

**Michigan Tourism Outlook Conference**

**March 10, 2004  
Kellogg Center  
East Lansing, Michigan**

**Selected results from  
Michigan Travel Market Survey**

# **IMAGE OF MICHIGAN AS A TOURIST DESTINATION BY RESIDENTS OF THE GREAT LAKES' REGION**

**1996-1998 VERSUS 2001-2003**



**Presented by:  
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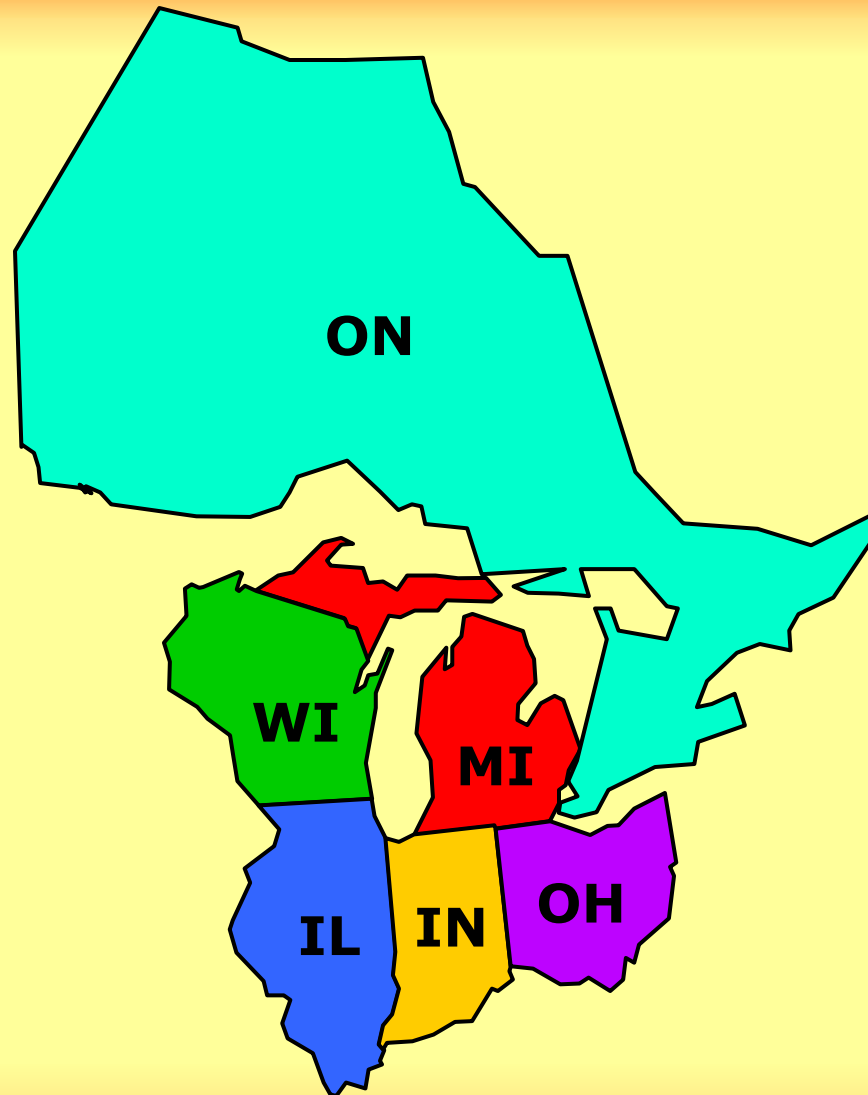
**Assistance with data analysis provided by:  
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Travel Tourism & Recreation Resource Center  
Michigan State University**

# About the survey

- **Michigan Travel Market Survey was conducted from January 1996 to June 2003. The project was terminated due to budget cuts.**
- **Results are based on a telephone survey of randomly selected households in Michigan, Illinois, Indiana, Ohio, Wisconsin and the province of Ontario.**
- **Interviews were conducted on a monthly basis.**
- **Respondents did not have to take a pleasure trip to Michigan in order to qualify to answer the image questions.**
  
- **“1996-1998” covers the period from January 1996 to December 1998.**
- **15,300 households in the region were interviewed in that period.**
  
- **“2001-2003” covers the period from October 2001 to June 2003.**
- **7,747 households in the region were interviewed in that period.**



