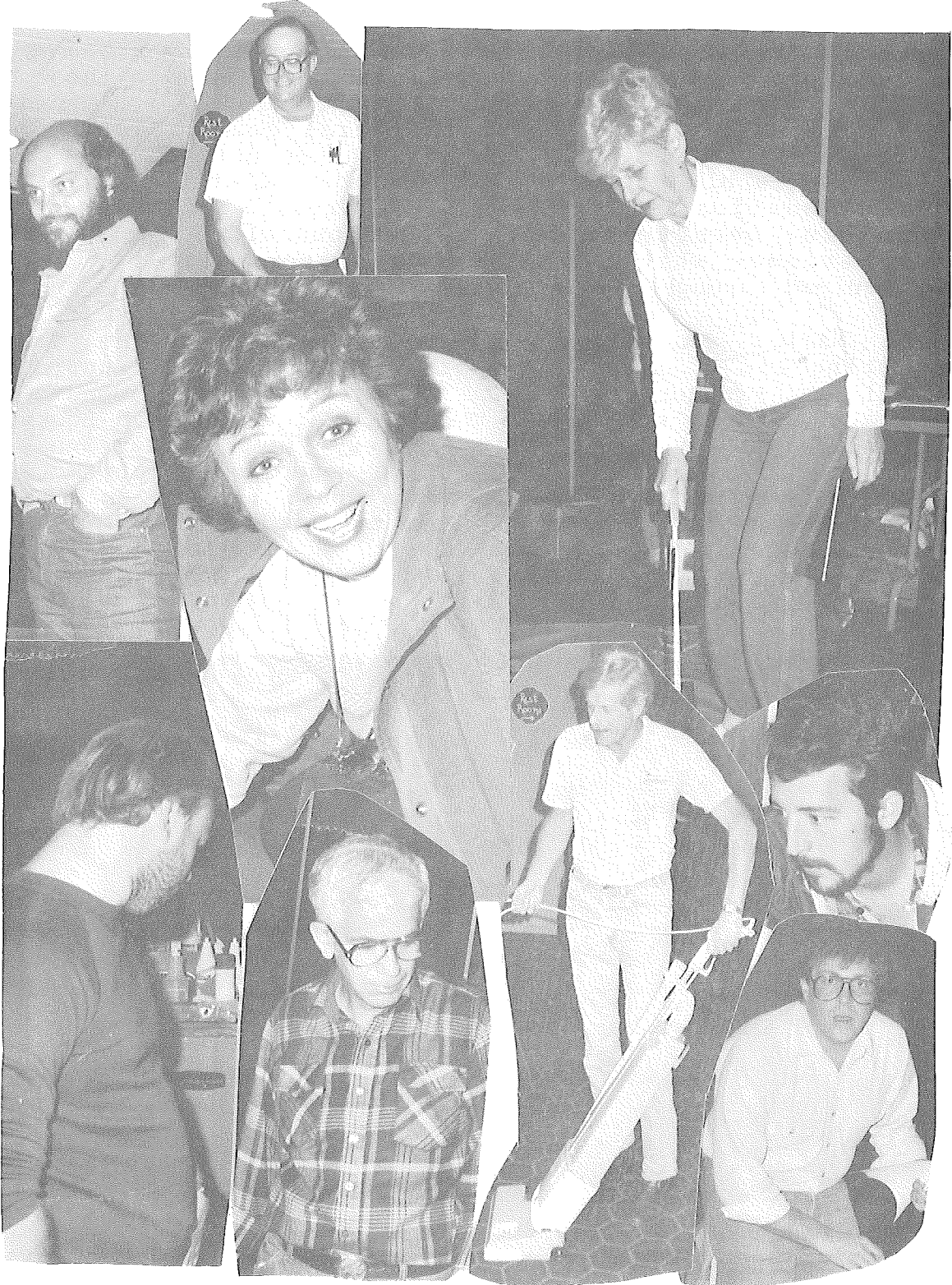


"MAINTENANCE TRAINING"

October 1987 marked the beginning of a new era in the MDOT Welcome Center program. For four long days the members of the Welcome Center maintenance crews and the center managers met at the Doherty Hotel in Clare and participated in the first "Maintenance Training School". The school was designed to familiarize the personnel with the proper cleaning techniques, equipment and supplies. Cleaning has become a science, and use of the proper techniques can save time and money.

Don Wehner designed the program, after attending a cleaning school sponsored by General Motors. Using this school as a model, Don was able to design a program that introduced the students to the basics of industrial cleaning. This was the first of a continuing education series which Don will implement. Future classes will cover basic electricity, plumbing and maintenance, carpentry and small engine repair.



