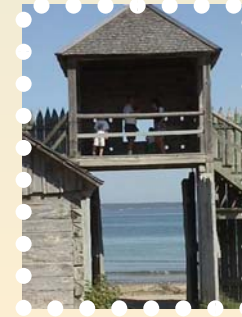


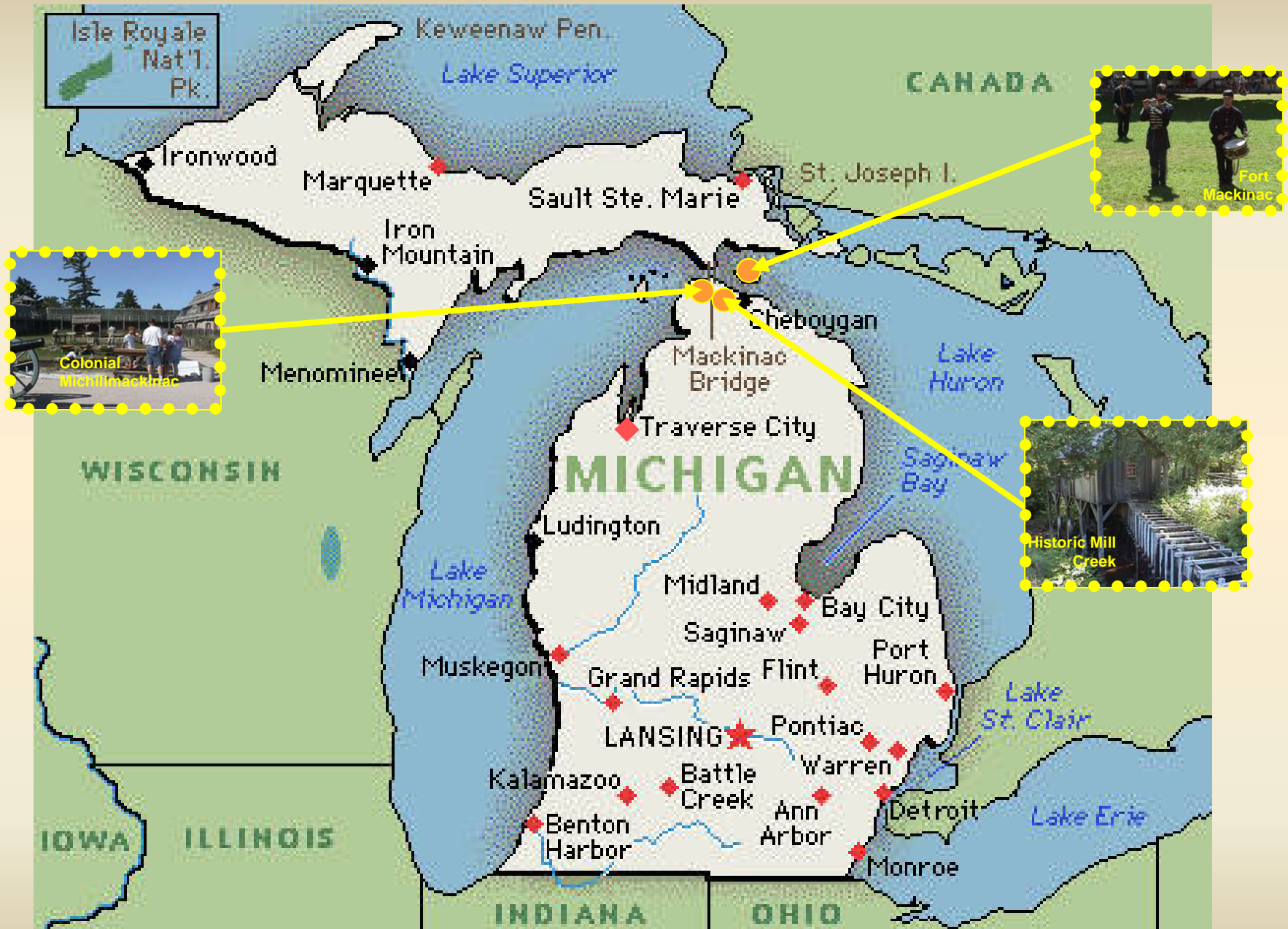
"Changing Faces - Changing Places"
National Extension Tourism Conference
September 16-19, 2002
Traverse City, Michigan



Survey methodology: an example of Mackinac State Historic Parks projects



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At the beginning ...

The
Center

Straits of Mackinac Tourism Assistance Program

(TAP) 1997 - 1999

- Tourism Area of Expertise, Michigan State University Extension
- Background information about area visitors, businesses and resources
- Facilitating local promotion groups efforts “ to develop a broad-based cooperative with economic support to promote the regions while recognizing and maintaining the uniqueness of each individual community.”