# Survey region



# Image statements

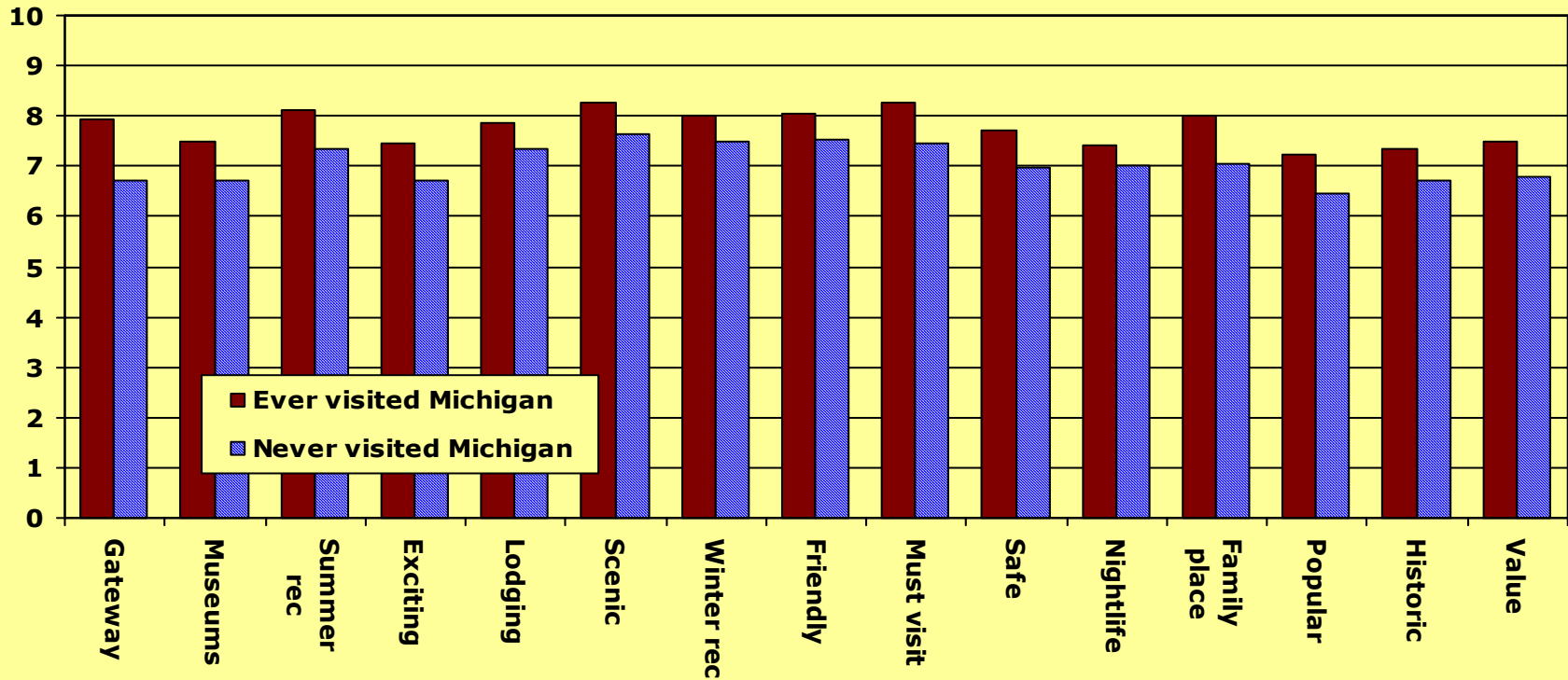
We'd like to know how much you agree or disagree with some statements about Michigan. Please use a scale from 1 to 10, where 1 means "do not agree at all" and 10 means "agree completely."

## Michigan ...

1. **Getaway** Is close enough for a weekend getaway
2. **Museums** Has many interesting museums
3. **Summer recreation** Is great for summer outdoor recreation activities
4. **Exciting** Is an exciting place to visit
5. **Quality lodging** Has a lot of high quality lodging
6. **Scenic** Offers much scenic appeal
7. **Winter recreation** Is great for winter outdoor recreation activities
8. **Friendly** Is a good place to meet friendly people
9. **Must visit** Is a place everyone should visit at least once in their lifetime
10. **Safe** Is a safe place to visit
11. **Nightlife** Offers exciting nightlife and entertainment
12. **Family place** Is a great place for a family vacation
13. **Popular destination** Is a popular destination with vacationers
14. **Historic** Has many interesting historic sites
15. **Value** Offers an excellent vacation value for the money



# Mean rating of Michigan by statement: 2001-2003 (Michigan respondents excluded)



Note: Scale from one to 10 where one means "strongly disagree" with the statement, and 10 means "strongly agree" with the statement.