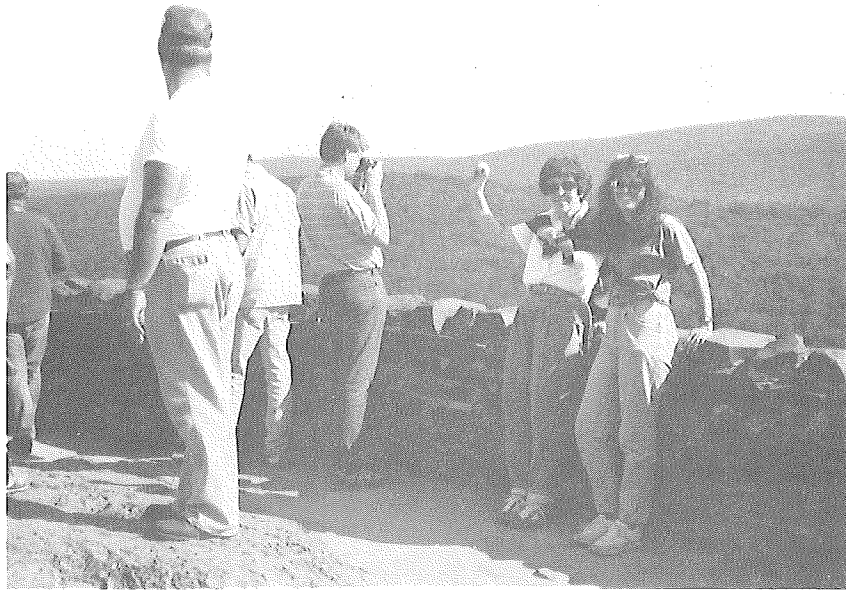


"FAM TOURS: REWARDING, AND INFORMATIVE"

Fam (familiarization) Tours have been a very important part of the Travel Information Division through the years. The tours are normally sponsored by a Regional Travel Association, city or several communities in a geographic area. The purpose of the tour is to show our counselors all or a significant number of attractions and accommodations available in the area. Fam tours are helpful because they give the counselors "hands-on" experience which reinforces the knowledge they have acquired through reading and studying brochures.

All eleven Welcome Centers participated in Fam tours during 1987. Attractions visited included: Greenfield Village, Frankenmuth, Flint, Crossroads Village, Windmill Place, Zender's, Project Nature, Marquette, Soo Locks, Mackinac Island, Grand Traverse Area, Sleeping Bear Dunes, Copper Peak Ski Flying Hill, Lake Gogebic and many more. The Travel Information Division would like to extend a well deserved "Thank You" to all of people who made these tours such a great success.





"WELCOME CENTER MANAGERS"



BACK ROW: Tom Lowery (Ironwood), John Knecht (Port Huron)
Bob Bates (Menominee & Iron Mountain), Steve Choskov
(Coldwater). FRONT ROW: Betsy Brandt (New Buffalo),
Veronica Schroder (Dundee & Monroe), Sue Mavronicles
(Mackinaw City & Sault Ste. Marie), Harriet Grzyb (Clare)

"ASSISTANT MANAGERS"



BACK ROW: Debbie Gunderson (New Buffalo), Diane Schabo (Iron Mountain), Bill Southwell (Clare), Larry Cornish (Coldwater) Mike Lilliquist (Port Huron), Pat Mallgren (Menominee), FRONT ROW: Jean Moiles (Sault Ste. Marie), Joan McNerney (Monroe), Pat Juntti (Ironwood), Julie Hartley (Mackinaw City), Sue Chesney (Dundee)

"EMPLOYEE NEWS"

PORT HURON: Glenn Mawer Jr. joined the staff on the 27th of July. He is attending St. Clair Community College on a part-time basis. Glenn is married and lives with his wife, Chris and sons, Tommy and A.J. in Columbiaville, which is located just east of Flint. Glenn has nine years of state service and was just recently promoted to Laborer II.

PORT HURON: Jennie Andrzejewski the Laborer I married Dennis Young on the 22nd of August. From all reports things are going well and married life agrees with both parties, Congratulations and may the First Anniversary be the start of many more. I would like to add that the wedding was "successfully" catered by John Knecht. (Food for thought Harriet)

CLARE: The engagement of Welcome Center Manager Harriet Gryzb and Mr. George Long was announced in December. The couple plan an August 1988 wedding, congratulations and best wishes.

NEW BUFFALO: Pam Bistel transferred to the New Buffalo Center from Coldwater in September. She was upgraded to Communications Clerk II in November.

COLDWATER: Dorothy M. Sylvester retired on December 31. She had been employed as a Laborer at the Coldwater Welcome Center, since May 14, 1972. Dorothy plans on remaining in Coldwater and doing a little traveling. Best of Luck in everything you do, Dorothy.

MACKINAW CITY: Fred O'Rourke transferred to the St. Ignace Bridge crew, he was replaced by Michael Brimacombe the Laborer I. The Laborer I position was subsequently filled by Jeffery Shampine. Jeff lives in Cheboygan and likes to hunt and fish in his spare time.

PROMOTIONS: During 1987 a number of employees were upgraded, they include: Diane Schabo, Lorrain Mitchell, Pam Bistel, Mike Brimacombe, and Sue Chesney. Congratulations and don't spend all of the raise in the same place.