

Tourism Matters

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Serving the Tourism Industry of Michigan

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Editorial

Sally J. Carpenter, St. Joseph County
MSU Extension



On March 6 Michigan State University presented the Michigan Tourism Outlook conference titled *Tourism Strategies for Uncertain Times* at the Kellogg Center, on MSU Campus. Don Holecek, Charles Shih and Lori Martin of Michigan Travel, Tourism and Recreation Resource Center (MTTRRC) reported that the percent change anticipated for 2002 room assessment are predicted to be up statewide nearly 3%, the U.P. will be up 2%, Northern Lower Michigan up slightly less than 2%, and Southern Lower Michigan up 4.38%. Nothing to write home about but this prediction is hopeful.

Lori Martin, and Tsao-Fang Bristor (also of MTTRRC) gave a report on the Michigan Travel Market Survey based on approximately 425 households in Michigan, Indiana, Illinois, Wisconsin, Ohio and the province of Ontario.

Survey question: Have you traveled by commercial airplane within the last 30 days? In November 2001 the response was 10.9 % said yes. In December that number was just over 8%, and in January 2002, 8.6% answered yes.

Survey Question: Have you cancelled a commercial air trip within the last 30 days? October 2001 4.7 % had, in November 2.5% said yes, in December 3.1 and 0 in January.

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Survey Question: During the next 12 months, do you expect to take more, fewer or about the same number of pleasure trips to any destination. Surprisingly between 55 and 69% said they plan to take about the same number of trips in both 2000 and 2001, while around 15% said they would take fewer trips. Approximately

29% said they would take more trips.

Here is the bottom line question. During the next 12 months, do you expect to take more, fewer or about the same number of pleasure trips to Michigan? In 2001, 20% in June and 2% in December said they would take fewer trips to Michigan, 55 to 71% said they would take the same trips, and here is the good news, a range of 20 to 25% said they would take more trips to Michigan.

10 Action steps for Convention and Visitors Bureaus to take to cope says the report:

1. Coordinate joint marketing initiatives of members
2. Embrace distribution
3. Initiate destination-focused promotional campaigns
4. Focus on drive-in traffic
5. Seek strategic partnerships with major travel players
6. Coordinate the efforts of your travel package members
7. Work with members' corporate clients
8. Work with members' association clients and meeting planners
9. Partner with other travel trade and professional associations
10. Partner with governmental and private organizations

Editor's note: Think about the 55 to 69% of the people surveyed who said they would take the same number of trips to any destination and 29% who would take more. Then think about the 55 to 71% who said they would take about the same trips to Michigan and 20 to 25% who said they would take more trips to Michigan. There is good reason to not stop promoting your product.

Other topics covered at the Tourism Outlook Conference were the Tourism and the Internet, Promotion, Tourism and Terrorism, Security, Packaging for Profit and Legislative Policy Update. If you missed this conference remember the first full week in March next year. 🗓️



Michigan Wine Country

Watch for Michigan Wine Country magazine 2002, available for distribution in early May, with a new look for the cover and new map pages in the center.

Farm Winery Bill

Following in the footsteps of the states of New York, Virginia and Oregon, the Department of Agriculture, assisted by the Michigan Grape and Wine Industry Council and the Michigan Liquor Control Commission developed draft language for a bill to be introduced to the legislature by Senator McManus. The bill, if passed, will create an additional type of winemaker license in Michigan, a **farm winery**. To qualify as a farm winery, it is proposed that an applicant obtain certification from the Department of Agriculture that the winery manages at least five acres of fruit and produce and sell only wines that contain at least 75% Michigan fruit. Information on the legislation is available from the Council office (Linda Jones—517/373-9789).



50 Great Ways to Promote Your Hospitality Business Without Spending A Bundle—by Bruce David is offered free at Michigan Press Association, 517/372-2424, Fax—517-372-2429 or www.michiganpress.org tell them *Tourism Matters* sent you.

Got A Tip? Share and Win

Do you have a great tip to share with your fellow retailers? Something that has made your professional life easier, more profitable, or more fun?

Submit your “WhizBang! Tip of the Week” and if they use it, you’ll get their 25 page Retail Business Assessment and Action Plan Kit, a \$49 value, FREE! Plus you’ll get to see your name in lights (OK, on their “WhizBang! Tip of the Week” e-mail, but it’s still fun!) Drop them a line at tips@whizbangtraining.com

Pere Marquette Rail-Trail Research Study

Dr. Christine Vogt and Dr. Joel Lynch, both from the Department of Park, Recreation and Tourism Resources, have finished a study on the Pere Marquette Rail-Trail. If your community has or considers developing a trail system, we encourage you to visit the project web site for more information—www.prr.msu.edu/trails/pere_marquette_rail.htm.



