

Transportation & Tourism

Michigan House Tourism Committee

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Customer Survey: <https://www.research.net/s/ZKCgHgg>

Transportation & Tourism

- Tourism has a major impact on Michigan's economy - **\$17.7 billion** in visitor spending, 2011
- Tourists need viable transportation options
- Transportation provides access to Michigan destinations via a modern, multimodal system



Welcome to Michigan

- Clean & well kept infrastructure welcomes tourists & sends a message about our state
- MDOT operates 81 modern facilities for the convenience of the traveling public
 - 14 Welcome Centers
 - 67 rest areas
- Plus 100 roadside parks, scenic turnouts & picnic table sites



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Travel by Roadway

- 80% of all visitor travel in Michigan occurs by auto
- Scenic, clean roadways, preserving viewsheds
- Signs that are clear & easy to understand
 - Tourist Oriented Directional Signs for rural attractions
 - Logo Signing
- Intelligent road-vehicle communication (i.e. ITS)



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Travel by Heritage Route/ Scenic Byway

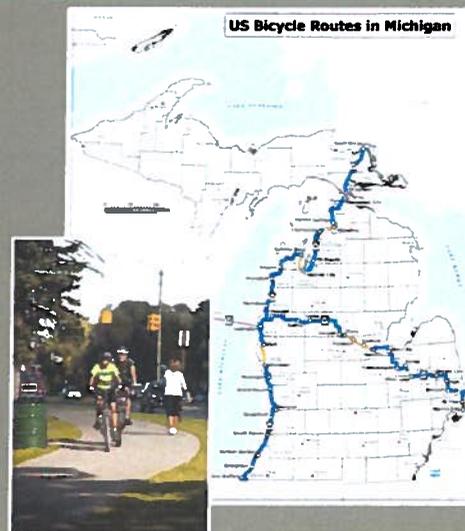
- 14 state designated heritage routes
- 3 national scenic byways
- Tourist destinations
- Generate tourism revenues for communities and regions
- Create a unique brand/identity for highway corridors



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Travel by Bicycle

- Michigan is a bicycle touring destination
 - 1st nationally in number of miles of open trails
 - 2nd nationally in number of developed rail trails
 - Total economic contribution nationally is \$132 billion/year



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Travel by Air

- Airports serve as point of entry for travelers
- 12% of all visitor travel in Michigan occurs by air
- Providing a variety of ground connections is critical to air service



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Travel by Rail & Bus

- Amtrak serves communities across Michigan
- Exciting new rail developments
 - Accelerated Rail Chicago to Detroit/Pontiac
 - M1 Rail in Detroit
- Intercity bus services



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Travel by Ferry

- Michigan's ferry operations provide necessary transportation
- Serve numerous resort and residential islands all across the state, and to/from national and international connections



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Other Travel Options

- Complete Streets offer safer, more scenic bike & pedestrian travel
- Off-Road Vehicles (ORVs) increasingly popular
- Snowmobiling contributes more than \$1 billion to winter tourism



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This is our goal...



Cooley Bridge Roadside park on M-55
in Manistee County



M-32 East of Atlanta



M-55 bridge over US-131 as it joins the
Cadillac bypass



M-37/M-46 roundabout in Muskegon County

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This is our reality...



Plywood Under I-375 Bridge



Litter along roadways



Michigan pothole



Tall grass along highways

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Transportation Challenges

- Funding crisis threatens quality of Michigan's infrastructure for travelers and residents
- State of roads, bridges in good condition, but declining
- Can't sustain system with existing revenues
- Costs have been cut, efficiencies made



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Questions?

Customer Service is Important
Please take our customer survey:
<https://www.research.net/s/ZKCgH9g>