Mackinac State Historic Parks wanted to know more ...

The
Center &
Greg

- About guests to their sites
- About guests to the area who do not visit these sites
- About how to attract area guests to become regular guests to the historic parks



Summer and fall of 1999 - mail research -

The
Center

- Focus on all three historic parks
- MSHP guest survey: customized and color-coded mail-in questionnaire along with the TAP questionnaire distributed at the three historic sites
- MSHP non-guests survey: customized and color-coded mail-in questionnaire along with the TAP questionnaire distributed in four cities in the vicinity of the historic parks
- Participation qualifications
- Incentive



Mail research - how the results were used?

Greg

- Guest demographic and geographic profile to develop understanding of audience served -
- Most efficient and effective marketing methods to reach audience
- Personal orientation to Mackinac market and it's stakeholders.



Summer of 2000

- personal interviews -

The
Center

- Focus on Colonial Michilimackinac and Historic Mill Creek
- Current MSHP guest survey: on-site in-depth interviews at two of the three historic sites
- Past MSHP guest survey: on-site in-depth interviews in downtown Mackinaw City
- MSHP non-guests survey: on-site in-depth interviews in downtown Mackinaw City
- Participation qualifications
- Incentives



Personal interviews - how the results were used?

Greg

- Increase market share: Convert non-guests into guests.
- Greater understanding of non-guests and what we might do to convert them to guests.
- Marketing theme development - *Mackinac's Family Adventure*
- Program development - The Experiences Task Force
- "*Tell me and I will forget, teach me and I may remember
Involve me and I will learn*" Benjamin Franklin



Personal interviews - how the results were used?

Greg



MACKINAC'S FAMILY ADVENTURE

(visual aid - Mackinac brochure)

(Visual Aids - Photos of Kid's Quarters exhibit, Creature of the Forest program, Paddle with Voyageurs program)



Personal interviews - how the results were used?

Greg



MACKINAC'S FAMILY ADVENTURE



(visual aid - Mackinac brochure)

(Visual Aids - Photos of Kid's Quarters exhibit, Creature of the Forest program, Paddle with Voyageurs program)



Summer of 2001

- intercepts and phone survey

The
Center

- Focus on Fort Mackinac (Mackinac Island)
- Intercept surveys on Mackinac Island and in Mackinaw City
- In-depth phone survey at later dates with:
 - current Fort Mackinac guests
 - current Mackinac Island guests (not visiting Fort Mackinac)
 - current Straits of Mackinac area guests (not visiting Mackinac Island)
- Participation qualifications
- Incentives



Intercepts and phone survey – how the results were used?

Greg

- Increase Fort Mackinac market share of Mackinac Island guests
- Expand and clarify target market statement
- Initiate brand (promise) development

(Visual aid -target market statement)



Target market statement ~ general audience ~

Greg

Demographic - by Prism (zip code) clusters

- "*Kids and Cull-de-sacs*" - Affluent, suburban families with kids at home, ages: 35-54
- "*Shotguns and Pickups*" - Blue collar families with school aged kids, mixed ages
- "*Blue Chip Blues*" - Dual income families with grown kids, ages: 35-64
- "*God's Country*" - White-collar, affluent ex-urban families ages: 35-64
- "*Sunset City*" - Lower-middle class, blue-collar/early retirees, ages: 55+ (Green Bay)



Target market statement

~ general audience ~

Greg

Geographic - by region

- 58% from 201-250 miles away
- Michigan (77%)
 - ~ Southeast Lower Michigan (northeast Detroit, Ann Arbor, north Oakland county, Jackson)
 - ~ Greater Lansing Area
 - ~ Southwest Michigan (Grand Rapids, Lake Michigan shoreline communities)
 - ~ Northern and central Lower Michigan
 - ~ Eastern, northeastern Lower Michigan (Flint, Bay City, Saginaw, "Thumb" region)



Target market statement ~ general audience ~

Greg

Geographic - by Region

- Midwestern United States (14%)
 - ~ Ohio -Cleveland/Toledo
 - ~ Illinois – Chicago
 - ~ Wisconsin - Green Bay/Appleton/Milwaukee
 - ~ Indiana - Indianapolis
- Outside Midwest/foreign countries (9%)

(Visual aid -target market statement)



Target market statement

~ group market ~

Greg

Demographic - by age groups

- School children (second-eighth grade) - 60%
- Adult (55 +) - 40%

Geographic - by region

- Michigan
 - ~ 65 mile radius of Straits of Mackinac - school students
 - ~ Michigan's Lower Peninsula
- Midwestern United States
- Outside Midwest/foreign countries