County Tourism Profiles

The latest edition of the county tourism profiles (June 2001) is posted on the Tourism Area of Expertise web site (www.tourism.msu.edu). The profiles include the updated inventory of the lodging and camping establishments and some new data from the US Census 2000. As more recent statistical information becomes available, updated county profiles will be posted on the same web site.



Spread the Word About This New Business...

Lake Central Rail Tours operated Rail Passenger excursions in the state of Michigan over the rails of the Tuscola and Saginaw Bay Railway. This is their second year of operation and they hope to spread the word about their service toward Michigan tourism. They are offering Fall Color Excursions, Dinner Trains, and summer excursions to Traverse City for the Cherry Festival and to Petoskey for the Antique Festival. For more information about the company, please visit their website at www.lakecentralrailtours.com or call 810/638-7248.

M-66 Tourism Assistant Program

Progress is being made in conjunction with this three-county Tourism Assistance Program (TAP). The Travel, Tourism and Recreation Resource Center is working closely with representatives from Ionia, Barry and Montcalm counties, MSU county extension agents, and the West Michigan Regional planning Commission (WMRPC) to assess the market for tourism and the existing tourism assets in the three-county region.

Anyone wishing to learn more about the TAP project is encouraged to visit the project web site at: www.tourismcenter.msu.edu/M-66TAP/M-66Home.asp. New material is constantly being added to the site. 🏰



Historical Society Announces Upper Peninsula History Conference

The Historical Society of Michigan announced the 53rd annual Upper Peninsula History Conference, June 21-23, 2002 in Munising, Michigan near the west entrance to the Pictured Rocks National Lakeshore.

The Munising conference will feature a variety of historical tours, presentations, and unique outdoor opportunities, including a fish boil hosted by local fishery members. Diverse topics will include Michigan lighthouse preservation, CCC camps in the Upper Peninsula, Munising area history, using computers in local societies, and grant writing for small non-profits. Harvard professor Loren Graham will also present *A Face In The Rock* based on his research and writing in this area of the UP. Tours will include a Shipwreck Boat Tour, Miner's Castle, Pictured Rocks Boat Tour, and visit to Bay Furnace and Light.

For more information on the 53rd Annual Upper Peninsula History Conference please contact the Historical Society of Michigan at 517/324-1828, e-mail at hsm@hsmichigan.org or fax at 517/324-4370. 🏰

Best of The Road™

Michigan's western shoreline is nothing short of spectacular, and to have an internationally known organization recognize the fact in a publication that reaches millions of travelers annually is something of which the Great Lakes State can be very proud. Rand McNally, one of the world's most recognized travel and reference material production companies, has bestowed its "2002 Best of the Road™" honor upon the drive from southwest Michigan's Benton Harbor, to northern Michigan's Petoskey.

Michigan is one of five states that received the "Best of the Road™" designation. Details of the drive are featured on Rand McNally's web site at www.randmcnally.com, and in the new Rand McNally 2002 Road Atlas. Some of the featured destinations include Benton Harbor's Sarett Nature Center, DeZwaan Windmill in Holland, Muskegon's USS Silversides Submarine. Old Mission Peninsula's wineries and Petoskey's sunsets. A total of 18 stops along the route are highlighted. 🏰

Observation



I'm seeing more business card sized brochures circulating these days. Michigan Antique and Collectable Festivals with information on one side, dates for 2002 and 2003 on the other.

Mid-Michigan Golf Show business card has a sticker on the back side of the business card reminding me of the current show dates. These are a great business and advertising tools. If you haven't already, it's a good idea to use this

Letters and Notes

"Thanks for your "Extra" efforts with Tourism Matters" -
Hugh Smith, Midland, Michigan

Announcement

Cynthia Warzecha has accepted the technical assistance position which is jointly funded by Michigan State University Extension and Travel Michigan. The project focuses on providing technical assistance to the tourism industry in the areas of marketing, economic impacts and standardized research programs. In addition she will work with other MSUE field staff and specialists to link MSU, MSUE and segments of the tourism industry.

The position begins in March and her initial duties include acquainting herself with tourism issues in the state, and developing an understanding of Travel Michigan and MSU. Ms Warzecha comes to us from Minnesota and will be learning about the industry and the state of Michigan in the weeks ahead. Cynthia can be reached at Travel Michigan. Please welcome Cynthia to the Department, MSU, Travel Michigan and the Michigan Tourism Industry. 🏰

Michigan State University Extension Tourism Area of Expertise Team funds this quarterly publication to the tourism industry called *Tourism Matters*. The purpose of *Tourism Matters* is just in time information to the tourism industry on upcoming conferences, training trends, research and success stories. *Tourism Matters* is distributed through each Michigan Extension office to their local tourism clients. Circulation is over 4,000 hard copies statewide. *Tourism Matters* is also available on Michigan State University Extension web site listed below.