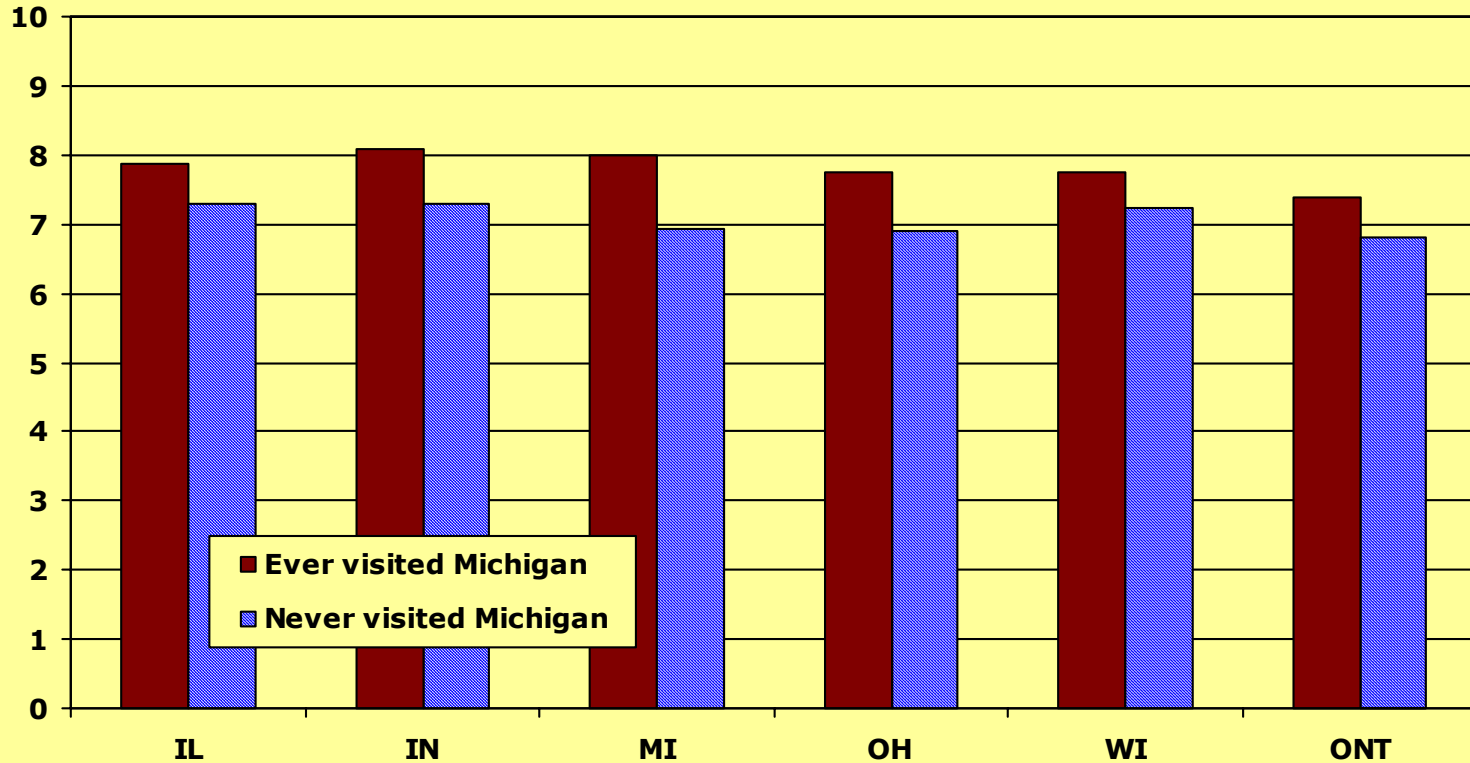


# Point change in average rating (Michigan respondents excluded)

	Respondent who have visited Michigan ...		
	in the past 12 months	any time in the past	...never...
Getaway	0.04	-0.03	0.11
Museums	1.26	1.25	1.52
Summer recreation	-0.23	-0.05	0.36
Exciting	0.08	0.40	0.97
Quality lodging	0.35	0.52	1.05
Scenic	-0.04	-0.01	0.39
Winter recreation	0.06	0.10	0.42
Friendly	0.37	0.45	0.87
Must visit	0.05	0.16	0.36
Safe	-0.04	0.18	0.60
Nightlife	0.73	0.95	1.10
Family place	-0.25	-0.01	0.33
Popular destination	-0.07	0.12	0.70
Historic	0.22	0.31	0.71
Value	-0.12	0.04	0.62
Average	0.16	0.29	0.67



# Mean rating of Michigan by state: 2001-2003



**Note:** Scale from one to 10 where one means "strongly disagree" with the statement, and 10 means "strongly agree" with the statement.