Publication deadlines are: January 2, 2002 - March 1, 2002 - August 1, 2002 - October 1, 2002

Call your County Michigan State University Extension Service to subscribe to this newsletter.
Look for *Tourism Matters* on the Internet: <http://www.tourism.msu.edu>
Or at: <http://www.msue.msu.edu/stjoseph> then click on Com & Econ Development

NEWSLETTER EDITOR**Sally J. Carpenter**

Production & Layout—Linda Towles
 St. Joseph County MSU Extension
 612 E. Main Street, Centreville, MI 49032
 Phone (616) 467-5522
 Fax (616) 467-5641
 E-Mail: carpents@msue.msu.edu

Tourism Area of Expertise Members**Phil Alexander**

Dist. Ext. Agent, Com. & Econ. Dev.
 800 Livingston Blvd., Suite 4A-2
 Gaylord, MI 49735 (517) 731-0272
alexande@msue.msu.edu

Bill Bivens

County Ext. Agricultural Agent
 Jackson County MSU Extension
 1699 Lansing Ave. Jackson, MI 49202
 (517) 788-4292 x319
bivens@msue.msu.edu

Sally J. Carpenter

Extension Educator
 St. Joseph County MSU Extension
 612 E. Main, Centreville, MI 49032
 (616) 467-5522
carpents@msue.msu.edu

Joseph Fridgen

Chairperson
 Dept. of Park, Rec. and Tourism
 131 Natural Resources Building
 E. Lansing, MI 48824 (517) 353-0822
jfridgen@pilot.msu.edu

Ann Hinsdale-Knisel

Co. Ext. Director, Ext Southeast Region
 1040 South Winter, Adrian, MI 49221
 (517) 264-5300 hinsdale@msue.msu.edu

Teresa Herbowicz

Travel, Tourism & Recreation Res. Center
 172 Natural Resources Building
 East Lansing, MI 48824-1222
 (517) 353-0793 herbowicz@pilot.msu.edu

Rita Hodgins

Dist. Extension Agent, Ext. U.P. Region
 702 Chippewa Square,
 Marquette, MI 49855
 (906) 228-4830 hodgins@msue.msu.edu

David Smyth

MSU Extension Natural Res. Agent
 Michigan Dept. of Natural Resources
 Parks and Recreation Div
 P.O. Box 30257
 Lansing MI 48909
 (517) 373-9918 smthd@msue.msu.edu

Don Holecek

Professor, Park, Rec & Tour
 Prof., Forestry Dir, MI Trav Tour Center
 172 Nat. Resources, E. Lansing, MI 48824
 (517) 353-0793 dholecek@pilot.msu.edu

Terry Shaffer

Assistant Curator
 101 Museum Bldg.
 MSU
 E. Lansing, MI 48824-1045
 (517) 353-3882 shaffer@msue.msu.edu

John C. McKinney

Dist Ext Agent, Ext North Region
 520 W. Front St., St A,
 Traverse City, MI 49684
 (616) 922-4625 mckinney@msue.msu.edu

(Fong) Tsao-Fang Bristor

Specialist, Travel, Tourism, Rec. Res. Cent.
 172 Natural Resources Building
 E. Lansing, MI 48824
 (517) 353-0793 yuantsao@msue.edu

Lori Martin

Travel, Tourism, Rec., Resource Center
 172 Natural Resources Building
 E. Lansing, MI 48824 (517) 353-0793
marti362@msue.edu

Alexander Nikoloff

Specialist, WTT Tax Policy Center
 Travel, Tourism, Rec., Resource Center
 172 Natural Resources Building
 E. Lansing, MI 48824
 (517) 432-2636 nikoloff@pilot.msu.edu

Gail VanderStoep

Michigan State University
 Asst. Professor, Parks & Rec. Resources
 131 Nat. Res. Bldg, E. Lansing, MI 48824
 (517) 353-5190 - extension 117
vanders1@pilot.msu.edu

William Farrant

Specialist, Travel, Tourism, Rec. Res. Center
 172 Natural Resources Building
 E. Lansing, MI 48824
 (517) 353-0793 farrant@pilot.msu.edu

COOPERATIVE EXTENSION SERVICE
 UNITED STATES DEPARTMENT OF AGRICULTURE
 MICHIGAN STATE UNIVERSITY
 EAST LANSING, MICHIGAN 48824-1039

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