# Point change in average rating

(Respondents who have visited Michigan any time in the past)



	IL	IN	MI	OH	WI	ONT
Getaway	0.30	-0.21	-0.64	-0.18	0.00	-0.11
Museums	1.66	1.25	0.27	0.94	1.52	0.89
Summer recreation	-0.05	-0.13	-0.52	-0.14	0.16	-0.03
Exciting	0.41	0.28	-0.46	0.31	0.57	0.41
Quality lodging	0.61	0.45	-0.22	0.56	0.73	0.12
Scenic	0.11	0.04	-0.36	-0.09	0.02	0.00
Winter recreation	0.07	0.05	-0.38	0.13	0.10	0.31
Friendly	0.39	0.58	-0.10	0.50	0.40	0.37
Must visit	0.16	0.16	-0.49	0.21	0.37	-0.17
Safe	-0.16	0.09	-0.17	0.28	0.26	0.73
Nightlife	1.08	1.00	0.17	1.07	1.07	0.21
Family place	0.07	-0.01	-0.63	0.05	-0.10	0.09
Popular destination	0.01	0.08	-0.46	0.11	0.27	0.23
Historic	0.72	0.26	-0.32	0.16	0.33	0.14
Value	-0.10	0.11	-0.46	0.06	0.10	0.21
Average	0.35	0.27	-0.32	0.26	0.39	0.23



# Point change in average rating

(Respondents who have never visited Michigan)



	IL	IN	MI	OH	WI	ONT
Getaway	0.40	0.14	-0.92	-0.06	0.03	0.21
Museums	2.35	1.65	-0.01	0.88	1.47	1.46
Summer recreation	0.59	0.49	-1.00	-0.23	0.60	0.51
Exciting	1.23	1.02	-0.63	0.66	0.97	1.01
Quality lodging	1.58	0.99	-0.07	0.82	0.94	1.02
Scenic	0.72	0.13	-0.57	0.06	0.67	0.50
Winter recreation	0.59	0.04	-0.79	0.19	0.47	0.84
Friendly	1.27	0.99	-0.39	0.93	0.69	0.66
Must visit	0.55	0.68	-0.43	0.23	0.40	0.20
Safe	0.51	0.50	-0.21	0.42	0.70	0.95
Nightlife	1.59	1.22	-0.07	0.90	0.88	1.03
Family place	0.63	0.36	-0.68	0.05	0.54	0.31
Popular destination	0.87	0.32	0.00	0.80	0.48	1.04
Historic	0.77	0.95	-0.14	0.85	0.74	0.40
Value	0.96	0.58	-0.43	0.38	0.53	0.85
Average	0.97	0.67	-0.42	0.46	0.67	0.73



# Image of Michigan by Illinois residents (who have visited Michigan any time in the past)

## Three most favorable images (2001-2003)

1. MI offers much scenic appeal.	8.51
2. MI is a place everyone should visit at least once in their lifetime.	8.43
3. MI is great for summer outdoor recreation activities.	8.36

## Three least favorable images (2001-2003)

3. MI is a popular destination with vacationers.	7.46
2. MI has many interesting museums.	7.38
1. MI offers exciting nightlife and entertainment.	7.07

## Three images with the biggest point change

1. MI has many interesting museums.	1.66
2. MI offers exciting nightlife and entertainment.	1.08
3. MI has many interesting historic sites.	0.72

Note: Scale from one to 10 where one means "strongly disagree" with the statement, and 10 means "strongly agree" with the statement.



# Image of Michigan by Indiana residents (who have visited Michigan any time in the past)

## Three most favorable images (2001-2003)

1. MI is a place everyone should visit at least once in their lifetime.	8.62
2. MI offers much scenic appeal.	8.52
3. MI is close enough for a weekend getaway.	8.35

## Three least favorable images (2001-2003)

3. MI offers exciting nightlife and entertainment.	7.64
2. MI has many interesting historic sites.	7.64
1. MI is a popular destination with vacationers.	7.62

## Three images with the biggest point change

1. MI has many interesting museums.	1.25
2. MI offers exciting nightlife and entertainment.	1.00
3. MI is a good place to meet friendly people.	0.58

Note: Scale from one to 10 where one means "strongly disagree" with the statement, and 10 means "strongly agree" with the statement.



# Image of Michigan by Michigan residents (who have visited Michigan any time in the past)

## Three most favorable images (2001-2003)

1. MI is close enough for a weekend getaway.	8.81
2. MI offers much scenic appeal.	8.66
3. MI is great for summer outdoor recreation activities.	8.60

## Three least favorable images (2001-2003)

3. MI has many interesting museums.	7.46
2. MI is a popular destination with vacationers.	7.44
1. MI offers exciting nightlife and entertainment.	7.11

## Three images with the biggest point change

1. MI is close enough for a weekend getaway.	-0.64
2. MI is a great place for a family vacation.	-0.63
3. MI is great for summer outdoor recreation activities.	-0.52

Note: Scale from one to 10 where one means "strongly disagree" with the statement, and 10 means "strongly agree" with the statement.



# Image of Michigan by Ohio residents (who have visited Michigan any time in the past)

## Three most favorable images (2001-2003)

1. MI is a place everyone should visit at least once in their lifetime.	8.19
2. MI is close enough for a weekend getaway.	8.18
3. MI offers much scenic appeal.	8.07

## Three least favorable images (2001-2003)

3. MI has many interesting historic sites.	7.32
2. MI is an exciting place to visit.	7.30
1. MI is a popular destination with vacationers.	7.14

## Three images with the biggest point change

1. MI offers exciting nightlife and entertainment.	1.07
2. MI has many interesting museums.	0.94
3. MI has a lot of high quality lodging.	0.56

Note: Scale from one to 10 where one means "strongly disagree" with the statement, and 10 means "strongly agree" with the statement.



# Image of Michigan by Wisconsin residents (who have visited Michigan any time in the past)

## Three most favorable images (2001-2003)

1. MI offers much scenic appeal.	8.38
2. MI is a place everyone should visit at least once in their lifetime.	8.38
3. MI is great for winter outdoor recreation activities.	8.24

## Three least favorable images (2001-2003)

3. MI has many interesting museums.	7.30
2. MI offers exciting nightlife and entertainment.	7.27
1. MI is a popular destination with vacationers.	7.24

## Three images with the biggest point change

1. MI has many interesting museums.	1.52
2. MI offers exciting nightlife and entertainment.	1.07
3. MI has a lot of high quality lodging.	0.73

Note: Scale from one to 10 where one means "strongly disagree" with the statement, and 10 means "strongly agree" with the statement.



# Image of Michigan by Ontario residents (who have visited Michigan any time in the past)

## Three most favorable images (2001-2003)

1. MI is a good place to meet friendly people.	7.88
2. MI is close enough for a weekend getaway.	7.85
3. MI is a place everyone should visit at least once in their lifetime.	7.70

## Three least favorable images (2001-2003)

3. MI has many interesting historic sites.	6.89
2. MI offers an excellent vacation value for the money.	6.84
1. MI is a popular destination with vacationers.	6.71

## Three images with the biggest point change

1. MI has many interesting museums.	0.89
2. MI is a safe place to visit.	0.73
3. MI is an exciting place to visit.	0.41

Note: Scale from one to 10 where one means "strongly disagree" with the statement, and 10 means "strongly agree" with the statement.



# Summary

1. **There is a regional improvement in the overall image of Michigan as a tourist destination:**
  - +0.16** among visitors who have visited Michigan within the last 12 months
  - +0.29** among visitors who have visited Michigan any time in the past
  - +0.67** among residents of the region who have never visited Michigan.
2. **There is a considerable decline in positive image rating of Michigan as a tourist destination among Michigan residents.**
3. **The most dramatic and positive changes in image rating occurred in “museums” and “nightlife.”**



# Things to ponder

1. **What are the reasons for the improvement in the overall image of Michigan as a tourist destination?**
  - Improved targeting of the Michigan tourism promotion?
  - ?
  
2. **What are the reasons for the considerable decline in positive image rating of Michigan as a tourist destination among Michigan residents.**
  - Reduced in-state promotion?
  - Comparison with destinations that people visited during prosperous times?
  - ?
  
3. **What are the reasons for the most dramatic changes in image rating for:**
  - = "museums"?
    - More organized promotion by museums?
    - More interest in history by Midwest tourists?
    - More promotion of museums and historic sites by Travel Michigan and others?
    - ?
  
  - = "nightlife"?
    - Establishment and promotion of casinos?
    - ?



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